



**CLEARFIELD**  
Style Guide

# Clearfield® Colors



CMYK: 100% Cyan, 80% Magenta  
PANTONE: 2945C  
RGB: R-3, G-78, B-162



100% Black



70% Black



Secondary Highlighting Color:  
RGB: R-128, G-186, B-26

# Clearfield Typography



## Clearfield Font = Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!@#\$%\*?;:),."

## If Futura Medium is unavailable = Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!@#\$%\*?;:),."

## Website Font = Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!@#\$%\*?;:),."

## Advertisement Font = Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!@#\$%\*?;:),."

# Clearfield Logos

## Logo Configurations

- Stacked/Vertical
- Horizontal



## Logo Colors



Color



Grayscale



Black

- EPS: Used by printers. This format is scaleable to any size. Mac CS2 only.
- PDF: A high quality format used for anything but printing applications. Mac or PC.
- JPEG: A low quality format used for Web or email. Mac or PC.
- GRAYSCALE: Used where only one color is available and a tint screen such as newspaper.
- BLACK: Used where no tone or color is available such as embossing.

## Logo Requirements

- Logo bug must always be accompanied with the word Clearfield
- Ratio of logo (bug) to Clearfield text must remain in tact
- Only Clearfield approved colors can be used in the logo; no other color variations may be used

# Clearfield Trademarks

## Clearfield® is a Registered Trademark

### Clearfield products that carry the Registered Trademark Symbol ®

- Clearview®
- CraftSmart®
- FiberDeep®
- FieldShield®
- FieldSmart®
- FlexCartridge®
- FLEXdrop®
- Makwa®
- WaveSmart®
- YOURx®

### Products that are pending a registered mark and carry the Trademark Symbol ™

- StreetSmart™

When using one of the above Clearfield trademarked words, the first instance of the word in the document should use the registered symbol. After that initial use, the same word does not need the registered symbol.

# Clearfield Brand Name Spellings

## Product Platforms – Correct Naming/Spelling Conventions

- CraftSmart - one word: capital C, capital S
- FieldShield - one word: capital F, capital S
  - D-ROP - all capital, use hyphen
  - FLATdrop - one word: “FLAT” all caps, “drop” all lower case
  - FlexConnector - one word: capital F, capital C
  - FLEXdrop - one word: “FLEX” all caps, “drop” all lower case
  - Pushable Fiber - two words, capital P and F
  - StrongFiber - one word: capital S, capital F
- FieldSmart - one word: capital F, capital S
- StreetSmart - one word: capital S, capital S
- WaveSmart - one word: capital W, capital S
- YOURx - capital YOUR, small letter x
  - FlexPort - one word: capital F, capital P
  - YOURx-Aerial Terminal - capital YOUR, small letter x, dash in between x and Aerial; capital A
  - YOURx-TAP - capital YOUR, small letter x, dash in between x and TAP; “TAP” all caps
  - YOURx-Terminal - capital YOUR, small letter x, dash in between x and Terminal, capital T
  - YOURx Flex Box - capital YOUR, capital F and B
  - YOURx Multi-Purpose Terminal - capital YOUR, small letter x, dash in between Multi and Purpose, capital M, capital P

# Clearfield Logo Taglines

**SOLVE FOR X**  
It's fiber to anywhere.  
[SeeClearfield.com](http://SeeClearfield.com)



Above are the approved marketing logos that can be used to support your documents/ messages, but they are ONLY to be used in the format shown. Any adjustments desired to these logos must go through Marketing.