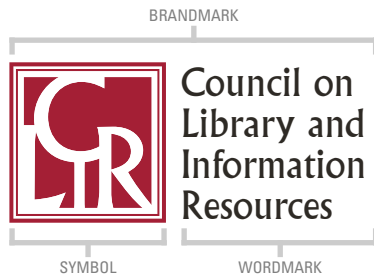


CLIR Brand Guidelines

July 2017

CLIR BRAND

The CLIR brandmark consists of two parts: a symbol and wordmark. The symbol may be used standalone.





The font used in the symbol and wordmark is Albertus MT Regular.

A horizontal lockup with four-line wordmark, above, is preferred. A wider version using a two-line wordmark can be used on very large items, for example, posters and banners.



CLIR BRAND COLORS

These are the only colors approved for use within the brandmark. Exceptions can be made with prior approval from CLIR's Director of Communications.

		
	Pantone 201 C	Pantone Black C
CMYK	C7 M100 Y68 K32	C63 M62 Y59 K94
RGB	R157 G34 B53	R45 G41 B38
HEX	#9D2235	#2D2926

FILES AVAILABLE FOR DOWNLOAD

Brandmark files in several formats and sizes are available from CLIR's website at <https://www.clir.org/about/clir-brandmark>.

PNG files in RGB have transparent backgrounds and are for use on websites and other digital media

EPS files are vector files using CMYK or Pantone solid colors—these are the best files to use for professionally printed materials

JPG files are for online and digital media; also easy to use in word processing software and presentations; they do not have transparent backgrounds

USE ON DIFFERENT BACKGROUNDS

The brandmark may be displayed as a two-color brandmark, a one-color brandmark (black), or reversed (white). Use the two-color or one-color version on a white or light background. The reversed (white) version is for use on a dark background.



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DOs and DON'Ts

DO:

- use the two-color four-line wordmark version wherever possible—this is the preferred mark.
- use the reversed (white) version if the background is dark.
- use the CLIR symbol alone (without the wordmark) with discretion. Examples: a PowerPoint presentation where the audience is already familiar with CLIR and the presentation is informal; merchandise items such as coffee mugs and T-shirts.

DO NOT:

- change spacing between elements in the brandmark.
- use different type for the wordmark.
- alter the colors in the brandmark.
- redraw the brandmark.
- crop or use just a portion of the CLIR symbol.
- alter the original proportions of the symbol, wordmark, or brandmark—do not stretch or squeeze the brandmark or any portion of it.