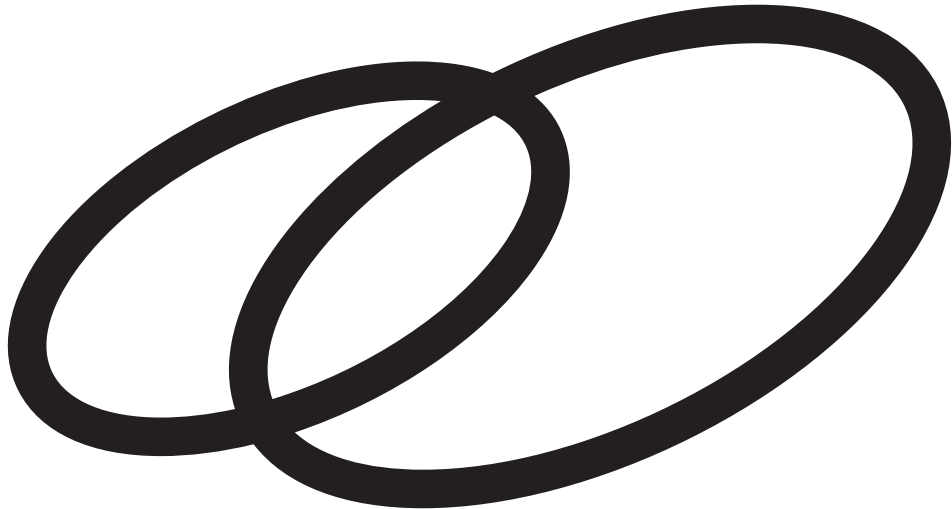


# ClearMotion Symbol

The ClearMotion symbol suggests motion, continuity, and smoothness. The symbol has been designed to provide a bold, memorable shorthand to represent ClearMotion in all forms of communication. The symbol consists of two monoweight, interlocking paths. Proper use of the symbol and how it is combined with the wordmark to form logo lockups are described on the following pages.

Always use the original, approved artwork; never alter any aspect of it. Do not attempt to redraw or recreate the ClearMotion symbol or wordmark in any way.



## APPROVED COLORS



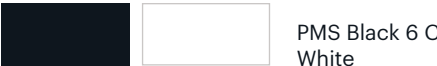
# Primary Logo, Horizontal Lockup

The primary ClearMotion logo is a combination of the symbol and wordmark in a horizontal arrangement—this creates a lockup. This is the preferred lockup and should be used whenever possible. Never alter any aspect of the lockup. Always use the original, approved art.

## CLEAR SPACE

The logo should be displayed prominently and clearly to maximize its impact. The diagram below shows, in white, the minimum space that should be free and clear of other elements. These clear spaces must always be maintained unless explicitly stated otherwise within these guidelines.

## APPROVED COLORS



## MINIMUM SIZE

25 px / .25"

## Vertical Lockup

The primary (horizontal) lockup should be used wherever possible. Sometimes, however, the space requires the use of a vertical lockup. For this purpose, the symbol has been centered above the wordmark as shown here. Never alter any aspect of the lockup. Always use the original, approved art.

### CLEAR SPACE

Use the same rules of 2X the height of the lower case letter ‘e’.



### APPROVED COLORS



### MINIMUM SIZE



## Alternate Vertical Lockup

Sometimes, however, the space requires the use of a **vertical lockup at a small scale**. For this purpose, the alternative vertical lockup has been created. Never alter any aspect of the lockup. Always use the original, approved art.



### CLEAR SPACE

Use the same rules of 2X the height of the lower case letter ‘e’.



### APPROVED COLORS



### MINIMUM SIZE

