



FILECLOUD

BRANDING GUIDE

OUR **VISION**

Help Organizations Thrive by
Supercharging Content Collaboration
and Processes

OUR **MISSION**

Build a hyper-secure content collaboration
and processes platform that customers
love to use.



OUR VALUES



Be Customer Centric

Without our customers, File-Cloud wouldn't exist. That's why they're always our top priority.



Get Work Done

We achieve great results through our resourcefulness, hard work, and drive for perfection.



Innovate With Global Mindset

We have a vibrant mix of cultures and ideas that constantly encourage growth and innovation.



OUR LOGO

We have chosen the shield to represent FileCloud.

Just like a shield, FileCloud protects and organizes enterprise information to get work done.

LOGO A
full color



LOGO B
full color, inverted



LOGO C
black



LOGO D
white



LOGO E
full color, variant



TYPOGRAPHY

AB

BRANDON GROTESQUE

<https://fonts.adobe.com/fonts/brandon-grotesque>

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
a b c d e f g h i j k l m n
o p q r s t i v w x y z

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
a b c d e f g h i j k l m n
o p q r s t i v w x y z

AB

INTER

<https://fonts.google.com/specimen/Inter>

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
a b c d e f g h i j k l m n
o p q r s t i v w x y z

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
a b c d e f g h i j k l m n
o p q r s t i v w x y z

OUR COLORS

MAIN COLOR



CMYK C91% M59% Y4% K0%
Pantone 7461C
RGB R1 G106 B174
Web #016AAE

SECONDARY COLORS



CMYK C100% M76% Y40% K31%
Pantone 540C
RGB R6 G60 B91
Web #063C5B



CMYK C75% M61% Y35% K14%
Pantone 294C
RGB R80 G93 B120
Web #505D78

ADDITIONAL COLORS



CMYK C6% M100% Y100% K1%
Pantone 485C
RGB R223 G31 B38
Web #DF1F26



CMYK C80% M26% Y13% K0%
Pantone 312C
RGB R0 G149 B192
Web #0095C0

