



**INTERNET  
WEEK**  
NEW YORK

STYLE GUIDE

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**INTERNET WEEK  
NEW YORK LOGO**

The Internet Week New York logo is comprised of a red apple mark representing New York City and black type which represents the jagged right angles of images on the internet.



Use the logo with black letters and a white outline around the apple (file name: Internet\_week-logo-light\_bkgd) when placing the logo over white or other light color.



Use the logo with white letters and a white outline around the apple (file name: Internet\_week-logo-dark\_bkgd) when placing the logo over black or other dark color.



## USE OF LOGO ON PHOTOGRAPHY

Use the logo with black letters and a white outline around the apple (file name: Internet\_week-logo-light\_bkgd) when placing the logo over lighter photographic images.



Use the logo with white letters and a white outline around the apple (file name: Internet\_week-logo-dark\_bkgd) when placing the logo over darker photographic images.



## MINIMUM SIZE AND CLEAR SPACE

### Minimum Size

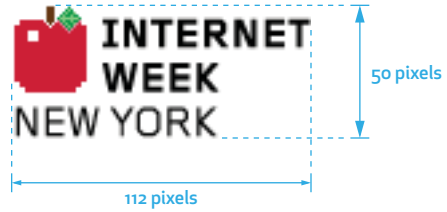
In order to maintain an adequate level of legibility at all times, the mark must never be reproduced below its minimum size.

On screen usage is determined by pixels instead of inch, thus requires a minimum size different from print applications.

Minimum size  
in print

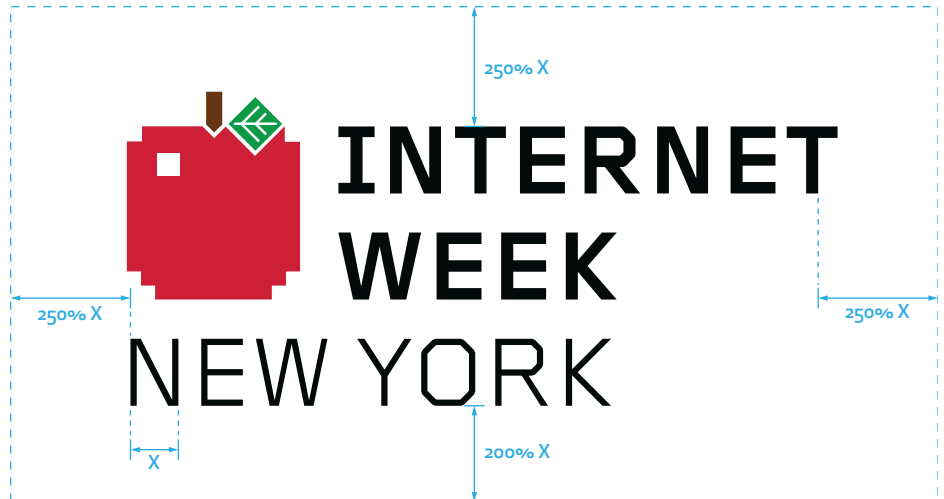


Minimum size  
on screen



### Clear Space

In order to clearly represent the Internet Week New York logo, a clear space around the logo is required, in which no other elements may be allowed. "X" is equal to the width of letter "N" in "NEW YORK".



**Typefaces**

Foundry Gridnik Bold (all Caps) is strictly used for the words "INTERNET WEEK" in the logo and Foundry Gridnik Regular (all Caps) is used for all other information associated with the logo such as the location, dates, and other information specifically related to Internet Week New York.

Foundry Gridnik, described as 'the thinking man's Courier', derives from a typeface that was originally designed by Dutch designer Wim Crowel in the late 60s, as a single weight typewriter face, but it was never released as a font. Although based on logic, rationality and with a strict adherence to the grid, it also has a human dimension that sets it apart. To quote Crowel, 'I am a functionalist troubled by aesthetics.'

Foundry Gridnik Bold (caps only)

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 1234567890 **Œ & \$ Ç \$ % € ( , . ; : ? ! )**




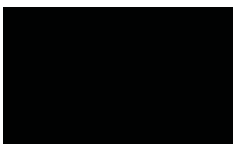
Foundry Gridnik Regular (caps only)

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
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**Colors**

The color palette for Internet Week New York includes 4 colors, derived from the primary logo. The red, green, and brown palettes are taken from the colors of the apple mark, while the black is taken from the type.

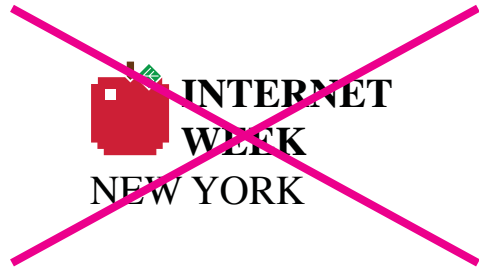
These colors were chosen to achieve maximum visibility for the logo when viewed over a variety of backgrounds.

	PRINT (CMYK)	WEB
	10C 100M 85Y 5K	#CC3333
	85C 10M 100Y 0K	#00CC00
	40C 75M 100Y 45K	#663300
	0C 0M 0Y 100K	#000000

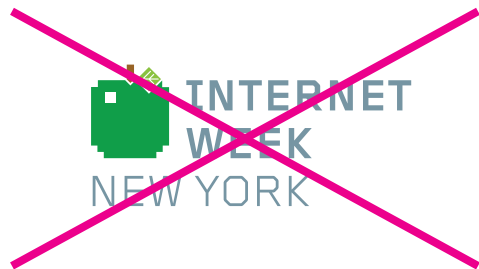
**UNAUTHORIZED  
VERSIONS**

The Internet Week New York logo must be reproduced from original artwork, and adhere to the scale, proportions, typography, and color palette designated in this style guide. The Internet Week New York logo must not be used in the following ways.

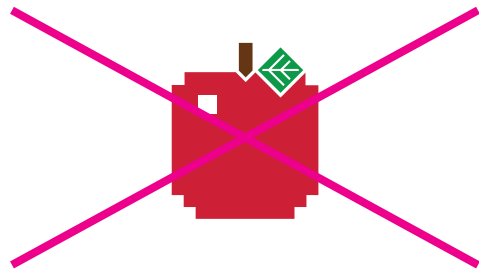
The typography of the logo must be strictly respected.



The colors must be strictly respected.



The apple must not be on its own.



The apple should never be printed only as black.

