

# EVENTSCAPE

BRAND GUIDELINES

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# LOGO STANDARDS.

The Eventscape Inc. logo is a key element of our brand identity. It is one of our most valuable company assets, and consistent usage enhances marketplace recognition.

## Primary Logos:



## Spacing:

Surround the Eventscape Inc Logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a 0.25 IN of clear space around the logo.



## Minimum Size:

The minimum size of the Eventscape logo is 1.5IN wide. Use only in extreme cases.



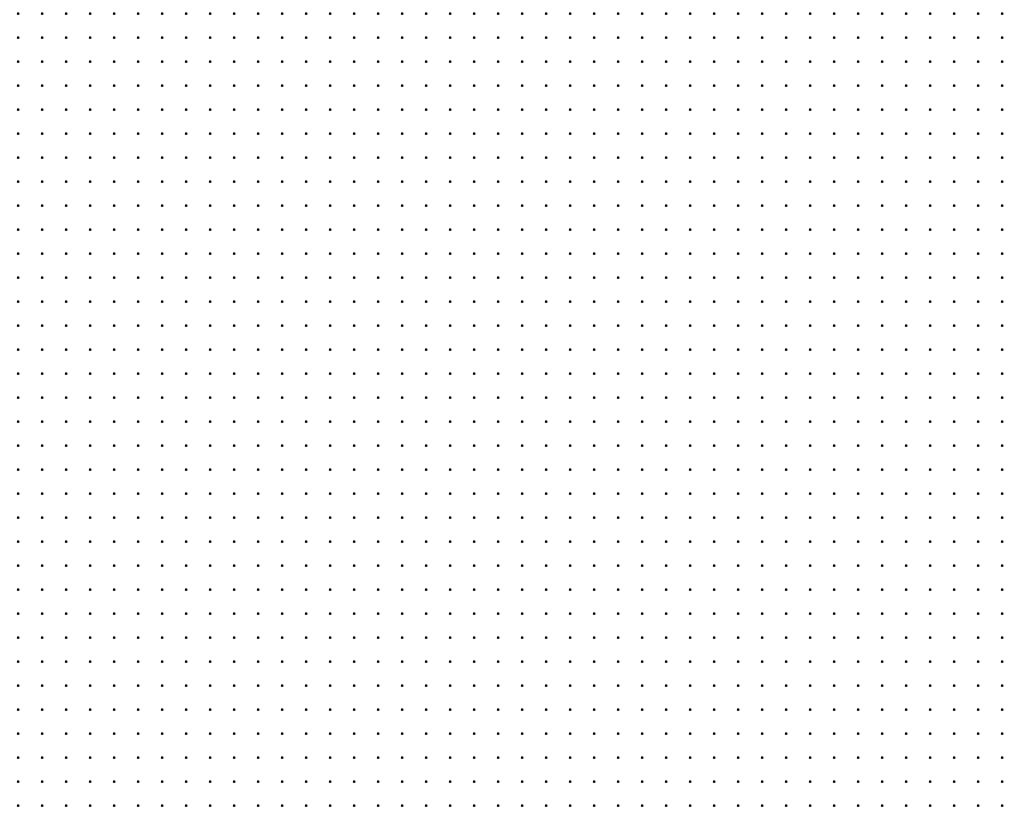
# LOGO STANDARDS.

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## Secondary Logos:



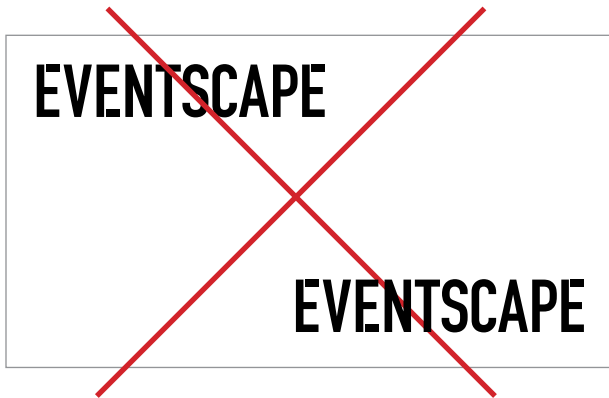
## Tertiary Assets:



# INCORRECT USAGE.

Eventscape's logo has been set and in no circumstance should it be altered or distorted in any of its applications. Below shows incorrect uses of the Eventscape logo.

**DO NOT** use more than one logo per visual surface.



**DO NOT** skew, bevel, fold, stretch, add a drop shadow or otherwise alter the shape or appearance of the logo.



**DO NOT** rotate, invert, spin, angle or pivot the logo.



# TYPEFACE.

Eventscape's primary typeface is the DIN family. Multiple levels of typographic hierarchy are defined both for aesthetic, readability and consistency for all Eventscape's internal and external communications.

## BODY COPY

FF DIN OT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$&@?!/+(.,:;)

FF DIN OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$&@?!/+(.,:;)

## FOR QUOTES

*FF DIN OT LIGHT ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 \$&@?!/+(.,:;)*

FF DIN OT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$&@?!/+(.,:;)

## HEADERS

**FF DIN OT CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 \$&@?!/+(.,:;)**

**FF DIN OT BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 \$&@?!/+(.,:;)**

# BUSINESS CARDS.

The following colour options are available for business cards. Business cards should only be printed from approved templates. When working with these templates the position of elements should not be moved or altered.

## Front (TBD):



## Back (TBD):



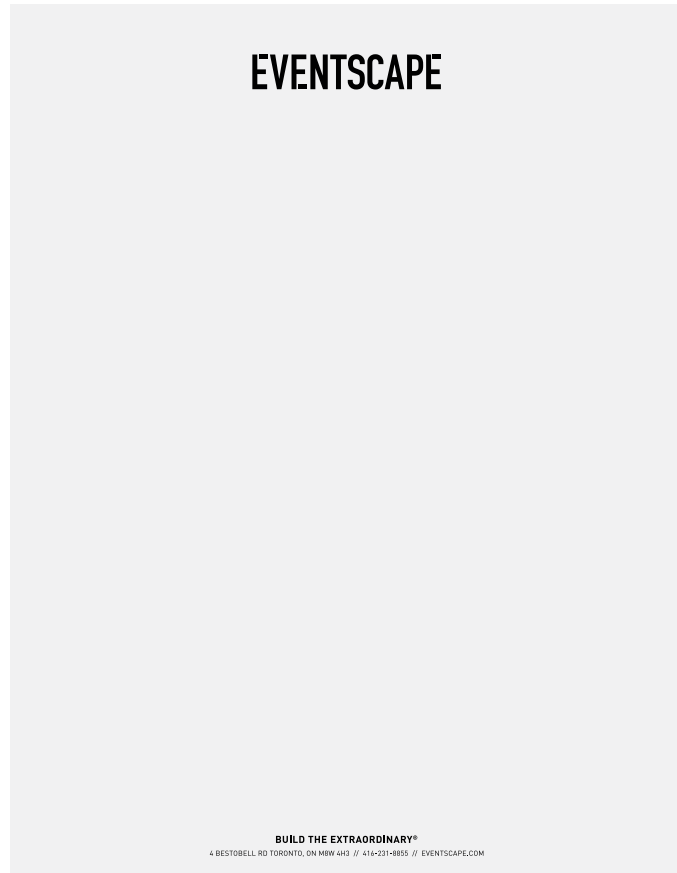
## PRINTER SPECS

Debossed Eventscape logo  
White screen-printed info  
URL in black foil

# EXTERNAL

The following layout is to be used for letterhead and envelopes. Any external communication materials should only be printed from the approved templates.

**Stationary:**



**Envelopes:**

