

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

						
CO M35 Y85 K0 R251 G176 B54	CO M10 Y95 K0 R255 G222 B23	C20 M0 Y100 K0 R215 G223 B35	C75 M0 Y100 K0 R57 G181 B74	C85 M50 Y0 K0 R27 G117 B188	C100 M0 Y0 K0 R0 G174 B239	CO M0 Y0 K40 R167 G169 B172

PANTONE® COLOR MATCHES

						
PMS 1365 C	PMS 107 C	PMS 389 C	PMS 7481 C	PMS 285 C	PMS 306 C	Cool Gray 6 C

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!@#\$%^&*()

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.

ALTERNATE FONTS

Verdana Regular

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

Arial Regular

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

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