ACQUIRE
Acquisition & Management Show

Brand Guidelines
May 2015

ACQUIRE is an educational event and tradeshow for acquisition and management professionals looking to deliver on their agencies' missions. ACQUIRE covers all aspects of the acquisition process, from defining requirements to implementing and managing programs.

Acquire Show Brand Guidelines

Contents

Brand

The ACQUIRE logo aspires to strike a cheerful tone and command presence in large scale environmental venues. The ACQUIRE logo is designed to be colorful, and to cut above the clutter of existing acquisition industry players.

Brand
Acquire brand pillars

Colorful
We are fun, cheerful and bold. We take on challenges with confidence and we are success minded.

Determined
We facilitate the education, training and professional development of those involved in each stage of the program lifecycle.

Balance
We dedicate ourselves to helping federal employees achieve a balanced, fulfilled and happy work life.

Inspiration
We provide inspirational keynotes and helpful clinics that challenge us to recalibrate our work practices.

Logo

Always use the full-color logo on every communication.

The ACQUIRE logo is made of two components: The triangular shaped symbol that forms a negative-spaced arrow to suggest "uptake", or acquisition; and the logotype and tagline utilizing the typeface "Lato."

The symbol may be used without the logotype and tagline, but the tagline should never be used without the symbol.

ACQUIRE
Acquisition & Management Show

Logo

There are circumstances where the logo will be used in a variety of ways.

1. Full-color over white.

2. One-color over white.

3. Full-color over dark gray background. The full-color logo may only appear over a dark gray or black background. It must never appear over another brand color.

4. White outline over dark gray background.

5. Solid white over dark gray background.

6. The tagline may be broken away from the symbol ONLY in the case of environmental signage for the purposes of scale.

7. The logo configuration may be altered ONLY in the case of environmental signage.

1.

2.

3.

4.

5.

6.

7.

Logo

Additional uses

The white outline and solid white version may be used over the brands colors.

Logo

Clear Space
A cluttered environment undermines the ability of our logo to express itself. The preferred clear space is equivalent to the height of the "A" in Acquire.

Minimum Size
In print, the logo should never appear smaller than 3/4 of an inch. On screen, it must appear at least 55 pixels wide. At these minimum sizes, you must remove the tagline.

The tagline can be shown at a minimum of 100 pixels wide (approx 1.5 inches).

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ACQUIRE

55 pixels
.75 inches

ACQUIRE
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100 pixels
1.5 inches

Logo

Violations

Don't use the tagline
at 55 pixels/75 inches.

Don't stretch
the logo

Don't compress
the logo

Don't rescale the
symbol or logotype.

Don't use a drop
shadow

Don't tilt the logo on a
diagonal

Don't use the dark gray
logotype on a dark
background

Don't use the full color
logo on a colored
background

Don't use the logo as a solid shape

Color

10 brand colors

These are the colors that constitute the main ACQUIRE logo. These colors are used in sub-brands within the entire ACQUIRE brand architecture. Always use the specified brand colors and do not rely on conversion in your software.

ACQUIRE
Acquisition & Management Show

Green
R141 G198 B63
Hex #056839

C90 M34 Y96 K26

Orange
R247 G148 B30
Hex #f7941e

C0 M50 Y99 K0

Ox Blood
R241 G89 B42
Hex #f1592a

C0 M80 Y94 K0

Yellow
R255 G222 B22
Hex #ffde16

C2 M9 Y97 K0

Yellow-Green
R215 G223 B33
Hex #d7df21

C20 M09 Y99 K0

Plum
R159 G31 B99
Hex #9f1f63

C36 M100 Y36 K9

Slate Blue
R50 G110 B164
Hex #326ea4

C84 M55 Y13 K1

Midnight Blue
R38 G34 B98
Hex #262262

C100 M100 Y30 K21

Lime Green
R141 G198 B63
Hex #8dc63f

C50 M1 Y99 K0

Dark Gray
R64 G64 B65
Hex #404041

C68 M61 Y59 K46

Color

Sub-Brand Extended Color Palette

These secondary colors make up the remainder of the colors used for the sub-brand track logos.

Canary Yellow
R253 G183 B19
Hex #fdb713

C0 M31 Y100 K0

Magenta
R237 G34 B144
Hex #ec228f

C0 M96 Y0 K0

Sky Blue
R0 G162 B229
Hex #00a2e5

C73 M21 Y0 K0

Slate Blue
R50 G110 B164
Hex #326ea4

C84 M55 Y13 K1

Slate Gray
R68 G80 B99
Hex #445063

C76 M63 Y43 K26

Blueberry
R40 G56 B145
Hex #283891

C100 M93 Y6 K1

Architecture

Main Brand

ACQUIRE
Acquisition & Management Show

Sub-Brands

The ACQUIRE show is a family. Under the main show brand are six tracks. These tracks target segmented audiences within the ACQUIREshow.

ACQUIRE
Acquisition Management

ACQUIRE
Project Management

ACQUIRE
Happy Fed

ACQUIRE
Office Management

ACQUIRE
Professional Services

ACQUIRE
Industry Days

Typography

Lato
The Lato family is the sole typeface family for the Acquire show. Lato is both a Web-hosted font and Opentype for print.

Lato Light and *Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Regular and *Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Bold and *Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Black and *Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato Light may be used for text at a large point size.

Lato Regular is used for body copy and long texts. It is the primary style for all marketing-related materials.

Lato Bold is used to accent text for emphasis.

Lato Black is used for heads and subheads.

General Guidelines:
• 10/12 pt. for main body copy.
• 14/17 pt. for larger text.
• Headlines may be used up to 24 pt.

Lato Bold — ACQUIRE
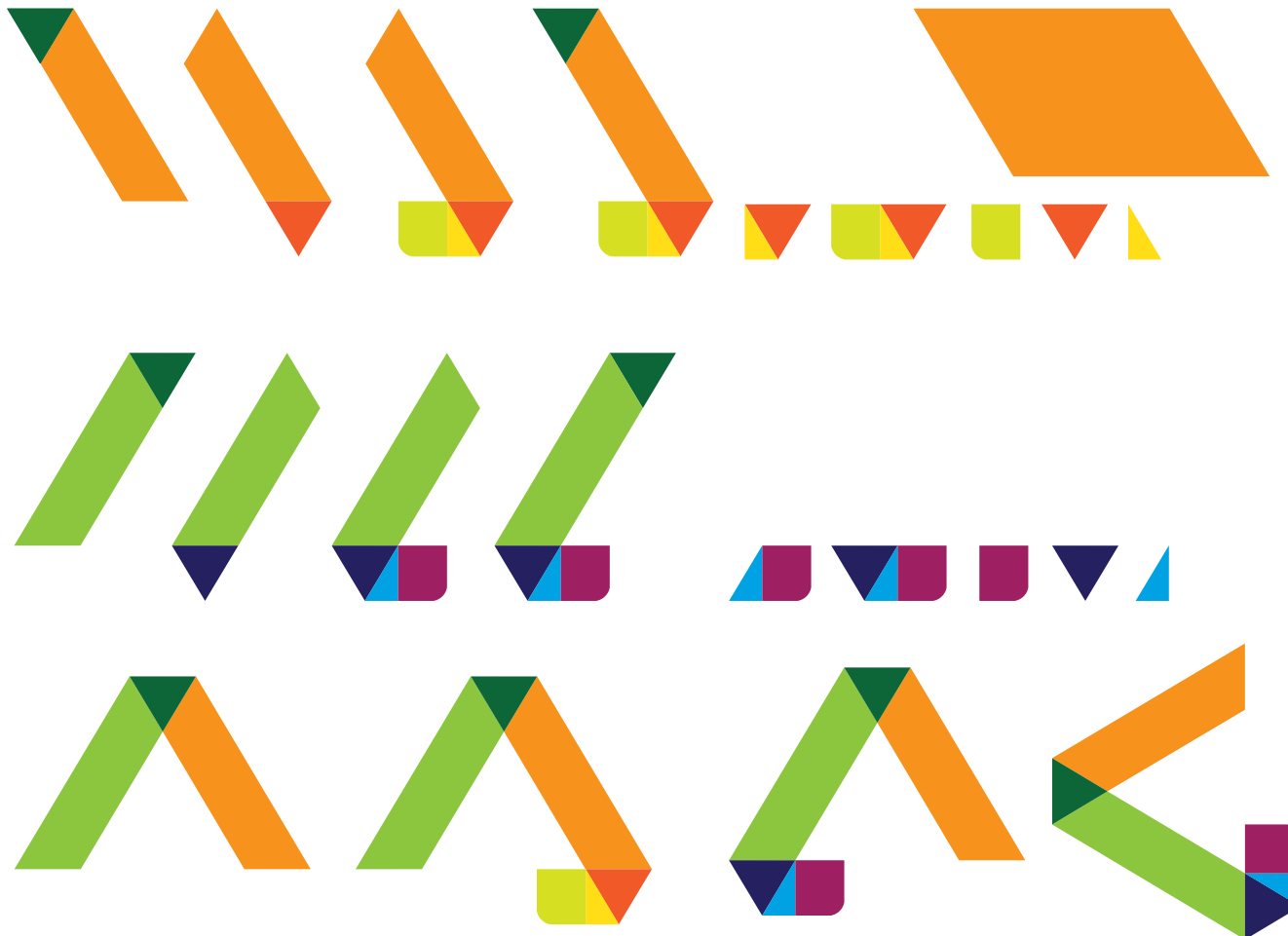Acquisition & Management Show

Lato Regular

Do Not use Lato Hairline.
Try to use no more than three members of the font family.

Elements

Shapes

These shapes may be used in branded materials.
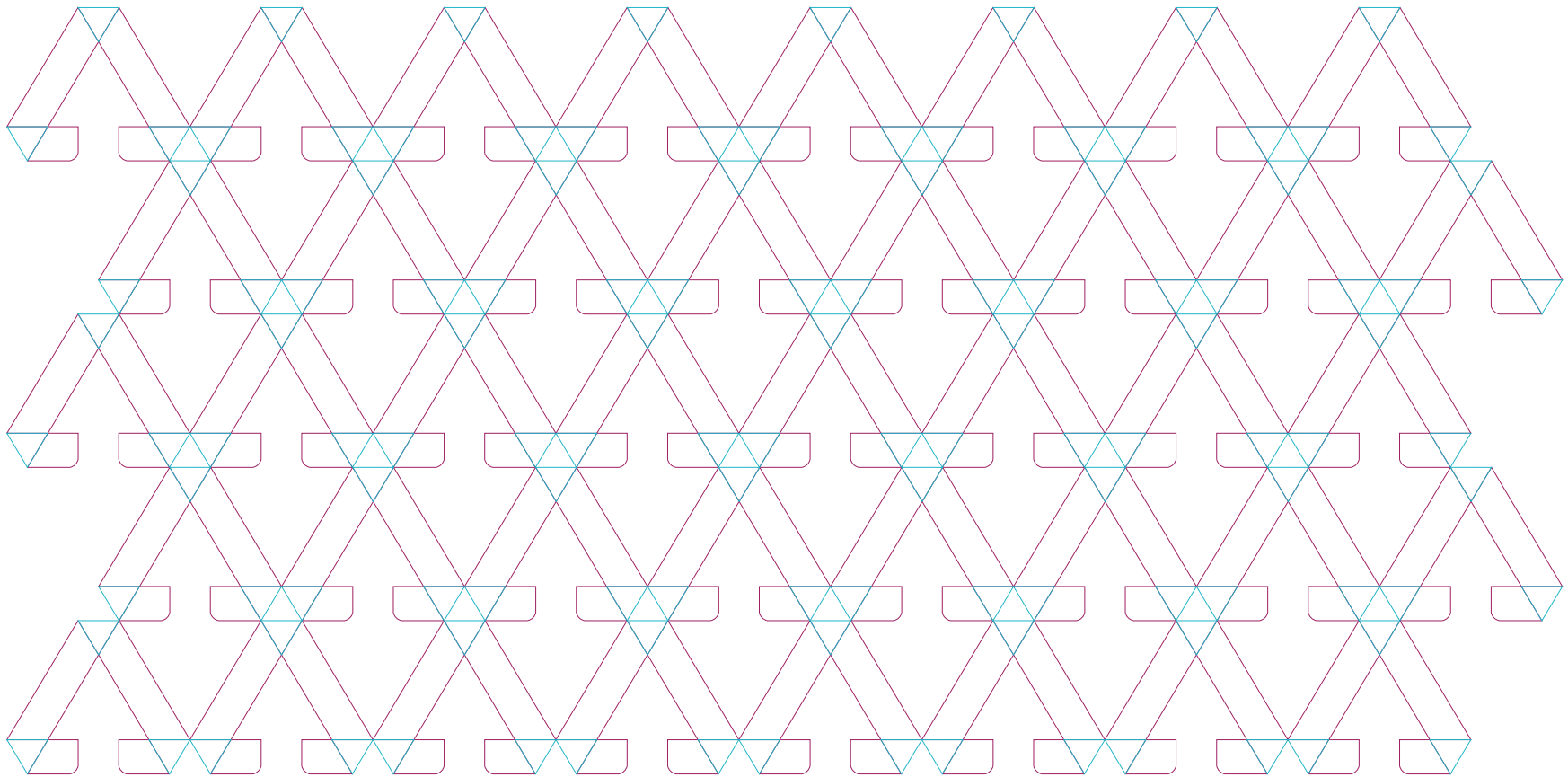All elements must remain in scale with each other.

Do not shift the scale of the elements
disproportionately.

Elements

Pattern

The symbol portion of the logo may be used in a pattern design as a design element to reinforce the brand. It may be used as a subtle pattern behind text or other design elements, or used as a subtle overlay over images.

Photography

ACQUIRE uses select-focus style photography.
We focus on either the speaker, or the crowd
during sessions to streamline attention.

When photographing the exhibitor floor, use traditional photography. Event venues help to sell registration.
When possible, use photos which apply the rule of thirds.

↑ Rule of Thirds.

Photography

Considerations

Please keep these tips in mind when using or taking new photos for the ACQUIRE show.

• If photographing folks networking at the event, strive for clean backgrounds.

• Be sure to minimize gaps or too much space in between subjects.

• Do not stage interactions between subjects.

• Subjects should engage the camera.

• Minimize distracting elements (drink cups, devices on tables, and so on)

• Do not color-tint photographs. Standardize upon exposure settings in software programs for a natural, uniform look.

Violations

Do not tint the photos

Do not use overly staged or contrived imagery
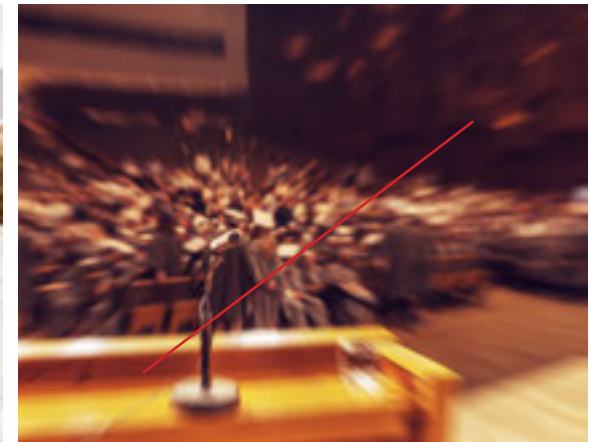
Do not use overly dramatic imagery

Grid

Pattern
Grid patterns vary from web to print.
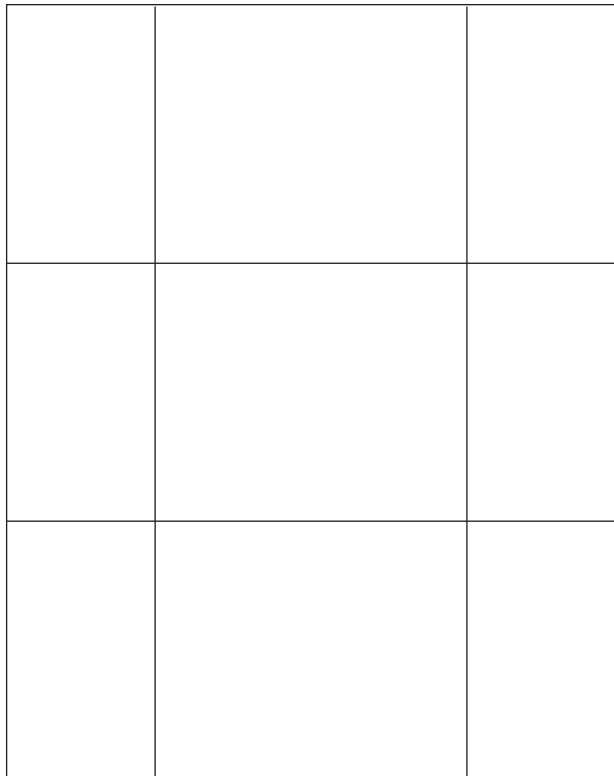
A typical web page grid. Symmetrical yet balanced.
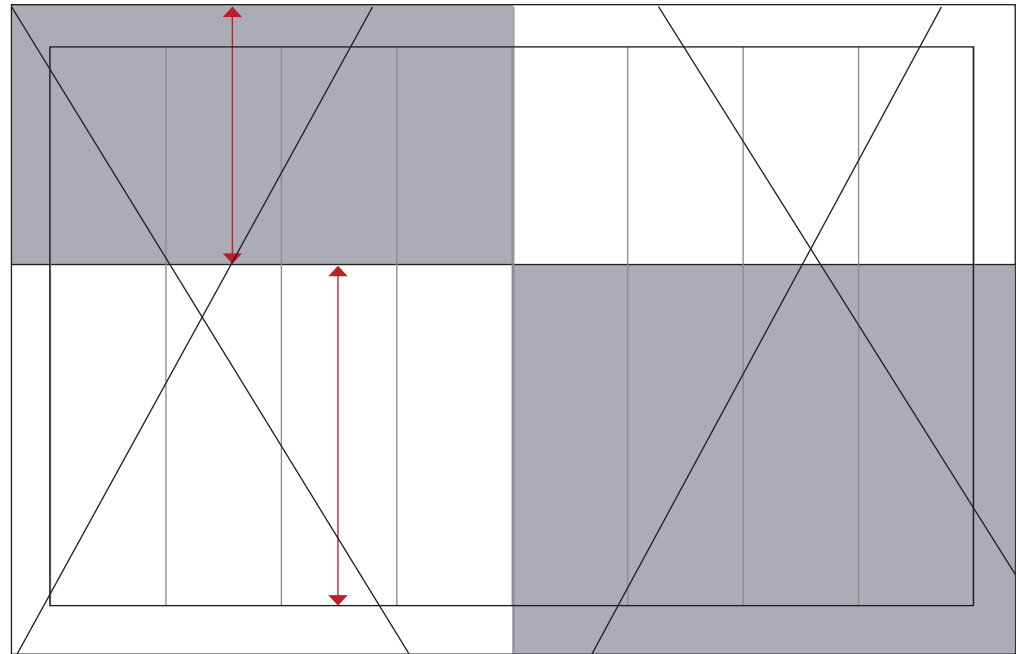
A two-page marketing spread uses vertical asymmetry. The use of diagonals based off of the symbol portion of the logo are used as a grid structure to create an exciting and interesting layout. The basic layout is a four-column grid.

Gallery

Here are some examples
of the ACQUIRE brand at work.

Gallery
Environmental Signage

Gallery
Environmental Signage

Gallery

Sales Prospectus

ACQUIRE
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EXHIBIT / SPONSOR / ADVERTISE

June 7-9, 2016
Walter E. Washington
Convention Center,
Washington D.C.

Cover

What is ACQUIRE?

ACQUIRE is a two-day educational event and tradeshow for acquisition professionals looking to deliver on their agencies' missions. The event will cover the full lifecycle of the acquisition process, from defining requirements to implementing and managing programs.

ACQUIRE is composed of seven educational tracks and an interactive expo floor that will showcase products and services available to acquisition professionals, program managers, contracting officers and end users.

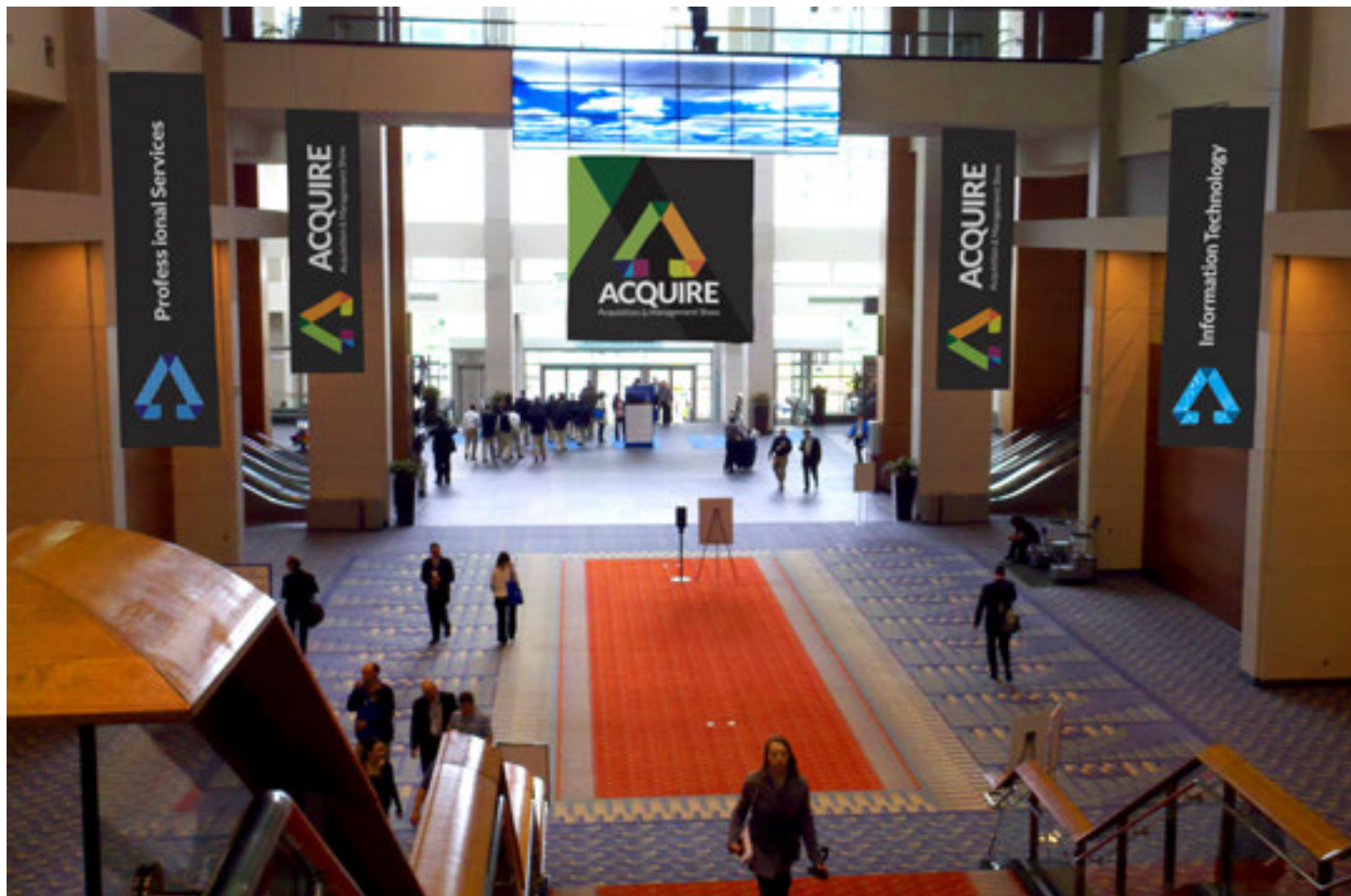Not your average tradeshow, ACQUIRE will also feature the 'Happy Fed' pavilion that is dedicated to helping federal employees achieve a balanced, fulfilled and happy work life. Happy Fed includes inspirational keynotes and helpful clinics that will challenge all of us to recalibrate our work practices.

What's the ACQUIRE mission?

Our Mission:
To help government agencies create, manage and run successful programs.

ACQUIRE facilitates the education, training and professional development of those involved in each stage of the program lifecycle: strategy, acquisition, implementation and program management.

ACQUIRE brings federal buyers and industry partners together to create a more effective and efficient acquisition process.

ATTENDEES

Expected Job Titles:
Acquisitions Director
Acquisitions Manager
Acquisitions Specialist
Contracting Officer
Contracting Specialist
Deputy Director, Acquisitions
Director of Procurement
Director, Technology Initiatives
IT Procurement
IT Manager
IT Director
IT Specialist
Principal Contracting Officer
Procurement Analyst
Procurement Chief
Program Analyst
Program Manager
Project Manager
Senior Acquisitions Specialist
Senior Purchasing Agent
Strategic Sourcing Manager

Expected Represented Agencies:
Includes sub-agencies within
Air Force
Army
CIA
Defense Agencies
Department of Agriculture (USDA)
Department of Commerce
Department of Defense
Department of Education
Department of Energy
Department of Health and Human Services
Department of Homeland Security (DHS)
Department of Housing and Urban Development
Department of Justice
Department of Labor
Department of State
Department of Treasury
DISA
EPA
FBI
FDIC
FEMA
Government Accountability Office

GSA
Library of Congress
Marine Corps
NASA
National Archives and Administration
Navy
NSA
ODNI
Office of Contracting and Procurement
Office of Personnel and Management
Office of Management and Budget
Office of Science and Technology Policy
Office of the Secretary of Defense
Small Business Association
Social Security Administration

Expected Speakers:
Industry Visionaries
Book Authors
Top-level Government Leaders
Industry Executive Leaders
Motivational Speakers
Professional Development Consultants

Inside page spread

Your Connection Begins as an Exhibitor. Reach an audience of acquisition professionals looking to gather information on innovative products and services relevant to their agency.

2016

Exhibit Days

Wednesday, June 8
9:30am – 4:00pm
Includes Exclusive
Exhibit Hall Hours

Thursday, June 9
9:30am – 4:00pm
Includes Exclusive
Exhibit Hall Hours

Basic Exhibitor Package

- $4,500 per 10'x10' space
- 10'x10' booth space (pipe & drape construction with company ID sign)
- 1 (one) ACQUIRE conference pass
- 5 (five) staff show floor passes
- Company listing/link on event website and mobile app (up to 150 words)
- Pre-show marketing support (invitations, flyers, etc.)

Additional sponsorships are available –
contact your event sales consultant today!

Call-to-Action back cover

Gallery

Web

acquireshow.com

Gallery

E-mail header

Gallery

Save-the-Date Advertisement

Thank you.

Any questions may be directed to :
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