IAAPA Attractions Expo 2007 Logo and Text Usage Guidelines

Complete logo

name

full name

dates and
location

Simplified logo

- The complete logo is made up of three main parts, the **name,** the **full name** and the **dates and location.** Never change the size or positioning relationships of these three parts. All three parts should be used as a unit, and should remain that way. Do not stretch or distort this unit. Always scale it proportionally. Do not try to draw or recreate the logo.

- The complete logo (including full name, dates and location) should be used on advertisements, single page promotions, and the signature pages of all direct mail pieces.

- The simplified logo (logo without full name, dates and location) can be used to identify pieces promoting the event.

When referring to the show in text, the following will be used:

- The official name of this year's event is "IAAPA Attractions Expo 2007 Annual Conference and Trade Show."

- When used in text, the first reference to the event should be made in its entirety "IAAPA Attractions Expo 2007 Annual Conference and Trade Show." Subsequent references to the event can be made as "IAAPA Attractions Expo 2007."

- No other variations in the text can be used.
  89th Annual Convention and Trade Show
  IAAPA 2007
  The IAAPA Tradeshow
  Expo 2007
  IAAPA Orlando

- The dates for IAAPA Attractions Expo 2007 will always be broken out to indicate the conference and trade show separately:
  Conference: November 12-16, 2007
  Trade Show: November 13-16, 2007

- In speaking, be sure to always refer to the show as "IAAPA Attractions Expo 2007" whether in conversation or on your voicemail greeting.

IAAPA
Attractions
eXPO

IAAPA
Attractions
eXPO

Annual Conference and Trade Show
of the International Association of
Amusement Parks and Attractions
CONFERENCE: NOV. 12-16, 2007
TRADE SHOW: NOV. 13-16, 2007
Georgia World Congress Center
Atlanta, Georgia USA

One-Color Version of the Logo

When four-color process printing is not available, use the one-color version of the logo. In this version, all of the parts of the logo print in 100% black.

IAAPA
Attractions
eXPO

IAAPA
Attractions
eXPO

Annual Conference and Trade Show
of the International Association of
Amusement Parks and Attractions
CONFERENCE: NOV. 12-16, 2007
TRADE SHOW: NOV. 13-16, 2007
Orange County Convention Center
In the North/South Building
Orlando, Florida USA

Four-Color Version of the Logo

When four-color printing is available, use the four-color version of the logo.

P
P
P

IAAPA
Attractions
eXPO

Annual Conference and Trade Show
of the International Association of
Amusement Parks and Attractions
CONFERENCE: NOV. 12-16, 2007
TRADE SHOW: NOV. 13-16, 2007
Orange County Convention Center
In the North/South Building
Orlando, Florida USA

P
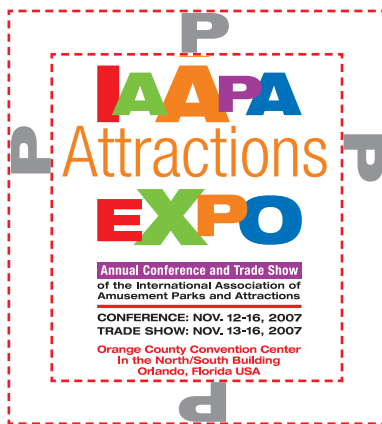
Positioning of the Logo

The complete logo, when at all possible, should be placed on a white background. The simplified logo works well on either white or black backgrounds. Allow a generous amount of background space around it in order for it to be visible. Crowding the logo with other elements on the page can make it hard to read and stand out.

The diagram to the left shows the minimum amount of open space that should surround the logo. Using the "**P**" in "**IAAPA**" as a unit of measurement, do not place any other elements within this bounding area.

Simplified logo
minimum print size:
3 picas • 0.5'' • 12.7 mm

Complete logo
minimum print size:
9 picas • 1.5'' • 38 mm

IAAPA
Attractions
eXPO

IAAPA
Attractions
eXPO

Annual Conference and Trade Show
of the International Association of
Amusement Parks and Attractions
CONFERENCE: NOV. 12-16, 2007
TRADE SHOW: NOV. 13-16, 2007
Orange County Convention Center
In the North/South Building
Orlando, Florida USA

Size of the Logo

The minimum recommended size for the complete logo usage in printed materials is shown here. The width (measured by the word "Attractions") of the logo should be no smaller than 9 picas, 1.5'' or 38 mm. The simplified logo can measure as small as 3 picas, 0.5'' or 12.7 mm wide.

There is no limit to the enlargement of the logo. However, what is critical when enlarging the logo, is that the correct electronic file format is being used. You must use an .eps version.

Web sizes

The minimum width size for the complete logo is 210 pixels. The minimum width size for the simplified logo is 80 pixels.