STANDARDS & GUIDELINES

Cloudsmith Brand

cloudsmith

COLORS

Colors are split into two themes. The primary colors are centered around the strong brand blue and encourage the generous use of whitespace.

Secondary accent colors can be used to create highlights in illustrations or as slight gradients in backgrounds.

PRIMARY COLORS

White #FFFFFF

100% Default Background / Inv. Text

Blue #2A6FE1

100% Primary Accent / Actions

Cool Grey #F1F3F6

100% Alternative Background

Cool Black #092F45

100% Default Text / Inv. Background

65% Secondary Text

50% Tertiary Text

10% Border

SECONDARY ACCENT COLORS

Teal #85DABB

Yellow #FFD482

Salmon #ECA283

Purple #915EFF

TYPOGRAPHY

REPLICA

Replica is the core typeface of the brand–it's used in the wordmark.

When designing communication matter for Cloudsmith Replica is used for bigger and shorter texts like headlines, claims, actions, or intros.

Take control of your software IP

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Book a Demo

Contact Us For Details →

REPLICA MONO

Replica's monospaced counterpart emits a precise and technical vibe. It is used for eyebrow texts, large numerals and code.

PRODUCT / SECURE SOFTWARE SUPPLY CHAIN

$2,000

average savings per month

```
$ npm publish --
  registry=https://npm.cloudsmith.io/OWNER/REPOSITORY/
✓ Published
```

MD SYSTEM

A truly space-efficient workhorse typeface with excellent screen-readability. MD System is used for all long form texts and everything set a regular body text sizes.

Get complete visibility and improved troubleshooting with Cloudsmith's client logs, which track who is downloading your packages and where, and audit logs, which surface any changes made in the Cloudsmith platform and who made those changes.

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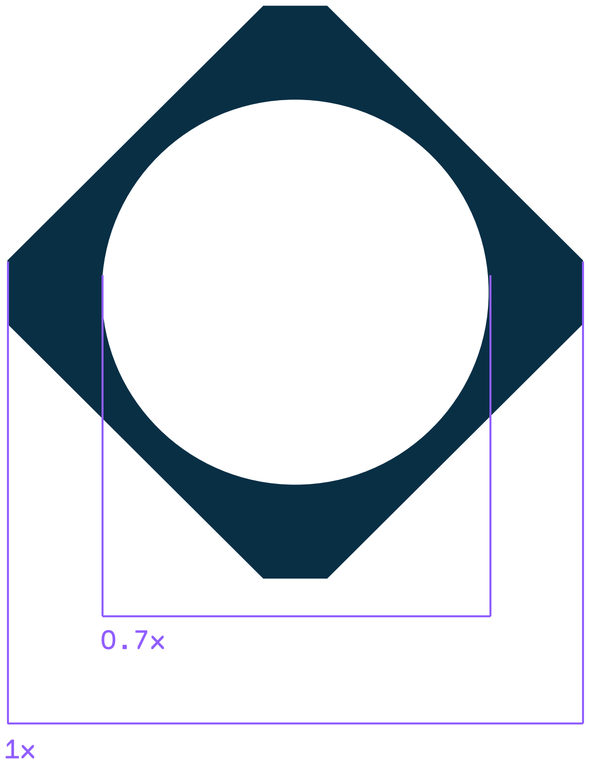
LOGO CONSTRUCTION

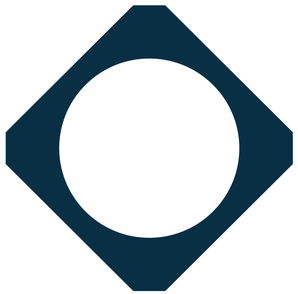
LOGO SAFE SPACE

OPTICAL SIZES

To keep the symbol recognizable across various reproduction sizes it comes with multiple optical sizes. For smaller optical sizes the counter shape is reduced. This ensures the stroke of the symbol will remain visible (and reproducible in print and screen application).



XL
1 : 0.7



L
1 : 0.665

M
1 : 0.6

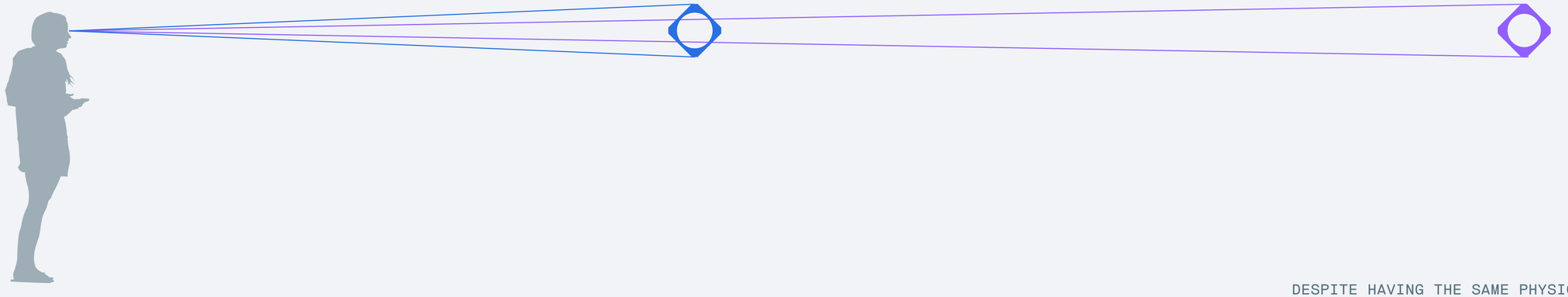
S
1 : 0.5

XS
1 : 0.4

USING OPTICAL SIZES

Optical sizes are picked based on the reproduction size of the logo. For a tiny size like a favicon a smaller optical size is more suitable, while bigger for bigger scenarios a larger optical size can be chosen.

Please consider the viewing distance when choosing an optical size. So a logo on a billboard might need a smaller optical size, because people are viewing it from afar, resulting in a smaller perceived reproduction size.



DESPITE HAVING THE SAME PHYSICAL SIZE THE LEFT LOGO IS CLOSER TO THE VIEWER AND CAN THUS USE A LARGER OPTICAL SIZE