

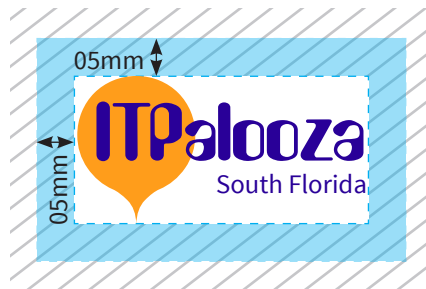


**Logo &
Brand Identity
Guidelines**



Logo Specs

Logo Alone



Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue area indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Space is 5mm.



Logo Specs

with website



with Year

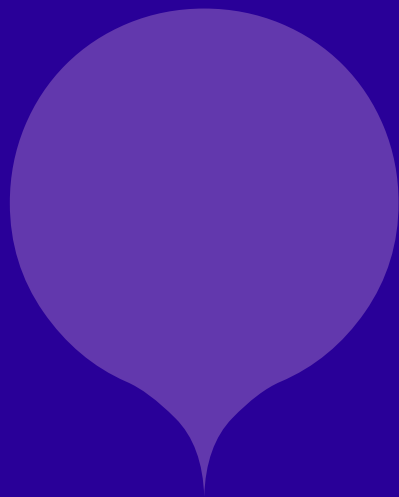


ITP Alone



DONT's

- Do not change the font or alter the spacing between letters.
- Do not incorporate logo or insignia into your company identity.
- Never create a new signature that combines the ITPalooza logo with your business name.
- Do not reproduce the signature using any color other than corporate colors (refer to color specifications).
- Do not use logo artwork that has been rendered to look three-dimensional.



Typeface

Two font styles are used for the logo, which are:

08

This fancy font keeps the palooza alive and energetic.

When to use:

Heading and Highlights.

A B C D E F

a b c d 1 2 3 4

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+<>?:'"/>

Typeface
in Use



PLATUNUM Sponsorship

2 VIP Passes to the VIP Tent.

½ page ad in event program

Class room facility with projector to hold one vendor specific training session for registered attendees

Exclusive table space in the atrium.

Sponsors logo on the ITPalooza T-shirt.

Sponsors logo listed on the ITPalooza website with click-through.

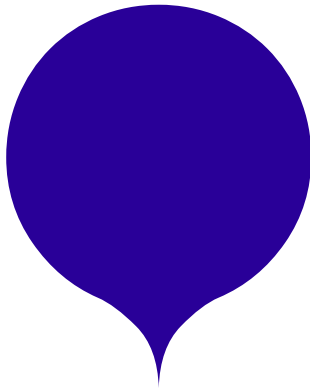
Banner placement within the conference.

Logo placement on program slideshow throughout the day/venue.

2 complimentary ITPalooza t-shirts.

Hiring Fair IT recruitment table space

Color Specifications



Pantone Coated Violet C

RGB	68, 0, 153
-----	------------

Hex	#440099
-----	---------

Websafe	#330099
---------	---------

CMYK	90, 99, 0, 0
------	--------------



Pantone Coated 1375 C

RGB	255, 158, 27
-----	--------------

Hex	#ff9e1b
-----	---------

Websafe	#ff9933
---------	---------

CMYK	0, 38, 89, 0
------	--------------