

Logo and usage

The consistent use of our logo helps ensure the strength and recognizability of the CEB brand. The logo must appear on all communication products: publications, web pages, presentations, business cards, emails, exhibit stands and all other advocacy materials.

The logo is made up of three elements: the symbol, the acronym and the name, in definite order and definite proportions.

The arrangement order of the logo elements, as well as proportions, may never be altered.

The only time the name can be left off is if printed on a restricted space like the spine of a publication or on a product (for example, a pen).



Logo

Languages

The bilingual format is the only official and acceptable presentation of the CEB logo.

The English and the French formats are no longer acceptable alternatives and should not be used.

CORRECT

Bilingual logo



INCORRECT

English logo



French logo



Logo variations

Colour variations

The permitted colours of the CEB logo are blue, white and black. It can never be represented in any other colour.

Whenever possible, the logo should appear in the CEB blue. Use only 100% of the officially designated shades and always insist upon accurate colour matching as poorly matched colours will weaken the effectiveness of the logo.

If the logo is placed against a dark background, the white logo should be used.

For black and white printing, the black logo should be used.

COLOUR

CEB blue logo



Reverse (white) logo



BLACK AND WHITE PRINTING

CEB black logo



Reverse (white) logo



Clear zone requirement

To maintain the logo's visual integrity, the area around the entire logo should be clear of elements such as type, photographs and other symbols.

A clear zone of "E" (E=logo height) must be left clear around the logo. No other graphic elements may appear in this space.

The clear zone is always relative to the size of the logo.

THE CLEAR ZONE



THE CLEAR ZONE IS RELATIVE TO THE SIZE OF THE LOGO



Size requirements

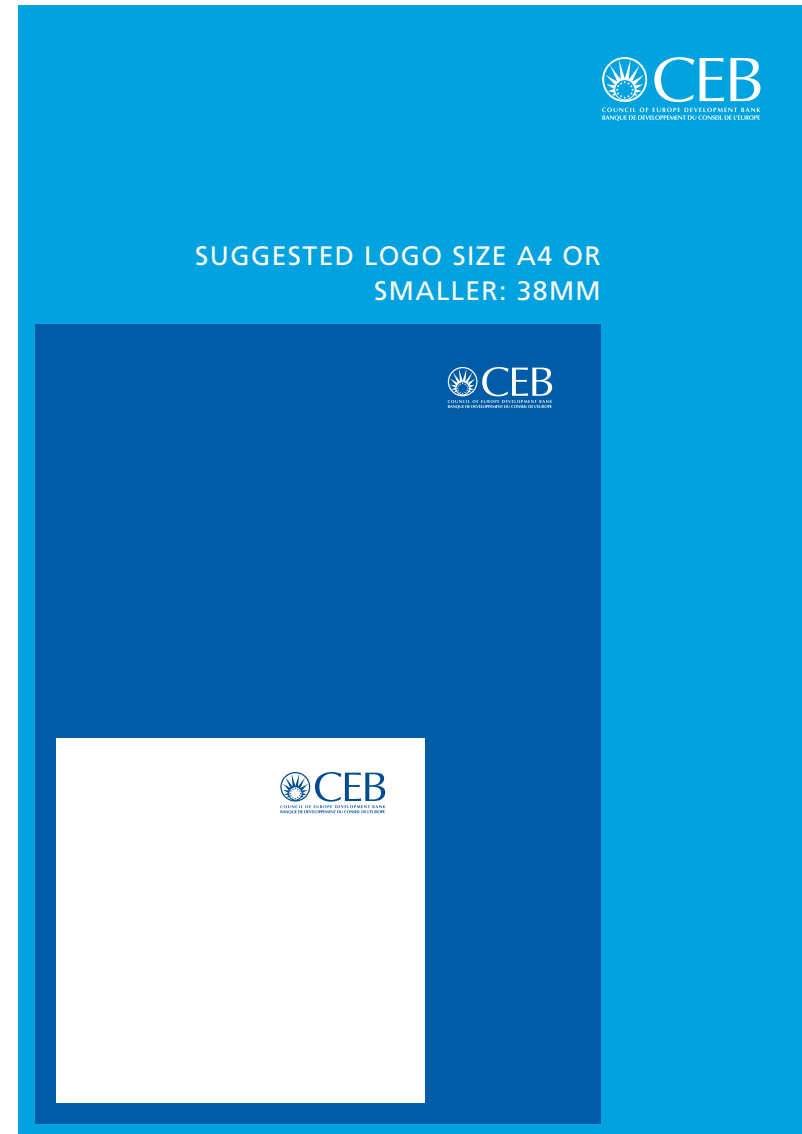
Posters

For A2 posters, the suggested size of the logo is 75mm wide.

Smaller formats

For A4/A5 formats, the suggested size of the logo is 38mm wide.

SUGGESTED LOGO SIZE A2: 75MM



Logo placement

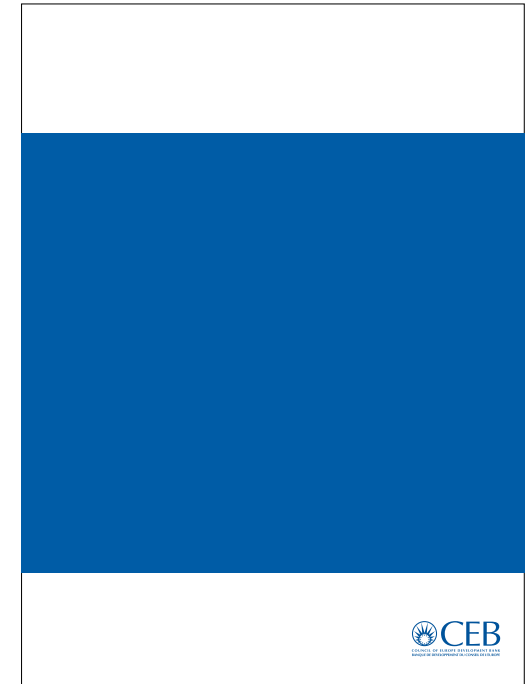
The logo is always placed in the top or bottom right corner for maximum visibility.

PLACEMENT

Top right



Bottom right

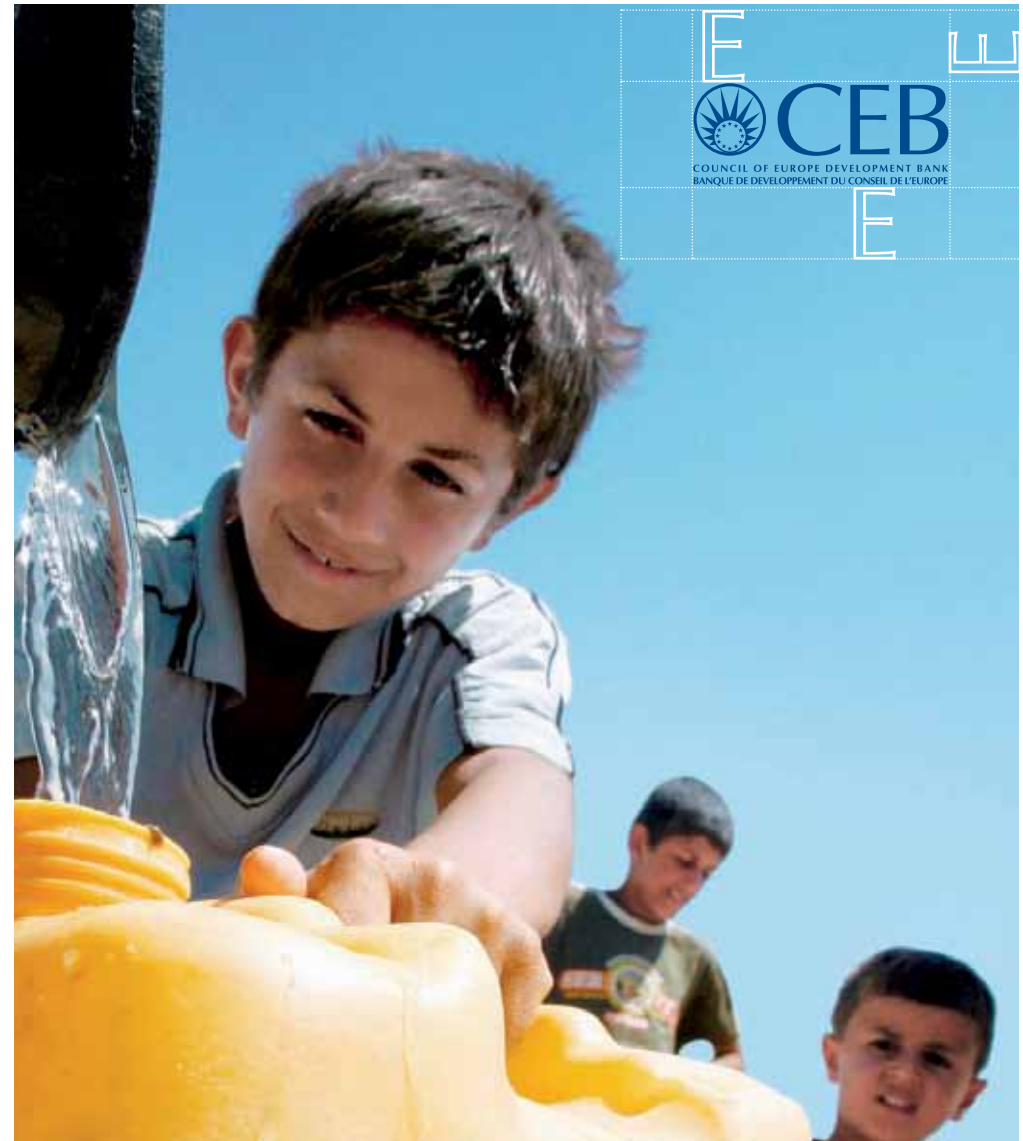


Logo placement: image

Logo on an image

If the logo is placed on a photographic image, **the clear zone rules still apply.**

The logo should never be placed on a busy background and legibility of the full logo must be ensured.



Third party logos

Where the CEB logo has to appear with a partner organisation the minimum space and minimum size usage guidelines should be followed.

The logo should always have the same, or more, visual presence as the logos around it.

CLEAR ZONE



EQUAL VISUAL PRESENCE



Incorrect logo usage

Do not distort the logo



Do not recreate the logo



Do not colour the logo



Do not crop the logo
(exception: pen)



Do not use the black logo if
printing 4 colour process



Incorrect logo usage

Do not use against low contrast background



Do not use against low contrast background



Do not use against low contrast background



Do not use against a busy background

