

ISTELive 25 and ASCD Annual Conference 25 Role-Specific Logo Standards

Logos

These logo standards apply to the following official marks:

EXHIBITOR



PRESENTER



SPONSOR



Usage guidelines

Our logos are one of our most valuable assets, one that is instantly recognized and trusted all over the world. The ISTE Live 25 logo and ASCD Annual Conference 25 logo 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 above the logo or modify the logo in any way.

Links

When using these logos in a digital setting, please link the marks to event.ascd.org/2025 or conference.iste.org/2025, as appropriate.

Proportions

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

Color

The logo was designed to be used in black or white on approved background colors. See brand standards for color options.

Size

Follow these minimum width requirements for proper sizing.

Print: 0.5" wide at 300 dpi

Digital: 100 px wide at 72 dpi

Incorrect proportions or color usage



White space allowance

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

White space

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

$$x = E$$

White space allowance = x (1-Capital letter)



Approvals and questions

For ISTE Live 25 logo and ASCD Annual Conference 25 logo use approvals or other brand-related questions and inquiries, please contact:

Beth DeWilde
bdewilde@iste.org