



# Brand Style Guide

26 January 2015

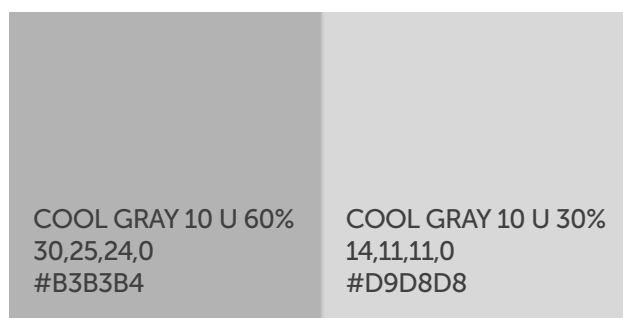
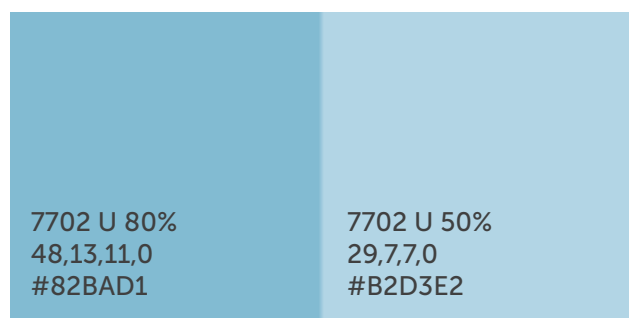
# Brand Colours

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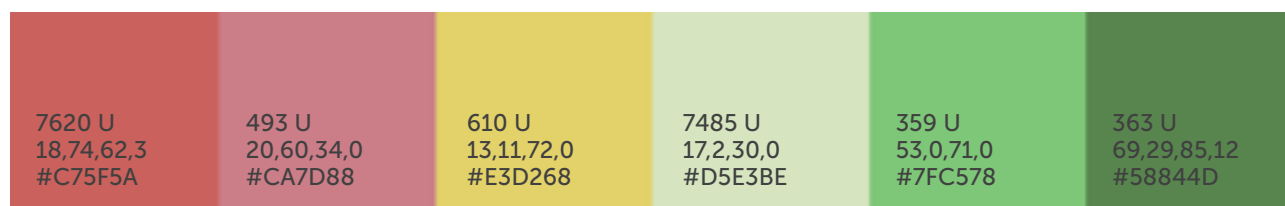
## Identity Palette



## Secondary Palette



## User Interface Elements and Supporting Palette



# Logo

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Our logo comes in two variations:

## 1. Logotype

Use whenever possible.



## 2. Glyph

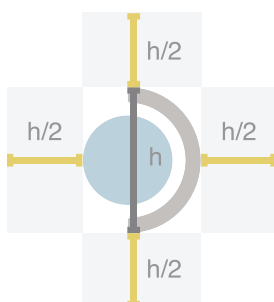
Use where space is limited.



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	
		claimable		Claimsable	
		Claim Able		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.