

# Brand Book

Cleanse Within brand identity standards

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**Cleanse Within**

# Brand Logo



Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

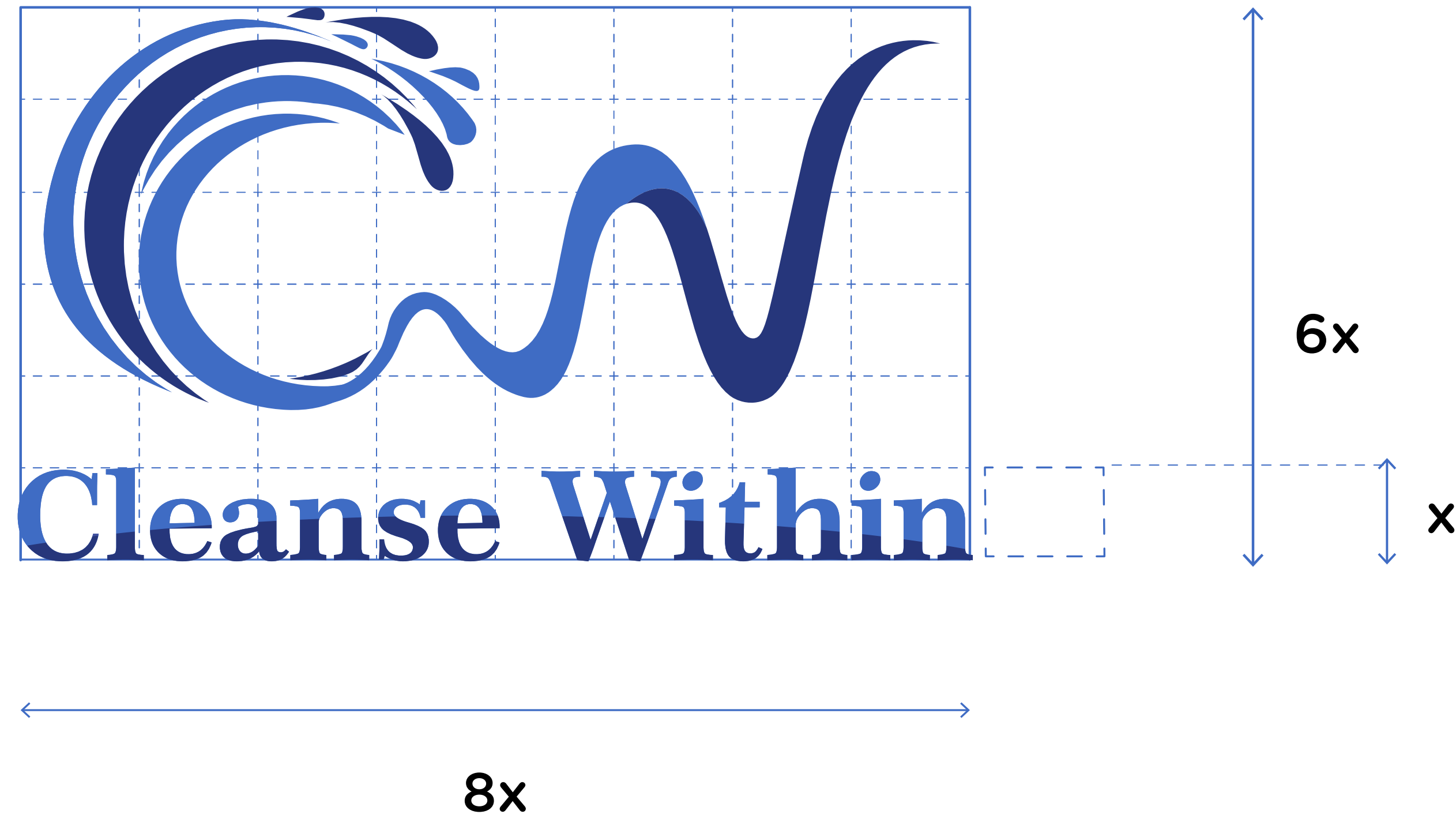


# LOGO CONSTRUCTION

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Position, size, and colors, along with the spatial and proportional relationships of the logo mark elements, are predetermined and should not be altered.

Family Font: Century751 No2 BT



## LOGO SAFE ZONE

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An exclusion zone around the logotype has been created to protect its integrity and make sure the logo is easy to read.





# COMMON ERRORS

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The logo should not be modified in any way, should not be resized disproportionately, should not be warped or have any effects applied to it.



Do not distort the logo



Do not change the colors



Do not create an outline version



Do not rotate the logo



Make sure the logo is clear and legible at all times



Do not alter, resize, use gradients or modify the logo

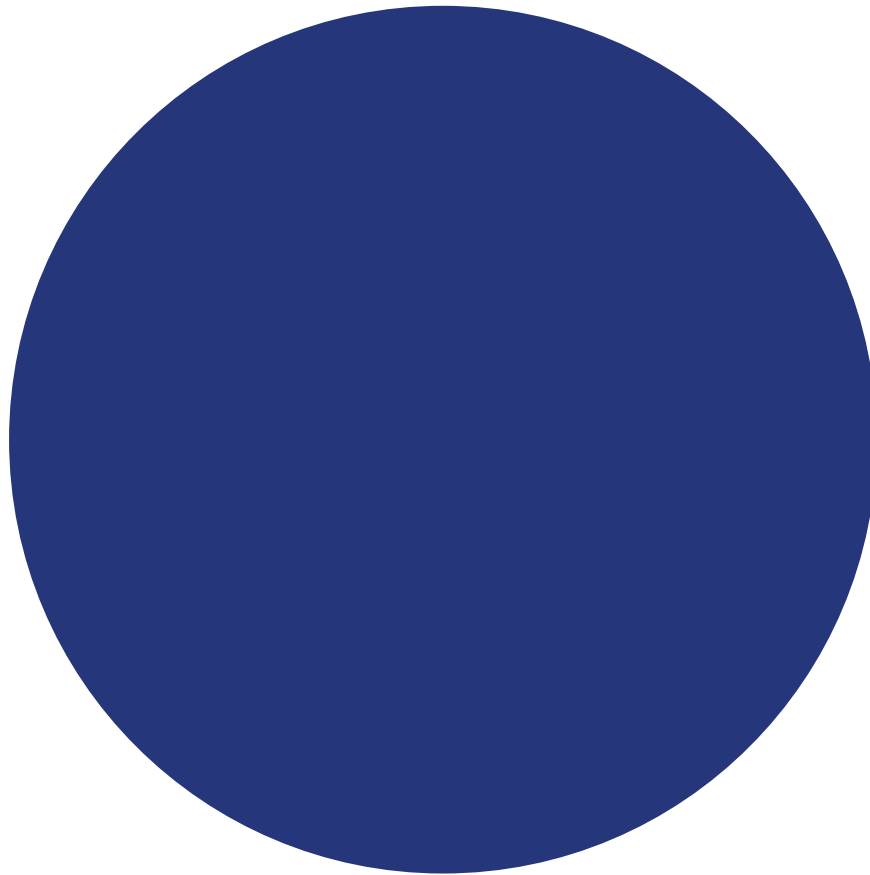
# Brand Colors

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Cleanse Within image or visual story. When using color builds, always use the color values listed here.

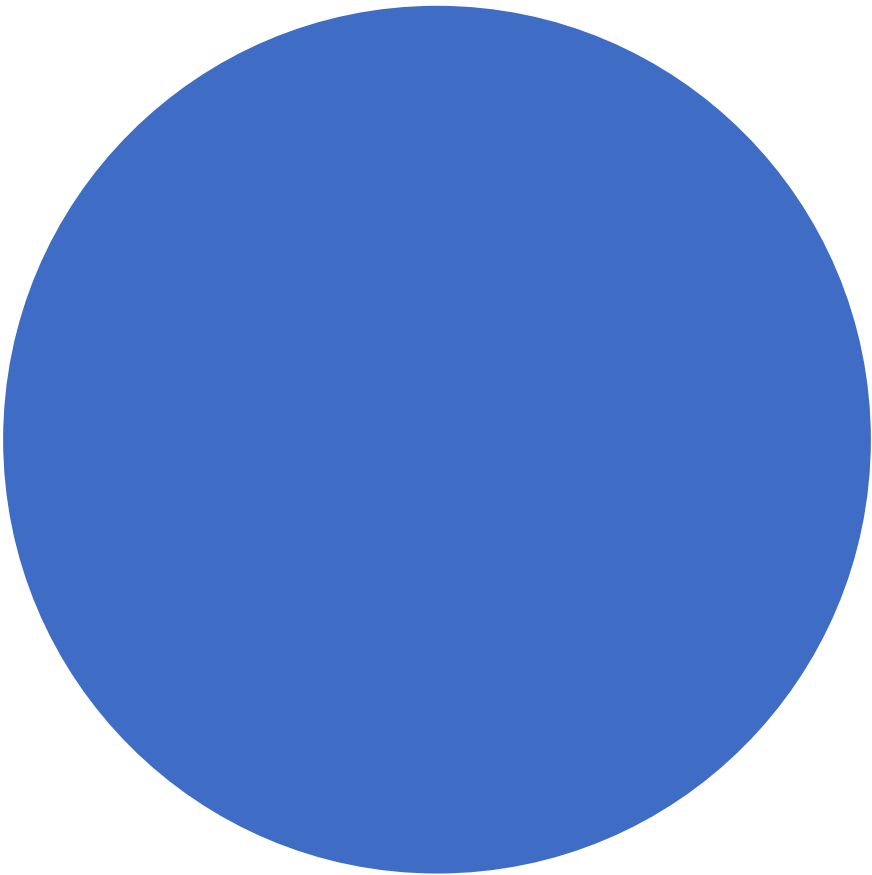


# PRIMARY COLORS

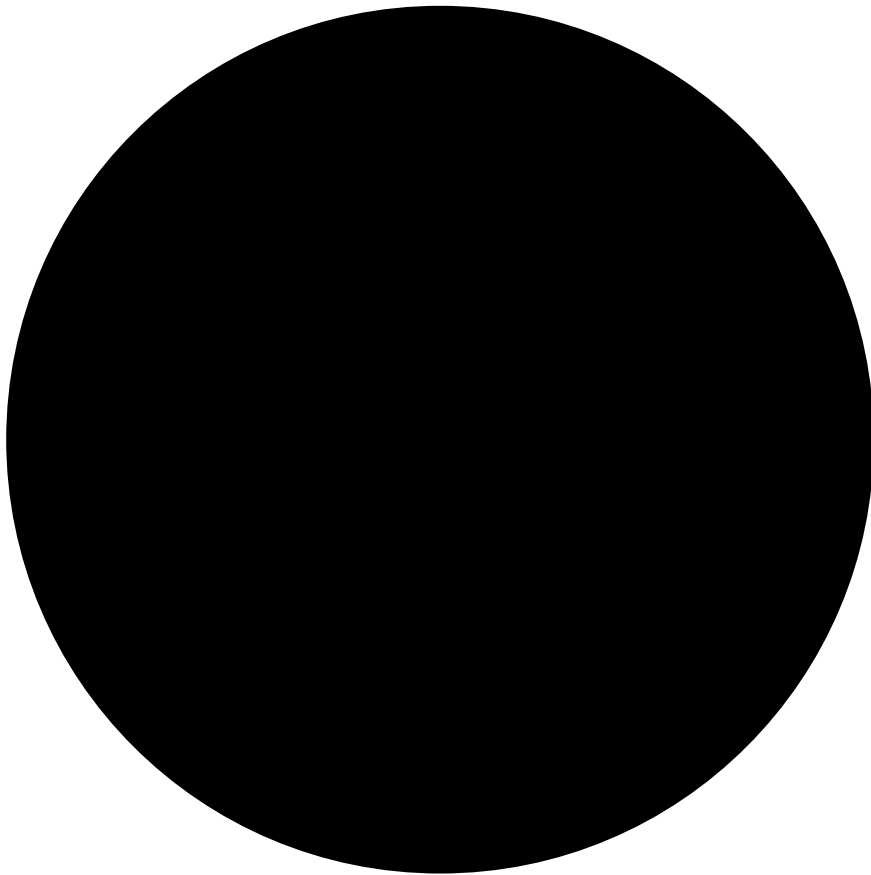
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HEX: #26367b  
RGB: 38, 54, 123  
CMYK: 100, 87, 20, 5



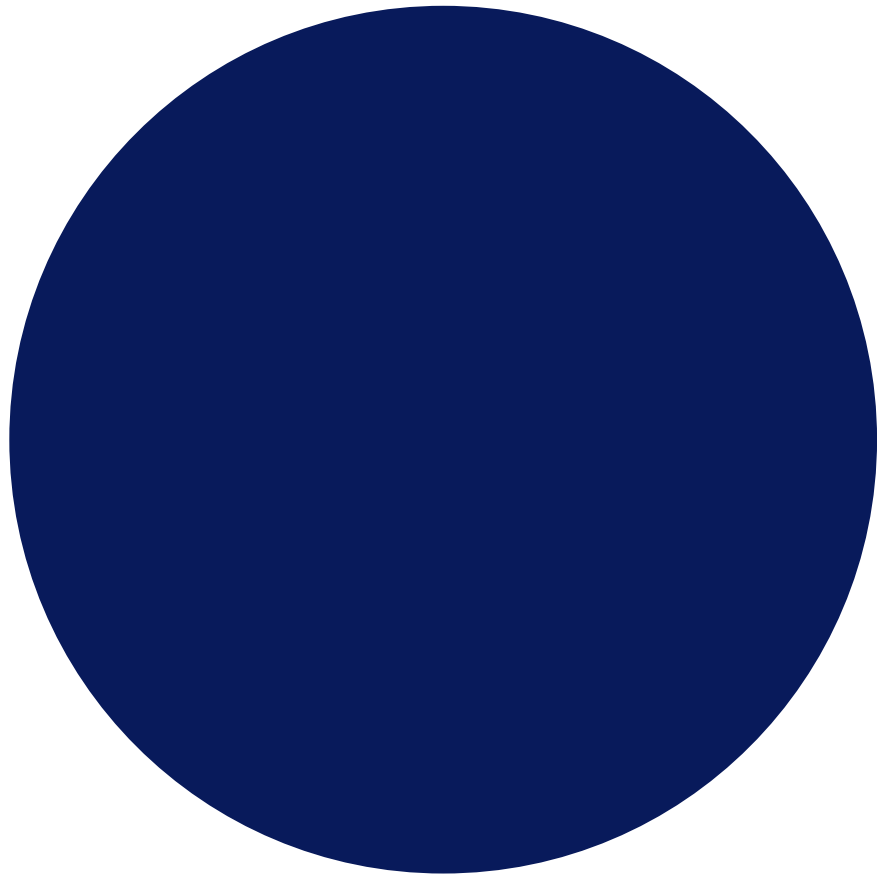
HEX: #3f6cc4  
RGB: 63, 108, 196  
CMYK: 80, 57, 0, 0



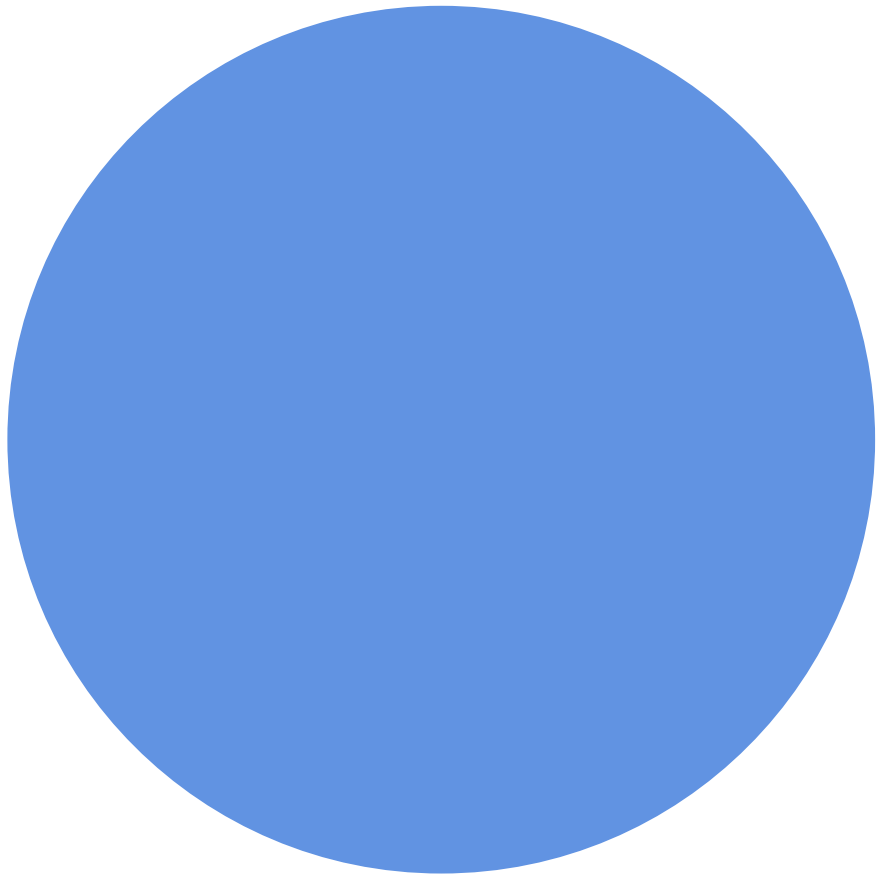
HEX: #000000  
RGB: 0, 0, 0  
CMYK: 91, 79, 62, 97

# SECONDARY COLORS

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HEX: #081a5b  
RGB: 8, 26, 91  
CMYK: 100, 92, 37, 32



HEX: #6193e2  
RGB: 97, 147, 226  
CMYK: 64, 37, 0, 0

# Brand Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

## PRIMARY TYPOGRAPHY

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Century751 No2 BT family can be used in roman and bold. It solves hierarchy issues in a easy and clean way.

Use Century751 No2 BT Roman for generic content and Century751 BT Bold to highlight specific content.

### Font Family: Century751 No2 BT

ABCDEFGHIJ

KLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Century751 No2 BT Roman  
**Century751 No2 BT Bold**

# SECONDARY TYPOGRAPHY

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Libre Baskerville family can be used in regular and bold. It solves hierarchy issues in a easy and clean way.

Libre Baskerville Regular for generic content and Libre Baskerville Bold to highlight specific content.

## Font Family: Libre Baskerville

ABCDEFGHIJ

KLMNOPQR

STUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

Libre Baskerville Regular  
**Libre Baskerville Bold**

**Lorem ipsum dolor sit**

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**HEADLINE**

Font: Century751 No2 BT  
Weight: Bold

**Lorem ipsum dolor sit amet**

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**SUBHEADLINE**

Font: Century751 No2 BT  
Weight: Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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**BODY COPY**

Font: Century751 No2 BT  
Weight: Book



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