



# MEDevice

by informa ...

# Brand Style Guide

## Full Endorsement

For full endorsement, the intention is to bring the brand tightly within the Informa suite of brands, creating a strong connection with the parent brand. The guidelines are tightly linked to the Informa branding including the construction of logos and Informa brand colors. Despite the tightness of the guidelines, the application still allows for a healthy degree of freedom to express the design appropriately for the brand. The guidelines herein reflect the structure for all of the MEdevice Locations:

**Boston** | **Silicon Valley**

# MEDevice – Logo/Color Treatment

## Full Endorsement Colors

This is the Informa color palette. Indigo or white is used for full endorsement logos. Secondary colours and gradients can be used to add depth and brightness to brand comms. The tertiary colors should be used sparingly to inject a splash of color and break up the blue palette.



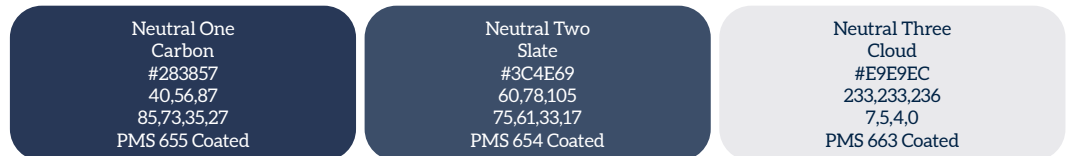
Primary	Secondary: Tint = 0-100%				Tertiary: 10-15% Coverage Limit	
<b>Indigo</b> #002244 0,34,68 100,76,12,68 PMS 289 Coated	<b>Ultramarine</b> #003CB2 0,60,178 100,75,0,0 PMS 286 Coated	<b>Sky</b> #28B4FF 40,180,255 85,5,0,0 PMS 2995 Coated	<b>Arctic</b> #AAE6FF 170,230,255 45,0,0,0 PMS 291 Coated	<b>Coral Dark</b> #BF1B4F 191,27,79 28,100,70,25 PMS 207 Coated	<b>Coral</b> #FF547C 255,84,124 0,82,30,0 PMS 184 Coated	
Secondary (Silicon Valley): Tint = 0-100%						
				<b>Mint Dark</b> #00786E 0,120,110 100,30,55,15 PMS 569 Coated	<b>Mint</b> #33D7C8 51,215,200 80,5,40,0 PMS 3255 Coated	

Usage: Backgrounds, Color Wash on Imagery, UI Elements, Graphic Elements

Location: 25%, Angle 45%



Neutral Usage: UI Elements, Icons, Backgrounds



# MEDevice – Typography

## Aleo

Aleo is the standard font for **headlines** and **calls to action**. Suggested Colors for headlines are **Ultramarine** or **Indigo**. **Coral Dark (Boston)** or **Mint (Silicon Valley)** may be used if the coverage area for that color does not exceed the 10-15% coverage limit. For darker backgrounds, white font color may be used if it appears more clearly.

The preferred **Boston CTA Buttons** will use the **Coral** and will be **bold font weight**. **Silicon Vally** may also be used at the designers discession and does not exceed the 10-15% coverage limit.

[Aleo Google font](#)

## Open Sans

Open Sans is the standard font for **subheads** and **body copy**, and **pull quotes**. Suggested Colors for body copy are **Indigo** for **light backgrounds**, **white** for **darker backgrounds**. **Coral Dark (Boston)**, **Mint**, or **Mint Dark (Silicon Valley)** for **Headlines** and **Subheads** may be used only if they do not exceed the 10-15% coverage limit. Color selection will be based upon background colors. **Subheads** will be **bold**, **body copy** will be **regular**, and **pull quotes** will be **light font weight**. Note that upon discession of the designer, other colors for these elements can be used as long as percentage outlines are followed.

[Open Sans Google font](#)

## Headlines/CTAs

**Aleo Regular (Headlines)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Aleo Bold (CTAs)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Subheads/Body Copy/Pull Quotes

**Open Sans Bold (Subheads)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Regualr (Body)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Light (Pull Quotes)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# MEDevice – Logo Location Placement and Exclusion Zone

## Exclusion Zone

When using the logo, there is a set minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

The height of the lower case 'f' is the minimum amount of clear space, although it is acceptable to use more.



## Placing Locations Separately

Alternatively the location could feature somewhere else on the piece of comms so that it's clear.



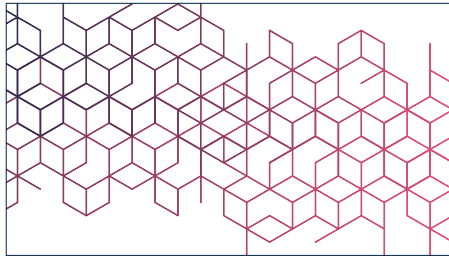
The location should never be featured as part of the logo.



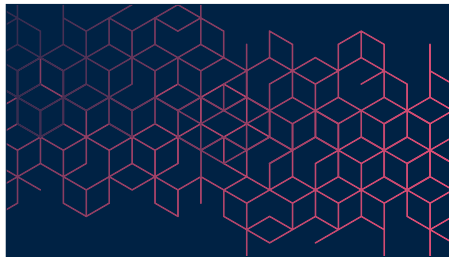
# MEDevice – Design Elements and Design Samples

## Design Elements

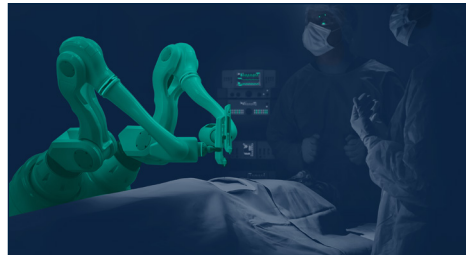
### Boston Hexigons



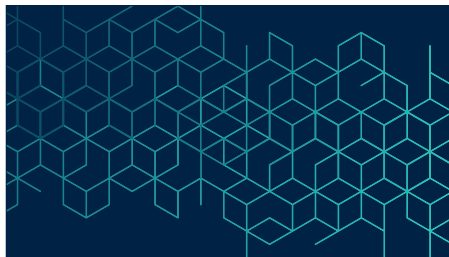
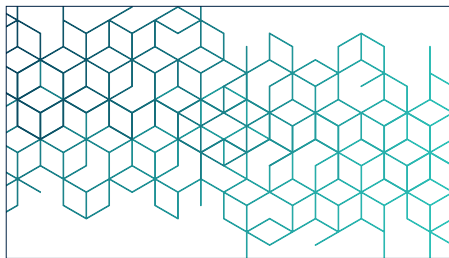
### Boston Imagery Style



### Silicon Valley Imagery Style



### Silicon Valley Hexigons



### Engineered to Advance Wordmark

Engineered  
to Advance

**MEDevice Boston**  
Engineered  
to Advance

**MEDevice Silicon Valley**  
Engineered  
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## Design Mockups/Samples

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**Boston**  
**20XX** August 26-27  
Boston Convention & Exhibition Center | Boston, Massachusetts

**Advancing Medical  
Device Innovation**

**Session Header Here**  
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CTA's / more info

#MEDeviceBoston

**MEDevice**  
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**Silicon Valley**  
**20XX** November 18-19  
Santa Clara Convention Center | Silicon Valley, California

**Advancing Medical  
Device Innovation**

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CTA's / more info

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CTA's / more info

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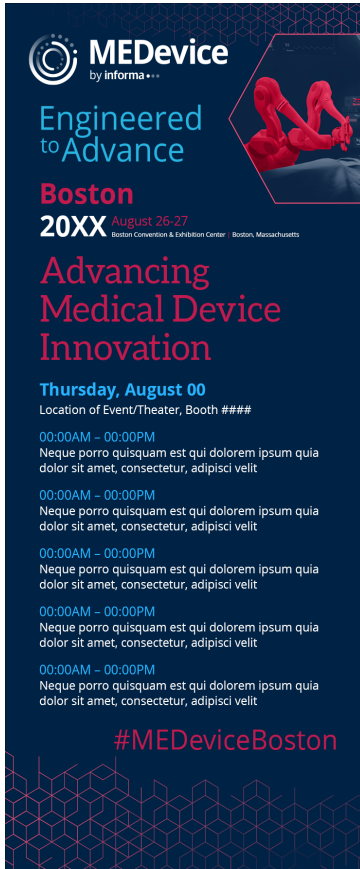
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CTA's / more info

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# MEDevice – Design Samples Continued

## Design Mockups/Samples



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**Boston**  
20XX August 26-27  
Boston Convention & Exhibition Center | Boston, Massachusetts

Advancing Medical Device Innovation

Thursday, August 00  
Location of Event/Theater, Booth #####

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**MEDevice**  
by informa\*\*\*

**Boston**  
20XX  
August 26-27  
Boston Convention & Exhibition Center  
Boston, Massachusetts

Register Now



**MEDevice**  
by informa\*\*\*

**Silicon Valley**  
20XX  
November 18-19  
Santa Clara Convention Center  
Silicon Valley, California

Register Now



**MEDevice**  
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**Boston**  
20XX  
August 26-27  
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Register Now



**MEDevice**  
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**Silicon Valley**  
20XX  
November 18-19  
Santa Clara Convention Center  
Silicon Valley, California

Register Now



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**Thank you**

For questions about brand guidelines and logo usage,  
please contact the Creative Team:

**[Elliott.Robinson@Informa.com](mailto:Elliott.Robinson@Informa.com)**



# Advanced Design & Manufacturing Expo

by informa...

## Brand Style Guide

### Full Endorsement

For full endorsement, the intention is to bring the brand tightly within the Informa suite of brands, creating a strong connection with the parent brand. The guidelines are tightly linked to the Informa branding including the construction of logos and Informa brand colors. Despite the tightness of the guidelines, the application still allows for a healthy degree of freedom to express the design appropriately for the brand. The guidelines herein reflect the structure for all of the Advanced Design and Manufacturing Locations:

**Toronto | Montréal**

# Advanced Design and Manufacturing – Logo/Color Treatment

## Full Endorsement Colors

This is the Informa color palette. Indigo or white is used for full endorsement logos. Secondary colours and gradients can be used to add depth and brightness to brand comms. The tertiary colors should be used sparingly to inject a splash of color and break up the blue palette.



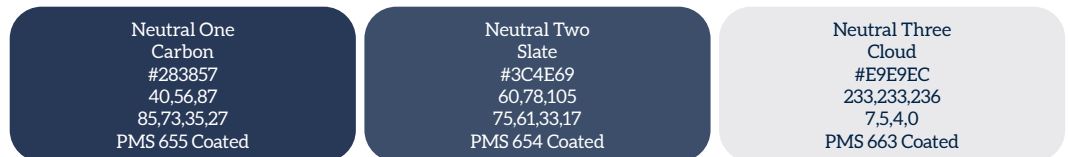
Primary	Secondary: Tint = 0-100%			Tertiary: 10-15% Coverage Limit	
<b>Indigo</b> #002244 0,34,68 100,76,12,68 PMS 289 Coated	<b>Ultramarine</b> #003CB2 0,60,178 100,75,0,0 PMS 286 Coated	<b>Sky</b> #28B4FF 40,180,255 85,5,0,0 PMS 2995 Coated	<b>Arctic</b> #AAE6FF 170,230,255 45,0,0,0 PMS 291 Coated	<b>Coral Dark</b> #BF1B4F 191,27,79 28,100,70,25 PMS 207 Coated	<b>Saffron</b> #EEAF00 238,175,0 0,24,95,0 PMS 7409 Coated

Usage: Backgrounds, Color Wash on Imagery, UI Elements, Graphic Elements

Location: 25%, Angle 45%



Neutral Usage: UI Elements, Icons, Backgrounds



# Advanced Design and Manufacturing – Typography

## Aleo

Aleo is the standard font for **headlines** and **calls to action**. Suggested Colors for headlines are **Ultramarine** or **Indigo**. **Coral Dark**, or **Saffron** may be used if the coverage area for that color does not exceed the 10-15% coverage limit. For darker backgrounds, white font color may be used if it appears more clearly.

The preferred **CTA Buttons** will use the **Coral Dark** and will be **bold font weight**. **Saffron** may also be used at the designers discretion and does not exceed the 10-15% coverage limit.

[Aleo Google font](#)

## Open Sans

Open Sans is the standard font for **subheads**, **body copy**, and **pull quotes**. Suggested Colors for body copy are **Indigo** for **light backgrounds**, **white** for **darker backgrounds**. **Indigo** or **Ultramarine** for **Headlines** and **Subheads**. **Coral Dark** or **Saffron** may be used if within the 10-15% coverage limit. Color selection will be based upon background colors. **Subheads** will be **bold**, **body copy** will be **regular**, and **pull quotes** will be **light font weight**. Note that upon discription of the designer, other colors for these elements is at the designer's discription.

For darker backgrounds, white may be used for these fonts if it appears more clearly.

[Open Sans Google font](#)

## Headlines/CTAs

**Aleo Regular (Headlines)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Aleo Bold (CTAs)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**0123456789**

## Subheads/Body Copy/Pull Quotes

**Open Sans Bold (Subheads)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**0123456789**

**Open Sans Regular (Body)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Light (Pull Quotes)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# Advanced Design and Manufacturing – Logo Location Placement and Exclusion Zone

## Exclusion Zone

When using the logo, there is a set minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

The height of the lower case 'f' is the minimum amount of clear space, although it is acceptable to use more.



## Placing Locations Separately

Alternatively the location could feature somewhere else on the piece of comms so that it's clear.



The location should never be featured as part of the logo.



# Advanced Design and Manufacturing – Design Elements and Design Samples

Design Elements



Toronto Sectors | Montreal Sectors

- |               |            |
|---------------|------------|
| PACKAGING     | PACKAGING  |
| AUTOMATION    | AUTOMATION |
| PLASTICS      | PLASTICS   |
| PROCESSING    | PROCESSING |
| DESIGN        | DESIGN     |
| EV TECHNOLOGY | BATTERY    |

PACKAGING | AUTOMATION | PLASTICS | PROCESSING | DESIGN | EV TECHNOLOGY


PACKAGING | AUTOMATION | PLASTICS | PROCESSING | DESIGN | BATTERY

Design Mockups/Samples



# Advanced Design and Manufacturing – Design Samples Continued

## Design Mockups/Samples



**Advanced Design & Manufacturing Expo**  
by informa...

PACKAGING | AUTOMATION | PLASTICS | PROCESSING | DESIGN | BATTERY

**Montréal** November 11-12, 2026  
Palais des congrès de Montréal | Québec, Canada

### Montréal's End-to-End Design and Manufacturing Show Returns

**Thursday, November 00**  
Location of Event/Theater, Booth #####

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**#ADMMontreal**



**Advanced Design & Manufacturing Expo**  
by informa...

PACKAGING | AUTOMATION | PLASTICS | PROCESSING | DESIGN | EV TECHNOLOGY

**Toronto** November 9-11, 2027  
Toronto Congress Centre | Toronto, Ontario, Canada

### Toronto's End-to-End Design and Manufacturing Show Returns

**Thursday, November 00**  
Location of Event/Theater, Booth #####

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**#ADMToronto**



**Advanced Design & Manufacturing Expo**  
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PACKAGING | AUTOMATION | PLASTICS | PROCESSING | DESIGN | BATTERY

**Montréal** November 11-12, 2026  
Palais des congrès de Montréal | Québec, Canada

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**#ADMMontreal**



**Advanced Design & Manufacturing Expo**  
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PACKAGING | AUTOMATION | PLASTICS | PROCESSING | DESIGN | EV TECHNOLOGY

**Toronto** November 9-11, 2027  
Toronto Congress Centre | Toronto, Ontario, Canada

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**#ADMToronto**



# Advanced Design & Manufacturing Expo

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## Thank you

For questions about brand guidelines and logo usage,  
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[Elliott.Robinson@Informa.com](mailto:Elliott.Robinson@Informa.com)

# Brand Style Guide

## Light Endorsement

For light endorsement, the intention is to preserve the visual identity of the brand, but to create a more consistent look and feel which makes it clear that Informa is the power behind the scenes. **The Battery Show** and **Electric & Hybrid Technology Expo** design guidelines retain their existing logos, but must have the 'by informa' endorsement graphic as a sign off. They are also able to use existing brand colors, fonts, and tone of voice.

THE **BA+TTERY** SHOW

by informa...



**electric & hybrid**

vehicle technology expo

by informa...

# The Battery Show & Electric/Hybrid Vehicle Tech Expo – Logo/Color Treatment

THE **BATTERY** SHOW

by informa •••



**electric & hybrid**  
vehicle technology expo

by informa •••

THE **BATTERY** SHOW

by informa •••

**electric & hybrid**  
vehicle technology expo

by informa •••

THE **BATTERY** SHOW

by informa •••

**electric & hybrid**  
vehicle technology expo

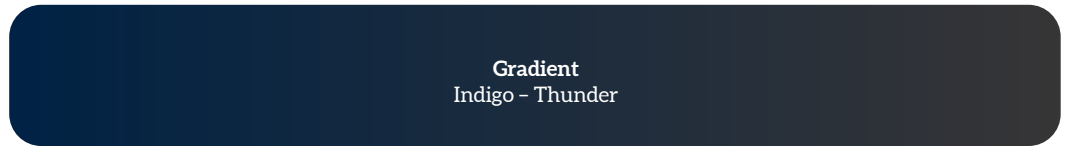
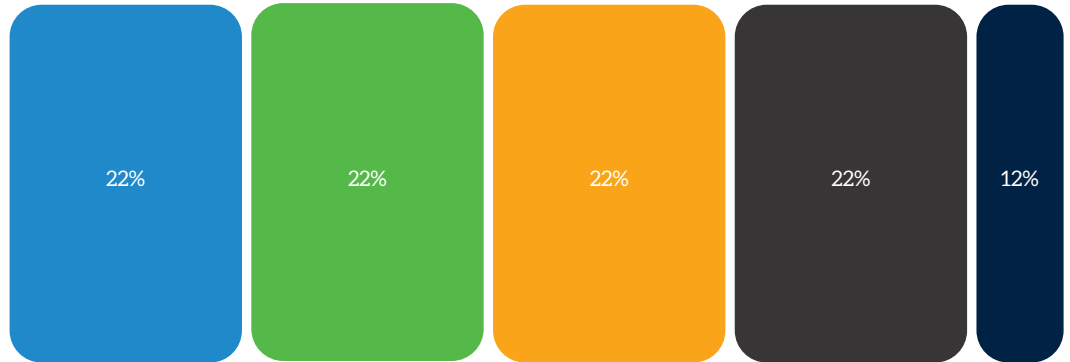
by informa •••

THE **BATTERY** SHOW

by informa •••

**electric & hybrid**  
vehicle technology expo

by informa •••



	Primary Branding Elements/Background/Headline Text	Secondary Background/ Body/Headline Text	Tertiary Logo/Gradient
100%	<b>Curious Blue</b> #1F89CA 31.137,202 80.36,0,0 PMS 2727 Coated	<b>Green</b> #54B948 84.185,72 69.0,100,0 PMS 802 Coated	<b>Sun</b> #FAA519 250.165,25 0,40,100,0 PMS 1495 Coated
60%			<b>Thunder</b> #373536 55.53,54 10,10,10,90 PMS Black Coated
35%	Brand Element Background Shape (See Branding Elements Page and Samples)		
20%			<b>Indigo</b> #002244 0,34,68 100,76,12,68 PMS 289 Coated
10%			

# The Battery Show & Electric/Hybrid Vehicle Tech Expo – Logo Location Placement and Exclusion Zone

## Light Plus Endorsement Logos

THE **BATTERY** SHOW

by **informa**...



**electric & hybrid**  
vehicle technology expo

by **informa**...

## Exclusion Zone

When using the logo, there is a set minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

The height of the lower case 'f' is the minimum amount of clear space, although it is acceptable to use more.



## Locations with the Logos

Locations can be placed underneath the logo. There should always be space between them so that they don't appear like a logo lock-up. To differentiate between the various locations a different color from the balanced palette could be used instead of the indigo brand color. For light endorsement, all caps are preferred in the light open sans font.



**electric & hybrid**  
vehicle technology expo

by **informa**...

EUROPE 20XX

## Placing Locations Separately

Alternatively the location could feature somewhere else on a communication so that it is clear.

THE **BATTERY** SHOW  
by **informa**...

**NORTH AMERICA 20XX**  
October 12-15  
HUNTINGTON PLACE | DETROIT, MICHIGAN

The location should never be used as part of the logo.

~~THE **BATTERY** SHOW  
NORTH AMERICA 20XX  
by **informa**...~~

# The Battery Show & Electric/Hybrid Vehicle Tech Expo – Typography

## Aleo

Aleo is the standard font for **headlines** and **calls to action**. Suggested Colors for headlines are **Ultramarine** or **Mint Dark**, and will always be **regular font weight**. CTAs may be **bold font weight**.

For darker backgrounds, white may be used if they appear more clearly.

[Aleo Google font](#)

## Open Sans

Open Sans is the standard font for **subheads**, **body copy**, and **pull quotes**. Suggested Colors are **Indigo**, **Curious Blue**, or **Green**. Color selection will be based upon background colors. **Subheads** will be **bold**, **body** will be **regular**, and **pull quotes** will be **light** font weight.

For darker backgrounds, white may be used for these fonts if it appears more clearly and fits the design.

[Open Sans Google font](#)

## Headlines/CTAs

### Aleo Regular (Headlines)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Aleo Bold (CTAs)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Subheads/Body Copy/Pull Quotes

### Open Sans Bold (Subheads)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Open Sans Regular (Body)

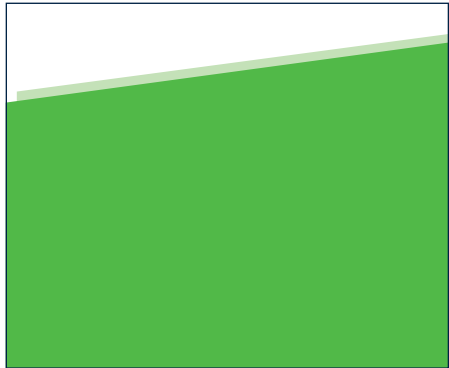
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Open Sans Light (Pull Quotes, All Caps Locations)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# The Battery Show & Electric/Hybrid Vehicle Tech Expo – Design Elements and Samples

## Design Elements



## Design Mockups/Samples

THE **BATTERY** SHOW  
by informa...

**electric & hybrid**  
vehicle technology expo

by informa...

**NORTH AMERICA** October 12-15, 20XX  
Huntington Place | Detroit, Michigan

**The Leading Advanced Battery and EV Event in North America**

**Session Header Here**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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**CTA's / more info**

#ShowHashtag

THE **BATTERY** SHOW  
by informa...

**electric & hybrid**  
vehicle technology expo

by informa...

**NORTH AMERICA** October 12-15, 20XX  
Huntington Place | Detroit, Michigan

**The Leading Advanced Battery and EV Event in North America**

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**CTA's / more info**

#ShowHashtag

THE **BATTERY** SHOW  
by informa...

**electric & hybrid**  
vehicle technology expo

by informa...

**NORTH AMERICA**  
October 12-15, 20XX  
Huntington Place  
Detroit, Michigan

**Register Now**

THE **BATTERY** SHOW  
by informa...

**electric & hybrid**  
vehicle technology expo

by informa...

**NORTH AMERICA**  
October 12-15, 20XX  
Huntington Place  
Detroit, Michigan

**Register Now**



# THE **BA+TTERY** SHOW

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by informa •••



**electric & hybrid**  
vehicle technology expo

---

by informa •••

# Thank you

For more questions around the information within this document or more specific branding questions not listed herein, please contact the **Battery** and **EVT** creative brand team leadership.

[Elliott.Robinson@Informa.com](mailto:Elliott.Robinson@Informa.com) (Creative)



**DesignCon**  
by informa...

# Brand Style Guide

## Full Endorsement

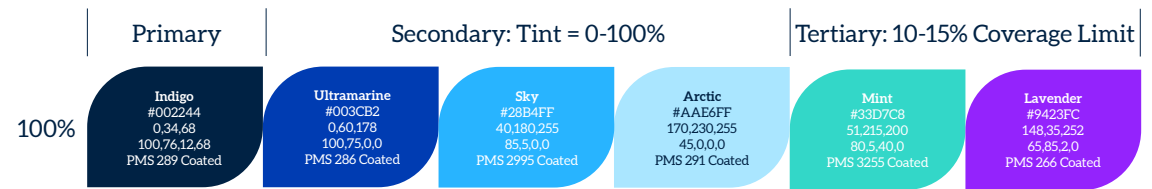
For full endorsement, the intention is to bring the brand tightly within the Informa suite of brands, creating a strong connection with the parent brand. The guidelines are tightly linked to the Informa branding including the construction of logos and Informa brand colors. Despite the tightness of the guidelines, the application still allows for a healthy degree of freedom to express the design appropriately for the brand.



# DesignCon – Logo/Color Treatment

## Full Endorsement Colors

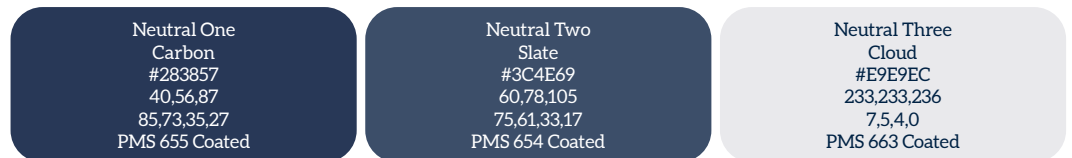
This is the Informa colour palette. Indigo or white is used for full endorsement logos. Secondary colours and gradients can be used to add depth and brightness to brand comms. The tertiary colours should be used sparingly to inject a splash of color and break up the blue palette.



Usage: Backgrounds, Color Wash on Imagery, UI Elements, Graphic Elements  
Location: 25%, Angle 45%



Neutral Usage: UI Elements, Icons, Backgrounds



## Aleo

Aleo is the standard font for **headlines** and **calls to action**. Suggested Colors for headlines are **Ultramarine** and **Indigo**. **Mint** or **Lavender** may be used if they adhere to the 10-15% coverage rule, and will always be **regular font weight**.

**CTAs** will use the **same colors** and will be **bold font weight**.

For darker backgrounds, white may be used if it appears more clearly.

[Aleo Google font](#)

## Open Sans

Open Sans is the standard font for **subheads**, **body copy**, and **pull quotes**. Suggested Colors are **Ultramarine or Indigo**. **Mint** or **Lavender** may be used if they adhere to the 10-15% coverage rule. Color selection will be based upon background colors. **Subheads** will be **bold**, **body copy** will be **regular**, and **pull quotes** will be **light** font weight.

For darker backgrounds, white may be used for these fonts if it appears more clearly and fits the design.

[Open Sans Google font](#)

## Headlines/CTAs

**Aleo Regular (Headlines)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Aleo Bold (CTAs)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Subheads/Body Copy/Pull Quotes

**Open Sans Bold (Subheads)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Regular (Body)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Light (Pull Quotes)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

# DesignCon – Logo Location Placement and Exclusion Zone

## Exclusion Zone

When using the logo, there is a set minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

The height of the lower case 'f' is the minimum amount of clear space, although it is acceptable to use more.



## Placing Locations Separately

Alternatively the location could feature somewhere else on the piece of comms so that it's clear.

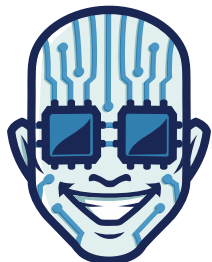
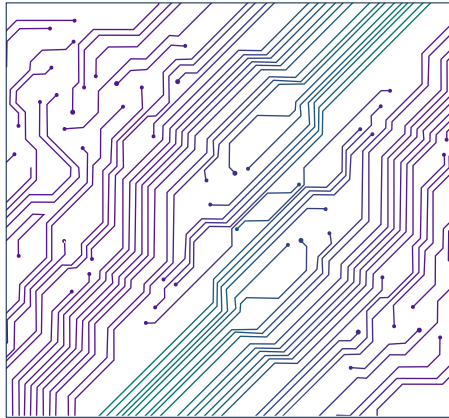


The location or dates should never be featured as part of the logo.



# DesignCon – Design Elements and Design Samples

## Design Elements



## Design Mockups/Samples

 **DesignCon**  
by informa...

**2027** February 00-00  
Santa Clara Convention Center | Santa Clara, California

### Where the Chip Meets the Road

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[CTA's / more info](#)

#DesignCon

 **DesignCon**  
by informa...

**2027** February 00-00  
Santa Clara Convention Center | Santa Clara, California


### Where the Chip Meets the Road

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[CTA's / more info](#)


#DesignCon

 **DesignCon**  
by informa...


**2027** February 00-00  
Santa Clara Convention Center  
Santa Clara, California



[Register Now](#)

 **DesignCon**  
by informa...


**2027** February 24-26  
Santa Clara Convention Center  
Santa Clara, California



[Register Now](#)

# DesignCon – Design Samples Continued

## Design Mockups/Samples



**2027** February 00-00  
Santa Clara Convention Center | Santa Clara, California

### Where the Chip Meets the Board

**Thursday, September 00**  
Location of Event/Theater, Booth #####

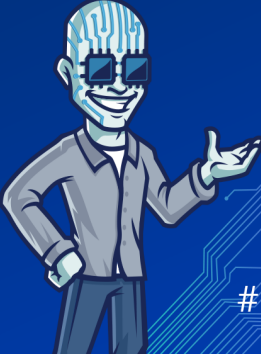
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#DesignCon



**2027** February 00-00  
Santa Clara Convention Center | Santa Clara, California

### Where the Chip Meets the Board

**Thursday, September 00**  
Location of Event/Theater, Booth #####

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#DesignCon



**DesignCon**  
by informa...

# Thank you

For questions about brand guidelines and logo usage,  
please contact the Brand Team:

**Suzanne Deffree:** [suzanne.deffree@informa.com](mailto:suzanne.deffree@informa.com) (Marketing)

**Elliott Robinson:** [elliott.robinson@informa.com](mailto:elliott.robinson@informa.com) (Creative)



# MD&M

by informa ...

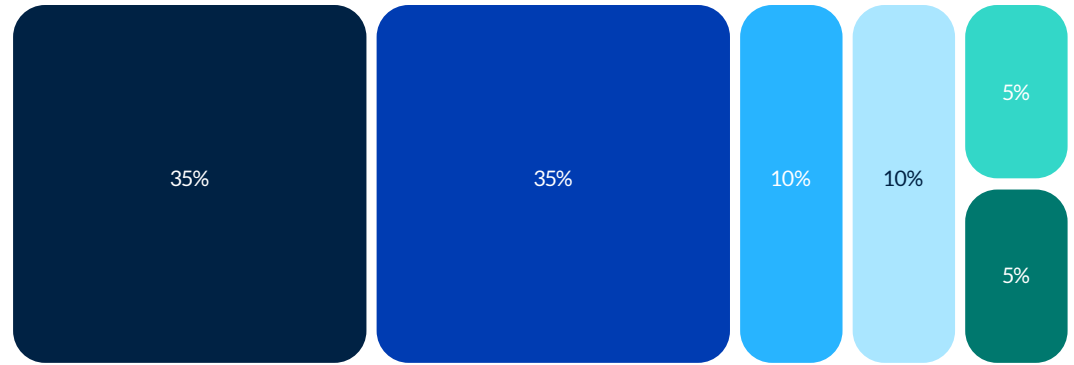
# Brand Style Guide

## Balanced Endorsement

For balanced endorsement, the intention is to bring the brand within the informa suite while allowing some individuality of the brand to be retained. The MD&M design guidelines contain some exact logo structure but allows more freedom on other aspects (e.g. color palette and existing imagery and graphics may be retained). The guidelines herein reflect the structure for all of the MD&M Locations:

**West | Midwest | East | South**

# MD&M – Logo/Color Treatment



Primary	Secondary: Tint = 0-100%				Tertiary: 10-15% Coverage Limit	
<b>Indigo</b> #002244 0,34,68 100,76,12,68 #289 Coated	<b>Ultramarine</b> #003CB2 1,34,68 100,76,12,68 #289 Coated	<b>Sky</b> #28B4FF 40,180,255 85,5,0,0 PMS 2995 Coated	<b>Arctic</b> #AAE6FF 170,230,255 45,0,0,0 #291 Coated	<b>Mint</b> #33D7C8 51,215,200 80,5,40,0 #3255 Coated	<b>Mint Dark</b> #00786E 0,120,110 100,30,55,15 #569 Coated	

Usage: Backgrounds, Color Wash on Imagery, UI Elements, Graphic Elements  
 Location: 25%, Angle 45%



Neutral Usage: UI Elements, Icons, Backgrounds

<b>Neutral One</b> Carbon #283857 40,56,87 85,73,35,27 PMS 655 Coated	<b>Neutral Two</b> Slate #3C4E69 60,78,105 75,61,33,17 PMS 654 Coated	<b>Neutral Three</b> Cloud #E9E9EC 233,233,236 7,5,4,0 PMS 663 Coated
--	--	--

# MD&M – Logo Location Placement and Exclusion Zone

## Exclusion Zone

When using the logo, there is a set minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

The height of the lower case 'f' is the minimum amount of clear space, although it is acceptable to use more.



## Placing Locations Separately

Alternatively the location could feature somewhere else on the piece of comms so that it's clear.



The location should never be featured as part of the logo.



For brands that have multiple locations, please follow these placement principles. As a rule the location should never be part of the logo.

## Brand Licensing Master Logo



## Location and Products with the Logo

Locations can be placed underneath the logo. There should always be space between them so that they don't look like a logo lock-up. To differentiate between the various locations a different color from the balanced palette could be used.



When multiple locations are displayed within a single communication, they may be listed following the guidance mentioned above, and separated by indigo bullets as dividers. Samples are in order of frequency, then month. Locations can be mixed and matched for what is required.



# MD&M – Typography

## Aleo

Aleo is the standard font for **headlines** and **calls to action**. Suggested Colors for headlines are **Ultramarine** or **Indigo**. **Mint** may be used if the coverage area for that color does not exceed the 10-15% coverage limit and will always be **regular font weight**. **CTAs** may be **bold font weight**.

For darker backgrounds, white may be used if they appear more clearly.

[Aleo Google font](#)

## Open Sans

Open Sans is the standard font for **subheads**, **body copy**, and **pull quotes**. Suggested colors are **Indigo** and **Ultramarine**. **Mint** may be used if the coverage area for that color does not exceed the 10-15% coverage limit. Color selection will be based upon background colors. **Subheads** will be **bold**, **body** will be **regular**, and **pull quotes** will be **light** font weight.

For darker backgrounds, white may be used for these fonts if it appears more clearly and fits the design.

[Open Sans Google font](#)

## Headlines/CTAs

**Aleo Regular (Headlines)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Aleo Bold (CTAs)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Subheads/Body Copy/Pull Quotes

**Open Sans Bold (Subheads)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Regular (Body)**

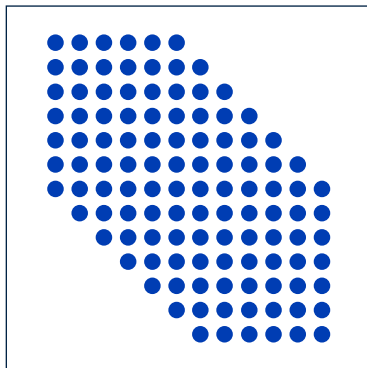
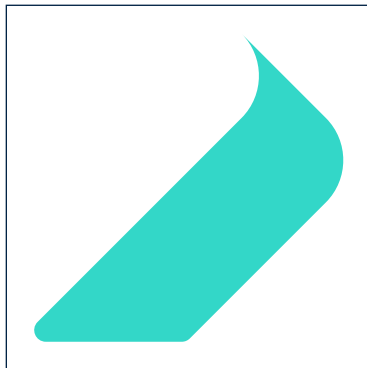
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Light (Pull Quotes)**

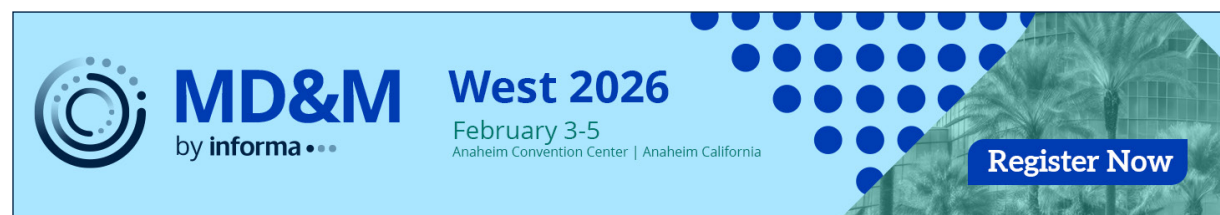
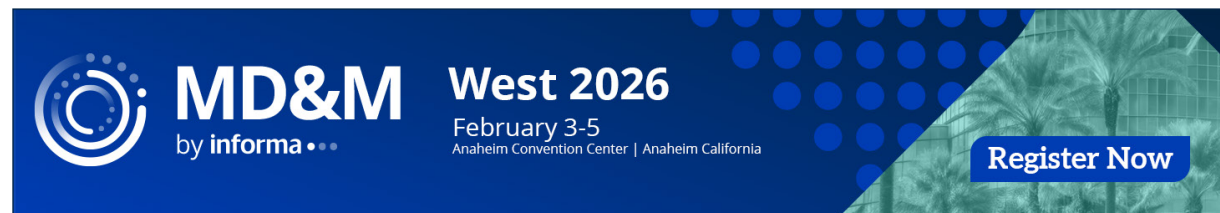
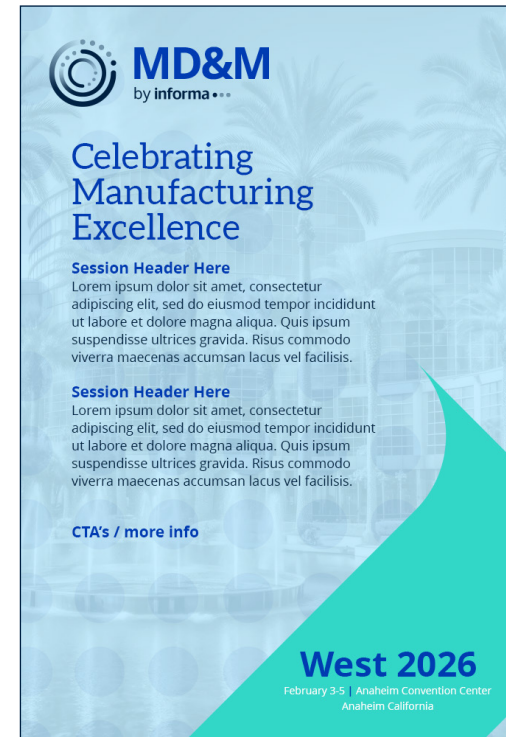
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# MD&M – Design Elements and Samples

## Design Elements




## Design Mockups/Samples



# MD&M – Design Elements and Samples

## Design Mockups/Samples

  
**West 2026** February 3-5  
Anaheim Convention Center | Anaheim California

## Celebrating Manufacturing Excellence

**Thursday, September 00**  
Location of Event/Theater, Booth #####

00:00AM – 00:00PM  
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#MDMWest

  
**West 2026** February 3-5  
Anaheim Convention Center | Anaheim California

## Celebrating Manufacturing Excellence

**Thursday, September 00**  
Location of Event/Theater, Booth #####

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#MDMWest

  
**West 2026** February 3-5  
Anaheim Convention Center | Anaheim California

## Celebrating Manufacturing Excellence

**Thursday, September 00**  
Location of Event/Theater, Booth #####

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#MDMWest

  
**West 2026** February 3-5  
Anaheim Convention Center | Anaheim California

## Celebrating Manufacturing Excellence

**Thursday, September 00**  
Location of Event/Theater, Booth #####

00:00AM – 00:00PM  
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00:00AM – 00:00PM  
Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit

#MDMWest



# MD&M

by informa...

## Thank you

For more questions around the information within this document or more specific branding questions not listed herein, please contact the MD&M creative brand team leadership.

**[Elliott.Robinson@Informa.com](mailto:Elliott.Robinson@Informa.com) (Creative)**



**Powder &  
Bulk Solids**  
by informa...

# Brand Style Guide

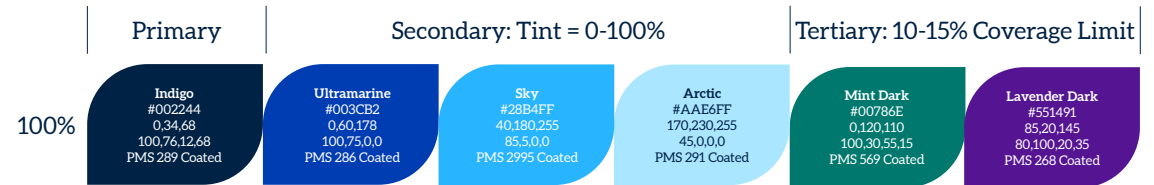
## Full Endorsement

For full endorsement, the intention is to bring the brand tightly within the Informa suite of brands, creating a strong connection with the parent brand. The guidelines are tightly linked to the Informa branding including the construction of logos and Informa brand colors. Despite the tightness of the guidelines, the application still allows for a healthy degree of freedom to express the design appropriately for the brand. The guidelines herein reflect the structure for Powder & Bulk Solids Media brand.

# PBS Media – Logo/Color Treatment

## Full Endorsement Colors

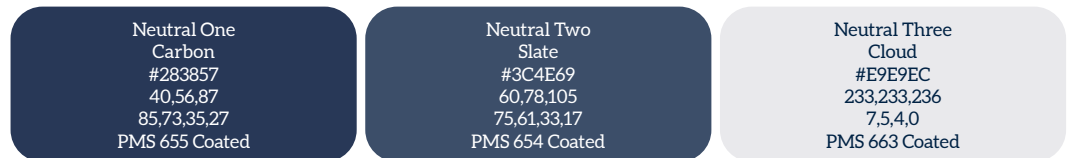
This is the Informa color palette. Indigo or white is used for full endorsement logos. Secondary colors and gradients can be used to add depth and brightness to brand comms. The tertiary colors should be used sparingly to inject a splash of color and break up the blue palette.



Usage: Backgrounds, Color Wash on Imagery, UI Elements, Graphic Elements  
 Location: 25%, Angle 45%



Neutral Usage: UI Elements, Icons, Backgrounds



# PBS Media – Typography

## Aleo

Aleo is the standard font for **headlines** and **calls to action**. Suggested Colors for headlines are **Ultramarine** or **Indigo**, and will always be **regular font weight**.

**CTAs** can use the Tertiary colors as long as coverate does not exceed 15% **same colors** and will be **bold font weight**.

For darker backgrounds, **White** or a **Tint** of **Mint Dark** may be used if it appears more clearly.

[Aleo Google font](#)

## Open Sans

Open Sans is the standard font for **subheads**, **body copy**, and **pull quotes**. Suggested Colors are **Indigo** or **Ultramarine**. Color selection will be based upon background colors. **Subheads** will be **bold**, **body** will be **regular**, and **pull quotes** will be **light** font weight.

For darker backgrounds, **White**, **Indigo** or **Neutral** colors may be used for these fonts if it appears more clearly and fits the design.

[Open Sans Google font](#)

## Headlines/CTAs

**Aleo Regular (Headlines)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Aleo Bold (CTAs)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Subheads/Body Copy/Pull Quotes

**Open Sans Bold (Subheads)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Open Sans Regular (Body)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

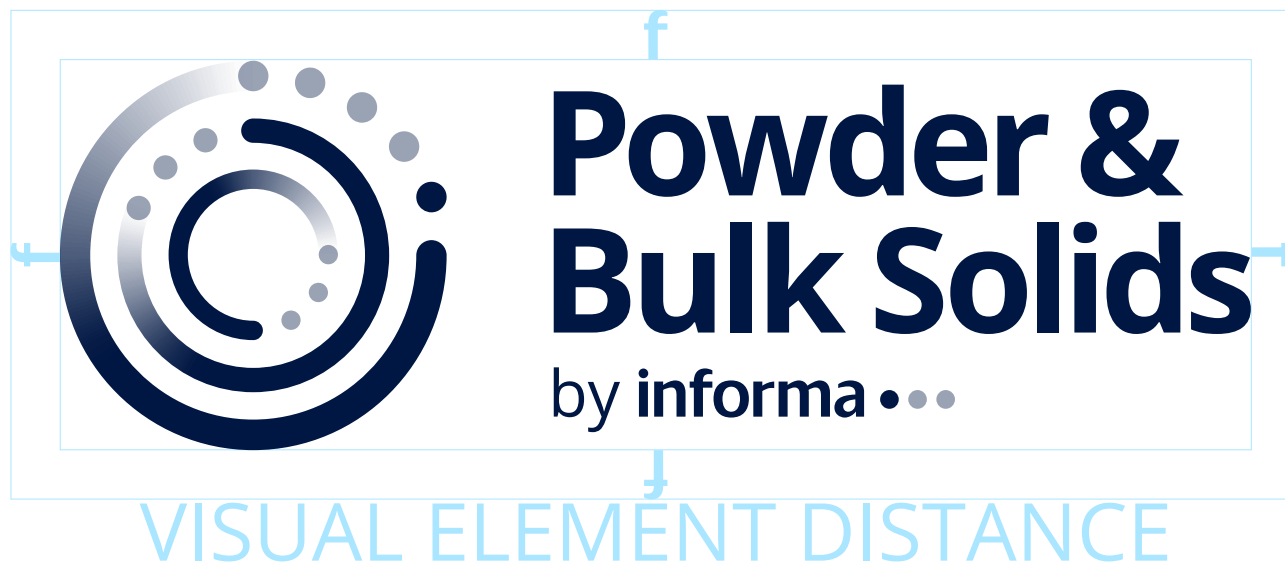
**Open Sans Light (Pull Quotes)**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

## Exclusion Zone

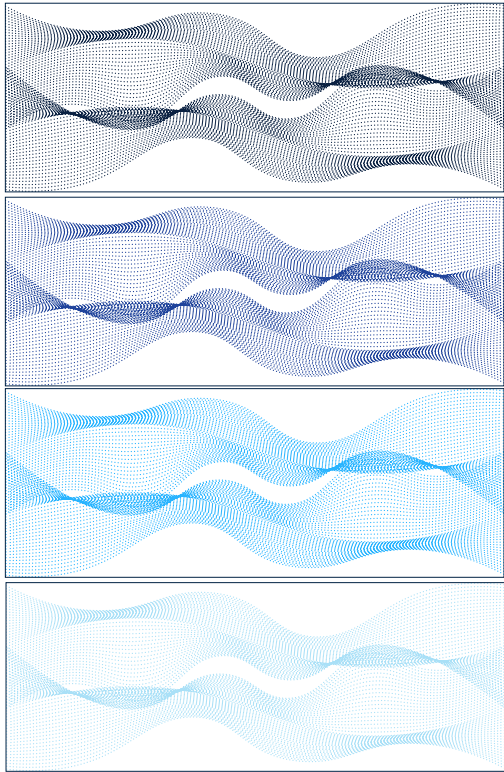
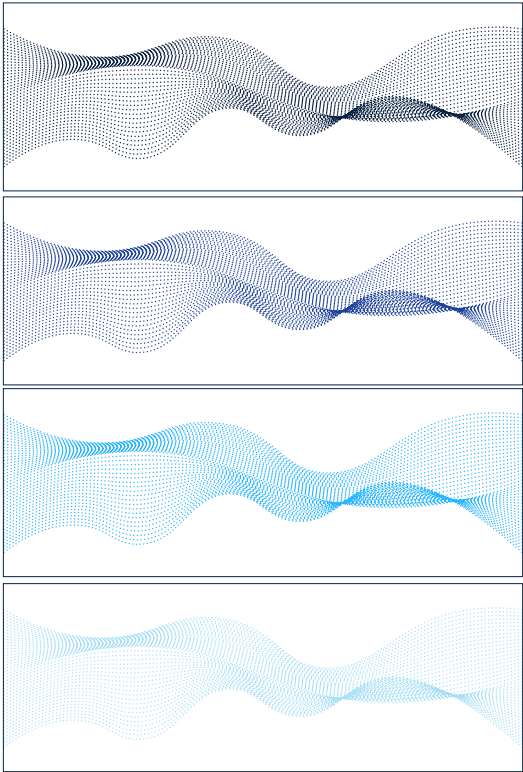
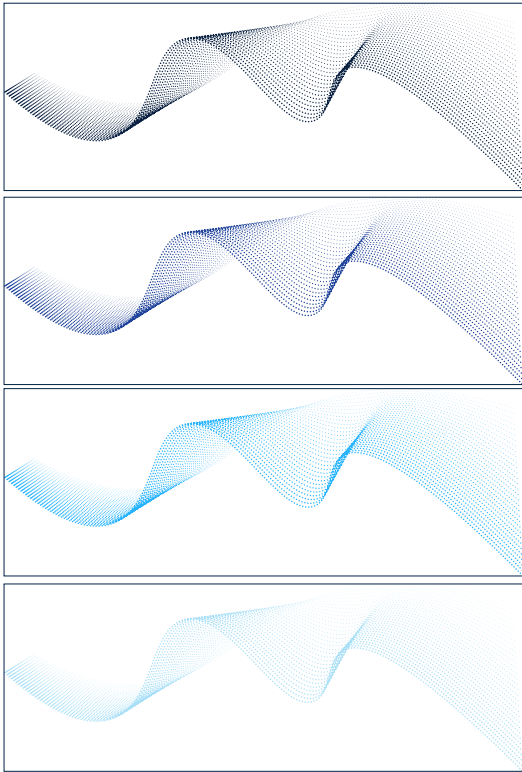
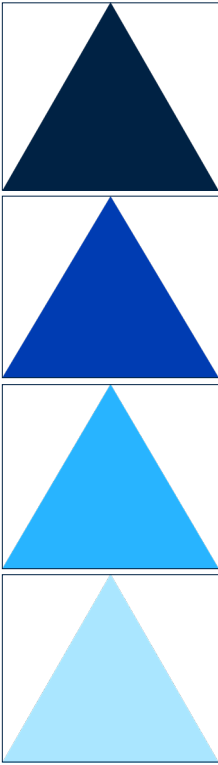
When using the logo, there is a set minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

The height of the lower case 'f' is the minimum amount of clear space, although it is acceptable to use more.

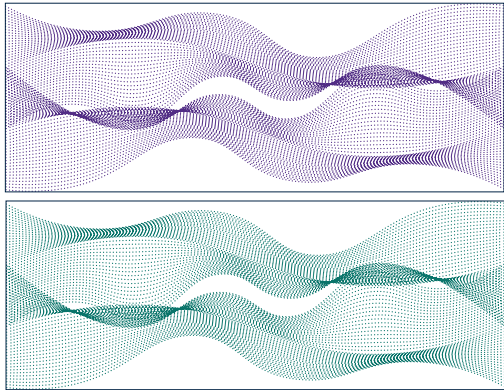
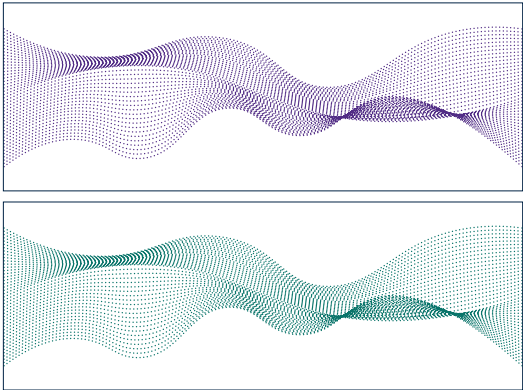
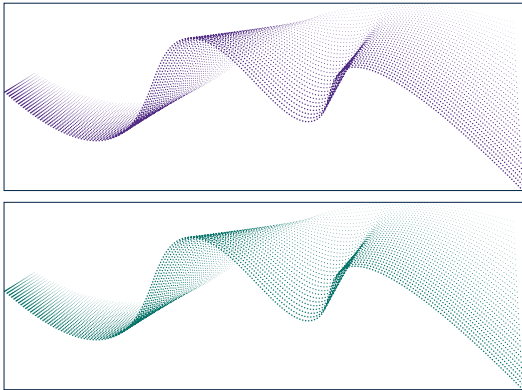


# PBS Media - Design Elements

## Design Elements



Tertiary Color Coverage  
not to Exceed 10-15% of  
Design Area



# PBS Media – Design Samples

## Design Mockups/Samples

 **Powder & Bulk Solids**  
by Informa

### The Full Spectrum of Bulk Material Handling

**Session Header Here**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

**Session Header Here**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

[CTA's / more info](#)

#PowderShow

 **Powder & Bulk Solids**  
by Informa


### The Full Spectrum of Bulk Material Handling

**Session Header Here**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

**Session Header Here**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

[CTA's / more info](#)

#PowderShow

 **Powder & Bulk Solids**  
by Informa

### The Voice of the Dry Processing and Bulk Solids Industry

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[Register Now](#)



**Powder &  
Bulk Solids**

by informa...

**Thank you**

For questions about brand guidelines and logo usage, please contact the Brand Team:

**[Elliott.Robinson@Informa.com](mailto:Elliott.Robinson@Informa.com) (Creative)**

