



The NAFEM Show[®] | **23**

Creative guidelines presented by

LOSASSO

Putting you at the center of it all.

Meet the best and the brightest in the foodservice E&S industry. Let ideas and inspiration run wild. Get caught up in equipment and supplies that have an immediate impact on your business. Because at The NAFEM Show, you're at the center of it all.

thenafemshow.org



The **NAFEM** Show **23**
FEBRUARY 1-3 • ORLANDO, FL
ORANGE COUNTY CONVENTION CENTER

Logo



Main logo

When using logo on white or extremely light background.

Logo usage on orange

Logo should be completely white when used on orange.



Logo usage on colors

When using logo on any of the other show colors the type should be white and incorporate the orange behind the 23.

Typography

Title and headline font

- Helvetica Light
- **Helvetica Bold**

The combination of the light and bold should be used for all main messages. Use bold text for the words you would like to emphasize

Body copy font

- Helvetica Regular

This font should be the main font used when supporting copy is needed below a main message or title.

Body copy call to action

- **Helvetica Bold**

This should be used when the above font is needed to stand out more.

Headshot Artwork



Headshots are used to showcase the opportunities and benefits of The NAFEM Show, both onsite and at work. There is flexibility to use relevant images and iconography within the artwork to best support the messaging.

Photography



Images should feature foodservice equipment and supplies in action and/or engaged industry members. Full-color show photography is preferred. Duo-tone treatments can be applied to create interest and add color.

Duo-tone treatment in Photoshop.

Iconography



Iconography can be used in tandem with photography or onsite to denote different foodservice E&S solutions.

2023 Color Palette

Text & Graphics

Blue PMS 2925* CMYK 77/27/0/0 RGB 3/151/215 HEX# 0397D7	Orange PMS 165* CMYK 0/75/99/0 RGB 242/101/34 HEX# F26522	Green PMS 7489 CMYK 59/15/100/1 RGB 121/167/66 HEX# 79A742
Purple PMS 7650 CMYK 53/100/33/17 RGB 121/32/95 HEX# 79205F	Pink PMS 240 CMYK 22/99/0/0 RGB 196/38/149 HEX# C42695	Black PMS N/A CMYK 0/0/0/100 RGB 121/32/95 HEX# 231F20

*Approximate PMS colors when compared to HEX and RGB colors.

Duo-Tone Pairings**

Pairing #1

Blue – Primary	Orange – Secondary
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Pairing #3

Blue – Primary	Pink – Secondary
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Pairing #2

Blue – Primary	Green – Secondary
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Pairing #4

Pink – Primary	Orange – Secondary
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**Only 2 duo-tone pairings per artwork may be used.

Secondary Color Palette (For Iconography & Digital Use Only)

Blue Opacity 50%	Orange Opacity 50%	Green Opacity 50%	Purple Opacity 50%	Pink Opacity 50%
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Copy Guidelines

The NAFEM Show theme/tag:

Putting you at **the center of it all**.

Approved lines for themed signage:

Take ideas from **booth to business**.

The best of **foodservice E&S** in one place.

Discover. Connect. Act. **Succeed**.

Find a **fresh way forward**.

Step into the **future of foodservice E&S**.

Surround yourself with **opportunities**.

General guidelines:

The combination of the light and bold should be used for all main messages. Use bold text for the words you would like to emphasize.

Use periods at the end of headlines/statements that are full sentences (or as seen in the above approved lines).

Use sentence case, NOT title case. See below for examples.

Correct: Putting you at the **center of it all**.

Incorrect: Putting You at the **Center Of It All**.

Incorrect: PUTTING YOU AT THE **CENTER OF IT ALL**.

See NAFEM Corporate Copy Guidelines document for additional style guidelines.

Incorporating type with art:

Headlines should be large but never overlap or interact with main artwork.

Colored rectangles are used to organize and anchor headlines/titles and/or body copy in text-heavy documents and signage. Rectangles anchoring text should bleed off the artwork. We do not recommend using colored rectangle treatment in digital applications.