



# LOGO GUIDELINES

Usage of the Gen Con logo is permitted in accordance with usage guidelines and written permission from the Gen Con Sales & Marketing department.

## Usage guidelines:

On dark or multicolored backgrounds, the white version of the logo should be used.



On white or light backgrounds, the black version of the logo should be used.



Do not alter the Gen Con logo in any way, including (but not limited to):

- Adding glow or shadow effects
- Changing the color
- Changing the shape or proportions
- Adding elements on top of or touching the logo

If you have any questions about logo usage, please email [marketing@gencon.com](mailto:marketing@gencon.com)