COMPUTER LINE

Cpline Brand Guidelines

01 Logotype

PRIMARY

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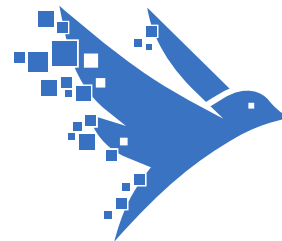

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02 Story

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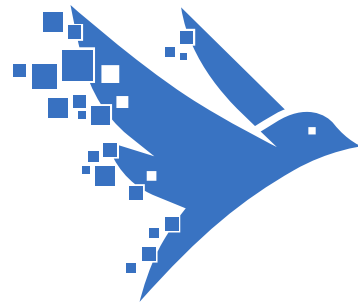
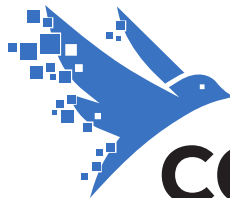Computer Line doesn't just sell technology—we enable the future to take off.

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.
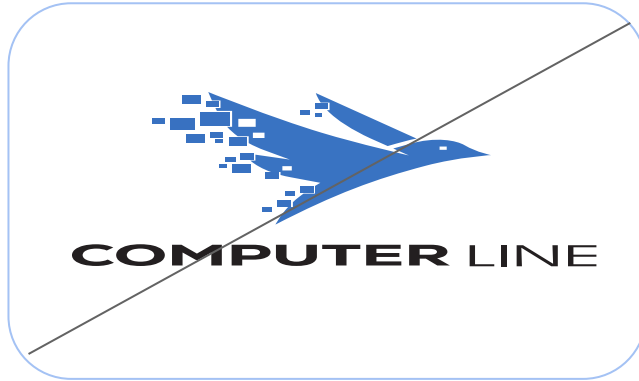

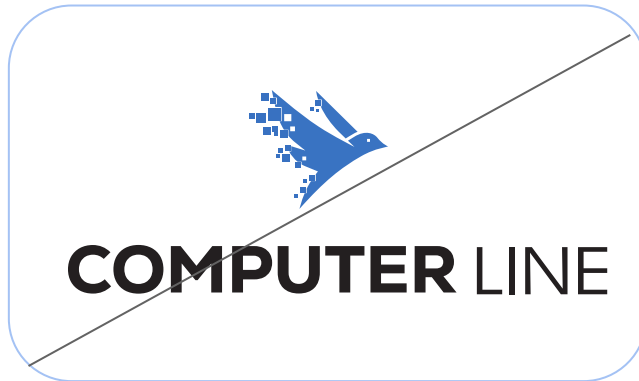
COMPUTER LINE

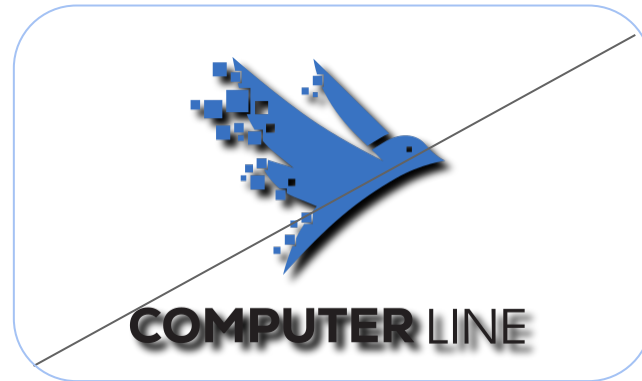**COMPUTER** LINE

Logo don'ts

Do not change ratio

Do not use in an angle

Do not scale, skew or bend elements

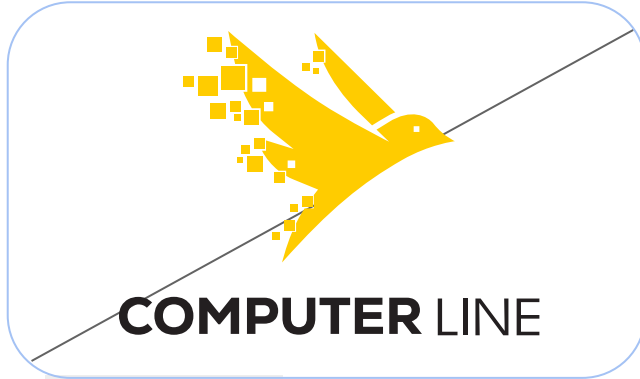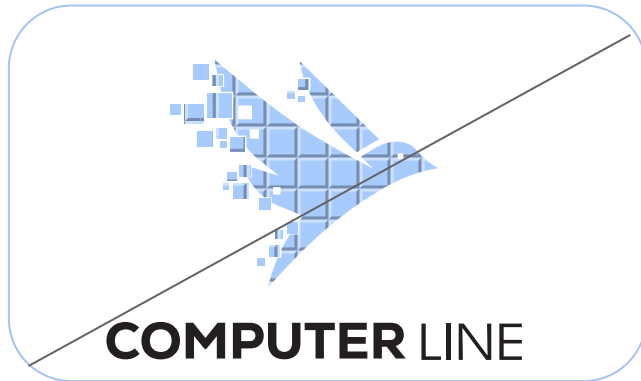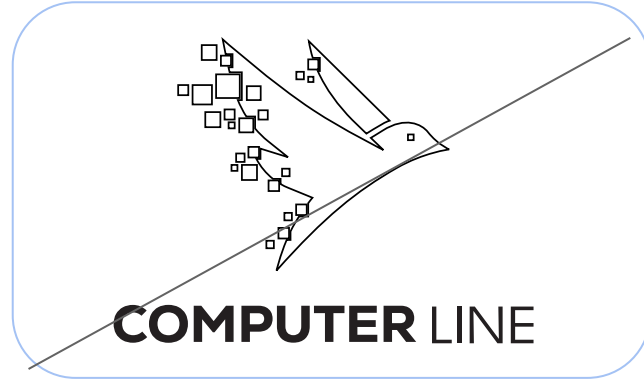Do not use shadow

Logo don'ts

COMPUTER LINE
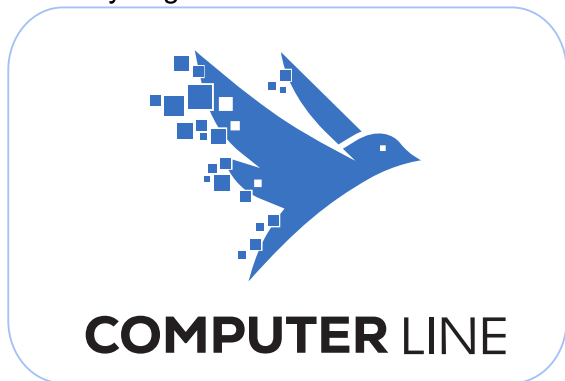
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04 Versions

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.

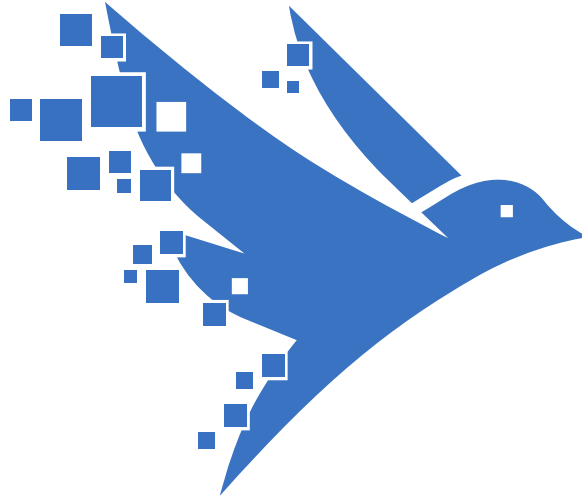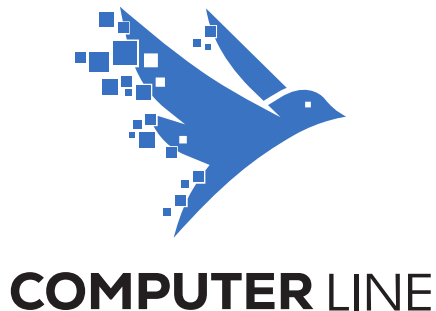Do not use any color besides the primary brand colors

Primary Logo

Secondary logo

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

PRIMARY SYMBOL

05 Logo in Colors

Primary Positive

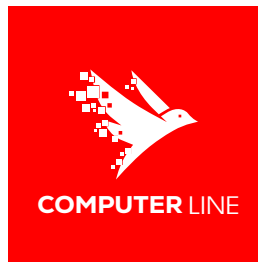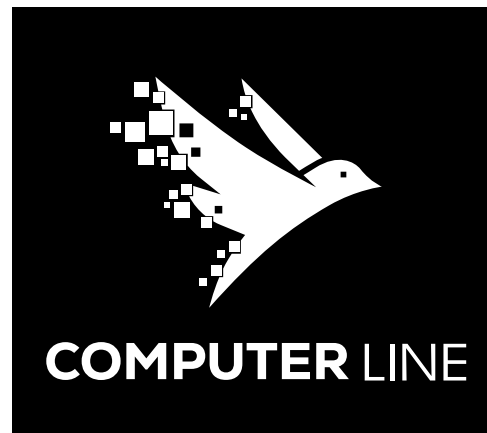## Primary Negative
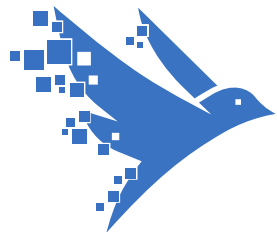
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BACKGROUND

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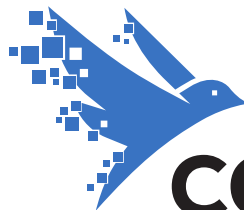
COMPUTER LINE

COMPUTER LINE

COMPUTER LINE

06 Graphics Recap

COMPUTER LINE

COMPUTER LINE

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