AEV | ASSOCIATION OF EVENT VENUES

BRAND GUIDELINES

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OVERVIEW

ABOUT US

Association of Event Venues (AEV) is a vibrant, effective and highly professional trade body serving an established event venue community, focused on creating and driving platforms that service fundamental industry needs.

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

AEV membership enables venues to work closely with members of its sister organisations, Association of Event Organisers (AEO) and Event Supplier and Services Association (ESSA) to increase the profile and significance of events within the marketing mix.

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 AEV 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 AEV or by any external parties such as designers.

AEV

AEV - the association for the industry. The E is drawing in the V representing a helping hand for the venue member

The logo itself should not be used as part of a sentence (always write the word 'AEV' in text).
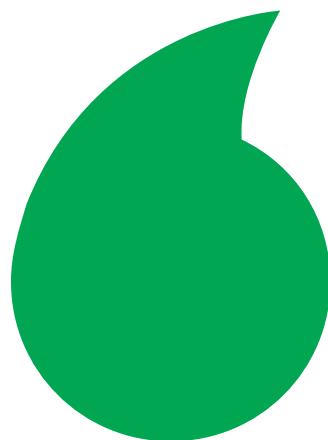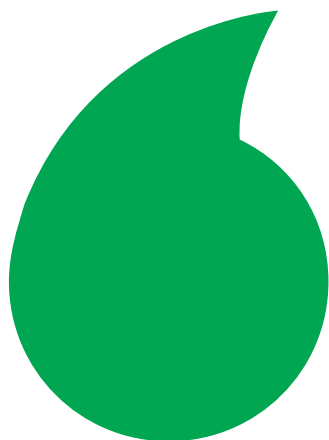
NEED ARTWORK? ANY QUESTIONS?

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

Tel: **+44 (0)1442 285811**

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

VISUAL ELEMENTS

AEV LOGO

The AEV logo represents the brand and is used throughout the industry.

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

The AEV 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 AEV will be happy to supply in the requested format.

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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 'V' 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.

Minimum clearspace

50 pixels

AEV

Web minimum size

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7mm

Print minimum size

LOGO COLOURS

The main AEV 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 AEV before proceeding.

RGB, CMYK and mono versions are available on request.

Normal

AEV | ASSOCIATION OF EVENT VENUES

Colour

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Mono

Reversed

AEV | ASSOCIATION OF EVENT VENUES

Colour

AEV | ASSOCIATION OF EVENT VENUES

Mono

TONE OF VOICE

TONE OF VOICE

The Association of Event Venues (AEV) is a highly effective trade body, representing the best interests and working practices of our UK and international event venue members.

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

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AEV HELPING YOU

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Visit us: **www.aev.org.uk**

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IMAGE STYLE

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

All photographs used for AEV require a corporate green colour filter applied as a 'Soft Light' filter with opacity percentage between 50-100%.

The green image is created using a mono version of the image overlaid onto a corporate green with a 'Multiply' effect added.

The dark background image is created by overlaying the green image onto the AEV dark grey background and reducing the opacity of the green image to 10-15%.

Main image with filter applied   Green image   Dark green background

PLACEMENT & STYLE

Images can be placed in the 'V' icon style to represent the 'V' in AEV showing the support that AEV offers to the events industry, the V icon can also be placed of centre to make a 'tick' showing a positive approach to event venue management.

On full background images, use blocks of colours positioned at angles similar to the main 'V icon, information can then 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 'V' icon for the main image.

White background

Dark green background

CORPORATE TYPOGRAPHY

GOTHAM TYPEFACE

Gotham is the AEV 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 AEV 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 AEV in-house such as email and typing templates Calibri should be used.

Gotham Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ( ) @ # £ *

Gotham Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ( ) @ # £ *

Gotham Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ( ) @ # £ *

Calibri Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ( ) @ # £ *

ASSOCIATION OF EVENT VENUES

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PRIMARY COLOUR GREEN

COLOUR CODES
Pantone 200CV
CMYK   :   C100 M0 Y100 K0
RGB   :   R0 G166 B81
#00a651

PRIMARY COLOUR BLACK

COLOUR CODES
CMYK   :   C0 M0 Y0 K100
RGB   :   R0 G0 B0
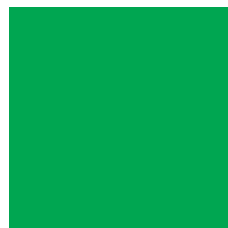#000000

COLOUR PALETTE

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

SECONDARY
The secondary colour palette complements the AEV 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.

SECONDARY COLOUR SYSTEM

CMYK   :   C72 M68 Y59 K65
RGB   :   R43 G40 B42
#2b282a

CMYK   :   C0 M0 Y0 K50
RGB   :   R151 G151 B151
#979797

CMYK   :   C17 M13 Y16 K0
RGB   :   R217 G215 B211
#d9d7d3

CMYK   :   C0 M30 Y60 K0
RGB   :   R242 G197 B127
#f2c57f

WORK EXAMPLES

BROCHURE

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E-GUIDES

e-GUIDE
January 2017

Guidance for events in UK venues

Connectivity (Wi-Fi)
Sub-section

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e-GUIDE
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Connectivity (Wi-Fi)
Sub-section

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PPT TEMPLATE

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STATIONERY

LOREM IPSUM DOLOR SIT AMET

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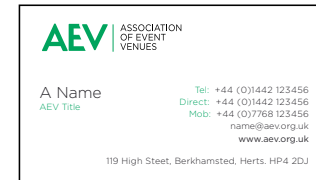
www.aev.org.uk

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A Name
AEV Title

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