

BRAND GUIDELINES **DOCUMENT**  
visual assets

**CLEARPATH**  
COACHING AND CONSULTING

## BRANDING

### PRIMARY LOGOTYPE

Two-color, Lapis Lazuli (primary brand color) and Indigo Dye (secondary brand color).

To be used against white backgrounds.

**CLEARPATH**  
COACHING AND CONSULTING

### PRIMARY LOGOMARK

One-color (Indigo Dye or secondary brand color in any given palette).

To be used against white backgrounds or any of the secondary palette backgrounds.



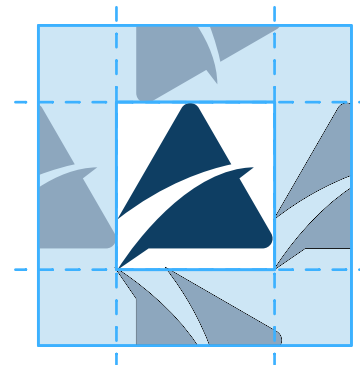
## LOGOTYPE CLEARSPACE

Clearspace around the logo is equal to the cap width of the first C all around.



## LOGOMARK CLEARSPACE

Clearspace around the mark is equal to the half the mark's width all around.



# BRAND COLORS

## PRIMARY

## SECONDARY

### LAPIS LAZULI

hex #13578A  
r 19  
g 87  
b 138

pms 7462 C  
c 95%  
m 69%  
y 22%  
k 6%

### INDIGO DYE

hex #0C3E63  
r 12  
g 62  
b 99

pms 7694 C  
c 99%  
m 77%  
y 37%  
k 25%

# SUPPORTING COLORS

## ACCENT

## COPY BACKGROUND

## BODY COPY

### MAIZE

hex #F5E663  
r 245  
g 230  
b 99

pms 100 C  
c 5%  
m 4%  
y 75%  
k 0%

### WHITE

hex #FFFFFF  
r 255  
g 255  
b 255

pms 11-4001 TPG  
c 0%  
m 0%  
y 0%  
k 0%

### ONYX

hex #444444  
r 68  
g 68  
b 68

pms 446 C  
c 65%  
m 60%  
y 60%  
k 44%

## SECONDARY PALETTE

### CADET GRAY

hex #8DA7BE

r 141  
g 167  
b 190

c 46%  
m 27%  
y 16%  
k 0%

pms 7691 C

### COLUMBIA BLUE

hex #CDE6F5

r 205  
g 230  
b 245

c 18%  
m 3%  
y 1%  
k 0%

pms 600 C

### VANILLA

hex #FAF2B1

r 250  
g 242  
b 177

c 2%  
m 1%  
y 38%  
k 0%

pms 600 C

## ALT LOGOS

### INVERTED

One-color (white or sufficiently light secondary color) to be used against dark, solid backgrounds.



### SECONDARY PALETTES

For a softer appearance on a low contrast, almost pastel background.



## STACKED LOGO

Differently arranged logomark to better occupy vertical or square real estate.

Abbreviated logo arranged in a stack.

CLEAR  
PATH  
COACHING AND  
CONSULTING

CLEAR  
PATH  
COACHING

# TYPOGRAPHY

## HEADLINES

Montserrat Bold +All Caps, Indigo Dye

LOREM IPSUM DOLOR EST SIT AMET

Montserrat Bold +Small Caps, Onyx

LOREM IPSUM DOLOR EST SIT AMET

Montserrat Bold +All Caps, White (vs Lapis Lazuli)

LOREM IPSUM DOLOR EST SIT AMET

Montserrat Bold +Small Caps, Maize (vs Lapis Lazuli)

LOREM IPSUM DOLOR EST SIT AMET

## SUBHEADS

Montserrat SemiBold, Lapis Lazuli

Lorem Ipsum Dolor Est Sit Amet

Montserrat SemiBold, White (vs Lapis Lazuli)

Lorem Ipsum Dolor Est Sit Amet

Montserrat SemiBold, Maize (vs Lapis Lazuli)

Lorem Ipsum Dolor Est Sit Amet



## BODY CONTENT

Roboto Light, Onyx

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Roboto Medium, Onyx

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Roboto Medium, White (vs Lapis Lazuli)

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## ACCENTED CONTENT

Roboto Medium, Indigo Dye (with Roboto Light, Onyx)

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Roboto Medium, Lapis Lazuli (with Roboto Light, Onyx)

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Roboto Bold, Lapis Lazuli (with Roboto Medium, Onyx)

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Roboto Medium, Maize (with Roboto Light, White; vs Lapis Lazuli)

Clear Path Coaching and Consulting

Roboto Bold, Maize (with Roboto Medium, White; vs Lapis Lazuli)

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# MIX-N-MATCH COLORS PRIMARY LOGOTYPE VS...

Black background



Cadet Gray background



Columbia Blue background



Vanilla background



Maize background






Onyx background



White background



-  APPROVED PAIRING
-  USABLE BUT NOT RECOMMENDED
-  POOR PAIRING

# SECONDARY PALETTE (BLUES) LOGOTYPE VS...

Black background

Lapis Lazuli background



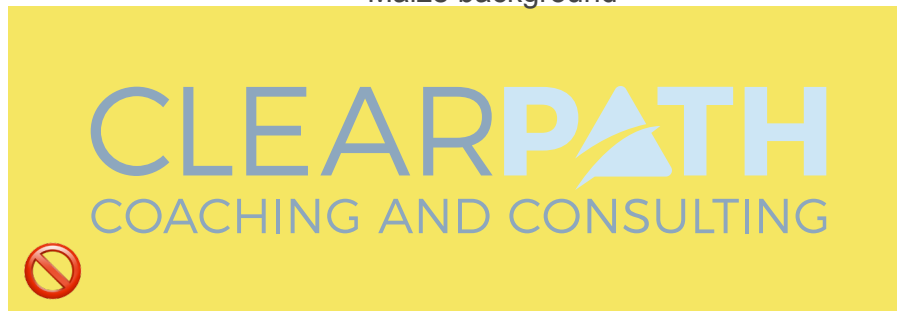
Indigo Dye background

Vanilla background



Maize background

Onyx background



White background



## SECONDARY PALETTE (YELLOW) LOGOTYPE VS...

Black background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



Indigo Dye background



Onyx background



White background



# ONE-COLOR (WHITE) LOGOTYPE VS...

Black background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



Indigo Dye background



Onyx background



Vanilla background



Maize background



# ONE-COLOR (BLACK) LOGOTYPE VS...

White background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



Indigo Dye background



Onyx background



Vanilla background



Maize background



# ONE-COLOR (ONYX) LOGOTYPE VS...

White background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



Indigo Dye background



Black background



Vanilla background



Maize background



# CONTENT BACKGROUND TREATMENTS

**SOLID**  
PRIMARY  
BRAND PALETTE



**SECONDARY**  
BRAND PALETTE





**GRADIENT**  
HIGH CONTRAST



LOW CONTRAST



LOGOMARKED



**MIXED**

LOGOMARK WITH GRADIENT

