

tise logo usage and branding guidelines

CONVENTION LOGO GUIDELINES AND USAGE

Exhibitors may use the event logo and banners to help promote their presence at The International Surface Event 2018. The logo and banners can be used on any pre-show mailings that may be sent to an exhibitor's client base to promote their booth; it can be displayed on the exhibitor's website, or placed within marketing e-mails and e-newsletters.

The 2018 logos are available for download from the Press section of explore.TISEwest.com/Footer/Press.

Please direct any questions regarding the use of the TISE logo and banners to Laura Romero, Marketing Coordinator (laura.romero@informa.com).



2018 BRANDING GUIDELINES

The following branding guidelines are standardized for media and press usage. Usage may differ depending on where and for what purpose the show names are being used. Please contact [Show Management](#) for approval if you'd like to use any TISE brand in a different fashion than what has been presented in this document.

The International Surface Event (TISE)

- The International Surface Event can be used alone or with SURFACES | StonExpo/Marmomac | TileExpo.
- **Always** use the official show name, The International Surface Event, before referring to the show as TISE.
- No part of the show title can be omitted or changed, but TISE may be used on its own if the full show name has already been stated once before.
- Used when referring to all three shows in Las Vegas (SURFACES | StonExpo/Marmomac | TileExpo).

Incorrect Use:

- International Surface Event
- The International Surfaces Event
- Tise or tise
- ISE or ise

Pronunciation:

- T-ICE (like "ice" with a "T" in front of it)

Surface logo usage and branding guidelines

SURFACES

- SURFACES is used when referring only to the flooring show in Las Vegas.
- SURFACES **must** be written in all caps.

Incorrect Use:

- Surfaces
- surfaces



StonExpo/Marmomac

- StonExpo/Marmomac is used when referring to only the stone show in Las Vegas.
- “StonExpo” should never be used alone. “/Marmomac” must always follow.
- “S” and “E” in StonExpo are always capitalized. “M” in Marmomac always capitalized.
- “The” should never be used in front of “StonExpo/Marmomac.”

Example - Incorrect: The company is exhibiting at the StonExpo this year.

Example - Correct: The company is exhibiting at StonExpo/Marmomac this year.

Incorrect Use:

- Stonexpo
- stonexpo
- StonExpo Marmomac
- stoneexpo

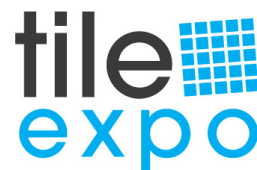
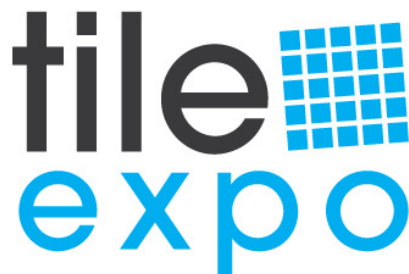
tile logo usage and branding guidelines

TileExpo

- TileExpo is used when referring only to the tile show in Las Vegas.
- The “T” and second “E” must be capitalized in TileExpo.

Incorrect Use:

- Tileexpo
- tileExpo
- tileexpo



SURFACES | StonExpo/Marmomac | TileExpo

- Can be used with or without “The International Surface Event” but never partially where one show is left out.
- A pipe (|) must be used to separate the three (3) show names, followed by a forward slash (/) separating “StoneExpo/Marmomac.”
- This is used when referring to all three shows in Las Vegas combined. The International Surface Event may also be used for this purpose.

Incorrect Use:

- SURFACES/StonExpo | Marmomac | TileExpo
- SURFACES | StonExpo | TileExpo
- SURFACES, StonExpo, TileExpo
- SURFACES, StonExpo/Marmomac, TileExpo