



BRAND GUIDELINES

eMERGE AMERICAS



MISSION

OUR MISSION IS TO TRANSFORM MIAMI INTO THE TECH HUB OF THE AMERICAS. We are audacious, and it motivates every step we take. We believe that the rise of Miami can serve as a gateway to the Americas and fuel innovation by building out a sustainable, diverse, and inclusive ecosystem.

R.A.I.S.E.

RESILIENCE

We believe in the power of grit and the human spirit to overcome adversity and make one's dreams a reality.

ACCOUNTABILITY

We are accountable to each other for what we do, and when we are going to do it.

IMPACTFUL

We seek to have a positive social impact on the community and lives we serve.

SOULFULNESS

We do everything with heart, soul, and purpose.

EXCELLENCE

We strive for excellence and won't rest until we achieve it.

BRAND VALUES

BRAND PERSONALITY



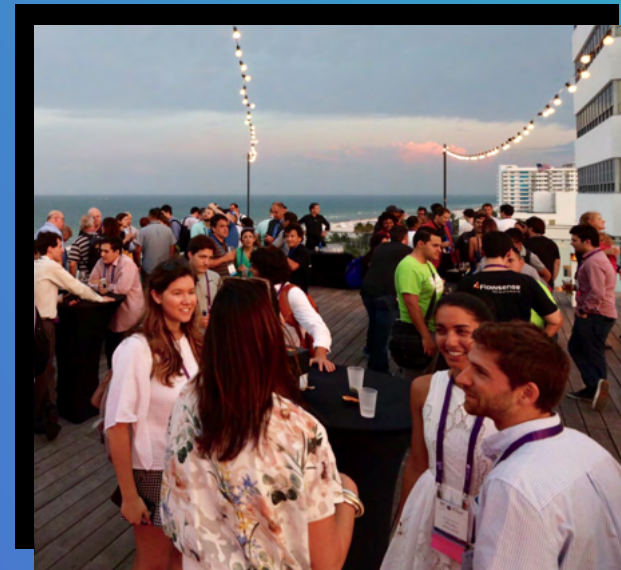
INNOVATIVE

Forward-thinking, cutting-edge, and disruptive. There is strategy, thought-leadership, and depth to what we do. We are solution-oriented.



CREATIVE

We are contemporary in approach—an inspiring source of creative energy and imagination.



FACILITATIVE

Connectedness, collaboration, and servant leadership are a part of our DNA. We don't simply network—we create deep relationships.



ASPIRATIONAL

Our true north is to transform Miami into a model of sustainable and inclusive economic development—not just for Latin America but for the rest of the world.

BRAND VOICE



To best describe our brand voice, it's easier to compare what it is to what it isn't. eMerge America's brand voice is:

Confident but not arrogant

Savvy but not stodgy

Approachable but not overly casual

Authentic but not over the top

Our brand voice represents the tone and personality of all communications.

CONFIDENT

We communicate with confidence and use a definitive tone, unrelenting in our mission and purpose to connect our audience and foster innovation.

SAVVY

We serve as a reliable, professional resource for the tech ecosystem.

APPROACHABLE

We are accessible and take a servant-leadership approach.

AUTHENTIC

eMerge Americas is purposeful, passionate, intentional, and effective.

COMMUNICATION GUIDELINES

COMMUNICATION GOALS

Consider voice, focus, and structure of content. Communications should consider not just what we are saying but the medium in which it is being said.

Copywriting: word count guidelines

Email subject line 60 characters maximum

Web page content Approximately 500 words

Headlines 70 characters / 7 words maximum

Call To Action (CTA) 15 characters / 3 words maximum / always begin with a verb

eMerge Americas LEXICON

We use the following words or phrases in our messaging:

AMPLIFY	COMMUNITY	EMERGING
BRIDGE	CONNECT	EXPLORE
CATALYZE	CONVENE	FOSTER
CHAMPION	COUNTERPART	GATEWAY
COLLABORATE	CREATE	IMPACT
COLLABORATION	DIVERSE	INCLUSIVE
COLLECTIVE	ECOSYSTEM	SUSTAINABLE
COMPARATIVE	ENTREPRENEURIAL	THOUGHT-LEADERSHIP



COMMUNICATION HIERARCHY

WE BELIEVE IN A SIMPLE AND EFFECTIVE DESIGN PHILOSOPHY ANCHORED BY THE REAL WORLD THAT PUSHES THE LIMITS OF WHAT'S POSSIBLE EACH AND EVERY DAY.

Much like the dauntless entrepreneurial spirit, passionate about adapting to market changes and driven to meet customers where they are, the time has come to refresh our brand to support eMerge America's evolution from premiere tech tradeshow to a global thought leadership community.

Our focus was resolute—celebrate the idea of the rock star entrepreneur while embracing Miami's new future as a global tech destination and innovation hub. To do this effectively, we must adopt a new design approach that embraces eMerge Americas' legacy as an OG player in the Miami tech ecosystem. We created clarity by building a communications hierarchy focused on three central themes...

1

THE ENTREPRENEUR ROCKSTAR

2

MIAMI AS THE NEW GLOBAL TECH HUB

3

OUR COMMUNITY OF CONSTITUENTS

- Startups
- Enterprises
- Investors
- Media
- Government
- Higher Education

We got to work reinventing our design tool kit with a clear sense of who our audience is and what we are trying to say. We pulled inspiration from the previous eMerge America's tapestry while introducing new and fresh design thinking that embraces a bold approach to the idea of **"SHOW, NOT TELL."**

DESIGN INTENT

GRADIENT / COLOR

To do this, we needed to find iconic ways to say Miami—without saying Miami. We show this by using a color palette that is very much indigenous to Miami—the blue of our beaches and waterways with the bold pink accents of Miami's neon-soaked nightlife.

HEXAGON SHAPE

With years of association with the hexagon shape, we set out to lean into the positive brand equity built by simplifying the use of the shape while making a point of having it be a part of every touchpoint in the eMerge Americas brand mix.

PHOTOGRAPHY

As a company firmly planted in bringing people together, showing our community through photography was a prerequisite. The goal—do so in a way that prioritizes people, not the place. We do this by creating a distinguishable difference in how we highlight our entrepreneurs from the community they are a part of. Not to create separation, but to reinforce the idea that they are the heroes in our story. They are our ROCKSTARS.

For community-related photography, we needed to establish visual consistency that represents the support system that makes it possible for entrepreneurs to do what they do. Much like it takes a village to raise a child—it takes a community to forge an entrepreneur.

BRANDMARK

BRAND MARK

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of our icon, which is a hexagon with a stylized letter e, and our wordmark. Our wordmark is our namesake. There are two alignment options for our logo—horizontal and vertical.

Do not create other alignments.

PRIMARY LOGO

Horizontal



Vertical



BRAND MARK

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. The clear space around both logo lockups is equal to the height of the “M” in “eMerge.”



CLEAR SPACE



BRAND MARK

When a two-color logo treatment is needed, the icon in our Resilient Rosé pink is the preferred alternative.



TWO COLOR VARIATIONS



BRAND MARK

The one-color spot or reverse logos are for use when color and tint reproduction are both unavailable, such as fax, one-color packaging, one-color screen printing, premiums, merchandise, etc.

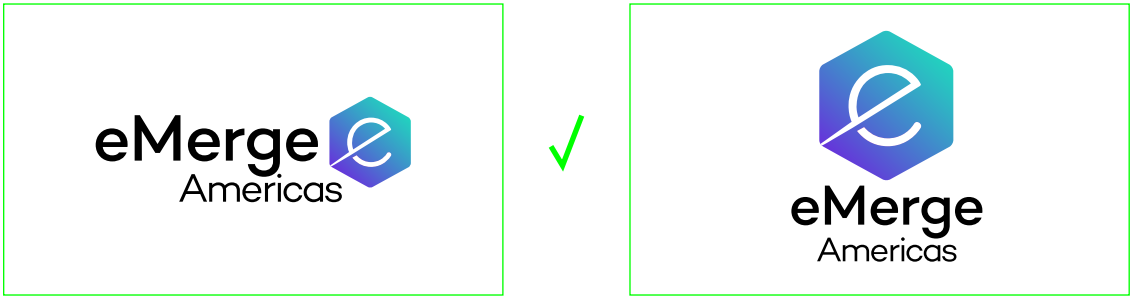
ONE COLOR VARIATIONS



BRAND MARK

We appreciate your creativity. However, do not alter the logo artwork or usage in any way. Below are examples of logo usages that are prohibited. Our logo may not be used if it does not conform to these guidelines.

LOGO STANDARDS



DO NOT
Change type or icon size proportions



DO NOT
Outline type or icon



DO NOT
Create variations of the logo by rearranging its components



DO NOT
Arrange type on one line



DO NOT
Add unnecessary drop shadows, bevels or other effects



DO NOT
Apply the mark against busy backgrounds

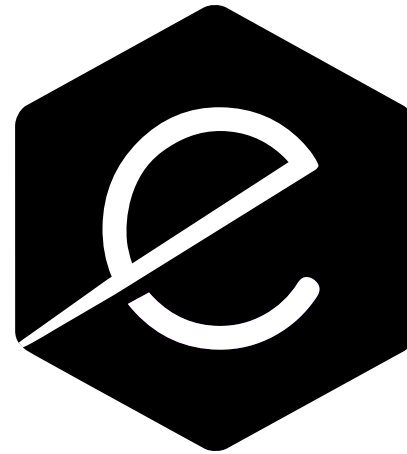
BRAND MARK

Our icon stands as a bold stand-alone symbol of the brand. Use the primary icon with our signature gradient to drive visual consistency and leverage the established brand equity when possible.

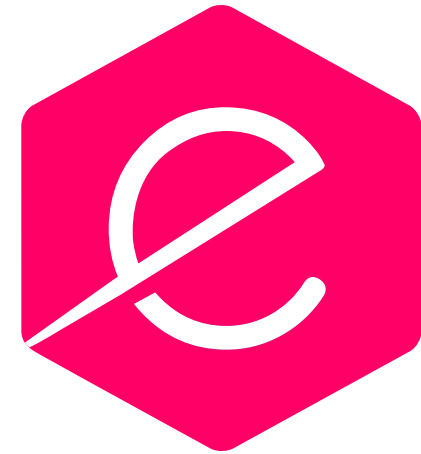
ICON



Primary



Black



Accent

BRAND MARK

The icon should always retain its shape, never altering the icon’s proportions. For example, the stylized letter “e” should always have a white fill, do not knock out the “e” or use outline treatments.



ICON STANDARDS



DO NOT
Modify proportions



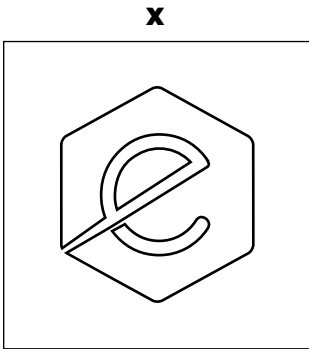
DO NOT
Rotate proportions



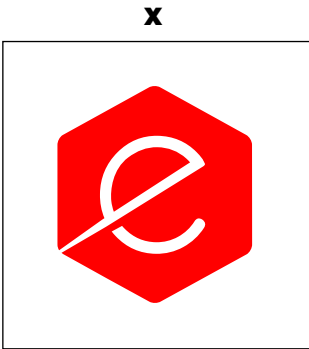
DO NOT
Distort hexagon shape



DO NOT
Knock out “e” over background



DO NOT
Outline



DO NOT
Use illegal colors

BRAND ELEMENTS

BRAND ELEMENTS

Color plays a vital role in the eMerge Americas brand identity. Therefore, the correct usage of these colors will uphold the visual legacy of the eMerge Americas brand. When using brand colors, aim to use a maximum of three colors.

To add more variety to your palette, you can use different shades and tints of these three primary colors. Black and white play an essential role in our palette to provide grounding and clear visual space.

COLOR

CMYK 665/0/36/0
RGB 34/210/191
HEX 22D2BF
PMS 3255C

INVEST
MINT

CMYK 73/80/0/0
RGB 102/51/218
HEX 6633d9
PMS 266C

VENTURE
VIOLET

CMYK 0/99/37/0
RGB 255/0/102
HEX E7004C
PMS 1925C

RESILIENT
ROSÉ

CMYK 75/68/67/90
RGB 0/0/0
HEX 000000
PMS Black 6C

BLACK

CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFFFF

WHITE

BRAND ELEMENTS

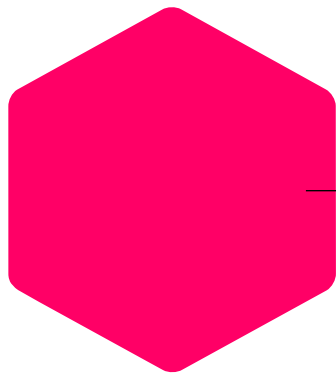
Our signature gradient is created by combining Venture Violet with Invest Mint at a 48-degree angle. The goal was simple—say Miami, without having to say Miami.

GRADIENT



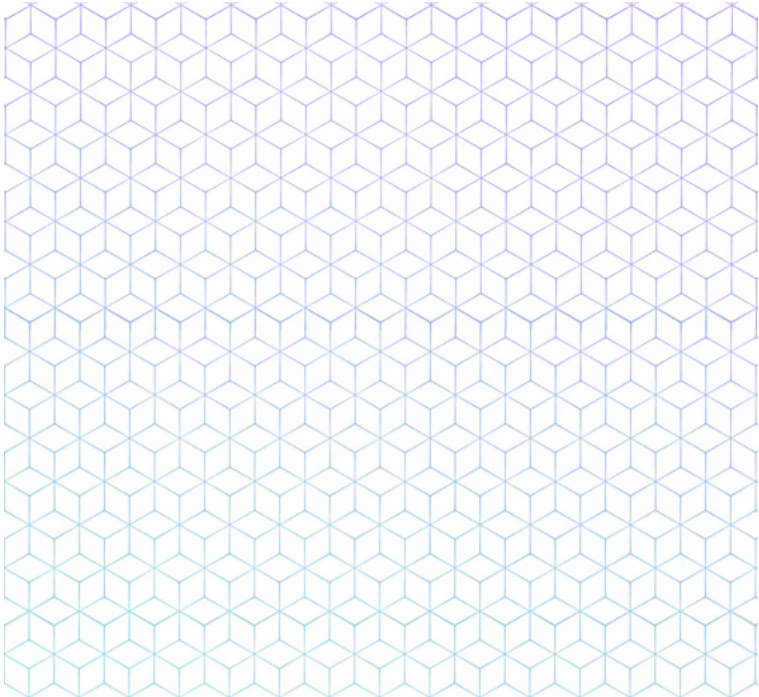
BRAND ELEMENTS

When applied over a gradient, the cubic hexagon pattern should be colored with our signature gradient going in the opposite direction to the background gradient and overlaid at 50% opacity. The cubic hexagon pattern can also be used selectively to create texture on a white background.



Like a feather in a fedora, our hexagon shape in Resilient Rosé can be applied in specific instances to reinforce our bold design aesthetic.

PATTERN



BRAND ELEMENTS

Photography is a core element in our brand ecosystem that allows us to embrace our community, the city that houses it, and the entrepreneurs that power it. We establish a clear visual identity through the use of two different applications of photography.

1. Entrepreneurs are our rock stars. Because we receive VIP headshots in a range of formats, sizes, and styles—we set out to implement a uniform approach to the way we showcase our VIPs across all platforms. We achieve this by knocking out any backgrounds and pushing their photos into the monochromatic spectrum. From there, we introduce our signature gradient in a modern and fresh way. Then we play with graphic elements from the same brand world to create a unique piece of digital art—a fitting tribute to the rock star entrepreneur.

PHOTOGRAPHY



Original



- Convert to black & white
- Knockout background
- Adjust brightness & contrast



- Apply the eMerge signature gradient
 - Gradient overlay
 - Blend Mode: Color

BRAND ELEMENTS

2. Our community—the bedrock ingredient in supporting our rockstar entrepreneurs. Our community photography is made up of architecture and landscape photos of Miami that genuinely embrace the city’s diversity in a way that doesn’t just represent the travel destination. We highlight and embrace the new Miami as a destination for commerce and innovation.

Next, we look to embrace the entrepreneurial lifestyle—one that encourages the simpatico relationship between work and play, and the productivity that it produces. We believe the modern entrepreneur is constantly on the go, and we seek to meet them where they are. To create consistency, we introduce high levels of saturation bringing forward the warmth of our city and our community, to create a tapestry of images as vibrant as the place we call home.

PHOTOGRAPHY



BRAND ELEMENTS

Typography is just as important as color. Our simplified yet bold fonts project strength, innovation, and individuality. Additionally, these fonts are easy to read across different devices.

Gotham is our primary type face. Should a situation arise when Gotham is not available, Century Gothic is an approved alternative.

NOTE: When using Gotham Black and Bold in headline text, use all caps and set the tracking to 150. Do not track out body copy.

TYPOGRAPHY: GOTHAM

BLACK

Used in headers/ Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

Used in headers/ Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

Used in headers/ Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK

Used in subheaders and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE FONT: CENTURY GOTHIC

BOLD

Used in headers/ Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

Used in headers/ Print and Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND ELEMENTS

We love our name, and we're proud of what it represents. Here are the guidelines to correctly write our company name. We thank you in advance for treating our brand with care.

The name should be written as eMERGE AMERICAS only when using uppercase.

HOW TO SPELL OUR NAME



eMerge Americas
eMERGE AMERICAS

x

EMERGE AMERICAS
EMERGE Americas
emerge Americas
emerge americas
eMerge AMERICAS
emerge AMERICAS

BRAND APPLICATION

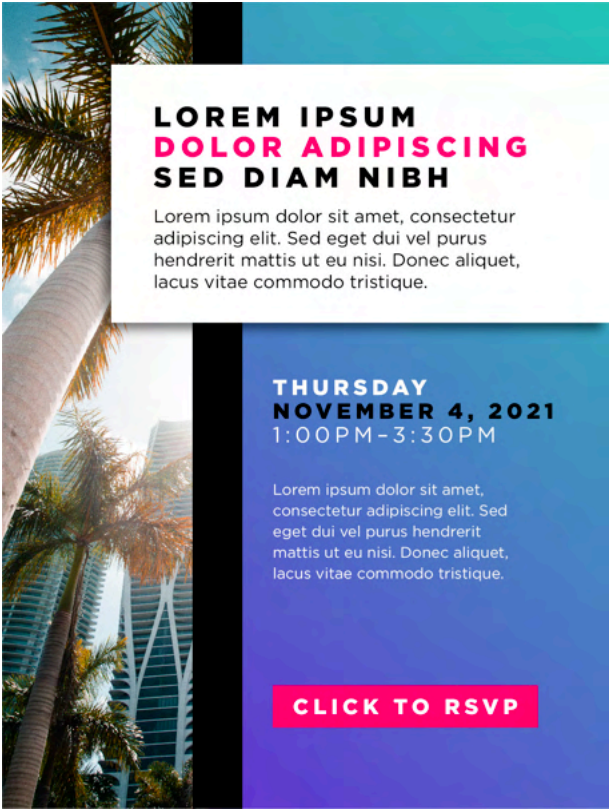
In the spirit of reinforcing the idea of the entrepreneurial Rockstar in our communications, we have templated a range of social posts that make our thought leaders the centerpiece of our brand. Given the flexibility of 1:1 images across all social platforms, it was a natural starting place for our social media templates.



BRAND APPLICATION

With DMS communications as the preferred means of sharing information, our goal was simple. Make our email commutations simple and fun to read. Leaning heavy into the use of our signature gradient, we hope to be a welcome site in our patron’s inbox.

DIGITAL / SOCIAL / MOBILE EVITE



BRAND APPLICATION

Like with any of our speaker-focused applications, we seek to celebrate the success of our thought leaders in an approachable and engaging way. Therefore, we have included a few templates leveraging different brand elements to aid in doing so!

DIGITAL / SOCIAL / MOBILE EMAIL SPEAKER ANNOUNCEMENT



Primary



Alternate 1

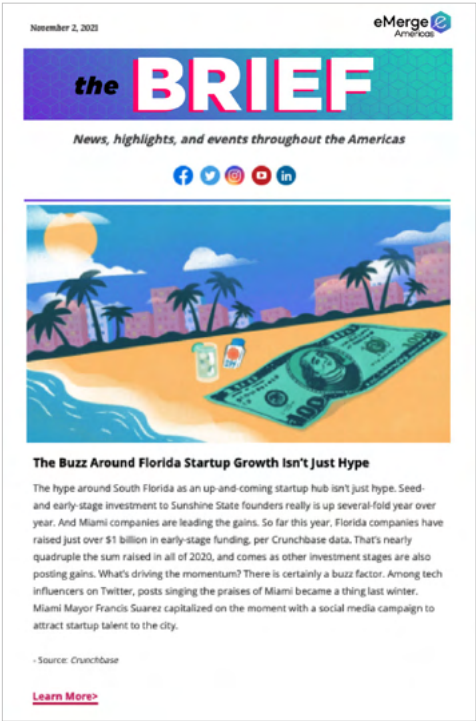


Alternate 2

BRAND APPLICATION

As a regular touchpoint in our communications mix, our newsletter helps foster community through consistent and engaging content on a weekly basis. Let us brief you on all the things Miami tech.

DIGITAL / SOCIAL / MOBILE NEWSLETTER



Application



Banner Templates

BRAND APPLICATION

To create simple and recognizable visual consistency across our social platforms, we have provided two versions of a Twitter banner template.

DIGITAL / SOCIAL / MOBILE TWITTER BANNERS



Pattern/Text application



Photo application



BRAND APPLICATION

To create simple and recognizable visual consistency across our social platforms, we have provided two versions of a LinkedIn banner template.

DIGITAL / SOCIAL / MOBILE LINKEDIN BANNERS



Pattern/Text application

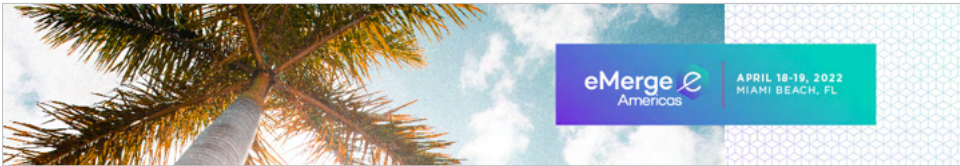
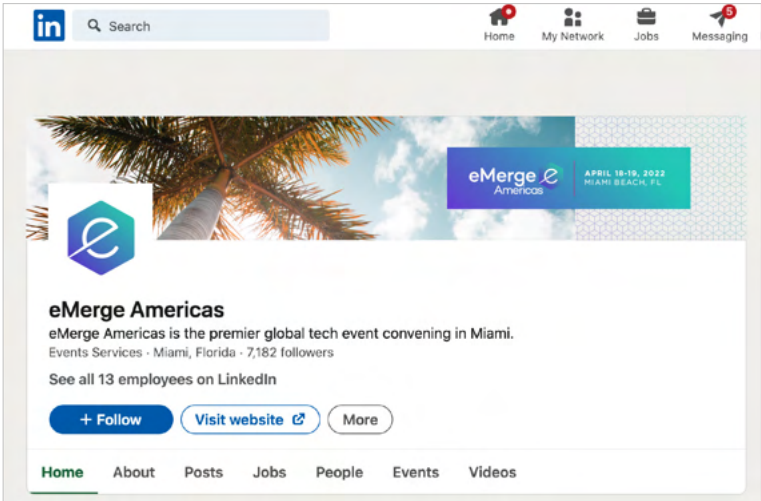
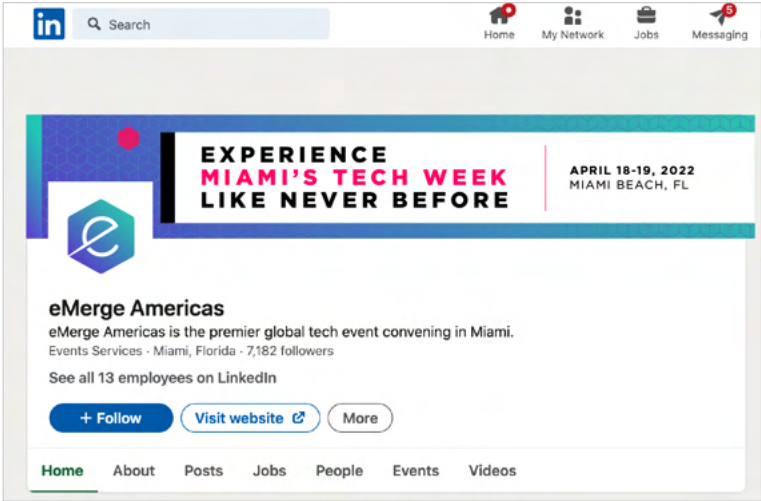


Photo application



BRAND APPLICATION

To create simple and recognizable visual consistency across our social platforms, we have provided two versions of a Facebook banner template.

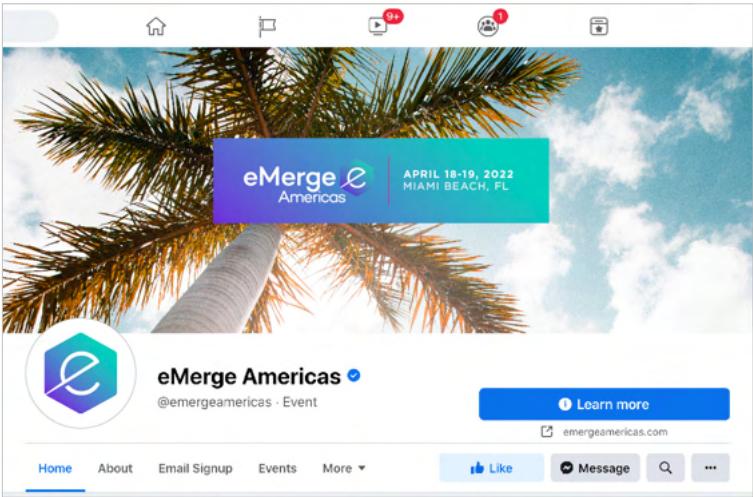
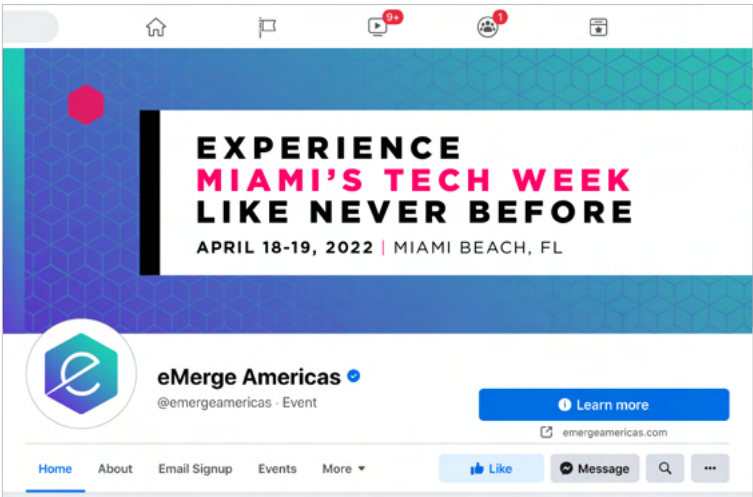
DIGITAL / SOCIAL / MOBILE FACEBOOK BANNERS



Pattern/Text application



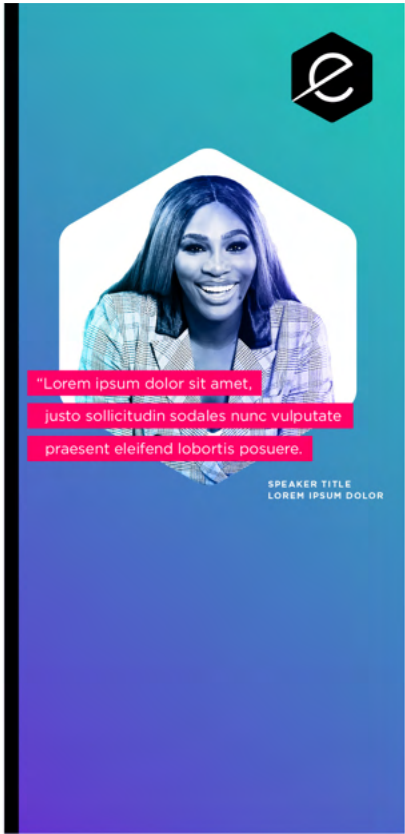
Photo application



BRAND APPLICATION

We have created three pop-up banners or meter board templates for easy and recognizable environmental branding as an essential tool that reinforces our brand in the physical space.

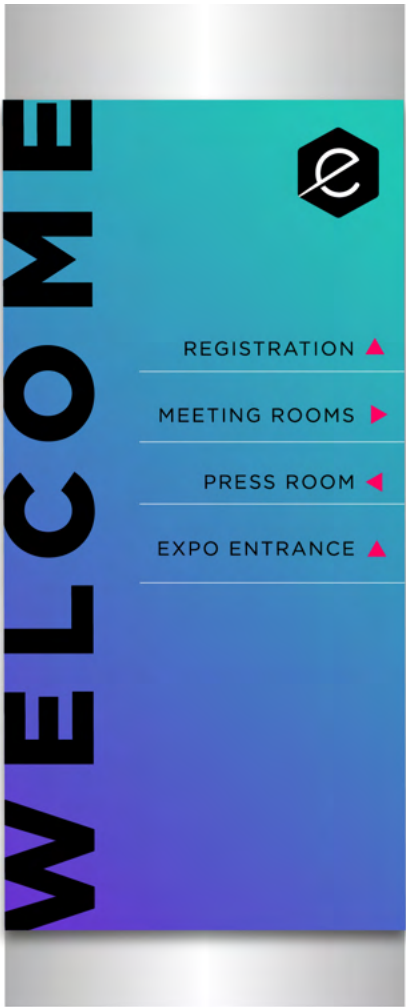
ENVIRONMENTAL & EVENTS POP-UP BANNERS



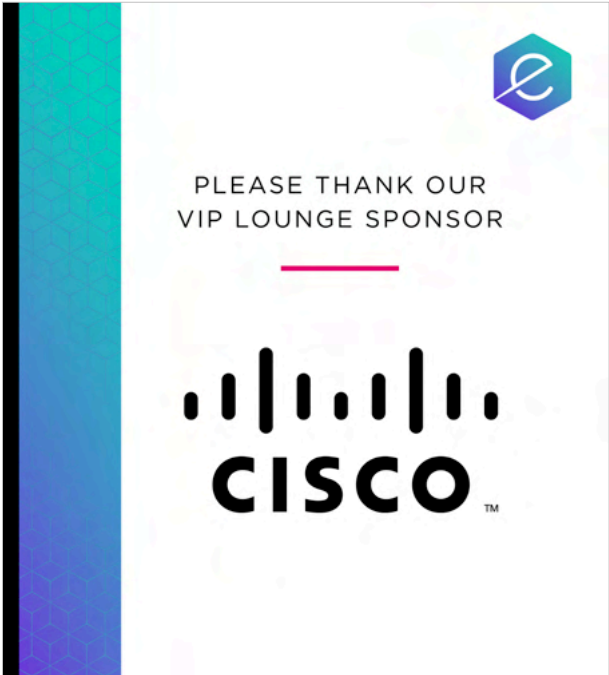
BRAND APPLICATION

With the simple idea that wayfinding can be part brand element and part directional signage—we seek to reinvent how our brand shows up in the physical world.

ENVIRONMENTAL & EVENTS WAYFINDING



Whether thanking our sponsors or providing simple attendee instructions, our designs offer a templated approach to simple signage that is easy to follow and easily recognizable.



Sponsor



Generic 1



Generic 2



Generic 3

BRAND APPLICATION

In the spirit of reinventing how our brand shows up in the physical world—we aim to pull inspiration from the world-famous Wynwood art district by rethinking what our brand can use as a canvas.

ENVIRONMENTAL & EVENTS WALL BRANDING



BRAND APPLICATION

As a primary instrument leveraged by our leadership and sales team, we seek to step into boardroom presentations with the same bravado that our brand communicates across all communications touchpoints.

POWERPOINT TEMPLATE



Cover



Back Cover



Quote/Gradient



Statement/Gradient



Statement/Pattern/White



Quote/Photo



Statement/Photo



Statement/Pattern/Gradient

BRAND APPLICATION

As a primary instrument leveraged by our leadership and sales team, we seek to step into boardroom presentations with the same bravado that our brand communicates across all communications touchpoints.

POWERPOINT TEMPLATE



Photo 1/4 + Content



Photo 1/2 + Content



Photo 1/2 + Content + Gradient



Content + Photo 1/4



Content + Photo 1/2



Multiple Photos



Content on White



Content on Gradient

We hope you enjoy playing
with the **NEW eMerge
America's** tool kit, as much
as we enjoyed creating it!



BRAND GUIDELINES REFRESHED NOVEMBER 2021

The eMerge Americas name and logomark are the
property of eMerge Americas, LLC.
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For questions concerning the
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