



CONSTRUCT
AEC EDUCATION & EXPO

**BRAND
GUIDELINES**

LOGO & BRAND GUIDELINES

TABLE OF CONTENTS

PAGE 3 | Logo Specifications

PAGE 4 | Brand Colors

PAGE 5 | Typeface Details

Whenever possible the CONSTRUCT logo should be used. If it is not possible to use the logo, CONSTRUCT must be written in all capital letters.

CONTACT INFORMATION

Contact: Meggan Spehar, Marketing Manager

Email: meggan.spehar@informa.com

Phone: 972.536.6407

Website: www.CONSTRUCTshow.com



CONSTRUCT is an AEC educational program and exhibition that has the goal of bringing together the different disciplines within the construction industry to help improve the future of the built environment.

Breaking down the barriers between the different players within the construction process allows for a more collaborative work environment. CONSTRUCT is the place to share the latest in standards and best practices, industry trends, and emerging technologies.

CONSTRUCT provides a platform for exploring and refining innovative solutions to solve complex problems facing the AEC industry today. During the three-day educational program and two-day expo, industry leaders converge with a common goal of educating and inspiring for the betterment of the industry.

From emerging professionals to influential industry veterans, AEC professionals can refine their skills and increase their knowledge that will in turn give them a competitive edge in their field. At CONSTRUCT you can earn continuing education credits, network with peers, and see the latest in products and services from top manufacturers.

Join Construction Architects, Designers, Specifiers, Engineers, Project Managers, Contractors, Construction Managers, Estimators, Owners, Production Representatives, and Manufacturers for cutting-edge, solutions-driven learning opportunities.

LOGO SPECIFICATIONS

The CONSTRUCT logo is composed of two elements: the logo symbol and the logo text. The logo type has been carefully chosen for its bold architectural feel, and its highly legible style. The logo is a combination of the symbol itself, the company name, and the event description.

The primary logo should be used on a white or light colored background. For darker backgrounds use the alternative Light/Reversed logo.

The 4-Color Logo should only be used when printing is restricted to a maximum of 4 colors.

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

LOGO DON'TS

- 1) Avoid placing on a background that makes it hard to read.
- 2) Never change the colors of the logo symbol or text.
- 3) Do not use with the "Sponsored By CSI" logo.



The minimum size for the logo is 0.50" in height.
The preferred size for the logo is 0.75" in height.
The minimum clear-space is 0.50" around the logo.

4-COLOR LOGO



GRAYSCALE LOGO



LIGHT/REVERSED LOGO



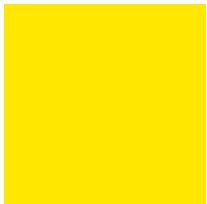
BRAND COLORS

Primary Color Palette

The primary color palette consists of the 4 primary logo colors. Use the dominant color palette for all internal and external visual presentations of the company.



PMS: 282C
CMYK: 100/87/42/52
RGB: 1/30/65
Hex Code: 091f40



PMS: 803C
CMYK: 0/5/98/0
RGB: 255/232/0
Hex Code: ffe800



PMS: Orange 021C
CMYK: 0/82/100/0
RGB: 255/81/0
Hex Code: ff5100



PMS: 425C
CMYK: 66/56/53/29
RGB: 83/87/90
Hex Code: 53575a

Secondary Color Palette

The secondary color palette consists of the 3 additional colors used in the logo symbol. Use these colors as an accent and in support of the primary palette.



PMS: 2935C
CMYK: 100/68/4/0
RGB: 0/85/184
Hex Code: 0055b8



PMS: 1235C
CMYK: 0/32/95/0
RGB: 255/183/27
Hex Code: ffb71b



PMS: 1375C
CMYK: 0/45/96/0
RGB: 255/158/24
Hex Code: ff9e18

TYPEFACE DETAILS

Primary Font

DIN Next LT Pro

The DIN Next LT Pro font should be used as the primary font, and when only one font is required.

Regular - Body Copy

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
0 1 2 3 4 5 6 7 8 9

Medium - Subheads

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
0 1 2 3 4 5 6 7 8 9

Bold - Headlines

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
0 1 2 3 4 5 6 7 8 9

Secondary Font

Lexia

The Lexia font should be used for accent font headlines and subheads, and should only be used in conjunction with the primary font.

XBold - Accent Subheads

**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
0 1 2 3 4 5 6 7 8 9**

Black - Accent Headlines

**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
0 1 2 3 4 5 6 7 8 9**