



BRAND ASSETS USAGE GUIDELINES

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MADCAP SOFTWARE LOGOS

Main Logo // Horizontal

Secondary Logo // Vertical

Using the MadCap
Software Logos

MADCAP SOFTWARE PRODUCT LOGOS

Using the MadCap
Software Product
Brand Assets

MADSKILLS LOGO

MADTRANSLATIONS LOGO

WRITING ABOUT MADCAP SOFTWARE

MadCap Software Logos Overview

The MadCap Software logo is a combination of the MadCap “Simon” icon and MadCap Software wordmark. The Simon icon is a smiley face wearing a propeller hat, a visual representation of our company’s unique personality.

There are two versions of the MadCap Logo – horizontal and vertical. The horizontal version should be used as the main logo mark, and the vertical version as the secondary logo when the horizontal version doesn’t fit the design.

A small scale version of the logo can be used as an alternate when the main horizontal logo is scaled down to a point where the “software” text is no longer legible. See the following page for alternate small scale logo.



Horizontal Version



Vertical Version

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MADSKILLS LOGO

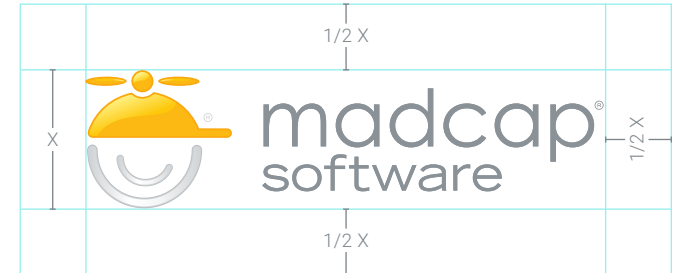
MADTRANSLATIONS LOGO

WRITING ABOUT MADCAP SOFTWARE

Main Logo // Horizontal



Full Color Logo



Clear Space Reference



One Color Logo on Dark Background



One Color Logo on Light Background

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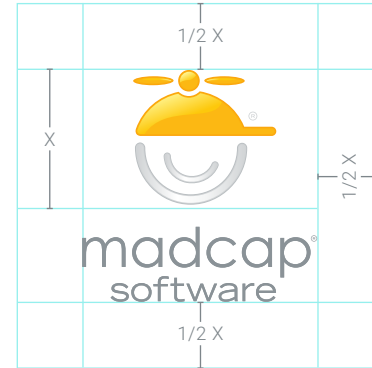
MADTRANSLATIONS LOGO

WRITING ABOUT MADCAP SOFTWARE

Secondary Logo // Vertical



Full Color Logo



Clear Space Reference



One Color Logo on
Dark Background



One Color Logo on
Light Background

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Using the MadCap Software Logos

Consistent usage of the MadCap Software logos helps us to maintain a strong brand image. The MadCap Software logos should only be used in their respective original formats, according to these guidelines.

EXAMPLES OF INCORRECT LOGO USAGE



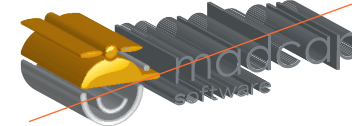
DO NOT distort the shape of the logo.



DO NOT rearrange or flip parts of the logo.



DO NOT add additional type to the logo.



DO NOT add effects to the logos.



DO NOT change the color of the logo.



DO NOT resize elements of the logo.

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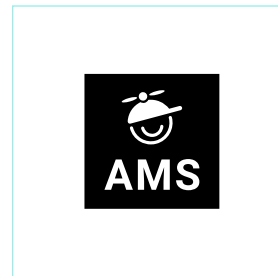
MadCap Software Product Logos

Each of the MadCap Software products has its own unique identity — including a wordmark, icon and product color. The wordmark should be used as the primary logo. Each product has a main wordmark and an alternative small scale version – to be used when the “madcap” line loses legibility when the wordmark is scaled down.

MADCAP AUTHORIZING AND MANAGEMENT SYSTEM (AMS)



MadCap AMS Color



MadCap AMS Black



MadCap AMS White

MADCAP FLARE



MadCap Flare Wordmark



MadCap Flare Icon

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MADCAP CENTRAL

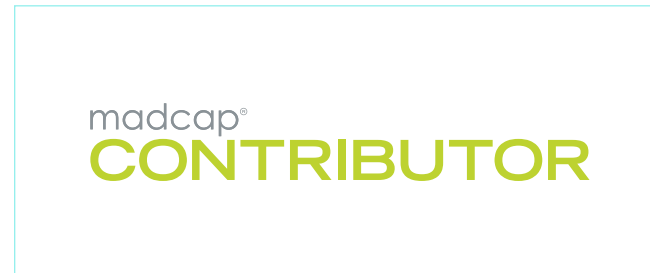


MadCap Central Wordmark

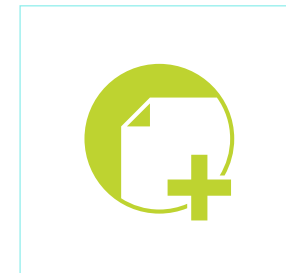


MadCap Central Icon

MADCAP CONTRIBUTOR



MadCap Contributor Wordmark



MadCap Contributor
Icon

MADCAP LINGO



MadCap Lingo Wordmark



MadCap Lingo Icon

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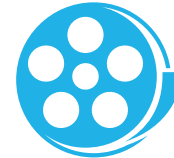
MADTRANSLATIONS LOGO

WRITING ABOUT MADCAP SOFTWARE

MADCAP MIMIC

The wordmark for MadCap Mimic, featuring the word "madcap" in a lowercase sans-serif font with a registered trademark symbol, and the word "MIMIC" in a larger, bold, uppercase sans-serif font, both in blue.

MadCap Mimic Wordmark



MadCap Mimic Icon

MADCAP CAPTURE

The wordmark for MadCap Capture, featuring the word "madcap" in a lowercase sans-serif font with a registered trademark symbol, and the word "CAPTURE" in a larger, bold, uppercase sans-serif font, both in blue.

MadCap Capture Wordmark



MadCap Capture Icon

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MADCAP PULSE

The wordmark for MadCap Pulse, featuring the word "madcap" in a lowercase, sans-serif font with a registered trademark symbol, followed by the word "PULSE" in a larger, bold, uppercase, sans-serif font.

MadCap Pulse Wordmark



MadCap Pulse Icon

MADCAP DOC-TO-HELP

The wordmark for MadCap Doc-To-Help, featuring the word "madcap" in a lowercase, sans-serif font with a registered trademark symbol, followed by the words "DOC-TO-HELP" in a larger, bold, uppercase, sans-serif font.

MadCap Doc-To-Help Wordmark



MadCap Doc-To-Help
Icon

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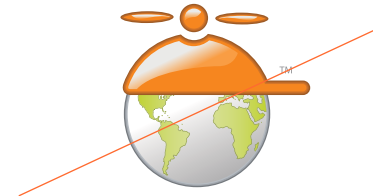
Using the MadCap Software Product Brand Assets

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EXAMPLES OF INCORRECT LOGO USAGE



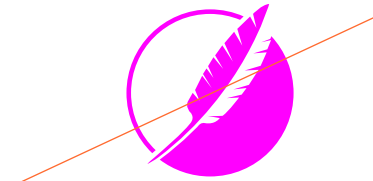
DO NOT use old logos for any product.



DO NOT use old logos for any product.



DO NOT pair the wordmark with the icon.



DO NOT recolor product logos.



DO NOT add text to product logos



DO NOT add effects to product logos.

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MadSkills Logo



Horizontal Version



Vertical Version

EXAMPLES OF INCORRECT LOGO USAGE



DO NOT use old logos for MadSkills.



DO NOT move text within logo.

BRAND ASSETS USAGE GUIDELINES

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MadTranslations Logo



Horizontal Version



Vertical Version

EXAMPLES OF INCORRECT LOGO USAGE



DO NOT use old logos for MadTranslations.



DO NOT move text within logo.

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WRITING ABOUT MADCAP SOFTWARE

Writing About MadCap Software

When referring to MadCap Software and various products in written content, such as emails, social media, articles, and so on, please adhere to the following guidelines:

REGARDING MADCAP SOFTWARE

When referring to the company, please use the full instance of the name “MadCap Software”. Avoid using the word “MadCap” on its own.

Capitalize both the “M” and “C” in MadCap at every instance in written content.

For example:
Correct: MadCap Software
Incorrect: Madcap

REGARDING PRODUCT VERSIONS

MadCap Software follows an agile development cycle, allowing new versions of the product to be released throughout the year. When referring to MadCap Software’s products and releases, use the following methodology:

The first major release of the year is referred to as Product Name + Year.

For example:
MadCap Flare 2018

For subsequent releases after the first, they are marked as Product Name + Year + r + Release Number.

For example:
MadCap Flare 2018 r2
MadCap Flare 2017 r3

REGARDING PRODUCT NAMES

For all references of product names, use “MadCap” in front of the product name in the first instance, then the main product name afterwards. This applies for all forms of written content.

Exceptions:
When referring to MadCap Lingo, MadCap Pulse and MadCap Central, please use the full product name at every instance.

ON OLD PRODUCT VERSIONS

MadCap Software switched to an agile development cycle in 2016; all versions of products prior to that year is referred to by their version name.

For example:
MadCap Flare 12