Cascable Brand Guidelines

2023

Company, product, and feature names

At time of writing, Cascable has four products:

- **Cascable**, an app for iOS
- **Cascable Transfer**, an app for Mac
- **Cascable Pro Webcam**, an app for Mac
- **CascableCore**, a framework for iOS and Mac

When referring to these products in text, use their complete full name. Since the company name and the name of our iOS app is the same, it's appropriate to disambiguate if context calls for it. In this case, the iOS app can be referred to as "Cascable for iOS". For example:

- Cascable has three apps: Cascable for iOS, Cascable Transfer, and Cascable Pro Webcam.

- Cascable is the best iOS app for working with your mirrorless or DSLR camera.

Additionally, Cascable for iOS has features with proper names that should be treated as product names. These are **Shutter Robot**, **Recipes**, and **Storage Links**. When referring to these features in written text, their capitalisation should remain.

Examples:

- Cascable's automation tool is called Shutter Robot.

- Shutter Robot has several modules, including Recipes — which allows users to create any automation they wish with an easy-to-use visual programming interface.

- To automatically copy photos from your camera, you can use Storage Links. You can create a Storage Link by tapping the '+' button at the bottom of the list of storage devices.

Logo graphic variants

Depending on the context, the Cascable logo graphic can be rendered in colour or greyscale.

Colour

This logo is appropriate for use on the web, or in other full-colour contexts.

Greyscale

In contexts with reduced colour, the greyscale version of the logo can be used. This version is appropriate for contexts with a reduced colour set, such as blank and white print media and "dark mode" display contexts.

Typeface

For the logotype, the typefaces used are Lato Bold and Lato Light. The "Cascable" name uses Lato Bold, and disambiguation text or product names use Lato Light.

Cascable for iOS

Lato Bold (Weight 700) | Lato Light (Weight 300)

Logo with side text

Light background

In contexts where the logo's graphic should be to the side of the graphic on a white or very close to white background, the text should be vertically centred with the graphic and sized at 60% of the graphic's height.

In this example, the graphic is 80pt high, and the text size is 48 pt.

 Cascable

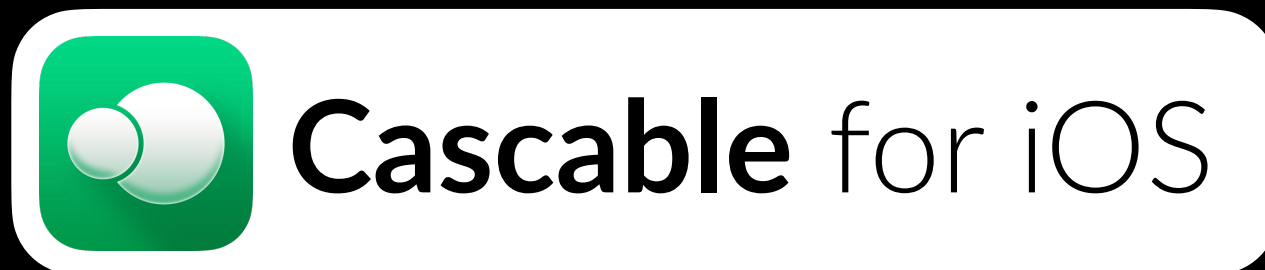 **Cascable** for iOS

 Cascable Pro Webcam

Logo with side text

Dark background

In contexts where the logo's graphic should be to the side of the graphic on a dark background, the graphic and text should be placed on a white rounded rectangle, the corner radius of which should visually match the logo graphic. Spacing between the graphic, text, and rounded rectangle should be consistent on all sides.

Cascable

Corner radius visually matches curvature of logo graphic.

Cascable for iOS

Cascable Pro Webcam

Tighter corner radius for less rounded graphic.

Logo with bottom text

Light background

In contexts where the logo's graphic should be on top of the graphic on a white or very close to white background, the text should be horizontally centred with the graphic and sized at 50% of the graphic's height.

In this example, the graphic is 100pt high, and the text size is 50 pt.

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Cascable for iOS

Logo with bottom text

Dark background

In contexts where the logo's graphic should be on top of the graphic on a dark background, the graphic and text should be placed on two white rounded rectangles, one for the graphic and one for the text, the corner radii of which should visually match the logo graphic and text. Spacing between the graphic, text, and rounded rectangle should be consistent on all sides.

Modifications

Do not alter, transform, re-colour, or otherwise adorn Cascable graphics or logos.

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Cascable ❌

Cascable ✅

Sizing and spacing

Cascable logos and marks should sized to have equal and appropriate prominence related to adjacent logos and text. For vertical spacing, a gap of approximately one quarter of the height of the graphic is appropriate.

Cascable

Cascable

For horizontal spacing, a gap of approximately 60% of the width of the graphic is appropriate.

Cascable **Cascable** **Cascable**