

Consumer  
Technology  
Association<sup>®</sup>

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**LOGO GUIDE**

## CTA Logo

Our logo is a representation of our association. It is designed to clearly and proudly reflect our brand promise — advocates for innovation and the technologies that improve our world. It is intended as a graphic statement about who we are and what we stand for.

The logo is a custom and proprietary design. Though it is based on typographic elements from an existing font named Karbon, each letter in the logo has been redrawn to ensure a consistency of character and visual rhythm at a variety of scales and in diverse applications. Do not attempt to reset or copy the logo in any way.

The primary version is vertically stacked with two shades of blue: Brand Blue for Consumer Technology and Medium Blue for Association. This subtle color distinction brings an energetic lightness to the presentation of our brand. It is also how we create a visual link to the color palette used in the CES logo. The stacked configuration is designed to graphically complement the CES event logo and also to work in a myriad of partnership-branding scenarios.

The primary version of the logo should be used whenever possible. For those instances and applications where vertical space is limited, we have created a horizontal version of our logo. On the following page, we present alternate versions permitted for use in specific situations.

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### PRIMARY LOGO

Consumer  
Technology  
Association®

### SECONDARY LOGO

Consumer Technology  
Association®

# CTA Alternate Versions

There are two alternate versions of our logo: a reversed or white version and a grayscale version. Choose the appropriate alternate logo by using the version that provides the most legibility and visual impact in its given application. The white logo version works best when set against our Brand Blue. This is the recommended use, as it ties the brand back to our signature color system. The white version may also be used with any background colors that are dark enough to provide

sufficient contrast. The white version often works well when an image background is used, as long as that area of the image is free of competing clutter.

The grayscale version, a combination of black and 60 percent black, has been created to suit any application that is limited to black and white.

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## ALTERNATE VERSIONS

### Primary Reversed Logo



### Secondary Reversed Logo



### Primary Grayscale Logo



### Secondary Grayscale Logo



# CTA Clear Space and Minimum Size

Based on twice (2x) the cap height of the initial letter “C” in our logo, the clear space maintains adequate staging and visibility of our primary vertical and secondary horizontal logo. Whenever possible, this area must remain clear of other elements and page borders. Imagery and copy should not intrude beyond

this border. In some instances such as third-party advertising or event promotional scenarios where we do not have explicit control over the presentation of content, the required clear space, equal to (1x) the height of the letter C, is permissible, but these instances must be kept to a minimum.

## CLEAR SPACE



## MINIMUM HEIGHT



Print minimum height: .3125"  
Web minimum height: 22 px



Print minimum height: .1875"  
Web minimum height: 14 px

# Color Palette Overview

Our color palette is a reflection of balance: crisp cool blues accented by greens, orange and reds. Anchored by our Brand Blue, our palette creates complementary vibration as cool meets bright, and the analytical balances the emotional. Our Brand Blue is our primary color as it is used for our primary background whenever white is not available. The neighboring greens add a sense of depth and calm whereas the oranges

into red create stark contrast and focused vibrancy. Taken as a collective whole, our palette creates a sense of tension—an engaging relationship between energy and warmth, friendly and exciting, modern and familiar. Colors may be tinted as necessary to aid in information design and digital applications. When used properly, color can be a powerful expression of our brand's promise.

## PRIMARY COLOR PALETTE

<b>Brand Blue</b>	<b>Light Blue</b>	<b>Medium Blue</b>	<b>Dark Blue</b>	<b>Navy</b>
<b>CMYK</b> 75 / 20 / 0 / 0	<b>CMYK</b> 38 / 0 / 0 / 0	<b>CMYK</b> 60 / 0 / 0 / 0	<b>CMYK</b> 90 / 30 / 0 / 10	<b>CMYK</b> 100 / 52 / 0 / 60
<b>Pantone</b> 299 C	<b>Pantone</b> 2975 C	<b>Pantone</b> 2985 C	<b>Pantone</b> 7461 C	<b>Pantone</b> 2955 C
<b>HEX</b> #00A0DB	<b>HEX</b> #94D9F8	<b>HEX</b> #44C8F5	<b>HEX</b> #0081BE	<b>HEX</b> #003462

## ACCENT COLORS

<b>Dark Red</b>	<b>Red</b>	<b>Orange</b>	<b>Bright Green</b>	<b>Green</b>
<b>CMYK</b> 25 / 100 / 90 / 0	<b>CMYK</b> 0 / 95 / 90 / 0	<b>CMYK</b> 0 / 55 / 90 / 0	<b>CMYK</b> 17 / 1 / 100 / 0	<b>CMYK</b> 67 / 0 / 50 / 0
<b>Pantone</b> 186 C	<b>Pantone</b> Warm Red C	<b>Pantone</b> 715 C	<b>Pantone</b> 396 C	<b>Pantone</b> 339 C
<b>HEX</b> #C02736	<b>HEX</b> #EE312F	<b>HEX</b> #F68B33	<b>HEX</b> #E1E000	<b>HEX</b> #48BD9C

# CTA<sup>®</sup> Trademarks

The Consumer Technology Association<sup>®</sup> is the owner of its associated name, trademarks and logos (collectively, the CTA Marks). The CTA Marks are valuable assets used to distinguish CTA and its services. In order to protect CTA's brand identity, any use of the CTA Marks must be conducted in accordance with the guidelines provided.

**Trademark Symbols:** You must use the <sup>®</sup> symbol with the first written appearance of the CTA marks on advertisements, promotional materials, or webpages. Include acknowledgment of CTA's ownership of the CTA marks in the credit notice section of your document or advertisement. Example – "CTA<sup>®</sup>, Consumer Technology Association CTA<sup>®</sup>, Consumer Technology Association<sup>®</sup>, and its logo are registered trademarks of the Consumer Technology Association."

**Permissible Use:** CTA grants its members non-transferable, limited, non-exclusive, royalty-free, revocable permission to use the CTA logo solely in connection with their affiliation to CTA. No other entity is licensed to use the CTA logo without prior written permission from CTA. The CTA or Consumer Technology Association name may be used in coverage via a recognized press outlet or in remarks in connection with CTA's industry activities.

**Relationship of Products or Services:** On advertising and other collateral, you may not imply that your product, service or event is produced or endorsed by CTA unless you engage in a specific contract with CTA that allows you to do so.

**Prohibited Use:**

- Do not modify or alter the CTA Marks.
- You may not use the CTA Marks in a way that confuses CTA with another brand or uses the term generically.
- CTA Marks should not be used to indicate a sponsorship, endorsement or association by CTA without written permission.
- You may not under any circumstances use CTA Marks or potentially confusing variations in your Internet domain name or social media accounts.
- Do not use CTA Marks unless you are a currently contracted with CTA for services or an event partnership.

**Quality Control:** If CTA determines that you are not using the CTA Marks in compliance with these guidelines, CTA may notify you and provide you an opportunity to fix any non-conformity. CTA reserves the right to disallow any event partners or clients from using the CTA Marks.

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