

Exhibitor Logo Usage Guidelines

This document provides guidelines for using the official event logos across various media. Adherence to these guidelines is essential to maintain consistency and brand identity for all events.

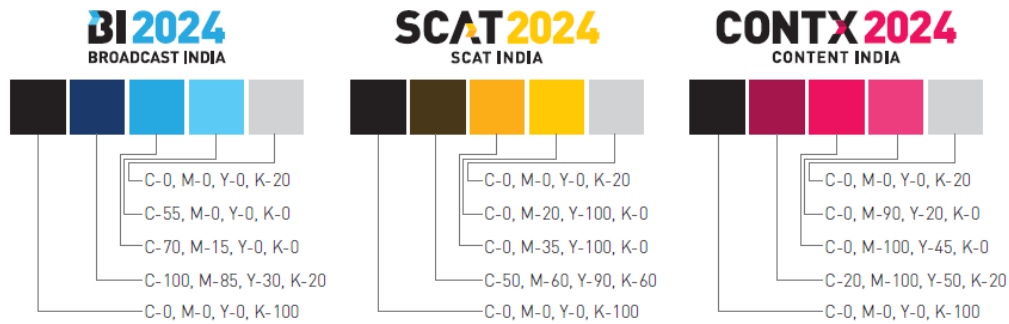
1. Logo Files

- **Approved Formats:**
You may only use the logo in the following file formats: .JPEG, .PNG, and .EPS. Vector files (EPS) are preferred for print media.
- **Resolution:**
Ensure that the logo is of high resolution (minimum 300 dpi for print) to avoid pixelation or blurring. Use the highest resolution available for all web-based and print displays.



2. Colors

- **Primary Color Usage:**
Use the logo in its original colors. Do not alter the colors in any way. Below are the approved color codes:



3. Size and Proportions

- **Minimum Size:**
The logo must never be reproduced smaller than 2 inches wide for print or 200 pixels wide for digital applications. This ensures legibility and clarity.
- **Aspect Ratio:**
Always maintain the original aspect ratio of the logo. Do not stretch or distort the logo in any way.

4. Clear Space

- **Buffer Area:**
Always leave a clear space around the logo equivalent to at least half the height of the logo. No text or design elements should encroach on this space.
- **Placement:**
Do not place the logo too close to the edge of any document, banner, or media. The buffer area should be always respected.

5. Prohibited Uses

- **Do Not Alter:**
 - No altering the logo's colors, transparency, or proportions.
 - No altering the design elements, transparency, or proportions.
 - Do not apply filters, gradients, or other effects to the logo.
- **Do Not Rotate:**
The logo should always remain horizontal and upright. Do not rotate or flip it.
- **Do Not Combine:**
Never combine the logo with any other symbols, logos, or graphics unless approved by the event organizers.

6. Background Colors

- **Contrast:**
Ensure the logo is always clearly visible. Do not place the logo on busy, patterned, or similar-colored backgrounds. If necessary, use the monochrome version for better visibility.
 - **Recommended Backgrounds:**
 - Light backgrounds for color logos.
 - Dark backgrounds for white or monochrome logos.
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7. Digital Media Use

- **Web and Social Media:**
When using the logo on websites, social media, or emails, ensure that the logo links back to the official event page or sponsor page where applicable.
 - **Social Media Avatars:**
Do not use the logo as your social media profile picture. The logo is intended for use within posts, banners, or media content, not avatars.
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8. Approval and Verification

- **Pre-Approval:**
All logo placements and usage must be approved by the event branding team before publishing or printing. Please submit a mock-up of the intended use for review.
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For any questions or additional clarifications, please contact the event branding department at: abis@nm-india.com