Introduction

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

The corporate identity of BoomFest is trademarked and may not be reproduced or employed in any manner without the express written consent of BoomFest 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 Typography

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

Sans-Serif
- **Primary** — Neutraface Text
- **Alternative** — Helvetica, Myriad or Arial

Serif
- **Primary** — Adobe Garamond Pro
- **Alternative** — Georgia or Adobe Caslon

PMS 286
CMYK: 100/84/12/3

PMS 1815
CMYK: 31/92/82/35

FOR USE AT SMALL SIZES

Unacceptable Logo Use

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 an
incompatible background

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

3/4"

DO NOT use the logo
smaller than 3/4" in height

File Type Usage

The BoomFest 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 to any size without losing original image quality.

- **PDF** files are recognized by most software and can be scaled to any size 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

BoomFest management or its designate reserves the right to reject or modify improper use of the logo at any time.

Questions/Contact

For questions about use of the BoomFest logo not found in this document, please contact:
expoinfo@attheexpo.com

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