

How to use the TASA | TASB Convention Promotional Materials

These files are intended for use by current 2019 TASA | TASB Convention exhibitors.

These files have been optimized at their current size for the best possible online viewing experience. Resizing the logo will negatively affect the image quality. Please contact Ronika Nash at ronika.nash@tasb.org if you require additional sizes or alternative file formats.

The provided web-ready and screen-resolution images are appropriate for placement on your website, in e-mail, and in presentations. Print-quality versions of the Convention logo are available. Please contact Ronika if you require print versions and accompanying Convention identity standards.

Use of high-resolution image requires review of final piece by TASA | TASB prior to printing.

Supporting color palette, fonts, and images have been provided for reference on page two.



Look & Logo Art

TASA | TASB Convention

Files have been provided in the following types:

- **JPG web-ready**
RGB Color, 195 x 110 pixels
- **PNG web-ready**
RGB Color, 195 x 110 pixels
- **PNG screen-resolution**
RGB Color, 406 x 229 pixels



Social Media Image

TASA | TASB Convention

Files have been provided in the following type:

- **JPG web-ready**
RGB Color, 1200 x 630 pixels



Print-Ready Templates

TASA | TASB Convention

Files have been provided in the following type:

- **DOC, Letter template**
CMYK Color, 8.5 x 11 inches
- **DOC, Postcard template**
CMYK Color, 4.25 x 5.5 inches
(four postcards per 8.5 x 11-inch sheet)

Design Guidelines for 2019 TASA | TASB Convention

Logo



Color Palette

PMS 294 C
C 100 | M 69 | Y 7 | K 30
R 0 | G 47 | B 108
#002F6C

PMS 7548 C
C 0 | M 12 | Y 98 | K 0
R 255 | G 198 | B 0
#FFC600

PMS 3115 C
C 59 | M 0 | Y 14 | K 0
R 0 | G 193 | B 213
#00C1D5

PMS 3268 C
C 86 | M 0 | Y 53 | K 0
R 0 | G 171 | B 142
#00AB8E

PMS 234 C
C 18 | M 100 | Y 6 | K 18
R 162 | G 0 | B 103
#A20067

100% BLACK
C 0 | M 0 | Y 0 | K 100
R 0 | G 0 | B 0
#000000

Typeface

Avenir Next Regular

Avenir Next Medium

Avenir Next Bold

Avenir Next Heavy

Design Elements

