# **CEA - CALIFORNIA ENERGY ALLIANCE**

Brand Style Guidelines

# PRIMARY MARK



The primary mark should be used for 4-color process printing.

# SECONDARY MARKS

STACKED VERSION



HORIZONTAL VERSION



The secondary marks may be used when space is better suited to a vertical or horizontal format.

SEAL ONLY



The seal may be used as a standalone mark in instances where CEA is mentioned elsewhere by name, such as the website.

#### LINEART - FOUR COLOR



The lineart versions are to be used when full-color printing is not available. The mark may only be printed in the specified spot colors.

PMS 107 C PMS 7481 C PMS 285 C PMS Cool Gray 6 C

#### LINEART - ONE COLOR



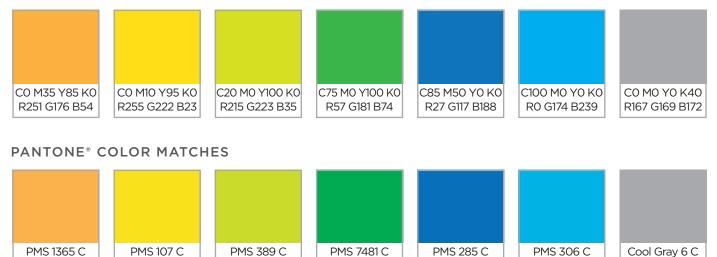




NEVER alter, distort, change the colors or separate the elements of the mark.

# COLOR PALETTE

#### CMYK & RGB COLOR FORMULAS



Use the CMYK values when 4-color process printing is available. The PMS color equivalents should only be used when spot-color printing is necessary.

#### OUR NAME

Copy for publications, brochures and websites should always refer to the group as "CEA" or "The Alliance".

## WEBSITE

When listing the url for CEA, always use lower case letters. www.caenergyalliance.org

#### TYPOGRAPHY

PRIMARY FONTS

Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#\$%^&\*()

# **Gotham Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#\$%^&\*()

# Gotham Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#\$%^&\*()

#### ALTERNATE FONTS

Verdana Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#\$%^&\*()

Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#\$%^&\*() The primary font family is Gotham. It is available in multiple weights and should be used on all communications materials. Consider varying the tracking for applications such as headlines.

Verdana or Arial may be substituted for Gotham when it is unavailable.