

***AIMEXPO<sup>®</sup> 2027***

***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**



**DESIGN ELEMENTS**

# **AIMEXPO® 2027**



## ***WE'RE HEADING TO ORLANDO***

## ***AIMExpo is a one-of-a-kind 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 and most important 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.

# ***CONNECT / ENGAGE / UNITE***

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*YOUR  
INDUSTRY*

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*WORKING  
TOGETHER*

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*A COMMON  
GOAL*

***CONNECT*** *YOUR INDUSTRY*

***ENGAGE*** *WORKING TOGETHER*

***UNITE*** *A COMMON GOAL*



## PRIMARY COLORS



**PINK**

CMYK:  
11 / 81 / 0 / 0

RGB:  
250 / 85 / 255



HEX:  
FA55FF



**TEAL**

CMYK:  
74 / 0 / 31 / 0

RGB:  
58 / 191 / 178



HEX:  
3ABFB2



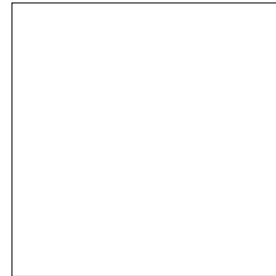
**ACID YELLOW**

CMYK:  
9 / 0 / 86 / 0

RGB:  
235 / 254 / 58



HEX:  
EBFE3A



**WHITE**

CMYK:  
0 / 0 / 0 / 0

RGB:  
255 / 255 / 255

HEX:  
FFFFFF



**CHARCOAL**

CMYK:  
60 / 40 / 40 / 100

RGB:  
38 / 53 / 64



HEX:  
263540

## SWATCH TINTS



RGB:  
249 / 139 / 249

HEX:  
F98BF9



RGB:  
59 / 237 / 235

HEX:  
3BEDEB



30% yellow  
over teal

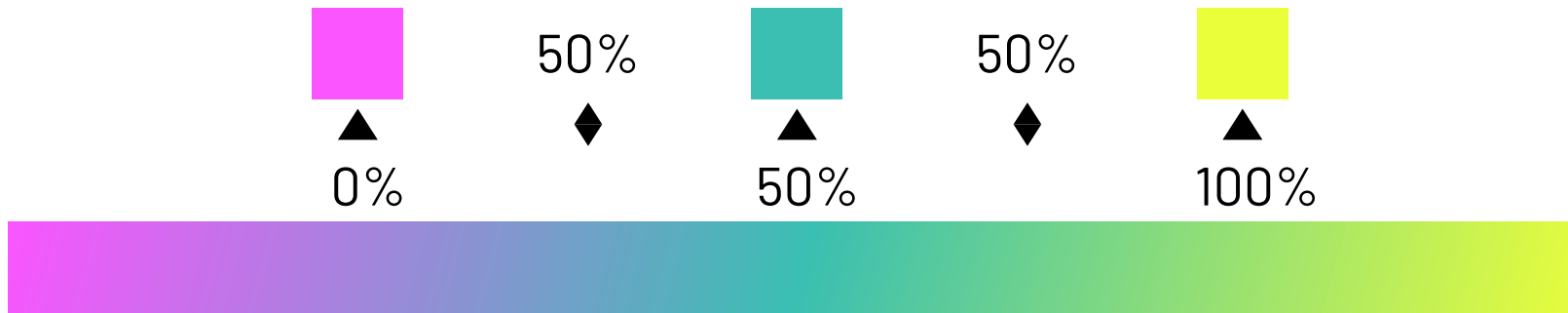


CMYK:  
14 / 49 / 0 / 0



CMYK:  
53 / 0 / 18 / 0

## ***GRADIENT FILLS : 3-COLOR***



LINEAR GRADIENT FILL AT **-15°** ANGLE

COLORS LEFT TO RIGHT: **PINK (CONNECT)** - **TEAL (UNITE)** - **YELLOW (ENGAGE)**

EXAMPLES OF USE:



**TEXT FILL**





*PRIMARY FONT - BODY COPY*

BARLOW

BARLOW THIN

BARLOW EXTRALIGHT

BARLOW LIGHT

BARLOW REGULAR

BARLOW MEDIUM

BARLOW SEMIBOLD

BARLOW BOLD

BARLOW EXTRABOLD

BARLOW BLACK

*BARLOW THIN ITALIC*

*BARLOW EXTRALIGHT ITALIC*

*BARLOW LIGHT ITALIC*

*BARLOW REGULAR ITALIC*

*BARLOW MEDIUM ITALIC*

*BARLOW SEMIBOLD ITALIC*

*BARLOW BOLD ITALIC*

*BARLOW EXTRABOLD ITALIC*

*BARLOW BLACK ITALIC*



***SECONDARY FONT - HEADINGS***

**BARLOW SEMI CONDENSED**

***\* FREQUENTLY USED***

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**

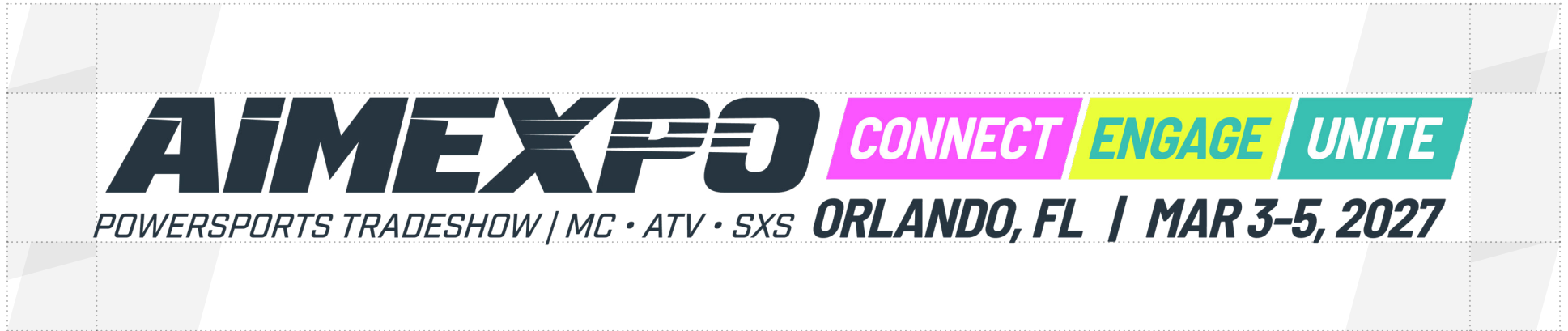
BARLOW SEMI CONDENSED BOLD ITALIC

HORIZONTAL SHEAR ANGLE 8°

KERNING -15



## **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.

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### 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.

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### 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***



The event theme is : CONNECT / ENGAGE / UNITE and can be used as a standalone or simplified 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:

**PINK (CONNECT)** - **YELLOW (ENGAGE)** - **TEAL (UNITE)**

Other examples of how this Theme Logo can be used:





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  $-15^\circ$**  (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. Again, only set at a  **$-15^\circ$  sheer angle**.

**Do not stretch or distort the angles of the parallelograms, or change the colors.**

# **CONNECT** YOUR INDUSTRY

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

100% 70% 50% 20%

**PINK - Digital**  
RGB: 250 / 85 / 255 | HEX: FA55FF

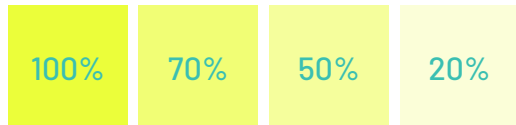


100% 70% 50% 20%

**PINK - Print**  
CMYK:  
11 / 81 / 0 / 0

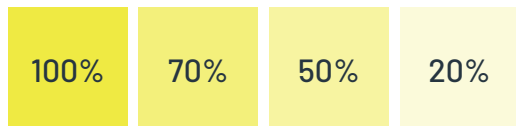
# **ENGAGE** *WORKING TOGETHER*

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



## ACID YELLOW - Digital

RGB: 235 / 254 / 58 | HEX: EBF33A



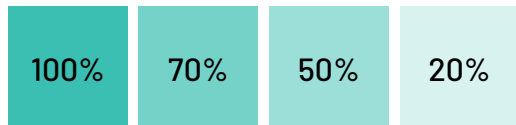
## ACID YELLOW - Print

CMYK: 9 / 0 / 86 / 0



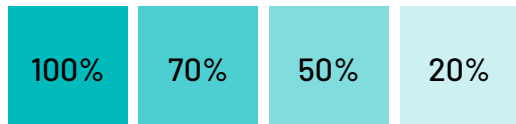
# *A COMMON GOAL*

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.



## TEAL - Digital

RGB: 58 / 191 / 158 | HEX: 3ABFB2



## TEAL - Print

CMYK:  
74 / 0 / 31 / 0



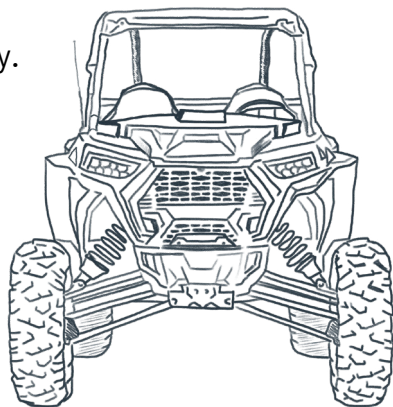
# 2027 DESIGN ELEMENTS

## THEME PARALLELOGRAMS:



## VEHICLE SKETCHES:

Moto = primary;  
SXS = secondary.



## STRIP:



Pink screen 100%



Yellow 30% opacity



## PALMS, SUN, GATOR, FLAMINGO:



**Note:** all elements are cropped/hidden and never appear whole or as 'hero' items on the page.

## GRADIENT FILL/ IMAGE OVERY:



-15° angle

# EXAMPLES OF USAGE



EMAIL SIGNATURE



MAILCHIMP HEADER



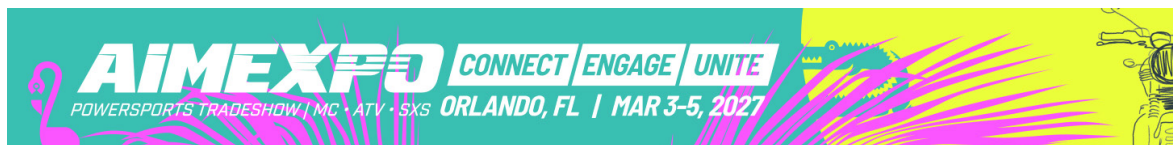
MPU



FLOORPLAN GRAPHICS



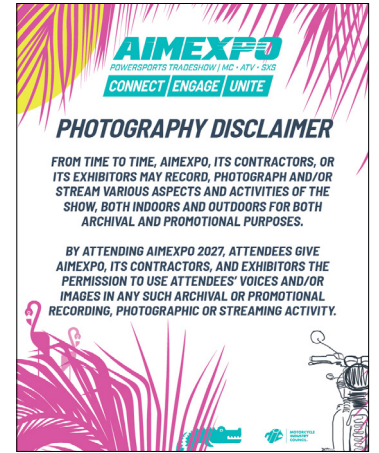
NIGHT-MODE



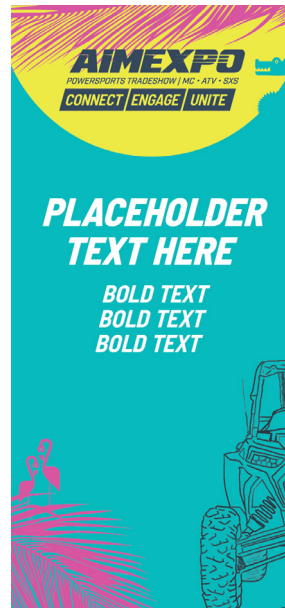
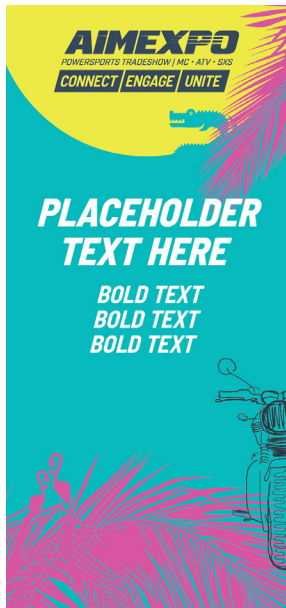
LEADERBOARD

# EXAMPLES OF USAGE

## SIGNAGE



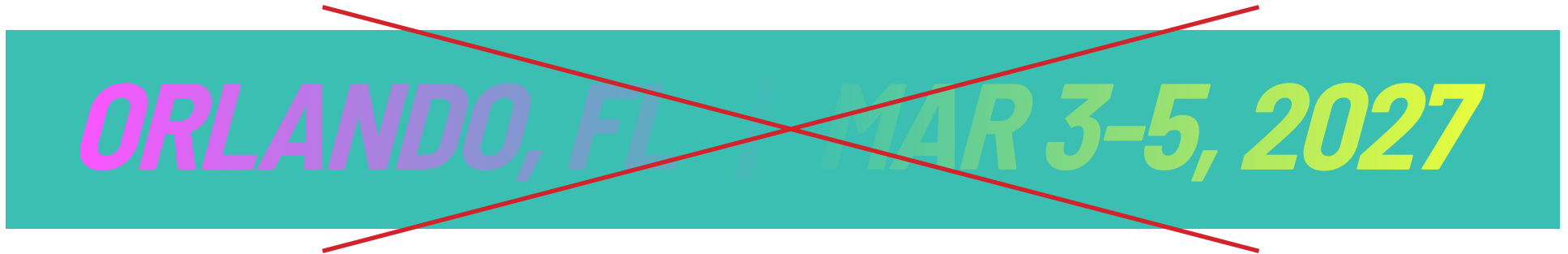
## METERBOARDS



## BANNERS

## GRADIENT TEXT FILL

Gradient text fills should only ever be used on DARK backgrounds where there is enough contrast for the text to be easily legible.



## GRADIENT IMAGE FILL

Gradient fills can be layered over images to create designed backdrops for print & digital collateral. It's recommended to reduce the color saturation of the image, to make it more monochrome before applying a gradient layer at 70%-100% Opacity. Use Blending Mode: OVERLAY/COLOR for darker images, and Blending mode: MULTIPLY for lighter images.





**MOTORCYCLE  
INDUSTRY  
COUNCIL®**