OUR MISSION

advance the industries and careers that drive tech forward
In an era when every individual is tech engaged and every organization is tech enabled, CompTIA is the leading destination for both. As an association dedicated to innovation, CompTIA unifies learning and opportunity in a welcoming, forward-thinking place. We are the connected global community of informed advocates, championing modern technology (and the people who advance it) one day, one deployment, one discovery at a time.

CompTIA is tech forward.
As an association dedicated to innovation, CompTIA unifies learning and opportunity in a welcoming, forward-thinking place.

As the trusted resource for (thousands of) companies and (millions of) professionals, our communities enable the connections and collaborations that influence the adoption of both existing and emerging innovations.

We are the connected global community of informed advocates, championing modern technology (and the people who advance it).

We live in a world of perpetual disruption, innovation and transformation. CompTIA members are moving the business of technology forward.

We advocate for inclusive opportunities and the pathways that enable youth and under-represented populations to succeed in the tech workforce.
A unified, consistent look is critical to defining a strong and recognizable brand. We aim to ensure cohesion across all marketing communications, including web sites, email communications, and social media.

This is how we express ourselves. Our brand is more than a logo. It’s how people experience us and our business.
CompTIA is the most respected place to help people launch and succeed in a tech career, allowing them to unlock their potential. We impact over 1 million people each year, and our affordable training solutions can be found in community colleges, online universities and training providers.
Our brand identity system makes it easy to bring the brand to life. It makes all our work integrated, more consistent, and even a little beautiful.
OUR LOGO

Our logo is our flag. It represents us. And when we use it the right way, people can spot us at a glance. For the majority of use cases, our logo should be on a white background.

CompTIA RED

PMS 186c
RGB 200/16/46
HEX/HTML C8102E
CMYK 0/100/80/5
In certain situations, our logo may be used on a red or contextually colored background, as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended.

Color contrasts can be checked here.
We encourage the use of photography in conjunction with our logo. As long as our logo is placed with plenty of free space, ensuring contrast.

Contrasts can be checked [here](#).
Our logo may be reversed, as long it is placed with free space, ensuring contrast.

Contrasts can be checked here.
Maintain a minimum clear zone on all sides of our logo equal to the cap height of the “C” in CompTIA.
If you can’t print the logo in full color, or if the background is red, use the 1-color version. When you can, choose the red version over white or black.

**Minimum Size:**
5/8” or 4.25” (15.875 mm)

**One Color Printing:**
preferred
PMS 186c

PMS 432c
AVOID

Don’t place the logo over imagery unless it has enough white space, or white space is created by a screened graphic, a gradient, or an overlay.

Don’t separate components of the logo.

Don’t change the color of the logo.

Don’t change the logo typeface.

Don’t rotate the logo.

Don’t alter or skew the logo.

Don’t outline the logo.

Don’t add a stroke to the logo.

Don’t crop or obstruct the logo.
Branded merchandise, also known as swag, is more than just pens and T-shirts. We use swag to engage our audience in our brand experience and increase brand impressions. Start with the basics, CompTIA logo in PMS 186 on white whenever possible. When moving outside the basics, stick as close to the palette as possible.
TRADEMARK/COPYRIGHT

Trademark -
The CompTIA marks are the proprietary trademarks and/or service marks of CompTIA, Inc. and its affiliates.

Copyright -
(c) 2020 CompTIA, Inc. All rights reserved.
SYMBOL

The C is simple and iconic, it instantly sparks brand recognition. This serves as a visual shortcut linking users to our brand quickly in a small space. Use our symbol for a favicon, thumbnails, or any time the space is smaller than 5/8” or .625“.
SYMBOL - DETAILS

Color:

preferred
white text on
white background

white on a
light background

Maximum Size:
5/8” or 15.875 mm

Minimum Size:
0.25” or 6.35 mm

Height

Maximum Size:
5/8” or 15.875 mm

Minimum Size:
29x29 pixels

Preferred

PMS 186c on a
white background
ENDORSEMENT

An endorsement is a way for a brand to lend its credibility and reputation to another brand or group. Endorsements can also link brands with CompTIA and give us freedom to market ourselves differently to multiple audiences.
CO-BRANDING

Co-branding shows a partnership between CompTIA and another company and represents an exchange of credibility between brands. We use co-branded logos where both brands have ownership, such as a collaborative whitepaper or presentation related to our partnership.
IT professionals are being challenged to meet increasingly complex requirements while delivering exceedingly modern experiences. From students to seasoned techs, CompTIA helps IT professionals stay ahead of the curve. Our training and certifications map directly to job skills and are vendor neutral.
PARTNERS

The goal of the CompTIA Authorized Partner Program is to provide valuable tools and resources to help academic institutions, training organizations and content publishers in preparing learners for CompTIA certification. CompTIA also collaborates with partners to attract future learners and provide them with the necessary tools to pursue a successful career in IT.
Our flexible logo system represents individual groups at CompTIA in a consistent way. If you are looking for a logo to represent a group other than a product, partner, or event, start with an authorized wordmark. Authorized wordmarks give CompTIA groups a unified visual identity and make it easier to distinguish.
AUTHORIZED WORDMARK - DETAILS

Maximum Size:
5/8” or .625” (15.875 mm)

descender 1/4 of cap height

spacing 1/2 descender

PMS 186c

PMS 431c

Gotham Book

Gotham Bold
CompTIA prefers a quick transition of an acquisition to the CompTIA Authorized Wordmark. One year is the maximum time allocated to a full acquisition transition.
As CompTIA grows, our products will also grow. We will maintain our parent brand for only official products. Until that point the CompTIA logo may be used on the page and/or in copy.

**STEP 1:** before it’s official

**STEP 2:** after it’s official

**STEP 3:** product addition
The way our words look reinforces the message we communicate.

Everyone has a story, let us share ours.
OUR TYPOGRAPHY

GOTHAM

With an honest tone that’s assertive but never imposing, friendly but never folksy, confident but never aloof, Gotham is our primary typeface.
Roboto Slab has a dual nature with both geometric forms and friendly and open curves, making for a more natural reading rhythm.
Roboto Slab and Roboto are Google fonts and open source.
CALIBRI

Calibri is a sans-serif typeface, that is the default font in Microsoft applications.
FORMATTING

When using “CompTIA” in an UPPERCASE title, always keep the “omp” lowercase. Example: “THE CompTIA DIFFERENCE”

URL TREATMENT: Always capitalize the C, T, I and A in “CompTIA.org.” Never include “http://” in the URL. When driving to the home page, never include “www.” before “CompTIA.org”
Colors evoke feelings.
Set the mood with color.
Our primary color palette represents CompTIA's global presence in the diverse and ever-evolving world of technology.

**Primary Palette**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB</th>
<th>Hex/HTML</th>
<th>CMYK</th>
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<tbody>
<tr>
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<td>100/0/39/33</td>
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<td>100/0/36/1</td>
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<td>54/0/20/0</td>
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<td>0/79/113</td>
<td>#004F71</td>
<td>100/19/0/56</td>
</tr>
<tr>
<td>PMS 7706c</td>
<td>0/106/142</td>
<td>#006A8E</td>
<td>96/22/8/29</td>
</tr>
<tr>
<td>PMS 313c</td>
<td>0/146/188</td>
<td>#0092BC</td>
<td>100/0/11/6</td>
</tr>
<tr>
<td>PMS 268c</td>
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<td>#582C83</td>
<td>79/100/0/0</td>
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<tr>
<td>PMS 2603c</td>
<td>112/32/130</td>
<td>#702082</td>
<td>66/100/4</td>
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<tr>
<td>PMS 2582c</td>
<td>172/79/198</td>
<td>#AC4FC6</td>
<td>41/77/0/0</td>
</tr>
<tr>
<td>PMS 7546c</td>
<td>37/55/70</td>
<td>#253746</td>
<td>88/57/27/65</td>
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<td>217/225/226</td>
<td>#D9E1E2</td>
<td>10/3/0/0</td>
</tr>
</tbody>
</table>
Our secondary color palette adds flexibility to the primary color palette and further illustrate the diverse environment surrounding the IT community.
Use the darker shades of gray for typography. Use the lighter shades to contain groups of information within tinted backgrounds.
THE 80/20 RULE

When using the our color palettes, follow an 80/20 rule to ensure representation of CompTIA red.

Up to 20% of the colors on any given piece of communication (including photography) should be PMS 186c. Red is never the primary color. Instead, it serves as a strategic accent color that calls out high-level content while guiding the reader’s eye.

Section titles, subheads, key icons and calls to action are examples of high-level information.
Images capture spirit in authentic and meaningful ways.

Picture IT.
Through photography, we add context and depth to our messages. Every photo, no matter its type, serves to tell a compelling story. We have a large library of photography available for your use.
Light and airy, our photos should feel open and full of life. Authentic, natural, and in the moment, our photography should show real people, in real situations, in everyday environments.
All of our images should contain four basic elements: technology, humanity, warm tones or lightness, and a natural, never staged, sensibility.
Don't choose photography that is unrealistic or unnatural.

Don't choose photography that shows too many complex ideas.

Don't choose photography that combines fantasy with reality.

Don't choose photography that is overly technical or artificial.

Don't choose photography that relies on virtual reality to convey a story.

Don't choose photography that is not vendor neutral.
When depicting actual CompTIA members, CompTIA Certification holders, Creating IT Futures students or graduates, we use real life photography whenever possible. The subject is either in situation or engaging us by looking into the camera.
Create abstract and literal concepts, depicting ideas and technologies.

Illustrations, Icons and more, oh my!
STANDARD ICONS

Icons represent a single concept or relationship between 2 things. We have a large library of icons in a variety of different topics. They are available in 2 colors–gray and white—but they can be changed to any color in our brand palette.

Use standard icons in marketing materials, presentations, web content, infographics, and diagrams.

Our icon system is simple, clean, and open. All icons use the same stroke weights, show objects from the front, use flattened perspective, and are unfilled.

In some instances a stronger, more visible icon is needed. In this case, increase the stroke weight to max 2pt. Please ensure the same stroke weight throughout the entire document.
Spot illustrations convey an idea or story at a small scale and are typically used with supporting copy.

We often use the combinations of icons, textures and copy to create individual creative pieces such as infographics, listicles, or to breakup lengthy copy.
ILLUSTRATIONS

Illustrations tell a story or explain a concept at a large scale.

We use illustrations when a subject is too complicated or abstract to be understood another way and when icons or diagrams are too technical. We also use illustration to build a narrative structure or demonstrate a concept. Illustrations also work well for animation and motion graphics, which use the same visual style.
We are committed to embracing the values of diversity and inclusion. By reflecting the world as it truly exists.
Photographs are incredibly powerful, and they play a huge role in shaping how we see the world and the people around us. We strive to select photos for our brand in a deliberate and thoughtful way. We strive to be more inclusive and cultivate a culture that is equitable for everyone and depicts the world how it truly is.
Diversity and inclusion is a significant part of our process for creating illustrations. Our illustrations are reviewed by others, to be intentional and thoughtful about representation.

We aim to uplift those who have been marginalized for their appearance, ability, or identity.
DIVERSITY AND INCLUSION - ACCESSIBILITY

For those with limited vision or colorblindness, strong contrast can be the difference between seeing and not seeing a message. Font choices have a significant impact on readability for people with learning differences.
Bring IT to life
CompTIA Creative and Brand Services are here to help you.
When you have an idea or questions, knowing the right person to turn to or ask is key. Here is a list of CompTIA staffers that are also ready to help.

**CREATIVE AND VIDEO SERVICES**
Larissa Barnat  
Creative  
Andrea Corson  
Video