ClearlyAI

Brand Guidelines

COLOR

Color palette

#347FC4
Primary

#003554
Secondary

#1FA88C
Accent

#FCFEFF
Page

#3D4A5C
Body

Clearly gradient
#347FC4 → #003554

Primary and Secondary carry the brand. Accent is reserved for eyebrows and small highlights. Generous white space on the page background does the rest.

LOGO

Brand logo

Use the full-color logo on the page background, and the reversed logo on the Clearly gradient or Secondary. Keep clear space of at least [the height of the C] on every side.

Primary · on light



Reversed · on gradient



TYPOGRAPHY

Typefaces

Two families carry everything: Source Serif 4 for headers, Inter for body copy and UI.

Aa

Source Serif 4

Headers · H1–H3

Regular 400 only

AaBbCc 1234

Aa

Inter

Body copy, labels and UI

Light 300 · Medium 500 · Semibold 600

AaBbCc 1234

TYPOGRAPHY

Type styles

H1	Headline one	48 / 56 · Source Serif 4
H2	Headline two	32 / 40 · Source Serif 4
H3	Headline three	24 / 32 · Source Serif 4
H4	**Subheading**	20 / 28 · Inter Semibold
Body	Body copy for paragraphs	16 / 24 · Inter Light
Eyebrow	EYEBROW LABEL	14 / 20 · Inter Semibold · caps
Caption	Captions and labels	14 / 20 · Inter Light

Web sizes, shown as size / line height in px. Headers use Source Serif 4 Regular only — never bold.

TYPOGRAPHY

Usage & fallbacks

Order is always eyebrow, headline, body. On slides and print, a short green rule under the title replaces the eyebrow. Use the fallbacks when brand fonts aren’t available.

Web

[EYEBROW]

[Headline in sentence case]

[Body copy in Inter Light, one or two short sentences.]

Slides & print

[Slide title in sentence case]

[Body copy in Inter Light, one idea per slide.]

WHERE	HEADERS	BODY
Web, Google Docs & Slides	Source Serif 4	Inter
Microsoft Office, email	Georgia	Arial

Don’t set headers in bold or all caps, or substitute another serif.

PATTERNS

Quotes

1. Quote in Source Serif 4 Regular with curly quote marks.
2. 4px #1FA88C rule on the left.
3. Attribution in Inter: name in Semibold, then a comma and title.
4. Keep to two or three lines. Use approved quotes only; trim with … but never reword.

Light background

> “It feels like all the work is on us, when we could cut our effort in half if we didn’t have to constantly chase developers.”
>
> **Jim Gregoire**, Head of Privacy and AI Governance

Dark background

> “It feels like all the work is on us, when we could cut our effort in half if we didn’t have to constantly chase developers.”
>
> **Jim Gregoire**, Head of Privacy and AI Governance

PATTERNS

Grid

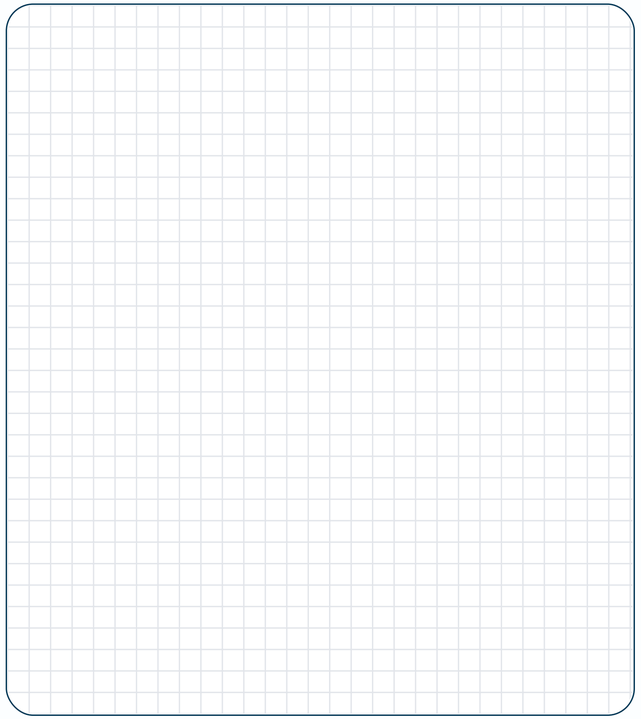
A quiet engineering grid sits behind content, never on top of it. Choose the treatment by layout and image, not by web or print.

Faded

16px squares · 1px #D0D5DD

Radial fade to transparent

Heroes and open layouts



Framed

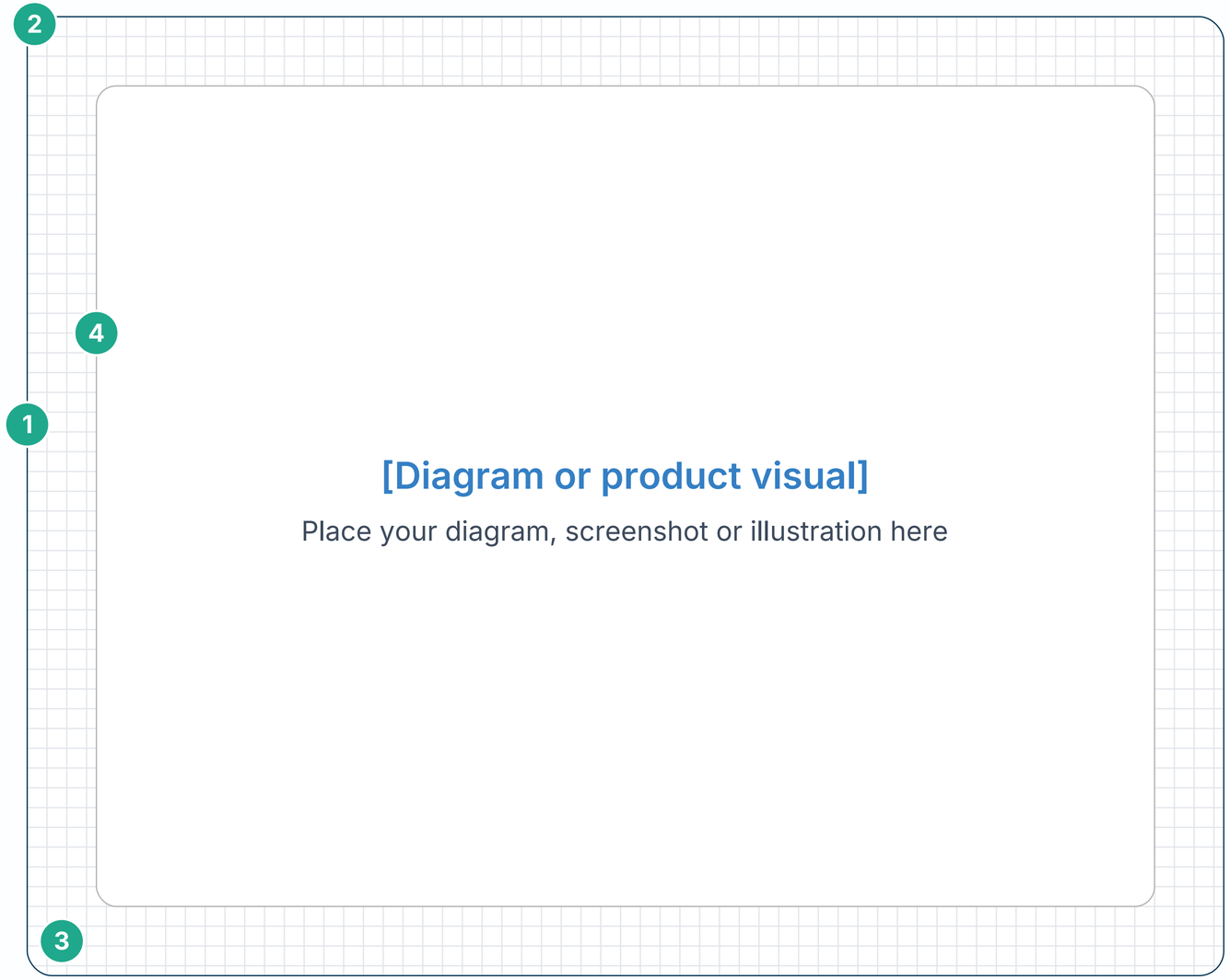
16px squares · 1px #D0D5DD at 60%

No fade, clipped to the frame

Behind diagrams and product shots

PATTERNS

Diagram frame



1. Frame: 1px #003554 border.
2. Corner radius: 20px.
3. Framed grid inside, behind the content: 16px, #D0D5DD at 60%.
4. Content card: white, 1px #B3B3B3 border, 56px inset. Any diagram or product visual goes here.

PATTERNS

Print conversions

Both grid treatments work on screen and in print. Convert at 96 dpi and round, then confirm tints and CMYK on a printed proof.

	SCREEN	PRINT
Grid squares	16px	4 mm
Grid line	1px #D0D5DD	0.25 pt #D0D5DD
Faded grid	Radial fade	Flatten, then proof
Frame border	1px #003554	0.75 pt #003554
Corner radius	20px	5 mm
Content card	White, 1px #B3B3B3	Same, no shadows
Color	RGB / hex	CMYK from printer
Files	SVG, PNG	Vector PDF