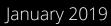


www.SeeClearfield.com



Clearfield® Colors



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



100% Black



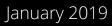
70% Black



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

800-422-8257

www.SeeClearfield.com



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(!@#\$&*?;;).,"

Advertisment Font = Open Sans

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

Clearfield Logos

Logo Configurations

- Stacked/Vertical
- Horizontal



Logo Colors



- 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

www.SeeClearfield.com

Clearfield Trademarks

Clearfield® is a Registered Trademark

Clearfield products that carry the Registered Trademark Symbol ®

- FieldSmart[®]
- Clearview[®]
- CraftSmart[®]
- WaveSmart[®]
- FieldShield®
- FiberDeep[®]
- FLEXdrop[®]
- Makwa®

Products that are pending a registered mark and carry the Trademark Symbol $^{\mathrm{m}}$

- FlexCartridge[™]
- YOURx™

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
- 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

Clearfield Logo Taglines







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.

January 2019