

Clara Logo

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Clara Monogram

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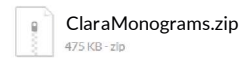
Clara Logo



Clara's visual identity—logo, graphic symbol, colors, etc.—is the result of a design process that emphasizes the various elements of the company's identity. The Clara logotype consists of two elements: the wordmark and its symbol. These two elements are the enterprise visual identity cornerstone.

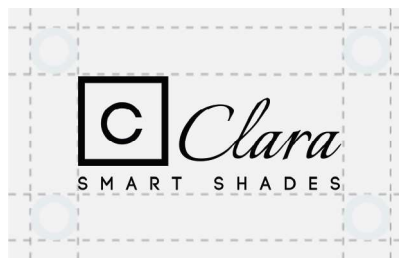


Clara Monogram



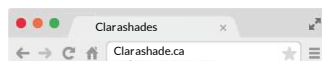
Clear Space

The logo's clear space refers to the area on a page that is free of graphics and text. Clarity and readability are essential to facilitate recognition and maximize the impact of visual identity. It is important to respect a clear space in order to isolate the visual identity from surrounding graphics. This rule applies to all circumstances—whenever possible—for all uses, outputs, and versions. As shown in the illustration, the minimum clear space is determined by the "O" of the logotype.



Favicon

Our symbol, quite recognizable, is used in several ways. It composes, for instance, our favicon that is similar throughout our website and different products.



Misuses

The following examples demonstrate inappropriate usage of our logo. These kinds of misuses are to be avoided to prevent our overall brand identity from being altered. The strength of our corporate identity depends on it. Therefore, please be careful, and always rely on to this brand book whenever you need to refer to the Clara Shade identity.

When it comes to our logo, you cannot:



Create a texture out of it



When it comes to our logo, you cannot:



Rotate it



Add a stroke to it



Degrade its colors



Make additions to it



Add a background to it



Add a custom tagline

Typography

Clara's visual identity logo, graphic, various Clarafntos.zip company's identity symbol. These two elements are the e

Clara Shade™'s typography is essentially based upon three strong and original fonts that are fully part of our corporate visual strategy that weaves about a clean, efficient and easy feeling. To ensure a consistent look, please make sure that fonts are used in a consistent manner.

Lato Typeface

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry Łęka, with support from Google.

Font can be downloaded [here](#).

Italianno Typeface

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Clara shades

Font can be downloaded [here](#).

Usage

HTML

```
<link href="http://fonts.googleapis.com/css?family=Lato" rel="stylesheet" type="text/css">
```

CSS

```
font-family: "Lato", sans-serif;
```

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

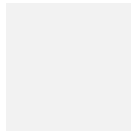
Lato
Weight: 100
Style: normal

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)*

Lato
Weight: 100
Style: normal

Colours



#F2F2F2

RGB
242, 242, 242

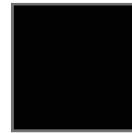
CMYK
0.00 0.00
0.00 0.05



#FFFFFF

RGB
255, 255, 255

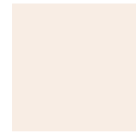
CMYK
0.00 0.00
0.00 0.00



#000000

RGB
0, 0, 0

CMYK
0.00 0.00
0.00 1.00

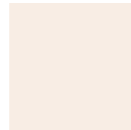


#F8EDE4

RGB
248, 237, 228

CMYK
0.00 0.04
0.08 0.03

Accent color



#F8EDE4

RGB
248, 237, 228

CMYK
0.00 0.04
0.08 0.03