

**AIME**  
**2025 STYLE GUIDE**

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## INTRODUCTION

The concept of connection is central to the AIME brand, particularly in the symbolism of the logo itself which is made up of both the letters A (Asia) and P (Pacific), conveying unity through it's form.

This concept for the AIME Brand Identity celebrates connectivity and unity within the diversity of the meetings and events industry. The concept is inspired by an abstract, minimalist representation of the geography and accessibility of the Asia-Pacific region. On one level it is about connecting people, cultures and destinations in one place, but on another it is about the commercial outcomes of the exhibitors and buyers 'connecting the dots' for their organisations, brought together in a productive and time efficient way at AIME. The visual language of this concept uses as its base graphic a series of bold circles to depict the global business events community.

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## COMMUNITY

**Community** is represented through the number and variation of dots. Active and inclusive - each stands as an individual piece, yet comes together naturally. The sum of the separate parts being greater than the individual.

**Community** is open for interpretation: the global business events community, the meetings and events industry, the corporate or incentives community, a community of exhibitors, a community of buyers. AIME is where community comes together, connecting and unified in intent.

## KNOWLEDGE

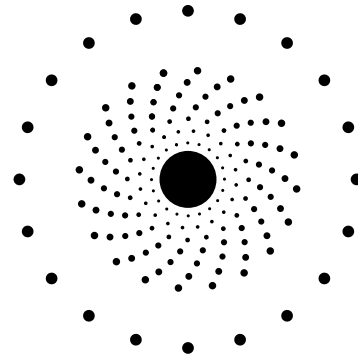
**Knowledge** is illustrated through the unexpected and the dynamic nature of the graphical devices. Knowledge when it stands alone with the individual is education, but when the 'dots connect' - knowledge becomes information, sharing and exchange.

The Knowledge Program at AIME inspires and motivates participants to adopt new behaviours and processes, a kinetic transfer of knowledge. The great developments in the industry, the future of the industry can only be realised when the industry is together – the dots united – advocating and provoking for change.

## COMMERCE

**Commerce** AIME's position as the largest and most important trade event in the Asia Pacific region is only possible when all the dots move together and collide; a dynamic exchange of commerce. Physically connected, face-to-face connections are the enabler of doing meaningful, enduring business.

As the multiple countries, destinations, businesses and buyers come together the market grows. With more connectivity and more community, more commerce is the outcome. AIME is the platform where the industry gathers to do business.



The AIME community is communicated through the spinning dot formation - this can be used as a static illustrative device, or the dots can be used in animations and illustrate the coming together of smaller communities uniting as one and reflects our mission statement -

**Where The World Meets in Asia Pacific**

#### CLIENT

AIME - ASIA PACIFIC INCENTIVES AND MEETINGS EVENT

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# GUIDELINE OVERVIEW

The most important way of expressing our brand is through our identity. Our identity is more than just a badge or a signature. Our identity is how we present ourselves to the outside world - our public face. It tells people who we are and what they can expect from us in terms of quality and service. In short, our identity sums up everything we stand for. These brand guidelines explain the various elements that make up our identity - what they are, how they fit together, and why it is vital that we use them in the right way.

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## TONE OF VOICE

A consistent tone of voice is used to bring the brand to life in written communications. The more consistently we execute and communicate with our chosen tone of voice, the more quickly our clients will identify with our brand and what makes it different and better.

### **The AIME tone of voice needs to align with the core brand ethos - YOUR INDUSTRY. YOUR EVENT.**

This ethos describes a brand that is passionate, aligned with their clients best interests, and strives to produce the unmissable event for the Global Meetings, Incentives and Events Industry.

This ethos also acknowledges the human side of the brand - if our goal is to unite an industry of people, then it helps to be nice to people - and it's imperative this warmth and friendliness shines through in all communication.

### **Our tone of voice communicates:**

- Expertise
- Professionalism
- Fun
- Friendliness
- Forward thinking

We always communicate in a **warm, friendly and inclusive manner**, knowing we are a group that comes together from a diverse world. Our communication is **informative yet fun**. We use **relatable language** and keep jargon to a minimum. Our words are **punchy and positive** and leave our audience feeling uplifted.

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MASTER LOGOS

The logo is the most valuable asset of the brand. It is crucial to reproduce the logo correctly in order to assure a clear and consistent identification of the brand. A limited number of versions of the master logotype are permitted.

1.0 Master Logo - AIME Logo Black  
File Name - AIME Logo Black

2.0 AIME Brand Mark Black  
File Name - AIME A Black

3.0 AIME Brand Mark Circle Black  
File Name - AIME A Black Circle

**Note** Never redraw, copy or try to replicate the AIME logo. Always use master artwork.

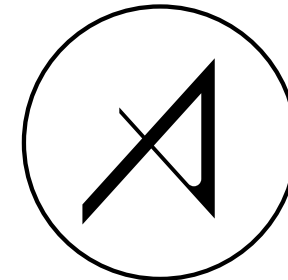
1.0



2.0



3.0



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MASTER LOGOS: REVERSED

1.0 Master Logo - AIME Logo White

File Name - AIME Logo White

2.0 AIME Brand Mark White

File Name - AIME A White

3.0 AIME Brand Mark Circle White

File Name - AIME A White Circle

**Note** Never redraw, copy or try to replicate the AIME logo. Always use master artwork.

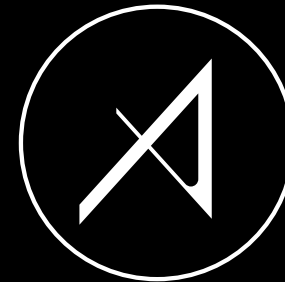
1.0



2.0



3.0



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**IDENTITY**

AIME 2025 LOGO

This logo is a variation of the main master logo and includes the AIME 2025 dates. This logo must not be scaled down more than 50mm in print to keep all aspects of the logo legible.  
File name - AIME 2025 Logo Black or AIME 2025 Logo White for the reverse version.





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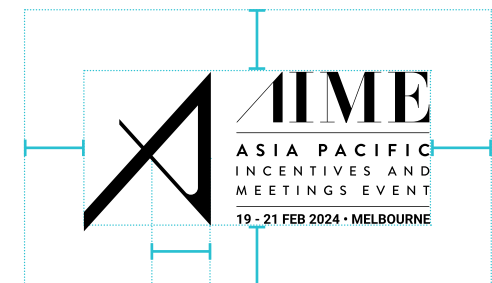
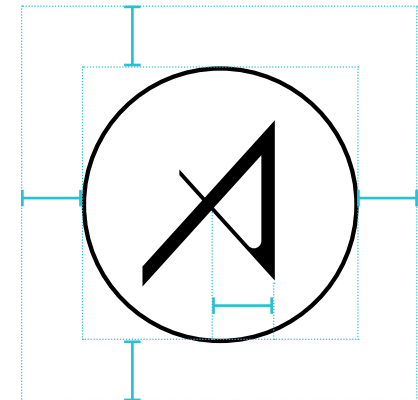
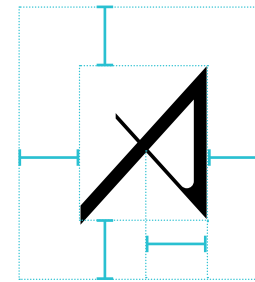
IMAGERY

**EXCLUSION ZONE**

The exclusion zone is the minimum area around the logotype that must remain clear of typography or any other graphic device.

For the Wordmark and Brandmark, the measurement is calculated by using the horizontal distance from the spine to the crossed arms of the letter 'A'

The formula for the exclusion zone is shown here and applies to all sizes and versions of the logotype.



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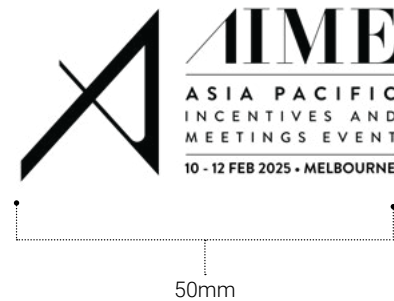
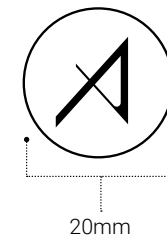
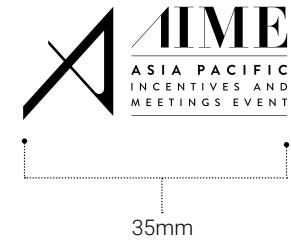
SIZE + POSITIONING

MINIMUM SIZE: STANDARD LOGO

It is important all parts of the logo can be easily read in every application. For this reason, the core elements should not be reproduced at sizes smaller than the Minimum Size requirements specified here.

MINIMUM SIZE: SPECIAL EDITION ANNIVERSARY LOGO

The special edition logo needs to be at least 50mm wide to ensure smaller text is legible.



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LOGO USAGE DON'TS

✘ Do not stretch, distort or misuse the logos in any way.



✘ Do not delete any elements from the logo



✘ Don't mix the brand colours within the same logo.



✘ Don't use colours other than the brand colours as specified.



✘ Do not use the brandmark inside other shapes.



LOGO USAGE DO'S

✔ Maintain the correct proportions.



✔ Ensure the entire logo is visible.



✔ Logo is either all black or all white.



✔ Logo is always either black or white.



✔ Use the brandmark inside a circle only.  
Use the supplied artwork.



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# CIRCLE GRAPHIC

## ILLUSTRATING OUR DYNAMIC COMMUNITY

The AIME community is communicated through the spinning dot formation - this can be used as a static illustrative device, or the dots can be used in animations to illustrate the coming together of smaller communities as one and reflects our mission statement -

### Where The World Meets in Asia Pacific

## USING THE CIRCLE DEVICE

**DO'S** The dot formation can only be used in the 3 brand colours - black, white or blue.

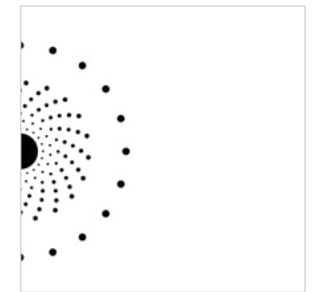
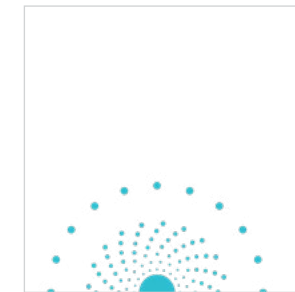
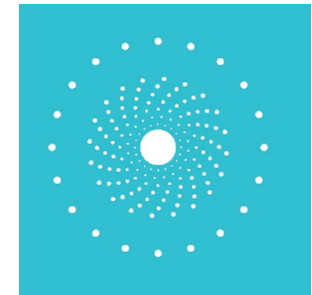
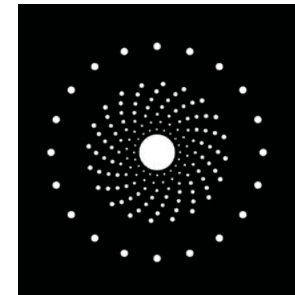
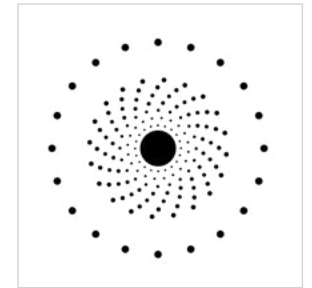
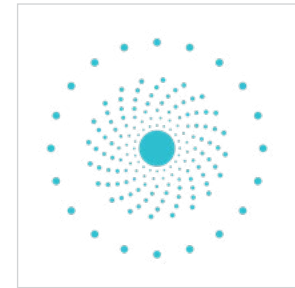
It can be cropped off format on any of the half of quarter axis.

**DON'TS** Do not use any other colours for the dots, or a mix of the brand colours within one formation

Do not crop any more or less than on the half or quarter axis.

Do not use in conjunction/on the same page as the 2024 indigenous pattern

**File name** - AIME Spinning Dots - Black  
AIME Spinning Dots - Blue  
AIME Spinning Dots - White



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## INDIGENOUS PATTERN

**Artist:** Emma Bamblett

**Wemba Wemba, Gunditjmara, Ngadjonji and Taungurung**

**Connecting Communities**

This artwork depicts AIME and the importance of Connection.

The large circles connecting with curved lines represents the connecting of Communities and Peoples. They are coming together and gathering.

The hill formations at the bottom of the artwork represents the Custodians of the land where everyone is brought together.

Down the centre of the artwork is circles connected by straight lines. These circles represents the many diverse Communities coming together to showcase their businesses.

On the right side of the artwork is kangaroo tracks, these are a symbol of going forward and moving together.

The hands that are placed on each side of the artwork represent AIME as the organisation and there ability to bring everyone together to Connect.

There is smaller sections throughout with straight lines connecting. These represent respect.

## USING THE INDIGENOUS PATTERN

**DO'S** The background can be removed so the pattern can be placed over an image  
The various sections/elements that make up the artwork can be used individually

**DON'TS** Do not change any of the colours in the artwork  
Do not distort any sections/elements of the artwork  
Don't use in conjunction with the Circle Graphic

**File name:** Emma\_Bamblett\_Final (jpeg, png, tif)  
Individual parts of the indigenous pattern are in a folder called Pattern Elements (as vectors and png's)



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## PRIMARY + SECONDARY PALETTE



**Primary Colour Scheme [ BLACK + WHITE ]** Black is strong, with a depth that creates a particularly elegant base colour in on-screen environments. Black's most common association is power, authority and strength. Other associations of black include intelligence and professionalism. White is considered safe and open and is directly linked to that which is righteous, good and peaceful. Furthermore, white projects clarity, and is also synonymous with fresh beginnings. As a positive, clear and open colour, white can direct communication in a powerful way.



**Secondary Colour Scheme [ BLUE / TURQUOISE ]** Blue is associated with reliability and loyalty. Blue is often described as peaceful, tranquil, secure, calm, and orderly. Blue is directly associated with the ocean. The Asia Pacific Region is defined in name by it's proximity to the vast body of the Pacific Ocean. Turquoise is a shade of blue that lies on the scale between blue and green. The meaning of the color turquoise is open communication and clarity of thought. It is an open and friendly color that offers balance and stability. Turquoise is linked to emotional balance and serenity.

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## TERTIARY PALETTE



**Tertiary palette [ GREY + MANDARIN ]** Grey allows a soft tone contrast to the strong contrasting colours of the primary and secondary palette. Mandarin is to be used sparingly and only when a small area or point needs to be highlighted.

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**COLOUR PALETTE BREAKDOWN**

**PRIMARY + SECONDARY PALETTE**

			
	PMS 319 C	PMS Black 6 C	White
CMYK	C=68 M=0 Y=19 K=0	C=75 M=68 Y=67 K=90	C=0 M=0 Y=0 K=0
RGB	R=41 G=192 B=209	R=0 G=0 B=0	R=255 G=255 B=255
HEX	#29c0d1	#000000	#ffffff

**TERTIARY PALETTE**

		
	PMS Cool Grey 1 C	PMS 7577 C
CMYK	C=14 M=11 Y=12 K=0	C=7 M=61 Y=88 K=0
RGB	R=217 G=216 B=214	R=229 G=126 B=57
HEX	#d9d8d6	#e57e39



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## TYPOGRAPHY

The primary typeface for AIME is **Roboto Light**, which also comes in a Medium, Bold and Extra Bold weight, offering flexibility of use. The Light weight should be used across all documents for extended paragraphs of text.

Headers can utilise **Montserrat** in either the Extra Light weight or more commonly the Bold and Extra Bold weight (for headers, sub-headers and taglines).

The decorative typeface for AIME is **NE Estrella**, which should only be used for a limited amount of feature text (1-3 word headers, can be used for numbers, not sentences). If legibility is an issue with this font, then add a hairline stroke to the font to make the thinner strokes weightier.

**PRIMARY TYPEFACE: ROBOTO LIGHT**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**STANDARD DOCUMENT SIZES:**

8 / 14pt

**EXAMPLE PARAGRAPH:**

The primary typeface for AIME is Roboto Light, which also comes in a Medium and Bold weight and offering flexibility of use. The Light weight should be used across all documents for extended paragraphs of text.

**HEADER TYPEFACE: MONTSERRAT (all uppercase)**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**EXAMPLE HEADER:** 10 / 12pt - tracking set to 100

**THE HEADER TYPEFACE FOR AIME  
IS MONTSERRAT BOLD**

**DECORATIVE TYPEFACE: NE ESTRELLA**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**DECORATIVE  
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For headers, use uppercase in Montserrat Extra Bold, tracking set to 100. Use blocks of turquoise, black or orange behind key words, like event name and date, and call to actions. Paragraphs are in Roboto Light, sentence case, letterspace is set to 0.

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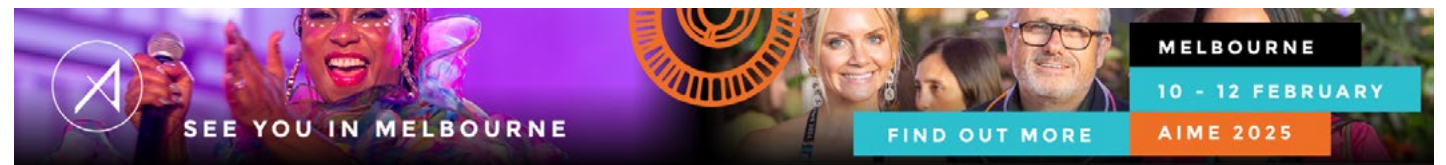
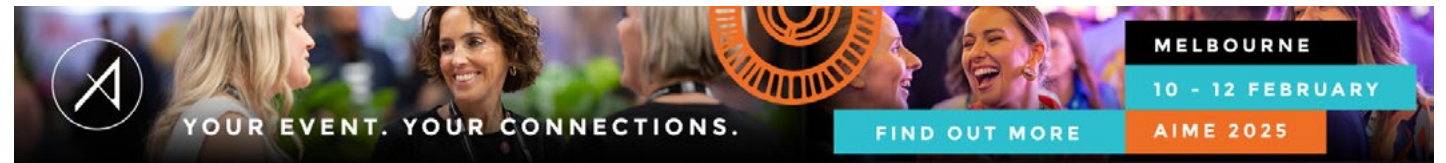
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## BRANDING EXAMPLES

### WEBSITE BANNERS



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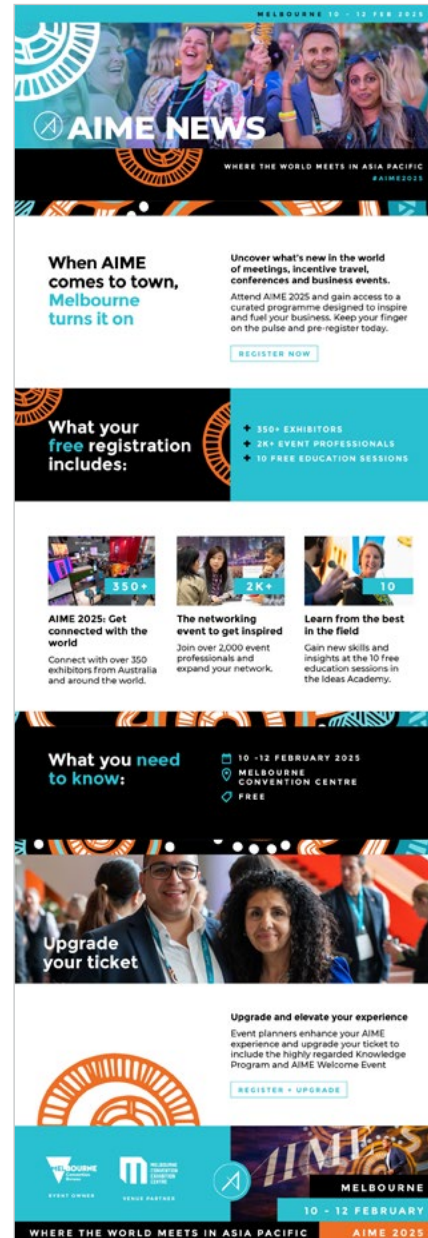
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STAND RENDERS



White signage, with indigenous detail, and turquoise AIME 'A' Brandmark  
Company name in black (Montserrat) | Turquoise stand number

Turquoise semi-circle  
Black stand number (Montserrat)

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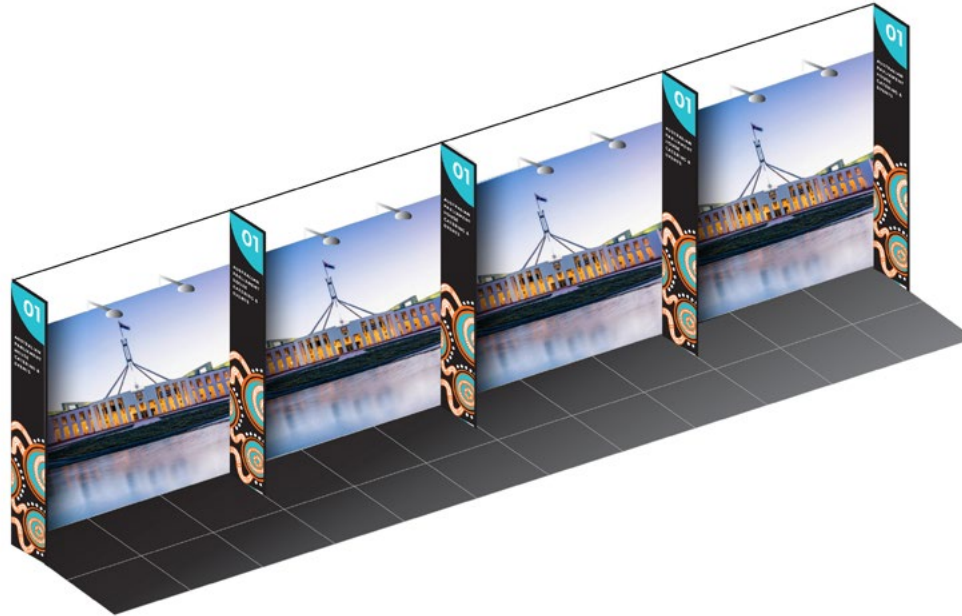
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### STAND RENDERS



Black signage, with indigenous detail | Company name in white (Montserrat)  
Turquoise semi-circle | White stand number (Montserrat)



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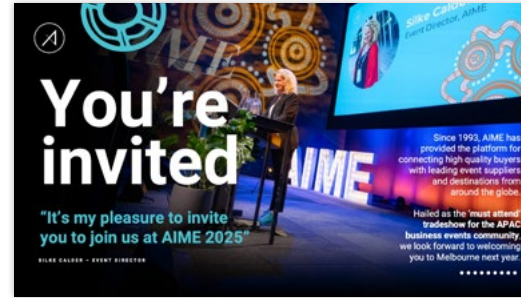
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POWERPOINT



Slide 1



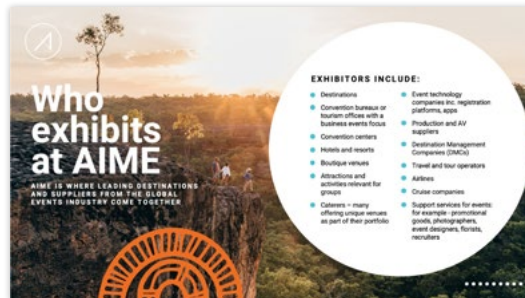
Slide 2



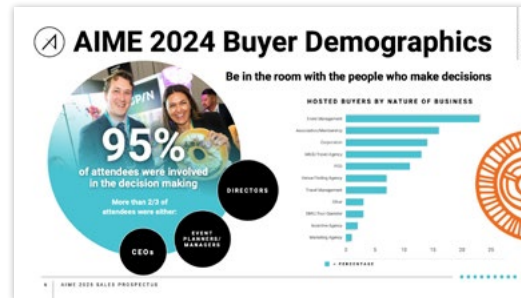
Slide 3



Slide 4



Slide 5



Slide 6

**Note:** be aware of clash by using too many design elements on one page, design or slide.

When using the AIME circle graphic, the line of dots can be used on the same slide, but not the indigenous pattern too (slide 1).

When using the indigenous pattern, the line of dots can be used on the same slide, but not the AIME circle graphic too (slide 3).

Slides 2, 4, 5 and 6 show how only the indigenous pattern is used.

When using these 3 design elements - AIME circle graphic, indigenous pattern and line of dots - avoid using all 3 together on a single page, slide or design.

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## BRANDING EXAMPLES

### VIDEO TITLE AND CLOSING FRAMES



Displaying titles over video



Video closing frame



Displaying titles over video



Video closing frame

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**IMAGERY**

**IMAGERY**

PEOPLE

Showing the sense of community and collaboration is key. Use imagery that shows the diversity of the community represented at AIME. People working together, smiling and group activities that all communicate a positive exciting message. Example imagery provided below.



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**IMAGERY**

**IMAGERY**

STANDS + EVENTS

Showing the connection, commerce and creativity of the showfloor. Always show people interacting with the stands, exhibitors and engaging at the education and social events. Example imagery provided below.





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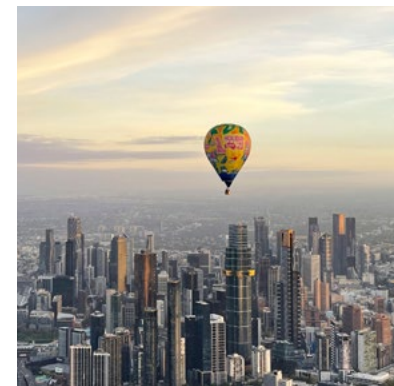
BRANDING EXAMPLES

IMAGERY

IMAGERY

SELLING MELBOURNE & VICTORIA AS A DESTINATION

We aim to highlight and celebrate the host city/state for AIME. We inspire people to explore Melbourne and Victoria through imagery that showcases the unique experiences that Melbourne is known for and showcases the diversity of the Victorian landscape. **These images should primarily be used when talking to the domestic market.** Example imagery provided below.



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**IMAGERY**

**IMAGERY**

SELLING AUSTRALIA AS A DESTINATION

We aim to draw international clients to Australia through aspirational imagery that evokes emotion and showcases the stunning Australian landscape, wildlife and diversity of experiences available for meetings, events and incentive trips. **Images of Australia should primarily be used when talking to an international audience.** Example imagery provided below.

