



Care Show London Brand Guidelines for Exhibitors

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

1. Logo Usage

a. Primary logo

- **Use the primary Care Show London 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. The exclusion zone is the height of the word care (as shown in the diagram, denoted by a 'c').



b. Secondary/alternative logo

- **Grayscale and monochrome versions** are available for use in black-and-white or single-colour printing scenarios.
 - The white version is for use on any dark colour where legibility of the full colour logo is compromised. Only use the monotone version where colour is not available.

2. Logo Sizing

- **Minimum Size:** The logo should never be smaller than 25mm 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 London colours from the logo palette for any accompanying designs. These include:
 - Care Show Type Blue:
 - Legacy Purple: #9c218a
 - **Secondary Colours:**
 - Teal: #0b9998
 - Magenta: #e7117b
 - Retirement Living blue: #244976 (reserved exclusively for Retirement Living)
 - **Backgrounds:** Preferably, place the coloured logo on white background. If placed on a dark background, use the white/negative 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 London logo alongside other logos, ensure that it maintains equal or greater visual prominence. Maintain the recommended clear space to avoid clutter. When there are multiple partners, none of the logos should have dominance on the page.
 - **Partnership statements:** when referencing your participation at Care Show London, use phrases like "Exhibitor at Care Show London 2026" or "Proud Participant of Care Show London 2026" to ensure consistency.
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6. Digital Usage



- **Web and social media:** the logo should be linked back to the Care Show London 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.

7. Downloading the logo suite

- **Formats available:** the Care Show London 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.

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