



# Logo usage guidelines

For web & print

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# Terms of use

The following resources have been made available for media use. By using any of these resources you are agreeing to the following terms of use:

- Use of the Clear Books plc logo on the web must be hyper linked to <http://www.clearbooks.co.uk>. When using the Clear Books logo for print, our website address (<http://www.clearbooks.co.uk>) must also be referenced somewhere within in the article.
- Do not use the Clear Books plc logo, name or any other media resources to imply sponsorship, endorsement, or false association with Clear Books plc.
- Do not use anything other than the most current versions of the Clear Books plc logo.
- Media resources are not to be manipulated in any way, except for scaling where the proportions of the original image must be maintained.
- Do not use any other artwork from our site without explicit permission.
- You are permitted to use screenshots of Clear Books plc apps, providing that you use screenshots from your own account or the public demo account. Do not under any circumstances take screenshots of another user's account.

# Overview



Clear Books plc and Clear Books have their own logos. They are available for download in CMYK and RGB files available at our media centre at [www.clearbooks.co.uk/about/media](http://www.clearbooks.co.uk/about/media).

If you require a icon/other version of the logo which is not available in the media centre, please contact the design team at [design@clearbooks.co.uk](mailto:design@clearbooks.co.uk).

Do not create your own version.

# Logo typeface

Various font weights and style used in different cases.

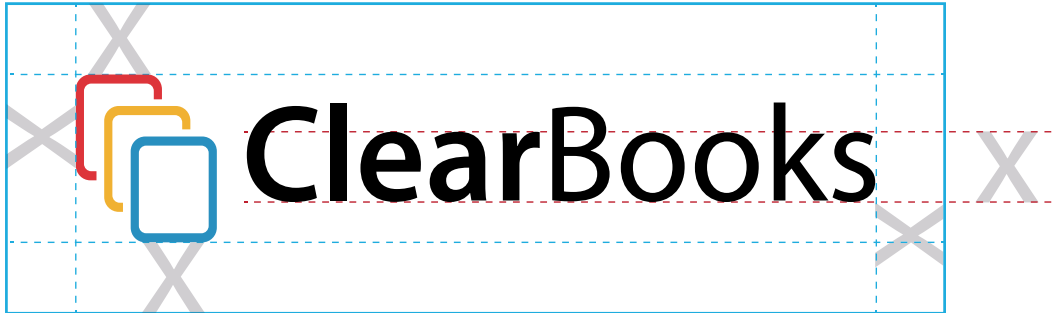
## Company



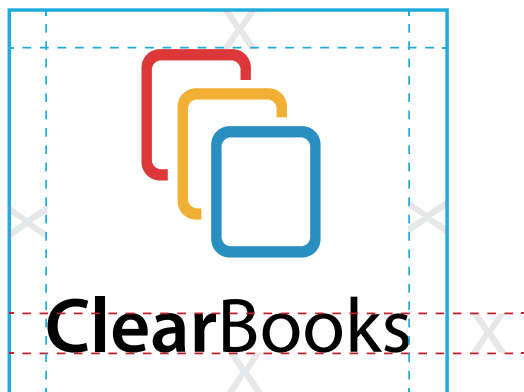
## Product



# Exclusion zone



Use the x height (red dotted line in the example) of the small characters in the standard and portrait logo, for the dimension of the exclusion zone and clearance. No text or images should be placed in this area to obstruct the logo.



# Logo size



## Minimum size

Logo can not be less than 20px in height or 1 cm in height.



## Icon

If you require a logo less than 20px or 1cm tall please use the icon, this is subjected to the approval of the design team.



## Restricted horizontal space

In the exception where the space will not allow for the full width of the logo. Use this portrait version shown in the example, subjected to the approval of the design team.

# Logo variations

Always use the standard coloured icon with black text logo unless absolutely necessary.

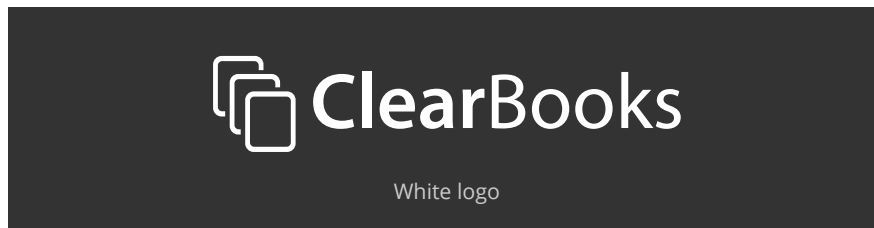
Please email [design@clearbooks.co.uk](mailto:design@clearbooks.co.uk) if you require a logo not available in the media centre at [www.clearbooks.co.uk/about/media](http://www.clearbooks.co.uk/about/media).



Product logo



Icon



White logo



Portrait logo



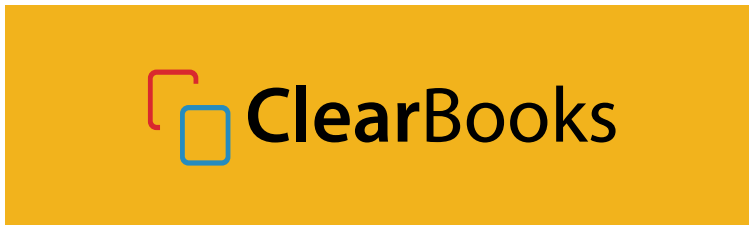
# Standard logo on coloured backgrounds

The standard logo should only sit on white or light colours. If you are unsure, please contact [design@clearbooks.co.uk](mailto:design@clearbooks.co.uk). If the logo was to sit on a colour similar to the logo, rethink the layout to allow for this.

✓ **Correct**



✗ **Incorrect**



# Logo for dark backgrounds

The logo should only sit on white or light colours. In the exception where the logo is required to sit on a dark background, please use the white version of the logo.

✓ **Correct**



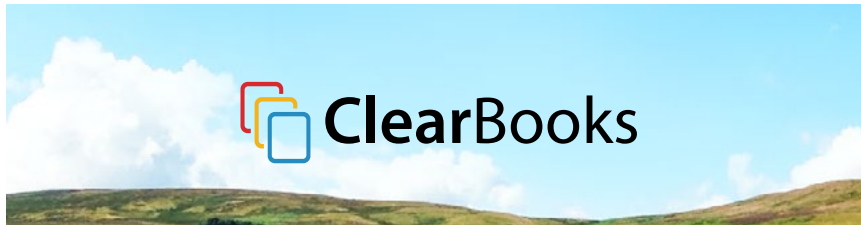
✗ **Incorrect**



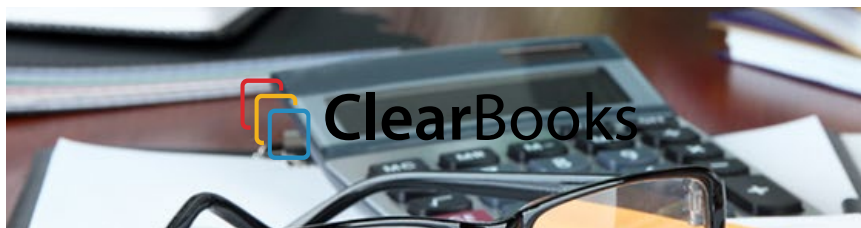
# Logo on photographic backgrounds

The logo should only sit on plain light coloured photographic backgrounds. Do not place the logo on dark or busy photographic backgrounds. Please refrain from using the white logo for photographic backgrounds. If you are unsure, please contact [design@clearbooks.co.uk](mailto:design@clearbooks.co.uk).

## ✔ Correct

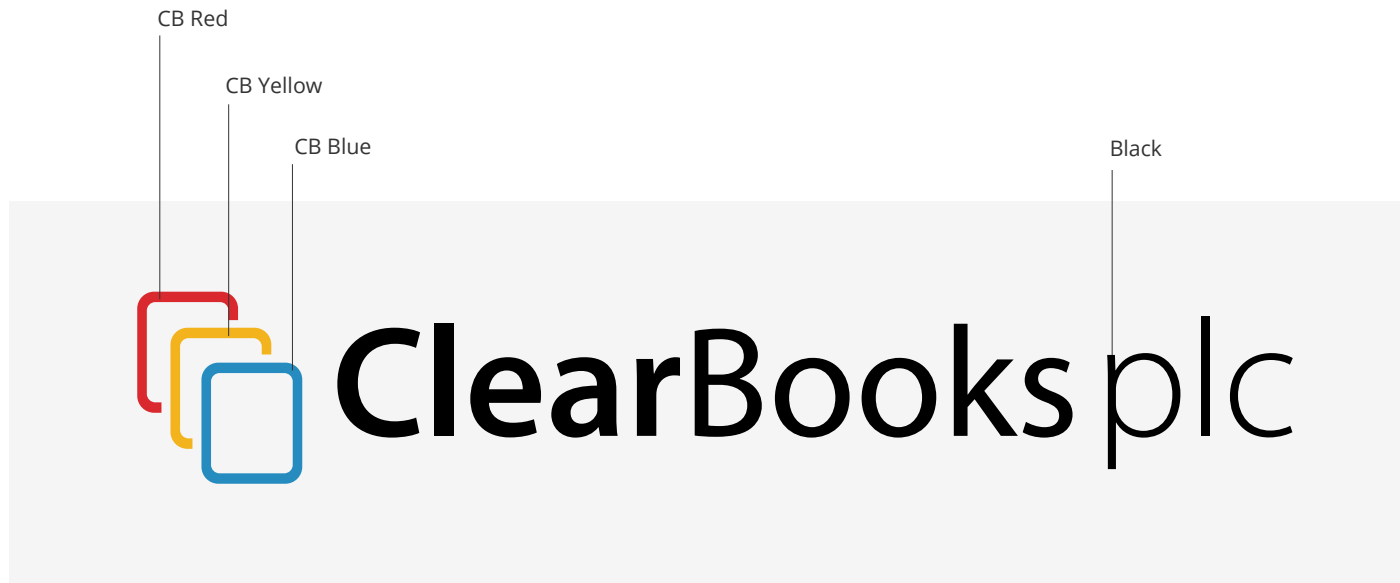


## ✘ Incorrect



# Clear Books plc logo colours

Please follow the guide below for best colour match.



## CB Red



Pantone Solid Coated  
186 C

RGB  
R:216 G:41 B:44

## CB Yellow



Pantone Solid Coated  
7408 C

RGB  
R:242 G:177 B:28

## CB Blue



Pantone Solid Coated  
7689 C

RGB  
R:37 G:139 B:191

## Black

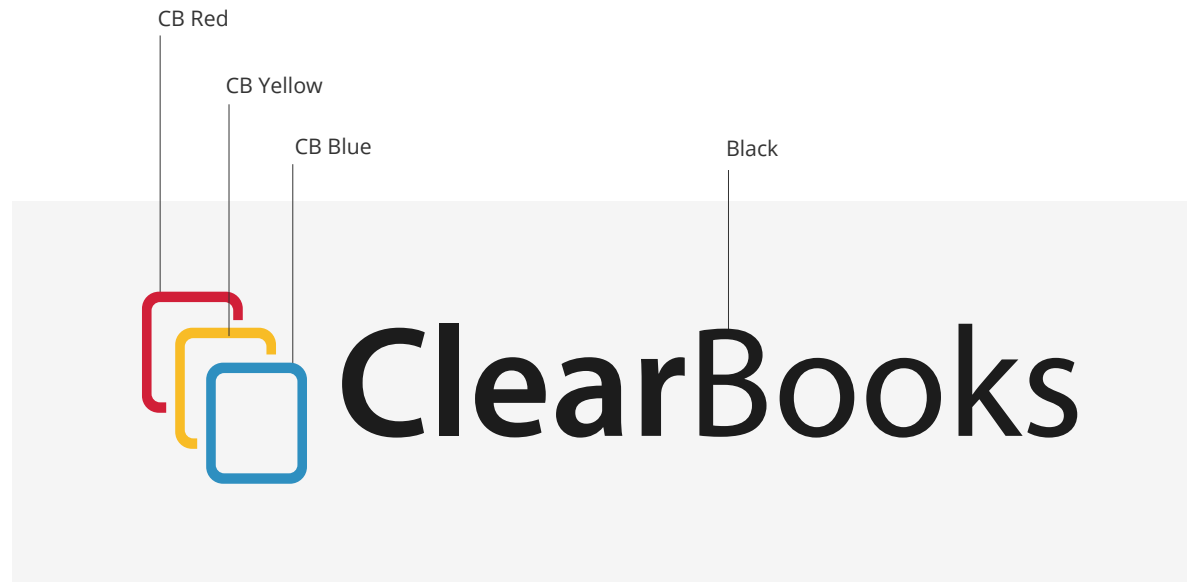


CMYK  
K 100%

RGB  
R:0 G:0 B:0

# Clear Books logo colours

Please follow the guide below for best colour match.



## CB Red



Pantone Solid Coated  
186 C

RGB  
R: G: B:

## CB Yellow



Pantone Solid Coated  
7408 C

RGB  
R: G: B:

## CB Blue



Pantone Solid Coated  
7689 C

RGB  
R: G: B:

## Black



CMYK  
K 100%

RGB  
R:0 G:0 B:0

## White



# Find UK Accountant logo colours

Please follow the guide below for best colour match.



## FUA Light Blue



Pantone Solid Coated  
658 CP

RGB  
R:170 G:204 B:237

## FUA Navy



Pantone Solid Coated  
293 C

RGB  
R:0 G:0 B:0

## Black

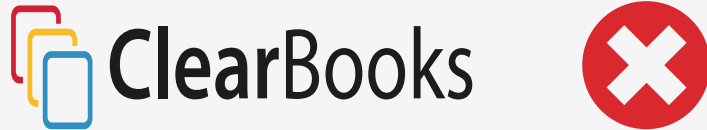


CMYK  
K 100%

RGB  
R:0 G:0 B:0

# Misuse of logo

The Clear Books plc logo and all product logos should never be altered.



Do not distort the logo



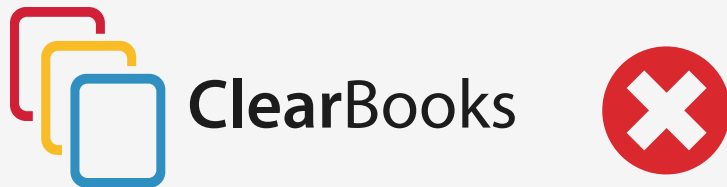
Do not rearrange the text



Do not change the colours



Do not add borders to the logo



Do not change the scale of the text in relation to the icon



Do not alter the logo's transparency

# Contact

For any queries, please email the Clear Books plc design team at [design@clearbooks.co.uk](mailto:design@clearbooks.co.uk)