

- Brand typefaces
- Color palette
- Logo rules
- Usage guidelines

Brand Guidelines

Primary Fonts

To be used as the primary display and body type in all deliverables.
Never add letterspacing to lowercase text.

Barlow

Aa

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Barlow Thin
Barlow ExtraLight
Barlow Light
Barlow Regular
Barlow Medium
Barlow Semibold
Barlow Bold
Barlow ExtraBold
Barlow Black

Barlow Condensed

Aa

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Barlow Condensed Thin
Barlow Condensed ExtraLight
Barlow Condensed Light
Barlow Condensed Regular
Barlow Condensed Medium
Barlow Condensed Semibold
Barlow Condensed Bold
Barlow Condensed ExtraBold
Barlow Condensed Black

Secondary Fonts

To be used in specific instances and in support of the primary fonts.

2022 Conference Fonts

Blackword

Used as a display font in the conference program

Rouge Script

Used as a display font in the 2022 conference logo

Praiseworthy Awards Fonts

Shelley Allegro

Used as a display font in the Praiseworthy Awards certificates

Burques Script

Used in the Praiseworthy Awards logo (has several alternate glyphs)

PLAYFAIR DISPLAY

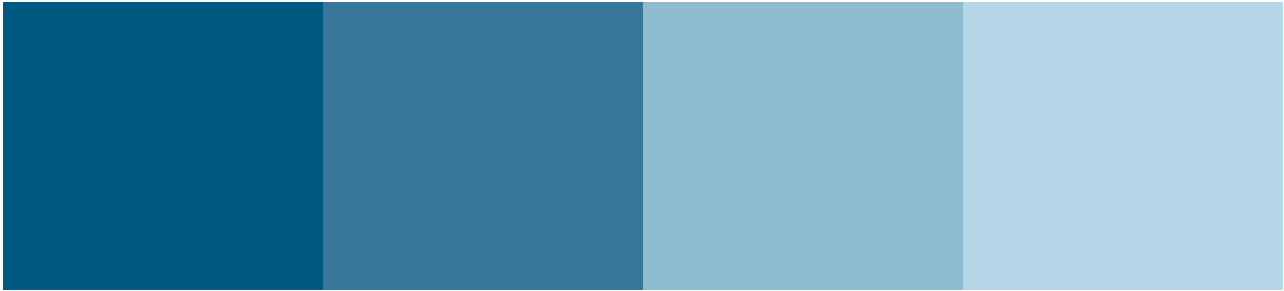
Used as a display font in the Praiseworthy Awards certificates

Secondary Logos Font

SignPainter

Used as a secondary font in the Interactive Sessions logos and in the recommended Called to Create logo

Brand Colors



Indigo

CMYK 80 / 25 / 0 / 50
 RGB 0 / 90 / 129
 HEX #005981

Twilight

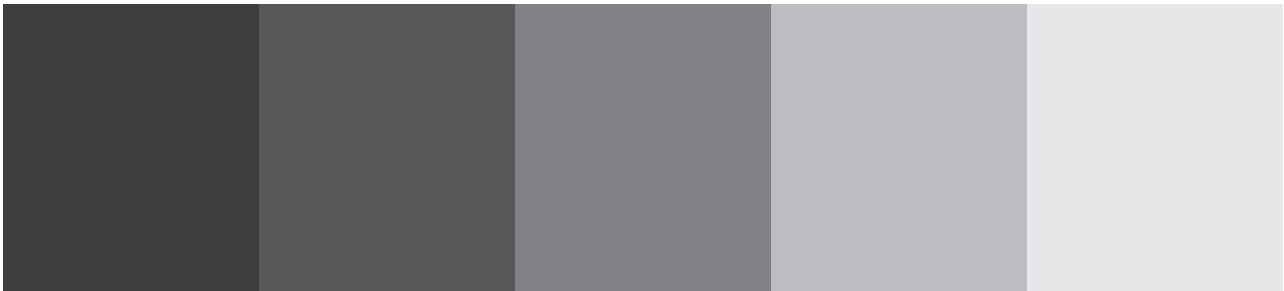
CMYK 60 / 15 / 0 / 40
 RGB 58 / 119 / 154
 HEX #3A779A

Sky

CMYK 30 / 0 / 0 / 20
 RGB 142 / 187 / 208
 HEX #8EBBDO

Ice

CMYK 20 / 0 / 0 / 10
 RGB 181 / 213 / 229
 HEX #B4D5E5



Charcoal

CMYK 0 / 0 / 0 / 90
 RGB 58 / 58 / 62
 HEX #3A3A3E

Slate

CMYK 0 / 0 / 0 / 80
 RGB 88 / 88 / 92
 HEX #58585C

Pewter

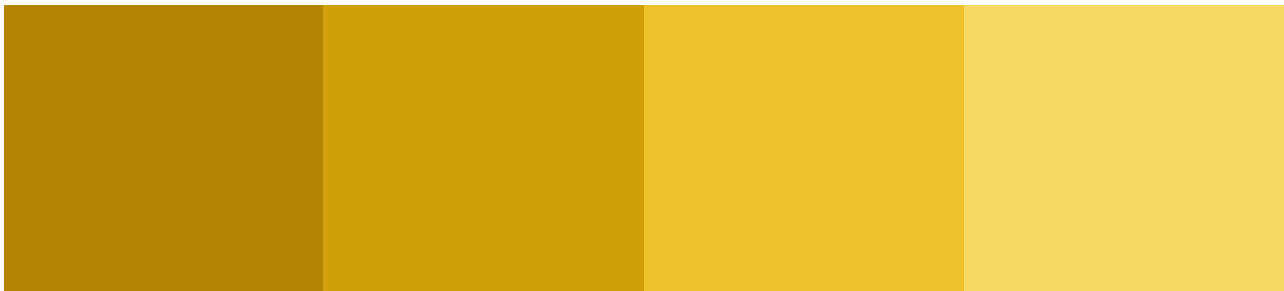
CMYK 0 / 0 / 0 / 60
 RGB 128 / 128 / 132
 HEX #808084

Steel

CMYK 0 / 0 / 0 / 30
 RGB 188 / 188 / 192
 HEX #BBBCC0

Powder

CMYK 0 / 0 / 0 / 10
 RGB 230 / 230 / 232
 HEX #E6E6E8



Spice

CMYK 0 / 30 / 100 / 33
 RGB 181 / 133 / 10
 HEX #B48509

Mustard

CMYK 0 / 25 / 100 / 20
 RGB 209 / 161 / 13
 HEX #D1A00C

Gold

CMYK 0 / 18 / 90 / 8
 RGB 237 / 192 / 46
 HEX #ECBF2E

Lemon

CMYK 0 / 8 / 70 / 5
 RGB 245 / 216 / 102
 HEX #F5D765

Masterbrand Logos

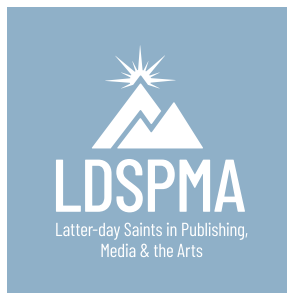
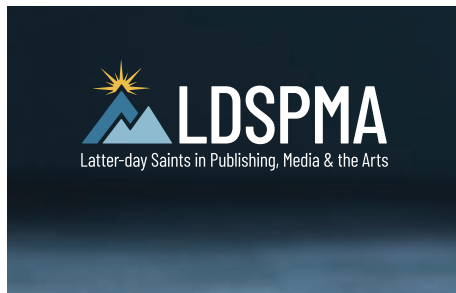


USING CLEAR SPACE

To maintain the logo's integrity, it should never be crowded by text, titles, photographs or other symbols. A sufficient clear space should surround the logo.

LOGO USAGE

- The colored/white or all-white logo should only be used on a background color or image when it provides adequate contrast.
- The full-color logo should be used on a white or very light background.
- The black logo should only be used for gray-scale reproduction.



MISUSE: LOGO DOS AND DON'TS

- If the logo appears on a background color, there should be adequate contrast.
- The logo should never be given a drop shadow.
- When scaling the logo, make sure to resize it proportionately.
- The logo should not have to compete with the background.
- The logo may not be used with a box around it on top of a colored background or photo.
- The logo may be used without the full name spelled out, but it may not omit "LDSPMA."
- The vertical logo may be used in conjunction with the URL in lieu of the full name.



Praiseworthy Awards

Main Logo and Seal



Specific Award Seals



Secondary Logos

Interactive Sessions Logos



Alternates if needed for color variation in the program

Called to Create Logo (Recommended)

