Care Show Birmingham Brand Guidelines for Exhibitors

To maintain the integrity and consistency of our brand, please adhere to the following guidelines when using the Care Show Birmingham logo suite.

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1. **Logo Usage**
a. **Primary logo**
- **Use the primary Care Show Birmingham logo** whenever possible, particularly in prominent places such as signage, digital banners, and print materials.

- **Maintain clear space around the logo** ensuring it is free from text, images or other logos.

b. **Secondary/alternative logo**
- **Use secondary logos** only when the primary logo cannot be applied due to space limitations or design constraints.

- **Grayscale and monochrome versions** are available for use in black-and-white or single-colour printing scenarios.

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2. **Logo Sizing**
- **Minimum Size:** The logo should never be smaller than 30mm in width for print and 150px in width for digital applications.

- **Proportions:** Always maintain the original aspect ratio of the logo. Do not stretch, compress or distort the logo in any way.

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3. **Colour Palette**

- **Primary Colours:** Use the official Care Show colours from the logo palette for any accompanying designs. These include:

  o Purple: #9c218a
  o Teal: #0b9998

- **Backgrounds:** Preferably, place the logo on light-coloured backgrounds. If placed on a dark background, use the white or light-coloured logo version to ensure visibility.

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4. Improper Usage

- **Do not alter the logo in any way.** This includes changing colours, modifying text, or adding effects such as shadows, gradients, or outlines.

- **Do not rotate, flip or animate** the logo.

- **Avoid placing the logo on busy or cluttered backgrounds** that may diminish it's readability or impact.

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5. Co-branding Guidelines

- Placement with other logos: when placing the Care Show Birmingham logo alongside other logos, ensure that it maintains equal or greater visual prominence. Maintain the recommended clear space to avoid clutter.

- Partnership statements: when referencing your participation at Care Show Birmingham, use phrases like "Exhibitor at Care Show Birmingham 2025" or "Proud Participant of Care Show Birmingham 2025" to ensure consistency.

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6. Digital Usage

- **Web and social media:** the logo should be linked back to the Care Show Birmingham website (if applicable) when used online. Ensure the logo is sharp and clear at all screen resolution.

- **Email signatures:** use the horizontal logo version in email signatures, maintaining appropriate sizing and clear space as outlined above.

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7. Downloading the logo suite

- **Formats available:** the Care Show Birmingham logo suite is available in other formats upon request

- **High resolution:** ensure you use the high-resolution versions for print and digital media to maintain quality.

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Any questions or concerns, please contact the team on careshowteam@closerstillmedia.com