

Cadence Logo Guidelines

The Cadence Logo

Our logo is a symbol of our brand; using it properly and consistently is essential. The Cadence logo is a unique and precise piece of artwork consisting of three elements: the macron, the logotype, and the registered trademark symbol. Never separate these elements or alter them in any way. Always reproduce the logo as specified in these guidelines.

Cadence Macron

The macron is the defining feature of our logo. Its heritage dates back to our company's first logo. It is also used as a graphic and color element throughout our collateral.



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Registered Trademark

The Cadence logo is a registered trademark with the United States Patent and Trademark Office. The ® symbol must be superscripted and appear with the logo every time.

Logotype

Our logotype is a modern, reader-friendly, lowercase typeface.

Logo Clear Space

Our logo should be prominent—free from clutter and large enough to be legible. The area surrounding our logo must be clear, not obscured or overpowered by other logos, text, or graphic elements. These requirements for clear space and minimum size will maximize the visual impact of our logo.

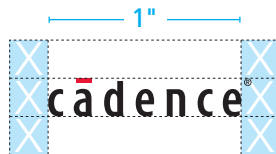
Clear Space

The minimum required clear space is defined by the height of the logo. Required clear space is represented by the boxes containing an X.



Minimum Logo Size

To ensure legibility, our logo must be at least 1 inch, as measured by the width of the logotype.



Logo Color Variations

Color variations on our logo have been carefully selected to maximize legibility. These variations complement neighboring elements, such as background color and photography, and they accommodate printing limitations.

Two-Color Logo

The two-color logo prints in black and Cadence Red (see Color Palette). Use the two-color logo whenever possible.



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Reverse Two-Color Logo

When the logo is placed on a dark-colored background or reversed out of a dark-toned photograph, it prints in reverse (white) and Cadence Red.



Alternate Black-Only Logo

Use the all-black logo only when printing in one color.



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Alternate Reverse (White) Logo

Use the reverse logo only when printing in one color on dark-colored backgrounds.



Logo Background Variations

We want our logo to be as prominent as possible. So make sure that background colors provide enough contrast with it. You can place the logo on any color from our color palette, or on photographic backgrounds. Always use the correct digital artwork provided when reproducing the logo.

1. White Background

White and light-colored are the preferred backgrounds for the two-color logo.



1.



2.

2. Light Background

On light-colored backgrounds and photographs, use the two-color logo. Make sure the background color is sufficiently light so that the red Cadence macron is easy to see.

3. Dark Background

On dark-colored backgrounds and dark photographic backgrounds, use the reverse two-color logo. This ensures logo legibility.

3a. Reverse two-color logo on a dark photographic background.

3b. Reverse two-color logo on a dark-colored gradient background.



3a.



3b.



4a.



4b.

4. Print/Color Limitations

Use the black-only or reverse (white) alternate logos when printing limitations make it impossible to reproduce the red Cadence macron.

When the background color or photograph is too close in hue to the red Cadence macron, use the appropriate black-only or reverse (white) alternate logos.

4a. Alternate black logo on a white background for only one color usage.

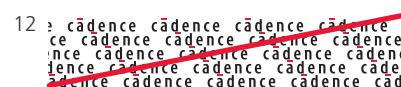
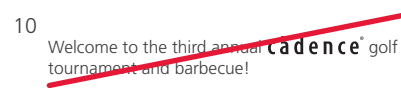
4b. Alternate reverse logo on a black background for only one color usage.

Incorrect Logo Usage

Proper treatment of our logo protects the Cadence brand identity. Reproduce it with care. This list of “don’ts” will help you determine whether you are using the logo correctly.

Don't

1. Redraw the logo.
2. Substitute different typefaces for the logo.
3. Reposition the logo elements.
4. Separate the three critical elements of the logo.
5. Change the logo colors.
6. Add a drop shadow to the logo.



7. Use a format other than a transparent GIF when using the logo in PowerPoint or web applications.
8. Add a box, rule, or white rectangle around the logo.
9. Distort the logo by stretching or compressing it to make it fit.
10. Use the logo within a sentence or text.
11. Place the logo on a pattern.
12. Make a pattern out of the logo.

Program Logos and Co-Branding

Internal and external Cadence business-related groups and programs are branded under the Cadence registered trademark. For example, Cadence Channel Partner. You cannot create separate logos for programs that are seen internally or externally and associated with the Cadence brand. When using another company's logo, make sure the Cadence logo is in the most prominent position.

Program Logos

Use the original Cadence logo (no color variations). The typography may not be replaced with any other font.

Do not separate the program logo from the Cadence logo.

Always reproduce the program logo from original artwork.



Co-Branding

Put the Cadence logo in the lead position.

Make all logos visually equal in size. Align the Cadence logo horizontally or vertically with the other company logos.

Make sure there's sufficient clear space and equal distance between the logos.

