

# GEO 2018 SHOW LOGO

The GEO 2018 logo is a unique piece of artwork. The components are fixed and must never be altered and the brand mark must appear in the colors specified here.

The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

## Primary Logotype



## Secondary Logotype\*



(\*Only to be used where space is restrictive)

## Full Colour Logotype

With accompanying byline



## Full Colour Logotype

Reversed out of dark or black background



## Colour palette



## Typography

Museo Slab 300

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Museo Slab 700

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Museo Slab 900

1234567890 !@£\$%^&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Grayscale Logotype

With accompanying byline



## Favicon



## 2018 Theme Image

