



iBRIDGE

iBridge Cloud Technologies

BRAND GUIDELINES

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Welcome To Brand Guideline

Here you will find everything you need to know about our brand, as well as how to use it. We see brand building as a shared endeavor, so it's in our best interest to protect the

iBridge brand strategy (products, names, logos, trademarks and service marks) from any misuse, dilution, misappropriation or confusion.

At iBridge Cloud, we're lucky to work with the Best-in-Class partners to promote our brand and bring our technology, solutions and knowledge to the private sector.

The iBridge Cloud team has set the following criteria for joint and co-branded communications, campaigns and marketing materials developed by partners across our ecosystem.

Please read and follow these guidelines carefully to keep our brand strategy consistent.

Our Advantage

iBridge has pioneered cloud computing, memory, network, storage and recovery all-in-one, creating a cloud infrastructure that allows you to securely build and innovate faster.

The iBridge consultative approach provides clients with a unique, optimized cloud experience that is right for their business. iBridges' professional staff partner with clients to architect and delivery technology solutions while helping them avoid squandering their budget on costly technical infrastructure acquisition and complex technical operations.

iBridge's president Paul Smitham states:

"iBridge's approach is to work intimately with our clients to provide the "Right-Fit" solution for them. We tailor the solutions to the clients' needs and provide required technology capabilities and capacity. What makes us different, we bring the cloud to you, providing the client with a boundless private, public or hybrid cloud environment."

iBridge has evolved from leading industry companies, bringing with it a staff of qualified leadership and engineers with more than 20 years of experience. Our progressive way of guiding tailored solutions through our specialized ecosystem of partners and services helps create a faster, more efficient, and secure backdrop for any business. We call this strategy DCEExtend™.

OUR VISION: Create and maintain an innovative technology portfolio of infrastructure, services, and engineering capacity and capabilities that will provide flexible, dependable, secure, and cost-effective business enabling technology to organizations.

Logo Usage

The iBridge logo represents our business and the values that guide us. It's vital that it is used with care and respect to ensure that all communications remain distinct and memorable. The red and black bands symbolize ever consistent data flow. This sense of movement and direction is a perfect visual metaphor for iBridge's exciting and dynamic brand purpose.

Vertical
Logo



Horizontal
Logo

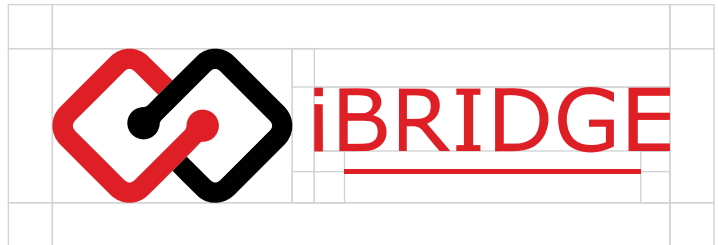
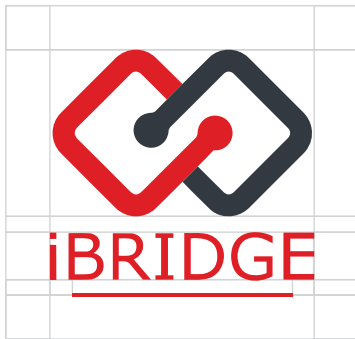


Alternate Variation



Logo Clearance

To achieve the iBridge look, careful attention must be paid to spacing and symmetry. To ensure brand impact and legibility, we have specified a clear space rule for logo usage. This allows our logo the breathing space to always be clearly recognizable. This applies to the horizontal and vertical logos. The variations of color for different backgrounds must be in keeping with the iBridge color palette only .



Logo Watermark & Favicon Usage

The iBridge logo when used as a watermark must maintain the same consistent quality as regular use.



100%



20% Color



100%



20% Color



30% Black
Darken



30% White
Screen

Logo Limitations

Our logo is our primary asset, it should not be tampered with in any way. Here are some basic rules for our logo. To maintain legibility and brand integrity, avoid using the logo smaller than 65px wide in digital formats and 0.5 in wide in print formats for the primary logo.



Note: Do not use logo over any background color that doesn't offer proper contrast



Note: Do not allow any part of the logo to overlap any logo



Note: Do not use logo over image that does not offer proper contrast, unless used as a watermark (see watermark specs)



Note: Do not stretch, skew, rotate or distort logo



Note: Do not remove underline from logo



Note: Do not outline any part of the logo



Note: Do not add shadows/effects to the logo unless



Note: Do not change any part of the logo to any color not approved

Typography

iBridge generally uses the Gotham Family as the primary fonts. Consisting of a bold, medium and book as the main typology for headline and body sections and utilizing the light or italicized forms for tagline and subtexts. Gotham is a beautifully, clean font that reflects iBridges transparent vision.

Font Family: Gotham

Headline: Gotham Black

Bold: Gotham Medium

Body: Gotham Book

Subtext Family: Gotham

Gotham Light Italic

Gotham Book Italic

Gotham Medium Italic

Font Family: Gotham

Black:

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

Medium:

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

Book:

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

Color Palette

To maintain consistency and legibility, only use the combinations of colors shown. The brand should be chiefly monochromatic, though there may be exceptions to this guidance and must be approved by iBridge. Complementary colors are used along side the logo for various uses but never within the logo itself. No tints or gradation is permitted within the logo.

iBridge Palette

iBridge Red #E00202 C=7 M=100 Y=100 K=1 R=224 G=2 B=2
Charcoal Black #333941 C=75 M=66 Y=55 K=50 R=51 G=57 B=65
White

Monotone



On red background



On black background



Note: Should be used only in exceptional circumstances, such as documents that require printing.



The Imagery & Color Effect

iBridge imagery should stay within the technology range. We like to use images that reflects what our offerings are. Use images with the following virtual data tones:

- Storage
- Network
- Security
- Protection

Utilizing black and white images is acceptable, when used properly, and can create emotion and impact.

Co-Marketing

As a partner, you may want to work with us on additional co-marketing projects. This section of the guide outlines the marketing, social media and public relations resources that may be available to you.

If you'd like to issue an announcement mentioning your relationship with iBridge, please reach out to the Marketing Team in advance for consideration and approval.

The Marketing Team will oversee the process and timeline and work with you on the content. If approved, we ask that you lead the process by writing the first draft and handling distribution.



All press releases, blog posts, social media copy and other written materials must be approved by the iBridge Marketing team prior to distribution.

iBridge offers partners pre-approved collateral which can be co-branded with the intent of distribution to social media, print

iBridge Contacts

SALES

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Thank You

The iBridge Marketing Team is always available to answer questions or provide additional information, including more detailed brand guidelines, as needed.

We reserve the right to request that you rebrand, rebuild assets, and make any and all necessary changes to avoid trademark-infringing or improper brand use. We'd like to avoid these situations, which is why we ask that you consult these guidelines and adhere to the policies of a productive partnership!