

**The Council for Exceptional Children (CEC)** and its state/provincial units and divisions are dedicated to being the voice and vision of special education. One of the most important ways CEC can ensure its success is to enhance its image through consistent branding. As CEC competes externally for consumers' attention, its image and brand help members and consumers understand who we are and what we have to offer.

The CEC brand supports its critical mission — to improve the quality of life for individuals with exceptionalities and their families through professional excellence and advocacy. CEC's brand also defines who we are — a diverse, vibrant professional community working with others to ensure that individuals with exceptionalities are valued and included in all aspects of life.

In 2000, CEC went through an intensive strategic branding effort to revise its logo and develop guidelines for its consistency.

### **Current Goals of CEC Branding:**

- Heighten public awareness of CEC, its mission, and vision
- Unify CEC's image and name across state/provincial units, divisions, subdivisions, and chapters, creating a stronger awareness as a whole
- Differentiate CEC from competitors
- Clarify our promise to members and consumers
- Make access into new markets easier
- Help the general public understand who we are and what we stand for
- Help fundraising efforts

### **How CEC State/Provincial Units, Divisions, Chapters, and Subdivisions Benefit from Consistent Branding**

Strengthening CEC's brand will yield positive results for all CEC units. Being associated with CEC's known, respected brand increases a unit's perceived value and that of its products, services, and membership. As CEC's brand — and each unit's brand — becomes reinforced in the public's mind, each CEC unit should enjoy increased awareness, membership, publication sales, conference attendance, and so on.

Likewise, CEC benefits by linking our brand with that of each of our state/provincial units, divisions, subdivisions, and chapters. CEC's units have earned a highly respected place in the education community based on their leadership, advocacy, publications, conferences, and other activities. By forming a unified image that is instantly recognizable, we strengthen each other. Consistent use of the CEC brand across the organization will reinforce our brand promise and help ensure our success.



The voice and vision of special education

# CEC Branding Guide

## Graphic Elements



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### Spot Color Version

 CEC Red or PANTONE® 1805

 CEC Blue or PANTONE® 287



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### Process Color / CMYK Version

 C=0 M=91 Y=100 K=23

 C=100 M=68 Y=0 K=12



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### RGB / Web Safe Version

 R=191 G=49 B=26 #BF311A

 R=0 G=83 B=155 #00539B

### CEC Approved Colors



CEC Red



CEC Blue

### Color Usage

The CEC logo must appear in CEC Red and CEC Blue — or in Black, all CEC Blue, or all CEC Red.

Note: In lieu of CEC Red and CEC Blue, you may use PANTONE® 1805 and PANTONE® 287 respectively, the standards for which are shown in the current edition of the PANTONE® Color Formula Guide. The colors shown in this branding guide are not intended to match PANTONE® Color Standards.

### Type and Fonts

The typesetting created for CEC logo has been customized with specific kerning, leading, and scaling, and therefore should not be reset by hand. If you must use an alternate font because of publication restrictions, please do not attempt to typeset the CEC name in a custom font. Simply type the full organization's name using your document's default font, and without any logo graphics.

PANTONE® is a registered trademark of Pantone, Inc.

Only CEC-recognized state/provincial units and divisions may use the CEC logo. The entire graphic, including the logo and slogan, is available from CEC Headquarters. Interested parties should contact **Anna Baker** at [annab@cec.sped.org](mailto:annab@cec.sped.org) or **(703) 264-9468**.

## Slogan

- The CEC logo includes the slogan: "The voice and vision of special education."
- The slogan should be centered under the logo as shown above. With CEC's approval, the slogan may be removed and replaced by a chapter or subdivision name, or withdrawn altogether.

## Colors

- The official colors for the CEC logo are CEC Red (or PANTONE® 1805 Red) and CEC Blue (or PANTONE® 287 Blue). The colors should never be rearranged, changed, screened, or altered in any way, except as listed in this guide.

The approved color options are:

- CEC Red (or PANTONE® 1805 Red) and CEC Blue (or PANTONE® 287 Blue)
- Black only
- CEC Red only (or PANTONE® 1805 Red)
- CEC Blue only (or PANTONE® 287 Blue)
- Reverse print (white on a color background)
- Other solid colors may be used with CEC's approval.



## Fonts

- The logo to the right of the figures has been designed with very specific font settings. The graphic and text should never be rearranged, reconfigured, or altered in any way. The CEC name should not be typeset as part of the logo but instead should always be used in the approved completed formats as supplied.

### Smaller Sizes or Alternate Colors:

Smaller than 1.5" ~ no slogan.

Other solid colors may be used with CEC's approval.



### Size and Alternate Colors

- If the logo is 1.5" or larger, it must include the CEC slogan (*The voice and vision of special education*). If the logo is smaller than 1.5," the slogan should be omitted. As a visual test and when it is used, the slogan must be clearly legible.
- The logo should never be printed smaller than ½" in size.
- There is no maximum size limit for the logo use, although the logo should never appear distorted, fuzzy, or unreadable.
- The CEC logo should be prominent while maintaining the graphic integrity of the piece on which it is displayed.

## Standard Color Treatments

CEC Red (or PANTONE® 1805) & CEC Blue (or PANTONE® 287)



Black



CEC Blue (or PANTONE® 287) Only



White on Black or Color Background



White on CEC Blue (or PANTONE® 287)



## Other Specifications

- The CEC logo may not be combined with any logo other than those of officially recognized CEC state/provincial units and divisions.
- Association, corporate, government, and other sponsors and partners, please contact **Joan Melner** at [joanm@cec.sped.org](mailto:joanm@cec.sped.org) or (703) 264-9405.

## Guidelines for State/Provincial Unit, Division, Chapter, and Subdivision Logos

- Please read the general usage guidelines first. All guidelines are applicable in addition to the following.
- In the case of product or other type of endorsements by state/provincial units, divisions, chapters, or subdivisions, CEC's logo or name may not be used without explicit permission from CEC.
- Officially recognized CEC units may use a "combo" logo. Samples of the "combo" logo appear to the right with the unit name typeset next to the CEC brand. State and provincial units' names are typeset differently than divisions' names.
- The CEC "combo" logo featuring units' names should be displayed on all print materials, including stationery, publications, brochures, advertisements, and conference programs, as well as on the Web. New products should incorporate the logo and slogan. When old stationery and materials become depleted, the replacements should incorporate the logo and slogan.
- When multiple logos must appear on a document, the unit logo may be separated from the CEC logo (as in a masthead), with the "combo" logo appearing at the bottom of the page.
- When using a single logo, such as on a Web site, the "combo" logo should be used.
- "Combo" logos may be created using the actual brand of the state/provincial unit or division, equalizing the size between the logos, centering the slogan underneath the logos, and organizing them as they appear here.
- When typesetting division, subdivision, state, provincial, or chapter names, use only the fonts specified at right.
- Chapters and subdivisions may use the general CEC logo according to the guidelines. Contact CEC for further clarification.

## Divisions & Subdivisions



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**Division Name**  
**Futura Bold Italic Font**  
**Left Justified**

Subdivision Name (Myriad Pro Regular Font)

## State & Provincial Units (SPUs)



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**BRITISH COLUMBIA** ALL CAPS

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**STATE/PROV NAME**  
**FUTURA BOLD CAPS**  
**LEFT JUSTIFIED**

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## Chapters



**STATE/PROV NAME**  
**FUTURA BOLD CAPS**  
**LEFT JUSTIFIED**

Chapter Name (Myriad Pro Regular Font)

## Branding Nomenclature

To ensure consistency in name usage, CEC policies prescribe the following nomenclature. Please review the use of your state/provincial unit, chapter, division, or subdivision name, and ensure that it meets these guidelines in all your communications channels. We also encourage our units and divisions to review their social media channels (such as Facebook, Twitter, etc.), in particular.

### In General

- “Federations” are no longer used.
- “Canadian CEC” and “CCEC” are no longer used.
- “Student CEC” and “SCEC” are no longer used.
- “Units” are dedicated to the state/provincial affiliates and divisions of CEC and should not be used to identify subdivisions or chapters.
- “Caucuses” are not official bodies of CEC and therefore, may not use the name “CEC” when referencing their caucus.

### Divisions

#### DIVISION of the CEC

- DLD of the CEC
- Division for Learning Disabilities of the Council for Exceptional Children

### Subdivisions

#### STATE + DIVISION NAME

- NY DLD
- New York DLD
- New York Division for Learning Disabilities

### States

#### STATE + CEC

- NY CEC
- New York CEC

### Provinces

#### PROVINCE + CEC

- BC CEC
- British Columbia CEC

### Chapters

#### COLLEGE NAME + CEC + Chapter #

- ASU CEC Chapter #0455
- Arizona State University CEC Chapter #0455
- *Please note: SCEC/Student CEC no longer exists.*



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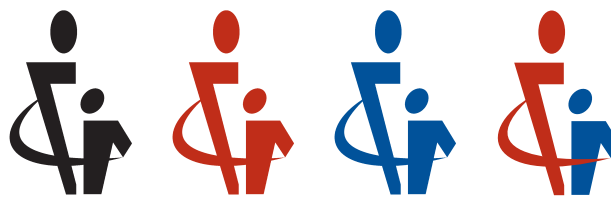
#### Questions?

Anna Baker  
[annab@cec.sped.org](mailto:annab@cec.sped.org)  
(703) 264-9468

Joan Melner  
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### Icon Tints

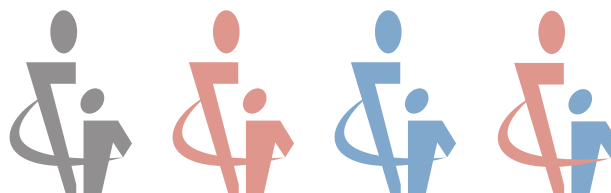
It is acceptable to use the **CEC Icon** as a stand-alone image, watermark, or accent graphic, either by itself or as part of a background pattern.



▲ 100 %



▲ 75 %



▲ 50 %



▲ 25 %



▲ 15 %

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