

PRODUCT LOGO USAGE

PRIMARY LOGO



The full color primary logo should be used most often and will be shown on marketing material and interfaces.



Be sure to give the logo enough clearspace.



A one-color Navy logo will be available but should only be used in instances where one color is required by a printer.

Do not alter the logo in any way (recoloring, stretching, cropping, recreating, etc.).

ICON A



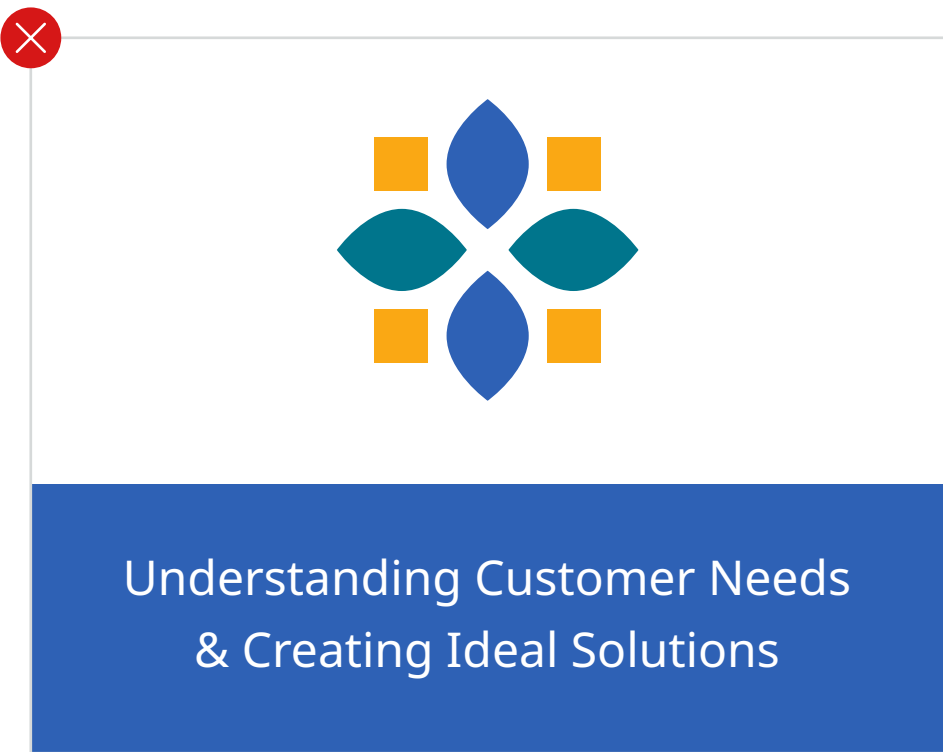
Icon A is used for graphical representations of the product including favicons. Do not tilt the icon.

ICON B



Icon B is used for apps and buttons to access the product.

For the first year of use, the icons should not be used without context. For example, Icon A should only be used if the full product name is also used within close proximity to the icon.



PRODUCT LOGO FORMAT USAGE

	Color space	Resolution	Usage	Design tip
PDF	CMYK (print)	Vector	Printed paper Swag Booth design	Open with Adobe Illustrator to access vector format
PNG	RGB (web/screens)	72dpi	Web Email PowerPoint	
PNG-High-Res	RGB (web/screens)	300dpi	Large screens	
SVG	RGB (web/screens)	Vector	Web PowerPoint	Open with Adobe Illustrator to access vector format