CES®

Powered by The Consumer Technology Association®

Logo Guidelines

2026

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 CES logo.

Color Variations

Full Color

White

Size Contraints

w/o Tagline

To protect the legibilty of the CES tagline, use the full color or white version of the CES logo without the tagline in small format applications, when the tagline can not be included such as social media posts or on signage at a height where the tagline won't be legible.

Color Palette

Deep Blue
C100 M93 Y33 K26
Pantone 2768
R34 G40 B89

Vibrant Blue
C57 M0 Y16 K0
Pantone 306
R13 G253 B253

Vibrant Lime
C22 M0 Y80 K0
Pantone 380
R221 G255 B90

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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. Users must properly credit the marks and follow the guidelines below.

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. This permission expires automatically 30 days after the close of the current show. All rights not expressly granted are reserved by CTA.

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 2027.”

Permissible Use: Exhibitors and media may use the CES Marks to refer to their official participation in, or coverage of, the current CES show. Exhibitors may use the marks in non-paid communications and promotional materials directly related to the show; use in paid advertising requires CTA's prior written approval. Media may use the marks solely for editorial coverage of the show — not for advertising, sponsored content, native advertising, or any other commercial or promotional use, whether or not it appears alongside editorial coverage. All use must follow CTA's brand guidelines.

Prohibited Use:

- Do not modify, alter, animate, or create derivative versions of the CES Marks, or combine them with any other words, marks, or designs to create a composite or lock-up.
- Do not use the CES Marks in a way that (1) confuses CTA, CES, or any CES Mark with another brand; (2) uses the term generically; (3) indicates sponsorship, endorsement, or association with or by CTA, CES, or any CES Mark without CTA’s prior written permission; or (4) disparages or damages the reputation of CTA, CES, or any CES Mark.
- Do not use the CES Marks on any product, merchandise, or packaging, or in Internet domain names, or any social media account or handle, unless you are currently contracted with CTA for services or event partnerships and have approval from CTA. Contracted CES exhibitors may create subpages on their own websites to promote their CES participation.
- Do not register, or attempt to register, any CES Mark or any mark confusingly similar to a CES Mark, anywhere in the world.

Quality Control: CTA actively protects its intellectual property rights. CTA reserves the right to review any use of the CES Marks and to disallow, suspend, or revoke any use that does not conform to these terms or CTA’s brand guidelines, or that CTA determines is detrimental to its interests. CTA may, at its discretion, notify a non-conforming user and provide an opportunity to correct the issue, but is not required to do so before taking action.

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CTA™

Consumer Technology Association, producer of CES®

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