

CLEANLY

# Brand Guidelines

Logotype

# Logotype Free Space

The logotype is one of the primary elements in the Cleanly identity. Leave a proper amount of free space around the logotype to help maintain the brand's visual impact across all print, packaging, collateral and digital uses.

The logotype's free space is determined by the cap-height (x).

x	
x	CLEANLY <span>Cap Height</span>
x	

# Logotype Minimum Size

At small sizes, the logotype can begin to degrade and lose legibility.

The minimum size requirements of the logotype are 250 pixels for digital and .75 in for print. Never scale the logotype smaller than the sizes specified here.



CLEANLY

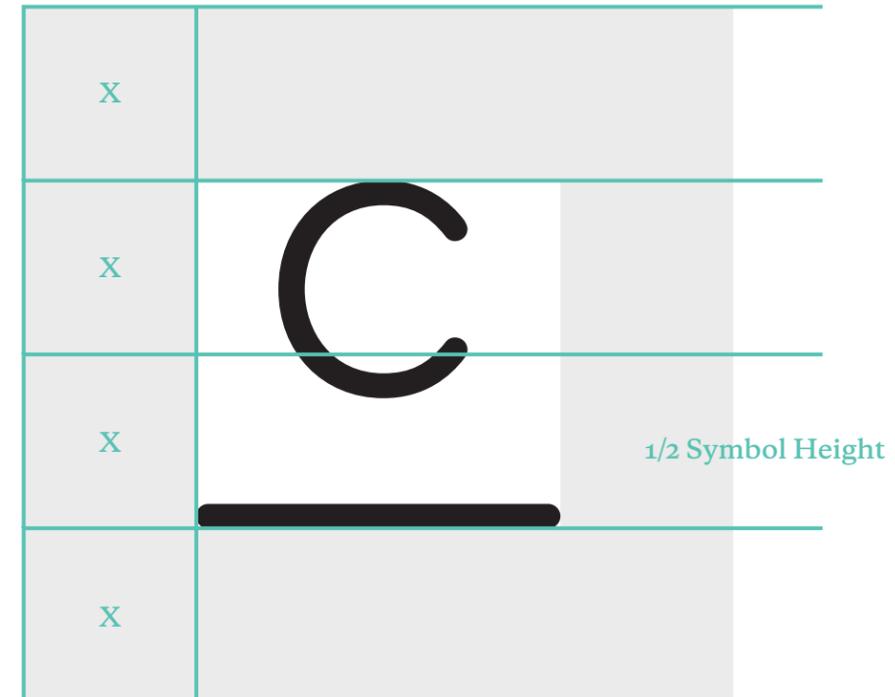
205 px or .75"

Symbol

# Symbol Free Space

The Cleanly symbol is equally as important as the logotype. Use the symbol away from other design elements, with the recommended amount of free space. Never use the symbol directly next to the logotype.

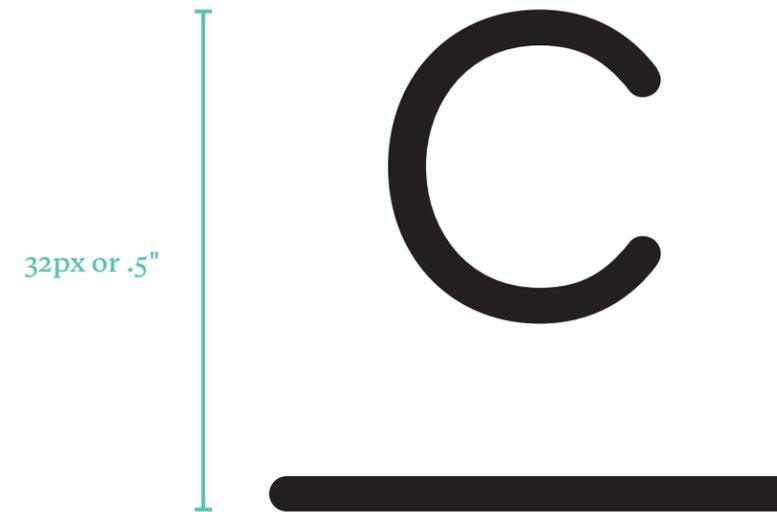
The symbol's free space is determined by half of the overall height (x).



# Symbol Minimum Size

As with the logotype, the symbol will begin to degrade at small sizes and cause legibility issues.

The minimum size of the symbol is a height of 32 pixels for digital, or .5" for print. Never scale the symbol smaller than the sizes specified here.



Don'ts

# Don'ts

All of the following are unacceptable uses of the Cleanly logotype and symbol. Producing such designs will lead to a degradation of the brand identity.



Do not lockup the symbol and logotype



Do not use colors outside of approved palette



Do not stretch/scale in-proportionately



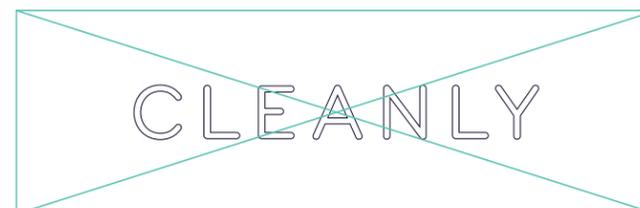
Do not use gradients



Do not apply drop Shadows



Do not rotate identity on axis.



Do not apply a stroke



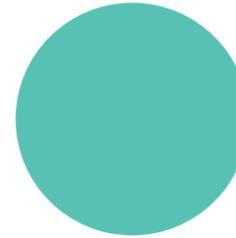
Do not stack brand colors

**Color**

# Color

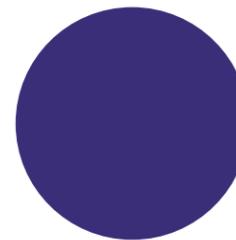
Color is one of the driving voices for the Cleanly identity. The following values were carefully selected to create a strong presence in the market. Use the exact color values specified here for all digital and print scenarios.

The Cleanly brand should feel refreshing and modern. While there are dark tones involved, the system relies heavily on white space. Be creative, but be sure to maintain the proper color-use percentages.



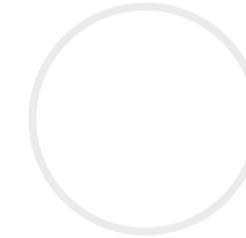
## Cleanly Green

CMYK: 62, 0, 36, 0  
RGB: 87, 193, 179  
Hex: #57c1b3  
Pantone 570 C  
Pantone 3248 U  
*Use 10% of the time.*



## Cleanly Purple

CMYK: 95, 100, 18, 6  
RGB: 58, 45, 121  
Hex: #3a2d79  
Pantone 2371 C  
Pantone 2371 U  
*Use 30% of the time.*



## White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #ffffff  
*Use 60% of the time.*

**Thank You!**