



Competition Brief & Brand Guidelines

Design Brief

EskoWorld is a 2.5 day conference where Esko customers and prospects learn about Esko solutions, learn about the latest trends in the industry, network with fellow industry professionals and have fun!

EVENT NAME

The name of the event is "EskoWorld" and presented in the following way:

- EskoWorld is one word
- Capital E and Capital W
- Only in the logo, is eskoworld all lowercase
- Each individual year can be identified with the 4-digit year (e.g. 2019) after EskoWorld, e.g. *EskoWorld 2019* or *EskoWorld 2020*

USAGE

The EskoWorld logo will be used on all marketing materials including but not limited to:

- Website
- Registration
- Mobile app
- Advertisements
- Posters/signage
- Social media
- Swag
- PowerPoints

LOGO REQUIREMENTS

The design should highlight the following:

- EskoWorld 2021
- Packaging Connected
- 30 years/30th anniversary

INSPIRATION

The logo should inspire excitement around the event and help drive registrations.

Words of inspiration:

- Edgy
- Cool
- Exciting
- Modern
- Fun
- Interesting

EskoWorld Brand Guidelines



NEGATIVE



POSITIVE



STACKED



EskoWorld Colors

A complete color system with corporate colors has been defined for the EskoWorld event and brand. As color is an essential part of our visual identity, it is crucial that the approved color palette and color usage guidelines are strictly followed.

The EskoWorld colors are graphite grey, lime green, orange. These colors should be prominent in all EskoWorld communication, regardless of media.

LIME



CMYK 22 / 0 / 97 / 10

RGB 187 / 190 / 25

HEX #BBBE19

LAB 75 / -14 / 71

Pantone Coated 583 C

Pantone Uncoated 583 U

ORANGE



CMYK 0 / 52 / 92 / 0

RGB 247 / 145 / 49

HEX #F79131

LAB 70 / 34 / 64

Pantone Coated 1575 C

Pantone Uncoated 1575 U

GRAPHITE



CMYK 24 / 4 / 0 / 82

RGB 68 / 75 / 83

HEX #444B53

LAB 32 / -2 / -6

Pantone Coated 7546 C

Pantone Uncoated 7546 U

Typography

Open Sans is the approved type face for use in Esko materials. Type must always appear clear and legible. Use scale and font weight to create type hierarchy that presents information in a compelling way, and to tailor copy to your audience.

STANDARD - Open Sans

AaBbCcDdEe
0123456789
@!&*%()ç€\$^

Light

AaBbCcDdEe
0123456789
@!&*%()ç€\$^

Regular

AaBbCcDdEe
0123456789
@!&*%()ç€\$^

Semibold

AaBbCcDdEe
0123456789
@!&*%()ç€\$^

Bold



For questions, please contact us at eskoworld@esko.com.

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