GSX

GLOBAL SECURITY EXCHANGE

2018 LOGO STYLE GUIDE

GSX
GLOBAL SECURITY EXCHANGE

For over 60 years, ASIS International has provided an integrated destination for education, cutting-edge technologies, and peer-to-peer networking, in the Annual Seminar and Exhibits. As our industry evolves, it is essential that our organization grow and adapt along with it.

To continue our vision of being recognized as the leader advancing security worldwide, ASIS, together with our board of directors, made a strategic decision to evolve our hallmark event.

That's why we're introducing our new brand—Global Security Exchange. GSX for short. It's fresh. It's forward looking. And it clearly defines our goals for this annual event: to represent a global community of security practitioners focusing on the three distinct pillars: networking, knowledge sharing, and our place in the market – as a product and service showcase.

Note: The official style is to refer to the event as "Global Security Exchange" or "GSX". The event should not be referred to as, "The Global Security Exchange" or "The GSX".

CONTENTS

COLOR PALETTE

GSX
GLOBAL SECURITY EXCHANGE

■ GREEN

PMS: 3268 CP
CMYK: 81 / 0 / 51 / 0
RGB: 0 / 176 / 152
HEX: #00b098

■ BLUE

PMS: 3025 CP
CMYK: 100 / 70 / 39 / 25
RGB: 0 / 75 / 108
HEX: #004b6c

■ BLACK

PMS: 546 CP
CMYK: 89 / 69 / 58 / 91
RGB: 0 / 24 / 37
HEX: #001825

LOGO SIZE

Minimum sizes for the GSX logo are:

Print: Minimum 1.25 inch width

Web: Minimum 100 pixel width

Scaling should be <u>always</u> be proportional.

The minimum space around the logo, known as the "clear space," ensures no elements encroach on the logo. The clear space is defined by half the width of the "G" on all sides. The amount of clear space should be increased whenever possible.

1.25"

100px

0.3998"

32.22 px

MINIMUM PRINT
DIMENSIONS

MINIMUM WEB
DIMENSIONS

FULL COLOR LOGO USAGE

In the full color logo usage, "GS" is always green, "X" is always blue and "Global Security Exchange" is always black (as these colors are defined on page 01 of this style guide).

The full color logo should be used on white or light-colored backgrounds. The full color logo should never be used on dark backgrounds, or solid backgrounds that use one of the three colors (including tints) defined on page 01 of this style guide.

BLACK LOGO USAGE

In the black logo usage, "GS" is the secondary color (60% black), while "X" and "Global Security Exchange" use the primary color—in this case, black.

Color variants include the ability to use the green or blue (as defined on page 01 of the style guide) as the "X" color. If a black logo + color variant is used, "GS" and "Global Security Exchange" are black.

The black logo should only be used on light-colored backgrounds, or backgrounds where black is 0–40%.

WHITE LOGO USAGE

In the white logo usage, "GS" is the secondary color (40% black), while "X" and "Global Security Exchange" use the primary color—in this case, white.

Color variants include the ability to use the green (as defined on page 01 of the style guide) as the "X" color. If a white logo + green variant is used, "GS" and "Global Security Exchange" are white.

The white logo should only be used on dark-colored backgrounds, or backgrounds where black is 50–100%. If using the white logo + green variant, ensure that the contrast allows for the "X" to be visible.

MISUSE OF THE LOGO

Consistency in logo usage is paramount. The logo should not be modified, added to, redrawn, adjusted, or modified in any way not outlined in this style guide.

The examples to the right show common incorrect usages.

Do not distort the logo. This includes: altering dimensions in a non-proportional way, changing the size of "Global Security Exchange" in relation to GSX or changing the size of an individual letter in the logo.

Do not change or introduce colors to the logo that are not outlined in this style guide.

Do not add effects to the logo, including a drop shadow, glow or bevel.

Do not tint the logo or make it transparent.

Do not make the logo a single color.

Do not truncate the logo.

Do not change typefaces in any part of the logo.

Do not angle the logo.

Do not add outlines to the logo.

Do not put the logo on a textured background.