

The ExCeL logo

ExCeL logo

ExCeL London and The ADNEC GROUP tab have been given more space to breathe, they are now separate elements that work together. This gives the structure of the organisation more clarity and better hierarchy.

EXCEL
LONDON

Primary logo — exclusion zone and minimum size

The primary logo should always be the first choice of logo. The logo shouldn't be used on its own.



EXCeL
LONDON

Minimum 20mm
wide for use in
print



EXCeL
LONDON

Minimum 120px
wide for use in
digital



Tab usage

As part of the brand development the ADNEC logo now has its own tab and should be above the ExCeL London logo.

Every piece of marketing material will include the ADNEC tab.

As a definitive rule the tab and logo should be used in this lock-up.



These are some examples of how not to use our logo.

1. Don't stretch it
2. Don't increase the gap
3. Don't individually scale the elements
4. Don't crop out the logo
5. Don't cover the logo
6. Don't outline the logo
7. Don't rotate the logo
8. Don't place it in a box

What not to do! ✗



1. ✗



2. ✗



3. ✗



4. ✗



Don'ts, Don'ts, Don'ts, Don'ts, Don'ts,
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5. ✗



6. ✗



7. ✗



8. ✗

Tab and strapline usage

To create a visual connection between the identity and the ADNEC Group tab, colour can be used. The main logo divider and the tab's background colour can be changed to complement the surrounding context. The colour from the brand palette needs to be applied to both the tabs. We've used red as an example in this case but the background colour can be any from the brand palette.

An ADNEC Group Company

EXCeL
LONDON

Minimum 30mm wide
for use in print

An ADNEC Group Company

EXCeL
LONDON

Minimum 120px wide
for use in digital

Font for ADNEC
tab Kievit Bold

An ADNEC Group Company

EXCeL
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EXCeL
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Minimum 20mm
wide for use in
print

For sizes less than 30mm we
would recommend that the
secondary logo is used without
the upper tab.

5mm top margin

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Page margin

Tab and strapline positioning

In all circumstances the logo lock-up should include the ADNEC Group tab as part of the identity. This is applied across every piece of communication in both print and digital.

In all printed instances where the logo is used there should be a minimum of 5mm margin safe area from the edge of the page. When using the tab and strap-line in other media such as posters, banners and forms of advertising please bear in mind at all times the type areas, safety areas and other specifications so that its usage is consistently applied.



Logo positioning

The ExCeL logo lock-up can be positioned in two ways. The first is used as a reverse-out on top of imagery. The second can be housed within a white banner at the top of the page, as demonstrated by the size matrix below.



As a definitive rule the spacing should be defined by the height of the ExCeL 'E'.

Logo colour palette

The ExCeL logo with ADNEC Group tab device has been given more flexibility as a brand asset. The device introduces glimpses of colour while maintaining the predominantly black or white ExCeL Logo. This allows for a supportive role to any design subject.

The ExCeL logo with ADNEC Group tab has also now been allowed to be placed onto imagery as a reverse-out with or without tab colours.



Primary



Secondary



Reverse out



Reverse out — background image with colour

ExCeL promise logo

The ExCeL promise logo, or heart logo is a unique signature, designed to bring our promise “we take every event to heart” to life.

It adds a touch of personality bringing our promise to the customer.



Heart logo variations

The ExCeL heart logo can be used in a number of applications, these include a painted full colour illustration using our primary ExCeL red, to a 'Pop art' vector logo style (which is available in the entire ExCeL colour palette).

The logo can also be used as a reverse-out on solid colour backgrounds or imagery.



Heart logo — painted illustration



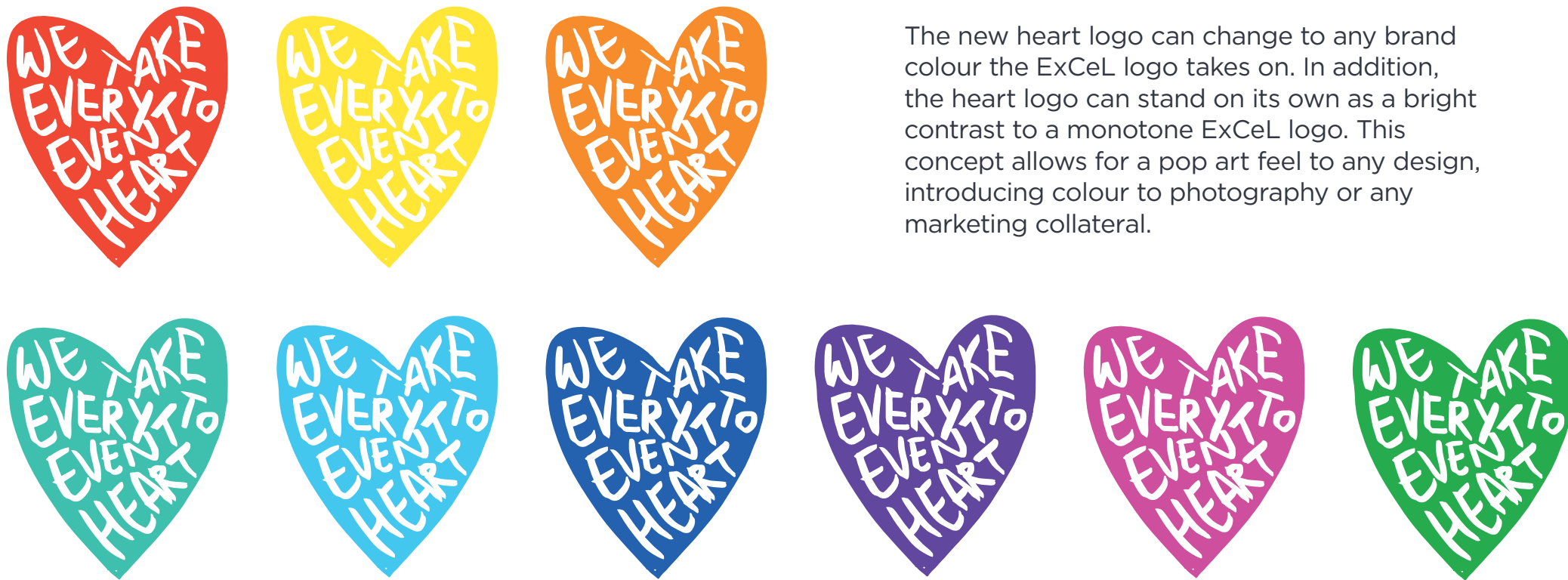
Heart logo — vector



Reverse out — solid



Reverse out — image



Heart logo colour palette

The new heart logo can change to any brand colour the ExCeL logo takes on. In addition, the heart logo can stand on its own as a bright contrast to a monotone ExCeL logo. This concept allows for a pop art feel to any design, introducing colour to photography or any marketing collateral.

Heart logo sizing

The heart logo should sit centrally under the ExCeL logo and tab lock-up, it should be scaled to 80% of the lock-up width.



Scaled to 80% of the ExCeL logo width

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Minimum 30mm wide for use in print with lock-up

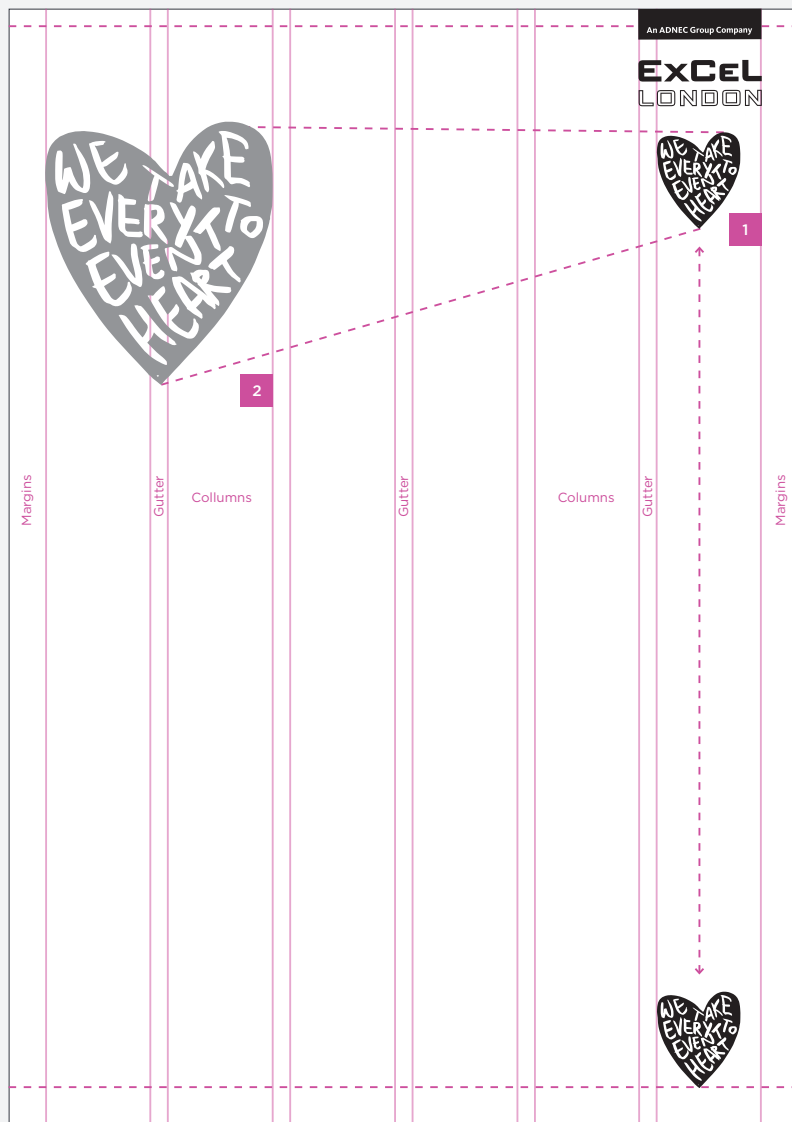
EXCELE
LONDON



Minimum 30mm wide for use in print without lock-up



100px in height for digital, if used on it's own



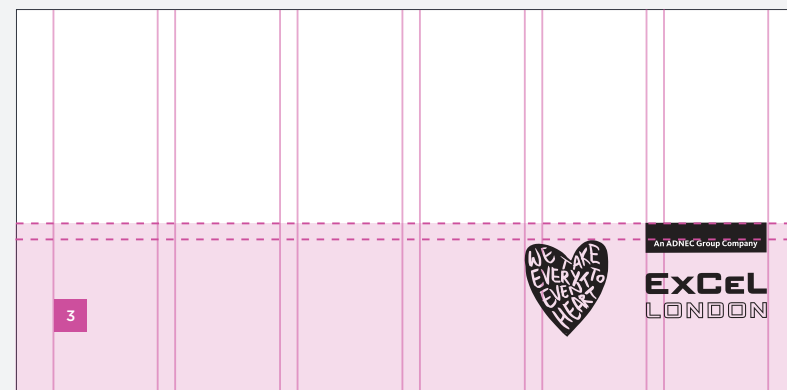
Heart logo positioning

Following the rules directed on ExCeL London (see p18). The ExCeL promise logo should always accompany the ExCeL tab logo lock-up, its positioning however is a lot more flexible.

Its primary location should always be below the logo (see figure 1). Its position below the ExCeL logo should always be centred, and it can sit either directly below ExCeL logo exclusion zone (see p14) or at the bottom page margin.

Another option for the logo allows it to be scaled up to become a hero within the layout (see figure 2).

If the logo is being used in a page footer (see figure 3) the logo should sit beside the ExCeL logo and tab lock-up.



The choice of logo colour should reflect or compliment photography.

As demonstrated below:

*Our logo and imagery
working in partnership*



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Additional example below:

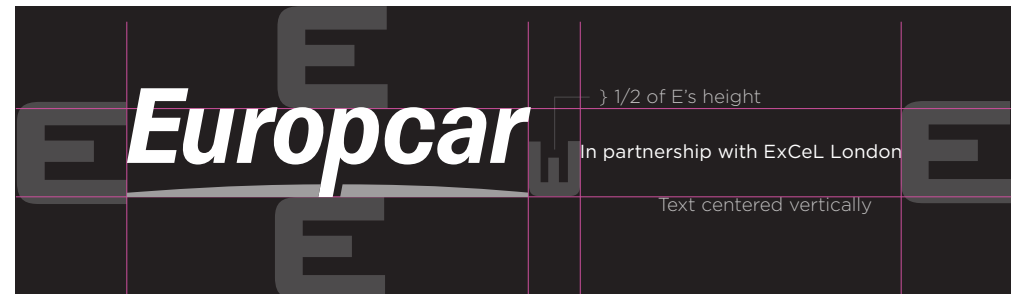
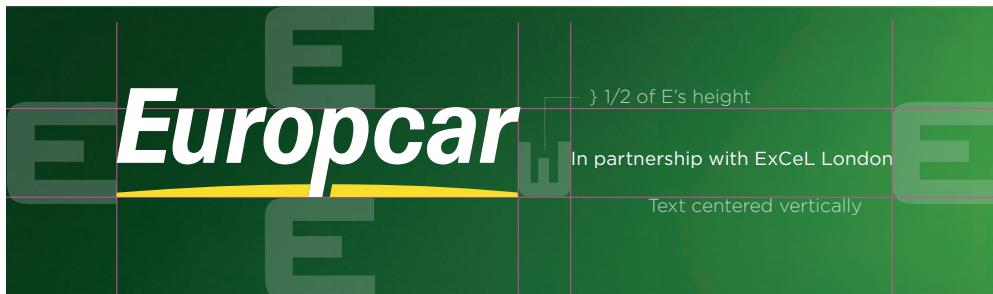


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Official mobility partner

By default partner logos should feature 'In partnership with ExCeL London' on the bottom, this can be changed if the partner has a specific or exclusive relationship, e.g. Europcar. Colours can be adjusted to work with the partner's brand colours.



Logo partnership lock-up

Another option available is to create a partnership logo lock-up. When creating a logo lock-up the definitive rule is to use an equal size in proportion to that of the ExCeL Logo. When considering minimum logo sizing, please refer to page 15 of the guidelines.

Logo hierarchy can go either way, depending on clients preference. Every logo lock-up should always be approved by ExCeL London, however this page is a guide to this methodology.

