



CASCADE MAVERIK LLC

CO-BRAND GUIDELINES

VERSION 1.0
04/19/17

CASCADE / MAVERIK

CO-BRAND GUIDELINES

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CASCADE



PASSION TO PROTECT

WE ARE AMERICAN INNOVATORS WITH A PASSION TO PROTECT. WE BUILD & DELIVER HIGH PERFORMANCE GAME-CHANGING HEADGEAR. USER EXPERIENCE IS HOW WE MEASURE OURSELVES.

MAVERIK



POWERED BY THE PLAYER

WITH INPUT FROM THE GAME'S TOP PLAYERS, WE ARE ON A TIRELESS MISSION TO OFFER INNOVATIVE, HIGH PERFORMANCE PRODUCT THAT HELPS YOU PLAY YOUR BEST.

WORDMARK

The horizontal Cascade logotype is the signature for some channels of communication. Hang Tags, Point-of-Sale, etc.



HORIZONTAL LOGO LOCKUP

The horizontal Cascade logo lockup should be used in situations where vertical space is at a premium.



STACKED LOGO LOCKUP

The stacked Cascade logo lockup should be used in situations where horizontal space is at a premium.



ICON / FAVICON

In scenarios where the Cascade logo is already used in full, the icon can be used as a symbol or illustration / pattern. Cascade icon also serves as the favicon.



HORIZONTAL LOGO LOCKUP WITH TAGLINE LOCKUP

Use this lockup when it is necessary to include the brand tagline.



STACKED LOGO LOCKUP WITH TAGLINE

Use this lockup when it is necessary to include the brand tagline.



The minimum exclusion zone margin for all our company logos is based on the dimensions of the central circle in the logo graphic. With all logos, a clear-space of the one circle must be maintained on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



Landscape logos must not be reproduced at a size smaller than .25” in height.



BLACK / PRIMARY



RED / SECONDARY



BLACK / PRIMARY



RED / SECONDARY



WHITE / PRIMARY



GRAY / PRIMARY



WHITE / PRIMARY



GRAY / PRIMARY



WORDMARK

The Maverik wordmark is the signature for some channels of communication. Hang Tags, Point-of-Sale, etc.



HORIZONTAL LOGO LOCKUP

The horizontal Maverik logo lockup should be used in situations where vertical space is at a premium.



STACKED LOGO LOCKUP

The stacked Maverik logo lockup should be used in situations where horizontal space is at a premium.



ICON / FAVICON

In scenarios where the Maverik logo is already used in full, the icon can be used as a symbol or illustration / pattern. The Maverik icon also serves as the favicon.



HORIZONTAL LOGO AND TAGLINE LOCKUP

Use this lockup when it is necessary to include the brand tagline.



STACKED LOGO AND TAGLINE LOCKUP

Use this lockup when it is necessary to include the brand tagline.



The minimum exclusion zone margin for all our company logos is based on the dimensions of the central circle in the logo graphic. With all logos, a clear-space of the one circle must be maintained on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



Landscape logos must not be reproduced at a size smaller than .25" in height.



BLACK / PRIMARY



RED / SECONDARY



BLACK / PRIMARY



RED / SECONDARY



WHITE / PRIMARY



GRAY / SECONDARY



WHITE / PRIMARY



GRAY / SECONDARY



HORIZONTAL LOGO LOCKUP

The horizontal Cascade / Maverik lockup should be used in situations where vertical space is at a premium.



STACKED LOGO LOCKUP

The stacked Cascade / Maverik logo lockup should be used in situations where horizontal space is at a premium.



HORIZONTAL LOGO / TAGLINE LOCKUP

Use this lockup when it is necessary to include the brand tagline.



STACKED LOGO / TAGLINE LOCKUP

Use this lockup when it is necessary to include the brand tagline.



ICON LOCKUP

In scenarios where the Cascade / Maverik logo is already used in full, the icon can be used as a symbol or illustration / pattern.



Color is among the most recognizable and unifying elements in the Cascade / Maverik visual identity.

The core color palette for Cascade / Maverik is decidedly simple and focused, based in Performance Red and black with accents of gray and white.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.



01PERFORMANCE RED	02RICH BLACK	03DARK GRAY	04GRAY	05LIGHT GRAY	06CARLOLINA BLUE (WOMENS)
c2 m100 y85 k6 Pantone® 186 C r200 g16 b46 Hex # c8102e	c50 m50 y0 k100 Pantone® Black 6 C r0 g0 b0 Hex # 000000	c0 m0 y0 k80 r51 g51 b51 Hex # 333333	c0 m0 y0 k50 Pantone® Cool Gray 9 C r128 g128 b128 Hex # 808080	c0 m0 y0 k20 r204 g204 b204 Hex # cccccc	c58 m4 y2 k0 Pantone® 2985 r87 g193b232 Hex # 57c0e8

CASCADE / MAVERIK

TRACKING: +200

CASCADE / MAVERIK

TRACKING: +60

TRADE GOTHIC LT STD
BOLD CONDENSED NO.20

HEADLINES / SUB-HEADLINES / PRODUCT NAMES

TRADE GOTHIC is a tried and true workhorse of a typeface. It’s solid, strong and sturdy while also providing maximum flexibility in its styles and weights. Set Cascade / Maverik headlines sub-headlines and product names in Trade Gothic LT STD Bold Condensed No. 20.

CASCADE ONLY

TRACKING: +300

UNITED SANS EXT
BOLD

"PASSION TO PROTECT" CAMPAIGN HEADLINES / BRAND MESSAGING

UNITED SANS is an "All American" typeface inspired by classic U.S. Military lettering styles and American wood type . Set Cascade "Passion to Protect" headlines and brand messaging in United Sans Ext Bold.

Trade Gothic LT Std
Light / Regular

BODY COPY / TECH COPY

TRADE GOTHIC is a tried and true workhorse of a typeface. It’s solid, strong and sturdy while also providing maximum flexibility in its styles and weights. Set Cascade / Maverik body copy and tech copy in Trade Gothic LT STD Light or Regular. Use Oblique styles as needed.

MAVERIK ONLY

TRACKING: -20

BLACKHAWK REGULAR

"POWERED BY THE PLAYER" CAMPAIGN HEADLINES / BRAND MESSAGING

BLACKHAWK is a supercharged, street-wise brush font bursting with energy. With extra attention to quick strokes and sharp details, BLACKHAWK delivers a bold, personalized statement. Set Maverik "Powered by the Player" headlines and brand messaging in BLACKHAWK Regular.

MAVERIK ONLY

TRACKING: +140

VENUS RISING

PRODUCT NAMES / MENS HEADS

Venus Rising, the late 1990's techno font is used for Maverik Product names, hang tags and collateral. Specifically for Men's Heads.

MAVERIK AND CASCADE

TRACKING: +300

OSWALD BOLD

COMPANY SIGNATURE FILES - WEB FONT

Oswald is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif type-faces. As an alternative to Trade Gothic Condensed Oswald is a Google font that can be used as a digital alternative.



Dear, First Last

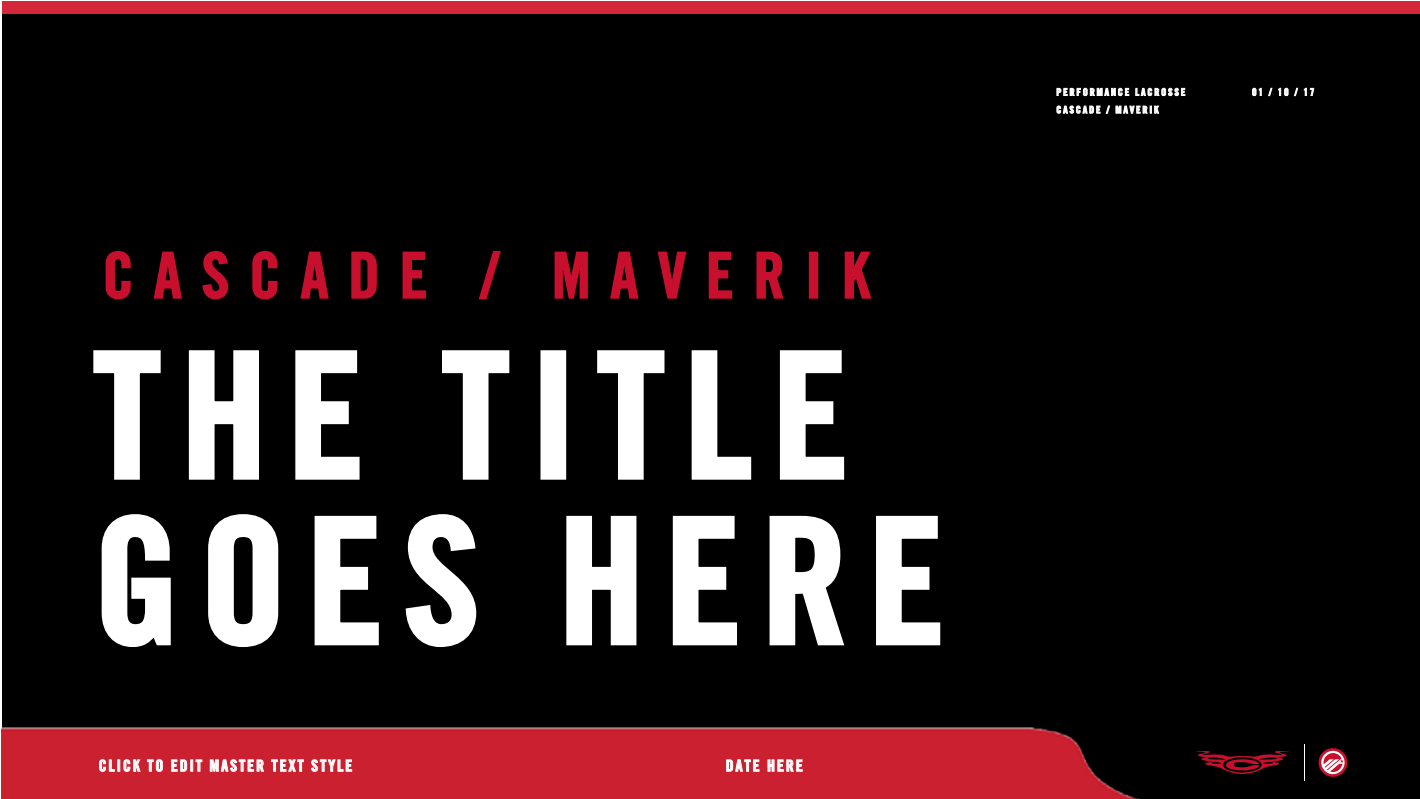
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Sincerely,
First Last





01COVERPAGE



02CONTENTPAGE (LIGHT)



03CONTENTPAGE (DARK)



CONTACT

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