



**infocomm**

**2021 BRAND GUIDELINES**

# OVERVIEW

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This guide has been produced to ensure consistency of the InfoComm 2021 brand across all forms of communication. The goal is not to limit creativity, but to provide direction that will assist you in protecting the brand. This will help us produce materials that the public recognizes as distinctly ours. The guidelines should be read by anyone using the brand whether that be an in-house design team or any external parties such as contractors.

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The logo consists of the lowercase letters 'ic21' in a bold, sans-serif font, colored in a vibrant purple. It is positioned inside a white right-angled triangle that points to the right. The background of the page is a colorful geometric pattern of overlapping triangles in shades of red, yellow, green, purple, and black.

## LOGO

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InfoComm's logo was designed to create a bold identity. The logo should appear in the top right or bottom right of all artwork if possible. Please use the one color and mono white-out versions appropriately.

The word 'infocomm' is written in a bold, lowercase, sans-serif typeface. The letter 'i' has a distinctive dot that is a small triangle pointing to the left. The entire logo is rendered in black.

One color

The word 'infocomm' is written in a bold, lowercase, sans-serif typeface. The letter 'i' has a distinctive dot that is a small triangle pointing to the left. The entire logo is rendered in white, set against a solid black rectangular background.

Mono white-out



## LOGO INCLUDING DATE

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The InfoComm logo including the 2021 date should be kept clear of competing text, images and graphics. It should appear in the top right or bottom right of all artwork if possible. Please use the one color and mono white-out versions appropriately.



CONFERENCE: JUNE 12-18, 2021

EXHIBITS: JUNE 16-18, 2021

ORLANDO, FLORIDA

One color



CONFERENCE: JUNE 12-18, 2021

EXHIBITS: JUNE 16-18, 2021

ORLANDO, FLORIDA

Mono white-out

The 'ic21' logo is displayed in a bold, purple, sans-serif font inside a white right-angled triangle. The triangle is positioned on a background of overlapping colorful geometric shapes in shades of red, yellow, green, and purple.

## LOGO STAMP

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This stamp version of the logo can be used throughout the InfoComm 2021 campaign. It must be surrounded on all sides by adequate clear space. The 2021 InfoComm branding can also be placed within the stamp.

Color logo



Shapes incorporated



White out logo



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## LOGO GUIDE

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### CLEAR SPACE

To protect the clarity and integrity, the InfoComm logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space - a space equal in size to the height of the letter 'm' within the logo.

### MINIMUM SIZE

The logo has been designed to be a minimum size of 1/2 inch in height. There is no maximum size. On web the logo should be no smaller than 35px in height.




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Web: No smaller than 35px in height

Print: No smaller than 1/2 inch in height

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# LOGO MIS-USE

Do not change, re-draw, re-color or alter the brand mark in any way. Always use the master digital file when reproducing the brand mark. Always ensure the brand mark is highly visible at all times.

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Correct use

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Do not change the colors

~~infocomm~~

Do not add visual effects

~~infocomm~~

Do not enlarge parts of the logo

~~infocomm~~

Do not remove parts of the logo

~~infocomm~~

Do not distort the proportions

~~infocomm~~

Do not put the logo in a box

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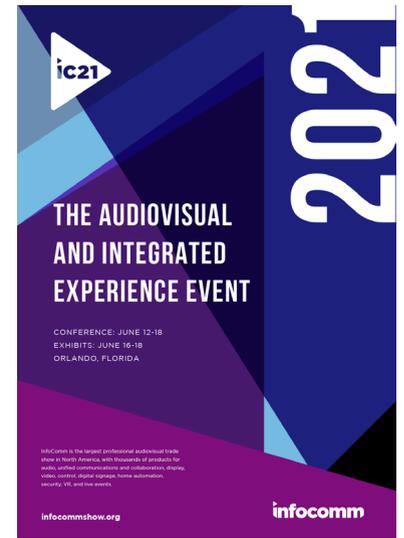
Do not rotate

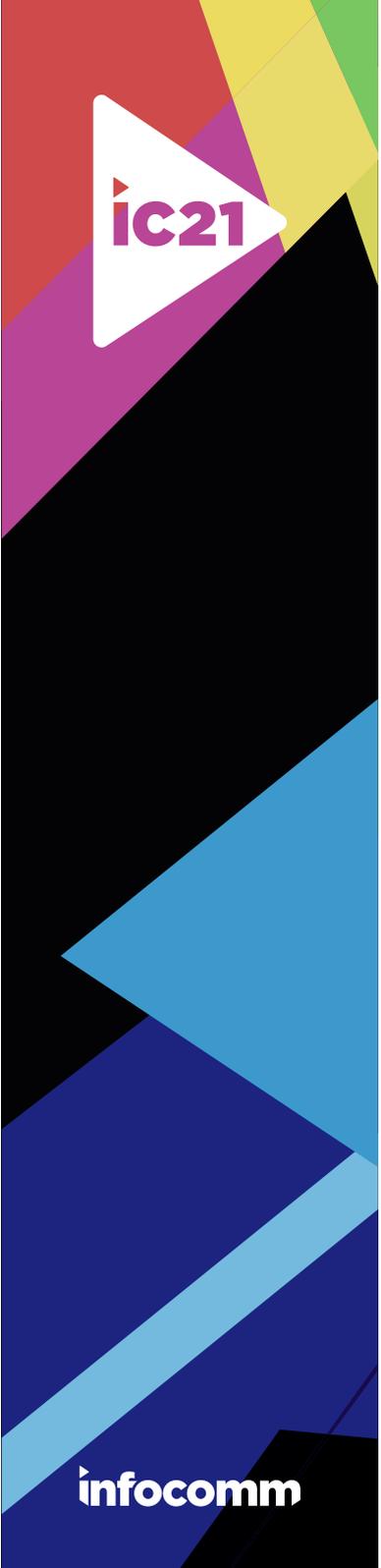
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# ADVERTISING EXAMPLES

The InfoComm 2021 branding and advertising should remain as consistent as possible. Here are 4 examples of the InfoComm advertising. The IC21 stamp should appear in the top left corner of all print and web advertising where possible.





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Text heavy 2021 Pass Plus, demonstrating text in a white box.

# PRIMARY COLOR PALETTE

Color is the most elemental and memorable way in which designs are communicated. Here are the primary colors for the 2021 InfoComm campaign. Wherever possible the brand colors should be printed by specifying the Pantone, CMYK or RGB color values. The Hex values have been calculated to match the CMYK colors for web use.



C 76 R 2  
M 69 G 2  
Y 65 B 6  
K 87

HEX #: 020206



C 78 R 96  
M 100 G 23  
Y 0 B 154  
K 0

HEX #: 60179A



C 70 R 104  
M 73 G 83  
Y 0 B 203  
K 0

HEX #: 6853CB



C 41 R 186  
M 79 G 73  
Y 0 B 205  
K 0

HEX #: BA49CD



C 18 R 191  
M 91 G 57  
Y 91 B 48  
K 7

HEX #: BF3930



C 10 R 237  
M 0 G 235  
Y 74 B 101  
K 0

HEX #: EDEB65



C 41 R 133  
M 0 G 232  
Y 14 B 232  
K 0

HEX #: 85E8E8



C 100 R 27  
M 98 G 36  
Y 18 B 128  
K 6

HEX #: 1B2480



C 95 R 53  
M 89 G 64  
Y 5 B 147  
K 0

HEX #: 354093



C 65 R 96  
M 3 G 183  
Y 83 B 98  
K 0

HEX #: 60B762

# SECONDARY COLOR PALETTES

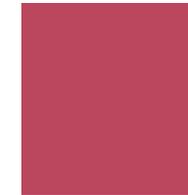
The InfoComm 2021 color palette features three alternative colour ways to combine the dynamic colliding shapes. These can be used in marketing materials to vary the look and feel.

Alt palette 1



C 65 R 96  
M 3 G 183  
Y 83 B 98  
K 0

HEX #: E16700



C 20 R 192  
M 89 G 64  
Y 55 B 89  
K 4

HEX #: C04059



C 61 R 128  
M 100 G 15  
Y 14 B 127  
K 3

HEX #: 800F7F



C 39 R 96  
M 100 G 4  
Y 60 B 44  
K 51

HEX #: 60042C

Alt palette 2



C 8 R 233  
M 37 G 166  
Y 100 B 0  
K 0

HEX #: E9A600



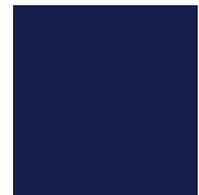
C 78 R 0  
M 30 G 146  
Y 0 B 209  
K 0

HEX #: 0092D1



C 100 R 0  
M 77 G 73  
Y 27 B 124  
K 11

HEX #: 00497C



C 100 R 0  
M 98 G 1  
Y 24 B 90  
K 38

HEX #: 00015A

Alt palette 3



C 10 R 221  
M 61 G 128  
Y 22 B 151  
K 0

HEX #: DD8097



C 0 R 255  
M 81 G 89  
Y 15 B 142  
K 0

HEX #: FF598E



C 18 R 188  
M 100 G 3  
Y 83 B 50  
K 9

HEX #: BC0332



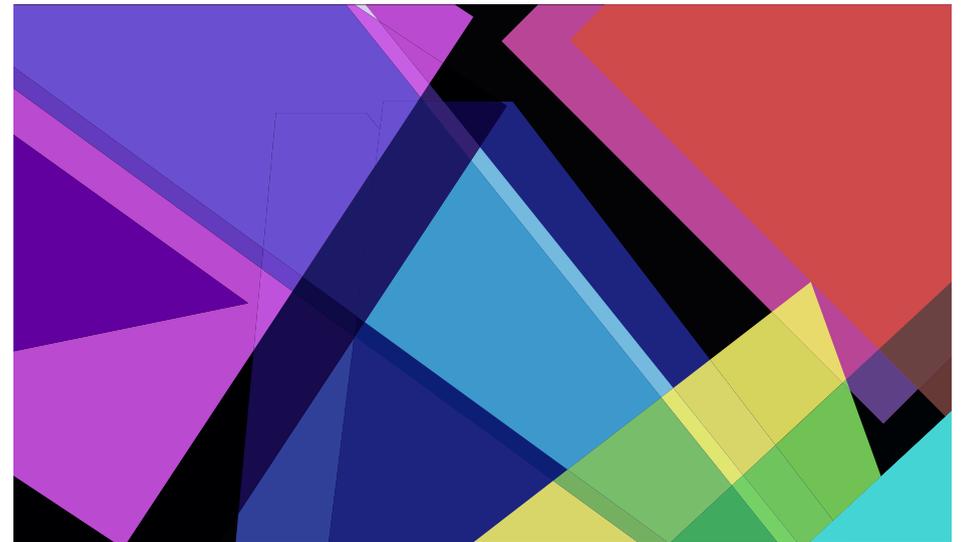
C 100 R 0  
M 86 G 58  
Y 27 B 118  
K 13

HEX #: 003A76

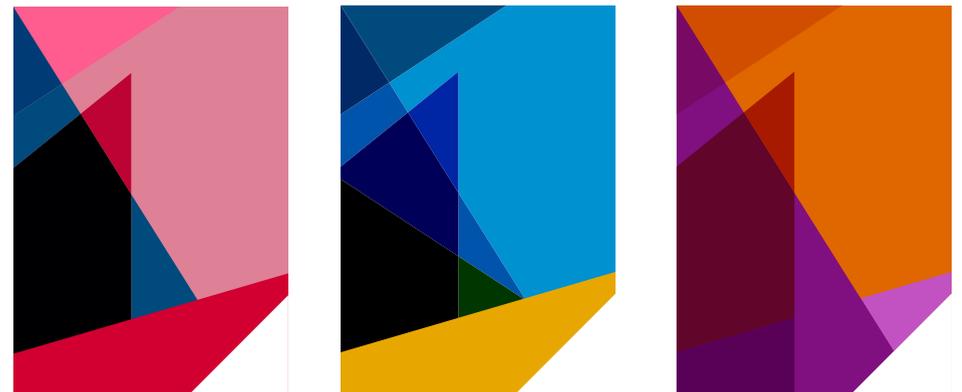
# COLLIDING SHAPES

InfoComm 2021 uses a range of colliding shapes as part of the creative brand. These shapes are fluid and flexible so the combinations and scale can be played with. When used as an EPS vector can be scaled to any size. The shapes can be used over imagery and the background graphics. They can be used where necessary within the creative style.

Primary



Secondary



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## ON-SITE SIGNAGE

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On-site signage is an opportunity to make a positive impression and an important way to communicate information to a large number of people. Both logos must be surrounded on all sides by adequate clear space.



## TYPOGRAPHY

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Consistent use of the brand typography is critical to brand recognition. InfoComm's 2021 brand typeface is Bebas Neue Bold. Bebas Neue Bold should be used for all headings.

Gotham Book should be used as the main body copy for all publications. The smallest size that this should appear is 8pt. Gotham Bold can be used to emphasize any text within the body copy. Where Gotham is not available Arial should be used as a substitute.

## BEBAS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890? !\$%&@#£**

Bebas Neue Bold

## Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890? !\$%&@#£

Gotham Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890? !\$%&@#£**

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890? !\$%&@#£

Arial Regular



## CONTACT

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