

## Introduction

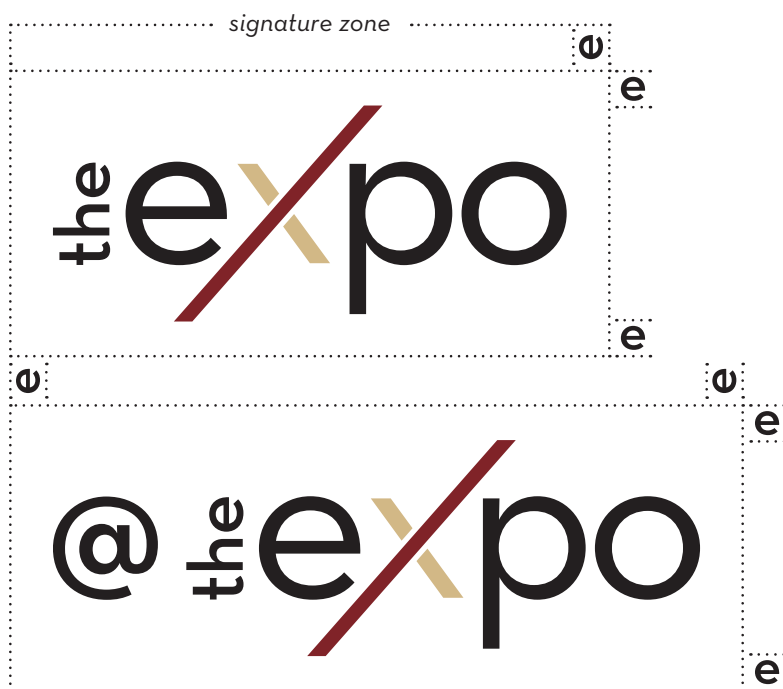
The establishment and use of consistent, uniform graphic standards are an important asset in the management and promotion of the corporate identity for The Expo. Management has adopted the following standards as firm guidelines for staff, graphic designers, printers, sign-makers, specialty item suppliers and anyone authorized to reproduce or employ The Expo's identity.

The corporate identity of The Expo is trademarked and may not be reproduced or employed in any manner without the express written consent of The Expo or its designate. When permission to reproduce the identity is extended, it remains contingent upon implementation of the identity in a manner consistent with these guidelines.

## Corporate Signatures

### The Expo Signatures

The Expo signatures consist of the logo mark and the logo type. The field referred to as the "signature zone" is the minimum space required surrounding the logo mark and the type. It is one of the key elements of the signature. This will enhance legibility. Use the height of the letter "e" in the word "the" as the minimum space required.



## Corporate Typography

The Expo identity relies on clean and readable typography. The following font options should be used when creating content or materials for The Expo:

- **Sans-serif**
  - **Primary**—Neutraface Family
  - **Alternative**—Clean Sans-serif fonts such as: Helvetica, Myriad, or Arial
- **Serif**
  - **Primary**—Adobe Garamond Pro Family
  - **Alternative**—Clean Serif fonts such as: Georgia or Adobe Caslon



**PMS 1815**  
CMYK: 31/92/82/35



**100% BLACK**  
CMYK: 0/0/0/100



**PMS 7502**  
CMYK: 18/25/53/0



## Unacceptable Logo Use

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These are some of the most common misuses and do not represent all possible cases of unacceptable logo usage. **DO NOT** alter or distort the logo artwork in any way. **DO NOT** incorporate the logo into any other artwork or design. The logo is intended to stand alone.



DO NOT embellish or alter the logo in any way.



DO NOT angle the logo.



DO NOT use a background that is incompatible.



DO NOT stroke the logo.



DO NOT use unauthorized colors.



DO NOT distort in any way.



DO NOT place on a "busy" background.



DO NOT place text too close to the logo.



DO NOT add any effects to the logo.



DO NOT use the logo smaller than 3/8" in height.

## File Type Usage

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The Expo logo is available in EPS, PDF, or PNG file types. It is important to use the correct file type for the application. Follow the guidelines below in order to select the correct file type to use:

- **EPS** files are used mainly for professional purposes and can be scaled larger or smaller without losing original image quality.
- **PDF** files are recognized by most software and can be scaled larger or smaller without losing original image quality.
- **PNG** files are to be used for web purposes because of the small file size and transparent background. **DO NOT** scale PNG files larger than the original file size.

## Policy

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The Expo Management or its designate reserves the right to reject or modify improper use of the logo at any time.

## Question/Contact

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For questions about use of The Expo logo not found in this document, please contact: [expoinfo@attheexpo.com](mailto:expoinfo@attheexpo.com)