

Brand Guidelines

Media Kit, June 2023

Sizzabo

Intro

Our brand represents a strong point of view that sets us apart. When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of our brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.

Founders



Alon Alroy
Co-Founder, CMO & CCO



Eran Ben-Shushan
Co-Founder, CEO



Boaz Katz
Co-Founder, Cheif Data Officer

Values & Attributes



We Care

We care about our people and their well-being. We always look out for each other. We care about our customers and their success. We care about our world. Caring is the only way we know.



We Dare

We encourage ourselves to dream big and swing for the fences. We dare to fail but always fail forward. We question the norm and embrace change. Who dares, wins.



We Own It

We are all self-starters with entrepreneurial mindsets. We take full responsibility for our actions. We persist relentlessly until we succeed. We call it Rosh-Gadol.



We Are Humble

We know we don't know it all. We listen to our colleagues, our customers & our industry. We allow ourselves to be amazed and always seek to learn and improve.



We Are Better Together

The whole is greater than the sum of its parts; this is true for our team, our product, and our company. We rise by lifting others. None of us can do it alone, but together, we are unstoppable.



We Choose Excellence

We push ourselves to be the best in everything we do.



We Are Honest

We are honest, authentic and respectful with one another so we can build and rely on a strong foundation of trust and partnership.



We Smile

We enjoy the ride and the challenge. A smile is our reflection of being positive thinkers. We are grateful for what we have.

Voice & Tone

Overview

While our voice is consistent, our tone adjusts to fit the situation. So while we’re always clear, confident and friendly, exactly what we say will depend on context and audience.

When determining your tone, think about your audience’s state of mind: Are they seeking guidance from a blog post? Curious about how Bizzabo works? Thinking of applying for a job at Bizzabo? Considering the needs of your audience will help you strike the right tone and write content that best serves them.

Bring the energy.

Great events are exciting, so our copy should be too. When the situation calls for playfulness, remember: aim for witty rather than silly, use emojis sparingly and avoid puns—your audience will thank you.

Be direct.

Avoid jargon and never hide behind insider lingo. That keeps people at a distance. Instead, use plain language. Ask yourself: “How would I say this to a friend?” Start with that.

Be concrete.

When you make a claim, back it up with proof. If you let specific examples do the heavy lifting, you’ll exude confidence in Bizzabo—and avoid salesy fluff.

Keep it simple.

Avoid using lots of words when just a few will work. And try not to use fancy words if simpler ones mean the same thing.

Logotype

Bizzabo



Social media combination

The Bizzabo logotype is available in two variations—positive (black) and reverse (white).

The main logo should live on a white background when used with-in editorial outputs. It should not be used on a color background unless it is on a full bleed frame or pieces of collateral. (Examples visualized on the following pages)

The Bizzabo mark is comprised of the iconic B squiggle from our logotype. It may be used as a shorthand expression of our brand, or as an icon in social media and app environments.

The main logo or the stand alone 'B' should not be framed in a color box.

Sizzabo

Sizzabo



20

20



Clear Space / Minimum Size

Clear space is the area surrounding the entire logotype. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

Clear space is measured in relation to “x,” which equals the x-height of the logotype. Minimum clear space should be equal to or greater than 0.75X on all four sides of the logotype. These clear space rules apply to the main logotype as well as all dynamic variations.

The Bizzabo logotype should never be hard to read or recognize. Minimum sizes for print and digital are shown to retain legibility.



Incorrect Usage

1. Do not add a drop shadow.
2. Do not alter color.
3. Do not change the opacity.
4. Do not stretch.
5. Do not skew or distort.
6. Do not outline.
7. Do not alter squiggle configuration.

Bizzabo

1 ~~Bizzabo~~

2 ~~Bizzabo~~

3 ~~Bizzabo~~

4 ~~Bizzabo~~

5 ~~Bizzabo~~

6 ~~Bizzabo~~

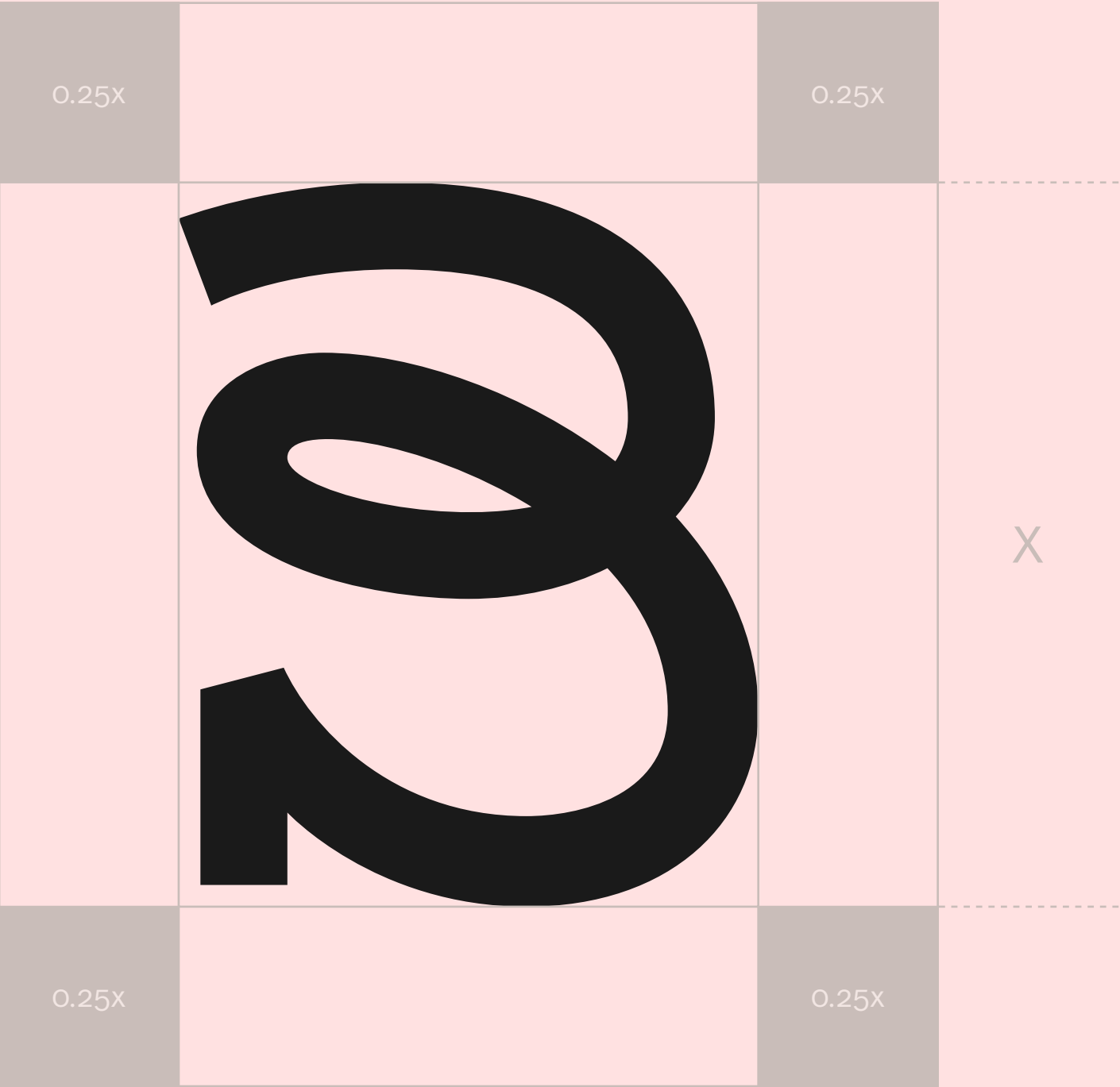
7 ~~Bizzabo~~

Clear Space / Minimum Size

Clear space is the area surrounding the entire mark. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

Clear space is measured in relation to “X,” which equals the height of the mark. Minimum clear space should be equal to or greater than 0.25X on all four sides of the mark.

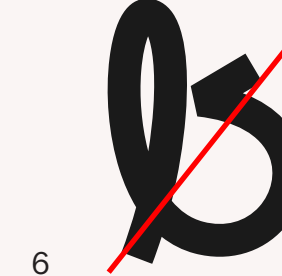
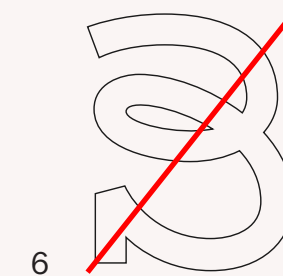
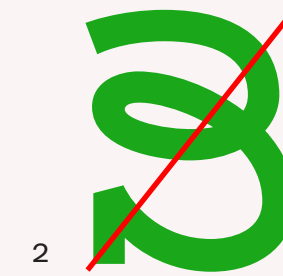
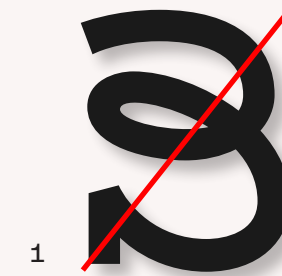
The Bizzabo mark should never be hard to read or recognize. Minimum sizes for print and digital are shown to retain legibility.



Minimum size (height)
Print: XX in / XX mm
Digital: XX px

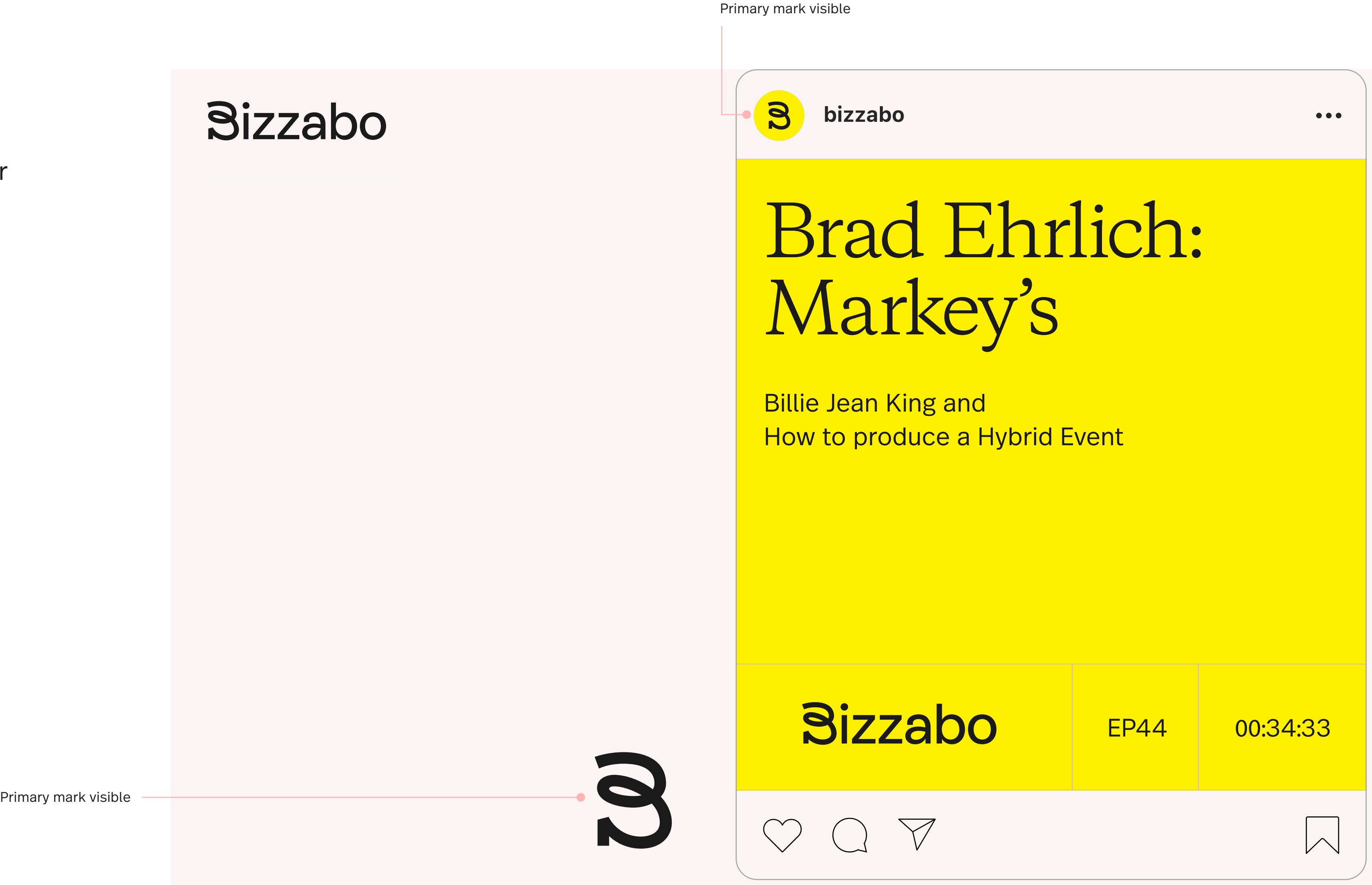
Incorrect Usage

1. Do not add a drop shadow.
2. Do not alter color.
3. Do not change the opacity.
4. Do not stretch.
5. Do not skew or distort.
6. Do not outline.
7. Do not use other squiggle characters.



Dynamic Variations

Whenever using a variant, the primary B mark must appear within the composition. The dynamic variants can be used frequently in social media posts as there is often an avatar or presence of the primary mark visible.



Color Palette

Usage

Color defines a scenario of specific emotional and visual values that we must consider in all Bizzabo branded communications.

Shown to the right are the ratios in which Bizzabo colors should be used.

Yellow is our core brand color. It’s an energetic brand expression that builds recognition in moments when our voice must be clear and memorable. It’s supported by white as well as our secondary colors and neutrals.

When using secondary colors, keep in mind that each represents key attributes of the Bizzabo brand:

- Pink—joy and human connection
- Lilac—honesty and growth
- Bright Blue—vision and innovation

Any of our colors may be used for backgrounds or in illustrations. However, only black should be used for typography; do not use any other colors.

Core colors



Secondary colors



Neutrals



Specifications

Bizzabo colors are based on current RGB standards and the Pantone® Matching System. Shown to the right are specifications for reproducing our color palette in both digital and print applications. These colors have been carefully chosen to represent our brand and should never be altered.

Note: The Pantone and CMYK colors specified here are for use on coated paper stocks. If a specific application requires printing on uncoated stock, please work with your printer to determine optimum color matches.

White

Hex: ffffff
RGB: 255/255/255
CMYK: 0/0/0/0

Pink

Hex:ffb4b4
RGB: 255/180/180
Pantone: 509 C
CMYK: 0/38/18/0

Light Warm Gray

Hex: f2e6e3
RGB: 242/230/227
Pantone: 9225 C
CMYK: 4/12/5/0

Yellow

Hex:ffff00
RGB: 255/240/0
Pantone: 102 C
CMYK: 3/0/90/0

Lilac

Hex: c8beff
RGB: 200/190/255
Pantone: 2705 C
CMYK: 25/26/0/0

Warm Gray

Hex: c9bdb9
RGB: 201/189/185
Pantone: 406 C
CMYK: 20/19/17/0

Bright Blue

Hex: 008cff
RGB: 0/140/255
Pantone: 2192 C
CMYK: 90/0/30/0

Black

Hex: 1a1a1a
RGB: 26/26/26
Pantone: Black 4 C
CMYK: 0/0/0/100

The CMYK, RGB, and Hex values shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone color publications for accurate color.

Logo Color Pairings

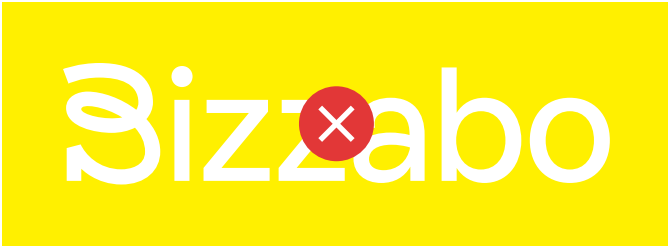
The Bizzabo logotype may be placed on any of the colors from our palette provided there is sufficient contrast for legibility.

The logo/background color pairings shown on this page have been carefully chosen to be on-brand and legible. Do not use the pairings denoted with a red “X.”

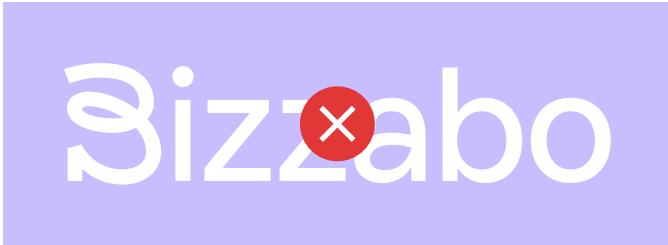
The Bizzabo logotype may not be placed on colors outside of our palette or on imagery.

Note: these color pairing rules also apply to the Bizzabo mark.

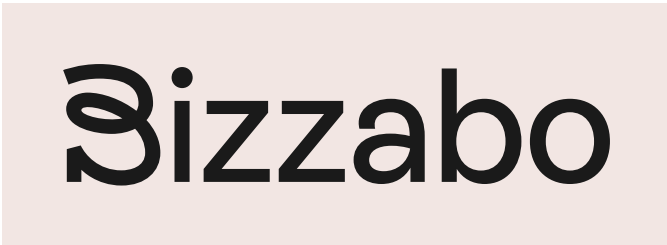
Core colors



Secondary colors



Neutrals



Typography

Galaxie Copernicus Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz123456789
.,:;/?!(--—)*@&

Note: Always use proportional lining numerals for Galaxie Copernicus instead of its default oldstyle numerals.

AaBbCc123

Real Text Semi Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz123456789
.,:;/?!(--—)*@&

Note: Always use proportional lining numerals for Real Text instead of its default oldstyle numerals.

AaBbCc123

Lustria

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz123456789
.,:;/?!(--—)*@&

AaBbCc123

Manrope

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz123456789
.,:;/?!(--—)*@&

AaBbCc123

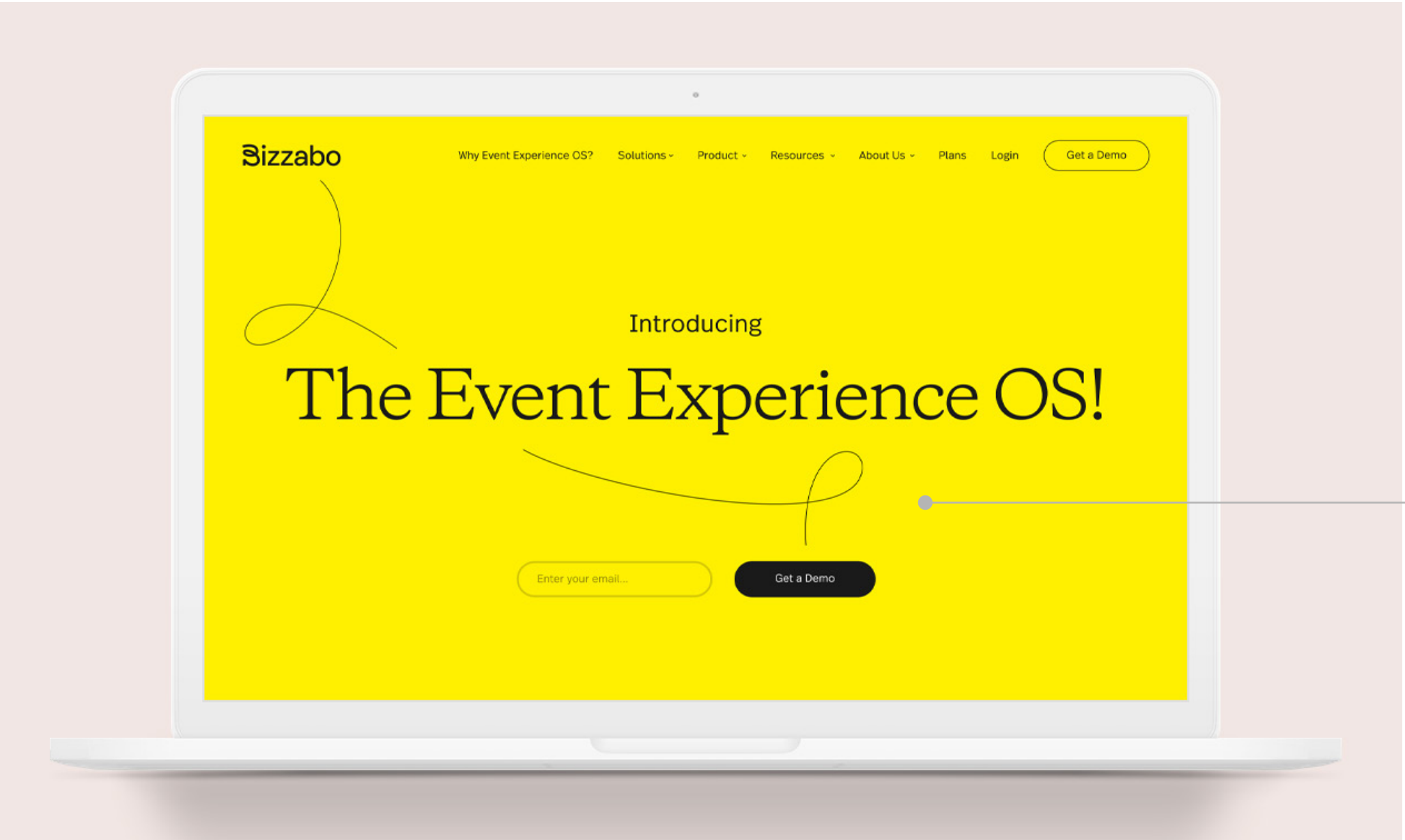
Supporting Graphics

Swoops

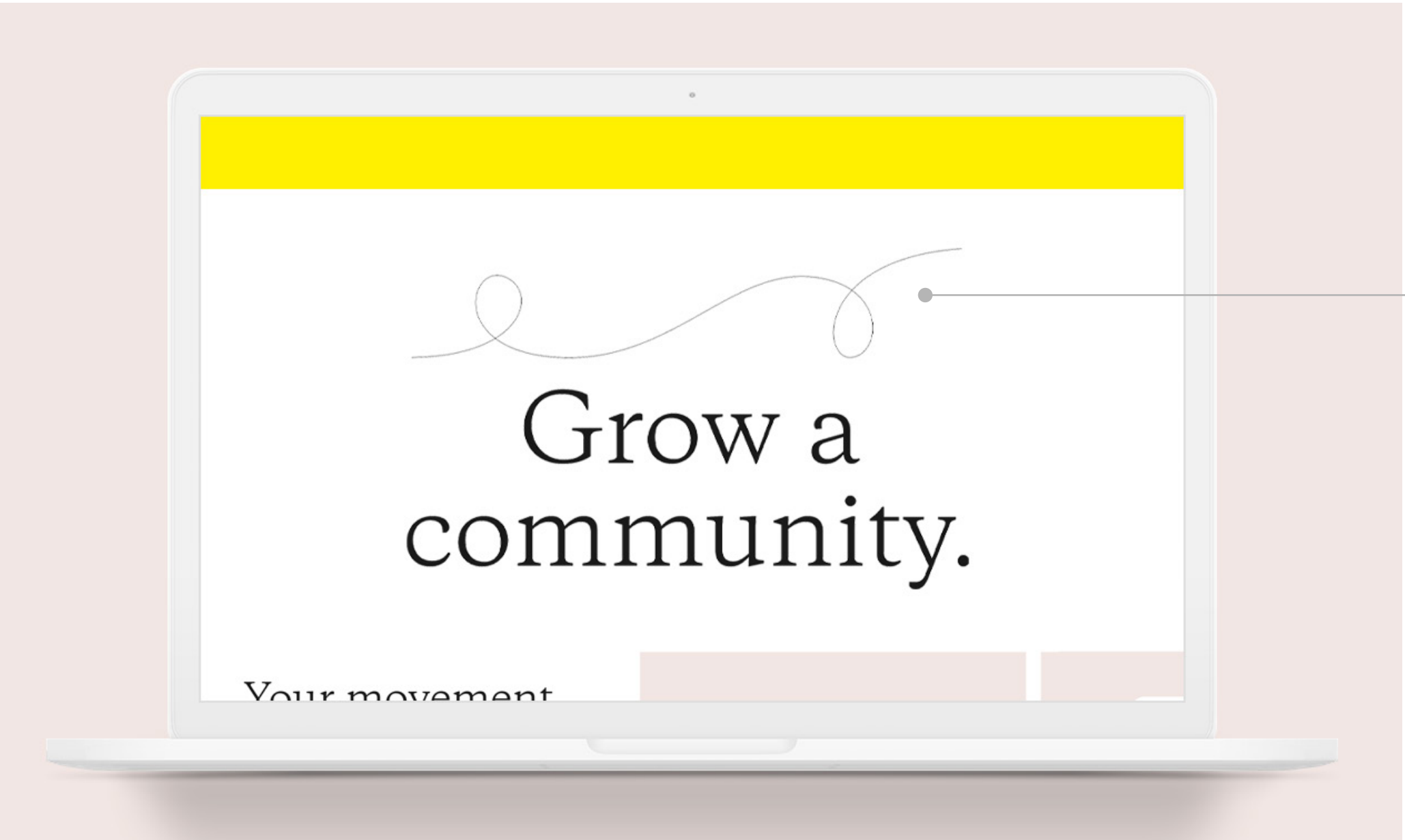
Hand-drawn “Swoops” derived from the “B” in “Bizzabo” help to reinforce the brand’s humanity and fluidity.

Swoops can be used to connect two visual components, essentially helping guide the viewers eye to a button, CTA, or other important element. They can also be used as an unconnected embellishment.

It is important to add these sparinglly to avoid crowding the negative space. If they are placed too frequently in a layout, and they will lose their visual impact.



Swoop used to guide the viewer straight to the button



Swoop used as a standalone visual element

Layout Examples

The Bizzabo layout style is simple and clean. We use different fonts, sizes, and weights to establish information hierarchy, but only as many as needed to get the point across.

We also use plenty of negative space so that our layouts look open, airy and easy-to-read. Divider rules may be used when needed to separate information. In general, though, layouts should be clean and minimal, relying on an invisible underlying grid to guide the viewer through content.



Plenty of negative space



Galaxie Copernicus is used at large scale for titles

Real Text Semi Light may be used for numerals in-line with Galaxie Copernicus

Real Text Semi Light is used for body copy

Divider rules may be used when necessary

Photography Style

Overview

The Bizzabo photography style depicts event teams, speakers and attendees in a dynamic, engaging way. Key attributes of our photography style:

- Full-color
- Authentic, natural poses in candid moments
- Subjects who look like real people—not models—and come from a variety of backgrounds, genders and age groups
- Favor younger age groups - Gen Z and Millennial, but not at the behest of others
- Lighting that looks natural for its environment—not overly stylized or art directed, and never blown out

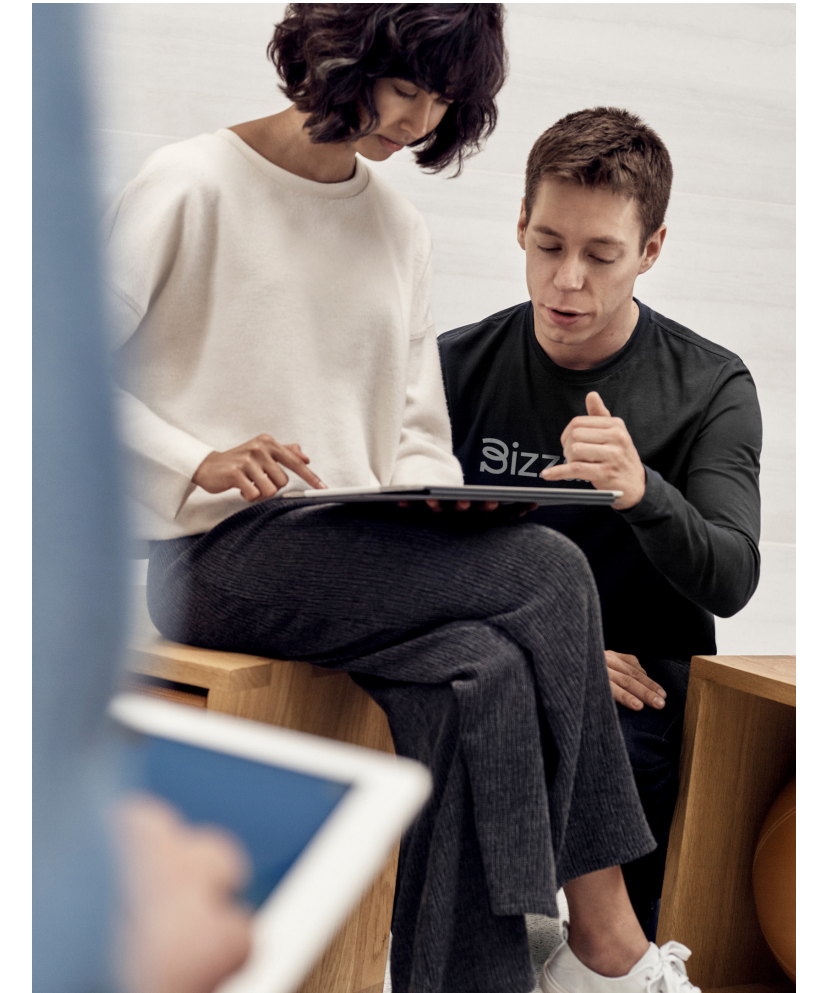


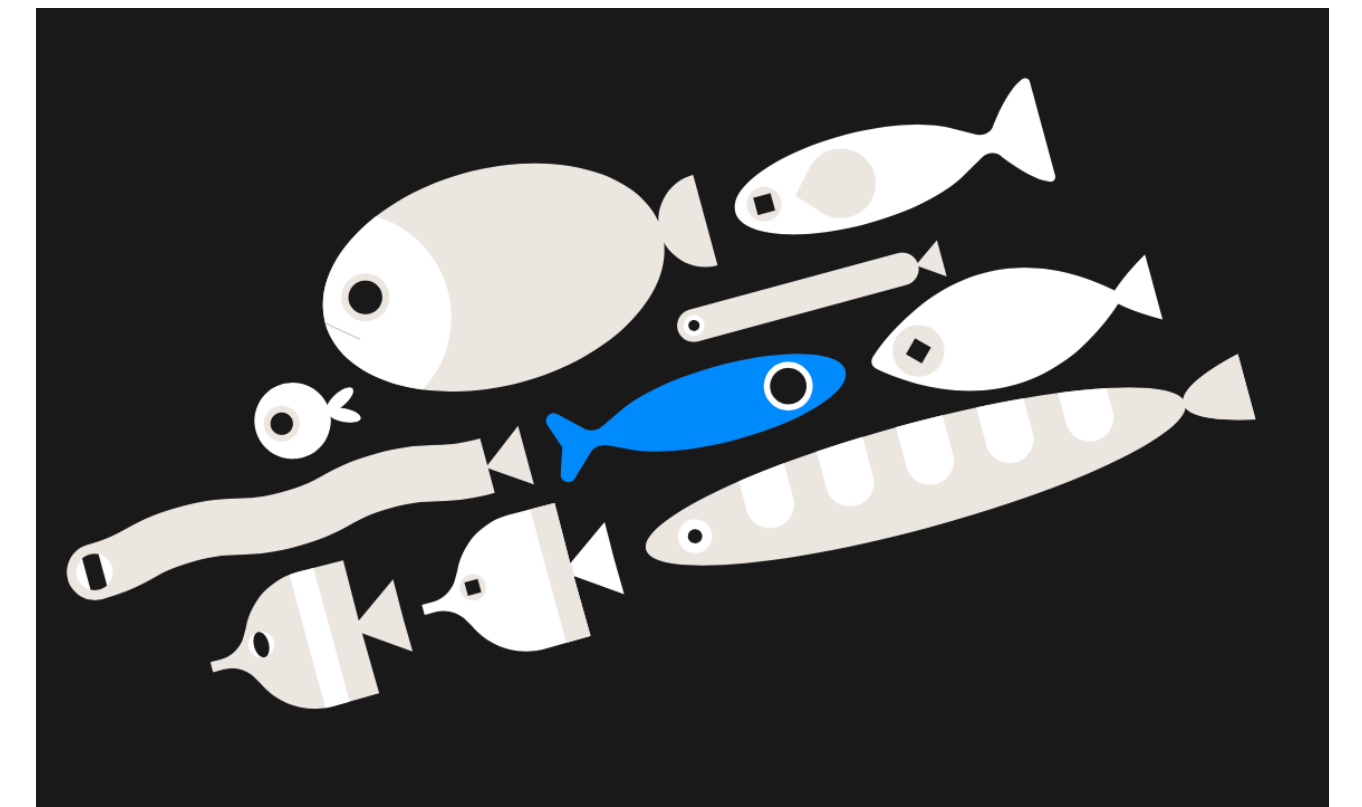
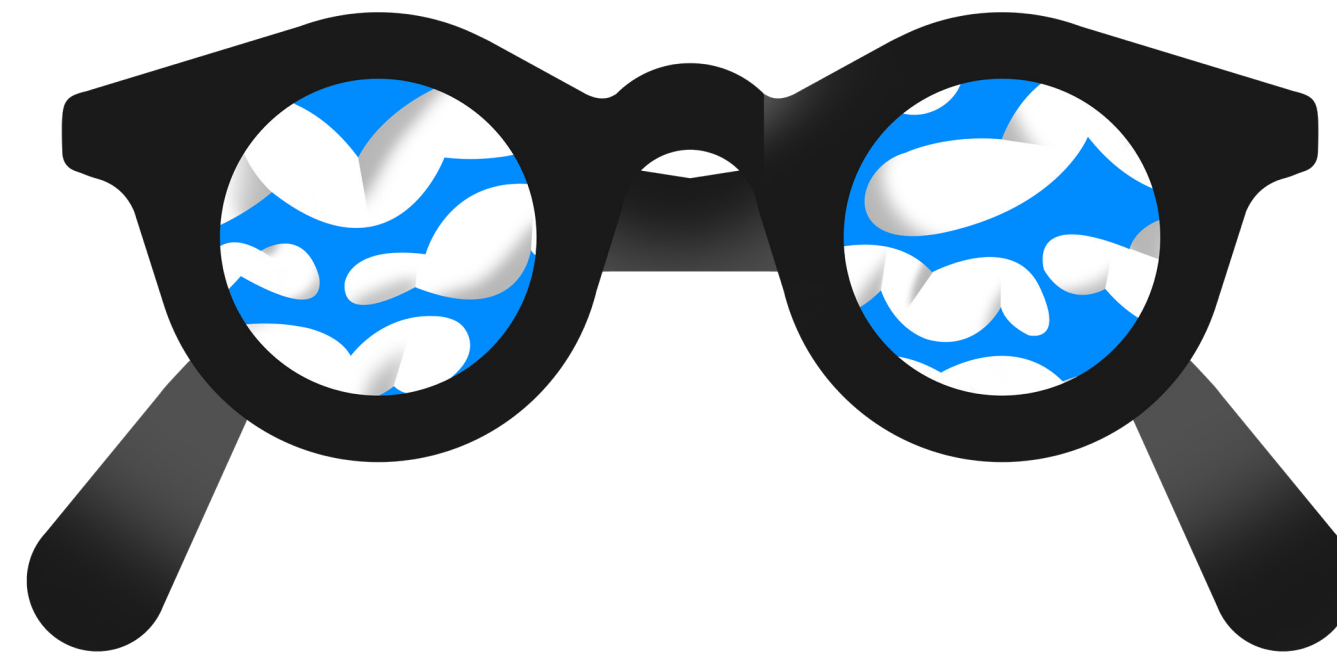
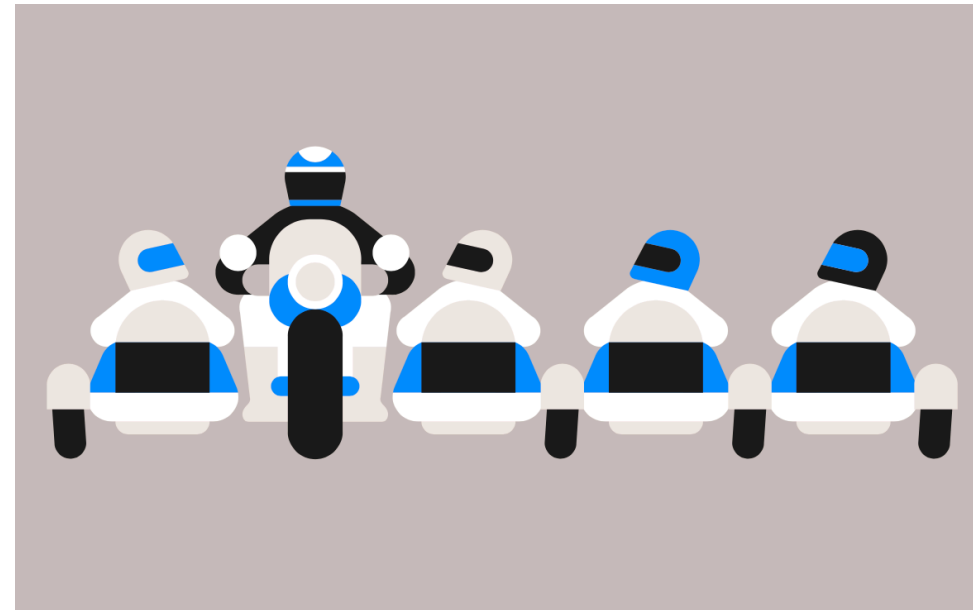
Illustration Style

Overview

The Bizzabo illustration style is bold, colorful and whimsical. Flat shapes are brought to life and given dimension with subtle, stylized shading and highlighting. Colors from our palette are featured prominently.

When creating illustrations, always keep in mind that they should be evocative of a mood rather than literally describe copy or a concept.

Illustrations should echo the “pinch” shape in the Bizzabo mark whenever possible.



Presentations

Presentation Visual Assets

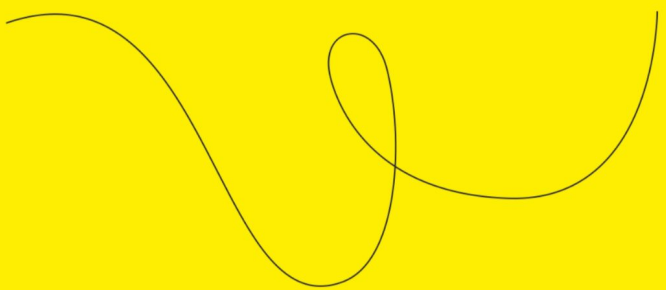
Below are the visual assets needed for a Bizzabo presentation:

- 1. White background
- 2. Strong & wide (full) brand palette
- 3. Bold type
- 4. “Squiggly”
- 5. Photography
- 6. No illustrations

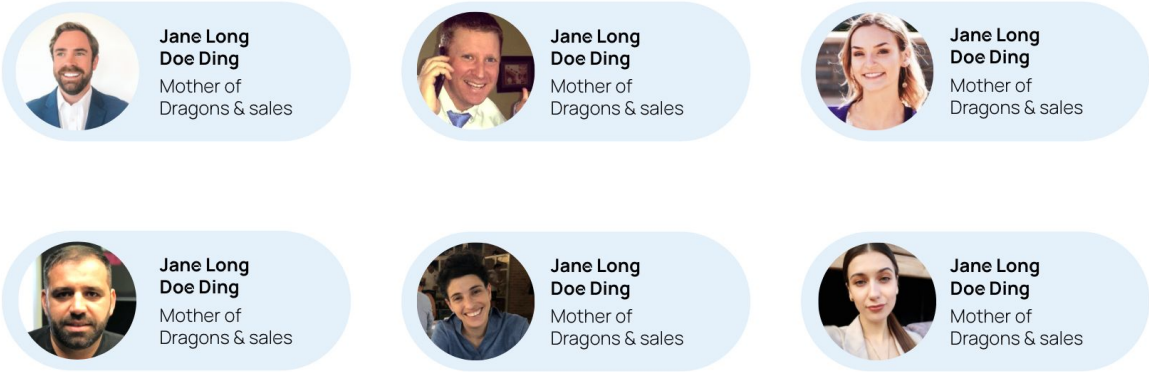
Bizzabo — 08-01-2021

Title of made up words for this slide.

Sub title porro quisquam est qui dolorem ipsum quia



Welcome to the team (6)



Bizzabo

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When you need a list + explanations

- 1 The white background helps the page from feeling too cluttered with agenda items.

2 This option also allows you to have much bigger agenda titles for those who can't control their words.

3 Please keep your titles from two lines of copy to four lines of copy.

4 This is an example of two lines of copy.
- 5 Just remember if you have five items in your agenda you will most likely be presenting longer.

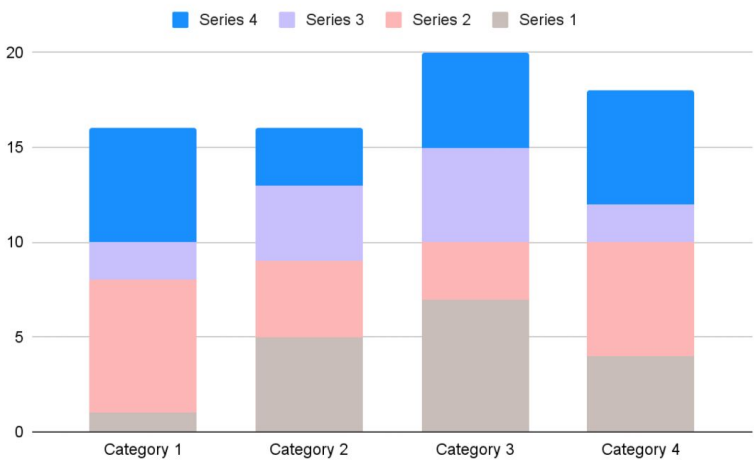
6 Keep your presentation vibrant at this point to maintain engagement.

7 Ok last item on your list. Make this one matter and sell it, sell it, sell it!

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Column Chart



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Many Programs Scale and Substance

First item (lorem Ipsum)	Lorem Ipsum	Lorem Ipsum
Neque porro quisquam est qui dolorem courses	Ad-hoc lorem ipsum campaigns	No userleg segmlarian Lorem email and PX
Neque porro quisquam est qui dolorem ipsum quia dolor	Lorem ipsum DoD subdtlve	Onboarding dashboard on account level w/ automated reminders
Lorem ipsum DoD subdtlve	Academy reportable in GS	lorem ipsum campaigns
BizzaKnowledge	No userleg segmlarian	
Ad-hoc email campaigns	Lorem Ipsum	
Lorem ipsum available to all		

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This slide is for big statements. Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, **consectetur**, adipisci elit. Neque porro quisquam est qui dolorem **ipsum quia** dolor sit amet, consectetur, adipisci elit

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Color Treatment

Any of our colors may be used for backgrounds or in illustrations. However, only black should be used for typography; do not use any other colors.

- 1. When using blue as a background color, make sure to use white text
- 2. Do not use white text on any other background color
- 3. Do not mix brand colors

If you want to add some warmth

This should be the standard block used for large copy when using vibrant colors.

Duis id diam nisi. Aliquam erat volutpat. Aenean pulvinar odio arcu, vitae rhoncus enim feugiat vel.

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Charts and graphs come in many shapes and sizes

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If you want to go crazy use this

This should be the standard block used for large copy when using vibrant colors.

Duis id diam nisi. Aliquam erat volutpat. Aenean pulvinar odio arcu, vitae rhoncus enim feugiat vel.

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Two Big Stats

70%

Lorem ipsum dolor sit amet

1/5

Lorem ipsum dolor sit amet

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Meet Bizzabo

End-to-end event success platform powering in-person, virtual & hybrid events

250+ Employees

3 Cities in NYC, Tel Aviv, and Kiev

\$194M Funding from major VC investors

Today's Agenda

Catch Up / Introductions

Software Demo w / Focus Areas

Pricing Discussion

Partnership Plan & Next Steps

Registration Credits

In-Person, Hybrid & Virtual-Only Registrations Consume Credits

- Credits Start at \$1 Each (Volume Discounting Available Below)
- Bought in Packs of 5,000 Post-Sale for \$5,000
- Even Usage Comes With First 2,000 Credits Granted
- Unlimited Credit Rollback, Year-to-Year

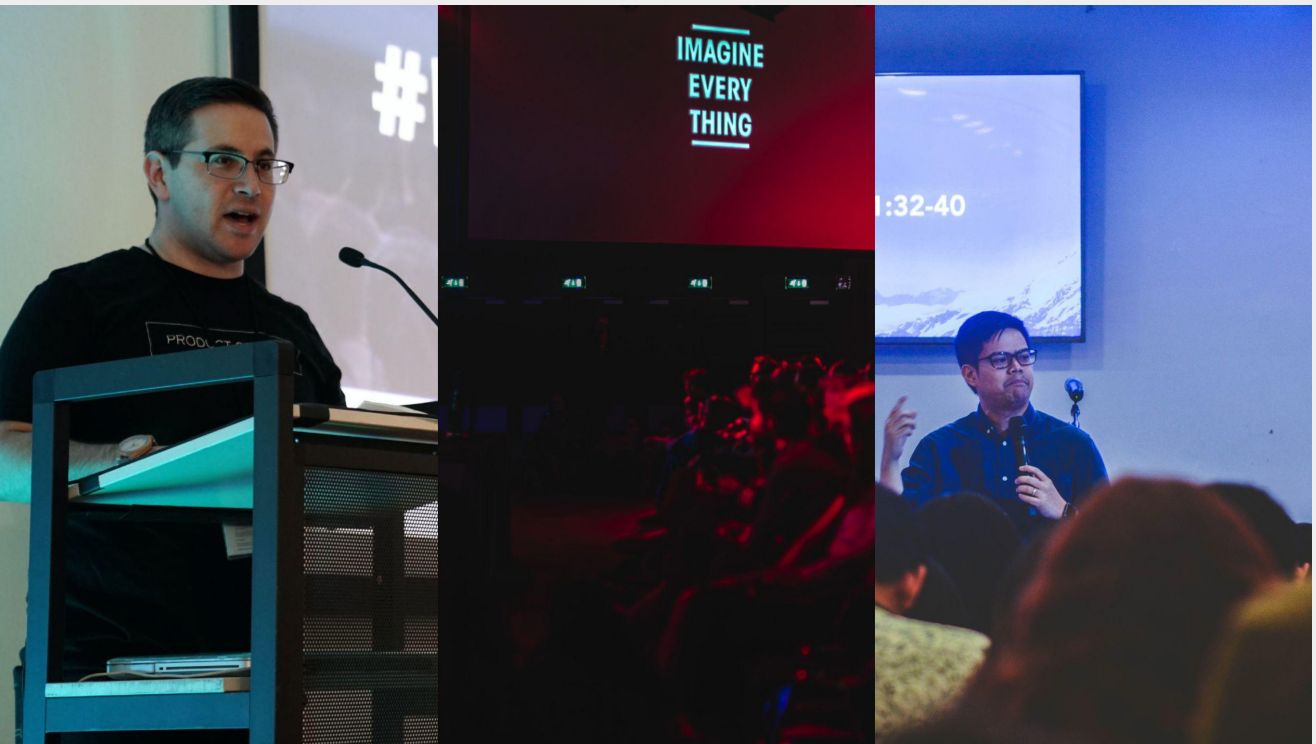
Why Bizzabo?

2021 Leader	2021 Vendor of the year	5 Year gold	G2 Category Leader	85,000+ events
The Founder Award™, B2B Marketing Events Management Solutions, Q1 2021	Bizzabo Team Awards Gold Winner	5 Year gold	Event Management Platforms, Spring 2021	Powered by Bizzabo in 100+ countries

Imagery

Here is an example of how photography can be implemented throughout a presentation as a visual aid to information. It can be displayed:

- 1. As a full bleed image
- 2. In a 3-column grid
- 3. As a shape (rounded rectangle)
- 4. As a shape (circle) within a module



The power of an image

Photography is not only a form of art; it is also a means of expression and a way of communicating thoughts and feelings. A single photograph can tell a hundred different stories. This is one of the reasons why some people have taken it as a hobby and, for others, a form of therapy.

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Welcome to the team (6)

Jane Long Doe Ding
Mother of Dragons & sales

Jane Long Doe Ding
Mother of Dragons & sales

Jane Long Doe Ding
Mother of Dragons & sales

Jane Long Doe Ding
Mother of Dragons & sales

Jane Long Doe Ding
Mother of Dragons & sales

Jane Long Doe Ding
Mother of Dragons & sales

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Sizing

When there is large body text, the title should be 14 pt

Agenda slide for 1-5 items


First agenda item

Second agenda item

Third agenda item

Fourth agenda item

Fifth agenda item



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When you need a list + explanations

- 1

The white background helps the page from feeling too cluttered with agenda items.
- 2

This option also allows you to have much bigger agenda titles for those who can't control their words.
- 3

Please keep your titles from two lines of copy to four lines of copy.
- 4


This is an example of two lines of copy.
- 5

Just remember if you have five items in your agenda you will most likely be presenting longer.
- 6

Keep your presentation vibrant at this point to maintain engagement.
- 7

Ok last item on your list. Make this one matter and sell it, sell it, sell it!

When there is small body text the title should be 26 pt



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All body text should be 14 pt

Basic Formatting

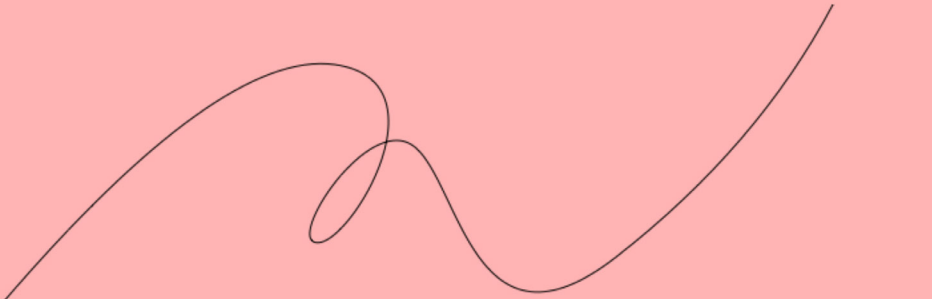
We're on a mission to help companies realize their fullest potential by transforming their revenue operations to be **connected**, **efficient**, and **predictable**.



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Enough of charts, let's show pics.

It's time to get new headshots for everyone. If you take your own let's shoot them on a white background.



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Do not go larger than 45 pt for titles



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Klik Experiential

Messaging Guidelines

The full name of the Bizzabo offering is Klik Experiential.

On first reference, we'd like to have Bizzabo included prominently – “Bizzabo’s Klik Experiential” “Klik Experiential from Bizzabo” We use SmartBadge™ on first reference with the TM, and SmartBadge of future references.

The SmartBadge™ powered by Bizzabo’s Klik Experiential.



Contact

All inquiries regarding the Bizzabo Brand Guidelines for use should be made to:

Nina Lucey
Marketing Design Lead
nina.l@bizzabo.com