

# Brandbook

Defining the Visual Appearance of cadoo

## Brand

- Mission Statement
- History
- Brand Core
- Target Markets

## Logo

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## Typography

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- Primary Font
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# Brand

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**Logo**  
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**Colors**  
Primary  
Secondary  
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Examples

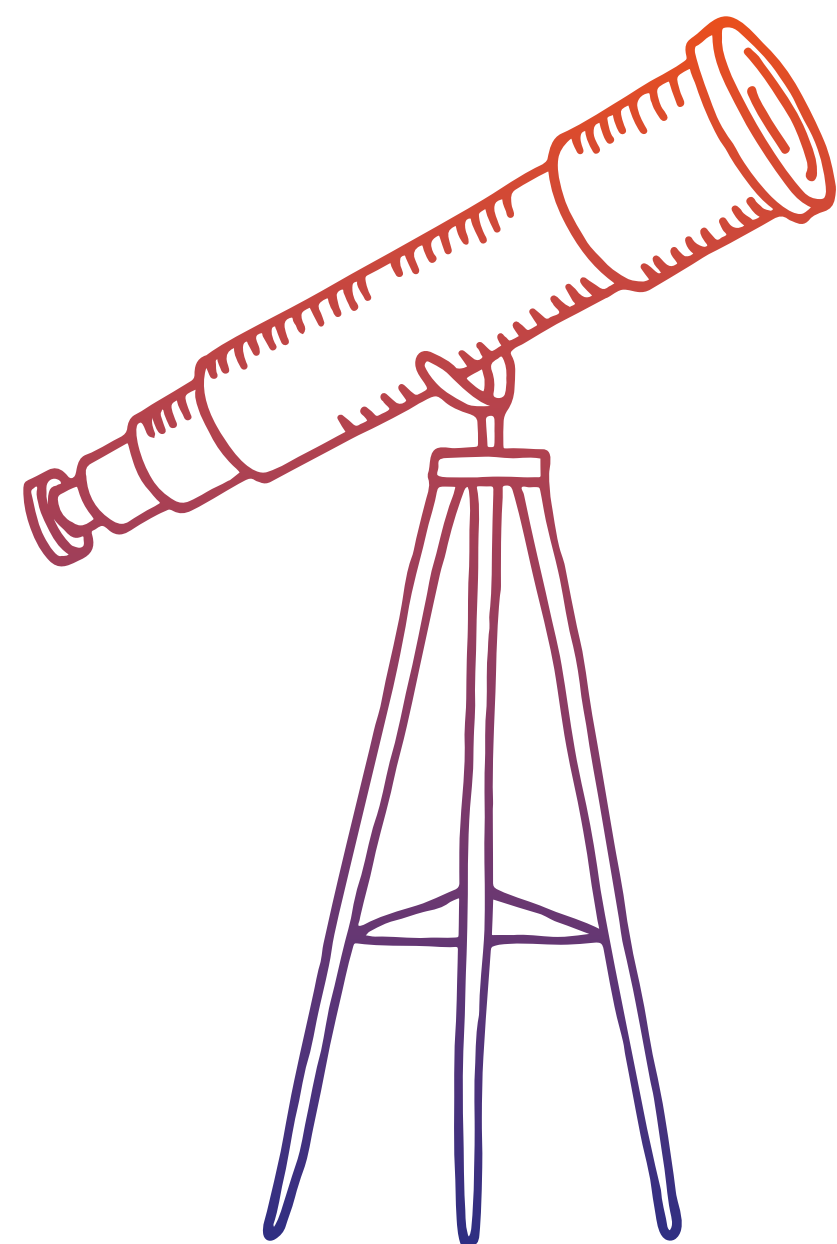
**Typography**  
Primary  
Secondary  
Additional  
Hierarchy  
Examples

**Imagery**  
Photography  
Illustrations  
Graphic Elements  
Video

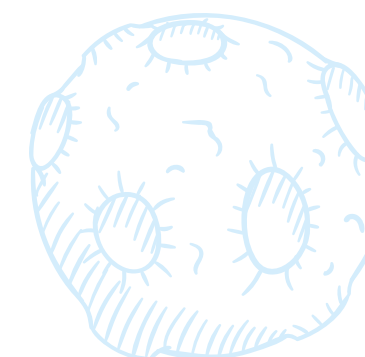
**Composition**  
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# Mission Statement



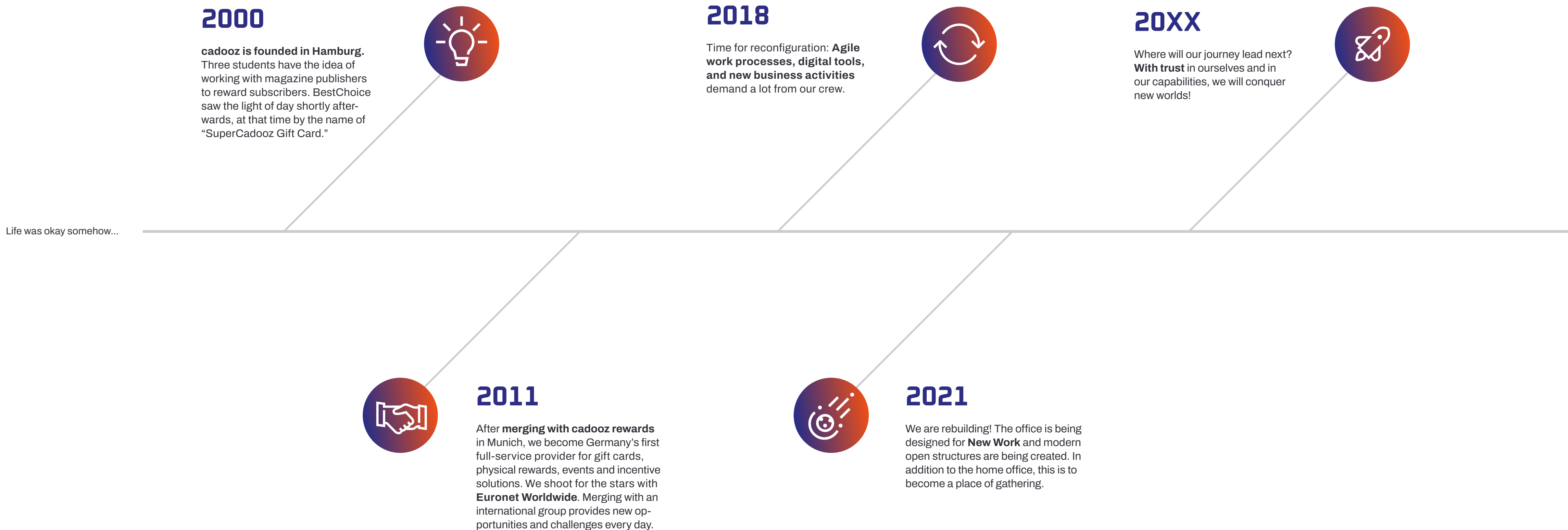
Our vision is to expand our market position beyond the borders of Germany in the next 5 years and to become the **international leader in our industry**. We will only be able to achieve this by developing innovative, quickly implementable, high-performance and therefore easily scalable digital incentive solutions that are **unique on the market**.



For our users, this includes not only attractive bonus content but also an outstanding, captivating user experience that integrates smoothly into the trend towards a technically supported lifestyle. Within our organization, our growth must be supported by **efficiently designed processes and a high degree of automation**.

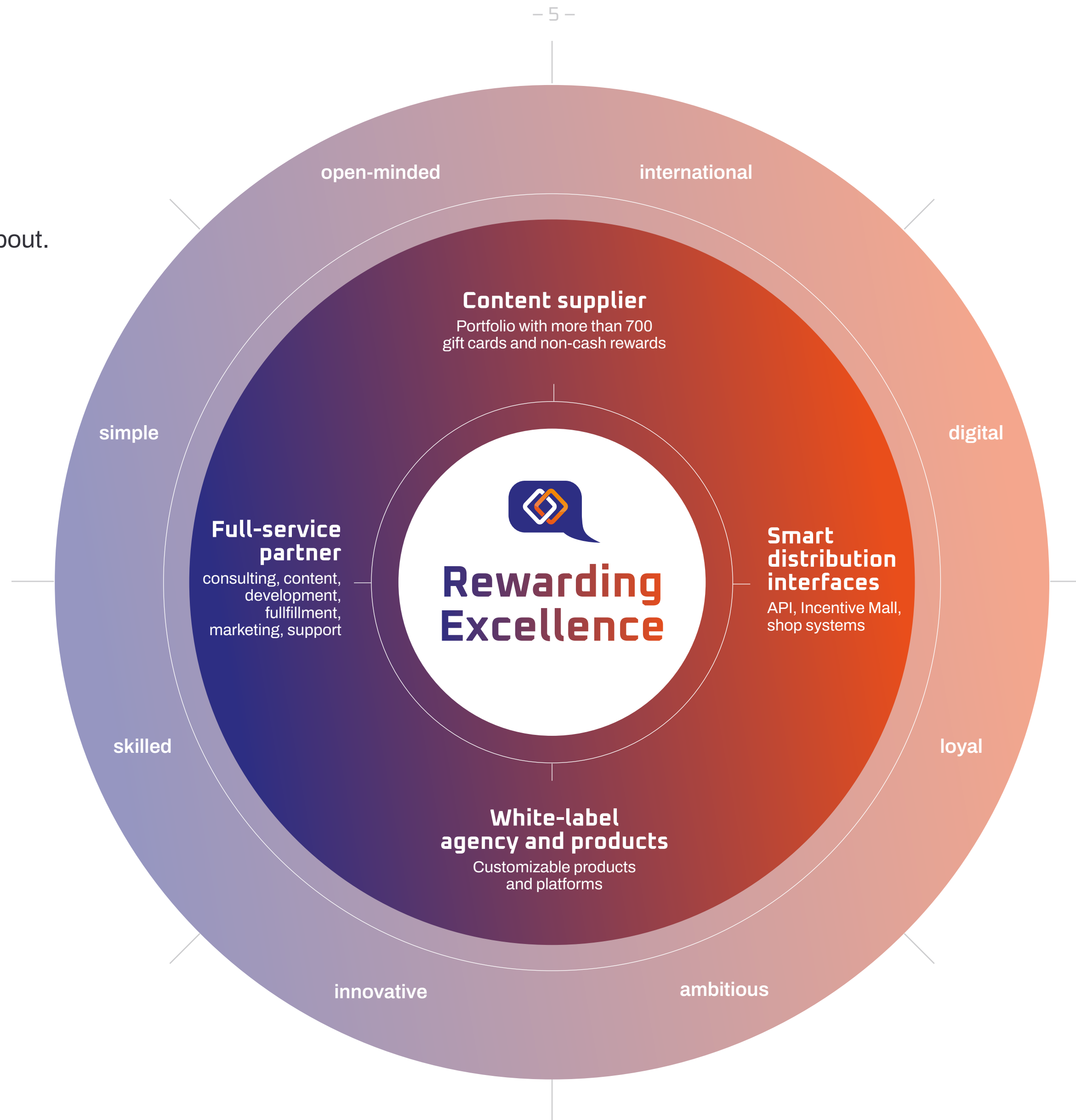
We believe that together with all cadoozies we will be able to achieve this goal and thus enjoy the **appreciation and trust of our shareholders, customers, partners, users and employees**.

# History



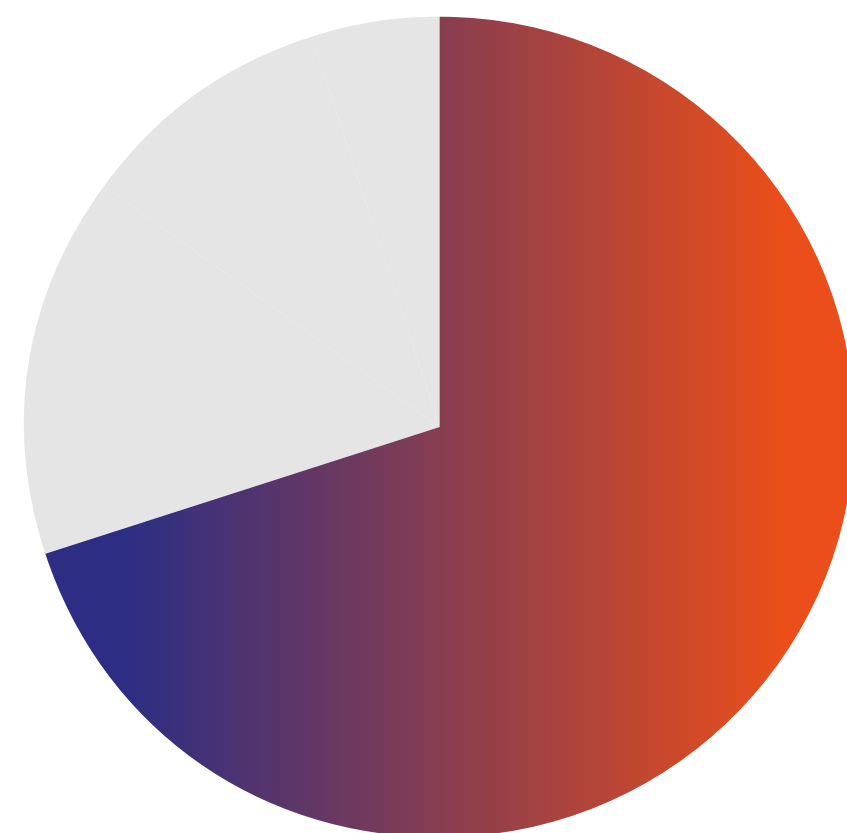
# Brand Core

This is about who we are and what cadooz is about.



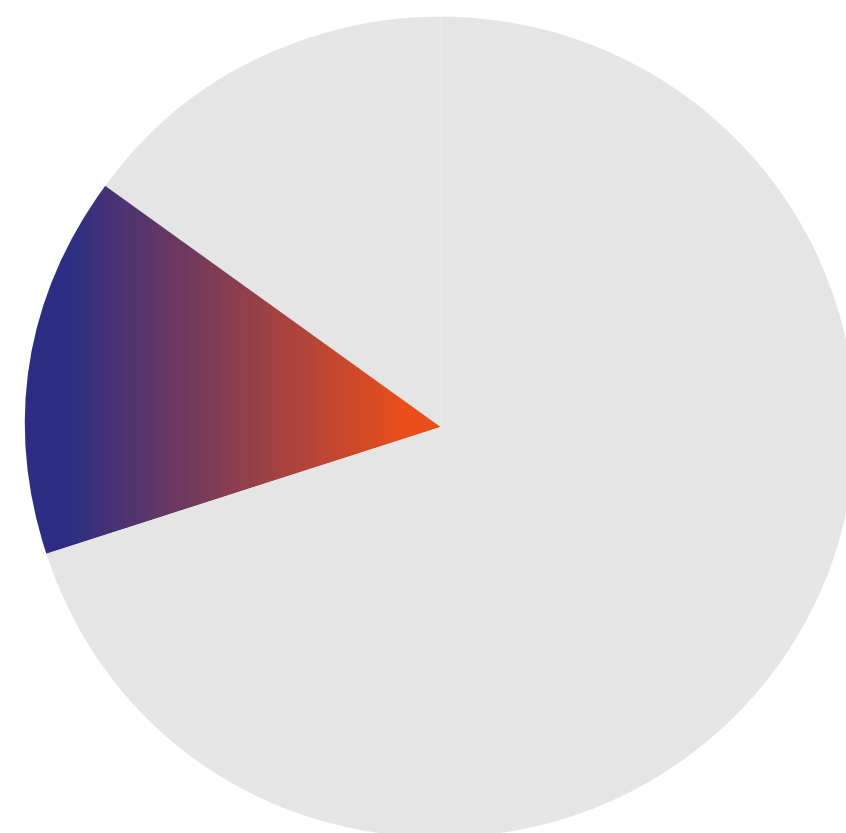
# Target Markets

There are mainly business customers. But users and gift card recipients are our target group as well. We plan to reach more end customers – with a new product range.



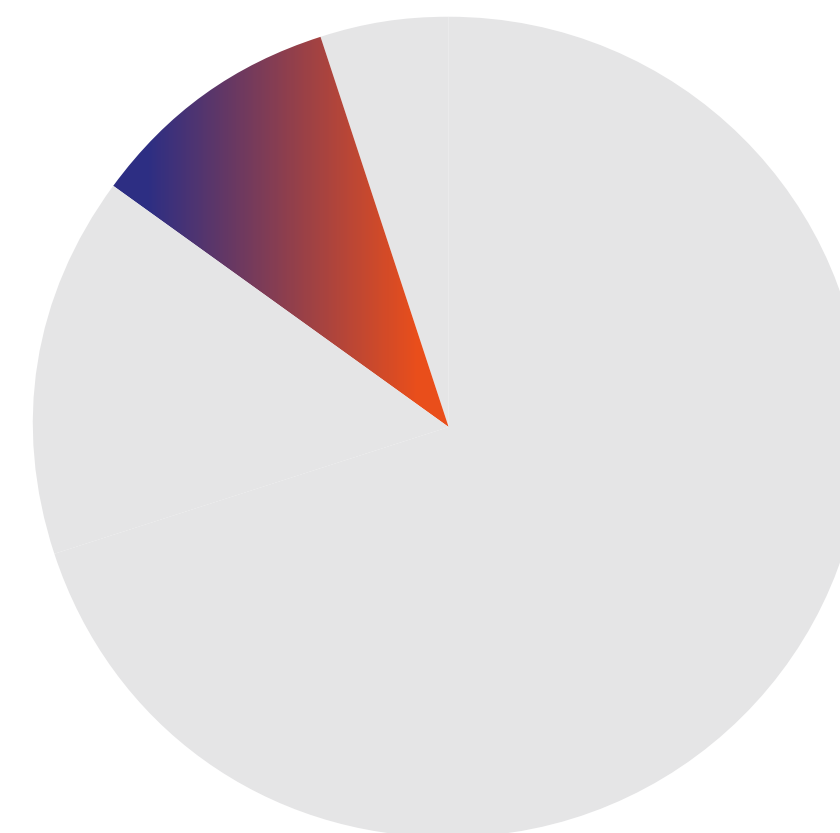
**70%**  
**B2B/B2E**

Business to Business,  
Business to Employer



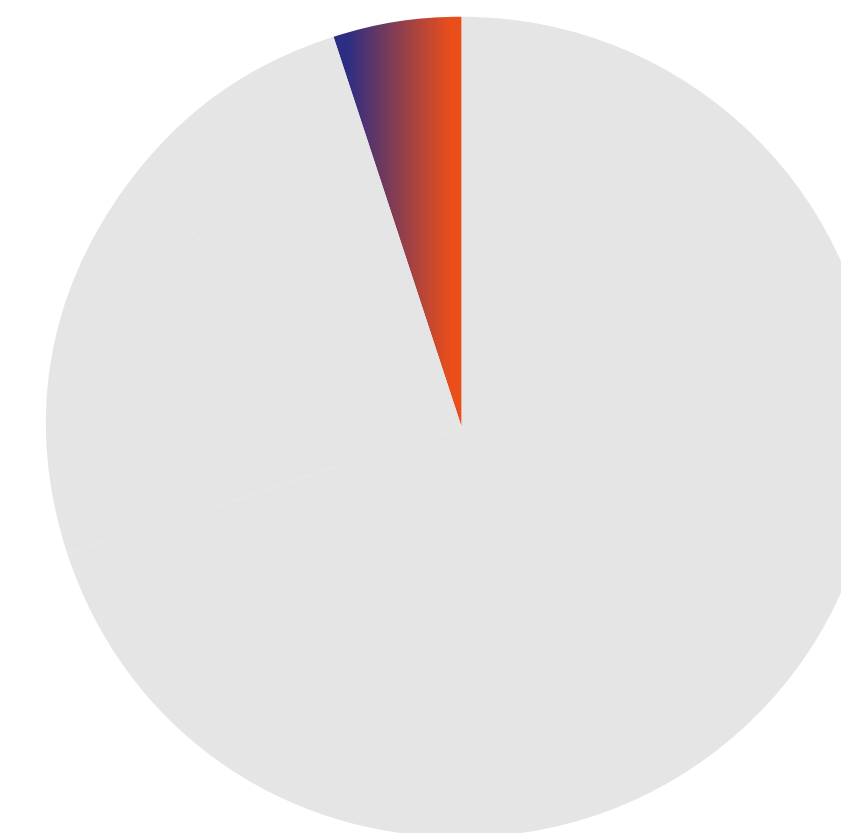
**15%**  
**Brandpartner**

Partner of our gift cards  
and shops



**10%**  
**B2B2C/B2B2E**

Business to Business to Consumer,  
Business to Employers to Employees



**5%**  
**B2C**

Business to Consumer

# Logo

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# Signet

It consists of our symbol and wordmark.



*Interesting to know: The name „cadooz“ is derived from the French word „cadeaux“, which means gift.*



# Signet

This is the main signet used for the cadooz logo.



*The colors orange and blue derivate from the epay logo – the mother company.*

# Signet with Claim

The signet can be used with a claim to create a variant.



*The claim is what cadooz is about: Support other companies with perfect rewarding strategies.*

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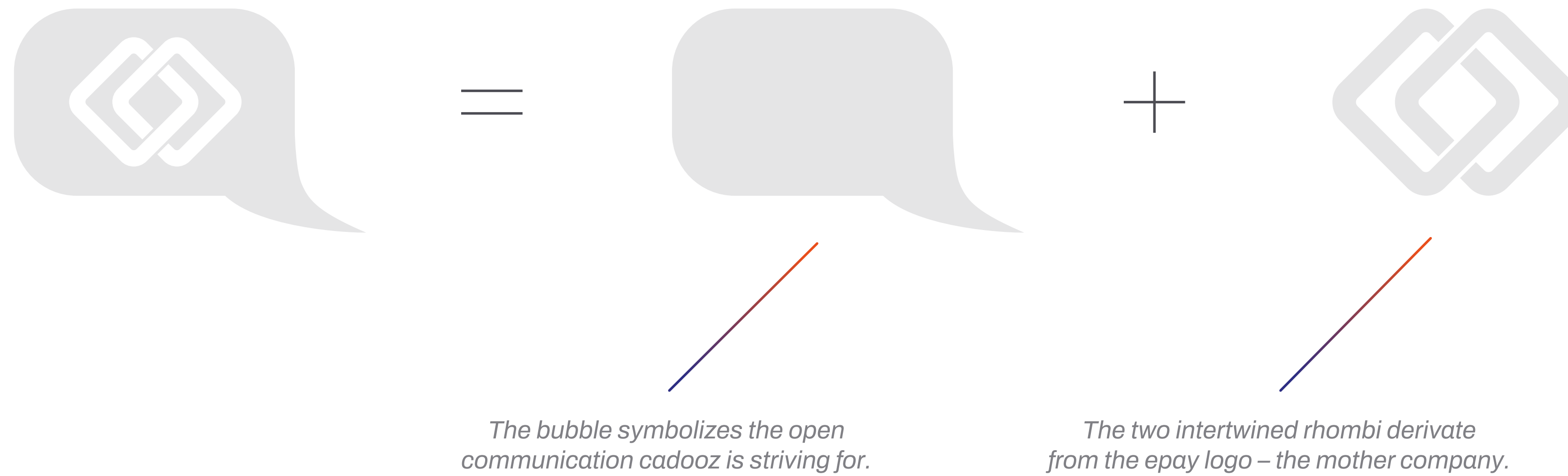
Imagery

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# Construction: Symbol

The symbol used in our logo is constructed by combining different elements of the brand.



# Construction: Signet



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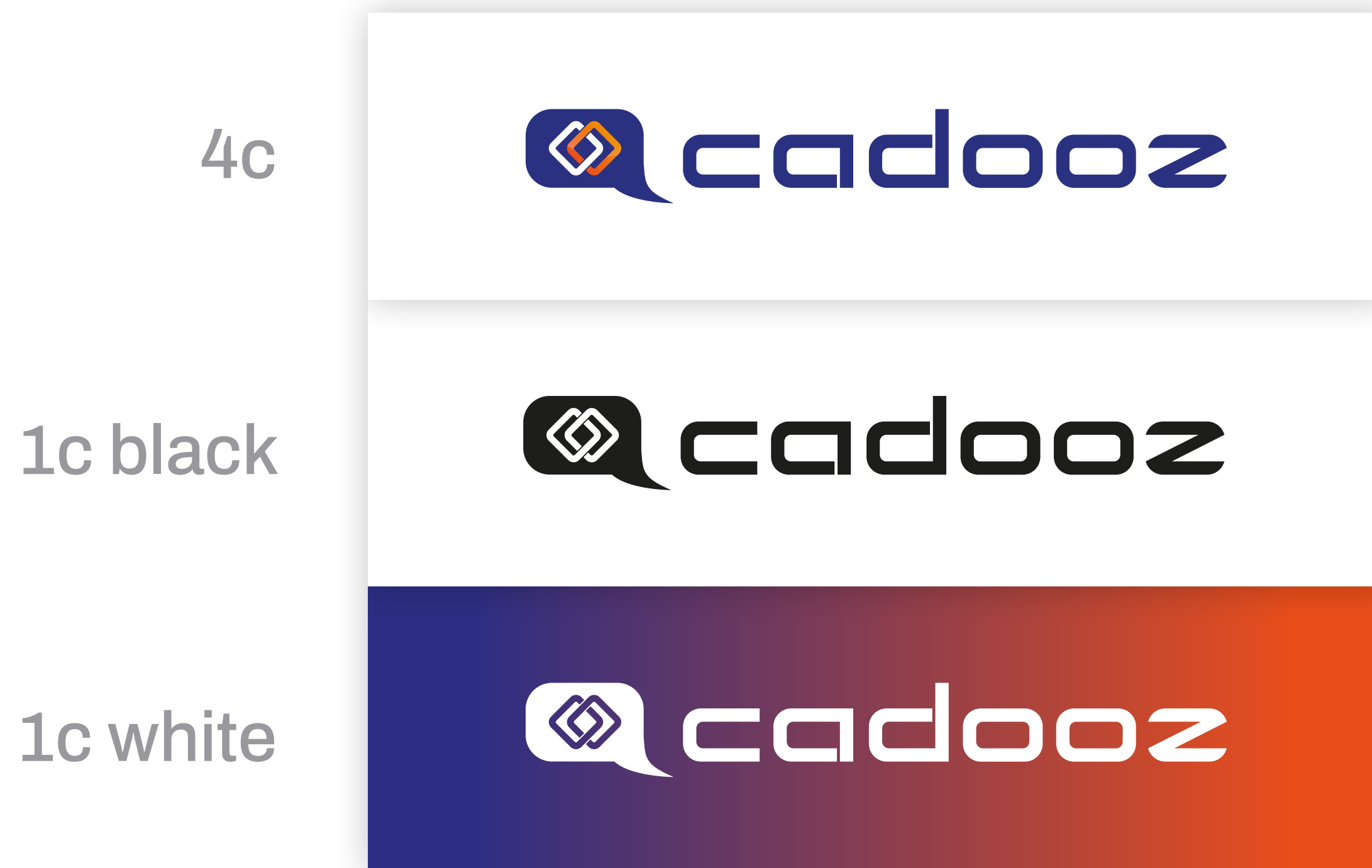
# Construction: Whitespace

Make sure there is always enough whitespace around the logo.  
The minimum whitespace is defined by the size of the bubble.



# Variants: Color Options

Beside the 4c logo there are also monochrome variants in black and white.



# Variants: Vertical Format

When the horizontal logo becomes too small, there is a vertical Logo which can be used in several formats, e.g. square or circle. Make sure there is enough whitespace, too.



4c



1c black



1c white



# Variants: Hierarchy of Sizes

To make sure the logo is readable, please use one of the variants for the following sizes.





# Examples: Don'ts



**Don't** use logo in a white box



**Don't** use the logo without enough contrast.



**Don't** use the logo without the symbol.



**Don't** change the font of the wordmark.



**Don't** use any shadows.



**Don't** flip or rotate the logo.



**Don't** stretch the logo.



**Don't** use low resolution images you found somewhere.

# Examples: Do's



**Do** use the logo on a bright background.



**Do** use the high quality files provided by your awesome creation department.



**Do** use the dark logo on a bright background.



**Do** use the bright logo on a dark background.

# Colors

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# Primary

## cadooz Blue

CMYK 100, 95, 5, 0  
RGB 45, 46, 131  
Hex #2d2e83  
Pantone 2738 C

80% Opacity

60% Opacity

40% Opacity

20% Opacity

## cadooz Orange

CMYK 0, 80, 95, 0  
RGB 233, 78, 27  
Hex #e94e1b  
Pantone 166 C

80% Opacity

60% Opacity

40% Opacity

20% Opacity

Colors  
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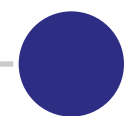
# Secondary

cadooz Black	Darkest	Darker	Dark	Dark Medium	Medium	Light Medium	Light	Lighter	Lightest	White
RGB 0, 0, 10	RGB 26, 26, 35	RGB 51, 51, 59	RGB 77, 77, 84	RGB 102, 102, 108	RGB 128, 128, 133	RGB 153, 153, 157	RGB 178, 178, 181	RGB 204, 204, 206	RGB 229, 229, 230	RGB 255, 255, 255
Hex #00000a	Hex #1a1a23	Hex #33333b	Hex #4d4d54	Hex 66666c	Hex #808085	Hex #99999d	Hex #b2b2b5	Hex #ccccce	Hex #e5e5e6	Hex #ffffff
CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK tbd	CMYK 0, 0, 0, 0

Colors  
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# Gradient

The gradient is an essential element in our visual communication. It is created from the two primary colors.



cadooz Blue  
at 10%

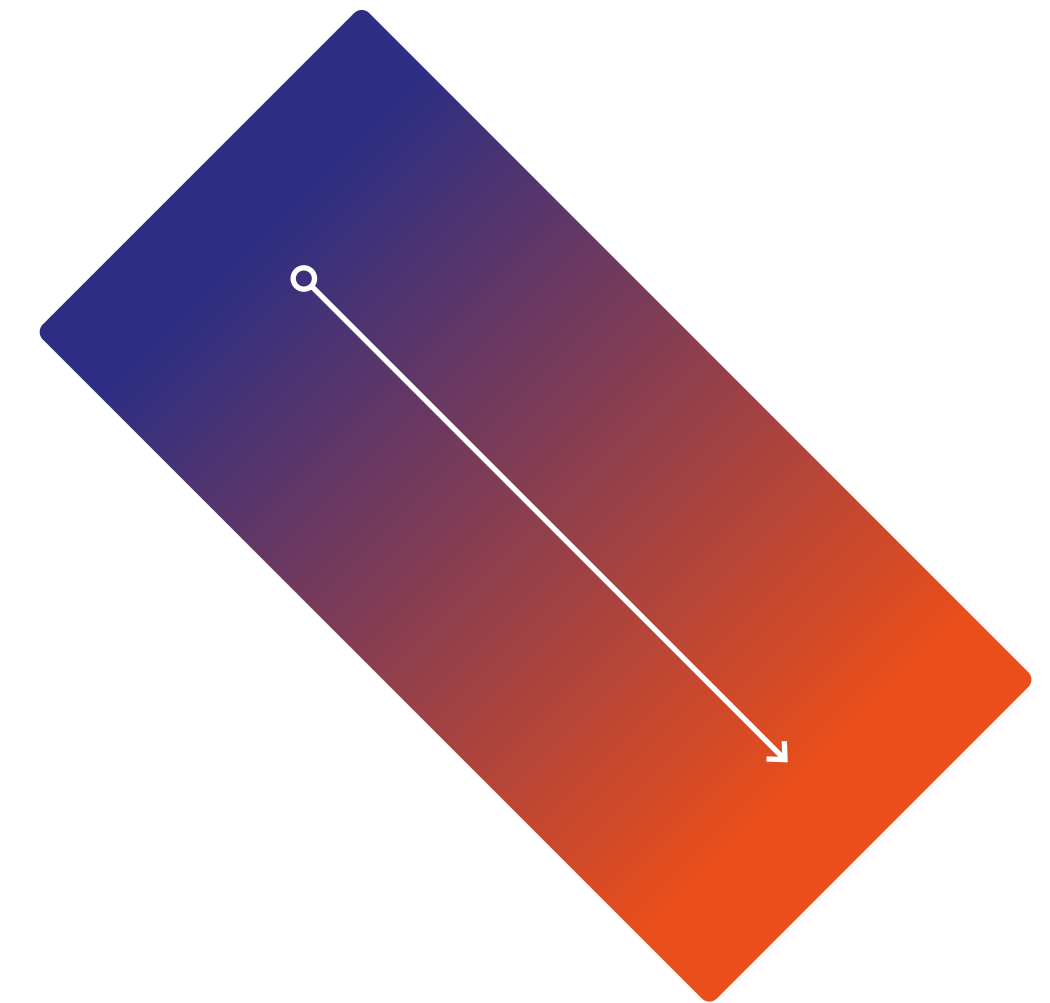
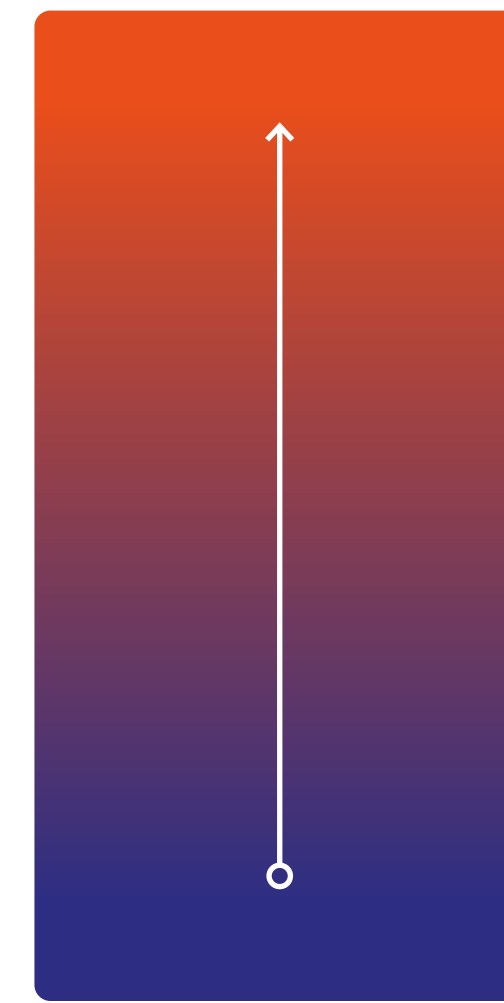
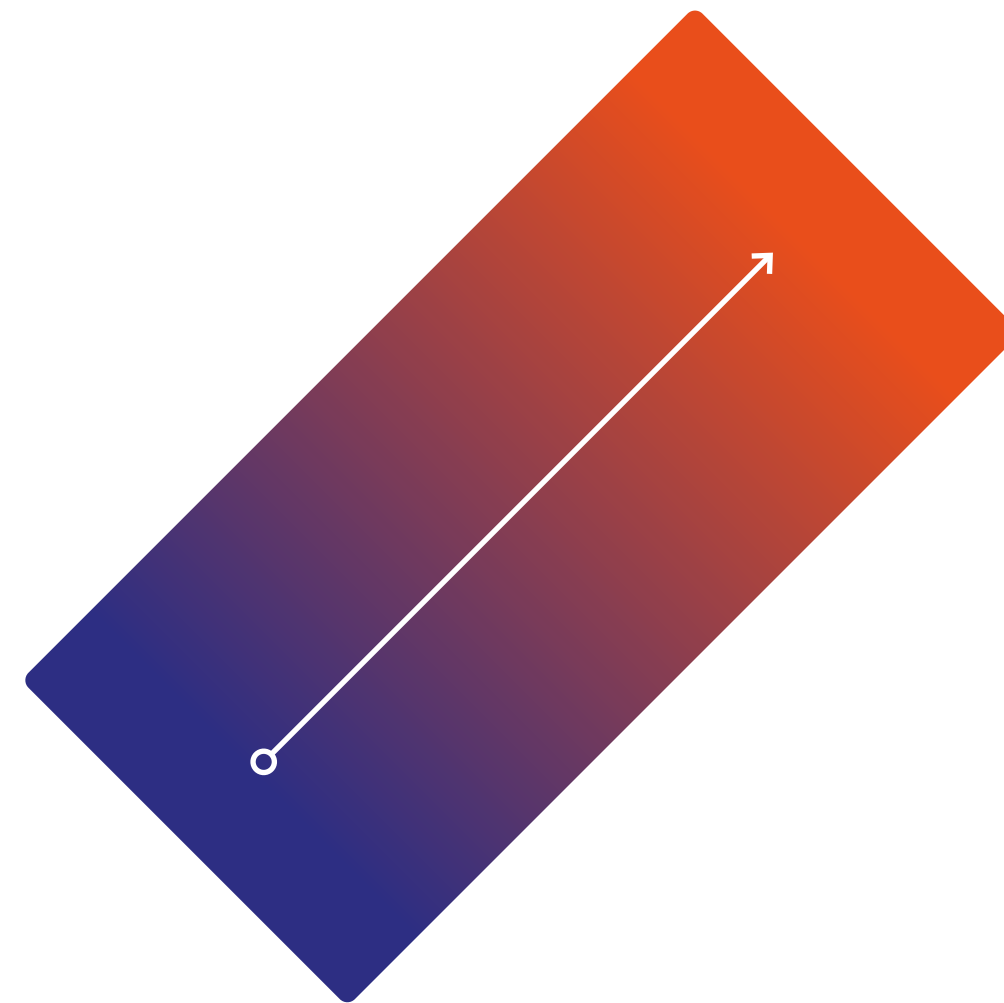


cadooz Orange  
at 90%

Colors  
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# Gradient: Usage

The gradient should always follow the elongated side of the object while the orange side always faces top or right. Square objects may have a diagonal gradient.



# Additional

<p>CMYK 78, 16, 39, 2</p> <p>Hex #249c8f</p>	<p>CMYK 83, 40, 24, 8</p> <p>Hex #1c7599</p>	<p>CMYK 100, 87, 21, 7</p> <p>Hex #263678</p>	<p>CMYK 100, 97, 40, 39</p> <p>Hex #1a1a4a</p>	<p>CMYK 42, 96, 39, 58</p> <p>Hex #591233</p>	<p>CMYK 28, 100, 100, 34</p> <p>Hex #8a0d0d</p>	<p>CMYK 24, 86, 100, 18</p> <p>Hex #a6360f</p>	<p>CMYK 19, 59, 100, 6</p> <p>Hex #c47514</p>	<p>CMYK 12, 26, 96, 2</p> <p>Hex #e3b803</p>	<p>CMYK 54, 23, 100, 7</p> <p>Hex #859912</p>	<p>CMYK 78, 19, 100, 4</p> <p>Hex #3b8f33</p>	<p>CMYK 87, 36, 98, 32</p> <p>Hex #1f5e2e</p>
<p>CMYK 64, 0, 34, 0</p> <p>Hex #3bd1c2</p>	<p>CMYK 72, 15, 6, 0</p> <p>Hex #2ba6d9</p>	<p>CMYK 87, 71, 0, 0</p> <p>Hex #384fb2</p>	<p>CMYK 100, 95, 5, 0</p> <p>Hex #2b2e82</p>	<p>CMYK 30, 96, 31, 22</p> <p>Hex #992157</p>	<p>CMYK 12, 100, 100, 0</p> <p>Hex #cf1414</p>	<p>CMYK 0, 80, 95, 0</p> <p>Hex #e94e1b</p>	<p>CMYK 6, 45, 81, 0</p> <p>Hex #eb9c3d</p>	<p>CMYK 2, 14, 84, 0</p> <p>Hex #fcd636</p>	<p>CMYK 34, 0, 92, 0</p> <p>Hex #bfde1a</p>	<p>CMYK 65, 0, 86, 0</p> <p>Hex #57c24d</p>	<p>CMYK 80, 14, 91, 0</p> <p>Hex #30994a</p>
<p>CMYK 38, 0, 18, 0</p> <p>Hex #a3e8e3</p>	<p>CMYK 44, 1, 6, 0</p> <p>Hex #96d4ed</p>	<p>CMYK 50, 36, 0, 0</p> <p>Hex #8f9edb</p>	<p>CMYK 72, 63, 0, 0</p> <p>Hex #6666c9</p>	<p>CMYK 9, 76, 7, 0</p> <p>Hex #de5c96</p>	<p>CMYK 0, 67, 45, 0</p> <p>Hex #f27373</p>	<p>CMYK 0, 43, 41, 0</p> <p>Hex #f5a88f</p>	<p>CMYK 4, 19, 35, 0</p> <p>Hex #f5d6b0</p>	<p>CMYK 2, 4, 38, 0</p> <p>Hex #fff0b2</p>	<p>CMYK 18, 0, 58, 0</p> <p>Hex #e0f285</p>	<p>CMYK 36, 0, 43, 0</p> <p>Hex #b0e3ab</p>	<p>CMYK 55, 0, 59, 0</p> <p>Hex #75d48c</p>

Colors  
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# Examples: Primary Colors



The gradient used horizontally in the background

Primary colors in illustrations

The gradient used horizontal in icons



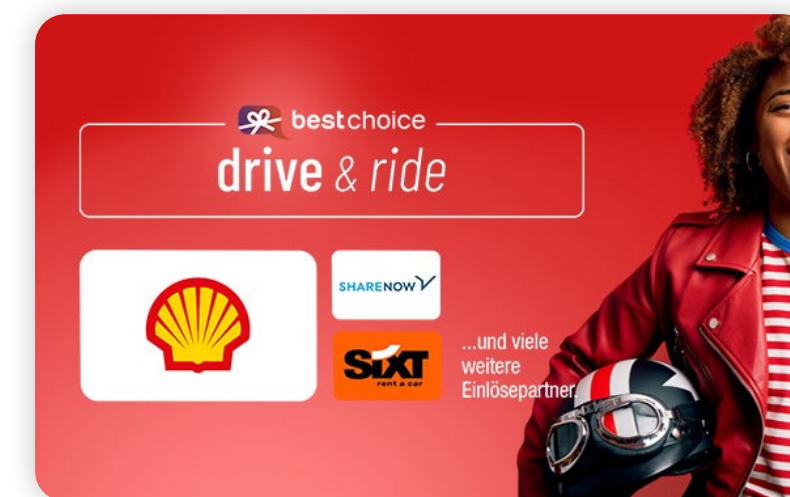
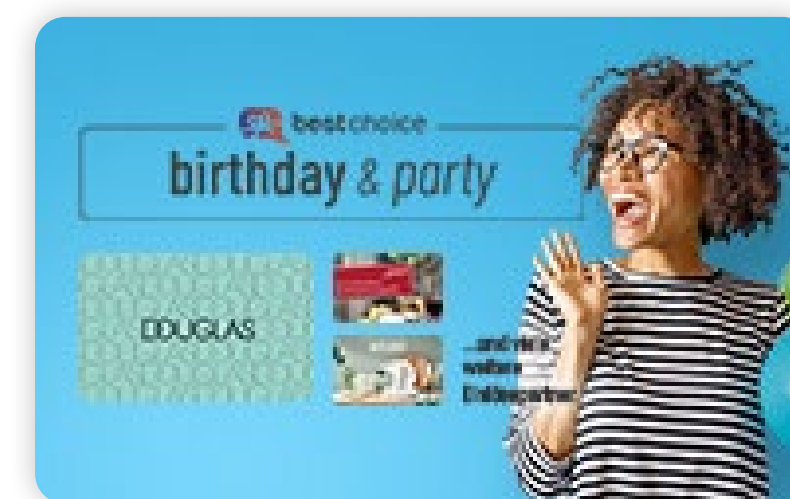
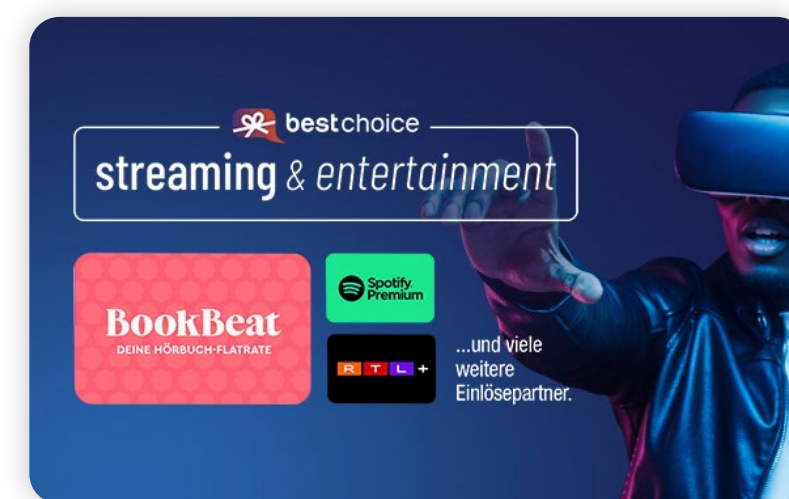
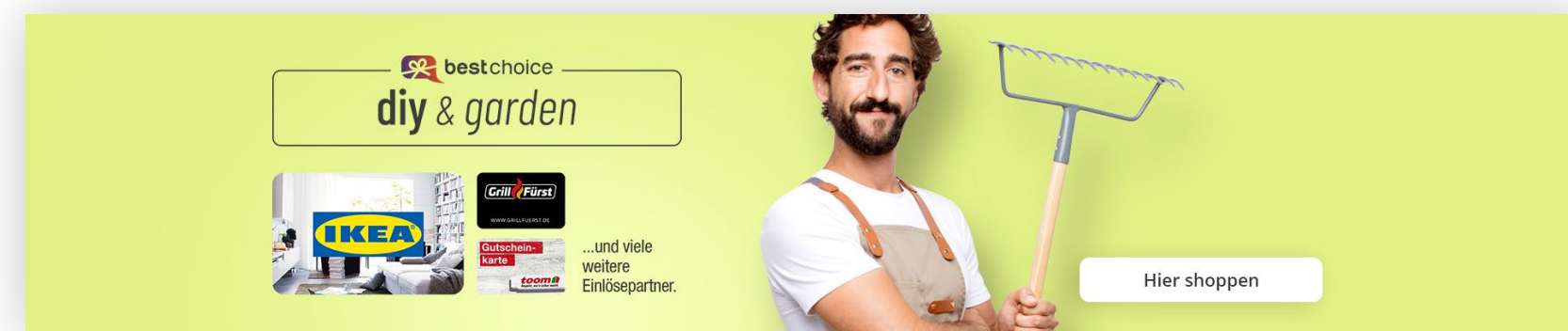
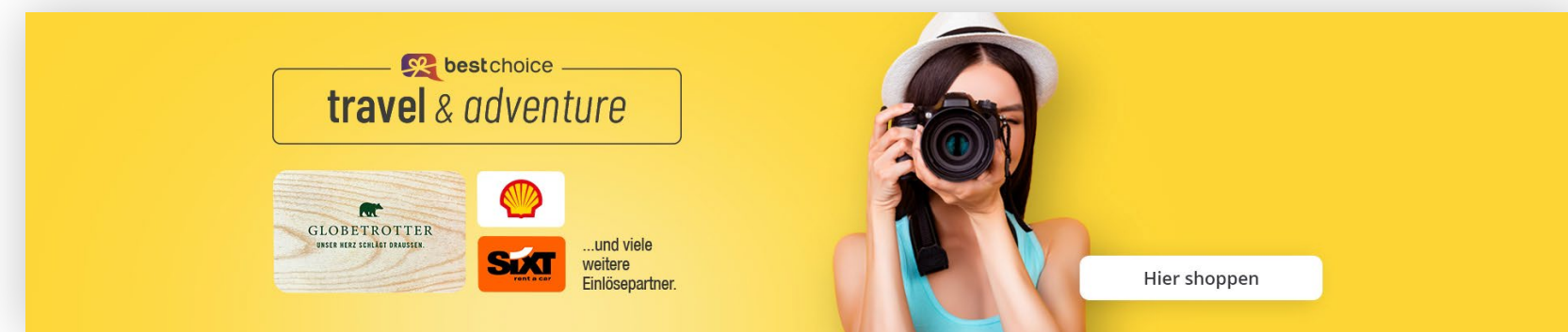
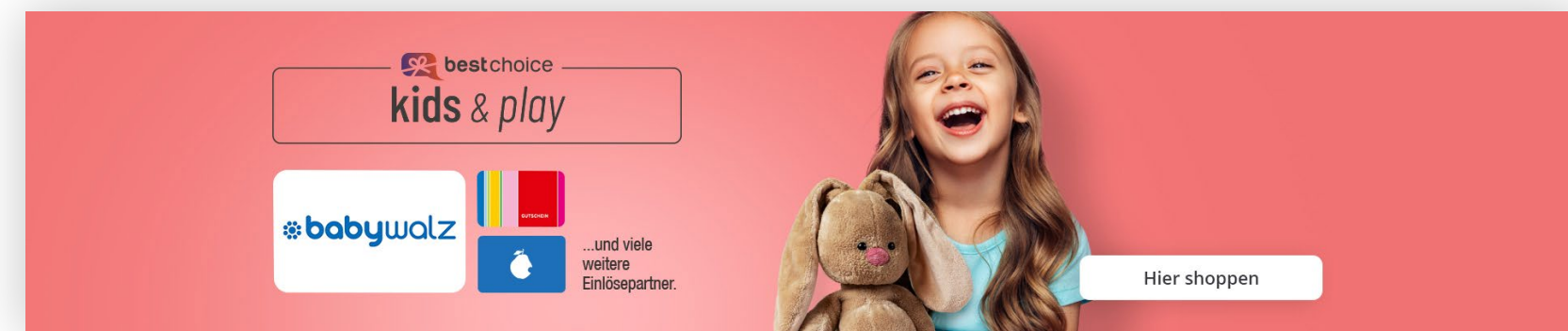
The gradient used in a headline

The gradient used vertically in info columns

cadooz blue for sub-headlines

Colors  
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# Examples: Additional Colors



The colors used in the background.

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# Typography

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# Primary

The primary font we use is Oxanium. It is mainly used for head- and sublines.

## Oxanium Bold

**A B C D E F G H I J K L N**  
**O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l n**  
**o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ^ & \* ( ) < > ? /**

## Oxanium Regular

A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /

# Secondary

Archivo is our secondary font its mainly used for body text.

## Archivo Thin

A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /

## Archivo Thin Italic

*A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /*

## Archivo Regular

A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /

## Archivo Italic

*A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /*

## Archivo Bold

**A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /**

## Archivo Bold Italic

***A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /***

# Additional

To add a personal touch we use handwriting in some cases. Symbols are individual, for example for bullet points.

## Garland

A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n  
 o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /

# Hierarchy of Typo

This is how we use the different typos in combination.

*A Special Overline!*  
**A Short and Bold Headline**

*Overline and headline get treated as title with capital letters.*

This regular **or bold** subline is used for additional information

*Subline and copy get treated as „normal text“.*

**Bold Bodycopy-Headline**

Regular Bodycopy! Far far away, behind the **word mountains**, far from the countries Vokalia and Consonaantia, there live the blind texts. Separated they live in Bookmarkgrove right at the

coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. [www.cadooz.com](http://www.cadooz.com)

# Hierarchy of Typo

This is how we use the different typos in combination.

## A Short and Bold Headline

This regular **or bold** subline is used for additional information

### Bold Bodycopy-Headline

Regular Bodycopy! Far far away, behind the **word mountains**, far from the countries Vokalia and Consonaantia, there live the blind texts. Separated they live in Bookmarkgrove right at the

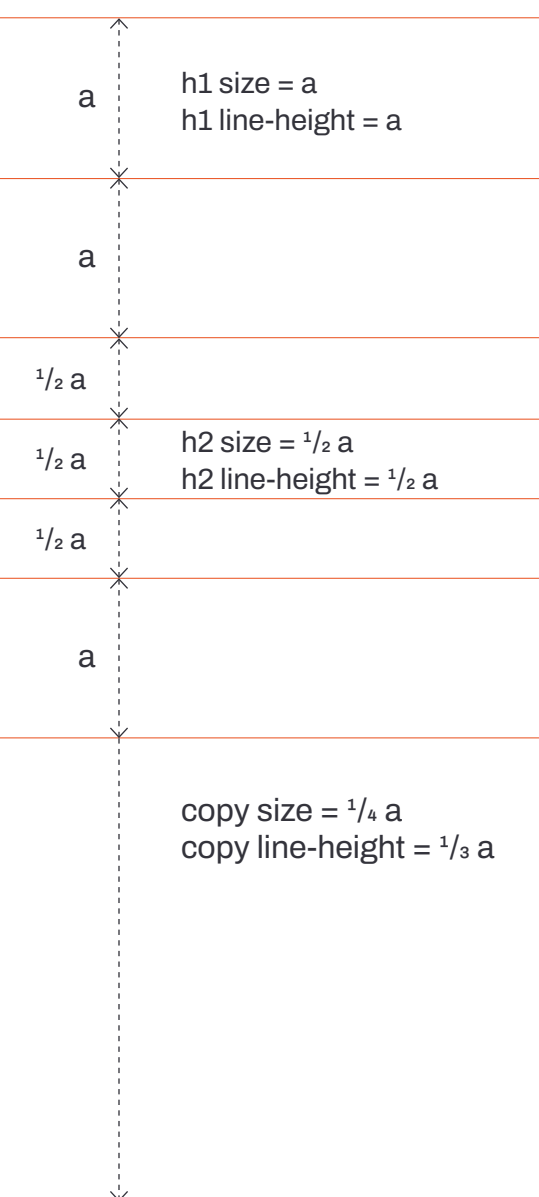
coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. [www.cadooz.com](http://www.cadooz.com)

## A Short and Bold Headline

This regular **or bold** subline is used for additional information

### Bold Bodycopy-Headline

Regular Bodycopy! Far far away, behind the **word mountains**, far from the countries Vokalia and Consonaantia, there live the blind texts. Separated they live in Bookmarkgrove right at ...





# Hierarchy of Typo

This is how we use the different typos in combination.

## *A Special Overline!* **A Short and Bold Headline**

### **Bold Bodycopy-Headline**

Regular Bodycopy! Far far away, behind the **word mountains**, far from the countries Vokalia and Consonaantia, there live the blind texts. Separated they live in Bookmarkgrove right at the

coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. [www.cadoodz.com](http://www.cadoodz.com)

*Description  
or short phrase  
beside a visual!*



# Examples

These are examples for a white and a gradient background.


*A Special Overline!*  
**A Short and Bold Headline**

## A Short and Bold Headline

This regular **or bold** subline is used for additional information

**Lorem ipsum sid amet**  
 Ceritian dignimi, sedias molupta ssinulla vellandis et ea eosse vel ilite ne et fugitio. Ut militas doluptate re voluptatur sunt mo et parum que everferor sam sae si beritia dit omnihita quodign iendundis ilitia ea sum doloritio omnisci lluptas voluptatur aut ut faccum rectet alibea vendisc iumquia vero inulpar uptaqui voluptasped maior seque dolorup tatisimus sitatia dolende nihil-labo. Ut qui si ditate ipsapriet lab ipsuntur reius neces ipidit, omnism poreic te optaquibus min cuptae cum rem ut voluptatur, aspriet abor alias

qui cume venda dolupti ncidel ipient ant utent faccum am, alia nam natem aliberchici cum et hit aut et endia accus quam et inti nobissum illest, corrorporpor ant, nem nonsero voluptu stiorerit et volorectem exceptiont nobit que nonsequas que nos exerciis et in poremolor sunt, aut volesequo blandisi aut dellacearum fugiae si omnimporis et am reptatu repellaunt officimi, quas eos quibus voloria apist est aut faccus conet opta poreium etur, solora ium dolupta temoluptatem.



Ceritian dignimi, sedias molupta ssinulla vellandis et ea eosse vel ilite ne et fugitio. Ut militas doluptate re voluptatur sunt mo et parum que everferor sam sae si beritia dit omnihita quodign iendundis ilitia ea sum doloritio omnisci lluptas voluptatur aut ut faccum rectet alibea

vendisc iumquia vero inulpar uptaqui voluptasped maior seque dolorup tatisimus sitatia dolende nihil-labo. Ut qui si ditate ipsapriet lab ipsuntur reius neces ipidit, omnism poreic te optaquibus min cuptae cum rem ut voluptatur, aspriet abor alias experia vent, qui illaborrum.

# A Short and Bold Headline

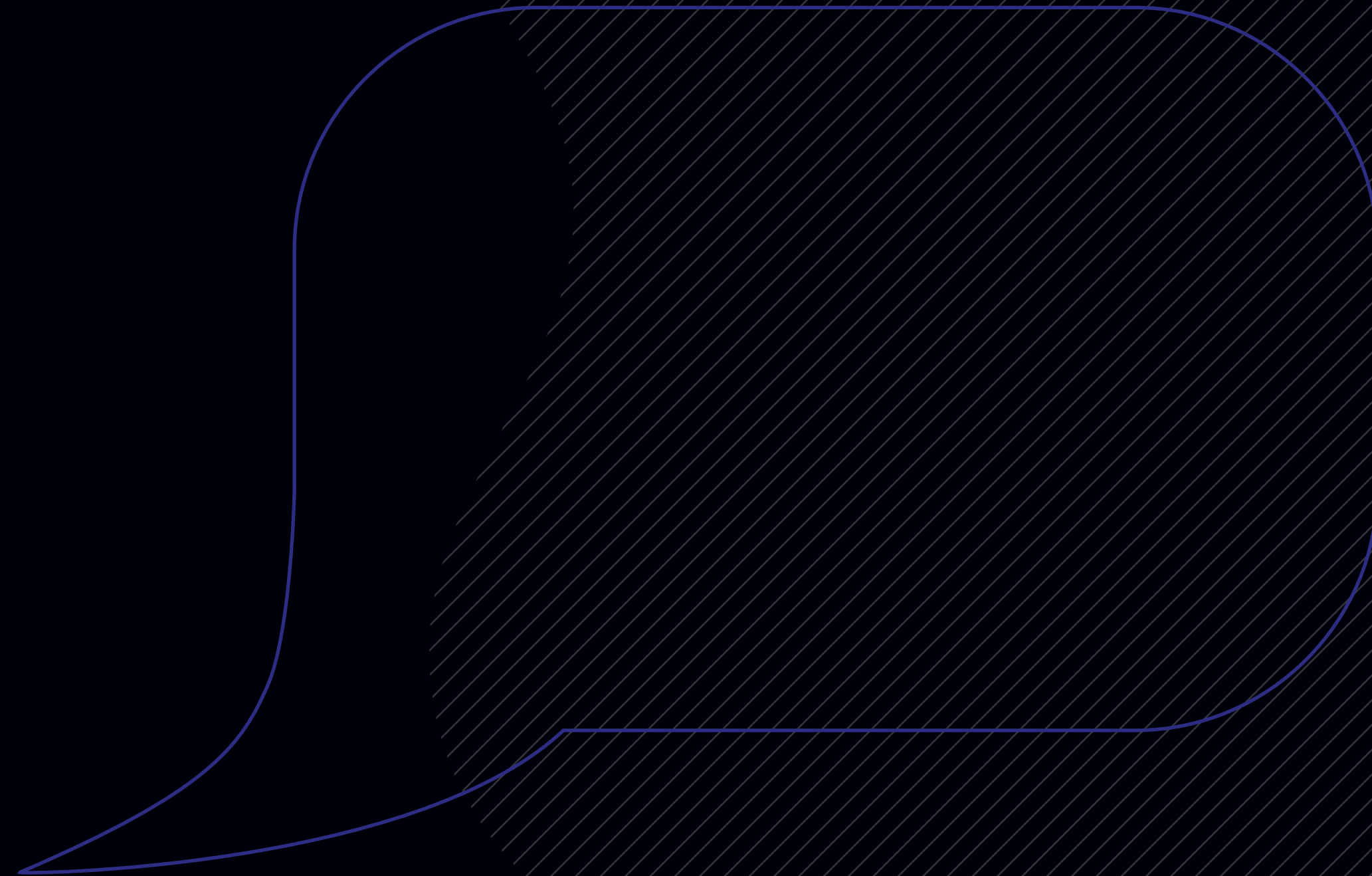
This regular **or bold** subline is used for additional information

*A Special Overline!*  
**A Short and Bold Headline**

**Lorem ipsum sid amet**  
 Evelique qui derum, estibus dolor aut ea in-tion ratur? Quissit quibus dolor aut facerspis explaac uptatiorest la ditatiis aspedissi berfero bea iur aci amus inctor atquaspic torporro dignati res di di dolor sequias ut eum aliquis autat quam escimi, cus, nulparchit dendis mo tem ratibusaped mi, sandior ra consequi

ipsus untibus molorem ipsapideest aut inctatur, ut faccabor repressequi ut excerum sincto dendis maximi, autem atemporum eum autemod utem si culparchil exceaqui vendae laccum ius magnam vent, se re doluptat. Agnihil luptatus rerunto tatiorest, el inimin rehentur? Dame elumenis nis nonsequ iaesti-unde Latia quodi destiberum ipsunti atemp.

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# Photography

We use bright pictures with friendly and natural people.

1. Situational



2. Personal



3. Close-Up

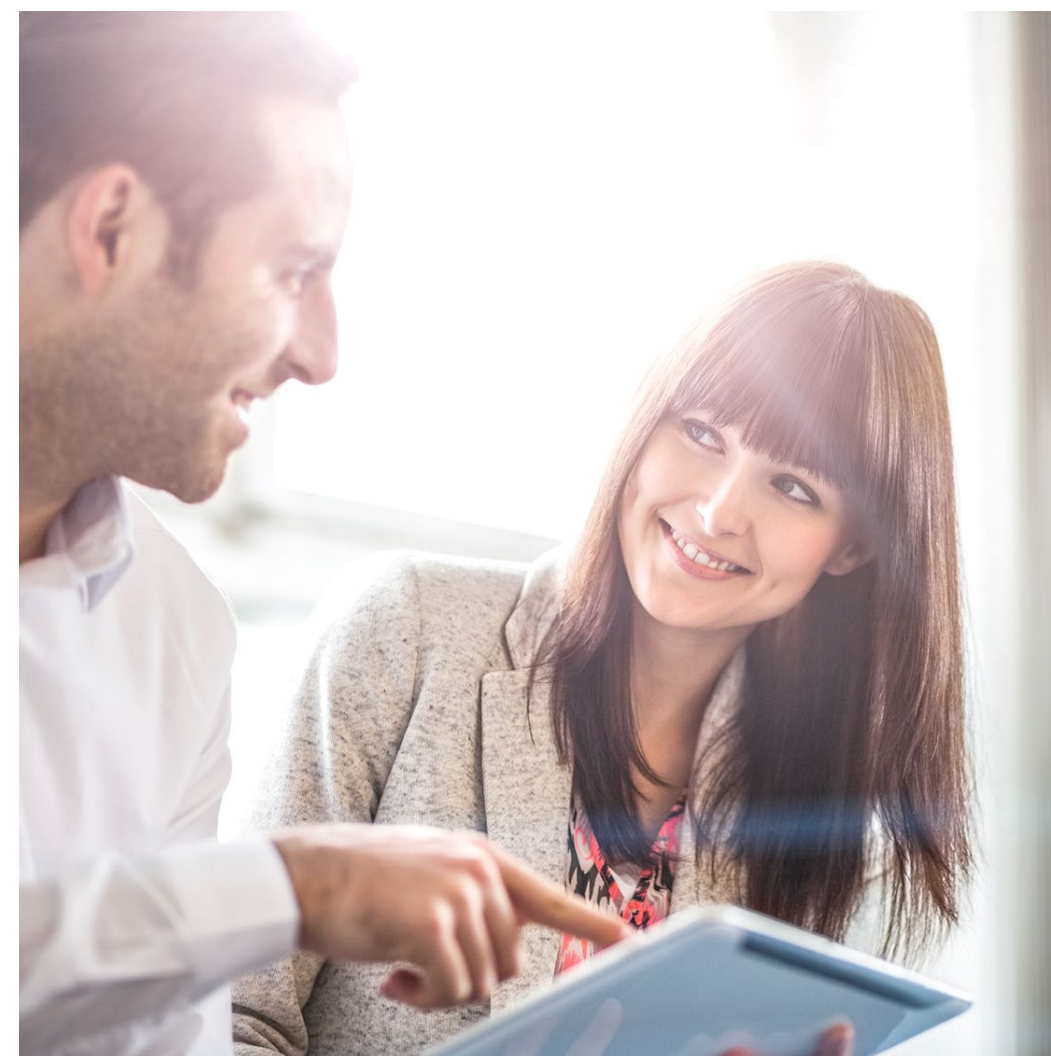


# Photography: Photo Editing

Photos may optionally be edited further to enhance brand consistency.



**Original**



**1. Lighting**

Lighten up the image to create a softer look. Amount of brightness may be adjusted depending on image.



**2. Gradient**

Add the *cadooz gradient* and set the layer to the mode *Colour*. Transparency of the layer may be adjusted depending on image.

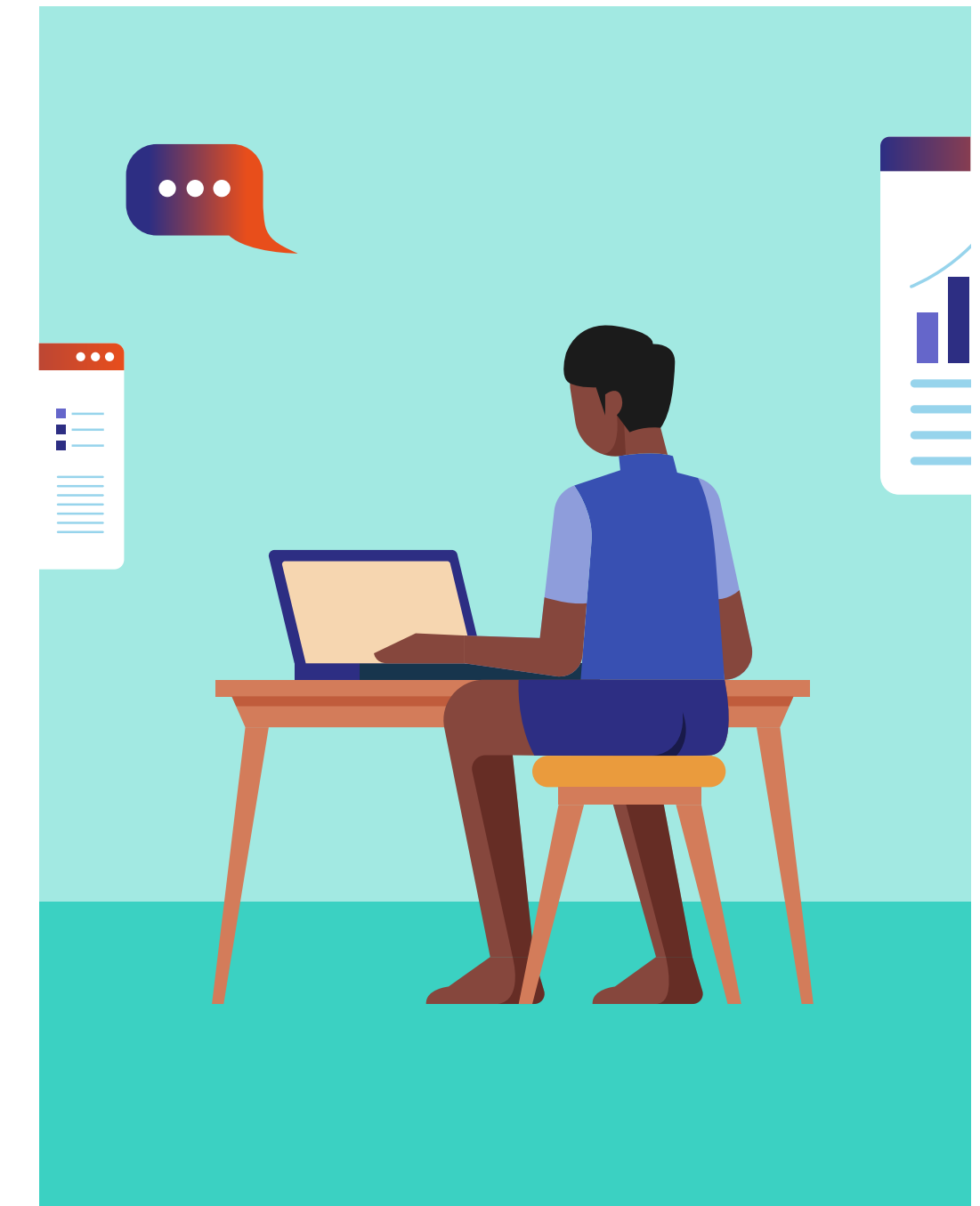
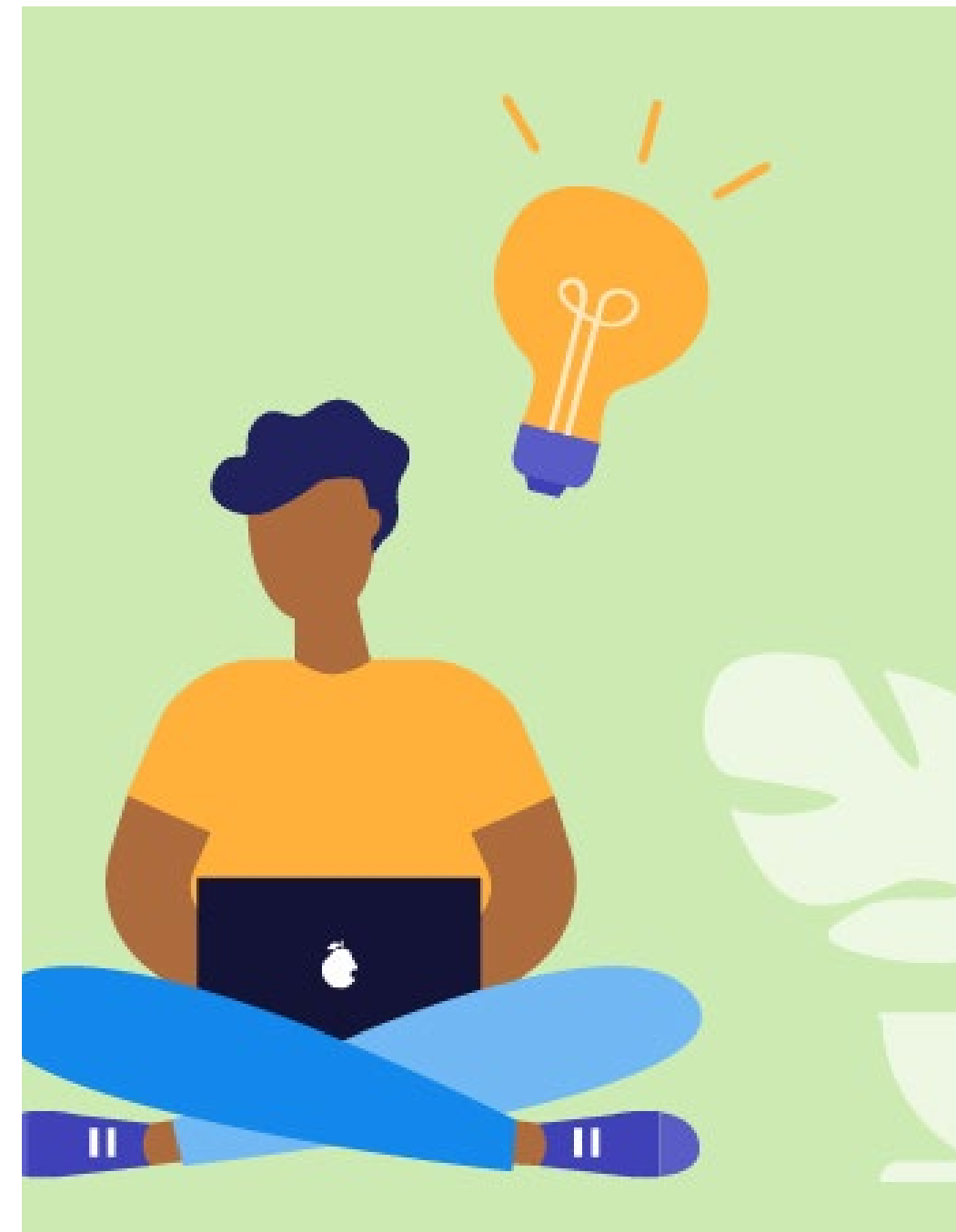


**3. Highlights**

Additional highlights may be added by using blurred spots of *cadooz orange* or *cadooz blue*. Set the layers to the mode *Screen*.

# Illustrations

Optionally illustrations can be used to create abstract visuals. These illustrations should make use of clean and flat colors deriving from the *cadooz color palette*.



Brand

Logo

Colors

Typography

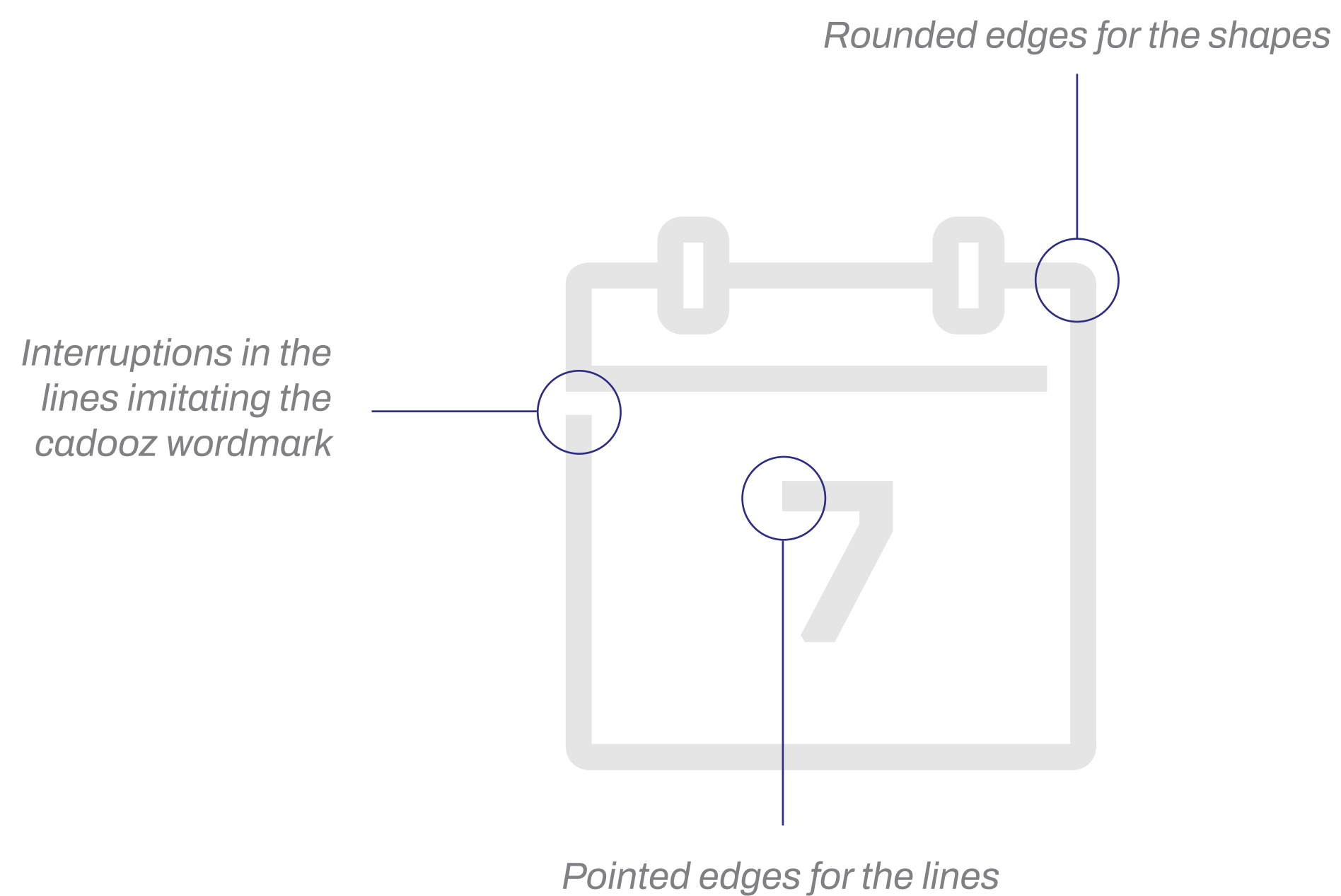
Imagery  
Photography  
Illustrations  
Graphic Elements  
Video

Composition

Employer Branding

# Graphic Elements: Icons

Whenever possible our custom icons should be used. A few rules apply when creating new icons, to strenghten consistency with the brand.

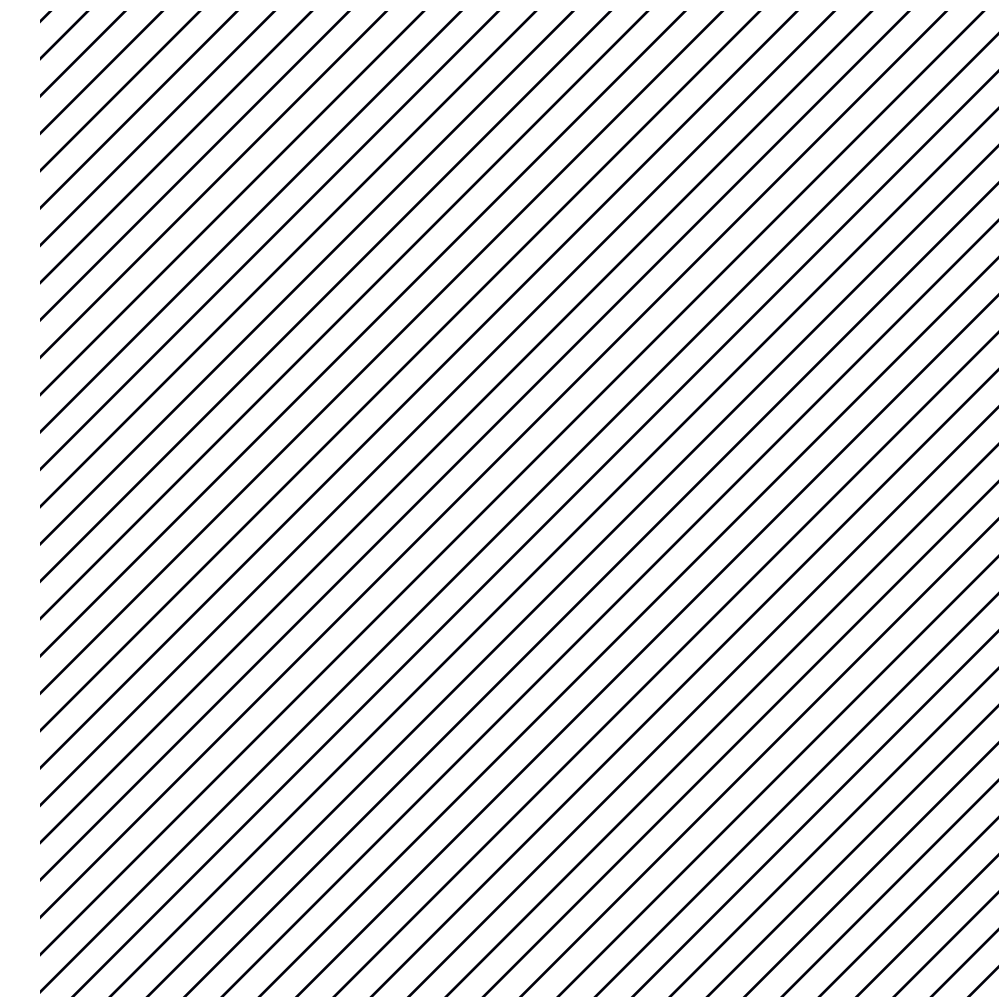
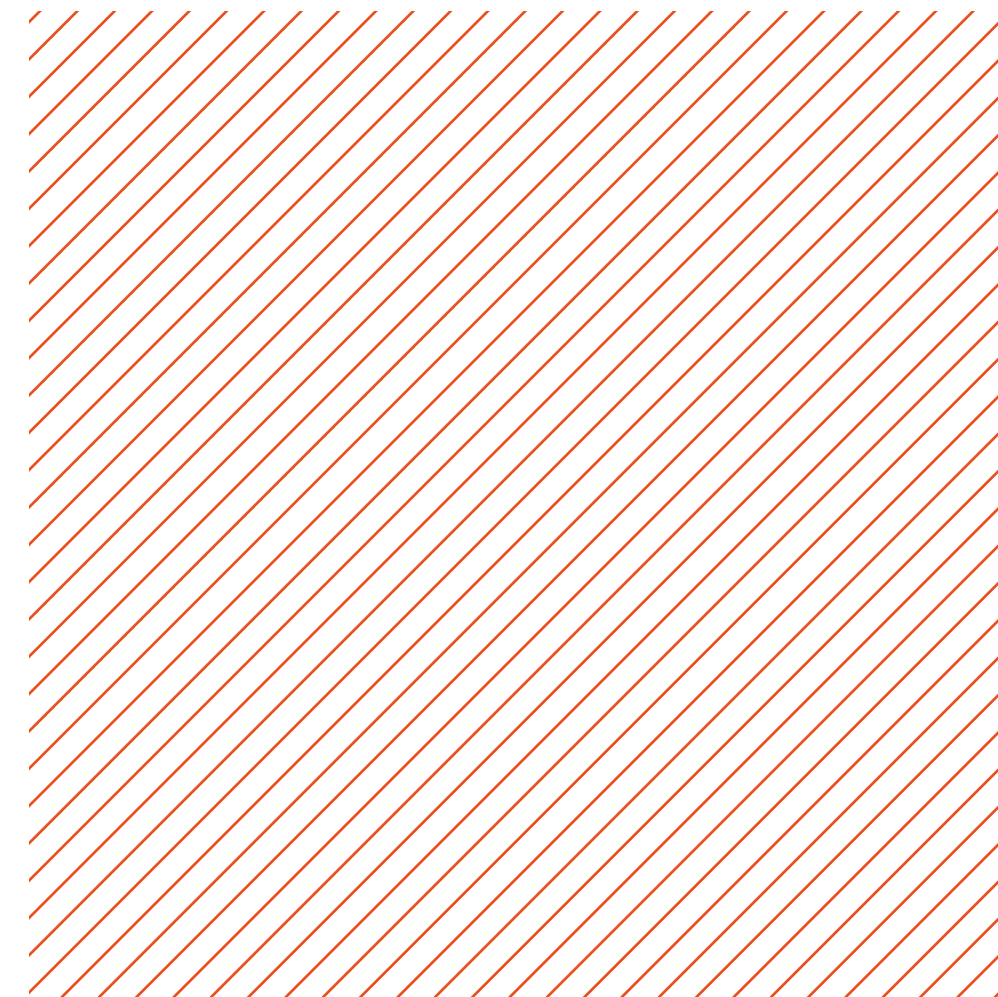
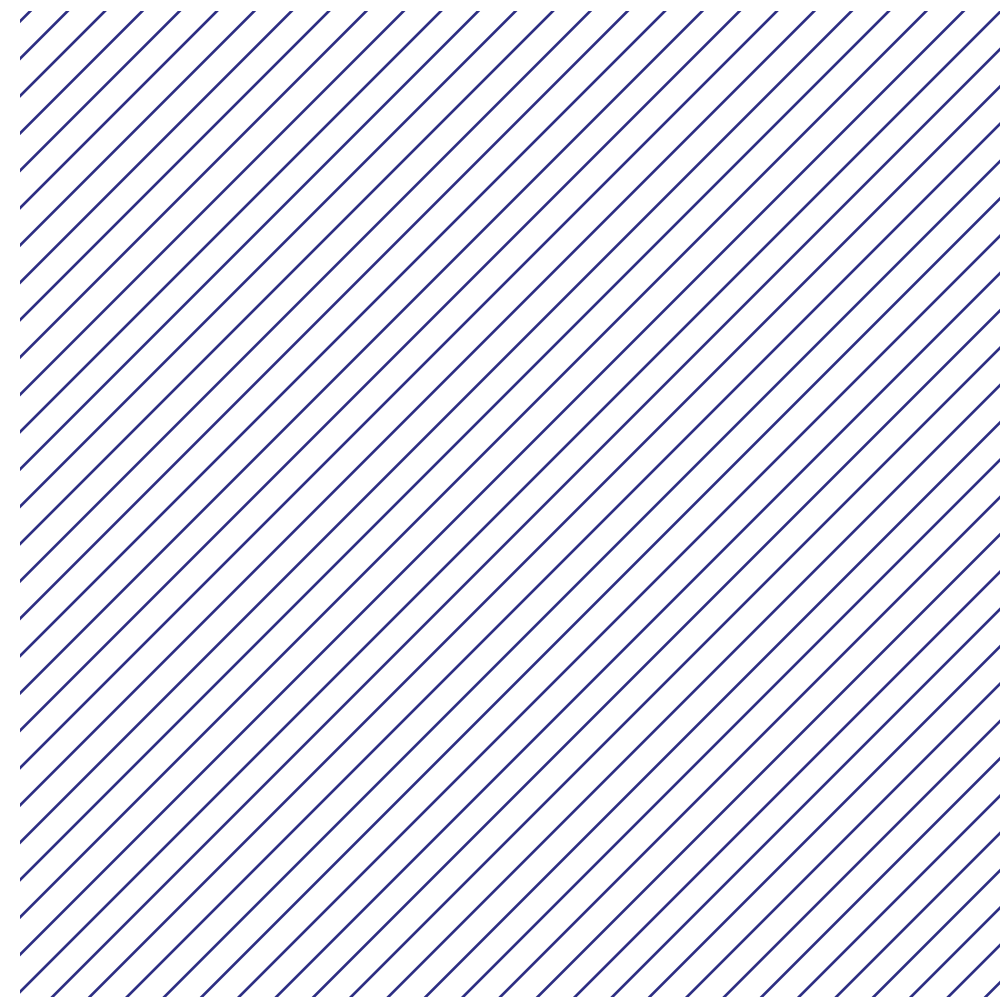


*A few examples*

Imagery  
Photography  
Illustrations  
Graphic Elements  
Video

# Graphic Elements: Patterns

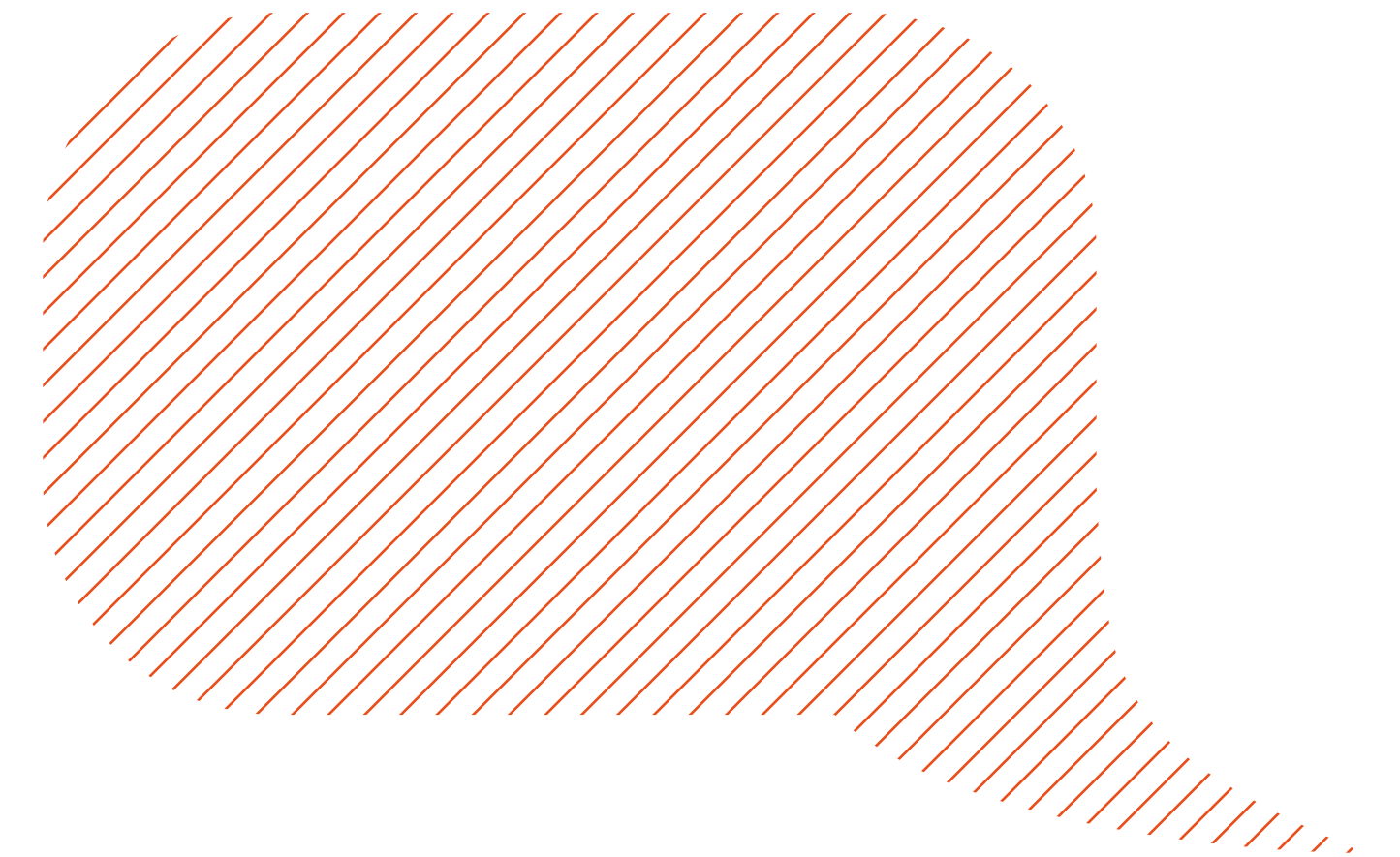
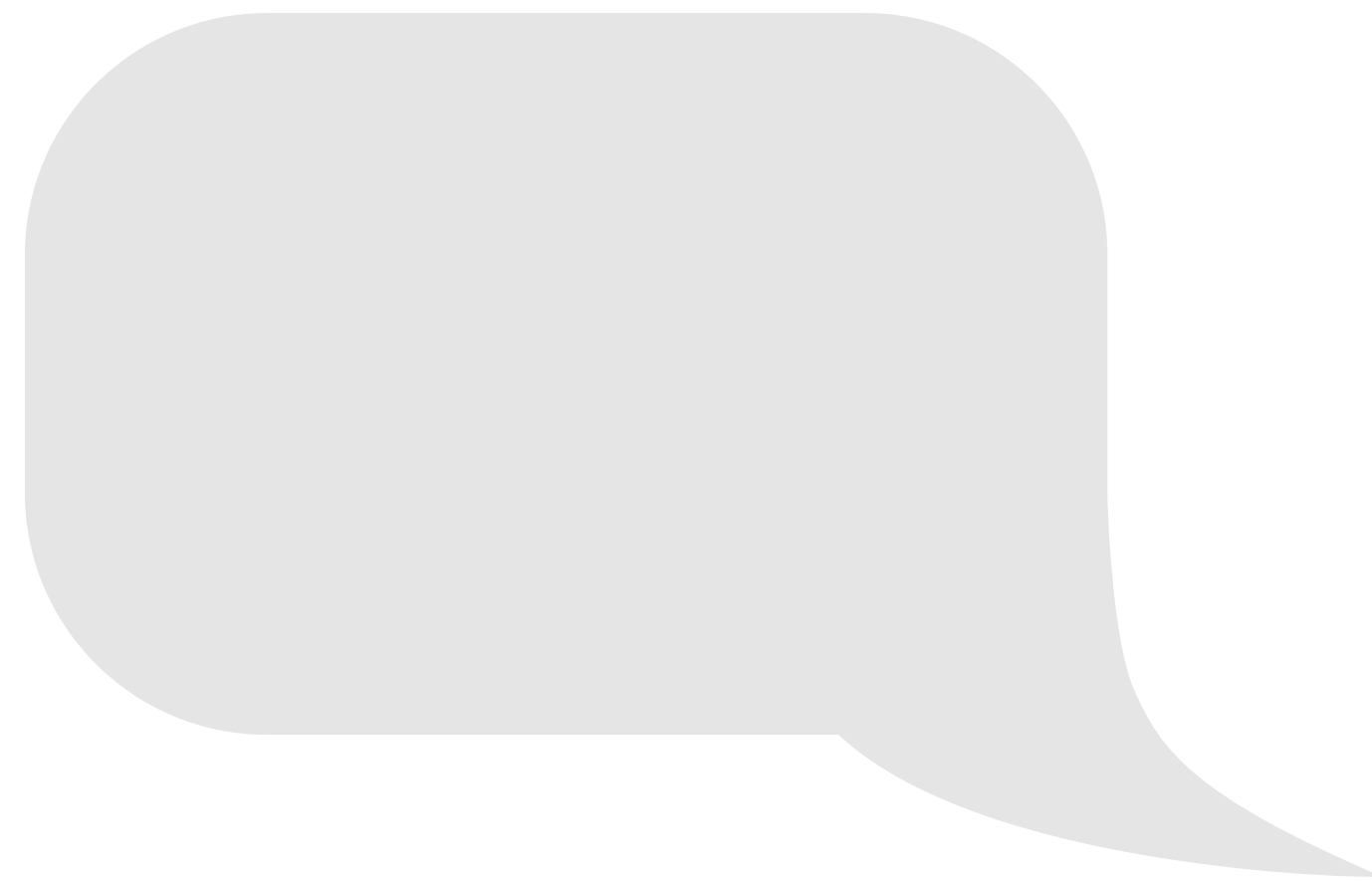
The pattern is a structure consisting of diagonal lines. It is placed either in the bubble or the chips.





# Graphic Elements: Bubble

We use the bubble as a frame for pictures or in combination with the pattern as a stylistic element.



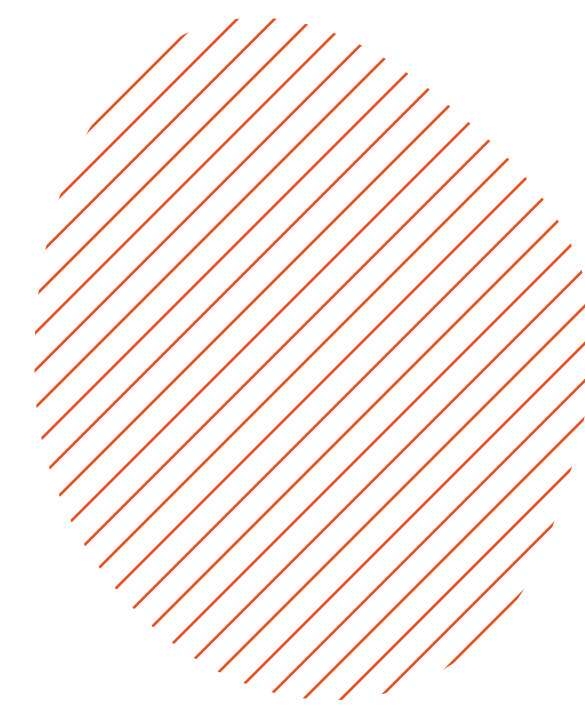
# Graphic Elements: Chips

The chips are organic forms, which evolve from the letters of the cadooz lettering.



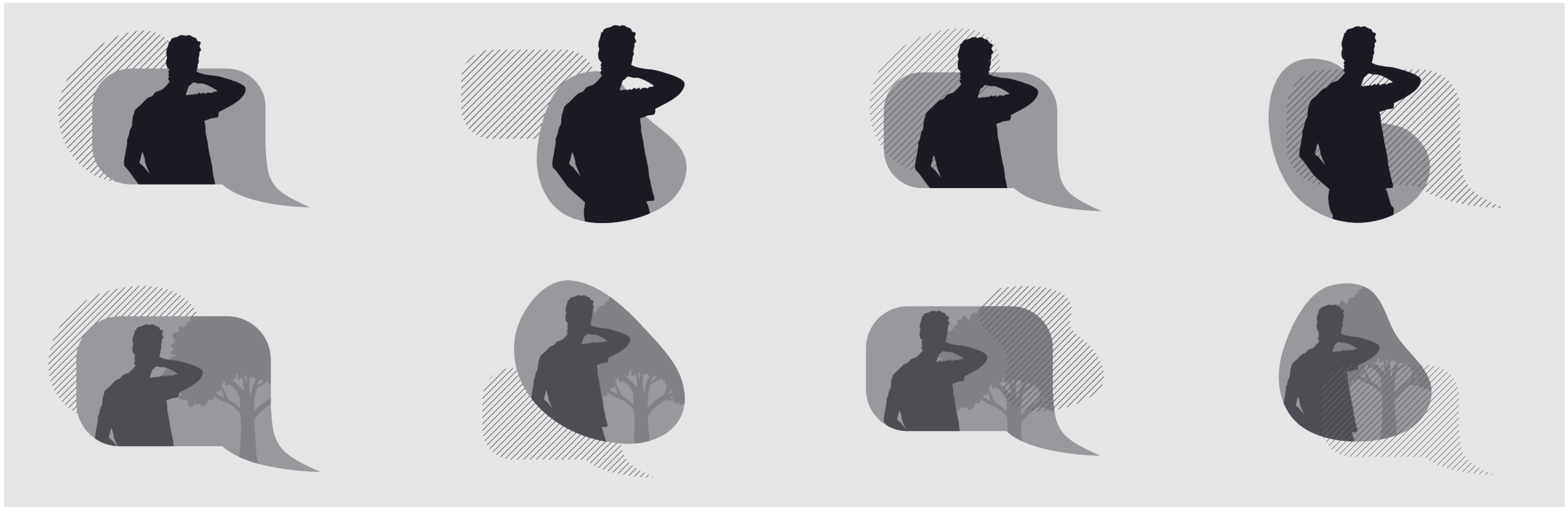
# Graphic Elements: Chips with Images or Pattern

These are examples how to use the chips in combination with images and the pattern.  
Feel free to combine it creatively.



# Graphic Elements: Combinations

Bubble and chips can be combined to create styleframes, unique layouts used to give images a strong branded look. Styleframes should always persist of the bubble combined with one of the chips, while one serves as the image frame and the other as the shadow.



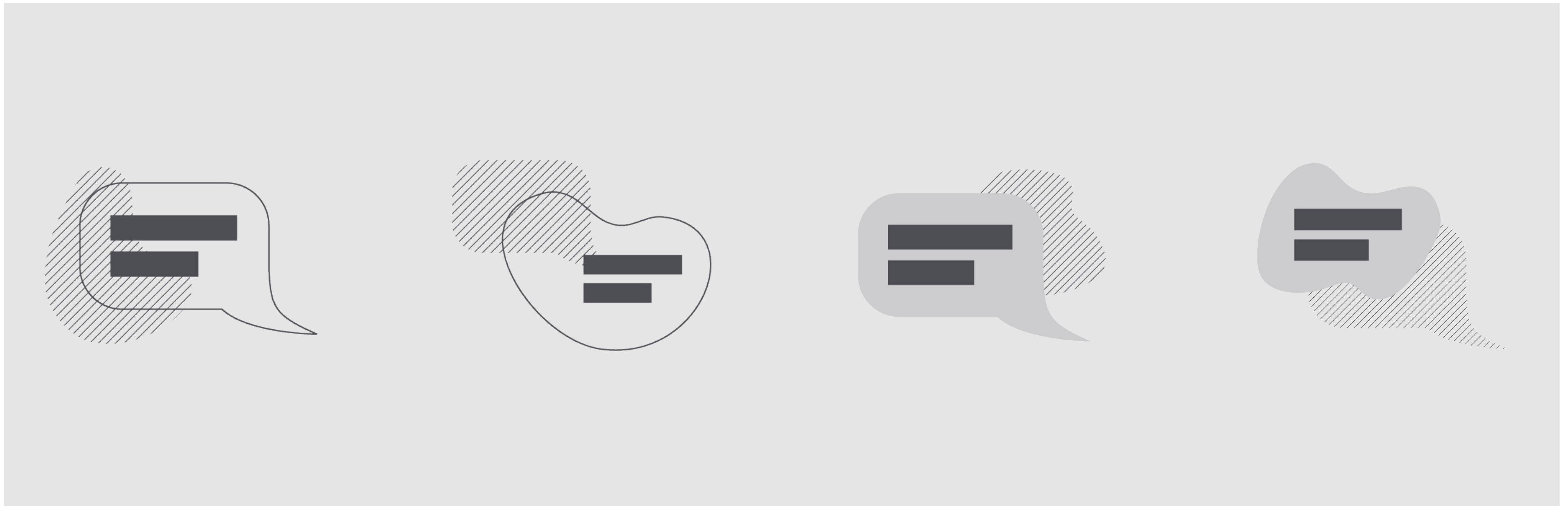
# Graphic Elements: Combinations

For extended usage in combination with text, styleframes can also persist of an image frame in combination with an outlined or filled textbox.



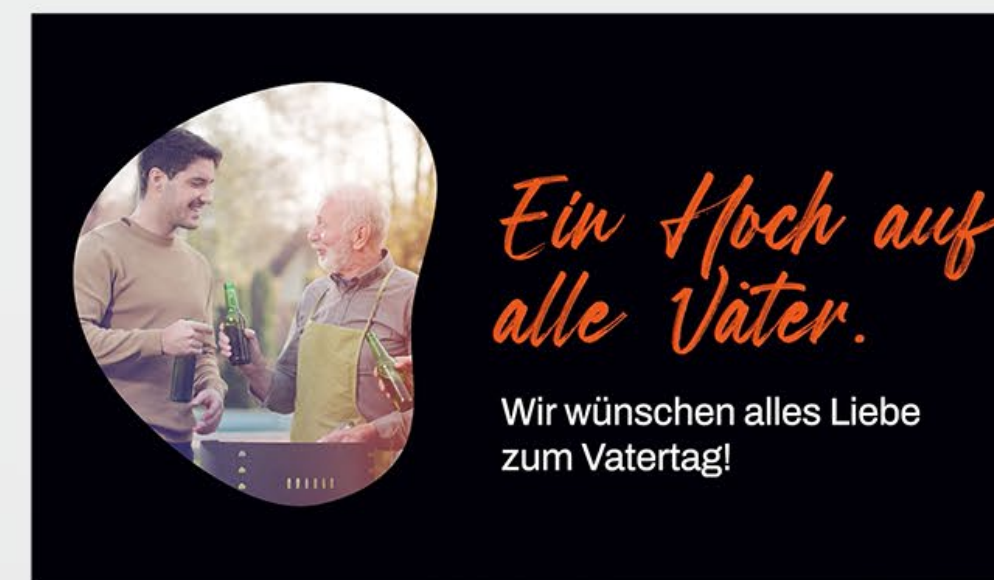
# Graphic Elements: Combinations

For extended usage in combination with text, styleframes can also persist of just two shapes.



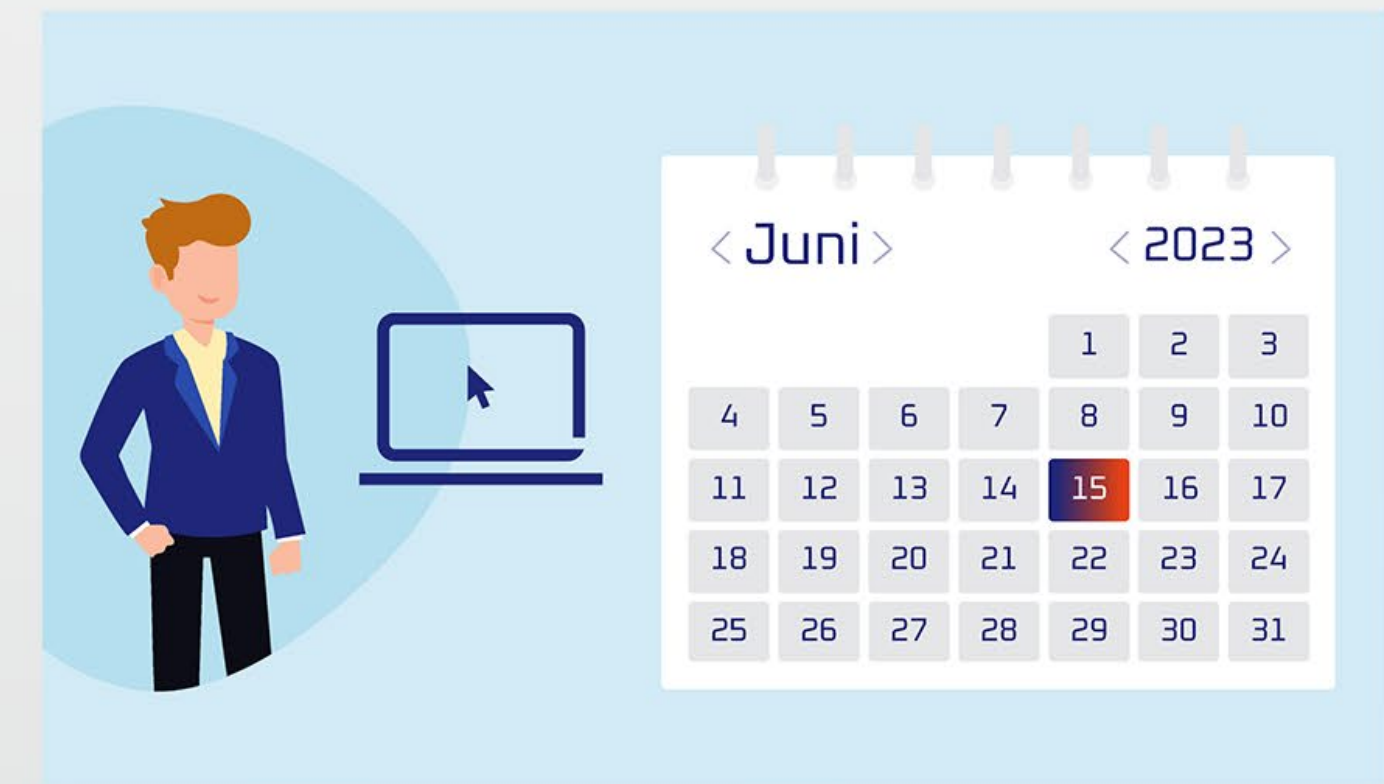
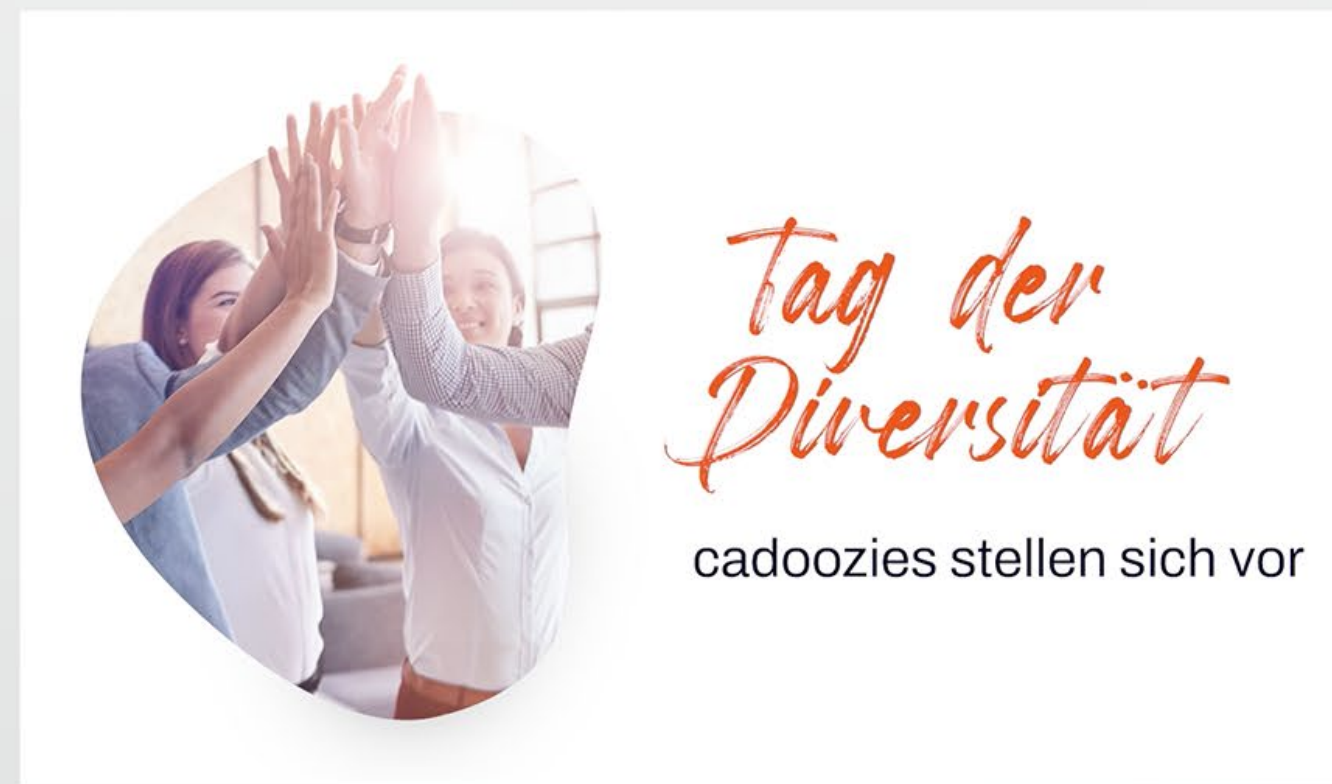
# Video: Examples

Video visuals for marketing campaigns



# Video: Examples

Video visuals for raising brand awareness





# Composition

Design Examples



## Brand

Mission Statement  
History  
Brand Core  
Target Markets

## Logo

Signet  
Construction  
Variants  
Examples

## Colors

Primary  
Secondary  
Gradient  
Additional  
Examples

## Typography

Primary  
Secondary  
Additional  
Hierarchy  
Examples

## Imagery

Photography  
Illustrations  
Graphic Elements  
Video

## Employer Branding

Primary Font  
Colors  
Illustrations  
Examples

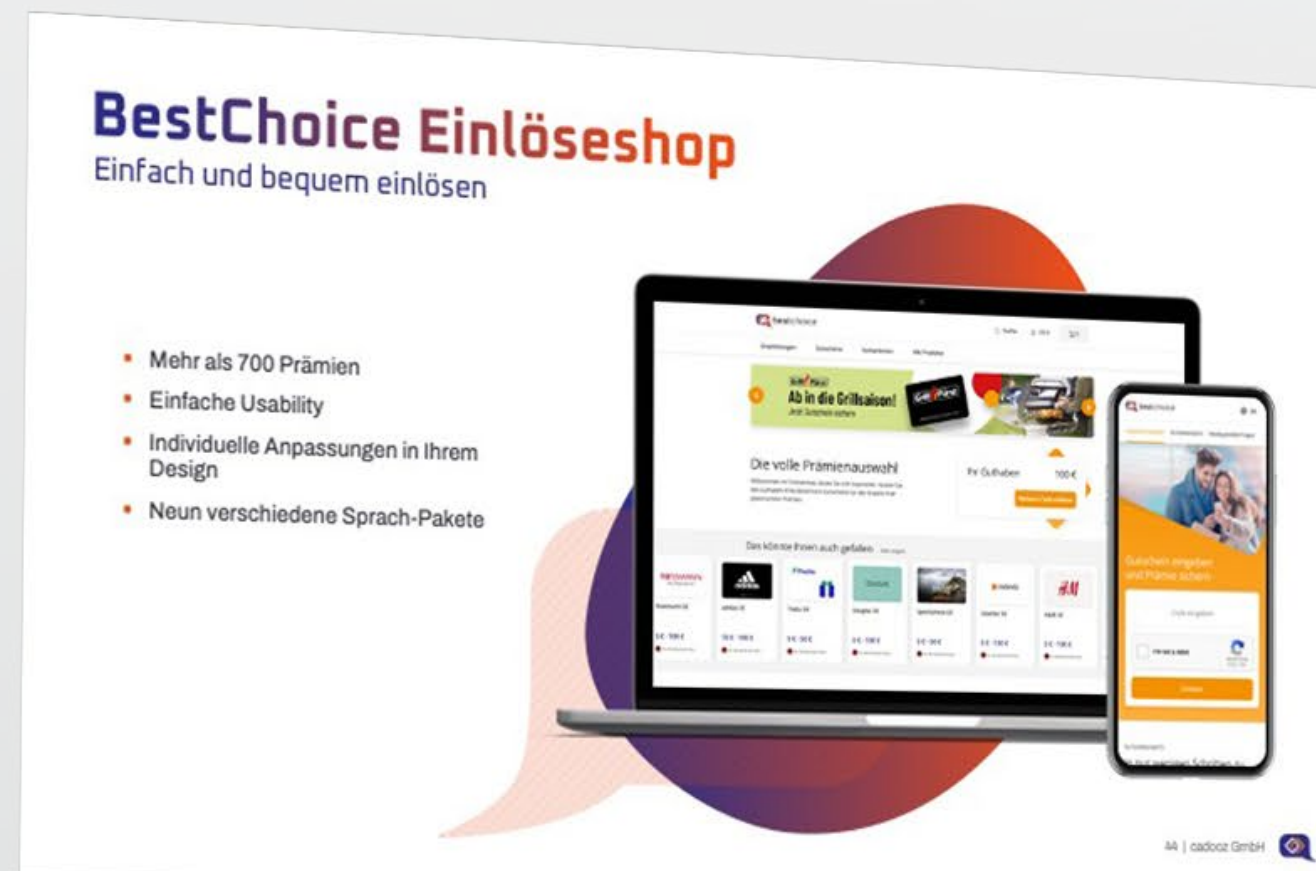
# Design Examples

## Website



# Design Examples

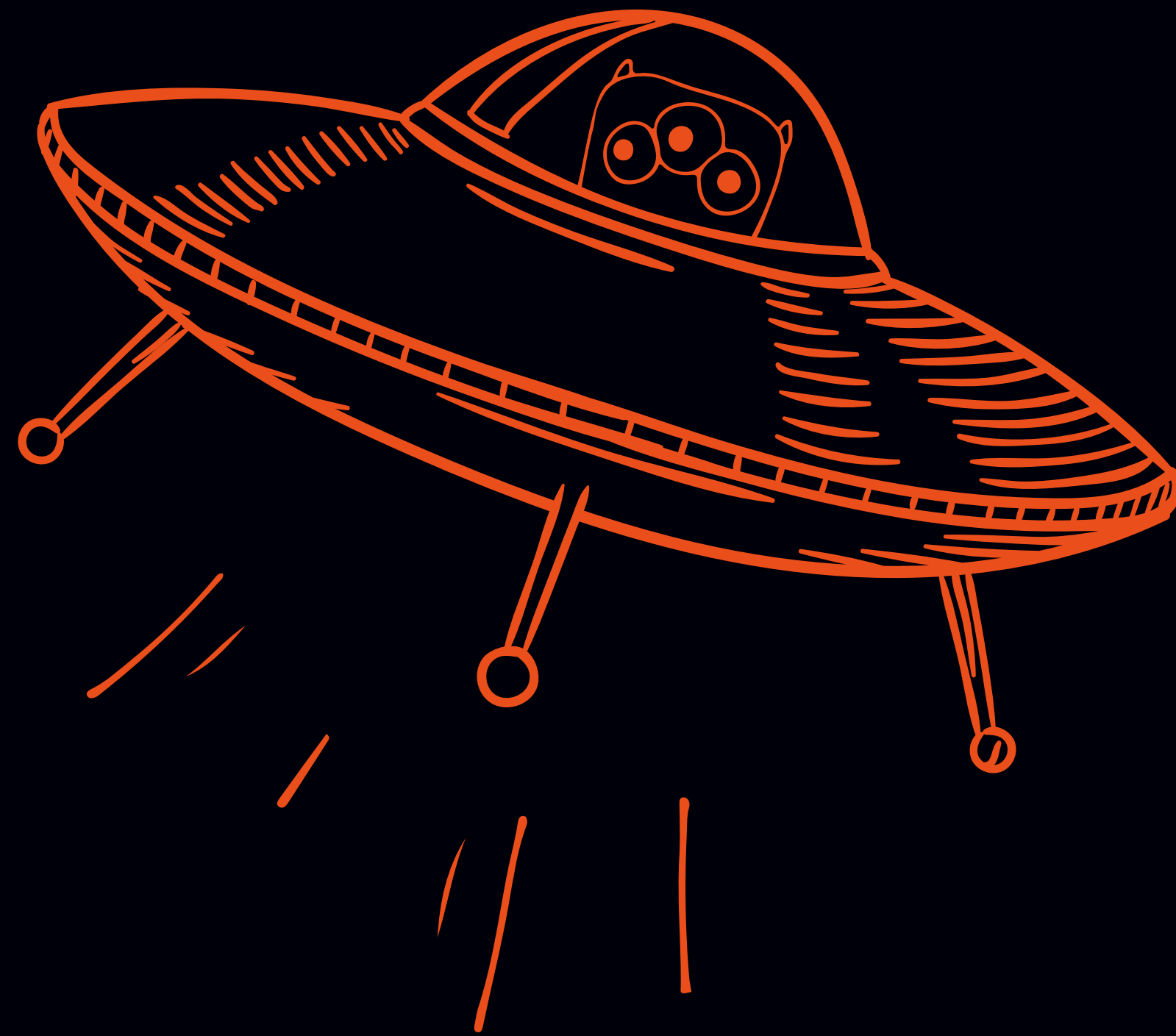
## Presentations



# Design Examples

Sales Material





# Employer Branding

Primary Font  
Colors  
Illustrations  
Examples

**Brand**  
Mission Statement  
History  
Brand Core  
Target Markets

**Logo**  
Signet  
Construction  
Variants  
Examples

**Colors**  
Primary  
Secondary  
Gradient  
Additional  
Examples

**Typography**  
Primary  
Secondary  
Additional  
Hierarchy  
Examples

**Imagery**  
Photography  
Illustrations  
Graphic Elements  
Video

**Composition**  
Design Examples

# Primary Font

The primary font we use is Moon Flower instead of Oxanium. It is mainly used for headlines.

## MOON FLOWER BOLD

A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /

## MOON FLOWER REGULAR

A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 A B C D E F G H I J K L N  
 O P Q R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) < > ? /

HEADLINES ALWAYS HAVE THE  
 GRADIENT IN THE BACKGROUND!

# Colors

We pick a few colors from our main palette plus an additional light blue.

## The Gradient



### cadooz Blue

CMYK 100, 95, 5, 0  
RGB 45, 46, 131  
Hex #2d2e83

### cadooz Orange

CMYK 0, 80, 95, 0  
RGB 233, 78, 27  
Hex #e94e1b

### Additional Light Blue

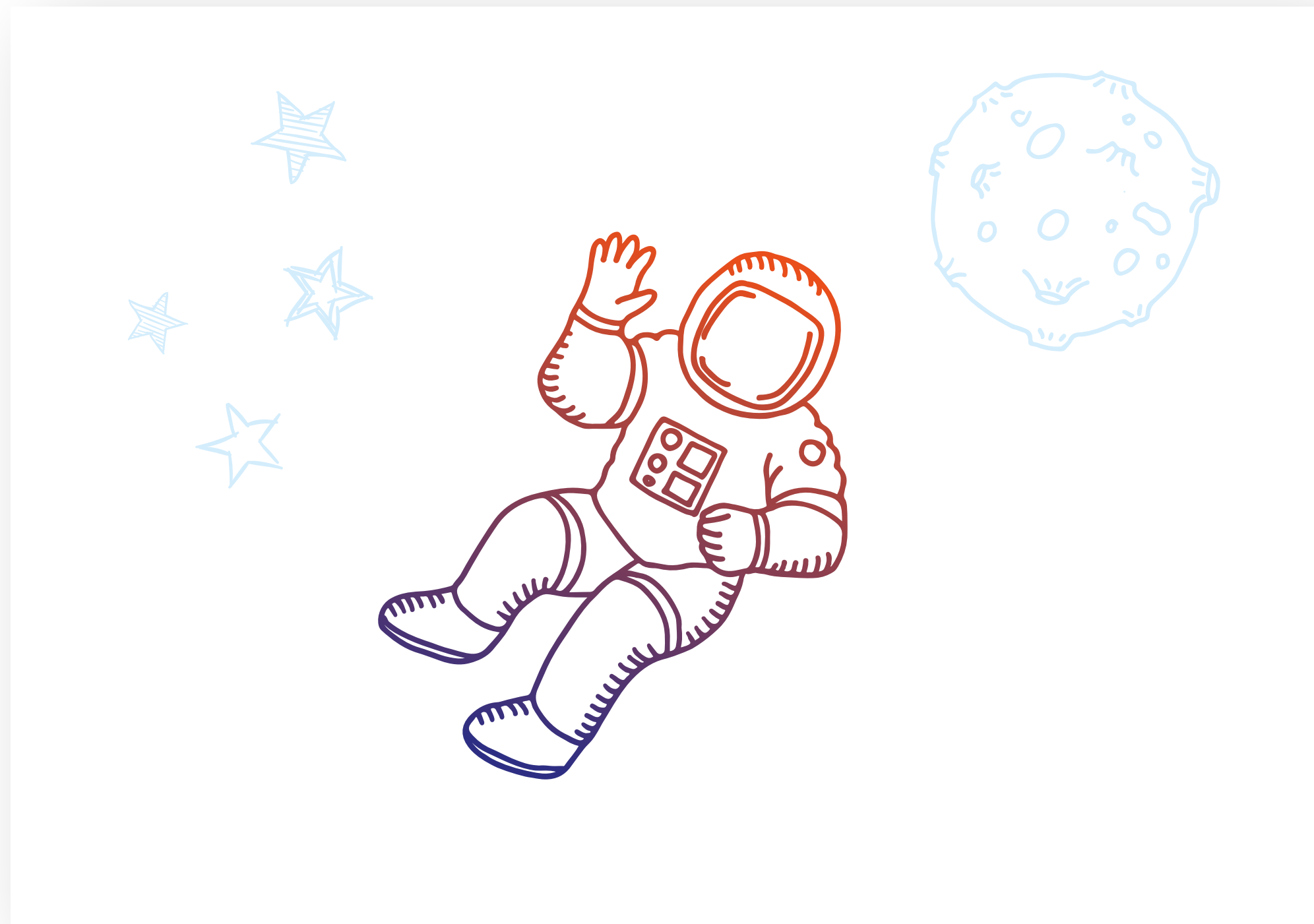
CMYK 20, 0, 0, 0  
RGB  
Hex #

### cadooz Black

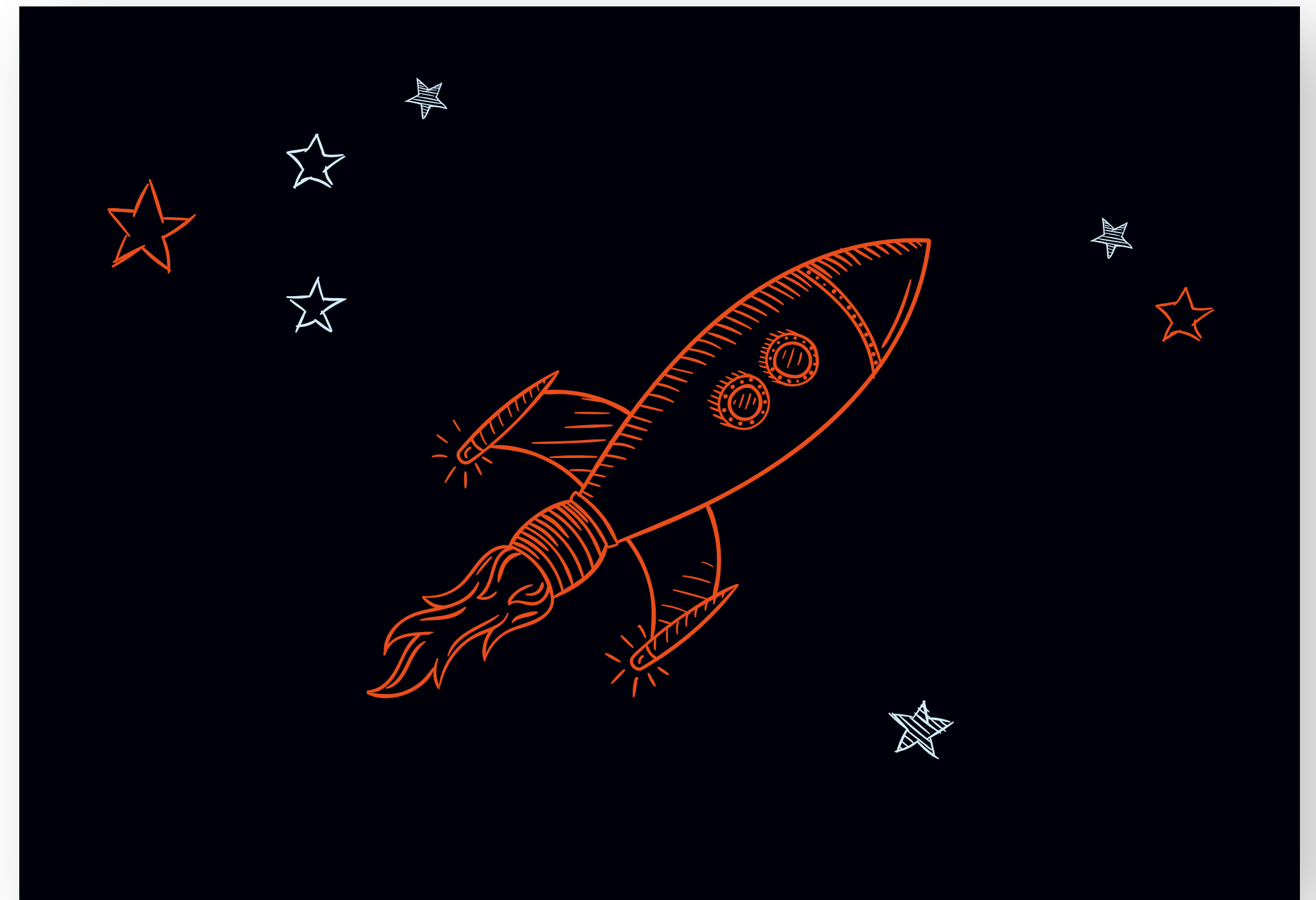
CMYK  
RGB 0, 0, 10  
Hex #00000a

# Illustrations

We use outlined sketches as main graphic elements on black or white background.  
Our theme is: The cadooz universe!



Gradient or light blue sketch on white background



Orange or light blue sketch on dark background



# Examples

Culture Booklet



Brand

Logo

Colors

Typography

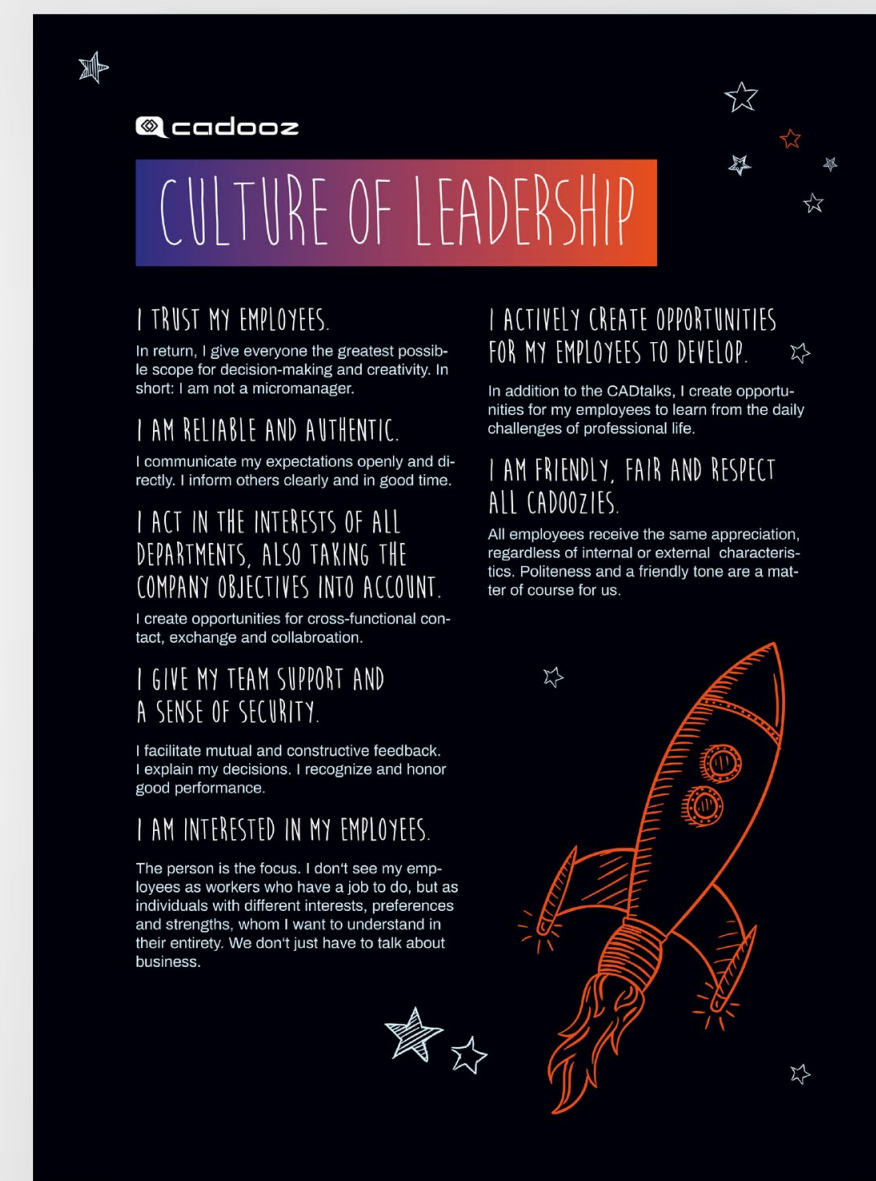
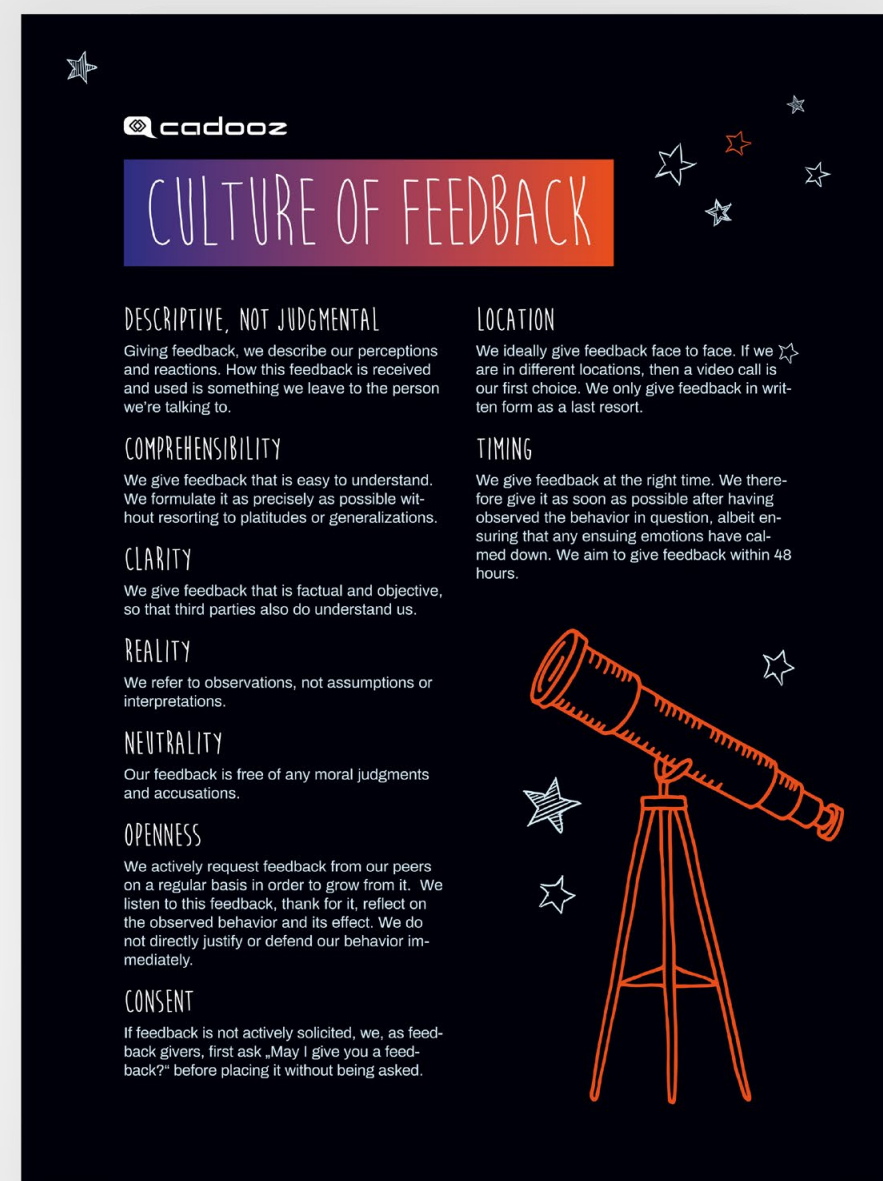
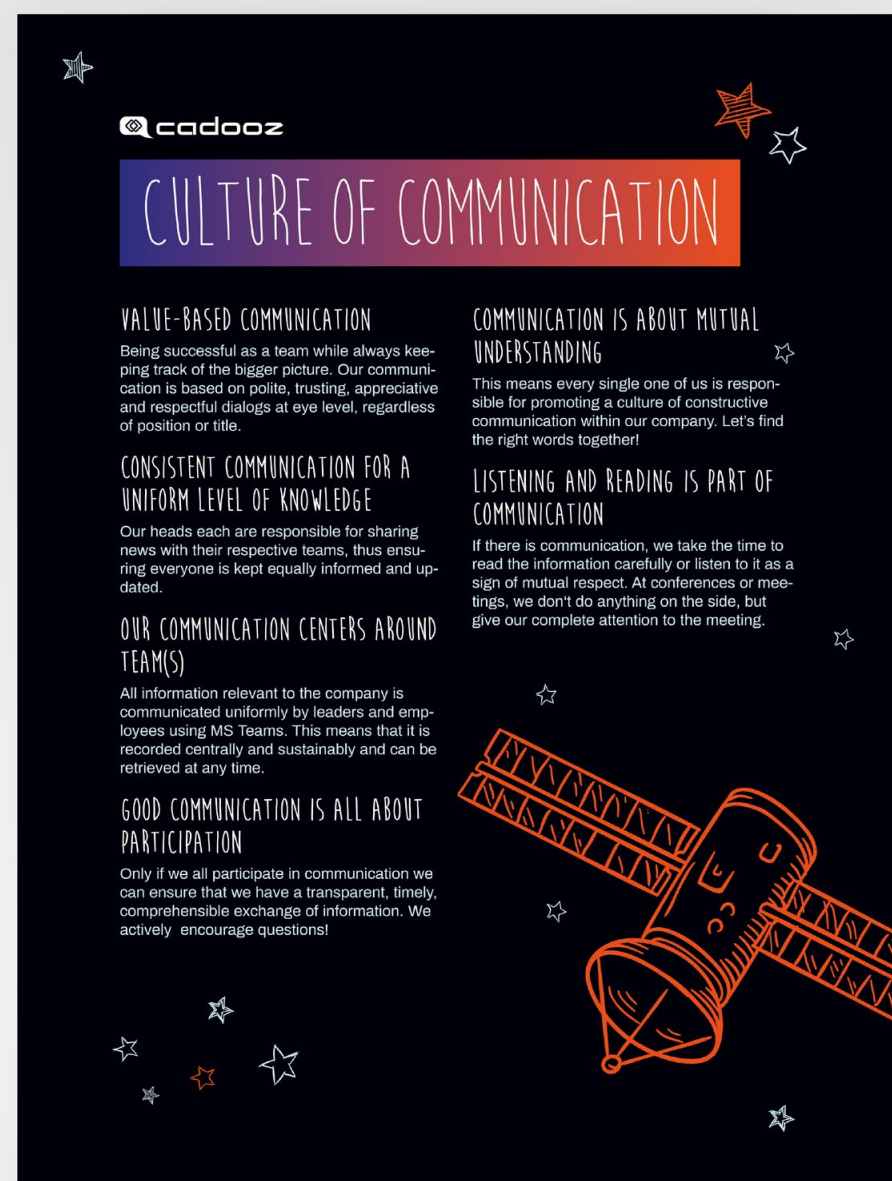
Imagery

Composition

Employer Branding  
Primary Font  
Colors  
Illustrations  
Examples

# Examples

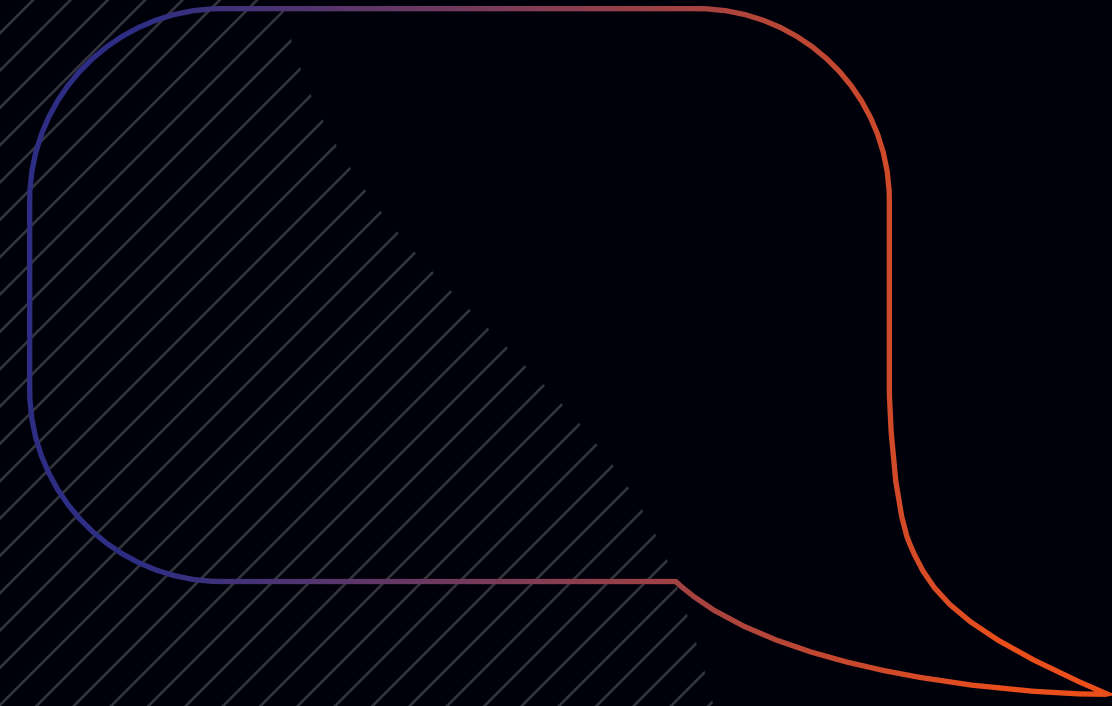
## Culture-Code-Posters in the office



# Examples

cadooz Hoodie





**to be continued...▶**