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# Community Development Centre Africa.

Brand Guide For Community Development Center

The goal of brand guidelines is to protect the strength of the Community Development Center so that it continues to create value for the organisation. Brand guidelines achieve this by explaining the importance of your brand and describing how to use the elements of the brand, such as corporate identity and the brand name.



01

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# VOICE OF THE LAND

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We are rooted in community using community-centered approaches to build strength and resilience



# Community Development Centre Africa.

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## VISION

Stronger communities that are well informed, peaceful, healthy and empowered towards development

## MISSION

To work for the welfare of communities, poverty mitigation and development of marginalized segments through empowerment initiatives, Technology, Innovation, capacity building, educational programs and promotion of social, environmental, cultural, healthful values and prudent utilization of life support resources.

# VOICE OF THE LAND



BLUE

CMYK: 71/15/0/0

RGB: 37/170/255

HEX: 25aae1

*Use for centre circle*



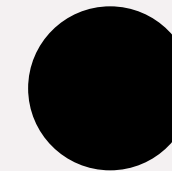
YELLOW-GREEN

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: 000000

*Use for yellow-green  
letter 'D'*



BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: 000000

*Use for black-and-white  
version of Logo.*

# PROPER USE OF THE CDC LOGO



# LOGO BY COUNTRY



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06

SOUTH SUDAN



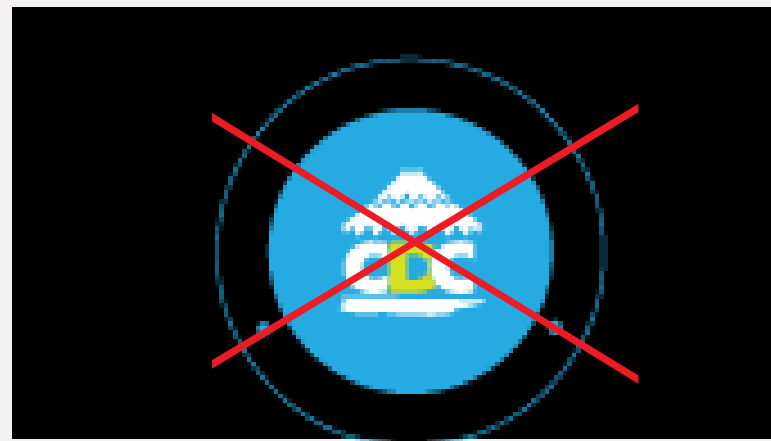
UGANDA



DRC



# IMPROPER USE OF THE CDC LOGO







# STANDARD TYPOGRAPHY

No other font families or typefaces may be used or substituted.

## **Headlines**

All headlines should be typeset in Avenir Next. If Avenir Next is not available, use Arial.

## **Body Text**

Use Avenir Next (Regular) or Kepler Std for body text. If Avenir Next is not available, use Arial (Regular), and if Kepler Std is not available, use Bodoni or Times New Roman (Regular).

Body text should be set flush left and ragged right or justified with a 9.5 to 12 pt type.

## **Sub Headlines**

All sub headlines should be typeset in Avenir Next. If Avenir Next is not available, use **Arial**.

## **Captions**

All captions should be typeset in Avenir Next (Italic). Captions should be set flush left and ragged right with a 7 to 8 pt type. If Avenir Next is not available, use Arial (Italic).

## **Pull-Quotes**

Use the primary sans-serif font, Avenir Next. If unavailable, use Arial.

## **Letter Spacing (Tracking)**

Preferred tracking is 5 pt to 10 pt. Any point between -10 and 10 pt is also acceptable.

## **Line Spacing (Leading)**

Preferred leading is 11.5 to 13 pt for 9.5 to 12 pt body copy; 18 pt for 12 pt body copy is acceptable for larger presentations where more space is needed.



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#### Offices

##### South Sudan Office

800 meters Aba Road, Yei Community Resource Centre,  
P.O. Box 529 Juba, South Sudan

##### Uganda Office

Ociba Coast, Off Mt.Waati Road, Next to the Trading Center,  
P.O. Box 989 Arua, Uganda