

USITT CONFERENCE & STAGE EXPO

LOGO PACKAGE GUIDELINES



Primary Logo



The primary logo is best used where a horizontal orientation is ideal. It should be used on a solid background and needs to be legible at print size.

The stacked logo is to be used as an alternative version where a vertical orientation is ideal. It should be used on a solid background and needs to be legible at print size.



Block



The block logo can be used when the logo is to be presented at a smaller size.



Stacked



USAGE GUIDE:

- Do not recolor or add special effects to logo
- Do not skew or distort logo
- Do not use on top of a distracting background
- Do not change typography
- Do not change graphic elements

FILE TYPES INCLUDED IN PACKAGE:

- EPS – Vector version, scalable to large sizes
- PNG – Lower resolution, for digital (transparent bkgd)
- JPG – Higher resolution than PNG – for print and digital

The attached logo package contains one color (black), one color (white), and full color versions of the primary 2024 USITT Conference logo.