

Latin Tyre & Auto Parts Expo

Brand Style Guide



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Latin Tyre & Auto Parts
Expo 

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Guidelines for Proper Usage of Logo(s)

1. Permitted Use

- a. The Latin Tyre & Auto Parts Expo logo may be used to promote participation in or affiliation with the Expo, including on websites, social media, promotional materials, and press coverage, provided the usage is accurate and not misleading.

2. Prohibited Use

- a. The logo may not be used to endorse or imply endorsement of any product, service, or company. It must not appear on product packaging, merchandise for sale, or in any commercial manner that suggests sponsorship or partnership without prior written permission.

3. Do Not Alter the Logo

- a. The logo must be displayed in its original proportions and orientation. Do not stretch, crop, rotate, animate, or apply effects (such as shadows or outlines). Always use high-resolution files provided by the Expo team.

4. Approval for Use

- a. Any use of the logo outside of standard promotional purposes (e.g., media features, marketing partnerships) must be reviewed and approved by the Latin Tyre & Auto Parts Expo team in advance.

Logo(s)



Horizontal Expo Logo



Auto Parts Expo Logo



Blue 2026 Written Expo Logo



Vertical Expo Logo



Tyre Expo Logo



White 2026 Written Expo Logo

Latin Tyre & Auto Parts Expo		Brand Guidelines					
Color	Blue	Red	Vivid Blue	Light Azure	Green	White	Black
	Hex Code: #302B6F	Hex Code: #E51C26	Hex Code: #0365FF	Hex Code: #0074BB	Hex Code: #319D05	Hex Code: #FFFFFF	Hex Code: #000000

Gotham
Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Gotham
Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Contact

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