

New England Grows!

2012

LOGO USAGE

GUIDELINES

1. Full color logo – horizontal

File name: NEGlogoH_cmyk2012.eps
DO NOT SCALE SMALLER THAN 65%



Wednesday, Thursday & Friday
February 1–3, 2012

Boston Convention & Exhibition Center
Boston, Massachusetts

HORIZONTAL

2. Minimum size – horizontal

2.1875" w x 1.0625" h



Wednesday, Thursday & Friday
February 1–3, 2012

Boston Convention & Exhibition Center
Boston, Massachusetts

4. B&W – horizontal

File name: NEGlogoH_bw2012.eps
DO NOT SCALE SMALLER THAN 65%



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3. Clearance area

Allow .25" clear area on all sides of logo



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5. Web logo

File name: NEGlogo_H.gif
DO NOT SCALE



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2012

LOGO USAGE GUIDELINES

VERTICAL

6. Full color logo – vertical

File name: NEGlogoV_cmyk2012.eps
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Wednesday, Thursday & Friday
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Boston Convention & Exhibition Center
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7. Minimum size – vertical

1.125" w x 1.5" h



Wednesday, Thursday & Friday
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8. Clearance area

Allow .25" clear area on all sides of logo



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9. B&W logo – vertical

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10. Web logo

File name: NEGlogo_V.gif
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