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CET

EXPERIENCE

Configura's CET Experience is an annual conference to learn about CET Designer and CET Developer from the teams building it and the people using it.

This brand book provides tools and standards to avoid confusion and create a unified voice and image throughout the globe. Use this book as a guide to position and strengthen the CET Experience brand.



VOICE

Text policy

In writing, we aim for a confident, simple and approachable voice. Use words to about the conference in an edgy, empowered and energizing way.

CET Experience should always be written out completely and never shortened to “CET X”.

The official hashtag of the conference is #CETExperience. Use it for Twitter and Instagram.

THIS
IS THE
CET EXPERIENCE.

YOUR
EXPERIENCE
STARTS **NOW.**

Definitions

Welcome events

These events are free and included in your ticket, but require pre-registration. The welcome events take place the first evening of the conference. These are smaller events which will give you some time to network and mingle with new CET Designer and CET Developer friends and enjoy the old in a relaxed atmosphere.

Sponsor cocktail hour

This event is included in your registration fee but you must pre-register to attend. During the sponsor cocktail hour you get a chance to mingle with our sponsors as well as find out the winners of the CET Designer Awards competition.

Breakout sessions

Breakout sessions are 50-60 minutes long and tend to be presented in a lecture or discussion style. There is no registration for the breakout sessions, you simply pop into the breakout you want to attend.

Workshops

Workshops are two hours long where you follow along in CET Designer or CET Developer. These require you to bring a laptop. All workshops require that you pre-register and pay-per-workshop on top of the conference registration fee. Seats are limited for this hands-on experience.

Hands-on sessions

Hands-on sessions are two hours long where you follow along in CET Designer or CET Developer. These require you to bring a laptop. You will need to register ahead of time. Hands-on sessions are included and take place at the same time as breakout sessions during the conference. The hands-on sessions are the same as some of the workshops offered, but not all workshops from the first day will be available as hands-on sessions. Seats are limited for this hands-on experience.



LOGO



The stacked logo on a black background is the primary logo of the CET Experience. This should be used whenever possible. If this logo does not fit within a design the horizontal logo is to be used.



The horizontal logo on a black background is the secondary logo of the CET Experience. This should be used if there is not enough space for the stacked logo or if the visual symmetry is thrown off by the stacked logo.

The logo

The CET Experience logo symbolizes the interaction between our CET Community of Users and Developers. The logo consists of the CET Designer blue and CET Developer orange, our two CET platforms. The two colors are shaped as an arrow pointed toward each other to symbolize the two groups coming together at the conference.

Both versions of the logo (stacked and horizontal) exists in three versions: main logo, black, and white/negative. For example purposes on the right, we are using the stacked logo and its variations.

How to use

- 1] **Main Logo:** The main logo should primarily be used on a black (#111111) background whenever possible. Stacked logo is preferred. The main logo comes in white text (for black background) and black text (for white background).
- 2] **White/ Negative:** The white/negative should be used on dark-colored backgrounds or images. This logo is also used for projections and light boards.
- 3] **Black logo:** The black logo should be used on light colored backgrounds or images.
- 4] **Clear Space:** Always respect the clear space. Keep text or other objects placed no less than the x-height of “experience”.

The logo is available in the following color systems: CMYK and RGB

The logo is available in the following formats: EPS, PNG, SVG.
EPS is for print, SVG and PNG are for screen and Microsoft office.

→ **Get the logos at configura.com/mediakit**



DEVELOP. DESIGN. MASTER.

“Develop. Design. Master.” is the tagline used for the conference. It explains how both our users and developers come to the conference to master their skills in our two CET platforms.

The tagline is available in .png and .svg formats so that the lettering and kerning remains constant. If an image is not possible to place, the font is Geogrotesque SemiBold and the kerning should be at 50.

Sizing and Placement

The tagline should always be centered with the logo. There should be at least the X-height of “experience” of clear space as indicated in the figures.

The tagline should be 25% larger than the stacked logo and the tagline should be 25% smaller than horizontal logo. This is relative to the size of the logo.

→ **Get the tagline at configura.com/mediakit**



PLACE



Clear space

To ensure that the logo has consistent optimal legibility and prominence, an area of clear space should be maintained around the logo. No text or graphic elements should be placed within this area. This measurement is relative to the size of the logo.



The area of clear space is based on the x-height of the “experience” letters. The measurement of clear space is equal to or greater than the x-height, as shown in the dotted line squares in the figure above.

Size and Placement

The size of the logo is dependent on where it is used. Some sizes are more common than others. The rules for the size and placement of the logo are the same for main, black, and white/negative.

Size

- For A4, letter size and other similar sizes
- the width of the stacked logo is 43 mm or 1.69 inches
 - the width of the horizontal logo is 69 mm or 2.71 inches

- For A5, half-letter and other similar sizes
- the width of the stacked logo is 33 mm or 1.29 inches
 - the width of the horizontal logo is 59 mm or 2.32 inches

Minimum Size

- Smaller formats can be used when necessary. The minimum width
- of the stacked logo is 14 mm or 0.55 inches
 - of the horizontal logo is 23 mm or 0.9 inches

Big Sizes

A general rule for larger designs is to keep the logo in a corner with a max size of 1/3 of the width of the design, unless the logo is used at the main visual graphic in a design, which it can then be centered in the top third if possible. Since the shape of larger designs can vary greatly, always consult the marketing team (marketing@configura.com).

Placement

Generally the logo is horizontally centered in the top third if it’s the main graphical element of the design. If the logo cannot be centered horizontally the logo can be placed in the bottom right corner. For printed materials that are two or more pages the logo can be placed on the back. Placements must always follow the clear space rules.

Co-Marketing

Part of what makes the CET Experience so special is its collaboration, which can result in advertising or co-marketing with our partners and the community. Here are some guidelines for how to use the logo and how to combine logos when co-marketing.

- Keep the required clear space around the logo
- Ensure the weight of the logos are equivalent so one does not stand out compared to the other
- Always use the correct color of logo depending on the background
- Never distort or change our logo in any way [See do's and don'ts for examples]

CET EXPERIENCE	LOGO GOES HERE
CET EXPERIENCE	LOGO GOES HERE
CET EXPERIENCE	LOGO GOES HERE
CET EXPERIENCE	LOGO GOES HERE



Things to Avoid

1] **Don't put the logo in text**

Don't place the logo within text. The logo should not be used as part of a title, headline or in a sentence. The conference name is always spelled out: CET Experience.



2] **Don't crop the logo**

Do not crop the logo as "CET X". Always include CET Experience as it is the whole logo.



3] **Don't distort or manipulate the logo**

Do not distort or add effects like drop shadows to the logo. The logo can never be altered. Make sure it has the right proportions



4] **Don't put the logo on the wrong background color**

Do not put any logo on a background other than black (#111111) or white (#ffffff). The logo can be placed on images *only* if the image background does not interfere with the legibility of the logo. The logo placed on images preferably should be the black or the white/negative logo.



- ▶ The sizing and spacing of the logo is wrong. The logo should be smaller and have consistent clear space in the bottom right corner. Use of the color logo is not ideal.
- ▶ The white logo clear stands out against the clean dark area of the image. Sizing and placement are correct.



FONT

Geogrotesque

We use Geogrotesque in designed print communication, mainly in headlines, subheads, highlighted text and quotes. Geogrotesque is also used in digital communication about the conference including social posts and video.

Always disable ligatures.

The font family consists of 14 styles, 7 weights [Thin, UltraLight, Light, Regular, Medium, SemiBold, and Bold] plus italics.

The quick brown fox jumps over the lazy dog. 1234567890 !?&%
The quick brown fox jumps over the lazy dog. 1234567890 !?&%
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COLOR

CET Experience colors

The primary colors of the CET Experience are black, CET Designer blue and CET Developer orange. Secondary colors include light blue and yellow.



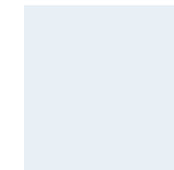
Black



CET Developer
Orange






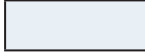

CET Designer
Blue



Light Blue



Yellow

Color	CMYK	RGB	PMS	HEX	NCS
	76, 65, 66, 90	33, 35, 34	419	111111	-
	0, 60, 100, 0	236, 124, 40	158	EC7C28	S 0570-Y60R
	100, 50, 0, 0	0, 106, 179	2935	006AB3	S 3050-R90B
	8, 0, 0, 1	227, 237, 242	115-9	E7EEF3	-
	0, 10, 98, 0	255, 205, 0	116	FFCC00	-

How to use

- Black is mainly used as text or background colors
- Blue and orange can be used as headline or quote colors
- Light blue is a secondary background color primarily used on the website or handouts
- Yellow is a secondary color used for objects like buttons

Colors should primarily be at 100 percent opacity. Always consult the publisher, printer, or Configura marketing team (marketing@configura.com) for specific instructions on which color system to use.

Design examples

The foundation of our graphical profile is simplicity. Use clear space, clean lines, and black backgrounds to create a simple, yet edgy look for the conference. When in doubt, consult the Configura marketing team (marketing@configura.com).



Templates

To ensure consistency, Configura has developed some general templates to use.

Powerpoint

We provide a powerpoint template for all speakers attending the CET Experience to use in their presentations

Social media

We provide social media templates for our sponsors to use to help promote the CET Experience. This includes Facebook, Twitter, Instagram and LinkedIn.

Text

Along with graphics for social media posts we have a few sample paragraphs of how to talk about the conference.

General promotion banners

These are graphics that can be used to promote the conference via email signatures, banner ads, etc.

→ **Get templates from configura.com/mediakit**