

# FTA EVENT LOGO USAGE GUIDELINES

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## FORUM

When referencing the event, use “FORUM,” followed by the year of the event.

Example: FORUM 2024

Once an event theme has been announced, the event may be referred to along with the theme. The theme follows after the event and year.

Example: FORUM 2024: Your Quality Is Our Concern



## INFOFLEX (co-located with FORUM)

When reference the event, use “INFOFLEX,” followed by the year of the event.

“INFOFLEX” should always appear in all capital letters.

Example: INFOFLEX 2024



If an event theme has been announced for INFOFLEX, the event may be referred to along with the theme. The theme follows after the event and year.

The official INFOFLEX logo changes annually; there is no INFOFLEX logo which omits the year.



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## Dual References to FORUM & INFOFLEX

When referencing both events together, reference FORUM before INFOFLEX, include an ampersand between the two and only include a year identified at the end.

Example: FORUM & INFOFLEX 2024

## Fall Technical Conference

When referencing the conference, use “Fall Technical Conference,” followed by the year of the event.

Example: Fall Technical Conference 2024



Once an event theme has been announced, the event may be referred to along with the theme. The theme follows after the event and year.

The official Fall Technical Conference logo changes annually.

## INFOFLEX at Fall Technical Conference (co-located with Fall Technical Conference)

When referencing the event, use “INFOFLEX at Fall Technical Conference.” There is no theme nor logo, and the year is not necessary.

## FTA Membernars

When referencing the webinars, always place “FTA” before “Membernar.”

Examples: The FTA Membernar Series

The next FTA Membernar discusses expanded gamut.



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## Do

Do use the FORUM, INFOFLEX, Fall Conference, INFOFLEX at Fall Conference and Membernar logos prominently, in full color, in print and digital.

## Don't

Do not modify the logos in any way.

Do not omit elements of the logos.

Do not change the colors or opacity of the logos.



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