

# TCEA CONVENTION & EXPOSITION LOGO AND BRAND USAGE GUIDELINES

Brand Logo

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The image shows the TCEA logo in a large, bold, dark blue font. The letters are thick and blocky, with a slight shadow effect on the right side of the letters.

Above: Official logo and primary color for the TCEA Convention & Exposition

Below: Logo in official brand colors



A vertical stack of six TCEA logos, each in a different color: black, dark blue, light blue, yellow, red, and white. The logos are centered and stacked vertically against a grey background.

# TCEA CONVENTION & EXPOSITION LOGO AND BRAND USAGE GUIDELINES

## Logo Usage - Taglines

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The logo consists of the letters "TCEA" in a bold, dark blue, sans-serif font.

### OFFICIAL LOGO - NO TAGLINES

This is the main logo set in navy blue (PMS 281). This logo should be used at all times, unless the descriptor or location/date taglines are necessary or desired. (See below.)

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The logo consists of the letters "TCEA" in a bold, dark blue, sans-serif font, with the words "CONVENTION & EXPOSITION" in a smaller, dark blue, sans-serif font centered below it.

### OFFICIAL LOGO - DESCRIPTOR TAGLINE

This is the main logo with the "Convention & Exposition" tagline. Whenever this is used in conjunction with the logo, this logo art must be used.

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The logo consists of the letters "TCEA" in a bold, dark blue, sans-serif font, with the text "AUSTIN | FEBRUARY 5-9, 2018" in a smaller, dark blue, sans-serif font centered below it.

### OFFICIAL LOGO - LOCATION/DATE TAGLINE

This is the main logo with the location/date tagline. The location must be shown first followed by a "|" and then the date. The location and date in the artwork to the left is for the 2018 Convention & Exposition. A new art file for this configuration will be made available for each subsequent location and year after the current Convention & Exposition is over.

# TCEA CONVENTION & EXPOSITION LOGO AND BRAND USAGE GUIDELINES

## Colors

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**TCEA Conv Navy**  
PMS 281  
100 | 85 | 5 | 51  
3 | 31 | 89  
#021F59



**TCEA Conv Blue**  
PMS 2925  
76 | 25 | 0 | 0  
16 | 154 | 214  
#0F99D6



**TCEA Conv Red**  
PMS 185  
1 | 100 | 92 | 0  
235 | 28 | 45  
#EA1C2C



**TCEA Conv Yellow**  
PMS 1225  
0 | 22 | 83 | 0  
255 | 199 | 69  
#FFC744



**TCEA Conv Black**  
PMS Black 6  
81 | 71 | 59 | 76  
18 | 24 | 32  
#111820



**TCEA Conv White**  
White  
0 | 0 | 0 | 0  
255 | 255 | 255  
#FFFFFF

## Colors - Registration Levels

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**PREMIUM**  
**TCEA Conv Red**  
PMS 185  
1 | 100 | 92 | 0  
235 | 28 | 45  
#EA1C2C



**BASIC**  
**TCEA Conv Blue**  
PMS 2925  
76 | 25 | 0 | 0  
16 | 154 | 214  
#0F99D6



**EXPO ONLY**  
**TCEA Conv Black**  
PMS Black 6  
81 | 71 | 59 | 76  
18 | 24 | 32  
#111820

# TCEA CONVENTION & EXPOSITION LOGO AND BRAND USAGE GUIDELINES

## Typography - Print and Digital\*

### Headline

#### Subhead

Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut gravida tristique neque, sit amet egestas erat rhoncus non. Cras laoreet ligula a est consectetur convallis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean porttitor, sem vel lacinia vestibulum, felis nisi ornare augue, ut consectetur massa lacus sed nibh.

- Vestibulum metus mi, venenatis et blandit ac, ornare nec nibh.
- Vestibulum libero odio, suscipit nec nunc eu, semper vehicula orci. Morbi orci magna, placerat rhoncus rutrum bibendum, blandit gravida metus. Nunc est felis, fermentum in turpis vitae, posuere aliquet purus.

Pellentesque tempus tristique sapien sed mollis. Ut turpis nulla, tristique non leo a, cursus suscipit mi. Curabitur fringilla neque nec mollis luctus.

### Gotham

Headlines and primary information should be typeset in bolder weights. Body copy should be typeset in book weight.

This is the official font of the TCEA Convention & Exposition. Whenever possible, this font should be used. If a license can't be obtained, then please use the font, Montserrat, below.

## Typography - Digital, Print, and Web†

### Headline

#### Subhead

Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut gravida tristique neque, sit amet egestas erat rhoncus non. Cras laoreet ligula a est consectetur convallis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean porttitor, sem vel lacinia vestibulum, felis nisi ornare augue, ut consectetur massa lacus sed nibh.

- Vestibulum metus mi, venenatis et blandit ac, ornare nec nibh.
- Vestibulum libero odio, suscipit nec nunc eu, semper vehicula orci. Morbi orci magna, placerat rhoncus rutrum bibendum, blandit gravida metus. Nunc est felis, fermentum in turpis vitae, posuere aliquet purus.

Pellentesque tempus tristique sapien sed mollis. Ut turpis nulla, tristique non leo a, cursus suscipit mi. Curabitur fringilla neque nec mollis luctus.

### Montserrat

Headlines and primary information should be typeset in **bolder** weights. Body copy should be typeset in regular.

This font should be used whenever Gotham is not available. This includes: the convention website, badges, word documents, power point slides, etc.

This is a free font available from Google fonts. To download the font and install it on your system, please visit:

<https://fonts.google.com/specimen/Montserrat>

<https://github.com/JuliettaUla/Montserrat>

\* - When Gotham is available | † - When Gotham is not available