



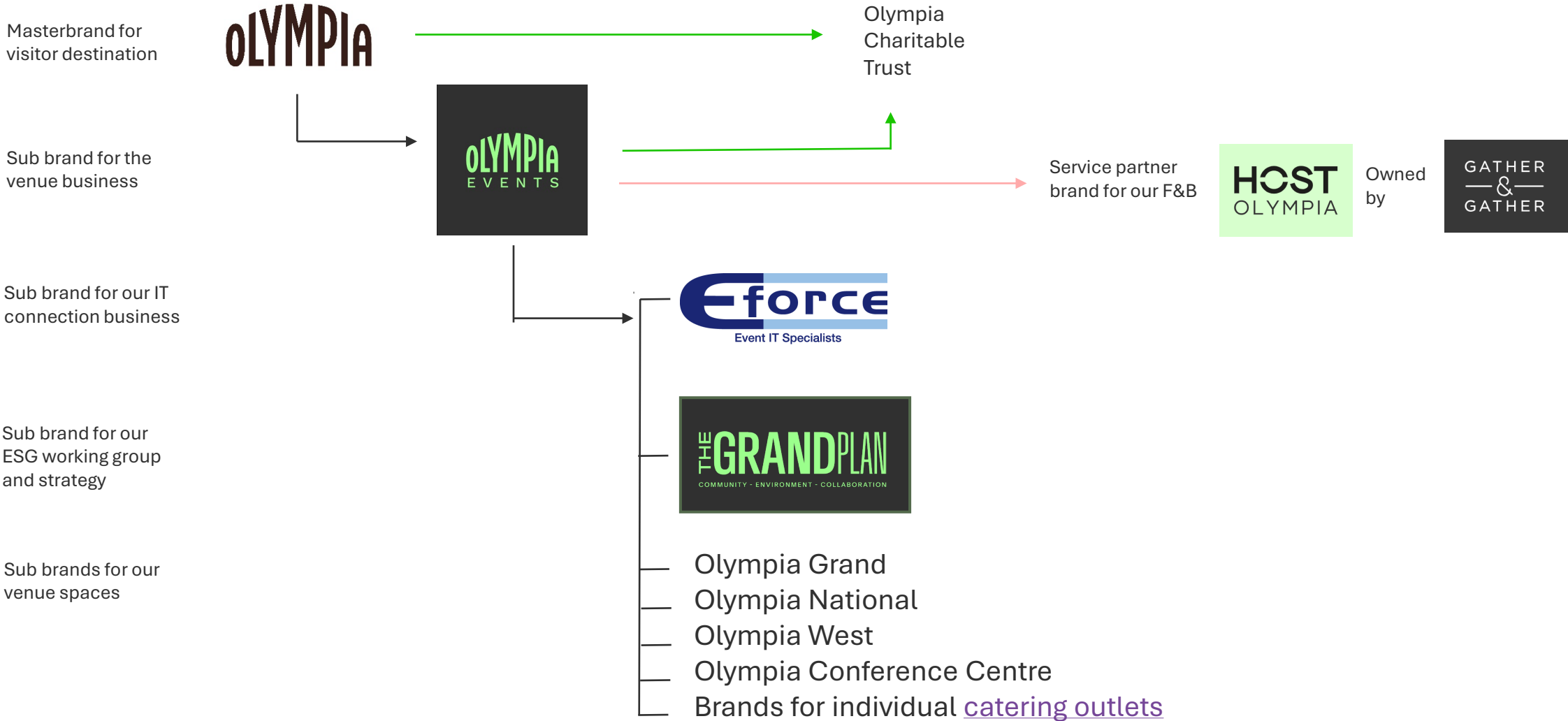
BRAND GUIDELINES

Version 2.3 Sep 2024

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Brand overview

Brand Hierarchy



TONE OF VOICE

Brand values

Attentive

In a nutshell: We care deeply, supporting whenever, wherever, however, no matter what.

Key words: Caring, supportive, helpful, focused, anticipating, humorous

Imaginative

In a nutshell: We are curious, creative and deliver inspiring solutions.

Key words: Inspirational, ideas-led, creative, flexible, push boundaries

Vibrant

In a nutshell: We love the buzz, we are ambitious, diverse and playful

Key words: Buzz, current, diverse, engaging, energy for life

Confident

In a nutshell: We deliver exceptional experiences where everyone is in safe hands.

Key words: Reassuring, safe and secure, resilient, trusting, ahead of the game

Writing style

Give it Energy

We're an exciting, dynamic brand and we need to sound like it. We should try to make it enjoyable to read. Overall, we should sound like someone exciting to be with. Use bold, punchy language and avoid negative language.

Shorter is better

It's true. It's easier to read. More direct. If there's a straight line to your point, take it. Also, use short words where possible and contractions such as don't, won't and they're.

Add some (nice) surprises

To stimulate curiosity, don't be predictable. Be bold, drop something unexpected at the turn of a sentence. Be imaginative, don't take the well-trodden path.

Make a connection

Everything we do should to be accessible to all, no matter who they are or where they live. We must always be inclusive and stay true to our values.

LOGO

Charcoal
RGB 48, 48, 48
Hex 303030

Green
RGB 155, 255, 140
Hex 9BFF8C

Primary logo combination



Secondary logo combination



Do not use our Primary logo over coloured backgrounds other than Charcoal. Where coloured logos are not appropriate or possible please use one of the following:

Whiteout logo



For use over dark backgrounds

Greyscale logo



For use over light backgrounds

Logo exclusion zone



To allow the shape of the logo to stand out ensure as much space around the logo as possible is applied. A minimum exclusion zone or clear space the equivalent of the height of the 'O' should be kept clear of any other logos, artwork or text. exclusion zone

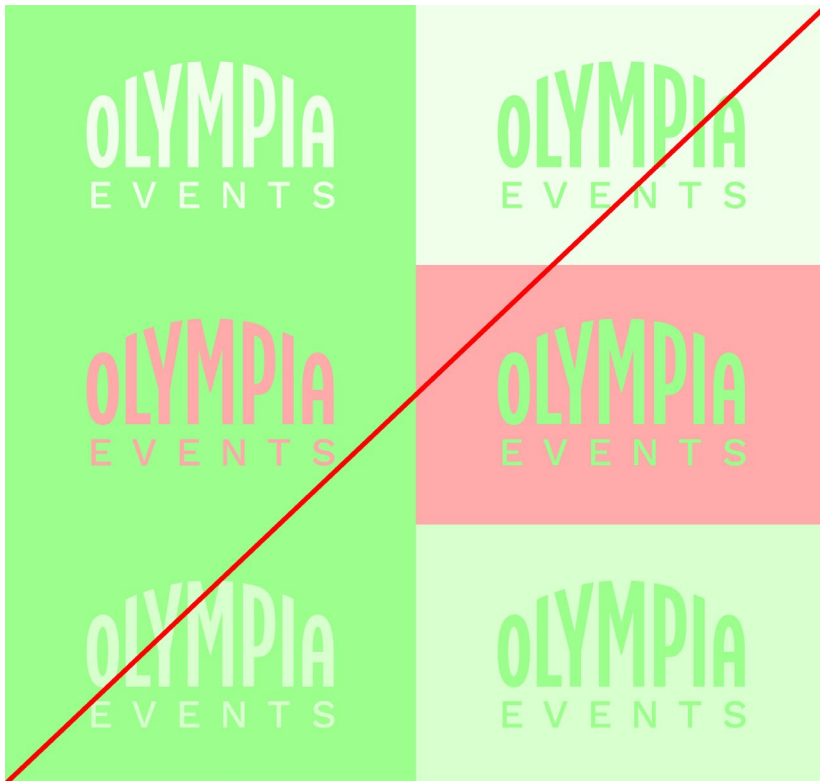
Logo position

The primary position of the logo is anchored to a corner of a design. Certain instances require the logo to appear in a centralised position, such as document covers that do not feature imagery or video pre-rolls.

LOGO

How NOT to use the logo

We want to ensure our logo is always bold and clearly legible. For this reason, please do not use the following colourways



Minimum size

So that it is legible, the minimum size for our logo is:



Print 15mm

Digital 50px

COLOURS

Primary colours

Charcoal
RGB 48, 48, 48
Hex 303030

Green
RGB 155, 255, 140
Hex 9BFF8C

Secondary colours

Pink
RGB 255, 170, 170
Hex FFAAAA

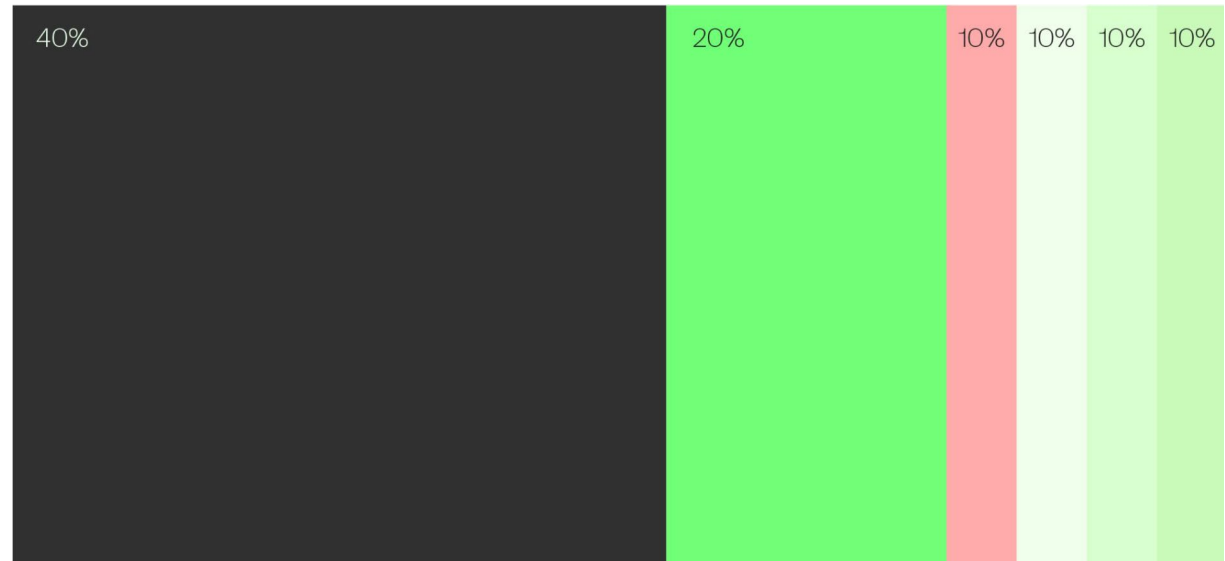
Light Green
RGB 240, 255, 235
Hex F0FFE8

Mid Green
RGB 215, 255, 205
Hex D7FFC8

Dark Green
RGB 200, 250, 185
Hex C8FAB9

- Colour tints should not be used
- Gradients of colour should not be used
- Multiply colour overlay should be avoided

Colour proportions



Colour combinations



Charcoal on white or Light Green is recommended for when there is a lot of copy

COLOURS

Tertiary colours

These additional tertiary colours are from the Olympia Masterbrand. They should only be used in exceptional cases where more colours are essential, for example for illustrations or bar charts

Sky RGB 130, 205, 255 Hex 82CDFF Pantone® 297 C/U CMYK 40, 0, 0, 0	Lilac RGB 175, 170, 245 Hex AFAAF5 Pantone® 2705 C/U CMYK 35, 30, 0, 0	Peach RGB 255, 190, 130 Hex FFBE82 Pantone® 2015 C/U CMYK 0, 25, 40, 0	Coral RGB 255, 115, 115 Hex FF7373 Pantone® 177 C/U CMYK 0, 60, 35, 0	Rose RGB 230, 160, 210 Hex E6A0D2 Pantone® 529 C / 530 U CMYK 10, 40, 0, 0
Maroon RGB 75, 25, 45 Hex 4B192D Pantone® 262 C/U CMYK 60, 95, 20, 55	Aubergine RGB 50, 30, 65 Hex 321E41 Pantone® 2112 C/U CMYK 95, 100, 0, 35	Chocolate RGB 55, 30, 25 Hex 371E19 Pantone® Black 5 C/U CMYK 50, 80, 55, 75	Emerald RGB 10, 55, 60 Hex 0A373C Pantone® 7722 C/U CMYK 85, 25, 45, 50	

TYPEFACE AND FONT

Brand typefaces

Brand typefaces and fonts should be used for key brand communications and collateral such as advertising, PDF reports and brochures.

They should not generally be used for Word or PowerPoint documents because other people you send them to who don't have the font installed on their computer e.g. clients, will not be able to see it.

Specific staff will have the fonts installed on their computers. The fonts should not be shared with other team members due to our licencing agreement.

Olympia Events cannot supply our fonts to agencies and designers or any 3rd parties – they are licenced to the company or individual using them. They can be sourced here:

<https://newglyph.com/classic-collection/#font-antarctica>

<https://fonts.google.com/specimen/Work+Sans>

1 HEADLINES FOR VISUAL IMPACT

Antarctica Ultra Condensed Medium (Medi) + Antarctica Book

Always in All Caps at a large size and unbolded

Shorter is better - avoid using for more than 4 words

Ideally use over two lines and indent one of the two lines

Use the wider Antarctica Book to either highlight the most important word, or give visual energy to a headline

2 HEADLINES WHERE LEGIBILITY IS IMPORTANT

Antarctica Extra Condensed Medium (Medi)

Always in All Caps, never bolded and best used at a large size

Left aligned

3 Subheadings

Antarctica Expanded

Never bolded. Always Sentence Case

4 Body copy

Work Sans (Regular)

Typically Sentence Case

TYPEFACE AND FONT

System typefaces

Where brand typefaces and fonts cannot, or should not be used, we use our alternate typefaces or system typefaces.

Examples of where system typefaces should be used are MS Word and PowerPoint where the recipient is unlikely to have our brand fonts installed. Therefore, using Arial that is a more common font makes it more predictable for how the content and layout will display.

Arial should not be used for brand artwork or advertising as we do not have a licence for this.

1

HEADLINES

Arial Narrow
Bolded, Always in All Caps

2

Subheadings

Arial
Not bolded. Always Sentence Case.

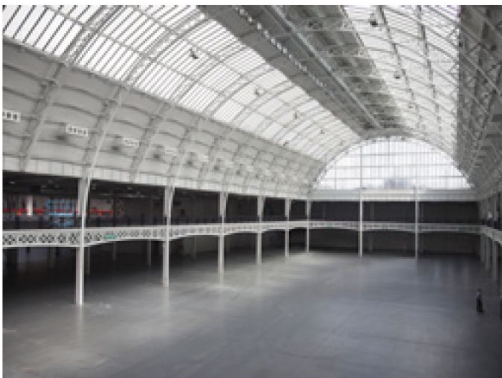
3

Body copy
Arial
Sentence Case

PHOTOGRAPHY STYLES

Venues

Our venue photography is light, fresh and impactful and highlights the building's character, natural light, scale and connectivity.



People

People images should show experiences and feel natural and honest. We must also show diversity across our photography and filming.



PHOTOGRAPHY STYLES

Cropping

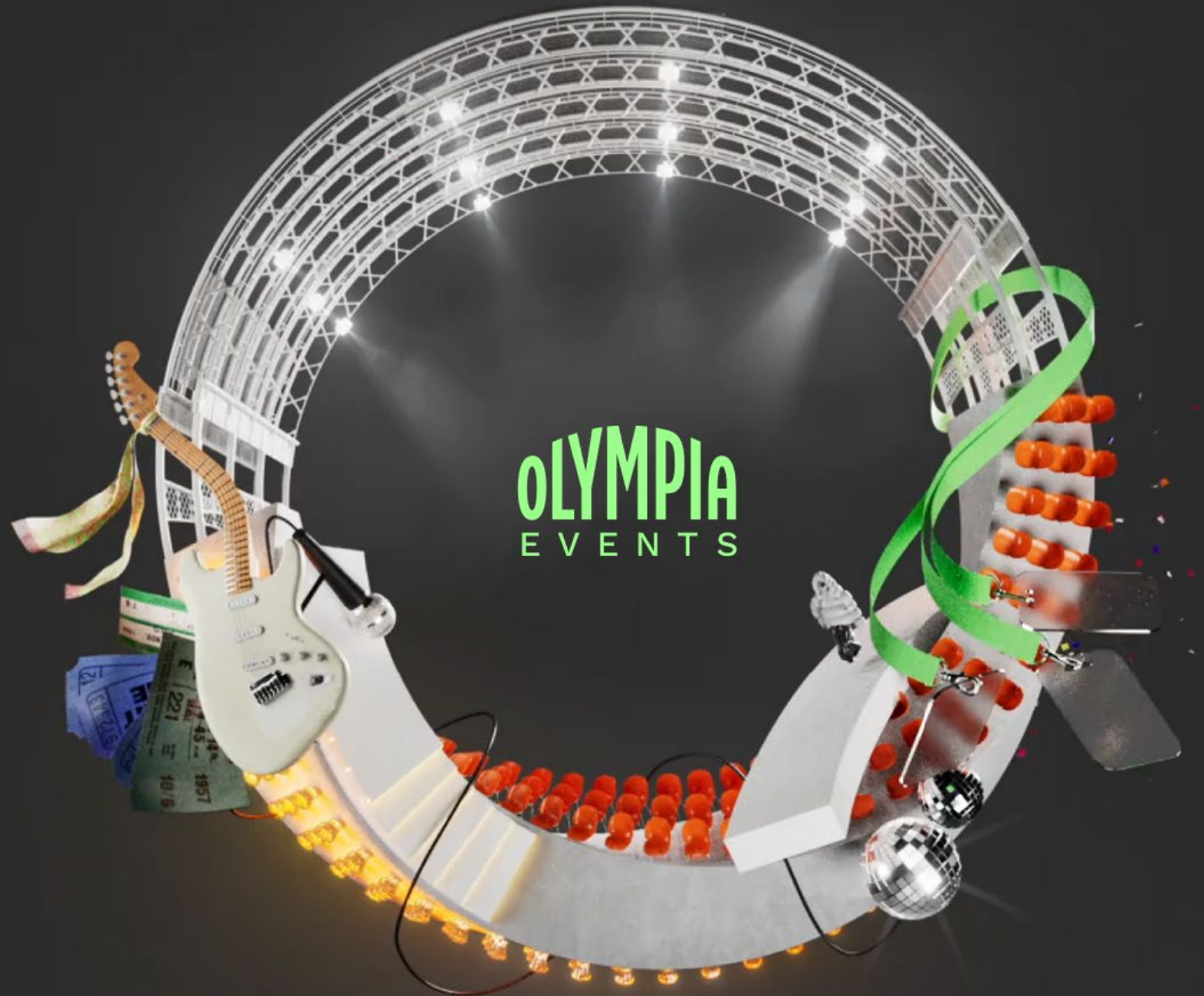
We often crop images to circular shapes when we are not using a full-bleed image



HerO

We occasionally use animated HerO to align with the Olympia brand. Olympia uses these visual devices to represent each different element within the Olympia destination.

It can be useful on a holding slide for a PowerPoint presentation with the animation set to loop, for example.



ICON STYLE

We mirror the icon style of the Olympia Masterbrand. They are a custom-made icon set. New icons can be added to the set but ensure designers adhere to the level of simplicity and line weight.



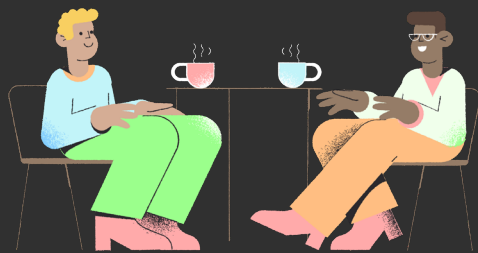
ILLUSTRATION STYLE

Illustrations from our library can occasionally be used to help storytell complex messages. They can help break copy-heavy content with a little playfulness. They should only be used sparingly. They should not be used for advertising.

Our primary, secondary and tertiary colour palettes should be used where possible. Don't forget to represent diversity people with the characters.

Our illustration library has been created from a stock library called Pablo available from <https://icons8.com/illustrations/style--pablo-1>.

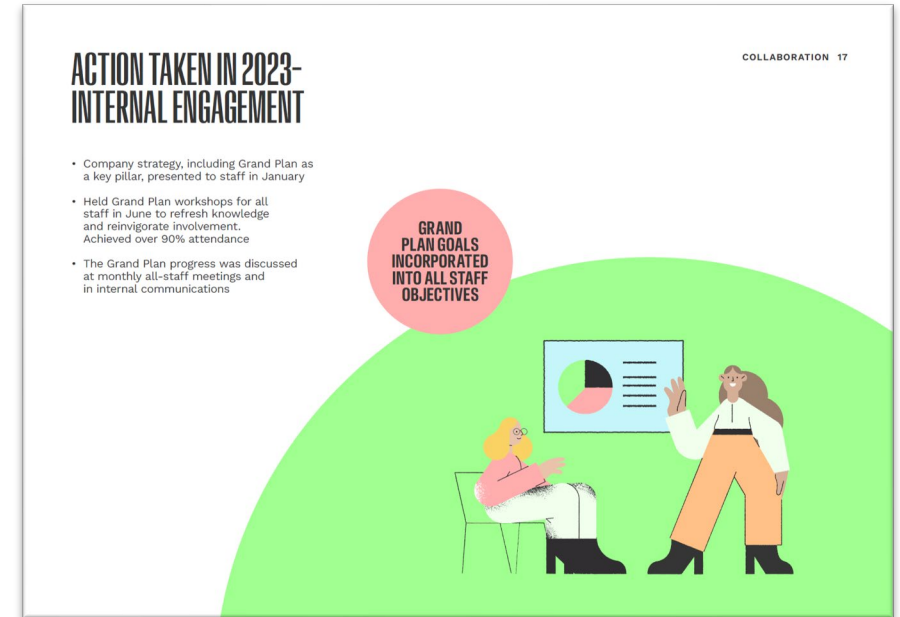
Contact the Marketing Team if you wish to use illustration.



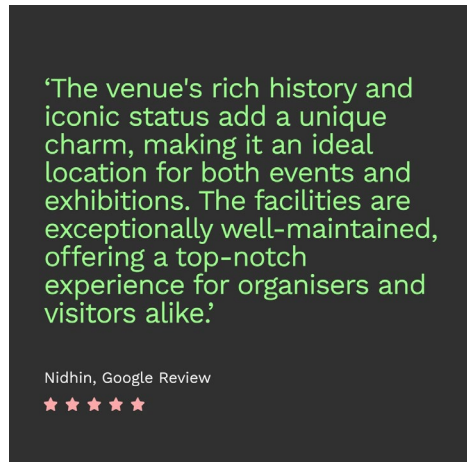
EXAMPLE USES OF BRAND



LinkedIn advertising



Report



Social media posts



Sales collateral