



Cade Brand Guidelines

Using the Cade brand

We've created this guide to help you use some of our core brand elements. It shouldn't take long to read (we kept it short). Definitely check it out before you get started.

Please note that this guide isn't exhaustive. Please reach out to legal@cade.dev if what you are looking for isn't specifically covered here.

Our Logo

The Basics

Our logo is the our most recognisable asset, that's why we ask you to follow these rules when you use it.

- Only show the logo in it's original colours, or in black & white.
- Do not alter, rotate or modify the logo
- Do not change the aspect ratio of the logo
- Avoid using outdated versions of the logo

Spacing

We aren't strict on these, but here is some sensible guidance

- Don't go any smaller than 35 pixels in width
- Allow a small border around the logo to separate it from its surroundings

Colour

Remember, the Cade logo is to only be presented in it's purple & light blue colour scheme, or in white or black.

- Make sure the logo is visible when stacked on top of an image

Usage

Our two logo options available are the wordmark logo and the icon logo, here's how and when to use them.

- The Wordmark logo should be used when referring to Cade by name
- The Icon logo should not have text accompanying it, use the wordmark instead
- The Icon logo should directly or be near to a link to Cade

If you have any questions, please contact legal@cade.dev, we aren't overly strict, we just ask for you to treat our brand and image with respect