

# Brand Guidelines

# Who we are

We are **the** brand behind  
world-class brands

# Our purpose

We deepen the connections  
people have with brands

# Our attributes

## LEGACY

Proven  
Traditional  
Trusted  
Unified  
Powerful  
Client Focused  
Security  
Collaborative



## ADDITIONS

Bold  
Modern  
Deepened Connections  
Leveraging Analytics  
Candor  
Self-Service  
Unified

# Visual Identity

# Logo

### Logo Elements

The CDS Global logo is made up of three elements: Wordmark, Monogram and Signature.

#### A – Wordmark

The CDS Global name is presented in a custom sans-serif. The Wordmark must always be locked up with the Connection Symbol and Signature whenever possible. However, exceptions to this rule do apply and will be explained fully in the Usage & Variations section.

### B – Monogram

The sticky interaction between a square and circle in our simple, iconic monogram serves as the basis of our graphic language, transforming into each other representing deep connections and lifelong bonds.

#### C - Signature

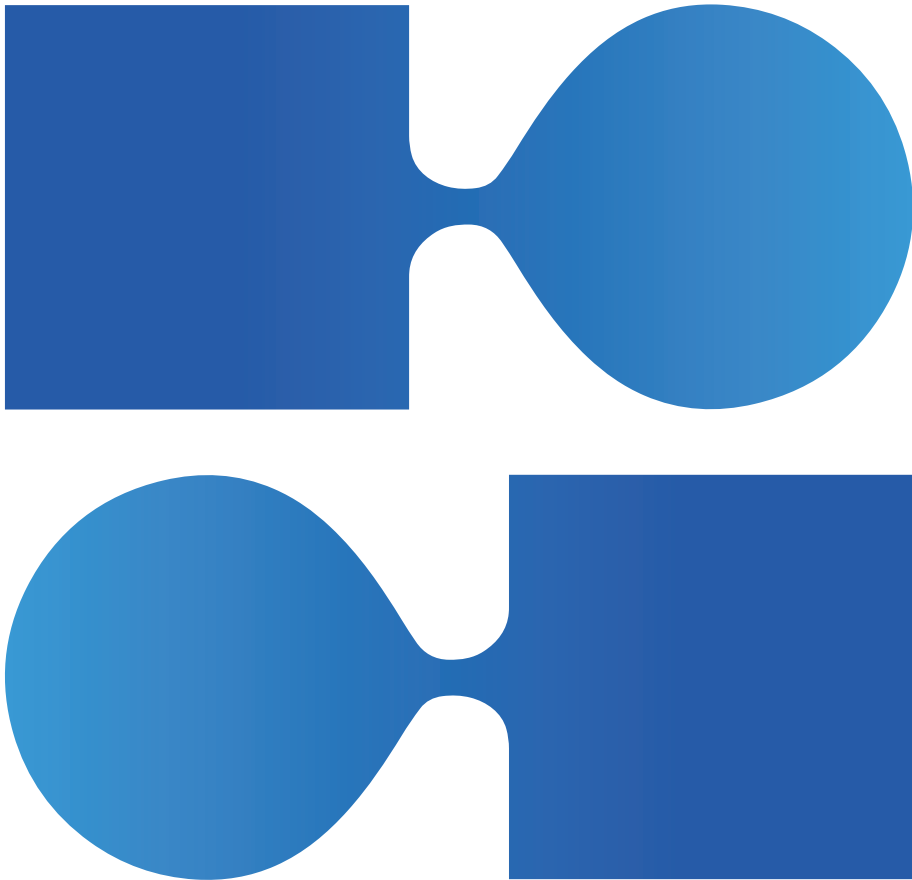
Our signature, A Hearst Company, allows us to build on the history and prestige of our parent company.



# Monogram

○ Circle represents insights, unity, collaboration and protection.

□ Square represents trust, stability and is a common symbol used in data visualization.



**The Connections Symbol**  
The circle and square shapes are a wonderful study in contrast between straight and rounded lines, built from the visual language that is the DNA of our graphic system. These shapes transform into each other with a gradient blend of the two blues representing the coming together of deep connections and lifelong bonds.

# Logo Construction





# Logo



**A – Primary Logo**  
This version of the CDS Global logo, containing all the logo elements is the standard lock-up for all locations.



**B – Secondary Logo**  
In some instances, this version of the logo without the signature, may also be used. Refer to the applications examples on page 17 for additional information.

# Clear Space



Never place the primary or secondary logos too close to other type or graphical elements. The clear space around the logo should be equal to the height of the square from the connection symbol displayed on the left.



# Color Variations



**Three Color Logo**  
The preferred format for the CDS Global logo is this three-color version over light-colored backgrounds.



**Two Color Logo**  
**CDS Global Blue (PMS 7684) & Dark Gray (PMS 425)**  
The CDS Global logo in this two-color version over light-colored backgrounds can only be used if you can't use the three-colored gradient logo.



**One Color Logo**  
**CDS Global Blue (PMS 7684)**  
The CDS Global logo in this one-color version over light-colored backgrounds can be used for screen printing versions only.



**White**  
The CDS Global logo may appear in white against a dark-colored background may be used if you can't use the two or three-colored logo.

# Logo Usage

**Minimum Sizes**

To ensure the logo remains legible at all times it should not be reduced below its minimum size.

**Logo Lockup: Minimum sizes**

Print: 2.25in  
Digital: 385px



To maintain visibility and legibility of the CDS Global logo, it must not be used below specified minimum reproduction sizes. Different minimums are required for different media, but each is subject to the constraints of the particular reproduction method used.

**Secondary Logo: Minimum sizes**

Print: 1.75in  
Digital: 195px



Whatever the reproduction technique, be sure the logo is always legible at its size and can be clearly viewed and reproduced. If the signature cannot be read, it may be eliminated, but not enlarged or altered in any other way.

**Note**

There may be exceptions to this rule, such as pens, golf tees and other trinkets. When ordering such items, it is best to contact the Marketing Team for clarification. Before working with a vendor, contact Micheline Oleson or Jim Tagye to ensure that the vendor understands CDS Global logo requirements.

# Things to Avoid

To maintain the integrity of the CDS Global brand identity, it is necessary to understand how to use the logo properly. The CDS Global logo is specifically drawn for use in the CDS Global

brand identity. The logo should never be redrawn, re-created or altered in any way, nor should the relative size, position or orientation of the components be changed.



✗ Don't change the wordmark lockup



✗ Don't adjust the logo.



✗ Don't place the logo at an angle.



✗ Don't add effects to the logo.



✗ Don't use the logo as a mask.



✗ Don't outline the logo.



✗ Don't place the primary logo on a dark background - lacking contrast.



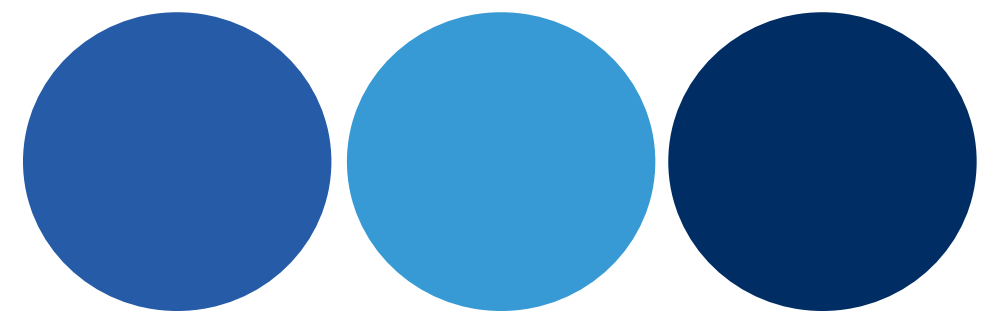

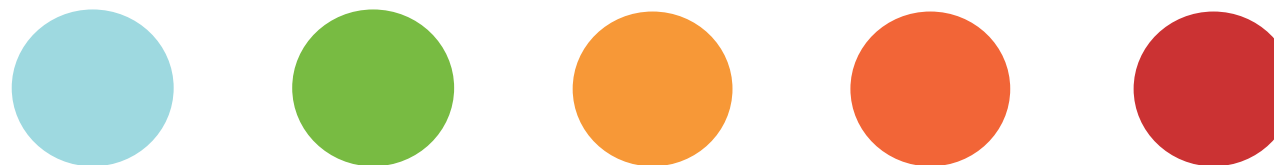
✗ Don't place the primary logo on a blue background - lacking contrast.



✗ Don't place the primary logo on a complex background - lacking contrast.

# Color Palette

Digital formats include: **HEX, RGB & HSI**      Print formats include: **CMYK & PMS**

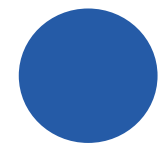
PRIMARY COLOR PALETTE			NEUTRAL COLOR PALETTE		SECONDARY COLOR PALETTE				
									
<b>CDS GLOBAL BLUE</b> HEX #2A5BA7 RGB 42/91/167 HSI 216/60/41 CMYK 91/71/2/0 PMS 7684 C	<b>COOL BLUE</b> HEX #3E9BD6 RGB 62/155/214 HSI 203/65/54 CMYK 70/26/0/0 PMS 2925 C	<b>DARK BLUE</b> HEX #243288 RGB 36/50/136 HSI 232/38/34 CMYK 100/67/0/53 PMS 280 C	<b>DARK GRAY</b> HEX #545759 RGB 84/87/89 HSI 204/3/34 CMYK 65/56/53/29 PMS 425 C	<b>COOL GRAY</b> HEX #D9D9D9 RGB 217/217/217 HSI 0/0/85 CMYK 14/10/11/0 PMS Cool Gray 3 C	<b>LIGHT TEAL</b> HEX #9BDDE3 RGB 155/221/227 HSI 185/56/75 CMYK 36/0/12/0 PMS 304 C	<b>GREEN</b> HEX #77BA43 RGB 119/186/67 HSI 94/47/50 CMYK 58/3/100/0 PMS 376 C	<b>GOLDEN YELLOW</b> HEX #FF9933 RGB 255/153/51 HSI 30/100/60 CMYK 0/48/88/0 PMS 144 C	<b>ORANGE</b> HEX #FF6633 RGB 255/102/51 HSI 5/100/60 CMYK 0/75/85/0 PMS 166 C	<b>RED</b> HEX #CC3333 RGB 204/51/51 HSI 0/60/50 CMYK 14/94/88/4 PMS 200 C

The CDS Global Blue and Cool Blue are the primary colors used in the primary logo. All three of these colors can be used in all CDS Global branded communications.

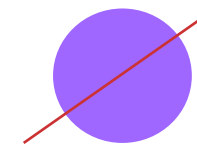
The dark gray is used in the signature of the primary logo as well as for body copy in presentations and marketing materials.

The cool gray can be used as a background color.


The secondary colors are to be used sparingly, primarily for charts and graphs.



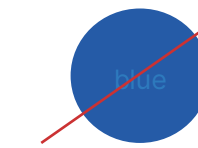
**DO**  
Use colors from the CDS Global palette



**DON'T**  
Use any other colors



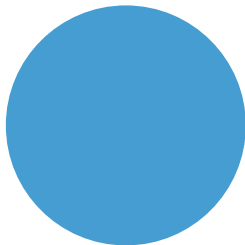
**DO**  
Make sure there is sufficient contrast.



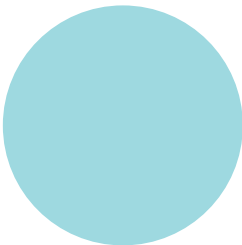
**DON'T**  
Use transparent text.

# Color Accessibility

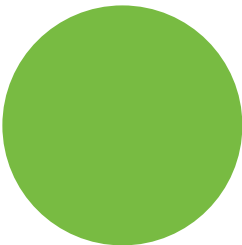
PRIMARY & SECONDARY COLORS  
WCAG AAA COMPLIANT  
FOR BLACK TEXT



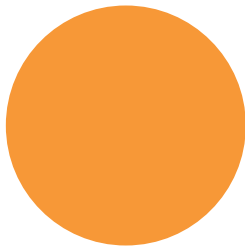
COOL BLUE  
HEX #469DD2  
RGB 70/157/210



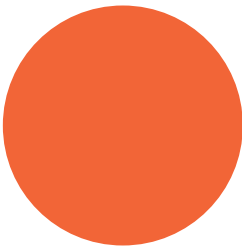
LIGHT TEAL  
HEX #9BDDE3  
RGB 155/221/227



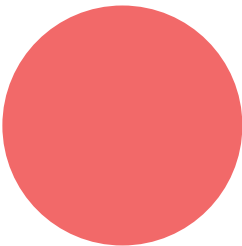
GREEN  
HEX #77BA43  
RGB 119/186/67



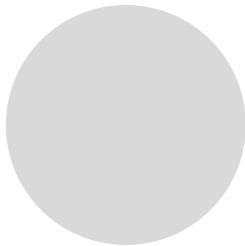
GOLDEN YELLOW  
HEX #FF9933  
RGB 255/153/51



ORANGE  
HEX #FF6633  
RGB 255/102/51



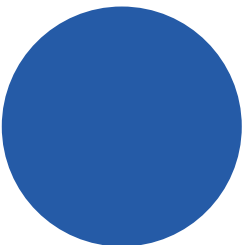
RED  
HEX #F26969  
RGB 242/105/105



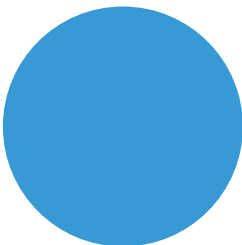
COOL GRAY  
HEX #D9D9D9  
RGB 217/217/217

Our color palette has been adjusted to allow for legibility of black and white type at small sizes within our website. The diagram below illustrates the shifts in lightness and darkness with a ratio of 7.00:1 and above.

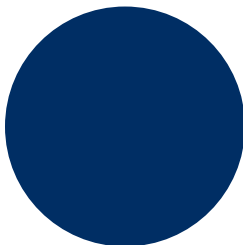
PRIMARY & SECONDARY COLORS  
WCAG AAA COMPLIANT  
FOR WHITE TEXT



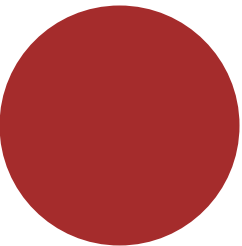
CDS GLOBAL BLUE  
HEX #1B55AC  
RGB 27/85/172



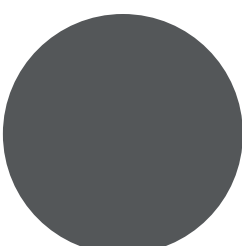
COOL BLUE  
HEX #3E9BD6  
RGB 62/155/214



DARK BLUE  
HEX #243288  
RGB 36/50/136



RED  
HEX #A52C2C  
RGB 204/51/51



DARK GRAY  
HEX #545759  
RGB 84/87/89HSI

# Typography

Use this font for all CDS Global branded communications when possible.

[Download font here](#)

## INTER

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**12345567890**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345567890

Our visual identity utilizes one type family. Inter, a variable sans serif typeface is used for all CDS Global branded communications and is the workhorse of our product experience.

For body copy choose Inter Regular and **Inter Bold**. For large headings opt for **Inter Bold**.



# Applications

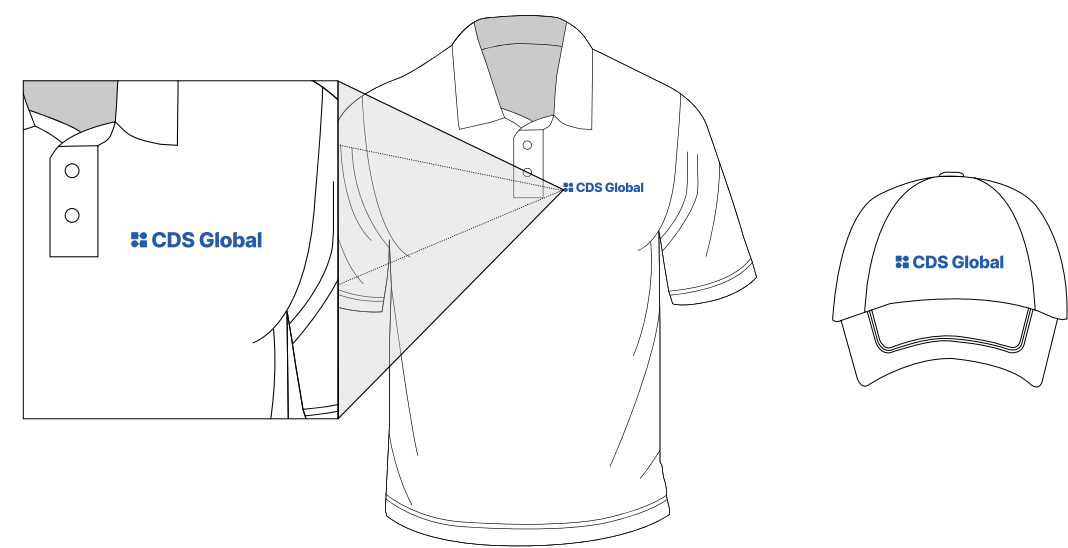
### PENS AND PENCILS

When reproducing the CDS Global logo on a pen or pencil, care must be taken to ensure that the complete logo can be seen on one side of the barrel. Avoid placement of text on the other side of the barrel, as this may be construed as a secondary signature.



### APPAREL

When creating apparel with an embroidered logo and screen printing, use a one-color logo without the signature due to the difficulty of reproducing the logo.



### FLAGS

When creating flags for CDS Global facilities, the heights of the square in the connection symbol must be maintained around all sides of the logo. Although each country's flag has its own official proportions, the standard flag size used today is 3' x 5' (.9144 x 1.524 m) A company flag at a CDS Global facility can be no larger than the country flag at that facility, and must maintain proper aspect ration. Pinnacle flags must not be used to represent CDS Global.



### NOTE

Please send all proofs for final sign off from the vendors to Micheline Oleson or Jim Tagye to ensure proper use of the CDS Global brand.

# Digital Applications

### EMAIL SIGNATURE

The corporate email signature instructions can be found [here](#).

First Name Last Name  
Job Title | Job Department

Des Moines, IA  
M: 123.456.7890



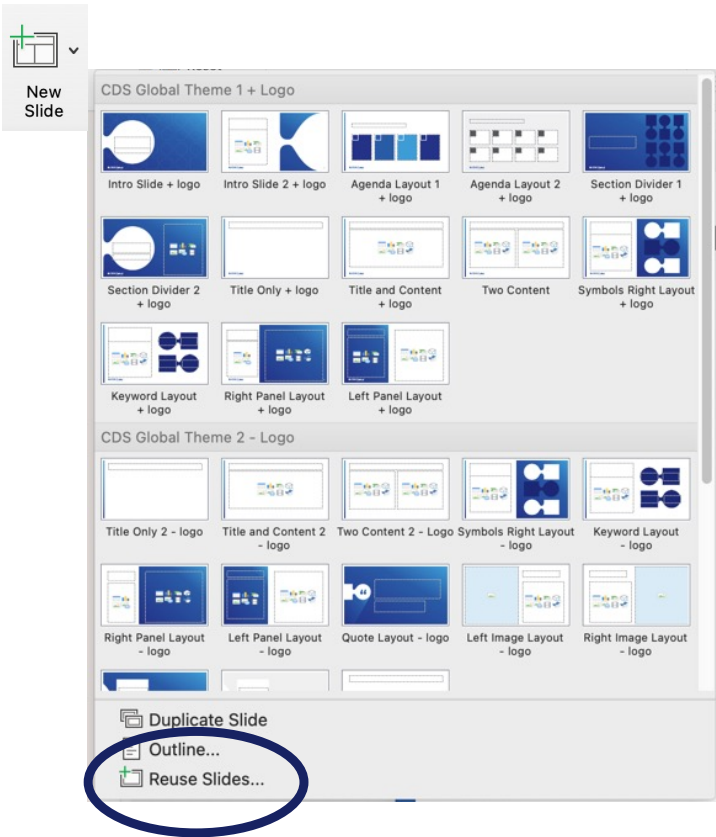
### POWERPOINT PRESENTATIONS

It's important to provide a consistent visual representation of CDS Global to all external audiences. The preferred template is formatted for widescreen (13.33 x 7.5 inches) and has multiple layouts to choose from as shown below.



### REUSING (IMPORT) SLIDES FROM ANOTHER PRESENTATION

On the Home tab, under Slides, click the arrow next to the New Slide, and then click Reuse Slides.



In the dialog box, find the presentation that you want to insert, and select it. Click OK.

[Detailed instructions for Windows and Mac](#)

# Monogram Usage

