

events DC

★ STYLE GUIDE

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WORLD CLASS PEOPLE DELIVERING WORLD CLASS EVENTS™

Washington, DC is the premier destination for travelers and planners, entertainers and athletes. We know the value and unmatched experience that a visit to an event in DC can bring; to both the visitor and the city locals—it's an enriching experience.

This style guide will be your introduction and guideline for creating and sharing a consistent and cohesive brand experience.

EVENTS DC, THE OFFICIAL CONVENTION AND SPORTS AUTHORITY OF WASHINGTON, DC

Events DC creates unique experiences that result in jobs, economic impact and lasting memories for residents, tourists, and guests.

As the official host for the Nation's Capital, Events DC showcases Washington, DC as a world class, family friendly destination.



- ★ **RESPECT** Value the relationships of our customers and colleagues
- ★ **PROFESSIONALISM** Hold ourselves to the highest standards of performance
- ★ **COMMUNICATION** Encourage and foster productive dialogue
- ★ **TEAMWORK** Showcase shared knowledge, skills, and abilities to achieve customer satisfaction
- ★ **ACCOUNTABILITY** Exercise ownership and responsibility for our commitments



OUR VISION STANDS ON FOUR COMMITMENTS:

Our events **ENTERTAIN, EMPLOY,**
serve as an **ECONOMIC ENGINE** and
ELEVATE EVERYONE.

The identity of our brand is conveyed not only through visual means, but also in the tone and voice presented in all brand communications.

Events DC's brand language should succinctly convey our brand ideals and the characteristics of the city.

When making any decisions regarding Events DC communications, keep these six brand equities in mind. From design to messaging, these ideas should permeate all public-facing materials.

STIMULATING

We are a stimulating brand that can inspire and sell a vision. We speak passionately about our properties, our city and the experiences we can help clients deliver for their guests.

RELATABLE

We are a high-value destination delivering world-class events. We are well regarded in the industry and provide benefits to the residents of the city.

MODERN

We are a modern brand, firmly rooted in the 21st century. We're tech-savvy, but not bleeding-edge. We want to be seen as forward-thinking and innovative.

SMART

We are a smart brand driven by smart people. We're stylish and elegant.

INCLUSIVE

We are an inclusive brand that is sensitive to the diversity of our clients, audiences and guests. We are also a one-stop-shop where everything is easily accessed.

ENGAGING

We are an engaging brand that's easy to talk to and approach. We're personal in the way we speak, never speak at someone, but rather speak with them.

LOCATION

We are in the nation's capital! The city, its beauty, culture, history and everything it encompasses is the primary differentiator for Events DC.

VENUES

The venues and properties we offer, specifically the convention center, are functional, beautiful and offer more choice for planners and promoters.

UNIQUE EXPERIENCES

Our events are more than a moment, they offer unforgettable and inspiring experiences.

QUALITY SERVICE

We go above and beyond what our clients expect and can deliver results to even the most high-profile of guests, including the President of the United States.

ATTENDEE EXPERIENCE

We ensure our attendees have remarkable experiences.

PEOPLE

Our staff is experienced, likable and always ready to help.

RELATIONSHIPS

We can connect you with who you need to deliver the complete Washington, DC experience!





CONTENT VIEWERS



CONCERT GOERS



MEETING PLANNERS



SPORTS FANATICS



COMMUNITY MEMBERS

events DC

★ LOGO GUIDELINES &
VISUAL ELEMENTS

LOGO GUIDELINES

OVERVIEW

Our Logo

The Events DC logo has been re-envisioned to create a distinctive look that separates the brand from our partner Destination DC to help audiences distinguish between the two brands.

The logo is horizontal and font is sized to have equal dimensions from left to right.

Our primary logo consists of blue letters with a red star. In our alternate logo, we have white letters with a red star.

[See the detailed color palette on page 18.](#)

The logo files displayed on this and the following pages are provided to enable all members of the Events DC team to contribute to a coherent and consistent use of Events DC's most powerful visual symbol, its logo.

[For trademark guidelines please refer to the Trademark & Registration section on page 26.](#)

Primary



Alternate Primary



LOGO GUIDELINES

LOGO VERSIONS

Primary Logo

The preferred logo shows only the Events DC mark.

This logo can be used when representing Events DC overall.

Grayscale and black-and-white versions of the logo should be used only when necessary for limited-color print projects.

Primary

CMYK & 2-color Pantone version



Alternate colors

Black and White



Alternate colors

1-color versions



LOGO GUIDELINES

LOGO VERSIONS

Seasonal Logos

These logos are used in specific use cases to call out a season or partnership. These logos should only be used in specific seasons or partnership materials.

Seasonal

Color versions

events DC
Pride

events DC
Cherry blossom

events DC
1-c red

LOGO GUIDELINES

LOGO VERSIONS

Letter Head Logo

Stacked logo should only be used for letterheads and business cards. The logo is the 4-color build with division tags.

We also have a 5-color Pantone logo, built for special printing purposes. This logo can be used when 4-color process printing is unsuitable, such as screen printing, and also for aid in color matching other products to our brand colors.

Alternately, we have created grayscale and black-and-white positive and reverse versions of the logo. These should be used only when necessary for limited-color print projects.

The preferred alternate logo is the stacked version, but there may be instances when the alternate logo is desired but will not work within the allotted space. In those instances, we use the horizontal large and horizontal small version.

Stacked logo



4-color CMYK & 5-color Pantone version

LOGO USAGE

MINIMUM SIZE & CLEARSPACE

Minimum Size

The primary logo minimum size should be no smaller than a width of 1.3 inches in print (or 125 pixels on screen). This maintains the legibility of the division text.

The alternate letter head logo can be utilized at a width of 1 inch.

The 1 inch minimum applies to all vertical logos, including the divisional logos.

The horizontal versions of the primary logo have additional minimum width requirements, see page 15.

Clearspace

It is important to maintain a minimum clearspace around the perimeter of the logo to enhance the logo's presentation and legibility.

The margin is equal to (or greater than) the width/height of the distance notes as 1x.

Use this margin, shown in the diagram to the right as a minimum distance between the logo and edges of the page or other design elements.

When the logo artwork is allowed to bleed off one edge of the page, take care to extend the color beyond the edge of the page, without distorting or stretching the logo.



LOGO USAGE

LOGO MISUSE

The Logo “Do Not” List

Events DC logo should never be manipulated or modified in any way. The integrity of its components and the geometrical relationships between them should never be compromised. These rules apply to all iterations of the Events DC logos.



Do not *crop the logo*



Do not “stretch” or “squeeze” the logo; never alter the horizontal or vertical proportions of the logo.



Do not rotate the orientation of the logo in anyway



Do not change the colors of the logo.

The primary color palette is monochromatic blue tones with accents of red and white space.

In addition to the basic color palette, layouts can be created with floods of black, with full-bleed photography utilized to introduce additional color.

Color builds

ACCENT	PANTONE PMS 1797	CMYK 0 100 99 4	RGB 227 27 35	HEX E31B23
EVENTS DC	PANTONE PMS 289	CMYK 100 64 0 60	RGB 0 43 92	HEX 002B5C
CONVENTIONS & MEETINGS	PANTONE PMS 542	CMYK 53 20 0 3	RGB 86 160 211	HEX 56A0D3
SPORTS & ENTERTAINMENT	PANTONE PMS 300	CMYK 100 44 0 0	RGB 0 120 193	HEX 0079C1
CREATIVE SERVICES	PANTONE PMS 534	CMYK 100 71 26 9	RGB 23 74 124	HEX 174A7C
RICH BLACK				WHITE CMYK 0 0 0 0
CMYK 60 60 40 100				

Photography

Events DC has a large library of photography which plays important role in our visual identity.

Through images of past events and venue environments, Events DC is able to visually communicate the energy, excitement and polish of our offerings.

With such a wide range of subject matter, its important to pay close attention to the cohesion of a piece.

Some ways to achieve a unified look with varied photo sources:

- Cut out the focal point of an image and place against branded background, or a desaturated background.
- Use full-bleed photos with an attempt to match the color and tone of photos that are near.

Iconography

The star icon from the core of our logo is a good asset for bringing together items on a page. We can use the star as a connector of text, as seen in the logo, and as an emphasis device, such as the display bullet texts.



Photo & Icon Examples



Bylines & Captions
Gotham Bold All Caps

Headlines
Gotham Medium All Caps

Body Copy Intro
Gotham Book Mixed Case

Second Level Heading
Gotham Bold

Body Copy Emphasis
Gotham Medium
Body Copy Typeface
Gotham Light

Body Copy Typeface
Gotham Book

System Font
Arial
System Font Emphasis
Arial Bold

AUTHOR BYLINE OR CAPTION

HEADLINE STYLE FOR MARKETING MESSAGING

Dus experesequid ut recerum consequenatas mod que cus quoditatur, nonsequias aut eatur apedis qui cum ipicima gnihillit as adi atem endemquamus ut magnat por a nobistem quo eicatum niet mi, ad et.

But what about secondary headers?

And of course styles for body copy — Poluptisti officimpos et unt que quisseque ped es alia debit, vitemolor ab idem. Agnis rem velisciam, secta ditiis eationsecti simpore ntiatur reribus, quam laccum rent dit prorum dit, nihit repe iducien ducipis sam asit evellaborro erehend icitibus, inullabo.

Ebisi dis aut lam cusanti doloreh enistotas quontius de si con nus aut utectetus, aut delectul parupta temporem uta sincium quisqui ratio magni rect

Use Ariel in place of Gotham in situations where the display fonts are unavailable, such as PowerPoint presentations and emails, among others. Emphasize using **Arial Bold**.

Common Formatting Questions

There are many ways to punctuate and abbreviate several of the words and phrases that will be commonly found in Events DC messaging. Here are a few standards to follow, in order to maintain brand consistency.

Web addresses:

eventsdc.com

The Events DC URL should be typed all lowercase. Do not use the WWW and the http:// prefixes.

Locations and addresses:

Washington, DC

The city name should be typed as shown, no periods in the DC.

Phone numbers:

202.333.4444

Phone numbers should be punctuated as shown, with periods. Abbreviations for phone numbers are the first letter of the type of contact it is. P, F and M - for Phone, Fax, and Mobile.

Corporate name:

Events DC

When in lines of copy the corporate name should be typed as shown, in title case.

The corporate name must never be abbreviated. Ampersands are only allowed in the logo. Ampersands should always be spelled out as and.

events DC

★ SOCIAL MEDIA
STRATEGY

- Drive awareness for Events DC events, partnerships and corporate priorities.
- Showcase in real-time Events DC event experiences.
- Celebrate and highlight the uniqueness of Washington, DC.
- Position Events DC as not only a driving force behind the city's event scene but also as an engine that amplifies the city's culture, energy and spirit.
- Build brand affinity and strengthen brand reputation with key local, regional, national and global audiences.

KEY AUDIENCES

Corporate

- Meeting Planners: Professionals responsible for booking and planning events, including conferences, trade shows, conventions and more.
- Corporate Partners: Sponsors, partners and industry professionals that align with Events DC's corporate, entertainment, sports and tourism initiatives.

Consumer

- Out-of-Town Visitors: Tourists attending conventions, concerts, sporting and cultural events and exploring the city's unique offerings.
- Washington, DC Residents + Businesses: Residents that live and/or work in the DC-area. Businesses within the DC-area, especially those within Events DC venue communities.

CHANNELS

Instagram, Twitter/X, Facebook: We utilize these channels to reach consumer audiences, showcase event experiences, support Events DC partners and position Events DC in the local cultural ecosystem.



LinkedIn: We utilize LinkedIn to reach corporate audiences, sharing corporate messaging, company news and executive positioning.



SOCIAL MEDIA STRATEGY

CONTENT PILLARS

Consumer-Facing Channels (Instagram, Facebook, X)

- **Event Promotion + Experiences:** promote events before they happen, as they are happening and after they happen to showcase the experience of attending an Events DC-associated event.
 - Specific pre-event considerations: Highlight the points of interest that will appeal to Events DC audiences (e.g. concert lineups, big-name athletes, sold-out venues - the “WOW” factor).
 - Specific onsite event considerations: Capture real-time event moments that showcase energy and excitement. Highlight what attendees are seeing, doing and feeling onsite. Content should develop a sense of FOMO (fear of missing out) within audiences.
- **City Positioning:** showcase the beauty, people and culture of Washington, DC as a city. Lean into the DC-angle—emphasizing the unique attributes of the city, such as the history, culture and global connections—when sharing other content pillars. Position the city as a top global destination.
- **Partnership Support:** amplify the work of Events DC partners.
 - Sponsorship commitments: Fulfill designated posts highlighting sponsors’ support of Events DC events.
 - Professional sports teams: As the city’s sports authority, Events DC will support season home opener games and playoff appearances through good luck and/or congratulations posts.



SOCIAL MEDIA STRATEGY

CONTENT PILLARS

Corporate-Facing Channels (LinkedIn)

- **Corporate News:** staff spotlights, company events, partnership news, earned media and executive positioning. Position the company as an authority for Conventions & Meetings, Sports & Entertainment & Creative Services.
- **Community Impact:** showcase Events DC's community engagement initiatives in a display of corporate social responsibility.



The Events DC channels publish a weekly average of 4-5x/week across the Events DC portfolio.

- However, in an effort to build a more engaged following, reinforce a strong brand identity and meet algorithmic standards, Events DC will prioritize quality of posts over quantity whenever possible.
- Post frequency may be heavier during priority Events DC events.

Tone of Voice Examples

Energetic: Translate the energy of Washington, DC and live events in the city. Use active language and keep sentences punchy and engaging.

- **Consumer (IG, FB, X)**
 - Engines: ON!
 - The one, the only
 - This was... 100% your look, DC
 - Lions, dragons, dancers OH MY!
 - Just like that, we're back.
- **Corporate (LinkedIn).**
 - Events DC Awards \$750,000 to Community Non-Profits Focused on District's Youth
 - Events DC was proud to once again serve as the host city for the [Association of the United States Army](#) - AUSA Annual Meeting.
 - Congratulations to Events DC President and CEO [Angie M. Gates!](#)
 - Events DC and [Destination DC](#) have won Event Marketing Campaign of the Year from the [Sports Events & Tourism Association!](#)

Emoji Usage

- Lions, dragons, dancers OH MY! 🤯 (emoji emphasizes the tone of surprise)
- The one, the only 🏆 (emoji emphasizes the stature of the talent)
- Events DC and Destination DC have won Event Marketing Campaign of the Year from the Sports Events & Tourism Association! 🏆 (emoji emphasizes an award was won)

Channel-specific adjustment: On LinkedIn, the tone should be more aligned with other digital marketing channels, such as the Events DC newsletters and website. This tone is more professional and polished.

SOCIAL MEDIA STRATEGY

CREATIVE GUIDELINES

A strong visual identity will allow Events DC social content to maintain a cohesive look and feel. This will build brand recognition in the digital space and establish trust with audiences, which ultimately leads to increased post performance.

Energetic Imagery: Use high-energy imagery (photo and video) that captures the essence of events.

- Limited use of busy graphics with text, especially off brand.
- Limited use of off brand graphics provided by clients and/or partners.

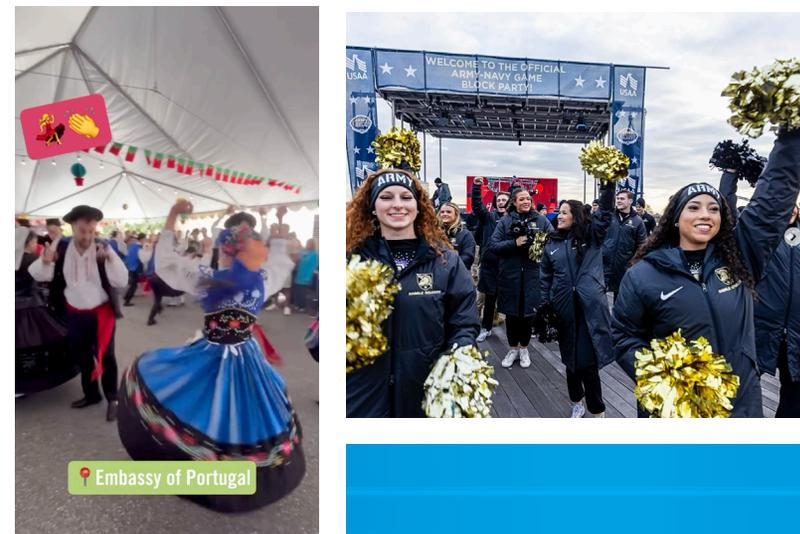
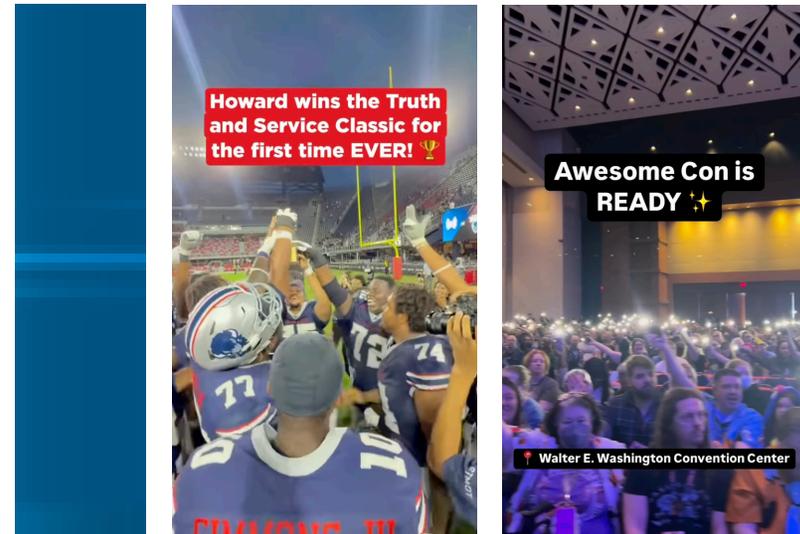
Consistent Branding: Maintain Events DC brand standards as much as possible (fonts, colors, logos).

Video Content: Incorporate video content to more effectively showcase experiences. On Instagram, prioritize the use of Reels.

- Prioritize vertical video cuts.
- In video pieces, prioritize video that fills the entire screen with minimal text and/or graphics.
- Try to keep video content under 90 seconds.

BRANDED HASHTAGS

- #EventsDC
- #SportsCapital
- #WashingtonDC
- #PlayAtRFK (Day of Play at RFK)
- #PassportDC
- #EmbassyChefChallenge



Timeliness: To help keep Events DC at the top of online conversations, social content related to Events DC events or big moments should be posted during the event or within hours after the event has completed.

- NOTE: Some events/moments may require heightened timeliness, whereas others have a longer life expectancy. This determination is up to the discretion of the Events DC marketing team.

Trending Sounds: Utilize trending sounds for Instagram Reels whenever possible. The use of trending sounds increases the reach of the content by boosting it within the algorithm.

Tagging: Events DC should utilize the tagging feature on social media platforms to strengthen brand visibility, build community and expand reach. Please note the following considerations:

- Be intentional: Tag accounts that are directly related to the post content (e.g. event partners, featured talent, venues or sponsors). Verify all handles before publishing.
- Encourage cross-promotion: Encourage partners, clients and sponsors to tag Events DC when sharing related content.
- Engage: Reshare or engage with posts where Events DC is tagged to strengthen partnerships and visibility.

Instagram Collaborations: Events DC can (and should where it makes sense) send and accept collaboration requests from partners, sponsors, clients and influencers on an upon reviewal basis. Events DC will review all collaboration requests for strategic alignment before acceptance. Please note the following specifications for collaboration acceptance:

- The post content should align with Events DC's brand guidelines and strategic objectives on social media.
- Creative should consist of high-energy imagery (photo or video) that showcases the essence of the event or story.
- The Events DC logo is included in the creative or a reference to Events DC is included in the post copy.
- Events DC must have contractual or otherwise designated support with the organization or individual seeking a collaboration.

Thank you for consulting this Style Guide

The Creative Services & Marketing Department can be used to obtain logos in addition to the website. Contact information for logo requests:

marketing_md@eventsdc.com
OR
202.249.3228

To ensure consistency, the Creative Services & Marketing Department should see the finished product after a request for an electronic version of the logo has been made.