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 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

| 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 ®

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

Products that carry the Trademark Symbol ™

- *FastPass™*
- FiberFirst™
- FiberFlex™
- FlexConnector™

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
  - FiberFirst - one word: two capital F's
- *FastPass* - one word: capital F, captial P; word italicized
- 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
  - FiberFlex - one word: two capital F's
- SeeChange - one word: capital S, capital C
- 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