

LOGO USAGE GUIDELINES

WELCOME

As an exhibitor of the premier events in the attractions industry, we welcome and encourage you to display your membership proudly. Please review these brief IAAPA Expos Logo Usage Guidelines prior to use.

LOG INTO THE MEMBER EXHIBITOR RESOURCES SECTION AT IAAPA.ORG TO FIND THE APPROVED FORMATS AVAILABLE FOR USE FOR ALL THREE IAAPA EXPOS: IAAPA EXPO, IAAPA EXPO ASIA, AND IAAPA EXPO EUROPE.

Please do not use screen shots or website images as the resolution may not be sufficient.

FULL-COLOR

SINGLE-COLOR

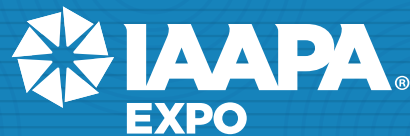
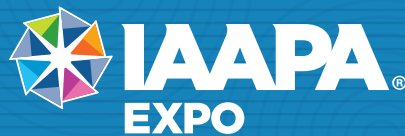
POSITIVE



✓ PREFERRED VERSION



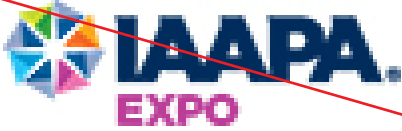
REVERSE



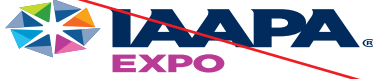
NOTE

IAAPA Expo is held in Orlando, FL and is the logo used for examples. The same guidelines apply for use of IAAPA Expo Europe and IAAPA Expo Asia. All logos can be found online.

LOGO INTEGRITY



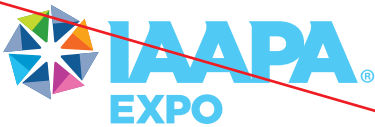
Do not copy logos from online or use screen shots.



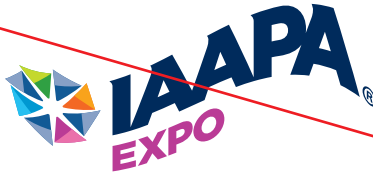
Do not stretch or distort the size/orientation.



Do not disassemble and reassemble elements of the logo.



Do not recolor the logo.



Do not alter approved logos in any way.



Do not use the icon or the IAAPA type independently.

USAGE PERMISSIONS & RESTRICTIONS

As an IAAPA Expos exhibitor, you do not need approval prior to using this logo. However, please note the following restrictions:

- For use only by active IAAPA exhibitors in 2019 good standing.
- IAAPA Expos logo may be used on letterheads, business cards, catalogs, brochures, advertising collateral and social media.
- No IAAPA Expos logo can be used on items for sale or for commercial purposes.
- Use of this logo does not imply sponsorship, endorsement or approval of your establishment by IAAPA.
- IAAPA reserves the right to determine whether or not the logo is being used properly. Usage privileges may be revoked if used inappropriately.
- Should your participation end or be suspended, you are no longer allowed to display the IAAPA Expos logo.

