accountingWEB LIVE SUMMIT

Brand Guidelines v2

2022

Logos

AccountingWEB Live Summit logos come with or without dates. The logo with dates are used when promoting the upcoming event. The base logo is used when promoting the upcoming event is not necessary. As a result, the logo with dates is going to be utilised the most.

Logos & exclusion area
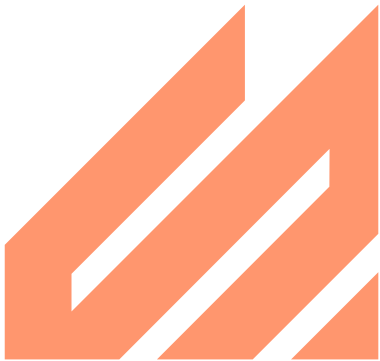
Ensure enough white space around the logos.

Alternate logos

Alternate variations of the logo
are available, but should only be
used if the following criteria is
met:

Stacked
The logo come in a stacked format, this should
only be used in areas with limited horisontal space

Mountain brand mark
It's main purpose is as a favicon and social media
profile image. It can also be used as a graphical
element

Logo colour use

In order to maintain the sunny colourful tone of AWL Summit, colour variations of the logo are available. Please follow these guidelines to ensure you're using the most appropriate version:

Regular & Dark
These colour variations should be the default ones. Regular should be used only for white backgrounds, and dark should only be used for peach backgrounds.

Mono
Should be used less than the regular and dark versions, as we want to maintain the colourful tone of the brand.

Light
Should only be used on purple backgrounds. However in order to maintain the sunny disposition of Summit the use of purple backgrounds are discouraged. See more on colour use on the colour pages.

Logo Dont's

Remember that incorrect and inconsistent use of the Summit logo can undermine the impact of our communications and cheapen our brand integrity.

Don't skew or rotate the logo

Don't amend the colours

Don't use inappropriate background colours

Don't use interfering backgrounds

Don't use a mono logo where the dark version would work
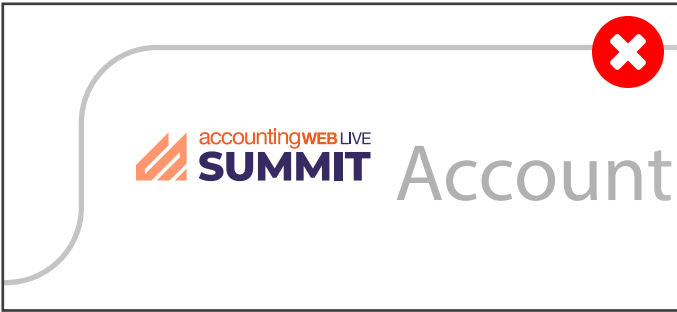

Don't add or amend elements
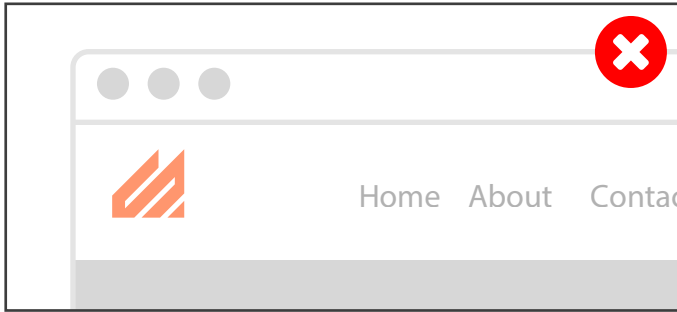

Don't use effects or filters

Don't ignore exclusion zones

Don't use logos with too low resolution

Don't use full logo in small spaces

Don't use mark in areas with plenty of space

Digital Tax

H1
font-family: Montserrat
font-size: 48px
font-weight: 700
color: #362A63

San Diego 2022

H2
font-family: Montserrat
font-size: 38px
font-weight: 700
color: #362A63

The lineup includes

H3
font-family: Montserrat
font-size: 26px
font-weight: 700
color: #362A63

Sessions programme

H4
font-family: Montserrat
font-size: 19px
font-weight: 700
color: #362A63

Body
font-family: Open Sans
font-size: 16px
font-weight: 400
color: #3D3D3D

This is an event that will inspire you - packed with breakout sessions, innovative formats, and best-in-class speakers from inside and outside of the profession.

Quote
font-family: Open Sans
font-size: 20px
font-weight: 600
color: #FF966E

"Accountingweb is a fantastic and reliable resource for accountants."

Read more

Read more

Primary Button
height: 50px
background-color: #FFED00

Primary ButtonText
font-family: Montserrat
font-size: 22px
font-weight: 700
primary button color: #362A63

Primary Button
height: 50px
background-color: #362A63

Primary ButtonText
font-family: Montserrat
font-size: 22px
font-weight: 700
primary button color: #FFFFFF
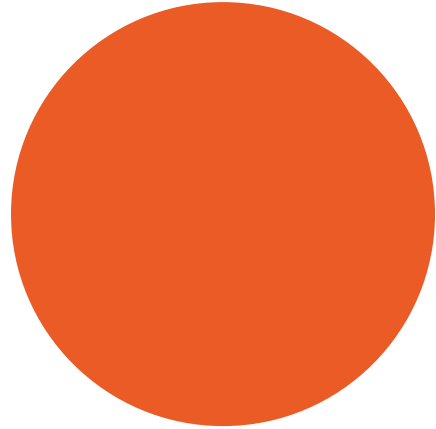
Typography   Size values for web only

Primary colour palette

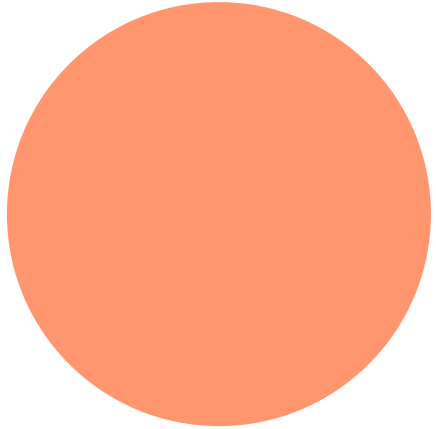These are the primary colours to be used with the AWLS brand.

The Primary peach is derived from the AccountingWEB orange which is in this case an accent colour.
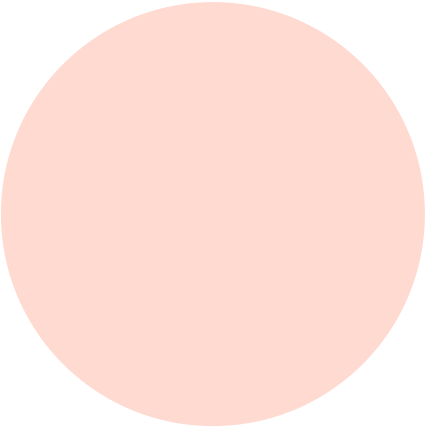
AW Orange is only used in some details in artworking

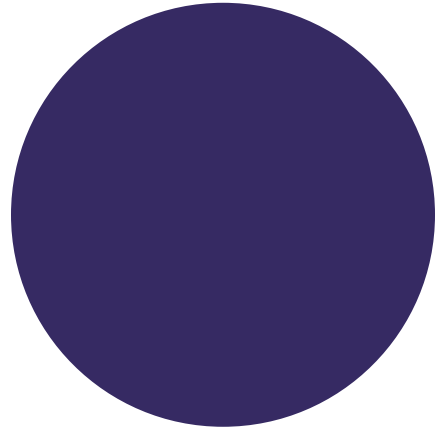Cucumber and cucumber light does not have a function as of yet.
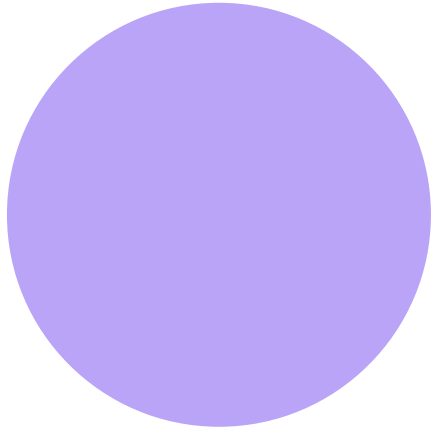
AW Orange

#EA5B25
C1, M75, Y90, K0

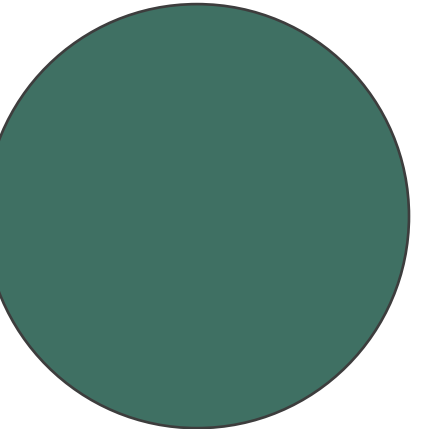**Primary: Peach**

#FF966E
C0, M52, Y55, K0

Peach Light

#FFDAD1
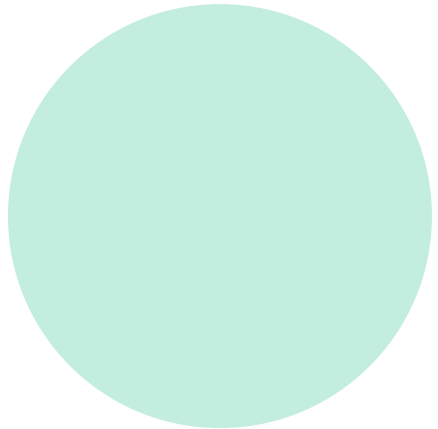C0, M20, Y16, K0

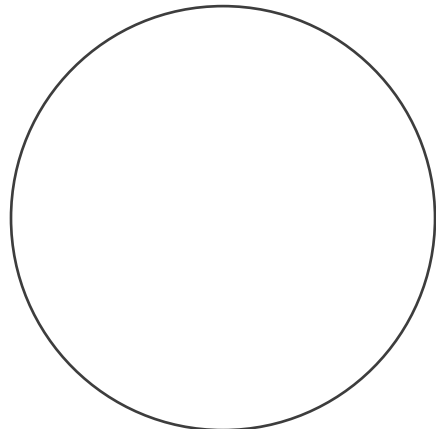**Secondary: Aubergine**

#362A63
C94, M95, Y26, K18

Aubergine light

#BAA4F8
C35, M39, Y0, K0

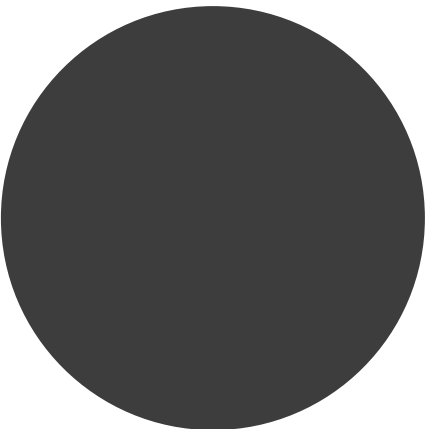Cucumber

#3F7063
C75, M35, Y58, K24
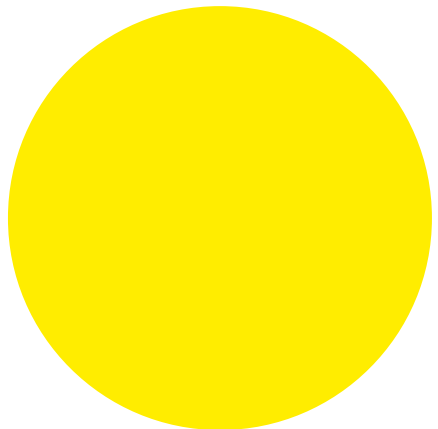
Cucumber Light

#C3EEDF
C28, M0, Y19, K0

White

#FFFFFF
C0, M0, Y0, K0

Light

#F5F5F5
C15, M11, Y12, K0

Dark

#3D3D3D
C67, M57, Y54, K59

Button Yellow

#FFED00
CMYK: N/A

Colour usage

The AWLS palette reflects the sunny relaxed nature of the events setting. As such dark colours should be used with care so as to not dominate.

Backgrounds:
White (6) is the default background colour with primary peach (2) a close second. Light peach (3) and light grey (8) can also be used as a background.
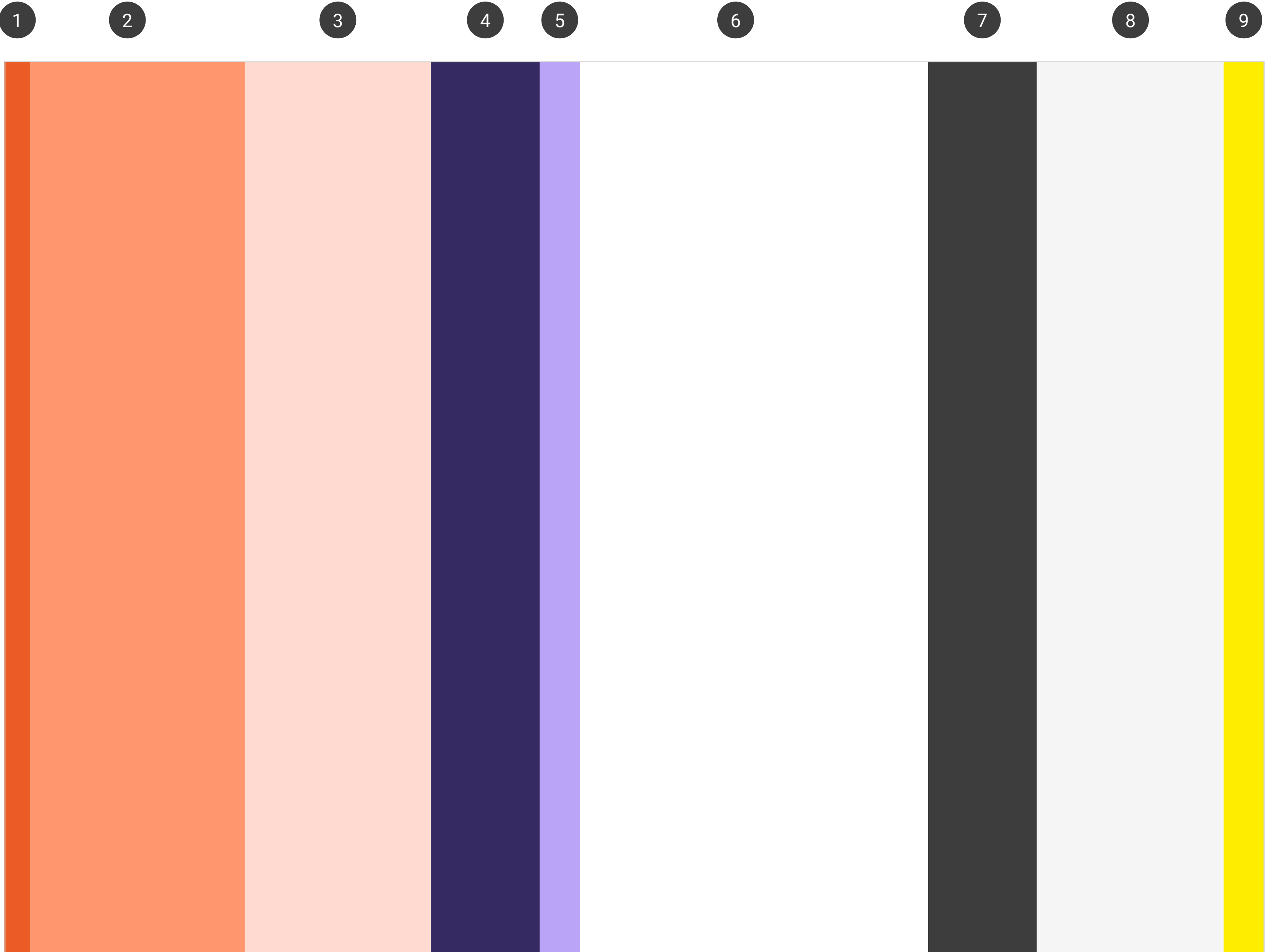
Text
Text is by default set in dark grey (7) or Aubergine (4).

Buttons
Button yellow (9) is only used for buttons on appropriate backgrounds.

Artworking
AW Orange (1) and Aubergine light (5) are only used in some details in artworking

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Colour and background combinations

Avoid using dark colours as backgrounds.

These are the 4 colour combinations that should be used in order to preserve legibility.

For a full overview of colour contrast values see this website.

Header 1

Header 2

Header 3

Header 4

Body Text

Read more

White backgrounds

Use default styles

Header 1

Header 2

Header 3

Header 4

Body Text

Read more

Light grey backgrounds

Use default styles

Header 1

Header 2

Header 3

Header 4

Body Text

Read more

Peach backgrounds

H1-4: Default #362A63
body: #362A63
buttons: secondary
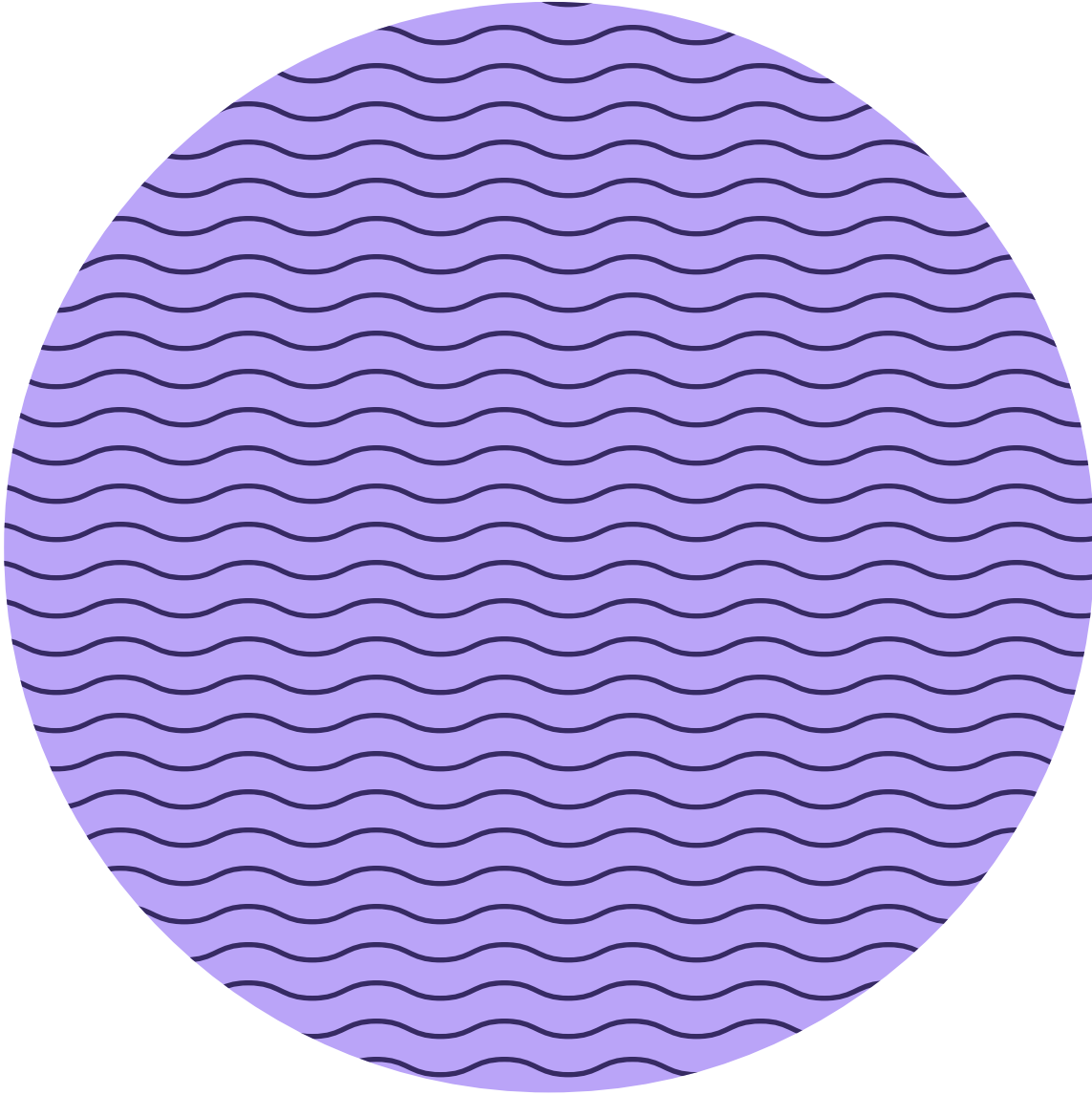
Header 1

Header 2

Header 3

Header 4

Body Text

Read more
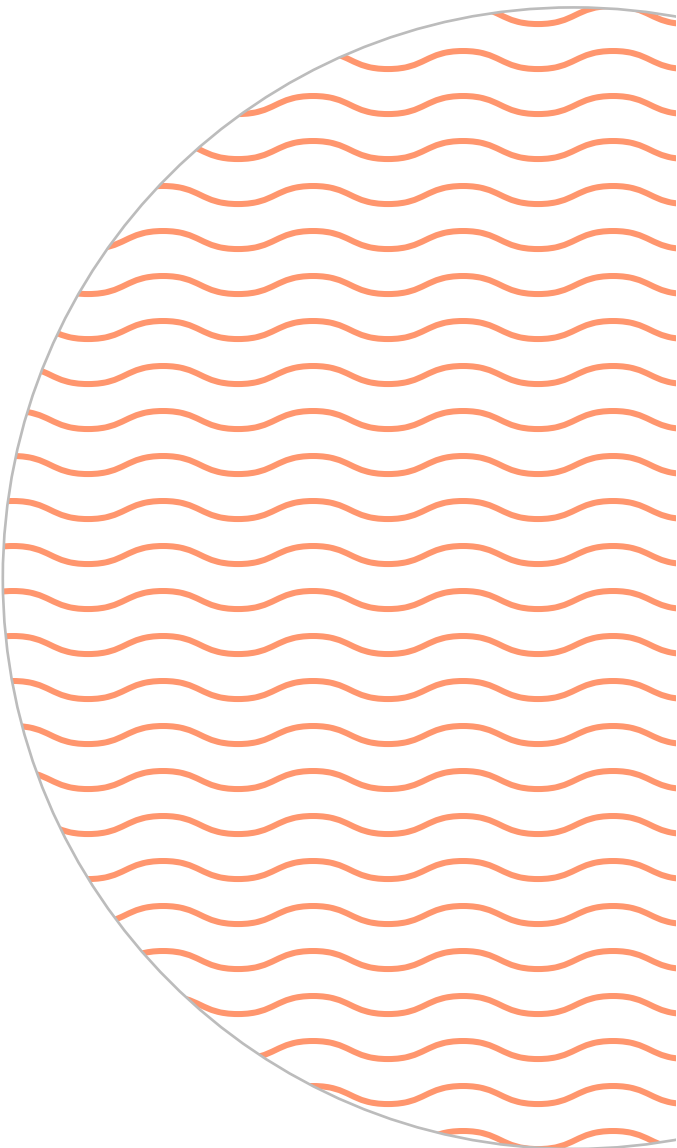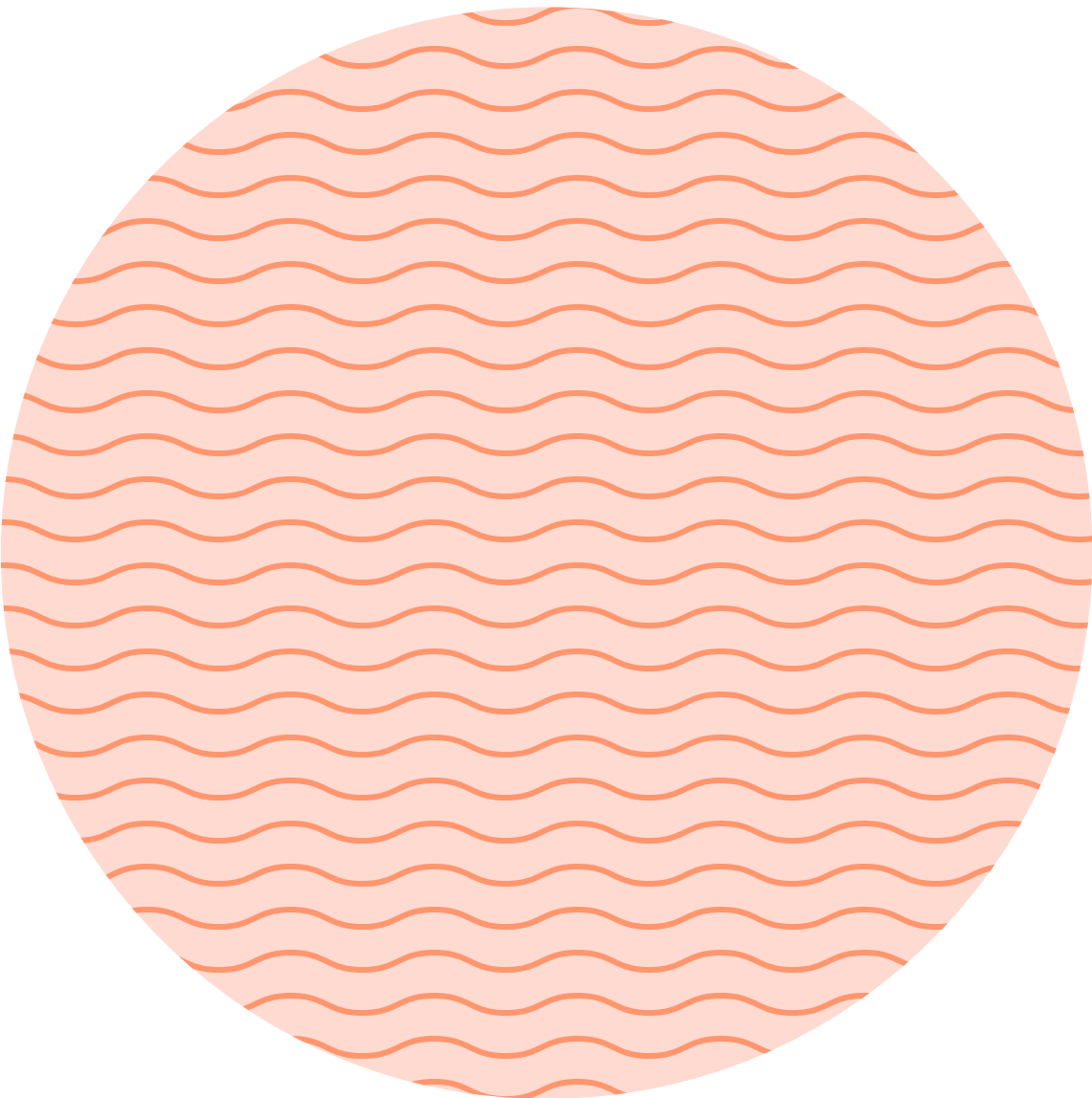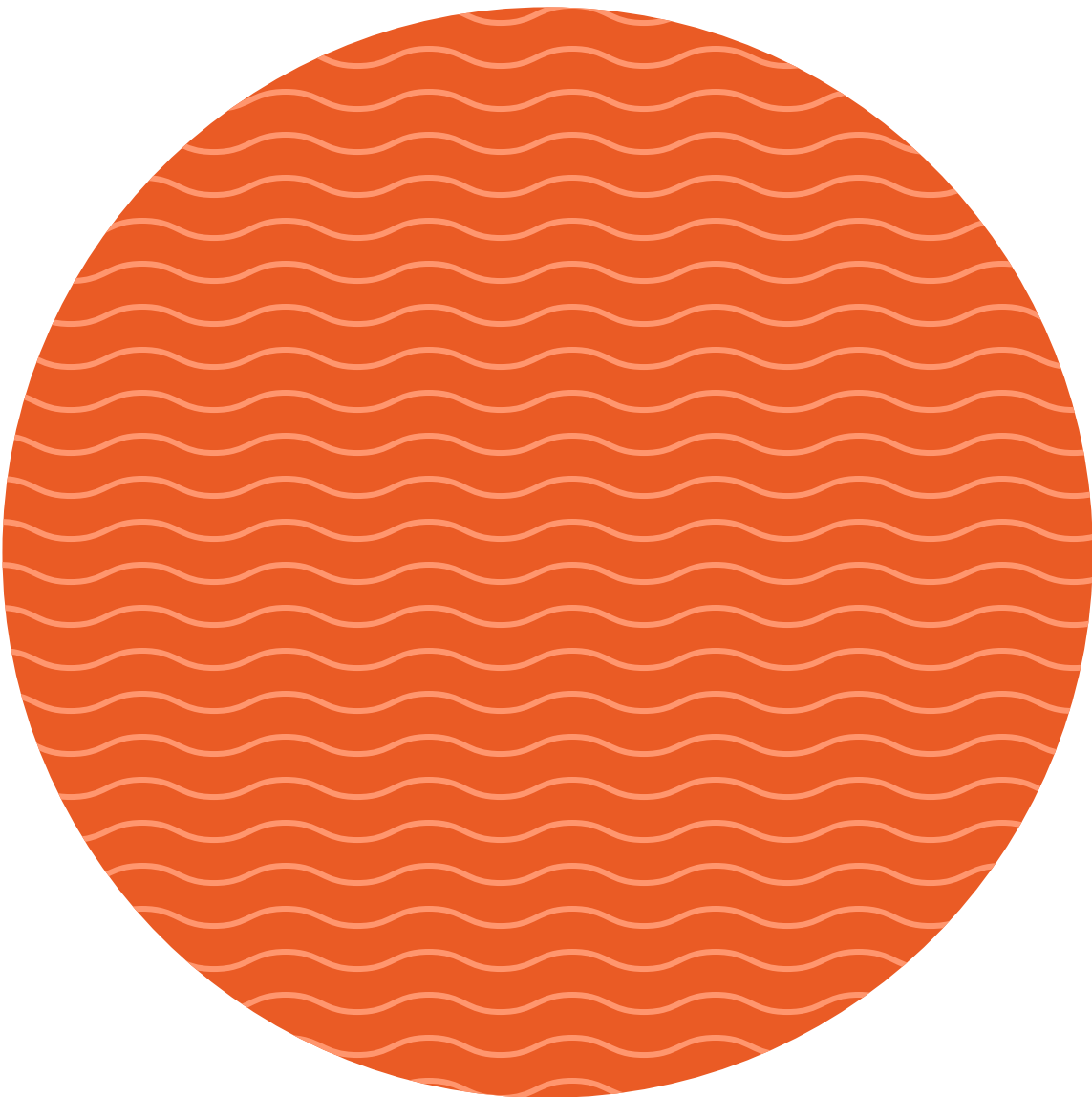
Peach backgrounds

H1-4: Default #362A63
body: #362A63
buttons: secondary

Pattern swatches

Pattern swatches are available
in the core artwoking palette
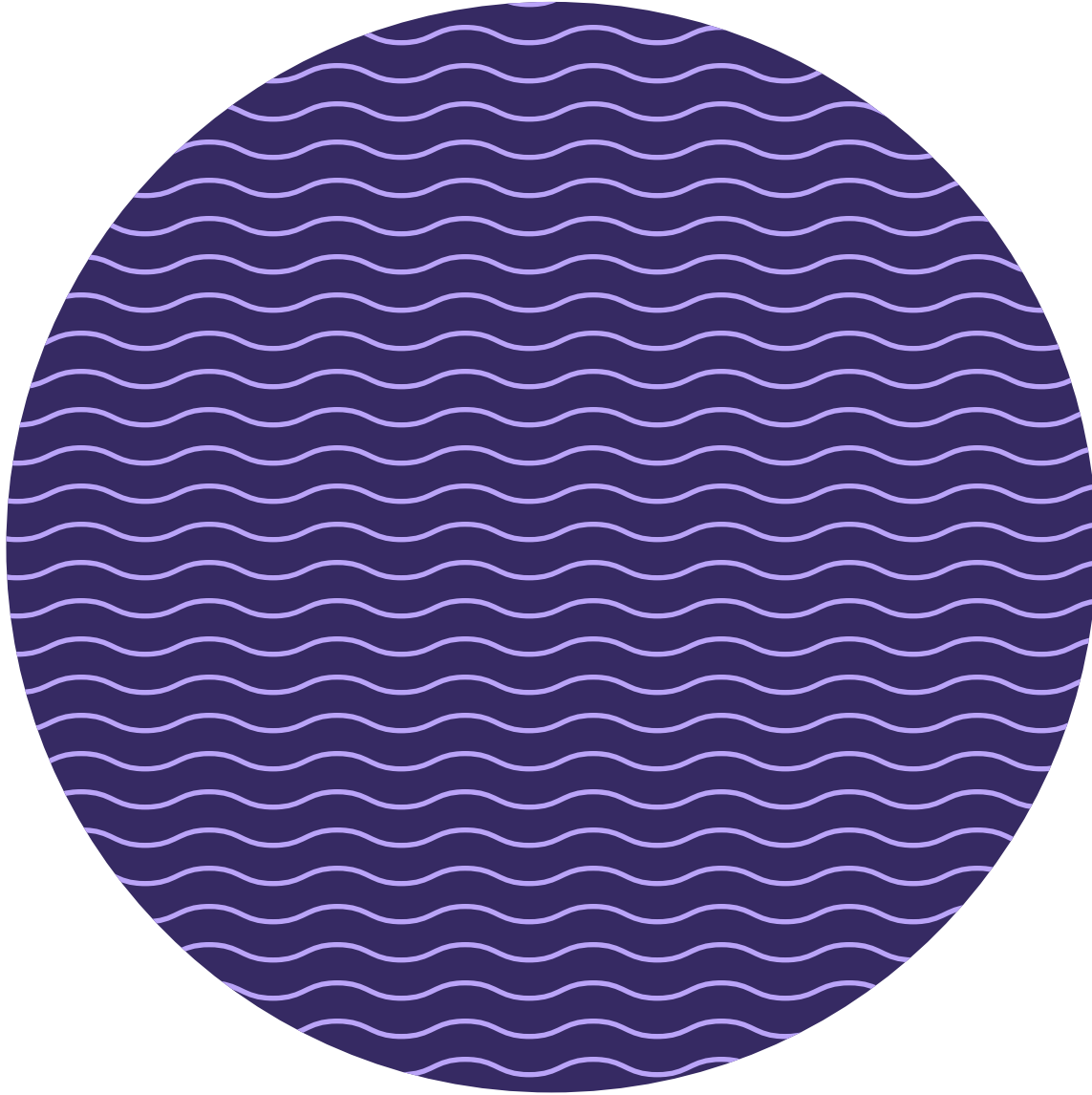
Photography

To promote the Summit's first year we need to make use of stock photography of people mingling at a conference/hotel lobby. Stock photos of San Diego is also acceptable, but ensure they are sunny and vibrant.

This can be combined with photos from the venue and portraits of speakers.

When using stock photos of people, ensure a good mix of age, ethnicity and gender are represented.

Visual device:
Mountains/Summits

The main visual device for AWLS are angular triangles arranged to represent mountains. Slopes are angled at 45° suggesting continuous positive improvement.

They can be layered together and used as frames for photos, and combined with triangles with gradient and pattern fills in order to create eye catching imagery.

Visual device:
Colour usage

When using on Peach or Light Peach backgrounds rely more on Aubergine elements. Gradient fills should use Peach to Aubergine and angled at 45 degrees.

When using on White backgrounds more Peach elements. Gradient fills should use Aubergine to Aubergine Light and angled at 45 degrees.

Take care when layering elements over photography to avoid interfering with the photos composition, and consider colour contrast.

Mountain device for Peach or Peach light backgrounds

Mountain device for White backgrounds, the element overlapping the photo remains Peach as the photo colour values has not changed

Visual device: Composition

Composition should suggest continual improvement and upwards movement. When using the triangles consider the western tendency to read angles left to right.

Avoid them abruptly ending, and cluster together to aid upwards motion and avoid awkward composition.
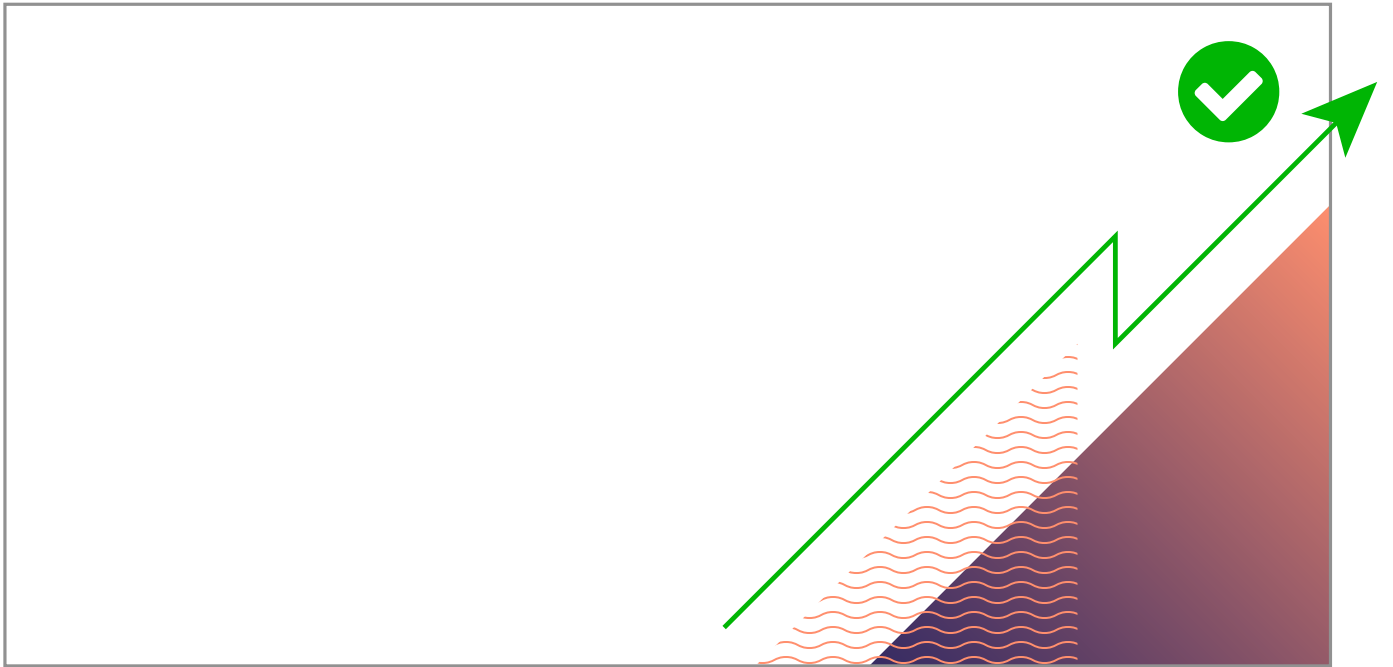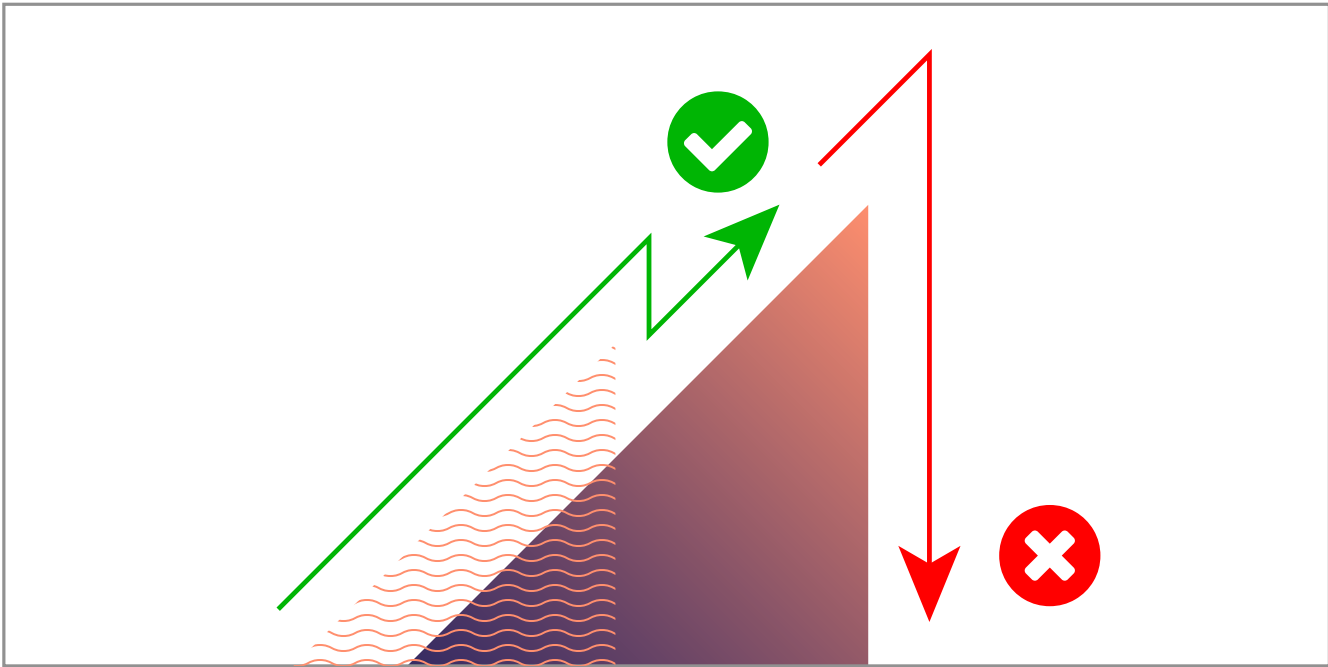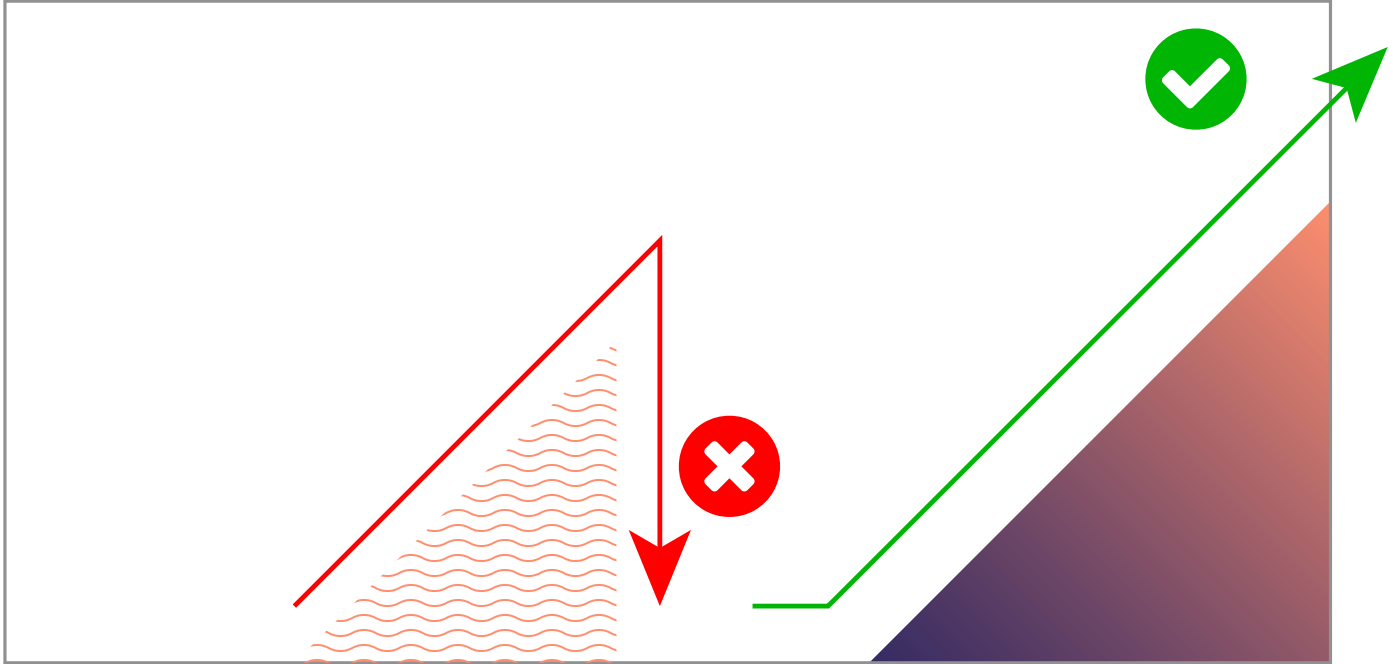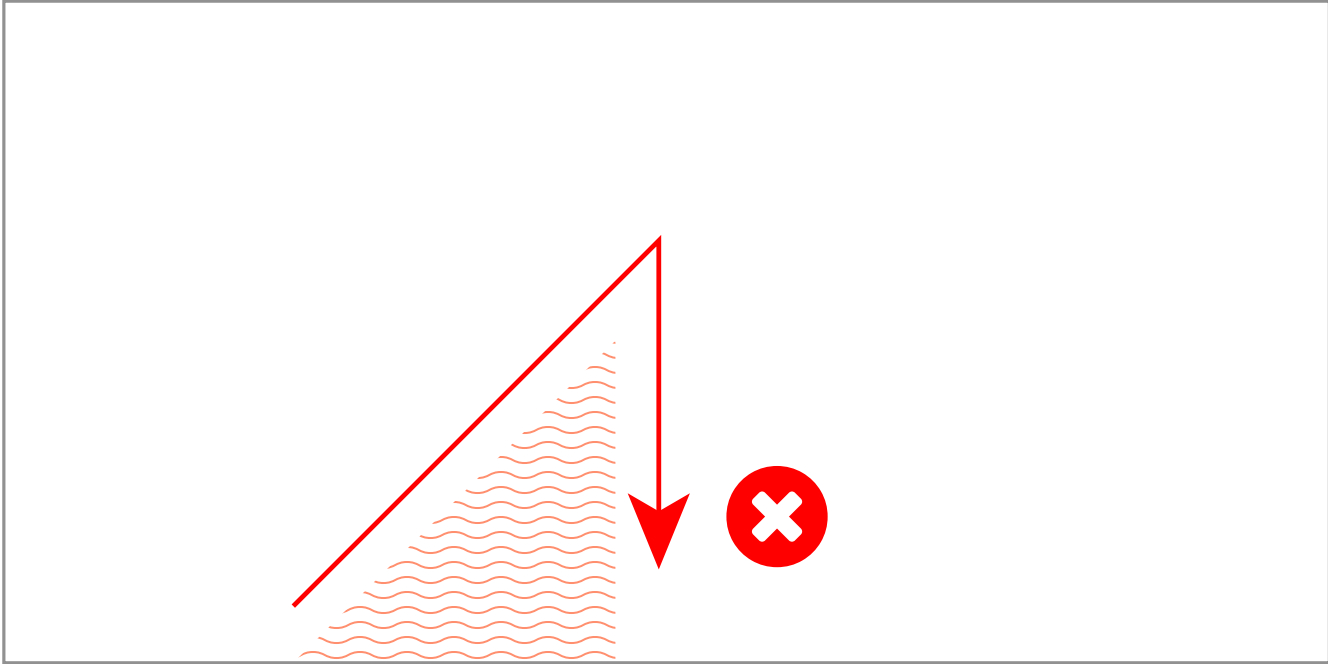
Visual device: Direction

In order to maintain consistency and to keep the angles in line with the logo, avoid using the bottom left and top right corners unless absolutely necessary.