



# Brand Identity **Guidelines**





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# INTRODUCTION | Brand Identity Guidelines • CARIBBEAN DEVELOPMENT BANK • August 2008

Our brand is who we are and what we communicate to the world about ourselves. Our brand identity acts as shorthand in the clear articulation of these attributes. The strength of our brand is maintained by consistent use and application of the brand identity across all visual communications.

This document has been created to ensure absolute consistency in the reproduction of the brand identity, and must be strictly adhered to, as any deviation would result in the jeopardy of the brand's integrity.

# ABOUT THESE **GUIDELINES** | [Brand Identity Guidelines](#) • [CARIBBEAN DEVELOPMENT BANK](#) • [August 2008](#)

This manual gives clear guidelines to the brand identity's reproduction across several media. It is divided into segments and offers the necessary details and examples of its application.

It is intended for use by the entire company, graphic designers, printers and any other authorized party who initiates the production of branded communications on our behalf.

If further clarity is needed, please contact the CDB Bank Secretary's Unit.



# 1

## BASIC ELEMENTS







Our logo is a symbol of all that we stand for. Its consistent application is key in providing a sense of security in those with whom our brand comes into contact; members and the general public alike.

The logo comprises two equally important components: the Caribbean Development Bank mark and the Caribbean Development Bank signature. The relationship between the mark and the signature has been established, the colours and proportions fixed.

The logo comes in only one format.

**These elements, or the relationship between these elements, must never be altered in any way. Master artwork has been created and must be provided for all reproduction.**

**Master artwork has been created in one format only, as shown in Figure 1 and 5 colour versions.**

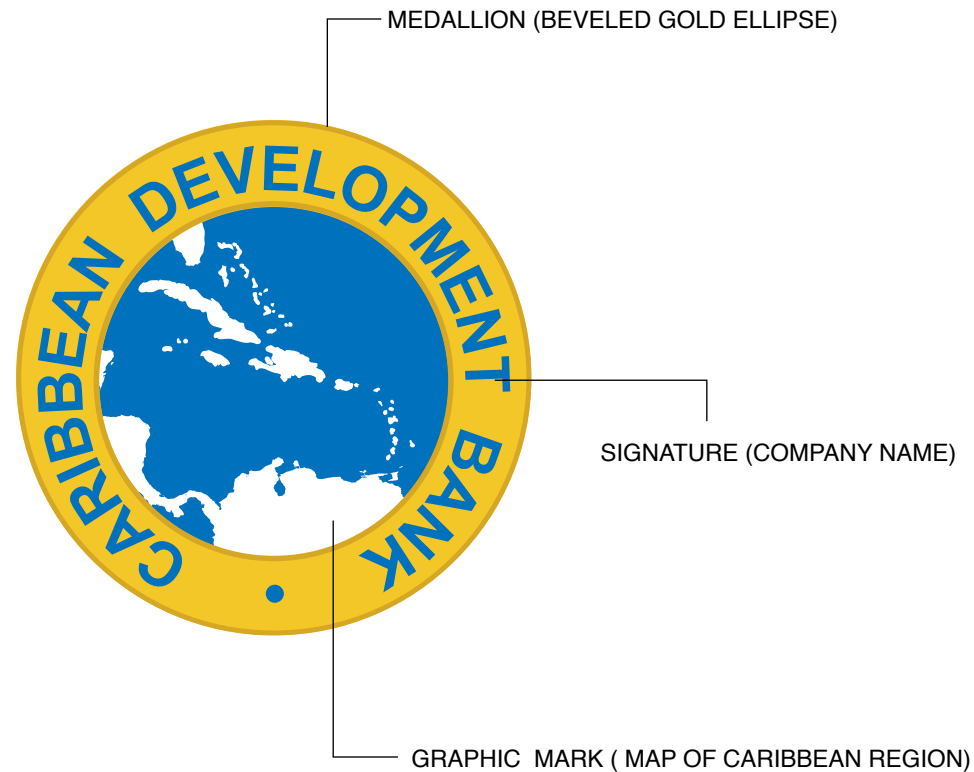


Figure 1

## MINIMUM CLEAR SPACE | Brand Identity Guidelines • CARIBBEAN DEVELOPMENT BANK • August 2008

To ensure maximum legibility and impact, a minimum clear space of the logo has been defined. No other graphic element, typography or pattern must enter this space created.

The clear space is equal to the height of the 'E' in the Logo type.

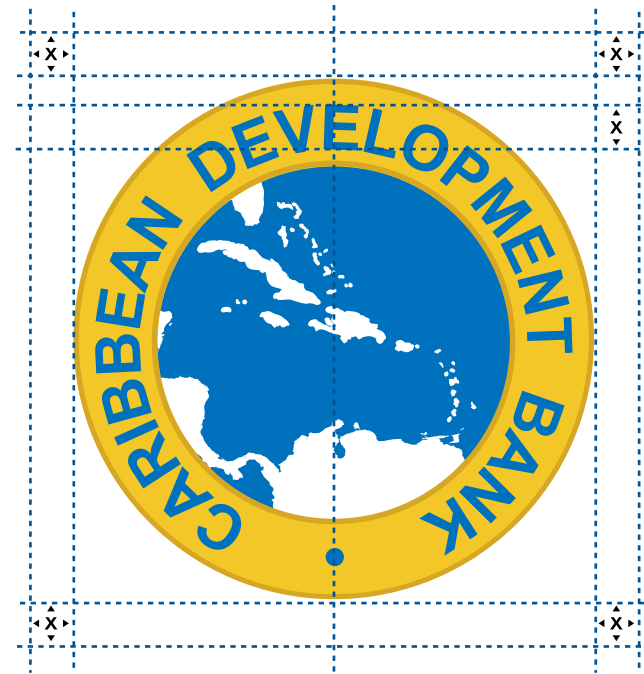


Figure 2

Displayed are 5 Logo versions as shown in (Figure 3).

**Pantone Specifications:**

Listed in Figure.4 are the approved pantone colours, there is therefore no excuse for incorrect colour reproduction.

A key element of the CDB identity is our corporate colour palette. The colours have been selected to reflect the values of our brand and to complement the logo.

Check Pantone® Inc.'s standard colour scheme for colour reproduction of materials.

**Full Colour Logo**

Burnt yellow  
Aqua blue  
Gold



**Flat Colour Logo**

Burnt yellow  
Aqua blue  
Gold



**B&W Logo**

Black



**Reverse Colour Logo**

Burnt yellow  
Aqua blue



**Reverse B&W Logo**

Black



Figure 3

Listed in Figure 4 are the approved Pantone®, CMYK and RGB colours, there is therefore no excuse for incorrect colour reproduction.



**Gold**  
Pantone 130C

C = 10  
M = 30  
Y = 100  
K = 0

R = 230  
G = 171  
B = 3



**Burnt Yellow**  
Pantone 7406C

C = 0  
M = 20  
Y = 100  
K = 0

R = 255  
G = 209  
B = 0



**Aqua Blue**  
Pantone 2935C

C = 100  
M = 50  
Y = 0  
K = 0

R = 10  
G = 87  
B = 164



**Black**  
Pantone Process Black

C = 0  
M = 0  
Y = 0  
K = 100

R = 0  
G = 0  
B = 0



**60% Grey**

C = 0  
M = 0  
Y = 0  
K = 60

R = 128  
G = 130  
B = 133



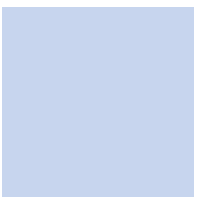
**30% Grey**

C = 0  
M = 0  
Y = 0  
K = 30

R = 188  
G = 190  
B = 192



**Burnt Yellow**  
40%



**Aqua Blue**  
40%



**Dark Blue**

C = 100  
M = 85  
Y = 0  
K = 15

R = 19  
G = 60  
B = 139



**Dark Teal Green**

C = 70  
M = 20  
Y = 35  
K = 0

R = 77  
G = 161  
B = 166

Figure 4

The minimum size for logo reproduction for print advertising is 25mm and is measured across its diameter.

25mm



38mm



51mm

Maximum for print, not posters



Figure 5

Consistent application of the logo is essential to foster trust and maintain brand integrity.

The Caribbean Development Bank logo must never be altered in any way.

**Always use master artwork provided.**

1. **The logo elements must never be repositioned.**
2. **Do not rearrange the colours of the mark.**
3. **Never stretch nor distort logo to fit a space.**
4. **Do not remove the mark from the logo.**
5. **Never alter the size relationship of any of the separate elements.**
6. **Do not change the size relationship of the mark's individual elements.**
7. **Do not allow other emblems or logos to dominate (e.g. in the instance of cobranding).**
8. **Do not apply special effects to the logo.**
9. **Do not reproduce the logo in an unauthorized colour.**
10. **The signature must always be in the Arial Bold typeface.**

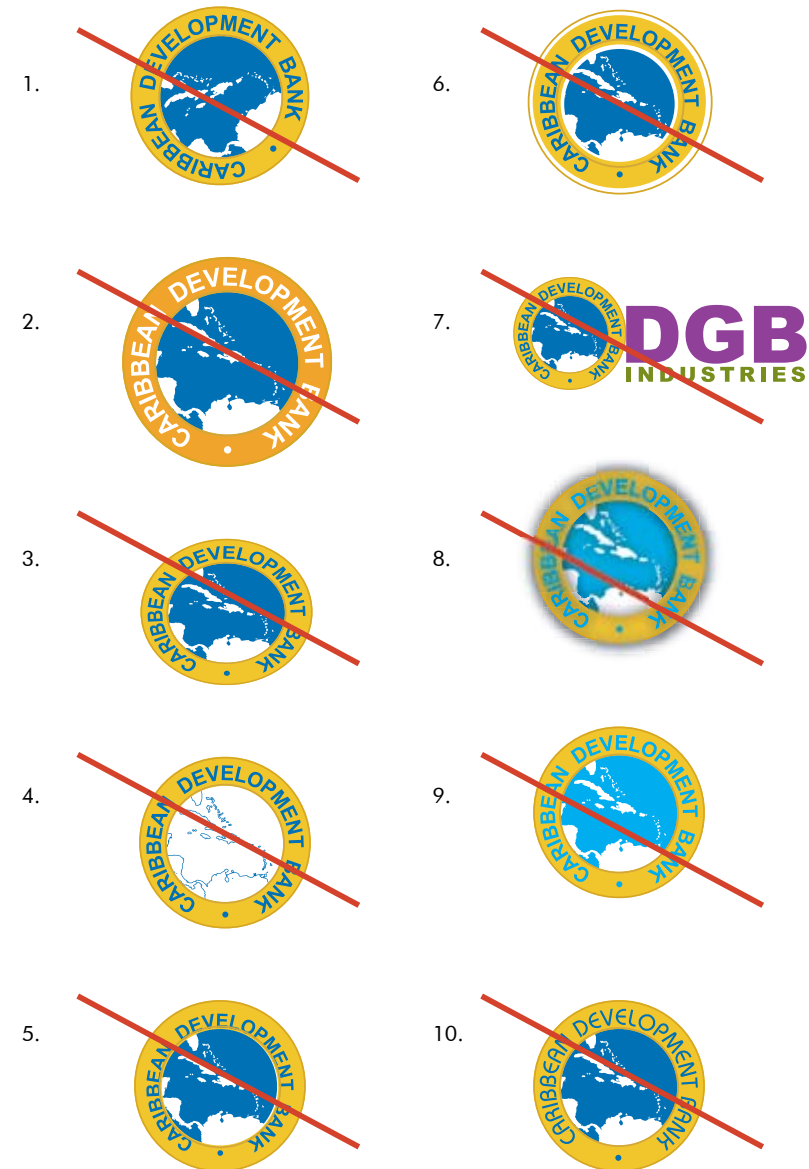


Figure 6

An integral part of the CDB visual brand is the font range. These fonts/typefaces are to be used on the specified CDB branded material, including internal communication.

The following specifies applications for the recommended fonts of font families.

FOR COLLATERAL: i.e. business cards, letterheads etc. Futura Book and Futura Bold

FOR PRINT: mainly advertisements; Granjon Roman and Granjon Bold for body copy and Futura for headers.

THE CDB LOGO: Arial Bold

FOR PUBLICATIONS: booklets, brochures, annual reports; the Futura or Futura BT font families listed.

FOR SPECIAL APPLICATIONS: Futura Book and Futura Bold or Futura BT.

FOR MULTIMEDIA: the Futura, Futura BT font families listed or Arial.

The above fonts are to be used by external producers of CDB collateral in Macintosh®.

**For use in External Communications**

**Futura (T1) Light**

1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**Futura BT Book**

1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**Futura BT Book Italic**

1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**Futura BT Medium**

1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**Futura BT Bold**

**1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz**

**Granjon Roman**

1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

**Granjon Bold**

**1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz**

**Times New Roman**

1234567890!@#% ^ &\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

Figure 7

FOR INTERNAL COMMUNICATIONS: All Arial, Verdana and Times New Roman Fonts Listed in Figure 7b will be used by CDB employees in Microsoft Word® and Powerpoint®.

#### For use in Internal Communications

##### Arial Regular

1234567890!@#\$%^&\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

##### Arial Bold

**1234567890!@#\$%^&\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz**

##### Verdana

1234567890!@#\$%^&\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

##### Verdana Bold

**1234567890!@#\$%^&\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz**

##### Times New Roman

1234567890!@#\$%^&\*()  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz



# 2

## STATIONERY





Stationery is the most intimate aspect of communications as its target is specifically determined. It is critical that the logo reproduction and the overall branding be consistent on this medium. Although there may be personalized stationery e.g. business cards, all stock used for printing must be consistent and there must be no design modification of the logo or accompanying graphic elements applied to the stationery.

The logo is always positioned to the top left corner.  
The contact information is right justified to the bottom right hand corner of the page.

See Figure 8 for precise positioning and measurements.

#### Paper stock

Letterheads must always be printed on uncoated, white, 24lb min, bond stock

**Size:** 8.5" x 11"

**Logo:** 30mm

**Address Info:** Futura BT Medium 7pt,  
Leading: 7, Tracking: -25, Pantone Process Black 100%



Figure 8

The logo is always positioned to the top left corner.

### Paper stock

Letterheads must always be printed on uncoated, white, 24lb min, bond stock.

**Size:** 8.5" x 11"

**Logo:** 30mm

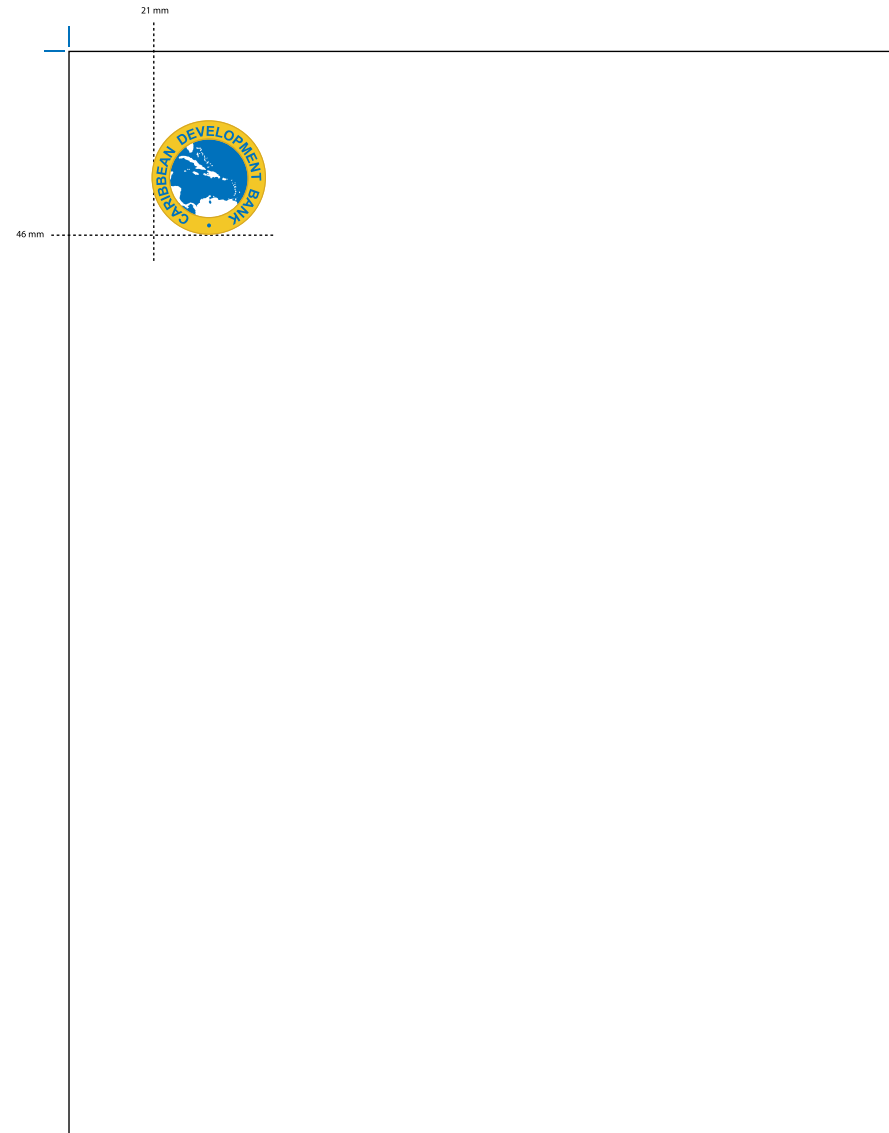


Figure 9

The logo is always positioned to the top left corner.  
The contact information is right justified to the bottom right hand corner of the page.

See Figure 10 for precise positioning and measurements.

#### Paper stock

Letterheads must always be printed on uncoated, white stock.

**Size:** 8.5" x 11"

**Logo:** 30mm

**Facsimile:** Futura BT Bold 20pt.

**Facsimile Info:** Futura BT Bold 10pt.

**Address Info:** Futura BT Medium 7pt.

Leading: 7, Tracking: -25, Pantone Process Black 70%

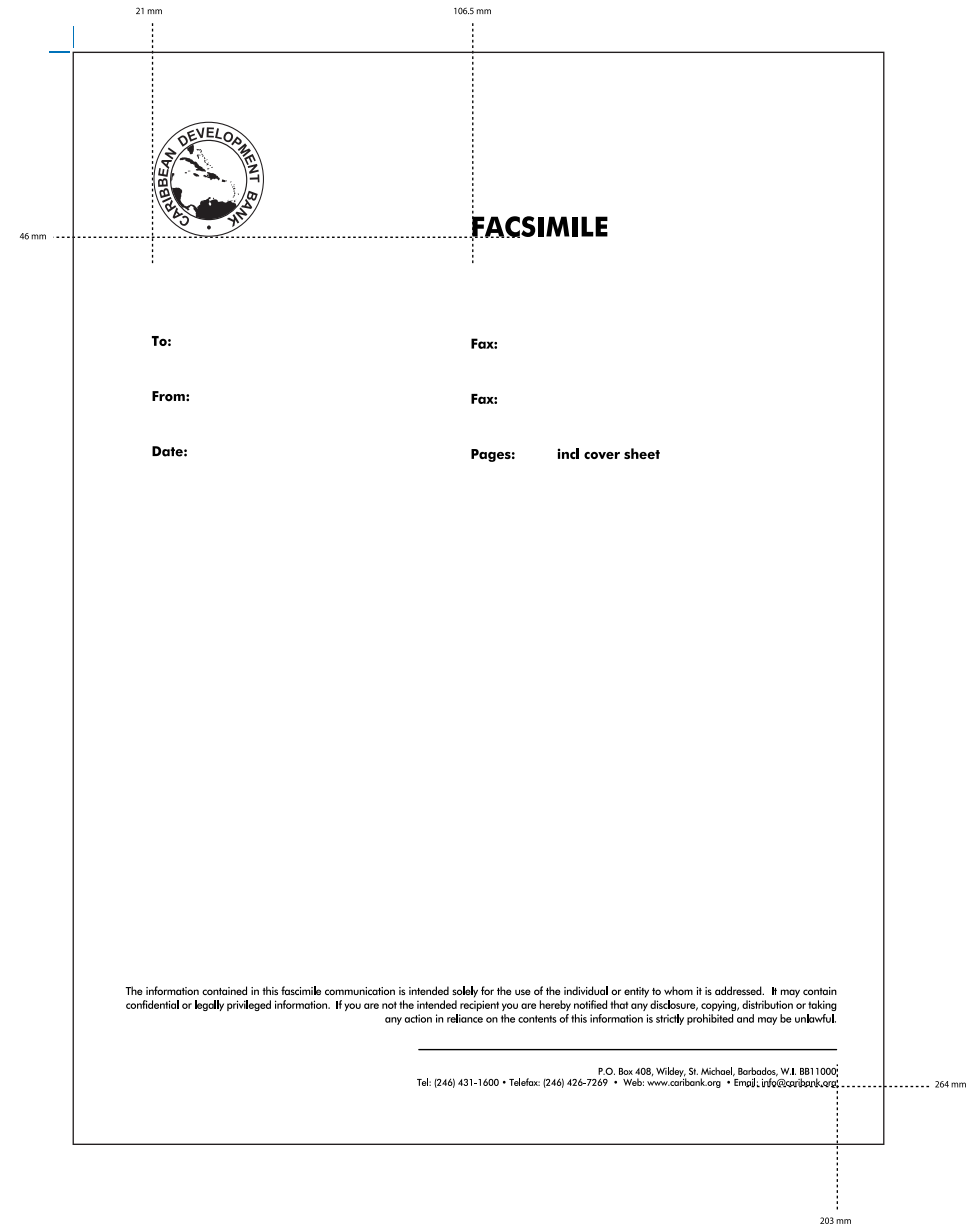


Figure 10

The logo is always positioned to the top left corner.  
The contact information is right justified to the bottom right hand corner of the page.

See Figure 11 for precise positioning and measurements.

### Paper stock

Letterheads must always be printed on uncoated, white, 24lb min, bond stock

**Size:** 8.5" x 11"

**Logo:** 30mm

**Memorandum Info:** Futura BT Bold 10pt

**Address Info:** Futura BT Medium 7pt,  
Leading: 7, Tracking: -25, Pantone Process Black 70%

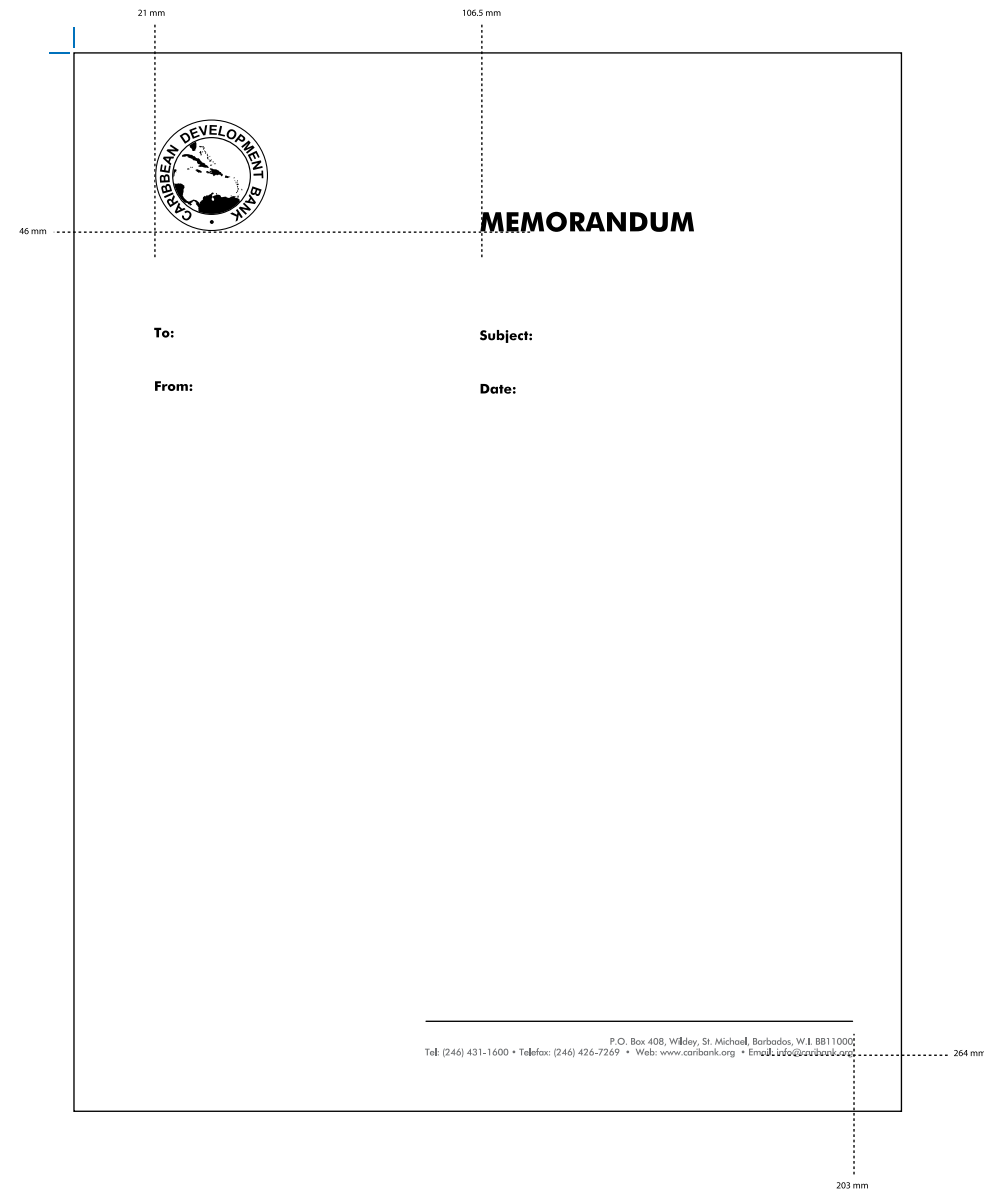


Figure 11

The logo is always positioned to the left side of the business card. The contact information is always positioned to the right side of the card and right justified.

See Figure 12 for precise positioning and measurements

#### Card Stock

Business cards must always be printed on uncoated, white 100lb card stock.

**Size:** 2" x 3.5"

**Logo:** 25mm

**Name and Title:** Futura BT Medium/Bold 11pt

**Contact Info:** Futura BT Medium 7pt.

Leading: 9, Tracking: -25, Pantone 2935/Pantone Process Black 70%

**Address Info:** Futura BT Medium 5.5pt.

Leading: 7, Tracking: -25, Pantone Process Black 70%



Figure 12

The full colour logo must always be positioned to the left of the card and the contact information to the bottom right.

"With Compliments" must always be positioned above the contact info.

See Figure 13 for precise positioning and measurements.

#### Paper Stock

With Compliments slips must always be printed on uncoated, white 100lb card stock.

**Size:** 3.5" x 5"

**Logo:** 43mm

**With Compliments:** Futura BT Medium/Bold 14pt.

Tracking: -25, Pantone 2935C

**Address info:** Futura BT Medium 6pt.

Leading: 7, Tracking: -25, Pantone Process Black 70%



Figure 13



The full colour logo is always positioned to the top left corner. The contact information is right justified to the bottom right hand corner of the page.

See Figure 14 for precise positioning and measurements.

### Envelope Stock

Envelopes must always be printed on uncoated, white, 20-28lb, bond stock.

**Size:** 9.5" x 4.15"

**Logo:** 25mm

**Address info:** Futura BT Medium 7pt.

**Leading:** 8, Tracking: -25, Pantone Process Black 70%

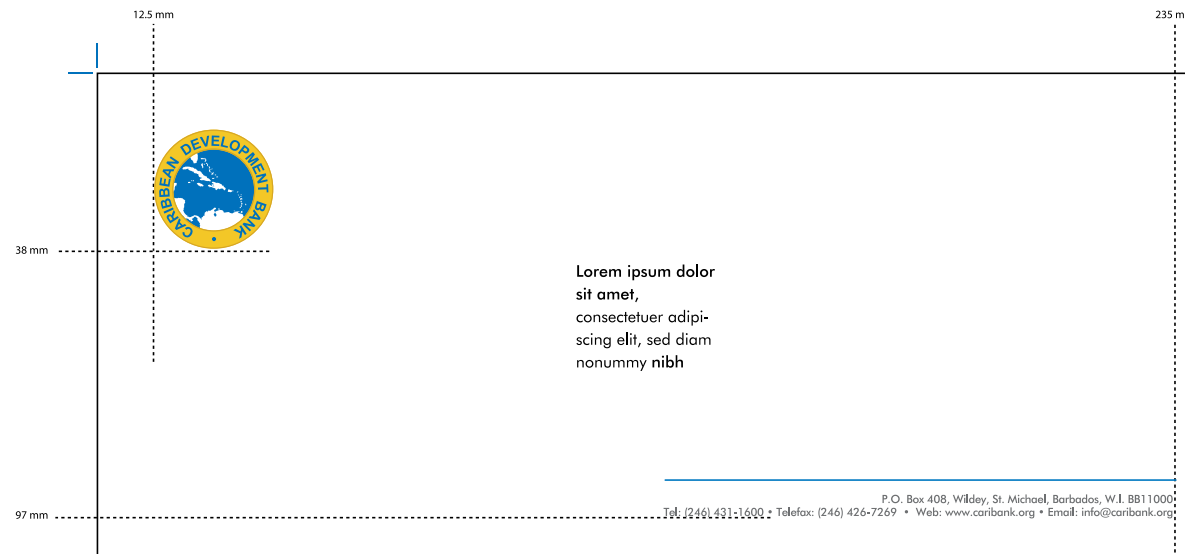


Figure 14

The full colour logo is always positioned to the top left corner. The contact information is right justified to the bottom right hand corner of the page.

See Figure 15 for precise positioning and measurements.

#### Envelope Stock

Envelopes must always be printed on uncoated, white, 20-28lb, bond stock.

**Size:** 10" x 12"

**Logo:** 25mm

**Address info:** Futura BT Medium 7pt.

**Leading:** 8, Tracking: -25, Pantone Process Black 70%

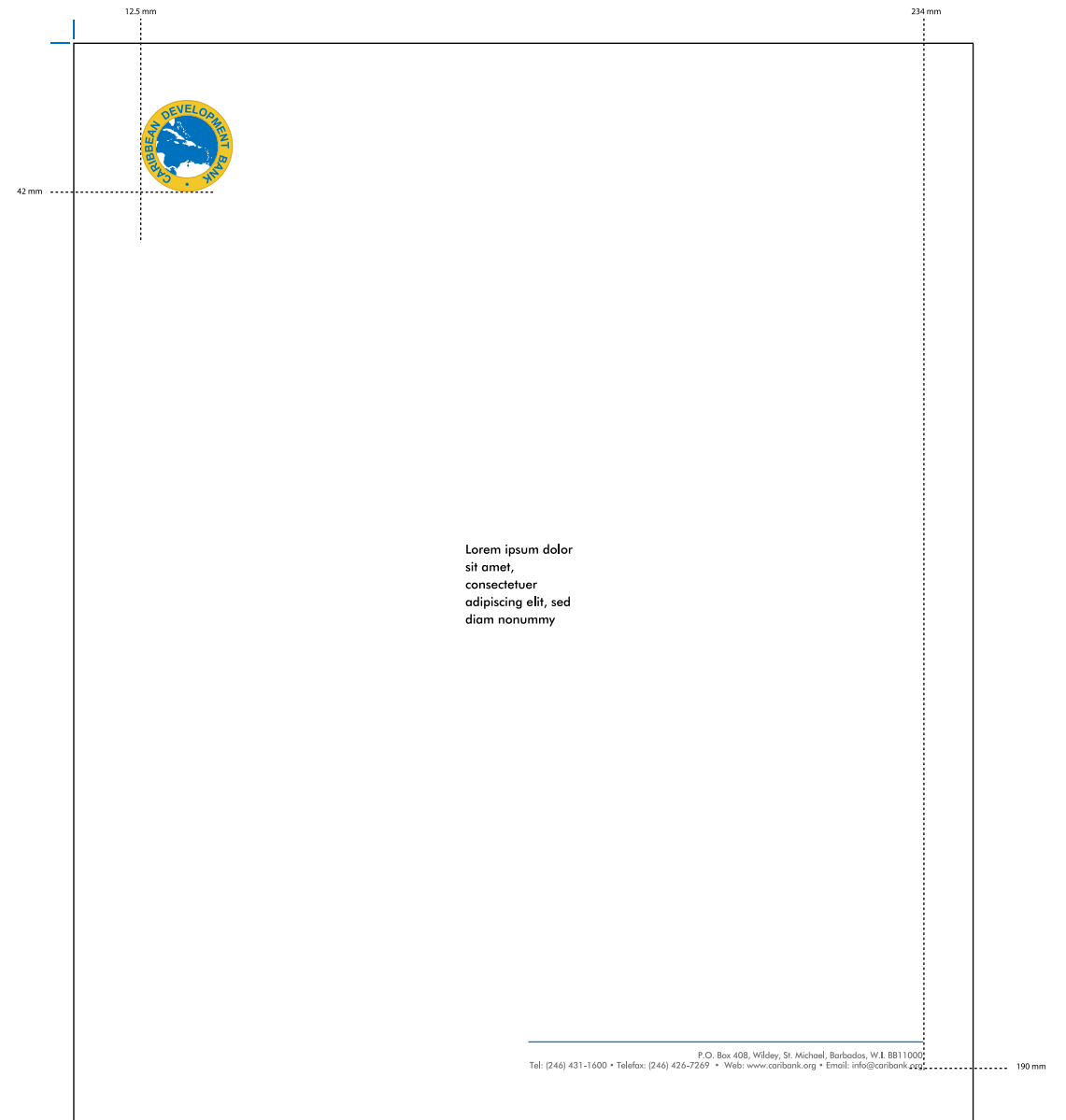


Figure 15

The full colour logo is always positioned in the centre of the front panel towards the top. The reverse logo version is always centred across the width of the back panel towards the bottom with the contact information centred below.

See Figure 16 for precise positioning and measurements.

**Folder Stock**

Folders must always be printed on coated white, 80lb. cover stock.

**Size:** 9.5" x 12"

**Logo:** 51mm (full colour, front), 20mm (white reverse, rear)

**Address info:** Futura BT Medium 7pt.

**Leading:** 8, Tracking: -25, Pantone White (1797C)

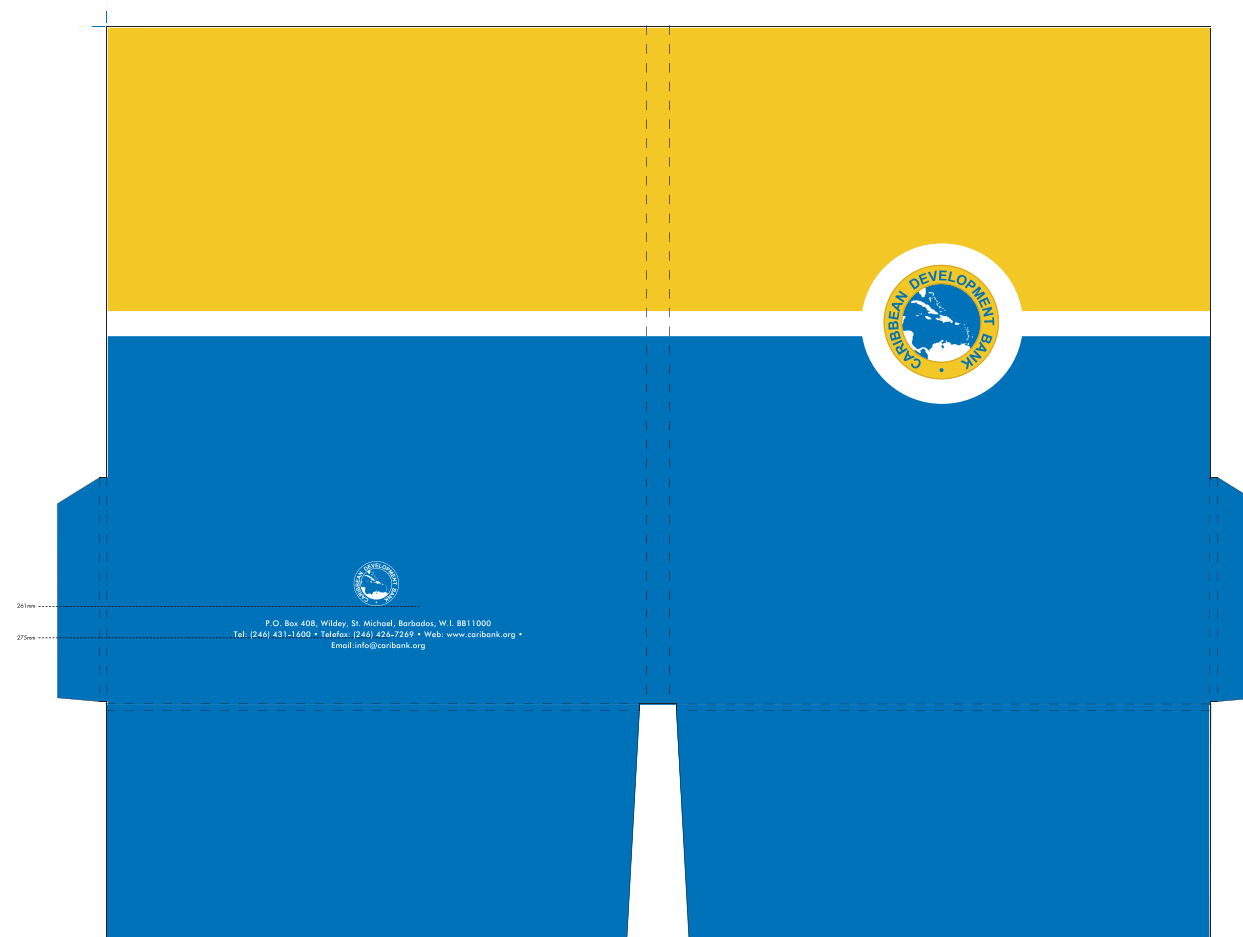


Figure 16



# 3

## ADVERTISING





Printed matter is an essential part of our corporate profile, generating goodwill and business opportunities. This is the simple logic behind a graphic identity programme. By adhering to a respected form and identity, each new item inherits credibility from its forerunners and adds to the strength of the whole corporate profile.

## **Additional campaign material**

The basic rule is that all campaign material must follow the Graphic Guidelines in all aspects. Additional material not covered in this manual, e.g. folders, postcards, stickers, etc, must follow these guidelines regarding their correct use.

PMS Colour Applications

Consistent application of the logo is essential to foster trust and maintain brand integrity.

The Caribbean Development Bank logo must never be altered in any way.

**Always use master artwork provided.**



Gold  
Pantone 130C

C = 10  
M = 30  
Y = 100  
K = 0

R = 230  
G = 171  
B = 3



Burnt Yellow  
Pantone 7406C

C = 0  
M = 20  
Y = 100  
K = 0

R = 255  
G = 209  
B = 0



Aqua Blue  
Pantone 2935C

C = 100  
M = 50  
Y = 0  
K = 0

R = 10  
G = 87  
B = 164



Black  
Pantone Process Black

C = 0  
M = 0  
Y = 0  
K = 100

R = 0  
G = 0  
B = 0



60% Grey

C = 0  
M = 0  
Y = 0  
K = 60

R = 128  
G = 130  
B = 133



30% Grey

C = 0  
M = 0  
Y = 0  
K = 30

R = 188  
G = 190  
B = 192



Burnt Yellow  
40%



Aqua Blue  
40%



Dark Blue  
C = 100  
M = 85  
Y = 0  
K = 15

R = 19  
G = 60  
B = 139



Dark Teal Green  
C = 70  
M = 20  
Y = 35  
K = 0

R = 77  
G = 161  
B = 166

Swatches at the bottom represent the highlight values used in gradients in CDB advertising and other CDB applications.

Figure 17



The purpose of Brand Advertising is simply to establish the desired brand image and attributes in the minds of the target audience.

Our message to the target must be clear and consistent.

We have segmented our audiences into 2 categories:

**A Corporate:**

- Those who govern the finances of potential and existing donor countries.
- Current membership base of borrowers

**B Mass.**

**Corporate Advertising**

The Caribbean is competing with other regions of the world for development support from donor countries. Key decision-makers in Ministries of Finance and related government agencies have to make decisions on the allocation of these funds. CDB also raises funds for regional development financing on the international capital markets. Our brand must therefore speak to our soundness and wisdom as an organization in a way that is memorable.

Unlike advertising to the general public, our approach to this segment focuses heavily on the message, using strong visual metaphors to support it.

The images are abstract representations that, combined with the copy, offer a level of poignancy, without appealing to emotions such as guilt or evoking discomfort on the part of the reader.

The copy and imagery combined speak to solutions.

**The Imagery**

Strong photographic imagery with nature themes is employed. This serves three purposes:

- 1) To make the message the focal point

- 2) As a deliberate effort not to offend anyone's sensibilities
- 3) Not to put a face to poverty

The imagery combined with the simple and corporate-style layout shows a caring development financing institution which functions with the efficiency and financial prudence of a bank.

**The Layout**

The image dominates the upper page with the copy falling below right, fitted to curve on the left and right justified.

The logo has its own area within the deliberate white-space created by the text left alignment.

**Mass Advertising**

In this form of advertising we use the same layout standards, but a totally different look and feel. The messages are more direct and the use of visual metaphors reduced. The advertising takes the form of testimonials. This approach seeks to evoke emotion and sensitivity to the needs of the borrowing members and how CDB has been able to help. The imagery and the copy do not emphasize the plight but tell success stories and happy endings.

**The Imagery**

As our audience consists mainly of Caribbean citizens, the use of faces is not restricted.

**The Copy**

The copy will tell the story of the image, whether it is a boy speaking of his new school, or a businessman detailing how much easier it is to do business with an improved traffic network.

This is where we have the greatest opportunity to show our public what we have achieved, the projects we are currently involved in and the ones we intend to embark upon.

**BRAND ADVERTISING A4** | Brand Identity Guidelines • CARIBBEAN DEVELOPMENT BANK • August 2008

The full colour logo is always positioned to the top left corner of copy area. The contact information is left justified to the left of the page, directly below the logo position.

See Figure 18 for precise positioning and measurements.



Imagery

205 mm  
211 mm



Caribbean Development Bank  
P.O. Box 408,  
Wildely, St. Michael,  
Barbados, West Indies.  
BB11000  
Tel: (246) 431-1400 ext  
Telex WB 2287  
Fax: (246) 426-7296 / 228-9670  
Website: <http://www.caribank.org>  
E-mail: [info@caribank.org](mailto:info@caribank.org)

For more than three decades the Caribbean Development Bank (CDB) has worked in collaboration with donors to enable Borrowing Member Countries to effect change and improve the lives of their people.

CDB's mission is to work with our borrowing members towards the systematic reduction of poverty in their countries through social and economic development. We have reaped much success by helping borrowing members optimize the use of their indigenous resources through our poverty reduction initiatives.

The loss of trading preferences in the new global economy will be challenging for the CDB family of borrowing members. However, with the support of our current members and donors, and the broadening of our membership base, we will continue to foster economic growth and social prosperity in our Caribbean Region.

187 mm

Body Copy

13.5

197 mm

Figure 18

Logotype on images is Granjon, scaled as appropriate for poster visual composition.

See Figure 19 for precise positioning and measurements.

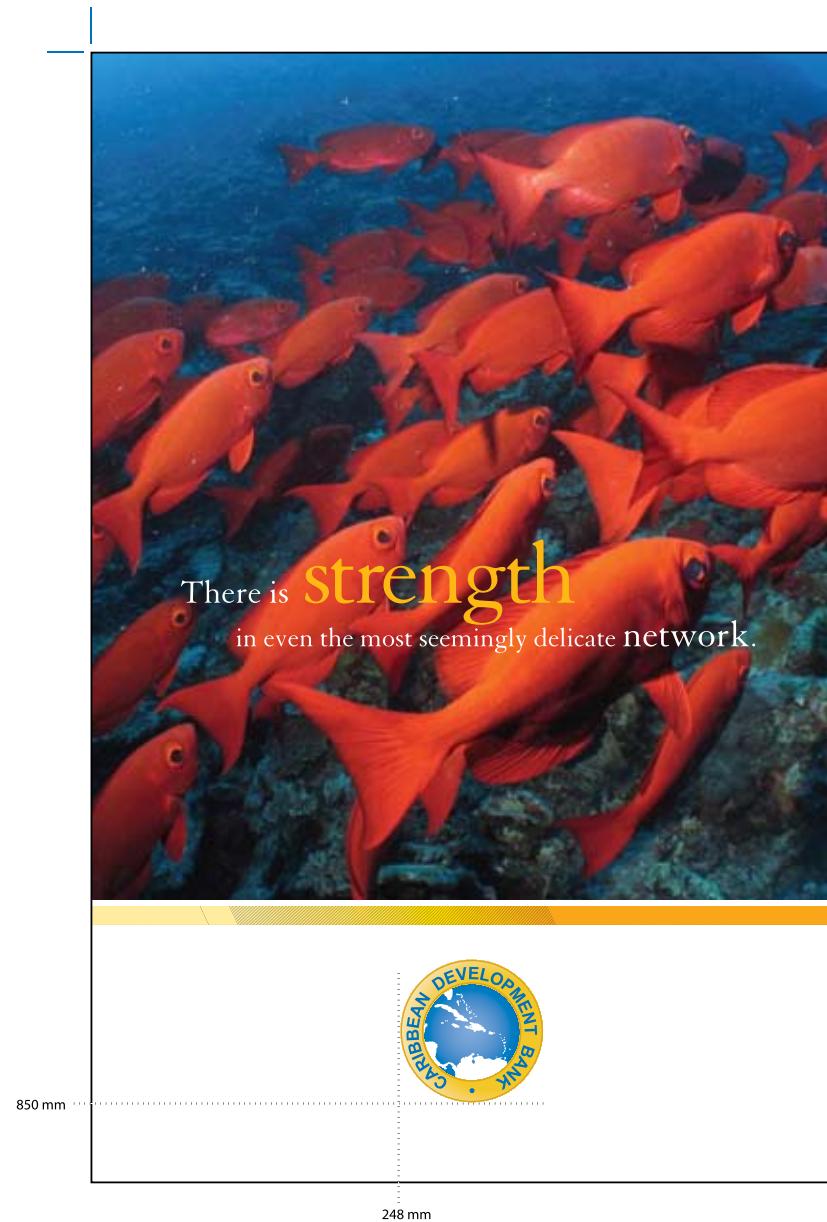
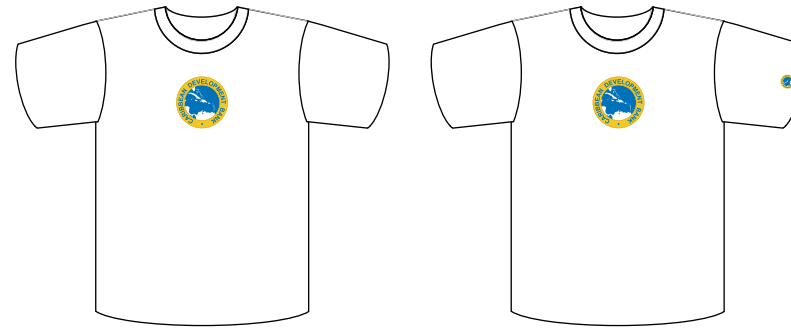


Figure 19

Here are a few examples of how the CDB logo may be used on promotional items.



T-Shirt Options



Mug



Bag



Pen

### Incorrect Size Proportions

The CDB logo may NOT be used on promotional items that do not allow for appropriate size proportions to be maintained.





# 4

## CO-BRANDING







Here are a few ground rules regarding the use of the CDB Strategic Partner logo:

1. The CDB logo remains the property of CDB, and only CDB is entitled to authorize the use of this logo by others.
2. Once you obtain CDB's authorization, the CDB logo is reserved for your exclusive use. You may not accept any remuneration from a third party for the use of this logo, regardless of the intended purpose.
3. The right to use the CDB logo is granted for a fixed period of time. If the logo is used beyond that period, the Partner Organization in question will be approached to justify the extension of usage.
4. CDB permits the use of its logo to identify and promote corporate activities. The logo should never be portrayed as endorsing any specific product or service.
5. If usage guidelines are not followed, CDB reserves the right to withdraw any right to the use of its logo.
6. Pre-authorization for any communication piece using a CDB logo may be obtained by contacting the Bank Secretary's Unit (please allow 7 working days for approval).

If you require any further information about the use of this logo, please contact the Bank Secretary's Unit.

There are 5 Logo versions as shown in Figure 3.

### Pantone Specifications:

Listed in Figure 4 are the approved pantone colours, there is therefore no excuse for incorrect colour reproduction.

A key element of the CDB identity is our corporate colour palette. The colours have been selected to reflect the values of our brand and to compliment the logo.

Check Pantone® Inc.'s standard colour scheme for colour reproduction of materials.

Blue, the official colour of The Caribbean Development Bank Logo, appropriate colour recipe.

Global Blue  
Process: 100C, 50M, 0Y, 0K  
RGB: 10R, 87G, 164B

**Spot Colour** logo on white background only



**BW logo** on white background only



**Logo On Dark Background**  
on blue or dark coloured background only



### Alternate presentation in forced white background

When the logo appears on a background that is cluttered or offers insufficient contrast, it may be placed in a white frame to force a white background. In this case, the logo appears either in blue or in black.



Figure 21

Consistent application of the logo is essential to foster trust and maintain brand integrity.

The Caribbean Development Bank logo must never be altered in any way.

**Always use master artwork provided.**

1. **Never alter the size relationship of any of the separate elements.**
2. **Do not apply special effects to the logo.**
3. **Never alter the spacial relationship between any of the separate elements**
4. **Never stretch nor distort logo to fit a space.**
5. **Never display the elements on a patterned or otherwise unauthorized colour background.**



Figure 22

In order to represent the appropriate relationship between a Partner's corporate logo and the CDB logo, the following rules must be applied:

- The CDB logo should never be bigger than the Partner's corporate logo.
- Ideally, the CDB logo should occupy the visual space at a 1:1 ratio with the Partner's corporate logo.



Horizontal orientation



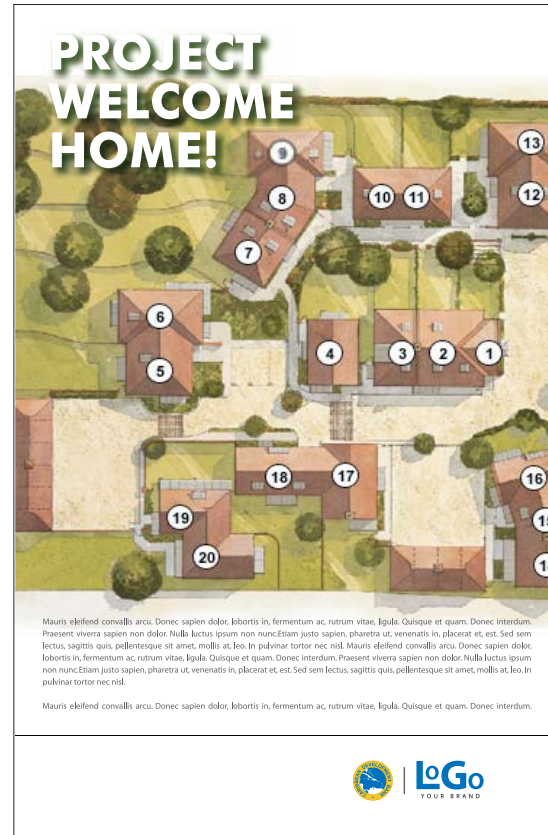
Vertical orientation

Figure 23

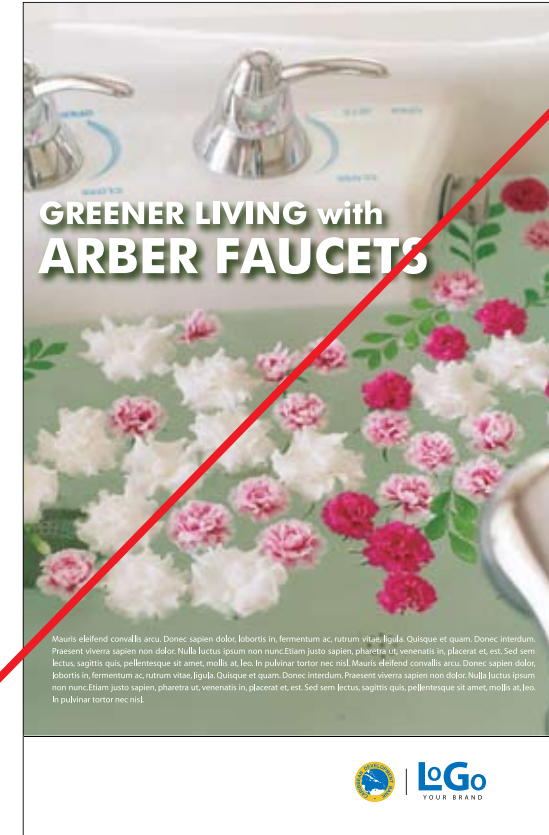
The CDB logo is not to be used as an endorsement for specific products or services. Therefore, only corporate or communication pieces may feature the CDB logo. In such cases, the logo should appear at the bottom left of the piece, at the same level as the corporate logo which signs the communication, and in keeping with the size proportion guidelines discussed earlier.

The CDB logo should never appear in a product-oriented communication piece, nor should it be placed next to a product logo.

In cases where you are unsure if your communication lends itself to using the CDB logo, please submit the piece for prior approval to the CDB's Bank Secretary's Unit.



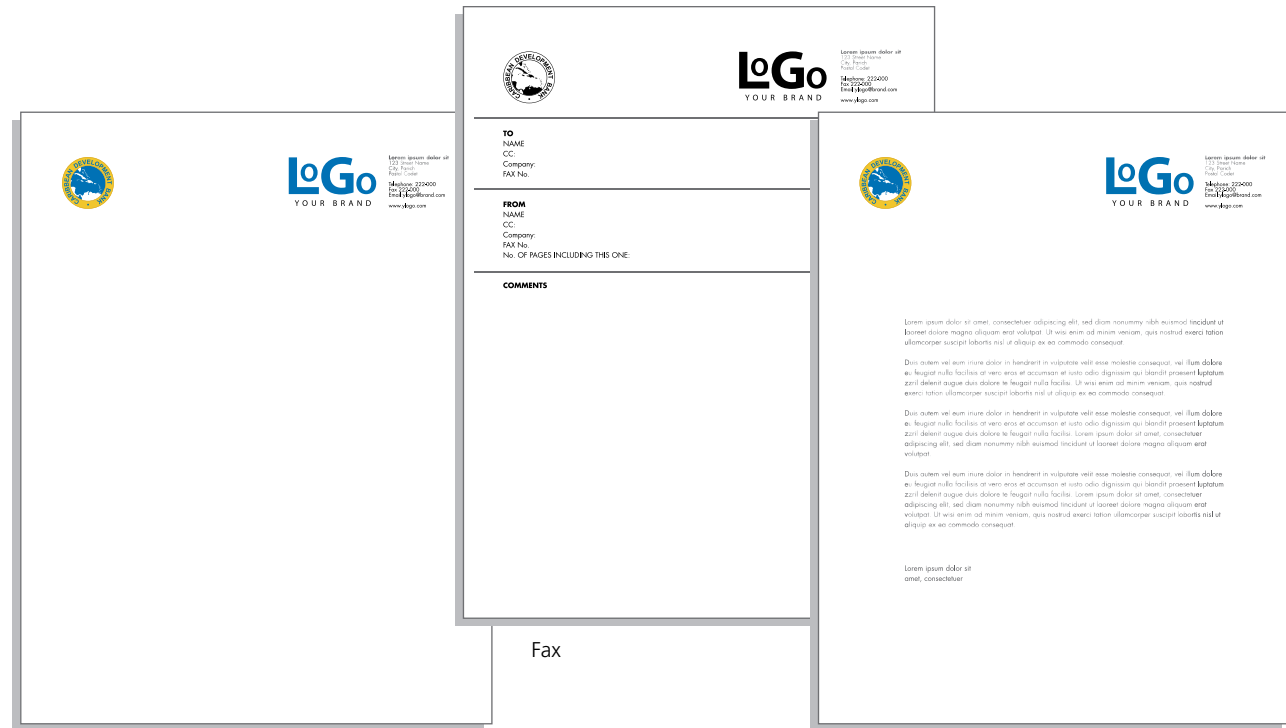
Corporate Communication



Product Communication

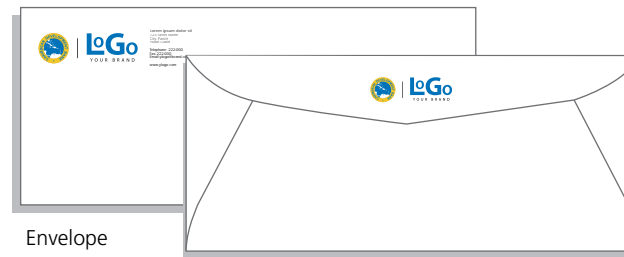
Figure 24

On corporate stationery pieces such as letterheads, fax cover sheets and press releases the CDB logo should appear at the top left, aligned with the corporate logo, and in keeping with the size proportion guidelines discussed earlier.



Letterhead

Press Release



Envelope



Business Card



Compliment Slip

Figure 25

The CDB logo should appear at the left, aligned with your corporate logo and keep within the proportional size guidelines discussed earlier. For projects in which the CDB is the main entity, the CDB logo should appear at the top, aligned center with your corporate logo.



Site Signage

Figure 26

Detachable corporate photography can be applied to white space for appropriately themed customization. The ability to provide modularity in banner usage increases cost efficiency and reduces obsolescence.



Banner - Horizontal logo position



Banners-Vertical logo position



Figure 27

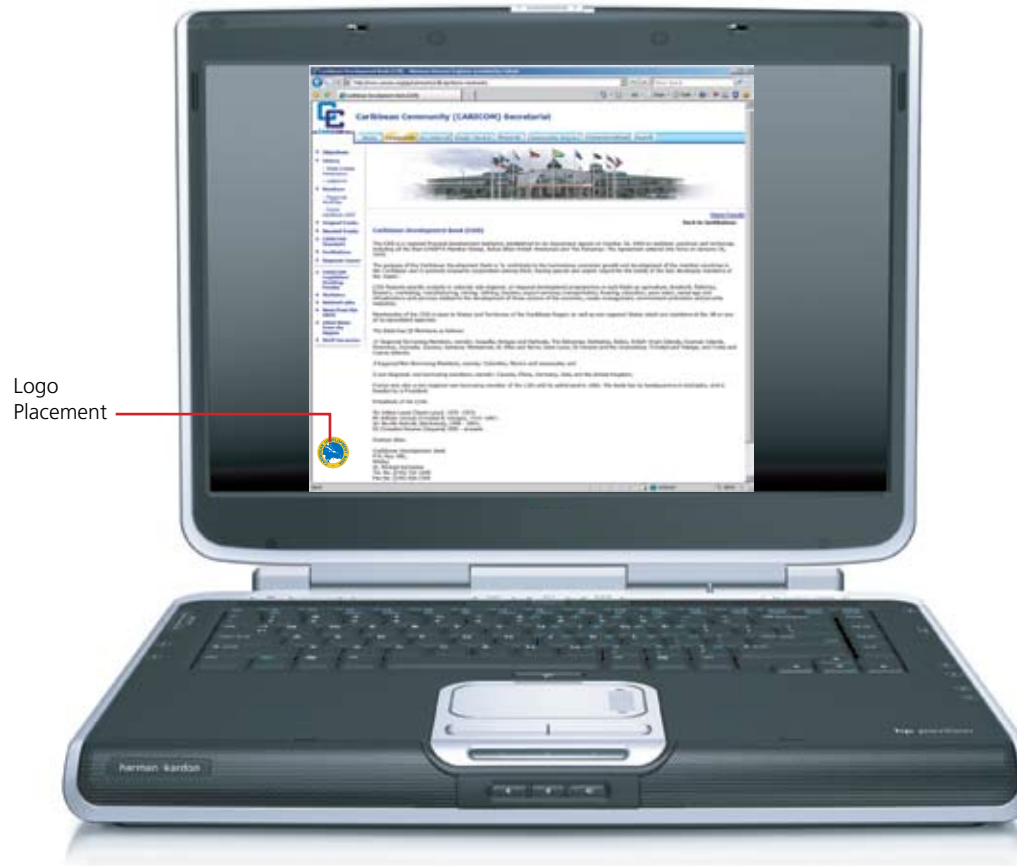


As with print communication pieces, the CDB logo is designed as an endorsement for specific products or services. Therefore, its usage on the Internet should be limited only to corporate or brand sections of a Web site.

In such cases, the logo should appear at the bottom left of the page, aligned with the corporate logo at the top, and in keeping with the size proportion guidelines discussed earlier.

The CDB logo should never appear on a product-oriented Web page, nor should it be placed next to a product logo.

In cases where you are unsure if your communication lends itself to using the CDB logo, please submit the piece for prior approval to the CDB's Bank Secretary's Unit at [info@caribank.org](mailto:info@caribank.org).



Logo Placement

Web Communication

When using the CDB logo on the Web, please program it so it links to the following address: <http://www.caribank.org>.

Figure 28

Here are a few examples of how the CDB logo may be used on promotional items. Notice that the appropriate size proportion in relation to the Partner Organization's logo is always maintained.



T-Shirt Options



Tote Bag



Mug Options



Pen

### Incorrect Size Proportions

The CDB logo may NOT be used on promotional items that do not allow for appropriate size proportions to be maintained in relation to the Partner Organization's corporate logo.

Figure 29

# 5

## CORPORATE COMMUNICATIONS



## PRESS RELEASES | Brand Identity Guidelines • CARIBBEAN DEVELOPMENT BANK • August 2008

The logo is always positioned to the top left corner. The date and title of the press release should always be left justified and positioned under the CDB logo.

The contact information is right justified to the bottom right hand corner of the page.

**Size:** 8.5" x 11"

**Logo:** 30mm

**Date & Heading Info:** Futura BT Medium 10pt,  
Leading: 12, Tracking: 0, Pantone Process Black 70%

**Address Info:** Futura BT Medium 7pt,  
Leading: 7, Tracking: -25, Pantone Process Black 70%



Figure 30

For the cover, the black logo is always positioned in a break to the left of the black title bar. The title information is right justified to the right of the page.

See Figure 30 for precise front cover positioning and measurements.

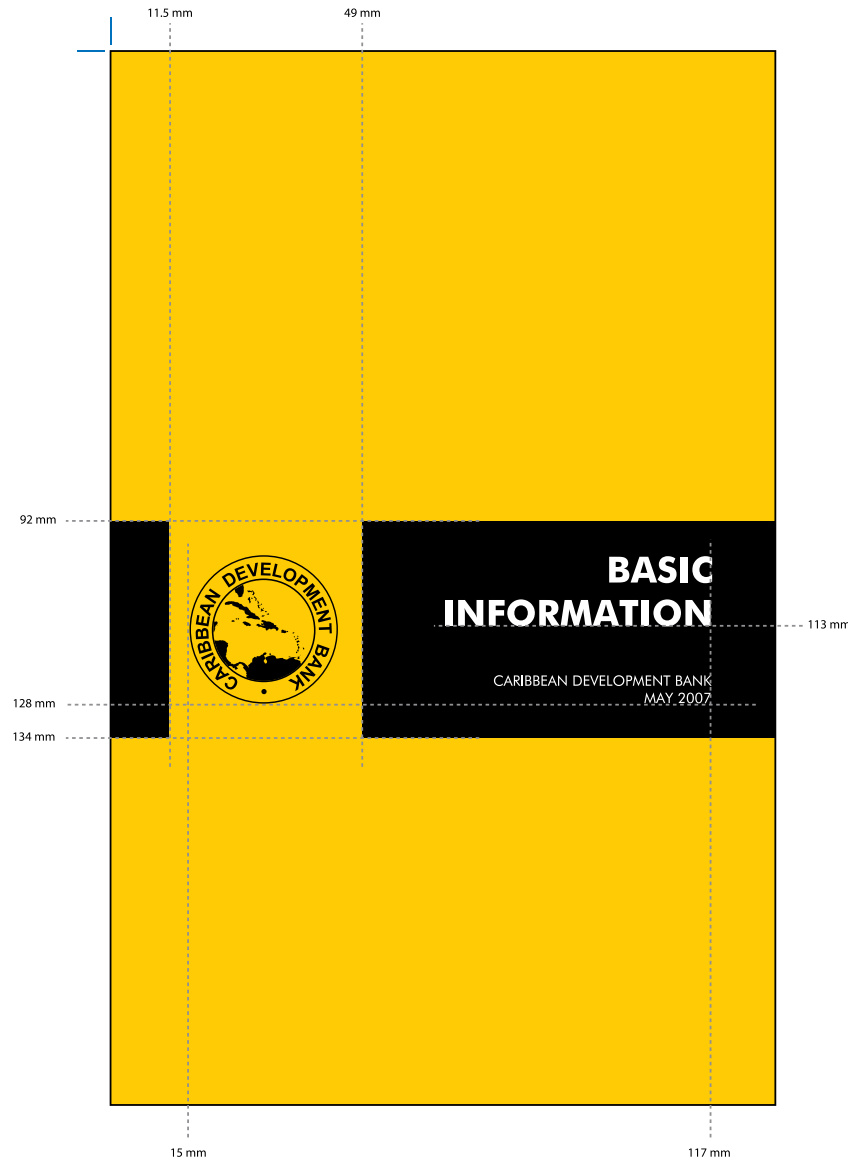


Figure 31

See Figure 31 for precise positioning and measurements.

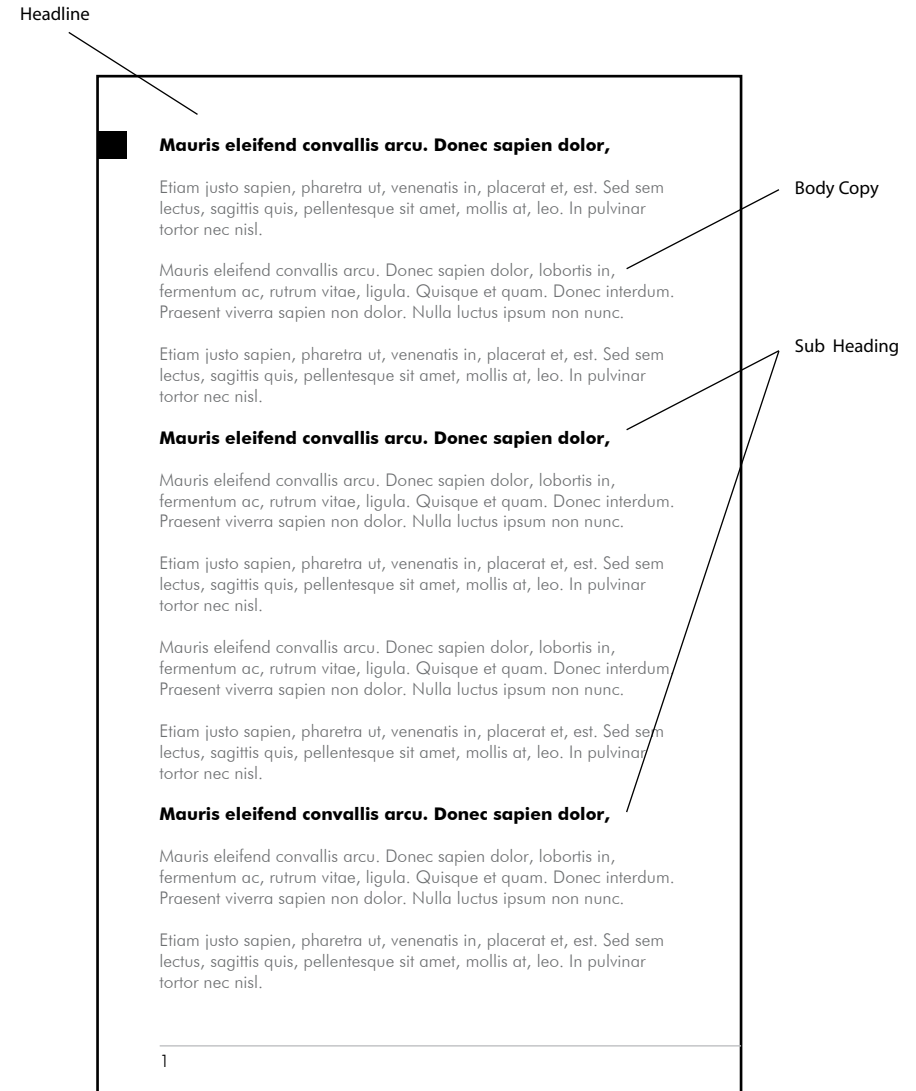


Figure 31

The full colour logo is always positioned to the top left corner. The contact information (if displayed) right justified to the bottom right hand corner of the page.

See Figure 32 for precise positioning and measurements.

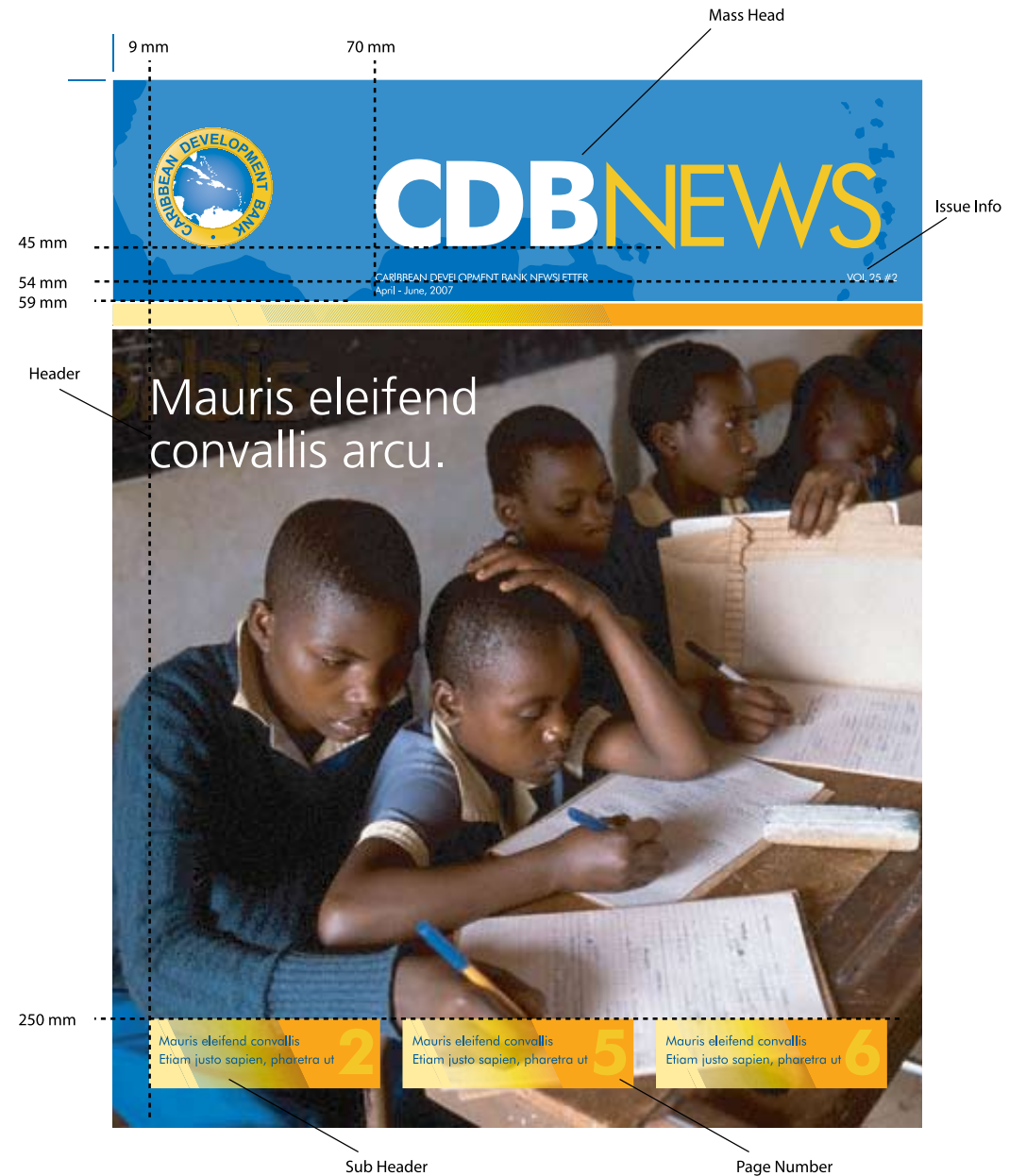


Figure 32

See Figure 33 for precise positioning and layout.



Figure 33



The full colour logo is always positioned to the bottom left corner. The contact information (if displayed) right justified to the bottom right hand corner of the page.

See Figure 34 for precise positioning and measurements

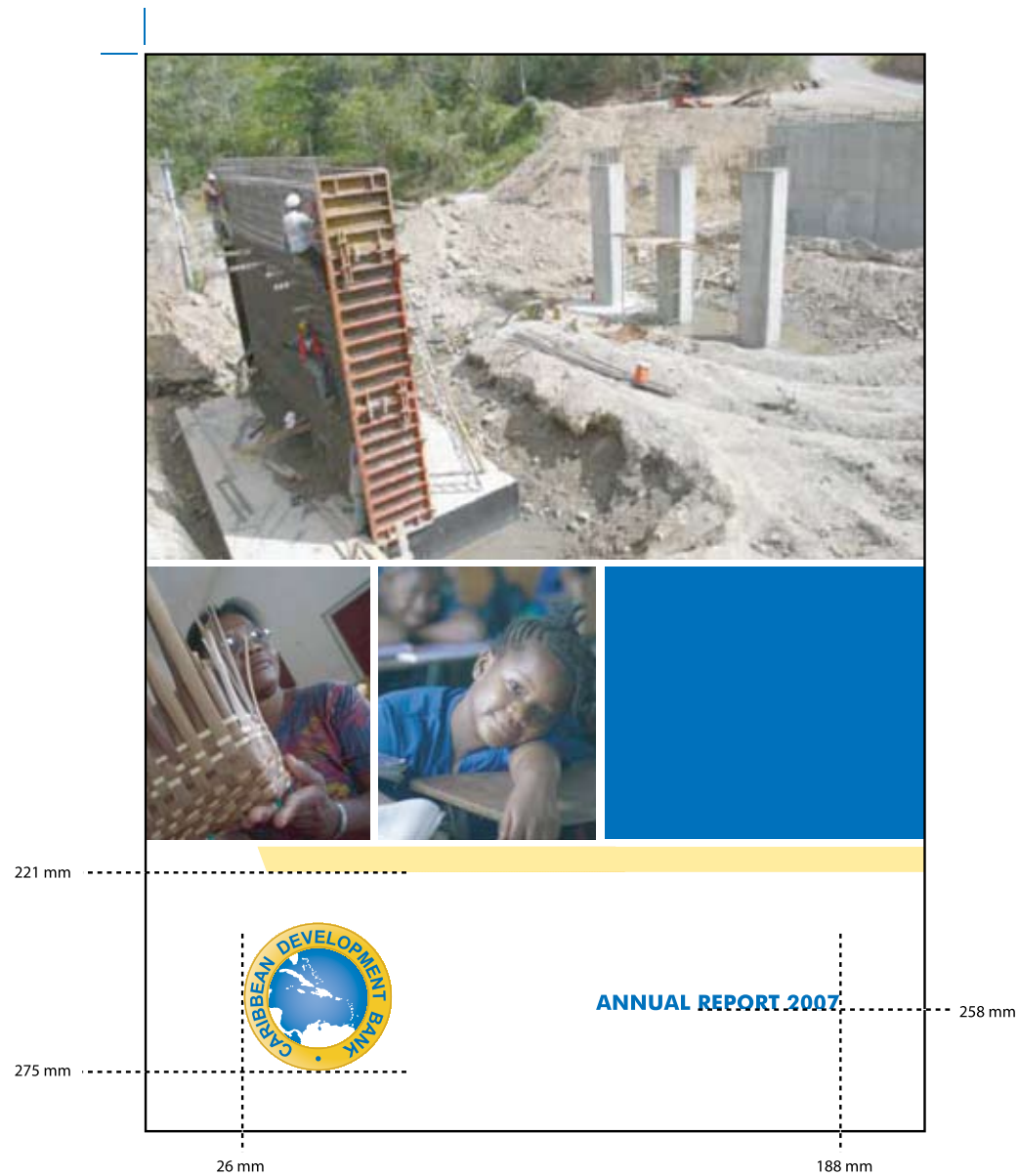


Figure 34

See Figure 35 for precise positioning and layout.

Header

Body Copy

**Mauris eleifend convallis eleifend convallis arcu. Donec**

Trutrum vitae, ligula. Quisque et quam. Donec interdum. Praesent viverra sapien non dolor. Nulla luctus ipsum non nunc.

Etiam justo sapien, pharetra ut, venenatis s in, placerat et, est. Sed sem lectus, sagittis quis, pellentesque sit amet, mollis at, leo. In pulvinar tortor nec nisl.

Mauris eleifend convallis arcu. Donec sapien dolor, lobortis in, fermentum ac, rutrum vitae, ligula. Quisque et quam. Donec interdum. Praesent viverra sapien non dolor. Nulla luctus ipsum non nunc.

Etiam justo sapien, pharetra ut, venenatis in, placerat et, est. Sed sem lectus, sagittis quis, pellentesque sit amet, mollis at, leo. In pulvinar tortor nec nisl. Mauris eleifend convallis arcu. Donec sapien dolor, lobortis in, fermentum ac, rutrum vitae, ligula. Quisque et quam. Donec interdum. Praesent viverra sapien non dolor. Nulla luctus .

Etiam justo sapien, pharetra ut, venenatis in, placerat et, est. Sed sem lectus, sagittis quis, pellentesque sit amet, mollis at, leo. In pulvinar tortor nec nisl. lectus, sagittis quis, pellentesque sit amet, mollis at, leo. In pulvinar tortor nec.

**Mauris eleifend convallis arcu. Donec convallis arcu.**

Donec interdum. Praesent viverra sapien non dolor. Nulla luctus ipsum non nunc.

Etiam justo sapien, pharetra ut, venenatis in, placerat et, est. Sed sem lectus, sagittis quis, pellentesque sit amet, mollis at, leo. In pulvinar tortor nec nisl. Mauris eleifend convallis arcu. Donec sapien dolor, lobortis in, fermentum ac, rutrum vitae, ligula. Quisque et quam. Donec interdum. Praesent viverra sapien non dolor. et quam. Donec interdum. Praesent viverra sapien non dolor.

**Mauris eleifend convallis arcu. Donec convallis arcu.**

fermentum ac, rutrum vitae, ligula. Quisque et quam. Donec interdum. Praesent viverra sapien non dolor.



**Mauris eleifend convallis eleifend convallis arcu. Donec**

Trutrum vitae, ligula. Quisque et quam. Donec interdum. Praesent viverra sapien non dolor. Nulla luctus ipsum non nunc.

Etiam justo sapien, pharetra ut, venenatis s in, placerat et, est. Sed sem lectus, sagittis quis, pellentesque sit amet, mollis at, leo. In pulvinar

CDB ANNUAL REPORT 2007 3

Figure 35

# 6

## SPECIAL APPLICATIONS



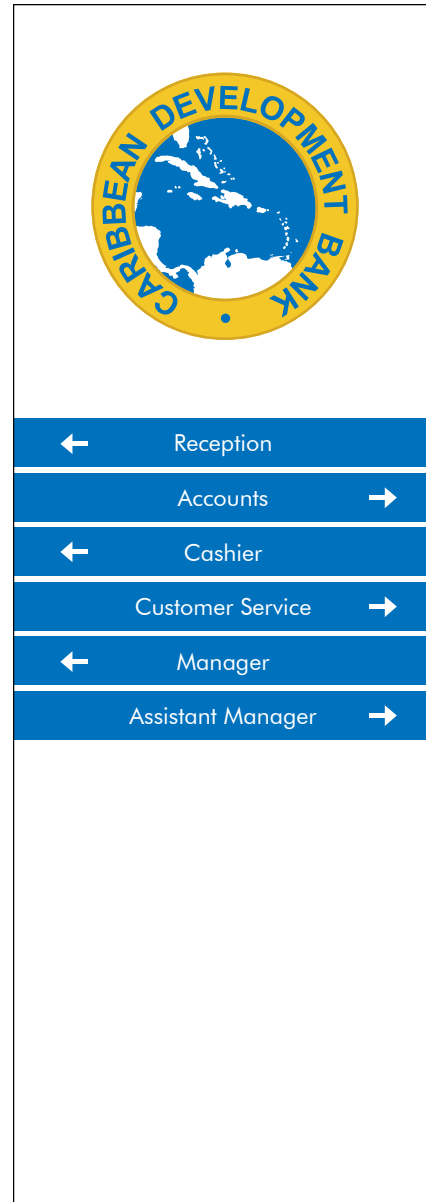


**Entrance signs**

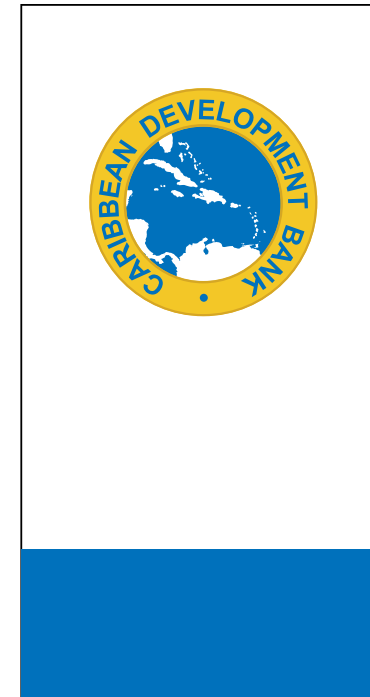
Large signboards at a main entrance should include the vertical combination of the logotype. If a company name and additional information are included on the signboard, use only Aqua Blue (PMS 2935C).

**Directional signs**

Directional signs should provide helpful assistance to visitors and employees within the Caribbean Development Bank facility. The signs must follow the standards established for logotypes, typography and corporate colours.



Internal Directional Sign



External Entrance Sign

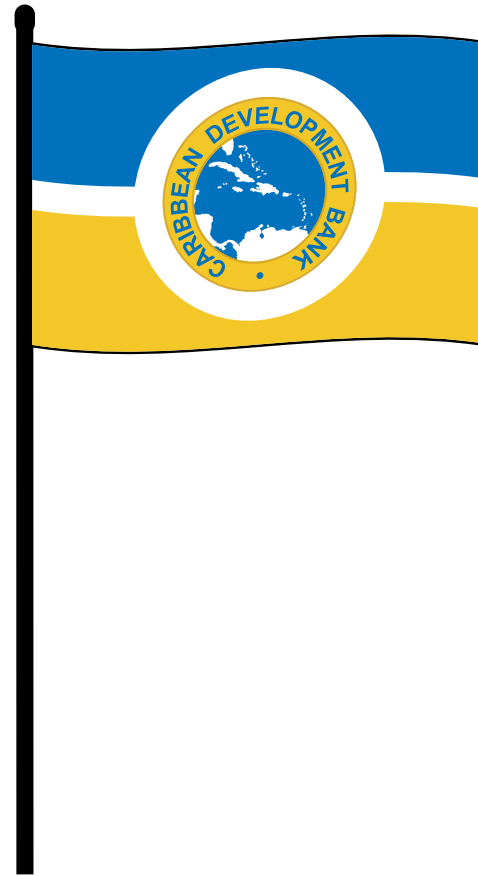


Figure 36

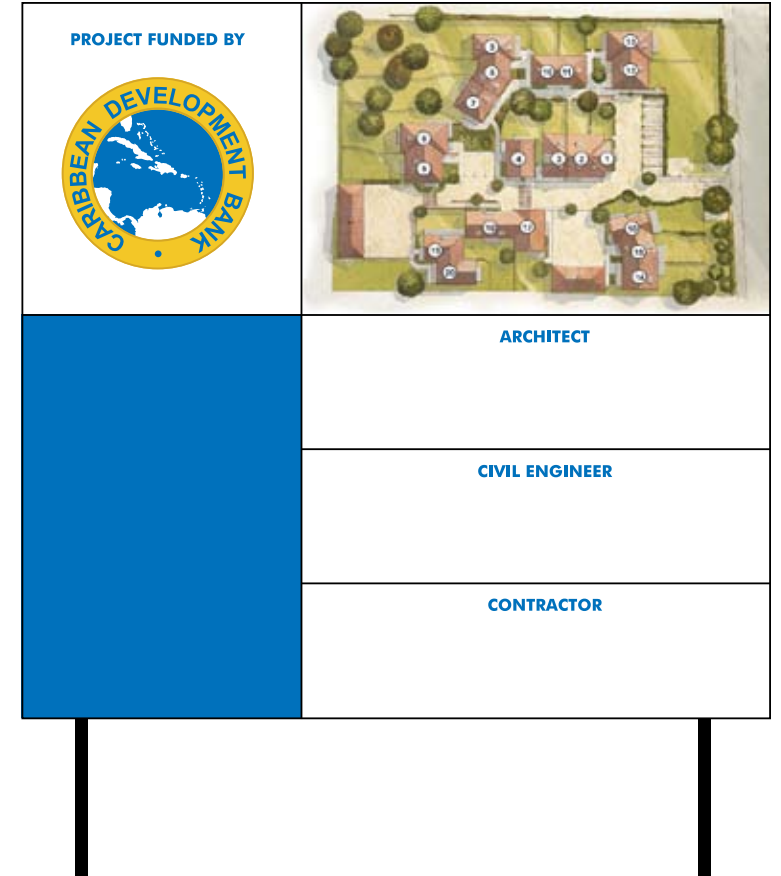
External Directional Sign

Consistent application of the logo is essential to foster trust and maintain brand integrity.

The Caribbean Development Bank logo must never be altered in any way.



Flag



External Project Sign

Figure 37

CDB logo should occupy 1/3 of total banner area. The logo should be centrally aligned in relation to other graphic elements and body copy. With vertical banners the logo should appear first at the top, and with horizontal banners first on the left.

Colours used in banners should be as follows:

**Logo:**

Aqua Blue - Pantone 2935C (C:100 M:50 Y:0 K:0)  
Burnt Yellow: Pantone 7406C (C:0 M:20 Y:100 K:0)  
Gold - Pantone 130C (C:10 M:30 Y:100 K:0)

**Main Panel:**

Aqua Blue - Pantone 2935C (C:100 M:50 Y:0 K:0)



Horizontal Banners



Vertical Banners

Figure 38

The full colour logo should be positioned on the left chest area on collared shirts or blouses. Magnetic pins bearing the CDB logo should be worn on proposed CDB uniform blazer.

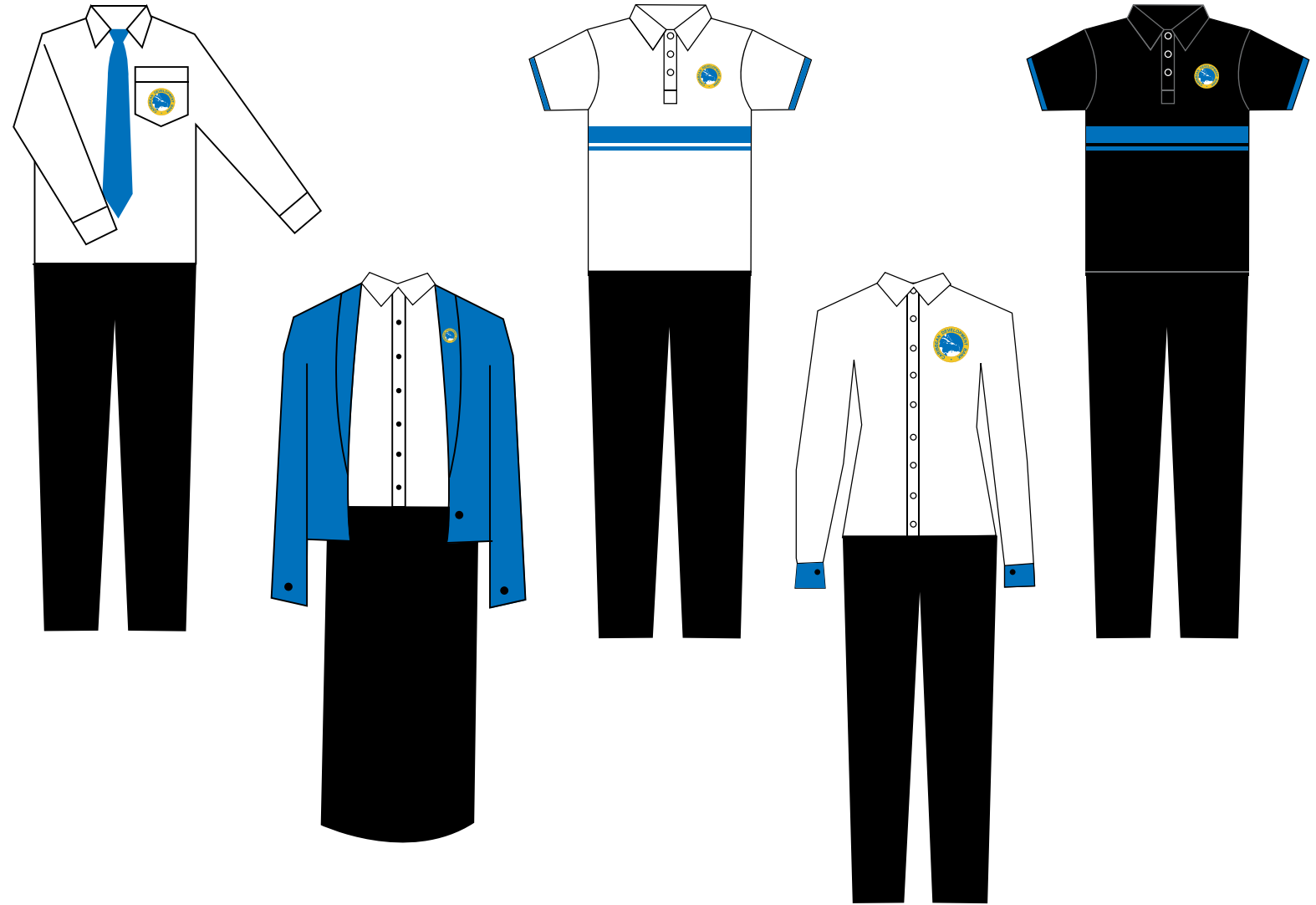


Figure 39



# 7

## MULTIMEDIA





**Window Size:** 800 pixels x 600 pixels minimum

**Logo:** 34mm

**Main Headings:** Arial Regular 12pt, Black or Corporate Aqua Blue

**Body Copy:** Arial Regular 10pt, Black

**Corporate Colours:** RGB of Corporate Pantone® colours

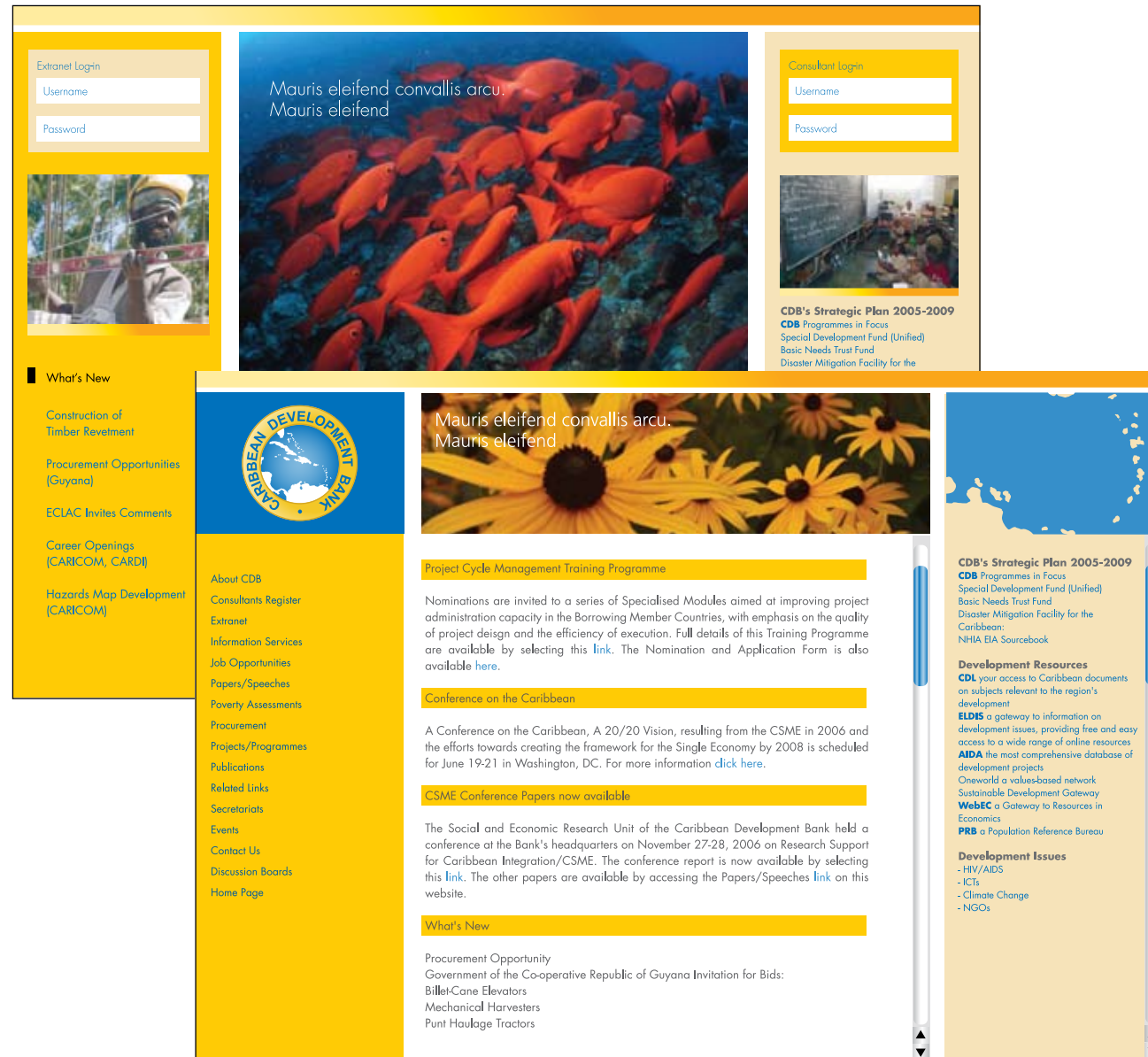


Figure 40

When using electronic communication tools such as e-mail, please include the same information as on your business card.

**Name and Title:** Futura BT Medium/Bold 11pt

**Contact Info:** Futura BT Bold/Medium 7pt.

Leading: 9, Tracking: -25, Pantone 2935/Pantone Process Black 70%

**Address Info:** Futura BT Medium 5.5pt.

Leading: 7, Tracking: -25, Pantone Process Black 70%

The order should be as follows:

**James JOHN-DOUGH**  
Regional Manager

**Caribbean Development Bank**

Tel: (246) 431-1600

Direct: (246) 431-1645

Fax: (246) 426-7269

jjdough@caribank.org

www.caribank.org

P.O.Box 408

Wildely, St. Michael

Barbados, W.I.

BB11000

**CONFIDENTIALITY NOTICE**

The information contained in this communication is intended solely for the use of the individual or entity to whom it addressed. It may contain confidential or legally privileged information. If you are not the intended recipient you are hereby notified that any disclosure, copying, distribution or taking any action in reliance on the contents of this information is strictly prohibited and may be unlawful. You are also requested to notify the Caribbean Development Bank immediately by responding to the sender and then permanently deleting the communication from your system. Please notify the addressee by telephone before submitting Urgent or Critical electronic communications. Thank you.

**Tips**

When creating presentation material, there are a few things to keep in mind for a better and more professional result. Don't consider these tips as absolute rules, but an aid when making your own presentation material:

- Avoid combining the colours red and green as most colour-blind people can't distinguish these colours.
- Do not mix presentations made for screen and print as they differ too much in size, proportion and resolution.
- Do not mix presentations with different backgrounds.
- Use jpg images for photographs.
- Make all your slides in landscape format.
- Keep the text amount to a maximum of 6 lines per slide as more text becomes hard to read.
- Use keywords or expressions. The slide should not be a manuscript to read from, but only to highlight what you are saying.
- Use the PowerPoint note pages for your manuscript and for handouts.
- Use a proper tool (such as Adobe Photoshop or similar) when editing your images.

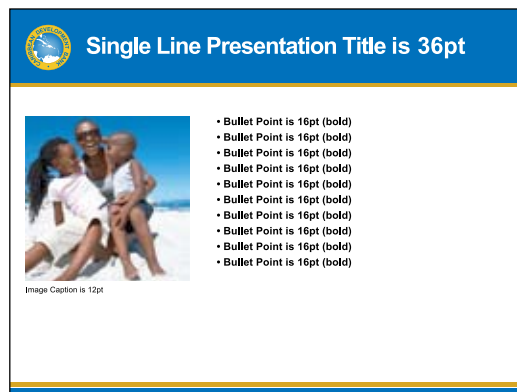
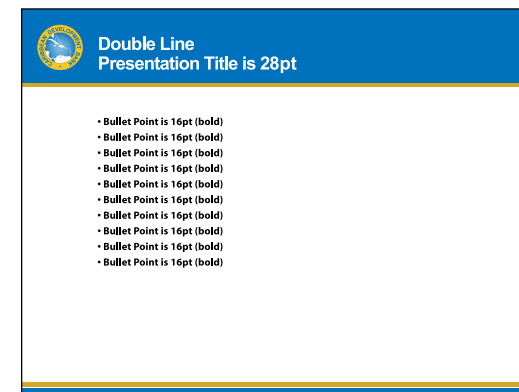
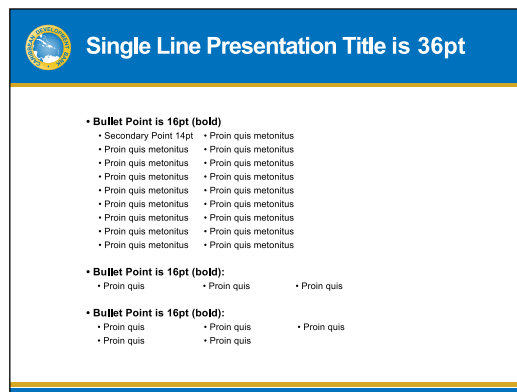
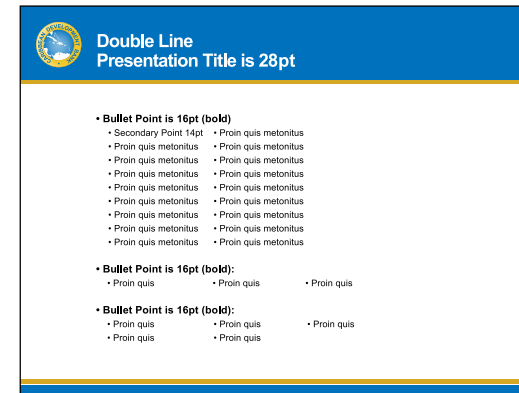
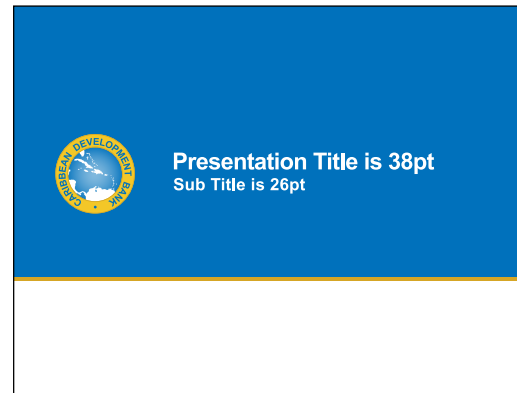


Figure 42

Tips

When creating presentation material, there are a few things to keep in mind for a better and more professional result. Don't consider these tips as absolute rules, but an aid when making your own presentation material:

- Do not mix presentations made for screen and print as they differ too much in size, proportion and resolution.
- Do not mix presentations with different backgrounds.
- Use jpg images for photographs.
- Make all your slides in landscape format.
- Keep the text amount to a maximum of 6 lines per slide as more text becomes hard to read.
- Use keywords or expressions. The slide should not be a manuscript to read from, but only to highlight what you are saying.
- Use the PowerPoint note pages for your manuscript and for handouts.
- Use a proper tool (such as Adobe Photoshop or similar) when editing your images.

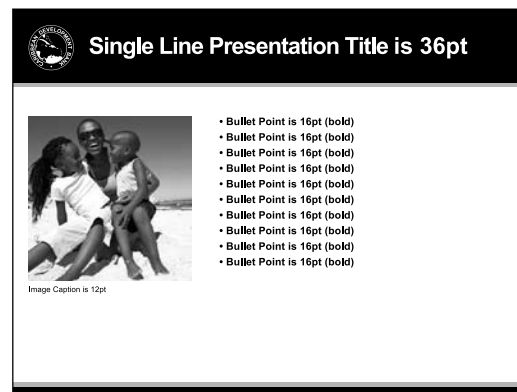
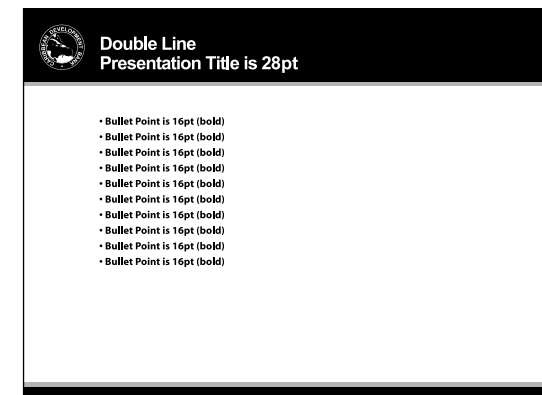
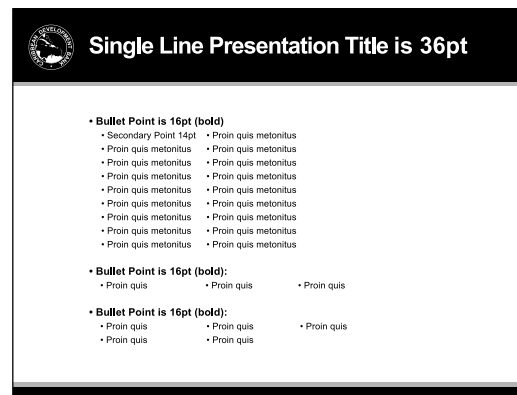
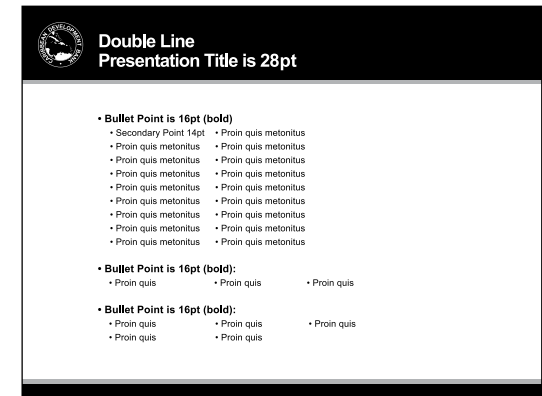
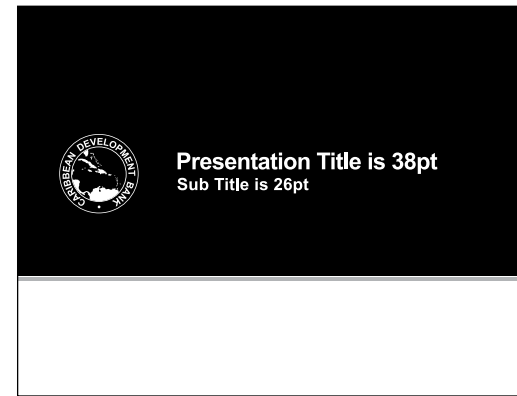


Figure 43

**Window Size:** Screen adjustable

**Logo:** 34mm

**Main Headings:** Arial Regular 12pt., Black or Corporate Aqua Blue

**Body Copy:** Arial Regular 10pt., Black

**Corporate Colours:** RGB of Corporate Pantone® colours



Figure 44







**CARIBBEAN DEVELOPMENT BANK**

P.O. Box 408, Wilkey, St. Michael, Barbados, W.I. BB11000  
Tel: (246) 431-1600 • Telefax: (246) 426-7269  
Homepage: [www.caribank.org](http://www.caribank.org) • Email: [info@caribank.org](mailto:info@caribank.org)