



Knowledge Today.
Innovation Tomorrow.

SPONSORED BY CSI

LOGO, TAGLINE AND BRAND GUIDELINES



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LOGO, TAGLINE AND BRAND GUIDELINES

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SECTION 1 **INTRODUCTION**

AN INTRODUCTION TO THE CONSTRUCT BRAND

WELCOME TO CONSTRUCT

CONSTRUCT is the only national trade show and educational conference for commercial building teams that spec and source building products. This event is dedicated to the institutional, industrial and commercial building industry. If you design, build, specify, engineer, renovate or operate in the built environment, we invite you to join thousands of industry leaders sharing real-world, practical knowledge for building success.

CONSTRUCT offers cutting edge, accredited education program, an expansive exhibit hall filled with hundreds of vendors offering the latest services, products and technologies, and a myriad of networking opportunities. CONSTRUCT is the only dedicated national event specifically designed to provide real world, practical products and educational solutions for commercial building teams.

Browse the newest trends and practices on the show floor and participate in thought-provoking sessions taught by recognized industry experts. All education program sessions offer AIA LUs with select sessions also offering AIA LU/ HSW and/or GBCI CE credits. Cap off your CONSTRUCT experience with unparalleled networking opportunities and other social events.

Knowledge Today. Innovation Tomorrow.



AN INTRODUCTION TO THE CONSTRUCT BRAND DESIGN GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent CONSTRUCT's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

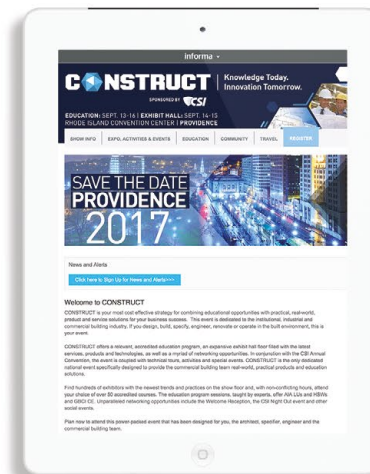
Communicating a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

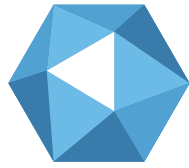
These guidelines reflect CONSTRUCT's commitment to quality, consistency and style. The CONSTRUCT brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the CONSTRUCT name and marks.

DOWNLOADING ASSETS

Users in need of CONSTRUCT assets may download the logo, tagline and fonts at: www.constructshow.com/Exhibitor/Services/MediaLibrary. If the format you need is not posted, contact CONSTRUCT's marketing manager, Sylvia Wofford at: sylvia.wofford@informa.com.





SECTION 2 **USING THE LOGO**

THE CONSTRUCT LOGO INTRODUCTION

Our logo is the key building block of our identity, and the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE LOGO WITHOUT TAGLINE

The CONSTRUCT logo is composed of three elements: the logo type, the logo symbol, and the sponsor mark. The logo type has been carefully chosen for its bold architectural feel, and its highly legible style.

The hexagonal blue and white logo symbol is a powerful image evoking the mathematical and interconnected nature of design, architecture and construction.

The logo symbol also has an inherit relationship with the CONSTRUCT brand in that the hexagon design can be

found decorating the walls of the corporate office.

The two corporate colors are blue and gray. It is a fresh and appealing blend of colors chosen for their strong combination - tough - modern - timeless.

This logo mark should primarily be used where there is not space for the tagline, as well as in applications that involve specific show themes so that the CONSTRUCT does not compete with that theme’s tagline.

THE LOGO TYPE, LOGO SYMBOL AND SPONSOR MARK



- 1) The Logo Type**
The logo type is used to spell out CONSTRUCT except where the hexagonal logo symbol forms the "O".
- 2) The Logo Symbol**
The hexagonal logo symbol represents the "O" in CONSTRUCT and may be used on its own in certain applications.
- 3) The Sponsor Mark**
The "SPONSORED BY CSI" mark shows that the CONSTRUCT brand is sponsored by its parent company, CSI.

The primary logo is to be used on white or light colored backgrounds. For darker backgrounds use the appropriate alternative logo below. The primary logo will typically be used in instances where the tagline would be too small to read, or if the tagline could be applied on its own to a different part of the application. For example, the primary logo is used on the front of a T-shirt and the tagline is printed on the back.

LIGHT/REVERSED LOGO



4

GRAYSCALE LOGO



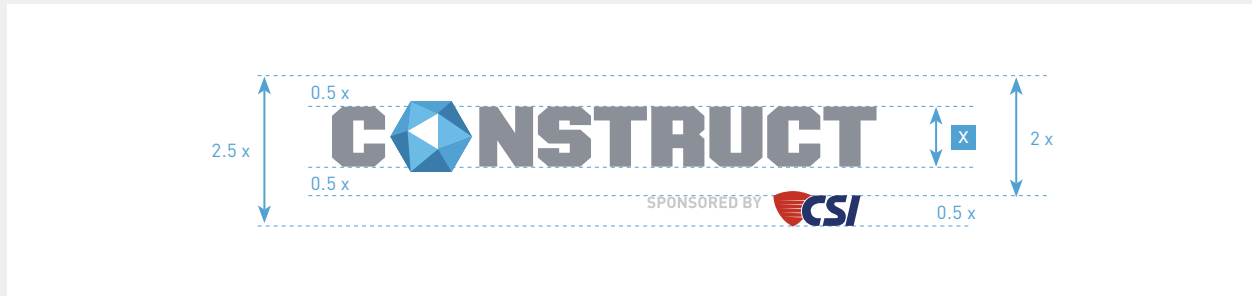
5

- 4) Light/Reversed Logo**
This logo should be used when the background color is dark, making the primary logo too illegible to read.
- 5) Grayscale Logo**
This logo should only be used when the application must be printed in grayscale or black and white.

LOGO CONSTRUCTION, CLEAR-SPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the CONSTRUCT logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the

logo symbol, the logo type and the sponsor mark. All three of these logo elements have a fixed relationship that should never be changed in any way. Specifically, the full CONSTRUCT logo may not be used without the "SPONSORED BY" mark.



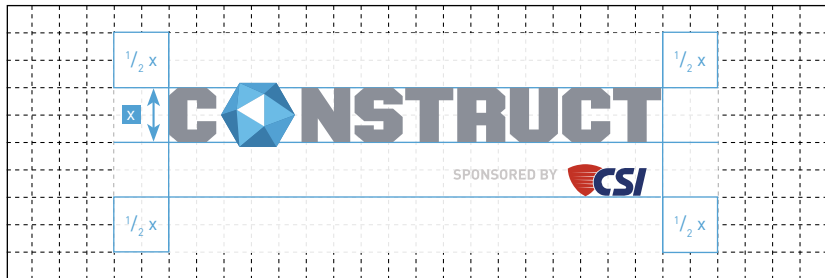
LOGO CLEAR-SPACE

Definition

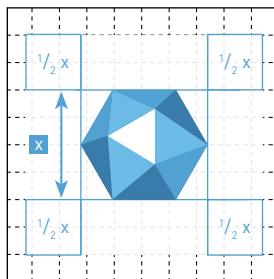
Whenever you use the logo, it should be surrounded by clear-space to ensure visibility and impact. No graphic elements or text of any kind should invade this zone.

Computation

To work out clear-space, use the height of the logo type and divide in half. (Clear-space = logo type height / 2). Apply clear-space around the logo type and "SPONSORED BY" mark.



LOGO SYMBOL CLEAR-SPACE



Logo Symbol

The hexagonal logo symbol may be used on its own to represent the CONSTRUCT brand in applications too small for the full logo, such as social media profile photos and website browser favicons.

To work out the clear-space take the height of the logo symbol and divide it in half. (Clear-space = logo symbol height / 2).

MINIMUM LOGO SIZES AND LOGO DO'S AND DON'TS

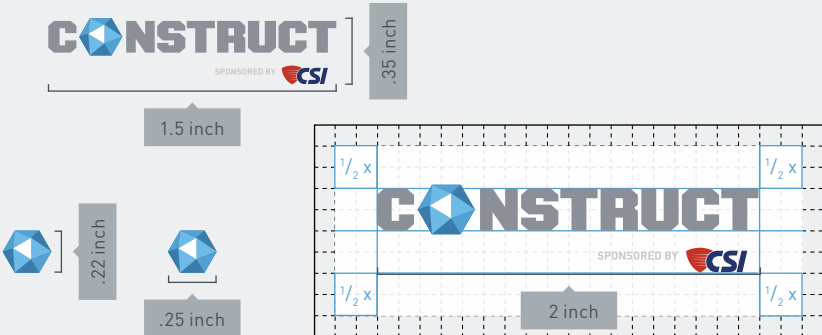
MINIMUM LOGO SIZES

Full Logo

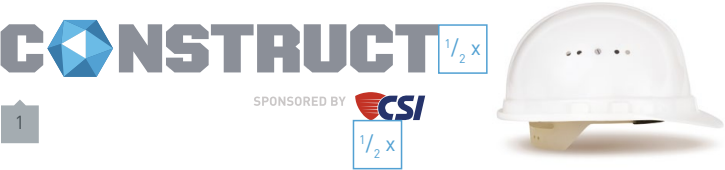
Minimum Size: 1.5 inch x .35 inch
 Preferred Size: 2 inch x .45 inch

Logo Symbol

Minimum Size: .25 inch x .22 inch



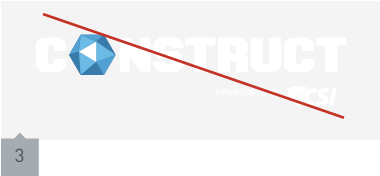
CORRECT LOGO APPLICATIONS



LOGO DOS

- 1) Keep text and graphics away from the logo clearspace.
- 2) Use the color logo on backgrounds that are light enough for the blues and grays in the logo to show. Additionally, the backgrounds used should not be too visually distracting.

INCORRECT LOGO APPLICATIONS



LOGO DON'TS

- 3) Avoid placing the logo on a background that makes it difficult to read.
- 4) Do not change the size relationship between the logo type, the logo symbol or the "SPONSORED BY" mark.
- 5) Never change the colors of the hexagonal logo mark unless the logo is being applied in grayscale.
- 6) Never use the CONSTRUCT logo type and logo symbol without the "SPONSORED BY" mark.



SECTION 3 **USING THE LOGO WITH TAGLINE**

USING THE CONSTRUCT LOGO WITH TAGLINE

The tagline designed for the CONSTRUCT brand is: **“Knowledge Today. Innovation Tomorrow.”** The tagline aims to illustrate the experience that an attendee will have at a CONSTRUCT conference. Specifically, an attendee gains unique knowledge from attending the conference that can be applied at their job in construction or architecture, furthering the attendee’s career and advancing the profession. The tagline should be used

in marketing materials and headlines when possible to spread awareness. If there is in an application where the tagline is not used as a headline, the tagline should be shown in conjunction with the logo if space permits. The same rules described in the previous section about graphic clear-space, minimum sizes and dos and don’ts also apply to the logo and tagline lock-ups.

HORIZONTAL CONSTRUCT LOGO AND TAGLINE



- 1) The Tagline**
The tagline is not meant to be moved or altered if it is used in this logo lock-up.
- 2) The Logo and Tagline Divider**
This divider is not meant to be moved or altered. The divider is only used in the horizontal version of the CONSTRUCT logo and tagline.

This is the horizontal version of the CONSTRUCT logo and tagline, and it is to be used on white or light colored backgrounds. This logo is to be used in applications that have wider visual space, like an outdoor sign or a horizontal web banner. Versions of this logo that can be used on a dark background or in grayscale applications can be found on the next page.

VERTICAL CONSTRUCT LOGO AND TAGLINE



- 3) The Tagline**
The tagline is not meant to be moved or altered if it is used in this logo lock-up.

This is the vertical version of the CONSTRUCT logo and tagline, and it is to be used on white or light colored backgrounds. This logo is intended for applications that have narrow visual space, like vertical web banner or a business card. Variations of this logo that may be used on a dark background or in grayscale applications can be found on the next page.

LIGHT/REVERSED AND GRAYSCALE APPLICATIONS OF THE LOGO AND TAGLINE

If the CONSTRUCT logo and tagline lock-up is needed for applications that have a dark background or are printed in grayscale, use the versions presented below.

HORIZONTAL CONSTRUCT LOGO AND TAGLINE



1

1) Light/Reversed Horizontal Logo and Tagline

This logo should be used when the background color is dark, making the typical logo too difficult to read.

2) Grayscale Horizontal Logo and Tagline

This logo should only be used where the application must be printed in grayscale or black and white.



2

VERTICAL CONSTRUCT LOGO AND TAGLINE



3

3) Light/Reversed Vertical Logo and Tagline

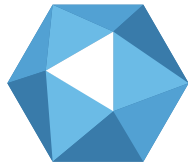
This logo should be used when the background color is dark, making the typical logo too difficult to read.

4) Grayscale Vertical Logo and Tagline

This logo should only be used where the application must be printed in grayscale or black and white.



4



SECTION 4 **BRAND COLOR SYSTEM**

LOGO CONSTRUCTION, CLEAR-SPACE AND COMPUTATION

Color plays an important role within the CONSTRUCT corporate identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which constitute the CONSTRUCT color scheme. Consistent use of these

colors will contribute to the cohesive and harmonious look of the CONSTRUCT brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

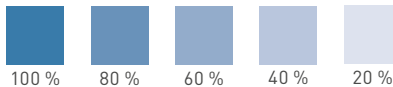
-

Explanation:

The CONSTRUCT brand has two official colors: cool blue and slate gray. These colors have become a recognizable identifier for the company. The "SPONSORED BY" mark utilizes a dark blue and crimson red that are included in the brand's secondary colors.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



Cool Blue Gradient

PRIMARY COLOR COOL BLUE

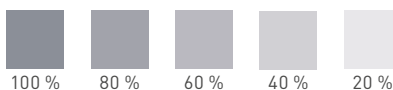
-

COLOR CODES

CMYK : C079 M044 Y017 K001
RGB : R057 G123 B170
Hex Code : #387aaa
Pantone : Solid Coated 2159 C

COLOR TONES

THE GRADIENT



Slate Gray Gradient

PRIMARY COLOR SLATE GRAY

-

COLOR CODES

CMYK : C052 M040 Y034 K003
RGB : R139 G143 B152
Hex Code : #8a8e97
Pantone : Metallic 877 C

COLOR TONES

THE GRADIENT

THE SECONDARY CONSTRUCT COLOR SYSTEM AND COLOR CODES

The colors in our supporting palette were chosen to complement our primary palette of cool blue and slate gray, providing additional range to the brand experience. The secondary palette colors work well as accent colors or as subtle backgrounds behind typography

or graphics. Darker colors may be used behind light-colored typography. Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable pastels.

SECONDARY COLOR SYSTEM

-

Explanation:

The secondary colors are complementary to the CONSTRUCT brand's official colors, but are not recognizable identifiers of the company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.



Tones

CONSTRUCT BLUE

COLOR CODES

CMYK : C058 M010 Y002 K000
RGB : R107 G187 B230
Hex Code : #6bbae6
Pantone : Solid Coated 2141 C



Tones

CONSTRUCT DARK GRAY

COLOR CODES

CMYK : C044 M034 Y033 K001
RGB : R159 G159 B162
Hex Code : #9e9fa1
Pantone : Solid Coated 422 C



Tones

CONSTRUCT ASH GRAY

COLOR CODES

CMYK : C025 M020 Y020 K000
RGB : R000 G000 B000
Hex Code : #c9c6c6
Pantone : Solid Coated Gray 3 C



Tones

CSI BLUE IRIS

COLOR CODES

CMYK : C100 M089 Y027 K012
RGB : R037 G051 B107
Hex Code : #24336b
Pantone : Solid Coated 2119 C

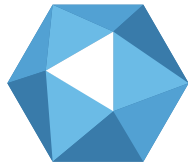


Tones

CSI CRIMSON

COLOR CODES

CMYK : C017 M091 Y090 K006
RGB : R195 G050 B038
Hex Code : #c23225
Pantone : Solid Coated 7620 C



SECTION 5

BRAND TYPOGRAPHY

THE CORPORATE FONT AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all CONSTRUCT brand communications. We

have selected DIN as the primary font, because of the font's legibility and clean design. DIN is also the font used in CONSTRUCT's logo as the "SPONSORED BY" mark and tagline.

PRIMARY FONT :
DIN

DESIGNER :
ALBERT-JAN POOL

THE FONT

DIN is a sans-serif typeface that is widely used for traffic, administrative and technical applications. Due to the font's legibility and uncomplicated, unadorned design, it has become popular for general purpose use in signage and display adaptations.

DIN

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES :
DIN

Numbers

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¿ ‘
« » ð ® † Ω ° ª © ¢ ð , å ¥ ≈ ç
√ ~ μ ∞ ... -
↖ ← → ↗ ~ > < ◇

FONT DOWNLOAD LINK

www.constructshow.com/Exhibitor/Services/MediaLibrary

Download the DIN font family on the CONSTRUCT website.

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact allowing users to easily scan text for key information. Typographic hierarchy creates contrast

between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for CONSTRUCT branded layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

CONSTRUCT Caption
-
DIN Bold Italic
7 pt Type / 0 pt Kerning / 9 pt Leading

Copy Text

CONSTRUCT Copy Text
-
DIN Regular
9 pt Type / 0 pt Kerning / 12 pt Leading

Headlines for Copy Text

CONSTRUCT HEADLINE FOR COPY TEXT
-
DIN Bold - Capital Letters
12 pt Type / 0 pt Kerning / 40 pt Leading

HEADLINES AND TITLES

Sub-Headlines

CONSTRUCT SUB-HEADLINE
-
DIN Bold - Capital Letters
18 pt Type / 0 pt Kerning / 21 pt Leading

Section Headlines

CONSTRUCT HEADLINE
-
DIN Bold - Capital Letters
30 pt Type / 50 pt Kerning / 30 pt Leading

Titles for Marketing

CONSTRUCT TITLE
-
DIN Black - Capital Letters
40 pt Type / 30 pt Kerning / 40 pt Leading