CLEAVER

Brand Style Guide

Contents

THE BRAND

STANDARDS

The value of consistency

Strong brands have a unique set of visual and verbal assets that, when used consistently, contribute to build a corporate identity. Consistency across relevant touchpoints is critical to building market recognition.

When a brand becomes memorable through consistent repetition, it becomes an asset that can be leveraged to positively influence customer choice and drive growth.

This brand standards document identifies foundational elements with which to build the Cleaver brand. Leverage the Cleaver brand as a valuable asset by using this document to create all new communications with consistency.

WE PROVIDE COACHING, TRAINING AND CONSULTING
TO EVOLVING COMPANIES WHO WANT TO OPTIMIZE
HUMAN CAPITAL BY LINKING THOUGHT LEADERSHIP,
ORGANIZATIONAL DESIGN AND PEOPLE DEVELOPMENT.

WE ARE CLEAVER.

CLEAVER

Approved Logos

All approved logo versions appear on this page. Whenever possible, use only approved, high-res vector artwork disseminated exclusively by Cleaver.

Primary

Secondary

Icon Only

Proper usage

Above all guard the logo and try to ensure it's always treated with respect. This page documents clearspace standards and shows some common logo-use mistakes we should guard the Cleaver logo against.
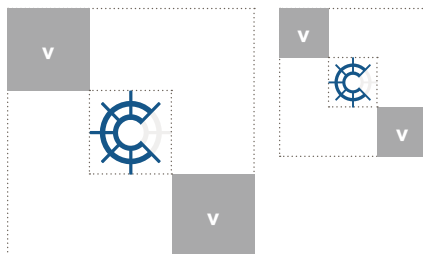
1. Logo clearspace

A minimum clearspace of 'v' (the height of the helm icon in the Cleaver logo) between the logo and other elements.

"v-height"
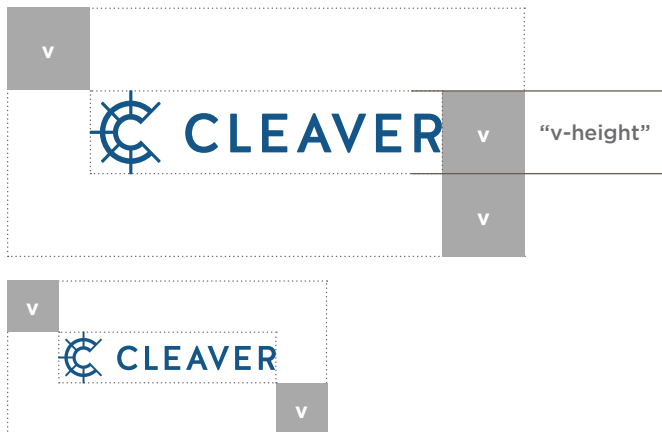
2. Icon Clearspace

When using the icon only, center the icon as if the missing section of the helm is there. This will help center the icon visually.

3. Improper logo use

Below are some common logo-use mistakes to avoid. For further questions, please contact Rick Shaum

Do not alter proportions

Do not use vertical or diagonal

Do not use over busy backgrounds

Do create new taglines or lockups

Do not change colors

Do not warp

Do not create product logos with icon

Do not add drop shadows

Approved typefaces

Careful consideration has been given in selecting typefaces that are not only distinctive but representative of the Cleaver brand. Whenever possible, follow these guidelines when creating new Cleaver branded materials.

Berthold Akzidenz Grotesk

Aa ABCDEFGabcdefg
1234567890

Helvetica

Aa ABCDEFGabcdefg
1234567890

Berthold Akzidenz Grotesk Bold

When creating headlines and subheadlines use 18-24pt

Lorem Ipsum Dolor.

Helvetica*

For typesetting body copy use 8-12pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

*When creating documents in house, use Helvetica for both headlines AND body

Color palette

To ensure consistency across platforms and mediums, always use the appropriate color specifications when creating Cleaver branded materials.

Color palette

PANTONE 2945u
R39 **G**87 **B**140
C92 **M**69 **Y**20 **K**5
#27578C

Primary

PANTONE 716u
R238 **G**130 **B**83
C2 **M**60 **Y**70 **K**0
#EE8253

Secondary

PANTONE 2965
R0 **G**57 **B**75
C100 **M**75 **Y**46 **K**42
00324B#

PANTONE 656u
R237 **G**236 **B**236
C6 **M**4 **Y**4 **K**0
#EDEDED

PANTONE 563u
R117 **G**182 **B**173
C55 **M**11 **Y**35 **K**0
#75B6AD

PANTONE 7443u
R224 **G**216 **B**235
C10 **M**13 **Y**0 **K**0
#E0D8EB

Accent

Graphic devices

When creating Cleaver branded materials, use the following conventions to create graphics and textures.

Graphic devices
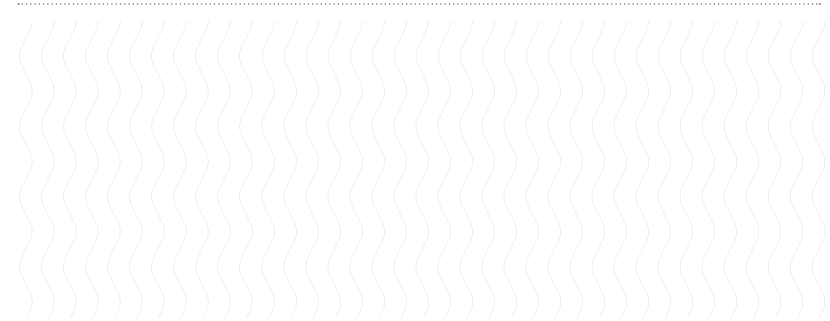
1. Cleaver waves.

2. Color overlay on approved imagery

Email Signature

We recommend using www.htmlsig.com to setup email signatures as shown below.

⚓ **CLEAVER**

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*When creating documents in house, use Helvetica

CLEAVER

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