

CADS LOGO GUIDELINES

November 2017

cads

DEFINED STANDARDS
FOR SHOE PRODUCTION

for CADS' own use

MEMBER OF |

cads

DEFINED STANDARDS
FOR SHOE PRODUCTION

for members' use

CADS LOGO for CADS' own use only

01 minimum size



02 file name

Print – black

cads-logo-cooperation-black.eps
cads-logo-cooperation-black.jpg
cads-logo-cooperation-black.png

Screen – black

cads-logo-cooperation-black-big.png
cads-logo-cooperation-black-medium.png
cads-logo-cooperation-black-small.png

Print – cads color

cads-logo-cooperation-color.eps
cads-logo-cooperation-color.jpg
cads-logo-cooperation-color.png

Screen – cads color

cads-logo-cooperation-color-big.png
cads-logo-cooperation-color-medium.png
cads-logo-cooperation-color-small.png

Print – white

cads-logo-cooperation-white.eps
cads-logo-cooperation-white.png

Screen – white

cads-logo-cooperation-white-big.png
cads-logo-cooperation-white-medium.png
cads-logo-cooperation-white-small.png

03 protection zone

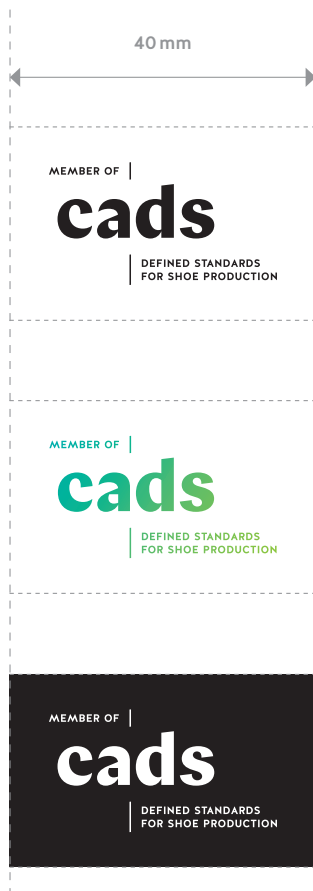


If an exceptionally small logo is required,
the following minimum sizes are recommended:

Black: 21 mm
Color: 24 mm
White: 24 mm

CADS LOGO for members' use only

01 minimum size



02 file name

Print – black

cads-logo-member-black.eps
cads-logo-member-black.jpg
cads-logo-member-black.png

Screen – black

cads-logo-member-black-big.png
cads-logo-member-black-medium.png
cads-logo-member-black-small.png

Print – cads color

cads-logo-member-color.eps
cads-logo-member-color.jpg
cads-logo-member-color.png

Screen – cads color

cads-logo-member-color-big.png
cads-logo-member-color-medium.png
cads-logo-member-color-small.png

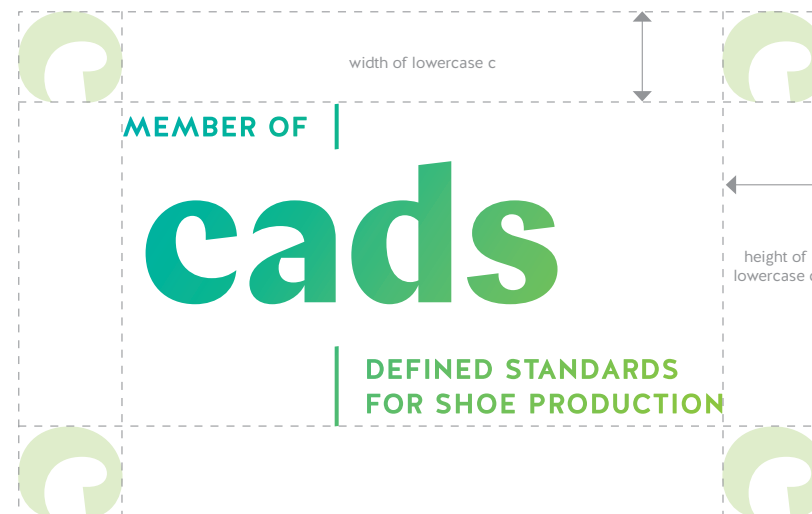
Print – white

cads-logo-member-white.eps
cads-logo-member-white.png

Screen – white

cads-logo-member-white-big.png
cads-logo-member-white-medium.png
cads-logo-member-white-small.png

03 protection zone



If an exceptionally small logo is required,
the following minimum sizes are recommended:

Black: 27 mm
Color: 34 mm
White: 34 mm

CADS LOGOS prohibited uses

01 Effects



02 Coloring



03 Placement on images and solid colors



04 Distortion

05 Additional elements

06 Rotation

Correct use

The following rules apply to both CADS logo versions. Changes to the logo are not permitted. The relative dimensions and positioning of the logo elements must be maintained and the appearance of the colors must not be impaired.

01 The logo may not be changed and no effects or additions may be made.

02 The logo may not be used in colors other than black, white and CADS' own coloration.

03 The CADS colored logo may only be used against a white background. It is permitted to use the black and white logo against solid color backgrounds to maintain readability and contrast.

04 The logo must retain its original proportions.

05 No additional elements may be added to the logo.

06 The logo may not be rotated.