



Brand Identity
Guidelines

2024

Strategy

Strategy

Strategy Framework

Our Brand Strategy Framework:

Mission

Empower businesses to thrive in the moment through transformative technology solutions and expert guidance.

Brand Idea

Presence in the present

Positioning Statement

Aptum is a strategic technology partner leveraging a history of deep expertise to deliver tailored solutions that empower costumers to navigate change confidently.

Brand Behaviors

- People first,
partners always.
- Theory
and practice.
- Clarity
in fluidity.
- Future meets
fundamental.
- Stewards
of community.

Strategy

Verbal Identity

Voice Principles & Tactics

Voice principles make up the core essence of how we sound. Each one captures a specific part of what our writing has to achieve successfully to sound like our voice attitude: it's all about cooperative spirit.

We get there by using each principle's tactics, which are specific choices to help achieve that principle, and each writer's own special something they bring to the table.

The principles are meant to be flexible; sometimes clarity will be relevant and you'll want to lean into "We keep it simple." And sometimes it won't. Use your best judgment. All three principles should show up holistically across the brand and grow organically over time.

Principle 01

We are real people
serving real people.

Principle 02

We keep it plain and simple.

Principle 03

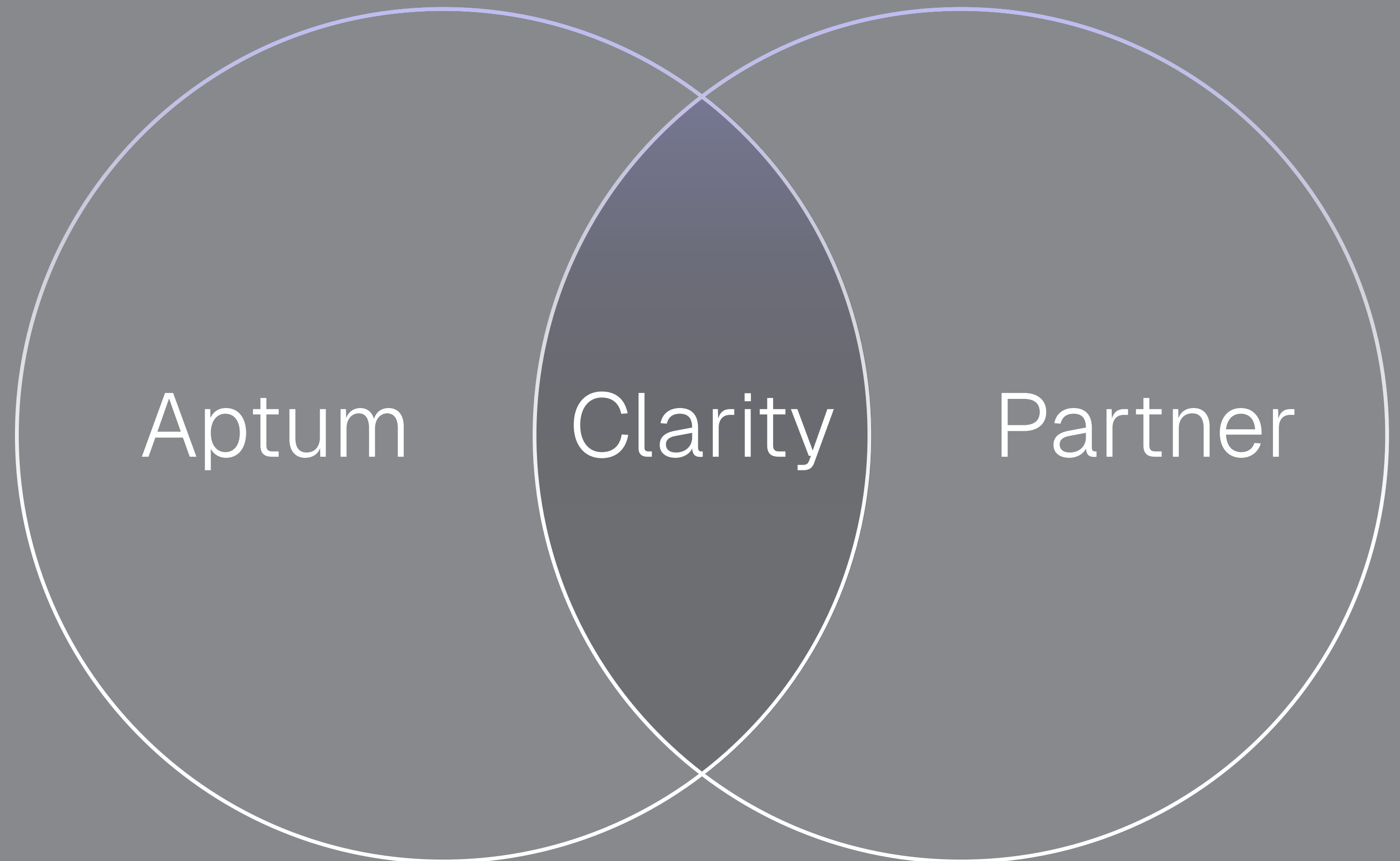
We prioritize action.

Visual Identity

Design Introduction:

Cut through to clarity, together.

Our visual identity is driven by this expression — the clarity and focus created by our partnership, the crafted, powerful experiences we create. Two overlapping rings, a distillation of Aptum and our partners coming together, underpins our visual system from logo through illustration.



Visual Identity

Logo

Logo Overview

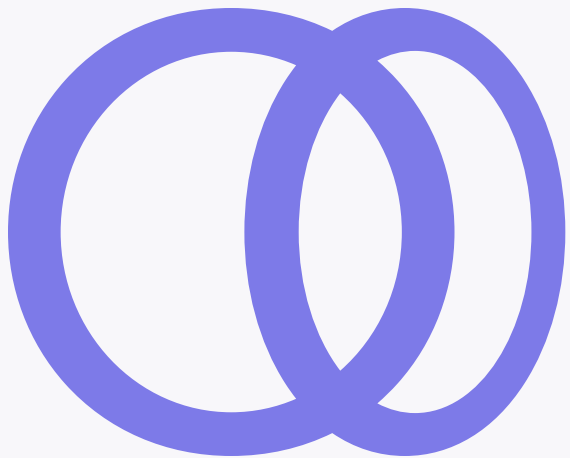
The cornerstone of our identity is our logo — strong, stable, and evocative of the clarity we create through partnership.

The symbol and logotype work together to build equity into our branding. The symbol may be used in isolation, but our Aptum logotype should always be used with the ring symbol in either the horizontal or vertical logo.

Aptum Horizontal Logo



Aptum Symbol



Aptum Vertical Logo



Logo Scale

To ensure consistency in both digital and print formats, it is imperative that our logo is never scaled below the sizes provided.

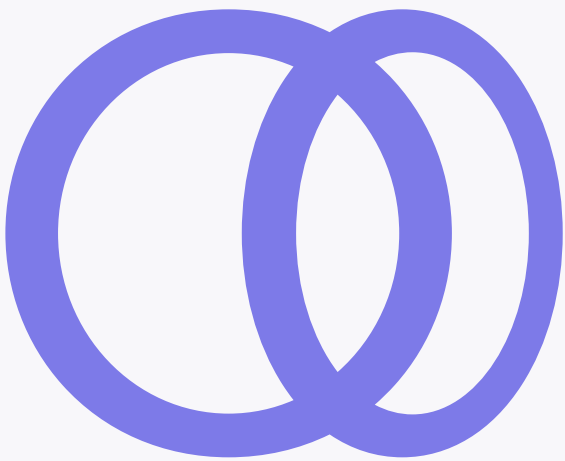
Horizontal Logo



Minimum Height Digital
16px

Minimum Height Print
0.375" Print

Symbol



Minimum Height Digital
16px

Minimum Height Print
0.375" Print

Vertical Logo



aptum



Minimum Height Digital
38px

Minimum Height Print
0.5" Print

Logo Clear Space

To preserve the integrity of the logo, ensure there is always adequate space between it and other elements or boundaries within a page.

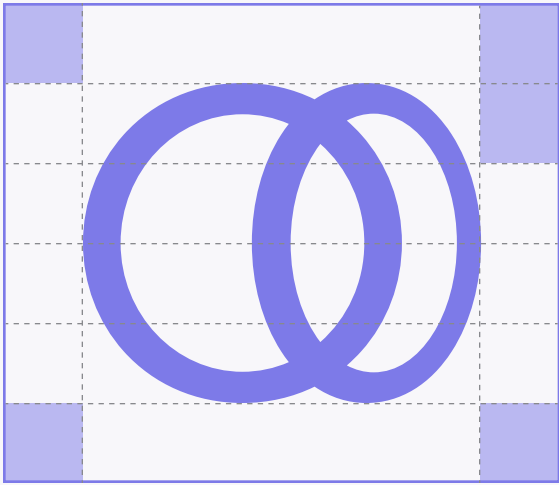
The clear space margins on this page define the minimum amount of space between the logo and other headlines, text, and graphics. Always ensure that the logo is clear and uncluttered by other elements.

Horizontal Logo



Clear space margin:
Equal to the space between symbol and wordmark

Symbol Clear Space



Clear space margin:
1/4th symbol height

Vertical Logo Clear Space



Clear space margin:
Equal to the space between symbol and wordmark

Logo Color

While our symbol can be used in lavender, black, or white, our logotype is primarily set in only black or white. Always choose the color pairing with the highest background contrast.

In special use cases where the same logo file needs to be used on a light and dark background, such as an email signature, the entire logo may be set in lavender. Use this coloring only when other logo color options will not work.

The following color use examples show how color should be applied to the logo over common background colors in our system.

Logo on white background



Logo on black background



Logo on Lavender background



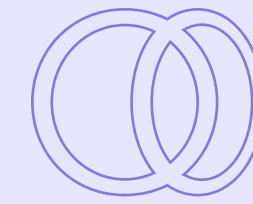
Logo in Lavender for special use cases only



Logo Do Nots



Do not stretch or distort the logotype or symbol



Do not outline the wordmark or symbol



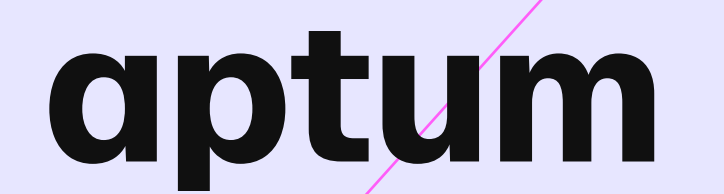
Do not use other palette colors in the Aptum logo



Do not add a dropshadow or texture



Do not create new lock-ups of logo and symbol



Do not use the logotype without the symbol

Visual Identity

Color

Color Palette

Our brand color, Lavender, guides our brand identity. This distinctive shade of purple is prominently featured in accents, graphics, and backgrounds and sets us apart within the industry.

Supporting Lavender, we employ a neutral palette comprising of various beige and gray shades. This foundational palette is utilized across all applications, creating a light, airy system.

The accent palette serves to emphasize graphics, illustrations and infographics. These colors compliment the primary palette and are exclusively employed on digital applications.

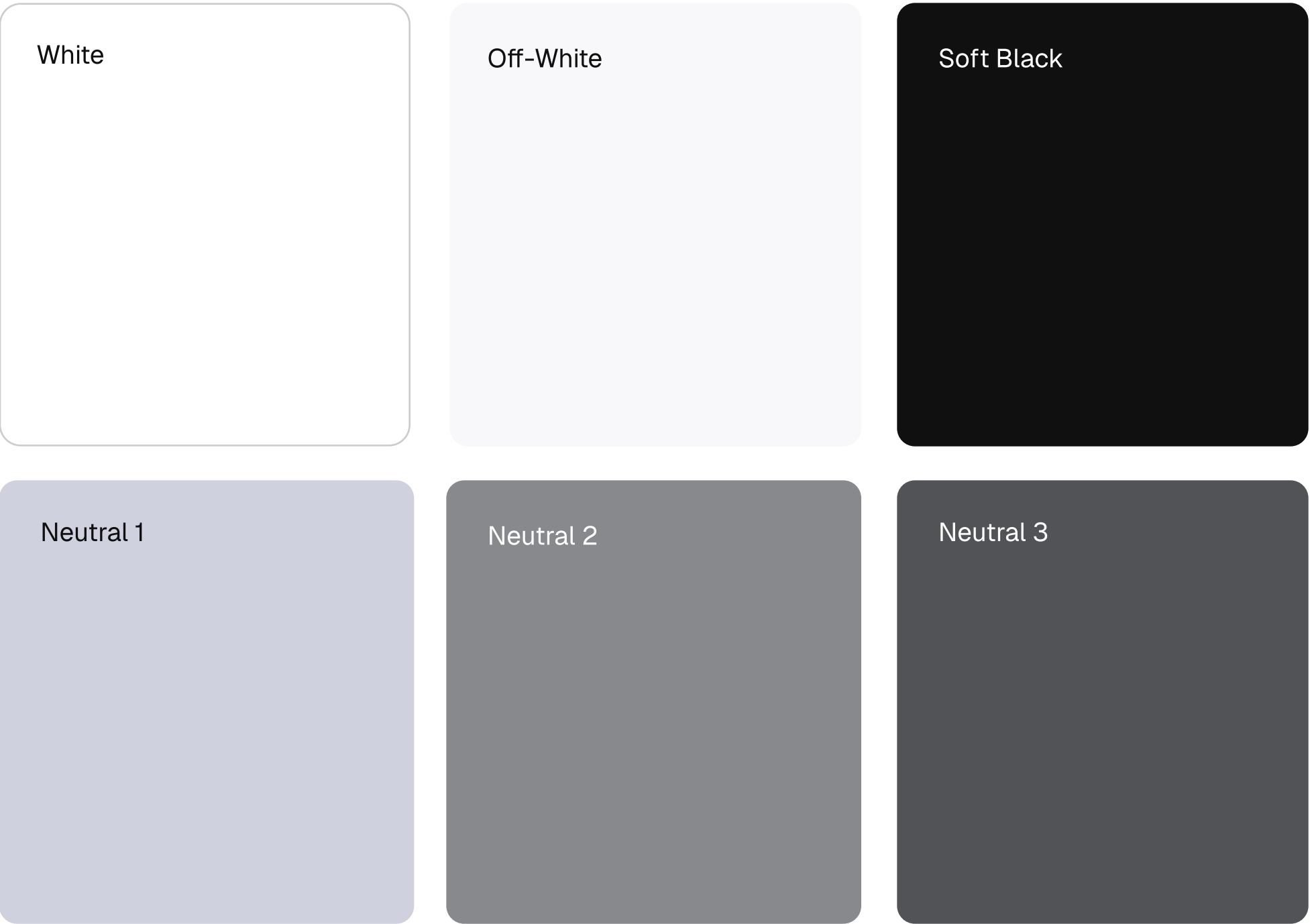
*Additional tints and shades are available in the UI kit

**We are using only accent blue for the rebranding launch

Primary Color



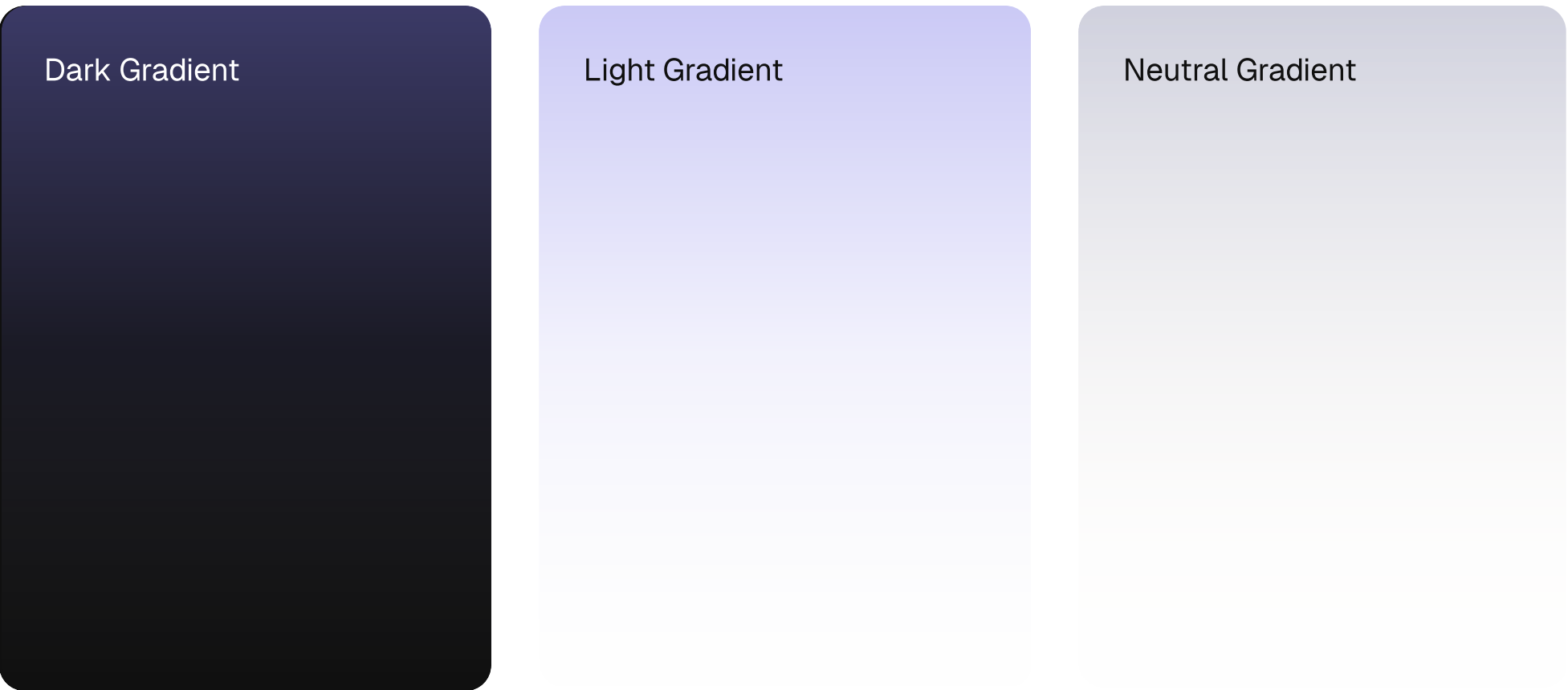
Supporting Neutrals



Accent Colors



Accent Gradients



Color Palette: Tints & Shades

Our brand color, Lavender, guides our brand identity. Our distinctive shade of purple is prominently featured in accents, text, graphics and backgrounds, consistently present throughout our creations.

Complementing Lavender, we employ a core palette comprising of neutral tints and shades. This foundational palette is utilized across all applications, encompassing text, graphics and backgrounds.

The accent palette serves to emphasize graphics, illustrations and infographics. These accent colors harmonize with Lavender and are exclusively employed in digital applications.

Primary Main brand color, used in mark and logo

Tint 1
HEX #E7E6FF

Tint 2
HEX #D4D3FF

Tint 3
HEX #7D7AE8

Primary Lavender
HEX #7D7AE8
CMYK 67, 70, 0, 0
PMS 2366 C

Shade 1
HEX #655BD9

Shade 2
HEX #5041B9

Shade 3
HEX #3A2699

Neutral Supporting colors

White
HEX #7D7AE8
CMYK 0, 0, 0, 0

Off-White
HEX #F8F7FA
CMYK 5, 3, 3, 0
PMS 9100 C

Neutral 1
HEX #D0D1DE
CMYK 19, 14, 7, 0
PMS 2155 C

Neutral 2
HEX #88898D
CMYK 47, 38, 35, 10
PMS 422 C

Neutral 3
HEX #515357
CMYK 63, 53, 49, 36
PMS 425 C

Deep Navy
HEX #081820
CMYK 96, 78, 63, 77
PMS 2965 C

Soft Black
HEX #101010
CMYK 100, 100, 100, 100
PMS 426 C

Accent Brand colors

Accent 1 – Blue
HEX #B8CDFF
CMYK 28, 20, 0, 0
PMS 284 C

Tint 3
HEX #B7CCFF

Tint 2
HEX #D1DFFF

Tint 1
HEX #E0E9FF

Accent 2 – Orange
HEX #FFBE81
CMYK 0, 25, 49, 0
PMS 157 C

Tint 3
HEX #FFD1A6

Tint 2
HEX #FFE1C6

Tint 1
HEX #FFEBD9

Accent 3 – Green
HEX #BED6A8
CMYK 9, 0, 18, 16
PMS 6176 C

Tint 3
HEX #CAE2B5

Tint 2
HEX #DEEDD0

Tint 1
HEX #E9F3DF

Color Do Nots

“In cloud computing, organizations are confronted with the difficulty of creating accurate cost estimates. As a result, financial management is often overlooked.”

How to Manage and Optimize Costs of Public Cloud IaaS and PaaS
Gartner, (2020)

Do not change or add more colors to the palette

“In cloud computing, organizations are confronted with the difficulty of creating accurate cost estimates. As a result, financial management is often overlooked.”

How to Manage and Optimize Costs of Public Cloud IaaS and PaaS
Gartner, (2020)

Do not create new gradients

“In cloud computing, organizations are confronted with the difficulty of creating accurate cost estimates. As a result, financial management is often overlooked.”

How to Manage and Optimize Costs of Public Cloud IaaS and PaaS
Gartner, (2020)

Do not use low-contrast color combinations

“In cloud computing, organizations are confronted with the difficulty of creating accurate cost estimates. As a result, financial management is often overlooked.”

How to Manage and Optimize Costs of Public Cloud IaaS and PaaS
Gartner, (2020)

Do not use accent colors as backgrounds

“In cloud computing, organizations are confronted with the difficulty of creating accurate cost estimates. As a result, financial management is often overlooked.”

How to Manage and Optimize Costs of Public Cloud IaaS and PaaS
Gartner, (2020)

Do not add different colors to individual rings

“In cloud computing, organizations are confronted with the difficulty of creating accurate cost estimates. As a result, financial management is often overlooked.”

How to Manage and Optimize Costs of Public Cloud IaaS and PaaS
Gartner, (2020)

Do not combine too many colors in an application

Visual Identity:

Typography

Typography

Geist, our brand typeface, embodies the voice of Aptum. It is integrated across all tiers of our typographic system, with larger scale Light and Regular weights commanding attention as headlines, while Medium and Regular weights maintain clarity for body text and captions.

Supporting Geist is Geist Mono for small use-cases such as eyebrow labels and numerals in charts and graphs.

Both can be downloaded at [Fontshare](#).

Geist

Open Source : [Fontshare](#)

Light

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%^&*

Regular

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%^&*

Medium

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUuVv
WwXxYyZz
1234567890
!@#\$%^&*

Geist Mono

Open Source : [Fontshare](#)

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&*

Typesetting Guidance

When composing and designing copy, please refer to the following examples as a reference:

Alignment
Our text is consistently left aligned.

Tracking (letter spacing)
By default, our typeface should have 0% tracking unless specified otherwise. If adjustments are necessary, ensure that letters maintain a slight separation and never touch.

Case & Punctuation
Sentence case and punctuation usage vary depending on the content type, such as ad headlines versus article headlines. Please consult the text categories page for appropriate editorial guidelines.

Headline Copy

Headlines

Geist Light
0% tracking
100% leading

Cloud
Solutions
Experts

Sub-headlines

Geist Light
0% tracking
120% leading

Aptum recognized as a leader
in multi-cloud services

Large Copy

Geist Light, Regular
0% tracking
130% leading

Cloud Management Platform

Cloud Management Platform

Body Copy

Eyebrows

Geist Mono Regular
0% tracking
100% leading

Press Release

Body Copy

Geist Regular
1% tracking
140% leading

Our consultative approach brings your cloud and infrastructure goals to reality faster and with no hidden barriers.

Caption

Geist Regular, Bold
3% tracking,
140% leading

Cloud Migration Specialist
February 29, 2024

CTAs and Links

Geist Medium
0% tracking,
100% leading

Discover More

Sign Up

Read More

Font Equivalencies: For Externally Editable Documents And Google Slides

Equivalent fonts are utilized in applications that lack support for our designated brand typeface, Geist, or in documents requiring compatibility with external partners.

When operating within Google Suite, use Inter in place of Geist. For PowerPoint documents that need to be partner-editable, use Helvetica.

Do not use these fonts in any other context.

Helvetica

For Externally Editable Documents (PPTX, DOCX)

Headlines

Helvetica Light
-3% tracking
100% leading

Cloud
Solutions
Experts

Sub-headlines

Helvetica Light
-1% tracking
120% leading

Aptum recognized as a leader
in multi-cloud services

Large Copy

Helvetica Light, Regular
0% tracking
130% leading

Cloud Management Platform

Cloud Management Platform

Eyebrows

Helvetica Bold
0% tracking
100% leading

Press Release

Body Copy

Helvetica Regular
1% tracking
140% leading

Our consultative approach brings your cloud and infrastructure goals to reality faster and with no hidden barriers.

Inter

For Google Slides

Headlines

Inter Light
-3% tracking
100% leading

Cloud
Solutions
Experts

Sub-headlines

Inter Light
-1% tracking
120% leading

Aptum recognized as a leader
in multi-cloud services

Large Copy

Inter Light, Regular
0% tracking
130% leading

Cloud Management Platform

Cloud Management Platform

Eyebrows

Inter Bold
0% tracking
100% leading

Press Release

Body Copy

Inter Regular
1% tracking
140% leading

Our consultative approach brings your cloud and infrastructure goals to reality faster and with no hidden barriers.

Type Usage Examples

This page demonstrates examples of type across the Aptum brand system.

1 **Presentation Slide**
Light Headline

Only use Light for headlines and subheaders across all applications.

2 **Website Module**
Eyebrow

Utilize Geist Mono for eyebrow labels in digital applications to bring through our technical side.

3 **Text Module**
Hierarchy

Create clear levels of hierarchy between pieces of content with size changes between each tier.

4 **Timeline**
Titles

For complex diagrams and charts use Geist Medium to add another layer of distinction between elements.

1

Section Divider Title Slide

Subheadline Copy

2

CloudOps by Aptum

Bringing more cloud power to your infrastructure

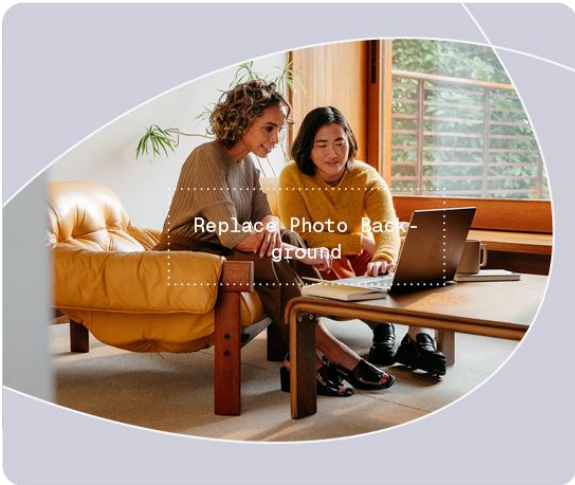
We are leveling up our multi-cloud solutions and managed services offerings with the acquisition of CloudOps. As an AWS, Google, and Edge-to-Cloud SaaS orchestrator, the CloudOps team will enhance Aptum's Data As Infrastructure approach with advanced cloud migration and DevOps capabilities that help our customers to unlock the full power of their cloud solutions.

3

aptum™

Success Story

Subheadline example



Company Overview

The promise of cloud computing is extremely compelling. It can drive business transformation and deliver unprecedented flexibility and agility.

Azure, however, is constantly evolving with features regularly being released and updated, creating complexity that can be challenging to navigate. It is a powerful platform but navigating the many options, features and choices requires the guidance of a trusted, expert partner.

This is where Aptum can help, as we simplify the journey so that you can focus on your core business. With an extensive background in managing mission-critical infrastructure solutions for customers, we are well



Keys to a Strong Tagging Strategy:

- Group resources with tags to track where the spending flows
- Set multiple budgets depending on target

4

Title

Title Copy
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Title

Title Copy
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Type
Do Nots

- Strategy
- Verbal Identity
- Logo
- Color
- Typography
- Photography
- Iconography & Illustration
- Design Examples

Cloud
Solutions
Experts

We don't just offer solutions—we tailor them to fit seamlessly into your context.

Do not right justify text

Cloud
Solutions
Experts

We don't just offer solutions—we tailor them to fit seamlessly into your context.

Do not use Medium font weights for headlines

CLOUD
SOLUTIONS
EXPERTS

WE DON'T JUST OFFER SOLUTIONS—
WE TAILOR THEM TO FIT SEAMLESSLY
INTO YOUR CONTEXT.

Do set headlines or supporting copy in all caps

Cloud
Solutions
Experts

We don't just offer solutions—we tailor them to fit seamlessly into your context.

Do not track out text or use leading below 100%

Cloud
Solutions
Experts

We don't just offer solutions—we tailor them to fit seamlessly into your context.

Do not use additional colors for copy

Cloud
Solutions
Experts

We don't just offer solutions—we tailor them to fit seamlessly into your context.

Do use low-contrast color combinations

Visual Identity:

Photography

Art Direction Principles

Every image and video we use should align with our four art direction principles, Confident, Authentic, Crafted, and Engaged, detailed to the right. Adhering to these principles ensures cohesive world for the brand, and adds warmth and humanity to our overall design language.

Confident

Capture moments that amplify the strengths and capabilities of both partners and team members—a culture of empowerment and collaboration.



Authentic

Capture genuine moments of work and partnership, ensuring they never come across as cliché or overly staged.



Crafted

Stage or select images that are crisp and uncluttered, using warm lighting and materials.



Engaged

Choose moments where the subjects are activate participants, engaged with work and collaboration, not zoning out.



Art Direction Examples

The following images exemplify our art direction principles as well as being content appropriate for our work.

All imagery shown in this document is For Placement Only and should not be used in external communications.

When selecting images, it's important to utilize stock image libraries like Shutterstock Premium while ensuring they align closely with our art direction principles. Specifically, we should steer clear of images with exaggerated or contrived emotions.



Photo Filter

Took keep photography consistent when being pulled from multiple sources adjust the coloring to feel neutral and slightly cool-toned. A Lavender filter can also be added to neutralize anything too bright.

- Strategy
- Verbal Identity
- Logo
- Color
- Typography
- Photography
- Iconography & Illustration
- Design Examples



⊗ Too warm and saturated

✓ Balanced white tones and some warmth

⊗ Too cool and desaturated

Photography Do Nots



Do not use black and white photography



Do not colorize photography



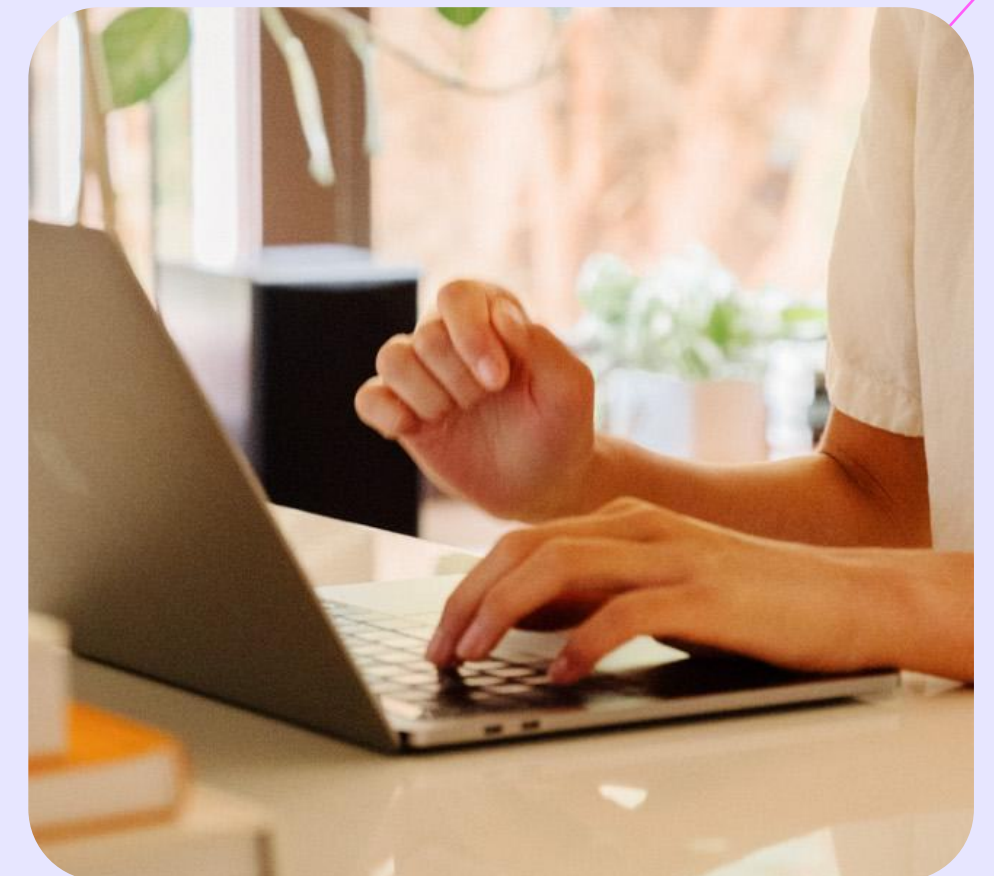
Do use brightly saturated photography



Do not stretch or distort photography



Do use overly staged or posed photography



Do not show inaccurate service visuals

Visual Identity:

Iconography & Illustration

Icon And Illustration Overview

Our graphic toolkit flexes from functional moments to expressive moments through a combination of iconography and ring graphics.

Level 1
Functional Iconography



Level 2
Illustrative Iconography



Level 3
Linear Partnership Rings



Level 3
3D Partnership Rings

