02. BRAND LOGO

2.2 Main Logo

The brand logo identifies The Clean Rivers brand as a whole. Use this logo to represent operation locations, products, and merchandise.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

The primary mark should be used across the majority of communications.

You must always use the primary brand mark in all instances unless restricted by space or production techniques.

CLEAN RIVERS

Our Dark Teal color is the primary color to be used for the logo whenever possible, especially on official documents.

CLEAN RIVERS

Our Light Teal color is the secondary choice for the logo color when using darker backgrounds.

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2.3 Logo Variations

There are two different arrangements of the Clean Rivers logo; full size with all the letters and a smaller version with the initials only to be used when design space is limited such as a social media account image or email header.

Always make sure that the correct logo color is used coinciding with the background color.

Click here to access design files

01

Positive version

02

Negative version

01

Square Small Version

02

Circle Small Version

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2.4 Clear Space & Logo Size

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even in small sizes.

As a general rule, the clearer or more negative space around the logo, the better.

At a minimum, there should be clear space equal to the space of the letter A (1/2 X). Using an element from the logo as a unit of measurement ensures enough clear space at any size.

When placing our logotype always consider the exclusion zone and allow extra space around it where possible.

26mm or 75px

This version is not intended for extremely small sizes. The minimum height is 26mm for print applications and 75px for digital applications.

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2.5 Common Errors

Our logotype should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

The examples on this page show what to avoid when using the logotype:

1. Do not disproportionately scale the logotype.

2. Do not rotate the logotype.

3. Do not re-color the logotype.

4. Do not apply a drop shadow.

5. Do not alter the size or position of the elements.

6. Do not connect to any other shape.

7. Do not use low contrast colors.

6. Do not use on top of the pattern.

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