



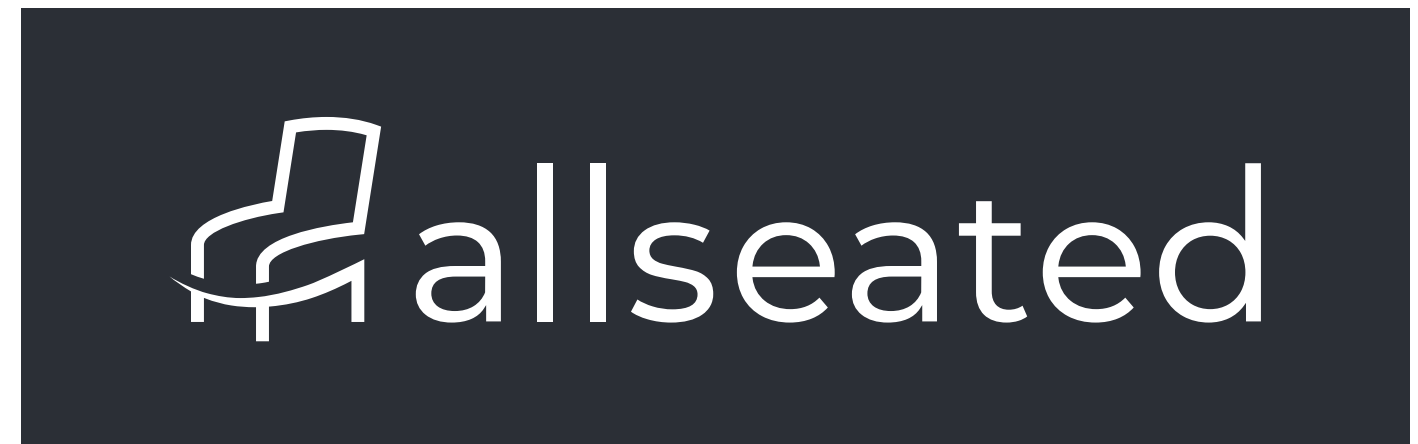
Brand Book 2019

# Logo

The allseated logo has only 2 color variations:



1. Positive



2. Negative

# Logo

Incorrect use of the logo:



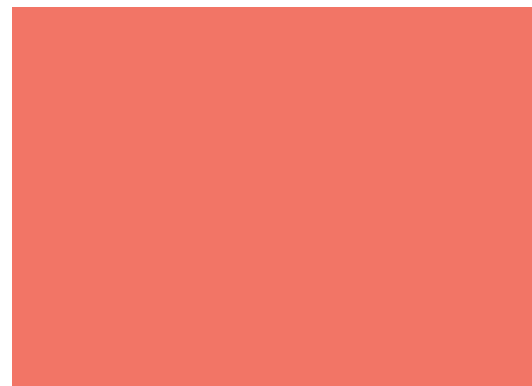
# Colors

## Main colors



Dark Gray

#313237  
R=49 G=50 B=55



Orange

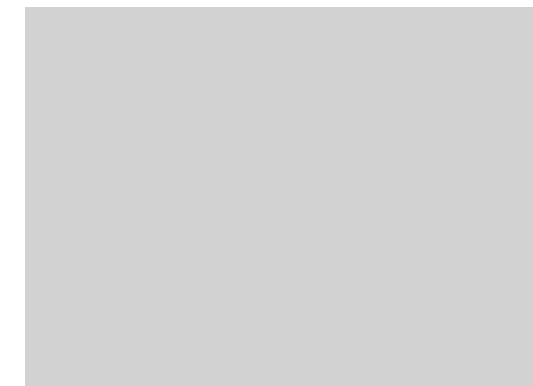
#f26e5e  
R=242 G=110 B=94

## Secondary colors



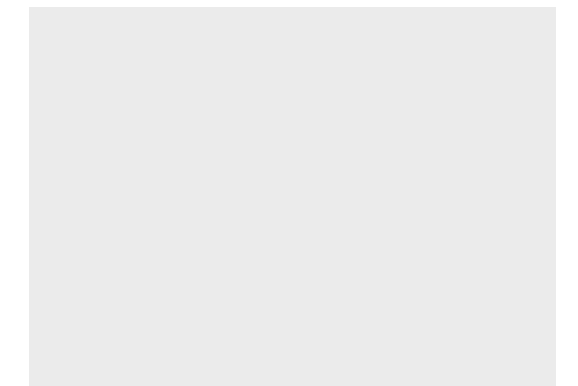
Blue

#4d8899  
R=77 G=136 B=153



Light Gray

#d2d2d2  
R=210 G=210 B=210



Light Gray

#ebebeb  
R=235 G=235 B=235

# Fonts

Primary

# Montserrat

The quick brown fox jumps over a lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"\$%&/()=? @€©®™„“•—«»×÷†|  
1234567890

Secondary

# Open Sans

The quick brown fox jumps over a lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"\$%&/()=? @€©®™„“•—«»×÷†|  
1234567890

# Manifesto

Imagination is a funny thing.

When you let yours soar, incredible things are possible. You can bring people into a world of your own creation, a place that causes them to ask the question that's the event planner's ultimate compliment: "How did you ever think of this?"

But imagination can also be a stumbling block when you try to explain your vision. When a client has to use their imagination to see into yours.

You can picture an event so clearly in all its glittering detail...but describing it to someone could never do it justice.

You have to show them what you see in your mind's eye. How the venue works. The table settings and layout. The décor. The flower arrangements. The soft glow the lighting will create. The way an empty hall will be transformed into a magical setting for one unforgettable night.

You have to bring them there.

And to help you do that, allseated has an incredible suite of products of our own – AS Vision. Choose from powerful virtual reality technology that lets people step into your vision with gaming 3D technology that will bring your vision to life across every digital platform. So they don't just see what their event looks like, but experience how it feels to be there.

Tools to help them truly appreciate what you see in your imagination. So they can be as inspired by it as you are.

And that's just the first step. We also have AS Ops a comprehensive suite of planning tools that keeps the team of people involved in an event all on the same page, with everyone collaborating, communicating, and sharing their own ideas. After all, you didn't think we'd help get everyone to fall in love with your idea and then leave you on your own to make it happen, did you? No one knows better than you how much work goes into planning a fantastic event. We help make sure none of it is wasted.

Even the most elaborate events don't last very long. A whirlwind of an afternoon or an evening and they're over. But the best ones live on long after that, providing cherished memories that people will return to for the rest of their lives. In their mind's eye they will see that special place that you created.

The special place that you saw first...and then made happen with seamless efficiency.

**allseated. Imagine Together.**

# Core Values

**What allseated stands for:**

**WOW**

**FUN**

**EDUCATION**

**CREATIVITY**

**FAMILY**

**EXCELLENCE**

**PASSION**

**TRANSPARENCY**