



BRAND GUIDELINES



CONTENTS

01: Overview

VISUAL ELEMENTS

02: Logo - AEO

02: Logo - AEO Excellence Awards

03: Logo Position

04: Logo Colours - AEO

04: Logo Colours - AEO Excellence Awards

04: Logo Colours - AEO Excellence Awards - Roundels

05: Strapline

TONE OF VOICE

06: Imagery - Photography

07: Imagery - Placement

08: Fonts

09: Colour Palette

EXAMPLES

10: Examples - Corporate Brochure

11: Examples - Business



OVERVIEW

ABOUT US

Association of Event Organisers Ltd (AEO) is the trade body representing companies which conceive, create, develop or manage trade and consumer events.

It is run by its members for the benefit of its members through an elected council of representatives, specialist working groups and a fulltime secretariat.

Our aim is to be the voice of the multi-billion pound event organising industry, to serve the collective needs of event organisers and to promote the interests of our members and the industry at large.

AEO membership enables organisers to work with members of its sister organisations, the Event Supplier and Services Association ESSA and the Association of Event Venues AEV.

THE BRAND GUIDELINES

These brand guidelines have been produced to ensure consistency of our message across all forms of communication.

Our intention is for the AEO brand identity to remain cohesive and understood - any deviation from these guidelines may cause confusion and dilution of the brand.

The logo and brand property should only be used in ways that are appropriate (as outlined in this styleguide).

These brand guidelines should be read by anyone working with the logo - either in-house at AEO or by any external parties such as designers.

Please note: These guidelines are for the AEO Corporate brand only. FaceTime has its own set of guidelines and for other AEO Events such as the AEO Forums and Conference please contact the AEO team.

AEO

AEO - the association for the industry. The E is drawing in the O representing a helping hand for the Organiser

The logo itself should not be used as part of a sentence (always write the word 'AEO' in text).

NEED ARTWORK? ANY QUESTIONS?

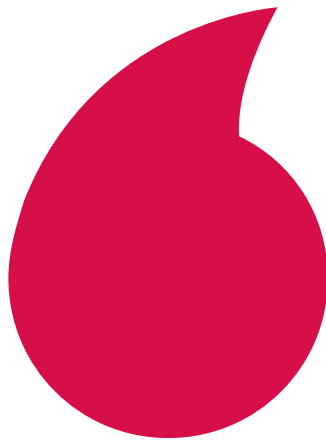
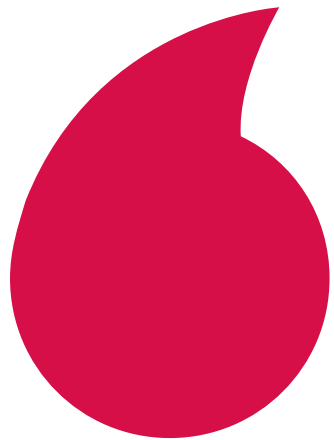
Please contact AEO directly for original file formats of the AEO brand.

Tel: **+44 (0)1442 285810**

email: **info@aeo.org.uk**



VISUAL ELEMENTS





AEO LOGO

The AEO logo represents the brand and is recognised throughout the industry.

Do not reproduce the logo as the strapline and AEO are not a pure typeface. Do not adjust any colours on the letters of AEO or size and colour of the strapline positioned next to the AEO logo.

The AEO logo can be used with and without the strapline. The full logo with the strapline is the preferred option whenever possible.

If you need to scale the logo make sure it is scaled equally width and height in percentage.

Please ask for a copy of the logo which AEO will be happy to supply in the requested format.

AEO

AEO : ASSOCIATION
OF EVENT
ORGANISERS



AEO EXCELLENCE AWARDS LOGO

AEO Excellence Awards logo has been created for our flagship event, representing the best that the events industry has to offer, showcasing the amazing achievements within our industry over the past 12 months.

Do not reproduce the logo as the AEO and strapline are not a pure typeface. Do not adjust the size and colour of the AEO and strapline positioned next to the logo icon.

The AEO Excellence Awards logo is always used in full with the strapline and is also positioned in a black roundel with information text below. If you need to scale the logo make sure it is scaled equally width and height in percentage.

Please ask for a copy of the logo which AEO will be happy to supply in the requested format.





LET THE LOGO BREATHE

CLEAR SPACE

We respect the logo by giving it some space. The preferred clearspace around the logo is equivalent to the width of the letter 'O' from the logo.

MINIMUM SIZE

In print, the logo should never appear smaller than 7mm high, on-screen it must appear at least 50 pixels wide.



50 pixels

AEO

Web minimum size

AEO : ASSOCIATION
OF EVENT
ORGANISERS

7mm

Print minimum size



LOGO COLOURS

The main AEO logo with strapline is shown under 'Normal: Colour'

Where contrast is limited, the logo may be reversed to white on a brand colour or image.

When placing the logo on a photographic background make sure that the logo is fully visible and check with AEO before proceeding.

RGB, CMYK and mono versions are available on request.

Normal



Colour



Mono

Reversed



Colour



Mono



LOGO COLOURS

AEO EXCELLENCE AWARDS

The main AEO Excellence Awards logo with strapline is shown under 'Normal: Main'

When placing the logo on a photographic background make sure that the logo is fully visible and check with AEO before proceeding.

RGB, CMYK and mono versions are available on request.

Normal



Main



Gold/Black

Reversed



Main



Gold/White



LOGO COLOURS

AEO EXCELLENCE AWARDS - ROUNDELS

These are used for additional informative copy and have the AEO Excellence Awards Logo inset onto a black roundel.

Please consult with AEO for additional versions of the type if required.

RGB, CMYK and mono versions are available on request.



Event sponsor



Finalist



Winner



STRAPLINES

The straplines complement the logo and can be used to link to the logo in communications. The primary strapline next to the logo must never be recreated and taken from the master logo files available on request.

The secondary strapline is in Gotham bold and Gotham medium, all capitals and is always AEO Red and AEO Dark Grey (please refer to the colour guide page). It does not have a fixed position. Examples are shown later on in these guidelines.



Primary strapline with main logo

CONNECTING THE EVENTS INDUSTRY

Secondary strapline with main logo



TONE OF VOICE

Ae

TONE OF VOICE

The Association of Event Organisers (AEO) is the voice of the events industry, representing both trade and consumer event organisers operating in a global marketplace.

The AEO Tone of Voice should reflect this in a professional, informative and engaging manner. The corporate style should incorporate the AEO brand colours, visual elements and be instantly recognisable to those in the events industry and beyond.



IMAGE STYLE

Traditional style industry pictures from events and complementary stock images create a library for AEO, consisting of a range of events, with interesting viewpoints to reinforce AEO's professional and informative tone of voice as representative for the events industry.

All photographs used for AEO require a corporate red colour filter applied as an overlay with opacity percentage between 40-70%.



PLACEMENT

Images can be placed in the 'circle' icon style to represent the 'O' in AEO showing the support that AEO offers to the events industry.

On full background images, a circle can be placed on top to highlight key information, opacity can be reduced to 90% to allow a slight show through of the image behind.

Photographic images can be used as full page images or positioned in the 'circle' icon on a white background.





CORPORATE TYPOGRAPHY

GOTHAM TYPEFACE

Gotham is the AEO corporate typeface and should be used in all communications where possible. Using this font lends a clean and open image and brings consistency to the AEO brand.

In most instances you should only need light and bold version from the Gothic family.

Copy is ranged left and is set in upper and lower case at 9pt with 12.755pt leading, this can be increased using +4 leading (eg 10pt on 14pt). There is no maximum size for type though it should never be smaller than 8pt.

IN-HOUSE TYPEFACE

Calibri should be used if Gotham is unavailable. For all correspondence by AEO in-house such as email and typing templates Calibri should be used.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@#£*

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@#£*

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@#£*

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,()@ #£*



COLOUR PALETTE

PRIMARY

The primary colour palette is also used to create the main AEO logo and strapline.

SECONDARY

The secondary colour palette complements the AEO brand and can provide a wider variety of colours if needed.

Wherever possible the colours should be printed by specifying the CMYK values.

The Hex values have been calculated to match the CMYK colours for web use.

AEO EXCELLENCE AWARDS

There are two main colours that are used for the AEO Excellence Awards branding, these colours are used in the logo and strapline.

Primary



Pantone 200C
C0 M100 Y60 K10
R182 G7 B63
#b6073f

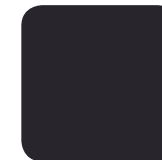


C72 M68 Y59 K65
R43 G40 B45
#2a282d

AEO Excellence Awards



Pantone 116C
C0 M20 Y100 K0
R239 G200 37
#efc825



C72 M68 Y59 K65
R43 G40 B45
#2a282d

Secondary



C80 M30 Y25 K30
R72 G110 B130
#486e82



C0 M50 Y100 K0
R247 G148 B30
#f7941e



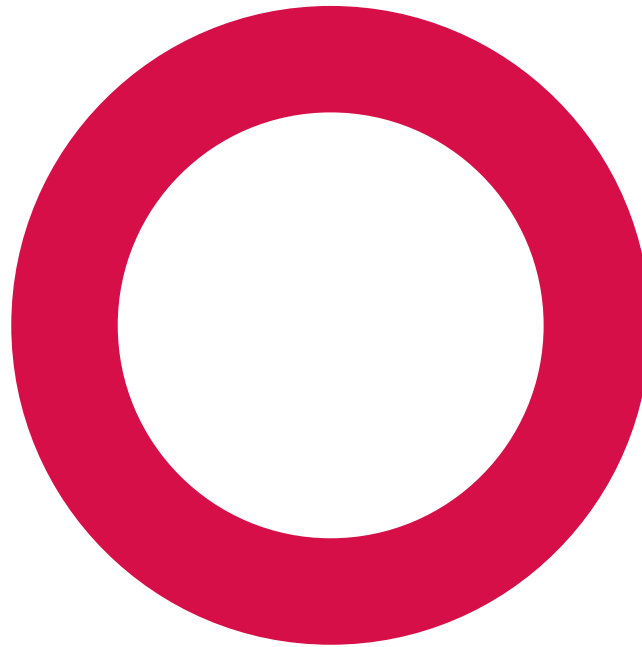
C0 M0 Y0 K50
R151 G151 B151
#979797



C17 M13 Y16 K0
R209 G209 B205
#d2d1cd



WORK EXAMPLES





AEO CORPORATE BROCHURE

Developed for the main introduction to the AEO brand and for information guides. The brochure uses full page background images and a consistent circle theme running throughout.

Visual tone is professional, informative and engaging. This brochure provides a platform to house information guides and showcase the AEO core values and brand.

Version is available on request.





AEO INFORMATION GUIDES

These are generally 1 or 4 pages long, portrait with fixed large icon and logo at the top.

Visual tone is professional and informative, with photography in main circle and smaller circles running down the page. There is a second option with removed circles for more space if required.

These can be used digitally and are printed to fit within corporate folders.

Versions are available on request.

AEO | ASSOCIATION OF EVENT ORGANISERS
CONNECTING THE EVENTS INDUSTRY

MAIN HEADER IN CAPITALS

Subheading Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

If you have a great show, will you be able to meet demand in the new territory? Plan your objectives clearly and carefully.

MAIN HEADER IN CAPITALS

Subheading Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget du. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

www.aeo.org.uk

AEO | ASSOCIATION OF EVENT ORGANISERS
CONNECTING THE EVENTS INDUSTRY

MAIN HEADER IN CAPITALS

Subheading Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

If you have a great show, will you be able to meet demand in the new territory? Plan your objectives clearly and carefully.

MAIN HEADER IN CAPITALS

Subheading Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget du. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

www.aeo.org.uk