

**clever**<sup>TM</sup>

**brand guidelines**

# COLOR PALETTE

**#00A1FF**

use for title text

**#00FF7D**

use for accent only

**#000000**

body text over white or  
background

**#BAE6FF**

accent text over black

# TYPOGRAPHY

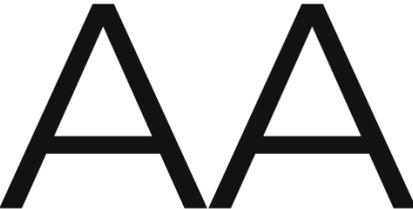
Montserrat Bold

# Heading 1

Subtitle - Monserrat Bold

Body Text - Montserrat Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In id iaculis ligula. In nec sem eros. Nam in sollicitudin neque. Mauris egetas id erat a imperdiet. Vestibulum ante ipsum



MONTSERRAT - REGULAR

AA BB CC DD EE FF GG HH II  
JJ KK LL MM NN OO PP QQ  
RR SS TT UU VV WW XX YY ZZ  
`-=[]\';./~!@#\$\$%^&\*()\_+{|:~<>?  
0123456789

# HEADING 2

Montserrat Regular

Lorem ipsum dolor sit amet, consectetur adipiscing

# LOGO USAGE & PLACEMENT

**clever**<sup>TM</sup>

White Logo to be used on black background or transparent watermark

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Blue Logo to be used on white or black background and partnership content

Visit our website for to download logo files.  
[www.cleveroffsets.com/brandguidelines](http://www.cleveroffsets.com/brandguidelines)

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Partnership Logo Usage. Logos should be presented side by side, not stacked vertically with adequate spacing between each logo

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# IMAGERY PHOTOGRAPHY STYLE

Images are black and white, aesthetically simple and tech or climate driven. People displayed in pictures should be in business or business casual wear. There should be no stock imagery used with data samples that do not belong to Clever.



# mission statement

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At Clever, we simplify the carbon markets.

Our database empowers clients with reliable, customized information, ensuring confident, data-driven decisions in the pursuit of a sustainable future.



# founder's story

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## **Bringing Clarity, Transparency, and Structure to Carbon Markets**

Climate change is accelerating, ecosystems are in distress, and extreme weather events are becoming more frequent and catastrophic. Even with aggressive emissions reductions, long-term climate risk remains. There are solutions that support a cleaner, healthier and more sustainable planet. When high-quality projects generating carbon credits created by trusted project developers are verified and funded, they can be immensely impactful and support economic growth.

These market based measures are an important leverage point to effect positive change in addition to being an attractive alternative asset class for investment.

However, for a long time these markets were held back by significant data problems. Inconsistencies, poor connectivity, fragmentation, and a lack of transparency made it near impossible to discover, compare, or analyze projects or connect with reputable, aligned buyers.

Clever Offsets™ serves as the credible solution to fully support your data needs across the carbon market lifecycle and assist in the due diligence before mobilizing your capital efficiently, intelligently, and responsibly.

Our solution is sleek, simple, and centralized. One Platform. One Place. Problems Solved.