



INDO PET EXPO 2018

Brand Guideline

For more information, please contact us at:

—
Email: info@indopetexpo.com

Website: www.indopetexpo.com



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01 CORPORATE IDENTITY

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1.1

LOGO INTRODUCTION

Indo Pet Expo 2018 Logo

The Indo Pet Expo masterbrand or brand logo comprises of two elements, logo symbol and logo wordmark. **Indo Pet Expo 2018 logo is mandatory on all your promotional materials.**



LOGO INTRODUCTION

Logo Signature

The basic form of Indo Pet Expo 2018 logo is enveloped in a white circle shape to make it easy for you to apply the logo on every surfaces and backgrounds. Both the trademark Logo Symbol & Wordmark use a custom-designed illustration and typeface and should not be altered.

Together, the Symbol & Wordmark create the Indo Pet Expo Signature. This Signature forms the most significant feature of the brand identity and should be used on all aspects of branded communication. The Indo Pet Expo Signature should never be altered, tilted, distorted, manipulated or disassembled on any application.

1.2 LOGO CLEARSPACE

Indo Pet Expo 2018 Logo

A simple guideline to help you use our logo properly in your promotional materials.

CLEARSPACE

General Logo Minimum Size

In order to gain maximum visibility, the Indo Pet Expo logo should always appear with a minimum area of clear space around the logos. This area should be free of any type or content element. Using center-line height of the number “8” on the logo as “X”, create a square shape (X) to mark the clear space (1x area around the entire logos). This rule applies on all mediums.



Ready to Use Logo

We have prepared a soft copy of ready to use logo on our website, with clearspace markings to make it easier for you to insert our logo on any promotional materials.

Logo Download Link (.AI, .PDF, .PSD, .JPEG, .PNG)

<http://indopetexpo.id/media-center/media-kit/>



Indo Pet Expo 2018 logo file with clearspace markings (.AI & .PDF)

1.3 LOGO USAGE (PRINT & DIGITAL)

LOGO MINIMUM SIZE

Print Materials

Please ensure that Indo Pet Expo logo is featured in your backdrop and other print and digital promotional materials according to our guideline.

Logo must be featured in width minimum **20%** of the shortest length of your print and digital materials.

For example:

If your backdrop size is 300 x 200 cm, the logo width must be sized **20% of 200 cm = 40 cm**.

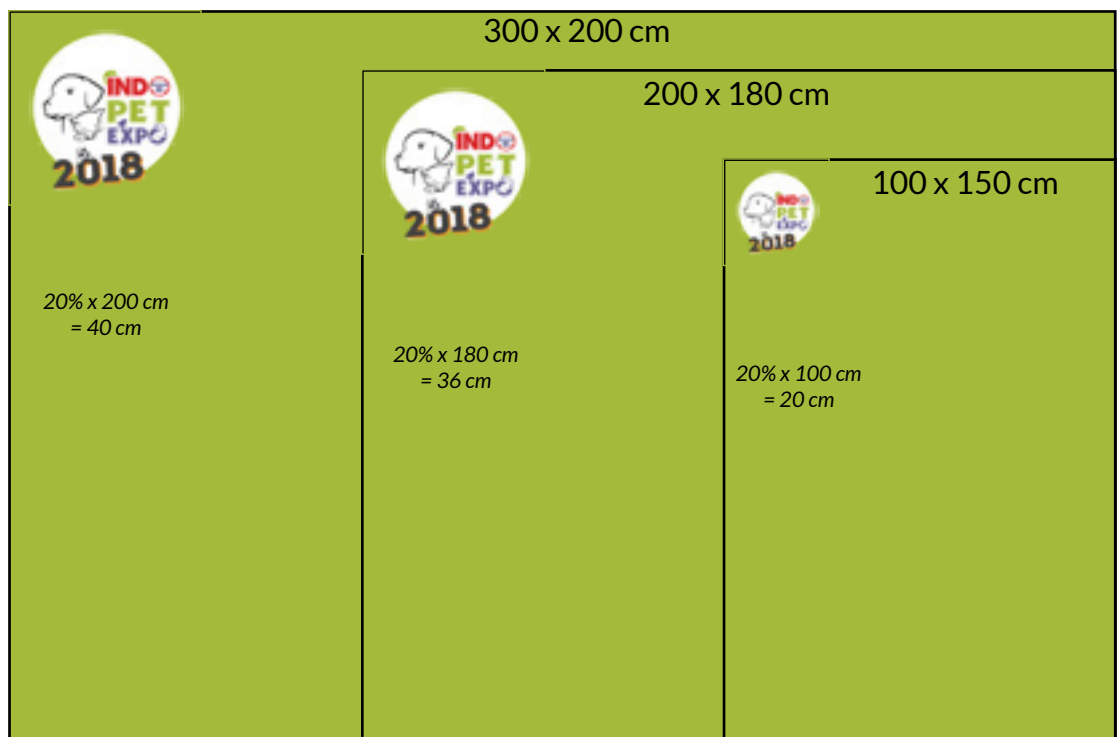
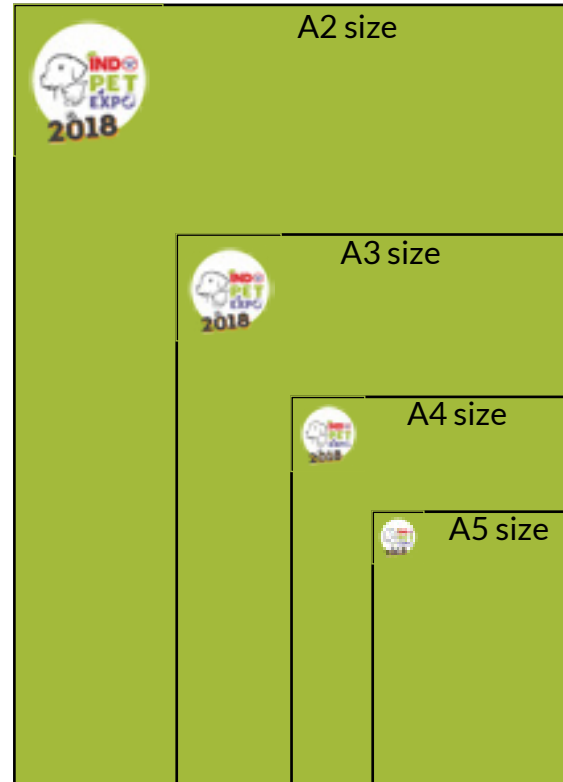
If your flyer is sized A3 (29,7 x 42 cm), the logo width must be sized **20% of 29.7 cm = 5.94 cm**.

If your Instagram banner is sized 1500 x 1500 px, the logo width must be sized **20% of 1500 px = 300 px**.

Logo Placement

Print & digital materials (except backdrop): logo can be placed on top left, top right, bottom left or bottom right.

Backdrop: logo must be placed on top right or top left.



1.4 HOST & ORGANIZER LOGO

Corporate Logo

Indo Pet Expo is hosted by the Indonesian Veterinary Medical Association (IVMA/PDHI) and organized by PT Mavic Media Indonesia (PT MMI). **Host & organizer logos are not mandatory for your promotional materials.**

Host & Organizer

How to place the logo

Both the host & organizer logos must be placed together on a same level horizontally, with the host logo on the left side, and organizer logo on the right side. There are two options on how to use this logo:

Option 1: logo only without corporate's names.

Option 2: names of the company below the logo symbol.

Logo Download Link.

<http://indopetexpo.id/media-center/media-kit/>

Hosted by:

Organized by:

Option 1:



Hosted by:

Organized by:

Option 2:



Indonesian Veterinary Medical Association



PT Mavic Media Indonesia

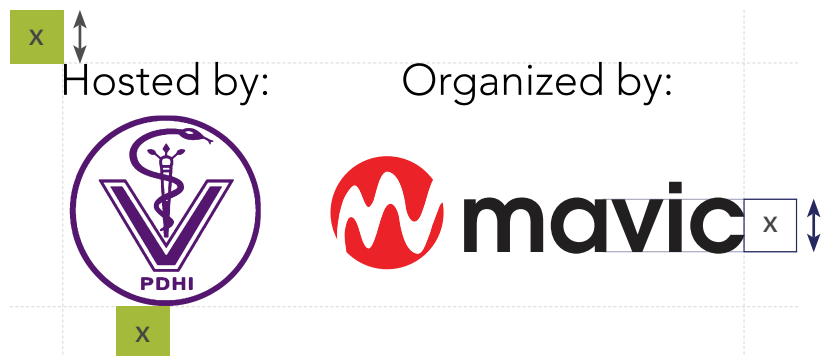


Logo on dark background

Use contrasting colour on the text to ensure visibility of the text on your application.

Do not alter, tilt, distort, manipulate or disassemble the logo symbols on any application.

IMPORTANT: do not make any white part of the logo symbols transparent.



Host & Organizer Logo Clearspace

In order to gain maximum visibility, the host & organizer logos should always appear with a minimum area of clear space around the logos. This area should be free of any type or graphic element. Using center-line height of the letters "v" & "i" on PT MMI's logo as "X", create a square shape (X) to mark the clear space (1x area around the entire logos). This rule applies on all mediums.

02 CORPORATE TYPOGRAPHY

2.1.Fonts

2.1 FONTS

Corporate Typography

Typography / font is an important role in communicating an overall tone and quality. Here are the font list that we use in our branding.

PRIMARY FONT

Typeface Download

you can download the font here :

<http://www.latofonts.com/lato-free-fonts/>

Lato

SECONDARY FONT

Typeface Download

you can download the font here :

<http://fontsgEEK.com/fonts/Gotham-Rounded-Bold>

Gotham Rounded

TERTIARY FONT

Typeface Download

you can download the font here :

<https://www.fontsqurrel.com/fonts/raleway>

Raleway

03

THE COLOR PALETTE

3.1. Color Palette

3.2. Graphic Element

3.1

COLOR PALETTE

Visual Identity - Colors

Color is one of the most important feature of our branding identity. With consistent and accurate use of our color palette, we establish a uniform, and therefore recognizable brand image.

PRIMARY COLORS

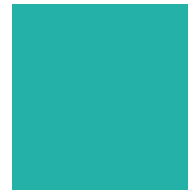
Our primary colors are cheerful, rich and bright. Our primary colors help creating an unique brand identity for our event.



HEX: 05a5da
 C: 74 R: 5
 M: 17 G: 165
 Y: 2 B: 218
 K: 0



HEX: f4ab1e
 C: 3 R: 244
 M: 36 G: 171
 Y: 99 B: 30
 K: 0



HEX: 24b1a7
 C: 74 R: 36
 M: 5 G: 177
 Y: 41 B: 167
 K: 0



HEX: 983076
 C: 43 R: 152
 M: 95 G: 48
 Y: 23 B: 118
 K: 4



HEX: e84b44
 C: 3 R: 232
 M: 86 G: 75
 Y: 77 B: 68
 K: 0



HEX: 272760
 C: 100 R: 39
 M: 98 G: 39
 Y: 32 B: 96
 K: 23

SECONDARY COLORS

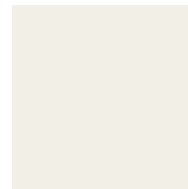
These are secondary colors that we also use to as combination to complement our look.



HEX: a4bb3b
 C: 41 R: 164
 M: 11 G: 187
 Y: 99 B: 59
 K: 0



HEX: ef932e
 C: 3 R: 239
 M: 49 G: 147
 Y: 95 B: 46
 K: 0



HEX: f2efe6
 C: 4 R: 242
 M: 4 G: 239
 Y: 8 B: 230
 K: 0

3.2 GRAPHIC ELEMENT

Decorative Element

For our 2018 look, we are using a decorative graphic element in the form of various geometric pattern combined with memphis design style.

USAGE

You can recreate the graphic element by yourself as the elements can be mixed and matched in various designs & positions. Use the main shapes of circle, rectangle, triangle and patterns with our color palette to create the look.

Please see example references below.

We've prepared a design template that you can use for your digital promotion.

Template Download Link.

<http://indopetexpo.id/media-center/media-kit/>



DESIGN EXAMPLES



04

DO'S & DON'TS

4.1 Incorrect Usage

4.1 DO'S AND DON'TS

Do's & Don'ts

Indo Pet Expo 2018 logo must be inserted in all your promotional materials related to the event. There are no variation to this logo, please do not alter the logo in any way.

Do's & Don'ts

Indo Pet Expo 2018 logo is designed to be used immediately as it is without further alterations. You may use the logo on light or dark surfaces, on top of graphic elements or designs, providing that the logo is not obscured by any graphic elements.

Please use your own discretion when inserting our logo to ensure that it stays proportional and is easily readable, and applying the clearspace area as designated in this guide.



Correct usage

Logo is inserted as it is without any alterations. You may add a soft shadow to the logo, please ensure the opacity is less than 25%.



Correct usage

You can use graphic element as part of the background of the logo.



Don't change the proposition

Don't tilt or rotate the logo in any way.



Don't change the color of the logo

Don't change the colors of the logo in any way.



Don't distort the logo

Please keep our logo proportional and don't stretch or shrunk them out of proportion.



Don't make the logo transparent

Indo Pet Expo logo must be placed on a white background, please don't remove the white circle.



Don't delete or add new element

Don't remove any element from the logo or add a new element into the logo.



Don't add text to the logo

Please refer to the clearspace area guide. There should be no text inside the clearspace area.



Don't cover up the logo

You can use graphic elements in the background, but they should not be in front of the logo.



Don't separate the element

Don't change the position of elements in the logo in any way.

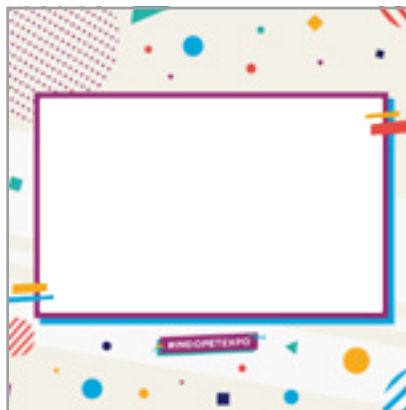


Don't reduce the opacity

Don't use the logo as watermark or reduce the opacity.

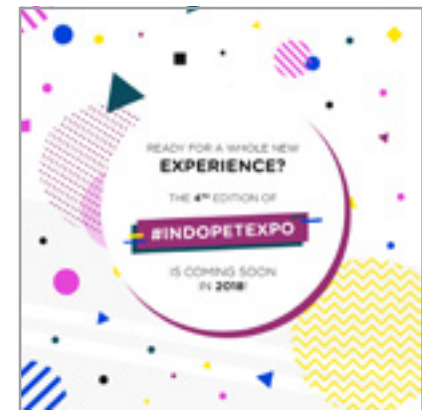
Graphic Element Usage

You can use our graphic element as pattern or decorative element in your design.



Do: use it as part of your design

You can implement the color palette and graphic element as decorative element or background pattern.



Don't use different color palette

We prepare a selection of color palette for you to use in order to create a uniform brand image together with our partners & supporters.

THANK YOU

for being a part of Indo Pet Expo 2018

All materials from this brand guideline can also be downloaded from our website:

<http://www.indopetexpo.id/media-center/media-kit>