CTA™

Consumer Technology Association, producer of CES®

Logo Design Guide

2024

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Brand Components

Brand Icon
Our Primary Visual Identifier

At the heart of our system is the Brand Icon, which represents the intersection of **technology and humanity**.

Our Icon articulates the direct, often invisible relationship between technology (parallelogram) and humanity (disc), by highlighting the shared space between two intersecting forces, technology + humanity—creating a frame through which the world can be viewed.

This icon is our core visual identifier and shared across both CTA and CES brands.
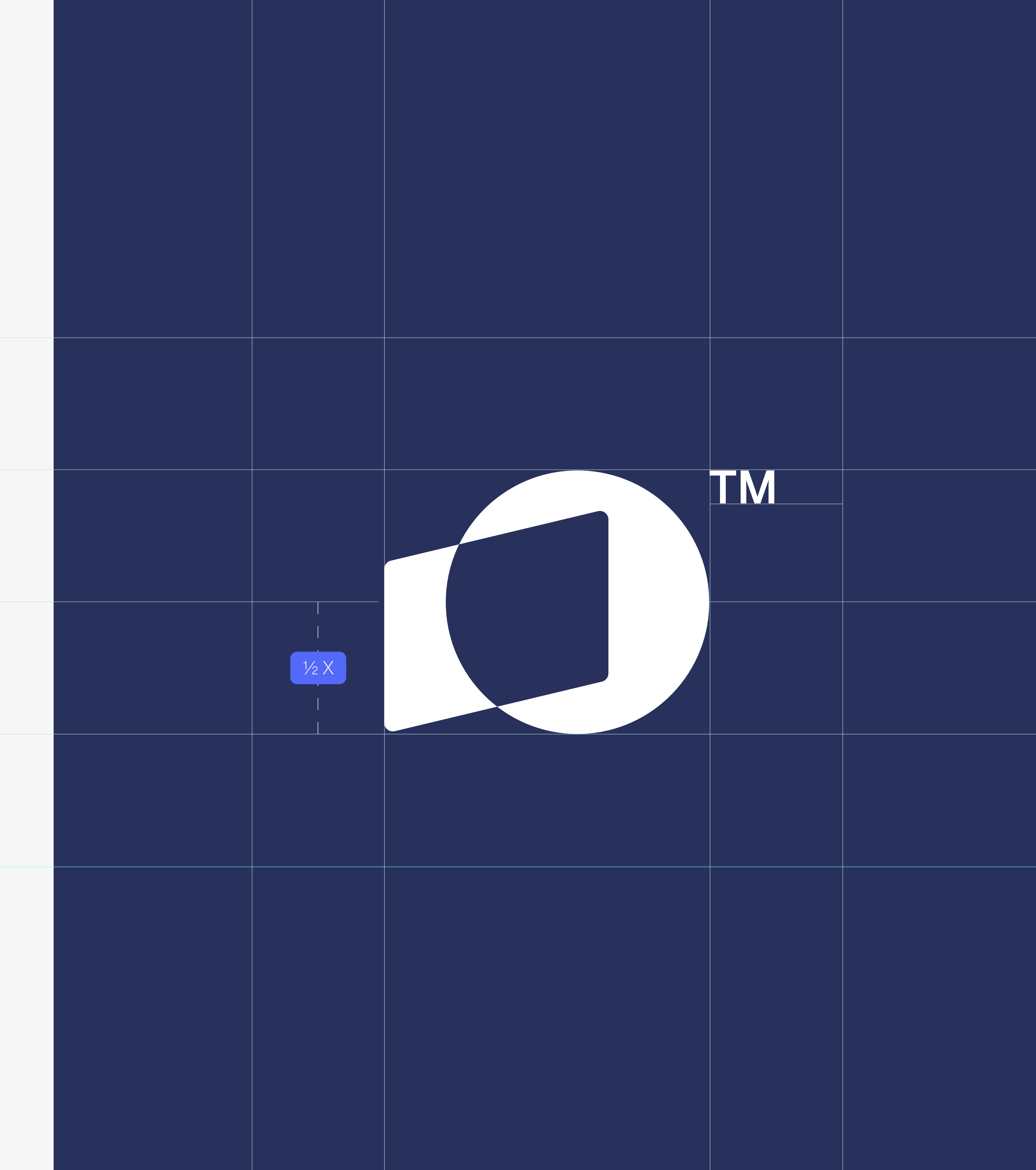
Brand Icon Use

When positioning the Icon in brand communications, it is crucial to maintain sufficient clear space around the mark to ensure visibility.

The minimum clear space requirement for all marks is equal to the ½ of the X height of the Icon-Mark.

Ensure you use the icon alongside our wordmarks to maintain consistency and enhance recognition of the symbol.

Note:
DO NOT use the icon without the CTA or CES word mark as represented on the following pages.

Full Color Gradient

½ X

TM

Logos

Consumer Technology Association, producer of CES®

Powered by The Consumer Technology Association®

CTA Logo

This logo serves as our name descriptor symbol.

The CTA Wordmark should always be used alongside the Brand Icon. Whenever possible, the CTA logo should be placed on a white background to ensure the vibrancy of the colors and the dynamic energy of its design. In instances where we aim to make an impact though alternative uses, color variations may be utilized.

The minimum clear space requirement for all marks is equal to the ½ of the X height of the Icon logo.

½ X

OCTA™

Consumer Technology Association, producer of CES®

Color Variations

Full Color

White

Black

Deep Blue

CES Logo

The CES® logo has been designed to incorporate the same Brand Icon as the CTA logo. Whenever possible, the CES logo should be placed on a white background to ensure the vibrancy of the colors and the dynamic energy of its design.

The minimum clear space requirement for all marks is equal to the X height of the Icon logo.

½ X

Color Variations

Full Color

White

Black

Deep Blue

Co-Branding and Attributions

When aligning logos in co-branding applications, maintain consistency across all platforms.

The relationship between logos can be created using either a vertical line glyph or by adding a verbal attribution that mentions the partnership.

Ensure you use the correct attribution for each logo application.

Co-branding configuration example

CTA™ | LOGO

CES™ | LOGO

Verbal attribution examples

Powered by **CTA**™

In partnership with **CES**™

Color Palette

Blue embodies the **rich history** of our brand—
now evolved to be distinguished within our industry.

Our color palette consists of a primary Masterbrand color
palette, which invigorates the brand with dynamism, and
an extended color palette, which brings depth and allows
for adaptability across various mediums.

Brand Color Palette

Our primary color palette consists of a wide range of blue hues that traverse the light spectrum, ranging from intense vibrant colors to deep and dark tonalities, all infused with light green lime contrasts.

Our primary color palette can be adapted to include darker or lighter shades, expanding the usability and depth of compositions.

Always ensure compliance with accessibility standards when using each shade.
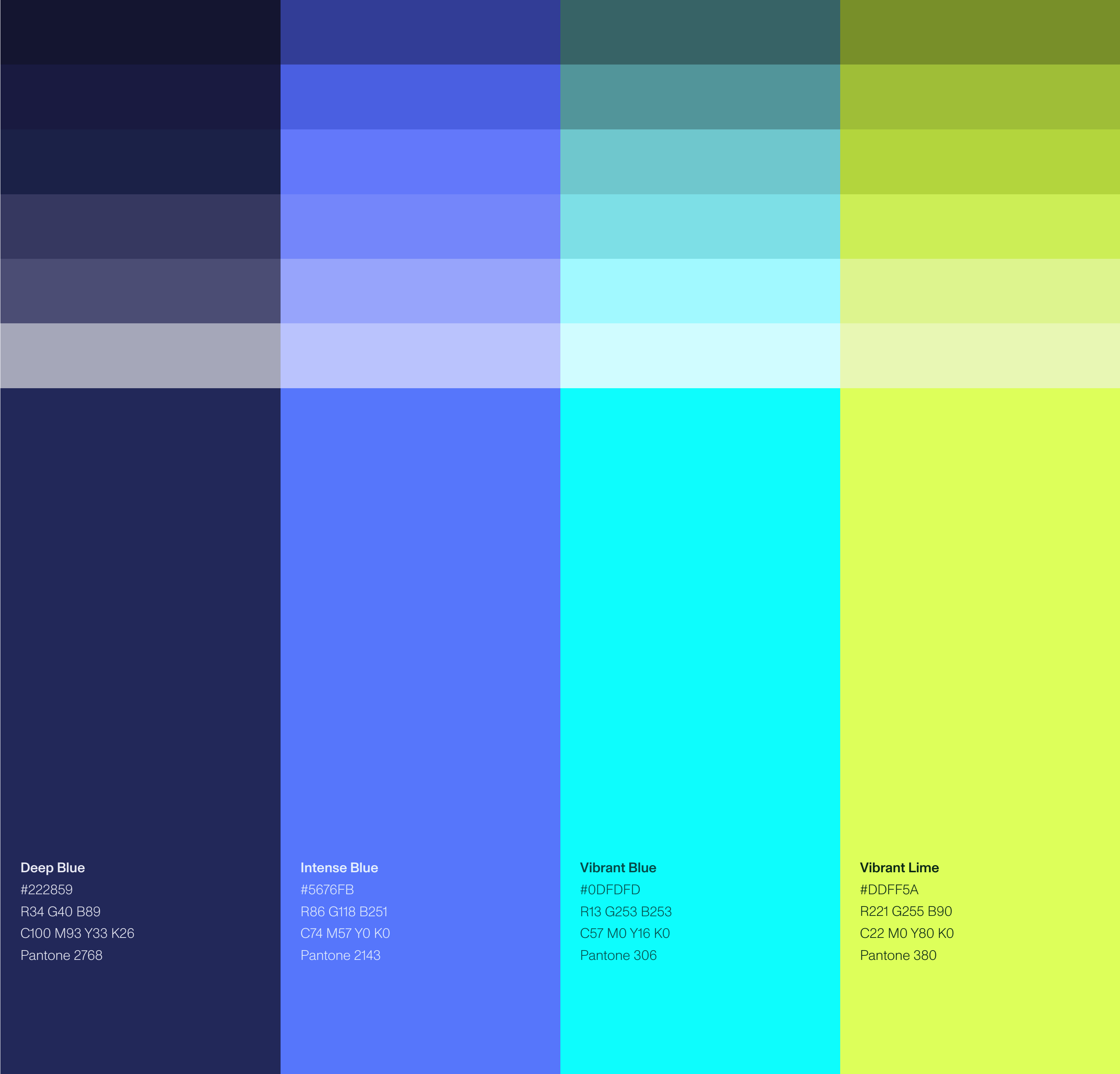
Deep Blue
#222859
R34 G40 B89
C100 M93 Y33 K26
Pantone 2768

Intense Blue
#5676FB
R86 G118 B251
C74 M57 Y0 K0
Pantone 2143

Vibrant Blue
#0DFDFD
R13 G253 B253
C57 M0 Y16 K0
Pantone 306

Vibrant Lime
#DDFF5A
R221 G255 B90
C22 M0 Y80 K0
Pantone 380

Brand Gradient

Our brand gradient is the element that brings our design system to life. Leverage it to infuse dynamism into compositions and unify all our brands under our color umbrella.

Deep Blue

Intense Blue

Vibrant Blue

Vibrant Lime

CTA Logo Design Guide   eserved.

For More Information

Should you have any questions on how to use this guide, please contact the CTA Marketing team.

Contacts

Michael Brown
mbrown@CTA.tech

Sean Perkins
sperkins@CTA.tech

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