



Logo

## iCAD PRIMARY LOGO:

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The iCAD logo represents the corporate identity. Consistency in visual and written application is important across all marketing materials, campaigns, and elements.

In written word:

- iCAD is always written with a lowercase “i” and uppercase “CAD” as one word.
- First reference includes iCAD, Inc.® with subsequent as iCAD or organization.
- Only first reference need include registration mark.

## iCAD SECONDARY LOGO:

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The iCAD reverse out version is only meant to be used with color backgrounds to maintain legibility and contrast.

## LOGO ELEMENTS:

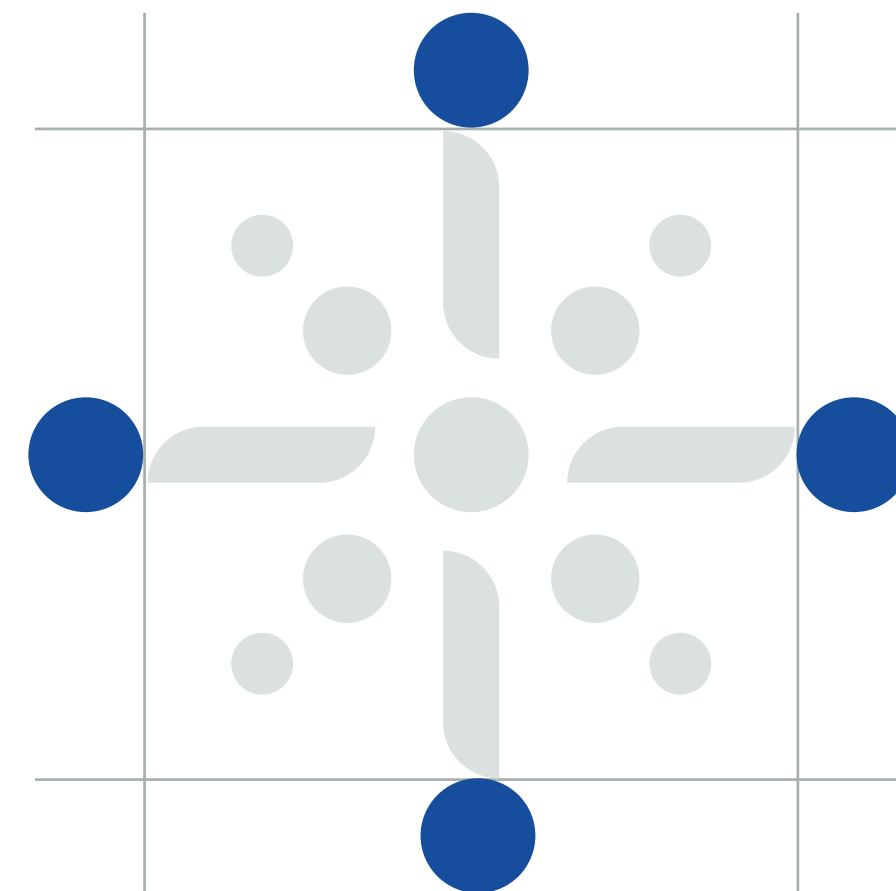


Logomark

iCAD

Wordmark

## MINIMUM CLEARANCE:



The minimum clearance for the iCAD logo is built into the final logo files and it ensures the visual integrity of the logo when placed around other visual objects. The clearance of the logo is determined by the cap height of the wordmark. Use the center circle as your reference for the spacing around logomark. No other visual object may enter the clear area.