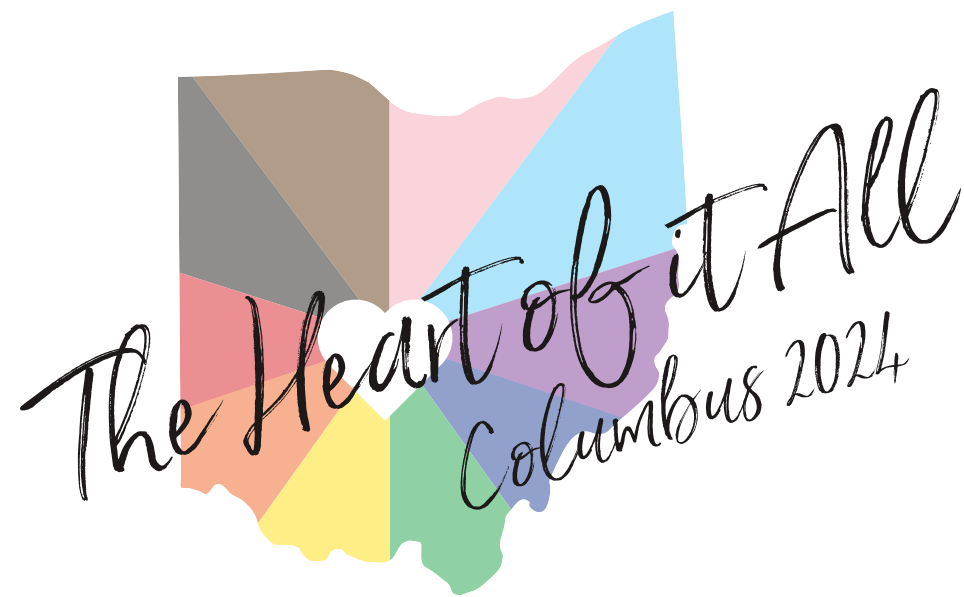


The Heart of it All
Columbus 2024



Primary Mark

This is the **primary mark** for the 2024 conference bid. It can be used in all situations where the logo is needed.

Since this is the primary mark for the conference, it's usage is preferred over the secondary marks in most use cases.

Secondary Marks

The secondary marks separate the icon from the wordmark and create an alternate wordmark for use as well.

Vertical

The vertical version comes in two flavors: full color and single color (represented here in black, but it can be in any of the ten colors available in the full color icon). Use of the full color version is preferred to the single color.



Secondary Marks

Horizontal

The horizontal version comes in two flavors: full color and single color (represented here in black, but It can be in any of the ten colors available in the full color icon). Use of the full color version is preferred to the single color.



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Secondary Marks

Horizontal - alternate version

This is an alternate version of the horizontal version with an altered wordmark lockup. It's usage is limited primarily to printed/collateral materials like presentations and packets where it appears as a footer element. It is provided here in two flavors: full color and single color. The full color version is the preferred usage.



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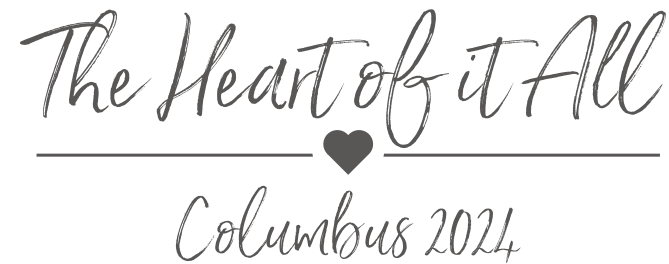
Icon

The icon is the visual mark portion of the full logo. In some situations it can appear without the wordmark, but in all situations the use of one of the full versions (primary or secondary) should be prioritized over using the icon alone. The icon must always appear in full color.



Wordmark

The wordmark is the portion of the logo that is just that—the words that accompany the icon to create the full logo. In some situations, it may be appropriate to include only the wordmark and not the full logo; however, preference should always be given to using the entire logo over the wordmark alone. The centered version of the wordmark is the ONLY permissible version of the wordmark to be allowed alone. The left justified version from the alternate horizontal logo should never be used alone. The wordmark can appear in any single color application available in the logo.



Typography

The Heart of it All logo system makes use of two typefaces: **Saturday Script**—used primarily in the wordmark and as a heading typeface—and **Merriweather**—used primarily in body copy applications.

Saturday Script

Saturday Script is a decorative script typeface primarily used for headlines. It should not be used to lay out large blocks of text. It is available in two weights, but the logo only uses Saturday Script (not the oblique variant). It is licensed font, and must be purchased in order to use. It is available from online vendors like MyFonts (<https://www.myfonts.com/fonts/nicky-laatz/saturday-script/>)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&*()?
abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&*()?

Merriweather

Merriweather is a serif typeface used for body copy. It should be used in all situations requiring large amounts of text. It is available in eight variations (light, *light italic*, regular, *italic*, **bold**, **bold italic**, **heavy** and **heavy italic**. Merriweather is a free font readily available from places like Font Squirrel (<https://www.fontsquirrel.com/fonts/merriweather>).

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&*()?
abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&*()?

