How to use this Branding Guide

This document is a detailed handbook for anyone using or working with our brand: staff, partners, designers and vendors. It describes how to use the brand elements like the logo, colors, and brand name. Most importantly, this style and usage identity kit is to protect the look, feel, tone and culture of our company.
COMMERCIAL MARINE EXPO BRAND

Naming

Commercial Marine Expo, Inc. is the sole and exclusive owner of all the rights to the Commercial Marine Expo, Inc. name.

REGISTERED: Commercial Marine Expo, Inc.
COLLOQUIAL: CoMar Expo or CME

Commercial Marine Expo in text

Commercial Marine Expo is always a proper noun. It may appear as Commercial Marine Expo or Commercial Marine Expo, Inc. It should never appear without the comma after Commercial Marine Expo when paired with the Inc.

Our Logo

Our horizontal logo is preferred for most applications of the Commercial Marine Expo brand. It should appear on a white background. However, situations may arise in which it makes more sense to use our secondary logo or a single color logo. Consistency across applications ensures that the latest evolution of our brand is synonymous with the Commercial Marine Expo name and reputation. The name is typed in the font Poppins.

These are the only approved versions of the Commercial Marine Expo logo. Artwork for all versions of the Commercial Marine Expo logo are available in CMYK, Pantone and RGB to accommodate almost any need that may arise.
Logo Changes

The logo will remain unchanged with the exception of the year and venue location. Final logo files will be provided in our branding kits and website.

What Not to Do

It is exciting to have a new brand identity to use in presentations, publications and employee materials. Keeping the integrity of our brand is crucial. Here are some examples of what NOT to do with our Commercial Marine Expo logo.

Colors
- Never alter the colors from the official artwork.
- Never replace our logo colors.
- Never use non-brand patterns or backgrounds behind the logotype.
- When logo of text is shown on a photographic background, the image should always be light or dark enough to ensure substantial contrast.

Shape
Never shrink or stretch the logotype.
Never spin, tilt, angle or alter the logotype. It has been designed to be read horizontally.
Hero Logo: Preferred Logo. Also serves as 2-color version.

Alternate: square logo

Acceptable 1 versions

Alternate: logo icon

Logo without Expo Info
Primary Color Palette

Medium Blue

Blue-Green

Neutral Black

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CYMK:</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Blue</td>
<td>c68 m33 y0 k23</td>
<td>r63 g132 b197</td>
<td>#3f84c5</td>
</tr>
<tr>
<td>Blue-Green</td>
<td>c49 m2 y0 k20</td>
<td>r104 g201 b205</td>
<td>#68c9cd</td>
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<tr>
<td>Neutral Black</td>
<td>c0 m0 y93 k0</td>
<td>r255 g232 b0</td>
<td>#ffe800</td>
</tr>
</tbody>
</table>

Secondary Accent Color

Yellow

<table>
<thead>
<tr>
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<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>c0 m0 y93 k0</td>
<td>r255 g232 b0</td>
<td>#ffe800</td>
</tr>
</tbody>
</table>

Color Distribution

Use plenty of open white space in your Commercial Marine Expo designs. The use of white keeps the design feeling open, free and clear. Use yellow sparingly for call to actions and other accents.
Logo & Company Font — Poppins

The text in the logo is typed in the font Poppins. We chose this font for its high readability, modernism, and versatility.

Poppins has a range of weights, based on pure geometry, particularly circles. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Poppins

Light
Regular
Bold
System Fonts

Arial may be used for applications were Poppins is not available.

Arial
Regular
Bold
Black

Web Fonts

Due to the progression of web technology, custom fonts can now be used on the web. The font family Poppins has a web version which can be downloaded from Google Fonts: https://fonts.google.com/specimen/Poppins

Font-family and fall backs: Poppins, Helvetica, Arial, sans-serif
Font weights used: 300, 400, and 700
Print Fonts

HEADING 1: POPPINS MEDIUM, UPPERCASE, 50 TRACKING, 34PT/36PT BLACK

HEADING 2: POPPINS MEDIUM, UPPERCASE, 50 TRACKING, 30PT/33PT BLACK

HEADING 3: POPPINS MEDIUM, UPPERCASE, 50 TRACKING, 24PT/28PT BLACK

HEADING 4: POPPINS MEDIUM, UPPERCASE, 50 TRACKING, 20PT/24PT BLACK

HEADING 5: POPPINS MEDIUM, UPPERCASE, 50 TRACKING, 16PT/20PT BLACK
Body copy is set at 13pt/18pt | Black. This is an example of the Body Font in Poppins Regular. An example in Poppins Italic. **Poppins Bold.**

This treatment of text allows a reader to easily scan the left hand side of a document for important sections.

“Pull and block quotes should be indented & formatted in Poppins Light 20pt/25pt in Medium Blue”

**Main Crosshead 14pt/18pt**
Maecenas sapien odio, malesuada vel sollicitudin id, eleifend et massa.

Example caption: Mauris ultrices et ex et tristique. Ut sed dapibus est. In pulvinar sagittis leo, non maximus erat volutpat imperdiet. Set 12pt/16pt.

**Run-in sidehead** — Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; viverra. Donec risus velit, porta eu orci id, faucibus maximus neque.
Imagery

Our stock photography is comprised of blues, teals, and fishing patterns.

When to Use Images

- To breakup text
- Social media backgrounds
- Printed pieces
- Proposal covers
- Presentation title pages or section break pages
- Posters
- Office art
Digital Design

- Email Signatures & HTML/CSS Code
- Social Media

Social Media

Under no circumstances should additional social media accounts be made unless written permission is given from Commercial Marine Expo management. To submit a request please contact info@comarexpo.com.

Google Plus

plus.google.com/u/0/111891256001444286749

Linked In

linkedin.com/company/commercial-marine-expo-inc

Twitter

https://twitter.com/comarexpo

Facebook

https://www.facebook.com/comarexpo
Social Media Branding
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