

Brand Guidelines

Version 2 | July 2023

business
events
sydney

View guidelines at full screen for optimum performance

Introduction

The goal of our brand guidelines is to protect the strength of the Business Events Sydney brand so that it creates maximum impact for our audience.

These guidelines will take you through all the elements of our brand so that they can be used consistently and cohesively.

View guidelines at full screen for optimum performance.

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Brandmark

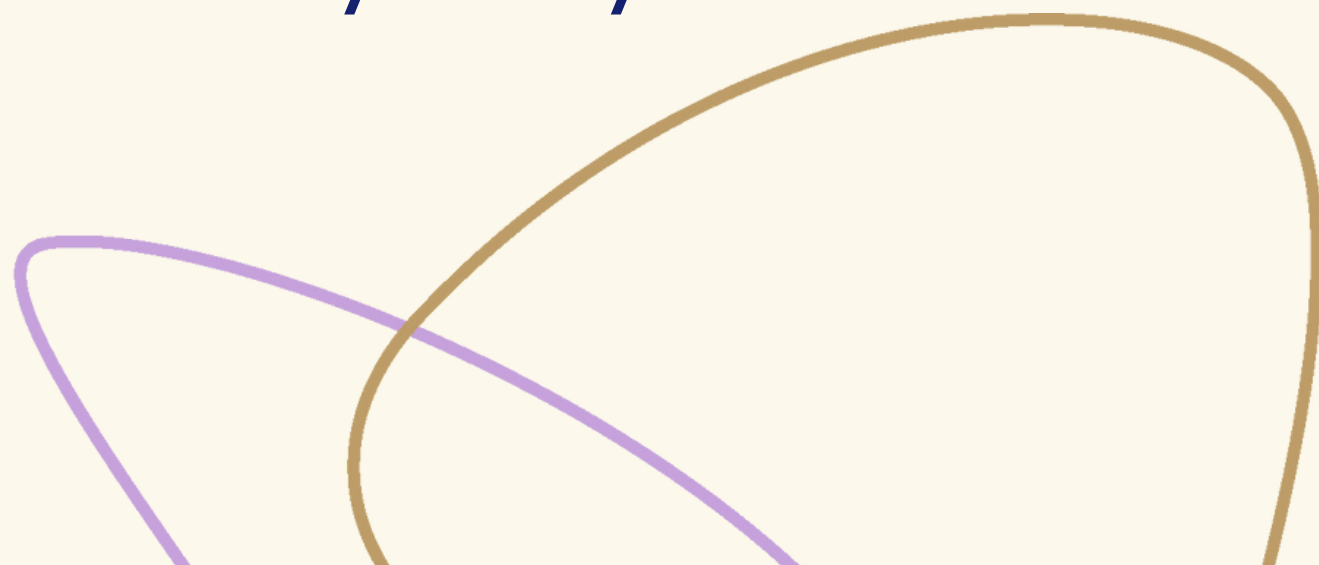
Link to the future

Inspired by the concept of connectivity – of coming together. The sharing of knowledge, expertise, experience and the brightest minds connecting in the spectacular and energetic place that is Sydney.

There is an underlying base of effortless curation, this brand doesn't try hard – it is simply very good at making everything happen without fuss.

The brandmark uses a strong typographical lock up. An extended up stroke of the 'd' letterform creates the central / core beacon which the remaining letterforms collect around. Just as Sydney is the dynamic and innovative hub for the brightest minds of the future to meet.

Graphics overlap and connect with colour, they are vibrant and energetic. They interact with typography and beautiful photography to create dynamic considered layouts. Everything on the page is important and relevant to engage and share BESydney's promise that you can't beat Sydney as an event destination.



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Clear Space & Minimum Size

The clear space is the minimum zone around the brandmark that must be kept free of type or other graphic elements. This is so that the brandmark stands out from other visual information.

The amount of clear space required around the brandmark is equal to 1 x letter "e" from the brandmark.

This is the absolute minimum space required. Where possible, give the brandmark more space to increase visibility.

To ensure legibility is maintained at a small scale, the absolute minimum size the Business Events Sydney brandmark may appear at is shown here.

The logo must always be scaled proportionally.



Brandmark Incorrect Use

It is important that the Business Events Sydney logotype is always reproduced correctly so that the integrity of the brand is maintained. Shown here are some examples of incorrect logo use.

Logo files in various formats are readily available and must not be altered in any way.



Do not distort the scale or proportion of the brandmark



Do not rotate the brandmark



Do not add shadows or effects to the brandmark



Do not outline the brandmark



Do not use the brandmark over complicated or busy backgrounds



Do not rearrange brandmark elements

Brandmark Color Usage

The brandmark should always appear in either Blue 01, Blue 03 or white.

Print

Use the Blue 01 brandmark is used on light backgrounds.

Use the white brandmark is used on dark backgrounds.

Digital

Use the Blue 01 or Blue 03 brandmark is used on light backgrounds.

Use the blue 03 brandmark is used on dark backgrounds.

Please refer to page 15 for the BESydney colour palette.



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Use Print & Digital | Blue 01 Logo



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Use Print & Digital | White Logo | Dark Background



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Use Digital | Blue 03 Logo | Light Background



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Use Digital | Blue 03 Logo | Blue 01 Background

Typography

Our primary typeface is Poppins. It is beautifully designed geometric sans serif typeface, readily available for use across all platforms.

Typography

Poppins

Regular

Aa Bb Cc Dd Ee

Poppins

SemiBold

Aa Bb Cc Dd Ee

Typography

Headlines

Subheads

Pull outs

Use left alignment

Leading is type size +2

Poppins Regular

AaBbCcDdEdFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

Pull outs

Use left alignment

Leading is type size +2

Poppins SemiBold

AaBbCcDdEdFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

Body copy

Use left alignment

Leading is type size +2

Set tracking to 40

Forma DJR

Deck Regular

AaBbCcDdEdFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

Forma DJR

Deck Light

AaBbCcDdEdFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

Body copy –

In-house

Use left alignment

Leading is type size +2

Helvetica

Regular

AaBbCcDdEdFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

Helvetica

Light

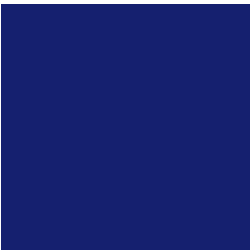
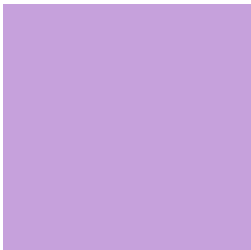
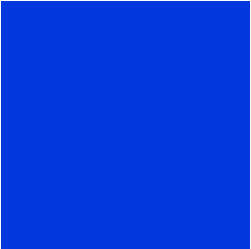
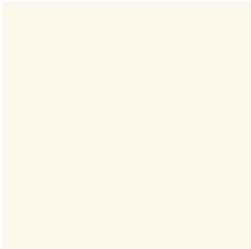
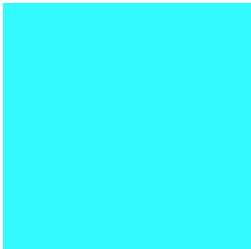
AaBbCcDdEdFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

Colour Palette

Our primary colours are simple and clean, inspired by Sydney's palette of harbour and sky. A secondary palette has been created referencing Sydney's beaches, rocks, ocean pools and dawn sky.

Together they have good contrast for web content accessibility guidelines and insure flexibility and depth throughout the brand.

Colour Palette



Primary Palette

Blue 01

PMS coated 280C
PMS uncoated 280U
CMYK 100/85/0/39
RGB 21/32/111
#15206f

Stone

20% PMS coated 7499C
20% PMS uncoated 7499U
CMYK 0/0/6/1
RGB 252/250/227
#fcf9ec

White

CMYK 0/0/0/0
RGB 255/255/255
#ffffff

Blue 02 Digital

RGB 0/56/222
#0038de

Blue 03 Digital

RGB 50/250/255
#33faff

Blue 04

PMS coated 286C
PMS uncoated 286U
CMYK 100/80/0/12
RGB 0/49/167
#0035A0

Blue 05

40% PMS coated 317C
40% PMS uncoated 317U
CMYK 19/0/4/0
RGB 200/244/249
#C8F4F9

Secondary Palette

Black

PMS coated Black 6C
PMS uncoated Black 6U
CMYK 63/60/64/65
RGB 61/57/54
#101820

Emerald

PMS coated 7482C
PMS uncoated 7482U
CMYK 91/0/93/0
RGB 0/159/81
#009f51

Dawn

PMS coated 257C
PMS uncoated 257U
CMYK 19/39/0/0
RGB 198/161/220
#c6a1dc

Sand

PMS coated 7562C
PMS uncoated 7562U
CMYK 14/29/62/12
RGB 189/156/103
#bd9c67

Desert

PMS coated 7597C
PMS uncoated 7597U
CMYK 0/85/95/2
RGB 209/66/42
#d1422a

Graphic Device

A series of organic shapes have been created with the essence of Sydney at their core. They reference Sydney icons, coastlines, green spaces and the central business hub. They reinforce the core concept of connectivity.

Graphic Device – Light

Graphic devices have been created to bring dynamism to layouts.

We have two device weights – light which are the most widely used and heavy which are used to make a statement in a layout, bringing focus to content. They are thick enough to hold imagery. Please see following page for an example.

Light weight devices can change colour, overlap and bleed off the page. Their main purpose is to create dynamic layout and visually connect content. Placement is always considered and purposeful.





Photography

Photography evokes a feeling of anticipation and excitement. The dawn of a new day. It is a visualisation of knowledge, expertise, experience and the brightest minds meeting in a spectacular and energetic place.

Photography



Layout

Layouts are designed with flow and energy front of mind. Structure and a strong grid defines image, colour and typography usage. They must all be very considered to ensure the design has cohesive communication.

Bid Document

Have you ever been to a conference overseas or interstate and thought “Wouldn’t it be great to bring this event to Sydney?” Well, you can!

— Lyn Lewis-Smith, CEO of Business Events Sydney



Contents

- 01 Benefits of hosting an event in Sydney
- 02 Why become a host?
- 03 Why get your association involved?
- 04 The bid process
- 05 Been there done that
- 06 Who is Business Events Sydney?
- 08 Frequently asked questions

Taking your event somewhere wonderful

01

The endless benefits of hosting in Sydney

Every day, thousands of people meet around the world to help shape a better future. Scientists collaborate on cures, IT professionals devise new technologies that alter the way we communicate, engineers transform science into practical solutions, and more.

International conferences are great platforms for showcasing our local expertise to a global audience. They're essential for attracting vital investment and research partners, sharing knowledge and ideas, and initiating and expanding international networks. Ideas are developed, discussed and debated, new research findings are presented, collaboration is fostered. It's where global change begins.

Conferences also are capable of driving social change and economic development for local communities.

Being a host of an international conference also offers many professional and personal rewards.

At Business Events Sydney (BESydney), we have a long and successful history of partnering with local bid leaders and bid committees to secure international events for Sydney. Put simply, we know how to win.

BESydney is a not-for-profit, funded by the NSW Government and private sector partners. Our core objective is to assist individuals committed to bid to host their international conference in Sydney or NSW. Best of all, our services are entirely free of charge.

You benefit from our expert advice and guidance, which eliminates all guesswork, and we'll support you from start to finish. We make it our business to become your link to leading industry and event suppliers, government and the wider community, all of which are a must for anyone interested in leading an international bid.

Hear about what others have gained from the experience and discover how rewarding hosting an event can be!

If you've ever considered hosting an international conference, but just didn't know where to start, then we'd love to talk to you.

Our primary typeface, Poppins, shines in layout. Headings, subheads and pullouts all work together to create interest and message hierarchy across a two column grid layout.

We introduce a vertical treatment to headings, it informs related content alignment, in this case the contents pages.

The heavy graphic device, colour blocking and photography are all strong elements on the pages working together to create a clean, engaging layout.

DPS Advertisement

This is a great example of how the heavy graphic device creates a focal point, we are heroing the subject of the article. The device overlaps the photograph and the centre of the spread, connecting to the copy content of this two column grid layout.

This layout also shows how the colour palette is linked through the typography and light graphic device.

Professor Veena Sahajwalla
Director of the Sustainable Materials Research & Technology Centre at UNSW

Where the brightest minds of the future meet

it's got to be sydney

Since working with a Sydney-based steel company to deploy her invention 'Green Steel', an alternative to coke and coal use in steel production, Veena Sahajwalla became world-renowned for her work using waste as a resource to develop various 'waste to product' innovations.

As the UNSW Sustainable Materials Research and Technology (SMART) Centre Founding Director, Veena heads up two national research hubs seeking to create more sustainable communities and develop the next generation of recycling technologies - and to inspire the next generation of thinkers!

Visit besydney.com.au to plan your next business event.

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Presentations

To ensure we have maximum flexibility across presentation content, we have created a 6 column grid. This allows for full page, half, third and sixth layout design.

Colour blocking is used making the most of the full palette. When sitting with photography, choose the colour which is most prominent in the image.

Scale and positioning of type determines message hierarchy.



Movement

Our brand is dynamic and alive.
We look for opportunities to show
movement through animation and
video in our communication.

Animated Brandmark

The animated brandmark brings to life the idea of the brightest minds coming together and connecting around the centre of innovation – the letter 'd' becomes the beacon. It grows, it calls out to the people to connect in Sydney. Letterforms are dynamic, arriving into position – depicting people arriving for events.

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Animated Graphics

Just as each event is unique, the BESydney graphic device has been designed to morph and change, visualising the personalised bespoke solutions customers expect in this fast paced, exciting space.



Video

Dynamic, powerful, engaging video is used in presentations and across communication. Use them to create space – a moment to breathe, to tell the BESydney story.

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