

# LOGO USAGE & GUIDELINES

## 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!



## 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.

## OFFICIAL COLORS

SBE Green	SBE Yellow	Solid Black	Solid White
RGB #003b1f	RGB #f3b600	RGB #000000	RGB #ffffff
CMYK #053b21	CMYK #f2b61b	CMYK #000000	CMYK #ffffff
C - 88 R - 0	C - 4 R - 243	C - 75 R - 0	C - 0 R - 255
M - 47 G - 59	M - 29 G - 182	M - 68 G - 0	M - 0 G - 255
Y - 90 B - 31	Y - 100 B - 0	Y - 67 B - 0	Y - 0 B - 255
K - 60	K - 0	K - 90	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



## FULL COLOR used on tinted backgrounds range 0-15%



## WHITE LOGO

may be used on tinted backgrounds range 50-100%

