



LOGO USAGE GUIDE

1x



0.5x

1x

19 - 21 May 2021

Font type: **Proxima Nova Bold**

0.5x

1x

Bangkok International Trade and

Font type: **Proxima Nova Regular**

0.5x

1x

Exhibition Centre (BITEC), Thailand

Font type: **Proxima Nova Regular**

0.5x

1x

www.infocomm-sea.com

Font type: **Proxima Nova Extra Bold**



19 - 21 May 2021
Bangkok International Trade and
Exhibition Centre (BITEC), Thailand
www.infocomm-sea.com

Where possible, logo
usage should appear in a
lockup together with the
respective show location.

As a rule, each show
location has their own
respective colour
representation.

COLOUR APPLICATION

DON'Ts 错



Do not assign colours at random



Do not alter colour fill style



Do not use with similar coloured background



Do not use black against a dark coloured background



DOs 对



Ensure that there is sufficient contrast between the logo and background





Choose the appropriate logo based on the background colour




Use full white whenever appropriate



- 

RGB: **R0 G0 B0**
CMYK: **C100 M100 Y100 K100**
HEX: **#000000**
Pantone: **PMS Black C**
- 

RGB: **R27 G117 B186**
CMYK: **C85 M50 Y1 K0**
HEX: **#1B75BA**
Pantone: **PMS 2727 C**
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RGB: **R167 G169 B172**
CMYK: **C0 M0 Y0 K40**
HEX: **#A7A9AC**
Pantone: **PMS 422 C**

USAGE GUIDE

Always use the logos in their original form. Colour, composition, orientation and lockups should not be altered. Here are some misuse examples.

DON'Ts 错



Do not change the typeface



Do not alter composition



Do not remove elements



Do not distort logo



Do not use effects



Do not rotate the logo

DOs 对



Logo must appear in InfoComm Southeast Asia
Black and Blue whenever possible



Logo should be on solid colours or uncluttered backgrounds.



Logo should always have maximum contrast against the background.

CLEAR SPACE & MINIMUM SIZE

It is recommended to maintain clear space around the logos to ensure clear communication and brand integrity.



Minimum screen dimensions = 80px
Minimum print dimensions = 18 mm



Minimum screen dimensions = 40px
Minimum print dimensions = 12 mm

CO-BRANDING

Please ensure appropriate logo sizing and spacing when placed alongside other logos.

