

**CRAFT BREWERS CONFERENCE
& BREWEXPO AMERICA®**

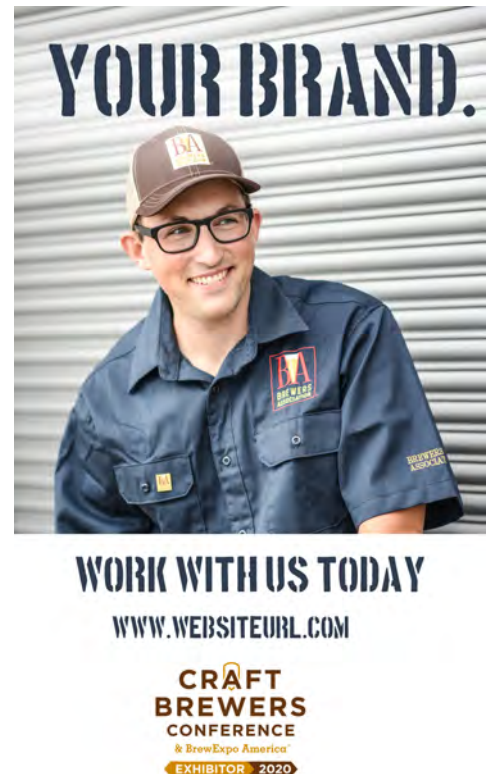
**EXHIBITOR LOGO
USAGE GUIDE 2020**

CORRECT USAGE



Logo **must** be clearly readable on a white background or very dark, opaque background.

CORRECT USAGE EXAMPLES



VIDEO USAGE

All video usage is subject to review and approval. Email joe@brewersassociation.org for review.

INCORRECT USAGE

Never alter logo in any way or compromise logo by placing it on top of a background that inhibits readability.



Disproportionally scale the logo in any direction



Change colors in the logo



Place the logo on a photo or background color that inhibits readability.



Use parts of logo. Use entire lockup in all cases.

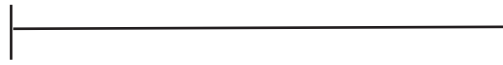


Place logo too small.

LOGO SIZING & PLACEMENT

CRAFT
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EXHIBITOR 2020



2.5"

Minimum width

.5

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.5

Do not crowd the mark with text or graphics.
Keep .5in clearance.