

clausmatch

Brand Guidelines

Use of guidelines

- Company Logotype
- Color palette
- Typography styles
- Graphics
- Icons
- Photography

The following guidelines should be followed whenever creating original printed or digital pieces for Clausematch.

clausematch

Logo

The Clausematch logo is a vital component of the Clausematch brand identity, and it needs to be used appropriately and consistently across all printed and digital applications. In order to preserve consistency with our identity, never attempt to recreate the logo. The proportions and position of the logotype should never be altered.



clausematch

Logotype

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction.

Please do not try to recreate the logo.

Acronym abbreviation

The logo could be used in a reduce form for space reasons only*



cm

- The use of the an acronym abbreviation should be approve by Clausematch's marketing team.

Logo

Safety Space

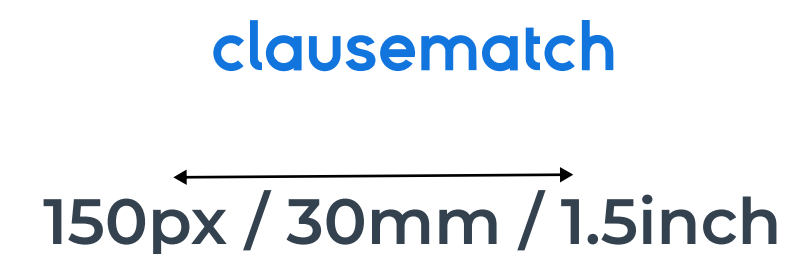
Clear space is the the area immediately surrounding the logo which is specifically designated to be free of any text or graphics. This space essentially gives breathing room to the logo, to maintain the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.



Logo clear space = to the height of the clausematch logotype "c"

Minimum Size

The ClauseMatch logo should never be smaller than 150 px in digital and 30 mm (1, ¹/₅ inch) in print.



Logo Background

Background and colours

The preferred background colour for the Clausematch Blue Crayola is white.

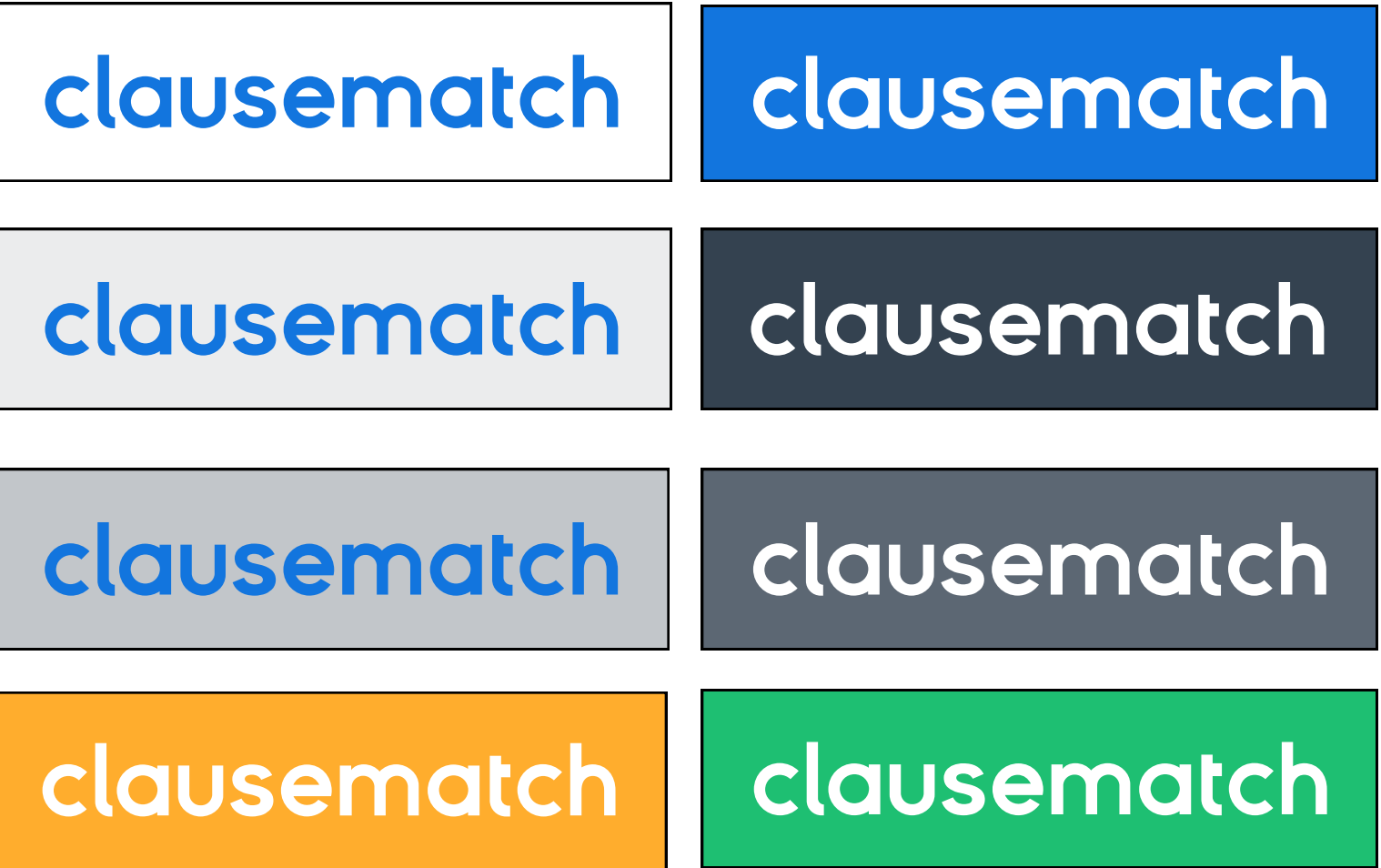
If the background is darker than 80%, use a Negative logo to increase contrast. Avoid solid colour backgrounds that wash out the logo.

If the Clausematch logo must be on a red background, be sure to use a Negative Colour (white) logo.

When placing the Clausematch logo on a photographic image, the background should always provide sufficient contrast to the signature. Or we should add an 80% transparency block of white for perfect visibility.

DOs

Correct use of logo colour backgrounds

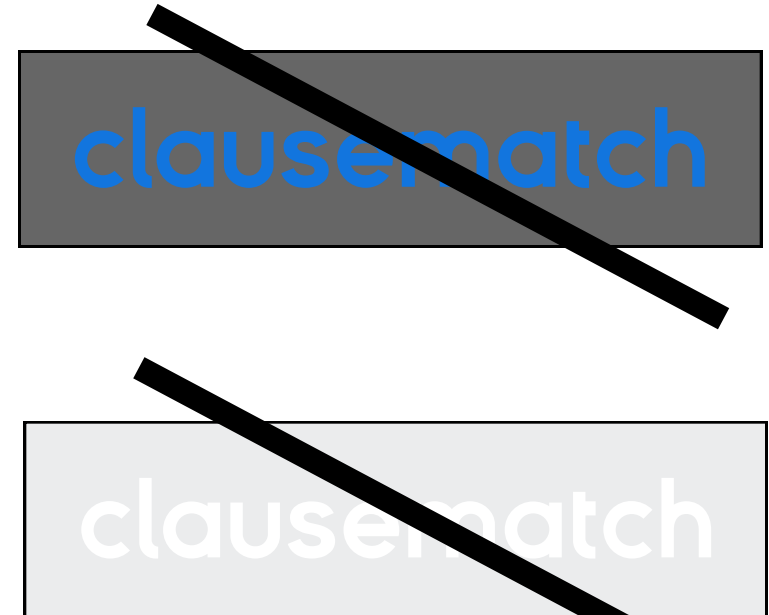


Correct use of logo photo backgrounds



DON'ts

Incorrect use of logo colour backgrounds



Incorrect use of logo photo backgrounds



Colour palette

Clausematch Blue Crayola and secondary Dark Night are the main Clausematch corporate colour palette.

Do not convert Pantone® colours to CMYK, RGB or HEX. Only use Pantone® colours when producing a 1 or 2 color print job. Otherwise, use CMYK for 4-colour printing and RGB for digital printing.

Use RGB or HEX colours when producing designs to be viewed digitally, including websites and social media, so that the colours appear properly on screen.

Pantone® is a registered trademark of Pantone Inc.

Primary colors

Blue Crayola

HEX 1275DE
CMYK 69, 40, 0, 0
RGB 18, 117, 222
Pantone 2172 C

- Backgrounds
- Highlights
- Links
- Shapes & graphics
- Icons
- Buttons

80% 60% 40% 20% 10%

Secondary colors

Dark Night

HEX #344250
CMYK 74, 58, 44, 22
RGB 52, 66, 80
Pantone 291

- Headings
- Paragraphs
- Backgrounds
- Icons

80% 60% 40% 20% 10%

Solutions Colour palette

Solution Colours can be used to define specific solutions or to highlight sections on printed and digital materials. When it comes to solutions, Orange is usually associated with Change Management, while Green accompanies Policy Distribution (Policy Portal).

Secondary colours

Orange

| | |
|---------|--------------|
| HEX | FFAD2D |
| CMYK | 0, 32, 82, 0 |
| RGB | 255, 173, 45 |
| Pantone | |

- Headings
- Paragraphs
- Backgrounds
- Icons



Green

| | |
|---------|---------------|
| HEX | #1EBF72 |
| CMYK | 30, 191, 114 |
| RGB | 84, 0, 40, 25 |
| Pantone | |

- Headings
- Paragraphs
- Backgrounds
- Icons



Typography

The **Montserrat font** family is the primary font to be used for brand collateral and other print and digital materials.

Use of Weights

Header - **Montserrat Bold**

Clausematch reveal the future of Regulation

Subheader - **Montserrat Semibold**

28 September, 2021

Paragraph - **Montserrat Regular.**

The Policy Portal is projected to bring the company 1mln new users by the end of 2021

The Policy Portal is projected to bring the company 1mln new users by the end of 2021

Montserrat

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklmnopqr
stuvwxyz
1234567890
!@#\$%^&*

Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklmnop
qrstuvwxyz
1234567890
!@#\$%^&*

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklmnop
qrstuvwxyz
1234567890
!@#\$%^&*

Typography

Primary typography colors

Header

Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Header

Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Secondary typography colors

Header

Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Header

Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

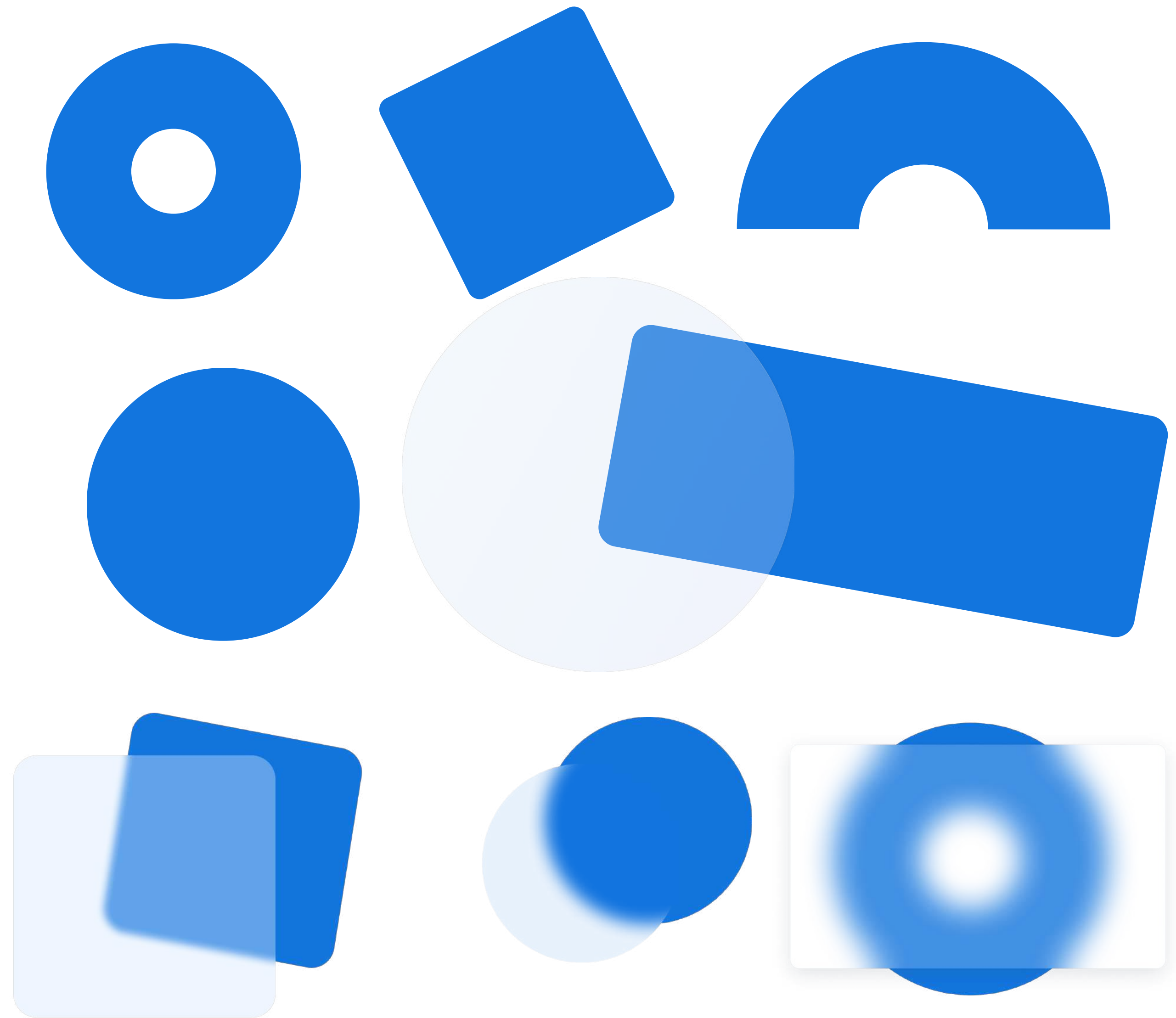
Graphic elements

As part of the Clausematch brand we use a series of geometrical shapes, helping us to communicate an element of movement and action in corporative documents, social media and other images.

The shapes utilised are circles, hollow cylinders, Semi-circles, rectangles and square shapes.

Compositions can be build intuitively with a sense of balance and harmony, yet there are some rules.

- Shapes must not “touch” each other. keep a small space between all figures. It will help maintain clarity when scaling an image down
- Compositions can be Bright Blue or White
- It is possible to use fragments/ place it in a way that has the figure going beyond art board borders



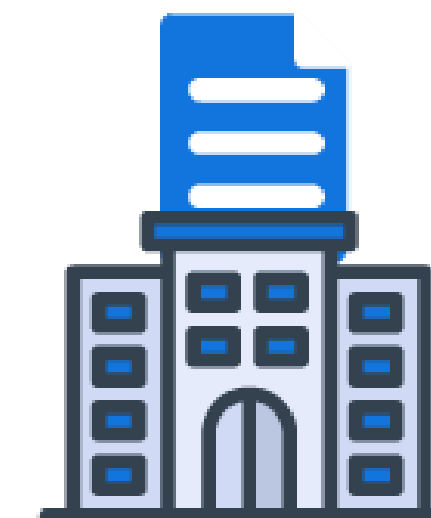
Icons

Icons are used as visuals to help communicate concepts and ideas in the website, social media and corporate collateral. Icons' primary role is to guide a visitor or a reader through the content.

The use of Icons is an effective way to visually convey business concepts and ideas otherwise challenging to illustrate with photography.

If additional icons are to be created, keep in mind the following:

- The size of the icon must be made equal to existing icons (compare to a similar icon's vertical or horizontal dimensions)
- The icon's stroke if needed must be of equal weight.



Use of Photography

Imagery plays an important role in the Clausematch brand as an integral part of our brand identity. Its application includes online and live events, website, microsites, print digital publications, marketing and advertising, etc.

Photography style chosen for Clausematch as an organization reflects its values, mission, status and audience.

- **Style:** Clean and in-focus, sharp and crisp,
- **Content:** Happy business people collaborating, having a dialogue or exchanging opinions. Or engaging with the audience, Image to reflect global and diverse nature of the Clausematch client base and team. The details of the photo, such as interior, furniture, clothing, devices and electronics used - are modern, and up-to-date.
- **Composition:** The powerful and interesting composition, cropping and angle of the photo is dictated by the need of the creative and media.
- **Effects:** For certain types of collateral we allow for the use of effects such as colour grading or shading to make the text over or close the image readable. Also, the use of graphic shapes at 80% transparency can be applied to bring attention and/or legibility.

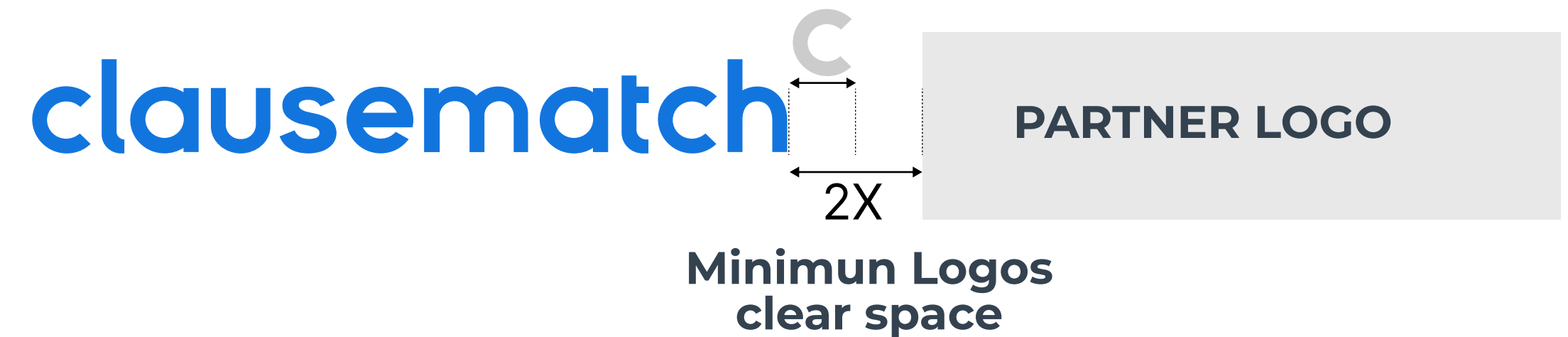


Clausematch and Partners logos

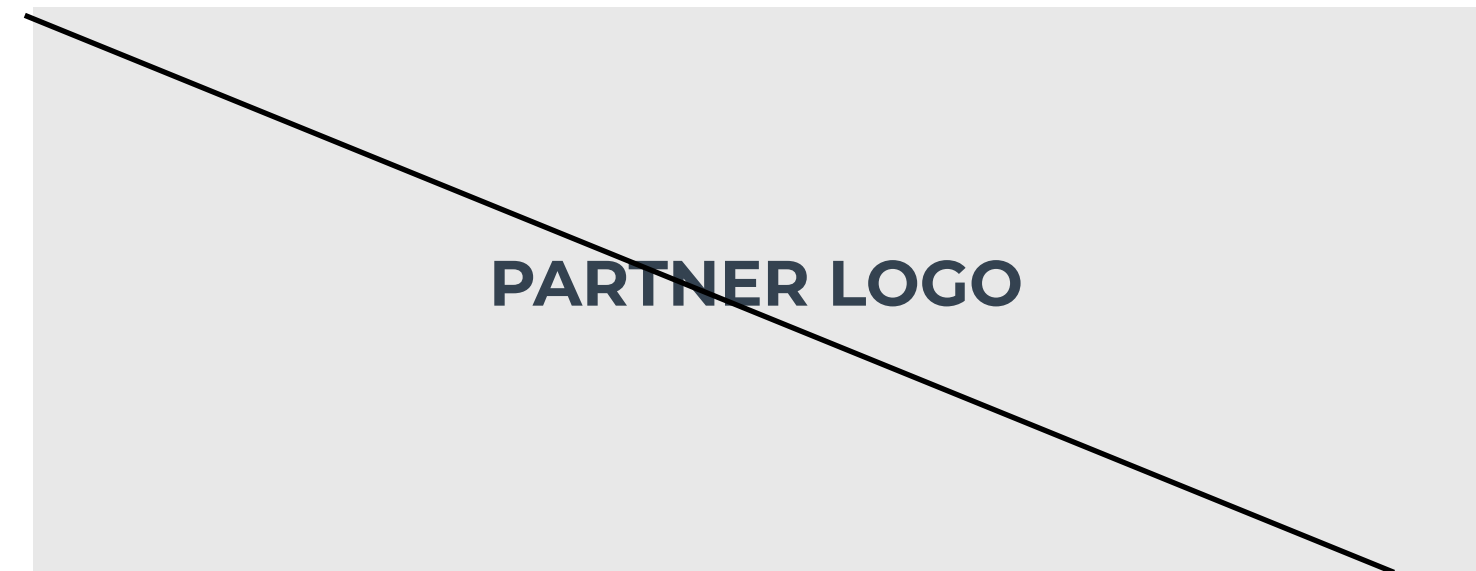
A guidance to partners on the appropriate use of our Clausematch logo visual brand alongside partner branding.

Visual examples demonstrate co-branding scenarios that establish the relationship between Clausematch and its partners.

- If your company logo is appearing next to Clausematch logo, blank space needs to be a minimum space of 2X spaces (see logo brand guidelines)
- Never use the partner logo at a obvious larger size than Clausematch logo. (always depends on high and length)



clausematch



claus~~e~~match