

**BRAND /**  
**The CDW Logo**

## THE CDW LOGO / Overview

The CDW logo consists of a solid square with “CDW” and a distinctive oval shape reversed out. Both a standalone square logo and a logo-with-tagline lockup are available for use.

### The CDW Logo

The CDW logo should appear on all marketing and advertising communications. Its modular design allows for easy application in a variety of media. The shape and concentration of color give the logo prominence within each communication.

### Tagline

The logo with tagline “People Who Get IT®” is the preferred format. In multipage communications, such as catalogs and direct mail, this version should appear at least once. After first usage with tagline, it is permissible to use the standalone logo.

CDW Logo with Tagline



CDW Logo without Tagline



**THE CDW LOGO /**  
**Tagline Usage**

The CDW tagline “People Who Get IT®” is a registered trademark.

When shown as part of the CDW logo lockup, it appears in all caps with ®.

In any other usage outside of the logo lockup, use initial caps, with the exception of “IT,” which is all caps: People Who Get IT®.

The first reference to the tagline in body copy must be accompanied by a registered trademark symbol.

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CDW Logo with Tagline



Typeset Tagline

People Who Get IT®

**THE CDW LOGO /  
Logo Colors**

The approved logo color options are:

PMS 186

C: 0 M: 100 Y: 81 K: 4

R: 204 G: 0 B: 0

K: 100%

Hex#: cc0000

**Black-and-White Versions**

When print reproduction does not allow for PMS 186 red or the CMYK conversion of PMS 186, use the one-color black version of the logo.

CDW Logo with Tagline



CDW Logo without Tagline

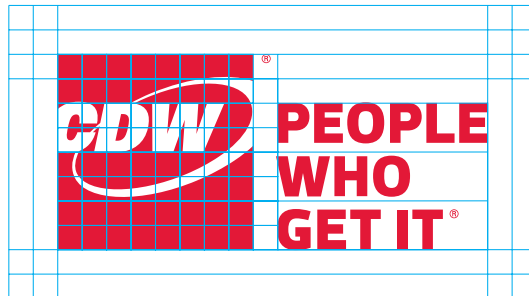


**THE CDW LOGO /**  
**Clear Space**

Maintain the minimum clear space around the CDW logo.  
See specifications below.

**Logo Clear Space**

1/4 of CDW Square width on  
all sides



**Minimum Width**  
1in.



## THE CDW LOGO / Partner Logo Lockup

### Horizontal

The CDW logo is often shown locked up with a partner logo. A thin rule divides the space between the logos. See instructions and specifications below.

The partner logo should always appear smaller than the CDW logo. Center the partner logo vertically with the rule and CDW logo.

The CDW logo functions as a sign-off, always following the partner logo to the right of the dividing rule.

Dividing rule extends 1/8 of CDW Square width above and below logo lockup, centering the logo lockup horizontally

Alignment of logo should begin with the right edge of the logo itself, not the ® or ™

1/2 of CDW Square width on each side of dividing rule

Depending on the medium, the rule weight should not exceed 1 pt. or go below 0.5 pt. Rule color is PMS Cool Gray 6 C.

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**THE CDW LOGO /  
Partner Logo Lockup****Vertical**

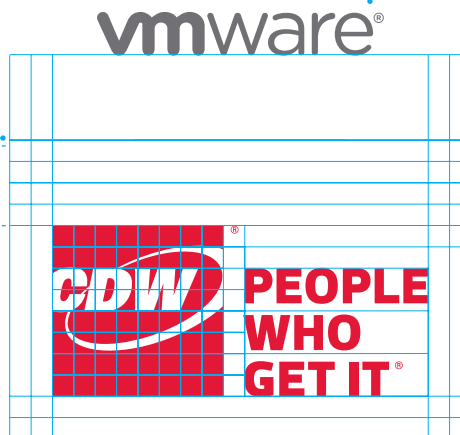
The same rule length that would be used in a horizontal lockup is used in the vertical lockup. Center the rule above the CDW logo. See instructions and specifications below.

The CDW logo functions as a sign-off, following below the partner logo and dividing rule.

Alignment of logo should begin with the right edge of the logo itself, not the ® or ™

The dividing rule is the same length as in the horizontal lockup (see page 14)

1/2 of CDW Square width on each side of dividing rule



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**THE CDW LOGO /  
Usage over Photography**

**Logo Usage over Photography**

The preferred use of the CDW logo is the PMS 186 CDW logo and tagline against a white background. “On Field” and “Tab” versions of the logo have been created for when the logo needs to appear over an image.

**CDW Logo, On Field**

When the logo needs to appear over a photograph, use the “On Field” version. A white field sized to the logo's clearance space allows the logo to live over complex imagery and maintain legibility.

**CDW Logo, Tab**

For cases when the logo needs to live over a photograph but can be anchored to the lower right corner, use the “Tab” version.

CDW Logo, On Field



CDW Logo, Tab





## THE CDW LOGO / Other Usage

### Secondary Logo Usage: Reversed Logo

A reversed version of the logo is permitted for promotional items or apparel. Ideally the reversed logo will appear only over PMS 186 red in order to maintain brand presence.

### Alternative Color: Reversed Logo

If a red background is not an option, the reversed version of the logo may still be used. This is a worst-case scenario, most often seen in promotions or events, with the understanding that it is better to be included in an activity than excluded.

#### Preferred Logo Usage

1/4 of CDW Square width on all sides is the required safety area



#### Secondary Logo Usage

Reversed Logo



#### Alternative Color

Reversed Logo



## THE CDW LOGO / Incorrect Usage

### Logo over Tonal Value

Placing the logo over an image is allowed only when the background is a clean space with a tonal value of 5% or less.

### Logo over Photography

Never place the logo over photography or complex images.

### Logo Adjustments

Never alter the logo.

