



**HOSPITALITY
TECHNOLOGY
NEXT
GENERATION**



LOGO USAGE GUIDELINES

These usage guidelines are designed to maintain a consistent treatment of the HTNG logo. All logo use must comply with the restrictions listed on this page and be consistent with basic design principles

Various versions of the logo in multiple formats and resolutions in the Media Kit on the HTNG website:

<http://www.htng.org/page/MediaKit>

Contact HTNG


www.htng.org

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HTNG on Social Media

 /company/htng

 /htng

 /HTNG.org

ACCEPTABLE FORMATS

COLOR



SOLID COLOR



INVERTED

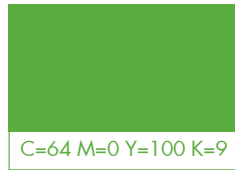
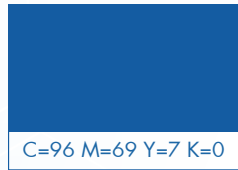


WITH TAGLINE



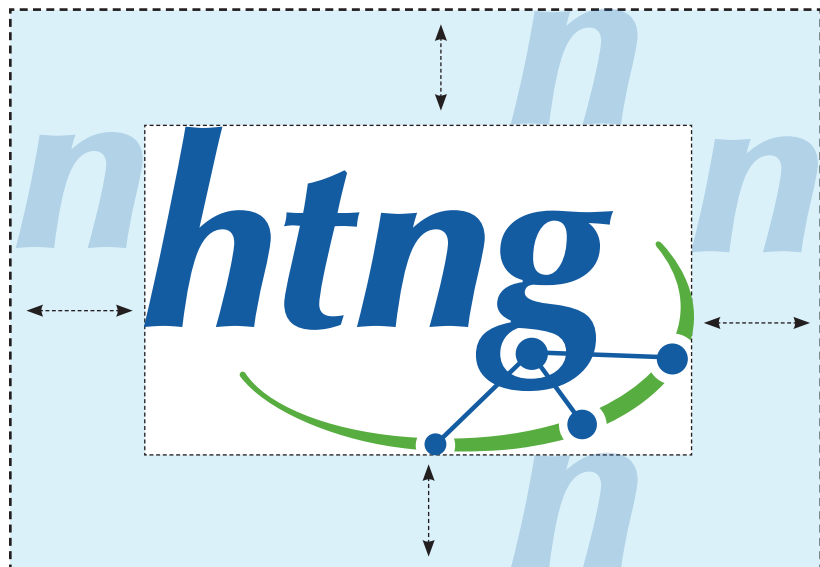
COLOR DEFINITIONS:

The logo files have the proper colors defined. For matching purposes, the Pantone, Hex and RGB color values are listed below. A solid black and solid white version are each available for restricted applications.



AREA OF ISOLATION:

Keep an area of isolation around the logo that is equivalent to the height of the letter "n."



BACKGROUND:

Use a white or very light colored background with the logo. This could be a tint of less than 10% of a darker color choice, or a light pastel color selection. If printing and using a dark color for a page, add a light colored box behind the logo.

MINIMUM SIZE:

- For print applications, do not print the logo any narrower than 3/4".
- For web or other electronic display applications, do not display the logo any less than 72 pixels in width.

OTHER USAGE REQUIREMENTS:

Do not change the aspect ratio of the logo.



Do not alter the colors of the logo.



Do not rearrange the elements within the logo.



AUTHORIZED PARTIES:

HTNG allows its members to use the "Member" logo and its Platinum members to use the "Platinum Member" logo during the term of their membership only. If a company's HTNG membership expires, the logo must be removed from printed and electronic materials within 30 days.

Companies who use the logo improperly may be required to have future usage approved in advance, or forfeit the right to use the logo.

For any additional questions, contact us.