



Powered by The Consumer Technology Association®

Logo Guidelines

2025

CES® Logo

This logo serves as our name descriptor symbol.

The CES Wordmark should ALWAYS be used alongside the Brand Icon as represented on this page. Whenever possible, the CES logo should be placed on a white background to ensure the vibrancy of the colors and the dynamic energy of its design.

In instances where the CES logo must be placed on a dark background, please use the all white variation to ensure contrast and legibility.

The minimum clear space requirement for all marks is equal to the ½ of the X height of the Icon logo.

Color Variations

Full Color



White



Color Palette

DEEP BLUE
R34 G40 B89
C100 M93 Y33 K26
Pantone 2768

VIBRANT BLUE
R13 G253 B253
C57 M0 Y16 K0
Pantone 306

VIBRANT LIME
R221 G255 B90
C22 M0 Y80 K0
Pantone 380



CES® Trademarks

The Consumer Technology Association (CTA)® is the owner of the CES name, trademarks and logos (collectively, the “CES Marks”). The CES Marks are valuable assets that CTA needs to protect. Current CES exhibitors and media covering the CES tradeshow may use the CES Marks under the terms outlined below. The CES logo and name can be used in communications about the show, however, users must properly use and credit the CES Marks in accordance with our guidelines.

Guidelines for Third-Party Usage of CES Trademarks

Terms of use: Thank you for being a CES exhibitor, press or exhibiting press. CTA grants you non-transferable, limited, non-exclusive, royalty-free, revocable permission to use the CES Marks solely in connection with the current CES show, at which you are exhibiting or covering via a recognized press outlet. You agree to use the CES Marks in accordance with the following guidelines.

Trademark Symbols: It is imperative that you use the “®” symbol with the first written appearance of the CES mark on advertisements, promotional materials and webpages. Include acknowledgment of CTA’s ownership of the CES Marks in the credit notice section of your document or advertisement with language such as, “CES® is a registered trademark of the Consumer Technology Association (CTA)®.”

Proper Brand Use: Since CES has acquired recognition as a global event, CTA no longer uses “International” in the event name or logo. CTA prefers the use of “CES®” to refer to our event, formerly branded as the Consumer Electronics Show. If you choose to reference the year when referring to CES it should come after, and not before, the event name. Example – “CES 2026.”

Permissible Use: You may generally use CES Marks to refer to your participation (official exhibitors or media coverage) in CES. For instance, a current exhibitor can promote in advertisements that they are participating officially in CES.

Relationship of Products or Services: On advertising and other collateral, you may not imply that your product, service, or event is produced or endorsed by CES unless you in engage in a specific contract with CTA that allows you to do so.

Prohibited Use:

- Do not modify or alter the CES Marks.
- You may not use the CES Marks in a way that confuses CES with another brand or uses the term generically.
- CES Marks should not be used to indicate a sponsorship, endorsement or association by CES without written permission.
- You may not under any circumstances use CES Marks or potentially confusing variations in your Internet domain name or social media accounts.
- Do not use CES Marks unless you are a current CES exhibitor contracted with CTA for event space or services or current CES media partner.

Quality Control: If CTA determines that you are not using the CES Marks in compliance with these guidelines, CTA may notify you and provide you an opportunity to fix any non-conformity. CTA reserves the right to disallow any exhibitor from using the CES Marks.



Consumer Technology Association, producer of CES®

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