



PEACE REGION ENERGY SHOW



VISUAL BRAND GUIDE

A complete guideline for working with the Peace Region Energy Show brand.



CREATED BY

nine10 Incorporated





CONTENTS

About This Guide	3	GRAPHIC ASSETS	
LOGO VERSIONS & USAGE		Backgrounds	19
Main Logo	5	Decorative Elements	21
Secondary Logo	6	Iconography	22
Isolated Icon	7	BRAND PHOTOGRAPHY	
Logo Fitting, Sizing & Spacing	8	Photography Rules	24
Proper Logo Usage	9	Examples & Editing	25
Logo File Formats	10	LAYOUT GUIDELINES	
BRAND COLOURS		Creating Layouts	28
Colour Palette	12	BRAND TEMPLATES	
BRAND TYPOGRAPHY		Business Cards	30
Heading Font	14	Letterhead & Envelopes	31
Sub-Heading Font	15	Canva Templates	33
Body Font	16		
Alternative Fonts	17		



ABOUT THIS GUIDE

What is this guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

What is a brand?

A brand, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

The Importance of Consistency

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

How To Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.



The background features a light blue, wavy, water-like texture. A dark teal horizontal band with a diagonal cutout on the right side spans across the middle. Various geometric shapes and icons are scattered around: an orange rectangle above the teal band, a teal rectangle below it, a teal square with a horizontal line inside above the band, another teal square with a horizontal line inside below the band, a teal circle with a white center and a horizontal line extending from its right side above the band, a teal horizontal line above the band, and five small grey vertical bars below the band.

LOGO VERSIONS & USAGE

MAIN LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

Logo Colour Versions



Grayscale



100% Black



100% White





SECONDARY LOGO

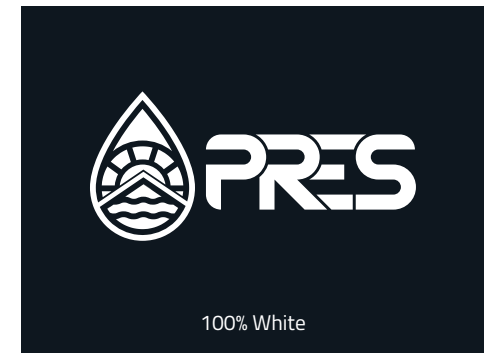
These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the secondary versions of our logo which are to be used when the main logo doesn't fit.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

Logo Colour Versions



ISOLATED ICON

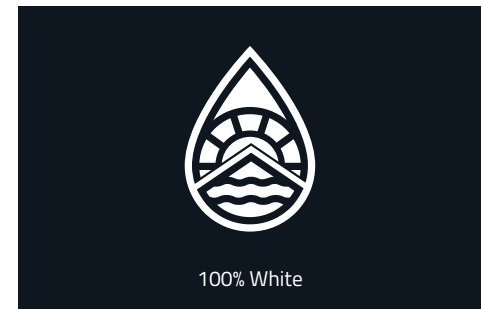
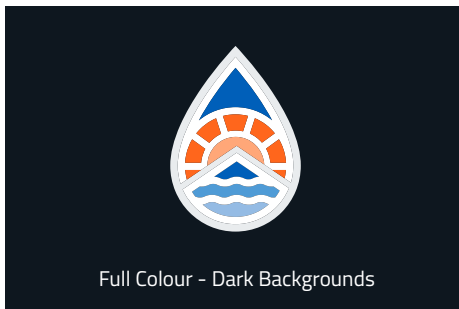
These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the isolated versions of our logo which can be used as an alternate to the main logo where appropriate.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Full Colour - Light Backgrounds

Logo Colour Versions





LOGO FITTING, SIZING & SPACING

Fitting & Spacing

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)



Sizing

The logo should never be displayed smaller than 0.5" high in print, and no smaller than 150 x 45 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.



PROPER LOGO USAGE

How To Use Our Logo

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

				
CORRECT USAGE	DO NOT STRETCH	DO NOT SQUISH	DO NOT ROTATE	
				
DO NOT RECOLOUR	DO NOT ADD GRADIENTS	DO NOT CHANGE FONTS	DO NOT MODIFY	DO NOT ADD SHADOWS





LOGO FILE FORMATS

File Format Chart

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	●				
Professional Printing & Signage	●	●	●			
Working with Professional Designer	●	●	●			
Print Advertising	●	●				
Merchandise		●				
Social Media				●	●	
Microsoft Word				●	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			●	
Working with Professional Website Designer	●	●			●	
DIY Website Design				●	●	
Web Animation & Multimedia		●			●	●
Video Production		●			●	
3D Modelling & Drafting	●	●			●	

● **Ideal Format**
 ● **Alternative / Sometimes Required**





BRAND COLOURS



COLOUR PALETTE

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

The main colours can be used generally. The secondary colours represent a specific energy industry. Each industry should only be represented with their designated brand colour. Secondary colours can be used to segment industries within brochures or on the tradeshow floor.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relevant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

Main Colours



Rocky Navy

CMYK: 100-67-48-38
RGB: 0-62-82
Hex: #003E52
Pantone: 3035C



Energy Orange

CMYK: 0-74-95-0
RGB: 255-103-29
Hex: #FF671D
Pantone: 000C



Hydro Blue

CMYK: 100-62-7-0
RGB: 0-92-185
Hex: #005CB9
Pantone: 300C

Secondary Colours



Hydrocarbon

CMYK: 84-52-42-18
RGB: 46-97-114
Hex: #2E6172
Pantone: 3035C - 80% Tint



Biomass

CMYK: 43-24-24-0
RGB: 149-172-181
Hex: #95ACB5
Pantone: 3035C - 40% Tint



Geothermal

CMYK: 0-57-75-0
RGB: 255-137-77
Hex: #FF894D
Pantone: 165C - 80% Tint



Solar

CMYK: 0-42-54-0
RGB: 255-167-120
Hex: #FFA778
Pantone: 165C - 60% Tint



Hydro Electric

CMYK: 74-38-0-0
RGB: 60-137-206
Hex: #3C89CE
Pantone: 300C - 70% Tint



Hydrogen

CMYK: 33-16-0-0
RGB: 166-194-231
Hex: #A6C2E7
Pantone: 300C - 35% Tint



Wind

CMYK: 18-8-0-0
RGB: 204-219-241
Hex: #CCDBF1
Pantone: 300C - 20% Tint





BRAND TYPOGRAPHY



HEADING FONT

Titillium Web Bold

Our brand uses a specific font for headings in print and online. Titillium Web Bold is used for headings. It's usually displayed in a larger font size than the sub-headings and significantly larger font size than the body text. Only use the font in the weight that is specified.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09



SUB- HEADING FONT

Titillium Web Regular

Our brand uses a specific font for sub-headings in print and online. Titillium Web Regular is used for sub-headings. It's usually displayed in a smaller font size than the headings and larger font size than the body text. Only use the font in the weight that is specified.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09



BODY FONT

Open Sans Regular

Our brand uses a specific font for body text in print and online. Open Sans Regular is used for body text. It's usually displayed in a smaller font size than headings and sub-headings. Only use the font in the weight that is specified.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

ALTERNATIVE FONTS

Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended. Do not use these fonts if you are able to use the official fonts.

Aa

Headings: Impact Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]**

Aa

Sub-Headings: Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

Aa

Body: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]



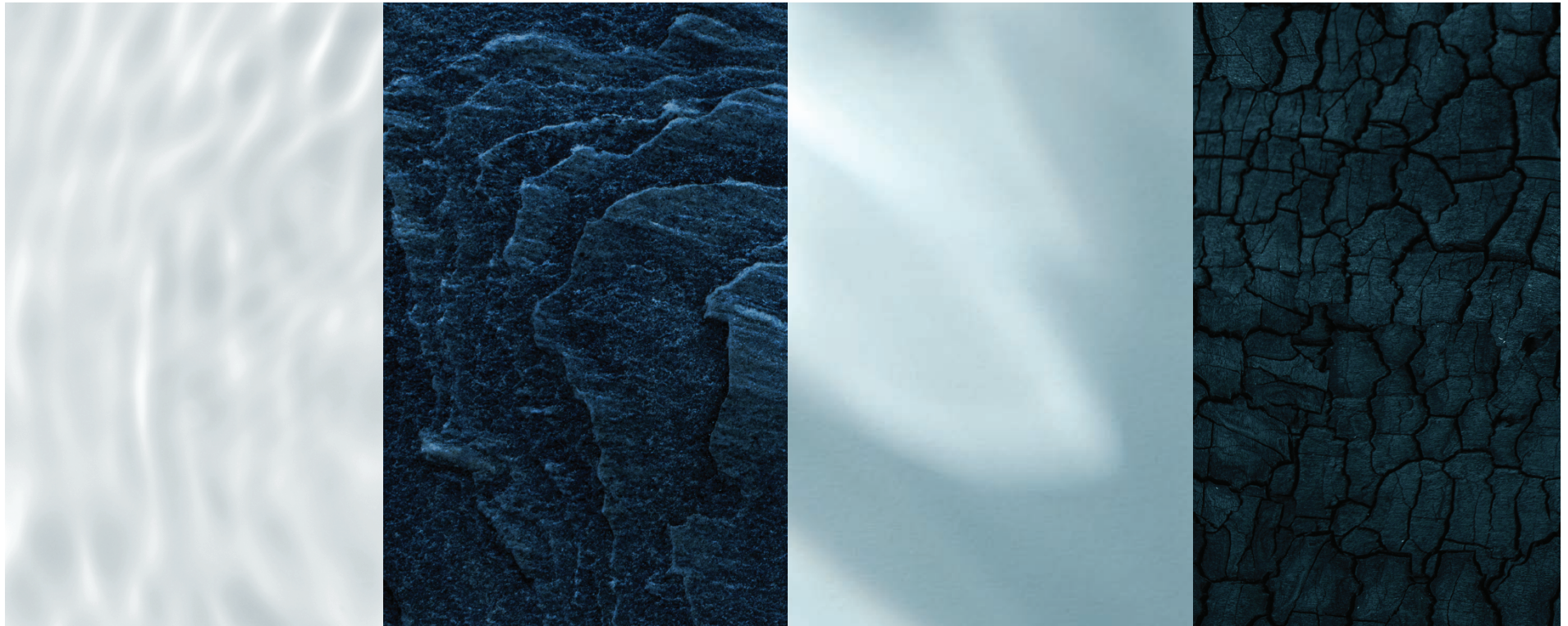


GRAPHIC ASSETS

BACKGROUNDS

Nature Textures

These natural textures can also be used as backgrounds throughout marketing materials and online. Each background represents the various energy sectors that are featured at the show. They are meant to abstractly represent natural elements involved in creating energy. This connection to nature helps to reinforce the shift towards sustainability within Alberta energy sectors. These backgrounds feature neutral colours to provide contrast to the vibrant colours featured within the brand and logo pattern.





BACKGROUNDS

Logo Pattern

This pattern has been created using the secondary wordmark logo. In addition to being used in marketing materials, this pattern could be used as background for taking photos at the event. There are 2 main versions of the pattern in the main blue & navy brand colours.



DECORATIVE ELEMENTS

Futuristic Elements

These futuristic elements are modern and give off an innovative look and feel. The futuristic elements combined with natural elements are reminders of the goal of sustainability, which is to produce energy that sustains our environment for the future. Included are 5 frame options and 3 line decorations that can be used in a variety of ways in graphic marketing materials.

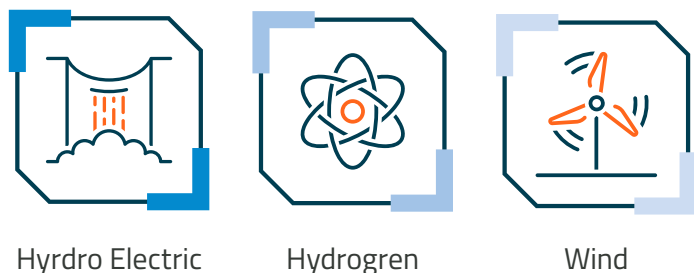
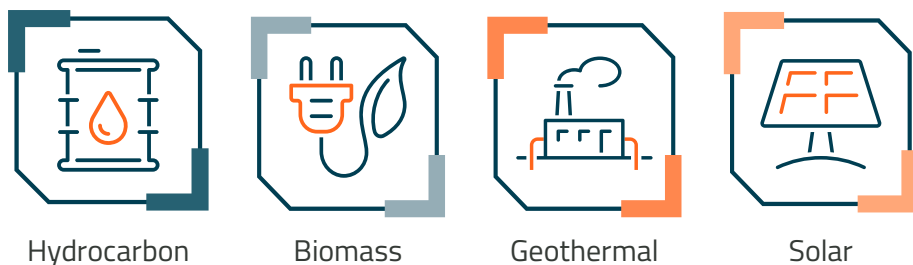




ICONOGRAPHY

Main Icons

These icons represent each of the energy sectors that will be featured in the energy show. They are colour coded based on the colour designated for each sector. These can be used on the web to illustrate the expansion of the show from petro only to featuring other energy sectors. They could also be used to designate sections of a tradeshow floor on a map should the show be set up by sector.



Contact Icons

These icons are to be used on the web and any other application that requires the use of an icon font. The icon font is called FontAwesome in Solid. On light backgrounds the icons should be coloured in Hydrocarbon and on dark backgrounds they should be coloured in Wind.

For Light Backgrounds



For Dark Backgrounds



The background features a light blue, wavy, water-like texture. A dark blue horizontal band runs across the middle, containing the text. Several orange rectangular blocks are placed on the band: one above the text on the left, one below the text in the center, and a thin one on the right. On the right side of the band, there are several geometric icons: a dark blue circle with a white center, a dark blue rectangle with a white horizontal line, and a row of five small grey squares.

BRAND PHOTOGRAPHY



PHOTOGRAPHY RULES

Custom Photography

Whenever possible invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

Do not use stock images to represent a “real” part of our event. Pictures of the tradeshow, exhibitors, and attendees should never be represented through stock photography. Always use custom photos to represent the actual event.

Image Quality

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

Technical Quality.

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos.

Never scale up a photo to fit - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- **Guideline #1** - Do not use stock photography to represent the tradeshow, attendees, or exhibitors.
- **Guideline #2** - Do use stock photography to represent the energy industries featured at the event.
- **Guideline #3** - Ensure industry stock photos represent the industry positively and focus on environmentally friendly aspects.
- **Guideline #4** - Industry photos should feature natural landscapes where possible to emphasize the focus on sustainability.
- **Guideline #5** - Do use stock photos that represent landscapes within Alberta & the Peace Region.
- **Guideline #6** - Do not depict any industries as “dirty” or damaging to the environment.
- **Guideline #7** - Select images that focus on the industries equipment. Avoid images that include people.



EXAMPLES & EDITING

Event Photography

The images displayed should be used as guidance for taking photos at the show.

Ensure the attendees and exhibitors look engaged with one another and demonstrate the connections being formed at the show. Photos should include a mix of posed and candid photography.

De-focused images of the tradeshow floor can be used as backgrounds in marketing materials or on the web. These photos have their own editing instructions.

Editing & Treatments

Event photos can be edited in Canva using a specific set of photo effects. First apply the Photogenic effect named Aria at 0.5% intensity. Then apply the Duotone effect in Coral at 0.1% intensity.

For de-focused backgrounds apply the Photogenic effect called Newspaper in 0.85% intensity. Then apply the Duotone effect in Sea Blue at 0.55% intensity.





EXAMPLES & EDITING

Industry Stock Photos

Stock photography can be used to represent the energy sectors featured in the trade show. This specific set of stock photos are available to use, however additional stock can be sourced. Be sure to select photos that fit the guidelines on page 24.

Editing & Treatments

Photos can be edited in Canva using a specific set of photo effects. First apply the Photogenic effect called Noir in 0.5% intensity. Then apply the Duotone effect in Sea Blue at 0.15% intensity.





LAYOUT GUIDELINES



CREATING LAYOUTS

How to Use the Visual Identity Elements

When creating marketing materials using the CLIENT NAME brand, follow these guidelines to ensure consistency.

Using Our Logo

The logo should always be clearly visible. Use the correct logo versions according to the background it's placed on.

Using Our Fonts

Follow the font guidelines outlined on page 14-16. Primarily the text should be left aligned. Headings should be in all caps and sub-headings can be in sentence case.

Using Backgrounds

Use the nature texture backgrounds either as a border or a full background. The logo pattern should primarily be reserved for use during the event.



Using Decorative Graphics

The futuristic elements can be used in a variety of ways. The line elements can be used to fill white space. The frames can be placed over the nature textures (see Canva templates for example.)

Using Images

Follow the image guidelines on page 24. When using the energy photos in designs, display them in a row in the order shown. You can add a row of brand colours that correspond to the industry above each image.





BRAND TEMPLATES



BUSINESS CARDS

Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. Include additional details about any added printing treatments here (i.e. spot UV).

BUSINESS CARD FRONT



BUSINESS CARD BACK



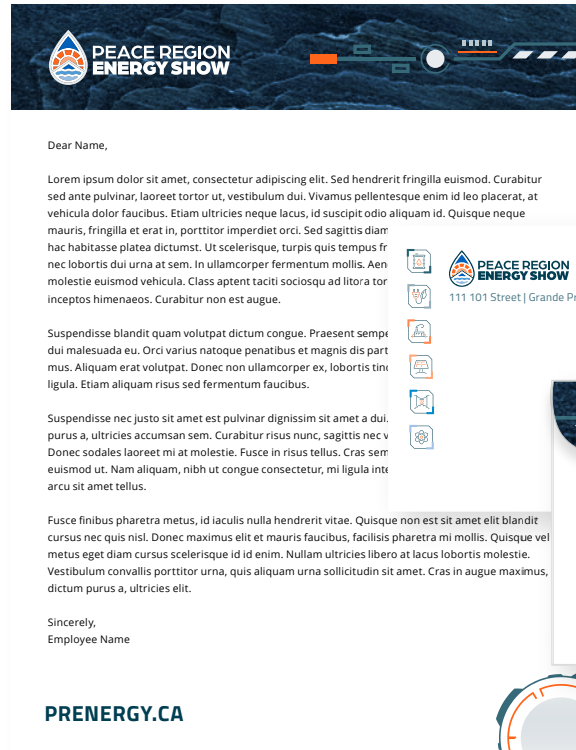
LETTERHEAD & ENVELOPES

Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be used, refer to the alternative fonts on pg 18.

LETTERHEAD



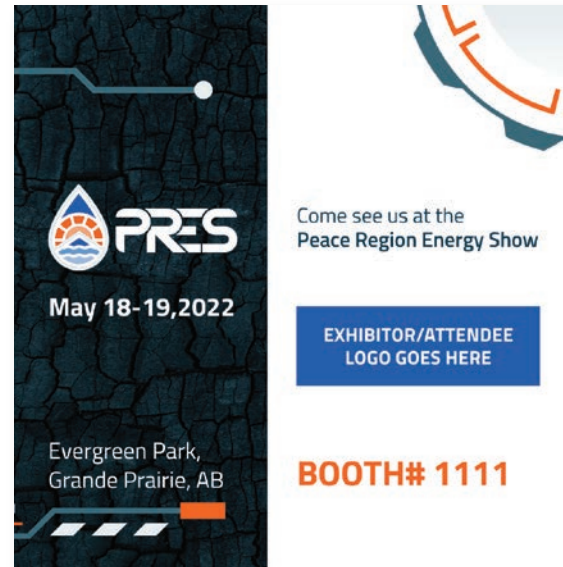
ENVELOPE





CANVA TEMPLATES

Our Canva Brand Kit contains all of our branded assets and custom branded templates for use at the event and for marketing. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. *Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.*



CANVA TEMPLATES

Our Canva Brand Kit contains all of our branded assets and custom branded templates for use at the event and for marketing. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. *Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.*



**FOR SUPPORT RELATED TO THE GUIDE OR THE
ACCOMPANYING TEMPLATES, CONTACT:**

nine10

NINE10 INCORPORATED

Phone: 780-539-1755

Email: support@nine10.ca

Web: nine10.ca

We encourage you to contact us if you have any questions about our guide or need further help with a brand project.

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