Logo Development Parameters and Design Requirements

This document outlines the design and delivery expectations for a professional logo package. The goal is to receive an original, human-designed logo that is easy to use across digital, print, conference, and promotional materials without losing clarity or visual quality.

1. Human-Designed, Original Logo

The logo should be created by a human designer. AI-generated artwork, AI-assisted image generation, stock-logo templates, and automated logo-generator outputs are not acceptable for this project.

The final logo should be original, editable, scalable, and suitable for institutional, conference, and marketing use. It should also be flexible enough for vendors and campus or community partners to reproduce accurately.

2. Required File Formats

Please provide both working files and ready-to-use exports so the logo can be used by designers, printers, web staff, conference planners, and promotional-item vendors.

Vector files for print and large-format use

These files are needed for signage, banners, magnets, promotional items, pins (?) and any use that requires resizing without loss of quality.

- Adobe Illustrator (.AI) (or similar application with same level of functionality)
- Encapsulated PostScript (.EPS)
- Scalable Vector Graphic (.SVG)
- Print-ready PDF (.PDF)

Digital files for web, email, social media, and presentations

- Transparent PNG (.PNG)
- High-resolution JPEG (.JPG)
- Web-optimized PNG (.PNG)

3. Logo Size and Resolution Requirements

The master logo should be created as a vector file so it can be resized cleanly without distortion, blurring, or pixelation. In addition to the master file, please export the logo in the sizes below.

Use	Recommended export size
Small web or mobile version	500 x 500 pixels
Standard digital version	1000 x 1000 pixels
High-resolution digital version	2000 x 2000 pixels
Large-format marketing version	4000 x 4000 pixels
Horizontal logo version	2400 x 900 pixels
Wide banner version	3000 x 1000 pixels
Social media profile version	1080 x 1080 pixels
Presentation slide version	1920 x 1080 pixels

PNG files should include transparent backgrounds unless a specific background version is requested.

4. Print Resolution Requirements

The logo package should support standard print production as well as small-format promotional items.

- 300 DPI minimum for standard print materials.
- 600 DPI preferred for magnets, stickers, badges, pins, and similar items.
- Vector format required for banners, signage, backdrops, and other large-scale uses.

The logo should remain crisp and legible when printed at small sizes, including on name badges, magnets, pins, and conference giveaways.

5. Mobile-Friendly Requirements

Because the logo may appear in email headers, social media profiles, mobile screens, and conference apps, it should still be readable and recognizable at small sizes.

- Legible at 120 pixels wide.
- Recognizable at 64 x 64 pixels.
- Includes a simplified icon or mark for small-scale use.
- Avoids thin lines, tiny text, excessive detail, disappearing gradients, and overly complex illustrations.
- Uses strong contrast between text, symbols, and background.
- Includes a simplified version for mobile icons, and social media profile images.

6. Required Logo Variations

The final package should include the following versions so the logo can be used consistently in different settings.

- Full-color logo: Primary version for general use.
- Black logo: For formal documents and grayscale printing.
- White or reversed logo: For use on dark backgrounds.
- Horizontal version: For websites, email headers, banners, and slide decks.
- Stacked version: For social media, badges, magnets, and square layouts.
- Icon-only version: For mobile use, favicons, social profiles, conference apps, and small promotional items.
- Text-only version: For situations where the full graphic mark is not appropriate.

7. Color Requirements

The color palette should be professional, intentional, and simple enough to reproduce well across digital screens, paper, magnets, and promotional products. Try to stay with colors associated with New York State.

- One primary color.
- One secondary color.
- One accent color.
- Neutral support colors, such as black, white, gray, or navy.

Please provide exact color values for each approved color:

- HEX
- RGB
- CMYK
- Pantone, if available

The palette should use high-contrast color combinations for accessibility and mobile readability. Avoid overly pale primary colors, unnecessary color variations, and combinations that do not reproduce clearly in black, white, or grayscale.

8. Accessibility and Readability

The logo should be visually clear and accessible across a range of uses.

- Strong contrast between text and background.
- Legible font treatment at small sizes.
- No decorative fonts that become unreadable on mobile devices.
- No text smaller than 8 pt in printed applications.
- Adequate spacing around all logo elements.
- Important details kept away from the edge of the design area.

9. Font and Typography Requirements

Typography should be clean, professional, and easy to read. Sans-serif fonts or clean serif fonts are preferred, especially for conference and institutional use.

The designer should provide:

- Font names used in the logo.
- License information for all fonts.
- An outlined-font version of the logo.
- An editable version with live text, if applicable.

Avoid overly decorative fonts, thin script fonts, fonts that are hard to read at small sizes, and any unlicensed or restricted-use fonts.

10. Clear Space Requirements

The logo should include a clear-space rule so it does not appear crowded or visually compromised when placed near other design elements.

- Maintain clear space around the logo equal to at least the height of one key letter or symbol in the logo.
- Do not place text, graphics, photos, borders, or other design elements inside this protected space.

11. Minimum Size Requirements

The logo should remain readable at the minimum sizes listed below. When the full logo is not readable at a small size, the simplified icon-only version should be used instead.

Use	Minimum or preferred size
Full logo - digital	Minimum width: 180 pixels
Icon-only - digital	Minimum size: 32 x 32 pixels
Preferred mobile display	250 pixels wide or larger
Full logo - print	Minimum width: 1.25 inches
Icon-only - print	Minimum width: 0.5 inches

Use	Minimum or preferred size
Conference badge or magnet	Test at 1 inch wide

12. Background Requirements

The logo should be usable on a range of backgrounds, with versions optimized for both light and dark applications.

- White backgrounds.
- Light backgrounds.
- Dark backgrounds.
- Transparent backgrounds.
- Solid-color backgrounds.
- Photo or textured backgrounds, when proper contrast is maintained.

13. Marketing Material Adaptability

The logo should be flexible enough for common institutional, conference, and marketing uses. It should not rely on tiny details that disappear when reproduced on promotional products.

- Conference programs and slide decks.
- Websites, email headers, and social media graphics.
- Conference signage, posters, banners, and step-and-repeat backdrops.
- Name badges, table tents, magnets, stickers, and other giveaways.
- Digital conference apps and mobile displays.

14. Conference Logo Requirements

For conference use, the logo should be designed so key event information can be added or updated without redesigning the full mark.

- Conference name – AIRPO Annual Conference
- Year - 2027.
- Location – Saratoga Springs, N.Y.
- Theme or tagline – This is TBA.
- Optional - website or hashtag (if space/design permits)

Please include a flexible version where the year, location, and theme can be updated for future conference cycles.

15. Magnet and Promotional Item Requirements

For magnets and small promotional items, the logo should reproduce cleanly and remain legible at reduced sizes.

- Use simplified shapes.
- Avoid fine lines below 1 point.
- Avoid small text.
- Use high-contrast colors.
- Provide a one-color version.
- Provide a version that works within a circle, square, or rounded rectangle.
- Test legibility at both 2 inches wide and 1 inch wide.

16. File Naming Convention

Final files should be named clearly and consistently so AIRPO Executives, vendors, and other users can quickly identify the correct version.

Recommended naming examples:

- Organization_Logo_Primary_Color_RGB.png
- Organization_Logo_Primary_CMYK.pdf
- Organization_Logo_Horizontal_Color.svg
- Organization_Logo_Stacked_Color.png
- Organization_Logo_IconOnly.png
- Organization_Logo_White_Reversed.png
- Organization_Logo_Black.eps
- Organization_Logo_OneColor.ai

17. Ownership and Usage Rights

The final logo package should include written confirmation of ownership and usage rights. This documentation should confirm that:

- The logo is original work.
- The logo is not AI-generated.
- The logo does not use unauthorized stock art.
- The organization receives full rights to use the logo.

- The logo may be used across print, digital, promotional, and commercial materials.
- Font and design-element licenses are properly documented.

18. Final Deliverables

The completed logo package should include the following items:

- Primary full-color logo.
- Horizontal version.
- Stacked version.
- Icon-only version.
- White or reversed version.
- One-color version.
- Transparent PNG files.
- Vector files.
- Print-ready PDF files.
- Color palette with HEX, RGB, CMYK, and Pantone values.
- Font information and licensing details.
- Clear-space and minimum-size guidelines.
- Written statement confirming the logo was not AI-generated.
- Short usage guide for vendors and campus/community partners.