



SIGNATURE

The Cadence® signature represents our entire company on all of our communications—brochures, presentations, advertisements. Everything. So reproduce the signature with care. Follow these guidelines to preserve our signature's legal status—and to help show the world who we are.



cādence™

SIGNATURE

ELEMENTS

The Cadence® signature consists of three elements that work together as a whole. Don't ever separate these elements. The signature is a unique and precise piece of artwork. Don't alter it in any way. Always reproduce the signature as specified in these guidelines.

The Logotype

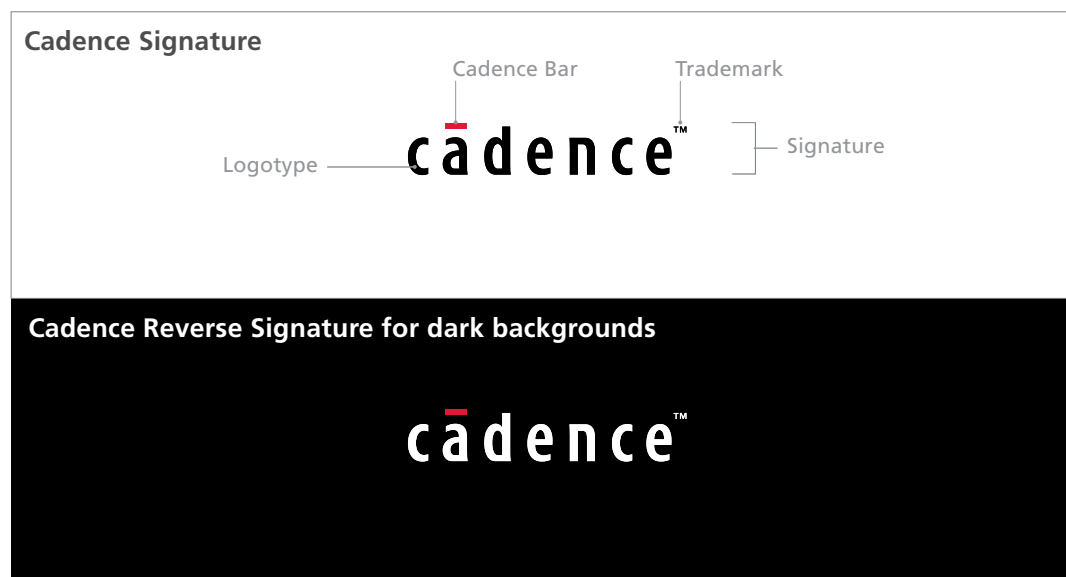
Our logotype remains a friendly, lowercase typeface. It shows we're a straightforward and collaborative partner.

The Cadence Bar

The Cadence Bar is the defining feature of our signature and has a heritage going back to our corporation's first logo. It is also used as a graphic and color element throughout our materials.

The Trademark

The Cadence signature is a trademark. The "TM" must appear with the signature at all times.



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STANDARD CONFIGURATION

We want our signature to be prominent. And clearly visible. Always follow our clear space and minimum size requirements to help our signature have full impact.

Clear Space

Clear space is the area surrounding the signature that must be kept free of logos, text, and other graphic elements. The minimum required clear space is defined by the measurement "X", as shown. This measurement is equal to the height of the signature.

Minimum Size

To ensure legibility, the signature must be at least 1", as measured by the width of the logotype. The minimum type size of the "™" is 5 points.

Signature Clear Space



Minimum Size Signature



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COLOR VARIATIONS

Color adds to the Cadence® brand experience. And it reinforces our brand's bold personality. The two-color signature is preferred. Use it whenever possible.

Two-color Signature





The two-color signature prints in black and Cadence red (see Color Palette), or prints in white (reverse) and Cadence red when it is placed on a dark-colored background.

Alternate Black Signature

Use this when printing one-color collateral in black.

Alternate Reverse (White) Signature

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

<p>Two-color Signature: Positive This is the preferred application of the Cadence signature.</p>  <p>The image shows the word "cadence" in a lowercase, sans-serif font. The letter "a" has a red horizontal bar above it. A small "TM" trademark symbol is positioned to the upper right of the word.</p>	<p>Two-color Signature: Reverse Logotype and "TM" reversed to white.</p>  <p>The image shows the word "cadence" in a lowercase, sans-serif font. The letter "a" has a red horizontal bar above it. The text is white on a black background. A small "TM" trademark symbol is positioned to the upper right of the word.</p>
<p>Alternate Black Signature</p>  <p>The image shows the word "cadence" in a lowercase, sans-serif font. The letter "a" has a red horizontal bar above it. A small "TM" trademark symbol is positioned to the upper right of the word.</p>	<p>Alternate Reverse (White) Signature</p>  <p>The image shows the word "cadence" in a lowercase, sans-serif font. The letter "a" has a red horizontal bar above it. The text is white on a black background. A small "TM" trademark symbol is positioned to the upper right of the word.</p>

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BACKGROUND COLOR VARIATIONS

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

White Background

White is the preferred background for the two-color signature.

Light Backgrounds

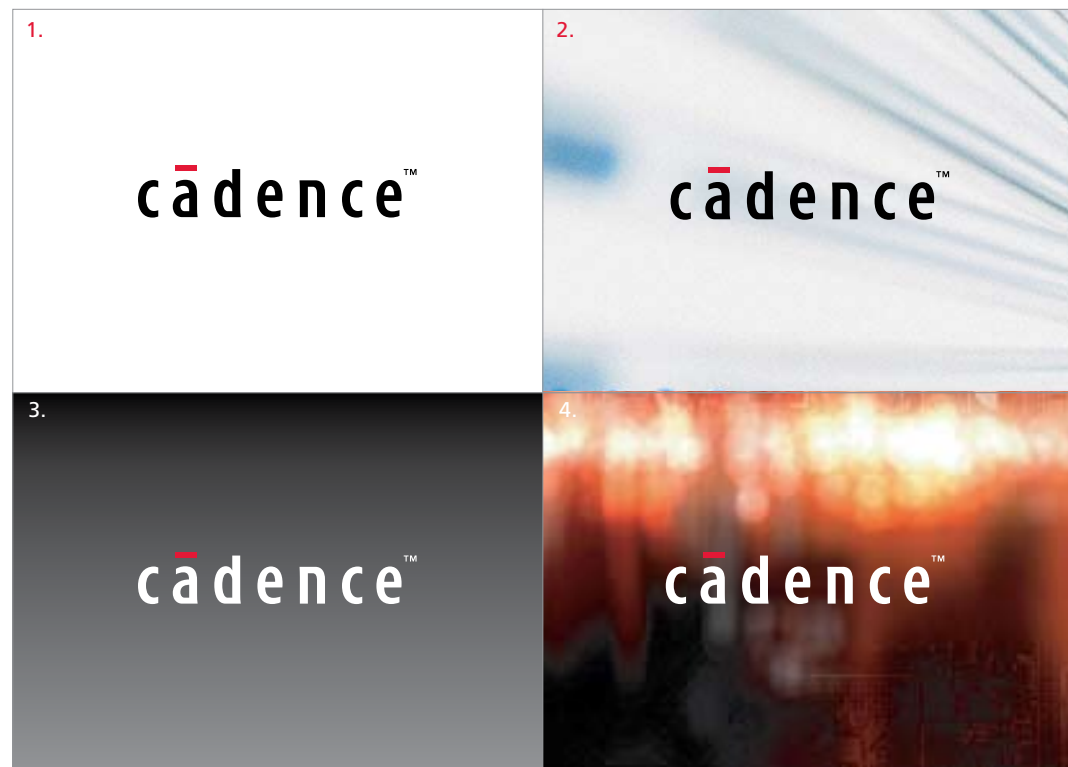
On light-colored backgrounds, use the two-color signature. Make sure the background color is sufficiently light and contrasting so that the red Cadence® Bar is easy to see.

On light photographic backgrounds, always use the two-color signature. Make sure the photograph is light and neutral enough so that the red Cadence Bar is easy to see.

Dark Backgrounds

On dark-colored backgrounds, use the reverse two-color signature. This ensures the signature's legibility.

On dark photographic backgrounds, always use the reverse two-color signature.



1. Two-color signature on a white or light-colored background.
2. Two-color signature on a light photographic background.
3. Reverse two-color signature on a dark-colored background.
4. Reverse two-color signature on a dark photographic background.

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BACKGROUND COLOR VARIATIONS, continued

Print/Color Limitations

When there are printing limitations, use the black or reverse alternate signatures. For example: fax documents, white papers, or any materials or promotional merchandise where reproduction of the red Cadence® Bar color would not be possible.

Photographic or Color Backgrounds in the Red Cadence Bar Color Range

When there is a conflict with the color or photograph being too close in hue with the red Cadence Bar, use the appropriate black or reverse alternate signatures. See examples given below in 7 and 8.



5. Alternate black signature on a white background for one color usage.

6. Alternate reverse signature on a black background for one color usage.

7. Alternate black signature on a photographic background when the red bar would not be visible.

8. Alternate reverse signature on a colored or photographic background when the red bar would not be visible.









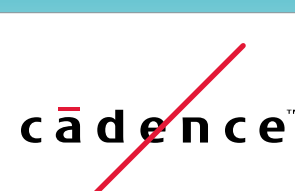

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UNACCEPTABLE SIGNATURE USAGE

Correct use of the signature protects the Cadence® identity. So don't be negligent. Reproduce it with care. And always follow the specifications in these guidelines. Here are some of the ways our signature can be incorrectly used.

DON'TS

1. Don't redraw the signature.
2. Don't substitute different typefaces for the logotype.
3. Don't reposition the signature elements.
4. Don't separate the parts of the signature.
5. Don't change the signature colors.
6. Don't add a drop shadow to the logotype.
7. When using the signature in Microsoft® PowerPoint® or web applications, don't use a format other than a transparent GIF.
8. Don't add a box, rule or white rectangle around the logo.
9. Don't distort the signature by stretching or compressing it to make it fit.
10. Don't use the signature within a sentence or text.

1. 	2. 
3. 	4. 
5. 	6. 
7. 	8. 
9. 	10.  <p>Don't use the cādence™ signature within text or as part of the copy.</p>

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UNACCEPTABLE BACKGROUND USAGE

The signature doesn't exist in isolation. Always consider its background in your designs. And follow the specifications in these guidelines.

Here are some of the ways the signature can be incorrectly applied on a background.

DON'TS

1. Don't use the positive two-color signature on a dark background. Always use the reverse two-color signature.
2. Don't place the signature on a pattern.
3. Don't make a pattern out of the signature.
4. Don't place the signature on geometric shapes.
5. Don't place the signature on a busy photographic background.
6. Don't place the positive two-color signature on a photographic background that provides insufficient contrast.
7. Don't place any signature on a two-toned background.
8. Don't place the signature on a background color that falls outside of the color palette.
9. Don't place the black signature on a background that provides insufficient contrast.
10. Don't place the reverse signature on a background that provides insufficient contrast.



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CO-BRANDING

Sometimes Cadence® partners with other companies. Here's how to handle all the signatures:

Whenever possible, put the Cadence signature in the lead position.

Make all signatures visually equal in size.

Align our signature horizontally or vertically with the other company signatures.

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

1.	
2.	
3.	
4.	

- 1. Co-branded Lead Position (Horizontal)
- 2. Co-branded Alternate Position (Horizontal)
- 3. Co-branded Lead Position (Vertical)
- 4. Co-branded Alternate Position (Vertical)