

# RSA Conference™ 2024

## LOGO USAGE GUIDELINES

09/2023



Where  
the World  
Talks Security™

# RSA Conference™ Logo Mark

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## Standard Logotype

There are three versions of the logotype. Please choose the version that best serves your requirements. Take care not to modify or separate any element of the wordmark.

**RSA**Conference™

**RSA**  
Conference™

**RSA**C™

## Logotype with Tagline

When the logotype is in its horizontal format, the tagline goes to the side separated by a vertical line; when the logotype is stacked, the tagline goes below it, with or without a horizontal separation line.

**RSA**Conference™ | Where the World  
Talks Security™

**RSA**  
Conference™  
Where the World  
Talks Security™

**RSA**Conference™  
Where the World Talks Security™

**RSA**  
Conference™  
Where the World  
Talks Security™

When the breaker line is used horizontally to visually separate the elements in a logo lock up, the length of the line should go as long as the longest text in the lockup.

# Year-Specific Logo Marks

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## USA: Year-Specific Logotype

**RSA**Conference<sup>TM</sup>2024

**RSA**  
Conference<sup>TM</sup>  
2024

## USA: Year-Specific Logotype with Dates and Venue

**RSA**Conference<sup>TM</sup>2024

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San Francisco | May 6 – 9 | Moscone Center

**RSA**  
Conference<sup>TM</sup>  
2024

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**San Francisco**

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May 6 – 9  
Moscone Center

*Note about dates and venue:* In the horizontal version, the location, dates and venue scale up or down in size so that they are always the exact same width as the RSA Conference logo. In the stacked version, the dates and venue lines can vary in length but the breaker line must always be as long as the longest text in the lockup.

# RSA Conference Logo Color and Placement

## Logo Colors

The RSA Conference logo can only be used in **all black (for light backgrounds)** or **all white (for dark backgrounds)**. The entire logo must be in the same color (do not make "RSA" one color and "Conference" another). *Choose either black or white to maximize contrast and do not place the logo on busy backgrounds.*

YES:



NO:



## Minimum Clear Space

Minimum clear space maintains adequate staging and visibility of the logotype, while still allowing it a lively and assertive role in the visual system. An open area equivalent to one and a half times the height of the first R must remain clear of other elements.



## Minimum Size

Here are the minimum allowable sizes for using versions of the logotype without sacrificing clarity or readability.

WIDTH	In print	Online
RSAConference™	0.7"	100 px
RSA Conference™	0.5"	75 px
RSAConference™   Where the World Talks Security™	2"	290 px
RSA Conference™ Where the World Talks Security™	0.95"	140 px
RSAConference™ Where the World Talks Security™	1.25"	185 px
RSAConference2024	0.9"	135 px
RSA Conference™ 2024	0.5"	75 px
RSA Conference™ 2024 San Francisco May 6 – 9 Moscone Center	0.57"	85 px
RSAConference2024 San Francisco   May 6 – 9   Moscone Center	1.45"	215 px

NOTE: These are minimum size requirements for small pieces; **adjust the size relatively to the overall artwork. The logo should never occupy less than 0.5% (.005) of the available artwork area.**

# Logo Size and Terminology Reminders for Sponsors

## Minimum RSA Conference logo size

- When using the RSA Conference logo in advertisements, banners, bus wraps or other sponsored items, scale the logo appropriately to fit the size of the artwork. **The logo should never occupy less than 0.5% (.005) of the available artwork area.**

Example:

If artwork dimensions are 10' x 4' (120" x 48"), that's equivalent to an overall area of 5,760 square inches;  
0.5% of 5,760 is 28.8 square inches;  
so the RSA Conference logo needs to be at least a minimum size of 19" W x 1.5" H (19 x 1.5 = 28.5)

## How to refer to RSA Conference

- RSA Conference should be referenced as **RSA Conference™** or **RSA Conference™ 2024** (with a trademark, and without "the" before "RSA")
  - NOT: The RSA Conference™, RSA USA Conference, the 2024 RSA Conference, RSA™ 2024 Conference USA or any other combination of these words.
- When space is tight, you may abbreviate to **RSAC™ 2024**
  - NOT: RSA 2024

Examples:

**NO:** Come see us at ~~RSA 2024!~~

**NO:** Come see us at ~~the RSA Conference!~~

**YES:** Come see us at RSA Conference™!

**YES:** Come see us at RSA Conference™ 2024!

**YES:** Come see us at RSAC™ 2024!

## How to refer to your booth at RSA Conference

- Reference the RSA Conference Expo as **RSA Conference™ Expo** or **Expo**
  - NOT: Exposition, Exhibition, Exhibits, Exhibit Hall or Show Floor.
- Reference the location of your booth within the Expo as **North Expo** or **South Expo**
  - NOT: North Hall, South Hall, North Expo Hall, etc.
- Reference your booth number in the format of **booth N-XXX** or **booth S-XXX** (with a dash and without "RSAC"), where the N and S stand for the North or South sections of the Expo
  - NOT: RSA booth XXX, North booth XXX, South Hall booth XXX

Examples:

**NO:** Visit us at ~~RSA~~ booth 1234

**NO:** Visit us at booth 1234 in the ~~North Hall~~

**YES:** Visit us at booth N-1234

**YES:** Visit us at booth N-1234 in the North Expo

## Website addresses

- Any reference to RSA Conference in a web URL should be **rsac**
  - NOT: rsa

Examples:

**NO:** Visit us at ~~www.yourcompany.com/rsa~~

**YES:** Visit us at [www.yourcompany.com/rsac](http://www.yourcompany.com/rsac)

# RSA Conference Logotype DON'Ts

To make our brand as recognizable as possible, it's important not to modify the logo in any way that would compromise its consistency or impact. If you need to use the logo for an application where the guidelines don't seem clear or sufficient, then please submit your suggestion or request to the brand manager for approval.



Do not use other colors for the logotype, even if they are part of the brand. Use only all black or all white.



Do not mix colors or rainbow the logotype. Use only all black or all white.



Do not distort the logotype.



Do not change the elements or the spacing or proportions of the elements within the logotype.



Do not outline the logotype.



Do not change the weight of the letters in the logotype.



Do not place the logotype on a busy background.



Always make sure there is enough contrast between the logotype and the background for good legibility. Do not reverse the logotype if the background is too light.



The logotype should not be used as a masking element for images.