

How should we use our logo?

Our logo will most often appear in a single color, usually as a white logo reversed out of a red background. Occasionally it will appear as a red logo on a white background. This allows us to present a strong graphic image in more situations. The traditional red and black logo will still be used in corporate materials like stationary and signage for the time being.

There should always be a minimum safe area around our logo. This should consist of at least one x-height (the height of the letters "CDW" in the logo) of space on all sides. Our logo is one of the most visible symbols of our company, and must be portrayed clearly and consistently at all times.

