

Clear Vision Eau Claire Logo & Brand Guide



LOGO DESIGN

- Logo includes 3 elements: name, river/woods graphic, web address
- Never rearrange elements of the design
- Never recreate elements or replace with something else
- Never add effects (bevel, drop shadow, emboss, outline, etc)
- Never change logo's orientation

COLOR OPTIONS

- Logo should be used in full color whenever possible
- If only one color is available, logo can be printed in black or greyscale; no other colors should be used
- Never switch colors within logo

LOGO BACKGROUND

- Logo should be used on a WHITE BACKGROUND for maximum impact and clarity; especially if placing logo over a photograph

RESIZING LOGO

- Always resize proportionally; never stretch or distort logo (choose "lock aspect ratio" before resizing)
- If reducing size, make sure website along bottom of logo remains easy to read
- Never crop logo

CLEAR SPACE

- Always maintain sufficient clear space around all sides of the logo

TRADEMARK SYMBOL

- No Trademark, Register, Copyright symbol should accompany Clear Vision logo

LOGO POSITION

- Document: Preferred position is TOP-LEFT or TOP-RIGHT
- Power point slide: Preferred position is lower right corner; if that position interferes with slide information, logo may be omitted from that slide
- Signage or Other: Position logo appropriately based on size and content; adhere to other logo guides
- If a second logo is included (ie. action team logo), some separation is desired; adhere to other logo guides

DOCUMENT TYPEFACE

- We recommend a standard easy-to-read font style such as Calibri, Arial, or Times Roman
- Be cautious about using multiple font styles, sizes, or highlights; this may create a visually disjointed document

QUESTIONS ABOUT LOGO USE

- Email to: EauClaireClearVision@gmail.com