



BRAND GUIDELINES

EXHIBITOR*LIVE*

AT-A-GLANCE STANDARDS

EXHIBITORLIVE – Logo Usage

There are two approved versions of the EXHIBITORLIVE wordmark, a primary horizontal version and a secondary version with the tagline, location and dates of that years show. Both are available in reverse colors. Use the primary on signage or as subordinate info in document footers, use the secondary for all marketing materials. Use the show logo whenever possible. If writing out EXHIBITORLIVE, in editorial or advertorial copy, italicize the word LIVE (EXHIBITORLIVE)

Primary Wordmark

EXHIBITORLIVE

EXHIBITORLIVE

Clear Space

The EXHIBITORLIVE wordmark should have adequate safe space between itself and elements within a layout to maintain the integrity and prominence of the brand. As a general rule the width of the “O” should be used to set the safe space surrounding the logo.

Minimum Sizing

To ensure maximum legibility of the wordmark the primary version should be no smaller than 1.5 inches wide, and the secondary version should be no smaller than 3 inches wide.

EXHIBITORLIVE

1.5" Minimum

EXHIBITOR GROUP PRESENTS

EXHIBITORLIVE

THE CONFERENCE FOR TRADE SHOW
AND CORPORATE EVENT MARKETERS

3" Minimum

Secondary

Tagline, Location & Dates. Updated yearly.

EXHIBITOR GROUP PRESENTS

EXHIBITORLIVE

THE CONFERENCE FOR TRADE SHOW
AND CORPORATE EVENT MARKETERS

March 29–April 2, 2026 Tampa Convention Center, Tampa, FL ExhibitorLive.com



Logo Violations

In order to maintain the integrity of the brand image, never alter or use anything but the approved logos.

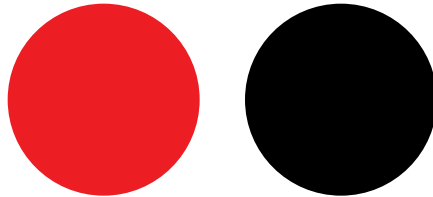
- Do not add any effects
- Do not distort or skew
- Do not rotate the logo
- Do not change the typeface of the logo
- Do not change approved brand colors
- Do not change the color of LIVE
- Do not add the year to the primary logo

AT-A-GLANCE STANDARDS

EXHIBITORLIVE Logo Colors and Fonts

Logo Color Palette

Primary Colors



Red

C:0 M:100 Y:100 K:0
Web: #ed1c24

Black

C:60 M:40 Y:40 K:100
Web: #000000

Logo Typography

Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

EXHIBITORLIVE 2026 Tampa FL Brand Colors and Fonts

Show Brand Color Palette



C:0 M:100 Y:100 K:0
Web: #ed1c24

C:0 M:40 Y:100 K:0
Web: #faa61a

C:7 M:12 Y:86 K:0
Web: #f0d442



C:37 M:0 Y:99 K:0
Web: #add138

C:35 M:58 Y:0 K:0
Web: #53c4cc

C:60 M:40 Y:40 K:100
Web: #000000

EXHIBITORLIVE 2026 Tampa, FL Show Brand Typography

Futura PT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

AT-A-GLANCE STANDARDS

Sample of existing graphics:



Social Media

EXHIBITORLIVE
Tampa, Florida
MARCH 29 - APRIL 2, 2026
EXHIBITORLIVE.COM

Ahoy, Exhibitors & Attendees — Registration is Open!
Chart your course to EXHIBITORLIVE — the Conference for Trade Show and Corporate Event Marketers.

100 SESSIONS AND WORKSHOPS DESIGNED TO EXPAND YOUR SKILLS / EARN YOUR UNIVERSITY-AFFILIATED **CTSM CERTIFICATION** AND TAKE YOUR CAREER FURTHER / EXPLORE THE INDUSTRY'S **BEST EXHIBIT HALL** / DISCOVER A TREASURE TROVE OF **TRADE SHOW IDEAS** / **MAKE CONNECTIONS** WITH PEOPLE WHO DO WHAT YOU DO / LEARN, CONNECT, AND DISCOVER **WHAT'S NEW** IN FACE-TO-FACE MARKETING. **REGISTER TODAY AT EXHIBITORLIVE.COM**

Magazine Spread Ad



REFERENCE

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