



BRAND MANUAL

IMAGINE TOGETHER

Manifesto

Imagination is a funny thing.

When you let yours soar, incredible things are possible. You can bring people into a world of your own creation, a place that causes them to ask the question that's the event planner's ultimate compliment: "How did you ever think of this?"

But imagination can also be a stumbling block when you try to explain your vision. When a client has to use their imagination to see into yours.

You can picture an event so clearly in all its glittering detail...but describing it to someone could never do it justice.

You have to show them what you see in your mind's eye. How the venue works. The table settings and layout. The décor. The flower arrangements. The soft glow the lighting will create. The way an empty hall will be transformed into a magical setting for one unforgettable night.

You have to bring them there.

And to help you do that, AllSeated has an incredible suite of products of our own – AllSeated Vision. Choose from powerful virtual reality technology that lets people step into your vision, plus 360 and 3D tools that bring your vision

to life across every digital platform. So they don't just see what their event looks like, but experience how it feels to be there.

Tools to help them truly appreciate what you see in your imagination. So they can be as inspired by it as you are.

And that's just the first step. We also have AllSeated OPS, a comprehensive suite of planning tools that keeps the team of people involved in an event all on the same page, with everyone collaborating, communicating, and sharing their own ideas. After all, you didn't think we'd help get everyone to fall in love with your idea and then leave you on your own to make it happen, did you? No one knows better than you how much work goes into planning a fantastic event. We help make sure none of it is wasted.

Even the most elaborate events don't last very long. A whirlwind of an afternoon or an evening and they're over. But the best ones live on long after that, providing cherished memories that people will return to for the rest of their lives. In their mind's eye they will see that special place that you created.

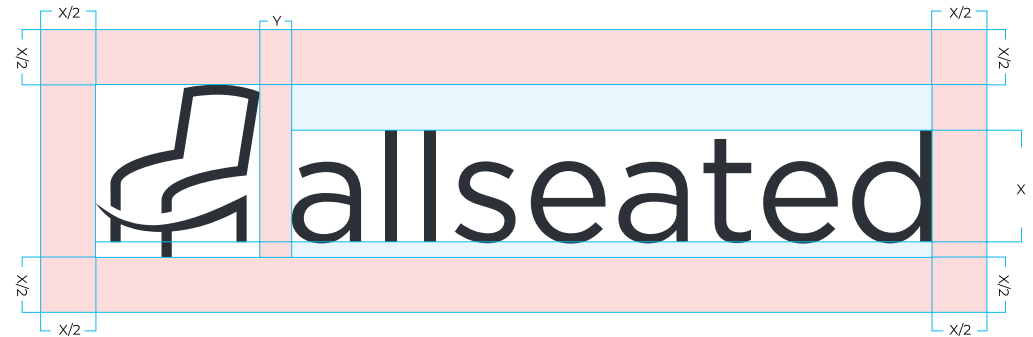
The special place that you saw first...and then made happen with seamless efficiency.

AllSeated. Imagine Together.

Logo & Tagline spacing

The Allseated logo is based on the Gotham Font. The a is lowercase, projecting approachability and a youthful, modern feel. The icon is an abstract depiction of a chair, and the curved line conveys an invitation to sit. The tagline “Imagine Together” is in all capital letters and centered beneath the logo.

A. LOGO

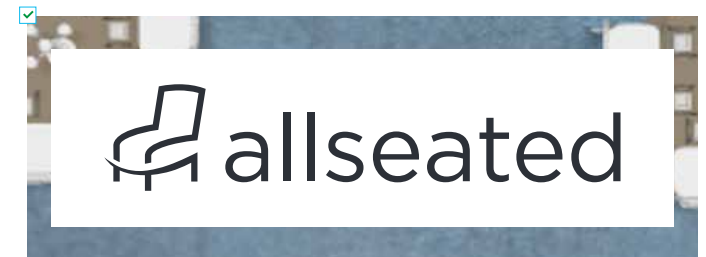
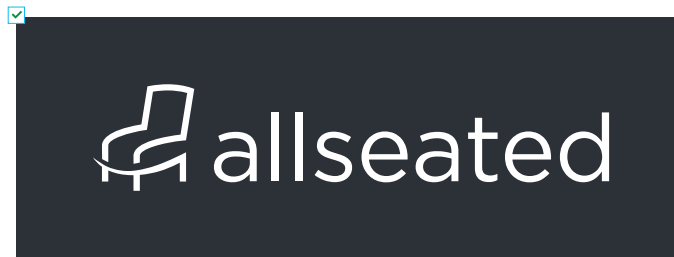
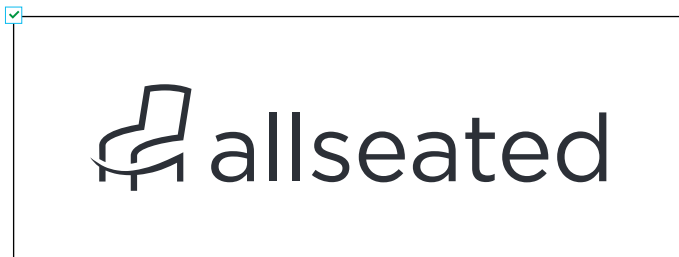


B. LOGO AND TAGLINE



Logo Usage (Do's)

On white, the logo is always the Main Grey color. On solid colors, the logo is all white.



Logo Usage (Dont's)



Don't stretch



Don't squeeze



Don't rotate



Don't remove icon



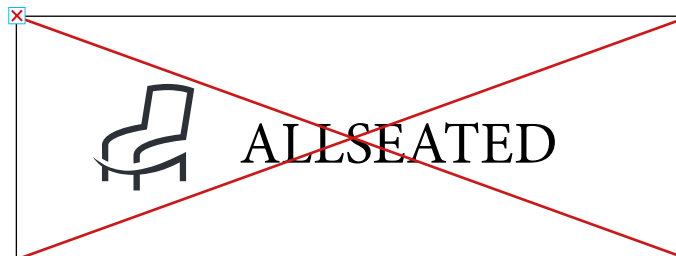
Don't change color



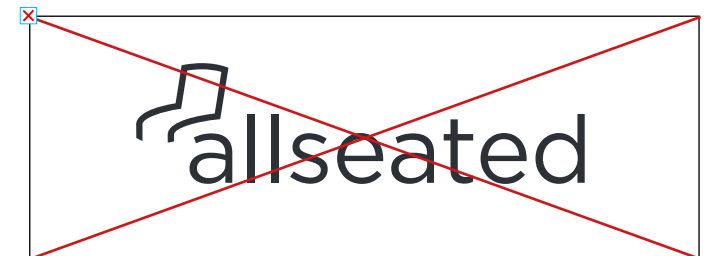
Don't change alignment



Don't compromise the contrast



Don't change the font



Don't alter the icon

Allseated color palette is bright, light and attractive. The leading brand color is Main Orange, with accents of Main Blue and Main Grey. Secondary colors include a light turquoise Secondary Blue and three shades of grey.

PRIMARY COLORS

**Main Orange**

CMYK: 0, 70, 60, 0
RGB: 242, 110, 94
HEX: #f26e5e

**Main Blue**

CMYK: 70, 30, 32, 10
RGB: 76, 137, 154
HEX: #4c899a

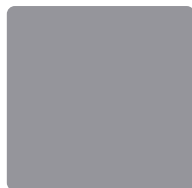
**Main Grey**

CMYK: 75, 64, 53, 32
RGB: 49, 50, 55
HEX: #313237

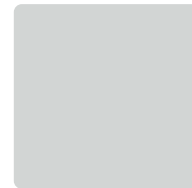
SECONDARY COLORS

**Secondary Blue**

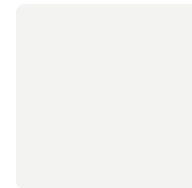
CMYK: 65, 7, 17, 0
RGB: 90, 184, 207
HEX: #5ab8cf

**Secondary Grey A**

CMYK: 43, 34, 30, 11
RGB: 147, 149, 152
HEX: #939598

**Secondary Grey B**

CMYK: 21, 13, 16, 0
RGB: 209, 211, 212
HEX: #d1d3d4

**Secondary Grey C**

CMYK: 6, 4, 5, 0
RGB: 241, 242, 242
HEX: #f1f2f2

Typography

The primary brand font used for digital and print is Montserrat. The secondary brand font used for system applications is Open Sans.

PRIMARY FONT / DIGITAL FONT

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

Semibold

Medium

Regular

Headlines

Subheads

Small copy

Regular Copy

SECONDARY FONT / SYSTEM FONT

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

Regular

Headlines

Copy

EXAMPLES

Getting married? Planning a party? Hosting an event? This quick training session will get you up and running with your Allseated account in no time!

Every day we strive to deliver a ‘wow’ experience for our community. That’s our motivating force, our passion, and it’s what gets us out of bed every single morning. That verve motivates us to be our best, pushing out products and services that make you go ‘whoa!’

With designer tools, timelines, mobile check-in, and a dedicated customer loyalty team that’s available 24/7, we’re bringing technological innovation to event planning and are focused on helping our clients grow their businesses. That’s the power of imagining together.

Our company is all about helping our clients plan fantastic and memorable events, whether in person or virtual. So our brand’s tone of voice is like the perfect event host - friendly, helpful, knowledgeable, approachable, and fun.

We want to make sure everyone knows what they need to know, gets where they need to be, and has a great time in the process.

We understand the needs of businesses extremely well, but we don’t express ourselves with stuffy business jargon. In all our communications, we speak like real people. (Real people who are fun, friendly, and helpful, that is.)

We use conversational, everyday language – our expertise is reflected in what we say, not in the complicated or elaborate language we use. And our love for what we do shines through – it’s apparent in our enthusiasm and our desire for everyone to feel welcome and at ease. We’re personally invested partners, and you can hear it in our brand voice.

Take a look at the accompanying examples for an idea of what the Allseated voice sounds like.

Imagery

All photographs or renders used should be clean, elegant and uncluttered. They should convey a sense of ambiance and environment, and not include many people or crowds.

DO'S



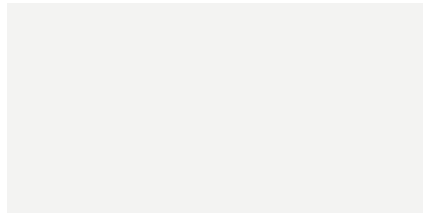
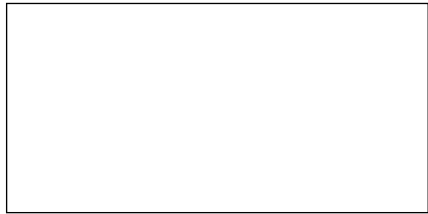
DONT'S



Brand Rules

The Allseated brand is clean, fresh and inviting. This means that most designs have a white background. This allows for images to pop and be the center of attention. There is a modern sophistication in the brand, with clean lines, white spaces, and accents of orange and blue for added warmth.

PRIMARY BACKGROUND



ACCENT COLORS/GRAPHIC ELEMENTS



SPACING / SIZING

COPY COLORS

A **EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.**

B Equiatur re de volorum enis que moluaptati. Apitemquid expedip sandit, cusam harcien dipsunt eium num ipsa expere nest eum aute plantiaessum fugiae non re pra nimusam, exererum dolorepudic te lamus es si as quistiam facesti nus molorem remolle ctenimp oressit essit, sit miniendit, exeri doluaptam rest quo dolor as ipid ut as aut latasim ium quae pro volut exerrum.

C **EQUIATUR**

A. HEADLINES
B. COPY
C. CTA / INFO

EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.

EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.

EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.

ICONS STYLE



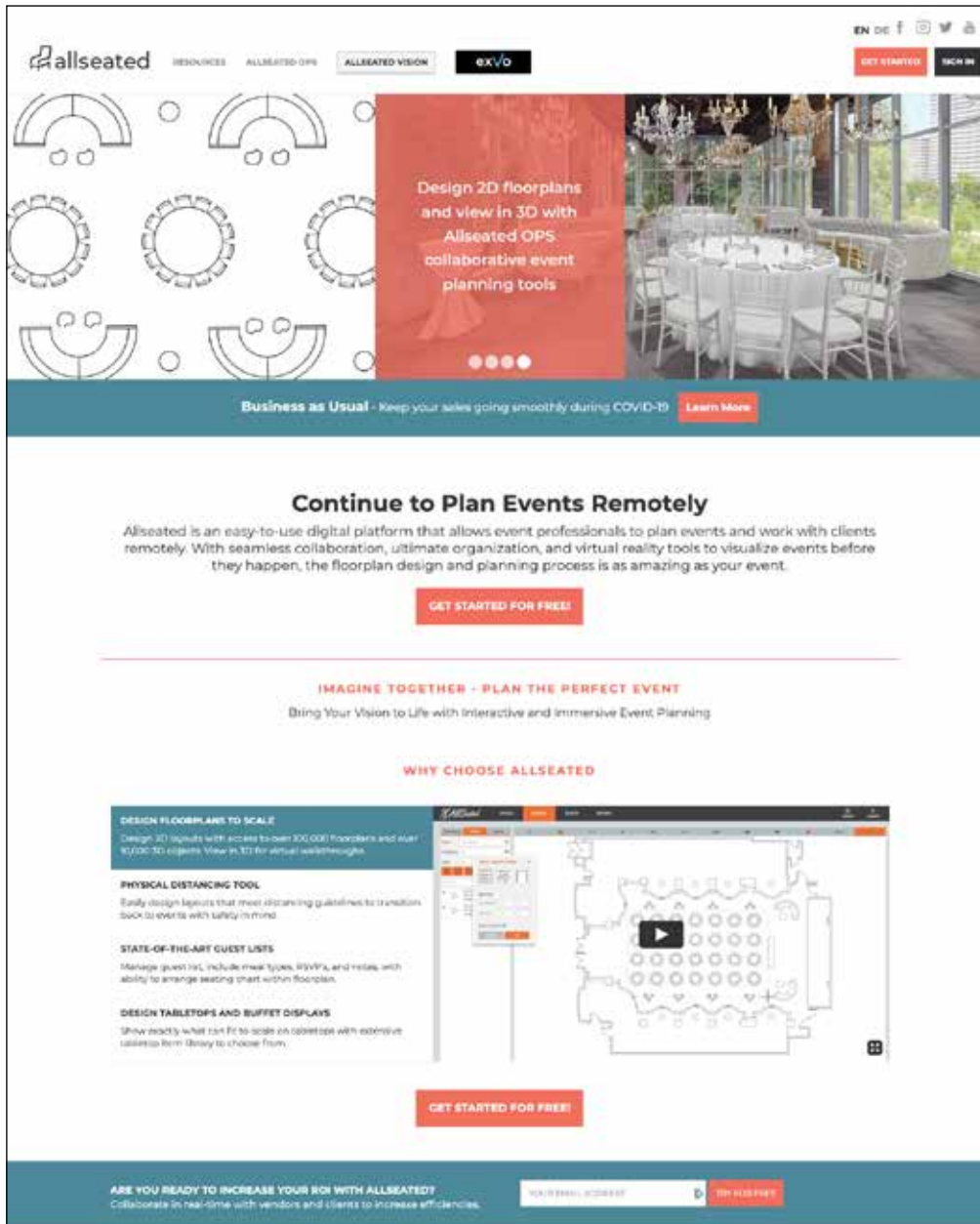
* Icons are clean and modern, with curved soft edges. Simple outline icons easily express their meaning. Brand colors can be used as an accent color for minor elements in the icons, but the main color is Main Grey.

BOX / LIST

SELL MORE BY VISUALIZING EVENTS BEFORE THEY HAPPEN.

Virtual viewing across multiple platforms – web, mobile, VR glasses	Virtual bookings – no need for on-site meetings / close more deals with remote clients
Be on-trend with the latest tech	Deliver accurate event renderings

- Exceptional 24/7 live customer service
- Largest database of floorplans in the US
- Largest integrated furniture libraries with over 10,000 3D objects
- Easy to adopt and use
- Fully adaptable to your needs with state-of-the-art technology



The following pages include a selection of brand executions including the website and social media deliverables. As you can see, all elements work together harmoniously in a clean, pleasing way. There is nothing harsh or too bold in the designs, and all information is included in a logical and easy to digest manner. Copy sections are short and to the point, call to action buttons are clear to find, and there is enough white space for plenty of breathing room around all of the content.

When creating new marketing deliverables, please refer to these examples as a reference of what to do.

allseated **exvo**

RESOURCES ALLSEATED OPS ALLSEATED VISION **EXVO** [GET STARTED](#) [SIGN IN](#)

WEBINARS

Whether you are hosting your first big event or are a seasoned event industry pro, these free webinars are packed with useful tips.

[WATCH PAST WEBINARS](#)

UPCOMING SPECIAL GUEST WEBINARS

Tue Oct 13 | 10:00AM (EST)

Introducing the Future of Events, Join us for a demo session!

With a 3rd generation of event, meetings, and experiential, today's reality with both in-person and virtual attendance. Earn 30-minute session is limited.

[REGISTER NOW](#)

Wed Nov 04 | 12:00PM (EST)

Connecting Our Community - Florida Event Pro Panel

Join Heather Bouffo of Miss Event Summit, Rustin Bice of Busy Bee Events, Wanda-Doris of Puffin Staff Catering, and Christ Morgan of the Home as they virtually discuss...

[REGISTER NOW](#)

Wed Nov 16 | 12:00PM (EST)

Virtual Events, Are They Taking Over? A Conversation With Nick Borelli

Nick Borelli needs no introduction and having been a part of our Think Tank team to advise on Exvo has been one incredible experience. In this webinar, Nick and Sandy will...

[REGISTER NOW](#)

Wed Dec 01 | 12:00PM (EST)

Talking Tech with Sandy & Daniel













Join Allseated co-founders Sandy Hammer and Daniel Aronson, as they not only "talk tech" but have surprise guests join them for what is sure to be an exciting and informative...

[REGISTER NOW](#)

ONGOING WEBINAR CLASSES

ALLSEATED FEATURES

Streamline processes as you work together digitally to create memorable events.

 <p>Virtual Walkthroughs Save time by taking virtual walkthroughs instead of being on site.</p>	 <p>Enhanced Visualization Virtual viewing across multiple platforms - web, mobile, VR headset.</p>	 <p>Timeline Tools Create timelines and view details side by side to ensure accuracy.</p>
 <p>Generate Reports Generate many reports to keep event team informed and up to date.</p>	 <p>3D Floorplan Viewing Bring floorplans to life with 2D, 3D, and virtual reality viewing.</p>	 <p>Day-of Mobile Check-in App Check guests into event in realtime with access to 2D/3D floorplan view.</p>
 <p>Organize Tasks Use timeline tools to organize all tasks and event details.</p>	 <p>Real-time Collaboration Work with event team to streamline processes and increase efficiency.</p>	 <p>Easy-to-use Technology Simplify customization processes and save time.</p>
 <p>Templates Create floorplan templates to increase efficiency for future events.</p>	 <p>24/7 Live Customer Service You're always supported with our live chat and support team - 24/7.</p>	 <p>360 Venue Scanning Create intuitive and detailed event floorplans and visualizations to scale.</p>

ARE YOU READY TO INCREASE YOUR ROI WITH ALLSEATED?
Collaborate in real-time with vendors and clients to increase efficiencies.

TRY FOR FREE

ALLSEATED CLIENT TESTIMONIALS

◀ *AllSeated at last made a tool that the industry has been waiting for a long time. I hope we managed to assist with our input, we loved working with the team.* ▶

THE MANDARIN ORIENTAL NEW YORK





**TRENDS
IN CANAPES**

From
**Blue Kitchen
Catering**

With
John Smith

**Monday, June 22
3:00 PM (EST)**




VENUES with VISION


THE PLAZA
NEW YORK




CONNECT
VIDEO CONFERENCING

With
**Shannon Rye &
Pixie Williams**

From
Taj Group



exvo

exVo logo is based on the Gotham font used in the Allseated logo, with slight adjustments to the corners and edges. The V is larger than the other letters and in its own color, with the right side a bit taller than the left, resembling a check mark.

This is the default logo lockup for exVo with Allseated.

The chair element has been removed from the AS logo. Allseated is a smaller size than exVo and placed above it, where the edge of the d aligns with the edge of the V.

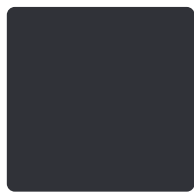


This is a secondary logo option without Allseated. It should be used only after the default logo has been used, or in places when it is clear that the main brand is Allseated (i.e. on Allseated website, in Allseated emailer).



exVo leverages the Secondary Blue color from the Allseated color palette. The logo is blue and pure black. The Main orange brand color of Allseated should be used minimally, in touches here and there, to indicate that it is part of the Allseated platform. The leading color associated with exVo is Secondary Blue.

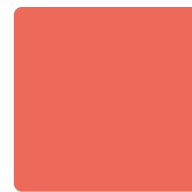
PRIMARY COLORS

**Main Grey**

CMYK: 75, 64, 53, 32
RGB: 49, 50, 55
HEX: #313237

**Secondary Blue**

CMYK: 65, 7, 17, 0
RGB: 90, 184, 207
HEX: #5ab8cf

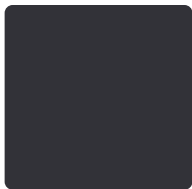
**Main Orange**

CMYK: 0, 70, 60, 0
RGB: 242, 110, 94
HEX: #f26e5e

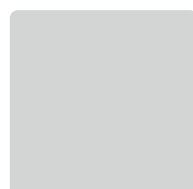
**Main Blue**

CMYK: 70, 30, 32, 10
RGB: 76, 137, 154
HEX: #4c899a

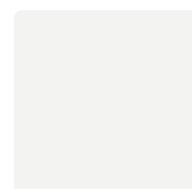
SECONDARY COLORS

**Secondary Grey A**

CMYK: 73, 64, 53, 62
RGB: 51, 50, 56
HEX: #333238

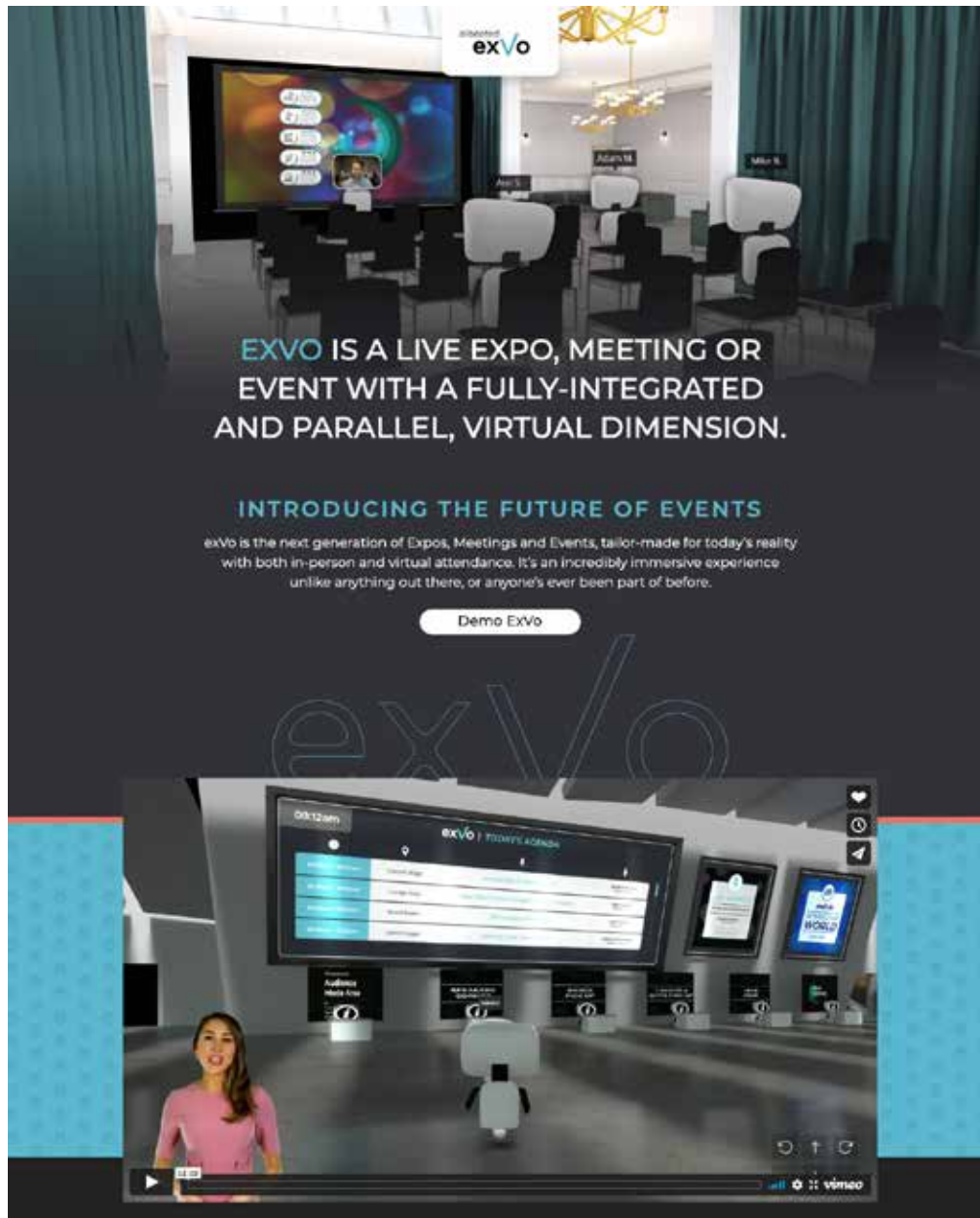
**Secondary Grey B**

CMYK: 21, 13, 16, 0
RGB: 209, 211, 212
HEX: #d1d3d4

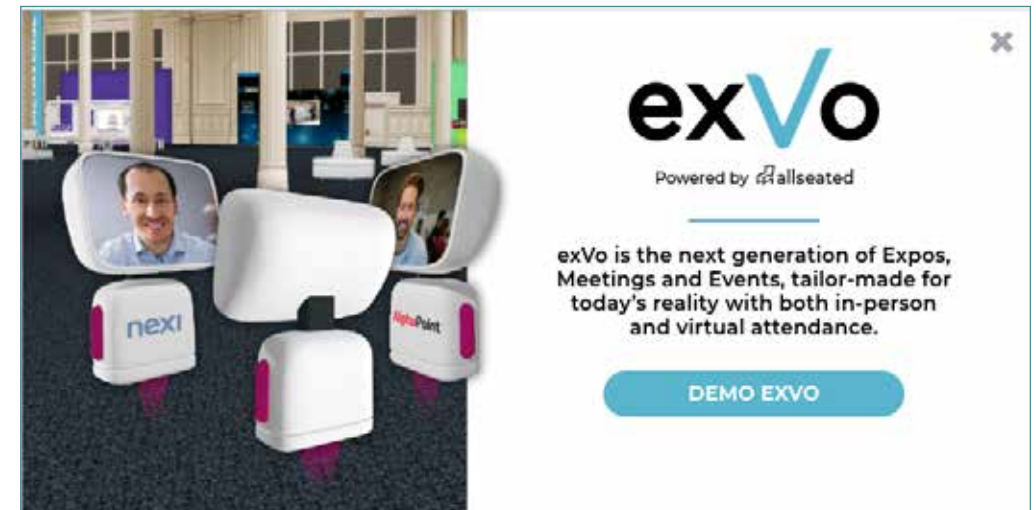
**Secondary Grey C**

CMYK: 6, 4, 5, 0
RGB: 241, 242, 242
HEX: #f1f2f2

exVo Brand Examples



The Main Orange color can be used as a simple line, along the edge of a solid section box. It is a touch of the familiar Allseated brand color, showing the connection with Allseated but it is never to be used as a main or dominant color or as a full background color.



Typography

exVo uses the same brand font as Allseated – Montserrat.
But it should not be used in BOLD. exVo is more tech, more refined, more modern. For headlines, use Medium or Semi-bold.

PRIMARY FONT / DIGITAL FONT

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Semibold

Headlines

Medium

Headlines / Subheads

Regular


Regular Copy

Outline Logo usage examples

This is not the main logo but it can be used as a graphic element in the background, like a texture, even partially covered by a photo. It also works on top of blue. exVo outline in blue is used as a graphic element, partially cut off so its more of an accent than to see as the logo.

The image shows the 'exVo' logo rendered as a light blue outline. The letters are lowercase and have a modern, rounded, sans-serif style. The 'V' is slightly taller than the other letters.The image shows the 'exVo' logo rendered as a white outline on a solid black rectangular background. The logo is centered within the rectangle.

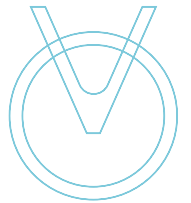
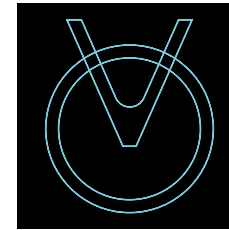
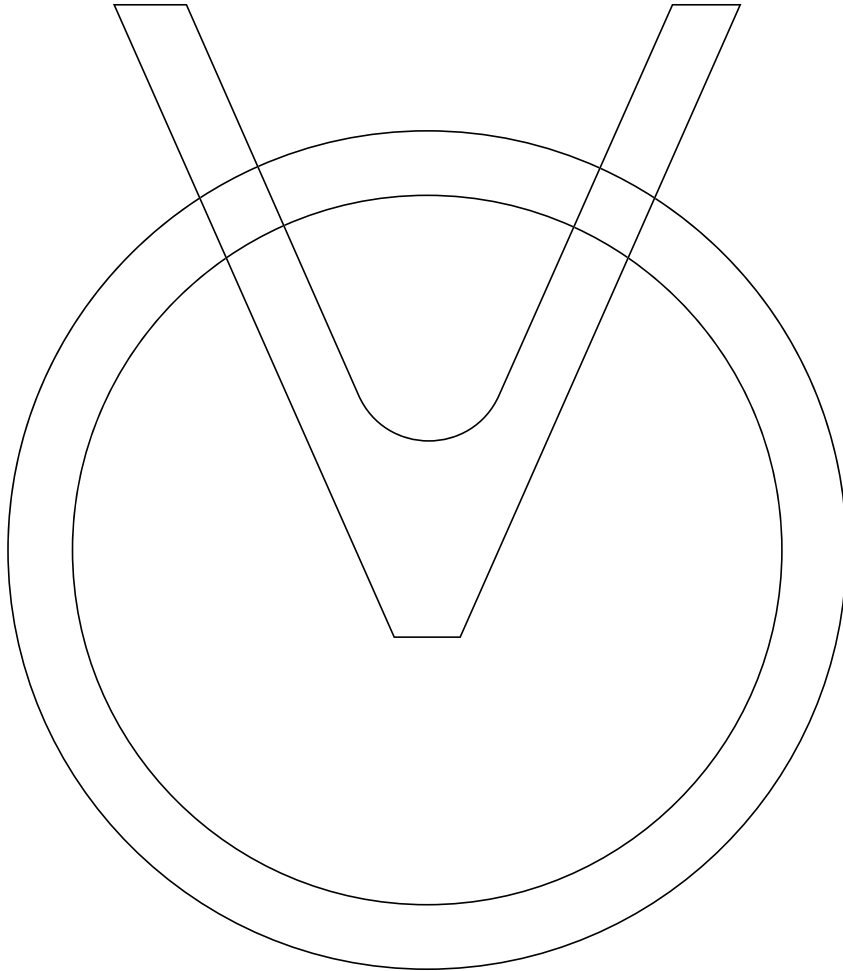
WHAT IS EXVO

A large, light blue outline version of the 'exVo' logo is positioned at the bottom of the page, partially overlapping the dark grey background of the 'WHAT IS EXVO' section.

exVo is the next generation of Expos and Events, tailor-made for today's reality with both in-person and virtual attendance. It's an incredibly immersive experience unlike anything out there, or anyone's ever been part of before.

VO Shape

This shape comes from the V and O. It is outlined, refined and subtle. It can be used as a graphic element in the background, like a texture, even partially covered by a photo. It also works on top of blue. The VO outline shape is a background texture used on blue and off the page.



Pattern

This shape comes from the V and O. It is outlined, refined and subtle. It can be used as a graphic element in the background, like a texture, even partially covered by a photo. It also works on top of blue. The VO outline shape is a background texture used on blue and off the page.

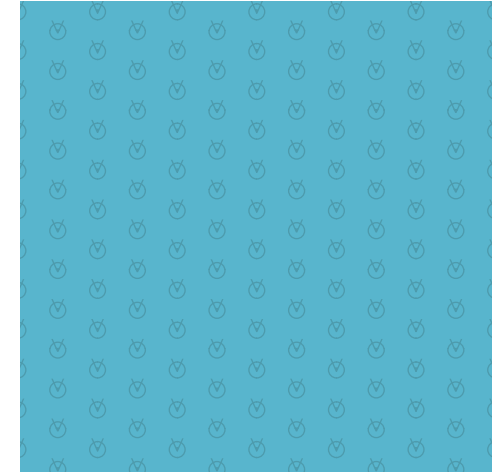
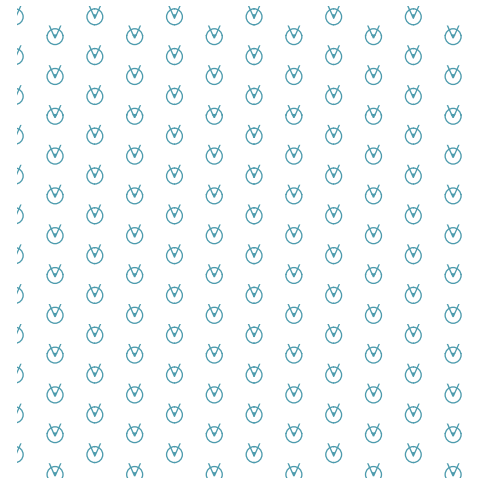
USAGE EXAMPLES



THE BENEFITS OF USING EXVO FOR YOUR EVENT

It's richer, more rewarding, and the immersive experience of the virtual world allows for attendees to be fully interactive. Your event has more reach because, well, there's so much more of it.

CONSTRUCTION



Images

Photos or images taken from the platform should be clean, not too many avatars, not too many elements going on at once.

You can use a gradient to the medium grey shade overlaid on images.

A



B





THANKS

IMAGINE TOGETHER

by *natie*