


# LOGO GUIDELINES: IMAGING USA

- The Imaging USA logo is to be represented as a solid color (from the associated year's palette), black and/or white.
- No effects whatsoever may be applied to the Imaging USA logo.
- Must be resized proportionally, no squishing or stretching.
- Display with maximum contrast. Logo must stand out and be easily seen against background color, not blend in.
- Imaging USA must be fully spelled out (no "IUSA").



# IMAGINGUSA

2015 COLOR



IMAGING USA 2015 BLUE  
PANTONE: 2985C  
CMYK: 65, 0, 2, 0  
RGB: 33, 195, 239  
WEB: #21C3EF



VISUALLY ALIGN  
LOGO VERTICALLY



LOGO CLEAR SPACE



MINIMUM SIZE

**IMAGINGUSA**

PRINT: 0.8" WIDE  
WEB: 60PX WIDE

HORIZONTALLY ALIGN ELEMENTS TO THE LOGO WIDTH

FONT: ITC AVANT GARDE STD, BOLD  
TRACKING: -25  
KERNING: OPTICAL

**ImagingUSA.org/Registration**

CAPITALIZE FIRST LETTER  
OF "IMAGING", "USA" ALL CAPS

ACCENT COLOR FOR  
SLASH AND WORD