

# Manufacturer Trade Show Branding Usage Guidelines

# Approved Lockup

The lockups combines the tagline and logo with a scannable QR code, linking to [gdtf-share.com](https://gdtf-share.com). Color is limited to avoid conflict with other brand colors.

Dark Backgrounds



Light Backgrounds



# Usage

Please use the asset(s) that align with the construction material of your booth:

## For fabric display/booth backdrops

please use one or more of the following assets:

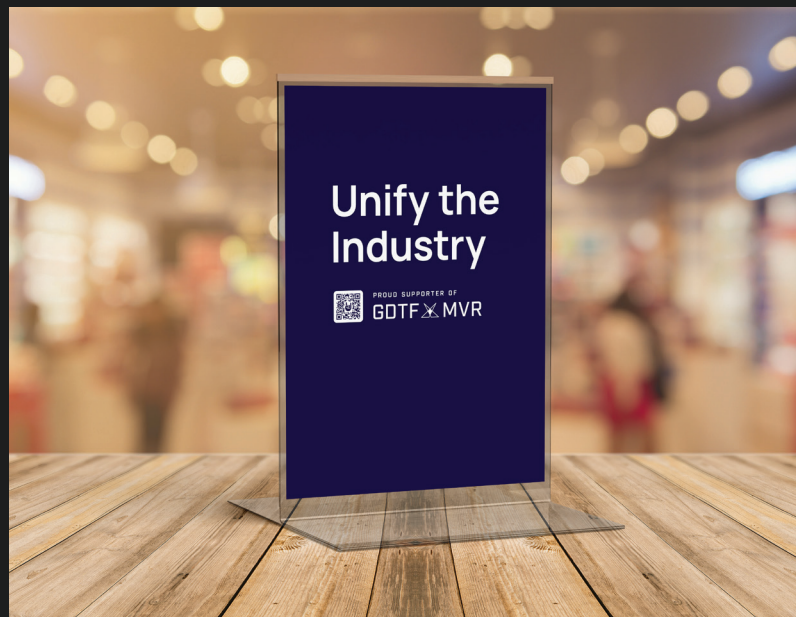
- GDTF/MVR Lockup Graphic  
(incorporated into display or booth artwork)
- Acrylic Tabletop Sign

## For solid display/booth backdrops

(constructed with non-fabric solid walls)

please use one or more of the following assets:

- GDTF/MVR Lockup Graphic  
(incorporated into display or booth artwork)
- A3 Sign
- Acrylic Tabletop Sign



## Acrylic Tabletop Sign

[Download](#)

The sign should be printed professionally. A FedEx Office or local printer should be able to handle this type of request.

### Specs

- 8.5 x 11"
- Full bleed (artwork includes 0.125" bleed)
- If borderless printing is not available, the sign should be printed on larger paper and trimmed to size

### Application

- Insert into clear acrylic tabletop sign stand
- Place in a location on table or countertop in booth area that is visible and free of clutter



## A3 Sign

[Download](#)

The sign should be printed professionally. A FedEx Office or local sign printer should be able to handle this type of request.

### Specs

- Should be printed on, or printed and applied to 3/16" Gator board
- Standard A3 Size (can be easily adjusted for US tabloid size)
- Full bleed (artwork includes 0.125" bleed)
- If borderless printing is not available, the sign should be printed on larger paper and trimmed to size

### Application

- Adhere to a solid surface of the booth backdrop
- Position in an area that is visible and free of clutter



## GDTF/MVR Lockup Graphic

[Download](#)

The lockup should be incorporated into the artwork of your display or booth backdrop.

### Application

- Position in an area of the design that is visible and free of clutter
- Do not position in an area that stands higher than 5' 5" from the ground, for optimal scannability of the QR code

### Guidelines

- Do not change colors or alter in any way
- Ensure sufficient contrast between graphic and background for legibility of all type and graphics
- At a minimum, the "PROUD SUPPORTER OF" text should be no smaller than 0.25" in height