LIGHTBOX EXPO

LightBox Expo is the ultimate gathering of artists who work in the entertainment industry bringing your favorite films, animation, games, TV shows and illustrations to life.

The LightBox Expo brand is artist-centric, keeping things both fun and high quality in equal measure. If you're going to use the LBX logo for something, please keep it tasteful, or feel free to send it our way for approval.

Our logo is made up of two parts: the ICON and the TEXT. You can use the ICON by itself when the LightBox Expo brand is clearly visible or has been well established elsewhere on the page or in the design. When in doubt, use the ICON and TEXT combined.

If you have any questions or would like to send something for approval, please email **jim@lightboxexpo.com**

01

LIGHTBOX
EXPO

LIGHTBOX
EXPO

LIGHTBOX
EXPO

02

LIGHTBOX
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LIGHTBOX
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There are two ways for the LBX logo to be presented - horizontal or stacked vertically.

01 Horizontal
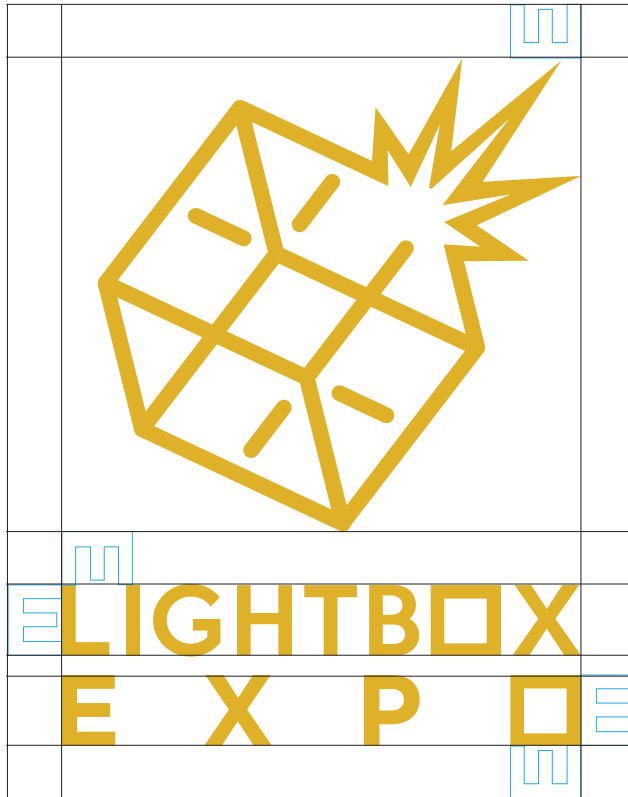
02 Stacked

Official Brand Color

PMS 124C
WEB: #DEB126

Accepted Alternate Colors

PMS BLACK C
WEB: #252523

PMS 11-0601 TCX
WEB: #FFFFFF

DO

Keep the grouping of LBX Icon and text together and unaltered.

Keep a clearance around the logo by using the width of the letter "E" as a minimum clearance.

DON'T

Alter or adjust the spacing of the logo in any way.

Move the Icon closer (or further) from the text

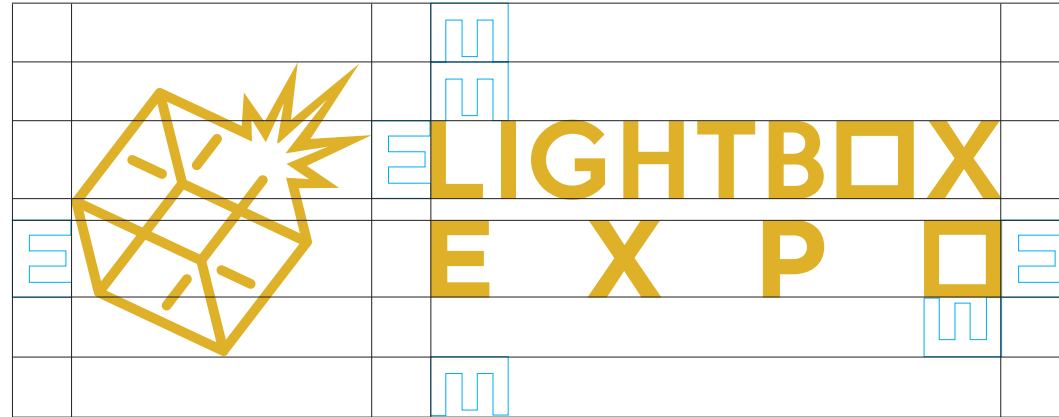**Rotate the Icon (either direction)**

Alter the text size or kerning

Switch the order of the Icon/text

DO

Keep the grouping of LBX Icon and text together and unaltered.

Keep a clearance around the logo by using the width of the letter "E" as a minimum clearance.

DON'T

Alter or adjust the spacing of the logo in any way.

Alter the size of icon or text

Rotate the Icon (either direction)

Alter the text size or kerning

Switch the order of the Icon/text