Brand Guidelines

Clever

Intro

Our brand represents a strong point of view that sets us apart. When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of the brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.

Contents

Brand Messaging

Category statement / positioning

Clever is the platform powering digital learning for schools.

What is it:

A brief statement of answer the "What is it?" question in its simplest from.

How to use it:

Externally-facing. Can be used with an adjective ahead of platform "leading, widely-used, etc."

Mission Statement

To connect every student to a world of learning.

What is it:

Used interchangeably with a brand purpose statement, a mission statement that answers the question "What is our reason for being?"

How to use it:

This can also be used to ground a story or presentation. When focusing on what we're investing in / doing today, grounding with a mission statement can help bring that narrative to life.

Headline

Where digital learning works.

What is it:

A pithy statement that captures our brand essence and promise.

How to use it:

Can be used as a campaign headline or big picture idea.

How not to use it:

This should never be used in a sentence, as this will dilute its effectiveness.

Clever company description

We securely connect the data and applications that schools rely on to make digital learning work better, for everyone.

What is it:

This is the short company description that answers the question of "What does Clever do?"

How to use it:

This is an externally facing description that should be used when describing the Clever brand. Supporting content can be added, but this is how we should describe Clever.

Clever Vision

To advance education with technology that works for students everywhere.

What is it:

This is an aspirational, long-term statement that explains where our mission will lead us answers the question "What are our hopes and dreams for tomorrow?"

How to use it:

Externally-facing statement used to inspire internal and external audiences. This can be used to ground a presentation or story with what we're focusing on in the future.

Logo

Logotype

To create the logo, the Euclid Circular B font is used with a detailed spacing between characters.
This logotype is the main option and should be used whenever possible.

The Clever logotype should never be hard to see or recognize. It can be as big as possible within a layout as long as it respects the margins. It should never be used more than once in the same layout.

See pages 13 & 14 for information on clear space. and minimum size. See page 17 for information on color usage.

[Download logo files here.](#)

Mark

Clever's mark is the first letter of the name. This version of the logo was created for use on special occasions.

The mark should be used sparingly and only in situations where the use of the full logotype is not advisable such as for favicons and social media icons.
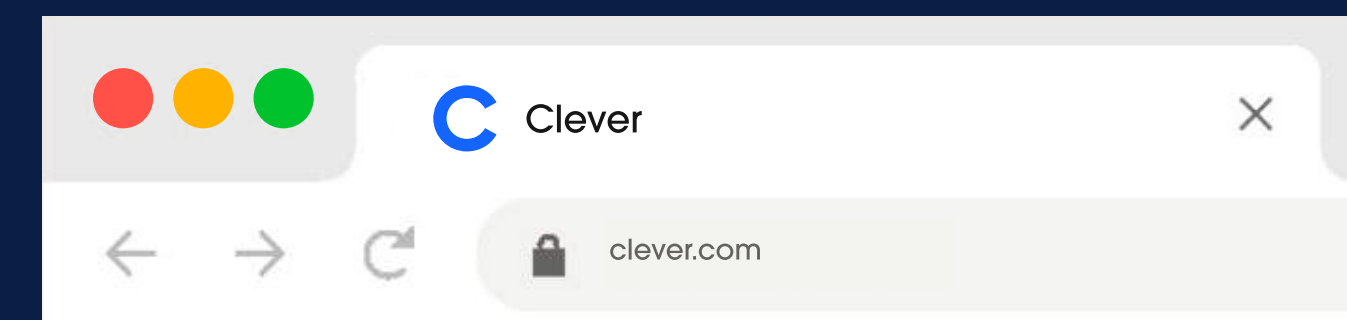
Clear Space

Clear space is the area surrounding the entire mark. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

For the logotype, clear space is measured in relation to "X", which equals the height of the letter "C". Minimum clear space should be equal to or greater than 1X on all four sides of the mark.

For the mark, clear space is measured in relation to "X", which equals the indent between the upper and lower ends of the letter C. Minimum clear space should be equal to or greater than 2X on all four sides of the mark.

Clever

1X

2X

1X

Scalability

The logotype lockup's minimum size is 20 px for digital and 0.4" for print.

**Clever** — 200 px

Clever — 150 px

Clever — 100 px

Clever — 60 px

Clever — 40 px

Clever — Minimum size → 20 px

Incorrect Usage

① Do not apply a stroke to the logotype
② Do not apply drop shadow or effects to the logotype
③ Do not apply a non-brand color to the logotype
④ Do not rotate the logotype
⑤ Do not outline or create a keyline around the logotype
⑥ Do not distort the logotype in any way
⑦ Do not flip or alter the logotype in any way
⑧ Do not use the logotype as a framing device for imagery
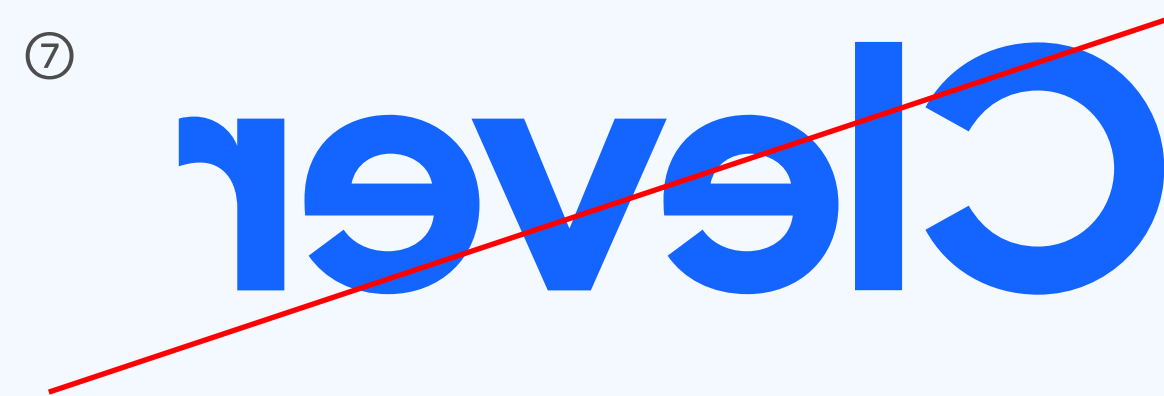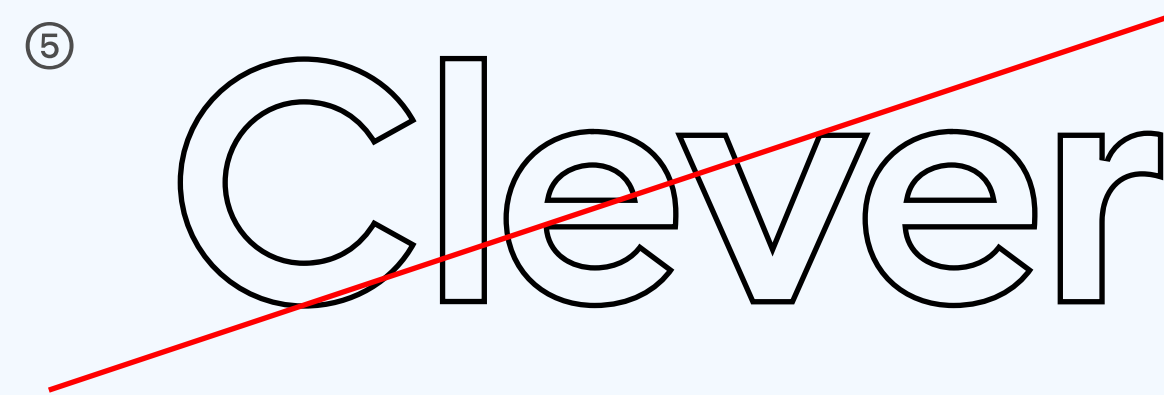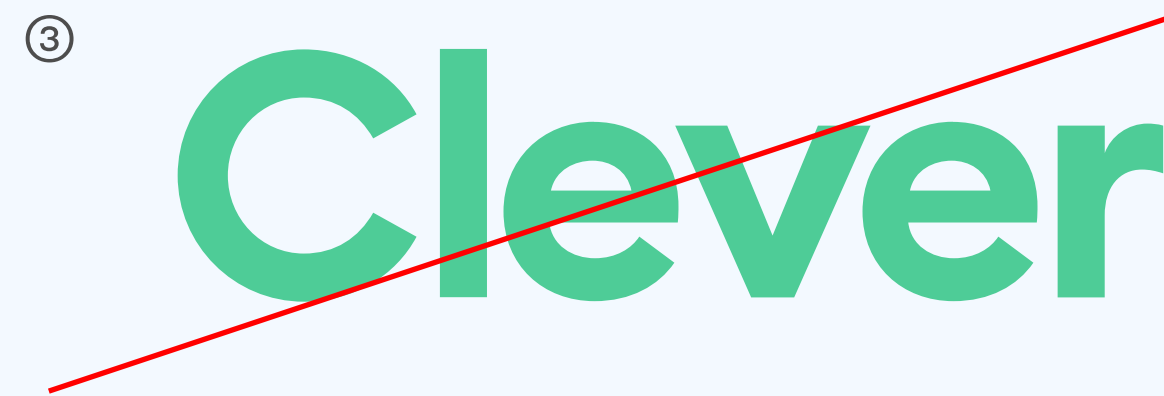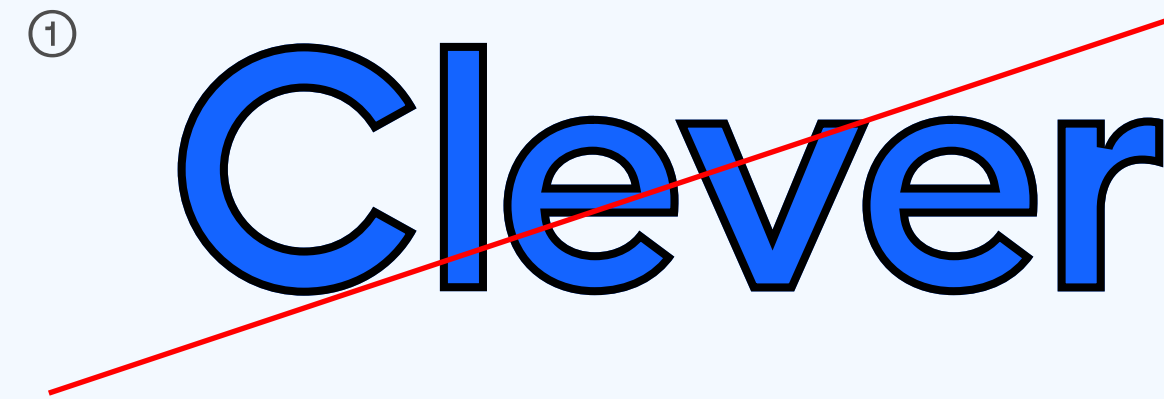
Logo Partnerships

Clear space is the area surrounding the entire mark. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

For the logotype, clear space is measured in relation to "X", which equals the height of the letter "C". Minimum clear space should be equal to or greater than 1X on all four sides of the mark.

When engaging partnerships with brands, there should always be at least 1X spacing between the two logos to maintain their integrity. No logo should be vastly larger than the other. There should be an equal visual balance.

Color

Primary Palette

These three colors are the main corporate ones. The base color is blue, and is used as the main color for the logo. Each color can be used as a background color. The logo can also be filled with white if it is used on a dark navy background. See page 20 for information on color usage.

HEX: #1464FF
RGB: 20, 100, 255
CMYK: 92, 61, 0, 0

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

HEX: #0A1E46
RGB: 10, 30, 70
CMYK: 86, 57, 0, 73

Secondary Palette

Complementary colors are used to fill branded shapes. Black color is used only for filling text. Light blue can be used as a background fill.

HEX: #1C1C1C
RGB: 28, 28, 28
CMYK: 0, 0, 0, 89

HEX: #DAEBFF
RGB: 218, 235, 255
CMYK: 15, 8, 0, 0

HEX: #FFE478
RGB: 255, 228, 120
CMYK: 0, 11, 53, 0

HEX: #F78239
RGB: 247, 130, 57
CMYK: 0, 47, 77, 3

HEX: #4ECC97
RGB: 78, 204, 151
CMYK: 62, 0, 26, 20

Logo Color Applications

This slide shows the rules for using the logo on a colored background. The background color for the logo can be only these colors — signature blue, white, dark navy, light blue, orange and green. The logo can be filled in only two colors — corporate blue or white. On an orange and green background, the logo can only be used with a white fill.

Other color combinations are not allowed.

Color Accessibility

Color accessibility enables people with visual impairments or color vision deficiencies to interact with digital experiences in the same way as their non-visually impaired peers.

The colors shown to the right that are not crossed out, comply with WCAG AA contrast standards when used with the background color shown. All crossed-out colors DO NOT comply with WCAG AA contrast standards when used with the background color shown.

Reference the guide to the right to ensure Clever's branding is accessible to all.
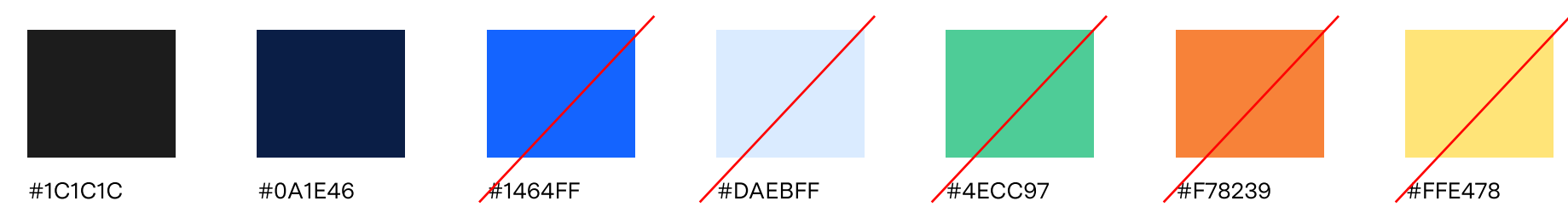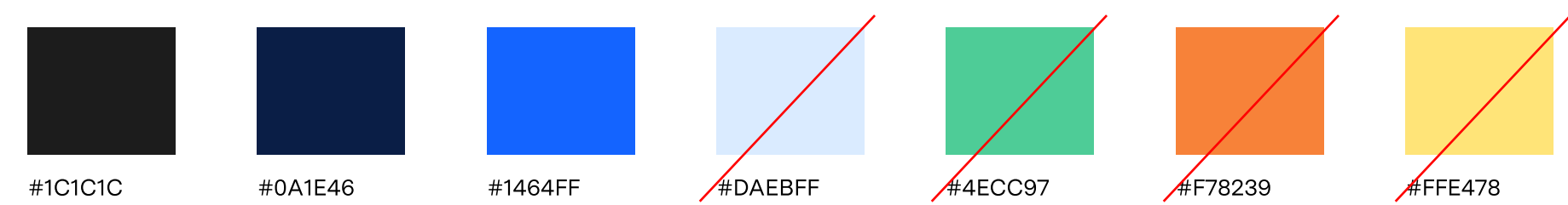
Normal text: 16 pt and below

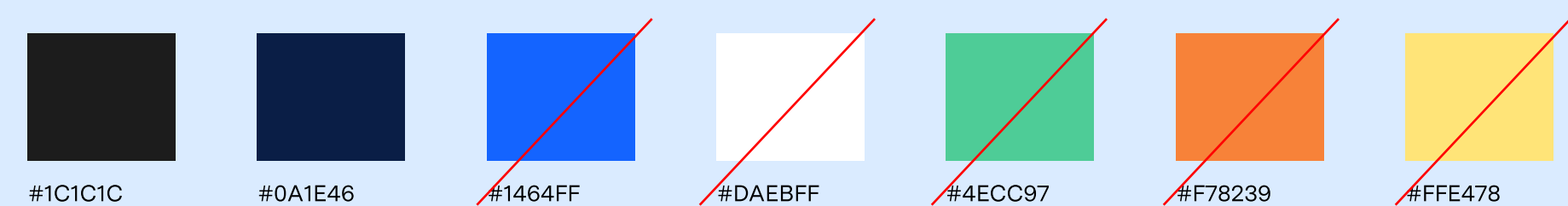|						
#FFFFFF	#DAEBFF	#F78239	#FFE478	#4ECC97	#1464FF	#1C1C1C

Large text: 18pt and above

#FFFFFF	#DAEBFF	#F78239	#FFE478	#4ECC97	#1464FF	#1C1C1C

Normal text: 16 pt and below

#1C1C1C	#0A1E46	#1464FF	#DAEBFF	#4ECC97	#F78239	#FFE478

Large text: 18pt and above

#1C1C1C	#0A1E46	#1464FF	#DAEBFF	#4ECC97	#F78239	#FFE478

Normal text: 16 pt and below

#1C1C1C	#0A1E46	#1464FF	#DAEBFF	#4ECC97	#F78239	#FFE478

Large text: 18pt and above

#1C1C1C	#0A1E46	#1464FF	#DAEBFF	#4ECC97	#F78239	#FFE478
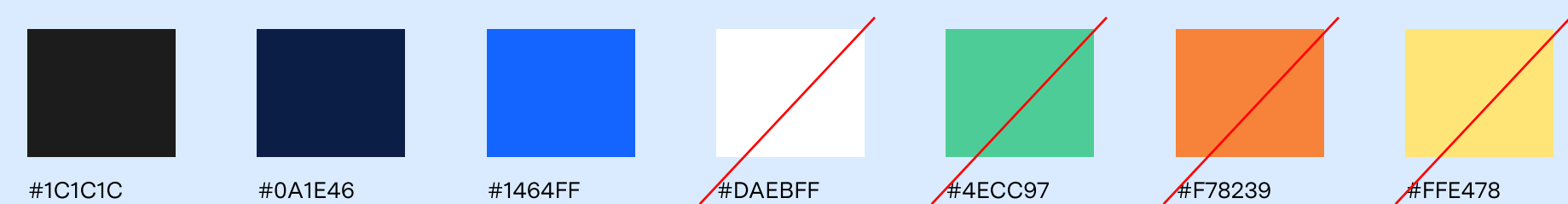
Color mode for District admins

Background color can be dark navy or light blue.
You can combine photo content with color shapes, but no more than two color shapes per layout.

At the top of the slide are examples of the use of color backgrounds and allowed color options for shapes.

Color shape are always strictly located behind the photo. The photo covers 20-40% of the color shape.

Primary Background

Secondary Background
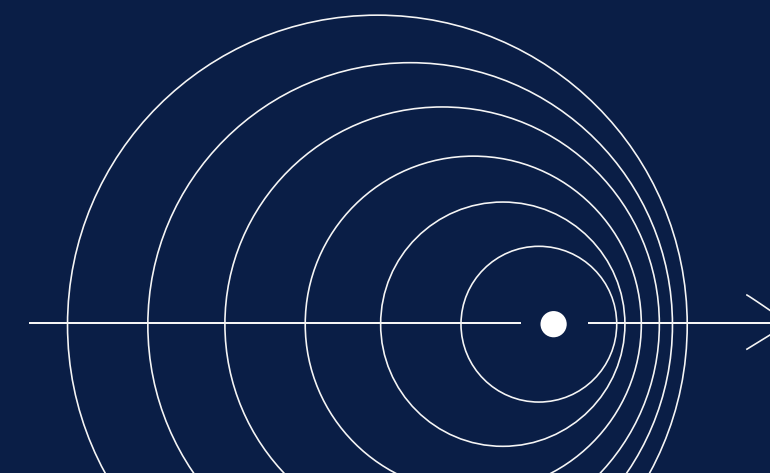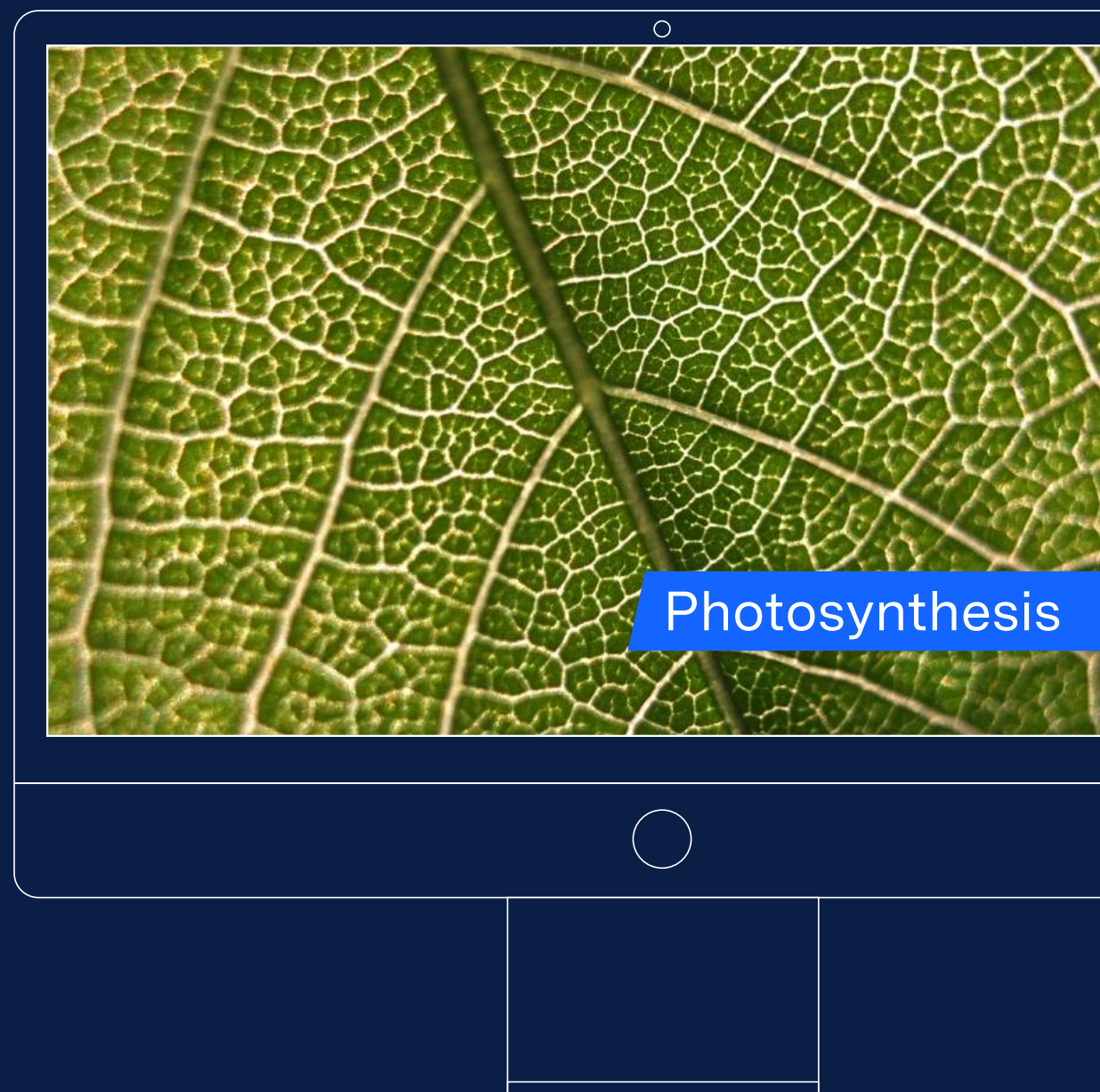
Text + Illustrations

Primary Accent Color

Accent Color

Accent Color

Accent Color

Text + Illustrations

One place.
All are welcome.

Photosynthesis

Color mode for K-12 students

This color mode has two color options — white and branded blue. The number of color shapes is also limited, you can use no more than two colors.

At the top of the slide are examples of the use of color backgrounds and allowed color options for shapes. When using the corporate blue color, the use of colored figures is not allowed.

The photo covers 20-40% of the color shape. The vector illustration is filled with black only. Color shapes can use any color from the palette except white, dark navy or light blue.

Primary Background + Text

Secondary Background

Secondary Background + Accent color

Accent Color

Accent Color

Accent Color

Text + Line Illustrations

Connect to a world of learning.

Typography

Heading Typeface

ABC Arizona Mix is a soft and neat serif with humanistic character forms. Use this font only for headings and only in the specified style (Regular). To maximize the contrast between the headlines and the body copy, ABC Arizona Mix should be used at large sizes whenever possible. We recommend you use the standard character set, which has the 'a' with the ascender.

ABC Arizona Mix is available for licensing **here**

ABC Arizona Mix — Regular — Dinamo

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz 0123456789

ABC
Arizona Mix

Body Typeface

This font is a modern geometric sans serif and should only be used for descriptive text (Body text).

Messina Sans is available for licensing **here**

Messina Sans — Book — Luzi Type Foundry

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz 0123456789

Messina
Sans

Type-Setting

Alignment: Typography should only ever be left-aligned. Never right-align or force-justify typography.

Case: When setting typography, sentence case should always be used. The first word in a sentence is written with a capital letter, all subsequent words with a small letter.

Tracking: Do not change this value in all cases

Leading: Use the value shown in the examples on the right for specific cases.

See best practices to the right.

Display Headlines → ABC Arizona Mix - Regular, Leading = 95%, Kerning: Optical, Tracking: 0%

One place. All are welcome.

Subheaders, Short Paragraphs → ABC Arizona Mix - Regular, Leading = 95%, Kerning: Auto, Tracking: 0%

Because they were born to learn.

Body Copy → Messina Sans - Book, Leading = 135%, Kerning: Auto, Tracking: 0%

With secure accounts, simplified logins, and a digital classroom to love, educators can ensure students are ready on the first day, and every day, with Clever. More than 10,000 districts are going Back to School with Clever.

Please note that many of the images and illustrations used in these guidelines are not owned or licensed by Clever, and are intended only to illustrate the brand mechanics. Under no circumstance should you use any photo or example in the guide for any kind of public facing communications.

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in a Clever communication.

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Clever Brand, please contact the Clever Marketing Team.

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Clever