

# clearwater

CREDIT UNION

## Style Guide

**we are** local sincere  
fresh friendly cooperative  
real bright trustworthy  
problem-solvers inviting  
accountable passionate  
transparent open honest  
responsible values-based  
clear. **we are clearwater.**

# Logo | Main

Our logo conveys transparency with the ability to see the mountains through the water drop, reflects the breathtaking landscape of our region, and even includes a subtle “M” in honor of our prior logo. The main Clearwater logo uses three colors: Navy, Light Blue and Orange. The main logo should be used primarily on a white background for maximum impact and clarity.



# Logo | Alternatives 1

In cases where the main logo is not appropriate, the following versions are available for use:

## Navy Logo

Use the navy version when placing the logo on a lighter color background where the main logo would conflict with color usage.



## Reverse Logo

Use the reverse version on darker colored backgrounds



## Black Logo

Use the black version when color processing is not available.



# Logo | Alternatives 2

## Wordmark

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Use the wordmark when horizontal space is a concern or when elements of the logo mark are used in the same application.

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## Logomark

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Use the logo mark when horizontal space is a concern or where including the name would be duplicative (i.e. social media profile pictures).



# Logo | Clear Space & Minimum Size

## Clear Space

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space (shown here as light logomark around the logo) isolates the logo from competing graphic elements, such as copy, photos, background patterns or other logos that may divert attention and dilute the legibility and visual clarity of the Clearwater logo. Please note also that this clear space should be proportionally maintained when the logo is enlarged or reduced in size.



## Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The Clearwater logo should not be reproduced in a width size smaller than 1" as illustrated.



# Logo | Improper Usage

The Clearwater logo is to be reproduced only within the specifications previously outlined in this brand identity section. Below are examples of ways the Clearwater logo should NOT be used so as to protect the integrity of the identity and mark of the organization.



Do not stack the logo mark on top of the wordmark.



Do not place the logo mark to the right of the wordmark



Do not use the main logo on a color or patterned background.



Do not use the main logo on a busy photo.



Do not use other brand colors in the main logo.



Do not place any logo version inside another shape.



Do not use an outlined form of any logo version.



Do not use drop shadows or other effects with any logo version.

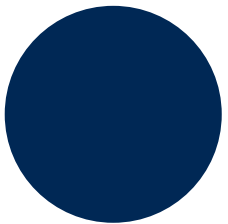
# Color

Our colors are inspired by the Montana State flag, reminding us of both the incredible natural environment that surrounds us as well as the people and industry that have shaped this amazing place we call home.



## Primary Colors

Used in main logo as well as text, backgrounds and graphic elements



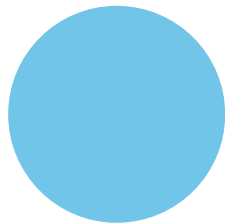
### Navy

**PMS 295 C**

**CMYK 100-69-8-54**

**RGB 0-40-85**

**HEX 002855**



### Light Blue

**PMS 297 C**

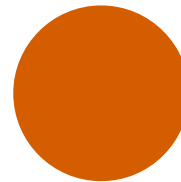
**CMYK 52-0-1-0**

**RGB 113-197-232**

**HEX 71C5E8**

## Secondary Color

Used in main logo and as an accent color



### Orange

**PMS 717 C**

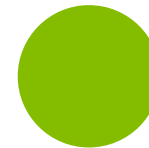
**CMYK 0-68-100-0**

**RGB 212-93-0**

**HEX D45D00**

## Tertiary Colors

Used as accent colors



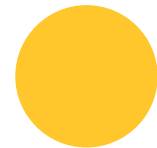
### Green

**PMS 376 C**

**CMYK 54-0-100-0**

**RGB 132-189-0**

**HEX 84BD00**



### Yellow

**PMS 123 C**

**CMYK 0-19-89-0**

**RGB 255-199-44**

**HEX FFC72C**



# Typography

Our primary font for headlines and body text is **Montserrat**. Montserrat is a robust, open and harmonious geometric sans serif font. It has a unique flair to it while also being very versatile for print and web. It is a great companion to the logo-font, **Stolzl**, which is only used for top level headlines and slogans.

## Montserrat Bold

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Headlines, Callouts, and Primary Information

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$\$%^&\*()\_+

## Montserrat Regular

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Subheads, Body Copy, and Secondary Information

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$\$%^&\*()\_+

## Stolzl Medium

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Top level headlines and slogans

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789~!@#\$\$%^&\*()\_+

# Photography Style

## Candid, Local, Vibrant, Active, Diverse, Seasonal

We feature candid, colorful photos of individuals working together or enjoying the unique characteristics and opportunities of our communities. When focusing on an individual, we show them in their element either looking directly at the camera or immersed in an activity they love. We always seek to show photos of real members whenever possible and take care to ensure our photos represent both the diversity of our membership and the seasonality of our region.



# Design Elements

**Drop as window**

**Drop and mountains as window**

**Drop as speech bubble**

**Drop as pattern**

**Drop as background**

**Drop as divider**

**Deconstructed drop as story elements**

**Taglines and slogans**

**Mountains as background**

**Abstract Mountains/color as background**



The following pages are intended to show how elements of our logo can be used across different applications and are not final assets.

# Drop as window



LONGTERM INVESTING

## Online Applications

**Spend your day on more important things.**

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MORE

# Drop and mountains as window





# Drop as speech bubble



## Drop as pattern | solid



# Drop as pattern | outlined





# Drop as background



## Asset Management

### MANAGING COMMUNITY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quis libero odio. In hac habitasse platea dictumst. Phasellus non turpis porttitor, sodales erat a, efficitur nisl. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In eleifend mollis nibh, ultrices tincidunt tellus faucibus sed. Mauris lacus quam, sagittis non vehicula vitae, tempor sit amet est. Morbi dignissim purus massa, non convallis neque fermentum tincidunt. In hac habitasse platea

**When you lead  
with values, real  
impact follows.  
Our values for  
family speak for  
themselves.**

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### MANAGING COMMUNITY

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# Drop as divider



# Deconstructed drop as story elements



## Taglines and slogans

**clearly local.**

WHAT MATTERS TO US IS WHAT MATTERS TO YOU.

**clearly cooperative.**

**clearly transparent.**

**clearly you.**

# Mountains as background



# Abstract Mountains/Color as background

