



## Basic Usage Guide



# Basic Usage Guide

## Color Palette



### Basic use of the BioITWorld Conference & Expo Logo

The BioITWorld Conference & Expo logo is a highly visibility symbol. Given it's importance, the BioITWorld Conference & Expo logo should be treated with the greatest care and respect. Every element of the logo must be used in a consistent manner and never altered or redrawn in anyway.

### BioITWorld Conference & Expo Logo Colors

The palette created for BioITWorld Conference & Expo logo was created to be versatile in all forms of reproduction.

#### Pantone



Reflex Blue



PMS 185



PMS 115



PMS 362

#### 4/c Process



C: 100  
M: 72  
K: 6



M: 100  
Y: 100



M: 9  
Y: 80



C: 76  
Y: 100  
K: 11

## Basic Usage Guide One Color

**Basic use of BioITWorld Conference & Expo Logo in one color**  
When represented in a single color, the BioITWorld Conference & Expo logo can appear in blue, black and white.



Blue BioITWorld Conference & Expo Logo



Black BioITWorld Conference & Expo Logo



White BioITWorld Conference & Expo Logo

Basic Usage Guide  
**Two and Four Color**

**Basic use of BioITWorld Conference & Expo in two and four color.** When placing the BioITWorld Conference & Expo logo over a solid field of color, make sure there is adequate contrast.



2 color BioITWorld Conference & Expo Logo



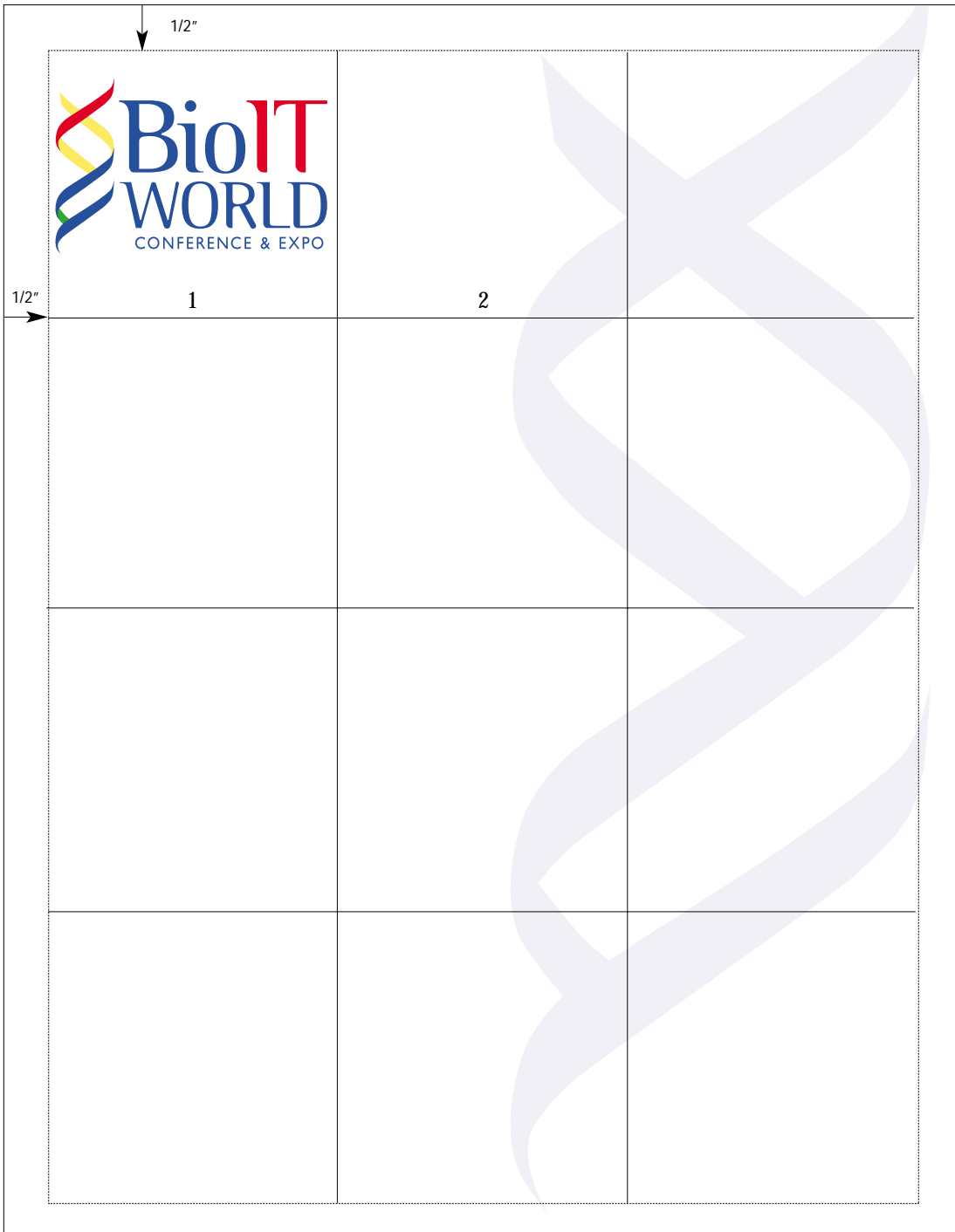
4 color BioITWorld Conference & Expo Logo

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## Logo Positions

**Basic positions of BioITWorld Conference & Expo logo.** The placement of the BioITWorld Conference & Expo logo is in the top quarter of a surface in sections 1 and 2. Use an appropriate size that relates well to the size of the surface. Keep in mind that the logo must be easily and quickly located and that graphics or text should not obscure or detract from the logo,

for example do not surround logo with boxes, circles, lines or text.



This grid system is offered as a tool for the placement of the BioITWorld Conference & Expo logo in print and media. It is not meant to be a grid for total page layout. It is simply meant to be a guide for determining the appropriate position for the logo.