



Brand Guidelines

Brand Guidelines

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Brand Guidelines

ABOUT

For over 30 years, The International Surface Event has served the floor covering, stone, and tile industries as THE industry marketplace. The TISE vision is to create a space where buyers and sellers gather to purchase products, gain design inspiration, and develop their businesses. We make this possible by carefully sourcing exhibiting brands, crafting content and events, and developing show features that match the needs of the industry. As the first event of the year, TISE is perfectly positioned to offer product launches, critical first of the year buying opportunities, and annual meetings.

We have a mission to be the world's most respected floor covering, stone, and tile industry marketplace. To do this, we have developed a creative and innovative team who is dedicated to connecting with the industry and is unified in driving towards the goals of the company. As a premiere event from Informa Markets, the world's largest tradeshow event organizer, we strive to grow memorable event brands that engage with the industry verticals the event supports.

We exist to create experiences where passion and purpose come together.



Brand Guidelines

HISTORY

Comprised of three world-class tradeshow: SURFACES | StonExpo | TileExpo, The International Surface Event (TISE) is the largest North American floor covering, stone, and tile industry event and is THE industry marketplace for buyers, specifiers, and influencers to source products, gain design inspiration, and develop their businesses.

1987 | StonExpo was founded

1990 | SURFACES was founded

2014 | TileExpo was founded

2014 | The International Surface Event branding established over StonExpo, SURFACES, and TileExpo to establish the largest floor covering, stone, and tile event in North America

2019 | TISE expands into Mexico and China

2020 | TISE launches TISE Tv and TISE Live



Brand Guidelines

MASTER LOGO



Button Version

Button version for event team use only.



Box Version



Linear Version



Horizontal Version

Brand Guidelines

MASTER LOGO | VARIATIONS

Each event logo version is available in box, horizontal, and linear layouts.



Black



Brand Colors



White

Key locations in the logo can be highlighted to any of the brand colors from the color palette page. Only one brand color can be used at a time within the logo. The logo can not be a solid color, except black or white as shown.

Brand Guidelines

EVENT LOGO | SURFACES

- SURFACES may be used when referring to only the flooring show in Las Vegas.
- Use the combined logo at shown below when referencing SURFACES.
- SURFACES is always written in all caps when referenced in text.



Black



Brand Colors



White

Key locations in the logo can be highlighted to any of the brand colors from the color palette page. Only one brand color can be used at a time within the logo. The logo can not be a solid color, except black or white as shown.

Brand Guidelines

EVENT LOGO | STONEXPO

- StonExpo may be used when referring to only the stone show in Las Vegas.
- StonExpo should only be used alone. /Marmomac should not be used beginning October 1, 2022 due to licensing.
- Use the combined logo at shown below when referencing StonExpo in Las Vegas.
- The S and E in StonExpo are always capitalized.



Black



Brand Colors



White

Key locations in the logo can be highlighted to any of the brand colors from the color palette page. Only one brand color can be used at a time within the logo. The logo can not be a solid color, except black or white as shown.

Brand Guidelines

EVENT LOGO | TILEEXPO

- TileExpo may be used when referring to only the tile show in Las Vegas.
- Use the combined logo at shown below when referencing TileExpo
- T and E are always capitalized in TileExpo. No space is between Tile and Expo. TileExpo



Black



Highlighted



White

Key locations in the logo can be highlighted to any of the brand colors from the color palette page. Only one brand color can be used at a time within the logo. The logo can not be a solid color, except black or white as shown.

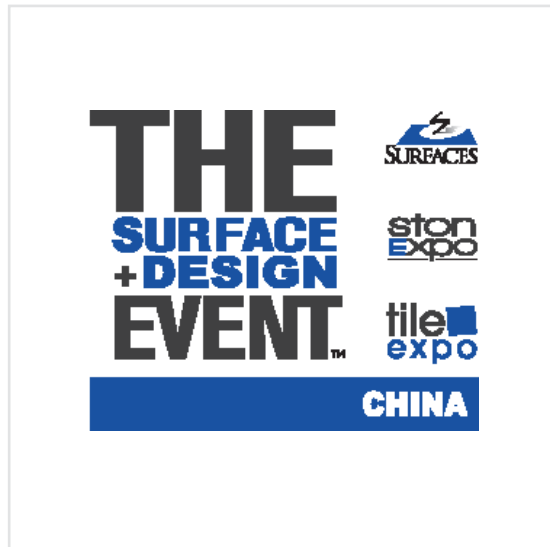
Brand Guidelines

EVENT LOGO | CHINA

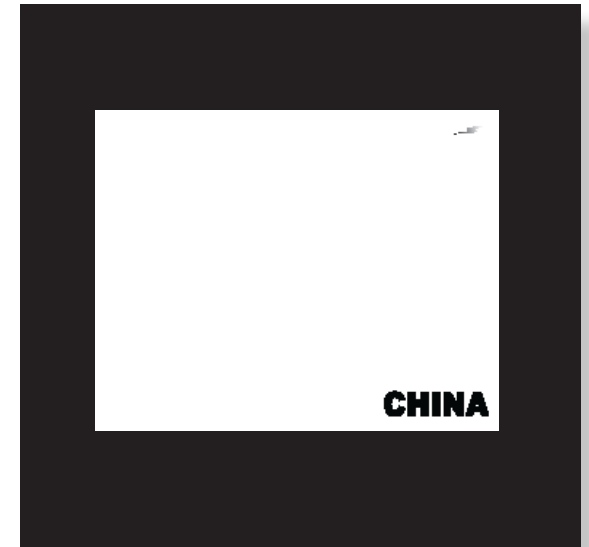
- China logo version is available in box, and horizontal only, no linear layout.
- Official show name is listed as The Surface + Design Event China. May be referenced as SURFACES China.



Black



Blue Hex # 1C52A1



White

The China logo exclusively uses the blue hex #1C52a1. This blue symbolizes unity.

Do not use other brand colors in the China logo version. Solid white and black are allowed as shown.

Brand Guidelines

EVENT LOGO | MEXICO

- Mexico logo version is available in box, and horizontal only, no linear layout.
- Show name is listed as StonExpo Mexico



Black



Green #006847



White

The Mexico logo exclusively uses the green hex #006847. This green symbolized hope.

Do not use other brand colors in the China logo version. Solid white and black are allowed as shown.

Brand Guidelines

LOGO USAGE



Black with Outer Glow



Avoid "Boxing" the logo



White with Drop Shadow

- Use solid color logo versions on busy or colored backgrounds, not highlighted color version of logos.
- If all of logo is not clearly visible on busy background, please refrain from use of logo in that area.
- Drop shadow and outer glow are allowed to make logo stand out from background.
- Do not separate the individual show logos from the TISE logo, use the specific combined event version (as seen 7-9).
- Do not use the The International Surface Event "button" logo on it's own, use the master logo versions.
- Highlighted version of logo can be colorized with any color from the color palette in the current colored highlight areas.
- Use appropriate version of logo (boxed | linear | horizontal) to appropriately fit the space to allow maximum size of logo.
- Avoid "boxing" the logo (see above). Use the vector logo to remove background.
- See logo variation pages for specific logo usage and typography guidelines for each event (see index on 2).

Brand Guidelines

TYPOGRAPHY

HELVETICA NEUE

Use of the Helvetica Neue font family for headers and paragraph text.

Paralucen T

Use the Paralucen font in upper and lower case for accent text.

PROPER EVENT TEXT

- Proper use of name: The International Surface Event (TISE): SURFACES | StonExpo | TileExpo
- After use of full name, you may use the event acronym in further reference text on same page, TISE (all caps)
- Improper use of name: International Surface Event | The International Surfaces Event | Tise or tise | ISE or ise
- Pipes are always used to separate the event names, not commas
- Individual event names may be used; however, please reference at The International Surface Event.
For example: (Brand name) is exhibiting at SURFACES at The International Surface Event in Las Vegas!
- See logo variation pages for specific logo usage and typography guidelines for each event (as seen 5-11).

Brand Guidelines

COLOR PALETTE



Cerulean

HEX #00AEEF
R0 G174 B93
C100 M0 Y0 K0

Sophistication



Blue

HEX #174581
R23 G69 B129
C100 M82 Y022 K7

Integrity



Sun

HEX #FCB117
R252 G177 B23
C50 M0 Y100 K0

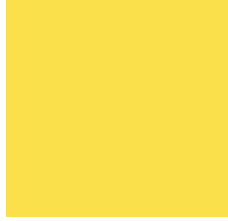
Confidence



Conifer

HEX #A1Cf62
R161 G207 B98
C41 M00 Y90 K00

Renewal



Gold

HEX #FCB117
R252 G177 B23
C50 M0 Y100 K0

Optimism



Purple

HEX #6D4797
R109 G71 B151
C69 M86 Y3 K0

Transformative



Red Violet

HEX # E90F8A
R233 G15 B138
C2 M98 Y2 K0

Imaginative



Black

HEX #000000
R0 G0 B0
C60 M40 Y40 K100

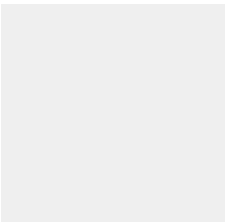
Strength



Slate

HEX #58595B
R88 G89 B91
C64 M56 Y53 K28

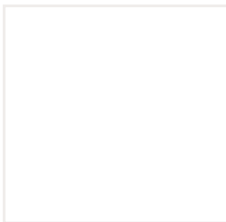
Balance



Gray

HEX #EFEFEF
R239 G239 B239
C5 M3 Y3 K0

Calm



White

HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Peace



Turquoise

HEX #11b9c4
R17 G185 B196
C72 M2 Y25 K0

Inventive



Green

HEX #006847
R0 G104 B71
C90 M34 Y82 K26

Hope



Blue

HEX #1B51A2
R27 G81 B162
C96 M77 Y2 K0

Unity

Brand Guidelines

SPECIALTY PROGRAMS + FEATURES LOGOS



TISE Live Theatres



National Competition Logo



Alternate Competition Logo



TISE Live Virtual Event



Semi-Finals Competition Logo



Alternate Competition Logo

Brand Guidelines

TISE TV

TISE Tv is the official digital media brand for The International Surface Event and has access to its large network of professionals

The International Surface Event (TISE): SURFACES | StonExpo | TileExpo, in partnership with the Live Broadcast Network (LBN), introduced to the industry a whole new floor covering, stone, and tile shopping and product sourcing experience: the TISE TV Broadcasting Network, streaming all original programming on Facebook @TISEtv with rerun viewing on YouTube, LinkedIn, Twitter and online at www.TISEtv.com. Combining the power of simulcasting software on Facebook and the powerful sourcing network from The International Surface Event, TISE TV offers the industry the ultimate selling and buying network like never before!

In addition, the TISE TV Network offers the industry year-round product and resourcing information via special TV series releases focused on product introductions and installation demonstrations, industry news and updates through The Surface Source newsletter and TISE Tv email alerts, and unique content produced for hybrid and community smart event experiences.

The flooring, stone, and tile industry is tuned-in to TISE Tv. Stay up-to-date with TISE Live offerings at www.tisetv.com.



Brand Guidelines

TISE TV LOGO

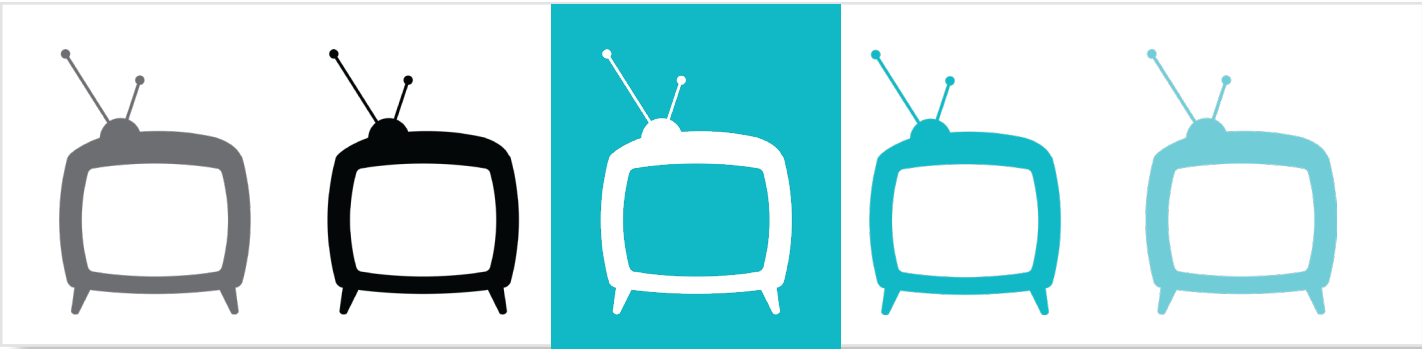
Main Version



Vertical Version

Button Version

Button version for event team use only.



Tv Bug Graphic

Can be used to create backgrounds and complimentary brand pieces.

Brand Guidelines

TISE LIVE

TISE Live is the brand extension covering the smart event opportunities produced and offered from The International Surface Event. Seeing the TISE Live branding means amazing content is being produced and will be digitally captured for the industry to take advantage of. Some of the TISE Live events have included:

- TISE Live Virtual Event | Vegas Edition
- TISE Live Main Stage on the show floor
- TISE Live Demo Stage on the show floor

Stay up-to-date with TISE Live offerings at www.tiselive.com.



TISE Live Stand Alone



TISE Live Virtual Event



Brand Guidelines

GLOSSARY

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Color Hex Code

A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality. Example file types are .ai | .eps | .tiff

Jpg | Png

Example raster file types. These images are flattened. .png files are flat images with a translucent background.

Brand Guidelines

CONTACT US

The TISE marketing staff is ready and available to support you with any questions pertaining to logo usage, brand requirements, and to provide you the necessary resources for your promotion.

If you are using any of the TISE logos, please send a copy for review prior to release to our marketing staff via email for art approval.

Michelle Swayze, Senior Marketing Manager
Informa Markets
The International Surface Event | TISE Tv
212.600.3589
michelle.swayze@informa.com
Copy to marketing@TISEwest.com



THE **INTERNATIONAL** **SURFACE** **EVENT**™

www.intlsurfaceevent.com
info@tisewest.com