

CLARA ONLINE LOGO USAGE GUIDELINES

Last Updated November 7, 2007

Purpose of These Guidelines

These guidelines give you an information of how to use the clara online logo in your website, brochure or advertisement materials, etc.



Color

1. Full Color

[CMYK]

Yellow: C 0 / M 37 / Y 100 / K 0 (DIC 122)

Blue: C 100 / M 85 / Y 48 / K 20 (DIC 435)

Black: C 0 / M 0 / Y 0 / K 85

[RGB]

Yellow: R 255 / G 180 / B 0

Blue: R 0 / G 50 / B 85

Black: R 75 / G 75 / B 75



2. Black and White

Solid color (Black and White) is available. Black logo need a white background and White logo need a black background.

[CMYK]

Black: C 0 / M 0 / Y 0 / K 100

White: C 0 / M 0 / Y 0 / K 0

[RGB]

Black: R 0 / G 0 / B 0

White: R 255 / G 255 / B 255



3. Gray

[CMYK]

C 0 / M 0 / Y 0 / K 50

[RGB]

R 160 / G 160 / B 160



Space

Maintain a clean and uncluttered space around the logo.
“X” is height of letter “C” in logotype.



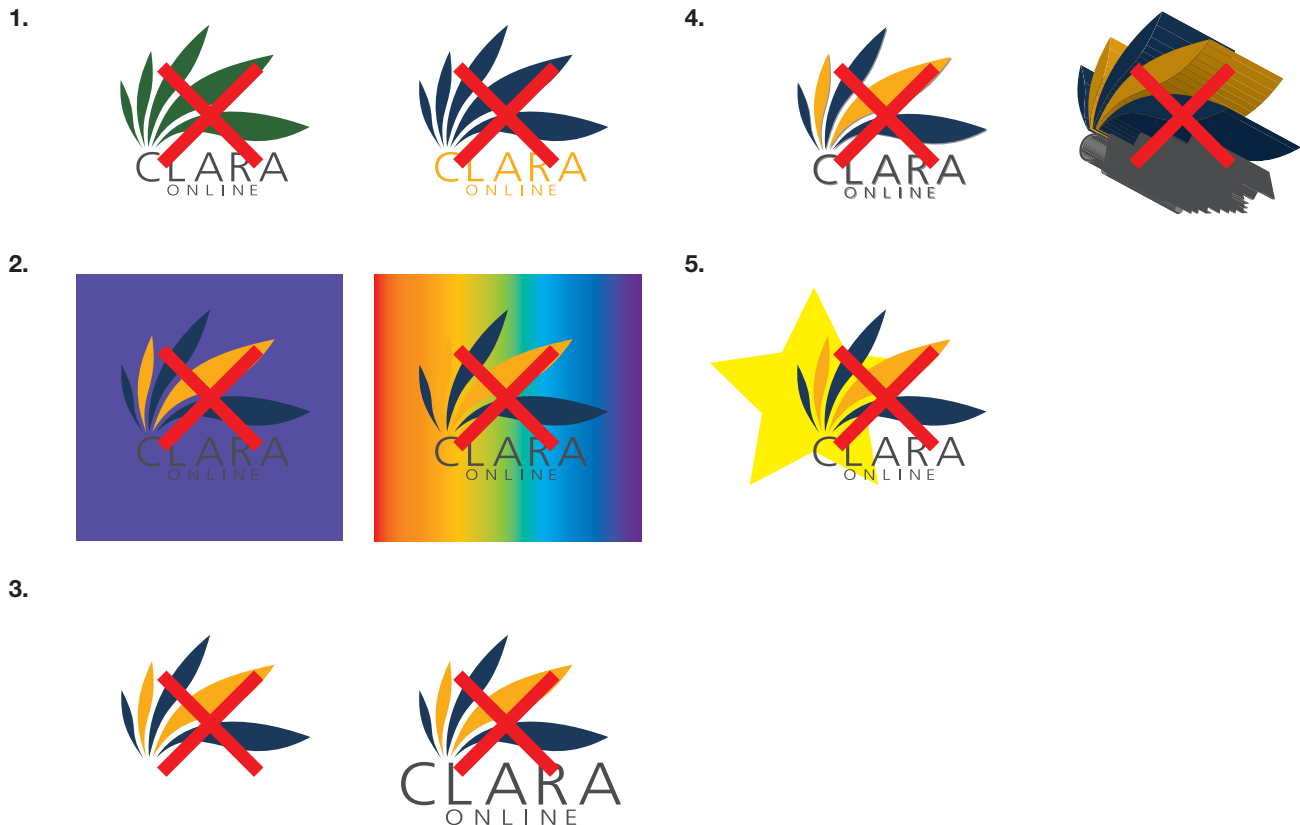
Minimum Size

Minimum size of logo is 1.5 cm.



Improper Use

1. Do not change the color of logo.
2. Do not place the logo on a patterned or colored background.
3. Do not change the shape, size or parts of logo.
4. Do not add any effects including shadow, gloss, 3D, etc.
5. Do not add any other graphics.



Contact

If you have any questions, please contact us at press@clara.ad.jp