



Brand Guidelines

A complete guidelines of CLEAR



Logo

Logo is inspired by shape of world. and connecting hexagon of different locations in the world.

Logomark Variations

CLEAR logo used on an applications will often depend on the background and production method. when using the logo on a white background. you can use full color version or Green color logo.



Logomark

The logo consist of a symbol and a typeface when the width is much greater than the height (from-strip), the logo of this design is used.

Logomark



Logotype

clear®

Logo Construction

The logo consist of a symbol and a typeface when the width is much greater than the height (from-strip), the logo of this design is used.



Color breakdowns

Our colors can be used with tints from our primary palettes.
Use these color with maximum visibility and legibility.

Green	Dark Green	Gray
CMYK: 67, 27, 100, 10	CMYK: 73, 100, 42, 38	CMYK: 67, 60, 59, 44
RGB: 96, 137, 33	RGB: 60, 87, 18	RGB: 67, 67, 67
HEX: #608921	HEX: #3C5712	HEX: #434343
80%	80%	80%
50%	50%	50%
20%	20%	20%

Color

CLEAR colors break into primary, secondary and neutral colors. Together, they reflect the brand's values.

Typography

Our typeface says a lot about us. It establishes the tone of CLEAR brand expression. The system builds around two typefaces.

Typography

Roboto gives our content a distinctive and contemporary yet sophisticated typographic voice. It is the primary typeface for ClearFoundation. The shape of letterforms reflect the sharp geometric shape.

Roboto

Heading 1

Heading 2

Heading 3

Heading 4

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * () _ / ?

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Weight

There are 6 weights to Roboto.

Roboto Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Normal

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

T-Shirt



Stationery Items



LOREM IPSUM

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Merchandise





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