

Great Lakes Damage Prevention Conference & Expo

Branding Kit & Guidelines

We're excited to provide you with the official branding kit for the **Great Lakes Damage Prevention Conference & Expo**. Whether you're presenting, exhibiting, or helping spread the word, this guide ensures we deliver a consistent and professional message together.

✓ How to Use Our Logo

Our logos may be used in:

- Presentations, handouts, and slides promoting your session
- Booth displays or marketing materials as an exhibitor
- Social media posts announcing your participation

Use the full-color logo on white or light backgrounds

✗ Please Don't:

- Alter the logo in any way:
 - This includes changing colors, proportions, fonts, orientation, or adding effects.
- Use the logo in ways that imply endorsement of unrelated products

? Questions?

- Contact Eric Urbain, Director of Executive Affairs, at eurbain@missdig811.org







Please help us maintain a consistent and professional look by using our approved fonts, colors, and logo in your materials. This helps protect our brand integrity and ensures recognizability across all platforms.



[Click here to download high-res logo](#)

Color Palette:

-  **#becd2b**
-  **#88def8**
-  **#000000**
-  **#bfc1c4**

Typography:

Primary Font: Roboto

- **Roboto Regular:**
 - Body text and captions
- **Roboto Bold:**
 - Titles and Headings