THE BUSINESS SHOW »

BRAND GUIDELINES

STYLE GUIDE

Contents

Typography

About

Our typography guidelines ensure a consistent visual identity, reinforcing brand recognition and maintaining a polished, cohesive look across all communications.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

Primary - use only in capital title case

ANTON

AA

IBM PLEX
ABCDFEGHIJKLM
ABCDEFGHIKLMOPQRZ
0123456789

**Secondary
Poppins
Bold**

Aa

**OPEN SANS
ABCDFEGHIJKLM
abcdefghiklmopq
rz 0123456789**

Tertiary
Poppins Light

Aa

OPEN SANS
ABCDFEGHIJKLM
abcdefghiklmopqr
z 0123456789

Typography (Applied)

About

Consistent typography is essential to maintaining a strong and cohesive brand identity. Using the correct typefaces, sizes, and styles ensures clarity, reinforces brand personality, and creates a unified visual experience across all communications. Adhering to these guidelines helps build trust and recognition with every touchpoint.

Line Spacing

1.56

LOREM IPSUM

30 PT+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

20 Pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

14 Pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

10 Pt

Color Palette

About

Our color guidelines ensure a unified and recognisable brand presence. Consistent use of our color palette strengthens visual identity and enhances brand impact across all touchpoints.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

Navy

HEX #121852

Cherry Red

HEX #7B0030

Deep Navy

HEX #131637
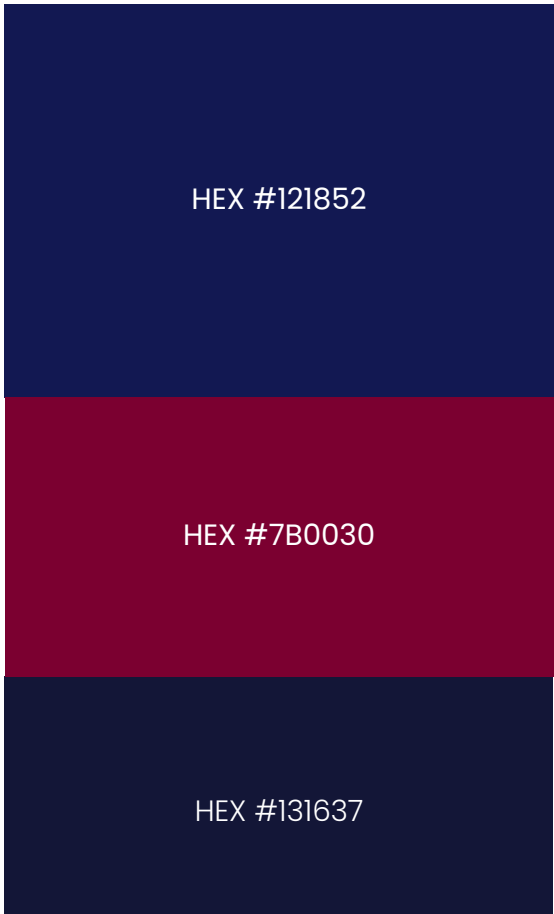
The Logo

About

The logo reflects and serves as a visual anchor for the brand's identity. To protect and strengthen this identity, consistent usage is essential. Our logo guidelines ensure it's applied uniformly across all channels—enhancing recognition, building equity, and reinforcing trust.

Primary Logo

The logo is provided in all standard formats for both print and digital applications. Whenever possible, the primary full-color logo should be used without modification. It must not be altered to match other branding elements, recolored, or placed over complex backgrounds or conflicting brand visuals.

Used as an overlay on monochrome backgrounds

Used as an overlay on photos with strictly 20% transparency or less to maintain clarity

✓ THE BUSINESS SHOW

✓ THE BUSINESS SHOW

✓ THE BUSINESS SHOW ≫

✓ THE BUSINESS SHOW ≫

Used as an overlay on branded/coloured backgrounds without pattern or elementes

✕ THE BUSINESS SHOW

Do not alter colour of our logo

✕ THE BUSINESS SHOW ≫

Do not alter/expand/3d or add drop shadow or effects to our logo

✕ THE BUSINESS SHOW ≫

Do not add elements or shapes to our logo

It must not be altered to match other branding elements or placed over complex backgrounds.

It must not be recoloured or edited

Logo
Variations

VARIATIONS

VERTICAL VARIATION 1

**THE
BUSINESS
SHOW »**
LONDON

VERTICAL VARIATION 2

THE LONDON
**BUSINESS
SHOW »**

VERTICAL VARIATION 3 / STACKED

THE LONDON
**BUSINESS
SHOW**

HORIZONTAL

THE BUSINESS SHOW »
LONDON

Save Area

SIZING

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be top priority.

CLEAR SPACE

The minimum clear space is de☒ned as x, measured by the sixth of the height of the jar. The minimum clear space of 2x around the jar and 4x above and below the letters should 2x always be applied. Try to maximize clear space whenever possible. Always scale the logo proportionally