

# CANCLAVE

## BRAND GUIDE

## CANCLAVE Logo

We've created a unified system for Canclave logo, to make the events look consistent. The logo will be used on all of the branded materials.

The logo will be used throughout the course of the event: on letterhead, on website(s), on social media, and on all event materials and signs.

### Specifications

- **Typeface:** The typeface **Raleway** is an integral part of our visual identity and should not be changed or substituted. If you don't have access to the font please download it.
- **Tracking:** Letter-spacing in the CANCLAVE logo templates is set to 0. Do not adjust this setting.
- **Kerning:** You can kern individual letters in your location name, if needed.
- **Alignment:** The name of the location should always align centre in relation to the CANCLAVE logo.
- **Color:** The entire color scheme is Blue and white and no other colors shall be used on any material. Exceptions can be made only while adding sponsor/partner logos.



## CANCLAVE Color



#234b64  
CMYK - 91/66/41/26  
RGB - 35/75/100  
HSB - 201/64/39

#ffffff  
CMYK - 00/00/00/00  
RGB - 255/255/255  
HSB - 201/0/100

## CANCLAVE Logo and Place Names

**CANCLAVE**  
**HYDERABAD\***

## Background Color

Use a solid, all-white background (as shown above). Do not place CANCLAVE logo on other colors or on photographic, patterned or illustrative backgrounds.





**CANCLAVE**  
LOCATION

## Clear space

To ensure that CANCLAVE logo is presented in the best possible manner, a minimum buffer zone of clear space should always be maintained around the perimeter of the logo. Other logos, graphics or copy must be kept out of this zone. (Logos may not be "locked up" with any other logos or images. Other logos cannot appear as if they were a part of CANCLAVE logo.)



**CANCLAVE**  
LOCATION



**CANCLAVE**  
LOCATION

## What to avoid

Do not change the proportion of text size with respect to CANCLAVE logo

~~CANCLAVE  
LOCATION~~

Do not change the color of CANCLAVE logo and place name

~~CANCLAVE  
LOCATION~~

Do not change the text alignment

~~CANCLAVE  
LOCATION~~