

# HR Technology® Conference & Exposition Logo Style Guide

The HR Tech logo is the cornerstone of our brand identity.

It is our signature; the mark of HR Technology Conference & Exposition® ownership of our event, services and messages. By downloading our logo, you are agreeing to the terms of its use.

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## Working with the HR Tech logo

To establish the full identity of our event, the logo should be used in its official, unaltered form, i.e., do not stretch, change colors, enlarge to the point of pixilation, manually type the letterforms, or otherwise modify the logo. This is important in order to maintain consistency in the logo's appearance and ensure visual integrity.

Please contact **artdirector@etcnetwork.com** with any questions you have about the usage of our logo.