



BRAND GUIDELINE
quick version

LOGO USAGE

Clean Design's development of the logo system is great but leaves a lot to be desired in terms of versatility. We have to be careful in the placement of logos adjacent to various colors and/or backgrounds. Because the logo contains both a neutral and a range of colors, placement can be a bit difficult in various media.



Try to look at using this primary version of the mark over white or light-grey backgrounds



Using the reverse versions of the logo work best, especially over active/busy backgrounds, when there is an overly of black (set layer or object mode to **“multiply”**) with the opacity/alpha set to at least 65%. Selective gaussian blurring of the underlying photo lends to the legibility of the logo and any accompanying text the graphic may contain.

SPACING



Triangle



Triangle

Always try to be mentally aware of the negative space around the logos.

Spacing tolerances around each logo variation should be no less than **two stacked capital X's at 12pts**. This represents the minimal area any encroaching text or graphics are allowed to be in relation to the logo.

DON'T(S)



The one-color version of the logo is to be used only in **EMERGENCY** situations. Our mark was developed to seemingly be only used in full color or greyscale applications primarily. The one-color version does not work simply because the color variations in the “arrow” make up the distinctive elements and presence of the mark and should not be transposed – especially into one color. It loses its personality and just doesn’t....work.

Use this only when expressly specified by a printer or a particular printing process as well as physical reproductions of the logo.



Never change the colors or sequence of colors in the arrow shape nor in the letter forms of the logo.



Never try to use colors not associated with the brand within the logo.

MORE DON'T(S)

**UNDER NO CIRCUMSTANCES IS THE LOGO EVER TO
BE SKEWED AND TRANSFORMED IN SHAPE**



#respectourbrand



Again, be very selective to which version of the logo you select to be applied over background images. The selection to the left is a poor choice because A.) It is not the reverse version and B.) The background is too busy for the logo to be clearly legible.

95%

In this scenario, this would be the proper way to create separation between the underlying photograph and the applied text and logo. Be cognizant of spacing issues around logos and text. Be sure to give your elements breathing room.

If text or logos or any other graphics are to co-exist with background images, a separation needs to occur. This can be achieved in a number of ways. Drop shadows, dark, light or even colored shapes and boxes can all help achieve the separation to keep images and text legible. Our logo style can be categorized as “flat” so using feathered drop shadows to create separation is prohibited. Instead, try placing dark or light boxes behind text while avoiding covering up the “story” or subject matter in a photograph. Make sure that the logo version chosen is opposite of the object being used to create separation for maximum impact. (ex. If using a black bar/box to create separation, use the reverse version of the logo to create maximum pop and legibility)

TYPOGRAPHY

Primary Typefaces

Gotham

Gotham Thin
Gotham ExtraLight
Gotham Light
Gotham Book

Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

The Gotham family is the chosen type family from Clean Design. In our design aesthetic, it is primarily used in display/headline text purposes and very sparingly used as a body text font. This type family does contain italic type choices however, the family contains a **great range of body weights which work better to draw emphasis** to text, especially in display/headline and subject matter texts.

Gotham XNarrow

Gotham XNarrow Thin
Gotham XNarrow ExtraLight
Gotham XNarrow Light
Gotham XNarrow Book

Gotham XNarrow Medium
Gotham XNarrow Bold
Gotham XNarrow Black
Gotham XNarrow Ultra

The Gotham XNarrow family is what we've chosen to accompany Gotham to use in primarily body text applications. This typeface is best suited for maps, brochures or any document containing heavy amounts of text. In body text applications, using the italic variations of the fonts are acceptable, however, drawing emphasis using contrasting body weights may yield a better result.

TYPOGRAPHY

Secondary Typefaces

Cordale

Cordale Regular

Cordale Italic

Cordale is typically used in conjunction with the Gotham typeface in both display and body text applications. It's usage is primarily for inter-office communications and advertisements, typically of a serious nature.

Roboto
Slab

Roboto Slab Thin
Roboto Slab Light

Roboto Slab Regular
Roboto Slab Bold

Roboto Slab is typically used in conjunction with the Gotham typeface in both display and body text applications. It's usage is primarily for inter-office communications and advertisements, typically of lighthearted nature.



GRAPHIC ELEMENTS & TEXTURES

This mosaic pattern was developed by Clean Design and is primarily used on vehicle wraps – mainly the buses. However, we have used it, very sparingly in advertisements, promotions and internal communications, especially when there is a vehicle featured in the artwork.

Please be cautious to not kill this pattern's aesthetic value by overusing it. It is a unique texture that helps communicate the essence of our brand. Plastering it over every piece of art we produce will diminish its uniqueness and therefor reduce its visual impact.

GRAPHIC ELEMENTS & TEXTURES



There are many other ways to effectively communicate our brand, stay within the brand's perimeters and still stretch the range or the brand's aesthetic.

This triangle pattern, although primarily used in inter-office pieces, still communicate the geometric presence and strength of the GoTriangle brand.

This pattern was created by downloading the browser app at <http://sometuff.ru/1>

GRAPHIC ELEMENTS & TEXTURES



This style guide, in essence, can be used as a demonstration of current design standards for GoTriangle. It's style, cleanliness, strength of geometric structure, all lend to the effectiveness of our newly developed brand. Everything from this guide's speech bubbles to the angled hashing are small details that add personality to the brand and continues the trend of cleanliness and strength.

Do not perceive this guide as rules for rigid design practices, however, do observe it as solid design directions for the brand.

Remember – design rules are meant to be stretched and not necessarily broken.