Role-Specific Logo Standards

Logos

These logo standards apply to the following official marks:

2024 EXHIBITOR   **2024 PRESENTER**   **2024 SPONSOR**

Usage Guidelines

Our logo is one of our most valuable assets, one that is instantly recognized and trusted all over the world. The 2024 ASCD Annual Conference 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: 0.75" wide at 300 dpi
Digital: 50 px wide at 72 dpi

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

Links
When using a 2024 ASCD Annual Conference logo in a digital setting, please link the mark to ascd.org/annualconference

Color
The logo was designed to appear on a white background only. Please contact ASCD+ISTE (bdewilde@iste.org) for use on background colors other than white.

Leaf Green
PMS: 3268 C
CMYK: 100.0.70.0
RGB: 0.167.126
HEX: 00A77E

Forest Green
PMS: 561 C
CMYK: 100.10.70.50
RGB: 0.94.71
HEX: 015E47

Red Delicious
PMS: 7635 C
CMYK: 15.100.73.10
RGB: 190.29.63
HEX: BE1D3F

Pink Lady
PMS: 184 C
CMYK: 0.90.50.0
RGB: 239.64.96
HEX: EF4060

Charcoal
PMS: 432 C
CMYK: 25.0.5.90
RGB: 42.57.62
HEX: 2A393E

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

⊗ Do not separate the mark.   ⊗ Do not recolor the mark.

⊗ Do not change proportions.

⊗ Do not use on a color background other than white.

Approvals and questions

For 2024 ASCD Annual Conference logo use approvals or other brand-related questions and inquiries, please contact ASCD+ISTE at bdewilde@iste.org.

#ASCD24
ascd.org/annualconference