

Cadence Procurement Solutions Brand Guidelines



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Introduction

Welcome to the new visual identity of **Cadence Procurement Solutions**. This brand book outlines the strategic foundation and core elements of our evolved brand.

Our new identity transforms Cadence from a service provider into a strategic authority in the Aerospace, Defense, and Healthcare sectors. It has been engineered to communicate **precision, security, and industrial strength**. These guidelines ensure consistency across all touchpoints, preserving the integrity and premium value of our 'White-Glove' service approach.

About us

OUR VISION

To be the undisputed premier partner for high-stakes supply chain optimization, setting the industry standard for precision, compliance, and operational fluidity in complex regulated markets..

OUR MISSION

To eliminate procurement backlogs and ensure audit-readiness for enterprise clients. We deliver specialized, high-touch solutions that untangle complex supply chains, mitigate risk, and accelerate business performance through rigor and expertise.

OUR ESSENCE

Precision in Motion. We are not just consultants; we are the mechanics of the supply chain. We combine the rigidity of military-grade compliance with the fluidity of modern logistics to deliver results that are both secure and efficient.

Our values

UNYIELDING PRECISION

In our industry, details matter. We approach every Purchase Order close-out and contract review with surgical accuracy. We believe that precision is the ultimate form of efficiency.

TOTAL COMPLIANCE

We operate in a world of FAR/DFAR regulations. We view compliance not as a hurdle, but as our shield. We protect our clients through rigorous adherence to standards and ethical practices.

WHITE-GLOVE SERVICE

We distinguish ourselves through superior service. We are not a faceless platform; we are dedicated partners. We take ownership of the problem and deliver solutions with a level of care and personalization that software alone cannot match..

1. Strategy

BRAND EVOLUTION RATIONALE

The redesigned visual identity shifts Cadence from a generalist aesthetic to a specialized, enterprise-grade brand. The new system is engineered to communicate precision, security, and industrial strength, aligning directly with the expectations of Tier-1 clients in the Aerospace, Defense, and Healthcare sectors.

The Cadence brand strategy focuses on 'Authority' and 'Trust.' The visual language uses geometric stability (the hexagon) and industrial typography to signal that we are robust enough to handle defense contracts. The color palette moves away from startup trends to established, corporate tones that convey longevity and financial security.

THE PRECISION SHIELD

Hexagonal Structure: In engineering and nature, the hexagon represents maximum efficiency and structural integrity. For Cadence, it symbolizes the robust stability required for Supply Chain Management and Backlog Close-Outs.

The “C” Cutout: The negative space forms a mechanical “C” that locks into the hexagon. This visual metaphor represents the core service of “Closing Out” open orders—the missing piece that completes the puzzle and ensures audit readiness. It suggests protection and compliance.

INDUSTRIAL AUTHORITY

Primary Font (Rajdhani Bold): We moved away from softer curves to a squared, geometric typeface often associated with technical data, avionics, and engineering blueprints. The bold weight provides the visual “muscle” necessary to stand alongside partners like Boeing or Raytheon.

Tagline Balance: The widely spaced “PROCUREMENT SOLUTIONS” acts as a foundational platform, emphasizing the “White-Glove” service approach—clean, organized, and high-end.

TRUST & INTELLIGENCE?

Deep Navy (#0C2340): Represents corporate stability, defense protocols, and unwavering authority. It anchors the brand in a tone of serious professionalism.

Action Blue (#005EB8): A focused accent color that signifies the dynamic flow of logistics and the clarity Cadence brings to complex backlogs. It directs the eye to key actions and resolutions.

2. Logo

UmOur logo is the anchor of our brand. It combines a technical hexagonal shield with a stylized 'C' representing the 'Closed Loop' of our procurement process.

2.1. Primary Logo

PRIMARY LOGO LOCKUP

The primary Cadence Procurement Solutions logo consists of the Hexagon Shield icon on the left aligned with the company wordmark on the right. This horizontal configuration is the official and most recognizable representation of our brand.

It is designed for maximum legibility and should be used as the default choice for all corporate communications, including website headers, official documents, email signatures, and stationery. The 'CADENCE' wordmark is set in Rajdhani Bold to project industrial strength, while the tagline provides balance and context.



2.2. Secondary logo

SECONDARY LOGO LOCKUP

The vertical logo configuration stacks the Hexagon Shield directly above the Cadence wordmark in a centered alignment. This secondary lockup is designed for applications where horizontal space is limited or where a vertical aspect ratio provides better visibility.

Usage: Use this version for social media profiles, mobile website headers, vertical signage, merchandise (such as apparel), and square formats. Ensure the icon and text remain optically centered to maintain balance.



2.3. Clear space

To ensure legibility, always keep a minimum clear space around the logo equivalent to the height of the letter 'C' in the wordmark.



2.4. Monogram

The Hexagon Shield can be used independently as a social media avatar, favicon, or watermark.



3. Colour

The Cadence color palette is engineered to project authority, stability, and industrial precision. We have moved away from generic tones to a high-contrast system that balances the weight of the Aerospace and Defense sectors with the clarity of modern logistics.

Cadence Navy serves as our foundation, representing the unyielding reliability required for government compliance and secure contracts. Action Blue acts as our signal of efficiency, highlighting the 'closed-loop' nature of our backlog solutions. Together, these colors instill confidence—ensuring our brand feels as robust as the services we deliver.

3.1. Brand colours

CADENCE NAVY #0C2340

Represents stability, security, and executive authority.

ACTION BLUE #005EB8

Symbolizes clarity, flow, and problem resolution.

STEEL GREY #333F48

Our primary text color. Technical, legible, and modern.

CLOUD WHITE #F4F5F7

Use it for backgrounds

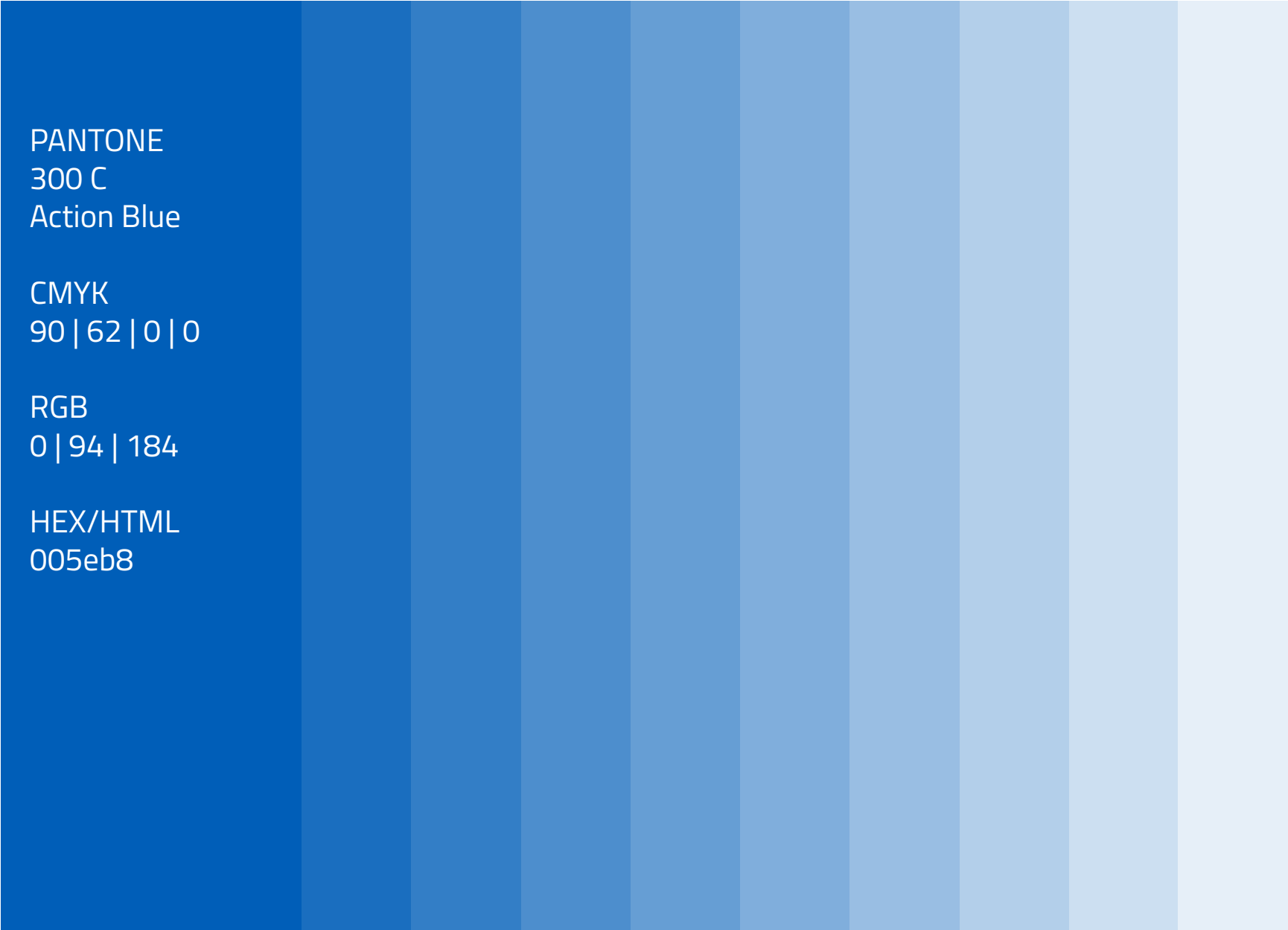


PANTONE
281 C
Cadence Navy

CMYK
100 | 85 | 45 | 52

RGB
12 | 35 | 64

HEX/HTML
0C2340



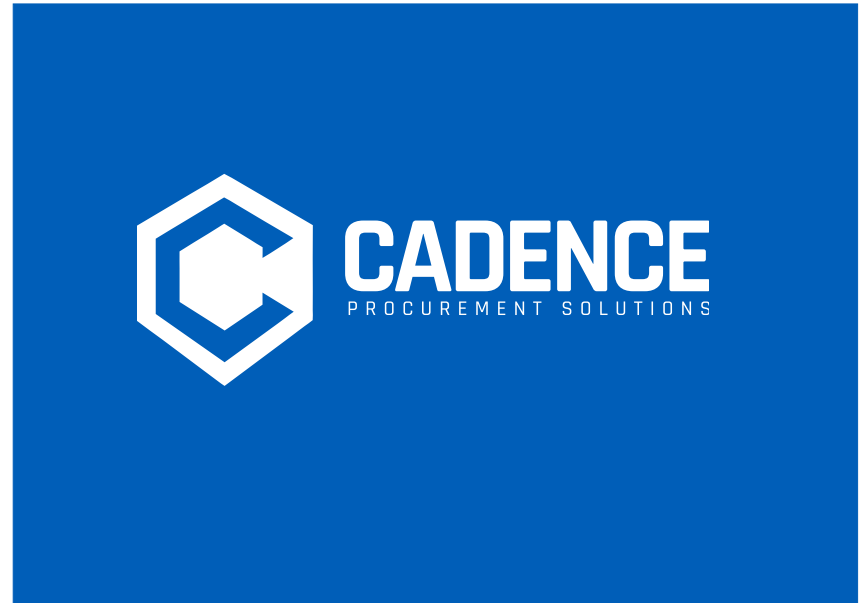
PANTONE
300 C
Action Blue

CMYK
90 | 62 | 0 | 0

RGB
0 | 94 | 184

HEX/HTML
005eb8

3.2. Colour versions



3.3. Monochrome versions

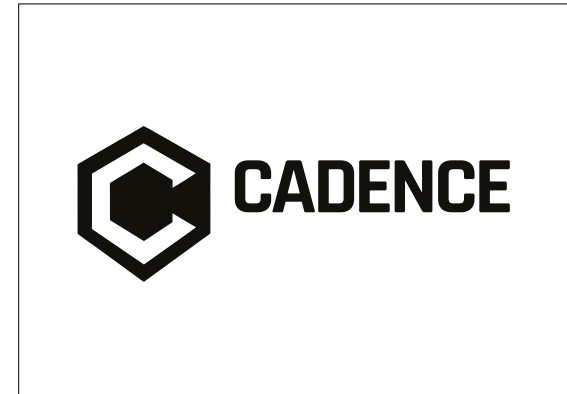
HIGH CONTRAST & REVERSE

While the full-color logo is preferred, certain constraints require monochrome usage to ensure maximum legibility.

Black Version: Use this for single-color printing, internal documentation, official forms, and grayscale applications where color reproduction is not available.

White (Reverse) Version: Use this version exclusively on dark backgrounds (such as Cadence Navy) or over photography. Ensure the background provides sufficient contrast for the logo to be clearly visible.

Restriction: Never place the dark logo on a dark background, and avoid using the white logo on light backgrounds.



4. Typography

Typography plays a crucial role in communicating the Cadence brand's engineering heritage. Our type system is explicitly chosen to reflect precision, structural integrity, and modern industrial aesthetics.

We move away from standard corporate fonts to embrace a visual language that feels technical and robust. The combination of squared display fonts with clean, humanist sans-serifs creates a balance between the rigid nature of defense contracts and the fluidity of modern logistics. Consistency in typography ensures that every document, from contracts to web headers, projects the same level of authority.

4.1. Display Typeface

RAJDHANI (BOLD / SEMIBOLD)

Usage: Headlines, Titles, and Data Points.

Rajdhani is our primary display typeface. Its squared corners and condensed structure evoke the visual language of technical blueprints, avionics, and HUD interfaces. Use it for headlines to project strength and 'Tier-1' industrial capability.

Rajdhani

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!"·\$%&/=^*"Ç,-;:_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!"·\$%&/=^*"Ç,-;:_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!"·\$%&/=^*"Ç,-;:_)

4.2. Body Typeface

TITILLIUM WEB (REGULAR / LIGHT)

Usage: Body Copy, Reports, and Long-form text

Titillium Web is our functional workhorse. Born from an academic project, it offers exceptional legibility while maintaining a technological edge. Its clean lines ensure that complex procurement details are communicated with absolute clarity without causing visual fatigue.

Titillium Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*`Ç,-;:_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*`Ç,-;:_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*`Ç,-;:_)

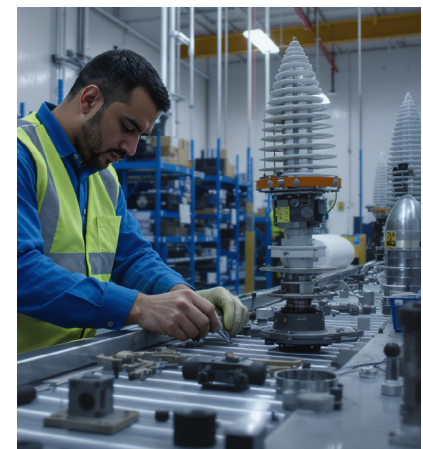
5. Imagery

Our imagery should feel 'High-End Corporate' and 'Technologically Advanced.'

5.1. Photography

Do: Use images of glass offices, abstract data streams, aerospace engineering, and clean supply chain logistics. Use blue overlays.

Don't: Use messy warehouses, low-quality cartoons, or overly casual stock photos.



5.2. Icons



ICONOGRAPHY SYSTEM

Our iconography is designed to be as precise as our procurement services. We utilize a distinct monoline (thin-line) style that mirrors technical schematics and engineering blueprints.

Guidelines:

Consistency: All icons must share the same stroke weight and visual density to maintain a cohesive look across digital and print materials.

Style: Icons should be geometric and minimalist, avoiding unnecessary fills, shadows, or 3D effects that clutter the message.

Application: As shown here, icons are best presented as white strokes against Action Blue circular containers to create clear, vibrant focal points for service offerings and industry sectors.

6. Stationery

Our stationery system is a tangible extension of the Cadence brand. Every business card, letterhead, and envelope is designed to project professionalism, attention to detail, and corporate stability.

6.1. Business card

US BUSINESS CARD

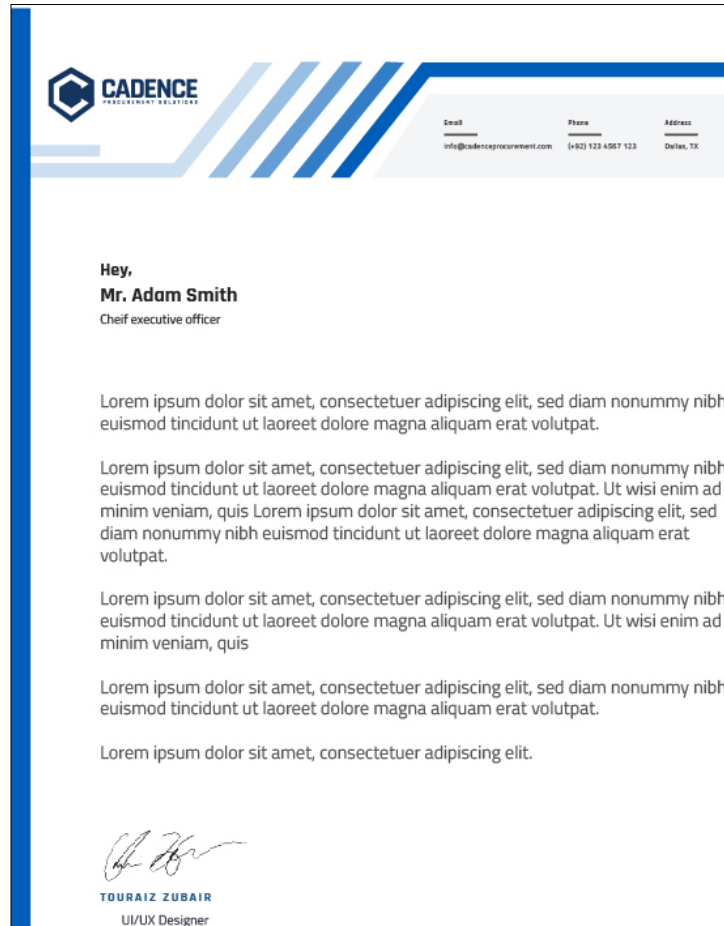
2 x 3.5 in / 51 x 89 mm



6.2. Letterhead

US LETTER

8.5 x 11 in / 216 x 279 mm



6.3. Envelope

US #10 ENVELOPE

4.125 x 9.5 in / 104.775 x 241.3 mm



Jane Doe
Company Name

6.4. Press folder

PRESS FOLDER

230 mm X 310 mm



7. Online

Our digital footprint is often the first point of contact for potential clients and partners. Therefore, our online presence must reflect the same precision, security, and authority as our physical operations.

Consistency across web, email, and social channels is non-negotiable. Every digital interaction should reinforce the perception of Cadence as a Tier-1 partner for the Aerospace and Defense industries, prioritizing clarity, speed, and professional reliability over fleeting design trends. This section outlines the standards for maintaining our digital integrity

7.1. Web

The Cadence website is our primary digital storefront and must embody the 'White-Glove' service promise.

Design Principles: Prioritize ample white space to convey clarity and reduce clutter. Use Cadence Navy for headers and footers to anchor the page structure, and strictly use Action Blue for Call-to-Action (CTA) buttons.

Imagery Strategy: Select photography relevant to Aerospace, Defense, Healthcare, Finance, and IT. Prioritize a cinematic, candid style featuring professionals focused on data or technology. Avoid staged, overly-posed, or artificial stock imagery (e.g., subjects smiling directly at the camera or shaking hands against white backgrounds).

7.2. Email

Email signatures must remain consistent across the organization to maintain professional authority in every correspondence.

Guidelines: Use the Horizontal Primary Logo at a readable size. Text details (Name, Title, Contact) should be set in a clean, dark grey font (Titillium Web). Avoid adding personal quotes, decorative backgrounds, or non-brand colors. Professionalism in email reflects the precision of our procurement services.

7.3. Social Media

On platforms like LinkedIn, visual consistency builds instant recognition and trust. Our social presence must project industry leadership.

Profile Image: Always use the Hexagon Shield Icon on a Navy background. This ensures legibility at small sizes on mobile screens. Tone: Content should maintain a strictly professional tone, focusing on supply chain insights, compliance updates (FAR/DFAR), and company milestones. Avoid overly casual language or emojis that detract from our corporate authority.

8. Conclusion

A brand is more than a logo; it is a promise of performance.

By adhering to these guidelines, we ensure that Cadence Procurement Solutions presents a unified, powerful front to the aerospace, defense, and healthcare industries. Consistency builds trust, and trust is the currency of our business. Thank you for being a guardian of our brand identity and for helping us define the future of precision procurement.

BRAND SUPPORT

For questions regarding the application of these guidelines, or to request a review of new marketing materials, please contact the brand management team. Ensuring compliance with these standards is the responsibility of every team member.

ASSET LIBRARY

All official logo files (CMYK/RGB), font licenses, and stationery templates are available on the secure company server. Do not recreate logos manually or download low-quality versions from the web. Always use the master files provided in the Brand Kit.

LEGAL NOTICE

© 2025 Cadence Procurement Solutions LLC. All rights reserved. The Cadence logo, wordmark, and visual identity are proprietary assets. Unauthorized use or modification of these elements is strictly prohibited without written consent..



CADENCE
PROCUREMENT SOLUTIONS