diversified

Brand Guidelines

VERSION 2.0

JULY 2025

Agenda

BRAND GUIDELINES

Our Brand

Our Mission

Serving as a bridge between people and their passions, our mission is to create connections that make a difference by building environments where each experience transcends the technology that enables it.

Our Vision

We envision a world without boundaries—where every interaction is a step toward a more united and inspired world.
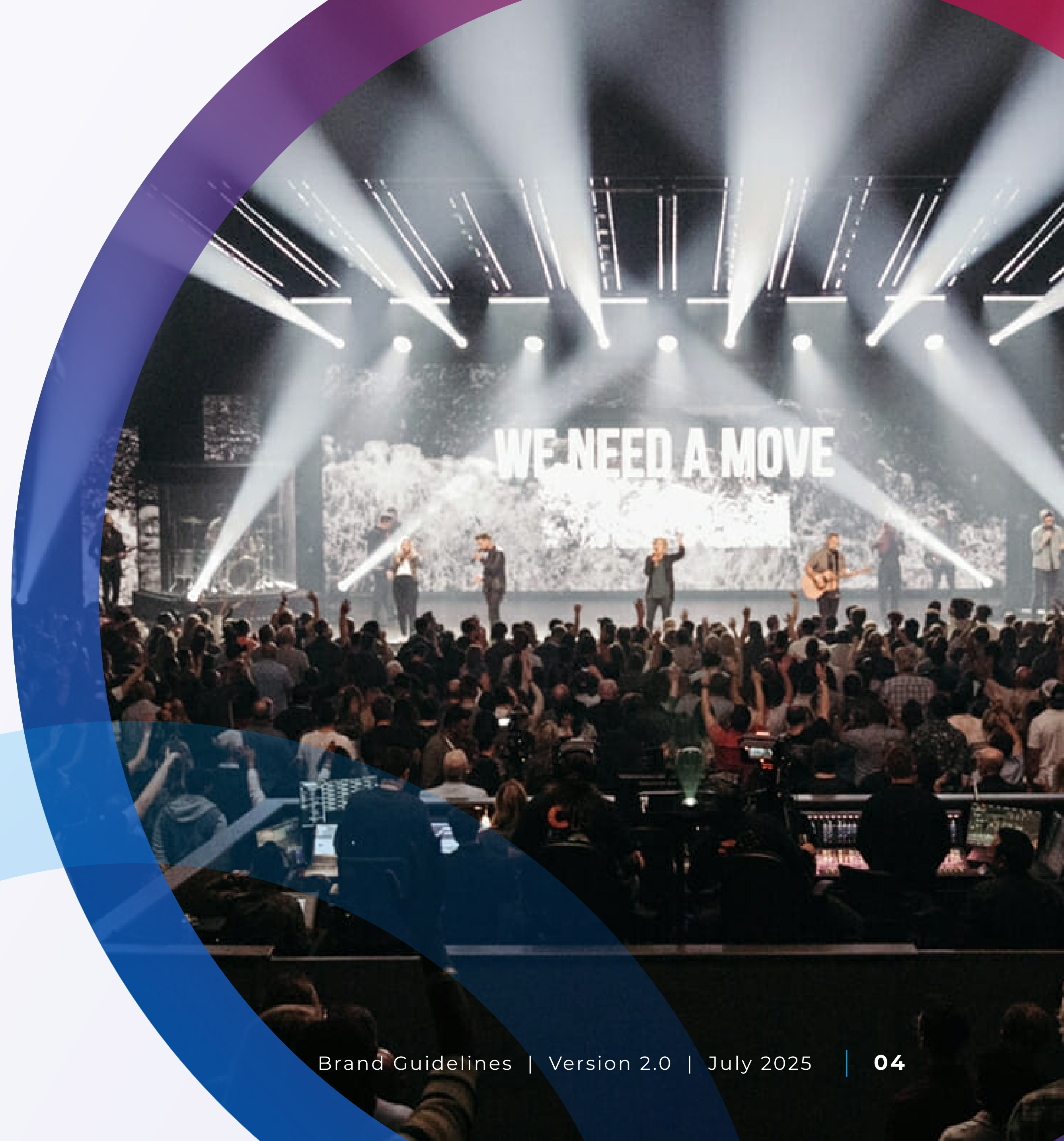
Values

Diversified associates are inspiring, passionate and innovative. No matter where they are around the world, each helps to create a culture that unites us.

Values are essential for a healthy workplace. These foundational values guide our team and provide them with a strong purpose that resonates with our global workforce.
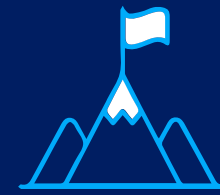
Inspired by Challenge

We don't just welcome a challenge— we crave it. In addition to being able to do the complex work, it actually motivates us—we love it.

Driven by Imagination

We lead with ingenuity. We don't settle for status-quo, and we don't give up. We keep our eyes on the future to continually redefine what's possible.

Passionate about Success

Helping people be successful is our passion. For our clients, as well as for each other, we are relentlessly focused on exceeding expectations through exceptional outcomes.

Diverse and United

Diversity is in our DNA. We respect and celebrate our varied backgrounds and unique experiences from around the globe. We are aligned with a common goal: to achieve greatness together and for the communities we serve.

Brand Personality

At Diversified...

We're **innovative** and **curious**.

___

As technology enthusiasts and solution pioneers, we constantly redefine the boundaries of possible.

We're **direct**, **bold** and **relatable**.

___

We balance expertise and wit to make real connections with our audience.

We're **adaptable** and **future-focused**.

___

We help clients creatively tackle and overcome challenges to leap ahead of the competition and future-proof their organization.

We're **passionate** and **dedicated**.

___

We provide consulting, advisory and technology expertise that connects people to their passions, inspiring and empowering those around us.

BRAND GUIDELINES

Logo

Diversified's circle D symbol pays homage to where we came from while also representing where we are going. Diversified is an industry disruptor, breaking the cycle—or circle in this case—of what the market has come to expect from a technology solutions provider. The gradient signifies a fluid transition towards a digital future.

Corporate Logo

The Diversified logo has two parts: the circle D symbol (mark) and the name (logotype).

Our logo should accompany all of our external materials. It functions like a nametag or signature.

The horizontal logo is preferred in composition. The center-aligned logo should only be used in special applications and will require additional review.

The mark is used alone in instances where the name is close by but when type would not apply to the application (e.g., favicon, app icon, etc.).

The logotype is used alone in instances of extreme height or size limitations (e.g., email design).

Our corporate logos for digital and print purposes are available on our brand resources webpage.

Download Logos

Mark

Logotype

*The Diversified logo is simple, vibrant and bold.*

Secondary Logo

The tagline is an essential part of our brand's identity and effectively communicates Diversified's core values, positioning, and unique selling proposition. The tagline ensures consistent and unified branding across different platforms.

"Create the Unforgettable" conveys a powerful message about Diversified's commitment to exceptionalism, Client satisfaction, innovation, and long-term success.

This tagline applies to many aspects of our business:

- Supporting clients in streamlining workplace operations through communications and collaboration
- Helping clients create unforgettable experiences in sports, faith and live events
- Creating broadcast solutions that inspire viewers
- Connecting with associates and clients through immersive lobby, auditorium and signage experiences

It is preferable to include the tagline alongside the logo, except in rare cases where the logo size is too small for the tagline to be easily readable.
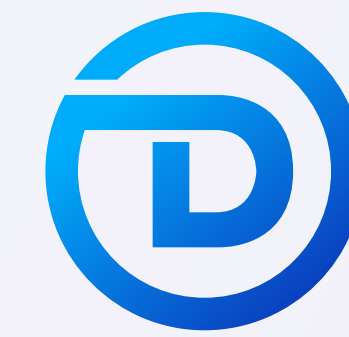
diversified

Vertical, Center-aligned Logo
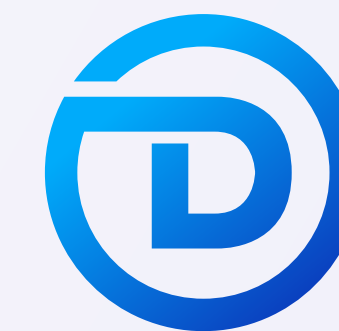
diversified
Create the unforgettable

Mark | Logotype

Horizontal Logo with Tagline

Logo Clear Space

This example shows the minimum amount of blank clear space that must be left around the Diversified logo to ensure it is easily recognizable and identifiable from its background. No graphics or text should be in the clear space zone. To achieve proper clear space, follow the standards illustrated here. To ensure the Diversified logo is not overlooked, it should not be produced a size less than 1.25 of an inch.

Equal Space

1.25"

Incorrect Logo Usage

To preserve the integrity of our logo, we must use it correctly and consistently in every application. Never alter, distort, or redraw the Diversified logo. Proper use of the brand logo is crucial to showcasing, defining, and differentiating Diversified from its competitors. Improper use, such as the examples shown here, dilutes the power of the brand, and weakens brand communications.

1 — ✕ Do not rotate our logo

2 — ✕ No gradients, texture, pattern or opacity.

3 — ✕ Do not recreate, recolor or typeset our logo.

4 — ✕ Don't add imagery masks on logo.

5 — ✕ Don't distort the logo

6 — ✕ Do not add drop shadows to the logo.

7 — ✕ No strokes or outlines or effects. Do not put a border around our logo.

8 — ✕ Don't layer our logo on top of an illustration or detailed portion of a photo.

Color Palette

The color palette is the cornerstone of our brand's visual identity, reflecting its essence and personality across all touchpoints. Carefully curated to evoke the right emotions and create a cohesive brand presence, these colors are designed to ensure consistency and recognition in every application. Each shade has been selected to complement our core values, resonate with our audience, and adapt seamlessly across digital, print, and environmental mediums. Use this palette as a guide to create vibrant and unified brand expressions that leave a lasting impression.

Primary Colors

The primary colors are the main colors that should be used when creating content for the brand.

They were chosen to reflect and convey the tone and personality of the Diversified brand and help distinguish it from its competitors. To maintain the integrity of the primary brand colors, they should only be reproduced per the specifications outlined here at 100%. Full-bleed expressive application is allowed for all primary colors.

Sky Blue

PANTONE 2191 C
CMYK 67.20.0.0
RGB 0.171.250
HEX #00ABFA

Cobalt Blue

PANTONE 2387 C
CMYK 87.64.0.0
RGB 7.98.200
HEX #0762C8

Royal Blue

PANTONE 072 C
CMYK 100.99.2.3
RGB 16.6.159
HEX #10069F

Navy Blue

PANTONE 2758 C
CMYK 100.95.30.28
RGB 0.30.98
HEX #001E62

Midnight

PANTONE 2768 C
CMYK 92.85.51.67
RGB 8.14.43
HEX #080E2B

Secondary Colors

Additional colors for all needs.

Slate
PANTONE 447 C
CMYK 6.60.64.54
RGB 55.58.54
HEX #373A36

Dark Grey
PANTONE 11 C
CMYK 66.57.52.29
RGB 83.86.90
HEX #53565A

Grey
PANTONE 8 C
CMYK 49.39.49.4
RGB 136.139.141
HEX #888B8D

Silver
PANTONE 5 C
CMYK 31.24.25.0
RGB 177.179.179
HEX #B1B3B3

Mist
PANTONE 1 C
CMYK 14.10.13.0
RGB 217.217.214
HEX #D9D9D6

For other limited, nuanced usages, the accent color palette may be used.

Crimson
PANTONE 3517 C
CMYK 16.100.100.7
RGB 193.0.22
HEX #C10016

Red
PANTONE 185 C
CMYK 4.100.92.0
RGB 228.0.43
HEX #E4002B

Orange
PANTONE 715 C
CMYK 0.49.90.0
RGB 252.150.48
HEX #FC9630

Plum
PANTONE 248 C
CMYK 43.97.0.0
RGB 165.17.158
HEX #A5119E

Capri Sea
PANTONE 3262 C
CMYK 72.0.38.0
RGB 0.191.178
HEX #00BFB2

Tiffany
PANTONE 3242 C
CMYK 49.0.23.0
RGB 113.219.212
HEX #71DBD4
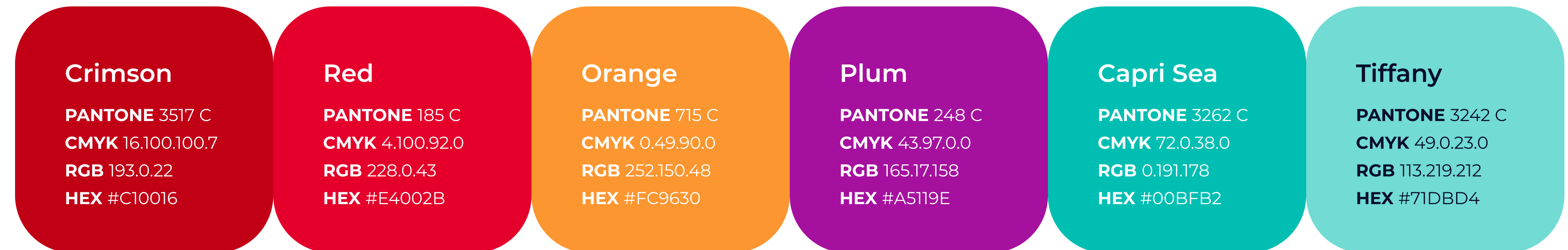
Gradients

Gradients created using a combination of primary colors, secondary colors, or a mix of both are permitted, provided they create sufficient contrast for text and elements placed above. Gradients should enhance the design without compromising readability or usability. When applying gradients, ensure they align with the brand's aesthetic and maintain consistency across applications.

Examples: On the right, you'll find examples demonstrating how gradients can be effectively used to maintain visual balance and support the content. These examples highlight proper contrast, placement, and harmonious color transitions to guide usage.

Altas Branding Colors Gradient

Combination of Primary Colors

Sky Blue	Royal Blue
Royal Blue	Midnight

Combination of Secondary Colors

Mist	Dark Grey
Red	Slate

Combination of Primary and Secondary Colors

Mist		Sky Blue
Orange	Plum	Sky Blue

Color Usage Rules

Sky Blue can be used over Royal Blue, Navy Blue, or Midnight primary colors, provided it creates enough contrast for text and elements placed above. This combination ensures readability and aligns with the brand's visual identity. Always test for sufficient contrast to maintain accessibility and clarity in design applications.

Contrast Ratio

2.28:1	5.29:1	6.02:1	7.4:1			
✕	✓	✓	✓	✕	✕	✕
				2.5:1	2.88:1	1.55:1

Contrast Ratio

Typography

Typography is a vital element of our brand's visual identity, shaping the way our message is perceived and experienced. Our chosen typefaces reflect the brand's tone and character, combining clarity, functionality, and style to communicate effectively. Each typeface in this system has been thoughtfully selected to ensure consistency, readability, and visual harmony across all mediums. Whether in print, digital, or environmental design, our typography creates a distinct and cohesive voice that enhances our storytelling and reinforces our brand's presence.

Primary Fonts

The Montserrat font family has been chosen as the primary typeface.

It has a clean and contemporary look that combines geometric simplicity with modern proportions. Its understated design offers flexibility and versatility, and it is a universal font that can be easily accessed, used, and viewed across a wide array of platforms.

Download Fonts

Montserrat Extra Bold

CREATE THE UNFORGETTABLE
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Montserrat Bold

CREATE THE UNFORGETTABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Medium

CREATE THE UNFORGETTABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Regular

CREATE THE UNFORGETTABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Montserrat Light

CREATE THE UNFORGETTABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Secondary Fonts

Arial is our secondary & system font. It should be used with Microsoft Office Suite.

We use all weights, but keeping in mind that bold should be used for titles and regular for all body copy.

Arial Bold

CREATE THE UNFORGETTABLE ABCDEFGHIJKLMNOPQRSTUV WXYZ1234567890

Arial Bold Italics

CREATE THE UNFORGETTABLE ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Regular

CREATE THE UNFORGETTABLE ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Italics

CREATE THE UNFORGETTABLE ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Font Pairing Guidelines

HEADLINES, HERO TEXT

H1
MONTSERRAT BOLD

Montserrat Bold (H1) should be used in uppercase or titlecase to display headings and labels where you want to make your message stand out.

Use Montserrat Bold For all hero headline Text

Montserrat Medium used as Titles, section headings. Loren ipsum dolor sit amet.

TITLES & STANDFIRSTS

H2
MONTSERRAT MEDIUM

Montserrat Medium (H2) should be used in uppercase or titlecase where use of H1 is not appropriate. It can also be used to with H1 and Body copy to create typography for section labels and small headings.

Montserrat Regular or Light font used as body copy Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Montserrat Bold used as subheading in body copy Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
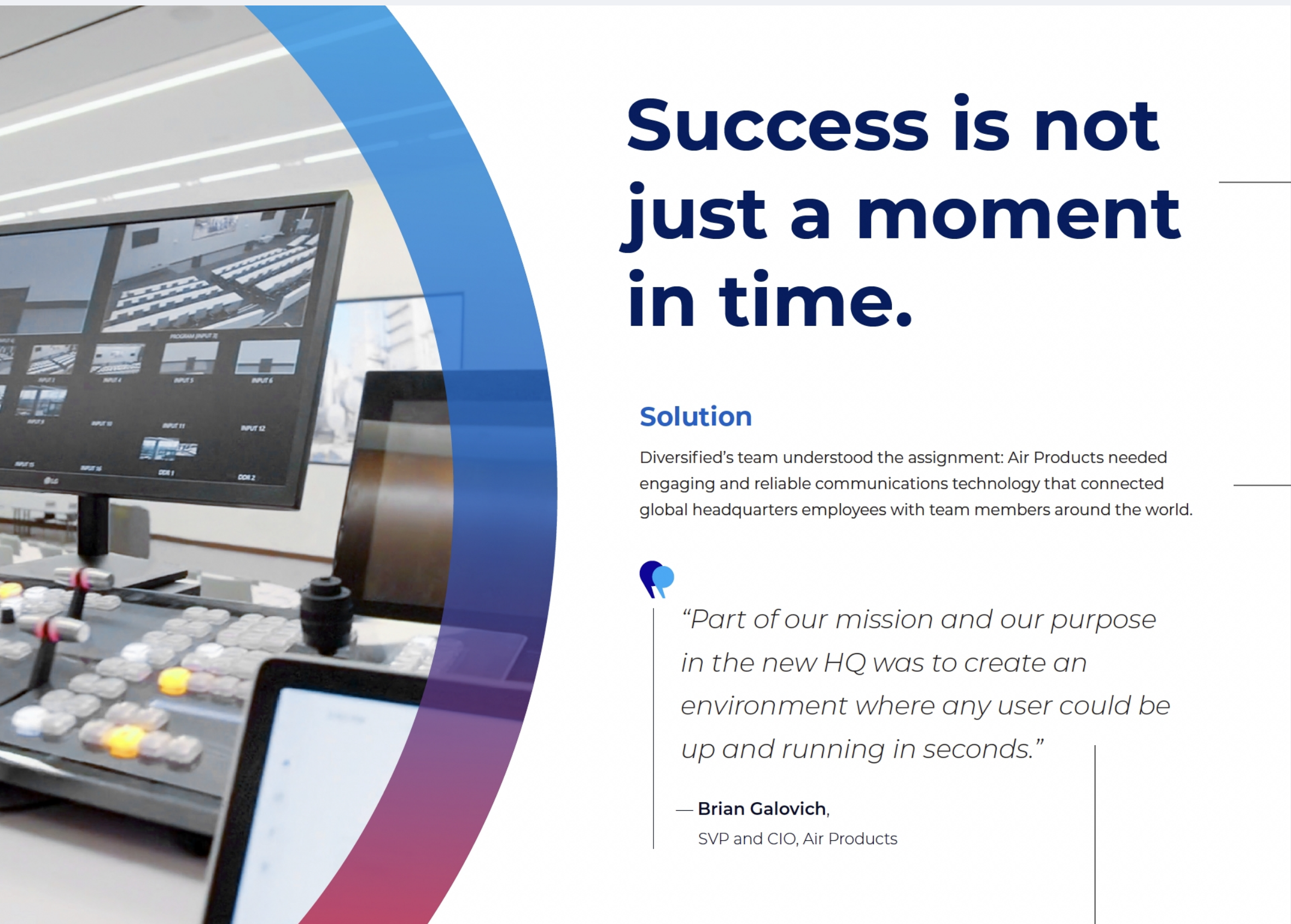
BODY COPY

MONTSERRAT REGULAR OR LIGHT

Montserrat Regular or Light font can be used as body copy for paragraphs, descriptions, and captions. Montserrat Regular or Light Bold can be used for subheadings and callouts within the body copy.

Examples

Success is not just a moment in time.

Solution

Diversified's team understood the assignment: Air Products needed engaging and reliable communications technology that connected global headquarters employees with team members around the world.

"Part of our mission and our purpose in the new HQ was to create an environment where any user could be up and running in seconds."

— **Brian Galovich,**
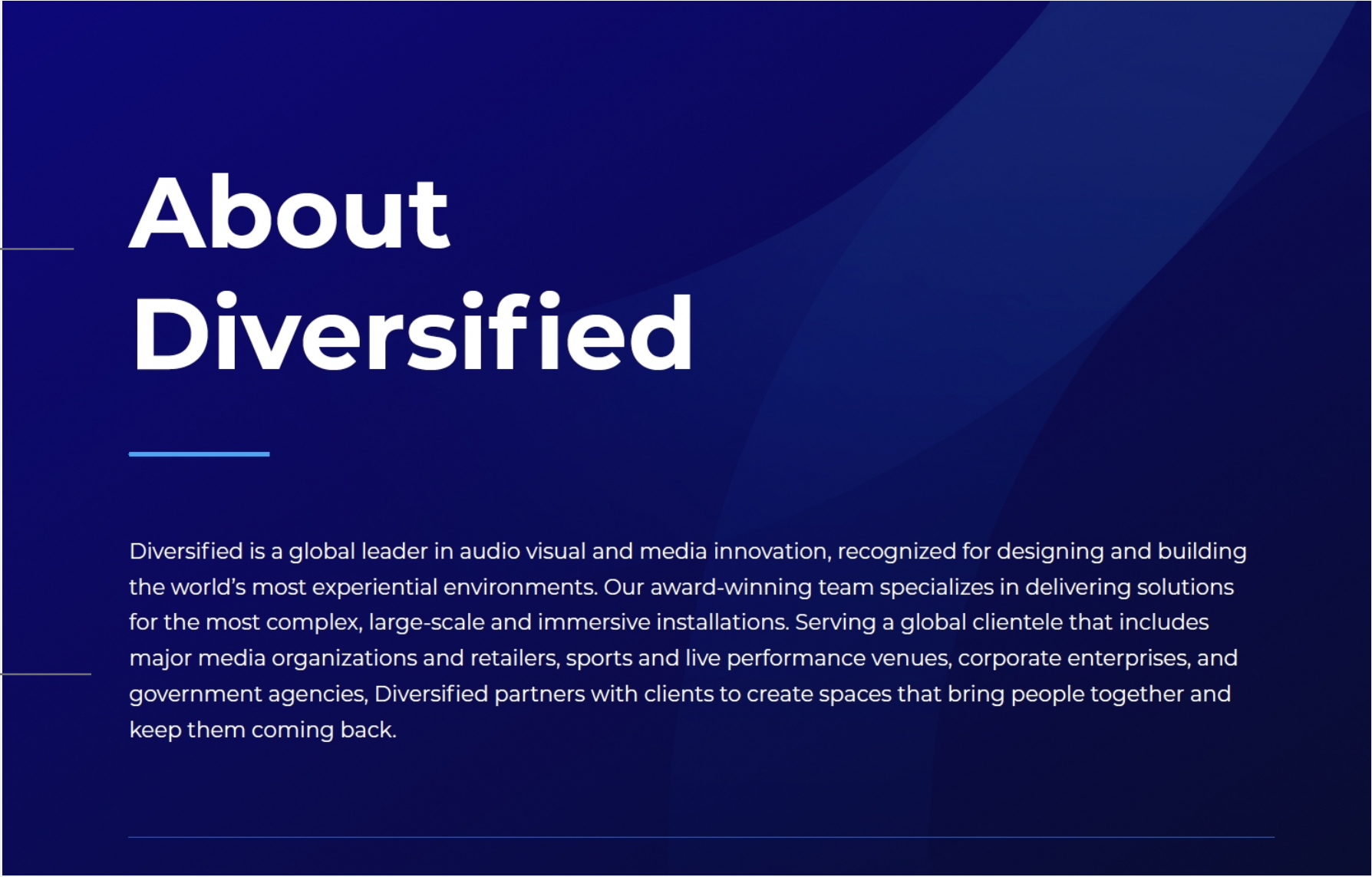SVP and CIO, Air Products

HEADLINES, HERO TEXT
MONTSERRAT BOLD

BODY COPY
MONTSERRAT REGULAR OR LIGHT

QUOTE TEXT
MONTSERRAT ITALIC

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.
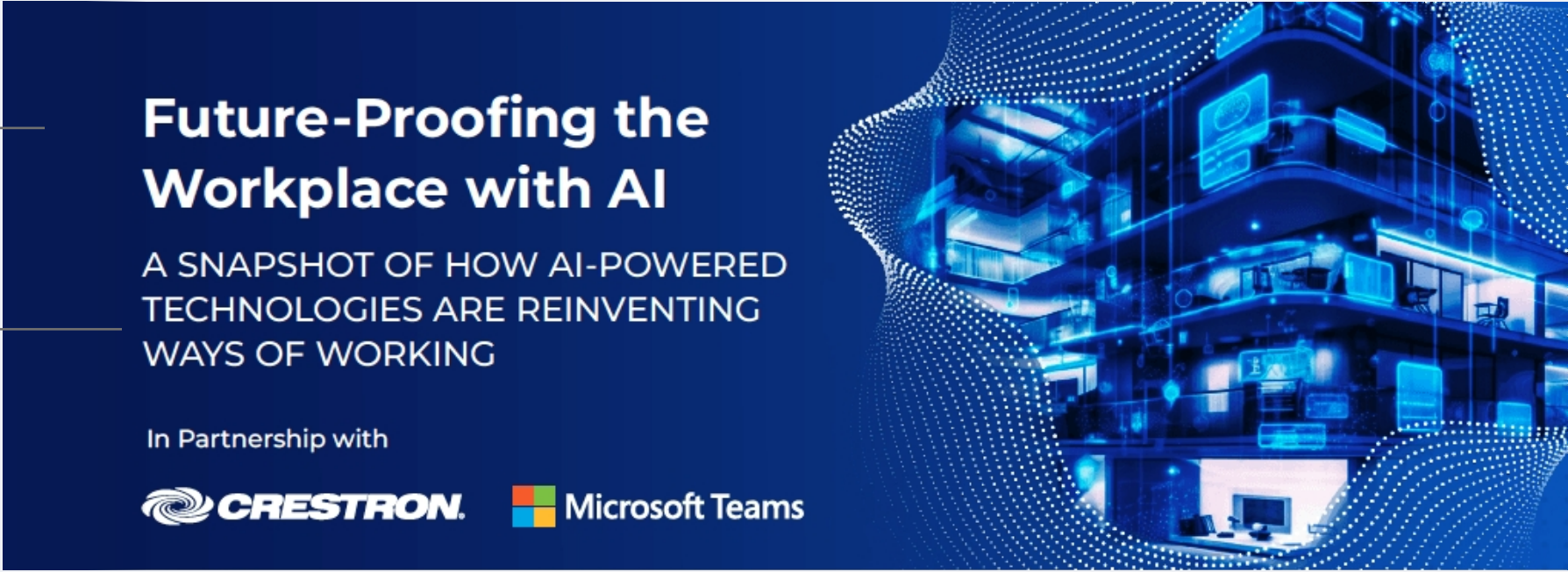
Future-Proofing the Workplace with AI

A SNAPSHOT OF HOW AI-POWERED TECHNOLOGIES ARE REINVENTING WAYS OF WORKING

In Partnership with

CRESTRON.   Microsoft Teams

HEADLINES, HERO TEXT
MONTSERRAT BOLD

TITLES & SUBHEADINGS
MONTSERRAT MEDIUM

Imagery

Imagery is a powerful tool in shaping the emotional connection and visual appeal of our brand. The selected style and tone of our images reflect the brand's personality, values, and story, creating a compelling and authentic narrative. Whether through photography, illustrations, or graphic compositions, our imagery is designed to inspire, engage, and resonate with our audience. By maintaining consistency in quality, subject matter, and aesthetic, our visuals enhance brand recognition and elevate the overall experience across all platforms and materials.

Photography Style

Our imagery reflects innovation, professionalism, and seamless communication, showcasing the power of audio-visual solutions. Focus on high-tech equipment, dynamic environments, and real-world applications such as corporate settings, event spaces, and collaborative experiences. Highlight human interaction, engagement, and expertise to emphasize the connection enabled by our technology. Use clean, modern aesthetics with well-lit, uncluttered visuals that convey a sense of innovation and quality. Here's a guide to selecting the right kind of imagery:

- **Technology-Focused Visuals**
- **People in Action**
- **Real-World Applications**
- **Clean, Modern Aesthetics**

Illustration Style

Illustrations are a key component of our brand's visual language, offering a versatile way to communicate across our diverse portfolio. They simplify complex ideas, add personality, and bring cohesion to our messaging. Our style is adaptable yet consistent, balancing modern aesthetics with themes that reflect the breadth and dynamism of our offerings. Use illustrations to enhance clarity and engagement, ensuring they align with the brand's tone and resonate with varied audiences.

Image Usage

For an audio-visual solution provider company, the imagery should reflect innovation, technology, and seamless communication. It should also evoke professionalism, collaboration, and dynamic solutions. Use the following selection criteria when selecting a Diversified brand-focused image:

- **Technology-Focused Visuals**
- **People in Action**
- **Real-World Applications**
- **Clean, Modern Aesthetics**
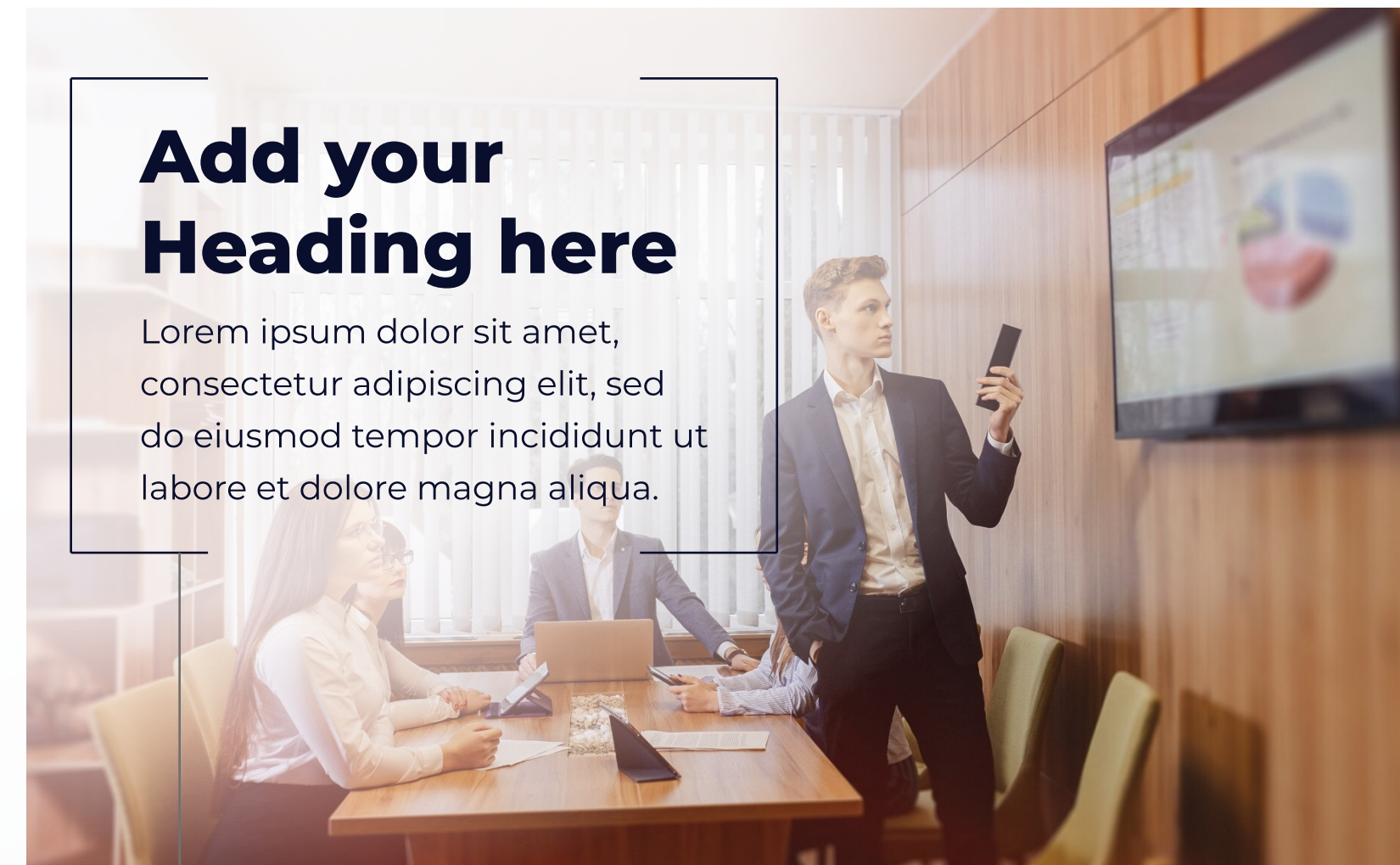
Add your Heading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

When selecting an image for a social post or webpage header, be sure there is space on the left or right side of the image for message copy.
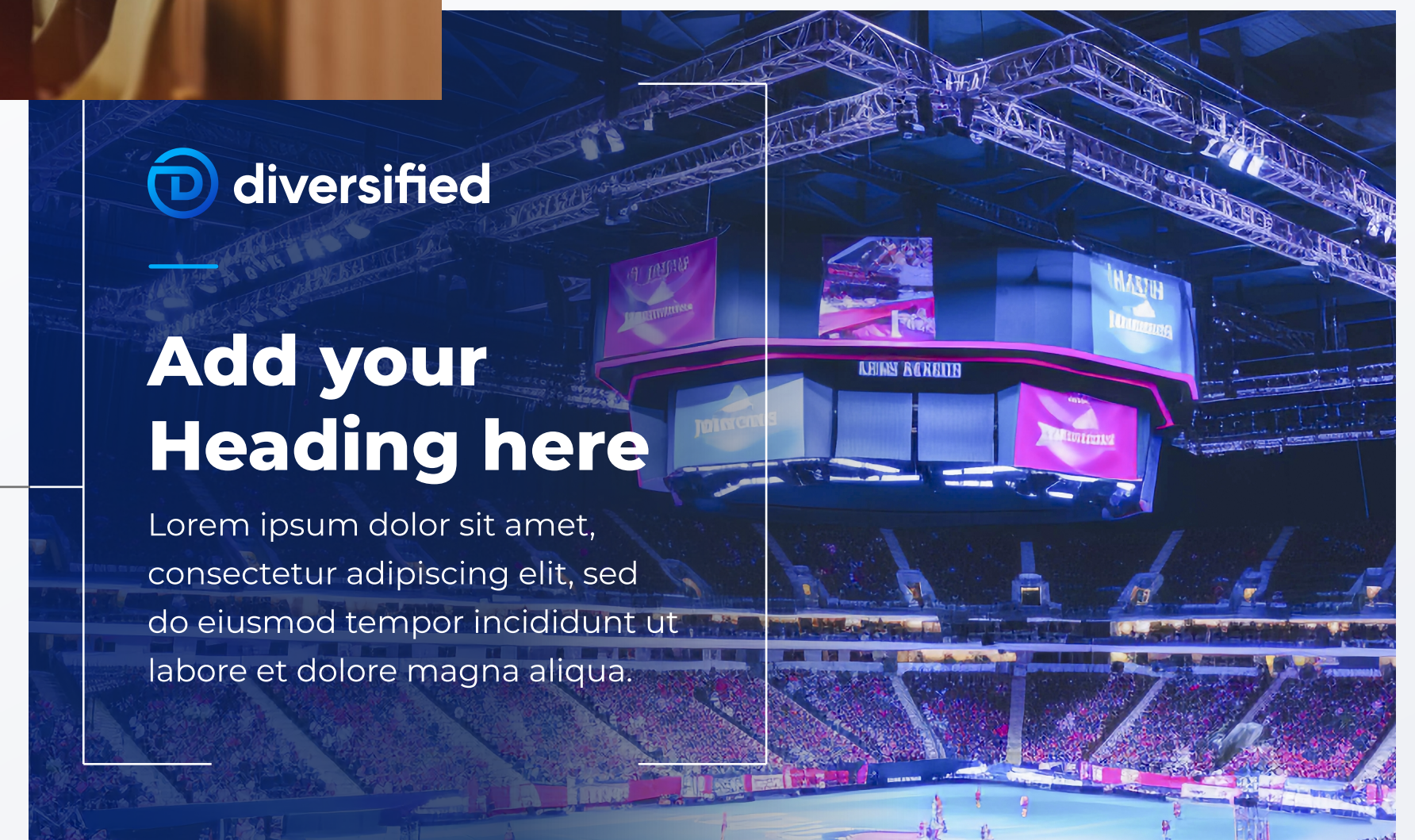
diversified

Add your Heading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Design Elements

Iconography is a crucial part of our visual system, providing a clear and concise way to communicate ideas across our diverse range of offerings. Our icons are simple, modern, and consistent, designed to enhance usability and reinforce brand recognition. They follow a uniform style, with balanced proportions, clean lines, and scalable designs that perform well across digital and print platforms. Icons should be used thoughtfully to support key information, ensuring clarity and alignment with the overall brand aesthetic.

Icon Style

Style

Our iconography features a dual-color icon style, primarily in Sky Blue, with solid fill highlights in White or Black to emphasize key details. The line weight is matched to the body text whenever possible, typically around 1-2pt, and the solid fill for highlighted part to maintain visual harmony. Use icons thoughtfully to enhance clarity and usability, ensuring they complement the content and adhere to the brand's cohesive style.
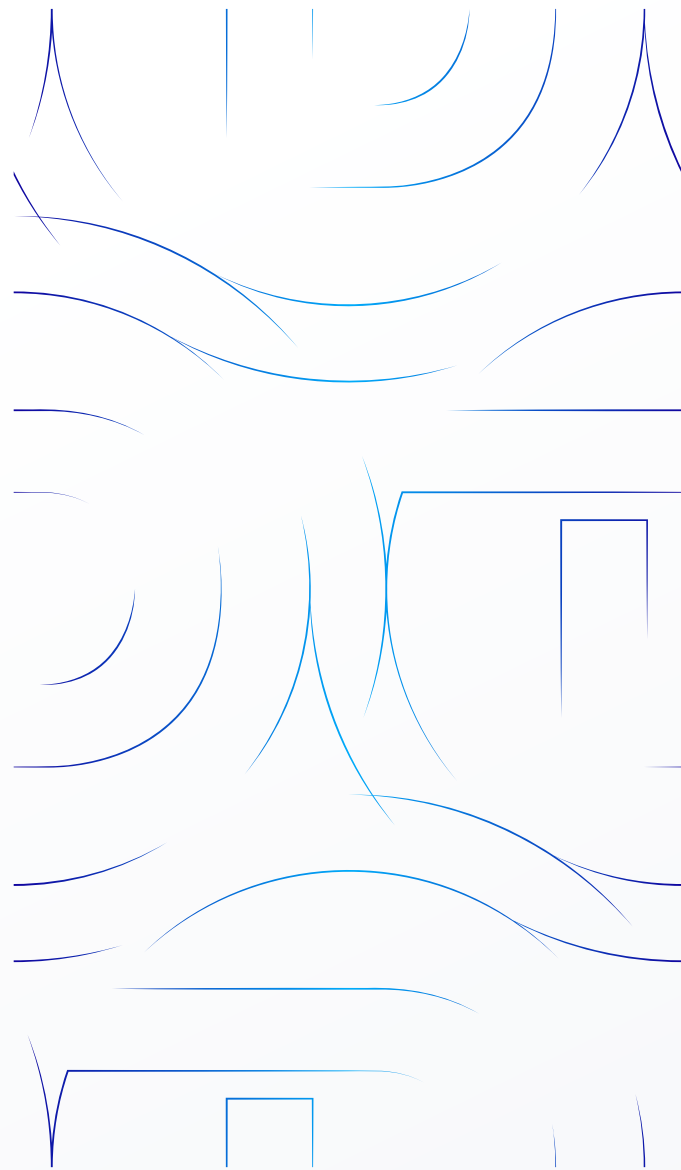
ICONS

For Webpage Height: 80px
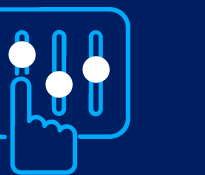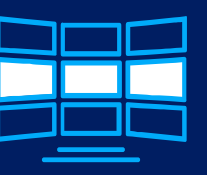
Patterns

Patterns are a dynamic extension of our visual identity, adding depth, texture, and cohesion to our brand across diverse applications. They are designed to reflect the versatility and interconnected nature of our offerings while maintaining a modern and professional aesthetic.

Our patterns are composed of simple geometric shapes, clean lines, or abstract elements inspired by our core visual themes. They can be used to create visual interest in backgrounds, overlays, or accents, but should never overpower primary content. Use patterns thoughtfully to enhance the design, ensuring they remain subtle, purposeful, and aligned with the brand's overall tone.

Pattern 1

Pattern 2

Pattern 3

Brand Shapes

Patterns are a dynamic extension of our visual identity, adding depth, texture, and cohesion to our brand across diverse applications. They are designed to reflect the versatility and interconnected nature of our offerings while maintaining a modern and professional aesthetic.

Our patterns are composed of simple geometric shapes, clean lines, or abstract elements inspired by our core visual themes. They can be used to create visual interest in backgrounds, overlays, or accents, but should never overpower primary content. Use patterns thoughtfully to enhance the design, ensuring they remain subtle, purposeful, and aligned with the brand's overall tone.
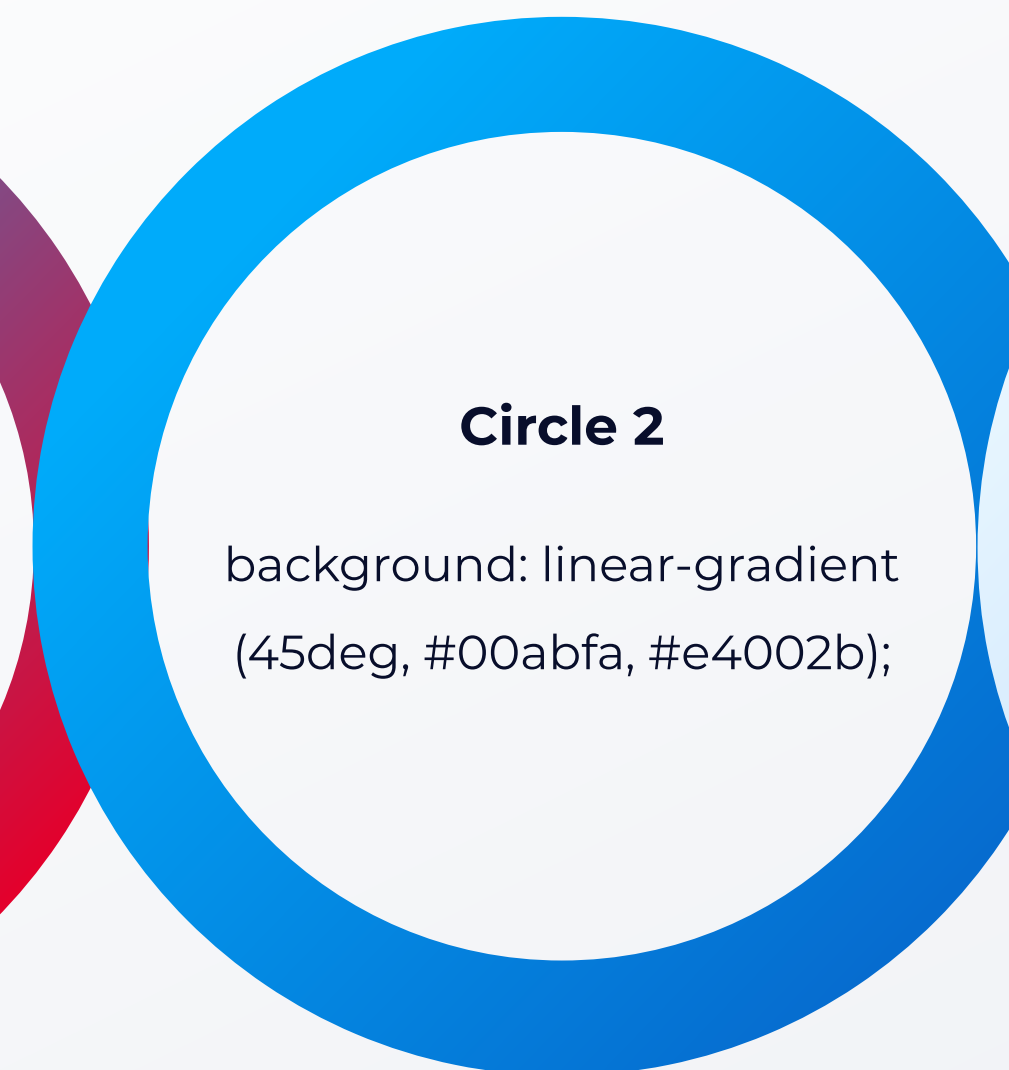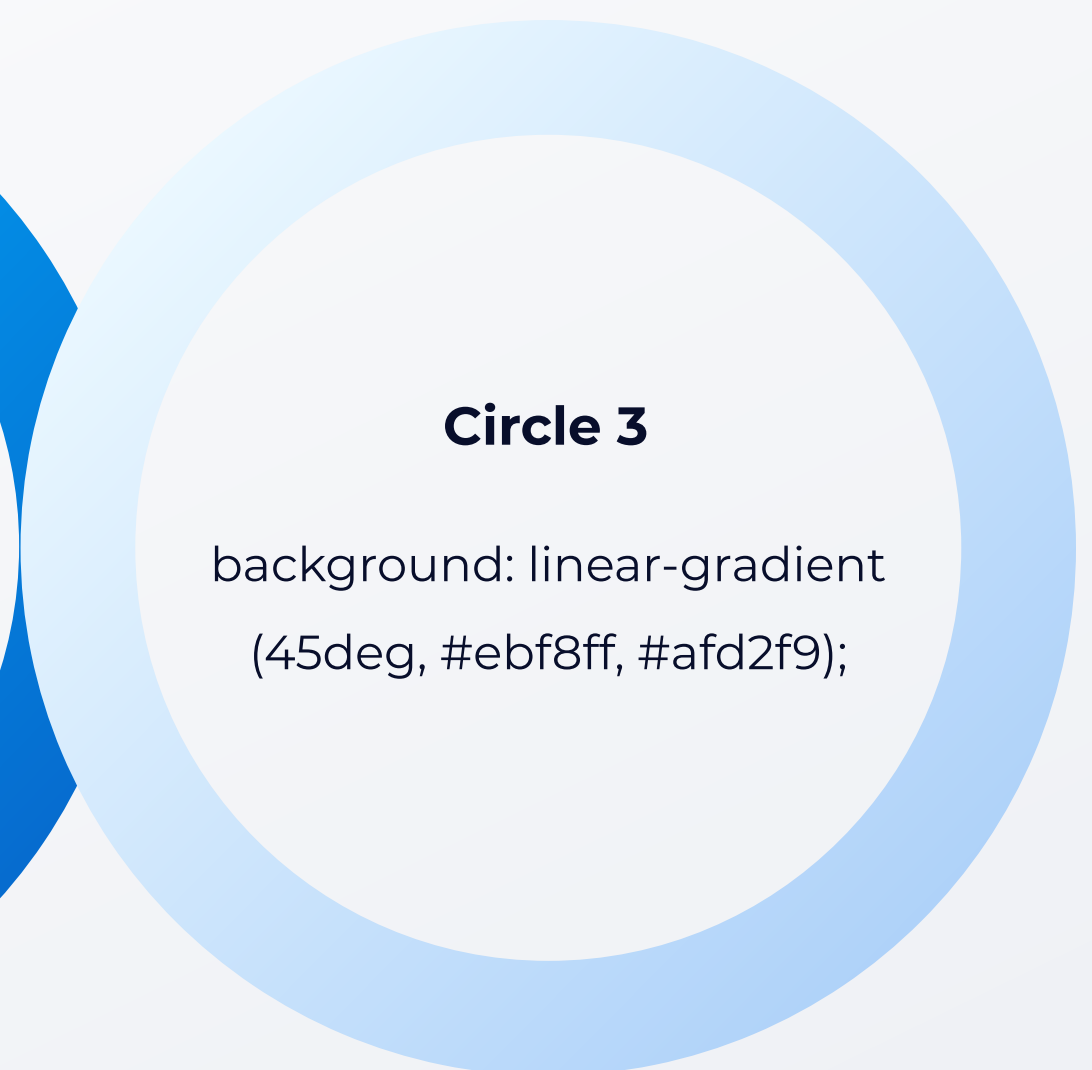
Shape 1

Shape 2

Shape 3

Circle 1

background: linear-gradient (45deg, #00abfa, #0762c8);

Circle 2

background: linear-gradient (45deg, #00abfa, #e4002b);

Circle 3

background: linear-gradient (45deg, #ebf8ff, #afd2f9);

Whenever these gradient circles are used around images it should be semi-transparent to allow the image to be seen through it.

diversified

Brand Guidelines

Thank You.