CUDO COMPUTE

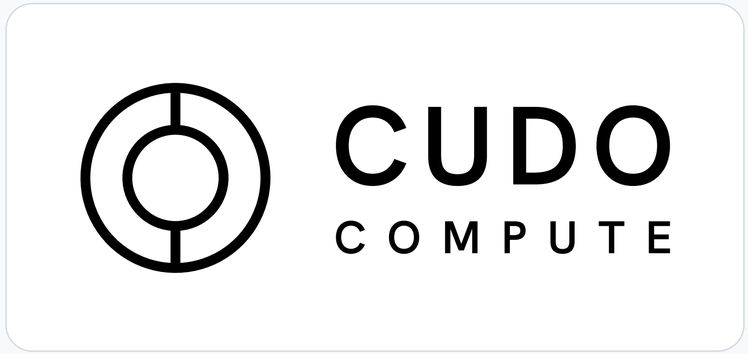
CUDO Compute brand guidelines

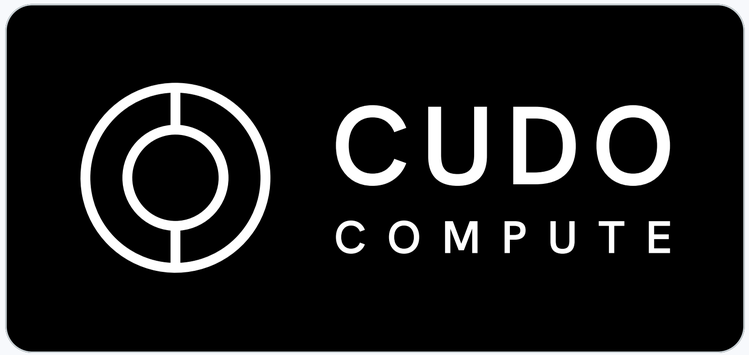
Primary logo

The CUDO Compute logo comprises of a logomark and wordmark.

The logo mark features two semi-circles converging to form a complete circle, symbolising our ability to transform complex, shared resources into a single, interconnected infrastructure. This circular form also represents the full lifecycle of AI infrastructure from initial architecture to long-term operation.

The primary logo lockup (featuring both the logomark and the wordmark) must be used in all initial instances of the logo appearing on any collateral (eg. website, brochures, presentation title slides, document title pages).

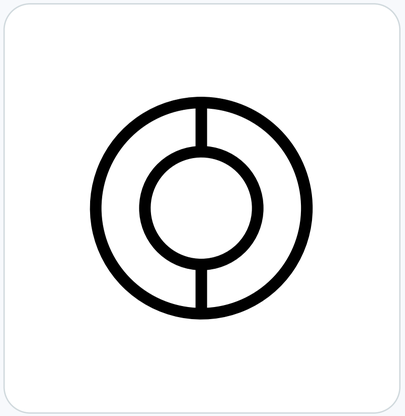


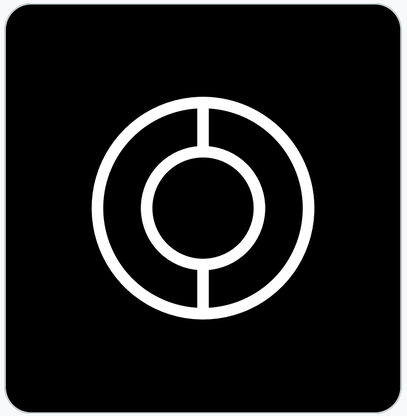


Logomark

Once the brand is clearly established on collateral (e.g. on the cover, in the header), the standalone logomark may be used for space-saving or repetitive needs.

Do not use logomark of the logo as the main identifier.



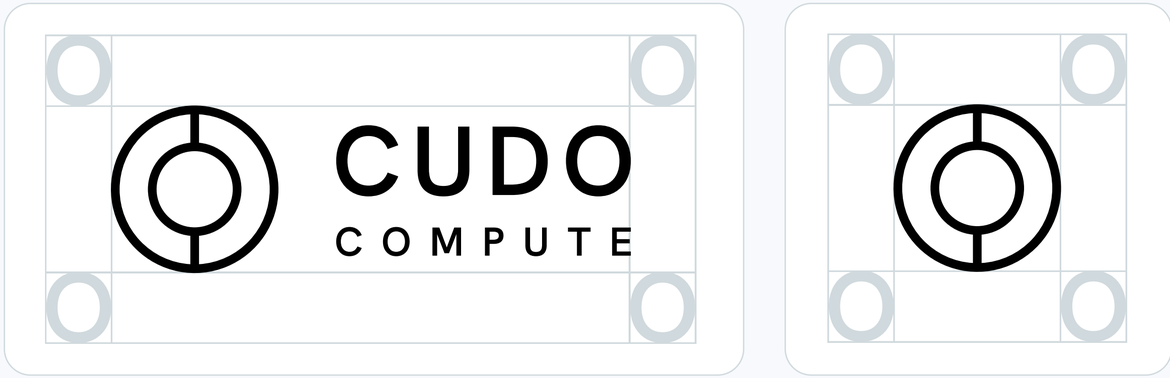


Logo rules

Clear space

The logo must always be surrounded by a minimum area of clear space free of any text, graphic elements or images. The minimum clear space measurement is calculated based on the height of the letter 'O' in the logo.

MINIMUM CLEAR SPACE



Size

To ensure the logo remains legible, the full logo must never be reproduced smaller than the following minimum sizes:

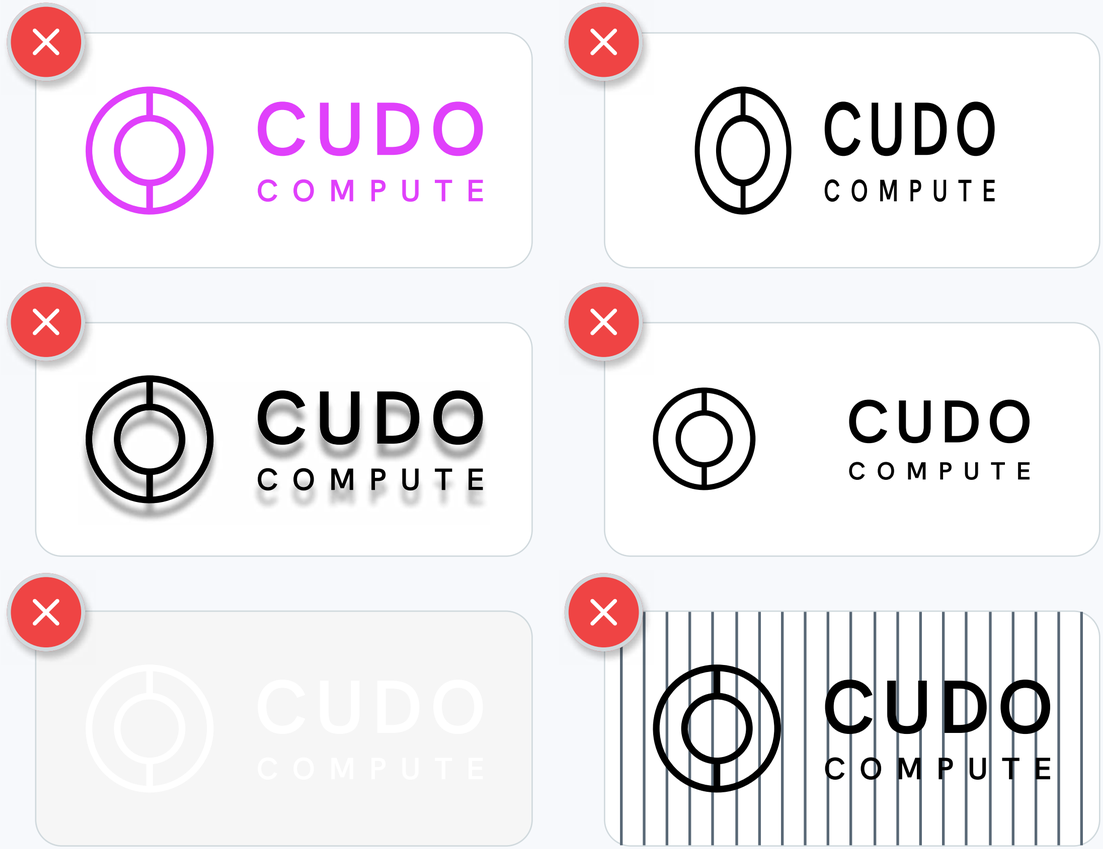
- Digital/Screen: 120 pixels wide
- Print: 1.5 inches (38 mm) wide

MINIMUM DIGITAL SIZE



Incorrect logo useage

- Do not change the colour of the logo. Use only the approved logo colours (black and white)
- Do not stretch, distort, or change the aspect ratio
- Do not add shadows, strokes, or any other visual effects.
- Do not alter the relationship or spacing between the logomark and the wordmark
- Do not place the logo on busy or poor-contrast backgrounds



Colour palette

The primary brand colours are the prominent and recognisable colours of CUDO Compute, they consist of black, white, blue ribbon and fuchsia. These colours should be used for main visual assets, buttons, highlights and to form the signature gradients.

The secondary colours support the primary palette and can be used for data visualisations, shading and illustration detail.

The neutrals are used for legibility, accessibility and structure. These tones are used for website backgrounds, structural lines, container boxes, and secondary typography. Neutral gradients may be applied to backgrounds and containers.

To ensure technical consistency and rapid deployment, all colours used within our UI environments use the Tailwind CSS palette (link in button).

PRIMARY

Black	White	Blue Ribbon 600	Fuchsia
#000000 R0 G0 B0	#FFFFFF R255 G255 B255	#304FFE R48 G79 B254	#E040FB R224 G64 B251

SECONDARY

Electric Violet 500	Cranberry 500	Azure Radiance 500	Aquamarine
#7C4DFF R124 G77 B255	#EC407A R236 G64 B122	#2979FF R41 G121 B255	#1DE9B6 R29 G233 B182

SIGNATURE GRADIENTS

Infill gradient		Text effect gradient		
#304FFE R48 G79 B254	#E040FB R224 G64 B251	#E040FB R224 G64 B251	#FFFFFF R255 G255 B255	#304FFE R48 G79 B254

NEUTRALS

Dark Grey	Mid Grey	Light Grey	LM Divider Grey	LM Off-White
#49494B R89 G104 B118	#596876 R89 G104 B118	#9CAAB1 R156 G170 B177	#D0D9DD R208 G217 B221	#F6F9FC R246 G249 B252

NEUTRAL GRADIENTS

Light grey gradient		Dark grey gradient	
#F6F9FC R246 G249 B252	#EFF2F4 R239 G242 B244	#49494B R73 G73 B75	#000000 R0 G0 B0

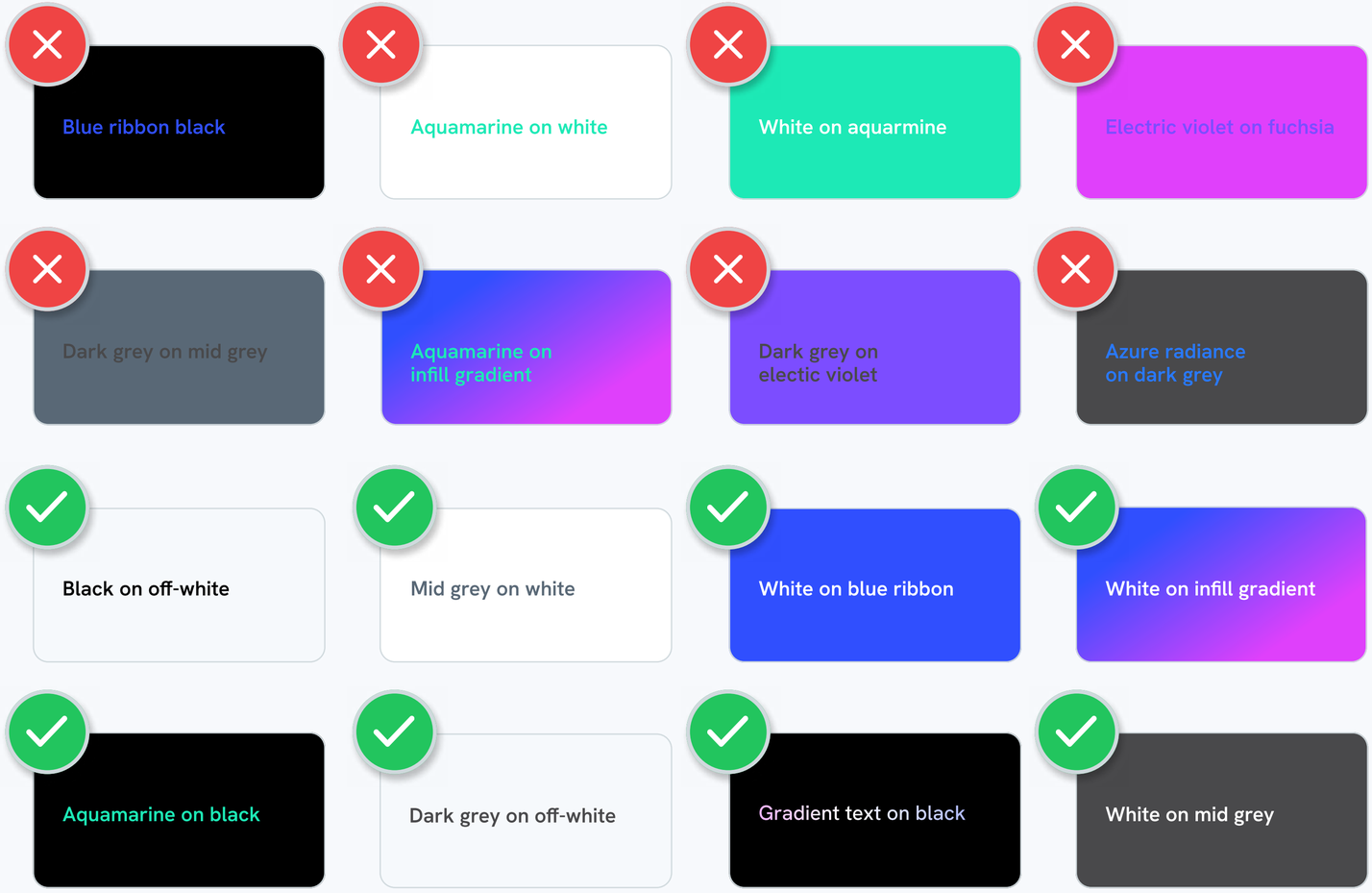
Colour useage

Colour hierarchy

- 90% should be primary and neutral colours (eg. dominant background and foreground)
- 10% should be secondary colours (eg. for emphasis and data visualisations)

Accessibility

- Must meet contrast standards for accessibility
- Black and dark grey text must always be on white or off-white background
- White text must always be on black, dark grey or infill gradient
- Fuchsia or aquamarine must always be on black background
- Don’t use the bright block colours together, too many colours together are visually overwhelming



Fonts

Primary font

Hanken Grotesk serves as our primary font for both headers and body text, embodying a clean and modern sans-serif typeface. Available weights to use: medium, bold, semibold, and regular.

Secondary font

IBM Plex Mono is our secondary font for taglines and decorative elements, enhancing visual diversity. When using this font, it should always be written in all caps. Available weights to use: bold, semibold, and regular.

HANKEN GROTESK

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

IBM PLEX MONO

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Type hierarchy

Our typography system is built on a structured scale to ensure maximum legibility and a clear information hierarchy across all technical and marketing collateral.

Primary headings (H1 & H2) defined by a 2:1 ratio, creating a bold, balanced contrast. H1 hero headings are for page titles and high-impact statements. H2 sub-headings set at 50% of the H1 size are used to break up major sections.

H3, H4, and H5 are used to highlight key technical specs or callouts, or metadata within complex layouts. They navigate dense information without breaking the overarching hierarchy.

Body text must be at least half the size of the H1.

H1	Hanken Grotesk Medium
H2	**Hanken Grotesk SemiBold**
H3	**Hanken Grotesk Bold**
H4	**IBM PLEX MONO SEMI BOLD/BOLD ALL CAPS**
H5	IBM PLEX MONO REGULAR ALL CAPS
BODY	Hanken Grotesk Regular

Type rules

Spacing guidelines

Line height (leading): Standard body text should typically have a leading of 100% to 110% times the font size. The smaller the text, the more generous the spacing should be

Letter spacing (kerning): Kerning should be set to 0% for headings and body text. For text in all caps, kerning should be set to 5% to improve legibility

Paragraph spacing: Use ‘space after’ instead of double-entering

The example to the right functions as a visual guide for proportional size differences. Tailor the parameters to match the size of your visual asset.

Capitilisation standards and language

- Sentence case is the default for headings and body copy
- “CUDO” should always be capitalised
- While our official logo is locked in all-caps, always write it as “CUDO Compute” when typing it out in a sentence

TEXT SPACING EXAMPLE

`IBM PLEX MONO, REGULAR, 16PX, LINE HEIGHT: 100%, KERNING: 5%`

LOREM IPSUM

`HANKEN GROTESK, MEDIUM, 58PX, LINE HEIGHT: 100%, KERNING: 0%`

Lorem ipsum dolor sit amet

`HANKEN GROTESK, REGULAR, 24PX, LINE HEIGHT: 110%, KERNING: 0%`

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas at diam velit. Donec tincidunt pulvinar egestas. Phasellus commodo arcu id lacinia vulputate. Proin vitae augue mauris. Curabitur fermentum ultricies dolor, eu mollis felis molestie in. Sed vehicula nec purus vel egestas. Morbi dictum, tellus quis laoreet suscipit, justo magna hendrerit dolor, sodales viverra dui justo ac nunc. Vestibulum posuere massa eros, sed venenatis odio dictum quis. Nulla dictum in justo tincidunt ullamcorper.

Backgrounds

The CUDO Compute background imagery feels immersive, using deep shadows and dynamic lighting. These assets are designed for versatile application across digital and print touchpoints, including social media, brochures, pull-up banners, and presentation decks.

Usage rules

- Background images and patterns should be primarily clean, minimalist, and modern
- If using a photo as a background, always apply a subtle overlay using a tint of black (at 20% opacity) to improve text legibility
- Backgrounds must always be subservient to the foreground content (text, logos, and data)
- If a background texture hinders readability, it must be lightened or simplified

BACKGROUND EXAMPLES

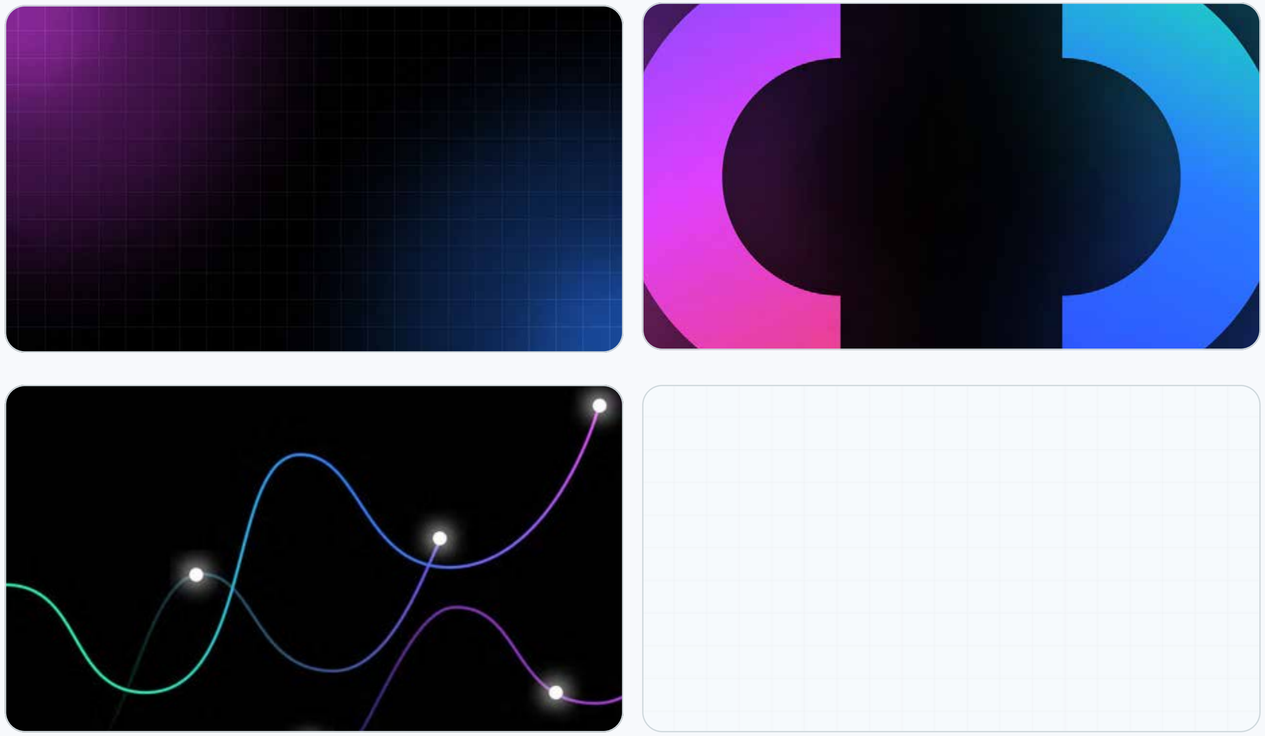


Photo imagery

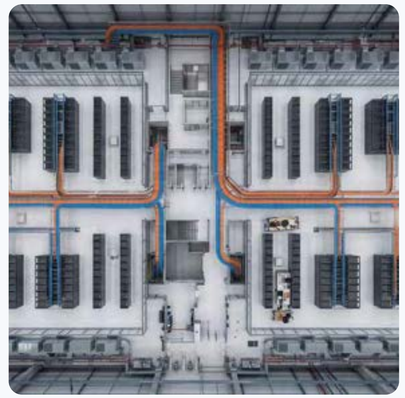
Our photo imagery shows the physical reality of CUDO Compute, designed to showcase our engineering expertise and high-standard data centers.

The image library blends authentic photos (taken by us) with realistic AI-generated visuals, and are sized and branded with a watermark. These are ready for use to post on social media, in decks, or any other collateral where you want photorealistic visuals. This collection will be continually expanding.

IMAGE EXAMPLES





Browse more icons

Icons

These icons are versatile and suitable for all marketing collateral. The library includes both light and dark variants to ensure compatibility with different backgrounds. While we are continuously expanding this collection, you may also source supplementary pre-made icons from Freepik as needed.

ICON EXAMPLES

