ClevX
USAGE AND STYLE GUIDE

clevX

clever eXtensions

$a : b = b : c$
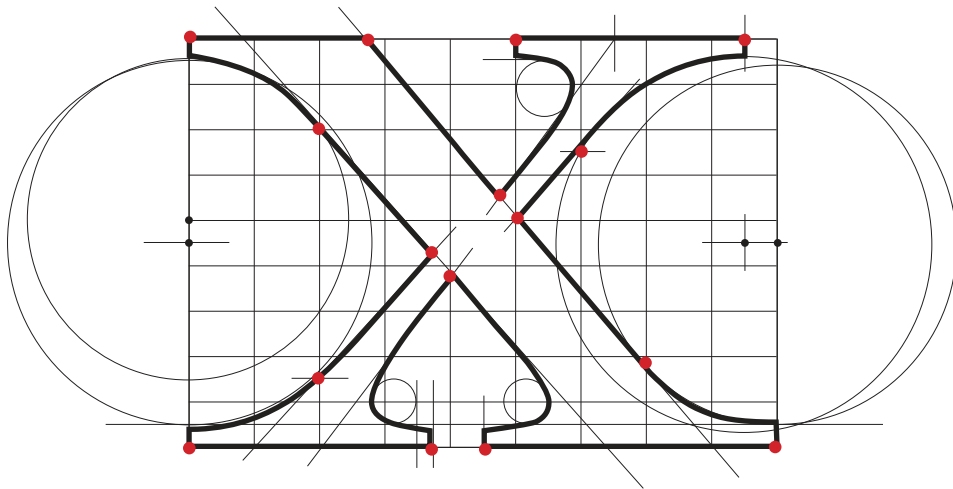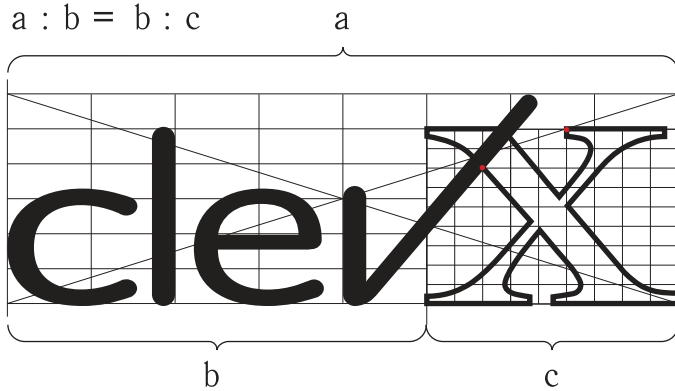
1. LOGO

Two fonts of different styles are used as a basis for the logo. The main text "clev" uses the Verdana font of regular style and is written in lowercase characters. The edges of the letters are rounded. The character width and spacing are adjusted manually. The letter "X" uses the AGGalleon font of bold style.

2. DESIGN

The logo is designed according to the "golden ratio" principle, where the longer part is the text "clev", and the smaller part is the letter "X".

The letter "X" is designed separately based on the classical font design pattern by Giovanni Piranesi. As a whole, the logotype fits in a rectangle which proportionally makes half of the "golden section". The modular grids and designs are attached.

3. CORPORATE COLORS

The logo uses two colors: black (basic) and blue (subsidiary). The blue color is composed of Cyan 80% and Magenta 50%, which corresponds much to Pantone 2727 CVC. The black color is Black 100%.

4. SLOGAN

The slogan spells out the logo as "clever extensions" and serves to reinforce the logo itself. The slogan uses the Verdana and AGGalleon fonts. The height of the main font is decreased by 10%; the character spacing is set at 50 points. The two words are separated by a double space. The letter "t" slightly overlaps the space of the adjacent letter "X" to ensure enhanced readability. The blue color of the slogan is the same as that of the logo. Instead of the black color, the grey color is used (Black 85%).

Recomended sizes
Texted version: min 20 mm height.
Nontexted: min 4 mm height.

DataLock™

main line

for the site and color promo materials

color

for the b/w
promo materials

b/w
direct tracing

for the emboss
on ribbon

b/w
return tracing

for the silver/golden DataLock

additional line (for the site and color promo materials)

blue direct tracing	grey direct tracing	blue return tracing	grey return tracing	this texted variant is possible only on color bar

AutoSIGN™

main line

for the site and color promo materials

color

for the b/w
promo materials

b/w
direct tracing

for the emboss
on ribbon

b/w
return tracing

for the silver/golden AutoSIGN

additional line (for the site and color promo materials)

blue
direct tracing

grey
direct tracing

blue
return tracing

grey
return tracing

this texted variant
is possible
only on color bar

BrandPAD™

main line

for the site
and color promo materials

color

for the b/w
promo materials

b/w
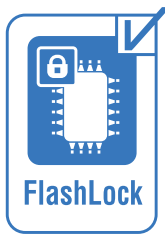direct tracing

for the emboss
on ribbon

b/w
return tracing

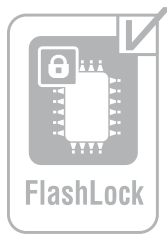for the silver/golden BrandPAD

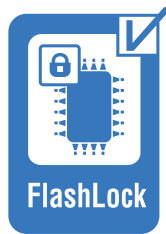## additional line (for the site and color promo materials)

blue
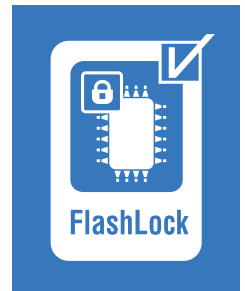direct tracing

grey
direct tracing

blue
return tracing

grey
return tracing

this texted variant
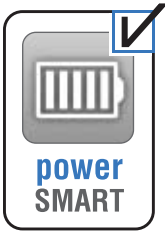is possible
only on color bar

BackupPad Inline™

main line

for the site and color promo materials

for the b/w
promo materials

for the emboss
on ribbon

color

b/w
direct tracing

b/w
return tracing

for the silver/golden RFID Inline

additional line (for the site and color promo materials)

blue direct tracing	grey direct tracing	blue return tracing	grey return tracing	this texted variant is possible only on color bar

FlashLock™

main line

for the site and color promo materials

for the b/w
promo materials

for the emboss
on ribbon

color

b/w
direct tracing

b/w
return tracing

for the silver/golden FlashLock

additional line (for the site and color promo materials)

blue direct tracing	grey direct tracing	blue return tracing	grey return tracing	this texted variant is possible only on color bar

PowerSmart™

main line

for the site and color promo materials

for the b/w
promo materials

for the emboss
on ribbon

color

b/w
direct tracing

b/w
return tracing

for the silver/golden PowerSmart

additional line (for the site and color promo materials)

blue
direct tracing

grey
direct tracing

blue
return tracing

grey
return tracing

this texted variant
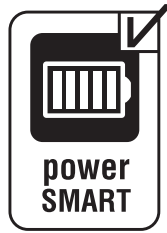is possible
only on color bar

DataMouse™

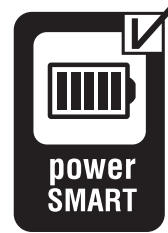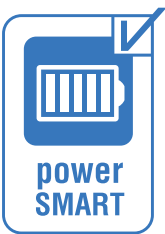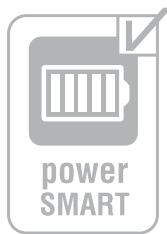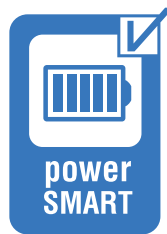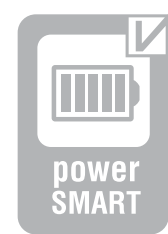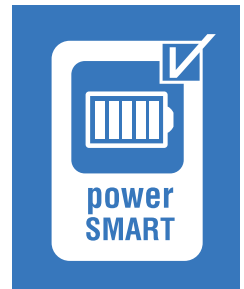## main line

for the site and color promo materials

color

for the b/w
promo materials

b/w
direct tracing

for the emboss
on ribbon

b/w
return tracing

for the silver/golden DataMouse

additional line (for the site and color promo materials)

blue direct tracing	grey direct tracing	blue return tracing	grey return tracing	this texted variant is possible only on color bar

FlashBack™

main line

for the site and color promo materials

color

for the b/w
promo materials

b/w
direct tracing

for the emboss
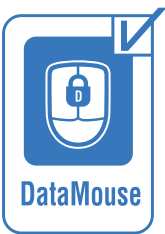on ribbon

b/w
return tracing

for the silver/golden FlashBack

additional line (for the site and color promo materials)

blue
direct tracing

grey
direct tracing

blue
return tracing

grey
return tracing

this texted variant
is possible
only on color bar

SoftLock™

main line

for the site and color promo materials

for the b/w
promo materials

for the emboss
on ribbon

color

b/w
direct tracing

b/w
return tracing

for the silver/golden SoftLock

additional line (for the site and color promo materials)

blue
direct tracing

grey
direct tracing

blue
return tracing

grey
return tracing

this texted variant
is possible
only on color bar

RFID Inline™

main line

for the site and color promo materials

color

for the b/w
promo materials

b/w
direct tracing

for the emboss
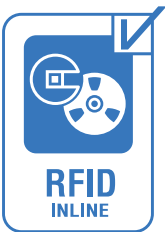on ribbon

b/w
return tracing

for the silver/golden RFID Inline

additional line (for the site and color promo materials)

blue direct tracing	grey direct tracing	blue return tracing	grey return tracing	this texted variant is possible only on color bar