events DC®

★ ★ ★

BRAND STYLE GUIDE

TABLE OF CONTENTS

ENGAGE EXCITE ENTERTAIN ™

Washington, DC is a world-class destination for planners, producers, visitors, and residents. We know the value and unmatched experience that hosting to an event in DC can deliver.

Events DC® must be presented to the public with a definitive level of detail and distinction that lives up to and enhances the reputation of our nation's capital city.

This style guide will be your introduction and guideline for creating and sharing a consistent and cohesive brand experience.

Events DC generates economic and community benefits for the residents and businesses of the District of Columbia by creating a premier event experience in the nation's capital, and through the promotion of Washington, DC as a world-class destination.

We achieve this mission by incorporating three principles into every aspect of our business:

★ **We value our people:** embracing diversity, maintaining high standards and holding ourselves accountable for what we sayand what we do.

★ **We run a world-class operation:** exceeding our customers' expectations, minimizing our impact on the planet, and upholding ethics in all activities.

★ **We keep the DC economy moving:** creating opportunities for economic development, engaging our stakeholders, and partnering with the community.

events
D★C

Strive for Five is an internal and external customer service program, that serves as a guide to us delivering world-class service and customer satisfaction.

STRIVE FOR 5
★★★★★

Our Guiding Principles:

★ **RESPECT**
Value the relationships of our customers and colleagues

★ **PROFESSIONALISM**
Hold ourselves to the highest standards of performance

★ **COMMUNICATION**
Encourage and foster productive interactive dialogue

★ **TEAMWORK**
Showcase shared knowledge, skills, and abilities to achieve customer satisfaction

★ **ACCOUNTABILITY**
Ownership and responsibility for our commitments

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We're capable of delivering world-class events for our clients. Our venues, people and partners ensure our client's vision becomes a reality.

We make doing business in our city seamless. Our people are under one roof working together to ensure high satisfaction for clients.

Events DC is the **one-stop-shop** for **world-class experiences** that inspire **unforgettable moments, engages the local community,** and **drives the DC economy.**

We don't want to just help deliver decent experiences for our client's guests, we want to inspire unforgettable moments that can't be matched in any other city.

We have the privilege of selling the authentic DC experience to clients and their guests- an experience that is both parts powerful and personal. This is our biggest differentiator.

We have established ourselves as an active member of the DC community, by proactively building and maintaining relationships to support and engage the local community.

The identity of our brand is conveyed not only through visual means, but also in the tone and vocie presented in all brand communications.

Events DC's brand language should succinctly convey our brand ideals and the characteristics of the city.

When making any decisions regarding Events DC communications, keep these six brand equities in mind. From design to messaging, these ideas should permeate all public-facing materials.

INNOVATIVE

We are an innovative and modern 21st century brand. We're ambitious, but easy to talk to and approachable. We inspire our clients, residents and visitors to be forward-thinking.

CREDIBLE

We are a credible brand that remains consistent across our three lines of business. Our distinct identity as the face of conventions, sports, entertainment and cultural events within our nation's capital keeps us authentic.

ENGAGING

We are an engaging, exciting and entertaining brand that creates connected experiences.

SMART

We are a smart brand driven by smart people. We've got that cool factor.

INCLUSIVE

We are an inclusive brand that is sensitive to the diversity of our clients, audiences and guests. We are also a one-stop-shop where everything is easily accessible.

THOUGHT-LEADER

We are industry thought-leaders driven by connectivity and innovation. We influence the conversation across each line of business.

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We engage with both B2B and B2C audiences across various industries including: conventions and meetings, sports and entertainment, and cultural and community stakeholders.

★ **MEETING PLANNERS**

★ **EXHIBITORS**

★ **ATTENDEES**

★ **EVENT PROMOTERS / PRODUCERS**

★ **PROSPECTIVE PARTNERS**

★ **MEDIA**

★ **DC COMMUNITY STAKEHOLDERS**

★ **GEN-Z / MILLENNIALS**

LOCATION
The city, its beauty and everything it encompasses, is the primary differentiator for Events DC.

VENUES
The venues and properties we offer are unique, innovative, and accessible offering more choices for planners and promoters.

PREMIER EXPERIENCES
We put on more than events, we create experiences for our residents and visitors alike.

QUALITY SERVICE
We deliver premium and reliable service to our clients.

PEOPLE
We are professional, experienced, and creative.

PARTNERS
We leverage our partnerships across the city to ensure that each client, resident and visitor enjoys premier experiences.

ECONOMIC DEVELOPMENT
We sustain and reposition our assets to create economic benefits for the city and it's future.

COMMUNITY
We create meaningful connections and opportunities that engage the local community

Our Logo

The Events DC logo has been created to align very closely with the Destination DC identity, so that we can jointly promote our common location, the city of Washington, DC, primarily above all other interests.

The logo consists of the connected DC letter forms, the star and the events wordmark set in the informal typographic treatment introduced in Destination DC's brandmark.

Our primary logo consists of white letter forms positioned inside a blue color field without the divisional tags. In our alternate primary logo, we have added a tab to represent each of our service divisions.

See the detailed color palette on page 19.

The logo files displayed on this and the following pages are provided to enable all members of the Events DC team to contribute to a coherent and consistent use of Events DC's most powerful visual symbol, its logo.

For trademark guidelines please refer to the Trademark & Registration section on page 29.

Primary

Alternate Primary

Primary Logo

The preferred logo shows only the Events DC mark.

This logo can be used when representing Events DC overall.

When using these, it is recommended to mention the divisions in near proximity.

Grayscale and black-and-white versions of the logo should be used only when necessary for limited-color print projects.

Primary

CMYK & 2-color Pantone version

Alternate colors

Grayscale & Black and White

Grayscale   BW Positive

BW Reverse

Alternate colors

Grayscale & Black and White

1c vertical

1c horitzontal

BW Reverse & Positive

Alternate Logo

The alternate logo is the 4-color build with division tags.

We also have a 5-color Pantone logo, built for special printing purposes. This logo can be used when 4-color process printing is unsuitable, such as screen printing, and also for aid in color matching other products to our brand colors.

Alternately, we have created grayscale, black-and-white positive and reverse versions of the logo. These should be used only when necessary for limited-color print projects.

Alternate

4-color CMYK & 5-color Pantone version

Alternate Primary

Grayscale

BW Positive

BW Reverse

Horizontal Logo

The preferred alternate logo is the stacked version, but there may be instances when the alternate logo is desired but will not work within the allotted space. In those instances, we use the horizontal large and horizontal small version.

Alternately, we have created gray-scale and black-and-white, positive and reverse versions of the logo. These should be used only when necessary for limited-color print projects.

Alternate Horizontal Logo
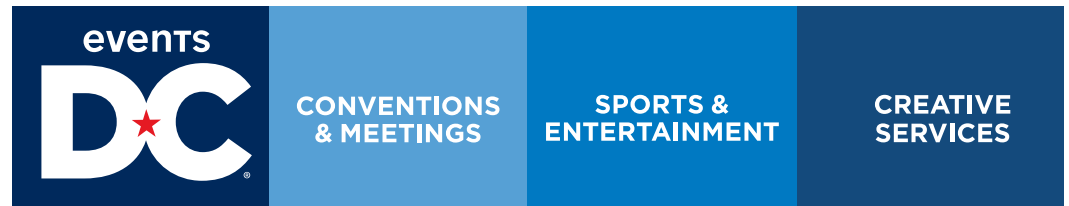
Horizontal Large

Minimum size 3.5 in or 250 pt. wide

Alternative colors
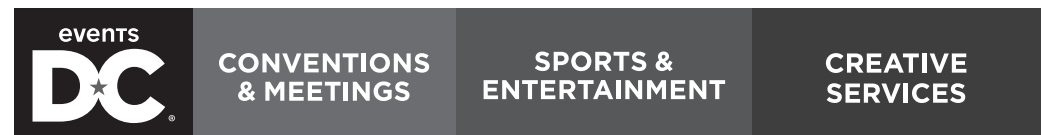
Grayscale

BW Positive

BW Reverse

LOGO VERSIONS

Divisional Logos

Individual divisional logos should be used when specifically talking about one of Events DC's divisions.

The logos for Conventions and Meetings, Sports and Entertainment, and Creative Services, will be used on business cards, tradeshow materials, and printed sales sheets per division.

Divisional Logos

Alternative colors

Grayscale

BW Positive

BW Reverse

MINIMUM SIZE & CLEARSPACE

Minimum Size

The primary logo minimum size should be no smaller than a width of 1 inch in print (or 72 pixels on screen). This maintains the legibility of the division text.

The alternate primary logo can be utilized at a widge of .75 inches.

The 1 inch minimum applies to all vertical logos, including the divisional logos.

Clearspace

It is important to maintain a minimum clearspace around the perimeter of the logo to enhance the logo's presentation and legibility.

The margin is eqaul to (or greater than) the width/height of the distance notes as 1x.

Use this margin, shown in the diagram to the right as a minimum distance between the logo and edges of the page or other design elements.

When the logo artwork is allowed to bleed off one edge of the page, take care to extend the color beyond the edge of the page, without distorting or stretching the logo.

.75 in.

1 in.
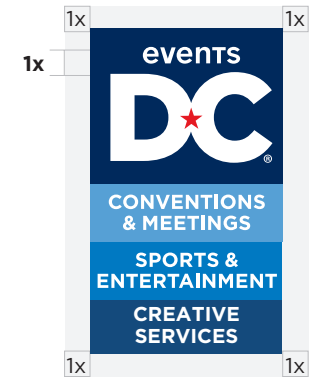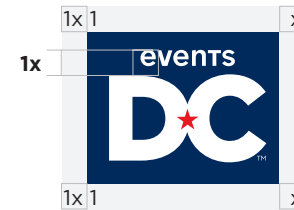
The Logo "Do Not" List

Events DC logo should never be manipulated or modified in any way. The integrity of its components and the geometrical relationships between them should never be compromised. These rules apply to all iterations of the Events DC logos.

Do not crop the logo.

Do not "stretch" or "squeeze" the logo; never alter the horizontal or vertical proportions of the logo.

Do not rotate the orientation of the logo in anyway.

Do not alter the order of the divisions.

Do not change the typeface in the logo.

Do not change the colors of the logo.
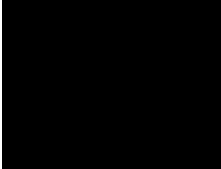
The primary color palette is monochromatic blue tones with accents of red and white space.

In addition to the basic color palette, layouts can be created with floods of black, with full-bleed photography utilized to introduce additional color.

Color builds

	PANTONE	CMYK	RGB	HEX
ACCENT	PMS 1797	0 | 100 | 99 | 4	227 | 27 | 35	E31B23
EVENTS DC	PMS 289	100 | 64 | 0 | 60	0 | 43 | 92	002B5C
CONVENTIONS & MEETINGS	PMS 542	53 | 20 | 0 | 3	86 | 160 | 211	56A0DE3
SPORTS & ENTERTAINMENT	PMS 300	100 | 44 | 0 | 0	0 | 120 | 193	0079C1
CREATIVE SERVICES	PMS 534	100 | 71 | 26 | 9	23 | 74 |124	174A7C

RICH BLACK CMYK **60 | 60 | 40 | 100**	**WHITE** CMYK **0 | 0 | 0 | 0**

IMAGERY & ICONS

Photography

Events DC has a large library of photography which plays an important role in our visual identity.

Through images of past events and venue environments, Events DC is able to visually communicate the energy, excitement, and polish of our offerings.

With such a wide range of subject matter, it's important to pay close attention to the cohesion of a piece.

Some ways to achieve a unified look with varied photo sources:

- Cut out the focal point of an image and place against out branded background, or a de-saturated background.
- Use full-bleed photos with an attempt to match the color and tone of photos that are near.

Iconography ★

The star icon from the core of our logo is a good asset for bringing together items on a page. We can use the star as a connector of text, as seen in the logo, and as an emphasis device, such as the display bullet texts.

Photo & Examples

events DC
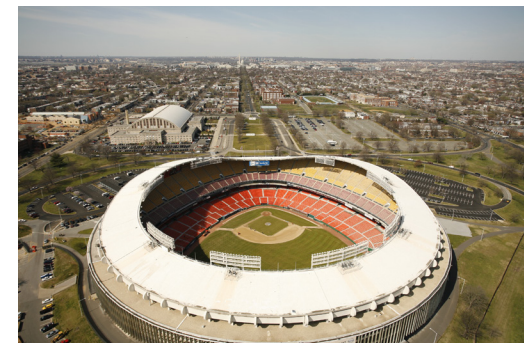
Bylines & Captions
Gotham Bold All Caps

Headlines
Gotham Medium All Caps

Body Copy Intro
Gotham Book Mixed Case

Second Level Heading
Gotham Bold

Body Copy Emphasis
Gotham Medium

Body Copy Typeface
Gotham Light

Body Copy Typeface
Gotham Book

System Font
Arial

System Font Emphasis
Arial Bold

AUTHOR BYLINE OR CAPTION

HEADLINE STYLE FOR MARKETING MESSAGING

Due erat. Item re eatur, cuscia sundae eiusdanis ero bearumquodi rae.Nam rempossim

But what about secondary headers?

And of course styles for body copy- Sum vidio magnis que velloreptas est, volora de sa nobit volut quuntiam, veliqui tendae et occaeptatqui am fugit, cus aut que et vellupt atendi que dunt. Unt el int quam ipsus sitis et aut alictisque optur atio moluptature endi torro temodi sunt evel iur sit laborae

Ebisi dis aut lam cusanti doloreh enistotas quuntius de si con nus aut uctetetus, aut delecul parupta temporem uta sincium quisqui ratio magni rect

Use Ariel in place of Gotham in situations where the display fonts are unavailable, such as PowerPoint presentations and emails, among others. Emphasize using **Arial Bold.**

The **We Make DC Happen** campaign is designed to build brand awareness for Events DC as the premiere source for what's cool, interesting, and fun to do in the District.

Phrases under Campaign:
★ We Create
★ We Build
★ We Ignite Experiences
★ Experience Something Powerful

Campaign Hashtag:
#MyDCHappens

We Make DC Happen | Horizontal

We Make DC Happen | Stacked

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DC

Venue Wordmarks

We have developed wordmarks for two of our venues, the Entertainment and Sports Arena and The Fields at RFK Campus.

Please check with the Communications and Marketing Department on how to properly utilize the venue wordmarks with brand assets.

For wordmark guidelines, please refer to the Logo Do Not List on page 18.

Entertainment and Sports Arena Wordmark

Standard Wordmark

ENTERTAINMENT AND SPORTS ARENA

BW Reverse

ENTERTAINMENT AND SPORTS ARENA

The Fields at RFK Campus Wordmark
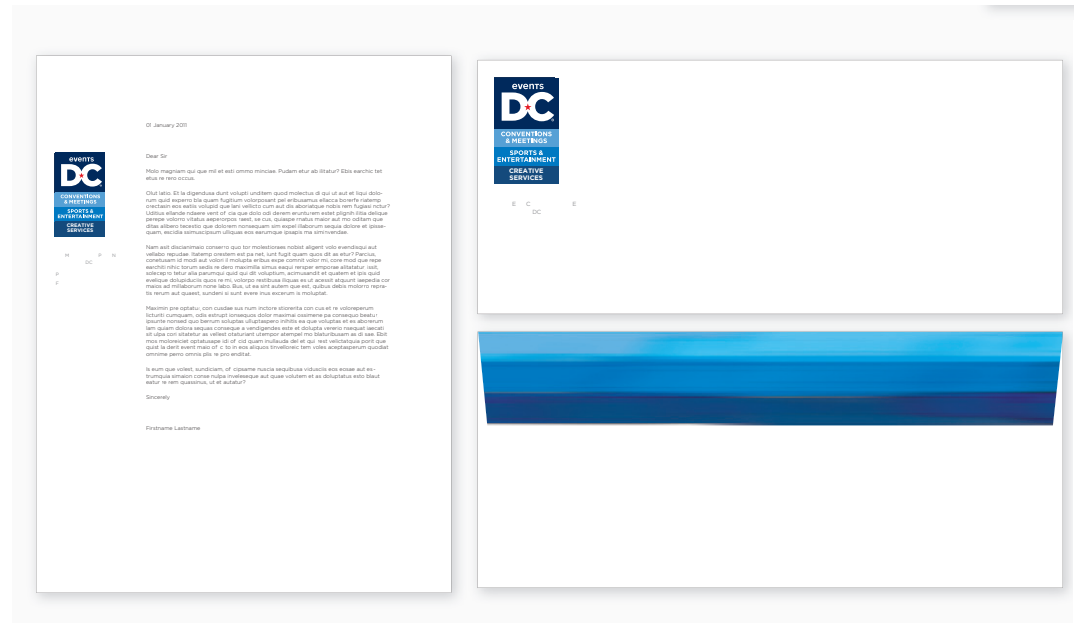
Standard Wordmark

THE FIELDS
at RFK Campus

BW Reverse

THE FIELDS
at RFK Campus

Print Collateral

Shown here are some example layouts and collateral of the Events DC brand.

EXAMPLES OF ASSETS IN USE

Advertisements

Shown here are example layouts and implementations of the Events DC brand awareness campagin- We Make DC Happen.
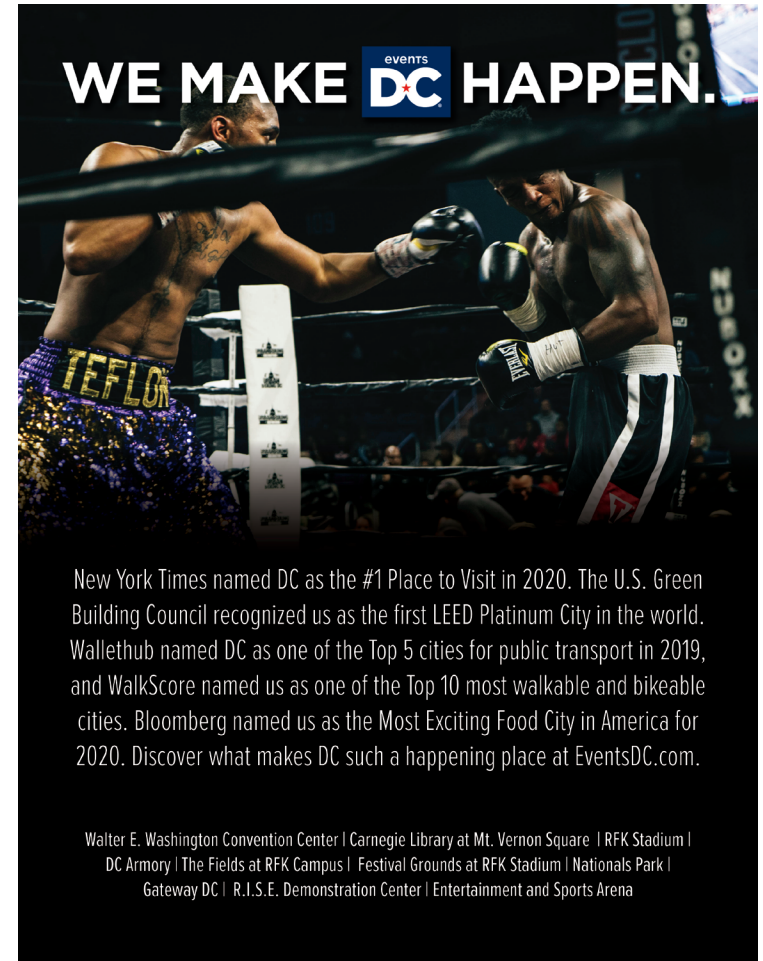
Presentations

PowerPoint presentation templates can be downloaded on the Events DC Intranet.

MESSAGING

Headline

A featured headline included in some of our marketing material is "Engage, Excite, Entertain." The alliteration and the three-part structure of this statement plays well with the divisional offerings.

Tagline

"Powerful City. Unforgettable Events." This underlines the core offering of Events DC, and the experiences we create here.
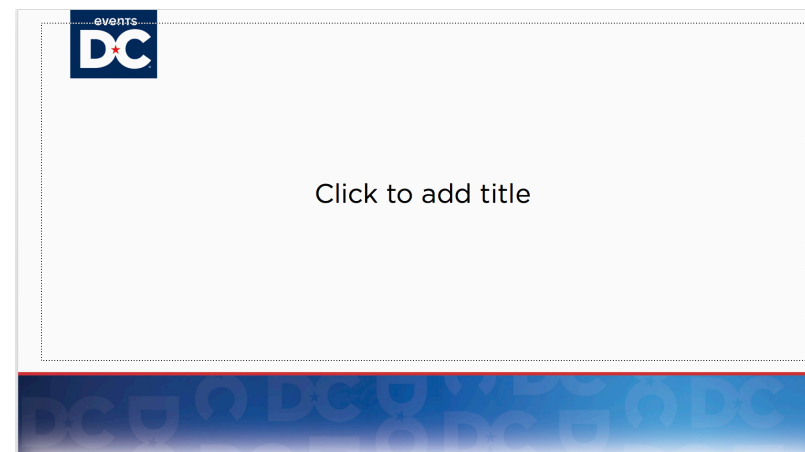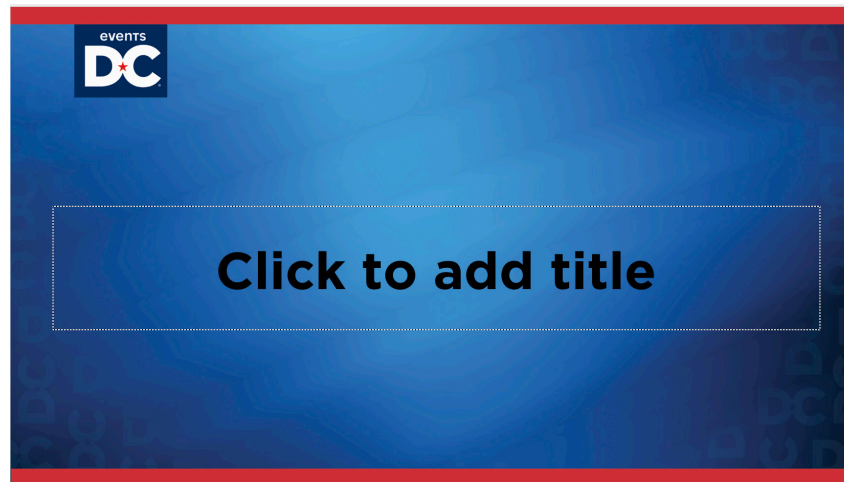
When in lines of copy the tagline can be punctuated to be two sentences. When visually designed, do not use periods and do separate the two halves of the statement with our 5 point star icon, in the same color as the text, or add contrast with red or blue.

Powerful City™ Unforgettable Events™ is preferred to be displayed as one distinct lock up. However, there will be instances where size and creative layout does not warrant this use. When the two phrases must be seperated, Powerful City™ should always be displayed first, and Unforgettable Events™ thereafter.

Trademarks

Both our headline and tagline should be shown with a TM symbol in first use on a publication.

For complete trademark guidelines please refer to the Trademark and Registration section on page 29.

ENGAGE EXCITE ENTERTAIN™

POWERFUL CITY ★ UNFORGETTABLE EVENTS

Gotham Light   Gotham Medium

POWERFUL CITY ★ UNFORGETTABLE EVENTS®

Gotham Book   Gotham Bold

The tagline shows a visual difference between the text weights for the two phrases. When the first half of the phrase is set in Gotham Book, the second half should be set in Gotham Bold. Similar contrast can be achieved by using Gotham Light paired with Gotham Medium.

Common Formatting Questions

There are many ways to punctuate and abbreviate several of the words and phrases that will be commonly found in Events DC messaging. Here are a few standards to follow, in order to maintain brand consistency.

Web addresses:

eventsdc.com
rfkfields.com
esaontherise.com

All Events DC URL's should be typed all lowercase.
Do not use the www and the http://prefixes

Locations and addresses:

Washington, DC
The city name should be typed as shown, no periods in DC

Phone numbers:

202.249.3000
Phone numbers should be punctuated as shown, with periods. Abbreviations for phone numbers are the first letter of the type of contact it is, P, F, and M- for Phone, Fax and Mobile

Corporate Names

Events DC
When in lines of copy the corporate names should be typed as shown, in title case.

The corporate name must never be abbreviated. Ampersands should always be spelled out as "and"

All trademarks of Events DC are to be used consistently with the parameters set forth herein.

First, the trademarks must have consistent appearance as set forth by Events DC, including "ENGAGE, EXCITE, ENTERTAIN," "POWERFUL CITY," and "UNFORGETTABLE EVENTS." Where the word marks are not entirely capitalized, the first letter of each word should be capitalized so that the mark functions more effectively as a trademark. The logo shall only be used as seen in the images.

Where the logo is shown in color, the background should be a dark blue shade, with the wording in white and the star in red.

All Events DC trademarks are to be used with a "TM" designation next to the trademark (or on the logo, to the right of the DC). When the federal trademark applications have matured to registration the ® symbol should be used in place of the TM.

Any use of Events DC trademarks should be reviewed by Events DC's legal or marketing personnel to ensure compliance with these terms.

ENGAGE EXCITE ENTERTAIN™

POWERFUL CITY ★ UNFORGETTABLE EVENTS

TWITTER

Use 120-130 characters. Add value with photos and video. When appropriate, use GIFs.

FACEBOOK

Shorter posts. Pin updates. Highlight posts. Thoughtfully choose headline and summary text. Size photos correctly. (i.e. newsfeed images - 400x209)

INSTAGRAM

Credit photos to our specific venues. Content on Instagram should be a mix of DC culture, entertainment, local food, press, community, sports, esports and thought-leadership updates. (640x640)

INSTAGRAM STORY

Where we feature company, community, sports and entertainment updates. (1080x1920)

events **DC** ®

- ★ Always use an Oxford comma.
- ★ Use emojis on social, but use them deliberately.
- ★ Use active voice. Avoid passive voice.
- ★ Avoid slang and jargon.
- ★ Use positive language rather than negative language.
- ★ Focus your message. Lead with the main point.
- ★ Be concise. Use short words and sentences. Avoid unnecessary modifiers.
- ★ Be specific. Avoid vague language. Cut the fluff.
- ★ Be consistent.
- ★ Spell out numbers when it begins a sentence. Otherwise, use the numeral.

OVERALL
Place emoji at the end of a line (just before a hard return). Not in the middle or at the beginning.

TWITTER
Use liberally in tweets and replies. Emojis can be especially great when used in place of bullets within lists.

FACEBOOK
Use as needed in updates and replies. Be a bit more reserved with emojis on Facebook versus Twitter. Emojis will typically come at the end of the update text to add some visual interest and pop.

INSTAGRAM
Use at the end of your update text as needed. Use often in replies.

LINKEDIN
No emoji.

TWITTER
No more than one to three hashtags per tweet. Use to categorize your tweet.

FACEBOOK
No more than one hashtag.

INSTAGRAM
No more than two hashtags in the body of the post. Up to 15 hashtags in the first comment on the post. Use hashtags to build community and be unique/ detailed.

LINKEDIN
No more than one to two hashtags per update.

REGULARLY USED HASHTAGS:
#MyDCHappens
#MyRFKFields
#MyDCcool
#DCcoolMeetings
#ConnectedCampus

Thank you for consulting this Style Guide.

Please contact the Communications & Marketing Department to obtain logos or imagery.

Contact information for logo requests:

marketing@eventsdc.com
OR
202.249.3367

To ensure consistency, the Communications & Marketing Department should see the finished product after a request for an electronic version of the logo has been made.