



**Cleara<sup>®</sup>**

**Brand Guidelines**



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## Brand Goal

To be the UK's go-to fast food brand that adapts to your diet — not the other way around.  
We provide nutritious, satisfying meals tailored to your lifestyle.

## Our Purpose

To champion everyday health by making intentional eating simple, delicious, and accessible — no matter your dietary path.

## Our Promise

We promise to serve real food with real purpose, built around your body, your beliefs, and your goals.  
Quick, clean, crave-worthy meals designed with transparency, integrity, and flexibility.

## Brand Goal

Our brand exists to redefine what fast food means. In a world where convenience often compromises health, we created Cleara to offer a new kind of shortcut, one that leads to better eating. Our mission is simple: to put the health back into fast food without sacrificing speed, flavour, or satisfaction. Whether you're keto, plant-based, protein-focused, or just trying to eat a little cleaner, we make nutritious meals accessible for everyone, no matter their diet or schedule. We serve busy people who want real food on the go, meals that fuel, not fill. Cleara is the shortcut to eating well, made for real life.



# Brand marks

## Logotype

Cleara logotype is central to our brand identity. It uses Neue Haas Grotesk to reflect our core values of clarity, simplicity, and honesty. This modern, clean typeface balances the fast-paced world of convenience with the calm, trustworthy nature of health-focused food. The logotype is designed for maximum legibility and impact across all media, from packaging to digital. It must always be used with appropriate clear space and remain unaltered in form. Simple, confident, and versatile, the Cleara logotype communicates our mission: to make healthy eating fast, accessible, and clear for everyone, every day.

# Brand Guidelines



# Brand marks

## Logotype colours

The Cleara logotype should always be presented in colours that reflect the brand's clean, fresh, and modern identity. Our primary logotype colour is Plant Green, offering a friendly contrast and clarity across neutral backgrounds.

Soil Green should be used for both Plant Green and Cleara White backgrounds, and Cleara White should be used on Soil Green. Consistency is key. The simplicity of our colour palette ensures the logotype remains bold, recognisable, and aligned with Cleara's message of clear, honest, and health-focused fast food. Always use the approved colour provided in this guide.

**Cleara**®

# Brand Guidelines

**Cleara**®

**Cleara**®

**Cleara**®

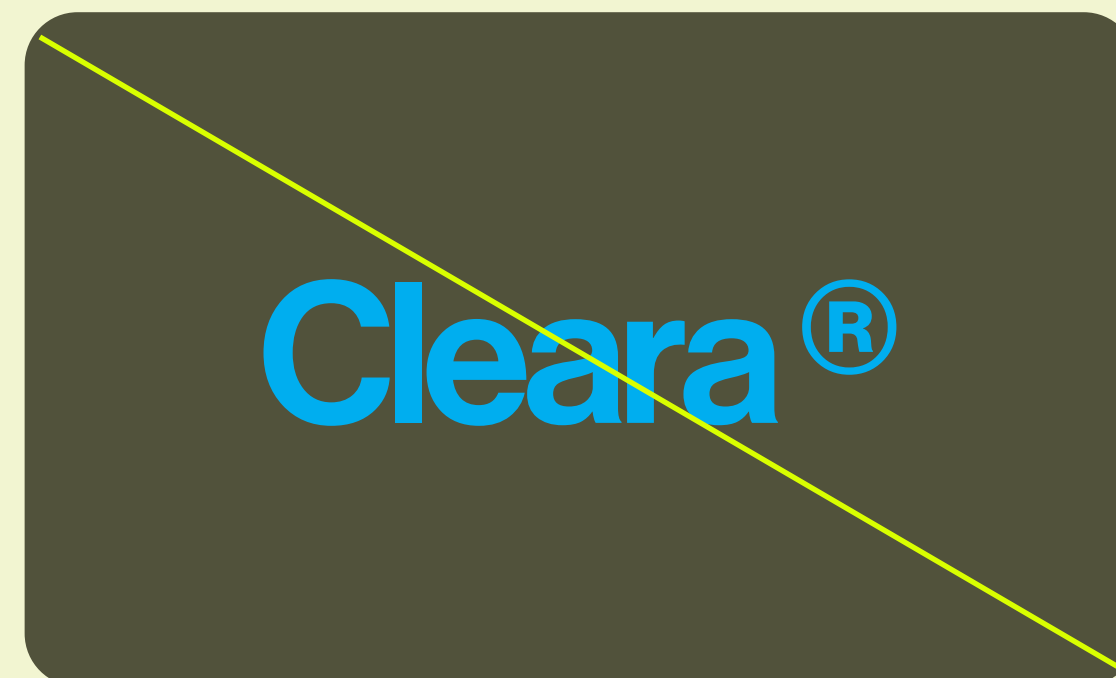
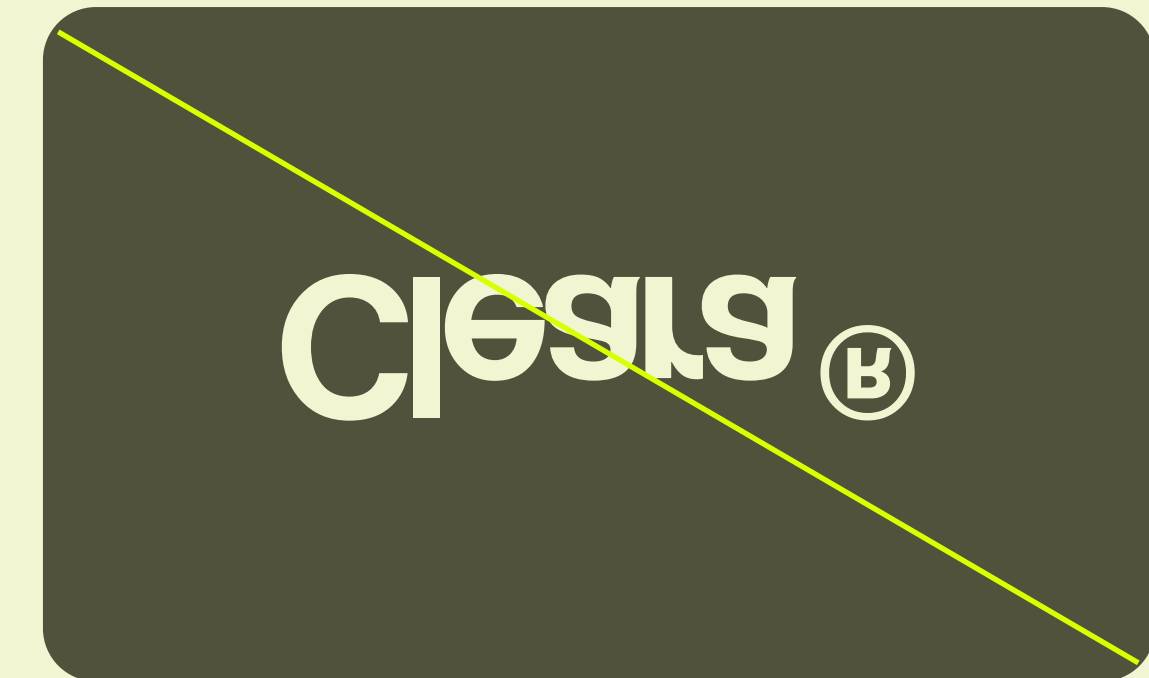
**Cleara**®

# Brand marks

Logotype do not

- Do not outline the logotype.
- Do not rotate the logotype.
- Do not Flip the logotype.
- Do not stretch the logotype.
- Do not add shadows to the logotype.
- Do not make the logotype illegible.
- Do not change the logotype colours.
- Do not add a gradient to the logotype.

# Brand Guidelines

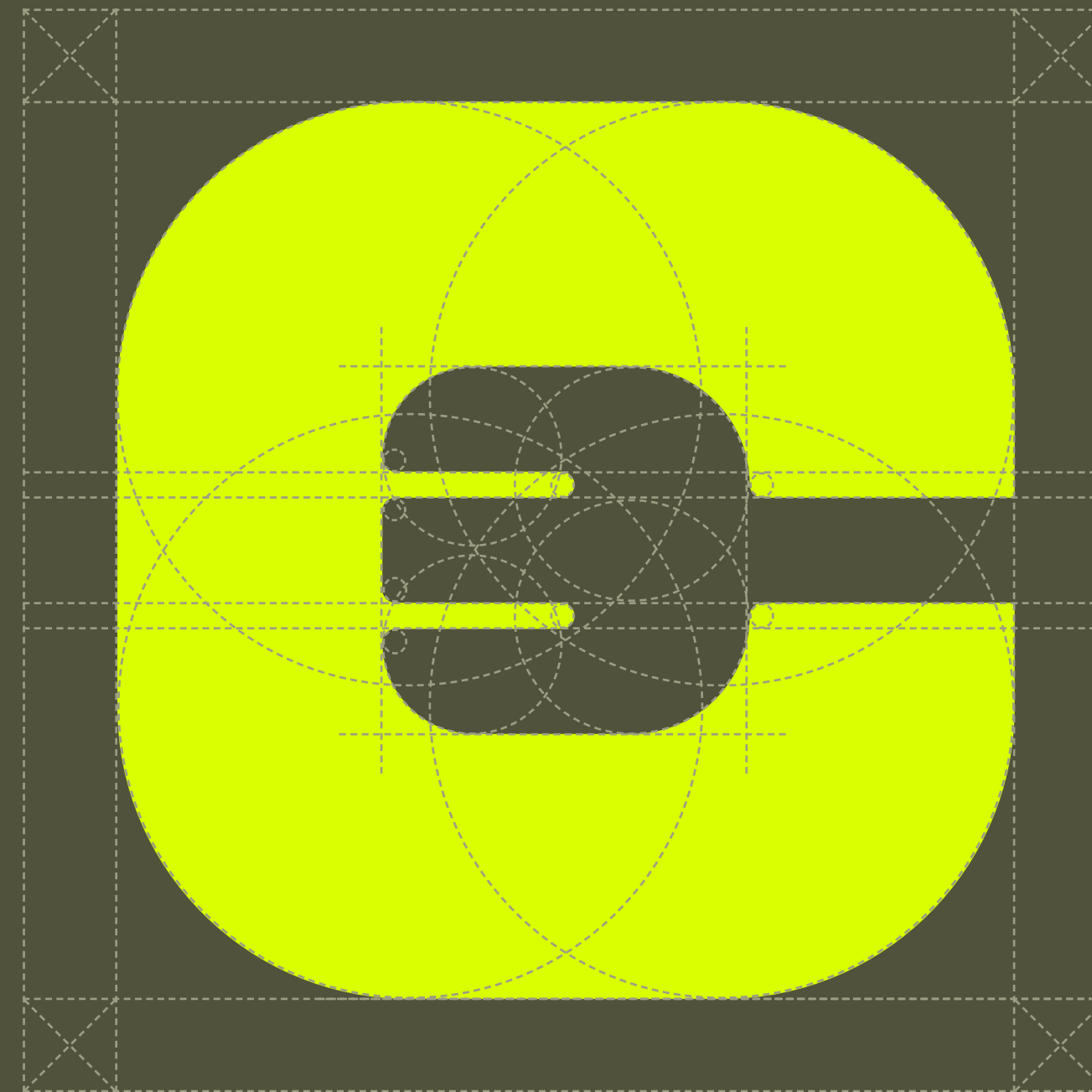


# Brand marks

## Logo Icon

Our logo icon combines a bold 'C' and using the negative space with a simplified fork shape to visually communicate our brand's core purpose: clear nutritious eating. The concept merges the identity of our name with an instantly recognisable food symbol, creating a mark that is both modern and meaningful. The rounded edges and balanced proportions reflect the approachability and simplicity of our brand. The design was built using a precise grid system to ensure visual harmony and scalability. Our brand mark is used across digital, print, and packaging to reinforce Cleara's message of clean, honest, fast food for everyone.

# Brand Guidelines



C



+

Fork



=

Cleara

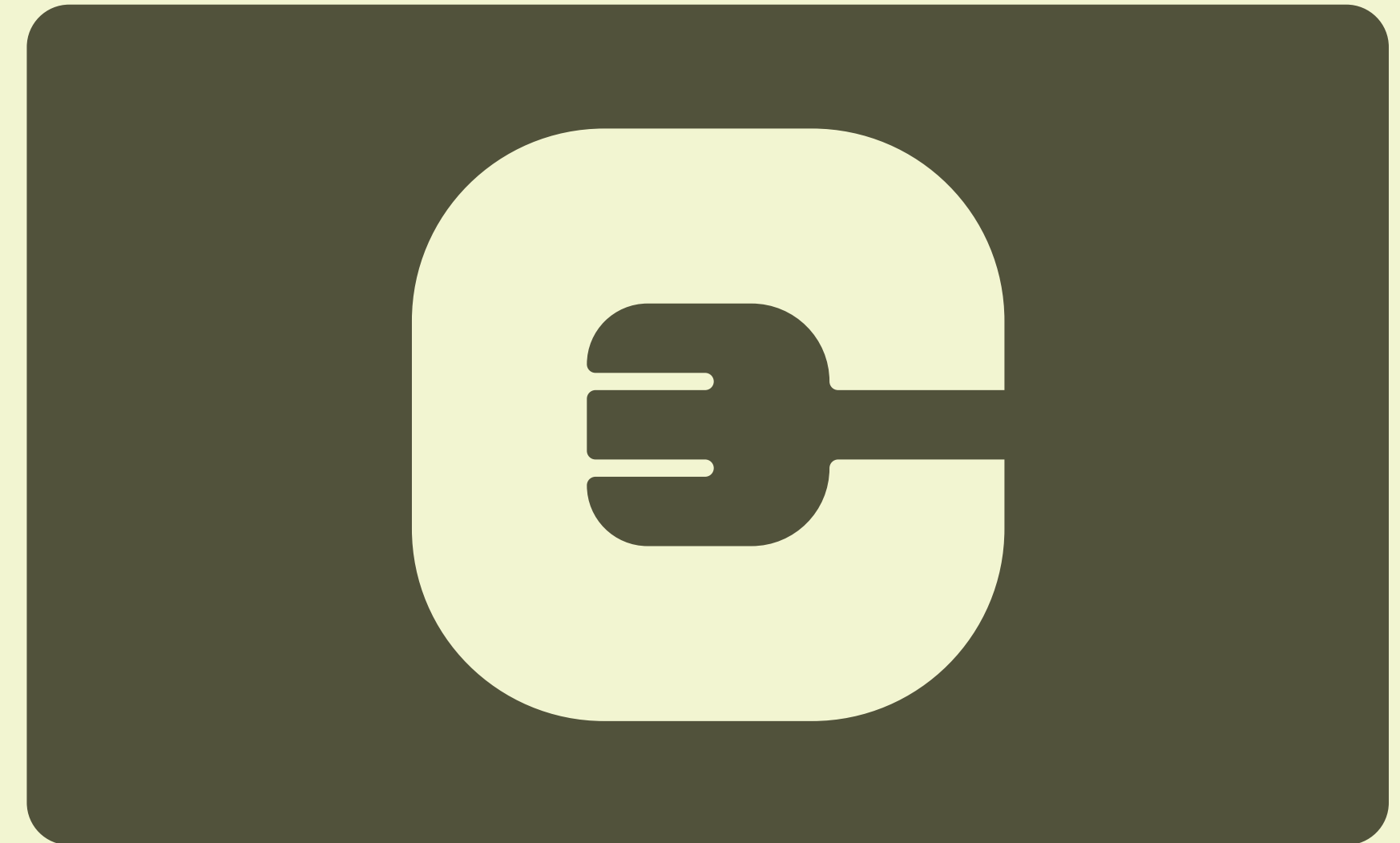


# Brand marks

## Logo icon colours

Logo icon uses a clear, consistent colour system to maintain visual impact and brand clarity. The Plant Green icon should only be placed on our Soil Green backgrounds to ensure strong contrast and legibility. Soil Green may be used on both Cleara White and Plant Green backgrounds, offering flexibility while preserving consistency. Cleara White should only be used on Soil Green, where it remains most visible and effective. These rules ensure the logo remains bold, accessible, and instantly recognisable across all touchpoints. Always follow these colour pairings to maintain brand integrity and visual cohesion across all media for our brand.

# Brand Guidelines



# Brand marks

## Logo Icon colours

To ensure brand consistency and clarity, our logo icon should always remain highly visible and legible. The primary and most recognisable version of the logo is the Soil Green icon on a Plant Green, or vice versa. These two versions should be used wherever possible across print, packaging, and digital. However, alternative versions such as Soil Green on Cleara White or Cleara White on Soil Green can be used if the primary combination is not suitable. Always ensure the background provides a strong contrast and the logo stands out clearly in any context.

# Brand Guidelines

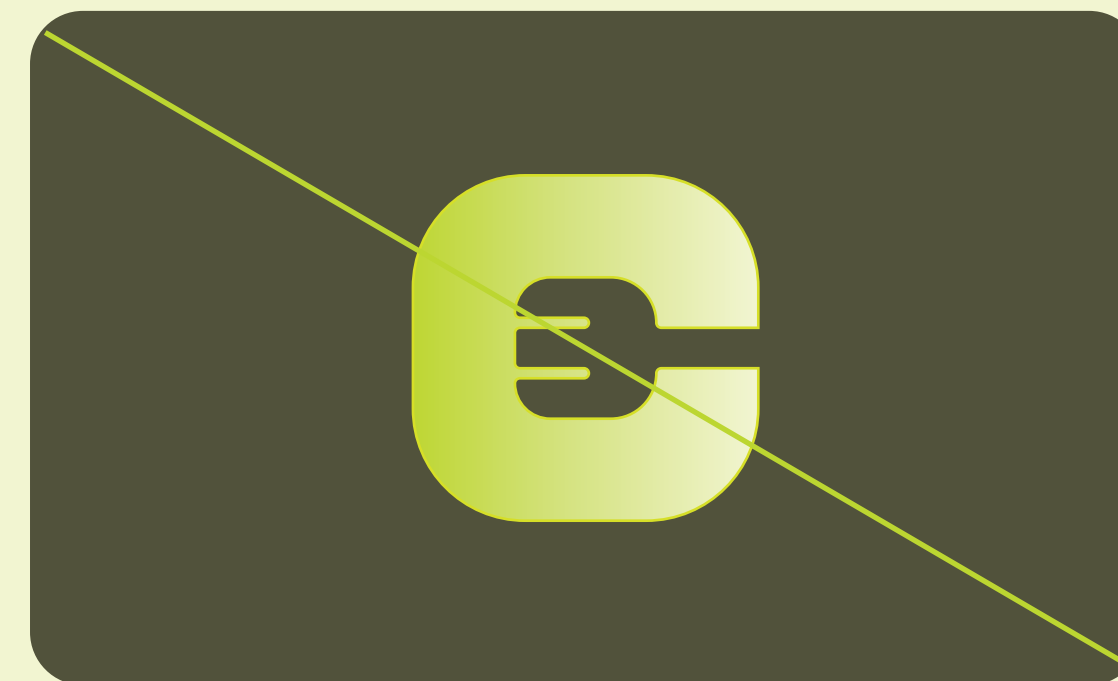
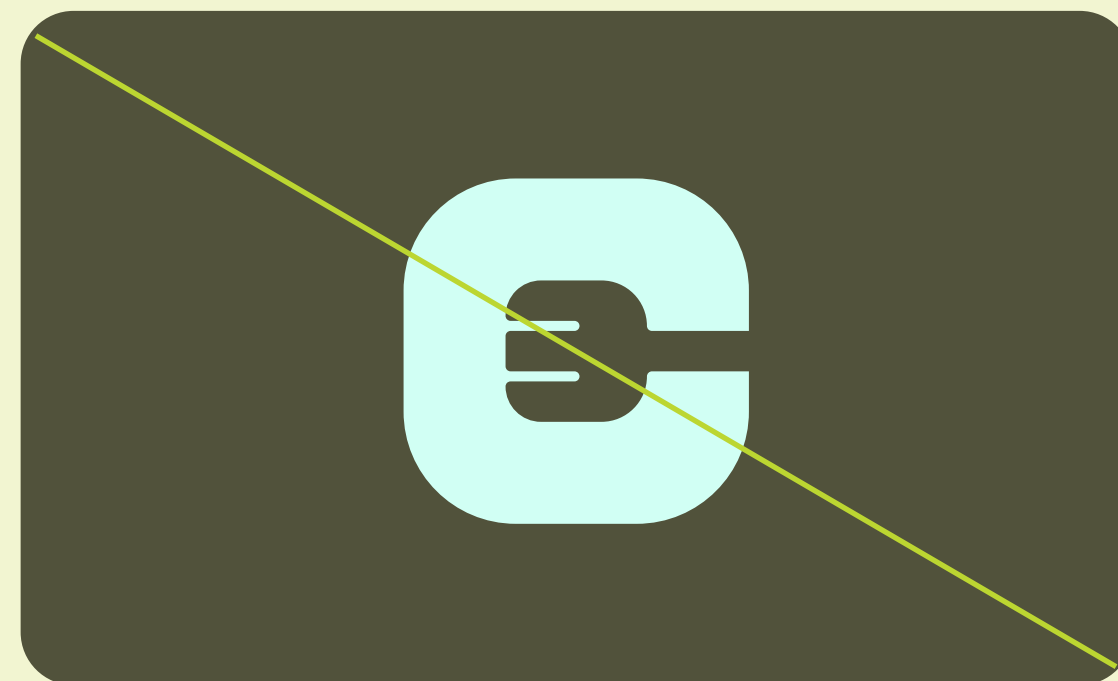
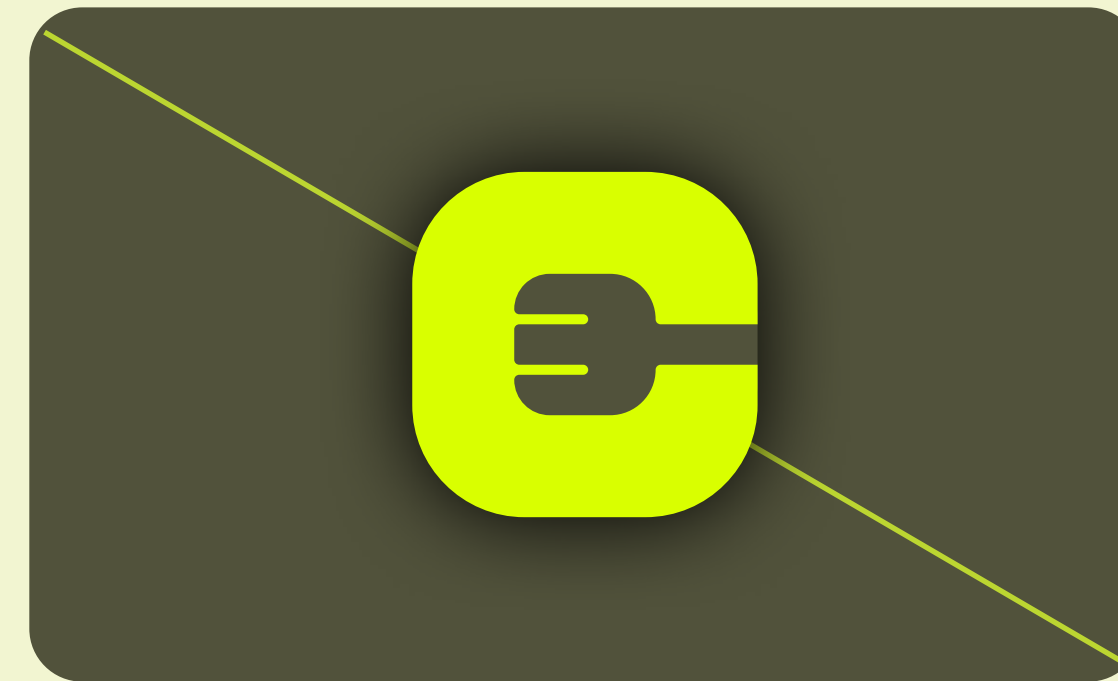
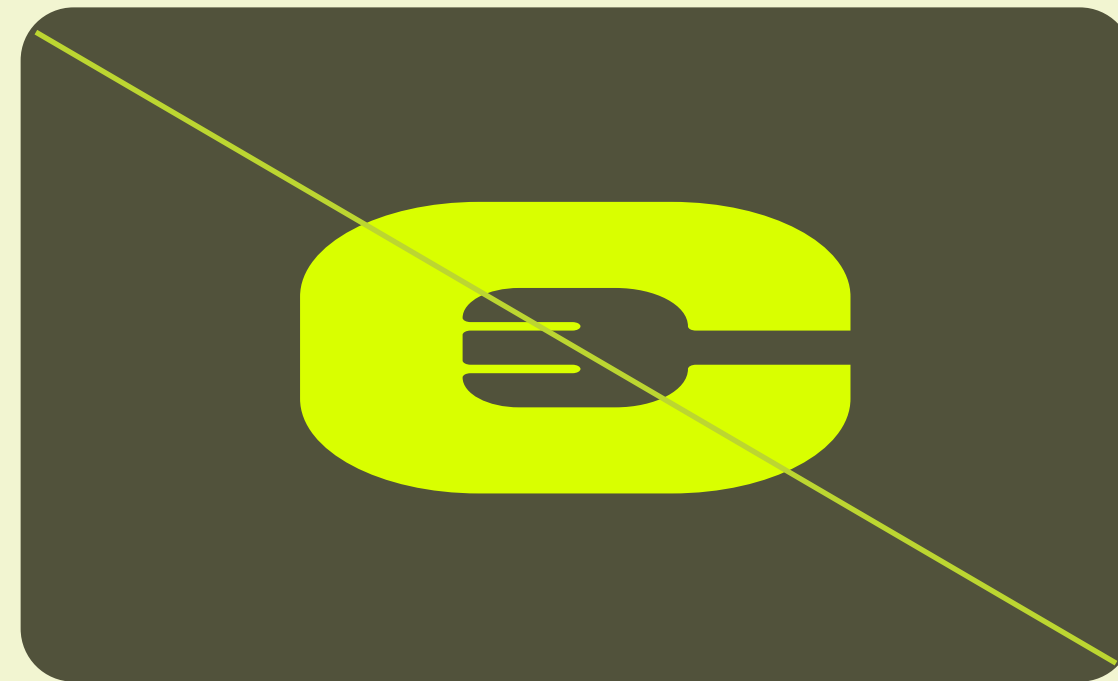
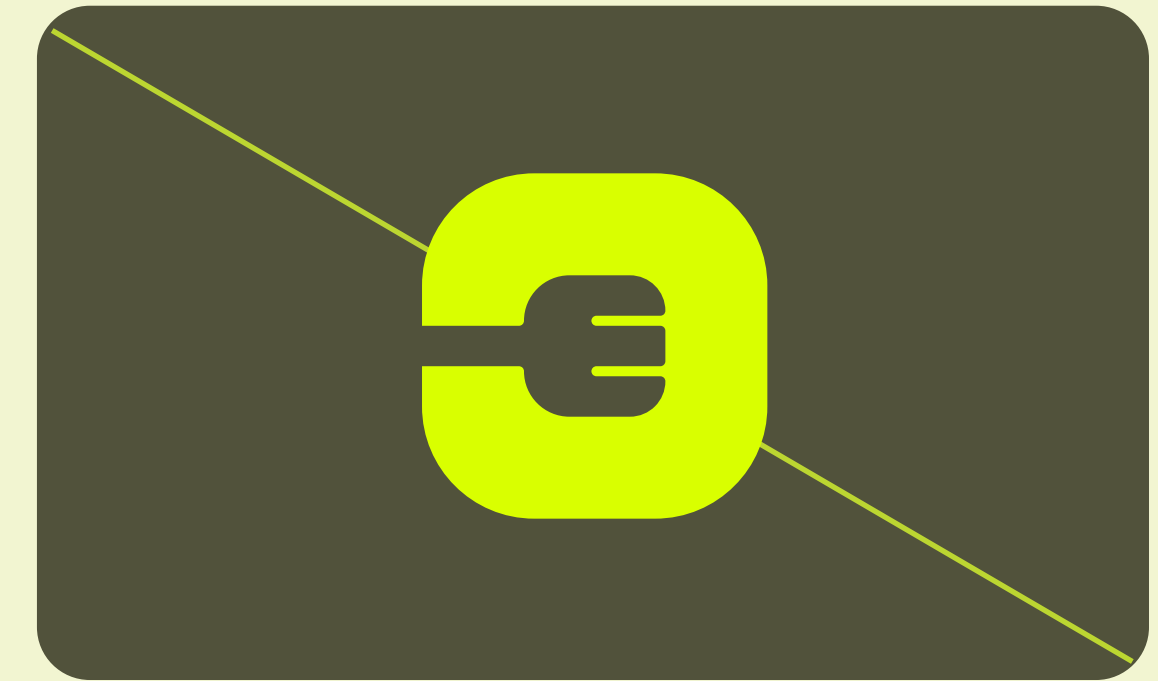
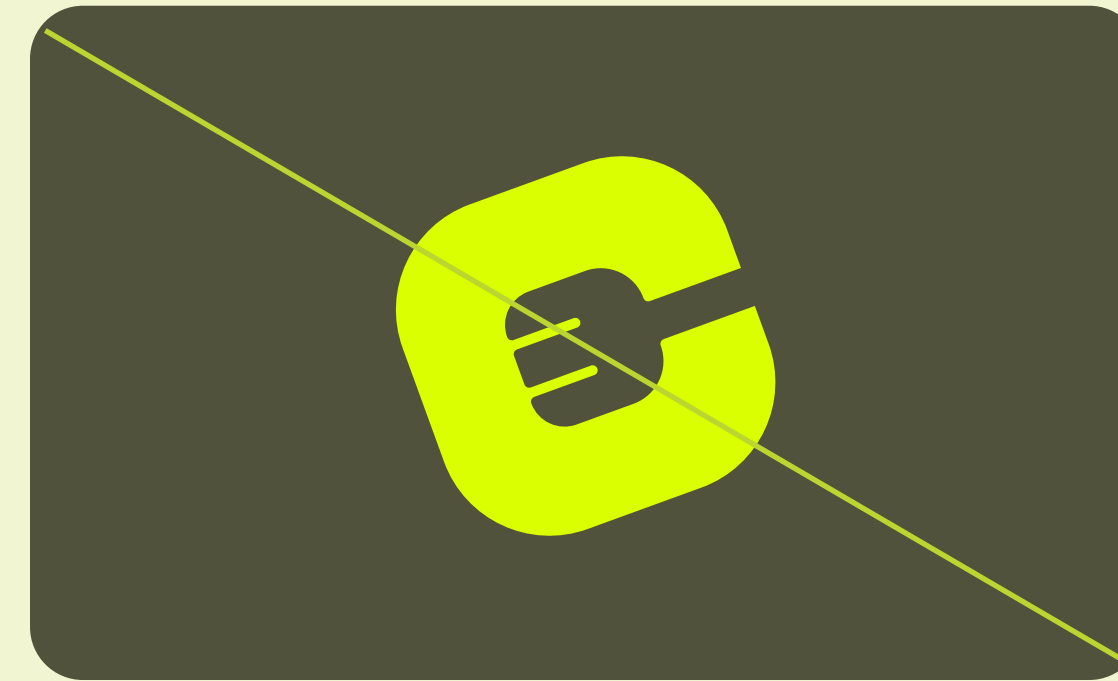
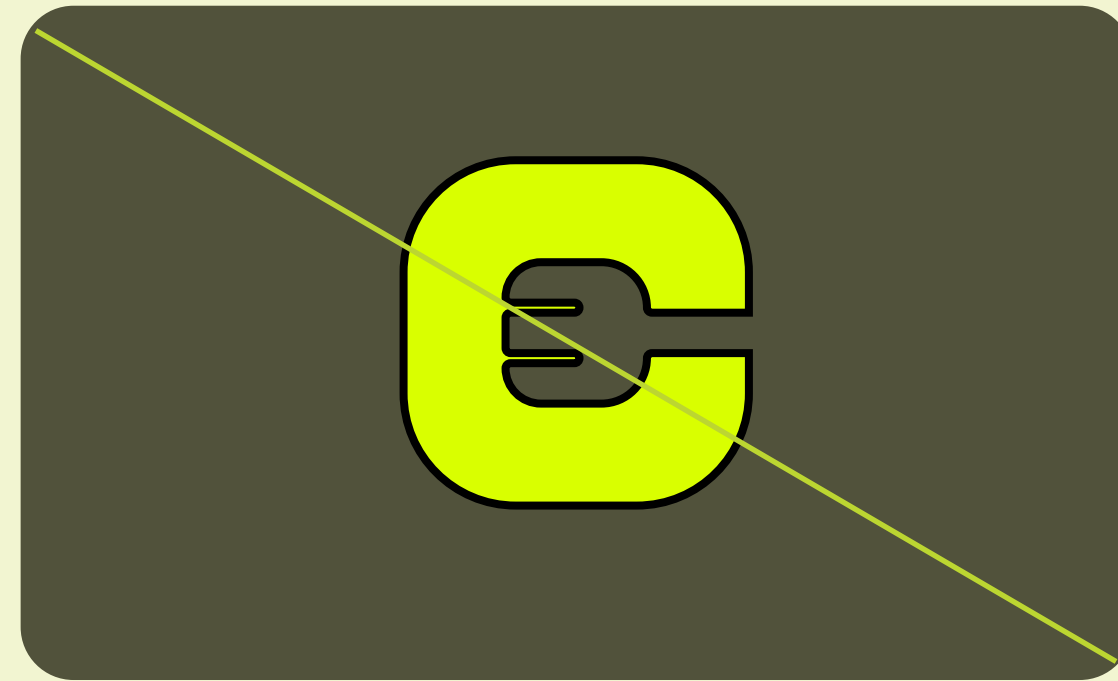


# Brand marks

Logotype do nots

- Do not outline the logo.
- Do not rotate the logo.
- Do not Flip the logo.
- Do not stretch the logo.
- Do not add shadows to the logo.
- Do not make the logo illegible.
- Do not change the logo colours.
- Do not add a gradient to the logo.

# Brand Guidelines



# Brand marks

## Logotype + Logo Icon

To maintain clarity and visual balance, the Cleara logo follows a strict spacing and alignment system. The logo icon and logotype are aligned along a central horizontal axis, with consistent spacing between each element. The clear space around the full logo mark should be equal to the height of the 'C' in the logotype, ensuring the logo remains legible and uncluttered in any media. This spacing rule must be followed across all uses, print, digital, and packaging, to preserve the integrity and impact of the brand.

# Brand Guidelines



## Food Illustrations

Our custom food illustrations are designed to represent key ingredients from our menu in a playful and recognisable style. These icons are used across packaging, printed patterns, and environmental graphics to bring personality to the brand while reinforcing our commitment to fresh, nutritious food. Each illustration, from leafy greens to fish and avocado, reflects real items used in our meals, making them both decorative and informative. They also assist in visual identification of ingredients for customers, enhancing clarity and appeal. Always use these illustrations in approved brand colours and consistent layouts to maintain visual harmony.



# Brand marks

Plant Based

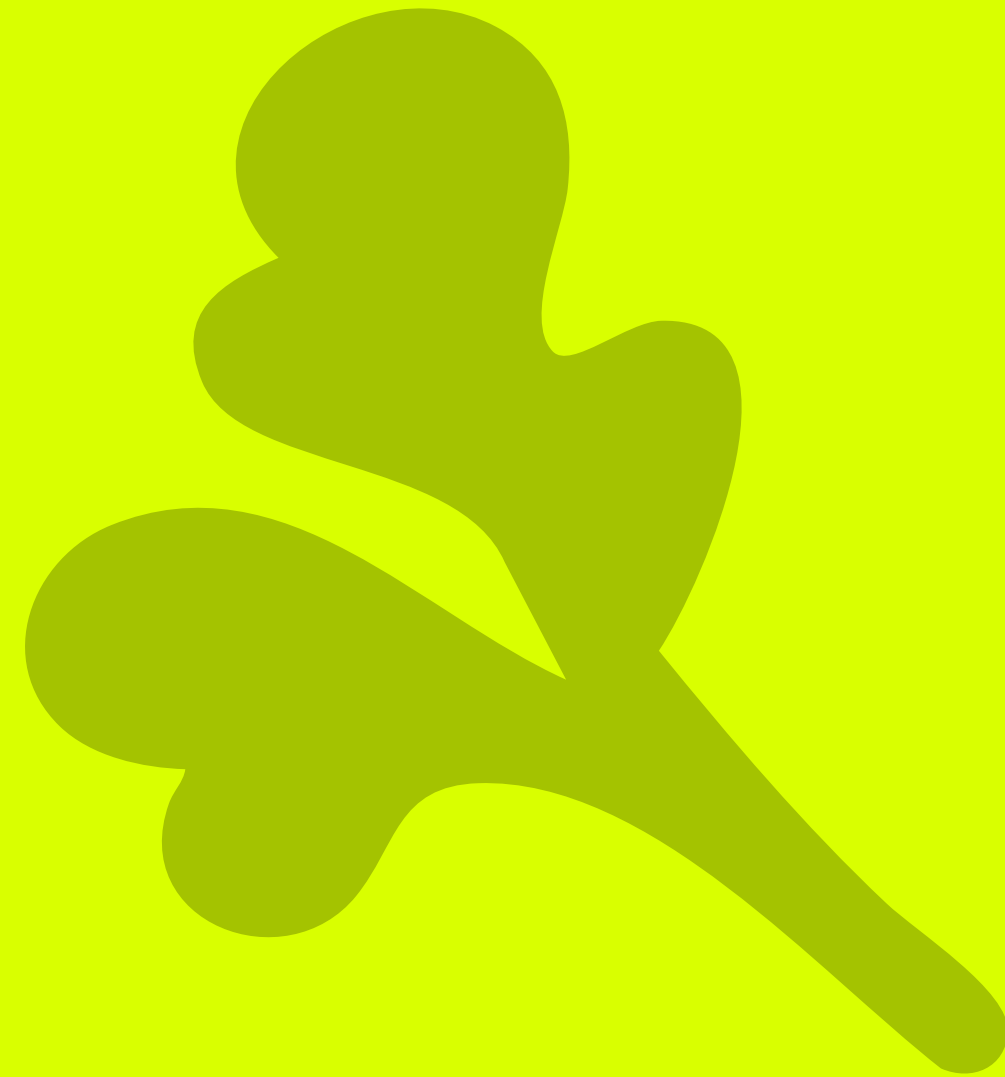


Cleara®

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# Brand Guidelines

Low Carb



2025

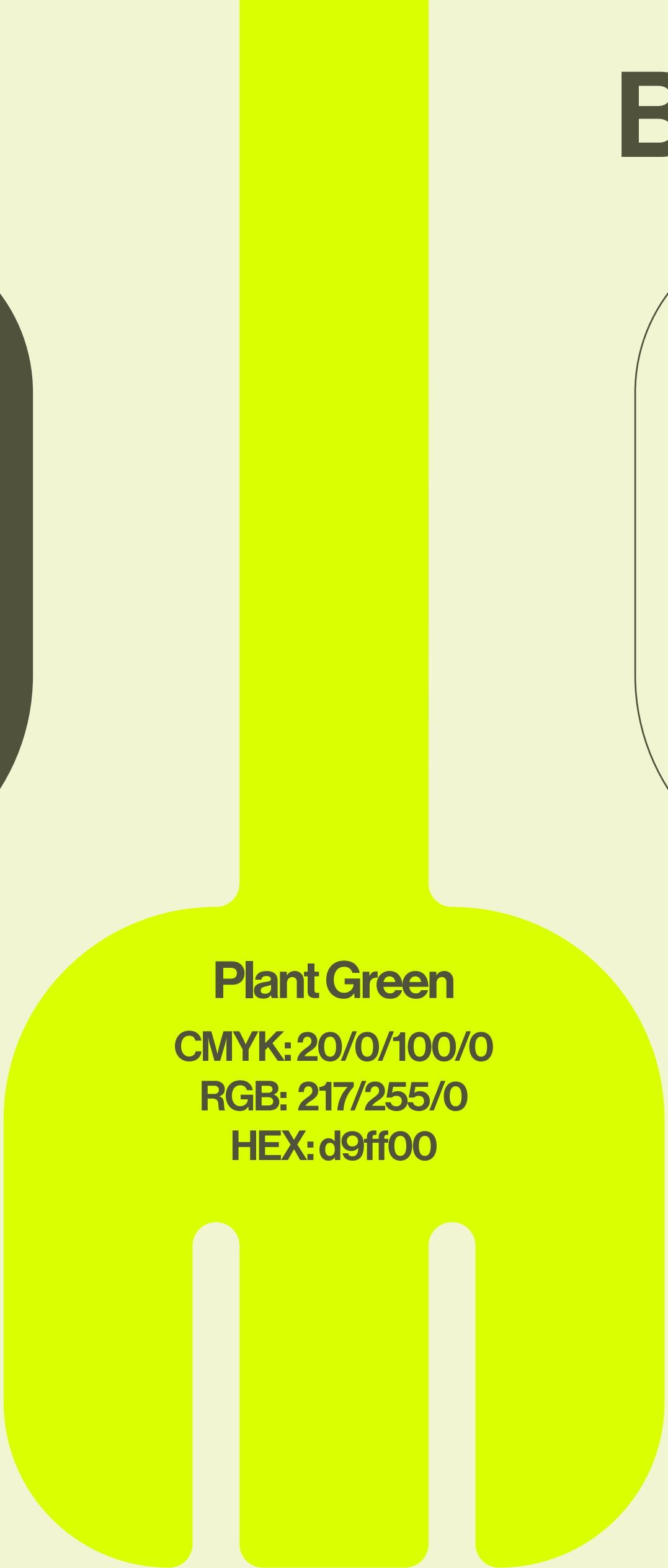
# Colour

## Primary Colours

Cleara's primary colour palette consists of Soil Green, Plant Green, and Cleara White. These colours reflect the brand's natural, fresh, and clean identity. Soil Green represents the earth, grounding the brand in sustainability and nutrition. Plant Green symbolises freshness, growth, and our plant-based offering. Cleara White brings clarity, simplicity, and space to the visual system. Together, these colours create a distinct and cohesive look across all brand touchpoints.

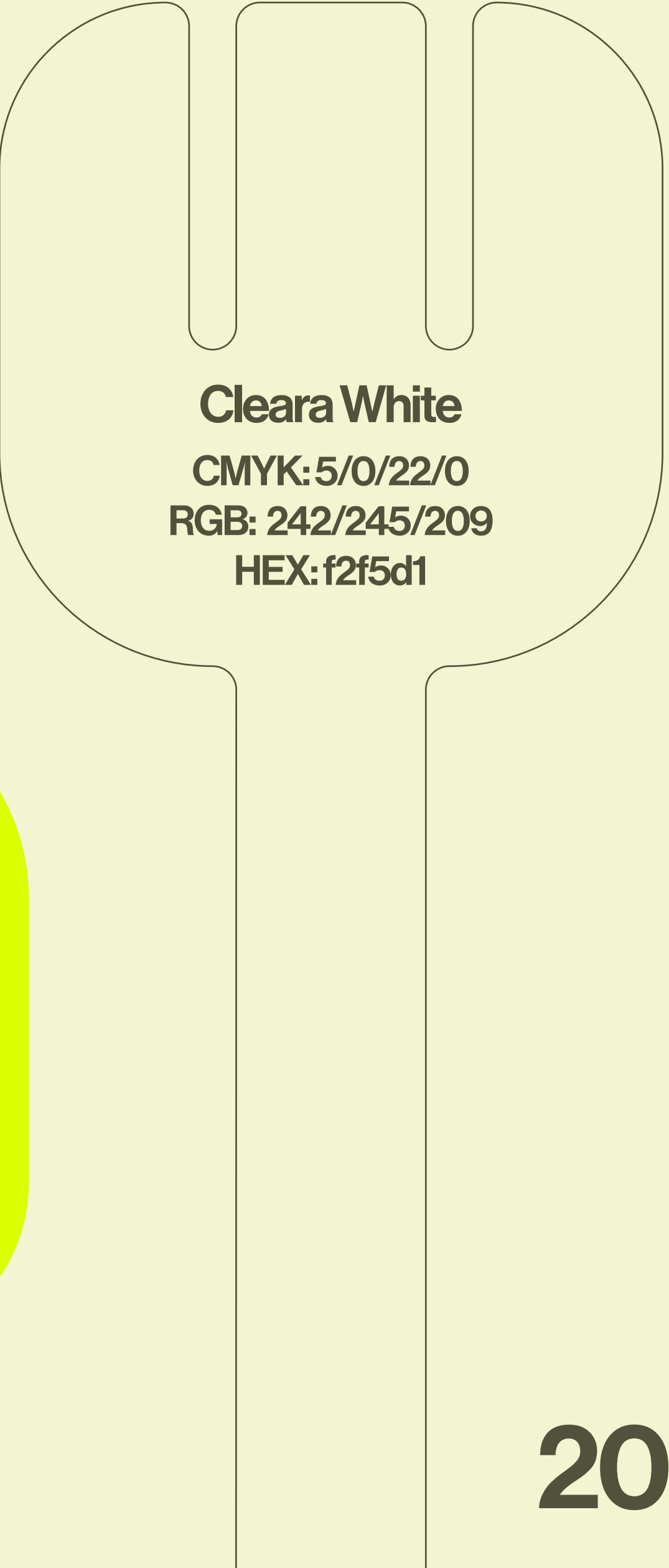


**Soil Green**  
CMYK: 55/43/71/21  
RGB: 110/112/82  
HEX: 6e7052



**Plant Green**  
CMYK: 20/0/100/0  
RGB: 217/255/0  
HEX: d9ff00

# Brand Guidelines



**Cleara White**  
CMYK: 5/0/22/0  
RGB: 242/245/209  
HEX: f2f5d1

# Colour

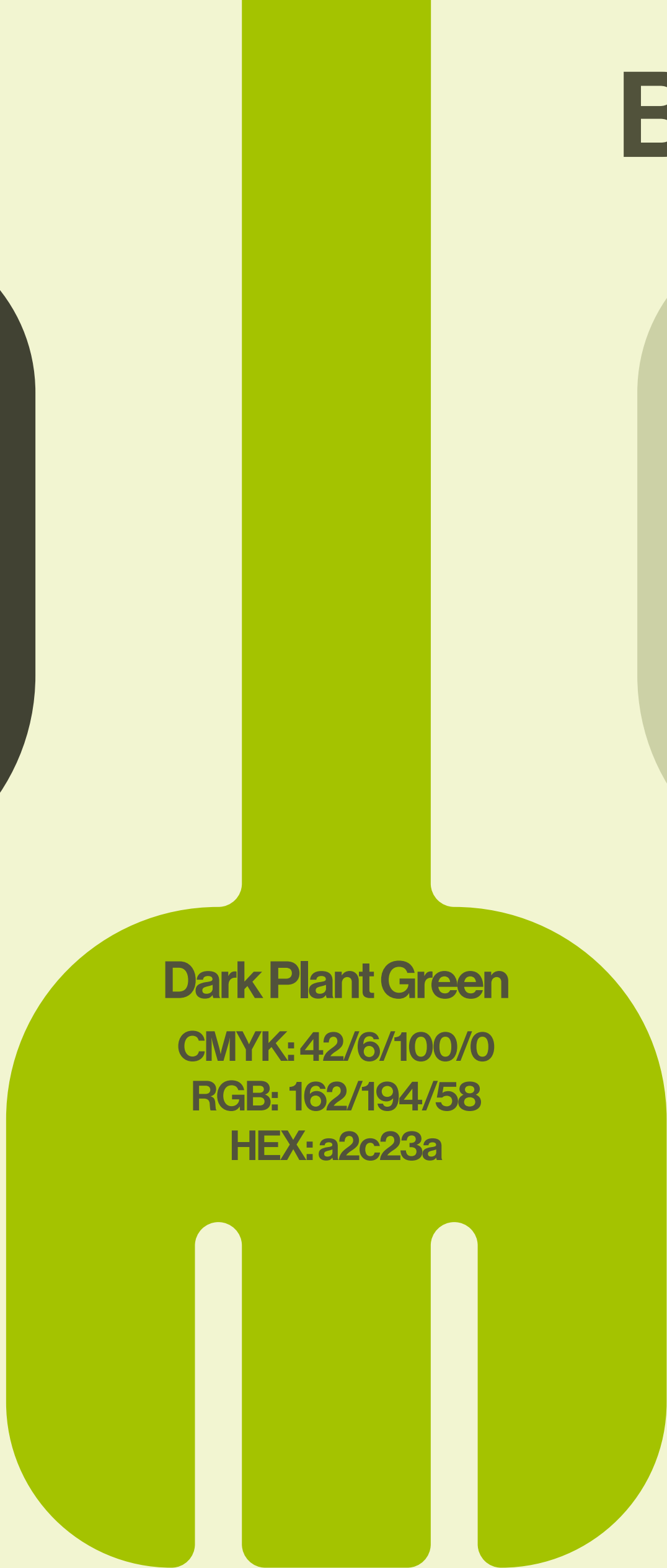
## Secondary Colours

Our secondary colour palette includes Dark Soil Green, Dark Plant Green, and Dark Cleara White. These shades provide supporting depth and contrast to our primary colours, allowing for greater flexibility across various applications such as backgrounds, text, and secondary packaging elements. Dark Soil Green grounds the brand with warmth and earthiness. Dark Plant Green reinforces freshness while maintaining a bold visual presence. Dark Cleara White softens layouts and complements the darker tones without overwhelming them. These secondary colours should be used purposefully to enhance hierarchy and legibility while maintaining Cleara's clean, natural, and approachable identity.

# Brand Guidelines



**Dark Soil Green**  
CMYK: 64/55/73/51  
RGB: 65/66/51  
HEX: 414233



**Dark Plant Green**  
CMYK: 42/6/100/0  
RGB: 162/194/58  
HEX: a2c23a



**Dark Cleara White**  
CMYK: 21/10/40/0  
RGB: 204/209/166  
HEX: ccd1a6

# Typography

## Primary type

Our primary typeface is Neue Haas Grotesk Display Pro 65 Medium, chosen for its clarity, modernity, and versatility. It reflects our core values of simplicity, transparency, and trust, making it ideal for both functional and expressive applications. The clean, geometric structure of Neue Haas Grotesk ensures excellent readability across all formats, from packaging and signage to digital and print materials. It pairs seamlessly with our visual identity, reinforcing our message of clear, healthy fast food for all. This typeface should be used consistently to maintain a strong and cohesive brand voice throughout all communications.

### Neue Haas Grotesk Display Pro 65 Medium

**AaBbCc**

**Fuel Your Hustle with Cleara.**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#\$%^&\***

# Typography

## Secondary type

Our secondary typeface is Neue Haas Grotesk Display Pro 45 Light, used to complement the boldness of our primary type. Its lighter weight offers contrast, creating a refined, balanced typographic system that enhances readability and hierarchy. This type style is ideal for body copy, subheadings, and supporting text, where a more subtle tone is needed without compromising clarity. It maintains the clean, modern feel of our brand while adding flexibility across different layouts and applications. Always pair it thoughtfully with the primary type to ensure a consistent, approachable, and professional visual language across all communications.

# Brand Guidelines

Neue Haas Grotesk Display Pro 45 Light

AaBbCc

Fuel Your Hustle with Cleara.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*

# Typography

## Type colour use cases

Typography colour should always prioritise clarity, contrast, and consistency across all brand materials. Soil Green is primarily used for type on Cleara White or Plant Green backgrounds, offering strong legibility and a grounded, natural tone. Plant Green may be used for accents or headings on Soil Green backgrounds, adding freshness and vibrancy. Cleara White should only be used for type on Soil Green to maintain high contrast and readability. Avoid using Cleara White on Plant Green, as it can reduce legibility. Always ensure the chosen colour combination supports accessibility and reinforces our brand identity.

# Brand Guidelines

**Eat. Drink. Snack. Cleara.**

**Eat. Drink. Snack. Cleara.**

**Eat. Drink. Snack. Cleara.**

**Eat. Drink. Snack. Cleara.**

# Tone of voice

How we talk

Cleara speaks with clarity, confidence, and purpose. Our tone is energetic but grounded, designed to motivate without overwhelming. We use short, punchy statements that are easy to read and quick to remember. Our language is honest, uplifting, and never overcomplicated. We guide customers through better choices without preaching. Phrases like “Fuel Your Hustle” and “More Life. Less Grease.” reflect our mission to support real people living real lives. We avoid fluff and speak directly and informally, like a trusted friend who knows health doesn’t need to be hard. Always clear, always Cleara.

# Brand Guidelines

**Fuel Your Hustle.**

**Cleara Food. Cleara Mind.**

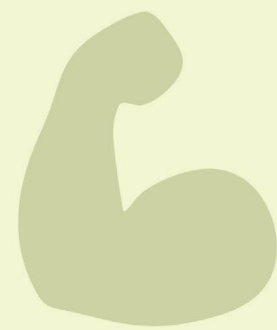
**Conquer Cravings Without the Crash.**

**Fast Doesn’t Always Mean Fake.**

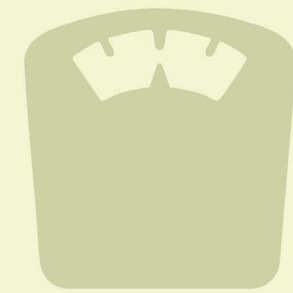
**More Life. Less Grease.**

# What are your goals?

Select up to 2 for a menu just for you.



Build Muscle



Lose Weight



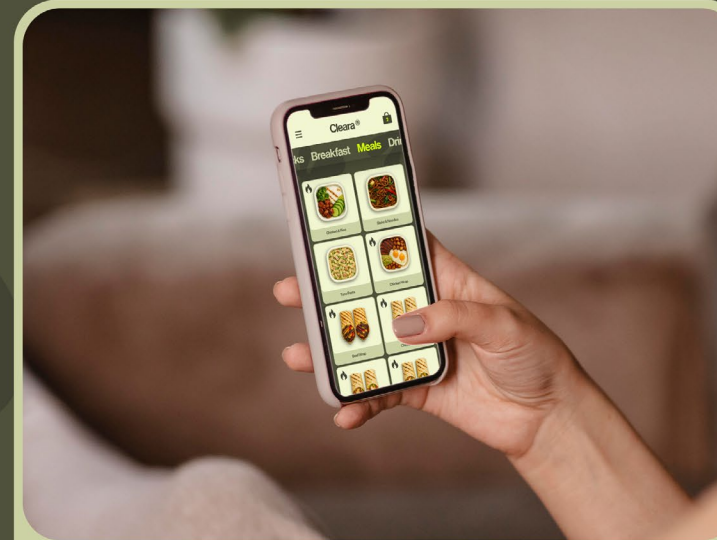
Improve health

# How our app works.



Step 1

Make things Cleara.



Step 2

Choose your meals



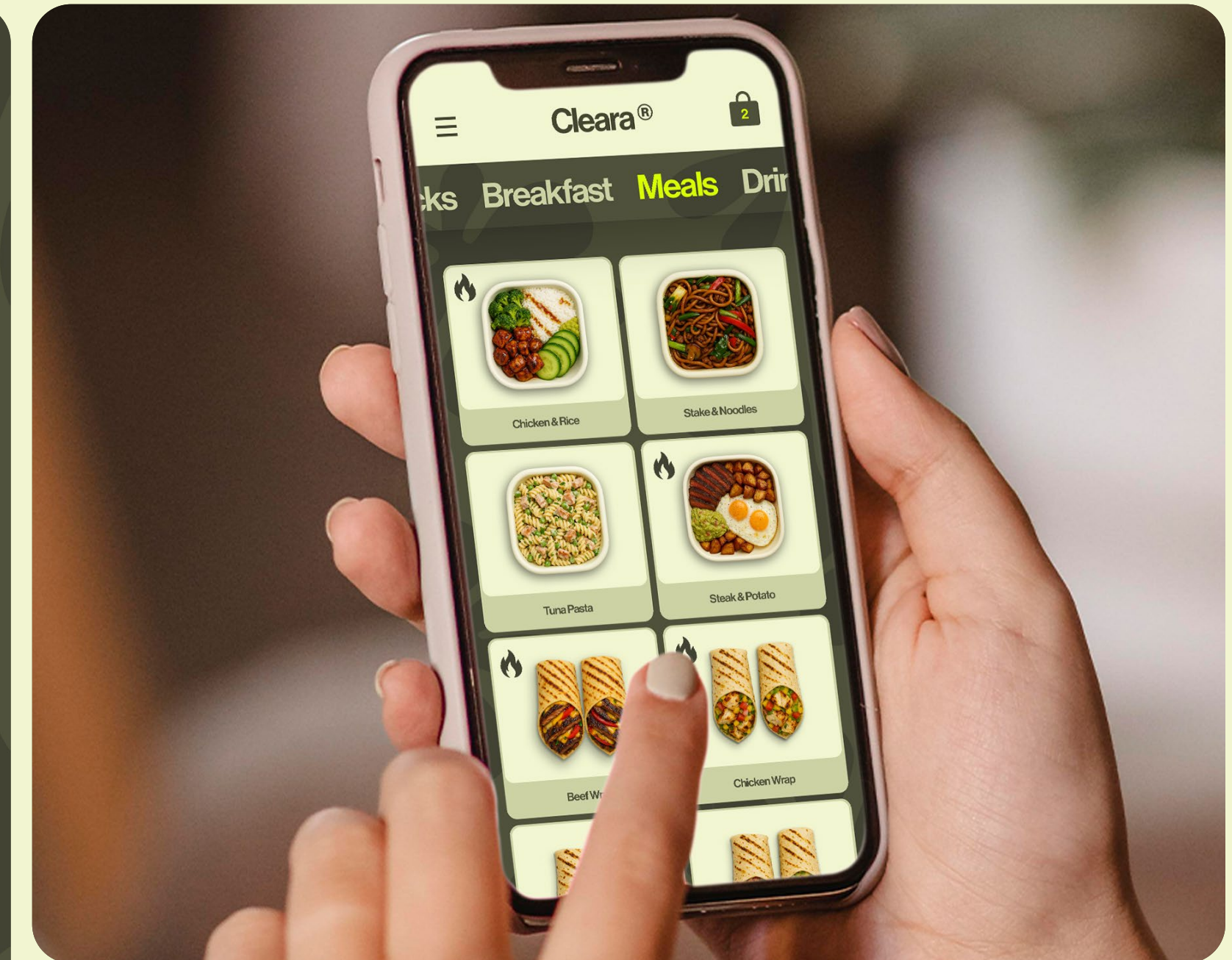
Step 3

Deliver to your door



Step 4

Enjoy feeling Cleara.



# Select your allergies.

Do you have allergies?

Nuts

Milk

Eggs

Fish

Soy

Wheat

Next

Try the  
**Shortcut to Better Eating.** Eat Cleara.  
Eat right.

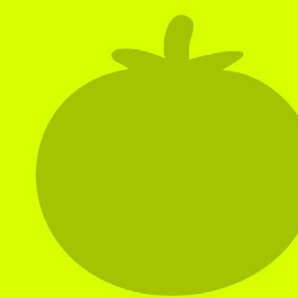
Order Now.

10% Off

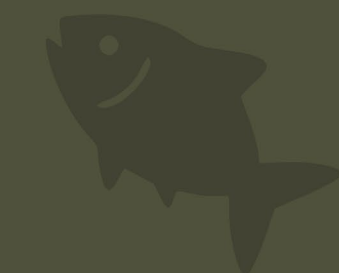
10% Off your next meal.

# Choose your colour.

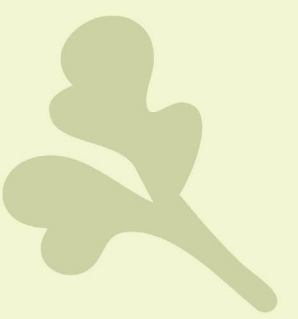
What is your main preference?



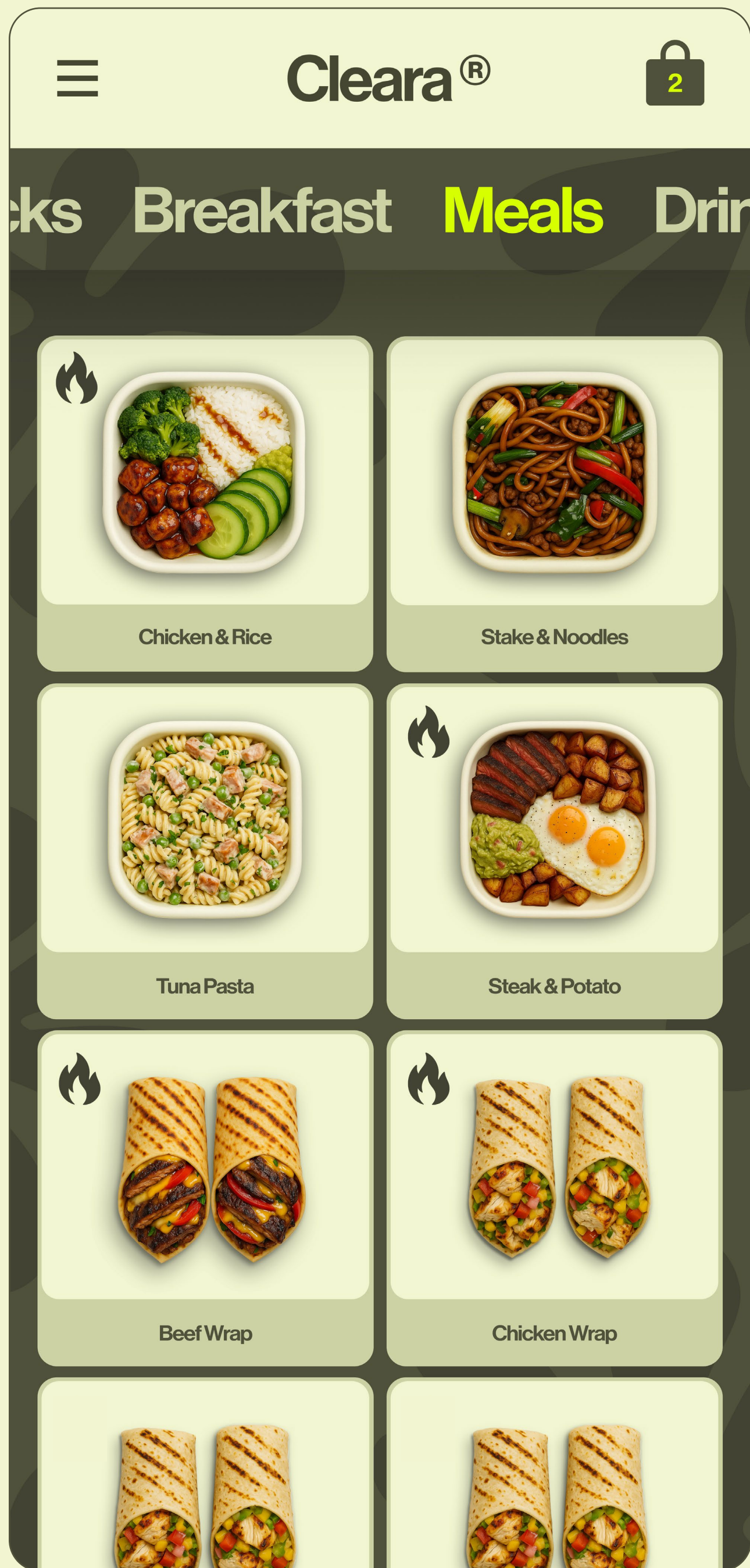
Low Carb



High Protein



Plant Based



**+**



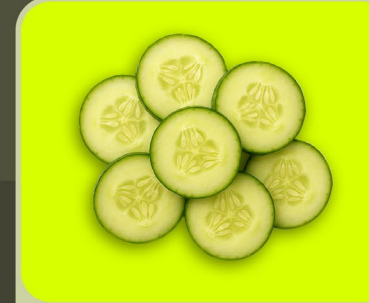


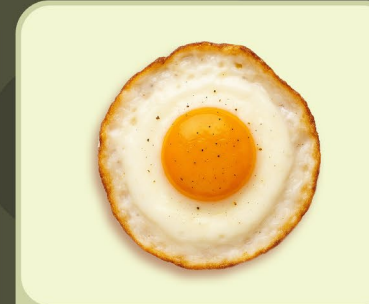
<b>Per Portion</b>	<b>Per 100g</b>
<b>Energy</b>	2476.93kJ 592.00Kcal
<b>Fat</b>	20.11g
<b>Saturates</b>	9.29g
<b>Carbs</b>	60.83g
<b>Protein</b>	39.86g
<b>Sugars</b>	7.16g
<b>Salt</b>	2.26g



**Chicken & Rice**

**+** **!**

**Base** **Toppings** **Side** **Dressings**

 Broccoli	 Carrot	 Cucumber
 Chickpeas	 Tomato	 Egg

Cancel Add to bag

Chopped chicken in a smokey BBQ sauce, served with freshly boiled rice with a choice of two bases, two toppings, one side and one dressing.



