



CData Brand Guidelines

2022



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About Us

CData Software (www.cdata.com) is a leading provider of data connectivity solutions. We make it easy to connect, integrate, and automate your enterprise data, solving even the most complex data fragmentation challenges. CData's standards-based drivers and data integration solutions enable real-time access to hundreds of cloud-based or on-premises applications, databases, and web APIs. Make the most of your organizational data with our easy-to-use, powerful, and secure data connectivity software.



Our Name – CData Software

DO capitalize our name properly

"CData Software" or "CData"

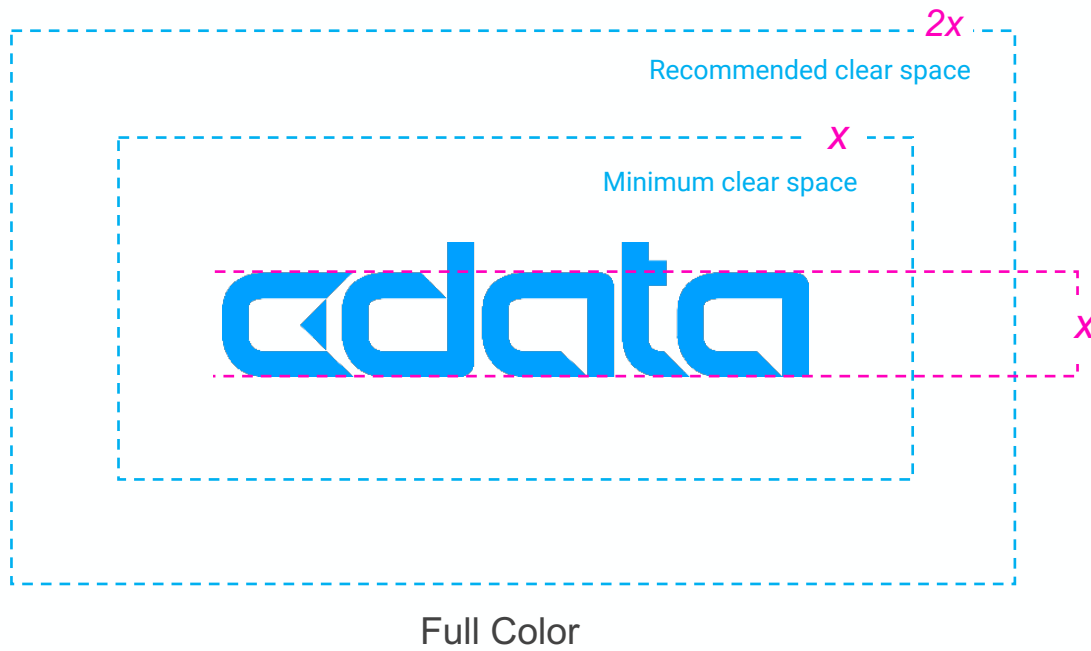
DO NOT separate "C" and "D"

"C Data"

DO NOT hyphenate or punctuate

"C-Data," "C/Data," or "C.Data," etc.

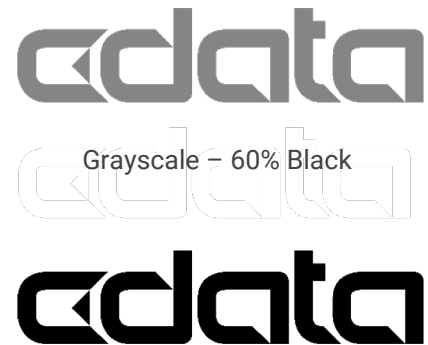
Logo Usage & Guidelines



Logo Usage & Guidelines



Reverse / White (Dark Backgrounds)



100% - Black

Logo Usage & Guidelines

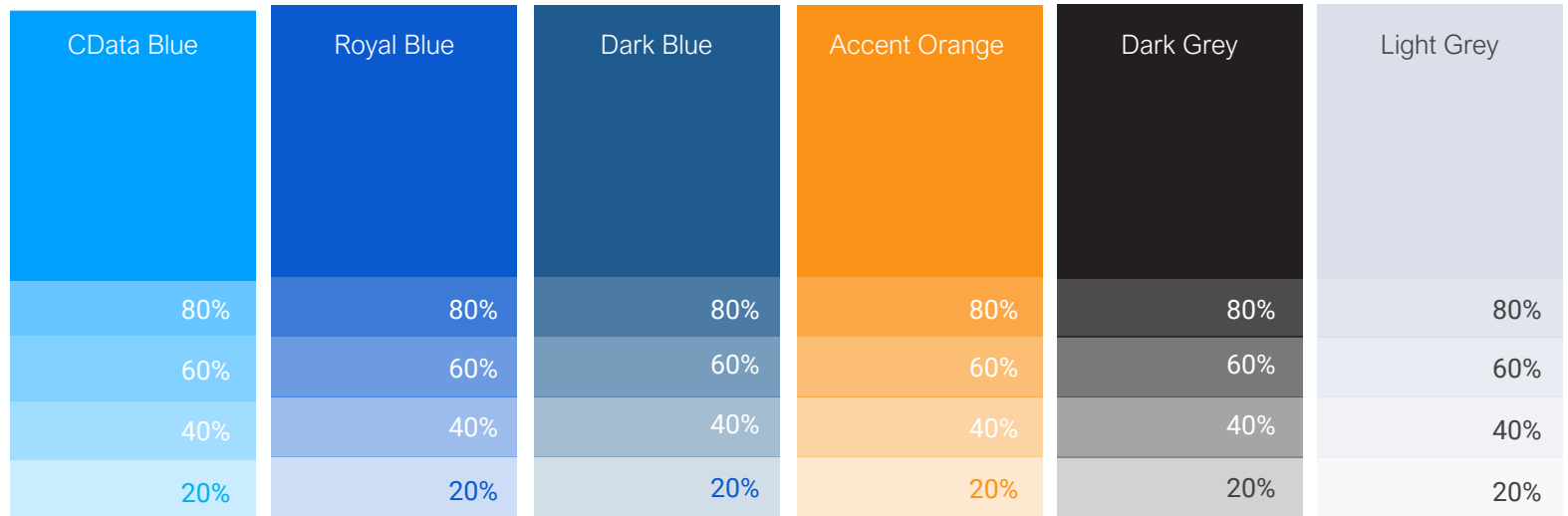
DO NOT STRETCH Y



DO NOT STRETCH X



Colors



HEX	#00A0FF	#0B59CE	#1F5B8E	#FB9218	#464646	#F8F9FB
RGB	0, 160, 255	11, 89, 206	31, 91, 142	251, 146, 24	23, 39, 45	35, 31, 32
CMYK	100, 0, 0, 0	76, 46, 0, 19	90, 55, 7, 9	0, 42, 90, 2	67, 60, 58, 42	2, 1, 0, 0
PANTONE	298C	2378C	647C	1375C	444C	—

Typography

Roboto Regular

Primary (Print & Web) – Headings, subheadings, paragraphs and small material

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Light

Secondary (Print) – Headings, subheadings, paragraphs

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Roboto Condensed

Primary (Ads) - Headlines, titles, and large areas

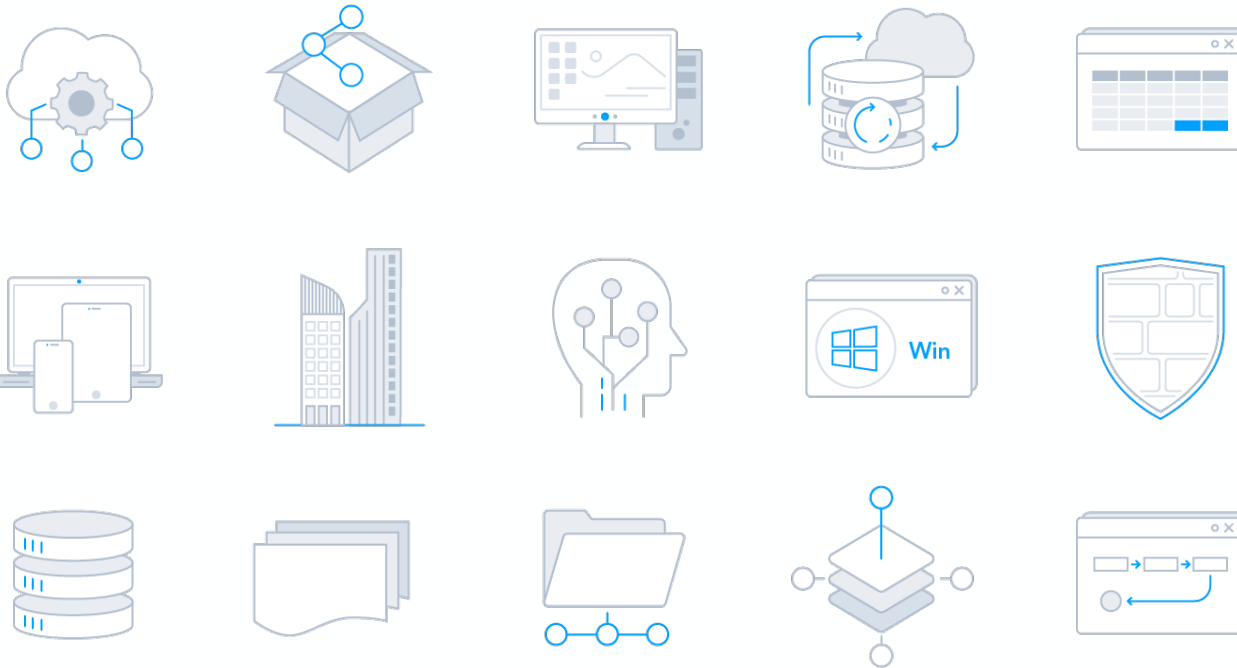
Secondary (Print & Web) – Subsection Headlines

Aa

abcdefghijklmnopqrstuvwxyz

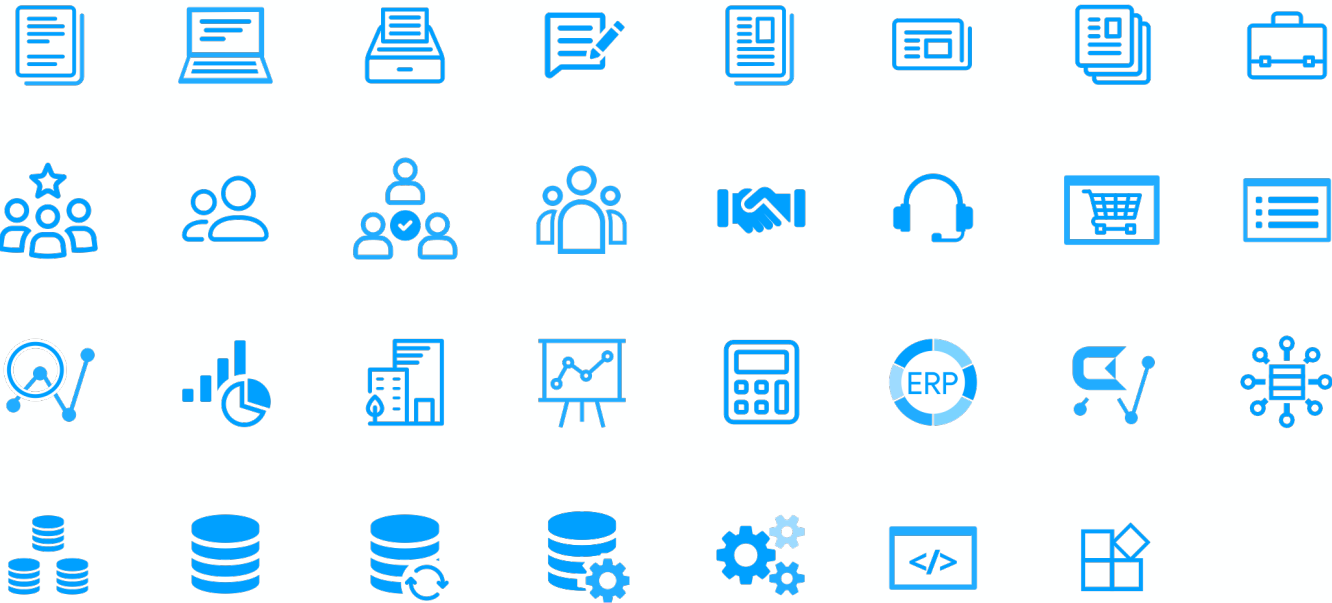
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Visual Style - Iconography



Visual Style - Iconography (Simple)

Menus, Bullets



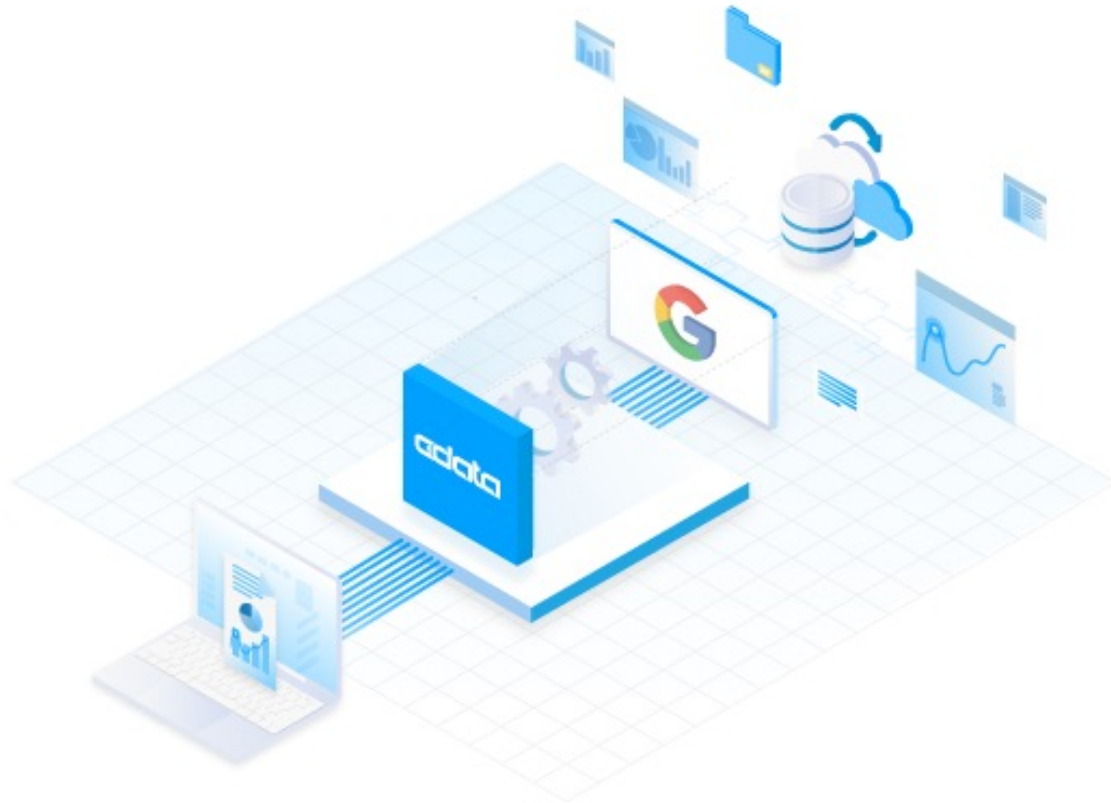
Visual Style - Illustration



Visual Style - Illustration



Visual Style - Illustration



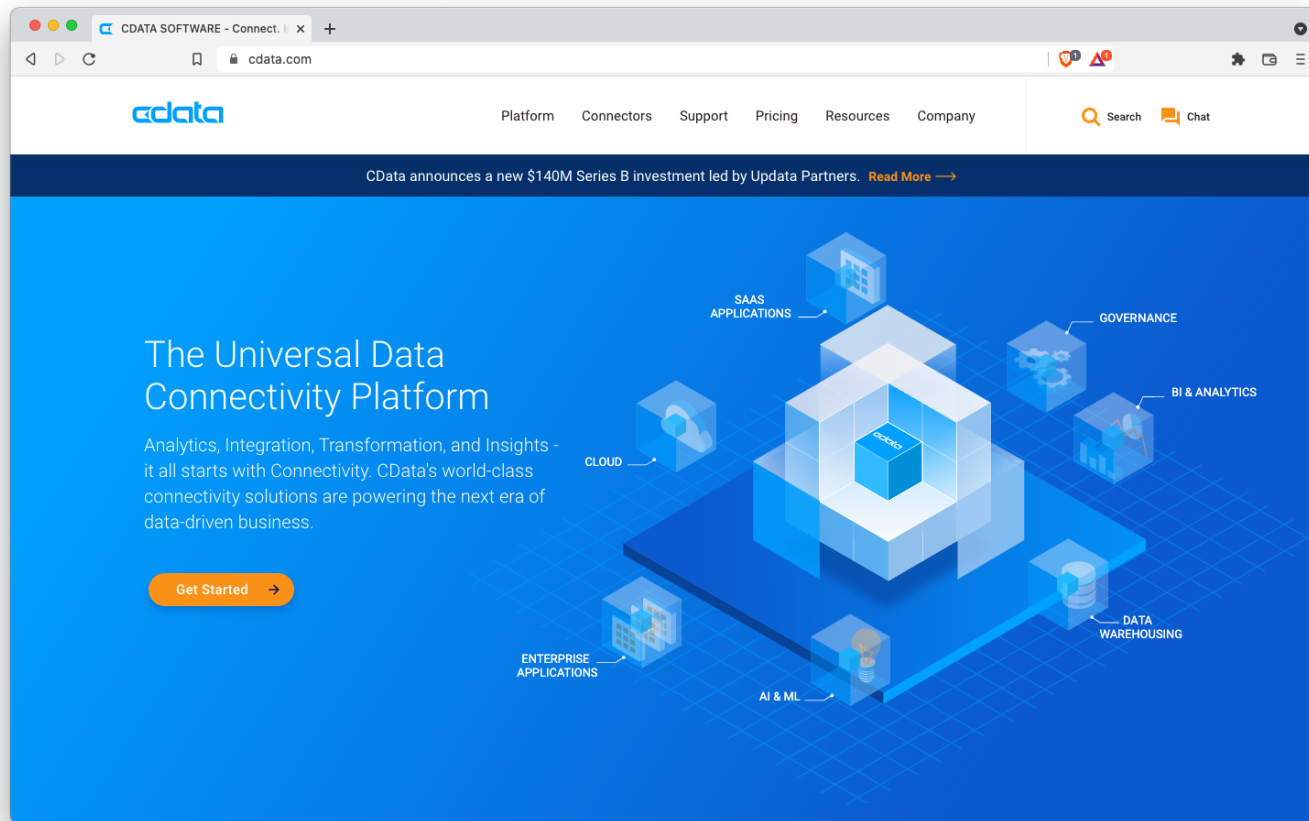
Visual Style - Illustration



Visual Style - Illustration



Visual Style - Illustration



Visual Style – Illustration (2D)



Visual Style - Layout & Composition



Visual Style - Photography



Visual Style - Photography



Visual Style - Photography



Visual Style - Photography



Visual Style - Layout & Composition



WE'RE HIRING

Data/Reporting Analyst – Salesforce & Tableau

Chapel Hill, NC USA

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Visual Style - Layout & Composition



WE'RE HIRING

Entry-Level Technical Support Engineer

Chapel Hill, NC USA

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