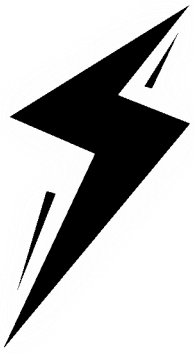

VOLT
HOSTING

Development and Hosting Services

Branding Guidelines

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www.volthosting.co.uk
Registered Company Number: 12817720 in England & Wales

VoltHosting Branding

We are more than happy for you to use our branding and art on our websites, your server, or anywhere else relevant. However, you must abide by our requirements!

If you do choose to use our logos, artwork or branding, **you must make it clear that your organisation, group or server is <u>not</u> officially endorsed or sponsored by VoltHosting**, unless our team has given you permission to do so!

1.0 – Our Voice

Our Voice Is:

- Bold & Direct (NOT rude or insensitive)
- Personable (NOT pretentious or pompous)
- Genuine (NOT fake or contrived)
- Conversational (NOT chatty)

Our Typography Is:

We aren't the grammar police, but it is important to use punctuation correctly. This means, no excessive amount of exclamation marks, etc. Additionally, you must use normal wording. You must spell correctly, use commas where needed, avoid typos, and proof read your work!

You must **not** use our branding in any controversial topics, to impersonate our brand, to slander our brand, or to otherwise damage our reputation, name, brand, likeness, colleagues, contractors or directors.

You must **not** use our branding for commercial reasons. Remember, VoltHosting Ltd owns the copyright to these logos. You must **not** use them for your own branding or personal gain. This document is **not** a transfer of copyright!

VoltHosting reserves the right to prevent any group, cooperation or entity from using our branding at any time. If our branding used somewhere, VoltHosting can forcefully remove our branding at any time. If you are unsure if you can use our branding, please contact VoltHosting Ltd.'s legal department!

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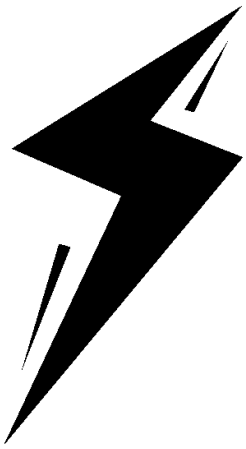
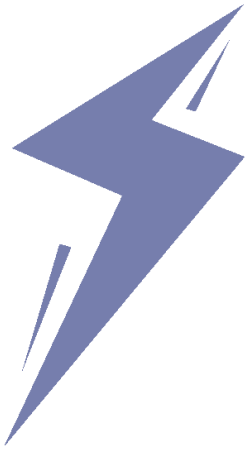
2.0 – Our Logos

2.1 – The VoltHosting Lightning Bolt

2.1.1 – Images





Please note, the white image has had a background added to it to make it visible. This logo **must** be transparent when shown anywhere.

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2.1.2 – Modification

When using our logos, you **must not** modify them in any way.
The logos must be kept in a square aspect ratio/resolution. For example, 712x712, 200x200, etc.
You also must not use any other colours aside from the 3 colours below.

White:
HEX: #ffffff
RGBA: (255,255,255,255)
HSL: 0, 0, 100

Black:
HEX: #000000
RGBA: (0,0,0,255)
HSL: 0, 0, 0

Blue:
HEX: #767ead
RGBA: (118,126,173,255)
HSL: 231, 25, 57

The VoltHosting logos must not have any overlays, watermarks or modification to them.

Our brief does and don’ts:
- Don’t squish or skew our logos.
- Don’t change the colour of the logo. Not even the borders!
- Don’t tilt the logo.
- Don’t add any drop shadow.
- Don’t place the logo over photography.
- Don’t flatten the logo.
- Don’t stack the logo.
- Don’t add or change any text.

2.1.3 – Download

To download these images, please follow the links below:
- White Lightning Logo
- Black Lightning Logo
- Blue Lightning Logo

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2.2 – The VoltHosting Lightning Bolt & Name

2.2.1 – Images

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Please note, the white image has had a background added to it to make it visible. This logo **must** be transparent when shown anywhere.

2.2.2 – Modification

When using our logos, you **must not** modify them in any way.
The logos must be kept in a rectangle aspect ratio/resolution. For example, 1700 x 700, 400 x 200, etc.
You also must not use any other colours aside from the 3 colours below.

White:

HEX: #ffffff
RGBA: (255,255,255,255)
HSL: 0, 0, 100

Black:

HEX: #000000
RGBA: (0,0,0,255)
HSL: 0, 0, 0

Blue:

HEX: #767ead
RGBA: (118,126,173,255)
HSL: 231, 25, 57

The VoltHosting logos must not have any overlays, watermarks or modification to them.

Our brief does and don’ts:

- Don’t squish or skew our logos.
- Don’t change the colour of the logo. Not even the borders!
- Don’t tilt the logo.
- Don’t add any drop shadow.
- Don’t place the logo over photography.
- Don’t flatten the logo.
- Don’t stack the logo.
- Don’t add or change any text.

2.2.3 – Download

To download these images, please follow the links below:

- White Lightning Logo & Name
- Black Lightning Logo & Name
- Blue Lightning Logo & Name

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2.3 – The VoltHosting Square & Name with Background

2.3.1 – Images

2.3.2 – Modification

When using our logo, you **must not** modify them in any way.
The logo must be kept in a square aspect ratio/resolution. For example, 712x712, 200x200, etc.
You also must not change the colours!

The VoltHosting logos must not have any overlays, watermarks or modification to them.

Our brief does and don’ts:

- Don’t squish or skew our logos.
- Don’t change the colour of the logo. Not even the borders or background!
- Don’t tilt the logo.
- Don’t add any drop shadow.
- Don’t place the logo over photography.
- Don’t flatten the logo.
- Don’t stack the logo.
- Don’t add or change any text.

2.3.3 – Download

To download these images, please follow the links below:

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