Brand Guidelines

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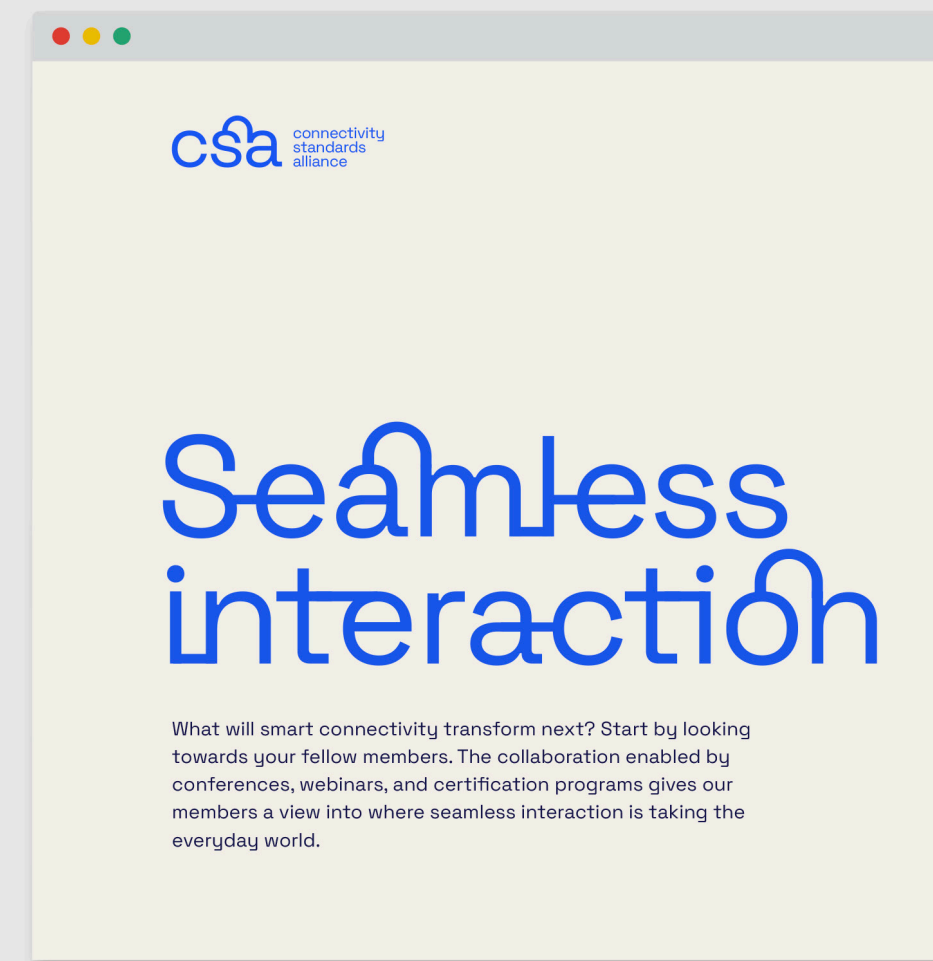
We are the Connectivity Standards Alliance, and we're ushering our Members and the market into a world of seamless interaction that will transform the way we all live, work, and play.

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

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

together

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.

Veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi familias.

invent   invite   ignite

csa connectivity standards alliance

Paving the way towards seamless connectivity

csa connectivity standards alliance

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.

csa connectivity standards alliance

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

Listen live every other Wednesday @ 10 am

we meet at last

csa connectivity standards alliance

Joshua Wong
Principal Engineer at Bose

Penelope Jacobs
VP Product Design at West Elm

contents

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 logo in the footer.

Brand strategy

csa
connectivity
standards
alliance

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.

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

Brand strategy

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

6

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 grown 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

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

Brand strategy

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

7

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.

csa
connectivity
standards
alliance

Brand Guidelines

Version: 1.2

Brand strategy

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

8

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

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

Brand strategy

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

9

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.
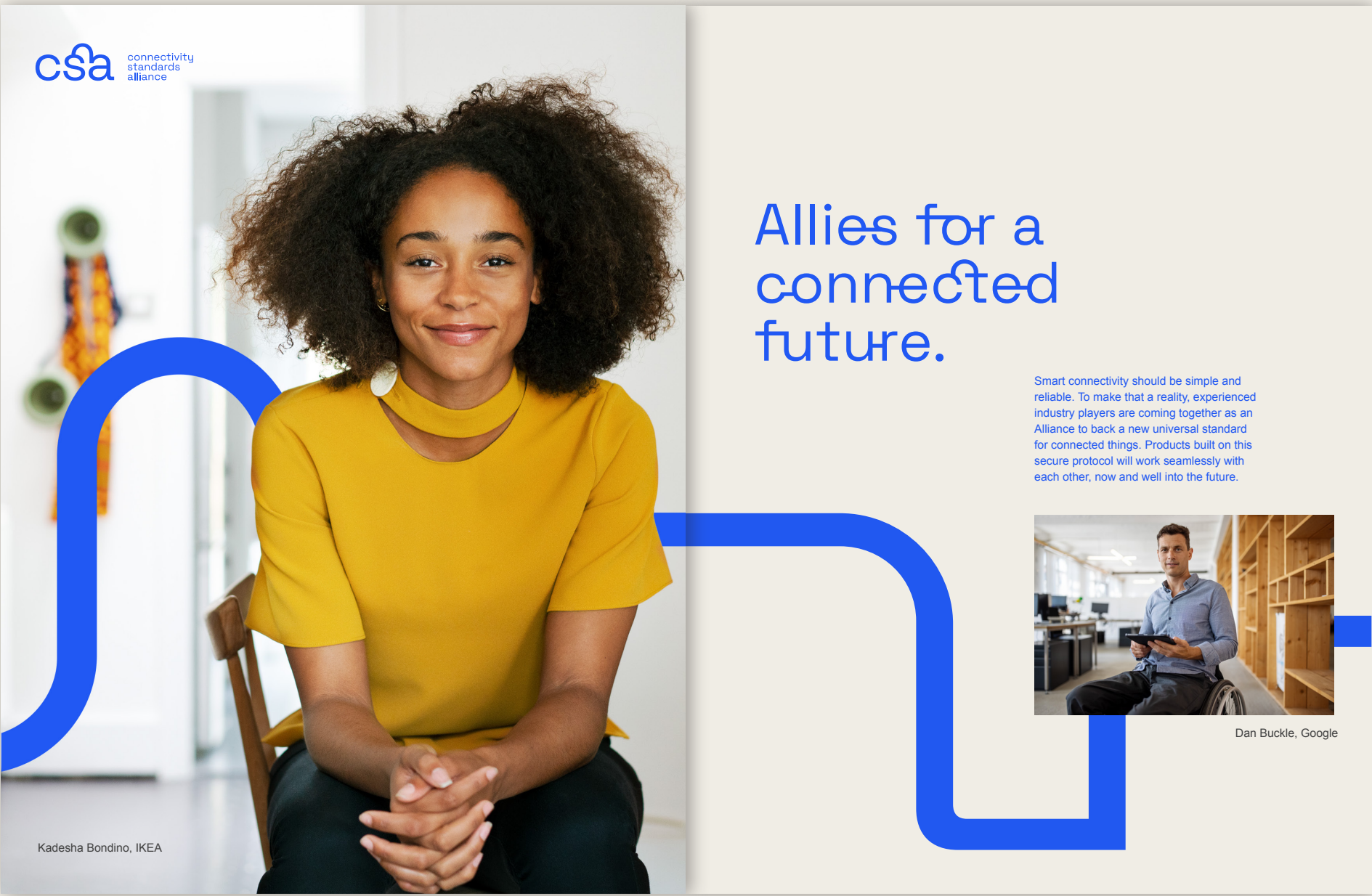
Personality
Traits

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 Super-connector—inspired by the ligatures of our typeface—endlessly progresses through our collateral, connecting elements, and leading the viewer

csa connectivity standards alliance

Allies for a connected future.

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.

Dan Buckle, Google

Kadesha Bondino, IKEA

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

Brand strategy

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

10

Brandmarks

csa
connectivity
standards
alliance

Brand Guidelines

Version: 1.2

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

11

Our logo lock-up

Our logo lock-up is a specific arrangement of our 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 wordmark.

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

4X   4X

4X   4X

X

Print 1.4 in
Screen 246 px

csa connectivity standards alliance

Vertical Logo Lock-Up

4X   4X

X

4X   4X

csa connectivity standards alliance

Print .55 in
Screen 104 px

csa connectivity standards alliance

csa connectivity standards alliance

Brand Guidelines   Version: 1.2   Brandmarks

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

12

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 the logo lock-up.

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

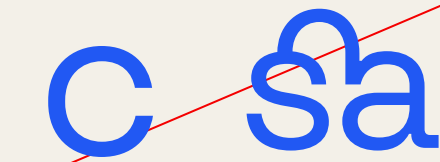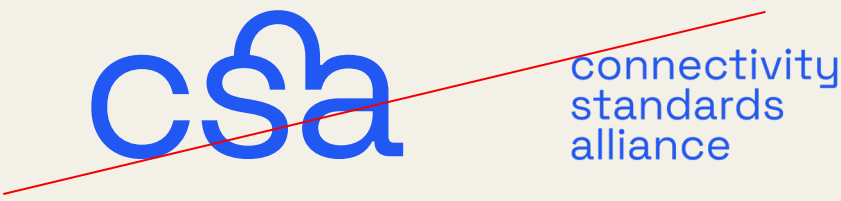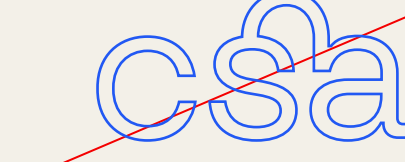Note: Images are for reference only and NOT licensed for commercial use.

Typography

csa
connectivity
standards
alliance
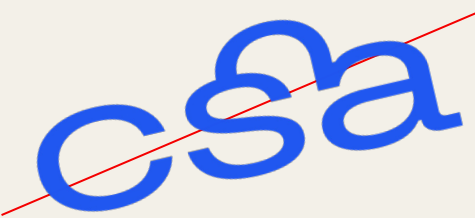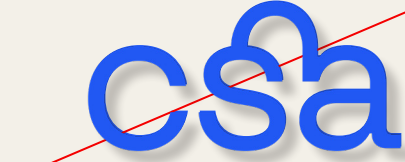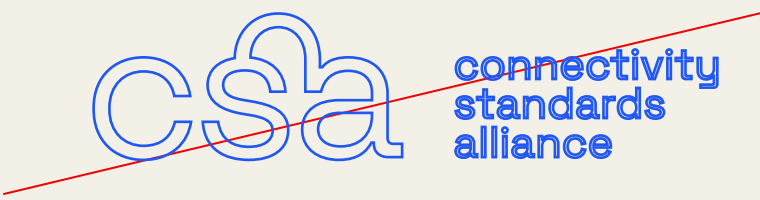
Secondary typefaces

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

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

Typography

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

15

Color

csa
connectivity
standards
alliance

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.

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% |

csa connectivity standards alliance
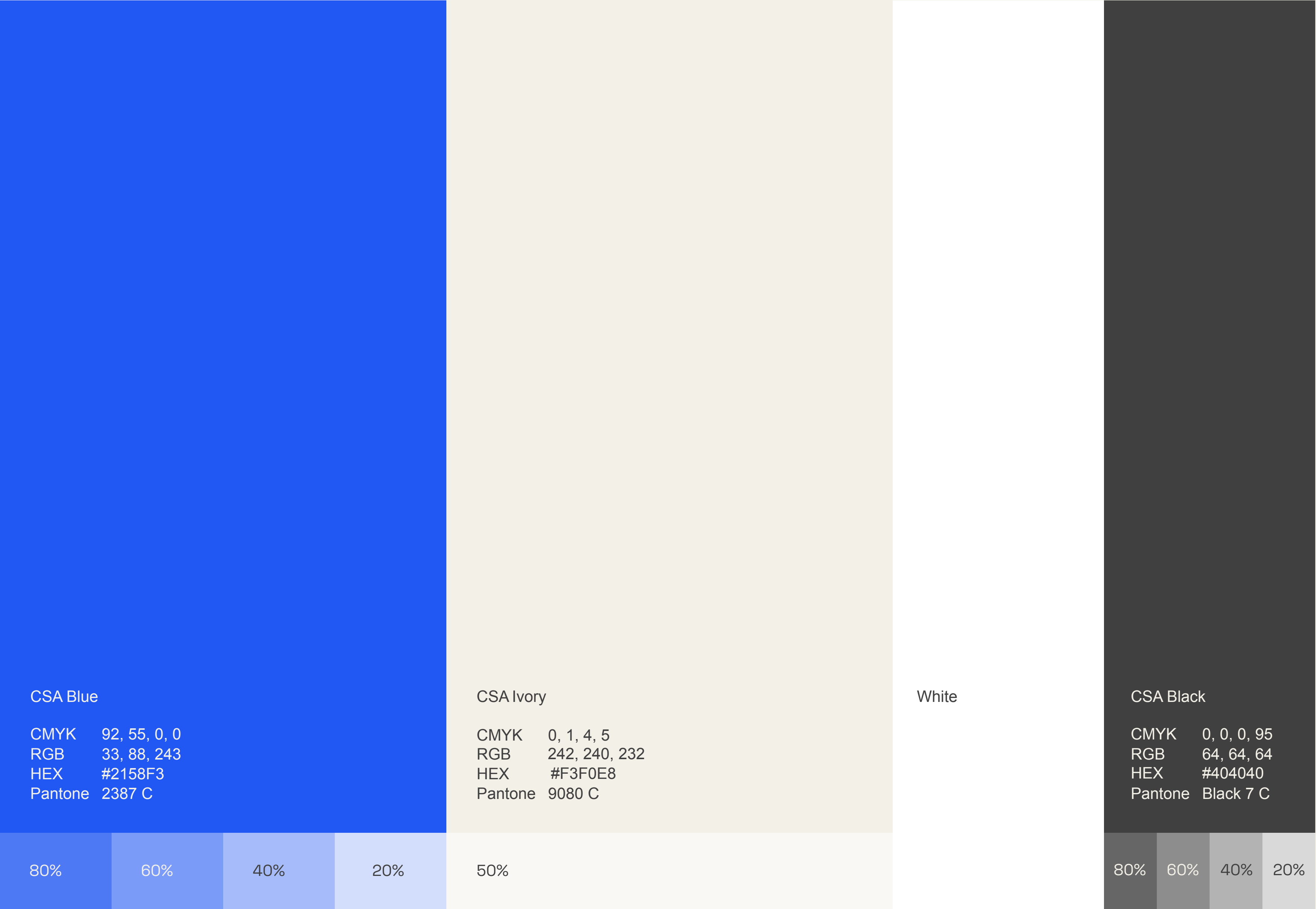
Color application

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
connectivity standards alliance

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
connectivity standards alliance

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
connectivity standards alliance

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

csa
connectivity
standards
alliance

Iconography

csa connectivity standards alliance

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.
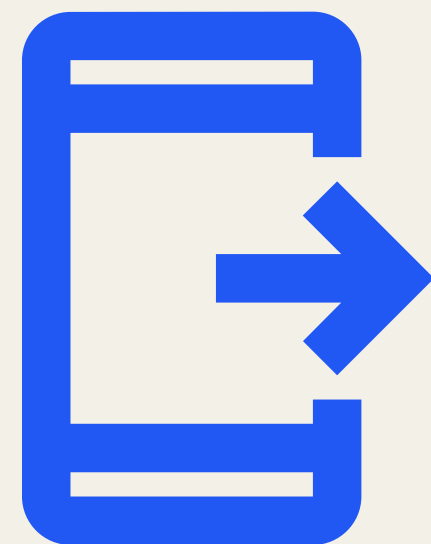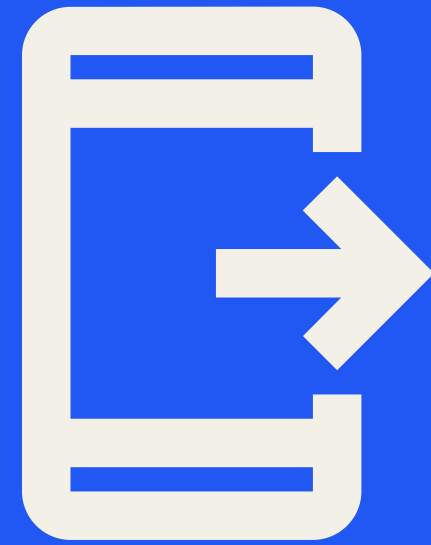
csa connectivity standards alliance
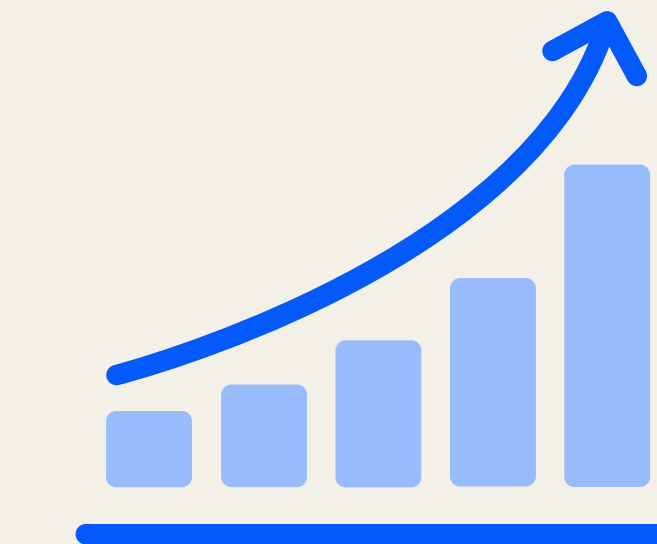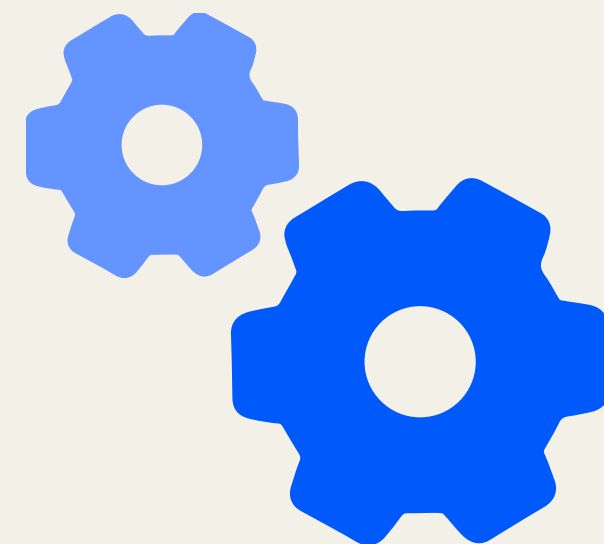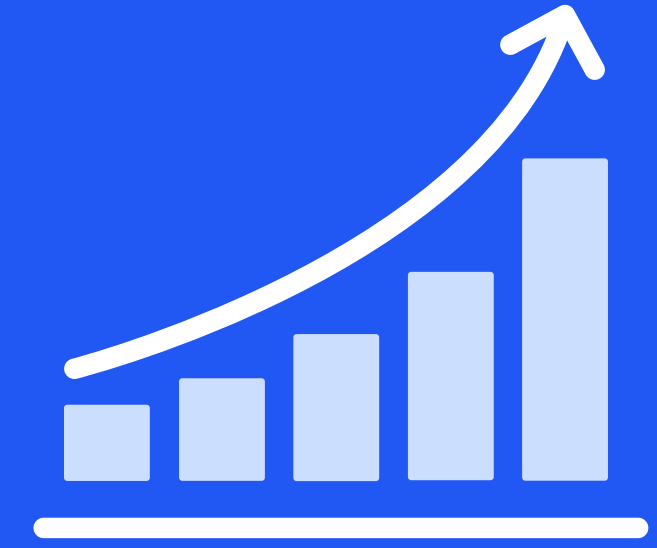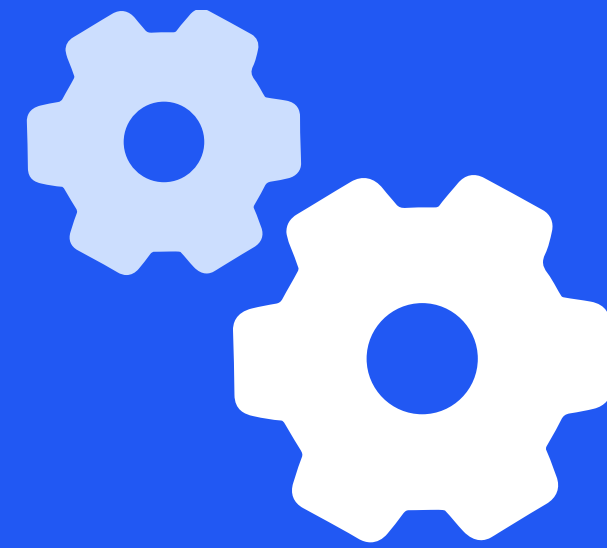
Iconography

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

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

Putting it together

csa
connectivity
standards
alliance

Brand Guidelines

Version: 1.2

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

24

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 = diagonal / 30

x   x/3   x
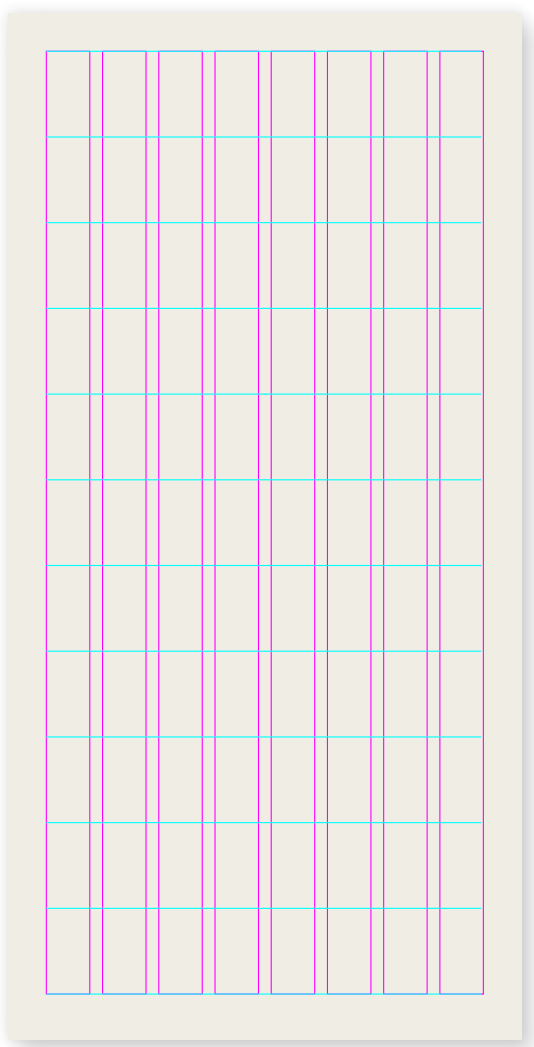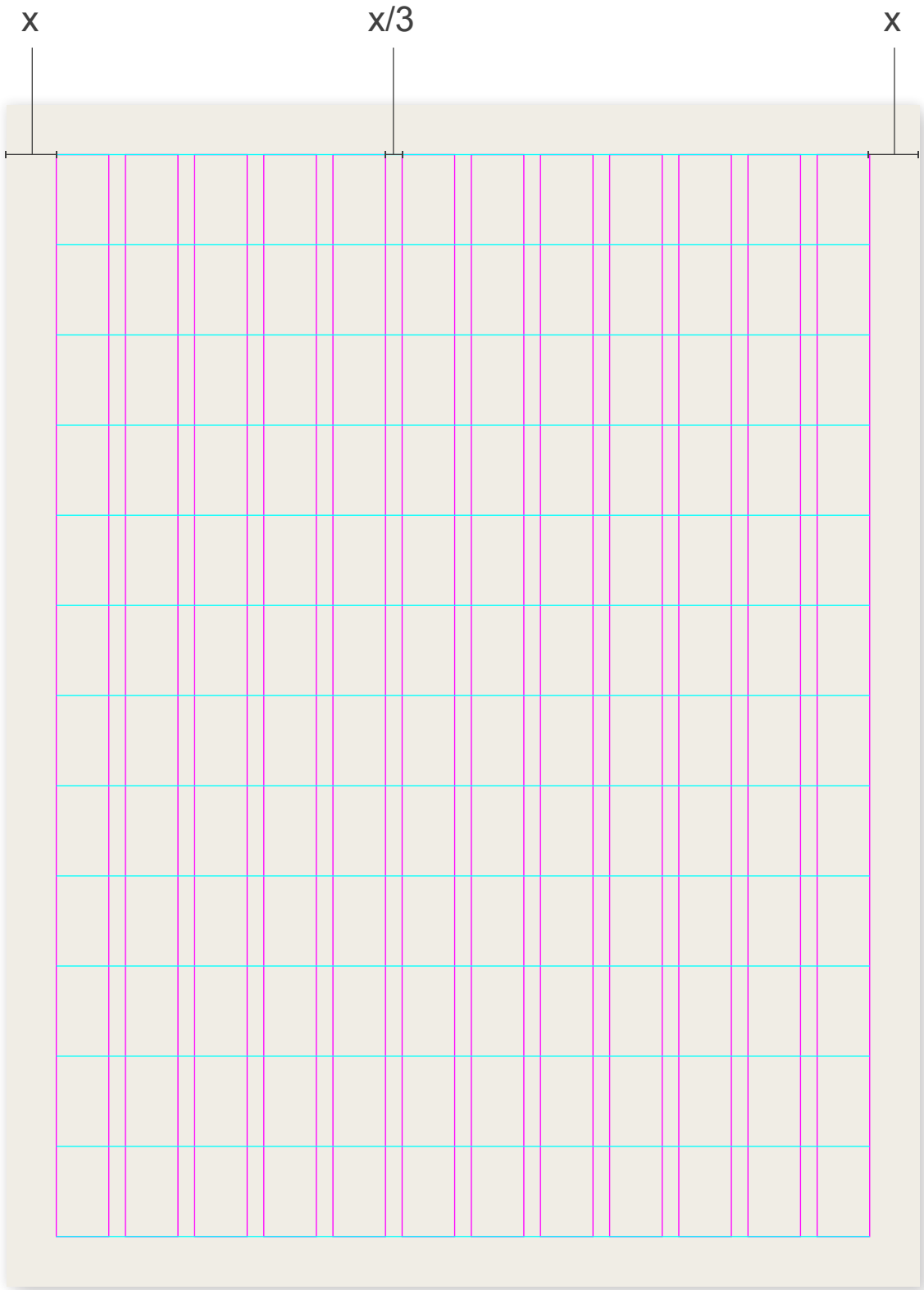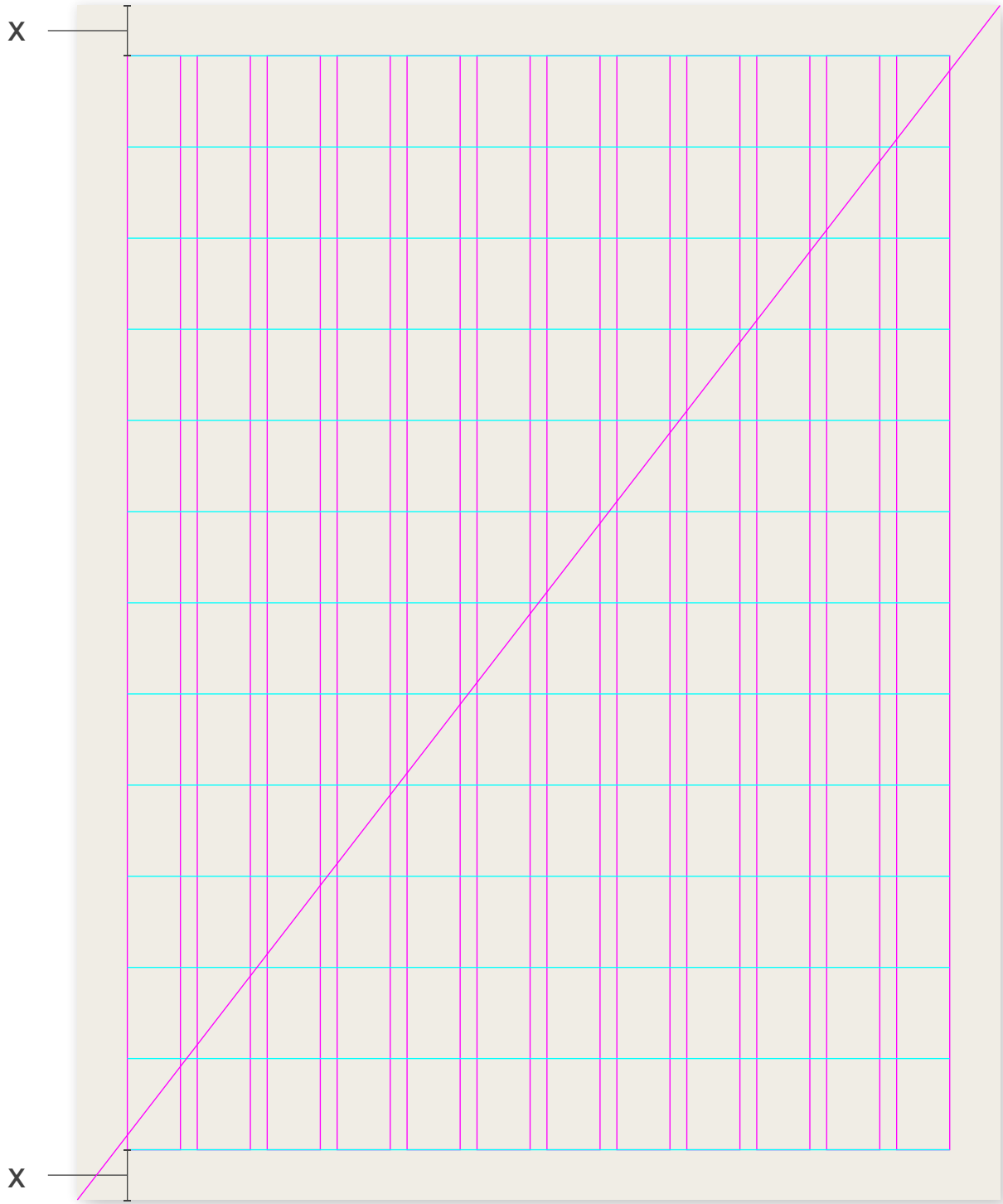
8 column grid for extreme vertical formats

connectivity standards alliance

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 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.
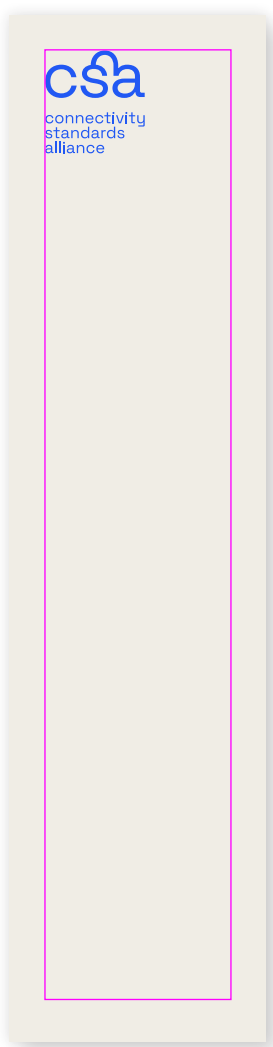
Do not
Never place the logo on the right-hand side of the collateral.

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.

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
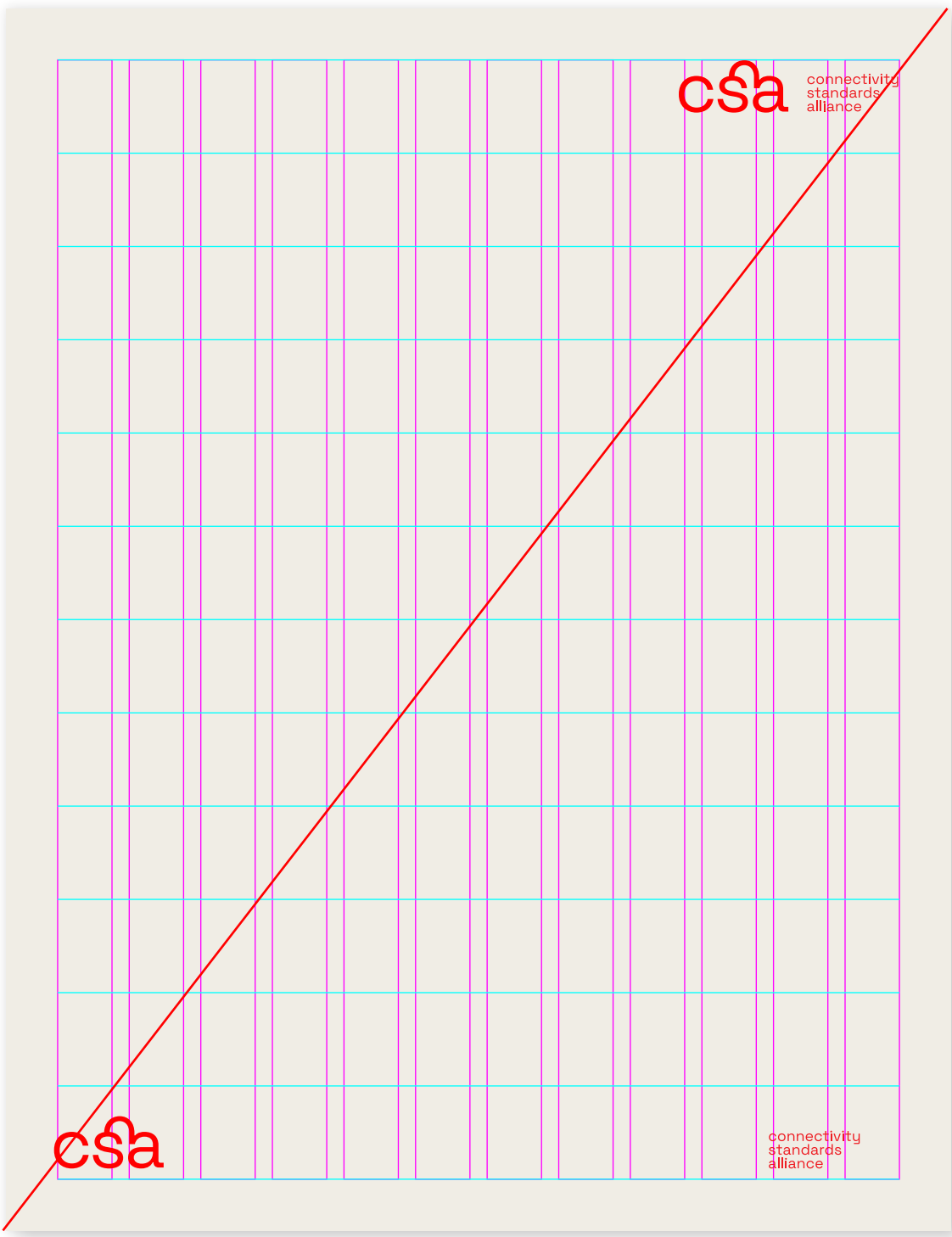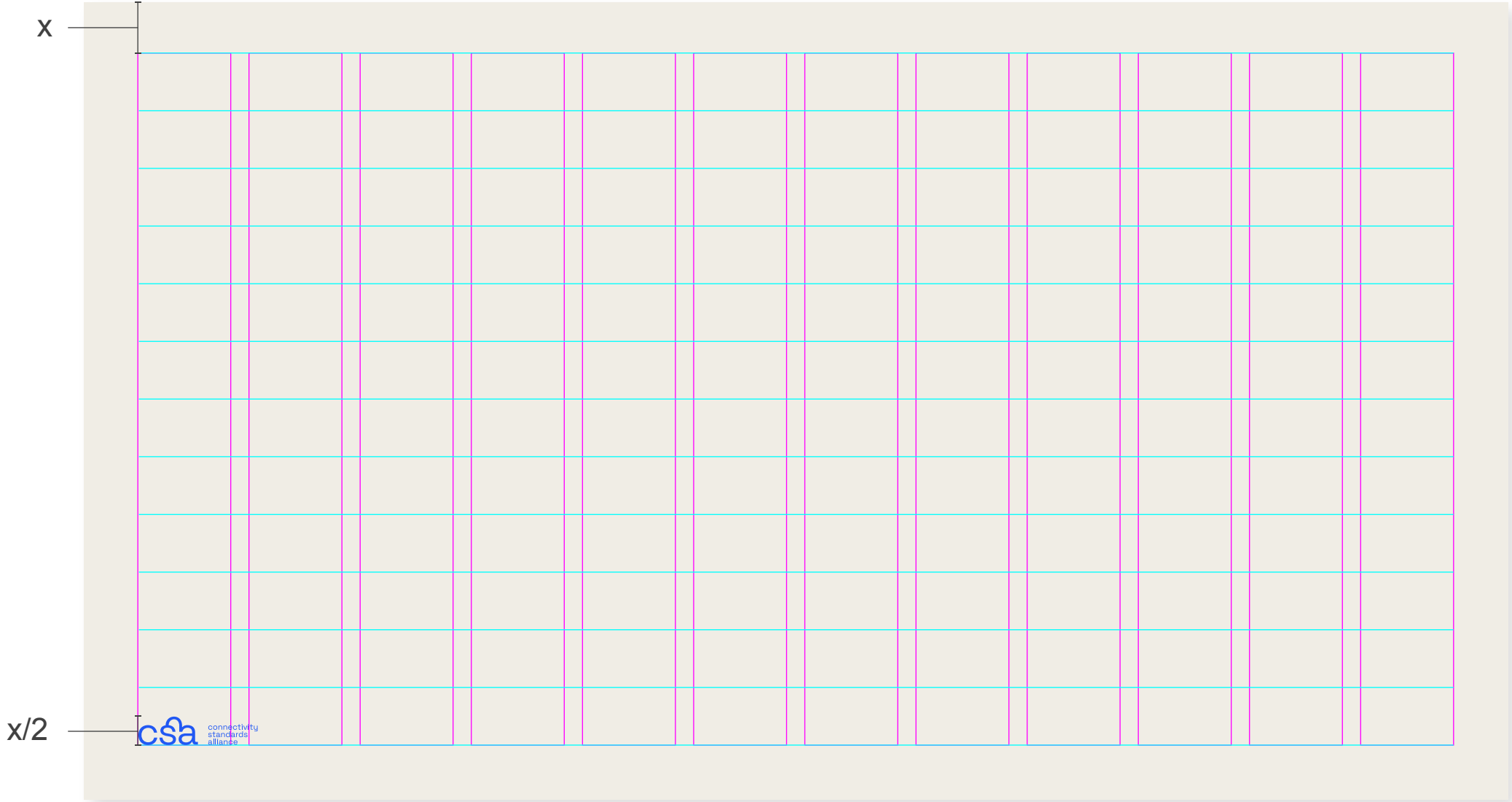
Do not place the logo on the righthand side of collateral

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

x

x/2

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

x = diagonal / 20

Brand Guidelines   Version: 1.2   Putting it together

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

27
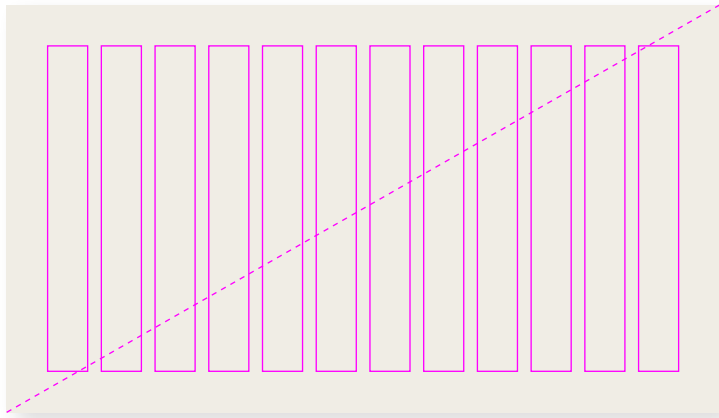
Typesetting

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

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

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

csa
connectivity
standards
alliance

Bringing the industry together

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.

csa
connectivity
standards
alliance

Brand Guidelines

Version: 1.2

Putting it together

28

Adding elements

We use our grid to help place and scale our imagery and the Super-connectors.

Imagery:

Use the grid to guide placement and scale. Inset or full-bleed images are acceptable. When placed behind logos or text, ensure legibility by choosing images that are not complex, distracting, or low contrast.
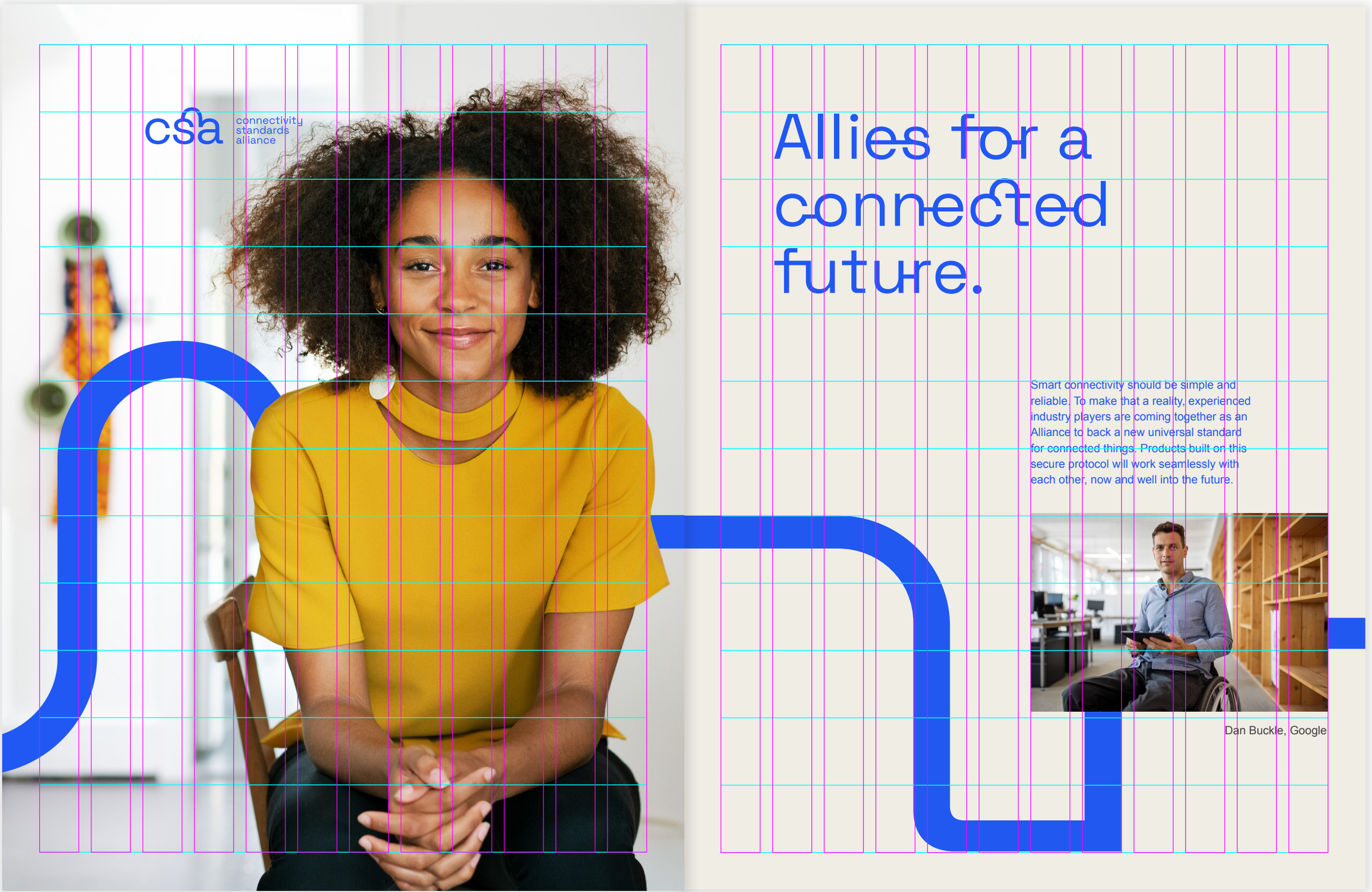
Super-connectors:

The Super-connectors are inspired by the ligatures within our bespoke typeface, creating a visual connection across elements.

Guidance for Super-connector use:

- Scale: Use at a prominent scale to create a strong visual impact.

- Application: Visually connect related concepts or ideas. Represent connection or progress. Prioritize functional use that enhances the message. Avoid purely decorative applications.

- Variations: 5 provided lines.

- Adjust stroke thickness (Print: 23.5pt, Digital: 45px).

- Colors: CSA Blue, White, or Gradients (e.g., CSA Blue/White, CSA Blue/Ivory).

- Rotate in 90° increments.

- Crop/tuck line ends to appear endless.

Logo legible over full-bleed image

csa connectivity standards alliance

Allies for a connected future.

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.

Dan Buckle, Google

Text aligned to grid

Inset image overlaps Super-connector

CSA Black used for captions

csa connectivity standards alliance

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

Gradients

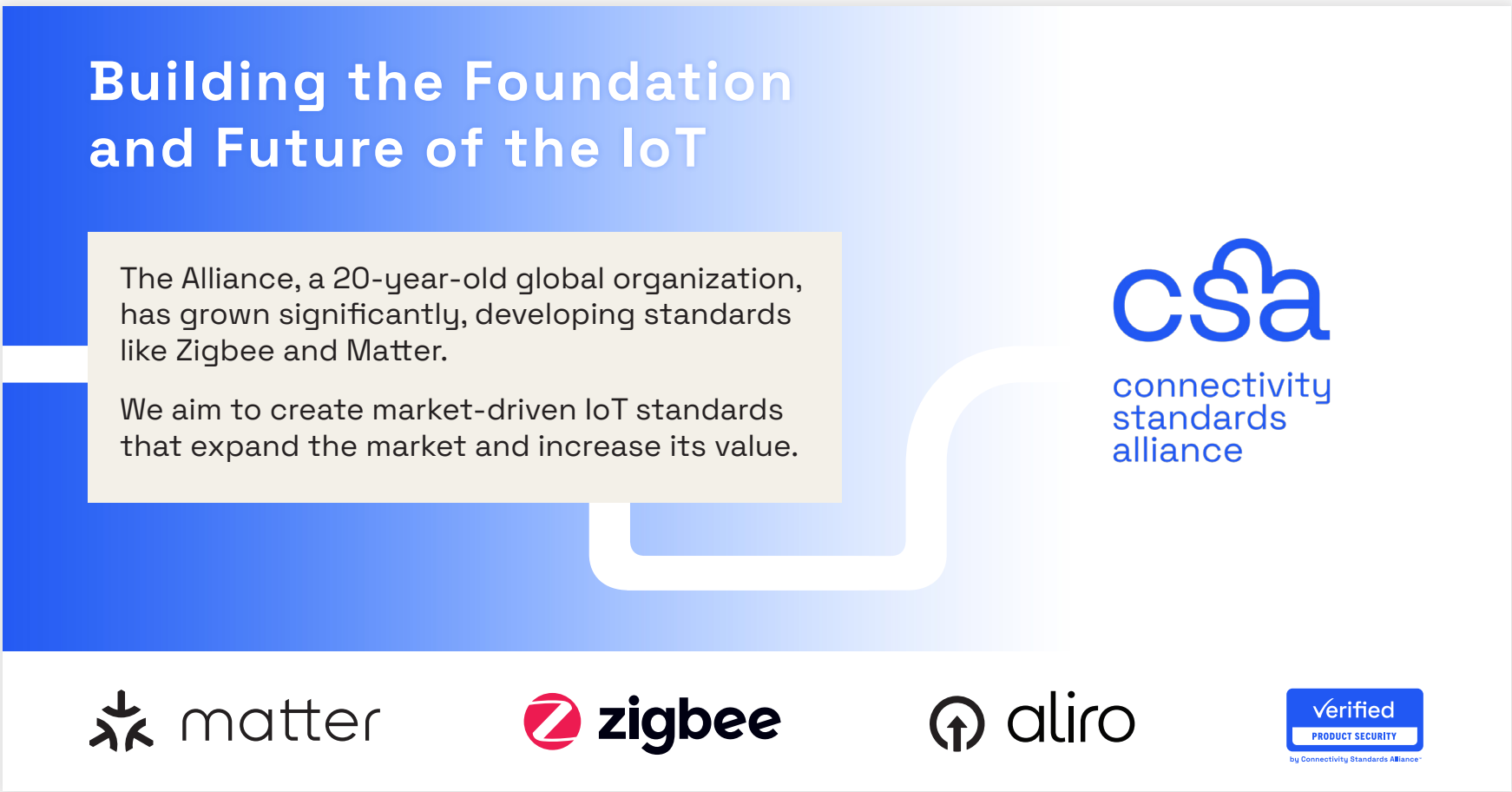We employ gradients sparingly to enhance design elements.

Guidance for gradient use:
Utilize gradients strategically to provide a visually appealing backdrop for header text over Super-connectors and add depth and visual interest to background elements, such as microcontent.

Considerations:
Gradients should always support, not detract from, the overall design and messaging. They should be used to enhance visual interest or subtly suggest a sense of endlessness, mirroring the effect of the Super-connectors.

CSA Blue to white gradient background featured in microcontent

CSA Ivory feathered gradient featured over a Super-connector

CSA Blue to CSA Ivory gradient sample

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

Brand in use

csa
connectivity
standards
alliance

Brand Guidelines

Version: 1.2

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

31

Connectivity Standards Alliance
To: Julie Talma

Thursday

The Alliance Newsletter — Staying Connected

csa

view this email in your browser
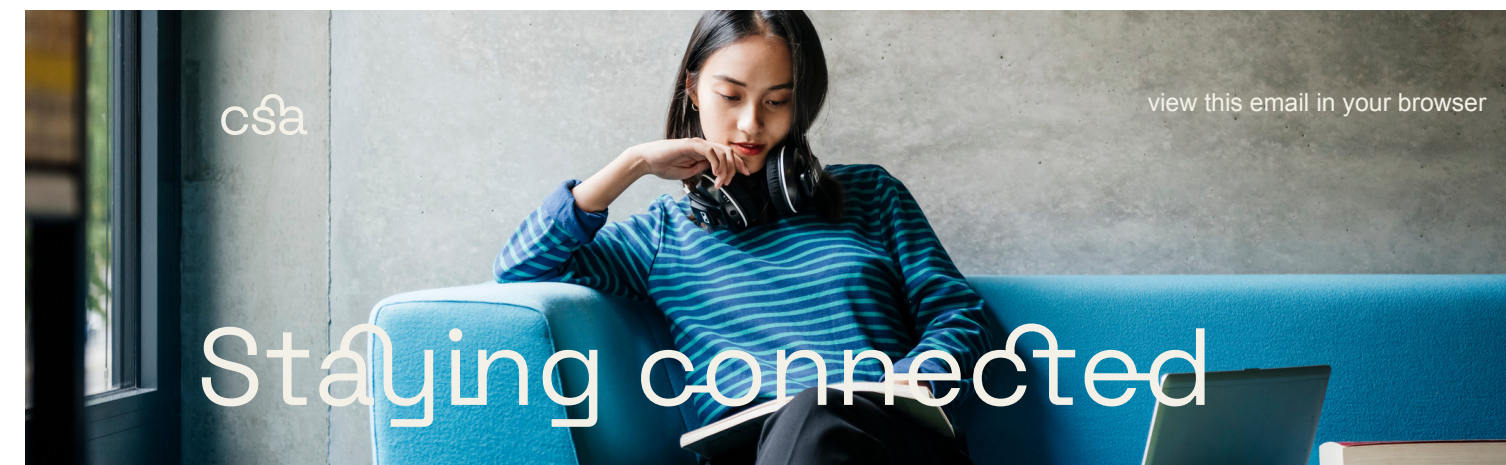
Staying connected

The Zigbee Alliance is now the Connectivity Standards Alliance

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 Alliance 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 the Alliance, 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.

csa
connectivity
standards
alliance

Our new logo feat. our custom brand font

Updates on Project Connected Home over IP

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, 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.

csa
connectivity
standards
alliance

csa connectivity standards alliance

Version: 1.2

Brand in use

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

32

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

csa
connectivity
standards
alliance

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.

csa
connectivity
standards
alliance

Brand Guidelines

Version: 1.2

Brand in use

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

35

to ge ther

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi tambles.

Paving the way towards seamless connectivity

csa connectivity standards alliance

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

Brand in use

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

37

Got a question?

Contact our Marketing Team
Marketing@csa-iot.org

csa connectivity standards alliance

Brand Guidelines

Version: 1.2

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

38