

ISTE 2017 Logo Standards

Logos

These logo standards apply to the following official marks:

Full logo

The first choice for logo formats in all applications.



No dates

When the conference dates are listed elsewhere.



Year only

For use in smaller spaces, when location and dates are listed elsewhere.



Usage guidelines

Our logo is one of our most valuable assets, one that is instantly recognized and trusted all over the world. The ISTE 2017 logos need to be used consistently and elegantly across all marketing and communication pieces. To ensure our logo always looks its best, there are a few simple rules to follow.

Integrity

Always use the logo in its entirety. Do not separate any elements from the design.

White space

Maintain 1/2-cap height of white space around the logo at all times.

Size

Follow these minimum width requirements for proper sizing.

Print: 0.5" wide at 300 dpi

Digital: 100 px wide at 72 dpi

Proportions

Never stretch, elongate or distort the logo in any way.

Links

When using a ISTE 2017 logo in a digital setting, please link the mark to isteconference.org.

Color

The logo was designed to appear on a white background only. Please contact ISTE Art Director Brianne Beigh (bbeigh@iste.org) for use on background colors other than white.



ISTE Blue
PMS: 539C
CMYK: 100.60.25.80
RGB: 0.22.49
HEX: 001631



ISTE Green
PMS: 383C
CMYK: 25.0.100.10
RGB: 183.199.38
HEX: B7C726



ISTE Teal
PMS: 314C
CMYK: 100.0.9.30
RGB: 0.132.169
HEX: 0084A9

Logo do's

Correct proportions, spacing and colors.



x = white space allowance (1/2 cap height)

Logo don'ts

Incorrect proportions and color usage.



Approvals and questions

For ISTE 2017 Conference logo use approvals or other brand-related questions and inquiries, please contact ISTE Art Director Brianne Beigh at bbeigh@iste.org.