

Event Logo



Fonts

Roboto

- **Main Headline**
- **Subhead 1**
- *Subhead 1 alt*
- **Subhead 2**

Roboto

- **Subhead 3**

Roboto Regular

- Body text

Reversed Fonts

Roboto

- **Main Headline**
- **Subhead 1**
- *Subhead 1 alt*
- **Subhead 2**

Roboto

- **Subhead 3**

Roboto

- Body text

Divider Lines/Rules (20% black, .5pt width)

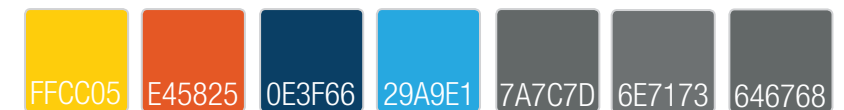
Color Palette

Solids



Divider Lines/Rules (20% black, .5pt width)

Swatches



Gradients



Visual Guidelines



Minimum Size

To ensure legibility and brand consistency, the width of logo must never be reduced any smaller than 1.5".



Safe Area

The primary logo is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by a .25" space around the logo as shown above.