

Logo

The horizontal version is primary. Use it on all publications, presentations, signs and exhibits. Use the stacked version—the *only alternate format*—for stationery.

The logos shown at the bottom of this page are the smallest allowed in our printed materials—1.5” wide stacked version, the size used on business cards or 1 15/16” wide horizontal version. Never reproduce them smaller—the symbol and the letter forms will fill in, distorting the logo.

Never reproduce these logos smaller than these sizes on screen applications, such as PowerPoint presentations and the Web. Use proportionally larger sizes in exhibits and signs—but, whatever the size, always use plenty of white space around the logo (see page 3).



Primary logo, minimum size allowed



THE CONFERENCE BOARD

Secondary logo, minimum size allowed

Logo Colors

Our official corporate colors are blue, gray and black. Our logo can also be reversed out of a solid TCB Blue or black to white. (See page 4 for additional colors that can be used.)

Never print the two-color application on any color background or field. A one-color application in TCB Blue or black may be used on any limited print situation or in a secondary communication.

Use the chart on page 4 as a guide to color formulas when reproducing our colors in different media. (Use the numbered Pantone inks when printing spot colors or running a two-color job. Use the CMYK equivalents when using the logo on a four-color job that includes full-color photography. Use RGB equivalents when producing Word process, Internet (See page 9 for web safe colors), and Presentation materials.)



Pantone



RGB



CMYK/Process



These rules apply to both versions of our logo. Further details are available by contacting the publishing department.

Repro

Electronic files are available by contacting Peter Drubin 212 339 0478 or Linda Saladino 212 339 0485 in the publishing department.

Copyright information

In lieu of a registration mark on the TCB logo, always include the following text:

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