



Visual Guidelines



LOGO

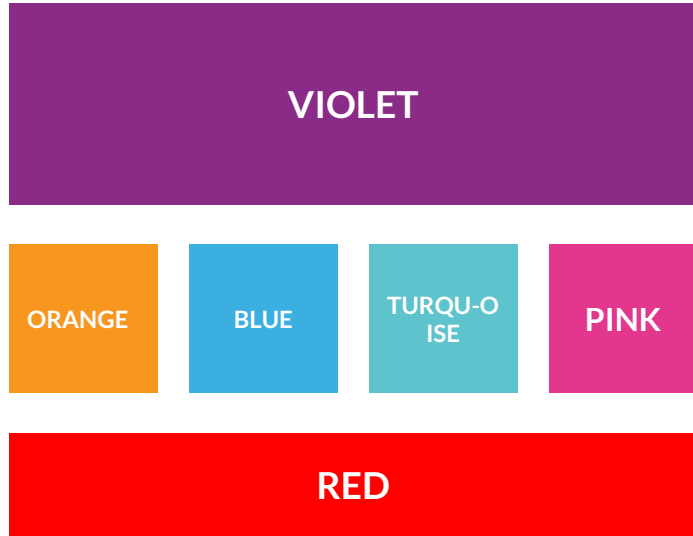


The main version of the logo is the one with the waves. The waves symbolise the northern lights of the nordic winter.

The logo is used without the year from 2017 onwards. The year is otherwise displayed clearly and largely in the related text.

The logo is located in the folder Graphics in the root of XmasJKL's Google Drive.

COLOURS



The colours used in event marketing are:

Xmas Violet: #8a2c87

Xmas Orange: #f79720

Xmas Blue: #3aafe0

Xmas Turquoise: #5ec3cc

Xmas Pink: #e2378c

Effect Red: #e30613

- The theme effect colour of the event is the Violet.
- Layout backgrounds are white in order to create light, spacious and clear image and feeling.
- Red is used as a notification colour.

WAVE-ELEMENTS



- The Wave-image and element is as much of a symbol for the event as the logo.
- It can be used as an graphic element in both digital and printed media.
- It can be used as backgrounds, borders or other effects.
- Pay attention to maintain light, spacious and clear image and feeling.



IMAGES



On the website the Santa Hat Dude -picture is used. The picture can be found from the the Graphics folder in the root of XmasJKL's Google Drive. Tuomas has the original file.



BUTTONS & RIBBONS



Buy Tickets



On ticket sales, informative ribbons are used as pictured. Ribbon colours are taken from the theme and effect colours.

Buttons are quadrangles without rounding or bevel.

Info boxes and headers can be simple shapes without rounding or bevel as well. Quadrangles are encouraged. If needed, a drop-shadow can be applied on an info box.

FONTS

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZA°A'Ö'
abcdefghijklmnopqrstuvwxyzåäö"1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZA°A'Ö'
abcdefghijklmnopqrstuvwxyzåäö"1234567890

BEBAS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

- The fonts used in marketing material in web is Lato and printed media Bebas.
- In documents the used font is Arial.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZAAO
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZAAO
abcdefghijklmnopqrstuvwxyzåäö 1234567890



GENERAL GUIDELINES

- The main language of marketing of the event is english
- In the marketing material there always has to be the Expa, IGDA JKL and XmasJKL logos visible.
- In marketing material it is preferred to follow the visual idea of the design of the previous year. Below is a sample of the Facebook banner of the 2016 event.
- The design of XmasJKL website should follow the design of the EXPA website.

