

Brand Guidelines

Because clarity is our best design tool.

Mission

Summit was founded to keep the technology your business depends on running reliably and securely — **without you having to manage it yourself**. Our team knows your environment and is there when it matters most.

Brand Voice

What does Summit sound like?



Clear

We speak in plain English, cut the jargon, and get to the point.



Confident

We've been doing this for decades, so we know our stuff.



Human

We remember there's a person behind every late-night ticket.



Steady

We're the voice you want in the room when the alarm bells go off.

Manifesto

They say trust is earned.

We say it's built — rack by rack, migration by migration.

Whether you call us your IT crew, your extra ops team, or the people who finally made your cloud bills make sense...the bottom line is, we're the folks who've got your back.

The ones who pick up the phone at 2 a.m. because uptime doesn't care about office hours.

The ones who sweat the power, cooling, compliance, and OS patches so you can sweat your business.

With us, you get plain talk instead of fine print, engineers instead of bots, and a service team that remembers your workloads by name.

We know a thing or two about your headaches because we've been in the trenches with you — through every mystery latency spike, every budget meeting, every mad dash to migrate.

We show up hardest when things get tricky: standing shoulder-to-shoulder with your team, closing tickets, keeping promises.

So if an infrastructure partner really “got you,” it would look, sound, and act a lot like Summit.

Because just like a good partner should, we get you.

We've got you.

And we're right there for the climb.

Logo Variations & Background Color Usage



Logo on Bluebird



Logo on Badger



Logo on White



Logos with Tagline on Bluebird



Logos with Tagline on White

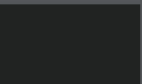


Icons



Logomark on White

Brand Colors

Main Brand Colors		HEX	CMYK	Pantone
	Bluebird	#00A9E0	100 / 25 / 0 / 12	≈ 2995 C
	Jelly	#7566A0	27 / 36 / 0 / 37	≈ 2103 C
	Elephant	#55575B	7 / 4 / 0 / 64	≈ Cool Gray 11 C
	Badger	#212322	76 / 65 / 66 / 90	≈ 419 C

Gradient Midpoint		HEX	CMYK	Pantone
	Gradient Blue	#5878B0	50 / 32 / 0 / 31	≈ 660 C

Gradient can go from Bluebird to Jelly or from Jelly to Bluebird.

Charts & Accents		HEX	CMYK	Pantone
	Tomato	#E53935	0 / 75 / 77 / 10	≈ 1788 C
	Tangerine	#FF6B35	0 / 58 / 79 / 0	≈ 1645 C
	Mango	#FFBC01	0 / 26 / 100 / 0	≈ 1235 C
	Kiwi	#BFEF39	19 / 0 / 76 / 8	≈ 381 C
	Frog	#00C853	100 / 0 / 59 / 22	≈ 354 C
	Peacock	#00BFA5	100 / 0 / 14 / 25	≈ 3275 C
	Marlin	#2855AE	77 / 51 / 0 / 32	≈ 2132 C
	Flamingo	#FC5186	0 / 68 / 47 / 1	≈ 1915 C

Fonts

We're phasing out Source Sans Pro in favor of Manrope. A future brand refresh may bring another update (designer's choice!).

~~SOURCE SANS PRO~~

~~Light~~

~~**Bold**~~

~~Regular~~

~~**Black**~~

~~Semi Bold~~

MANROPE

Light

Semi Bold

Regular

Bold

Medium

Extra Bold

If something you're
working on isn't covered
here, please reach out.