

TACTILE

HAPTIC FEEDBACK

EXPO 2024

OBJECTIVE

Tactile is the highly-anticipated haptic feedback expo, serving the automotive, electronics, gaming, and healthcare industries.

SKETCH PROCESS

POWERFUL • FUTURISTIC • RIVETING



TACTILE

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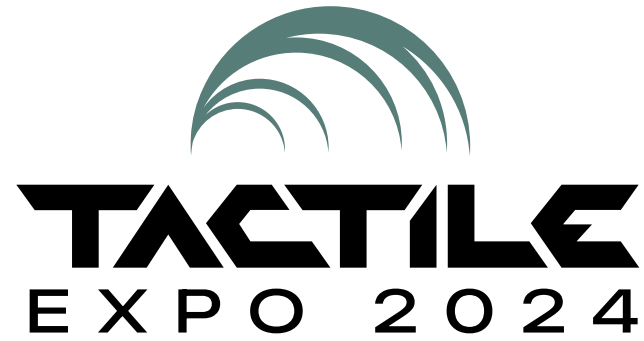
TACTILE

COLLECTION

1



2



3



4



5



6



BRANDING

TYPE

Handmade logotype and
SF Pro Expanded

SF Pro Expanded Regular
SF Pro Expanded Medium
SF Pro Expanded Bold
SF Pro Expanded Heavy

TITLES Regular text

COLOR

Cypress
#577D79

R: 87 G: 125 B: 121

C: 69% M: 38%

Y: 49% K: 11%

ADA compliant;
4.55:1 contrast ratio

LOGO USAGE

Correct:



Incorrect:



DO NOT stretch, skew, or distort logo proportions.



DO NOT change colors, add gradients or other effects.

Black backgrounds:



DO NOT place logo in box.



DO NOT cover logo with objects, shapes, or images. Consider how logo is placed OVER an image.

CLIENT CONCIERGE







LEAVE
YOUR
MARK


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April 12-14
Los Angeles
Convention Center

tactileexpo.com



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**When you have a dream,
you've got to grab it
and never let go.**

-Carol Burnett







Promotional Item

We're giving away skateboards to the first 300 attendees.



“Engaging touch in human-computer interactions would enhance robotic control, physical rehabilitation, education, navigation, communication and even online shopping.”

—Matthew Hutson, Knowable Magazine



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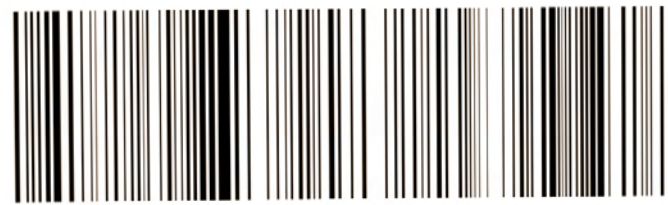

TACTILE



Tactile Expo 2024

Friday, April 12 at 9:00 AM to
Sunday, April 14 at 4:00PM
LA Convention Center

GA (All Ages) \$30.00



YEIJR3IT2MLGKLWL96



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**Thank you
for participating!**

Fill out this post-expo
survey to help us craft
the next show.

Begin



“Everything you can imagine is real.”
—Pablo Picasso