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ONE TEAM. ONE GOAL

Brand Guidelines

VOL. 01

Welcome to Heritage. We're Excited You're Here

If you're reading this, chances are you're here for the same reasons that gets us out of bed every morning—to help businesses build great events.

This style guide intends to give you an overview of what our brand is all about. Be open, be the example, and always remember that if you have something to say, we're here to listen.

Let's build something great together!!

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..... OUR STORY

This is our pledge - to guarantee our clients' success by delivering quality service, superior products, and reliable support.

For 60 years, Heritage has been a leader in the trade show industry. Our full-service offices across the United States give us the capacity to provide clients and exhibitors with a complete range of services, from start to finish. We are fully integrated and asset-based, meaning that we have all necessary personnel and resources on hand to meet every need without having to subcontract.





OUR CORE



OUR MISSION

To provide First-In-Class, Nationwide Convention, Exposition & Trade Show Contracting Services with Transparent & Economical Pricing.

OUR VISION

Be recognized as the premier event services provider in the country, providing our clients with an unparalleled white-glove and superior customer experience. We strive to be a reliable partner for our clients, ensuring that each event planning process is smooth and efficient. We aim to develop innovative solutions to meet our client's needs, always striving for excellence and exceeding expectations.

OUR VALUES

Our core values are Heart, Honor, Authenticity, Self Reliance, Duty, Courage, and Optimism. We believe in treating everyone with respect and kindness. We honor our commitments and stand by our word. We strive for authenticity in all aspects of our business. We rely on ourselves to do the best job, no matter the challenge or difficulty. We have a duty to provide quality services that exceed customer expectations. We dare to push boundaries and focus on innovation. Lastly, we remain optimistic in all endeavors as we learn from our mistakes and grow professionally each day.

COURAGE

We strive to create a supportive atmosphere where employees feel comfortable speaking out and taking risks without fear of consequence. We understand that true innovation requires courage and celebrate it daily.

HONOR

We honor each other's accomplishments and recognize everyone's unique contributions to our success. We value professionalism and the respect that comes with it.

AUTHENTICITY

We strive to create an atmosphere of trust where everyone feels comfortable expressing their feelings and opinions. We believe in being honest and open, even when difficult or uncomfortable. By fostering an environment of authenticity, we can build stronger relationships and achieve greater success together.



DUTY

We strive to be ethical, responsible, and accountable for our decisions and our commitment to delivering excellence. We fulfill our duties with integrity, dedication, and an understanding that there's always more to learn.



HEART

We lead with our hearts, creating relationships that embrace unique perspectives and harness our collective strengths. We act with compassion and operate with the best intentions.

SELF RELIANCE

We strive to ensure that all our employees have the skills, resources, and opportunities necessary to take control of their own success. We recognize the importance of autonomy while still recognizing the need to depend on each other to achieve collective goals..



OPTIMISM

Optimism is not just an emotion but a tool you can use to make meaningful progress. We strive to see the potential in every situation and understand that adversity can often turn into an opportunity, given enough dedication and hard work.

01

OUR COMMUNICATION

01. PERSONALITY

02. VOICE

03. TONE



Brand communication is key! Establishing a uniform style across all channels helps customers recognize and relate to the brand's messaging. This builds trust, creates a positive experience, and strengthens relationships between customers and brands.



01. PERSONALITY

Brand personality is essential to a company's marketing strategy. By creating unique and consistent personality traits, businesses can personify their brand identity and establish an emotional connection with their target audiences.

WE ARE

AUTHENTIC

COLLABORATIVE

TALENTED

OPTIMISTIC

CONSCIENTIOUS

AMBITIOUS

HONORABLE

EFFECTIVE

RESPECTFUL

DETERMINED

CONSIDERATE

HELPFUL

CREATIVE

RELIABLE

SELF-RELIANT

DEDICATED

RESILIENT

PRODUCTIVE

TRUSTWORTHY

FRIENDLY

ATTENTIVE

ENERGETIC

ENTHUSIASTIC

BOLD

CURIOUS

OPEN-MINDED

MODERN

INNOVATIVE

ETHICAL

It's not just about deciding what traits you want to portray, but also which ones the brand should avoid. Establishing guard rails can help keep the brand on the right path.

WE ARE NOT

FORCEFUL

INATTENTIVE

FRIVOLOUS

RUDE

PUSHY

PRETENTIOUS

UNRESPONSIVE

RECKLESS

CONFRONTATIONAL

CHEAP

INFLEXIBLE

UNSKILLED

IRRATIONAL

BORING

JUDGMENTAL

SELFISH

IMPATIENT

STUBBORN

LAZY

ABRASIVE

GREEDY

IMPULSIVE

EXTRAVAGANT

02. VOICE

Brand voice is key for any successful business. It helps build relationships, trust, and loyalty by conveying values, mission and goals in a friendly manner. A strong brand voice shows customers who you are, how you can help them, and why they should choose your product or service.

HOW WE SPEAK

We want our customers, partners, and suppliers to know they can trust us to handle any job at any level of complexity with expertise, enthusiasm, and pride. We consider every customer a part of our family and speak to them with respect and regard to accomplish a common goal.

Our voice is friendly and conversational but still professional. We take our client's needs seriously and respond promptly and with intention. We use our extensive industry knowledge to educate, collaborate, and create.

01. Authentically

We are straightforward and use language that is free from fluff. We speak from the heart with the best of intentions. We refrain from using any language that could, in any way, be misconstrued or deemed untrustworthy.

02. Enthusiastically

We find joy in working with customers, new and old. We are upbeat and eager to jump in and get going. We keep it positive and moving forward.

03. Confidently

We use language that highlights our expertise without sounding snobby. We educate our clients and stand by what we say and what we deliver.

03. TONE

If the brand voice is about what we say, then the tone is how we say it. Each communication serves a purpose and is directed at specific audiences to build memorable connections between them and our brand.

CORPORATE COMMUNICATIONS

When writing any communication for corporate purposes, the tone of voice should be professional and straightforward, free of grammatical and spelling errors to inform the intended audience.

SOCIAL MEDIA

Social media is a more relaxed environment for writing. The tone for all social media, no matter the platform, should be conversational, upbeat, positive, and engaging. Steer clear of sounding arrogant, harmful, or controversial.

BLOG

A blog engages prospects, nurtures existing relationships, or provides thought leadership. The tone in which we write our blogs should be insightful, researched, actionable, and informative.

ADVERTISING

Advertising is a way to inform our audience about who we are, what we have to offer, and why we are the GSC to work with. Our tone should be confident but humble, informative, and educational.

IN PERSON

In any face-to-face situation, our tone should be friendly, approachable, attentive, undistracted, and authentic.

EMAIL

Communicating via email is much like talking face-to-face. The tone should be similar but can be adjusted depending on the email's purpose. Remember to be informative without being intimidating or spammy.

WEBSITE

The website is a place to be informed and, therefore, should be written thoughtfully with the intent to educate. We keep the language in lay terms and respect our audience's level of knowledge about our industry.

COLLATERAL

When writing content for marketing collateral, do so with a professional and confident tone. Information about who we are and what we are capable of should be done clearly and concisely without being salesy.

02

OUR LOGO

01. FINAL LOGO
02. LOGO VARIATION
03. LOGO SIZING
04. LOGO CLEARSPACE



A logo is a visual representation of a brand that helps customers recognize and identify a company. The logo is a critical component of a brand's identity, and it is vital to establish its usage guidelines to maintain consistency and coherence across all touchpoints.

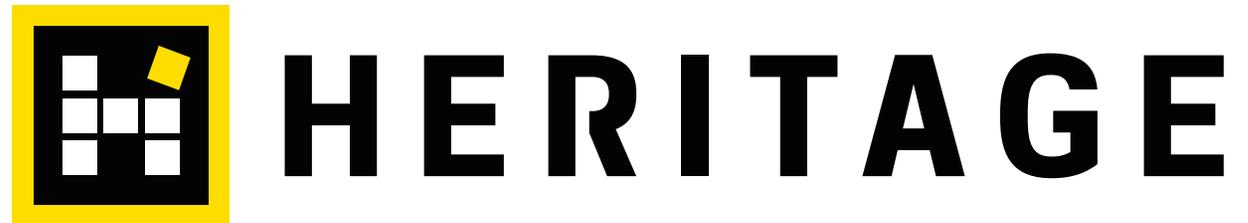


01. FINAL LOGO

This is the Heritage logo. It is our primary graphic device and should be the first choice when choosing a graphical element to represent the Heritage brand.

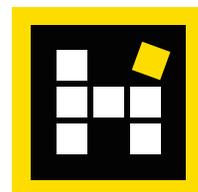
The logo consists of an icon and a wordmark. While the icon can exist without the wordmark, the wordmark should never exist without the icon. When mentioning the brand within the text, refer to the Company as Heritage Nationwide Exposition Services.

PRIMARY LOGO



ICON

The Heritage icon represents a grid on a show floor that conveys a composition of parts in motion coming together to form a stable and well-built show.



02. LOGO VARIATION

Variations of the logo exist for use on backgrounds other than white. These situations are the only times a version of the standard logo should be used.

There are certain instances where logo variations may be used, as stated below. These logos should be used only for their intended purposes.



STACKED LOGO

The use of the stacked logo is minimal. The stacked version may be substituted when the horizontal, full logo cannot be used due to space. ****ONLY USED WITH AUTHORIZATION***



HERITAGE

CORPORATE USE LOGO

If there is a need to place the address with the logo, the address should be centered directly underneath the logo and written in Gotham Book. Place a vertical pipe to separate information. ****ONLY USED WITH AUTHORIZATION***



620 Shenandoah Avenue | St. Louis, MO 63104
Phone 314.534.8500 | Fax 314.534.8050

03. LOGO SIZING

MINIMUM SIZE

Establishing a minimum size ensures that legibility and impact are not compromised when using the logo.

The clearspace is the space around the logo or icon in relation to any edge. The clearspace is defined by the height and width of two blocks taken from the “H” in the icon.

The image shows four variations of the Heritage logo on a black background. From left to right: 1) A small icon consisting of a 3x3 grid of squares with a yellow square in the top-right corner, enclosed in a yellow square border. Below it are the specifications: WEB: 16 PX, PRINT: 0.25" Wide. 2) The icon followed by the word "HERITAGE" in a bold, white, sans-serif font. Below it are the specifications: WEB: 20 PX Wide, PRINT: 0.25" Wide. 3) A larger version of the icon, enclosed in a yellow square border. Below it is the specification: APPAREL: 1" Wide. 4) The icon followed by the word "HERITAGE" in a bold, white, sans-serif font. Below it is the specification: APPAREL: 3.3875" Wide.

04. LOGO CLEARSPACE

The image shows two variations of the Heritage logo on a white background. On the left is the small icon, and on the right is the icon followed by the word "HERITAGE" in a bold, black, sans-serif font. Both are enclosed in a dashed black border that indicates the required clearspace around the logo.

05. LOGO MISUSE

CORRECT REPRESENTATION

The appearance of the logo must remain consistent. Its orientation, color, and composition should stay as indicated in this style guide – there are no exceptions. The logo should not be misinterpreted, modified, or added to.



03

OUR COLOR

01. COLOR PALETTE

02. COLOR USE



Primary color palettes consist of colors that are used consistently across all brand materials. These colors form the foundation of a brand's visual identity and help to create a recognizable and cohesive look. The primary color palette should be flexible enough to allow for variations, such as lighter and darker shades, but strict enough to ensure consistency across all platforms.



01. COLOR PALETTE

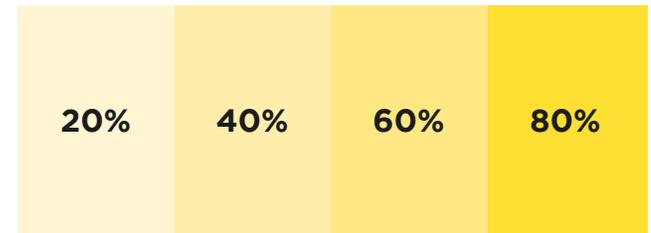
The Heritage color palette was selected intentionally to elicit energy and enthusiasm. This combination makes it easy to see and identify and differentiate us from our competitors.

PRIMARY

cmyk: 002 / 009 / 099 / 000

hex#: ffde08

rgb: R251 G221 B000

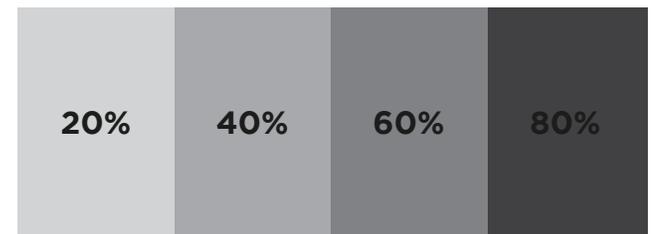


ACCENT

cmyk: 40 / 30 /30 /100

hex#: 000000

rgb: R000 G000 B000



NEUTRAL

cmyk: 000 / 000 / 000 / 000

hex#: ffffff

rgb: R255 G255 B255



02. COLOR USE

Consistent and deliberate use of these colors will strengthen our brand and make them synonymous with Heritage. Our palette is bright, modern, and enthusiastic.

YELLOW

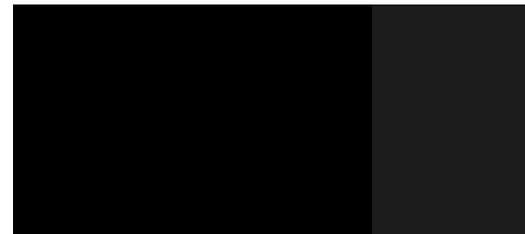
Our core color and representation of the brand. Yellow should be the first color choice when designing and should encompass 50% or more of the design.



BLACK

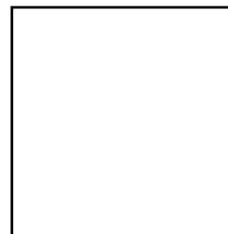
A secondary color, black, should be used to bring attention to aspects within a design. It should be at most 50% of the space.

A 97% tint of black should be used in all text situations to reduce strain on the eyes and improve legibility for better engagement.



WHITE

The use of white is for contrast in relation to yellow and black or text when placed on a black background. It can also be used as the background.



04

OUR TYPOGRAPHY

01. PRIMARY FONTS
02. SECONDARY FONTS
03. HIERARCHY



Brand typography refers to the design and style of text used in a company's branding, marketing, and advertising materials. It includes the selection of specific typefaces, font sizes, colors, and other design elements that visually represent the brand and communicate its personality, tone, and values.



01. PRIMARY FONTS

ABOUT GOTHAM

Inspired by Futura, the design approach stemmed from the 1920s, where geometric shapes and sharp angles defined the style of this era. Tobias Frere-Jones, the typographer, explained, "this is not the type of letter a designer would make, but the kind an engineer would make."

DESIGN FONT

LIGHT

REGULAR

ITALIC

MEDIUM

BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910!@#\$%&

02. SECONDARY FONTS

WEB FONT

ABOUT RALEWAY

Raleway is an elegant sans-serif display typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9-weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012. Iginio Marini later updated it in 2016.

THIN

BOLD

REGULAR

BLACK

ITALIC

MEDIUM

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910!@#%&

03. HIERARCHY

SIZE 24 PT / LEADING 28 PT
TRACKING 30 PT
GOTHAM BLACK / ALL CAPS

SIZE 20 PT / LEADING 24 PT
TRACKING 30 PT
GOTHAM MEDIUM / ALL CAPS

SIZE 18 PT / LEADING 20 PT
TRACKING 0 PT
Gotham Medium / Title Case

SIZE 16 PT / LEADING 18 PT
TRACKING 0 PT
Gotham Regular / Sentence case

SIZE 10 PT / LEADING 12 PT
TRACKING 30 PT
Gotham Regular / Sentence case

TEXT HIERARCHY

Differentiating size, leading, tracking, weight, and case are all important factors when considering a design layout. The text hierarchy will help identify the most important part of the message and allow for a better flow and digestion of the content.

HEADER 01
TITLE OR MAIN CONTENT

HEADER 02
SUBTITLE OR SECTION HEADING

Subhead 01
Subsection Heading of a Major Section

Subhead 02
Subsection of subhead 01

Paragraph
Body copy or main content on a page

GOOD
TYPOGRAPHY
WILL MAKE
YOUR DESIGN
MORE IMPACTFUL

05

OUR STATIONERY

01. LETTERHEAD
02. ENVELOPE
03. BUSINESS CARD



Uniformity plays a critical role in helping to maintain corporate identity and ensuring consistent communications with partners and customers. By applying a consistent look and feel across the board, the message being sent is one of stability and sophistication – all qualities that will more easily attract and retain business.



01. LETTERHEAD

Dimension
8.5 in x 11 in

Weight
60 lb. Opaque

Print
CMYK

Digital
PDF

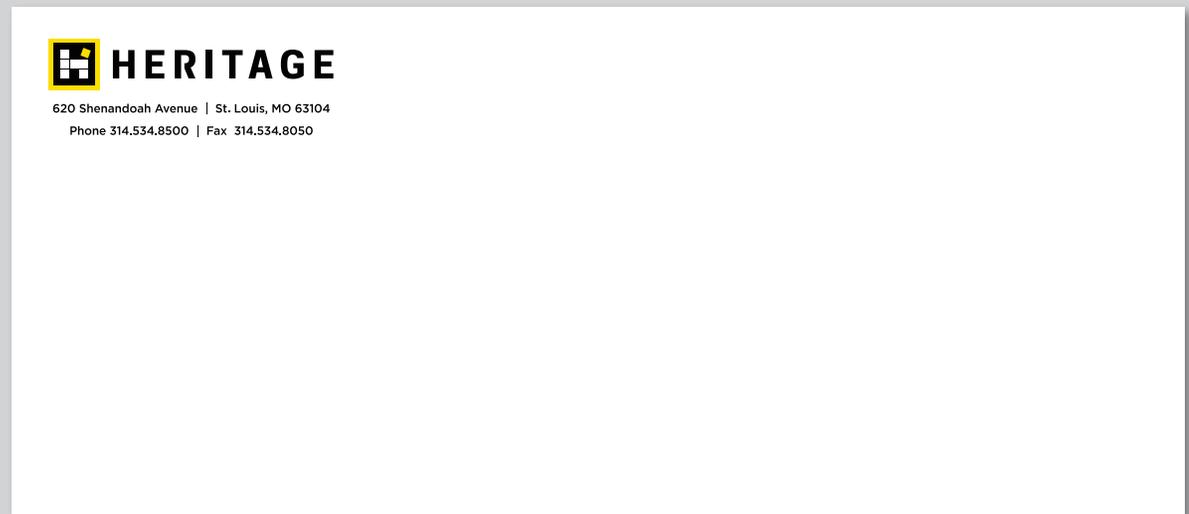


02. ENVELOPE

FRONT

Dimension
#10 - 9.5 in x 4.125 in

Paper Stock
White



03. BUSINESS CARD

FRONT SIZE AND BACK SIZE

Dimension
3 in x 2.5 in

Weight
130 lb. Opaque

Print
CMYK



06

OUR IMAGERY

- 01. PHOTOGRAPHY
- 02. ICONOGRAPHY



Imagery is an essential part of any brand's aesthetic and identity. It can be used to communicate a desired mood, ethos, or message. With the right approach and guidance, photography, iconography, and illustration within a brand guideline will help give visual consistency to content while allowing unique opportunities for creative expression.



01. PHOTOGRAPHY

Photography provides a realistic representation of concepts or events that help explain what a brand is or does. Maintaining a consistent look, feel, and style is important in upholding the authenticity of the brand and cohesion across mediums.

ATTIRE

Look for images of diverse professionals in business casual or professional attire. There should be NO masks in any picture.

CASUAL



BUSINESS PROFESSIONAL



PROFESSIONAL





Guidelines for choosing photos should follow these simple rules:

1. If using a full color photo the overall tone should be predominantly neutral.
2. Black and white photography
3. Photos with a yellow overlay using the Color blend mode between 100% and 50% to maintain saturation.
4. Look for images that are objective, truthful, and unplanned moments when including people.
5. Full color photos should use yellow as a feature within the image to create a tie back to the primary color palette.
6. Photos taken at events where Heritage is in attendance can remain in full color. The realistic representation is important to show the great work we do.
7. Always choose photos where copyright and royalty laws aren't an issue. For quality, royalty-free images, resources such as [Unsplash](https://unsplash.com) and [Pixabay](https://pixabay.com) are excellent options. Google is NOT.

Photo by [Evangeline Shaw](https://unsplash.com/photos/evangeline-shaw) on [Unsplash](https://unsplash.com)



03. IMAGERY FOR TONE

Just like in writing, imagery has tone too and should be considered when choosing photos. Below are examples that provide an idea of what image to use across the various channels of marketing.

CORPORATE COMMUNICATIONS



SOCIAL MEDIA



BLOG



ADVERTISING



EMAIL



WEBSITE



COLLATERAL



02. ICONOGRAPHY

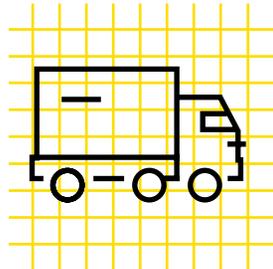
Icons are visual representations of common actions and should be used deliberately and consistently to maximize comprehension. Overuse of an icon can dilute its purpose and render its meaning useless.

Icon Examples

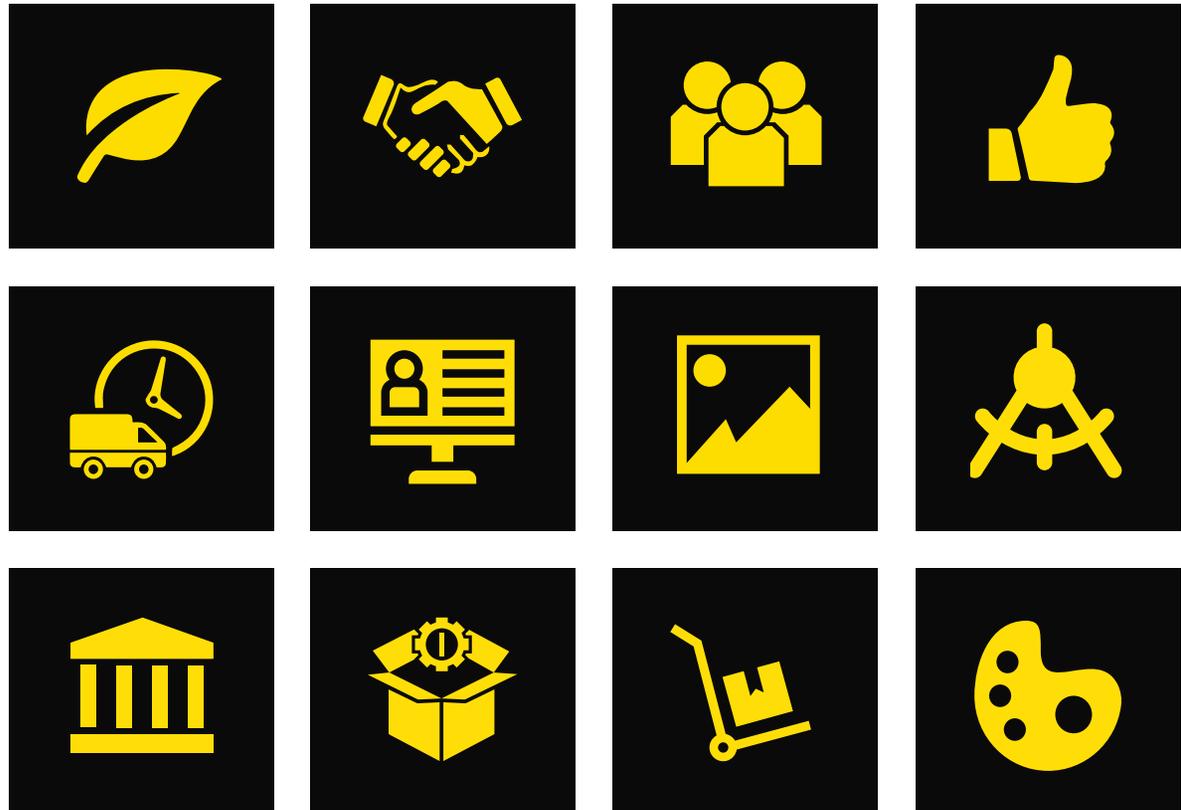
Icons have been created using an 8x8 grid to maintain proportions and the use of right angles except where angles do not make sense.

The line weight should be 2 pt and scaled accordingly.

100 PX

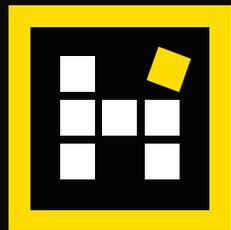


100 PX



A SHORT SUMMARY

The Guidelines as set in this style guide have been created intentionally and thoughtfully to help bring consistency and cohesion to the Heritage brand. Any modifications to the guidelines will be done under the supervision and guidance of the Marketing Director and with the approval of Senior Leadership.



HERITAGE

ADDITIONAL RESOURCES:

SOP Handbook

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FOR FURTHER
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