

» PARTNER BRAND GUIDELINES

VERSION 1.0
JUNE 2020

STACKED LOGOS

HORIZONTAL LOGOS

» FULL COLOR LOGO

Our logo should always be reproduced using our primary brand colors and preferably, on a white background.

Contrast is important—use a white logo on color backgrounds and a color logo on white backgrounds.

» ONE COLOR LOGO

When using the one-color logo, the logotype, the master brand and the leaf detail should appear in the same contrasting color.

To ensure that the logo always looks as good as possible, the logo should only appear in black or white.

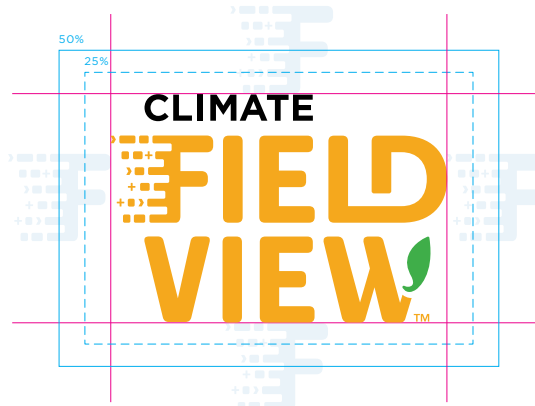


» CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter.

A clear space of 50% of the symbol's height is preferred to ensure a clear and focused application of our logo.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.



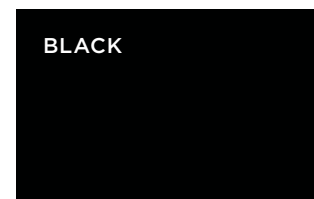
» PRIMARY BRAND COLORS

Our primary brand colors are bold and energetic and should be used most frequently. When using these colors in print, it is important to always seek to use Solid Pantone inks. This way, all of our materials will be consistent.

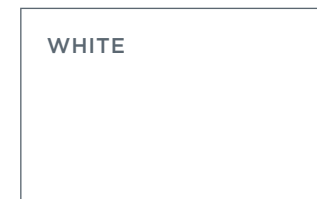
These same vibrant colors cannot be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.



YELLOW
C: 2 / M: 38 / Y: 100 / K: 0
R: 246 / G: 168 / B: 0
PMS 130
HEX #F7A700



BLACK
C: 75 / M: 68 / Y: 67 / K: 90
R: 0 / G: 0 / B: 0
PMS BLACK
HEX #231F20



WHITE
C: 0 / M: 0 / Y: 0 / K: 0
R: 255 / G: 255 / B: 255
HEX #FFFFFF

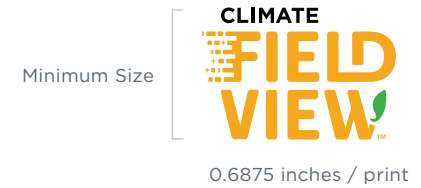
» **MINIMUM LOGO SIZE**

Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print, the minimum size is .3125 inches for the horizontal logo and 0.6875 inches tall for the stacked logo.

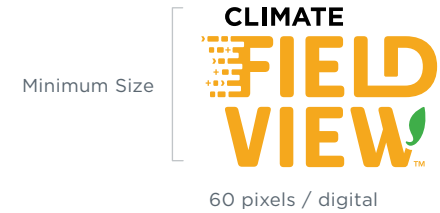
For digital uses, the minimum size for the horizontal logo is 30 pixels tall, the stacked logo is 60 pixels tall.

There is a specific version for digital files that are smaller than 64 pixels, as well as a specific version for print instances that are smaller than .45 inches.

PRINT

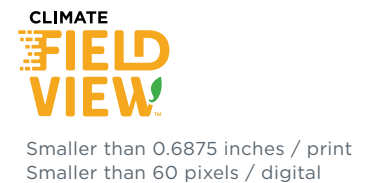
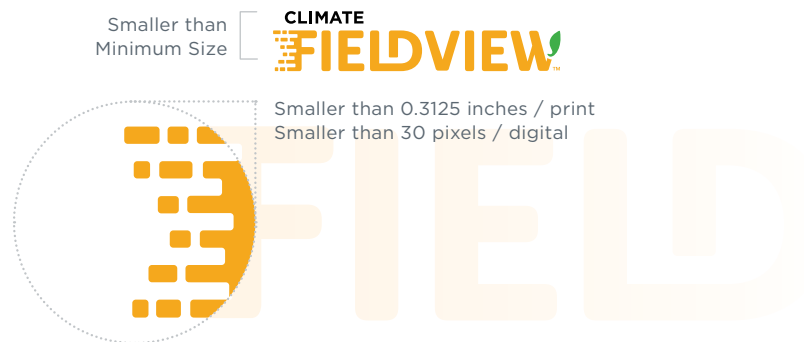


DIGITAL



» **UNDER MINIMUM LOGO SIZE**

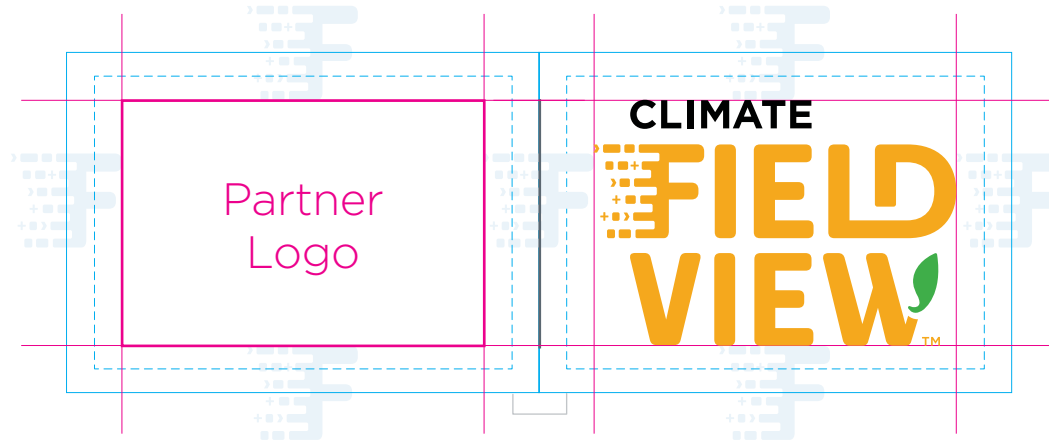
For small logo placements, the logo may need to be altered. If the logo is reduced beneath the minimum size, simplify the '+' & '>' graphic elements within the logo.



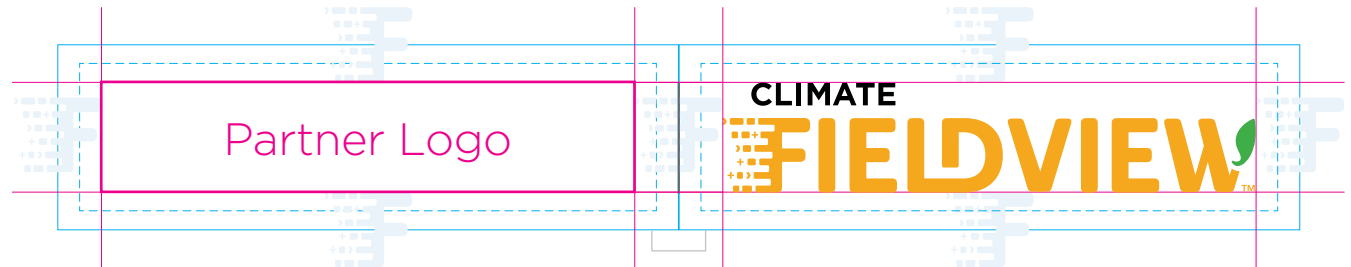
» CO-BRANDING PARTNER LOGO LOCKUPS

For co-branded pieces, always lead with partner logo and follow with the Climate FieldView logo to the right.

Partner logos will vary in shape and size, use the best Climate FieldView logo to match with the partner logo shape. Both logos should be equal in visual size and should be equal in color representation (both logos are full color or both logos are one-color).



VERTICAL DIVIDER RULE
Keep vertically aligned with
the Climate FieldView logo



VERTICAL DIVIDER RULE
Keep vertically aligned with the
Climate FieldView logo

» LOGO ON IMAGERY

If using the logo on an image background, use the three-color version whenever possible. Otherwise, use the one-color reversed version of the logo.

BACKGROUND IMAGES



» CO-BRANDING

For co-branded pieces, always lead with partner logo and follow with the Climate FieldView logo to the right.



» PLATFORM LOGO MISUSES

The integrity of the Climate FieldView logo must be respected at all times.

Please do not stretch, squeeze or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact. Never link other elements, including names, logos or symbols to the logo. Marketing, public relations and design professionals may access logo art in .eps, .jpg and .png formats. Contact advertising@climate.com for the Climate FieldView logo master artwork.

When Climate FieldView is the secondary partner in a partner's trade show booth, please contact The Climate Corporation marketing team to make sure both brands are properly represented. Please contact advertising@climate.com



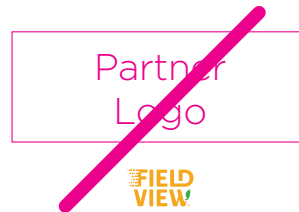
DON'T create a logo lockup with text



DON'T rearrange the logo elements



DON'T stretch logo



DON'T make logo small in relation to partner logo



DON'T rotate the logo



DON'T add stroke to logo



DON'T mix colors from the palette



DON'T add a drop shadow



DON'T use full-color logo on conflicting color backgrounds

Climate FieldView

For clarification on using this guide or for additional info,
contact us here:

E advertising@climate.com

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