



Brand Guidelines

A complete guidelines of ClearMED



Logo

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

Logomark Variations

ClearMED 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[®]
med

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.

Plum CMYK: 63, 74, 34, 15 RGB: 105, 78, 112 HEX: #694E70	Light Plum CMYK: 49, 55, 21, 1 RGB: 141, 120, 155 HEX: #8D789B	Gray CMYK: 67, 60, 59, 44 RGB: 67, 67, 67 HEX: #434343
80%	80%	80%
50%	50%	50%
20%	20%	20%

Color

ClearMED 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 ClearMED's 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 ClearHealth. 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 ! @ # \$ % ^ & * () _ / ?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus enim sem, tincidunt at faucibus eu, aliquam rhoncus urna. In in semper mi. Mauris orci nulla, mollis eu feugiat et, fringilla ac elit. Quisque non erat tortor. Ut tempus elementum augue. Suspendisse potenti. Sed id augue eget elit efficitur facilisis. Mauris lobortis justo dui, vestibulum tristique nulla elementum id. Suspendisse metus eros, tempus vitae dignissim et, egestas non nisi.

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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