

clever BRAND GUIDELINES



WWW.CLEVEROFFSETS.COM

Preferred keywords/phrases to use

comprehensive, tailored, accessible, data-driven decision making, data solution, data analytic platform, accurate, business aligned decision making, confident decision making, reliable

Key-phrase NOT to use:

Marketplace. We are a data solution **not** a marketplace for stakeholders. We believe easy access to the best data is the most effective way to make informed decision.

logo

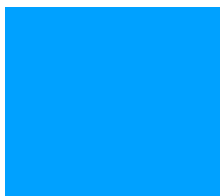


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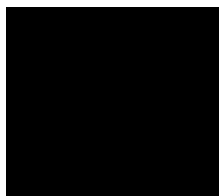
COLORS AND FONTS



#00A1FF



#00FF7D



#00000

Headings

Montserrat Bold (lowercase)

Body

Montserrat Normal



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