payments, fraud & compliance

gaming leaders' summit

Brand Guidelines

Content

Payments, fraud & compliance Gaming Leaders' Summit

Logo

Font Text
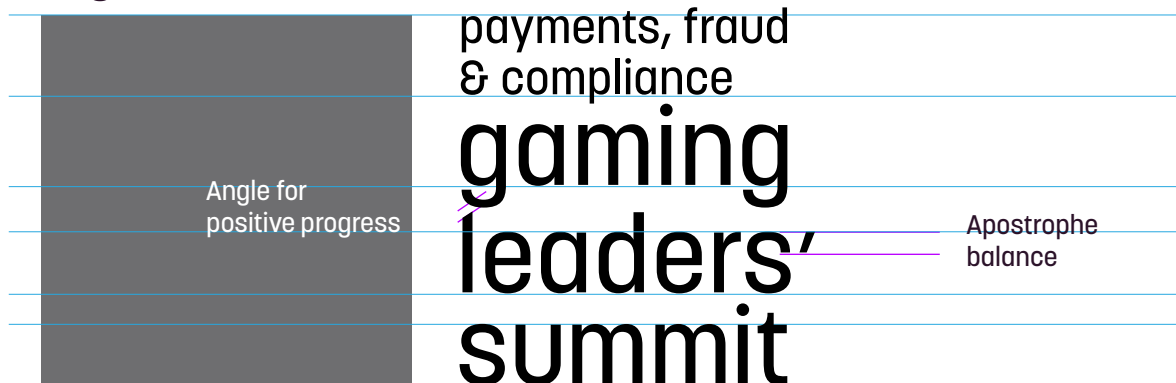### KOROLEV MEDIUM

Logo Formation

Angle for positive progress

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Apostrophe balance

Placing CLARION EVENTS Logo

CLARION EVENTS

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Logo

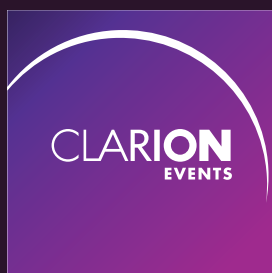payments, fraud
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Logo with Date

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gaming
leaders'
summit

27 January 2025
London UK

Logo with Date

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gaming
leaders'
summit

27 January 2025
London UK

Typography

KOROLEV

MEDIUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

payments, fraud & compliance
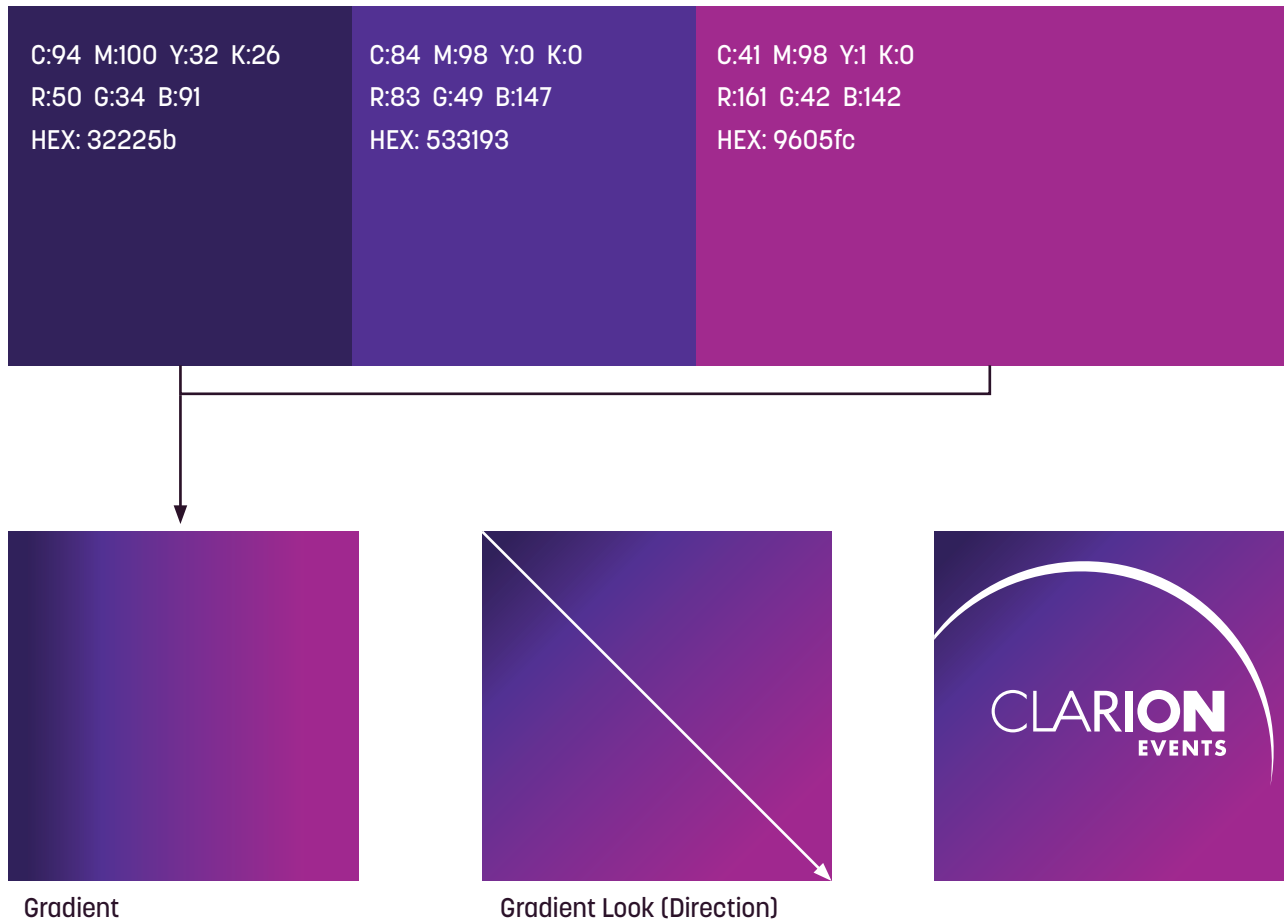
gaming leaders' summit

27 January 2025
London UK

KOROLEV MEDIUM

KOROLEV MEDIUM

KOROLEV MEDIUM

*The most compatible font on Canva is Kollektif

COLOUR

Gradient Colours

C:94 M:100 Y:32 K:26
R:50 G:34 B:91
HEX: 32225b

C:84 M:98 Y:0 K:0
R:83 G:49 B:147
HEX: 533193

C:41 M:98 Y:1 K:0
R:161 G:42 B:142
HEX: 9605fc

Gradient

Gradient Look (Direction)

Background Colour

C:73 M:84 Y:52 K:67
R:43 G:19 B:42
HEX: 2B132A

DO'S & DONT'S

DO's

Use the correct Logo Lockup as the need arise.

DONT's

Do not Move the Clarion event logo anywhere.

Do not chage the gradient angle

Do not use a flat colour

Do not use any background colour other then prescribed.

For external use - please ensure logo is readable on a dark background or use the black text version on lighter backgrounds.

LAYOUTS

Usage

All backgrounds should be set to our background colour. In front of that can be set trapeziod shapes with our gradient fill added. Shapes should bleed off the page and have either 3 or 2 sides of the shape showing.

Background Colour

C:73 M:84 Y:52 K:67
R:43 G:19 B:42
HEX: 2B132A

Overall layout background

Gradient Coloured boxes

The gradient shapes should be placed in such a way as to not interfere with the main content and should be used sparingly.

LAYOUTS

1-2-1 Meetings

Gold Sponsor

Silver Sponsors

Upcoming Summits

Cyber Leaders' Summit UK
26th - 27th Februry 2025
The Landmark, London

Cyber Leaders' Summit US
23rd - 24th June 2025
Florida, USA

Cyber Leaders Summit UK
1st - 2nd July 2025
The Landmark, London

Cyber Leaders EU
5th - 6th November 2025
Europe

in Fraud Leaders' Summit | #FLSUK

freestanding banners

Two main types with logos or with text.
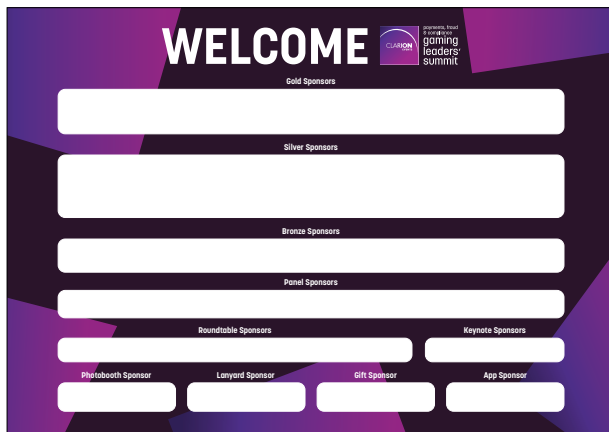Some also have added directional arrow added.

Lectern

Standard rectangle - logo low from top as
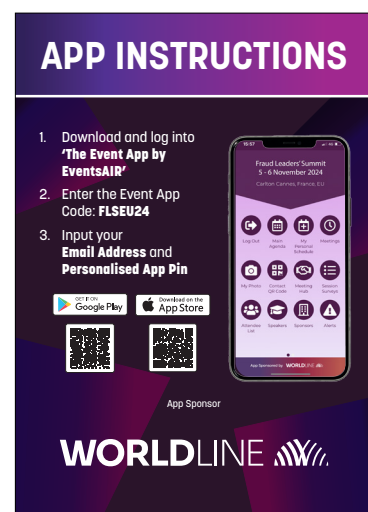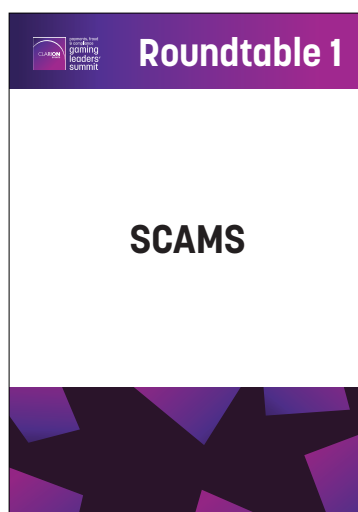sometimes lighting casts shadow from
lectern top

Sponsor meeting boards (front and Back)

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LAYOUTS

Shard signs

Shard signs are on legs which attach through signs (hence the large left/right margins)

A3 Strut Cards

Strut cards go on roundtables and need to be visable - these need a sponsored and non sponsored version. Text size of roundtable title has been based on previous length of titles which can be a couple of lines long.

A3 App

Like the Strut cards these go on roundtables with wifi login instructions