

## Display Options & Brand Marks



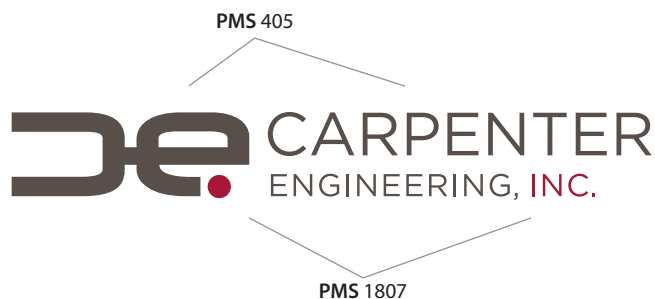
**Full Logo:** Can be used as a single color in Black or reversed to White



**Logomark:** Can be used as a single color, solid or tint from the Brand Color Palette or Black

Logomark can be reversed to White on a background that provides sufficient contrast for clear legibility

## Primary Logo & Typography



Gotham Light  
*Gotham Light Italic*  
Gotham Book  
*Gotham Book Italic*

Gotham Medium  
*Gotham Medium Italic*  
Gotham Bold  
*Gotham Bold Italic*

## Brand Color Palette

Molten Rock | PMS 405 CMYK 23/29/32/67 RGB 95/87/79 HTML 5F574F

MERLOT | PMS 1807 CMYK 7/94/65/31 RGB 158/48/57 HTML 9E3039

Eggshell | PMS 7534 CMYK 4/4/13/8 RGB 215/211/199 HTML D7D3C7

## Logo Size & Clearance



Minimum size: 1.75" wide



Minimum clearance: .25" encircling logo

## File Types & End-use

An **eps** file is a vector image. The logo can be as large or as small without compromising quality because it is made up of precise lines and curves that are infinitely editable and scalable. The incredibly small file size makes it efficient for storage as well as electronic transmission. Print vendors typically require an eps format to reproduce color accurately and without the size limitations inherent of raster based images.

A **tif** file is a raster image. A tif can be used for "basic printing" and transferring digital images among various applications. It is not recommended for traditional printing. This file type has a fixed resolution and cannot be enlarged beyond its original size without image degradation. In addition, tif files are larger in size than vector graphics because they are made up of pixels on a grid, with each pixel consisting of a solid color. When viewed from a distance, these pixels give the illusion of being a solid shape. Logo tif files are 300dpi.

A **jpg** file is also a raster image perfect for use on the Internet. Since it is much lower in resolution than a tif file, it cannot be enlarged without losing significant detail and is not recommended for printing. This file type is setup in RGB values to support color viewing consistency across monitors and web pages. Logo jpg files are 72dpi.

## Logo Files

### EPS FILES

#### Full Logo

CEI Logo_4CP.eps	4 Color Process (CMYK)
CEI Logo_Spot.eps	2 Color Spot (PMS 405 & 1807)
CEI Logo_BLK.eps	100% Black
CEI Logo_WHT.eps	Reversed to White

#### Logomark

CEI Logomark_4CP.eps	4 Color Process (CMYK)
CEI Logomark_Spot.eps	2 Color Spot (PMS 405 & 1807)
CEI Logomark_BLK.eps	100% Black
CEI Logomark_WHT.eps	Reversed to White

### TIF FILES

#### Full Logo

CEI Logo.tif	Full Color (CMYK)
CEI Logo_BLK.tif	100% Black

#### Logomark

CEI Logomark.tif	Full Color (CMYK)
CEI Logomark_BLK.tif	100% Black

### JPG FILES

#### Full Logo

CEI Logo.jpg	Full Color (RGB)
CEI Logo_BLK.jpg	100% Black

#### Logomark

CEI Logomark.jpg	Full Color (RGB)
CEI Logomark_BLK.jpg	100% Black

*The above files produced on MAC in part or all of the following software programs: QuarkXPress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat Professional, Microsoft Office*  
*Colors produced using PANTONE® Color Bridge®*