



BRAND STANDARDS
2024

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Introduction

To all Slate360 staff:

In order to create the best brand recognition for Slate360, it is vital to create sales, marketing, social media and even internal materials with a **consistent look and message** that will be recognized by those who come in contact with the company.

With that in mind, we are releasing this set of brand standards that are to govern all materials designed, created, and distributed for Slate360. These standards are meant to be a guide for design. They are not intended to hinder creativity, but rather to provide a consistent structure for Slate360's brand identity. There may be exceptions to the rules outlined in this document as different promotional pieces are being created. Needs can be assessed on a case-by-case basis as long as the overall look and feel retains Slate360's brand identity. Modifications can be made to the standards as the Slate360 brand evolves.

The Creative Alliance is available to answer any questions you may have or offer guidance as you implement these standards.

Please contact Jill Goodwin at 970-310-5974 or email her at jgoodwin@slate360inc.com with any questions.



Brand Messaging

CORE VALUES

We are a respected firm.

We hire and work with great people.

We seek out the unique approach.

We strive for a fun and supportive environment.

I want to be there!

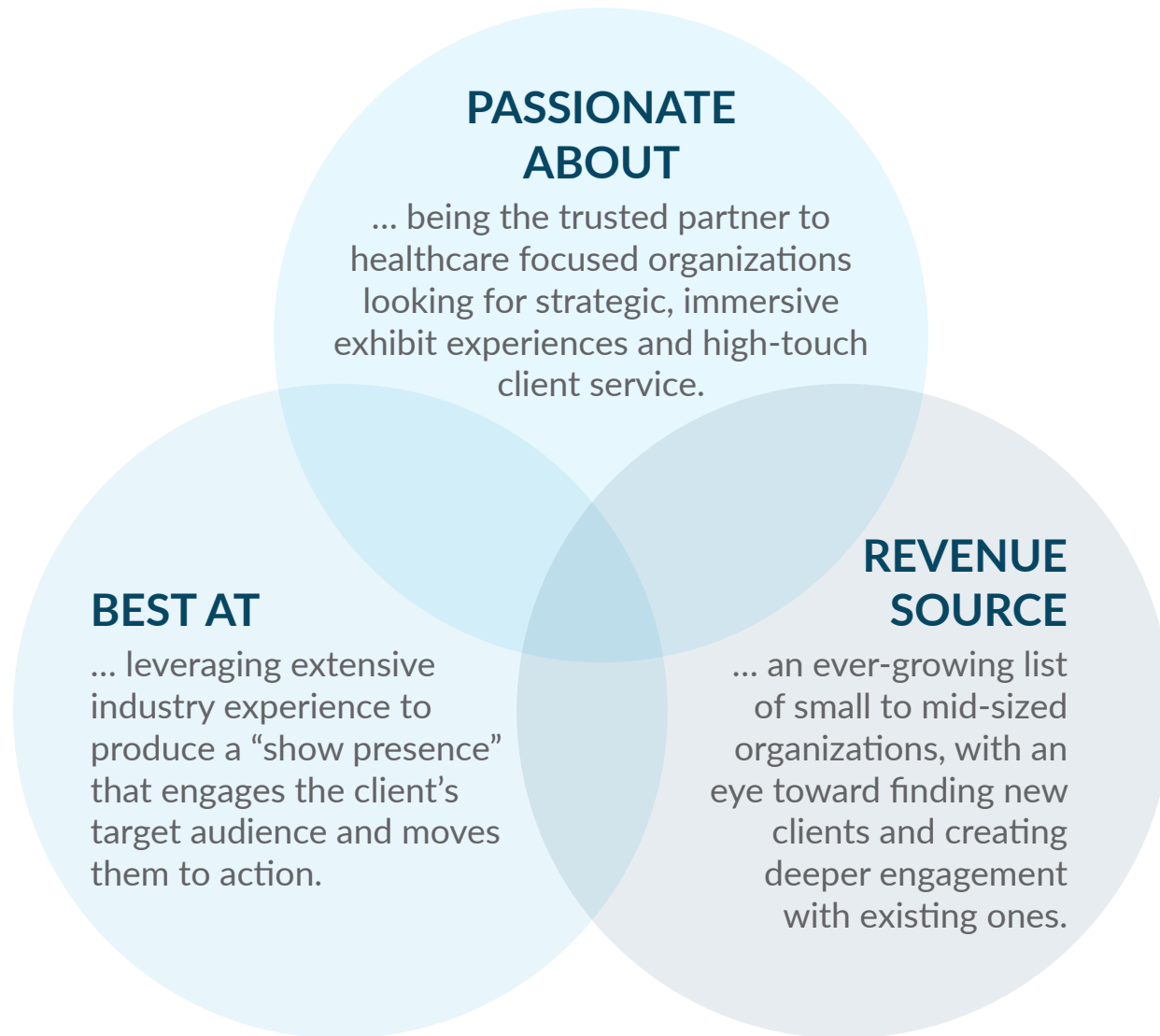
Brand Messaging

BRAND PROFILE

professional
nuanced compliance healthcare behavior change
extension of client's team relationships
analytics **passionate** relatable
client-centric value rebel/renege spirit
immersive experiences
team chemistry **trusted partner**
agile confident attentive
brand interactions fun **people**
flawless execution experienced camaraderie
experiential marketing

Brand Messaging

TARGET AUDIENCE



Brand Messaging

COMPANY NAME USAGE

Whenever possible, the Slate360 logo should be used. However, due to formatting issues, the logo should not be integrated within text.

Whenever the Slate360 logo cannot be used, Slate360 should be written with an initial capital letter and as all one word.

Examples include letters referencing Slate360 in the body of the letter, contracts that reference Slate360 in the copy, and emails talking about the company.

OTHER USES OF SLATE360

Slate360 should be used as all lowercase letters when referencing the Web URL: www.slate360inc.com

Slate360 should be used as all lowercase letters when referencing an email address: jgoodwin@slate360inc.com

Brand Messaging

UNIQUE VALUE PROPOSITION (UVP)

Slate360 is an agile company that's passionate about client success. With all the experience and none of the corporate layers, red tape, and product sales quotas of larger exhibit companies, Slate360 works as an extension of a client's marketing team to craft unique, engaging experiences from scratch—never from a stale, standard template.

Not a provider but a partner, Slate360 produces innovative, immersive exhibit strategies developed by business-savvy industry veterans and tailored to enhance an organization's current marketing efforts and generate measurable progress toward identified goals. Exhibitors also benefit from pre-show marketing and onsite execution assistance, comprehensive engagement metrics tracking, and thoughtful post-event analysis.

In an industry full of cookie-cutter companies, Slate360's energizing blend of renegade spirit and polished professionalism produces memorable interactions that activate target audiences and deliver remarkable results.

Brand Messaging

ELEVATOR PITCH



“Slate360 is an agile firm with a team of healthcare industry experts that deliver big results. Passionate about client success, we unleash unique, engaging experiences that grab the attention of decision-makers. From fresh creative to white-glove service, everything we do is tailored to our client’s needs and business objectives.”

Slate360 is an **agile firm** with a team of **healthcare industry experts** that **deliver big results**. **Passionate about client success**, we unleash **unique, engaging experiences** that grab the attention of decision-makers. From **fresh creative** to **white-glove service**, everything we do is **tailored to our client’s needs and business objectives**.

Brand Messaging

BRAND VOICE

Intelligent yet conversational

Engaging

Enthusiastic

Confident

Humble

Brand Messaging

MESSAGING CONCEPTS AND PHRASES

1. Agility is everything
2. Making healthcare exhibits meaningful
3. Big Show. Small Show. Your Show.
4. Unrivalled expertise in crafting memorable experiences
5. We're about people, not processes.
6. The most respected [skilled, knowledgeable, successful, trusted...] healthcare event marketing firm you've never heard of
7. Attendee experiences that drive meaningful engagement
8. Great results and fun working relationships aren't mutually exclusive
9. Where renegade spirit powers exceptional experiences
10. Your goals + our guidance = remarkable results
11. The subtle art of shaping attendee behavior
12. Expectations are high. Trust the firm that can help you exceed them.
13. Big shows generate big stress. We've been there. We'll be there.
14. From aesthetics to analytics
15. The game is the same, but we're changing the rules
16. Brand engagement... reimagined
17. Your success is the only measure of ours.
18. Wherever your company is on its journey, we're here for you.
19. Ask us what we mean by "product agnostic."
20. Business goals beyond the bells and whistles
21. From the big (business) picture to the smallest (trade show) details
22. Immersive Live Event Experts

Identity Logo: Overview

SLATE360 LOGO STANDARDS

1. The Slate360 logo includes the words Slate360, a degree symbol and a circular “mark.”
2. The circular mark and logo type should always maintain the same size relationship. It should not change for different applications.
3. When using the logo please do not change the logo shape, size, proportion (squish or stretch) or recolor.
4. Use the correct logo for the proper application. Using the incorrect logo could result in color shifts and poor output quality. If in doubt, use the CMYK EPS file.
5. All new materials should properly utilize the logo (seen on this page), or an alternative logo option outlined in this document.

Correct Example:



Try to maintain open space around the logo, by using the lowercase l from the logo as a guide. See above.

Identity Logo: Primary Logo

SLATE360 PRIMARY LOGO

1. This primary logo should be able to be utilized on approximately 80% of applications. These logos are for print and web applications.
2. Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the JPG, PNG or GIF files should be used.
3. Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, JPG, PNG and GIF logos have been included to provide more flexibility.

Color – CMYK and Pantone (for Print)



Slate_FinalLogo_CMYK.eps



Slate_FinalLogo_CMYK.tif



Slate_FinalLogo_Pantone.eps

RGB (for the Web, E-mail and Microsoft Office)



Slate_FinalLogo_RGB_300dpi.jpg



Slate_FinalLogo_RGB_300dpi.png



Slate_FinalLogo_RGB_300dpi.gif

Identity Logo: Reversed Logo

SLATE360 REVERSED LOGO

1. The reversed logo has been provided for use on materials with a dark background such as dark blue or black, to ensure that the Slate360 logo can be easily read and recognized. These logos are for print and web applications.
2. Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the JPG, PNG or GIF files should be used.
3. Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, JPG, PNG and GIF logos have been included to provide more flexibility.

Color – CMYK and Pantone (for Print)



Slate_RevLogo_CMYK.eps



Slate_RevLogo_CMYK.tif



Slate_RevLogo_Pantone.eps

RGB (for the Web, E-mail and Microsoft Office)



Slate_RevLogo_RGB_300dpi.jpg



Slate_RevLogo_RGB_300dpi.png



Slate_RevLogo_RGB_300dpi.gif

Identity Logo: One Color Reversed Logo

1-COLOR REVERSED LOGO

1. The reversed logo has been provided for use on materials with a dark background such as dark blue or black, where a single color logo is needed, to ensure that the Slate360 logo can be easily read and recognized. These logos are for print and web applications.
2. Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice. If the file is to be used for on-screen applications, such as Web or e-mail, the JPG, PNG or GIF files should be used.
3. Be sure to use an appropriate logo size. For maximum quality, the logo should be scaled down if necessary, but not scaled up (except for the EPS file, which can be scaled to any size without loss of quality).

Due to file distortion when scaling graphics in some programs, three sizes for all TIFF, JPG, PNG and GIF logos have been included to provide more flexibility.

1-Color – CMYK and Pantone (for Print)



Slate_RevLogo_CMYK.eps



Slate_RevLogo_CMYK.tif



Slate_RevLogo_Pantone.eps

RGB (for the Web, E-mail and Microsoft Office)



Slate_RevLogo_RGB_300dpi.jpg



Slate_RevLogo_RGB_300dpi.png



Slate_RevLogo_RGB_300dpi.gif

Identity Logo: Black Logo

SLATE360 BLACK LOGO

1. The black logo has been provided for use on materials with a light background where a single color logo is needed, to ensure that the Slate360 logo can be easily read and recognized. These logos are for print applications.
2. Each logo has been provided in multiple formats for different applications. The EPS file should be used in almost all instances where the logo is to appear in print. If for some reason an EPS file is not acceptable, the TIFF file is the second choice.
3. Be sure to use an appropriate logo size. The EPS file can be scaled proportionally to any size without loss of quality.

1-Color – Pantone (for Print)



Slate_BlackLogo_Pantone.eps

Slate_BlackLogo_Pantone.tif

1-Color with Screen – Pantone (for Print)



Slate_BlackScreenLogo_Pantone.eps

Slate_BlackScreenLogo_Pantone.tif

Identity Logo: Logo Misuse

SLATE360 LOGO MISUSE

The logo should never be altered, recreated or manipulated. Here are examples of inappropriate logo use:

1. Do not alter spacing of logo elements.
2. Do not alter the colors of logotype and the circle icon.
3. Do not rotate the logo.
4. Do not use the logo smaller than 1.5" wide.
5. Do not change the logotype into another font.
6. Do not change the size of logo elements.
7. Do not change the logo into another color other than what is in this guide.
8. Do not alter the logotype configuration.
9. Do not distort logomark elements.

Check with the brand manager if you have any questions about the logo.

1.



2.



3.



4.



5.



6.



7.



8.



9.



Identity Logo: Logo Misuse

SLATE360 LOGO MISUSE

The logo should be the star and should not be competing with other elements on the page. Here are examples of inappropriate logo use:

1. Do not put the logo on a pattern.
2. Do not put the logo on a photo, unless it's an approved template, see page 35 for examples.
3. Do not put the logo on a low contrast background.

Check with the brand manager if you have any questions about logo usage.

1.



2.



3.



Font Standards

SLATE360 FONT STANDARDS

The Slate360 fonts are Lato and Arial. To maintain a consistent look for all Slate360 materials, only these font families should be used.

Check with the brand manager if you have any questions about font usage.

1. The various Lato and Arial typefaces are used to help create a distinctive element, such as a callout or quote.
2. Whatever sizes are used, the headline should always be the largest, followed by testimonials/quotes, subheads and then body copy.
3. The bar graphic is used left aligned above headlines.
4. The Lato font family is available here: <https://fonts.google.com/specimen/Lato>
5. Be aware that it can be illegal to improperly distribute fonts.

Fonts: Lato Arial

Layout Example:

Slate360: Not Your Typical Event Marketing Firm

Every company has an “elevator pitch” that encapsulates who they are and what they do in a few sentences. Team members practice giving it as if it came to them on the spot. But you know better, so we’ll share ours as drafted:

Our team of seasoned healthcare industry pros crafts unique, immersive exhibit experiences that attract attendees and create lasting impressions of clients and their offerings. We work as an extension of a client’s team to streamline strategy development, execution, and analytics and to ensure an onsite or virtual trade show presence furthers their marketing objectives.

There’s a lot to unpack there! But in essence, we offer much more than traditional tradeshow companies. We collaborate with your team to identify your goals and develop a plan for achieving them. Then we leverage our extensive expertise and wide array of capabilities to craft immersive experiences that move your audience to action, tracking their evolution from mildly interested to deeply engaged along the way.

Lato Bold

Arial Regular

Lato Regular

Arial Regular

Font Standards

SLATE360 FONT STANDARDS

Whatever font sizes are used, the headline should always be the largest, followed by testimonials/quotes, subheads and then body copy.

Lato Regular in a larger size and accent color can be used to help create a distinctive element, such as a callout or quote.

When using the bar graphic element it should be left aligned only above headlines.



Identity Colors: Logo Color Standards

SLATE360 PRIMARY COLORS

1. The Slate360 primary logo color palette consists of the colors shown to the right.
2. Because colors are rendered differently on PC/Mac monitors, desktop printers, software programs, etc., the colors assigned here will vary slightly depending on the final output.
3. Please use the values listed to the right consistently in all materials. Do not alter the color values.
4. The bright blue primary color is only for the logo, as it does not meet accessibility standards for digital applications. The accent colors on page 18 can be used for other applications, including digital.

CMYK Build

For print applications that are 4-color.

C87 / M0 / Y0 / K0

C100 / M72 / Y43 / K22

RGB

For website, e-mail or digital applications only. Never use these for print!

R0 / G181 / B241

R1 / G71 / B100

Web Hexadecimal

For website or e-mail applications only. Never use these for print!

#00B5F1

#014764

Pantone

For apparel or print applications.

PANTONE 298

PANTONE 3025

Color Standards: Accent Colors

SLATE360 SECONDARY COLORS

The Slate360 accent color palette consists of the colors shown to the right. These colors are used as accents to compliment the primary color palette. The blues listed here are different from the primary colors used in the logo.

Check with the brand manager if you have any questions about font usage.

1. Because colors are rendered differently on PC/Mac monitors, desktop printers, software programs, etc., the colors assigned here will vary slightly depending on the final output.
2. Please use the values listed to the right consistently in materials. Do not alter the color values.
3. These accent colors are meant to be utilized sparingly. In order to strengthen the brand, the available color options had to be minimized. These colors are to be used to provide some relief and visual variety in a document or design.

CMYK Build

For print applications that are 4-color.

C6 / M0 / Y1 / K0

C74 / M22 / Y2 / K0

C42 / M100 / Y48 / K34

C95 / M82 / Y51 / K65

C10 / M8 / Y8 / K0

C100 / M89 / Y23 / K8

C41 / M91 / Y76 / K63

RGB

For website, e-mail or digital applications only. Never use these for print!

R235 / G247 / B252

R31 / G159 / B214

R115 / G15 / B67

R0 / G23 / B47

R225 / G225 / B225

R17 / G57 / B125

R82 / G10 / B20

Web Hexadecimal

For website or e-mail applications only. Never use these for print!

#EBF7FC

#1F9FD6

#730F43

#00172F

#E1E1E1

#11397D

#520A14

Color Standards: Accent Colors

SLATE360 SECONDARY COLORS

The accent colors are to be used to provide some relief and visual variety in a document or design. Use the accent colors sparingly.

The accent colors work well as photo backgrounds, like the team page on the website and in the presentation.

Subheads in a single accent color throughout a document can help provide distinction and create hierarchy.

The accent colors can work together to draw attention to important data points.

Meet the Slate360 Team

Today, our experiential marketing firm consists of a handpicked group of professionals committed to providing outstanding organizations with the assistance they need to reach immediate benefits from traditional and specialty event investments. Learn more about how we're different from "leading" exhibit houses below. Or [contact us](#) to talk about your needs and our solutions.

Kristen Alberts
Principal, Global Strategic Partnerships

Steve Barch
Director, Strategic Operations

Deb Costa
Director, Strategic Accounts

Susan Dias
Director, Event Services Operations

Barbara Creighton
Director, Strategic Accounts

Shawn Donnelly
President, Global Corporate Development

Stuart Falcon
Field Supervisor

Meg Fensh
Event Services & Operations Coordinator

David Fortunato
Senior Vice President, Corporate Development & Strategy

Susan Gimvala
Senior Director, Client Services

Jill Goodwin
Senior Director, Marketing & Brand Strategy

Tony Helfman
Senior Vice President, Operations

Kelley Horlby
Event Services & Operations Coordinator

Jennifer Jamison
Event Services & Operations Coordinator

Pam Laferriere
President

Milton Meekins
Senior Manager, Strategic Accounts

Pierre Pollane
Director, Strategic Accounts

Danielle Reeves
Senior Director, Client Services

Sarah Schweitzer
Vice President, Client Services

Bryon Thompson
Director, Creative Services

Shelia Ward
Senior Manager, Strategic Accounts

Slate360
Your Goals • Our Guidance • Remarkable Results

[Let's Talk](#)

[Solutions](#) [Our Work](#) [About Us](#) [News](#) [Careers](#)

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Data Overview

Henit Occumqui
Accepsumt que es et late possus dolorem quidion nossumqui volut omni officatur.

Eset late possus dolorem quidion nossumqui volut omni officatur.

+47%
Henit occumqui acecipque es et late possus dolorem.

1.4m
Henit occumqui acecipque es et late possus dolorem.

91%
Qui conet quo verna arum

82%
Um qui il et expere reius

74%
Atmin in porro quo is quia

Your Core Team

Kristen Alberts
Principal, Global Strategic Partnerships

Shawn Donnelly
Principal, Global Corporate Development

Pam Laferriere
President

slate360°

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Color Standards: Accessibility Color Standards

ACCESSIBILITY

1. The bright blue primary color is only for the logo, as it does not meet accessibility standards for digital applications. The accent colors on page 18 can be used for other applications, including digital.
2. Use the JPG, PNG and GIF logo files for digital applications.
3. Use the bright blue accent color options for all digital applications.
4. Do not use the bright blue primary color options for type or buttons in digital applications.

Do



Don't

Headline Goes Here

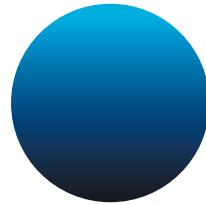
Button Text

Color Standards: Gradients

GRADIENTS

1. Use the specified color combinations for gradients.
2. Use gradients only in digital applications.
3. Use gradients sparingly, so as not to be distracting, but rather an accent of color to create visual interest.
4. Use gradients in solid shapes with reversed type to call out data points, headlines, subheads and other text elements with minimal copy.
5. Use a gradient with a photo overlay.
6. Do not apply gradients to type.
7. See pages 28-32 for additional examples and ideas on how to use gradients.
8. Check with the brand manager if you have any questions about gradient usage.

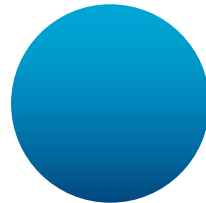
Color Breakdowns



R0 / G181 / B241

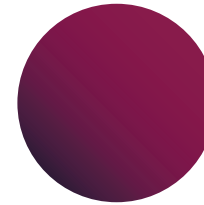
R17 / G57 / B125

R0 / G23 / B47



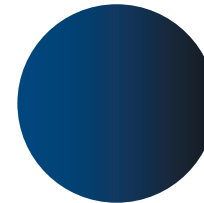
R0 / G181 / B241

R17 / G57 / B125



R1 / G181 / B242

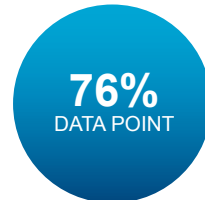
R0 / G23 / B47



R17 / G57 / B125

R0 / G23 / B47

Do



Don't

Headline Goes Here

Graphic Elements

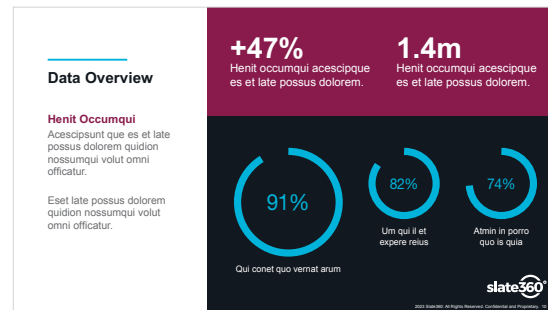
CIRCLE USAGE

Use the templates provided with circles that are used in a variety of ways.

Check with the brand manager if you have any questions about circle usage.

1. Use circles in solid shapes with reversed type to call out data points, headlines, subheads and other text elements with minimal copy.
2. Use a circle with a photo overlay.
3. Use circles sparingly, so as not to be distracting, but rather to create visual interest.
4. See pages 28-32 for additional examples and ideas on how to use circles.
5. Don't use circles in patterns or as backgrounds.

Do



Don't



Photography

PHOTO USAGE

We want to create an enthusiastic and confident personality for engaging users visually through the use of photography that captures the event experience and process as they are created. The photography style should be colorful and inviting.

A human element integrated within the photos is important for capturing the personal connection with Slate360. However, if taking a photo in a public space try not to show strangers faces or likenesses, by keeping photos anonymous we can use them for other tactics.

Check with the brand manager if you have any questions about photo usage.

We ask for photos in these categories:

- Headshot (for LinkedIn and the Website)
- Booth Photos for Clients
- Generic Show Floor / Event Photos
- City Photos (for LinkedIn)
- Team / Employee Engagement Photos

Employee Headshots:

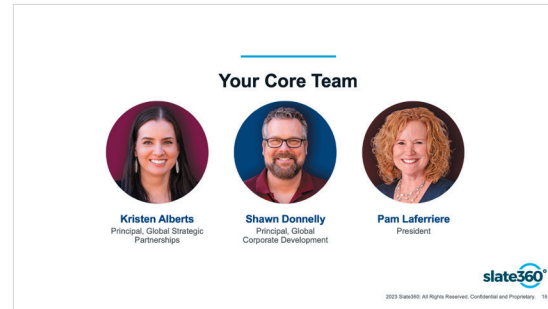
Use with accent color backgrounds in circles for print and digital applications.

Onsite Client and Generic Show:

Remove client logos before sharing or using in applications for external distribution.

Do

Use accent color backgrounds in team photo circles for print and digital applications.



Client logos removed when using photos in applications for external distribution.



Don't

Don't use photos with client logos when using photos in applications for external distribution.



Don't use filters on photos, don't use greyscale, don't put patterns on images.



Stationary

SLATE360 - LETTERHEAD

1. Editable files for the letterhead design have been provided as a packaged folder for printing, when the time comes to order new letterhead.
2. A Word doc template with page numbers has also been provided for electronic use.



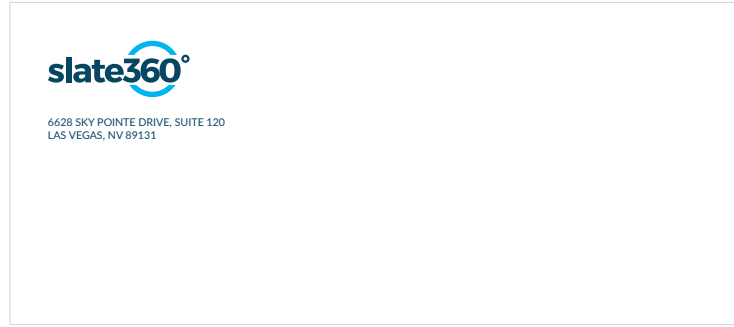
slate360inc.com

Stationary

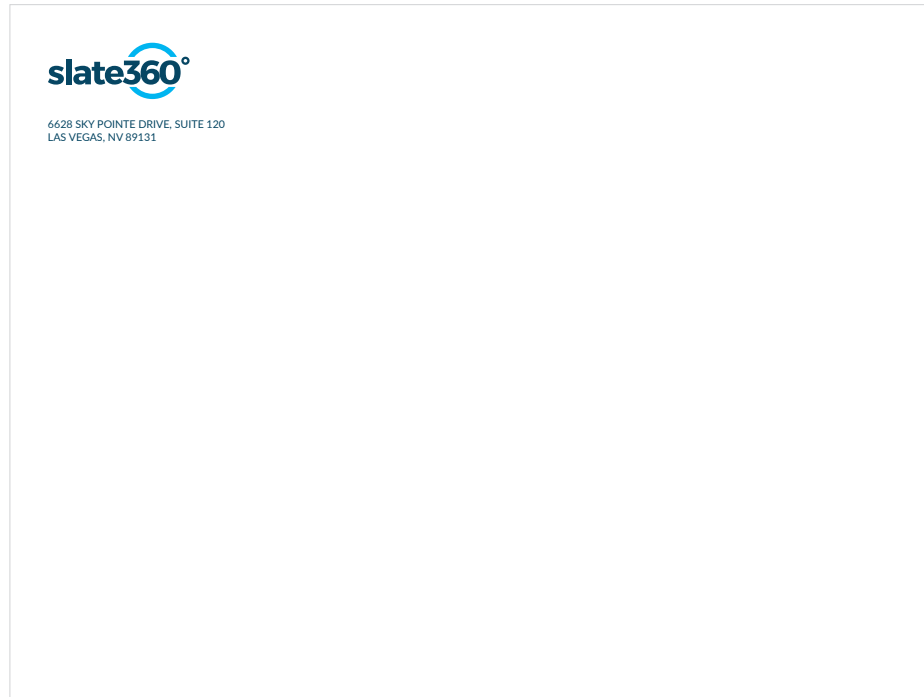
SLATE360 - ENVELOPES

1. Editable files for the envelope designs have been provided as a packaged folder to utilize, when the time comes to order new envelopes.

#10



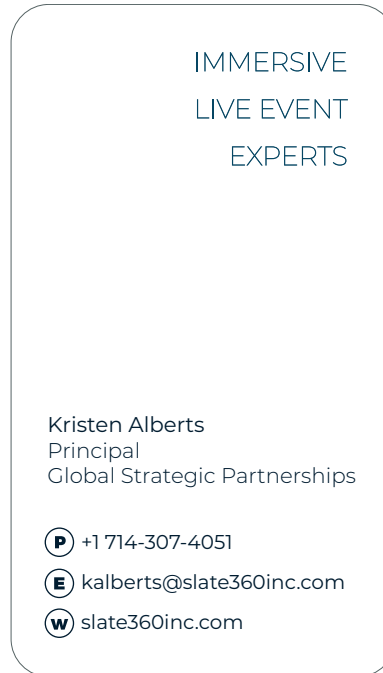
9 x 12



Stationary

SLATE360 - BUSINESS CARDS

1. Editable files for the card design have been provided as a packaged folder. You have the choice of which version you'd like to utilize, but one of the two versions should be used when the time comes to order new business cards.
2. When updating one of these designs with your information, be sure to maintain spacing and formatting as shown.



Email Signature

SLATE360 - EMAIL SIGNATURE

Editable files for the design has been provided as a packaged folder.

This design should be utilized consistently, as soon as possible.

When updating these with your information, be sure to maintain spacing and formatting as provided in the template.

If copy/paste does not provide accurate results within the email client, the font and color specs have also been provided for each option.

Check with the brand manager if you have any questions about the email signature usage.

Standard Template

Jill Goodwin

Senior Director, Marketing
& Brand Strategy

(Arial Bold 12 pt, R31 / G159 / B214 or #1f9fd6)

(Arial Regular 12 pt, R102 / G102 / B102 or #666666)

Slate360

Direct: 970-310-5974

slate360inc.com

(Arial Bold 12 pt, R31 / G159 / B214 or #1f9fd6)

(Arial Regular 12 pt, R102 / G102 / B102 or #666666)

(Arial Regular 12 pt, R31 / G159 / B214 or #1f9fd6)

Dark Mode Template

Jill Goodwin

Senior Director, Marketing
& Brand Strategy

(Arial Bold 12 pt, R31 / G159 / B214 or #1f9fd6)

(Arial Regular 12 pt, R255 / G255 / B255 or #ffffff)

Slate360

Direct: 970-310-5974

slate360inc.com

(Arial Bold 12 pt, R31 / G159 / B214 or #1f9fd6)

(Arial Regular 12 pt, R255 / G255 / B255 or #ffffff)

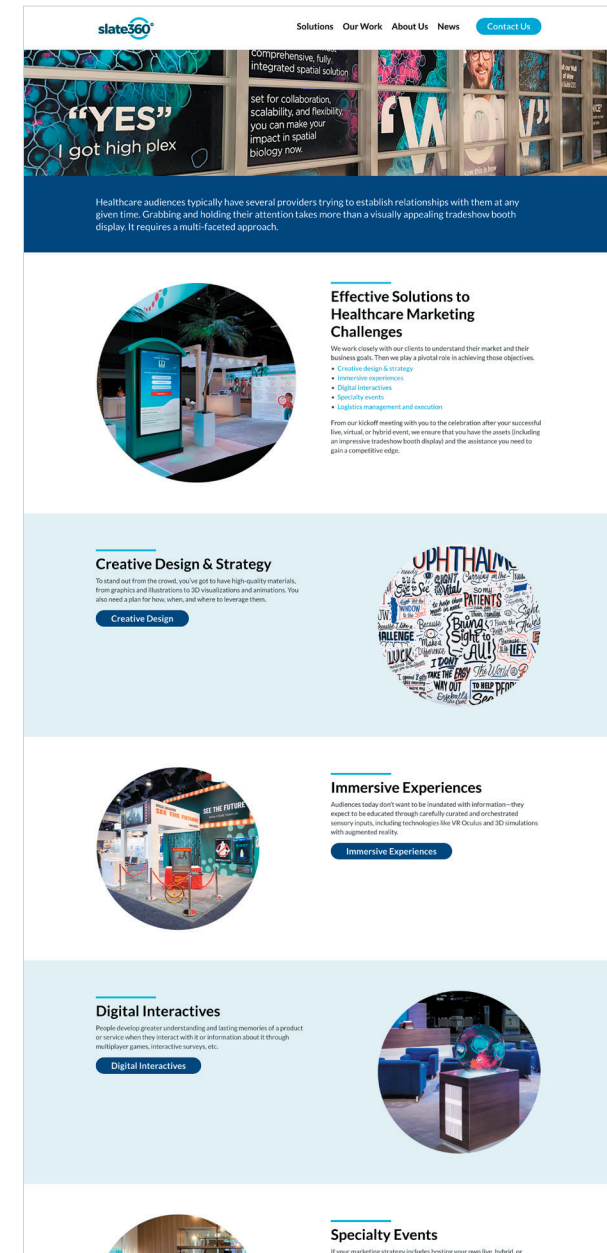
(Arial Regular 12 pt, R255 / G255 / B255 or #ffffff)

Website

SLATE360 - WEBSITE

The website (<https://slate360inc.com/>) is Slate360's primary outward facing brand and marketing vehicle.

It's the primary resource for examples on the applied brand standards.



slate360

Solutions Our Work About Us News Contact Us

Mutually Beneficial Association Relationships

Problem

Make the Match is a unique collaboration between our client and a major ophthalmology society foundation to raise funds for a program that provides critical sight-restoring cataract surgery to Asian-Americans who cannot afford the procedure. In this engagement, the "problem" was more an opportunity to expand the reach of this incredible initiative.

Solution

The success of Make the Match hinged on encouraging individual society members to make personal contributions to "earn" our client's matching grant. We found creative, cost-effective ways to help our client inspire and motivate these donors, while expressing their commitment to expanding patient care.

Results

Slate360's support for this program helped produce record-breaking results, including a huge boost in client brand recognition at one of the industry's largest trade shows.

#GiveSight

oaeie

\$417,653 Raised

1,671+ Patients Helped

5 Years

"People are moved by the goals and outcomes of this amazing program when they learn about it. The key is getting their attention. Slate360 was instrumental in helping us do that."

#MakeTheMatch

Highlighting a Universal Concern

The show presence we developed touched the hearts and minds of show attendees (physicians and practice administrators), who recognized how life-changing cataract surgery can be for patients in need.

Physicians and Industry Working Together

In each year of the program, contributions from association members to make the match increased - with their generosity doubled and continuing to grow, the program demonstrated the power of the partnership between the major stakeholders in ophthalmology to address a key gap in eye care.

Compliance to Collections

Slate360's role covered the spectrum, from legal and regulatory compliance, to concepts and design execution, to backend donation processing.

Slate360

Your Goals + Our Guidance = Remarkable Results

Let's Talk

Solutions Our Work About Us News Careers

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Solutions Our Work About Us News Contact Us

Slate360 was founded by industry experts who knew from experience that existing exhibit houses were using formulaic processes and that there was a better way to prepare for, connect with audiences at, and follow-up on events.

Meet the Slate360 Team

Today, our experiential marketing firm consists of a handpicked group of professionals committed to providing outstanding organizations with the assistance they need to reap tremendous benefits from trade shows and specialty event investments. Learn more about how we're different from "boiling" exhibit houses below. Or contact us to talk about your needs and our solutions.

Kristen Alberts

Principal, Global Strategic Partnerships

Steve Barch

Director, Strategic Operations

Deb Costa

Director, Strategic Accounts

Susan Dias

Director, Event Services Operations

Barbara Creighton

Director, Strategic Accounts

Shawn Donnelly

Principal, Global Corporate Development

Stuart Falcon

Field Supervisor

Meg Fomash

Event Services & Operations Coordinator

David Fortunato

Senior Vice President, Corporate Development & Strategy

Susan Givwala

Senior Director, Client Services

Jill Goodwin

Senior Director, Marketing & Brand Strategy

Tony Hoffman

Senior Vice President, Operations

Kelley Herlihy

Event Services & Operations Coordinator

Jennifer Jameson

Event Services & Operations Coordinator

Pam Laferriere

President

Milton Meekins

Senior Manager, Strategic Accounts

Pierre Pollane

Director, Strategic Accounts

Danielle Reeves

Senior Director, Client Services

Sarah Schweitzer

Vice President, Client Services

Bryon Thompson

Director, Creative Services

Sheila Ward

Senior Manager, Strategic Accounts

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Brand Standards

33

Presentation

SLATE360 - PRESENTATION

The presentation templates can be utilized for both internal and external communications.

The standard template is branded with Slate360 only.

There is also a co-branded template that includes areas for client logo placement in conjunction with Slate360 branding.

Check with the brand manager if you have any questions about the presentations templates usage.

Existing presentation templates should be used for any new slide creation in lieu of creating new slides from scratch.



**Your Goals + Our Guidance
= Remarkable Results**

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Presentation: Slate360 Template

slate360°

**Your Goals + Our Guidance
= Remarkable Results**

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**76%
DATA POINT**

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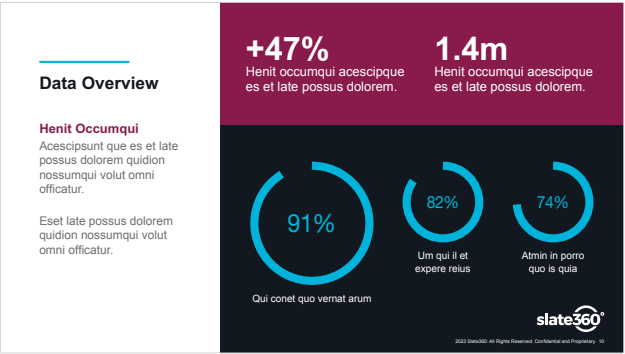


Our Latest Work

**76%
DATA POINT**



Presentation: Slate360 Template



Your Core Team

Kristen Alberts
Principal, Global Strategic Partnerships

Shawn Donnelly
Principal, Global Corporate Development

Pam Laferriere
President

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Show Management

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Show Management

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Show Management

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Brand Standards

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Effective Solutions to Healthcare Marketing Challenges

We work closely with our clients to understand their market and their business goals. Then we play a pivotal role in achieving those objectives.

From our kickoff meeting with you to the celebration after your successful live, virtual, or hybrid event, we ensure that you have the assets (including an impressive tradeshow booth display) and the assistance you need to gain a competitive edge.



Creative Design & Strategy



To stand out from the crowd, you've got to have high-quality materials, from graphics and illustrations to 3D visualizations and animations. You also need a plan for how, when, and where to leverage them.

Immersive Experiences



Audiences today don't want to be inundated with information—they expect to be educated through carefully curated and orchestrated sensory inputs, including technologies like VR Oculus and 3D simulations with augmented reality.

Digital Interactives



People develop greater understanding and lasting memories of a product or service when they interact with it or information about it through multiplayer games, interactive surveys, etc.

Specialty Events



If your marketing strategy includes hosting your own live, hybrid, or virtual events, we can help you plan and conduct them, including everything from designing invitations to performing post-event metrics analysis.

Logistics Management & Execution



Getting resources to and from events, ensuring that the booth's appearance and functionality are as planned, and confirming that any other equipment or materials for engaging with attendees are prepared is essential to success.

Take the First Step, Contact Us at [slate360inc.com](https://www.slate360inc.com).

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Social Media: Company Posts

LINKEDIN

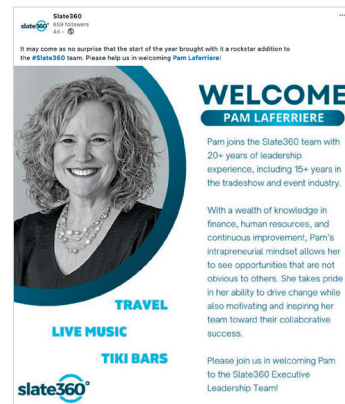
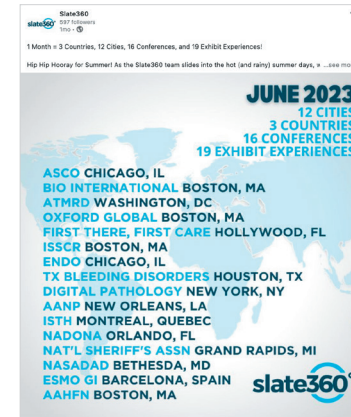
LinkedIn is a powerful platform for promoting Slate360. We get the most benefit from LinkedIn when team members leverage it strategically, in a consistent way, and following the guidelines we've developed.

In particular, we want our LinkedIn presence to have a “we” (rather than “I”) focus. The platform provides an excellent opportunity to build our brand, share insights about our culture, celebrate employees, and differentiate ourselves from competitors. And we can do all that while also bringing positive attention to clients.

Keep in mind that we leverage LinkedIn differently than other companies in important ways. For example, we don't use show-based hashtags, instead opting to include the show name in visuals. This saves time and avoids “compliance” issues, as we don't have to research each show's unique hashtag rules and regulations. Also, our posts are focused on supporting clients rather than promoting shows, and we make it clear that we're in healthcare but not aligned with a particular disease or therapeutic area.

Read on for specific guidelines on company and personal posts.

Examples



Social Media: Personal Posts

LINKEDIN CONTENT, LINKS AND HASHTAGS

If you post Slate360 content on your personal accounts please respect the guidelines when referencing Slate360 or Slate360 work. Our goal is to celebrate our success and share our brand, while also mitigating the risk of sharing content we do not have approval to share. This includes images of client booths, use of client names, use of association terminology, and appearing to be experts on a topic without appropriate references. The best way to manage these grey areas is to adhere to the parameters outlined below. If you have any questions on if content is approved, please reach out to the brand manager.

When sharing company page content on your personal page, DO:

- Use #Slate360 and the other hashtags from the company post.
- Include the full company post: copy and image.
- Celebrate/welcome new hires.

On your personal profile, DO:

- List Slate360 as your current role with your approved title.
- Connect with Jill so you can be notified of company page posts.

Do

Jill Goodwin
Senior Director, Strategic Programs

I'm proud to support one of my key clients this week at the International Society on Thrombosis and Haemostasis Congress. If you'd like to learn more about how I can help support you at medical congresses worldwide, please message me on LinkedIn.

#Slate360
#immersivexperience
#liveevents
#exhibitor
#tradeshows
#thoughtpartner

Slate360
601 followers
3mo · 🌐

You've Got Mail and it's a Postcard From Chicago!

We kicked off June supporting several clients at one of our biggest shows of the year, ASCO in Chicago. With several client experiences to install and support, a large portion of the team spent the week inside McCormick Place to ensure everything was a success. After all, there's a lot on the line when you are helping to support the world's leading professional organization for physicians and oncology professionals that care for people with cancer. And we could not be more proud of our team, and our clients, for their efforts.

Where in the world will you find us next? Stay Tuned!

#Slate360
#immersivexperience
#liveevents
#exhibitor
#tradeshows
#thoughtpartner

Pure Utopia In The City of Saints!

ISTH 2023
Montreal, Canada

Jill Goodwin
Senior Director, Strategic Programs

Another busy month here at Slate360 supporting clients at their medical congresses worldwide. A great way to finish off the first half of the year!

#Slate360
#immersivexperience
#liveevents
#exhibitor
#tradeshows
#thoughtpartner

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1 Month = 3 Countries, 12 Cities, 16 Conferences, and 19 Exhibit Experiences!

Hip Hip Hooray for Summer! As the Slate360 team slides into the hot (and rainy) summer days, we rounded out our busy spring schedule with a few stops in other countries and by supporting several clients at one of our biggest shows of the year. Stay tuned and follow our summer adventures as we have a few projects and outings up our sleeves.

Are you looking for an event thought partner? Reach out and let us know how we can help today!

#Slate360
#immersivexperience
#liveevents
#exhibitor
#tradeshows
#thoughtpartner

JUNE 2023
12 CITIES
3 COUNTRIES
16 CONFERENCES
19 EXHIBIT EXPERIENCES

ASCO CHICAGO, IL
BIO INTERNATIONAL BOSTON, MA
ATMRD WASHINGTON, DC
OXFORD GLOBAL BOSTON, MA
FIRST THERE, FIRST CARE HOLLYWOOD, FL
ISSCR BOSTON, MA
ENDO CHICAGO, IL
TX BLEEDING DISORDERS HOUSTON, TX
DIGITAL PATHOLOGY NEW YORK, NY
AANP NEW ORLEANS, LA
ISTH MONTREAL, QUEBEC
NADONA ORLANDO, FL
NAT'L SHERIFF'S ASSN GRAND RAPIDS, MI
NASADAD BETHESDA, MD
ESMO GI BARCELONA, SPAIN
AAHFN BOSTON, MA

slate360°

Jill Goodwin
Senior Director, Strategic Programs

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JUNE 2023
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OXFORD GLOBAL BOSTON, MA
FIRST THERE, FIRST CARE HOLLYWOOD, FL
ISSCR BOSTON, MA
ENDO CHICAGO, IL
TX BLEEDING DISORDERS HOUSTON, TX
DIGITAL PATHOLOGY NEW YORK, NY
AANP NEW ORLEANS, LA
ISTH MONTREAL, QUEBEC
NADONA ORLANDO, FL
NAT'L SHERIFF'S ASSN GRAND RAPIDS, MI
NASADAD BETHESDA, MD
ESMO GI BARCELONA, SPAIN
AAHFN BOSTON, MA

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Jill Goodwin
Senior Director, Strategic Programs

Very excited about our expanding team here at Slate360! What's that old saying about good things come in 3's? The Rule of 3 is in full effect as for the third week in a row we announce another amazing new addition to the #Slate360 team! Please help...see more

#Slate360
#immersivexperience
#liveevents
#exhibitor
#tradeshows
#thoughtpartner

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601 followers
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What's that old saying about good things come in 3's? The Rule of 3 is in full effect as for the third week in a row we announce another amazing new addition to the #Slate360 team! Please help...see more

WELCOME BRYON THOMPSON

Bryon joins the Slate360 team with over 20 years of award-winning experience in the tradeshow and event industry. Known for bringing a fresh and creative perspective to his designs, Bryon enjoys working with a diverse range of clients to bring their brands to life on the show floor. Serving as an educator for several years, his skills of motivating and inspiring the next generation of designers will be instrumental in our growth, creatively moving forward.

#Tennis
#Woodworking
#DiscGolf

slate360°

Please join us in welcoming Bryon to the Slate360 Team!

Social Media: Personal Posts

LINKEDIN CONTENT, LINKS AND HASHTAGS

When sharing company page content on your personal page, DON'T:

- Tag @Slate360 or add additional hashtags.
- Delete company content and present the visual with personalized copy.
- Be an expert by presenting facts.

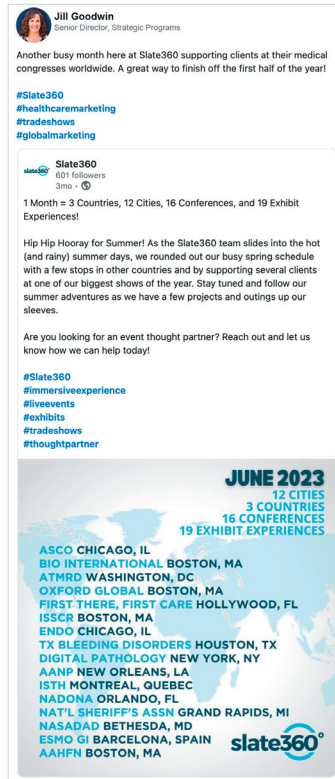
On your personal profile, DON'T:

- Showcase client images in the portfolio section. We require client approval for the use of any images online. All uses need to be approved by the Communications team.

Don't



Don't tag @Slate360.
Don't be an expert by presenting facts.



Don't add additional hashtags.



Don't delete company content and present the visual with personalized copy.



Don't showcase client images in the portfolio section on your personal profile.

Zoom: Company Branding

CONFERENCE CALLS

If you are on a conference call and you do not have video turned on your Slate360 provided employee image should be visible. Your image can be uploaded under the Zoom account settings. If you have questions please check with Jill.



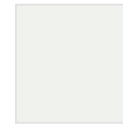
Apparel: Overview

LOGO & APPAREL COLORS

As humans out in the world we can also be brand ambassadors for the Slate360 brand by wearing and using products adorned with the Slate360 logo.

Check with the brand manager if you have any questions about the various options available for branded apparel.

1. The primary Slate360 logo looks best when used on white or gray apparel.
2. Suggested Pantone colors to be used on light apparel choices.
3. The reversed Slate360 logo looks best when used on dark blue apparel.
4. Suggested Pantone colors to be used on dark apparel choices.
5. The all white logo is preferred on black.
6. Black on black may be an option depending on the end use, please consult with the brand manager.



PANTONE 11-0601 TCX
Bright White

RGB: 244 245 240
HEX: F4F5F0



PANTONE 14-4107 TCX
Quiet Gray

RGB: 185 186 189
HEX: B9BABD



PANTONE 3025
Dark Blue

RGB: 6 70 98
HEX: 064662



PANTONE BLACK 6
Black

RGB: 0 0 0
HEX: 000000

Apparel

SLATE360 - SHIRTS & HATS

Check with the brand manager about the various options available for branded apparel.



Apparel

SLATE360 - MUGS, STICKERS, ETC.

Check with the brand manager about the various options available for branded apparel.

