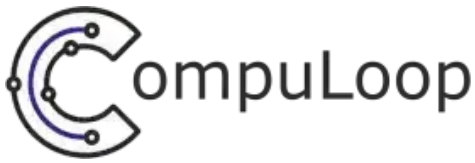
COMPULOOP / VISUAL BRAND GUIDANCE / EDITION 1.0

# One identity.
# Every touchpoint.

26 October 2026 | For clients, suppliers, designers, developers and AI-assisted work.




Horizontal - dark wordmark for light backgrounds




Square - light wordmark for dark backgrounds

## The single source of truth

Use the current rules and files at www.compuloop.com.au/brand-resources/. Share that URL when commissioning website work, AI-assisted layouts, client materials, social accounts or directory listings. This guide is a reference, not permission to publish or create accounts.

## Five checks before you create

1. Use the current complete supplied logo - do not redraw or regenerate it.
2. Keep its proportions, colours, clear space and full name.
3. Use the specified colours and typography.
4. Check final size, background, mobile layout and crop.
5. Get approval for co-branding or specialist production.

This PDF uses Arial as the permitted system-font fallback. It does not change the lettering inside any logo.

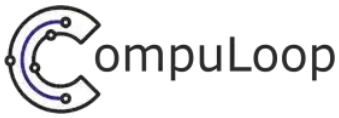
01 / SPACE & SCALE

# Give the identity room.

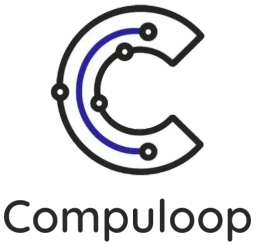
Keep a clear gap on every side of at least one quarter of the visible C symbol's height. Measure from the visible artwork, including the end of the full name. Example: an 80 px symbol needs at least 20 px of clear space. Transparent pixels may count when nothing overlaps them.




Horizontal logo: protected margin around the visible symbol and full name. Boundary is illustrative, not artwork.




180 CSS px / 45 mm wide starting minimum



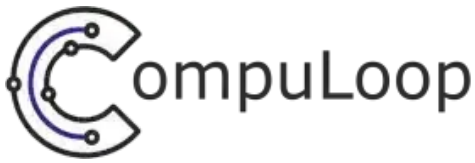

160 CSS px / 40 mm wide starting minimum

## Practical starting sizes

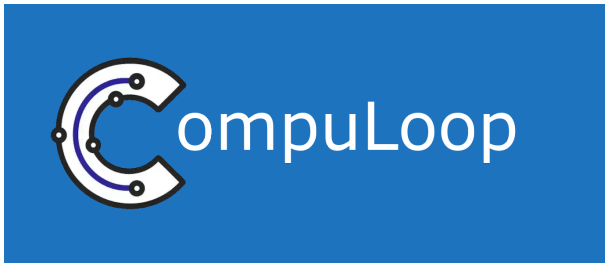
Digital file widths: horizontal 180 CSS px; square 160 CSS px. Print file widths: horizontal 45 mm; square 40 mm. These include the supplied transparent canvas. Keep the complete square canvas and add any extra external gap needed to meet the quarter-symbol rule. Increase size whenever the full name is difficult to read.

Check final output at 100% and request a physical print proof. Device density, viewing distance and production method matter; these starting sizes are not a universal guarantee. If a tiny placement cannot retain the full name, request a reviewed size-specific asset rather than using the symbol alone.

# Choose the right version.




DO: dark wordmark on white / pale surfaces




DO: light wordmark on plain blue / dark surfaces

## Keep the artwork intact

DO: use the complete current logo, at original proportions and colours, with a calm background and clear margin. Use a plain panel over busy photographs or patterns.

## Do not reinvent it

DON'T stretch, compress, crop, rotate or rearrange the artwork.
DON'T recolour, invert, filter or replace lettering.
DON'T add shadows, outlines, gradients or AI-generated variations.
DON'T place the dark wordmark on a dark background.
DON'T use old assets or imply an unapproved endorsement.

## Readable materials

Ordinary text should reach at least 4.5:1 contrast; large text at least 3:1. Check labels, links and headings separately from the logo. Small white text is not automatically readable on the bright accent blue. Use text labels alongside colour in guidance and diagrams.

Incorrect examples on the webpage are explicitly labelled demonstrations, not downloadable logo variants. The original supplied files remain unchanged.

# Build once. Apply consistently.

## Websites, client materials & documents

Align the horizontal logo with the layout grid and leave its protected margin. Keep written content selectable and accessible. Use Asap headings and DM Sans body text where supported; Arial or a system sans-serif is the fallback. Do not substitute the type inside the logo.

## Email signatures

Use the horizontal logo above or beside selectable name, role and contact details. Keep the artwork separate from the signature text. Do not turn the entire signature into one image.

## Social profiles & online directories

Use the complete square logo for profile tiles and check circular crop previews. Preserve the full name. Use Compuloop as the display name where available and Compuloop Pty Ltd in legal fields. Link to www.compuloop.com.au and verify account ownership; do not invent official handles. Request a reviewed size-specific asset if small avatars cannot retain legibility.

## AI-assisted work

Give the tool the canonical brand-resources URL and supplied assets. Ask it to apply the guidance to a layout, not generate a replacement logo. Verify the result manually. Do not invent claims, certifications, affiliations, prices or account identities. Retain visible source credits and original links when reusing Compuloop content with permission. Published rules do not guarantee AI retrieval or compliance.

## Co-branding, signage & merchandise

Get written approval before use. Keep brands separate, balanced in prominence, and outside each other's clear space. Follow each owner's rules. Send proposed placement, dimensions, background, file type and publication date to sales@compuloop.com.au.

# Use the supplied toolkit.

| COMPULOOP BLUE | BRIGHT BLUE |
| --- | --- |
| #1E73BE<br>RGB 30, 115, 190 | #0B81E9<br>RGB 11, 129, 233 |

## Typography

Asap: headings and display. DM Sans: paragraphs, labels and interface text. Use official Google Fonts sources and follow their licences. Font files are not bundled. Keep the logo's violet detail exactly as supplied; do not approximate it with a new colour.

## PNG

Transparent raster artwork for email, office tools and platforms without SVG support. Do not enlarge beyond source resolution; select a larger or scalable file when needed.

## SVG & vector PDF

Scalable reconstructions for compatible design and production workflows. The original design master is unavailable; these are carefully checked reconstructions, not original approved design masters. Preserve paths and colours and request a physical colour and shape proof before specialist printing. Do not assume a universal CMYK conversion.

## Get the full logo pack

The current pack contains four transparent PNG versions, matching reconstructed SVG and vector PDF versions, this visual guide, HTML guidance and company information. Full-pack access continues to require email verification. Marketing is optional and not needed for the download.

05 / PERMISSIONS & FINAL REVIEW

# Credit the source. Check the result.

## Names and company information

Use Compuloop in running text and Compuloop Pty Ltd for the legal entity. Do not change the supplied stylised logo lettering.
ABN 92 703 053 427 | ACN 703 053 427
60 Martin Place, Sydney NSW 2000, Australia
www.compuloop.com.au | 1300 007 613

## Attribution and reuse

When reusing Compuloop-owned material with permission, name Compuloop and place a visible, clickable link near the material. Link to the original article or case study; for logo or company references link to www.compuloop.com.au. A backlink is not blanket reproduction permission. Third-party photos, vendor marks and licensed materials are excluded.

## Final release checklist

Full name readable at actual size?
Correct light/dark version and calm background?
Original proportions, colours and artwork intact?
Clear space and square canvas retained?
Mobile crop, links and text accessible?
Written approval for co-branding or specialist work?
Current files and source credits used?

## Questions or exceptions

Contact sales@compuloop.com.au with the intended use, dimensions, background, file type and publication date. Do not create an unsupported variant yourself.

Edition 1.0 | 26 October 2026. Always check the live reference for later updates:
https://www.compuloop.com.au/brand-resources/