



infocomm

2021 BRAND GUIDELINES

OVERVIEW

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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**ic21**

LOGO

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.



infocomm

One color



infocomm

Mono white-out


 The logo consists of the letters 'ic21' in a bold, sans-serif font. The 'i' and 'c' are purple, and the '21' is black. The logo is positioned inside a white triangle that points to the right.

LOGO INCLUDING DATE

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.


 The logo features the word 'infocomm' in a bold, lowercase, sans-serif font. The 'i' has a unique design with a vertical bar and a small triangle at the top.

CONFERENCE: JUNE 12-18, 2021
EXHIBITS: JUNE 16-18, 2021
ORLANDO, FLORIDA

One color


 The logo features the word 'infocomm' in a bold, lowercase, sans-serif font. The 'i' has a unique design with a vertical bar and a small triangle at the top.

CONFERENCE: JUNE 12-18, 2021
EXHIBITS: JUNE 16-18, 2021
ORLANDO, FLORIDA

Mono white-out


ic21

LOGO STAMP

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





LOGO GUIDE

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.



Web: No smaller than 35px in height

Print: No smaller than 1/2 inch in height

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.



Correct use



Do not change the colors



Do not add visual effects



Do not enlarge parts of the logo



Do not remove parts of the logo



Do not distort the proportions



Do not put the logo in a box



Do not rotate

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.





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



ic21

ON-SITE SIGNAGE

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

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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