

**NAAB** SHOW

**NAAB** SHOW  
NEW YORK

**BRAND**  
**ARCHITECTURE:**  
Programming and  
Partner Co-Branding



## INTRODUCTION

We are proud to work with partners whose programs, conferences and workshops inspire audiences and move the industry forward. With the new NAB Show brand evolution, this is the perfect moment to present a united front.

A consistent co-brand lockup strengthens visibility for both the partner and NAB Show, builds trust with our audiences and makes clear that these experiences are a core part of the industry's premier global marketplace. Together we can deliver a powerful and unified brand that celebrates the unique value each partner brings while amplifying our collective impact.

If you have further questions or need clarification on partner branding or architecture, please contact a member of the NAB GCE or Public Affairs team.

**Dorian Sullivan** (dsullivan@nab.org)

**Sean Perkins** (sperkins@nab.org)

**Gagan Nirula** (gnirula@nab.org)

### **Additional Resources:**

[New NAB Show Brand at a Glance](#)

["A New Vision"](#)

## **Brand Architecture:** Programming Level Titles

### **Approved Written Style**

NAB Show should always preface the program title.

### **NAB Programming Examples:**

NAB Show Sports Summit

NAB Show Small and Medium Market Forum

NAB Show Broadcast Engineering and IT Conference

NAB Show Community Exchange

### **NAB Partner Programming – Approved Examples:**

NAB Show Business of Entertainment

NAB Show Cine Central

NAB Show Creator Lab

NAB Show Post|Production World

NAB Show Programming Everywhere

NAB Show Streaming Summit

NAB Show GALSNGEAR CONNECT Women's Leadership Summit

### **NAB Partner Programming – Unapproved Examples:**

Streaming Summit at NAB Show

Streaming Summit NAB Show

Streaming Summit Co-Located at NAB Show

Cine Central @ NAB Show

Post|Production World NAB Show New York

FMC's Post|Production World Co-Located at NAB Show

GALSNGEAR Women's Leadership Summit (Standalone Title)

## Brand Architecture: NAB Partner Programming Logo Lockups

### Vertical Examples



#### STREAMING SUMMIT

Produced By  
Dan Rayburn



#### PROGRAMMING EVERYWHERE

In Partnership With  
TV NewsCheck



#### POST|PRODUCTION WORLD

In Partnership With  
Future Media Conferences



#### BUSINESS OF ENTERTAINMENT

In Partnership With  
The Ankler

### Horizontal Examples



#### STREAMING SUMMIT

Produced By  
Dan Rayburn



#### PROGRAMMING EVERYWHERE

In Partnership With  
TV NewsCheck



#### POST|PRODUCTION WORLD

In Partnership With  
Future Media Conferences

**AAB** SHOW

**AAB** SHOW  
NEWYORK

## LOGOS

### Primary

**AAB** SHOW  
NEWYORK

**AAB** SHOW  
NEWYORK

**AAB** SHOW  
NEWYORK

**AAB** SHOW  
NEWYORK

### Stacked

**AAB**  
SHOW  
NEWYORK

**AAB**  
SHOW  
NEWYORK

**AAB**  
SHOW  
NEWYORK

**AAB**  
SHOW  
NEWYORK

**Logo Download URL:** <https://app.air.inc/a/bcKbCGRoq>

## COBRANDING COLORS AND LOCKUP STYLE

### Core Colors



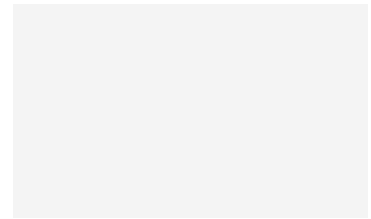
**Supporting Copy:**  
**NAB Show Black**

Pantone Black 6C  
RGB: 16-24-32  
CMYK: 82-71-59-75  
Hex: #101820



**Conference Title:**  
**Blue**

Pantone 2728XGC  
RGB: 0-73-176  
CMYK: 96-79-0-0  
Hex: #0049b0



**Conference Title**  
**Background:**  
**Light Gray**

--  
RGB: 244-244-244  
CMYK: 3-2-2-0  
Hex: #f4f4f4

### Lockup Proportions

The diagram below provides suggested proportions for font size, color, border radius and type fonts and weights. Please be sure to submit final lockups to NAB GCE Marketing for approval before usage.

**Conference Title:**

18pt Poppins Bold  
16pt Line Height  
Blue Text

