AllClear Decisioning

THE OFFICIAL

Brand Guidelines

All Clear
DECISIONING

Thank you,
for contacting us!

Our team will call you
within 48 hours
to schedule a demo.

Continue

All Clear
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6360 NW 5th Way
Suite 101
Ft. Lauderdale, FL 33309

Dear Alexandra,

Thank you for your outstanding job leading the web redesign project. The project met its goals and serves as an example for the company about how a project team can set goals, obtain support from the organization, and accomplish its stated goals and mission within the projected time frame.

At our wrap-up luncheon today, you recognized each member of your team in a thoughtful deserving way.

I am certain that your team members feel rewarded and recognized. I was happy to a voice to yours in praising the team's effort.

You provided a lesson that all of us can learn from about how to make a team su company. I'd like you to share your observations and thoughts at the upcomin manager's meeting. Please let me know if you can be prepared by then and i that I can help you present your key learnings and process.

Again, I am so happy with the contribution that you have made to our o leadership of the web redesign team. I hope to make use of your lead

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Aaron Barlow
PRESIDENT

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Aaron Barlow
PRESIDENT

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Signature Logo

Please reference **this folder** for the following.

The **AllClear Decisioning** logo is a universal signature we use across all our communications. We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, recolor, or reconfigure it.
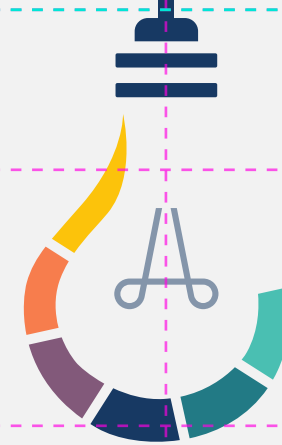
Glyph & Wordmark

Our logo includes both the glyph and wordmark. Please be sure each element is spaced correctly.

Whenever possible - there should be no white space between the top of the logo and the container.
The cord should look like it's coming out from the edge of the container.

Minimum cord length

a

a

All Clear

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Align

Logo variants

Square

Please use this layout most of the time, and substitute with only of the rest only when really necessary.

Default Color

Color Inversed

One Color

One color inversed

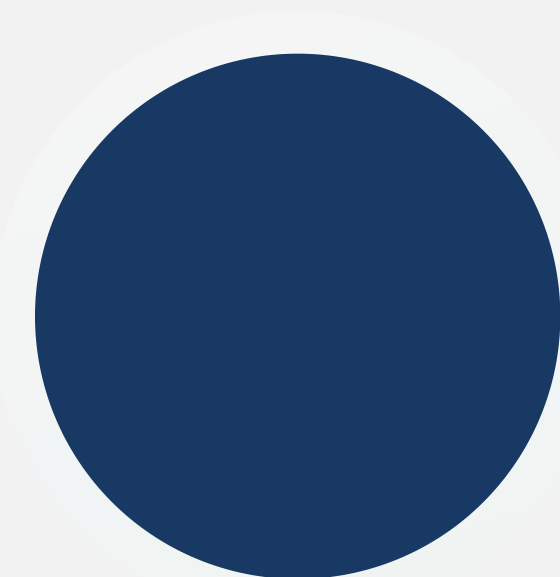# Logo variants

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Vertical

Please use this layout most of the time, and substitute with only of the rest only when really necessary.

Default Color

Color Inversed

One Color

One color inversed

Color guide
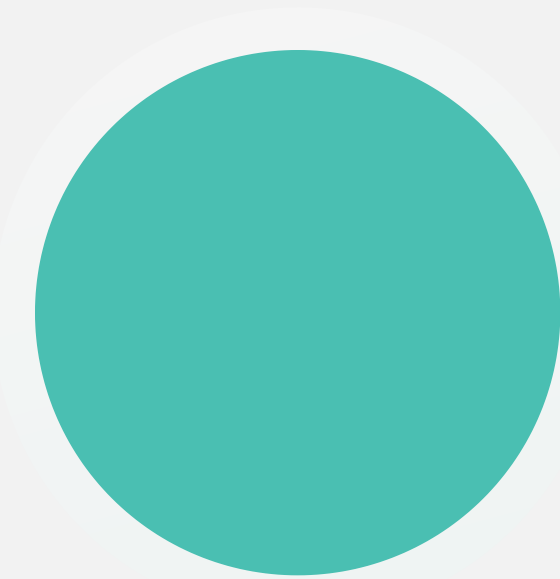
Light Sea Green

HEX	4ABFB2
RGB	74, 191, 178
CMYK	61, 0, 6, 25
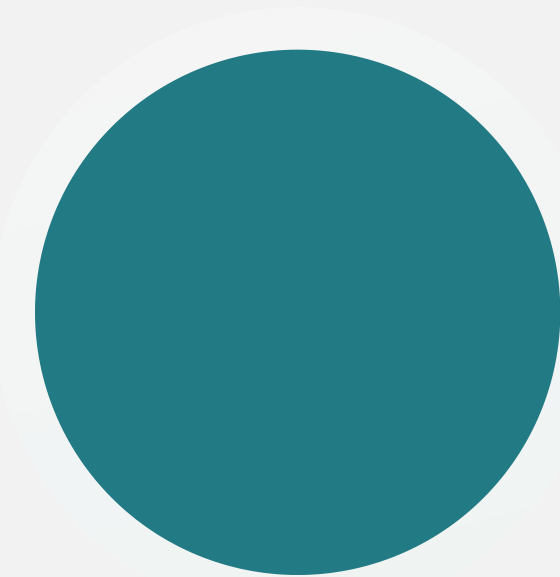
Metallic Seaweed

HEX	227A85
RGB	34, 122, 133
CMYK	74, 8, 0, 47

Mandarin

HEX	F77D4D
RGB	247, 125, 77
CMYK	0, 49, 68, 3

Prussian Blue

HEX	173963
RGB	23, 57, 99
CMYK	76, 42, 0, 61

Mikado Yellow

HEX	FCC30B
RGB	252, 195, 11
CMYK	0, 22, 95, 1

Logo variants

Horizontal

Please use this layout most of the time, and substitute with only of the rest only when really necessary.

Default Color

Color Inversed

One Color

One color inversed

Typography

Typography is a key feature of the All Clear Decisioning identity and when used correctly allows the brand to communicate in a simple yet effective way.

Title
Americane

The brown fox jumps over lazy dog.

Body
Brandon Grotesque

Lorem ipsum dolor sit amet, cu vis dico mundi tempor, ad vim quem vero. Singulis molestiae ne cum, facilisi oportere honestatis te usu, ceteros accumsan ullamcorper no vis. Mea id sint paulo inciderint, qui quaeque ceteros eu. Est harum fabellas ut, eos volutpat sententiae id. Has vero postea reprimique ne, purto perpetua mei cu. Saepe molestie his at, cu vis quando legimus comprehensam, quo quem diam oratio no.

Script
FenwayParkJF

the brown fox jumps over lazy dog.