

The CERA qualification logo

The CERA qualification logo is comprised of the letters C, E, R, A, in grey with the full spelling of one of the following legends in black set directly below the acronym in the typeface Avenir:

CERA
Chartered Enterprise Risk Actuary

CERA
Chartered Enterprise Risk Analyst

CERA
Certified Enterprise Risk Actuary

CERA
Certified Enterprise Risk Analyst

Alternative logo colours

When it is not possible or desirable to use the logos in their usual grey and black the following versions are permissible:

- all grey
- all black
- all white (for use on a dark colour background or a photographic background).

CERA
Global Association

CERA
Chartered Enterprise Risk Actuary

CERA
Certified Enterprise Risk Analyst

The CERA Global Association logo

The CERA Global Association (CGA) logo is comprised of the letters C, E, R, A, in grey with the inclusion of a globe within the letter C and the words 'Global Association' beneath in black.

CERA
Global Association

Please use the correct logo files rather than trying to type your own version. It is important to maintain the integrity of the CERA logos and, by extension, the CERA brand.

Logo positioning

CERA
Global Association

The 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.

CERA
Global Association

Visual consistency in all CERA communications is central to reinforcing the CERA brand. Please follow these guidelines.

Logo colours

The logo colours are grey and black as specified opposite.

It is important to ensure that the logo is always reproduced accurately in the correct colours.



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

Colour palette

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

The grey, yellow and blue are the principal 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, only to be used in moderation in the inevitable situations where a red is required, for example a chart line. And if you don't need it in a document, don't use it.

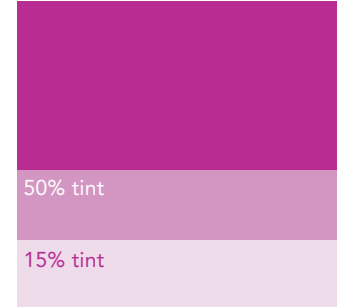
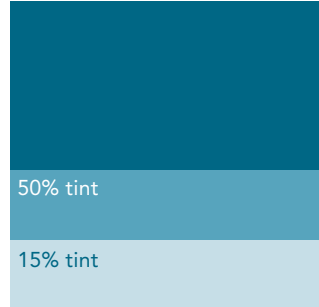
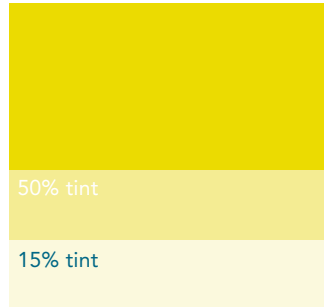
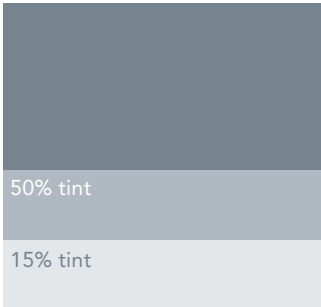
All of the colours can be used as tints.

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



The strip below gives an indication of the proportions of the colour to be used in any single document.



Typefaces

For all print and online documents use the typeface Avenir.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

For web, Word and PowerPoint use the typeface Arial

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Paper stock

For all printed material use Vision Superior by EBB Paper. This a brilliant white uncoated stock available in weights from 80gsm to 450gsm and is suitable for litho and digital printing. If this unavailable ask your printer for a comparable stock.

Booklets: 300gsm covers and 160gsm pages.
Flyers: 200gsm
Business cards: 350gsm
Stationary: 120gsm