

guardian

event branding guide



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Foreword

“Branding is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa.” **Jay Baer**

Successful event branding: The combination of different skills

The purpose of this short guide is to highlight the key elements that are required for the successful branding of an event whatever its size.

Of course the definition of “an event” can vary hugely.

From trade shows or large scale conferences to sales and shareholder meetings and many more variations in between.

Events can be indoor or outdoor affairs but wherever they are held, there are some core things that need to be addressed.

The advice that we offer in this guide is based on our extensive event branding experience.

Experience we’ve gathered from working in all kinds of venues from purpose built to improvised.

From easy to work in to downright challenging.

We have drawn on them all and we hope that our deep experience of the subject and this guide will be useful to you and your events.

“Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.” **Ashley Friedlein**

Assessing Venues From A Branding Perspective



In our experience, this is something that can be overlooked in the search for a suitable venue.

It's understandable that venue search priorities must be lead with capacity, location, room flexibility, catering and price.

But if branding is an important element of your event then it is worth adding this to search criteria.

Things like wall space, power point locations, rigging points and access into the building should all be on your checklist.

You also need to know the venue's policy for signage and how and where it can be applied, fixed or located before you sign a contract for your event space.



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Will other events be on at the same time?

You also need to know if another event or events will be taking place at any time during your tenancy.

If this is the case or if it's a possibility, you should obtain a written confirmation from the venue about signage and branding arrangements for your event.

Venues will usually share signage locations unless you have an exclusive arrangement.

It's much better to know the details in advance and before signage has been produced than to find out on the day that not all the locations can be used by your event.

Assumptions can be expensive and stressful.

Can your supplier access the building and do they have enough time to install what you want?

As part of your venue assessment, check how easy or hard it will be for your signage supplier to access the venue and your event's specific location within it.

The other important thing to check is how much time the venue has allowed for the installation and removal of your branding. Is this realistic?

Your supply partner will be able to tell you this.

In fact we recommend that our clients get us along on their venue visits so that we can provide input on these elements of event organising.



Sahara Force India F1 car launch
Silverstone



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The Arrival Experience



What delegates or guests see upon arrival at a venue can help set the tone for the whole event. What they see as they leave can aid or hinder brand memorability.

That's why it's important to evaluate this aspect of signage and branding when you are making visits to venues.

At some venues the arrival experience can be engineered at the main entrance to the venue.

At others, you may need or want to create that experience close to or inside your event space.

Either way, thinking about that arrival experience and departure is an important part of the event branding process.

Wayfinding



Getting your delegates and guests to where you want them to be without confusion lies at the heart of great Wayfinding solutions.

Depending on the venue you choose and the size and scope of your event, Wayfinding solutions can be very simple or very comprehensive.

Increasingly, solutions may include digital signage as well as printed graphics.

The important thing is clarity and the avoidance of cluttered directions.

Walking the venue as a visitor will see it on the day of your event, which is one of the best ways to design a great Wayfinding solution.

Show the venue your proposed signage plan and check that they are happy with what you are proposing.

Ask for their input and advice. They will have hosted numerous events in and around your space and they can tell you about the solutions that have worked best from their experience of other events.



Branding



When it comes to displaying the brand name of your business at an event there are some practical things to focus on.

- Consistency: The branding that visitors see on site should be the same as the branding they saw in the promotions that you used to get them there. Unless of course, you are unveiling a whole new branding design for your business at the event itself.
- The most current version of your brand: It's more common than you think for signage suppliers to be sent artwork that's carrying an outdated version of a logo. Check and double-check that you are using and sharing the current version of your branding. If you work in a business where different divisions use their own brand variations, check that you have their latest guidelines.



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- Treatment of sponsor logos/brands: If your event has a sponsor or sponsors, then it's quite likely that incorporation of one or more logos into some or all of your signage has been agreed. Allow plenty of time for the chasing-in of these logos and insist that any special brand guidelines that must be followed are also highlighted. Reprinting of signage because sponsor logos were omitted can hurt your budget and your stress levels!
- Clarity: When it comes to Wayfinding, people need to see directions clearly and quickly. Small type, dense type, arrows that are pointing in vague directions are all to be avoided. And if your event is one that will be repeated in the future at the same venue, talk to your supplier about storage and protection of your signage. This can greatly extend the value of your spend. However, always bear in mind that any changes to your brand identity between one event and the next will invalidate your current signage.

Events that take place outdoors or in temporary structures



Branding an event that is being held outside of a purpose built venue can present some additional things to think about and cater for.

Most of these things are of a practical nature. Signage may have to be adapted for outdoor use or to fit into customised display units.

You will also need clear guidelines on where exactly your signage can be placed.

Power supplies may not be close to your event space.

Extension cables, batteries or portable generators may be required if you plan to use digital signage, lightboxes or to light your signs.

Careful pre-planning will alert you to challenges like these and will allow you the time to design solutions for each.



Trade IO
Canary Wharf, London

Signage Solutions



Hootsuite
IET London: Savoy Place



The Roof Gardens
Carnival on the Roof



AMEC Conference
London Hilton Bankside

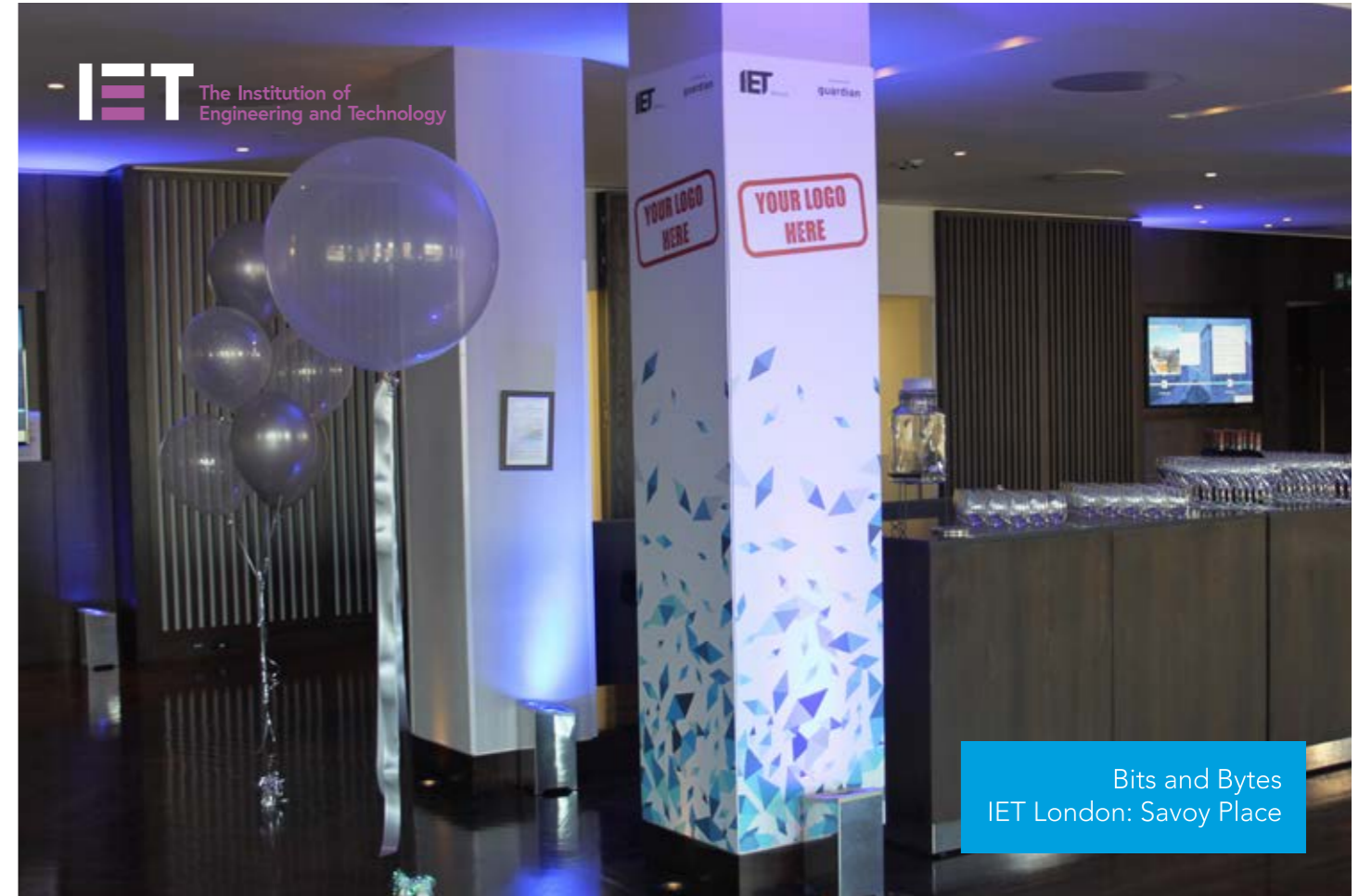


Webinar World
IET London: Savoy Place

About Guardian Display



Every year we work in dozens of different venues providing branding solutions for our clients. Some of those solutions include branding exhibition stands, conference spaces or whole venues. In this guide we have shared some of the most important lessons that we've learned over the past ten years of doing this kind of work. We know that they can help you to create a better event experience not just for your attendees but for you and your business too. We hope that you find them useful.



Bits and Bytes
IET London: Savoy Place

Branding Partner of the IET London: Savoy Place

In 2018, Guardian Display became the official branding partner of IET London: Savoy Place, the prestigious headquarters of the Institution of Engineering and Technology.

This state of the art facility has hosted events that include International Engineering & Architecture; the China-Britain AI Summit and EngTalks "Why haven't we cured cancer yet."

We would be very happy to make an introduction for you to the IET London: Savoy Place and to show you around this excellent and versatile venue situated in the heart of London.



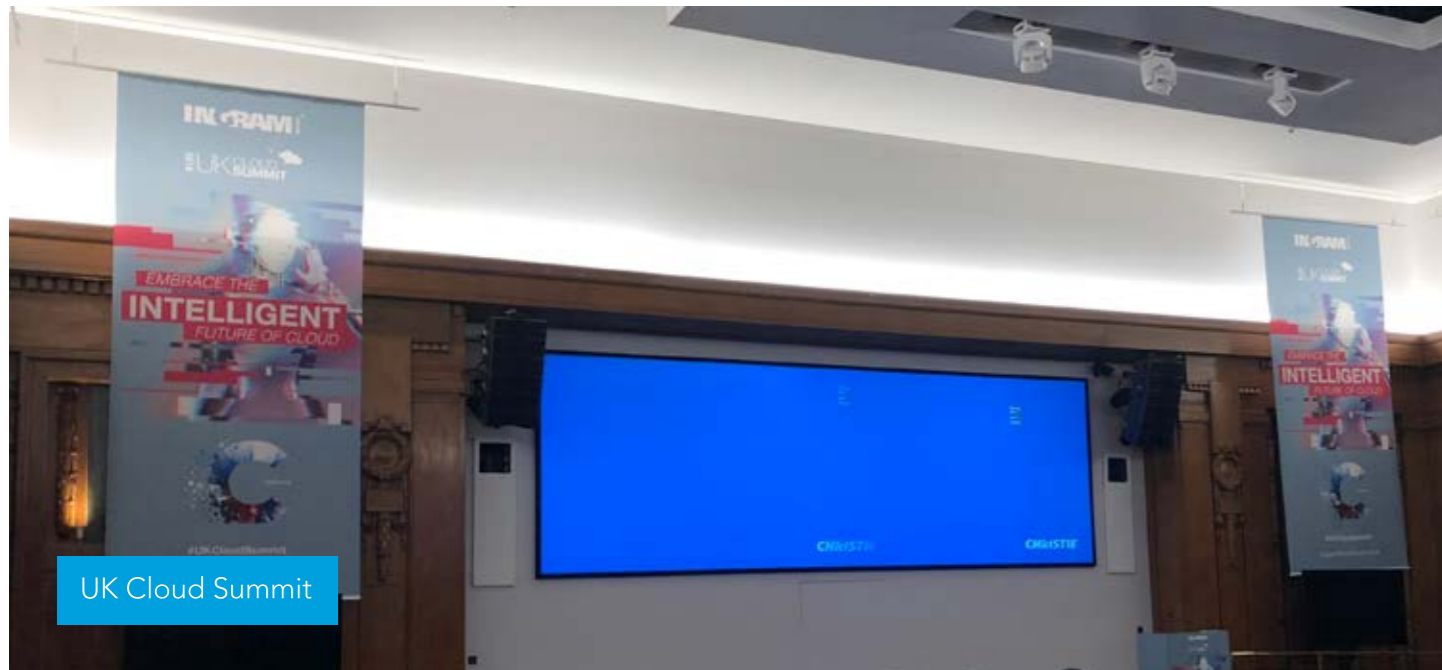
Bits and Bytes



Cyber Careers Show



Engfest 2.0



UK Cloud Summit



Zerofox

“We’ve worked closely with Guardian since 2015 to introduce bespoke branding solutions within our venue for our clients. They are always flexible, they know their stuff, are professional and take the time to understand what our clients need to achieve and to come up with innovative solutions. Many of our repeat customers have carried on using them and we regularly receive great feedback about their approach and their products. They are indeed a great partner to work with! - **IET London: Savoy Place**”

Lets Talk About Branding For Your Event

If you have an upcoming event that needs a branding solution, we would be delighted to help.

To get in touch and to discuss your event in more detail, drop us a line by email or better still call us on **01702 662 111** or email us **info@gdisplay.co.uk**

“Amazing feedback - so happy with everything you guys did for us - would definitely use you again. Really super. - **Dynamic Planner**”

Businesses That We Work With

Albourne • Adestra • AMEC • AutoTrader • Baillie Gifford

BNC Show • Call Credit • Catherine Cooper • Danone

Dockgate Events • Dynamic Planner • Dynamo Events • Forgather

Hootsuite • Hyman Robertson • H&M • Ivanti • JCDecaux

JD Marketing • Relish Events • Robertson Cooper

Sahara Force India • Trade IO • Zerofox • 5RB

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