



CLARITY**WORKS**

—
A GUIDE TO YOUR
LOGO + BRAND IDENTITY

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These brand guidelines were crafted especially for you by Whistler Creative to help you make the most of your strategically stunning brand identity.

This guide covers an index of your brand identity elements, tips for optimizing your beautiful brand, a guide for when to use which file type, and so much more!

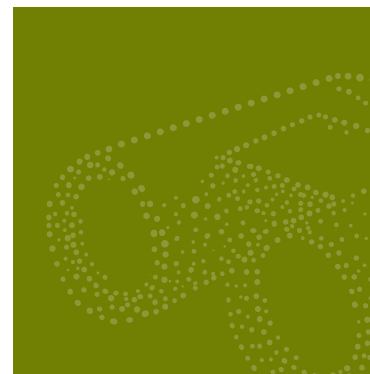
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If you have any questions, please don't hesitate to get in touch

RUTH@WHISTLERCREATIVE.CA

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Brand Style



A changed world requires new focus.

MINDFULNESS EDUCATOR | SPEAKER | TEAMBUILDER



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clarityworks.ca

Logo Index

1.



LOGO HIERARCHY

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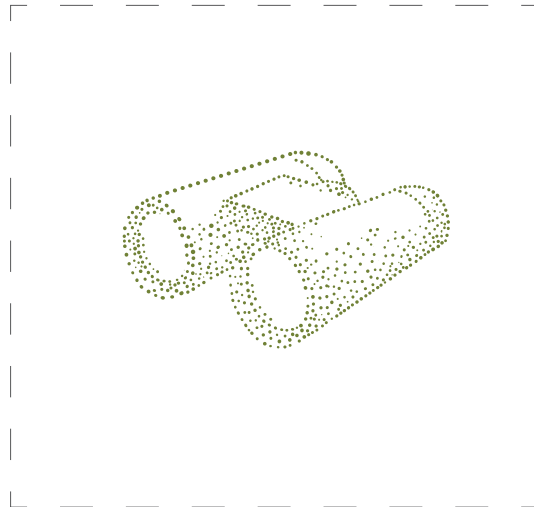
3-ICON

9

2.








3.





A GUIDE TO YOUR

Brand File Formats

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
 AI-PRINT AI	<i>print</i>	<i>infinite</i>	<i>cmyk</i>	<i>transparent</i>
 EPS-PRINT EPS	<i>print</i>	<i>infinite</i>	<i>cmyk</i>	<i>transparent</i>
 JPG-PRINT PDF	<i>print</i>	<i>infinite</i>	<i>cmyk</i>	<i>transparent</i>
 JPG-WEB JPG	<i>web</i> + <i>digital</i>	<i>300 dpi</i>	<i>rgb</i>	<i>white</i>
 PNG-WEB PNG	<i>web</i> + <i>digital</i>	<i>300 dpi</i>	<i>rgb</i>	<i>transparent</i>

LET'S TALK VECTORS

Most file types are limited by a set resolution and become pixelated when they're scaled larger than their original size. Vector files (ai + eps files) are special because they're made up of mathematical algorithms instead of pixels. This means they have infinite resolution and won't become pixelated no matter how large you scale them.

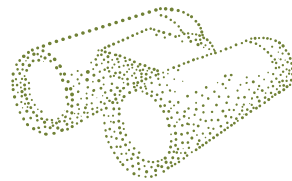
Because of their mathematical nature, vector files are great for your large logo needs AND anytime your logo needs to be printed or cut very precisely, such as for specialty print applications. Some examples of these are vinyl signage, letterpress, foil stamping, die cutting, laser cutting, screen printing, and engraving.





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Master Logo



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LOCATION

CW-IDENTITY » MASTER LOGO

COLOUR VARIATIONS

FULL COLOUR

INVERTED

INVERTED (BRIGHT GREEN)

GRAYSCALE

BLACK

WHITE

USAGE NOTES

The master logo is reserved for contexts where it has enough space to make a big, branded impression.



CLARITYWORKS

Logo Colour Variations



FULL COLOUR



INVERTED



INVERTED
(BRIGHT GREEN)



ONE COLOUR



GRAYSCALE



BLACK

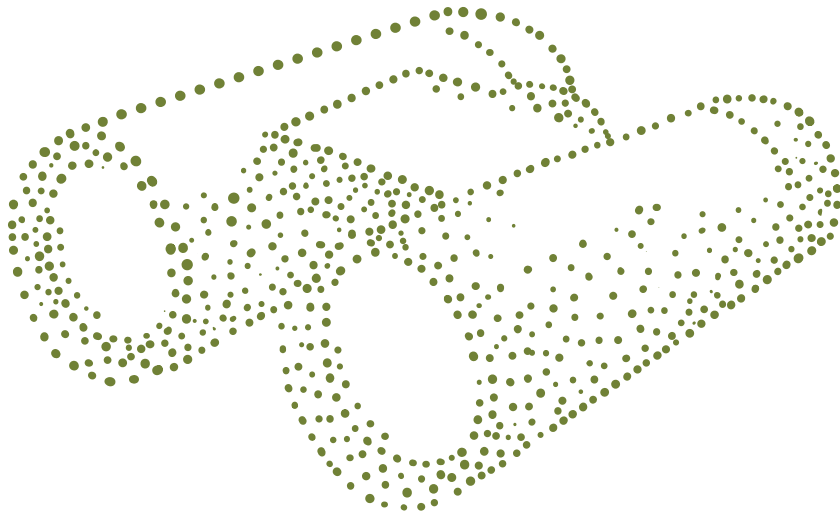


WHITE (REVERSED)



CLARITYWORKS

binoculars Icon



LOCATION

CW-IDENTITY » ICON

AVAILABLE IN

DARK BLUE

GREEN

BRIGHT GREEN

BLACK

WHITE

USAGE NOTES

The icon is used to further emphasize and embellish the brand impression in contexts where the logo is already present.



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Best Practices & Usage

CORRECT APPLICATIONS



GENERAL USAGE

The brand elements should not be altered in any way from the form in which they're received and should only be used in the brand colors provided. When possible, pair the logo and identity with the designated brand colors and typefaces, and always maintain strong contrast between brand elements and the background color to ensure legibility.

INCORRECT APPLICATIONS



✗ Avoid stretching or rotating



✗ Avoid using busy backgrounds or no contrast

WITH COLOR

As per the examples across, the colour version should be used where possible. The green and white version on dark backgrounds and the green and dark blue version on lighter backgrounds. One colour versions are available for background where the green colour has no contrast.



✗ Avoid changing colours or modifying the logo



✗ Avoid using similar background colours

OFFICIAL DOCUMENTS

The black version of your logo should only be used when it's required for official black-and-white only documents. Otherwise, the color versions of your logo should be used.



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Best Practices & Usage



WITH PHOTOGRAPHY

Most often, the logos and taglines should be used in white over dark photography and in dark blue or colour over lighter photo areas.

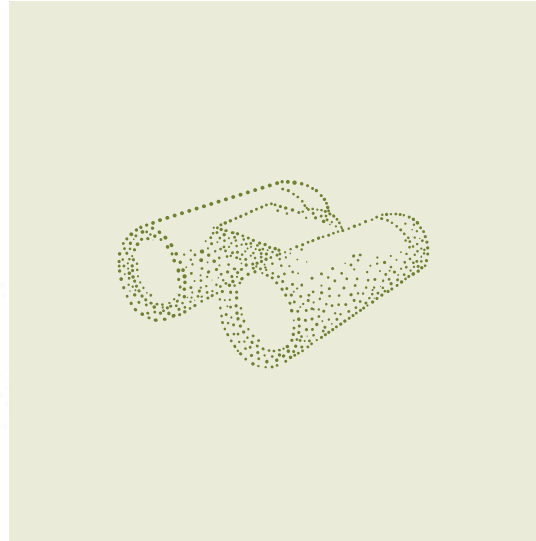
Always ensure there is enough contrast between the branding and background and that there's sufficient negative space in the photo composition for the brand elements to stand out and be legible.





CLARITYWORKS

Best Practices & Usage



SPECIAL USES

The icon can be used either as a subtle design element or as a feature to the design. Different colour options have been provided for use depending on the background.



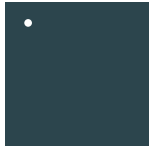


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Brand Color Palette



DARK BLUE

HEX
#2c454d

CMYK
82 60 53 40

RGB
44 69 77



GREEN

HEX
#718003

CMYK
58 33 100 14

RGB
113 128 3



BRIGHT GREEN

HEX
#a9bf04

CMYK
40 9 100 0

RGB
169 191 4



BRIGHT BLUE

HEX
#26748c

CMYK
85 44 34 7

RGB
28 116 140

PRINT

For printing, it's best to use CMYK.

WEB & DIGITAL

For web, use the HEX values (#xxxxxx) and for digital applications, use RGB.

Note that colors may vary on different computers/devices, due to inconsistent monitor color calibration.



PRIMARY GRADIENT

• INDICATES PRIMARY COLORS



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Type Hierarchy

UTILE DISPLAY - MEDIUM



SMALLEST HEADING

UTILE DISPLAY - MEDIUM



Large Heading

UTILE DISPLAY - BOLD



This is a secondary heading.

UTILE DISPLAY - MEDIUM ITALIC



This is a quote style.

UTILE DISPLAY - MEDIUM



This is what an introduction paragraph or quote could look like in your branded documents or on your website.

OPEN SANS - REGULAR



This is body copy. Cuptam aliant ullecti omnisitio consed eatusa voles placepe rsperchit rernam es daerum que eatur. Quid quam hil inum id ut haris doluptas dolupta ssimagnam eruptae quiduntin con nos ad quaestrum ium ute vellore consequi tem.

Aceariae officiendis mi, optaerio venisi bearum haria sandunt quia nonsecu ptatus imus eum nones moditatur molorepresci odiatet odi totaturio. Nem quiaeror ari dunt ea quidelestrum fugit ut dolore is et landebis conecero ex evelest, am vent ommodi nobitaque sitat.



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Type Hierarchy

Utile Display - Medium

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 1 2 3 4 5 6 7 8 9 0

Utile Display - Bold

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 1 2 3 4 5 6 7 8 9 0

Utile Display - Medium Italic

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 1 2 3 4 5 6 7 8 9 0

Open Sans - Regular

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 1 2 3 4 5 6 7 8 9 0



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Patterns

The ClarityWorks brand finds a new level of depth and distinction through its use of custom patterns. These patterns will be integrated throughout brand stationery and collateral as a stunning background element or combined with one of the logotypes.





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Digital Presence

WEBSITE FAVICON

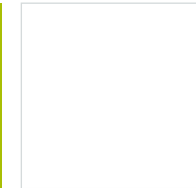
Your website favicon is a great opportunity to reinforce your branding via your mark.



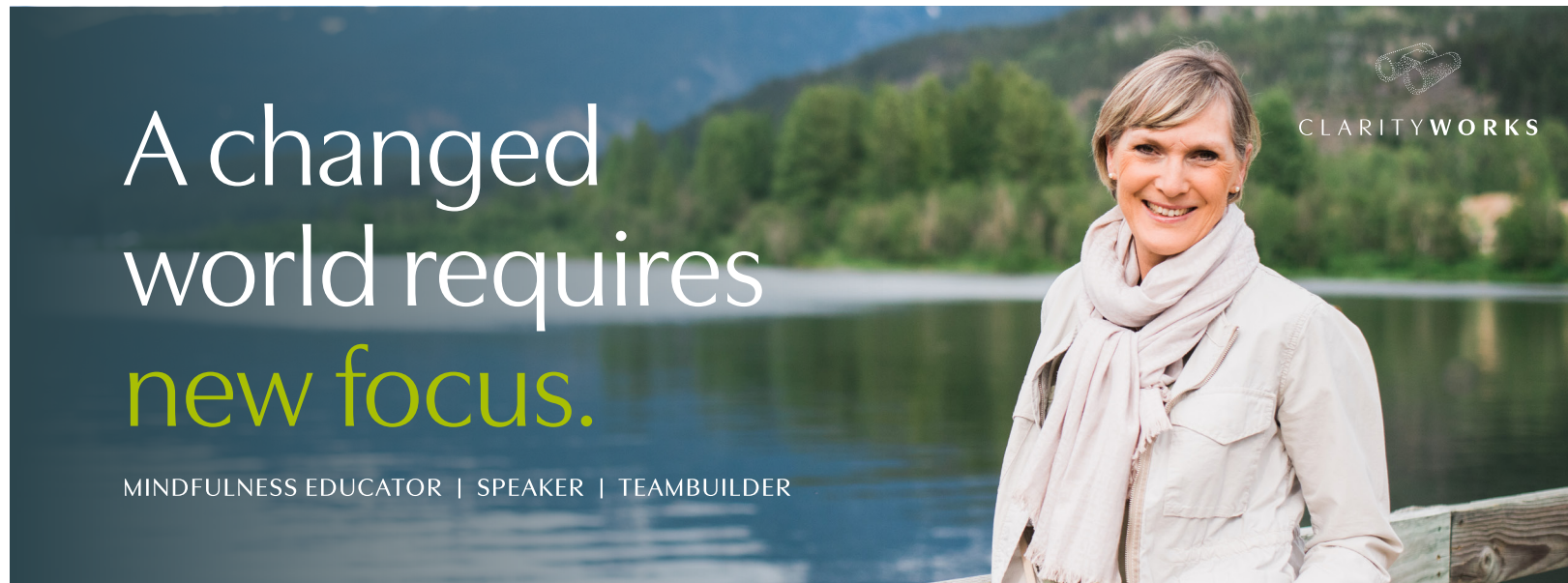
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SOCIAL PROFILE IMAGE

You may also use a nice photo of yourself if you feel that's a better representation of your brand on social media.



SOCIAL BANNER IMAGE





Cheers!

*These guidelines lay the visual foundation for
ClarityWorks and hint at the exciting possibilities the brand identity holds.
I'm so excited to explore this potential with you!*

RUTH BARROW

— PS —

Need more?

I'd love to continue our brand partnership! I can help you bring your brand to life even more through things like stationery, website design, signage, packaging, digital templates, and so much more!

Whenever you're ready to continue our collaboration, just drop me a line.

RUTH@WHISTLERCREATIVE.CA

