

MANAGED IT SERVICES · SINGAPORE

Brand Guidelines

The visual system behind Cloudeli — colour, typography, logo usage and layout, for anyone creating on behalf of the brand.

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The brand at a glance

Cloudeli is a Managed IT Services Provider based in Singapore. The brand promise — **Cloud Made Simple** — is expressed visually through clarity, generous space and a single confident blue. Everything here derives from the live product: one typeface, one gradient, one accent.

PERSONALITY

Calm, capable, plainspoken.
Enterprise-grade without
the jargon.

VOICE

Short sentences. Concrete
outcomes. Never oversell
the technology.

THE SYSTEM IN FOUR MOVES

- 1 Poppins only.** Heavy for headings, regular for body.
- 2 One blue.** Brand blue leads; neutrals carry the rest.
- 3 One gradient accent** per screen, slide or page.
- 4 Blue-tinted shadows** and soft 20px corners throughout.

Logo & clear space

The Clodeli wordmark is the primary identifier. Use the full-colour version on white and light tints; use the all-white version on the dark navy and on photography.



Clear space: keep a margin equal to the cap-height of the wordmark on all four sides. Nothing — type, rules, imagery or page edge — enters that zone.

APPROVED BACKGROUNDS



White
Primary application



Soft tint #EEF4FC
Panels, alternating bands



Navy #0D1B34
All-white wordmark

Logo misuse

The wordmark is never redrawn, recoloured or rearranged. If a background makes it hard to read, change the background — not the logo.



✗ Don't stretch, squash or rescale non-proportionally.



✗ Don't recolour outside the approved palette.



✗ Don't rotate, tilt or apply effects and outlines.



✗ Don't place the full-colour mark on the gradient — use white.

MINIMUM SIZE

Never reproduce the wordmark below **24px** tall on screen or **8mm** tall in print. Below that, legibility of the mark breaks down.

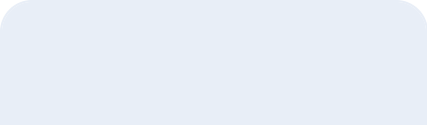
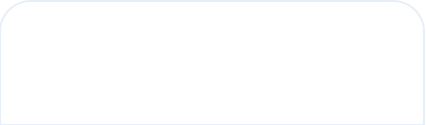
Primary & neutrals

Brand Blue is the single voice of the identity. Neutrals do the structural work — text, panels and rules — so the blue always reads as the accent.

PRIMARY

 Brand Blue #1a76D1 Primary fills, links, icons	 Blue Light #2889E4 Gradient start, hovers	 Blue Dark #155FA8 Depth, pressed states
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NEUTRALS

 Ink / Navy #2C2D3F · Headings	 Body #5B6172 · Paragraphs	 Muted #8B90A0 · Captions
 Soft #EEF4FC · Panel tint	 Line #E8EEF7 · Borders	 White #FFFFFF · Base

Gradient & dark theme

The gradient is the hero visual element. Reserve it for **one focal item** per layout — a button, an icon tile, a section divider — never as a general background.

Brand gradient

```
linear-gradient(135deg, #2889E4 0%, #1a76D1 100%)
```

Soft gradient (12%) — subtle backdrop behind imagery and cards

DARK THEME — "NOC"

DARK APPLICATIONS

Deep navy with a soft blue halo. Use for title slides, section dividers and hero panels. Body text on dark drops to #9DB2D4.



#0D1B34



#2F8BFF



Partner colours — Trustpilot green **#00B67A** and the Microsoft squares — appear only inside their own marks. Never use them as CloudeLi accents.

Poppins

Poppins is the only Cloudeli typeface, in every medium. Headings lean heavy and tight; body text stays regular and open. Never substitute another family.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &@#%

300 Light 400 Regular 500 Medium **600 SemiBold** **700 Bold**
800 ExtraBold

TYPE SCALE

LEVEL	WEIGHT	SIZE	TRACKING
Display / H1	800	44–54pt	–0.028em
Section title / H2	800	30–38pt	–0.02em
Subhead / H3	700	20–26pt	–0.02em
Eyebrow / kicker	700	12–13pt	+0.14em, caps
Lead paragraph	400	16–17pt	1.85 line-height
Body	400	15–16pt	1.75 line-height
Caption / footer	500	11–12pt	+0.12em, caps

Hierarchy in use

Every Cloudeli section opens the same way: a small uppercase eyebrow in brand blue, then a heavy navy headline, then body copy. Repeat that rhythm everywhere — it is the most recognisable part of the system.

MANAGED IT SERVICES

Your IT, quietly handled

Monitoring, patching and support that runs in the background so your team can get on with the work. One partner, one number to call, predictable monthly cost.

Talk to us

✓ DO

Keep the eyebrow short — two or three words.

Let headlines sit tight ($-0.02em$) and heavy (800).

Hold body copy to a comfortable measure — 60–75 characters.

✗ DON'T

Set body copy in bold or all caps for emphasis.

Stack two headings without body copy between them.

Colour headlines in brand blue — navy leads, blue accents.

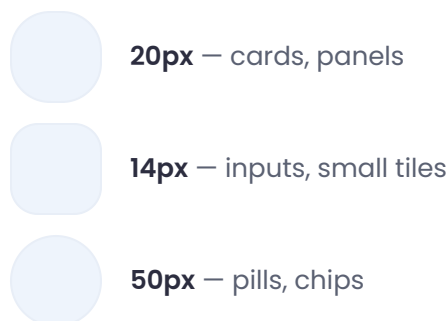
Buttons, shape & depth

The fully rounded pill is the brand's signature interactive shape. Corners are soft, shadows are always tinted blue — never neutral grey or black.



Pill: radius 50px · padding 14px 34px · Poppins 600 / 14px · shadow 0 10px 26px rgba(26,118,209,.30).

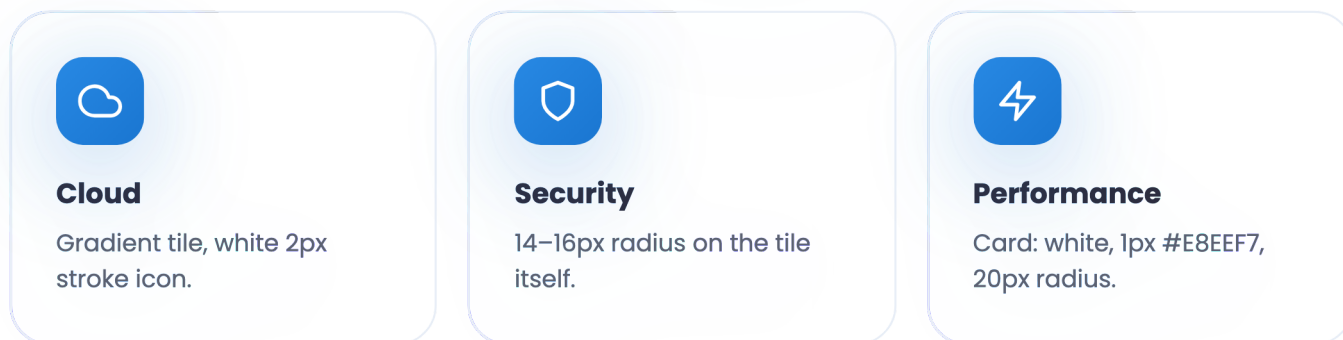
CORNER RADII



ELEVATION

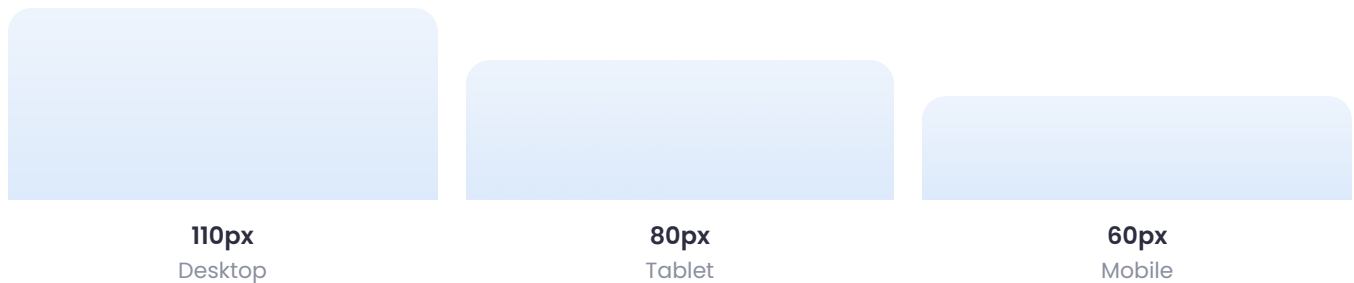


ICON TILES & CARDS



Spacing & credentials

Space is part of the brand. Sections breathe at 110px on desktop, stepping down to 80px on tablet and 60px on mobile. Slides and documents keep the same generous margins — never edge-to-edge dense text.



Vertical section rhythm. Within a section, group related elements at 14–26px and separate groups at 34px or more.

CREDENTIALS & PARTNER MARKS

Cloudeli is a Microsoft Solutions Partner, CSA Cyber Essentials certified, and rated 4.0 on Trustpilot. On coloured or dark backgrounds, accreditation marks sit on **white chips** with a 10–14px radius — never directly on the gradient.



Chips shown as placeholders — use the supplied badge artwork (*MSFT_Solutions_Partner.png*, *CSA_Cyber_Essentials_Logo.png*, Trustpilot light/dark variants) at final size.

Do's & don'ts

If you remember nothing else from this document, remember these.

✓ DO

Use Poppins everywhere, heavy weights for headings.

Keep blue-tinted shadows and rounded corners consistent.

Lead sections with an uppercase brand-blue eyebrow.

Reserve the gradient for one focal accent per layout.

Give every layout generous, unapologetic white space.

✗ DON'T

Use Trustpilot green or Microsoft colours as brand accents.

Use flat black or grey drop shadows.

Place credential badges directly on the gradient.

Mix in another typeface, however close it looks.

Fill the gradient across a whole page or screen.



Questions about the brand, or need source files, badge artwork and the slide template? Get in touch with the marketing team.

EMAIL

hello@cloudeli.com

WEB

cloudeli.com

LOCATION

Singapore