Revised and evolved

Visual identity guidelines

2022: Version one

Edge infrastructure: Built around you

Logo°
variations

A.I. Files:
RGB and CMYK
options are available
for all examples shown
on this page.

Primary logo

Secondary logo: No tag-line

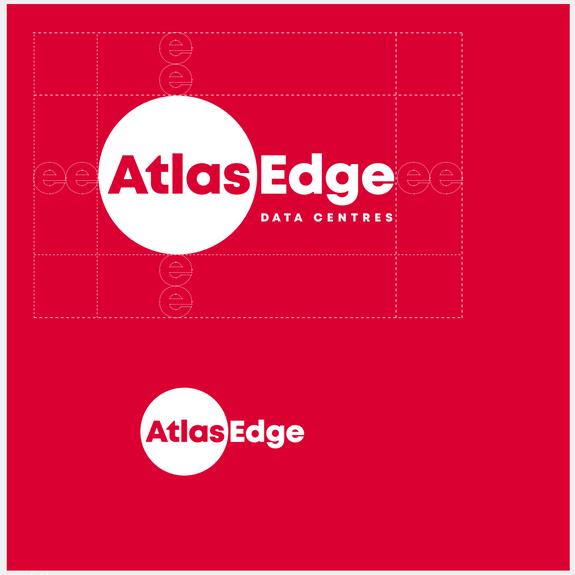
Clear Space

Clear Space

Favicon 1

Favicon - minimum size 10mm diameter

Primary logo: White variations (x2)



Primary logo
We lead with our primary logo, set on a white or light grey colour space.

Secondary logo
We have a secondary logo, without the Data Centre tag-line. This is used when the Data Centre tag-line would be difficult to read at smaller sizes.

Or when an image makes the Data Centre text hard to read. Or when the background image is very complex.

Or on internal content pages, when the logo has to be used but it is already obvious from the context that we're talking about AtlasEdge Data Centres. For example, when the primary logo appears on the cover of the same document but has to be used again on an internal page of the same document.

Section 02

Our colours°

and which to use.

AtlasEdge Red: The dynamism in our visual DNA.

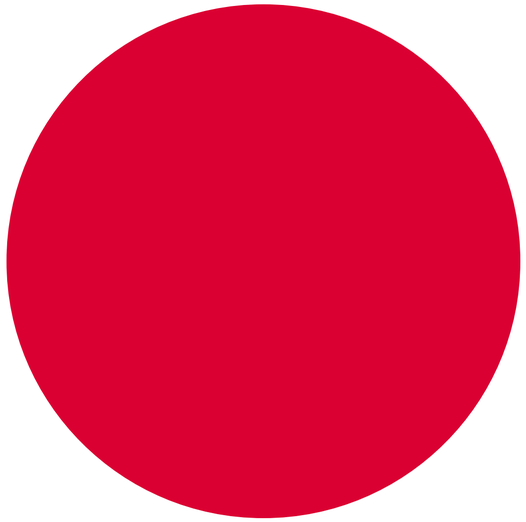
Our passion and drive are communicated through the use of our core colour, AtlasEdge Red.

This vivid, go-ahead colour is coupled with use of white and light grey (+ white /grey space): combinations that speak to the seamless sophistication of our brand.

Our primary colour palette

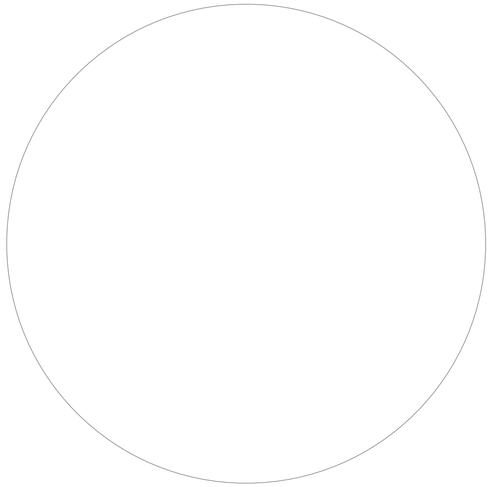
AtlasEdge Red

RGB: 219, 0, 50
CMYK: 5, 100, 76, 1
Pantone: 199 CP
HEX: D50032



White

RGB: 255, 255, 255
HEX: FFFFFF



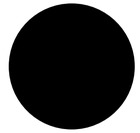
AtlasEdge Grey

RGB: 237, 237, 237
CMYK: 0, 0, 0, 10
Pantone: Cool Grey 1 CP
HEX: DBDBD3

AtalsEdge Black

RGB: 0, 0, 0
CMYK: 100, 61, 32, 96
Pantone: Black 6 C
HEX: 161F28

N.B. In print docs. For body text, plain Black (C=0, M=0, Y=0, K=100) should be used instead of Black 6C. For graphic elements Black C6 should be used.



Our secondary colour palette

Primary and secondary colours
Stick to our brand's primary colours for most of your designs. Secondary brand colours are handy if you need additional colours for complex documents, charts and tables.

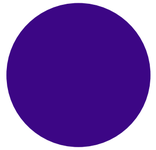
Secondary colour use - recommendations
Secondary colours are mostly used in PowerPoint. The colours below have been created to work where complex data in charts and tables need contrasting colours to distinguish catagories from one another.

Crimson
RGB: 173, 23, 49

Dark blue
RGB: 22, 42, 104

Light blue
RGB: 146, 225, 255

Deep purple
RGB: 60, 6, 133



Violet
220, 158, 227

Plum
RGB: 110, 39, 61

Royal blue
RGB: 0, 56, 166

Warm purple
RGB: 107, 40, 79

Turquoise
RGB: 51, 184, 204

Dirty pink
RGB: 238, 199, 205

Our expanded secondary colour palette: For designers

Primary and secondary colours
Stick to our brand's primary colours for most of your designs. Secondary brand colours are handy if you need additional colours for complex documents or charts and tables.

Red and green
In PowerPoint or Excel, to indicate a Win or Loss or Yes or No or a Tick or a Cross. Only use the application Standard Colour versions of Red and the Green (that appear in the main menu by default) Do not use AtlasEdge Red. Do not use Red or Green in charts or tables unless you have a specific reason to do so i.e to indicate a Win or Loss. Never use the AtlasEdge Red colour in a negative context.

Colour use recommendations
Section 1: Mainly for use in print. They have been created to compliment the Primary identity colours.

Section 2: May be used when we talk about sustainability and environemntal benfits of our offer.

Section 3: Used in PowerPoint. They have been created to work where complex data in charts and tables needs contrasting colours to distinguish catagories.

Section 1

Hot red
RGB: 255, 0, 0

Crimson
RGB: 173, 23, 49

Plum
RGB: 110, 39, 61

Grey 1
RGB: 85, 85, 85

Grey 2
RGB: 165, 165, 165

Grey tint
RGB: 245, 245, 245

Grey 3
RGB: 190, 190, 190

Grey 4
RGB: 220, 220, 220

Grey 5
RGB: 69, 64, 65

Section 2

Dark green
RGB: 19, 52, 43

Spring green
RGB: 83, 175, 59

Deep green
RGB: 41, 102, 74

Leaf green
RGB: 128, 164, 34

Lime green
RGB: 161, 200, 66

Fresh green
RGB: 212, 215, 45

Section 3

Dark blue
RGB: 22, 42, 104

Royal blue
RGB: 0, 56, 166

Light blue
RGB: 146, 225, 255

Warm purple
RGB: 107, 40, 79

Deep purple
RGB: 60, 6, 133

Turquoise
RGB: 51, 184, 204

Violet
220, 158, 227

Dirty pink
RGB: 238, 199, 205

Orange
RGB: 234, 89, 23