

Brand Seal Guidelines for brand marketers

HOW TO USE THE INFORMA ENGAGE SEAL



Introducing the new Informa Engage.

Informa Engage is a new marketing services business from Informa, a global leader in information services and events. Informa Engage builds on the Marketing Services business acquired from Penton in 2015.

The communication elements required to build a comprehensive, unified brand identity are spelled out in the guidelines that follow. Consistent applications of these guidelines will help foster recognition and trust for Informa Engage. These guidelines will continue to be refined and updated. Should you have any questions about how to build out marketing applications, please contact a Marketing Creative team member from the contact list at the back of this document.

Connect with us, reach your buyers.

We connect marketers with business-to-business decision makers. By combining unrivaled reach, deep knowledge of specialist markets and sophisticated marketing we engage buyers—activating real results for marketers.

Informa Engage is the global marketing services powerhouse behind our trusted brands, providing turnkey marketing services that inform, engage and advance buyer and seller relations.

Brand Seal

The Informa Engage seal is designed to be used in situations where Informa Engage acts as an endorser to a leading brand or market for which marketing services have been provided.

The primary orientation of the Informa Engage brand seal is a stacked lock-up in a circle, designed to resemble a seal. It is always presented at a 10° angle from the x-axis. The use cases for a horizontal wordmark-only orientation of this lock-up for secondary use cases is currently being assessed.



The Informa Engage brand seal is comprised of two parts—the “Informa Engage” wordmark and the “Targeted Marketing Services” descriptor. Contained within an outlined circle container, it is intended to demonstrate our commitment to delivering successful marketing solutions for our clients and their customers.

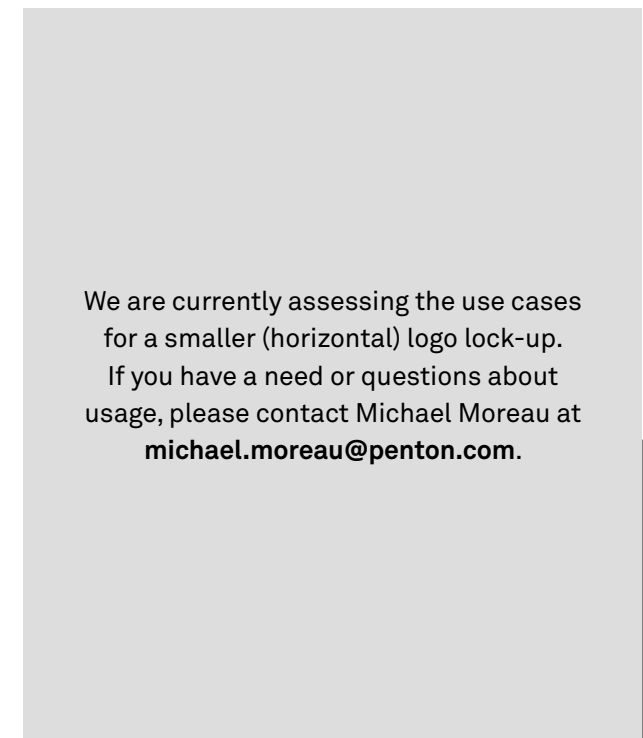
Brand Seal Versions

FULL COLOR, BLACK AND REVERSED, SEAL (PREFERRED)



These guidelines indicate how to use the Informa Engage brand seal in a variety of situations. When space permits, the preferred treatment is the stacked orientation or seal. On black or dark backgrounds, use the reversed versions of the seal to promote legibility and enhance readability.

FULL COLOR, BLACK AND REVERSED, HORIZONTAL



In situations where the layout is space-constrained, it is permissible to use the horizontal wordmark-only version. On black or dark backgrounds, use the reversed version to promote legibility and enhance readability.

Clear space & Minimum size

CLEAR SPACE, SEAL



X = LOWER CASE HEIGHT

MINIMUM SIZE, SEAL



MINIMUM PRINT SIZE:
0.9" HIGH

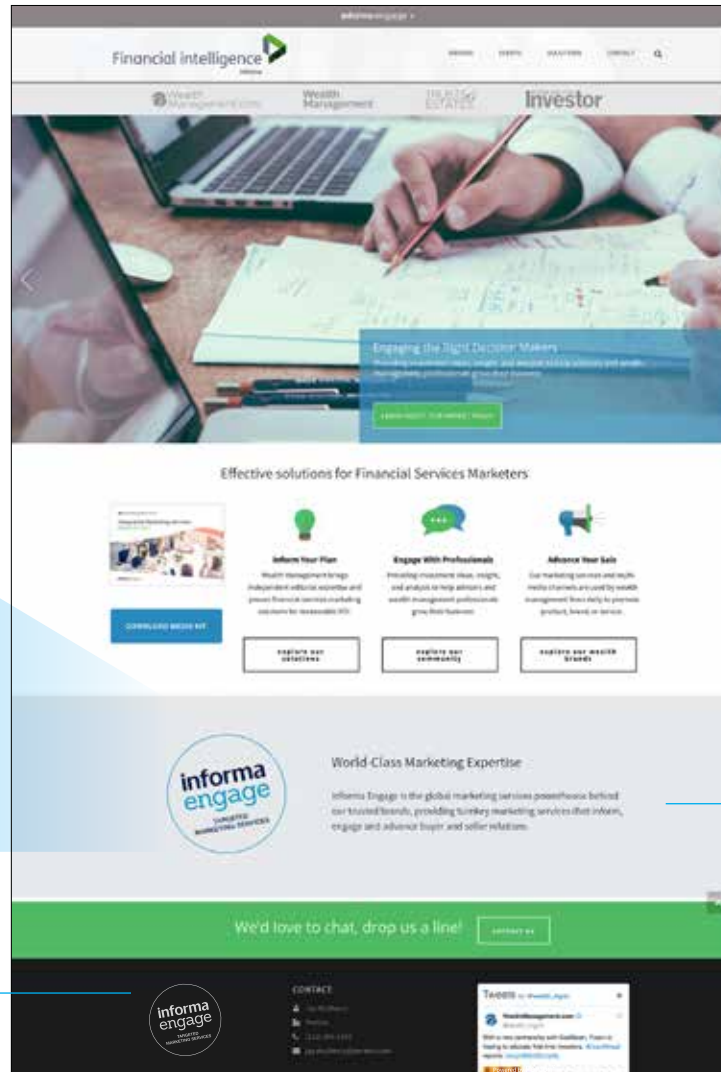
MINIMUM DIGITAL SIZE:
65 PIXELS HIGH

To ensure the seal remains easy to see, maintain the proper clear space around it. Don't crowd it with design elements. The proper amount of clear space is defined by the height of the "e" in the word "engage."

Be sure the seal is reproduced at sizes large enough to remain legible. The print size should not be less than 0.9" high and digital uses (such as web, video, mobile apps, etc.) is not less than 65 pixels high.

Client-Facing Website

The Informa Engage seal should appear on all client-facing site home pages, positioned prominently in its own module. It should be featured together with the marketing statement that helps reinforce the relationship between the market brands and Informa Engage.



The seal should also appear in the footer, typically left-justified, and positioned near the site copyright

Marketing Statement

Informa Engage is the global marketing services powerhouse behind our trusted brands, providing turnkey marketing services that inform, engage and advance buyer and seller relations.

Client-Facing Media Kit



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The Informa Engage seal should appear on the back cover in white, at a 50% opacity and at a size not smaller than 0.9" high

Marketing Service Solutions

The Informa Engage seal should appear on content marketing solutions where it does not distract from client or Informa brand logos. Examples would include in the footer of a website, on the last page of a white paper or eBook, and in the footer of a webinar landing page.



The Informa Engage seal should appear on webinar hosting page, at a size not smaller than 65 pixels high

Brand Support

If you have questions regarding the application of the Informa Engage branding, brand assets or about the materials you are creating, please use this contact list to reach the proper individuals.

CORPORATE MARKETING CONTACTS

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