



Partner Brand Tool Kit

Visual Identity & Brand Guidelines

Smarter calls for **agile** businesses.

Smarter calls for **nimble** businesses.

Smarter calls for **clever** businesses.

Logo

Logo

Cradle Logos

Logo & Wordmark

Logo



The Logo is what Cradle users will see most often. This will be used to identify the Cradle App, and as the primary Cradle “sign-off”.

Wordmark



The Wordmark will be primarily used across marketing material, and is used when the word “Cradle” needs to be communicated.

Cradle Logos

Logo & Wordmark

The Cradle logo and wordmark can be used with combinations of the Cradle colour palette.

Primary Logo

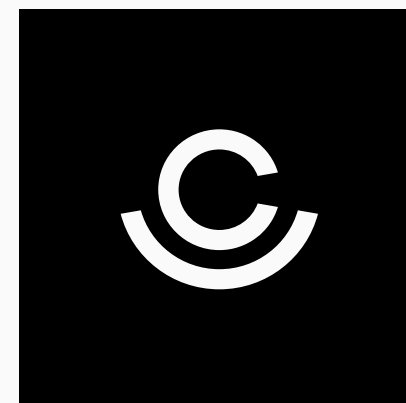
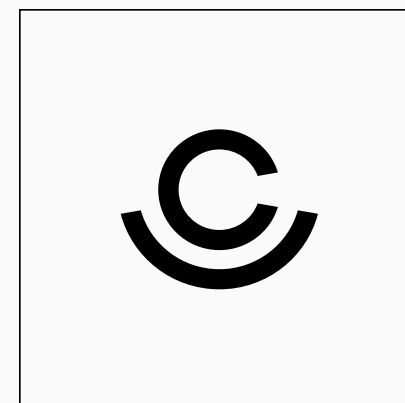
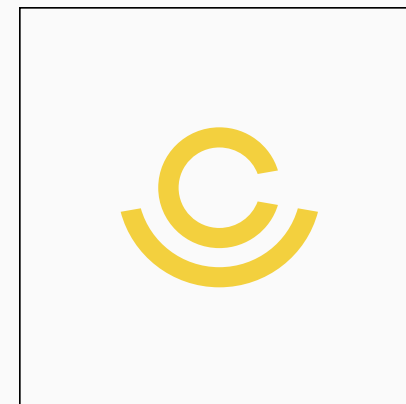
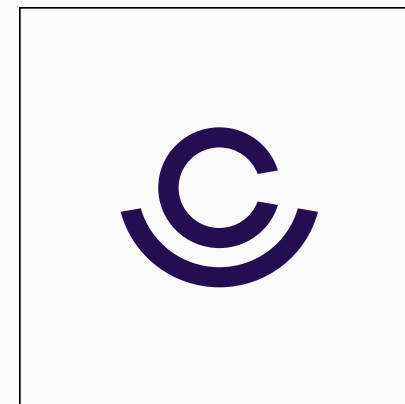


Primary Wordmark

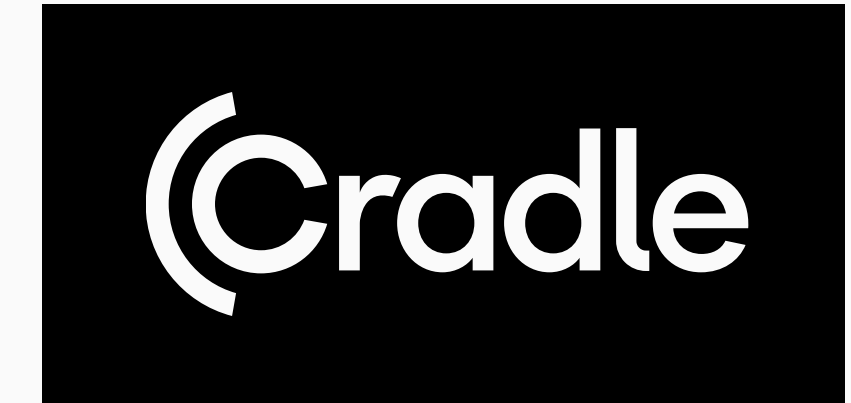
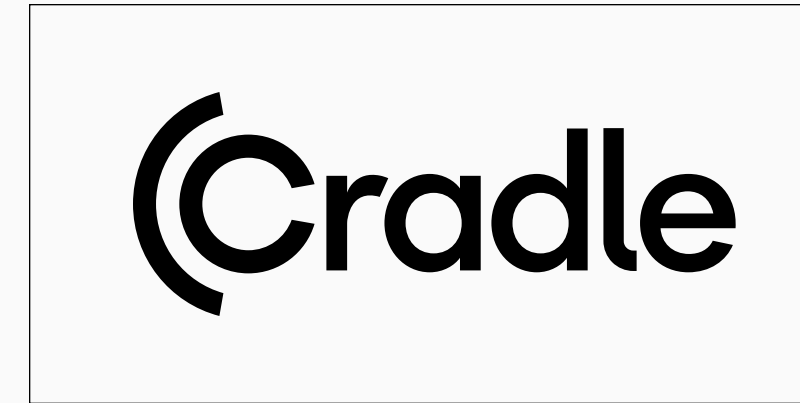


Peach on Indigo is the preferred application of the wordmark.

Secondary Logo



Secondary Wordmarks



Colours

Colours

Cradle's colour palette is vibrant and confident. Percentage tones of each of the four core colours can be used.

Indigo

RGB 36 13 80
HEX/HTML 240D50
CMYK 98 97 0 37
PANTONE 273 C

80%

60%

40%

20%

Violet

RGB 80 8 120
HEX/HTML 500878
CMYK 85 100 0 13
PANTONE 2607 C

80%

60%

40%

20%

Peach

RGB 255 112 87
HEX/HTML FF7057
CMYK 0 70 65 0
PANTONE 170 C

80%

60%

40%

20%

Yellow

RGB 243 208 62
HEX/HTML F3D03E
CMYK 0 10 80 0
PANTONE 129 C

80%

60%

40%

20%

Black

White

Typography

Roboto Regular

Cradle partners should use this font for any material they create that includes the use of Cradle branding.

Roboto is a free-to-use Google Font, and includes:

- Includes macrons.
- Open Font License

Roboto Regular

abcABC

1234567890

About Roboto

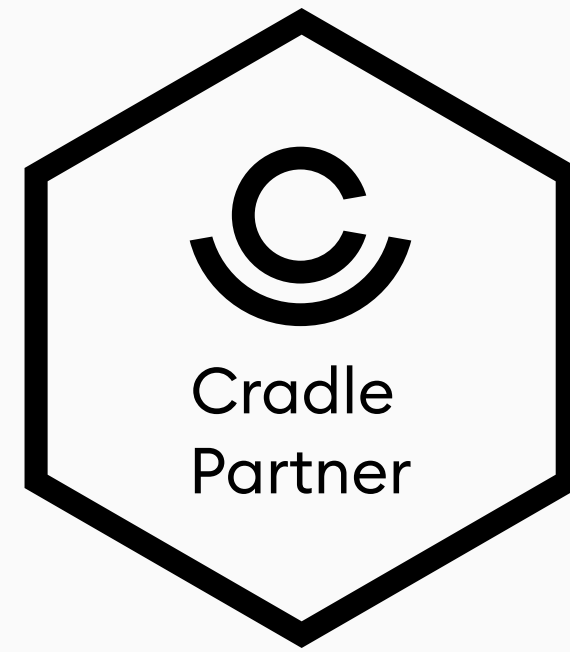
Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

[Download Roboto](#)

Badges

Partner Badges

Partner



Gold Partner

