

The logo features the letters 'UX' in a white, rounded, sans-serif font inside a white square. To the right of the square, the words 'In The City' are written in a white, elegant script font, and 'OXFORD' is written below it in a white, bold, sans-serif font.

**UX** *In The City*  
**OXFORD**

The background is a high-angle, slightly blurred photograph of several people in a meeting or conference setting. They are gathered around a table, looking at documents or devices. The image is overlaid with a semi-transparent orange-red color and a fine, white, grid-like pattern.

**A NEW COMMUNITY-  
DRIVEN, PRACTICAL USER  
EXPERIENCE CONFERENCE  
IN THE HEART OF OXFORD.**

**31 MARCH - 1 APRIL 2016**  
**Saïd Business School, Oxford, UK**