

# CleanFormulation – Brand Colours & Usage Guidelines

## Purpose

This document defines basic, neutral brand usage rules for CleanFormulation. The goal is consistency, clarity, and non-promotional presentation across editorial, research, and media contexts.

## Primary Brand Colour

Black (#000000). Used for the CleanFormulation wordmark and primary text. No gradients, shadows, or decorative effects are permitted.

## Secondary / Neutral Colours

| Colour     | Hex Code | Usage                    |
|------------|----------|--------------------------|
| Dark Grey  | #333333  | Secondary text, captions |
| Light Grey | #F5F5F5  | Backgrounds only         |
| White      | #FFFFFF  | Primary background       |

## Logo Usage

Only the official CleanFormulation wordmark (SVG) or square logo (PNG) may be used. Logos must appear on plain backgrounds with sufficient contrast.

## Safe Spacing

Maintain clear space around the logo equal to the height of the letter 'C' in the wordmark. No text, images, or borders may intrude into this area.

## Do Not

- Do not change colours
- Do not stretch or distort the logo
- Do not add effects, shadows, or outlines
- Do not place on busy backgrounds

## File Formats

SVG is the primary format for print and web. PNG is permitted for raster-only environments.