

creative
diversity
network

Our Brand Guidelines

stacked logo

Here is how our logo should look when
Creative Diversity Network is used in full.

creative
diversity
network



Our roundel icon can be used on its own.

Our CDN text should always be displayed within the roundel at an angle of 18°.

We recommend that it is not used any smaller than 20mm wide as a standalone logo in order to keep the icon legible for all readers.



Actual Size



Please only use the following brand colours on our roundel icon.



100% Black
C0 M0 Y0 K100
R35 G31 B32
#000000



Pantone 7417C
C0 M75 Y75 K0
R242 G102 B73
#f26649



Pantone 7452C
C50 M32 Y0 K0
R241 G102 B130
#819cd1



Pantone 7424C
C0 M75 Y30 K0
R341 G102 B130
#f16682



Pantone 7545C
C23 M2 Y0 K63
R72 G111 B124
#486f7c

do's & don'ts

It's important that the brand is kept consistent across all applications, as well as remaining legible and accessible. Please don't make any modifications to the icon.

Here are our do's and don'ts.



do



Use our standard roundal icon in one of our brand colours.



don't



Rotate the icon.



don't



Reduce the font size on the icon.



don't



Distort the icon.



don't



Stretch the icon.



don't



Add a drop shadow to the roundel icon.

accessible approach

CDN promotes and endorses accessibility and inclusion so our brand needs to be as accessible as possible for everyone. This means that all text and colours need to remain legible at all times.



don't ✖
Use a font other than Lato within the roundel icon.



don't ✖
Use low contrast colours that could effect the legibility.



don't ✖
Use a low resolution image of the icon.



do ✔
Use a background colour that contrasts with the icon colour.



do ✔
Use a background image that contrasts with the icon colour.



don't ✖
Use a background colour that limits the visibility of the icon.



don't ✖
Use a background image that limits the visibility of the icon.



Our brand font is Lato. We use it in 3 weights; Regular, Bold and Black.

Lato Black must be used for page headlines to add emphasis. We also recommend that the header text be kept lower case to keep it in line with our brand.

All subheadings should appear in Lato Bold.

Lato Regular must then be used on all body copy.

lato black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

lato bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

lato regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

embedding the icon

When creating headline text, the roundel icon can also be used as a substitute for the letter “o”, emphasising the CDN brand.

When embedding the icon into header text, we recommend that it is used at a minimum width of 8mm to remain legible.

A large, dark blue, sans-serif word 'copy' where the letter 'o' is replaced by a pink circular icon containing the white lowercase letters 'cdn'.A smaller version of the 'copy' text, with the 'o' replaced by a blue circular icon containing the white lowercase letters 'cdn'. Below the icon is a double-headed arrow and the text '8mm'. Below the entire graphic is the text 'Actual Size'.