



CBA LIVE 2023: NEXT

IDENTITY STYLE GUIDE

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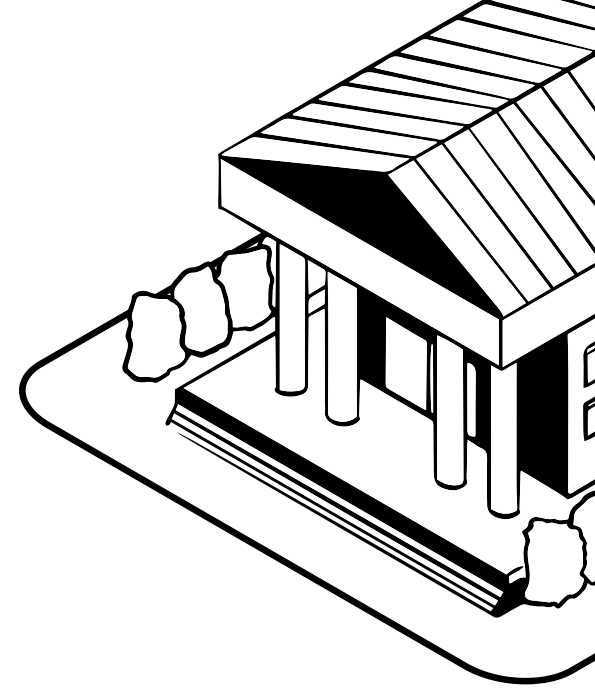


CBA LIVE 2023 **NEXT**

Are you ready for what's next?

Over the last three years, we've been reminded of just how unpredictable the world can be. But, in a world filled with uncertainty, banks aim to be a trusted and reliable resource for consumers. No matter the twists and turns, no matter where life takes us, banks will continue to be an ever-present support for consumers in the pursuit of their dreams.

At CBA LIVE 2023, we will discuss and prepare for the future of banking. What are the newest ideas and innovations, what are the threats and risks, and what can we do to be ready for what comes next?



Lockup Structure

CBA LIVE 2023:

NEXT

March 27-29 | Bellagio | Las Vegas, NV

Event Name

Theme Name

Event Details

The logo lockup for CBA LIVE 2023 can consist of up to three elements—the event name, the theme name, and the event details. This lockup provides all the fundamental information about the event. The following pages will demonstrate the different iterations of the event lockup.

NEXT Lockup Variants

NEXT

**CBA LIVE 2023:
NEXT**

**CBA LIVE 2023:
NEXT**

March 27-29 | Bellagio | Las Vegas, NV

**CBA
LIVE
2023 NEXT**

**CBA
LIVE
2023 NEXT**

March 27-29 | Bellagio | Las Vegas, NV

There are three structural iterations of the NEXT lockup. The theme name can stand on its own, be combined with the event name, or with the event name and event details. Any of these lockup variants can also be inverted to white for use on a dark background. NEXT should always have the greatest hierarchical emphasis in the lockup.

The slight imperfections in the NEXT mark are intended to give the lockup a more hand-drawn appearance to match the other theme visuals.

Open the lockup file in Adobe Illustrator to see the clear space for each logo. Because the lockup is a wordmark consisting almost exclusively of text, give the lockup ample breathing room so as to avoid confusion.

CBA LIVE Logo Variants

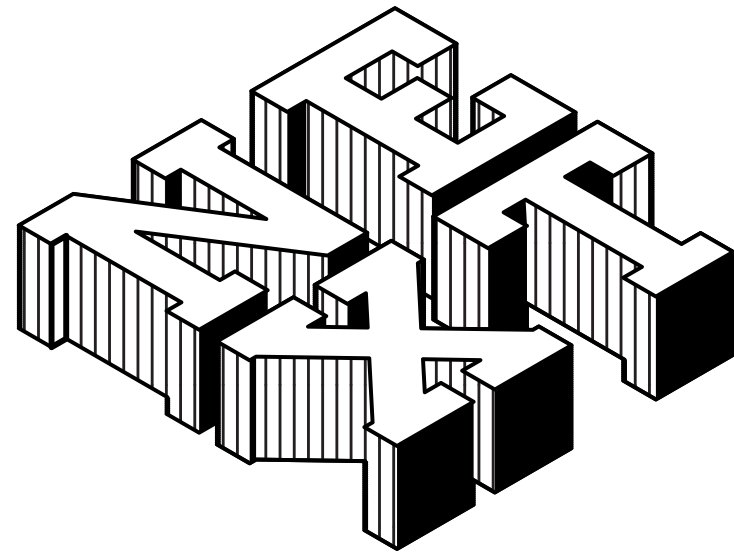
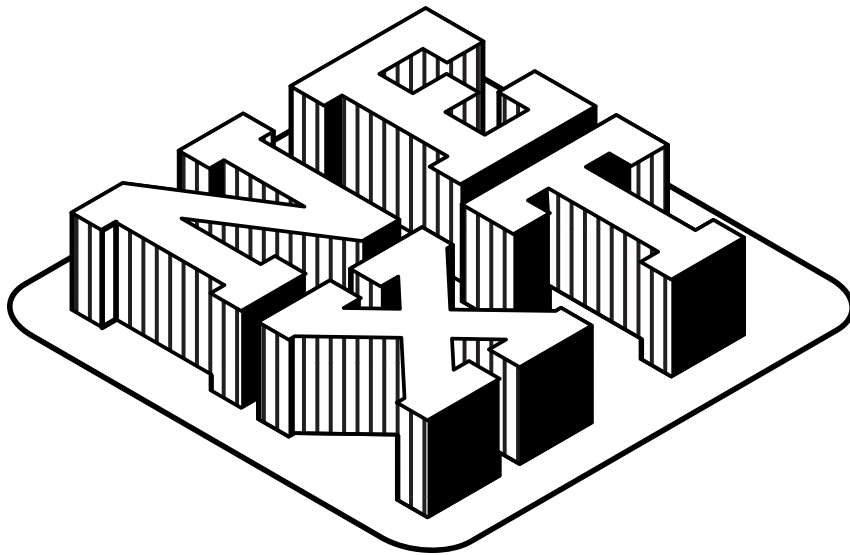


CBA LIVE 2023

Sometimes it will be more important to emphasize the event name. In these occasions, use the CBA LIVE logo variants without the theme name. It is within the theme standards to use the event logo and the theme name separately within a single execution.

Open the lockup file in Adobe Illustrator to see the clear space for each logo. Because the lockup is a wordmark consisting almost exclusively of text, give the lockup ample breathing room so as to avoid confusion.

Alt Theme Block



The 3D NEXT graphic serves as an alternative theme mark. While it should be used sparingly, it functions as a more playful logo for casual use (see the Hoodie execution on page 22).

Typography

Primary Typeface:

Headlines

Bree

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

Body Copy

Real Text Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Universal Typeface

Microsoft Word, PPT

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The primary typeface for CBA LIVE 2023: NEXT is Bree. This font can be downloaded from the Adobe font library and should be used for headlines on all executions created in the Adobe Suite. Real Text Pro is the theme's secondary typeface. Also available with an Adobe subscription, this typeface should be used for body copy. For PowerPoints and templates, use the universal typeface Verdana.

Colors



Light Blue
RGB 8/178/217
CMYK 72/8/8/0
HEX 08B2D9



Dark Blue
RGB 0/102/204
CMYK 86/61/0/0
HEX 0066CC



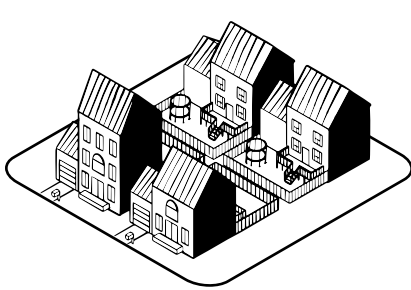
Pantone 116 CP
RGB 242/206/27
CMYK 0/10/98/0
HEX F2CE1B



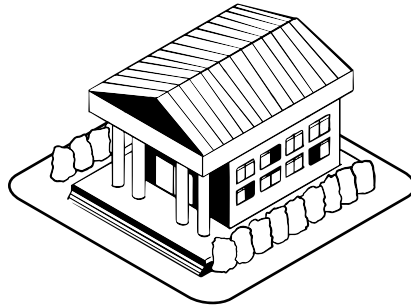
Pantone 171 CP
RGB 224/99/68
CMYK 0/74/85/0
HEX E06344

The color palette for NEXT is blue with yellow and orange accents. Use the yellow accent for the arrow/line graphic or for important text. Use the orange accent for captions, minor details, and calls-to-action.

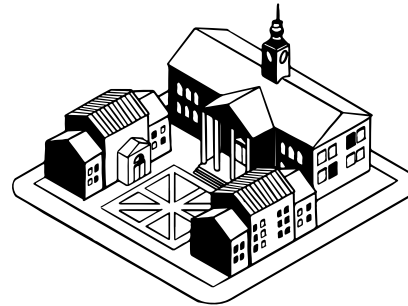
City Block Illustrations



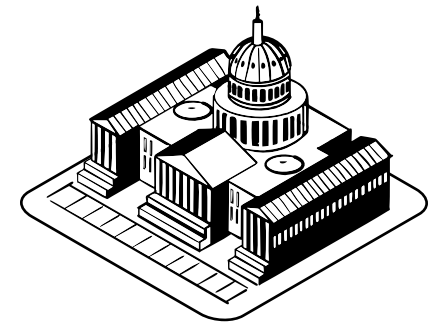
Home Equity



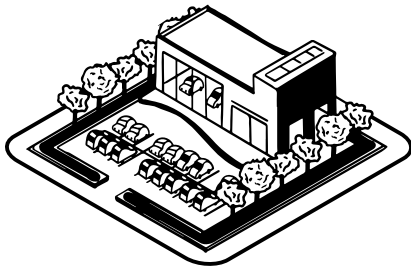
Community Banking



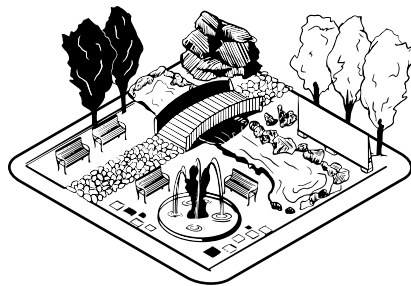
Education



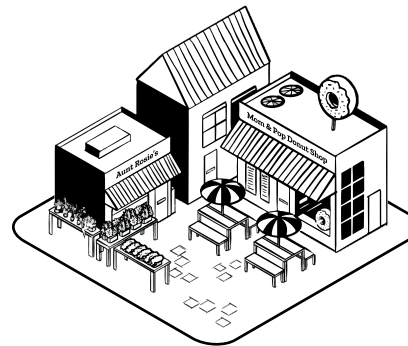
Policy



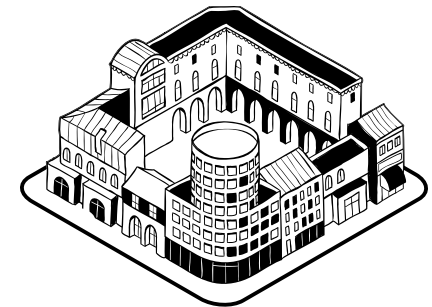
Automotive



Community Reinvestment



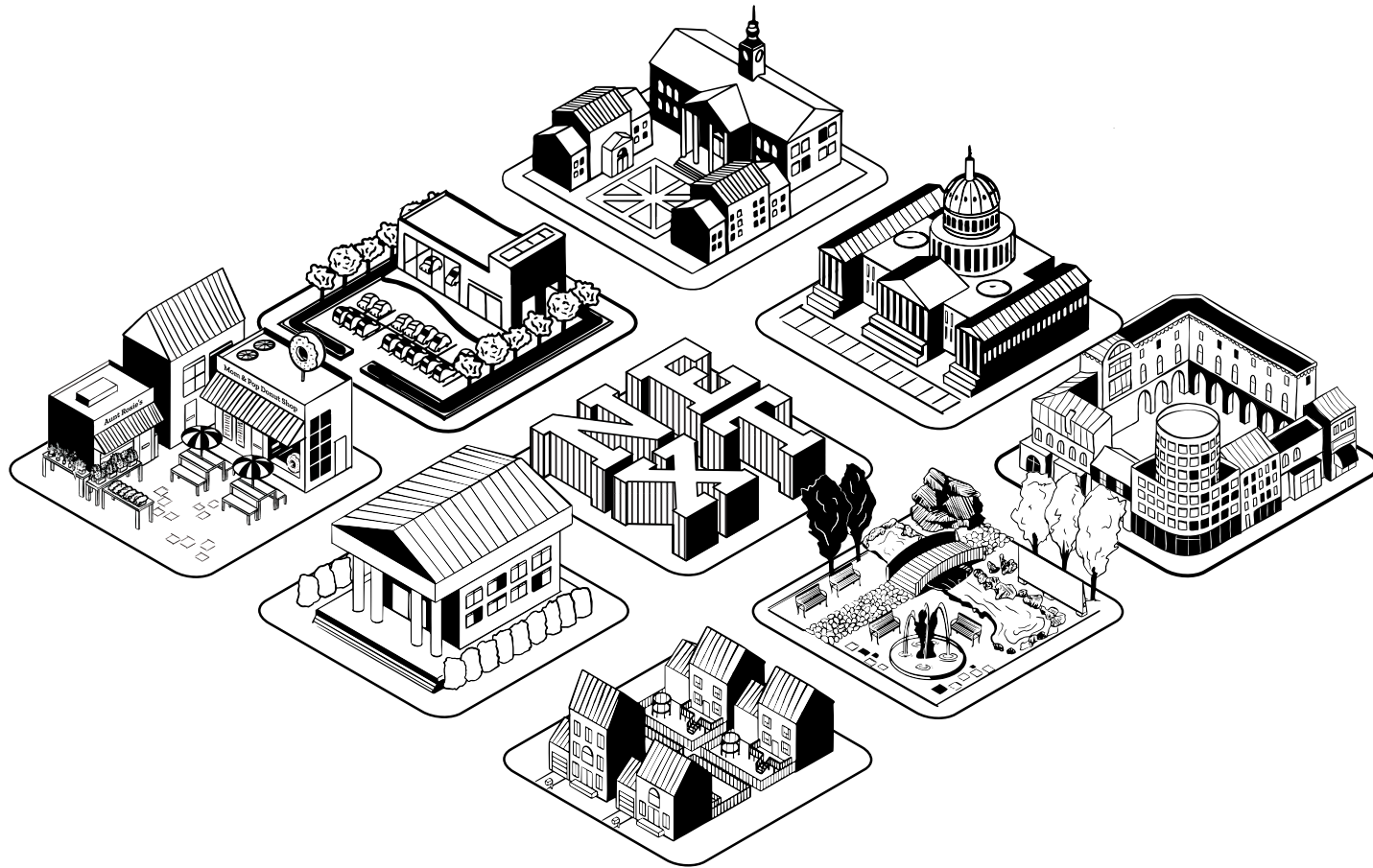
Consumer Demand



General

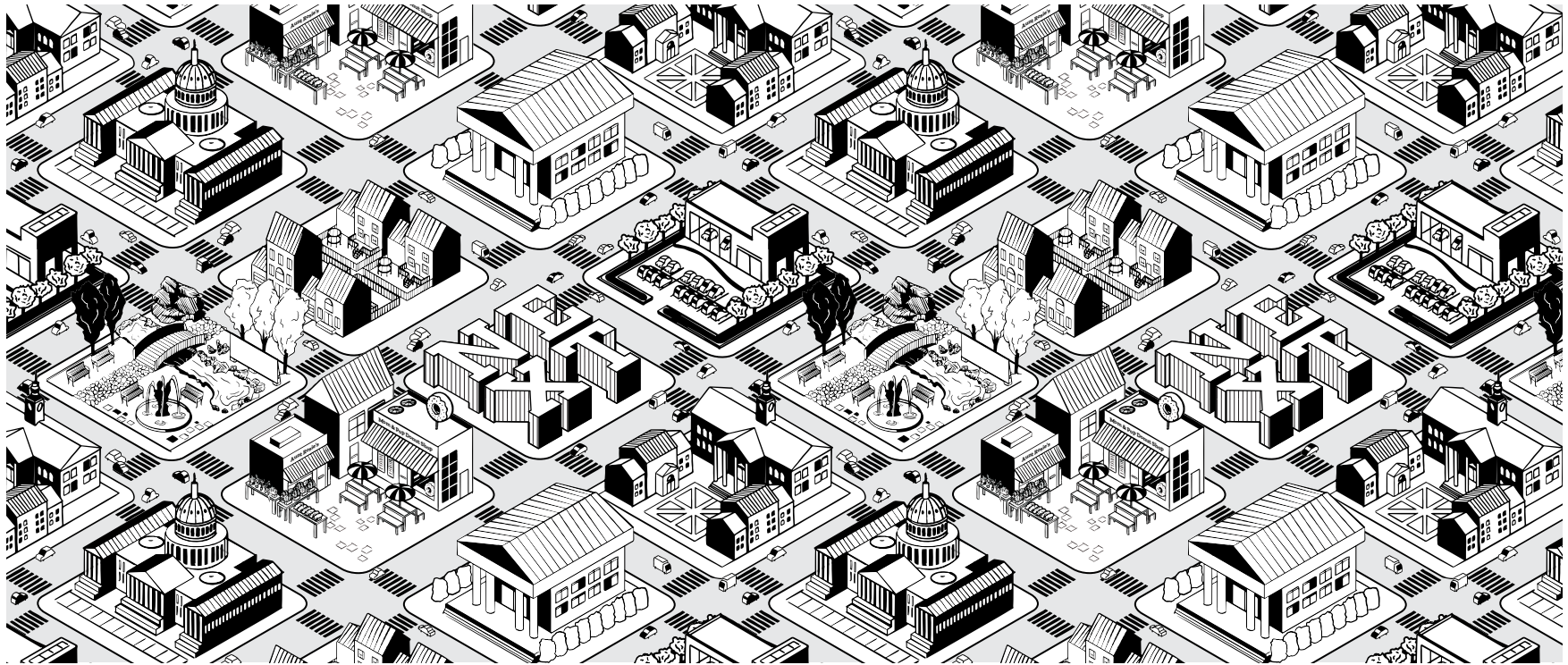
The visual building blocks of the NEXT theme are city blocks that represent the different topics addressed at CBA LIVE. These blocks can be used as representative illustrations to symbolize the topic being discussed or generically to add visual interest.

City Grid



The city blocks can be combined to create a city grid. More complex than an individual city block but less complex than a pattern, the city grid graphic is useful when talking about CBA LIVE or banking as a whole.

City Pattern



The city pattern is the main visual element in the 2023 theme. Built from the 9 city block illustrations (1 theme block, 7 topic-specific blocks, and 1 general block), this pattern is used as a background graphic across the theme. Because the pattern is built on an isometric grid, it can be repeated endlessly without scaling or perspective issues. The city pattern will typically be used with a blue duo-tone overlay.

Arrow & Line Elements



Geometric Arrow

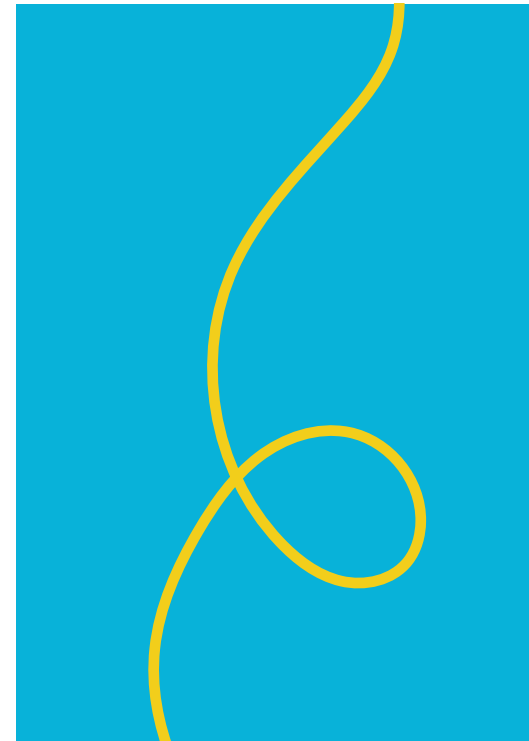
Use this arrow on top of the city grid



Organic Line

Use this arrow with individual city blocks

(see page 20)



Thin Organic Line

This line can be used on its own as a decorative element

(see Table of Contents)

While the arrow element doesn't have to be in every execution, it is an important element to include. It depicts movement, navigation, path finding, and ties in with the NEXT theme.

Isometric Transformation



1. Create
Create your object



2. Scale
Vertically scale your object by 86.602%
(Make sure vertical and horizontal scale are unlinked)



3. Shear
Shear your object by -30 degrees
(Depending on which way you want your object facing, you may need to Shear by +30 degrees)



4. Rotate
Rotate your object by 30 degrees
(Depending on which way you want your object facing, you may need to rotate by -30 degrees)

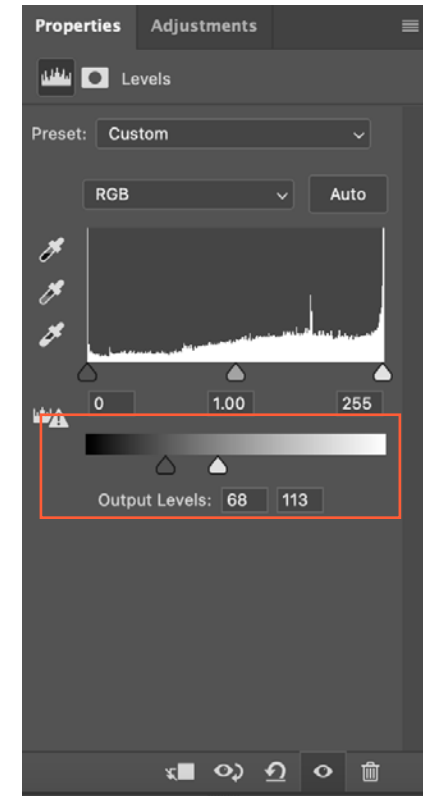
In order to place text or another visual element inside of the city pattern, it will need to be transformed to fit the isometric grid. An isometric transformation always consists of the four steps outlined above.

Theme Image



Most executions will involve the above brand elements—theme lockup, city grid, and the arrow or line element. Gradients can be placed under the duo-tone adjustment layer to locally reduce background contrast as seen here in the lower left corner.

Contrast Levels



When placing small text on the pattern, decrease the contrast in the background to improve legibility. Using a low-contrast background will reduce the visual busyness.

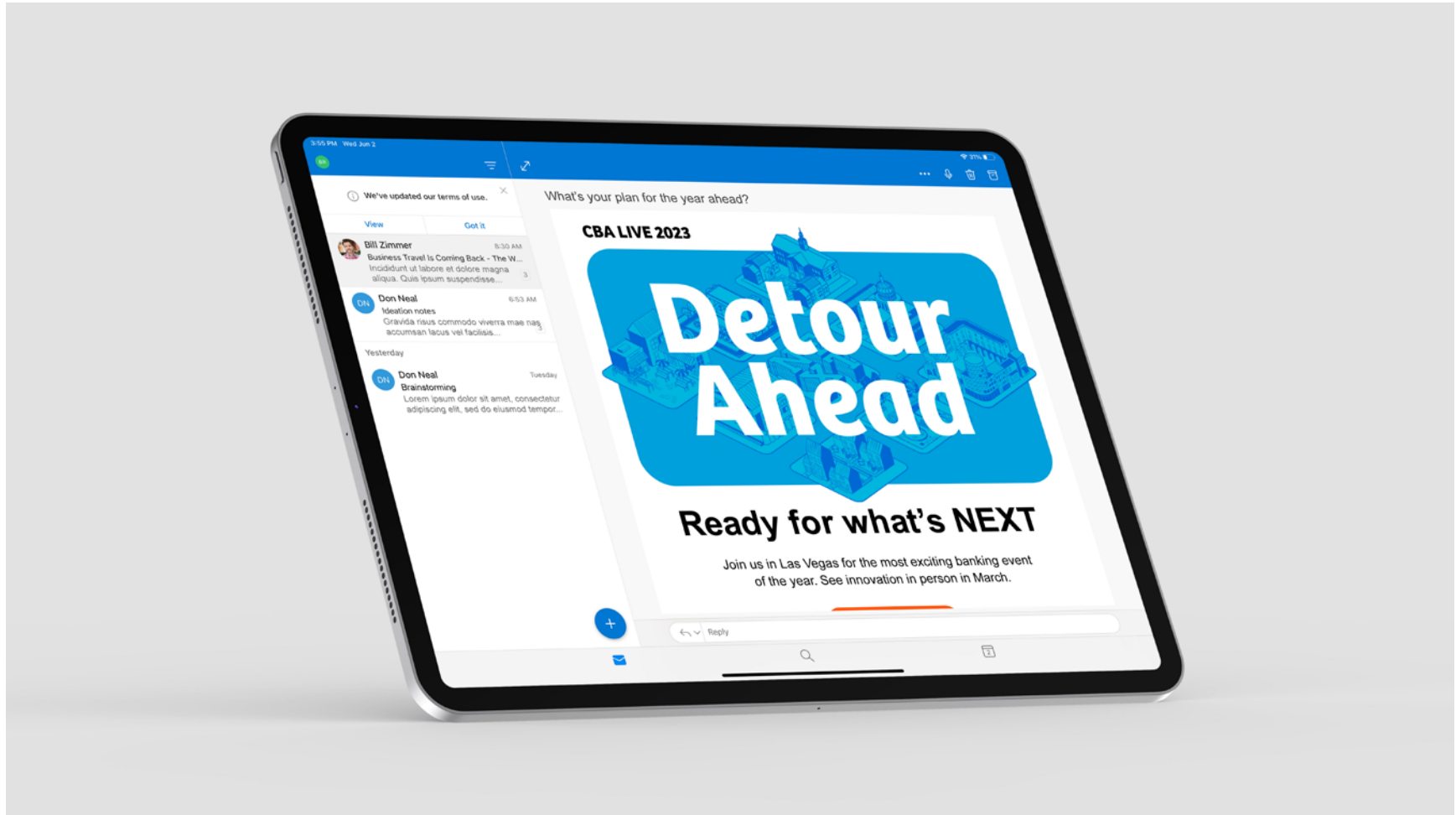
Event Program



Name Badge



Promo Email

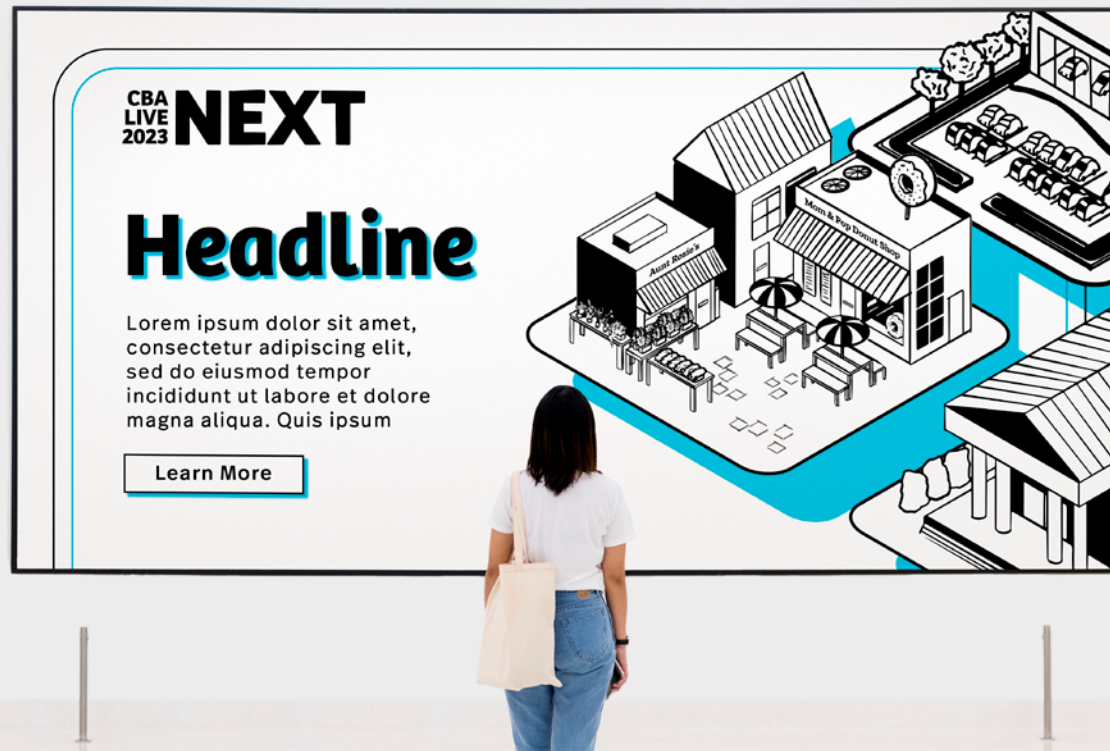


Directional Signage



If the city blocks are used in black and white, consider applying an opaque blue drop shadow in order to incorporate some color into the execution.

Signage



Hoodie





**CBA
LIVE
2023**