

LOGO VARIATIONS



Black



White on a dark background

MINIMUM CLEAR SPACE



The minimum clear space is defined by the measurement "x" (equal to the height of the uppercase letters). Make sure there are no elements placed in the clear space around the logo. This area must be solid color.

MINIMUM SIZE

Minimum size for screen

Minimum size for print



250 px



5 cm

TYPOGRAPHY

The Claire Fortune logo is hand-lettered, which means there isn't a font that is just like it. The fonts below have been selected to be used on Claire Fortune marketing materials. Cinzel Decorative Regular is used only on headings.

Cinzel Decorative Regular





1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * () - +
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG.

Palatino Linotype

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * () - = +
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
The quick brown fox jumps over the lazy dog.

COLOR PALETTE

These are the colors chosen for the Claire Fortune branding and should be used as dominant colors in all marketing materials.

	Brown Hex #13acfa RGB 19/172/250 CMYK 83/1/0/0 Pantone 2995C		Pink Hex #d993af RGB 217/147/175 CMYK 12/49/11/0
	Maroon Hex #1738dd RGB 23/56/221 CMYK 90/68/0/0 Pantone 2728C		Warm Black Hex #0e060d RGB 14/6/13 CMYK 73/70/63/84

WHAT NOT TO DO



Don't use black logo on dark



Don't stretch the logo



Don't apply color to the logo



Do not invert the logo colors - use the files supplied