



• BRAND RESOURCES · VERSION 1.2

BRAND GUIDELINES

Complete usage guidelines for typography, spacing, color system
and tone of voice. For media, partners and creators.

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A complete reference for consistent brand expression across every channel and format.

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01 · BRAND OVERVIEW

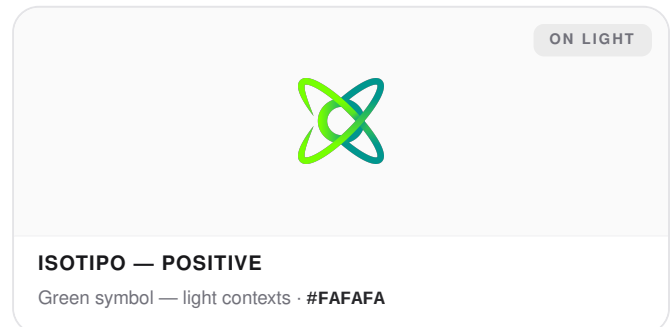
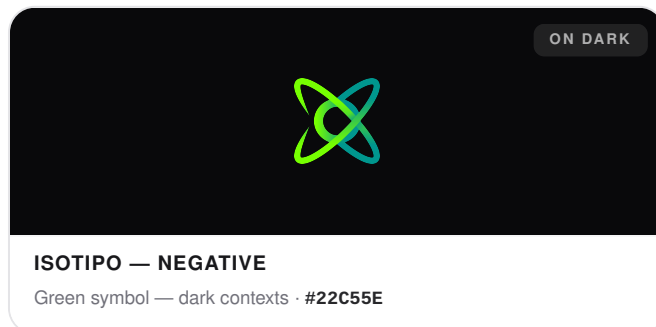
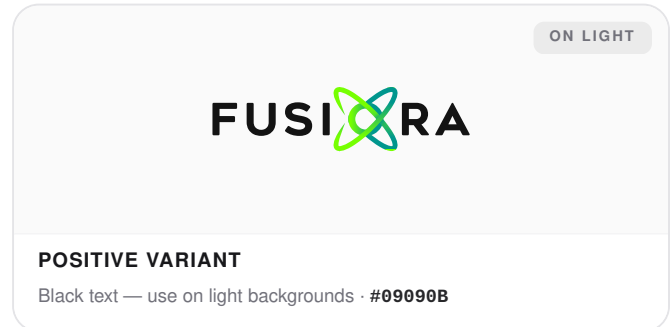
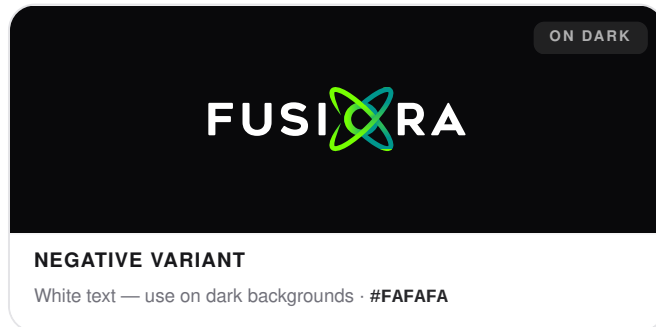
WHO WE ARE

ATTRIBUTE	DEFINITION
Company	Fusiora — Global Edge Infrastructure & Hosting Platform
Mission	Deliver fast, reliable and affordable cloud infrastructure to developers and businesses worldwide through a Global Edge Network.
Brand Pillars	Performance · Transparency · Security · Accessibility
Personality	Technical, bold, direct and avant-garde — without being cold or corporate.
Target Audience	Developers, sysadmins, game studio owners, digital agencies, SMEs and SaaS builders.
Website	fusiora.com
Press Contact	press@fusiora.com

02 · LOGO SYSTEM

LOGO VARIANTS

Always use official source files. Never recreate, alter proportions, recolor or add visual effects to any variant.



Minimum clearspace: always maintain a protected zone equal to the cap-height of the letter "F" on all four sides. Minimum size: **80px** digital · **20mm** print.

✓ **DO**

- + Use only official SVG/PNG files from the CDN
- + Maintain clearspace on all four sides
- + Use negative logo on dark backgrounds
- + Use positive logo on white or light surfaces
- + Scale proportionally preserving aspect ratio

✗ **DON'T**

- ✗ Alter, recolor or add effects to the logo
- ✗ Rotate, skew or distort in any way
- ✗ Place on low-contrast or busy backgrounds
- ✗ Use an outlined or stroked version
- ✗ Recreate the logo from scratch using fonts

FUSI O RA

ISOTIPO

Standalone mark for app icons, favicons and tight spaces where the wordmark cannot be legible.

WORDMARK

Full logotype for primary brand use: headers, documents, marketing materials and press.

FILE FORMATS

.SVG digital & web · .PNG documents & print.

03 · COLOR PALETTE

VISUAL DNA

Colors that define our technological, secure and avant-garde identity. Always use exact values.


FUSIORA GREEN

Primary. CTAs, accents, isotipo, interactive elements.

HEX #22C55E

RGB 34, 197, 94

HSL 142° 71% 45%

CMYK 83 0 52 23


TECH CYAN

Secondary. Gradients, UI highlights, dossiers.

HEX #06B6D4

RGB 6, 182, 212

HSL 189° 94% 43%

CMYK 97 14 0 17


MIDNIGHT ZINC

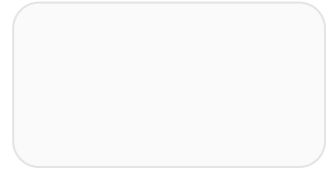
Dark bg, primary text on light, buttons.

HEX #09090B

RGB 9, 9, 11

HSL 240° 10% 4%

CMYK 18 18 0 96


CLOUD WHITE

Light bg, text on dark surfaces, cards.

HEX #FAFAFA

RGB 250, 250, 250

HSL 0° 0% 98%

CMYK 0 0 0 2

BRAND GRADIENT

#22C55E — Fusiora Green

from-emerald-500 → to-cyan-500

#06B6D4 — Tech Cyan

FUSIORA GREEN — USE FOR

- Primary CTAs and interactive buttons
- Active states and success indicators
- Section badges and accent tags
- Isotipo fills and glow effects

TECH CYAN — USE FOR

- Secondary docs and dossiers
- Gradient pairings with Fusiora Green
- Data visualizations and charts
- Background blur / glow blobs

SUPPORTING ZINC SCALE

GREEN TONAL SCALE

CONTRAST & ACCESSIBILITY

Green on Black: **8.9:1 AAA** · White on Black: **19.7:1 AAA** · Black on White: **19.7:1 AAA**.
Never use color as the sole state indicator — always pair with an icon or label.

04 · TYPOGRAPHY

TYPE SYSTEM

PRIMARY FONT STACK — DISPLAY & BODY

'Helvetica Neue', Helvetica, system-ui, 'Segoe UI', Roboto, Arial, sans-serif

MONOSPACE STACK — CODE & TECHNICAL LABELS

ui-monospace, 'Cascadia Code', Consolas, 'Courier New', monospace

TYPE SCALE

HERO / COVER	HEADLINE	56-96pt · Black 900 Tracking -4% · Uppercase
PAGE TITLE H1	SECTION TITLE	32-48pt · Black 900 Tracking -3% · Uppercase
SECTION HEAD H2	VISUAL IDENTITY	20-36pt · Black 900 Tracking -2.5% · Uppercase
CARD TITLE H3	Brand Guidelines	14-18pt · Bold 700 Tracking -1%
BODY PARAGRAPH	Official visual assets, style guides and documentation for press and partners.	10-12pt · Regular 400 Leading 160% · +0.01em
CAPTION / SMALL	© 2026 Fusiora · All rights reserved	7-9pt · Medium 500 Leading 150% · +0.02em
CODE / MONO	#22C55E · border-radius: 12px	8-9pt · Regular 400 Monospace stack
SECTION TAG	VISUAL IDENTITY	7-8pt · Bold 700 Tracking +12-14% · Uppercase

TYPOGRAPHY IN PRACTICE

DEPLOY IN SECONDS. SCALE WITHOUT LIMITS.

Our Global Edge Network spans 60+ PoPs worldwide. Sub-50ms latency from day one. No complex configuration — just point your domain and go.

GLOBAL EDGE

99.9% UPTIME

NVME SSD

\$4.99/mo

- AVOID MIXING

Max 2 weights per block. Black 900 for headings, Regular 400 for body.
- UPPERCASE RULE

Reserved for headings, tags and CTAs. Never use all-caps on body copy.
- LINE LENGTH

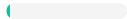
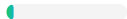
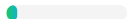
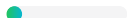
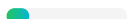
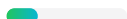
55–75 chars per line ideal. Use max-width to maintain readability.

05 · SPACING & LAYOUT

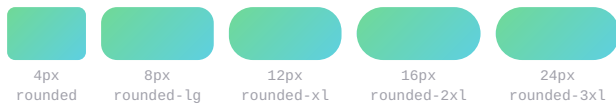
SPACE SYSTEM

4px base unit. All margins, padding and gaps are multiples of 4.

SPACING TOKENS

space-1	4px		Icon gaps
space-2	8px		Tight gaps
space-3	12px		Badge padding
space-4	16px		Card padding
space-6	24px		Grid gaps
space-8	32px		Section gaps
space-14	56px		Page padding
space-24	96px		Vertical section

BORDER RADIUS



Grid: Max-width 1280px · Gutter 24px · Side padding 16–56px (responsive) · Border 1px zinc-200

06 · TONE OF VOICE

HOW WE SPEAK

Technical and direct — never robotic. Bold, honest and empowering.

DIRECT

No padding. Say exactly what needs to be said, no more.

TRUSTWORTHY

Real data, uptime, specs. Credibility over hype.

TECHNICAL

Speak to developers as equals. Precise language.

GLOBAL

Clear, jargon-free English that translates well.

✓ WRITE LIKE THIS

" Deploy in seconds. Scale without limits.
" 99.9% uptime. Global Edge Network.
" Your infrastructure, your control.
" Built for developers who move fast.

✗ NOT LIKE THIS

" We are a revolutionary solution!
" Best-in-class synergistic infra...
" Leveraging next-gen paradigms...
" Super excited to announce...

KEY WRITING RULES

- Short sentences. Strong verbs. Active voice always.
- Uppercase for headings and section tags.
- Numbers and specs as numerals, not spelled out.
- No exclamation points — let the product speak.
- CTAs: imperative + benefit. "Deploy Now", "Start Free".