

BETTER STANDS

BRAND DESIGN GUIDELINES



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1.1 LOGO



1.2 PROTECTED AREA



1.3 LOGO USE CASES



Colour-Version



Black-Version



Negativ-Version

2.1 CLAIM

**Moving towards reusable
stands *together.***

2.2 LOGO WITH CLAIM



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stands *together.***



**Moving towards
reusable stands
*together.***

2.3 PARTNER LOGOS

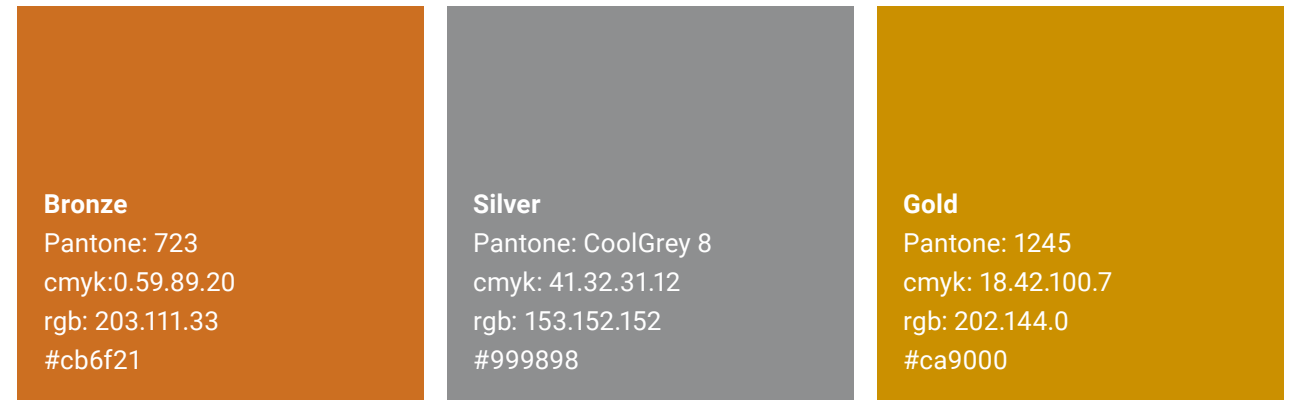


3.1 COLOURS

Primary colours



Accreditation colours (to be used for the award logo only)



Secondary colours highlight Key Visual



Spring Green	Orange	Teal
cmyk: 55.0.90.0	cmyk: 0.45.90.0	cmyk: 85.15.40.0
rgb: 133.189.65	rgb: 245.157.36	rgb: 7.152.159
#85bd41	#f59d24	#07989f

More secondary colours (to be used for the isometric illustrations only)



Lime green	Leaf green	Ocean green	Terracotta	Red	Pink	Plum
cmyk: 35.0.90.0	cmyk: 62.15.85.0	cmyk: 80.8.65.0	cmyk: 5.70.100.0	cmyk: 0.90.70.0	cmyk: 5.90.10.0	cmyk: 50.85.0.0
rgb: 187.208.48	rgb: 115.166.77	rgb: 27.161.120	rgb: 228.102.11	rgb: 231.48.64	rgb: 224.47.130	rgb: 150.64.145
#bbd030	#73a64b	#1ba178	#e4660b	#e73040	#e02f82	#964091

4.1 TYPEFACE

ROBOTO

ROBOTO BOLD (GOOGLE FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz /1234567890!?!@#%&*()

ROBOTO REGULAR (GOOGLE FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz /1234567890!?!@#%&*()

Primary communication typeface Roboto is the primary typeface for BETTER STANDS and should be used for in all external communications and in all internal communications wherever possible.

Roboto is a Google font and is subject to Google licences. It can be downloaded for free from the Google Fonts website.

Arial can be used for normal and everyday production.

5.1 KEY-VISUAL





5.2 EXEMPLARY USE KEY-VISUAL



Moving towards reusable stands *together.*










How do you define a Better Stand?

We classify all stands into 4 categories – Disposable, Bronze, Silver or Gold – depending on the particular elements that are reused or recycled. All elements of a particular category must be shown to be reused or recycled in order to achieve that classification. If a stand does not meet all the elements in the Bronze level then it is classed as disposable.

				 BETTER STANDS BRONZE by NZCE	 BETTER STANDS SILVER by NZCE	 BETTER STANDS GOLD by NZCE	
	Category	Items	Single use				
Reused	1	Stand structure and walls	Structure or framework of the stand, walls, panels for meeting rooms, backdrop	×	✓	✓	✓
	2	Platform or raised flooring	Structure of flooring (excluding surface covering, e.g. carpet)	×	✓	✓	✓
	3	Furniture and equipment	Showcases, counters, chairs, tables, sofa, coffee table, flyer stand, LED walls, TV, AV equipment etc.	×	✓	✓	✓
	4	Lighting	All kinds of lighting in the stand and within showcases	×	✓	✓	✓
	5	Fascia and overhead signage	Overhead signage or branding, fascia, company logo on top of the stand structure	×	×	✓	✓
	6	Rigged structure	Any rigged structure including lighting gantries or other structural elements	×	×	✓	✓
	7	Ceiling	Any form of ceiling e.g. fabric ceilings, solid ceilings for lighting or stand support	×	×	✓	✓
	8	Display facilities	Built-in or detachable product display cabinets, lightboxes etc.	×	×	✓	✓
Reused or recycled	9	Floor covering	Carpet, floor tiles, HDF coverings, lino etc.	×	×	✓	
	10	Graphics and decorative items	Stand graphics that are wall-mounted or floor-standing (not overhead) and any other decorative items such as plants and flowers, models and ornaments	×	×	✓	

2 | INFORMATION BROCHURE 3

6.1 ISOMETRIC ILLUSTRATIONS



7.1 CERTIFICATION LOGO

Exhibition stands that meet the correct criteria can display a Better Stands Gold, Silver or Bronze accreditation logo.

There is a standard version for white backgrounds and a negative version for very black backgrounds.



For all other backgrounds (e.g. photo), the logo must always be placed on a white area including the safety distance.

Note: The width of the logo on an exhibition stand should not be less than 15 cm and not exceed 30 cm.



8.1 SOCIAL MEDIA ASSETS – AWARD CAROUSEL

CERTIFICATION




BETTER STANDS
GOLD by NZCE

Exhibitor
Event
Stand No.
Date

betterstands.org

Better Stands is uniting the events and exhibitions industry to adopt reusable stands, ensuring smarter, safer and more sustainable solutions globally.
Our stand was awarded gold.



betterstands.org

Requirements for gold

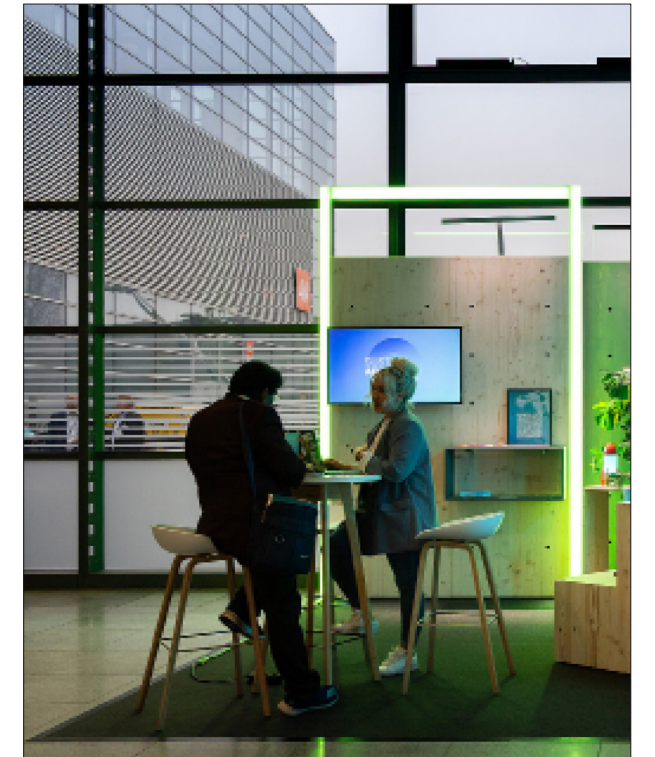
Reused ...

- ... Stand structure and walls
- ... Platform or raised flooring
- ... Furniture and equipment
- ... Lighting
- ... Fascia and overhead signage
- ... Rigged structure
- ... Ceiling
- ... Display facilities

Reused or Recycled ...

- ... Floor covering
- ... Graphics and decorative items

betterstands.org



8.1 SOCIAL MEDIA ASSETS – BRAND

We are part of Better Stands.
Moving towards reusable
stands *together.*

Join us!



betterstands.org
[#betterstands](https://twitter.com/betterstands)



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