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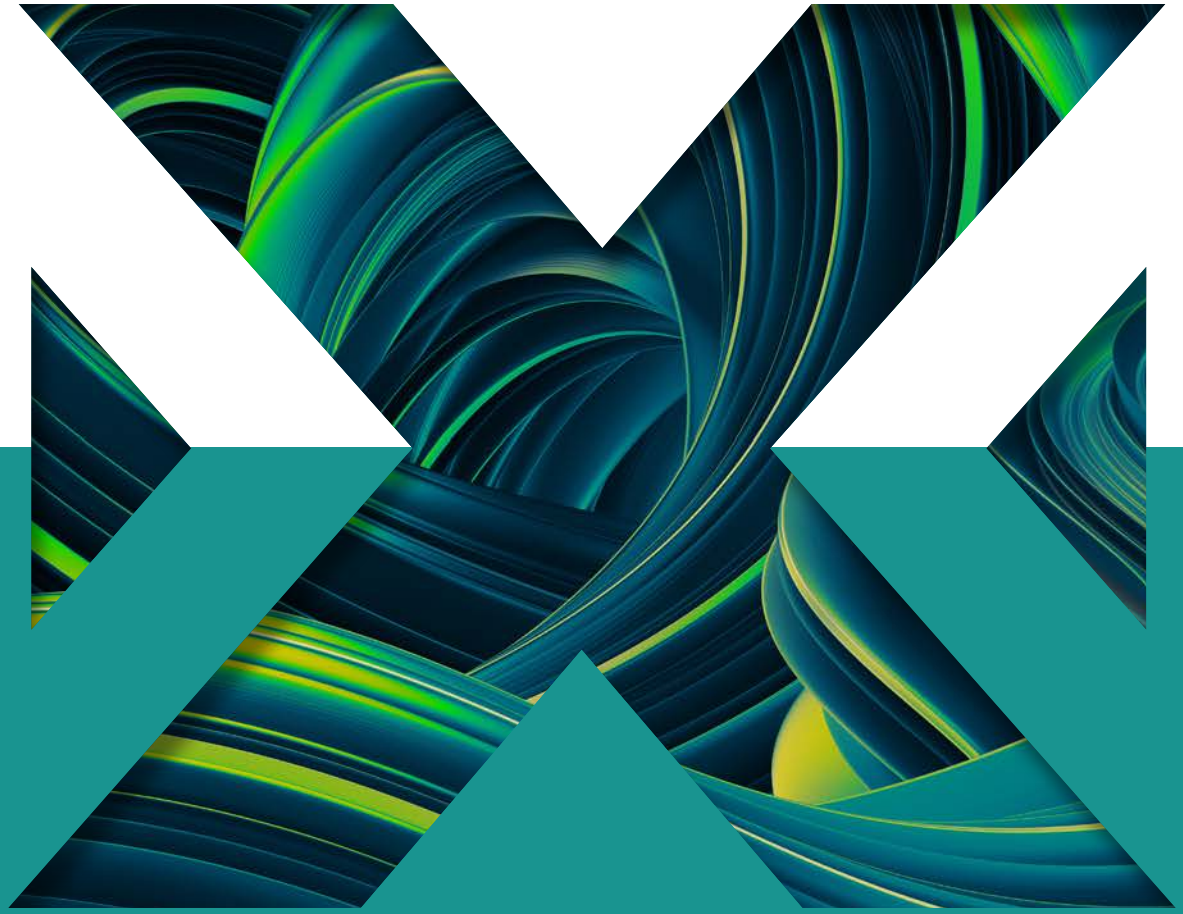

STYLE GUIDE

2024

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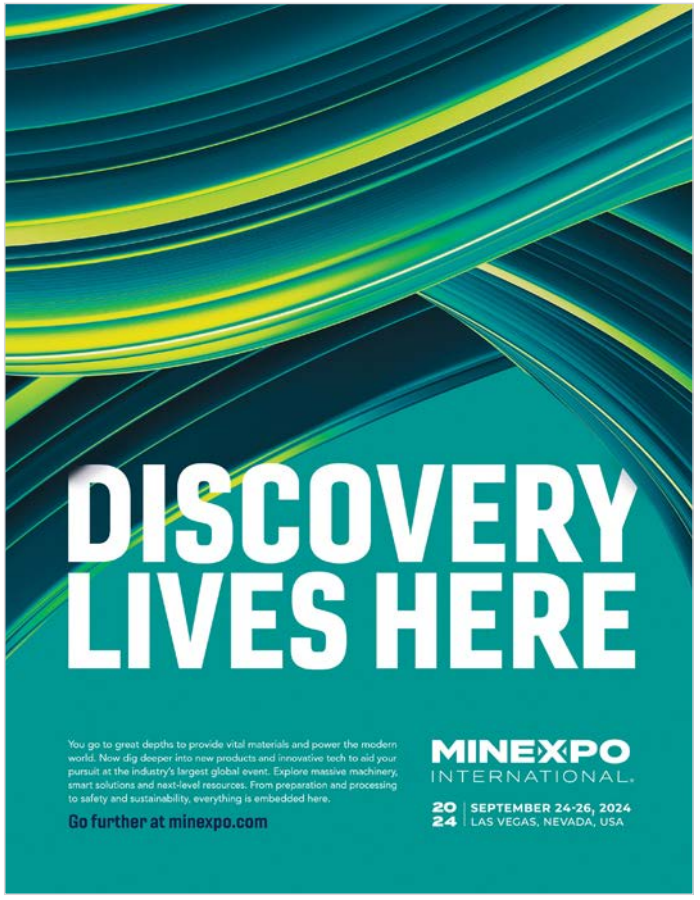
CREATIVE CONCEPT

This concept speaks to ‘layers’ in various ways. All geological materials such as metals, gemstones, clay, gravel, etc. come from the layers of the earth’s crust. And mining helps form the primary layer upon which modern life is built.

BANNER AD

PRINT AD



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LOGOS

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LOGO USAGE

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LOGO USAGE

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LOGO USAGE

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LOGOS
INTERNATIONAL

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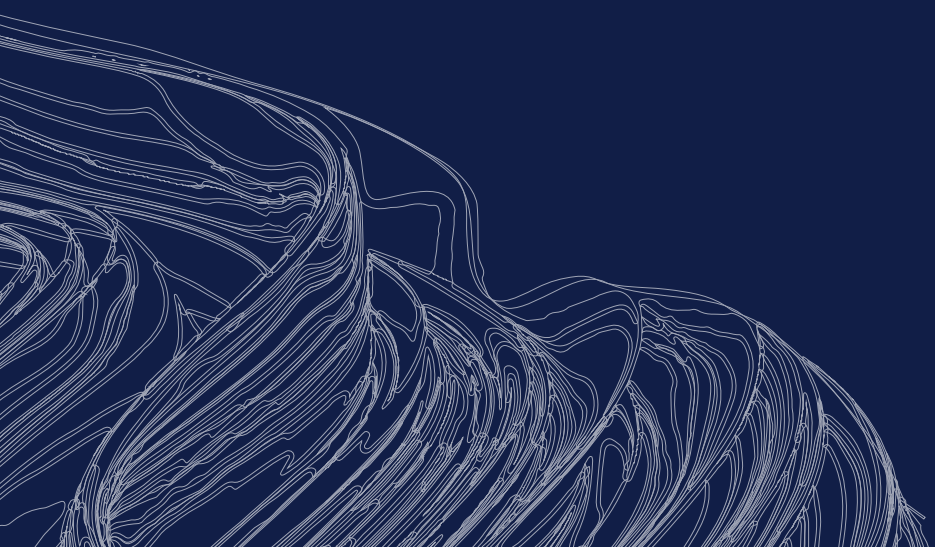

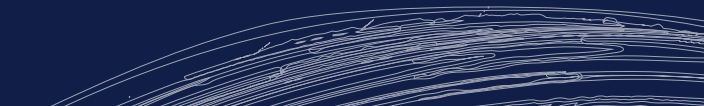

LOGO USAGE | INTERNATIONAL

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COLOR PALETTE

FOR PRINT

This concept utilizes four color palette combinations geared towards their target audience. For each audience, the primary colors should be the only colors used overall. Secondary color can be used for splashes for color, for subheads, icons, callouts and calls to action.

PRIMARY

The primary palette is the main palette used throughout the campaign. The primaries should be combined and used for headlines, backgrounds, and other design elements.

T1
PMS: 7716 C
CMYK: 83 / 22 / 47 / 2

B1
PMS: 2768 C
CMYK: 100 / 91 / 37 / 45

W1
WHITE
CMYK: 0 / 0 / 0 / 0

SECONDARY

The secondary palette is provided as additional options complementary to the primary palette. The secondary colors are also designed to help communicate the unique attendee paths.

G1
PMS: 354 C
CMYK: 90 / 0 / 95 / 0

B2
PMS: 2945 C
CMYK: 100 / 68 / 18 / 5

G2
PMS: 6193 C
CMYK: 27 / 2 / 91 / 0

Y1
PMS: 110 C
CMYK: 15 / 32 / 100 / 0

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COLOR PALETTE

FOR WEB

This concept utilizes four color palette combinations geared towards their target audience. For each audience, the primary colors should be the only colors used overall. Secondary color can be used for splashes for color, for subheads, icons, callouts and calls to action.

PRIMARY

The primary palette is the main palette used throughout the campaign. The primaries should be combined and used for headlines, backgrounds, and other design elements.

T1
RGB: 0 / 147 / 143
HEX#: 00938F

B1
RGB: 19 / 32 / 72
HEX#: 132048

W1
WHITE
RGB: 255 / 255 / 255
HEX#: FFFFFF

SECONDARY

The secondary palette is provided as additional options complementary to the primary palette. The secondary colors are also designed to help communicate the unique attendee paths.

G1
RGB: 0 / 171 / 84
HEX#: 00AB54

B2
RGB: 0 / 88 / 144
HEX#: 005890

G2
RGB: 207 / 221 / 40
HEX#: CFDD28

Y1
RGB: 217 / 182 / 40
HEX#: D9B628

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DESIGN ELEMENTS

X Element

The X element can been used as a graphic addition as treated in these examples. Usage should be kept to a minimum and used only as an accent throughout the overall campaign.

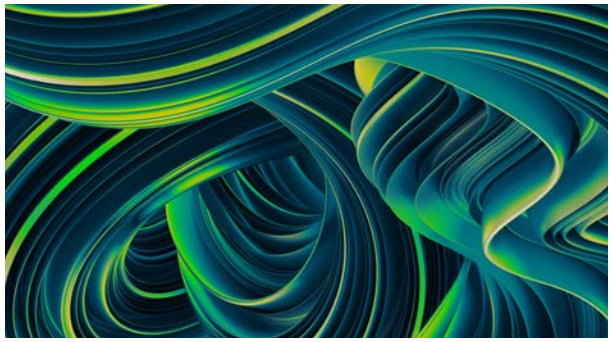
Triangle Shape

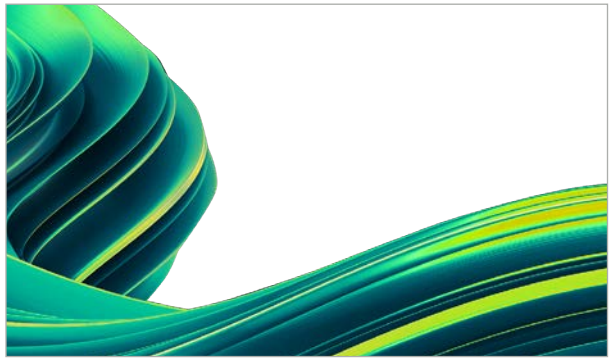
The triangle element mimics the shape in the MINExpo logo. This piece can be used to draw attention, signify important information or provide direction on signage.

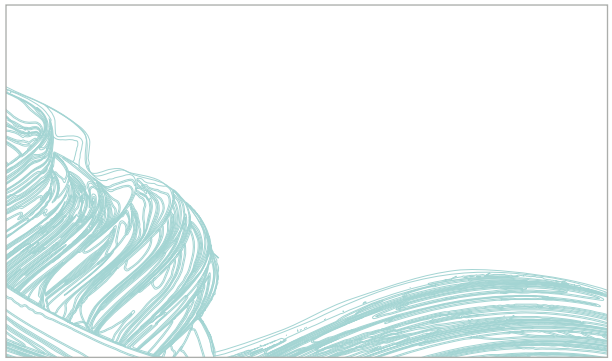
LOREM IPSUM

Ribbon Treatment

the ribbon treatment in full color or outlined can also be used as an accent or background element. Usage should be subtle and not dominant throughout the campaign.







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TYPOGRAPHY

FOR PRINT & WEB

MAIN HEADLINE

GINESO COND BOLD

SECONDARY HEADLINE

GINESO COND REGULAR

TERTIARY HEADLINE

GINESO COND MEDIUM

BODY COPY. ipsum dolor sit, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

AVENIR BOOK

CALL TO ACTION | MINEXPO.COM

GINESO COND BOLD

IMPORTANT NOTE

When featuring the name of the show on deliverables, the first occurrence of the name should always be **MINExpo INTERNATIONAL® 2024,** with the registered trademark symbol and INTERNATIONAL in all caps.

For all other instances after this first use, the trademark symbol can be removed.

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IMAGE PHOTOGRAPHY

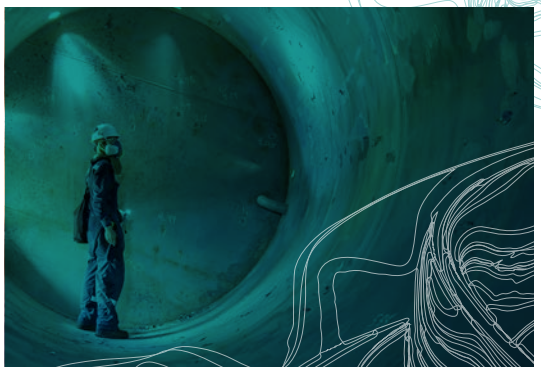

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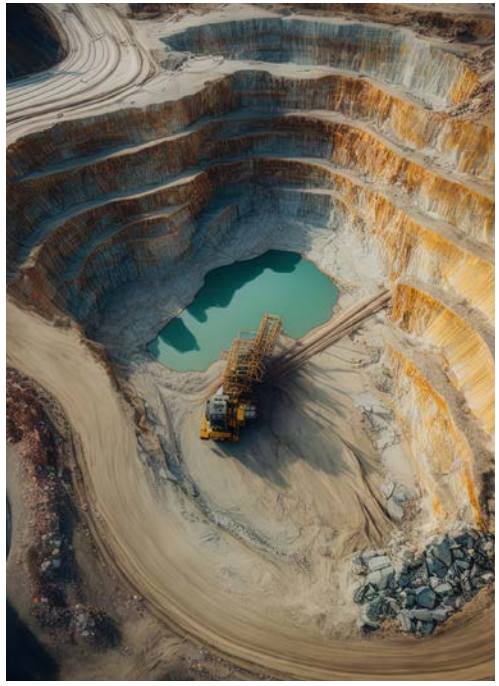
IMAGE PHOTOGRAPHY

Stock Imagery

The overall feel of the selected stock photos is emotional and industrial. The images may require adjustments to display a more vibrant and saturated appearance. Color tones are similar to the brand colors. Options below are shown to provide multiple ways to treat stock photos within the campaign.

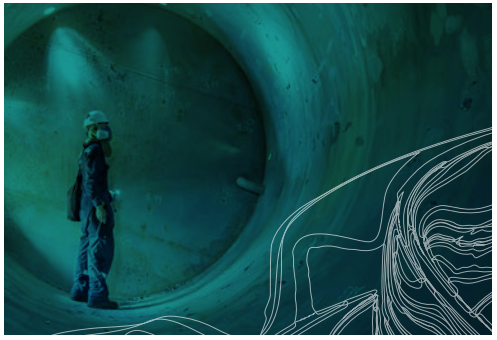
Brand colors and tones

Images should display an increased saturation and colors aligned with the MINE color palette.



Color Overlay

Images set to multiply over a brand color to create an overlay effect along with graphic elements added to reinforce the mining industry.



Close-up Images

Images are cropped tight to eliminate the need to identify branded equipment.

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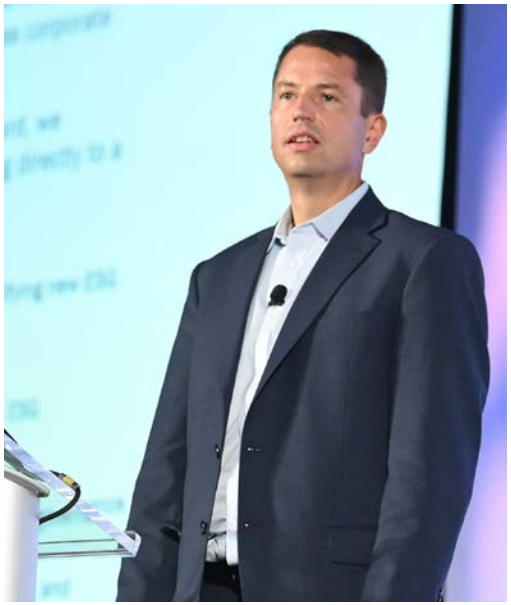
SHOW PHOTOGRAPHY



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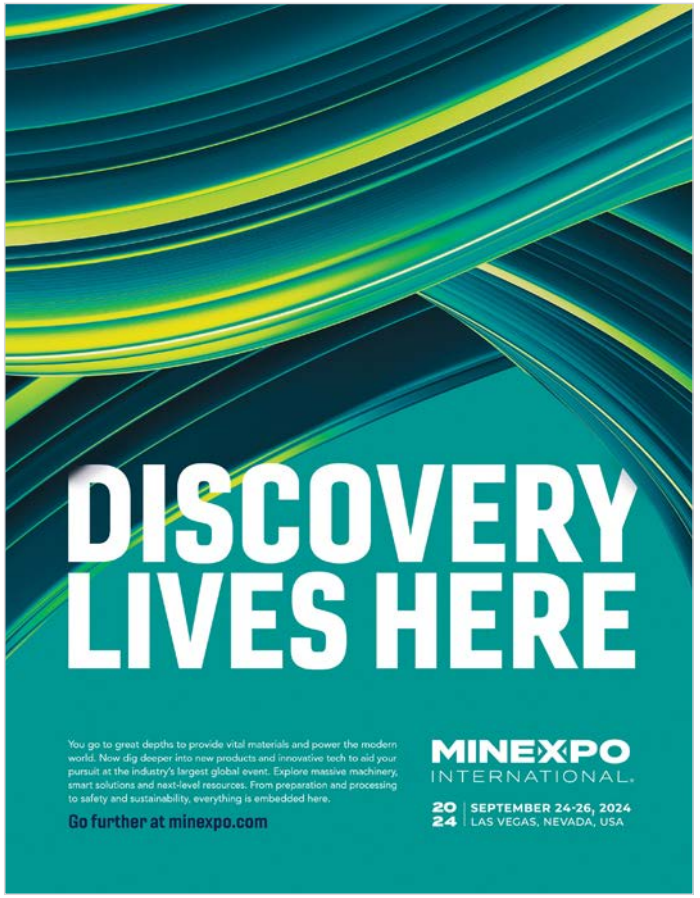
BANNER AD

PRINT AD



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