

MIAMI BEACH
CONVENTION CENTER

Logo Standards

This manual preserves logo/branding consistency when creating all types of applications. Please request original files to avoid re-creation.

1. Logo Variations

There are two versions of the Miami Beach Convention Center logo but just one was created as the 'Main' version. Please follow the directions on this guide and help us to be consistent in the implementation of our logos.



A. Main version

As our main logo, this version should always be the first option when the MBCC logo needs to be used.



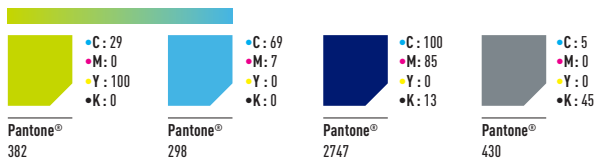
B. Stacked version

The stacked version was created to better accommodate the logo in instances where the space is limited.



2. Logo Colors

Both versions of the logo can only be reproduced using the two-color systems (CMYK and Pantone®) shown below.



A. Full-color version

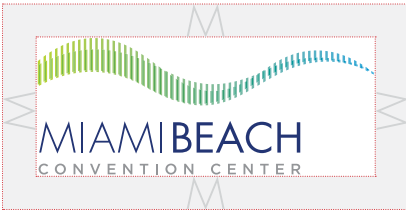


B. One-color version



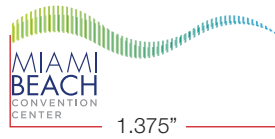
3. Clear Space

To ensure better readability and avoid conflicts with surrounding elements, leave a "safety" area around the logo equal to the height of the "M" in the Miami Beach Convention Center logo. The bigger the logo, the bigger the safety area needs to be.



4. Minimum Reproduction Size

Never print the logo smaller than the sizes show below. This is the minimum reproduction sizes for all three logo variations.



5. Logo Don'ts

Here are some of the most common mistakes of incorrect use and reproduction of the logo.

