

Innovations Design and Engineering

Logo Treatment

Honorees are encouraged to display their Innovations logo in their advertisements, consumer product literature and other forms of promotion and public relations relating to the honored product. Always produce the logo in its entirety and approved identity colors, all black, or reversed out of a solid background color to all white. The logo is never to appear in any other format,

color or with any portion of the logo screened back to any ink percentages less than 100%.

Basic Elements

The Innovations identity consists of three parts:

- Sphere
- Program identification
- Event year

Always use all of these elements together.

An electronic version of the logo only suitable for reproduction is available to honorees upon request at Innovations@ce.org

Innovations Honoree Logo



Best of Innovations Logo



Color usage

Innovations logos can only be reproduced in 4-color process or black and white only.

Any Innovations logo placed on advertising or promotional materials must be used as a whole and readable; please do not alter logo. When using materials that have a solid, dark-colored background that will make the logo appear to blend into the art, please add a 1 pt. white or black rule (line) around the logo.

Logo usage

When citing the award in advertising, on the product's packaging and website, promotional material, or publicity concerning your company or business, the following language is required: "The Innovations Design and Engineering Award is based upon descriptive materials submitted to the judges. CEA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given."

As an Innovations honoree, you understand your product, service or technology has not been endorsed by CEA.

You are required not to cite the award or use the logo in any way that states or implies that: (a) your product was actually tested or its scientific principles were validated as part of the competition; (b) the logo or award is confirmation of the safety and efficacy of the device or of any claims made concerning the product or service or technology; or (c) any other product (family or series), service or technology other than the product specifically selected for this award is a recipient of this award status.

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INNOVATIONS

