

CleanMy[®]Phone

Logobook 2024





Contents:

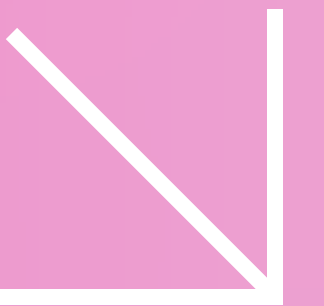
03 Compositions

14 Color variations

25 Unacceptable use of logo

28 Use of trademark

Compositions



Main logo Overview



CleanMyPhone

Main logo Proportions



The main type of logo is horizontal.

Do not change the proportions and arrangement of the logo parts.

Minimal size of a logo — 32 px hight.



Main logo Safe zone



The minimum safe zone around the logo is equal to the width of the icon.

Do not place any graphic elements in the safe zone.

Optional logo Overview



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Optional logo Proportions



The optional type of logo is vertical. Use when necessary.

Do not change the proportions and arrangement of the logo parts.

Minimal size of a logo — 54 px high.



Optional logo Safe zone



The minimum safe zone around the logo is equal to the width of the icon.

Do not place any graphic elements in the safe zone.

Wordmark Overview

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Wordmark Safe zone



There are situations where you might need to use the wordmark.

Examples of wordmark applications can be found further.

Minimal size of a wordmark — 10 px hight.

CleanMyPhone 10 px

Safe zone Usecases



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Maintain the safe zone when placing the logo close to the format's edge.

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Do not place the logo too close to the format's edge.



Safe zone Usecases

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Makes sense of
your iPhone

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Makes sense of
your iPhone



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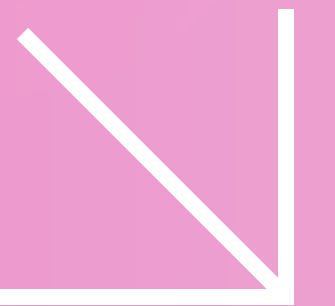
CleanMyPhone MacPaw



Keep a safe zone when placing your logo next to other elements.

Ensure that other logos, text frames, and graphics are positioned beyond the safe distance to maintain the safe zone.

Color variations



Logo color variations



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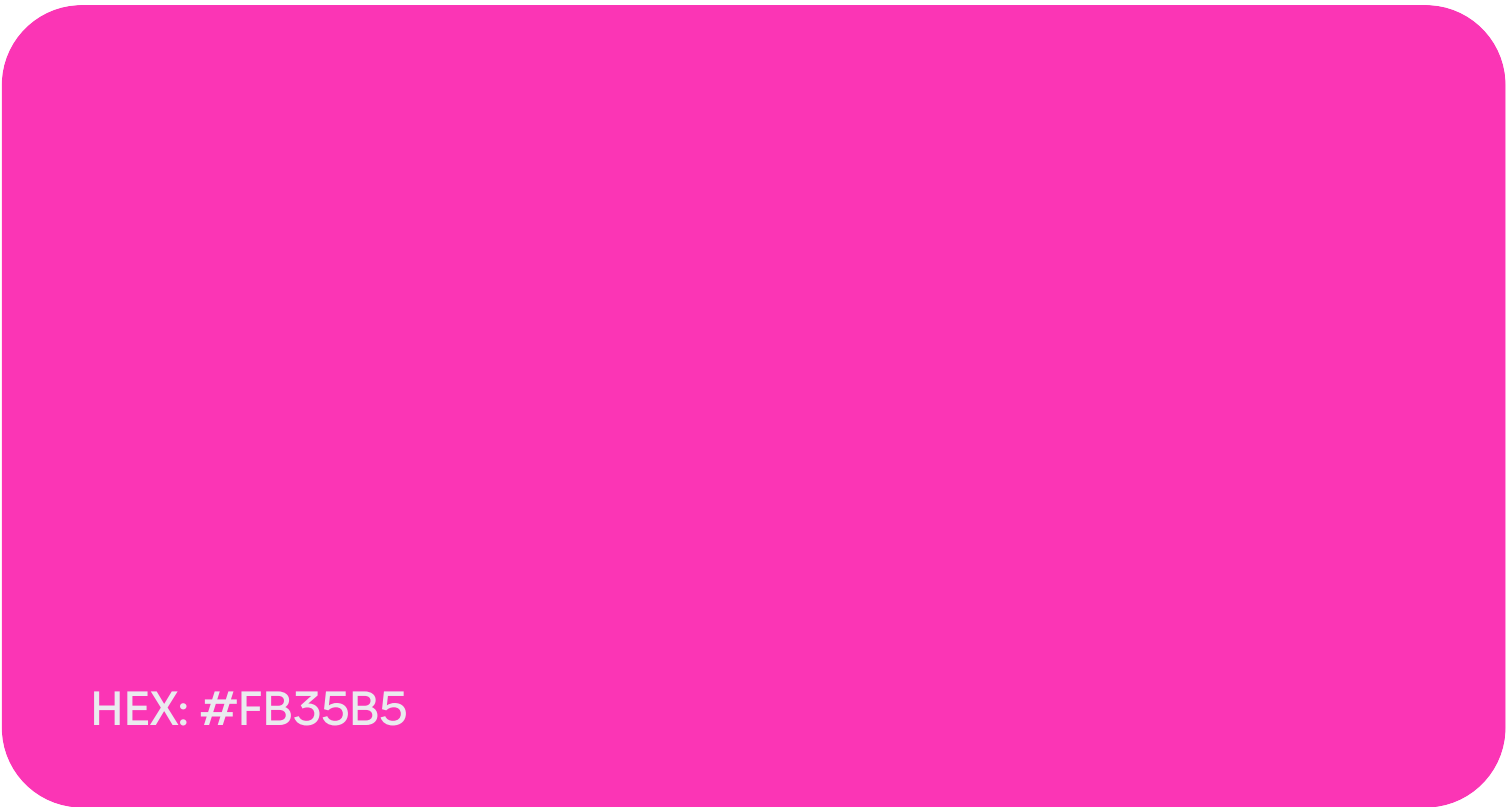
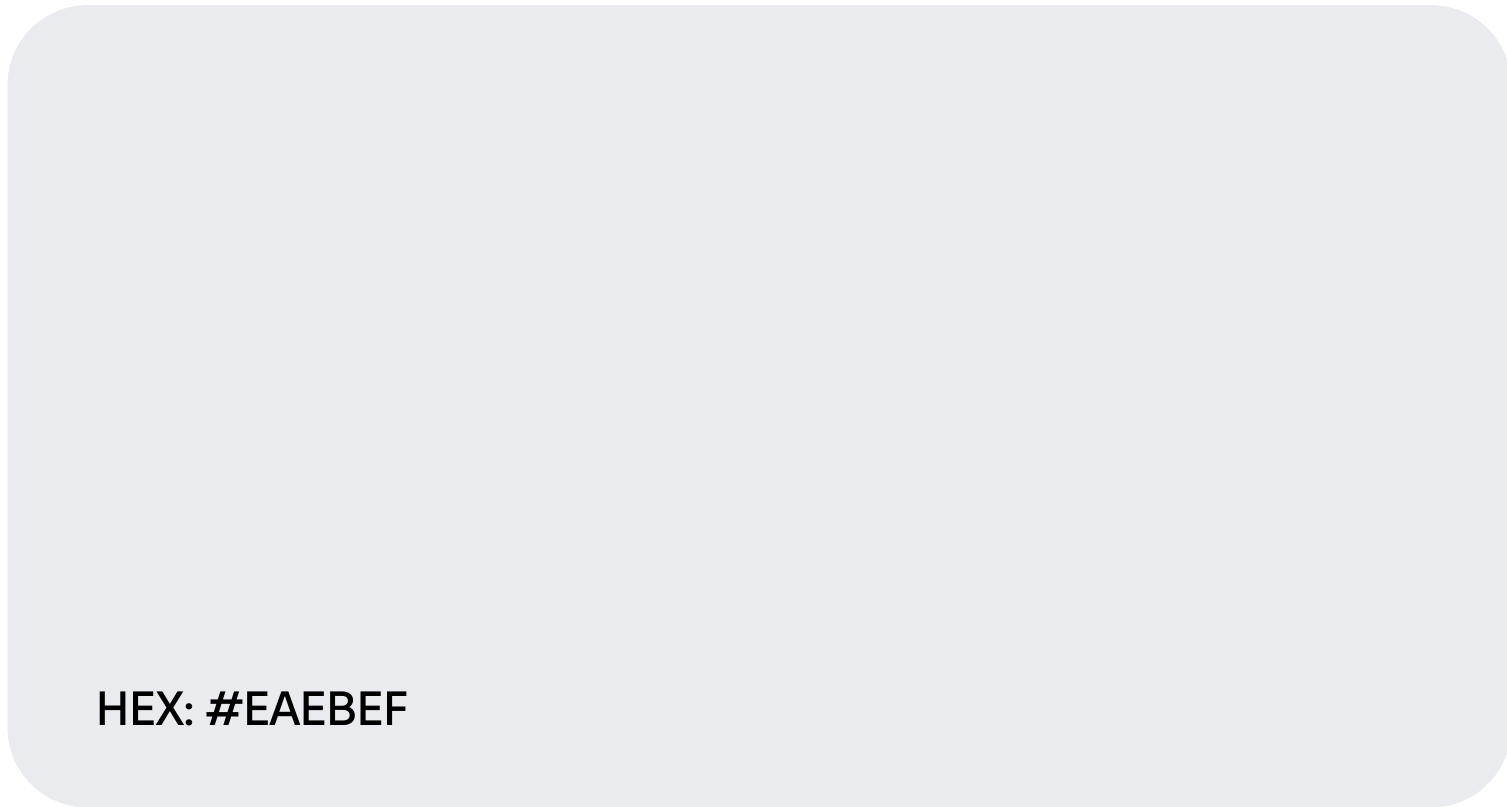
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Dark full-color

Light full-color

Light monicolor

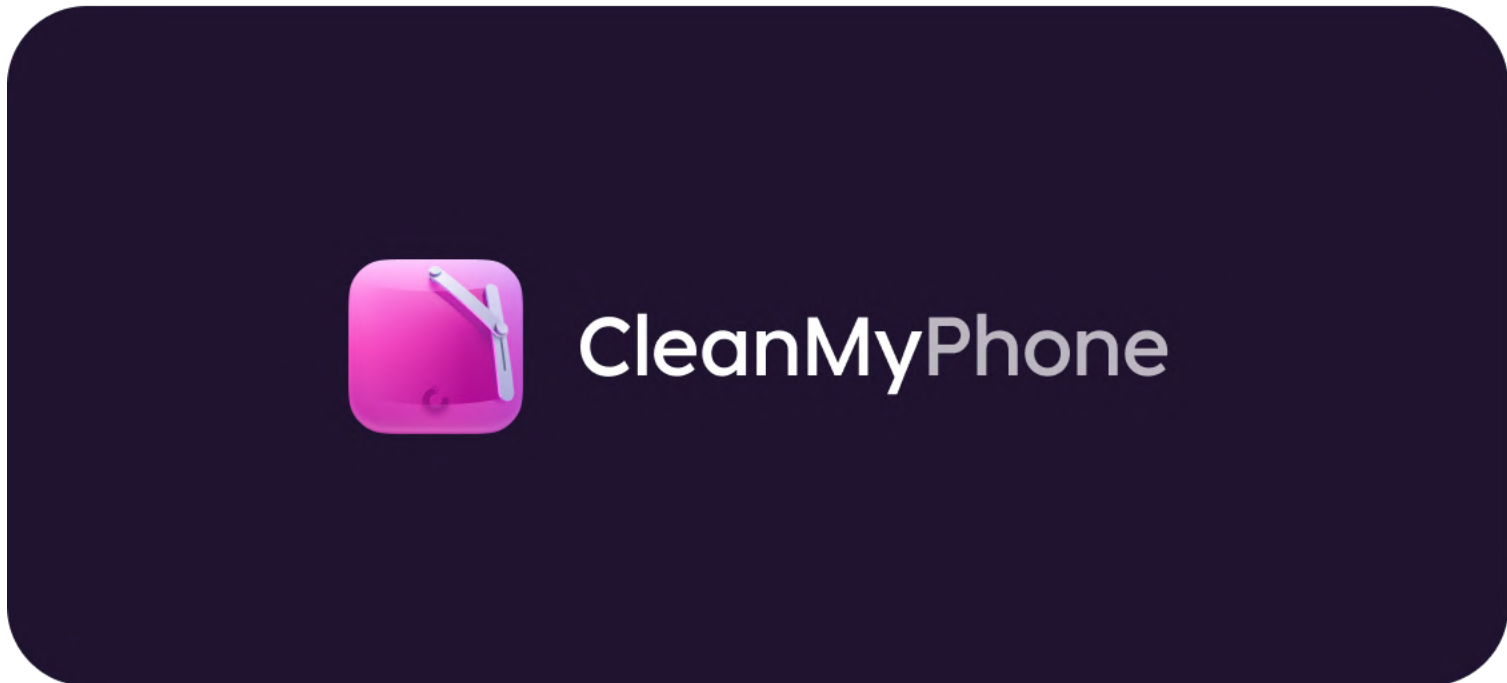
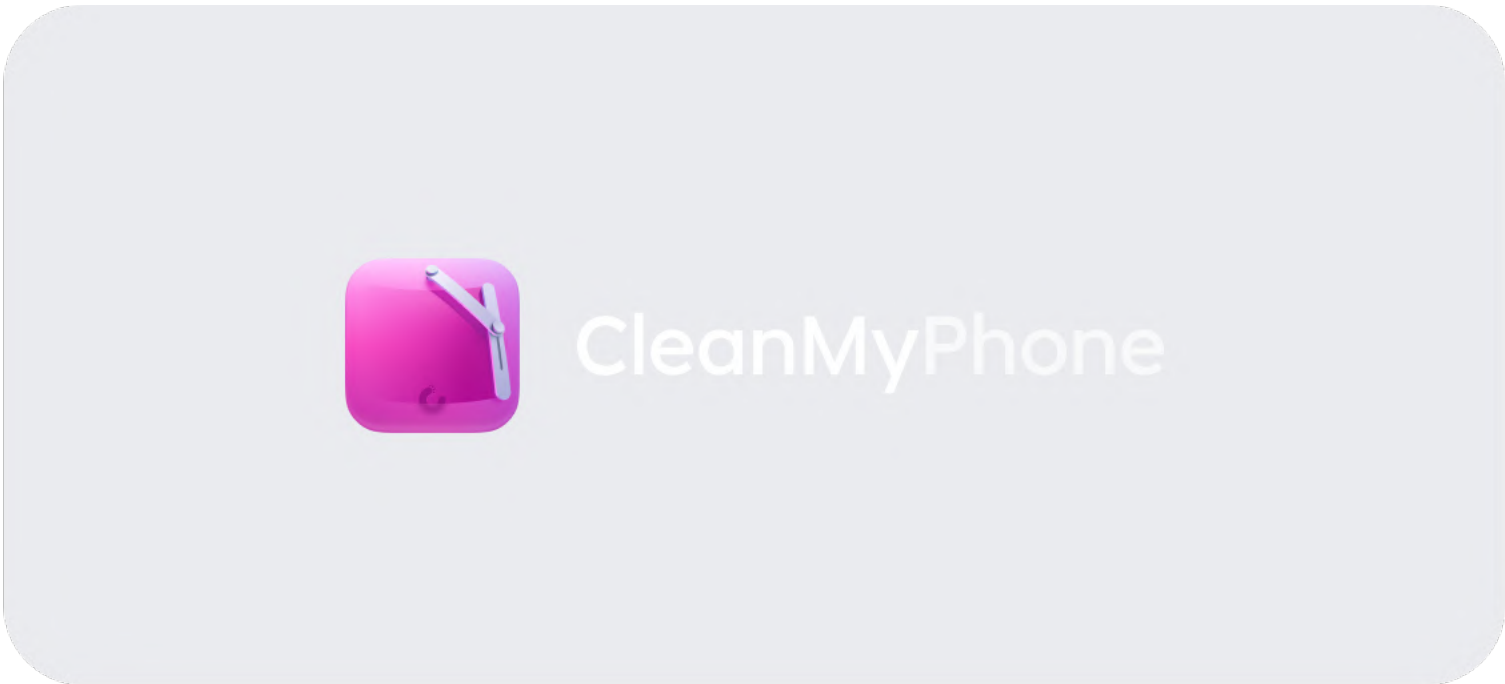
Backgrounds



This section offers a selection of commonly used background options ideal for logo placement.

See more examples of how to use each of the options further.

Light or Dark background Usecases



When placing the logo on either a solid dark or light background, refrain from using the monochrome version of the logo.

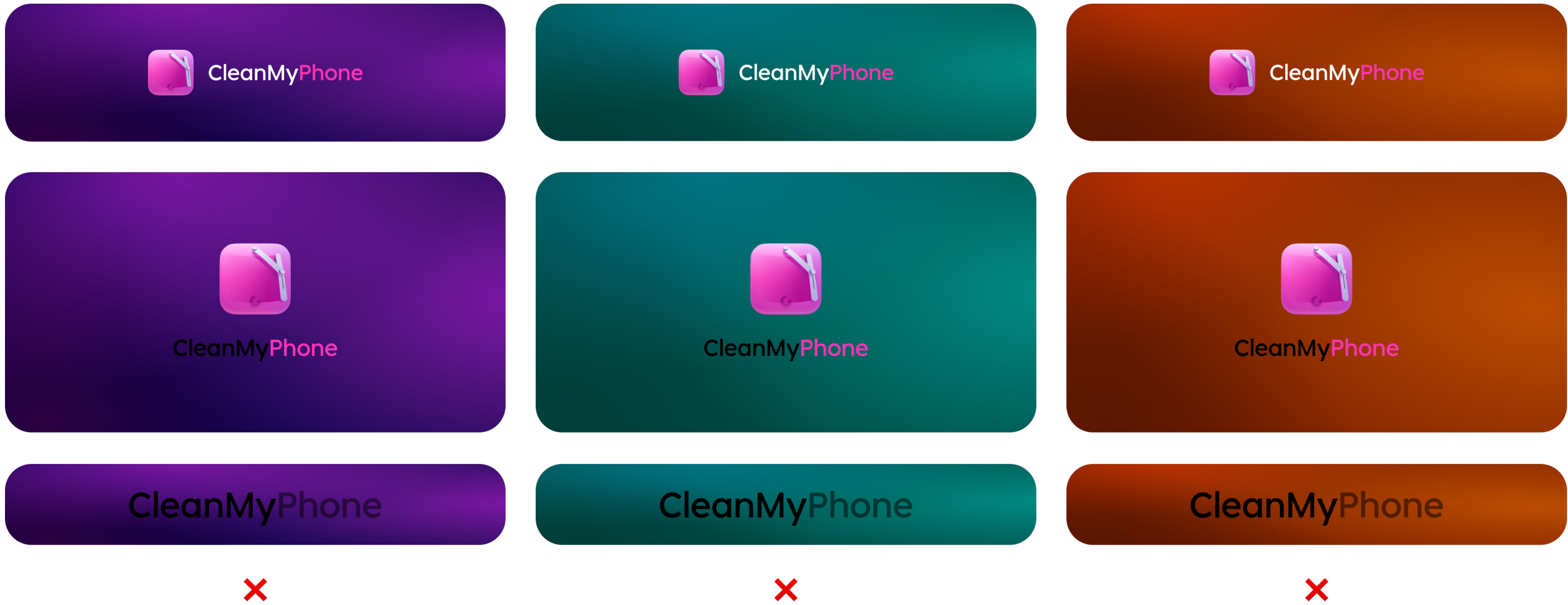
Opt exclusively for the full-color versions.

Light or Dark background Usecases



This principle applies universally across all logo compositions.

Product gradient backgrounds Usecases



When using product gradients, it is crucial to select the most contrasting logo version available.

In this instances, use the light monocolor logo version exclusively.

This principle applies universally across all logo compositions.

Product gradient backgrounds Usecases



Pink background Usecases



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This rule is applicable to all logo compositions that include an App Icon.

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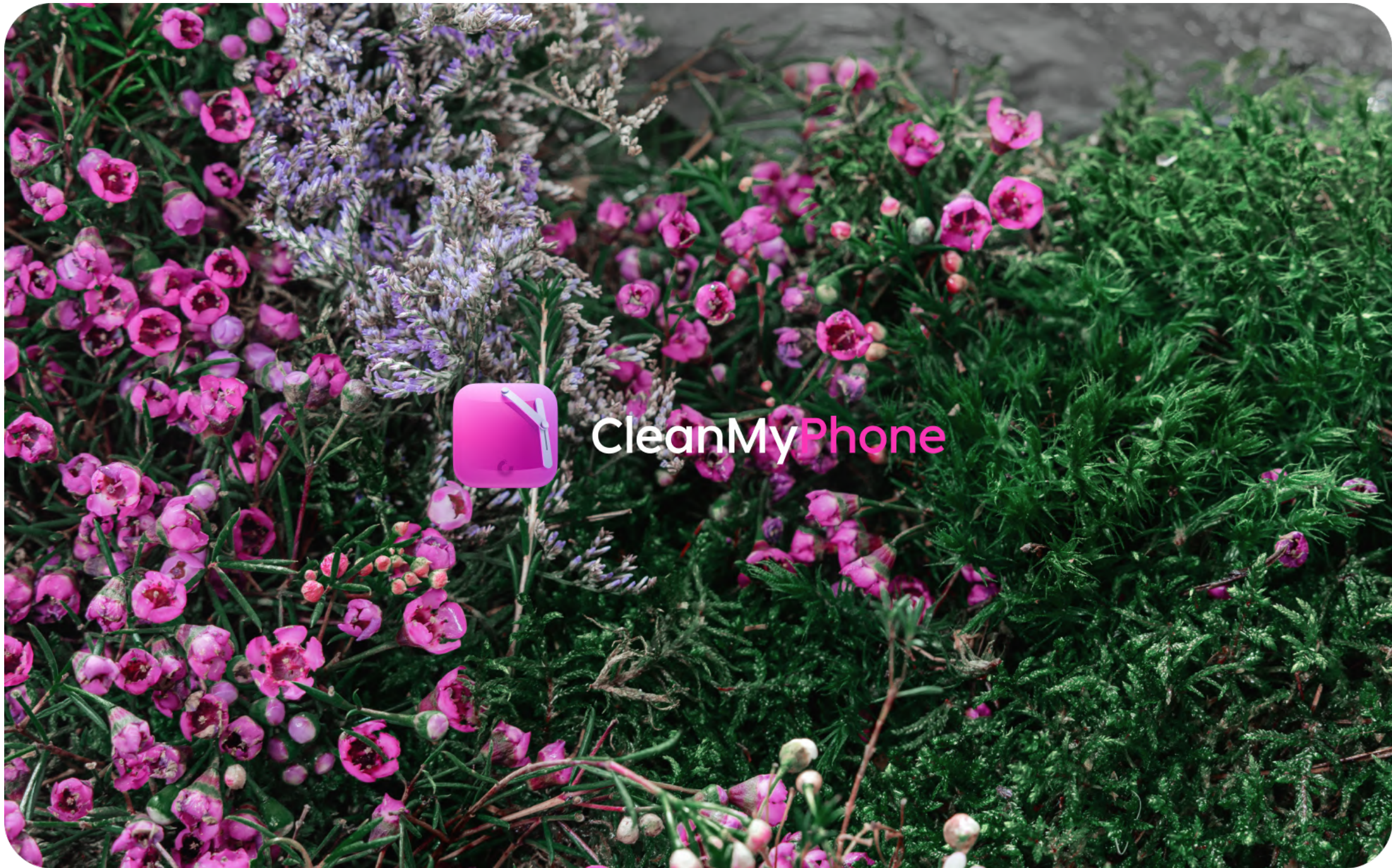


When utilizing a wordmark, always use the light monocolor version.

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Photo and video backgrounds Usecases

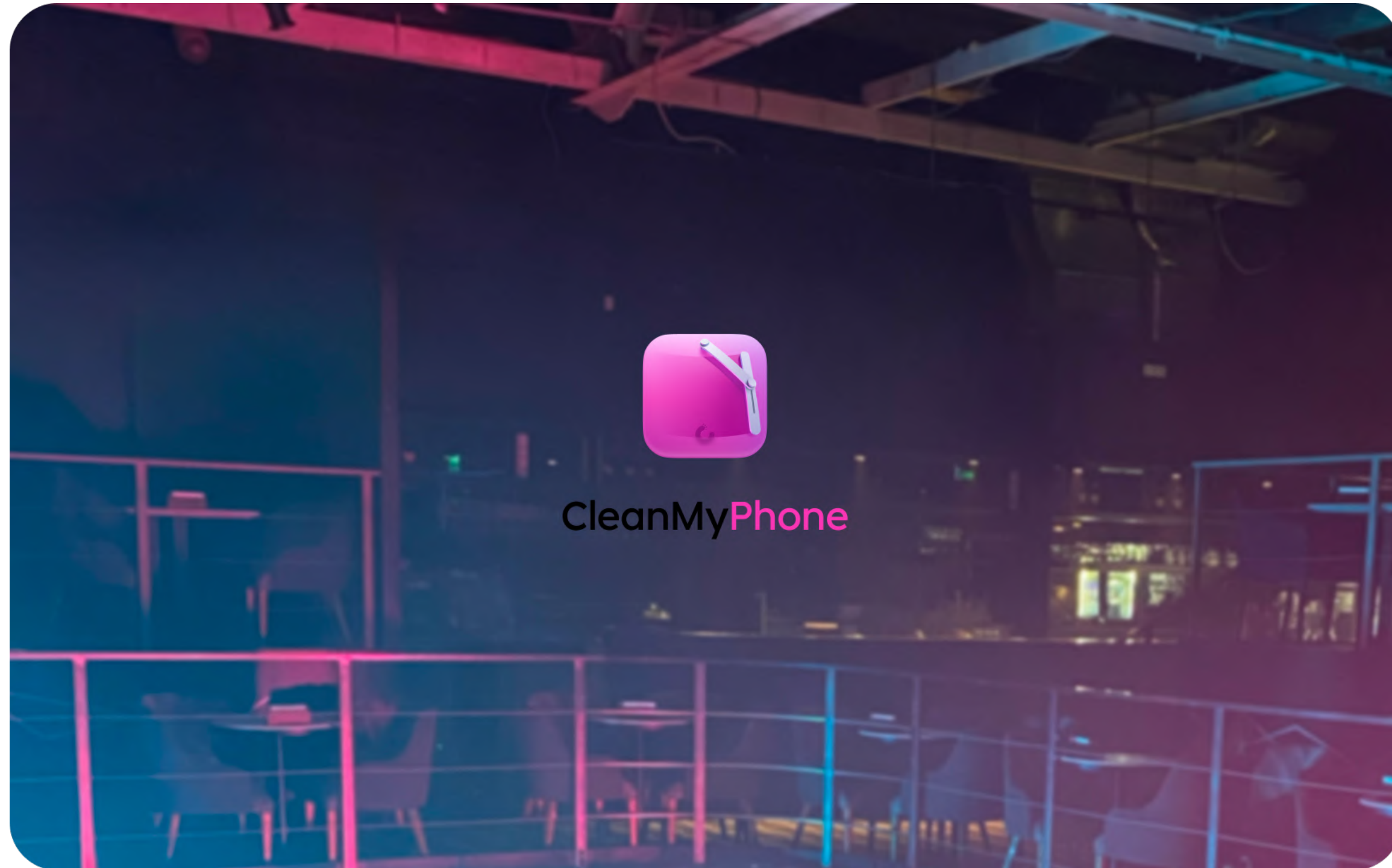


When positioning a logo over a photo or video, aim to select the most uniform background area for placement.



If the background is sufficiently light, opt for the full-color dark version of the logo.

Photo and video backgrounds Usecases



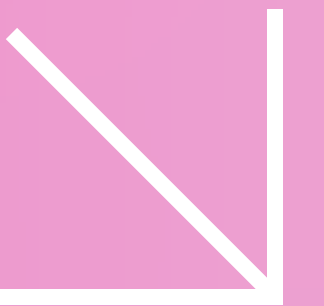
If the dark background provides enough contrast to effectively showcase the App Icon version of the logo, opt for the light monocolor version.

Photo and video backgrounds Usecases

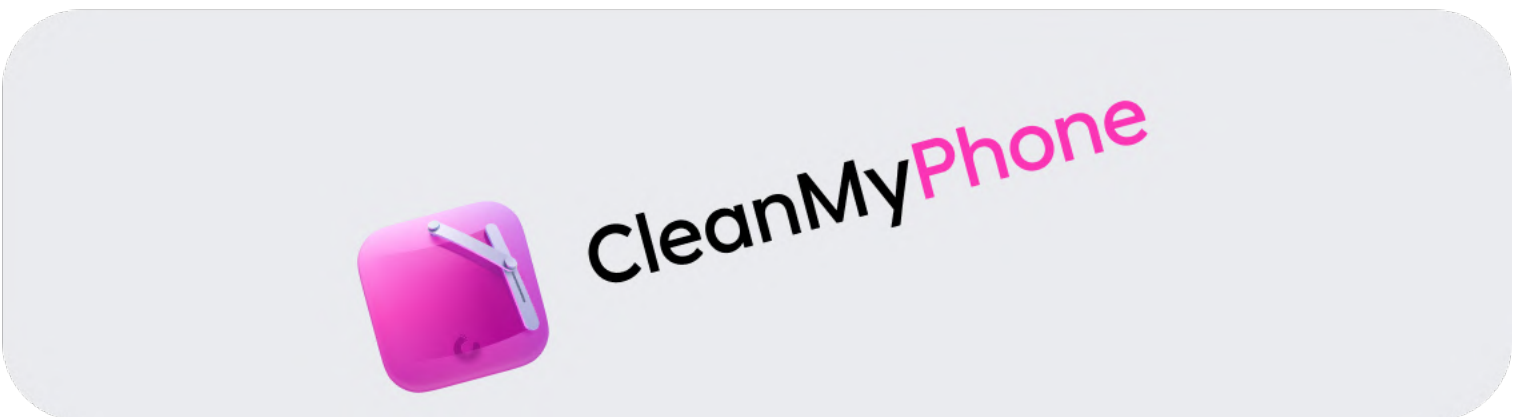
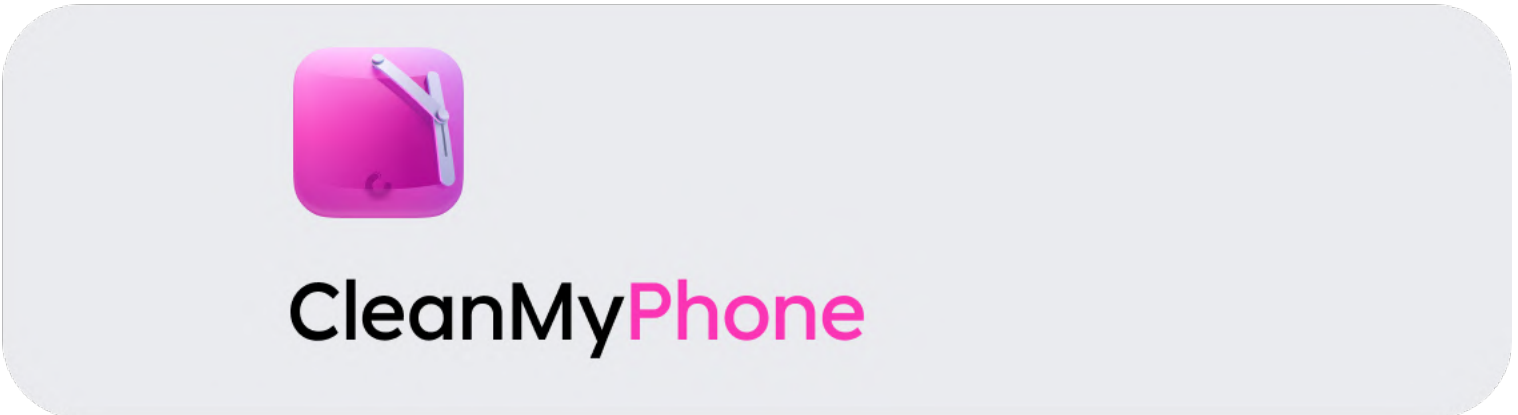


If the background is solid but lacks sufficient contrast for the logo to be used with the App Icon, use the light monocolor version of the wordmark.

Unacceptable
use of logo



Unacceptable use of logo

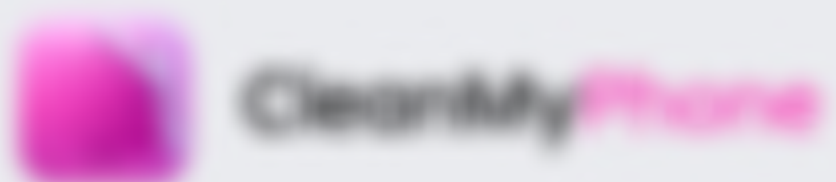


It is strictly forbidden to alter, stretch or compress the logo in any way.

It is prohibited to change the color of the mark or deviating from the established color variations of the logo.

It is forbidden to alter the proportions, arrangement, and overall composition of the logo.

Unacceptable use of logo



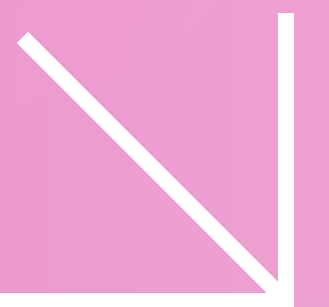
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Avoid applying any effects to the logo.

Modifying the logo's font on your own is strictly prohibited.

Use of trademark



Use of trademark

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When referencing the product in texts, the only correct spelling is CleanMy[®]Phone.

CleanMy[®]Phone



The logo lacks the [®] symbol due to its design, which features "CleanMy" and "Phone" in distinct colors.

It is recommended to use the [®] symbol as a superscript.

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