Clarion
EVERYDAY LUXURY

Brand Guidelines |

Version no.: | 1
Property of: | Clarion Bathware
Contents: | Brand Pillars

ABOUT US

As a leader in bath products for more than 40 years, Clarion is truly committed to customer satisfaction, quality and service.

Using the latest technology, Clarion produces bath units that combine appealing design with excellent value. In addition, we have the expertise to build custom molds to your specifications or situation.

With our own fleet of air-ride trailers, Clarion is able to guarantee on-time delivery and the safe handling of your new bath product.

CLARION LOGO

Our logo may appear in three color variations only:
1. Blue and gold
2. Black
3. White

This helps with keeping our logo looking clean and recognizable.

Using one color for our logo is acceptable, but it should only be black or white as shown to the right. Do not use all gold or any other color as the solid color option for the Clarion Logo.

Improper logo applications can be found page 4.

CLARION LOGO

Clear Space

Maintaining clear space around our logo helps to ensure that it remains easy to read. So we ask that you keep the space around the logo to be half the size of the letter "L" in the Clarion logo.

Photos, text, and other graphic elements shouldn't impede with the clear space around our logo.

Logo Sizing

MAXIMUM: There is no maximum size limit for the Clarion logo, but we do ask that you use discretion when resizing the logo.

MINIMUM: The minimum logo size is 1.5" wide.

LOGO MISUES

To help ensure that our logo is always handled properly we have included some simple rules to help keep our logo recognizable to all audiences.

1. Do not use the old maroon and black logo.
2. Do not apply a gradient to the icon or wordmark.
3. Do not rotate the logo.
4. Do not change the color or tones outside of the colors listed in the brand guideline.
5. Do not switch the logo colors.
6. Do not outline the logo.
7. Do not distort the logo in any way.
8. Do not use the Clarion without the Bathware attached.
9. Do not change the typeface or recreate or manipulate the logo.

TYPOGRAPHY

Minstral

Minstral is the typeface that we use for our Clarion portion of our logo and is the most recognizable part of our branding.

News Gothic Std

The typeface we mainly use throughout our print and digital media is News Gothic Std Medium. It can be used in all instances including the body copy and sub-headlines. However when dealing with a headline you'll need to use News Gothic Std Bold in all caps.

Minstral

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

News Gothic Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY

Type Hierarchy

It's important to us that we make sure that our type stands out and speaks for itself. So the proper hierarchy plays a huge role in that.

Headlines should be using News Gothic Std Bold and always in all caps.

Sub-headlines and body copy should be News Gothic Std Medium and left aligned.

When writing our website out we ask that you use News Gothic Std Medium for the www. and .com, while using News Gothic Std Bold for the clarionbathware portion.
Example: www.**clarionbathware**.com

HEADLINE
News Gothic Std Bold
Size: 30 pt, Leading: 32 pt
Kerning: Optical

SUB-HEADLINE
News Gothic Std Medium
Size: 17 pt, Leading: 19 pt
Kerning: Optical

BODY COPY
News Gothic Std Medium
Size: 11 pt, Leading: 13 pt
Kerning: Optical

CAPTION
News Gothic Std Oblique
Size: 11 pt, Leading: 13 pt
Kerning: Optical

News Gothic Std Bold

News Gothic Std Medium

News Gothic Std Oblique

BRAND COLORS

We want our colors to be recognizable and to help set the tone for our brand.

Core Colors
The two core colors for us are the Clarion Blue and Gold found in our logo. You'll see those colors run throughout our digital and print media to help tie everything together.
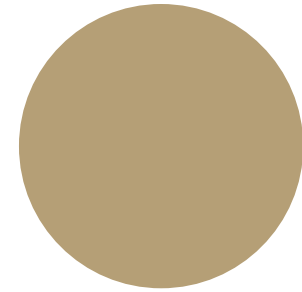
Secondary Colors
Our secondary colors tend to be white, black, and grey. You'll find those colors often used for the color of our body copy in print and digital media.

When putting together colors for body copy of projects we ask you use the black, white, and grey colors.
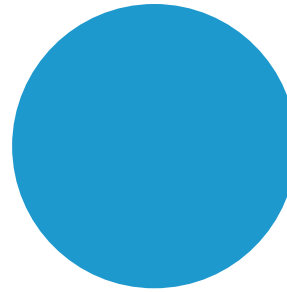
Primary

Pantone 3005 C
#0899cc
C7, M24, Y5, K0
R8, G153, B204

Secondary

Pantone 4251 C
#b49d76
C30, M34, Y9, K2
R180, G157, B118
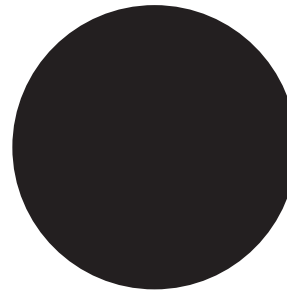
100 %Black

#231f20
C0, M0, Y0, K100
R35, G31, B32
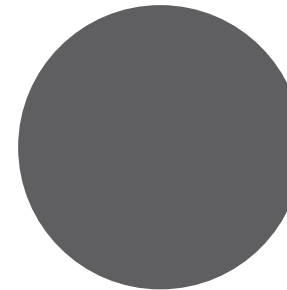
77% Grey

#5e5f61
C0, M0, Y0, K77
R94, G95, B97
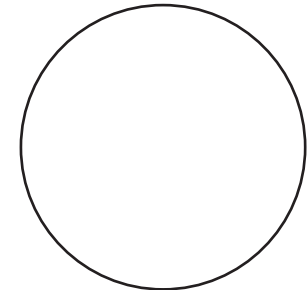
White

#ffffff
C0, M0, Y0, K0
R255, G255, B255

BRAND COLORS

Accent Colors

We use a lot of different colors to try to help make things easier for the customer as they zero in on what they're actually looking for while flipping through our full line catalogs.

Each section gets its own color that carries over to the smaller dedicated brochures that just deal with certain product lines.
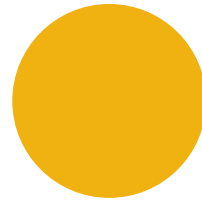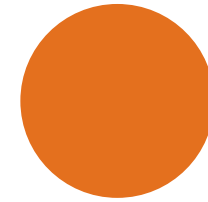
Assisted Living
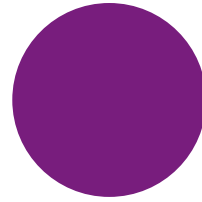
Pantone 7409 C
#eeb111
C0, M28, Y100, K6
R238, G177, B17
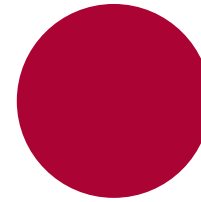
Aging in Place
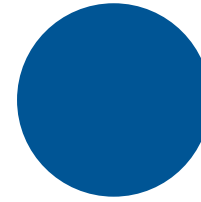
Pantone 207 C
#aa0534
C0, M100, Y64, K33
R170, G5, B52

Whirlpool & Bubble Jets

Pantone 158 C
#e36f1e
C0, M66, Y100, K7
R227, G111, B30
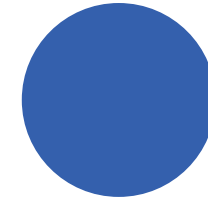
Tub & Soakers
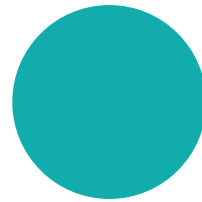
Pantone 2603 C
#781d7d
C55, M100, Y0, K15
R0, G129, B198

Showers

Pantone 2945 C
#005596
C100, M58, Y0, K21
R0, G85, B150

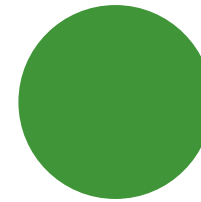**Subway Tile**
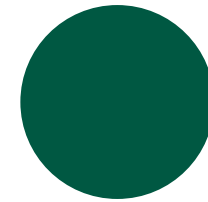
Pantone 7455 C
#3560ac
C86, M67, Y0, K0
R53, G96, B172

Freestanding

Pantone 326 C
#00acac
C81, M6, Y37, K0
R0, G172, B172

Tub / Showers

Pantone 7740 C
#429538
C68, M0, Y100, K24
R66, G149, B56

Cast Acrylic

Pantone 7729 C
#005842
C100, M0, Y68, K60
R0, G88, B66