



CLEAR HEIGHT
PROPERTIES

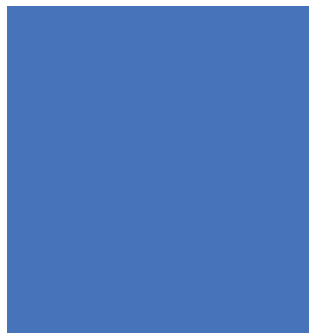
BRAND BOOK

COLORS

PRIMARY



PMS 369
CMYK 58 / 1 / 100 / 20
RBG 98 / 159 / 55
Hex 619e36
Lab 65 / -35 / 45



PMS 660
CMYK 77 / 54 / 0 / 0
RBG 70 / 115 / 185
Hex 4672b8
Lab 48 / 1 / -43



PMS Cool Gray 10
CMYK 62 / 53 / 48 / 19
RBG 99 / 101 / 106
Hex 63656a
Lab 43 / 0 / -3

EXTRA GOODIES



RBG 188 / 214 / 218
Hex bcd6da



RBG 106 / 176 / 160
Hex 6ab0a0



RBG 78 / 114 / 139
Hex 4e728b



RBG 73 / 119 / 126
Hex 49777e



RBG 57 / 157 / 174
Hex 399dae



RBG 40 / 65 / 113
Hex 284171



RBG 59 / 105 / 149
Hex 3b6995



RBG 105 / 143 / 168
Hex 698fa8



RBG 99 / 162 / 184
Hex 63a2b8



RBG 21 / 96 / 123
Hex 15607b



RBG 164 / 209 / 221
Hex a4d1dd



RBG 33 / 56 / 62
Hex 21383e

FONTS

JOSEFIN SANS

Josefin Sans is our official “display” typeface.

The Adobe original is our preferred version. It’s available here: <https://fonts.adobe.com/fonts/josefin-sans>

An approved substitution is available for download from Google here: <https://fonts.google.com/specimen/Josefin+Sans>

This typeface should ONLY be used for headlines and subheads in ALL CAPS.

Care should be taken to ensure tight tracking. Character pairs should be hand kerned.

For all other text, use Calibri.

CALIBRI

Calibri should be used in a full-range of weights and sizes.

JOSEFIN SANS LIGHT

JOSEFIN SANS LIGHT ITALIC

JOSEFIN SANS REGULAR

JOSEFIN SANS ITALIC

JOSEFIN SANS SEMIBOLD

JOSEFIN SANS SEMIBOLD ITALIC

JOSEFIN SANS BOLD

JOSEFIN SANS BOLD ITALIC

CALIBRI LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

CALIBRI LIGHT ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz*

CALIBRI REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

CALIBRI ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz*

CALIBRI BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz**

CALIBRI BOLD ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz***

PRIMARY LOGOS

HORIZONTAL LOGO FOR WHITE BACKGROUND



To preserve our logo integrity, it is important that it remain isolated from competing graphic elements such as other logos, text, or photography.

VERTICAL LOGO FOR WHITE BACKGROUND



The minimum clear space around the logo is equivalent to the cap height of "CLEAR HEIGHT."

MINIMUM SIZE REQUIREMENTS



To ensure its legibility, the minimum reproduction size of the horizontal logo is 1.75" wide for print and 168px wide for web applications.

The minimum size of the vertical logo is 1.25" wide for print and 120px wide for web applications.

Both sizes ensure "PROPERTIES" is legible.



LOGO VARIATIONS

WHITE TYPE LOGOS (FOR DARK BACKGROUNDS ONLY)



This variation should only be used for dark backgrounds that compliment the CH green in our logo. For all other background colors, patterns, or photos use the black and white logos below.



The white (negative) version should be used when the logo sits on a dark background. It should never appear on a light background.

BLACK & WHITE LOGOS



CO-BRANDED BROCHURES

Use these “PROFESSIONALLY OWNED AND MANAGED BY” lockup logo files for any co-branded marketing pieces.

Equal weight should be given to each partner logo.

For use on white backgrounds only.



File name: Professionally Owned and Managed Stacked.png



File name: Professionally Owned and Managed Side By Side.png

SIGNAGE



Background: 100% Cool Gray 10

Only use CHP supplied artwork (one, two, or three-line) for "PROFESSIONALLY OWNED AND MANAGED BY" combined with the "CHP Horizontal White Type" primary logo.

Clear Height Properties logo to occupy no less than 1/2 of total width. Marketing to review and approve all signage prior to production. If color matching is not possible, reference samples must be provide for color approval.

3rd Party Variant

If Clear Height outsources property management to a 3rd party, use the "PROFESSIONALLY OWNED BY" artwork instead.



FOOTERS

STANDARD FOOTER



2625 BUTTERFIELD RD., SUITE 213W, OAK BROOK, IL 60523 | CLEARHEIGHT.COM | 312 263 1655

Horizontal logo with white type logo combined with address, web, and phone set in ALL CAPS Calibri. Only use files supplied by marketing.

ICON FOOTER

2 | Clear Height Properties Brand Book



Always include “Clear Height Properties” when using the icon footer. Text should be white Calibri in sentence case and centered top to bottom in the gray band. 9pt. type is the smallest recommended size for type.



TYPOGRAPHY



Headline and other display type set using Josefin Sans ALL CAPS with tight tracking (-50 in InDesign).

Two-line headlines use bold and light weights for variety. Green/gray preferred

Body text/bullets use Calibri in sentence case.

Standard CONTACT footer

HEADLINE TRACKING/KERNING

PEAR

-50 tracking without hand kerning (ACCEPTABLE but not exceptional)

PEAR

0 tracking (TOO LOOSE)

PEAR

-50 tracking with hand kerning between characters (DING DING)