

2023 Academy Sports + Outdoors® Bassmaster Classic® Logos and Marks Guidelines for Exhibitors

Welcome to the 2023 Academy Sports + Outdoors Bassmaster Classic.

We thank you for your participation in the Academy Sports + Outdoors Bassmaster Classic Outdoors Expo.

USE OF CLASSIC LOGO/MARKS

The Academy Sports + Outdoors Bassmaster Classic official shield logo may NOT be used by exhibitors; use of the Classic logo and mark is exclusive to Premier Sponsors and Academy Sports + Outdoors.

Exhibitors in good standing are entitled and encouraged to use the official Academy Sports + Outdoors Bassmaster Classic Exhibitor Logo or Show Name in Text on marketing materials to **promote your presence at the Bassmaster Classic Expo ONLY.**

EXHIBITOR LOGO to promote your presence at the Expo

Minimum size allowed: 2 inches wide

One-Color Printing

Black

Four-Color Printing

Blue: CMYK 100 67 0 23

Dark Gray: CMYK 0 0 0 90

Green: CMYK 78 0 63 67

Academy Sports + Outdoors
Bassmaster Classic®

EXHIBITOR

MARCH 24-26 - KNOXVILLE, TENN.

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EXHIBITOR LOGO:

- Should be clearly legible and separate and distinct from any other graphic elements or company logos.
- May not be used in conjunction with product, service or individual endorsements.
- May not be used to depict B.A.S.S., the Bassmaster Classic®, or any of its sponsors/exhibitors/members/speakers, services, products or affiliates in a negative way.
- May not be displayed as a primary feature on any Outdoors Expo related exhibitor materials and may not be used in such a way as to appear that B.A.S.S. or Bassmaster prepared or endorsed the products or services described.
- Must be used as provided by B.A.S.S. on Bassmaster.com, the files above or the Freeman Exhibitor page, with no alterations, including but not limited to changes in acceptable colors, proportion, design, or removal of any words, artwork or trademark symbols; the logo should not be scanned from printed sources or harvested from web pages or email.
- May not be animated or otherwise distorted in appearance, but may be changed in size to fit the usage need of exhibitors.

SHOW NAME IN TEXT to promote your presence at the Expo

The 2023 Academy Sports + Outdoors Bassmaster Classic name may not be used in all caps, nor may it feature the official Bassmaster logo font or a font closely resembling the Bassmaster logo font.

• Permitted:

Academy Sports + Outdoors Bassmaster Classic® (with capital letters and registration marks “®” as shown)

• Not Permitted:

Any deviation of the official name (Bassmaster Classic, B.A.S.S. Master Classic, B.A.S.S. Classic, Academy Sports + Outdoors Bassmaster Classic, etc.)

The Academy Sports + Outdoors Bassmaster Classic name **MAY NOT** appear in a headline. It may only be used as listed in regular copy promoting your booth presence.

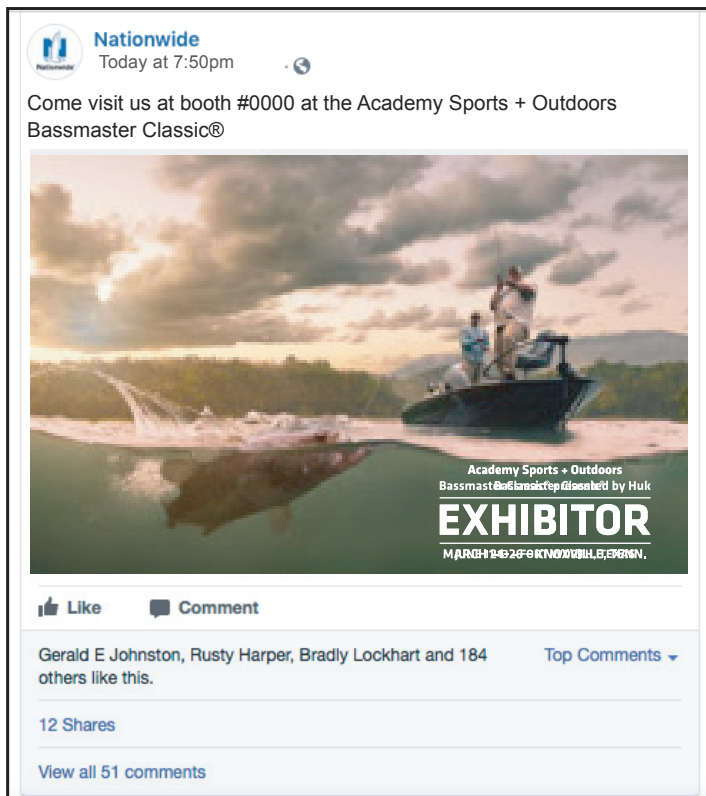
EXHIBITOR LOGO/SHOW NAME IN TEXT MAY BE USED on the following to promote your presence at the Expo only:

- Website pages
- Email campaign
- Social media
- Printed flyer, no larger than 11 inches wide x 17 inches tall
- Print ads
- Email signature
- Press Releases

EXHIBITOR LOGO/SHOW NAME IN TEXT MAY NOT BE USED on the following:

- Promotional items (includes, but not limited to, T-shirts, giveaways, stickers, etc.)
- Large scale signage (signs larger than 11 inches wide x 17 inches tall)
- Clothing items worn by exhibitors

EXAMPLE OF FACEBOOK POST with the EXHIBITOR logo and text to promote your presence at the Expo.



EXAMPLES OF DIGITAL ADS to promote your presence at the Expo.

Text (top) and Exhibitor logo (bottom) usage



Please contact B.A.S.S. with questions or concerns.

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For Exhibitor Info:

Bassmaster.com/expo