

2024 **BRANDING
GUIDELINES**

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LOGO

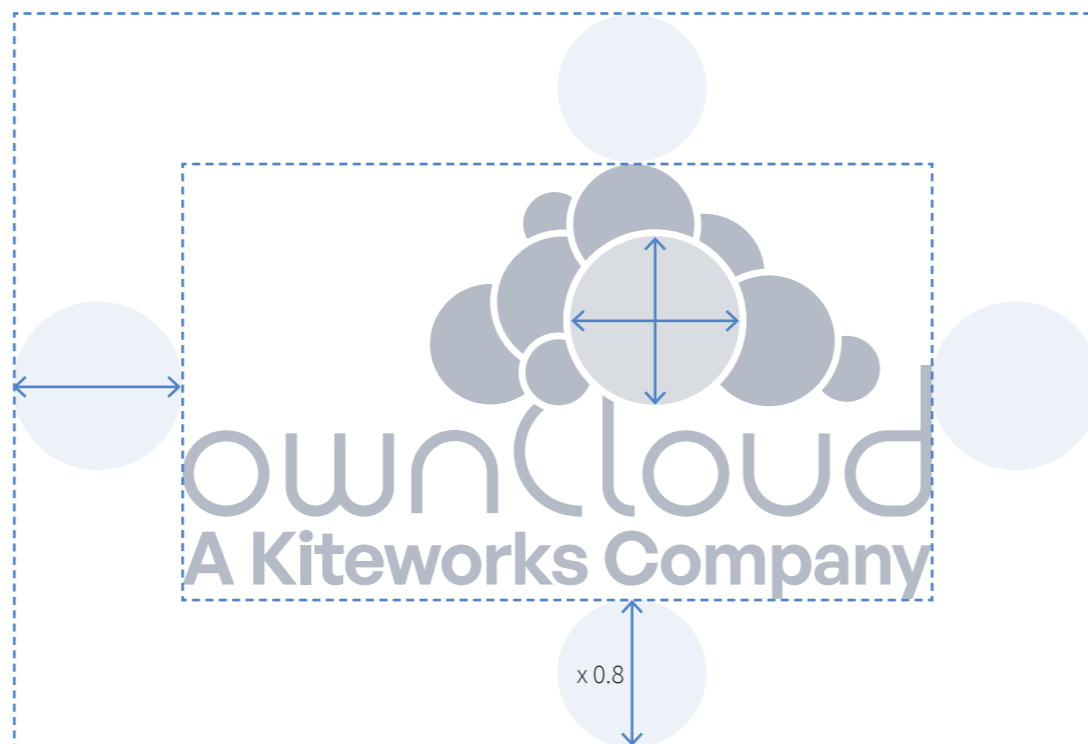
Dominating the corporate design, the logo and slogan are the primary communicators of ownCloud GmbH, a Kiteworks Company. They are ambassadors, representing the content and impressions that the brand leaves in the heart and minds of the people. All other corporate design elements are subordinated to the logo.

Make sure the logo is placed in an area where it is clearly distinct from the background and that there is enough space around the logo to let it breathe.

Possible background colors

1-C Logo: Dark blue

<https://owncloud.com/corporate-resources.zip>



LOGO SPACE

In order to give the logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be the height of the largest logo circle. This gives the logo prominence and ensures it will not be obscured or diminished by other surrounding elements.



LOGO USAGE

Since color gradients and bright and noisy background images do not provide the sufficient contrast, the logo should not be placed on it. You must adhere to the specific dimensions and colors for the logo.

The proportions, shape, and colors of the logo must never be changed.

DON'TS



✘ No strokes or contours



✘ No effects



✘ No distortion



✘ No blurriness – use a vector source



✘ No coloring



✘ No noisy backgrounds



SPELLING

The wordmark ownCloud must never be changed in its spelling. The only proper spelling is the combination of both wordmark components **own** and **Cloud**, forming the wordmark ownCloud with a **capitalized C**. The wordmark “A Kiteworks Company” should be underneath the wordmark ownCloud with a little spacing. To replicate this subfont, use General Sans Semibold and the text should align to the same width as the ownCloud text.

ownCloud
A Kiteworks Company

DON'TS



TYPOGRAPHY

The Source Sans Pro Family is used for all media applications, such as Business Cards, Brochures, Presentations, or Websites.

The font is freely available at

<https://www.1001fonts.com/source-sans-pro-font.html#license>

SOURCE
SANS PRO

LIGHT
REGULAR
SEMIBOLD
BOLD



OWNCLOUD ENTERPRISE FILE SHARING

Lorem ipsum dolor sit amet consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

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HEADLINES & BODY

To communicate important messages, the headline may be set in capital letters. The colored separation of the lines ensures recognition. The typeface is semibold or bold.

Depending on the amount of content, two font combinations are used. The “light” typeface is used for longer body text sections. Depending on the typeface of the body text, “**semibold**” or “**bold**” is used for highlighting.



DARK BLUE

CMYK: 10 72 0 73
RGB: 4 30 66
HEX: #041E42
PANTONE: 282C

BRIGHT BLUE

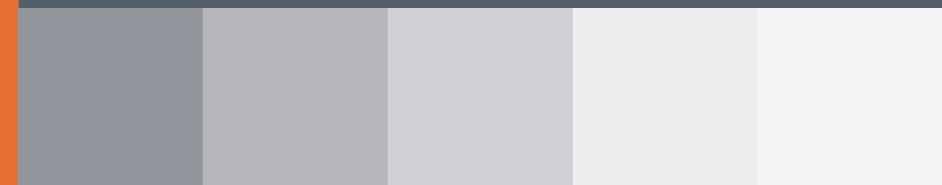
CMYK: 72 42 0 0
RGB: 78 133 100
HEX: #4E85C8
PANTONE: 646C

ORANGE

CMYK: 4 67 83 0
RGB: 229 111 53
HEX: #E56F35
PANTONE: 172C

GRAY

CMYK: 66 50 41 30
RGB: 86 96 106
HEX: #55606C



WHITE

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

COLORS

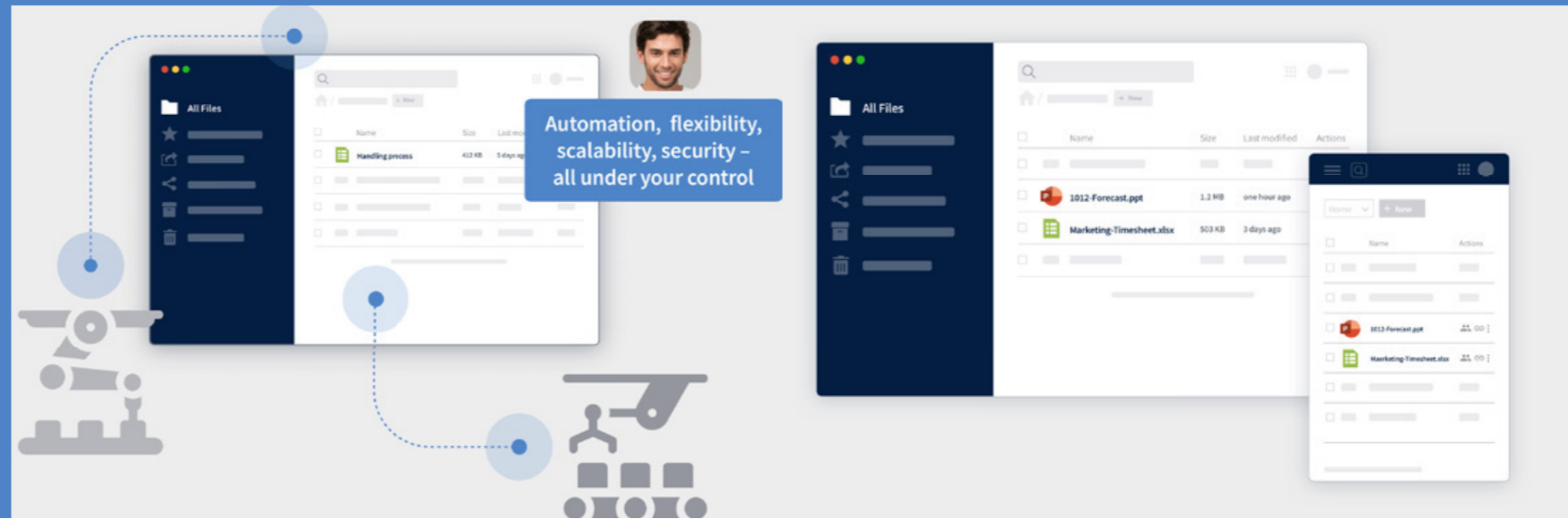
The ownCloud color system is mainly composed of the primary colors blue, white, and gray with bright blue as the contrast colors. ownCloud Orange can be added for highlighting important things like primary buttons. By using a blue color gradient, a dynamic component can be integrated. There are various levels of blue as well as gray tones to meet different use cases.





VISUAL LANGUAGE INFOGRAPHICS

The visual world of ownCloud shows technical details through clear illustrations or simplified depictions of the product. Subtle animations support the viewer's quick perception. Complex concepts are reduced to the core message as far as possible.



VISUAL LANGUAGE BACKGROUNDS

The backgrounds use ownCloud Dark Blue to provide a good contrast for the logo and font. Background graphics can use abstracted geometric circles that pick up the shape language of the logo and add a little something extra to the design.

<https://owncloud.com/corporate-resources.zip>

DO'S

- Circle color is **ownCloud Bright Blue** with a reduced opacity of 5-10%
- Rotate, expand, or shrink to fit your design
- Show the circles **cut at the edge of the faces** or **cut behind graphics**

DON'TS

- Do not overdo it with the use of circles
- Do not scale down too much (no bubbles)

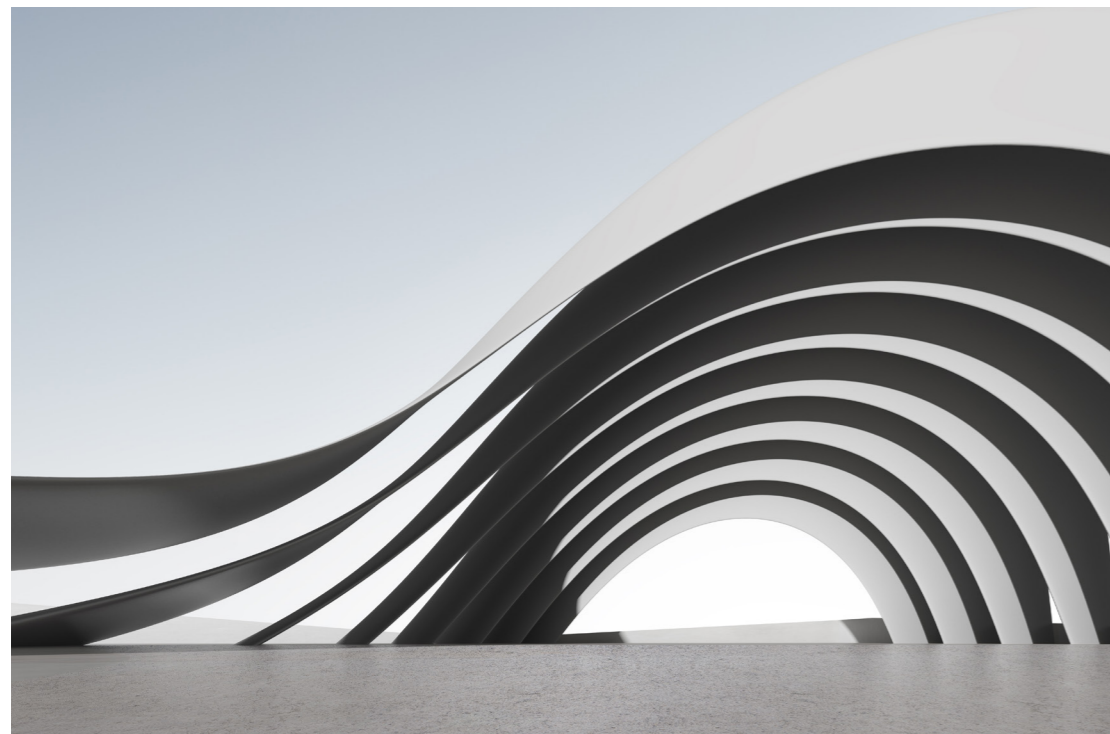


IMAGERY

The brand for ownCloud, a Kiteworks Company, reflects authenticity, productivity, and security. Over 200 million-plus users worldwide rely on ownCloud to share and secure their files in the cloud, saving them time while managing data loss risk.

The imagery should capture people in a productive environment or imagery with a bright environment that brings the balance of positive impact and collaboration at work. Open spaces like wide architecture represent being an open-source platform to the public.

For security, the image should show graphics or visuals that describe privacy, data, networks, or cloud that best represents its process as its identity. The image should be clean and not messy. If the image is an illustration, the image should have the accent of blue to incorporate ownCloud's brand.



SOCIAL MEDIA

Use our Sketch templates to quickly create social media graphics and posts.

Our template library includes templates for Facebook, Instagram, X, formerly known as Twitter, and LinkedIn.

<https://owncloud.com/corporate-resources.zip>



Many formats are available in the resource file.



CO-BRANDING

The joint use of corporate logos and the ownCloud brand requires compliance with the ownCloud brand guidelines. This includes the correct placement of the white ownCloud, a Kiteworks Company, logo on the dark blue background with defined space. Your corporate company logo may be placed separately in the environment on your corporate color. You can find some examples and templates for correct usage on the next pages.



CO-BRANDING DATASHEETS

Our InDesign template makes it easy to create PDFs that comply with our brand guidelines. You can download the template with the link below.

<https://owncloud.com/corporate-resources.zip>

The diagram illustrates a co-branding datasheet layout. It features a header with a dark blue background containing the ownCloud logo and a corporate logo. Below the header is a large image of a modern architectural structure. The main content area is white and contains a title, a sub-header, and two columns of text. Callouts point to the corporate background logo, corporate logo, corporate photography, and content sections.



CO-BRANDING SOCIAL MEDIA

Use our Sketch templates to quickly create social media graphics and posts, which comply with our brand guidelines.

Our template library includes templates for Facebook, Instagram, X, and LinkedIn,

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HORIZONTAL LANDSCAPE



VERTICAL LANDSCAPE



