

# Tradeshow Design Project

- ElevatePoint is the main product line being promoted
- Coldwater Software is the company (logo should be included somewhere in the design – smaller and less prominent)
- Designs needed:
  - 3 pop up banner stands with graphics that work together or individually
  - 1 smooth tradeshow display
  - 1 podium design

# Size Examples (do not use colors or design)



Assembled Wall Size: 114"w x 91.5"h x 8.5"d  
Assembled Single Unit 38"w x 91.5"h x 8.5"d  
Safe viewable Zone: 108"w x 94"h



Height: 94.4"  
Width: 118"  
Depth: 32"  
Total Weight: 87 lbs  
Case Dimensions: 38"H x 27"W x 18"D

Main Logo:



Secondary Logo:



Consider using parts of this graphic in other areas.

# Text to be spread between Panel 1 and 2 (not repeated)

- ElevatePoint — SharePoint Elevated. (ElevatePoint Logo)
  - Take Control of your Corporate Communication process with the Elevate Point Corporate Communication Suite:
    - **ElevatePoint Plan** – Manage your strategic planning process within your existing SharePoint environment
    - **ElevatePoint News** – Create a unique social experience while empower your internal communication team to quickly and easily publish news across your organization
    - **ElevatePoint Govern** – Provide flexible, powerful and tightly integrated corporate governance to your SharePoint platform

# Text to be included (Panel 3):

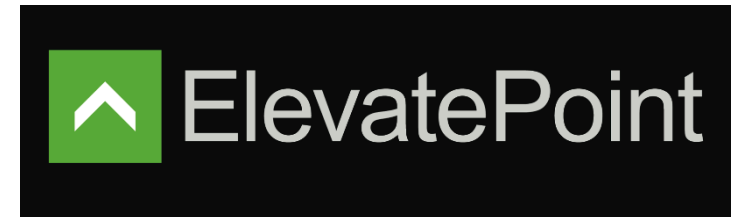
- The ElevatePoint Difference
  - Leverage your existing SharePoint platform
  - We make SharePoint work for you
  - Purposeful innovation
  - We are SharePoint experts
  - Our customers are respected members of our team

# Logo Guidelines

The full color logo should be used as a first option, but if there are print or cost restrictions the black or white version can be substituted in place of the full color



The logo should not be used on images, or brightly colored backgrounds or textures. Backgrounds below are examples, not included in the logo.



# Color Palette

The CMYK, RGB and HEX colors should be used appropriately for the medium that is being produced.

Additional colors may be used to differentiate between parts of a presentation or website or to add vibrancy to corporate documents.

These are the primary brand colors that should be used, along with its various tints. The secondary color palette should be used to support the primary palette and should only be used sparingly.

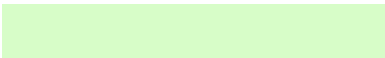
## Primary Colors



CMYK	RGB	HEX
C = 63 M = 6 Y = 79 K = 4	R = 79 G = 151 B = 75	#62AC62



CMYK	RGB	HEX
C = 48 M = 0 Y = 82 K = 1	R = 108 G = 190 B = 66	#6CBE42



CMYK	RGB	HEX
C = 15 M = 0 Y = 22 K = 0	R = 207 G = 255 B = 188	#CFFFBC



CMYK	RGB	HEX
C = 3 M = 22 Y = 87 K = 4	R = 255 G = 170 B = 49	#FFAA31



CMYK	RGB	HEX
C = 1 M = 84 Y = 98 K = 3	R = 255 G = 0 B = 0	#FF0000



CMYK	RGB	HEX
C = 53 M = 31 Y = 21 K = 2	R = 104 G = 127 B = 142	#687F8E



CMYK	RGB	HEX
C = 70 M = 59 Y = 54 K = 11	R = 72 G = 74 B = 75	#484A4B



CMYK	RGB	HEX
C = 70 M = 56 Y = 51 K = 10	R = 72 G = 78 B = 80	#484E50



CMYK	RGB	HEX
C = 66 M = 11 Y = 1 K = 0	R = 31 G = 158 B = 217	#1F9ED9

## Secondary Colors



# Suggested Color Variations

rgb(0, 0, 238)  
#0000EE

rgb(88, 92, 98)  
#585C62

rgb(216, 223, 234)  
#D8DFEA

rgb(167, 171, 177)  
#A7ABB1

rgb(78, 97, 109)  
#4E616D

rgb(104, 127, 142)  
#687F8E

rgb(184, 210, 227)  
#B8D2E3

rgb(72, 74, 75)  
#484A4B

rgb(31, 158, 217)  
#1F9ED9

rgb(65, 177, 229)  
#41B1E5

rgb(87, 186, 232)  
#57BAE8

rgb(119, 207, 248)  
#77CFF8

rgb(154, 188, 202)  
#9ABCCA

rgb(144, 167, 177)  
#90A7B1

rgb(72, 78, 80)  
#484E50

rgb(110, 116, 118)  
#6E7476

rgb(240, 243, 244)  
#F0F3F4

rgb(161, 238, 255)  
#A1EEFF

rgb(51, 53, 53)  
#333535

rgb(207, 255, 188)  
#CFFFBC

rgb(108, 190, 66)  
#6CBE42

rgb(255, 170, 49)  
#FFAA31

rgb(255, 165, 49)  
#FFA531

rgb(255, 0, 0)  
#FF0000

rgb(0, 0, 0)  
#000000

rgb(51, 51, 51)  
#333333

rgb(68, 68, 68)  
#444444

rgb(77, 77, 77)  
#4D4D4D

rgb(85, 85, 85)  
#555555

rgb(102, 102, 102)  
#666666

rgb(128, 128, 128)  
#808080

rgb(143, 144, 144)  
#8F9090

rgb(153, 153, 153)  
#999999

rgb(199, 199, 199)  
#C7C7C7

rgb(204, 204, 204)  
#CCCCCC

rgb(206, 206, 206)  
#CECECE

rgb(212, 212, 212)  
#D4D4D4

rgb(240, 240, 240)  
#F0F0F0

rgb(255, 255, 255)  
#FFFFFF