

CLEAR GAINS LOGO GUIDELINES

VERSION 1

4/18/12



These logo guidelines ensure the consistency of the Clear Gains logo across various communications. Here you'll find directions for the correct application of the logo, color palettes and logo typeface.

LOGO SPECIFICS

Here are a few points to help you maintain the integrity of the Clear Gains logo:

- Never distort or rotate the logo
- Never break apart the logo
- Never add words or new shapes to the logo
- Never alter the colors of the logo

Minimum print size
1 inch wide

Minimum web size
70 pixels wide



Space between Skyline, Logo Type and Tagline should be equal.

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LOGO VERSIONS

Primary Logo



Logo with Tagline



Greyscale Logo



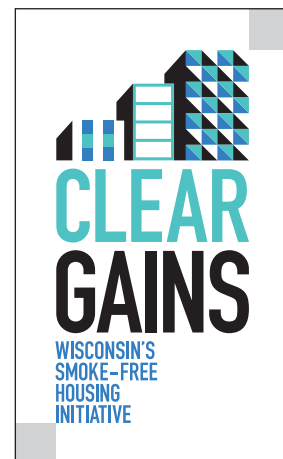
Greyscale Logo with Tagline



LOGO IN LAYOUT

Maintaining the fresh, open style of the Clear Gains logo means giving it room to breathe. Along with a margin equal to 1/2 the GAINS height, here are some points to consider when placing the logo in a layout:

- Never place the logo over a busy or confusing background
- Never place the logo on a dark or colored background

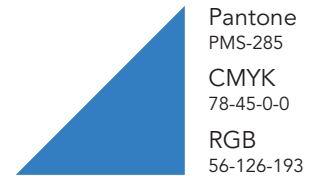
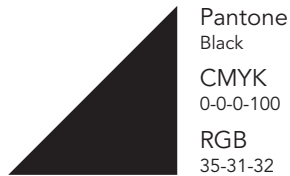


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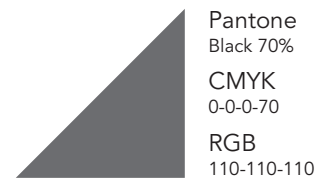
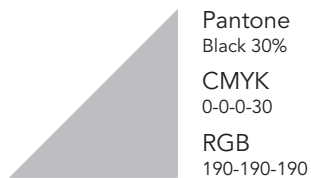
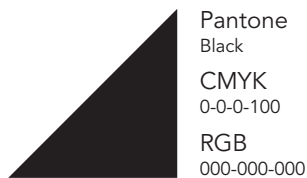
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PRIMARY COLOR PALETTE



GREYSCALE COLOR PALETTE



LOGO TYPEFACE

REDUCTO CONDENSED

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 1234567890

SECONDARY TYPEFACE

AVENIR 45 BOOK

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 1234567890

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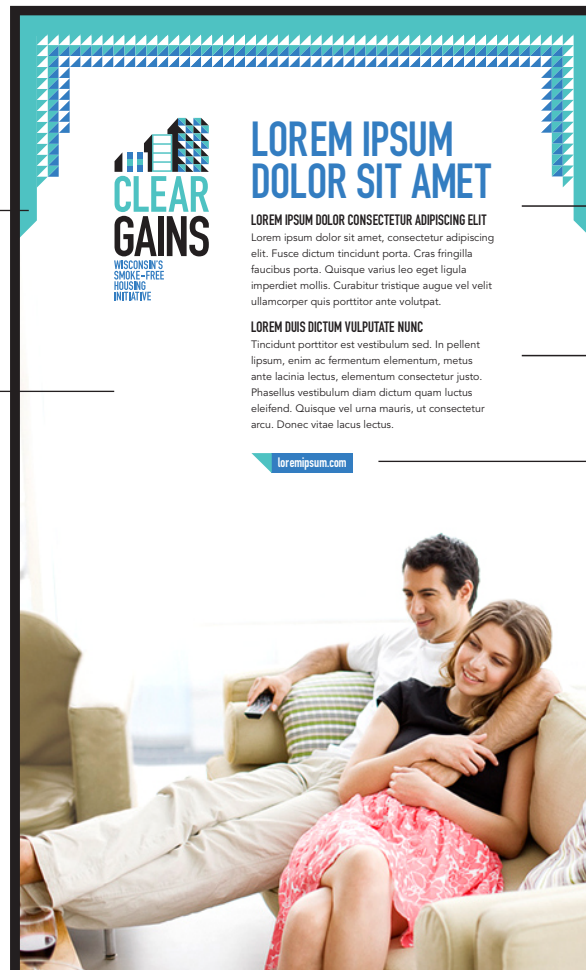
ON-BRAND DESIGN EXAMPLE

When creating collateral, including print and web pieces, keep these points in mind to ensure your work feels on-brand:

- Always use the primary color palette for typography and design elements.
- When using photographs make sure they are high-quality, well-lit, and maintain the fresh, open style of the Clear Gains brand.

Do create unique design elements based on the geometric shapes found in the logo. Be sure these new design elements compliment and not overpower the logo.

Do use ample white space to help the design elements feel open and airy.



Use Reducto Condensed for headlines and subheads. Minimum size: 12 points.

Use Avenir 45 Book for body copy. Minimum size: 9 points.

Use either Reducto Condensed or Avenir 45 Book for callouts.