



COMPUTER LINE

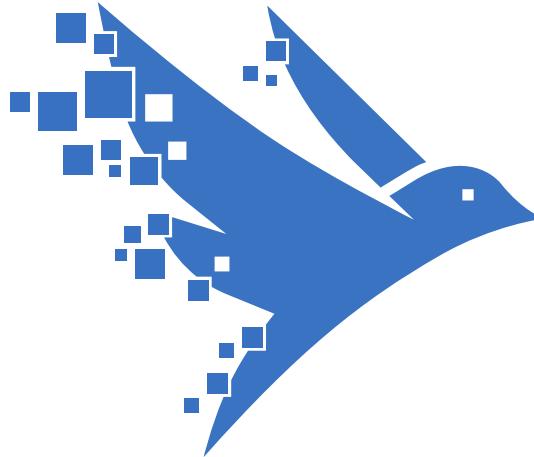
# Cpline Brand Guidelines

\*Cpline brand assets – including its trademarks, logos, icons, designs, trade dress, fonts, names of products, services, sounds, emojis, and any other brand features and elements, whether registered or unregistered (“Brand Assets”)—are proprietary assets owned exclusively by Computer Line SAS and its group of companies. These Guidelines, which may be updated from time to time, detail how our Brand Assets can be used under specific circumstances. Many uses—including our logos, app and product icons, and other designs - will require a license first. Unless you have an express license from Computer Line SAS, these Guidelines will exclusively govern your use of our Brand Assets. We’re happy to have you promote your Computer Line SAS presence and content. Just make sure your ads and marketing materials don’t suggest that Computer Line SAS is sponsoring your promotions or formally affiliated in any way.

# 01 Logotype

## PRIMARY

This is our logo primary representation. This is how it should be represented most of the time. Always keep in mind that our brand is special and our logo should be treated with care.



**COMPUTER LINE**

# 02 Story

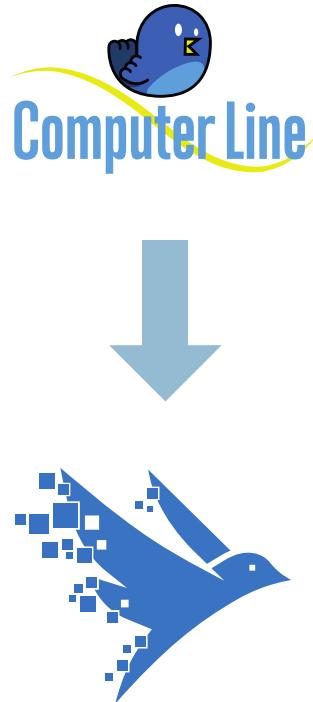
The 2026 logo marks a milestone in **digital maturity**. Our mascot has evolved from a static figure into a dynamic symbol of upward momentum.

Now artfully stylized, the bird emerges from a fusion of **organic fluid forms and digital pixels** that appear to break free from its wings. This design language signifies that Computer Line provides more than just hardware; we are the architects of **digital transformation**.

## Core Concepts

- **Data in Flight:** The trailing pixels represent data taking flight, a direct nod to Cloud computing and the boundless potential of AI.
- **Agility & Scale:** The soaring silhouette suggests unprecedented execution speed and the ability to scale within a modern ecosystem.
- **The Human-Tech Nexus:** By blending organic shapes with digital geometry, the logo reflects a future where technology feels natural, intuitive, and empowering.

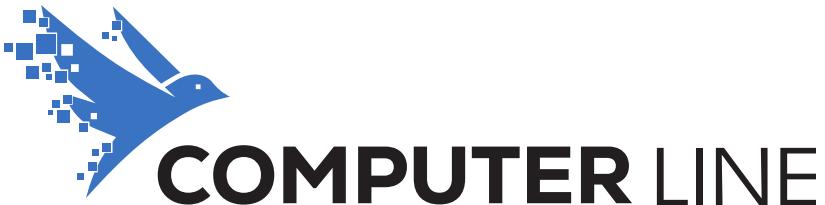
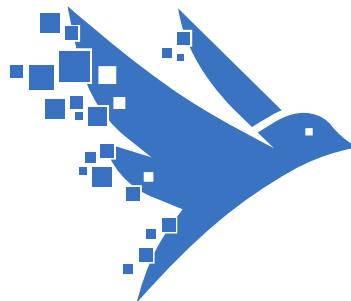
Computer Line doesn't just sell technology—we enable the future to take off.



**COMPUTER LINE**

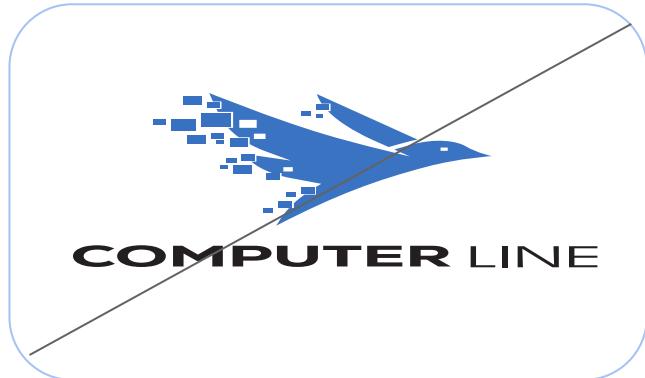
# 03 Construction

You should treat our logotype as one whole object. By any means do not try to edit any of the logos elements when using it. Logo construction is purposefully created to visually work. It is strictly forbidden to try to replicate or make your own version of it. Always use files provided in this Brand Book.

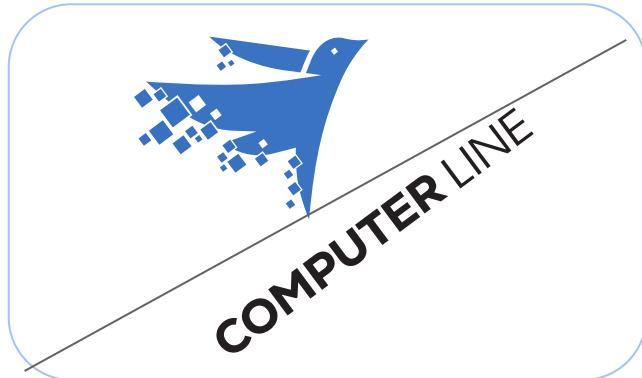


# Logo don'ts

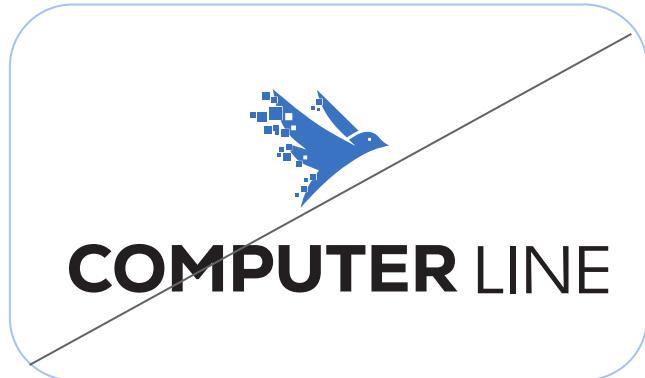
Do not change ratio



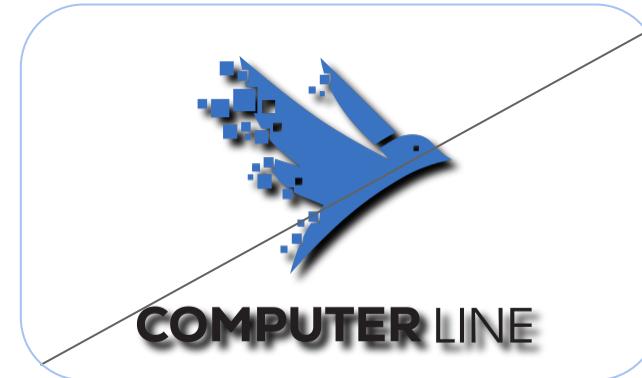
Do not use in an angle



Do not scale, skew or bend elements

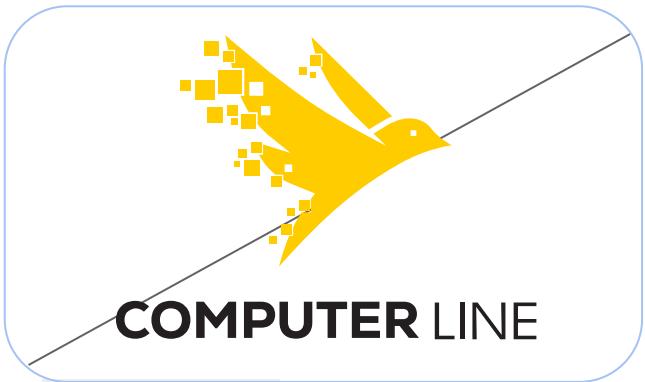


Do not use shadow

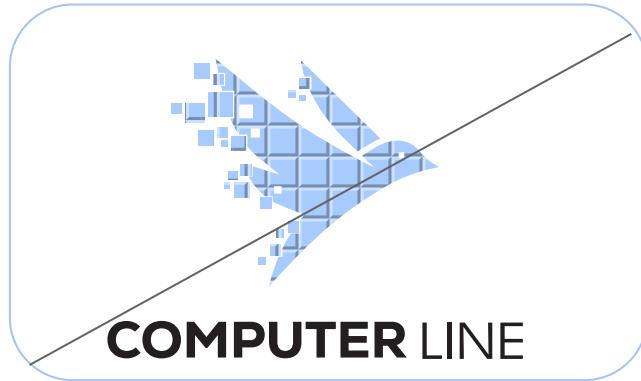


# Logo don'ts

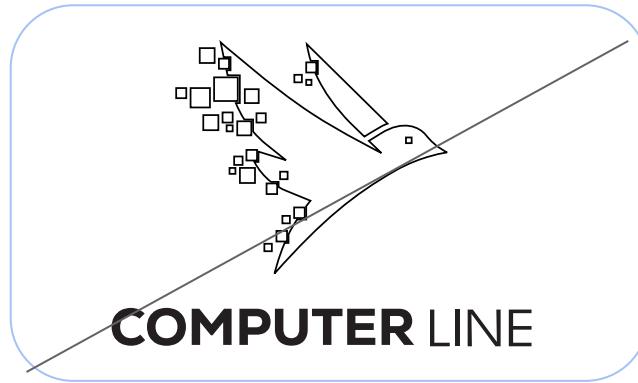
Do not use any color besides the primary brand colors



Do not apply patterns



Do not outline



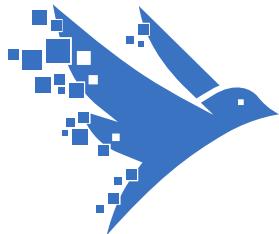
# 04 Versions

It may be necessary to substitute for an alternate version of the logo.

Use these logo versions with caution. Always start with primary logo version and work your way down if design situation asks for it.

Do not use any color besides the primary brand colors

Primary Logo



**COMPUTER LINE**

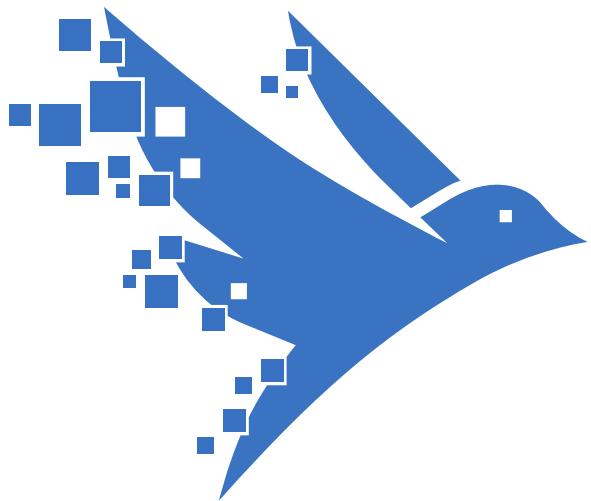
Secondary logo



**COMPUTER LINE**

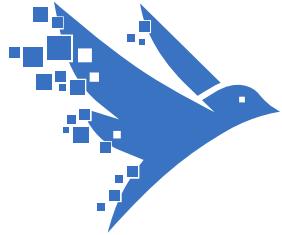
It's acceptable to use only symbol in situations where brand name is recognizable.

PRIMARY SYMBOL



# 05 Logo in Colors

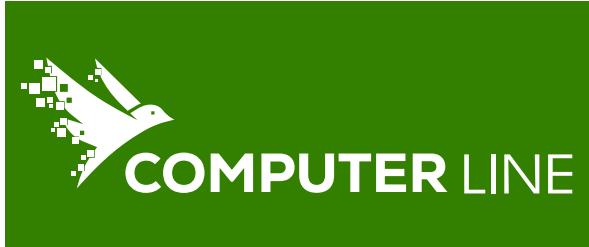
Primary Positive



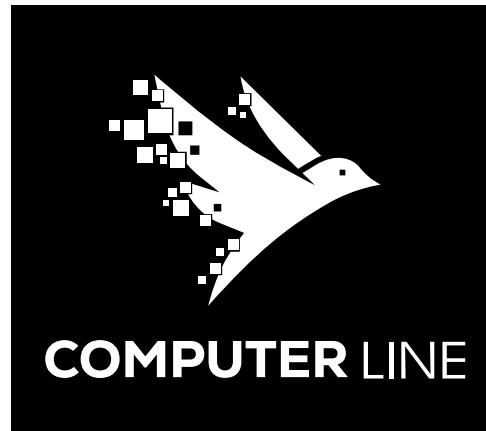
**COMPUTER LINE**

BACKGROUND

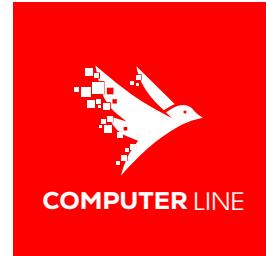
Use primary light blue or white color for logo when placing it on different backgrounds. Choose version that has the best contrast as a result.



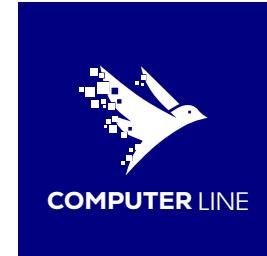
Primary Negative



**COMPUTER LINE**

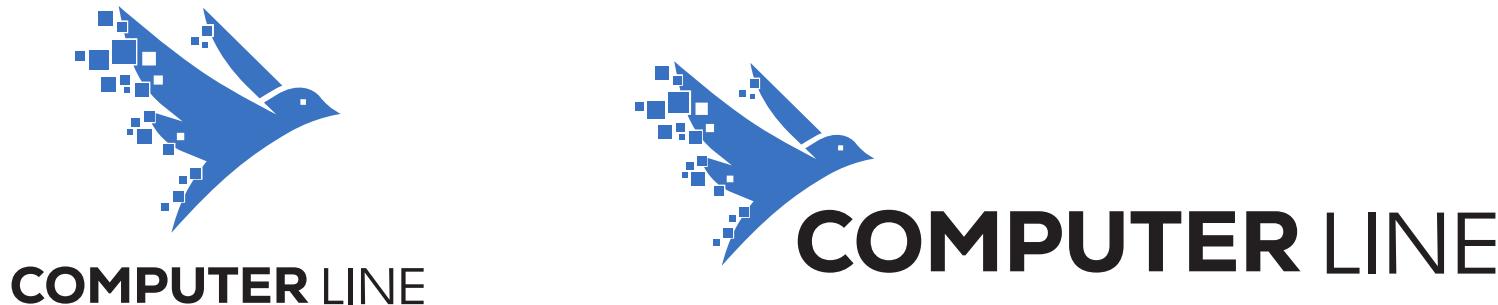


**COMPUTER LINE**



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# 06 Graphics Recap



**FONT “COMPUTER”  
NEXA HEAVY - HEAVY**

**FONT “LINE”  
AVANT GARDE BOOK BT - BOOK**

**CODICE COLORI**



R: 29    C: 0  
G: 29    M: 0  
B: 27    Y: 0  
K: 100    #1d1d1b



R: 29    C: 85  
G: 113    M: 50  
B: 184    Y: 0  
K: 0    #1f72b9