Brand guidelines

V1.0
INSERT July 2022

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Introduction to Visit

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Introduction to Visit

Since its foundation in 1992, Visit has worked alongside event owners to create an industry-leading digital platform that enhances engagement and maximises the meaningful connections made before, during and after events. **With their expertise, we have developed a suite of digital tools which cater to the specific needs of event owners, exhibitors and visitors.**

Visit facilitates efficient and targeted networking by allowing users to collect and share information with the simple scan of a barcode. We also provide event owners with valuable feedback reports which can help optimise event flows, inform pricing, and ultimately increase returns.

We recognise that each event operates as its own ecosystem: owners find their events to be most fruitful when their visitors and exhibitors are thriving. It is our goal to **support the continued growth and success** of this ecosystem, ensuring that all participants are getting the most out of every interaction.

To provide event owners and organisers with an end-to end software solution for managing their events.

To provide the most advanced tools on the market for connecting event participants.

To continually drive the events industry forward with innovative technology.

To put the environment, accessibility and inclusivity at the heart of everything we do.

We do all this to bring communities together in ever closer, smarter and more effective ways.

Making and improving outcomes with every Visit.

Improving events
with every Visit

More
Intelligent

Our software is the most intelligent events platform on the market, helping organisers, and exhibitors **measure what matters** with incredible customisation options alongside **intelligent lead generation and matchmaking features.**

More
Comprehensive

Unlike any competitor Visit software offers **end-to-end support** to all event participants in one joined up package, as well as features designed to sustain engagement before, during and after events.

More
Collaborative

Our cutting-edge software has evolved over years of close with event-owners to deliver against their needs. By treating our customers like partners, we've ensured that every innovation we make adds value in to benefit our users.

More
Reliable

Our cloud-based software is test driven across at scale. Delivering bullet-proof, on-premise and hybrid event technology is our bread and butter. Our robust, scalable technology with built-in data protection and API options, ensure you are in full control and retain ownership of your data.

More
Experienced

Our software is informed by years of experience and knowledge, acquired from supporting the biggest and best events. We are **trusted by governments** and have created lasting partnerships with the industries most renowned event owners.

We're supporting the movement towards smaller, more local events

Events have traditionally been heavy on the environment, relying on visitors flying in or travelling from great distances.

With Visit's focus on environmentalism and sustainability, we're supporting the movement towards smaller, more local events which invite more specific offerings with reduced travel.

With this in mind, Visit is committed to supplementing the move towards hybrid events. Whether you're attending in-person or online, we strive to keep visitors engaged and informed before, during, and after every event.

Protecting the environment

We strive to lead a zero waste agenda. We've already made great strides by making it easier than ever for visitors to attend events remotely and digitise some of the most wasteful parts of the events-hosting process.

Build closer **communities**

Good things happen when communities flourish. For over 30 years Visit has been powering events to empower communities. We've witnessed first-hand the potential events have for connecting people and helping communities flourish.

Continuous innovation

We believe standing still is the quickest way to fall behind. Visit is always striving for excellence and with this comes the need for innovation and a readiness for change.
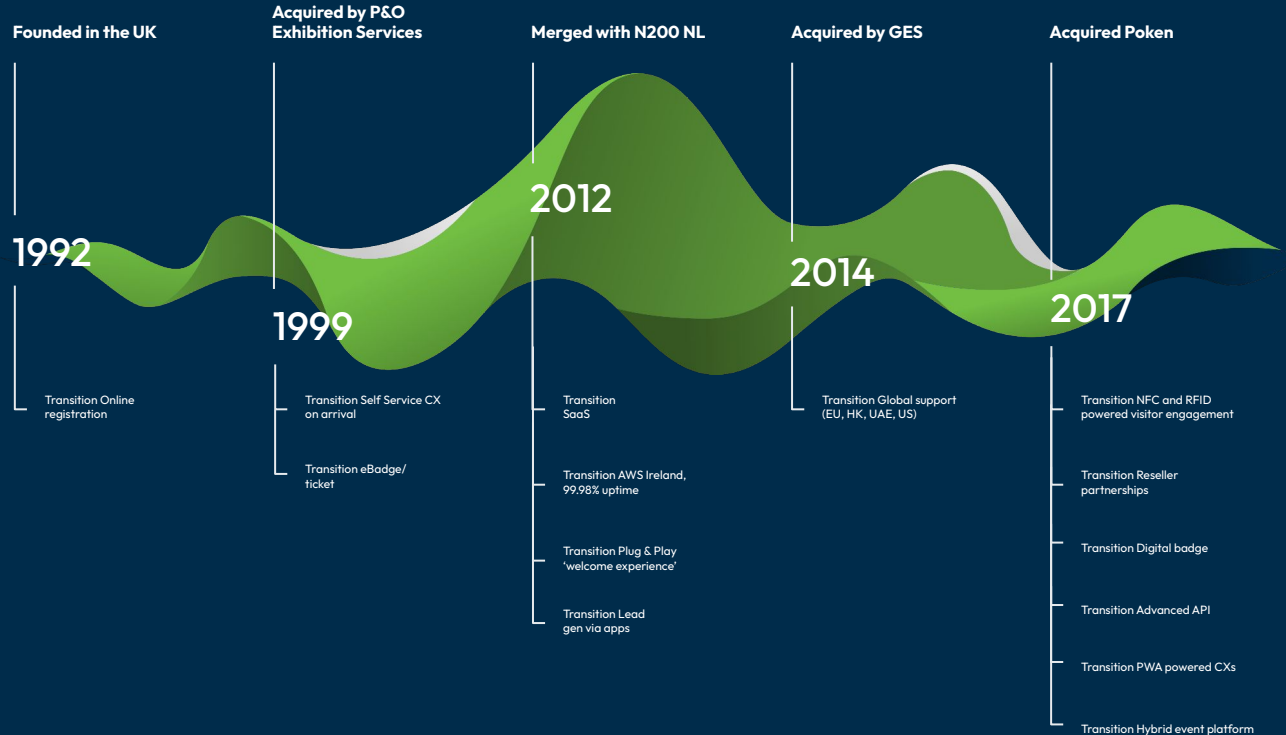
Providing value **& proving worth**

Every decision we make is guided by whether we're benefiting every type of event participant, focusing on the needs of event owners and organisers and helping them generate value.

1.6 Our history

Founded in 1992, Visit has gone from strength to strength thanks to the support and endorsement of event owners. We've created a digital platform that is able to provide the best support to event owners.

We've developed an increasingly solid and stable platform from which event owners can draw resources that will transform events from short bursts of interaction into a rich and vibrant hub of possibility.

Throughout our journey we've only added features which deliver value for our users, building in our expertise into each stage of development.

Founded in the UK

1992

Transition Online registration

Acquired by P&O Exhibition Services

1999

Transition Self Service CX on arrival

Transition eBadge/ ticket

Merged with N200 NL

2012

Transition SaaS

Transition AWS Ireland, 99.98% uptime

Transition Plug & Play 'welcome experience'

Transition Lead gen via apps

Acquired by GES

2014

Transition Global support (EU, HK, UAE, US)

Acquired Poken

2017

Transition NFC and RFID powered visitor engagement

Transition Reseller partnerships

Transition Digital badge

Transition Advanced API

Transition PWA powered CXs

Transition Hybrid event platform

1.7 Our Endorsements and Achievements

Exhibition News Awards – Best Supplier to Organisers – **Winner**

Exhibition News Awards – Best Supplier to Exhibitors – **Winner**

AEO Awards – Technology Service Supplier of the Year – **Finalist**

AEO Awards – Best Use of Technology – **Finalist**

AEO Awards – Best Use of Technology – **Winner**

AEO Awards – Innovation Award – **Winner**

Exhibition News Awards – Best Supplier to Exhibitors – **Winner**

ESSA Awards – Innovation of the Year

EN Elite Awards – Best Registration – **Winner**

EN ELite Awards – Best Technology – **Winner**

Event Tech Awards – Best Exhibition Technology – **Winner**

Event Tech Awards – Best Visitor Registration Technology in partnership with Gleanin – **Winner**

EN Thirty Under 30 – Allison Schmidt, Client Service Manager – **Winner**

Show data integration from Visit is simple and effective. It has allowed us to improve our service levels as well as enhance our own organisation and planning. We utilise even more insight into audience behaviour and traffic flow which, along with the lead capture data, has really helped our sales team to rebook.

Adam Parry
Co Founder,
Event Tech Live

Visit is both transforming our business and the way in which we do business. Our brands and the value they deliver to the communities we serve will be more measurable in the long term. Our sales and marketing teams have never had such insight into exhibitor and visitor interaction before – this is a first!

Simon Parker
Executive Vice President,
Industrial, Informa Markets

1.8 Our reseller network

TBC
Awaiting map with territories
and resellers from Visit

Our visual identity

2

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.

'V' is for
Visit

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

We are
Green

2.1 **The story**
Every visit matters

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.

visit

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

2.2 **Clear zone**

Leave space for the logo to breathe!

Leave 1 v's worth of space around the logo, free from other logos or elements.

x

2.3 Partners

How should the logo look when partnered with other logos?

Where Visit is **primary**

Text height of the partner will match the height of the 't' in Visit

A line the length of 4 v's should be placed in between the two logos

Where Visit is **secondary**

Height of the 't' in Visit will match the text height of the partner

A line the length of 3 v's should be placed in between the two logos

2.4 **Logo formats**

The identity is designed to work in any context. Selecting which one to use is simple.

Work from top to bottom, left to right taking into account your context. Top left being the one to use in most circumstances.

You should use the small mark version when you only have limited space to ensure legibility (roughly 15mm high or lower and equivalent pixel height) or the logo needs to appear secondary to another primary logo (such as a partner)

The monogram or symbol logo should be used in instances where a very small maximum height must be adhered to.

Master identity

Monochrome for
light backgrounds

Monochrome for
dark backgrounds

Small usage mark
(below 15mm high)

Icon

2.5 Brand architecture

Visit's master identity represents the whole company, where as Create is for the owners, Connect is for the exhibitors and Discover is for the visitors.

Welcome and collect are tools that are used throughout the different Visit platform

Visit Create
for Organisers

Whether you're an event owner aiming to collect and manage your event data, an exhibitor capturing new leads or a visitor hoping to use your time productively at an event, Create, Connect and Discover can help you get the most out of your event experience.

Use business intelligence and data analysis tools to shape strategy and optimise engagement.

When discussing this sub-brands it is referred to as 'Visit Create'.
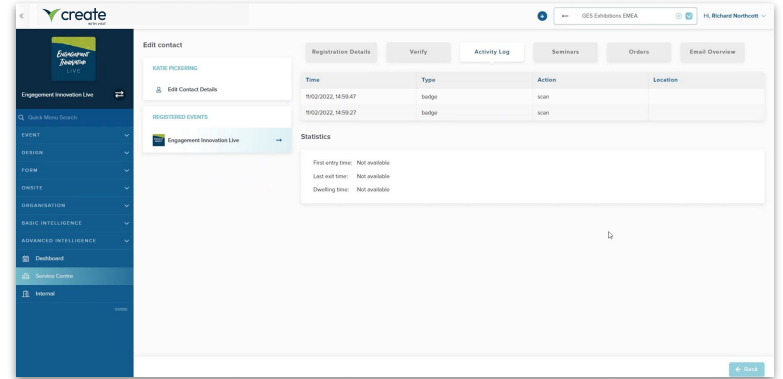
Visit Connect
for Exhibitors

Exhibitors can attract more productive leads and share digital information with visitors in a way that sustains engagement long after the event has ended.

When discussing this sub-brands it is referred to as 'Visit Connect'

WITH VISIT
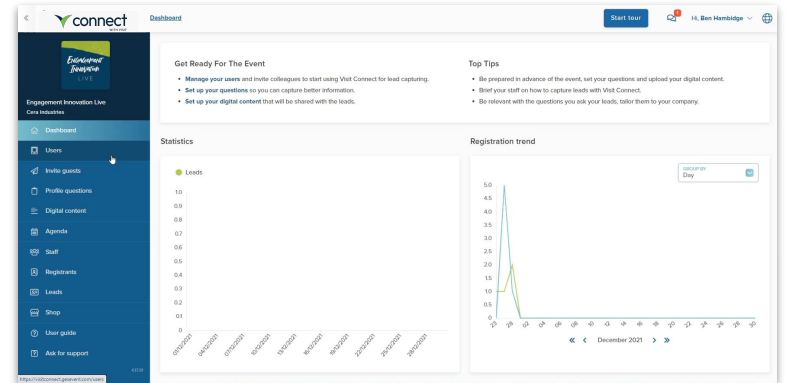
Visit Discover
for Visitors

Whether you're checking-in remotely or in-person, Discover will help organise and prioritise your ideal connections.

When discussing this sub-brands it is referred to as 'Visit Discover'
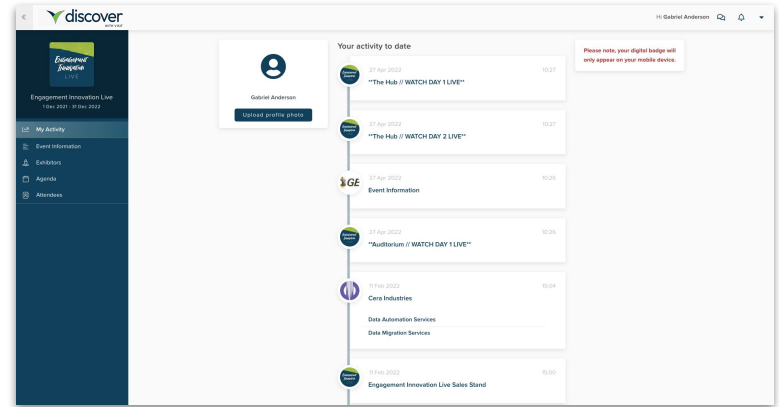
Check-in
Welcome has a suite of features to make your event entrance run like clockwork – including on-site registration, badge printing, hardware management, access control and more.

Check-in lite
Used for light access control and Covid 19 check

Collect touchpoints
We provide NFC touchpoints to allow
visitors to connect to an exhibitor of
their choice

Collect scanpoints
Scan QR codes across the event show
floor to lets visitors collect digital
information and swap contact details

2.8 **Logo toolkit**

AI
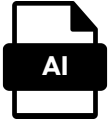
Master AI file
The AI file is an original, editable, working file. This is intended for use by designers in the creation of professional assets (most likely printed). This format is infinitely scalable.

JPG

JPEG file
A standard pixel-based image format for compressing image data. JPG images maintain reasonable image quality with low file size and so are a great format for sharing quickly and efficiently. This format can be scaled down but not up e.g. do not use for large format graphics.

SVG

SVG file
A scalable vector file in CMYK and RGB. This is intended mostly for web. They can be optimized for search engines, programmable, and often smaller than other formats.

PNG

PNG file
RGB files with transparent backgrounds best utilized for web use. This is not to be used for printed material. These can have a transparent background so can be used on top of imagery or color blocks.

2.9 Brand graphic

Showcases the way in which we strive to keep connections simmering and flowing between each event and captures the malleability of Visit's digital tools in its capacity to shape itself to the contours of your event.

The wave is used on our mobile platform, guiding the user through the different features that optimise the event experience.

Inspired by the shape and movement of a murmuration of starlings, the Visit wave embodies the energy and engagement that our platform drives before, during and after an event.
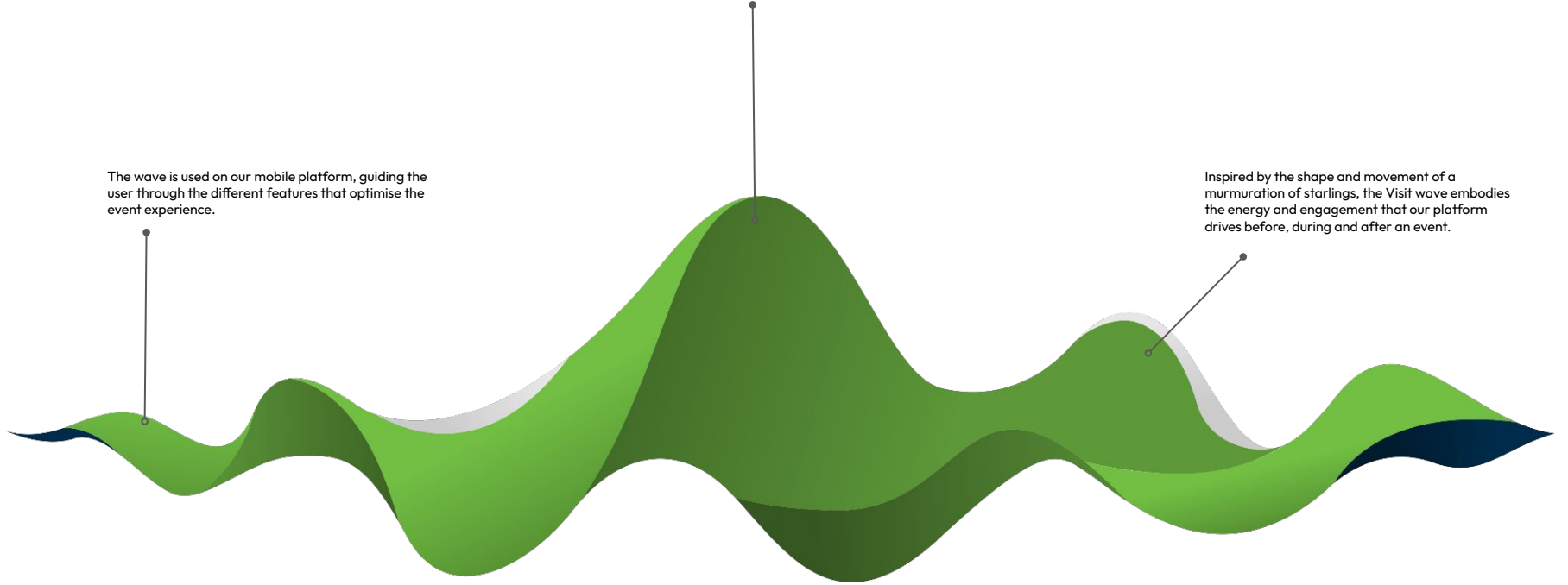
2.9 **Brand graphic**

The wave is used on different assets but using the outline of the wave.

This speaks to the notion of connections being made, with hotspots along the different event journeys people embark on.

See p37 for examples of how to use

2.10 **Brand graphic use**

- Use the wave in the current orientation, do not rotate.
- Use between 2-4 different sized dots anywhere along the lines
- Do not cross over any text or other graphic elements
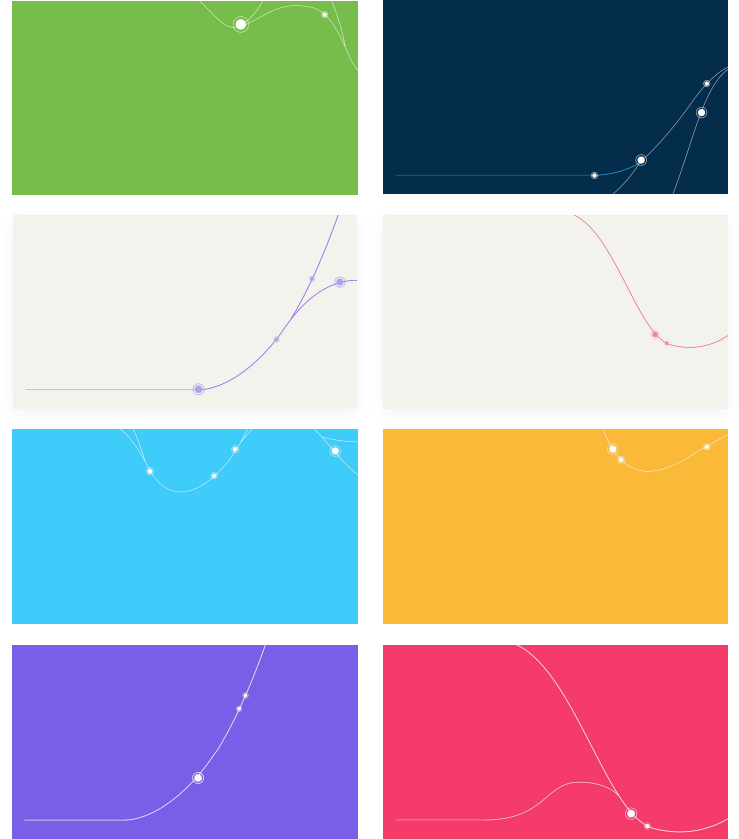
2.11 **Illustration**

Software does not make events. It can transform them, but ultimately people and passion does, and to get the most out of software people need to know how to use it.

People are at the heart of events, and we use hand drawn illustration to convey this important element. It represents the organic way in which humans think and interact with rigorous structure of software.

How we use our illustration:

- We use illustration throughout our materials to give a sense of the human touch
- We use them to highlight a central concept with surrounding smaller elements to evoke a sense of action, dynamism and life
- We often use them in combination with UI elements to create a connection between the way people naturally think and the features of our software
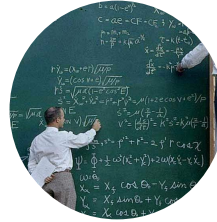
2.11 **Illustration with imagery**
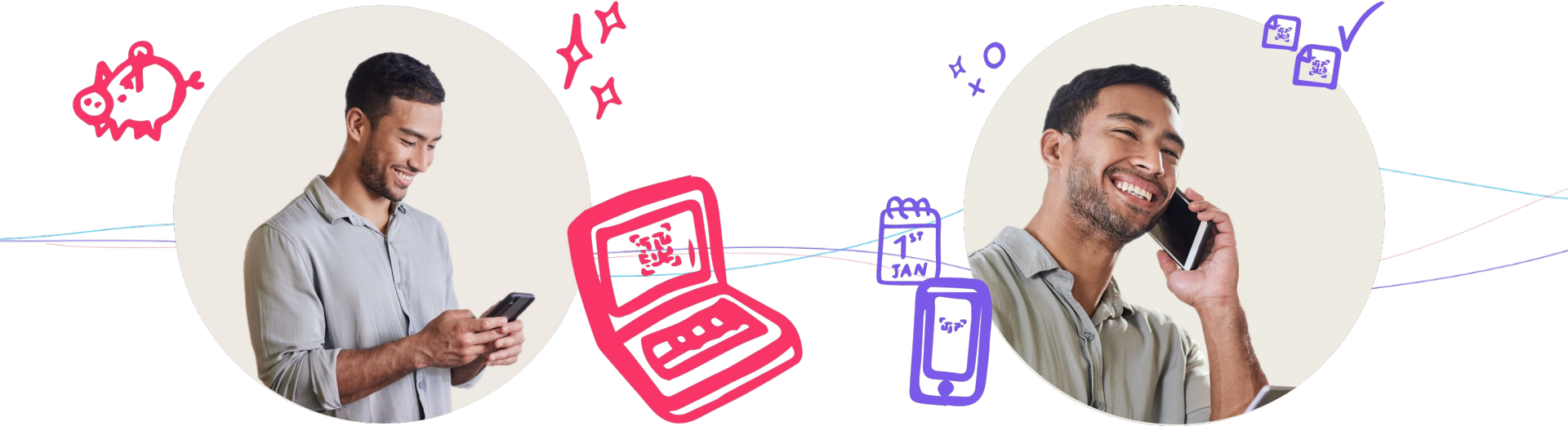
2.11 UI illustrations
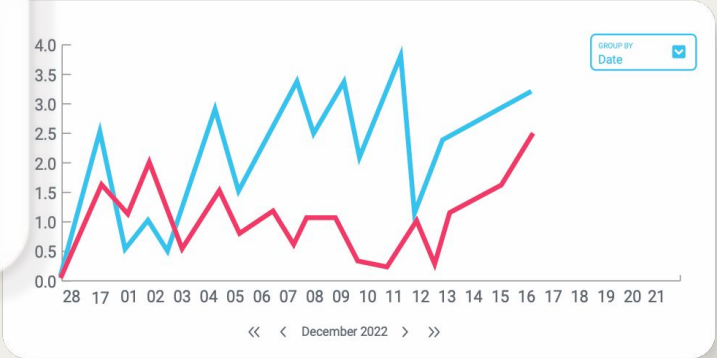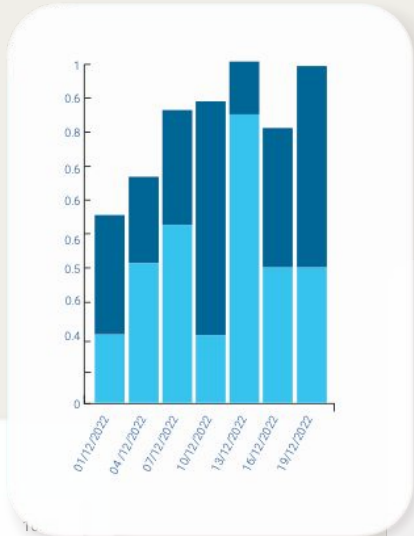
2.12 **Best practice**

It is important that our brand stays consistent throughout all internal and external communications.

Please ensure master artworks are used when producing any new assets.

Do

- Always use approved artworks
- Ensure recommended or minimum clear zone and sizes are followed at all times
- Always choose correct colourway for the background you're working with.
- Use the master identity as your primary top level mark, unless indicated in size recommendations.

Don't

- Change colours
- Create un-approved lockups
- Place within a form such as a circle or square
- Stretch or distort
- Use on busy backgrounds, or on secondary or tertiary colours

Colour

3

3.1 **Primary colours**

The primary colour palette lends a gentle, sophisticated tone to Visit's identity which distinguishes itself from the sea of loud, bright blues that is the competitor landscape. In doing so we speak to Visit's many years of experience as industry leaders.

The green tone is also an important nod to the future of Visit and our ambition to move towards a greener, more sustainable events industry.

R114 G191 B68
C59 M0 Y100 K0
#72BF44

PANTONE 367 U
PANTONE 361 CP

R0 G44 B75
C100 M82 Y43 K43
#002C4B

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

3.2 **Secondary colours**

The secondary colour palette is there to compliment the primary colours and allow further depth the designs.

The yellow are to allow a contrasting colour to draw the attention of the viewer, for example, a call to action button on the website.

R45 G204 B253
C61 M0 Y0 K0
#2DCCFD

R123 G90 B234
C65 M70 Y0 K0
#7B5AEA

R250 G53 B104
C0 M92 Y41 K0
#FA3568

R253 G186 B39
C0 M29 Y94 K0
#FDBA27

R240 G238 B232
C7 M6 Y10 K0
#F0EEE8

100%

100%

100%

100%

75% 75%

75% 75%

75% 75%

75% 75%

50% 50%

50% 50%

50% 50%

50% 50%

25% 25%

25% 25%

25% 25%

25% 25%

Tone of Voice

4

Visit's voice is one of **optimism, energy, collaboration and confidence.**

Optimism
Whether we're creating exciting new connections or being more environmentally conscious, Visit strives towards optimism, opportunity, and positivity.

Energy
We want to evoke the energy, vitality, commotion and excitement that events bring.

Collaboration
People and teamwork are the foundations upon which Visit was built. It's important to remember that ultimately we are all about people and the connections that are made.

Confidence
A confidence which stems from being forerunners and experts in the field.

4.2 **Language toolkit**

Succinct statements
Keep sentences as streamlined as possible. Visit offers a service that optimises the outcome of events. It's important that a similar efficiency is reflected in language choice.

Dynamic verbs
We want to evoke energy through dynamic verbs focused around acts of growth, strength, action and efficiency i.e. build, expand, create.

People-oriented, customer-focused
By using collective pronouns (we, our, us) we reiterate the idea of community and connection that is at the heart of Visit.

Sense of place
Using words that anchor text in the material shows that Visit is about events and the showfloor i.e. scope, dimension, depth, volume, expand.

Visionary
Reflect the intelligent insight and new perspectives that Visit offers by using the language of sight i.e. panoramic, view, optics, survey.

Art and science
Encapsulate both the science and the art behind event organising by striking a balance between scientifically-oriented language and the creative i.e shape, mould, design, optimise, analyse, generate.

Creating *your own content*

Talking to a potential partner

Highlight the social and financial value generation Visit can bring

Emphasise scalability

Reinforce end-to-end support

Talking to a prospective colleague

Discuss Visit's expertise and experience in the industry

Emphasise that working at Visit means working with pioneers in the industry

The importance of creating and sustaining communities

Writing a blog post

Discuss current technological advancements to highlights Visit's expertise

Showcase events Visit has been a part of

Promote new developments for the platform and current events i.e. new podcast episode

Writing a social media post

Describe a new feature in a phrase

Highlight benefit of Visit to a stated key audience

Call to action i.e. to visit the relevant link

Event owners

Owners want their events to be as streamlined and as effective as possible to increase their exhibitors' and visitors' satisfaction.

Tone of voice:
Emphasise Visit's capacity for giving owners control, data analysis, strategy, as well as increasing revenue and scalability for their events.

Example:
"Visit Create allows organisers to take full control of events. With granular business intelligence and data analysis tools, organisers can gain a panoramic view of event ecosystems, helping to shape strategy and optimise engagement. Our scalable technology means that Visit Create continues to enhance the value of events even as they grow."

Exhibitors

Exhibitors attend events in order to communicate their services effectively to prospective customers.

Tone of voice:
Highlight how Visit allows for more information to be exchanged between exhibitors and visitors, all with the simple scan of a barcode.

Example:
"Expand your reach with Connect. Source new and productive connections and transfer key information to visitors with the simple scan of a barcode. Visit has made it easier than ever to sustain engagement with your connections after events, driving more productive leads."

Visitors

Visitors aim to gain the most relevant and insightful content from the events they attend.

Tone of voice:
Efficiency is key. Explain how prioritisation and planning can completely transform event day into a precise and productive process.

Example:
"Streamline your event day with easy planning and quick information transfer. Identify and prioritise your key connections to get the most out of every visit."

4.3 **Terminology**

Create closer communities
Uses 'create', an artistic verb; highlights
Visit's communal values.

Gain smarter insight
'Insight' evokes a new way of seeing; being
'smarter' emphasises a striving for
improvement with a focus on expertise.

Drive return and revenue at scale
Employs the language of economical
growth, drawing on how investable Visit is.
Would be appropriate to use when
discussing with a potential customer.

Transforming events

Enable smarter connections
Facilitate stronger relationships
Build closer communities

Discover a platform for event
owners that elevates performance
and generates value **with every visit**

Features

5

5.1 **Features**

We want to root Visit in the real world by including images of people. Combining these photographs with illustrations adds a very human touch not only to the features but to the website as a whole.

Typeface

6

V

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

6.1 Our typeface
Outfit

Substitute font
is Century Gothic in any
instances where Outfit cannot
be used.

Visit master identity uses
medium weight

Thin
Extralight
Light Medium
Regular Semibold
Bold
Extrabold
Black

9 weights
Google font
Open font licence

Here is a typographic stylesheet, showing the type sizes for each heading, including the spacing needed.

Also shown is the colour text that can appear on each background.

Body copy uses Roboto to improve accessibility and legibility.

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

70px

H1 – 32pt semibold line-height 40px

20px

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

60px
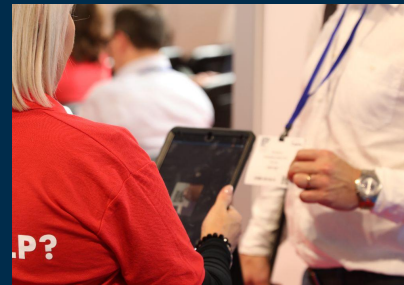
H2 – 28pt semibold line-height 36px

18px

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

48px

H3 – 24pt semibold line-height 32px

16px

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

36px

36px

H4 – 20pt medium line-height 28px

14px

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

24px

H5 – 18pt medium line-height 26px

12px

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

20px

H6 – 16pt medium line-height 24px

10px

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

Title

Body copy 14pt regular, line height 18px. commodo dolor vitae ullamcorper consectetur. Ut varius lacus erat, sit amet placerat nunc vestibulum quis. Donec sed tincidunt sem.

Title

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Imagery

7

7.1 **Primary imagery**

7.2 **Photography guidelines**

General:
Imagery should reflect the idea of connecting. This could be through examples of the product being used or simply people engaging in conversation at an event.

Cropping:
We crop images within the Visit wave shape to maintain the idea of energy and engagement throughout the brand

Gradients:
Do not use any gradients over the top of imagery. You don't want to distract the viewer from what they're being shown.

For event owners

✔ create
WITH VISIT

Take full control of your events with Create.

Use business intelligence and data analysis tools to shape strategy and optimise engagement.

Create with Visit →

For your exhibitors

✔ connect
WITH VISIT

Identify and optimise smarter connections with Connect.

Exhibitors can attract more productive leads and share digital information with visitors in a way that sustains engagement long after the event has ended.

Connect with Visit →

For your visitors

✔ discover
WITH VISIT

Discover ensures that visitors are equipped with the tools to streamline their event experience.

Whether you're checking-in remotely or in-person, Discover will help organise and prioritise your ideal connections.

Discover with Visit →

Templates examples

8

Example slides

Example slides for Visit brand assets. These slides use the brand graphic and illustration to highlight key points as well as adding depth to each slide.

Contacts

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Crăciun Oana Diana
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Event Intelligence

Email: ocraciun@ges.com

Phone: (004) 074 383 1805

Thank you