



LOGO USAGE GUIDE

1x



0.5x

5 - 7 September 2022

Font type: Proxima Nova Bold

1x

Bombay Exhibition Center, Mumbai

Font type: Proxima Nova Regular

0.5x

www.infocomm-india.com

Font type: Proxima Nova Extra Bold



5 - 7 September 2022
Bombay Exhibition Center, Mumbai
www.infocomm-india.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



Do not assign colours at random



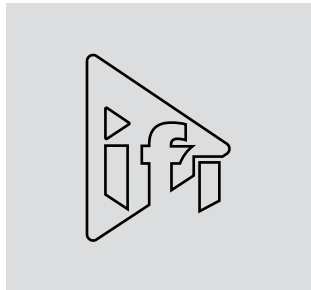
Do not alter colour fill style



Do not use with similar coloured background



Do not use black against a dark coloured background



DOs



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: **R166 G206 B62**
CMYK: **C40 M0 Y97 K0**
HEX: **#A6CE3E**
Pantone: **PMS 374 C**



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



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



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.

