



Brand Integration

GUIDELINES



Dual Branding Policy

Usage Context



Logos should be of equal size but GES should always appear first

The dual branding with a pipe (**GES logo | Visit Logo**) is specifically reserved for marketing materials, presentations, and digital content where GES is the primary message carrier.

This approach symbolizes a partnership and leverages the strengths of both brands.

The GES logo should precede the Visit logo, separated by a vertical pipe to denote partnership yet maintain individual brand integrity.

This layout is chosen to reflect the lead role of GES in the messaging.

To be used **ONLY** on materials where GES is the primary message carrier

Proper Sizing & Background Variations



To ensure both logos are proportional to each other, draw two imaginary horizontal lines and place the wording of each logo inside of the lines.

They should both fit inside the lines.

Ensure that both logos maintain their original design integrity, without alteration in color, proportion, or design elements.

The dual logo should be used in a consistent manner across all relevant materials to strengthen brand recognition.



Not enough contrast



Use whiteout variants

"By GES" Usage

Guidelines



Byline in the bottom-right corner of the vertical logo

The "by GES" tagline should be positioned in close proximity to the Visit logo to denote the partnership while ensuring that it does not overpower the primary logo.

The tagline should be significantly smaller than the Visit logo to maintain visual hierarchy—ideally, **not exceeding 40% of the Visit logo's width.**

navy blue
#002C4B
64% opacity

The tagline font should be "**Outfit**" with a **medium weight** and **64% opacity** so it adheres to Visit branding guidelines and fits visually with the brand.

CONTEXTUAL FLEXIBILITY

Incorporate the "by GES" tagline in mediums where the Visit logo's size and the layout space permit clear visibility and legibility.

In cases of severe space limitation or when using the Visit "V" monogram, favicons, or when the horizontal Visit logo is used, the "by GES" part can be omitted to ensure brand presentation remains clean and uncluttered.



Don't add "by GES" when using these logo versions



What not to do



Don't place the byline on the horizontal version of the Visit logo. Because of its layout, it feels like it's floating.



We can't move the byline to the left either as it would make the guide inconsistent



Don't use the GES "Iris" when pairing the Visit logo with the byline. It makes it visually unappealing for both the Visit and GES brands



Don't use the GES byline if logo size is smaller than:

- < 100 px
- < 70 pt
- < 35 mm (print at 300DPI)

Scale Considerations

Size Ratios



Minimum Sizes



The "by GES" tagline will occupy 40% of the width of the vertical logo of Visit

This will help both logos stand visible at smaller sizes but not create confusion over the Visit Brand



Visual Examples

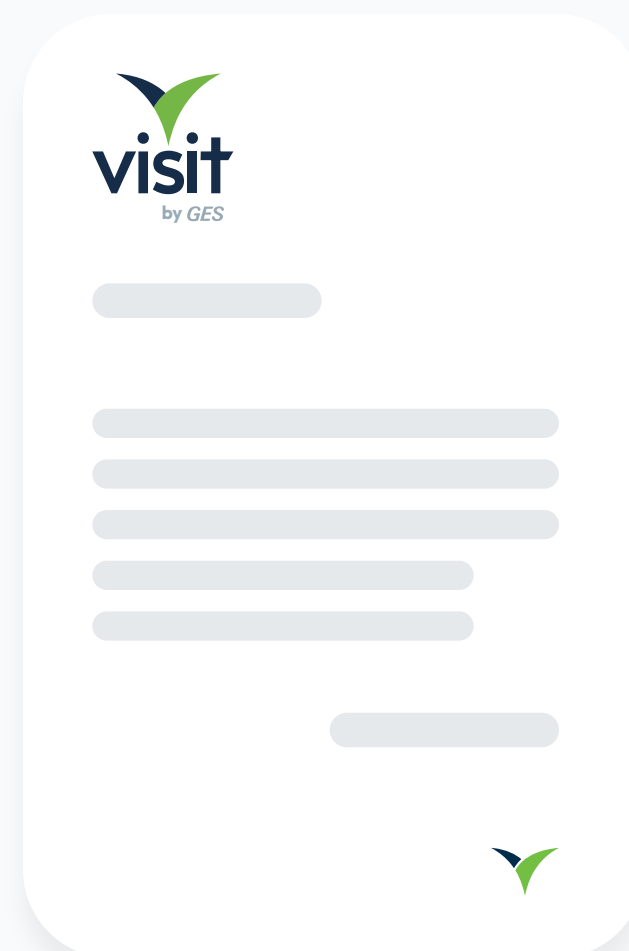
Digital Platforms

On Visit's website, the Visit logo may stand alone because the digital version of the logo is used. When using the vertical logo of Visit, we add the small byline "by GES" in the navy blue and 64% opacity.

WEBSITE LOGO



ONLINE PDF



SOCIAL POST



Print Media

For event materials, where both brands are relevant to the audience and GES leads the messaging, the logos can be combined more prominently.

GES logo can be used side-by-side with Visit at equal sizes separated by a pipe operator (|).

USAGE

GES Materials



Visit Materials



Dark Background Usage

When incorporating our logos onto dark backgrounds, it's essential to ensure they remain clear, vibrant, and fully legible. To achieve this, we've created specific logo variants designed for maximum readability against dark surfaces.

These versions utilize lighter color palettes, to contrast sharply with the background, ensuring our branding stands out prominently.

Basic rules when using the logos on a dark background

1. Maintain Clear Space Around the Logo

Ensure there's enough buffer space around the logos to avoid visual clutter. This clear space helps the logos to stand out by providing a visual rest area between the logos and background elements or textures.

2. Avoid Busy Backgrounds

Steer clear of overly complex or patterned backgrounds that could obscure the logos or detract from their readability. If using a textured or gradient background, it should not compromise the logos visibility.



What NOT to do



Don't place the byline on the horizontal version of the Visit logo. Because of its layout, it feels like it's floating.



Don't make the GES text bigger to fill the space.



Don't change the location of the "by GES" text.



Don't write the byline in all caps.



Don't omit the "by" in "by GES".



Don't add the "by GES" tagline when using the Visit monogram.



Don't use the GES "Iris" in the byline.



Don't add the tagline on sizes below recommended specs.

Visit Product Logos



In the context of Visit's product suite—Create, Connect, and Discover—each bearing a "with Visit" tagline, the decision **not to add a "by GES" tagline** is strategic and intentional.

This choice is grounded in our commitment to preserving the distinct identity and brand integrity of Visit's products while acknowledging the overarching partnership with GES in a manner that aligns with our branding and communication strategy.



Brand Cohesion

The "with Visit" tagline already establishes a strong connection to the Visit brand, clearly associating each product with the trusted Visit ecosystem. Introducing an additional "by GES" tagline could clutter the logo design and dilute the immediate recognition of the products as part of Visit's innovative solutions.



Target Audience Clarity

Visit's products are designed with specific functionalities and target audiences in mind. The existing tagline ensures that the primary focus remains on how these products serve and enhance the user experience within the Visit platform. Adding "by GES" could potentially confuse the messaging, shifting focus away from the product's purpose and utility.



Updated Logo Files

Please note

On this page, we provide access to authorized logo versions specifically curated for incorporation into your branded materials, as delineated within this guide.

The two logo options presented here are designed for use in accordance with space availability and branding requirements.

These selections are optimized to ensure coherence and consistency in brand representation across all your communication and marketing efforts.



All files available as

[.png](#)

[.svg](#)

[.eps](#)

[.pdf](#)

[.jpg](#)