



EXHIBIT<sup>®</sup>  
CONCEPTS

# BRAND GUIDE

MARCH 2025



Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

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# INTRODUCTION





# ABOUT US

Established 1978 — Second Generation Owned  
**Certified Womens Business Enterprise**  
Corporate Headquarters in Dayton, Ohio  
200K+ Square Feet of Production & Warehousing  
1,895+ Projects Annually  
140+ Employees



## AWARDS & CERTIFICATIONS:





## HOW TO USE THIS GUIDE

The following system defines the Exhibit Concepts brand and is designed to serve as a guide for representing the brand consistently and effectively across all client-facing communications, including but not limited to:

- ▶ graphic design
- ▶ print documents
- ▶ digital documents
- ▶ marketing communications
- ▶ written communications
- ▶ verbal communications
- ▶ promotional items
- ▶ presentations
- ▶ and more

This guide provides the essential tools and standards needed for creating any branded communications, and also includes several specific examples of appropriate brand applications, but is not a comprehensive rule book.

## CREATING BRANDED COMMUNICATIONS

We are a team of creative problem solvers, and some solutions are too big to fit into just one box. It's okay to color outside the lines sometimes, but it's important to carefully balance innovation with brand standards so everything we create still looks like part of the same family.

### 1: CONTACT THE EXHIBIT CONCEPTS MARKETING TEAM through [marketingdept@exhibitconcepts.com](mailto:marketingdept@exhibitconcepts.com).

All branded communications must be approved by our Marketing Team (Marketing). Marketing can also provide additional support to ensure effective brand interpretation and application, especially for any new items not specifically addressed in this guide.

### 2: REFER TO THIS GUIDE and adhere to the brand standards established within it.

### 3: LOOK TO THE BRAND SAMPLES included in this guide for inspiration and examples of appropriate interpretation and application of our brand standards.

# WHO WE ARE





## OUR BRAND

Exhibit Concepts, Inc. is an award-winning event marketing partner that designs, produces and manages branded environments.

Exhibit Concepts has delivered big ideas and even bigger results since 1978. Our company is full of creative and passionate people dedicated to providing unique solutions and excellent customer experiences.

Our brand reflects our Midwestern roots and is intended to reflect our genuine, creative and welcoming spirit.





## MISSION

We design and create spaces and experiences for our clients to effectively share their story to make an impactful connection with their audience.

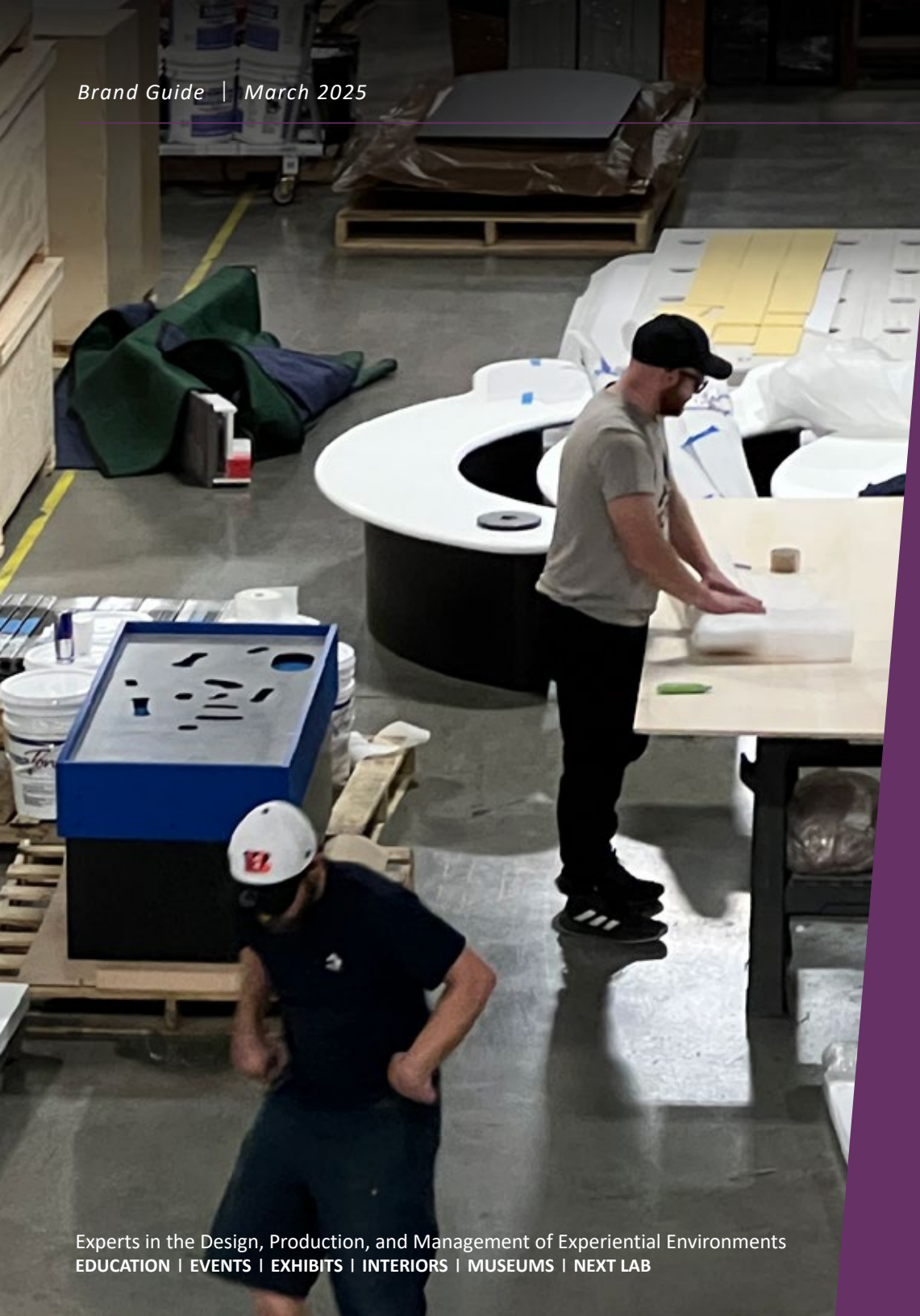
## PURPOSE

Create environments that foster human connections.

## VISION

Inform and inspire the world through experience and connection.





## OBJECTIVES

- ▶ Be a great place to work
- ▶ Deliver high value solutions to our clients
- ▶ Produce sustained, above-average profits

## STRATEGIC PRIORITIES

- ▶ Establish Exhibit Concepts as a “best place to work”
- ▶ Secure solid business
- ▶ Focus on the total experience
- ▶ Lead in experiential education
- ▶ Expand technology integration and digital media services

# DIFFERENTIATORS

## WHAT SETS US APART, SETS OUR CLIENTS APART

### ► OBSESSION WITH THE VISITOR JOURNEY

- We don't just say we're attendee-focused; we have experience, insights and design "chops" to back it up.

### ► EXPERTS IN MESSAGE-DRIVEN STORYTELLING

- Our proven methodology of designing and constructing compelling environments gets our audiences to take action.

### ► PRIORITIZATION OF A HOLISTIC APPROACH

- We develop project strategies that create continuity, uncover efficiencies, and optimize returns that exceed expectations.

### ► COMMITMENT TO PARTNER SUCCESS

- Over 40 years in business, we've seen it all — and we're depended on by clients who trust we'll expertly deliver their projects. This time. Every time.

resideo

Protect what  
matters most, together

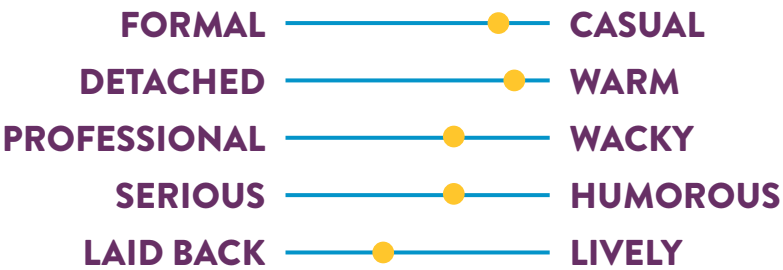




# TONE OF VOICE

Tone of voice is the way we express our personality in written and verbal communications. It is both what we say (the language we use — terminology) and more importantly, how we say it. Our tone of voice is simply the way we talk to people and includes: face-to-face communications, phone calls, presentations, speeches, videos, printed documents and more.

The following pages include a brief summary of our tone of voice.



## GENUINE

**WHAT WE MEAN:** Welcoming, supportive, down-to-earth and humble.

**WHAT WE DON'T MEAN:** Lacking ambition, without focus or cold/unapproachable.

### HOW DOES “GENUINE” SOUND?

Our friendliness is due in part to our Midwestern roots. We are down-to-earth and act as an extension of our client’s team. We don’t hide behind overly formal language; we are direct and honest. We connect with people in a human way, and act with integrity. We are quick to respond and help make things right, no matter what it takes. We are relevant and in touch.

## CREATIVE

**WHAT WE MEAN:** Resourceful, problem solvers, inventive and thoughtful.

**WHAT WE DON'T MEAN:** Chasing every passing trend, impulsive, impractical or unrealistic.

### HOW DOES “CREATIVE” SOUND?

We believe that creativity does not reside in a single department but rather permeates the entire company. We are a creative company that believes there is always a way. We are curious problem solvers who rely on research, experimentation and knowledge to shape innovative solutions to create unique experiences for our clients.

## PROVEN

**WHAT WE MEAN:** Relentless, trustworthy, secure and reliable.

**WHAT WE DON'T MEAN:** Lacking backbone, too soft, wishy-washy or exhibiting an overly boastful attitude.

### HOW DOES “PROVEN” SOUND?

Our language reflects our experience in the industry and years of working with clients to foster their success. We are knowledgeable and can’t wait to share what we know with others, but not in a boastful know-it-all way. We are eager to share and be helpful. We are steadfast, not following passing trends but rather standing firm as a steady force.

## OUR LANGUAGE

### GENUINE

**WELCOMING:** We use inclusive language that makes people feel like we're part of the same team. We use words like "we," "us" and "the team" to reinforce this inclusion.

**SUPPORTIVE:** We want our clients to succeed, so we work to offer support and make things easier for them. We offer advice and encourage feedback.

**DOWN-TO-EARTH:** We view writing as an opportunity to connect with people. We use simple, easy-to-understand vocabulary and avoid slang and jargon.

**HUMBLE:** Clients are the hero of our story; we are their guide. When we speak of their success, we do so with humility, respect and pride. We are only successful if our clients are successful.

### CREATIVE

**RESOURCEFUL:** We call upon our knowledge and experience to design creative solutions. Whether it's design experience or engineering, we do whatever it takes to solve problems. When we speak or write, it is from a place of helpfulness.

**PROBLEM SOLVERS:** When clients have a need, we don't hesitate to help in any way we can. We test and research to reach a mutually beneficial solution.

**INVENTIVE:** Creativity is not limited to a department, it is all-encompassing. We work to push the limits of what is possible in everything we do.

**THOUGHTFUL:** Everything we do is done with our clients in mind. We always consider their needs, problems and current position when designing a solution. We are relentless in the pursuit of our client's success.

### PROVEN

**RELENTLESS:** We don't stop until our clients are satisfied with the outcome. This tenacity is evident in how we describe ourselves and in describing our client's success and the role we play.

**TRUSTWORTHY:** We have the industry experience that has secured a solid, positive reputation. Our language reflects this experience, but never in a boastful way. We don't say we can be trusted — we prove our trustworthiness through our actions.

**SECURE:** We provide peace of mind to clients by offering them security. We reinforce this through a proven track record of success. We use language that makes people feel at ease.

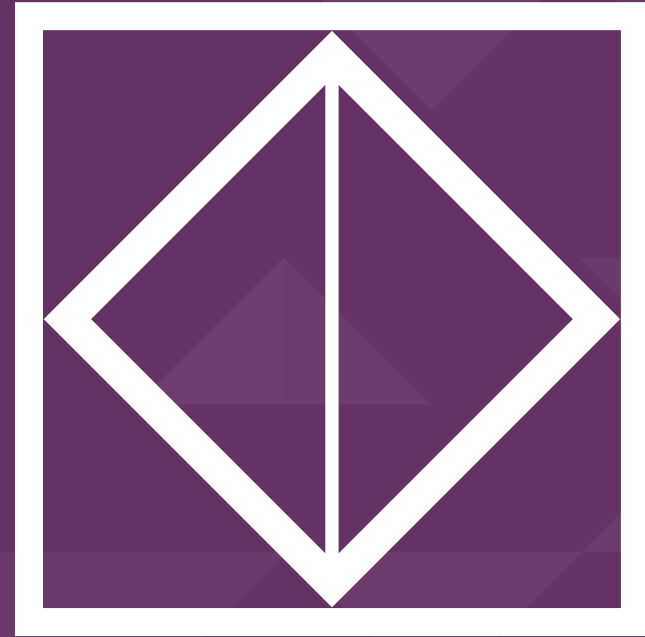
**RELIABLE:** We move mountains to deliver on our promises. If a mistake occurs, we own it and take responsibility to reinforce that we can be called upon, day or night, to fix it.



# OUR NAME

The Exhibit Concepts, Inc. name is known in the industry, and in some cases, has become known as ECI. Below are a few rules to follow when we reference our business name:

- When in print, the first occurrence on each page should be “Exhibit Concepts, Inc.” Any additional occurrences on the same page should be “Exhibit Concepts.”
- Internally, we often refer to ourselves as ECI. However, when customer-facing, we should refer to ourselves as Exhibit Concepts.
- Only in writing does the “, Inc.” need to be used. After the first occurrence you do not need to include “Inc.”



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# OUR MARK

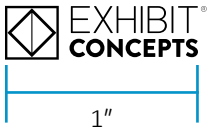


## OUR MARK

The Exhibit Concepts, Inc. corporate Mark is meant to be represented primarily in all black or all white. On client-facing and prospect-facing materials (e.g., booth concept proposals), the Exhibit Concepts Mark should appear on the cover page and footer. The Exhibit Concepts logo is to appear only in black or purple (PMS 2622C). Never modify the Exhibit Concepts Mark.

### IMPORTANT NOTE:

Never separate the EXHIBIT CONCEPTS Mark lettering from the “bug” icon.



**TIP:** Never reduce Mark smaller than 1" in width.

### HERO MARK—BLACK

**IMPORTANT:** This is the preferred Mark for all customer-facing documents such as: quotes, estimates, floor plan and graphic templates.



### HERO MARK—REVERSED



Whether it's the bug, the horizontal Mark or the vertical Mark, we recommend reversing to white if the background is dark.

For light backgrounds, we recommend using our Mark—black.



## SECONDARY MARK

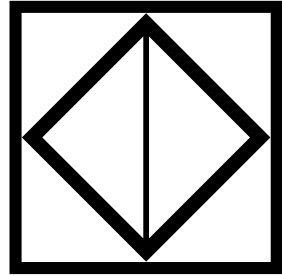
In addition to our master Mark, we have a secondary Mark that combines our bug and Mark.

This version is recommended only for very narrow layouts (e.g., social profile icons, digital banners such as skyscraper banner ads or on columns, pillars, etc.) that don't show our master Mark at its best.



**TIP:** Never reduce secondary Mark smaller than 1/2" in width.

### SECONDARY MARK — BLACK



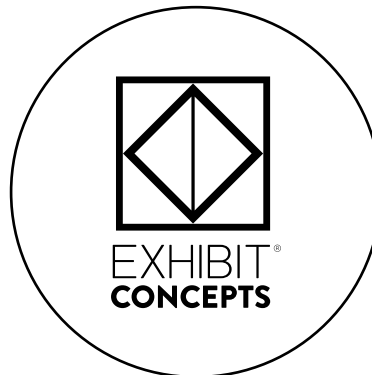
EXHIBIT<sup>®</sup>  
CONCEPTS

### SECONDARY MARK — REVERSED



EXHIBIT<sup>®</sup>  
CONCEPTS

### EXAMPLE OF OUR MARK SHOWN AS SOCIAL MEDIA PROFILE

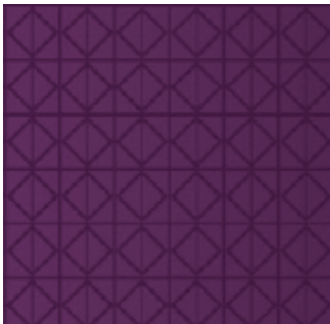


## INTEGRITY OF THE MARK

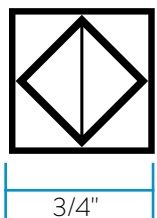
The Mark is our #1 brand asset. The square area of the Mark is referred to as our “bug icon.” The bug can be a solo graphic when applied in the following ways:

### BUG AS A TEXTURE

The bug, being a true square, can be tiled to create a unique lattice textural design element.



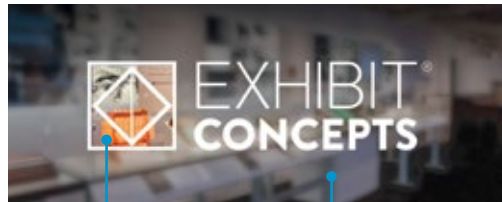
1/4" The bug should be used as a pattern but never smaller than 1/4" in size.



**TIP:** The bug can be used alone but never smaller than 3/4" in width.

### PHOTOGRAPHY

The open triangles within our bug can be utilized with photography.



**TIP:** If Mark is placed on top of an image, the image area outside of the Mark must be blurred so the sole focus is on the Mark. Image inside the mark is to appear crisp and not blurred.

### BULLETS & ARROWS

The open triangles within our bug can be as bullets with a document.

- ▶ Lorem ipsum dolor
- ▶ Sit amet consectetur
- ▶ Etuer adi priscing

## COPYRIGHT INFORMATION

The following statement must be included in the footer of all client-facing proposals and presentations, with the exception of certain contract situations.\*

Proprietary and Confidential © YEAR Exhibit Concepts, Inc.

Also within all client-facing material, the following statement must be included on the front cover, back cover or inside front/back covers of the document.

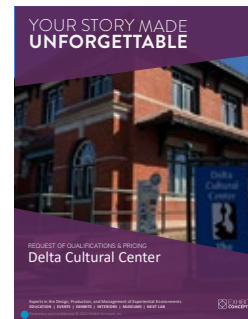
All visual representations, designs, pricing and recommendations contained in this proposal are the intellectual property of Exhibit Concepts, Inc. And reproduction, in part or as a whole, without the prior written permission of Exhibit Concepts, Inc. is prohibited.

© YEAR Exhibit Concepts, Inc.

More specifics about how the copyright info should be displayed on client-facing presentations and proposals is on page 31.

\*Some government, education, and other public projects may expressly require that content is made available for public review. In such cases, this copyright statement will not be used. Be sure to carefully review any contract terms relating to proprietary information, and to contact Marketing for additional assistance.

## EXAMPLES OF COPYRIGHT USAGE



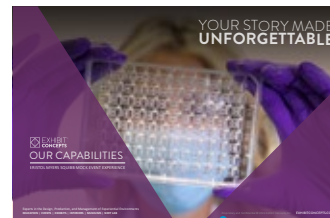
Abbreviated copyright statement is set in Calibri Light font using a light grey color



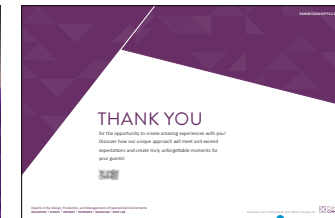
### THANK YOU

STEVEN LOWRY  
Account Executive  
slowry@exhibitconcepts.com  
office: 937-535-0261  
mobile: 937-478-7366

Full copyright statement is set in Calibri Light font



Abbreviated copyright statement is set in Calibri Light font using a Light Grey color



### THANK YOU

STEPHANIE BULLOCK  
Account Executive  
sbullock@exhibitconcepts.com  
office: 228-854-4558  
mobile: 850-574-0993

Full copyright statement is set in Calibri Light font

## REGISTERED TRADEMARK



**EXHIBIT<sup>®</sup>  
CONCEPTS**

The Exhibit Concepts Mark must always include the registered trademark symbol (®) in the upper Right corner.



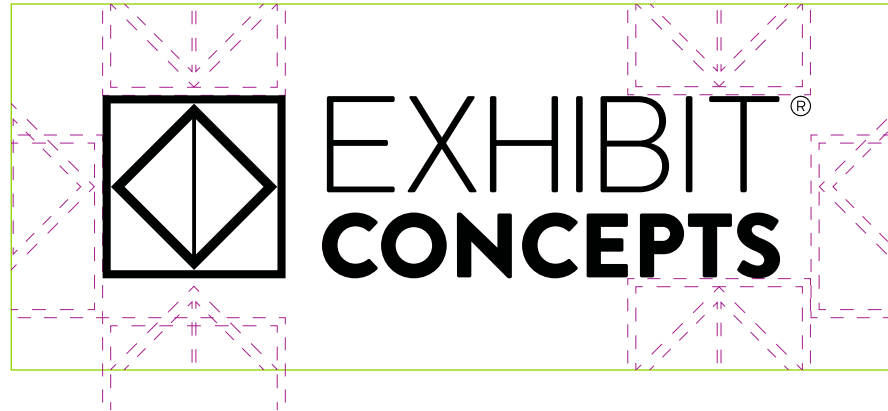
## IMPROPER USAGE

The following examples illustrate unacceptable usage or variations of the Exhibit Concepts, Inc. Mark.



## AREA OF ISOLATION

The area of isolation is a buffer zone of neutral brand space that surrounds our marks to prevent brand interference from other graphic elements. To ensure our marks are highly visible and maximize impact, always separate them from their surroundings — allow “clear space.” The area of isolation, or minimum required clear space, surrounding all marks should be half the height of the mark on all sides as shown below.



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# BRAND COLORS





# COLOR THEORY & APPROVED BRAND COLORS

Beyond our Mark, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Exhibit Concepts, Inc. brand. It is very important to be consistent in the way we use it to build awareness for our brand.

**PRIMARY COLORS** – Purple PMS 2622, Black, and White are the core of our brand identity and should appear whenever possible for clients to immediately identify our brand.

## EXHIBIT CONCEPTS PRIMARY COLORS

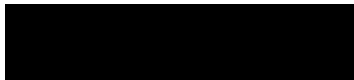


**1. DELIGHTFUL PURPLE:**

PMS 2622, HEX 653165

**color theory associations:**

magic, wisdom, creativity, ambition, luxury, devotion

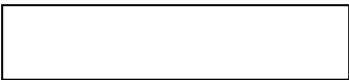


**2. BLACK:**

PMS Rich Black, HEX 000

**color theory associations:**

elegance, sophistication, glamour, mystery, drama, authority

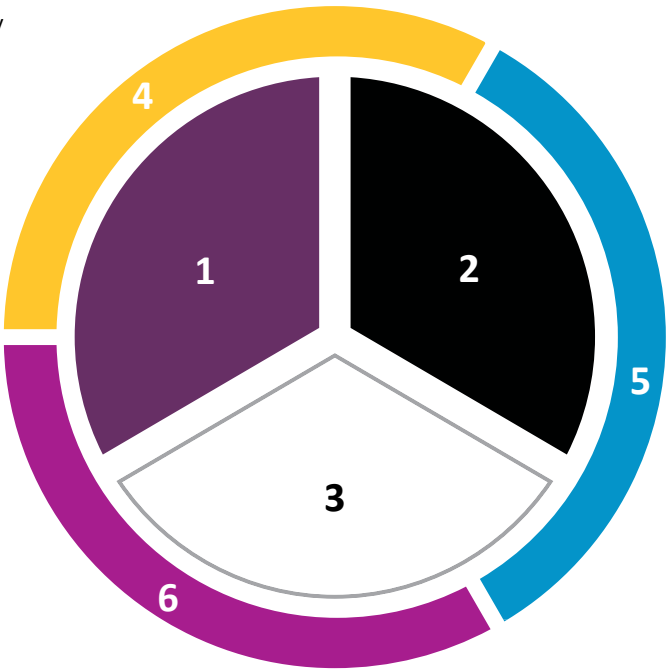


**3. WHITE:**

PMS White, HEX FFF

**color theory associations:**

precision, simplicity, clarity, hope, peace, perfection



**SECONDARY COLORS** – Used as accents in designs to add color depth, variety and texture to text, backgrounds and illustrations. Be careful when using secondary colors that they do not overpower our primary colors. When working with white or light backgrounds, avoid applying our secondary colors to text or other thin design elements as this may reduce readability and graphic impact. For best contrast, use secondary colors against dark field colors.

## EXHIBIT CONCEPTS SECONDARY COLORS



**4. AMBER ADVENTURER:**

PMS 123, HEX FFC72C

**color theory associations:**

uplifting, loyal, treasured, energetic, sunny, spontaneous



**5. AZURE ARTIST:**

PMS 639, HEX 009EC7

**color theory associations:**

inspirational, artistic, intuitive, trustworthy, serenity, intelligence



**6. MAGENTA MAGICIAN:**

PMS 248, HEX A51890

**color theory associations:**

passion, energy, mystery, surprise, wonder, magic

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# BRAND TYPEFACE



## HEADING TYPEFACE

For headings, titles and graphic typography, we use the Brandon Grotesque typeface wherever possible.

For large, bold titles, we use Brandon Grotesque Bold and Brandon Grotesque Light in ALL CAPS. It is also used in a header as a combination of Brandon Grotesque Bold and Light for contrast.

For more elegant, subdued titles, we use Brandon Grotesque Light in sentence case.

For Subheads within a document Brandon Grotesque Bold or Brandon Grotesque Medium in ALL CAPS.

If Brandon Grotesque is unavailable in a particular application, Calibri Bold in ALL CAPS can work as an alternative heading typeface.

For RFPs and other documents that may need to be edited in programs with font license restrictions, we use Calibri.

## BODY COPY TYPEFACE

We use Calibri Light and Calibri Regular for body copy across all Exhibit Concepts communications, except the website. Calibri Light Italic may be used for points of emphasis, subheadings, and captions.

### Brandon Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Brandon Grotesque Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*TIP: All typographic terms and measurements are native to Adobe® Creative Cloud applications. Convert all typefaces to outlines when creating PPTs and PDFs of presentations.*

Download our typefaces here:

<https://fonts.adobe.com/fonts/brandon-grotesque>

<https://fonts.adobe.com/fonts/calibri>



# TYPOGRAPHY & PARAGRAPH STYLING

For all our brand communications both on and offline, it is important that our written communications appear clean, simple, modern and elegant. Consistent typeface use is essential to conveying our unified brand expression. Certain campaigns may benefit from unique playful typography, but the use of any additional typeface must be approved by the Exhibit Concepts Marketing Team.



**Sub Caption Headline 1:** Calibri Regular set in Sentence Case.



**Sub Caption Headline 2:** Brandon Grotesque Light set in ALL CAPS.

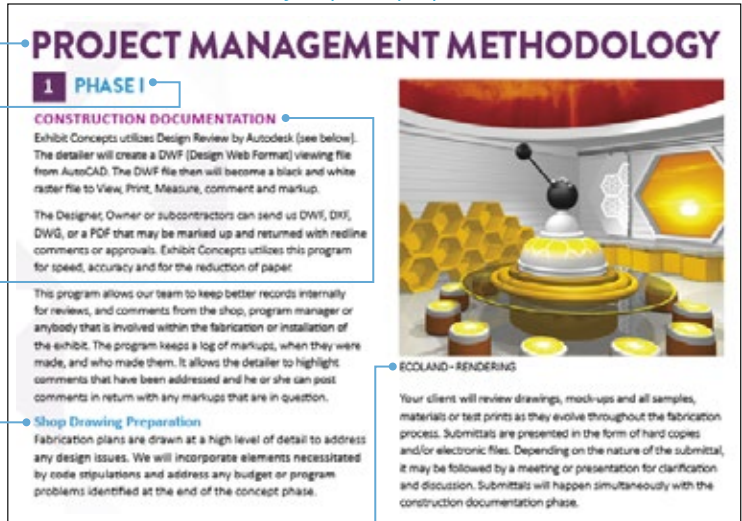


**Body Copy:** Either Calibri Regular or Calibri Light should be used depending on readability.



**Body Copy Lists/ Bullets:** Either Calibri Regular or Calibri Light should be used depending on readability. Calibri Bold may be used sparingly for emphasis.

**Headline/Main Header:** For this example Brandon Grotesque Bold in ALL CAPS is used for spacial purposes.



**Subhead 3:** Calibri Bold set in sentence case.

**Caption Copy:** Calibri Light or Calibri Regular set in either ALL CAPS or sentence case depending on readability.



**Headline/Main Header:** Combination of the fonts Brandon Grotesque Light and Brandon Grotesque Bold set in All Caps.

## TYPOGRAPHY & PARAGRAPH STYLING *(Continued)*

### ALIGNMENT

We recommend left alignment for better readability.  
Only use center alignment if design requires it.



### KERNING

The spacing between characters should be set to optical.  
Kerning must be done manually when using type above 50pt or when some space between letters looks too far apart or close together.

#### *Before Kerning*

UNFORGETTABLE

#### *After Kerning*

UNFORGETTABLE

### TRACKING

The space between letters should be set at 0. If the tracking has too much of a gap between letters, especially in large-sized headline text, lower the tracking to no more than -30.

#### *Before Tracking*

WHAT SETS US APART, SETS YOU APART

#### *After Tracking*

WHAT SETS US APART, SETS YOU APART

### HYPHENATION

Automatic hyphenation should be turned off. No hyphens should be used in header, subhead and paragraph text. Hyphens are only acceptable for words that have a grammatical hyphenation built into their word structure.

#### Exhibit Concepts

Exhibit Concepts, Inc. is an award-winning event marketing partner that designs, produces and manages branded environments.

Our team at Exhibit Concepts has been making stories unforgettable since 1978. Our creative, passionate team is dedicated to providing excellent customer experiences and technology solutions for trade show exhibits, corporate events, interior environments, museums, mobile vehicle tours, and experiential engagements.

## IMPROPER TYPOGRAPHY AND PARAGRAPH STYLING USAGE

The following examples illustrate unacceptable usage or variations of the Exhibit Concepts, Inc. typography.

**Lorum Ipsum Ette Dolor**

**Lorem ipsum dolor sit amet, consectetur adi**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
 diam nonummy nibh  
 euismod tincidunt ut laoreet dolore magna aliquam erat  
 volutpat. Ut wisi enim ad  
 minim veniam, quis nostrud exerci tation ullamcorper sus cipit  
 lobortis nisl ut aliquip.

*Lorum ipsum ette dolor*

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADI**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ni  
 boh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi  
 enim ad minim veniam, quis nostrud exerci tation ullamcorper sus cipit lobor  
 tis nisl ut aliquip. Tincidunt ut laoreet dolore.

**TIP:** If unsure about your usage, please consult with the ECI Marketing Team.

## WEB TYPEFACE

Website typeface is Open Sans in black or white determined by readability, with the various treatments listed. All Typefaces will be at 400 weight except H4 Open Sans Light, which will be at 200 Weight.

When a color identification for the various services are used, H3 will change from purple to its respective color.

### OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### OSWALD SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# H1 — Open Sans Regular, 55px

## H2 — Open Sans Regular, black 40px

### H3 – OPEN SANS, SEMIBOLD, PURPLE 40PX, - UPPERCASE

#### H4 — OPEN SANS LIGHT, 22 PX — UPPERCASE

#### H5 — OSWALD SEMIBOLD, 18PX — UPPERCASE

Body Style: Open Sans Light, 15px.



Brand Guide | March 2025

# DESIGN ELEMENTS



# PAGE FOOTER

In most client-facing presentations and proposals, a branded Exhibit Concept footer is used. The footer is comprised of three branded elements, which consist of: (1) Exhibit Concepts’ Logo, (2) Exhibit Concepts’ Tagline and (3) the Proprietary Copyright Disclaimer. These elements must appear on each page of a proposal or presentation. The wording of the tagline or copyright information cannot be changed unless approved by marketing management. However, the year of the copyright info will change with the current calendar year.

## FOOTER USED IN A PORTRAIT 8.5x11 PRESENTATION


75% PURPLE TAGLINE, 50% PURPLE COPYRIGHT, PURPLE LOGO

Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB  
Proprietary and Confidential © 2023 Exhibit Concepts, Inc.



INVERSE WHITE LETTERING TAGLINE, 45% BLACK COPYRIGHT, WHITE LOGO ALL ON PURPLE

Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB  
Proprietary and Confidential © 2023 Exhibit Concepts, Inc.



## FOOTER USED IN A LANDSCAPE 17x11 TABLOID PRESENTATION

75% PURPLE TAGLINE, 50% PURPLE COPYRIGHT, PURPLE LOGO

Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

Proprietary and Confidential © 2023 Exhibit Concepts, Inc. 

75% PURPLE TAGLINE, 50% PURPLE COPYRIGHT, PURPLE LOGO

Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

Proprietary and Confidential © 2023 Exhibit Concepts, Inc. 

### IMPORTANT NOTE:

*The examples above are reduced in size to fit page. Correct font size information and the fonts used are on the next page.*

## PAGE FOOTER TAGLINE

There are two lines of text in this branded footer that should be placed in the lower left hand corner of most client-facing proposals and presentation decks.

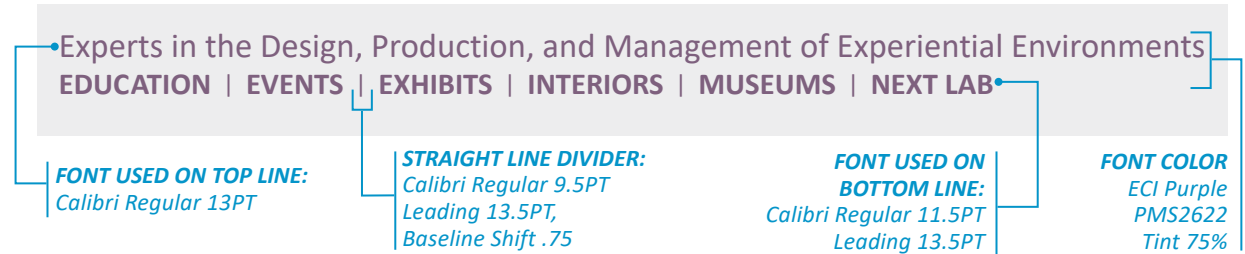
The first line states our brand value proposition, while the second line represents our core lines of business.

Please refer to these instructions listed for appropriate font style, size, leading and color when creating this footer using type. A simple drag-and-drop footer | image files is also available through the file path below.

**P:\~ECI Marketing/~ECI Branded Assets for Sales\_Creative\_Marketing/Branded Footer for Presentation Decks**

**NOTE:** Light grey shaded boxes in the examples are used only to highlight the text within the box. The called-out text will be placed on a white background in the client-facing material.

### FOOTER USED IN A LANDSCAPE 17x11 TABLOID PRESENTATION (In Adobe InDesign or Illustrator)



### FOOTER USED IN A PORTRAIT 8.5x11 PRESENTATION (In Adobe InDesign or Illustrator)



### FOOTER USED IN A POWERPOINT 13.3x7.5 PRESENTATION / WORD 8.5x11 DOCUMENT (In Microsoft PowerPoint or Word)



### PAGE FOOTER TAGLINE IN WHITE FONT ON A PURPLE BACKGROUND

Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

**IMPORTANT NOTE:** Never use the old footer tagline in a design.

~~PROSPECT CLIENT NAME – ABC CORPORATION  
EXHIBITS | EVENTS | ENVIRONMENTS | MOBILE VEHICLE TOURS | MUSEUMS | EXPERIENTIAL~~

## PAGE LAYOUTS

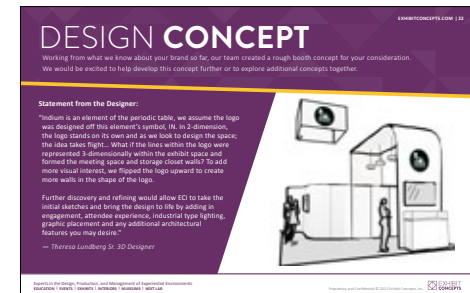
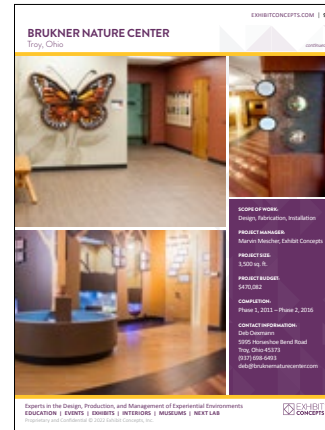
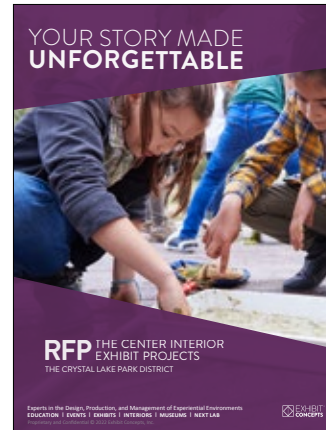
Exhibit Concepts page layouts emphasize rectilinear visual structure, inspired by the iconic shipping crates that carry our clients' exhibits out into the world.

We use squares, rectangles, and diagonals to create a bold, rigid structure — representing our proven strength and reliability.

Dividers, borders, color blocks and spacing create visible structure blocks for content.

Avoid using circles, curves, and organic design structures.

## EXAMPLES OF LAYOUTS

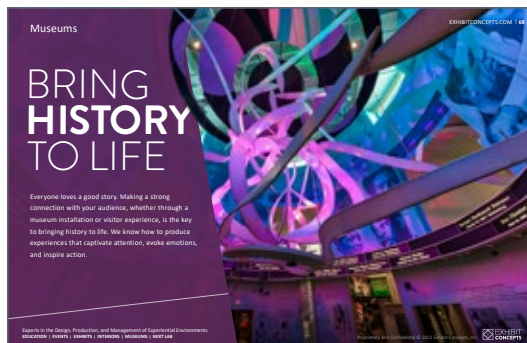




## PAGE LAYOUTS *(Continued)*

### IMAGE BREAKS

We often encourage photographic elements to break beyond the image boundary, creating high energy visual interest. This is best used when paired with points of interest such as title pages, section breaks or other important pages. Crop around key elements of the photo subject, allowing them to overlap into nearby negative space. These elements may also partially overlap with headline text so long as headline text remains clearly readable.



### ACCENT LINE

We often use a thin yellow line to accent headers in our page layouts. This line should be used in context similarly to an Underline — that is, this accent line is visually used to emphasize a point of interest such as key talking points.

This line should only appear in our Amber Adventurer brand color, and should be a consistent lineweight of 10 pt for 17x11 Landscape Presentations/Proposals and 8 pt for 8x10 Portrait Proposals.



10 PT Line

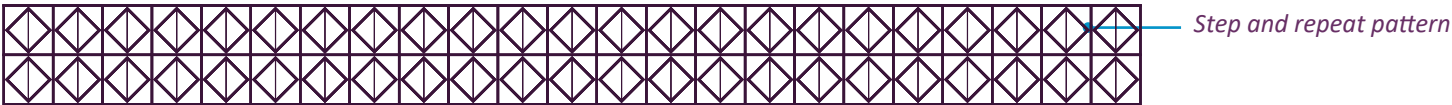
8 PT Line

# TEXTURES & PATTERNS

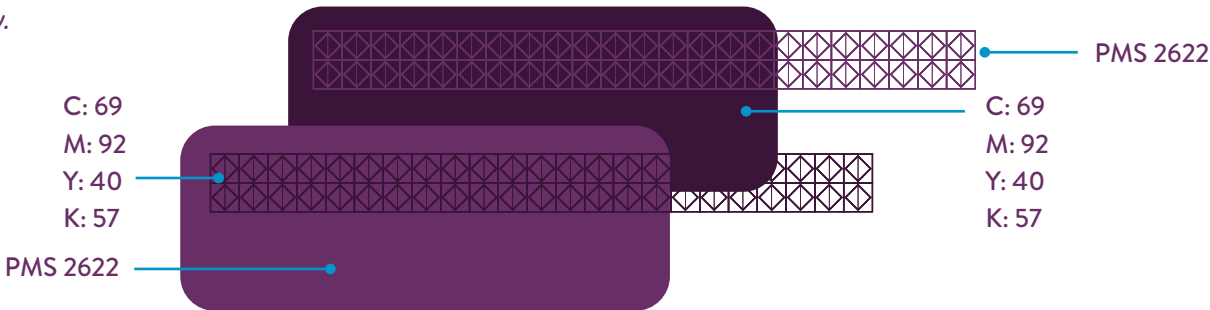
Our Mark is recognizable as a solo graphic element. It’s also a great alternative to photography to enhance a branded layout.



When building the gradient, always start with the Exhibit Concepts, Inc. brand color (PMS 2622) on the left and fade to the right.



**NOTE:** Textures are best suited in PMS 2622, white or grey.



## TEXTURES & PATTERNS *(Continued)*

Another triangular pattern can be used as background imagery in Exhibit Concepts' proposals, presentations, back drops and other content marketing collateral.



**LAYER 1**



**LAYER 2**



**NOTE: Created in InDesign.**

Background effect is achieved by layering two graphic boxes.

**Layer 1** is a solid color box set in our primary color — PMS 2622.

**Layer 2** is a linked image (file name: New Triangle Geometric Background.ai) with the PMS 2622 primary added in a transparency of 26%.



**NOTE:** This is a vector-based image (file name: New Triangle Geometric Background.ai). Using this image in InDesign, the transparency is set in the Effects Panel at 40% to achieve the subtle watermark effect.

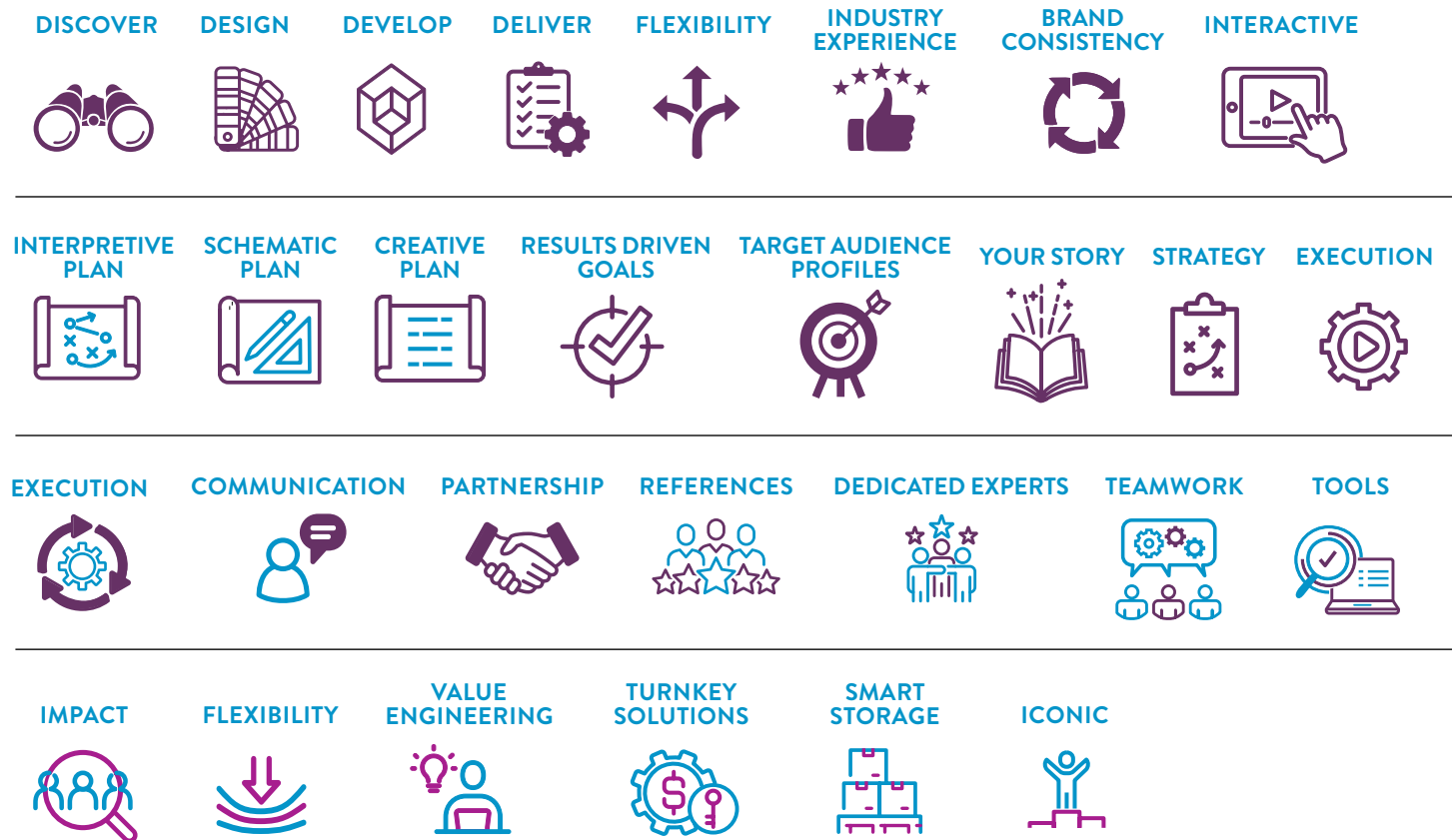


**NOTE:** Without having to create this image effect from scratch as illustrated on the left, there is a tif file (file name: Purple Triangular Background.tif) that can be accessed on the server.

## ICONOGRAPHY

The Exhibit Concepts, Inc. icon suite is built with a balanced combination of crisp, geometric linework and subtle sharp corners to mimic the Mark. The icons are friendly and playful, and intentionally designed to complement the brand.

Iconography may be created in any of our brand colors, depending on what works best visually for each piece. However, be sure that icons repeat consistently within any given piece, maintaining consistent coloring and presentation throughout. No more than two colors may be used for iconography in any given piece.



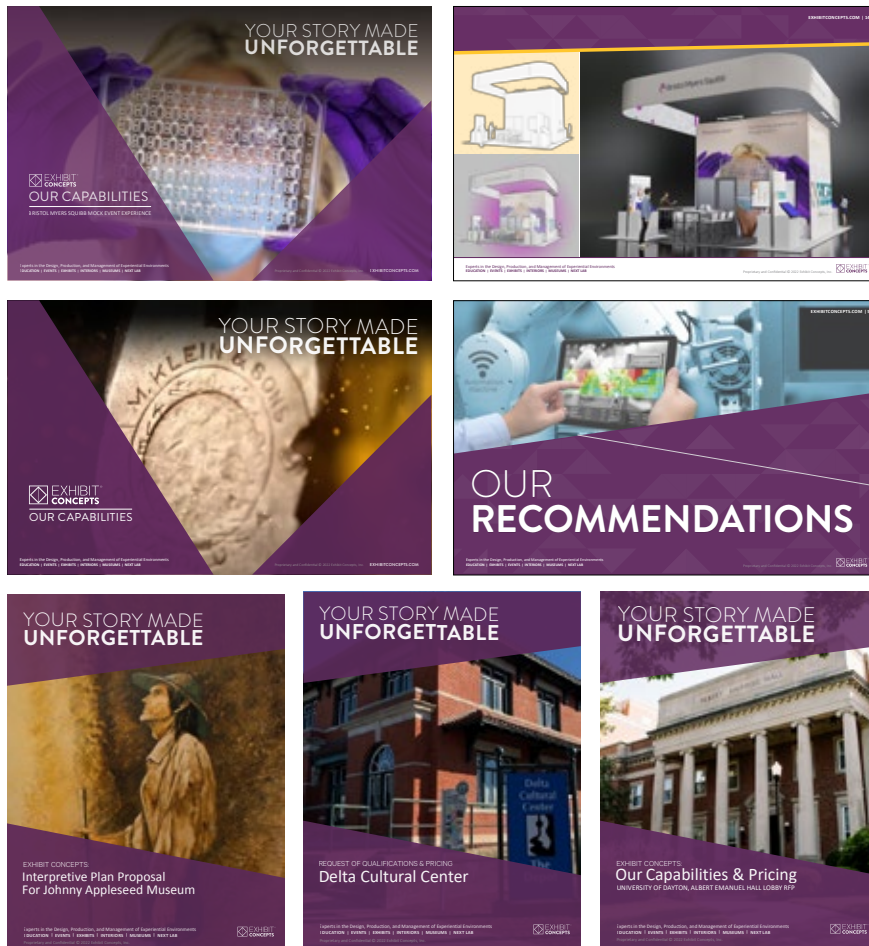
**NOTE:** Only established icons approved by Marketing may be used in client-facing pieces. Please contact Marketing for support before utilizing iconography.



# PHOTOGRAPHY

## PROJECT PHOTOS & GRAPHICS

We are often asked to create or modify photography and graphic elements for our clients. For these client projects, we become an extension of their team and work within the client's brand standards.

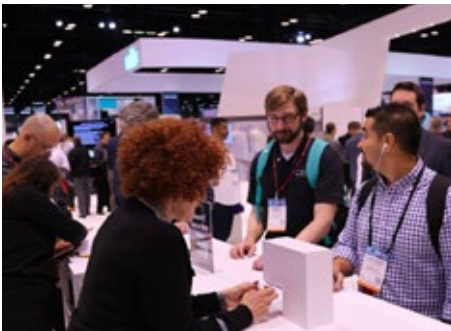


## STOCK PHOTOS & GRAPHICS

We create our own original photography and graphic elements wherever possible. However, should a project benefit from sourcing additional stock elements, please first contact our Marketing team for help exploring our best options. In cases where stock photos or graphics are best, our Marketing and Creative teams can help select the best elements that fit our unique brand style.



## PHOTOGRAPHY *(Continued)*



**EXHIBIT SHOWCASE** — Many of our client projects involve creating or working with client photography and graphics as part of their unique branded spaces and virtual experiences. For client projects, we become an extension of their team and work within their brand standards. It is important to capture the vibrant details of our work.

Our work is our inspiration. For photography, Exhibit Concepts contracts photographers with proven experience specializing in exhibit photography. These photos are to follow industry standards for exhibit photography:

- ▶ Backgrounds cropped, darkened, and blurred to keep the focus on the subject
- ▶ Bright, high-contrast colors and lighting
- ▶ Clear, detailed depth-of-field throughout the subject
- ▶ Clean, open spaces, without crowds of people (use people only to illustrate interactivity)

**EXHIBIT CANDIDS** — We often send our own photographer out to capture candid photos of people engaging in our clients' exhibits. These photos should be as natural and honest as possible, without pre-planned shots or posed subjects. Candid photos should use natural lighting wherever possible, and minimal, natural touchups.



## PHOTOGRAPHY *(Continued)*

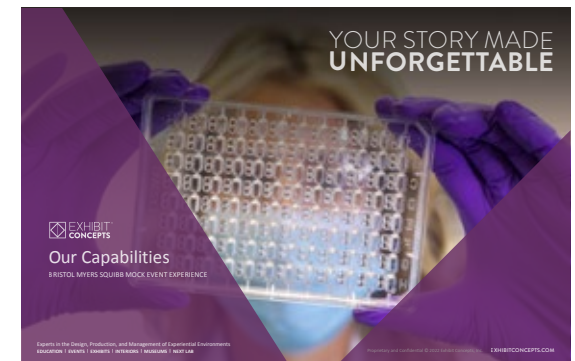
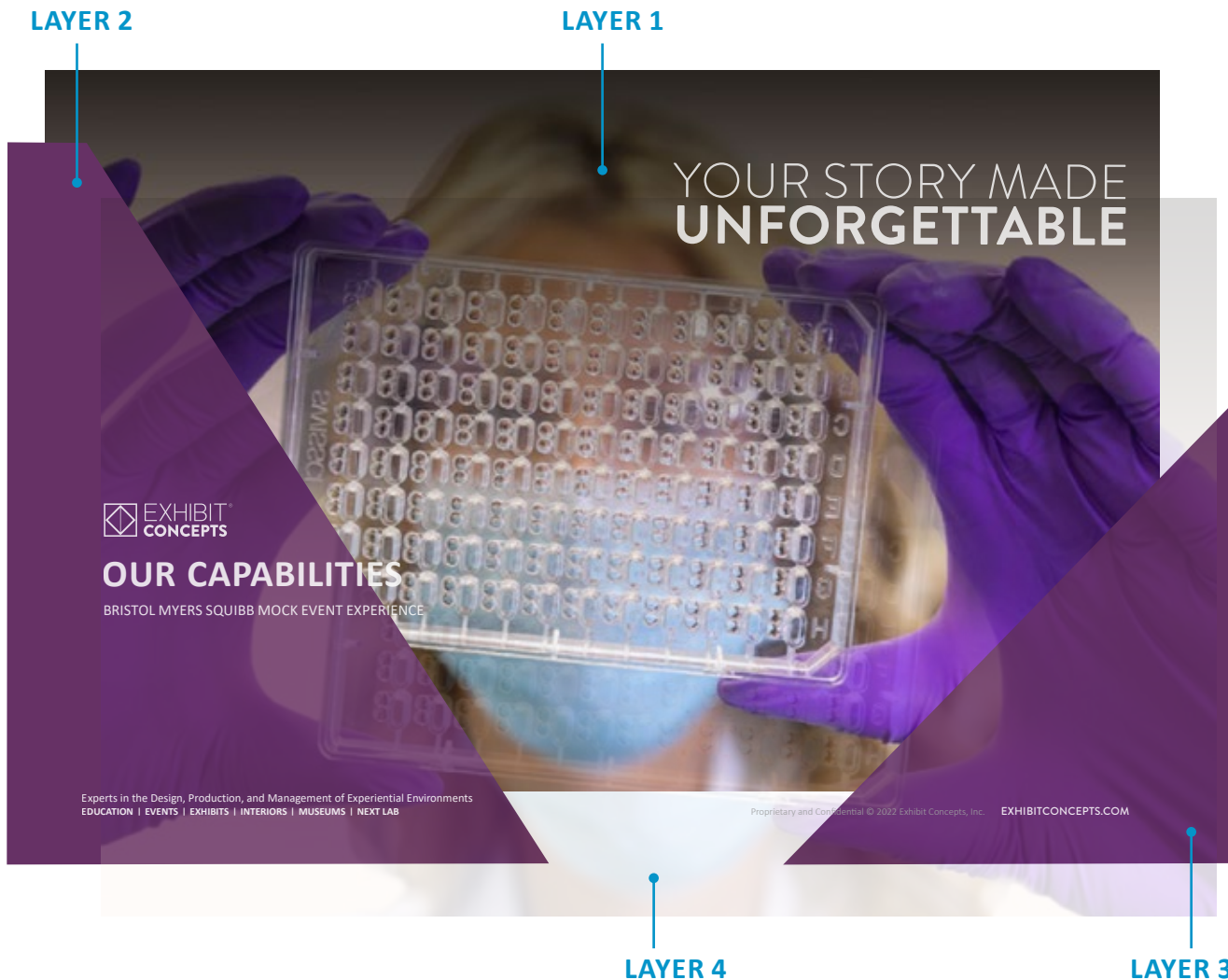
**TEAM PORTRAITS** — We are a special team of unique, curious people, so our team portraits are one important way that we capture our personality and culture. Staff portraits should be captured in greyscale black and white with natural lighting, relaxed professional poses and minimal, natural touchups. Headshots should use a short depth of field with heavily blurred backgrounds.



**TEAM CANDIDS** — These photos show our warm and wacky side, and can be captured in-the-moment by our internal photographer or using a current smart phone.

## PHOTOGRAPHY *(Continued)*

**COLOR OVERLAYS ON COVERS** — Color overlays can be applied on covers of presentations and proposals. Using a transparency and a multiply filter in InDesign will help accomplish this effect.



**HOW-TO TIP:** When building the overlay image:

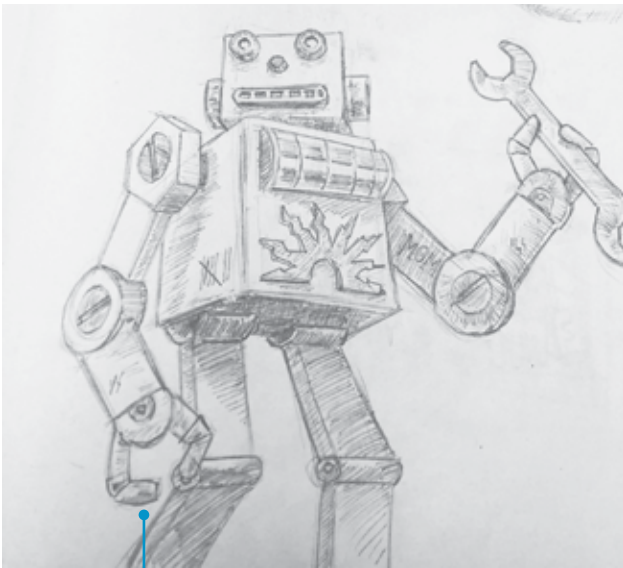
- 1) **Layer 1** is a full-color image
- 2) **Layer 2** is primary color PMS 2622 with no transparency
- 3) **Layer 3** is primary color PMS 2622 with no transparency
- 4) **Layer 4** is a copy of the full-color image of Layer 1 with a “Multiply” filter effect added to it set at 17% transparency



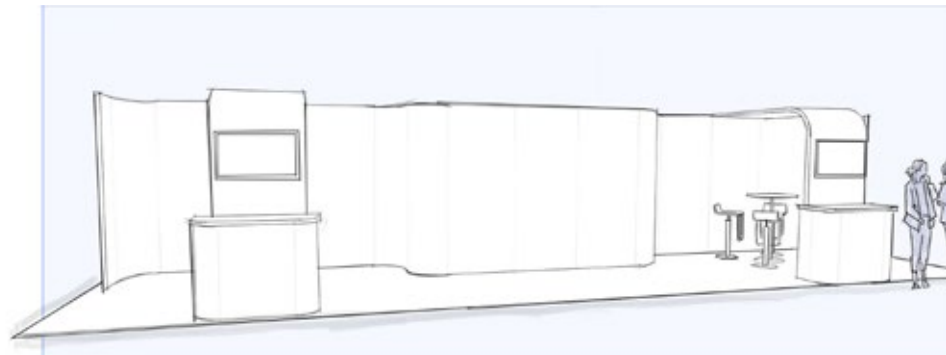
## SKETCHES

Sketches should be used as graphic elements to showcase our strong conceptual skill set. They can be used as backgrounds on presentations and other various collateral. We want to express to potential customers that our staff has the capability to deliver on their objectives with start-to-finish strategy. Customers need to see our process before agreeing to a final design.

### EXAMPLE OF APPROVED SKETCH STYLES



**TIP:** Sketches must always appear in black and white. If a custom sketch is needed, please contact the marketing department for assistance.



## NEXT Lab™

NEXT Lab™ is a dynamic, experiential, and creative team dedicated to developing unique virtual and digital experiences through technologies such as: physical engagement interactives, digital experiences, and content creation. Our goal is to immerse audiences in unforgettable stories that inspire them to act, learn, and grow. Engagement is the key to transforming information into compelling messages and hands-on experiences.



## BRANDING

NEXT Lab™ is supported by the Exhibit Concepts Brand Guidelines, adhering to the brand standards and styles outlined throughout this guide.

## NEXTlab™ MARK

The NEXT Lab Mark should appear prominently at least once in any client-facing piece that promotes our NEXT Lab team. The NEXT Lab Mark should be black when used on white or light backgrounds, and should be white when used on black or dark backgrounds. Never separate the trademark symbol (TM) from the NEXT Lab Mark. The Exhibit Concepts Mark must appear at least once on any piece where

the NEXT Lab Mark appears. Depending on the context, the Exhibit Concepts logo may appear prominently alongside the NEXT Lab Mark or may also simply appear in the footer.

The first mention of NEXT Lab in text must include the trademark symbol "NEXT lab™." Any subsequent mentions in text can appear without the TM symbol as "NEXT Lab."

Brand Guide | March 2025

# BRAND SAMPLES

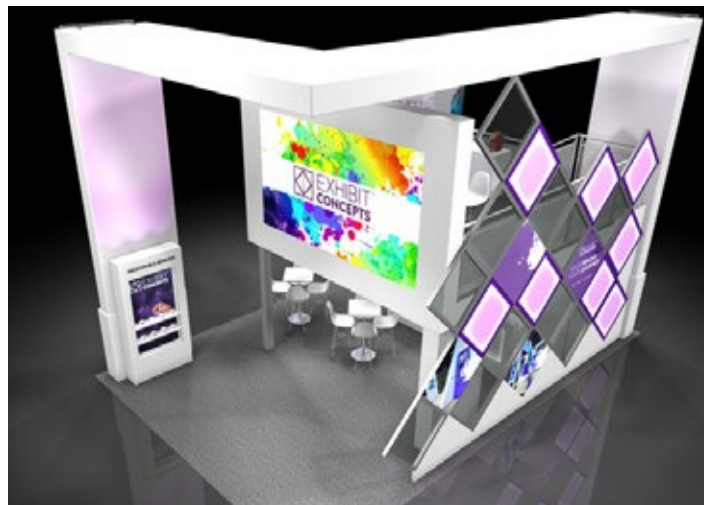




## EVENT THEMES & GRAPHICS

Our annual Exhibitor*LIVE* theme is intended to alter our brand for just a short time. The theme is to never continue past a lifespan of three months before and just three months after the event (except for Exhibitor FastTrak). Any event outside of Exhibitor*LIVE* will absorb the theme that is used for Exhibitor*LIVE*.

### EXAMPLE OF PAST EXHIBITOR*LIVE* DISPLAYS AND BOOTHS





## EVENT THEMES & GRAPHICS *(Continued)*

Our Mark is never to be altered or manipulated around the theme of the event.

Website headers, digital banner ads, email templates and social media posts should take on the theme in posts three months before and three months after the event.

### EXAMPLES OF EXHIBITORLIVE THEMES



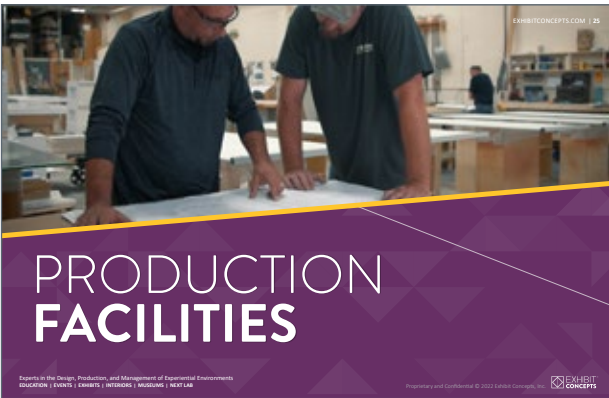
# POWERPOINT PRESENTATIONS

Marketing team can work with you to help create the best presentations for every opportunity, working from our library of marketing materials, Capabilities Decks, PowerPoint Templates and more. Please contact Marketing for assistance on all client-facing presentations.

## SAMPLE COVER PAGE



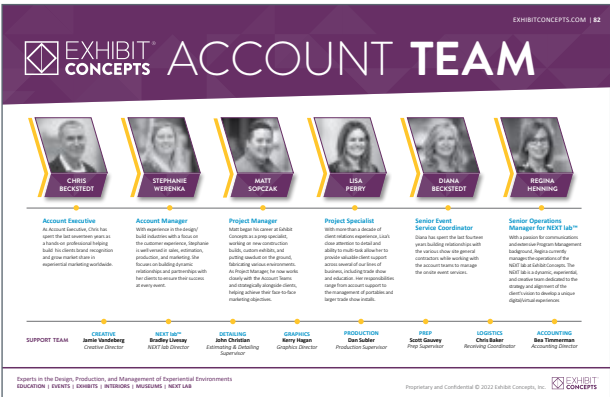
## SAMPLE DIVIDER PAGE



## SAMPLE GALLERY PAGE



## SAMPLE ACCOUNT TEAM PAGE



## SAMPLE ABOUT US PAGE



## SAMPLE INFO PAGE



## SOCIAL MEDIA GUIDELINES

When a diverse group of people contribute a variety of creative brand expressions, it's important to create a framework that ensures consistency of quality and brand personality.

It's essential that followers recognize us from one channel to the next, and that we build trust with readers by presenting consistent brand messaging across all channels. All social pages need to have the same profile picture and cover image to develop brand recognition among our followers.

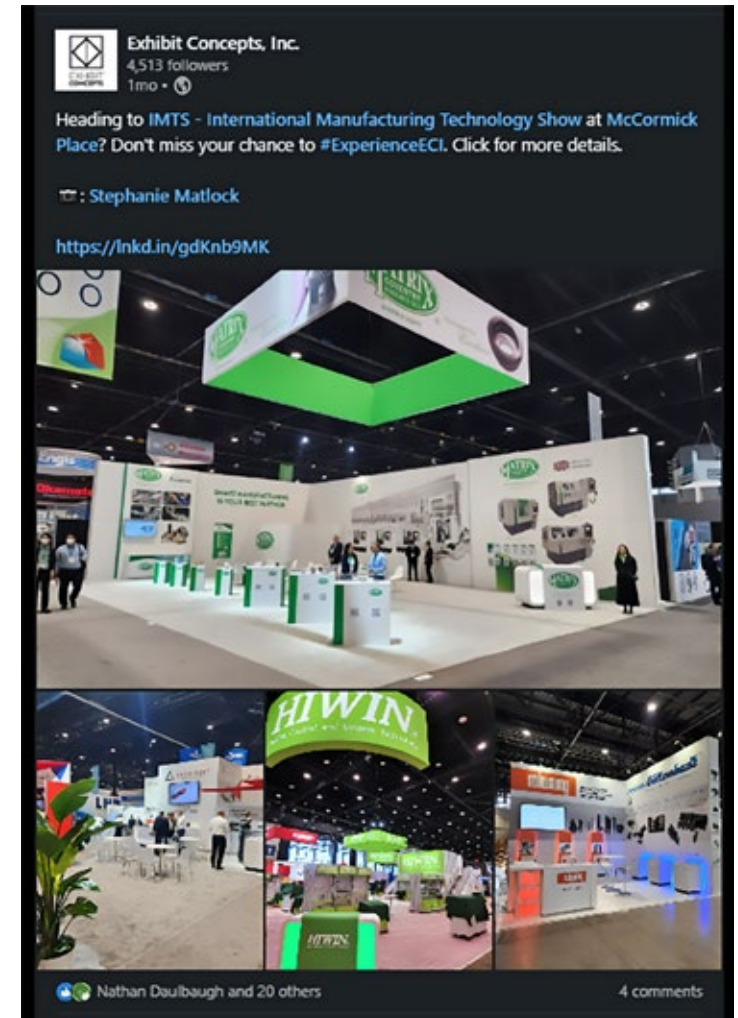
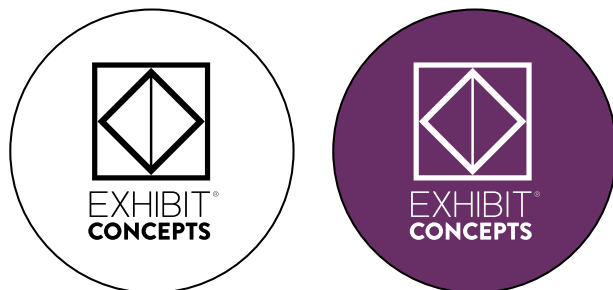
**LINKEDIN** — Please keep a more professional tone of voice. Professional imagery and video is preferred.

**TWITTER** — A playful and professional tone of voice are preferred.

**FACEBOOK** — Have fun with this platform. Feel free to use a playful tone and fun cultural imagery. Gif videos are a great tool for engagement.

**INSTAGRAM** — Have fun with this platform. Feel free to use a playful tone and fun cultural imagery. Gif videos are a great tool for engagement.

### EXAMPLE OF APPROVED SOCIAL MEDIA PROFILE PICTURES



**TIP:** Use actual photography from events when possible.



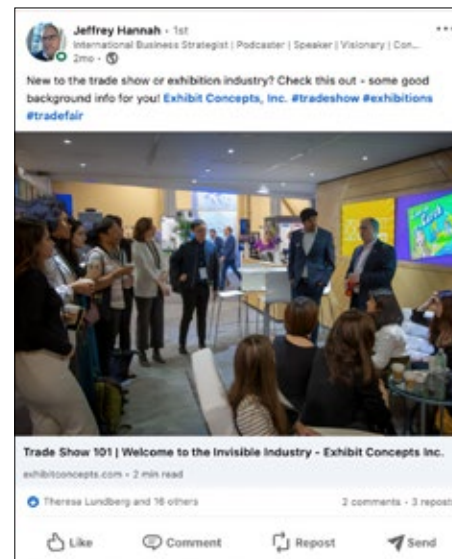
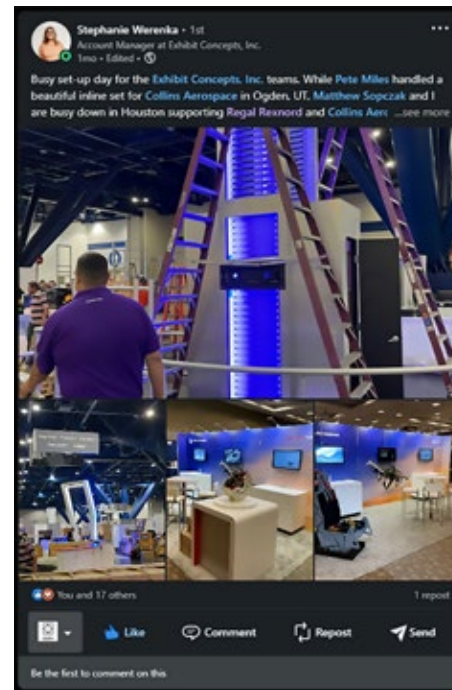
# SOCIAL MEDIA BEST PRACTICES

## ALWAYS

- ▶ Tag Exhibit Concepts
- ▶ Include photos or videos
- ▶ Tag others related to the post, (trade show, company, personnel, facility, etc.)
- ▶ Use hashtags, (example: #ExperienceECI)
- ▶ If applicable, include booth number or show details

## TIPS

- ▶ Verify individuals are okay being tagged
- ▶ Encourage others to share
- ▶ Engage with comments
- ▶ Post frequently (as much as you are comfortable)
- ▶ Be yourself (use your own voice and language)
- ▶ Keep it appropriate



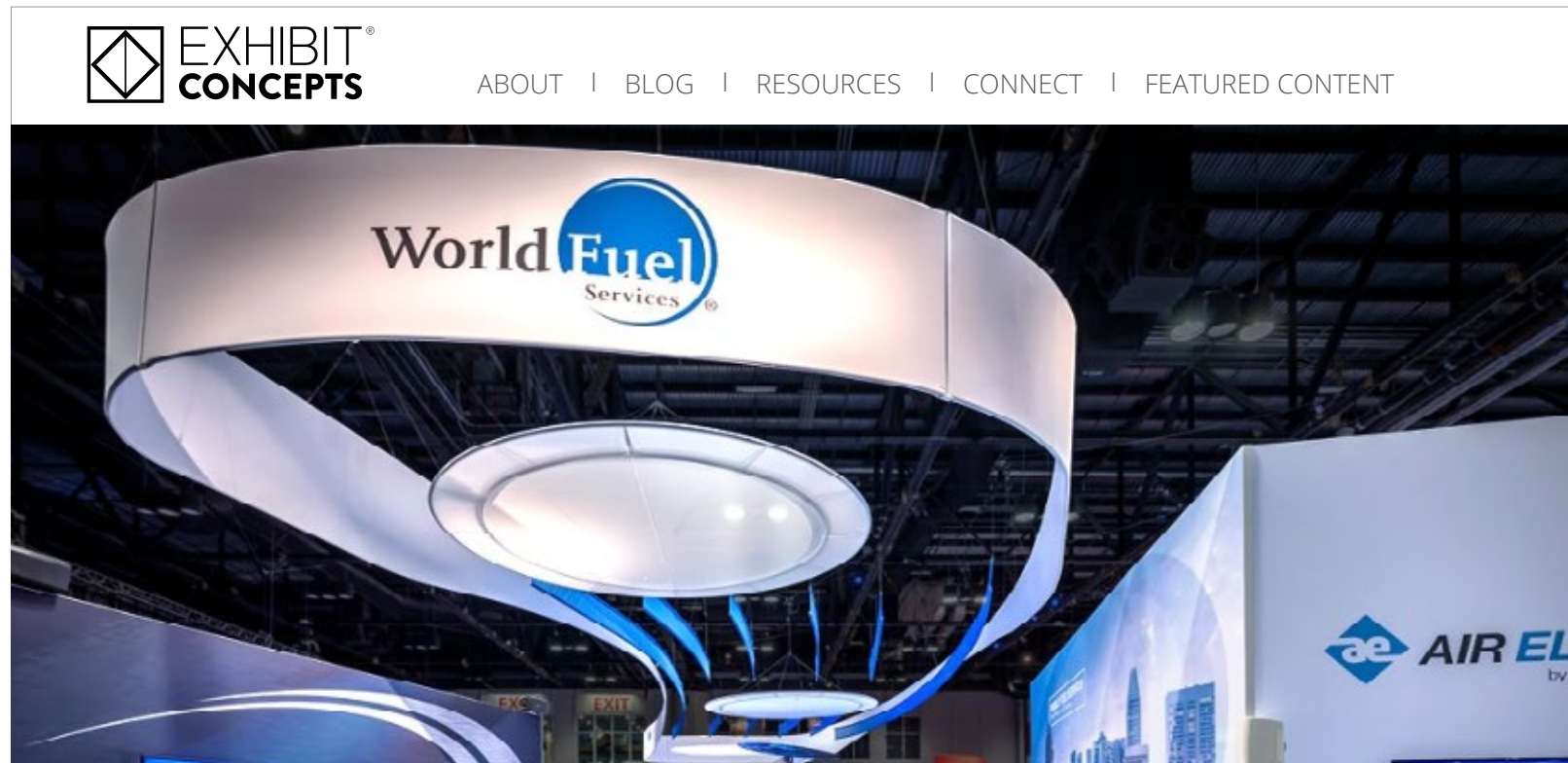


## WEBSITE GUIDELINES

Website hero banners need to maintain a 16:9 aspect ratio. Header images should be 1600x500 px. Mobile images should be 800x1200 px.

Bold, graphic and intentional imagery helps to engage the user. It draws the user in immediately, and provides a perfect centerpiece for minimalist apps and sites.

### EXAMPLE OF WEBSITE HERO BANNER



## EMAIL TEMPLATES

Email design should be a fixed width between 600 and 800 pixels. Choose the narrowest |width within this range that supports your email's content.

Custom typefaces will work in some email clients (iOS Mail, Apple Mail, the Android default email client, Thunderbird, newer Outlook versions) but will fall back to a default system typeface everywhere else (Gmail, Yahoo! Mail, Windows Live Mail, older Outlook versions).

As a best practice, emails should use our alternative typeface: Calibri.

### HERO MARK—BLACK

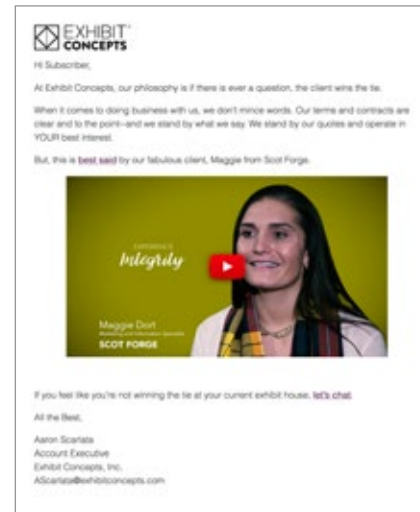


**TIP:** It is vital that all emails contain our Mark in the header graphic.

## CONNEXIONS NEWSLETTER



## SWARMS



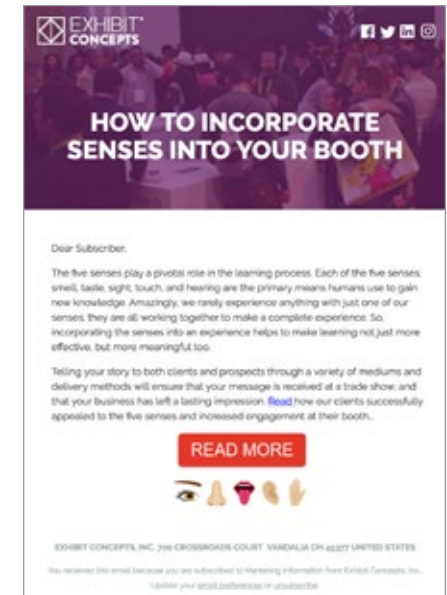
## COMMUNICATION EMAIL



## HOLIDAY ANNOUNCEMENT



## LEAKY FAUCET



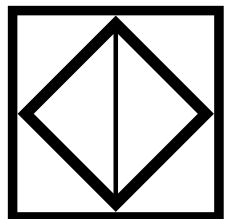
## RULES FOR THE MARK WHEN USED ON PROMO ITEMS

Promotional items are a great way to get our name out into the industry. They make great client gifts and keep us top-of-mind with potential customers. Our promotional items should never be sold. These are gifts given to build relationships.

### APPROVED MARKS FOR PROMOTIONAL ITEMS



***TIP:** Use of our primary Mark in black on all promotional items is preferred.*



***TIP:** Use secondary mark in black on skinnier promotional items such as pens, rulers, etc.*

*It is acceptable to use the secondary logo on t-shirts.*



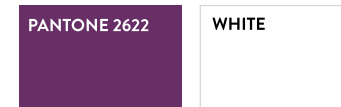
***TIP:** Caution about purple color variations. Always order samples before a bulk order.*

### BE AWARE OF SPACE

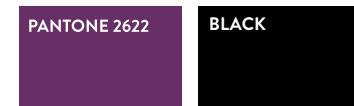
**AROUND MARK** — The area of isolation should be half the height of the Mark on all sides as shown below.



**COLORS** — Promotional items to always be as close of a match as possible to our primary brand colors: Pantone 2622 and white. Use of woodgrain and debossed Mark are acceptable.



If printing Mark onto items, always use black or Pantone 2622.



***TIP:** For a unique treatment, debossing of Mark onto notepads and binders is acceptable.*

# EXAMPLES OF MARK APPLIED TO PROMO ITEMS

## T-SHIRTS

**TIP:** Whenever possible it is desired that the sales team wear our apparel when interacting with a client.



**TIP:** Typeface used on all promotional items to be Brandon Grotesque Black.

**TIP:** Cities and tagline to always appear in ALL CAPS.

**TIP:** Mark to always appear on T-shirt to promote our company. Mark should be placed on front or back but must have area of isolation.

**TIP:** Logo to always have the bug and wording together, never just the bug.

## DRINKWARE



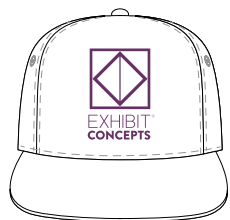
## NOTEPADS



## PENS



**TIP:** If the perfect shade of purple can not be sourced, please use black, grey, white or wood-toned promotional items.



### IMPORTANT NOTE:

Sample items must be reviewed for color accuracy and brand standards before orders for promo items will be approved.



**IMPORTANT NOTE:** All promotional items must be approved by the Exhibit Concepts Marketing Team before order placement. Please send requests to [marketingdept@exhibitconcepts.com](mailto:marketingdept@exhibitconcepts.com).



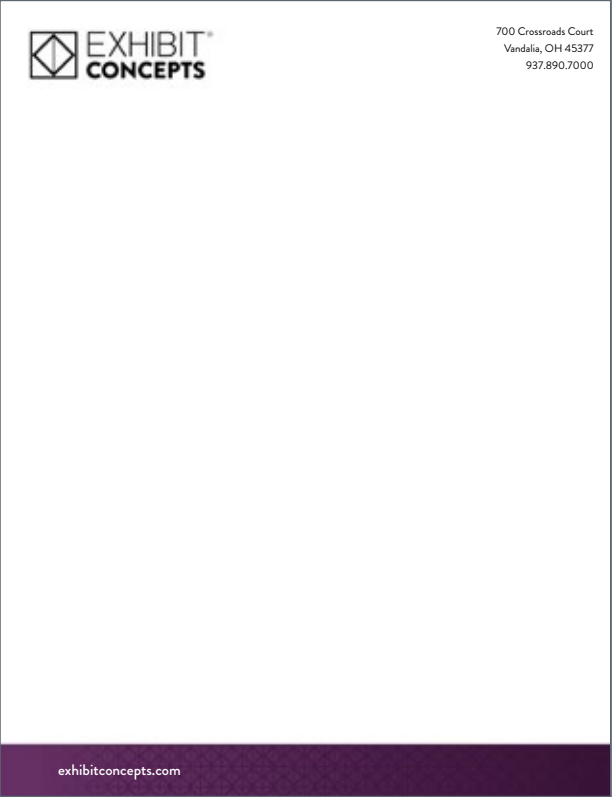
# STATIONERY SUITE

## BUSINESS CARD

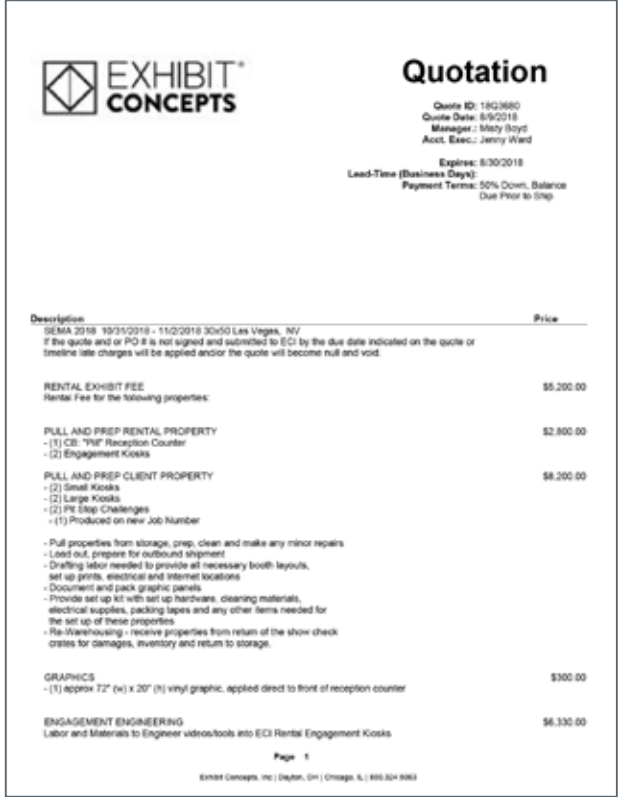


**TIP:** Name, tagline, cities should appear in ALL CAPS. All titles, address text, email and URL should appear in lowercase.

## LETTERHEAD



## QUOTE



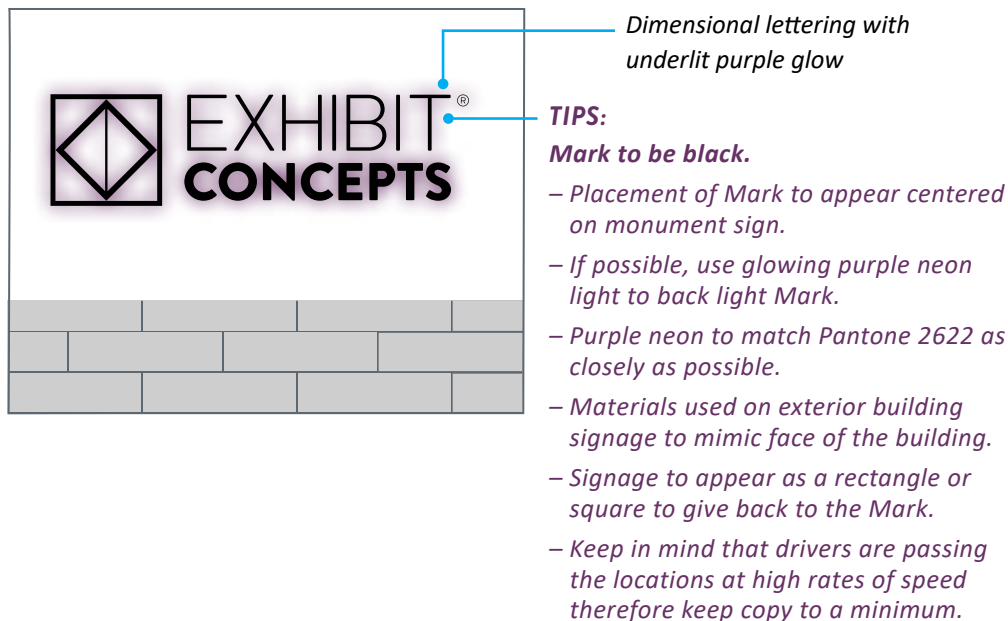
## EXTERIOR BUILDING SIGNAGE

Our buildings and locations are an important statements about who we are and what we are capable of — signage should reflect our brand identity.

Also, keep in mind that drivers are passing the locations at high rates of speed so keep copy to a minimum.

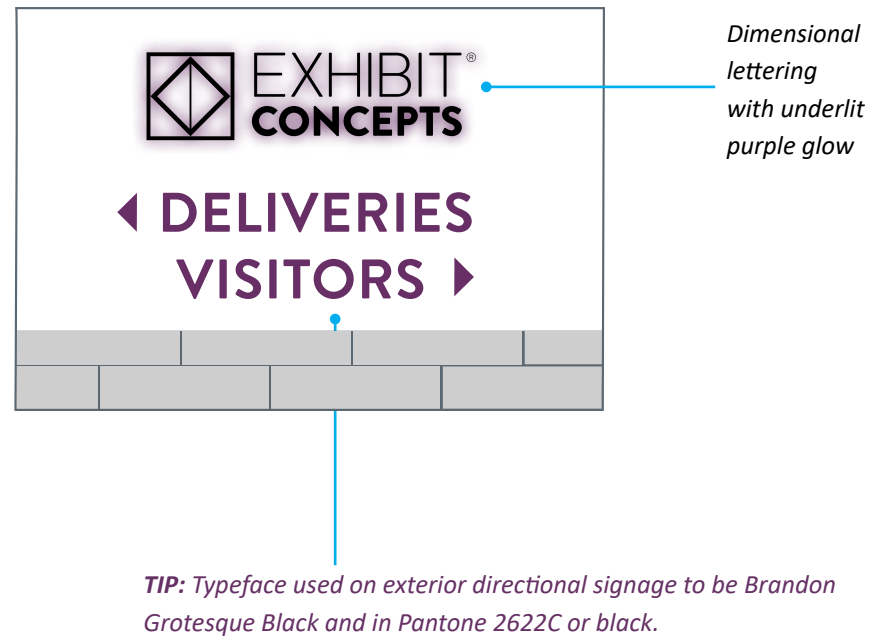


**COLORS** — Pantone 431, Pantone 2622, white and woodgrain are the only colors to be used on exterior walls. NEVER use secondary brand colors on exterior of building.



## DIRECTIONAL SIGNAGE

Directional signage is defined as signage used to direct a person in a vehicle to a parking lot or building that is near their likely destination. Signage text and graphics are preferred left-justified. Signage shall be located so as not to compete with the other graphics, ornamentation or other brand devices.



## INTERIOR BUILDING SIGNAGE

Interior signage is placed at the entrance of a building and used to establish a first impression with all those who visit us. Our entrance signage needs to be generally welcoming in nature rather than informational. The use of interior entrance lobby signage is discretionary and should follow consistent interior signage guidelines. Signs should have dimensional letters that are attached directly to the wall or puck-mounted.



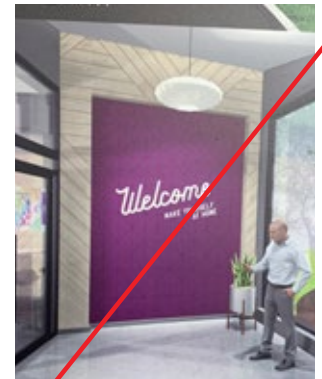
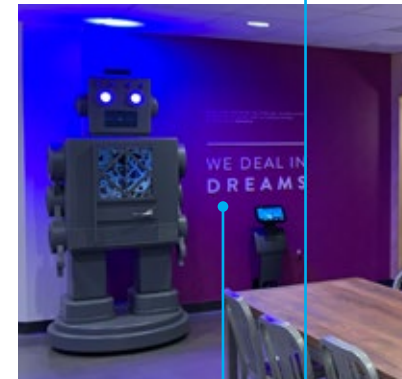
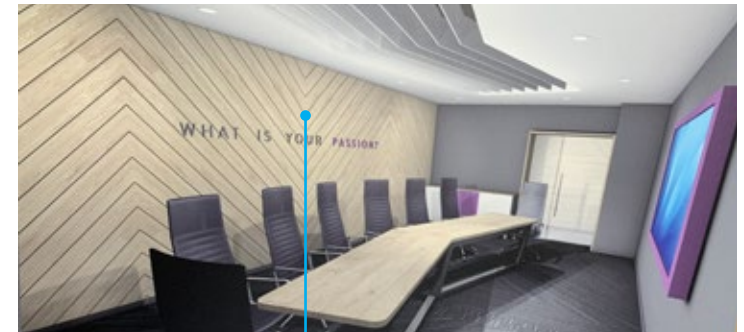
**TIP:** Mark to always appear subtle and understated upon entering the office. Mark to always be black when used on interior building signage.

**COLORS** — Pantone 431, Pantone 2622, white and woodgrain are the only colors to be used on interior walls. NEVER use secondary brand colors as wall colors.

PANTONE 431

PANTONE 2622

WHITE

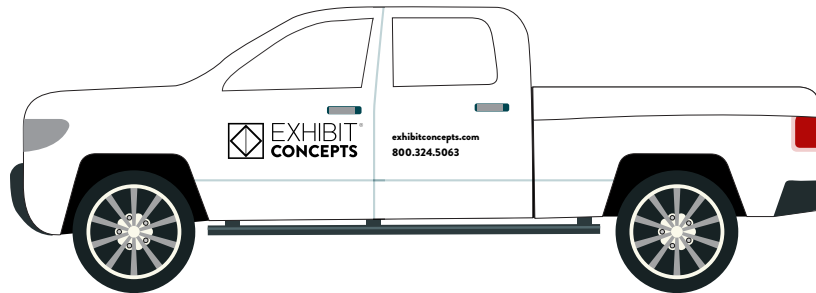


**TIP:** Typeface used on wall lettering to always be Brandon Grotesque Light, Medium or Black

## LIGHT AND DARK VEHICLES

The consistent use of the visual identity on university vehicles helps to identify and unify the Exhibit Concepts, Inc. brand. It is vital we keep the vehicles simple and with just the Mark, website URL and phone number.

EXAMPLE OF WHITE TRUCK WITH BLACK MARK



EXAMPLE OF WHITE VAN WITH BLACK MARK



EXAMPLE OF BLACK TRUCK WITH WHITE MARK



EXAMPLE OF BLACK VAN WITH WHITE MARK



**TIP:** URL to always appear in lowercase. The correct usage is: [exhibitconcepts.com](http://exhibitconcepts.com) in lowercase and no www.

**IMPORTANT NOTE:** Any vehicle wraps or additional vehicle design must be approved by Marketing. Please send requests to [marketingdept@exhibitconcepts.com](mailto:marketingdept@exhibitconcepts.com).