

Official Logo Variations

Full Color



Full Color Reversed



Single Color



Single Color Reversed



General Logo Guidelines:

The logos above are to be used with the ® symbol at all times.

The full-color logo is to be used by default unless:

- The background is dark, or a rich color.
- The background is an image.
- The application requires only the logo's shape

Exclusion Zone



The width of the “T” in ClearLIGHT marks the exclusion zone

The logo may be given more space if desired, but it should never be closer to type or other objects than the width of the last letter T in the logo.



CORRECT

There is room for the logo to breathe



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AVOID

The logo is cramped.



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Typography

Poppins <https://fonts.google.com/specimen/Poppins>

Poppins Regular, Medium, Light, and Bold are used.

Normal Copy Flow

H1 P R I M A R Y H E A D L I N E S

H2 Secondary Headlines

H3 Tertiary Subheads, common section headlines

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Hero and Banner

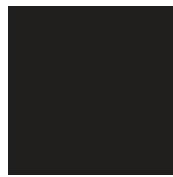
H1 P R I M A R Y H E A D L I N E S

H2 Secondary Headlines

P Regular Body Copy

Colors

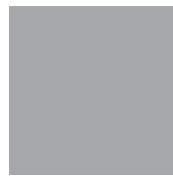
Core Colors (used in logo)



#231F20

35, 31, 32

0, 0, 0, 100



#A7A9AC

167, 169, 172

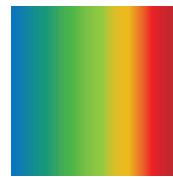
0, 0, 0, 40



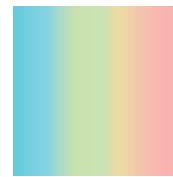
#F7CE0E

247, 206, 14

4, 16, 100, 0



Gradient 1



Gradient 2

Colors

Expanded Pallette (eg: illustrations and backgrounds)



#EDF7F7

237, 247, 247

6, 0, 2, 0



#DBEDE2

219, 237, 226

13, 0, 12, 0



#A7D8D0

167, 216, 208

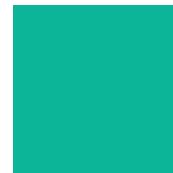
34, 1, 20, 0



#53C0BD

83, 192, 189

63, 1, 30, 0



#17B398

23, 179, 152

75, 2, 52, 0



#50BB7A

80, 187, 122

68, 0, 71, 0



#7EC143

126, 193, 67

56, 0, 99, 0



#C0CC4B

192, 204, 75

29, 7, 88, 0



#F2EA65

242, 234, 102

7, 1, 74, 0



#E79A48

231, 154, 72

8, 45, 82, 0



#E96649

233, 102, 73

4, 74, 76, 0



#4D4C4D

77, 76, 77

65, 59, 56, 38

Illustrations

Flat:

Flat and abstract vectors use the expanded palette to convey simple and serene scenarios that command the eye.

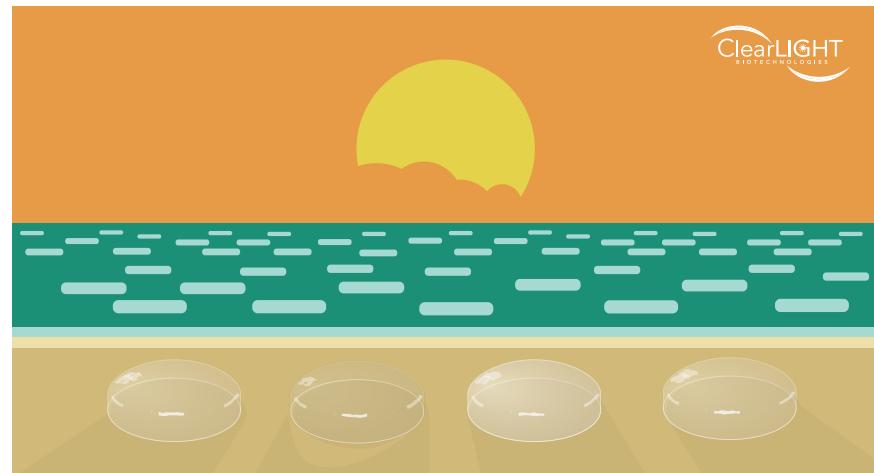
This simple approach maintains a medical / scientific feeling while also soothing the audience.



Mixed:

At times these illustrations may mix with our more realistic style if the concept requires it.

In this example the cleared tissue samples in the sun need to be more realistic in order to convey their basic forms and natures.



Semi-Real:

Gradients and depth bring real-life scientific equipment and biological structures into focus when we are illustrating complex scientific processes and lab-level thinking. This has been used for the CLARITY infographic poster, the website, and many slide-decks.

This illustration style is best when it's realistic enough to put the viewer in mind of text books and lab-plans, but it should be easily identifiable as an illustration and not photography.

