



# C O M P A N Y B R A N D I N G

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**Mission Statement:** Cloud9 will improve quality of life by providing health benefits and empowering customers to live out their dreams.



## Logo Application



**#1** Our primary logo will be placed against a white background, but other variations according to our color scheme also exist. The light blue colors are meant to have a soothing, calming effect on the customer in accordance with our company's mission.



**#2** This logo is perfect for darker backgrounds, and has many potential variations in color. Its simple rectangular shape makes it more convenient for designers to use in their promotional materials.

## Color Scheme

slate gray  
#708090

lavender  
#e2e7ff

lavender  
blue  
#cce6ff

cornflower  
blue  
#e2e7ff

light  
grayish blue  
#bfd1e6

## Font Book

### Glacial Indifference

**Lato Heavy**   Lato Regular   Lato Hairline

Glacial Indifference is a sans-serif typeface available in OTF (open type font). It will be used mainly for headings and titles, and was selected for its sleek typeface that aligns with the modern, minimalistic look of our company. The kerning may be adjusted according to the type of promotional material. Lato, another sans-serif typeface, has three different weights (Heavy, Regular, and Hairline) and is available for free on Canva, which makes it easier for designers to collaborate. Lato will be used for all body text and some title text.



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### **Letterhead & Company Description**

Better days start with better nights, and no one understands that better than us. Cloud9 is an innovative online company that provides easy access to deep and satisfying rest. Our products improve quality of life by providing health benefits and empowering customers to literally live out their dreams.

We offer brain-sensing headbands and high-tech pillows, inspiring people across the world to maximize the quality of their sleep. Our team strives to help customers relax more, dream more, and live more, one sleep at a time.

Join the sleep revolution today at [vecloud9.com](http://vecloud9.com) and follow the dreamers @vecloud9 on Instagram and Facebook.

Best Regards,

**The Cloud9 Dreamers**



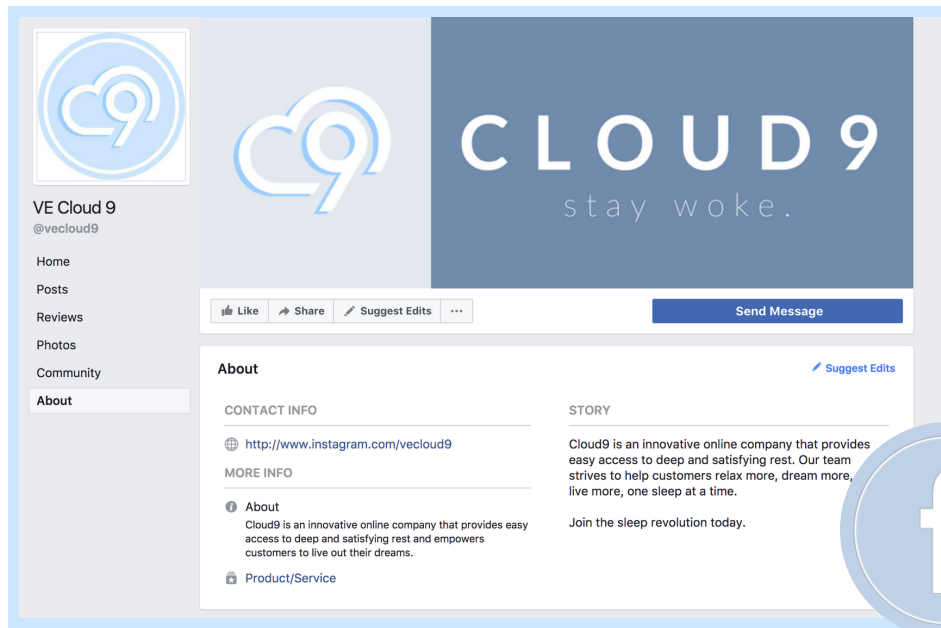
# Business Card





# Social Media Platforms

## FaceBook & Instagram





## Company Banners



CLOUD 9  
stay woke.



CLOUD 9  
stay woke.





## Flyers & Social Media Ads



live your dreams. literally.  
join the sleep revolution today at [www.vecloud9.com](http://www.vecloud9.com).

