centrexIT Brand Guidelines

User Guide

Welcome

The Brand Guidelines page is your one-stop resource for everything you need to represent centrexIT consistently and professionally. This guide walks you through how to use the brand portal effectively.

Getting Started

When you first arrive at the brand guidelines page, you'll see a hero section with quick-action buttons.

Two Quick Actions:

- **"Download Assets"** — Jumps straight to the logo downloads
- **"View Colors"** — Takes you directly to the color palette

The colorful dots (green, blue, orange, red) at the bottom of the hero represent our four brand colors.

Navigation Bar

Scroll down slightly and you'll find the sticky navigation bar that stays with you as you browse.

Available Sections:

- Logos
- Colors
- Typography
- Services
- Voice & Tone
- Usage Rules
- Developers

Simply click any section name to jump directly there.

Downloading Logos

The Logo System section offers multiple formats for every use case.

How to Download

1. Find the logo variant you need (Horizontal, Stacked, or Emblem)
2. Choose your background type (light or dark)
3. Click **SVG** for scalable vector graphics or **PNG** for raster images

Logo Variants

Variant	Best For
Horizontal	Website headers, email signatures, documents

Stacked	Square spaces, social media profiles
Emblem	App icons, favicons, small spaces

Minimum Sizes

- **Digital:** Horizontal logos should be at least 120px wide
- **Print:** Minimum 1 inch (25mm) wide

Pro tip: Always use SVG format when possible for perfect scaling at any size.

Using the Color Palette

Our brand colors are interactive! Click any color swatch to instantly copy its hex code to your clipboard.

Primary Brand Colors

Color	Hex Code	Primary Usage
Primary Green	#3dae2b	CTAs, links, ManageIT branding
Secondary Blue	#0071ce	CloudIT branding, trust elements
Accent Orange	#ff8300	BuildIT branding, attention elements
Alert Red	#e1251b	GuardIT branding, security, alerts

How to Copy Colors

1. Hover over any color swatch to see "Click to copy"
2. Click the swatch
3. The hex code is now in your clipboard
4. A toast notification confirms the copy

Typography Reference

The Typography section shows our complete type system.

Font Families

Font	Usage
Plus Jakarta Sans	All headings (H1-H6)
Inter	Body text, paragraphs, UI elements

Heading Hierarchy

Level	Size	Weight
H1	48px / 3rem	Bold (700)
H2	36px / 2.25rem	Semibold (600)

H3	24px / 1.5rem	Semibold (600)
H4	20px / 1.25rem	Medium (500)

Body Text

- **Size:** 16px / 1rem
- **Line Height:** 1.6
- **Weight:** Regular (400)

Service Line Branding

Each of our four services has its own color identity and positioning.

Service	Color	Hex	Tagline
ManageIT	Green	#3dae2b	"Your Complete IT Team"
CloudIT	Blue	#0071ce	"Secure. Scalable. Always On."
GuardIT	Red	#e1251b	"Protecting What Matters Most"
BuildIT	Orange	#ff8300	"Projects Done Right"

Usage Notes

- Always use the designated color when featuring a specific service
- Service names use camelCase: ManageIT, CloudIT, GuardIT, BuildIT
- The company name always uses lowercase 'c': centrexIT

Voice & Tone

Brand Personality

centrexIT communicates as a knowledgeable partner, not a distant vendor.

We are:

- Confident but not arrogant
- Technical but accessible
- Professional but personable
- Helpful and proactive

Writing Guidelines

- Use active voice
- Keep sentences concise
- Avoid jargon when possible
- Speak directly to the reader ("you" not "users")

Logo Usage Rules

Clear Space

Maintain clear space around the logo equal to the height of the lowercase "c" in centrexIT.

Do's

- Use approved logo files only
- Maintain proper clear space
- Use appropriate color versions for backgrounds
- Scale proportionally

Don'ts

- Don't stretch or distort the logo
- Don't change logo colors
- Don't add effects (shadows, glows, etc.)
- Don't place on busy backgrounds
- Don't rotate the logo

Developer Resources

For technical teams, the Developer Resources section provides everything needed for implementation.

Cloudflare Images CDN

Base URL: `https://imagedelivery.net/z6Si0GbwUTcqhD5Cdjj8AQ`

URL Pattern: `{base_url}/{image_id}/{variant}`

Available Variants

Variant	Description
public	Original size
thumbnail	150px wide
medium	400px wide
large	800px wide

Example Usage

```
<img
  src="https://imagedelivery.net/z6Si0GbwUTcqhD5Cdjj8AQ/{image_id}/public"
  alt="centrexIT logo"
/>
```

Accessibility Options

The brand guidelines page includes accessibility features via the pink button in the bottom-left corner.

Available Options

Feature	Description
Text Size	Increase or decrease with A-/A+ buttons
High Contrast	Toggle for better visibility
Reduce Motion	Minimize animations
Dyslexia-Friendly Font	Easier-to-read typeface

Quick Reference

Item	Value
Primary Color	#3dae2b
Body Font	Inter
Heading Font	Plus Jakarta Sans
Founded	2002
Headquarters	San Diego, CA

Quick Tips

1. **Copy colors instantly** — Just click any color swatch
2. **Use SVG whenever possible** — They scale perfectly at any size
3. **Check minimum sizes** — Don't go below 120px for horizontal logos
4. **Respect clear space** — Keep breathing room around logos (height of the "c")
5. **Use proper naming** — Always lowercase 'c' in centrexIT

Need Help?

For questions about brand usage or to request assets not available on the portal, contact us at
centrexIT.com/contact.

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