cdata

CData Brand Guidelines

2023

cdata

Corporate Description

CData Software is the real-time data connectivity company. Our self-service data products and connectivity solutions provide universal access to live data from hundreds of popular on-premises and cloud applications. Millions of users worldwide rely on CData to enable advanced analytics, boost cloud adoption, streamline operations, and create a more connected business. Consumable by any user, accessible within any application, and built for all enterprises, CData is redefining data-driven business. Learn more at www.cdata.com

Our Name

Proper use of CData Software

DO capitalize our name properly

"CData Software" or "CData"

DO NOT separate "C" and "D"

"C Data"

DO NOT hyphenate or punctuate

"C-Data," "C/Data," or "C.Data," etc.

Logo Usage & Guidelines

Recommended clear space

x

Minimum clear space

x

Full Color

Logo Usage & Guidelines

Reverse / White (Dark Backgrounds)

Grayscale – 60% Black
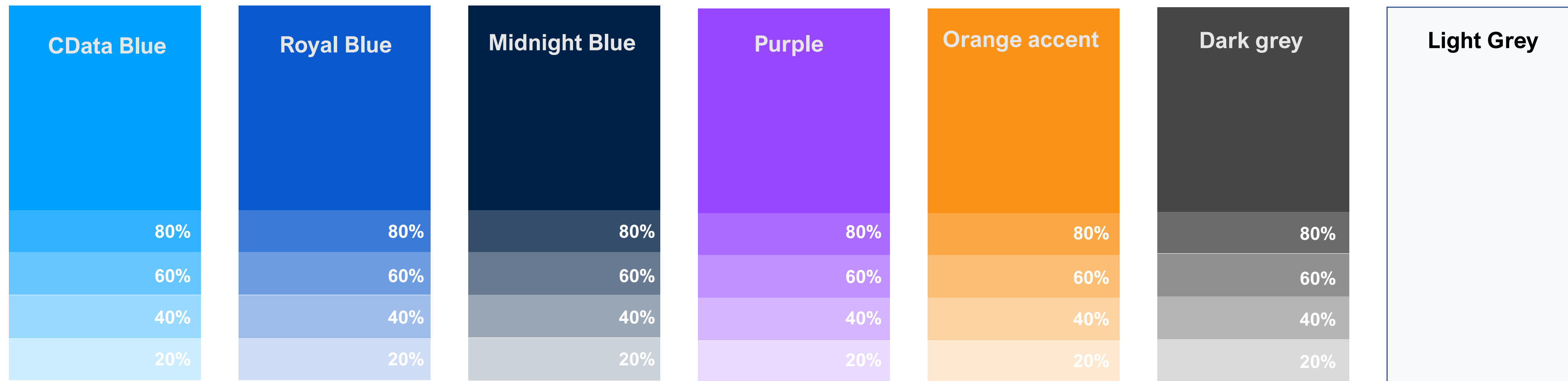
100% - Black

Download all logo variations here: https://www.cdata.com/ui/styleguide/

Logo Usage & Guidelines

DO NOT STRETCH Y

DO NOT STRETCH X

Colors

	CData Blue	Royal Blue	Midnight Blue	Purple	Orange accent	Dark grey	Light Grey
	80%	80%	80%	80%	80%	80%	
	60%	60%	60%	60%	60%	60%	
	40%	40%	40%	40%	40%	40%	
	20%	20%	20%	20%	20%	20%	
HEX	#00A0FF	#0B59CE	#002147	#9747ff	#FB9218	#464646	#F8F9FB
RGB	0, 160, 255	11, 89, 206	0, 33, 71	251, 146, 24	251, 146, 24	23, 39, 45	35, 31, 32
CMYK	100, 0, 0, 0	76, 46, 0, 19	93, 76, 21, 49	61, 73, 0, 0	0, 51, 99, 2	67, 60, 58, 42	2, 1, 0, 0
PANTONE	298C	2378C	2768C	—	1375C	444C	—

Typography

For use in Print & Web

Aa

Roboto Light

Primary (Print & Web) – Headings, subheadings, paragraphs and small material

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Roboto Regular

Secondary (Print) – Headings, subheadings, paragraphs

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Roboto Bold

Primary (Ads) - Headlines, titles, and large areas

Secondary (Print & Web) – Subsection Headlines

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

For use in PowerPoint Presentations

Aa

Arial Nova Light

Primary (Print & Web) – Headings, subheadings, paragraphs and small material

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Arial Nova Regular

Secondary (Print) – Headings, subheadings, paragraphs

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Arial Nova Bold

Primary (Ads) - Headlines, titles, and large areas

Secondary (Print & Web) – Subsection Headlines

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
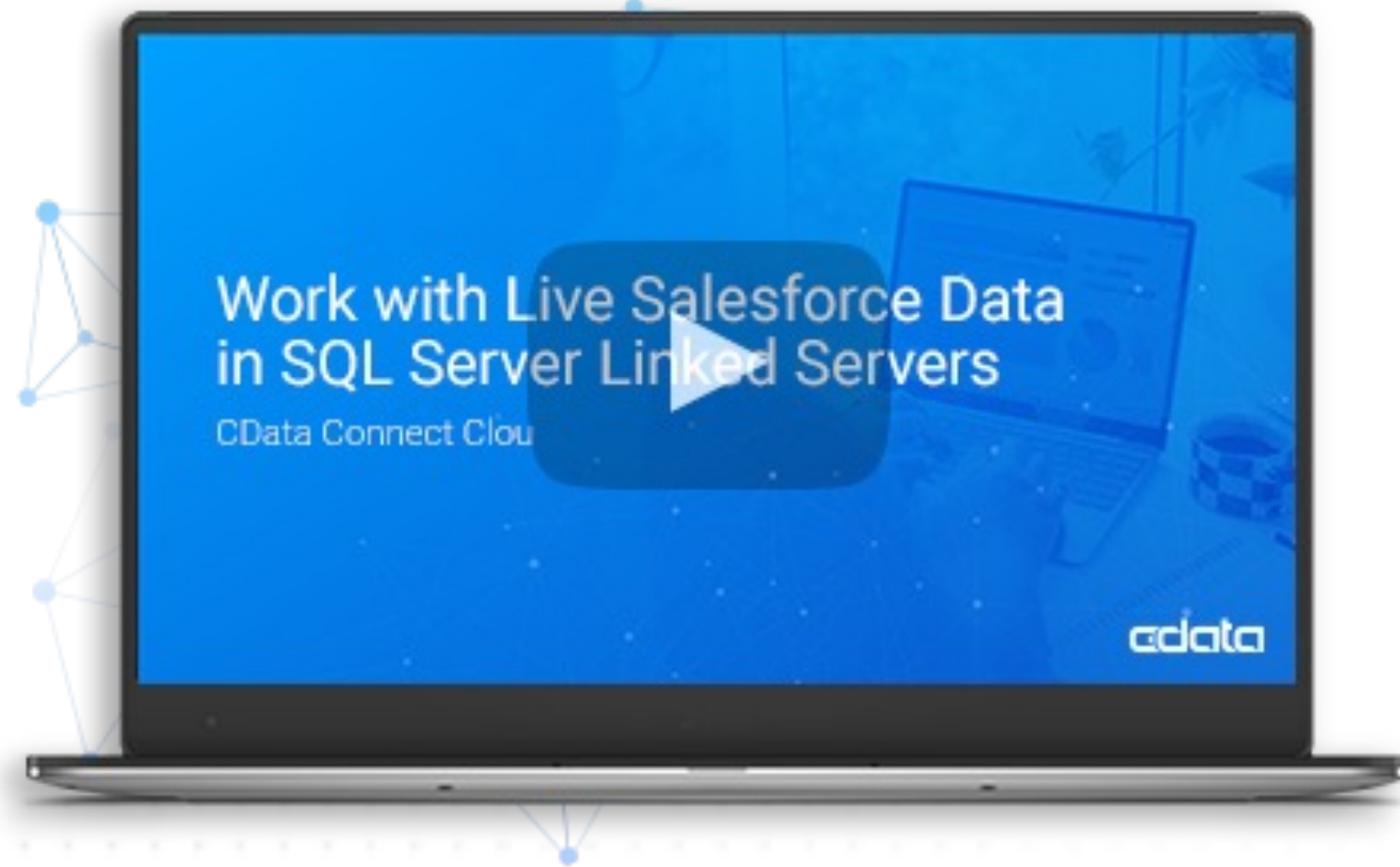
Visual Style - Iconography

Visual Style – Illustration (3D)

Visual Style – Illustration (2D)

Visual Style – Mixed Media

Visual Style - Photography

Visual Style - Photography

Brand Voice – Mission Statement

CData is a company founded by technologists to serve innovators. As a leading provider of real-time data access and connectivity solutions, our mission is to simplify the way that users and applications connect with their data.

Our real-time data connectivity solutions empower employees to easily access enterprise data from hundreds of popular cloud or on-premises applications, databases, and web APIs. By democratizing data across the organization, data teams and lines of business can eliminate data silos, gain a holistic view of their customers, improve BI and reporting, and streamline operations.

Brand Voice – Attributes

- Personable & approachable
  - Our technology is sophisticated, yet easy to use and understand – our writing style should be the same
  - Use a conversational, professional tone that speaks directly to the user
  - Make points clear and concise to distill complex technical subjects into plain language

- Innovative
  - CData is carving out a new way of thinking about data integration with real-time, business-user friendly solutions
  - CData opens doors to larger data initiatives like advanced analytics, BI & reporting, hybrid cloud migration, data-driven operations, etc.

- Knowledgeable
  - CData is a market leader and innovator, with years of experience building modern connectivity solutions for changing needs
  - Establish proof points, like statistics and quotes from reputable sources, including tech & industry media outlets and analysts

- Customer-centric
  - Identify challenges and issues our users are facing and how CData can solve them

Brand Voice – Grammar

- **Style**: Journalistic
  - Use Oxford commas (use New York Times style for reference)

- Capitalization:
  - Sentence case for titles and body copy
  - Only capitalize proper nouns
  - Always capitalize the first word after a colon. Eg. "Real-time analytics: Leverage real-time insights to gain a complete view of your business"

- Branded names:
  - ALWAYS use "CData" on first reference and first sentence of a new section. Eg. CData Connect Cloud on first sentence, then acceptable as "Connect Cloud"

- Products: CData Connect Cloud, CData Drivers, CData Sync, CData Arc, CData DBAmp

- Titles & quotes
  - In body: "CData products changed my business," said Jeff Bezos, Amazon CEO.
  - After first reference: "CData products changed my business," said Bezos.
  - In block quote: "CData products changed my business." – Jeff Bezos, Amazon CEO

- Bulleted list punctuation
  - No periods if bullet points are fragments; periods if bullet points are sentences
  - Always consistent across a bulleted list

Brand Voice – Grammar

- Sources

  - Research ONLY from reputable sources – industry experts, analysts, trade publications, etc.

  - Attribution:

    - Hyperlink to source within text

      - Eg. According to Gartner, 30% of businesses find it challenging to manage their data.

      - Eg. Businesses are struggling to manage their data in today's business landscape.

    - Full attribution when referencing/including charts or other infographic figures within long-form content (Whitepapers, eBooks, etc)

      - Eg. [CHART] Source: Gartner Research Report, 2022