

Primary Logo

Our primary logo is available in two formats: as an acronym and accompanied by our full name. The acronym version is always preferred. As we build brand recognition, we will come to be known simply as the CETC.

The primary logo is part of a larger family of logo variations, as seen on page 14. While all of the logos are available for use, please make sure to use only the primary logo in communications outside the control of the CETC, such as promotions, sponsorships, and events.



Primary Logo (Acronym)



Primary Logo (Full Name)

Protective Space

Based on the width of the ‘C’ in ‘CETC,’ we can determine ‘x’ and create a comfortable amount of space around our logo. Never place text or other elements aside from our dot grid pattern within this protective space.



Primary Logo (Acronym)



Primary Logo (Full Name)

Minimum Size

In order to maintain legibility and integrity of our logo, we will never make it smaller than the sizes below.



Primary Logo (Acronym)



Primary Logo (Full Name)

Colour Versions

Our logo is available in a full suite of colour options to allow for optimal reproduction, from full colour to basic black and white.



Positive Full Colour



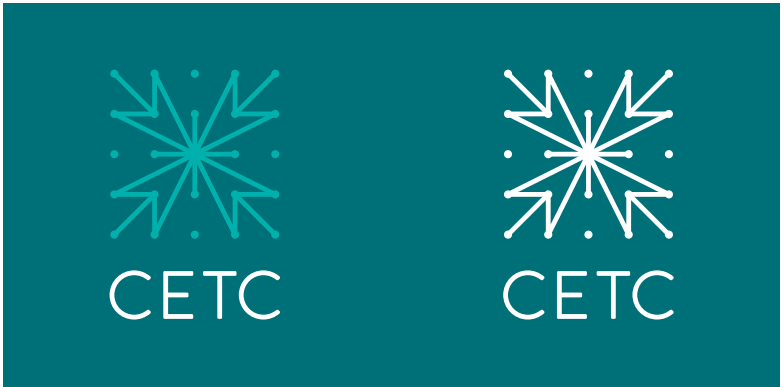
Positive Black & White



Positive Full Colour



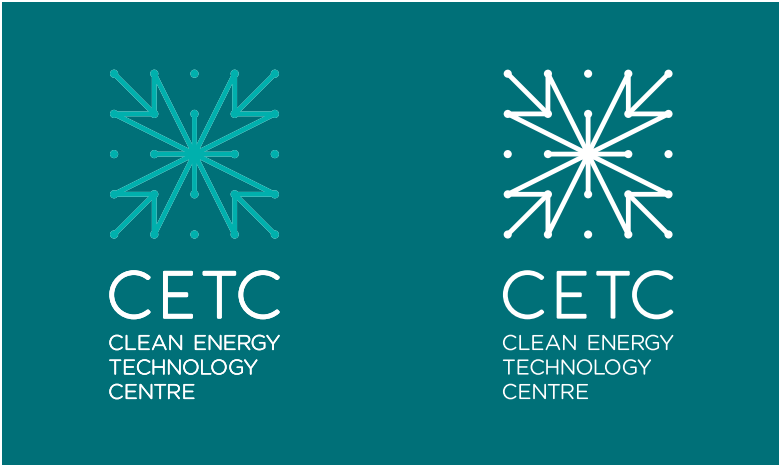
Positive Black & White



Reverse Full Colour

Reverse White

Primary Logo (Acronym)



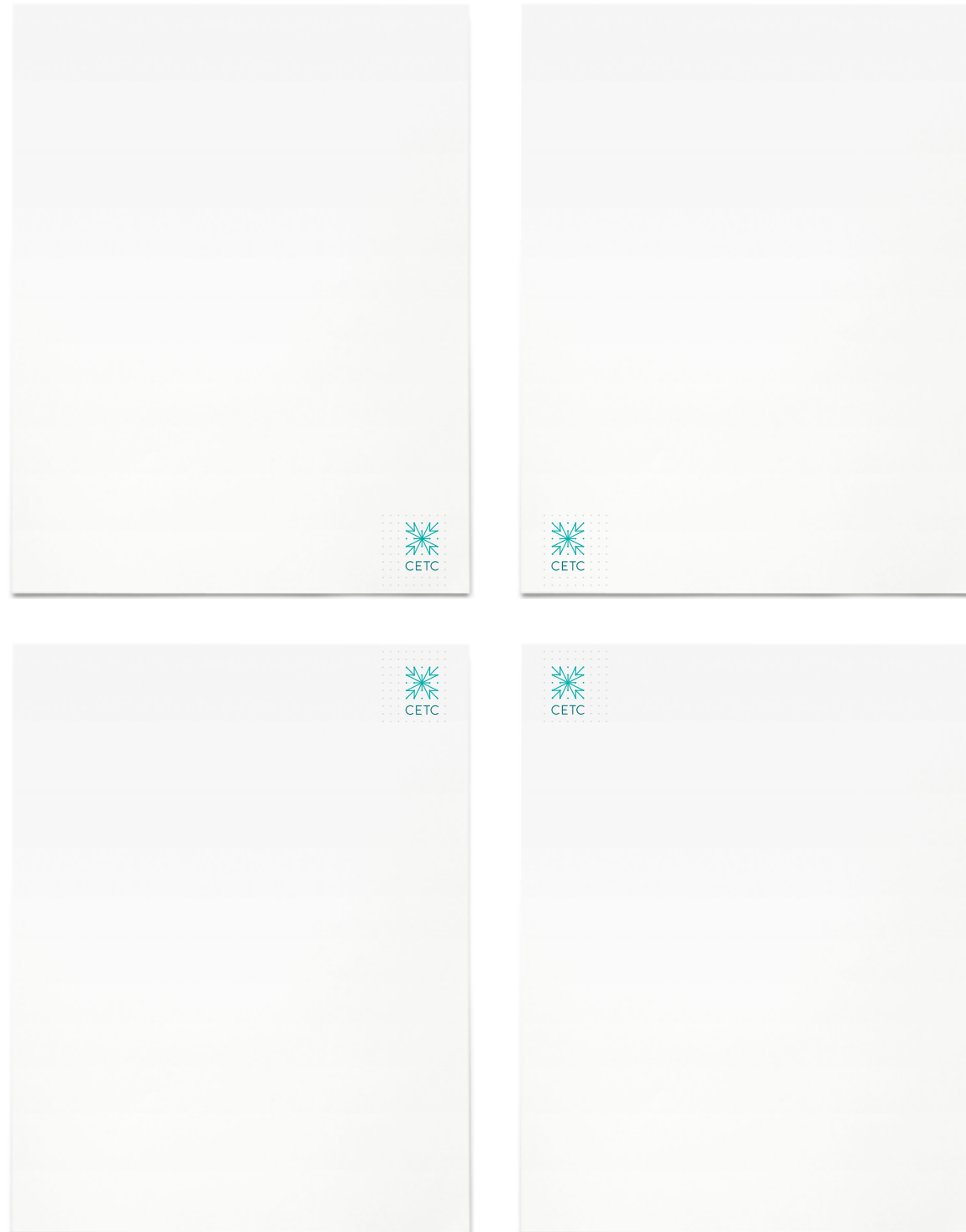
Reverse Full Colour

Reverse White

Primary Logo (Full Name)

Logo Placement

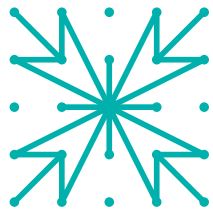
Our logo and accompanying dot grid pattern (see page 19) has been designed with versatility in mind, and can be placed in either the top or bottom corner of a piece of collateral.



Logo Variations

Our logo is very flexible, with a number of variations built from our 25-dot grid. It has been designed to evolve over time, in the same way as clean energy innovation.

We encourage you to use different logo variations in communication pieces. However, at times, there may only be a need for the primary logo, which is outlined on page 9.



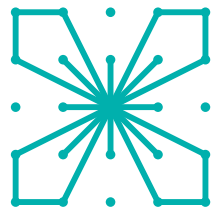
CETC



CETC



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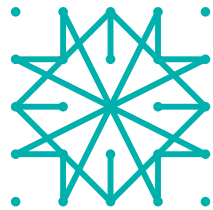
CETC



CETC



CETC



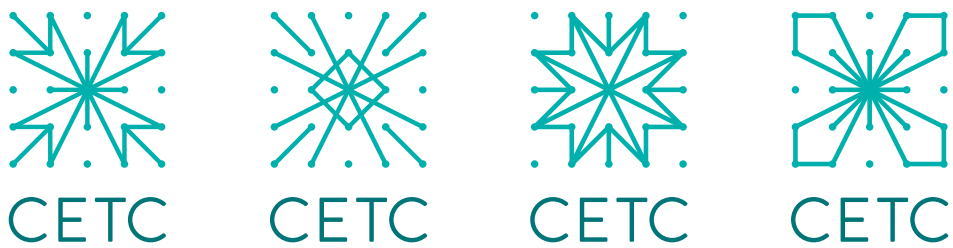
CETC

Available Logo Variations

Prohibitive Use

Here are some guidelines to remember when using our logo.

- Don't change the colours
- Don't make it too small
- Don't distort its shape
- Don't place it on busy backgrounds
- Don't alter the typography
- Don't add an outline
- Don't adjust the spacing
- Don't add effects



While our logo has been designed to evolve and has many spark iterations, please do not create new versions without proper approval from the CETC.