



BRANDING AND LOGO SPECIFICATIONS

CONFERENCE LOGO

Horizontal



Banner



Vertical



Compact



COLOR UPDATE

REVISED COLOR PALETTE FOR BROWNFIELDS

PRIMARY

PANTONE 294 C



FOR WEB:
R:0 G:47 B:108
HEX: #002F6C

PANTONE 513 C



FOR WEB:
R:147 G:50 B:142
HEX: #93328E

PANTONE 660 C



FOR WEB:
R:64 G:126 B:201
HEX: #407EC9

PANTONE 361 C



FOR WEB:
R:67 G:176 B:42
HEX: #43B02A



SECONDARY

PANTONE 660 C
40% TINT

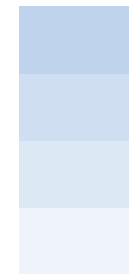


FOR WEB:
R:179 G:203 B:233
HEX: #B3CBE9

PANTONE
COOL GRAY 7 C



FOR WEB:
R:151 G:153 B:155
HEX: #97999B



LIMITED USE LOGO VARIATION

Color



Monochromatic



Reverse



FONTS USED IN LOGO

Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

PADDING DISTANCE FOR LOGO

Gray Padding indicates the logo's Clear Space; an area where other elements must not encroach into in order to allow the logo to breathe.



INCORRECT LOGO USAGE

Do not move elements



Do not change element sizes



Do not stretch or distort



Do not change element colors



For more information, please contact

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