What is a Brand?

The CLA brand is the result of years of pressure, sculpting and molding much in the same way diamonds come to be. It isn’t a name, some colors, a font, and an icon. It is the culmination of a lot of hard work by a lot of very dedicated people who are responsible for the organization people know today.

The CLA brand has been relaunched to help others understand where the real value is in this organization. This guide provides high-level regulations for making the most of the CLA brand refresh. It helps by documenting and defining so that others can use this knowledge to continue to build the CLA brand now and into the future.
The CLA Name

Community Liver Alliance. It’s a mouthful, but it simply communicates the importance “Community” has in the foundation of the brand. The future reshapes the logotype to be simpler – CLA, qualified by the full name beneath it.

The CLA Tag Line

The tag line “Global Awareness. Local Impact.” helps to further tell the brand story. The organization brings worldly knowledge and experience to bear at a local level, no matter where constituents live.
The CLA Vision

“Maximize quality of life for all impacted by liver disease.”

The CLA Mission

“Connect patients, caregivers, and families to world-class resources near them.”
CLA Values

- Put mission delivery above all else
- Put patients at the center of every decision
- Affect patients where they live
- Invest in community
- Bring community together
- Be the voice for patients
- Provide opportunity
- Innovate novel approaches
- Be resourceful – create informative programs
- Collaborate and partner
The CLA Logotype

Standard

Horizonal
The standard format CLA logotype consists of CLA and the icon centered above the name and tag line. This standard format is designed where instances call for maximum size presentation.
The horizontal format CLA logotype should be used whenever vertical height limits the use of the standard form to maximize size of display. Refer to clear space guidelines when implementing this version.
The CLA Logotype

Digital File Formats

.ai – Adobe Illustrator
This is the application used to create the logotype in scalable vector artwork. All updates and edits to the logotype should be made in this file format and can be exported in a variety of compatible file formats.

.eps – Adobe Illustrator
This file format can be edited in Adobe Illustrator and is scalable vector artwork.

.jpg – Image file
This file format can be exported from Adobe Illustrator or Photoshop applications. This format is not scalable.
.png – Image file
This file format can be exported from Adobe Illustrator or Photoshop applications. This format is not scalable but can be configured to have transparent backgrounds. This is particularly handy on web pages and in instances when the artwork is placed on top of any color field or photo imagery.
The CLA Logotype – Standard Clear Space

Clear space is designed to ensure proper attention to the CLA logotype. This means no other visually competing design element should share the same spotlight shone on the CLA logo.

Clear Space
For the standard CLA logotype, the clear space is equal to the space from the baseline of the “L” in CLA to the baseline of the tag line. A space equal to that should extend below the tag line, from the top of the “A”, from the left of the “C” and from the right of the tip of the liver icon. No visually distracting elements should infringe upon this area. This will ensure that the logotype will always receive the proper amount of attention.
The CLA Logotype – Horizontal Clear Space

Clear space is also designed into these rules for use to provide proper attention to the horizontal CLA logotype. This means no other visually competing element should share the spotlight shone on the CLA logo.

Clear Space
For the horizontal CLA logotype, the clear space is equal to the height of the “C” in CLA. A space equal to that should extend below the tag line, from the top of the “A”, from the left of the “C” and from the right of the “E” in Alliance. No visually distracting elements should infringe upon this area. This will ensure that the logotype will always receive the proper amount of attention.
The CLA Logotype – Minimum Size

As you can see by looking at the logo used in the footer at the bottom of this document, there is a reason to limit the use of the logo below a certain size. Legibility is compromised when the logo is reduced below a certain size. The logotype can be used at any size greater than what is specified below. For that purpose, the following guidelines should be considered when using the logo artwork.

Minimum Size
The CLA logo should not appear any smaller than the demonstrated size to the left. The height of the letters “C” and “A” should not measure any smaller than .25”, the same size used on CLA stationery like the business card.
The CLA Logotype – Dos and Don’ts

The CLA logotype has been designed with some flexibility in mind for interpreting the visual brand in a variety of forms. However, there are wrong ways the logotype can be used. Try to avoid these. If you have doubts, then please contact CLA for clarification.

Omitting the tag line
The tag line is a part of the logotype and should never be removed when representing the CLA brand.
Changing the size relationship of the logo elements
Never alter the elements of the logo by resizing any of them. Only use CLA approved logotype artwork.

![CLA Logo](image)

Altering the brand colors
Always use the CLA approved logo artwork provided. Never alter the brand colors specified in the logotype artwork. For additional information on color refer to the section of this guide on brand color.

![CLA Logo](image)
Infringing on clear space
Clear space rules help keep distractions from the logo, allowing visual attention to be given the logo. If other design elements get too close, then the logo could blend in and not stand out.
Placing logotype on distracting background images or patterns
Pay attention to photographic background images that may distract from viewing the logotype. The background should be of sufficient contrast in color or pattern so as not to make the logo blend into the background. The example on top would be unacceptable. The example below would be acceptable.
CLA Alphabets

The CLA visual brand identity is comprised of a single font – Museo Rounded – with 2 available families – 1 in “sans” (or without serifs) and the 2nd in “slab” serif.

Each family is comprised of “Roman” (or upright) and “italic” (or slanted) and available in different varieties of weights from 100, 300, 500, 700, 900 and 1000, with 100 being the lightest weight and 1000 being the heaviest weight.

Why “sans” and “slab?” Making use of both styles when creating communications helps to draw attention to headlines or emphasize text in a way that helps get your point across more readily. The next page illustrates how you might use these fonts in a variety of ways.
CLA Alphabets – Demonstrations

This is the headline for this demonstration
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet turpis eu tellus congue venenatis. Duis consequat elementum urna, quis mollis eros commodo vel. Nam eu lorem gravida,


This is the headline for this demonstration
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet turpis eu tellus congue venenatis. Duis consequat elementum urna, quis mollis eros commodo vel. Nam eu lorem gravida, vestibulum neque lacinia,


HEADLINE IS CAPITALIZED
Sub-headline is not capitalized

HEADLINE IS CAPITALIZED
Sub-headline is not capitalized
CLA Alphabets – Museo Sans Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Sans Rounded 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Sans Rounded 100 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Sans Rounded 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Sans Rounded 300 Italic
CLA Alphabets – Museo Slab Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 100 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 300 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 500 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Museo Slab Rounded 700 Italic
CLA Color Palette

The use of color to represent the CLA brand happens in a variety of ways. The logotype sets the tone for use of primary brand colors. Primary brand colors can also be used to highlight and add accents to content to draw attention to and emphasize.

Color is also reproduced for a variety of media and using a variety of forms. Pantone colors are universally accepted for printing along with process color combinations in cyan, magenta, yellow and black. Red, green, blue color spaces are used for illuminated media and hexadecimal equivalents for web design work. Specification equivalents in each of these media spaces are provided for use in the creation of branded communications.
Primary Color Space

**CLA Blue**
- Pantone: 285
- CMYK: 84C 54M 0Y 0K
- RGB: 42R 113G 185B
- Hexadecimal: #2a71b9

**CLA Green**
- Pantone: 361
- CMYK: 74C 3M 100Y 0K
- RGB: 67R 176G 73B
- Hexadecimal: #43b049

**White**
- Pantone: NA
- CMYK: 0C 0M 0Y 0K
- RGB: 255R 255G 255B
- Hexadecimal: #ffffff

**Neutral Gray**
- Pantone: Cool Gray 5
- CMYK: 33C 35M 21Y 0K
- RGB: 169R 167G 172B
- Hexadecimal: #a7a9ac

**Black**
- Pantone: Black
- CMYK: 74C 71M 64Y 87K
- RGB: 0R 0G 0B
- Hexadecimal: #000000
The CLA Logo Artwork on Color Backgrounds

When placing the CLA logo on a solid field of color, it is recommended it is placed on one of the primary brand colors. The artwork used for each of these backgrounds colors is different. Use the artwork specifically designed for each background color.