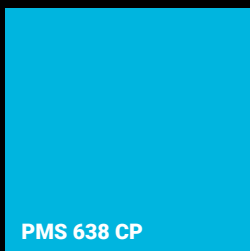


# COLOR PALETTE

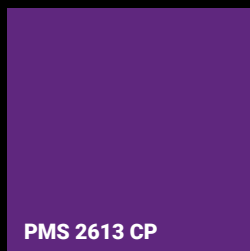
## PRIMARY



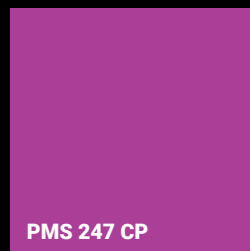
CMYK 88 50 0 0  
RGB 0 117 188  
#0075bc



CMYK 86 0 9 0  
RGB 0 181 223  
#00b5df



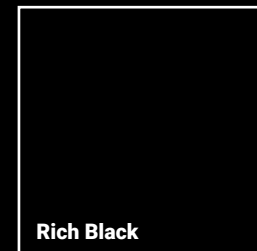
CMYK 74 99 5 11  
RGB 95 39 126  
#5f277e



CMYK 35 90 0 0  
RGB 171 49 146  
#ab3192

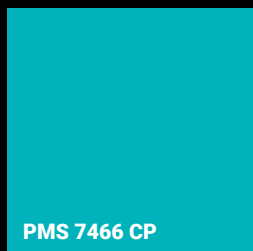


CMYK 0 2 83 0  
RGB 255 237 70  
#ffed46



CMYK 60 40 40 100  
RGB 0 0 0  
#000000

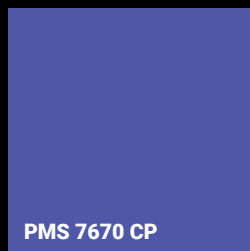
## SECONDARY



CMYK 86 0 32 0  
RGB 0 178 186  
#00b2ba



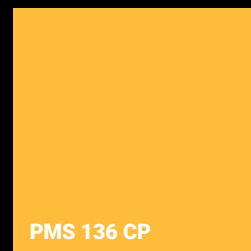
CMYK 40 54 0 0  
RGB 158 127 186  
#9e7fba



CMYK 80 74 0 0  
RGB 78 88 167  
#4e58a7



CMYK 7 100 68 32  
RGB 163 12 51  
#a30c33



CMYK 0 28 87 0  
RGB 254 189 59  
#febd3b

# TYPOGRAPHIC STYLES

## LARGE HEADLINE

Molot Regular

# THE GLOBAL EVENT

## HEADLINE

Roboto Black / Roboto Light

24pt / 26 pt leading

## INDUSTRY CONVERGENCE FOR BETTER STORYTELLING

## SUBHEAD

Roboto Regular

13pt

### NON-U.S. ATTENDEE BREAKDOWN

## HEADLINE

Roboto Regular

11pt / 18pt leading

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## CALL TO ACTION

Roboto Bold

11pt / 18pt leading

**PURCHASE PRODUCTS DIRECTLY FROM EXHIBITORS ON THE SHOW FLOOR!**