madcap software

# Brand resources
# Usage guidelines

Last updated: May 2025 1.2

# Brand resources and usage guidelines

As a trusted partner of MadCap Software, your role is integral in introducing new prospects and customers to our solutions.

To facilitate your efforts, we've assembled a comprehensive brand kit designed to enhance your ability to represent MadCap Software effectively. This kit includes all MadCap Software branded assets —from logos to messaging to partner badges.

Thank you for your commitment to our partn  ership. We look forward to continued success together.

The MadCap Software Team

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# MadCap Software Logo 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 sown to a point where the “software” text is no longer legible. See the following page for alternate small scale logo.

# MadCap Software Logo

## Horizontal

## Vertical

## Icon

# Using the MadCap Software Logo

Consistent usage of the MadCap Software logo 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 - What to avoid

*Do not stretch or distort the logo.*

*Do not rotate the logo.*

*Do not use Simon icon with wordmark.*

*Do not adjust the size relationship of the logo.*

*Do not change or adjust the weight of the type on the logo.*

*Avoid busy or cluttered backgrounds.*

*Avoid the application of drop shadow or any other effects.*

*Do not add text to the logo.*

*do not adjust the colors in the logo.*

*Always assure maximum contrast for logo backgrounds.*

# MadCap Software Colors

The main and secondary brand colors (except for the MadCap Gray) each have a bright variation plus two darker shades. These make up the core color palette and should be the main colors used in all marketing materials, icons, illustrations, etc.

## Primary

### MadCap Navy Blue

Code: 270
HEX: #0C3168
RGB: 12 / 49 / 104
CMYK: 100 / 89 / 31 / 20
Pantone:

### MadCap Blue

Code: 250
HEX: #1C5A97
RGB: 28 / 90 / 151
CMYK: 94 / 69 / 13 / 2
Pantone: 285 C

## Accent

### MadCap Teal

Code: 350
HEX: #25BCC3
RGB: 37 / 188 / 195
CMYK: 70 / 0 / 27 / 0
Pantone: 3115 C

## Secondary

### MadCap Cobalt

Code: 450
HEX: #3473D1
RGB: 52 / 115 / 209
CMYK: 76 / 57 / 0 / 0
Pantone: 7455 C

## Neutral

### MadCap Gray

Code: 650
HEX: #45494C
RGB: 69 / 73 / 76
CMYK: 69 / 59 / 56 / 39
Pantone: Cool Gray 10 C

# 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 Flare

MadCap Flare Online

MadCap IXIA CCMS

MadCap Lingo

MadCap Contributor

MadCap Capture

MadTranslations

MadSkills

SERVICES

# MadCap Flare

## Logo Lockup

## Wordmark

## Icon

Flare Green

**HEX: #BED420 RGB: 190 / 212 / 32 CMYK: 31 / 1 / 100 / 0**

# MadCap Flare Online

## Logo Lockup

## Wordmark

## Icon

Flare Green

**HEX: #BED420 RGB: 190 / 212 / 32 CMYK: 31 / 1 / 100 / 0**

Central Blue

**HEX: #0086A5 RGB: 0 / 134 / 165 CMYK: 84 / 34 / 26 / 1**

# MadCap IXIA CCMS

## Logo Lockup

## Wordmark

## Icon

IXIA Orange

HEX: #FF8C0A RGB: 255 / 140 / 10 CMYK: 0 / 51 / 100 / 0

IXIA Teal Blue

HEX: #08799D RGB: 8 / 121 / 157 CMYK: 84 / 38 / 24 / 8

# MadCap Lingo

## Logo Lockup

## Wordmark

## Icon

Lingo Orange

**HEX: #F48520 RGB: 244 / 133 / 32 CMYK: 1 / 58 / 100 / 30**

# MadCap Contributor

## Logo Lockup

## Wordmark

## Icon

Flare Green

**HEX: #BED420 RGB: 190 / 212 / 32 CMYK: 31 / 1 / 100 / 0**

## MadCap Mimic

### Logo lockup

### Wordmark

madcap®
MIMIC

### Icon

## MadCap Capture

### Logo Lockup

### Wordmark

madcap®
CAPTURE

### Icon

Mimic / Capture Blue

HEX: #20B2E7 RGB: 32 / 178 / 231 CMYK: 69 / 10 / 0 / 0

# MadTranslations

## Logo Lockup

## Icon

Logo in dark background

# MadSkills

## Logo Lockup

Logo in dark background

## Icon

# Logo Partner lockups

U se logo lockups to represent our partnership. To create a logo lockup, combine your logo with MadCap Software logo using a vertical bar. The distance between the logos and the vertical bar should be the same, providing breathing room between logos.

Use horizontal lockups.

# 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 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 and MadCap Central, please use the full product name at every instance.*

## 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 2023*
*For subsequent releases after the first, they are marked as Product Name + Year + r + Release Number.*
*For example:*
*MadCap Flare 2023 r2*

## 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*

# Partner Resources and Information

## Partner Portal

Login to the Channel Partner & Reseller Portal to access pricing information and more.

**PARTNER LOGIN**

## Contact us

Do you have questions about licensing or need to request a quote? Please contact our Sales team at sales@madcapsoftware.com.

Feel free to reach out to our marketing team at marketing@madcapsoftware.com if you have any questions about our products or marketing collateral.