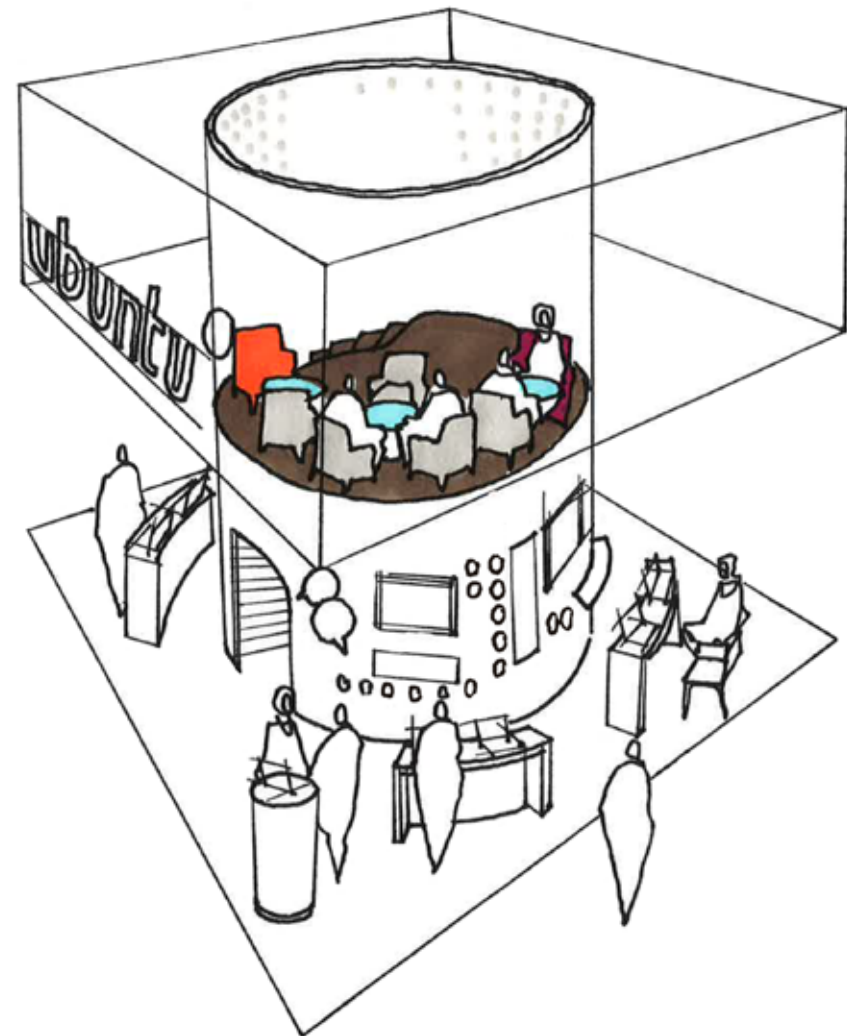
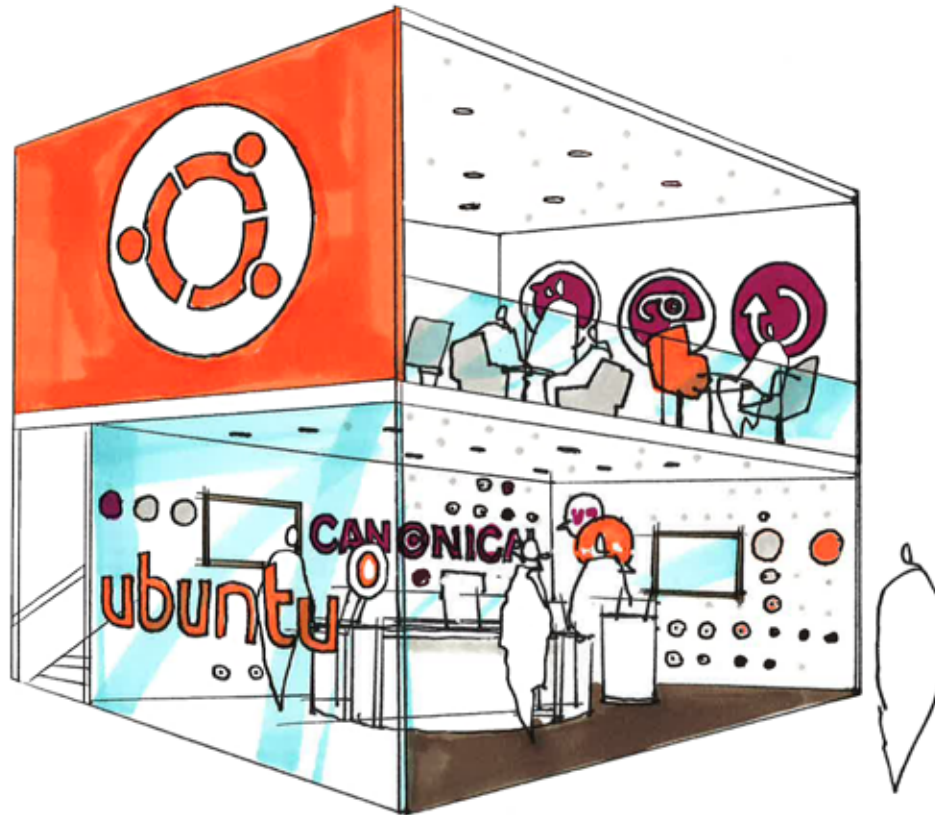


Stand out

This document provides visual inspiration when designing event stands for Ubuntu and Canonical.

From corner stands to premium event stands, the following pages demonstrate what is possible with careful consideration of our brand values and clever application of our brand elements.

Please take the time to read it.



UBUNTU AND CANONICAL EVENT STANDS

Creating event stands provides a great opportunity to promote the Ubuntu and Canonical brands.

The following pages provide visual guidance and inspiration when designing event stands of varying sizes.

We have also included reference for fixtures, furniture and materials.

Brand values

Our brand values play a very important part in all our visual communications.

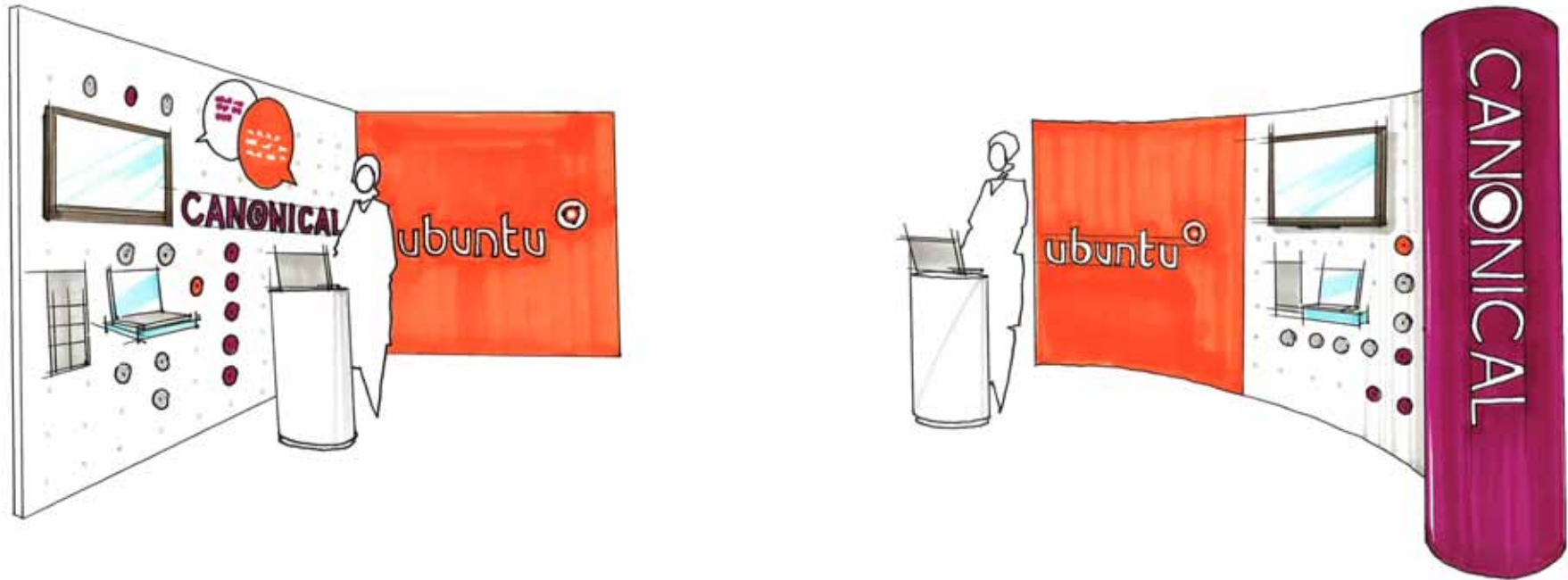
Ubuntu

Ubuntu embodies **freedom**, and is **collaborative**, **precise**, and **reliable**.

Canonical

Our people, products, services and communications are **adroit**, **accessible**, **precise** and **reliable**.

They should always be referred to and carefully considered when producing all design communications.



CORNER STANDS

Depending on the allotted space, corner stands can either be angular or curved.

Choose which design best suits the individual event.

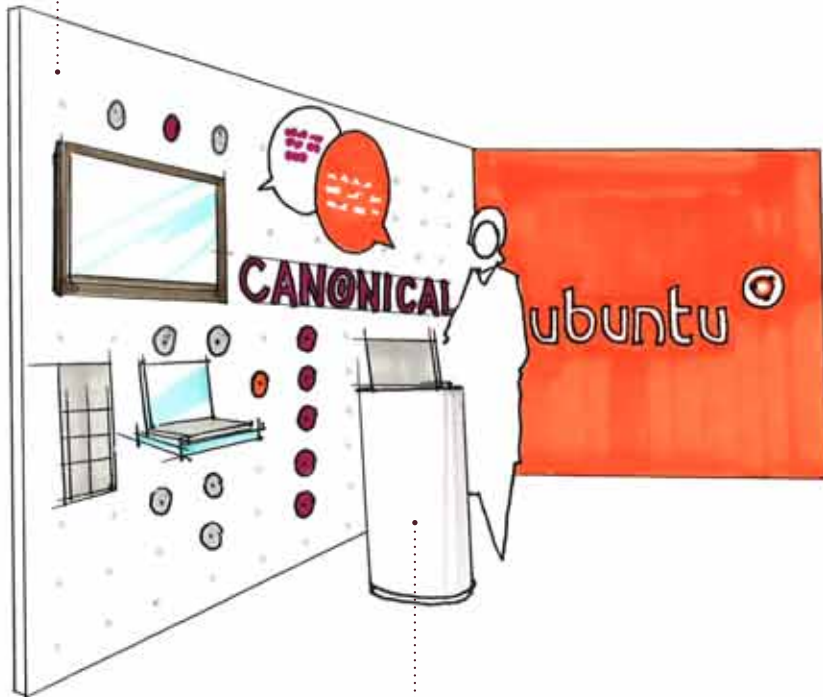
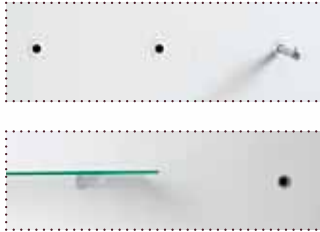
Design checklist:

- Has the target audience been carefully considered?
- Has the size of venue and stand been carefully considered?
- Has the correct version of the brandmarks been used?
- Is the correct typeface being used?
- If imagery is being used, is it the right style and has it got the correct content?
- Is the colour palette being used correctly?
- Has all copy and messaging got the correct tone of voice?
- Is there the right balance between the Ubuntu and Canonical branding?
- Does the design reflect the essence of our brands?

Modular display system

Single point modular display system. The idea is derived from the Ubuntu dots.

This system provides a flexible structure that can accommodate shelving, screens, brochure racks and graphics.



Storage & laptop unit

Keep these units clean and simple. White or warm grey, with no branding.



Slot-in graphics

The modular system suggested allows for an injection of colour and branding.

Don't over crowd the displays with too many graphics.





SMALL STANDS

Small stands may either be single or double height. Double height stands provide a large space ideal for branding, creating maximum visual impact.

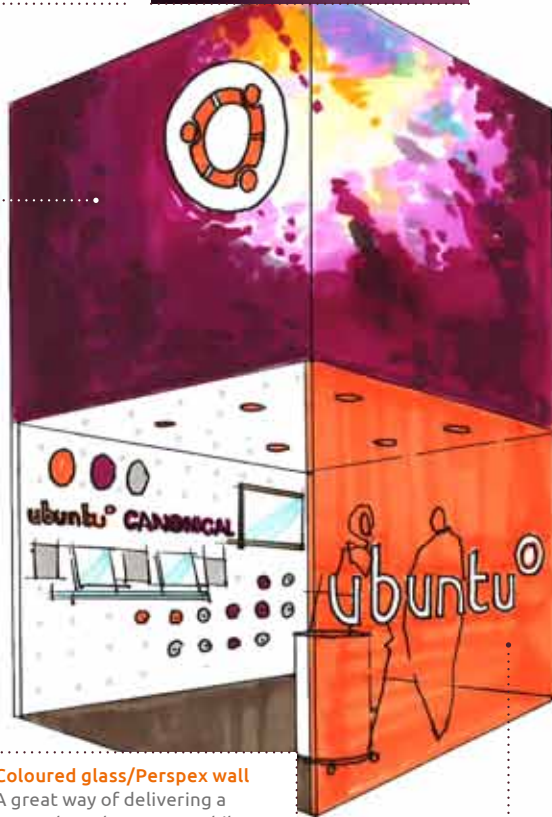
Design checklist:

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- Is there the right balance between the Ubuntu and Canonical branding?
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Backlight graphic

Additional height on smaller stands can be utilised as graphic/branding space.

Example shown uses the desktop wallpaper, with Circle of Friends branding, as a graphic that can be backlight.



Coloured glass/Perspex wall

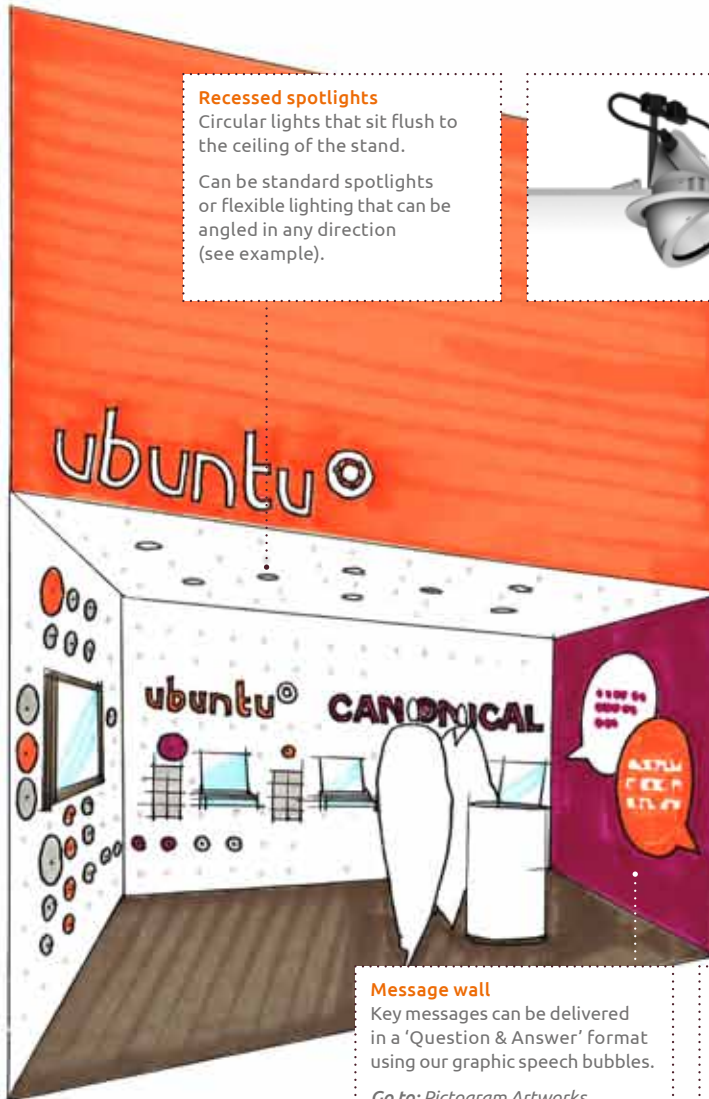
A great way of delivering a strong brand presence while maintaining maximum visibility into the stand itself.

It can be a brand colour on it's own, or include the Ubuntu or Canonical landmark.

Recessed spotlights

Circular lights that sit flush to the ceiling of the stand.

Can be standard spotlights or flexible lighting that can be angled in any direction (see example).

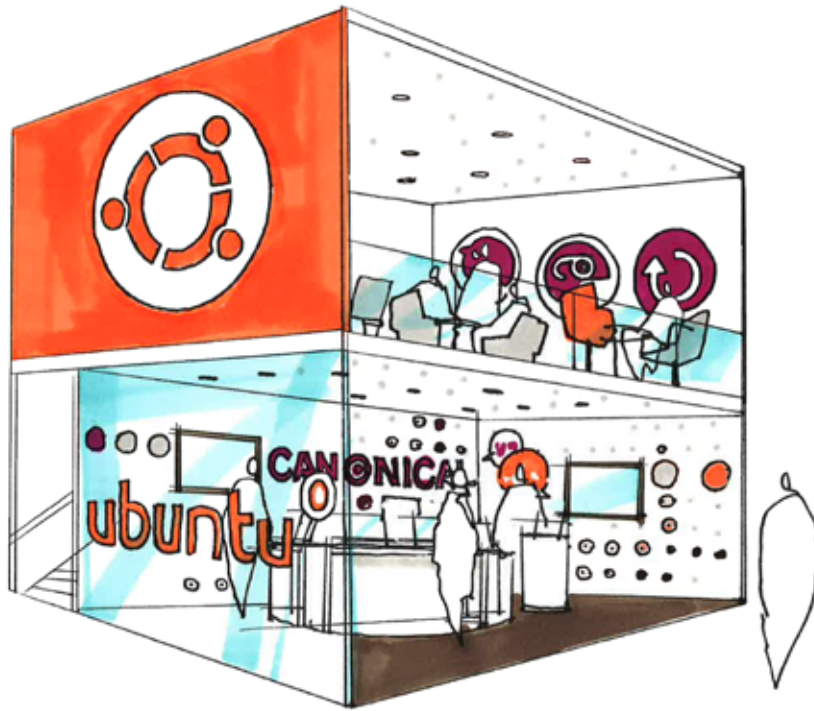


Message wall

Key messages can be delivered in a 'Question & Answer' format using our graphic speech bubbles.

Go to: *Pictogram Artworks*
Pictogram name: *quote*





MEDIUM STANDS

Double height stands provide the opportunity for a separate seated/meeting area.

A glass or Perspex wall, used on the front facing side, provides visibility from the venue floor into the upper level.

Design checklist:

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- Has the size of venue and stand been carefully considered?
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Seating

Keep the seating colours neutral (white or warm grey), with the occasional highlight of colour.

Match to Ubuntu Orange or Canonical Aubergine.



Pictograms

Can be used at various sizes depending on the wall size and function of particular space.

A small number, reproduced at a large size create great visual impact in a seated/meeting area.



Glass/Perspex wall

Maintaining the current Ubuntu theme of 'light'.

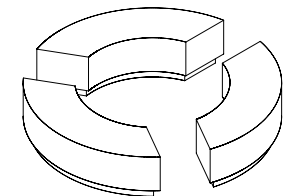
It can also be used to divide the interactive section and a seated area of a single floor stand.

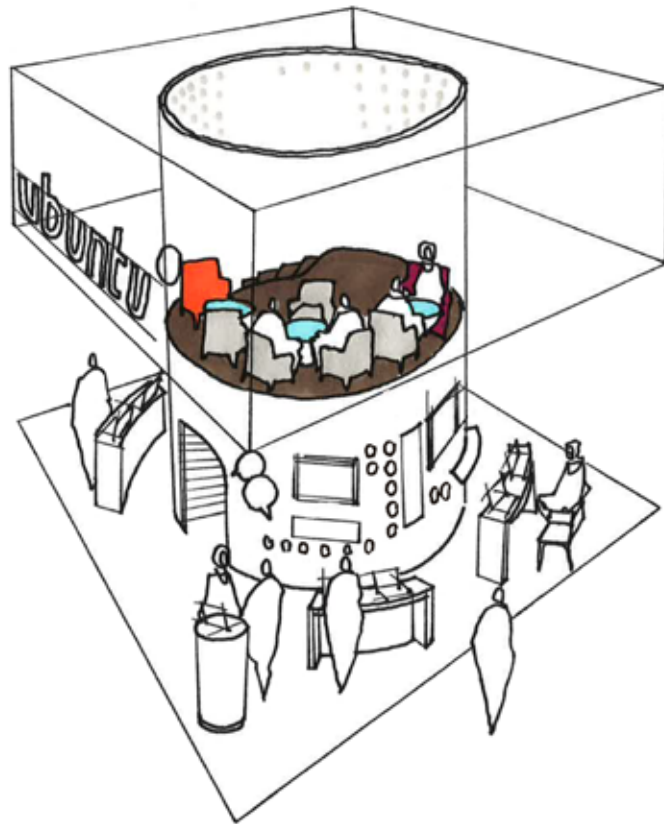


Bespoke desk

A subtle re-enforcement of the brand in a custom made desk.

The shape is derived from the Ubuntu 'Circle of Friends'.





LARGE STANDS

Larger stand space provides the perfect opportunity to create a design that has a more bespoke feel.

With careful consideration it can create a sense of drama and provide maximum impact for both our brands.

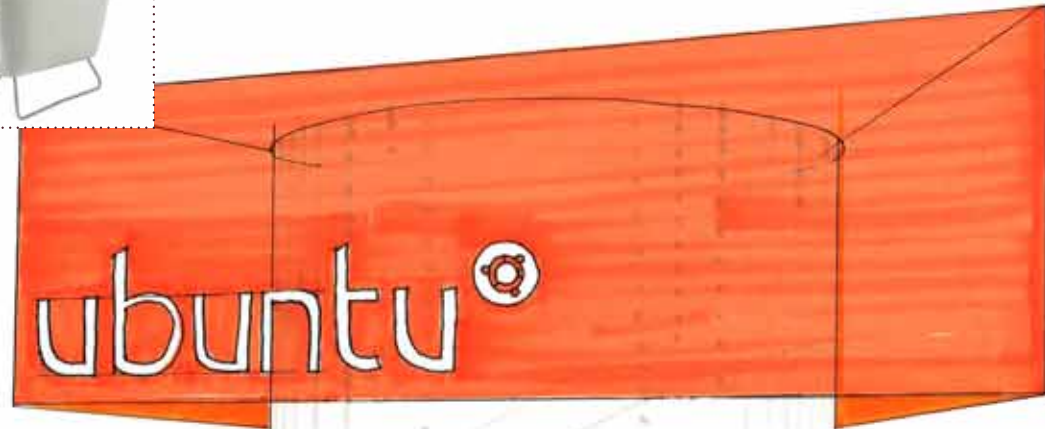
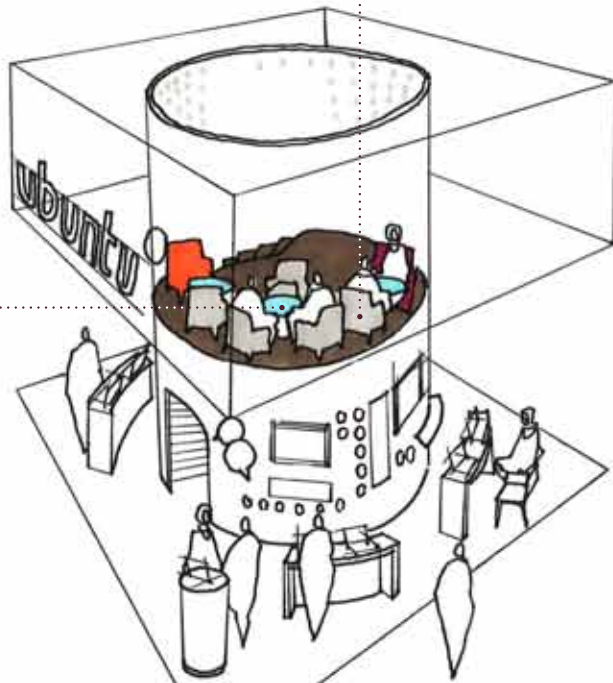
Design checklist:

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- If imagery is being used, is it the right style and has it got the correct content?
- Is the colour palette being used correctly?
- Has all copy and messaging got the correct tone of voice?
- Is there the right balance between the Ubuntu and Canonical branding?
- Does the design reflect the essence of our brands?

Armchair style seating
For larger, premium events.

Keep the seating colours neutral (white or warm grey), with the occasional highlight of colour.

Match to Ubuntu Orange or Canonical Aubergine.



Low level tables

Circular coffee tables for relaxed seating areas.

Use neutral colours or a glass top.



Desk seating

White or grey with occasional highlight brand colours.

These chairs use circular punched through holes which compliment the modular system used on the graphic walls.

