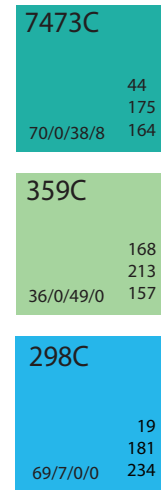
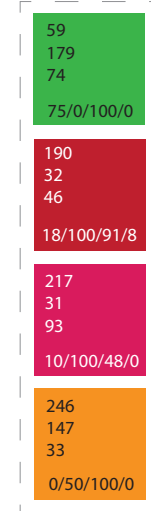


# Color

Core Colors



Extended Palette



\*Secondary Green 368C should be used when setting type, unless it appears in K.O.  
Extended Palette is used when needed Ex. colored lists on our website

# Type

## Main Text Font: Avenir family

*Light, Light Oblique, Book, Book Oblique, Roman, Oblique, Medium, Medium Oblique*  
**Heavy, Heavy Oblique, Black**

## Alternative Font (*Avenir Unavailable*): Arial

*Regular, Italic, Bold, Bold Italic, Black*

## Display Type: DIN family

DIN 1451 Engschrift • DIN 1451 Mittelschrift

DIN-LIGHT • *DIN-LightItalic* • DIN-Regular • *DIN-Regular Italic*

DIN-Medium • **DIN-Bold** • **DIN-Black** • ***DIN-BlackItalic***

DIN 30640 Neuzeit Grotesk Bold Condensed

DIN 30640 Neuzeit Grotesk Light

# Logo

The Logo should be Clear of Obstacles  
to a distant proportional to the Logo's capital C.



The Logo should appear over plain backgrounds  
with enough contrast for all elements to appear clearly.



\*The green elements of the logo can Knock out when  
appearing over its own color. This is the only instance  
where knockout type can be used.



\*The Logo should not appear on a background that  
that is too busy, or has too little contrast. It should  
not appear in knockout, accept as stated above.

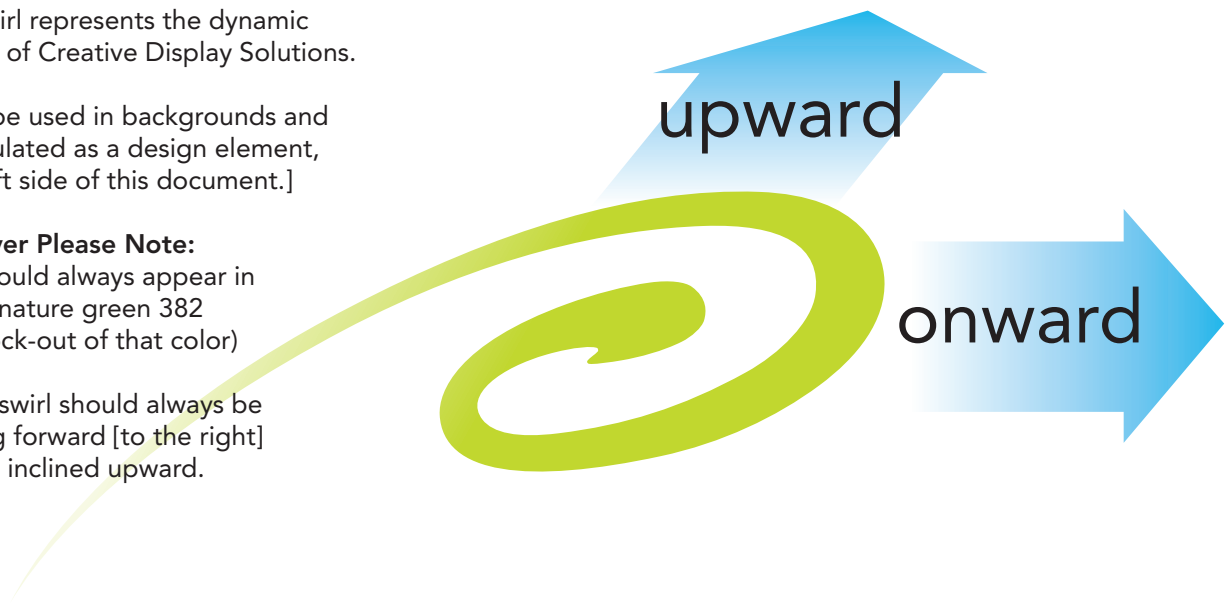


The swirl represents the dynamic energy of Creative Display Solutions.

It can be used in backgrounds and manipulated as a design element, [see left side of this document.]

**However Please Note:**

1. It should always appear in the signature green 382 (or knock-out of that color)
2. The swirl should always be moving forward [to the right] and be inclined upward.

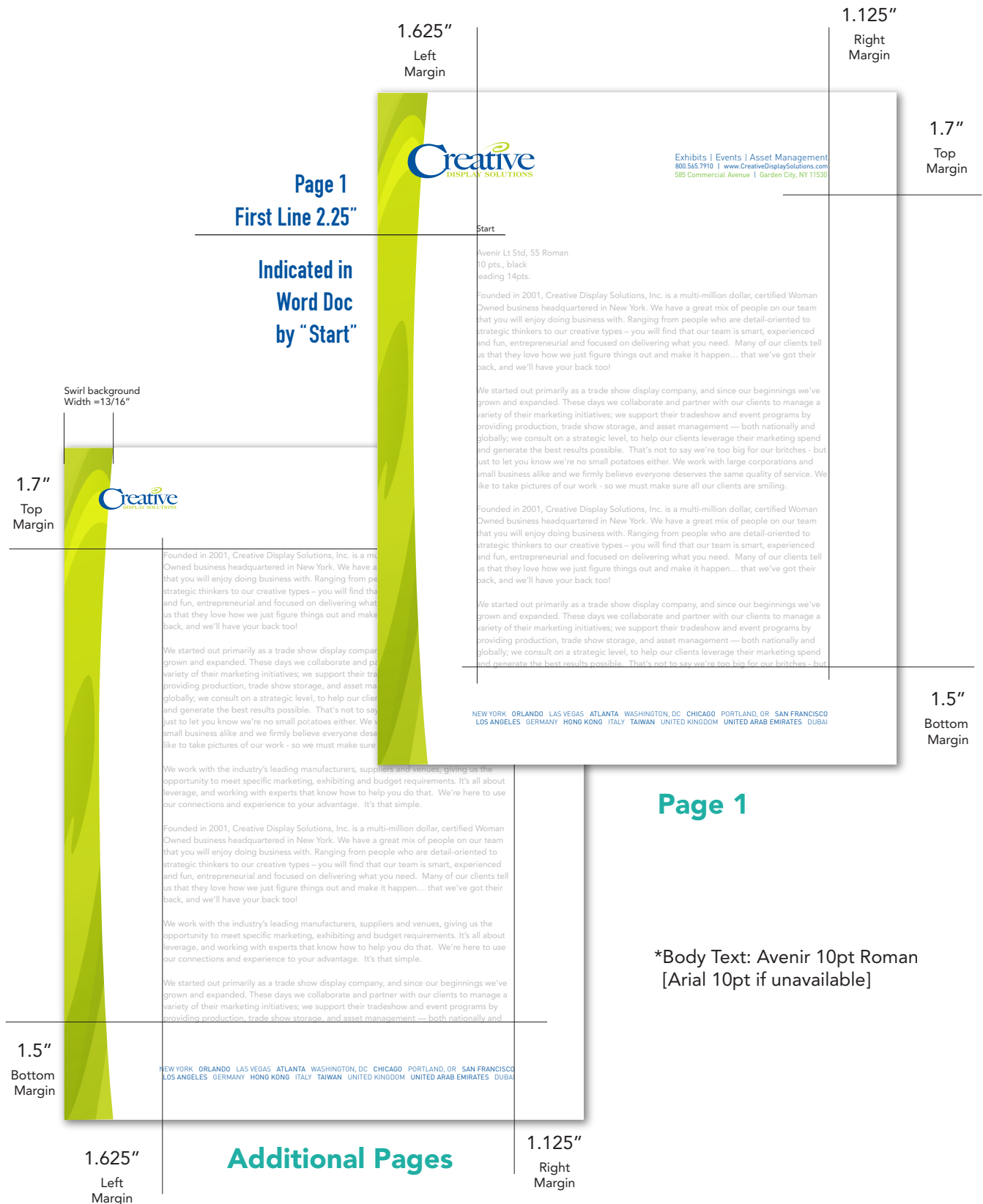


# Business Cards

To maintain a clean look, phone extensions, cell numbers and mailing address are not included on the business card. Space is available on the back of the cards, for jotting down more personal information for individual customers as needed.



# Letterhead



Left: 1"  
Right: 0.75"  
Top: 1.625"  
Bottom: 0.75"

All text in Avenir

to

Exhibits | Events | Asset Management  
800.545.7710 | www.CreativeDisplaySolutions.com  
585 Commercial Avenue | Garden City, NY 11530

## TITLE 25PT AVENIR ALL CAPS

Date

Rep

### Client Information

Company Name

Email

Contact

Bill To address (if different than that on estimate)

Phone#

Mobile Phone

### SHOW INFORMATION IF APPLICABLE

Show

Dates

Booth#

Location

☐ Standard Order ☐ Rush Order ☐ Update to Order Anticipated Due Date to Client:

### Ship to Information if Different

Company Name

Email

Contact

Address

Phone#

Mobile Phone

☐ Pop up ☐ Bannerstand ☐ Counter ☐ Accessories ☐ Custom ☐ Rental  
☐ Panel ☐ Graphics ☐ Hardware ☐ Show Services ☐ Other

### Product Description

Details/Model #s

Mark up Information/Final Cost

Method of Shipment: ☐ FedEx ☐ UPS ☐ Common Carrier ☐ Client Pick up  
Service Level: ☐ Ground ☐ Overnight P1 ☐ 2Day ☐ 3Day

PLEASE DRAW MODEL ON BACK or ATTACH RENDERING

CLIENT

Client:

Show Name:

Show Location:

Ship Via:

Acct. Exec:


Keys:

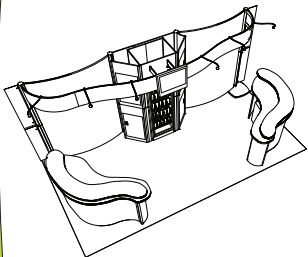
Crate# Dimensions/Weight Qty Description

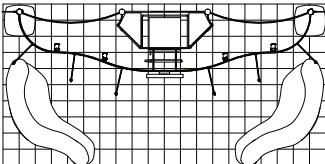
DAMAGE CODES: 1-Minor Damage, 2-Should be repaired, 3- Must be repaired,  
4- Missing, 5-Additional, 6-Polarioed Taken

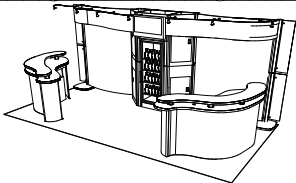
Page 1

Margins are further reduced for Mechanical Drawings and Presentation of Renderings where document real estate is at a premium.


 Drawing: Cover Page (Re - configuration)      SO# 257811      (Solutions#: 7159)








10' x 20' SET-UP INSTRUCTIONS

800.565.7910 | 516.280.7560 | FAX 516.565.7561 [www.CreativeDisplaySolutions.com](http://www.CreativeDisplaySolutions.com) 585 Commercial Avenue | Garden City, NY 11530

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## Additional Pages