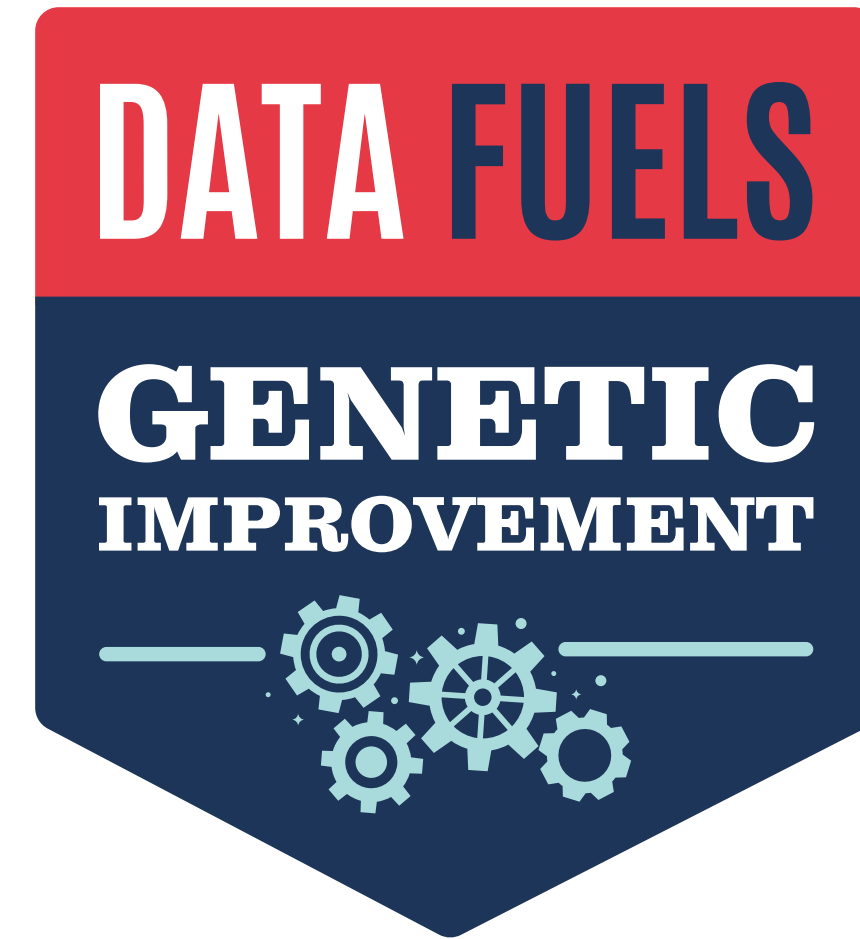
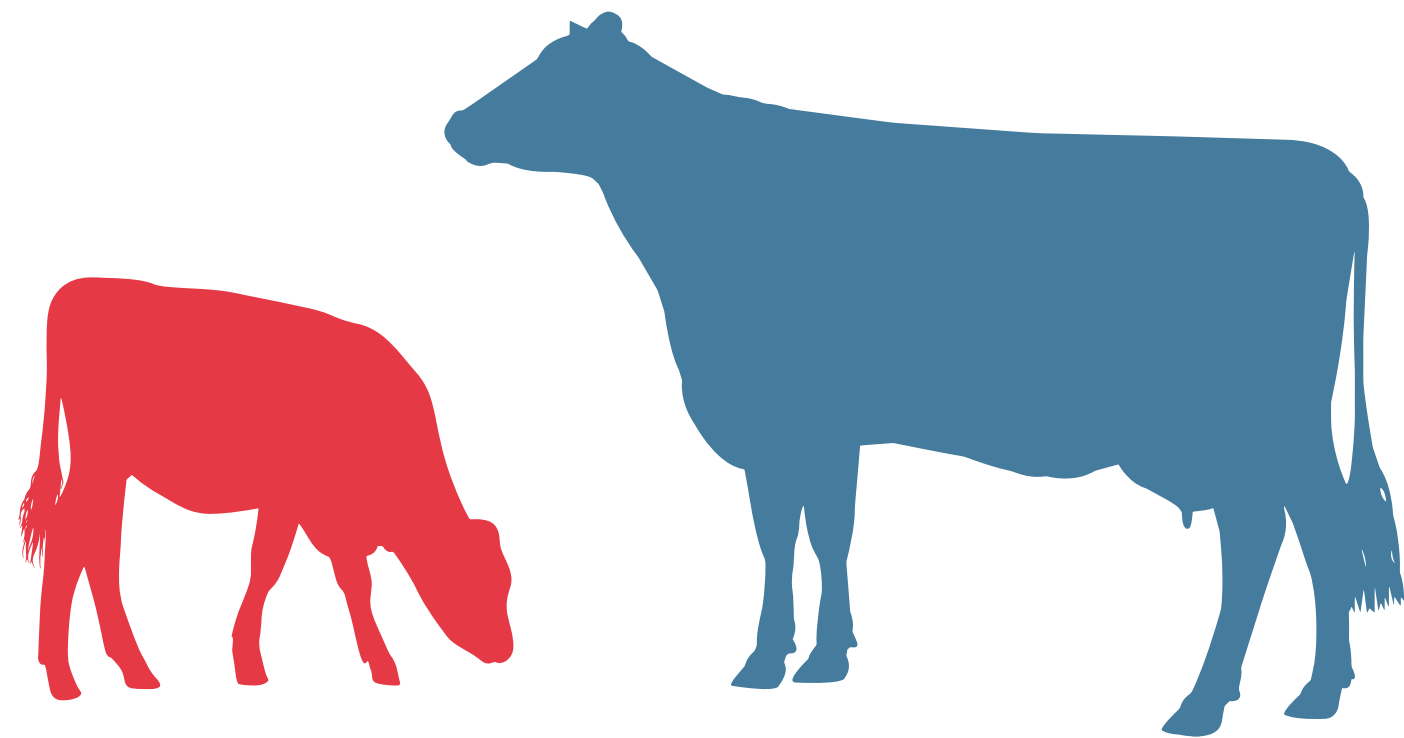
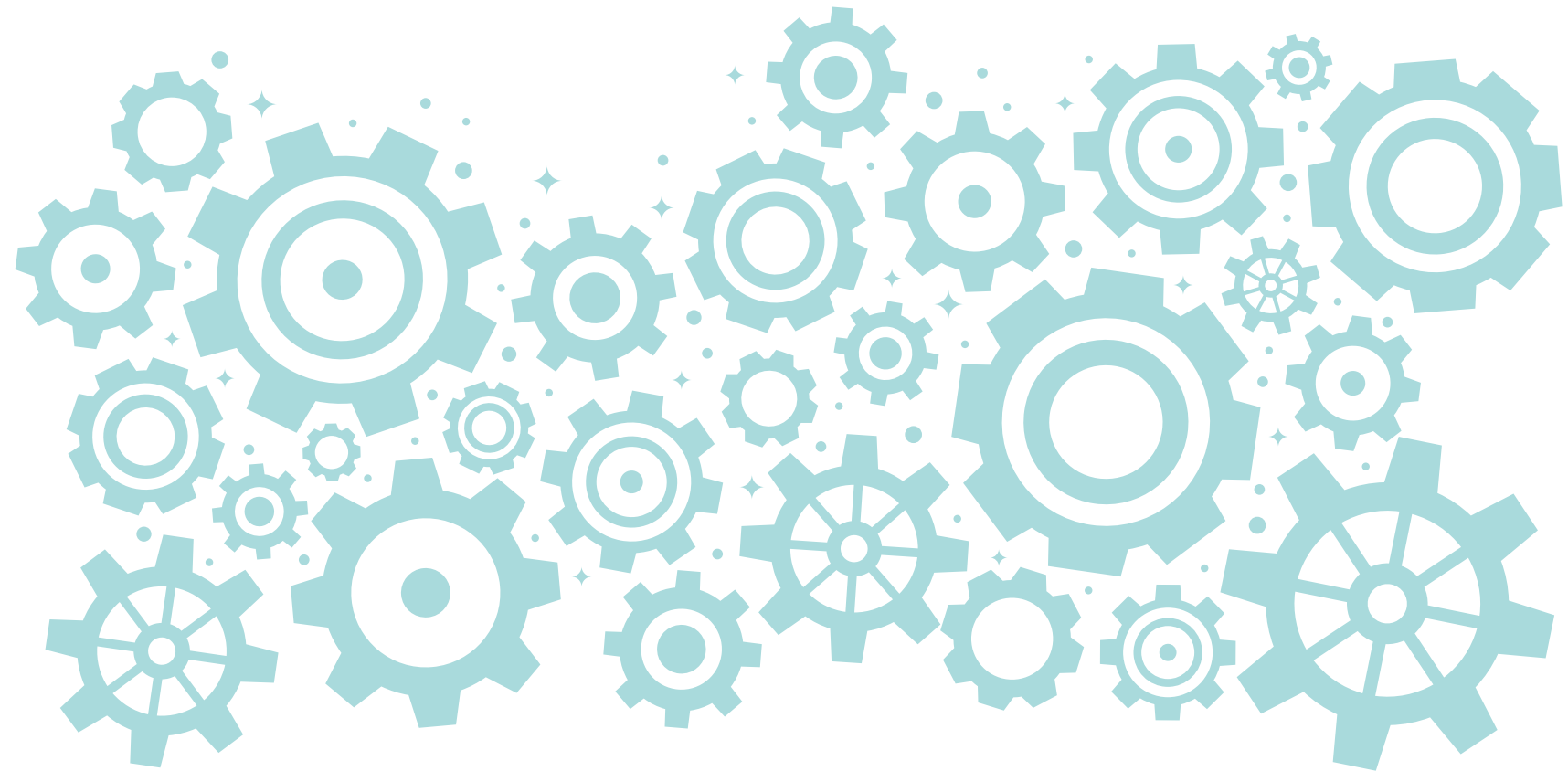


CDCB Integrated System Producer Campaign

Creative Guidelines—March 2025





HEADLINE

Clarendon Text Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUBHEAD

Fira Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY

Fira Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



CMYK 4/93/73/0
RGB 230/57/70
#e63946

CMYK 4/0/7/0
RGB 242/250/238
#f2faee

CMYK 32/1/13/0
RGB 169/218/220
#a9dadc

CMYK 77/44/24/2
RGB 69/123/157
#457b9d

CMYK 96/82/39/32
RGB 29/53/88
#1d3558

