

Brand**book**

The Design You Need • The Manual You Want



eventplanner

What our Brand is about

eventplanner.net is unlike any traditional company you know. We're dedicated to the cause of inspiring event planners to push their boundaries, go further than they ever imagined and grow beyond their potential. We believe that helping our community to organise extraordinary events puts a dent in the universe. Because events do more than just bring people together. They have the potential to change lives, one remarkable experience at a time. By shaping tools and sharing ideas, we help a creative industry thrive and make a positive impact on everyone it touches.

We think differently. We constantly push forward in order to innovate and improve ourselves, our products, our services, the way we do business and how we interact with people and our environment. And we inspire others to do the same.

We act as leaders in our industry. We are passionate about building technologies that enable our community to make a difference.

We never settle for just good enough. We go the extra mile, we do it with dedication and we are proud of what we do. We strive for effectiveness and results. We are eager to learn and we just get things done.

We bring together our users, our clients, our partners, our suppliers and our team within one strong community. We invest in long-term relationships and focus all our energy on those who believe in our cause. Our community always comes first.



04. Logo

04. Typography

04. Color

04. Iconography

04. Stationary

04. Style elements

04. Photography

04. Examples

eventplanner.net

Our logo

Logo elements

Logotype



The champagne glass stands for the 'ching' that our clients do when they create a magnificent event.

- The font used in the wordmark is Soleil Bold
- Tracking: -30
- Horizontal scale: 100%

Logo construction



Logo construction



Min. 50mm.

Application on a background



Light background

Darkbackground/Picture

Green background

Logo elements



- On the website itself (the user knows they are on eventplanner.be /,nl)
- When the logo has to be smaller than the indicated minimum logo size.

Typography

Offline font

Soleil

Soleil, designed by Wolfgang Homola, is a geometric sans serif typeface. Unlike most existing geometric sans serif typefaces, it has asymmetrical counters, making it look fresher, more dynamic and more contemporary. Simple geometric forms – such as the circle or the square – played a certain role in the design of the letterforms, but in order to introduce more fluidity into the rather stiff and rigid concept of geometric sans serif typefaces, a lot of optical corrections were necessary. Soleil is based on the modernist ideas of simplicity, clarity and reduction to essential forms. Yet its letter shapes are not the result of geometric construction, but of a design process that brings together simplicity and fluidity, clarity and rhythm. Soleil has a rather large x-height, making it legible also in small sizes or from a bigger distance. The typeface family consists of six weights.

Soleil Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

Soleil Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

Offline use

Get
inspired

• **TITLES** should be used in this manner with a sensible usage of the primary colors.

Soleil Bold • Size: 72pt • Leading: 60pt

QUALITY. RESULTS.

Eliquat ioned utemquatia imusdam volupta solum eosam, to te aut inus dis eum sint autat. Ad quamentiis utassin ex eicium inihit libus as quodi aliquam, qui dolesecto blaut ma dunt qui utemper natus. Apel inverisquam es re andebis rempore ctemole nditati ipsa verrovid mo mo molum.

• **SUBTITLE** should be used in this manner with a sensible use of the rules of typography.

Soleil bold • Size: 16 pt • Leading: 15 pt

• **BODY TEXT** should be used in this manner with a sensible use of the rules of typography.

Soleil light • Size: 9 pt • Leading: 15 pt

Online use

Arial

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content. While some believe Arial has its design roots in the Helvetica® typeface, its foundation is actually in the Monotype Grotesque® design, drawn at the turn of the last century. Arial has been used on just about every computer and in every textual application imaginable. In addition to being bundled with Windows operating systems, it's found on the Apple® Mac OS X® operating systems and is embedded in virtually all PostScript®-based laser printers. Because it is easy to read at large and small sizes and in a variety of applications, Arial has been a staple screen font for decades.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 0123456789

Online use

Important items

Headings

Titles

Descriptions


Links

▶ [Zorg voor meer reviews](#)

✓ Lorem ipsum dolor sit amet **consectetur adipiscing** elit, sed do eiusmod.

Colors








Primary colors

	HEX #81DF00 R 129 G 223 B 0 C 50 M 0 Y 100 K 0 Pantone 375 C / 374 U
	HEX #242e3f R 36 G 46 B 63 C 90 M 70 Y 40 K 60 Pantone 547 C / 547 U
	HEX #FFFFFF R 255 G 255 B 255 C 0 M 0 Y 0 K 0

Secondary colors

	HEX #FF0099 R 196 G 0 B 122 C 0 M 100 Y 0 K 0
	HEX #3399CC R 104 G 168 B 222 C 100 M 0 Y 0 K 0
	HEX #707070 R 112 G 112 B 112 C 53 M 42 Y 42 K 27
	HEX #B2B2B2 R 178 G 178 B 178 C 32 M 24 Y 25 K 4

Secondary colors

	HEX #F4D110 R 244 G 209 B 16 C 0 M 16 Y 100 K 0
	HEX #DC901B R 220 G 144 B 27 C 0 M 50 Y 100 K 0
	HEX #AF1D1F R 175 G 29 B 31 C 15 M 100 Y 100 K 0
	HEX #897AB3 R 137 G 122 B 179 C 51 M 55 Y 0 K 0
	HEX #5F7BBA R 95 G 123 B 186 C 73 M 47 Y 0 K 0
	HEX #009BB2 R 0 G 155 B 178 C 99 M 0 Y 30 K 0
	HEX #2F387F R 47 G 56 B 127 C 100 M 90 Y 10 K 0

Shades of grey*

	HEX #333333 R 51 G 51 B 51
	HEX #707070 R 112 G 112 B 112
	HEX #B2B2B2 R 178 G 178 B 178
	HEX #F1F1F1 R 241 G 241 B 241
	HEX #fbfbfb R 251 G 251 B 251

Iconography

Primary icons



Logo icon

We use the logo icon (only) for review scores on our eventplanner.be/.nl website.



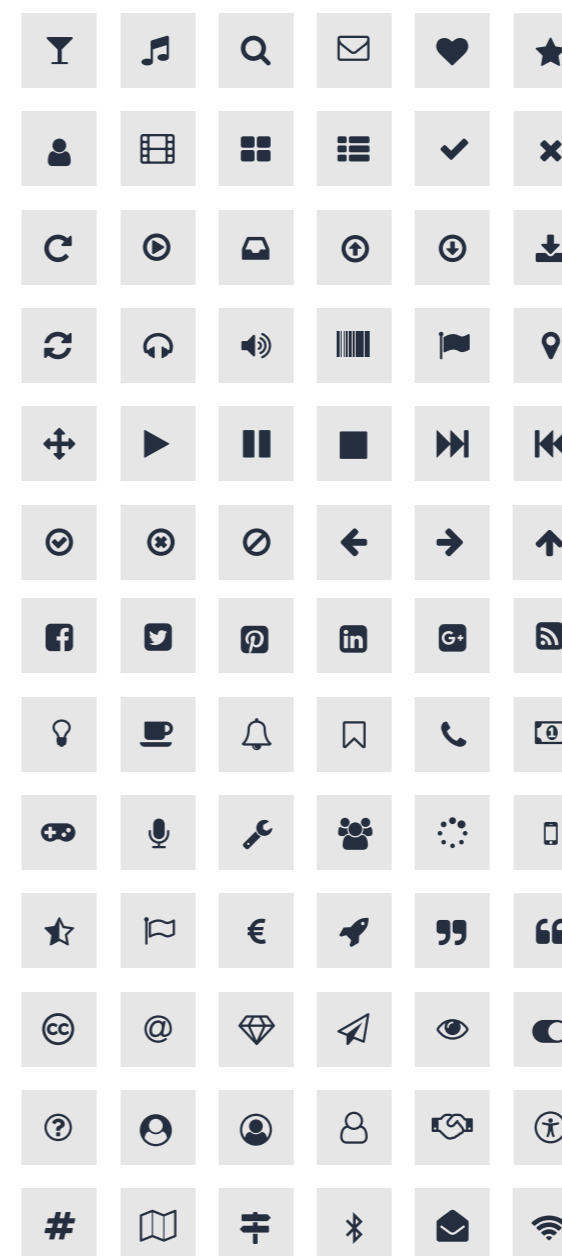
Champagne glass icon

We use the champagne glass icon for different media when we see fit. This full glass icon creates a full link with our image and brand.

Social media icons



Secondary icons



Font Awesome icons.

We always use Font Awesome icons. These are ideal for web, but is also usable for print. This way we are consistent in our icon usage.

more icons available: www.fontawesome.io

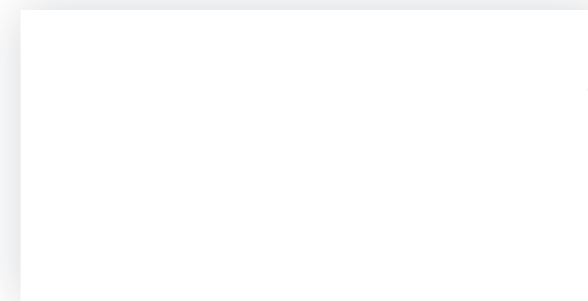
Stationary

Letterhead

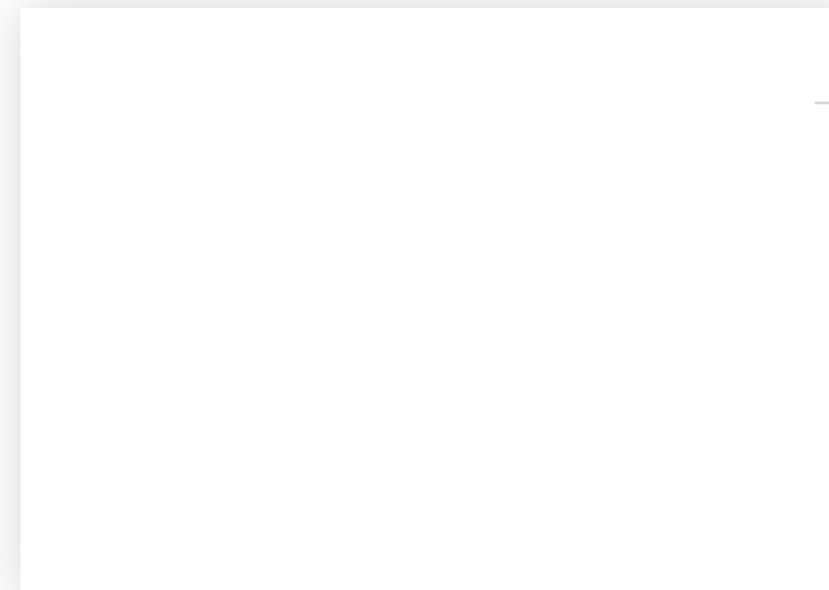


A4 Size letterhead
printed on uncoated paper in
two colors:
Pantone 374 U
Pantone Cool Grey 11C.

Envelopes

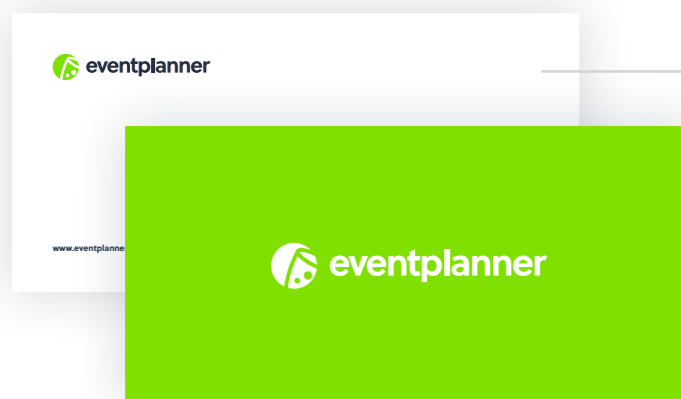


US Size
printed on uncoated paper in
two colors:
Pantone 374 U
Pantone Cool Grey 11C.



C4 Size
printed on uncoated paper in
two colors:
Pantone 374 U
Pantone Cool Grey 11C.

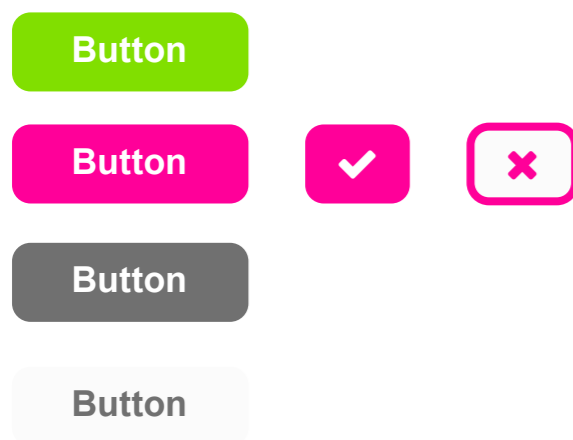
Greetings card



US size
printed on uncoated paper in
full color.

Stationary

Online buttons



Rating system



Infographics



Personalia



Kevin Van der Straeten
managing mind
T 03/535.00.00
kevin@pinkminds.tv

Photography

eventplanner photo's

We choose pictures that match the topic that we are writing about.

All pictures must be **colorful, refreshing, modern** and **good lighted** photo's with a **twist**. Events are

for **people**, so there should always be **people** or a **group** in the photograph.

Good examples



Visual topics



SUBJECT

Hoe ontdek je de voorkeuren van je bezoekers?



SUBJECT

Je event-community opbouwen in 5 praktische stappen.



SUBJECT

TIP! Event zelf organiseren of uitbesteden?

Stock photography

There are many good websites that offer free or affordable stock photography.

Specifically for events you can check out these websites:

PAID

- [stocksy.com](https://www.stocksy.com)
- [photocase.com](https://www.photocase.com)
- [gettyimages.be](https://www.gettyimages.be)
- [shutterstock.com](https://www.shutterstock.com)
- [gallerystock.com](https://www.gallerystock.com)
- [stock.adobe.com](https://www.stock.adobe.com)

FREE

- [gratisography.com](https://www.gratisography.com)
- [deathtothestockphoto.com](https://www.deathtothestockphoto.com)
- [picography.co](https://www.picography.co)
- [unsplash.com](https://www.unsplash.com)
- [lifeofpix.com](https://www.lifeofpix.com)
- [foodiesfeed.com](https://www.foodiesfeed.com)

instagram

*We know the
event industry
inside out,
that is a plus!!*

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Musam faccae peligent officium ipicimusci ipit, sit ad
quodign imuscip iciamus adipisanda dunt elenimodi to
modignimus qui aut vol.

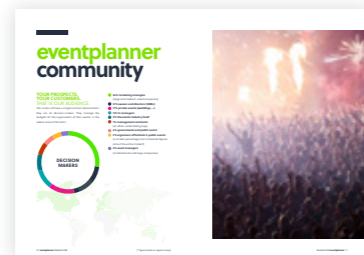
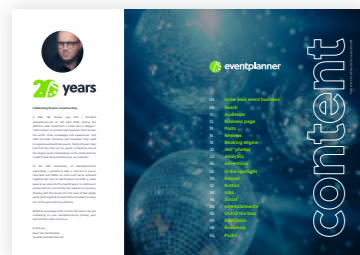
Examples

Informative pdf - media kit

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