

# BRAND GUIDELINE

THE DEFINITION OF THE BRAND  
*BRAND GUIDELINES V1.0 2020*

## **POLICY CLOUD**

DIGITISATION, BIG DATA AND  
CLOUD TECHNOLOGIES TO IM-  
PROVE THE MODELLING, CREA-  
TION AND IMPLEMENTATION OF  
POLICY.

RESPONSIBLE AGENCY :  
TRUST-IT Services

CREATION DATE :  
SEPTEMBER 2020



A large, light blue graphic of a hand holding a pen, positioned diagonally across the page. The hand is at the top, and the pen points towards the bottom right. The background is a solid blue color with subtle circular patterns.

# BRAND MANUAL

## **POLICY CLOUD**

DIGITISATION, BIG DATA AND CLOUD TECHNOLOGIES TO IMPROVE THE MODELLING, CREATION AND IMPLEMENTATION OF POLICY.

RESPONSIBLE AGENCY :  
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CREATION DATE :  
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## Table of content

Sec.01   <a href="#">Brand Logo</a> .....	03
Sec.02   <a href="#">Brand Color</a> .....	05
Sec.03   <a href="#">Brand Typography</a> .....	07

A large, stylized graphic in shades of blue and grey. It depicts a hand with fingers spread, holding a pen nib. The hand is positioned at the top, and the pen nib points downwards and to the right. The background is a dark blue gradient.

# CORPO- RATE LOGO

**Brand Logo**

SEC.01

RECOMMENDED FORMATS ARE:  
.eps | .ai | .png | .jpg

# 01. CORPORATE LOGO

COMPACT VERSION



EXTENDED VERSION



DARK GREY BACKGROUND



MEDIUM GREY BACKGROUND



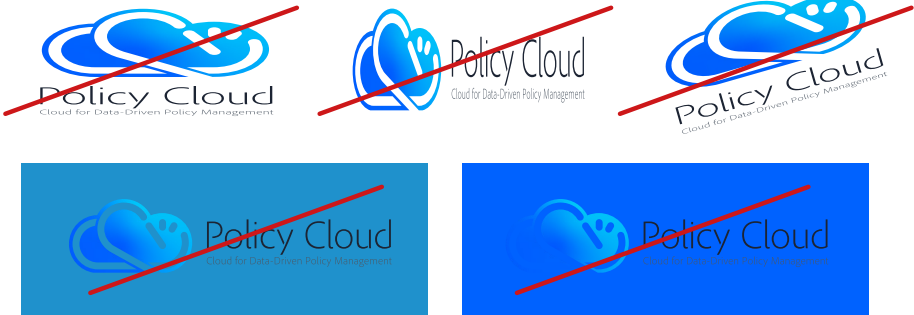
LIGHT BLUE BACKGROUND



ELECTRIC BLUE BACKGROUND



# 01.2 INCORRECT LOGO APPLICATIONS



The background is a solid orange color. Overlaid on it is a large, semi-transparent orange graphic of a hand holding a pen. The hand is positioned at the top, with fingers slightly curled, and the pen is held between the thumb and index finger, pointing downwards and to the right. The graphic is composed of several overlapping, slightly offset shapes, creating a layered effect.

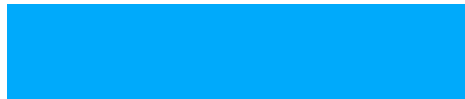
# COLOR PALETTE

**Brand Color**

SEC.02

## 02

### THE PRIMARY COLORS



#### LIGHT BLUE

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RGB	R0 G170 B251
HEX/HTML	#00AAFB
CMYK	C70 M21 Y0 K0



#### ELECTRIC BLUE

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RGB	R0 G98 B255
HEX/HTML	#0062FF
CMYK	C85 M62 Y0 K0

## 02.1

### THE SECONDARY COLORS



#### DARK COLD GREY 1

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RGB	R76 G88 B100
HEX/HTML	#4C5864
CMYK	C70 M53 Y42 K33



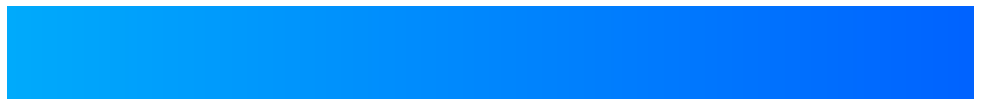
#### DARK COLD GREY 2

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RGB	R28 G35 B50
HEX/HTML	#1C2332
CMYK	C91 M77 Y51 K64

## 02.2

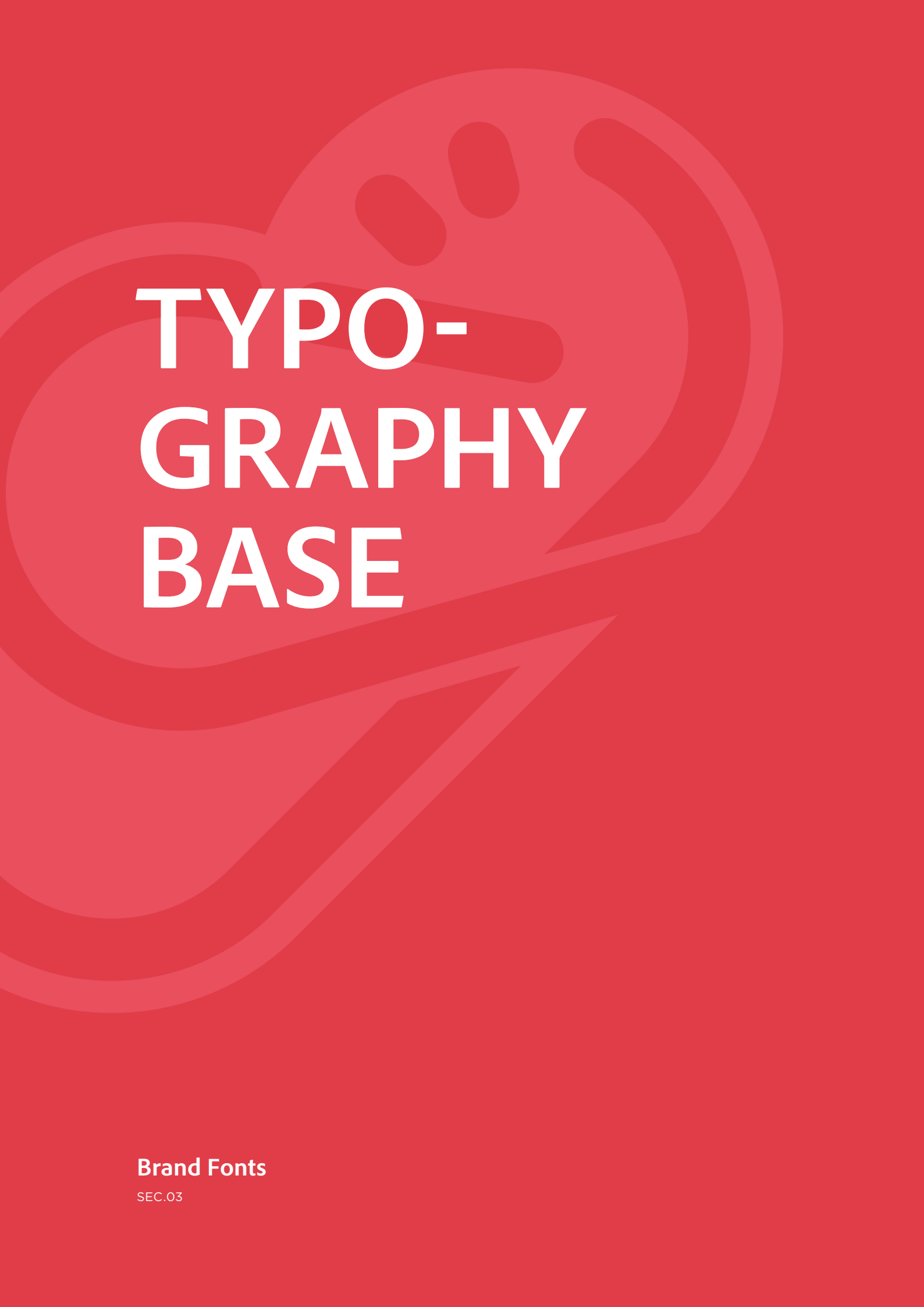
### THE GRADIENT



#### LIGHT BLUE & ELECTRIC BLUE

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The background features a large, semi-transparent graphic of a hand holding a pen nib. The hand is positioned at the top, with fingers slightly curled, and the pen nib points downwards and to the right. The entire graphic is rendered in a lighter shade of red against the solid red background.

# TYPHO- GRAPHY BASE

**Brand Fonts**

SEC.03

## 03 MAIN FONT

Aa.

Adobe Clean // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## 03.1 SECONDARY FONTS

Aa.

Poppins // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Aa.

Open Sans // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

A large, stylized graphic in shades of blue. It depicts a hand with fingers spread, holding a speech bubble. The hand is positioned at the top, and the speech bubble extends downwards, framing the text. The background is a solid blue color.

# SOCIAL NET- WORK

**Brand Social**

SEC.04

# 04

## SOCIAL NETWORK IDENTITY

LINKEDIN COVER

A large, stylized graphic in shades of purple dominates the background. It depicts a hand with fingers spread, holding a pen or pencil. The hand is positioned at the top, and the pen extends downwards, forming a large, abstract shape that resembles a speech bubble or a presentation slide. The overall aesthetic is clean and modern.

# PRESEN- TATION TEMPLATE

**Brand Presentation**

SEC.05

# 05

POWER POINT MASTER TEMPLATE

FIRST SLIDE