

Supermarket Trade Show 2024 Logo Usage Guidelines

1. These guidelines, hereinafter called "the guidelines", have been defined by Supermarket Trade Show Secretariat, hereinafter called "SMTS Secretariat", in order to explain the usage and the procedure for using Supermarket Trade Show trademark, hereinafter called "SMTS logo". SMTS logo user, hereinafter called "the user", is considered to have consented to the guidelines.
2. SMTS Secretariat encourages companies and associations who agree the aim of SMTS to actively use SMTS logo to promote the show.
3. The guidelines are subject to change without notice. In such case, the latest guidelines become effective.
4. If the purpose of usage of SMTS Logo is considered to be inappropriate, SMTS Secretariat may require the user to stop or correct the use of SMTS logo.

■ Basic usage

【Type A 4C】



【Type B 1C (red)】



【Type A 1C (red)】



【Type A white-outlined letter】



【Type B white-outlined letter】



【Type A/B 1C (black)】



■ Use in single color in positive print is restricted to black and red only.

■ Use in negative print

Background color is restricted black and red only. For negative print, SMTS logo should be used in white-lined logo letter.

■ Size specification

For scaling SMTS logo, the letter should be kept in recognizable size with original aspect ratio.
(Minimum width: 10mm)

SMTS logo should be upsized enough not to be vague in detail with considering characteristic of printing.



■ Example of prohibited usage



✗ To change the basic format



✗ To locate to other impactful graphics



✗ To use other colors than specified



✗ To change the background color than white
(Depends on circumstances)