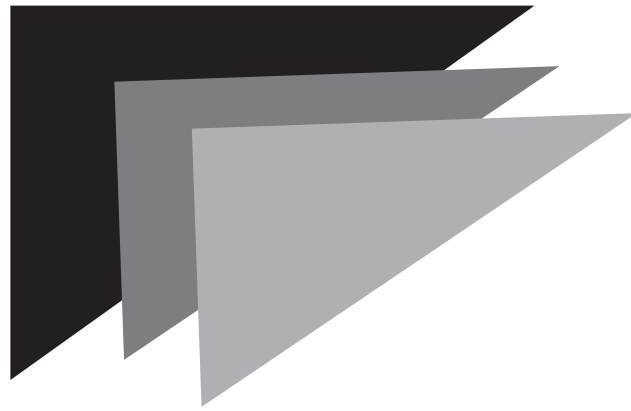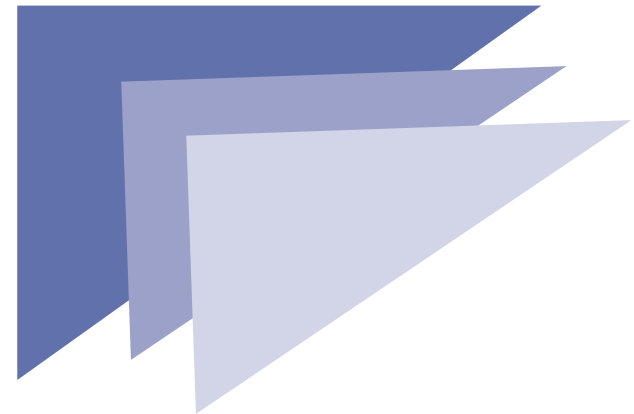# *style guide*

for Running Remote Conference in Lisbon, 24
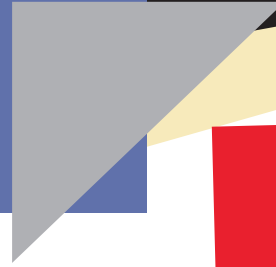
1. *color*

Primary Palette

BLACK BEAUTY:
CMYK: C=   M=   Y=   K=100
RGB:R=35 G=31 B=32
HEX: # 231F20

SKY BLUE:
CMYK: C=69 M=56 Y=8 K= 1
RGB:R=98   G=114   B=171
HEX: # 6272ab

1. *color*
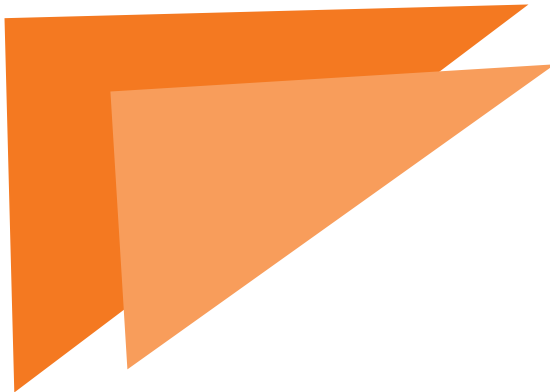
Secondary Palette

ROOSTER RED:
CMYK: C=2 M=99   Y=91   K=1
RGB:R=232   G=32   B=46
HEX: #e81f2d

ORANGE ALERT:
CMYK: C=1 M=65   Y=100   K=0
RGB:R=244   G=121   B=32
HEX: #f37920

PEDESTRIAN YELLOW:
CMYK: C= 8 M=17   Y=86   K=0
RGB:R=238   G=203   B=66
HEX: #EDCB41

2. logo

CLEAR VISUAL SPACE:

RUNNING REMOTE CONFERENCE
22–24 APRIL 24 | LISBON

MINIMUM SIZE: 2.975 IN X 1 IN

RUNNING REMOTE CONFERENCE
22–24 APRIL 24 | LISBON

2. logo

RUNNING REMOTE CONFERENCE
22–24 APRIL 24 | LI/BON

GRAYSCALE

RUNNING REMOTE CONFERENCE
22–24 APRIL 24 | LI/BON

ONE-COLOR

RUNNING REMOTE CONFERENCE
22–24 APRIL 24 | LI/BON

POSITIVE

RUNNING REMOTE CONFERENCE
22–24 APRIL 24 | LI/BON

REVERSED

2. *logo*

Theme lockup:

RUNNING
REMOTE
CONFERENCE
22–24 APRIL 24 | LISBON
FLEXIBLE WORK FLOW

Secondary lockup:

RUNNING
REMOTE
CONFERENCE
FLEXIBLE WORK FLOW
22–24 APRIL 24 | LISBON

2. logo

SOCIAL MEDIA LOCKUP:
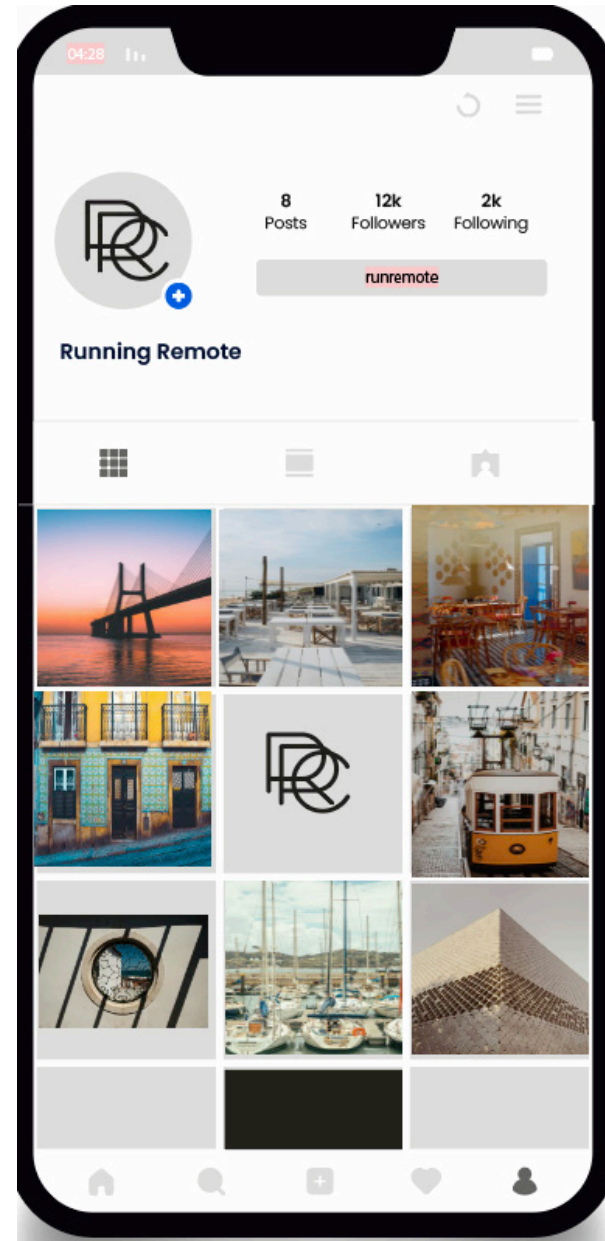
2. logo

DO NOT: re-arrange the logogram

DO NOT: stretch the type in any way

DO NOT: make strokes around type

DO NOT: rotate any letters of type

DO NOT: remove any letters of type

DO NOT: add shapes to background

DO NOT: change the color of the font

3. *typefaces*

Primary typefaces

HEADLINE
ARBOTEK ULTRA

body copy
Lato regular

Fallback typefaces

HEADLINE
DIDONE HEAVY

body copy
Helvetica

4. *graphics*

KEY VISUAL:

4. graphics

PATTERN / MOTIF:
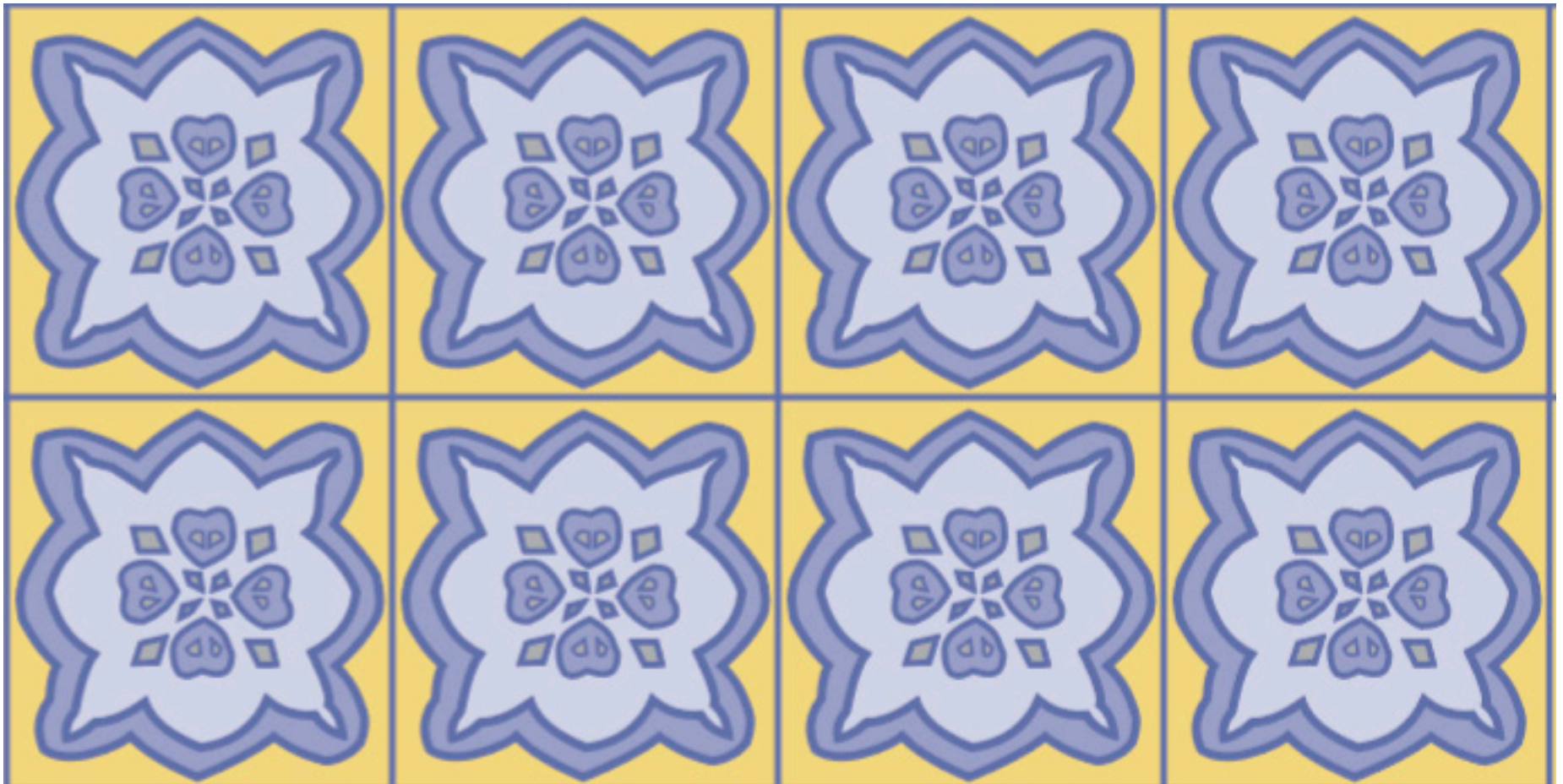
5. *print*

5. *print*

6. *web*

BRANDED APPLICATION:

USER INTERFACE WEBSITE

7. *swag*

BRANDED APPLICATION:
PROMOTIONAL TOTE BAG

7. *swag*

7. *swag*

BRANDED APPLICATION:
PROMOTIONAL PINS

7.*swag*