PNW PROPERTY & INNOVATIONS

TRENDS CONFERENCE

TRENDS CONFERENCE
Logo Guidelines

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Graphic Standards

For questions or additional information regarding the Trends Conference logo, contact Tacenda Trunk at info@tacendatrunk.com.

Minimum reproduction size

2 inch wide

Size requirements

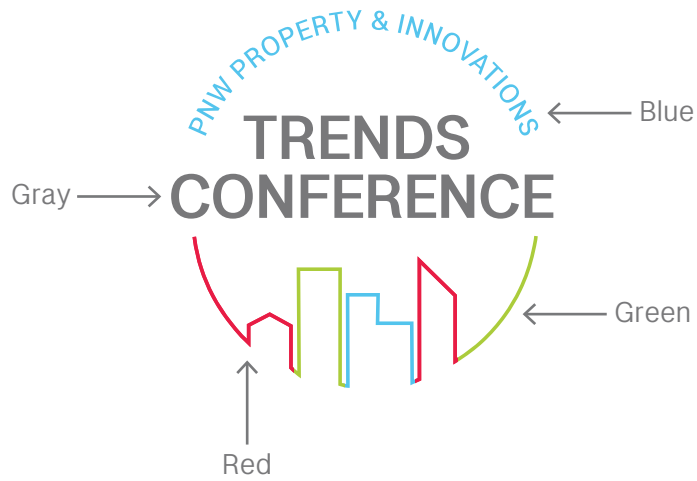These guidelines are set for readability and reproduction quality.

Clear space around logo

clear space

Provide clear space around logo

Logo colors

Gray →

Blue

Red

Green

Print: CMYK (4-color process)

70-15-0-0 Blue

0-0-0-60 Gray

0-100-100-0 Red

50-0-100-0 Green

Projected RGB

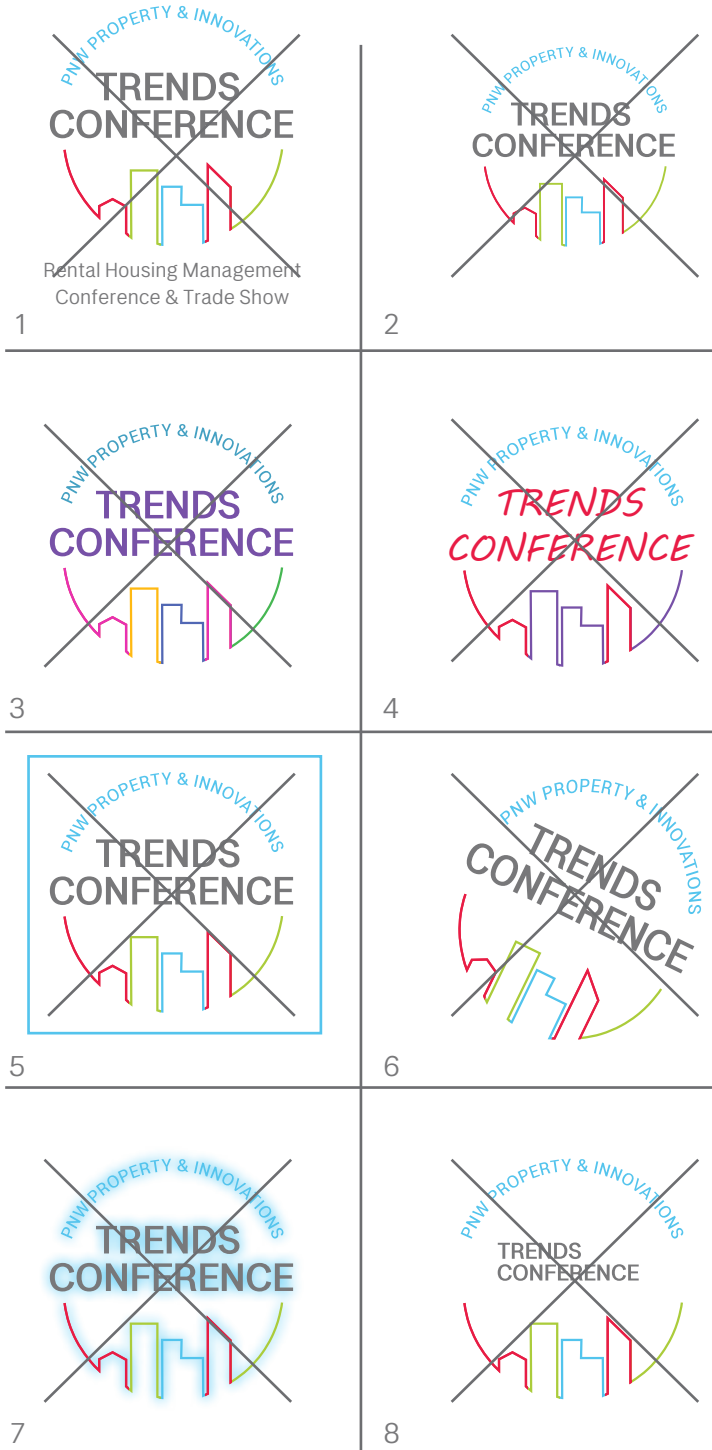84-197-238 Blue

119-120-123 Gray

232-27-70 Red

170-204-59 Green

Clear space around logo

The color logo should only be used on a white background.

Logo use

1

2

3

4

5

6

7

8

1. Do not use any descriptors with the logo, shown here without regard for clear margin space.
2. Do not reproduce the logo in smaller than minimum size.
3. Do not reproduce the logo in colors other than the approved colors or change the distribution of the colors within the logo.
4. Do not try to recreate the logo using other letter forms or colors.
5. Do not enclose the logo within a box or other shape.
6. Do not distort, rotate or tilt the logo.
7. Do not add dimension or shading to the logo.
8. Do not alter the relationship or sizes between the elements in the logo.