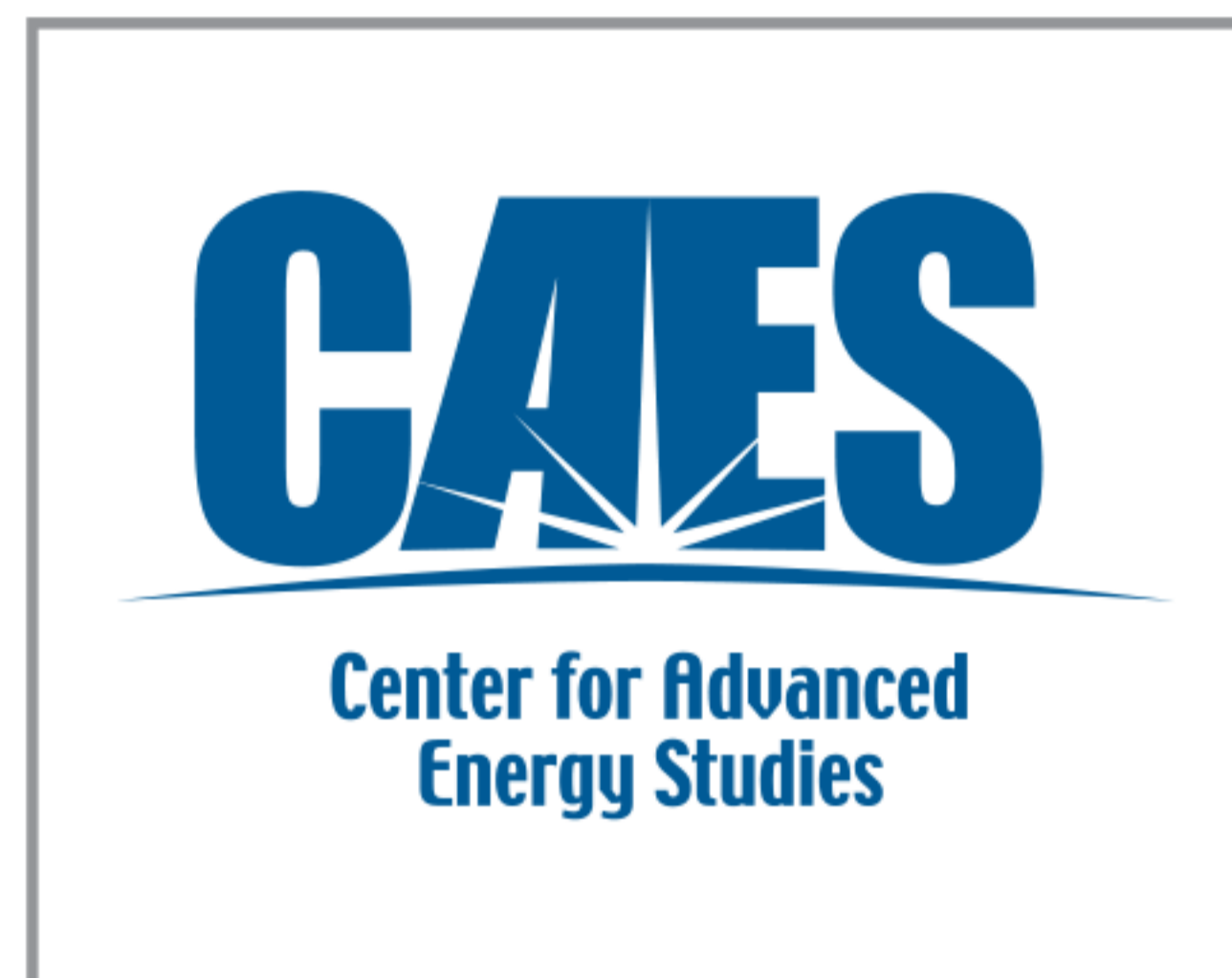


CAES Branding Guidelines

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.



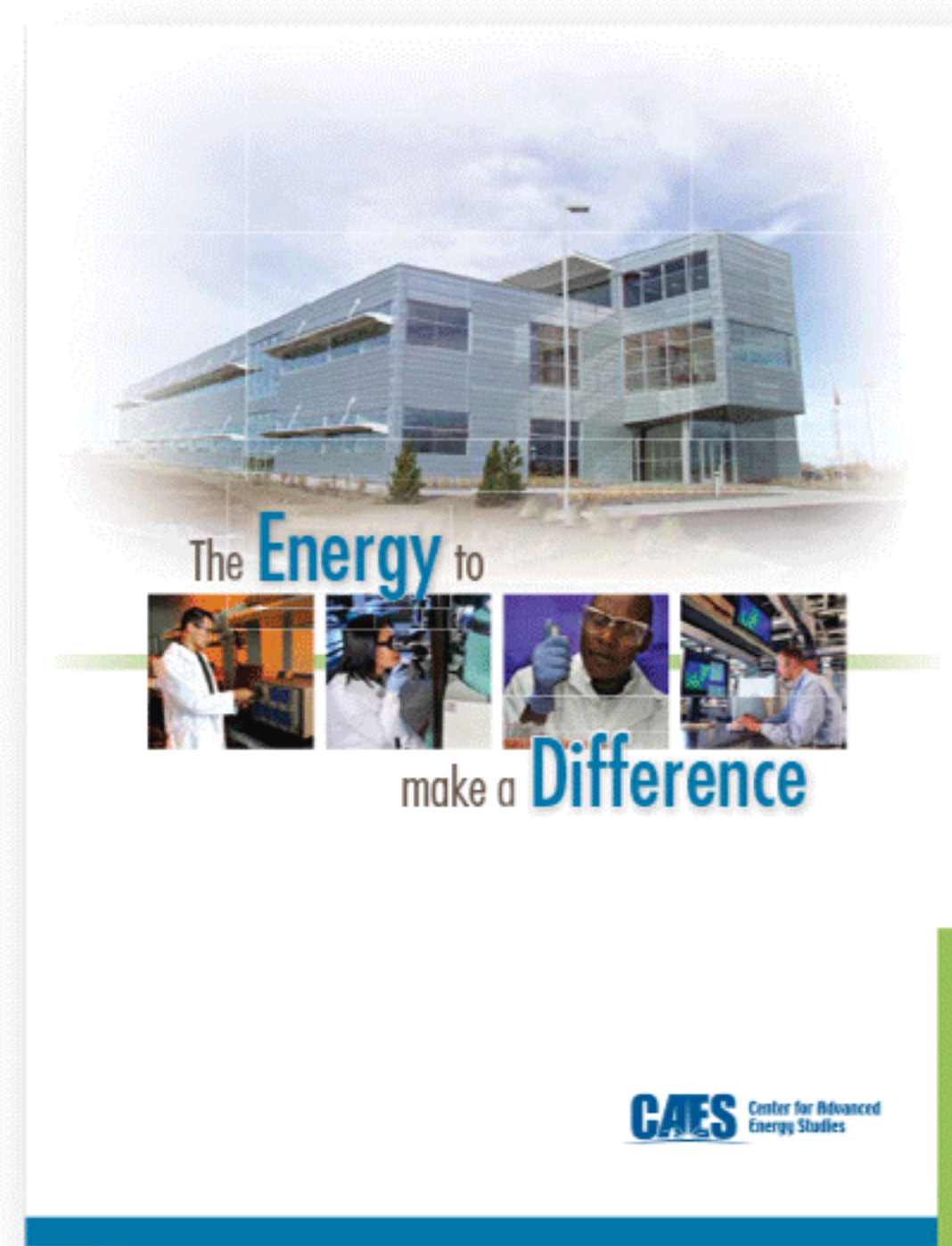
CAES Fonts and Typography

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

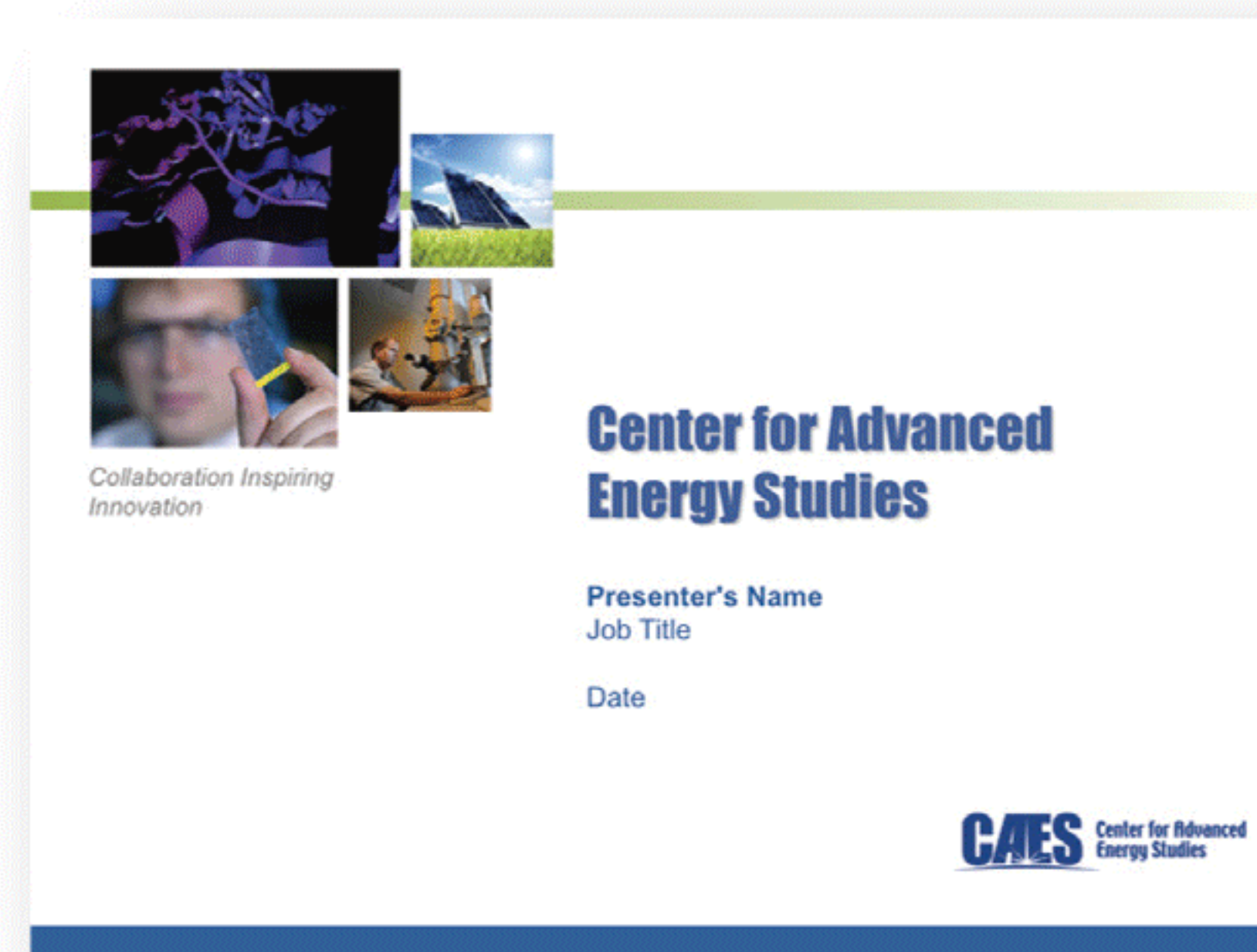
- Futura Bold Condensed**.....Headline
- Futura Medium Condensed**.....Headline
- Futura Light Condensed**.....Sub Headline
- Times**.....Body Copy

CAES Branding Examples

Printed & Electronic Materials



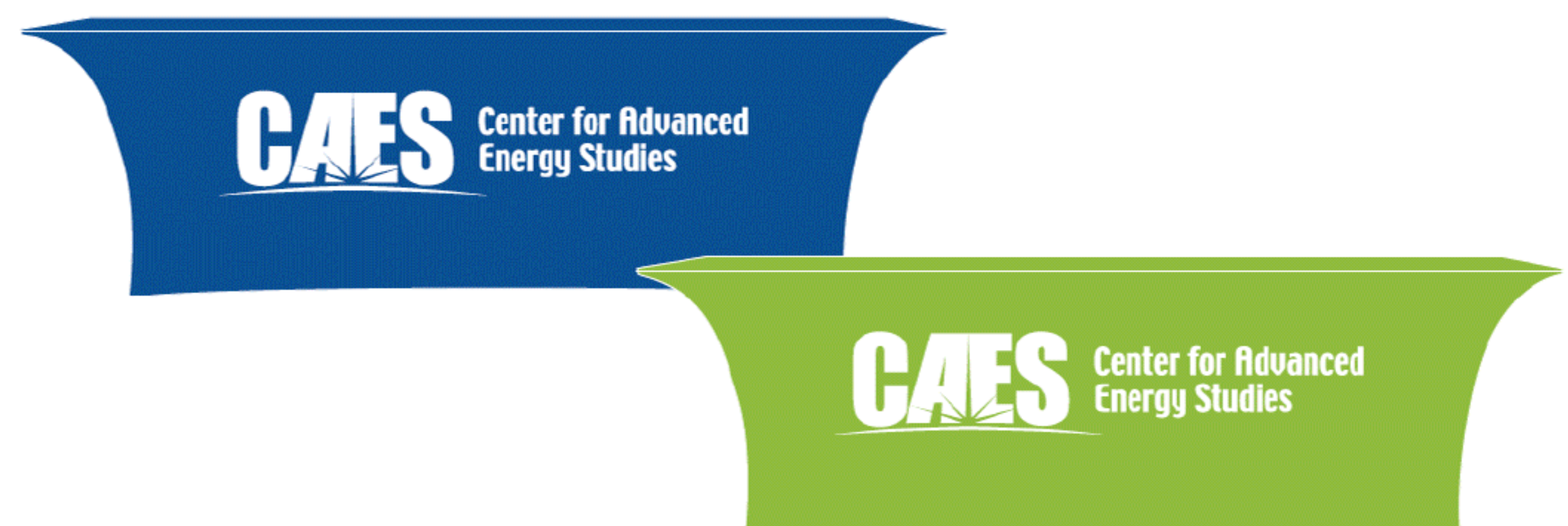
Overview Brochure & Factsheets



PowerPoint Presentation Slide Deck



CAES Display & Materials



CAES Promotional Items

