



# Ingenuity Cloud Services Brand Guidelines 2022



## Wordmark

Ingenuity Cloud Services brand mark is made up of 4 elements, THG as an introduction the “slash” nodding to our online routes and Ingenuity to solidify the routes of the brand. Cloud Services is added beneath the primary Ingenuity logo as a brand extension.

**THG / INGENUITY**  
Cloud Services

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Cloud Services

## Colour

The wordmark should only appear in black, white or with the 'Cloud Services' highlighted in the brands accent colour, Spring Green. THG Ingenuity should never be recoloured.

The colours from the ICS palette have been designed to make this possible whilst keeping maximum legibility.

THG / INGENUITY  
Cloud Services

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## Clear Space

Keeping clear space around the wordmark is essential for clarity, minimum spacing can be set by the height of the "l"s but where possible more space is always preferable.



## Sizing

Our logo is designed to scale to small sizes on print and screen. Smallest size: 150 pixels/40mm wide. Depending on application the Ingenuity symbol with 'Cloud Services' should take over where legibility is compromised.



**THG / INGENUITY**  
Cloud Services

**THG / INGENUITY**  
Cloud Services

**!i** Cloud Services

## Colour Usage

The Ingenuity Cloud Services Colour Palette derives from THG Ingenuity's Master Palette and the original THG/Hosting palette.

We have also introduced an accent colour, Spring Green and a gradient. Both are to be used sparingly.

### Primary



**Raisin Black**

HEX	161923
RGB	22, 25, 35
CMYK	37, 28, 0, 86



**Gunmetal**

HEX	102632
RGB	16, 38, 50
CMYK	68, 23, 0, 80



**Ingenuity Blue**

HEX	0006FD
RGB	0, 6, 253
CMYK	100, 97, 0, 0

### Accent & Gradient



**Spring Green**

HEX	20FC8F
RGB	32, 252, 143
CMYK	87, 0, 43, 1



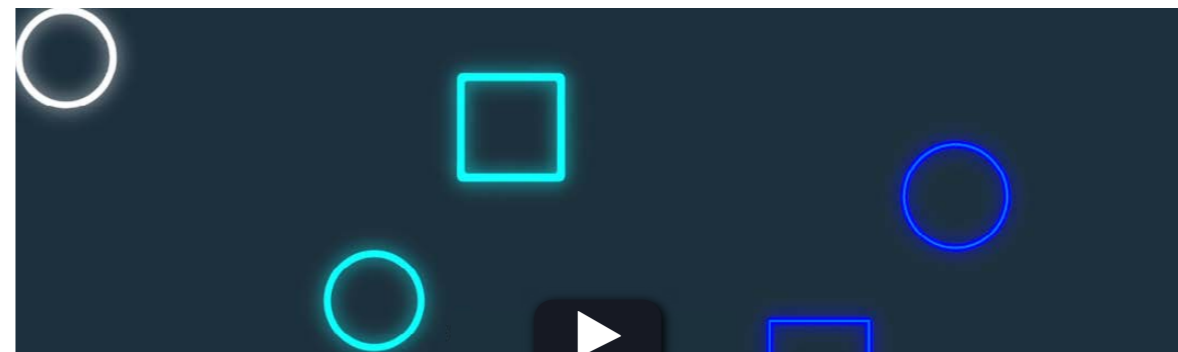
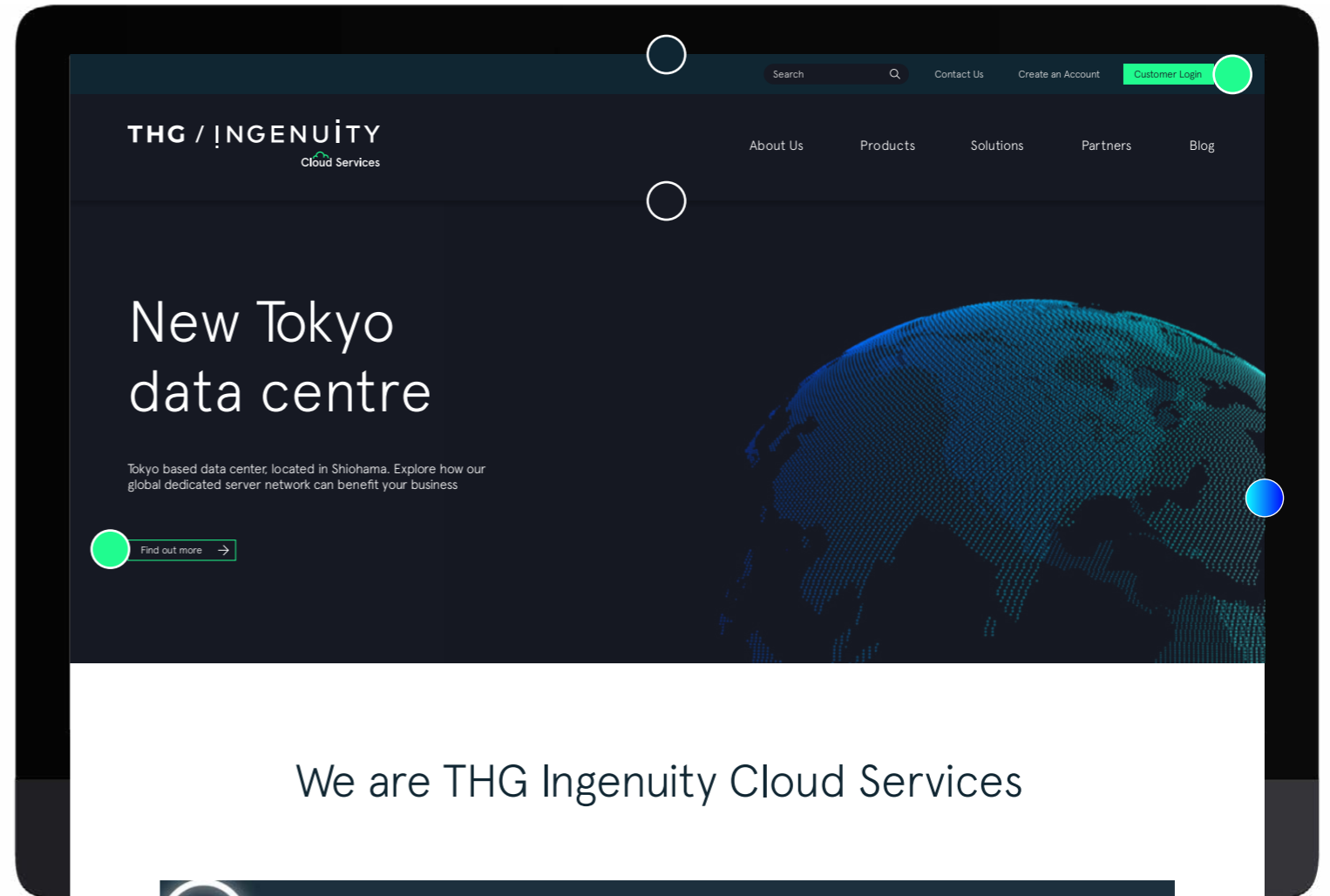
**Gradient**

Aqua and Ingenuity Blue



## Colour Usage - Website

The primary colour, Raisin Black is used in any main asset. The gradient is introduced in graphics and icons. Spring Green is seen on key buttons and CTA's.



## Typography

We use the font Apercu, a font that is synonymous with our parent brand, THG Ingenuity. Using a combination of the weights and scale we can create varied communication that retains our core identity.

Using the structure opposite creates consistency across all communication.

Apercu Light

Headline 1

Empowering  
businesses

Apercu Light (400+)

Headline 2

E M P O W E R I N G B U S I N E S S E S

Apercu Light

Body copy

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01 - Strategic Direction

02 - Alternative

# Empowering businesses Alternative colour

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01 - Strategic Direction

02 - Alternative

# Empowering businesses

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01 - Strategic Direction

02 - Alternative

# Empowering businesses

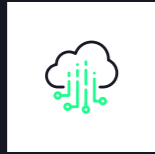
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis condimentum urna vitae nisl feugiat vestibulum. Quisque purus ex, imperdiet vel condimentum in, tempus quis mi. Pellentesque malesuada justo vel tellus bibendum, vehicula egestas justo finibus. Quisque pellentesque neque lobortis arcu imperdiet porta. Fusce volutpat augue ligula. Quisque mollis leo id mi mattis, ut ultricies elit maximus. Sed congue odio id leo congue hendrerit. Sed sed felis neque.

## Icons

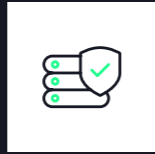
A selection of icons have been developed to accompany the brand.

They are not exhaustive and can be created to suit any purpose.

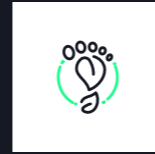




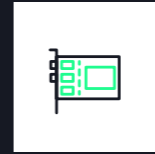
Managed Cloud



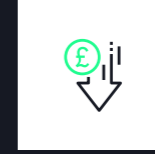
Virtual Private Sector



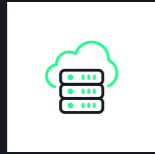
Global Footprint



GPU



Cost reduction



Co-Location



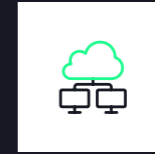
Bare Metal Servers



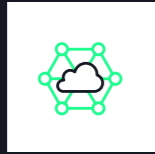
Global footprint



Containers



Customized Enterprise Solutions



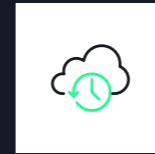
VMware



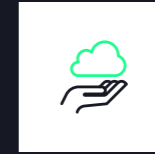
DDoS Mitigation



Usage Based Consumption



API



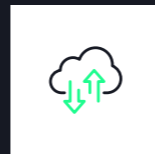
High Availability



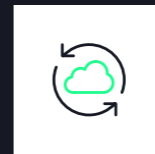
95th Percentile Bandwidth



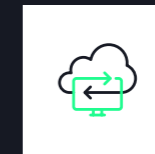
Enterprise-Grade Infrastructure



On-Demand Scalability



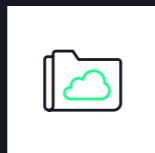
Optimisation and Efficiency



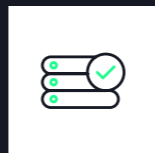
Exceptional Business Continuity



Secure and Compliant



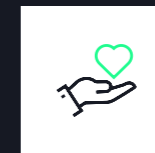
Robust Backup Systems



Core Business Focus

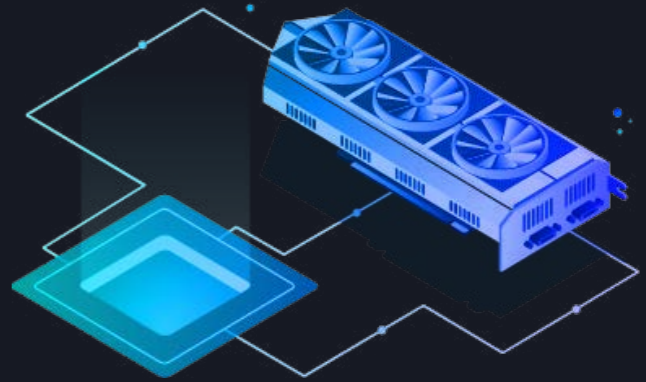


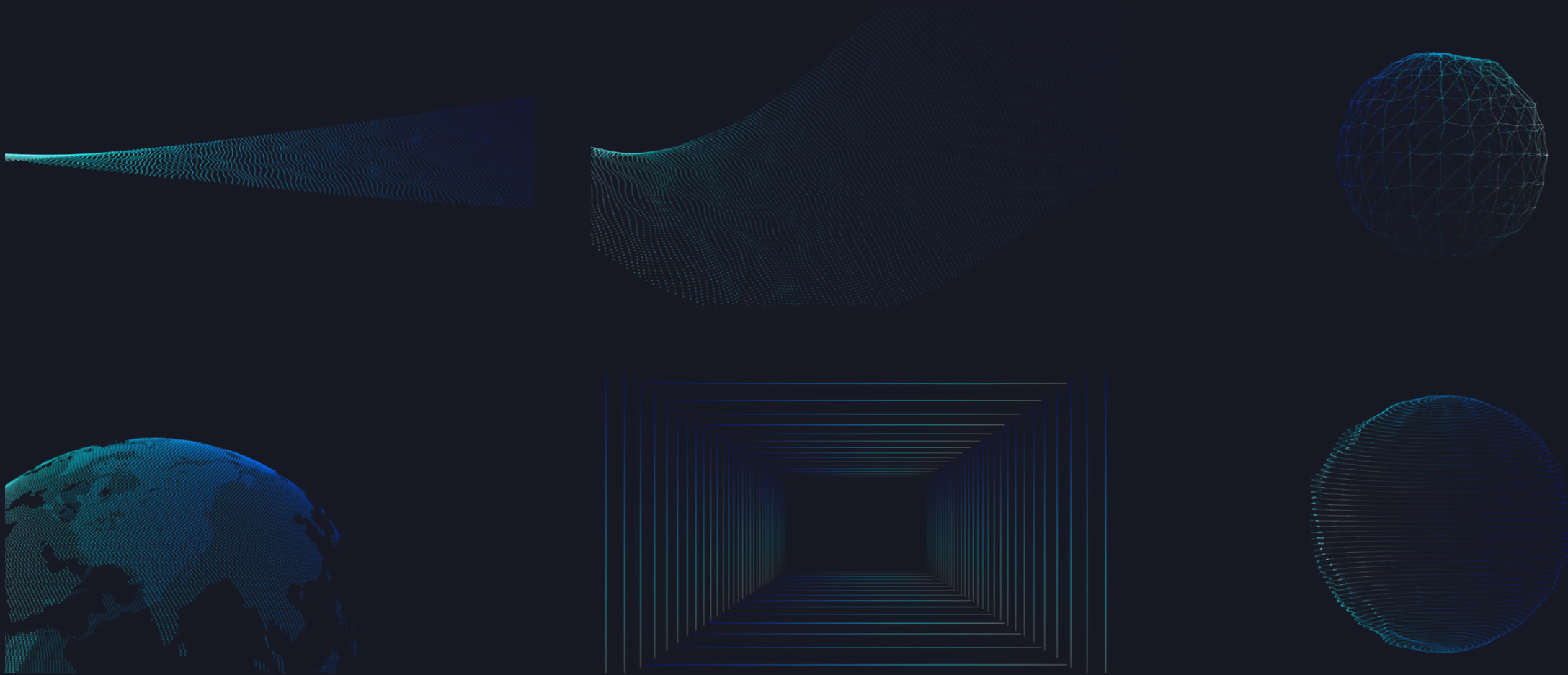
Rapid Response Time



Increased Reliability









Thank You

