



July 2021

Brand Guidelines

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Introduction

01

Our identity is our most valuable asset. These guidelines have been developed to properly position Cadynce identity in print, interactive, promotional programs, packaging, signs, etc. The purpose of a consistently implemented identity is to deliver a specific and positive impression of our brand to our customers, employees and the general public.

Every specific use of our identity provides an opportunity for an impression. This helps in building brand awareness and protecting the strength of the brand over time. It communicates our level of quality, distinguishes us from our competition, and can establish an emotional connection with customers that makes an impression beyond a product or service.

The guidelines in the following pages will help us maintain the integrity of the Cadynce brand. Employees and vendors should use this guide as a tool to help promote the brand in a consistent manner. It is designed to be flexible, allowing creative opportunities without diluting the core of our brand identity.



Brand Logo

Primary Logo

03

The Cadynce logo has a specific meaning. The mark represents the steps in a process that our application manages for our customers. The varying sizes of the circles represent the differing levels of complexity and importance in any given process. The mark also represents steps on a path - marching to a cadence we help establish - and that path leads up and to the right, which is where we expect all of our customers' paths to lead.

The logotype has been customized for Cadynce and has rounded edges on the letters to mirror the round dots in the mark. Rounded edges are meant to create a softer, welcoming feeling in keeping with the friendly nature of our brand.

The horizontal logo is the primary logo and should be used in most instances. When the use of horizontal logo is not possible, use vertical logo.

The only authorized colors for the primary logo are **Cadynce Emerald** (symbol) and **Cadynce Navy** (logotype).

Horizontal Logo



Vertical Logo



Lockup Assembly

04

When our symbol and logotype are assembled together, the height of the letter 'C' can be used to determine the ratio and the relationship between the two elements.

Symbol Height

The height of the Cadynce symbol is exactly **two** times that of the letter 'C'.

Alignment

To properly align the symbol and the logotype, the bottom edge of the logotype must be horizontally aligned with the bottom edge of the symbol, and the left edge of the logotype must be vertically aligned with the right edge of the fourth bottom-row circle. For a visual representation of proper alignment, pay attention to the **blue** lines on the 'Visualized Lockup Assembly'.

Visualized Lockup Assembly



Clear Space

05

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear space (also called negative space) around the logo, the better.

At a minimum, there should be clear space equal to the height of the letter 'Y' on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space as the logo changes in size.

Visualized Clear Space



Usage on Backgrounds

06

The Cadynce Primary Logo should be used only on white, black or navy backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



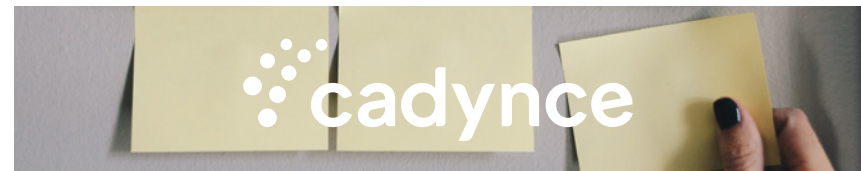
One-Color Usage

07

The one-color logo should be used only on photographs and color backgrounds within the Cadynce color palette.

The one-color logo should be only be used in all-black or all-white colorways.

If using a navy background, we strongly prefer to use the Cadynce Primary Logo. However, if design limitations conflict with this, then the logo should appear in the all-white colorway.



Logo Usage Errors

08



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



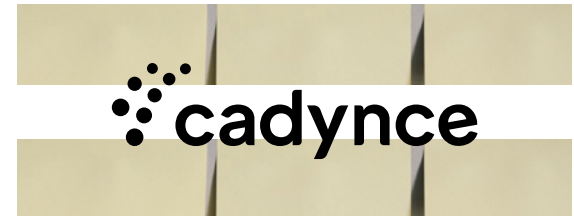
Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Brand Colors

Primary Colors

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Using a consistent color palette across all communications is imperative to building a strong identity and brand.

CMYK values should be used for print. RGB values should be used for on-screen, digital cases. HEX codes are to be used in HTML on the web.

Cadynce Emerald

PMS 7479 C
CMYK: 71, 0, 71, 0
RGB: 0, 206, 126
HEX: #00ce7e

Cadynce Navy

PMS 540 C
CMYK: 100, 30, 0, 75
RGB: 13, 44, 84
HEX: #0d2c54

Cadynce Jet

PMS 2336 C
CMYK: 0, 0, 0, 86
RGB: 74, 74, 76
HEX: #4a4a4c

Secondary Colors

The secondary palette can be used for other design executions that require a different emotional approach.

The secondary palette is used for support - adding one or two additional colors from the palette can add visual interest or pair well next to a particular image. Avoid using all hues together in any one application unless it is functionally necessary, e.g. for color-coding information graphics.

Cadynce Blue

PMS 2382 C
CMYK: 82, 38, 0, 0
RGB: 0, 128, 255
HEX: #0080ff

Cadynce Lime

PMS 375 C
CMYK: 48, 0, 100, 0
RGB: 141, 235, 50
HEX: #8deb32

Cadynce Silver

PMS Cool Gray 3 C
CMYK: 0, 0, 0, 28
RGB: 192, 194, 196
HEX: #c0c2c4

Accent Colors

The palette of accent colors should be used when we want to draw special attention to a small element of the layout. Accent colors should be used very sparingly and with caution.

Accent colors might be used in these scenarios (and others):

- User alerts, warnings, and notifications
- Buttons
- Call-outs in web or print marketing content

Cadynce Yellow

PMS 395 C
CMYK: 12, 0, 98, 0
RGB: 244, 240, 25
HEX: #f4f019

Cadynce Purple

PMS 213 C
CMYK: 0, 97, 22, 2
RGB: 232, 32, 119
HEX: #e82077

Cadynce Red

PMS 3556 C
CMYK: 0, 91, 89, 0
RGB: 255, 54, 51
HEX: #ff3633

Brand Typography

Typography

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The use of consistent typography is an effective means of reinforcing a cohesive look in all Cadynce materials.

We have two approved typefaces: Our primary typeface is **Plus Jakarta Sans** and our secondary typeface is **Public Sans**.

Any typeface not referenced in this section will be considered unauthorized for use.

The fonts above should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Plus Jakarta Sans

Primary Typeface

Use for any type of headings or subheadings.

Cc

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

Public Sans

Secondary Typeface

Use for any type of body text, captions, explainer text.

Cc

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

This page shows an example of editorial styling for all Cadynce communications. Type and leading are dependent on the application but typical print communication specifications are detailed here.

Use contrast between heavy and lighter weights to communicate the relevant importance, otherwise known as hierarchy, of information.

Super Header

Use Super Headlines (shown: Plus Jakarta Sans Extra Bold, 30 pt) for confident opening statement.

Super Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas sed enim ut sem viverra aliquet eget sit amet.

Subheads

Typeset subheads in Plus Jakarta Sans Bold (shown: 14 pt & 10 pt) at a significantly smaller font size than the headline to break up long bodies of text or organize message points.

Subhead One

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas sed enim ut sem viverra aliquet eget sit amet.

Body Text

General body text is set in Public Sans Light (shown: 9 pt). Use Cadynce Jet color if possible.

Subhead Two

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas sed enim ut sem viverra aliquet eget sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Caption

If you want to make a caption or a quote, use Public Sans Regular (shown: 7 pt) and use Cadynce Silver color.

Typography Usage Errors

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LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

L O R E M I P S U M

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Keep tracking, kerning, and leading reasonable and legible. **Do not** stray far from the examples in this guide.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not use any unauthorized colors or colors from the secondary palette for text.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not use a stroke or outline on typography. Also avoid using effects (e.g. drop shadow) on typography at all costs.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not tilt typography or use typography at an angle. Any type should always be straight.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Photography

Guidelines

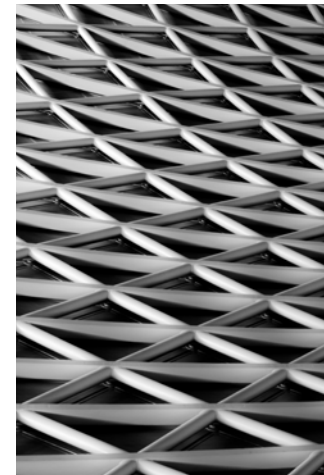
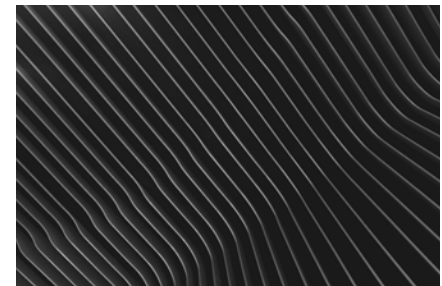
Photos engage, communicate, and inspire. When Cadynce uses photography well, it does three things:

1. Provides a clear point of view that is authentic and specific to the Cadynce experience
2. Articulates Cadynce's values. We are flexible, creative, edgy, witty, fun. We have a tone of voice that is not stuffy or stiff, but rather friendly, funny, witty and human
3. Blends a mix of in-the-field images along with conceptual images that convey larger ideas of strength, rhythm, process, and the client journey

In-the-field images



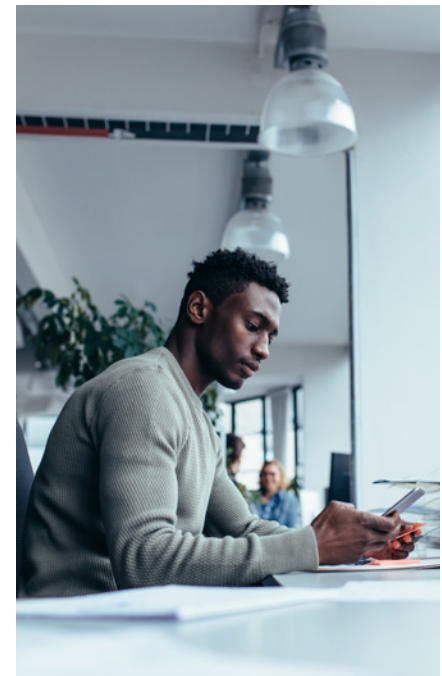
Conceptual images



Images to Use

Brand photographs should feel clean, fresh, and dynamic. When choosing images for Cadynce, you should use images that:

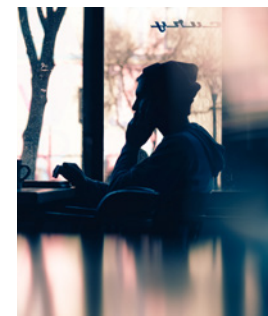
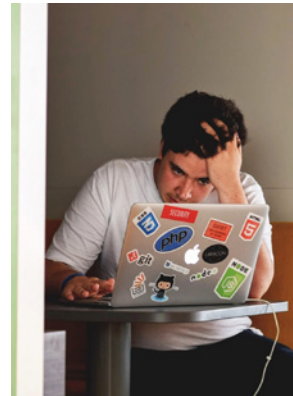
- Offer unique compositions/ perspectives and provides a clear point of view that is authentic and specific to the Cadynce experience
- Show diversity in age, ethnicity, and gender
- Include colors — or pair well with colors — from the brand palette



Images to Avoid

Not all photographs were created equal. When choosing images for Cadynce, you should avoid images that:

- Are complex or over-styled (e.g. high-contrast, 'busy,' or with no focal point)
- Show people experiencing negative emotions such as anxiety. Focus on positive moments that happen during or after Cadynce engagements
- Feel overly contrived, are too "on-the-nose," lack sophistication
- Look like low-cost stock imagery



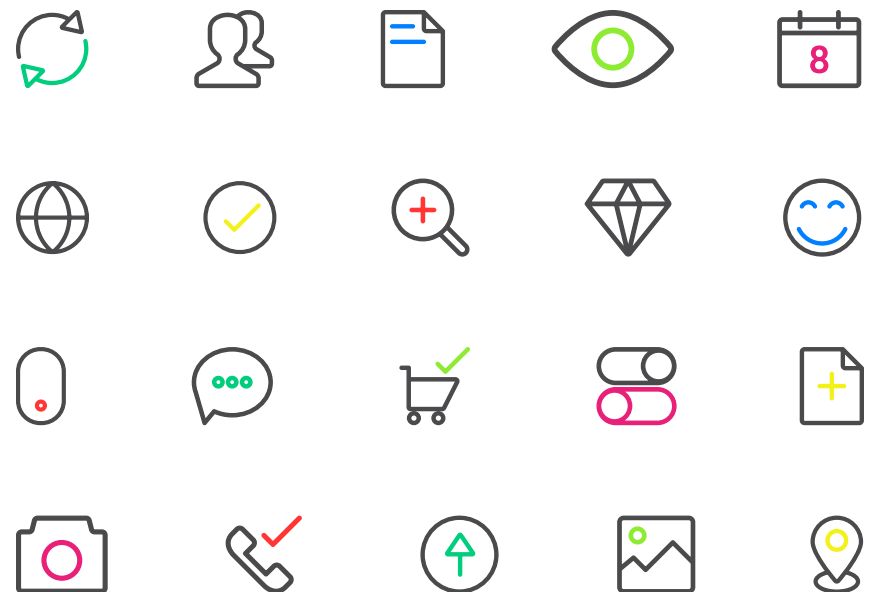
Brand Elements

Iconography

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Cadynce iconography should be as simple as possible, while also being easy-to-understand. Winnow down expressions to the essentials, but use line weight that has enough heft to communicate confidence and enhance legibility at smaller sizes.

Mostly expressed as line art – use an accent color when icons are part of a primary call to action or other top-tier information.

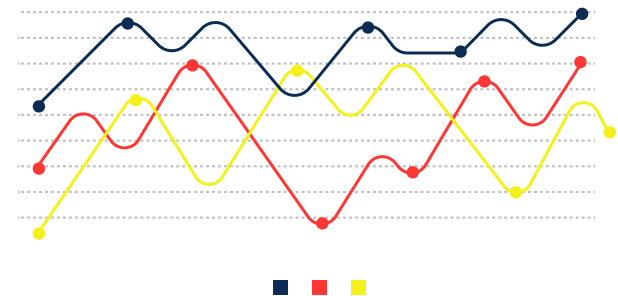
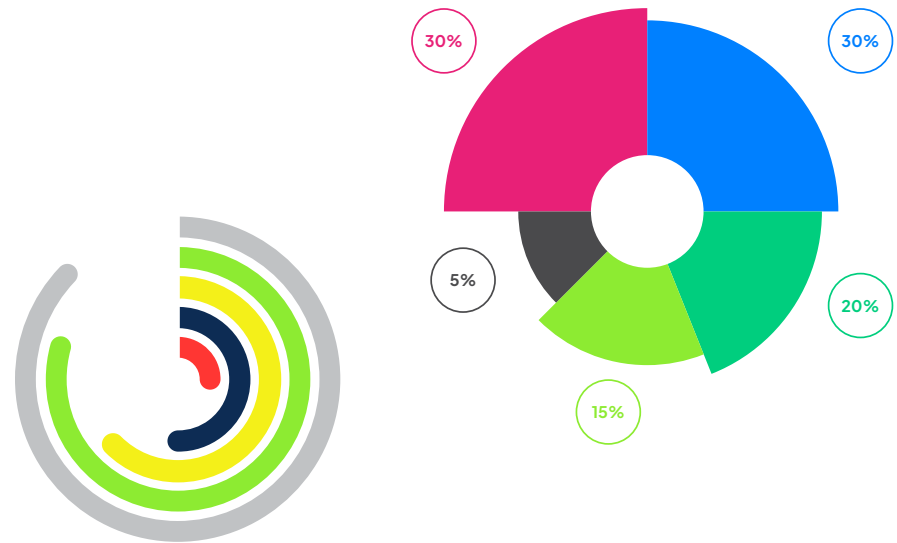


Information Design

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Graphics that convey information should be clean, concise, and relevant. When appropriate, highlight a key statistic or message that readers should take away.

At least one of the primary colors should be used in any information graphic to maintain brand recognition.



Brand Applications

Collateral

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Dear Human,

Cras venenatis, ex ut rhoncus semper, velit dolor finibus dui, egetecos volutpat colersisque luctus dolor sit amet, consectetur.

elit dui nec lectus. Suspendisse facilisis lacus ligula, et viverra ectus laoreet vel. Morbi ullamcorper urna semper, accumsan nulla eu, iaculis lacus. Nunc iaculis arcu a scelerisque luctus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut tempor dolor, id varius ante. Sed interdum sitet amet nulla venenatis suscipit. Nunc tellus ipsum, fermentum quis interdum non, posuere impordiet nibh. Vivamus avec faucibus et dui ut laoreet. Aves Aliquam scelerisque lectus metus, nec aue interdum odio volutpat egetex. Nullam a arcu ac ex volutpat tempus. Phasellus at pharetra tortor, euro convalis mauris.

Vestibulum dictum volutpat magna non ultricies Praesent mous ligula ex, ac venenatis felis fircidunt id. Sed aliquet sed odio in tristique. Sed sedex ullamcorper velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris bibendum in felis zero egetase faucibus. Quabitur sollicitudin varius lorem id semper. Faucibus et dui ut laoreet. Aliquam scelerisque lectus metus, nec aue interdum odio volutpat eget. Nullam a arcu ac ex volutpat tempus. Phasellus at pharetra tortoru convalis mauris.

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Advertising

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Digital UI

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