

PLAY! Summit

Sports & Recreation EXPO

Visual Identity guide v02.1

PLAY!Summit

Brand identity

Play! Summit is an annual sports and recreation expo successfully bringing together top industry brands and attracts everyone, from semi-pro athletes to casual strollers.

It delivers attendees a chance to talk to representatives on the show floor, attend workshops and seminars, listen to keynote addresses by industry leaders and learn about the newest trends and technologies available in the world of sports.

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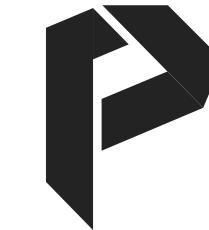
Brand responsiveness

The logo is loud and bold but uniquely serves as a reminder that the event is built on global leadership in the sports landscape with diversity and inclusiveness as its core values.

The shape amalgates the letter P and the shape and form of a flag, which symbolizes the placing of a flag firmly at the top of a summit. The letter P also takes on the shape and form of a 'Play' button in a reference to a start of a game.



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Brand typography

“*Saira*” is a contemporary typeface designed with clarity, readability and elegance.

This font is used to support the **Play!** Summit identity when designing all communications.

Available in a wide variety of weights, “*Saira*” can be used equally well across all media from print to web to signage.

The bold and italic faces extend the flexibility of this typeface in the **Play!** Summit communications.

Saira Light and Italic

Supporting weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890@?&%

1234567890@?&%

Saira Regular and Italic

Default weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890@?&%

1234567890@?&%

Saira Bold and Italic

Supporting weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890@?&%

1234567890@?&%

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Primary color values

The main colors are:
yellow, pink, blue and orange.

They are bold and substantial, reflecting a loud, modern and innovative brand in today's media savvy world.

This color palette expresses an all inclusive brand encompassing diversity for all cultures, race or creed.

All **Play!** Summit communications and marketing materials must utilize these four colors and their shade variations.

These colors also serve as a reminder that the event is built on global leadership in the sports landscape.

YELLOW

Interactive elements and CTAs.

RGB **255 / 212 / 28**
CMYK **0 / 16 / 89 / 100**
HEX **#FFD41C**

BLUE

Accent color & headings.

RGB **28 / 128 / 255**
CMYK **78 / 51 / 0 / 100**
HEX **#1C80FF**

PINK

Anchor element color

RGB **255 / 24 / 135**
CMYK **0 / 91 / 3 / 100**
HEX **#FF1887**

ORANGE

Highligths valuable information

RGB **255 / 141 / 0**
CMYK **0 / 53 / 94 / 0**
HEX **#FF8D00**

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Grayscale color values

The main grayscale colors of the brand palette are: black, white and grey.

They are simple, reflecting the quality, leadership, and innovation of a corporate event company representing small, medium and global brands.

BLACK - DARK

Background & text color

RGB **0 / 0 / 0**
CMYK **75 / 68 / 67 / 90**
HEX **#000000**

BLACK

Background & text color

RGB **35 / 35 / 35**
CMYK **71 / 65 / 64 / 72**
HEX **#232323**

BLACK - LIGHT

Background & text color

RGB **60 / 60 / 60**
CMYK **68 / 62 / 60 / 50**
HEX **#3C3C3C**

GRAY - DARK

Background & text color

RGB **102 / 102 / 102**
CMYK **60 / 51 / 51 / 20**
HEX **#666666**

GRAY

Background & text color

RGB **204 / 204 / 204**
CMYK **19 / 15 / 16 / 0**
HEX **#CCCCCC**

GRAY - LIGHT

Background & text color

RGB **229 / 229 / 229**
CMYK **9 / 6 / 7 / 0**
HEX **#E5E5E5**

WHITE - DARK

Background & text color

RGB **239 / 239 / 239**
CMYK **5 / 3 / 3 / 0**
HEX **#EFEFEF**

WHITE

Background & text color

RGB **247 / 247 / 68**
CMYK **2 / 1 / 1 / 0**
HEX **#F7F7F7**

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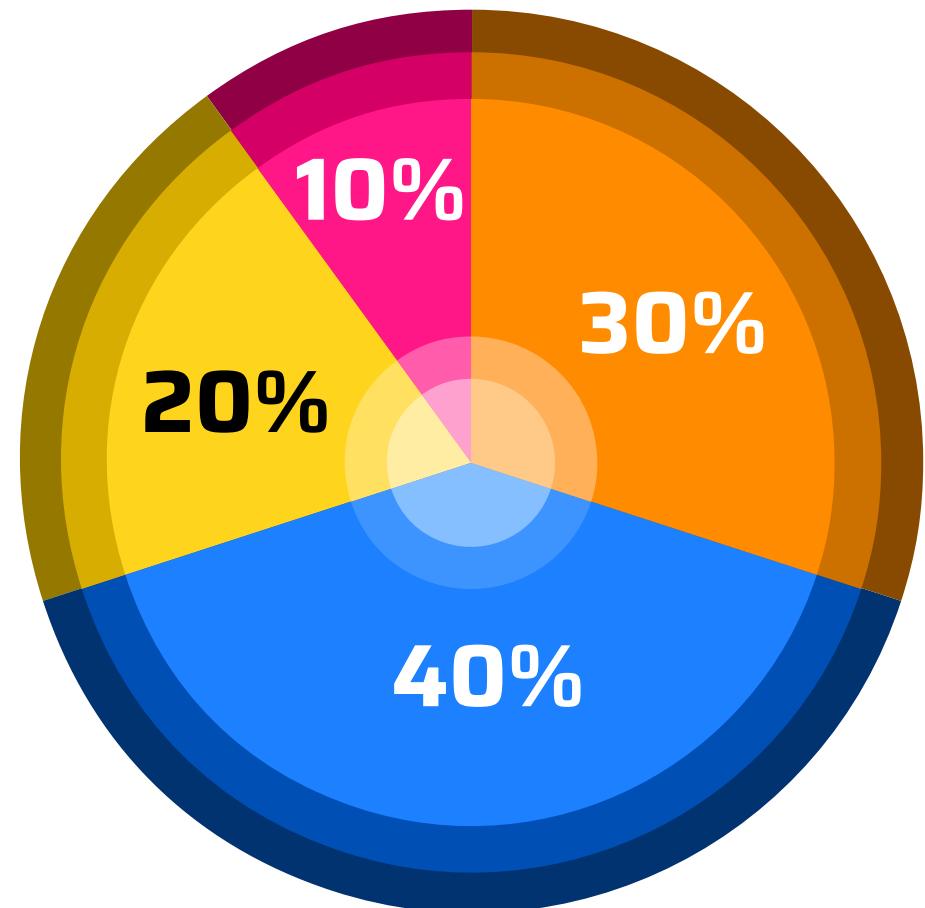
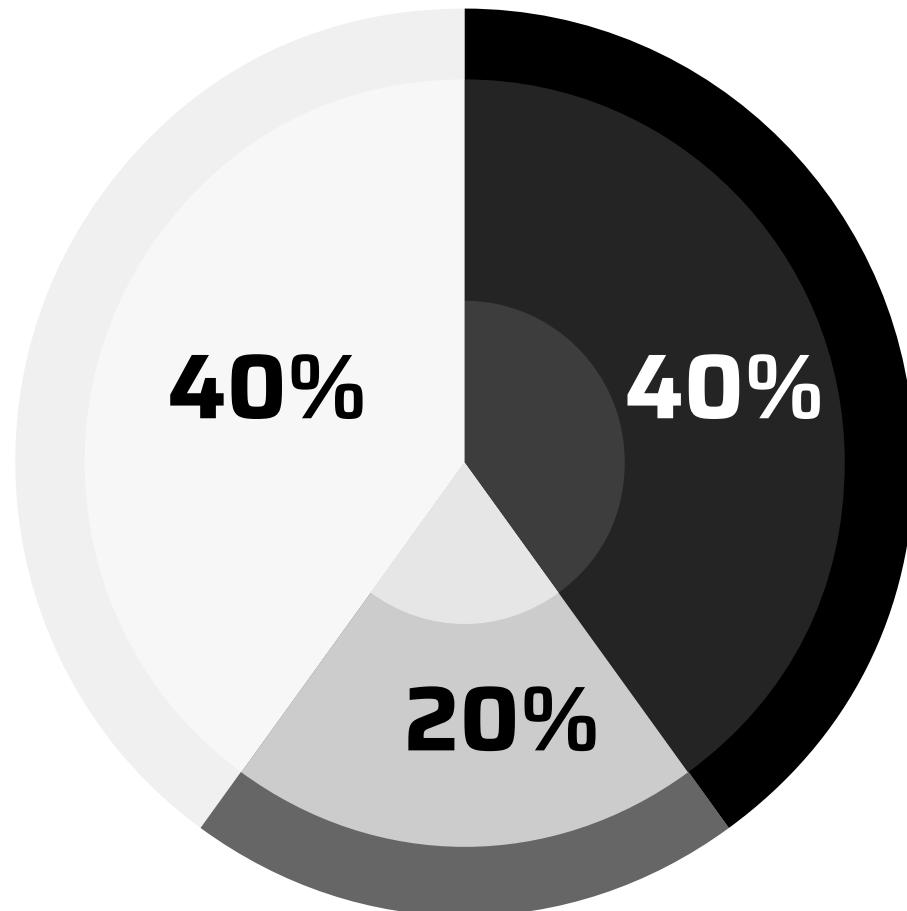
Secondary color values

PINK - DARKEST <u>Anchor element color</u> RGB 143 / 0 / 68 CMYK 32 / 100 / 55 / 24 HEX #8F0044	PINK - DARK <u>Anchor element color</u> RGB 211 / 0 / 101 CMYK 13 / 100 / 38 / 1 HEX #D30065	PINK - LIGHT <u>Anchor element color</u> RGB 255 / 92 / 170 CMYK 0 / 79 / 0 / 0 HEX #FF5CAA	PINK - LIGHTTEST <u>Anchor element color</u> RGB 255 / 160 / 206 CMYK 0 / 47 / 0 / 0 HEX #FFA0CE
BLUE - DARKEST <u>Accent color & headings.</u> RGB 0 / 80 / 101 CMYK 100 / 88 / 29 / 17 HEX #003370	BLUE - DARK <u>Accent color & headings.</u> RGB 0 / 80 / 101 CMYK 93 / 75 / 0 / 0 HEX #0050B5	BLUE - LIGHT <u>Accent color & headings.</u> RGB 62 / 147 / 255 CMYK 67 / 39 / 0 / 0 HEX #3E93FF	BLUE - LIGHTTEST <u>Accent color & headings.</u> RGB 28 / 128 / 255 CMYK 76 / 50 / 0 / 0 HEX #1C80FF
YELLOW - DARKEST <u>Interactive elements and CTAs.</u> RGB 147 / 119 / 0 CMYK 40 / 45 / 100 / 15 HEX #937700	YELLOW - DARK <u>Interactive elements and CTAs.</u> RGB 215 / 173 / 0 CMYK 18 / 29 / 100 / 1 HEX #D7AD00	YELLOW - LIGHT <u>Interactive elements and CTAs.</u> RGB 255 / 224 / 96 CMYK 1 / 9 / 74 / 0 HEX #FFE060	YELLOW - LIGHTTEST <u>Interactive elements and CTAs.</u> RGB 255 / 237 / 164 CMYK 1 / 4 / 44 / 0 HEX #FFEDA4
ORANGE - DARKEST <u>Highligths valuable information</u> RGB 136 / 75 / 0 CMYK 33 / 70 / 100 / 29 HEX #884B00	ORANGE - DARK <u>Highligths valuable information</u> RGB 204 / 112 / 0 CMYK 17 / 64 / 100 / 4 HEX #CC7000	ORANGE - LIGHT <u>Highligths valuable information</u> RGB 255 / 171 / 68 CMYK 0 / 38 / 82 / 0 HEX #FFAB44	ORANGE - LIGHTTEST <u>Highligths valuable information</u> RGB 255 / 201 / 136 CMYK 0 / 23 / 51 / 0 HEX #FFC988

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Color usage

Utilize high contrast color combinations to create a bold look and meet all accessibility requirements.



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Logo color options

The logo is set against the main colors of the **Play!** Summit brand: yellow, pink, blue and orange with additional backgrounds of black, grey and white.

With the use of yellow, pink, blue, orange, black, grey and white backgrounds we use a white logo with white and grey text.

With the exception of white, grey and black where the full color logo can be used.



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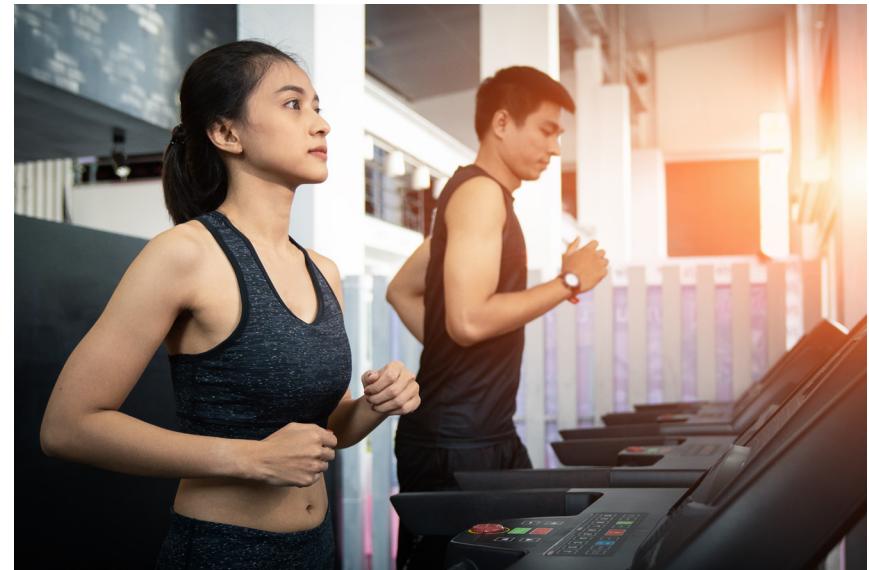
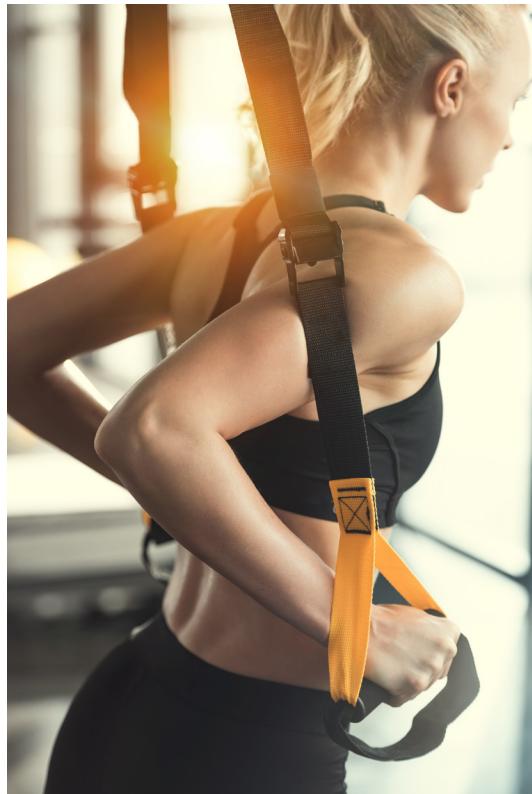
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General photography

The photography we use tells a great story of how we are great observers of the sports world. Our images should set the scene or create a context for the conversations we want to have.

It must demonstrate our interest in the sports world around us, and the positive effects we're working to deliver.

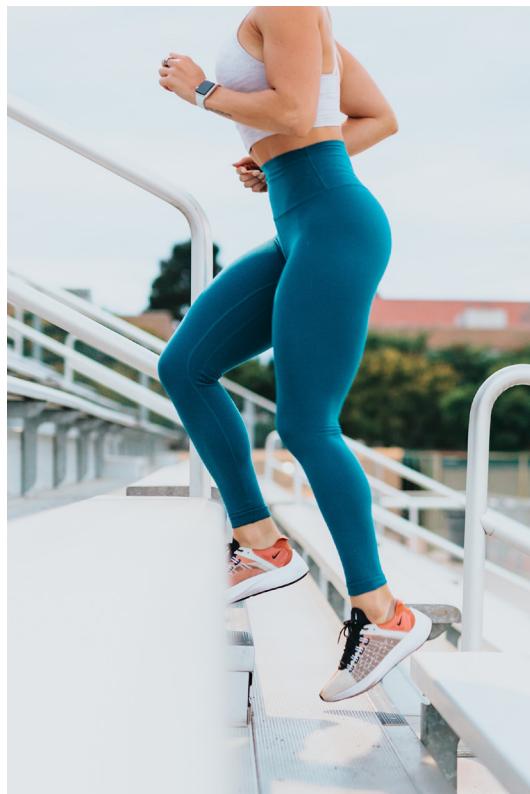


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Action photography

The imagery utilized should be concentrated on the dynamic action, and the thrilling feel the active life brings.

Scenes should be uncontrived, avoiding too staged scenarios like facing the camera straight on, or overly forced emotions.

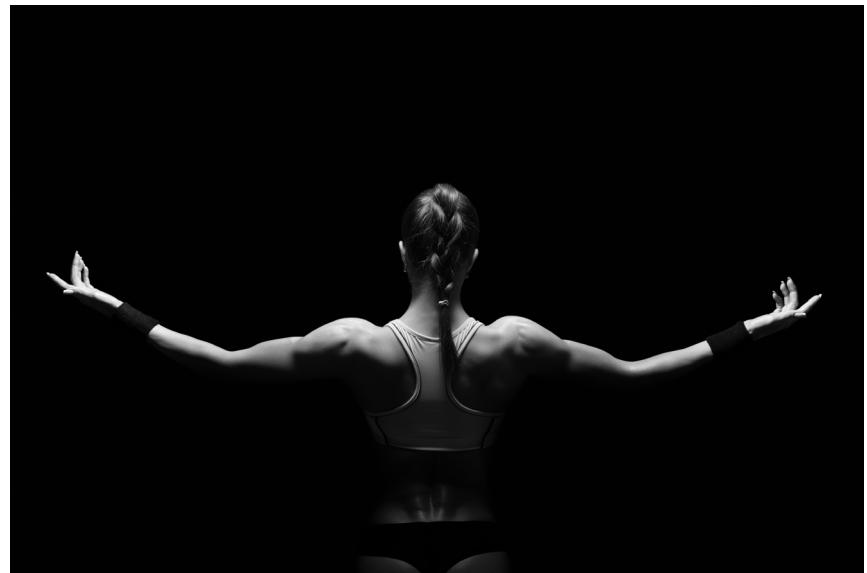
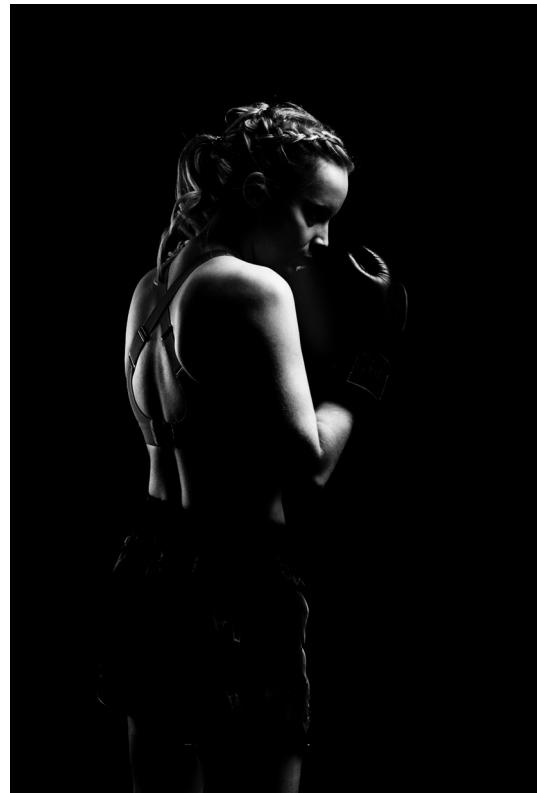


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Grayscale photography

Brains are so used to seeing everything in colour, a black and white image often makes viewers to pause.

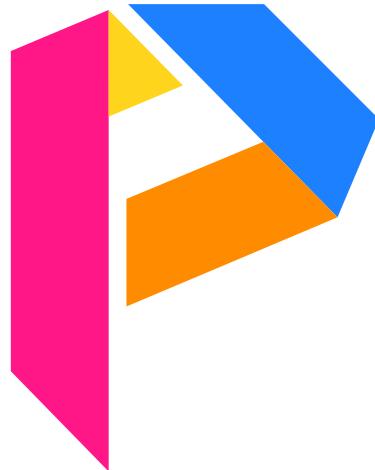
When the viewer has to be concentrated on the colors of the CTA, high contrast black and white photography should be used.



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Brand shapes

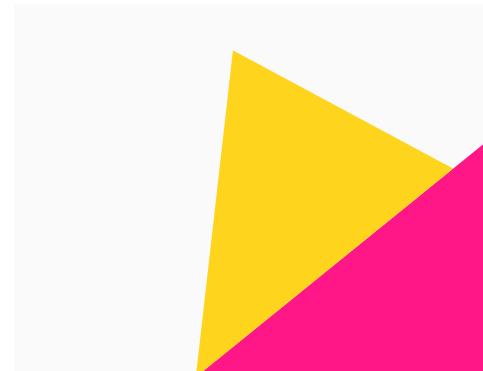
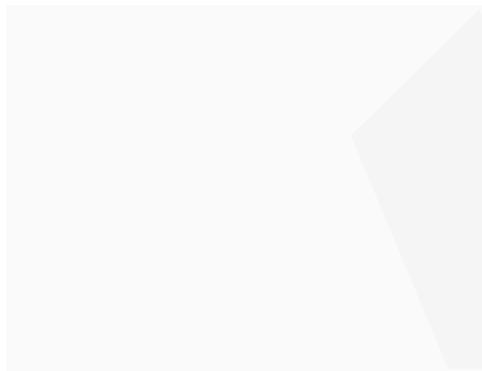
The following shapes can be utilized in all **Play!** Summit communications, as long as they are in one of the brand color palettes and remain in the same brightness values:



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Background shapes examples

The following figures represent prime examples of how the brand shapes can be incorporated into the design of a background:



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PowerPoint templates

All templates have a series of master slides with “*Saira*” sans serif font system for main header, subheaders and body copy.

Variants on the elements of the logo can be used for the background sparingly.



Basic text-only title slide with headline and subhead

Subhead for this presentation can be typeset here, keep it short and sweet

Presented by:

Jane J. Doe

Date: May 20, 2020

[PLAY!Summit | International Outdoor Sports & Recreation Expo](#)



Basic text-only title slide with headline and subhead

Subhead for this presentation can be typeset here, keep it short and sweet

Presented by:
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Date: May 20, 2020

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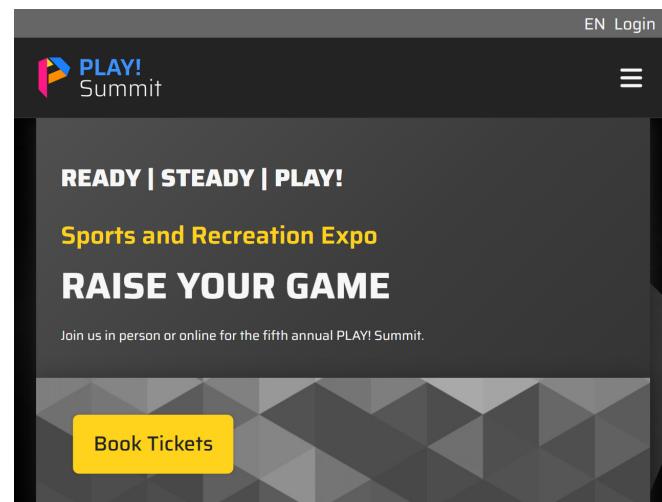
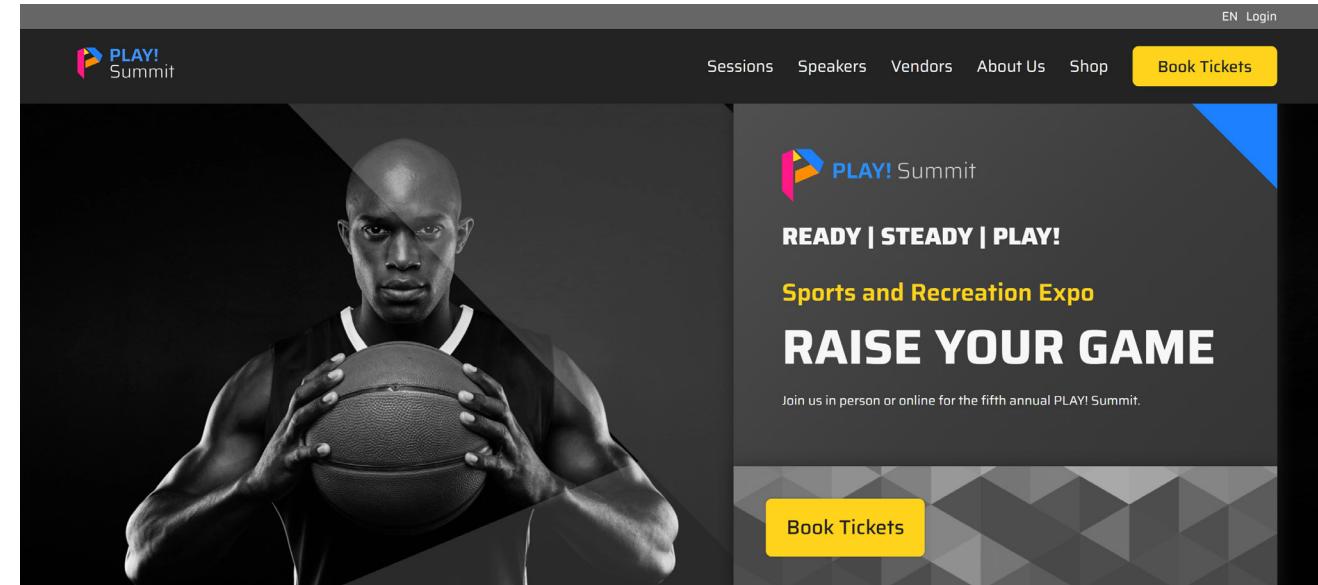
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Website

The main colors of the logo are yellow, pink, blue and orange.

The logo is loud and bold but uniquely serves as a reminder that the event is built on global leadership in the sports landscape with diversity and inclusiveness as its core values.

This is an opportunity to use the unique color range of the logo/ brand to color code the website as a guide for visitors.



GO THE DISTANCE

Whether you're joining us in person or online, this year's PLAY! Summit is set to be our biggest and best event yet. Look forward to an action-packed line-up featuring keynotes, Q&As, demos, and workshops across a mix of live and virtual stages.



48 Talks and Workshops
[View Sessions](#)



32 Speakers and Guest Speakers
[View Speakers](#)



View Vendors
[View Vendors](#)

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Web promotion example



Upgrade to a VIP ticket now!

We have noticed your interest in some Premium sessions!
Premium sessions are available to all VIP ticket holders.

For only **\$200** more, you could get the following benefits:

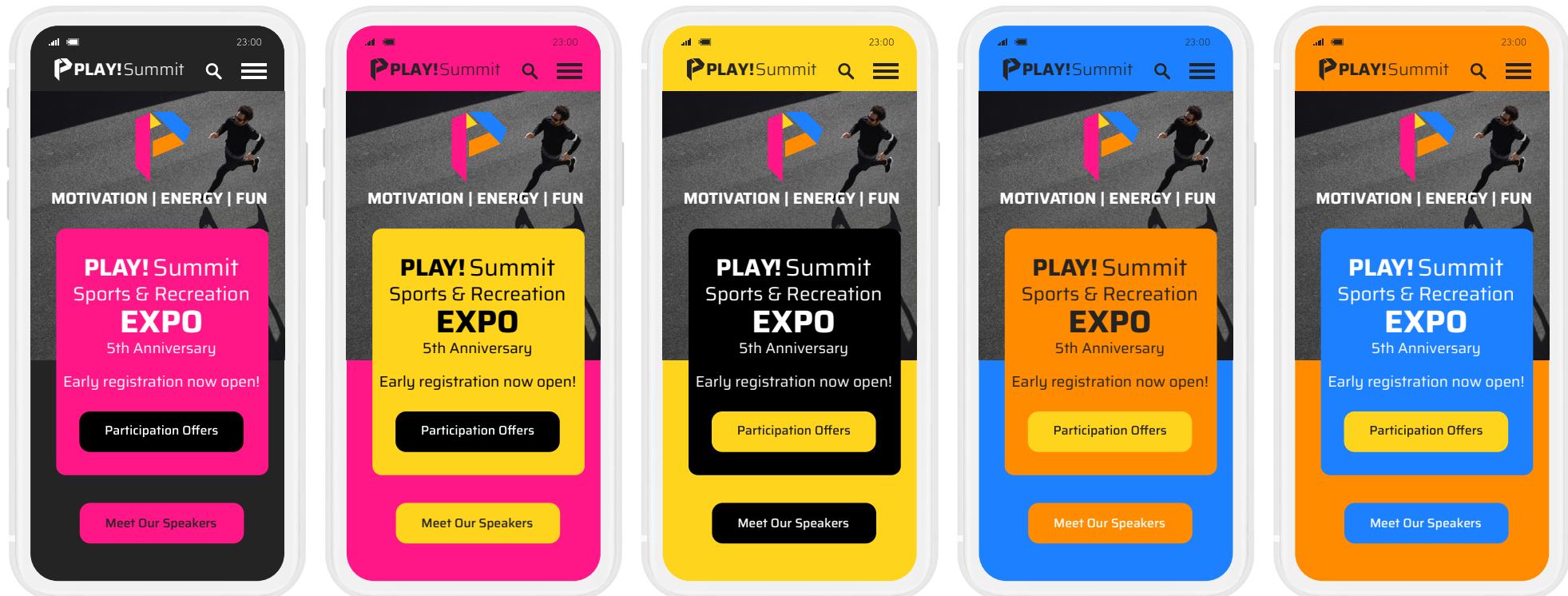
- ✓ All access **VIP** pass
- ✓ **VIP** access to exclusive workshops and special keynotes
- ✓ **20%** off all vendor goods (10% more)

You would save **\$100** from the regular VIP ticket price (**\$499**)
by buying now during the early bird **20%** offer!

[Upgrade to a VIP ticket now!](#)

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Smartphone offer mock-ups



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Pullup stands

As part of a print campaign, using black and grey images the color logo will stand out strong against.

Further print collateral examples to follow.



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Venue backdrops

Venues and speaker backdrops will have the Expo branding and imagery related to the spokesperson and including sponsors.



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Contact details

For any questions concerning the **Play!** Summit visual identity guide
please contact jean-francois.larente@sitecore.com