Community Development Centre

Brand Guidelines

How Community Development Centre looks, sounds and moves, and why.

Edition 1, November 2026. Prepared for CDC by Variance.

Inside

This book is for everyone who makes something in CDC's name: staff, partners, designers, printers and the media. It explains each part of the identity and the reason behind it, so that new work can follow the thinking rather than copy the examples.

The files it describes are in the CDC Logo Pack. For anything this book does not answer, write to info@cdc.ngo.

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Why the identity changed

CDC outgrew its seal before it outgrew its symbol.

CDC has changed

CDC began in Yei in 2014. Ten years on it works across South Sudan and Uganda, has carried out programmes in the Democratic Republic of Congo and supported work in Kenya. In Uganda it is a refugee-led organisation. The seal still read “South Sudan” around its edge.

The seal was hard to use

The ring of lettering becomes unreadable below about 3 cm, so on a phone, a social post or a T-shirt the seal turned into a blue dot. The artwork only existed as pictures, not drawings, so every reproduction blurred a little more.

The colours drifted

The 2021 guide recorded Sky correctly as #25AAE1, but printed the lime of the D as black. Different files used different blues and greens. There was no type, so every document chose its own.

What CDC asked for

A professional identity that is recognisably CDC, works on every screen and in print, carries CDC's ten years, and avoids looking like any other organisation. Nothing borrowed, nothing for decoration.

What we kept, what changed



The seal, used until 2026.

Kept

- The hut with its thatched roof: the Centre, a place where people gather.
- The letters CDC, with the D in lime.
- The brush stroke the hut stands on.
- The Sky disc, and Sky and Lime as CDC's colours.
- The words Community Development Centre.

Changed

- The inner disc became the mark on its own, redrawn as clean vectors from the original artwork.
- The ring of lettering became a lockup set in type, readable at any size.
- “South Sudan” left the mark, because CDC now works in several countries.
- Black, White and tints of Sky and Lime joined the palette; no other colours.
- One typeface, Archivo, for everything.

The Centre mark

The heart of the seal, on its own. The hut is the centre CDC is named after: a place to gather, talk, learn and decide together. CDC stands beneath its roof, and the brush stroke is the ground they stand on.

Use the colour version wherever you can. Use the one-colour versions where only one colour prints: black on light surfaces, white on dark ones and on photographs.

The mark is always a circle. It is never cropped, outlined or put inside another shape.



Colour



Black



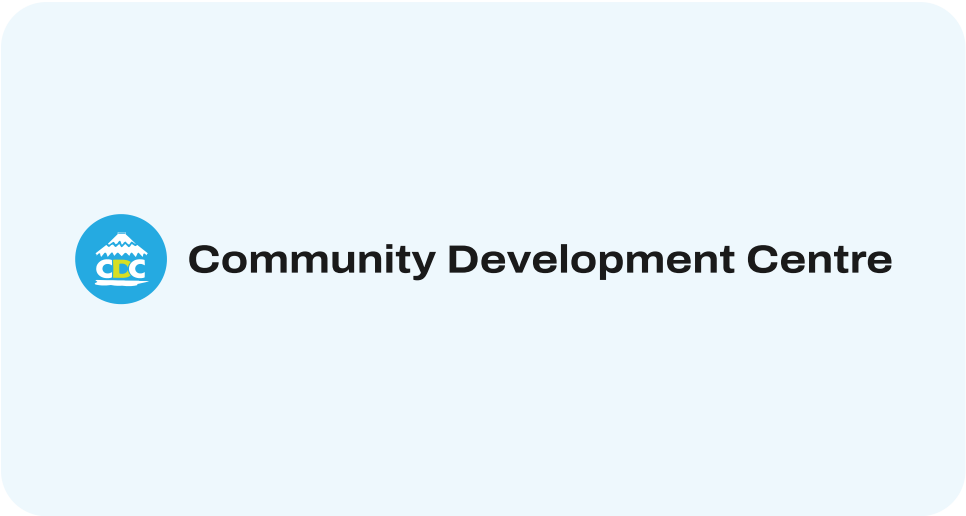
White



The tight version

The artwork enlarged within the disc, for sizes below 16 mm or 48 px: app icons, the browser tab, profile pictures. It stays legible where the standard mark would fill in.

The lockups





Line

The everyday lockup: website header, letterheads, email signatures, reports, slides. Where there is more width than height.

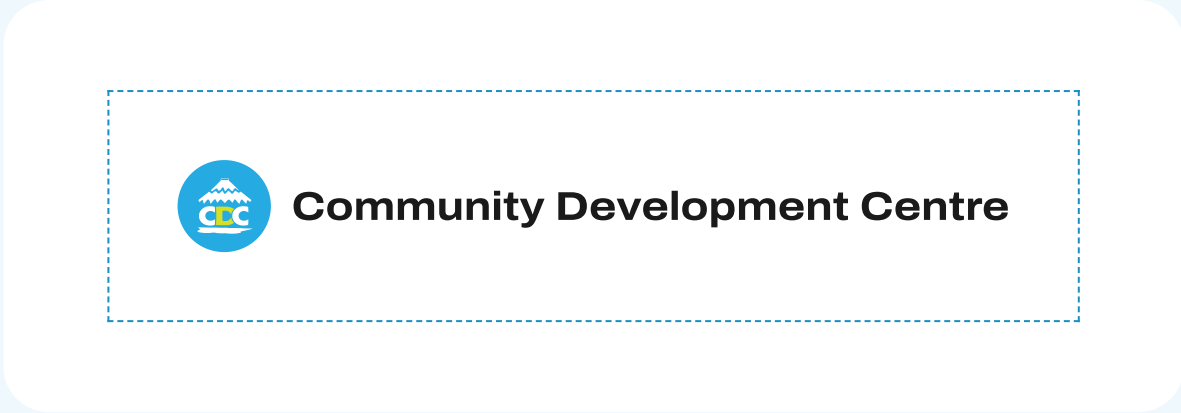
Stacked

For square and tall spaces: banners, posters, covers, signs and vehicle doors. The three lines span the middle of the disc, so the name and mark read as one.

The name is set in Archivo, outlined in the files so it never changes. Both lockups come in colour, black and white. Use the full name the first time CDC is introduced; the mark alone works once the name is known, or where the name appears close by.

Space and size

Clear space keeps the logo from being crowded. Keep text, edges and other logos at least **a quarter of the disc's width** away on every side. When the logo sits with partner logos, match the height of their marks to the height of CDC's disc, and space them by the same quarter.



Smallest size	Print	Screen
Centre mark	10 mm wide	32 px
Tight mark	6 mm wide	16 px
Line lockup	35 mm wide	140 px
Stacked lockup	25 mm wide	100 px

Using the logo well

The colour mark on Sky: the disc disappears. Use the white mark.

Stretched or squashed.

Recoloured.

Shadows, glows, outlines or bevels.

The old seal, in new work.

Rotated.



On a busy photograph. Use white on a calm, dark area, or keep it off the picture.

Community Dev. Centre

Retyped, abbreviated or in another typeface.

Colour

CDC Sky

#25AAE1 · RGB 37 170 225 · CMYK 71 15 0 0

The disc. Big fields: openings, figures, closing calls to action, maps.

CDC Lime

#D7DF23 · RGB 215 223 35 · CMYK 18 0 94 0

The D. Giving, the ten-year mark, and one highlight at a time.

CDC Black

#1A1A1A · RGB 26 26 26 · CMYK 0 0 0 95

The seal's ring and lettering. All text and the main buttons.

White

#FFFFFF

The hut and the letters. The page itself, so photographs carry the colour.

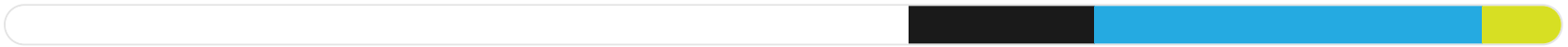
Sky 10 · #EEF8FD
panels and cards

Sky 20 · #D4EEFA
map land, selected states

Lime 10 · #F8FAE0
notes

Grey · #4D4D4D
secondary text

Every colour comes from the logo. Tints are Sky or Lime mixed with white, never new hues. In a typical layout the page is mostly White, text is Black, Sky takes about a quarter and Lime appears once.



Colour that reads

Text on CDC's colours is always Black. White text on Sky looks bright but fails people with low vision and washes out in sunlight, which matters where many people read on phones outdoors.

Ratios follow the Web Content Accessibility Guidelines: 4.5 : 1 for body text, 3 : 1 for large headings.

Text	Background	Ratio	Use
Black	White	17.4 : 1	All text
Black	Lime	12.0 : 1	All text
Black	Sky	6.6 : 1	All text
Lime	Black	12.0 : 1	Headings and highlights
Grey	White	8.5 : 1	Secondary text
White	Sky	2.7 : 1	**Never for text**

Type

Archivo, by Omnibus-Type, is a sturdy grotesque with a width axis. Set wide and heavy it has the broad, upright stance of the lettering in CDC's seal; set at normal width it is plain and easy to read in long reports.

It is free under the SIL Open Font License, so every partner, printer and staff laptop can have it. It covers Latin languages, including the accents in French for CDC-RDC.

No decorative or “premium” display faces. CDC's voice is direct; the type should be too.

Fallback where Archivo cannot be installed: Arial.

Building strong and resilient communities.

Headlines

Expanded (125), ExtraBold 800, tight spacing

Subheads and names

SemiExpanded (112), Bold 720–780

Body text, at 100 width and Regular to Medium. Sentence case, left aligned.

Normal (100), 400–560

Headlines in sentence or title case as CDC writes them; never all capitals except in the ten-year mark. Body text left aligned, never justified.

The roof, the disc and the stroke







The roof

The thatched roof of the hut in CDC's logo, drawn large and faint in a deeper shade of the band it sits on: Sky on Sky, Lime on Lime, grey on Black. It closes the figures, the newsletter, the last call on each page and the footer, as if each stood under the Centre's roof. Never over people's faces, never as decoration on photographs.

The disc

The logo's disc, set low behind a photograph, so the picture stands on it. Sky behind a picture on the left, Lime behind one on the right. One per section, and always partly hidden: it supports the photograph, it doesn't compete with it.

The stroke

The brush stroke the hut stands on, in Lime. Under one line of the motto; and on the home page woven through three photographs, under, over and under, drawn as you scroll, the way the people in them are woven into one community.



The ten-year mark

From 2014 to 2024, CDC marked 10 years of building strong and resilient communities.

The mark takes the roof from CDC's hut and puts “10 years” where the letters stand: the same centre, ten years on. On the website it sits beside the logo in the header; in print it goes on anniversary reports, banners and event materials.

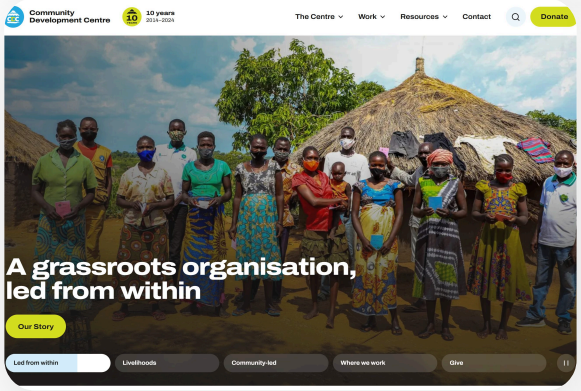
A compact version keeps “10” legible down to 40 px. Never place the mark inside the logo's clear space, and retire it when CDC decides the anniversary is over.

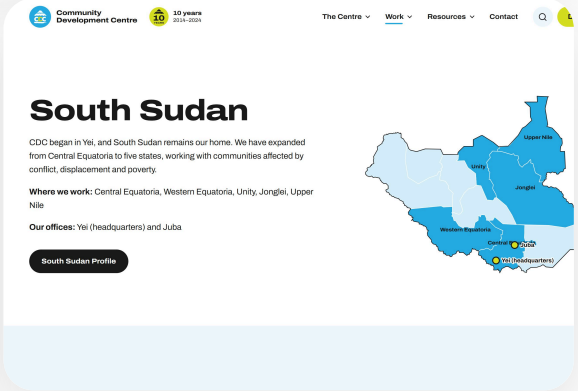
Photography

CDC's own photographs of its own work, always. The people in them lead the work, so show them doing it: talking, teaching, planting, trading, recording, deciding.

- Eye level, close enough to see faces, in daylight.
- Consent first, especially for children, survivors and refugees. If in doubt, don't publish.
- No stock photographs and no staged pity: no one shown as helpless.
- Name the place and, where people agree, the person. Credit the photographer.
- Natural colour. No filters, no added colour washes.







Motion

Things move the way real things do, and only to explain something.

Scrolling stays yours

Nothing takes over the page's scrolling. Effects follow the scroll; they never slow it down, speed it up or snap it.

Motion with a reason

The brush stroke is drawn by your own scrolling. Our Story's line fills as you read down the years. A menu glides to the section you point at instead of closing and reopening. Nothing moves to fill time.

Physical easing

Fast out, slow to settle, like something set down by hand. Arrivals take 0.5 to 1.5 seconds; nothing bounces.

Less when asked

When a device asks for reduced motion, every effect is replaced by its still final state. Nothing important is ever only in the motion.

How CDC speaks

In the community, by the community, for the community.

Communities are the subject

“Communities lead”, not “we empower beneficiaries”. CDC stands alongside; it does not rescue.

Plain and specific

Say what happened, where and how many: “2,033 participants in Sexual and Reproductive Health and Rights (SRHR) workshops”, not “transformative impact”.

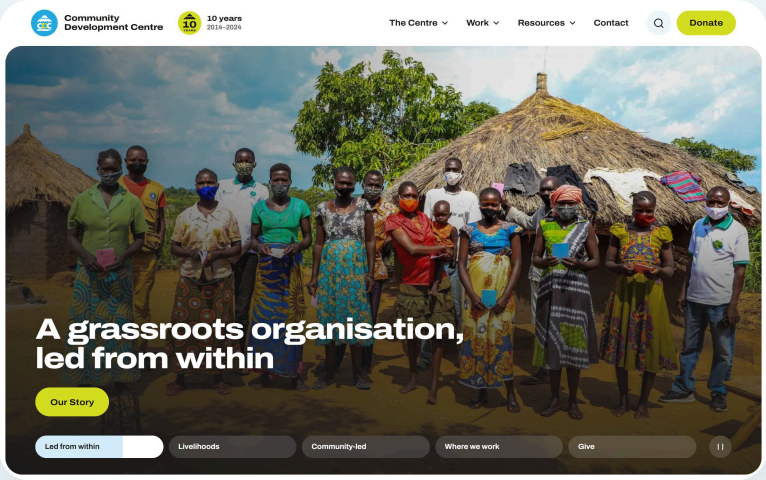
Honest numbers

Use reported figures only, with the period and place they belong to. If a number is an estimate, say so.

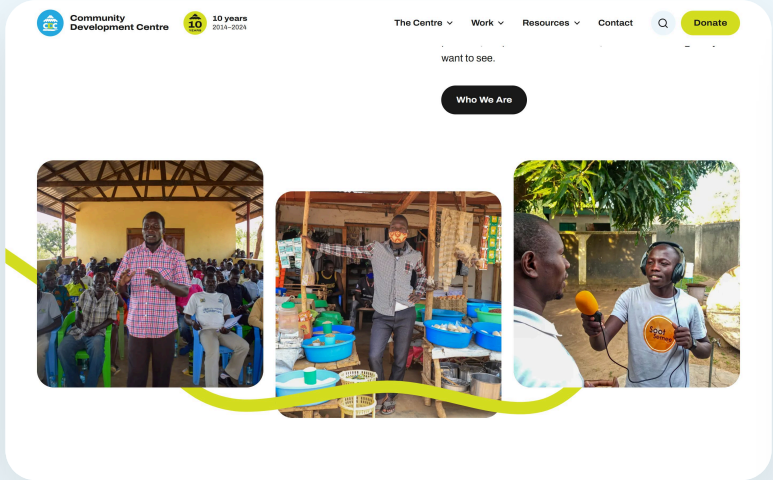
British English

Centre, organisation, programme. Explain abbreviations the first time: Village Savings and Loan Associations (VSLAs).

The identity on the website



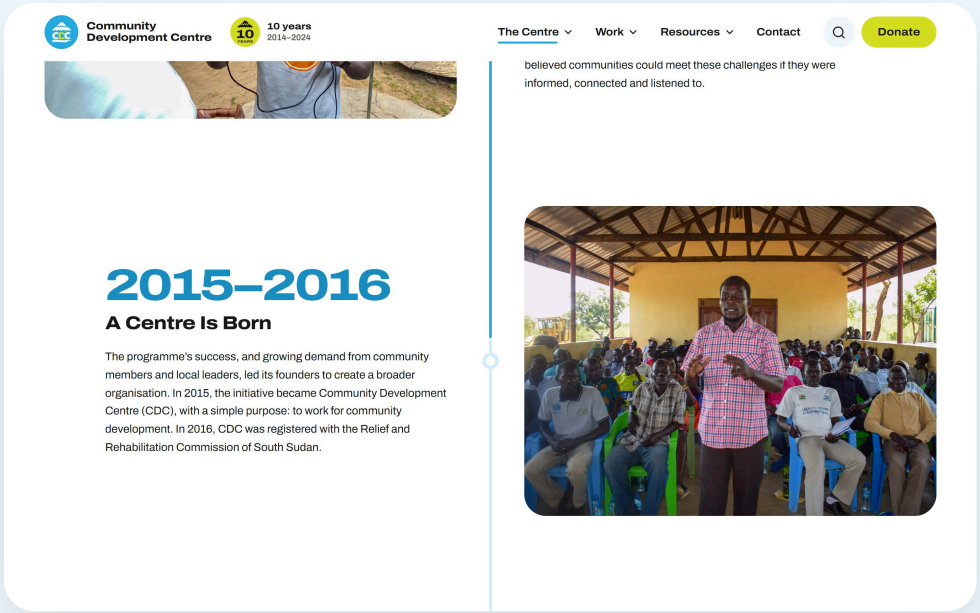
The home page opens on CDC's own photographs, across the whole first screen; the five messages change every seven seconds.



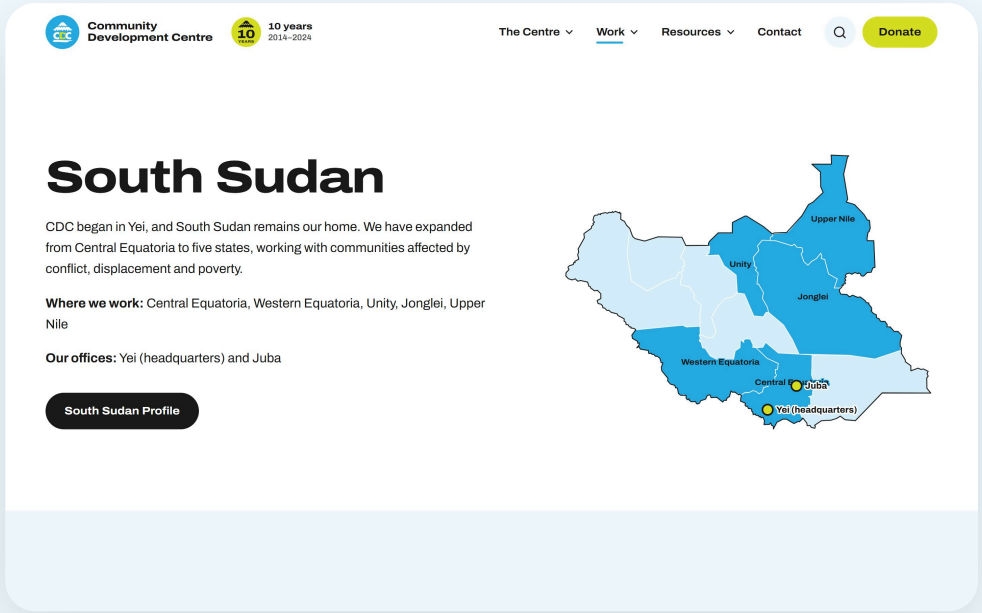
Below it, the brush stroke from the logo weaves through three photographs of the work.



The same idea on a phone.



Our Story reads down the page; one line joins the years and fills as you read.



Maps in Sky and its tints, offices as Lime points: drawn from official boundaries, not decoration.

Files

All logos are vector SVG files and scale to any size. Ask for PDF or PNG versions if a printer needs them.

For questions, approvals and the full Logo Pack, write to **info@cdc.ngo**.

Identity and guidelines by Variance for Community Development Centre (CDC), 2026.

File	What it is
cdc-centre.svg / -black / -white	The Centre mark
cdc-centre-tight.svg / -black / -white	The tight mark, for small sizes
cdc-lockup-line.svg / -black / -white	Line lockup
cdc-lockup-stacked.svg / -black / -white	Stacked lockup
ten-years.svg, ten-years-compact.svg	The ten-year mark
roof.svg	The roof from the logo, in one colour, for the roof motif
Archivo-VF.ttf, Archivo-Italic-VF.ttf	The typeface (SIL Open Font License)
tokens.css, tokens.json	Colours for designers and developers