

# Brand Guidelines

Condensed Version 1 | June 2023

business  
events  
**sydney**

# 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

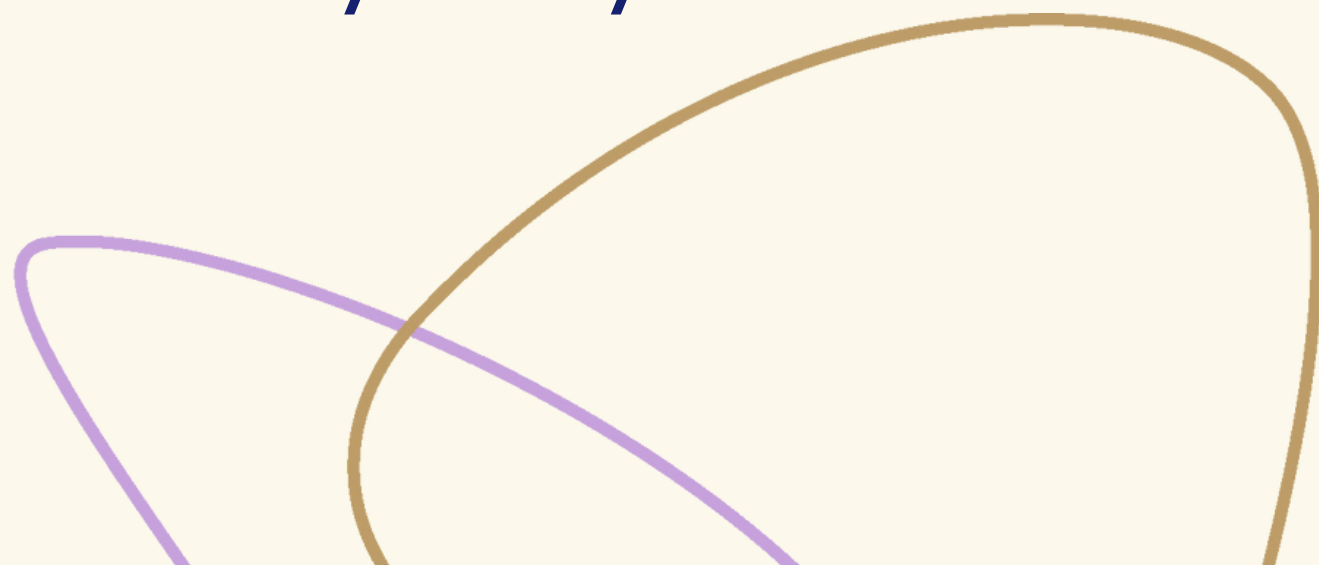
# Link to the future

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



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