



Cooperation and Development network  
*Eastern Europe*

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## **BRAND BOOK**

## LOGO *The idea*

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*This logo represents the idea of CDN as capacity building network, the green points/circles represent the youth organizations who are committed to the development and implementation of Green ideas in Eastern Europe.*



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## LOGO *The coloring*

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*As presented, CDN logo originally have 4 different types of colors.*



**CMYK: 89%, 33%, 100%, 24%**

**RGB: 17, 107, 55**



**CMYK: 73%, 0%, 100%, 0%**

**RGB: 69, 182, 73**



**CMYK: 53%, 0%, 70%, 0%**

**RGB: 127, 198, 121**



**CMYK: 66%, 59%, 57%, 41%**

**RGB: 72, 72, 73**



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## LOGO *Grayscale*

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*The black & white version of CDN logo.*



CMYK: **0%, 0%, 0%, 80%**

RGB: **51, 51, 51**



CMYK: **0%, 0%, 0%, 40%**

RGB: **153, 153, 153**



CMYK: **0%, 0%, 0%, 20%**

RGB: **204, 204, 204**



CMYK: **0%, 0%, 0%, 100%**

RGB: **0, 0, 0**



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## LOGO *Safety box*

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*The protective field specifies the free zone around the logo, which must always be preserved.*



# Fonts

Here you can check the fonts that CDN is using for official documents and applications.

## Poppins

### Glyph

Pp

### Characters

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć  
dďefghijklmnopqrsštuvwxyzžआईऊऋऌॠऐऔ  
अँकखगघङचछजझञटठडढणतथदधनपफबभयरवळशष  
सह12345678900123456789'?'!"(%)[#{@}/&  
<-+÷×=>®©\$€£¥¢:;,. \* ₹

### Styles

Light  
Regular  
Medium  
Semi-Bold  
Bold

## Raleway

### Glyph

Rr

### Characters

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcč  
ćdďefghijklmnopqrsštuvwxyzž1234567890'?'!"(  
)[#][#{@}/&<-+÷×=>®©\$€£¥¢:;,. \*

### Styles

Thin  
*Thin Italic*  
Extra-Light  
*Extra-Light Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Semi-Bold  
*Semi-Bold Italic*  
Bold  
*Bold Italic*  
Extra-Bold  
*Extra-Bold Italic*  
Black  
*Black Italic*

# THE FLAG

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*Bellow, three different types of flags are presented.  
Dimensions for each flag may vary from 80x50 to 120x80.*



*Original CDN logo on  
white background*



*Grayscale CDN logo on  
green background*



*Original CDN logo on  
black background*

# Folder

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*Bellow, designed folder for CDN official documents is presented:*

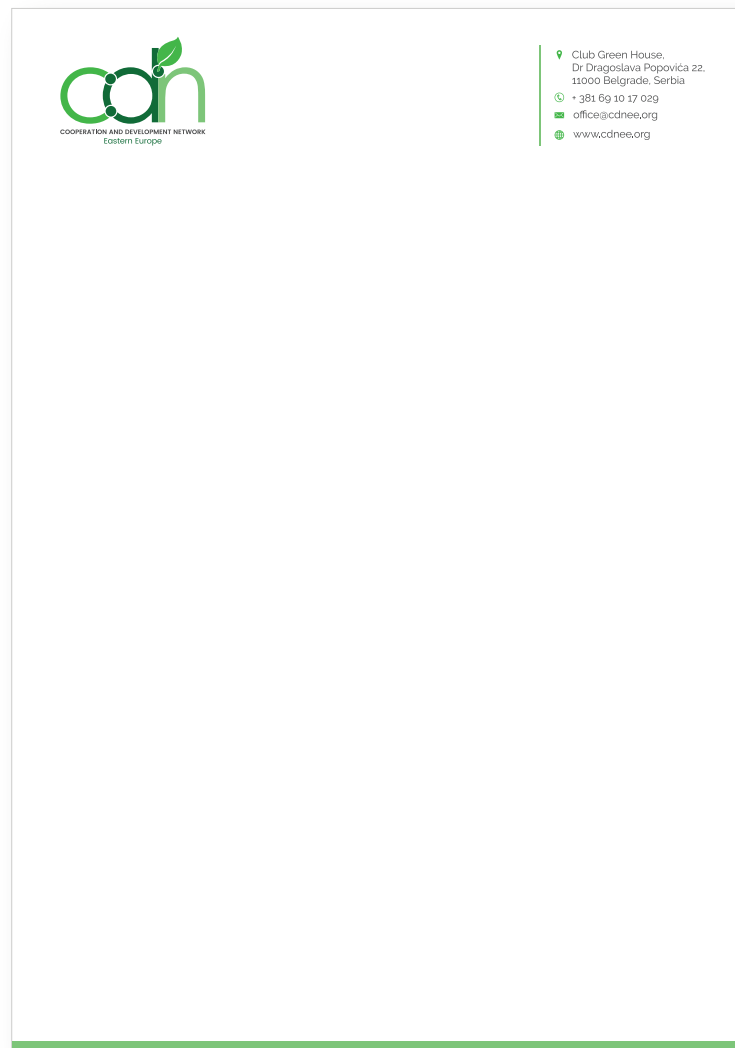


# Internal material

## Header & Footer

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*Bellow, header & footer for CDN official documents is presented:*



# Networking card

Here you can check CDN networking cards designs:



# Promotional material

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*The following designs are for promotional purpose of CDN:*

