WELCOME TO THE STYLEGUIDE

Permission to use the AIDS 2018 logo is granted on a case-by-case basis. Approvals are for one-time use only. Subsequent uses of official logos on additional communications materials will need to be requested separately.

Only third-party logos are available for use on request as only the conference secretariat can use the master logo.

To request use of an AIDS 2018 logo, please complete the form online. You can complete this form [here](#).
Don’t substitute typefaces

Don’t stretch or distort the logos

Don’t make colour edits or substitutions

Don’t change the organization of the logo elements

Don’t make changes to existing logo proportions
For best performance and reception, clearance area around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square.

The clear space applies to the entire suite of logos and must be maintained when scaling logos.
THIRD-PARTY PAIRING

For non-AIDS 2018 conference secretariat entities, usage is limited to the simple display version of the AIDS 2018 logo with a third-party tag. (Find examples on page 6)

When pairing, the logo of the entity must be given as much prominence as the AIDS 2018 logo. And a 0.5pt line must be placed between any logo it is paired with.

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Maximum height of non-AIDS 2018 entity logo

Space between vertical stroke and logo

Add 0.5 pt line, 100% black, between non-AIDS 2018 entity logo and AIDS 2018 logo

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EXAMPLE

PARTNER TYPE
Entities that are not official partners but wish to use the conference brand may use our supporter logo based on their affiliation (for example, donor, sponsor, affiliated event, etc.)

Entities outside the AIDS 2018 conference secretariat, including governments, intergovernmental organizations, not-for-profit organizations and private sector entities, may use the AIDS 2018 logo in accordance with the requirements outlined here and provided that each entity submits the required documentation.

To submit the documentation, click [here](#).
CONTACTS

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