CAES Branding Guidelines

Logo Options

The logo is available in two configurations: Centered and Left aligned. The formal color for the logo is Blue (R: 0, G:90, B: 150). The logo may also be used in black or white. The logo may not be resized or modified in any way.

CAES Branding Colors

Primary color is blue (R: 0, G:90, B: 150). CAES has one secondary color of green.

CAES Fonts and Typography

The primary typefaces used for CAES are Futura and Times font family.

Futura Bold Condensed ..................Headline
Futura Medium Condensed ..............Headline
Futura Light Condensed ................Sub Headline
Times...........................................Body Copy
CAES Branding Examples

Printed & Electronic Materials

Overview Brochure & Factsheets

PowerPoint Presentation Slide Deck

CAES Display & Materials

CAES Promotional Items