

Role-Specific Logo Standards

Logos

These logo standards apply to the following official marks:



Usage guidelines

Our logo is one of our most valuable assets, one that is instantly recognized and trusted all over the world. The ISTE Live 23 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. **Do not remove the role-specific descriptor beneath the logo or modify the logo in any way.**

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 an ISTE Live 23 logo in digital setting, please link the mark to isteconference.org.

Color

The logo was designed to appear on a white background only. Please contact ISTE (dhunsaker@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

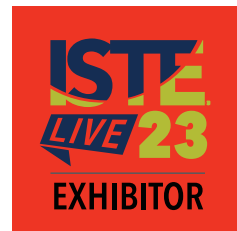
White space allowance

Use this key to adhere to the minimum requirements for clear space around the logo:



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

Incorrect proportions and color usage



Approvals and questions

For ISTE Live 23 Conference logo use approvals or other brand-related questions and inquiries, please contact ISTE at dhunsaker@iste.org