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

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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.
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.
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).
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.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Color</th>
<th>CMYK Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>R141 G198 B63</td>
<td>#056839</td>
</tr>
<tr>
<td>Orange</td>
<td>R247 G148 B30</td>
<td>#f7941e</td>
</tr>
<tr>
<td>Ox Blood</td>
<td>R241 G89 B42</td>
<td>#f1592a</td>
</tr>
<tr>
<td>Yellow</td>
<td>R255 G222 B22</td>
<td>#ffde16</td>
</tr>
<tr>
<td>Yellow-Green</td>
<td>R215 G223 B33</td>
<td>#d7df21</td>
</tr>
<tr>
<td>Plum</td>
<td>R159 G31 B99</td>
<td>#9f1f63</td>
</tr>
<tr>
<td>Slate Blue</td>
<td>R50 G110 B164</td>
<td>#326ea4</td>
</tr>
<tr>
<td>Midnight Blue</td>
<td>R38 G34 B98</td>
<td>#262262</td>
</tr>
<tr>
<td>Lime Green</td>
<td>R141 G198 B63</td>
<td>#8dc63f</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>R64 G64 B65</td>
<td>#404041</td>
</tr>
</tbody>
</table>
Sub-Brand Extended Color Palette
These secondary colors make up the remainder of the colors used for the sub-brand track logos.

- **Canary Yellow**
  - Hex: #fdb713
  - C0 M31 Y100 K0

- **Magenta**
  - Hex: #ec228f
  - C0 M96 Y0 K0

- **Sky Blue**
  - Hex: #00a2e5
  - C73 M21 Y0 K0

- **Blueberry**
  - Hex: #283891
  - C100 M93 Y6 K1

- **Slate Blue**
  - Hex: #326ea4
  - C84 M55 Y13 K1

- **Slate Gray**
  - Hex: #445063
  - C76 M63 Y43 K26
Architecture

Main Brand

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

Sub-Brands

- Acquisition Management
- Project Management
- Happy Fed
- Office Management
- Professional Services
- 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

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

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.
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.
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

**What is ACQUIRE?**

ACQUIRE is a two-day educational event and tradeshow for acquisition professionals looking to deliver better acquisition programs. The event covers the full lifecycle of the acquisition process, from strategy to implementing and managing programs.

ACQUIRE is comprised of seven educational tracks and an interactive expo floor that will showcase products and services available to acquisition professionals, including those involved in each stage of the program lifecycle, including acquisition, implementation, and program management.

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

**Our Mission:**

To help government agencies create, manage and run successful programs, ACQUIRE facilitates the education, training and professional development of acquisition, implementation, and program management.

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

**What's Happy Fed?**

Happy Fed includes inspirational keynotes and helpful clinics that will challenge all of us to achieve a balanced, healthy and happy work life.

**Members:**

DOD (Department of Defense), GSA, NASA, NOAA, OPM, VA, and others.

**Expected Job Titles:**

Acquisitions Director, Acquisitions Manager, Acquisitions Specialist, Contracting Manager, Senior Acquisitions Specialist, Senior Purchasing Agent, Strategic Sourcing Manager, IT Specialist, IT Manager, Procurement IT Technology Director, Procurement Director of Acquisitions, Deputy Specialist Contracting, Contracting Specialist, Acquisitions Analyst, Program Analyst, Program Manager, Project Manager, Program Chief Procurement Analyst, Procurement Officer, Contracting IT

**Expected Speakers:**

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

**Represented Agencies:**

FEMA, FDIC, FBI, EPA, DISA, CIA, National Security Administration, Office of Personnel Management, Office of Management and Budget, Office of the Secretary of Defense, Small Business Association, Social Security Administration

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**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
- 50’x50’ booth space (June 3rd and 4th)
- 1 (one) ACQUIRE conference pass
- 1 (one) ACQUIRE expo floor pass
- Company listing/link on event website
- Pre-show marketing support (invitations, emails, etc.)

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

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**Call-to-Action back cover**

**Gallery**

**Sales Prospectus**

**Inside page spread**

**Exhibit / SPONSOR / ADVERTISE**

**June 7-9, 2016**

Walter E. Washington Convention Center
Washington D.C.

**Cover**

**Attendees**

![Attendees](image)

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Gallery

Web

acquireshow.com
Gallery

E-mail header
Gallery

Save-the-Date Advertisement

ACQUIRE
Acquisition & Management Show

Coming June 2016!

Exhibit space is now available!
Contact Stacy Money for pricing & details
smoney@1105media.com 415.444.6933

ACQUIREshow.com

Tracks Include:
- ACQUIRE Office Management
- ACQUIRE Professional Services
- ACQUIRE Information Technology
- ACQUIRE Acquisition Management
- ACQUIRE Project Management
- ACQUIRE Supply Chain
- ACQUIRE Technology
- ACQUIRE Hiring
- ACQUIRE Federal Group
Thank you.

Any questions may be directed to:
sshultz@1105media.com