

Informa Markets Engineering

# Brand Guide



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# Brand Overview

Our brand identity system is designed to allow our community of brands to inspire progress, change, and movement. The brand is a representation of who we are and the role we play in our communities.

These brand guidelines establish clear and consistent visual expression of our brand through the use of logos, color, typography, and photography. The more cohesive and authentic our brand becomes the closer we get to building a stronger engineering community.

# Logos

Our Brands

Location

Color

Scale

Clearspace

Logo Arrangement

Logo Guidance

# Logos

## Our Brands

Clearspace

Color

Scale

Logo Arrangement

Logo Guidance

All of the sub-brand logos have been created around the use of arrows, symbolizing progress and movement. The dynamic angles and bold weight contribute to a confident look and feel. These are key concepts for inspiring the community and audiences of the IME co-located events, and represent the areas of unity among the five-to-six unique brands based on location.

### IME West



### IME East



### IME South



# Logos

## Our Brands

Continued from previous page

Clearspace

Color

Scale

Logo Arrangement

Logo Guidance

### IME Minneapolis



### IME Toronto



### IME Montréal

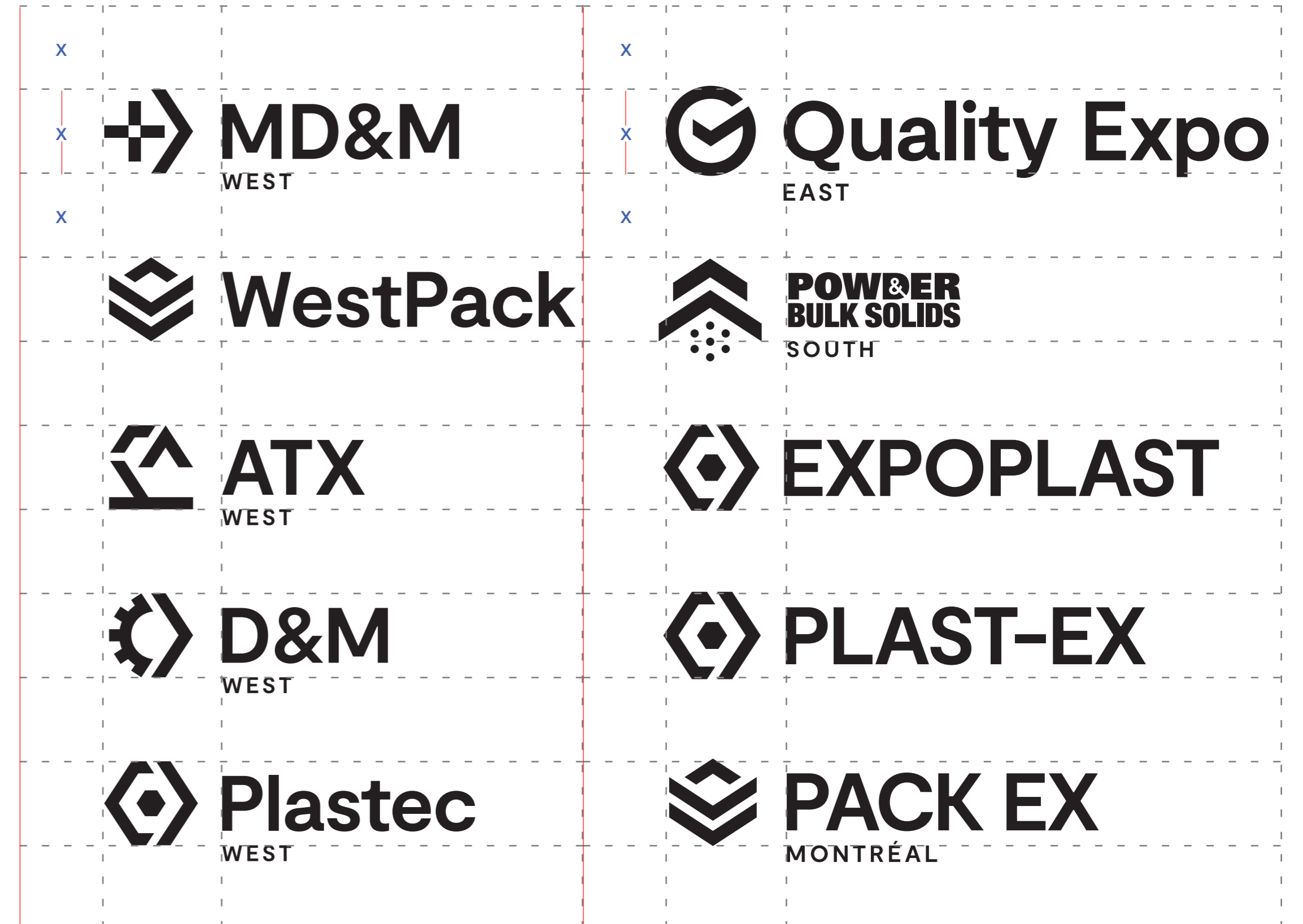


# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

The clearspace margin is important to consider in order for each logo to have its own space away from other contrasting visual elements. The clearspace defined here is the minimum amount of space that should be around the logo.

### Clearspace Guidelines



# Logos

- Our Brands
- Clearspace
- Color**
- Scale
- Logo Arrangement
- Logo Guidance

Each brand logo can be used in a few color options:

Primary usage should be a full brand color logo with a white background and a Navy Blue wordmark or an Navy Blue background with a white wordmark.

Secondary usage should be an all white logo over images or brand primary colors.

All black logo usage should be reserved when color cannot be applied.



**Full color logo** should be used whenever possible.



**Full color logo** with white wordmark can be applied to our Navy Blue.



**Use all black logo** only when no color can be used.



**Use all white logo** to overlay on images, on brand primary colors, or when no color can be used.

# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

Our logos should not be hard to read or recognize. These guidelines display the minimum sizes to be used in order to retain legibility for print and digital formats.

## Digital



100px



150px



200px



250px



250px

## Print



.5"



.75"



1"



1.5"



2"

# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME West Order

Grouped logos should always follow this order to develop consistency. MD&M will always be first and we should always end with Plastec.



1



2



3



4



5

# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME West Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

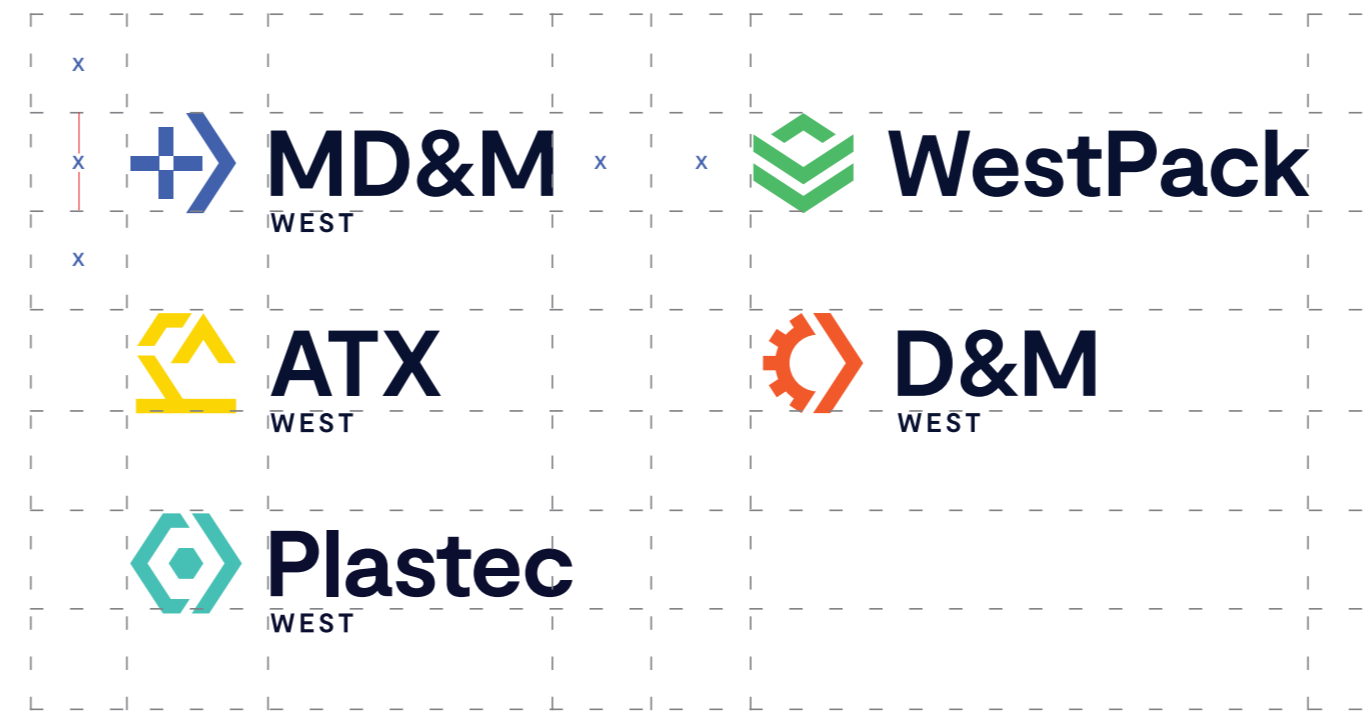
- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME West Orientations

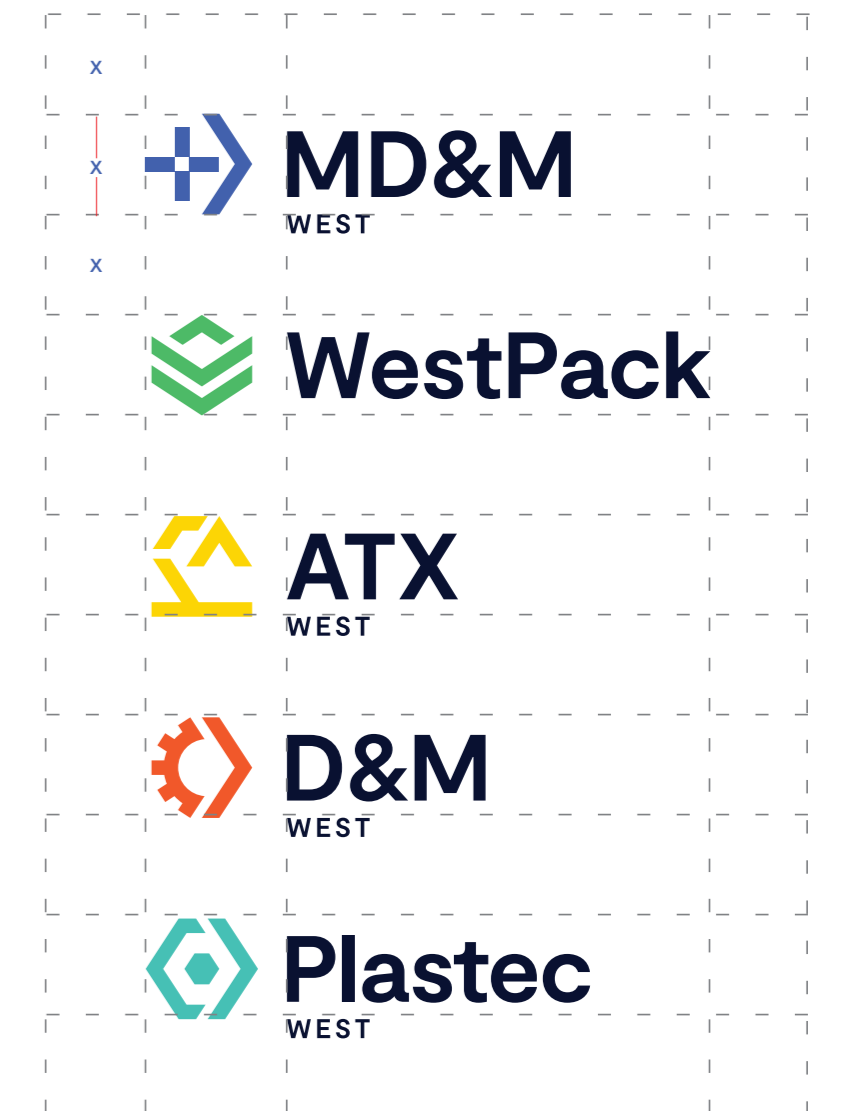
The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement**
- Logo Guidance

## IME East Order

Grouped logos should always follow this order to develop consistency. MD&M will always be first and we should always end with Quality Expo.



1



2



3



4



5



6

# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME East Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME East Orientations

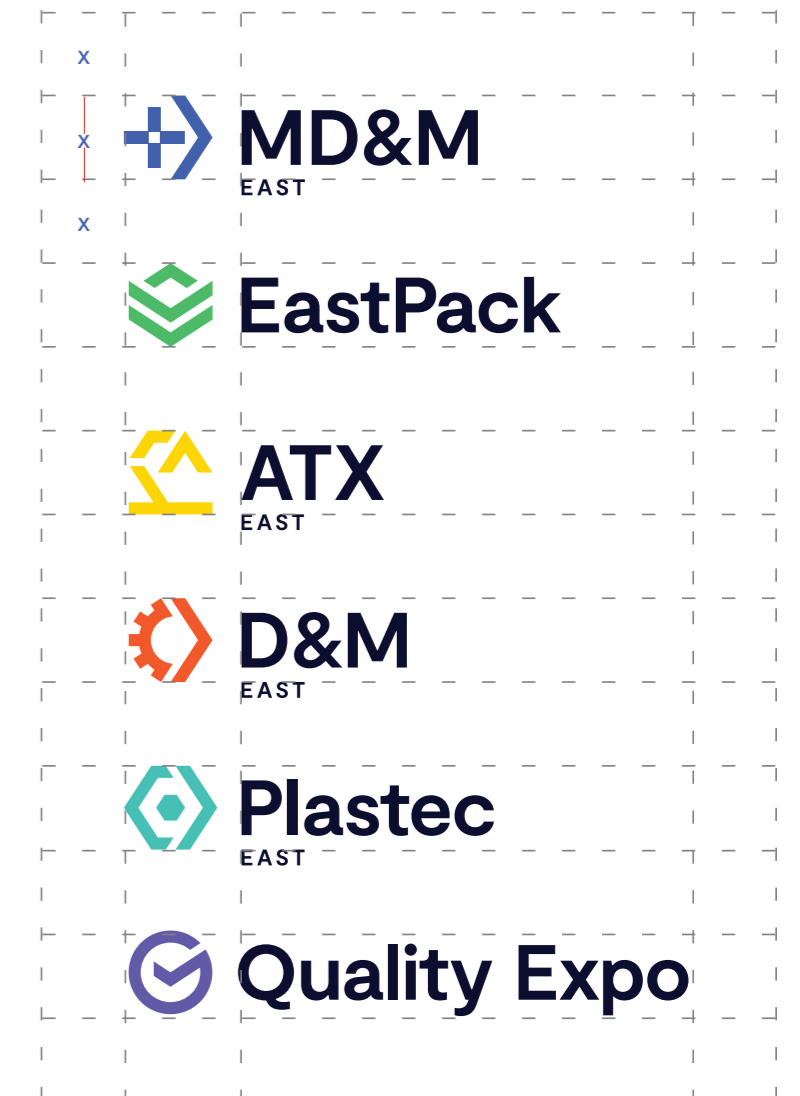
The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME South Order

Grouped logos should always follow this order to develop consistency. MD&M will always be first and we should always end with Powder and Bulk Solids.



1



2



3



4



5



6

# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME South Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

## 2-Column



## Single Column



## 3-Column



## Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME South Orientations

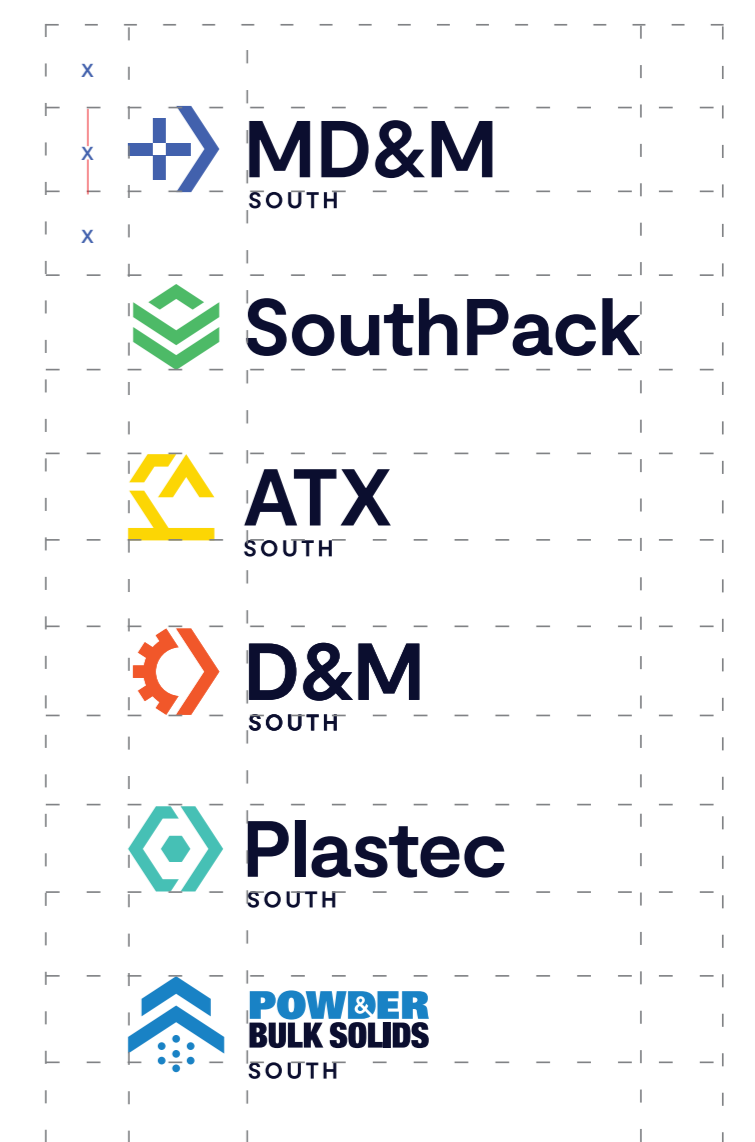
The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Minneapolis Order

Grouped logos should always follow this order to develop consistency. MD&M will always be first and we should always end with Plastec.



1



2



3



4



5

# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Minneapolis Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Minneapolis Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Toronto Order

Grouped logos should always follow this order to develop consistency. D&M will always be first and we should always end with EV Tech.



1



2



3



4



5



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# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Toronto Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

## 2-Column



## Single Column



## 3-Column



## Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Toronto Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Montréal Order

Grouped logos should always follow this order to develop consistency. D&M will always be first and we should always end with Powder & Bulk Solids..



1



2



3



4



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# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Montréal Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

## 2-Column



## Single Column



## 3-Column



## Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

## IME Montréal Orientations

The grouped logos can be arranged in three orientations: horizontal, vertical, or two columns. The orientation should be selected based on the best use of logo space in your composition.

No other orientations should be used.

### 2-Column



### Single Column



### 3-Column



### Horizontal



# Logos

- Our Brands
- Clearspace
- Color
- Scale
- Logo Arrangement
- Logo Guidance

Here are some examples in which the logo should not be used or manipulated.



Don't make logos one color.



Don't stretch the logos.



Don't rotate logos.



Don't use wordmark without logomark.



Don't change logo fonts.



Don't add effects to logos.

# Color

Overview

Universal Color Palette

Brand Color Palette

Color Application

Universal Gradient

Brand Gradients

# Color

## Overview

Universal Color Palette

Brand Color Palette

Color Application

Universal Gradient

Brand Gradients

Our brand colors are bold and exciting, and take inspiration from the industries they represent. Each brand color is grouped in shades that correspond to its primary color. The shades work together harmoniously and are legible when applied to typography.

# Color

## Overview

### Universal Color Palette

### Brand Color Palette

### Color Application

### Universal Gradient

### Brand Gradients

Our universal color palette will be used to represent all brands together. The universal color palette is composed of all the event identifying primary colors. The universal color palette is designed to be used for background files, gradients, and headlines.

Our neutral color palette is to be used for body copy and background files. Navy Blue and White will be our anchoring colors they will achieve clarity and will be used in everything we create.

Our CTA color is PMS 144C

### Universal Call To Action (CTA) Color for all brands



**CTA Orange**  
 F39200  
 R243 G146 B0  
 C2 M50 Y100 K0  
 PMS 144C

### Universal Color Palette

<p><b>MD&amp;M Cerulean</b>                  2957FF                  R41 G87 B255                  C83 M60 Y0 K0                  PMS 285C</p>	<p><b>Pack Jade</b>                  12D96E                  R18 G217 B110                  C68 M0 Y80 K0                  PMS 7479C</p>	<p><b>ATX Goldenrod</b>                  FFD600                  R255 G214 B0                  C1 M13 Y100 K0                  PMS 7405C</p>	<p><b>D&amp;M Poppy</b>                  FF5721                  R255 G87 B33                  C0 M80 Y94 K0                  PMS 172C</p>	<p><b>Plastec Seafoam</b>                  0AD6C2                  R10 G214 B194                  C65 M0 Y35 K0                  PMS 3252C</p>
<p><b>EV Tech FabBatt Green</b>                  00AE42                  R0 G174 B66                  C95 M0 Y100 K0 PMS                  354C</p>	<p><b>PBS Blue</b>                  0082CA                  R0 G130 B202                  C100 M35 Y7 K0                  PMS Process Blue C</p>	<p><b>Quality Purple</b>                  6E45FF                  R110 G69 B255                  C71 M72 Y0 K0                  PMS 266C</p>	<p><b>PackEx Red</b>                  EB1E30                  R235 G30 B48                  C1 M100 Y89 K0                  PMS 199C</p>	

### Neutral Color Palette

<p><b>Navy Blue</b>                  000033                  R0 G0 B51                  C94 M89 Y43 K65                  PMS 296C</p>	<p><b>White</b>                  FFFFFFFF                  R255 G255 B255                  C0 M0 Y0 K0                  PMS White</p>	
<p><b>Charcoal</b>                  363C44                  R54 G60 B68                  C75 M65 Y54 K46                  PMS 432C</p>	<p><b>Steel</b>                  8896A3                  R136 G150 B163                  C50 M35 Y28 K1 PMS                  443C</p>	<p><b>Zinc</b>                  AEC0D3                  R174 G192 B211                  C31 M17 Y9 K0                  PMS 651C</p>

# Color

- Overview
- Universal Color Palette
- Brand Color Palette**
- Color Application
- Universal Gradient
- Brand Gradients

Here are the color palettes for each individual brand. Each brand color palette is composed of the brand primary colors, secondary colors, and neutrals. These color palettes are meant to be used specifically when designing for a specific brand.

	Brand Primary Colors			Brand Secondary Colors	
<b>EV Tech FabBatt</b>	<b>Dark EVTFB Green</b> 1A5632 R26 G86 B50 C86 M40 Y91 K39 PMS 357C	<b>Medium EVTFB Green</b> 007834 R0 G120 B52 C96 M27 Y100 K15 PMS 356C	<b>EVTFB Green</b> 00AE42 R0 G174 B66 C95 M0 Y100 K0 PMS 354C	<b>Light EVTFB Green</b> 45B978 R69 G185 B120 C70 M0 Y72 K0 PMS 3479C	<b>Lightest EVTFB Green</b> A0E2B9 R160 G226 B186 C36 M0 Y35 K0 PMS 351C
<b>PBS</b>	<b>Dark PBS Blue</b> 015584 R1 G85 B132 C98 M68 Y26 K8 PMS 7692C	<b>Medium PBS Blue</b> 016BA6 R1 G107 B166 C91 M56 Y11 K1 PMS 7691C	<b>PBS Blue</b> 0082CA R0 G130 B202 C100 M35 Y7 K0 PMS Process Blue C	<b>Light PBS Blue</b> 40A0D6 R64 G160 B214 C69 M22 Y2 K0 PMS 7688C	<b>Lightest PBS Blue</b> 86C1E1 R134 G193 B225 C45 M11 Y4 K0 PMS 2905C
<b>Quality</b>	<b>Dark Quality Purple</b> 482CAB R72 G44 B171 C85 M91 Y0 K0 PMS Violet C	<b>Medium Quality Purple</b> 5E3ADB R94 G58 B219 C75 M78 Y0 K0 PMS 2725C	<b>Quality Purple</b> 6E45FF R110 G69 B255 C71 M72 Y0 K0 PMS 266C	<b>Light Quality Purple</b> 9A7EFD R154 G126 B253 C50 M53 Y0 K0 PMS 265C	<b>Lightest Quality Purple</b> C5B6FA R197 G182 B250 C22 M27 Y0 K0 PMS 264C
<b>PackEx</b>	<b>Dark PackEx Red</b> A81623 R168 G22 B35 C23 M100 Y98 K17 PMS 7621C	<b>Medium PackEx Red</b> CD1B2B R205 G27 B43 C13 M100 Y94 K3 PMS 186C	<b>PackEx Red</b> E51C36 R229 G28 B54 C4 M100 Y84 K0 PMS 199C	<b>Light PackEx Red</b> EC5663 R236 G86 B99 C2 M81 Y52 K0 PMS 198C	<b>Lightest PackEx Red</b> ED8C95 R237 G140 B149 C2 M55 Y27 K0 PMS 701C

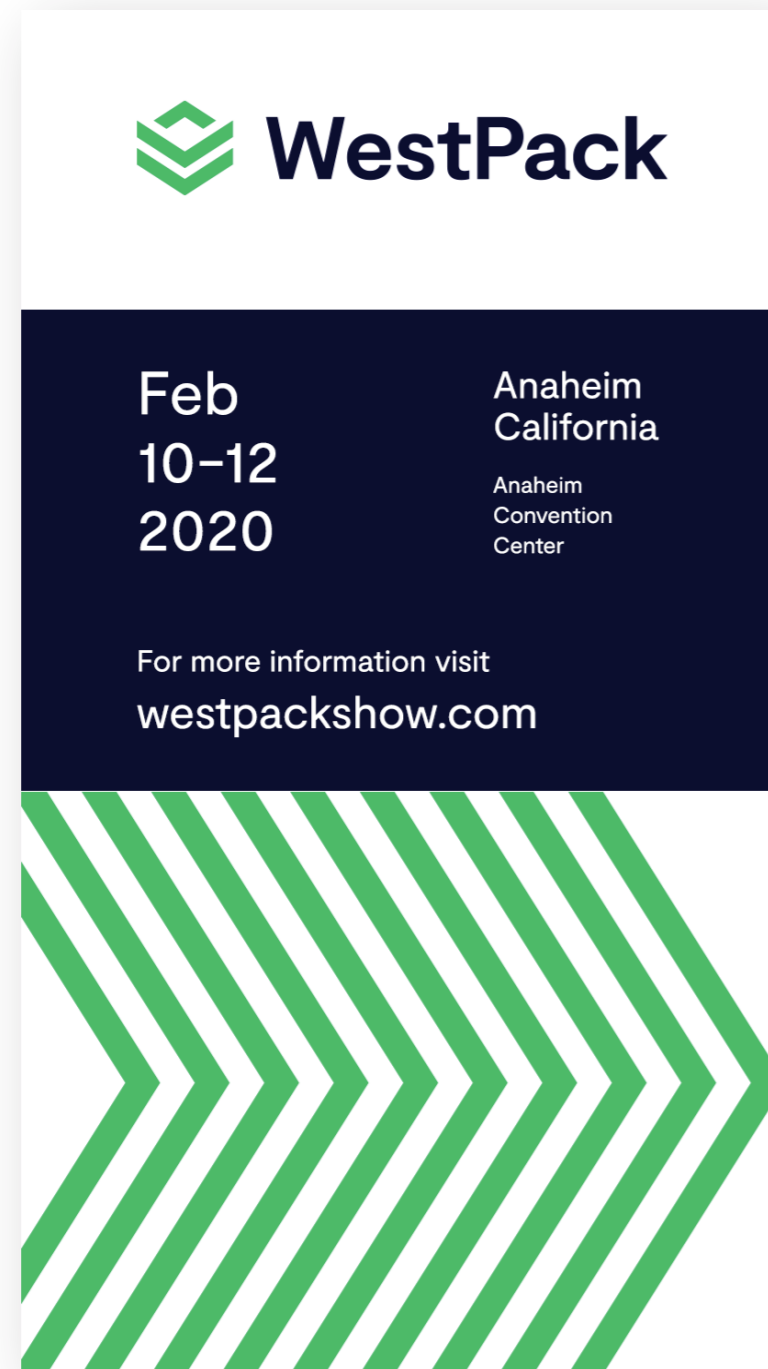
	Brand Primary Colors			Brand Secondary Colors	
<b>MD&amp;M</b>	<b>Dark Cerulean</b> 1C3DB2 R28 G61 B178 C93 M84 Y0 K0 PMS 293C	<b>Medium Cerulean</b> 2145CC R33 G69 B204 C87 M76 Y0 K0 PMS 2728C	<b>MD&amp;M Cerulean</b> 2957FF R41 G87 B255 C83 M60 Y0 K0 PMS 285C	<b>Light Cerulean</b> 96b2ff R150 G178 B255 C37 M24 Y0 K0 PMS 278C	<b>Lightest Cerulean</b> C2D1FF R194 G209 B255 C21 M13 Y0 K0 PMS 2707C
<b>WestPack</b>	<b>Dark Jade</b> 00B254 R0 G178 B84 C80 M0 Y100 K5 PMS 7482C	<b>Medium Jade</b> 00BF59 R0 G191 B89 C65 M0 Y90 K0 PMS 7480C	<b>Pack Jade</b> 12D96E R18 G217 B110 C68 M0 Y80 K0 PMS 7479C	<b>Light Jade</b> 91E3A8 R145 G227 B168 C35 M0 Y55 K0 PMS 352C	<b>Lightest Jade</b> BFEDCC R191 G237 B204 C25 M0 Y40 K0 PMS 573C
<b>ATX</b>	<b>Dark Goldenrod</b> B29600 R178 G150 B0 C32 M35 Y100 K4 PMS 104C	<b>Medium Goldenrod</b> CCAB00 R204 G171 B0 C22 M28 Y100 K0 PMS 103C	<b>ATX Goldenrod</b> FFD600 R255 G214 B0 C1 M13 Y100 K0 PMS 7405C	<b>Light Goldenrod</b> FFF294 R255 G242 B148 C2 M1 Y52 K0 PMS 100C	<b>Lightest Goldenrod</b> FFF7BF R255 G247 B191 C1 M0 Y31 K0 PMS Yellow 0131 C
<b>D&amp;M</b>	<b>Dark Poppy</b> AF3817 R175 G56 B23 C10 M85 Y100 K17 PMS 7599C	<b>Medium Poppy</b> CC451C R204 G69 B28 C8 M86 Y100 K4 PMS 173C	<b>D&amp;M Poppy</b> FF5721 R255 G87 B33 C0 M80 Y94 K0 PMS 172C	<b>Light Poppy</b> FFBF91 R255 G191 B145 C0 M29 Y44 K0 PMS 1555C	<b>Lightest Poppy</b> FFD9BD R255 G217 B189 C0 M17 Y24 K0 PMS 7506C
<b>Plastec</b>	<b>Dark Seafoam</b> 0AB2A1 R10 G178 B161 C85 M4 Y50 K5 PMS 3275C	<b>Medium Seafoam</b> 0ABFAB R10 G191 B171 C75 M0 Y45 K0 PMS 3265C	<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C	<b>Light Seafoam</b> 75E3D4 R117 G227 B212 C46 M0 Y24 K0 PMS 3245C	<b>Lightest Seafoam</b> B0EDE5 R176 G237 B229 C28 M0 Y14 K0 PMS 317C

Universal Color Palette				
<b>Navy Blue</b> 000033 R0 G0 B51 C94 M89 Y43 K65 PMS 296C	<b>White</b> FFFFFF R255 G255 B255 C0 M0 Y0 K0 PMS White	<b>Charcoal</b> 363C44 R54 G60 B68 C75 M65 Y54 K46 PMS 432C	<b>Steel</b> 8896A3 R136 G150 B163 C50 M35 Y28 K1 PMS 443C	<b>Zinc</b> AEC0D3 R174 G192 B211 C31 M17 Y9 K0 PMS 651C

# Color

- Overview
- Universal Color Palette
- Brand Color Palette
- Color Application
- Universal Gradient
- Brand Gradients

## Color Use Examples



WestPack Ad



ATX Flyer

# Color

- Overview
- Universal Color Palette
- Brand Color Palette
- Color Application
- Universal Gradient**
- Brand Gradients

Universal gradients are a key visual element in our brand to create backgrounds. The universal gradients will be made of two brand primary colors only. Any two brand primary colors can be used to create a gradient.

The universal gradients are to be used only when representing all brands together.

## Universal Gradient Color Pairing

<b>MD&amp;M Cerulean</b> 2957FF R41 G87 B255 C83 M60 Y0 K0 PMS 285 C	<b>Pack Jade</b> 12D96E R18 G217 B10 C68 M0 Y80 K0 PMS 7479C	<b>ATX Goldenrod</b> FFD600 R255 G214 B0 C1 M13 Y100 K0 PMS 7405C	<b>D&amp;M Poppy</b> FF5721 R255 G87 B33 C0 M80 Y94 K0 PMS 172 C	
<b>EVTFB Green</b> 00AE42 R0 G174 B66 C95 M0 Y100 K0 PMS 354C	<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C	<b>Quality Purple</b> 6E45FF R110 G69 B255 C71 M72 Y0 K0 PMS 266C	<b>PBS Blue</b> 0082CA R0 G130 B202 C100 M35 Y7 K0 PMS Process Blue C	<b>PackEx Red</b> EB1E30 R235 G30 B48 C1 M100 Y89 K0 PMS 199C

Pair any of these colors to create a universal gradient

## Universal Gradient Sample Structures

<b>MD&amp;M Cerulean</b> 2957FF R41 G87 B255 C83 M60 Y0 K0 PMS 285C	<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C
<b>Sample Gradient 1</b>	
<b>Pack Jade</b> 12D96E R18 G217 B10 C68 M0 Y80 K0 PMS 7479C	<b>ATX Goldenrod</b> FFD600 R255 G214 B0 C1 M13 Y100 K0 PMS 7405C
<b>Sample Gradient 2</b>	
<b>D&amp;M Poppy</b> FF5721 R255 G87 B33 C0 M80 Y94 K0 PMS 172C	<b>MD&amp;M Cerulean</b> 2957FF R41 G87 B255 C83 M60 Y0 K0 PMS 285C
<b>Sample Gradient 3</b>	

# Color

- Overview
- Universal Color Palette
- Brand Color Palette
- Color Application
- Universal Gradient
- Brand Gradients

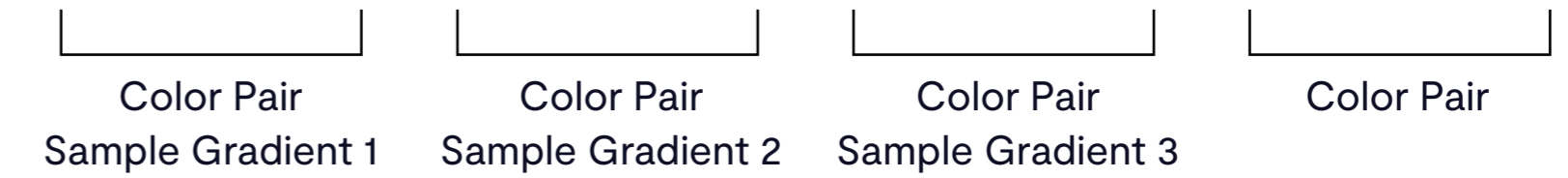
Brand gradients are a key design element when designing for specific brand.

When creating a brand gradient only use two colors from the brand primary and secondary color palette. The colors selected should sit next to each other as shown in the brand gradient color pairing structure.

Brand gradients are only meant to be used for the specific brand for which it was created.

## Brand Gradient Color Pairing

<b>Dark Seafoam</b> 0AB2A1 R10 G178 B161 C85 M4 Y50 K5 PMS 3275C	<b>Medium Seafoam</b> 0ABFAB R10 G191 B171 C75 M0 Y45 K0 PMS 3265C	<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C	<b>Light Seafoam</b> 75E3D4 R117 G227 B212 C46 M0 Y24 K0 PMS 3245C	<b>Lightest Seafoam</b> B0EDE5 R176 G237 B229 C28 M0 Y14 K0 PMS 317C
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## Sample Brand Gradient Structures

<b>Dark Seafoam</b> 0AB2A1 R10 G178 B161 C85 M4 Y50 K5 PMS 3275C	<b>Sample Gradient 1</b>	<b>Medium Seafoam</b> 0ABFAB R10 G191 B171 C75 M0 Y45 K0 PMS 3265C
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<b>Medium Seafoam</b> 0ABFAB R10 G191 B171 C75 M0 Y45 K0 PMS 3265C	<b>Sample Gradient 2</b>	<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C
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<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C	<b>Sample Gradient 3</b>	<b>Light Seafoam</b> 75E3D4 R117 G227 B212 C46 M0 Y24 K0 PMS 3245C
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# Typography

Our Typeface  
Hierarchy & Pairings  
Leading  
Universal Color Use  
Brand Color Use  
Type in uses

# Typography

## Our Typeface

Hierarchy & Pairing

Leading

Universal Color Use

Brand Color Use

Type in Use

Manrope is our primary brand typeface. Manrope is approachable, bold, and professional. It will be used to display all text communication.

We will use four weights from the Manrope family: Light, Regular, Medium, and Bold. Due to the fact that this font does not have an italicized version, we will use a 15 degree skew in InDesign, and the "italic" version in microsoft products.

Since this Manrope is a GoogleFont, we will be able to leverage it on all media forms (print, web, microsoft applications, etc).

### Our Typeface

Manrope Light

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789

Manrope Medium

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789

Manrope Regular

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789

Manrope Bold

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
0123456789

# Typography

- Our Typeface
- Hierarchy & Pairing
- Leading
- Universal Color Use
- Brand Color Use
- Type in Use

This page serves as a guide to help you create scale hierarchy and maintain legibility with multiple layers of information.

## Type Hierarchy

**For Headlines**  
Use Manrope Bold or Medium.  
Sentence case  
Left aligned.

Manrope Bold or Medium  
60pt/60pt  
Kerning:Metrics  
Tracking:0

**Manrope Bold for headlines**

**Manrope Medium for headlines**

Manrope Light for sub-header

Moderat regular for body copy. For readability, body copy should be larger than 8pt.

**For Sub-heads**  
Use Manrope Light  
Sentence case only  
Left aligned.

Manrope Light  
1/2 the pt size of headline  
Kerning:Metrics  
Tracking:0

**For Body Copy**  
Use Manrope Regular  
Sentence case only  
Left aligned.

Manrope Regular  
1/2 the pt size of sub-head copy  
Kerning:Metrics  
Tracking:0

# Typography

- Our Typeface
- Hierarchy & Pairing
- Leading
- Universal Color Use
- Brand Color Use
- Type in Use

Leading is the space between lines of text. Leading should always be loose to separate lines of text, but tight enough to keep a block of text from feeling too separated. Here are general principles.

The examples on the right show good leading vs bad leading (too tight). Type size and leading are shown as two number, "30/32" meaning 30 pt type, 32pt leading.

The minimum amount of space between lines should be a little more than the type size. Larger, tighter type can have tighter leading. It is beneficial to have looser leading at smaller copy sizes to make reading body copy more comfortable.

## Type Leading

Good Leading - 60/60

This headline is set in medium

Good Leading - 30/32

This subheader is half the size of the headline

Good Leading - 15/21

Body copy is 1/2 the size of the subheader. Print body copy should not be smaller than 8pt. For legibility of on screen text web body copy should not be smaller than 14pt. Leading is a more versatile at smaller body copy sizes.

Leading too tight - 60/50

This headline is set in medium

Leading too tight - 30/26

This subheader is half the size of the headline

Leading too tight - 15/14

Body copy is 1/2 the size of the subheader. Print body copy should not be smaller than 8pt. For legibility of on screen text web body copy should not be smaller than 14pt. Leading is a more versatile at smaller body copy sizes.

# Typography

- Our Typeface
- Hierarchy & Pairing
- Leading
- Universal Color Use
- Brand Color Use
- Type in Use

Here are guidelines for typography color application when designing with the universal design system.

Navy Blue for headers, subheaders, and body copy.

White is to be used on headers, subheaders, and body when copy is on color backgrounds.

Brand primary colors are meant to be used only on headers and pull-quotes.

Neutral colors are to be used only on body copy.

## Universal Typography Color Use

<b>Navy Blue</b> 000033 R0 G0 B51 C94 M89 Y43 K65 PMS 296C	<b>White</b> FFFFFFFF R255 G255 B255 C0 M0 Y0 K0 PMS White
--	--

Headers and subheaders

Headers, subheaders, body copy on dark backgrounds

<b>MD&amp;M Cerulean</b> 2957FF R41 G87 B255 C83M60 Y0 K0 PMS 285 C	<b>Pack Jade</b> 12D96E R18 G217 B10 C68 M0 Y80 K0 PMS 7479C	<b>ATX Goldenrod</b> FFD600 R255 G214 B0 C1 M13 Y100 K0 PMS 7405C	<b>D&amp;M Poppy</b> FF5721 R255 G87 B33 C0 M80 Y94 K0 PMS 172C	<b>Plastec Seafoam</b> 0AD6C2 R10 G214 B194 C65 M0 Y35 K0 PMS 3252C
<b>EVTFB Green</b> 00AE42 R0 G174 B66 C95 M0 Y100 K0 PMS 354C	<b>PBS Blue</b> 0082CA R0 G130 B202 C100 M35 Y7 K0 PMS Process Blue C	<b>Quality Purple</b> 6E45FF R110 G69 B255 C71 M72 Y0 K0 PMS 266C	<b>PackEx Red</b> EB1E30 R235 G30 B48 C1 M100 Y89 K0 PMS 199C	<b>Button Orange</b> F39200 R243 G146 B0 C2 M50 Y100 K0 PMS 144C

Brand primary colors to be used for headers and pull quotes

<b>Charcoal</b> 363C44 R54 G60 B68 C75 M65 Y54 K46 PMS 432C	<b>Steel</b> 8896A3 R135 G150 B163 C50 M35 Y28 K1 PMS 443C	<b>Zinc</b> AEC0D3 R174 G192 B211 C31 M17 Y9 K0 PMS 651C
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Neutral colors to be used for body copy

# Typography

- Our Typeface
- Hierarchy & Pairing
- Leading
- Universal Color Use
- Brand Color Use
- Type in Use

Use these typography guidelines for brand-specific designs:

Use Navy Blue for headers, subheaders, and body copy.

Use White on headers, subheaders, and body when copy is on dark backgrounds.

Use brand-specific primary colors for headers and pull-quotes. Do not combine other brand primary colors when designing for one brand.

Use brand secondary colors for backgrounds.

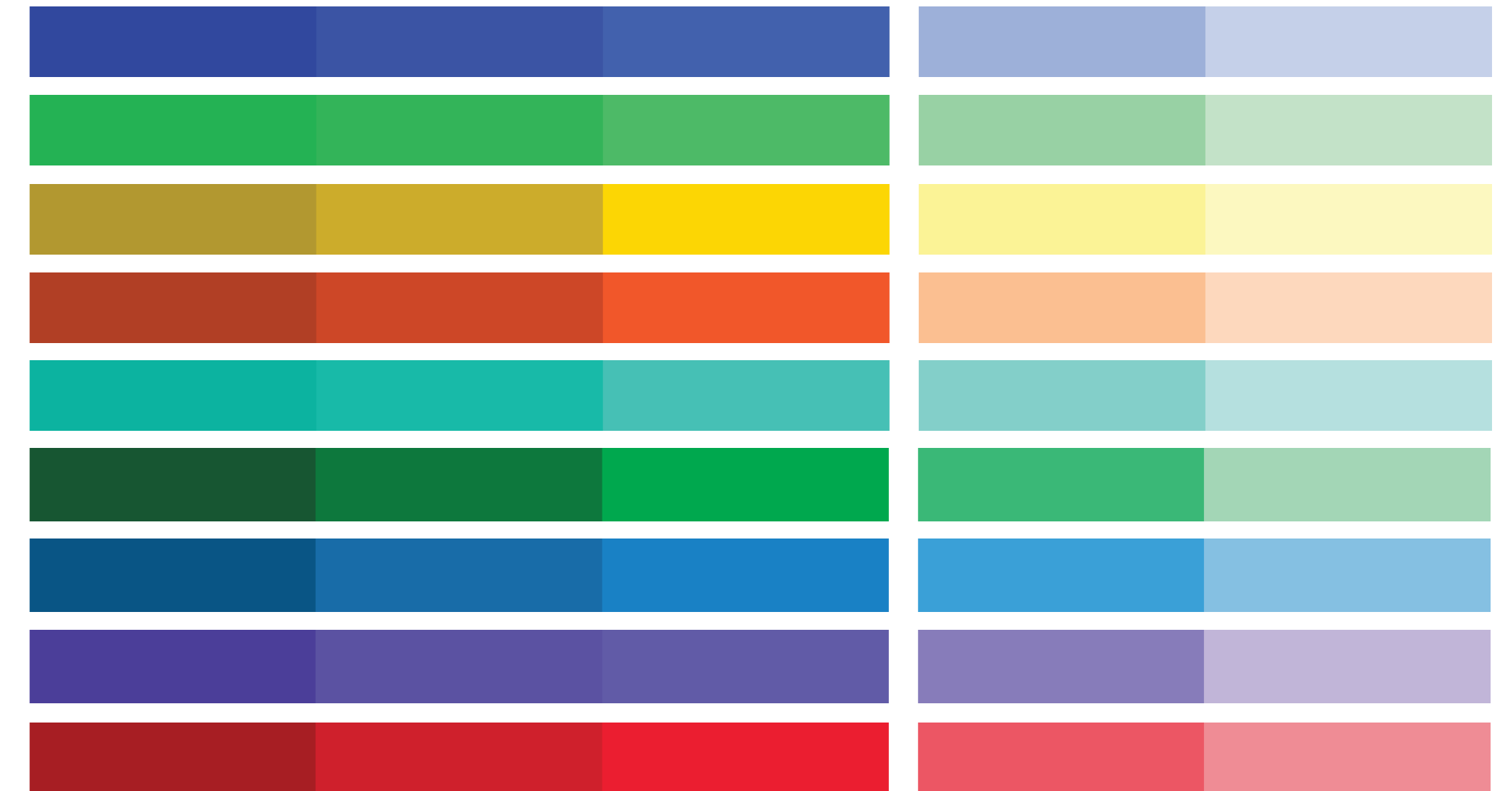
Use neutral colors on body copy.

## Universal Typography Color Use

<b>Navy Blue</b> 000033 R0 G0 B51 C94 M89 Y43 K65 PMS 296C	<b>White</b> FFFFFFFF R255 G255 B255 C0 M0 Y0 K0 PMS White
--	--

Headers and subheaders

Headers, subheaders, body copy on dark backgrounds



Brand primary colors to be used for headers and pull quotes

Brand secondary colors backgrounds

<b>Charcoal</b> 363C44 R54 G60 B68 C75 M65 Y54 K46 PMS 432C	<b>Steel</b> 8896A3 R135 G150 B163 C50 M35 Y28 K1 PMS 443C	<b>Zinc</b> AEC0D3 R174 G192 B211 C31 M17 Y9 K0 PMS 651C
---	--	--

Neutral colors to be used for body copy

# Typography

- Our Typeface
- Hierarchy & Pairing
- Leading
- Universal Color Use
- Brand Color Use
- Type in Use

## Universal/Brand Brochure



Universal/Brand Typography Sample



Brand Typography Sample

# Chevron

Overview

Universal Chevrons

Brand Chevrons

Chevron Guidance

Chevron in Use

# Chevron

## Overview

Universal Chevrons

Brand Chevrons

Chevron Guidance

Chevron in Use

The use of the chevron pattern is a key graphical element that reinforces our brand.

Chevron patterns are made up of clean angled lines that echo those found in the logo icons and are meant to add dimension while reflecting our core concept of movement, progress, and change. The subtlety of the lines allow the logo/associated icons to be highlighted appropriately within the hierarchy of the layouts.

There are 2 types of pattern: the universal chevron pattern and the brand specific chevron pattern.

# Chevron

## Overview

### Universal Chevrons

### Brand Chevrons

### Chevron Guidance

### Chevron in Use

The chevron patterns are our defining visual used to represent all brands together. The universal chevron pattern is composed of brand primary colors used in the icons within the logos. They can be placed on White or a Navy Blue background. When used they must contain at least one chevron line for every brand.

Cheverons must maintain the same relative thickness and spacing and angles regardless of how large they become.

## Universal Chevron Patterns

IME West & Minneapolis



IME East



IME South



IME Toronto & Montreal



# Chevron

## Overview

### Universal Chevrons

### Brand Chevrons

### Chevron Guidance

### Chevron in Use

Each brand has its own color of chevron pattern. Each pattern is created from the brand-specific primary colors. Chevron patterns are to be used as a visual element to identify each brand. These brand patterns are meant to be asymmetric; they should not be used as an identifying motif for each brand. Space and thickness should always remain relative and consistent regardless of size.

These patterns may have as many or as few chevron lines as needed and can be placed on both Navy Blue or White background.



MD&M



Pack



ATX



D&M



Plastec/Plast-Ex/Exoplast



Quality Expo



P&BS



Pack Ex



EV Tech/ FabBat

### Alternative Brand Chevrons

Each brand has alternative an chevron design in cases where logos are highlighted. The center of the cheveron is the "Dark" primary color, and the outer cheveron lines on the left and right main primary color (matches the icon). The use of logos is required for this alternative use case.



# Chevron

- Overview
- Universal Chevrons
- Brand Chevrons
- Chevron Guidance
- Chevron in Use

Here are some examples of what not to do when applying patterns.



Don't stretch patterns.



Don't use select colors within the universal patterns.



Don't use neutral colors in your patterns.



Don't change the width and spacing



Don't create patterns from brand patterns.

# Chevron

## Overview

Universal Chevrons

Brand Chevrons

Chevron Guidance

Chevron in Use

### Universal Email Header

Pattern exists as a bold design element that should carry substantial weight when applied in designs. It should supplement the design and not make it feel dense or busy.



Universal Email Header



Universal Email Header



MD&M Email Header



MD&M Email Header

# Chevron

- Overview
- Universal Chevrons
- Brand Chevrons
- Chevron Guidance
- Chevron in Use

## Universal Guide



# Chevron

- Overview
- Universal Chevrons
- Brand Chevrons
- Chevron Guidance
- Chevron in Use

## Sample Brand Banners



# Photography

Overview

Capturing Event Images

Selecting Images

Photo Treatment

# Photography

Overview

Selecting Images

Capturing Images

Photo Treatments

Our photography inspires. We capture images that show and tell the connections, energy, and innovation that is happening at our shows. We use photography to connect with audiences that have yet to experience our event.

# Photography

## Overview

### Selecting Images

### Capturing Images

### Photo Treatments

#### Selecting or Capturing People Images

The use of people in photos is important to our brands to show engagement.

Important things to consider while selecting or capturing people images.

1. Clear focus on a person(s).
2. Make sure surrounding elements aren't distracting from the person(s) focus.
3. The person(s) should have some sort of connection to event products, peers, or space.
4. Look for eye-level angles or, if capturing, shoot at shoulder-level.. Avoid images that look down or up at people.
5. All facial expressions of people in the photo should be well-appointed. Avoid weird faces, weird posture, closed eyes, etc.
6. Try shooting closer images of people to simplify your composition.
7. Look for opportunities to highlight diversity and inclusion in the photography/video captured.
8. Lighting is important. Look for well-lit photos.

#### Things to avoid:

1. Images that lack focus.
2. Too much visual clutter.
3. No selfies.
4. Avoid harsh shadows on faces.

#### Sample Images



# Photography

## Overview

### Selecting Images

### Capturing Images

### Photo Treatments

#### Selecting Event Space Images

The use of event space photography is a key element in our brand to capture engagement, energy, and ambience.

Important things to consider while selecting event space images.

1. Clear focus on an area this could be a booth, product, a entire event section, or crowd.
2. The angle of the image can vary here. Make sure the viewer will know what they are looking at.
3. Close up photography works well to focus on specific product, detail, or booths.
4. Look for more images that have simple composition. Fewer focus areas the better.
5. Lighting is important. Look for well-lit photos.

#### Things to avoid:

1. Avoid visually cluttered images.
2. Avoid images that are distorted or blurry.
3. Avoid snapshots.
4. Avoid images that are too close and can't be identified.

#### Sample Images



# Photography

## Overview

### Selecting Images

### Capturing Images

### Photo Treatments

#### Selecting Stock Images

Stock photos are a great alternative when you don't have a specific photo you're looking for.

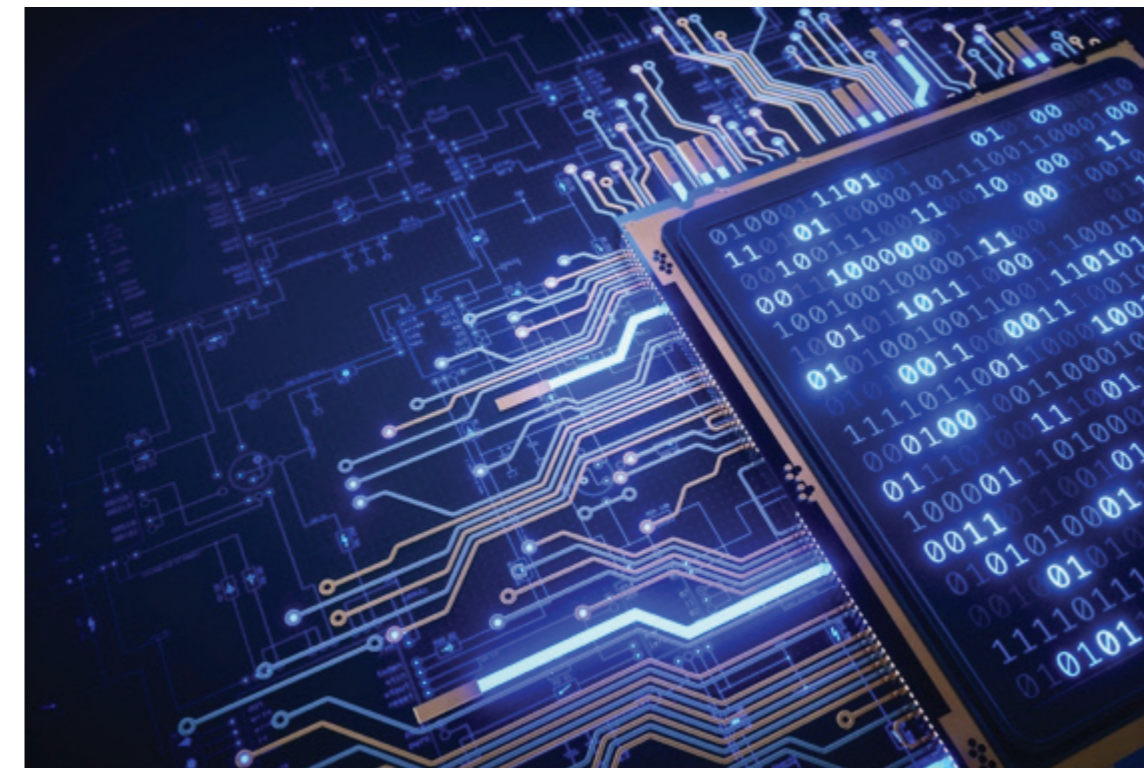
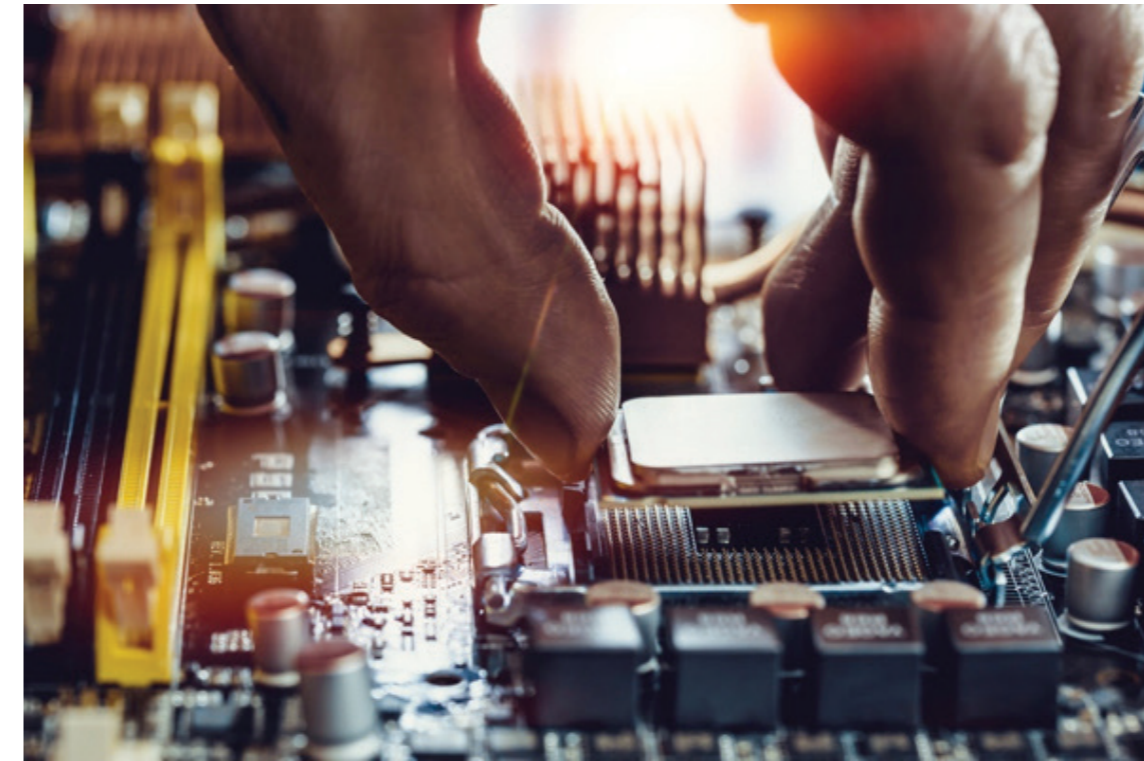
Important things to consider while selecting stock images:

1. If you need a person(s) in your photo make sure they have a natural facial expression.
2. Make sure the image has a clear visual message.
3. Look for simplicity in the composition.
4. If you need a photo of technology make sure it is new technology.
5. Lighting is important. Look for well-lit photos.
6. Don't feel the need to be literal. We can use images that speak to the technology in a more metaphorical way.

#### Things to avoid:

1. Avoid staged images.
2. Avoid images that are cliché.
3. Avoid visual clutter.

#### Sample Images



# Photography

## Overview

## Selecting Images

## Capturing Images

## Photo Treatments

### Capturing Event Floor Images

Here are general guidelines to consider while you capture images at an event. It is important that we capture images that tell a narrative of the event.

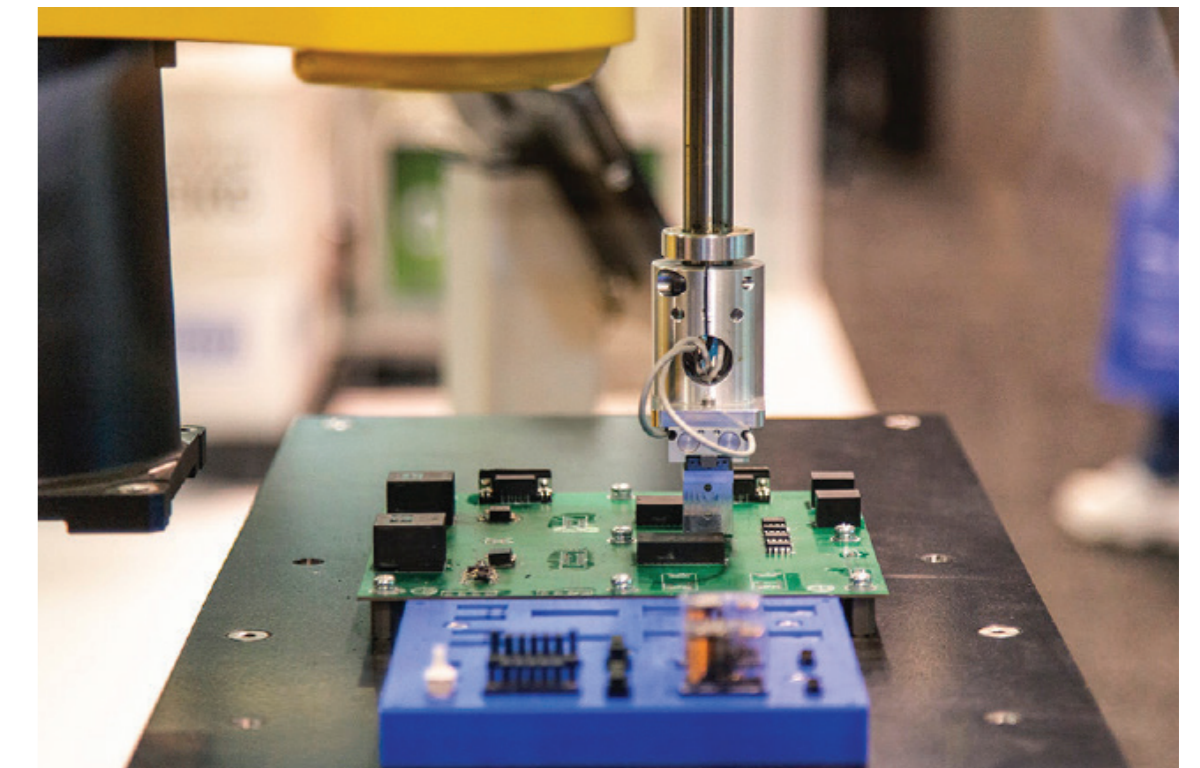
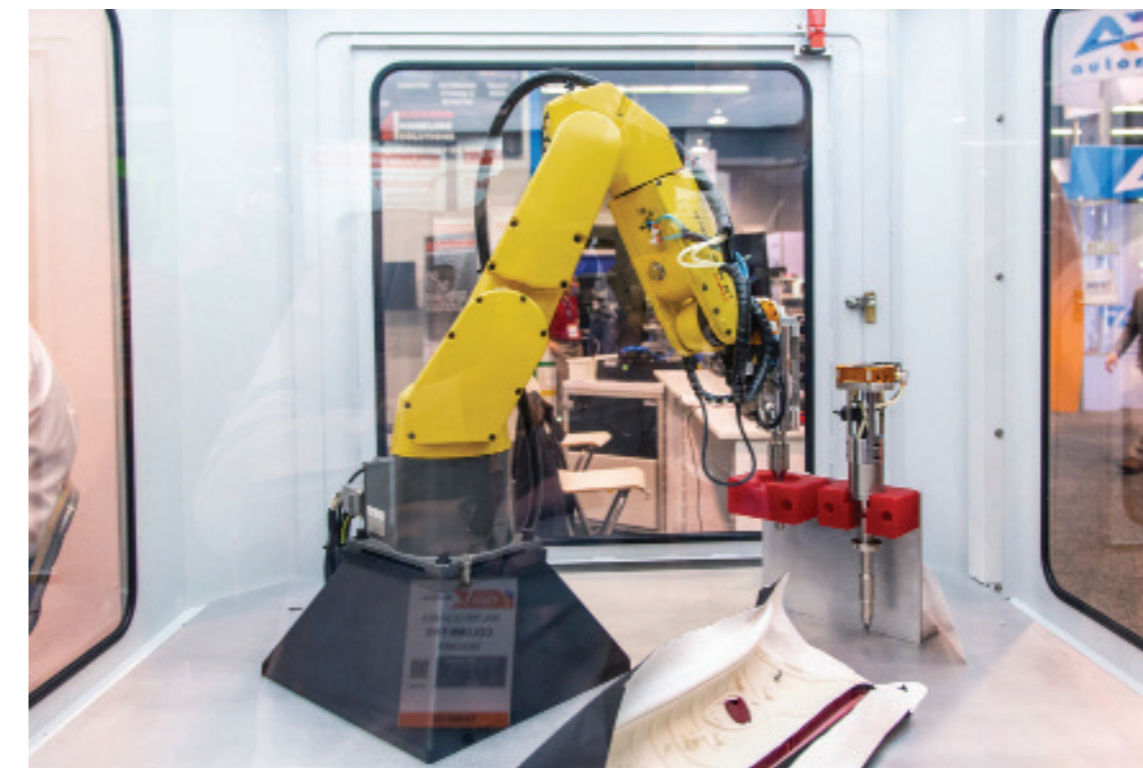
Important things to consider:

1. Capture images that reflect the show. If the show is about technology let's capture technology.
2. It's also important to capture speakers and audiences engaging.
3. Look for simplicity in the composition.
4. Look for details that are unique. Maybe a unique display or detail in a display.
5. Try shooting close detail images to simplify composition.
6. Always use lighting to your advantage.

#### Things to avoid:

1. Avoid visual clutter.
2. Avoid images with no clear focus.
3. Avoid random photos of people not doing anything.

### Sample Images



# Photography

## Overview

### Selecting Images

### Capturing Images

### Photo Treatments

#### Photo Treatment

For a cohesive look and feel, use these photo adjustment guidelines.

##### Exposure

Indoor event photography can feel a bit dark. Increase the exposure to create photos that feel more lively and airy.

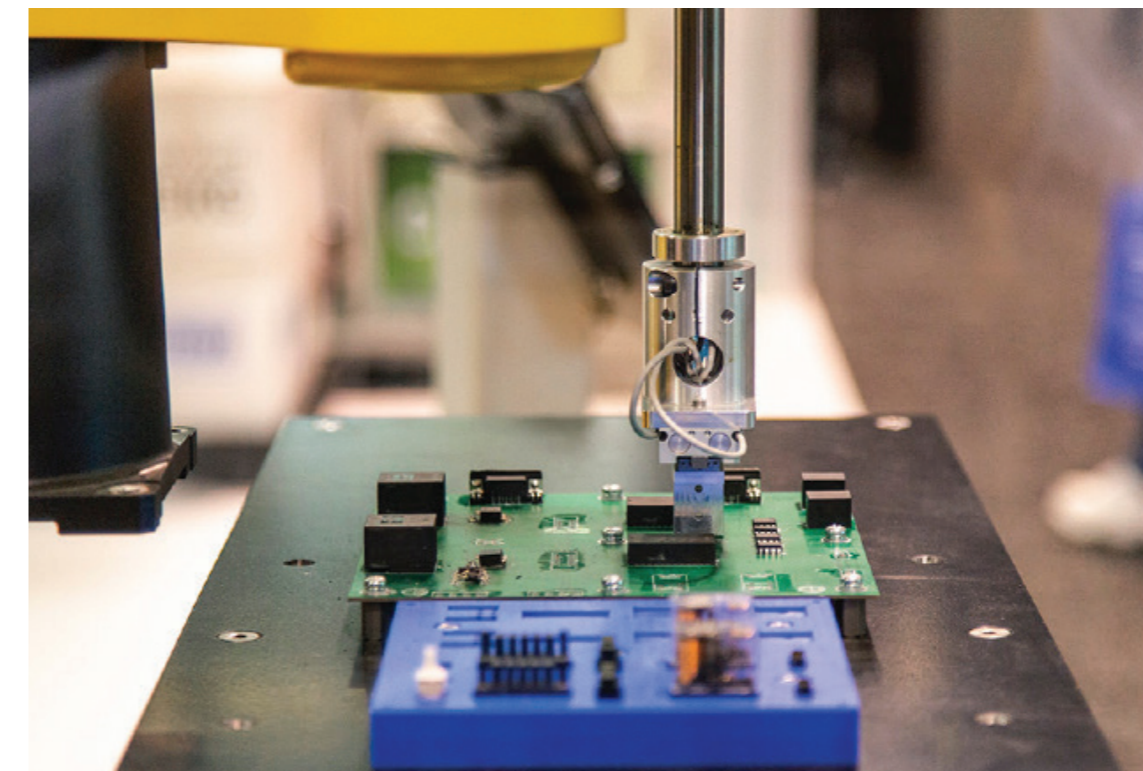
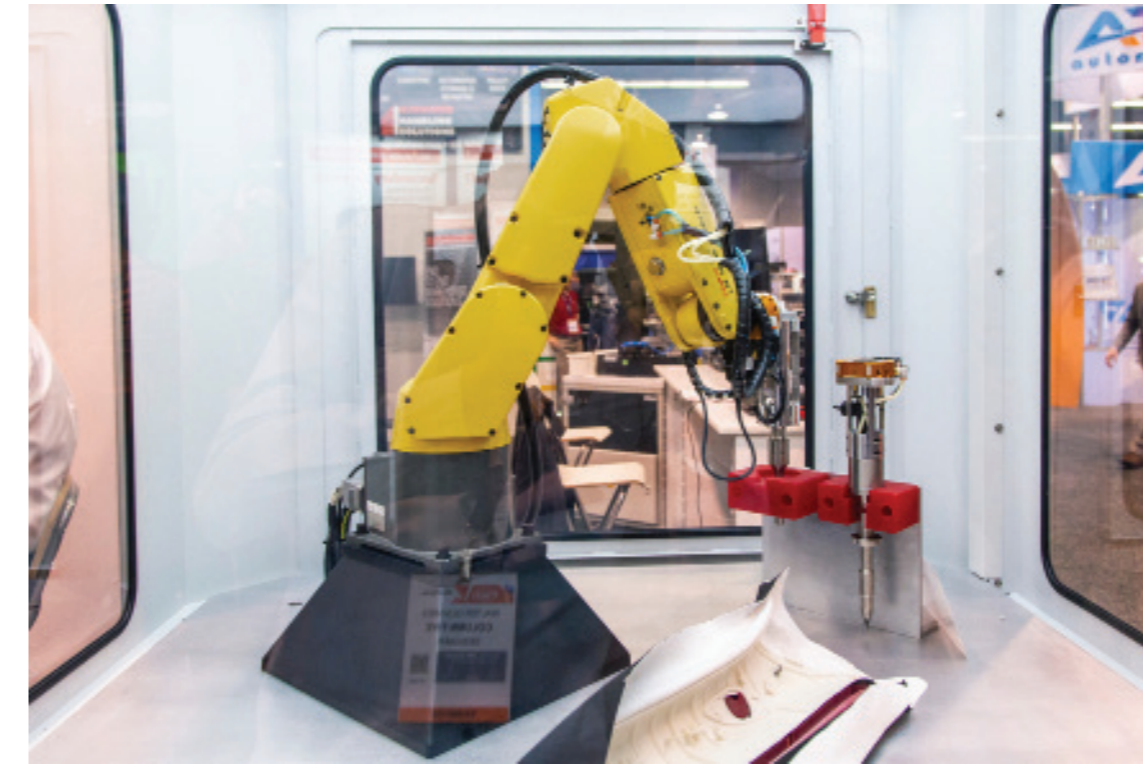
##### Saturation

Adjusting saturation in our photography should be used to help bring interest and make products and focal points stand out.

##### Temperature

Image temperature should be a bit cooler, but not blue.

#### Sample Images



Thank You.