

BRAND GUIDELINES 2021



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An abstract graphic featuring a series of flowing, overlapping lines in shades of magenta, pink, and a touch of lime green. The lines create a sense of motion and depth, swirling together in a dynamic pattern.

SEMICON
THEME

FORWARD AS ONE

Collectively, SEMI member companies provide the equipment, materials, software, devices, and services that enable technologies creating a smarter world. SEMICON expositions bring the incredibly diverse global electronics supply chain together to move “Forward as One” in accelerating innovation for greater economic and social prosperity.



SEMICON[®]
JAPAN

SHOW LOGO

SEMICON[®]
JAPAN

VARIATIONS

There are four variations of the SEMICON Japan show logo: a regular stacked logo; regular horizontal logo; hybrid stacked logo; and hybrid horizontal logo.

COLOR

The show logo can only appear in these four color combinations: black and white; black and SC Japan regional color; all white; or all black.

The “Hybrid” part of the logo is 70% gray (#6D6E71) when used with the black and SC Japan regional color.

The black and white version should only be used over the SC Japan regional colored background. The all white version should be used when the show logo appears on any other colored background. Only use the all black version in one-color situations. Use the full-color show logo in all other situations.

For the sake of brevity only one logo is shown in the color examples. However, the rules apply to all four variations.

STACKED LOGO

SEMICON[®]
JAPAN

HYBRID STACKED LOGO

SEMICON[®]
JAPAN
HYBRID

BLACK AND WHITE VERSION ON SC JAPAN REGIONAL COLOR

SEMICON[®]
JAPAN
HYBRID

ALL WHITE (REVERSE) VERSION

SEMICON[®]
JAPAN
HYBRID

HORIZONTAL LOGO

SEMICON[®] JAPAN

HYBRID HORIZONTAL LOGO

SEMICON[®] JAPAN
HYBRID

BLACK AND SC JAPAN REGIONAL COLOR VERSION

SEMICON[®]
JAPAN
HYBRID

ALL BLACK VERSION

SEMICON[®]
JAPAN
HYBRID

SHOW LOGO



MINIMUM SIZE

The stacked logo should not appear smaller than 0.65" wide. The horizontal logo should not appear smaller than 1" wide.

CLEAR SPACE

Use the size of a Gotham Ultra capital "X" with the same height as the show logo as a guide for the clear space around the show logo.

0.65" (ACTUAL SIZE)



1.0" (ACTUAL SIZE)



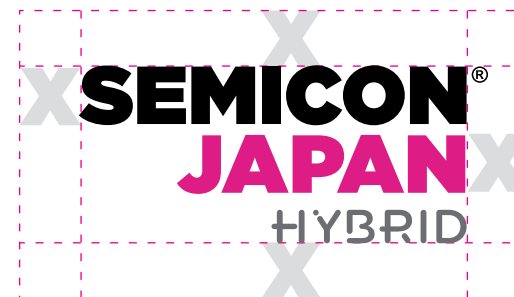
STACKED LOGO CLEAR SPACE



HORIZONTAL LOGO CLEAR SPACE



HYBRID STACKED LOGO CLEAR SPACE



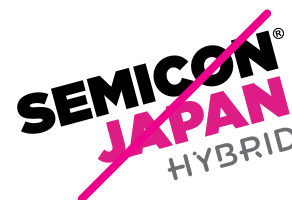
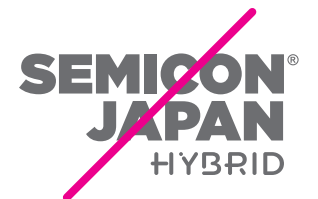
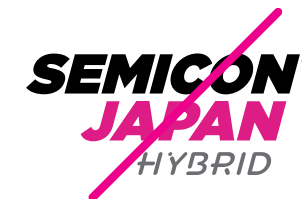
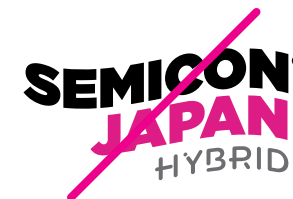
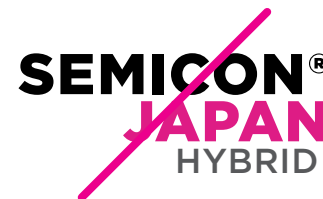
HYBRID HORIZONTAL LOGO CLEAR SPACE



DO NOT

- Build the show logo from scratch
- Change alignment of the show logo parts
- Use unapproved colors or color combinations
- Tilt or angle the show logo
- Modify, shear or warp the show logo
- Place the show logo over busy photography
- Place the show logo over patterns

For the sake of brevity only one logo is shown in the do not examples. However, the rules apply to all four variations.



SHOW
FONTS



FONTS

The Gotham type family is used in all SEMICON campaigns. Refer to **layout examples** (pages 25-28) for application and direction.

TEXT TREATMENTS

Refer to **layout examples** (pages 25-28) for font placement, size and spacing recommendations.

GOTHAM BOOK

ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

GOTHAM BLACK

**ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

GOTHAM ULTRA

**ABCDEFGHIJ
KLMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

HEADLINES—ALL CAPS

GOTHAM ULTRA

DIRECTIONALS AND SUBHEAD—ALL CAPS

GOTHAM BLACK

SUBTITLES—ALL CAPS

GOTHAM BOOK

LONG TEXT—SENTENCE CASE

Gotham Book

SHOW COLORS

PRIMARY COLORS

DEDICATED COLORS

These colors are the SC Expo background color—Pantone 7710—to be used only for Smart Mobility, Smart Data, Smart Manufacturing and Smart MedTech; and SEMI green—Pantone 369—to be used only for content or activity related to broader SEMI topics/activities.

TERTIARY COLORS

These colors are no longer being used to designate floor areas. They can only be used in minor secondary applications like graphs, buttons and tabs.

SC JAPAN REGIONAL COLOR

PANTONE: 219
CMYK: 7/98/8/0
RGB: 222/28/133
HEX: DE1C85

BLACK

PANTONE: Process Black
CMYK: 60/40/40/100
RGB: 0/0/0
HEX: 000000

GRAY

PANTONE: Cool Gray 11
CMYK: 0/0/0/80
RGB: 102/102/102
HEX: 666666

SC EXPO BACKGROUND COLOR

PANTONE: 7710
CMYK: 81/0/23/0
RGB: 0/167/181
HEX: 00A7B5

SEMI GREEN

PANTONE: 369
CMYK: 71/11/100/1
RGB: 85/165/28
HEX: 55A51C

NAVY

PANTONE: 2935
CMYK: 100/65/2/0
RGB: 0/90/187
HEX: 005ABB

PURPLE

PANTONE: 2587
CMYK: 58/80/0/0
RGB: 131/76/177
HEX: 834CB1

RED

PANTONE: 1797
CMYK: 15/98/93/4
RGB: 201/40/45
HEX: C9282D

GOLD

PANTONE: 7408
CMYK: 4/34/100/0
RGB: 244/175/0
HEX: F4AF00

BLUE

PANTONE: 2915
CMYK: 58/13/0/0
RGB: 91/180/229
HEX: 5BB4E5

DARK ORANGE

PANTONE: 158
CMYK: 4/68/99/0
RGB: 234/123/5
HEX: EA7125

SHOW
THEME

SAMPLE THEMED VISUAL

STACKED
VERBAL THEME

FORWARD
AS ONE

“BALL”
THEME GRAPHIC

SHOW LOGO

BRAND LOGO



SEMICON® JAPAN

**SEMICON®
JAPAN**

SHOW THEME

VERBAL THEME

The verbal theme is **Forward as One**. When used in text it should be set title case (with “as” lowercase) and bold compared to the surrounding type. When used graphically it is set in all caps. Use Gotham Book with solid leading (same leading and point size) and either stacked flush left or horizontal.

CLEAR SPACE

Create a square from the size of the lower counter in the “E” as shown by ❶. Use this square as a guide for the clear space around the verbal theme.

STACKED THEME

FORWARD
AS ONE

HORIZONTAL THEME

FORWARD AS ONE

CLEAR SPACE



SHOW THEME

SEMICON[®]
JAPAN

VISUAL THEME

The visual theme is a visible representation of the verbal theme. The shapes capture the energy, strength and flow of SEMI and its partners moving forward individually, but together, as one. There are three shaped representations giving designers flexibility to represent the theme in multiple orientations. The **“ball”** shape is the primary shape used in most situations. The **“curve”** shape provides variety and the **“string”** shape is used in rare instances where the format is either extremely horizontal or vertical.

BALL SHAPE—PRIMARY SHAPE

Unlike the show logo, you are allowed to stretch and distort the ball shape to better fit design applications. The energy of the ball shape should always flow up and to the right.

BALL SHAPE

SHOW
THEME

SEMICON[®]
JAPAN

BALL SHAPE CLEAR SPACE

Using the column guide directions set out on pages 22 & 24, leave one square column width of clearance around all parts of the shape. **Nothing can overlap or be on top of the shape.** There are rare exceptions to this rule illustrated on page 33. For more “do not’s” see page 17.

FORWARD
AS ONE



SEMICON[®] JAPAN

SHOW
THEME

CURVE SHAPE—SECONDARY SHAPE

Unlike the show logo, you are allowed to stretch and distort the curve shape to better fit design applications. The energy of the curve shape should always flow up and to the right.

CURVE SHAPE

SEMICON[®]
JAPAN

SHOW
THEME

**SEMICON[®]
JAPAN**

CURVE SHAPE CLEAR SPACE

Using the column guide directions set out on pages 22 & 24, leave one square column width of clearance around all parts of the shape. **Nothing can overlap or be on top of the shape.** There are rare exceptions to this rule illustrated on page 33. For more “do nots” see page 17.

FORWARD
AS ONE



SEMICON[®] JAPAN

SHOW
THEME

SEMICON[®]
JAPAN

STRING SHAPE - RARELY USED

Unlike the show logo, you are allowed to stretch and distort the string shape to better fit design applications. The energy of the string shape should always flow up and to the right. The string shape should only be used in extremely narrow applications, either vertically or horizontally.

STRING SHAPE

SHOW
THEME

SEMICON[®]
JAPAN

STRING SHAPE CLEAR SPACE

Using the column guide directions set out on pages 22 & 24, leave one square column width of clearance around all parts of the shape. **Nothing can overlap or be on top of the shape.** There are rare exceptions to this rule illustrated on page 33. For more “do nots” see page 17.



SHOW THEME

**SEMICON[®]
JAPAN**

SHAPE DIRECTION

As mentioned on previous pages, the energy for the shapes should flow up and to the right. Here are some examples to help clarify this point. The arrows show the energy direction of each shape. As much as possible try and mimic these directions in your layouts.

FORWARD
AS ONE



**SEMICON[®]
JAPAN**

SEMICON[®] JAPAN

DEC 15-17, 2021
TOKYO BIG SIGHT

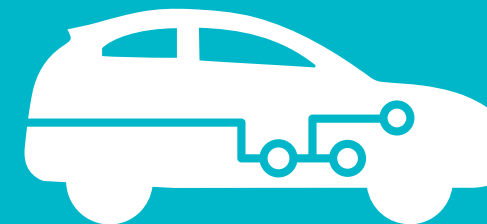


**SEMICON[®]
JAPAN**

DEC 15-17, 2021
TOKYO BIG SIGHT



SMART MOBILITY



**SEMICON[®]
JAPAN**

Please wear a mask
and have your
ID card ready



**SEMICON[®]
JAPAN**

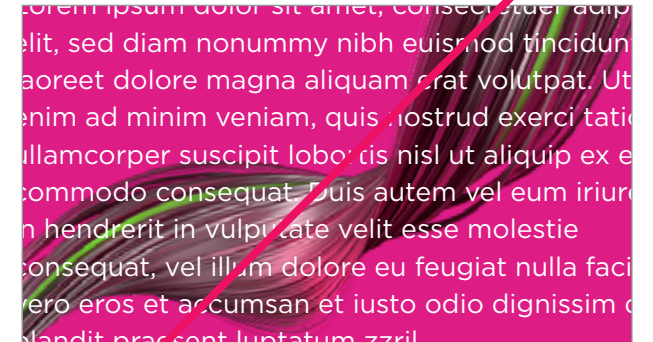
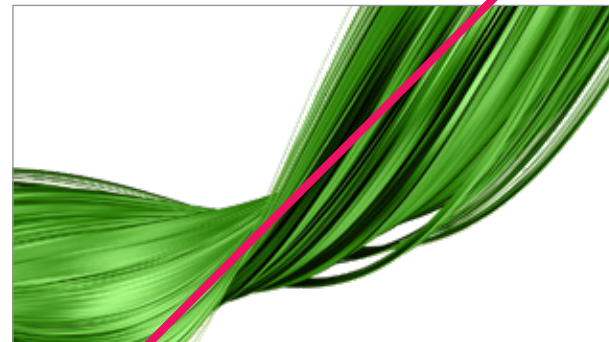
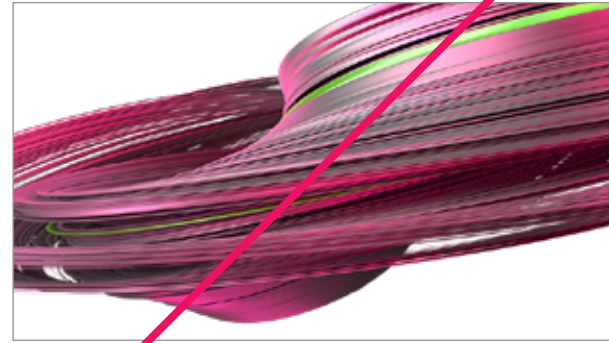
**SEMICON[®]
JAPAN**



SHOW THEME

DO NOT

- Overly compress or stretch the theme shapes
- Place the theme shapes over photography
- Place the theme shapes over patterns
- Use the theme shapes over secondary colors
- Combine theme shapes in one layout
- Angle theme shapes downward
- Recolor theme shapes
- Recreate theme shapes
- Place theme shapes under blocks of copy
- Make theme shapes transparent
- Overlay type or logos on the theme shape
- Over or under fill space with theme shape



**SEMICON[®]
JAPAN**

EXPO LOGO

**SEMICON[®]
JAPAN**

VARIATIONS

There are four SEMICON expo areas. Each one has its own logo. There are two variations of each of the expo logos—a horizontal expo logo and a stacked expo logo.

WHICH VARIATION TO USE

Use the logo with the largest horizontal dimension that will fit in the required space, making sure to include clear space.

COLOR

The expo logos can only appear in these four color combinations: black and white; black and SC Expo background color; all white; or all black.

Only use the all black version in one-color situations. The all white version should be used when the show logo appears on any colored background other than the SC Expo background color. The black and white version should only be used when appearing on the SC Expo background color. Use the two-color show logo in all other situations.

For the sake of brevity only one logo is shown in the color examples. However, the rules apply to both variations of all four logos.

HORIZONTAL EXPO LOGOS

SMART MOBILITY

SMART MEDTECH

SMART MANUFACTURING

SMART DATA

STACKED EXPO LOGOS

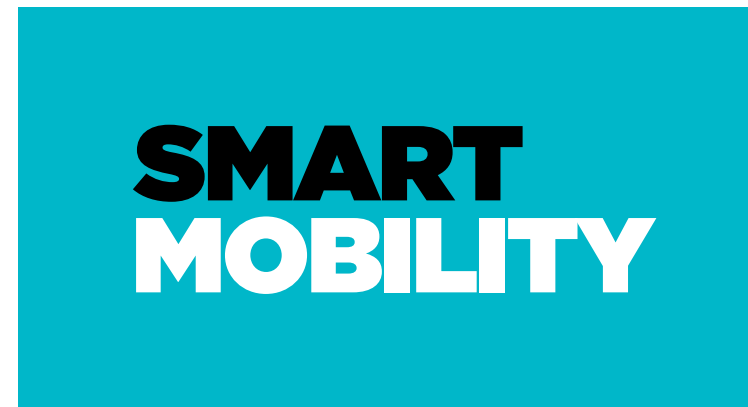
**SMART
MOBILITY**

**SMART
MEDTECH**

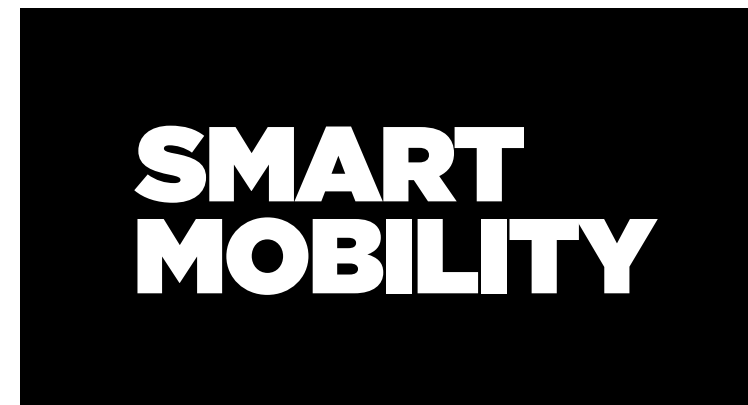
**SMART
MANUFACTURING**

**SMART
DATA**

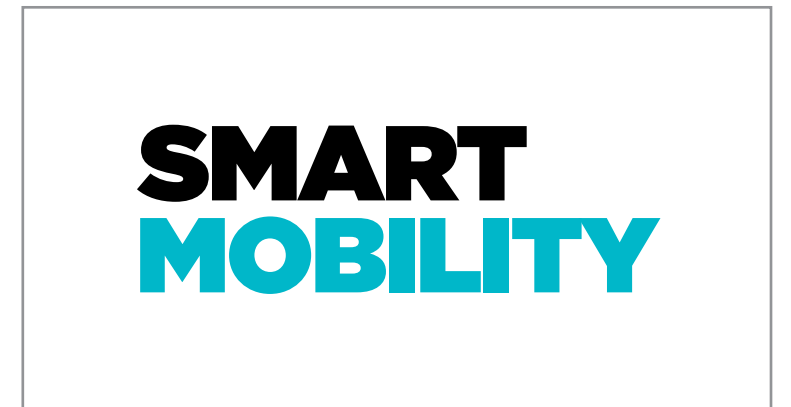
BLACK AND WHITE VERSION ON SC EXPO BACKGROUND COLOR



ALL WHITE (REVERSE) VERSION



BLACK AND SC EXPO BACKGROUND COLOR VERSION



ALL BLACK VERSION



EXPO LOGO

**SEMICON[®]
JAPAN**

MINIMUM SIZE

The horizontal logo should not appear smaller than 1" wide. The stacked logo should not appear smaller than 0.65" wide.

CLEAR SPACE

Use the size of a capital "X" in Gotham Ultra that matches the letter height in the logo as a guide for the clear space around the expo logo in question.

DO NOT

- Build the show logo from scratch
- Change alignment of the show logo parts
- Use unapproved colors or color combinations
- Tilt or angle the show logo
- Modify, shear or warp the show logo
- Place the show logo over busy photography
- Place the show logo over patterns

For the sake of brevity only one logo is shown in the "Do Not" examples. However, the rules apply to both variations of all four logos.

1.0" (ACTUAL SIZE)

SMART MOBILITY

0.65" (ACTUAL SIZE)

SMART
MOBILITY

STACKED LOGO CLEAR SPACE



HORIZONTAL LOGO CLEAR SPACE



~~SMART
MOBILITY~~

~~SMART
MOBILITY~~

~~SMART
MOBILITY~~

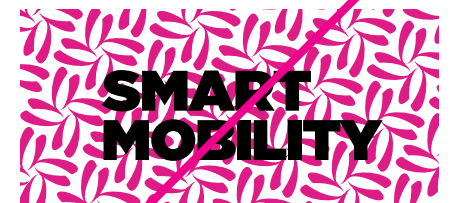
~~SMART
MOBILITY~~

~~SMART
MOBILITY~~



~~SMART
MOBILITY~~

~~SMART
MOBILITY~~



EXPO ICONS

There are four SEMICON Smart expo areas. Each one has its own icon. The expo icons are never used without their matching logo. The icons can only be used on a black, white, or SC Expo background color. The icons are always in the color gray (see page 7) when on a white background. The icons are always white when on black or SC Expo background color.

These icons have been updated for consistency in weight/style. Old versions cannot be used.

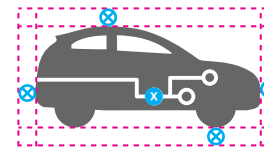
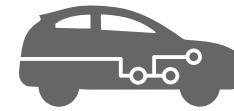
CLEAR SPACE

The circles used inside the icons are all the same size. The size of those circles is used to define the size of the clear space around the icon.

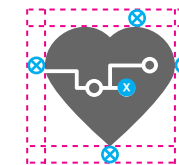
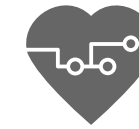
USING THE ICONS WITH LOGOS

When using the icon with its matching logo add the two clear space areas together. The size of the icon and its clear space will be equal in height to the clear space of the expo logo.

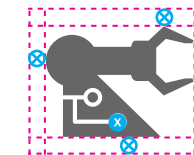
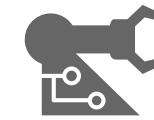
SMART MOBILITY ICON



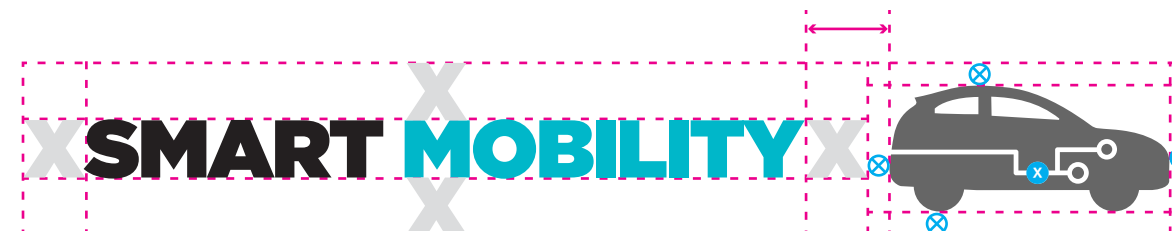
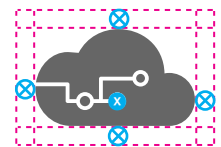
SMART MEDTECH ICON



SMART MANUFACTURING ICON



SMART DATA ICON



USING WITHIN A CONFINED SPACE

When using the icon within a confined space, at least two of the four sides must touch a defined area. In this example, two sides touch the outside and one side touches the safe zone of the expo logo. As a general rule, use a horizontal combination on horizontal applications and a stacked combination in vertical applications. If unsure whether to use the horizontal or stacked combination, use whichever has the largest “X” height in the given space.

USING THE ICON AS CONTENT IN A SIGN

When defining a specific area, it might be necessary to have the icon fill the content area of a sign. As with the confined spaces rules above, the safe area of the icon should touch three sides of the content area. Content areas are defined on pages 22 and 24.

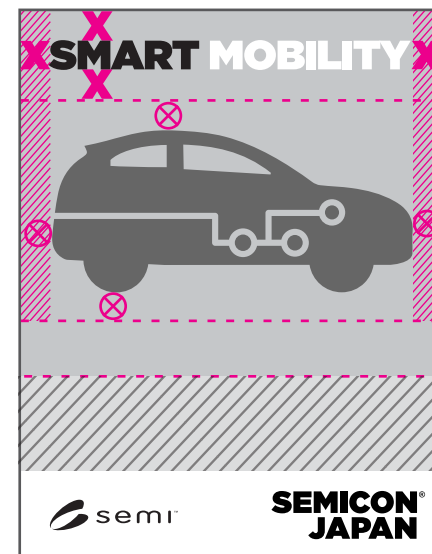
HORIZONTAL COMBINATION IN A CONFINED SPACE



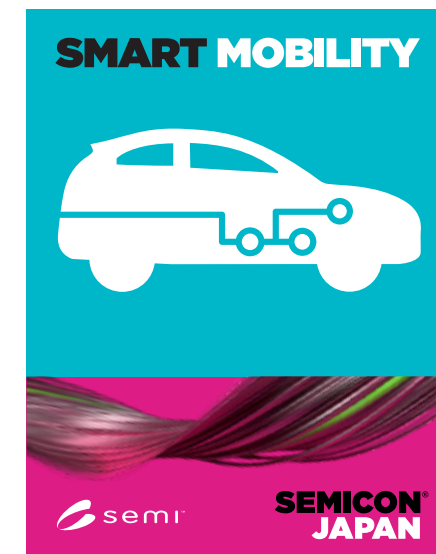
STACKED COMBINATION IN A CONFINED SPACE



ICON AS CONTENT IN LAYOUT



ICON AS CONTENT IN FINAL



SHOW DESIGN GUIDE



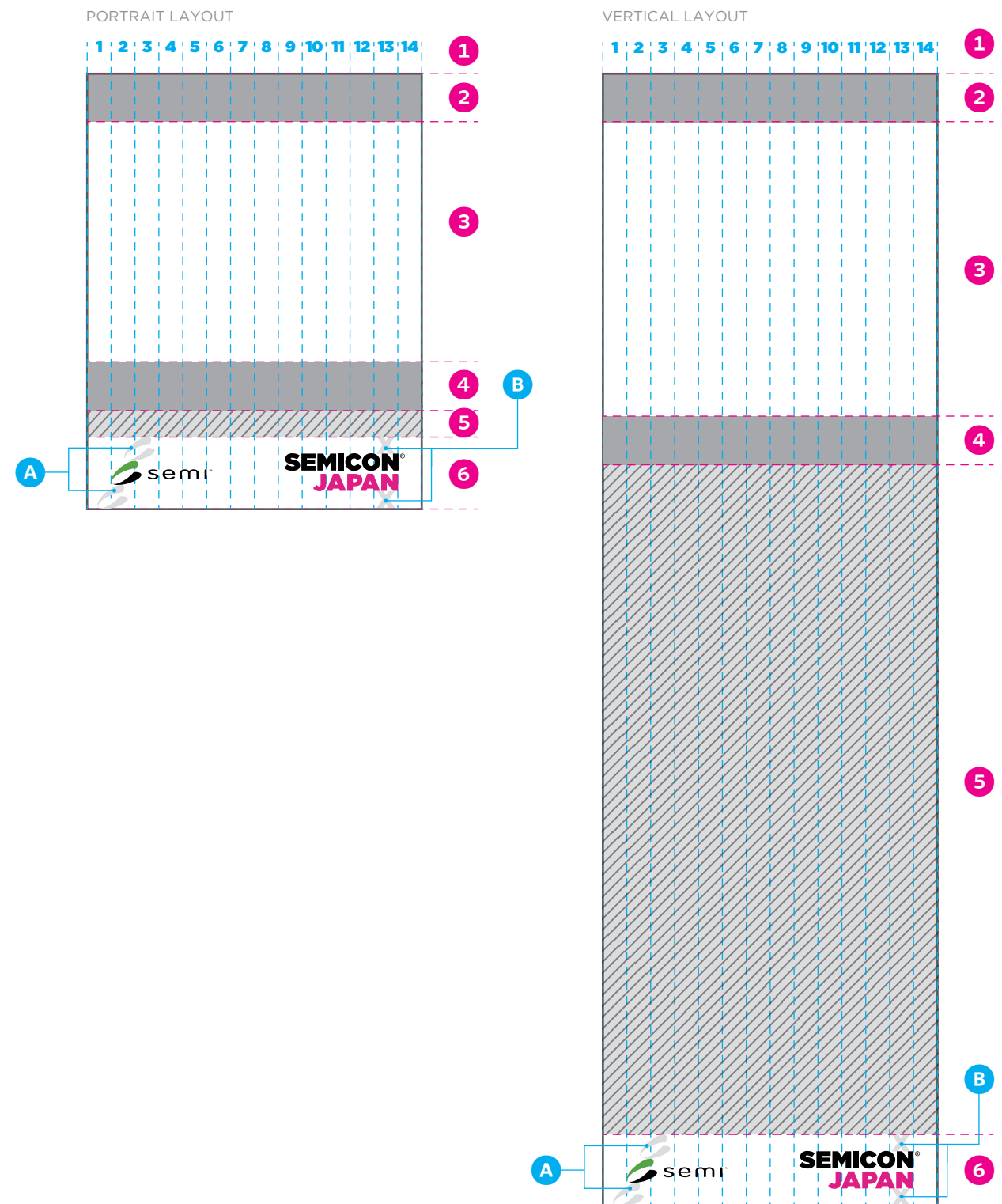
PORTRAIT AND VERTICAL DESIGN SET UP

- ❶ Split vertical layouts into a grid of 14 columns.
- ❷ Top color bar is two column widths tall. This bar will be whatever color corresponds to the sign usage (show, expo or SEMI).
- ❸ The content area will be determined by the amount of content. Please see page 23. This area will be white.
- ❹ Bottom color bar is two column widths tall. This bar will be whatever color corresponds to the sign usage (show, expo or SEMI) and should match ❷.
- ❺ Theme area is the height remaining after the other dimensions have been established. This area will house the visual and verbal themes on either a white or SC Japan regional color background. If this height is less than three column widths tall, there will not be enough clearance for theme graphics. Merge ❺ with ❹ and make it all a solid color according to ❹.
- ❻ Logo area is three column widths tall. This area will be whatever background color (white or the SC Japan regional color) is used for the theme area.

LOGO PLACEMENT

The SEMI logo is placed one column in from the left corner. It fits in the middle of the designated area height with the height of one SEMI logo icon above and below (see A).

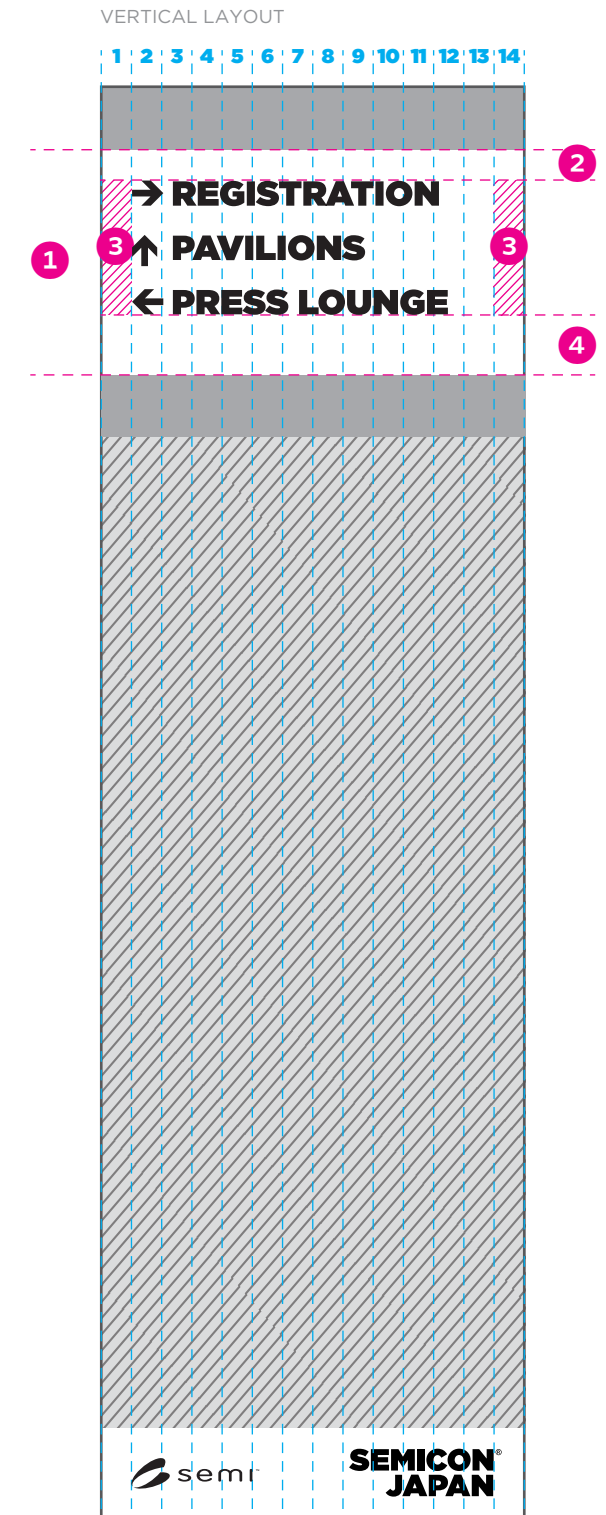
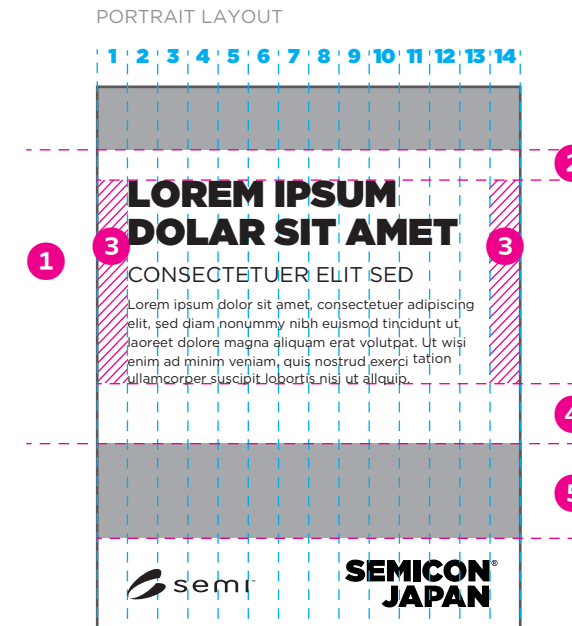
The show logo is placed one column in from the right corner. It fits in the middle of the designated area height with the space of one uppercase Gotham Ultra “X” above and below (see B).



SHOW DESIGN GUIDE

PORTRAIT AND VERTICAL CONTENT AREA

- ❶ The content area is the height of the content (see page 27) plus items ❷ and ❹.
- ❷ Leave a clear space equal to one column width in height immediately below the top color bar.
- ❸ No content should be placed in the first and last columns.
- ❹ Leave a clear space equal to two column widths in height immediately above the lower color bar.
- ❺ Notice in the portrait layout that the bottom color bar has merged with the theme area due to lack of clearance for theme graphics (see page 22, item ❺ for clarification).



SHOW DESIGN GUIDE

**SEMICON[®]
JAPAN**

HORIZONTAL DESIGN SET UP

Horizontal layouts get set up differently than vertical layouts in order to facilitate aesthetics.

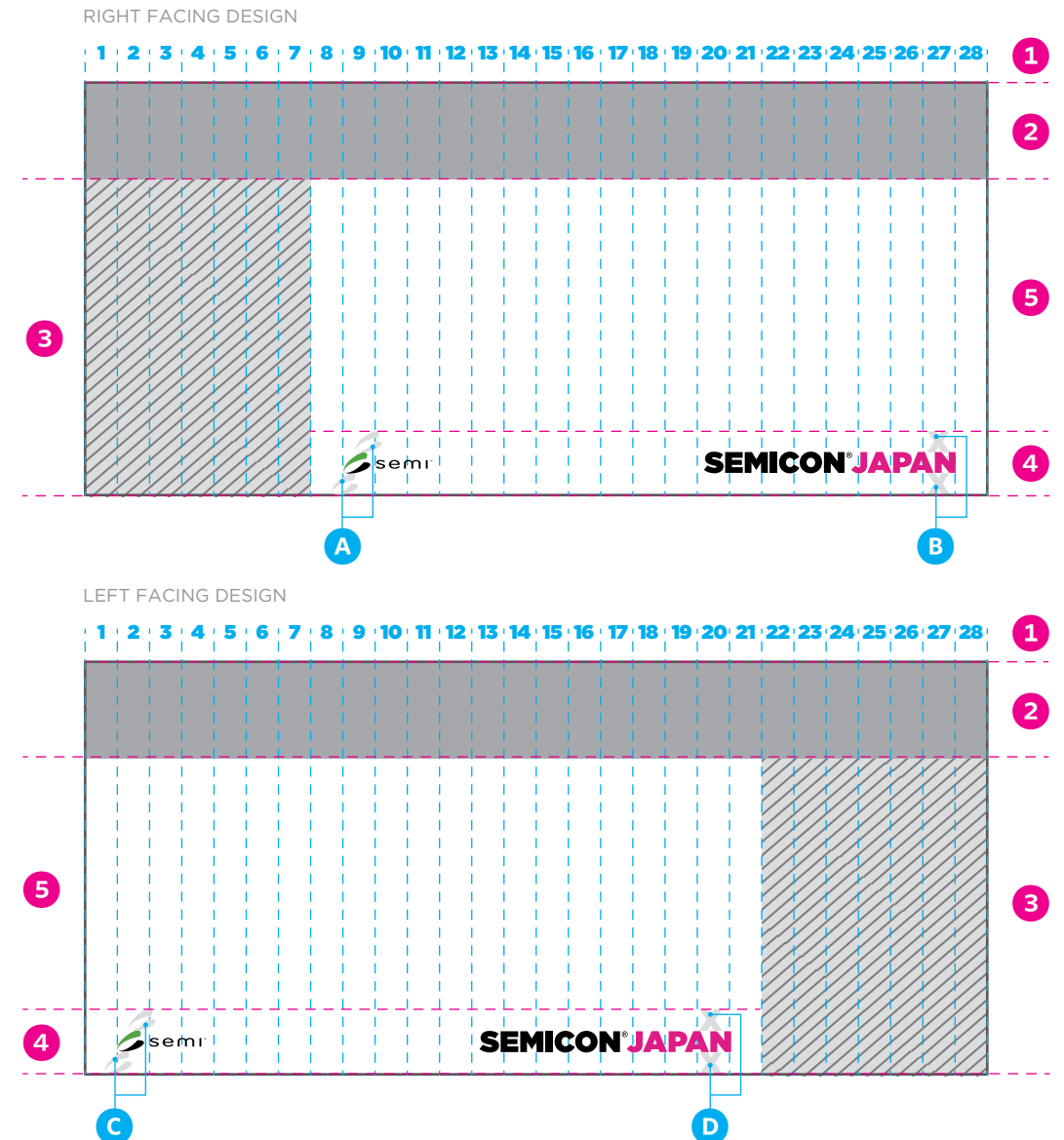
- ❶ Use the first two digits of the width in inches x 2. This figure gives you the number of columns. In this illustration the banner is 144 inches wide. The first two digits are 14. Multiplied by 2 = 28 equals columns wide.
- ❷ Top color bar is three column widths tall. This bar will be whatever color corresponds to the sign usage (show, expo or SEMI).
- ❸ The theme area is 25% of the width. This layout has 28 columns so the theme area is 7 columns ($28/4 = 7$). This area will house the visual theme only on either a white or SC Japan regional color background. It can be either on the right or left side, depending on the orientation of ❺.
- ❹ The logo area is two column widths tall. The width is the total column width minus the width of ❸, in this case $28-7=21$ columns wide. This area will be whatever background color (white or SC Japan regional color) is used for the theme area.
- ❺ The content area is determined by the area remaining after the other dimensions have been established. Please see page 23 for content design specifics. This area will be white for all informational signs.

LOGO PLACEMENT— RIGHT FACING

In this example, the SEMI logo is placed seven columns in from the left corner. It fits in the middle of the designated area height with the height of one SEMI logo icon above and below (see A). The show logo is placed one column in from the right corner. It fits in the middle of the designated area height with the space of one uppercase Gotham Ultra “X” above and below (see B).

LOGO PLACEMENT— LEFT FACING

In this example, the SEMI logo is placed one column in from the left corner. It fits in the middle of the designated area height with the height of one SEMI logo icon above and below (see C). The show logo is placed seven columns in from the right corner. It fits in the middle of the designated area height with the space of one uppercase Gotham Ultra “X” above and below (see D).

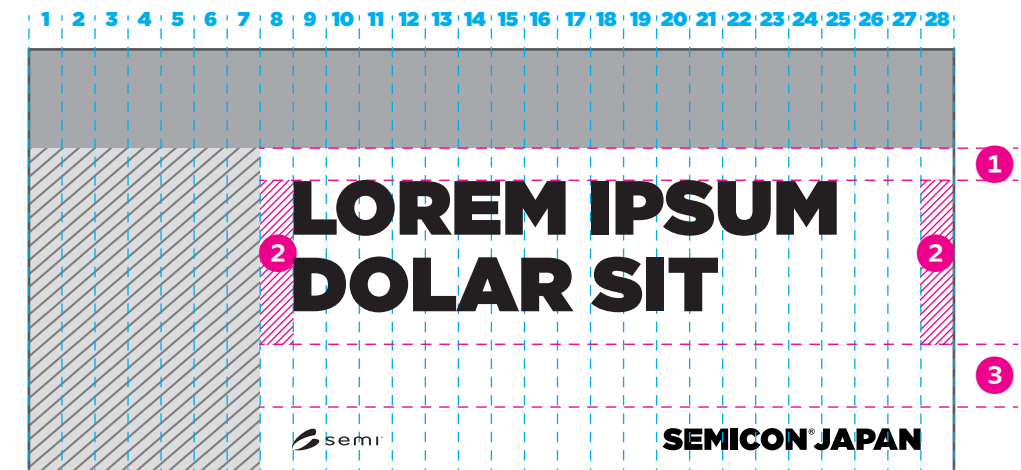


SHOW DESIGN GUIDE

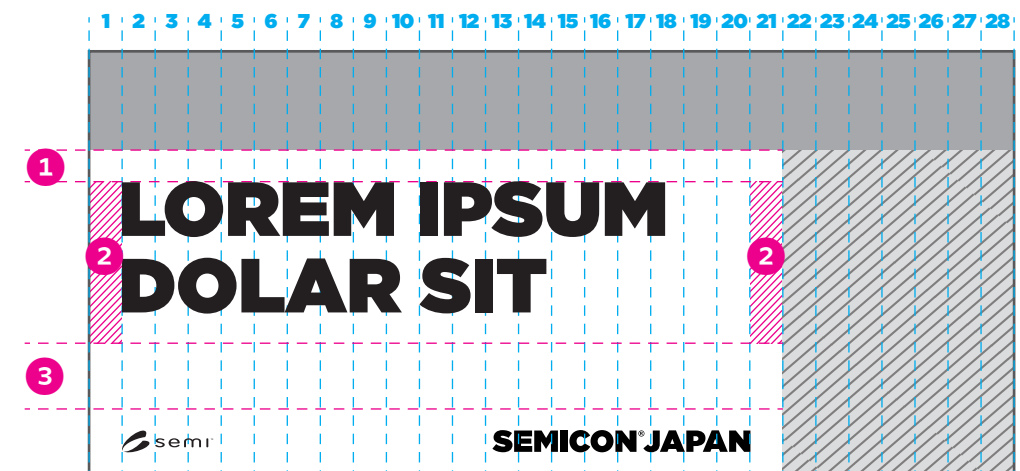
HORIZONTAL DESIGN CONTENT AREA

- ① Leave a clear space equal to one column width in height immediately below the top color bar.
- ② The first and last columns should be clear of content and graphics.
- ③ Leave a clear space equal to two column widths in height immediately above the logo clear space.

RIGHT FACING DESIGN



LEFT FACING DESIGN

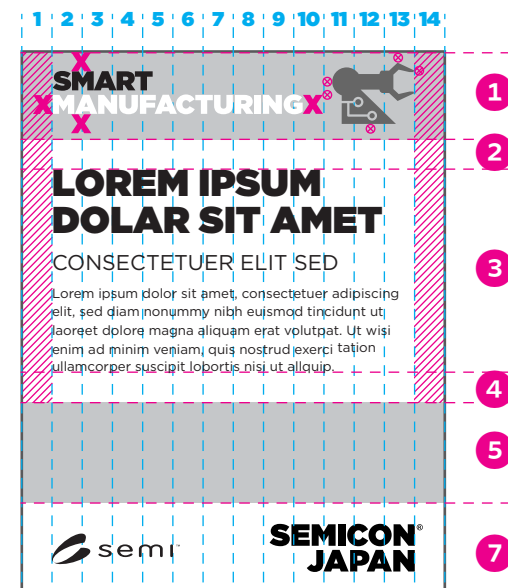


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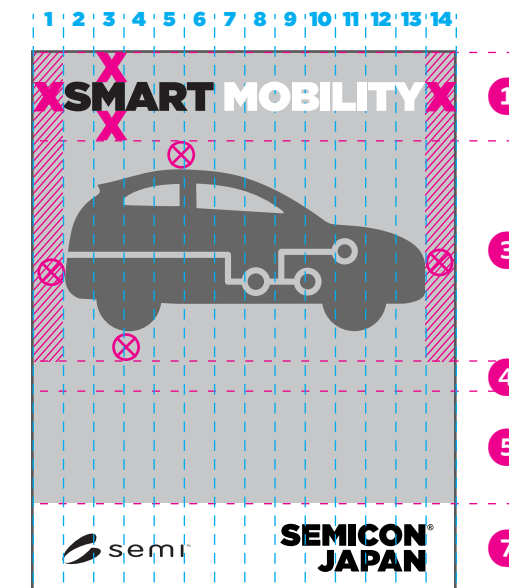
EXPO DESIGN VARIATIONS

- ① For expo only, this measurement is three column widths tall. Use the expo combination design measurements on pages 20 and 21. Flush the combo to the top of the space.
- ② This measurement rule stays the same (see page 23).
- ③ This measurement rule stays the same (see page 22) unless using the expo icon as content (see page 21).
- ④ For expo only, this measurement is now one column in height on vertical designs and two on horizontal.
- ⑤ This measurement rule stays the same (see page 22). **Note that the bottom color bar merges with the theme area ⑥ in some aspects.**
- ⑥ This measurement rule stays the same (see page 22).
- ⑦ This measurement rule stays the same (see page 22).

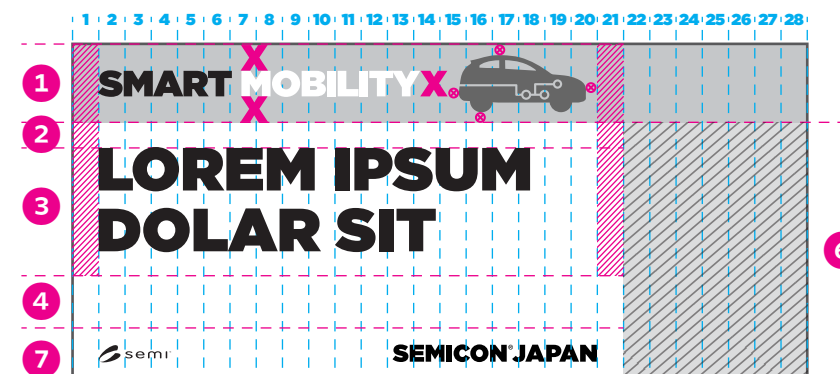
EXPO STANDARD PORTRAIT LAYOUT



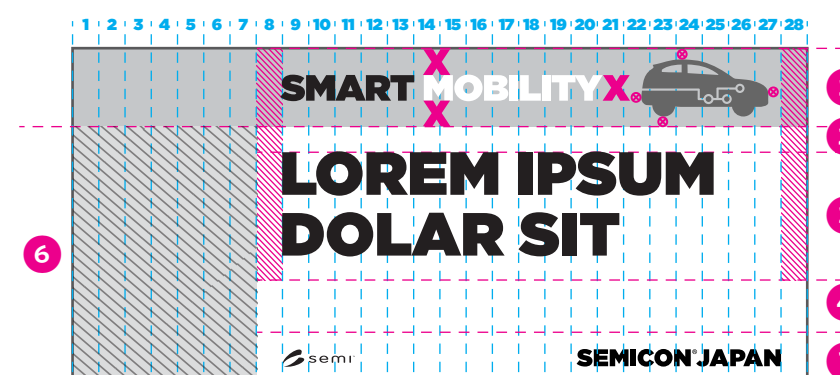
EXPO ICON AS CONTENT PORTRAIT LAYOUT



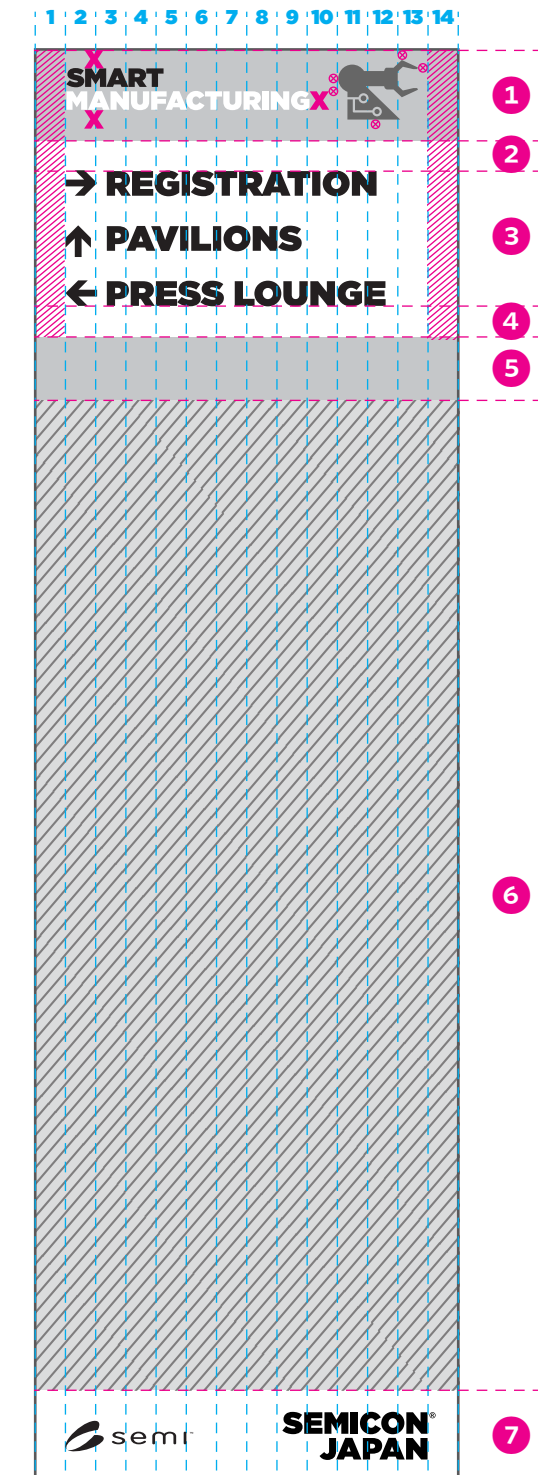
EXPO HORIZONTAL LEFT FACING DESIGN



EXPO HORIZONTAL RIGHT FACING DESIGN



EXPO VERTICAL LAYOUT



SHOW DESIGN GUIDE



PORTRAIT LAYOUTS

Following the content rule and design rules described on previous pages, these layouts offer specific visual guidance for some common sizes.

22 X 28—PORTRAIT LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
130pt / 130
All caps

ARROWS:
Wingdings Regular
130pt / 130

FONT / ARROW COLOR: *Black*



HEADLINE:
Gotham Ultra
140pt / 140
All caps

SUBHEAD:
Gotham Book
80pt / 80
All caps

BODY:
Gotham Book
50pt / 60
Sentence case

FONT / ARROW COLOR: *Black*

22 X 28—PORTRAIT LAYOUT: EXPO



ALL FONT SIZES SAME
AS ABOVE

FONT / ARROW COLOR:
SC Expo background



ALL FONT SIZES SAME
AS ABOVE

HEADLINE FONT / ARROW
COLOR: *SC Expo background*

BODY FONT COLOR: *Black*

28 X 44—PORTRAIT LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
160pt / 250
All caps

ARROWS:
Wingdings Regular
160pt / 250

FONT / ARROW COLOR: *Black*

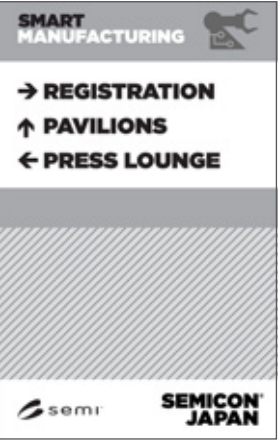


HEADLINE:
Gotham Ultra
175pt / 175
All caps

DAY & TIME:
Gotham Book
110pt / 110
All caps

FONT / ARROW COLOR: *Black*

28 X 44—PORTRAIT LAYOUT: EXPO



ALL FONT SIZES SAME
AS ABOVE

FONT / ARROW COLOR:
SC Expo background



ALL FONT SIZES SAME
AS ABOVE

HEADLINE FONT / ARROW
COLOR: *SC Expo background*

BODY FONT COLOR: *Black*

SHOW DESIGN GUIDE



VERTICAL LAYOUTS

Following the content rule and design rules described on previous pages, these layouts offer specific visual guidance for some common sizes.

24 X 87 — VERTICAL LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
140pt / 215
All caps

ARROWS:
Wingdings Regular
140 pt / 215

FONT / ARROW
COLOR: *Black*



HEADLINE:
Gotham Ultra
240pt / 240
All caps
Centered vertically

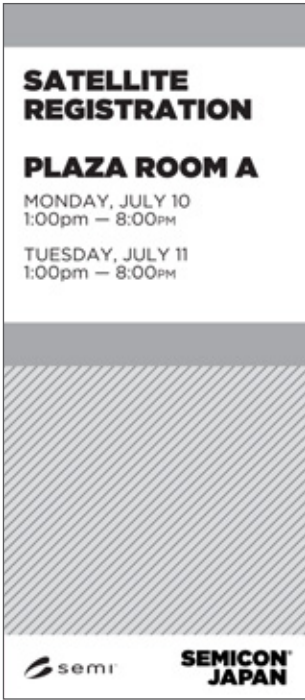
FONT / ARROW
COLOR: *Black*

38 X 87 — VERTICAL LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
400pt / 400
All cap
Horizontally
Centered

FONT / ARROW
COLOR: *Black*



HEADLINE:
Gotham Ultra
260pt / 260
All caps

DAY & TIME:
Gotham Book
160pt / 160
All caps

FONT / ARROW
COLOR: *Black*

24 X 87 — VERTICAL LAYOUT: EXPO



ALL FONT SIZES
SAME
AS ABOVE

FONT / ARROW
COLOR:
*SC Expo
background*



ALL FONT SIZES
SAME
AS ABOVE

HEADLINE FONT /
ARROW COLOR:
*SC Expo
background*

BODY FONT
COLOR: *Black*

38 X 87 — VERTICAL LAYOUT: EXPO



ALL FONT
SIZES SAME
AS ABOVE

FONT / ARROW
COLOR:
*SC Expo
background*



ALL FONT
SIZES SAME
AS ABOVE

HEADLINE
FONT / ARROW
COLOR: *SC
Expo
background*

BODY FONT
COLOR: *Black*

SHOW
DESIGN
GUIDE



HORIZONTAL
LAYOUTS

Following the content rule and design rules described on previous pages, these layouts offer specific visual guidance for some common sizes.

144 X 72—HORIZONTAL LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
1050pt / 1050
All caps

144 X 72—HORIZONTAL LAYOUT: EXPO



ALL FONT SIZES
SAME AS ABOVE

FONT / ARROW
COLOR:
SC Expo
background

240 X 72—HORIZONTAL LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
1300pt / 1300
All caps

240 X 72—HORIZONTAL LAYOUT: EXPO



ALL FONT SIZES
SAME AS ABOVE

FONT / ARROW
COLOR:
SC Expo
background

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HORIZONTAL LAYOUTS—MORE EXAMPLES

These additional layouts offer specific visual guidance for another common size.

288 X 53—HORIZONTAL LAYOUT: SHOW, SEMI



HEADLINE:
Gotham Ultra
1140pt / 1140
All caps

288 X 53—HORIZONTAL LAYOUT: EXPO



ALL FONT SIZES
SAME AS ABOVE

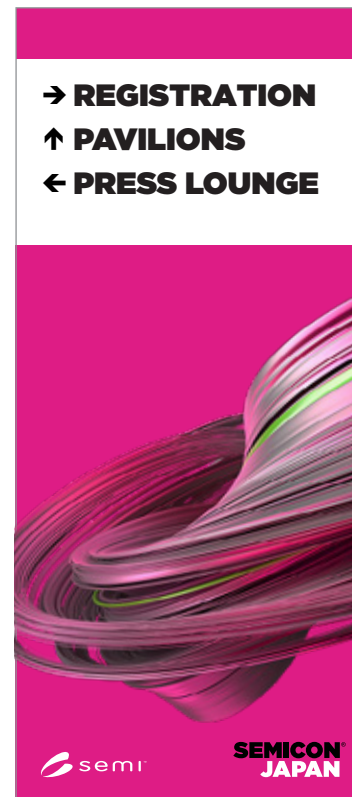
FONT / ARROW
COLOR:
SC Expo
background

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PORTRAIT AND VERTICAL BRAND SIGNAGE EXAMPLES

Some of the signage needed won't be informational. There will be co-op, branding and special use signage needed. These signs should follow the design guidelines from the previous pages, but with extra consideration given to the graphic nature of the information being addressed. Here are a few examples.



SHOW DESIGN GUIDE

HORIZONTAL EXAMPLES

Some of the uses needed won't be informational. There will be advertising, promotional, co-op, and branding needed. These uses should follow the design guidelines from the previous pages, but with extra consideration given to the graphic nature of the information being addressed. Here are a few examples.



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SPECIAL USE EXAMPLES

In very rare situations the formats given will have extremely vertical or horizontal dimensions. In these rare instances ONLY the show logo and/or the verbal theme can overlap the shape. These are also the only instances in which the string shape can be used. These signs should try and follow the basic design guidelines from the previous pages, but with extra consideration given to the graphic nature of the information being addressed. Here are a few examples.

