CLIO BRAND GUIDELINES

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THE BRAND

The Clio brand is more than the name of a history app. It encompasses a set of values, attributes and artwork that reflect the brand as a whole. Using the brand consistently will reinforce the meaning behind Clio.

The essence of the Clio brand is compromised of a few simple, but essential attributes. These attributes represent everything associated with the brand name.

Curiousity

Clio is a companion for the curious. Curiosity drives the brand. Clio encourages its users to be eager to learn something new.

Mysterious

It is the familiar places with the undiscovered and unimaginable stories.

Creativity

Clio separates its self from the rest of its competitors. It is responsible for the unique not the cliché.

Personality

The brand is a tool to unleash the stories, people, places and events that make you, you.

LOGO BASICS

marker

Clio's brand architecture is humanistic. This is the primary idenitifier in all communications. The proper use of the Clio logo strengthens the recognition of the brand.

The Clio identity system does not allow the use of any additional icons, marks or artwork to be used alongside the logo.

The logo displayed to the left includes the letters, "C," "L," "O" and the marker. The marker, which functions as the "I," is the identifier of location. The marker must always be presented in two shades of one color.

COLORS

Color attracts consumers and evokes emotion. The Clio colors promote brand recognition. This specific color pallete is used to reinforce the personality of the brand. The consistent use of color creates visual cohesion across all communications.

These are the signature colors for Clio that will aid consumers in identifying our brand.

Clio Orange and Clio Light Orange give the brand an adventurous, engaging and fun feel. The orange pallete has high visibility; stimulates mental activity and evokes exuberance.

Clio Purple and Clio Light Purple provide an imaginative, creative and mysterious vibe. The purple pallete adds value and wisdom to the brand. The color also has a nostaligic feel to the Clio brand.

Clio Grey and Clio Light Grey are used for the one color and reverse Clio logo and marker. Black and white will be utilized as background colors as well as for the marker in the reverse logo.

Clio Orange
PMS: 7578 C
RGB: 242, 109, 41
Hex Code: F26D29

Clio Light Orange
PMS: 2012 U
RGB: 247, 149, 77
Hex Code: F7954D

Clio Purple
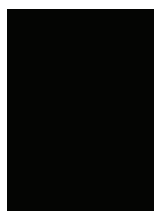PMS: 7442 C
RGB: 142, 68, 173
Hex Code: 8E44AD

Clio Light Purple
PMS: 7441C
RGB: 167, 96, 196
Hex Code: A760C4

Clio Grey
PMS: 7 C
RGB: 147, 149, 152
Hex Code: 939598

Clio Light Grey
PMS: 427 C
RGB: 209, 211, 212
Hex Code: D1D3D4

Black
RGB: 0, 0, 0
Hex Code: 000000

White
RGB: 255, 255, 255
Hex Code: FFFFFF

COLOR
VARIATIONS

The color variations displayed to the left are for one-color backgrounds, black and reverse logos. These variations are acceptable for the Clio brand.

Only approved artwork should be used.

TYPOGRAPHY

The primary typface for the logo is Futura Medium.

The classic san serif typface has versitile, clean and geomertic style. Futura Medium has an appearance of efficiency and forwardess. The typeface lends itself well to the digital landscape. It pairs nicely with multiple other typefaces.

Coupled with the Clio color pallete, Futura Medium shifts from its traditional style into a typeface that evokes personality and emotion.

Futura Medium works well with the default type for both Apple and Android prodcts. Depending on the operating system for Apple, the Clio typeface will be usedwith San Francisco and Helvetica Neue. For Android, the Clio typeface will be used with Roboto and Noto.

Primary Typeface

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY
SIGNATURE

An official secondary signature has been designed for the Clio brand.

The secondary signature consists of only the marker that can be found in the primary logo. The marker can be presented like the samples to the left.

This secondary signature is permitted to be on mailing panels, memos, inside publications, newsletters, email signatures and the like.

Under no circumstances is the signature permitted to be redesigned or altered in any manner.
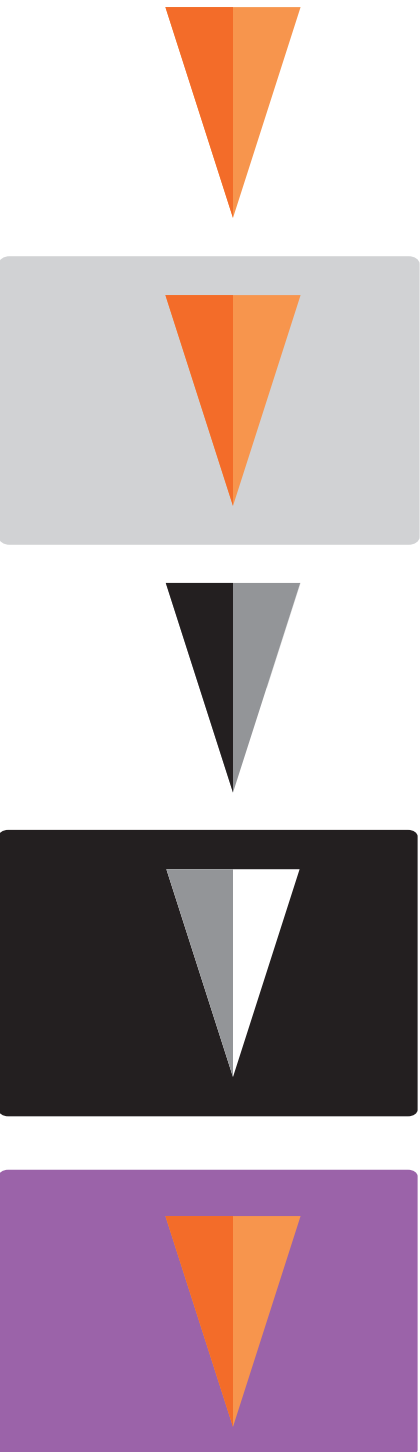
SOCIAL MEDIA

It is vital that Clio maintain a sound and undeviating social media presence. While content may vary across social mediums the Clio brand should remain a consistent on each platform.

All social media content is to remain appropriate, responsible, and supplementary to the essence of Clio.

Samples to the left depict the visual of the Clio logo and secondary signature used as social media avatars.

9+

Clio-Your Guide to History
Education

Like Message Share More

1,013 people like this

●●○○○ AT&T 3:23 PM 45%
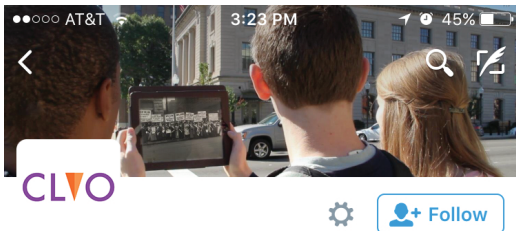
CLIO

Follow

Clio History App
@thecliodotcom

Website and mobile app that connects users to museums & historic sites. Built by historians and free for everyone, with new entries added daily. Join us!

United States theclio.com

575 FOLLOWING **2,341** FOLLOWERS

Tweets Media Favorites

Clio History App @thecliodotcom 1d
CLIO If a picture is worth a thousand words, what is the cost of a fake picture shared a thousand times?

History In Pictures @HistoryInPix

Edgar Allan Poe poses with Abraham Lincoln i...

Home Notifications Moments Messages Me

WEB & MOBILE

Web and mobile are the the most widely and commonly viewed communication devices for Clio. Proper use of the Clio brand on all online pieces is critical to reinforce the brand.

The app icon provided displays the unique personality of Clio while maintaining the identity of the brand.

The recommended launch screen also keep the brand consistent online. A vertical orientation is recommended.

Please note: Device screen resolutions and porportions will differ across platforms.
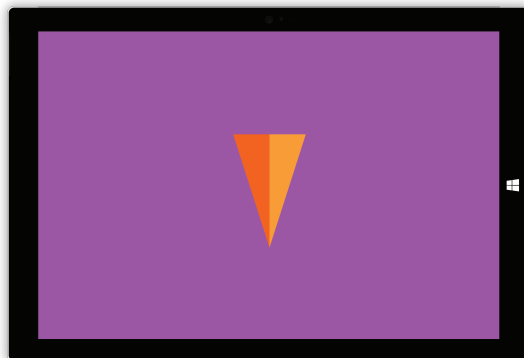
We appreciate the effort you put in to protecting the Clio brand. Thank you for reinforcing our identity across all platforms of communication.