

# THE ARA SHOW LOGO GUIDELINES

The ARA Show™ logo shows your participation in the world’s largest trade show for the equipment and event rental industry. The show logo is made up of a combination of text and graphic elements that should be used together as shown in the examples below and on the following page. The preferred way to represent the show is with the freestanding color logo on a white background. Please note: the updated logo includes a registered mark. When the logo is placed on a background other than white, the logo must be placed within a white circle as found in the .eps version of the logo.

## Correct



## Incorrect



Do not substitute any other colors for the approved logo colors.



Do not place the logo over a cluttered background.



Do not embellish the logo with a drop shadow or any other effects.



Do not stretch or distort the logo in any way.



Do not use the logo at an angle.



Do not use the logo at an opacity of less than 100 percent (semi-transparent).



Do not apply a gradient effect to the logo. Always use solid color.



Do not allow the logo to bleed off the edge of the page. Always maintain the minimum safe area.

## Adding The ARA Show booth numbers to advertisements

### Correct

The ARA Show exhibitors may add their booth number near ARA logos. Any font and color used for the booth number is acceptable.



BOOTH # 1234



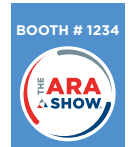
BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234

### Incorrect

Do not incorporate the booth number visually as part of the logo.



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234

The booth number should not overlap or become part of ARA logos.

# ARA LOGO GUIDELINES

## Overall ARA logo guidelines

### Placement

Preferred placement of logos would be in the top left or bottom right corner of your advertisement whenever possible.

### Color

ARA and The ARA Show logos may be used on a white or light gray background or on a dark background as long as there is enough contrast between the logo and the background so that the logo is legible.

### Black or Reversed (White)

The black/reversed logo may be used in black on a white background or reversed out of a dark background as long as there is enough contrast between the logo and the background so that the logo is legible.

## Downloadable logo location

[ARArental.org/learn/marketing-advertising](http://ARArental.org/learn/marketing-advertising)

## Logo usage

# The ARA associate member logo

ARA associate member and The ARA Show logos are available in color, black and white for use in your marketing and advertising efforts. Please refer to the brand standards located on this page to ensure you use these logos correctly.

The associate member logo demonstrates your support and membership in an industry-leading organization, which can strengthen credibility with customers and prospects.

## Correct



## Incorrect



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