

Clarency
branding essentials

Clarency

logo

The Clarency logo should never appear in a run of text. It's only used as a stand-alone brand identifier, and should be separated from other elements by at least the size the "a" as shown below.



Notice that the descender on the **y** and the slight bulges on the **as** can be ignored.

Clarency

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Never distort the logo. It must always be scaled in proportion. If using responsive scaling, for example in web or app design, set **only** the width or height, **never** both.

permitted colours

Where possible, the logo should be displayed in its full-colour form. Where necessary, it can also be displayed in all-white or all-black form to preserve legibility. Mixed-colour use is not permitted.

Clarency Clarency

colour palette

The Clarency “look” comes from a restricted palette of colours. While other colours can be used for occasional relief, the overall look and feel should come from the core palette. all of the colours can be faded by adding white or reducing opacity against a white background.

The colour values are given below, in order of priority.

r:0 g:155 b:145 C: 80 M: 14 Y: 49 K: 1 #009b91	r:98 g:191 b:179 C:61 M:0 Y:36 K:0 #62BFB3	r:45 g:26 b:58 C:88 M:96 Y:40 K:54 #2D1B3B	r:153 g:0 b:15 C:25 M:100 Y:99 K:26 #99000f

sub-branding

Clarency is the name of the company, not the name of its products. From time to time we may create product names in order to brand them as part of the Clarency toolkit.

For current campaigns, it's planned to preface the Clarency name with a product identifier, followed by a dot and the Clarency name. The product name is always lower case, with clarency capitalised as normal, as per the example below:



When referring to such sub-brands in text, they should always be capitalised as above, even when they sit at the start of a sentence. As this can appear a little odd, copy should be written, as far as possible, to avoid starting a sentence with the product name.

try to avoid:

biz.Clarency can become the pivot of a more effective financial system

...by saying:

Create a more effective financial system by placing biz.Clarency as its pivot.

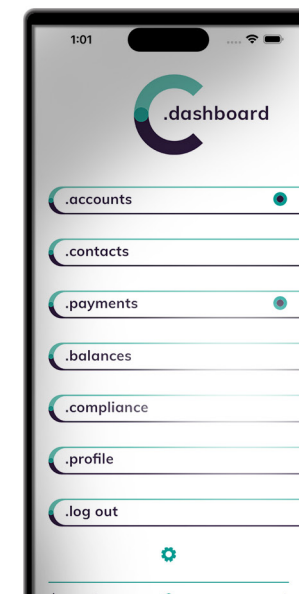
Note that the product name has not been emboldened or recoloured, nor have we used the logo style in the text.

restrictions on using the dot

Under circumstances, it may not be possible to use a dot in text. Examples could include account names or web naming structures. Under these circumstances, a hyphen is permissible, but should never appear in normal narrative text.

the Clarency C

The Clarency “C” can be used sparingly as a design element. It can appear in backgrounds, morphed into images or used as a title holder. It should never exist away from the main Clarency brand and should not be combined with any other clarency logo.



fonts and typefaces

We have selected Muli as our corporate font. It's available to license individually from Adobe Fonts, or can be accessed and embedded via any licensed product of the Adobe Creative Cloud. While this should be the first choice, Google offers a very similar free-to-use font, which can be downloaded or linked from the Google fonts website at <https://fonts.google.com/specimen/Mulish>.

Headings: Font-weight 600 (Semi-Bold)

Body: Font-weight 300 (Light)

Ocasional: Font-weight 400 (Regular)

Do not outline, glow, shadow or otherwise decorate fonts

capitalisation of headings

As a general rule, headings should be all lower case. Exceptions are permissible where lower case would definitely be incorrect, for example when showing names.

Hence:

great physicists of the twentieth century

but also:

Albert Einstein: Nobel laureate

using the logo in a run of text

Here's the simple answer: don't. If you refer to Clarency or biz.Clarency or any other of our brand identities, just use plain text.

Don't do this - ever:

We at **Clarency** are proud to offer **biz.Clarency**, our ground-breaking and undeniably sexy payments management platform.

Clarency resources in external media

We understand and respect that media reporting on our company will wish to prioritise their branding over ours. In particular, publications will wish to use their own typeface, heading styles and so on. This document is not intended to be prescriptive in such use cases. We simply ask that as many as possible of our guidelines be implemented.

Questions and further resources

Downloads, company information, contact details and historic press articles are available in the Clarency Press room at clarency.com/press-room.

Clarency