

TPM²⁴

by S&P Global

TPM24 Brand Guidelines

September 2023

Welcome to TPM24

The following document will provide attendees, partners and media with our latest brand guidelines and digital assets to use in social posts, press releases and media coverage.

TPM24 is a production of the Journal of Commerce by S&P Global.

Any questions? Please contact our events team [here](#).

Link

Materials mentioned in this document may be downloaded [here](#).

TPM²⁴
by **S&P Global**

Official event logo

Referring to TPM24

Correct

- Proper event name: TPM24 by S&P Global
- Text reference is TPM24 without space or superscript
- Hashtag: #TPM24

Incorrect

- Use of superscript in text reference (ex. TPM²⁴)
- Reference to Trans-Pacific Maritime Conference, TPM 24, TPM 2024, or TPM2024
- Text or logo reference to JOC or JOC Events

Materials mentioned in this document may be downloaded [here](#).

TPM24 social media artwork

Use of TPM24 logo and name in any advertising or social media promotions should adhere to the guidelines outlined in this document.

We encourage use of the ready-made artwork found below and on the following pages.



TPM24-1200x627-social

Social Media Artwork

Social media footer

These footer variations may be added to your social media artwork or used in an email.

Materials mentioned in this document may be downloaded [here](#).

Usage example



We will be at TPM24 next week, and we hope to see you there!

B R A N D

Visit our Partner Lounge



March 3–6, 2024
Long Beach, California



TPM²⁴
by S&P Global

March 3–6, 2024
Long Beach, California

TPM24-dates-1200x168-r



Join us at the premier conference for the trans-Pacific and global container shipping and logistics community.

TPM²⁴
by S&P Global

March 3–6, 2024
Long Beach, California

TPM24-dates-1200x168-r-text



TPM²⁴
by S&P Global

March 3–6, 2024
Long Beach, California

TPM24-dates-1200x168-k



Join us at the premier conference for the trans-Pacific and global container shipping and logistics community.

TPM²⁴
by S&P Global

March 3–6, 2024
Long Beach, California

TPM24-dates-1200x168-k-text

Logo

Usage

The TPM24 by S&P Global files provided are the only approved logo variations that may be used in your artwork.

Logos may not be altered. Logo use is restricted to guidelines outlined in this document. Examples of incorrect use are [here](#).

Clear space

Clear space is the area around the logo that must be kept free of typography, graphics and any other elements that might obstruct its visibility and legibility.

Clear space is derived from the cap height of the letter “P” in the wordmark. Minimum clear space is always one P on all sides of the logo. Increase this amount of space whenever possible.

Please contact the TPM team [here](#) with any questions related to usage.



Logo

Placement guidelines

Full-color logo should always be staged against a white background or a non-busy area of a neutral photograph. The reverse with red logo works best on a black background.

The reverse variation is for darker backgrounds and may also be used over a non-busy area of a photograph. The black variation is used on light-colored backgrounds or non-busy areas of a photograph.

Be sure to allow sufficient contrast for maximum legibility and visibility when placing either variation against color fields or photographs. Backgrounds should be neutral when using the reverse or black variations.

Materials mentioned in this document may be downloaded [here](#).

Please contact the TPM team [here](#) with any questions related to usage.



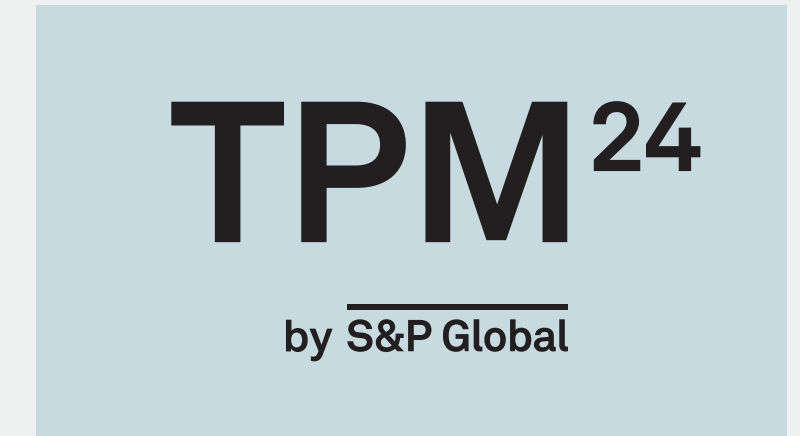
✓ **DO** place the full-color variation against a white background



✓ **DO** place the reverse with red variation against a black background



✓ **DO** place the reverse variation against a dark-colored background



✓ **DO** place the black variation against a light-colored background



✓ **DO** place the reverse variation against a non-busy area of a photograph



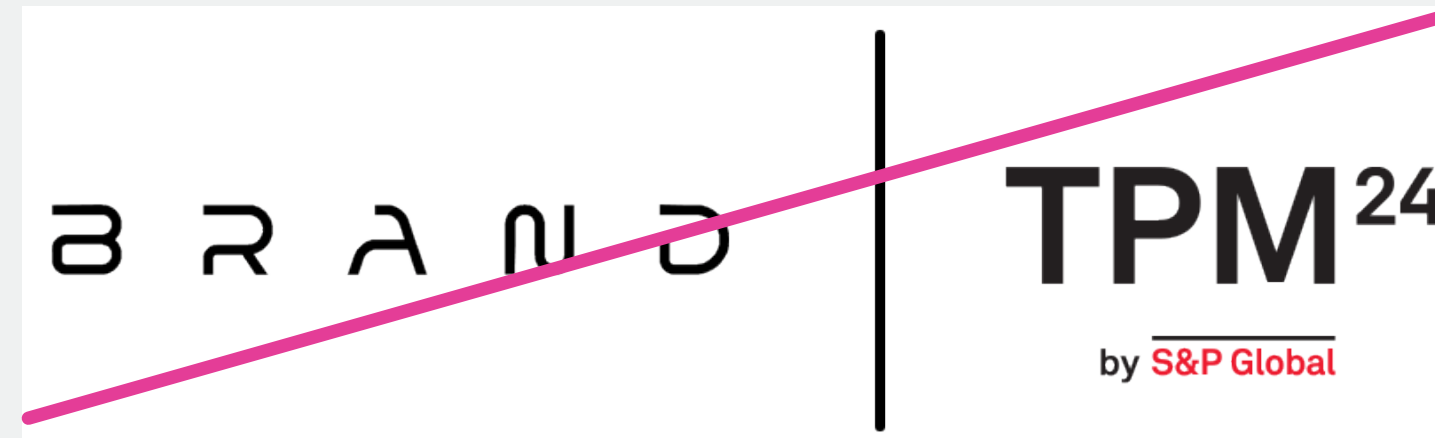
✓ **DO** place the black variation against a non-busy area of a photograph

Logo

Incorrect usage

Examples shown illustrate prohibited logo use.

- TPM24 logo may not be combined with other logos. Additional logo placement must adhere to clear space rules outlined [here](#).
- TPM24 by S&P Global logo may not be altered in any way.
- Logo may not be used as inline text.
- S&P Global logo and Journal of Commerce logo should not be used. Contact the TPM team [here](#) with any questions on those logos
- Do not break logo apart, i.e. use TPM24 without the “by S&P Global”



X DO NOT use the logo in conjunction with another logo



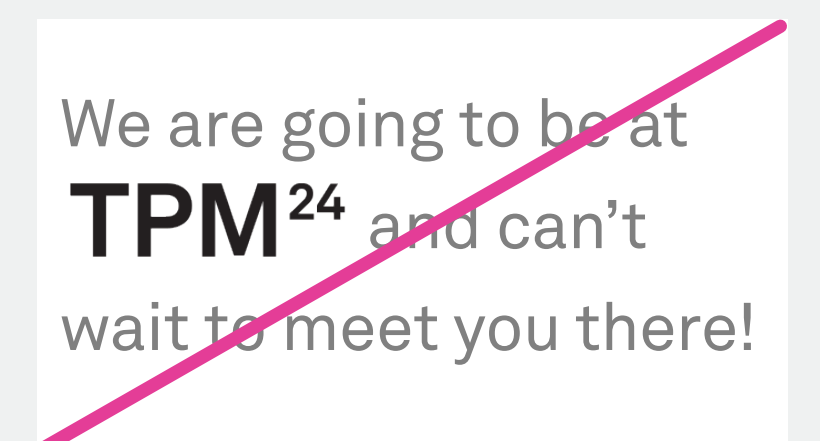
X DO NOT place the full-color variation against a colored background



X DO NOT place the logo against a busy photograph or an area that doesn't provide enough contrast



X DO NOT decrease the space around logo



X DO NOT use the logo as inline text



X DO NOT use S&P Global logo



X DO NOT use Journal of Commerce logo



X DO NOT break logo to remove “by S&P Global”



X DO NOT alter logo colors

Partner Graphics

Assets on this page are provided for sponsorship partner use only. Downloads available from the TPM24 Partner Portal.

Contact our sales team [here](#) for more information on TPM24 partner opportunities.



TPM24-dates-1200x168-r-partner



TPM24-dates-1200x168-k-partner



TPM24-1200x627-social-partner

TPM²⁴

by S&P Global

Thank you