

# SXSW ↙ EDU. 2025

## LOGO USAGE GUIDELINES

# GENERAL TRADEMARK AND LOGO GUIDELINES

“SOUTH BY SOUTHWEST” and “SXSW” are federally registered trademarks of SXSW, LLC.

The SXSW logos are also trademarks and copyrighted artworks. Collectively they are referred to as “The Marks.”

- No manipulation or distortion of The Marks is permitted.
- All approved uses of The Marks must include the registered trademark symbol: ®
- Any use of The Marks, excluding editorial content, is subject to written pre-approval from SXSW.
- No third-party companies, brands, etc. may be associated with The Marks without written pre-approval from SXSW.
- Written pre-approval from SXSW is required to use The Marks to promote give-aways, raffles, sweepstakes, competitions, or other contests.
- Use of The Marks to promote unofficial SXSW or unsanctioned events is strictly prohibited.
- Compliance with any other guidelines or standards prescribed by SXSW regarding use of The Marks is required.

**For additional trademark information, please refer to our Marks Guidelines at [sxsw.com/trademark-guidelines](https://sxsw.com/trademark-guidelines)**

## WHEN TO USE EACH LOGO

Use the positive version on light or white backgrounds.



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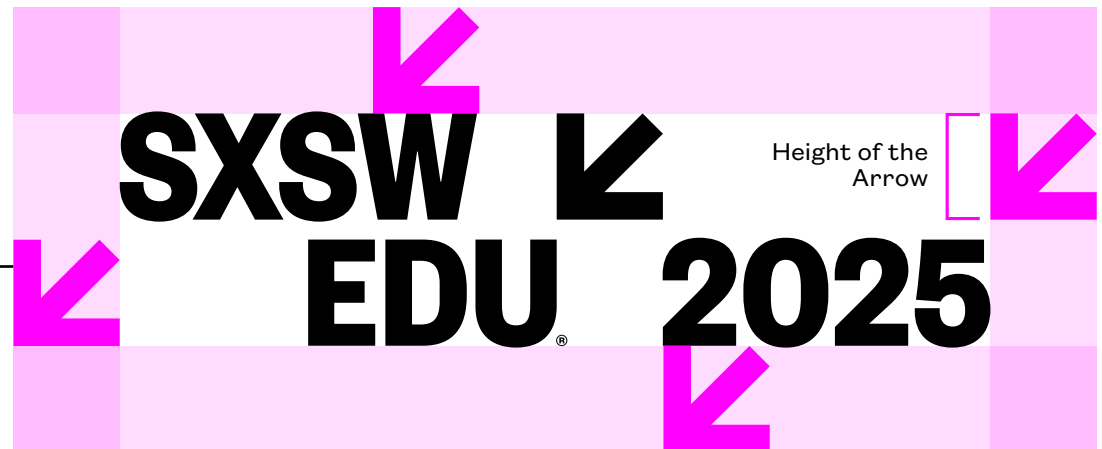
The reverse logo may be used on dark color backgrounds, as well as dark areas within photographs



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## MINIMUM CLEAR SPACE

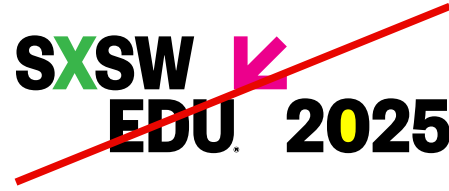
A minimum clear space between the logo and other elements must be maintained. The height of the Arrow in the logo indicates the measurement of minimum clear space between the logo and the other elements on all sides of the Logo.



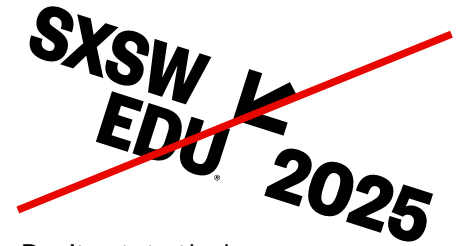
## AVOID INCORRECT USAGE

The Marks must be used as provided by SXSW with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork.

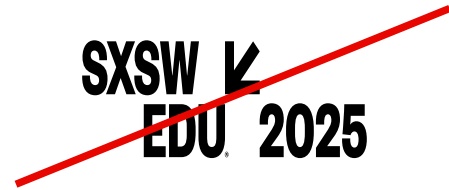
The logo may not be animated, morphed or otherwise distorted in perspective or appearance.



Don't colorize the entire logo or any one part of the logo.



Don't rotate the logo.



Don't compress the logo. Always proportionally constrain when resizing.



Don't stretch the logo. Always proportionally constrain when resizing.



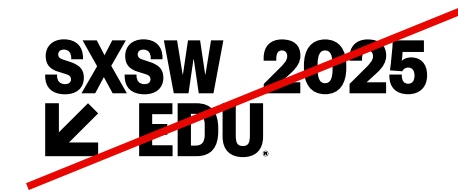
Don't place the logo over busy photographic backgrounds.



Don't add effects such as drop shadows, outlines, gradient fills and dimensions to the logo.



Don't create logo "lockups" by adding text or another logo in close proximity to the logo. Respect minimum clear space.



Don't remove or rearrange logo elements.