

# Brand Usage Guidelines

## Colours:

CMYK:

RGB:



PANTONE: 7528C

"Clay"



PANTONE: 1797C

"Cherry"



#CEC6BB

R:206 G:198 B:187



#D33238

R:211 G:50 B:56

## Fonts:

Body:

Droid Sans  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890./:"[]\!£\$%&\*-=+

**Droid Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890./:"[]\!£\$%&\*-=+**

Headings:

Lane Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890./:"[]\!£\$%&\*-=+

## Logo placement:



As no formal guidelines are in place yet regarding logo placement and its positioning, until such time as they are, can you please, wherever possible, range the logo to the right of the page running downwards.

## Document footer:

[clevercherry ltd / 50 Frederick Street, Birmingham, B1 3HR / 0121 236 1060 / www.clevercherry.com / Registered in England & Wales: 7722139](http://www.clevercherry.com)

Footer to be placed at the bottom right hand corner of the document with the 9 of the registration number in line with the top off the 'erry' of clevercherry.

## Company name:

The company name is clevercherry (all one word) and should be displayed as such. In keeping with the brand identity it is preferred that you retain the lowercase 'c' at the beginning