



./meet-latitude.sh

BRAND STYLE GUIDE

Best practices for logo usage, color system, and typography



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LATITUDE.SH + MEGAPORT

The “from Megaport” lockup is the approved endorsement configuration for the current brand integration phase. Always use the supplied artwork without modifying the wording, alignment or relative proportions.

The endorsement lockup is supplied as fixed artwork. Do not resize, reposition or alter the “from Megaport” endorsement independently of the Latitude logotype.



To keep the “from Megaport” endorsement legible, do not reproduce the co-branding lockup below the following dimensions:

- Digital: **60px** height
- Print: **6mm (0.24 in)** height

LATITUDE.SH + MEGAPORT: CONTRAST & VARIATIONS

Four approved variations are available to maintain appropriate contrast across light and dark backgrounds. Use the full-color versions by default. Use monochrome versions only where color reproduction is unavailable, unsuitable or restricted.



Safe Area: Maintain a minimum safe zone equal to the bounding box of the standalone “L” icon on all sides. Keep this area clear of graphic and typographic elements.





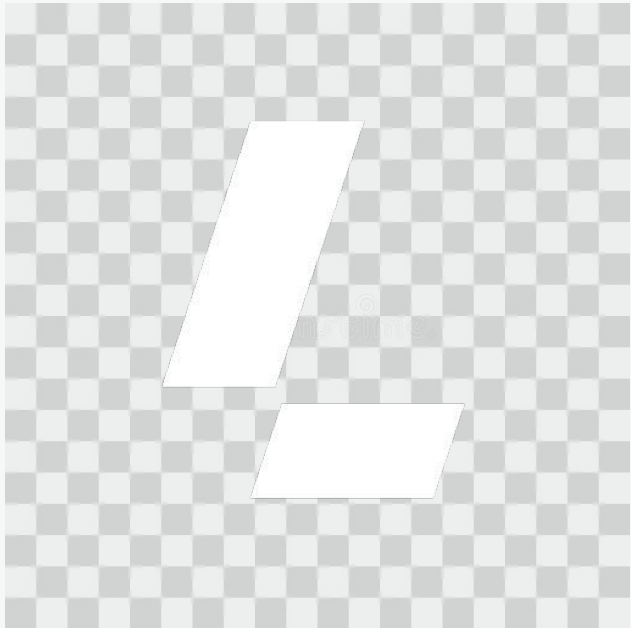
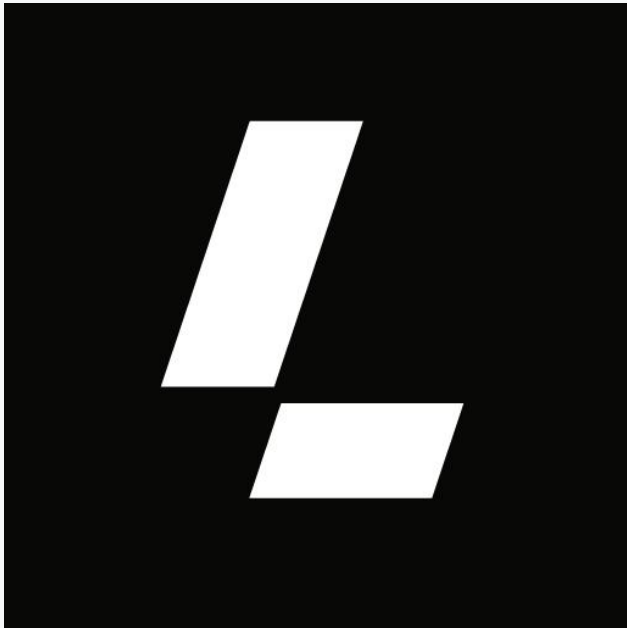
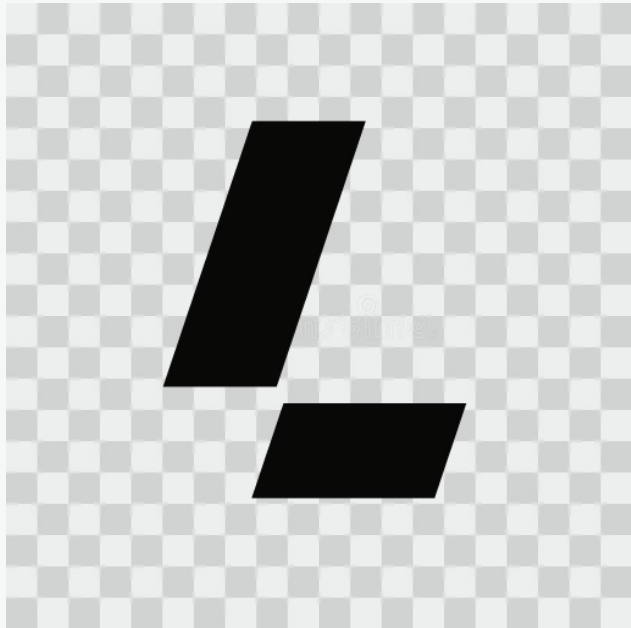
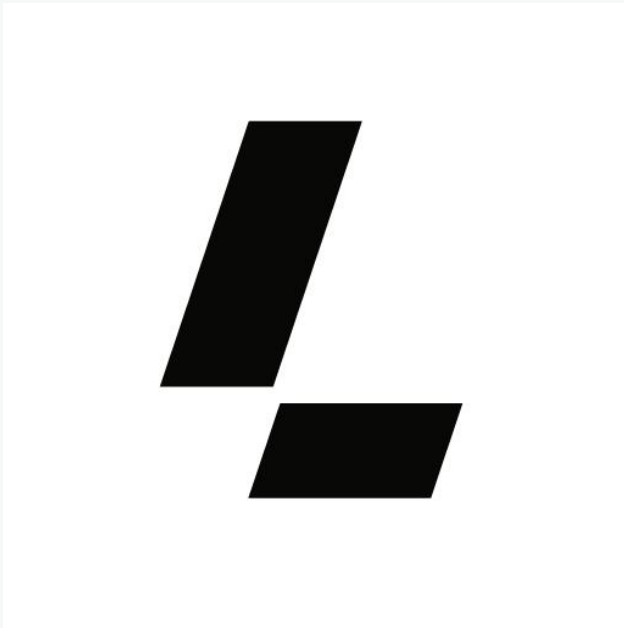
LATITUDE.SH STANDALONE

Use the standalone Latitude.sh logo when the endorsed lockup cannot meet the minimum size requirement, or within product interfaces where the endorsement would reduce legibility or create unnecessary visual complexity.

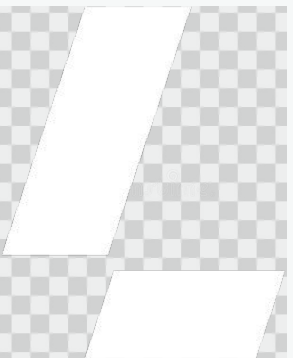
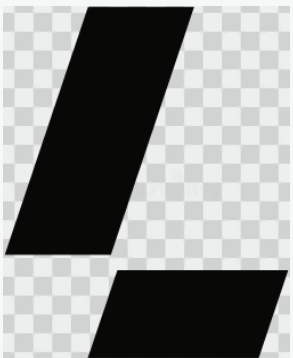


LATITUDE.SH ICON

The standalone icon is provided in two formats: Contained and Raw.



Contained assets: Include predefined canvas dimensions and optical margins. Use for app icons, avatars and standardized interface placements.



Raw assets: Contain only the vector artwork, with no predefined canvas or external margin. Use for custom layout compositions and controlled production environments.



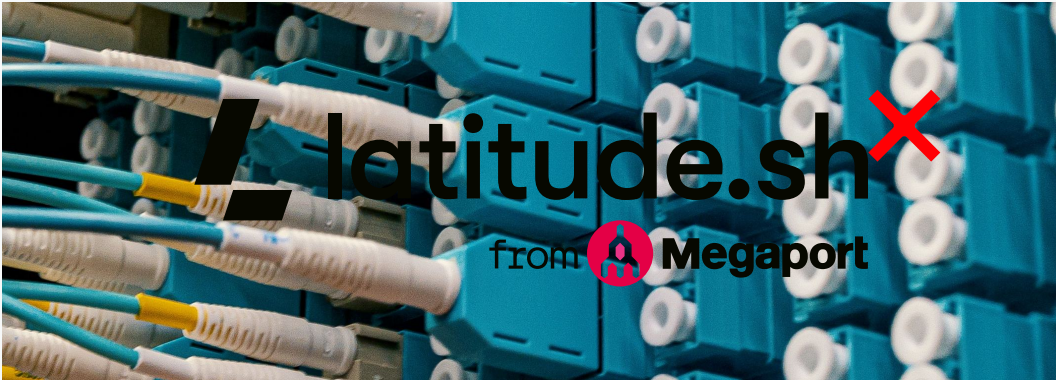
DON'TS

To prevent inconsistencies, any modifications of the official assets are strictly prohibited.



NO DISTORTION

Never stretch, skew, or alter the proportions of the logomark, type, or parent-brand endorsement lockup.



NO LOW-CONTRAST PLACEMENTS

Never place the full-color logo on busy backgrounds or those that clash with our brand colors.



NO UNAUTHORIZED COLORS

Do not recolor any logo or icon using thematic, supporting or service colors. Use only the supplied approved logo variations.



NO MANUAL RE-CREATIONS

Never attempt to typeset the "from Megaport" text manually. Always use the official vector assets.





PRIMARY PALETTE

The primary palette defines the core Latitude visual language. Dark 100, Lime and White form the foundation of the identity across product, presentation and print applications.

Dark 100	#070800	Lime	#E0FE56	White 100	#FFFFFF
C83 M73 Y65 K93		C21 M0 Y80 K0		C0 M0 Y0 K0	



Use the supplied CMYK swatches for print production. Do not convert RGB values manually.



THEMATIC ACCENTS

Lime and Earth identify Compute across Latitude products and communications. Use this color family for compute-related content, diagrams, documentation and service categorization.

Lime #E0FE56 C21 M0 Y80 K0	Earth 1 #272F02 C74 M57 Y87 K70	Earth 2 #516200 C67 M40 Y100 K34
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THEMATIC ACCENTS

Network Pink identifies Network across Latitude products and communications. Use this color family for network-related content, diagrams, documentation and service categorization.

Network Pink 1	#EA3388 C2 M93 Y9 K0	Network Pink 2	#F285B8 C0 M61 Y0 K0	Network Pink 3	#F9C2DB C0 M33 Y0 K0





THEMATIC ACCENTS

Storage Blue identifies Storage across Latitude products and communications. Use this color family for storage-related content, diagrams, documentation and service categorization.

Storage Blue 1 #1AA0FF C75 M24 Y0 K0	Storage Blue 2 #76C6FF C52 M10 Y0 K0	Storage Blue 3 #BAE2FF C30 M2 Y0 K0
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THEMATIC ACCENTS

Satsuma and Ultraviolet are supporting accent families for content that is not categorized as Compute, Network or Storage.
Do not use them as service identifiers.

Satsuma 1 #FF4901 C0 M81 Y94 K0	Satsuma 2 #FFA978 C0 M43 Y54 K0	Satsuma 3 #FFD3AB C0 M22 Y36 K0
Ultraviolet 1 #5719BF C85 M85 Y0 K0	Ultraviolet 2 #8261FB C71 M67 Y0 K0	Ultraviolet 3 #D5BBFF C23 M30 Y0 K0





INSTITUTIONAL PALETTE

Megaport Red is a parent-brand color and does not identify a service category. Use it only within approved Megaport brand elements, endorsement assets or explicitly Megaport-branded communications.

Megaport Red

#E40046

C0 M100 Y70 K10

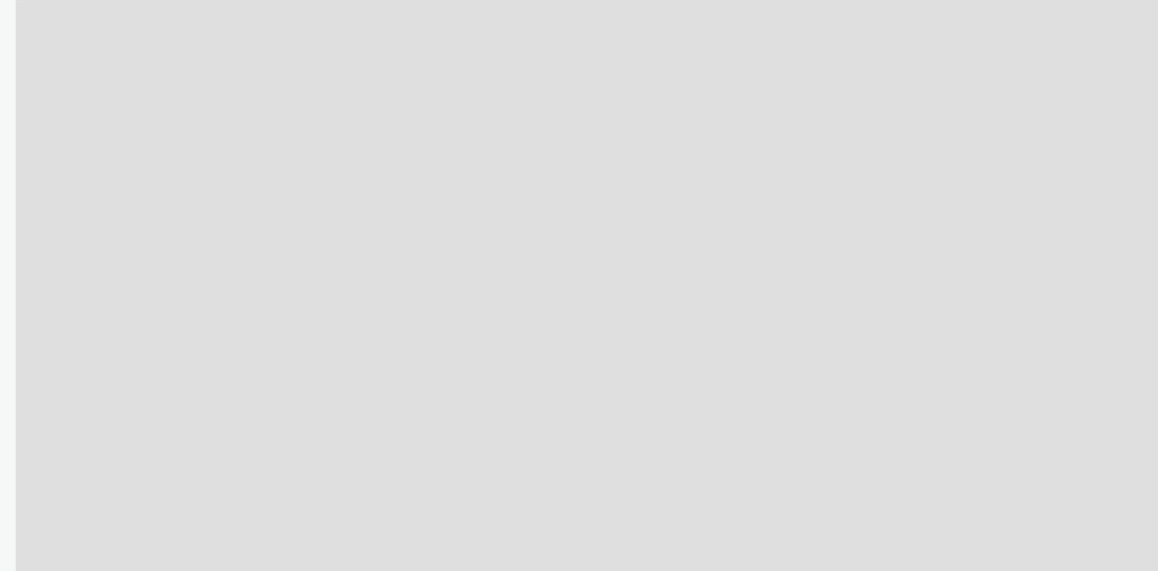






TINTS & SLATES

Dark tones provide intermediate values for text, borders, dividers and layered surfaces.
Select the value according to the required contrast and application.

Dark 80	#121400	C77 M67 Y71 K88
		
Dark 70	#393933	C65 M55 Y61 K64
		
Dark 60	#666666	C56 M45 Y45 K33
		
Dark 50	#7B8283	C52 M37 Y38 K19
		
Dark 40	#979895	C42 M32 Y34 K12
		
Dark 20	#CDCECC	C23 M16 Y19 K1
		
Dark 10	#DFE0DF	C15 M10 Y12 K0
		





TINTS & SLATES

Slate tones provide low-contrast surface colors for dashboards, cards and information-dense layouts. They should be used as backgrounds rather than primary brand accents.

Slate 1

#EAF1E9

C11 M2 Y11 K0

Slate 2

#F7F8F8

C4 M2 Y3 K0

Slate 3

#EAF0F1

C10 M3 Y6 K0





SYSTEM

Interface colors for body copy, component outlines and supporting surfaces. Token names indicate the surface context in which each color is used.

Outline Dark	#393933	Body Copy Dark	#CDCECC	Dark 50% OP	#070800 50%	Outline Light	#E0E0E0	
Body Copy Light	#4F504A	White 50% OP	#FFFFFF 50%	Furniture Light	#CAD2D3	Furniture XLight	#E5E9E9	
						Outline Lime		#B9E005





BRAND TYPEFACES

Example hierarchy using the primary Latitude typefaces. Scale, spacing and line length may be adapted to the format, but the functional relationship between levels should remain consistent.

DISPLAY & BIG NUMBERS

Set in uppercase for primary titles and large numerical callouts. The condensed proportions support large-scale use while preserving horizontal space.

Typeface: GT America Condensed (Black)

Google Workspace Fallback: Oswald (Bold, All Caps)

Subheaders, UI & Labels

Use for section headings, labels, navigation, buttons, metadata and short technical content. Avoid using it for long paragraphs.

Typeface: Aeonik Fono

Google Workspace Fallback: JetBrains Mono

Editorial & Long-form Copy

Use for general copy, intro paragraphs, landing page descriptions, and long-form reading (e.g., blog posts, case studies, and documentation). Designed for extended reading across digital and print content.

Typeface: Inter (Regular & Bold)

Google Workspace Fallback: Inter (Regular & Bold)





TYPOGRAPHY APPLICATION EXAMPLES

Brand Typefaces

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.**

Vestibulum id placerat sapien, eget vulputate lorem.

Aenean aliquet magna eros, vitae condimentum dolor molestie vestibulum. Donec posuere, mi sit amet elementum consequat, urna erat accumsan ante, at imperdiet diam sapien non risus. Proin sed vehicula ex, id porta velit. Etiam vestibulum nulla a velit luctus, in tristique augue interdum. Mauris aliquet non neque a varius. Sed tortor erat, tristique in dolor in, suscipit placerat diam. Etiam et suscipit sapien.

GT America Condensed, Aeonik Fono, Inter

Google Workspace Fallbacks

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.**

Vestibulum id placerat sapien, eget vulputate lorem.

Aenean aliquet magna eros, vitae condimentum dolor molestie vestibulum. Donec posuere, mi sit amet elementum consequat, urna erat accumsan ante, at imperdiet diam sapien non risus. Proin sed vehicula ex, id porta velit. Etiam vestibulum nulla a velit luctus, in tristique augue interdum. Mauris aliquet non neque a varius. Sed tortor erat, tristique in dolor in, suscipit placerat diam. Etiam et suscipit sapien.

Oswald, JetBrains Mono, Inter





TYPOGRAPHY APPLICATION EXAMPLES

Brand Typefaces

LOREM IPSUM

DOLOR SIT AMET

Vestibulum id placerat sapien, eget vulputate lorem.

Aenean aliquet magna eros, vitae condimentum dolor molestie vestibulum. Donec posuere, mi sit amet elementum consequat, urna erat accumsan ante, at imperdiet diam sapien non risus. Proin sed vehicula ex, id porta velit.

GT America Condensed, Aeonik Fono, Inter

Google Workspace Fallbacks

LOREM IPSUM

DOLOR SIT AMET

Vestibulum id placerat sapien, eget vulputate lorem.

Aenean aliquet magna eros, vitae condimentum dolor molestie vestibulum. Donec posuere, mi sit amet elementum consequat, urna erat accumsan ante, at imperdiet diam sapien non risus. Proin sed vehicula ex, id porta velit.

Oswald, JetBrains Mono, Inter





TYPOGRAPHY APPLICATION EXAMPLES

“ETIAM VESTIBULUM NULLA A VELIT
LUCTUS, IN TRISTIQUE AUGUE
INTERDUM. MAURIS ALIQUET.”

Vestibulum id placerat sapien, eget vulputate lorem.

GT America Condensed, Aeonik Fono

“ETIAM VESTIBULUM NULLA A VELIT
LUCTUS, IN TRISTIQUE AUGUE
INTERDUM. MAURIS ALIQUET.”

Vestibulum id placerat sapien, eget vulputate lorem.

Oswald, JetBrains Mono





TYPOGRAPHY APPLICATION EXAMPLES

LOREM IPSUM DOLOR SIT
AMET, ADIPISCING ELIT.

Aenean aliquet magna eros, vitae condimentum dolor molestie vestibulum.
Donec posuere, mi sit amet elementum consequat

GT America Condensed, Aeonik Fono

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT.

Aenean aliquet magna eros, vitae condimentum dolor molestie vestibulum.
Donec posuere, mi sit amet elementum consequat

Oswald, JetBrains Mono





PRODUCTION DIRECTORY & DOWNLOADS

Download approved production assets and supporting brand resources.

Latitude.sh logo and icon ↗

Access all available versions through the Megaport Brand Center.

Lucide icon set ↗

Approved icon library for presentations, product diagrams and marketing materials.





NEED HELP APPLYING THE BRAND GUIDELINES?

Contact the design team for questions about brand assets, templates or usage.

belchior.eleiel@latitude.sh

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