

CLEVARYN Brand Kit.

A practical identity system for making every touchpoint feel clear, connected, and unmistakably Clevaryn.



IDENTITY READY

THE FOUNDATION

Built to make growth feel possible.

Clevaryn is a growth partner that connects the parts of a business people notice with the systems that make them work. The identity is direct, alive, and precise: dark when focus matters, light when clarity matters, blue when it is time to move.

01

Signal, not decoration

Blue means something has become active. Use it to lead a person to the next useful action.

02

Clear before clever

Make the business, problem, and next step understandable in a few seconds.

03

Systems feel connected

Use deliberate spacing, concise labels, and visible relationships to make complex work feel organized.

COLOR SYSTEM

A blue with a job to do.

The palette begins with the blue dot in the Clevaryn logo. It creates direction and energy while the supporting neutrals leave room for the message.

**Signal Blue**

#12D8ED

Activation, links,
focus.

**Strong Blue**

#0077B6

Large fields and key
moments.

**Deep Navy**

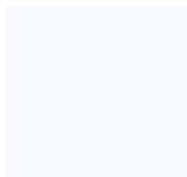
#07131A

Focused dark
environments.

**Ink**

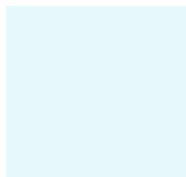
#111317

Primary type and
contrast.

**Cloud**

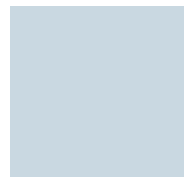
#F8FAFF

Main light background.

**Ice**

#E6F8FC

Soft fields and
diagrams.

**Steel**

#C9D8E1

Rules, labels,
structure.

TYPOGRAPHY

Speak with presence.

GEIST / SANS SERIF

Make the next move clear.

Use large editorial headlines to create attention, then use simple sans-serif copy for clear details. Small labels use monospace styling to make systems feel precise.

LOGO USAGE

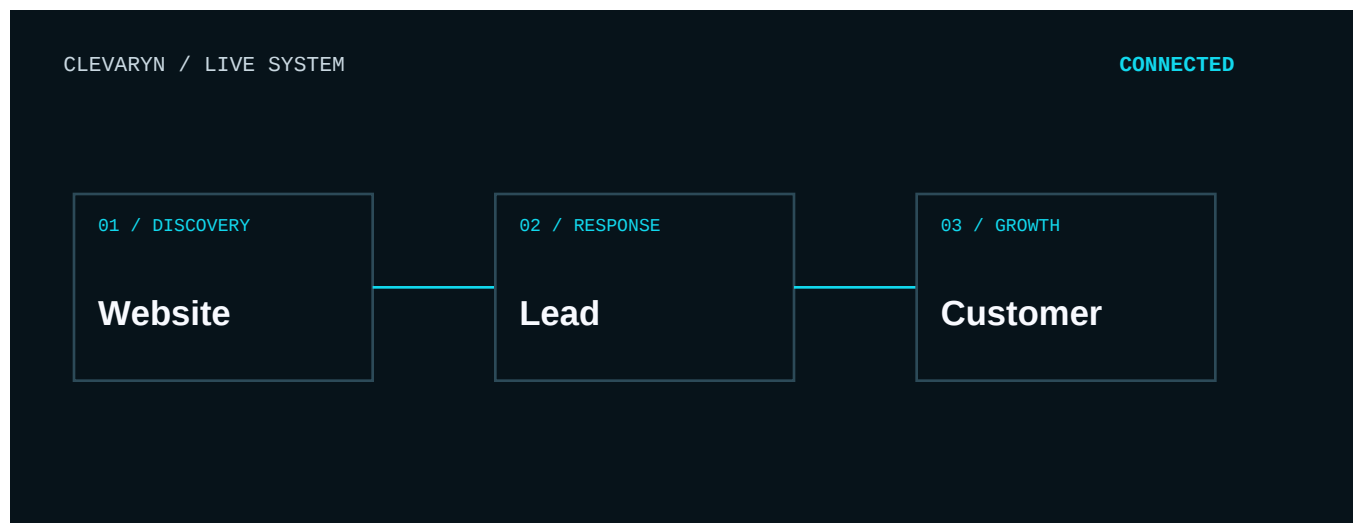
CLEVARYN. ■

Use the wordmark in Ink on Cloud, or Cloud on Deep Navy. The blue dot is the only accent in the mark.

- 01 Use generous clear space.
- 02 Keep the blue dot intact.
- 03 Never stretch, shadow, or outline.
- 04 Avoid busy imagery behind the mark.

DIRECTION

A system people can feel.



VOICE AND WRITING

WE SOUND

Clear, capable, and
close to the work.

WE AVOID

Buzzwords, pressure, and
pretend certainty.

WE INVITE

One useful next step.

Make every piece feel like C

Use this guide as the source of truth for design, writing, content, client-facing work, and every next version of the brand.

clevaryn.com/brand