The goal of this design is to have members associate the name of the conference with its initials, F.P.C. The colors have been limited to three in order to provide sharp contrast, dark grey an orange/red and white. The logo is vector artwork with outlined text (the text itself is Helvetica Light and Helvetica Black). The preferred use of the logo is as shown. When space is limited or for design considerations the name can be moved per the designer’s discretion.