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

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

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

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

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!@#$%^&*() 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.

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

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

ALTERNATE FONTS

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#$%^&*() Verdana or Arial may be substituted for Gotham when it is unavailable.

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