CLC
INTERNATIONAL

Identity Manual

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5 Downloading logo files

Because this document is still a work in progress, it is difficult for us to send updated copies by mail every time there are changes. Therefore we are going to supply updates on the CLC International website.

There you will be able to:

- Browse a full version of this manual
- Download a full version of the manual in PDF (Portable Document Format)
- Download the logo files in different formats and resolutions
- Download the supporting files (such as letterhead designs and templates, business cards and compliment slips designs and templates, etc.)

The address for the identity website is:

http://www.clcinternational.org/identity

We would be grateful for your feedback, so please feel free to use the contact form on the identity website to send us any suggestions, usage ideas or applications particular to your local situation.

Your field leader will be notified of future additions and changes to this identity specification. If you would like to have the latest version please check with your field leader or the website address above.

Thank you,

The CLC International Office and
CLC Media Services Team

Introduction

**Welcome to CLC International's
Corporate Identity and
Brand Standards Manual**

Over the years many images have been used to portray the ministry of CLC. Each country has been free to develop its own logo and the image it represents. At the 2004 CLC International Council it was decided that, with the demands of the modern world and, in particular, the internet, it was time that a new uniform image should be commissioned.

The new identity is characterised by a fresh logo design, for which we have developed standardised stationery concepts and additional applications.

This manual contains guidelines, rules and examples for upholding our brand throughout all aspects of CLC's corporate, mission and marketing communications.

CLC's Field Leaders are responsible for ensuring that the materials produced under their supervision adhere to these standards.

This manual has been produced for CLC International Office by Cristi Cotovan in his department which is known as CLC Media Services. Should you encounter a CLC branding situation or application that is not addressed in this manual, please contact Cristi at cristi.cotovan@clcinternational.org

2 The CLC International Logo

A. THE LOGO: SYMBOL

The CLC Logo is comprised of two graphic and two text elements. The slanted open book signifies CLC's main ministry, book distribution. The blue swirl adds motion and suggests "taking the Word around the world."

The bold, powerful CLC initials clearly portray the name of the organisation, whilst the subtext "International" enables a department or country to be identified.

The choice of colour in the logo, as well as the alternating light / dark orange gives personality and illustrates variety, trans-cultural relevance while the dark blue maintains a balance of professionalism.

The logo further stands out by the use of shading towards the book spine and the overlapping of the book image with the blue swirl graphic.

B. THE LOGO: TYPESTYLE

As an integral part of CLC International's brand, the following Georgia Bold and Eurostile Bold fonts should be used. Please refer to the following samples for usage.

Georgia Bold
Horizontal Scale: 100%
Tracking/Kerning: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£$%^&*()+/@'#

Eurostile Bold
Horizontal Scale: 100%
Tracking/Kerning: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"£$%^&*()+/@'#

D. VEHICLE VISUAL BRANDING

There are different, and changing, customs regarding the commercial information printed on vehicles. In many countries the only information is a web site address and the logo, whilst in other countries address and telephone details are still necessary.

It is important to achieve an appropriate balance between the logo and the size of the text.

4 Applications

There are endless applications of the CLC logo and image. This manual is simply a first attempt to identify some specific applications. It is apparent that while certain usage of the logo must be strictly controlled, as outlined in sections one, two and three, other applications will require more adaptation to local situations. Planning permission, local custom and other factors will influence the use of the logo.

It is essential that the basic principles are adhered to, but in the following section there are far more **"recommendations"** than **"requirements"**. We want to receive feedback from around the world as to how the logo can be used in creative and positive ways. In time these ideas will be included in the manual. This is not the "final word" on the use of the logo.

A. STORE SIGNS

Legal requirements and the shape of the building may determine the way that a store sign is presented. The following are some ideas that could be used.
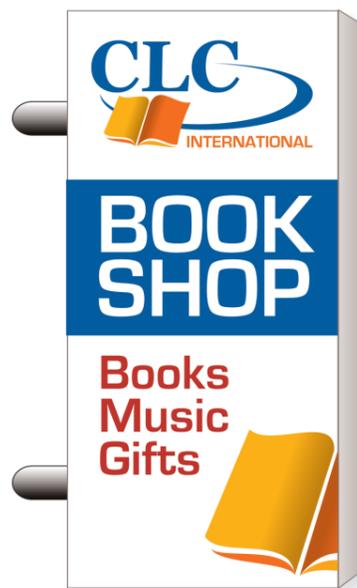
Vertical sign A*
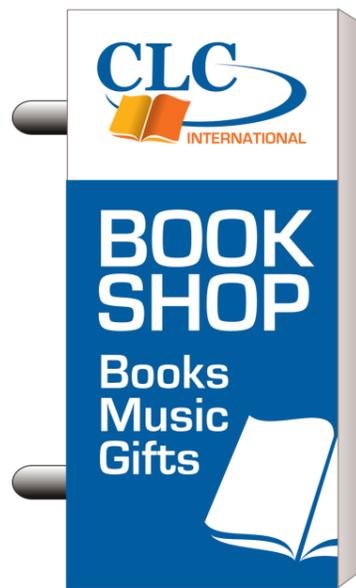
Vertical sign B*
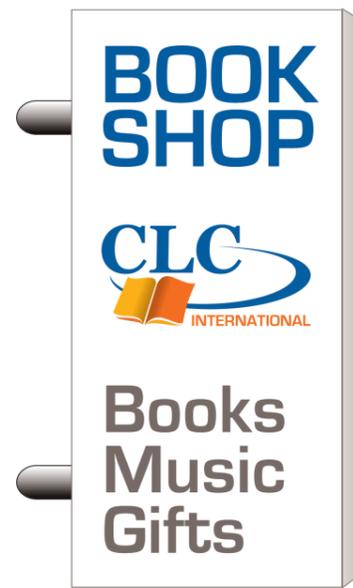
Vertical sign C*
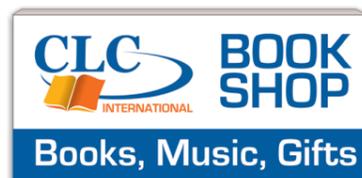
Horizontal sign A*
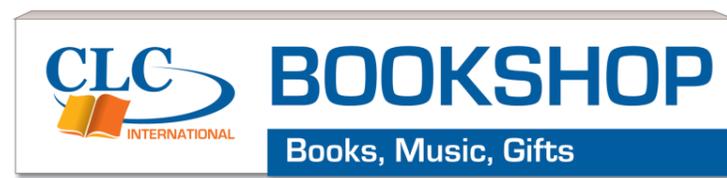
Horizontal sign B*

C. LOGO COLOURS

The precise colours used in the logo are the following:

Colour swatch	Colour	CMYK	
	Dark Blue	100% 67% 10% 0%	
	Light Orange	0% 40% 100% 0%	
	Light Orange Shade	0% 40% 100% 25%	
	Dark Orange	0% 70% 100% 0%	
	Dark Orange Shade	0% 70% 100% 25%	

D. ACCEPTED VARIATIONS FOR LOGO COLOUR AND TEXT

Below are accepted variations of the logo for alternative media and design requirements (such as one-colour printing, where full colour is not possible, or for dark backgrounds).

You can also customise the name written below the logo, to replace the word **"INTERNATIONAL"**, with the name of your field (eg. "UNITED KINGDOM", "FRANCE"), or the name of the department or commercial name (eg. "BOOKSHOPS" or "BOOKS FOR THE WORLD"). The text format (small caps or all caps) is to be decided at the time of creation according to the particular requirements. Please see the **"Unacceptable usage"** for guidelines of how NOT to use the logo and the text underneath.

Please note:

CLC Media Services will provide on-demand source files for any of your needs. Please refer to section 5 for details on how to download these files.
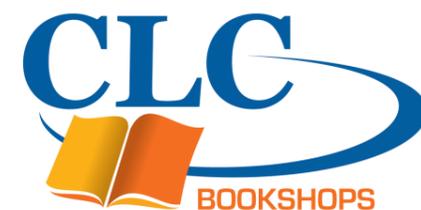
E. LOGO SHAPE, SIZE AND PROTECTION AREA

Whenever the logo is used, you must make sure to keep a reasonable free space around the logo to distinguish it from surrounding design elements.

This space is commonly referred to as the **"protection area"**.

An easy rule for this is to leave as much space **on all sides** of the logo as about the height / width of the "C" letter in the "CLC" name (see illustration).
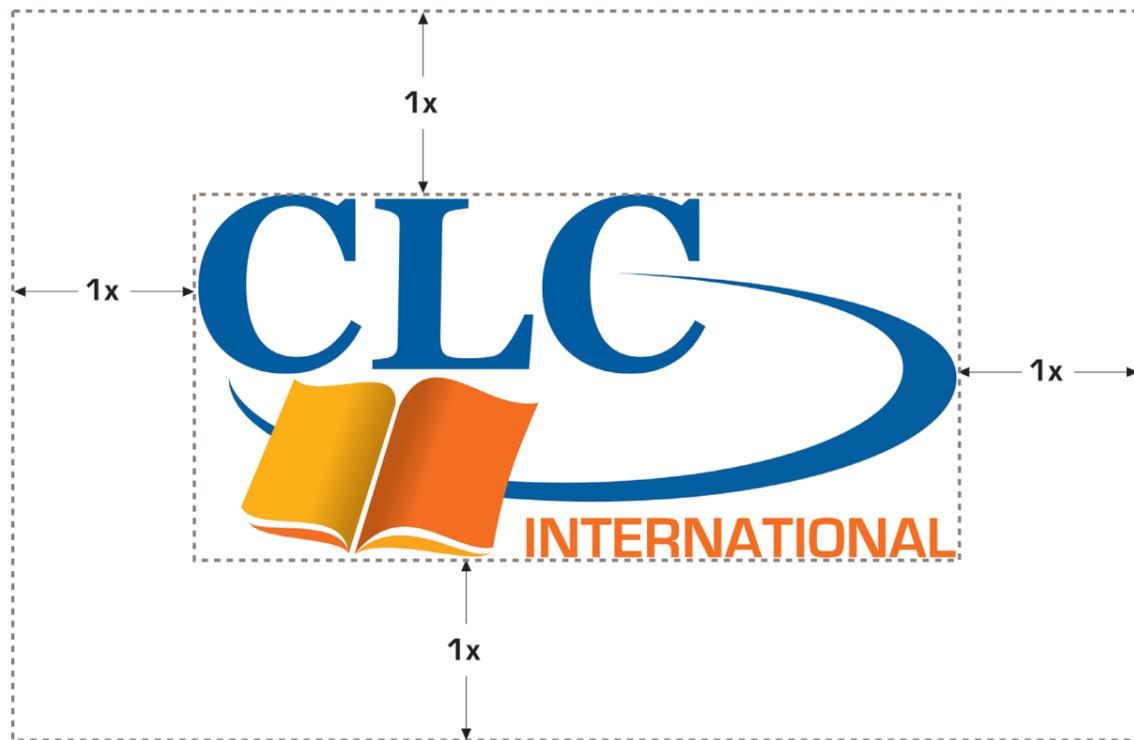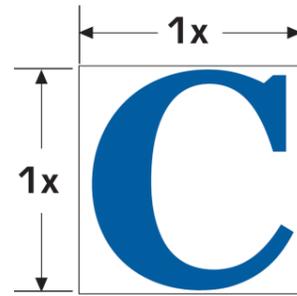
The text underneath the logo that replaces the word "INTERNATIONAL" should never exceed the lines indicated in the illustration.

Any word or name that will be used in that area should have its left edge on the right side of the book symbol, and its right edge should NOT exceed the outer line of the swirl.

If the text does not fit on a single line without exceeding the row length indicated, it is acceptable to wrap the text on up to three lines, whilst still keeping it within the indicated margins.
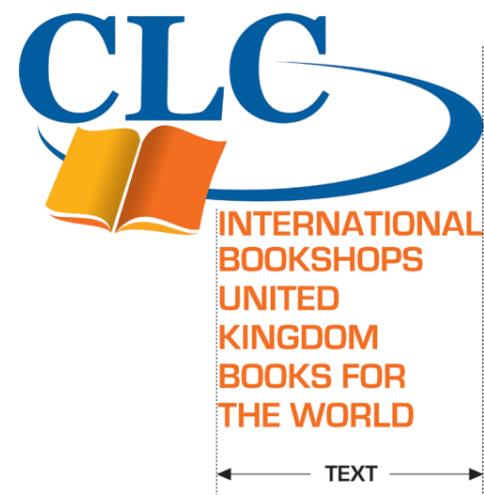
E. ENVELOPES

The envelopes maintain the same text and colour guidelines, but do not use the background book graphic, since it is quite difficult to print on envelopes due to many different sizes and formats. Below is **just a suggestion** of how the envelope information could be laid out, but please feel free to use the logo and text as appropriate in your particular situation and postage regulations.

CLC International Office
291 Abbeydale Road, Sheffield
S7 1FJ, United Kingdom

F. STOCK AVAILABLE FOR SMALL FEE

CLC International Office offers the possibility to purchase already printed stationery items. Using this stock you benefit from the economies of scale, as the CLC IO has printed larger amounts and there-fore the price per item is smaller.

There are two options:

1. Buy finished blank letterhead sheets from the International Office. The local address details need to be added by computer printer

2. Buy untrimmed letterheads, compliment slips (3 to a sheet) and business cards (10 to a sheet). "Untrimmed" means the sheet of paper has cropping marks on all corners, so that it can be easily printed and cut by professional printers. Once cut, the finished product is the intended size.

All of the above cost **£0.04** per item – not per sheet.
Therefore a sheet of 10 business cards will cost 10 x 0.04 = **£0.40**.
You will also need to cover the cost of postage.

If you wish to print your own stationery, CLC Media Services can work with you and produce the designs and make them available for downloading from our web page.

C. BUSINESS CARDS

The standard business card size is 90 mm x 50 mm. Text printed on the business card should be referenced from the bottom-left corner, at a distance of 7 mm from the left edge and 7 mm from the bottom edge of the card. Text should not be printed on top of the blue background book symbol.

The blue background with the partial book symbol should be the same colour as for the letterhead. The logo should be positioned at an even distance from the top right-hand corner.

The text printed on the card should be the same colour as for the "CLC" word on the logo (See colour codes above in the "Logo colours" section). The text font used should be **Arial Bold** for the Name and Arial Plain for the address information. For Apple Macintosh, please use **Helvetica Bold** and Helvetica Plain respectively. The font size for the name should be **13 Point** and the address information should be **7 point**.

90 mm

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50 mm

7 mm

7 mm

D. COMPLIMENT SLIPS

The compliment slips maintain the line of design from the letterhead and business cards, with the top-right corner book symbol in the background. The size of the compliment slips is exactly **one third of the letterheads** (1/3 of one A4 sheet of paper). Exact dimensions are **210 mm x 99 mm**.

The **address text** (**13 point bold** for title and **10 point** for address information) should be right-justified and aligned with the right side of the logo. Margins all around the text from the edge of the paper should be **15 mm**. The colour of the text should be the same as the word "CLC" in the logo (see colour section above for colour codes). Text size for "**With Compliments**" should be **11 point** and for the name of the person - **13 point bold.**

210 mm

CLC International Office
Strada Padana Inf. 12
10023 Chieri (TO)
Italy

Tel: +39 011 947 1082
Fax: +39 011 521 3723
gary.chamberlin@clcinternational.org
www.clcinternational.org

With Compliments,
Gary Chamberlin

99 mm

15 mm

15 mm

15 mm
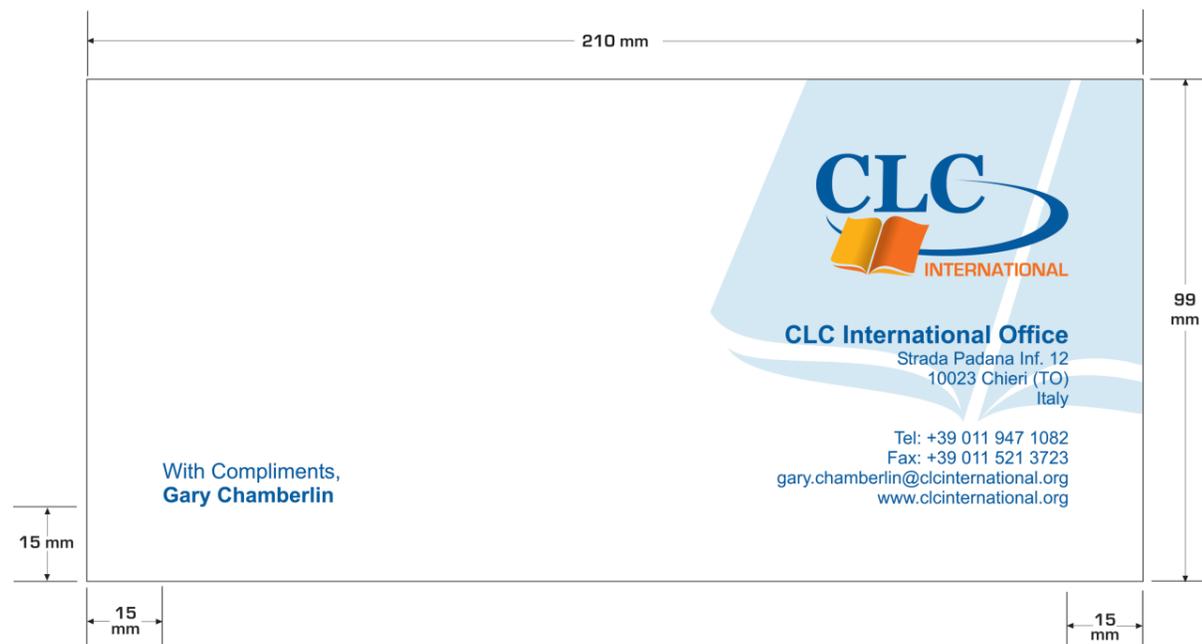
F. UNACCEPTABLE USAGE OF THE LOGO

Never use anything but the approved and provided logo.

Never attempt to create your own CLC logo.

Never reproduce the logo in non-approved colours or screened / faded colours.

Never stretch or alter the logo's proportions.

Never attach anything to the logo.

Never use part of the logo; it is an integral unit, always keep it whole.

Never use the logo as part of a sentence or phrase.

Never alter the horizontal orientation of the logo.

Never skew or otherwise distort the logo.

Never use the logo in a crowded space.

Never print on top of the logo.

We have recently changed the CLC brand.

Please note:

Should you encounter a logo usage situation not explained in this manual, please contact us for clarification and we would be happy to work with you.

If you see the logo being used in an inappropriate fashion or in a way you think is wrong, please let us know. Thank you.

3   The Stationery

A. BACKGROUND GRAPHIC

The new CLC logo stationery uses a supplementary element in the shape of a fragment of the book symbol used in the logo, as seen in the illustration below.
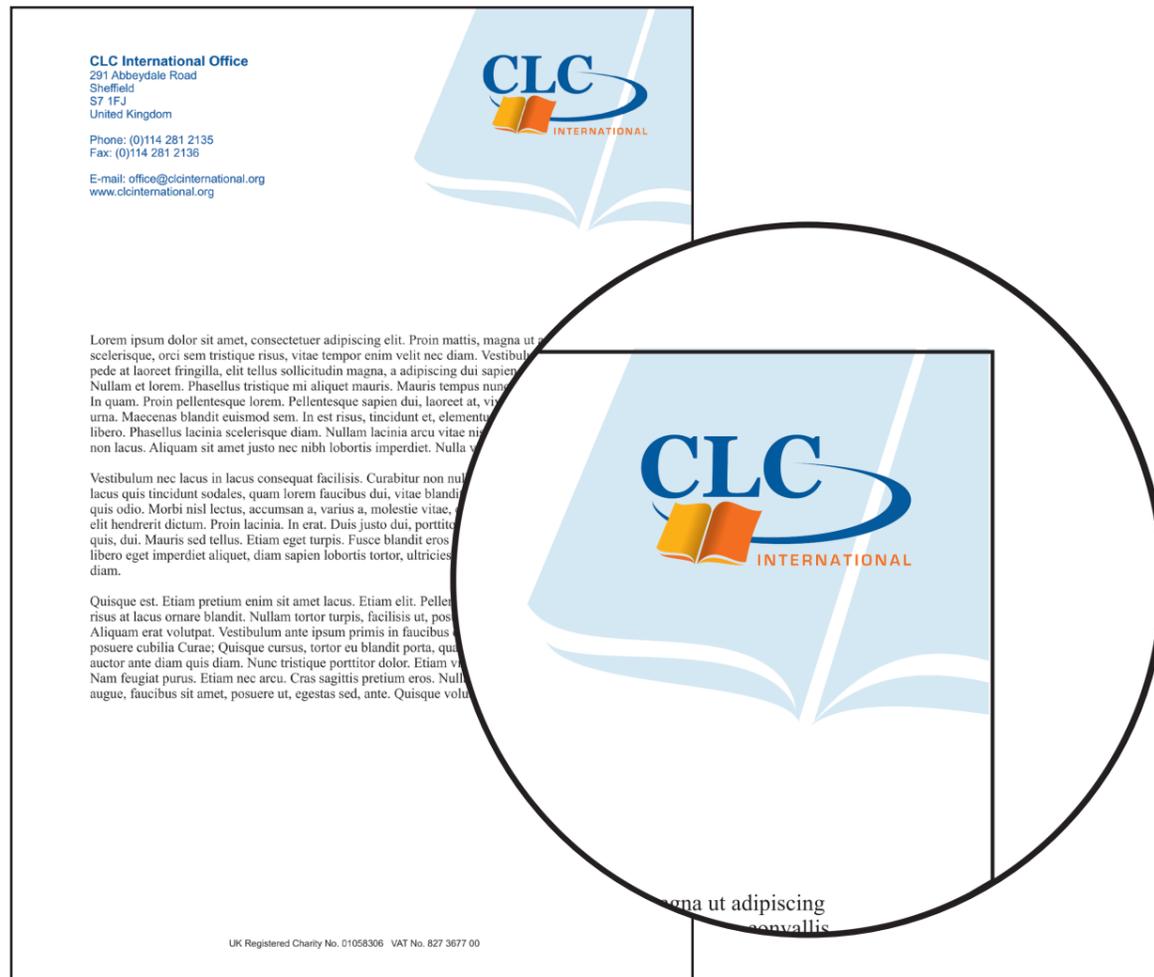
The artwork for the background book graphic is available upon request.
The colour of the background book graphic has the following colour codes:

CMYK: Cyan 15%, Magenta 3%, Yellow 2%, Black 0%

The colour to be used for the text of the address on the letterhead, as well as other stationery elements such as business cards and compliment slips has the following colour code:

CMYK: Cyan 100%, Magenta 67%, Yellow 10%, Black 0%.

B. LETTERHEAD DESIGN

When creating documents based on the letterhead below, always print any text within the following margins: 15 mm top, 10 mm bottom, 25 mm left and right side. The top of the address information should always be aligned with the top of the CLC Logo (the top of the "CLC" word). Font sizes for the letterhead are: **Organisation name**: **13 point bold** and **Address information**: **10 point plain**.