

Brand Creative Guidelines



ABOUT US

LOGO

TYPOGRAPHY

COLOR USE

BRAND ELEMENTS

2025

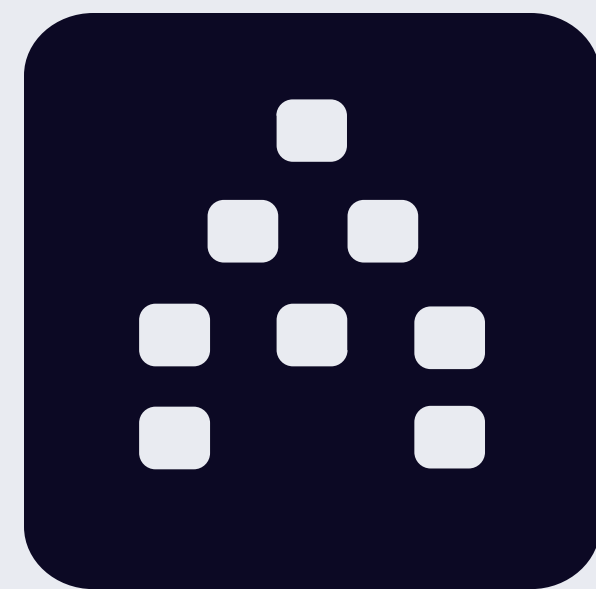
Cascade is the world's first Strategy-Led Performance (SLP) platform built for executive teams to run their business through strategy, not around it.

In a world where strategy too often lives in slides and spreadsheets, Cascade provides the infrastructure to align direction, drive execution, and measure performance in real time. We turn strategy into a living system shared across the C-suite, embedded into daily work, and constantly evolving with the needs of the business.

While most platforms digitize planning for middle management, Cascade is different. We serve CEOs, COOs, CFOs, CSOs, and leadership teams with a shared platform that transforms strategic intent into enterprise-wide action. From boardrooms to frontlines, Cascade breaks silos and connects every level of the organization to what matters most.

We believe strategy shouldn't be locked away in documents or reserved for the few. It should be visible, actionable, and owned by all. That's why Cascade exists: to make strategy the engine of performance, not a side project.

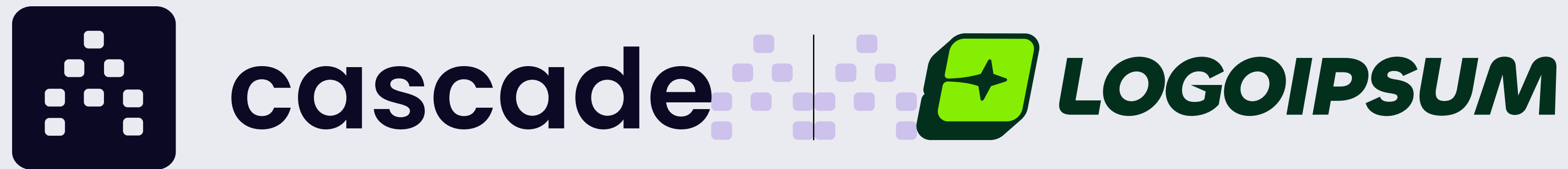
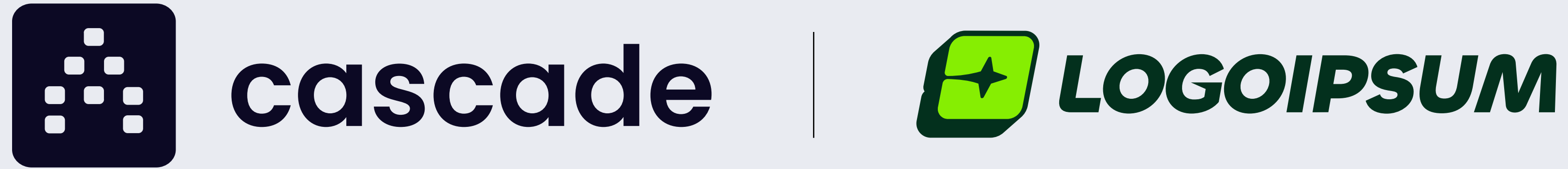
Because strategy is everyone's business.



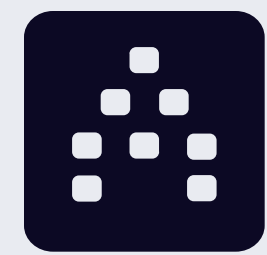
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Keep some space around the logo, at least the height of the icon. Use that as a guide to make sure nothing gets too close or crowds it.



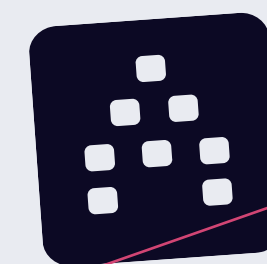
When placing our logo next to a partner's, keep a vertical line between us and give both logos some space. Use the icon's width to set the spacing on either side of the line.



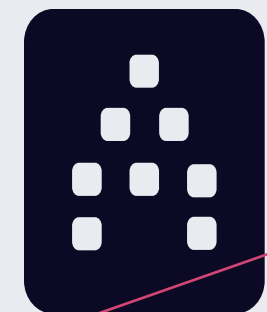
cascade



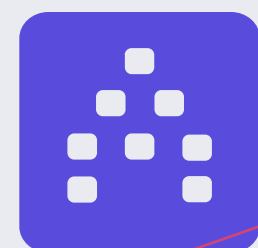
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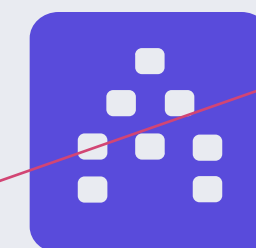
cascade



cascade



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In general, don't change the size or shape of our logo.

POPPINS IS OUR MAIN FONT.

We use the SemiBold style for headings

What if we need a font for pairing?

To use in subheadings and bring different reading levels.

This is Mulish.

When you use Cascade, you gain access to more than just a platform. Leverage the expertise of our top-rated Enterprise Customer Experts who can guide you through your strategy execution in Cascade every step of the way.

Poppins

Color is what sets us apart,
it conveys emotions and
leaves a lasting impact.

THESE ARE OUR
PRIMARY COLORS

IRIS
CASCADE

#6C63FF

CORE
BLUE

#1D1652

#44007A

INDIGO
PURPLE

#E2E8F0

CLOUD
CASCADE

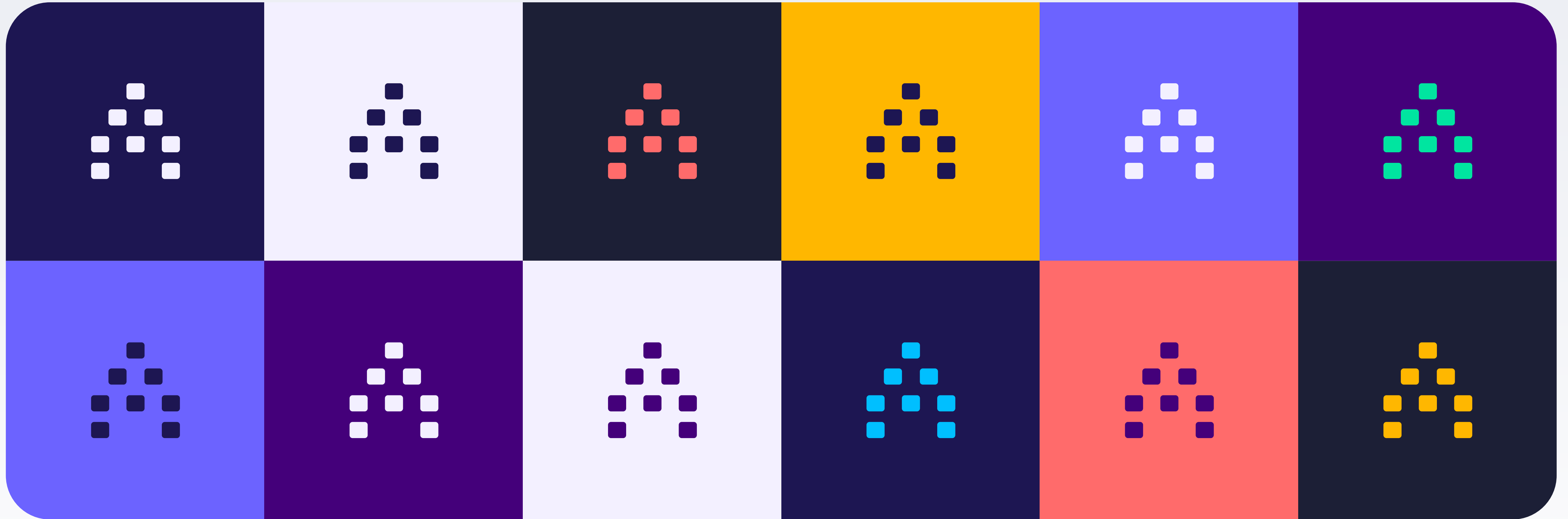
#594BDB → #320184

OUR GRADIENTS ADD DEPTH
AND A MODERN TREATMENT

#150933 → #8C62DF

What if i need more colors?

| | | | | |
|---|--|--|--|--|
| <div>#00BFFF</div> <div>ELECTRIC BLUE</div> | <div>#FF6B6B</div> <div>BRIGHT CORAL</div> | <div>#00E5A0</div> <div>MINT GREEN</div> | <div>#FFB700</div> <div>SUNFLOWER GOLD</div> | <div>#1C1F36</div> <div>CONTROL BLUE</div> |
| <div>#66D9FF</div> | <div>#FF9A9A</div> | <div>#66F0C8</div> | <div>#FFD366</div> | <div>#4A4D65</div> |
| <div>#B3ECFF</div> | <div>#FFD0D0</div> | <div>#B3F7E4</div> | <div>#FFE8B3</div> | <div>#787B91</div> |
| <div>#D8F5FF</div> | <div>#FFE8E8</div> | <div>#D8FBF0</div> | <div>#FFF4D8</div> | <div>#DCDDE0</div> |




For safe and simple color combinations, just pair a light tone with a dark tone

In general, avoid mixing colors within the same color tone, as they don't have enough contrast to be easily legible.

✗

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66% more
strategic
outcomes

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