Better Stands
Visual Identity Guidelines

November 2023

Better
Stands

Moving away from
disposable stands *together*

Better Stands Visual Identity Guidelines
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The overall impression of the Better Stands brand is designed to be vibrant, light and airy.

The primary colours *Indigo* and *Bright blue* should be used mainly for text, while *Sky blue* should be used a a background colour for the Better Stands pattern.

The secondary colours should be mainly used as accent colours.

The accreditation colours can also be used as accent colours, but their main purpose is for the use with the Better Stands Gold, Silver or Bronze accreditation categories.

Primary colours

Indigo
Digital use		Print use	
R	5	C	100
G	29	M	76
B	65	Y	12
		K	68

HEX 051D41

Bright blue
Digital use		Print use	
R	0	C	100
G	152	M	7
B	221	Y	0
		K	0

HEX 0098DD

Sky blue
Digital use		Print use	
R	104	C	60
G	178	M	15
B	221	Y	5
		K	0

HEX 66B2DC

Accreditation colours

Gold
Digital use		Print use	
R	227	C	0
G	191	M	15
B	43	Y	85
		K	15

HEX E3BF2B

Silver
Digital use		Print use	
R	182	C	10
G	191	M	0
B	197	Y	0
		K	30

HEX B6BFC5

Bronze
Digital use		Print use	
R	188	C	30
G	177	M	60
B	76	Y	75
		K	0

HEX BC754C

Secondary colours

Lime green
Digital use		Print use	
R	187	C	35
G	208	M	0
B	48	Y	90
		K	0

HEX BBD030

Spring green
Digital use		Print use	
R	133	C	55
G	189	M	0
B	65	Y	90
		K	0

HEX 85BD41

Leaf green
Digital use		Print use	
R	115	C	62
G	166	M	15
B	77	Y	85
		K	0

HEX 73A64D

Ocean green
Digital use		Print use	
R	27	C	80
G	161	M	8
B	120	Y	65
		K	0

HEX 1BA178

Teal
Digital use		Print use	
R	7	C	85
G	152	M	15
B	159	Y	40
		K	0

HEX 07989F

Dark blue
Digital use		Print use	
R	57	C	85
G	91	M	65
B	162	Y	5
		K	0

HEX 395BA2

Orange
Digital use		Print use	
R	245	C	0
G	157	M	45
B	36	Y	90
		K	0

HEX F59D24

Terracotta
Digital use		Print use	
R	228	C	5
G	102	M	70
B	11	Y	100
		K	0

HEX E4660B

Red
Digital use		Print use	
R	231	C	0
G	48	M	90
B	64	Y	70
		K	0

HEX E73040

Pink
Digital use		Print use	
R	224	C	5
G	47	M	90
B	130	Y	10
		K	0

HEX E02F82

Plum
Digital use		Print use	
R	150	C	50
G	64	M	85
B	145	Y	0
		K	0

HEX 964091

Better Stands Design Elements
Typography

Aleo is the font to use in headlines and headings.

Aleo is a Google typeface, meaning it is easily accessible, whether on PC or Mac.

Aleo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aleo light ABCDefghij1234
Aleo light italic ABCDefghij1234
Aleo regular ABCDefghij1234
Aleo italic ABCDefghij1234
Aleo bold ABCDefghij1234
Aleo bold italic ABCDefghij1234

Open Sans is for use in general document and material copy or body text.

Open Sans is a Google typeface, meaning it is easily accessible, whether on PC or Mac.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans light ABCDefghij1234
Open Sans light italic ABCDefghij1234
Open Sans regular ABCDefghij1234
Open Sans italic ABCDefghij1234
Open Sans semi bold ABCDefghij1234
Open Sans semi bold italic ABCDefghij1234
Open Sans bold ABCDefghij1234
Open Sans bold italic ABCDefghij1234
Open Sans extra bold ABCDefghij1234
Open Sans extra bold italic ABCDefghij1234

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Better Stands Design Elements
Photography

Photography is a great tool to set the scene and place the Better Stands programme firmly in reality. It demonstrates that Better Stands is no longer simply an ambition, but is tried and tested in the market place.

Images of full-size real-life exhibition stands should be combined with people images representing attendees and exhibitors.

Great examples of successful stands with gold, silver or bronze accreditation can help to inspire others to take part.

People close-ups

Real-life stands

Better Stands Design Elements
Illustration

Isometric illustrations are a useful tool to show principles and details that might otherwise be difficult to show using photography.

The full colour palette can be used, but to keep the design light and airy, we recommend the use of lighter tints for the main structures and full-strength colours to pick out details.

Use full-strength colour for details

Use lighter tints only for the main structures of illustrations

Isometric illustrations

Background pattern

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A special background pattern has been created as a secondary support element to deepen Better Stands brand equity.

The pattern takes the central 'tick-mark' element of the logo and applies it in a step-and-repeat pattern highlighting the original idea behind the symbol – two sides of an exhibition booth.

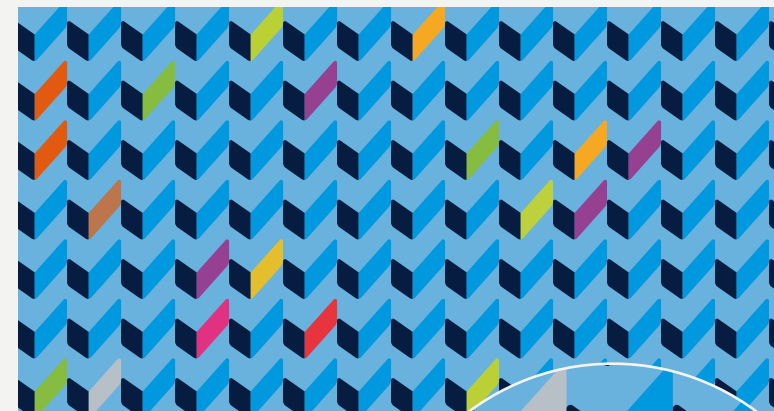The isometric rendering gives the illusion of an event space with numerous booths.

The monochrome pattern uses different shades of blue from the primary palette.

The accented pattern uses random spots of colour from the secondary and accreditation palette. See example on the right for further instructions.
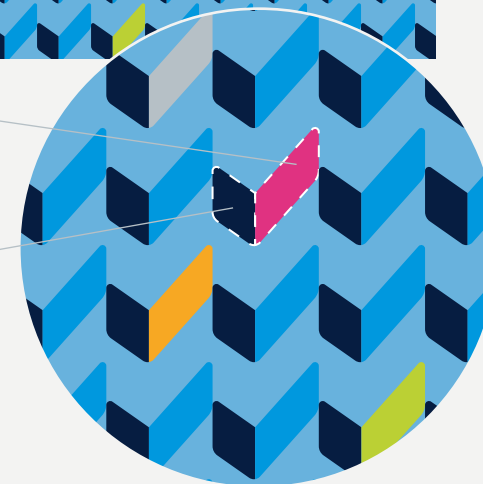
Monochrome pattern
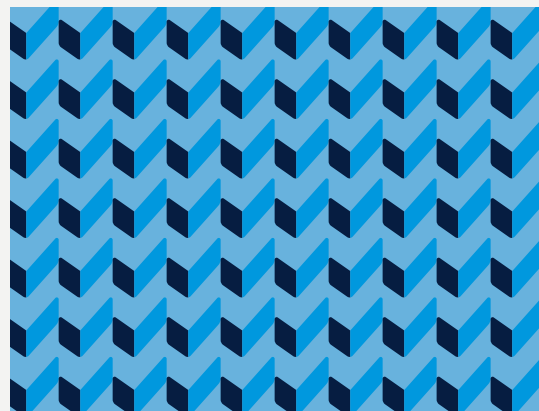
Accented pattern

Only recolour the long part of the tick-mark

Keep the short part of the tick-mark 'Indigo'

Better Stands Design Elements
Two-tone logo and strapline

Wherever possible the two-tone version of the logo should be used. It works well on light and dark coloured backgrounds.

Applications of the logo larger than 25mm should always be used with the strapline.

If you cannot guarantee enough contrast between the logo and the background colour, please use white-out logo instead *(see the following page and page 14)*.

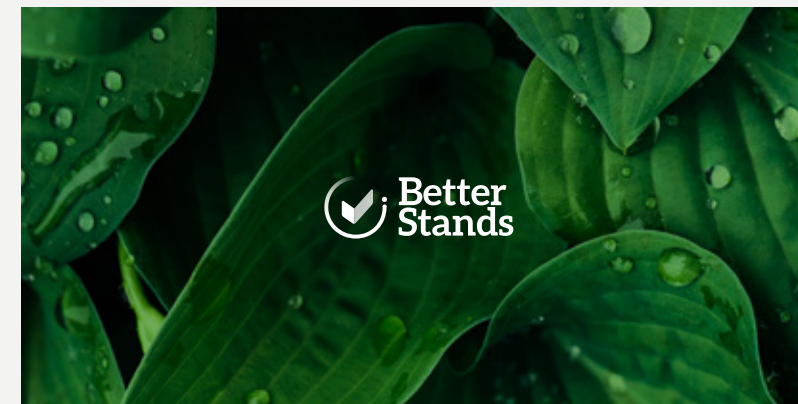The logotype and symbol are a fixed unit and must not be used separately.

Always use original artwork:

- Never redraw any parts of the logo.
- Never retype the lettering or strapline.

Two-tone logo for use on light backgrounds

Minimum width 25mm
if used with strapline

Two-tone logo for use on dark coloured backgrounds

For sizes smaller
than 25mm width
use without
strapline
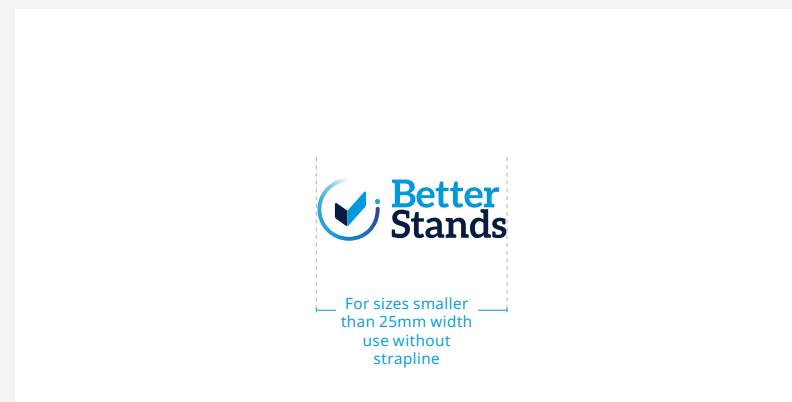
Better Stands Design Elements
White-out logo and strapline

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For applications where the two-tone logo cannot be used (see previous page) use the white-out logo as shown on the right.

When applying the logo over imagery please ensure there is sufficient contrast to ensure legibility.

Applications of the logo larger than 25mm should always be used with the strapline.

The logotype and symbol are a fixed unit and must not be used separately.

Always use original artwork:

- Never redraw any parts of the logo.
- Never retype the lettering or strapline.

Monochrome logo for use on coloured backgrounds...

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Minimum width 25mm
if used with strapline

...and for use over imagery

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For sizes smaller
than 25mm width
use without
strapline

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Better Stands Design Elements
Adapting the identity to fit your colour scheme

The Better Stands visual identity has been designed with an extensive colour palette to make it easier to fit in with your organisation or event's colour scheme. Both the logo and background pattern can easily be changed using Adobe® Illustrator.

The two examples on the right show the Better Stands visual identity in its original colour version and next to it a custom-coloured example using Easyfair's colour ways. This demonstrates how the colour change provides a bespoke look for Easyfair, while respecting the integrity of the Better Stands brand at the same time.

The following pages give instructions to how to change the colours for the logo and pattern.

Custom examples

In these examples the Better Stands colour scheme and font has been changed to match the brand of a particular show. This creates optimum cohesion with alternative brands, while at the same time respecting the integrity of the Better Stands identity.

Simply update the font within your working document. Please see following pages for colour customisations.

Better Stands Design Elements
Custom-coloured logo

Use this version of the logo to create a custom-coloured Better Stands logo for your organisation / event.
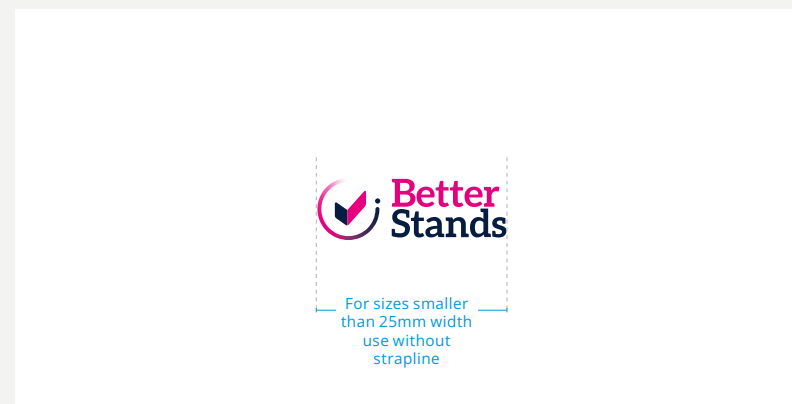
The file has been set up with 'global' colours which make the colour change easy using Adobe® Illustrator.

Please go to the next page for full instructions.

Minimum width 25mm
if used with strapline

For sizes smaller
than 25mm width
use without
strapline

Better Stands Design Elements
Re-colouring the custom colour logo using Adobe© Illustrator

To change the colours of the Better Stands logo use the instructions on the right.

How-to instructions

1. The custom colour logo uses two 'global' swatches labelled 'Better' and 'Stands' respectively.

   Open the 'Swatches' window from the menu and click on the swatch you want to change to open 'Swatch Options'.

2. Adjust the values in the sliders to the desired colour values – this will re-colour all elements of the logo while retaining the respective tint values.

3. Repeat for the second swatch ('Stands') if required.

3. Save file and use as needed.
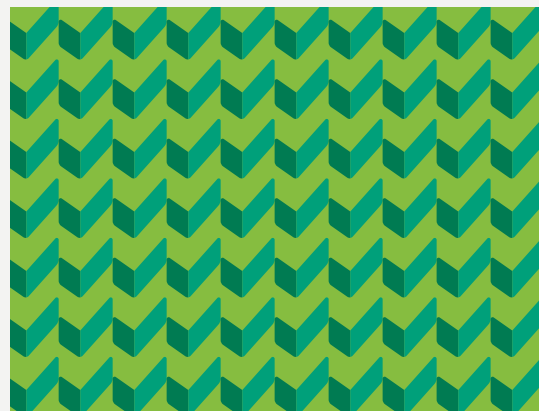
Better Stands Design Elements
Custom-coloured background pattern

The background pattern can easily be adapted to match your colour scheme using Adobe® Illustrator.

The base pattern should always be made of three different shades from the same colour family, with the lightest shade forming the background, a medium shade forming the long part of the tick-mark and the darkest shade being reserved for the short part of the tick-mark.

The accented version of the pattern follows the same principle with the addition of randomly placed spot colours throughout the pattern.

Monochrome pattern

Accented pattern
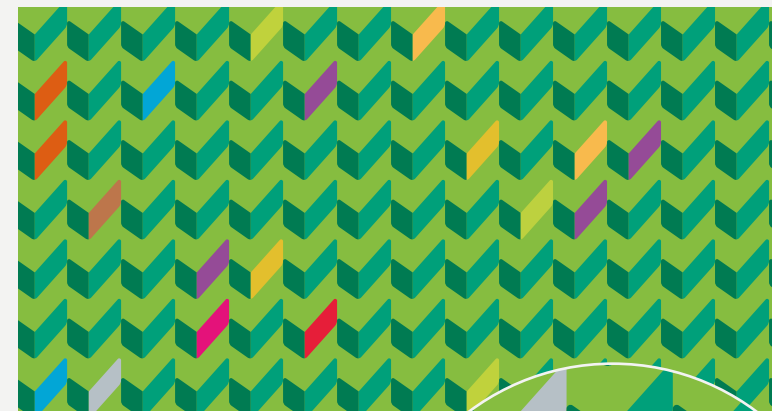
Only recolour the long part of the tick-mark

Keep the short part of the tick-mark in the darkest hue of your colour scheme

Better Stands Design Elements
Gold, silver and bronze accreditation logo

Exhibition stands that meet the correct criteria can display a Better Stands Gold, Silver or Bronze accreditation logo.

Please note that these logos can only appear in the pre-set colours shown here and must not be altered.

Two-tone logo for use on light backgrounds

Two-tone logo for use on dark coloured backgrounds

Better Stands Design Elements
Gold, silver and bronze accreditation logo – white out

The white-out version of the category logos is reserved for use on its resepective colour.

Do not use these logos on any other coloured background or over imagery.

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White-out logo for use on gold, silver or bronze backgrounds

Do not *use the white-out category logo on other colour than shown above or over imagery*

Better Stands Design Elements
Logo examples: How not to use it

The Better Stands identity has a wide range of flexibility built in which makes it all the more important that its core principles are respected to protect the visual integrity of the brand.

On the right are a few examples that show what to avoid (this is not an exhaustive list). Some of these changes are quite subtle and not immediate obvious but can erode the brand equity over time.
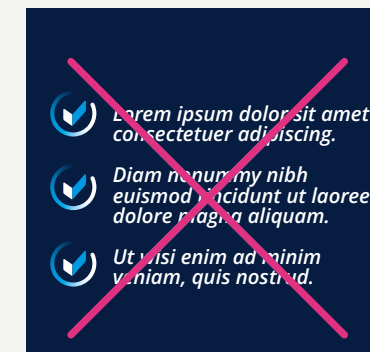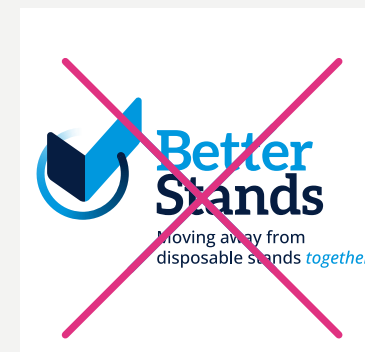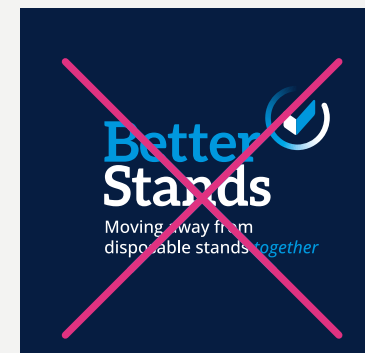
Contrast
Ensure there is sufficient contrast with the background when placing the logo.

Typeface
Do not change the typeface of the logo or strapline.

Layout
Do not change relationship between the elements by altering their scale or relative position to one another.

Pattern and bullets
Do not use the symbol separately from the logotype to create patterns (only use the approved background pattern) or bullet points.