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.

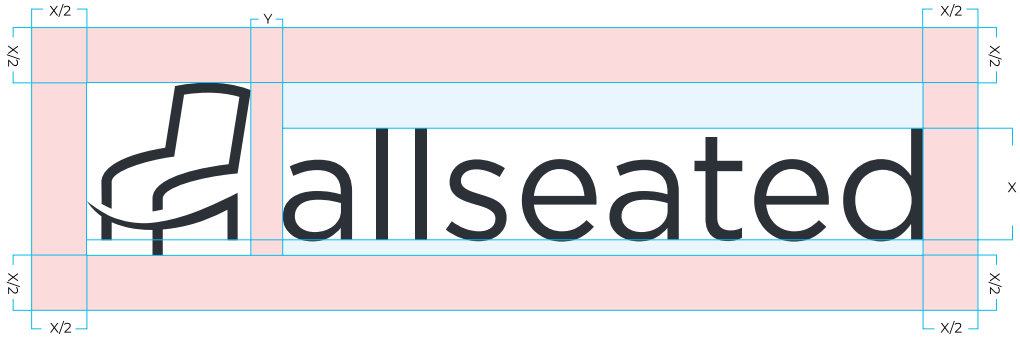
The special place that you saw first...and then made happen with seamless efficiency.

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 dipiction 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



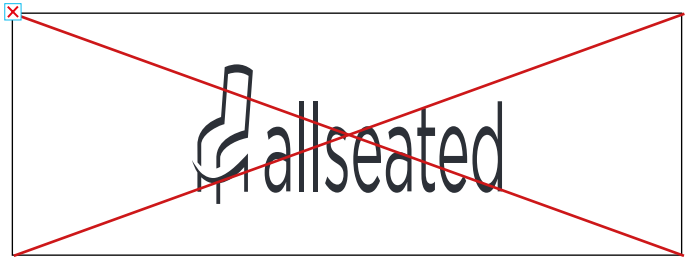
B. LOGO AND TAGLINE

Logo Usage (Do's)

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

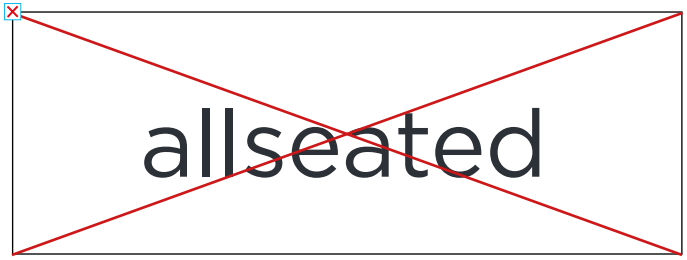
Logo Usage (Dont's)

Don't stretch

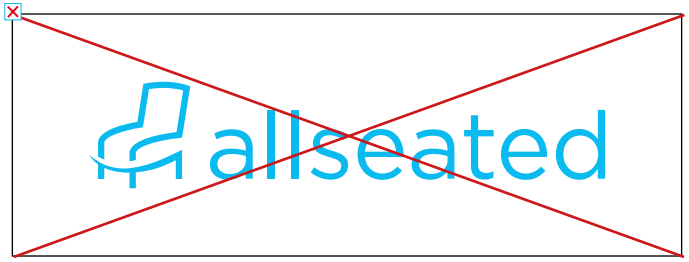


Don't squeeze

Don't rotate

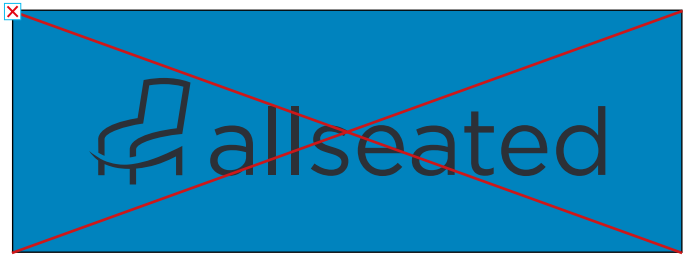


Don't remove icon

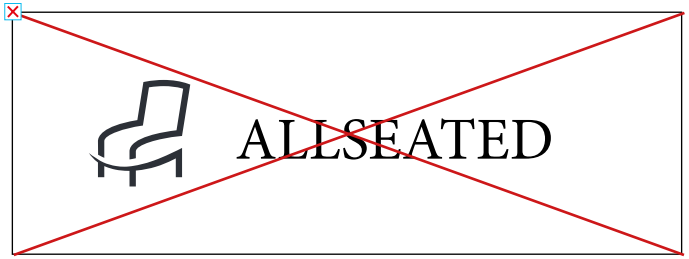


Don't change color

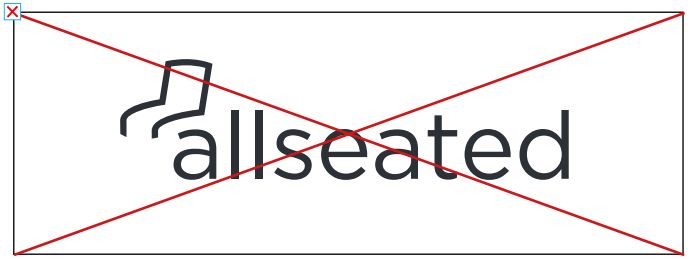
Don't change alignment



Don't compromise the contrast



Don't change the font



Don't alter the icon

Color Palette

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 turquise 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	**Headlines**
Semibold	**Subheads**
Medium	Small copy
Regular	Regular Copy

SECONDARY FONT / SYSTEM FONT

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold	**Headlines**
Regular	Copy

Tone of voice

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.

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.

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

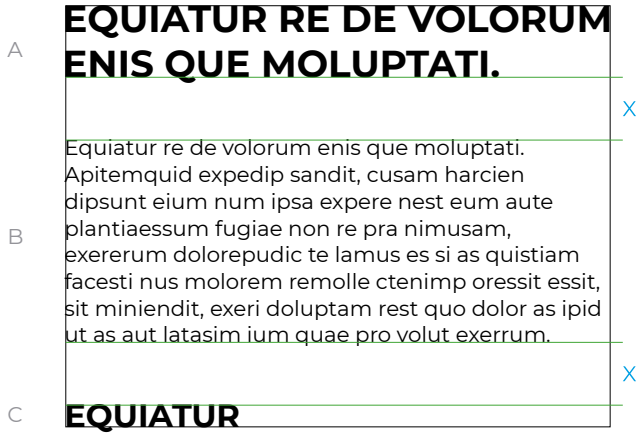
Brand Rules

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



A. HEADLINES
B. COPY
C. CTA / INFO

COPY COLORS

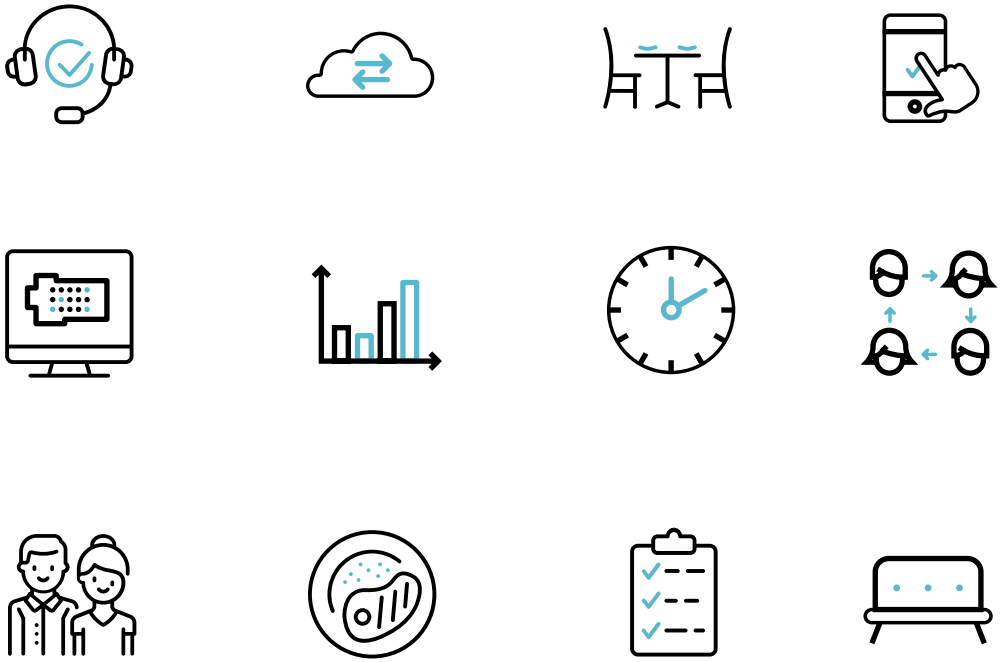
EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.

EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.

EQUIATUR RE DE VOLORUM ENIS QUE MOLUPTATI.

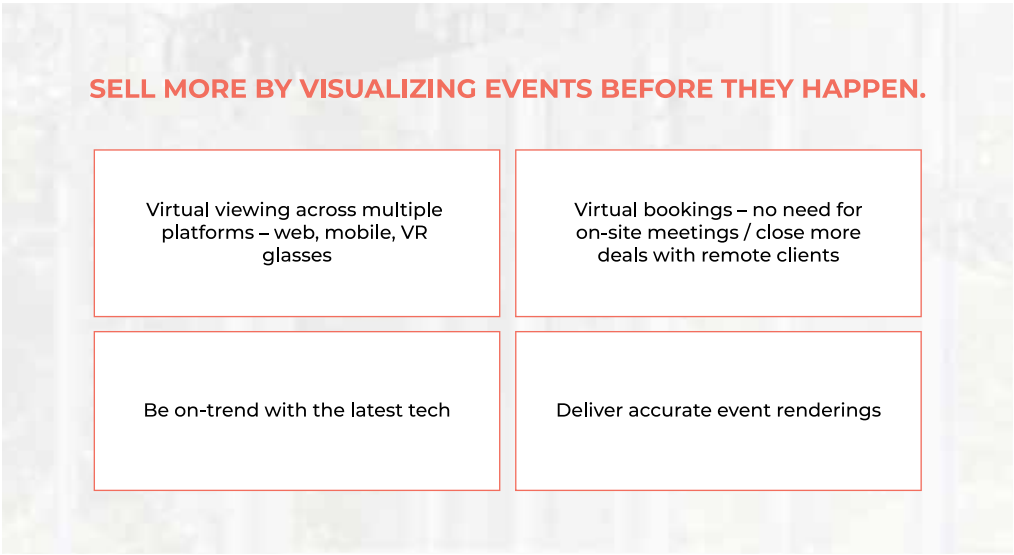
Brand Rules

ICONS STYLE



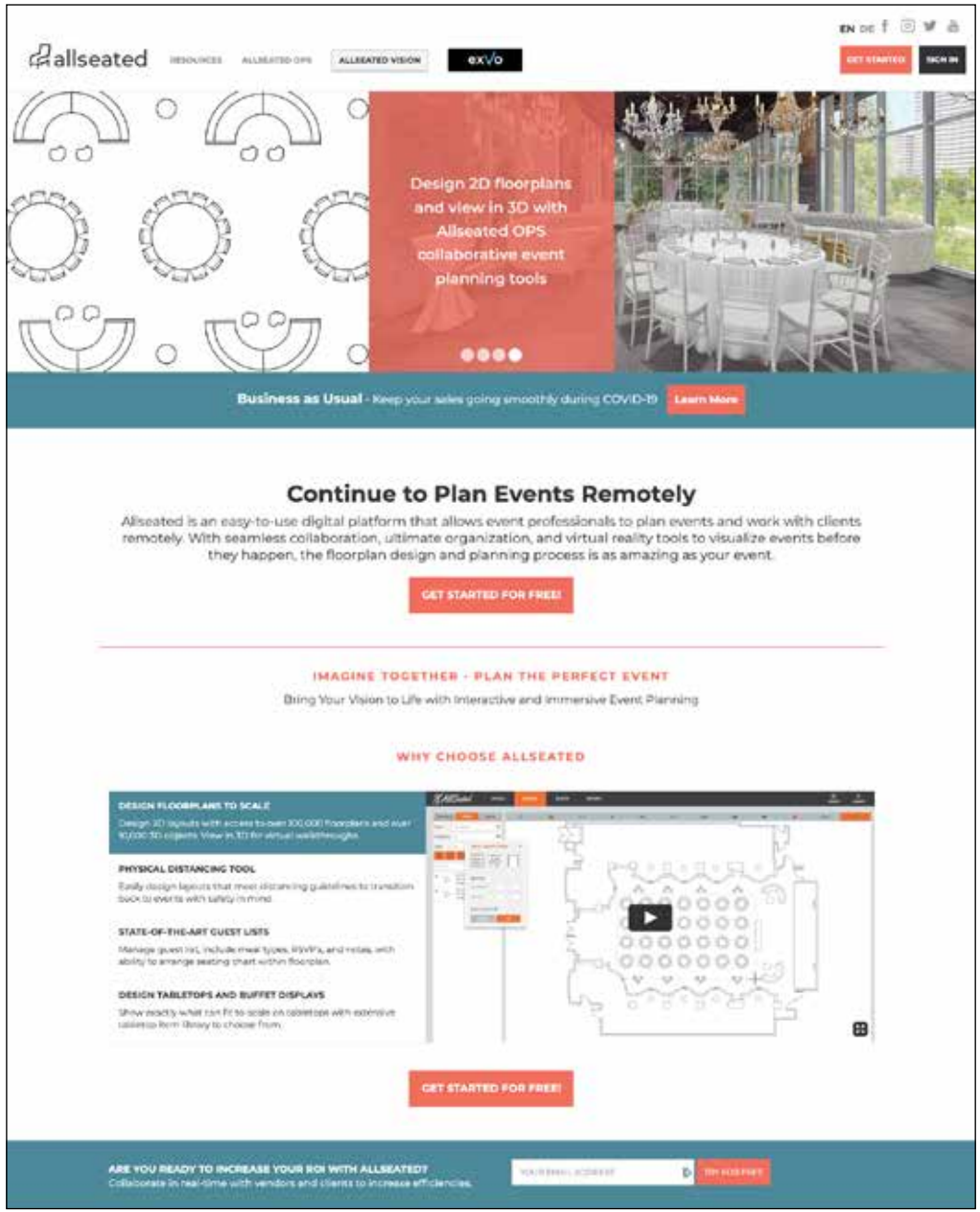
* Icons are clean and modern, with curved soft edges. Simple outline icons easily express their meaning. Brand colors can be used as an accent color for minor elements in the icons, but the main color is Main Grey.

BOX / LIST



- 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

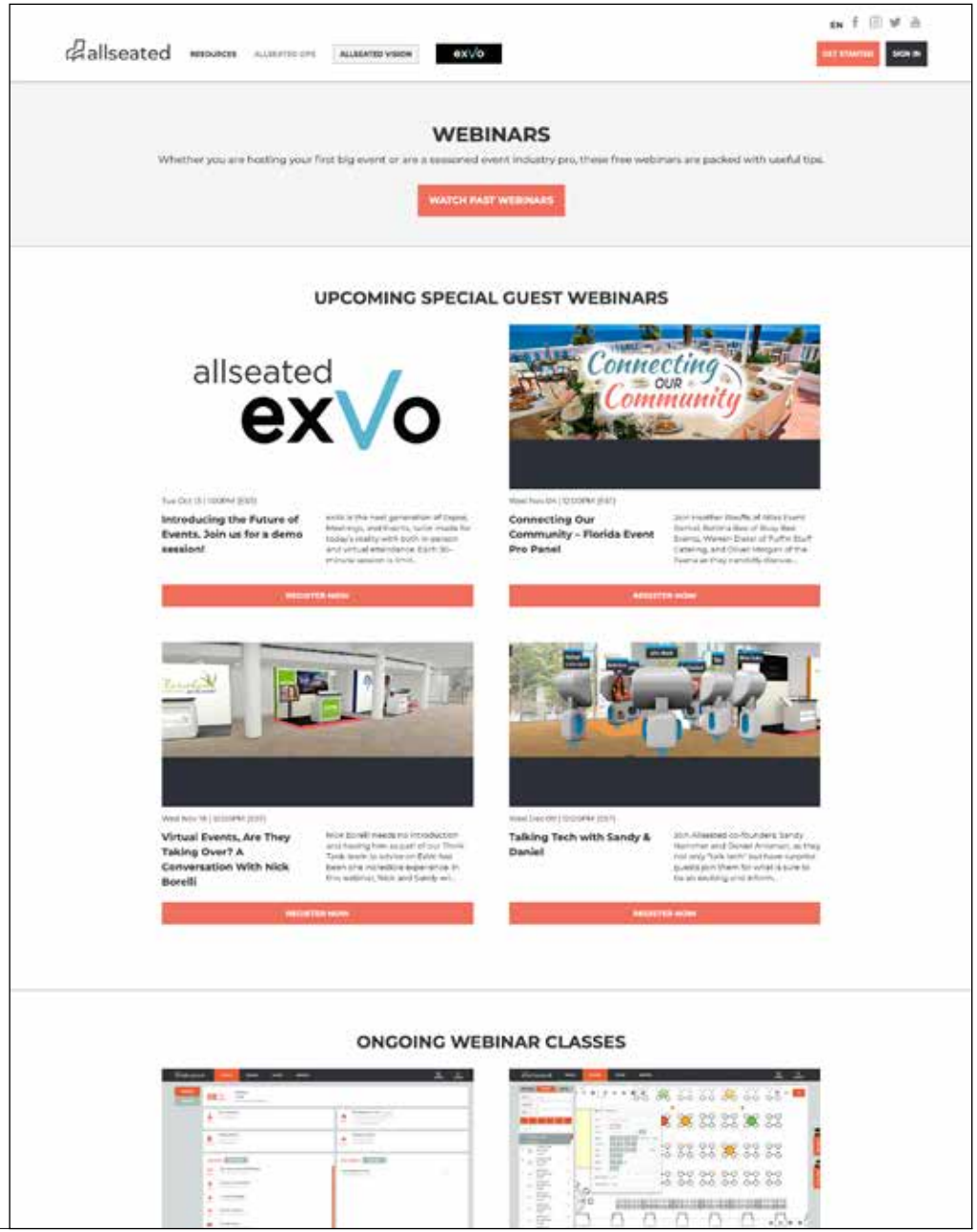
Brand Examples



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.

Brand Examples



ALLSEATED FEATURES

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

Virtual Walkthroughs
Save time by taking virtual walkthroughs instead of being on site.

Enhanced Visualization
Virtual viewing across multiple platforms - web, mobile, VR headset.

Timeline Tools
Create timelines and view details side by side to ensure accuracy.

Generate Reports
Generate many reports to keep event team informed and up to date.

3D Floorplan Viewing
Bring floorplans to life with 2D, 3D, and virtual reality viewing.

Day-of Mobile Check-in App
Check guests into event in realtime with access to 2D/3D floorplan view.

Organize Tasks
Use timeline tools to organize all tasks and event details.

Real-time Collaboration
Work with event team to streamline processes and increase efficiency.

Easy-to-use Technology
Simplify customization processes and save time.

Templates
Create floorplan templates to increase efficiency for future events.

24/7 Live Customer Service
You're always supported with our live chat and support team - 24/7.

360 Venue Scanning
Create intuitive and detailed event floorplans and visualizations to scale.

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

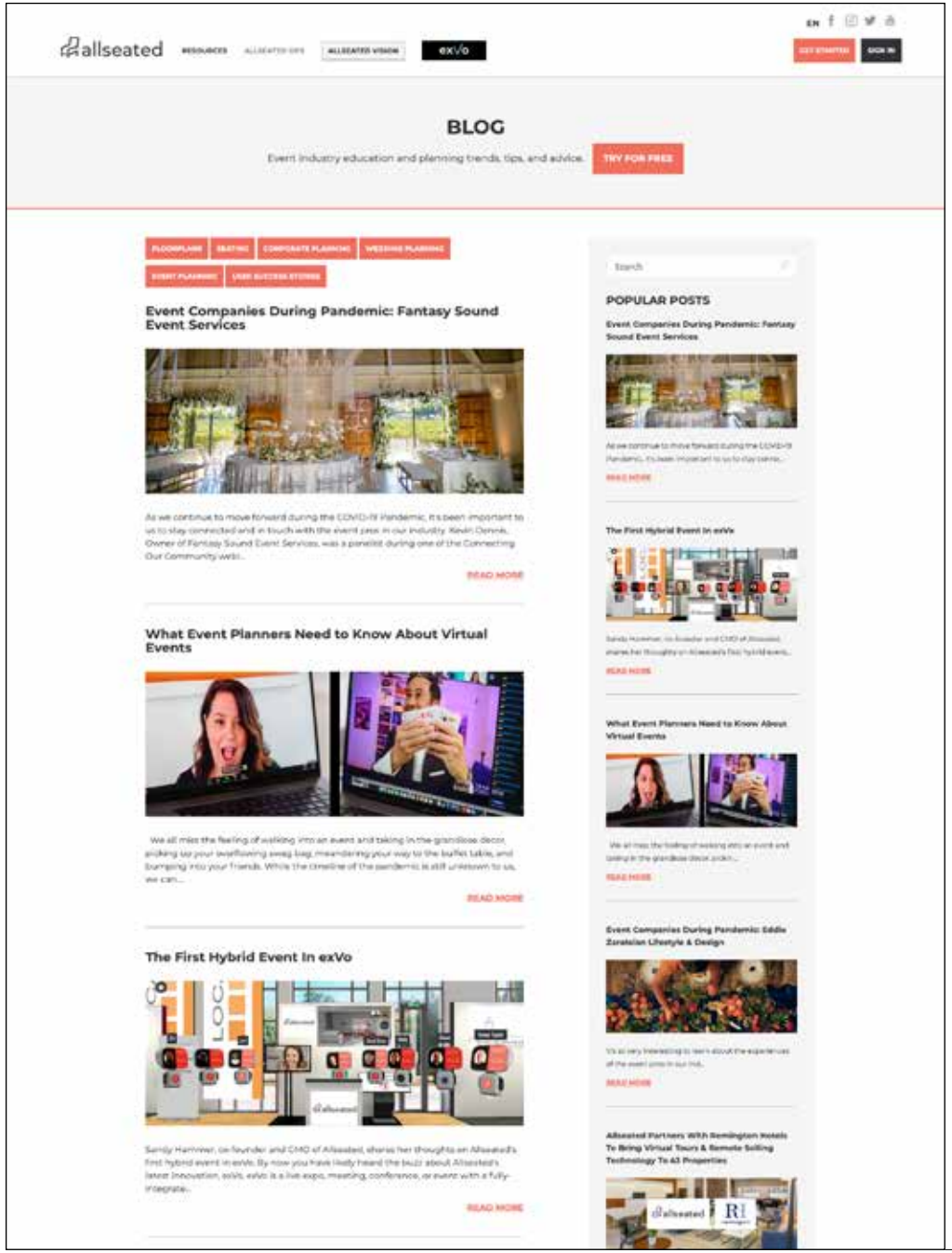
YOUR EMAIL ADDRESS | TRY FOR FREE

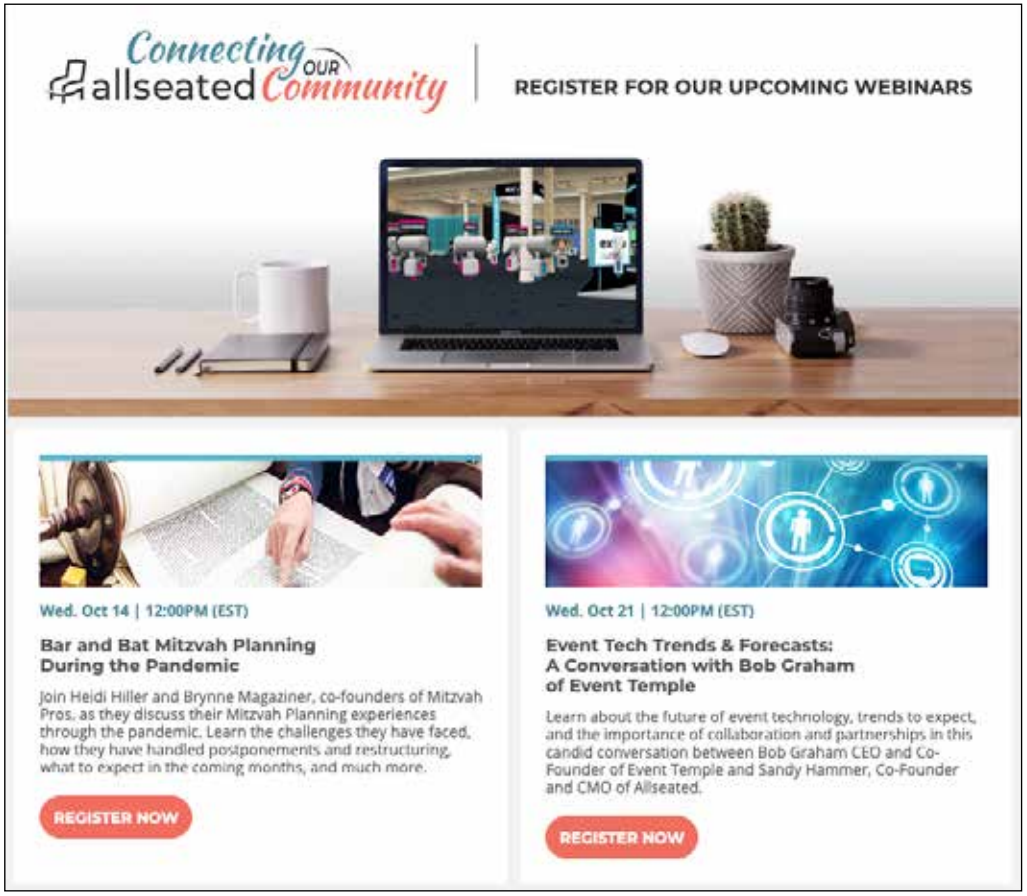
ALLSEATED CLIENT TESTIMONIALS

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

Brand Examples





Brand Examples

allseated

exVo Logo

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 Color Palette

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

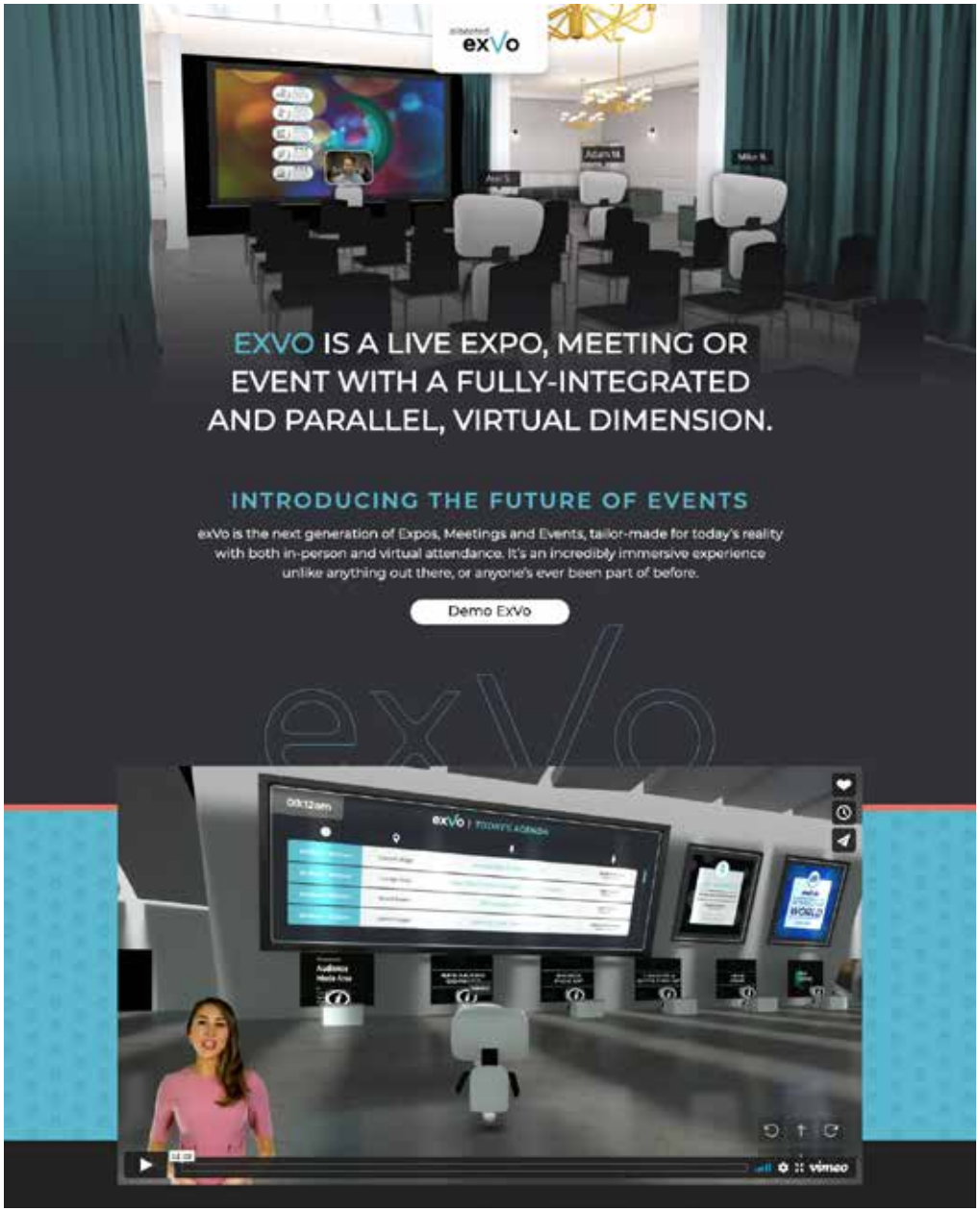
CMYK: 21, 13, 16, 0
RGB: 209, 211, 212
HEX: #d1d3d4

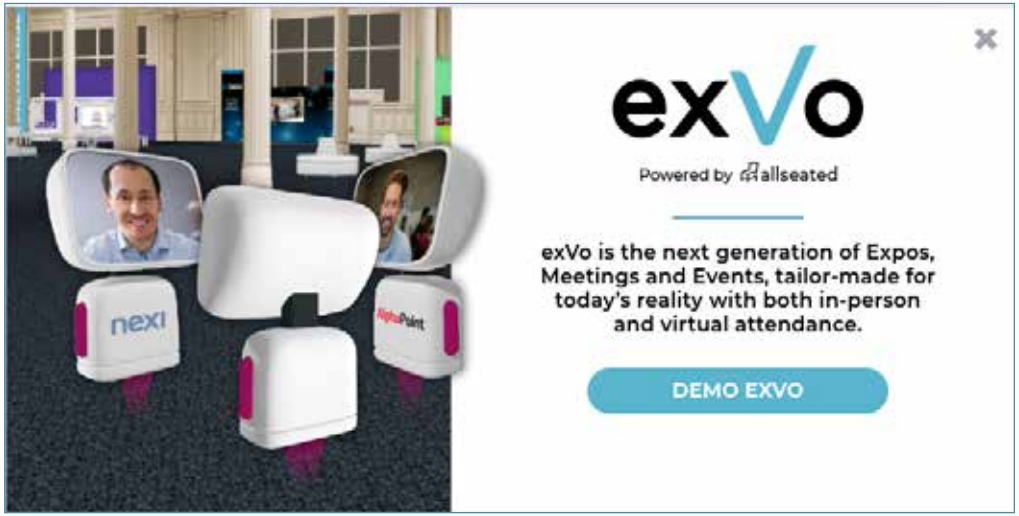
Secondary Grey C

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

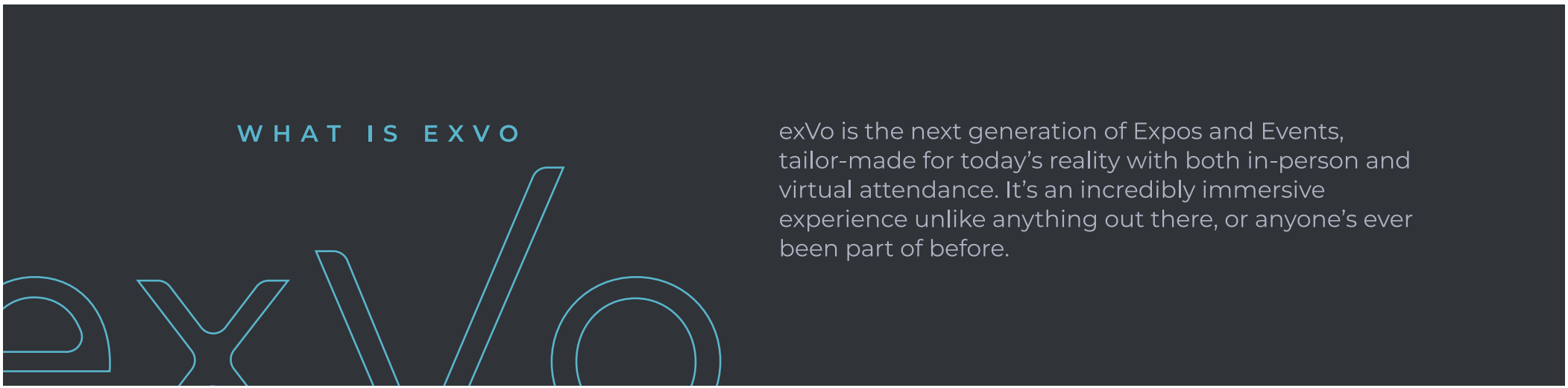
Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

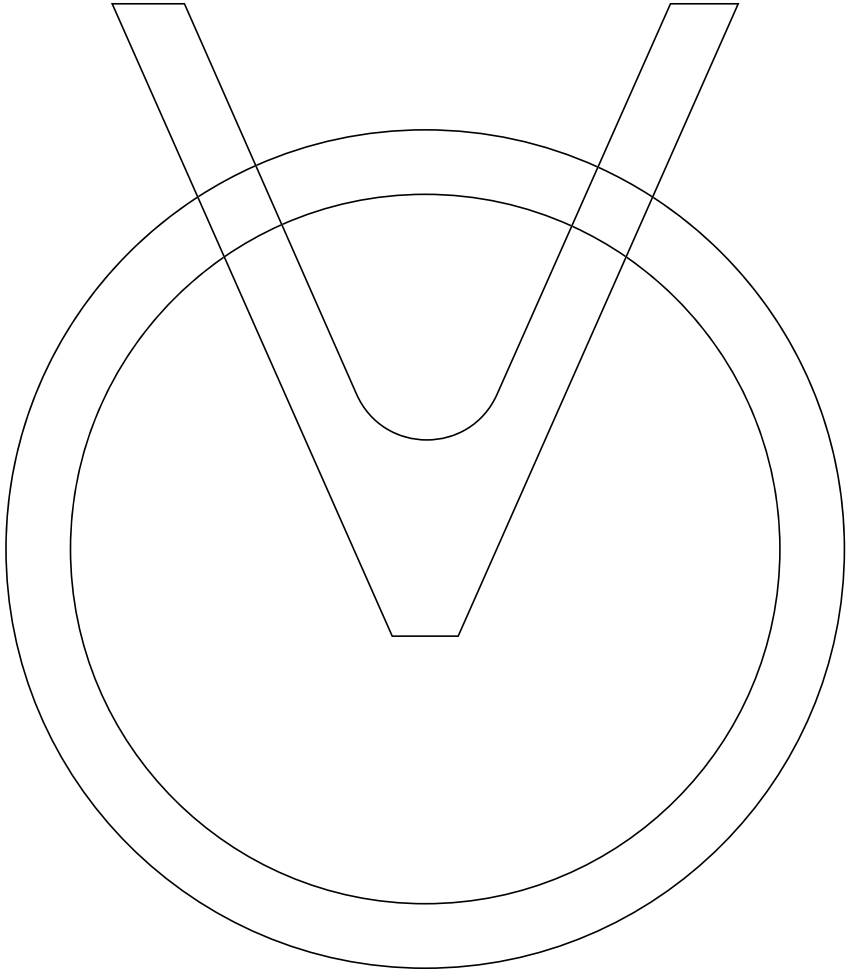
Semibold	Headlines
Medium	Headlines / Subheads
Regular	Regular Copy

Outline Logo usage examples

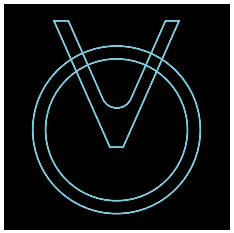
This is not the main logo but it can be used as a graphic element in the background, like a texture, even partially covered by a photo. It also works on top of blue. exVo outline in blue is used as a graphic element, partially cut off so its more of an accent than to see as the logo.

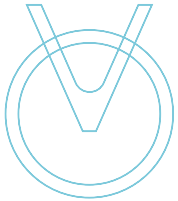


VO Shape



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.

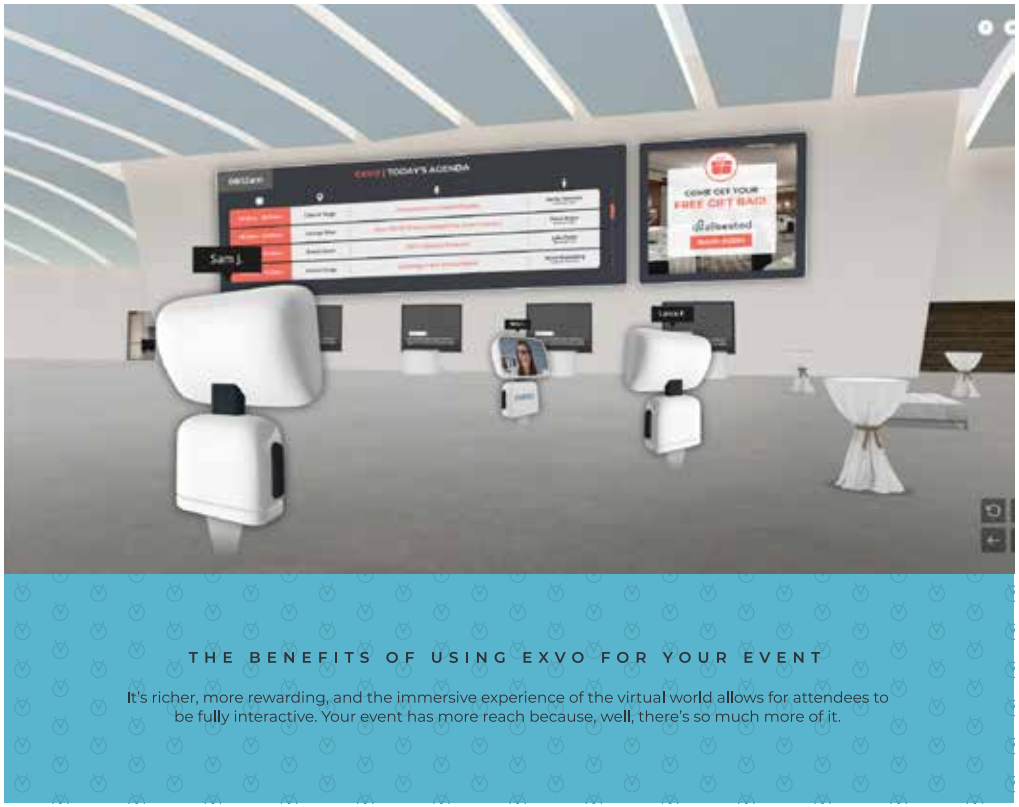




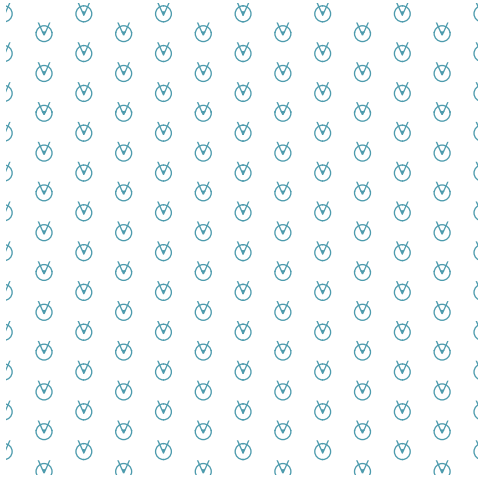
Pattern

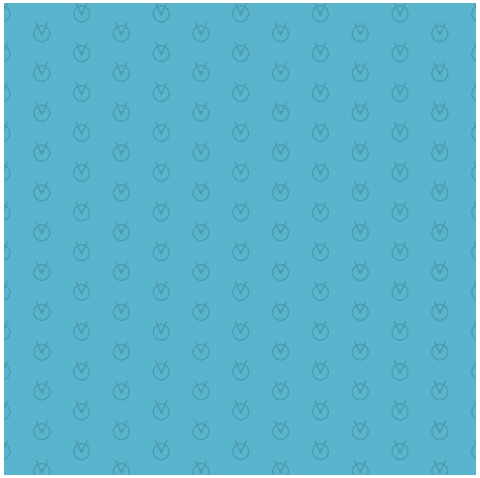
This shape comes from the V and O. It is outlined, refined and subtle.
It can be used as a graphic element in the background, like a texture, even partially covered by a photo. It also works on top of blue.
The VO outline shape is a background texture used on blue and off the page.

USAGE EXAMPLES



CONSTRUCTION





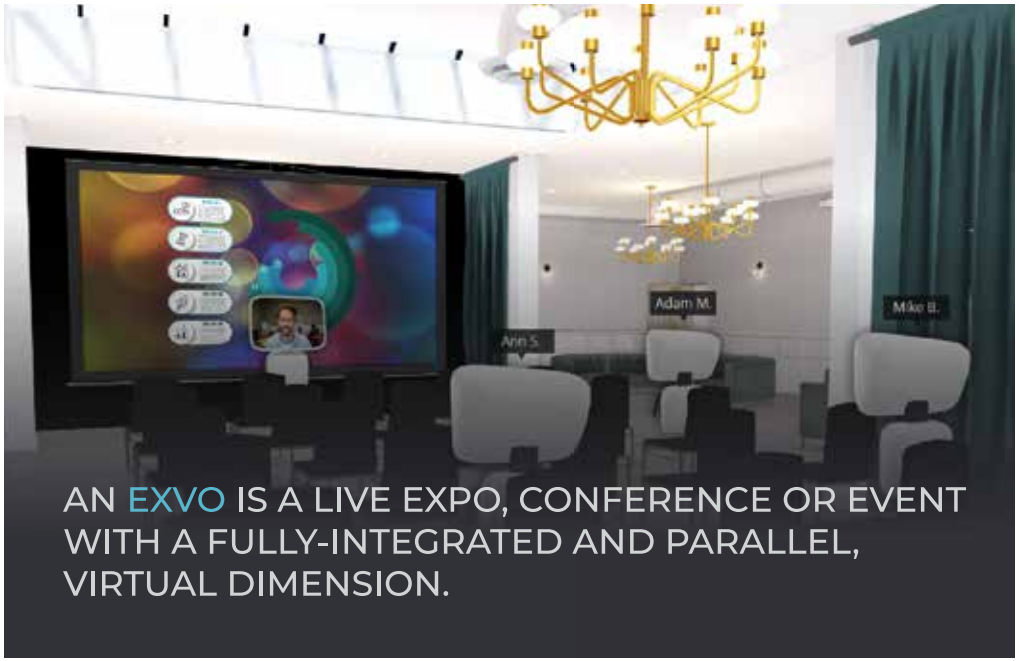
Images

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 overlayed on images.

A

B



allseated

THANKS

IMAGINE TOGETHER

by natie