



Branding Guide

2022 IASA Xchange™ Typefaces & Colors

Xchange™

Myriad Pro Black Condensed

**2022 CONFERENCE
BALTIMORE, MARYLAND**

Myriad Pro Black

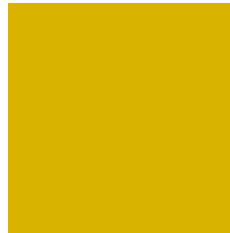


PANTONE 7693

C=100 M=75 Y=31 K=14

R=0 G=72 B=118

#004876

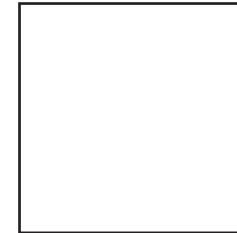


PANTONE 606

C=22 M=23 Y=100 K=0

R=207 G=180 B=0

#cfb400



White

C=0 M=0 Y=0 K=0

R=255 G=255 B=255

#ffffff

2022 IASA Xchange™ Long Logo



2022 IASA Xchange™ Long Logo Guides



2022 IASA Xchange™ Stacked Logo



2022 IASA Xchange™ Stacked Logo Guides



2022 IASA Xchange™ Icon



2022 IASA Xchange™ Icon Guides



2022 IASA Xchange™ Wordmark



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