

CDN[®]
Measurement Tools
CORPORATE IDENTITY
2020

CDN continues to refine and improve not only our products, but also our branding. Building on the equity in the legacy CDN identity, we've refined the signature for increased customer recall and flexible usage. We have modernized the logotype font and simplified the signature to bring excitement and focus to our communicative name, "CDN."

CDN has evolved with the technology — we're much more than bimetal these days. From thermometers to timers to scales, stainless steel provides durability to our products. The CDN identity comes alive as we blend the old with the new. The original gradient of the CDN swirl is incorporated into the recessed CDN monogram, while the stainless steel gradient is incorporated into the foreground CDN. This speaks to this history of CDN along with the quality of stainless steel used in CDN products and the surface of foodservice kitchens.

The prominence of the CDN in relation to the size of the tag line is meant to clarify that **CDN** is the name of the company and *Measurement Tools* is a tag line that communicates what we offer.

In addition to the type, the CDN identity features an abstracted red pointer. The pointer is a key element in all analog versions of the products that CDN sells, from thermometers to timers to scales. This pointer is abstracted in such a way that it creates a perspective towards the horizon thereby looking toward the future.

By incorporating a single signature approach that unites all products and communications, we can maximize customer loyalty as they look for authentic CDN items.



The CDN signature is available with or without the tag line, *Measurement Tools*.

The corporate colors are still PMS 186 Red, PMS 109 Yellow and Black. The CDN signature is available in 3-color (PMS), 4-color process (CMYK), 2-color gradient (PMS 186 Red and Black), 2-color solid (PMS 186 Red and Black) and 1-color solid (Black) versions. Additionally, it is available for print (.eps) and web (.jpg and .png) usage in both positive and negative (neg).

To specify a particular size of the CDN signature, measure the height of the letter N.

