CompTIA

Our Brand

QUICK LINKS

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.

OUR VALUES

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

ENABLING
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.

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

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

ADVOCATING
We advocate for inclusive opportunities and the pathways that enable youth and under-represented populations to succeed in the tech workforce.

OUR BRAND

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.

OUR ELEVATOR PITCH

All of CompTIA should be able to briefly describe who we are and what we do to unlock potential and advance the tech industry. To make it easy to do this in a consistent manner, and connect with the person(s) you are talking to, the following elevator pitches were developed in multiple lengths.

15 WORDS

CompTIA is the most respected place to help people launch and succeed in a tech career.

25-30 WORDS

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.

50 WORDS

CompTIA is the most authoritative, respected place to help people launch and succeed in a tech career, allowing them to unlock their potential. We impact more than 1 million people every year, and our affordable training solutions can be found in community colleges, online universities and training providers.

100 WORDS

CompTIA is the most authoritative and respected place to help students, career changers, tech professionals—anyone—start and succeed in a tech career. We unlock potential and impact more than 1 million people every year, by providing affordable learning resources in various formats, including self-study and online. CompTIA resources can be found in community colleges, online universities and with training providers. We are a global leader respected by employers around the world, defining the necessary workforce skills and required knowledge. Our global community of IT and business leaders is dedicated to solving real business problems and future-proofing for success.

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**.

CompTIA®

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.
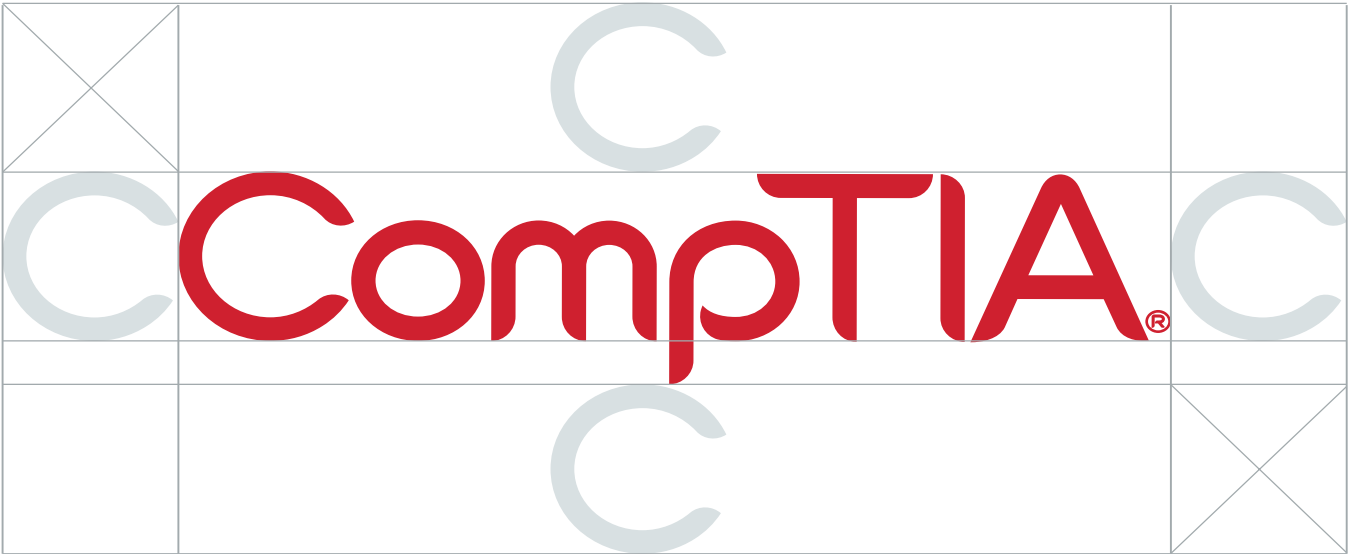
Contrasts can be checked **here**.

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.

DETAILS

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 .625˝ (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

SWAG

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.
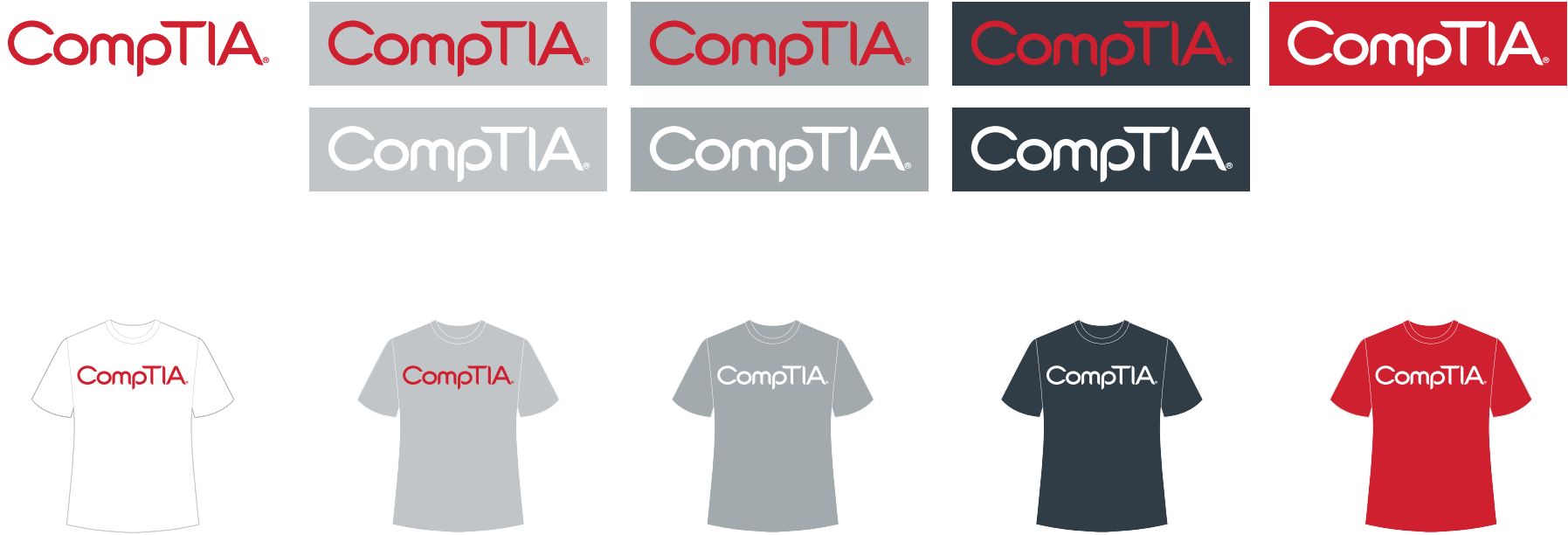
TRADEMARK/COPYRIGHT

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 flavicon, thumbnails, or any time the space is smaller then 5/8" or .625".
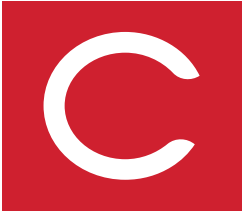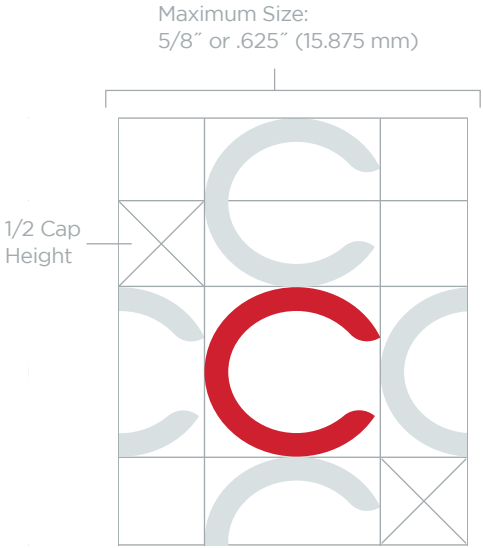
SYMBOL - DETAILS

Color:

preferred
PMS 186c on a
white background

white on a 186c
background

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

1/2 Cap
Height

Minimum Size:
29x29 pixels

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.

Sponsored by
CompTIA.

Supported by
CompTIA.

Powered by
CompTIA.

Sponsored by **CompTIA.**

Supported by **CompTIA.**

Powered by **CompTIA.**

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.

CERTIFICATIONS

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.

CompTIA A+	CompTIA CASP+	CompTIA Cloud Essentials+	CompTIA Cloud+	CompTIA CTT+
CompTIA CySA+	CompTIA ITF+	CompTIA Data+	CompTIA DataSys+	CompTIA Linux+
CompTIA Network+	CompTIA PenTest+	CompTIA Project+	CompTIA Security+	CompTIA Server+

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.

AUTHORIZED WORDMARK

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.

CompTIA®

Authorized Wordmark

AUTHORIZED WORDMARK - DETAILS

descender 1/4 of cap height

spacing 1/2 descender

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

CompTIA®
Authorized Wordmark

CompTIA®
Authorized Wordmark

Gotham Bold   Gotham Book

PMS 186c

PMS 431c

DAY 1

BY 6 MONTHS

BY 1 YEAR

COMPANY ACQUISITION TIMELINE

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.

CompTIA.

+

NEW
COMPANY

NEW
COMPANY

Vertical logo of
new company

Horizontal logo
of new company

CompTIA. NEW COMPANY

CompTIA logo + one
color vertical logo
without icon or graphic

CompTIA. New Partnership

CompTIA logo + New
Partnership Name on the
same line as CompTIA

CompTIA.

New Partnership Name

CompTIA logo + New
Partnership Name matching
Authorized Wordmark

PRODUCT LOGO PROGRESSION

As CompTIA grows, our products will also grow. We will maintain our parent brand for only official products. Unitl that point the CompTIA logo may be used on the page and/or in copy.

INITIATIVE**NAME**

CompTIA
INITIATIVE**NAME**

parent brand added

CompTIA
INITIATIVE**NAME**
ADDITION A

secondary product name added

EXISTING EXAMPLE

CERT**M**STER.

CompTIA
CERT**M**STER.

CompTIA
CERT**M**STER
LEARN

CompTIA
CERT**M**STER
LABS

CompTIA
CERT**M**STER
PRACTICE

The way our words look reinforces the message we communicate.

Everyone has a story, let us share ours.

GOTHAM

With an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof, Gotham is our primary typeface.

Aa
Gotham Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Gotham Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Gotham Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Ultra
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ROBOTO SLAB

Roboto Slab has a dual nature with both geometric forms and friendly and open curves, making for a more natural reading rhythm.

Aa
Roboto Slab Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Roboto Slab Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ROBOTO SLAB AND ROBOTO

Roboto Slab and Roboto are Google
fonts and open source.

Aa
Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Slab Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Slab Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Roboto Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa
Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CALIBRI

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

Aa
Calibri
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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"
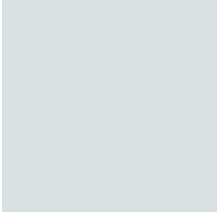
Colors evoke feelings.
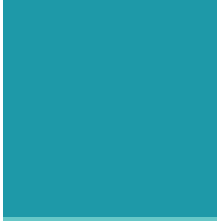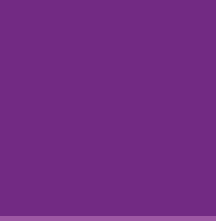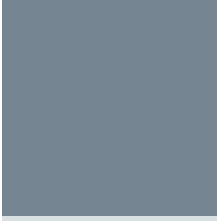
Set the mood
with color.

OUR COLOR PALETTE

Our primary color palette
represents CompTIA's global
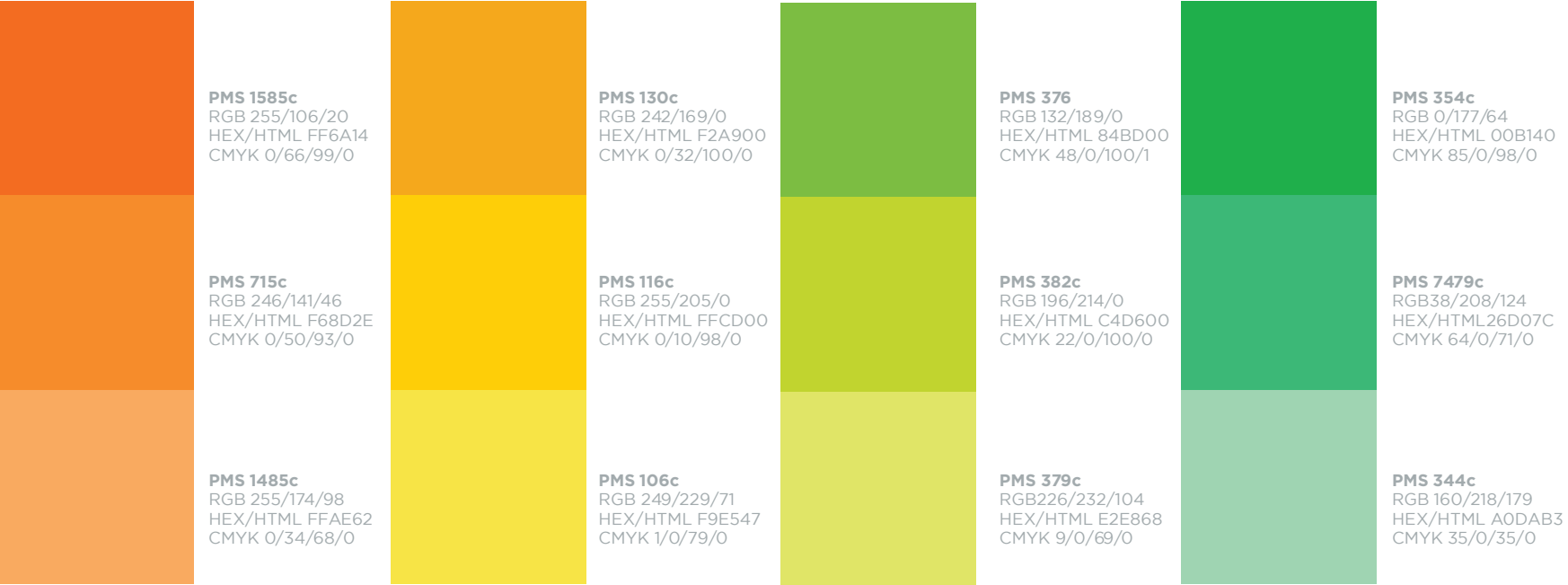presence in the diverse and ever-
evolving world of technology.

PMS 322c
RGB 0/115/119
HEX/HTML 007377
CMYK 100/0/39/33

PMS 320c
RGB 0/156/166
HEX/HTML 009CA6
CMYK 100/0/36/1

PMS 325c
RGB 100/204/201
HEX/HTML 64CCC9
CMYK 54/0/20/0

PMS 3025c
RGB 0/79/113
HEX/HTML 004F71
CMYK 100/19/0/56

PMS 7706c
RGB 0/106/142
HEX/HTML 006A8E
CMYK 96/22/8/29

PMS 313c
RGB 0/146/188
HEX/HTML 0092BC
CMYK 100/0/11/6

PMS 268c
RGB 88/44/131
HEX/HTML 582C83
CMYK 79/100/0/0

PMS 2603c
RGB 112/32/130
HEX/HTML 702082
CMYK 66/100/0/4

PMS 2582c
RGB 172/79/198
HEX/HTML AC4FC6
CMYK 41/77/0/0

PMS 7546c
RGB 37/55/70
HEX/HTML 253746
CMYK 88/57/27/65

PMS 7544c
RGB 118/134/146
HEX/HTML 768692
CMYK 53/34/22/10

PMS 7541c
RGB 217/225/226
HEX/HTML D9E1E2
CMYK 10/3/0/0

Our secondary color palette adds flexibility to the primary color palette and further illustrate the diverse environment surrounding the IT community.

PMS 1585c
RGB 255/106/20
HEX/HTML FF6A14
CMYK 0/66/99/0

PMS 715c
RGB 246/141/46
HEX/HTML F68D2E
CMYK 0/50/93/0

PMS 1485c
RGB 255/174/98
HEX/HTML FFAE62
CMYK 0/34/68/0

PMS 130c
RGB 242/169/0
HEX/HTML F2A900
CMYK 0/32/100/0

PMS 116c
RGB 255/205/0
HEX/HTML FFCD00
CMYK 0/10/98/0

PMS 106c
RGB 249/229/71
HEX/HTML F9E547
CMYK 1/0/79/0

PMS 376
RGB 132/189/0
HEX/HTML 84BD00
CMYK 48/0/100/1

PMS 382c
RGB 196/214/0
HEX/HTML C4D600
CMYK 22/0/100/0

PMS 379c
RGB226/232/104
HEX/HTML E2E868
CMYK 9/0/69/0

PMS 354c
RGB 0/177/64
HEX/HTML 00B140
CMYK 85/0/98/0

PMS 7479c
RGB38/208/124
HEX/HTML 26D07C
CMYK 64/0/71/0

PMS 344c
RGB 160/218/179
HEX/HTML A0DAB3
CMYK 35/0/35/0

Use the darker shades of gray for typography. Use the lighter shades to contain groups of information within tinted backgrounds.
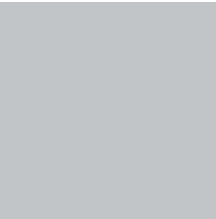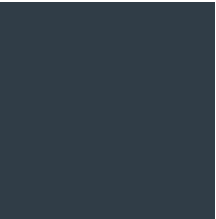
PMS 428
C:2 M:0 Y:0 K:18
R:207 G:212 B:215
Hex#:CFD4D7
1-color:18% K

PMS 429
C:3 M:0 Y:0 K:32
R:176 G:182 B:187
Hex#:B0B6BB
1-color:35% K

PMS 431
C:11 M:1 Y:0 K:64
R:88 G:97 B:105
Hex#:586169
1-color:64% K

PMS 432
C:23 M:2 Y:0 K:77
R:69 G:84 B:95
Hex#:45545F
1-color:77% K

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.

NATURAL ENVIRONMENT

WARM TONE

HUMANITY

TECHNOLOGY

AVOID

Don't choose photography that is unrealistic or unnatural.

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

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

Don't choose photography and add copy that has not been properly typeset.

Don't choose photography that is ethereal or fiction.

Don't choose photography that is a comp of multiple images together.

Don't choose photography that combines fantasy with reality.

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

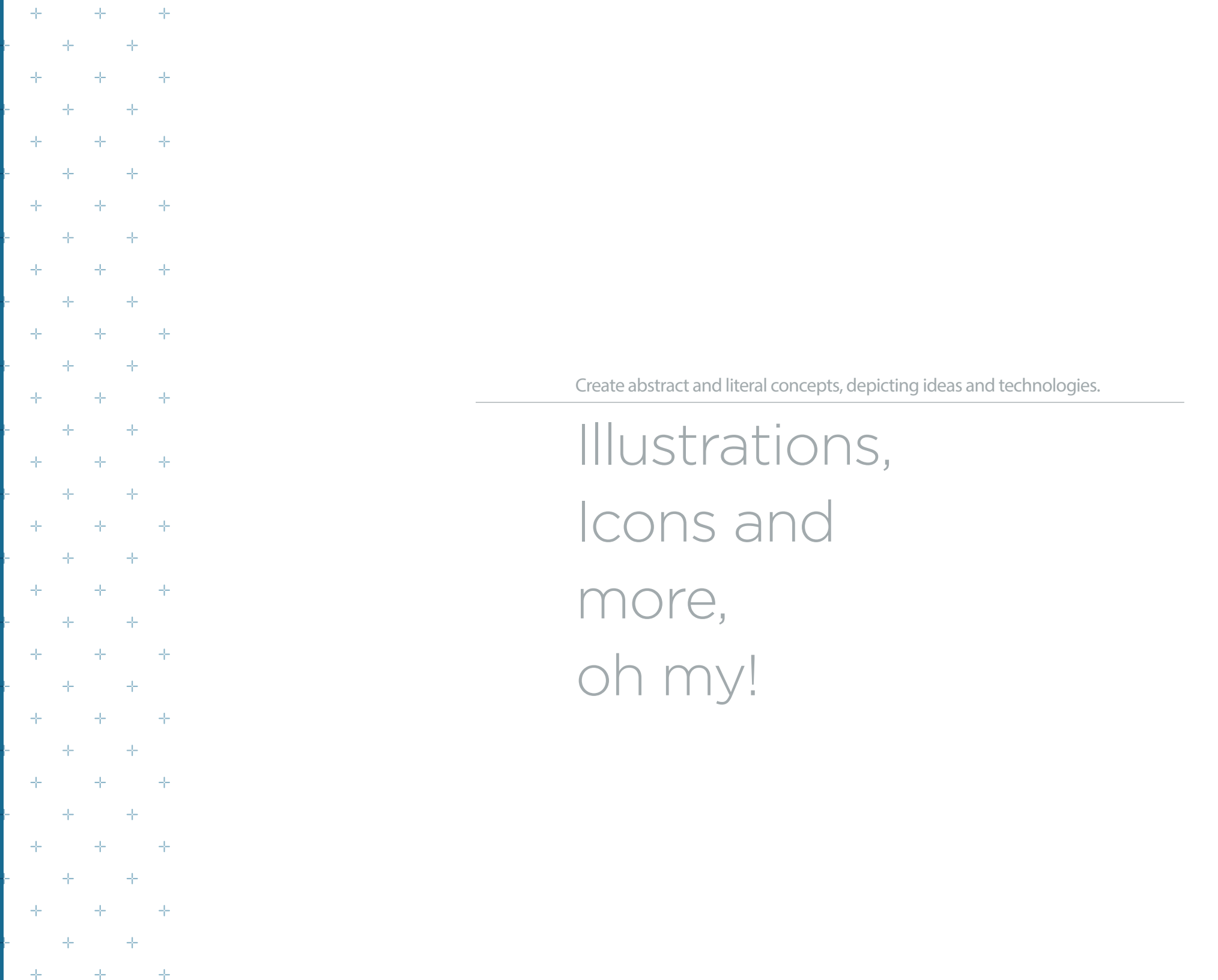Don't choose photography that is not vendor neutral.

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.

1PT

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.


2PT
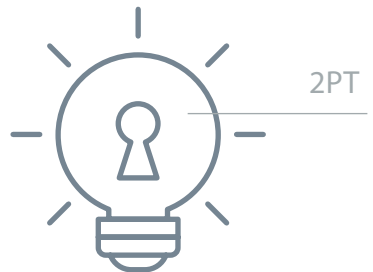
In some instances a stronger, more visible icon is needed. In this case, increase the stroke weight to max 2pt. Please ensure the same stroke weight throughout the entire document.

SPOT ILLUSTRATIONS

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, listacles, or to breakup lengthy copy.
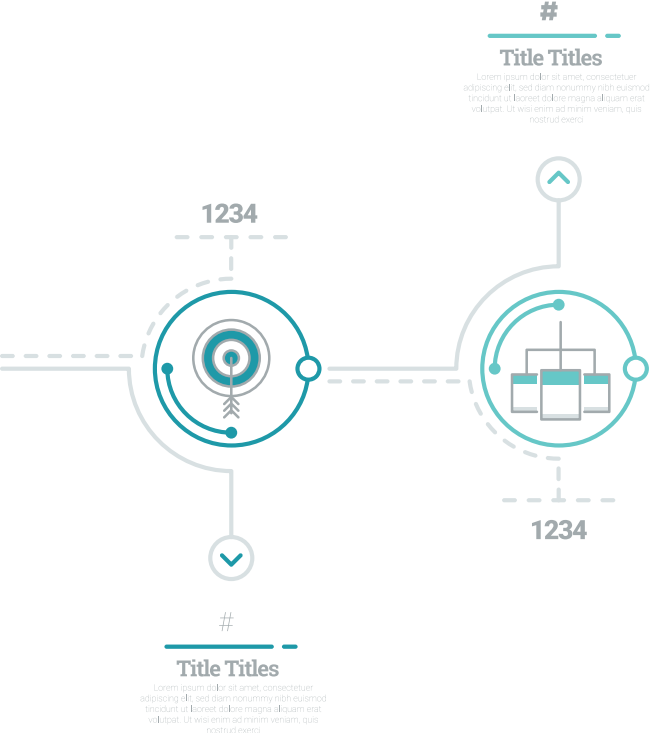
ILLUSTRATIONS

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.
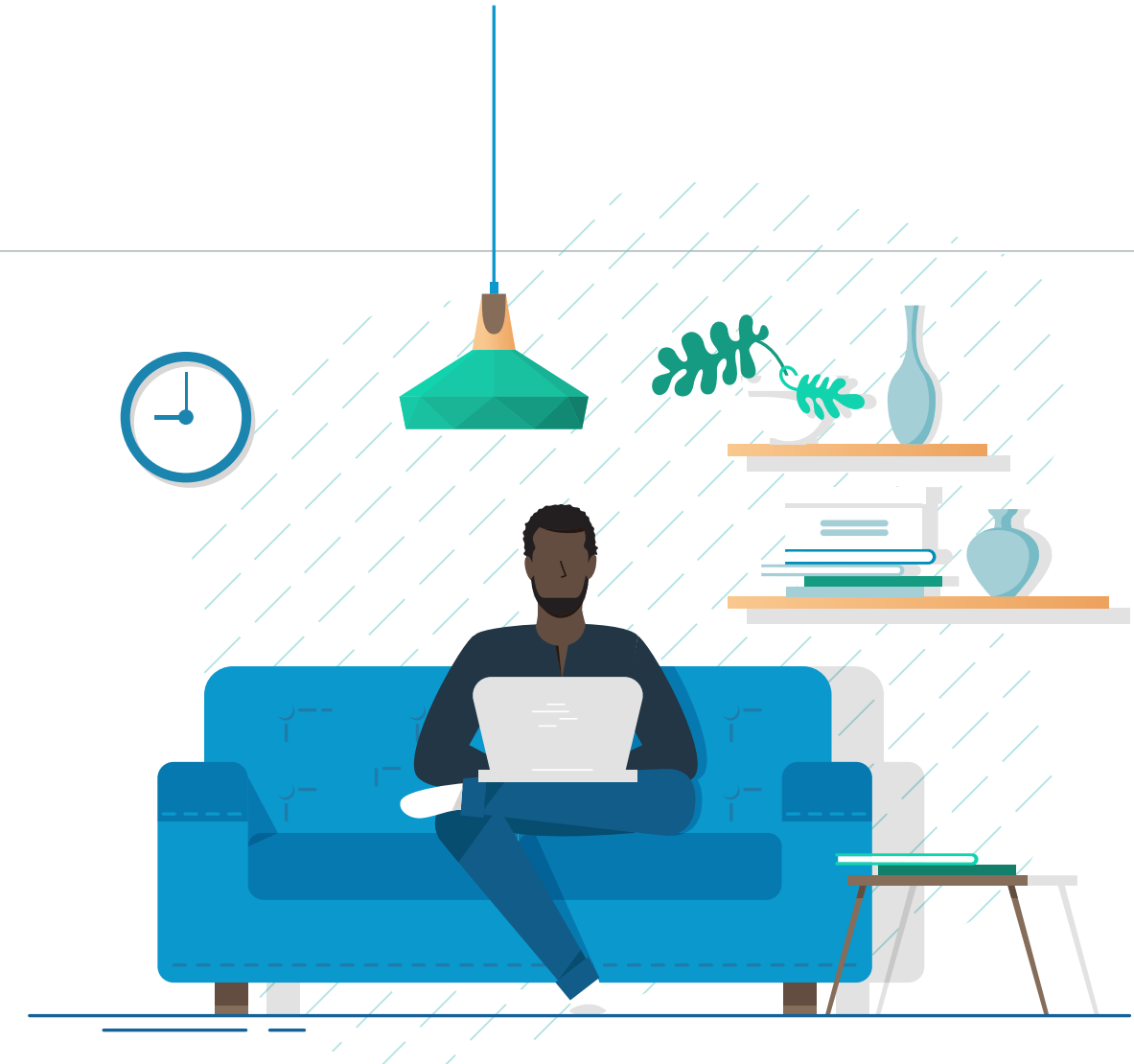
We are committed to embracing the values of diversity and inclusion.

By reflecting the world as it truly exists.

DIVERSITY AND INCLUSION - PHOTOGRAPHY

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 -
ILLUSTRATION**

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

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

THANK YOU ——————————————— CompTIA.