AIMEXPO 2024

STYLE GUIDE

This style guide document is a tool that organizes how AIMEXPO can share their brand personality and identity to their audience and customers, and acts as a compass for us to maintain a consistent presence internally and externally.

The purpose of a style guide is to make sure that multiple contributors create in a clear and cohesive way that reflects the corporate style and ensures brand consistency across all content, by providing guidelines and rules for the way the brand should be presented from both a graphic and language perspective.

This encompasses several items, including voice, tone, style, and so on. The style guide helps any member of the organization achieve a consistent brand and voice, when creating and publishing content, therefore establishing a unified presence for anyone who engages with the brand.

🔗 **FONTS**

🔗 **LOGOS** (ALL FORMATS)

🔗 **ADOBE COLOR LIBRARY**

🔗 **TEXTURAL BACKGROUND**

AIMEXPO 2024

WE'RE HEADED BACK TO LAS VEGAS

AIMExpo is a one-of-a-kind motorcycling and powersports trade show!

AIMExpo offers an immersive experience for the powersports industry – a platform for key brands, manufacturers, dealers, distributors, media outlets and influencers to engage, learn about and discuss the important issues currently facing our industry. All in one place, at one time!

Powersports generates over **$39.9 billion** US dollars in consumer spending each year, and by working together, our community can lead a movement that pushes the boundaries of industry engagement and enhances the powersports experience for everyone.

AIMExpo is **North America's largest Motorcycle and Powersports Tradeshow** and Lifestyle event with international reach. It is also the single most important event for the North American Powersports Industry because it is the catalyst to bring together industry, media and dealers in a single arena.

It provides a comprehensive B2B platform. It connects businesses to accelerate opportunities among exhibiting brands, distributors, manufacturers and dealers.

AIMExpo is the annual grand stage for North American powersports. It attracts the influential industry leaders who are focused on progressing the powersports business. Together we can energize the industry and showcases new products to media and retailers. We also provide invaluable dealer education programs. So, if you're a dealer in the powersports business, you need to be here!

AIMExpo is produced by the Motorcycle Industry Council.

MOTORCYCLE INDUSTRY COUNCIL

CONNECT / ENGAGE / UNITE

YOUR
INDUSTRY

WORKING
TOGETHER

A COMMON
GOAL

CONNECT YOUR INDUSTRY

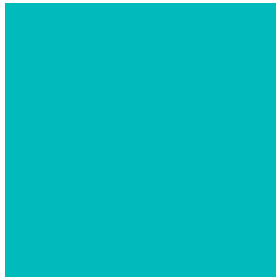**ENGAGE** WORKING TOGETHER

UNITE A COMMON GOAL

PRIMARY *COLORS*
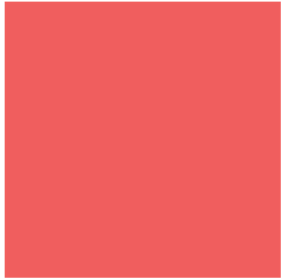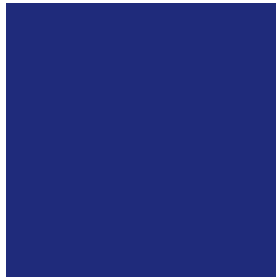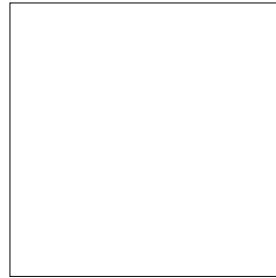
CORAL	TEAL	VIOLET	WHITE	RICH BLACK
CMYK: 0 / 78 / 58 / 0	CMYK: 75 / 0 / 31 / 0	CMYK: 100 / 94 / 0 / 23	CMYK: 0 / 0 / 0 / 0	CMYK: 60 / 40 / 40 / 100
RGB: 240 / 95 / 94	RGB: 0 / 174 / 179	RGB: 38 / 34 / 98	RGB: 255 / 255 / 255	RGB: 0 / 0 / 0
HEX: F05F5E	HEX: 00AEB3	HEX: 262262	HEX: FFFFFF	HEX: 000000

OPACITY *TINTS*
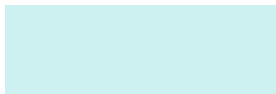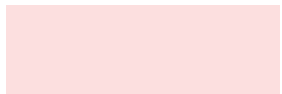
70%

50%

20%

GRADIENT *FILLS*

30%   30%   80%   50%   100%
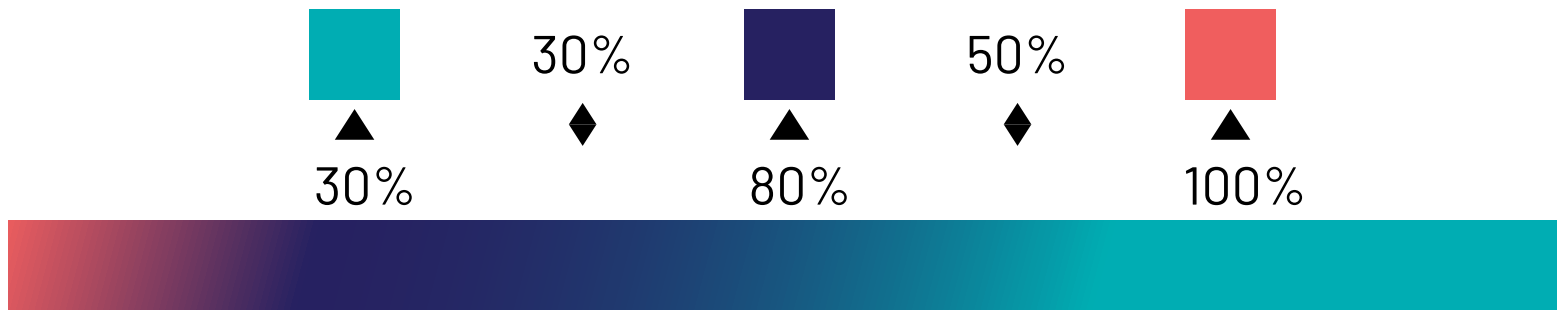
LINEAR GRADIENT FILL AT **165**° ANGLE

COLORS LEFT TO RIGHT: **CORAL** *(CONNECT)* - **VIOLET** *(ENGAGE)* - **TEAL** *(UNITE)*

EXAMPLES OF USE:

TEXT FILL

IMAGE OVERLAY

PRIMARY FONT

BARLOW

BARLOW THIN	*BARLOW THIN ITALIC*
BARLOW EXTRALIGHT	*BARLOW EXTRALIGHT ITALIC*
BARLOW LIGHT	*BARLOW LIGHT ITALIC*
BARLOW REGULAR	*BARLOW REGULAR ITALIC*
BARLOW MEDIUM	*BARLOW MEDIUM ITALIC*
BARLOW SEMIBOLD	***BARLOW SEMIBOLD ITALIC***
BARLOW BOLD	***BARLOW BOLD ITALIC***
BARLOW EXTRABOLD	***BARLOW EXTRABOLD ITALIC***
BARLOW BLACK	***BARLOW BLACK ITALIC***

All weights and styles included in the font family may be used for print and digital.

SECONDARY FONT

BARLOW SEMI CONDENSED

SEMI CONDENSED THIN	*SEMI CONDENSED THIN ITALIC*
SEMI CONDENSED EXTRALIGHT	*SEMI CONDENSED EXTRALIGHT ITALIC*
SEMI CONDENSED LIGHT	*SEMI CONDENSED LIGHT ITALIC*
SEMI CONDENSED REGULAR	*SEMI CONDENSED REGULAR ITALIC*
SEMI CONDENSED MEDIUM	*SEMI CONDENSED MEDIUM ITALIC*
SEMI CONDENSED SEMIBOLD	***SEMI CONDENSED SEMIBOLD ITALIC***
SEMI CONDENSED BOLD	***SEMI CONDENSED BOLD ITALIC***
SEMI CONDENSED EXTRABOLD	***SEMI CONDENSED EXTRABOLD ITALIC***
SEMI CONDENSED BLACK	***SEMI CONDENSED BLACK ITALIC***

FONT USAGE

CONNECT

CONNECT

BARLOW SEMI CONDENSED BOLD ITALIC

HORIZONTAL SHEAR ANGLE 8 °

KERNING -30

LOGO *LOCKUP: LIGHT BACKGROUND*

Event logo lockup contains the newly designed AIMExpo logo, the event theme: CONNECT / ENGAGE / UNITE and the location, and event dates. This AIMExpo logo with the gradient fill text can only be used on a light colored background. This logo lockup is best used on horizontal or widescreen formats.

NEVER:

• Skew or distort the original logo

• Alter the colors of the logo

• Place on a dark background

• Reset the font style of the logo

ALWAYS:

• Place this logo on light backgrounds that provide sufficient contrast

• Use the logo with the NEW AIMExpo logo

• Keep a clear space, or minimum distance from the logo's outermost points, maintained around all side as illustrated by the dotted line above.

LOGO LOCKUP: DARK BACKGROUND

Event logo lockup contains the newly designed AIMExpo logo, the event theme: CONNECT / ENGAGE / UNITE and the location, and event dates. This AIMExpo logo with the WHITE fill text can only be used on a DARK colored background. This logo lockup is best used on horizontal or widescreen formats.

NEVER:

• Skew or distort the original logo

• Alter the colors of the logo

• Place on a white background

• Reset the font style of the logo

ALWAYS:

• Place this logo on dark backgrounds that provide sufficient contrast

• Use the logo with the NEW AIMExpo logo

• Keep a clear space, or minimum distance from the logo's outermost points, maintained around all side as illustrated by the dotted line above.

LOGO *LOCKUP: VERTICAL*

In the case of a more vertical format, such as a vertical banner, the vertical-stacked logo lockup should be used. The limited horizontal width of vertical formats would force the horizontal lockup to be scaled too small, and become unlegible.

This logo lockup is best used on vertical or narrow formats.

THEME LOGO

CONNECT | ENGAGE | UNITE

The event theme is : CONNECT / ENGAGE / UNITE and can be used as a standalone event logo where applicable. In this case, the three parallelograms must always be used in full color, with the correct words corresponding to the correct color: **CORAL** *(CONNECT)* - **VIOLET** *(ENGAGE)* - **TEAL** *(UNITE)*

Other examples of how this Theme Logo can be used:

CONNECT
ENGAGE
UNITE

2024
CONNECT ENGAGE UNITE

AIMEXPO 2024
CONNECT ENGAGE UNITE

CONNECT | ENGAGE | UNITE
LAS VEGAS '24 | TUES – THUR, FEB 6–8

CONNECT *YOUR INDUSTRY*

The first pillar of the event theme is CONNECT. It is always displayed in a CORAL parallelogram. This is the same color coral used in AIMExpo Connect 2021 Virtual Event. This colorway can be used as a standalone accent color, or gradient fill.
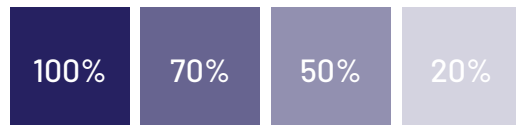
100%	70%	50%	20%
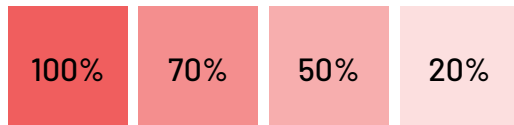
CORAL

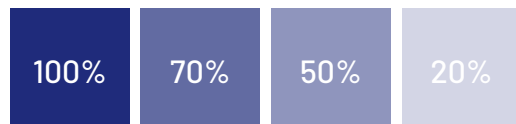CMYK: **0 / 78 / 58 / 0** | RGB: **240 / 95 / 94** | HEX: **F05F5E**

ENGAGE

WORKING TOGETHER

The second pillar of the event theme is ENGAGE. It is always displayed in a VIOLET parallelogram. This colorway can be used as a standalone accent color, or gradient fill.

100%	70%	50%	20%

VIOLET - Digital

CMYK: **100 / 100 / 30 / 21** | **RGB**: **38 / 34 / 98** | **HEX**: **262262**

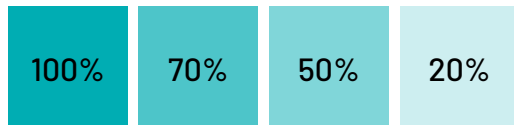|			
100%	70%	50%	20%

VIOLET - Print

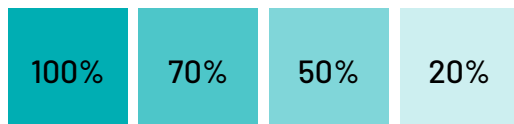CMYK: **100 / 94/ 0 / 23**

UNITE *A COMMON GOAL*

The third pillar of the event theme is UNITE. It is always displayed in a TEAL parallelogram. This is the same as MIC Teal. This colorway can be used as a standalone accent color, or gradient fill.

100%	70%	50%	20%

TEAL – Digital

CMYK:
76 / 7 / 33 / 0 | **RGB**: 0 / 174 / 179 | **HEX**: 00AEB3

100%	70%	50%	20%

TEAL – Print

CMYK:
75 / 0 / 31 / 0

The theme logo parallelograms can be arranged in one line horizontally, as above, or, stacked vertically, as below, if used in a vertical format. The stacked version must always have the text centered to the parallelogram, and the diagonal edges must always align on the correct angle of -15° (dashed line)

The colored parallelograms can be further reduced down to create an accent design element that can be used to brand text on signage, badges, etc. Do not stretch or distort the angles of the parallelograms, or change the colors.

EXAMPLES OF *USAGE*

AIMEXPO
POWERSPORTS TRADESHOW | MC • ATV • SXS

MIC BUSINESS CENTER &
AIMEXPO SALES OFFICE

NEW PRODUCT CENTRAL

EXAMPLES OF USAGE

EMAIL SIGNATURE

CDS BANNER

WEB-AD: REGISTER

A2Z HEADER

GRADIENT TEXT FILL

Gradient text fills should only ever be used on white or light backgrounds where there is enough contrast for the text to be easily legible.
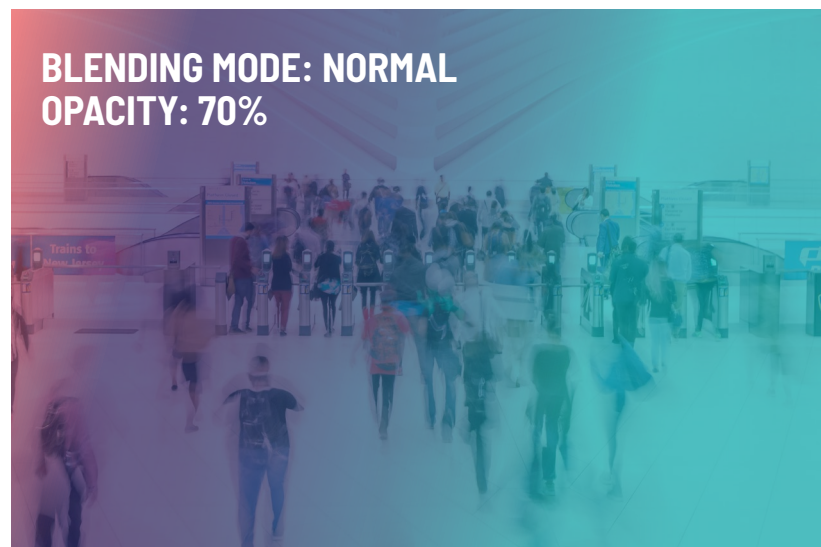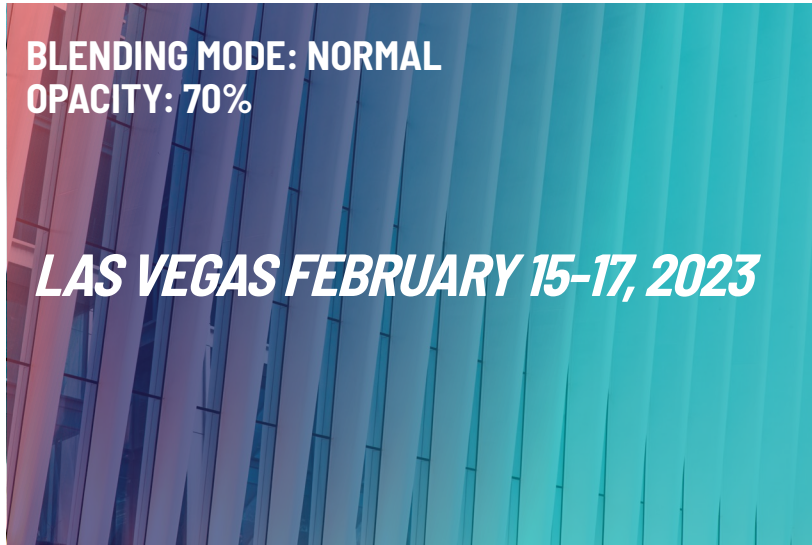
LAS VEGAS '24 | TUES – THUR, FEB 6–8

GRADIENT IMAGE FILL

Gradient fills can be layered over images to create designed backdrops for print & digital collateral such as signage and brochures, or as part of sales material. It's recommended to reduce the color saturation of the image, to make it more monochrome before applying a gradient layer at 70% opacity, or using Blending Mode: OVERLAY between 70%-100% Opacity.
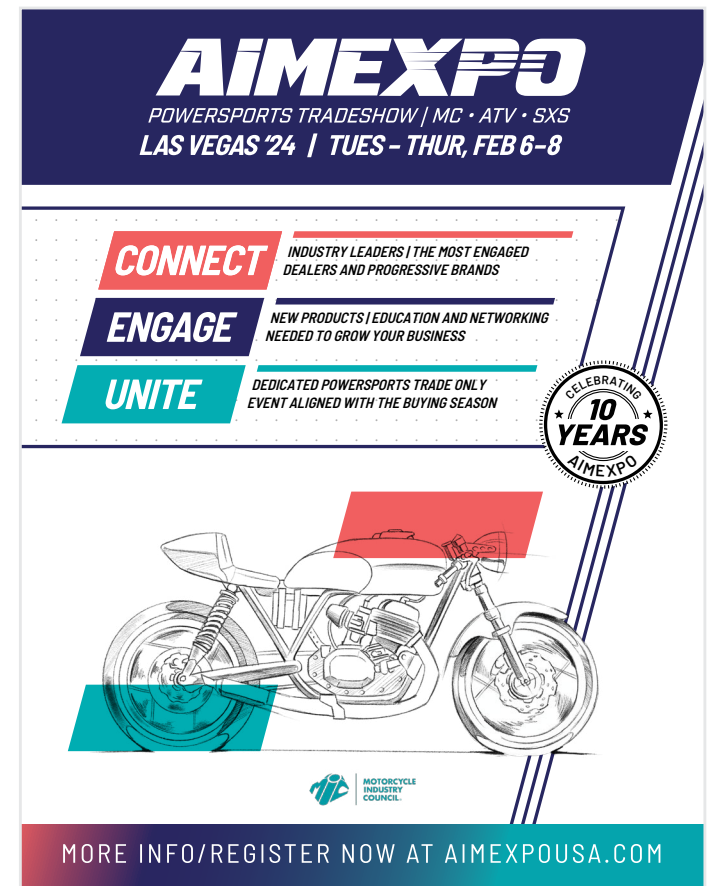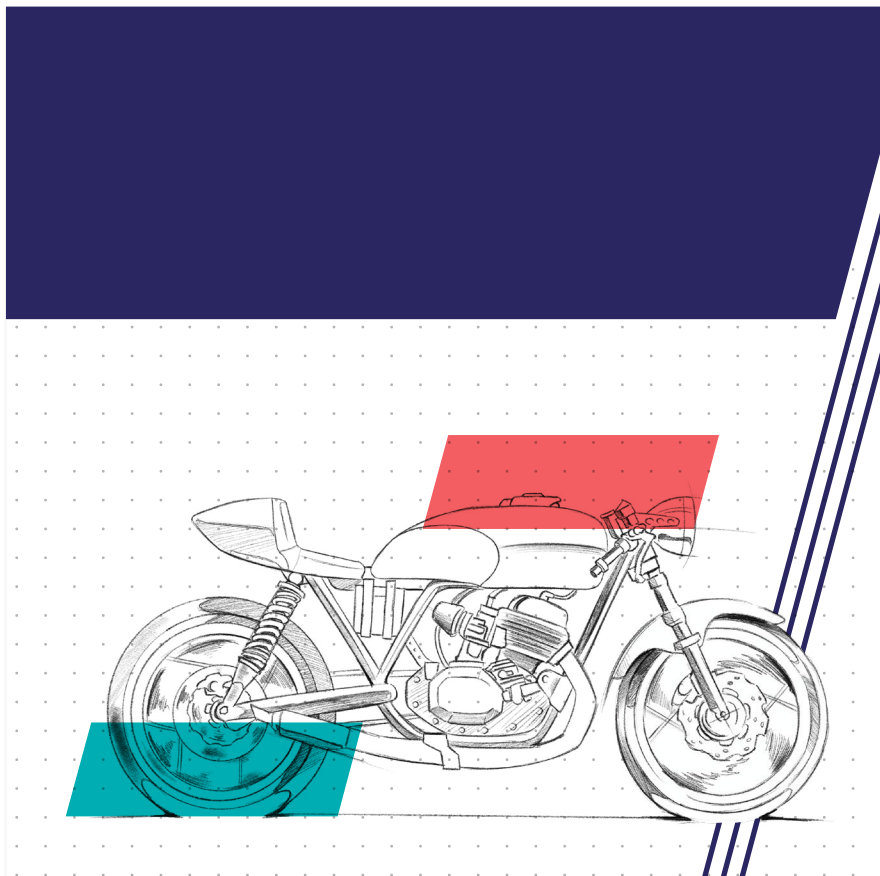

BLENDING MODE: NORMAL
OPACITY: 70%

LAS VEGAS FEBRUARY 15-17, 2023

BLENDING MODE: OVERLAY
OPACITY: 70%

BLENDING MODE: OVERLAY
OPACITY: 80%

LAS VEGAS FEBRUARY 15-17, 2023

BLENDING MODE: NORMAL
OPACITY: 70%

TEXTURAL BACKGROUND

The background of some design collateral (print/digital) is a graphic effect using pencil-sketched motor-vehicle CAD-drawings on faint dot-paper (at 30% opacity), in combination with coral and teal paralelograms as well as diagonal violet colour blocks and splices, insired by the original logo elements. This is a layered file, in both raster and vector that can be scaled to any size, or adjusted to fill a more vertical format.

Here is an example of it in use in the Full Page ad:

MOTORCYCLE
INDUSTRY
COUNCIL ®