

Consumer
Technology
Association®



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.

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.

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

CES Logo

The CES logo has been designed to share the same bright colors as those used in the CTA logo. It also uses Karbon for the CES name. No other colors or typefaces should be used for the CES logo. Whenever possible, the CES logo should be placed on a white background to ensure the brightness of the colors and the energy of its design. It may not be placed on CTA Brand Blue as this will cause parts of the logo to disappear.

The preferred presentation of the CES logo is in a lockup with the CTA logo. The lockup version illustrates the equal and

integrated partnership between CTA and CES. The lockup is built in proportion to their shared height and should never be altered. The two logos are separated by a gray “pipe” in order to guarantee clarity and organizational understanding.

The lockup version should be used whenever possible, but for those instances where horizontal space is limited, please use the CES logo alone. On the following page, we present alternate versions permitted for use in these specific situations.

PREFERRED LOGO LOCKUP



PRIMARY LOGO



CES Alternate Versions

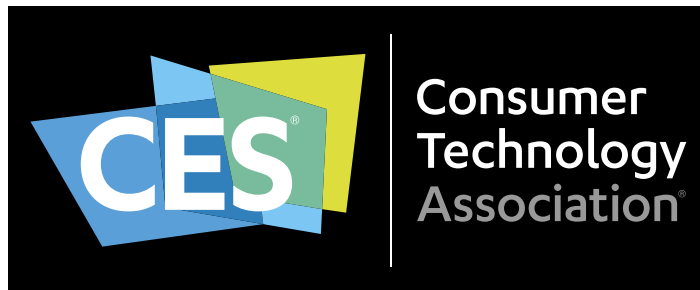
We have created these alternate versions to account for grayscale usage and a white version.

The grayscale logo may be used whenever printing limitations dictate. The background application of the CES logo follows the

same rules as the corporate logo: always seek to provide adequate contrast and legibility. This means that dark colors will be the best alternative to the preferred white background recommended for the primary lock-up. It may not be placed on CTA Brand Blue background as this will cause parts of the logo to disappear.

ALTERNATE VERSIONS

Preferred Lockup Reversed Logo



Preferred Lockup Grayscale Logo



Primary Grayscale Logo



CES logo clear space and minimum size

Similar to the CTA logo, the CES logo has a clear space area that is based on the cap height of its initial letter. However, only one "C" is needed. The clear space maintains adequate staging and visibility of our CES logo, offering a generous portion of white space, and 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 one half (.5x) the height of the letter C, is permissible. But these instances must be kept to a minimum.

The CES logo has a minimum size defined for scale and visibility based on the vertical height of the sails. Any use of the logo smaller than the prescribed pixel size may impair legibility and is not recommended.

CLEAR SPACE



MINIMUM HEIGHT



CTA | CES lock-up

For those instances where both the CTA and CES logos should be shown together, we have created the following relationship lock-ups. These logos illustrate the best version of graphic partnership between the two logos, and should never be altered. Built in proportion to their shared height, the two

logos are separated by a gray “pipe” to guarantee clarity and organizational understanding. To ensure flexibility for different promotions and presentations, we have created alternate versions of our CTA-CES logo lock-ups as well.

PREFERRED LOGO LOCK-UP



ALTERNATE VERSIONS

Reversed Logo Lock-up



Grayscale Logo Lock-up



CES | CTA lockup clear space and minimum size

Based on twice (2x) the cap height of the initial letter “C” in CTA Logo, the clear space maintains adequate staging and visibility of the CTA CES Lock-up. The preferred clear space offers a generous portion of white space around our 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.

The lockup has a minimum size defined for scale and visibility based on the vertical height of the logo. Any usage of either logo smaller than the prescribed pixel size may impair legibility and is not recommended. The one-color version is appropriate for applications where multiple colors are not available or transparency is not possible.

CLEAR SPACE



MINIMUM HEIGHT



Co-Branding

Cobranding is a strategic agreement between two or more partner brands to work together to achieve a desired goal. Cobranding encompasses a wide range of marketing activities including partnerships, promotions and sponsorships.

These co-branding guidelines illustrate the correct usage of the CTA and CES identities as they appear in partnership relationships when producing collateral materials. Be careful to follow any rules for using a partner's logo, just as you would for ours. The partner's brand standards are usually available on request.

The CTA or CES logo should always be on the left or on top, subordinate/partner logo is always on the right or on the bottom. Maintain the proper clear space around each logo.

Follow these rules when locking up the CTA and CES logos:

- The default is to use the full color logo on a white background whenever possible.
- The two logos should be of the same visual size.
- When the logos are locked up, separate them by the distance shown in the example below.
- Use the gray pipeline divider between the logos.

PREFERRED LOGO LOCK-UP



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

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

ACCENT COLORS

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

Logos and backgrounds

There are multiple versions of our logos, each having advantages and disadvantages. Choose the appropriate logo by focusing on the version that provides the most legibility and visual impact in its given application.

Sometimes, often due to production costs or size constraints,

logos must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a solid white logo on a dark background or a solid black logo on a light background. The logo must be clearly distinguishable from the background color. The one-color application should be used sparingly.

LIGHT BACKGROUND

Consumer
Technology
Association®

Consumer
Technology
Association®



Consumer
Technology
Association®



Consumer
Technology
Association®

DARK BACKGROUND

Consumer
Technology
Association®

Consumer
Technology
Association®



Consumer
Technology
Association®



Consumer
Technology
Association®

CES® Trademarks

The Consumer Technology Association (CTA)® is the owner of the CES name, trademarks and logos (collectively, the “CES Marks”). The CES Marks are valuable assets that CTA needs to protect. Current CES exhibitors and media covering the CES tradeshow may use the CES Marks under the terms outlined below. The CES logo and name can be used in communications about the show, however, users must properly use and credit the CES Marks in accordance with our guidelines.

Guidelines for Third-Party Usage of CES Trademarks

Terms of use: Thank you for being a CES exhibitor, press or exhibiting press. CTA grants you non-transferable, limited, non-exclusive, royalty-free, revocable permission to use the CES Marks solely in connection with the current CES show, at which you are exhibiting or covering via a recognized press outlet. You agree to use the CES Marks in accordance with the following guidelines.

Trademark Symbols: It is imperative that you use the “®” symbol with the first written appearance of the CES mark on advertisements, promotional materials and webpages. Include acknowledgment of CTA’s ownership of the CES Marks in the credit notice section of your document or advertisement with language such as, “CES® is a registered trademark of the Consumer Technology Association®.”

Proper Brand Use: Since CES has acquired recognition as a global event, CTA no longer uses “International” in the event name or logo. CTA prefers the use of “CES®” to refer to our event, formerly

branded as the Consumer Electronics Show. If you choose to reference the year when referring to CES it should come after, and not before, the event name. Example – “CES 2024.”

Permissible Use: You may generally use CES Marks to refer to your participation (official exhibitors or media coverage) in CES. For instance, a current exhibitor can promote in advertisements that they are participating officially in CES.

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 CES unless you engage in a specific contract with CTA that allows you to do so.

Prohibited Use:

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

Quality Control: If CTA determines that you are not using the CES 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 exhibitor from using the CES Marks.

CTA® Trademarks

The Consumer Technology Association® 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 ® 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®, Consumer Technology Association CTA®, Consumer Technology Association®, 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.

Consumer
Technology
Association®



1919 S. Eads Street, Arlington, VA 22202
703-907-7600 | CTA.tech