STYLE GUIDE

Cloudpark

Brand Guidelines

Fall 2021

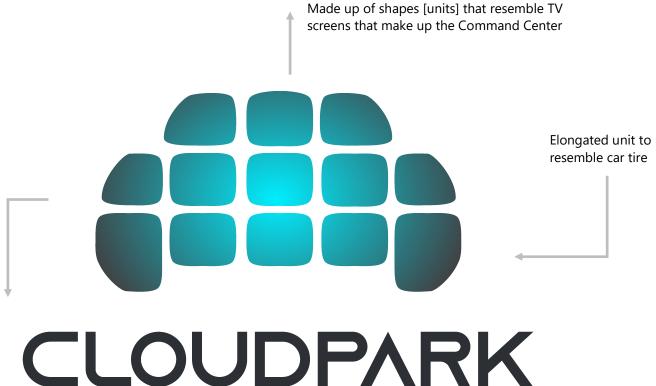**Propark®**
MOBILITY

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MORE THAN JUST VENDING A GATE

ABOUT THE BRAND

Brand identity is defined by the colors, design, and logo that help our clients, customers, and ourselves distinguish Cloudpark in our minds.

The following words describe Cloudpark's visual brand and should be used as guidance throughout your work:

STATE OF THE ART

HIGH TECH

ROBUST

SMOOTH

SHARP

INFLUENTIAL

TRUSTWORTHY

SPACE-AGE

Made up of shapes [units] that resemble TV screens that make up the Command Center

Elongated unit to resemble car tire

Units resemble Cloud motif & front view of a sedan

CLOUDPARK
TECHNOLOGY

"CLOUDPARK" and "TECHNOLOGY" in capital letters, Azonix font, color #2c3035

THE CLOUDPARK LOGO

The Cloud/Car motif , by default, is made up of TV screen-shaped units that are colored with a radial gradient ranging from light blue to dark blue shades. The wordmark below the motif says "CLOUDPARK" and is used in reference to the Cloudpark brand.

WHITE VARIATION

Best used on dark backgrounds and only when the primary Cloudpark logo doesn't provide enough contrast.

SOLID BLUE VARIATION

This logo variation should only be used by digression, only in instances when gradients are not appropriate or accepted by the medium.

CLOUDPARK

TECHNOLOGY

CLOUDPARK LIGHT BLUE

#02e9fa

RGB: 2, 233, 250

CMYK: 55, 0, 10, 0

BLUE BLACK

#2c3035

RGB: 44, 48, 53

CMYK: 75, 66, 58, 58

Helpful Tri-**TIP**:

Keep a sticky note with the color codes by your desk for easy access.

CLOUDPARK
COMMAND

#f7b32b

RGB: 247, 179, 43

CMYK: 2, 32, 95, 0

CLOUDPARK
PAYMENT

#f76d0f

RGB: 247, 109, 15

CMYK: 0, 71, 100, 0

CLOUDPARK
DEMAND

#009b72

RGB: 0, 155, 114

CMYK: 83, 15, 71, 2

CLOUDPARK
INTELLIGENCE

#785589

RGB: 120, 85, 137

CMYK: 61, 76, 20, 3

TYPOGRAPHY

FONT FAMILY:

AZONIX

REGULAR

ITALIC

BOLD

- The Azonix typeface is used in the official Cloudpark logo.

- It may be used for title and headlines.

- Azonix should not be used for body or paragraph text.

Helpful Tri-**TIP**:

> **The Azonix typeface is available for <u>download here.</u>**

PARK ON, PARKING PEOPLE

For questions, help, or suggestions regarding this style guide, please email **marketing@propark.com**

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