

Brand Identity Manual Guideline

Ver 1.0

CLARITAS The logo graphic for CLARITAS, featuring a stylized white flourish or swoosh that starts under the 'A' and extends to the right, ending under the 'S'.

Signature (logo design)



1. The Horizontal Combination

This variant of our logotype consists of the house-mark and brand name.



2. The Vertical Combination

In this variant, it is the house-mark that dominates. The name Claritas is placed below the house-mark, giving this variant a vertical orientation.

Clear Space



Free Zone

The logotype must be surrounded by a free zone that is equivalent to at least the height of the capital letters in the logotype.



Free Zone

The vertical combination of the house-mark and brand name must be surrounded by a free zone that is equivalent to at least the height of the capital letters in the logotype.

Colours



CMYK

C: 31% M: 100%
Y: 100% K: 45%

RGB

R: 155 G: 0
B: 0

Color Code: # 730000



CMYK

C: 68% M: 61%
Y: 60% K: 49%

RGB

R: 62 G: 62
B: 62

Color Code: # 3E3E3E

1. The Logo Colors

The logo colors for Claritas are Red 100% and Grey 100%.

Secondary Logo - variations



CMYK **RGB**
C: 0% M: 0% R: 255 G: 255
Y: 0% K: 0% B: 255
Color Code: # FFFFFFFF



CMYK **RGB**
C: 68% M: 61% R: 62 G: 62
Y: 60% K: 49% B: 62
Color Code: # 3E3E3E



CMYK **RGB**
C: 0% M: 0% R: 255 G: 255
Y: 0% K: 0% B: 255
Color Code: # FFFFFFFF



CMYK **RGB**
C: 0% M: 0% R: 255 G: 255
Y: 0% K: 0% B: 255
Color Code: # 000000

Secondary Logo – Web icon



This web icon can be shown in light color background .



This web icon can be shown in dark color background .