

clausematch

Brand Guidelines

- Company Logotype
- Color palette
- Typography styles
- Color combinations

Company Logotype

Safety Space

Clearspace 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, and shows the design in the best possible light



Minimum Size

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

clausematch
150px

clausematch

Color palette

Primary colors

Blue Crayola

HEX

1275DE

CMYK

69, 40, 0, 0

RGB

18, 117, 222

Pantone

2172 C

80%

60%

40%

20%

10%

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

Secondary colors

Dark Night

HEX

#344250

CMYK

74, 58, 44, 22

RGB

52, 66, 80

Pantone

291

80%

60%

40%

20%

10%

- Headings
- Paragraphs
- Backgrounds
- Icons

Typography

Subheader

Montserrat Bold

28 September, 2021

Header

Montserrat Bold

ADGM & Clausematch reveal the future of Regulation

Paragraph

Montserrat Regular

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

Montserrat

Color combinations

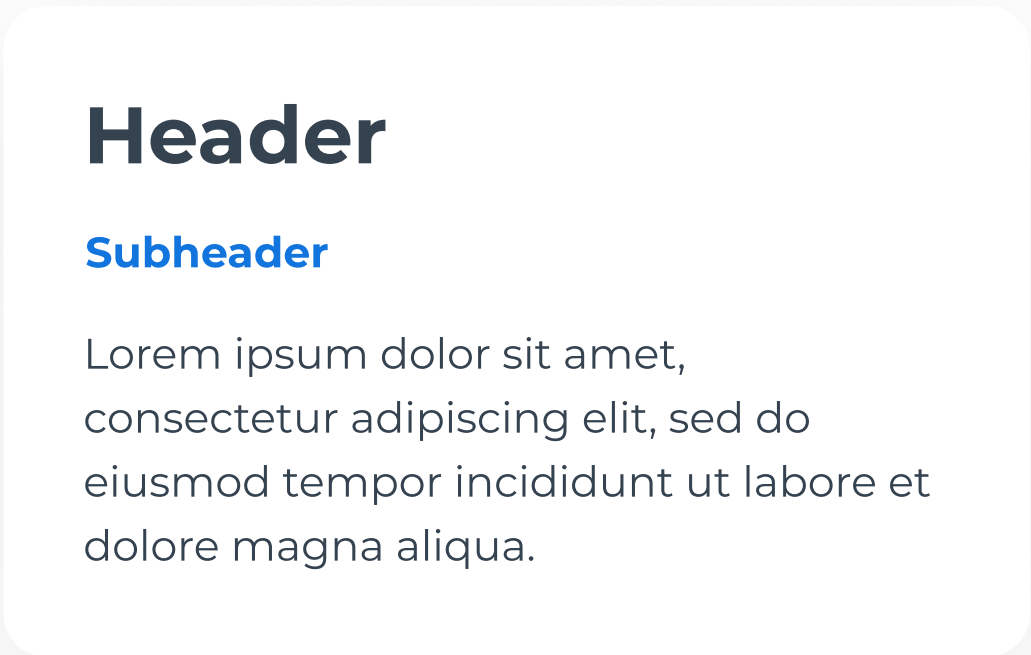
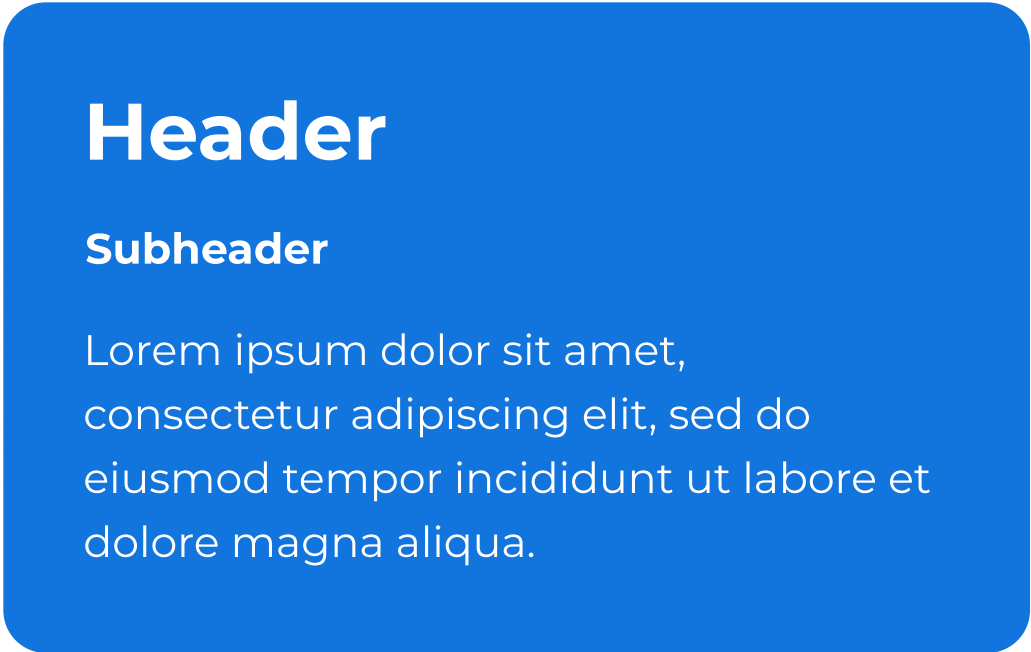
Primary logo colors



Secondary logo colors



Primary typography colors



Secondary typography colors

