





## Graphic Design Standards

The focus of a graphic identity is usually a symbol or logo. However, an identity system is much more than the utilization of a symbol. A comprehensive graphic system is a structure for communicating and presenting information logically, clearly and with distinction.

The standards and guidelines presented in this manual have firm institutional support. Embracing and following these standards will be advantageous to the entire CFESA community, enabling us to achieve clarity and effectiveness in all print and electronic communications.

At this time, it is impossible to cover all of the possible uses and applications of the new identity; therefore, this manual is intended to be an introduction and a guide to the basic components of the identity system. Implementation of these standards will develop greater awareness of the Association as a whole.

Our comprehensive commitment to excellence in design will exemplify our commitment to quality in all other respects. When the graphic system is fully implemented, the identity will consistently distinguish all Association publications and advertising — all print, electronic and audio visual materials. This graphic system will thus provide visual unity to our expansive and diverse Association.

Please direct your questions and/or requests for information, camera-ready reproduction art and electronic files to:

CFESA  
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### CFESA Logo

The official CFESA logo is the “Four as One Sphere”. The four elements represent our industrys usages. ie. Gas, Steam, Electric & Refrigeration.

The logo is the formal identifier for the Association. It may be used by any member, entity or organization that is part of the Association community.





### Color

The official colors of CFESA are PANTONE 293 (Blue), PANTONE 187 (Red), PANTONE 123 (Yellow) and PANTONE 422 (Gray). The identity system utilizes these official colors with the addition of PANTONE 424 (Dark Gray) for typography. (Black is the alternative when budget or context rule out the use of color.)

The official logo may be printed in either 4 Color or Black & White. Except for special print techniques, these are the only colors which may be used to print the logo.

The four-color process formula for the CFESA logo is:

BLUE	100% C   57% M   0% Y   2% K
RED	0% C   100% M   79% Y   20% K
YELLOW	0% C   24% M   94% Y   0% K
GRAY	0% C   0% M   0% Y   33% K
DARK GRAY	0% C   0% M   0% Y   61% K

The rgb formula for the CFESA logo is:

BLUE	0 R   70 G   173 B
RED	172 R   26 G   47 B
YELLOW	255 R   200 G   46 B
GRAY	162 R   165 G   164 B
DARK GRAY	108 R   111 G   112 B

The Black & White formula for the CFESA logo is:

*Text in 100% Black*

BLUE	100% Black
RED	70% Black
YELLOW	50% Black
GRAY	30% Black
DARK GRAY	70% Black

### Special print techniques

The logo may be embossed, embroidered, engraved, foil stamped on paper, etched in glass, cast in metal, or carved on wood. Some of these special (and fabrication) techniques may produce colors other than the official colors. However, these colors should produce the result of the needs of the technique and they should be natural, neutral and compatible with the official (e.g., silver, gold, wood grain).

Electronic (pdf, jpg, eps, tif, gif & Illustrator EPS) files are available for all of the approved logo marks on this page.

When reproducing a logo for any purpose, it is essential that you use only the authorized electronic files. Do not use third-generation art of any kind for reproduction purposes.



CFESA Mark



CFESA Logo Stack



CFESA Logo



CFESA Logo



CFESA Acronym Logo



### Two-color

The permitted two-color print version of the CFESA Logo is:  
symbol — BLACK | 50% Black | 30% Black | PANTONE 187  
logotype — PANTONE 187 | 70% Black

*Except for special print techniques, these are the only colors which may be used to print the CFESA logo in two colors.*

The four-color process equivalent for CFESA Red is:  
0% C | 100% M | 79% Y | 20% K



### One-color

The permitted one-color versions of the logo are CFESA Red (or PANTONE 287) and Black. Except for special print techniques, these are the only colors which may be used to print the CFESA logo in one color.



### Special print techniques

The entire logo may be engraved, blind embossed or metal foil stamped. Or the symbol may be engraved, blind embossed or metal foil stamped — with the logotype printed in CFESA Red or Black.



### Print backgrounds/light

Although the logo may be printed in a limited number of colors, it may be printed on almost any color.

Any of the logos may be printed on any solid color, screen of color, textured, illustrative or photographic background that is light enough to provide sufficient contrast for clarity and legibility.

*Although the CFESA logo may be printed on a variety of backgrounds, no words or images should overlap or merge with it. It should never be integrated into an illustration, cartoon or other symbol or logo.*



### Print backgrounds/dark

To produce the logo on a dark background, it should be reversed out of the background.

Any of the logos may be reversed out of any solid color, screen of color, textured, illustrative or photographic background that is dark enough to provide sufficient contrast for clarity and legibility.

*Please note that although only one logo is used for demonstration purposes, all of the logo marks are subject to these parameters.*



**Improper color:** The seal and the signature should never be reproduced in any colors other than the official approved colors.

In order to establish and maintain consistent and effective use of the CFESA logo marks, it is essential to follow the standards in this manual. The sample incorrect examples illustrated on these pages demonstrate some common errors that can be made.

Such misuses will miss represent the CFESA effort to present a strong and unified image, and will alter the perception and meaning of the logo. Also, improper use could jeopardize their status as components of a registered identity.

*Please note that although only one logo is used for demonstration purposes, all the official logo marks are subject to these parameters.*

I N C O R R E C T



**Improper placement of symbol:** In the signature format, the placement of the symbol relative to the typography should not be altered.

I N C O R R E C T



**Different typeface:** Eurostyle Bold Extended is the only type face which may be used in the logo format. Others ( i.e., Myriad, as shown above) are not allowed.

I N C O R R E C T



**Improper proportion:** In the logo format, the size of the symbol in relationship to the typography should not be altered. Reduce and enlarge logos proportionately.

I N C O R R E C T



**Distortion:** The logo should not be subject to distortion or manipulation, i.e., slanting, stretching, twisting or curving.

I N C O R R E C T



**Framing:** The logo should never be framed in a restricting box, shape or specific area.

I N C O R R E C T



**Distracting background:** The logo should never be placed on backgrounds that distract or overpower.



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