MELBOURNE CONVENTION BUREAU

STYLE GUIDE

2015

MELBOURNE CONVENTION BUREAU

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This document is intended as a guide to the rules for correct usage of Melbourne Convention Bureau design elements including logo, colours and layout.

In the event of confusion, please contact the MCB brand manager.

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LOGO VARIATIONS

> There are two types of logo that make up the MCB logo family. These are the square and horizontal logo.
> The principle logo to be used on all collateral is the square logo.
> When using the URL, it must be placed with the square logo, as shown here. A version of the square logo including the URL can be supplied on request.
> The MCB logo should always appear in red on all executions unless greyscale, black & white, or mono executions are required via print requirements or partner stipulations.

Square colour logo

Horizontal colour logo

Mono inverted logo

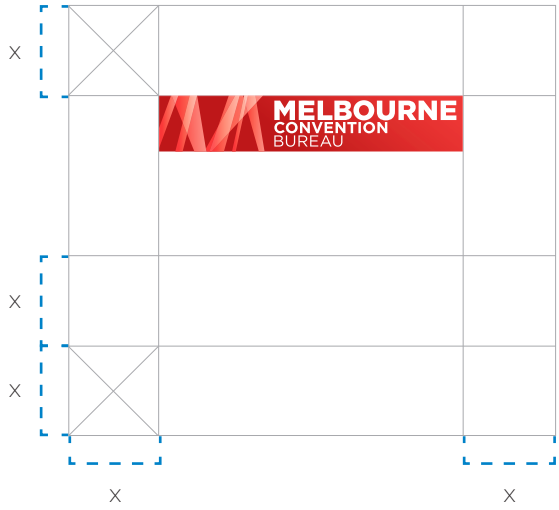
Mono inverted horizontal logo

Reversed inverted logo

Reversed inverted horizontal logo

LOGO CLEAR SPACE & MINIMUM SIZE

> Please ensure that clear space rules are always adhered to.
> This is to ensure clarity and strength of the logo on all collateral.
> The clear space on the square logo is equal to the height type area of the logo.
> The clear space on the horizontal logo is equal to the height of the logo.
> Minimum sizes should always be respected as the MCB logo has small text within it that may become illegible.
> For any size smaller than 15mm high the horizontal logo must be used but may still not appear any smaller than 6mm high.



MINIMUM SIZE

LOGO LOCKUP

For partner logo lockup please ensure that all logos appear with even size weighting and that clear space rules are respected for all brands,

CITY OF MELBOURNE

MELBOURNE CONVENTION EXHIBITION CENTRE

MELBOURNE AUSTRALIA

MELBOURNE CONVENTION BUREAU

COLOURS

There are three complementary gradients within the MCB colour palette.

The MCB red gradient is the hero colour. MCB blue and green gradients can be used as complementary colours.

The complementary colours can be used to identify different business units. Red is used for all corporate communications, including Convention Servicing, Events and Membership. Dark blue should be used for all Bid documents and sales presentations and communications, including Melbourne IQ communications. Green is allocated to Incentives.

Standard
Pantone 485C
CMYK 0 100 100 0
RGB 237 28 36

CMYK 0 92 100 23
RGB 176 28 21

Sales/Bids
Pantone 3005C
CMYK 100 40 0 0
RGB 0 125 197

CMYK 100 80 0 30
RGB 0 55 123

Accent
Pantone Cool Gray 10C
CMYK 100 40 0 0
RGB 0 125 197

CMYK 100 80 0 30
RGB 0 55 123

Text
CMYK 0 0 0 85

FONTS/TYPEFACE

The below fonts have been agreed upon for use on all MCB collateral.
Please follow individual examples shown in this styleguide for font sizes and colouring.

The MCB fonts have been selected to be strong and clear to read.

Headlines
Gotham Bold
ABCDEFGHIJKLMNOPQR
abcdefghijk123456789

Introduction Copy
Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Subheadings
Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Body copy
Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Websafe font
Please use Calibri as digital alternative fonts except on eDM, where Arial should also be used for headlines.

Headlines
Calibri Bold

Body copy
Arial, sans-serif

Email font
Please use Trebuchet MS for all email correspondence.

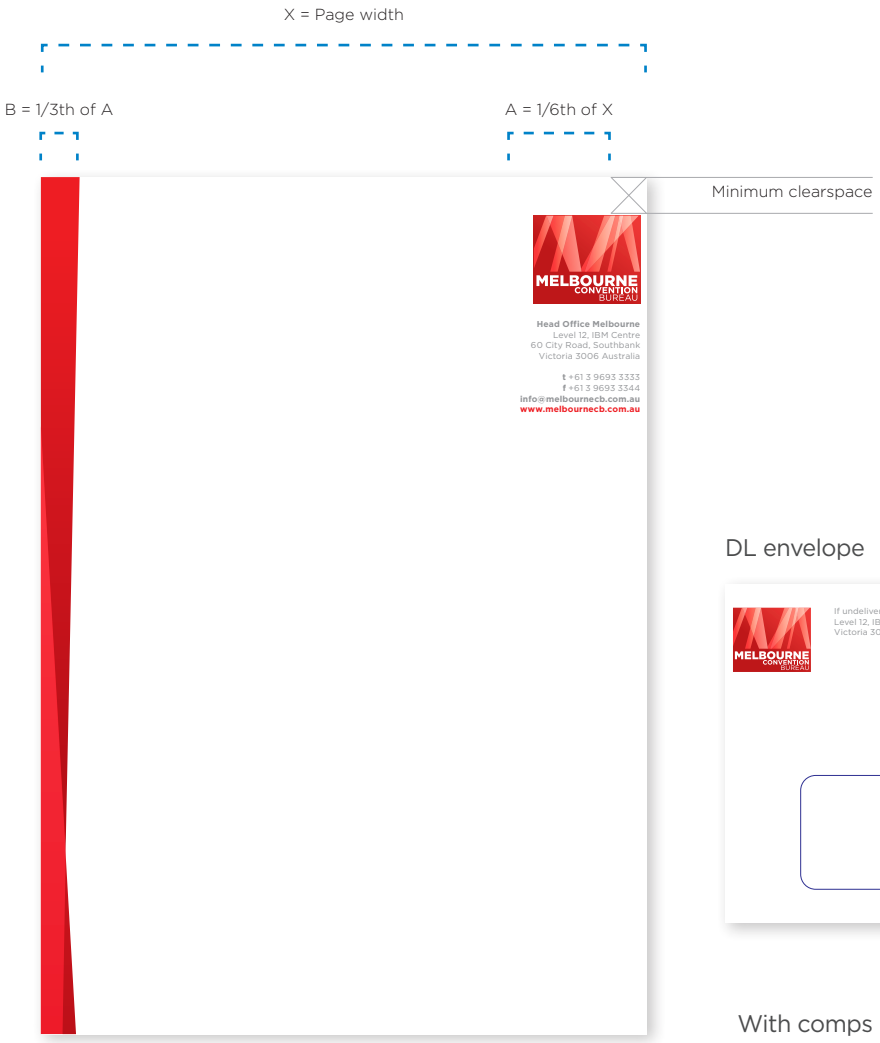
Trebuchet MS Bold
Trebuchet MS Regular

STATIONERY LAYOUT

All stationery consists of the red logo with consistent red strip on the left side.

Logo size should be 1/6 the width of portrait pages and 1/9 the width of horizontal pages.The logo should always then be placed with it minimum clearspace from the edge of the page.

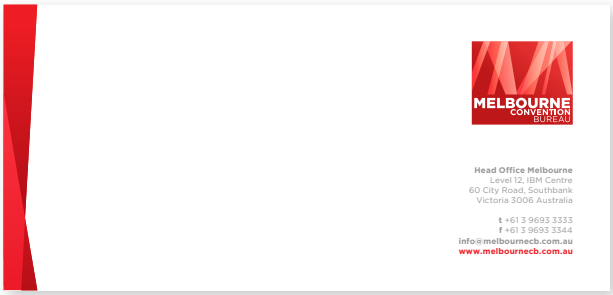
The strip on the left hand side should be 1/3 the width of the logo.
This strip is to be scaled to fill the height of the page vertically.



DL envelope

Business card

With comps

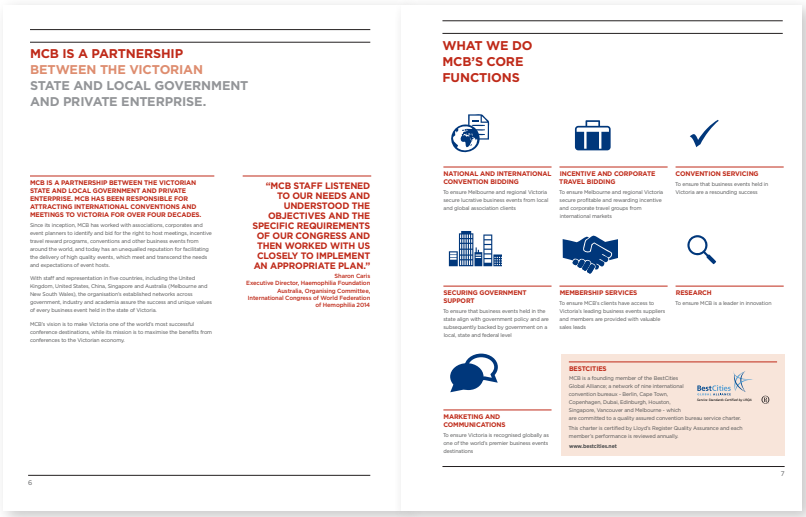


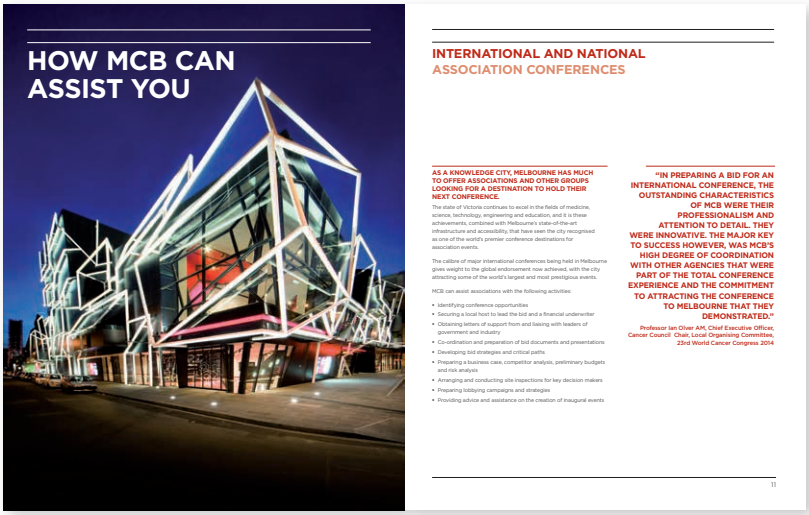
BROCHURE LAYOUT

Please follow the below examples for further development of brochure layouts.

BROCHURE COVER

BROCHURE SPREADS





BROCHURE PRODUCTION

Gloss Stock with overall gloss aqueous coating (sealer)

Cover Stock: Coated white stock, 300gsm

Text Pages Stock: Coated white stock, as per cover, 130 - 150gsm

Matt Laminate should be applied to the Outer Cover

Standard brochure size is 210mm wide x 265mm high

Finishing: Spot UV to outer cover only

FONT RULES:

Title:
Gotham bold 45/45pt

Header:
Gotham book 36/36pt

Introduction 1:
Gotham light 13/15pt

Introduction 2:
Gotham light 21/24pt

Subhead:
Gotham medium 11/14pt

Body:
Gotham Book 9/13pt

Breakout boxes:
Gotham Medium Italic 18/21pt

Breakout box credits:
Gotham bold 10/18pt

Paragraph rule:
3mm paragraph rule underneath headlines

Page numbers should not be used on left hand pages where there is a full bleed image.

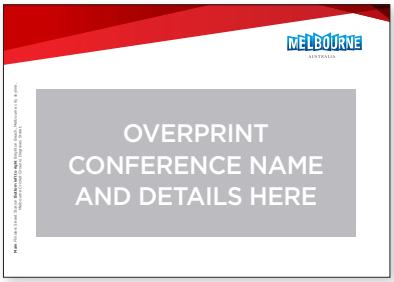
POSTER/POSTCARDS BANNER LAYOUT

POSTCARDS

Please follow the below example for further development of postcard layouts.

1A

1B

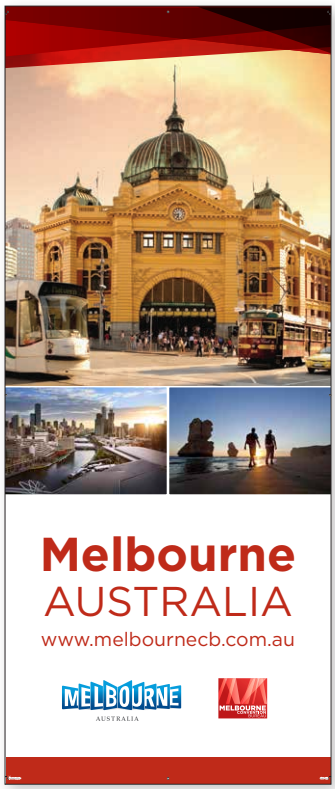


1A

2B

POSTER

BANNER



POWERPOINT SLIDE LAYOUT

The following PowerPoint template has been developed for use in presentations. Please follow the font size and layout guides for creation of additional pages.

For all corporate presentations, please use red template. For all Sales/Bids/Melbourne IQ presentations, please use blue template. For all Incentives based presentations, please use green template.

The font to be used in PowerPoint presentations is Trebuchet.

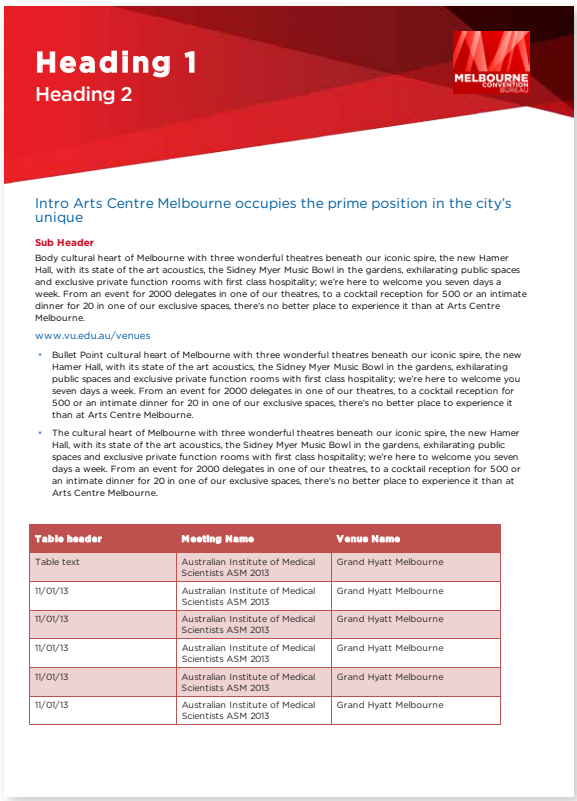
Main headings must use capitals and are red.

Subheadings must be title case and are grey.

Body copy must use grey (same as above).

WORD LAYOUT

The following Word template has been developed for use. Please follow the font size and layout guides for creation of additional pages.



Heading 1
Heading 2

Intro Arts Centre Melbourne occupies the prime position in the city's unique

Sub Header

Body cultural heart of Melbourne with three wonderful theatres beneath our iconic spire, the new Hamer Hall, with its state of the art acoustics, the Sidney Myer Music Bowl in the gardens, exhilarating public spaces and exclusive private function rooms with first class hospitality; we're here to welcome you seven days a week. From an event for 2000 delegates in one of our theatres, to a cocktail reception for 500 or an intimate dinner for 20 in one of our exclusive spaces, there's no better place to experience it than at Arts Centre Melbourne.

www.vu.edu.au/venues

- Bullet Point cultural heart of Melbourne with three wonderful theatres beneath our iconic spire, the new Hamer Hall, with its state of the art acoustics, the Sidney Myer Music Bowl in the gardens, exhilarating public spaces and exclusive private function rooms with first class hospitality; we're here to welcome you seven days a week. From an event for 2000 delegates in one of our theatres, to a cocktail reception for 500 or an intimate dinner for 20 in one of our exclusive spaces, there's no better place to experience it than at Arts Centre Melbourne.
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Table header	Meeting Name	Venue Name
Table text	Australian Institute of Medical Scientists ASM 2013	Grand Hyatt Melbourne
11/01/13	Australian Institute of Medical Scientists ASM 2013	Grand Hyatt Melbourne
11/01/13	Australian Institute of Medical Scientists ASM 2013	Grand Hyatt Melbourne
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11/01/13	Australian Institute of Medical Scientists ASM 2013	Grand Hyatt Melbourne
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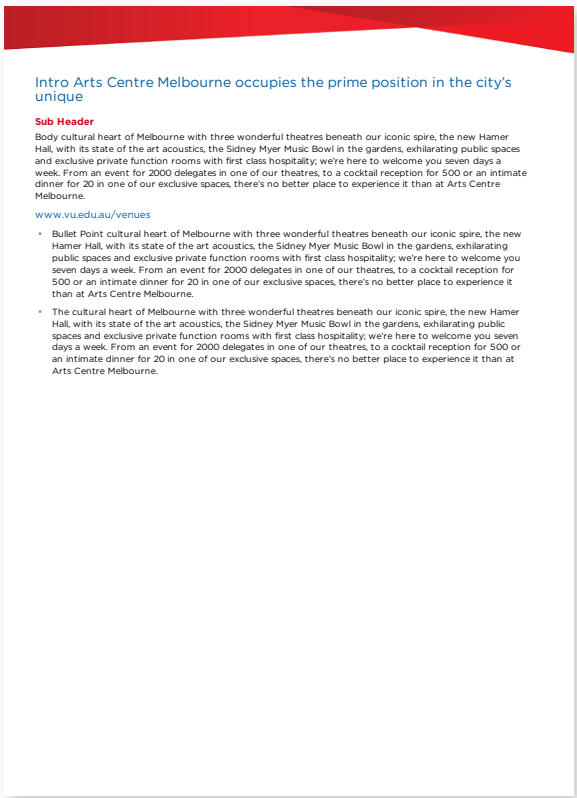

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All word documents are to be saved as a PDF.

Font rules:

Heading 1:

Gotham bold	30pt
space before	6pt
space after	6pt

Header 2:

Gotham bold	20pt
space before	6pt
space after	24pt

Introduction 1:

Gotham light	14pt
space after	12pt

Subhead:

Gotham bold	10pt
space before	12pt
space after	3pt

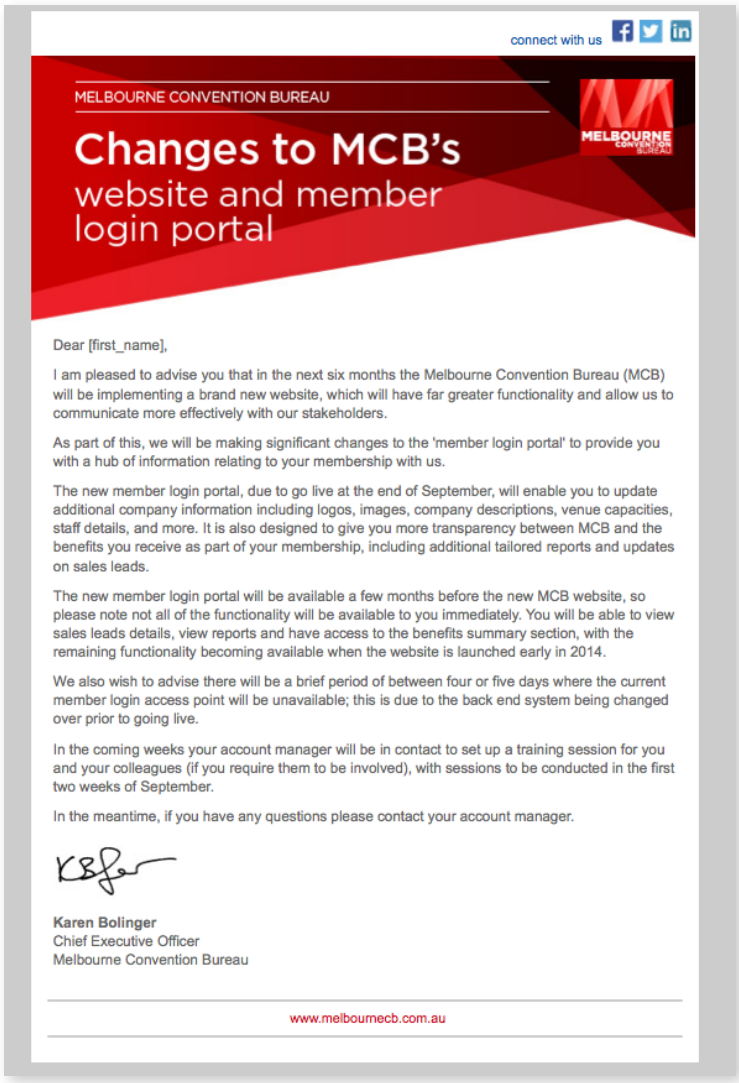
Body:

Gotham Book	9pt
space before	3pt
space after	6pt

DIGITAL ASSETS/EDMS

Please follow the below examples for further development of digital assets.

EDM TEMPLATE



connect with us

MELBOURNE CONVENTION BUREAU

Changes to MCB's website and member login portal

Dear [first_name],

I am pleased to advise you that in the next six months the Melbourne Convention Bureau (MCB) will be implementing a brand new website, which will have far greater functionality and allow us to communicate more effectively with our stakeholders.

As part of this, we will be making significant changes to the 'member login portal' to provide you with a hub of information relating to your membership with us.

The new member login portal, due to go live at the end of September, will enable you to update additional company information including logos, images, company descriptions, venue capacities, staff details, and more. It is also designed to give you more transparency between MCB and the benefits you receive as part of your membership, including additional tailored reports and updates on sales leads.

The new member login portal will be available a few months before the new MCB website, so please note not all of the functionality will be available to you immediately. You will be able to view sales leads details, view reports and have access to the benefits summary section, with the remaining functionality becoming available when the website is launched early in 2014.

We also wish to advise there will be a brief period of between four or five days where the current member login access point will be unavailable; this is due to the back end system being changed over prior to going live.

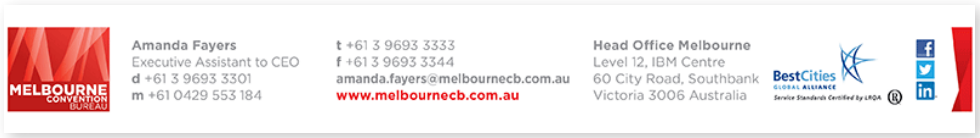
In the coming weeks your account manager will be in contact to set up a training session for you and your colleagues (if you require them to be involved), with sessions to be conducted in the first two weeks of September.

In the meantime, if you have any questions please contact your account manager.

Karen Bolinger
Chief Executive Officer
Melbourne Convention Bureau

www.melbournecb.com.au

EMAIL SIGNATURE



MELBOURNE CONVENTION BUREAU

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BestCities GLOBAL ALLIANCE

SOCIAL MEDIA ASSETS

A range of icons and banners for use in social media sites have been developed. Please follow the below examples and sizes for further development of any other social media assets.

SOCIAL MEDIA BANNERS & ICONS

MCB Facebook header

851px x 315px

MCB Facebook avatar

125px x 125px

MCB Twitter header

1252px x 626px

MCB Twitter avatar

250px x 250px

MCB LinkedIn avatar

500px x 500px

MCB LinkedIn icon

100px x 60px

MCB LinkedIn icon

50px x 50px

MCB LinkedIn banner

646x 220 pixels