



**Event
Connect**™

Brand Guidelines

Version 1.1

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Logo Guidelines

Rules For Consistency

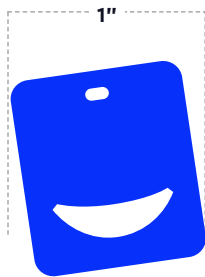


EventConnect logo

This minimalistic logo represents the union between sports and human connections.

The high contrast palette represents both connections and joy, while the sans-serif evokes simplicity. The EventConnect logo celebrates the joy of competition. It is a representation of the ease of use and convenience provided by our one-stop platform.

The colour palette, typography and visual identity are designed to reinforce the tech nature of our business and the access it provides to our clients and users.



Clear and minimum size

Keeping the logo isolated from other graphic elements is key to preserving the clarity of its presentation. A minimum amount of "protected space" should always surround the logo, separating it from headlines, text, and imagery, or from the outside edge of the document or application. Wherever possible, use more space than the minimum required around the logo.

Clear Space

The minimum white space that should be left around the logo is represented by the total height of the first letter "E". Please note: The scale of the letter "E" used should be in proportion to the scale of the logo used.

Minimum Size

The minimum size for print reproduction of the logo is defined by the total width of the full lockup at 2.5". If a smaller size is required use only the "ticket" icon. This is meant to ensure that visible text upholds its legibility.



Full-Colour Logo



Black



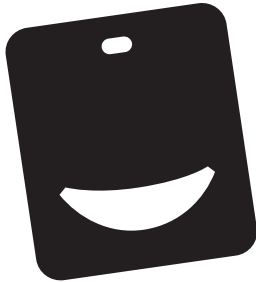
Reverse

Primary logo specifications

The full-colour positive logo on a white background is the primary application and should be used whenever possible. The logo must not be reproduced in any other colours other than those specified in the guidelines. One-colour positive black application is permitted when black and white or greyscale is the only option available. Reversing the logo on a background is permitted if the imagery provides enough contrast.



Full-Colour Icon



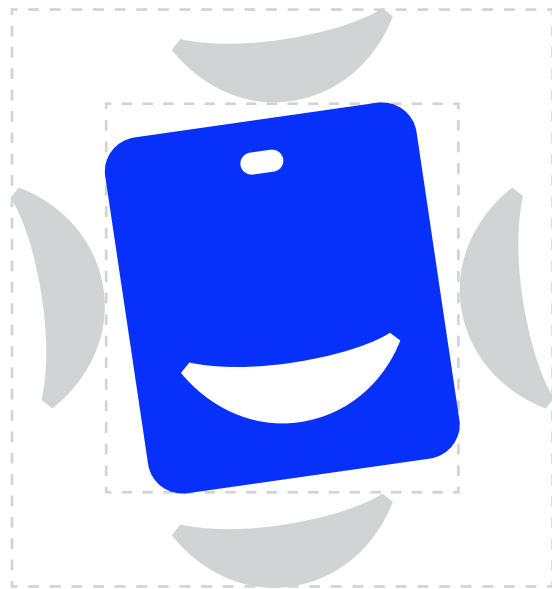
Black



Reverse

Icon specifications

The full-colour positive icon on a white background is the primary application. One-colour positive black application is permitted when black is the only alternative as a background colour and black and white or greyscale printing is the only option available.



Clear and minimum size

Keeping the icon isolated from other graphic elements is key to preserving the clarity of its presentation. A minimum amount of "protected space" should always surround the icon, separating it from headlines, text, and imagery, or from the outside edge of the document or application. Wherever possible, use more space than the minimum required around the logo.

Clear Space

The minimum white space that should be left around the logo is represented by the total height of the "smile". Please note: The scale of the "smile" used should be in proportion to the scale of the logo used.

A**B****C****D****E****F****G****H**

Incorrect logo usage

The elements of the logo must not be altered in anyway. The icon and the typography should be used as one unit. Do not split, separate, or adjust the identity in any way.

Examples of identity misuse

- A. Do not stretch or distort the logo or icon.
- B. Do not add effects to the logo or icon.
- C. Do not outline the logo or icon.
- D. Do not place the logo or icon on complicated photos.
- E. Do not use a low resolution version of the logo or icon.
- F. Do not change the placement of logo elements.
- G. Do not retype the logo.
- H. Do not change any colours in the logo or icon.



Sports



Accomodations

Icon Image Applications

Icon Usage

When using the Happy Pass Icon as a container for images, ensure the selected image provides enough contrast so the smile and punch hole are visible.

RGB colours



Event Blue

RGB R7 / G49 / B250
HEX 0731fa



Sky Blue

RGB R105 / G201 / B255
HEX 69c9ff



Gold

RGB R255 / G203 / B73
HEX ffc449



Collect Green

RGB R23 / G191 / B80
HEX 17bf50



Purple

RGB R127 / G112 / B255
HEX 7f70ff



Magenta

RGB R226 / G12 / B121
HEX e20c79



Midnight Blue

RGB R1 / G18 / B81
HEX 011251

CMYK colours



Event Blue

Pantone® 2728 C
CMYK C100 / M75 / Y0 / K0



Sky Blue

Pantone® 297 C
CMYK C49 / M5 / Y0 / K0



Gold

Pantone® 1225 C
CMYK C0 / M20 / Y82 / K0



Collect Green

Pantone® 7730 C
CMYK C73 / M0 / Y89 / K0



Purple

Pantone® 2715 C
CMYK C62 / M61 / Y0 / K0



Magenta

Pantone® 213 C
CMYK C6 / M100 / Y18 / K0



Midnight Blue

Pantone® 2768 C
CMYK C100 / M96 / Y31 / K42

Brand Colours

Primary

Consistent use of colour is a major factor in recognition and memorability of the EventConnect logo. These colours have carefully selected specifically for EventConnect and care should be taken in the consistent use of the colours.

About the Colour Palette

Our primary colour is Event Blue. When colours it is important to select the correct value based on your application. For digital uses, choose either HEX or RGB values. For print, CMYK will be the most frequently used value. PANTONE colours are included as a colour matching reference. Print colours will always be less vibrant than digital colours. A physical proof of any printed material should be requested for to approve colour accuracy.

**This document could be printed on a laser printer, produced as a PDF and viewed on screen, or reproduced as a second generation copy. It is a representation only of the specified colours and may not be visually accurate to the CMYK values, RGB values, or the websafe colours.*

Aa

Brand typography

Cera Pro's six weights, thin to black, give it a full range of expression for interfaces and corporate design; in print, on screen and in multiple languages.

Headline Font

Cera Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Subhead Font

Cera pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Copy Font

Cera Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This is a headline...

And Here is a Subhead Using Title Case

This is what body copy should look like Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt at libero non tincidunt. Phasellus sollicitudin at enim id gravida. Maecenas odio nisl, luctus sed turpis in, tristique pretium nisl. Morbi facilisis efficitur orci.

Duis pretium sodales lobortis. Donec tristique auctor odio vitae egestas. Maecenas arcu dui, maximus ullamcorper tempor vitae, mollis at tortor. Nunc tincidunt nunc vitae leo facilisis, vitae consequat ligula ornare. Aenean fringilla neque erat, ac pellentesque elit maximus eu. Duis semper dolor at tristique ultrices.

Typography

Hierarchy Usage

Hero-Cera Pro: Black

H1-Cera Pro: Black

H2-Cera Pro: Black

H3-Cera Pro: Black

Body-Cera Pro: Black

Paragraph-Cera Pro: Black

Quote-Cera Pro: Black

Hero Title

Header 1

Header 2

Header 3

Body Copy

Paragraph Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa

System Font Alternatives

When using a program like Word, Powerpoint, or email, brand fonts may not be available. Please use the following system fonts in place of brand fonts.

Typography has a distinct character to help convey brand personality. In the event that your brand fonts are unavailable, or not loaded on a users systems. These fonts have been approved for use as default system fonts. These fonts have been selected, as they most closely match the recommended brand fonts, and are widely available amongst users operating systems.

Headline Font

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Subhead Font

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Copy Font

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

This is a headline...

And Here is a Subhead Using Title Case

This is what body copy should look like
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt at libero non tincidunt. Phasellus sollicitudin at enim id gravida. Maecenas odio nisl, luctus sed turpis in, tristique pretium nisl. Morbi facilisis efficitur orci.

Duis pretium sodales lobortis. Donec tristique auctor odio vitae egestas. Maecenas arcu dui, maximus ullamcorper tempor vitae, mollis at tortor. Nunc tincidunt nunc vitae leo facilisis, vitae consequat ligula ornare. Aenean fringilla neque erat, ac pellentesque elit maximus eu. Duis semper dolor at tristique ultrices.

File Formats

This chart will help you match the appropriate logo file format with your intended use.

	Format	Image Type	Use
.eps	Encapsulated PostScript	Vector	High-quality offset or digital printing, signage, vehicles, t-shirts
.svg	Scalable Vector Graphics	Raster	Internet, Digital
.jpg	Joint Photographic Experts Group	Raster	Internet, Microsoft® Word® and PowerPoint®
.png	Portable Network Graphics	Raster	Internet, Microsoft® Word® and PowerPoint®
Colour	Application		
PANTONE	(or Spot colour) PRIMARY APPLICATION—USE WHENEVER POSSIBLE Spot colour applications, stationery, signage (vinyl may not be possible to match exact Pantone® values)		
4C	Full-colour (also called process) print applications (brochures, posters, etc. incorporating full-colour images)		
RGB	Display (computer/screen) purposes – websafe version of logo available on disk		

When providing logo files for external use:

EventConnect staff may need to submit logo files to suppliers for the creation of promotional pieces like banners, brochures, and other printed pieces. In this case, suppliers will usually ask for PMS.eps files.

When using the logo internally:

EventConnect staff who frequently use these logo guidelines will most likely only ever need to make use of the PMS or png files for things like letterheads, press releases, and PowerPoint® presentations.

Logo files for the web:

Web applications require the use of RGB colours. If you are asked to submit logo files for web applications, please use files labeled Event_Connect_Primary.png