



Brand Guidelines

A complete guidelines of ClearPHONE



Logo

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

Logomark Variations

Our logo is the face of ClearPHONE - the primary visual expression that we use to identify ourselves. Our logo is a valuable asset for ClearPHONE, meaning that we need to be careful to use it correctly and to do so consistently.



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[®]

Color breakdowns

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

Plum	Dark Plum	Gray
CMYK: 63, 78, 34, 15	CMYK: 71, 84, 39, 30	CMYK: 67, 60, 59, 44
RGB: 105, 78, 112	RGB: 81, 53, 88	RGB: 67, 67, 67
HEX: #694E70	HEX: #513558	HEX: #434343
80%	80%	80%
50%	50%	50%
20%	20%	20%

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.



Typography

Our typeface says a lot about us. It establishes the tone of ClearPHONE'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 ClearCellular. 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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