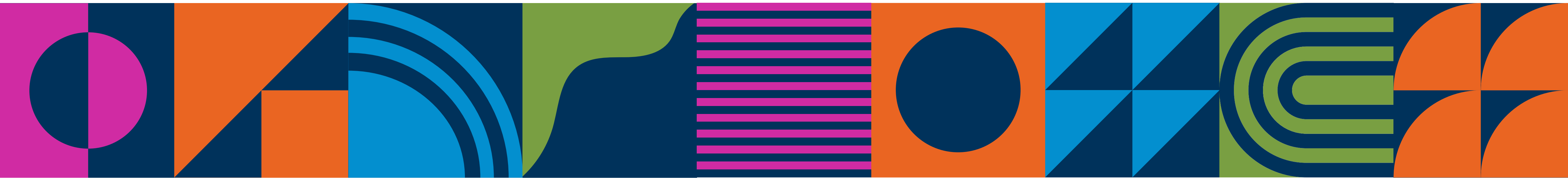


The
 **NAFEM** | **25**
Show.®

FEBRUARY 26-28 • ATLANTA
GEORGIA WORLD CONGRESS CENTER

Find Your WOW!
Marketing Campaign Guidelines



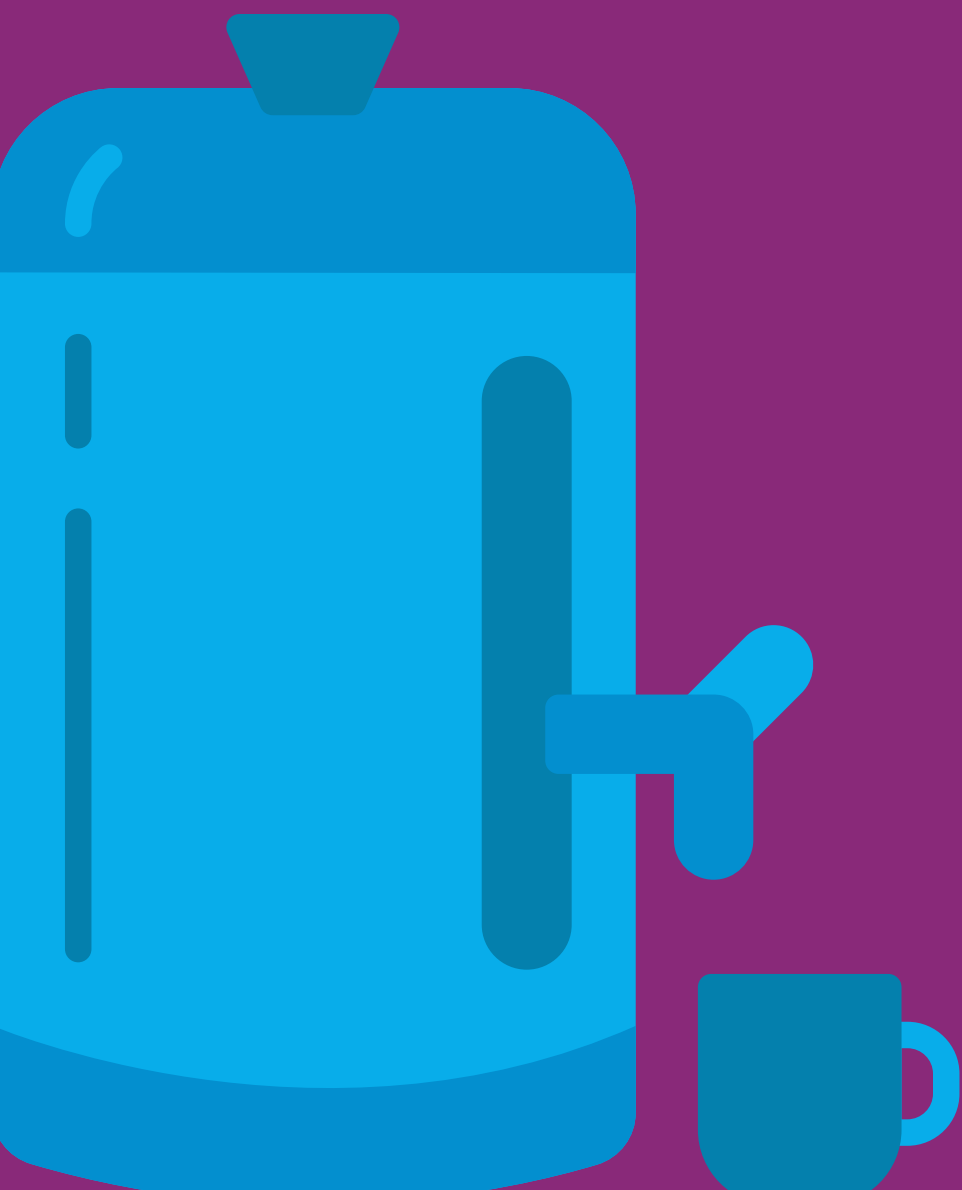
These guidelines were created to ensure a consistent look and feel for all marketing materials before, during and after The NAFEM Show in 2025. This way, everyone who engages with the campaign – at any touchpoint – receives a recognizable and seamless experience.

We will revisit these guidelines periodically to reflect evolutions to the campaign throughout the show cycle. Please use this as a foundation for all creative efforts.

The following guidelines do NOT replace any existing NAFEM brand guidelines.

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FIND YOUR WOW

A new process. A fresh idea. An in-person insight. Even the smallest discoveries can have a big impact on commercial foodservice operations.

These “wow” moments are at the center of The NAFEM Show experience. This is your opportunity to explore what’s new in commercial foodservice E&S, confer with the experts and uncover the right solutions for you.

Your next big “wow” is waiting. Find it at The NAFEM Show.

Logo

Primary logos

The NAFEM Show primary logo is predominantly gray with an orange divider and square surrounding the show year. The primary logo is used on white or light backgrounds. Use the version containing the date and location when possible.

Abbreviated versions may be used to save space, simplify a design or aid legibility when space is limited.

Horizontal logo

The NAFEM Show horizontal logo may be used as an alternative when space is limited or the show dates need to be prioritized.

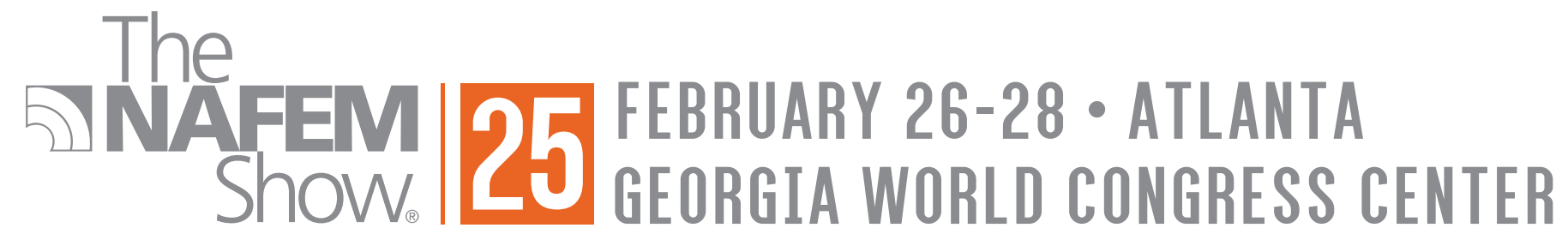
White logos

White logo variations are used on solid-colored backgrounds, complex patterned backgrounds and photographs to maintain clarity and legibility. A shadow may be added behind the logo when placed over photography.

Primary logos



Horizontal logo



White logos



Color palette

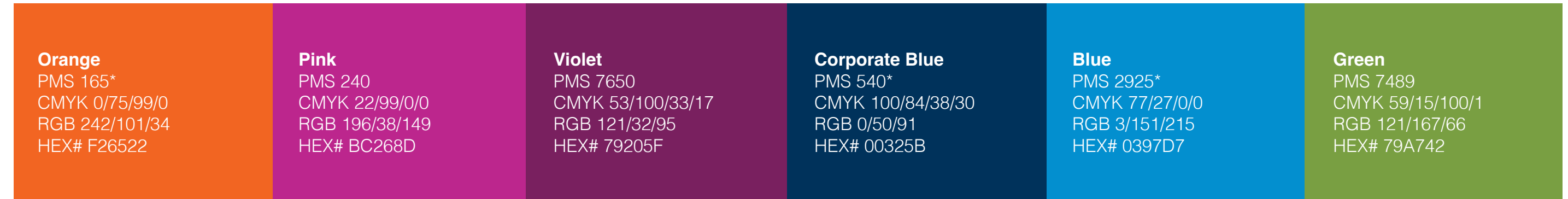
Primary palette

The NAFEM Show primary palette is comprised of orange, pink, violet, corporate blue, blue and green. When using colors together, always consider legibility and clarity. White may be used to aid in these characteristics.

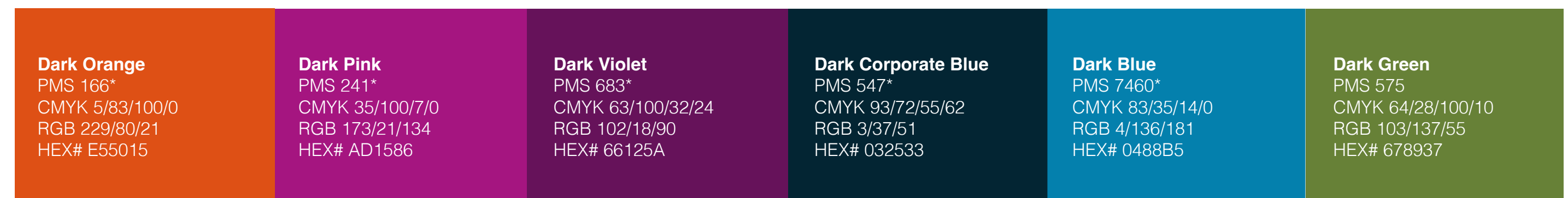
Secondary palette

For the 2025 show, a secondary color palette is used to create variety and subtlety within designs. More specifically, the secondary palette is used in patterned backgrounds and borders in combination with the primary palette. Do not use the secondary palette for copy or solid backgrounds.

Primary palette



Secondary palette



Typography

Figtree

For the 2025 show, Figtree is used for headlines, select subheads and the Find Your WOW graphic. Do not use Figtree for body copy.

Helvetica

Helvetica is used for all body copy and for headlines when Figtree is not available.

Headlines

Figtree Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Figtree Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Find Your WOW

Font

The Find Your WOW campaign headline wordmark uses a combination of Figtree Medium for Find Your and Figtree Black for WOW.

When writing the phrase in copy, use lower case for "find" and "your" and use all caps for "WOW." "WOW" can be bolded for emphasis. You may use an exclamation point after "WOW" at the end of a sentence.

Layouts

Stacked and horizontal versions are available. When using the headline as a main graphic, the stacked version is preferred. When using the headline as a signoff or depending on the space provided, the horizontal version may be used.

Colors

The WOW may be filled with one of four custom gradients comprised of two primary colors each.

When choosing a fill for the WOW, always consider legibility, simplicity and balance within the design.

Find Your should always be violet, orange or pink, and paired with the WOW as shown in this document.



Pattern

Backgrounds

A suite of backgrounds are available for The NAFEM Show. These may be used for both print and digital applications.

Most commonly, tonal variations are used as backgrounds behind copy or photography. Solid backgrounds may also be used in lieu of the patterns. Tonal variations may be created in any primary color in combination with a tonal secondary color (e.g. blue and light blue).

Standalone backgrounds should not have photographs or icons placed on top of them. Brief copy may be placed on top in a contrasting color such as white in order to aid legibility. These are most commonly used for print, block elements in assets such as presentations or trade show installations.

Borders

Patterned borders may be used in tonal or full color variations to act as breakers or visual interest in print and web applications. Always consider the surrounding colors within the design, factoring in contrast and simplicity.

Tonal backgrounds



Standalone backgrounds



Tonal borders



Full color borders



Icons

A series of tonal filled icons is available for The NAFEM Show.

Icons may be used with solid backgrounds and photography. Do not use icons in conjunction with patterned backgrounds.

Tonal icons



Photography

For attendee marketing

Photography geared toward attendees should focus on individual interactions between attendees or between attendees and exhibitors. This more accurately portrays the show experience they will have and does not overwhelm the viewer. On occasion or in video applications, show floor assets may be used.

For exhibitor marketing

Photography geared toward exhibitors should focus on the magnitude of the show floor and may include crowds and multiple booths. Large logos should be cropped or edited out.

Use of photography

Photography may be placed over tonal or solid backgrounds, but never over full-color patterned backgrounds. It may also be used with or without a frame.

For attendee marketing



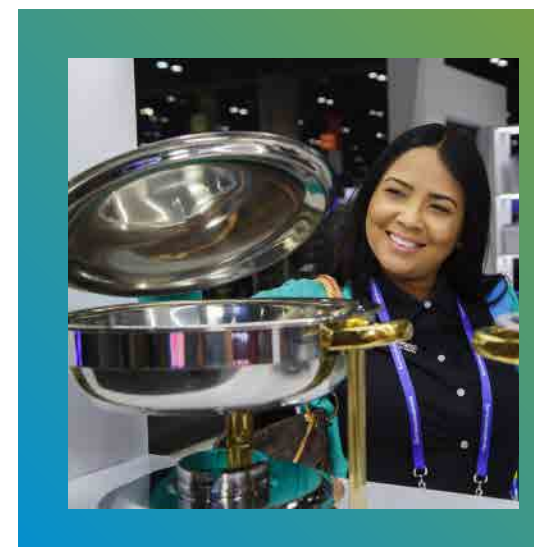
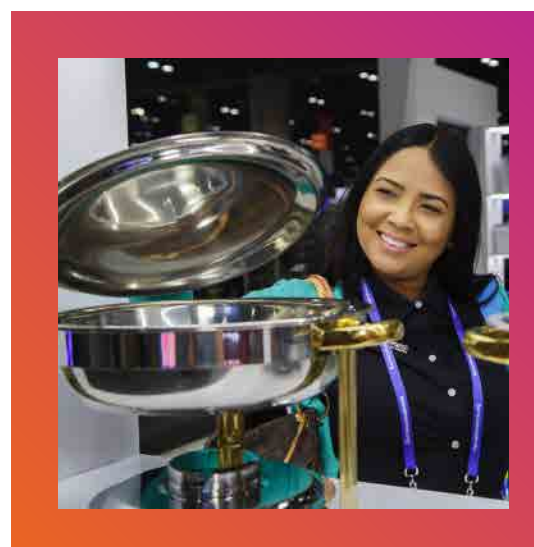
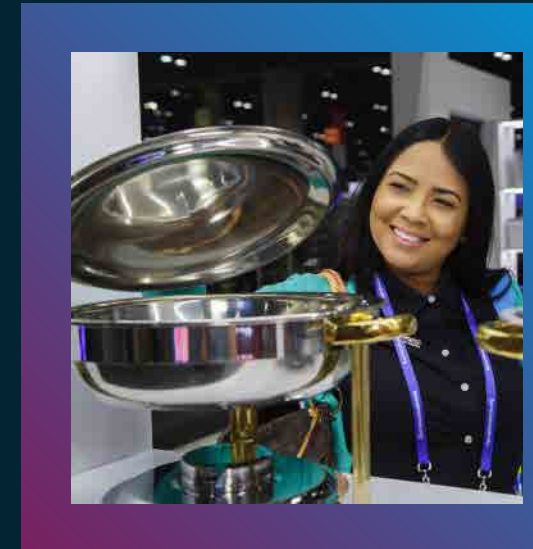
For exhibitor marketing



Photography frames

Four 45° two-color gradients have been created for use in photography frames. The gradient options on this page may be used, as well as solid primary colors. When choosing the frame fill, always consider balance, simplicity and clarity.

Round, square or rectangular frames may be used.



Headlines

The following are approved headlines that can be used when promoting The NAFEM Show and during the show.

General headlines

Join us at the center of it all.

Chop. Blend. Serve. Succeed.

Surround yourself with opportunities.

See the latest foodservice E&S in action.

Take ideas from booth to business.

E&S from A to Z.

Find what WOWs you.

Applications

These assets serve as examples of how to use the elements provided in this document. Additional examples will be added to showcase a variety of executions.



“It’s like being a  kid in a candy store  for operators.”

The NAFEM Show 25  FIND YOUR **WOW**



Downloads

Download relevant design files for this campaign, including logos, icons, patterns and more, using these links.

[Logos](#)

[Find Your WOW](#)

[Patterns and borders](#)

[Icons](#)

[Photography](#)

[All 2025 show assets](#)

