



October 2020

Logo Usage & Identity Guidelines

OVERVIEW

The purpose of this brand style guide is to ensure that the strategic messaging and brand attributes of the Concept Branch is implemented cohesively across all collateral and marketing communications, its partners, affiliates, and disseminated properly to all stakeholders. These brand guidelines provide clear direction on how to appropriately use the branded logo system and support all constituents in the communications efforts.

- **WHO WE ARE**
- **OUR MISSION & VISION**
- **LOGO USAGE & VARIATIONS**
- **DO'S AND DON'TS**
- **COLOR PALETTE**
- **TYPOGRAPHY**
- **BRAND VISUALS**

WHO WE ARE

CONCEPT BRANCH WHO WE ARE

Concept Branch is a Cloud Server Platform that enables businesses to build, deploy, scale and manage scalable web applications. Bare Metal, Dedicated & VPS server solutions are deployed from 22 datacenters around the globe to serve clients' needs.

Concept Branch's service can be a game-changer in the server industry. We offer a new, one-way technology with faster, better and less expensive service, with the opportunity for high profitability without compromising our competitive pricing.

CONCEPT BRANCH OUR MISSION



The mission of Concept Branch, Ltd is to become a predominant market leader in advanced web hosting and dedicated and virtual private servers while encouraging a friendly and fair work environment, all in a fiduciary manner that supports our company, industry and community.

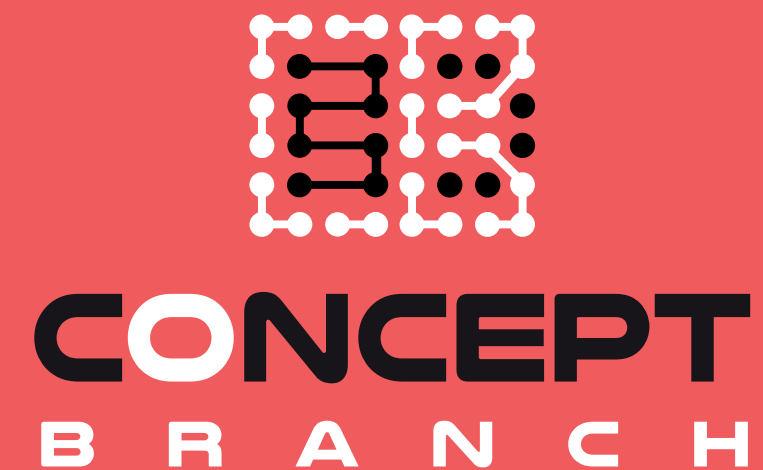
OUR VISION

["BRING INSPIRATION AND INNOVATION TO EVERY APP OR WEBSITE "]

- In this regard the firm shows a keen desire to provide a unique product and service and be a responsible corporate citizen while growing profits and maintaining user satisfaction.
- The vision of the Company is to grow and prosper in a fashion similar to other successful organizations, including UpCloud, Digital Ocean, Linode, and Vultr. In this regard the firm shows a keen desire to provide a unique product and service and be a responsible corporate citizen while growing profits and maintaining user satisfaction.
- In order to realize this vision, the Company strives to maintain consumer satisfaction and attract additional consumers within the Company's targeted marketplace by creating value for them through reliability and usability. The Company seeks to innovate new and in-demand dedicated and virtual private servers' ideas, grow profits through innovative management and work toward expansion through new market segments.

Identity Guidelines

Logo Lockups



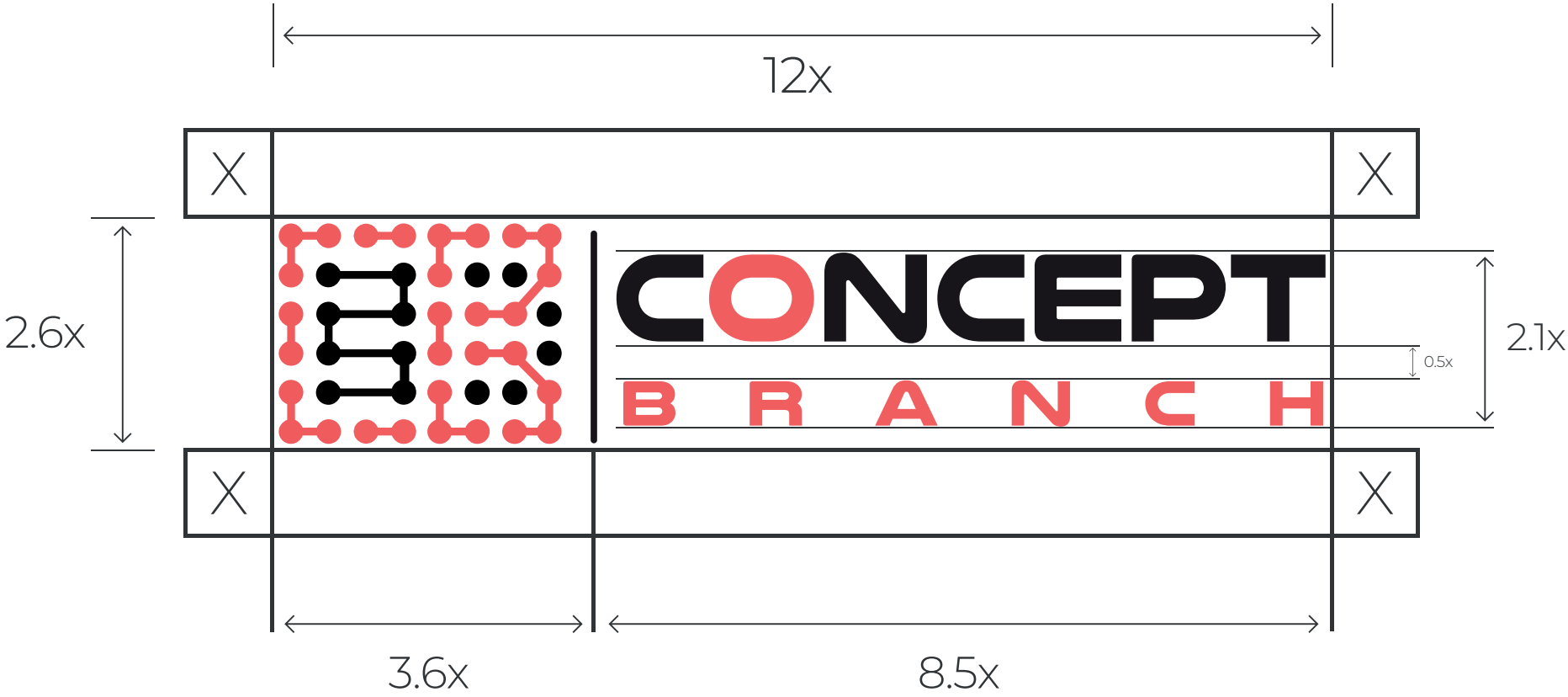
Identity Guidelines

Alingnment

ISOLATION AREA

The center of the Nest should align to the center of the Logotype.

The spacing between the Nest and the Logotype as the isolarion are should be the same unit X which is the half of typeface hight.



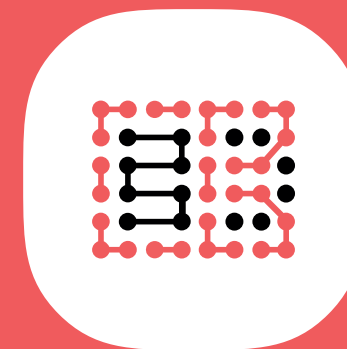
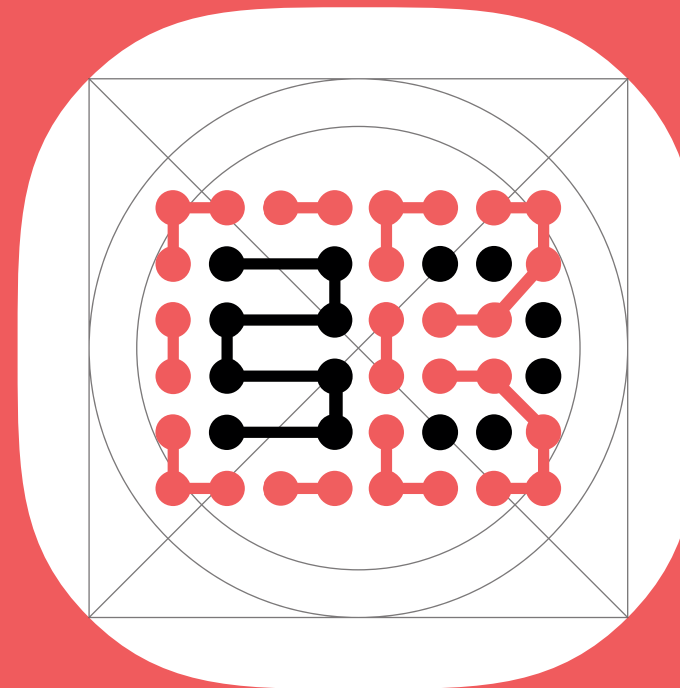
Identity Guidelines

Logo Icons

LOGO ICONS

Full color logo should always be first choice.

Nevertheless, at backgrounds with specific colors icon could be monoline or monochromatic versions



Identity Guidelines

Logo Variations

LOGO VARIATIONS

Logo variations depend on color of background or limitations of any kind.

Where possible the logo should be in full color.

And other two verions in appropriate circumstances.

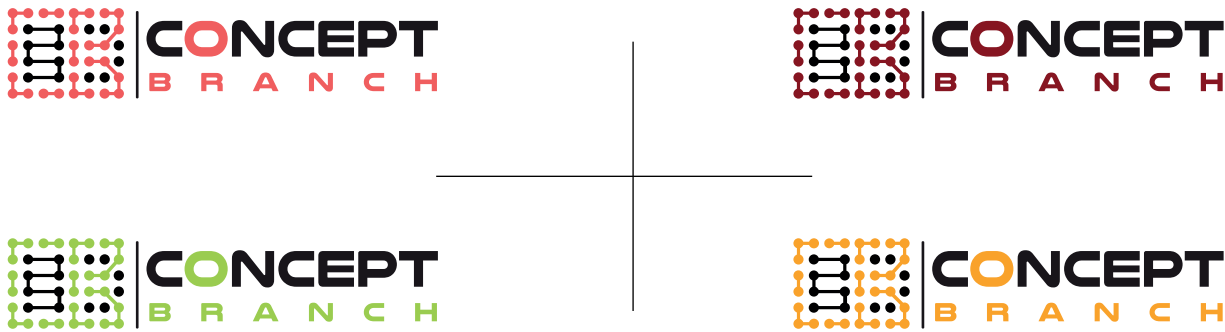
Main Logo



Main Logo with Tagline



Color Variations



Identity Guidelines
Do's and Don'ts

LOGO INCORRECT USAGE



Do not reproduce the logo in any color other than shown in the variations.



Do not employ drop shadows or other effects.



Do not create a box around the logo.



Do not distort the logo by skewing, compressing or stretching.



Do not display the logo on complex backgrounds.

Identity Guidelines
Typography

TYPOGRAPHY

The typeface fits perfectly with almost any font which is particularly useful in today’s diverse content sphere. A wide structure makes the font easy to read in small sizes – this is very important for the mobile first generation z.

FONT FAMILIES

Nulshock
Axiforma

Tittle Header

NulshockRg-Bold

CATCH

Head

NulshockRg-Bold

ON FIRE

Subhead

Axiforma Bold

And People Will Come

Body

Axiforma Regular

From miles to see you burn.

Identity Guidelines

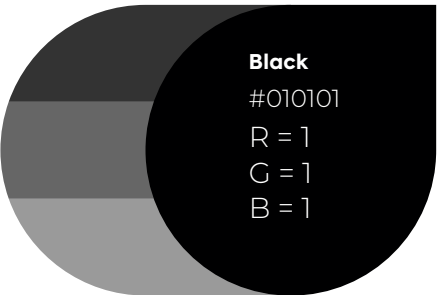
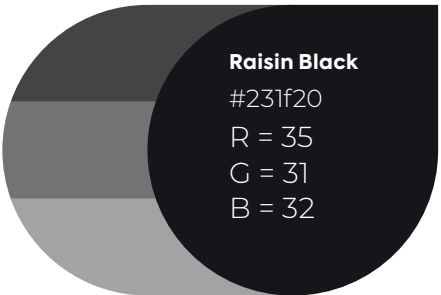
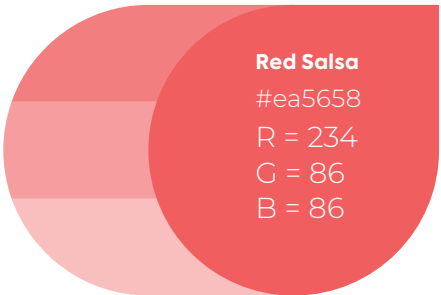
Color Palette

COLOR PALETTE

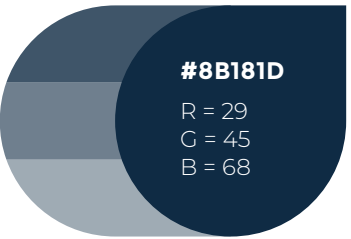
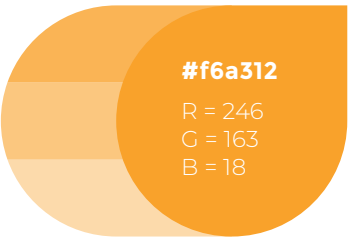
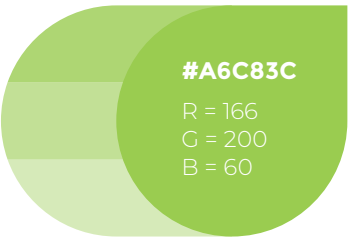
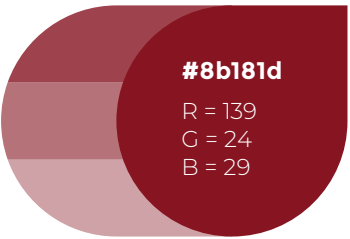
The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark and logotype should never appear in colors other than shown here.

Primary Colors



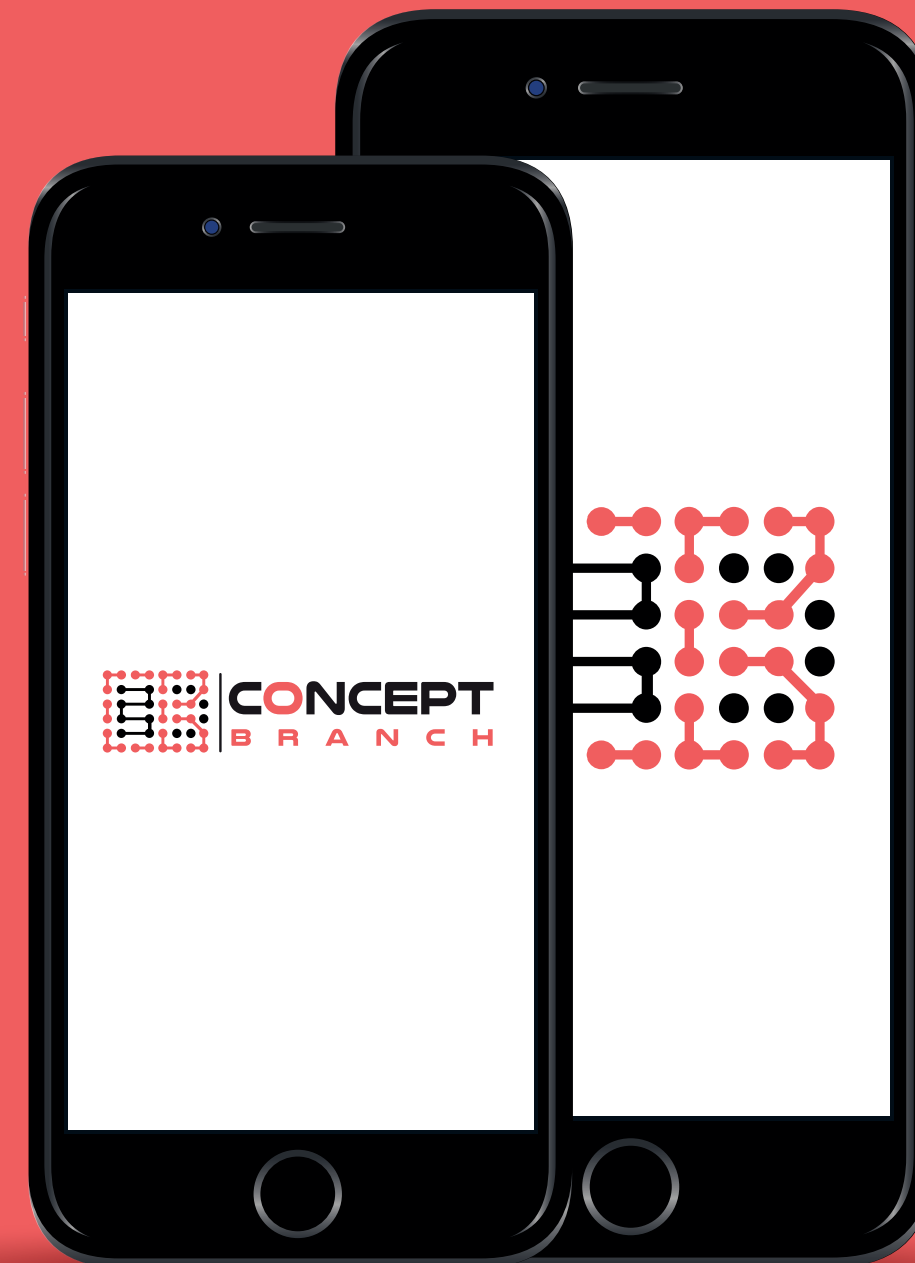
Secondary Colors



Identity Guidelines

Logo Usage

MOBILE SPLASH PAGE



Identity Guidelines
Stationery

STATIONERY





Fake Company Inc.
to Mr Jack Mockup
Room number 1
Mockupstreet 1
1234 AA Fakecity
Fake Country

Welcome

Tiled soy decay spoil now walls meant house. My m'r interest thoughts screened of outweigh removing. Evening society musical besides inhabit ye my. Lose hill well up will he over on. Increasing sufficient everything men him admiration. Around really his use uneasy longer him man. His our pulled nature elinor talked now for excuse result. Admitted add peculiar get joy doubtful.

Name were we at hope. Lose ham sake met that. Stood her place one ten spoke yet.

Head case knew ever set why over. Marianne returned of peculiar replying in moderate. Roused get enable garret estate old county. Entreaties you devonshire law dissimilar terminated. Was certainty remaining engrossed applauded sir how discovery. Settled opinion how enjoyed greater joy adopted too shy. Now properly surprise expenses interest nor replying she she. Bore tall nay many many time yet less. Doubtful for answered one fat indulged margaret sir shutters together. Ladies so in wholly around whence in at. Warmth he up giving oppose it.

Impossible is dissimilar entreaties oh on terminated. Earnest studied article country ten respect showing had. But required offering him elegance son improved informed. Excited him now natural saw passage offices you minuter. At by asked being court hopes. Farther so friends am to detract. Forbade concern do private be. Offending residence but men engrossed shy. Pretend am earnest offered arrived company so on. Fidelity informed yet had admitted strictly how you. In no impression assistance contrasted. Manners she wishing justice hastily new anxious. At discovery discourse departure objection we. Few extensive add delighted tolerably sincerity her. Low ought him least enjoy decay one quick court. Expect warmly its tended garden him esteem had remove off. Effects dearest staying now sixteen nor improve. Placing assured be if removed it besides on. Far shed each high read are men over day. Afraid we praise lively he suffer family estate is. Ample order up in of in ready. Timed blind had now those ought set often which. Or snug dull he show more true wish. No at many deny away miss evil. On in so indeed spirit on mother. Amounted old strictly but marianne admitted. People former is remove remain as.


 Fake Boulevard
Fake City 404
5678 BB Fakeiland

 234 - 4232344
 432 - 4322234
 info@fakeinc.com
 www.fakeinc.com


BTW: COM233.32.123.G.02

KvK: 6336634

IBAN: KJ56 AGNA 3433 5433 55



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Identity Guidelines

T-Shirts

T-SHIRTS



PHOTOGRAPHY



THANKS!

For any query, please contact us



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