



OFFICIAL EXHIBITOR

C NACSSHOW2024

MEMBER
OF AMERICA
EMAI **PEI** CONEXUS **X**

Official Identifier
Logo Usage Guide

/ Official Show Identifiers

OFFICIAL SHOW IDENTIFIERS

Official Show Identifier logos are used to signal the individuals and organizations that NACS has officially vetted to represent the NACS Show experience.

These identifiers must be used strictly in the lockups and colors as provided. They must be set legibly and scaled proportionately in all applications.



/ Official Show Identifiers

COLOR VERSIONS

FULL COLOR

The full color logo used on a white background is the preferred use for Official Show Identifiers.

BLACK

The black logo should be used when black and white application is needed.

WHITE

The white logo may be used in black and white application. It may also be used over color backgrounds and photos where the color reverse logo is not usable due to legibility concerns.



/ Official Show Identifiers

INCORRECT USE

Proper logo use provides a simple visual identifier for all official NACS Show services *and* helps users to identify those who are *NOT* official. As such, **identifier logos must not deviate from their provided form and lockup.**

All official applications should be made aware of these guidelines.

Any incorrect use whether intentional or accidental will not be approved.

MINIMUM SCALE

Minimum scale provides the absolute minimum size for text legibility.

MINIMUM CLEAR AREA

Minimum clear area ensures the logo is legible and is not competing for prominence with other graphic elements.

DO NOT disproportionately scale the identifier either horizontally or vertically



DO NOT recolor any part of the identifier / only use provided colors



DO NOT remove any parts or adjust the lockup of the identifier



DO NOT reset or use alternate typefaces for any part of the identifier



DO NOT scale the identifier smaller than 1.25" in width



Minimum 1.25" wide



Less than 1.25" wide

MINIMUM CLEAR AREA is a general reference to maintaining space around the logo free of other artwork or copy to ensure it is easily identifiable and readable.

