



Brand style guide

Colors



Klearly Navy
#092B5F
Pantone 2187C



Klearly Light Blue
#2A96FC
Pantone 299C



Klearly Periwinkle
#6D96FD
Pantone 279C



Klearly Purple
#B554D2
Pantone 265C



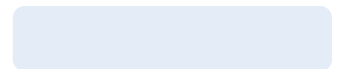
Klearly Dark Pink
#C02A5B
Pantone 227C



Klearly Peach
#FD5B5E
Pantone 178C



Klearly Gray
#9EABBE
Pantone 2163C



Klearly Pale Blue
#E3ECF7
Pantone 545C



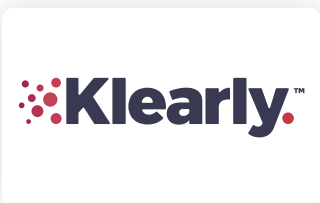
Logo usage

Please use the full color dark or reverse version for all standard uses.

The one-color white logo should be used over a bright gradient background or dark backgrounds when color is not an option.

The one-color black logo should be used over light backgrounds only when color is not available.

Color guidelines apply to use of the symbol as well.



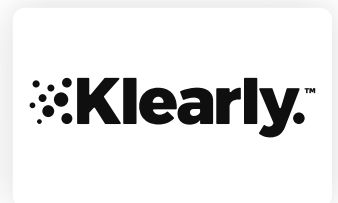
Full color dark logo



Full color reverse logo



One-color white logo



One-color black logo

Typography

This is an H1 Style

Zen Kaku Gothic New Light

This is an H2 Style

Zen Kaku Gothic New Light

This is an H3 Style

Zen Kaku Gothic New Black

This is an H4 Style / This is an H4 Style

Zen Kaku Gothic New Black

This is an H5 Style / This is an H5 Style

Zen Kaku Gothic New Bold

This is an H6 Style

Zen Kaku Gothic New Medium

This is an H1 Style

Zen Kaku Gothic New Light

This is an H2 Style

Zen Kaku Gothic New Light

This is an H3 Style

Zen Kaku Gothic New Black

This is an H4 Style

Zen Kaku Gothic New Black

This is an H5 Style

Zen Kaku Gothic New Bold

This is an H6 Style

Zen Kaku Gothic New Medium

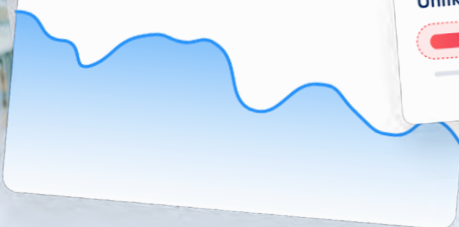


Image and graphic styles

Full color photos



Engagement
Below Average



Platform abstractions

Winfluence™
Unlikely Retention



● Current ● Projection

faded wave graph

Additional graphic elements

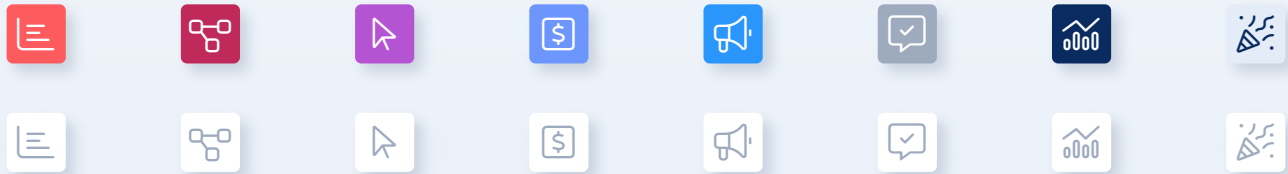
faded dotted circle

Start using your data

to see more Klearly

oversized gradient typography

Iconography style



Usage of Winfluence™ trademark

When employing the Winfluence trademark, ensure that you:

Do:

- ✓ **ALWAYS** use the above trademark as an adjective, accompanied by an appropriate noun (ie. “Get recommendations to Winfluence™ revenue”).
- ✓ **ALWAYS** use the proper spelling and trademark symbol (™ or ® as applicable). For the trademark symbol, use the superscript format but if this is not possible, then use parenthesis ((TM) OR (R) as applicable).
- ✓ **ALWAYS** use Winfluence trademarks in the way they were intended to be used.

Do not:

- ✗ **Do NOT** use a trademark as a noun (ie. “Winfluence™ is an excellent product”).
- ✗ **Do NOT** pluralize a trademark or make it possessive.
- ✗ **Do NOT** combine a trademark with other words, symbols or numbers, either as one word or with a hyphen.
- ✗ **Do NOT** abbreviate a trademark.
- ✗ **DO NOT** use Winfluence trademarks for products or services for which they were not originally intended.
- ✗ **Do NOT** alter a Winfluence trademark in any way.

