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 2018 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 2018 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.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
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<td>ISTE Blue</td>
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<td>97.41.138</td>
<td>61298A</td>
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</tbody>
</table>

Approvals and questions

For ISTE 2018 Conference logo use approvals or other brand-related questions and inquiries, please contact ISTE Art Director Brianne Beigh at bbeigh@iste.org.