



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.



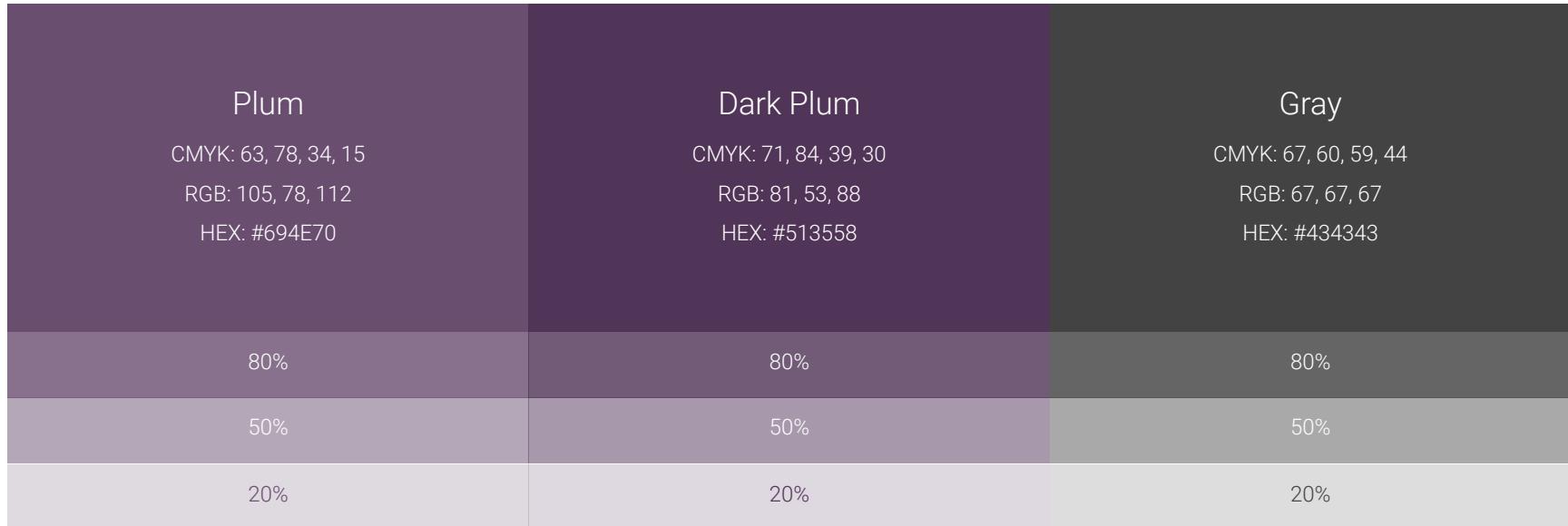
Logomark

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.



Color breakdowns

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



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.

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 ! @ # \$ % ^ & * () _ / ?

Etiam velit inceptio. 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.

earPHONE Brand Guidelines

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



Merchandise





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