

THE CADL LOGO:

USAGE GUIDELINES FOR VENDORS AND PARTNERS

1.1 LOGO USAGE

CADL's logo graphic itself should never be used or displayed smaller than 1.5 x 0.5" or 165 x 60 px.

Color logo



Black only



*White only
(For use on 50% or darker backgrounds)*



1.2 CLEAR SPACE

There should be sufficient clear space around the logo without any interference of other logos or artwork.



No other artwork or logos should fall within dotted area indicated as clear zone.

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1.3 TYPEFACE

CADL's official typeface is Avenir. Myriad or any similar sans serif font is also acceptable.

1.4 COLOR

The following are the recommended CMYK, Pantone and RGB colors for the elements in the logo.

	CMYK	PANTONE	RGB
1.	34/13/100/0	390	181-190-53
2.	98/12/100/2	355	0-149-76
3.	100/23/19/0	313	0-145-186
4.	100/94/14/12	Reflex Blue	38-51-122
5.	50/91/0/0	527	144-61-151
6.	75/100/0/10	2685	93-38-132
7.	7/35/100/0	124	236-170-32
8.	0/55/100/0	Orange 021	246-139-31
9.	0/93/76/0	Red 032	239-55-66
10.	21/96/0/0	2395	196-40-144



2. IMPROPER USAGES

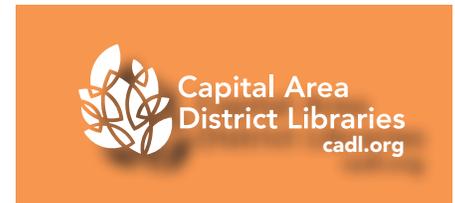
Any use of our logo should protect its legibility and functionality. Here are some examples of improper use.



Stretched or improperly scaled



Background too busy or too low of contrast



Drop shadow, outline or bevel applied to art

3. OTHER INFORMATION

The CADL.org website (cadl.org/logo) provides a variety of file versions for use. If you require other sizes or file types, email your request to carrl@cadl.org.

Only CADL and its authorized partners and vendors may use the CADL logo in advertising and promotional materials. Such authorized parties may use the CADL logo only as specified in their agreement with CADL. Promotional material that carries the CADL logo on it must be approved by CADL Marketing prior to its release.

