



Company Brand Guidelines



Brand Identity Manual

v 2.0



Introduction

Powering events. Empowering people.

Welcome to Visit, where we've been revolutionizing event management for over 30 years. Our platform, part of the dynamic GES team, is all about empowering organizers and inspiring attendees.

With Visit, you get a comprehensive toolkit that covers everything from registration to post-event analytics. We pride ourselves on making every event, whether online, hybrid, or in-person, an extraordinary experience.

Having powered over 1,100 global exhibitions, we're not just experts; we're your partners in turning ordinary events into memorable milestones.



Who we are

Event Management Platform

We turn spaces into places where connections are built and partnerships thrive. We do that by combining cutting-edge technology with our extensive industry expertise. We leverage our feature-rich platform to facilitate unmatched attendee engagement, from registration to post-event analysis.

Our commitment to innovation ensures that each event, whether online, hybrid, or in-person, is not just a gathering, but a landmark occasion.

Our Mission

Powering events, empowering people



To inspire and connect event participants through the power of technology.

Our Voice

Smart Expression

Visit's tone of voice is professional yet approachable, reflecting our confidence, reliability, and expertise in event technology. We communicate with clarity and positivity, aiming to inspire trust and enthusiasm in our clients and partners. Our language is the expression of our commitment to providing solutions that exceed the expectations of event organizers and attendees alike.

CORE PRINCIPLES



Approachability

"Just joined Visit? Welcome aboard! Setting up your event is a breeze. Check out our step-by-step guide to get started."



Inclusivity

"We're thrilled to announce new multi-language support on Visit! Now, you can engage with your global audience in their own language"



Empowerment

Big shoutout to @SmallBizHeroes for hosting their first international conference using Visit! Their success story is proof of how Visit empowers every organizer to dream big.



Innovation

" Exciting news! Visit's latest update includes AI-driven insights to predict attendee preferences, making your event planning smarter than ever!"

Voice Basics

Speaking as a brand

Writing in the preferred manner for Visit all boils down to writing concisely, consistently, and clearly. Write with a focus on the audience by speaking directly to them. This means structuring copy to speak to readers' experience, focusing on mutual benefits in an engaging way.

Always, remember that you are representing a team: use **"we"** rather than **"I."** It's best to be smooth, leading naturally from one idea to the next, guiding the reader through the narrative. Vary sentence lengths and structures to keep things interesting.

VOICE OF VISIT EXAMPLES

Speak directly, in the first person and avoid extraneous language.

GOOD

- ✓ We deliver on our promises.
- ✓ The design team delivered a great solution.
- ✓ Producing a successful event requires support along every step of the way. We'll help you plan and design your show.

BAD

- ✗ Visit' robust, proactive synergies ensure that there are no surprises for the client.
- ✗ The great solution was delivered by the design team.
- ✗ Visit will be able to support your event needs during the planning and design process.



The Visit Logo

Speaking as a brand

‘V’ IS FOR VISIT

Whilst on-site events have a defined start and end, our digital tools enable communities to thrive and engage online before, during and after event day. Our arc reflects this continuum, seamlessly spanning from one event to the next.

EVENTS BUILD COMMUNITIES

Attending an event whether it's online, hybrid, or in person is exciting. Sharing connections, building relationships and swapping ideas opens your mind to new horizons and possibilities. Our arc springs from the centre of 'visit', giving a feeling of uplift and representing the wings of a bird taking flight. It suggests a positive lift off, symbolising the notion of a trip, a colony of birds travelling/flocking to a destination for a shared purpose.

WE ARE GREEN

We are making the events industry increasingly sustainable by bringing innovations to online and hybrid events.

Our lowercase letters are friendly and approachable and can be woven into copy written in prose seamlessly – just like our technology can be seamlessly integrated. With our hybrid technology each visit doesn't have to be the start or the end of their engagement, another reason we don't start our identity with a capital letter.

We position 'visit' centrally to the 'arc', because the visitor and their experience is at the heart of everything we do.

OUR LOGO



Logo Variations

Acceptable Logo Usage

Full Color



Use on light backgrounds where the brand's colors will pop and maintain their integrity. Ideal for most digital applications and print materials where color printing is available.

Color Reversed



Designed for use on dark backgrounds. This ensures the logo stands out and maintains brand visibility when placed over darker hues.

Mono



Monochromatic version, best used in simple, one-color printing or in applications where color is limited. It ensures the logo remains clear and recognizable even without the brand's typical color palette.

Mono Reversed



Used on dark backgrounds in one-color print situations, such as some merchandise, engraving, or when budget constraints prevent full-color printing.

Other Acceptable Usage



Small Usage

The small usage, horizontally stacked version of the logo is typically used in spaces where a compact footprint is necessary or when the logo needs to be recognized at small sizes.

Logo Output

Master Artwork & Size

ALWAYS USE THE MASTER ARTWORK

Always use master artwork for all versions of the logo. All artwork exists in vector format and can be downloaded on the [Product Marketing](#) section of the help centre.

Please use EPS files for print and PNG/SVG files for screen.

 **Do Not Create your own files**

LOGO SIZE

MINIMUM PRINT SIZE



MINIMUM DIGITAL SIZE



Keep the logo proportional as you scale it. Don't Skew it or Deform it in any way

The Visit Family

Product Logos



FOR ORGANISERS

Comprehensive event management and customization platform.



FOR EXHIBITORS

Exhibitor content sharing via app and touchpoints.



FOR VISITORS

Attendee portal for event planning and interaction.



Discontinued Logos

Do not use these

This gallery is dedicated to the emblems of our past, chronicling the evolution of our brand identity.

While these logos are a valued part of our history, **please note they are no longer active and should not be used** in any current materials, whether digital or print.

They are presented here solely for historical reference as we continue to move forward with our current branding.



Typography

Our Brand Fonts

PRIMARY TYPEFACE

Our Primary font is “**Outfit**”. This is used in almost all cases as a header and body font. It represents our approachability and experience

SECONDARY TYPEFACE

For materials that require improved readability and compatibility (e.g. Help Site, powerpoint presentations), we used “**Roboto**” as the body font. It’s a sans-serif font that is widely supported accross devices and is known for it’s above average readability.

Outfit

light regular medium **bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 \$£%&@*!?

Roboto

light regular medium **bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 \$£%&@*!?

Brand Colors

The Soul of Visit

navy
blue

OUR PRIMARY COLOR

Navy blue, the primary color for Visit, was chosen for its deep association with professionalism, reliability, and authority. This color embodies the trust and confidence we strive to instill in our clients and partners. It represents our commitment to depth, stability, and expertise in the event management industry.

Navy blue is timeless and versatile, reflecting our adaptability and our dedication to providing enduring solutions. It's a color that resonates with our core values of integrity and excellence, anchoring our brand in a legacy of distinguished service.

OUR ACCENT COLOR

Green serves as the accent color for Visit, symbolizing our dedication to growth, innovation, and sustainability in the event management industry. It highlights our drive for freshness in ideas and our approach to creating vibrant, engaging event experiences.

eco
green

Color Scheme

Color Usage

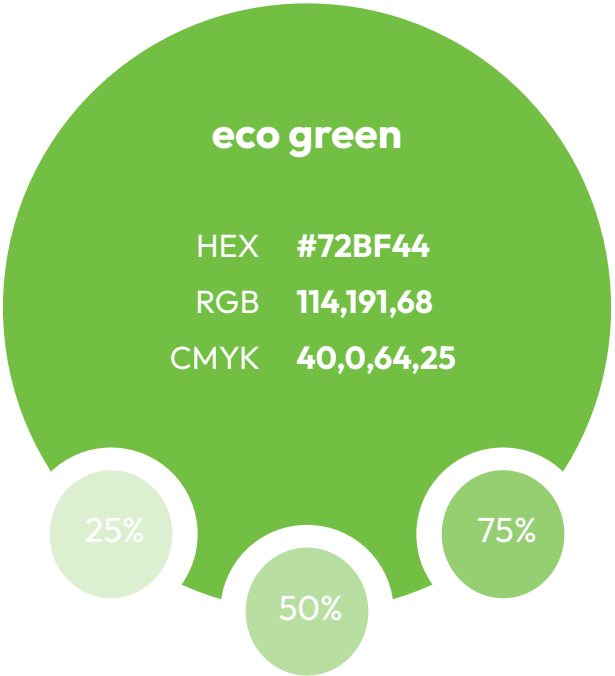
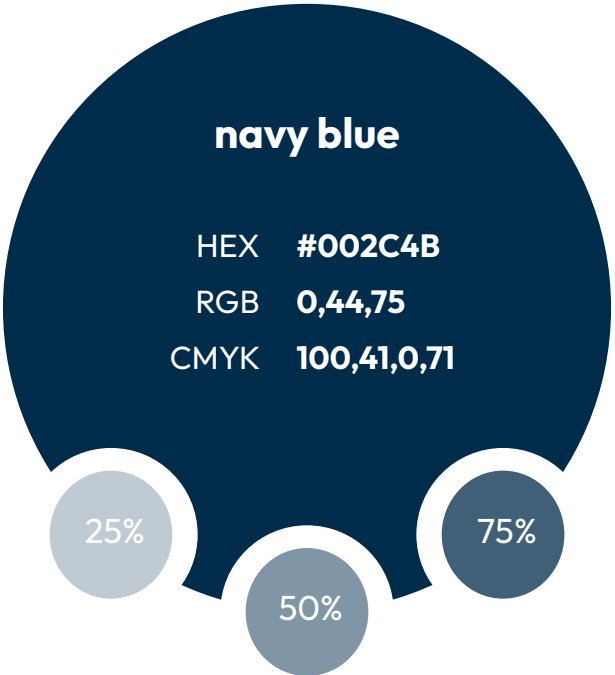
MAIN COLORS

Navy blue and green are Visit’s signature colors, each with a distinct role in our brand’s palette.

Navy blue, exuding professionalism and trust, is our primary color and should be used across all major branding materials to establish a strong, authoritative presence.

Green, our accent color, represents our commitment to growth and sustainability, adding a vibrant contrast that signifies innovation. Use green to highlight important elements and call-to-action buttons, ensuring they stand out and draw attention.

Together, these colors convey a message of reliability infused with modern, eco-conscious energy, perfectly balancing tradition with forward-thinking.



COMPLEMENTARY COLORS

Visit’s palette also includes a selection of complementary colors, intended for limited use to add subtle emphasis and variety.

These colors should be used sparingly, reserved for specific elements like infographics, highlights, or small accents where additional visual interest is needed.

Their purpose is to enrich the primary and accent colors, maintaining the brand’s cohesive and professional look while providing creative flexibility.



Brand Gradient

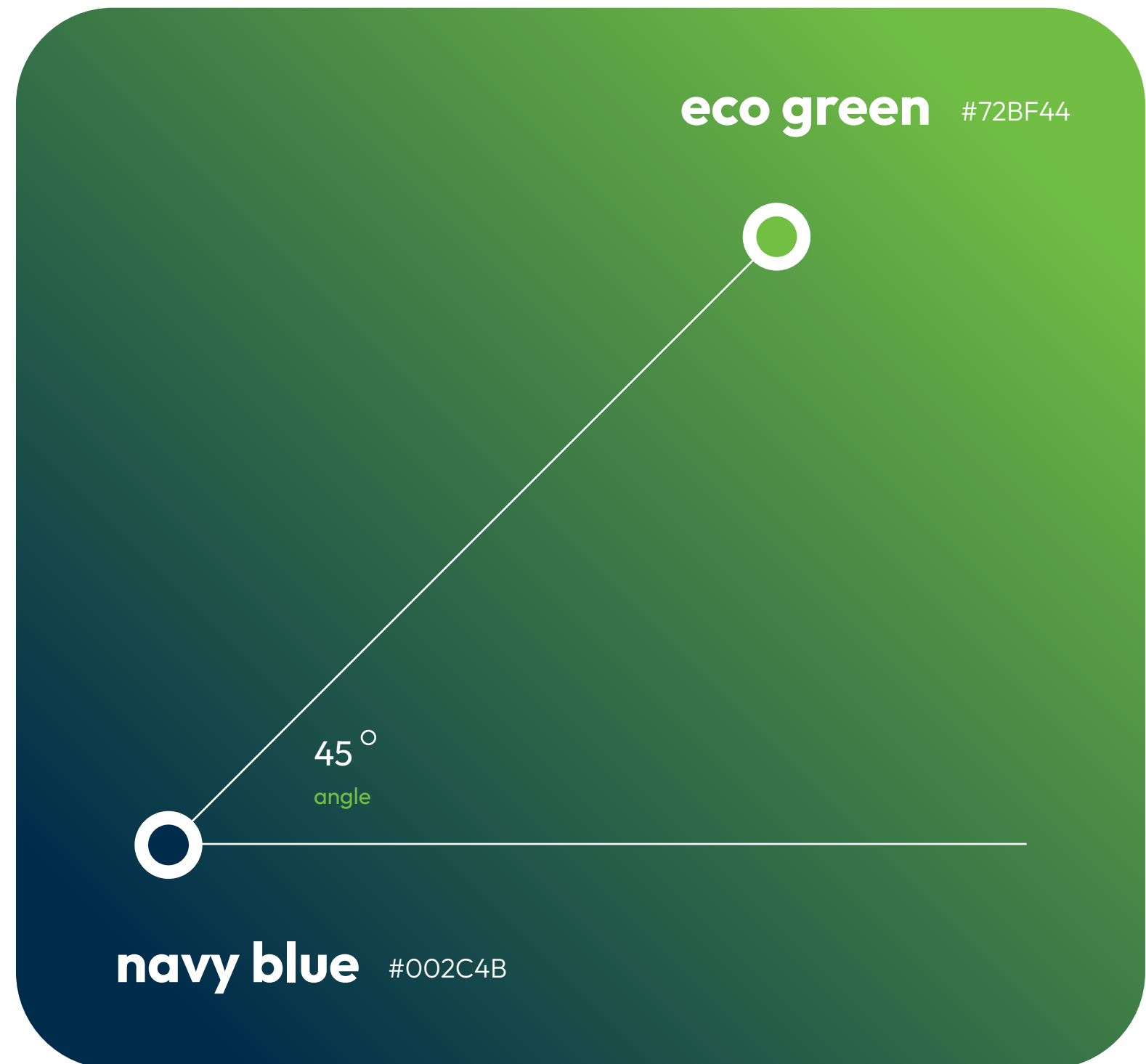
Making it Pop!

A GRADIENT TO MAKE IT STAND OUT

Our brand personality is dynamically expressed through a 45-degree angle gradient, symbolizing forward movement and progressive thinking.

This gradient seamlessly transitions from our deep navy blue to our vibrant green. The navy blue, representing professionalism and trust, gradually merges into green, symbolizing growth and innovation. This striking gradient is used strategically to infuse energy and vitality into our visuals, making our brand stand out in areas where we want to make a strong impact.

It should be employed thoughtfully, primarily in high-engagement contexts to highlight key messaging and draw attention.



Brand Photography

Useful Emotion



NATURAL FOCUS ON OUR PRODUCTS

Our brand photography centers on showcasing people engaging with our products in authentic, real-world environments. We aim to capture natural, relatable moments that resonate with our audience, emphasizing the ease and practicality of using our products.

The focus should be on genuine interactions and experiences, reflecting how our solutions seamlessly integrate into everyday event management scenarios. Images should be well-lit, clear, and vibrant, highlighting the positive impact of our products while maintaining a professional yet approachable aesthetic.

This approach ensures our imagery is not only believable but also inspires confidence in the real-world applicability of our offerings.

Photo Guidelines

Natural Interaction

CAPTURE THE ESSENCE AND EASE OF VISIT

In selecting images for our brand, prioritize authenticity and relevance. Choose photographs that depict real people in genuine scenarios, using our products. This approach not only showcases the practicality of our solutions but also resonates deeply with our audience.

Look for Natural Interaction

Diversity and Inclusivity

Contextual Relevance

Quality and Clarity



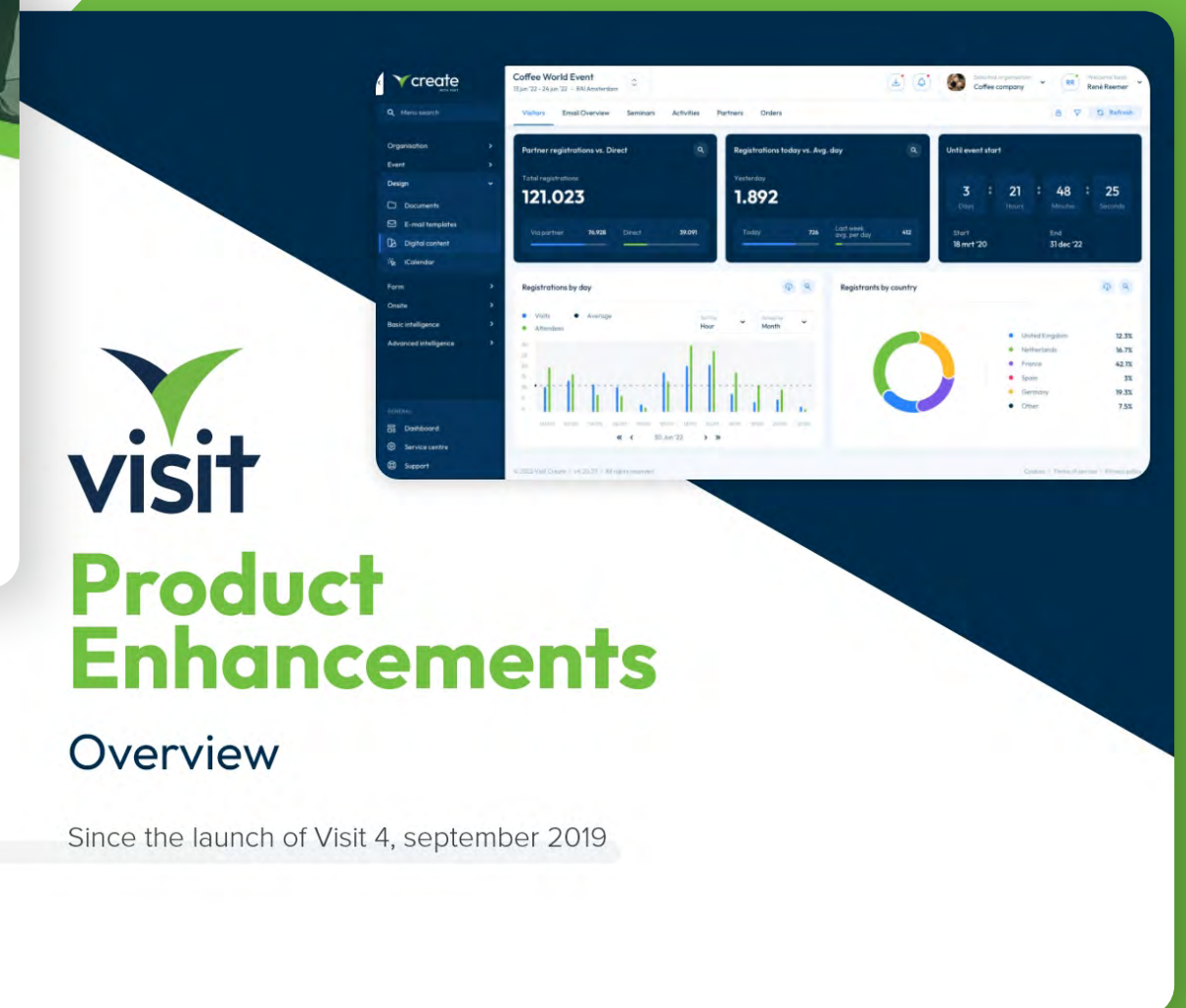
Official Documents

Examples

CLEAN & MINIMALISTIC

Our document design philosophy embraces minimalism and clean design, ensuring that our materials are not only visually appealing but also highly functional.

This approach is rooted in the belief that simplicity and clarity lead to better comprehension and a more enjoyable user experience.



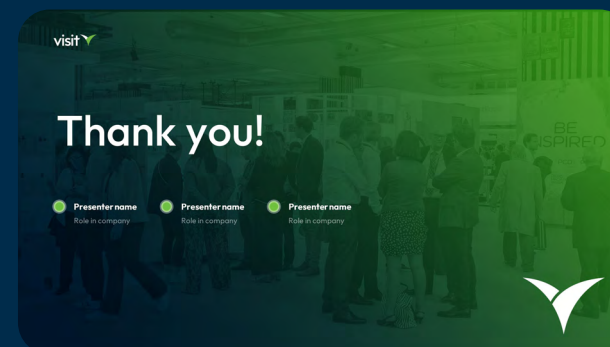
Digital Application

Powerpoint

FOCUSING ON CONTENT

Our PowerPoint templates are thoughtfully designed to embody the principles of clean and minimalistic design, ensuring that the focus remains on the content while still delivering an aesthetically pleasing and readable experience.

- **Clean and Uncluttered Layouts:** Each slide is crafted with ample white space and a structured layout, reducing visual clutter and enhancing focus on the key messages.
- **Consistent and Readable Typography:** We use legible, modern fonts consistent with our brand, ensuring that text is easily readable even from a distance.
- **Balanced Use of Brand Colors:** Our templates incorporate navy blue and green in a balanced manner, using them strategically to highlight important points without overpowering the content.
- **Focus on Content:** The design of each slide is centered around the idea of content being the hero. The templates guide the presenter to deliver concise, impactful information.
- **Elegant Simplicity:** While prioritizing readability and clarity, our templates maintain an elegant simplicity, ensuring that each presentation is not just informative but also visually engaging.



Campaign Applications

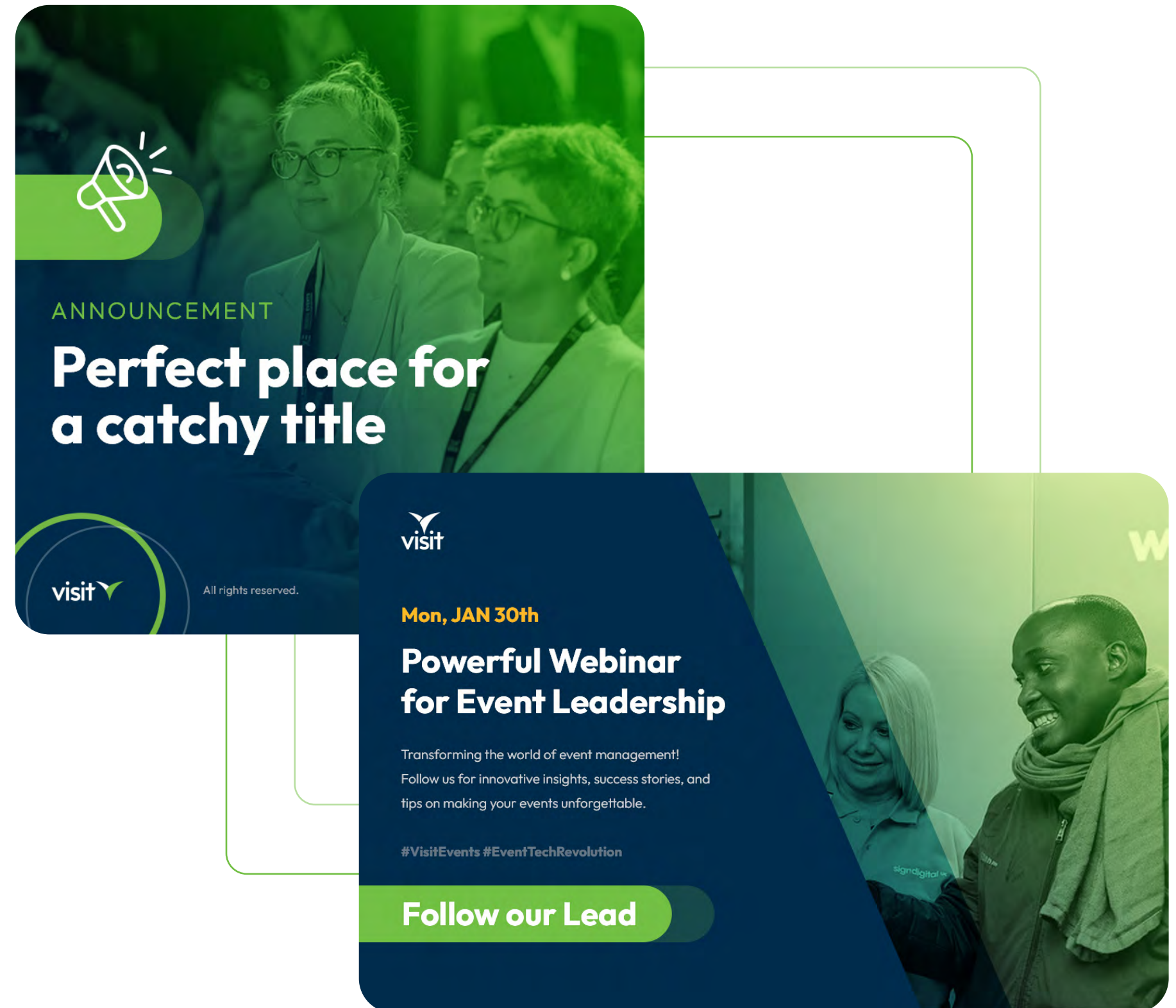
Social Media Examples

ATTENTION GRABBER

Our social media materials are designed to be impactful, immediately capturing the attention and interest of our audience.

We achieve this by utilizing our distinctive brand colors and the dynamic 45-degree angle gradient, blending navy blue into vibrant green. This not only reinforces our brand identity but also adds a visually striking element to our posts.

The use of bold, engaging imagery and concise, powerful messaging ensures that each material stands out in the fast-paced social media landscape. The overall style aligns with our commitment to innovation and professionalism, while also encouraging engagement and interaction with our brand.



Communications

Brand Expression Guidelines



VISIT VOICE MAIL GREETING

Thank you for calling Visit. You've reached the voice mail for **[Your Name]**.
Please leave your name, number and a detailed message and I'll return your call as soon as possible. Thank you.

Always use “**Thank you**”, not “Thanks”.

OUT OF OFFICE MESSAGE

Thank you for your email. I am out of office with limited or no access to my email.
I'll get back to you upon my return **[insert date]**.

If this is urgent, you can reach me on my mobile at **[insert number]** or contact my colleague **[insert name]** at **[insert email]**.

Kind regards,
[insert name]

Legal Guidelines

Trademarks & Disclaimers

BASICS

To maintain brand consistency, please comply with the following:

- **Use only the logo(s) files provided by Visit.** Logos can be found in the Quick Links section of this document.
- **Do not add or delete** any item or symbol from the logo artwork.

By using the Visit trademarks in this document, you agree to follow Visit Trademark Guidelines found on the right.. Visit reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice. The Trademark Guidelines apply to your use of the Visit trademarks. You may use the Visit trademarks solely for the purposes as expressly authorised by authorised by GES Event Intelligence B.V.

Whenever we refer to the company we need to refer to it as **GES Event Intelligence B.V.** not Visit. **Visit is the brand, not the legal entity.**



COMPLIANCE

Strict compliance with these Guidelines is required at all times.

1. You may not alter the Visit trademarks in any manner, including, but not limited to, changing the proportion, color or shape of the Visit trademarks, or adding or removing any elements from the Visit trademarks.
2. There must be reasonable spacing between each side of the Visit trademarks and any other visual, graphic or textual elements.
3. The Visit trademarks should not be placed in any way that interferes with the readability or display of the entirety of the Visit trademark.
4. You may not use the Visit trademarks in any manner that implies sponsorship or endorsement by Visit without an express written permission from GES Event Intelligence B.V.
5. You may not use the Visit trademarks to disparage Visit, its products or services. You may not use the Visit trademarks to disparage competitors or clients, or in any other way not expressly approved in writing by in writing by GES Event Intelligence B.V.

Quick Links

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