BRAND GUIDELINES

HUNT. COLLECT. CONNECT.

DOCUMENT SERIES

Visual identity

EDITION

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GUIDE OVERVIEW

Use these standards when preparing event materials, partner placements and press assets.

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BRAND FOUNDATION

Collectors Expo brings the hunt for a rare find and the pleasure of a good trade together.

HUNT. COLLECT. CONNECT.

One missing card can bring a collector to the show. A conversation across a vendor table can bring them back.

HUNT	Name the find. “Find the last card for your set.”
COLLECT	Welcome first-time buyers and longtime collectors alike.
CONNECT	Show how people meet. “Bring your binder to the trade floor.”

LOGO FAMILY

Choose the signature by its role and the shape of the available space.

A / PRIMARY HORIZONTAL HALFTONE



Use for the first brand appearance on a light background.

B / STACKED



Square and portrait placements.

Artboards 01–06

C / SYMBOL



Avatars where the name is nearby.

Artboards 07–12

D / SINGLE LINE



Shallow headers and footer strips.

Artboards 18–20

COLORWAYS

Match the wordmark to its background. Keep both words legible at the final size.



01 / LIGHT FIELD

Primary halftone master



02 / DARK FIELD

Horizontal reverse · Artboard 15



03 / ONE-COLOR BLACK

Horizontal black · Artboard 16



04 / ONE-COLOR WHITE

Horizontal white · Artboard 17

PHOTO BACKGROUNDS

If a busy image crosses the lettering, give the signature a solid white or black field and preserve its clear space.

CLEAR SPACE

Keep one wordmark cap height clear on every side of the primary signature.

01 / PRIMARY BOUNDARY



Measure from the outermost visible artwork, including the tip of the X. Keep text, trim edges and partner marks outside the tinted area.

02 / PARTNER BOUNDARY



For a symbol alone, derive X from the stacked signature at the same symbol scale.

REDUCTION

Use final-size proofs to decide when to switch to a simpler signature.

PRINT TEST STRIP / ACTUAL WIDTH AT 100%



3 IN



2 IN



1.3 IN

01 / FULL COLOR

Inspect the halftone at output size. If the dots fill in or either word loses definition, switch to a supplied one-color version.

02 / NARROW SLOT

The running footer uses the black horizontal file at 1.3 inches wide. For digital use, inspect the exported asset at its displayed pixel width.



PRODUCTION NOTE

These samples are comparison sizes. The print process, stock and screen resolution determine the smallest usable size.

INCORRECT USAGE

Keep the supplied proportions, lettering and color treatment intact.



01 / ROTATION

Keep the signature level.



02 / DISTORTION

Scale both axes together.



03 / RETYPED NAME

Place the original artwork.

04 / CONTRAST ON DARK BACKGROUNDS



AVOID

The black wordmark loses contrast against this dark field.

USE

Choose the horizontal reverse with white lettering (artboard 15).

OTHER ALTERATIONS

Preserve the original halftone and gradient. Avoid added outlines, drop shadows, substituted colors and rearranged wordmark elements.

BRAND COLORS

Black and white carry the corporate layout. The signature holds the saturated color.



BLACK

#000000 RGB 0 / 0 / 0



WHITE

#FFFFFF RGB 255 / 255 / 255

SIGNATURE GRADIENT / SOURCE COLOR STOPS



Yellow

#FFF100

255 / 241 / 0

Red

#E61745

230 / 23 / 69

Indigo

#2C2E83

44 / 46 / 131

Black

#000000

0 / 0 / 0

PRINT PRODUCTION

HEX and RGB values describe screen color. Use the supplied vector and the printer's output profile for conversion. Proof the dark stops and halftone on the final stock.

FOIL FINISH

A pale reflective accent recalls a foil trading card without competing with the signature.



01 / FOIL SURFACE

Reserve the finish for an edge, a diagonal cut or a divider. Keep body copy on a solid field.

02 / DIVIDER AT ACTUAL SIZE

The interior divider is 3 pt high. Its pastel sequence is separate from the logo’s yellow, red, indigo and black gradient.

For metallic foil stamping, provide a separate vector plate and confirm line limits with the printer.

TYPOGRAPHY

Use the specimens below to reproduce the hierarchy of this guide.

INDEX NUMERALS

01

GOTHAM ULTRA ITALIC

29 pt for numbered rows. Align the index to the left edge of the list.

SECTION TITLES

LOGO FAMILY

Poppins Bold / 32 pt / All caps

BODY COPY

Bring your binder to the trade floor.

Poppins Regular / 11 pt with 14 pt leading

ADDITIONAL APPROVED DISPLAY FACE

Gotham Ultra (upright) is approved for short display headlines.

EVENT APPLICATION

Set venue and date in live type beneath the event name.

COLLECTORS EXPO

LOS ANGELES

Fairplex / January 16–17, 2027

01 / EVENT ANNOUNCEMENT

The signature establishes the event brand first. City, venue and date follow in reading order. Repeat these details as live text on digital placements.

FINAL-SIZE CHECK

Review the smallest intended placement. Check both words in the logo, all date numerals and the contrast of the venue line.

PARTNER PLACEMENT

Give each brand its own clear space and align the pair by visual weight.



01 / EXAMPLE WITH PARENT BRAND

01 SPACING

Reserve at least one X outside the Collectors Expo artwork. Honor a larger partner clear-space requirement when applicable.

02 ALIGNMENT

Center marks on a common optical axis. Compare visible artwork after removing empty artboard margins.

Use an approved partner asset and proof the lockup on its final background.

BRAND SUPPORT

Send artwork questions and requests for updated assets to the Impulse Universe design team.

BEFORE RELEASE

01 Confirm the source file and the colorway for the background.

02 Check clear space, proportions and halftone detail at output size.

03 Verify dates, venue names and the intended print or screen color profile.

ASSETS & APPROVALS

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