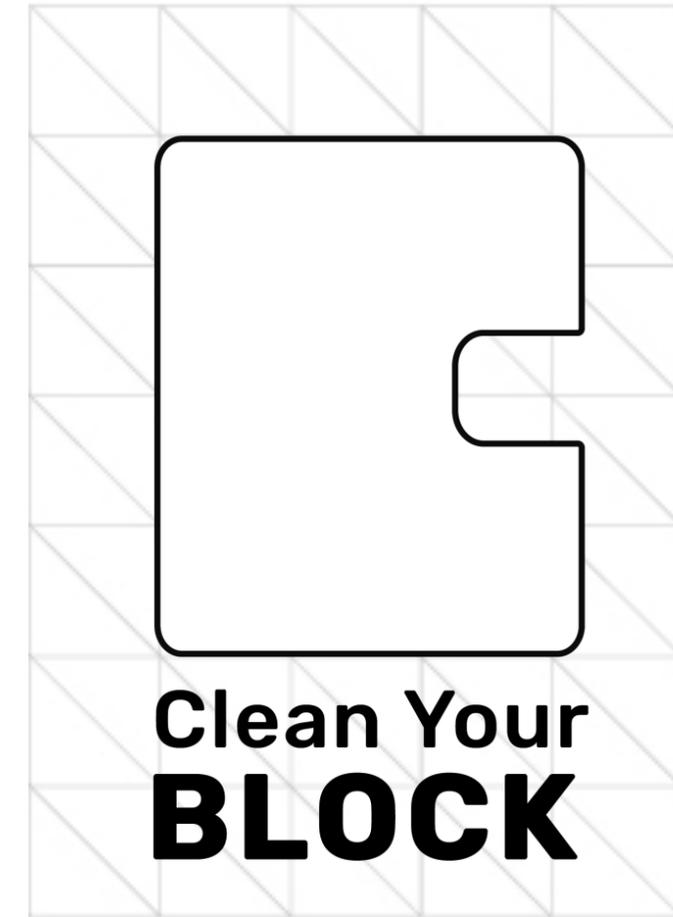
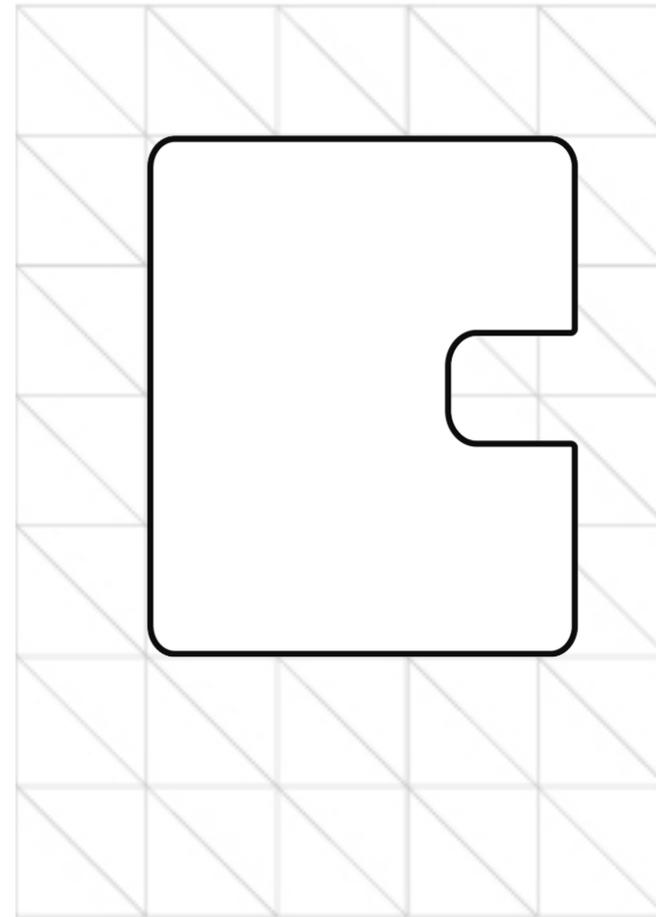


Logo

The basics

The Clean Your Block logo is a symbol for the block and the community you live in. It has a friendly and simple but at the same time welcoming and warm. Here are some rules when using our logo.



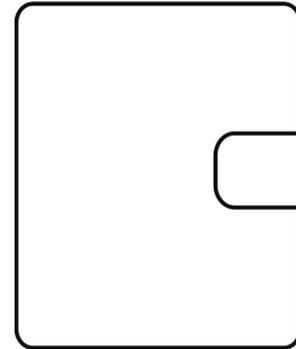
Logo

The Foundation

The Clean Your Block represents us at the highest level and is important to our brand. It acts as a signature, an identifier of clean and simplicity yet friendly and bold. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.



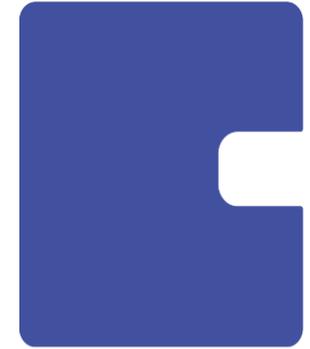
**Clean Your
BLOCK**



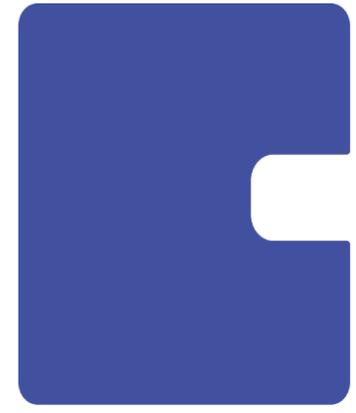
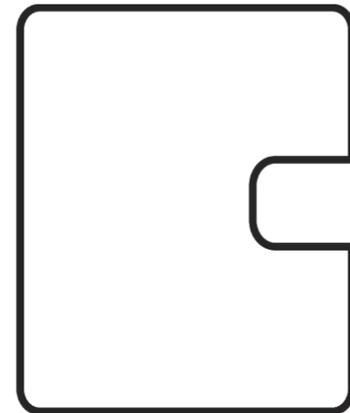
**Clean Your
BLOCK**



**Clean Your
BLOCK**



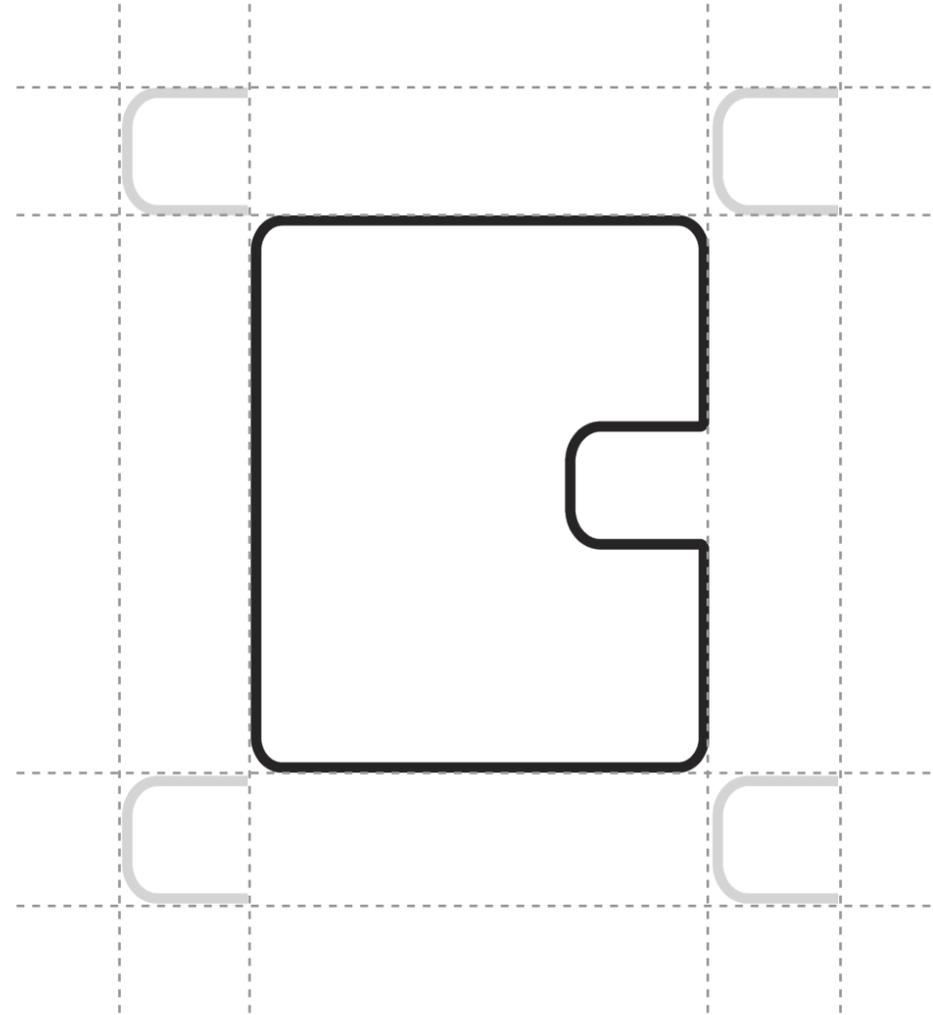
**Clean Your
BLOCK**



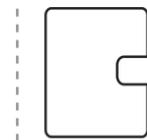
Logo

Clear Space and Minimum Size

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 100% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 20 pixels wide.



Logo clear space



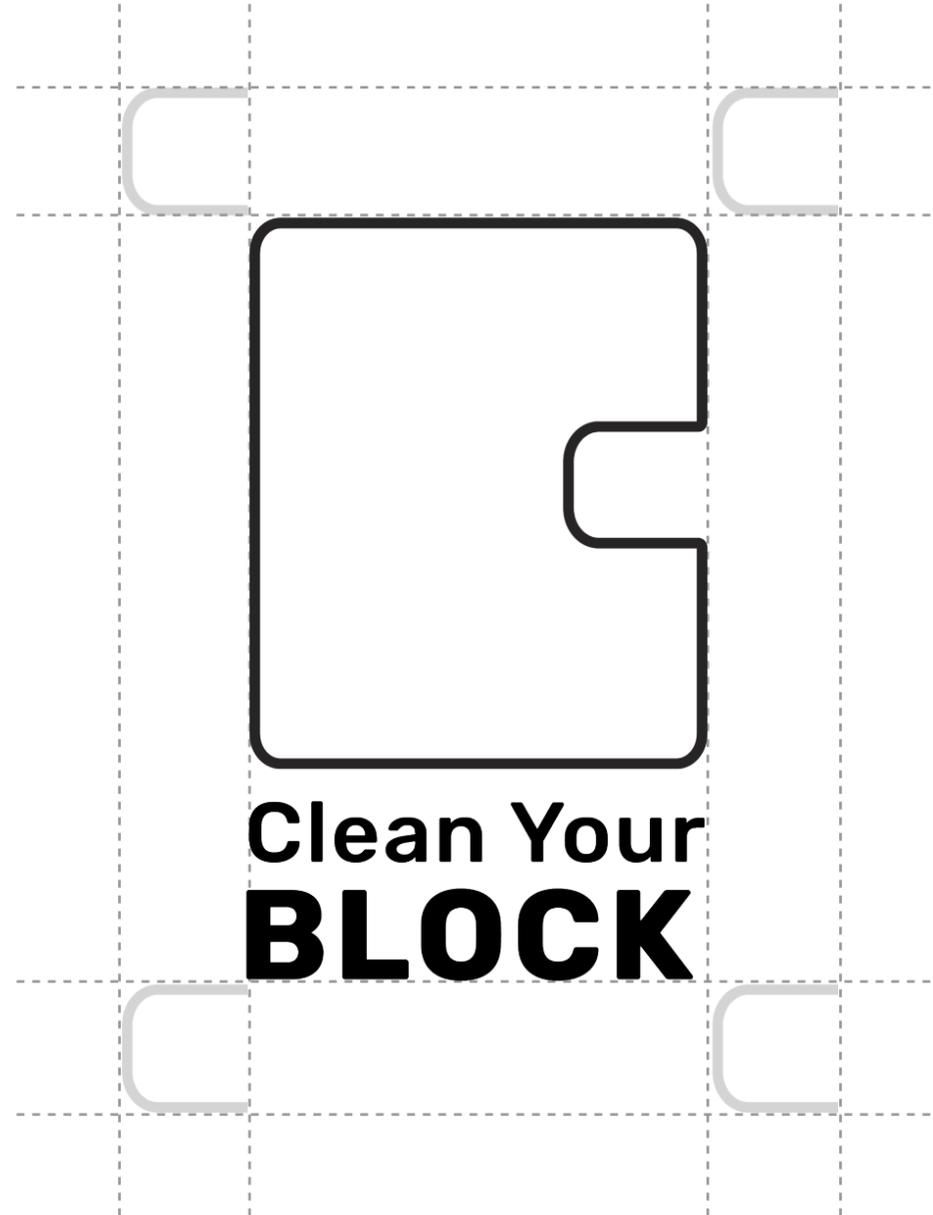
40px

Logo minimum size

Logo

Clear Space and Minimum Size

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 100% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 20 pixels wide.



Logo clear space



60px

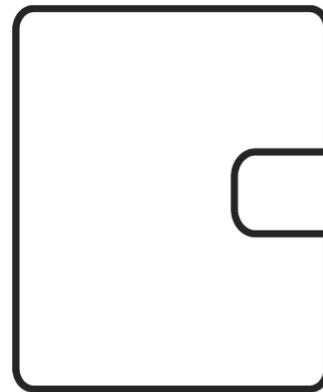
Logo minimum size

Logo

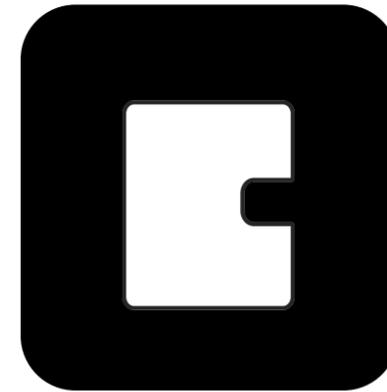
Social Icons

When using the logo to represent Clean Your Bloc, either alone or alongside other social icons, you can use the logo in either black or white, displayed at equal size and height to the other social media icons. When using the logo in white, the background color may be set in any color. When using the logo with color, the background color may be set in either black or white.

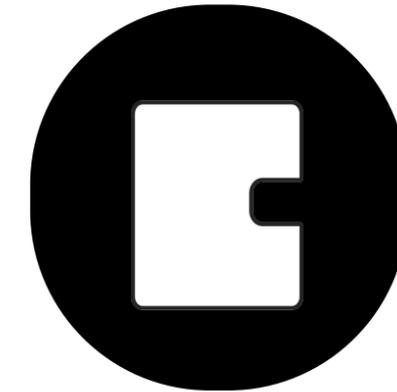
It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to use either a circle, square, or square with rounded corners.



Logo
Social Icon



Rounded Square
Social Icon



Circular
Social Icon



Minimum width
of 40px

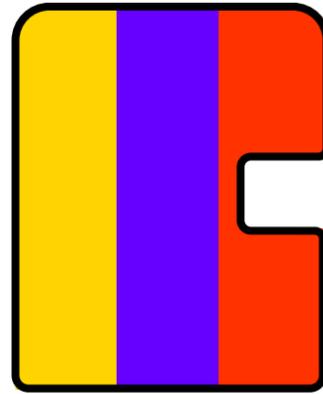


Minimum width
of 40px

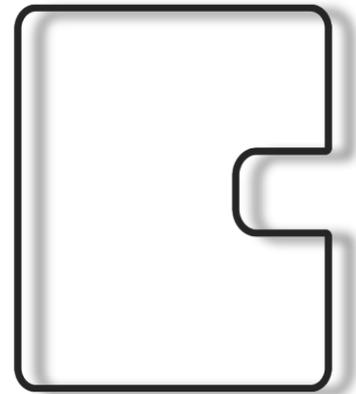


Minimum width
of 40px

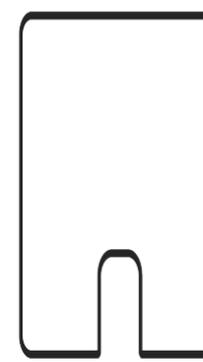
Logo
Misuse



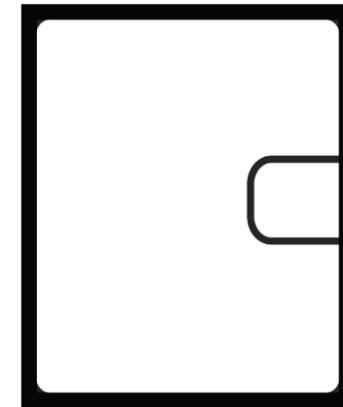
Do not
Fill with multiple
colors



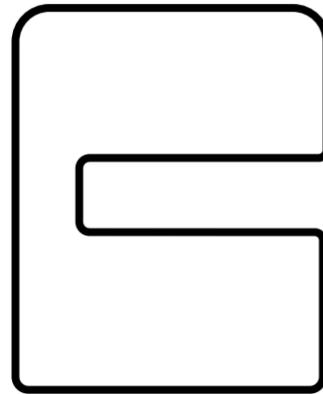
Do not
Add Dropshadow



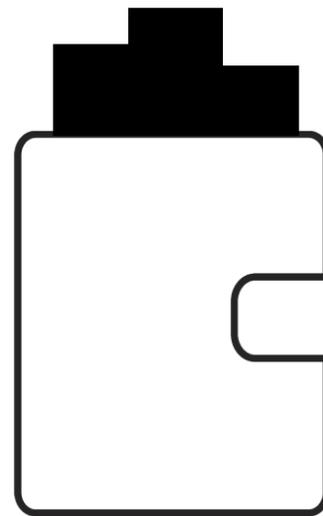
Do not
Skew, rotate or stretch



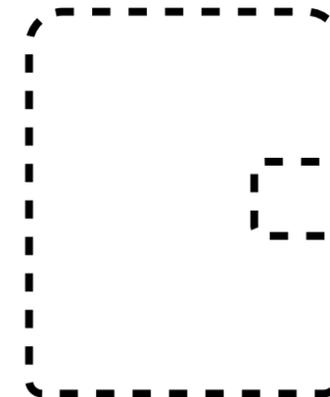
Do not
Add any borders



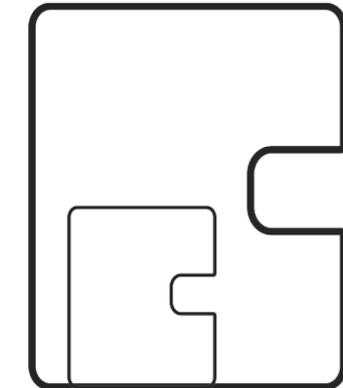
Do not
Change the size of
middle



Do not
Add any elements



Do not
Make a dotted line



Do not
Stack multiple logos