Our Mission

Our mission is to transform Miami into the tech hub of the Americas. We are audacious and it motivates every step we take. We believe that the rise of Miami can serve as a gateway to the Americas and fuel innovation by building out a sustainable, diverse and inclusive ecosystem.
We believe in the power of grit and the human spirit to overcome adversity and make one’s dreams a reality.

ACCOUNTABILITY
We are accountable to each other for what we do, when we are going to do it.

IMPACTFUL
We seek to have a positive social impact on the community and lives we serve.

SOULFULNESS
We do everything with heart, soul, and purpose.

EXCELLENCE
We strive for excellence and won’t rest until we achieve it.

Brand Values
Brand Personality

Forward-thinking, cutting-edge, and disruptive. There is strategy, thought-leadership and depth to what we do, and we are solution-oriented. We are contemporary in approach.

Connectedness, collaboration, and servant leadership are a part of our DNA. We don’t simply network - we create deep relationships.

Our true north is to transform Miami into a model of sustainable and inclusive economic development – not just for Latin America but for the rest of the world.

INNOVATIVE
Forward-thinking, cutting-edge, and disruptive. There is strategy, thought-leadership and depth to what we do, and we are solution-oriented.

CREATIVE
An inspiring source of creative energy and imagination. We are contemporary in approach.

FACILITATIVE
Connectedness, collaboration, and servant leadership are a part of our DNA. We don’t simply network - we create deep relationships.

ASPIRATIONAL
Our true north is to transform Miami into a model of sustainable and inclusive economic development – not just for Latin America but for the rest of the world.
Our brand voice represents the tone and personality of all communications.

CONFIDENT
We communicate with confidence, and use a definitive tone, unrelenting in our mission and purpose to connect the dots for our audience and foster innovation.

SAVvy
We serve as a reliable, professional resource for the tech ecosystem.

APPROACHABLE
We are accessible and take a servant-leadership approach.

AUTHENTIC
eMerge Americas is purposeful, passionate, intentional, and effective.

To best describe our brand voice, it’s easier to compare what it is to what it isn’t. eMerge America’s brand voice is:

- Confident but not arrogant
- Savvy but not stodgy
- Approachable but not overly casual
- Authentic but not over the top
Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of our icon, which is a hexagon with a stylized letter e, and our wordmark. Our wordmark is our namesake. There are two alignment options for our logo – horizontal and vertical.

Do not create other alignments.
CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. The clear space around both logo lockups is equal to the height of the “M” in “eMerge.”
LOGO SIZE USAGE

To maintain the visual clarity for the horizontal and vertical configuration of the logo, the minimal height of the icon should be .375 inches.

The minimal size of any wordmark is 12 pt. In cases where the minimum size full-color logo lockup does not work, use the one-color version instead. These scenarios should be treated on a case-by-case basis upon consulting the eMerge Americas Marketing team.
COLOR VARIATIONS

The one-color spot or reverse logos are for use when color and tint reproduction are both unavailable, such as fax, one-color packaging, one-color screen printing, premiums, merchandise, etc.
ICON STANDARDS

We appreciate your creativity. However, do not alter the logo artwork or usage in any way. Below are examples of logo usages that are prohibited. Our logo may not be used if it does not conform to these guidelines.

- **DO NOT** modify proportions
- **DO NOT** rotate
- **DO NOT** distort hexagon shape
- **DO NOT** knock out “e” over background
- **DO NOT** outline
- **DO NOT** use illegal colors
LOGO STANDARDS

DO NOT outline type or icon

DO NOT add unnecessary drop shadows, bevels, or other effects

DO NOT change type or icon size proportions

DO NOT arrange type on one line

DO NOT create variations of the logo by rearranging its components

DO NOT outline type or icon

DO NOT apply a pattern behind the mark or use the mark against busy backgrounds
**Logo Lock-up Variations**

**Horizontal**
- **Pos**: Large Application
- **Rev**: Large Application

**Vertical**
- **Pos**: Stacked
- **Rev**: Stacked

**Icon**
- **Pos**:
- **Rev**:

**Logo Lock-Up Restrictions**
Size requirement for small logo

**Background Color Restrictions**
Color backgrounds NOT ALLOWED

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>Process</th>
<th>RGB Screen</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azul of the Americas</td>
<td>352A38</td>
<td>0.87 Y 0 K 0</td>
<td>85 42/8184</td>
<td>PANTONE 2746</td>
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<tr>
<td>eMerge Purple</td>
<td>95690</td>
<td>0.75 M 100 Y 0 K 0</td>
<td>149 1 22 B 164</td>
<td>PANTONE 2415</td>
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<tr>
<td>Miami Sea(u) Magenta</td>
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<td>0.75 M 100 Y 26 K 0</td>
<td>234 G 0 B 109</td>
<td>PANTONE 226</td>
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<tr>
<td>Hit the Road Show Gray</td>
<td>100</td>
<td>0.75 M 100 Y 0 K 70</td>
<td>255 G 255 B 255</td>
<td>PANTONE 000000</td>
</tr>
<tr>
<td>White</td>
<td>100</td>
<td>0.75 M 100 Y 100 K 100</td>
<td>0 D 0 B 0</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>Black</td>
<td>100</td>
<td>0.75 M 100 Y 100 K 100</td>
<td>0 D 0 B 0</td>
<td>000000</td>
</tr>
</tbody>
</table>
Brand Elements
BRAND COLORS

Color plays an important role in the eMerge Americas brand identity guidelines. Correct usage of these colors will uphold the visual legacy of the eMerge Americas brand. When using brand colors, aim to use a maximum of three colors. To add more variety to your palette, you can use different shades and tints of those three main colors.

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>REFRESH</th>
<th>ACCENT / SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 90/65/0/0  RGB 38/90/166 /265AA6  PMS 300 U</td>
<td>CMYK 92/81/0/0  RGB 00/51/204 /  HEX # 0033CC  PMS 286 C</td>
<td>CMYK 65/0/36/0  RGB 34/210/191  HEX 22D2BF  PMS 3255 C</td>
</tr>
<tr>
<td>Vintage Blue</td>
<td>Azul of Americas</td>
<td>Invest-Mint</td>
</tr>
<tr>
<td>CMYK 66/80/0/0  RGB 116/72/151  PMS VIOLET C/U</td>
<td>CMYK 74/95/0/0  RGB 102/51/153 /  HEX # 663399  PMS 526 C</td>
<td>CMYK 73/80/0/0  RGB 102/51/218  HEX 6633DA  PMS 266 C</td>
</tr>
<tr>
<td>Vintage Purple</td>
<td>eMerge Purple</td>
<td>Venture Violet</td>
</tr>
<tr>
<td>CMYK 40/100/10/0  RGB 167/25/121  PMS 240 C/U</td>
<td>CMYK 12/100/36  RGB 204/0/102  HEX# CC0066  PMS 226 C</td>
<td>CMYK 0/99/37/0  RGB 255/0/102  HEX E7004C  PMS 1925 C</td>
</tr>
<tr>
<td>Vintage Violet</td>
<td>Miami So(u)l Magenta</td>
<td>Resilient Rosé</td>
</tr>
<tr>
<td>CMYK 0/0/0/60  RGB 135/135/135  PMS</td>
<td>CMYK 0/0/0/70  RGB 77/77/77  HEX 4D4D4D  PMS COOL GRAY 11</td>
<td>CMYK 0/0/0/20  RGB 153/153/153  HEX 999999  PMS COOL GRAY 4</td>
</tr>
<tr>
<td>Vintage Gray</td>
<td>Hit the Road [Show] Gray</td>
<td>eMerge Cloud Gray</td>
</tr>
</tbody>
</table>
**TYPOGRAPHY**

Typography is just as important as color. Our simplified yet bold fonts project strength, innovation, and individuality. Additionally, these fonts are easy to read across different devices.

In general, primary typography for headers, subheaders, and body copy should be **Campton**. **Avant Garde Gothic Pro** may be used as a secondary typography. We recommend to use the different font styles to provide flexibility in communications layouts.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Type</th>
<th>Usage</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campton Bold</strong></td>
<td>Used in headers</td>
<td>Print and Web</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td><strong>Campton Light</strong></td>
<td>Used for subheaders and body copy</td>
<td>Print and Web</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td><strong>Campton Medium</strong></td>
<td>eMerge logotype for “eMerge”</td>
<td>Used for subheaders and body copy</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Avant Garde Gothic Pro Medium</td>
<td>Secondary font should be used for an alternative for subheaders and body copy</td>
<td>Print and Web</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Avant Garde Gothic Pro Book</td>
<td>Secondary font should be used for an alternative for subheaders and body copy</td>
<td>Print and Web</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
HOW TO SPELL OUR NAME

We love our name and we’re proud of what it represents. Here are the guidelines to properly write our company name. We thank you in advance for treating our brand with care.

The name should be written as **eMERGE AMERICAS** only when using uppercase.

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**eMerge Americas**

**eMERGE AMERICAS**

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**EMERGE AMERICAS**

**EMERGE Americas**

**emerge Americas**

**emerge americas**

**eMerge AMERICAS**

**emerge AMERICAS**
For questions concerning the eMerge Americas brand assets, please contact:

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