

BRAND  
GUIDELINES  
VO.7



#WE  
MAKE  
EVENTS

NEW IN  
V0.7

All	Fixed typos
32-33	RGB and PMS colour values
28-30	Motion graphics guideline
43	Web application example



# BRAND STORY

# BRAND CONTEXT

We love events.  
We make events.

Our brand supports all sectors of the entertainment industry, who have been severely impacted by COVID-19 pandemic, to survive to thrive in a new beginning.

So that once we operate without restrictions, have large scale events again, we will still have the people, expertise and passion to make events.

Our campaign started in London, well versed in putting on global spectacles, but as events transcend borders, our ambition is global.

# BRAND PURPOSE

TO RAISE AWARENESS, TO EDUCATE.

We bring together all sectors of the entertainments industry to stand as one, to raise awareness on the unique challenges that hits the events industry harder than any other. To educate those with influence, in what we do and our industry's importance.

## INFLUENCE POLICY

We aim to influence government policy, so that all sectors of the entertainment industry get support to overcome the COVID-19 crisis.

## RAISE DONATIONS

We want to help raise donations in support for those most in need in our sector, so that they don't have to leave the industry, but will be ready for a new beginning.



# BRAND MATRIX

# LOUD

Like our events, our brand is loud and bold. Strong surfaces of colour and a distinctive brand typeface help us get noticed, like we did when we’re running events.

Visual Identity  
Loud

Tone of Voice  
Assured

Action  
Awareness Initiatives

# REAL

Our initiative is authentic and honest. Credible imagery and factual statements punctuate our branding, helping people to connect personally to our campaign.

Visual Identity  
Real

Tone of Voice  
Credible

Action  
Government Pressure

# DIVERSE

Events are a global passion that transcends borders, ages, genders and beliefs. Reflective of this, our brand has a broad, non-gendered range of colours and imagery.

Visual Identity  
Diverse

Tone of Voice  
Local

Action  
Global Outreach



# BRAND IDENTITY SYSTEM

1. Design System
2. Logo
3. Typography
4. Colour Scheme
5. Photography
6. Applications



## SQUARES

Our design system is based on a simple square shape. This square becomes the container for our brand and messages, and a window for our imagery.

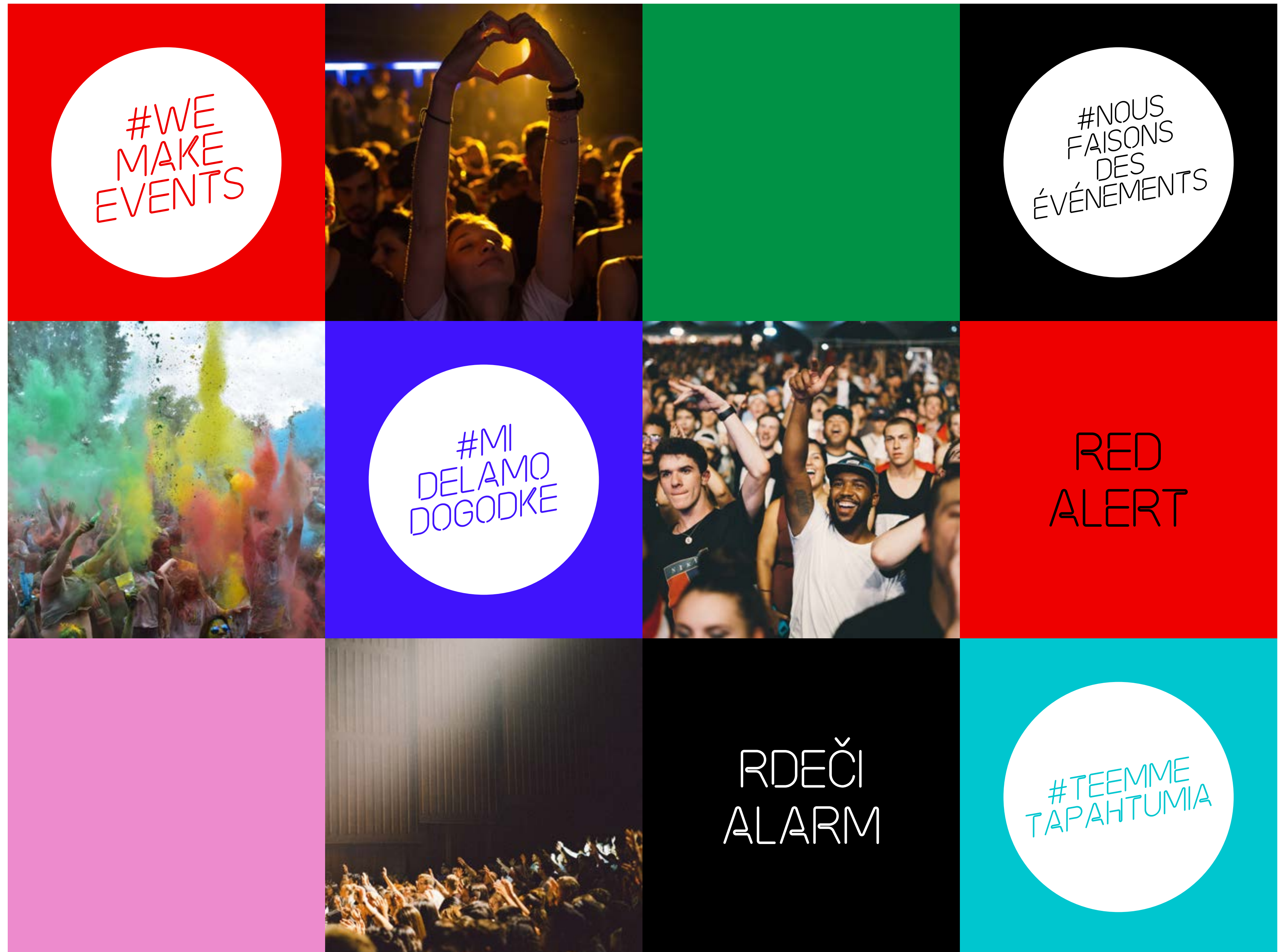
It allows a broad range of global partners to create distinctive, consistent executions with ease.

The square system allows for endless variation, and is endemic in social media and digital touchpoints.

### IMPORTANT

This guideline features royalty-free imagery from Unsplash. Please observe usage conditions in

<https://unsplash.com/license>





SQUARE TYPES

Our square device can be used in four different ways, all which sit beautifully together, allowing for a wide range of brand expressions across touchpoints.

LOGO SQUARE

Our logo is can be placed on a single colour square, always in 80% width and height.

TYPE SQUARE

Key messages can be placed within a square device, creating strong social media assets.

PHOTO SQUARE

Squares can also contain photography, to connect with people.

COLOUR SQUARE

Single colour squares can be used in the brand colours to punctuate the visual identity.



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# BRAND IDENTITY SYSTEM

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## LOGOMARK

We Make Events wordmark is a circular stamp with reversed text set out in the brand display typeface. The mark allows for localisation for different languages.



#WE  
MAKE  
EVENTS

## LOGOMARK CONSTRUCTION

The logomark is built from a circle and type. The type is reversed out, centered at 100% leading for most languages, and slanted 10%.

A diagram showing the construction of the logomark. It consists of a large white circle centered on a light gray background. Inside the circle, the text "#WE MAKE EVENTS" is written in a light gray, hand-drawn, sans-serif font. The text is slanted to the right and is reversed out of the circle, meaning the letters are cut out of the white circle, leaving them as negative space. The text is arranged in three lines: "#WE" on the top line, "MAKE" on the middle line, and "EVENTS" on the bottom line.

#WE  
MAKE  
EVENTS

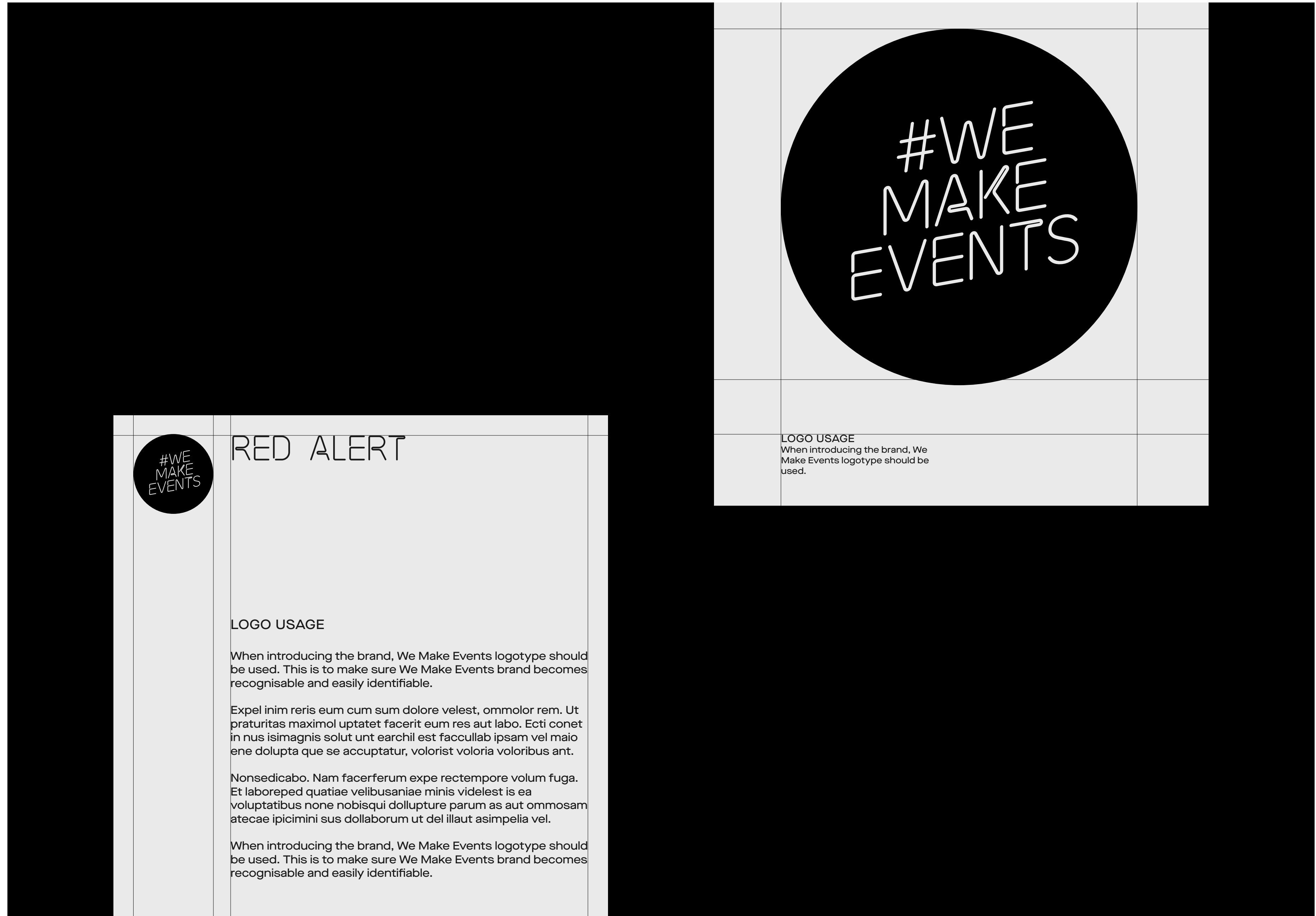
LOGOMARK  
EXCLUSION ZONE

The mandatory clear space of the mark is equal 1/6th of the width and height of tthe logo.



## LOGO USAGE

When introducing the brand, We Make Events logotype should be used. This is to make sure the We Make Events brand becomes recognisable and easily identifiable.



LOGO  
MINIMUM SIZE

The minimum size should be observed across both digital and print applications.

Digital: 100px



Print: 20mm



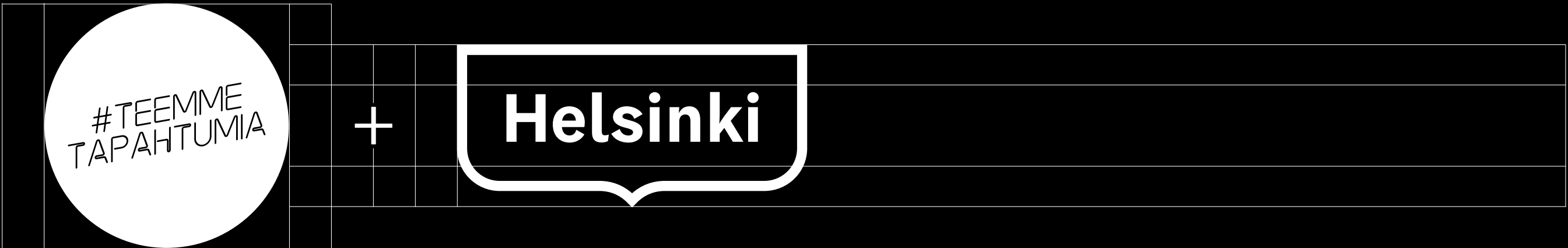


LOGO  
PARTNERSHIPS

When placing the We Make Events logo alongside other brands it's important to maintain the logo's clear space described on page 13.

The same dimensions are used around the partners' logos to maintain balance between the two.

The partner logos are set in 2/6 or 3/6 of the logomark height, depending on partner logo shape.



LOGO  
PLACEMENTS:  
CENTRED - PRIMARY

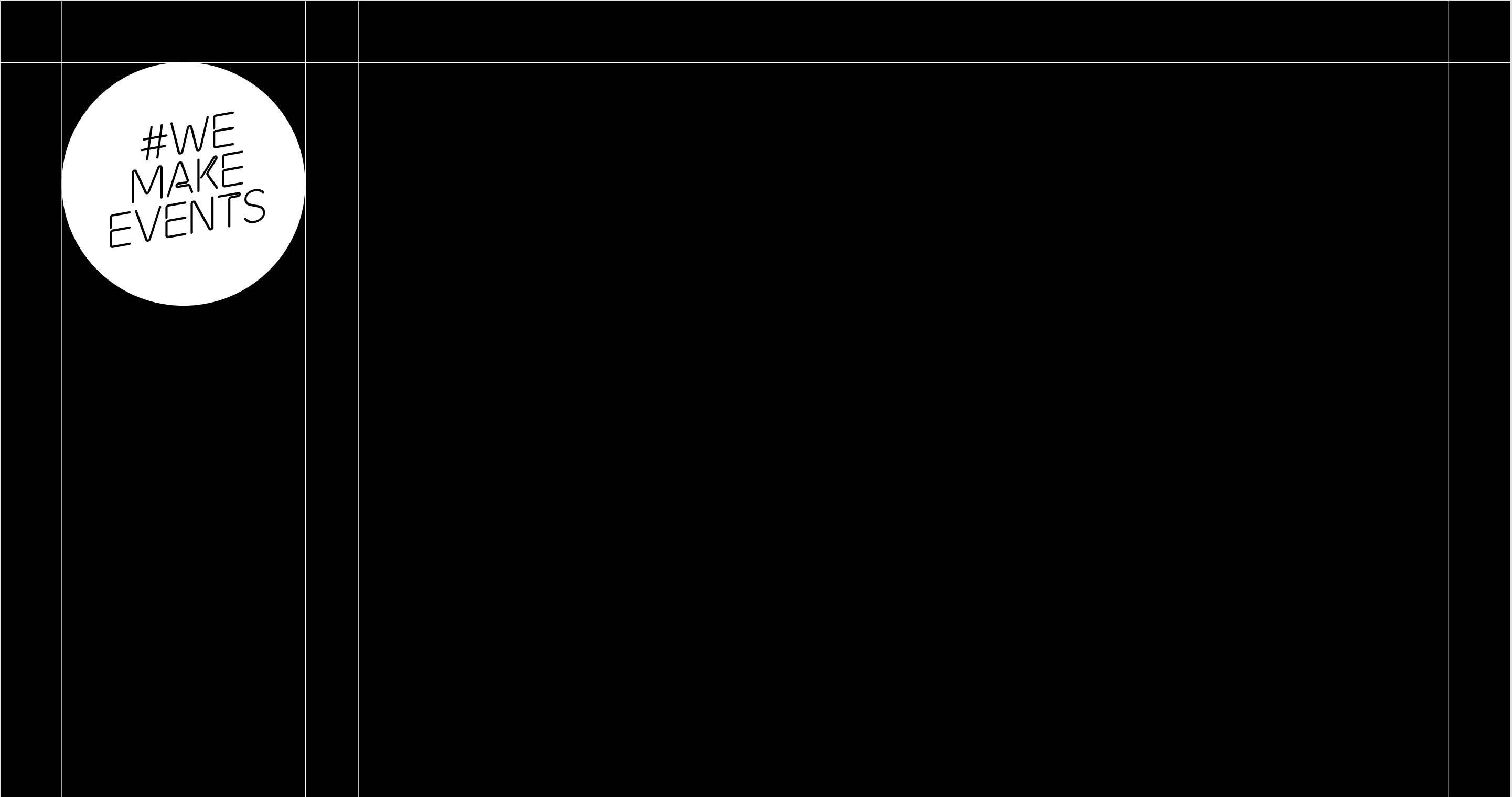
The primary placement of the We Make Events logomark is centered.

The size of the logo should always be maximal, while observing the mandatory exclusion zone of 1/6 of the logo height and width.



LOGO  
PLACEMENTS:  
LEFT-TOP-ALIGNED - SECONDARY

We Make Events logos should be placed consistently according to the grid system of each application. The logo’s secondary placement is top left corner of the layout, observing the mandatory exclusion zone.



## LOGO LOCALISATION

Each country participating in the campaign can have their own, localised logomark.

As the logomark is optically balanced it must not be recreated, rather all localised marks are supplied globally from [info@proxy.vc](mailto:info@proxy.vc).





# BRAND IDENTITY SYSTEM

1. Design System
2. Logo
- 3. Typography**
4. Colour Scheme
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DISPLAY TYPEFACE

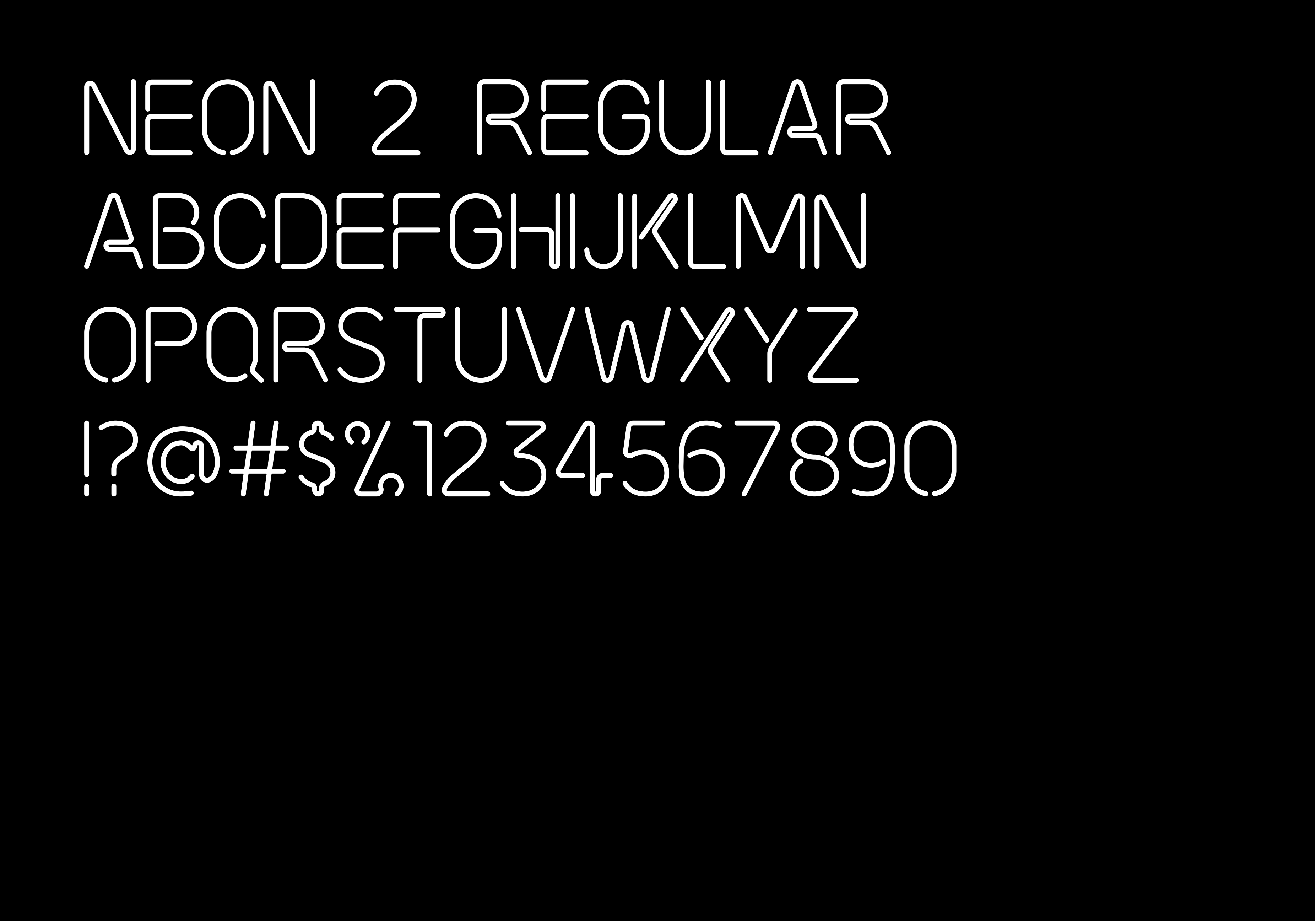
Grilli Type foundry’s GT Walsheim Pro Bold has been selected as the primary brand typeface for We Make Events marketing.

Inspired by the lettering of Swiss poster designer legend Otto Baumberger from the 1930s, GT Walsheim is a friendly but precise typeface.

Its shape combines warmth with modern feel, hinting of advanced technology. As the primary font, GT Walsheim Pro Bold should be used for all communication headlines, services and product.

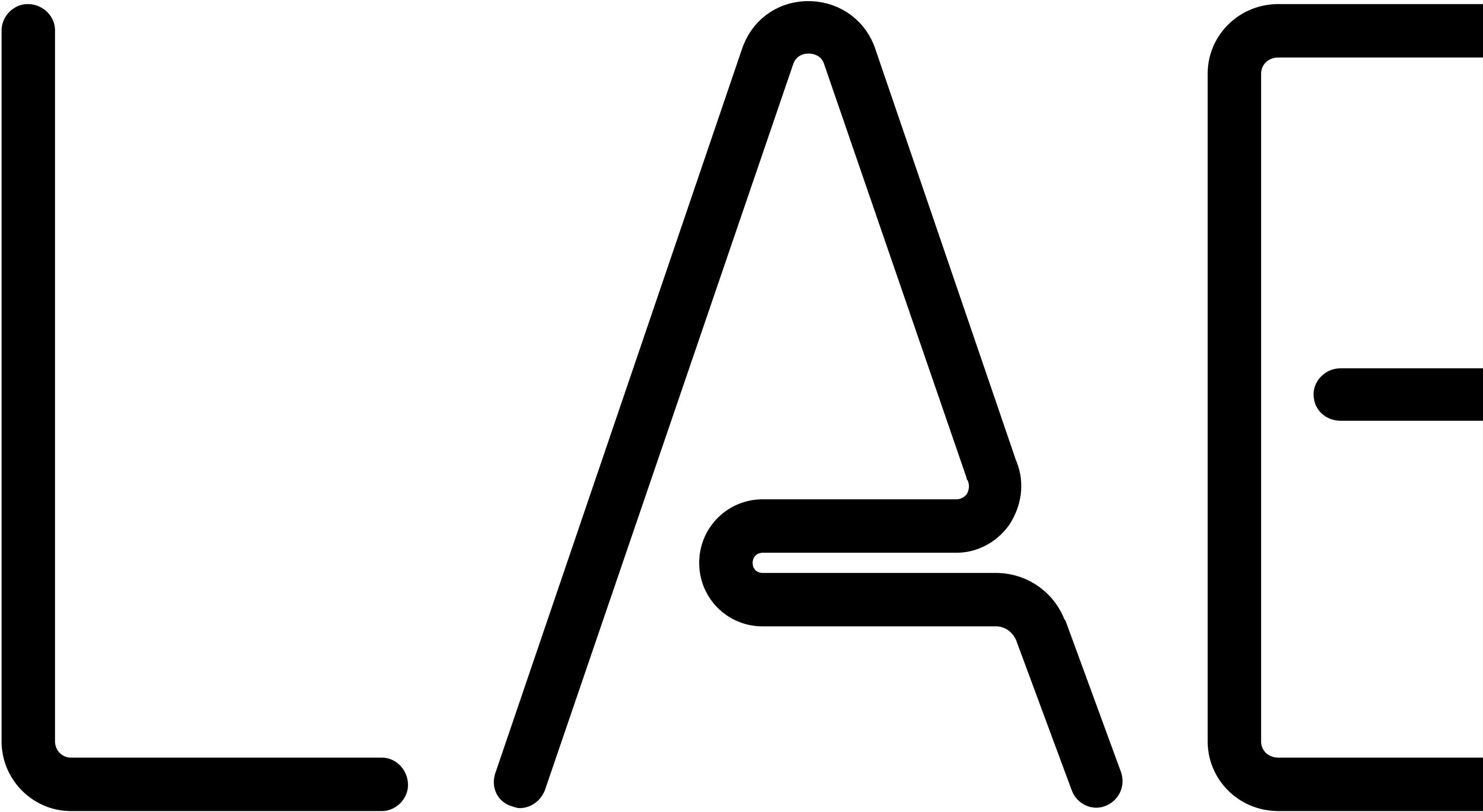
**IMPORTANT**  
License for typeface is required. Please get license from

<https://creativemarket.com/Medialoot/842677-Neon-Tubes-Neon-Light-Font>



DISPLAY  
TYPEFACE DETAIL

The details of GT Walsheim Pro Bold make it a friendly yet professional typographic option.



## DISPLAY TYPEFACE USAGE

All communication headlines should be set in GT Walsheim Pro Bold for optimal legibility and consistency. These headlines can be complemented with the sub header set in GT Walsheim Pro Regular.

JOIN US  
IN LONDON  
TODAY



HEADLINE AND BODY  
TYPEFACE

Maison Neue Extended Medium by Milieu Grotesque is selected as the body typeface for consistency and superb legibility. As the body font, it should be used for all longer passages of text and functional elements.

IMPORTANT  
License for typeface is required. Please  
get license from  
  
[https://www.milieugrotesque.com/  
specimen/maison-neue/](https://www.milieugrotesque.com/specimen/maison-neue/)

Maison Neue Extended  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@#\$%^\*1234567890

## BODY USAGE

We Make Events body copy is set in Maison Neue Grotesk Medium, sentence case. All caps should be used for section headlines and emphasis.

### BOLD

Like our events, our brand is loud and bold. Strong surfaces of colour and a distinctive brand typeface help us get noticed, like we did when we running events.

### REAL

Our initiative is authentic and honest. Credible imagery and factual statements punctuate our branding, helping people to connect personally to our initiative.

### DIVERSE

Events are a global passion that transcends borders, ages, genders and beliefs. Reflective of this, our brand has a broad, non-gendered range of colours and imagery.

TYPOGRAPHIC  
HIERARCHY

The relationship of the type styles is crucial for information delivery and a sense of ease in the We Make Events offering. This page acts as a reference for the relationship between headline, sub-headline and body copy typography.

Sub-headlines are typeset at 50% size of the headline while body copy is typeset at 30% size. Avoid using more than 3 font sizes within a single application.

Leading A should be used for languages without accents or umlauts.

Leading B should be used for languages with accents or umlauts.

Neon Tubes 2  
Regular  
Leading A: type\*1  
Leading B: type\*1.1

Maison Neue  
Extended  
Medium  
Leading: type\*1.2

Maison Neue  
Extended  
Medium  
All caps possible  
for one-word titles  
Leading A: type\*1.2  
Leading B: type\*1.3

EVENTS MATTER

A universal longing for belonging unites people of all ages and experiences. This joy underpins our own work on creating new initiatives quickly. It manifests itself in a bold, real, diverse visual identity.

**BOLD**  
Like our events, our brand is loud and bold. Strong surfaces of colour and a distinctive brand typeface help us get noticed, like we did when we running events.

**REAL**  
Our initiative is authentic and honest. Credible imagery and factual statements punctuate our branding, helping people to connect personally to our initiative.

**DIVERSE**  
Events are a global passion that trancends borders, ages, genders and beliefs. Reflective of this, our brand has a broad, non-gendered range of colours and imagery.

BROADCAST TYPOGRAPHY  
LOGO FRAME

The primary placement of the We Make Events logomark is center middle.

The size, position and colour of the logo should always be consistent with the guideline.



↑ LOGO FRAME 1080P

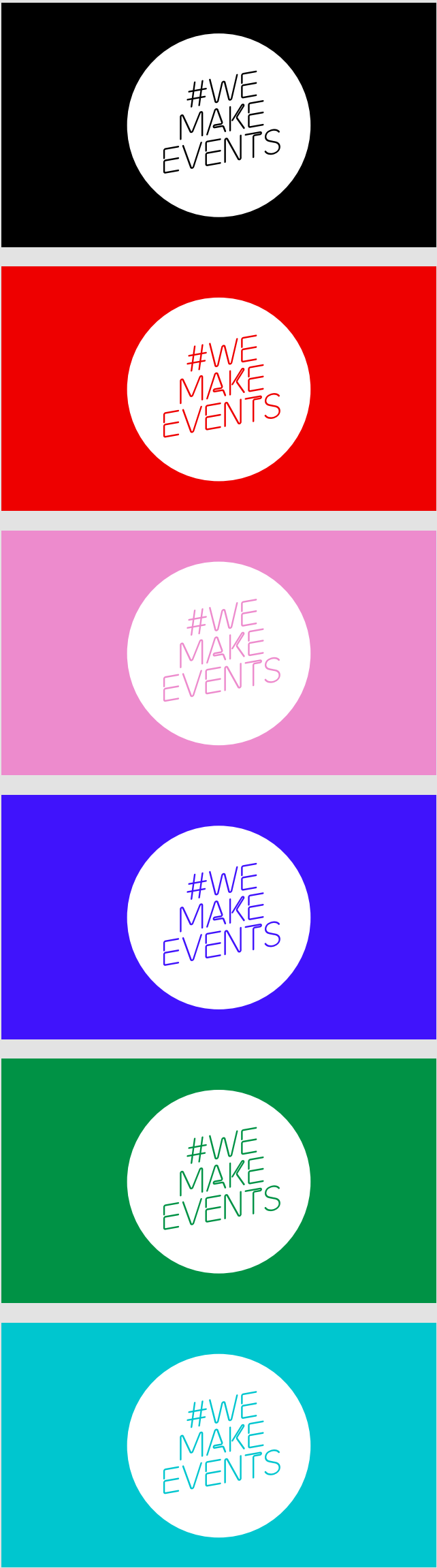
- Logo 810x810
- Top/Bottom Margin 135
- Centered in frame

↑ LOGO FRAME 4K

- Logo 1620x1620
- Top/Bottom Margin 270
- Centered in frame

→ LOGO FRAME COLOUR

- Allowed combinations shown
- Logo on white
- Brand colour backgrounds



BROADCAST TYPOGRAPHY  
INTRO FRAME

Text frames are constructed proportionally to ensure consistency across formats. Observe the multiples of the screen height.



↑ INTRO FRAME 1080P

- Logo 180x180
- Bottom Middle Aligned
- Bottom Margin 60
- Type set in Neon 2 Regular
- Type set in 120pt / 1.1 leading
- Type vertically centred in space between logo and frame top

↑ INTRO FRAME 4K

- Logo 360x360
- Bottom Middle Aligned
- Bottom Margin 120
- Type set in Neon 2 Regular
- Type set in 240pt / 1.1 leading
- Type vertically centred in space between logo and frame top

→ LOGO FRAME COLOUR

- Allowed combinations shown
- Logo on white
- Brand colour backgrounds



BROADCAST TYPOGRAPHY  
TEXT FRAME

Text frames are constructed proportionally to ensure consistency across formats. Observe the multiples of the screen height.



↑ TEXT + LOGO FRAME 1080P

- Logo 180x180
- Bottom Middle Aligned
- Bottom Margin 60
- Type set in Maison Neue Extended Medium
- Type set in 48pt / 1.2 leading
- Type vertically centred in space between logo and frame top

↑ TEXT + LOGO FRAME 4K

- Logo 360x360
- Bottom Middle Aligned
- Bottom Margin 120
- Type set in Maison Neue Extended Medium
- Type set in 96pt / 1.2 leading
- Type vertically centred in space between logo and frame top



# BRAND IDENTITY SYSTEM

1. Design System
2. Logo
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6. Applications

PRIMARY  
COLOUR SCHEME

We Make Events has a range of five primary colours, used in different campaigning phases. These colours were chosen to emphasize inclusivity and diversity, allowing for a broad range of executions.

The We Make Events colour palette lies on the warmer side of the colour spectrum to emphasize the brand’s friendliness and approachability.

Never set type in colour.

PINK #ED8BCD	PURPLE #4013FC	RED #EE0000	GREEN #009245	TEAL #00C6CF
R237 G139 B209	R64 G19 B252	R238 G0 B0	R0 G146 B69	R0 G198 B207
				
Pantone 237C	Pantone 2369C	Pantone 2347C	Pantone 347C	Pantone 3115C



SECONDARY  
COLOUR SCHEME

We Make Events secondary colour palette has been created for type and neutral surfaces, where required. Neutral black, grey and white make type legible and trustworthy.

Always set type in neutrals.

BLACK #000000 R0 G0 B0	GREY #808080 R128 G128 B128	WHITE #FFFFFF R255 G255 B255
		
Pantone Black 6C	Pantone 4278C	Pantone None

## COLOUR USAGE

The We Make Events Mark should always be used in white, showing through the colour of the background.

Type is always set in white or black, for optimal legibility.



## TYPOGRAPHY ON COLOUR BACKGROUNDS

The majority of We Make Events messaging will be placed on colour backgrounds.

When that's the case, the following colour values should be preserved:

- Black type should be used on light backgrounds
- White type should be used on darker backgrounds

Always choose the combination with best legibility for accessibility.

BLACK  
ON LIGHT

Colour is inherent to  
all events, from  
concerts to football,  
raves to galas.

WHITE  
ON DARK

Colour is inherent to  
all events, from  
concerts to football,  
raves to galas.



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# The emotion of events

We Make Events photography will feature royalty-free imagery of events, reminding us of what we are missing, and why we are taking action.

We are looking for emotions and expressions to represent the authenticity of the brand.

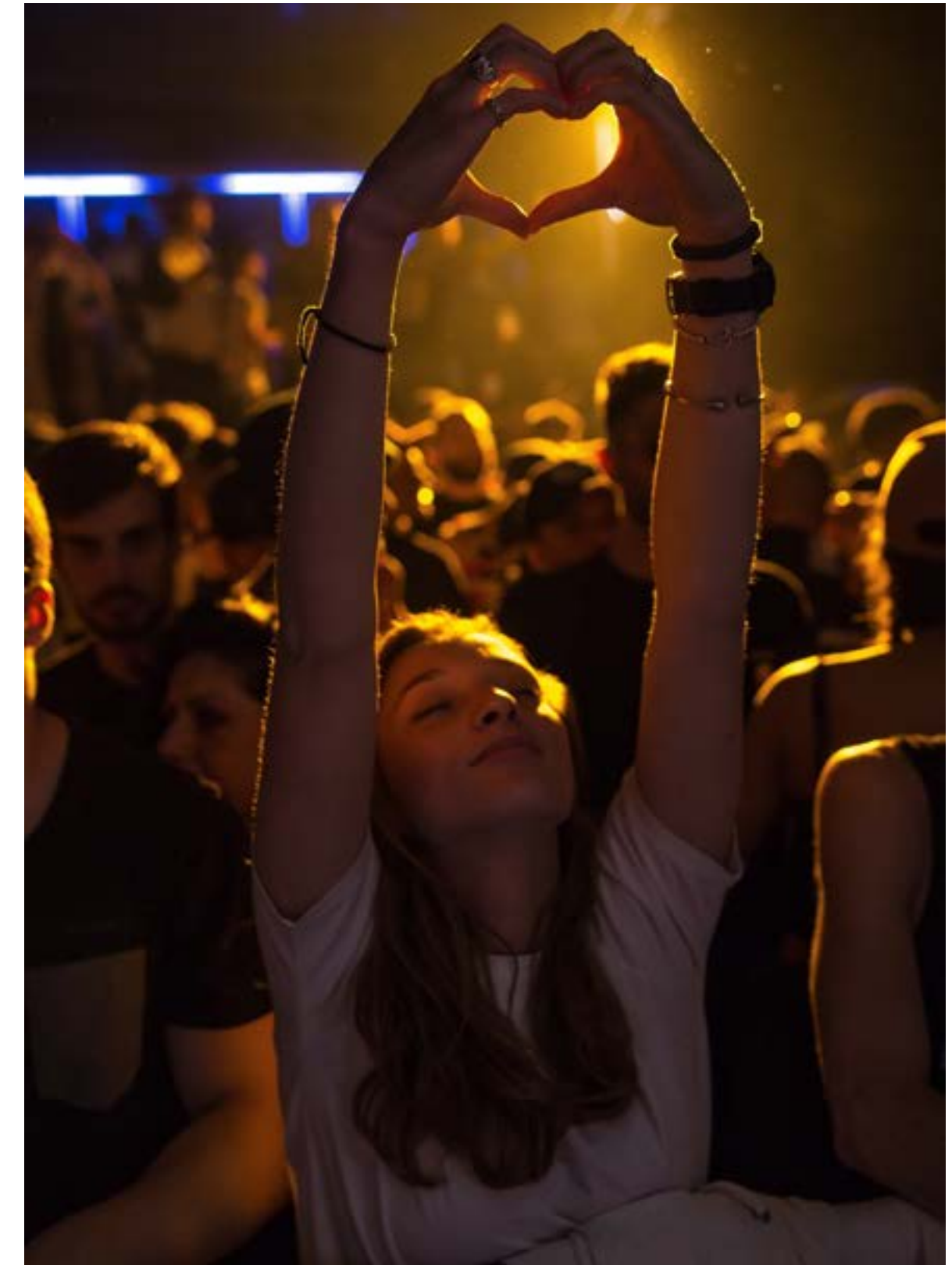


## PHOTOGRAPHY STYLE

We Make Events celebrates events, and people gathering together. The impact of events is captured in two ways – emotions and masses.

The campaign represents entertainment, live events, conferences, sporting trade bodies and businesses, the photography should feature a wide range of events.

We Make Events is diverse in age, sex and origin. We want to celebrate this through imagery. Our photography style is authentic, full of confidence, honesty and optimism.



**IMPORTANT**  
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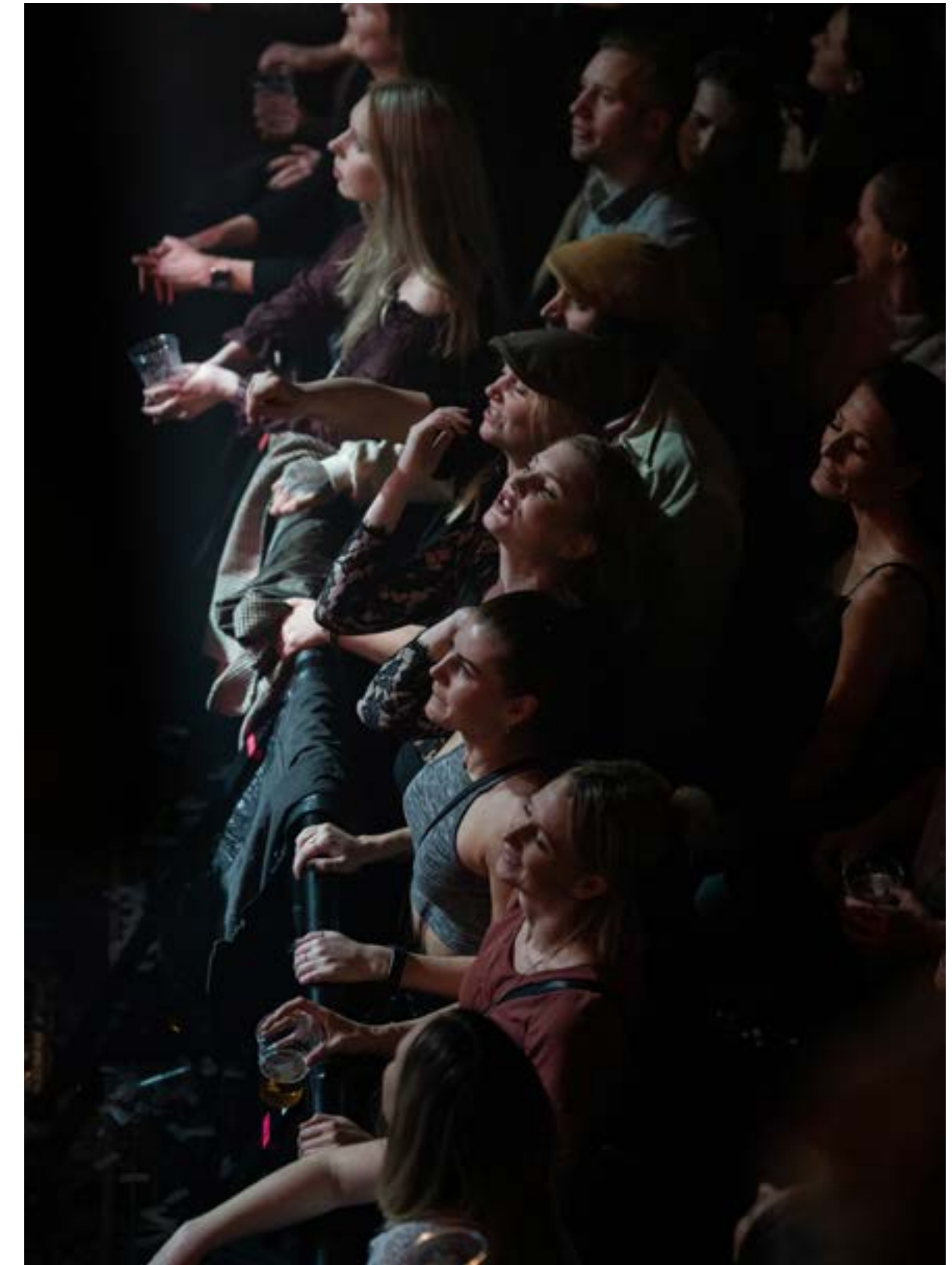
<https://unsplash.com/license>



## PHOTOGRAPHY STYLE – EMOTIONS

Events bring out emotions.

Excitement, joy, happiness, solidarity,  
the whole spectrum of humanity. Our  
photography should remind people of  
these magical, emotional moments.



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<https://unsplash.com/license>

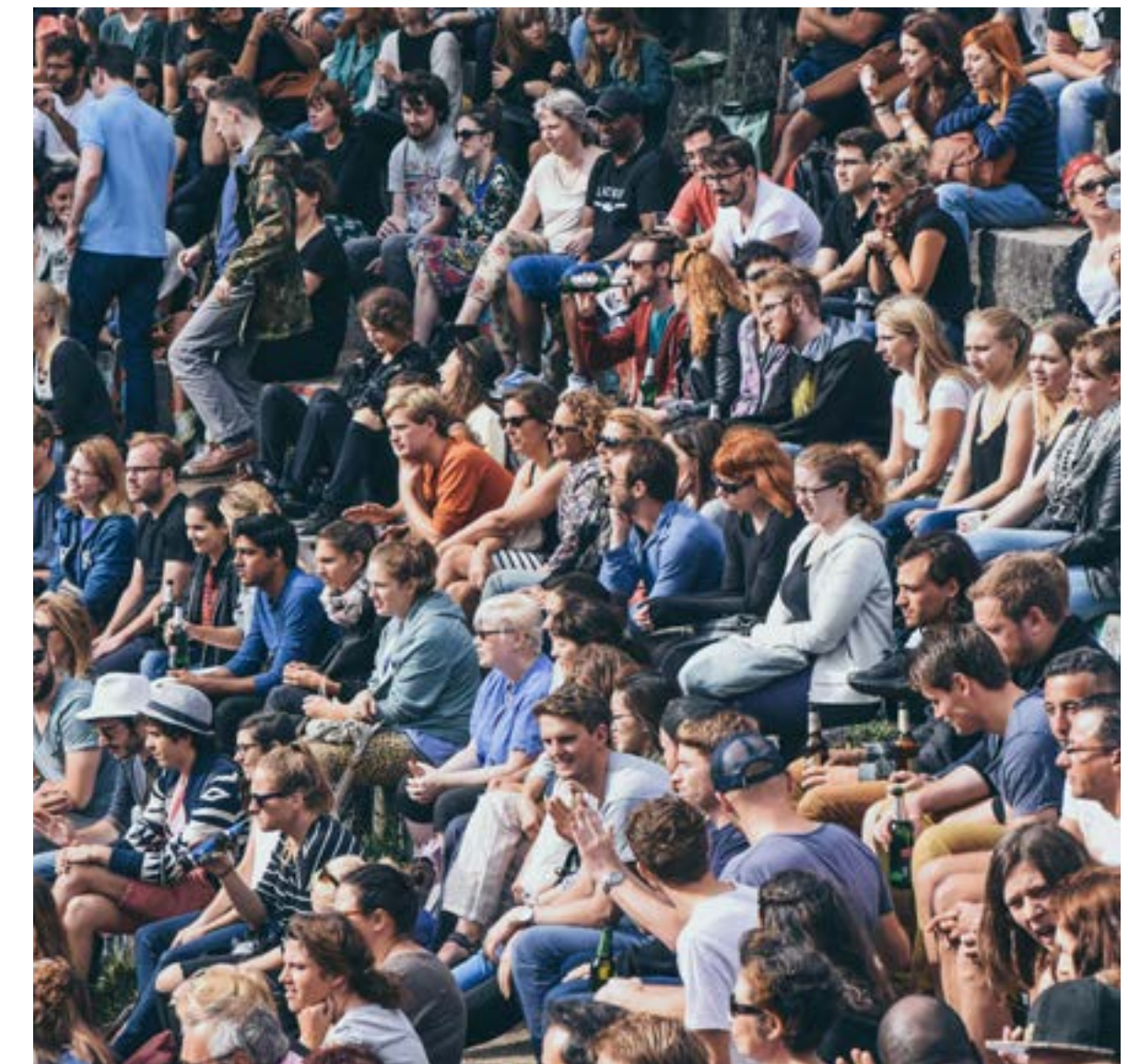


## PHOTOGRAPHY STYLE – MASSES

We all want to belong.

The sensation of being part of something larger, a shared experience with hundreds, or thousands, is what events are about.

Our photography reminds us of the forgotten sensation of belonging, by showing crowds united in their attention.



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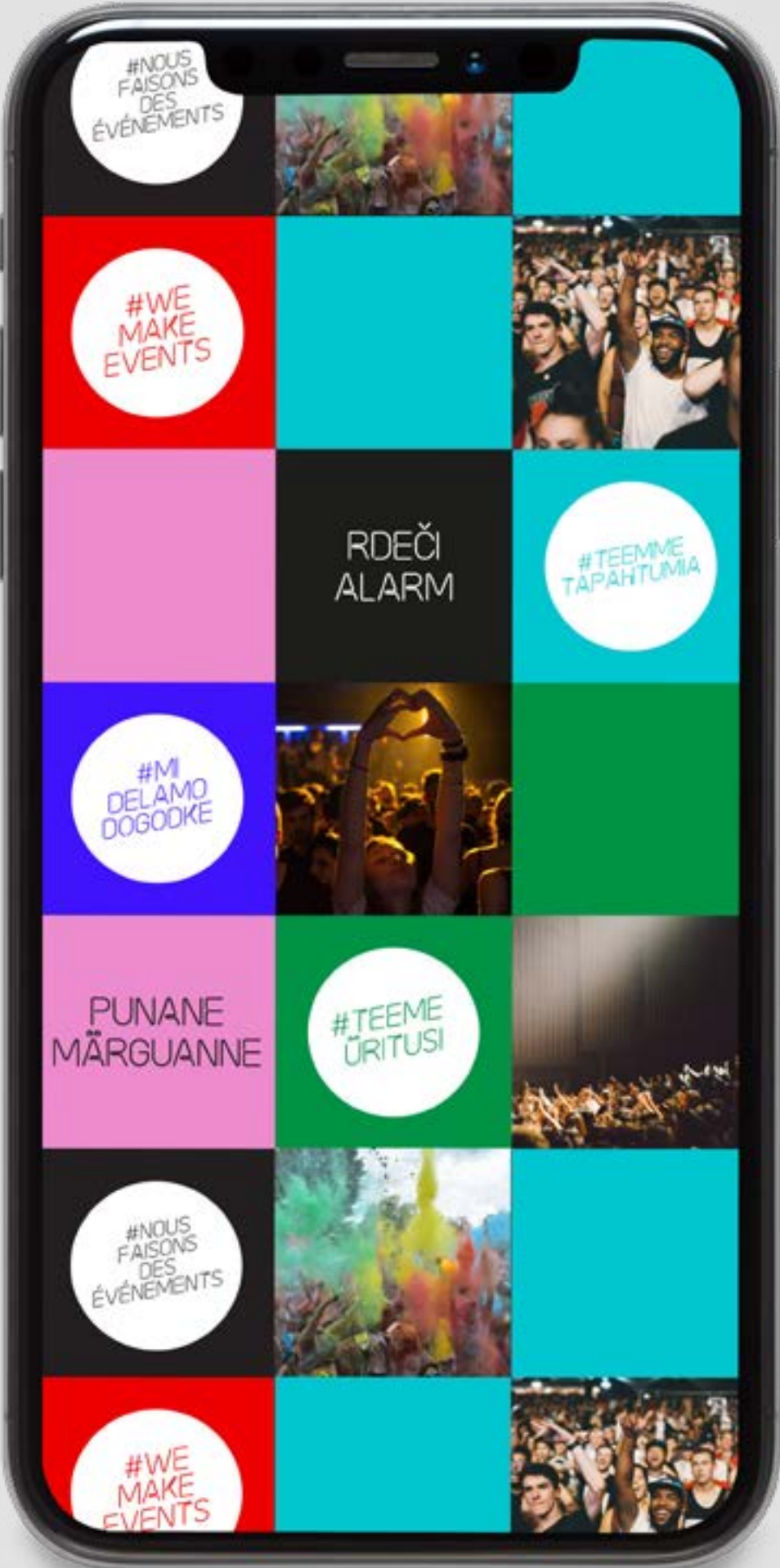




# BRAND IDENTITY SYSTEM

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MOBILE





WEB

#WE  
MAKE  
EVENTS

RED  
ALERT

SUPPORT  
WITH  
MERCH

WE LOVE EVENTS.  
WE MAKE EVENTS.

Our brand supports all sectors of the  
entertainment industry, who have  
been severely impacted by COVID-19  
pandemic, to survive to thrive in a new  
beginning.

ABOUT US

UK

→ Overview

→ Write to your MP

→ Help raise funding

→ Events

GLOBAL

NEWS

TOOLKIT

MERCH



## TOTE





## HAND SANITIZER



## WATER BOTTLE

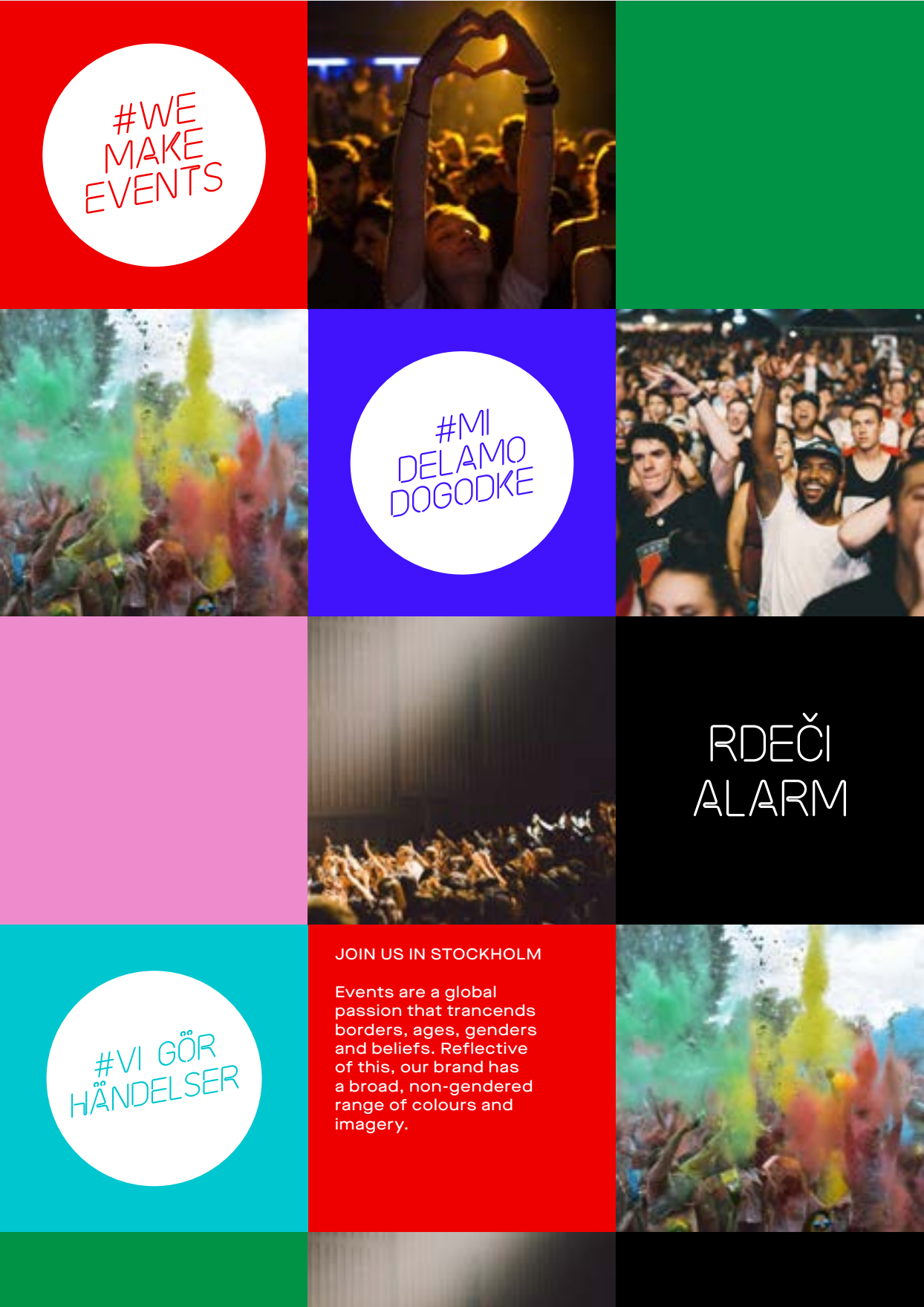


## RAINCOAT





POSTERS





## POSTERS







# Contact Details

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PR•XY  
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