CERA Brand Guidelines and Style Guide

Consistent branding is essential to maintain the identity and visual recognition of the CERA qualification. As a global brand which has the potential to be interpreted by many nations and rolled out by Member Associations across the world, brand guidelines that provide guidance on all usage of the CERA logo and development of collateral to promote the CERA qualification are essential.

The CERA brand is an important tool as we seek to have the qualification recognised as the most comprehensive and rigorous demonstration of enterprise risk management available. The CERA brand is a perception of what CERAs provide to their organizations. It is a promise, incorporated into everything the CERA community says and does.

The CERA promise

The CERA qualification combines a robust and forward-looking curriculum underpinned by actuarial science with a strong code of professional conduct and continuing professional development requirements, making it the most advanced and rigorous ERM qualification in the world. Businesses that rely on CERAs can make smarter, more confident decisions based on sound analysis and understanding of their risks.

Brand characteristics

The defining characteristics of the CERA qualification are:

- High level expertise in risk management and thought leadership
- Rigorous and evolving educational requirements
- Continuing professional development
- Regulated by the actuarial profession
- A 360-degree approach to risk applying qualitative and quantitative insights
- Globally recognised, consistent and locally responsive.

The CERA qualification instills the highest professional standards, with an impeccable code of ethics and rigorous educational requirements.

Brand standards

Brand standards are the mandatory basic elements of the CERA brand. These Elements - from colours to layout to fonts - are what consistently link all communication materials.

Name and logo usage

The CERA name is the strongest brand identifier for the qualification and qualification holders. The consistent and proper usage of the qualification name is imperative to strengthening and maintaining the global identity of the CERA qualification.

All Award Signatories and Voting Members will use the acronym "CERA", when referring to the qualification itself and qualification holders in all business and marketing correspondence and collaterals. However, to reflect regional language preferences, the words compromising CERA" will vary. Possible variations of "CERA" include the following:

- Chartered Enterprise Risk Analyst
- Chartered Enterprise Risk Actuary
- Certified Enterprise Risk Analyst
- Certified Enterprise Risk Actuary

The variation of the words comprising "CERA" does not imply that each Award Signatory and Voting Member can interchangeably use the above word usage options. Each organization will implement one of the above CERA word usage options, and will consistently use the selected wording throughout all communication as it relates to the qualification and qualification holders.

The logo system is also a critical component of the CERA qualification's vision and overall identity. The logo embodies the professionalism, industry leadership, and best practices of the qualification itself and qualification holders worldwide.

The CERA logo system is a fundamental attribute of all marketing and communications materials created to promote the qualification and qualification holders. Through the consistent and proper usage of the CERA logo system, key audiences can gain a deeper understanding of the CERA qualification and CERAs.

Logo System

The CERA logo is comprised of the letters C, E, R, A, with the full spelling of "Chartered/Certified Enterprise Risk Analyst/Actuary" directly below the acronym in an Avenir typeset.

The CERA logo is used in marketing and communication materials to promote CERAs or the individual qualification holder. The CERA logo refers to Chartered/Certified Enterprise Risk Analysts/Actuaries themselves and their capabilities as a qualification holder.

The CERA logo is primarily used to engage demand audiences to enhance awareness about CERAs. For example, a marketing flyer targeted to employers describing the benefits of hiring a CERA would include the CERA logo.

Colour palette

In printed documents, web documents and other business and marketing materials the colours the below are to be used.

The primary grey, and secondary yellow and blue are the main colours, as used in this document, for titles and structural elements. All body text should be black.

The purple is offered as a highlight colour, for example a chart line or border.

CERA
Chartered Enterprise Risk Actuary

| Grey		
	CMYK:	33:18:13:37
	RGB:	118:132:143
	HEX:	#76848F
	Pantone:	431

Black		
	CMYK:	0:0:0:100
	RGB:	0:0:0
	HEX:	#000000

Grey
CMYK: 33:18:13:37
RGB: 118:132:143
HEX: #76848F
Pantone: 431

Yellow
CMYK: 0:0:100:10
RGB: 238:220:0
HEX: #EDDB00
Pantone: 605

Blue
CMYK: 100:0:9:51
RGB: 0:103:133
HEX: #006684
Pantone: 634

Purple
CMYK: 28:95:0:0
RGB: 184:47:146
HEX: #B72F91
Pantone: 2395

| 50% tint | 50% tint | 50% tint | 50% tint |
| 15% tint | 15% tint | 15% tint | 15% tint |
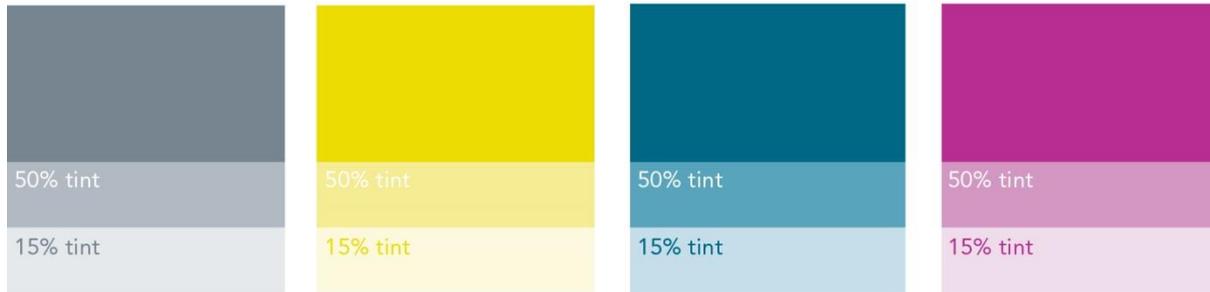
The strip below gives an indication of the proportions of the colour to be used in any single document.

Examples of CERA branded materials:

Typefaces

For all print and online documents use the typeface Avenir.
For web, Word and PowerPoint use the typeface Arial

The CERA Global Association logo

The CERA Global Association (CGA) is responsible for overseeing and monitoring the use of the CERA qualification. The CGA logo may be inserted onto materials where an explanation of its status as an overseeing body and its 'Active Partnership' role.

The CGA logo should be positioned top left on any documentation, or bottom right if it is taking a smaller part in the document (ie on the back of a leaflet). Any co-branding should show the co-sponsors logos on the top or bottom right.

Member Associations are provided with a suite of logo files and other branded materials directly.

June 2014