COOL CHAIN
ASSOCIATION

INTRODUCTION

1.1 These set of rules determine the use of the CCA logo by members. The guidelines outlined in this document provides CCA members with basic information needed for using the CCA logo on all printed and on-screen materials.

1.2 These terms and conditions are designed to help maintain the integrity and the public recognition of the CCA brand, which can be request by member to CCA at **CCA@meantime.global** and **nicola.caristo@coolchain.org.**

1.3 CCA encourages its members to use the CCA member's logo to show that they are members of this highly respected organization.

1.4 It is therefore important that the CCA logo is used correctly and in accordance with the rules as set out by the CCA AGM. Changes to the authorized CCA Logos or their usage are not permitted.

1.5 The terms and conditions for use of the CCA brand will be made available on the CCA website.

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LOGO CONSTRUCTION

The Cool Chain Association Logo consists of
two elements:

- The "Chain" element;
- The Cool Chain Association Typography;

CLEAR SPACE

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.

The module used to determine the safe area around logo is the width of the letter "C".

Logo Minimum Sizing

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.

⊢ 35mm ⊣

⊢ 80px ⊣

35mm for print

80px for digital

COLOURWAYS

The full-colour logo should always be the standard for most applications and should appear on white or light-coloured backgrounds to maintain legibility.
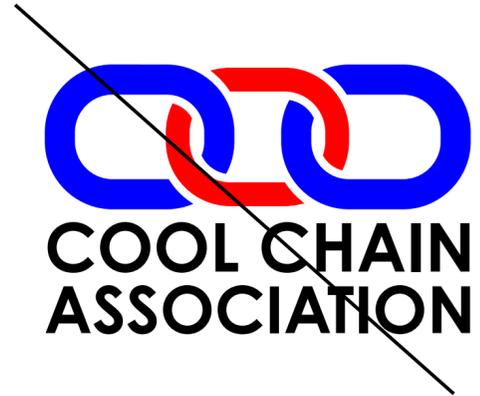
The white logo should only appear on CCA Dark blue, CCA Orange and CCA Light Blue backgrounds or dark neutral backgrounds.
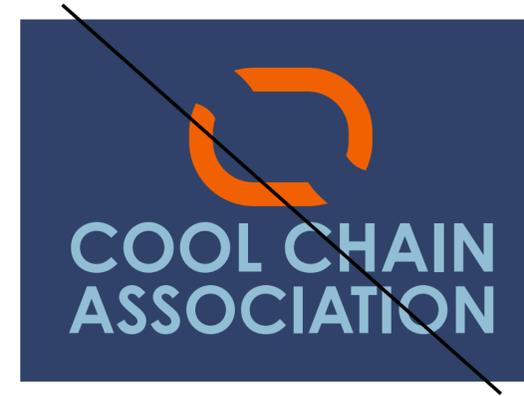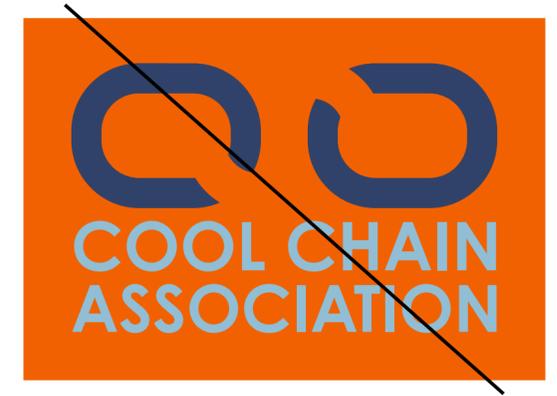
LOGO DON'TS

The logo must be used in horizontal only without stretching its proportions.

Do not use any colour besides the approved logotype colours.

Do not use the full colour logo on coloured backgrounds.

Do not use the full colour logo on coloured backgrounds.

Do not add effects to the logo such as drop shadows.

Do not colour random parts of the logotype.

Do not rotate logo to be on an angle.

COLOUR PALETTE

CCA Dark Blue

RGB: 48, 66, 105

#304269   CMYK: 90, 78, 34, 21

CCA Orange

RGB: 242, 97, 1

#F26101   CMYK: 1, 76, 100, 0

CCA Light Blue

RGB: 145, 190, 212

#91BED4   CMYK: 42, 13, 10, 0

Black

RGB: 0, 0, 0

#000000   CMYK: 0, 0, 0, 100

White

RGB: 255, 255, 255

#FFFFFF   CMYK: 0, 0, 0, 0

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COLOUR HIERARCHY

Primary Colours

The primary brand colours are CCA Dark Blue, CCA Orange and CCA Light Blue.

Secondary Colours

The secondary colours are Black and White. These colours are used as supporting colours when needed and to also be used as accents.

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OTHER LOGOS

COOL CHAIN ASSOCIATION
coolchain.org

COOL CHAIN ASSOCIATION
Pharma

COOL CHAIN ASSOCIATION
Perishables

COOL CHAIN ASSOCIATION
Member

MEMBERSHIP LOGO

2.1   Members can use the following badge on the right.

2.2   All fully paid up members of CCA, both individual and corporate may use the CCA Membership Badge on business cards, letterheads, websites and marketing material such as brochures and flyers.

2.3   Once the membership has ceased for whatever reason, all CCA logos must be removed from display.

2.4   All copy of the design where CCA logo is being used has to be submitted to CCA Secretariat **(CCA@meantime.global)** for vetting to ensure the logo is visible and in right proportion size.

2.5   Always use the CCA logo as provided electronically by CCA secretariat. In case you have any doubt or query about colour requirements please contact CCA at **CCA@meantime.global.**

LANGUAGE REQUIREMENT

3.1   The word "CCA" should never be translated in your local language unless otherwise authorized by the CCA Board of Directors.

3.2   Members may translate the content of the textbox in your local Language such as 'member' for example.

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APPROVAL & PROHIBITED USES

Approval outside of the scope of the above

The CCA Board of Directors are responsible for granting approvals for the use of CCA logos in each region, which are outside the scope of theses rules. CCA Reserves the right to control use of its brand and will supply/approve logo images for various applications.

Prohibited Uses

Members are not permitted to use CCA logos in any way other than subject to the terms described in these guidelines.

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TYPEFACE - PRIMARY FONT

The Century Gothic font should be used in all printed materials that are editable and can be sent outside of the agency in an editable form. Century Gothic is available on most computers, as it is a system font.

Century Gothic supports most of the languages.

Century Gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
£!@#$%^&*()_+-=[]{};'\,./:''|<>?

àáâãäåæçèéêëìíî
ðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

Font Weights

Regular	abcdefghijklmnopqrstuvwxyz
Italic	*abcdefghijklmnopqrstuvwxyz*
Bold	**abcdefghijklmnopqrstuvwxyz**
Bold Italic	***abcdefghijklmnopqrstuvwxyz***

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TYPE HIERARCHY

Consistent application of proper type hierarchy helps in clear communication and keeping consistent with Cool Chain Association's brand.

Use the example on the right as a guide when laying out new designs. The example shows typography and colour usage to estabilish hierarchy, however exact sizing and leading will differ depending on the application

The sizing and leading shown in the example have been optimized for digital format on a 1920 x 1080 pixel screen.

Headline
Century Gothic Bold, Capital letters, CCA Dark Blue
80 pt type / 85 pt leading
20 Kerning

Sub Heading
Century Gothic Bold,
CCA Light Blue / Dark Blue / Orange
40 pt type / 45 pt leading
-20 Kerning

Body
Century Gothic Regular, Black
30 pt type / 45 pt leading
0 Kerning

LOREM IPSUM EQUAM OMNIS

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Us et de nim essum nus et exerspi ctistio ssunt. Um consequi ut voluptasita siti quam quatibus solore laniaes am, volest lauta dolupta pliquibus ra ea simaio. Nem velia venisci pitatium, que nempernam faceatur, tem ea nisim que vitae volorem quam et venisqu iasint omnieturerum volore il ipidus

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