



LABELEXPO
GLOBAL SERIES

BRAND GUIDELINES

WWW.LABELEXPO.COM



LABELEXPO
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1. LABELEXPO NAME

The **Labelexpo** and **Label Summit** names must be used consistently in all communications. This is important for search engine optimization and for continuity of brand.

Labelexpo

Unless included in a logo the “**L**” should always be capitalized and the “**e**” of “**expo**” should be lower case. Additionally “**Labelexpo**” is to be presented as one word and there should be no space between “**Label**” and “**expo**”.

Label Summit

The name must be presented as two separate words with both the “**L**” of “**Label**” and the “**S**” of “**Summit**” capitalized.



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2. LOGO - CLEAR SPACE

Any Labelexpo logo used on promotional materials or otherwise should have a clear space around it. This space is determined by using a **half sized sphere width** around the entire logo.





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3. LOGO - USAGE ON COLLATERAL

Whichever Labelexpo logo you are using, it is important that it is used in the correct way. We provide our logos in transparent EPS and PNG formats, both vertical and horizontal versions, with both black and white text.

The **absolute minimum** height size of a Labelexpo logo is **18mm** for the vertical version and **8.5mm** for the horizontal version.



It is important to use the correct logo in relation to what it will be placed onto. **For any dark backgrounds, please use the reverse (white text) version.** For any colors that fall down the middle please use an enclosure for the logo, ensuring it has the correct clear space around it. **The main priority is that the logo is legible.**



Please be careful not to distort our logos from the correct proportions.



The Labelexpo logo has been designed to be used as it is. Please **do not adapt or edit** our logo in any way by adding or removing elements. It is also against our brand guidelines to enhance the logo by using drop shadows or glows.



We have a range of logos that correspond to each event. These vary in color and you will be provided with the correct logo to use. Please **do not change the color** of any of our logos to fit your branding.