global gaming expo G2E

AGA AMERICAN GAMING ASSOCIATION

integratedRESORT EXPERIENCE @ globalgamingexpo

THE WORLD'S LARGEST GATHERING OF GAMING PROFESSIONALS

GUIDE TO BRAND STANDARDS AND STYLE

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ABOUT THIS GUIDE

This guide is provided to help you **understand** the fundamentals of the Global Gaming Expo (G2E) brand and help you **communicate** with its key elements in a consistent and purposeful manner. In whole or in part, images, color, typography, language and space constitute the G2E brand. Allow this brief resource to **guide** your use of prescribed elements and practices to **create** compelling communication to truly **engage** target audiences—to **inform, motivate** and **inspire.**

THE BRAND

The Global Gaming Expo brand illustrates its position in the market as the preeminent opportunity for gaming professionals to acquire technologies, products, services and insight to **entice customers** and encourage them to **stay longer** and **spend more** money. The brand is:

INSPIRING	**PROBLEM-SOLVING**	**REVOLUTIONARY**
INNOVATIVE	**PROPHETIC**	**PRODUCTIVE**
PROFITABLE	**EMPOWERING**	**RESULTS-ORIENTED**
GLOBAL	**MOTIVATIONAL**	**CREDIBLE**
ACTION-PACKED	**AUTHORITATIVE**	**INDUSTRY-BUILDING**

VOICE

Text and speech quickly become the **personality** and **voice** of a brand. Global Gaming Expo's voice blends **intelligence** with **authenticity.** The brand speaks as an **informed** expert of the global gaming industry to general audiences. We seek to **customize** communication to relevant operational disciplines whenever possible and exclude content not of interest to a message's intended receiver. The voice is not specifically male or female, young or old—but always **knowledgeable** in tone and **authentic.**

INFORMED   **CUSTOMIZED**   **KNOWLEDGEABLE**   **AUTHENTIC**

LOGO

Use color, grayscale and black versions of the logo on light backgrounds. Dark backgrounds require a reversed logo. **Always** give the logo **safe** margins equal to 50% of its height. Logos should **never** be stretched out of proportion, rotated or cropped.

G2E_logo_pantone

G2E_logo_grayscale

G2E_logo_blk

50%
HEIGHT

50%
HEIGHT

50%
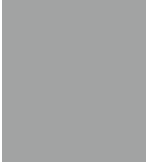HEIGHT

50%
HEIGHT

SAFE MARGINS

G2E_logo_wht

LOGO LOCK-UP

Global Gaming Expo is associated with the American Gaming Association and Integrated Resort Experience, using a **single lock-up.** Use the lock-up in all executions, except where space and resolution limit readability. The lock-up on Pantone Dark Blue is the primary execution. Match the spacing of the examples below. Set the words **PRESENTED BY** and **INTRODUCING** in Museo Sans Rounded 900; Pantone Dark Blue on white backgrounds; and Pantone 367 on Pantone Dark Blue backgrounds. Center **PRESENTED BY** and **INTRODUCING** above the American Gaming Association and Integrated Resort Experience logos respectively. Text height should not exceed the middle of the G2E diamond. See **AGA Brand Guidelines** for current AGA guidelines.

COLOR

Four colors, one shade and white constitute the Global Gaming Expo color palette. Color logo placement should only occur on Pantone Dark Blue or white backgrounds. Brief text messages may appear on color fields, however large blocks of text should appear on white backgrounds.

TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS	TYPE, BUTTON & BACKGROUNDS
PANTONE Dark Blue	PANTONE 367	PANTONE 299	PANTONE 425	PANTONE 425 (50%)
CMYK 100/92/7/3	CMYK 40/0/81/0	CMYK 80/18/0/0	CMYK 66/56/53/29	CMYK 31/24/25/0
RGB 0/38/154	RGB 163/213/96	RGB 0/161/224	RGB 66/69/72	RGB 162/165/154
#00269a	#a3d55f	#00a1e0	#424548	#a2a5a4

TYPOGRAPHY

Marketing communication uses **Museo Sans Rounded** in OpenType format to maximize font compatibility across multiple platforms **Use 700 weight for all headlines** — Title-case on solid fields of color or white and all-caps for headlines on photography. Use 100, 300 and 500 weights for sentences, paragraphs and disclaimers on white backgrounds. Use bolder weights for calls-to-action, bulleted statements, lists, and titles. Substitute **Trebuchet MS** for email marketing content. **Never** scale type horizontally or vertically.

Please use Gotham instead of Museo.

MUSEO SANS ROUNDED 100
Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vu Ww Xx Yy Zz

MUSEO SANS ROUNDED 300
Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vu Ww Xx Yy Zz

MUSEO SANS ROUNDED 500
Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vu Ww Xx Yy Zz

MUSEO SANS ROUNDED 700
Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vu Ww Xx Yy Zz

MUSEO SANS ROUNDED 900
Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vu Ww Xx Yy Zz

MUSEO SANS ROUNDED 1000
Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vu Ww Xx Yy Zz

VISUAL ELEMENTS

Global Gaming Expo relies on six types of visual elements to create diverse messaging that is uniquely G2E:
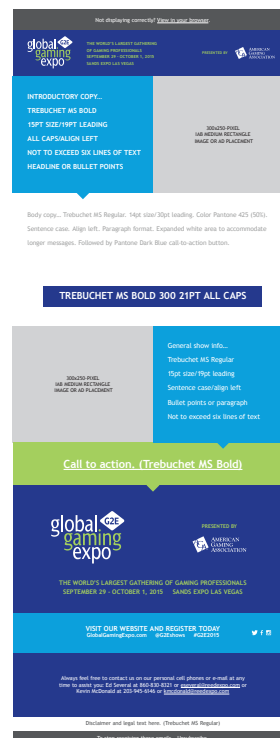
1. COLOR BLOCKS WIITH POINTERS
To organize and prioritize messaging (directional pointers establish the reader's path)

2. IMAGES
Photography and sponsored messages

3. LOGO ON PANTONE DARK BLUE FIELD
G2E and AGA logo placement, tagline and event dates/location

4. WHITE SPACE
To feature primary and detailed messaging

5. CALLS TO ACTION
Button or underlined hyperlink in color field

6. NEUTRAL AREAS
To contain secondary fine-print messaging

PHOTOGRAPHY

Global Gaming Expo relies on live event photography. Select images that feature the target audience, engaged and **interacting** with the technologies, products and services demonstrated at Global Gaming Expo. Clothing should be a reflection of the working attire of the target audience. We prefer subjects in **candid** settings, that capture the excitement and interactive nature of the event. Images should be fully saturated. Make space allowances for headlines and other content, which must often appear in the image. Seek **authorization** before using any new photography.
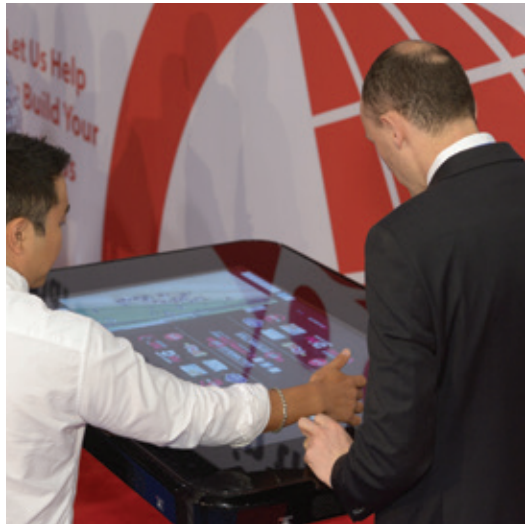
PRINT ADVERTISING

Print advertising combines text, visual elements and photography. The headline is set in **Museo Sans 700** in **all-caps.** A gradient multiplied over photography subdues a portion of the image to enhance readability of text as needed. Position the headline lower on the image as required by the photograph's composition. Print advertising relies on the **three-logo lock-up** as a standard and as demonstrated in Example A. Stacking the Global Gaming Expo logo above the American Gaming Association and Integrated Resort Experience logos may prove necessary in circumstances as shown in Example B.

A

B

DIGITAL ADVERTISING

Web, mobile and other digital media require careful composition to communicate quickly and clearly. The headline is set in **Museo Sans 700** in **title-case.** Use the **three-logo lock-up** unless space and resolution limit readability. Consider the following examples:

AT THE SHOW EXPERIENCE

INTRODUCTION

Global Gaming Expo is the world's largest gathering of gaming professionals. The event showcases the technologies, services and products of exhibitors. The event floor provides an atmosphere to sell, buy, learn and network.

From outside marketing materials to the show's entrance and event floor, there must be a heightened sense of anticipation and arrival as attendees draw closer to and eventually enter the event venue. Once inside, attendees are to be enveloped by the show's energy. Lighting, textures, colors can all be used to achieve this transitional feel.

At a glance, attendees should know where they are and what opportunities are within their field of view. The G2E brand should motivate them to seize the moment.

OBJECTIVE

Motivate attendees to make purchases, expand their knowledge and network, using on-site signage and technology.

VISION

Encourage attendees to discover solutions that help them achieve their business objectives

Direct show traffic to Integrated Resort Experience, seminars, keynotes and other G2E features

Inspire attendees and exhibitors to expand and share their G2E experience on social media.

ENVIRONMENT TO CREATE

G2E IS A HIGH ENERGY, SENSORY OVERLOAD OF OPPORTUNITY.

Through colors, digital approaches to signage and lighting we must create an environment that is consistent with the EXCITEMENT AND OPPORTUNITY that G2E offers participants.

YOUR GOAL

Using the G2E brand elements, create a event look that invites guests to sense the excitement, energy and opportunity that participation affords.

The excitement will be delivered by the use of printed and digital signage at the entrances. Directional signs will deliver excitement in addition information

Integrated Resort Experience

Integrated Resort Experience employs a unique set of brand elements and standards to represent this unique venue within Global Gaming Expo. See The **Integrated Resort Experience Guide to Brand Standards and Style** for more information.

Seminars and Keynotes

Printed and digital signage should clearly identify seminar and keynotes locations, while encouraging attendees to opt in if not already registered for seminars, panel discussions, keynote speeches and other events.

COMPLIANCE

All marketing communication must include required legal language, such as terms and conditions and promotional disclaimers. All marketing communication **requires** executive and/or legal **approval** before use. See management for details.

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