



# Brand Style Guide

26 January 2015

# Brand Colours

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## Identity Palette

**Claimable Blue**

PANTONE: 7702 U  
CMYK: 62,18,15,0  
HEX: #62A2C0

**Cool Grey**

PANTONE: COOL GRAY 10 U  
CMYK: 51,43,40,6  
HEX: #808080

## Secondary Palette

7702 U 80% 48,13,11,0 #82BAD1	7702 U 50% 29,7,7,0 #B2D3E2
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COOL GRAY 10 U 60% 30,25,24,0 #B3B3B4	COOL GRAY 10 U 30% 14,11,11,0 #D9D8D8
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## User Interface Elements and Supporting Palette

7620 U 18,74,62,3 #C75F5A	493 U 20,60,34,0 #CA7D88	610 U 13,11,72,0 #E3D268	7485 U 17,2,30,0 #D5E3BE	359 U 53,0,71,0 #7FC578	363 U 69,29,85,12 #58844D
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# Logo

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Our logo comes in two variations:

## 1. Logotype

Use whenever possible.



## 2. Glyph

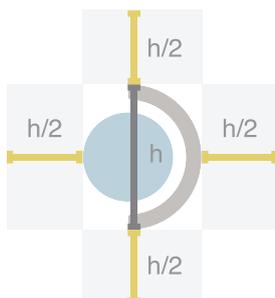
Use where space is limited.



Both variations of our logo can be downloaded in a variety of image formats from <https://www.claimable.com/brand-guidelines#logo>.

## Spacing Considerations

Keep whitespace of at least the height of the Logotype, as a margin - on all sides - around the Logotype, to give separation from adjacent elements.



When using the Glyph, around 50% whitespace is sufficient.

## Use In Writing

When writing **Claimable** in plain text, as opposed to using the logo, the “C” should always be capitalised, but the second “a” should always be lowercase.



ClaimAble	
claimable	
Claim Able	

Claim able	
Claimsable	
claimAble	

## Background Colour

Our logo can be set against a non-white background, but should be the single-colour variant.

# Fonts and Typography

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Our typeface is **Museo Sans** and we use the following sizes.

Heading 1 is Museo Sans 500  
at 32px.

Heading 2 is Museo Sans 500 at 24px.

Heading 3 is Museo Sans 500 at 18px.

Paragraphs and body text are Museo Sans 300 at 14px.

## Type Colour

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Colour may be used in body text to give emphasis

# Whitespace

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When it comes to space, we believe that less is more.

Negative space can significantly enhance a message, and should be favoured over busy designs that contain a lot of information. This can appear messy and cluttered, and dramatically dilute the effectiveness of an otherwise-clear message.

# Use of Our Brand Materials

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Here's a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws, so please use them correctly.

Please **don't**:

- Display these graphics in a way that implies a relationship, affiliation, or endorsement by Claimable of your product, service, or business.
- Use these graphics as part of your own product, business, or service's name.
- Alter these graphics in any way, or combine them with any other graphics, without written consent from Claimable.