



CMC MEDIA KIT



CMC
CALIFORNIA
MOBILITY CENTER





WHAT IS THE CMC?

The California Mobility Center (CMC) is a Sacramento-based, nonprofit public-private business acceleration hub that provides qualifying, advanced mobility early-stage companies from around the world with a faster path to commercializing their products, services and technologies in the California market and, thus, across the globe.

The CMC is a first of its kind resource, created to propel future mobility innovations through the difficult final stages of bringing new products to market.

LOGO USAGE AND IMAGES



Through this established identity system, the brand's integrity is maintained, and its recognition is reinforced over time.

The logo is the visual cornerstone of the brand. This guide should be followed to ensure correct use of the logo.

[Access the full CMC logo suite here.](#)

If you are unable to access these files for any reason, please contact us at info@camobility.org and specify what file type and color version you are seeking.



CLEAR SPACE

It is crucial to protect the space around the logo in order to retain its integrity and impact. The minimum clear space must be used and maintained throughout all materials. Use the "C" in "CMC" within the wordmark when measuring for the proper clear space. This measuring tool is always in relation to the size of the logo on the page.



MINIMUM SIZE

Never reduce the logo to less than 1.5 inches for print materials, and maintain 100-pixel width for any and all digital collateral. There is no maximum size limit, but use discretion when sizing the logo.

1.5" WIDE (PRINT)
100 PX WIDE (DIGITAL)

LOGO USAGE AND IMAGES

EXAMPLES OF APPROVED IMAGES

Full resolution JPG and PNG versions of these photos, along with additional images [can be found here](#).



300x250 Digital Ads



CONNECT WITH THE CMC

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BOARD CHAIR

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