Brand Guidelines

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This is document outlines the Cleverbridge visual identity.

The system is broken out into bite-sized modules for ease of navigation and comprehension.

Strict adherence to these guidelines is essential to maintaining a consistent and recognizable brand.

Brand Consistency

Brand consistency communicates our personality, establishes trust, and leads to brand recognition.

It is important because when customers and potential customers recognize our brand (and have positive associations with it), they're more likely to make purchases and commit to Cleverbridge for the long term.

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Table of contents

Logo

Primary logo

This is the primary Cleverbridge logo. It is the central part of our visual identity.
It must be used correctly and consistently across all materials and communication.

Be sure to always use the latest version which you can download using the link to the right.

Any and all usage of this logo requires approval by the Cleverbridge marketing team.

Primary logo - inverse

This is the primary Cleverbridge logo for use on black or dark achromatic backgrounds.
Secondary and tertiary logo variations their usage guidelines can be found later in this module.

Be sure to always use the latest version which you can download using the link to the right.

Any and all usage of this logo requires approval by the Cleverbridge marketing team.
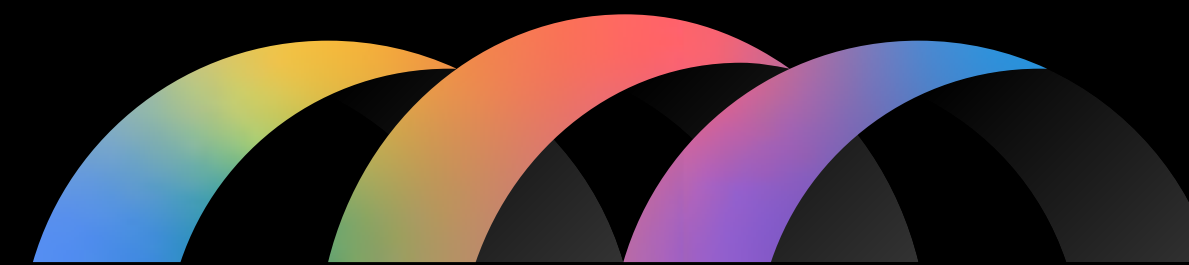
Vertical center

Vertical center

Because of the vertically asymmetrical (bottom heavy) nature of the logo, the vertical center is adjusted for optical vertical alignment.

Please use this vertical center when aligning the logo within a shape, or with other objects.
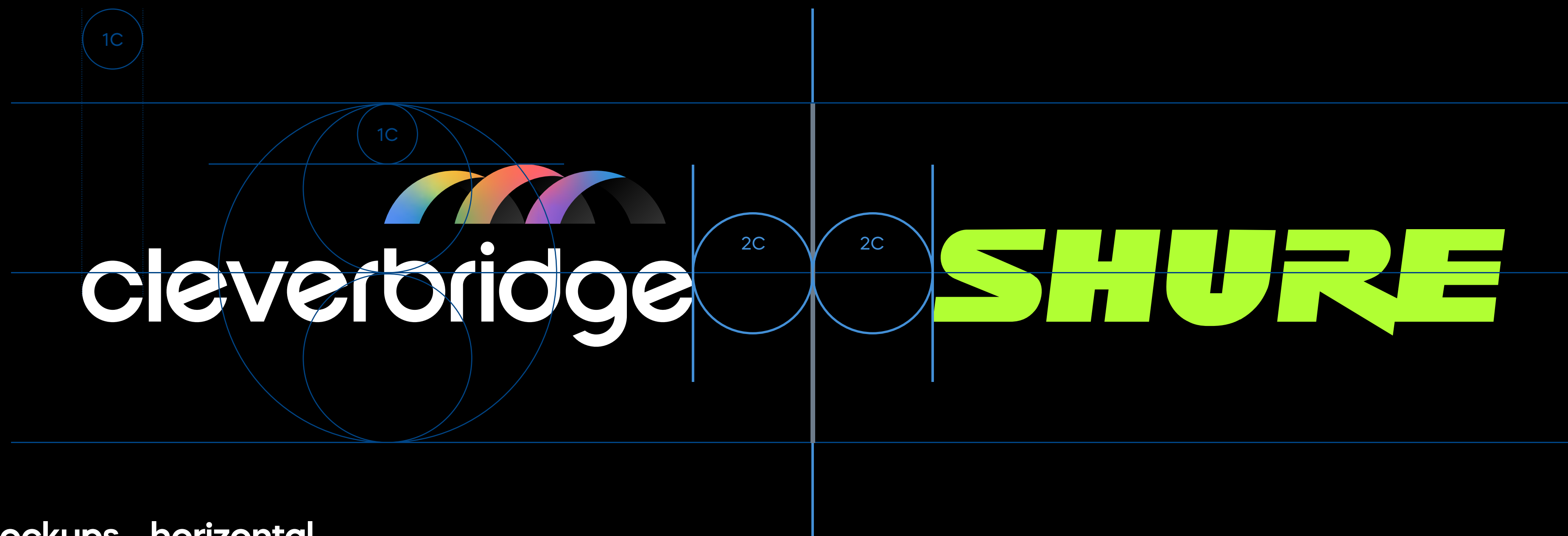
Clearspace

This is the most important rule to follow when working with the Cleverbridge logo. It needs room to breathe!

Clearspace above and to the sides of the logo is the equivalent to the diameter of the "c" in the wordmark (1C).

Clearspace beneath the logo is inferred by reflecting the distance from the upper clearspace boundary across the vertical center.
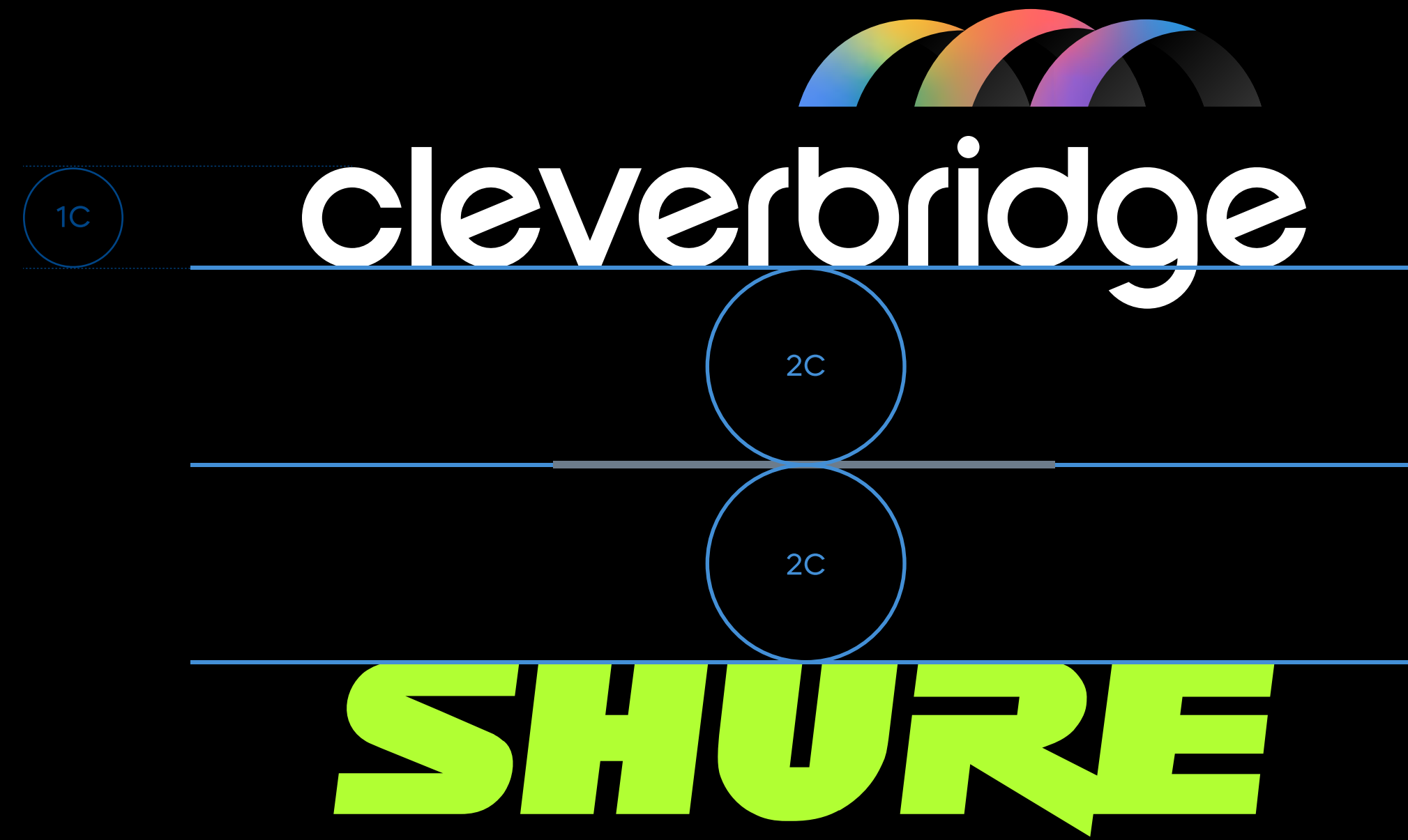
Partner lockups - horizontal

These standardized lockups should be used when Cleverbridge co-brands materials with partners. Examples include customer stories and testimonials, co-branded events, and printed materials.

Default to using our primary logo alongside our partners' primary logo separated by a vertical line (#6E7D8C - Gray 500). A template can be downloaded from the link on the right.

Make sure to size and vertically position the partners' logos by eye to ensure they have equal prominence and appear vertically centered. (It helps to squint).

Partner lockups - vertical

Default to using our primary logo above our partners' primary logo separated by a horizontal line (#6E7D8C - Gray 500). A template can be downloaded from the link on the right.

Make sure to size and the partners' logos by eye to ensure they have equal prominence.

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PRIMARY LOGO
For use on white or light achromatic backgrounds.
Gradient should be animated when possible
in digital or video applications.

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SECONDARY LOGO - MONOCHROME - BLACK
For use on light backgrounds or on light
photographic images where colors might
clash or not have sufficient contrast.

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TERTIARY LOGO - SINGLE COLOR
For use when a gradient is not possible such as foil stamping,
embossing, etching, screen printing, embroidery, or at very small sizes.
*Not for on-screen use.

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PRIMARY LOGO - INVERSE
For use on black or dark achromatic backgrounds.
Gradient should be animated when possible
in digital or video applications.

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SECONDARY LOGO - MONOCHROME - WHITE
For use on dark backgrounds or on dark
photographic images where colors might
clash or not have sufficient contrast.

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TERTIARY LOGO - SINGLE COLOR
For use when a gradient is not possible such as foil stamping,
embossing, etching, screen printing, embroidery, or at very small sizes.
*Not for on-screen use

PRIMARY LOGO
For use on white or light achromatic backgrounds. Gradient should be animated when possible in digital or video applications.

SECONDARY LOGO - MONOCHROME - BLACK
For use on light backgrounds or on light photographic images where colors might clash or not have sufficient contrast.

TERTIARY LOGO - SINGLE COLOR
For use when a gradient is not possible such as foil stamping, embossing, etching, screen printing, embroidery, or at very small sizes. *Not for on-screen use.

PRIMARY LOGO - INVERSE
For use on black or dark achromatic backgrounds. Gradient should be animated when possible in digital or video applications.

SECONDARY LOGO - MONOCHROME - WHITE
For use on dark backgrounds or on dark photographic images where colors might clash or not have sufficient contrast.

TERTIARY LOGO - SINGLE COLOR
For use when a gradient is not possible such as foil stamping, embossing, etching, screen printing, embroidery, or at very small sizes. *Not for on-screen use

Primary Icon
Use as standard

Secondary icon
Only for use at very small sizes

Icons

There are occasions where the use of the Primary Logo isn't practical or possible. This includes social media account profile images, app icons, favicons, or at extremely small sizes.

In these situations we use an icon. Our Primary Icon features the bridge logo, and should be used as standard at sizes above 64px. *Please note that when uploading to social media sites that show circular profile images (such as LinkedIn), always use the square version, as the circular crop is applied automatically.*

The secondary Icon is strictly for use at very small sizes (such as browser favicons below 64px) when the bridge graphic breaks down due to lack of resolution.

Color

BLACK
#000000

GRAY
#6E7D8C

WHITE
#FFFFFF

BLUE
#0A73D7

INDIGO
#462DA0

PURPLE
#7D32C3

PINK
#F587D2

RED
#FA3250

ORANGE
#FA6414

YELLOW
#F0BE14

LIME
#96C34B

GREEN
#0F967D

Use Sparingly
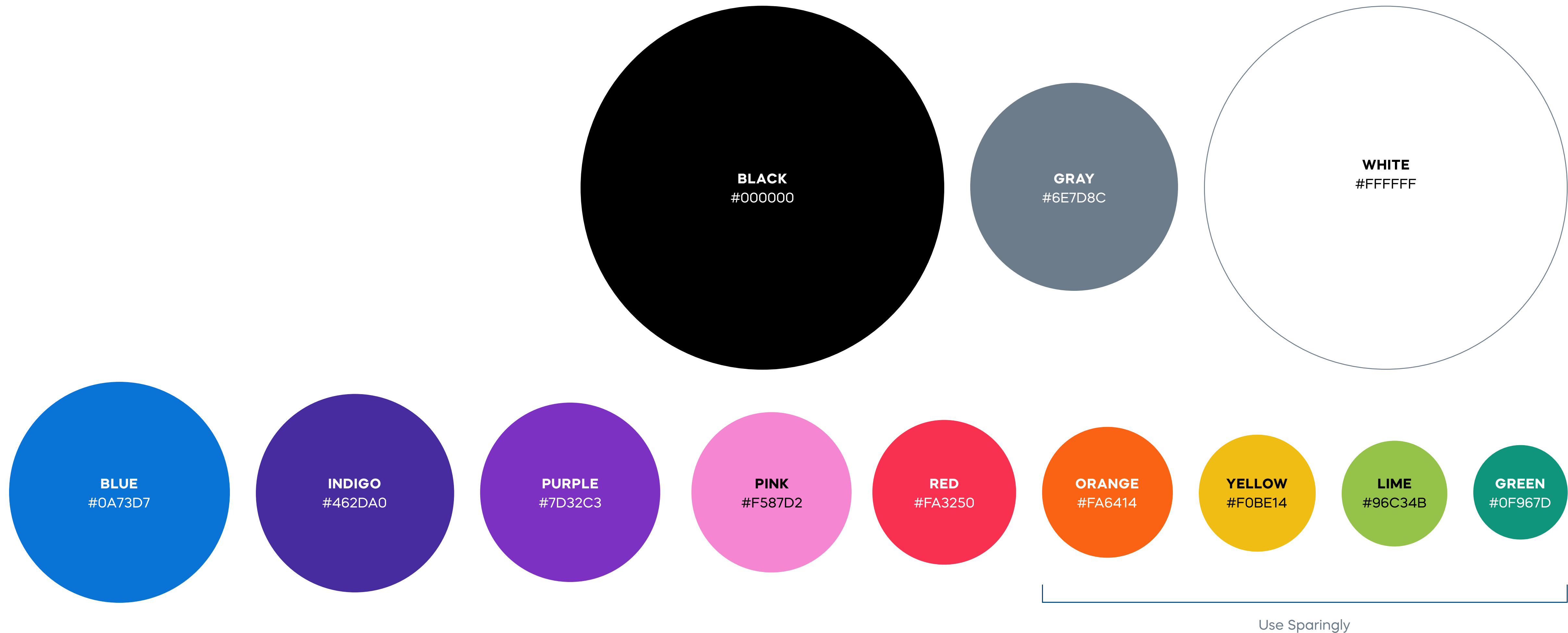
Color palette: primary & accents

The Cleverbridge design system is based around the contrast of pure black and white with 9 additional accent hues (from the Cleverbridge logo), plus gray for UI and layout usage.

The relative size of the swatches on this page are an indication of how much the hues should be used. For general design purposes we favor the hues on the left (in descending order from blue to red), while the hues on the right (from orange to green) should be used sparingly as needed.

Always match adjacent hues in a single layout, and avoid combining hues from different areas of the palette.

BLUE 950 #000C17	INDIGO 950 #050015	PURPLE 950 #0D0019	PINK 950 #1A0D16	RED 950 #1A0A02	ORANGE 950 #1A0A02	YELLOW 950 #1A1401	LIME 950 #111A02	GREEN 950 #00110E	GRAY 950 #0A0D10
BLUE 900 #00172D	INDIGO 900 #0A0127	PURPLE 900 #190030	PINK 900 #33192B	RED 900 #33090F	ORANGE 900 #331403	YELLOW 900 #332701	LIME 900 #202F07	GREEN 900 #00211B	GRAY 900 #14191E
BLUE 800 #002E5A	INDIGO 800 #180849	PURPLE 800 #32085A	PINK 800 #663255	RED 800 #66121E	ORANGE 800 #662706	YELLOW 800 #664F02	LIME 800 #3E5814	GREEN 800 #004236	GRAY 800 #29323A
BLUE 700 #004587	INDIGO 700 #271268	PURPLE 700 #4B137F	PINK 700 #994B80	RED 700 #991B2E	ORANGE 700 #993B09	YELLOW 700 #997603	LIME 700 #5C7D24	GREEN 700 #006350	GRAY 700 #404A56
BLUE 600 #005CB4	INDIGO 600 #371E84	PURPLE 600 #6322A2	PINK 600 #C967AA	RED 600 #CC243D	ORANGE 600 #CC4E0C	YELLOW 600 #C99C06	LIME 600 #79A136	GREEN 600 #067E67	GRAY 600 #566371
BLUE 500 #0A73D7	INDIGO 500 #462DA0	PURPLE 500 #7D32C3	PINK 500 #F587D2	RED 500 #FA3250	ORANGE 500 #FA6414	YELLOW 500 #F0BE14	LIME 500 #96C34B	GREEN 500 #0F967D	GRAY 500 #6E7D8C
BLUE 400 #438FD7	INDIGO 400 #6E5AAD	PURPLE 400 #9761C9	PINK 400 #F2A3D9	RED 400 #F36379	ORANGE 400 #F2854C	YELLOW 400 #EAC54B	LIME 400 #A9CA74	GREEN 400 #44A593	GRAY 400 #8C96A1
BLUE 300 #78AADA	INDIGO 300 #9487BE	PURPLE 300 #B08CD2	PINK 300 #F2BEE2	RED 300 #F0909E	ORANGE 300 #EEA680	YELLOW 300 #E9D07F	LIME 300 #BED49A	GREEN 300 #77B8AC	GRAY 300 #AAB1B8
BLUE 200 #A9C7E3	INDIGO 200 #B9B1D2	PURPLE 200 #CBB5DE	PINK 200 #F4D5EA	RED 200 #F1B9C1	ORANGE 200 #EFC5AF	YELLOW 200 #ECDDAE	LIME 200 #D3E0BE	GREEN 200 #A7CDC6	GRAY 200 #C7CBCF
BLUE 100 #D6E3EF	INDIGO 100 #DDD9E7	PURPLE 100 #E5DCED	PINK 100 #F9EBF4	RED 100 #F6DEE2	ORANGE 100 #F5E3D9	YELLOW 100 #F3EDD9	LIME 100 #E9EEE0	GREEN 100 #D4E5E2	GRAY 100 #E3E5E7
BLUE 50 #EBF1F6	INDIGO 50 #F2EEF5	PURPLE 50 #EEEDF2	PINK 50 #FBF6F9	RED 50 #F9EFF1	ORANGE 50 #F9F1ED	YELLOW 50 #F8F5ED	LIME 50 #F3F6F0	GREEN 50 #EAF1F0	GRAY 50 #F1F2F2
BLUE 25 #F7FAFC	INDIGO 25 #F5F8FF	PURPLE 25 #F8F7FA	PINK 25 #FCFAFB	RED 25 #FCF7F8	ORANGE 25 #FCF9F7	YELLOW 25 #FCFBF7	LIME 25 #FAFCF7	GREEN 25 #F7FAFA	GRAY 25 #F8F8F9

Color palette
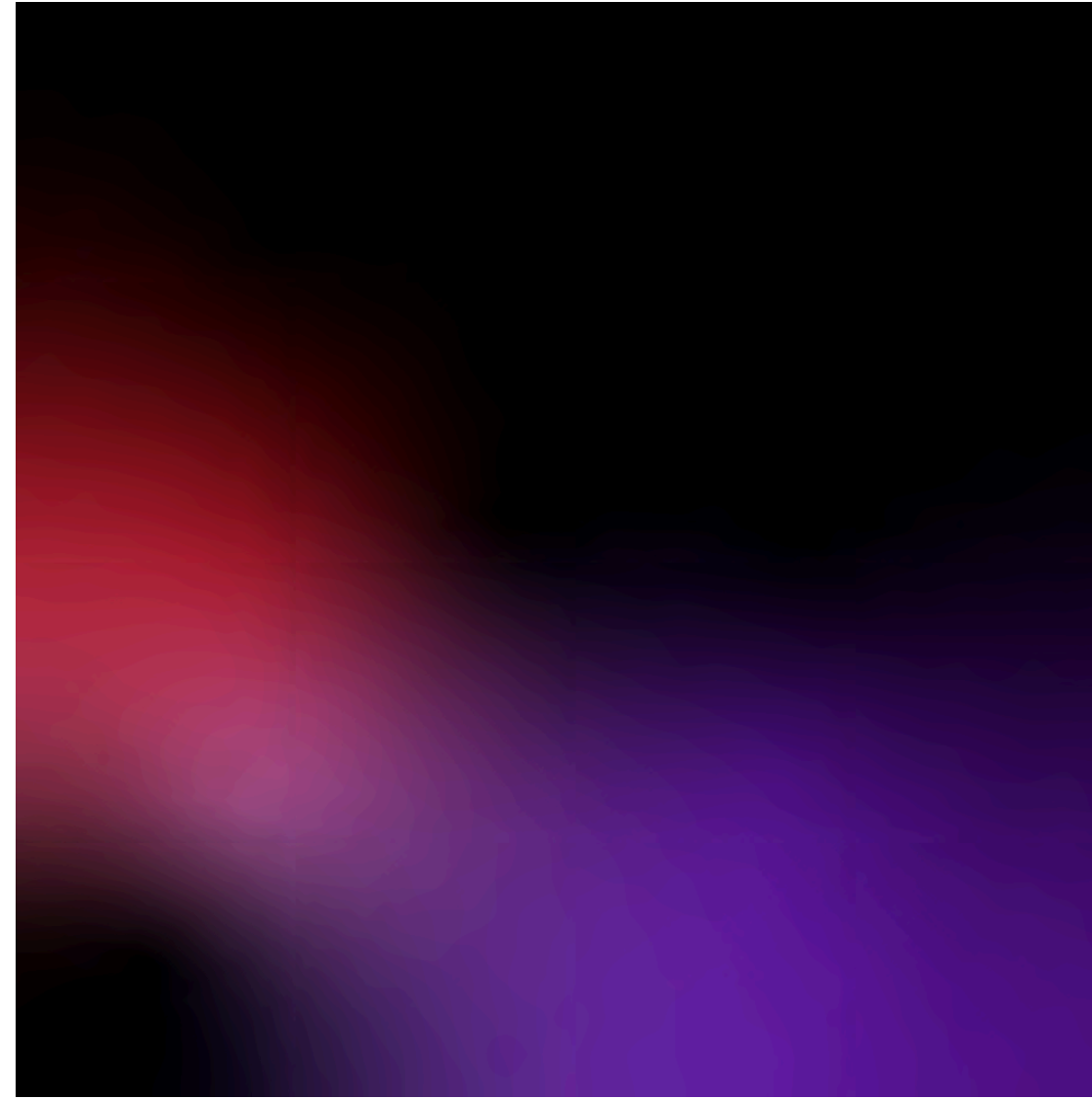
The Spectrum

Reserved for Logo only

Gradient 1
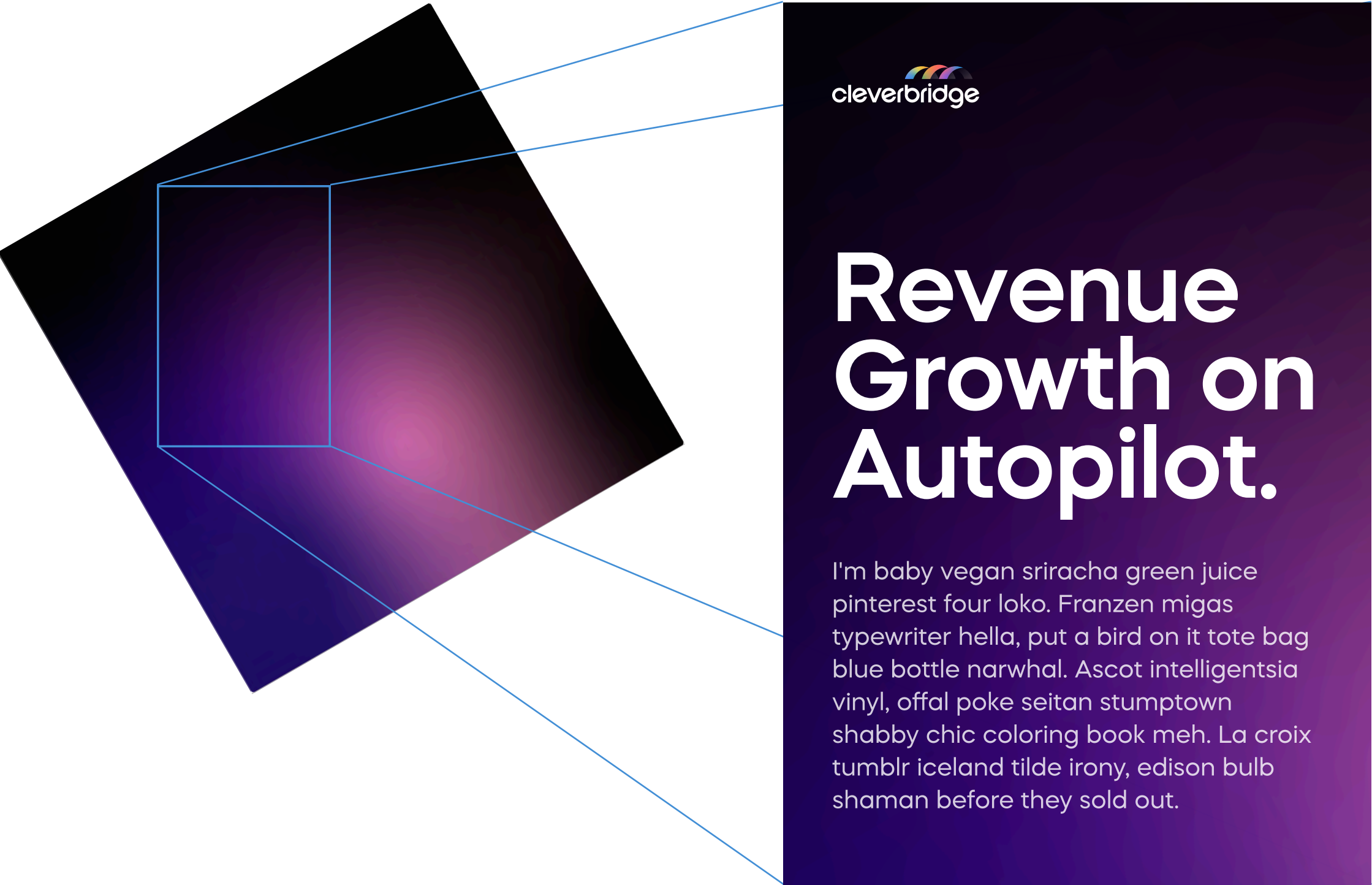

Gradient 2

Gradient 3

Gradients

Gradients are a foundational part of the Cleverbridge visual branding system. The logo contains the a gradient called "The Spectrum" which combines all colors in the palette. *The Spectrum is reserved for use within the logo only, and should not be used for any other purpose without prior approval from Cleverbridge Marketing.*

Additional gradients comprised of adjacent hues from our color palette are available for use as backgrounds. *Use only these gradients, and do not create your own custom gradients.*

Gradients may be animated when possible (in web and video applications for example).

It is recommended that only small sections of each gradient be used, rather than the entire gradient. The gradient may be stretched, rotated, or mirrored as necessary.

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Revenue Growth on Autopilot.

I'm baby vegan sriracha green juice pinterest four loko. Franzen migas typewriter hella, put a bird on it tote bag blue bottle narwhal. Ascot intelligentsia vinyl, offal poke seitan stumptown shabby chic coloring book meh. La croix tumblr iceland tilde irony, edison bulb shaman before they sold out.

Type

Mazzard H is our brand typeface

Headline font: Mazzard H Semi Bold (600)
Headline color: #FFFFFF (White)
Headline line spacing (leading): 100%
Headline letter spacing: -2%

A modern geometric grotesque, Mazzard H features a tall x-height for maximum legibility on-screen and at small sizes. In most circumstances we use only the Semi Bold and Regular font weights. *The Bold weight is reserved for CTAs only.*

Along with our Logo and Colors, our Typography is the third main pillar of our visual branding system. The correct usage of our brand typeface unifies the image and message our customers and potential customers see.

Set body text in Mazzard H Regular. On a gradient background the body copy color is #FFFFFF (White) at an 80% opacity. Text links on a gradient background are #FFFFFF (White) and underlined.

Body font: Mazzard H Regular (400)
Body color: #FFFFFF (White) at 80% opacity
Body line spacing (leading): 150%
Body letter spacing: 0%

Mazzard H Semi Bold should also be used for text callouts, subheads, and quotes.

Callout font: Mazzard H Semi Bold
Callout color: #FFFFFF (White)
Callout line spacing (leading): 120%
Callout letter spacing: -2%

EXAMPLE BUTTON

Button font: Mazzard H Bold
Button letter spacing: +10% / 0.05em;

Mazzard H is our brand typeface

Headline font: Mazzard H Semi Bold (600)
Headline color: #FFFFFF (White)
Headline line spacing (leading): 100%
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Along with our Logo and Colors, our Typography is the third main pillar of our visual branding system. The correct usage of our brand typeface unifies the image and message our customers and potential customers see.

Set body text in Mazzard H Regular. On a black background the body copy color is #C7CBCF (Gray 200). Text links on a black background are Blue 400 (#438FD7) and should not be underlined.

Body font: Mazzard H Regular (400)
Body color: #C7CBCF (Gray 200)
Body line spacing (leading): 150%
Body letter spacing: 0%

Mazzard H Semi Bold should also be used for text callouts, subheads, and quotes.

Callout font: Mazzard H Semi Bold
Callout color: #FFFFFF (White)
Callout line spacing (leading): 120%
Callout letter spacing: -2%

EXAMPLE BUTTON

Button font: Mazzard H Bold
Button letter spacing: +10% / 0.05em;

Mazzard H is our brand typeface

Headline font: Mazzard H Semi Bold (600)
Headline color: #000000 (White)
Headline line spacing (leading): 100% (1em)
Headline letter spacing: -2%

A modern geometric grotesque, Mazzard H features a tall x-height for maximum legibility on-screen and at small sizes. In most circumstances we use only the Semi Bold and Regular font weights. *The Bold weight is reserved for CTAs only.*

Along with our Logo and Colors, our Typography is the third main pillar of our visual branding system. The correct usage of our brand typeface unifies the image and message our customers and potential customers see.

Set body text in Mazzard H Regular. On a white background the body copy color is #404A56 (Gray 700).
Text links on a white background are Blue 600 (#005CB4) and should not be underlined.

Body font: Mazzard H Regular (400)
Body color: #404A56 (Gray 700)
Body line spacing (leading): 150%
Body letter spacing: 0%

Mazzard H Semi Bold should also be used for text callouts, subheads, and quotes.

Callout font: Mazzard H Semi Bold
Callout color: #000000 (Black)
Callout line spacing (leading): 120%
Callout letter spacing: -2%

EXAMPLE BUTTON

Button font: Mazzard H Bold
Button letter spacing: +10% / 0.05em;

This headline
is set in Mazzard
H Semi Bold

This headline
is set in Mazzard
H Semi Bold

This body copy is set in Mazzard Regular and is
left-aligned. The rest of this paragraph is Greek.

Blaster coruscant tatooine imperial shuttle ion
cannon neimoidian endor arc-170 starfighter
rodian, arc-170 starfighter r2-d2 naboo zeltron.

"This pull quote is set in
Mazzard H Semi Bold.
Notice the hanging
punctuation."

Text Hierarchy

Cleverbridge's typographical system is based
around a hierarchy that contrasts large, bold
headlines with smaller text.

As a general rule, all text should be left-
aligned and placed in the corner of a layout.
In certain circumstances (e.g. display
advertising), text may be center-aligned.

This subhead is set in Mazzard H Semi Bold

This headline is set in
Mazzard H Semi Bold

Thin 100

Extra Light 200

Light 300

Avoid using these weights

Regular 400

Used for most body text

Medium 500

May be used in certain circumstances (such as UI design)

Semi Bold 600

Used for most headlines

Bold 700

Reserved for buttons (in all caps)

Extra Bold 800

Black 900

Avoid using these weights

Text Weight

In most situations, Mazzard H Regular (400) is used for body text, and Semi Bold (600) is for for headlines. Other weights may be used in certain circumstances by professional designers (such as in UI design). We use Bold (700) (in all caps) for buttons in our UI.

Copy

When writing copy...

Spelling

Company name
Cleverbridge. It is a single word (no spaces) and always, always, always has a capital "C".
The logo should never be used in-line in place of text.

Products
Our product names are written as single words (no spaces) with a capital C and capital E or P
(CleverEssentials and CleverPartners).

Ecommerce
We use ecommerce (no hyphen). The "e" should only be capitalized if it is the first word in a sentence.

Case

We use sentence case for all copy; headlines, subheads, body copy, and callouts.

Punctuation

We use the Oxford comma in all copy; headlines, subheads, body copy, and callouts.
We do not use a period at the end of headlines. They they can lead readers to pause and disengage from the message.