

Identity Standards Overview



CEA is a leader in the electronics industry.

CEA is the sponsor, producer and manager of International CES®.

CEA is a vital sector of the Electronic Industries Alliance.

You are a critical sector tasked with upholding, increasing and broadening the CEA brand.

The CEA identity is an important way to build the brand through our products, services and communications. The effectiveness depends on its consistent application wherever and whenever it is applied.

Please embrace and implement these guidelines. Together with the CEA Identity Standards Manual, these are your reference tools for printed materials. The balance between creativity and consistency is important. Your Marketing Department is your resource. Please ask any question and be our branding partner.

Introduction

A symbol and logotype are visible and important parts of the graphic standards used by an organization to identify itself. An effective logo is one that says something about an organization's style, purpose and values.

The CEA logo represents energy, information, and technology.

Identity Standards Components

The success of the CEA identity program is consistent usage of three graphical guidelines. These components are:

- the logo
- consistent typefaces
- consistent color palette

Basic Elements

The CEA identity consists of three parts:

- the energy burst
- the logotype
- CEA name

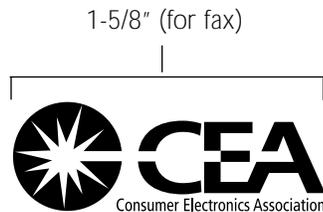
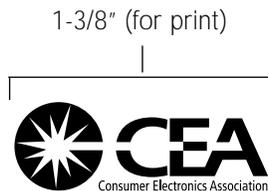
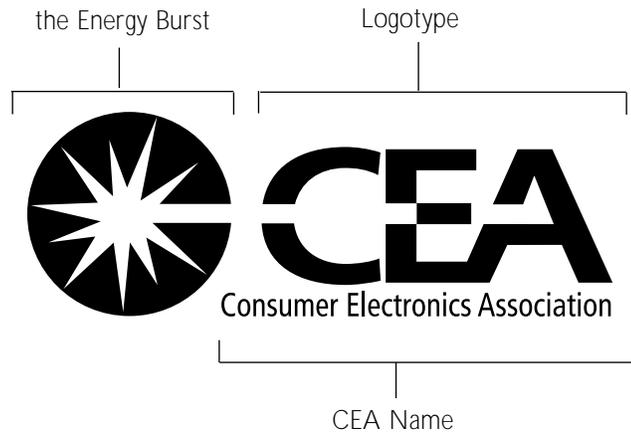
Always use all three of these elements together.

Do not manipulate the CEA logo in any way. The logo's proportions have been carefully designed. Condensing, expanding, or skewing it would damage its balance and degrade the logo, rather than enhance CEA's identity.

Do not try to duplicate any of the individual identity elements manually. Use the electronic version of the logo provided on disk.

To ensure readability, the smallest permitted size for print applications is 1-3/8" wide. If your project will mainly be received by fax, do not use the logo any smaller than 1-5/8" width.

Only use the logo without the CEA Name when you must use it at sizes smaller than 1-3/8" wide.



Color usage

The CEA identity colors have been selected to present CEA as a leader in the technology industry—conveying a professional, high-tech image.

In applications that do not include identity colors, print the entire logo in black or reverse it out of a solid color.

If metallic colors are not available, use the Pantone Matching System (PMS) equivalent colors suited for the paper stock being used, or the process color equivalent. For internet application, use the RGB equivalent.

Always produce the logo in its approved identity colors, all black, or reversed out of a solid background color to all white. The logo is never to appear in any other color or with any portion of the logo screened back to any ink percentage less than 100%.



Approved Identity Colors

	TEAL	GRAY
Preferred color - Metallic inks	PMS 8763	PMS 8423
Non-metallic inks for coated paper stock	PMS 3025 C	PMS Cool Gray 11 C
Non-metallic inks for uncoated paper stock	PMS 308 U	PMS Cool Gray 11 U
Process color (4-color) application	C: 100 M: 0 Y: 0 K: 51	C: 0 M: 0 Y: 0 K: 79
RGB (Internet use only)	R: 1 G: 78 B: 97	R: 54 G: 54 B: 54

Supporting Color Palette

The colors provided below complement the CEA identity colors. These accent colors are to be used separately or in conjunction with the CEA colors.

Celery	Bronze	Brick	Purple	Dark Blue	Light Gray
Metallic: PMS 8363	Metallic: PMS 8580	Metallic: PMS 8840	Metallic: PMS 8822	Metallic: n/a	Metallic: n/a
Coated stock: PMS 3975 C	Coated stock: PMS 146 C	Coated stock: PMS 1955 C	Coated stock: PMS 229 C	Coated stock: PMS 281 C	Coated stock: PMS 428 C
Uncoated stock: PMS 3975 U	Uncoated stock: PMS 139 U	Uncoated stock: PMS 1945 U	Uncoated stock: PMS 222 U	Uncoated stock: PMS 282 U	Uncoated stock: PMS 427 U
Process (CMYK) C: 0 M: 0 Y: 100 K: 23	Process (CMYK) C: 0 M: 38 Y: 100 K: 34	Process (CMYK) C: 0 M: 87 Y: 43 K: 30	Process (CMYK) C: 0 M: 87 Y: 15 K: 65	Process (CMYK) C: 100 M: 72 Y: 0 K: 38	Process (CMYK) C: 0 M: 0 Y: 0 K: 23
RGB (Web use only) R: 196 G: 196 B: 0	RGB (Web use only) R: 168 G: 104 B: 0	RGB (Web use only) R: 173 G: 25 B: 57	RGB (Web use only) R: 85 G: 13 B: 43	RGB (Web use only) R: 9 G: 28 B: 90	RGB (Web use only) R: 196 G: 196 B: 196

Minimum surrounding space

Always maintain a minimum amount of open space around the CEA logo.

Use the height and width of the "A" in CEA as a guide to define the amount of surrounding open space.

No other elements may be printed in this area



Background Graphics

The only exception to the prohibition of using the elements of the CEA logo separately is when the energy burst is used as a subtle background image. When using as background art, the burst must be at least 500% larger than the CEA logo appearing on the same document.

The CEA logo as well as the energy burst may never be used in a “wallpaper” effect.

Contrast

When using the energy burst as a graphic background element on a white background, the burst should be printed at no more than a 10% ink screen. If the burst is appearing on a solid color background, the burst should print at 80% of the same background color.



10% color on White Background



80% color on 100% Background Color

Correspondence guidelines for letterhead

These guidelines will help make our letters important tools in broadening CEA's brand.

Typestyle

12 point Times New Roman

Line spacing

Single line spacing

Typesetting

Text should be flush left; with a return space between paragraphs

Begin 2" down from top of the page

1.125" left and right margins

Leave at least 1" margin at bottom of page

The diagram shows a letterhead layout with the following elements and dimensions:

- Logo:** CEA Consumer Electronics Association logo at the top left.
- Address:** 2500 Wilson Boulevard, Arlington, VA 22201-3834 USA, Tel 703 907 7610, Fax 703 907 7601, www.CE.org
- Vertical Margin:** 2" from the top of the page to the start of the letter text.
- Horizontal Margins:** 1.125" on both the left and right sides.
- Text Content:**
 - February 1, 1999
 - Name of addressee
 - Title
 - Company name
 - Mailing address
 - City, State 12345
 - Salutation:
 - Letters are CEMA's most common form of communication and give us an excellent opportunity to build the brand. One way to achieve a sharp, professional appearance in our letters is to follow the style pointers on this page.
 - This is an example of a typical letter using 12 point Times New Roman, single spaced.
 - With our new letterhead, start the first line of the letter 2" from the top of the page. The preferred left margin is 1.125", the right margin is 1.25" and the bottom margin is 1". All correspondence is left justified.
 - Sincerely,
 - Writer's name
 - Title
- Bottom Margin:** 1" from the bottom of the page to the end of the letter text.
- Logo:** EIA Electronic Industries Alliance logo at the bottom right.

Correspondence Guidelines for #10 Envelope

12 point Times New Roman, single line spacing

Flush left

Begin 2" down from top of the envelope and 4" from left margin

The diagram shows a #10 envelope layout with the following elements and dimensions:

- Logo:** CEA Consumer Electronics Association logo at the top left.
- Address:** 2500 Wilson Boulevard, Arlington, VA 22201-3834 USA, www.CE.org
- Vertical Margin:** 2" from the top of the envelope to the start of the letter text.
- Horizontal Margins:** 4" from the left margin to the start of the letter text.
- Text Content:**
 - Name of addressee
 - Company name
 - Mailing address
 - City, State 12345

Correspondence guidelines for memorandum

These guidelines will help make our memos important tools in broadening CEA's brand.

Typestyle

12 point Times New Roman

12 point Times New Roman Bold for the intro section ("To", "From", "Date", and "Subject")

10 pt Times New Roman Bold for the author's block at the bottom of memo

Line spacing

Single line spacing

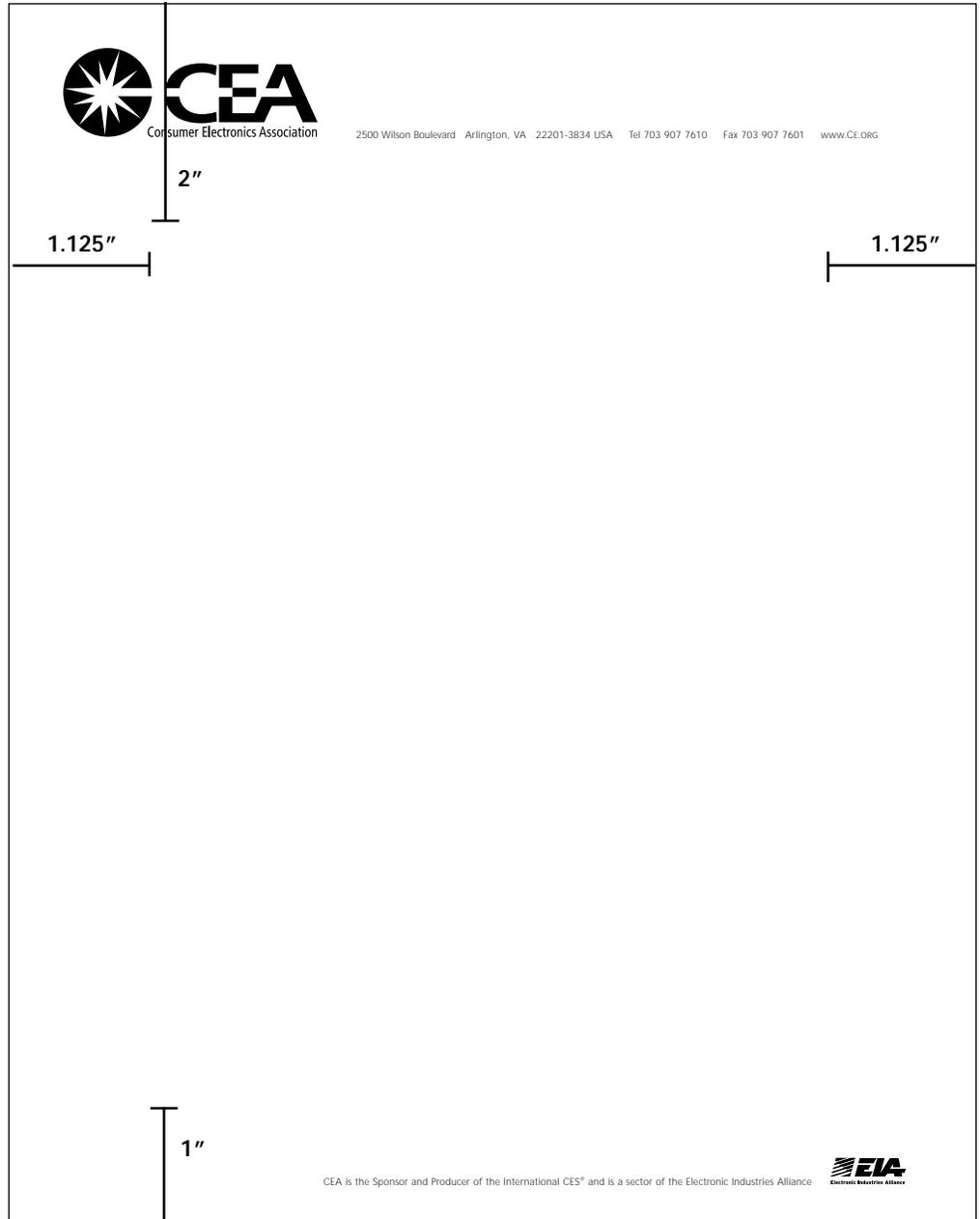
Typesetting

Text should be flush left with a return space between paragraphs

Begin 2" down from top of the page

1.125" left and right margins

Leave at least 1" margin at bottom of page. The author's block should line up with bottom margin



Sector treatment

CEA is a member of the Electronic Industries Alliance (EIA). We can reference this relationship using one of four presentation styles.

1. Use the CEA logo alongside the EIA logo. The letter height of the CEA logo should be the same as the EIA logo, lining up on the same baseline.
2. Use the CEA logo at the top of the document and reference EIA at the bottom right corner at 30% of the size of the CEA logo.
3. Use "A Sector of Electronic Industries Alliance" in the body or text of your letter or printed piece.
4. Use the CEA logo with "a sector of EIA". This artwork will be provided on disk or hard drive.

Note: The EIA reference should be in the majority of our activities, but it does not need to be present in all cases.

