

# Claria Logo Style Guide



## Formulas for WEB/RGB usages for icon and text:

Blue  
Hex # 0C2577  
RGB 12-37-119

Gray  
Hex # 676767  
RGB 103-103-103



## Formulas for PRINT/CMYK usages for icon and text:

Blue  
PANTONE 280 U  
CMYK 93-75-15-4

Gray  
PANTONE 424 U  
CMYK 50-38-35-23



## Required logo positioning:

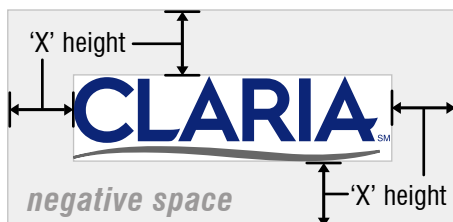
There should be a required amount of 'negative space' surrounding the logo all all times for placement on all usages.

- The 'negative space' is formulated by taking the 'X' height (Figure A.) of the gizmo icon and transferring that height equally around the entire logo (Figure B.).
- This 'negative space' should be blank and NOT contain any graphics or text. All other graphics and text should remain outside this area.

Figure A.



Figure B.



## Techniques to achieve the correct color from Illustrator to Photoshop:

1. If you need to scale up or down any logo, do it in illustrator, providing that you have a resource file that is .ai or .eps.
2. Then bring it into Photoshop as RGB. The image should be isolated, no background colors surrounding it.
3. Do a color overlay with the appropriate color formula.
4. Flatten the color overlay on the image.

## Do's and Don'ts

### Do

- Convert the colors for appropriate usage.
- When scaling, have pref in Illustrator set to 'scale strokes & effects'.

### Don't

- Put the logo over any other color other than white.
- Make the swoosh screened black.
- Change the kerning.
- Layout vertically or in an angle.
- Stroke the letters.