

The logo for Cardone, featuring the word "CARDONE" in a bold, white, sans-serif font. A small red triangle is positioned at the top of the letter "N".

CARDONE

WE BUILD IT BETTER

BRAND GUIDELINES V 4.0

CARDONE™

WE BUILD IT BETTER

LOGO AND TAGLINE

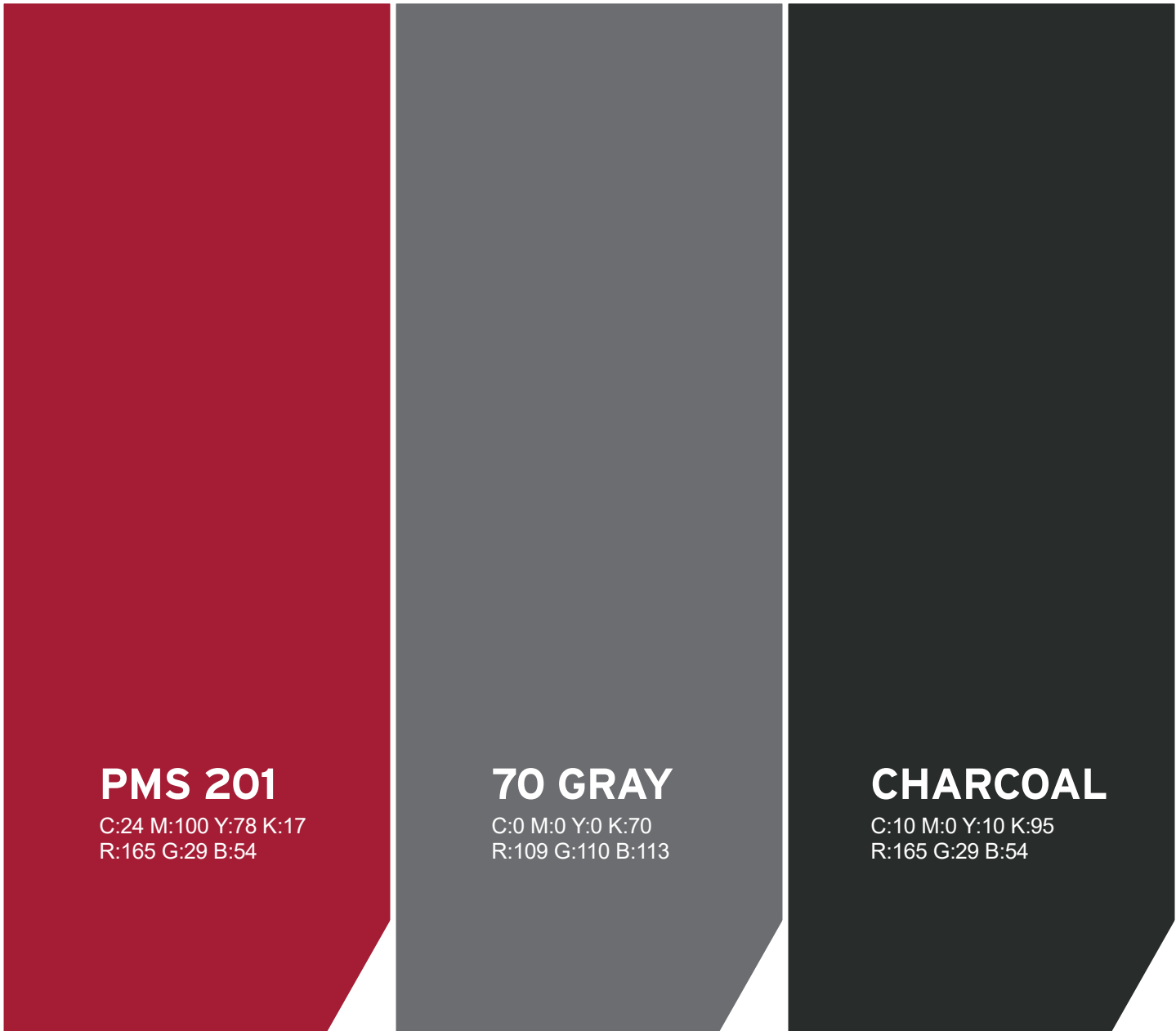
Our logo is an indelible mark created using hand-drawn shapes and characters. The craftsmanship and precision inherent in our logo are reflective of our processes, and our commitment to reengineering our industry. Our tagline, We Build It Better, is also reflective of this commitment. We don't simply build parts; we reformulate and retool them, resulting in improved performance.



The Cardone logomark consists of two elements, our logo and tagline. When these elements appear together, their size and relationship to one another should be consistent with the above logomark. The tagline should be centered below the logo and approximately 1/3 the height of the logo. All other elements appearing within a layout should be placed outside the logomark's clear space. The clear space is equal to the width of our brand slice, which appears within the N of our logo. The trademark symbol is the same color as "CARDONE" letters, is aligned with the top prong of the "E" and is approximately 1/3 the prong height.

CARDONE™

It is acceptable to use the logo without the tagline.



CARDONE COLOR PALETTE

Our primary color, a deep red, is the most prominent color of our brand. This red is used in combination with gray and charcoal, creating a palette that's a modern, rich expression of the Cardone brand.

FULL COLOR LOCKUP

This is the primary coloration of our logo and should be used most frequently.

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"BLACK" LOCKUP

In place of standard black, use our charcoal color to represent our logo in a single color.

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CARDONETM

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When the logomark appears on a light background, use the standard grey and PMS 201 coloration.

CARDONETM

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When the logomark is printed directly on packaging, use the single color charcoal version - if printing limits color options, black is permissible.

CARDONETM

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When placed on a dark background, our logomark is reversed out to white - but the wedge can remain PMS 201 or completely white.

CARDONETM

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When using the completely white version of our logo, it's preferable to place it on a background of PMS 201.



LOGO DON'TS



The Cardone logomark should not be altered, manipulated or distorted under any circumstances.



Do not introduce additional colors, or alter the colors of the logomark



Do not distort the proportions of individual letterforms within the logomark



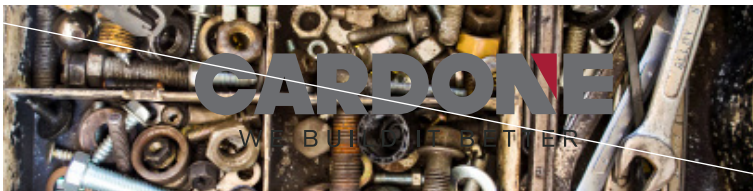
Do not distort the overall proportions of the logomark, either horizontally or vertically



Do not alter the size relationship between the logo and tagline



Do not skew the logomark



Do not place the logomark over a busy or cluttered image that would affect readability