LOGO USAGE GUIDELINES

NTCA–The Rural Broadband Association recognizes the value advertising and marketing have to exhibitors as essential business functions. Through advertising and marketing, important information about products and services can be communicated, enabling consumers to make informed decisions.

Exhibitors shall adhere to the following rules in planning their marketing and promotional materials and activities.

MARK

TECHNOLOGY+BUSINESS CONFERENCE
NTCA 2019
APRIL 23–25, 2019: CHICAGO, IL

Clear Space
The clear space is defined as the white space or area surrounding the logo (above logo, below logo, to the left of the logo and to the right of the logo). The minimum distance of this space consists of ¼ inch around entire logo. No written information or other company logos should appear within this space.

Date and Location
Logo may be used alone without the accompaniment of the date and location.

Font and Type: Helvetica Neue

Logo Colors: May only be used in black or white. With the following complimentary colors.

HEX	#323232
CMYK	70 63 62 59
RGB	49 50 50

HEX	#FF6A13
CMYK	0 73 100 0
RGB	255 106 19

HEX	#FDB913
CMYK	0 30 100 0
RGB	253 185 19

HEX	#01426A
CMYK	100 76 35 21
RGB	1 66 106

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NTCA–The Rural Broadband Association
Questions about branding usage? Contact: marketing@ntca.org.