

Brand book
BAM Marketing Congress



Welcome to the official brand guide for the BAM Marketing Congress!

This guide has been created to provide you with a comprehensive overview of the BAM Marketing Congress brand and its visual identity. As an attendee, sponsor, or partner of the congress, it's important that you understand the guidelines for using our brand assets to ensure that our brand remains consistent and recognizable across all channels.

This brand guide will provide you with the tools and resources you need to effectively communicate the BAM Marketing Congress brand in all of your marketing materials, whether it be through social media, email, print, or other channels. We encourage you to review this guide thoroughly and adhere to the guidelines provided to ensure that our brand remains strong and consistent.

Thank you for your support of the BAM Marketing Congress and for helping us to build a strong and recognizable brand that represents the best of the marketing industry.



Brand Introduction

BRAND GUIDELINES

Since 1981, the first weeks of December have been marked on the calendars of the Belgian marketing, sales, and communications community. The BAM Marketing Congress is an annual event that brings together inspiring national and international speakers to showcase the future trends that will shape the marketing landscape of tomorrow. It is the event for attendees to network face to face with industry experts and influencers, exchange ideas and initiatives, make new contacts, and generate innovative business solutions.

The BAM Marketing Congress is an initiative of BAM - The Belgian Association of Marketing and OFCORES, an international specialist in virtual, hybrid and in-person events. OFCORES and BAM have engaged in a long-term collaboration for the organisation of this Congress, combining the best event management expertise with the top marketing inspiration gurus to deliver an outstanding Congress experience!



Brand Values

BRAND GUIDELINES

The BAM Marketing Congress is inspired to affect positive changes in the marketing sector. The brand is built on the values of innovation, collaboration, and meaningfulness, and we strive to maintain a consistent visual identity that reflects these values.

1. INNOVATION
2. COLLABORATION
3. MEANINGFULNESS



INNOVATION

The marketing landscape is evolving at an unprecedented pace, driven by advances in technology and changes in consumer behavior. With the rise of social media, artificial intelligence, and big data analytics, businesses must adapt quickly to stay relevant and competitive in the market. As the marketing landscape continues to evolve, businesses that can adapt and embrace new technologies and trends will be well-positioned to thrive in the years to come.

With a wide range of national and international keynotes the BAM Marketing Congress aims to inspire and challenge companies to keep innovating and experimenting.



COLLABORATION

Collaboration and networking are essential for companies looking to succeed in today's fast-paced business environment. By collaborating with others you can tap into a wider pool of expertise, resources, and ideas, and access new opportunities for growth and improvement.

With the annual BAM Marketing Congress we offer marketing professionals a regular and permanent meeting opportunity. We aim to help companies and professionals to cross-pollinate and build strong and lasting relationships with others in their industry to gain new perspectives on their business and uncover new opportunities.



MEANINGFULNESS

With the BAM Marketing Congress we want to create value and effect positive change in the marketing world. For our attendees we focus on providing useful insights and perspectives on meaningful marketing topics like Technology, Sustainability, Inclusion and Diversity, MarTech, Well-being and Ethics.

We want to assist the Belgian Association of Marketing (BAM) in her mission to create a responsible marketing community that celebrates diversity, openness, honesty and transparency and that acts with respect for the planet and human activity.

BRAND GUIDELINES

The primary colours of the BAM Marketing Congress are orange and purple. White and black are complementary colours.



ORANJE
#FFA91B
RGB: 255,169,27
CMYK: 0,39,98,0



PAARS
#612690
RGB:97,38,144
CMYK:77,100,2,0



WIT
#FFFFFF
RGB: 255, 255, 255
CMYK: 0,0,0,0



ZWART
#000000
RGB: 0, 0, 0
CMYK: 0, 0, 0,100

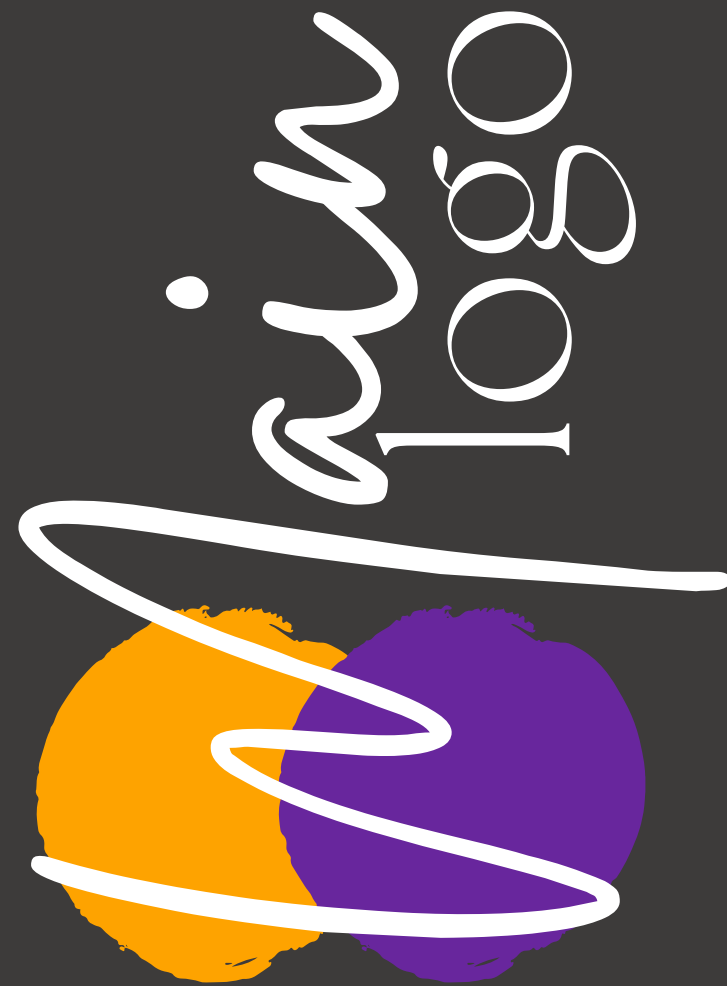


MAIN FONT KEYVISUAL
ALASKA BETA VAR REGULAR

Other Alaska derivatives may be used:
Extra Black, Black, Bold, Semi-bold, Light,
Extra Light, Thin, Hairline Italic, Condensed,
Expanded, Contrast,...

BRAND GUIDELINES

The logo serves as the primary element that people will associate with our brand. Therefore, it is crucial to handle it with care, as it plays a significant role in maintaining the integrity of our brand. The logo must always contain BAM and may be used in 4 colours: white, black, orange and purple. The logos must always be clear and legible and sat within a clear space. A distinct contrast must be maintained between the logos and their background.



B:A/M! **MARKETING
CONGRESS**

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CONGRESS**

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B:A/M! **MARKETING
CONGRESS**



The Congress theme and key visual determine the look and feel of the campaign. This year (2023), we work around the theme "Re-think" with the baseline "In this fast-moving world, pause and rethink".



Never before have changes been so fundamental: in the way we work, the way we travel, the way we create... Technology is accelerating all these drastic changes even more.

This year's theme, "Re-think," encourages you to question your routines. Let us inspire you to redefine your approach, explore new opportunities and stay ahead in a rapidly changing landscape.

Attend the BAM Marketing Congress and let's think together about a prosperous and meaningful future.

of *rethink* backgrounds

BRAND GUIDELINES

The Congress campaign will be built in several phases. In each phase, the graphic background visual will change. The idea behind this ties in with the Congress theme: everything changes so fast today that even the campaign does not remain constant. All assets should therefore be adapted to the background corresponding to the following 4 periods in the course of the campaign.



12/06 > 13/08



14/08 > 17/09



18/09 > 26/11

TBC

27/11 > 22/12



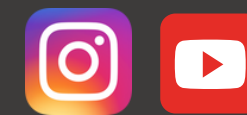
BRAND GUIDELINES

We hope we can count on you to help us promote the Congress. Like, share and follow the Marketing Congress pages as much as possible, tag our channels and use our hashtags to boost the buzz!

SOCIAL MEDIA CHANNELS

@marketingcongress

@bammarketingcongress



MAIN HASHTAGS

#MarketingCongress

"Rethink"

#we_are_bam



BRAND GUIDELINES

This guidelines presents the rules of creation and usage of the graphic line identity. The respect of the rules guarantees the coherence and the recognition of the BAM Marketing Congress identity.

The photographs, videos, logos and commercial promotion materials are protected by copyright and may only be used by our partners, sponsors and keynotes to promote their presence or participation at the Congress. They are and remain the property of BAM/OFCORES. They may not under any circumstances be used for other commercial purposes without the prior written consent of OFCORES, organiser of the BAM Marketing Congress.

All logos, colour libraries, graphic elements and recurrent applications that appear in this guidelines can be provided and should never be modified.



Thank You

The text "Thank You" is written in a white, elegant cursive script. The letter "T" is partially overlaid by two overlapping circles: a bright orange circle on top and a vibrant purple circle on the bottom. A thin white line arches over the top of the "T" and extends to the right.