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.
What will smart connectivity transform next? Start by looking towards your fellow members. The collaboration enabled by the CSA alliance has paved the way to a conversation about the future of connectivity.

Wednesday @ 10 am
Welcoming innovators from across industries to a conversation about the future of connectivity.

Paving the way
Penelope Jacobs, VP Product Design at West Elm
Joshua Wong, Principal Engineer at Bose

Note: Images are for reference only
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.

Brand strategy
pages 5-10

Brandmarks
pages 11-14

Typography
pages 15-16

Color
pages 17-19

Imagery
pages 20-21

Iconography
pages 22-23

Putting it together
pages 24-29

Brand in use
pages 30-37

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

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

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

Examples
- simplifying and harmonizing the IoT
- bringing together industry to transform the IoT

Collaboration
Enabling a community with unprecedented collaboration

Examples
- building a better, more connected world together

Competitive Edge
Ensuring members stay ahead

Examples
- becoming the foundation and future of the IoT
- spurring market growth overall and business growth for our members

Concrete Action
Improving the state of the IoT today

Examples
- creating standards that matter
- addressing barriers to IoT growth and adoption

Influence
Shaping the future of the IoT

Examples
- making the IoT more secure, accessible, and usable
- demonstrating diversity, equity, and inclusion in our work

Trust
Enabling responsible, ethical IoT

Examples
- 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

Brand Guidelines

Version: 1.0

Brand strategy

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

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.

Sharp

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

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.

<table>
<thead>
<tr>
<th>Personality Traits</th>
<th>Sharp</th>
<th>Inviting</th>
<th>Curious</th>
</tr>
</thead>
</table>
| Voice Tactics      | - 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  
|                    | - 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  
|                    | - 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  

Brand Guidelines  
Version: 1.0  
Brand strategy  
Note: Images are for reference only and NOT licensed for commercial use.
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.

Smart connectivity should be simple and reliable. To make that a reality, experienced industry players are coming together as an Alliance to back a new universal standard for connected things. Products built on this secure protocol will work seamlessly with each other, now and into the future.

Dan Buckle, Google

Kadesha Bondino, IKEA

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

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

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.
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.
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.
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

**CSA Ivory**

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

**White**

- CMYK: 0, 0, 0, 95
- RGB: 64, 64, 64
- HEX: #404040
- Pantone: Black 7 C
Assemble Headline

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.

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

Note: Images are for reference only and NOT licensed for commercial use.
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 qualifies are required for an image of each type, and when to use them, is key to keeping our imagery on brand.
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
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.
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 brandmark 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 brandmark 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 brandmark 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 brandmarks may need to be adjusted in some cases, most specifically when the size or proportions of the communication would render the brandmarks below minimum size requirements.
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 brandmark, 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 brandmark 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

Note: Images are for reference only and NOT licensed for commercial use.
The Alliance is uniting the tech industry like never before. Smart connectivity should be simple and reliable. To make that a reality, experienced industry players are coming together as an Alliance to back a new universal standard for connected things. Products built on this secure protocol will work seamlessly with each other, now and well into the future.

<table>
<thead>
<tr>
<th>Typesetting</th>
<th></th>
</tr>
</thead>
</table>

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 in 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.

<table>
<thead>
<tr>
<th>Subheads</th>
<th>Space Grotesk Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>1.5x pt</td>
</tr>
<tr>
<td>Leading</td>
<td>1.6x pt</td>
</tr>
<tr>
<td>Tracking</td>
<td>0</td>
</tr>
<tr>
<td>Placement</td>
<td>Subhead is flush-left with headline</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Headline</th>
<th>Assemble</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>3.5x pt</td>
</tr>
<tr>
<td>Leading</td>
<td>3.6x pt</td>
</tr>
<tr>
<td>Tracking</td>
<td>0</td>
</tr>
<tr>
<td>Placement</td>
<td>Left-aligned to grid after the logo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Body</th>
<th>Arial Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>x pt</td>
</tr>
<tr>
<td>Leading</td>
<td>1.2x pt</td>
</tr>
<tr>
<td>Tracking</td>
<td>0</td>
</tr>
<tr>
<td>Placement</td>
<td>Body is top-aligned to subhead</td>
</tr>
</tbody>
</table>

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

Use the graphic line to connect major elements or create movement across a page. The grid lines should help guide placement.
We’re continuing to usher everyone to a world of seamless interaction that will transform the ways we all live, work, and play. We are moving the IoT category forward by bringing the industry together, co-creating open standards for connectivity, and sparking innovation in how things interact.

The CSA community continues to adapt in these uncertain times, and remains focused on making progress in developing and evolving the most powerful technologies in the Internet of Things. Building on this great commitment, we have seen a broad regional and market segment growth in new members, kick-off of Project Connected Home over IP and continued certification growth in CSA, along with a pivot to virtual member events.

Please enjoy the highlights below reflecting your tireless efforts, industry commitment and significant results in building the Internet of Things.

The Zigbee Alliance is now the Connectivity Standards Alliance

Updates on Project Connected Home over IP

The Project Connected Home over IP Working Group continues to progress in its development efforts. To date, the initiative is supported by:

- Three Project Connected Home over IP sub-groups with 25 + subcommittees
- 125 + member organizations (of all sizes, across a range of business categories)
- 1,120 + individual members who bring passion, patience and expertise to each conversation

For more information visit https://www.connectedhomeip.com. If you would like to join the Working Group efforts please reach out to help@zigbee.org to join the effort.

In addition, the Project Connected Home over IP GitHub repository is now available to the public at https://github.com/project-chip/connectedhomeip. Development continues and contributions are welcome. The repository will be finalized later this year.

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.

Register for free today

TechXLR8
September 2-3, 2020
Jon Heres, 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

Total certifications have continued to increase during 2020. Learn more about our certification process.

We look forward to working with you on certifying your products.
Read our new thinkpiece about how CSA is evolving IP-based convergence for the commercial market. Mark Gopal unpacks what it means for you to develop...see more.

We're excited to announce Target as the newest member of our Alliance. Target envisions a future of smarter living with their upcoming line of integrated IoT furniture. Learn what it means for Target to join the Connectivity Standards Alliance app.kurrantinsights.com

Join the conversation

Listen to our bi-weekly podcast "We meet at last" where we connect industry experts to talk about the future of connectivity. Available wherever you get your...see more.

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

Join the conversation

app.kurrantinsights.com
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
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.

Joshua Wong
Principal Engineer at Bose

Penelope Jacobs
VP Product Design at West Elm

Paving the way towards seamless connectivity.
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.
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

Joshua Wong
Principal Engineer at Bose

Penelope Jacobs
VP Product Design at West Elm
Got a question?

Contact our Marketing team
marketing@csa-iot.org