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# NPE2024 | MADE The Plastics Show FOR YOU

## Brand Guidelines

NPE2024 Campaign Creative Direction

Created by 360 Live Media

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# **NPE2024 IS BACK & IT'S MADE FOR YOU.**



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# 01 **NPE 2024**



# THEME

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## New Look. Same Ambitious Spirit.

Get ready to experience NPE2024—a reimagined focal point event for the plastics industry.

This event is designed to help organizations leverage innovations, drive major business growth, and build a more sustainable economy.



# 02 **LOGO OPTIONS**



# LOGO STRUCTURE

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“NPE2024 The Plastics Show” is the event name. “Made For You” is the 2024 theme. These two names should be used together where possible. If used separately, “NPE2024” should have the greater hierarchy.

Event Name

Event Theme

The diagram illustrates the logo structure using a grid of dotted lines. It features two main columns of text separated by a vertical line. The left column contains the text 'NPE2024' in a large, bold, sans-serif font, with 'The Plastics Show' in a smaller, regular, sans-serif font directly below it. The right column contains the text 'MADE' in a large, bold, sans-serif font, with 'FOR YOU' in a smaller, bold, sans-serif font directly below it. The text is centered within its respective columns. A large, faint, light gray 'N' is visible in the background, spanning across the grid.

**NPE2024**  
The Plastics Show

**MADE**  
**FOR YOU**

# LOCKUP OPTIONS

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For NPE2024 there are six different logo lockup combinations. Space permitting, use the lockup option with the most information.

## NPE2024 Base Logo

**NPE2024**  
The Plastics Show

This is the NPE2024 base logo. Additional information like the theme, date, and location can be added onto this logo to create the lockups on this page, but the graphic above is the brand mark for the event. Use this logo when talking generically about the event.

## NPE2024 Theme + Event Details Lockup

**NPE2024** | **MADE  
FOR YOU**  
The Plastics Show  
May 6–10, 2024  
Orlando, FL

This is the main NPE2024 lockup for marketing. It includes all the relevant information about the event—event name, theme, date, and location. Space permitting, use this lockup in all marketing executions.

## NPE2024 Main Logo + Event Details

**NPE2024** | May 6–10, 2024  
The Plastics Show | Orlando, Florida

Use this lockup when vertical space is limited and when the date and location is necessary. This is the lockup currently used in the website nav bar.

## NPE2024 Theme Lockup

**NPE2024** | **MADE  
FOR YOU**  
The Plastics Show

This is the simplified marketing lockup. Use this lockup for onsite materials or when the date and location is visible elsewhere on the page.

## NPE2024 Responsive Logo

**NPE  
2024**

This is the most condensed version of the NPE logo lockup pack. This mark can be used as a social media profile logo, on an app icon, as a favicon, and on other small executions.

## NPE2024 Theme Stacked Lockup

**NPE2024**  
The Plastics Show  
**MADE FOR YOU**

This is an alternate theme lockup with a vertically stacked layout. Use this lockup when horizontal spacing is limited.



# 03 **COLORS**

# COLOR PALETTE

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Using the primary colors (yellow, red, blue) plus green, the NPE2024 color palette is energetic, approachable, and diverse. Yellow is the main color for this year's event; it should be the main color used on-site in Orlando. All the colors can be incorporated into marketing executions. As marketing performance data becomes available, findings should be applied to optimize future executions.

## Main

**Pantone 106 CP**  
**RGB 247 233 74**  
**CMYK 1, 0, 79, 0**  
**HEX F7E94A**

## Secondary

**Pantone 7488 CP**  
**RGB 139 194 90**  
**CMYK 51, 0, 86, 0**  
**HEX 8BC25A**

## Secondary

**Pantone 7625 CP**  
**RGB 223 95 77**  
**CMYK 0, 80, 78, 0**  
**HEX DF5F4D**

## Action Color

**Blue**  
**RGB 196 214 248**  
**CMYK 42, 0, 2, 0**  
**HEX 7EDBF8**

Green should be the color used when content references recycling and environmental issues. Though, green is not limited to only being used in those cases.

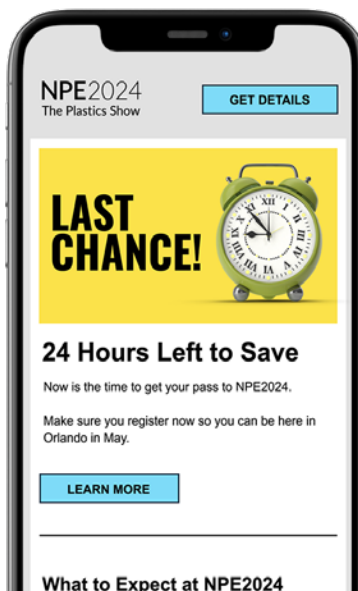
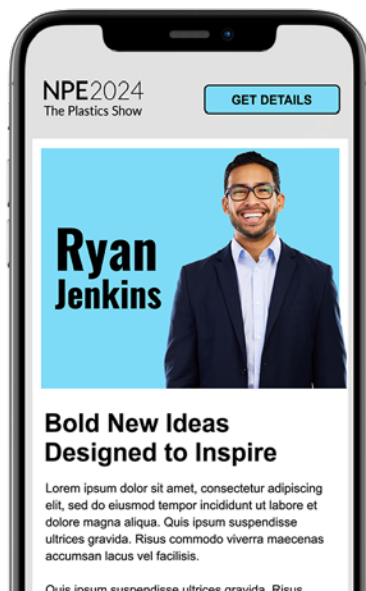
Note: Avoid executions that feature Green, Yellow, and Red in arrangements that would evoke a traffic light.

In order to provide consistency, blue should primarily be used as an action color. Use blue for all CTAs, buttons, and clickable elements.



# COLOR USAGE

Unless combining graphics into a grid like the image below, each graphic should have a solid color background and a similarly colored product image.



# ON-SITE COLOR USAGE

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In order to stand out from the exhibitors and maintain brand consistency, NPE2024's yellow will be the main color used on-site.



# 04 **TYPOGRAPHY**



# TYPEFACES & USAGE

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## Oswald.

Oswald is a tall condensed typeface that is strong, industrial, and inspirational. Use Oswald for large headlines and for typography-focused layouts.

## Lato.

As a geometric sans font, Lato offers excellent legibility and provides a clean, modern look. Lato has been the primary typeface for NPE in previous years. Use Lato for subheads, body copy, and captions.

**H1 - OSWALD BOLD**

**H2 - OSWALD BOLD**

**H3 - OSWALD BOLD**

**H4 - Lato Bold**

**H5 - Lato Bold**

**H6 - Lato Bold**

Body - Lato Regular

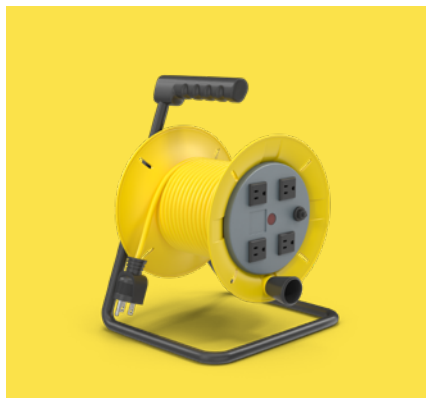
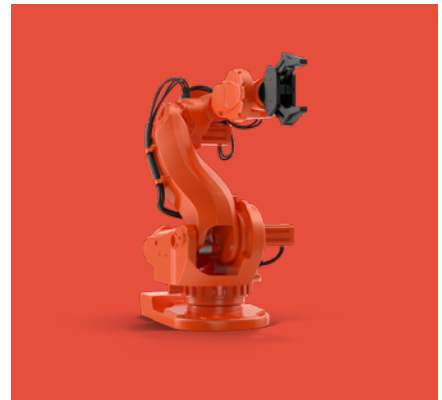
Captions - Lato Regular

# 05 **IMAGERY & ICONOGRAPHY**

# IMAGERY

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NPE2024 uses isolated product photography or high quality renderings as the main visual elements. These visuals are placed on a similarly colored solid background as seen below.

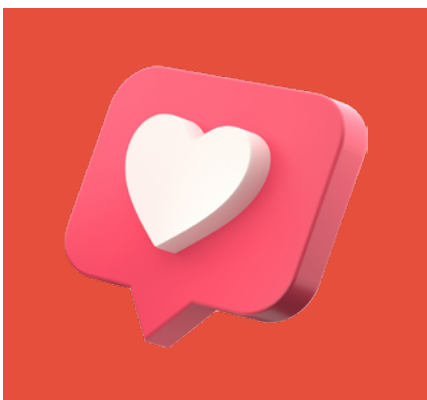
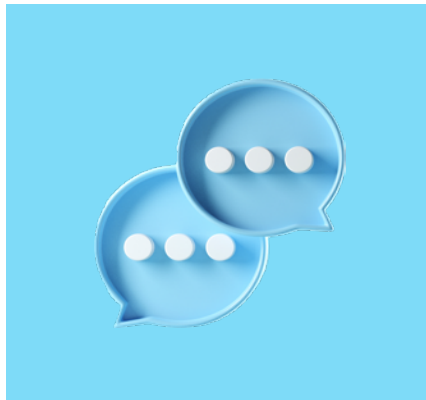




# ICONOGRAPHY

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Because icons are used at smaller scale, simplified 3D illustrations will be used as icons across marketing materials.



# TEXTURE

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In designs where no imagery is being used, a plastic wrap texture can be added to provide visual interest.



