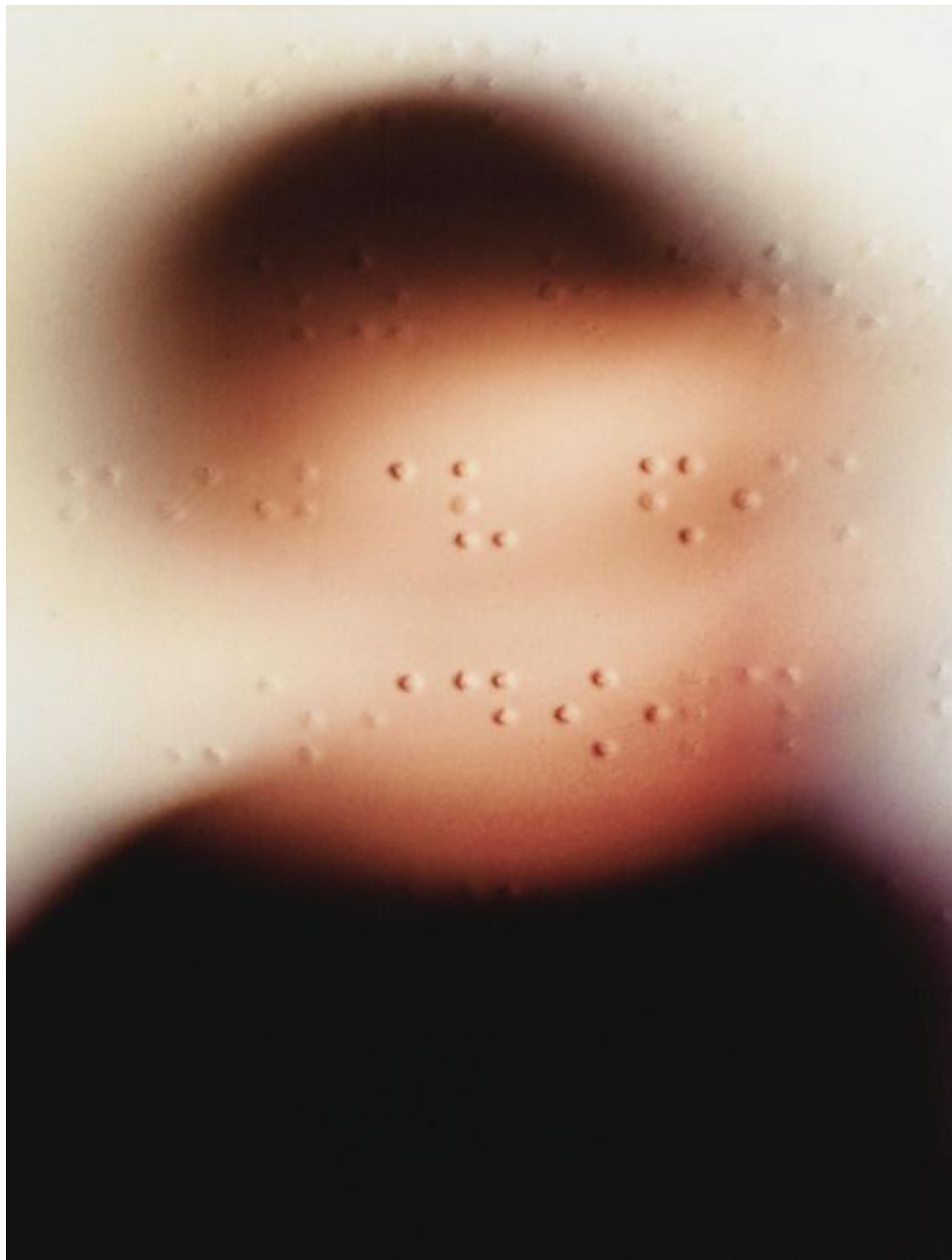


CADO Communication



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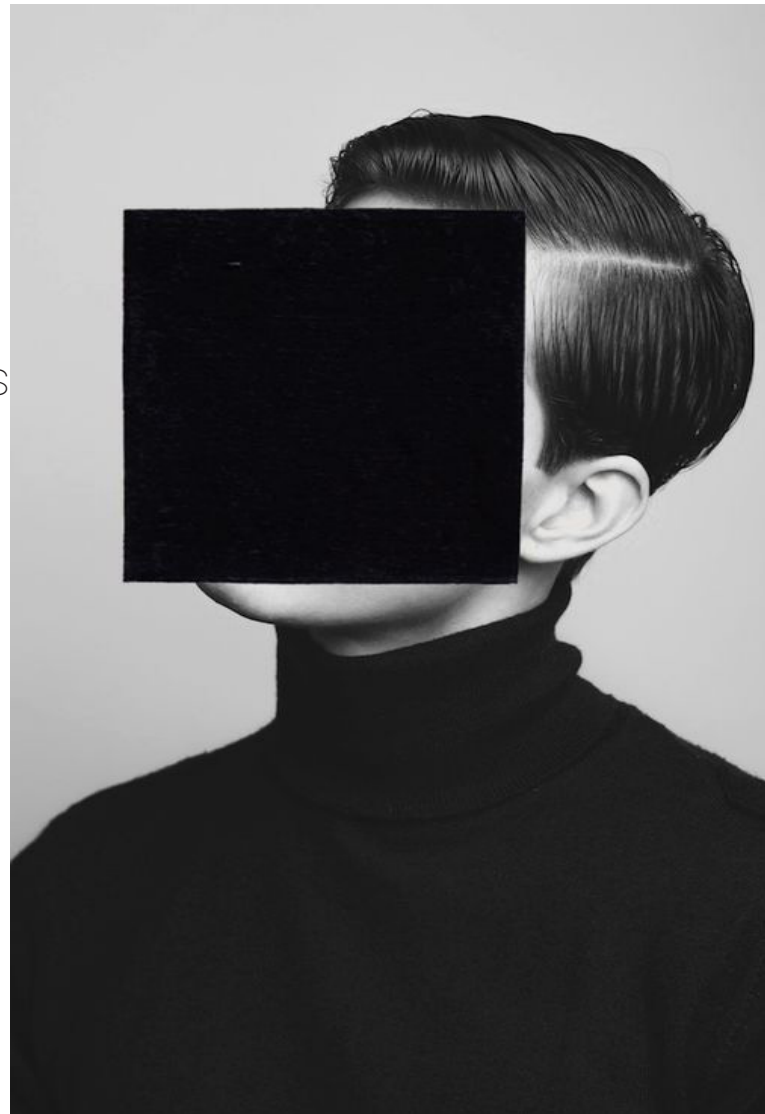
Introduction

Located in the heart of Vancouver, our services include public relations, digital communication, social media management & influencer, brand remedy and much more. Cado

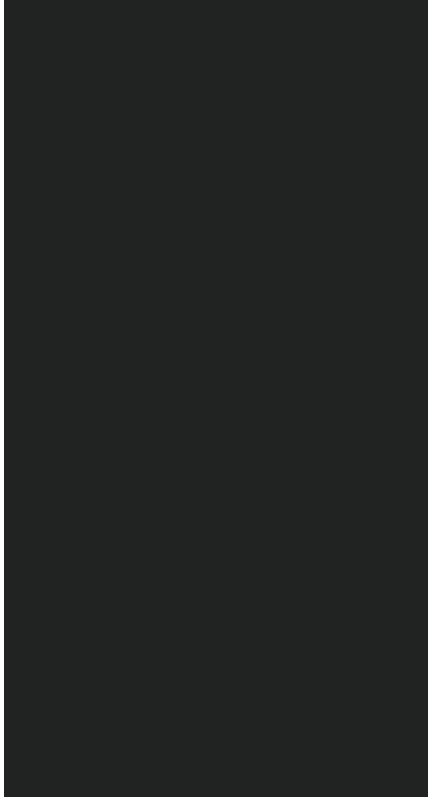
Communications specialties lie in representing brands that value quality, research, and authenticity. Consulting with each client individually Cado Communications is able to determine clients specific needs.

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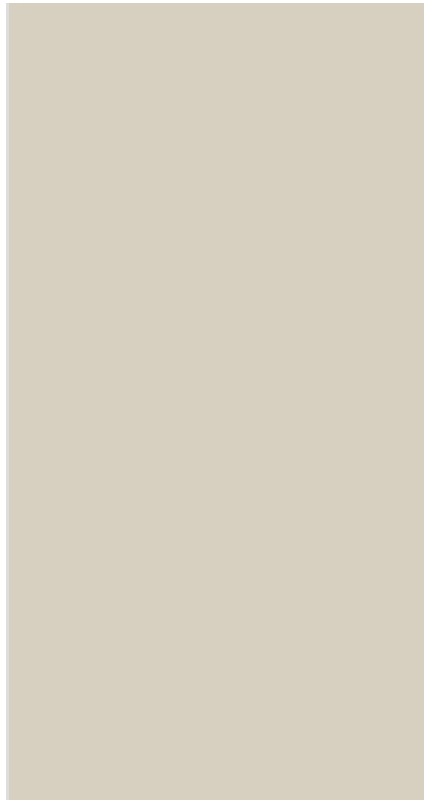
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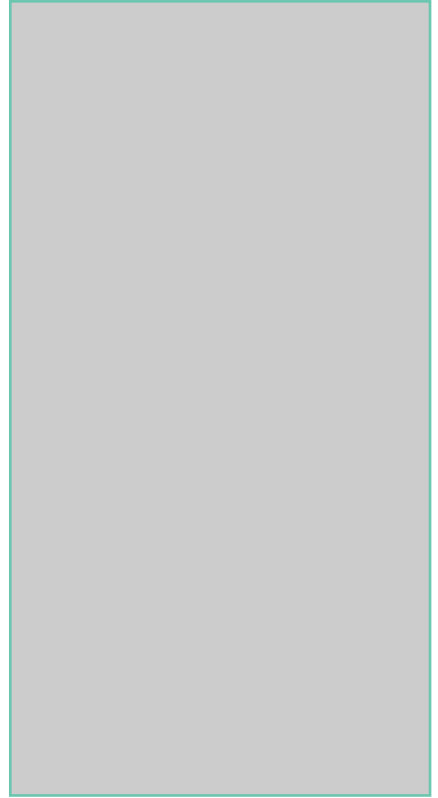
Colours



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12-0105 TCX
Bone White



Silver 10077C

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Fonts

Franklin Gothic Medium Cond

Roboto Mono Light

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Franklin Gothic and its related faces are a large family of realist sans-serif typefaces developed in the early years of the 20th century by the type foundry American Type Founders (ATF) and credited to its head designer Morris Fuller Benton. Benton's Franklin Gothic family is a set of solid designs, particularly suitable for display and trade use such as headlines rather than for extended text. Many versions and adaptations have been made since.

Roboto Mono is a monospaced addition to the Roboto type family. Like the other members of the Roboto family, the fonts are optimized for readability on screens across a wide variety of devices and reading environments.

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Brand Logo



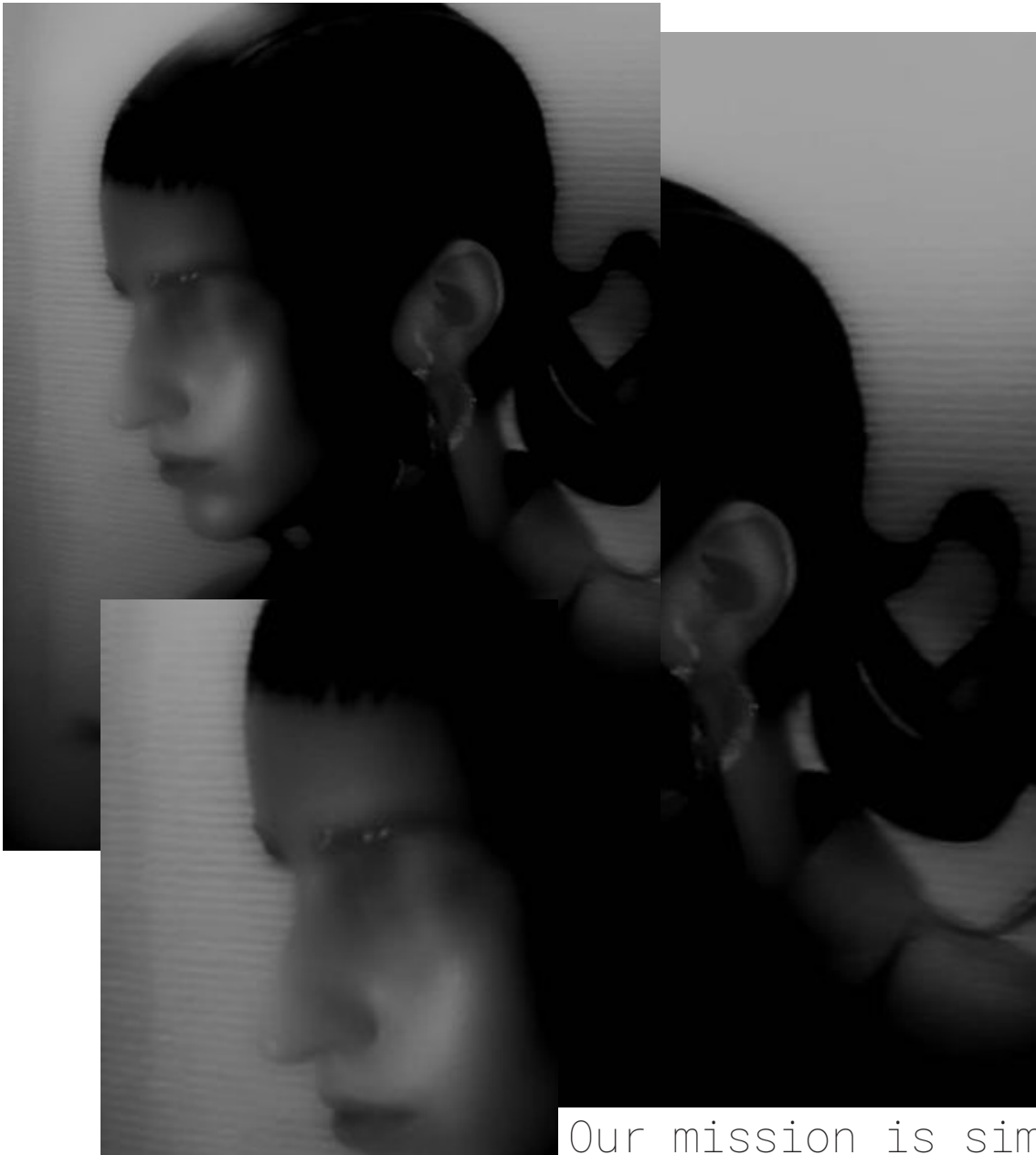
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Mission

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Our mission is simple.
We analyze.
We strategize.
We get results.

Your brand is our brand.

Vision

We uncover creative ideas
through research and review,
giving a voice to vision and a
platform to people.



C A D O
C O M M U N I C A T I O N

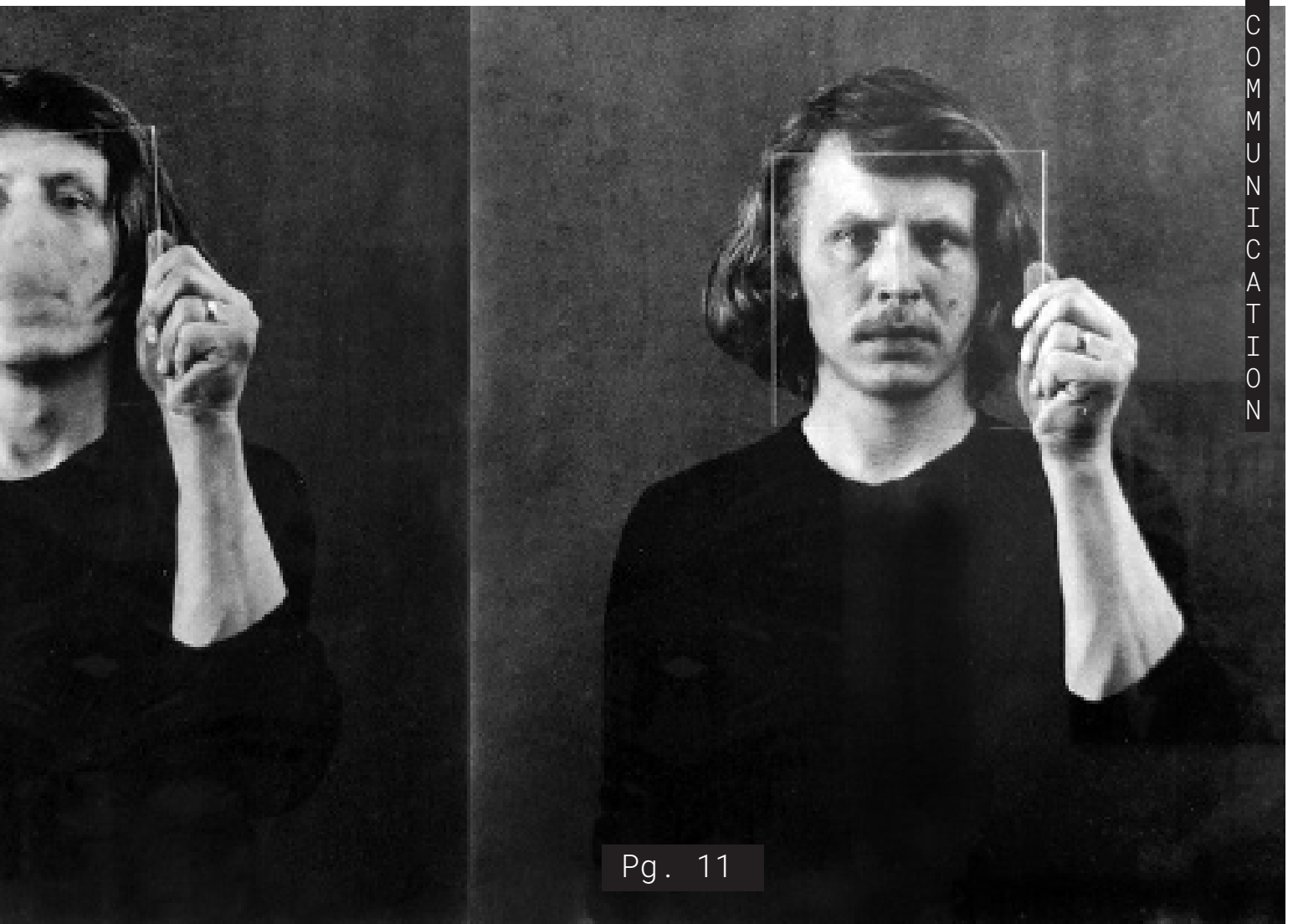
Values

- Knowledge
- Quality
- Satisfaction
- Creativity

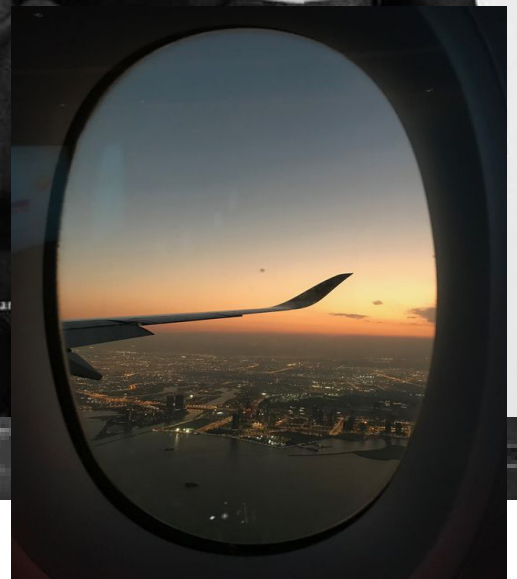
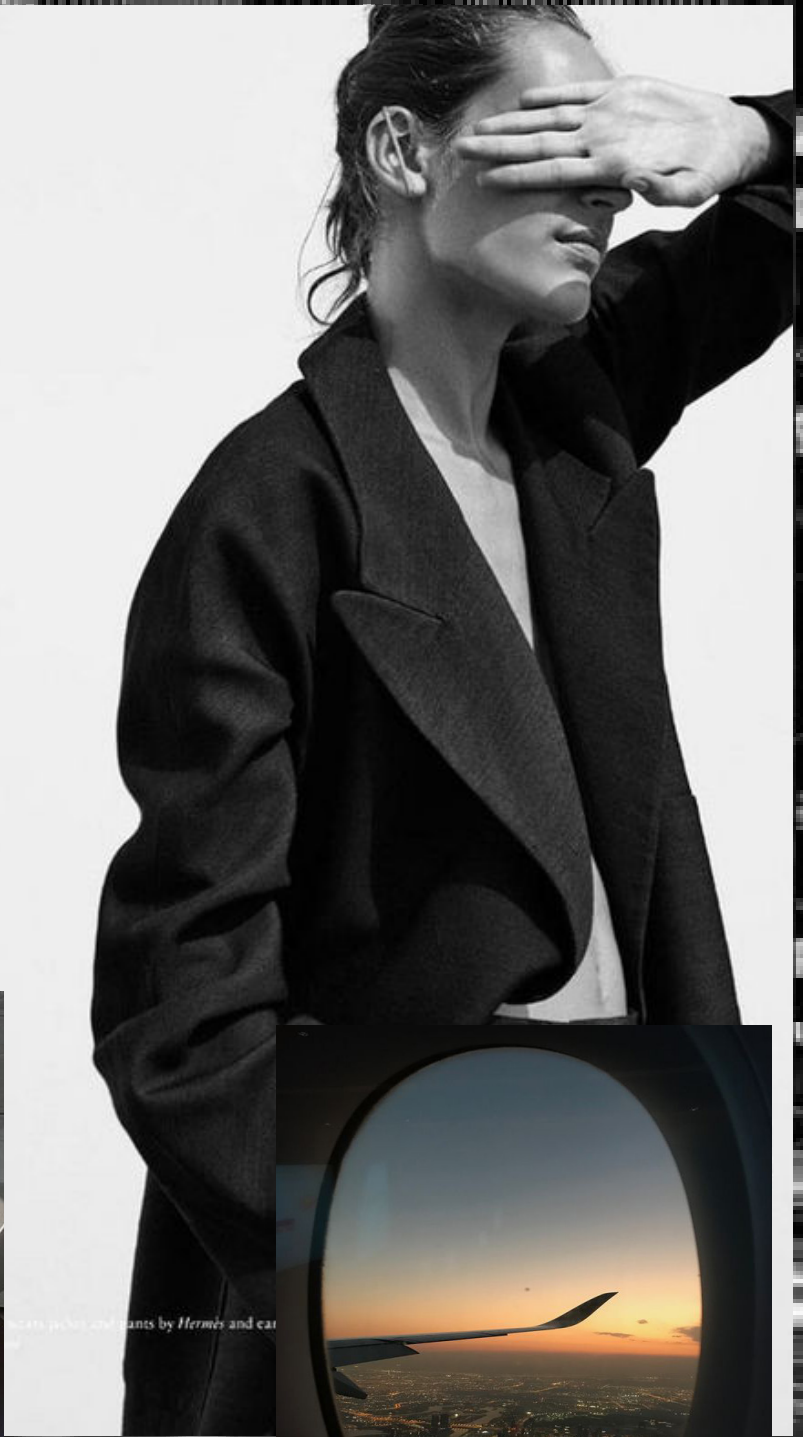
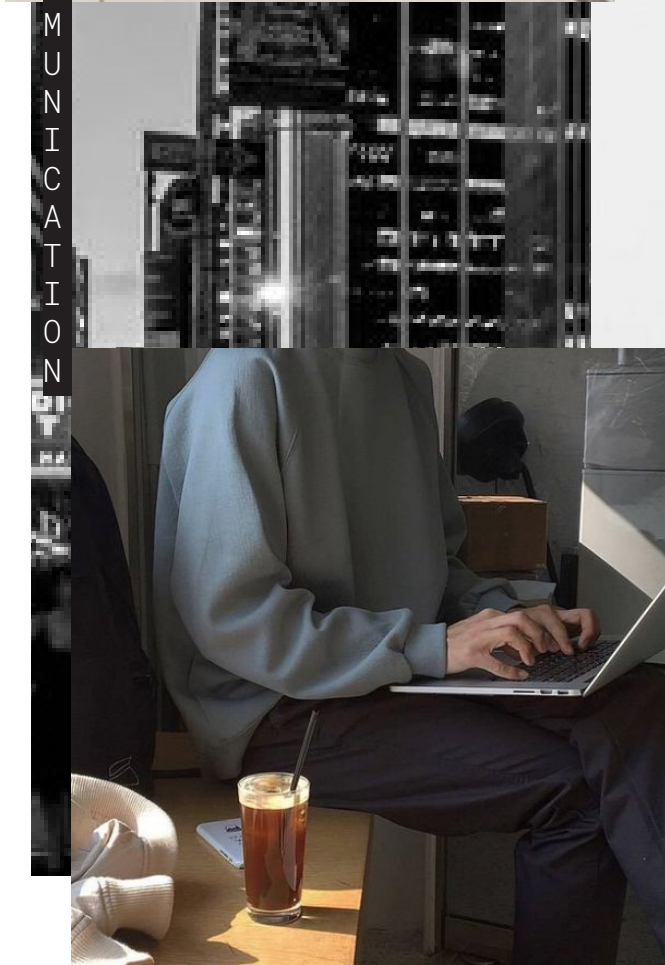
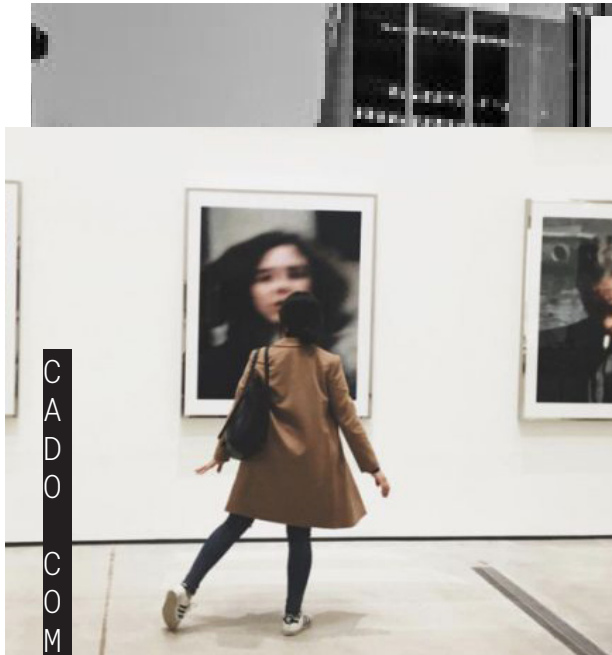


Brand Language

CADO Communications has a very creative and inquisitive language. The overall tone of this brand is very structured business formal.



Consumer Storybord





CADO's target consumers are entrepreneurs seeking to develop and validate their business. They tend to be socially aware and inquisitive about the world. In her free time she may enjoy reading the latest issue of her favourite fashion magazine while in a cafe. He is a young creative that loves the city and constantly being surrounded by noise. She won't settle for anything else but perfection and expects the best from everyone around her, as her brand requires a fierce leader. They are in their late 20's entering their early 30's, striving to create an impact in their industry with their companies. They enjoy the stimulation their work provides for them as they are very passionate individuals but they hope to travel the world and learn about new cultures.

Brand Comparison

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Milk

CREATIVE COMMUNICATIONS

"At Milk, we believe successful campaigns need to be rooted in authenticity. They tell stories that connect to real lives, offering a fresh outlook that both complements and takes the conversation to the next level."



Located in the heart of Vancouver, our services include public relations, digital communication, social media management & influencer, brand remedy and much more. communication

Packaging

