

# EASTEC LOGO GUIDELINES

The EASTEC logo is an event logo under the SME umbrella. It can be reproduced at any size but no smaller than 1.25" wide for legibility. It should be reproduced from master vector artwork and never distorted or altered in any way.

The logos can only be represented in the following variations:

- In positive, PMS 259, 123 and PMS 383, and all black.
- In reverse, the logo can be all white, and white with PMS 259, 123 and PMS 383.

## EVENT LOGO

PMS 259, 123 and PMS 383



Black



Reversed (White)



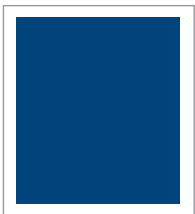
Reversed (White) and PMS 259, PMS 123, and PMS 383



Please note: Only use backgrounds where all colors are visible.

## COLOR INFORMATION

PMS 259



### CMYK

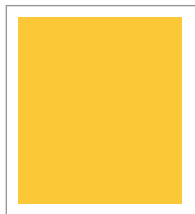
C = 100  
M = 57  
Y = 0  
K = 40

### RGB

R = 0  
G = 68  
B = 124

Hex Code  
# 00457c

PMS 123



### CMYK

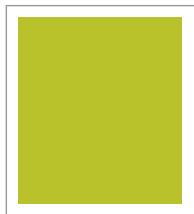
C = 0  
M = 24  
Y = 94  
K = 0

### RGB

R = 255  
G = 196  
B = 37

Hex Code  
#ffc425

PMS 383



### CMYK

C = 20  
M = 0  
Y = 100  
K = 19

### RGB

R = 178  
G = 187  
B = 30

Hex Code  
#b2bb1e

Minimum Size  
1.25"



# EASTEC LOGO MISUSE

The following representations violate the logo guidelines. The displayed misuses apply to all variations of the EASTEC logo.



Do not skew the logo.



Do not distort the logo in any way.



Do not use colors that are not allowed.



Do not apply textures or effects, or insert photos within the icon.



Do not stretch the logo.



Do not shift the logo in any way.



Do not use in outline form.



Do not blur the logo.

In addition to the above misuse no additional titles, countries, or any other language should be added to the logos unless otherwise approved by the marketing department. For inquiries or questions, please email Patti Miller at [pmiller@sme.org](mailto:pmiller@sme.org).