

# Brand Identity Guidelines

Brand Identity Guidelines  
February 2021

# Logomark

This logomark is a visual play on shield (security) and fingerprint (identity).



SHIELD

+



FINGERPRINT

## Logo Lock-ups



ClearDil



ClearDil

ClearDil



## Color Variations: Horizontal Lock-up



ClearDil

Full Color



ClearDil

On White



ClearDil

On Color



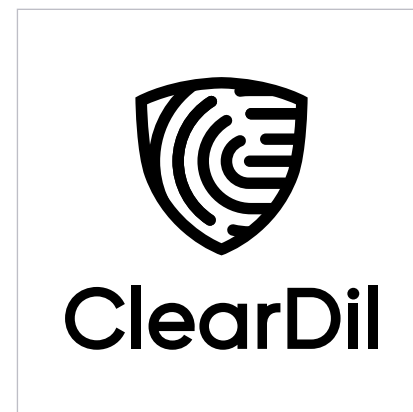
ClearDil

On Black

## Color Variations: Vertical Lock-up



Full Color



On White



On Color



On Black

## Color Palette



Hex: #328EEC  
RGB: (50, 142, 236)  
CMYK: (71, 39, 0, 0)



Hex: #324157  
RGB: (50, 65, 87)  
CMYK: (84, 70, 44, 34)

## Modified Gilroy Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$%^&\*()\_+{}!:"<>?

*\*copy of font inside zip folder*