# eMerge Americas
## Brand Guidelines

# 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.

# R • A • I • S • E

### RESILIENCE
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

### 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.

# Brand Personality

# 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

# Brand Voice

BrandMark

# LOGO BRANDMARK

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.

LOGO ICON

LOGO WORDMARK



BRANDMARK | VERTICAL



BRANDMARK | HORIZONTAL

# 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."
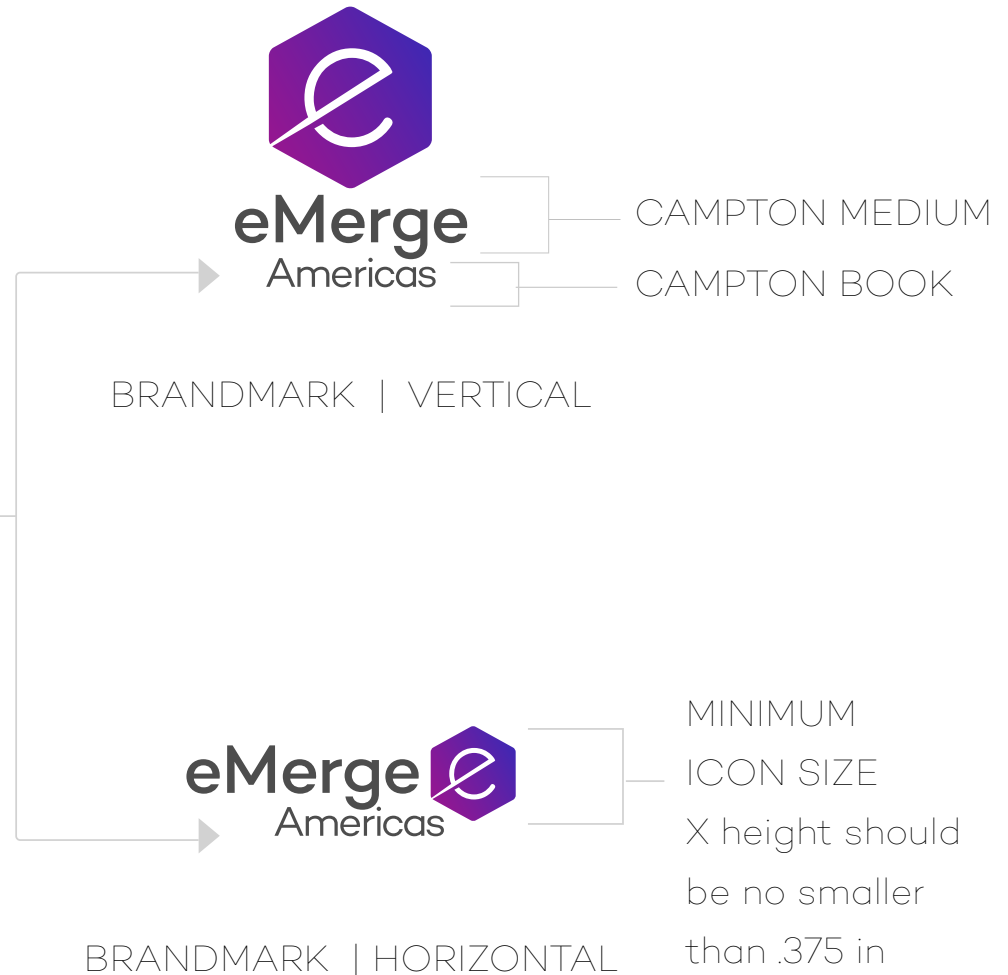
# LOGO SIZE USAGE

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.

CAMPTON MEDIUM

CAMPTON BOOK

BRANDMARK | VERTICAL

MINIMUM FONT SIZE should be no smaller than 12pt

MINIMUM ICON SIZE X height should be no smaller than .375 in

BRANDMARK | HORIZONTAL

enlarged for viewing

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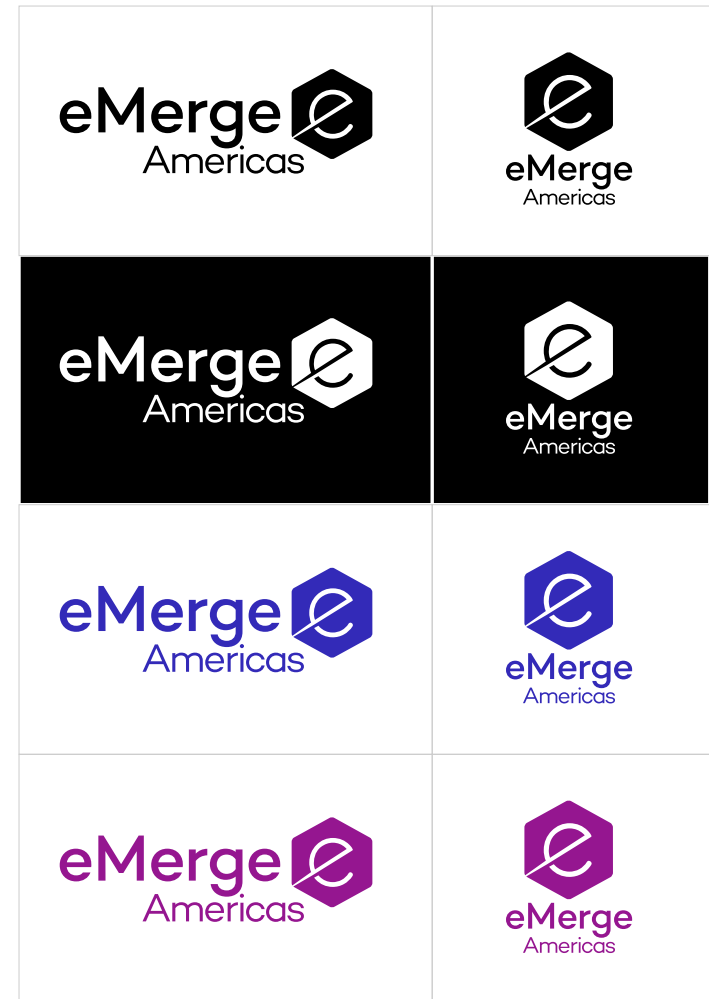
# ICON STANDARDS
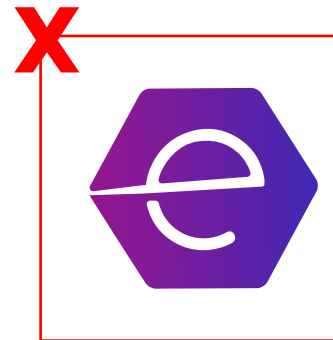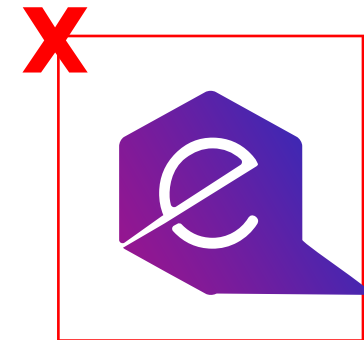
We appreciate your creativity. However, do not alter the logo artwork or usage in any way.  Below are examples of logo usages that are prohibited. Our logo may not be used if it does not conform to these guidelines.
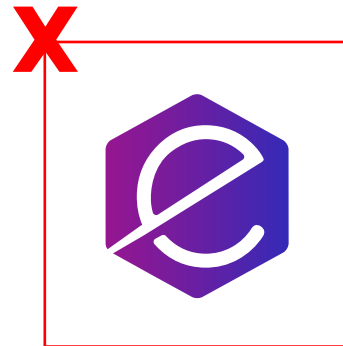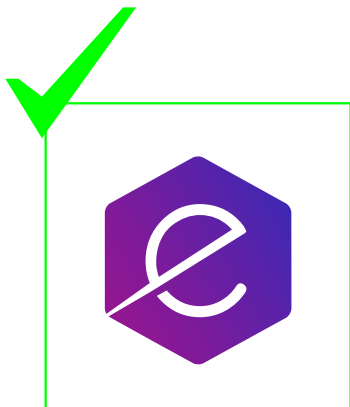
**DO NOT**
modify proportions

**DO NOT**
rotate

**DO NOT**
distort hexagon shape
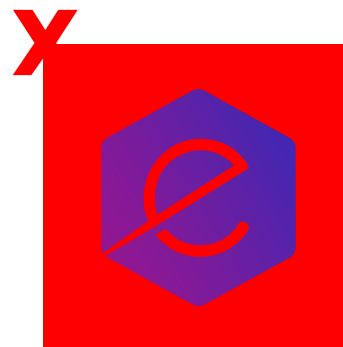
**DO NOT**
knock out "e" over background
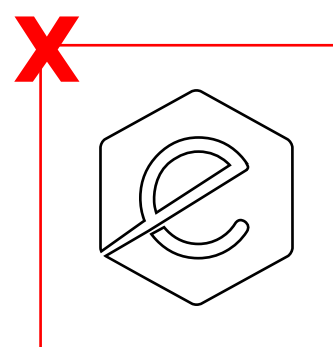
**DO NOT**
outline
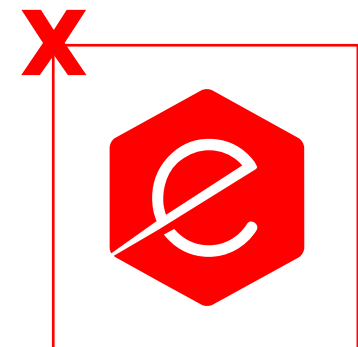
**DO NOT**
use illegal colors

# LOGO STANDARDS
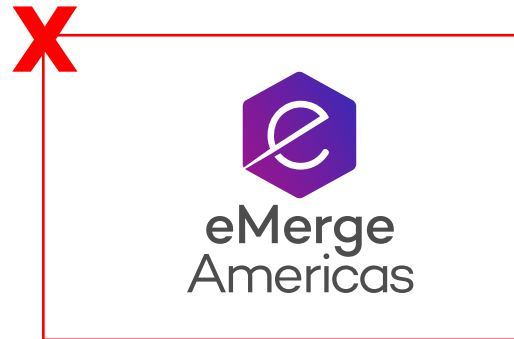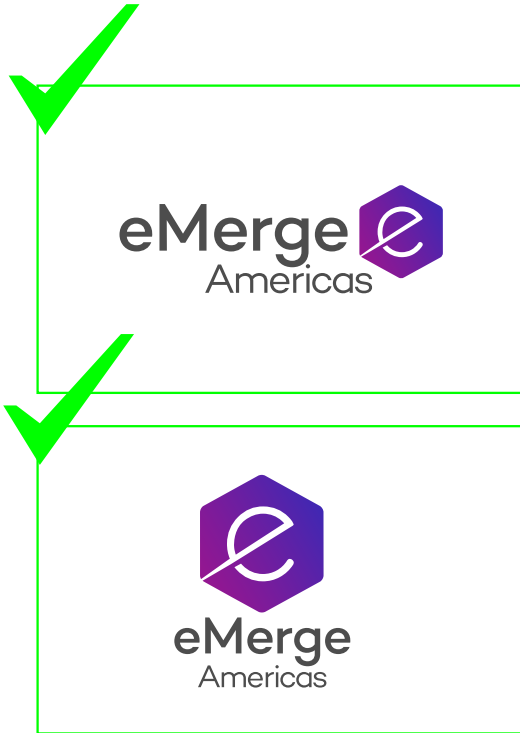


**DO NOT**
change type or icon
size proportions

**DO NOT**
add unnecessary drop shadows,
bevels, or other effects
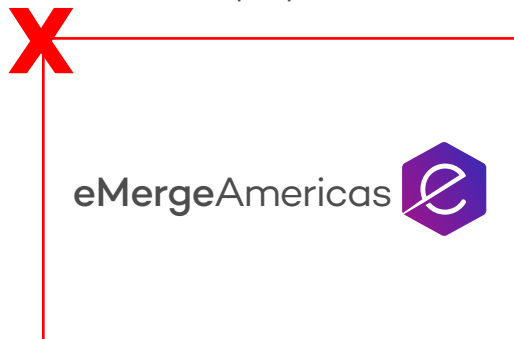
**DO NOT**
arrange type on one line

**DO NOT**
create variations of the logo by
rearranging its components

**DO NOT**
outline type or icon
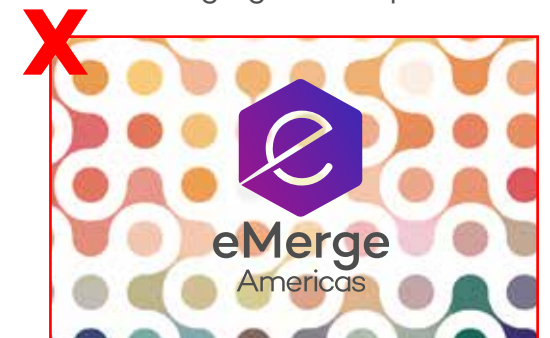
**DO NOT**
apply a pattern behind the mark
or use the mark against
busy backgrounds

# eMerge Americas Logo RBG/PMS/CYMK

**eMerge Americas, LLC | 2/12/19**
**(305) 407-8568**

The eMerge Americas name and logomark are the property of eMerge Americas, LLC. The eMerge Americas logomark may not be used without permission. The logo matrix explains the components of the logo library for this property.

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**Logo Lock Up Restrictions**
Size reqirement for small logo

ICON:
no smaller
then .375

TYPEFACE:
no smaller —  Americas
then 12pt

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**Background Color Restrictions**
Color Backgrounds NOT ALLOWED

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**EXCLUSIVELY FOR DIGITAL CONTENT PLATFORMS, & PRODUCTS.**

For all questions concerning the use of the eMerge Americas logomark, please contact:

**Ashley Abdullah**
**Director of Marketing**
**Office (305) 407-8568**
2333 Ponce de Leon Blvd. Suite 900
Coral Gables, FL 33134
marketing@emergeamericas.com

## Logo Lock-up Variations

### _Pos

**Horizontal ▾**
Large Application

**Vertical ▾**
Stacked

Small Application

**Icon ▾**

### _Rev

**Horizontal ▾**
Large Application

**Vertical ▾**
Stacked

Small Application

**Icon ▾**

## Flat 1 Color Spot

**Pantone ▾**

**1 Color B/W ▾**

| | Azul of the Americas | eMerge Purple | Miami So(u)l Magenta | Hit the [Road] Show Gray | White | Black |
|---|---|---|---|---|---|---|
| 4C Process | C 89 M 87 Y 0 K 0 | C 50 M 100 Y 0 K 0 | C 13 M 100 Y 26 K 0 | C 0 M 0 Y 0 K 70 | C 0 M 0 Y 0 K 0 | C 100 M 100 Y 100 K 100 |
| RGB Screen | R 51 /G 42 /B 184 | R 149  G 22  B 144 | R 214  G 0  B 109 | R 7 G 7 B 7 | R 255 G 255 B 255 | R 0 G 0 B 0 |
| # HEX | 332AB8 | 951690 | D6006D | 4D4D4D | FFFFFF | 000000 |
| Pantone | PANTONE 2746 | PANTONE 2415 | PANTONE 226 | | | |

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.

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

# 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.

**CAMPTON BOLD**
Used in headers
Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPTON LIGHT
Used for subheaders
and body copy
Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**CAMPTON MEDIUM**
eMerge logotype for "eMerge"
Used for subheaders
and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPTON BOOK
eMerge logotye for "America"
Used for subheaders
and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avant Garde Gothic Pro Medium
Secondary font should be
used for an alternative for
subheaders and body copy
Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avant Garde Gothic Pro Book
Secondary font should be
used for an alternative for
subheaders and body copy
Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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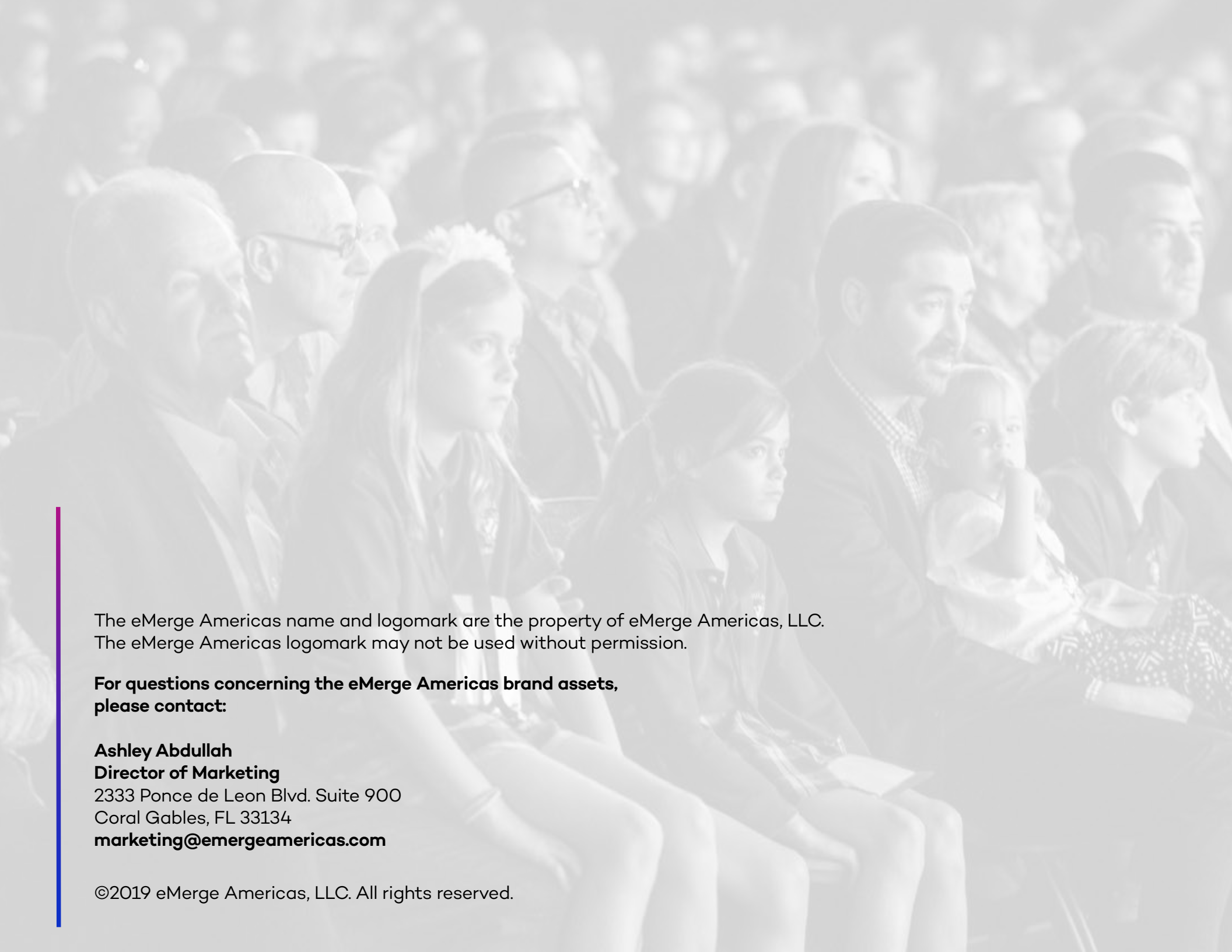
The name should be written as eMERGE AMERICAS only when using uppercase.

✓

## eMerge Americas
## eMERGE AMERICAS

✗

EMERGE AMERICAS

EMERGE Americas

emerge Americas

emerge americas

eMerge AMERICAS

emerge AMERICAS

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

**Ashley Abdullah**
**Director of Marketing**
2333 Ponce de Leon Blvd. Suite 900
Coral Gables, FL 33134
**marketing@emergeamericas.com**