ILTA2026
CONFERENCE & TRADE SHOW

BRAND GUIDELINES

LOGO USAGE & SPACING

Any variation of the ILTA or ILTA 2026 Conference & Trade Show logo may be used where appropriate. Any logo variation containing white or green should be placed on a contrasting background that allows the logo to be legible from a distance.

ILTA 2026

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Clear Space
The clear space around the logo should be approximately half the height of the logo. The spacing ratio should remain the same around the logo regardless of the logo size and placement within materials.

TYPOGRAPHY

Montserrat is ILTA's house typeface and should be used as the primary type for all ILTA 2026 materials. Varying font weights can be used as needed to provide hiearchy and visual interest.
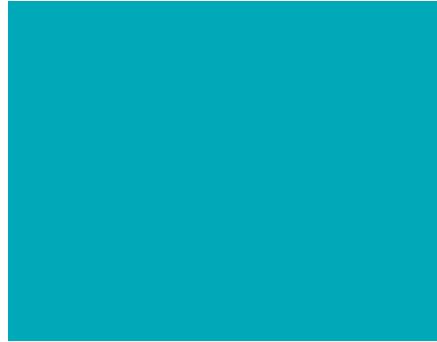
Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

COLOR PALETTE

The primary color palette should be used across all ILTA 2026 branded materials. Neutral approved colors may be used as needed to support the primary colors.

PRIMARY COLOR PALETTE

#05315a

CMYK: 100, 85, 38, 30
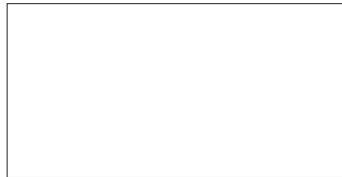
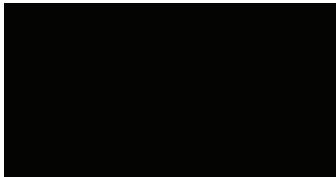RGB: 5, 49, 90

#00A9B7

CMYK: 77, 11, 28, 0

RGB: 0, 169, 183

#BBEBB9

CMYK: 27, 0, 35, 0

RGB: 187, 235, 185

NEUTRAL COLOR PALETTE

Hex: #000000

CMYK: 75, 68, 67, 90

RGB: 0, 0, 0

Hex: #4b4b4b

CMYK: 66, 58, 57, 38

RGB: 75, 75, 75

Hex: #cfcfcf

CMYK: 18, 14, 14, 0

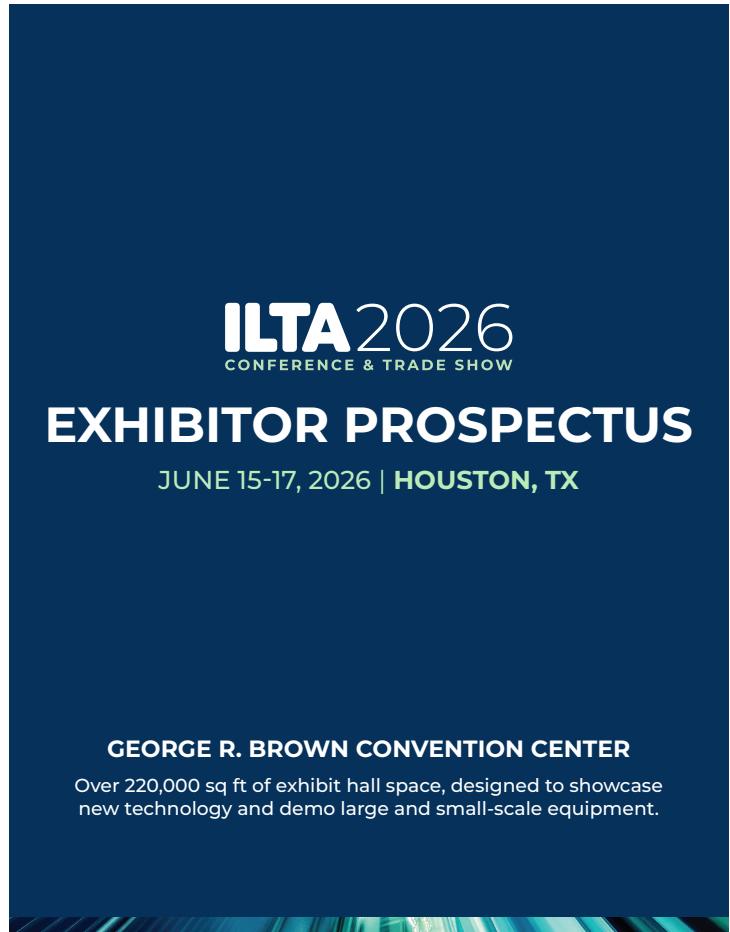RGB: 207, 207, 207

Hex: #ffffff

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

BACKGROUND IMAGERY

ILTA 2026 has a set of approved background images for use across marketing materials. These backgrounds can be used to enhance layout, and may be used as backgrounds for designs, but are not required on every asset. Do not recolor, stretch, distort, or otherwise manipulate the backgrounds beyond basic cropping.

MEDIA EXAMPLES

ILTA 2026
JUNE 15 - 17, 2026 | HOUSTON, TX

ILTA 2026
JUNE 15 - 17, 2026 | HOUSTON, TX | **CALL FOR PROPOSALS**
DEADLINE TO SUBMIT: OCTOBER 17, 2025

CONFERENCE REGISTRATION BENEFITS

- All Education Sessions
- Safety & Leadership Awards Breakfast
- Trade Show Preview
- Women in Terminals Networking Reception

- Conference Networking Reception
- Closing Keynote Lunch featuring John "Gucci" Foley
- Trade Show Access New Features: Learning Lab, Beer Garden, and Soccer Pavilion!

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EXHIBITOR PROSPECTUS

JUNE 15-17, 2026 | HOUSTON, TX

GEORGE R. BROWN CONVENTION CENTER
Over 220,000 sq ft of exhibit hall space, designed to showcase new technology and demo large and small-scale equipment.

LANGUAGE

In all references to the ILTA 2026 Conference & Trade Show, the year "2026" must follow "ILTA" and should not appear before it. The ampersand (&) must be used instead of spelling out "and," and "trade show" should always be written as two separate words.

ILTA PRONUNCIATION

When referencing ILTA, please pronounce each letter individually (I-L-T-A) rather than as a single word (ill-ta).

KEY TERMS

PROPOSALS

For all ILTA 2026 communications, use the term *proposal* rather than abstract when referring to submitted ideas for conference sessions or presentations.

TRADE SHOW

The *Trade Show* refers exclusively to the exhibition component of ILTA 2026 and should not be described using alternative terms such as expo or exhibit hall.

CONFERENCE

The *Conference* refers to the educational and keynote programming portion of ILTA 2026, including all technical sessions and featured speakers.

CONFERENCE PROGRAM AGENDA

The *Conference Program Agenda* refers specifically to the schedule of educational sessions taking place on June 15 and 16.

EXHIBITORS

Exhibitors are companies that maintain a booth on the Trade Show floor; all exhibiting companies are ILTA supplier members.

SPONSORS

Sponsors are companies that have invested in additional branding, visibility, or promotional opportunities associated with the Conference and/or Trade Show and may be either ILTA terminal or supplier members.

MEMBERS

Members are companies that belong to the International Liquid Terminals Association and engage with a broad network of peers while accessing industry insights, advocacy, education, and resources that support safer, smarter terminal operations.