

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.



GATEWAY TO THE FUTURE
USITT CONFERENCE & STAGE EXPO

Stacked



Block



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

The attached logo package contains one color (black), one color (white), and full color versions of the primary, stacked, and block options of the 2023 USITT Conference logo.

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