

OFFICIAL LOGO



The Small Business Expo logo is comprised of the illustration and logotype /lettering.





The logotype is custom designed and should NEVER be replaced by a font or any other typeface.

The mark and logotype cannot be used as a separate identifier.

ANY SEPARATION OF LOGO IS PROHIBITED!



OFFICIAL COLORS

							
PANTONE 3435C		RICH BLACK		WARM WHITE		ACCENT YELLOW	
C - 87	R - 18	C - 70	R - 31	C - 0	R - 255	C - 0	R - 249
M - 45	G - 71	M - 50	G - 26	M - 1	G - 255	M - 19	G - 193
Y - 78	B - 52	Y - 30	B - 23	Y - 1	B - 255	Y - 100	B - 67
K - 49		K - 100		K - 1		K - 0	

SCALE REQUIREMENTS

The dimensions and proportions of the artwork have been selected accordingly and should never be altered.

Examples below show improper use:



MINIMUM SIZE

For Maximum performance, the minimum size for reproduction of the logo artwork is 100 px



LOGO AT 100PX

MINIMUM CLEAR SPACE

To achieve maximum logo recognition, it is important for assisting graphical elements & other company logos to not be in direct contact with the Small Business Expo logo.

By Visually imagining a containing box around the logo, any assisting elements should be at least an “M” width away from the logo artwork.



FULL COLOR used on tinted backgrounds range 0-15%



WHITE LOGO

may be used on tinted backgrounds range 50-100%

