

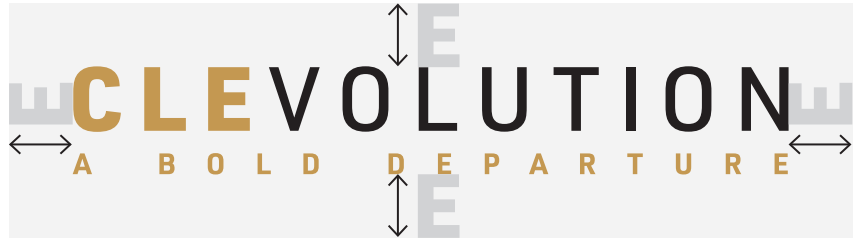
CLEVOLUTION

A B O L D D E P A R T U R E

BRAND GUIDELINES

LOGO USAGE

The Clevolution logo has three lockup options, each one serving a unique purpose. While all three use the primary logo, each logo's use case is based on scale and readability of the text. The simplest version without the partner logo lockups or the tagline is to be used in small sizes and repeating uses, while the tagline version should always be used in the first instance on longer documents and when scale allows for readability of the tagline. The last instance of the logo with partnership lockups should be used only when required and should always follow the *Clear Space* rules established in the following graphic. Clear space is critical to retaining the fidelity of the Clevolution brand and the guidelines established should not be broken.



LOGO MINIMUM CLEAR SPACE
(HERE WE USE THE CAP-HEIGHT OF THE LETTER "E" FROM
THE LOGO TO RETAIN THE PROPER AMOUNT OF CLEAR SPACE
AROUND THE LOGO AT ALL TIMES AND AT ANY SCALE)

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PRIMARY LOGO

(ALWAYS USE GOLD/WHITE LOGO ON BLACK
BACKGROUND WHEN POSSIBLE)

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PRIMARY LOGO + TAGLINE

CLEVOLUTION
A B O L D D E P A R T U R E



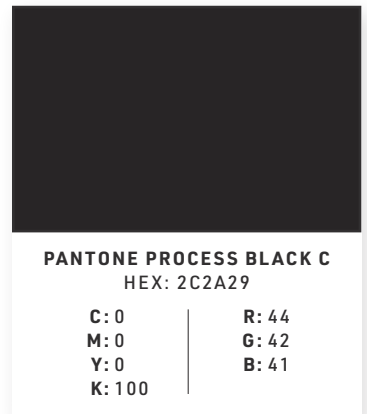
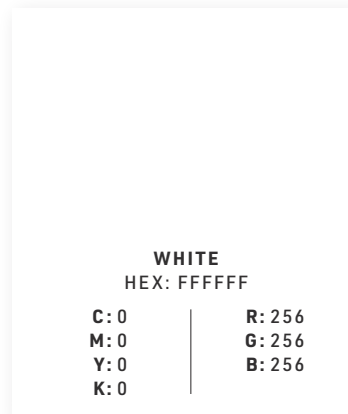
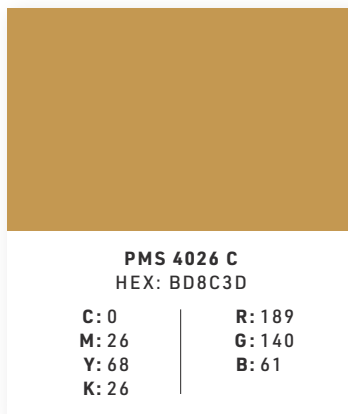
CITY OF CLEVELAND
Mayor Justin M. Bibb

PRIMARY LOGO + TAGLINE/LOCKUP

(ALWAYS USE WHITE OR BLACK ONE COLOR SUPPORTING
LOGOS IN PARTNERSHIP LOCKUPS)

COLOR PALETTE

The Clevolution color palette is a simple three color system chosen to establish the current, historical, and continued legacy of the Cleveland Hopkins International Airport brand. The primary colors are Gold, Black, and White. Each color's PMS (Pantone Matching System) code along with their corresponding codes for each color space are provided under the following color cards.



TYPOGRAPHY

The Clevolution brand uses two typefaces for all branded materials. The URW DIN family of fonts should be used for all custom designed pieces by vendors that retain proper licensing through the Adobe Fonts Suite or under other licensing agreements. The supporting typeface for all other supporting applications of the Clevolution brand is INTER, available through the Google Fonts suite. Also provided is a brief example of how to style headlines, sub-headlines, and body copy text.

**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**

URW DIN

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

INTER

LARGE HEADING

SUB-HEAD

Body Copy 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.

WHAT NOT TO DO

Provided here is a visual reference for what not to do when using the Clevolution logo. It is critical to the integrity of the Clevolution brand that these rules are strictly followed. Examples of what not to do with Clevolution logo include tampering with the logo mark in any way, shape, or form. This includes: outlining, skewing, changing colors, adding text, breaking clear space rules, using over images, etc.

 DO NOT USE STROKES OR OUTLINES

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 DO NOT USE DROP SHADOWS

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 DO NOT ALTER BRAND COLORS IN ANY WAY

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 DO NOT ALTER LOGO SCALES/RATIOS IN ANY WAY

CLEVOLUTION

 DO NOT PLACE LOGO OVER IMAGES

