

ISSA SHOW

NORTH AMERICA 2021

BRAND GUIDELINES

LOGO

ISSA SHOW
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NORTH AMERICA 2021
NOVEMBER 15 - 18 | LAS VEGAS, NV
LAS VEGAS CONVENTION CENTER

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TAGLINE ART

YOUR GATEWAY TO A
CLEANER, SAFER, HEALTHIER
WORLD

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CLEANER, SAFER, HEALTHIER **WORLD**

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WORLD

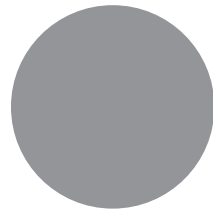
YOUR GATEWAY TO A
CLEANER, SAFER, HEALTHIER **WORLD**

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WORLD

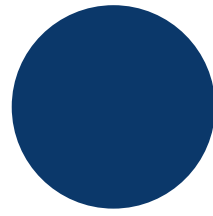
YOUR GATEWAY TO A
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COLOR PALETTE

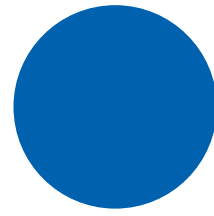
PRIMARY COLORS



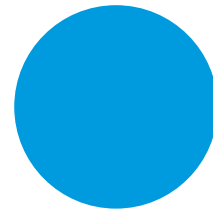
CMYK: 0/0/0/50
RGB: 147/149/152
HEX: #939598



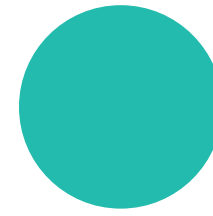
CMYK: 100/80/20/30
RGB: 11/56/106
HEX: #0b386a



CMYK: 100/65/0/0
RGB: 0/97/175
HEX: #0060ae

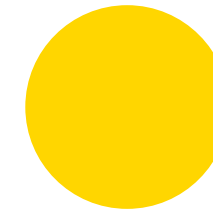


CMYK: 100/15/0/0
RGB: 0/155/223
HEX: #009ade

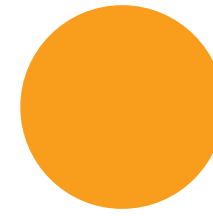


CMYK: 72/0/40/0
RGB: 34/187/173
HEX: #22baad

ACCENT COLORS

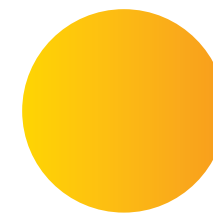
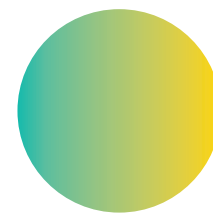
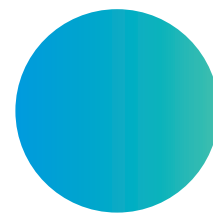
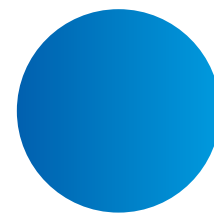
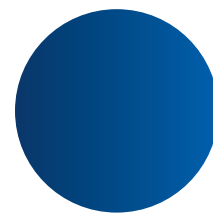
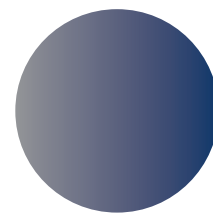


CMYK: 0/14/100/0
RGB: 255/214/0
HEX: #ffd600



CMYK: 0/45/100/0
RGB: 249/157/28
HEX: #f89c1b

GRADIENTS



TYPOGRAPHY

HEADLINE / SUBHEADLINE

Montserrat Extra Bold (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

BODY

Montserrat Light (LEFT JUSTIFIED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

CTA / HIGHLIGHT

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

MAIN GRAPHIC ELEMENT

- The isosceles triangle is the basis for our primary graphic elements
- By joining up the triangles into various arrangements, and filling them with colorful gradations, infinite compositions can be created
- The shapes can be merged together to create larger triangles or parallelograms
- The shapes can overlay photos to create a sense of depth and layering in the composition
- The opacity of the shapes can also be reduced when placed over another object to create depth
- The scale of the triangles in relation to the page size should be taken into consideration when creating compositions.



COLLATERAL SAMPLES

MYS DIRECTORY BANNER



SAVE THE DATE AD



LINKEDIN BANNER



General guidelines:

- White background creates contrast against colors
- Use people with natural looking facial expressions
- Give logo a clean, uncluttered background against which to rest
- Tagline logo is smaller and has more contrast with show logo
- Layout should feel open and easy to read
- Simplified use of shapes allows for more flexibility and variations in layouts and color schemes

PHOTOGRAPHY

General guidelines:

- Use a mixture of ages, races and genders to reflect the diversity of our audience
- Should appear relaxed and natural, not posed



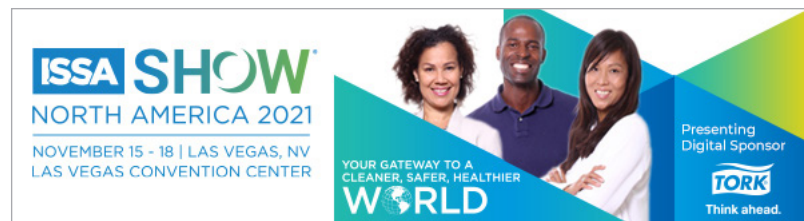
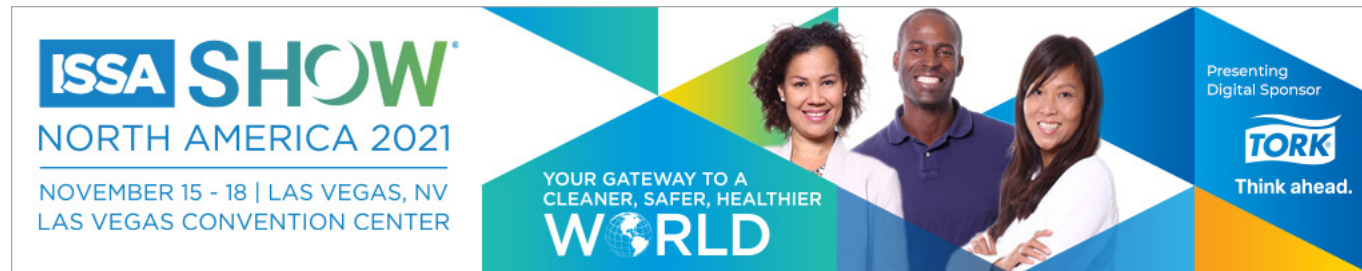
ICONS

- Simple, clean linear style for the icons
- Icons can be in any brand color, or knocked out in white against a shape



COMPLETED COLLATERAL

Aventri Registration Graphics



Save the Date Print ads

