

# CBA Brand



Date: June 21, 2019

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## **Brand Identity**

What is a brand identity? A brand identity is the fundamental style, quality, character, and personality that distinguishes one company from all others—this means a logo, color scheme, and design style on books, letterheads, envelopes, e-mails, fax communications, etc. It is important that all CBA/CTBI staff and bar leaders understand the use of the CBA/CTBI brand and the importance of its consistent appearance and correct usage in all CBA/CTBI communications. By following these branding guidelines, you will be helping to support one of CBA’s most important assets—its brand.

## **Logo Guidelines**

The CBA logo is one of our most important assets. Treat it with care and it will ensure the integrity of our identity and ensure brand consistency. Do not modify the architecture of the logo in any way. This will diminish its impact.

The CBA logo consists of a graphical image featuring a two-color arch design and a type treatment of the words “Connecticut Bar Association” rendered in ITC Cheltenham Book Italicized font. The arch symbolizes the CBA’s stature as a comprehensive, inclusive association that welcomes lawyers of all practice areas who share a commitment to strengthening the justice system in Connecticut.

The CBA’s address and phone number are not part of the logo design. Lines and other images should not be placed directly underneath or in proximity to the logo design.

**All uses of the CBA logo shall be subject to review and approval by communications staff. E-mail [communications@ctbar.org](mailto:communications@ctbar.org) to request approval.**

