



# Brand and Logo Guidelines

## Manufacturing Technology Series

The Manufacturing Technology Series has undergone a brand facelift for 2025 and here are guidelines on how one should use the event names and logos for the upcoming year.

- The series name should always be written as the Manufacturing Technology Series and **NOT** MT Series when referring to the series.
- Do not mention the old event names when talking about the series- not in parenthesis (eastec) or as “formerly eastec”. They can only be written as the following- The Manufacturing Technology Series (event name) featuring (old event name), Smart Manufacturing Xperience, SecureShop and Bright Minds
- Any documents, collateral, PowerPoints previously created should be updated using the new brand and logo guidelines.

The new regional event names are as follows

### For eastec

- Manufacturing Technology Series EAST. Do **not** use MT Series East, EAST or East in any type of written communications.
- The Manufacturing Technology Series EAST featuring eastec, Smart Experience, Secure Shop and Bright Minds....

### For westec

- Manufacturing Technology Series WEST Do **not** use MT Series West, West or WEST in any type of written communications.

- The Manufacturing Technology Series West featuring westec, Smart Experience, Secure Shop and Bright Minds....

## For southtec

- Manufacturing Technology Series SOUTHEAST. Do **not** use MT Series Southeast, Southeast or SOUTHEAST in any type of written communications.
- The Manufacturing Technology Series SouthEAST featuring southtec, Smart Experience, Secure Shop and Bright Minds....

## For houstex

- Manufacturing Technology Series SOUTHWEST. Do **not** use MT Series SouthWest, SouthWest or SOUTHWEST in any type of written communications.
- The Manufacturing Technology Series SouthWest featuring houstex, Smart Experience, Secure Shop and Bright Minds....

## Logo Usage

- Logos have been created for every event as print and web versions. All logos are high-res and print ready files available as PDF's and Web files are PNG's.
- All logos are available in color, white or black.
- Several versions (lock ups) are available for all events. See below. Use the logo lock ups that include the old event names only when necessary.

Reach out to [Prereeta Mathur](#) if you need any assistance with logos or require a different format than what is provided to you.

## Manufacturing Technology Series Logo



**DO NOT USE THIS**



## Event Features

These event feature logos cannot be used on their own. They must be used together when event features are mentioned.



## EVENT LOGOS

### Locations with Dates and SME-AMT



Locations with Dates



Regions with Event Feature Logos



All Regions and SME-AMT



Regions Only



**ICONS** – Minimal use of these icons. Please check with [Prereeta Mathur](#) before using this variation.



