



ClearForm Solutions

Clarity in every form.

BRAND BOOK / 2026

Paperwork that works for everyone.

A practical identity for professional fillable PDF services in English, Spanish, or both.

CLEAR. BILINGUAL. READY.

What the brand stands for

Purpose

Make essential paperwork easier to understand, complete, and use for individuals and companies.

Brand promise

Every document should feel organized, professional, accessible, and ready for real work.

One clear document. Two languages.
A better experience for everyone.



Clarity

Plain language, logical flow, and visible next steps.



Care

Respect the person completing the form.



Precision

Fields, labels, and interactions should work correctly.



Inclusion

English and Spanish receive equal design attention.

The ClearForm signature



ClearForm Solutions

BILINGUAL FILLABLE PDF SERVICES

Meaning

The circular C represents a complete, organized form. The checkmark signals accuracy and a finished task. Together they create a calm, reliable service mark.

Usage rules

- Keep clear space equal to the checkmark circle on every side.
- Use the full lockup whenever the business name is not already visible.
- Use Deep Forest, Paper Cream, or one-color black/white applications.
- Do not stretch, rotate, add shadows, or separate the checkmark from the C.

A calm, confident palette

Deep Forest

#0C2C27

RGB 12 / 44 / 39

ClearForm Green

#163D37

RGB 22 / 61 / 55

Bilingual Teal

#1C6559

RGB 28 / 101 / 89

Fresh Mint

#9FD7C5

RGB 159 / 215 / 197

Lime Highlight

#D9EEA4

RGB 217 / 238 / 164

Paper Cream

#FFFDF8

RGB 255 / 253 / 248

Use Deep Forest and Paper Cream as the dominant pair. Mint and Lime should guide attention, while Bilingual Teal supports calls to action and bilingual details.

Editorial warmth, practical clarity

HEADLINES / GEORGIA

Paperwork
that works.

BODY / INTER OR SYSTEM SANS

**Clear. Bilingual.
Ready for work.**

Use concise labels and direct next steps.

Voice principles

Be direct

Say what the service does and what happens next.

Be reassuring

Reduce paperwork anxiety with calm, useful language.

Be bilingual by design

Avoid treating Spanish as an afterthought.

Be specific

Use real examples, clear pricing, and plain requirements.

Design every document for completion

01

Forms

Use clear field labels, consistent spacing, logical tab order, and visible status or validation messages.

02

Bilingual layouts

Use parallel hierarchy and equal visual weight. Keep translations close to the content they explain.

03

Digital experiences

Use large readable type, strong focus states, keyboard access, and responsive layouts for phones and computers.

04

Sales materials

Lead with the customer problem, show a practical document example, and finish with one clear action.

Final check

Is it clear? Is it complete? Does it work for everyone who needs it?