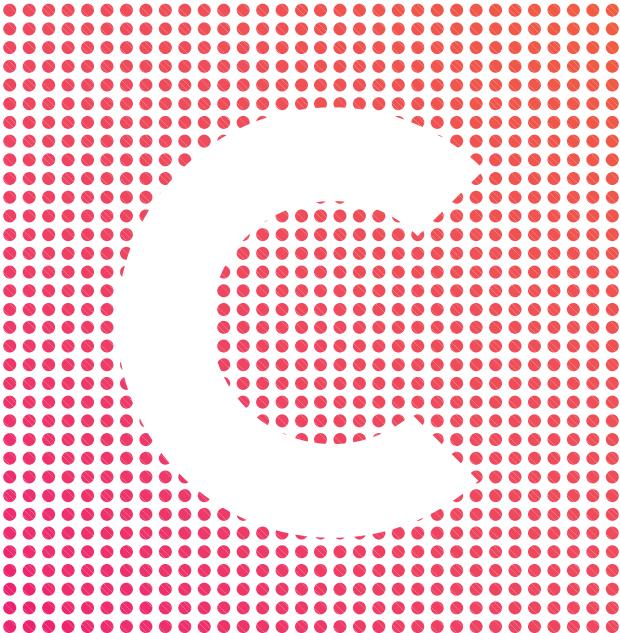


CLEAR
LED™

BRAND GUIDELINES

GET NOTICED

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C L E A R
L E DTM



"Clear_LED_Dot_Logo_Vertical_White"
can be used on any of the four brand solid colours
in the palette (see page 8) or grey background.



C L E A R
L E DTM

"Clear_LED_Dot_Logo_Vertical_Grey"
is the greyscale version of the logo to be
used instead of black

The "Clear_LED_Dot_Logo_Vertical" is
the master logo and should be used where
ever possible.

The master logo may appear in any of the
four brand gradient colours plus grey. All
colour options should be used as equally
as possible.

GET NOTICED

Tagline



Letterhead



Brand Guideline cover



Master product logo with tagline in coloured band

The tagline should be kept separate from the logo where ever possible but kept at the same width as the logo. See letterhead example.

If the design requires that the logo be close to the tagline, separate the tagline with a coloured band.

The primary ClearLED logo is the Dot_Logo_Vertical. An alternative horizontal format logo, the Dot_Logo_Horizontal, is for use only when spacing dictates a horizontal format. The solid ClearLED logos are intended for use on an LED display only.

All ClearLED logos are available and can be used in any of the brand gradient colours (see page 8).



C L E A R
L E DTM

"Clear_LED_Logo_Vertical" is the primary product band logo and should be used when and wherever possible.



C L E A R L E DTM

"ClearLED_Dot_Logo_horizontal" should only be used when there isn't enough space for the vertical logo. **This logo should be used sparingly and only when absolutely necessary to avoid diluting the brand.** It doesn't have the same sophistication as the vertical logo and feels ordinary in comparison.



C L E A R
L E DTM

The "ClearLED_Solid_logo" is for use on a ClearLED display only.



C L E A R L E DTM

"ClearLED_Dot_Logo_Horizontal" is for use on a ClearLED display only.

WHITE SPACE + ALIGNMENT



White Space Guide

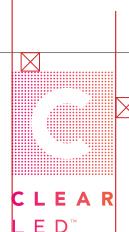
The white space size is equal to the space between the edge of the "C" and edge of the dots. The logo should always have the allocated "white space" around it.



Business Cards

Left Alignment

Right Alignment



Always try to right or left align the ClearLED logo and text. Avoid centering the logo as it will feel imbalanced due to the strong modern left alignment. Use the strong alignment of the ClearLED logo to align other elements in the design and keep alignments to as few as possible.

16 September 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tempus, ex ac placerat sodales, augue dultristique erat, a facilisis quam ut sem. Vestibulum ut purus sed magna vestibulum felis vel quis tortor. Proin varius eros tempor ex faucibus accumsan. Quisque molestie velit in enim aliquam, et pharetra odio ultrices. Morbi at placerat quam, quis vulputate nunc. Donec accumsan mi ut leo sollicitudin condimentum. Vestibulum gravida lorem ut elit aliquam, vel lacus nisi pellentesque. Phasellus ante tellus, fusce nec nector a, efficitur nec nulla. Maecenas ut ex ipsum. Etiam vitae ipsum massa. Nam a lobortis dolor. In vulputate facilisis ex ac congue. Sed vestibulum hendrerit mauris a sodales. Mauris vehicula dui quam, in tincidunt mauris hendrerit et.

Ut eu sollicitudin magna. Phasellus bibendum convallis nisl, sed lobortis tellus auctor sit amet. Curabitur quis magna bibendum, sagittis mi vel, luctus ligula. Duis eget elit sed eros ullamcorper efficitur. Maecenas non turpis mollis augue maximus fringilla ut eget nibh. Proin dictum, sapien non feugiat maximus, velit enim gravida leo, vitae dignissim est mauris vel mi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Etiam augusto consetetur dictum.

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3989 Henning Driv
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GET NOTICED

SMALLEST SIZE GUIDE

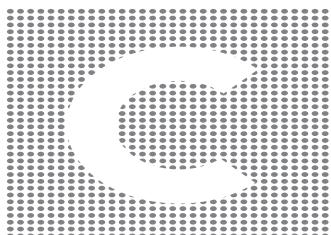


Smallest
size 1 25"

C L E A R
L E D™

Size Guide

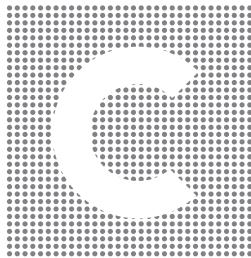
When using the logo below 1.25" use the solid logo as the dot pattern will become difficult to see.



**CLEAR
LED™**



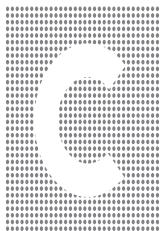
Do not horizontally scale the logos



**CLEAR
LED™**



Do not change the proportions of the logos or move the "ClearLED" words to a different position.



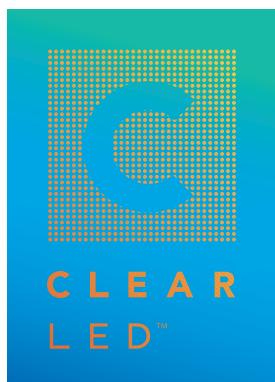
**CLEAR
LED™**



Do not separate the text from the logos or use the text on its own.

CLEARLED

The company name by itself should be used sparingly and only when absolutely necessary to avoid diluting the brand.



Do not use any of the coloured logos over another colour

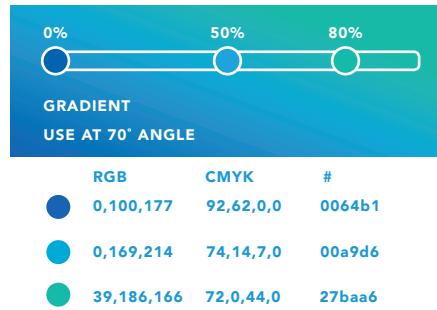


Do not use colours that aren't in the colour palette



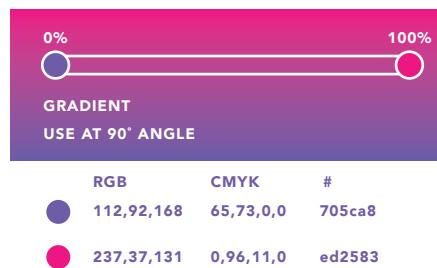
Do not mix colour themes within one design layout

There are four gradient colour themes including grey and white within the brand palette. The company logo, ClearLED, and the tagline, share the same colour palette and rules. **NEVER USE ANY OTHER COLOURS FOR BRANDED MATERIALS.**



USE THE SOLID COLOUR FOR TEXT

DO NOT USE GRADIENT PALETTE COLOURS FOR TEXT

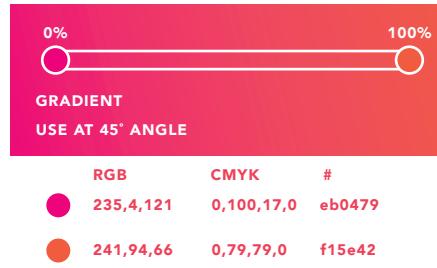


USE THE SOLID COLOUR FOR TEXT

DO NOT USE GRADIENT PALETTE COLOURS FOR TEXT

TEXT CONTENT AND SOLID BACKGROUND COLOUR

RGB	CMYK	#
112,92,168	65,73,0,0	705ca8

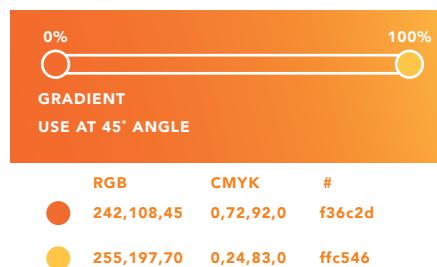


USE THE SOLID COLOUR FOR TEXT

DO NOT USE GRADIENT PALETTE COLOURS FOR TEXT

TEXT CONTENT AND SOLID BACKGROUND COLOUR

RGB	CMYK	#
239,65,88	0,90,58,0	ee4058



USE THE SOLID COLOUR FOR TEXT

DO NOT USE GRADIENT PALETTE COLOURS FOR TEXT

TEXT CONTENT AND SOLID BACKGROUND COLOUR

RGB	CMYK	#
245,130,32	0,60,100,0	f4811f



USE 100% BLACK AS AN ACCENT COLOUR

TEXT CONTENT AND SOLID BACKGROUND COLOUR

RGB	CMYK	#
128,130,133	0,0,0,60	808285

Use one gradient colour theme per page/layout. Do not mix gradient colour themes on one design. Do not use gradient palette colors for text.



Letterhead



Business Cards:

Each employee will be allocated a colour theme according to the following categories:

- Red : Executive
- Blue : General, Administrative
- Purple : Sales
- Orange : R&D, Product Development

Employees should always use their colour application to email footer (email and business cards of each employee should match).

CLEARLED : POSTER

CLEARLED : WALL

CLEARLED : CURVED

Product Theme Colours:

Products are not strictly defined by specific colour themes, but when creating graphics for one unique product line, use the colour themes as specified below:

- Orange : ClearLED Poster
- Purple : ClearLED Wall
- Blue : Other ClearLED Products

A B C D E F G
 H I J K L M N
 O P Q R S T U
 V W X Y Z

a b c d e f g
 h i j k l m n
 o p q r s t u
 v w x y z

FORMAT FOR COMPANY NAMES

When using the company name in a heading, the following format should always be used:

CLEARLED

- "CLEAR" in upper case **Avenir Black (or Avenir Medium Bold)**
- "LED" in upper case Avenir Roman Regular
- At least 80% tracking

When using the company name and the company product in a heading, use the custom bullets (:) to separate the company and the product:

CLEARLED : POSTER

When writing company names in text paragraphs, the following formats should always be used:

ClearLED
 ClearLED Poster
 ClearLED Wall
 ClearLED Curved
 ClearLED Cylinder

FOR HEADINGS USE UPPER CASE AVENIR BLACK

- Or **AVENIR MEDIUM (BOLD)**
- Main headings use 1.3~1.5 line spacing / leading, and at least 80% tracking.
- Larger headings, such as print covers uses 1.3~1.5 line spacing / leading, and at least 190%~200% tracking.

FOR SUB HEADINGS, USE UPPER CASE AVENIR BLACK (OR AVENIR MEDIUM BOLD)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec est vestibulum, sodales diam eget, tempor urna. Donec eget enim facilisis, lobortis ligula nec, convallis magna. Phasellus eget neque id tortor venenatis eleifend eget et augue. Duis non pretium dui. Praesent blandit turpis et porttitor aliquet. Praesent vel tempor lectus, id rutrum erat. Aliquam lacus diam, vulputate et lacus a, mollis pretium leo. Sed commodo mauris massa, at vestibulum arcu tristique non.

Donec at mauris eget libero vehicula faucibus. Sed eu est purus. Duis non purus vel risus tristique porttitor. Curabitur molestie eros at odio tincidunt tempus. Duis congue risus non dignissim laoreet. Curabitur nulla quam, porttitor eu turpis sed, blandit feugiat ligula. Maecenas semper mattis ipsum, ut tempus orci. Morbi eu blandit sapien. Fusce nulla lacus, cursus vel lorem sed, maximus lacinia odio. Nunc ut lectus nisi. Morbi sagittis vel dui nec pharetra.

- For standard body copy use Avenir Book
 - To italicize body copy use Avenir Book Oblique
 - To make body copy bold, use Avenir Heavy (or Avenir Roman Bold)
 - For copy in standard documents by non designers use colour coded round bullet points
- :: For copy laid out by a designer custom bullets can be used "sparingly" if there are only a few bullets per page.

OFFICE & ELECTRONIC CHANNEL TYPEFACE

For email and in files that need to be opened and edited by other offices use the **Arial family** and apply the same typographic stylistic rules such us uppercase headings.



ClearLED Letterhead

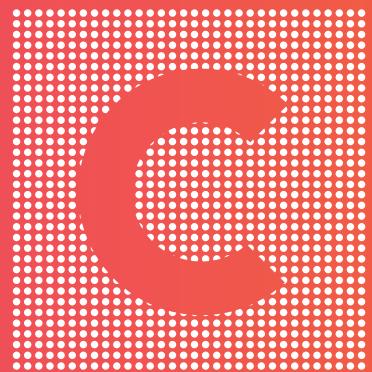
Business Cards: printed on transparent plastic



JIN FAN
CO-FOUNDER + CEO

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Email footer



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G E T N O T I C E D