

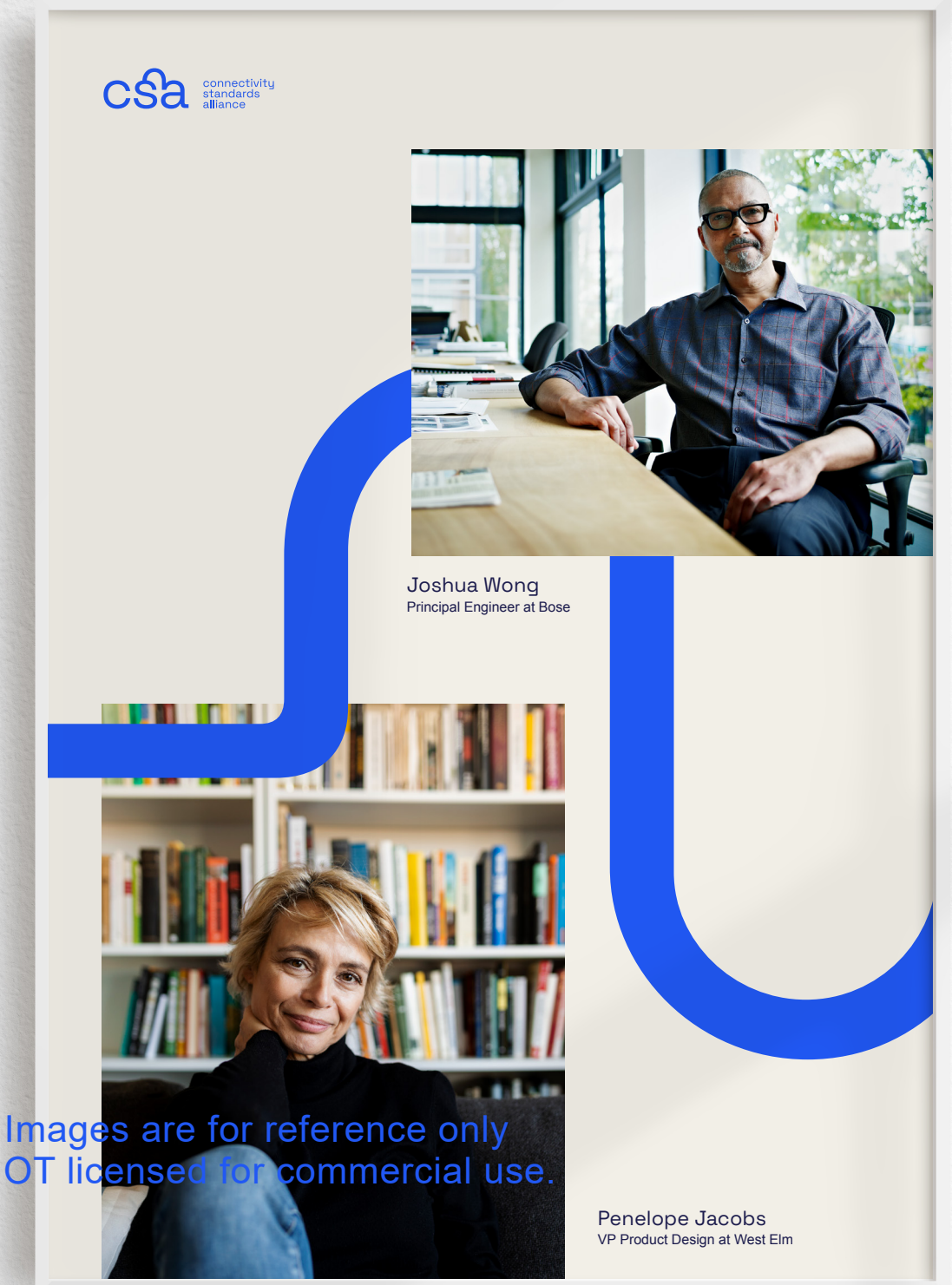
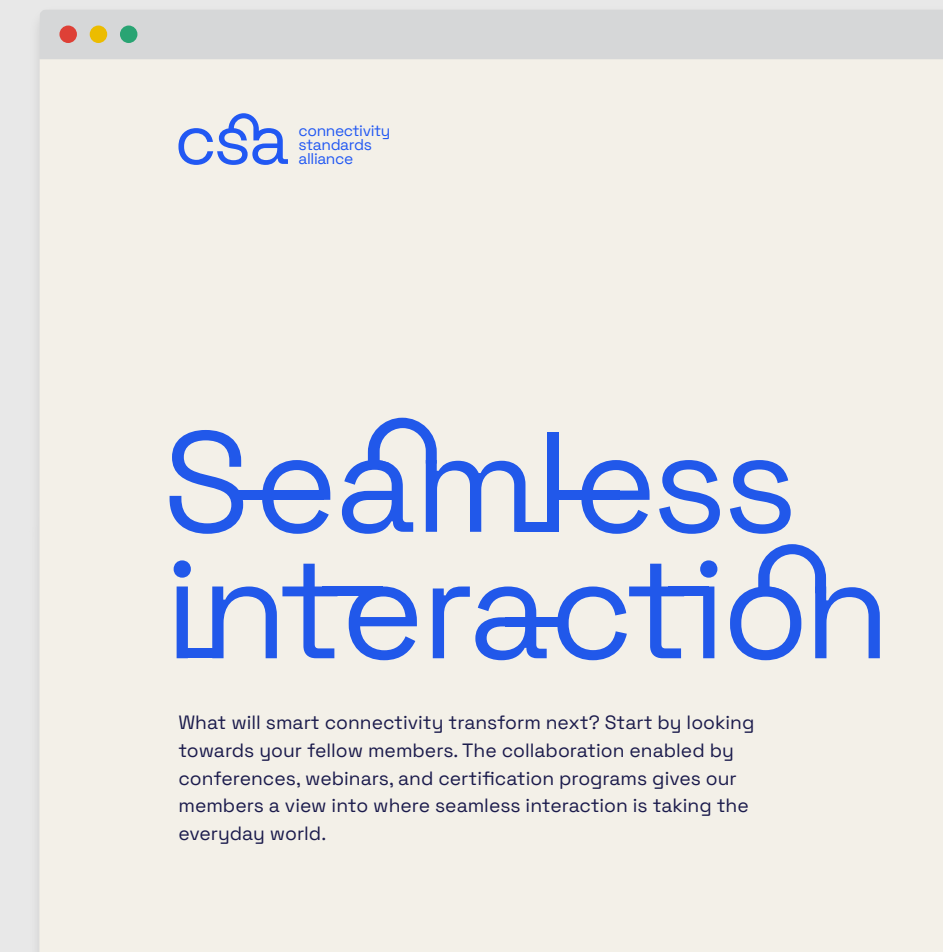
# Brand Guidelines

who

We are the Connectivity Standards Alliance, and we're ushering our members and the market into a world of seamless interaction that will transform the way we all live, work, and play.

This document will help you understand and use our brand. When we act, look, and speak consistently, we create powerful, differentiated experiences.

are we?



Note: Images are for reference only and NOT licensed for commercial use.

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To navigate through this document as an interactive PDF, click on any section you wish to jump to from this page. To return to the Contents page, simply click on our monogram in the footer.

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# Brand strategy

# Our vision & mission

Our strategy is captured in two simple, motivational, and challenging commitments.

Our vision succinctly states the five-year future we believe in—sufficiently distant to allow for brand building, but close enough to be grounded and realistic. It is not a lofty, desired state; rather, it represents a guiding policy to follow, ruling out a vast array of possible actions. We use our vision to create focus, drive change, and measure success.

Our mission expresses our core purpose or reason for being. It describes what we're aiming to achieve in the world, and for our members generally. While our vision colorfully suggests the future we see, our mission pointedly describes what we're doing now to achieve what's next.

## Vision

We believe all objects can work together in a way that enhances the way we live, work, and play.

## Mission

We ignite creativity and collaboration in the Internet of Things, by creating, evolving, and promoting universal open standards that enable all objects to securely connect and interact.

# Our messages

## What we talk about

Our messages are the thematic pillars we will lean on in writing and speaking, to create clear and consistent brand communications. We can employ all five, just one, or a combination, based on what the touchpoint calls for.

### Pillars

## Facilitation

Guiding the category and the industry forward

## Collaboration

Enabling a community with unprecedented collaboration

## Competitive Edge

Ensuring members stay ahead

## Concrete Action

Improving the state of the IoT today

## Influence

Shaping the future of the IoT

## Trust

Enabling responsible, ethical IoT

### Examples

- simplifying and harmonizing the IoT
- bringing together industry to transform the IoT
  
- building a better, more connected world together
  
- becoming the foundation and future of the IoT
- spurring market growth overall and business growth for our members
  
- creating standards that matter
- addressing barriers to IoT growth and adoption
  
- making the IoT more secure, accessible, and usable
- demonstrating diversity, equity, and inclusion in our work
  
- acting as good stewards of the planet
- human-centered in our thoughts and actions
- allowing consumers to see and enjoy greater value from the IoT

# Our personality

## How we express it

Our personality traits inform how we speak and how we look. In all interactions with the brand, we exude one, two, or all three elements, often depending on the context of the interaction.

### Personality Traits

## Sharp

The Alliance is highly focused, maintaining professionalism. We prioritize precise action and take bold, intentional steps forward.

## Inviting

The Alliance is approachable and open to new members' ideas. We exist to bring the category and industry together and to co-create solutions.

## Curious

The Alliance explores technological possibilities and acts on them. We're insatiable pioneers, always seeking what's new and pushing the boundaries.



# Writing for us

## How we speak

Voice is the way we activate personality through our words. These principles work like checks and balances. No one element reigns supreme; instead, they complement each other in our communications. Keep all three in mind as we write.

Personality  
Traits

Voice Tactics

## Sharp

- Make bold, incisive declarations in your headlines
- Use action items and lists to show steps forward
- Share a fascinating fact, then build future scenarios around it

## Inviting

- Show you know—relate with members' challenges and triumphs
- Use metaphors to make ideas, topics, and technologies easier to understand
- Use inclusive words like "let's," "together," "us," to show we're already on the same team (e.g., saying "when" you join vs. "if")
- Encourage participation with calls to collective action

## Curious

- Ask questions, especially those starting with "how," "why," or "what if," to challenge the status quo
- Use colorful, adjective-laden language that brings images and experiences to mind
- Highlight the possibilities in technology, focusing on what's next, not what's been done
- Connect ideas or possibilities with a potential way forward
- Start at the end sometimes: lead with the punchline or the benefit, then show why it matters to members

# Designing for us

## How we show up

Each of the elements in our design system—from our typeface to our imagery—bring to life an aspect of our brand personality.

Personality  
Traits

Design Tactics

## Sharp

Our bold, bespoke typeface with unusual ligatures visualizes connectivity wherever we speak.

## Inviting

Our imagery celebrates the human aspects of our work and our members creating a conversational relationship between subject and viewer.

## Curious

Our supergraphic—inspired by the ligatures of our typeface—endlessly progresses through our collateral, connecting elements, and leading the viewer



# Brandmarks

# Our logo lock-up

Our logo lock-up is a specific arrangement of our monogram and full brand name wordmark.

## Usage

The horizontal logo lock-up is the primary usage of the brandmark. Prioritize the horizontal version in all collateral.

The vertical logo lock-up is to be used only in situations where space limitations require it.

## Clear space

The clear space—the minimum area surrounding the logo lock-up that is kept free of other elements—is four times the thickness of the tail of the "a" in the monogram.

## Minimum Size

Do not reduce the size of the logo lock-up smaller than indicated on the right, which yields the name at approximately 7pt type for print and 18pt for screen.

## Color

The logo lock-up should only appear in CSA Blue, or CSA Ivory if reversed out of a solid color or image. In limited situations where color cannot be used, the logo lock-up may appear in black.

Horizontal Logo Lock-Up



Print 1.4 in  
Screen 246 px



Vertical Logo Lock-Up



Print .55 in  
Screen 104 px



# Our monogram

Our monogram represents our brand in the shortest form, but requires understanding of its meaning.

## Usage

We focus on the acronym CSA knowing that it will become the colloquial name. Use the monogram alone only where the full name of our brand is already known or space is restricted.

## Clear space

The clear space—the minimum area surrounding the logo lock-up that is kept free of other elements—is four times the thickness of the tail of the "a" in the monogram.

## Minimum Size

Do not reduce the size smaller than indicated on the right.

## Color

The logo lock-up should only appear in CSA Blue, or CSA Ivory if reversed out of a solid color or image. In limited situations where color cannot be used, the monogram may appear in black.

Our Monogram



Print .2 in  
Screen 34 px  
—  
cSa

# Logo do nots

It is critical that our brandmarks are applied correctly to ensure consistency across the experience

Outlined here are a number of things to avoid for both the logo lock-up and monogram.

**Do Not:**

1. Rotate, stretch, or distort
2. Use non-brand colors
3. Add effects
4. Separate the parts
5. Outline or stroke
6. Place over imagery that lacks enough contrast or is too busy



# Typography

# Secondary typefaces

In addition to our brand typeface we use two supporting fonts.

Space Grotesk, the base font that Assemble was built upon, is used for subheads and secondary level copy.

Arial is used for body and tertiary level copy.

Space Grotesk Regular

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZabcdef  
ghijklmnopqrs  
tuvwxyz.,?!&  
0123456789

Arial Regular

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZabcdef  
ghijklmnopqrs  
tuvwxyz.,?!&  
0123456789



# Color

# Our brand colors

Our palette of blue and ivory is an updated reference to the visual lexicon blueprints, reflecting our role in developing the future of connectivity standards.

Our color palette is very simple and based around core equities of CSA Blue and CSA Ivory.

CSA Blue should be used full-bleed or in large graphic panels for covers and one pagers where we want to make an impact and communicate our brand.

CSA Ivory can also be used for one pagers when we need to make a quieter announcement. Otherwise it should be used for internal pages as a full-bleed background or to divide space.

White and CSA Black play secondary roles and can be used when necessary.

Tints are reserved for charts and graphs.

Use supplied ASE files to import swatches correct for the color space in an Adobe document.

## CSA Blue

CMYK 92, 55, 0, 0  
RGB 33, 88, 243  
HEX #2158F3  
Pantone 2387 C

80%

60%

40%

20%

## CSA Ivory

CMYK 0, 1, 4, 5  
RGB 242, 240, 232  
HEX #F3F0E8  
Pantone 9080 C

50%

## White

## CSA Black

CMYK 0, 0, 0, 95  
RGB 64, 64, 64  
HEX #404040  
Pantone Black 7 C

80%

60%

40%

20%

# Color application

Our core brand assets, including our typeface Assemble and logos, should be used only in our core brand colors. Color combinations that ensure consistency and legibility are shown on the right.

Our logos should be used in CSA Blue and CSA Ivory depending on background color. Only use our logo in black where print limitations require.



CSA Ivory on CSA Blue

## Assemble Headline

CSA Ivory on CSA Blue

### Space Grotesk Subhead

CSA Ivory on CSA Blue

Arial body copy can be used in CSA Ivory on CSA Blue



CSA Blue on CSA Ivory

## Assemble Headline

CSA Blue on CSA Ivory

### Space Grotesk Subhead

CSA Blue on CSA Ivory

Arial body copy can be used in CSA Blue on CSA Ivory

Arial body copy can be used in black on CSA Ivory



CSA Blue on white

## Assemble Headline

CSA Blue on white

### Space Grotesk Subhead

CSA Blue on white

Arial body copy can be used in CSA Blue on white

Arial body copy can be used in black on white

# Imagery

# Imagery overview

With unexpected honesty and approachability, our imagery highlights the people and devices that the Alliance connects.

We have three categories of images: members, consumers, and objects. Knowing what qualities are required for an image of each type, and when to use them, is key to keeping our imagery on brand.



Members



Consumers



Objects

# Iconography

# Iconography

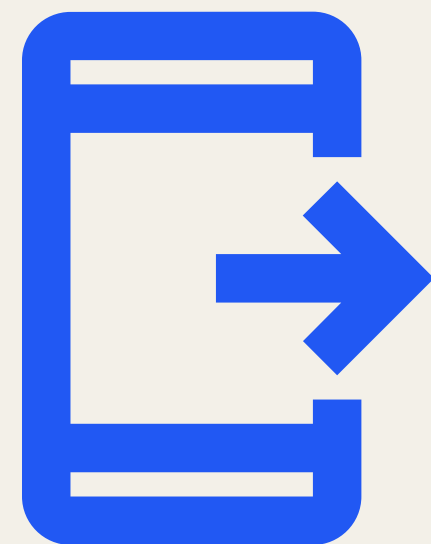
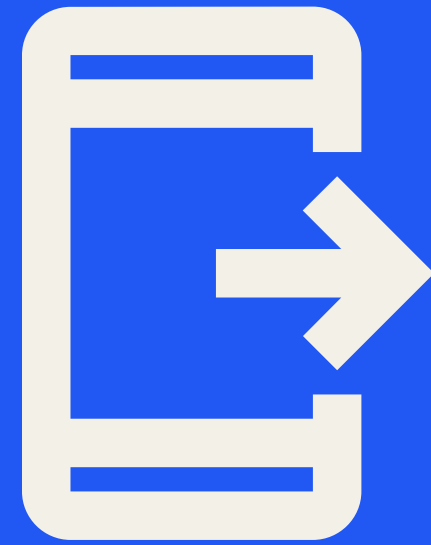
Icons and iconographic illustrations are useful in functional scenarios as a tertiary element to quickly express an idea visually. Never use iconography as a feature element in brand collateral.

Taking cues from our custom font, Assemble, our icon style features thick strokes, geometric forms, and rounded corners. Icons should be straightforward, descriptive, and simple.

We use icons that are professionally designed and made available in the Google Font library. These icons are chosen for stylistic reasons and are not associated with Google branding. Icons can be embedded directly in web pages or downloaded for print designs and are available in a large selection of file types. Select from the "Outline" section which can be found here: <https://fonts.google.com/icons>.

Guidance for use:

- Use in CSA Blue or CSA Ivory only.
- Never use as predominant visual; keep small.
- Do not use other icons such as ones in the Microsoft system library.



# Putting it together



# Margins & grids

Our margins and grids help us correctly place our brand elements on communications

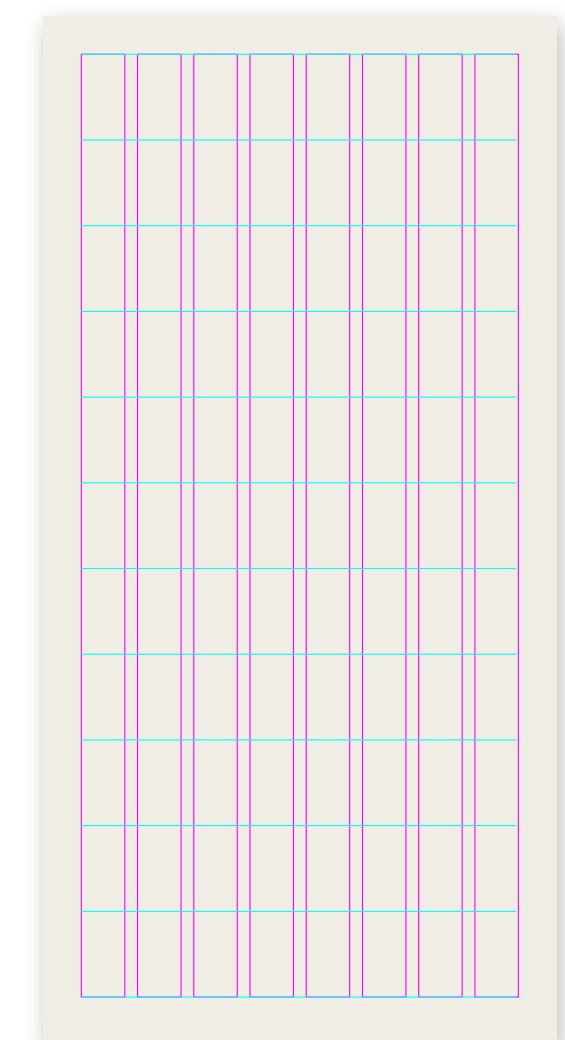
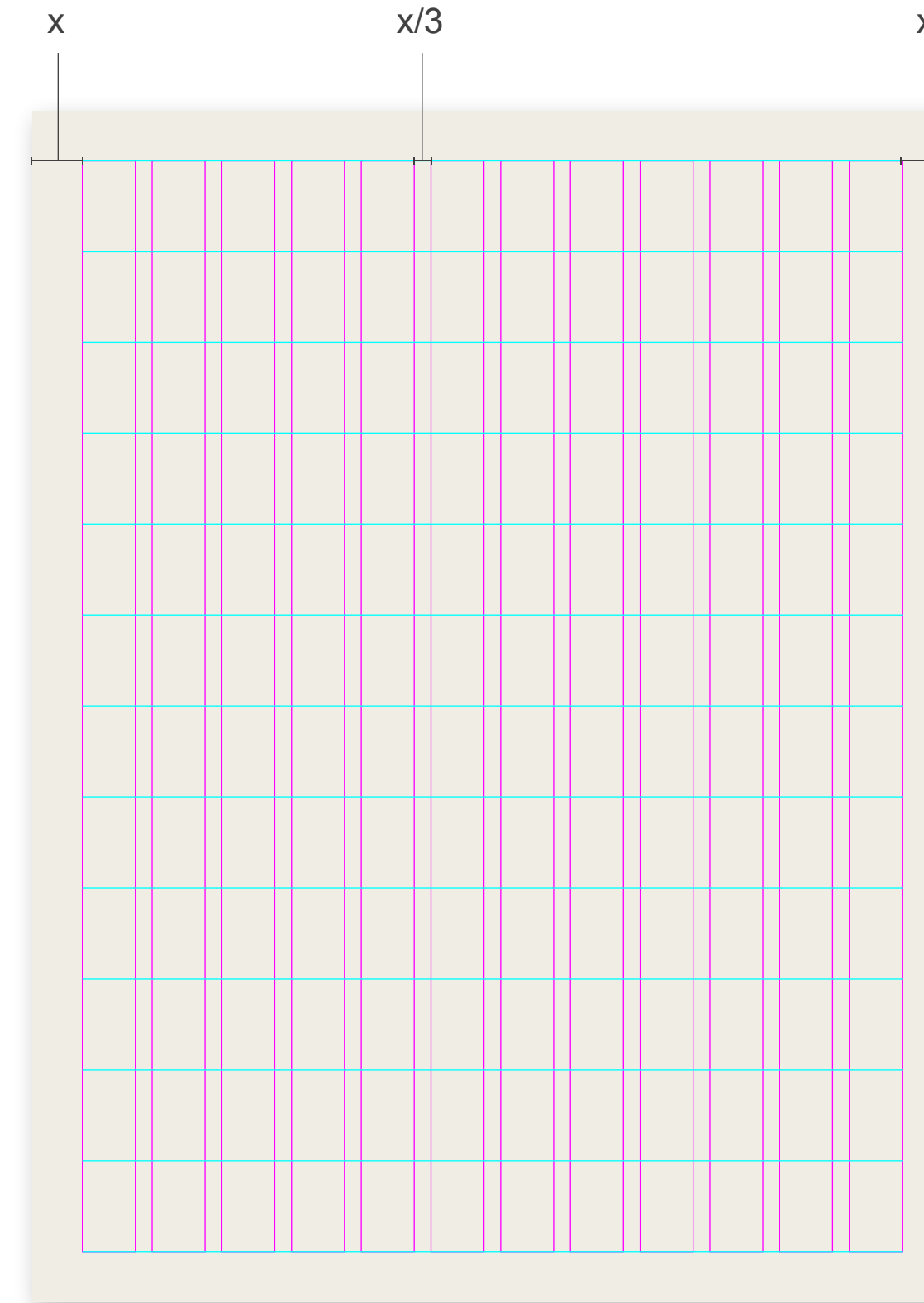
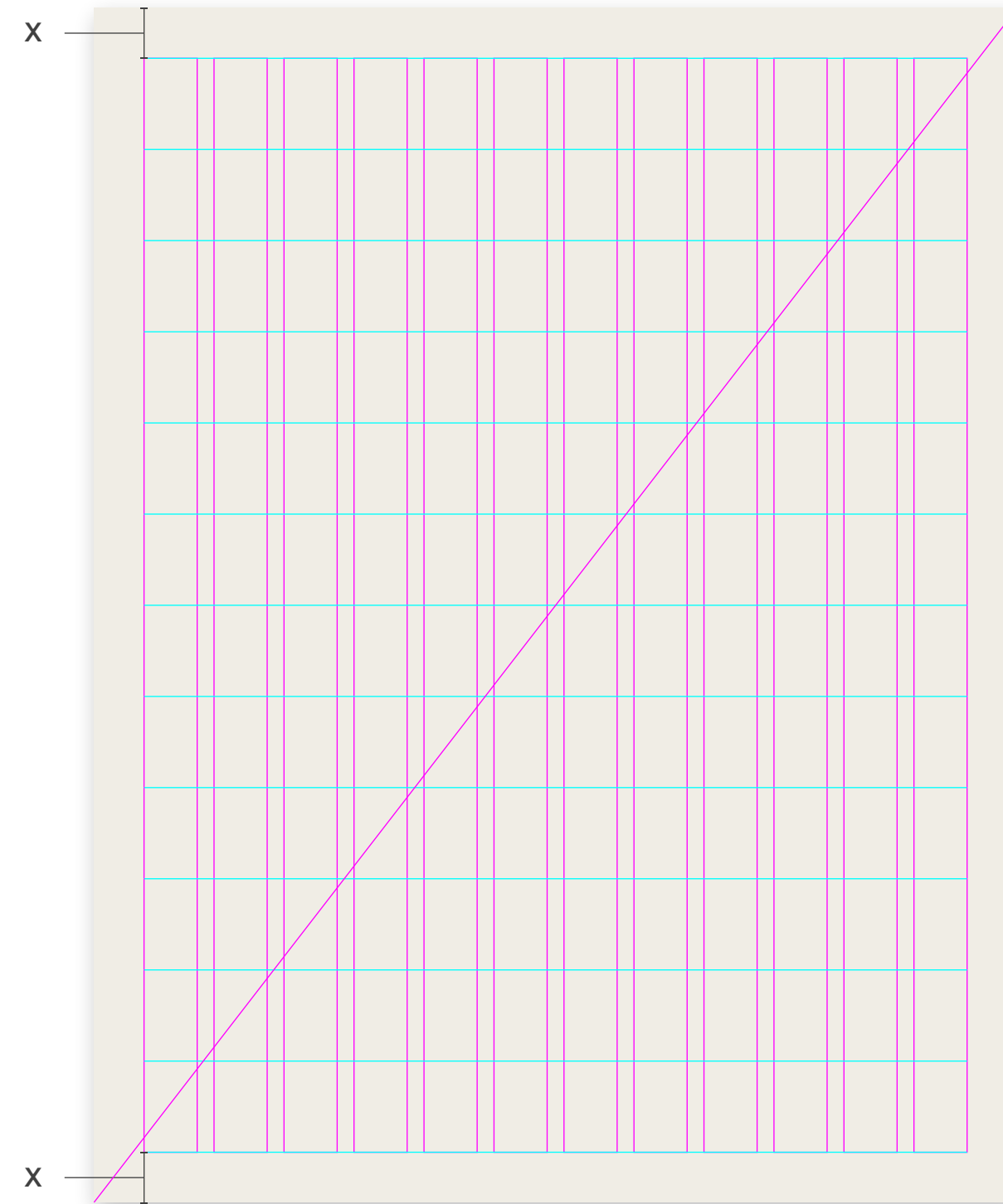
Most communications use a 12 column grid that is flexible to different dimensions. Extreme vertical layouts—where the height is double or more than the width—use the same principles but with 8 columns.

The size of the margin is derived by dividing the length of diagonal by 30. This margin,  $x$ , will be used to scale other elements in the communication.

The gutter between columns is  $1/3$  of the top and side margins.

A grid of 12 rows fit to the margins is applied.

$$x = \text{diagonal} / 30$$



8 column grid for extreme vertical formats

# Logo size & placement

Consistent application in scale and placement of the CSA logo is critical to the maintenance of brand equity.

## Horizontal Logo Lock-Up

This is the primary landmark to use. As a principle, the height of the lock-up is equal to that of the top margin. It is placed left-aligned to the margin, or centered on the collateral at the top or bottom of the document.

## Vertical Lock-up

This landmark is used when required by space restrictions. It is placed left-aligned to the margin only, at the top margin. It is only left aligned to the margin at the top or bottom of the document.

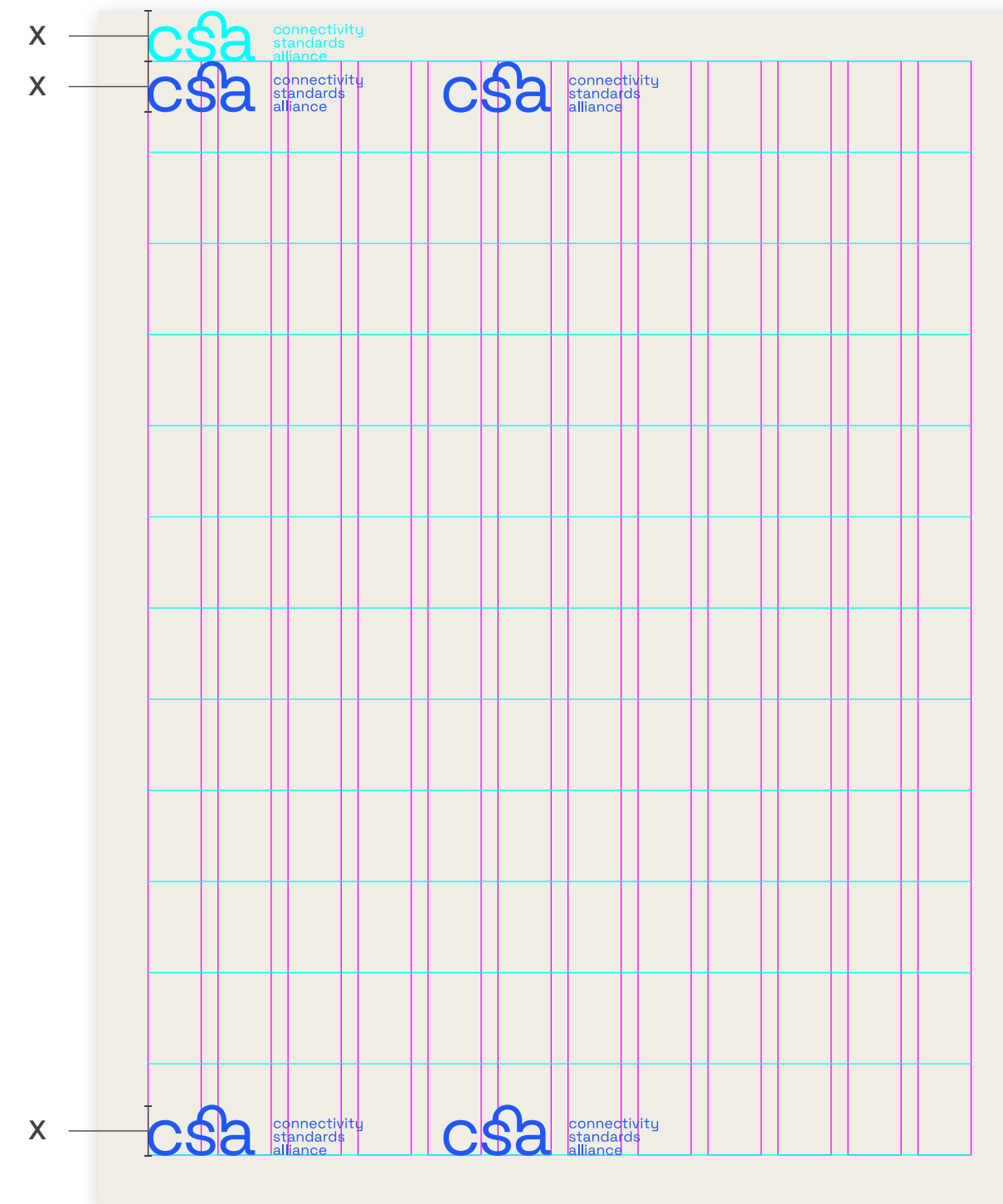
## CSA Monogram

This landmark is only used in cases where the full name of our brand is already mentioned in the collateral or widely known, such as interior pages of a document or internal brand communications. It follows the same principles as the horizontal lock-up.

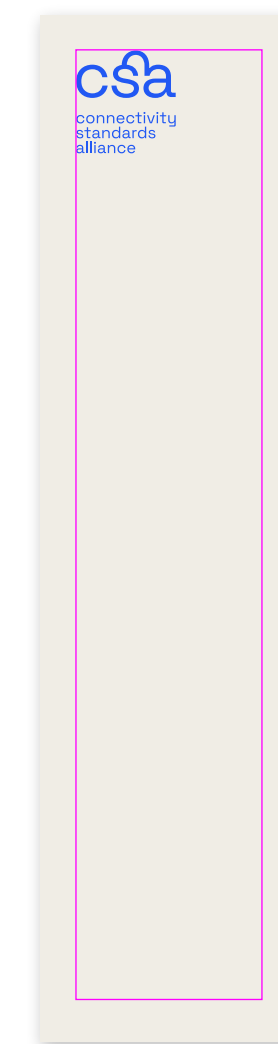
## Do not

Never place the logo on the right-hand side of the collateral, and never separate the monogram from the wordmark.

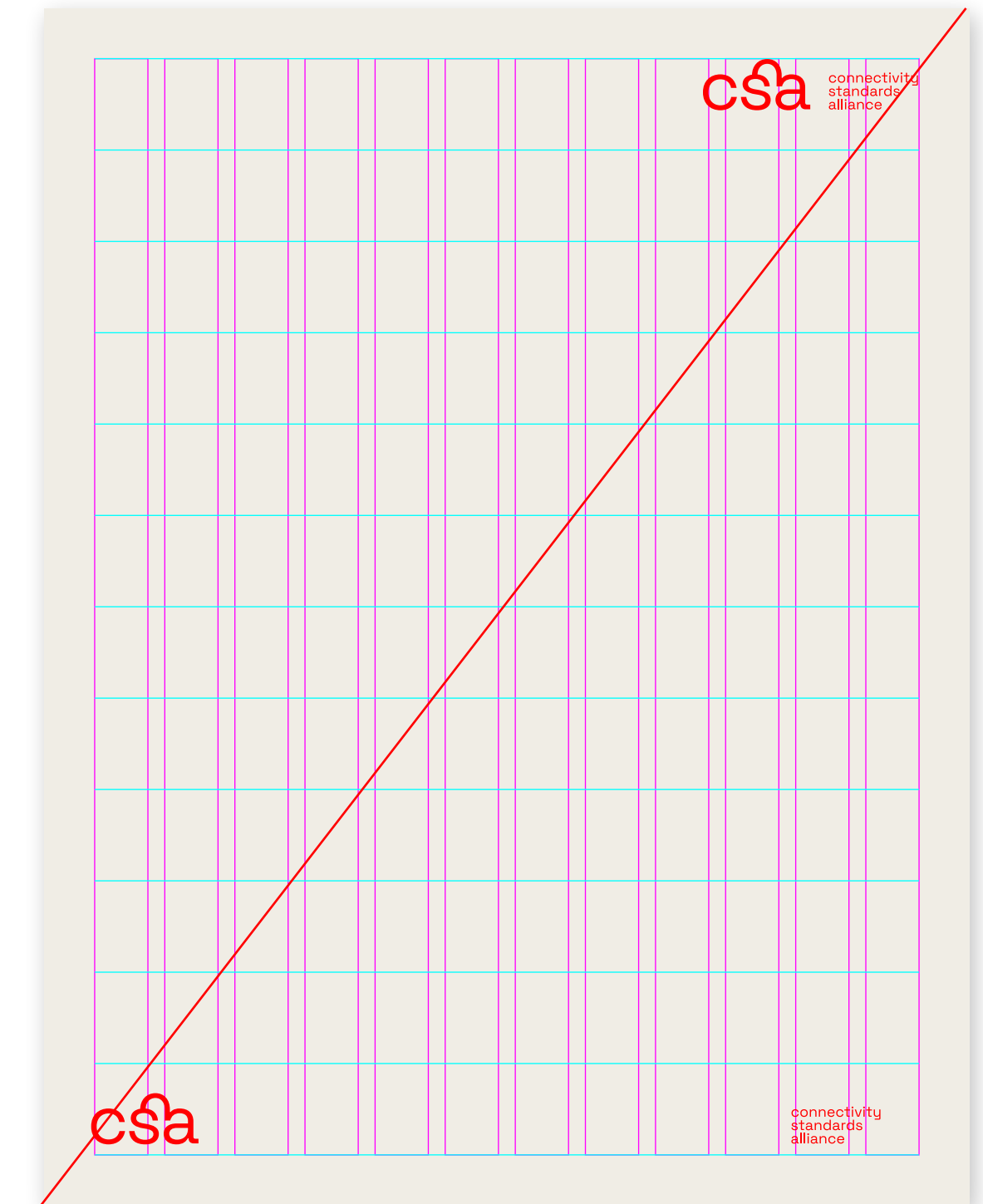
Note: The size or the landmarks may need to be adjusted in some cases, most specifically when the size or proportions of the communication would render the landmarks below minimum size requirements.



Acceptable placements of primary horizontal logo lock-up



Small scale of vertical web banner uses vertical logo lock-up; scale is increased to respect minimum size to ensure legibility



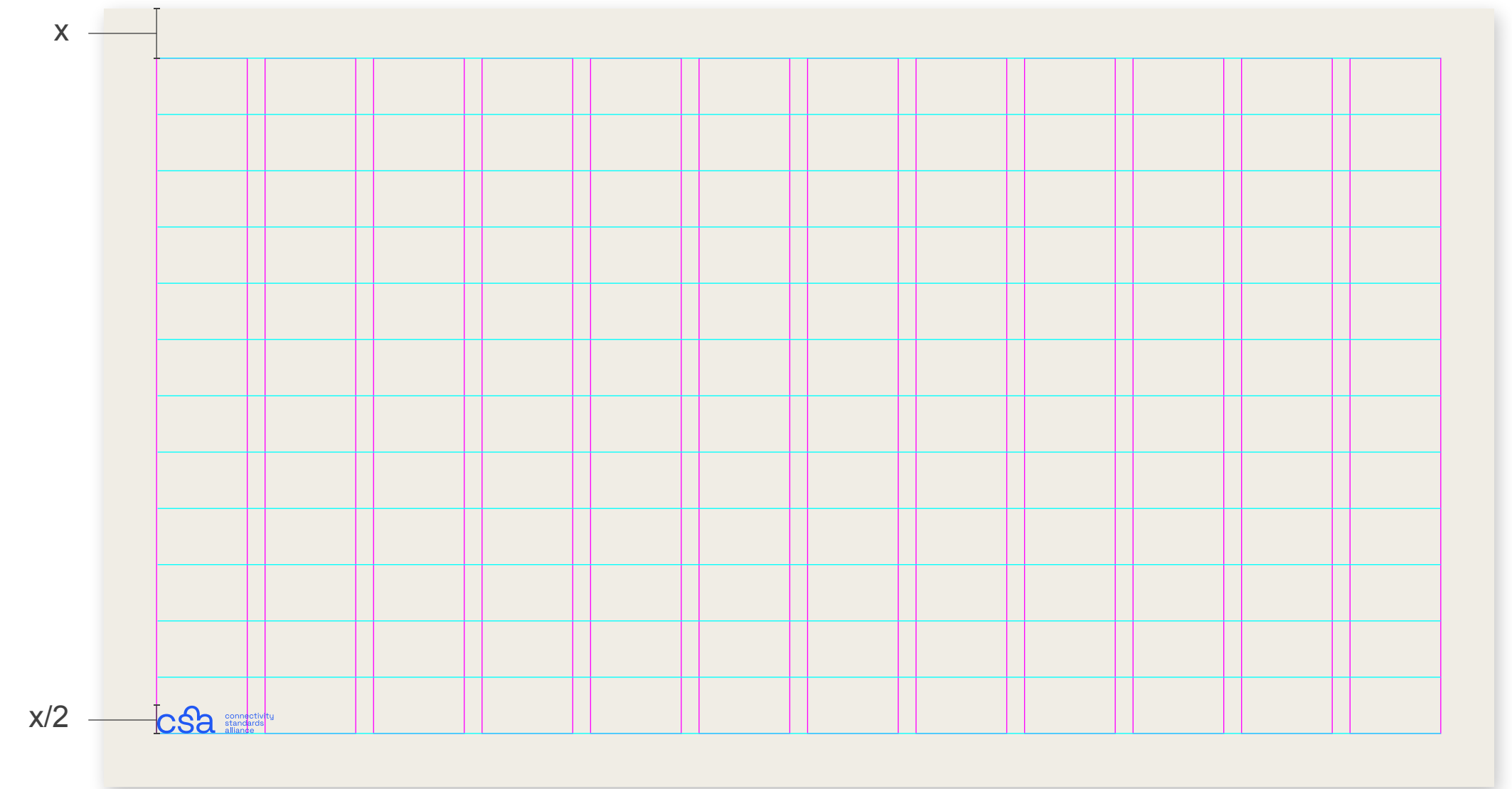
Do not place the logo on the righthand side of collateral  
Do not separate the monogram and wordmark

# Layout exceptions

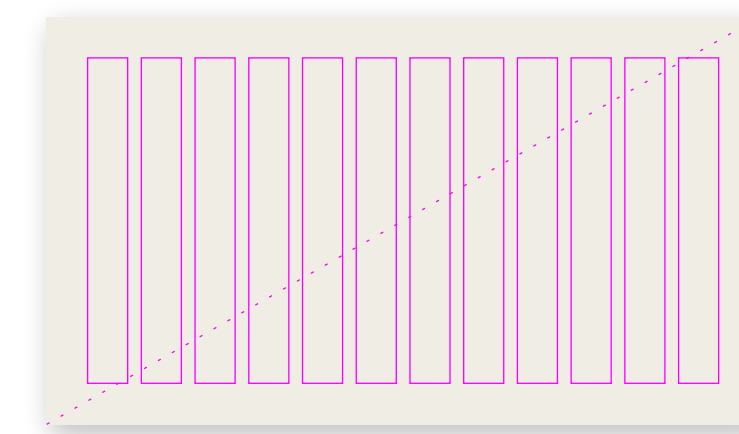
While the following are exceptions to our layout principles, elements should maintain the general intent of our brand system.

1. If the nature of the collateral requires a smaller landmark, for example in a footer, you may use the horizontal logo lock-up at half the height of the top margin,  $x$ .
2. If the collateral is at a diminutive scale that would make the margins very tight and/or the landmark too small, the proportions may be increased such that the margin,  $x$ , is one twentieth of the diagonal.

1. Logo system being used as footer at half the height of the top margin



2. Small scale of business card uses a larger margin proportion of  $1/20$  the diagonal



$$x = \text{diagonal} / 20$$

# Typesetting

The following typesetting guidance is a recommendation to be used as a starting point, and the final typographic specifications may need to be adjusted on a case basis.

## Size:

The size proportions are based on the scale of the body copy, x. Body copy should be at least 7pt in size for legibility. Headlines can be larger in scale than suggested but should maintain a 1/1.1 leading ratio. In general, always set copy left aligned in sentence case. Never use Space Grotesk for lengthy body copy.

## Placement:

Always left-align copy to a grid line. Avoid aligning elements to the wordmark within the logo lock-up. Likewise, do not align copy to any guide that rests over the wordmark in order to avoid the perception of misalignment.

Headline  
Size Assemble  
3.5x pt  
Leading 3.6x pt  
Tracking 0  
Placement Left-aligned to grid after the logo

Subheads  
Size Space Grotesk Regular  
1.5x pt  
Leading 1.6x pt  
Tracking 0  
Placement Subhead is flush-left with headline



Body  
Size Arial Regular  
x pt  
Leading 1.2x pt  
Tracking 0  
Placement Body is top-aligned to subhead

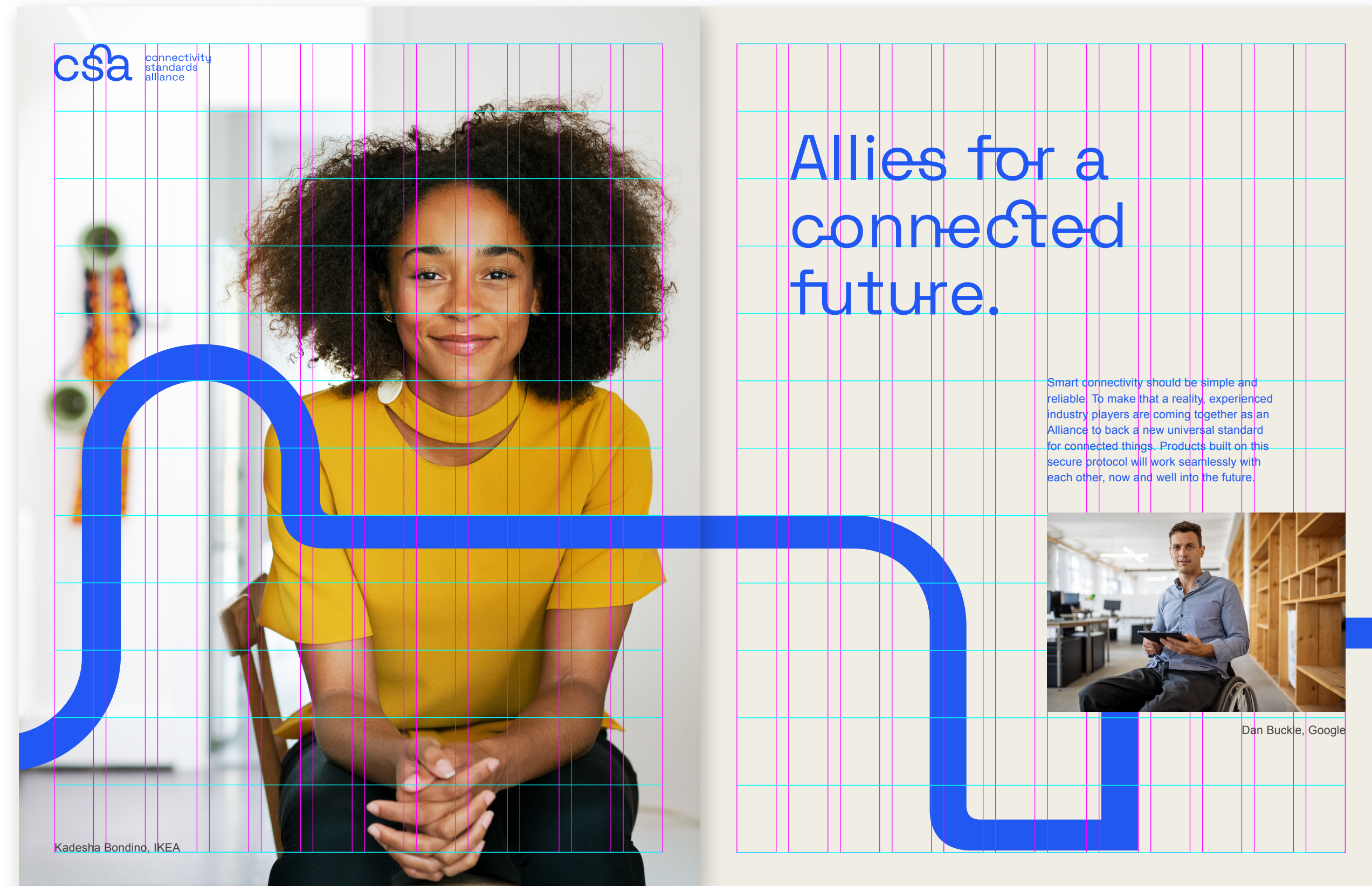
# Adding elements

We use our grid to help place and scale our imagery and the graphic line.

Images can be inset or full bleed. However, if placing behind the logo or text, ensure they are legible by choosing images not being complex, distracting, or low contrast.

Use the graphic line to connect major elements or create movement across a page. The grid lines should help guide placement.

Logo legible over full-bleed image

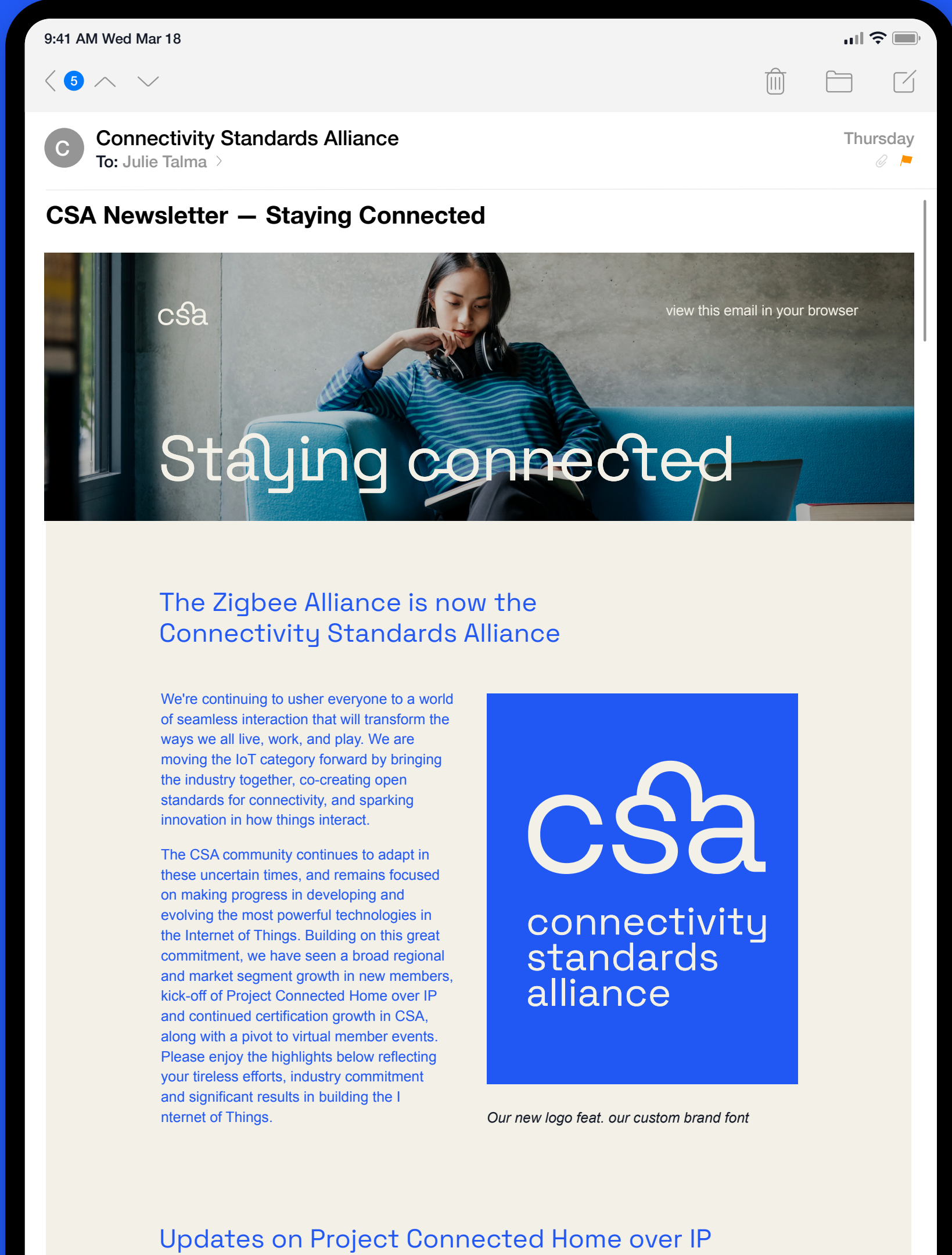


Text aligned to grid

Inset image overlaps graphic line

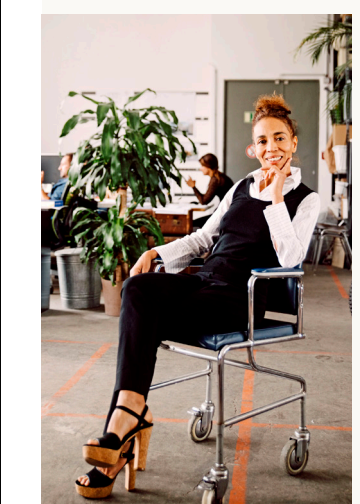
CSA Black used for captions

# Brand in use



Total certifications have continued to increase during 2020. Learn more about our certification process [here](#).  
We look forward to working with you on certifying your products.

## Upcoming Events



**IoT North America Conference**  
September 16, 2020  
Tobin Richardson, Zigbee Alliance CEO will be presenting on 09/16 at 9am CST. For more information you can visit the IoT NA website [here](#)

[Register](#)

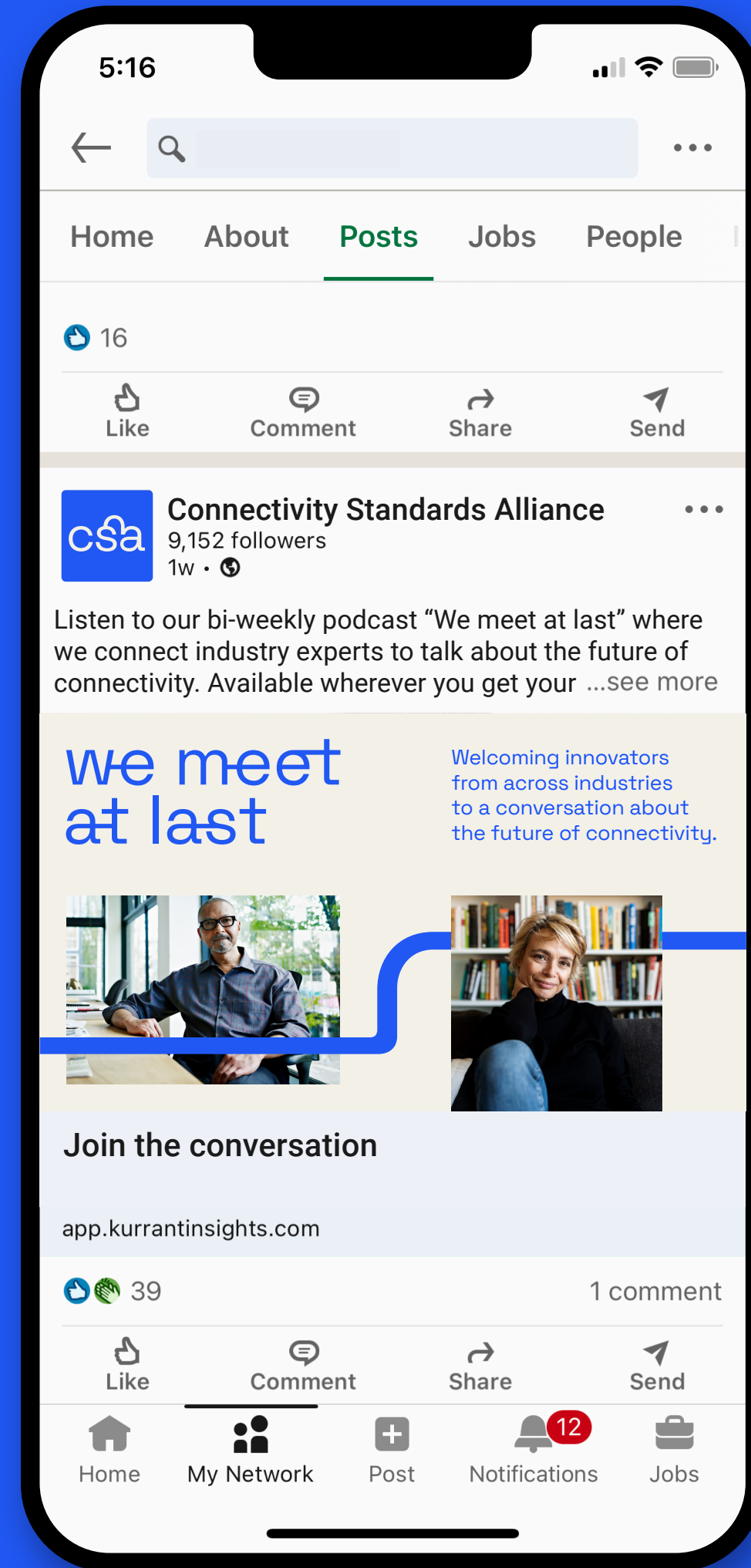
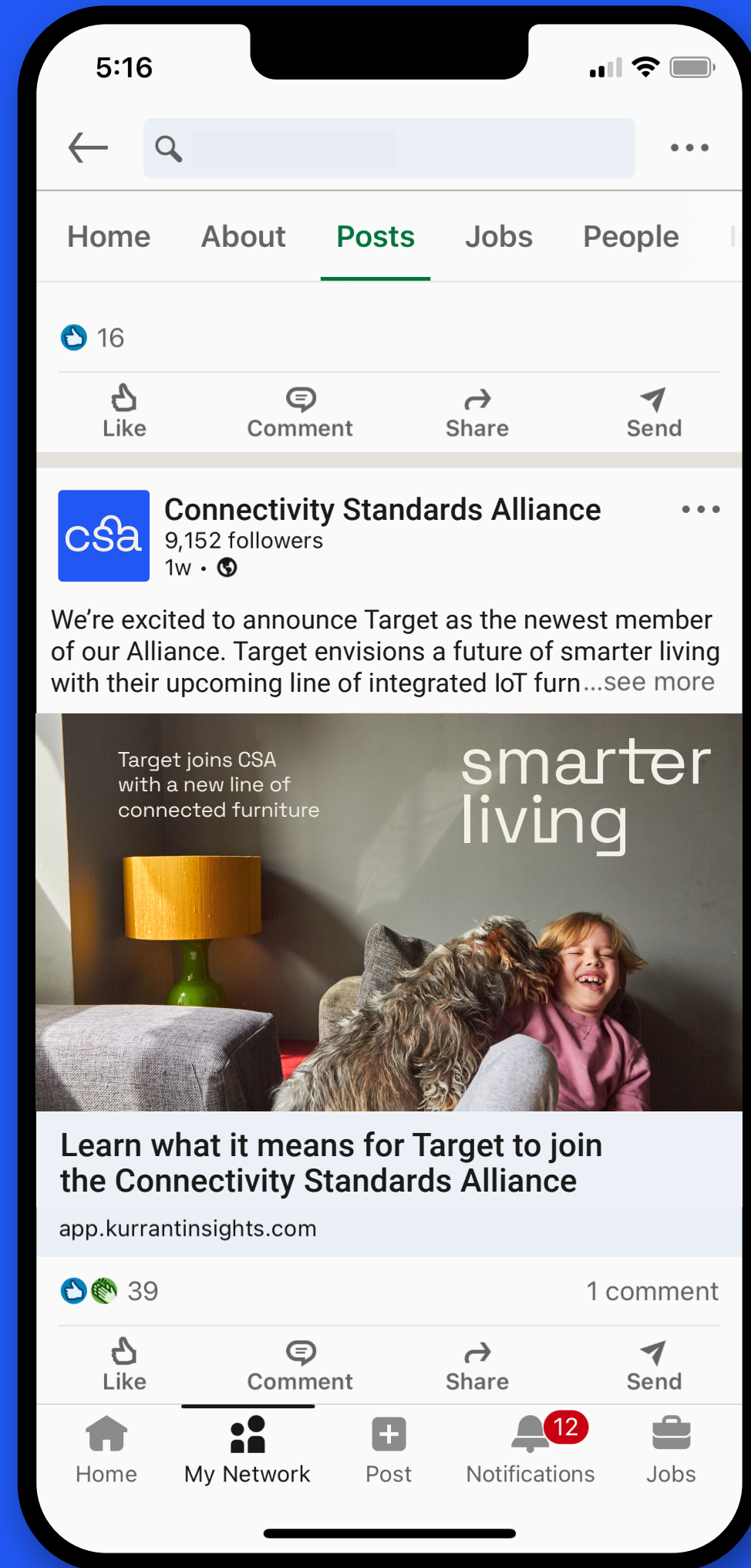
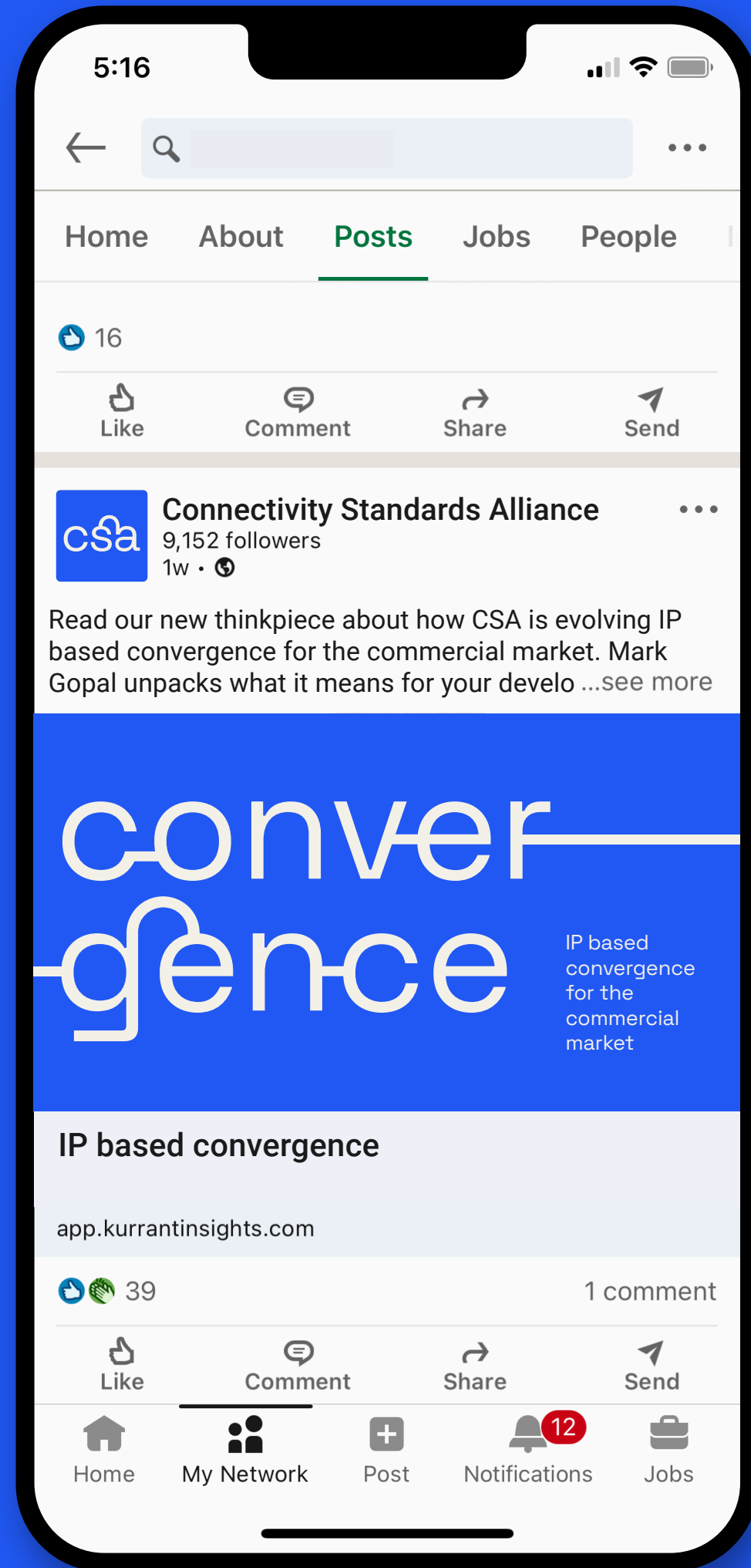
**TechXLR8**  
September 2-3, 2020  
Jon Harros, Director of Certification and Testing programs will be moderating "Dive into the entire ecosystem from beginning to end: Understand core challenges and explore where opportunities lie for IoT"

[Register for free today](#)



Our mailing address is:  
**Connectivity Standards Alliance**  
508 Second Street, Suite 206  
Davis, CA 95616

Add us to your address book  
Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.







# Seamless interaction

What will smart connectivity transform next? Start by looking towards your fellow members. The collaboration enabled by conferences, webinars, and certification programs gives our members a view into where seamless interaction is taking the everyday world.





Welcoming innovators  
from across industries  
to a conversation about  
the future of connectivity.

Listen live every other  
Wednesday @ 10 am

# we meet

# at last



Joshua Wong  
Principal Engineer at Bose



Penelope Jacobs  
VP Product Design at West Elm



CSA - Type Manual

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim  
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facilisi at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi tamesit.



# Got a question?

Contact our Marketing team  
[marketing@csa-iot.org](mailto:marketing@csa-iot.org)