BASIC IDENTITY ELEMENTS

3.9 Event Logo
Primary version

Our CES event logo has been designed to share the same bright colors as those used in our corporate logotype. It also uses Karbon for the CES Name. No other colors or typefaces should be used for the CES event logo. The logo is presented here in its preferred application: full color on a white background.

Whenever possible, the CES logo should be placed on a white background as this will 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.

Primary logo

CMYK version shown
For color specifications refer to 3.20

3.10 Event Logo
Alternate version and background application

Due to the relationship of the letters to the holding shape background, as well as the integration of the sails within the CES logo, we have only created one alternate version. A 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 mostly dark colors will be the best alternative to the preferred white background as suggested above.

Alternate logo

For color specifications refer to 3.20

Grayscale logo
Black background

Grayscale logo
Light colored background

Full-color logo
Black color background

Full-color logo
Image background

Full-color logo
Image background

BASIC IDENTITY ELEMENTS

3.11 Event Logo
Clear space and minimum size

Similar to the corporate logotype, the CES event 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 event 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.

Primary logo

Clear space and minimum size specifications

Minimum Height

BASIC IDENTITY ELEMENTS

3.12 Corporate and Event Logos
Primary relationship lock-up

For those instances and touchpoints where both the corporate and event brand logos must be shown together, presenting an equal and integrated relationship between the association and the event, 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 seprated by a gray "pipe" in order to guarantee clarity and organziational understanding.

Primary corporate and event relationship lock-up

CMYK version shown
For color specifications refer to 3.20

Primary event and corporate relationship lock-up

CMYK version shown
For color specifications refer to 3.20

3.13 Corporate and Event Logos
Primary relationship lock-up
Alternate versions

Following similar color and version standards as our primary corporate and event logos, these combined relationship logos have also been designed to account for grayscale usage as well as a white version for reversed-out application.

Primary corporate and event relationship lock-up

Alternate versions
For color specifications refer to 3.20

4-Color + Black primary relationship logo
Light colored background

Grayscale primary relationship logo
Light colored background

4-Color + Reverse primary relationship logo
Black background

Primary event and corporate relationship lock-up

Alternate versions
For color specifications refer to 3.20

4-Color + Black primary relationship logo
Light colored background

Grayscale primary relationship logo
Light colored background

4-Color + Reverse primary relationship logo
Black background