IMAGING*USA*
LOGO USAGE GUIDELINES

- The Imaging USA logo is to be in 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

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VISUALLY ALIGN LOGO VERTICALLY

IMAGINGUSA

HORIZONTALLY ALIGN ELEMENTS TO THE LOGO WIDTH

LOGO CLEAR SPACE

IMAGINGUSA

MINIMUM SIZE

IMAGINGUSA

PRINT: 0.8" WIDE
WEB: 60PX WIDE

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

ImagingUSA.org/Registration

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

ACCENT COLOR &
CAPITALIZE FIRST LETTER
OF EACH WORD