



**EXPO'74**



# Theme and Scope of the Exposition

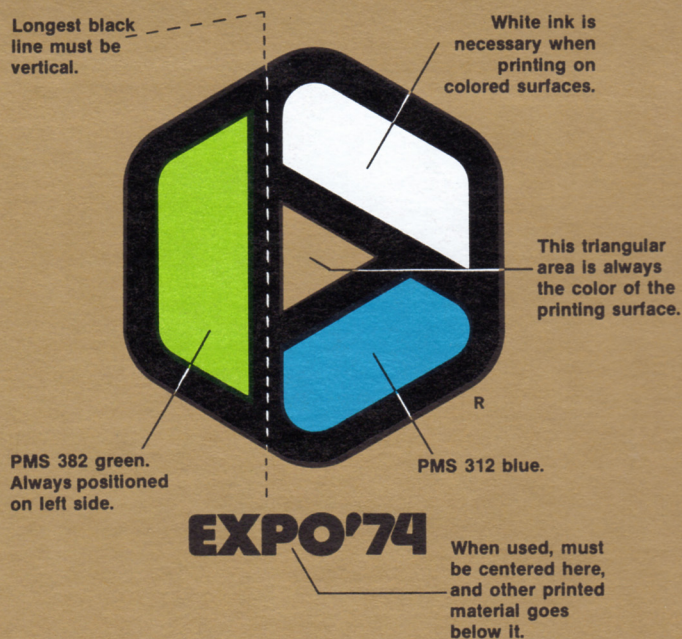
*"How Man Can Live, Work and Play in Harmony With His Environment"*

The concern of man living in balance with his environment is universal. Citizens of the world are increasingly concerned and interested in how they may enjoy a quality life. The Spokane World Exposition was undertaken as an opportunity for nations, states, industries and organizations of the world to show those things now being done or contemplated to enhance the quality of life on this planet. Expo '74 is an exposition of world recognition\* with an exciting program of international exhibits, performing arts, fine arts, foods, crafts and amusements all drawn together in a spectacular setting on and around the falls, rapids and islands of the scenic Spokane River.

\*The Spokane World Exposition is registered by the Bureau of International Expositions as a Special Category Exposition.

## Meaning of the Symbol

Basically, the Expo '74 symbol is an adaptation of a three dimensional form to a flat plane. Let your eye travel along the parallel lines and you will see that you are following the surface of a curious object which has only one side. In modern geometry and topology, it is called a "Mobius Strip"—a fascinating, improbable shape introduced by the German mathematician and astronomer Augustus Ferdinand Mobius. Since it has no "other side", it has no definable beginning and no end. It is continuous. Seen as a whole, the symbol thus expresses an over-all theme of the continuity of life—man's inescapable relationship with all things in his immediate environment and in his total universe. By its nature, this symbol also suggests an ever-repeating trinity of themes already expressed in the original concept of the exposition—how man can live, work and play in harmony with his environment. The symbol colors are significant. White expresses cleanliness of fresh air; blue stands for the purity of clean water, and green represents the unspoiled natural beauty of growing plants and trees.



## Proper Use of the Symbol

To maintain coordinated usage of the symbol for the Spokane World Exposition, the following design specifications have been established:

The Expo '74 symbol is a registered trademark of Expo '74, a private, non-profit corporation. This registration should always be indicated by a small inconspicuous "R" immediately beneath and not touching the lower right-hand corner of the symbol. The right to use the Expo '74 symbol and/or name is restricted to Expo '74 (Spokane World



Exposition) and its authorized licensees. Applications for license privileges should be directed to the Concessions Department, Expo '74, P.O. Box 1974, Spokane, Washington 99210. Authorized reproductions of the Postage Meter cuts as shown in this Design Standards are allowed without restriction. (These postage meter cuts are available directly from Pitney-Bowes.)

Appearance of the symbol must conform to the specifications for the proportion, size of letters and layout, (and color, if used) which have been standardized for purposes of reproduction. Exact proportions are essential and must be as shown in this manual. They must not be altered. Where copy is used in connection with the Expo '74 trademark, it is suggested that "Spokane World Exposition" with the dates, May 1 - October 31, 1974, be used. No design, illustration or copy shall be added to the symbol, or to the triangular space in the center of the symbol. The name Expo '74 or Spokane World Exposition when used in connection with the symbol must never be translated into a foreign language without the express written permission of Expo '74.

## Color

Whenever the use of color is practicable, the following rules should be adhered to in order that the color identity of the symbol will be maintained:

The symbol may be printed on white in black only, in PMS 382 green only, or in PMS 312 blue only. The preferred usage would be the above color combination (black, green and blue) on white. Black and one color on the symbol is **not** authorized. Also, the symbol must not be printed in any other color, or combination of colors that does not conform to the authorized color scheme. If the symbol is included in a brochure, folder or any printed material which utilizes 4-color process printing, the green and blue areas can be represented by standard screen combinations. 60% of solid process blue will serve for PMS 312 blue. A solid process yellow and 35% process blue will closely approximate the PMS 382 green. When the symbol is printed on colored material, white must be printed under the symbol proper, but **not** in the triangular space in the center. If colored material is used to represent either the green or blue, these colors must conform to the PMS color number as authorized. Whenever black, green, blue and white are used in combination, the positioning must conform to the symbol picture here. Outline in black. Green on the left. Blue on the lower right. White on the upper right. The tri-

angular center to be the same color as the surface of the item printed.

## Requirements Before Using Symbol

**Sale of Goods and Services:** Before applying the Expo '74 symbol and/or name to manufactured products or services it is necessary that an application for license privileges be directed to Expo '74, Concessions Department, P.O. Box 1974, Spokane, Washington 99210.

**Promotion of Expo '74 Tourist Facilities:** Expo '74 encourages the use of the symbol, within the design restrictions herein set forth, to promote attendance at the exposition and tourist facilities in the Pacific Northwest.

**Drop-in Cuts in Advertising:** National, regional and local advertising may include authorized reproductions of the symbol as drop-in cuts and such use is encouraged where this use does not imply Expo '74 official sanction of the advertising copy or the goods or services offered.

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PMS - 312 BLUE

PMS - 382 GREEN



Celebrating tomorrow's  
fresh new environment

**expo'74<sup>®</sup>**  
**World's Fair**  
Spokane, USA May 4 - Nov 3, 1974

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Additional copies of these reproduction proofs available upon request.

P. R. Dept., P. O. Box 1974, Spokane, Washington, USA, 99210 (509) 456-6901.

Use of symbol must be accompanied with EXPO '74 copy.



Reproduction proofs  
with color separations

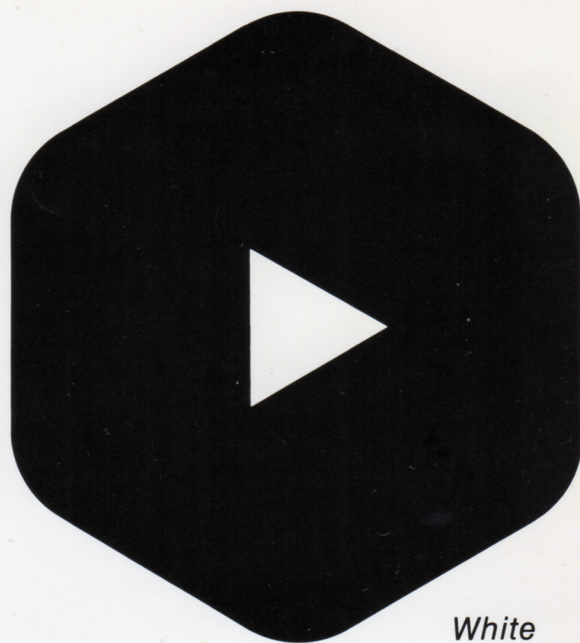
PMS 382 Green



PMS 312 Blue



R



White

**EXPO'74**



**EXPO'74**



**EXPO'74**



Green



Blue

Postage Meter Cuts

Type DN



**EXPO'74**

Type R

Spokane  
World  
Exposition



**EXPO'74**

**Spokane World Exposition**

**Spokane, Washington, U. S. A.**

**May 1-October 31, 1974**

Spokane World Exposition

Spokane, Washington, U. S. A.

May 1-October 31, 1974

Notice: Use of these proofs must conform to  
the "Graphic Design Standards"