Logo Standards

LOGOTYPE AND SPACING

The Cvent logo is a core part of our brand. The logo is a unique wordmark and is the most instantly recognizable part of our identity. Though simple and understated, the logo is confident, bold, and stands out in a crowd.

The logo is most impactful when surrounded by a generous amount of open space. This "clear zone" should be free of typography, images, or other design elements. Interference with such elements reduces the logo's integrity and clarity; the clear zone ensures the logo will be recognizable and legible.

Logotype

Spacing

The guidelines on the following pages will help to explain how to use the Cvent logotype properly.
Color

**Primary Version**
Cvent logo with blue “c” should be used across all media when possible.

**Secondary Black Version**
Cvent logo in black should be used on light colored backgrounds.

**Secondary White Version**
Cvent logo in white should be used on dark colored backgrounds.
Logo Standards

Unacceptable Uses

1. Do not use the inverse of the main, full color logo (blue “c” and white “vent”).
2. Do not condense, expand, skew or alter the logo in any way.
3. Do not change or add colors.
4. Do not add transparency.
5. Do not recreate the logo using traditional font.
6. Do not add any graphic effects to the logo.
7. Do not add text to the logo or try to make a new logo from it.
8. Do not use the logo against a color that reduces legibility.
9. Do not place the Cvent logo on any kind of an angle. It must always be aligned horizontally.
10. Do not place the logo against a graphically busy background or image where legibility is compromised.
11. Do not fill the Primary Signature with a pattern, graphic or image.
12. Do not use old versions or previous designs of the logo.

Never use the logo in the ways illustrated on this page. Doing so will cause dilution of the brand identity and give the wrong impression to the general public.
To achieve consistency across print and online values and multiple printing techniques, the Color Bridge Coated guide will be used and all printed colors are Coated Process builds. Do not rely on software to convert values from one color system to another. Only use the values listed below in the appropriate color space. For additional information on Pantone Color Bridge, please visit the online guide: https://www.pantone.com/color-finder

Blue
HEX: #006AE1
RGB: 0 106 225
CMYK: 100 35 0 2
PANTONE: 3005 CP

Green
HEX: #00CA9D
RGB: 0 202 157
CMYK: 86 0 55 0
PANTONE: 3268 CP

Purple
HEX: #8457D9
RGB: 132 87 217
CMYK: 60 60 0 0
PANTONE: 4122 CP

Light Gray
HEX: #DCE4E2
RGB: 220 228 226
CMYK: 10 3 0 0
PANTONE: 7541 CP

White
HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Red
HEX: #DF6162
RGB: 233 97 98
CMYK: 0 75 48 0
PANTONE: 2346 CP

Orange
HEX: #E89619
RGB: 232 150 25
CMYK: 0 40 97 0
PANTONE: 1375 CP

Yellow
HEX: #F3D56A
RGB: 243 213 106
CMYK: 0 7 61 0
PANTONE: 1215 CP

Dark Blue
HEX: #053962
RGB: 5 57 98
CMYK: 100 63 0 67
PANTONE: 295 CP

Dark Gray
HEX: #354552
RGB: 53 69 82
CMYK: 88 57 27 65
PANTONE: 7546 CP
The Cvent logo is the primary mark and should never have a secondary mark interfere with the clear zone around it. In a situation where a secondary mark is necessary, it should be anchored by a dividing line. Approved hierarchy of secondary marks are specified below.

Sub-Brand Logo Lockups

```
cventCrowdCompass
```

```
cvent
CrowdCompass
```

Tagline Lockup

```
cvent| TRANSFORMING MEETINGS & EVENTS
```

```
cvent
TRANSFORMING MEETINGS & EVENTS
```
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Department Name Lockup

- MARKETING
- TECHNOLOGY
- MARKETING
Cvent manages many remote portals and destinations that serve as extensions of products and solutions for clients. To prevent confusion or possible dilution of the Cvent brand, it’s important additional logos are never used or created to represent portals or destinations.
Typography is important for setting the tone and voice for our communications; it is the DNA of Cvent brand. Consistent and proper use of the font system helps to create a unified brand voice.

Brandon Text

**THIN**

```
ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_`
```

**LIGHT**

```
ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_`
```

**REGULAR**

```
ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_`
```

**MEDIUM**

```
ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_`
```

**BOLD**

```
ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_`
```

**BLACK**

```
ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_`
```
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## Open Sans

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LIGHT</strong></td>
<td>ABDCEFGLMNOPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>SEMIBOLD</strong></td>
<td>ABDCEFGLMNOPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>ITALIC</strong></td>
<td>ABDCEFGLMNOPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>BOLD</strong></td>
<td>ABDCEFGLMNOPQRSTUVWXY abcdgfhijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>BOLD ITALIC</strong></td>
<td>ABDCEFGLMNOPQRSTUVWXY abcdgfhijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>EXTRABOLD</strong></td>
<td>ABDCEFGLMNOPQRSTUVWXY abcdgfhijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>ITALIC</strong></td>
<td>ABDCEFGLMNOPQRSTUVWXY abcdgfhijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>SEMIBOLD</strong></td>
<td>ABDCEFGLMNOPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>EXTRABOLD</strong></td>
<td>ABDCEFGLMNOPQRSTUVWXY abcdgfhijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>ITALIC</strong></td>
<td>ABDCEFGLMNOPQRSTUVWXY abcdgfhijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
</tr>
<tr>
<td><strong>SEMIBOLD</strong></td>
<td>ABDCEFGLMNOPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!#$%^&amp;*()_</td>
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</tr>
</tbody>
</table>
The Leader in **Event Technology**

The Cvent platform saves you time by automating many of your manual event management tasks.

Our event management system automates and simplifies the entire event planning process. Starting with sourcing your venue and ending with custom dashboards and reports after your event. We have everything covered.

Take charge of your communications with invitees and registrants before, during, and after your event with our built-in Address Book.
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Grow Your Meetings & Events Business

Cvent solutions help you engage with planners and travel managers throughout the decision-making process. Convert prospects into loyal customers. We have solutions for sourcing, RFP response, and follow up.
Cvent uses the Streamline 2020 set of icons for elements that benefit by adding a graphic representation of the intended action or as a way to quickly differentiate content on a page. Icons are not a brand element and should not be used as the dominant graphic or illustration.

Primary Set: Streamline Regular

Alternate Set: Streamline Light

Alternate Set: Streamline Bold
Cvent has a proprietary collection of photography and videography that should be used for any tier 1 level brand assets including advertising, branding campaigns, .com web sites and keynote presentations. These images depict specific personas in various scenes as they relate to Cvent, its products and its industry.
For all tier 2 or 3 assets, such as banner ads, webinars, social promotions, basic presentations, stock photography may be used. The photo style should be natural, colorful, diverse.
Common Styles

DEVICES & SCREENSHOTS

When depicting a product interface, you may show the screenshot within a browser or device such as a monitor, phone or tablet. These may be real screenshots taken of the actual product and cropped to fill the visual space of the device. If you are showing a specific feature, please use a custom illustration in a minimalist approach that only illustrates the feature being described.
Common Styles

COLOR OVERLAYS

Any brand approved color may be used as an overlay on top of a full color image. White type is preferred or if more contrast is necessary, an approved dark base color may be used.

Transform Events into **Experiences**

Plan, execute, and measure meetings and events of all shapes, sizes, and complexities. That's the power of Cvent.
Common Styles

BORDERS & BARS

A border or bar may be used to define a header or emphasis area and graphic area to separate it from the rest of the page.

BORDERS SHOULD BE GRADIENTS

BARS CAN BE SOLIDS

BORDERS CAN USE ANGLES TO DEFINE AREAS

BARS CAN BE GRADIENTS
Logo Lockup Placement

Primary Placement: Front left pocket.
Appropriate Size: Logo should be **between 2.5” and 3.5” wide**.

Approved Design Categories

EVENTS - Commemorating a specific event such as Cvent Companywide, Cvent CONNECT, or department event.

PROMOTIONS - Promotion of a campaign or product launch such as FLEX.

TEAMS - A team within a department such as sprint teams that may have a specific identifiable design.

PROGRAMS - Special programs like Cvent Gives Back or Campus Recruiting.

SLOGANS - A corporate message such as We Are Cvent or One Team One Dream.
A branded wearable item such as a t-shirt, sweatshirt or jacket should be designed with the recommended layouts to achieve brand consistency. Cvent will not endorse or approve any design that infringes on another business, organization or institution’s established trademark. All published designs are property of Cvent.

Design Layout Guidelines

Design Placement With Logo Lockup: Logo must be in one of the approved locations as described in the Logo Lockup Guidelines, unless the design must also occupy the front printable area. If the design must be placed on the front, the Logo Lockup will move to its own space above the design and centered. The logo should never be incorporated into the design.
Insignia Designs

Insignia is a designed mark that incorporates several elements which contribute to a hierarchy of forms and messages but with a singular intended purpose. Due to the visual complexity of an insignia, the logo will be replaced with a text representation of the company name that will be treated the same as all supporting content. Note: A logo should not exist inside an insignia and an insignia may be used in place of the logo lockup or in place of a design and treated with the same layout rules as mentioned previously.

Approved Design Categories

EVENTS - Commemorating a specific event such as a department event.

AWARDS - Recognizing an award winner or finalist from a specific category.

COMMUNITIES - A badge for an employee community such as Cvent Nation.