

Clear Capital®

Identity Guidelines

Identity	03
- Mark + Lockup	04
- Clearspace	05
- Mark Construction	06
Brand Elements	07
- Typography	08
- Color Palette	12

Identity

Mark + Lockup

Clearspace

Mark Construction

Clear Capital Mark Lockup

On the right is Clear Capital's primary signature, using the primary color scheme. This is the standard rendition of the logo/ logotype lockup that will be used most frequently.

Below are alternate versions of the logo/ logotype lockup, including the logo reversed-out (to white) from a solid color and positive/ negative, shown in black and white. The black and white version should be used to get maximum output and legibility in low resolution environments such as photocopy and/or faxing.



Mark lockup reversed out of solid color



Mark lockup reversed out of solid color



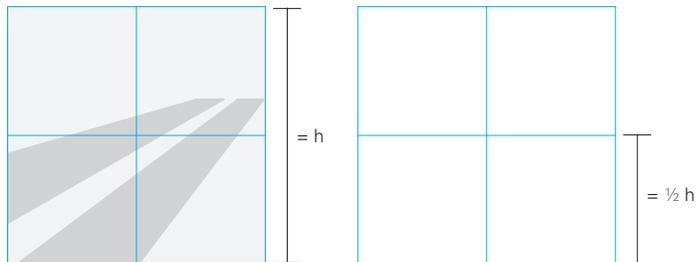
One Color Lockups

Clearspace

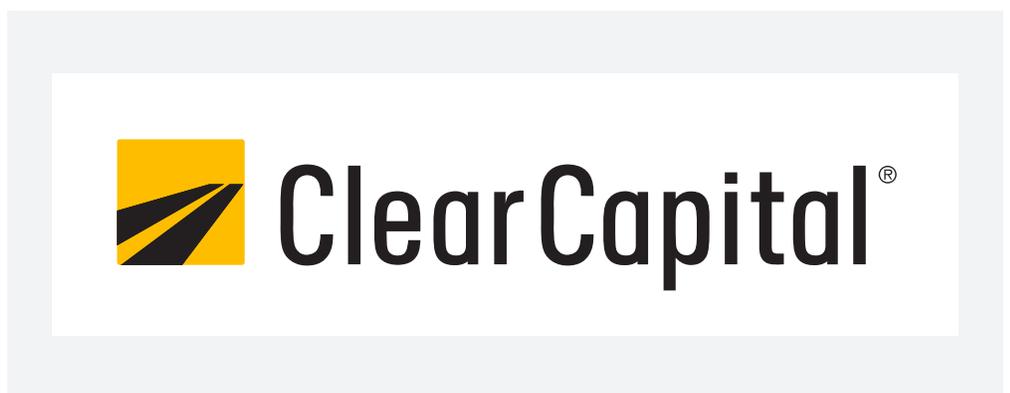
Application of the Clear Capital mark should maintain minimum clearspace to protect the integrity, legibility and consistency of the mark. The clearspace is determined using the core structures of the Clear Capital logo, specifically the square shaped emblem, as shown at right.

The clearspace is dictated by the measure of half the width or height of the square shaped emblem.

Note:
Refer to the diagram at right for illustration of the clearspace construction.



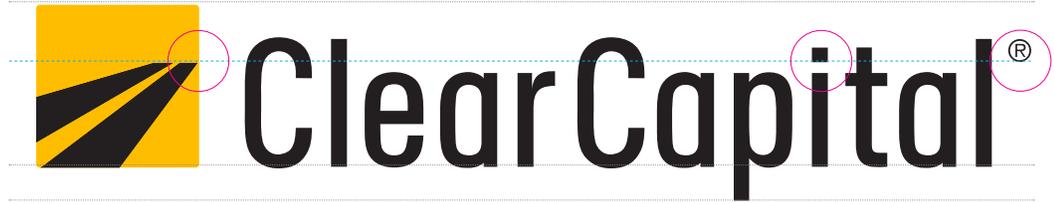
Clearspace construction



The white area illustrates the required clearspace

Mark Construction

The diagram at the right shows how the Clear Capital mark and logotype are constructed as to align harmoniously to each other. In keeping with the integrity of the mark, please do not alter the relationship of the mark's elements to one another.



The top of the horizon line in the road aligns with the bottom edge of the dot over the lowercase "i" and the bottom of the registered trademark in the ClearCapital logotype.

Brand Elements

Typography
Color Palette

Typography

Univers was created in the early 1950s by Adrian Frutiger, a Swiss type designer with a profound knowledge of the history of type and print technology. The first typeface ever conceived as a complete series, Univers consists of 21 fonts, with Univers 55 serving as the primary font from which the other 20 were developed. Univers 55 manifests all the characteristics of a good text typeface. Its large x-height with short ascenders and descenders makes the font compact yet readable in small point sizes.

Univers
45 Light

lowercase

5pt abcdefghijklmnopqrstuvwxyz
7pt abcdefghijklmnopqrstuvwxyz
9pt abcdefghijklmnopqrstuvwxyz
11pt abcdefghijklmnopqrstuvwxyz
14pt abcdefghijklmnopqrstuvwxyz

UPPERCASE

5pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
7pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
9pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
11pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
14pt ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEF abcdef 0123

Univers
55 Roman

lowercase

5pt abcdefghijklmnopqrstuvwxyz
7pt abcdefghijklmnopqrstuvwxyz
9pt abcdefghijklmnopqrstuvwxyz
11pt abcdefghijklmnopqrstuvwxyz
14pt abcdefghijklmnopqrstuvwxyz

UPPERCASE

5pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
7pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
9pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
11pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
14pt ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEF abcdef 0123

Univers
65 Bold

lowercase

5pt abcdefghijklmnopqrstuvwxyz
7pt abcdefghijklmnopqrstuvwxyz
9pt abcdefghijklmnopqrstuvwxyz
11pt abcdefghijklmnopqrstuvwxyz
14pt abcdefghijklmnopqrstuvwxyz

UPPERCASE

5pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
7pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
9pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
11pt ABCDEFGHIJKLMNOPQRSTUVWXYZ
14pt ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEF abcdef 0123

Typography

Univers was created in the early 1950s by Adrian Frutiger, a Swiss type designer with a profound knowledge of the history of type and print technology. The first typeface ever conceived as a complete series, Univers consists of 21 fonts, with Univers 55 serving as the primary font from which the other 20 were developed. Univers 55 manifests all the characteristics of a good text typeface. Its large x-height with short ascenders and descenders makes the font compact yet readable in small point sizes.

Print Font Usage

Header
univers light
light grey text

21pt

Document Title

Sub-Head
univers normal
black text

13pt

Document Subtitle

Section Head
univers bold
black text

10pt

Document Section Head

Body
univers light
black text

10pt

Document Body Text

Bullets
univers light
round bullets
indented
black text

10pt

- Document Bullets

Footer
univers normal
medium grey text

8pt

Document Footer

Typography

Univers was created in the early 1950s by Adrian Frutiger, a Swiss type designer with a profound knowledge of the history of type and print technology. The first typeface ever conceived as a complete series, Univers consists of 21 fonts, with Univers 55 serving as the primary font from which the other 20 were developed. Univers 55 manifests all the characteristics of a good text typeface. Its large x-height with short ascenders and descenders makes the font compact yet readable in small point sizes.

Web Font Usage

H1 Header 21px
border-bottom: 1px solid #262626;
color: #262626;
font-family: arial, verdana, sans-serif;
font-weight: normal;
line-height: 1.4em;
padding: 0px 10px;

Document Title

H1 Header - Alternative 21px
border-bottom: none;

Document Subtitle

H2 Header 16px
border-bottom: 2px solid #262626;
color: #262626;
font-family: arial, verdana, sans-serif;
font-weight: bold;
line-height: 1.4em;
padding: 0px 10px;

Document Section Head

H2 Header - Alternative 16px
border-bottom: none;
padding: 0.35em 10px;

Document Body Text

H2 Header - Special 16px
background-color:#bfbfbf;
-webkit-border-radius: 4px;
-htm1-border-radius: 4px;
-moz-border-radius: 4px;
border-radius: 4px;

Document Bullets

H3 Header 16px
border-bottom: 2px solid #8c8c8c;
color: #8c8c8c;
font-weight: bold;
line-height: 1.4em;
padding: 0px 10px;

Document Footer

H3 Header - Alternative 16px
border-bottom: none;

Document Footer

H3 Header - Special 16px
background-color:#f2f2f2;
-webkit-border-radius: 4px;
-htm1-border-radius: 4px;
-moz-border-radius: 4px;
border-radius: 4px;

Document Footer

Typography

Univers was created in the early 1950s by Adrian Frutiger, a Swiss type designer with a profound knowledge of the history of type and print technology. The first typeface ever conceived as a complete series, Univers consists of 21 fonts, with Univers 55 serving as the primary font from which the other 20 were developed. Univers 55 manifests all the characteristics of a good text typeface. Its large x-height with short ascenders and descenders makes the font compact yet readable in small point sizes.

Web Font Usage

H4 Header

13px

border-bottom: 1px solid #8c8c8c;
color: #8c8c8c;
font-weight: normal;
line-height: 1.4em;
padding: 0px 10px;

H4 HEADER DEFAULT

H4 Header - Alternative

13px

border-bottom: none;

H4 HEADER ALTERNATIVE

Base Text

13px

color: #262626;
font-family: arial, verdana, sans-serif;
line-height: 1.4em;
padding: 10px;

Document Section Head

Note / Disclaimer

11px

font-family: arial, verdana, sans-serif;
color: #8c8c8c;
line-height: 1.4em;
padding: 10px;

Document Body Text

Color Palette

Identity colors, carefully applied, will impart a consistent look and feel to all Clear Capital identity language. Never substitute different colors for the identity colors.

Note:

Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors. Always consult your printer regarding recommendations for the most accurate reproduction of builds and mixes of the brand colors.

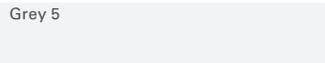
Primary colors



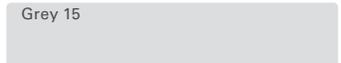
Gold
 Pantone 7408 C
 CMYK: 0 24 100 0
 RGB: 255 194 32
 HEX: #FFC220



Black
 CMYK: 0 0 0 100
 Rich Black: 70 50 20 100
 RGB: 0 0 0
 HEX: #000000



Grey 5
 CMYK: 0 0 0 5
 RGB: 242 242 242
 HEX: #F2F2F2



Grey 15
 CMYK: 0 0 0 15
 RGB: 217 217 217
 HEX: #D9D9D9



Grey 25
 CMYK: 0 0 0 25
 RGB: 191 191 191
 HEX: #BFBFBF



Grey 45
 CMYK: 0 0 0 45
 RGB: 140 140 140
 HEX: #8C8C8C



Grey 65
 CMYK: 0 0 0 65
 RGB: 89 89 89
 HEX: #595959



Grey 85
 CMYK: 0 0 0 85
 RGB: 38 38 38
 HEX: #262626

Color Palette

Identity colors, carefully applied, will impart a consistent look and feel to all Clear Capital identity language. Never substitute different colors for the identity colors.

Note:

Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors. Always consult your printer regarding recommendations for the most accurate reproduction of builds and mixes of the brand colors.

Secondary colors



Clear Capital Red
Pantone 485 C
CMYK: 4 98 100 1
RGB: 226 35 26
HEX: #E2231A



Clear Capital Dark Red
Pantone 7622 C
CMYK: 26 97 90 23
RGB: 152 37 43
HEX: #98252B



Clear Capital Violet
Pantone 266 C
CMYK: 67 82 0 0
RGB: 120 60 204
HEX: #783CCC



Clear Capital Dark Violet
Pantone 2607 C
CMYK: 81 100 16 12
RGB: 82 10 118
HEX: #520A76



Clear Capital Blue
Pantone 300 C
CMYK: 82 51 0 0
RGB: 0 121 214
HEX: #0079D6



Clear Capital Dark Blue
Pantone 2945 C
CMYK: 100 82 7 1
RGB: 0 74 151
HEX: #004A97



Clear Capital Green
Pantone 361 C
CMYK: 76 3 100 0
RGB: 63 174 42
HEX: #3FAE2A



Clear Capital Dark Green
Pantone 356 C
CMYK: 90 27 100 15
RGB: 0 121 52
HEX: #007934



Clear Capital Teal
Pantone 320 C
CMYK: 82 21 32 1
RGB: 0 153 168
HEX: #0099A8



Clear Capital Dark Teal
Pantone 3155 C
CMYK: 93 51 42 18
RGB: 0 96 114
HEX: #006072



Clear Capital Orange
Pantone 158 C
CMYK: 2 66 100 0
RGB: 239 118 34
HEX: #EF7622



Clear Capital Dark Orange
Pantone 1525 C
CMYK: 18 83 100 9
RGB: 189 71 0
HEX: #BD4700

Tertiary Colors



Clear Capital Light Gold
CMYK: 2 0 32 0
RGB: 251 247 192
HEX: #FBF7C0



Clear Capital Light Green
CMYK: 18 1 22 0
RGB: 211 232 209
HEX: #D3E8D1



Clear Capital Light Blue
CMYK: 23 4 2 0
RGB: 191 221 239
HEX: #BFDDEF



Clear Capital Light Red
CMYK: 3 21 5 0
RGB: 240 206 215
HEX: #F0CED7