

Brand Guidelines

REVISED MARCH 2024

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

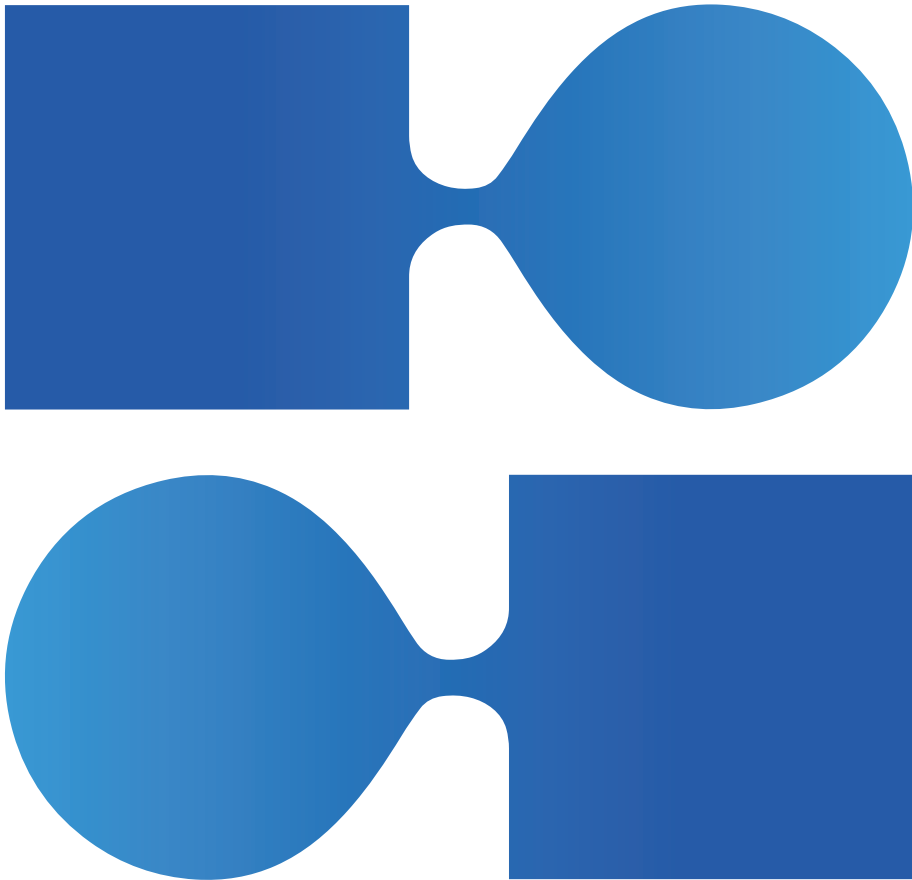
Our signature, A Hearst Company, allows us to build on the history and prestige of our parent company.



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.

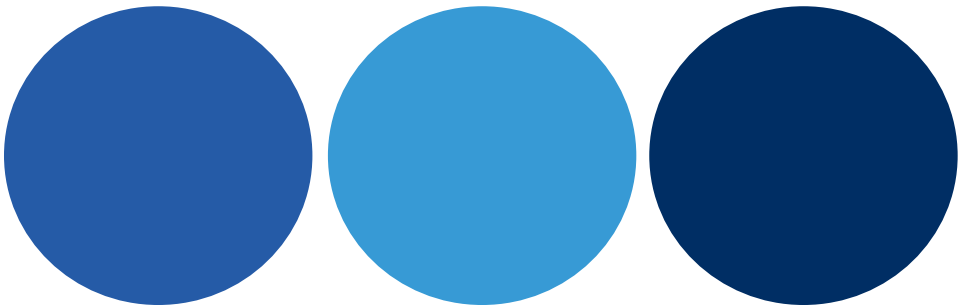


✗ Don't place the primary logo on a complex background - lacking contrast.

Color Palette

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

PRIMARY COLOR PALETTE



CDS GLOBAL BLUE	COOL BLUE	DARK BLUE
HEX #2A5BA7	HEX #3E9BD6	HEX #243288
RGB 42/91/167	RGB 62/155/214	RGB 36/50/136
CMYK 91/71/2/0	CMYK 70/26/0/0	CMYK 100/67/0/53
PMS 7684 C	PMS 2925 C	PMS 280 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.

NEUTRAL COLOR PALETTE

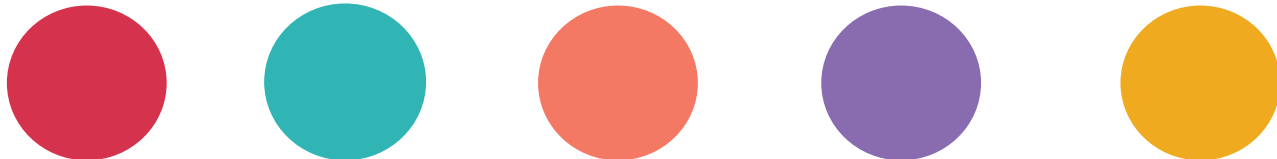


DARK GRAY	COOL GRAY
HEX #545759	HEX #D9D9D9
RGB 84/87/89	RGB 217/217/217
CMYK 65/56/53/29	CMYK 14/10/11/0
PMS 425 C	PMS Cool Gray 3 C

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.

SECONDARY COLOR PALETTE

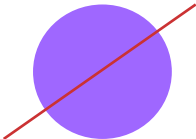


RED	TEAL	CORAL	PURPLE	YELLOW
HEX #D53044	HEX #30B5B4	HEX #F37965	HEX #896CAF	HEX #F0AC00
RGB 213/48/68	RGB 48/181/180	RGB 243/121/101	RGB 137/108/175	RGB 240/172/0
CMYK 0/77/68/16	CMYK 73/0/1/29	CMYK 0/50/58/5	CMYK 22/38/0/31	CMYK 0/28/100/6
PMS 711 C	PMS 631 C	PMS 2344 C	PMS 2095 C	PMS 130 C

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



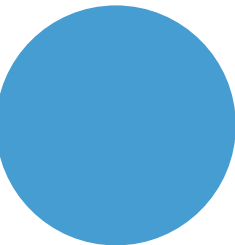
DO
Make sure there is sufficient contrast.



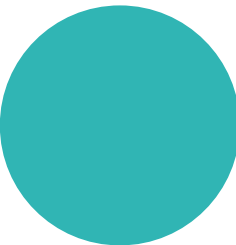
DON'T
Use transparent text.

Color Accessibility

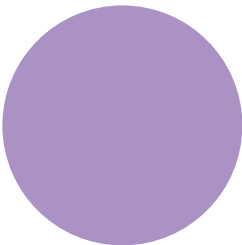
PRIMARY & SECONDARY COLORS
WCAG AAA COMPLIANT
FOR BLACK TEXT



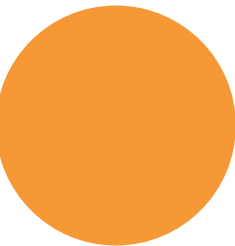
COOL BLUE
HEX #469DD2
RGB 70/157/210



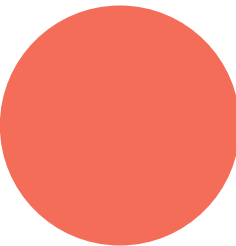
TEAL
HEX #9BDDE3
RGB 155/221/227



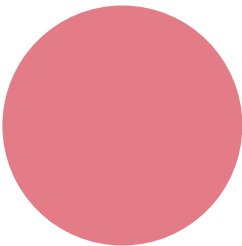
PURPLE
HEX #AA92C4
RGB 170/146/196



GOLDEN YELLOW
HEX #FF9933
RGB 255/153/51



CORAL
HEX #F36D58
RGB 243/109/88



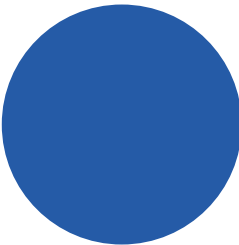
RED
HEX #E47C88
RGB 228/124/136



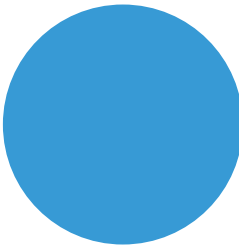
COOL GRAY
HEX #D9D9D9
RGB 217/218/217

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.

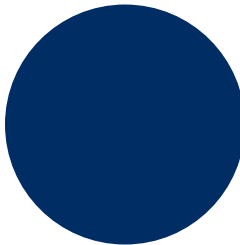
PRIMARY & SECONDARY COLORS
WCAG AAA COMPLIANT
FOR WHITE TEXT



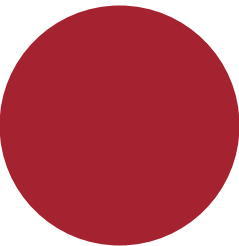
CDS GLOBAL BLUE
HEX #1B55AC
RGB 27/85/172



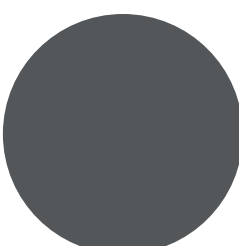
COOL BLUE
HEX #3E9BD6
RGB 62/155/214



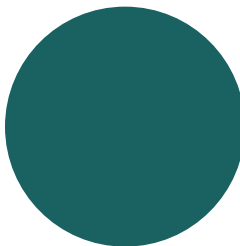
DARK BLUE
HEX #243288
RGB 36/50/136



RED
HEX #A52231
RGB 165/44/44



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



DARK TEAL
HEX #1A6161
RGB 36/97/97

Typography

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

[Download font here](#)

INTER

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345567890

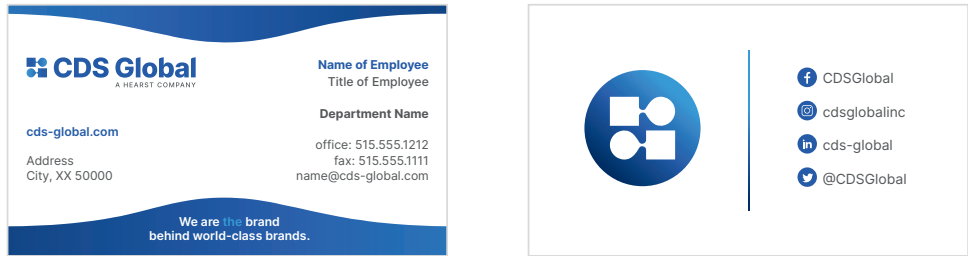
Our visual identity utilizes one type family. Inter, a variable sans serif typeface is used for all CDS Global branded communications and is the workhorse of our product experience.

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

Applications

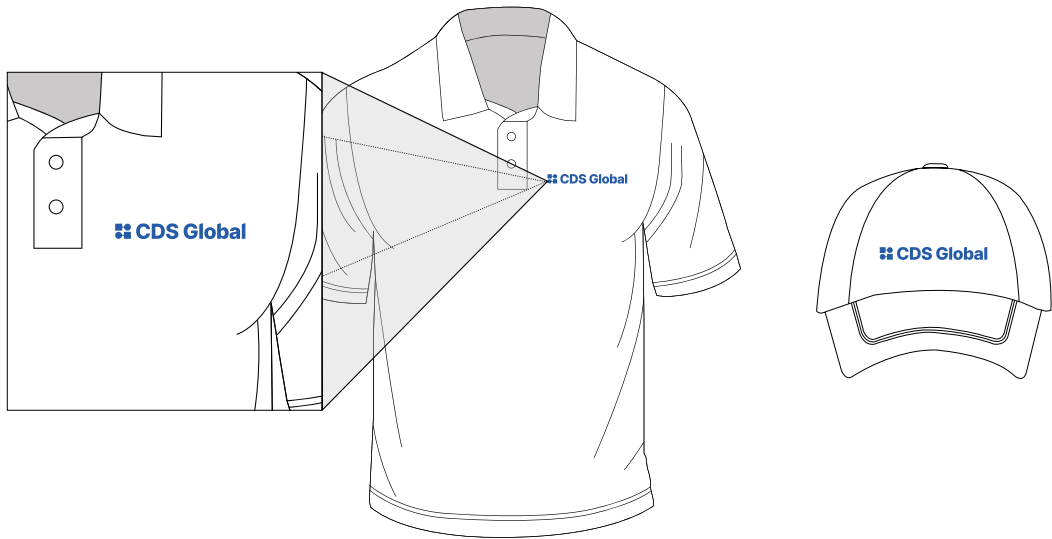
BUSINESS CARDS

Business cards can be [requested here](#). Upon receipt of your request, it undergoes an evaluation process, after which you will be notified regarding the budget's accommodation for the printing costs. A Smartsheet invitation will be provided to you for the purpose of reviewing the business card details. Sign up is free. Should any modifications be required, you may indicate them by clicking on the specific section and entering your comments for adjustments.



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 to ensure proper use of the CDS Global brand.

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.



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



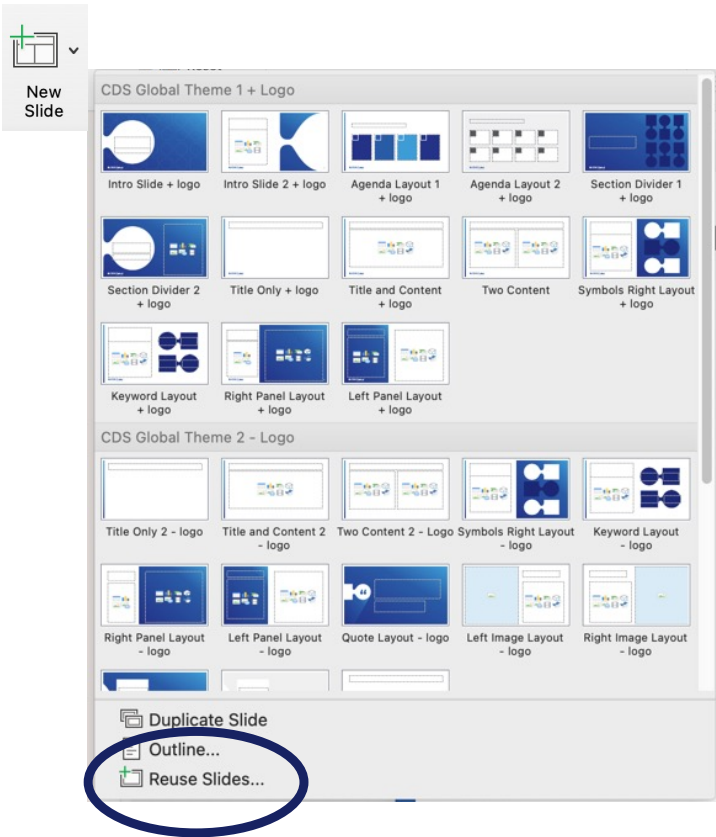
POWERPOINT PRESENTATIONS

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.



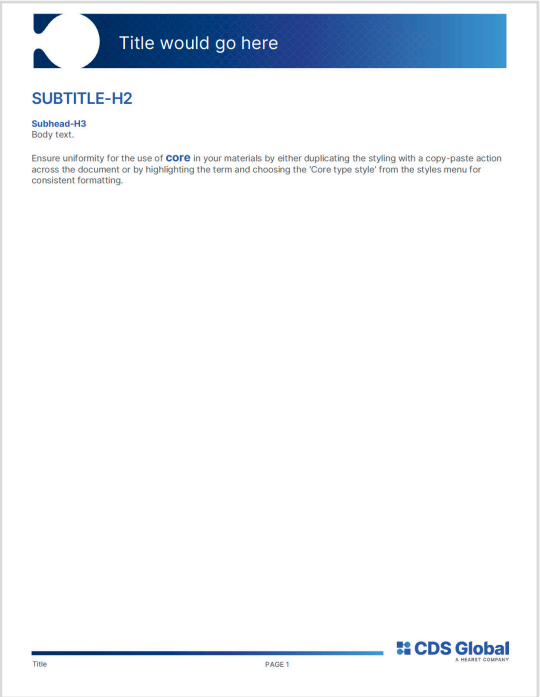
In the dialog box, find the presentation that you want to insert, and select it. Click OK.

[Detailed instructions for Windows and Mac](#)

Digital Applications

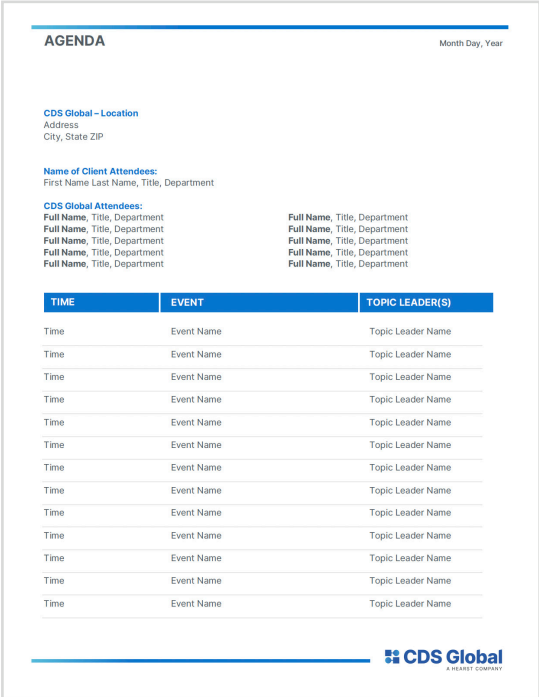
GENERIC WORD TEMPLATE

The corporate Word template can be [found here](#).
Use the styles from the styles pane to format the copy.



AGENDA TEMPLATE

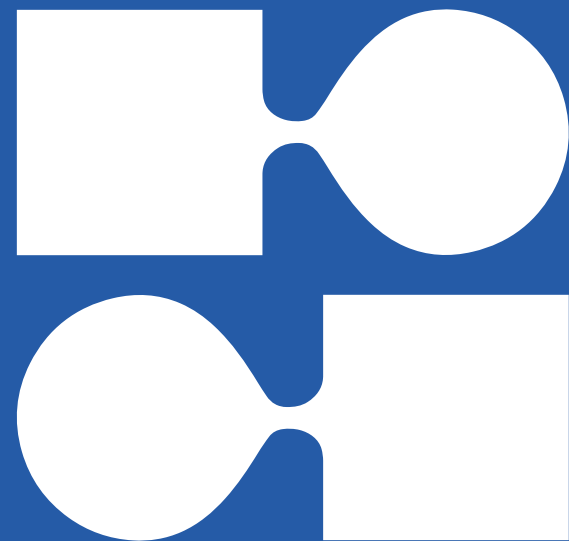
The agenda template can be [found here](#).



OTHER TEMPLATES

- [Letterhead](#)
- [Memo](#)
- [Proposal](#)
- [Win Report](#)

Monogram Usage



Core Logo

Logo Elements

The Core logo is made up of three elements: Wordmark, Monogram & Infinity Loop

A – Wordmark

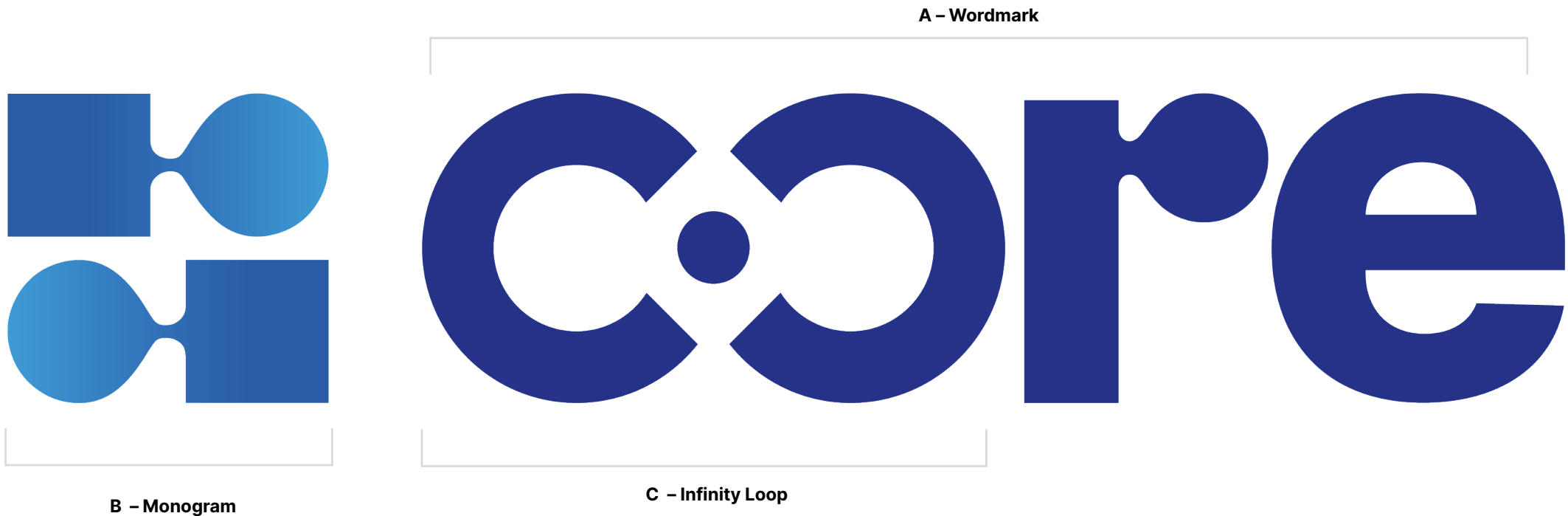
The Core name is presented in a custom sans-serif. The Wordmark must always be locked up with the Connection Symbol whenever possible. However, exceptions to this rule do apply and will be explained fully in the Usage & Variations section.

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 – Infinity Loop

Our simple, iconic mark. The Infinity loop can be used independent of the Wordmark and plays a large role in defining the Core visual identity.



Core Logo Construction

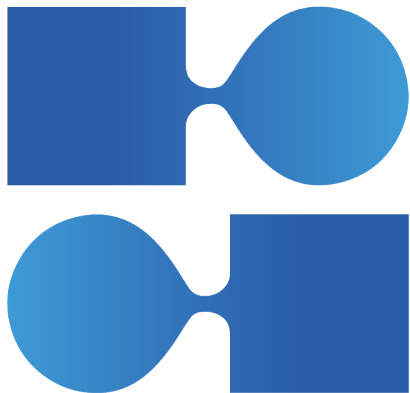
Core Definition

The central and most important part of something.

Your customers are at the core of your business,
and you're at the core of everything we do.

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.



Customer Centric

The central dot represents the
customer that is at the very heart of
your business.

Letterforms

The letterforms allow the
'r', symbolized by a fulfilled
'core', to be the perfect
metaphor for the deepened
connections and lifelong
bonds between brands and
customers.



Colorization

The dark blue hue sets this
logo apart and symbolizes bold
confidence and trust that comes
from our years of experience.

Infinity Loop

Defined as immeasurably great
represents a feedback loop that
provides you with user data, that
in turn helps you plan business
strategies for the best customer
experiences.

Clear Space



Never place the Core logo 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.

On-brand Writing

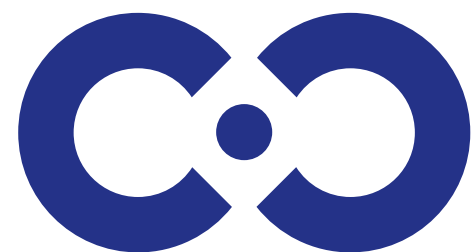
Ensure uniformity for the use of **core** in documents, proposals, and presentation decks by:

- using the Inter bold font
- increase the font size 3 pts more than the body text
- use the Blue Accent 2 color from the CDS Global Brand color theme in Word or PowerPoint

When mentioning product names, such as Core or Engage, on platforms like Teams, Slack, or in emails, always capitalize them as you would with proper nouns.

Use	Do this	Don't do this
American English	Charlie focused on analyzing colored heatmaps.	Charlie focussed on analysing coloured heatmaps.
Active Voice	You can now pull data from Experian.	Experian has been added to the connector family.
Correct spelling of our partner companies	AdvantageCS®, Hearst	Advantage CS, ACS
Title case headings	Major Words are Capitalized and Most Minor Words are Lowercase	Major words are capitalized and most minor words are lowercase
Correct style for OMS in documents, proposals or decks	core	core
Correct style for product names in Teams, Slack or emails	Core, Engage, Global Insights, Global Care, Core SSO	core, engage, Global insights, Global care, core SSO
Correct style for Core products in documents, proposals or decks	core SSO	core SS0, Core SSO

Product Identity



Infinity Loop
The Infinity Loop icon should be used in association with content that relates to Core such as marketing materials, website, social media and reach screens. The marker should constantly be represented along with the brand name. This is ensured to strengthen our brand identity.

core SSO

Pay Suite

Our wordmarks utilize one type family, Inter for each product, solution or service. They are designed to be recognizable as distinctly CDS Global.

 **engage**

Global analytics

Global care

Global insights

Core Color Variations



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



One Color Logo
Dark Blue (PMS 280 C)
The Core logo in this one-color version over light-colored backgrounds can be used for screen printing versions only.



White
The Core logo may appear in white against a dark-colored background and may be used if you can't use the four-colored logo.

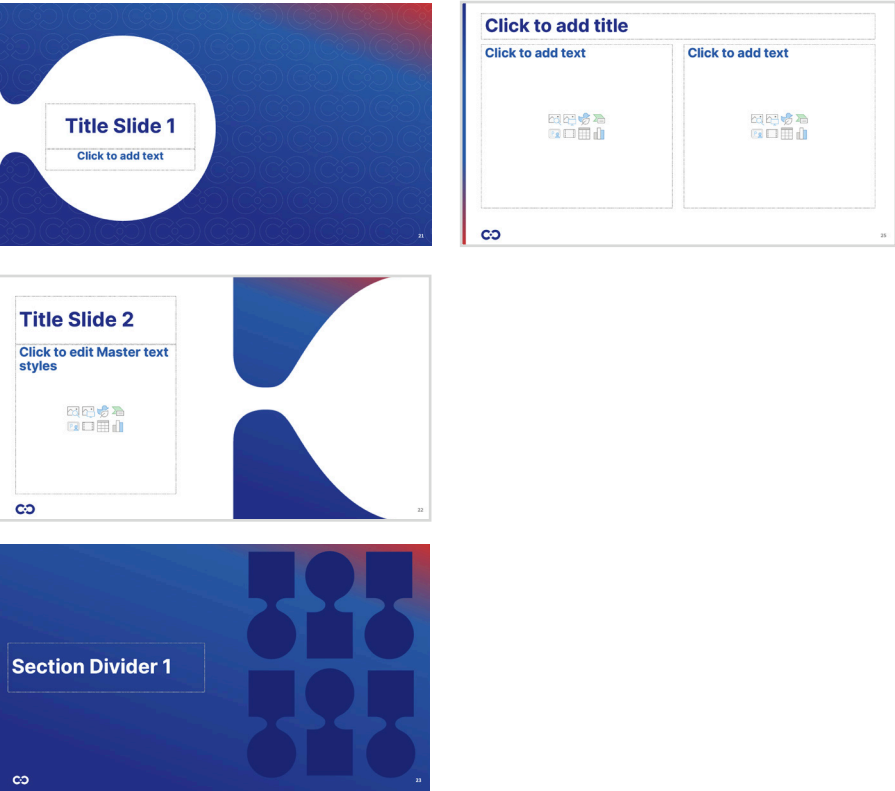
Core Digital Applications

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.

CORE THEME

Use this theme when presenting Core. This is included in the corporate template as a layout option.



GENERIC WORD TEMPLATE

The corporate word template can be found here. Use the styles

