# Our brand guidelines at a glance

#### **GETTING STARTED**

Please find our templates, logos, fonts and full brand book at: https://naeeuro.sharepoint.com/sites/CDL/MarCom/Forms/AllItems.aspx

### OUR LOGO

Where possible our logo should always appear on a CDL Blue background, but a version on white is available.

COLLÈGE DU LÉMAN International School · Geneva



Do not alter the logo in any way or ever place it on a background where it is not clearly visible.



Never use our old logo



Never change colours



Never warp or apply effects

#### **OUR FONTS**

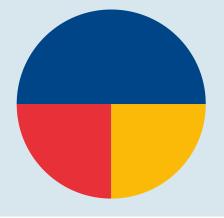
# Gotham Light large headlines

#### Gotham Bold for sub headings can be coloured to brighten a page.

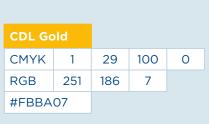
Gotham Book for body copy should always be in CDL Blue on white, or white on a CDL Blue background. 'Align left' is preferred for body copy, but 'Justified' can be used to give a more formal appearance.

### **OUR COLOURS**

CDL Blue is the unifying visual thread of our brand identity, our 'thread of blue'. It conveys an understated, professional and serious feel. Please use it on all your material.



CDL Blue				
CMYK	100	82	19	5
RGB	0	69	135	
#00458	#004587			
CDL Red				
CDL Re	d			
CDL Re	ed 3	95	84	0
		95 48	84 55	0



# EMAIL SIGNATURE

Email signatures should be set using Arial Regular and Arial Bold, 10pt, in CDL Blue (#004587), as shown. Martijn Simoons Head of Brand



#### COLLÈGE DU LÉMAN International School · Geneva

#### Collège du Léman

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A Nord Anglia Education School

## PLEASE SHARE YOUR STORIES WITH US



We love to hear about the wonderful activities you do with our students. You can share them with us via the QR code, or go to: <u>www.cdl.ch/brief</u>



Our Grade 3 students made their very own "Jungle portraits". Here are some of the winning entries! \$\\_

#collegeduleman #internationalschool #ecoleinternationale #boardingschool #geneva #switzerland #jungle #portrait #madeforcreativity



#### Home

Welcome to the Marketing and Communications project brief page. Please choose one of the two options below:



Collège du Léman

When Mr. Usher, Director of Boarding, takes our students onto Lac Léman on a speedboat, be prepared to adjust your perspective whilst approaching Geneva's famous Jet d'eau and discovering the coast from 'the other side'.

#collegeduleman #internationalschool #ecoleinternationale #boardingschool #internat #geneva #switzerland #lacleman #lakegeneva #speedboat #jetdeau



and the second se



Our motivated Grade 11 students, studying Ecology, built and implemented fantastic insect hotels into our EcoGarden with the help of our curious Preschool students and dedicated teachers, as part of a cross-section learning activity. №

#collegeduleman #internationalschool #ccoleinternationale #boardingschool #internat #geneva #switzerland #ecology #ecogarden #noplanetb #sustainability #insecthotel #pedagogy #transmission #learningbydoing



