



# BRAND GUIDELINES

FOR ONLINE OR PRINT COMMUNICATIONS

# GUIDELINES

## EVENT DESIGN COLLECTIVE

This guide is intended for anyone producing online or print communications regarding the EVENT DESIGN *collective*. It outlines the rules with which we manage our corporate identity.

The purpose is to ensure that all our communications embody the EVENT DESIGN *collective* brand and help to position it appropriately. We will all be responsible to protect and promote the strength and clearness of the identity.

Although some rules are fixed, these guidelines are not intended to be limiting, and there is scope for creative expression within the context of the guidelines.



# TERMINOLOGY

## TERMS AND HOW WE DO USE THEM

### WHY USE THE EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY?

Event owners are faced with the need of change and can get frustrated by understanding how to implement that with their events. We use the 3 stage Event Design using the Event Canvas Methodology that we teach Event teams or work with them directly on applying it in their organisation.

It allows them to get grip on how their own events create value and how to measure success through behavior change. Ultimately through applying the methodology their teams become change makers and confident leaders of event design in their own organisation.

**Event Design:** The process of articulating change, setting boundaries and prototyping

**Event Canvas™:** *A stepped approach to the event narrative*

A visual-thinking tool on a single piece of paper that allows people to articulate how an event creates value. The Event Canvas was developed by Roel Frissen and Ruud Janssen and can be studied further at [www.edco.global](http://www.edco.global)



**Empathy Map:** *Identifying stakeholder behaviour*

A visual thinking tool on a single piece of paper that allows a team to analyse and articulate the sensory perceptions, feelings, behaviours and pains and gains of a specific stakeholders, adapted with permission from and originally developed by Dave Gray at [www.XPLANE.com](http://www.XPLANE.com)



**Event Delta:** *What to design for per stakeholder*

In order to articulate the intended change in behaviour of the key stakeholders as a result of attending an event, the Event Delta helps a team to understand and gain clarity about what to design for per stakeholder. From Entering Behaviour and Exiting Behaviour to the difference in behaviour that your design needs to change.

**Stakeholder Alignment Canvas:** *Choosing who to design for*

A visual-thinking tool on a single piece of paper that allows users to long-list Stakeholders, rank them, and arrange them in a matrix with 2 axes: one for power and the other for level

of interest. Ultimately, the Stakeholder Alignment Canvas allows users to align a team to the appropriate Stakeholders to design for, and to identify the Overarching Aim.

The Stakeholder Alignment Canvas was developed by David Bancroft Turner, Roel Frissen, Ruud Janssen, and Dennis Luijer.

**Prototyping Canvas:** *Facilitating the intended change (realize your design goal)*

The Prototyping Canvas is a tool that helps teams create prototypes, potential designs consisting of an Experience Journey and an Instructional Design. The Prototyping Canvas points out that prototyping needs to start with the Event Delta, the intended change in behaviour, and ends up in thinking how this prototype delivers and can ultimately be measured.

**Event Design Collective:** Event Design Collective GmbH (EDCo) is an organisation operating as a training and consulting company around the globe based in Switzerland with representations in multiple countries in Europe, Americas & Asia. Launched by entrepreneurs Ruud Janssen and Roel Frissen in 2014, the #EventCanvas™ is a methodology and visual prototyping tool that can be used by planning professionals and event owners to improve their current and future events. Industry adoption of the methodology has grown

exponentially becoming the gold standard Event Design Methodology. This has sparked an expanding network of licensees, with a global community of practitioners with training & resources available in multiple languages.

**#EventCanvas:** The hashtag #EventCanvas is used in social media to refer to the community of Event Canvas users to be able to find relevant posts on the subject of Event Design using the Event Canvas.

**Event Design Certificate Program:** Certificate program around Event Design using the using the #EventCanvas™ Methodology with different levels of Mastery. These programs starting from interactive introductions to Event Design as a basic skill set, including Stakeholder Analysis, Empathy Mapping, and using the Event Canvas for basic prototyping, to an immersive 24 hour program and 6 month coaching, which results in obtaining the CED designation (Certified Event Designer). More info on the Training Levels: <https://edco.global/training-levels/>

**CED- Certified Event Designer:** A candidate that has successfully completed the Event Design Certificate Program level 3 by the Event Design Collective. See full details at <https://edco.global/ced/> The CED Badge is used when someone becomes a Certified Event Designer by completing

Level 3 of the Event Design Certificate Program.

For an overview of current CED see:

<https://edco.global/trained-professionals/> 

**Event Design Facilitation Kit:** A practical kit that enables you to simulate events. The Event Design Facilitation Kit will enable you, as a team to go through the event design process using the #EventCanvas. Design events consciously and systematically in this easy to follow process as a team.

With the Event Design Facilitation kit you have all the tools necessary to start designing. More info:

<https://shop.edco.global/product-category/facilitation-kit/>

#### **Event Design using the Event Canvas™ Methodology:**

The #EventCanvas is a strategic management template for developing new or documenting existing events and conference models. Building a thorough #EventCanvas can be achieved through a 3 stage Event Design using the Event Canvas Methodology where the team involved in the event systematically analyses, designs and outlines the inputs for the components of a successful event. The methodology is intended to stimulate the creation of a common visual language that results in the ability for event owners to tell their event story in 60 seconds or less.

**EDC Accredited Trainers:** Official #EventCanvas trainings are delivered by Event Design Collective and their officially licensed trainers and licensees. The ability to apply and teach others about level 1, 2 and train others on the use of the #EventCanvas. Level 4 can be attained by successfully completing Level 3 with the CED designation and submitting 3 additional Event Design Projects to demonstrate proficiency in the Event Design using the #EventCanvas Methodology and taking the full day “Train the Trainer” session with one of the creators. Level 4 Master #EventCanvas users, upon successful completion of the requirements, can train Level 1& 2 to others as an Event Design Collective Licensee.

**Event Design LAB<sup>SM</sup> :** A branded dedicated space for design where the Event Design using the #EventCanvas Methodology is pre-installed for your team and your stakeholders to make conscious design choices.  
For details see: <https://edco.global/event-design-lab<sup>SM</sup>/>

#### **Terms we DO NOT use include:**

- Event Design Canvas
- Event Model Canvas
- Event Model Generation
- Event Collective
- Meeting Design
- Brainstorming

# LOGO

## DO'S & DON'T'S

The Event Design Collective logo can be used with or without the yellow circle.

If the logo is used without the yellow circle, the background must be white or yellow.

The white version of the logo can only be used on a solid black background.

When we use a circle with the logo, we can only use the yellow version.

The circle must be displayed as a whole and can't be cut off.

The horizontal version of the logo can be applied on publications where the original logo doesn't fit.

### — THE LOGO



### — ALTERNATIVE LOGO

**EVENT DESIGN** *collective*

**EVENT  
DESIGN**  
*collective*

**EVENT  
DESIGN**  
*collective*

### — DON'T'S



# LOGO

## DO'S & DON'T'S

The Event Design LAB logo should preferably be used in the black and green version (full color).

The background must always be white.

A white version of the logo can only be used on a solid black background.

The Logo must displayed as a whole and can't be cut off.

The logo must maintain at least an X height space around it and when used against a background, preferably in a white square box.

The horizontal version of the logo can be applied on publications where the original logo doesn't fit.

### — THE LOGO



**EVENT  
DESIGN LAB**<sup>SM</sup>

### — ALTERNATIVE LOGO

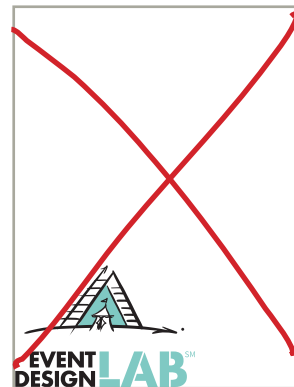


**EVENT  
DESIGN LAB**<sup>SM</sup>

**EVENT  
DESIGN LAB**<sup>SM</sup>

**EVENT  
DESIGN LAB**<sup>SM</sup>

### — DON'T'S





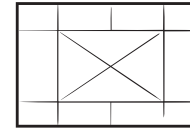
# LOGO EVENT DESIGN CERTIFICATE PROGRAM (ECD)

For the Event Design Certificate Program we have developed an overall logo, and a set of logo's. Every logo / program has it's own corresponding color.

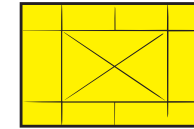
See the chapter **EDC COLORS & HOW WE USE THEM.**

Whenever we promote the Event Design Certificate Program we refrain from using the Event Design Collective logo in colour and prefer to use the black and white logo (see factsheet examples).

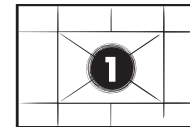
## — THE EDC LOGO'S



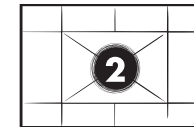
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CERTIFICATE PROGRAM



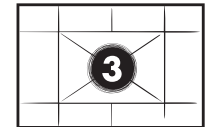
**EVENT DESIGN**  
CERTIFICATE PROGRAM



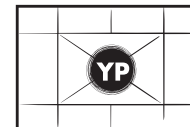
**EVENT DESIGN**  
CERTIFICATE PROGRAM



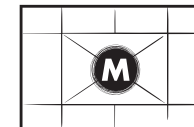
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CERTIFICATE PROGRAM



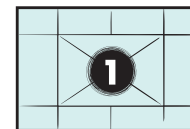
**EVENT DESIGN**  
CERTIFICATE PROGRAM



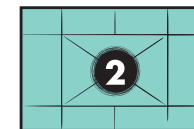
**EVENT DESIGN**  
YOUNG PROFESSIONALS



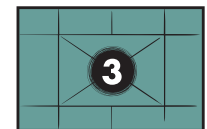
**EVENT DESIGN**  
MASTERMIND



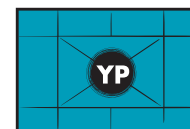
**EVENT DESIGN**  
CERTIFICATE PROGRAM



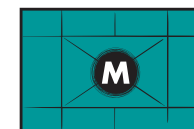
**EVENT DESIGN**  
CERTIFICATE PROGRAM



**EVENT DESIGN**  
CERTIFICATE PROGRAM



**EVENT DESIGN**  
YOUNG PROFESSIONALS



**EVENT DESIGN**  
MASTERMIND



# LOGO

# CED BADGE

The CED Badge is used when someone becomes a Certified Event Designer by completing Level 3 of the Event Design Certificate Program.

— THE CED BADGE



**FACILITATE & LEAD**  
**EDC LEVEL 3**

**3**  
EVENT DESIGN  
CERTIFICATE PROGRAM

**THE PROGRAM**  
Learn how to lead a team in applying the Event Design using the Event Canvas™ Methodology to your Event Design. Use the Stakeholder Alignment Map. Explore the pre- and post event Empathy Map for multiple stakeholders. Identify the CHANGE of behavior per stakeholder. Then FRAME the event design challenge by locking in all the design constraints. Define the design goal using the Event Delta. Articulate the change required and then prototype various event designs. Come full circle as a team having applied the Event Design using the Event Canvas methodology with 6 roles and the Facilitation Kit.

**YOU WILL LEARN TO**

- Identify and overcome obstacles to obtain next level Event Design success and accelerated growth
- Lead a team through the Stakeholder Alignment Canvas, Empathy Map, Event Canvas and Event Delta and Prototyping Canvas as a facilitator
- Prototype Event Designs to articulate the narrative of the event design
- Ability to facilitate a team through the Event Design using the Event Canvas™ Methodology to demonstrate the value of an event

**PRACTICAL INFORMATION**

<b>Duration</b>	3 days (24 hours) in-person + 6 months online project work	<b>Designation</b>	CED - Certified Event Designer
<b>Language</b>	English	<b>CEU</b>	24 Continuing Education Units (CEU)
<b>Certificate</b>	EDC Level 3 of Mastery Certificate of Attendance / Achievement (upon completion of the Event Design Project)	<b>Registration</b>	<a href="http://www.edc.events">www.edc.events</a>
		<b>Questions?</b>	Contact us at <a href="mailto:marketing@edc.global">marketing@edc.global</a>

The EDC program is facilitated by Ruud Janssen and Roel Frissen, creators of the #EventCanvas

**EVENT DESIGN**

# COLORS

## & HOW WE USE THEM

The primary colors, used for corporate information, are black, white and yellow.

The 1<sup>st</sup> supporting colors can be used when communicating to (potential) customers and when the primary colors are not sufficient.

The 2<sup>nd</sup> supporting colors are an extra extension of the identity and can be used to support the corporate identity.

For online publications we use RGB or Hexadecimal colours.

### CORPORATE COLORS

0 0 0 100 0 0 0 000000	0 0 0 0 255 255 255 FFFFFF	0 0 100 0 255 242 0 FFF100
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### INDEX

C M Y K
R G B
HEX

### 1<sup>ST</sup> SUPPORTING COLORS

23 18 24 0 197 195 187 C5C3BA	70%	50%	30%
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### 2<sup>ND</sup> SUPPORTING COLORS

30 0 13 0 175 123 123 AFDEDF	45 0 24 0 137 209 202 88D0CA	45 0 24 30 102 158 154 659D99
78 0 12 19 0 157 185 009DB9	100 0 41 13 0 152 153 009798	55 0 55 0 117 197 148 74C594

# EDC COLORS

## & HOW WE USE THEM

Each level has a corresponding color, to be used in the communication.

Colors can be used in the logo itself or in a colored background as a footer.

When we place the logo on a colored background, we use the black and white version.

When the EDC logo is used to speak about all programs, we use the logo with the yellow background. We can also use the 1<sup>st</sup> supporting colour on the rest of the design.

For online publications we use RGB or Hexadecimal colours.

### LEVEL 01 / LEVEL 02 / LEVEL 03

30 0 13 0	45 0 24 0	45 0 24 30
175 123 123	137 209 202	102 158 154
AFDEDF	88D0CA	659D99

### INDEX

C M Y K
R G B
HEX

### YOUNG PROFESSIONAL

78 0 12 19
0 157 185
009DB9

### MASTERMIND

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0 152 153
009798

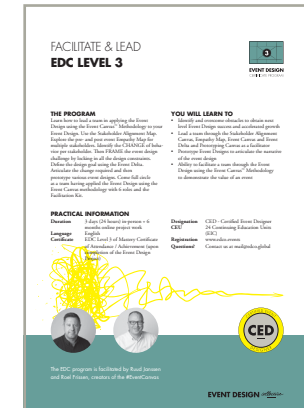
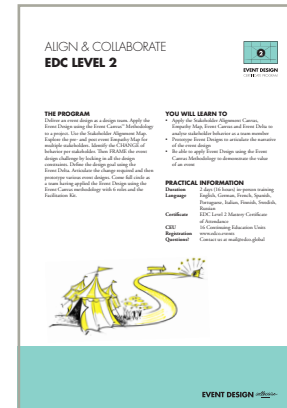
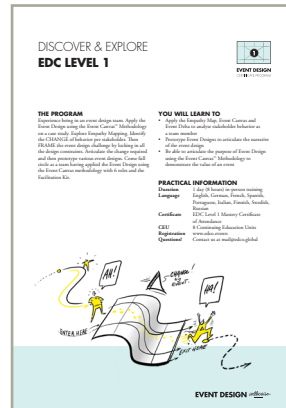
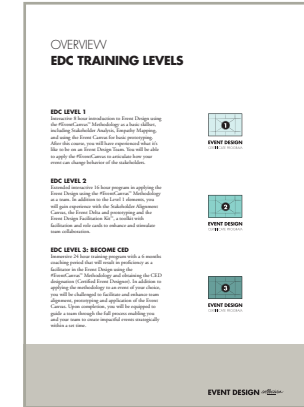
# EDC COLORS

## EXAMPLES

When referring to the Event Design Certificate Program (EDC) at large as in the “Training Factsheet” and Accredited Trainers factsheet we use the Event Design Certificate Program logo with a Yellow color.

The supporting color is grey and the Event Design Collective logo is used in black on the right bottom hand corner.

## FACTSHEETS



# TYPEFACES

## & HOW WE USE THEM

Fonts used in the EVENT DESIGN *collective* identity are Adobe Garamond (Pro) and the Futura (bold, light & book).

Adobe Garamond (Pro) is used for body text, quotes and sub-headings.

Futura bold is used for headings. Futura light is used for sub-headings.

Futura regular is used for all sort of side information.

Headings and sub-headings are always displayed in capitals.

— ADOBE GARAMOND PRO - REGULAR

‘If you want to change behaviours,  
you need to be ready to change  
yours.’

Many, many sources cite events as the go to tool for marketing, motivation and changing behaviours. When you look at your marketing mix for instance, events are constantly the most effective channel for brands. Yet the investment does not match the hype. The money put behind events is not as significant as the budget dedicated to other tools. Why is that?

If you work in events, like we do, I am sure you recognize the feeling that you are doing something amazing for the people around you, but you cannot quantify the impact or carefully measure the results. This is because the way we create events is broken. This is how important this book is.

— FUTURA - BOLD & BOOK

02.

FUTURA STD BOLD, ALL CAPS, SIZE 59 PT, SPACING -20, LEADING 75 PT >

IS THIS BOOK  
FOR ME?

CHANGE

FUTURA STD BOLD, ALL CAPS, SIZE 198 PT, SPACING -30, LEADING 185 PT >

FUTURA STD BOLD, ALL CAPS, 12 PT , LEADING 25 PT > **SHARE**

FUTURA STD BOOK, 9 PT , LEADING 13 PT >

Share your questions, pictures and user generated content by using the hashtag #EventCanvas, which is used by your fellow readers and Event Canvas practitioners across the world.

# TYPEFACES

## FOR ONLINE USE

Fonts used in the EVENT DESIGN *collective* identity online and in self produced print documents are Galaxie Copernicus and the Futura (bold, light & book).

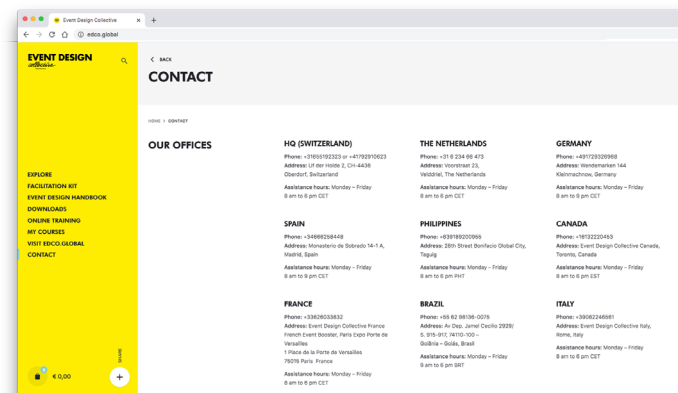
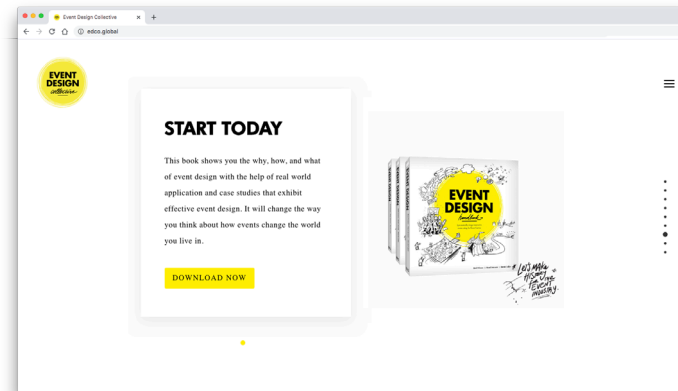
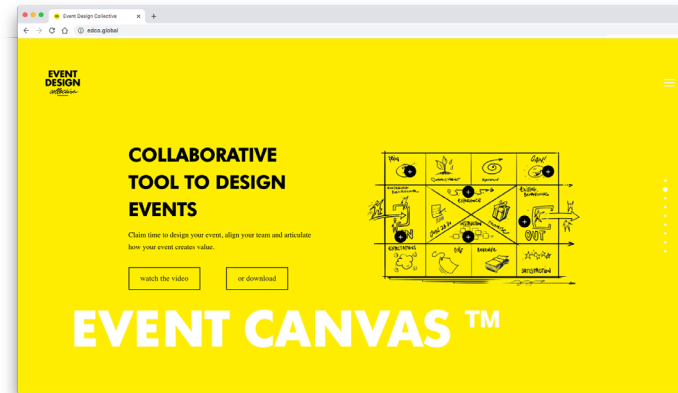
Futura bold is used for headings. Futura light is used for sub-headings.

Futura regular is used for all sort of side information.

Headings and sub-headings are always displayed in capitals.

Galaxie Copernicus is used on the website for body text, quotes and sub-headings.

Blink Mac System Font is used in the shop for body text.

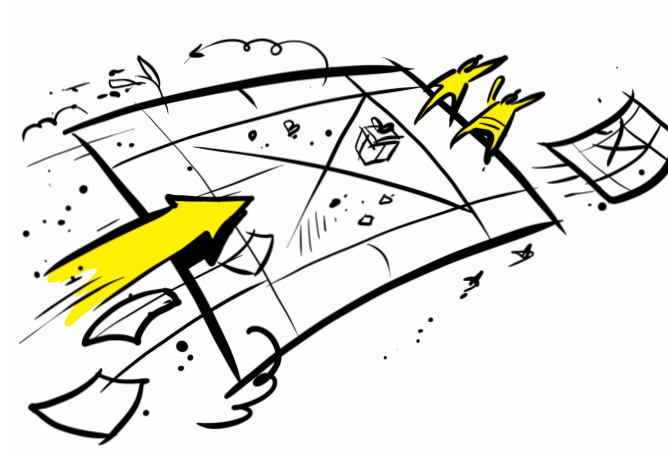
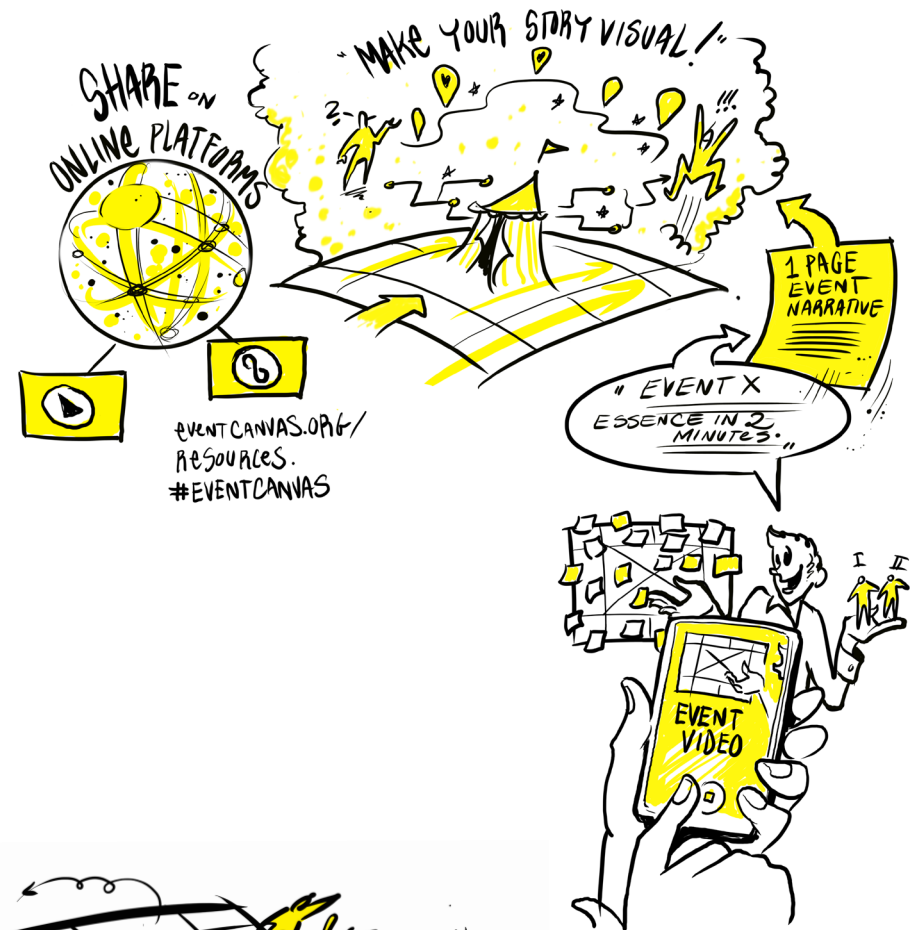




# ILLUSTRATIONS & HOW WE USE THEM

The design principles for the use of space is 1/3 white space, 1/3 text and 1/3 drawn images. The Event Design handbook shows this in practice.

When images are used, proper attribution must be made to the Event Design Handbook and/or [www.eventdesigncollective.com](http://www.eventdesigncollective.com) 



# REGISTERED TRADEMARK™

The Event Canvas™, is a registered trademark of Event Design Collective GmbH and is released under the creative commons Attribution – Non Commercial – No Derivatives 4.0 license. Please note that the use of the free Event Canvas is limited to personal, non-commercial use.

## For the Event Canvas™, you are free to:

**Share** — copy and redistribute the material in any medium or format.

The licensor cannot revoke these freedoms as long as you follow the license terms.

## Under the following terms:

**BY** = Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made.

You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

**NC** = NonCommercial — You may not use the material for commercial purposes.

**ND** = NoDerivatives — If you remix, transform, or build upon the material, you may not distribute the modified material.

Link to the full Creative Commons:

<https://creativecommons.org/licenses/by-nc-nd/4.0/>



The text and link [www.eventcanvas.org](http://www.eventcanvas.org) should be clearly visible and legible under every canvas.



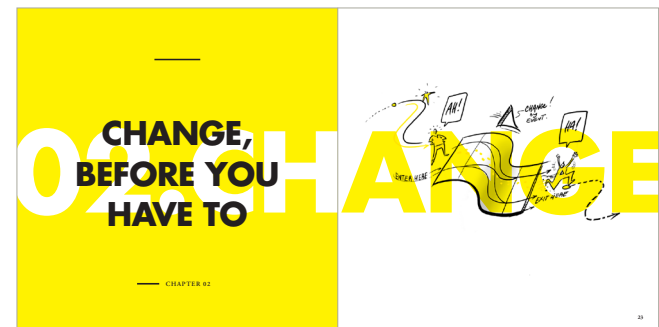
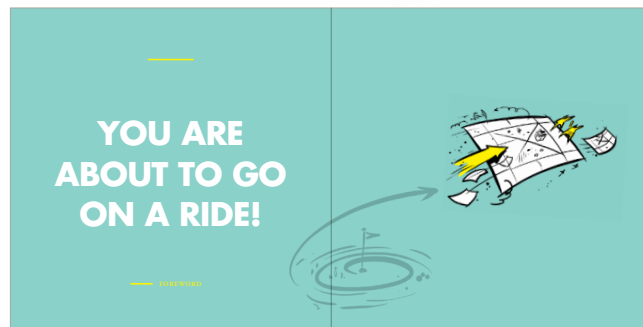
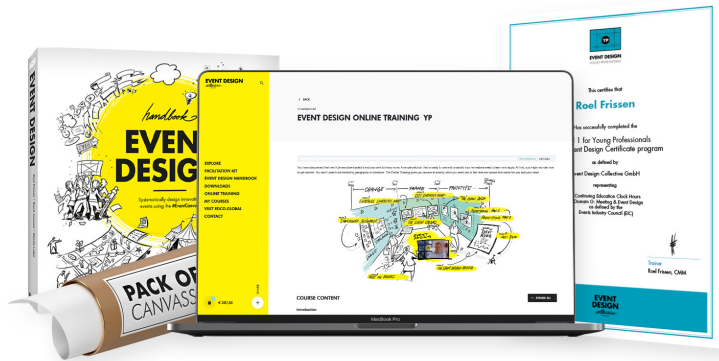
The Event Delta, Stakeholder Alignment Canvas, Prototyping Canvas have been released with a slightly more restricted use guideline of Copyright, under which Event Design Collective GmbH has reserved the intellectual property for adaptations and for the inclusion of the canvas in software applications or sold as a tool for others to use (e.g. use in publications, selling copies of the poster, use in training materials online or offline). This can only be done under the express permission and agreement of the Event Design Collective GmbH.

See for the full overview:

<https://edco.global/creativecommonslicense/>



# PUBLICATIONS & EXAMPLES



# QUESTIONS & COLOFON

**For more information** regarding the EVENT DESIGN *collective* corporate identity and the online or print communication, please contact:

Roel Frissen or Ruud Jansen at  
[www.eventdesigncollective.com](http://www.eventdesigncollective.com) 

## **Publication:**

March 2020

## **EVENT DESIGN *collective***

Event Design Collective GmbH

Uf der Holde 2

CH-4436, Oberdorf, BL, Switzerland

Tel +41792910623

[connect@edco.global](mailto:connect@edco.global)

## **Design and composition:**

LOTS OF / concept & design

[www.lots-of.nl](http://www.lots-of.nl)