



This guide provides the standards for the PROCESS EXPO 2010 event brand. Please use this as a resource to easily apply our basic standards to materials associated with the 2010 event.



**PROCESS EXPO 2010 Logo
Pantone or Process CMYK Color**

The PROCESS EXPO 2010 Logo consists of two colors: Pantone 186C and Black. Process CMYK equivalent of Pantone 186C is 100M 81Y 4K.



**PROCESS EXPO 2010 Logo
Grayscale**

For black and white printing, the logo consists of Solid Black (100%) text and bar with the circles 60% Black.



**PROCESS EXPO 2010 Logo
Reverse**

When reversing out of a dark background, the text and horizontal bar become white, while the circles remain Pantone 186C or its Process CMYK equivalent.

Improper Uses of the PROCESS EXPO 2010 Logo

To maintain a clear identification, the logo should not be altered in any way.



DO NOT distort the proportions of the logo



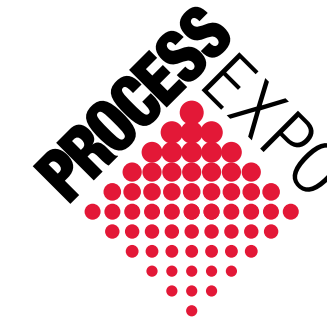
DO NOT recreate approximations of the logo. Use the logo files provided.



DO NOT change the color of the logo.



DO NOT apply special graphic effects to the logo



DO NOT manipulate or extract elements of the logo. The PROCESS EXPO logo should be used in its entirety.



DO NOT make the web versions of the logo larger than their current size or use the web versions (jpg) for professional printing. Print-quality eps versions are included in your media kit.

PROCESS EXPO in Text

When mentioned in text, PROCESS EXPO should always be in ALL CAPS. There should always be a space between the words PROCESS and EXPO.