

Cesium Brand Guidelines



OFFICIAL LOGO

We provide all assets you need to incorporate the Cesium logo, whether you are attributing the use of Cesium products or representing us in a news article or blog post.

Please follow these guidelines to ensure that the Cesium brand is consistent, recognizable, and always looks great! If you would like to use our logo in a format not covered by these guidelines please contact press@cesium.com

Alternate formats

For SVGs and alternate monochrome versions of the logos, download the logo kit.

- **Standard** - Used most commonly and preferred when applicable.
- **Monochrome** - When color is limited or contrast is limited.

Logo colors

The Cesium logo can be in either of the standard forms provided: black or white. Please use the white on dark backgrounds and the black on light backgrounds.

PMS 284

#6DABE4

PMS 567

#709C49

BLACK

#0E1422

Usage guidelines

Avoid mistakes when reproducing Cesium's trademarks or logos. Do not separate the elements of the logo or alter the logo in any way. Do not rotate or animate it, and do not use any part of the logo as a graphic element, background, or pattern in any way that competes with Cesium.

Do not translate or localize the logos, and do not add anything to the logos. Do not attempt to set the logotype, change the font, or alter the size, proportions, or space between letters. You must use Cesium's trademarks and logos exactly as they are provided by Cesium.

Layman's Terms: When using our trademark(s), please don't change them in any way.

Fair use

Cesium's trademarks and logos may be used in instances when the use of such falls under a category of fair use. Examples of fair use include research, teaching, and educational purposes. If you use Cesium's trademarks or logos for this purpose, you must give Cesium proper credit and identify Cesium as the owner of the trademarks or logos.

Do not use Cesium's trademarks or logos in any of your products or services that compete with any of Cesium's products or services. Use of Cesium's trademark and logos in your competing product or service is trademark infringement, and Cesium will take legal action against you for violating this provision.

