



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.

EXPO at RTIME is to be listed with all caps, “EXPO,” and all caps, “RTIME.” Reference “EXPO at RTIME” upon first mention and simply “EXPO” thereafter.



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



HEX #E5504E
CMYK 4 85 70 0
RGB 229 79 77

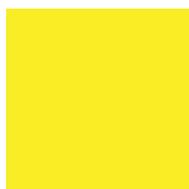


HEX #EE8C22
CMYK 3 54 100 0
RGB 238 140 34



HEX #6D6E71
CMYK 0 0 0 70
RGB 109 110 113

Complimentary Color



HEX #FCEE23
CMYK 4 0 93 0
RGB 25 238 35

RTIME and EXPO at RTIME are intellectual properties of

NTCA–The Rural Broadband Association

Questions about branding usage? Contact: marketing@ntca.org.