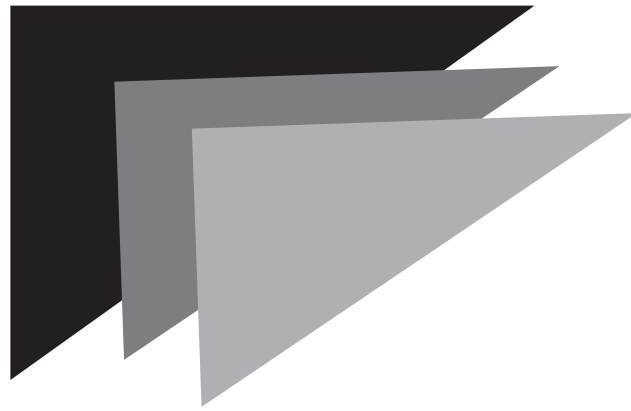


style guide

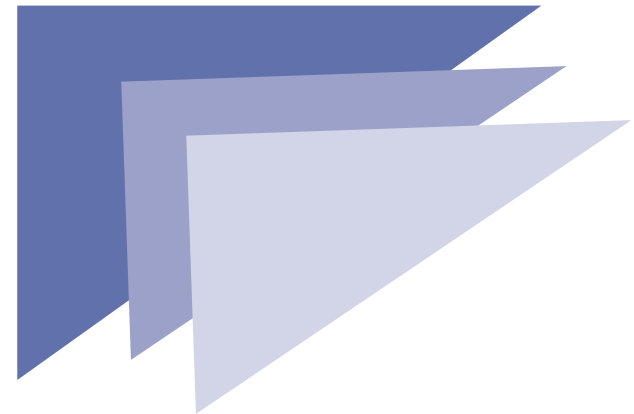
*for Running
Remote
Conference
in Lisbon, 24*

1. color

Primary Palette



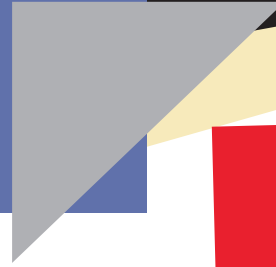
BLACK BEAUTY:
CMYK: C= M= Y= K=100
RGB:R=35 G=31 B=32
HEX: # 231F20



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

1. color

Secondary Palette

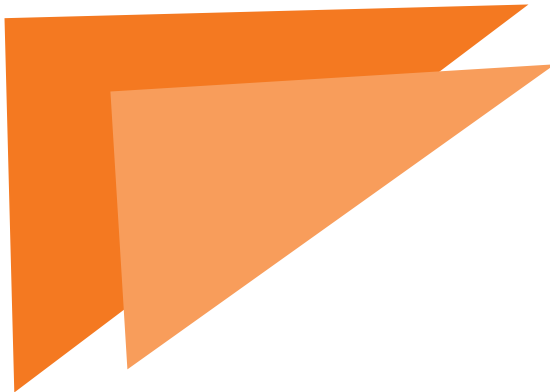


ROOSTER RED:

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:



MINIMUM SIZE: 2.975 IN X 1 IN



2. *logo*



GRAYSCALE



ONE-COLOR



POSITIVE



REVERSED

2. *logo*

Theme lockup:

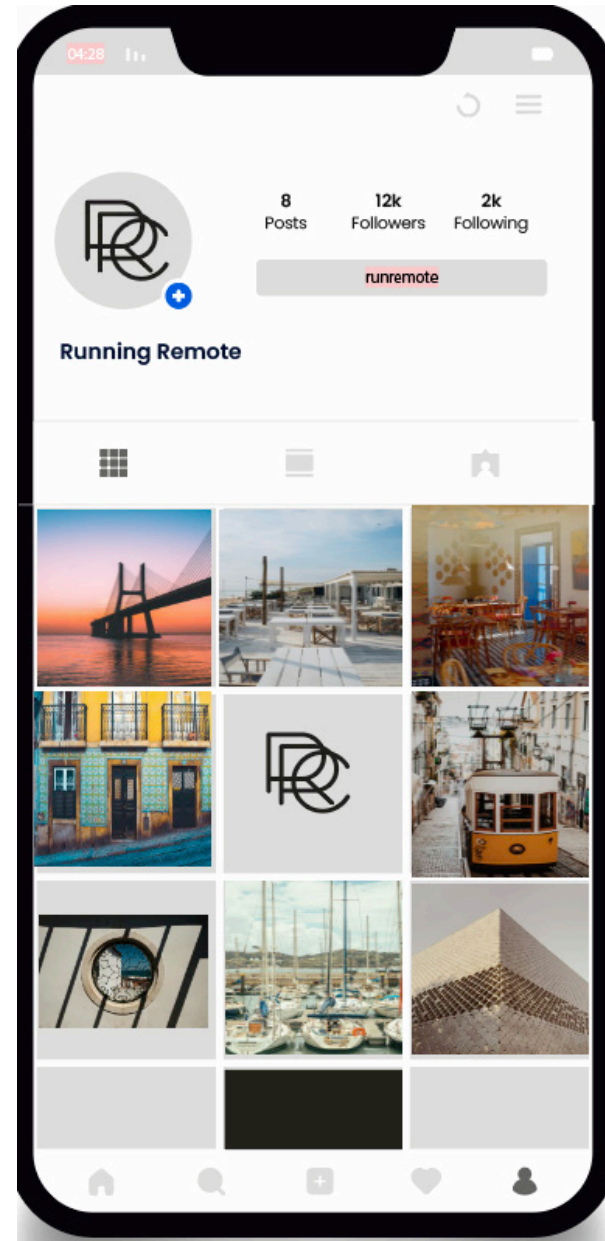


Secondary lockup:



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

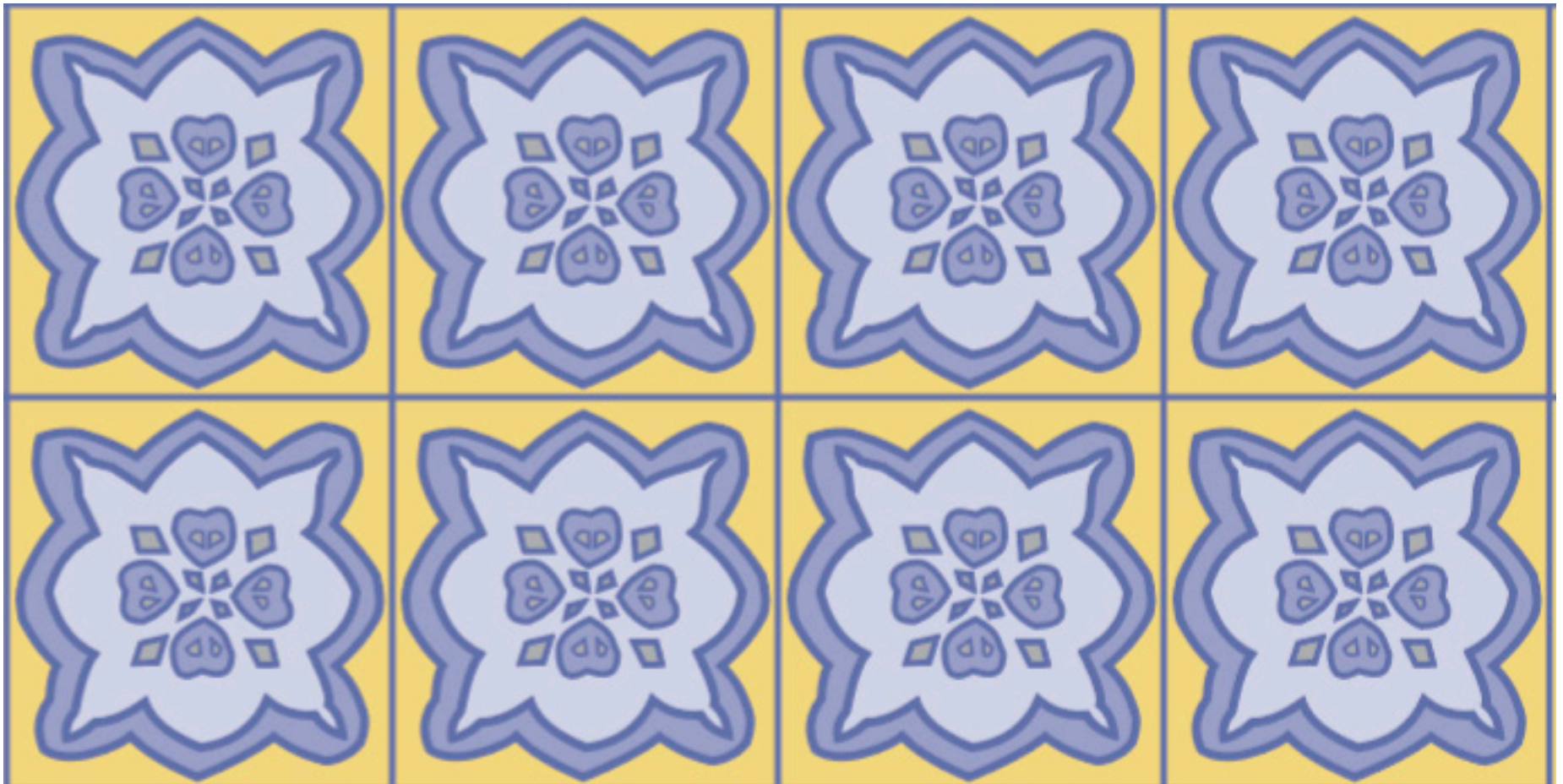
4. *graphics*

KEY VISUAL:



4. *graphics*

PATTERN / MOTIF:



5. *print*

BRANDED APPLICATION: ATTENDEE / SPEAKER BADGES



5. *print*

BRANDED APPLICATION: MARKETING POLE BANNERS



6. web

BRANDED APPLICATION: USER INTERFACE WEBSITE

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7. *swag*

BRANDED APPLICATION:
PROMOTIONAL TOTE BAG



7. *swag*

BRANDED APPLICATION:
PROMOTIONAL T-SHIRT



7. *swag*

BRANDED APPLICATION:
PROMOTIONAL PINS



7. *swag*

BRANDED APPLICATION:
PROMOTIONAL MOUSE PAD

