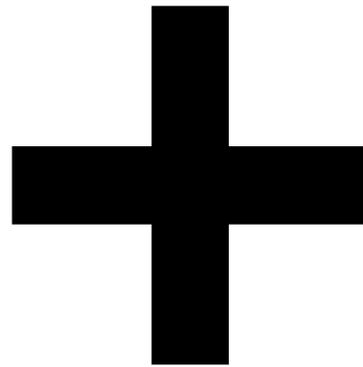




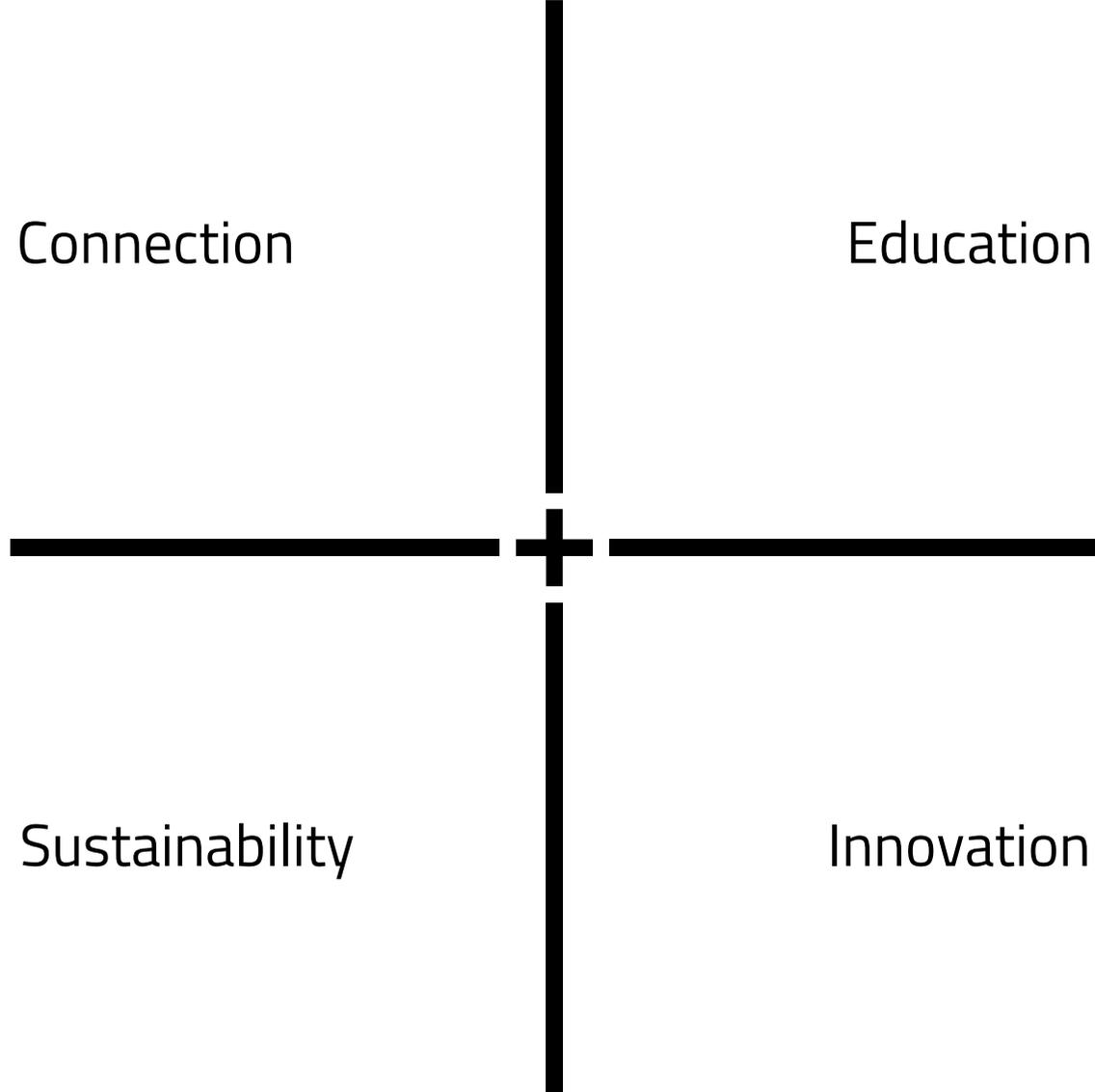
ASSOCIATION
OF GLOBAL
EVENT
SUPPLIERS

Basic brand guidelines V.2

At the core of our concept is the addition symbol and the positive functions and benefits it denotes. The combination of expertise and leadership adds up to a unique proposition for a global trade association.



The power of addition - greater than the sum of its parts



Connection

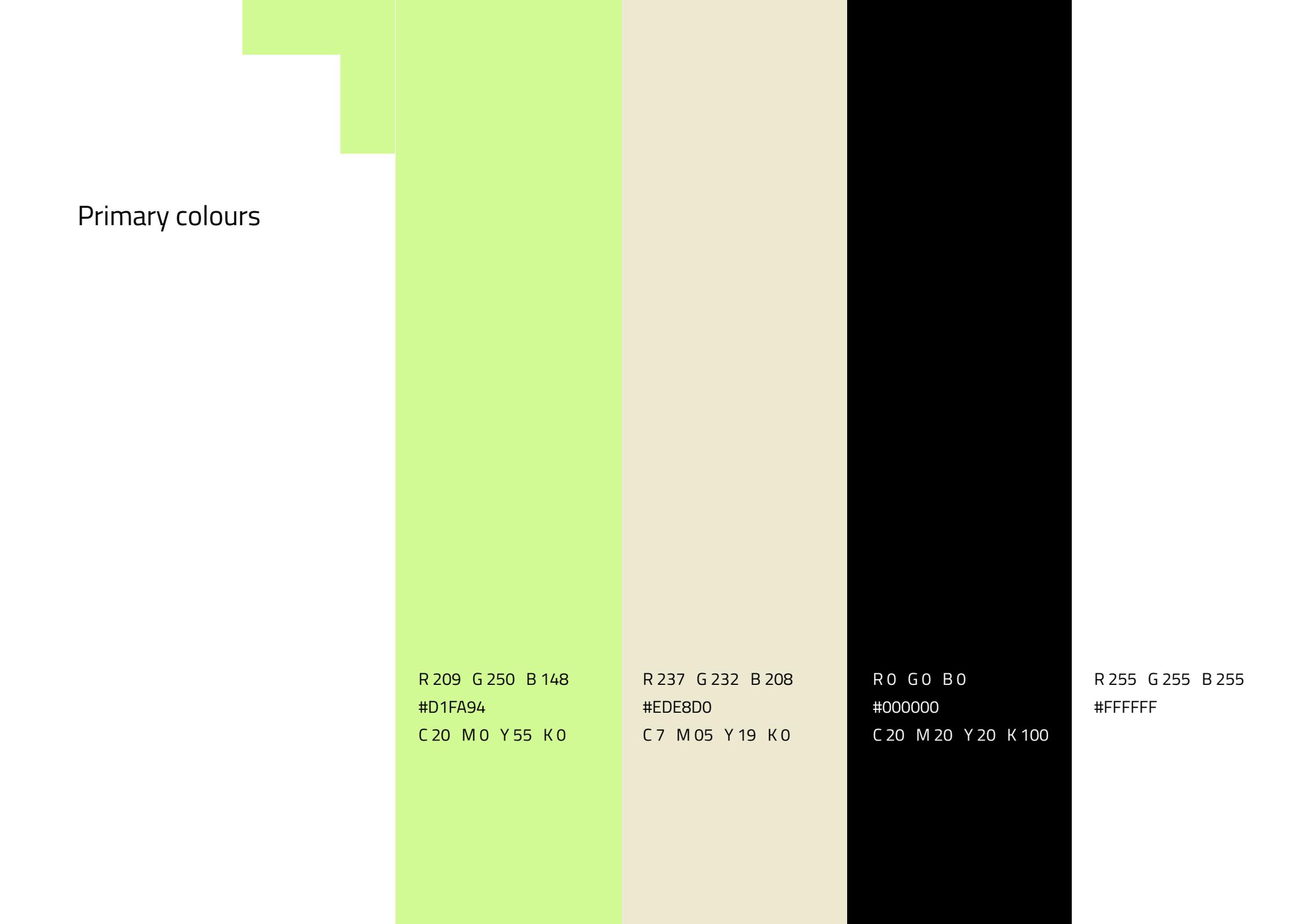
Education

Sustainability

Innovation

The epicentre for event
infrastructure expertise

Primary colours



R 209 G 250 B 148
#D1FA94
C 20 M 0 Y 55 K 0

R 237 G 232 B 208
#EDE8D0
C 7 M 05 Y 19 K 0

R 0 G 0 B 0
#000000
C 20 M 20 Y 20 K 100

R 255 G 255 B 255
#FFFFFF

Fonts

Titillium Web can be obtained from
Google Fonts

Titillium Web Extra Light 200

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz
.,/?!@&*

Titillium Web Extra Light 200 Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz*

Titillium Web Regular 400

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz

Titillium Web Regular 400 Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz*

Titillium Web SemiBold 600

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
abcdefghijklm
nopqrstuvwxyz**

Titillium Web SemiBold 600 Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
abcdefghijklmn
opqrstuvwxyz***

Primary logo with descriptor

The logo should never be recreated in any shape or form and should only be used from a master source



Clear zone



Primary logo with descriptor on colours

Our logo should only sit on a flat
colour from our colour palette

Do not place the logo on an image
or photo



Primary logo without descriptor

The logo should never be recreated in any shape or form and should only be used from a master source

Clear zone



AGES

The primary logo consists of the word "AGES" in a bold, black, sans-serif font. A small, light green plus sign is positioned between the 'G' and 'E'.

Primary logo
without descriptor
on colours

Our logo should only sit on a flat
colour from our colour palette

Do not place the logo on an image
or photo

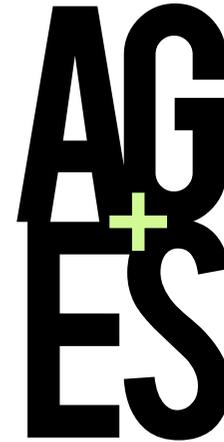
The logo consists of the word "AGES" in a bold, black, sans-serif font. A small green plus sign is positioned between the "G" and "E".The logo is displayed in black on a solid light green background.The logo is displayed in light green on a solid black background.The logo is displayed in black on a solid light beige background.

Secondary logo

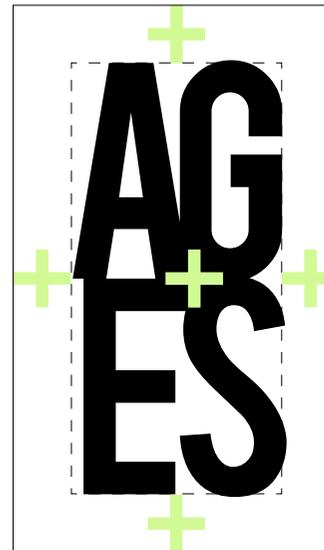
The logo should never be recreated in any shape or form and should only be used from a master source

The vertical logo should only be used for vertical materials (banners, posters, flags etc.) to create visual impact

Clear zone



AGES



Secondary logo on colour

Our logo should only sit on a flat
colour from our colour palette

Do not place the logo on an image
or photo



Community colours

R 255 G 137 B 4
#FF8904
C 0 M 56 Y 100 K 0

R 255 G 34 B 189
#FF22BD
C 7 M 85 Y 0 K 0

R 194 G 43 B 255
#C22BFF
C 48 M 79 Y 0 K 0

R 15 G 203 B 245
#0FCBF5
C 64 M 0 Y 2 K 0

Community logos

AGES

AGES

AGES

AGES

AGES

AGES

AGES

AGES

Imagery

Our imagery needs to capture the brand's essence
- "an exciting place to be"

Highlighting (young) people working on events, setting up an event, diverse crowds and the energy of live events (concerts, sports, etc.).

Events should evoke joy, excitement and inspiration

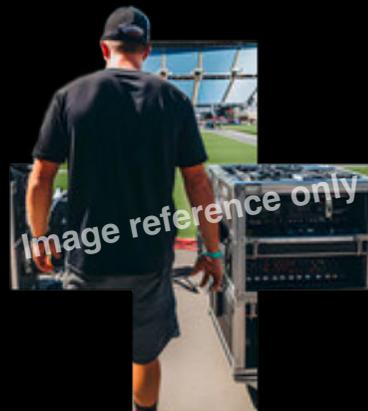
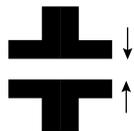
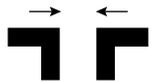


Hero images

The hero image adds life to the 'Plus' It represents the epicentre for event infrastructure expertise

The focal point breaks out of the 'Plus' giving a layering effect

AGES+

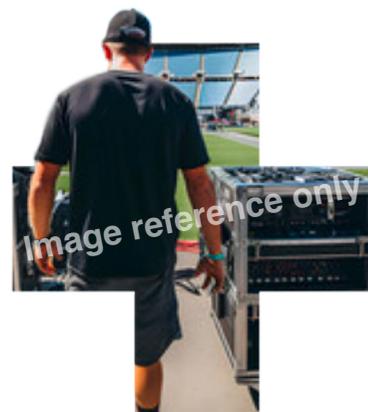
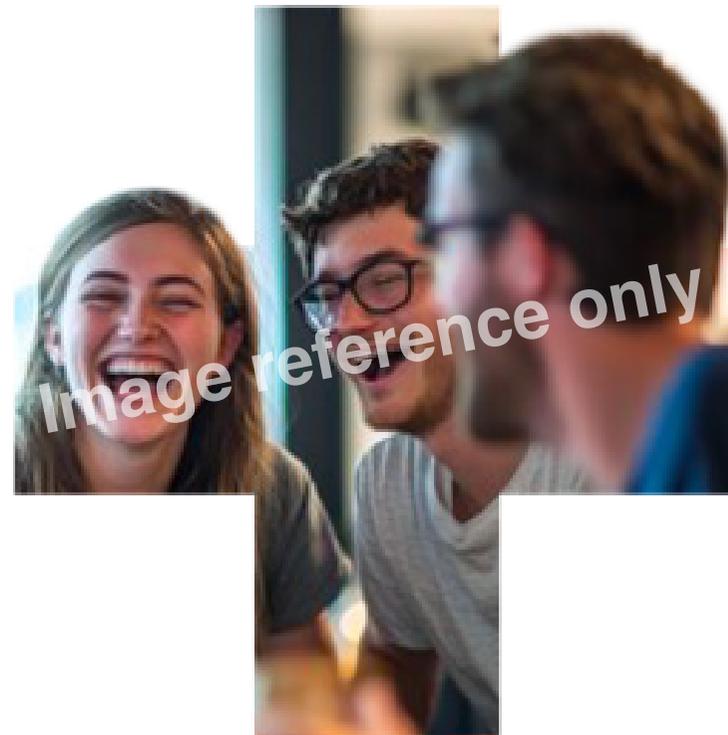
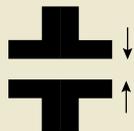
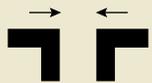


Hero images

The hero image adds life to the 'Plus' It represents the epicentre for event infrastructure expertise

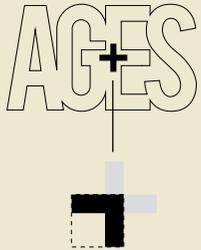
The focal point breaks out of the 'Plus' giving a layering effect

AGES+

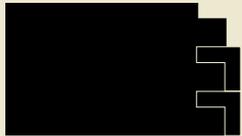


Regular images

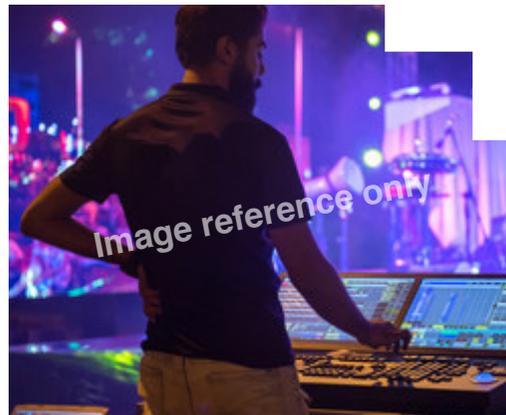
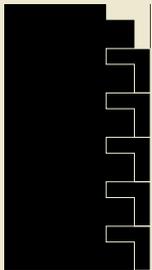
The crop of the 'Plus' is used to highlight a corner of an image



Landscape proportion



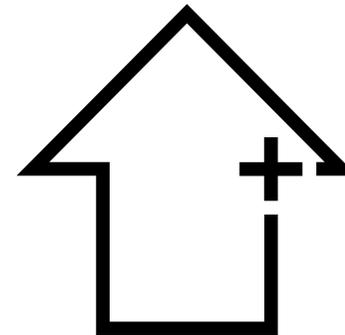
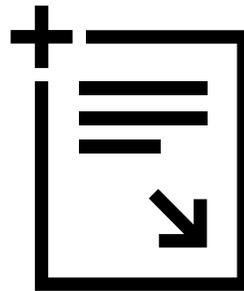
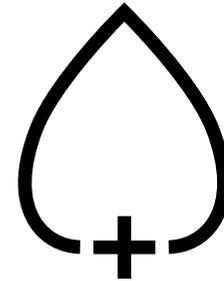
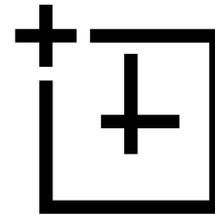
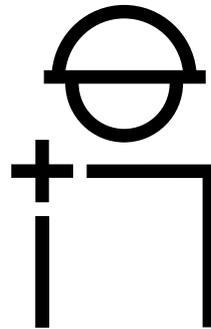
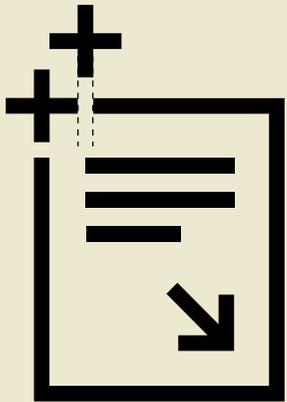
Portrait proportion



Icons

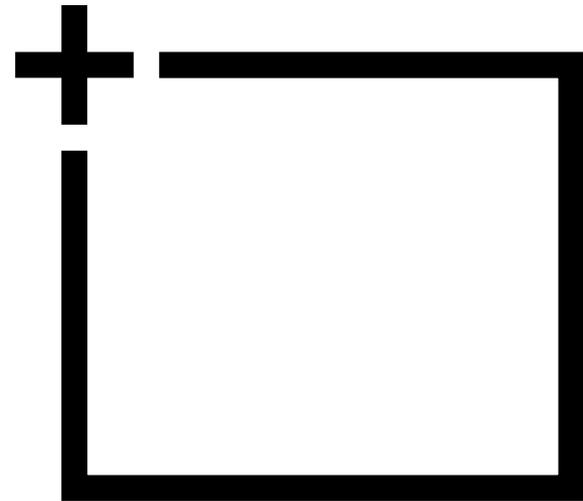
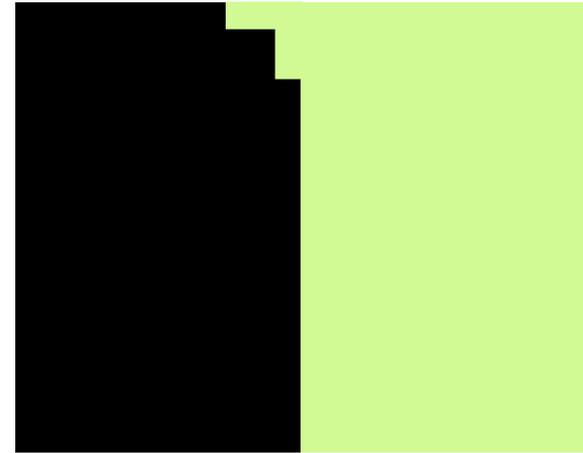
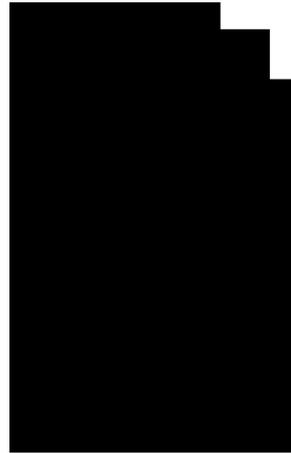
Iconography uses the 'Plus' symbol to connect back to the brand

The break between the 'Plus' is the line width



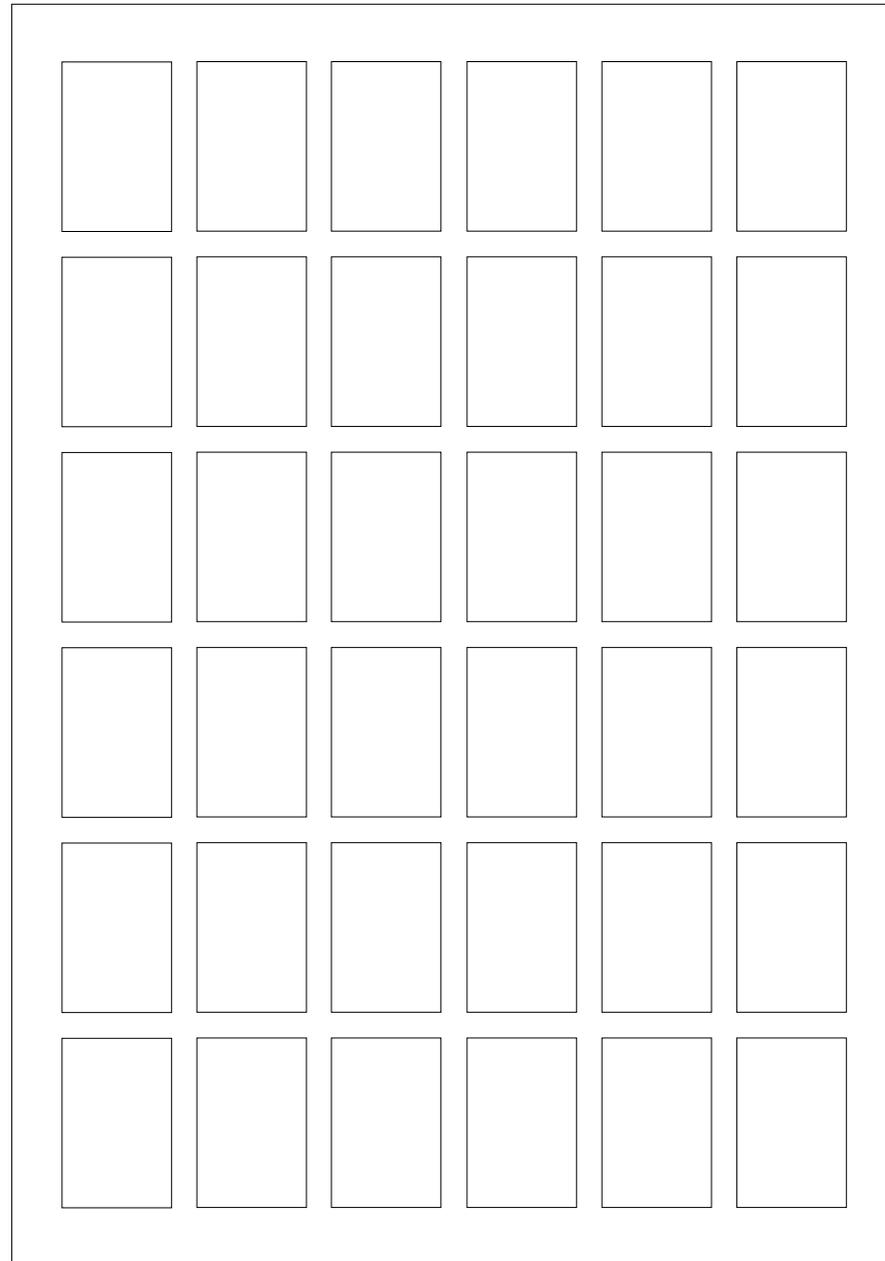
Graphic devices

Examples



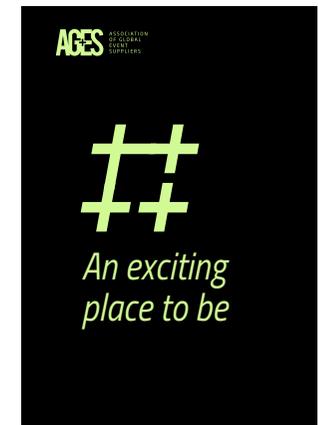
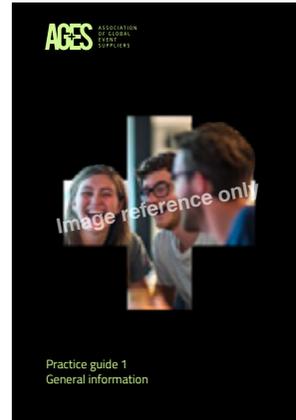
Columns and grids

For flexibility we use a 6 column grid



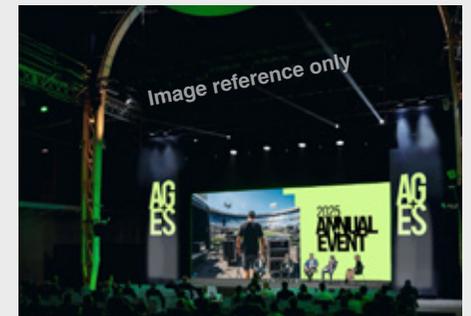
Primary logo

Examples of brand look and feel



Secondary logo

Examples of brand look and feel





ASSOCIATION
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EVENT
SUPPLIERS

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