

# Our *brand guidelines* at a glance

## GETTING STARTED

Please find our templates, logos, fonts and full brand book at:  
<https://naeeuro.sharepoint.com/sites/CDL/MarCom/Forms/AllItems.aspx>



## OUR LOGO

Where possible our logo should always appear on a CDL Blue background, but a version on white is available.



Do not alter the logo in any way or ever place it on a background where it is not clearly visible.



Never use our old logo



Never change colours



Never warp or apply effects

## OUR FONTS

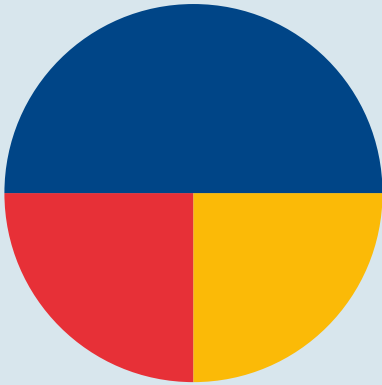
# Gotham Light large headlines

**Gotham Bold for sub headings can be coloured to brighten a page.**

Gotham Book for body copy should always be in CDL Blue on white, or white on a CDL Blue background.  
'Align left' is preferred for body copy, but 'Justified' can be used to give a more formal appearance.

# OUR COLOURS

CDL Blue is the unifying visual thread of our brand identity, our 'thread of blue'. It conveys an understated, professional and serious feel. Please use it on all your material.



CDL Blue				
CMYK	100	82	19	5
RGB	0	69	135	
#004587				

CDL Red				
CMYK	3	95	84	0
RGB	231	48	55	
#E73037				

CDL Gold				
CMYK	1	29	100	0
RGB	251	186	7	
#FBBA07				

# EMAIL SIGNATURE

Email signatures should be set using Arial Regular and Arial Bold, 10pt, in CDL Blue (#004587), as shown.

**Martijn Simoons**  
Head of Brand



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