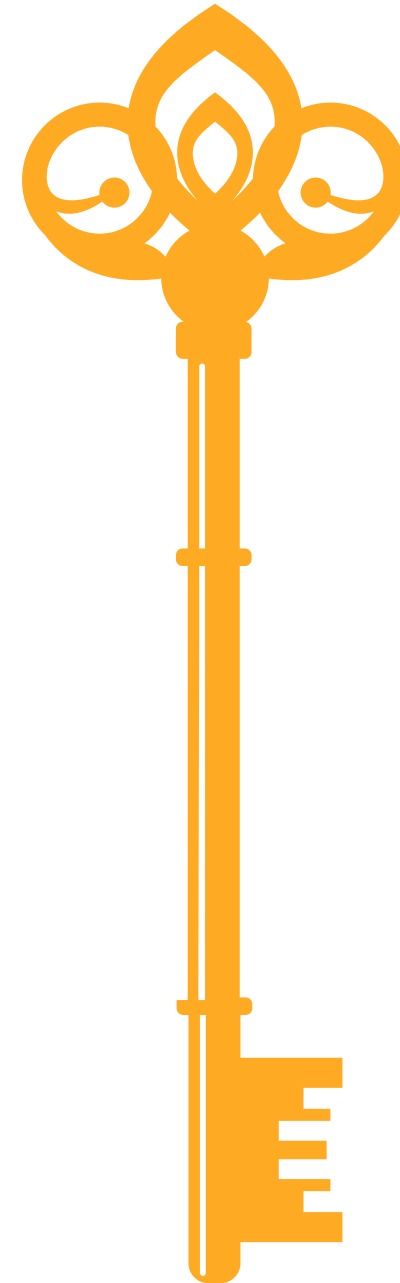


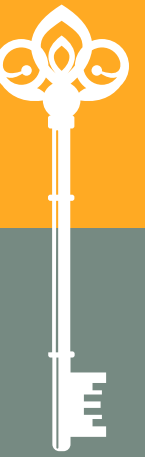


LOGO

GUIDELINES



LOGO GUIDELINES

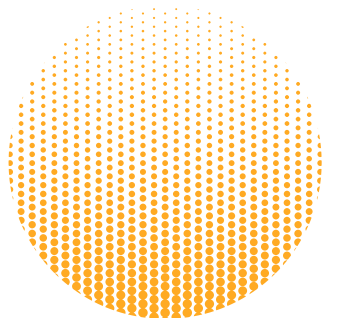


VINTAGE SOCIALITE

PROFESSIONAL MEETINGS & EVENTS

LETTER SPACING

To accurately achieve the proper spacing of the typeface, use the logo as an object. Not as text. If scaling is needed, scale the logo vector or high resolution jpeg. The logo should also include the service line “professional meetings & events”.



LOGO GUIDELINES



PRIMARY
"LINEAR"

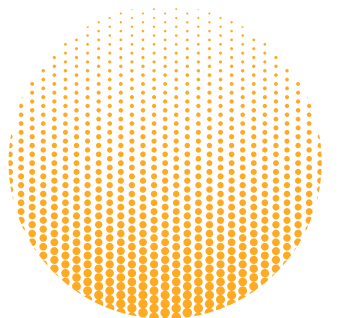
VINTAGE SOCIALITE
PROFESSIONAL MEETINGS & EVENTS

SECONDARY
"STACKED"

VINTAGE
SOCIALITE
PROFESSIONAL MEETINGS & EVENTS

LOGO
VARIANTS

The logo can only be transcribed as shown above. Linear or Stacked are the two variants for the logo.



LOGO GUIDELINES



VINTAGE SOCIALITE | VINTAGE SOCIALITE

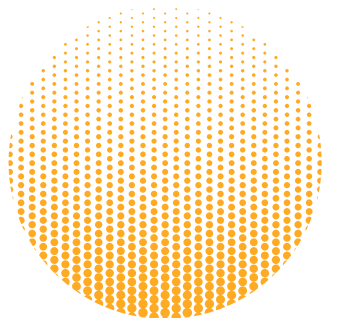
100% 50%

VINTAGE
SOCIALITE | VINTAGE
SOCIALITE | VINTAGE
SOCIALITE

100% 50% 25%

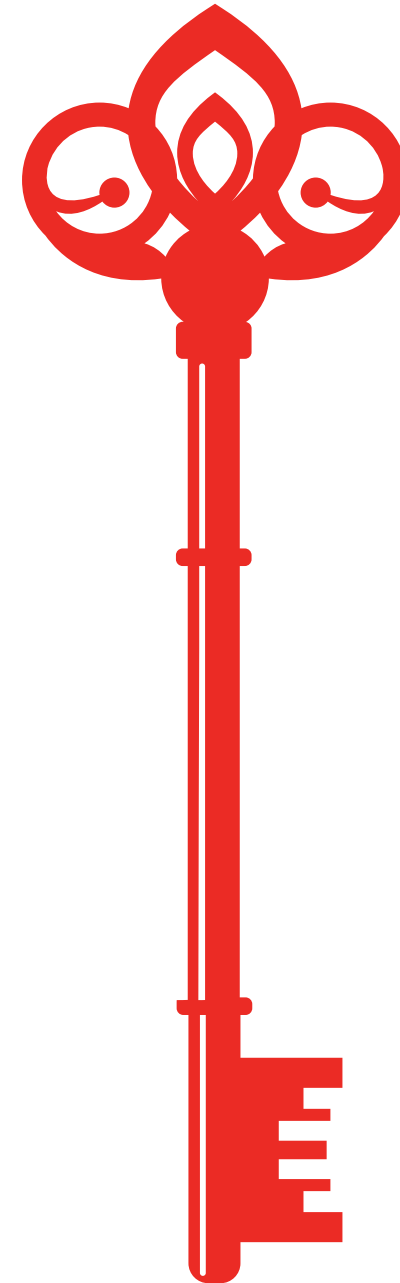
MINIMUM SIZING

Never scale the logo to the point where the letters become illegible. Use linear logo for rectangular applications. Switch to stacked logo for square applications.



ICON

GUIDELINES

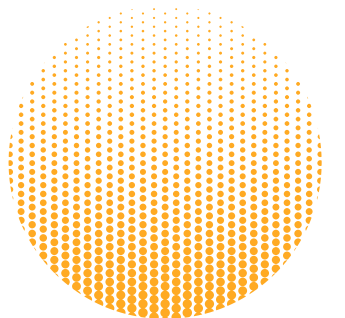


ICON GUIDELINES

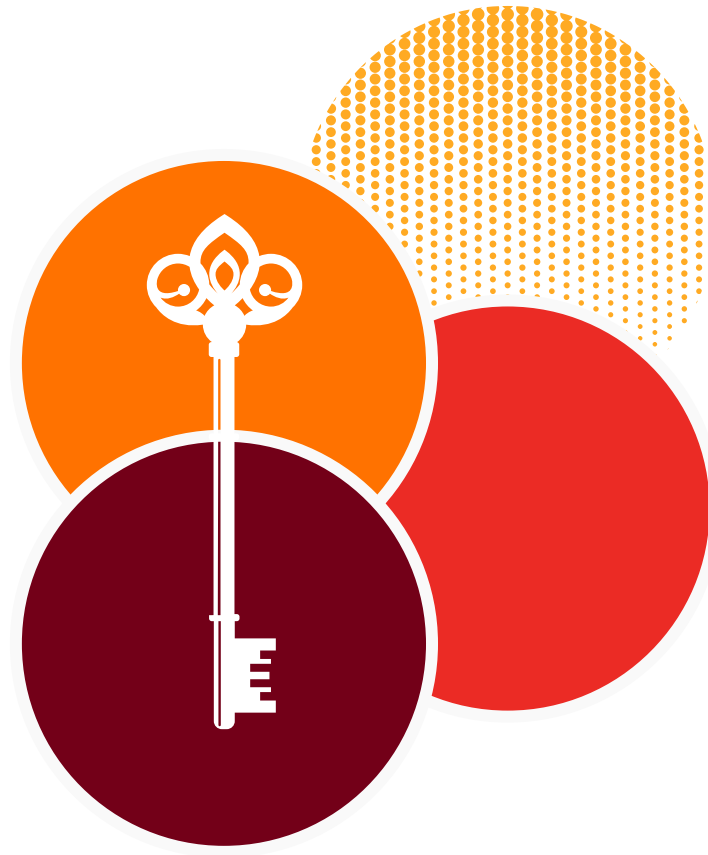


EXISTING
ICON

Currently, the “KEY” shape is a part of the logo typeface. The “KEY” is not currently used as an icon. Suggested Icon follows.

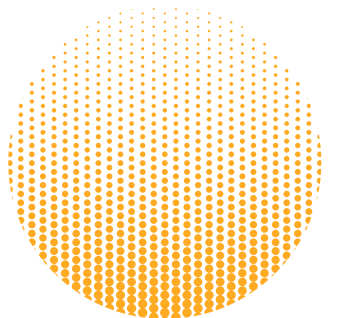


ICON GUIDELINES



SUGGESTED
ICON

This Icon is a stand-alone asset to be used for graphic content and creation. Icon should be used along with the logo obeying “lock-up” standards.



ICON GUIDELINES



EVENT STRATEGY
B2B



EVENT SERVICES
B2B



EVENT STRATEGY
B2C



EVENT SERVICES
B2C



EVENT MANAGEMENT
B2B



EVENT TRAINING
B2B



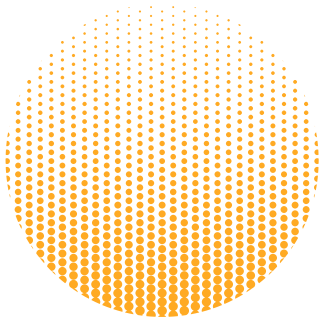
EVENT MANAGEMENT
B2C



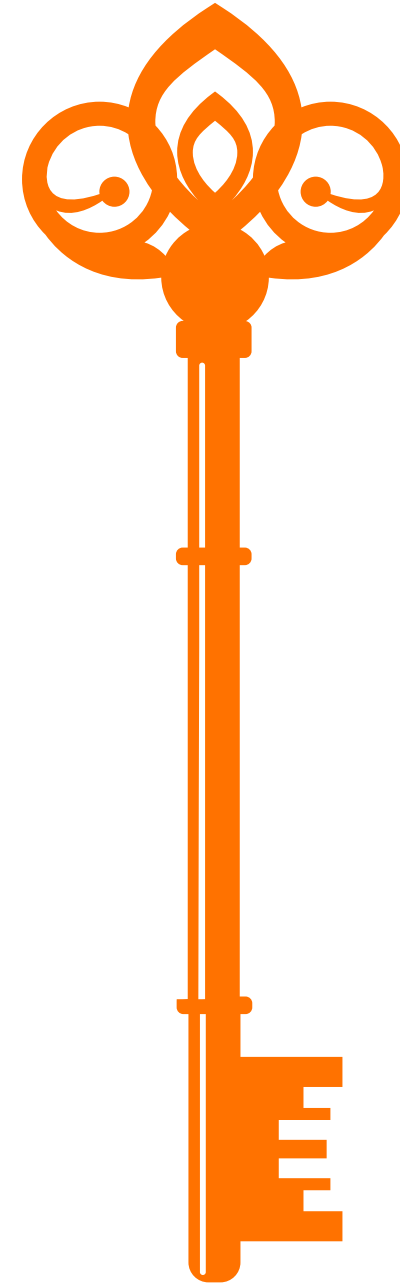
EVENT TRAINING
B2C

ICON VARIANTS

The icon can be used with the following color variants. The Icon should always be used with full color wherever applicable. The gray variants are for subjects or subtopics. Not main page or premier use.



LOCK-UP GUIDELINES

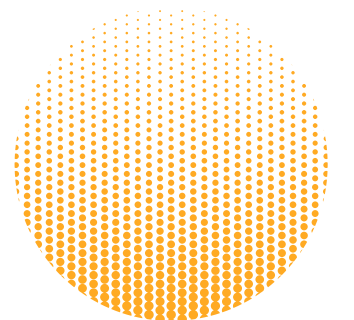


LOCK-UP GUIDELINES

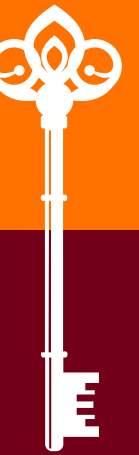


THE LOCK-UP

The Lock-up must consist of the Icon and the Logo (typeface). It should also include the service line “professional meetings & events”.



LOCK-UP GUIDELINES



PRIMARY "LINEAR"

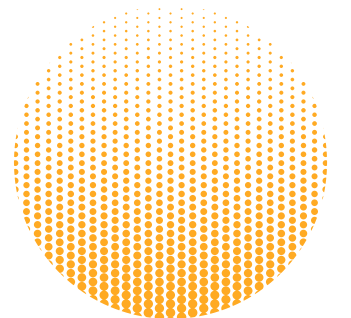


SECONDARY "STACKED"

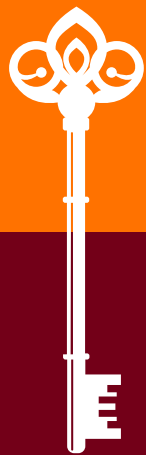


THE LOCK-UP

The Lock-up must consist of the Icon and the Logo (typeface). It should also include the service line "professional meetings & events". **The yellow circle within the Icon is in a different position in the linear logo. Use as shown above.



LOCK-UP GUIDELINES



PRIMARY
"LINEAR"

VINTAGE SOCIALITE
PROFESSIONAL MEETINGS & EVENTS



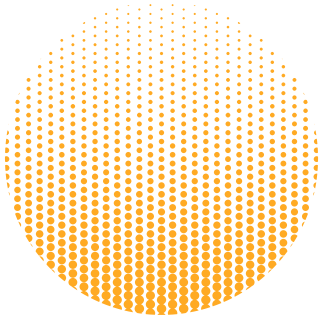
SECONDARY
"STACKED"

VINTAGE
SOCIALITE
PROFESSIONAL MEETINGS & EVENTS



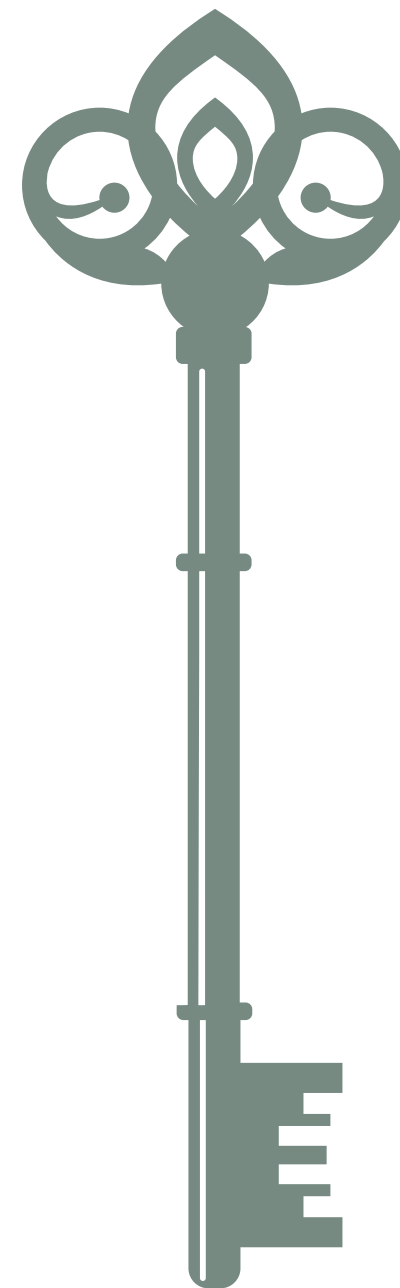
BLACK &
WHITE

When a non-colored variant is requested, Use just the logo, no Icon.



TYPOGRAPHY

GUIDLINES



TYPOGRAPHY



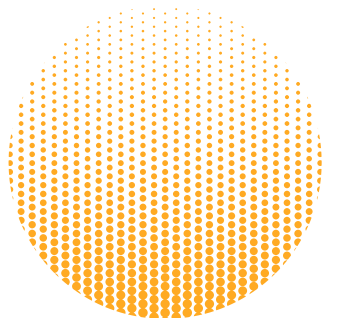
AaBbCc
AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-=;, . {} []

PRIMARY
TYPEFACE

FONT: Didot LT Pro

WEIGHT: Regular & Thin



TYPOGRAPHY



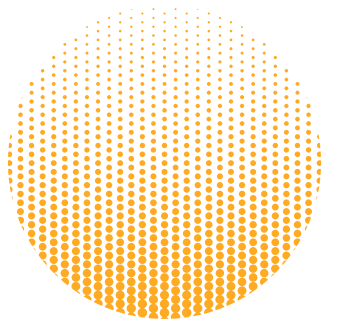
AaBbCc
AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-=;, . {} []

SECONDARY
TYPEFACE

FONT: Adelle Sans Cnd

WEIGHT: Thin & Regular



TYPOGRAPHY



HEADER
TEXT

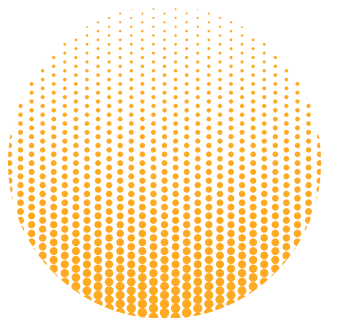
Didot Header

BODY
TEXT

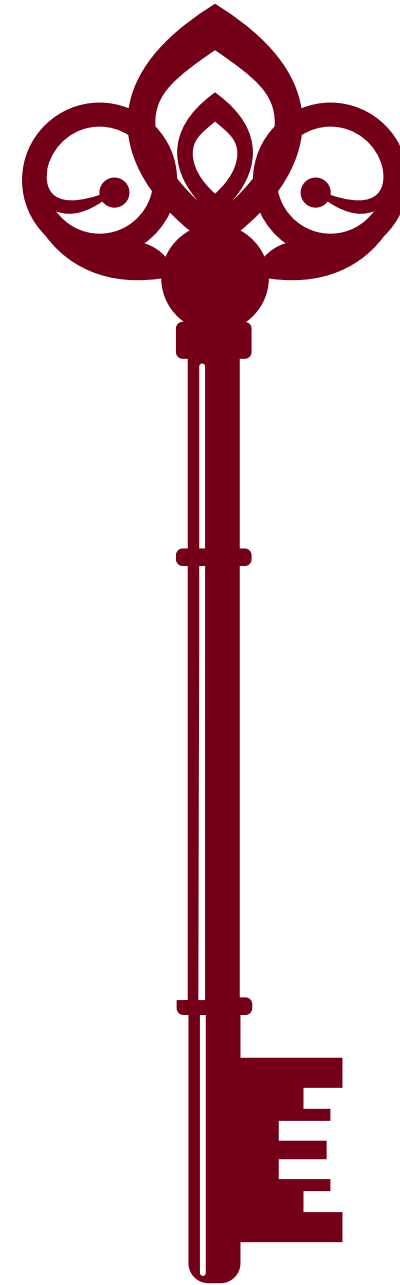
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nos-

TYPOGRAPHY
USAGE

Use Didot Bold for headers, Didot Roman for Sub Headers, and Adelle Thin for body text.



COLOR GUIDELINES



COLOR GUIDELINES



R235 G228 B208 HEX#EBE4D0	CORPORATE SUEDE	NEUTRAL
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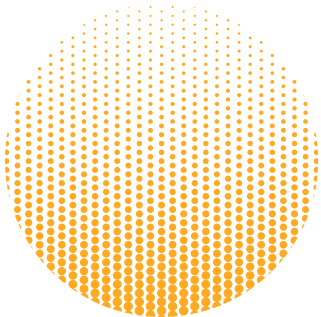
R255 G114 B0 HEX#FF7200	STRATEGY ORANGE	ACCENT
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R45 G50 B52 HEX#2D3234	TRANSITION GRAY	NEUTRAL
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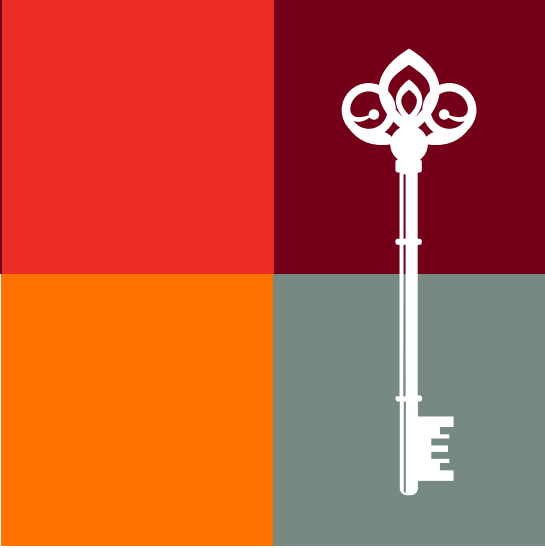
R216 G37 B72 HEX#D82548	EXCELLENCE RED	ACCENT
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R255 G170 B72 HEX#FFAA23	PRODUCTION GOLD	PRIMARY
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R115 G0 B24 HEX#730018	SOCIAL MOROON	PRIMARY
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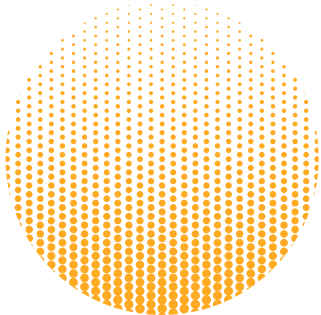


COLOR GUIDELINES



THE LOCK-UP

Only use the variants above for color options of the logo. If the logo is to be used with the icon (the Lock-up), use as noted in the Lock-up section. Lock-up text always to be black.

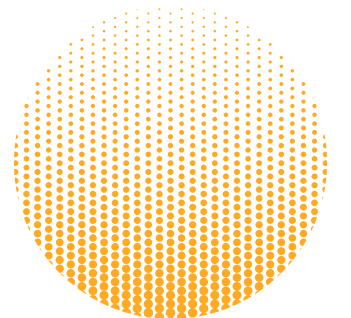


COLOR GUIDELINES



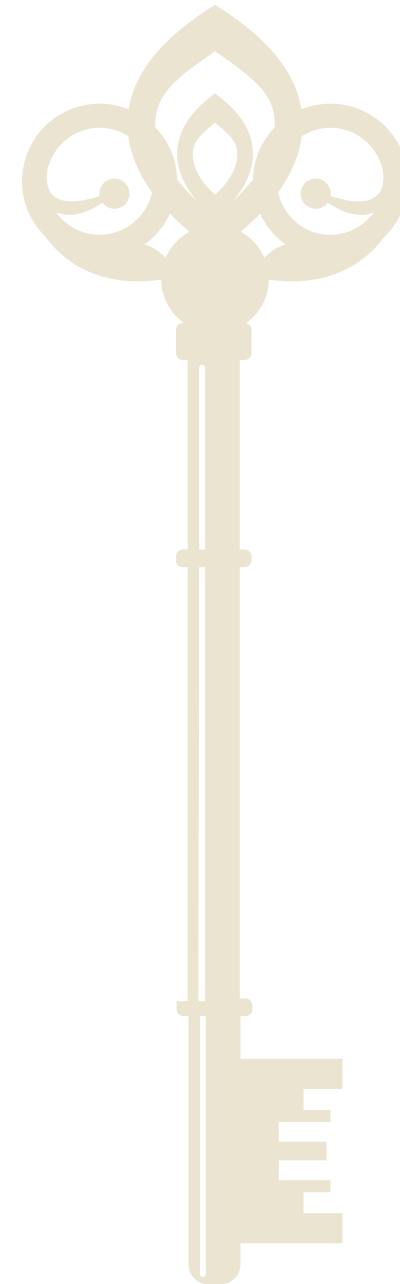
THE LOCK-UP

Use this variant when a black or dark background is required.

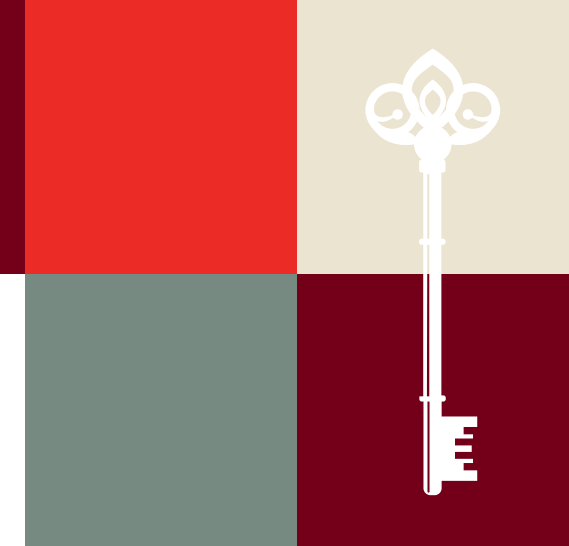
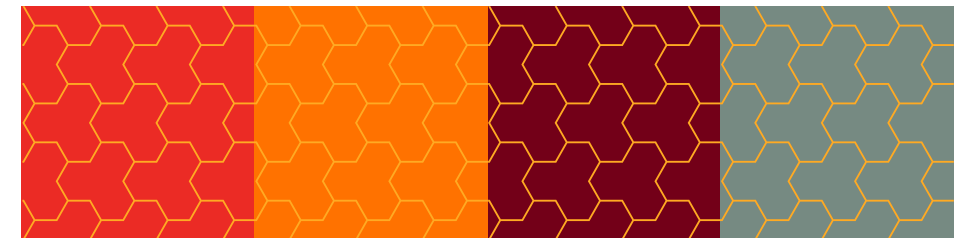
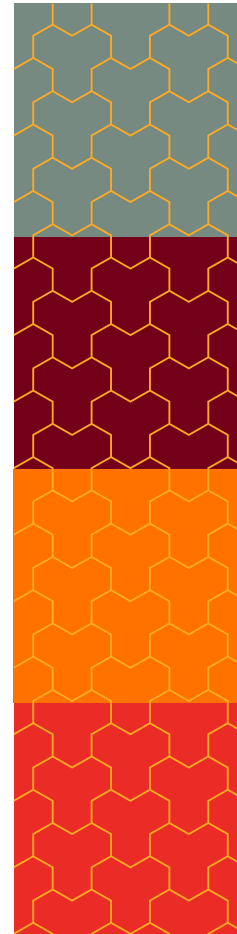
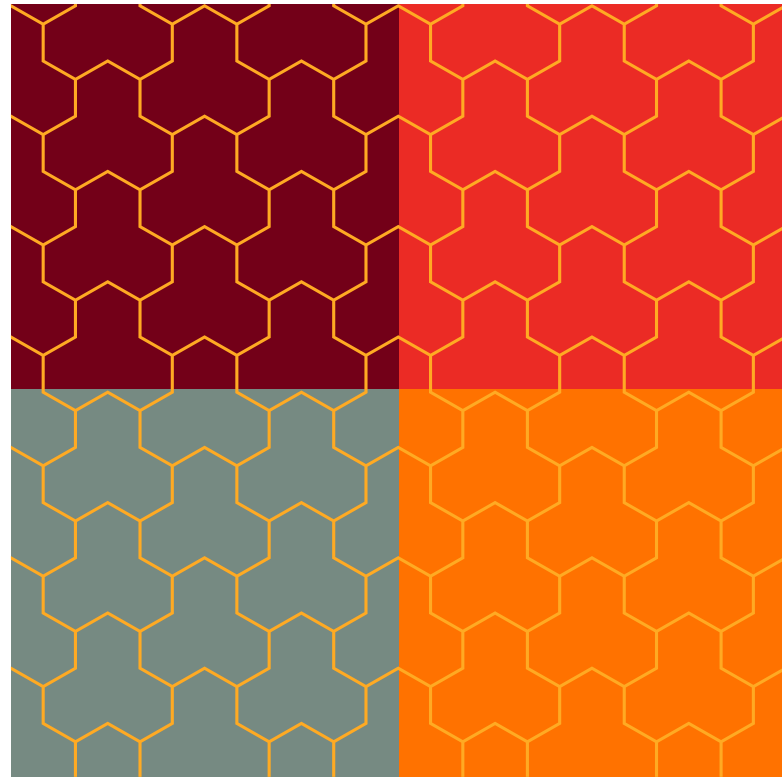


BRAND

PATTERNS

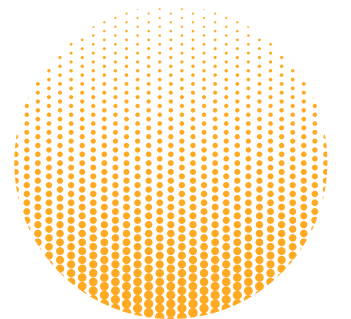


BRAND PATTERNS

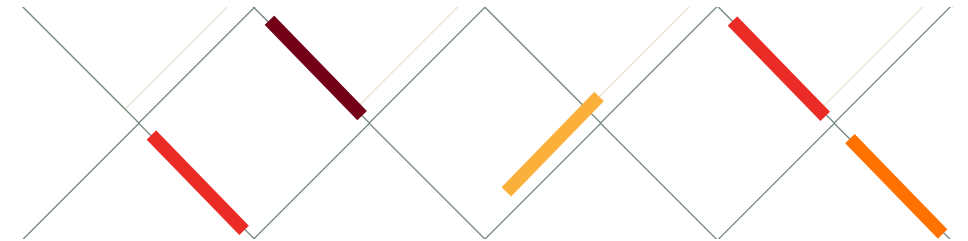
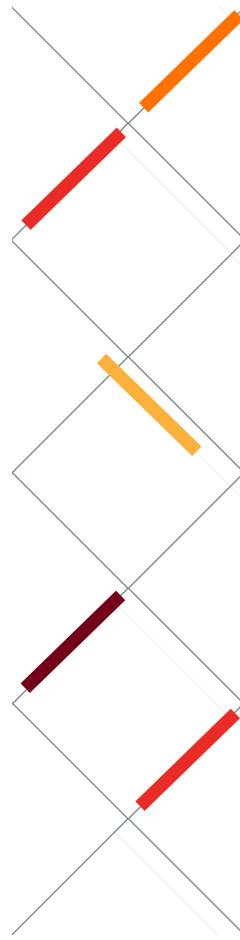
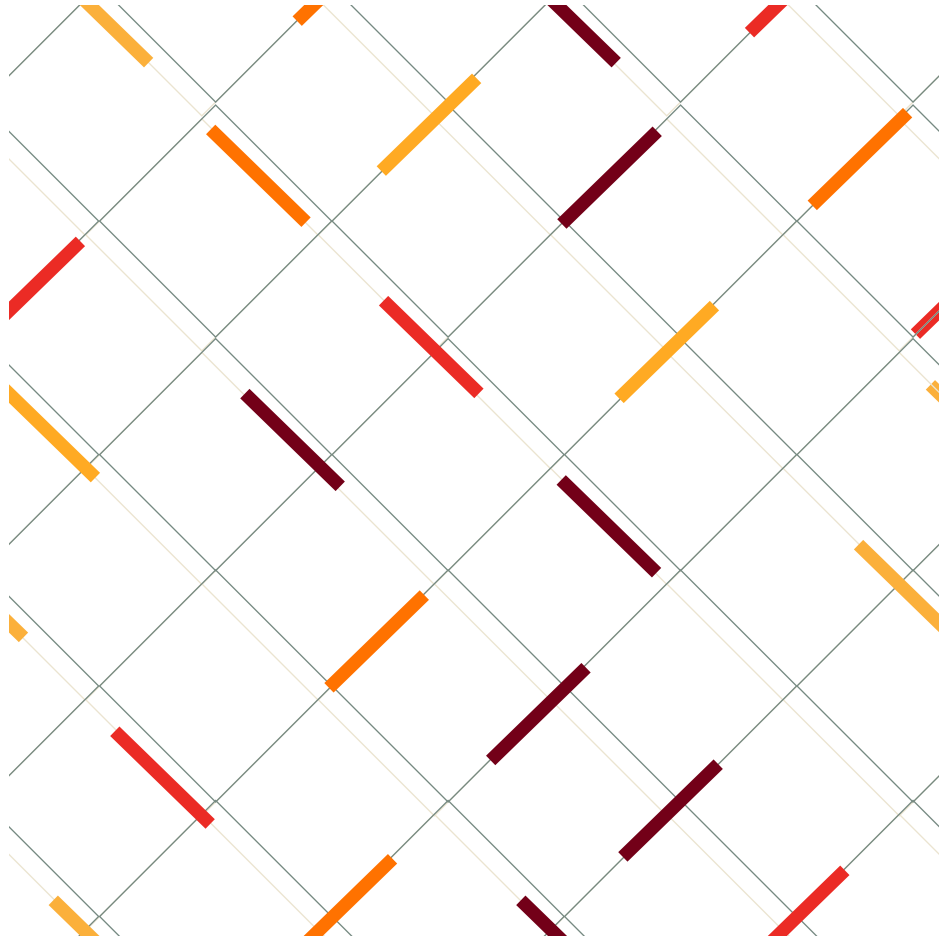


PATTERN
PRIMARY

The pattern is meant to be tiled across backdrop, or used as an accent strip for headers of presentation and/or documents.

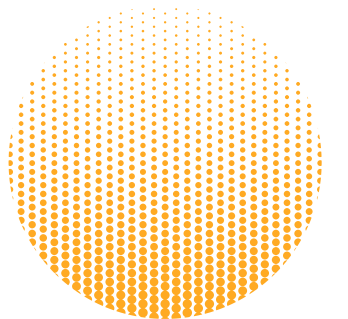


BRAND PATTERNS



PATTERN
SECONDARY

The pattern is meant for virtual applications. Use as accent texture on web pages, mobile apps, etc.



BRAND PATTERNS



PATTERN
SECONDARY

The pattern is meant for virtual applications. Use as accent texture on web pages, mobile apps, etc.

