



CLI'S BRAND GUIDELINES

VISUAL DESIGN BEST PRACTICES
FOR BRAND CONSISTENCY
AND RECOGNITION

Vision and Mission



Elevating all voices, in every language.

As true advocates, CLI raises awareness and reduces barriers for limited English proficient (LEP) individuals by providing superior remote interpreting services. CLI leads by listening, being responsive, and collaborating with customers to find the best solution to advance the industry and foster equitable language access.



Logo Guidelines

Our logo is a key element of CLI's brand identity, so it is essential that it's always reproduced correctly. Master files in a variety of different formats can be acquired from our Marketing Department: marketing@certifiedlanguages.com

Logo Spacing

There should be sufficient clear space around the logo to let it breathe and prevent its visual impact from being obstructed. Clear space is the area surrounding the logo that must be kept free from competing elements, other logos, complicated photography, or detailed backgrounds.

The logo must have a minimum white space surrounding the logo that is equivalent to the height of the "L" of the logo icon to ensure visual impact. No text or other visual elements should interfere with this boundary.



Logo Restrictions

Restrictions on the use of CLI's logo are intended to ensure consistent representation. These examples illustrate what not to do with the CLI logo.

The following are restricted:



Changing the color of the logo



Stretching the logo disproportionately



Separating or rearranging the elements of the logo



Rotating the logo at an angle



Adding text or taglines to the logo



Changing the typeface used in the logo



Applying the logo on complex images or graphics



Using a gradient or pattern within the logo



Brand Colors

Consistent use of primary colors help the brand become recognizable. These are the core colors of the brand. Secondary colors highlight and complement the primary colors.

Our Color Palette

Consistent application of our brand colors establishes brand identity and ensures consistency across print and digital media.

The CLI color palette consists of four key colors. They are supported by a secondary color scheme that consists of five additional colors.

Primary Colors



CLI Darker Blue

CMYK 93, 81, 33, 20
RGB 44, 63, 106
PMS 534 C
HEX #2c3f6a

CLI Dark Blue

CMYK 82, 67, 11, 1
RGB 69, 96, 157
PMS 7683 C
HEX #45609D

CLI Dark Purple

CMYK 70, 89, 42, 39
RGB 74, 40, 75
PMS 262 C
HEX #4A284B

CLI Medium Purple

CMYK 53, 78, 19, 2
RGB 135, 84, 137
PMS 7655 C
HEX #875489

Secondary Colors



CLI Medium Blue

CMYK 59, 41, 0, 0
RGB 105, 140, 219
PMS 2718 C
HEX #698CDB

CLI Light Blue

CMYK 34, 20, 0, 0
RGB 160, 186, 245
PMS 2717 C
HEX #A0BAF5

CLI Green

CMYK 25, 0, 84, 0
RGB 200, 219, 83
PMS 584 C
HEX #C8DB53

CLI Orange

CMYK 1, 30, 93, 0
RGB 250, 184, 45
PMS 143 C
HEX #FAB82D

CLI Gold

CMYK 4, 8, 100, 0
RGB 250, 221, 8
PMS Yellow C
HEX #FADD08



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For any questions, please contact CLI's Marketing Department
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