CLOUD FOUNDRY

Brand Guidelines

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Typefaces

There is a deliberate differentiation between the branding font and the web font. The brand is simple, clean, and modern utilizing the typeface Avenir Next which perfectly reflects the values of Cloud Foundry. Proxima Nova is a rich font family with a full suite of weights and variations to be used on the web.

Avenir Next - Brand Font

Cloud Foundry uses a combination of weights of the Avenir Next font.

Avenir Next Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Avenir Next Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Avenir Next Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Proxima Nova - Web Font

Intended for use in written content and copy for web media channels Cloud Foundry leverages. Only the weights sited below are to be used.

Proxima Nova Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Proxima Nova Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Proxima Nova Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Typograghic Styles

When writing content in any Cloud Foundry media outlets these guidelines will ensure optimal readablilty and clean branding across all channels. The font family Avenir Next is the foundation for which all written copy will be based upon. Depending on the relative size of the text in use, the font weight should be altered to properly retain the sleek and approachable look of Cloud Foundry.

Headlines

Demi bold 27pt - Line height 37pt

Large headline

Regular italic 18pt - Line height 32pt

Large sub headline

Demi bold 16pt - Line height 28pt

Small headline

Regular 13pt - Line height 28pt

Small headline

Regular 11pt - Line height 28pt

SECTION HEADLINE

Plain Text and Page Elements

Regular 11pt - Line height 16pt

Use this treatment for paragraph text.

Demi bold italic 14pt - Line height 18pt

"Use this treatment for blockquotes."

Regular 9pt - Line height 13pt
Use this treatment for alternate small paragraph text.

Regular 11pt - Line height 16pt

- Use this treatment for list text.
- Use this treatment for list text.
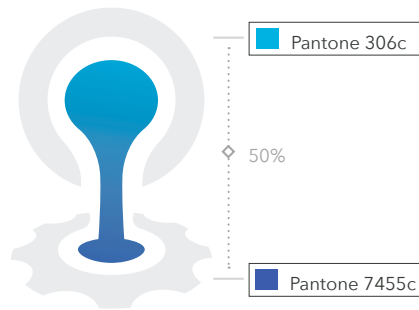
Regular 11pt - Line height 16pt

1. Use this treatment for numbered list text.
2. Use this treatment for numbered list text.

Corporate Mark "Molten"

The Molten mark represents the amalgamation of two concepts: creation and movement. The free flow of ideas is the foundation upon which the open source community is built. This fluidity is represented by the molten liquid being poured into the gear. The gear represents continuous innovation, creation and craftsmanship. Pairing these industrial elements with modern typography denotes an approachable community that is proud of its blue-collar philosophy and proud of its developer roots.

Colors

The four color full logo option is required to use the Cloud Foundry Blue Gradient in all applications. The base Cloud Foundry Black can be modified to white if legibility is in question.

Pantone 306c

50%

Pantone 7455c

Pantone 447c	Pantone 306c	Pantone 7455c	306c 7455c
HEX #454645 CMYK 50, 30, 40, 90	HEX #00b2e2 CMYK 75, 0, 5, 0	HEX #2D74BA CMYK 90, 66, 0, 0	CF Gradient

Scalability

At no point should the integrity of the mark be compromised at smaller sizes. A minimum width of 1.1 inch has been defined for the full color mark.

8%   8%

CLOUD FOUNDRY

8%   50%   8%

Minimum of 8% padding around the mark at all times.

CLOUD FOUNDRY

1.1 in / 80 px
Minimum Width

Vertical Mark

Once the vertical spacing is compressed enough to cause legibility issues the vertical mark should be used in order to emphasize the core mark.

CLOUD FOUNDRY

Corporate Mark "Molten"

Variations

4 Color

In situations where the background color is too dark for the Pantone 447c use the inverted 4 color mark with White.
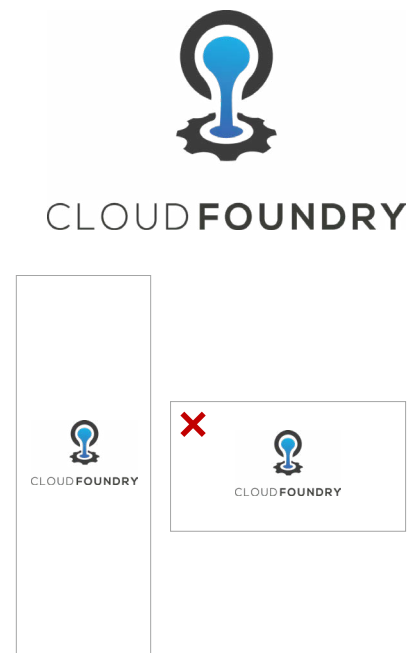

1 Color

The pour within the molten mark can be unified as one color.

Vertical Mark

Very much the secondary lockup, the vertical mark should only be used in the appropriate context. Namely when dealing with narrow spaces requiring maximum brand exposure.

Corporate Mark "Molten"

Usage Guidelines

Incorrect Usage

All of the usages illustrated below are incorrect and should never be used under any cirrcumstance.

1. CLOUD F**O**UNDRY	2. CLOUD F**O**UNDRY	3. CLOUD F**O**UNDRY
4. CLOUD F**O**UNDRY	5. CLOUD F**O**UNDRY	6. CLOUD F**O**UNDRY
7. CLOUD F**O**UNDRY	8. CLOUDF**O**UNDRY	9. CLOUD F**O**UNDRY CLOUD F**O**UNDRY CLOUD F**O**UNDRY CLOUD F**O**UNDRY CLOUD F**O**UNDRY CLOUD F**O**UNDRY CLOUD F**O**UNDRY CLOUD F**O**UNDRY
10. CLOUD F**O**UNDRY	11. CLOUDF**O**UNDRY	12. CLOUD F**O**UNDRY
13. CLOUD F**O**UNDRY		

Dont's

These are some of the ways the brand should not be altered.

1. Don't change the "Pour" color.
2. Don't flip the brand colors around.
3. Don't alter the gradient in the "Pour".
4. Don't break the lockup.
5. Don't put the black mark on a dark color.
6. Don't stretch the "Pour".
7. Don't apply any effects.
8. Don't change the font weight.
9. Don't duplicate the logo in close proximity.
10. Don't use colors outside of brand.
11. Don't change the letter spacing (kerning).
12. Don't skew it.
13. Don't stretch it.

Membership Seals

Membership Levels

Cloud Foundry membership is a tiered system illustrating the level of involvement a member has within the foundation. The mark and titles of the three levels illustrate this with visuals based on rare metals.

Circle Badge
The circular option allows for a tighter horizontal space to be leveraged.

Rectangle Badge
The horizontal layout allows for more subtle representation of membership.


Colors

Pantone Metallic 8420c	Pantone Metallic 8962c	Pantone Metallic 8320c	Pantone 447c
HEX #A39CA4 CMYK 1, 5, 0, 36	HEX #D58A29 CMKY 0, 35, 81, 16	HEX #B3BDBA CMKY 5, 0, 2, 26	HEX #454645 CMYK 50, 30, 40, 90

Fonts

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]\{}|:;':":"<>?,./

Spacing & Variations

Mind the margins. The texted colored Pantone 447c in the Circle Badge can be inverted to white to allow for placement over dark colors. However the colors illustrating status must remain.

Inverted Text on Dark Colors
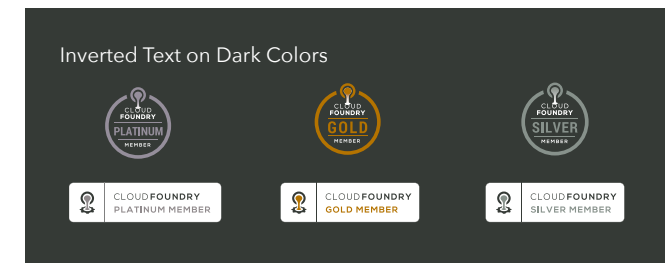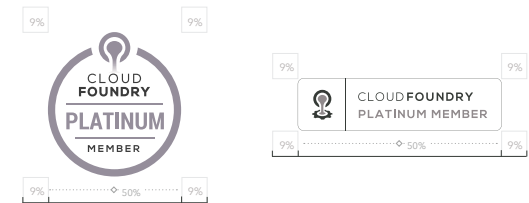
Meetups

Customized For Your City

With such a wide network of participating cities around the world the Meetups mark needs to be easily modified. The font specs are deliberately simple to allow for maximum customization. The city label is only intended for Cloud Foundry Community sanctioned events and should not be used otherwise.

CLOUD F☉UNDRY MEET UP
San Francisco

Font: Avenir Next Medium, Capitalize
Tracking: 0
Color Pantone: 306c

Berlin, Germany

Palo Alto

Minneapolis

Boston

New York

Gear Badge

MEET UP

The badge is perfect for avatars, thumbnails, and social media application. It should only be used as a stand alone item when legibility of the primary mark is in question.

Fonts
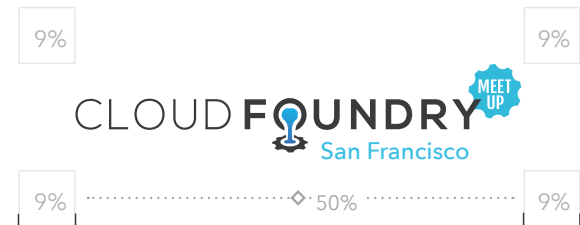
Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=~!@#$%^&*()+[]\{}|:;':"<>?,./

Spacing & Variations

Mind your margins. The variations are very simple with the mark to allow for wide spread usage. If legibilty is an issue due to size the Gear badge can be used as a stand alone. While color based legibilty can be handled by inverting Pantone 447c to White or using a one color knockout of either 447c or White.

9%   9%

CLOUD F☉UNDRY MEET UP
San Francisco

9%   50%   9%

On Black

CLOUD F☉UNDRY MEET UP San Francisco	CLOUD F☉UNDRY MEET UP San Francisco
Inverted	Knockout 1-Color

One Color Options

MEET UP

CLOUD F☉UNDRY MEET UP
San Francisco

Cloud Foundry Projects

Consistency

Maintain same usage guidelines as Cloud Foundry corporate mark.

CLOUD FOUNDRY
APPLICATION RUNTIME

CLOUD FOUNDRY
BOSH

CLOUD FOUNDRY
CONTAINER RUNTIME

9%

9%

CLOUD FOUNDRY
APPLICATION RUNTIME

9%   50%   9%

Colors

Pantone Black 6c	Pantone 306c	Pantone 7455c
HEX #000000 CMYK 0, 0, 0, 100	HEX #00b2e2 CMYK 75, 0, 5, 0	HEX #2D74BA CMYK 90, 66, 0, 0

Allowed Variants

CLOUD FOUNDRY
APPLICATION RUNTIME

Cloud Foundry Projects

Consistency

Maintain same usage guidelines as Cloud Foundry corporate mark.

9%

9%

9%

9%

50%

Colors

| Pantone 368c	Pantone 575c	Pantone Black 7c
HEX #77bc1f CMYK 58, 2, 100, 0	HEX #69813a CMYK 61, 32, 97, 14	HEX #3d3834 CMYK 64, 61, 65, 54

Allowed Variants
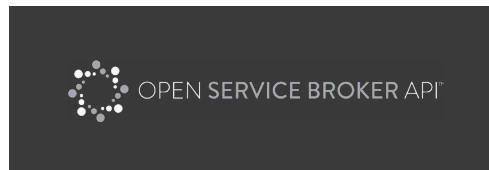
Cloud Foundry Projects

Consistency

Each project is represented with a customized wordmark which will be designed individually as projects are released.

- The Cloud Foundry "Molten" mark is always aligned left with 8% spacing to the right.
- The individual project wordmark is not to exceed the height of the "Molten" mark to the left.
- Regardless of the custom color scheme of the project wordmark the fill is to be the CF gradient.
- Only Pantone 447c or White are to be used as the single color variation of the mark.

Colors

| 306c
7455c
CF Gradient | Pantone 447c
HEX #454645
CMKY 50, 30, 40, 90 |

9%   9%   9%   9%   9%   50%
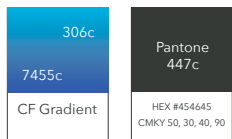
Allowed Variants

✖ Incorrect Usage

1.   2.   3.   4.   5.   6.   7.   8.

Dont's

These are some of the ways the brand should not be altered.

1. Don't change color of wordmark.
2. Don't introduce new colors to wordmark.
3. Don't rotate or skew the mark.
4. Don't left align the "Molten" mark.
5. Don't change the color of the "Molten" mark.
6. Don't increase the margin between the marks.
7. Don't stack the marks.
8. Don't let the wordmark's vertical height exceed the "Molten" mark.

Summation

Platform Certification Logo

The Cloud Foundry Certified Provider program is a global industry standard that establishes reliable portability of cloud application platforms across multiple clouds. Certifications and Word Marks may only be used by licensed organizations. Learn more here: **https://cloudfoundry.org/programs/**

Trademark Policy

For more information regarding Cloud Foundry trademark usage: **https://www.cloudfoundry.org/trademark/**

Questions?

If there is anything that you feel has not been covered in these guidelines or if you have any questions regarding logo usage, fonts, colors or anything else in the Cloud Foundry brand, please contact marketing@cloudfoundry.org.

CLOUD **FOUNDRY**

www.cloudfoundry.org