

CLOUDWALK

STYLE GUIDE
MAY 2022

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1.0 BRAND GUIDELINES

PRIMARY LOGO

The logotype is the primary symbol of recognition for the CloudWalk's brand identity.

This element should therefore be applied with consistency and only be reproduced from the artwork provided.

Always float the primary logo to the top of a composition.

TIP – The logotype should always be used in its entirety and never re-typed or altered.

CLOUDWALK

LOGO DETAILS

Rounded letterforms
are reminiscent of cloud's
plush formations

Tall, customized letterforms
reinforce that the destination is
on the 94th floor



CLOUDWALK

Raised crossbars
reinforce height

TAGLINE LOCKUP

The tagline lockup is to be used exclusively on external communications when the parent company's identity is desired.

CLOUDWALK
AT 360 CHICAGO

2.0 USAGE GUIDELINES

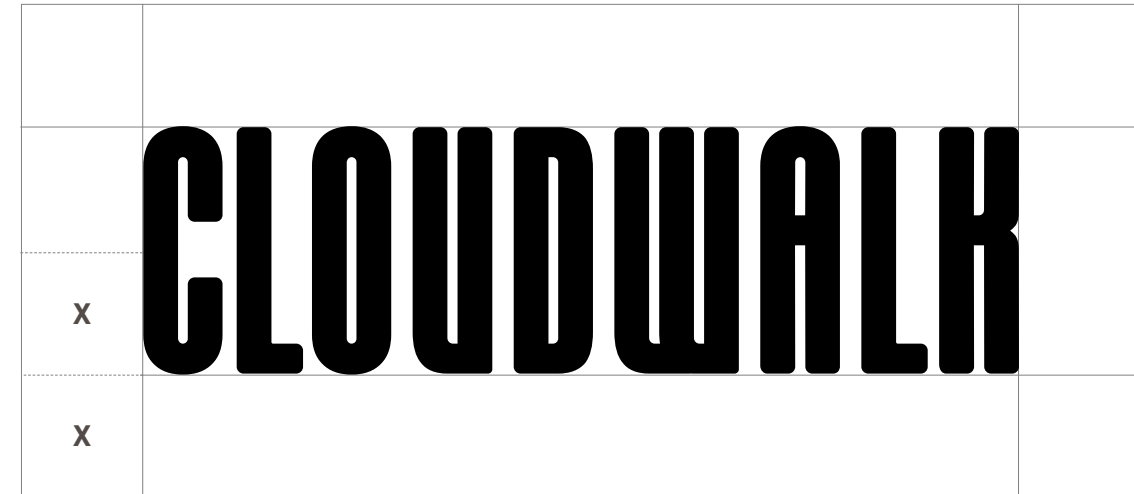
CLEAR SPACE

Clear space is the area surrounding the logo that is free of any graphics, partner identities or typography. This space ensures the logo is prominent.

The minimum clear space on all four sides of the logo is equal to X. X is equal to half the logo or icon height. Where possible, we recommend setting a clear space of 2X or more.

It is acceptable to reduce the clear space to half an X as a means to ensuring the logo is readability within limited spaces.

PRIMARY LOGO



TAGLINE LOCKUP



MINIMUM SIZING

Recommended minimum sizing refers to the smallest size at which the logo should be applied.

It is important to follow these guidelines for both print and digital applications to ensure the logos maintain their legibility.

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PRIMARY LOGO
30 PX MINIMUM HEIGHT

CLOUDWALK
AT 360 CHICAGO

TAGLINE LOCKUP
35 PX MINIMUM HEIGHT

BACKGROUND COLOR

CloudWalk's logo should establish a strong presence wherever it is applied, making background and color selection of great importance to its success and recognition.

For photographic backgrounds, always ensure the image contains either very light or very dark colors to provide enough visual contrast to the logo artwork.

TIP – It is important to avoid heavily patterned or highly textured imagery as it can visually compete with the logo and inhibit its visibility and impact.



LOGO DON'TS

Shown here are some common mistakes to avoid when using the CloudWalk logo. This is not an exhaustive list.

Please keep in mind that the logo is never to be altered, added to or redesigned in any way.

NOTE – These don'ts apply to all versions of the logo and icon.



DO NOT OBSTRUCT THE LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT INTRODUCE NEW ELEMENTS



DO NOT DISTORT THE LOGO



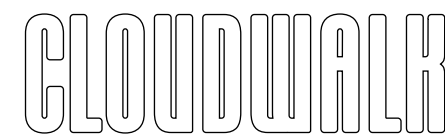
DO NOT CHANGE THE FONTS



DO NOT INTRODUCE NEW COLORS



DO NOT APPLY EFFECTS



DO NOT OUTLINE THE LOGO



DO NOT REARRANGE LOGO ELEMENTS

THANK YOU!