

## THE CDW LOGO

**THE CDW LOGO**

# Brand Logo

The CDW logo is comprised of two key elements, the stylized CDW typography and the CDW orbit. The orbit within the logo has a beginning and an end.

**Stylized Typography**



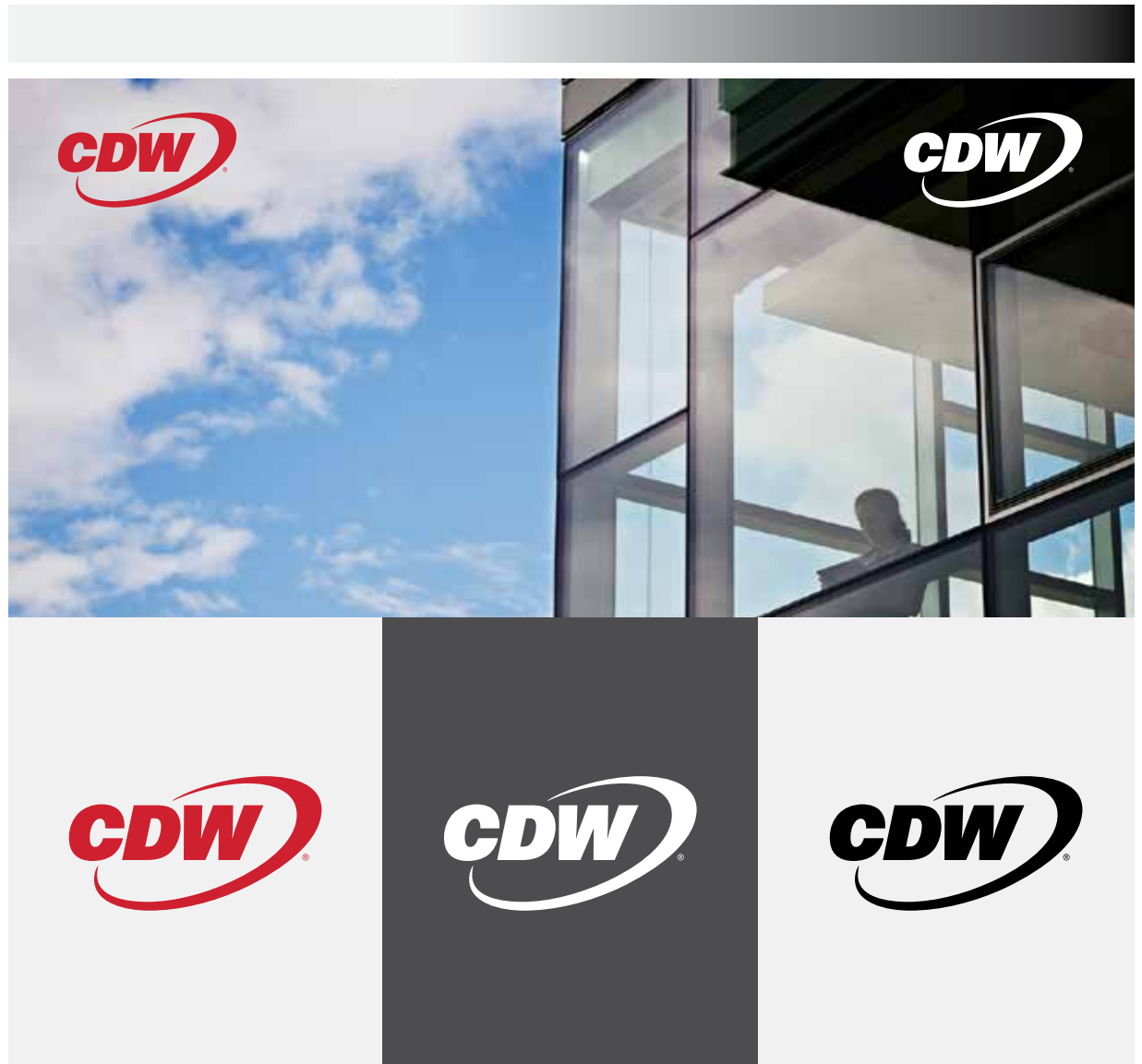
**Orbit**

## THE CDW LOGO

# Correct Usage

The logo should be used in CDW Red or white over appropriate color-toned images and backgrounds. Please refer to the color palette section of this document for reference.

A black logo has also been developed for use only in black-and-white applications.

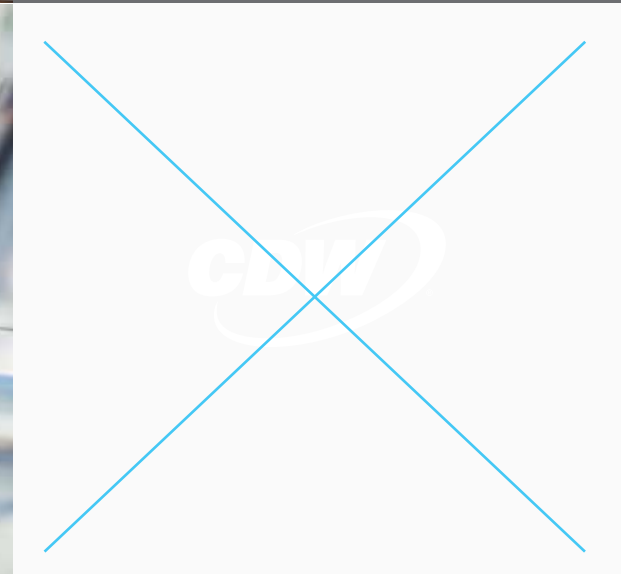


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# Incorrect Usage

Ensure logo maintains enough contrast with image or color backgrounds.

1. Never use CDW red logo over medium, dark or cluttered backgrounds.
2. Never use CDW white logo over light color or cluttered backgrounds.



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# Incorrect Usage

1. Never adjust or alter the logo in any way
2. Do not move, remove or resize orbit around logo
3. Do not add elements to logo
4. Do not adjust color or saturation of logo
5. Do not remove orbit from around the logo
6. Do not change or add color to parts of the logo

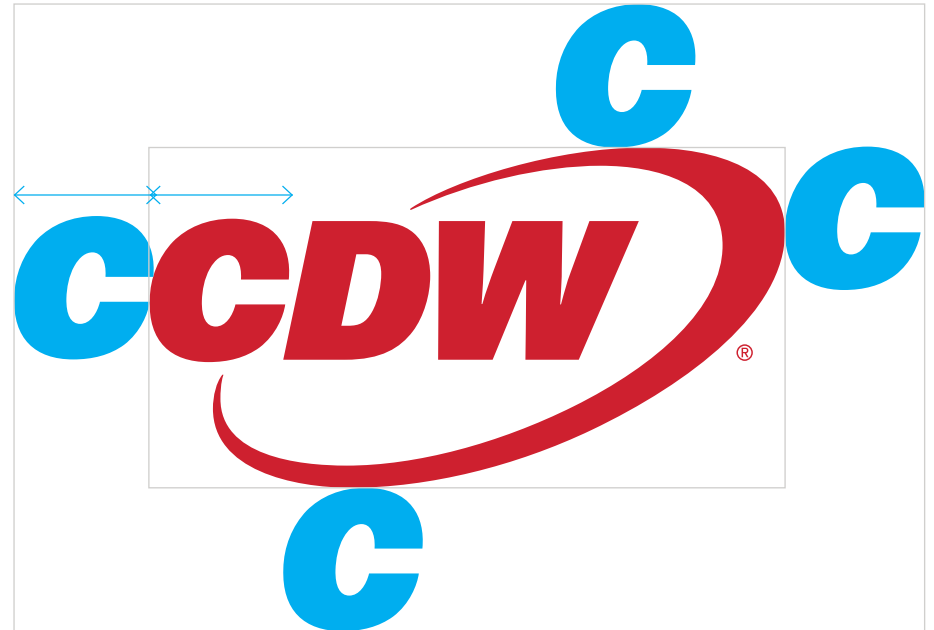


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# Clear Space

A minimum clear space, measured by the size of the letter C, should always be maintained around the CDW logo. To maintain readability, a minimum width of 1 inch should be maintained when scaling the logo in most instances, though smaller placements may necessitate further reducing the logo size.

**Minimum  
Clear Space**



**Minimum Width**  
1 in.  
75 px



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# Sizing & Alignment

**Partner Logo Placement**

Partner logos should primarily be aligned to the left of the CDW logo, with partner first and CDW second.

While the space between the logos will vary by placement, all logo lockups should follow clear space rules, with the minimum distance between the two being equal to the size of the letter C in the CDW logo.

The lockups on this page can be used as reference for proper sizing and alignment.

**Horizontal**



**Vertical**



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# Sizing & Alignment

## Determining Partner Logo Size

When sizing a partner logo, it is important that it maintains the same visual weight of the CDW logo to create a sense of balance. As seen in these examples, there is no exact formula to follow, as partner logos vary widely in their own visual weight.

As a rule of thumb, the partner logo should be at least as tall as the CDW letterforms and not exceed the overall height of the CDW logo.

Most importantly, you should trust your eye, as lockups can meet that criteria and still appear visually unbalanced.

Note: Moving forward, partner lockups will not include additional elements, such as the gray bar previously used in between logos.

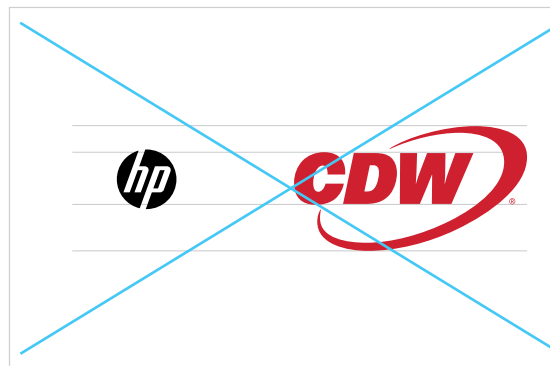


## Correct Sizing & Alignment

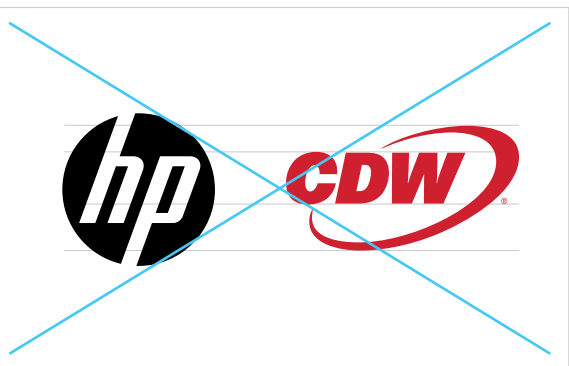


## Incorrect Sizing & Alignment

### Too Small



### Too Big





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# Sizing & Alignment

## Aligning Partner Logos

Much like sizing partner logos, aligning partner logos is more artistry than math. Rather than base aligning the logos or following their mathematical center, it is important to use your eye to visually center the logos.

Because of the asymmetrical orbit shape surrounding the letterforms, the visual center of the CDW logo is not its mathematical center. The same may also be true of partner logos, which is why each logo lockup needs to be considered individually.

Horizontal



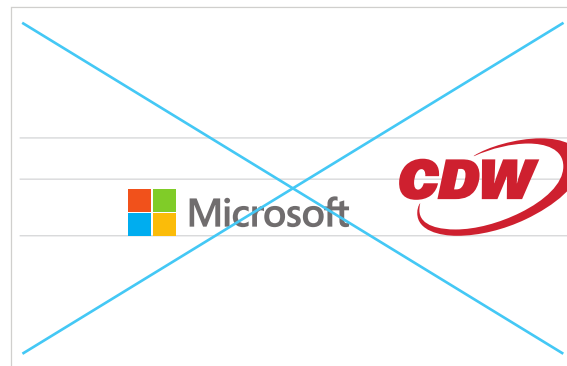
## Correct Sizing & Alignment

Visually Centered

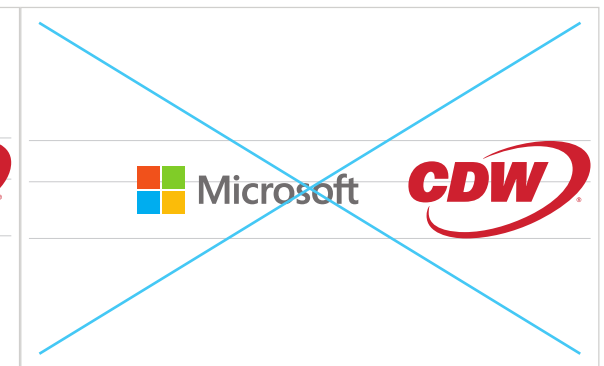


## Incorrect Sizing & Alignment

Base Aligned



Mathematically Centered



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**Aligning Partner Logos**

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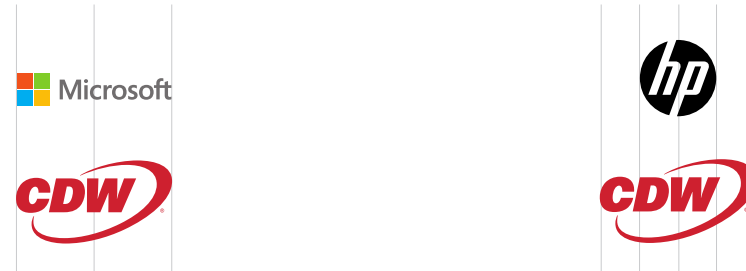
Vertical

Visual Center



**Correct Sizing & Alignment**

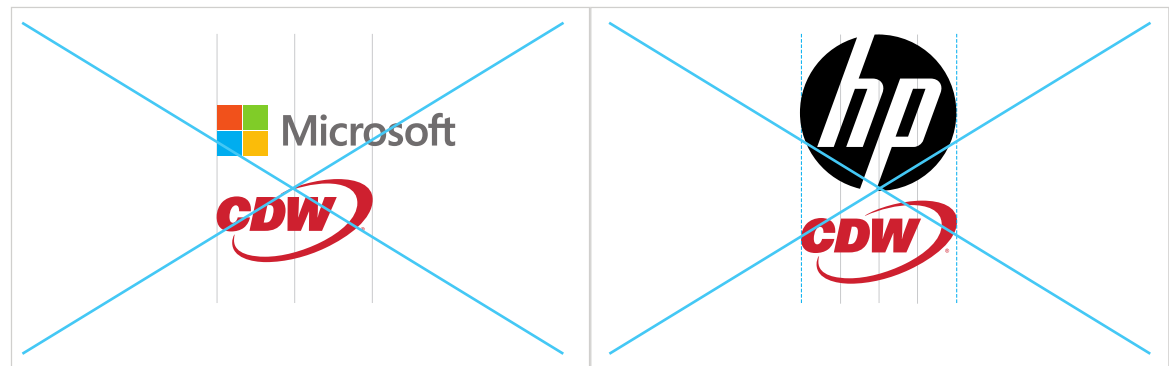
Visually Centered & Balanced



**Incorrect Sizing & Alignment**

Off Centered

Incorrect Hierarchy



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# Sizing & Alignment

**Multiple Partner Logos**

When aligning more than one partner logo with the CDW logo, please follow the guidelines on the previous pages to ensure consistency.

**Multiple Logos**



**Correct Sizing & Alignment**

**Horizontal**



**Vertical**

