

C&D Finance
Brand Standard Guide
November 2016

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1 About Us

Cruz and Drysdale bank, the leading global bank, has approximately 100 million customers and does business in 120 countries.

C,D(Cruz and Drysdale)finance provides corporations, consumers, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, and wealth management.

Logo Usage

2



Official Logo



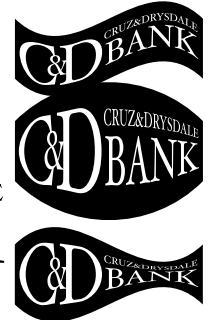
Icon



Text

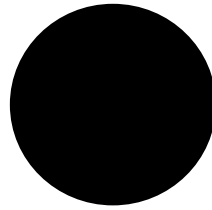


Logo Misuse

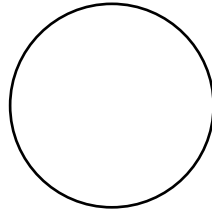


Color Usage

3



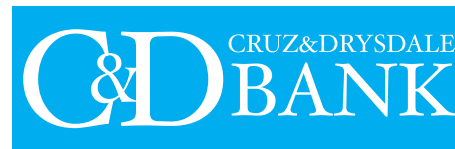
C:0 R:0
M:0 G:0
Y:0 B:0
K:100



C:0 R:255
M:0 G:255
Y:0 B:255
K:0



Always Black & White.

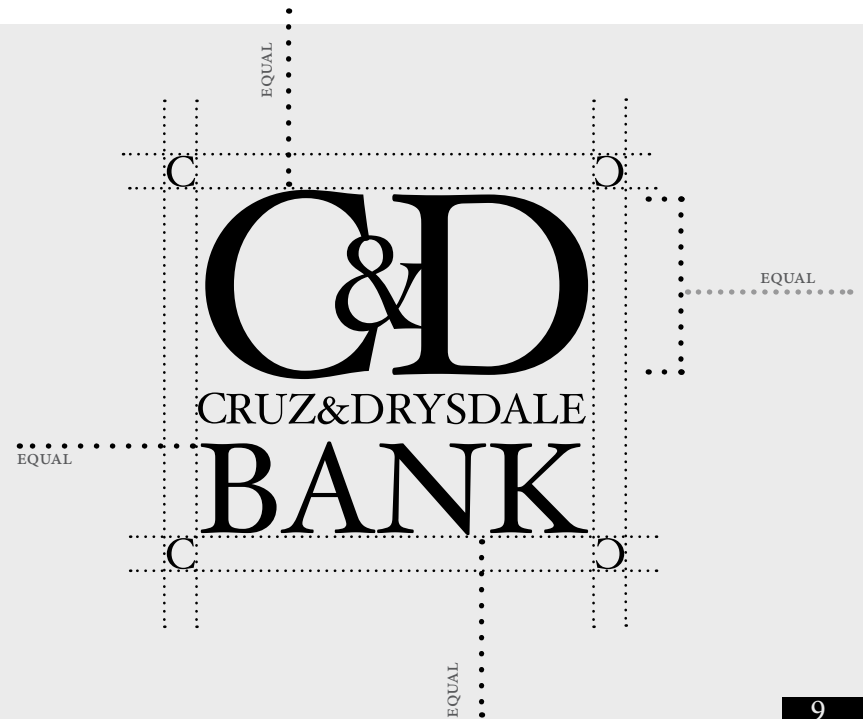
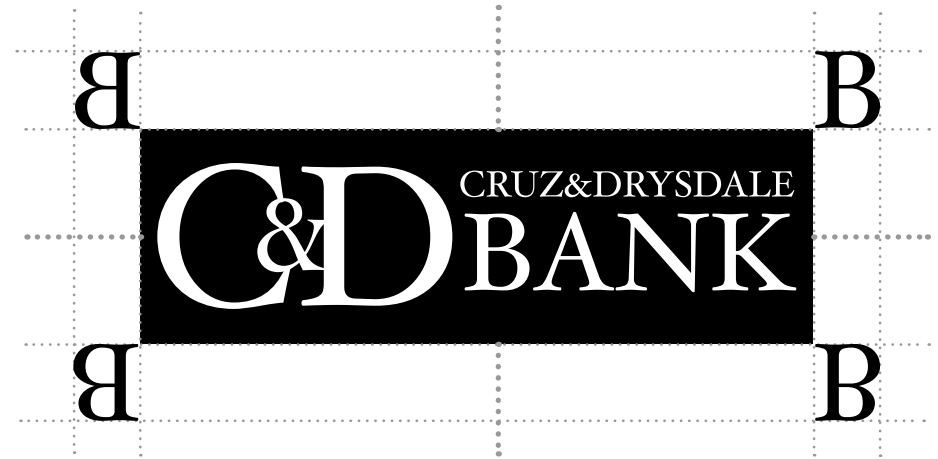


Do Not Use

Clear-Space

4

Clearspace is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clearspace is defined by the measurement as shown.





Headlines - Hoefler Text Black 18pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Body copy - Hoefler Text Regular 14pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Fine Print or Captions - Hoefler Text Italic 8pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Headlines - Handwriting-draft Regular 18pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Body copy - Handwriting-draft Regular 12pt:

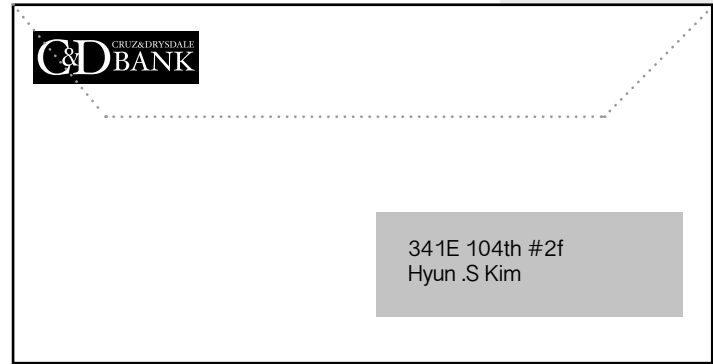
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Fine Print or Captions - Handwriting-draft 8pt:

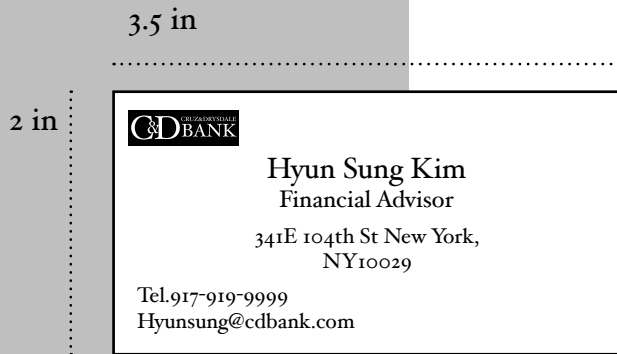
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Products

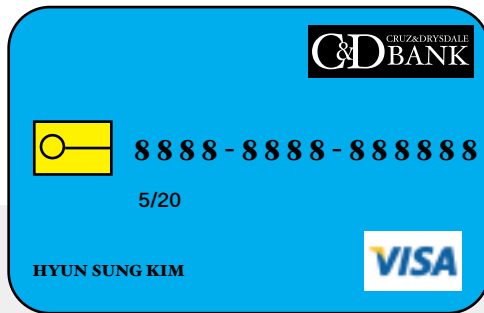
6



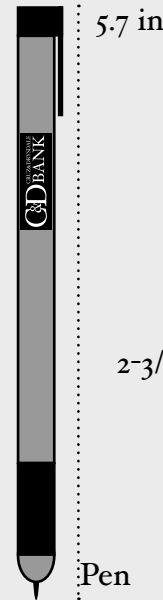
Envelope



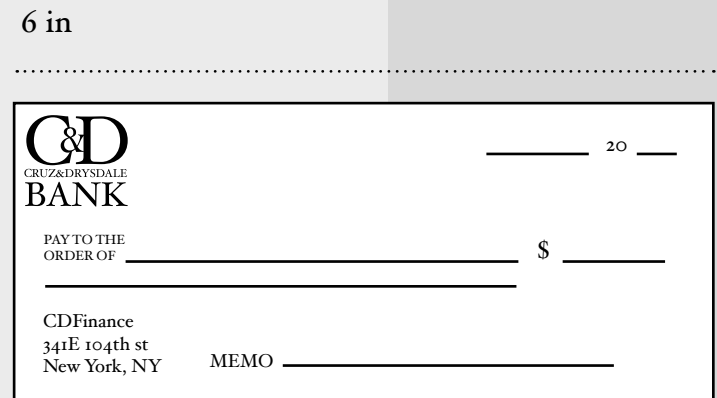
Business Card



Credit Card



Pen



Check

Thank You



Welcome To
C&D BANK

C&D CRUZ&DRYSDALE
BANK

Designed by Hyun Sung Kim

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