Clicksco
Brand Guidelines

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The Symbol

The people symbol has been designed to provide a bold, memorable mark to represent Clicksco in all forms of communication.

People symbol

Social Media Avatar

Favicon

Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

Primary logo - positive

Primary logo - negative

Primary logo - Black on White

Safety Area

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo ‘breathe’, free from distraction.

Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

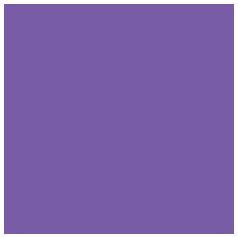
Print

Web

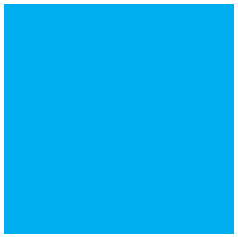
Colours

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

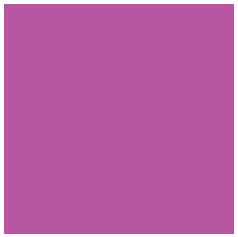


Pantone 2685 C
C61 M743 Y2 K0
#775ba5

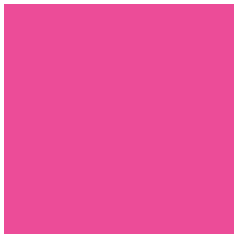


Pantone Process Cyan U
C100 M0 Y0 K0
#00aeef

Pantone 376 U
C64 M11 Y100 K1
#6aaa43



Pantone Purple U
C27 M79 Y0 K0
#b958a2



Pantone Rhodamine Red U
C1 M85 Y3 K0
#eb4e97

Pantone 115 U
C0 M20 Y88 K0
#ffcb38

C0 M0 Y0 K75
#636467

C0 M0 Y0 K50
#939598

Imagery

The photography style should be fresh and stylish showing customers thinking about and finding what they want using different technology devices.

Typography

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of the Clicksco brand.

Replacing fonts with alternatives should not be done under any circumstances.

Effra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'$¢%!?(*)

Effra Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'$¢%!?(*)

Effra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'$¢%!?(*)

Incorrect Usage

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo.

The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork.

If questions about usage arise please contact the design team at creative@clicksco.com

Do not use an unapproved background colour

Do not modify the position of the logo elements

Do not cut off the people symbol

Do not distort the logo

Do not alter fonts or change colours

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Click.net logo - positive

Click.net logo - negative

Safety Area

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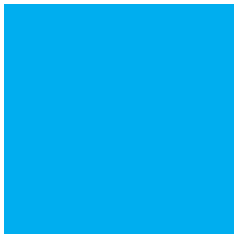
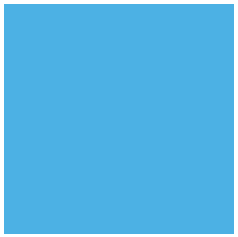


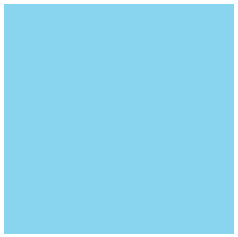
Pantone Process Cyan U
C100 M0 Y0 K0
#00aeef

Pantone 3005 U
C85 M49 Y0 K0
#1176c0

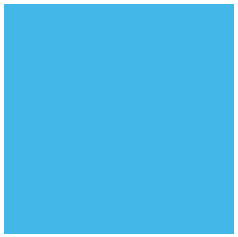
Pantone 2925 U
C71 M29 Y0 K0
#3797db



Pantone 298 U
C66 M11 Y0 K0
#34b3e8



Pantone 2975 U
C42 M0 Y4 K0
#88d5ef



Pantone 2985 U
C64 M8 Y1 K0
#3bb7e8

C0 M0 Y0 K75
#636467

C0 M0 Y0 K50
#939598

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Pantone 106 U
C3 M2 Y73 K0
#fdeb66

Pantone 7408 U
C3 M44 Y99 K0
#f19c1d

Pantone 122 U
C0 M27 Y88 K0
#ffc03a

Pantone 115 U
C66 M11 Y0 K0
#34b3e8

Pantone 100 U
C5 M0 Y62 K0
#f9f37e

Pantone 121 U
C1 M20 Y80 K0
#fecc4e

C0 M0 Y0 K75
#636467

C0 M0 Y0 K50
#939598