

2022

Proprietary & confidential

v.0.5

SOUTH SUMMIT

# SOUTH SUMMIT BRAND BOOK

CONTEXT

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A

BRAND STRATEGY

---

B

VERBAL IDENTITY

---

C

BRAND DESIGN

---

D

COLLATERALS

---

E

# A CONTEXT

# SOUTH SUMMIT HAS BECAME A GLOBALLY RECOGNISED NETWORKING PLATFORM

This network has multiple large-sized events across an increasing number of international destinations.

It's time to revisit the brand and adapt it to this new context under which South Summit is required to operate from now on.



# WHAT WE NEED FROM OUR BRAND

1

## TO REPRESENT US

South Summit is not a medium-sized conference in Spain anymore, but an international networking platform that welcomes a vast range of cultural sensitivities and organises huge events all across the world.

We need a brand to represent what South Summit is all about now and what it aspires to be in the future.

2

## TO ELEVATE US

Our new brand must be able to elevate our current status into a well recognised and respected leading global brand.

It needs to do so by building on top of solid brand pillars that allow us to adapt to new market conditions while being consistent and integral to a set of constant core values.

3

## TO SERVE OUR BUSINESS

As we grow, the role that our brand plays must evolve too.

Our brand role should go beyond representation to become a toolkit that helps our business to perform better, reassure our partners and enable new business opportunities that result in new revenue sources and partnership leads.

4

## TO BE VERSATILE

Growth means more diversity of channels and environments in which our new brand will need to perform.

Modularity, flexibility and adaptability are key factors to embed into our new brand, so that we can attend our future needs and absorb the many influences from the different cultures we work with.

# B BRAND STRATEGY

# TERRITORIES

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B1

# GUIDING PRINCIPLES

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B2

# ATTRIBUTES

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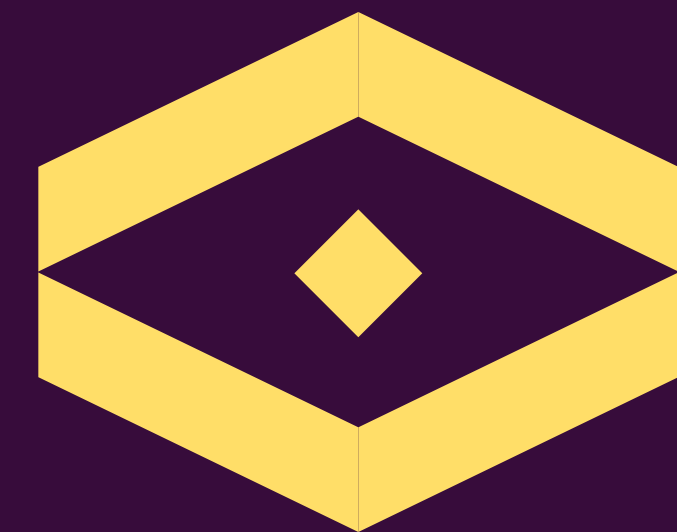
B3

# B1 TERRITORIES

A BRAND TERRITORY IS A SPACE IN THE MARKET IN WHICH WE CAN CLAIM DOMINANCE AND PERFORM WITH A LEVEL OF LEGITIMACY.

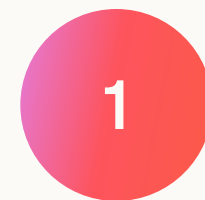
That we can defend as a point of differentiation with other competitors.

It is useful to define our position in the market and the boundaries of our brand performance.



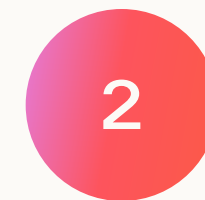
WHAT WE ARE  
ABOUT

# THERE ARE THREE KEY TERRITORIES THAT WE CAN LEGITIMALLY LAY CLAIM TO:



## SOUTHERN CULTURE

Born in Spain, in the south of Europe, with an unmistakable southern flavour. Our brand name is both a confirmation of our southern status and a statement of our ambition. Our culture from the south transcends from Spain to a global Southern Culture.



## VALUABLE CONNECTIONS

We say it in our current brand promise: 'The most valuable network for entrepreneurship & business'. We say 'valuable' because of the quality networking but most importantly, for the unrivalled investment opportunities. Valuable connections is a territory that we can claim as a space where we truly excel'



## STARTUPS AND ENTREPRENEURSHIP

Our ecosystem has helped over 25,000 startups and our summits hosts 800 world-class speakers over 8 stages, every year. We believe in their ideas, and we empower them in their enterprises.

# B2 GUIDING PRINCIPLES

BRAND PRINCIPLES ARE  
THE PILLARS THAT  
DETERMINE WHY WE EXIST,  
HOW WE BEHAVE AND  
WHAT WE ARE AND OFFER.

They are the north star that  
guides how we behave and  
communicate as a brand.



## WHY WE DO IT

WE BELIEVE THAT  
TOGETHER, WE CAN  
SHAPE THE FUTURE.

## HOW WE DO IT

CONNECTING PEOPLE  
THROUGH POSITIVITY,  
COURAGE AND  
COLLABORATION.

WHAT WE ARE

THE MOST VALUABLE  
NETWORK FOR  
ENTREPRENEURSHIP  
& BUSINESS.

# B3 ATTRIBUTES

# THE ATTRIBUTES OF A BRAND ARE IMPORTANT BECAUSE THEY DESCRIBE:

1

THE WAY WE  
TRULY ARE

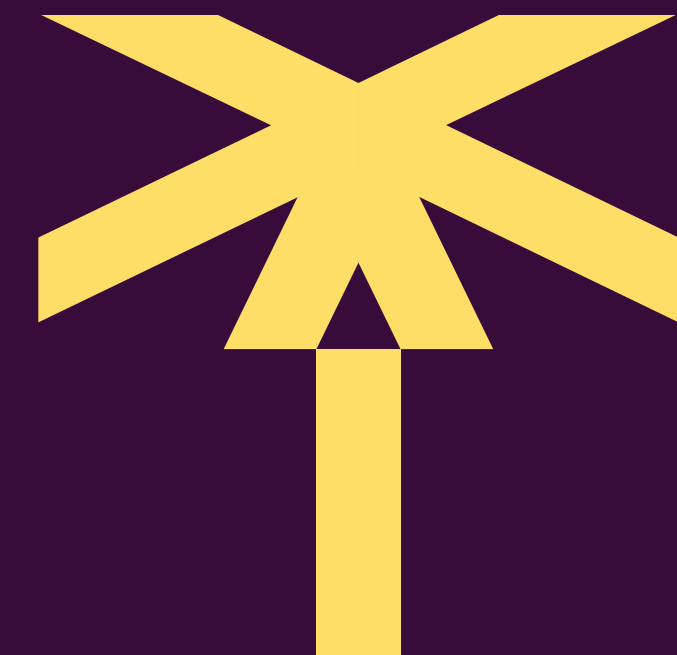
Through the definition of our cultural values.

2

THE WAY WE  
BEHAVE

Through the definition of our personality.

Which territories can we claim as spaces where we operate distinctively?



## WHAT WE ARE ABOUT

### Our brand values

### SOUTH SUMMIT

## POSITIVITY

Everything we do comes from a place of boundless optimism, a belief that we can shape our future.

We believe that positive change comes from connection and collaboration, which is why we create the perfect environment for opportunities and relationships to flourish.

We have passion for what we do, and we're proud of what we can create when we come together

## COURAGE

We're not afraid of the unknown and challenging the status quo.

Real change and innovation are possible when you have the courage to do things differently.

We believe in decoding complexity, and we dare to imagine a better future.

## COLLABORATION

We know South Summit gets results.

Our track record of matching successful startups and hosting our exciting summits speak for themselves.

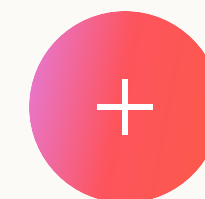
But it's not all about us: our real strength lies in our partners — the real impact that happens when we connect and share our ideas.

WHO WE  
IDENTIFY WITH

# OUR PERSONALITY IS REFLECTED IN TWO KEY ARCHETYPES:

## THE CREATOR

Born in Spain, in the south of Europe, with an unmistakable southern flavour. Our brand name is both a confirmation of our southern status and a statement of our ambition. Our culture from the south transcends from Spain to a global Southern Culture.



## THE CONNECTOR

They're on a mission to make the world a better place, by bringing people together and helping them realise their potential. The Connector is courageous, bold, inspirational'

HOW OTHERS  
SEE US

POSITIVITY



OPTIMISTIC

- Southern way of celebrating life
- Forward-looking
- Confident
- Cheerful
- Encouraging

COURAGE



DETERMINED

- Not afraid of obstacles
- Hard working
- Driven
- Innovative
- Creative

COLLABORATION



SOCIAL

- Southern social character
- Outgoing
- Empathetic
- Community-driven
- Friendly

Rational	<div><div></div><div></div><div></div><div></div><div></div></div>	Emotional
Realistic	<div><div></div><div></div><div></div><div></div><div></div></div>	Visionary
Traditional	<div><div></div><div></div><div></div><div></div><div></div></div>	Innovative
Classic	<div><div></div><div></div><div></div><div></div><div></div></div>	Modern
Feminine	<div><div></div><div></div><div></div><div></div><div></div></div>	Masculine
Discreet	<div><div></div><div></div><div></div><div></div><div></div></div>	Daring
Simple	<div><div></div><div></div><div></div><div></div><div></div></div>	Complex
Evolutionary	<div><div></div><div></div><div></div><div></div><div></div></div>	Disruptive
Laid-back	<div><div></div><div></div><div></div><div></div><div></div></div>	Energetic
Artisanal	<div><div></div><div></div><div></div><div></div><div></div></div>	Technical
Local	<div><div></div><div></div><div></div><div></div><div></div></div>	Global
Approachable	<div><div></div><div></div><div></div><div></div><div></div></div>	Sophisticated
Timeless	<div><div></div><div></div><div></div><div></div><div></div></div>	Trendy
Honest	<div><div></div><div></div><div></div><div></div><div></div></div>	Insincere
Economical	<div><div></div><div></div><div></div><div></div><div></div></div>	Expensive

Formal	<div><div></div><div></div><div></div><div></div><div></div></div>	Casual
Serious	<div><div></div><div></div><div></div><div></div><div></div></div>	Fun
Tangible	<div><div></div><div></div><div></div><div></div><div></div></div>	Abstract
Warm	<div><div></div><div></div><div></div><div></div><div></div></div>	Detached
B&W	<div><div></div><div></div><div></div><div></div><div></div></div>	Colourful
Chaotic	<div><div></div><div></div><div></div><div></div><div></div></div>	Organized
Average	<div><div></div><div></div><div></div><div></div><div></div></div>	Curious
Young	<div><div></div><div></div><div></div><div></div><div></div></div>	Mature
Personal	<div><div></div><div></div><div></div><div></div><div></div></div>	Impersonal
Discreet	<div><div></div><div></div><div></div><div></div><div></div></div>	Bold
Raw	<div><div></div><div></div><div></div><div></div><div></div></div>	Refined
Analytic	<div><div></div><div></div><div></div><div></div><div></div></div>	Intuitive
Cautious	<div><div></div><div></div><div></div><div></div><div></div></div>	Ambitious
Human	<div><div></div><div></div><div></div><div></div><div></div></div>	Robotic
Creative	<div><div></div><div></div><div></div><div></div><div></div></div>	Unimaginative

GLOBAL

LOCAL

HUMAN

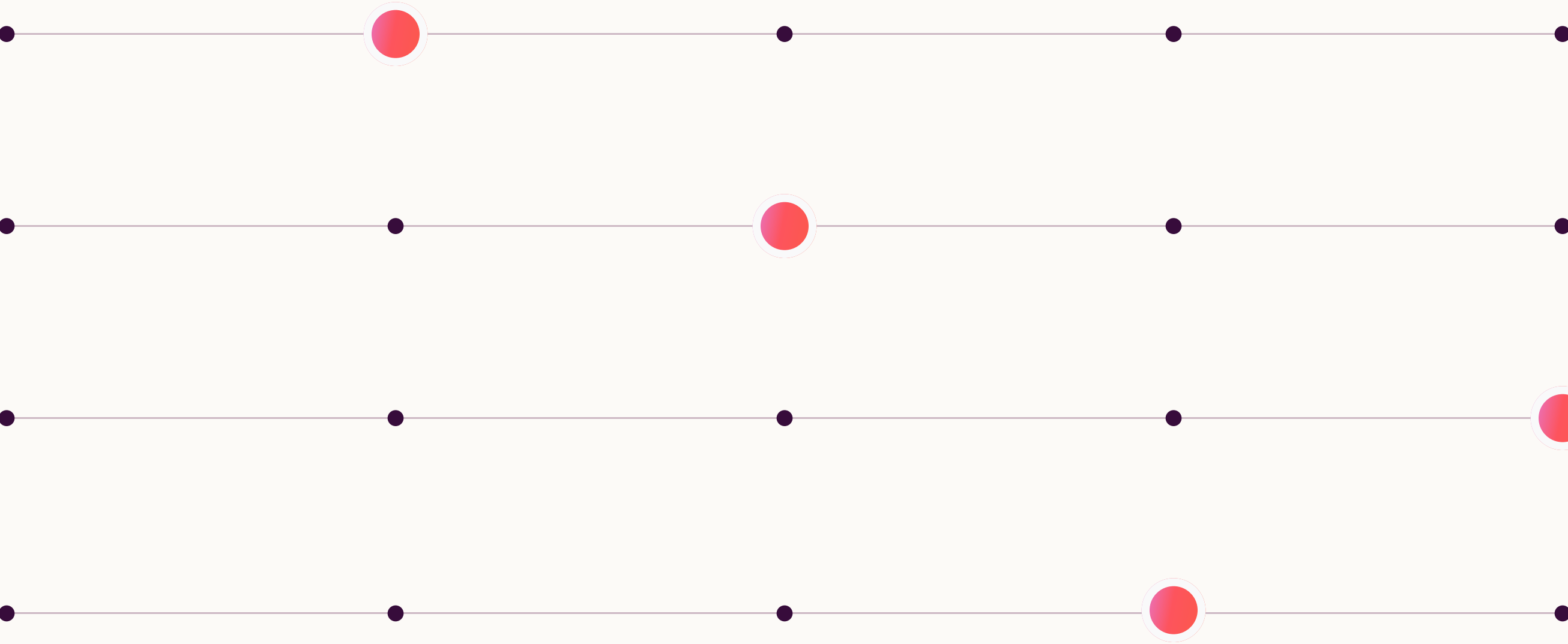
EXPERT

EXCLUSIVE

WELCOMING

BUSINESS

SOCIAL IMPACT



# C VERBAL IDENTITY

# TONE OF VOICE

C1

# COMMON LANGUAGE

C2

# COPY EXAMPLES

C3

# C1

# -tone OF VOICE

OUR PURPOSE IS TO  
FACILITATE RELATIONSHIPS  
THAT GENERATE BUSINESS  
OPPORTUNITIES.

We're good at connecting people because of our social nature, our optimistic approach and our courage when it comes to overcoming challenges.

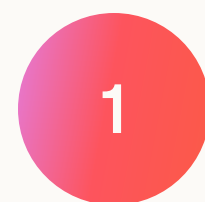
But also because of our welcoming character that's always looking to empower partners to forge connections.



	01 WELCOMING	02 EMPOWERING	03 BUILDING CONNECTIONS
CONCEPTS	Positive, accessible and inclusive	Always enabling opportunities	Every interaction goes towards the greater goal
VOCABULARY	Sign up to our newsletter	Build your connections	Meet your speakers
VERBOSITY	Conversational tone	Concise, but never at the expense of being robotic or too direct	n/a
GRAMMAR	Use contractions (unless it affects understanding)	Avoid passive voice	Use of ‘we’ and ‘us’
PUNCTUATION	Minimal use of exclamations where appropriate, no emojis	Use of em dashes and semi colons when helpful, but use with caution	n/a
CAPITALISATION	Sentence case titles, headings, buttons	Capitalisation and bold text where it aids understanding	Names of events, speakers and related are capitalised

## WHAT TYPES OF TONES WE USE

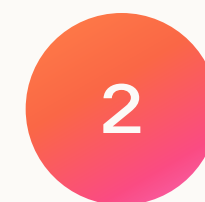
# OUR TONE WILL VARY DEPENDING ON THE OBJECTIVE OF DIFFERENT TYPES OF MESSAGES



## ASPIRATIONAL

Areas of communication where we transmit more philosophical aspects and practicalities stay in the background.

Headers, audiovisual content, microcopy...



## FUNCTIONAL

Areas of communication that seek to disseminate knowledge in a more explanatory and didactic way.

Case studies, processes, forms, data visualisation...

# POSITIVITY

SIMPLE

~~NAIVE~~

We use clear language, with familiar, short, easy words and simple grammatical structures.

This is not to belittle our target audience, but to make our content accessible to everyone.

WELCOMING

~~OVERLY FRIENDLY~~

We use a conversational, welcoming tone, but we're always professional.

We shy away from overly familiar greetings, cultural references or generation-specific jokes.

# COURAGE

DISRUPTIVE

~~ARROGANT~~

Our commitment to innovation can be seen through what we do, not what we say.

Our audience is global, and our voice needs to be understood by everyone.

EXPERT

~~INACCESSIBLE~~

We believe in innovation and disrupting the status quo, ut never transferring that complexity to our audience.

We do things differently, and everyone's welcome.

# COLLABORATION

CREATIVE

~~GIMMICKY~~

Overly formal language sounds cold so we can get creative, but never at the expense of sounding unprofessional or inauthentic.

CONFIDENT

~~AUTHORITATIVE~~

We are experts at what we do, but we embrace change and conversation, and never tell our customers what to do.

# POSITIVITY

SIMPLE

CONNECT WITH POTENTIAL CLIENTS

NAIVE

COME AND MEET YOUR NEW BESTIES

WELCOMING

JOIN US FOR OUR NEXT SOUTH SUMMIT

OVERLY FRIENDLY

HEY BUDDY! COME JOIN US AT OUR NEXT SOUTH SUMMIT 😊

# COURAGE

DISRUPTIME

WE BELIEVE IN DISRUPTING THROUGH COMPETITION, NETWORKING AND CONNECTIONS

ARROGANT

THE ONLY NETWORKING EVENT YOU NEED

EXPERT

OVER 25,000 STARTUPS HAVE JOINED OUR SUMMITS SINCE 2012

INACCESSIBLE

2BN IN VC FUNDING SECURED

# COLLABORATION

CREATIVE

SOUTH SUMMIT 2030: A LOOK TO THE FUTURE

GIMMICKY

THIS YEAR WE'RE GOING GREEN

CONFIDENT

WE WANT STARTUPS TO REACH THEIR FULL POTENTIAL

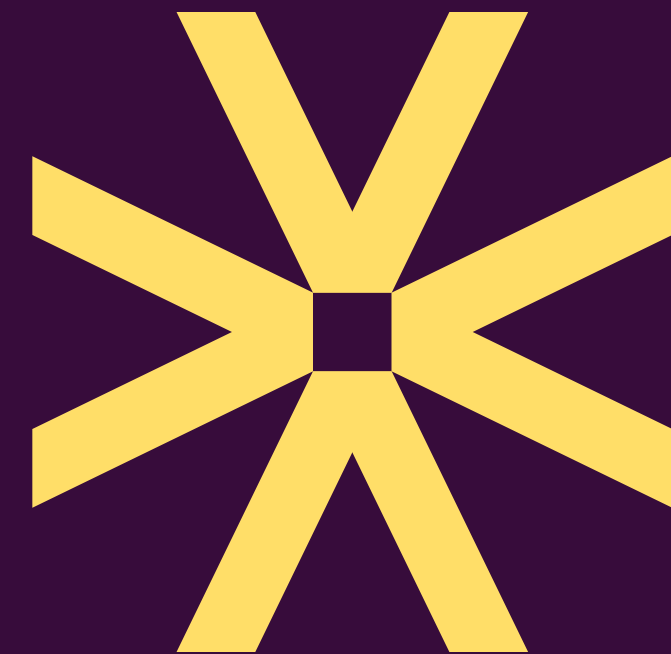
AUTHORITATIVE

COME TO OUR SUMMIT. CHANGE THE WORLD

# C2 COMMON LANGUAGE

# ‘COMMON LANGUAGE’ REFERS TO VERBAL STYLING ASPECTS.

They carry the potential to reinforce the uniqueness of our brand and the way we communicate.



We’re a platform specialising in helping people build lifelong connections and our objective is to empower them in their business ventures.

For this reason, we refer to ourselves as ‘we’, ‘us’ and ‘our’, and we use first person when we talk to the people in our ecosystem.

We believe you need collaboration and community to make a real impact, and our language reflects that.

# WE, US + OUR



AT SOUTH SUMMIT WE BELIEVE  
WE CAN SHAPE OUR FUTURE



COME AND JOIN OUR STARTUP  
ECOSYSTEM



OUR KEYNOTE  
SPEAKERS



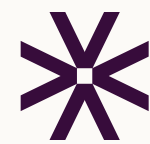
SHARE YOUR EXPERTISE, LEARN  
FROM YOUR COMPETITION AND  
BUILD YOUR CONNECTIONS

Passive voice is ambiguous, long-winded and overly formal: it doesn't reflect who we are.

Apart from a few rare exceptions, we use active voice in our communication to facilitate understanding at all times.

Our audience are global, and we want to empower them in their decisions all throughout their experience.

# ALWAYS EMPOWERING WITH ACTIVE VOICE



SAVE YOUR SPOT AT THE  
NEXT SUMMIT



SEE MORE FROM OUR  
SPEAKERS



YOU'VE BOOKED 2 TICKETS  
FOR THIS YEAR'S SUMMIT



START BUILDING CONNECTIONS  
BEFORE THE SUMMIT

# SHORT & SWEET STYLE GUIDE

Only capitalize at the beginning of sentences: Title Case Headlines Look Spammy. Use sentence case instead.

Use US English: no 'u' in color, the 'z' in organization and no 'mme' in 'program'.

Contract words when possible: 'that is' > 'that's,' 'they are' > 'they're'. Website copy can be shortened to sound more conversational, so 'Would you like to be part of our team?' becomes 'Want to join our team?'.

No full stops in titles: Only capitalize when a sentence is two sentences. Like this one.

Use exclamation marks with caution: they can sound insincere and whimsical.

Use exclamation marks with caution: they can sound insincere and whimsical.

# C3 COPY EXAMPLES

SOUTH IS  
THE NEW  
NORTH STAR

SOUTH  
SUMMIT

SOUTH  
SUMMIT



THERE'S NO  
RAIN ABOVE  
THE CLOUDS

SOUTH  
SUMMIT

SOUTH  
SUMMIT

JOIN OUR  
SUMMIT:  
KEEP ON  
CLIMBING

SOUTH  
SUMMIT

SOUTH  
SUMMIT

THE AIR IS  
CLEANER AT  
THE SUMMIT

SOUTH  
SUMMIT

REACH NEW  
HEIGHTS  
THIS YEAR

SOUTH  
SUMMIT

JOIN OUR  
SUMMIT:  
KEEP ON  
CLIMBING

SOUTH  
SUMMIT

MEET NEW  
HORIZONS AT  
THIS YEAR'S  
SUMMIT

SOUTH  
SUMMIT

JOIN OUR  
SUMMIT,  
KEEP ON  
CLIMBING

SOUTH  
SUMMIT

THE ONLY  
WAY IS UP

SOUTH  
SUMMIT

SOUTH IS  
THE NEW  
NORTH STAR

SOUTH  
SUMMIT

WHEN  
SOUTH GOES  
NORTH

SOUTH  
SUMMIT

THE BEST  
VIEWS ARE  
AT THE  
SUMMIT

SOUTH  
SUMMIT

# C4 GLOSSARY

The words we use  
and how we spell  
them.

CORRECT VERSION	INCORRECT VERSION	DESCRIPTION/ NOTES
South Summit South Summit 2023	South summit, south summit Madrid's South summit Madrid 2023 South Summit	When talking about the event itself or the company, South Summit is capitalized. Otherwise, 'summit' is all lowercase.  Specific South Summits are followed by the location
Attendee Business Executive	attendee ticket	Use capitalisation for specific South Summit products, e.g., pricing plans
See our speakers from previous editions	See past Summits	Summits are 'editions'
We connect the startups, investors, corporations and innovation hubs that are shaping tomorrow's world.	We connect the startups, investors, businesses and innovation hubs that are shaping tomorrow's world	When we talk about our audience
We connect corporations with the best talent	For corporates and investors	We talk about corporations, not corporates
Special thanks to our partners	Special thanks to our Partners	Partners are lowercase (apart from when they start a sentence)
'Join us for our next summit in Madrid, 7-9 June, 2023' 07/06/2023	Jun 7-9 Madrid	Dates for events: mm/dd/yyyy
9:30 AM 2:30 PM 7:00PM	09:30 am 14:00 19h	Times for events are shown in 12-hour format and preferences and time zones are shown to the left of the screen on the Swapcard

The words we use and how we spell them.

CORRECT VERSION	INCORRECT VERSION	DESCRIPTION/ NOTES
25,000 startups	25.000 startups	Numbers without commas unless they're over 3 digits
Startups	start-ups	We talk about startups a lot: we use one word
\$9BN raised by finalists \$999 USD Business ticket	n/a	Money: This depends on context. Ticket prices are in local currency, investment in USD
+ %	&	Special characters like &, %, +
7-9 March	7-9 March	Use en dashes for a range
Apply now Get tickets	Let's go Apply to become a partner	Button labels should be 2-3 words maximum and include a verb for accessibility
Apply	Register	You apply for the startup competition since you won't necessarily be accepted
Go back Next	n/a	Navigation around the site: go back or return, next or continue?

# D BRAND DESIGN

D1

BRAND CONCEPT



THE SUMMIT:  
THE POINT WHERE  
EVERYTHING CONVERGES,  
THE PLACE TO LOOK BEYOND,  
THE ULTIMATE REWARD FOR  
OUR EFFORTS.

THERE'S NO RAIN ABOVE THE  
CLOUDS.

Literal from the brand name  
Meeting point, connection

Collaboration, social nature,  
community

Innovation, the future

Courage, ambition, positivity

Positivity, optimism

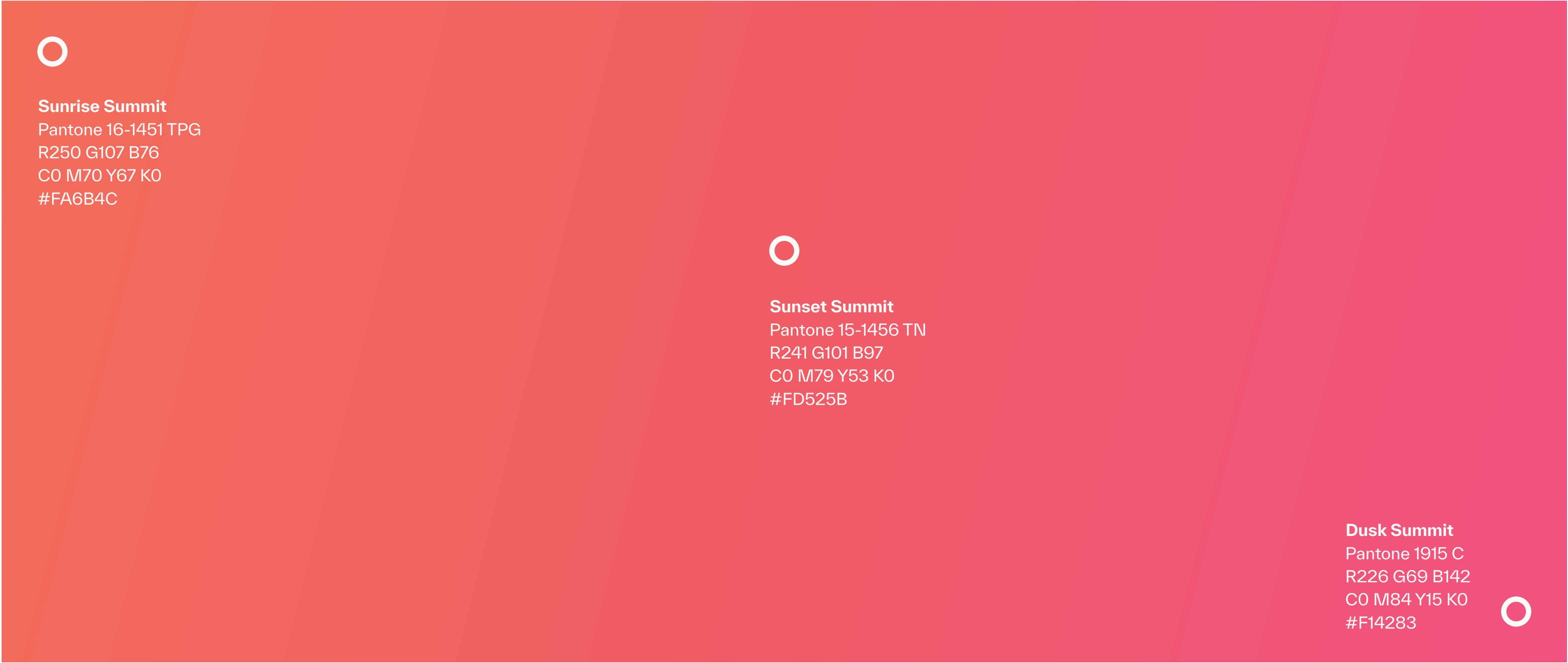
# D2 COLOURS

VIBRANT AND FUTURISTIC,  
OUR BRAND COLOURS  
REFLECT ON OUR ORIGINS  
AND EVOKE THE  
ENERGETIC VIBE YOU WILL  
FIND AT ALL OUR EVENTS

They have been painstakingly  
filtered, adjusted and fine-  
tuned to fit the different  
media, whether it is print or  
digital.



The Sunrise Summit gradient works as our primary and most recognisable colour. It represents our Spanish origins with a futuristic twist. It is composed by blending three different shades of red.



Our contrast colours offer assistance to the main Sunrise Summit gradiet. Use them generously to create dark and light contrasts in your designs.

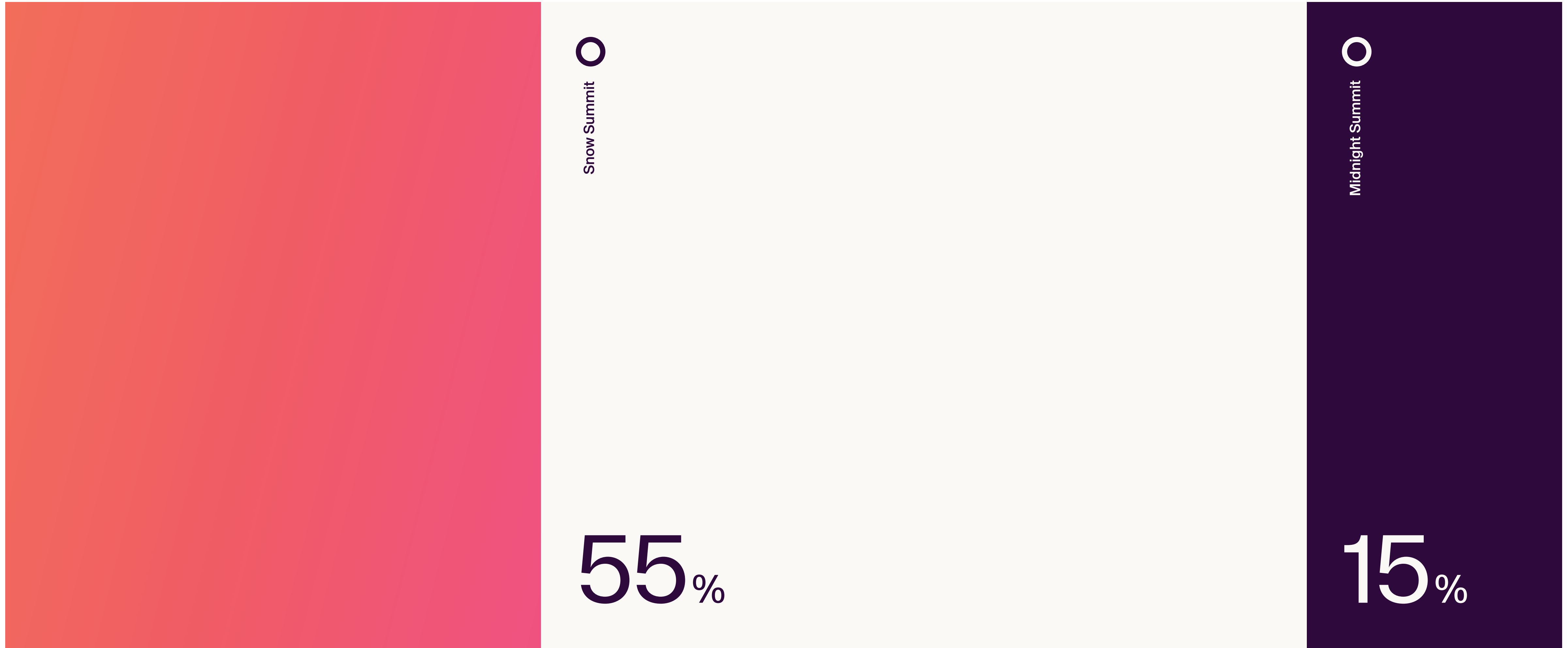


**Snow Summit**  
Pantone P 1-1 U  
R252 G250 B247  
C0 M1 Y2 K1  
#FCFAF7



**Midnight Summit**  
Pantone 98-16C  
R55 G12 B59  
C84 M100 Y39 K53  
#370C3B

A recognisable brand identity is not only about which shade of colour to use but also about how much should we use that particular colour in each design.





**Sunset Summit**  
Pantone 15-1456 TN  
R241 G101 B97  
C0 M79 Y53 K0  
#FD525B



**Pale Aubergine**  
Pantone 8120 C  
RGB 153 145 174  
C47 M44 Y27 K9  
#908698

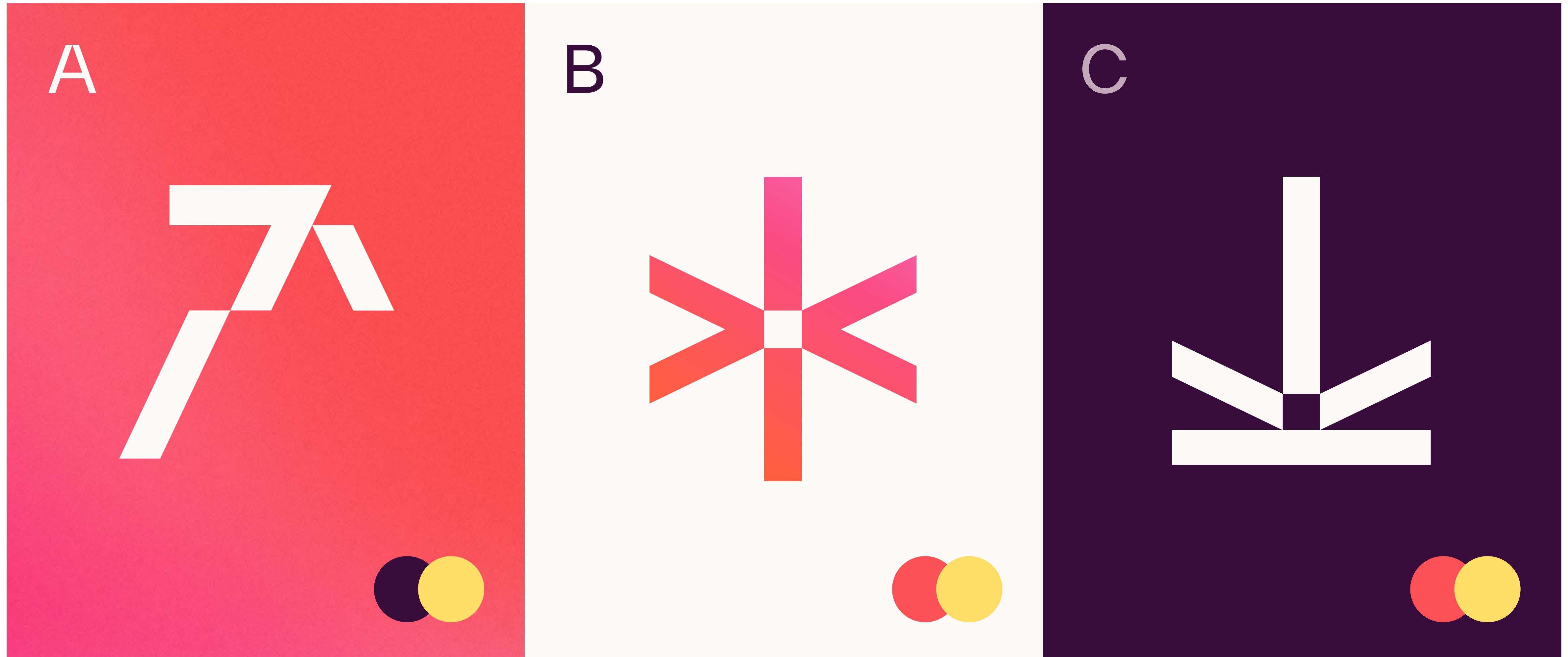


**Yellow Summit**  
Pantone P 4-6 U  
R255 G222 B104  
C1 M12 Y68 K0  
#FFDE68



**Light Aubergine**  
Pantone 20-0115 TPM  
R194 G168 B184  
C27 M36 Y18 K2  
#C2A8B8

Our brand will only be recognisable if we keep our colour combinations consistent. There are three main possible combinations of our primary and secondary colours.



# D3 TYPOGRAPHY

EVERETT  
FONT FAMILY

A B C D E

1 2 3 4 5 6

## ANGLES & JOINTS

There's a particular trait which makes the Everett font family unique and differentiated: its aggressive angular joints.

South Summit's brand acknowledges and leans on this feature for its techy visual identity.



WEIGHTS

Our corporate identity is composed by using three different font-weights, depending on the characteristics of the medium.

Font weights and specimen

Everett Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz*

*0123456789*

Everett Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz*

*0123456789*

Everett Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz*

*0123456789*

SOUTH SUMMIT

BbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789

UPPERCASE

Due to it’s compact and clean outlook (as well as the emphasis on angles corners), the use of all-upper-case compositions is recommended for most of the use cases.

It’s necessary on the following scenarios:

- headers / subheaders
- tags / categories
- lists / tables
- short blurbs

BRAZIL  
16.10 NOV.  
MADRID  
21.6 OCT.  
SEOUL  
18.12 SEP.  
BILBAO  
13.12

FONT SIZE: X  
LEADING: 0.9 X  
  
(FOR LARGE TEXT)

FOUNDER & CMO  
EROFARMS

FOUNDER & CMO EROFARMS	MADRID 2022 SPEAKER
---------------------------	------------------------

Font size: X  
Leading: 1.3 X  
  
(for small text)

LOWERCASE

There are cases, however, where the use of all capital letters is discouraged. That is due to readability problems caused by heavy/long blocks of text and compact information.

The “font size to leading” proportion is slightly different in lower case uses than it is in upper case ones.

The best views are  
at the Summit.  
We believe this is  
your most valuable  
future network.  
Share your ideas,  
learn from your  
heroes and make  
invaluable new  
connections.  
See you at the  
next South  
Summit!

FONT SIZE: X  
LEADING: X

(FOR LARGE TEXT)

The best views are  
at the Summit. We  
firmly believe that  
this is your most  
valuable future  
network.  
Share your ideas,  
learn from your  
heroes and make  
invaluable new  
connections.  
See you at the next  
South Summit!

FONT SIZE: X  
LEADING: 1.3 X

(FOR SMALL TEXT)

PARAGRAPH RULES

Text blocks must adhere to the following tight basic rules.

BRASIL  
16.17 NOV.  
MADRID  
21.22 OCT.  
SEOUL  
18.19 SEP.

Share your ideas, learn from your heroes and make lots of invaluable new connections. South Summit is the most valuable network for companies, startups, entrepreneurs, investors and institutions to empower innovation, build relationships, generate business and shape the future, together.

- LEFT-ALIGNED COMPOSITION
- COMPACT TEXT BLOCKS (NO LINE BREAKS)
- TIGHT FRAME BORDERS
- GENEROUS SPACING WITH OTHER ELEMENTS

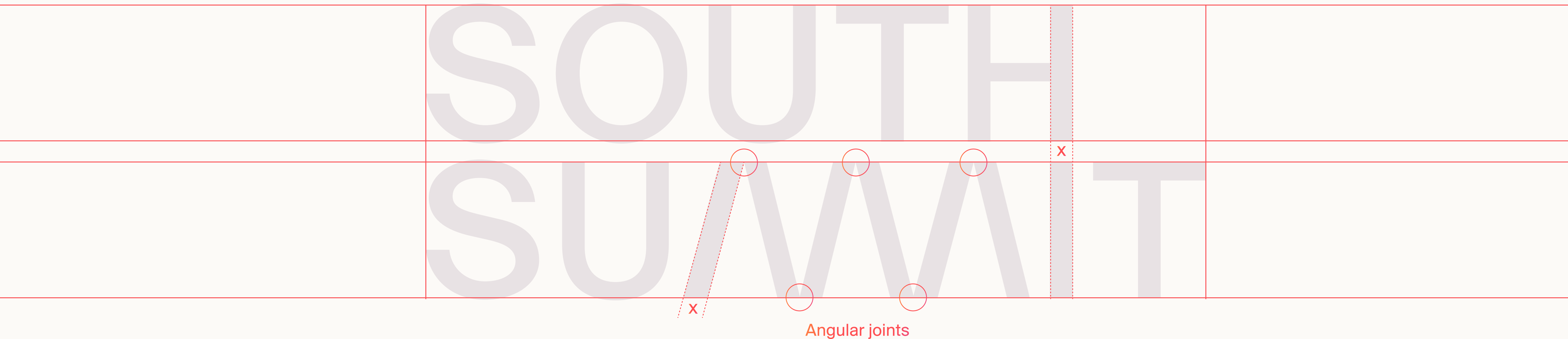
D4

LOGOTYPE

SOUTH  
SUMMIT

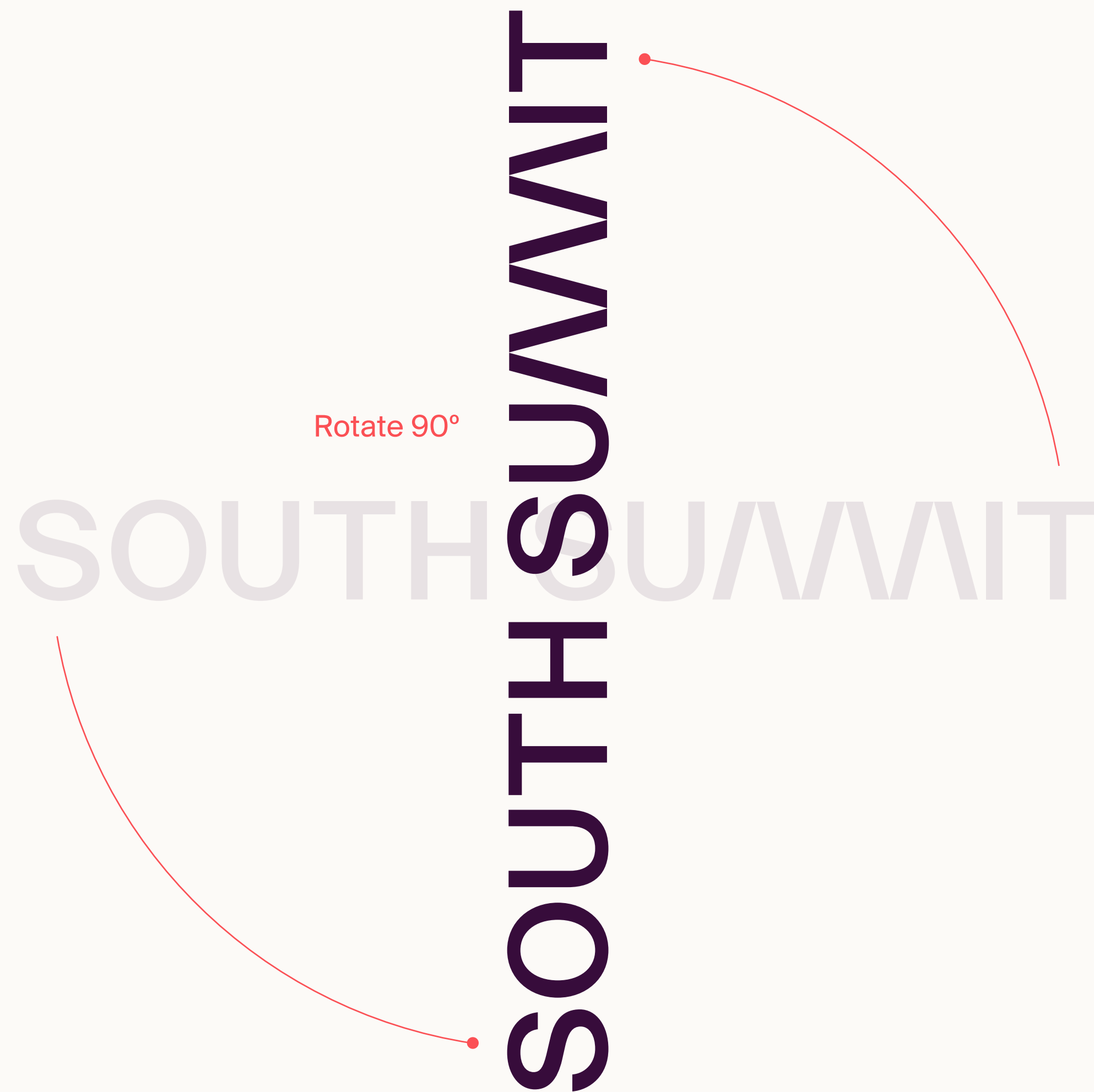
Our logotype uses Everett —our corporate typeface— at its origin. Please, mind that some characters have been tweaked or completely redesigned.

Here we can see the aforementioned angular joints being emphasized in the identity.




SOUTH SUMMIT

For some specific cases with very verical ratios, it is also posible to apply the logotype by rotating the landscape logotype 90° anti-clockwise



Always align  
it to the right  
margin



**SOUTH  
SUMMIT**



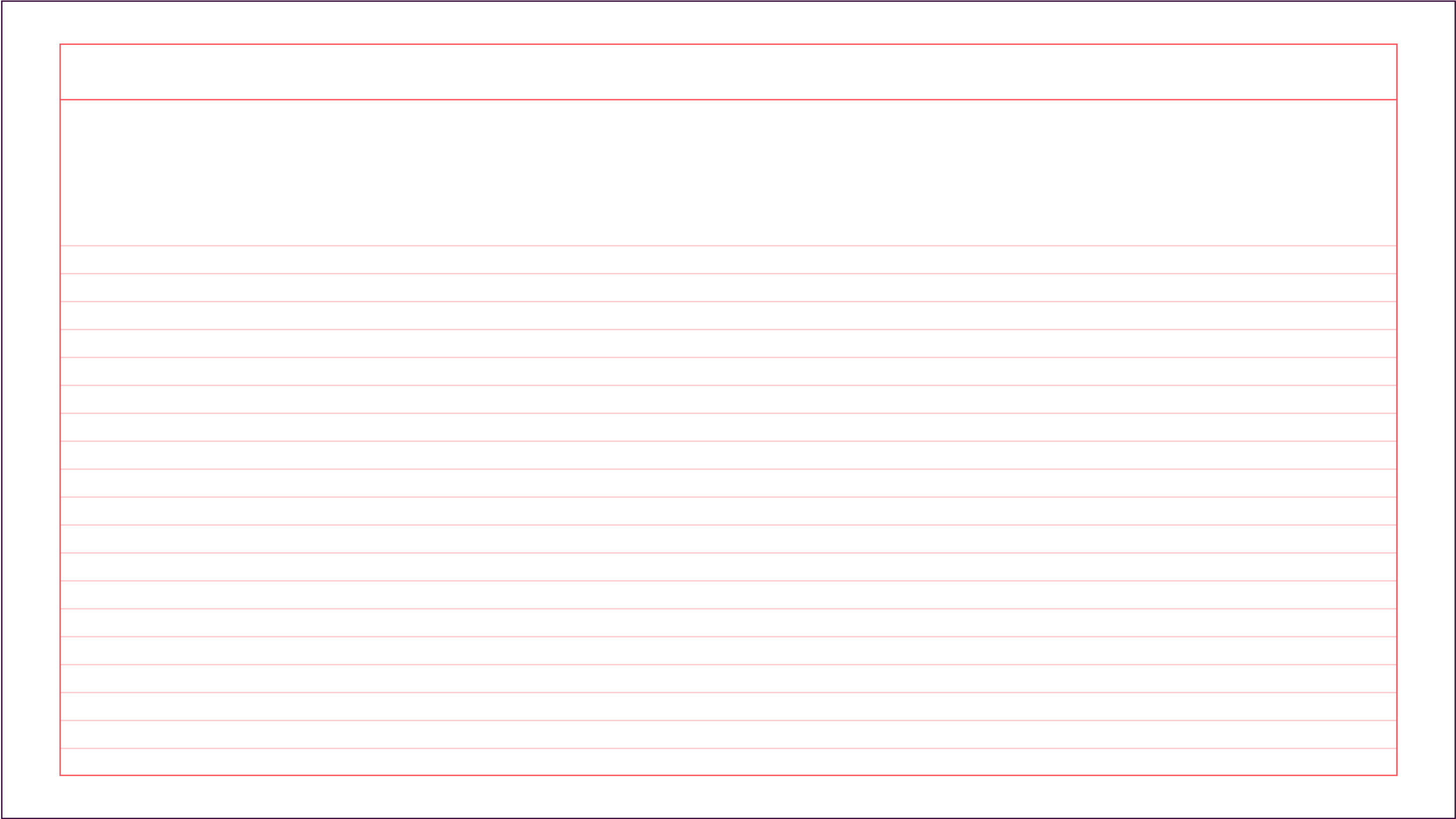
**SOUTH  
SUMMIT**



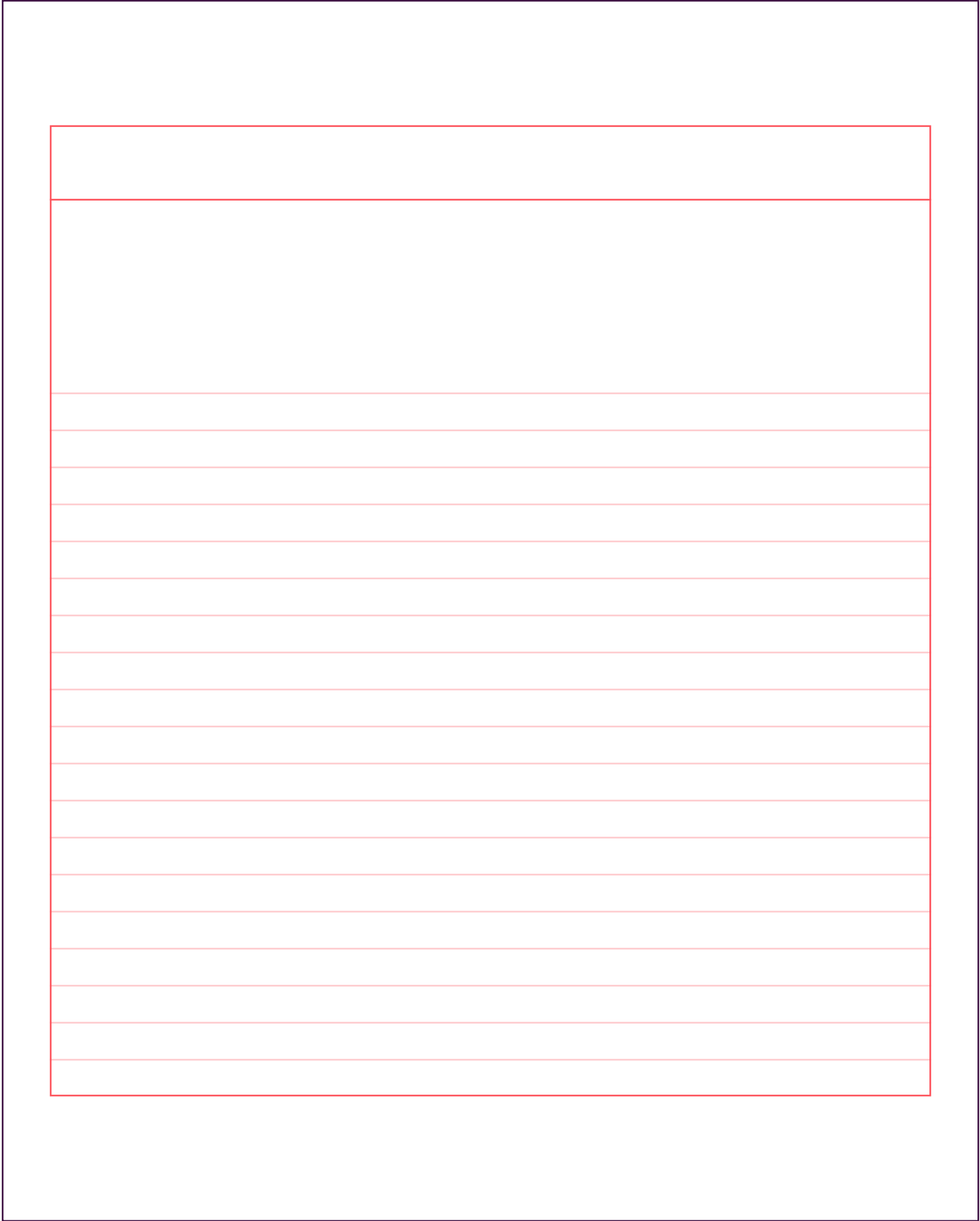
**SOUTH  
SUMMIT**



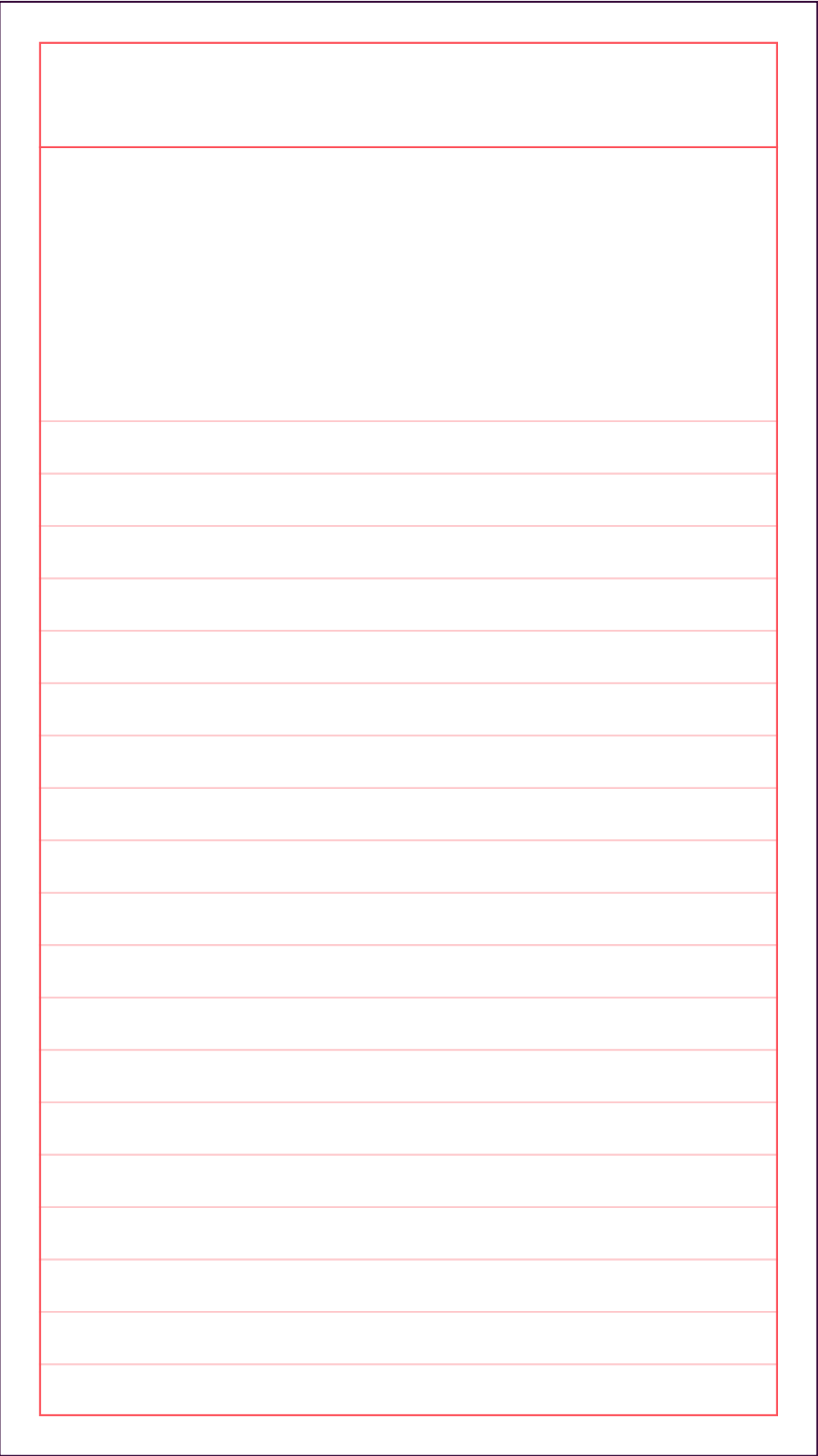
**SOUTH  
SUMMIT**



16:9



4:5



9:16

# D5 SYMBOL

# OUR LOGOTYPE CONTAINS A SYMBOL THAT AIMS TO CONNECT WITH THE SUMMIT CONCEPT BEHIND OUR BRAND

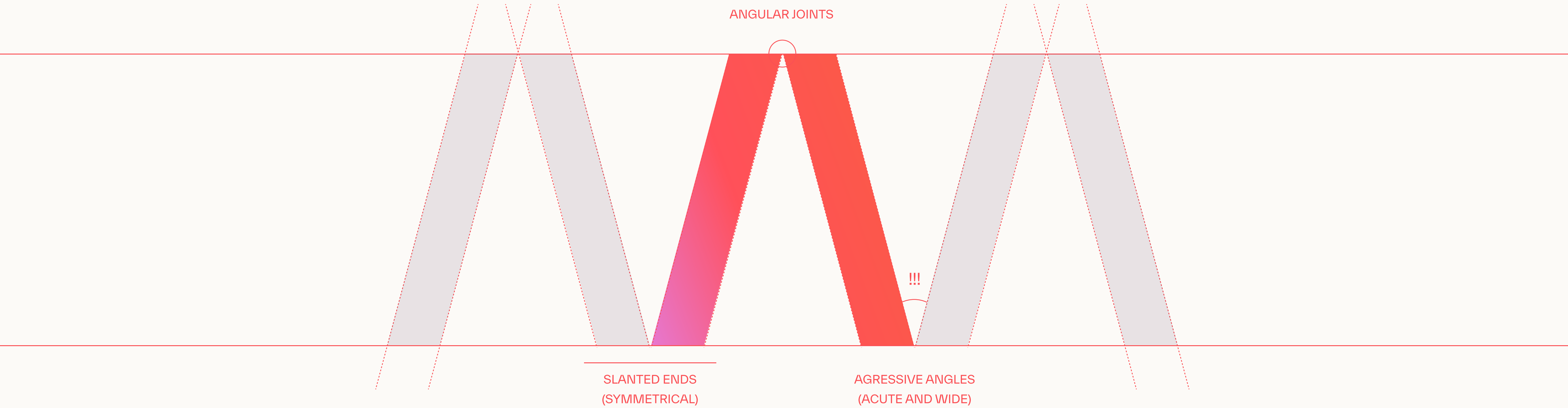
Besides being conceptually tied to it, it also sets up a series of graphic rules to be consequently followed by the other aspects of the visual identity.



X









D6

PICTOGRAMS

# SOUTH SUMMIT PICTOS ARE DESIGNED TO AMPLIFY THE UNIQUENESS OF OUR BRAND

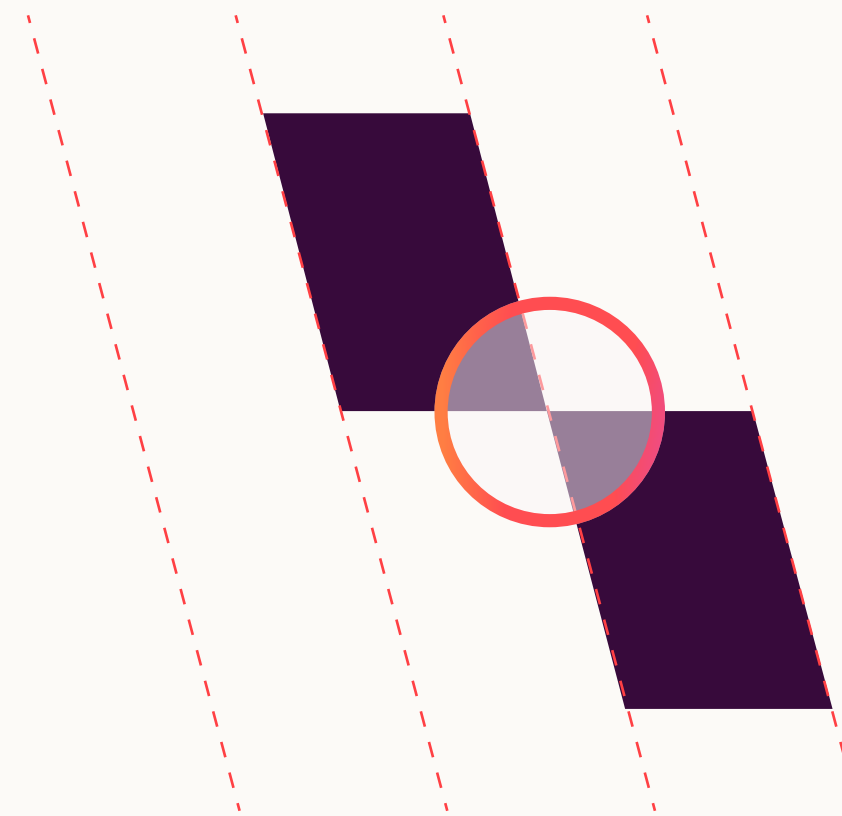
Using our symbol as a foundation, we have created a family of icons ranging from more abstract and simple ones to those of more complexity and illustrative use.



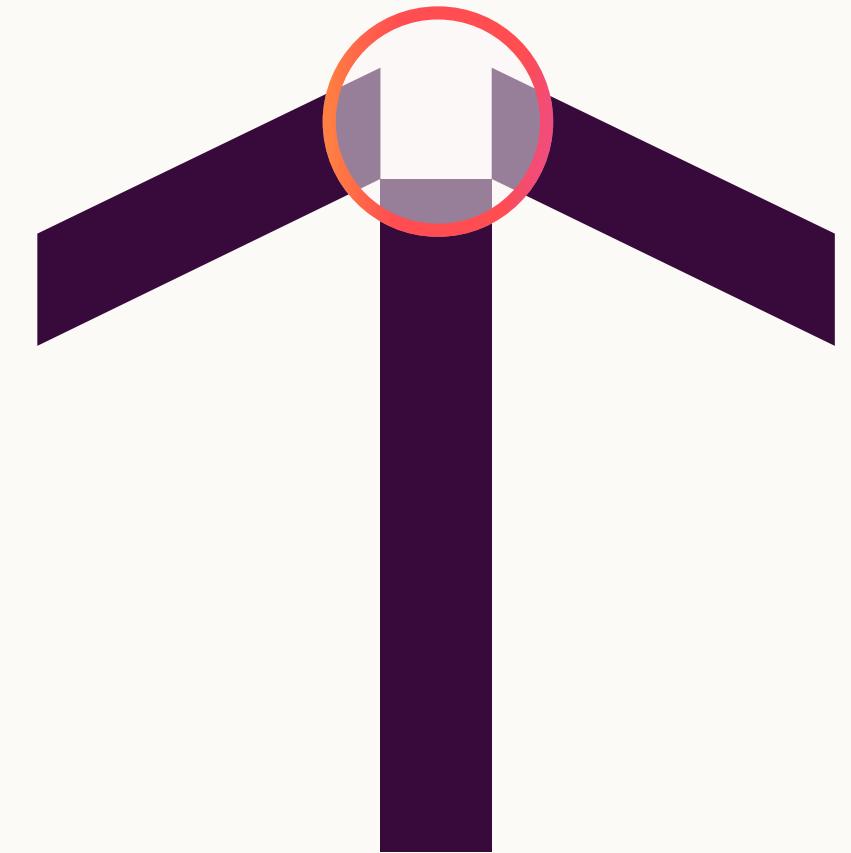
To compose our pictograms, we have deconstructed our symbol and added three distinctive features.



STARTED BLOCKS AND  
CONNECTED VERTEX

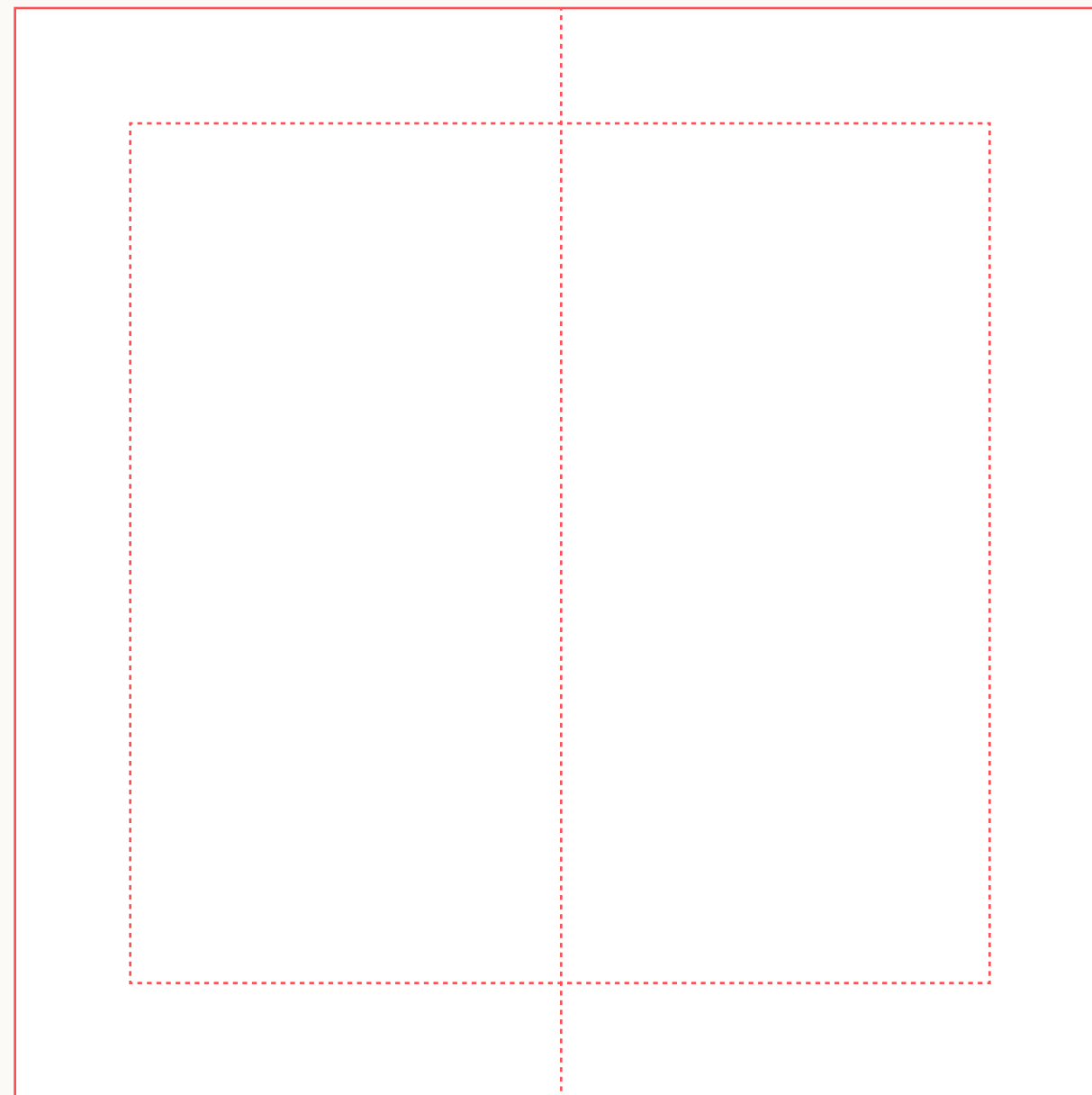


UNIFORM WIDTHS  
AND DISPLACED BLOCKS

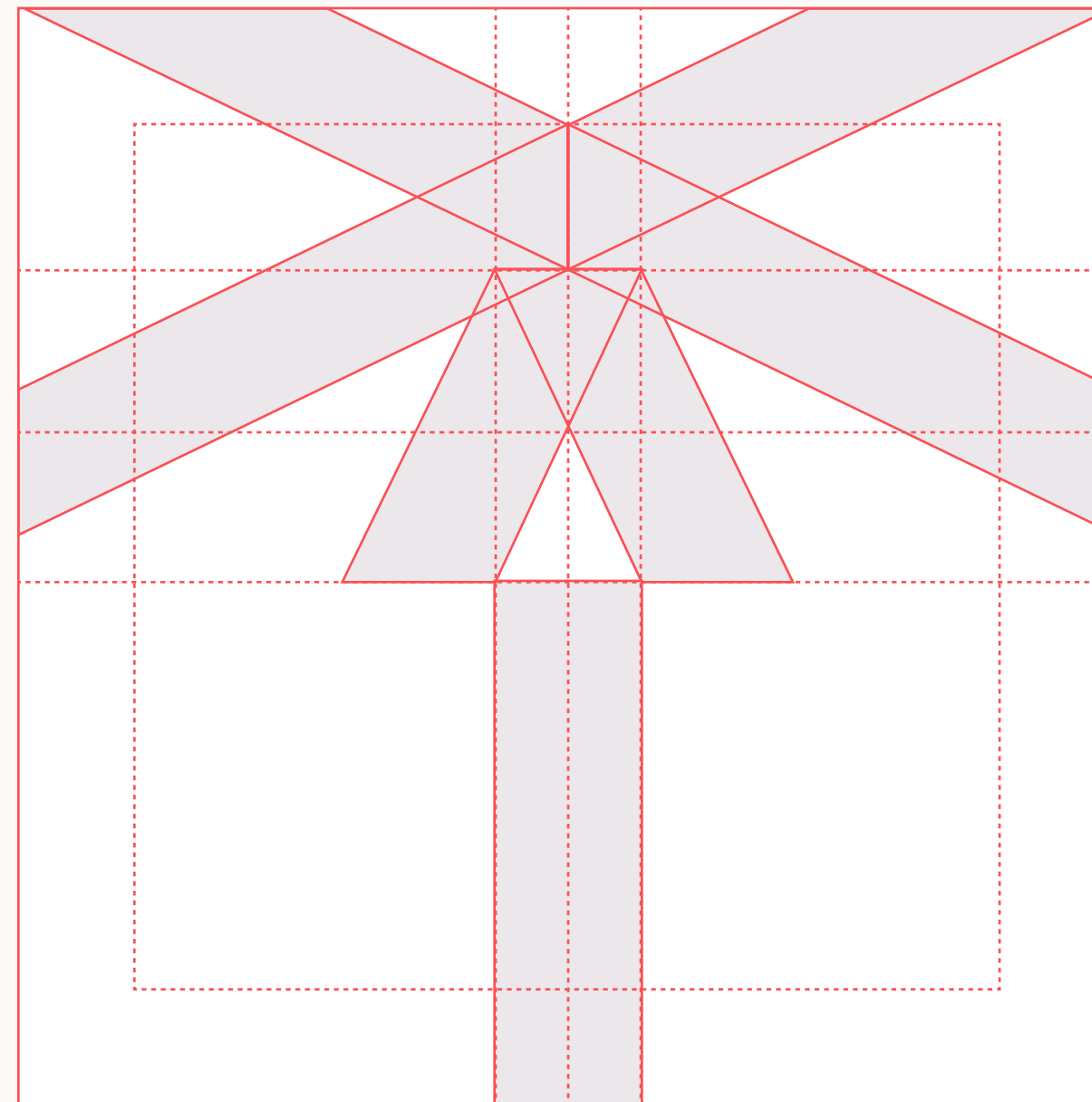


VISUAL ACCENTS WITH  
NEGATIVE SPACE

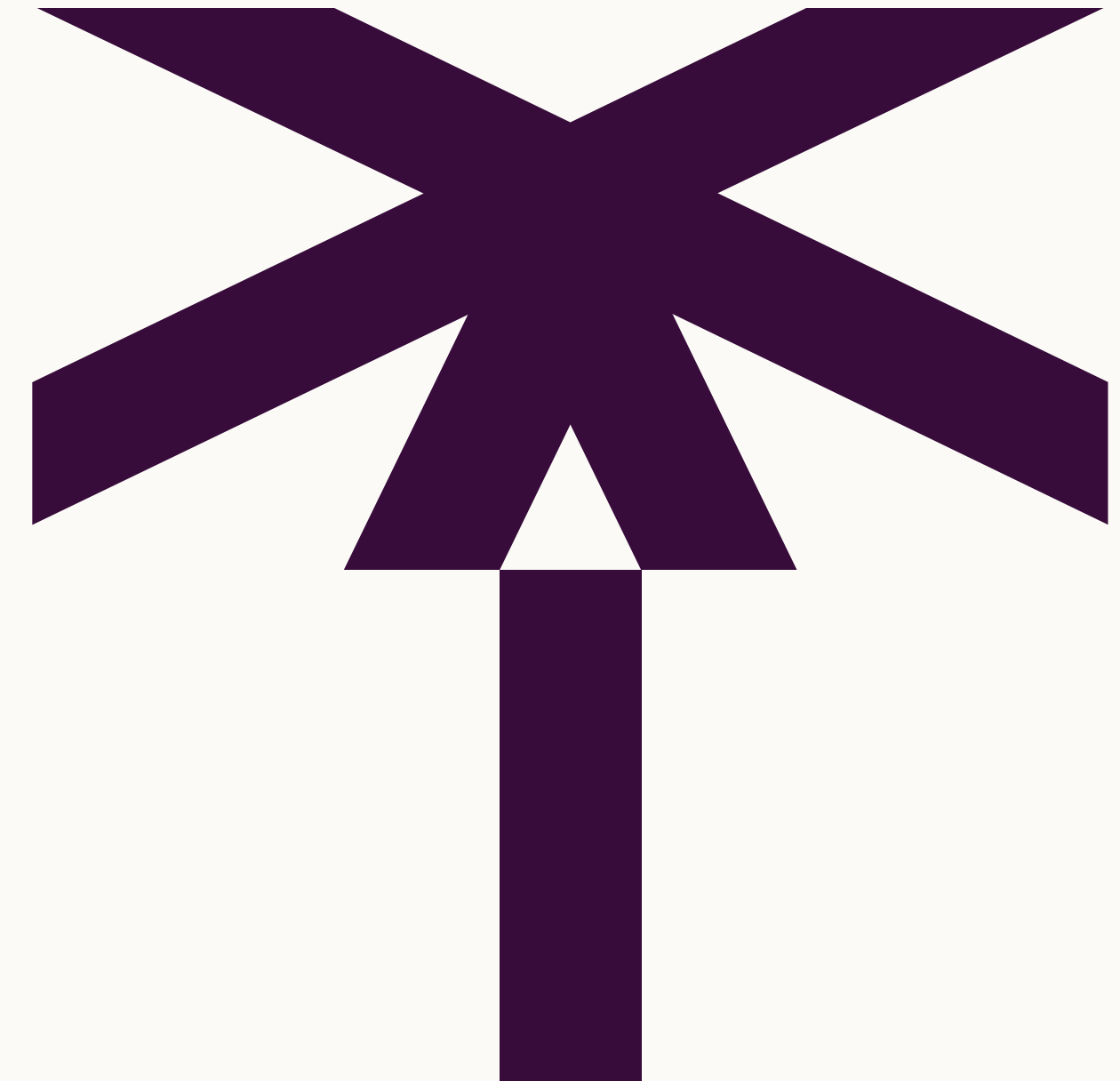
Respecting the previous building blocks and the pictogram container grid will ensure that our iconography remains on-brand.



ICON GRID



BUILDING BLOCKS



FINISHED ICON





# D6.1

# MEANINGS



BUSSINESS  
LOUNGE



EXECUTIVE  
LOUNGE



FOOD COURT  
RELAX  
SOCIAL  
CHILL & DRINKS



ECOSYSTEM  
INDUSTRIES  
GLOBAL



KNOW-HOW  
EXPERTISE  
ACTION  
WORKSHOP



RAISED  
GROWTH  
INVESTMENT



INSPIRATION  
SPEAKER



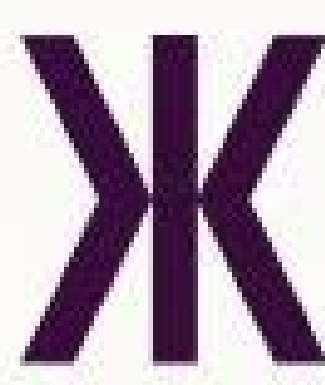
INNOVATION



LOCATION  
HERE  
DOWNLOAD



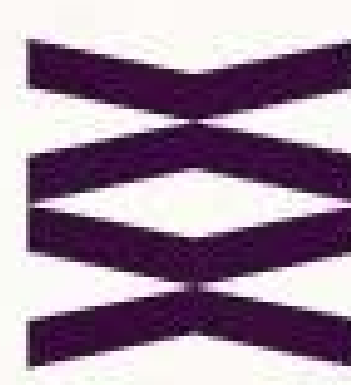
WINNERS  
FINALISTS  
PRICES



INNOVATION  
HUBS



OPPORTUNITY



CHALLENGE



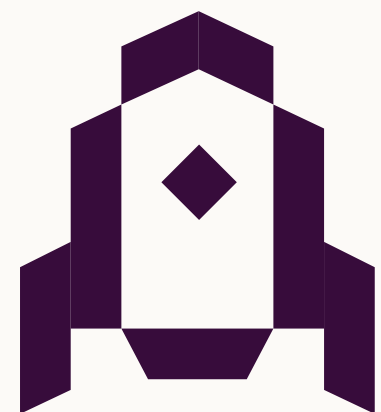
SHARE  
COMMUNICATION  
MEDIA



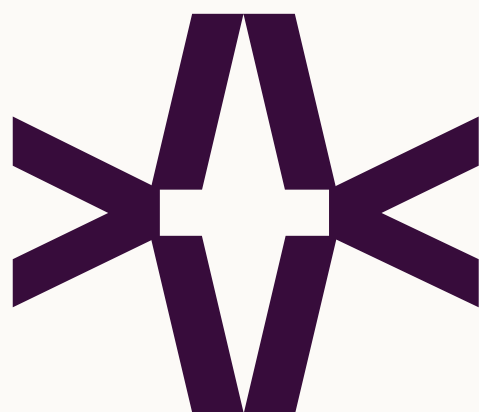
LEARN  
CREATIVITY  
EDUCATION



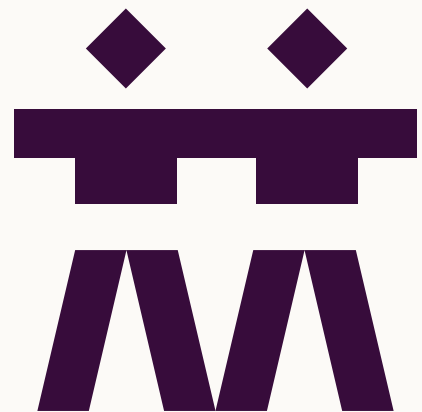
CORPORATION  
BUSINESS



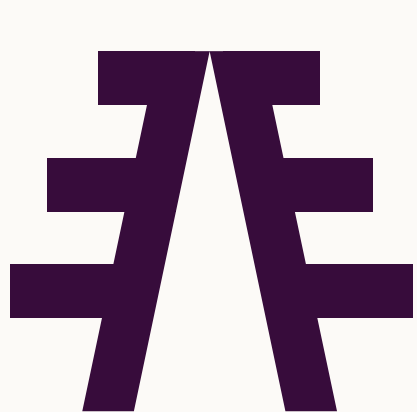
STARTUP  
PITCH  
COMPETITION



CHANGE  
DEVELOPMENT



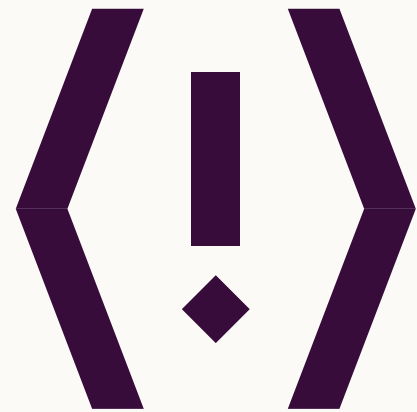
NETWORKING  
MEETINGS  
COLLAB.



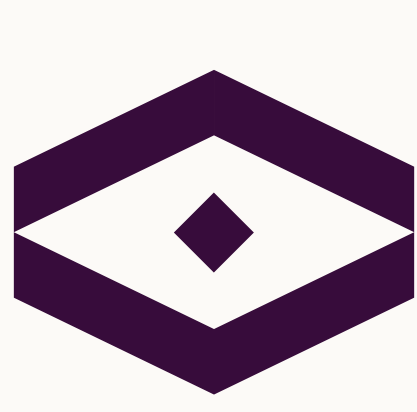
CULTURE



COUNTDOWN  
DATE & TIME  
SOON



INFORMATION POINT  
CONTACT  
FAQS  
ESSENTIAL INFO.



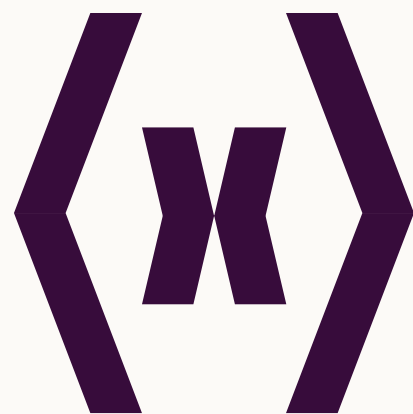
VIEW  
VIEW MORE  
MORE INFO.



INVESTORS



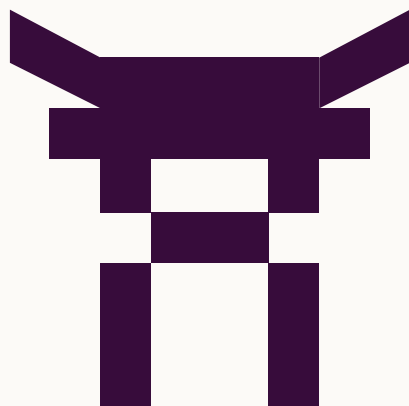
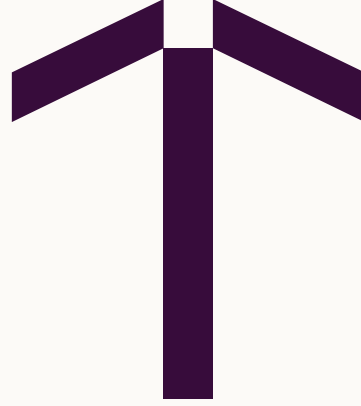
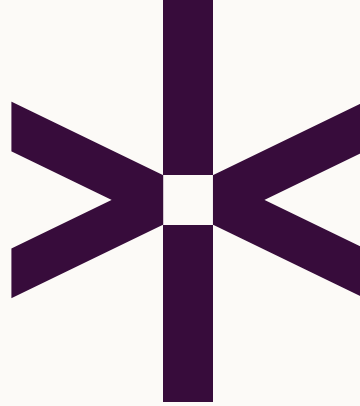
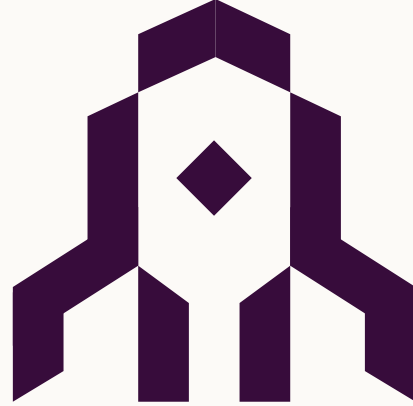
PRIVACY  
POLICY  
DATA  
PROTECTION

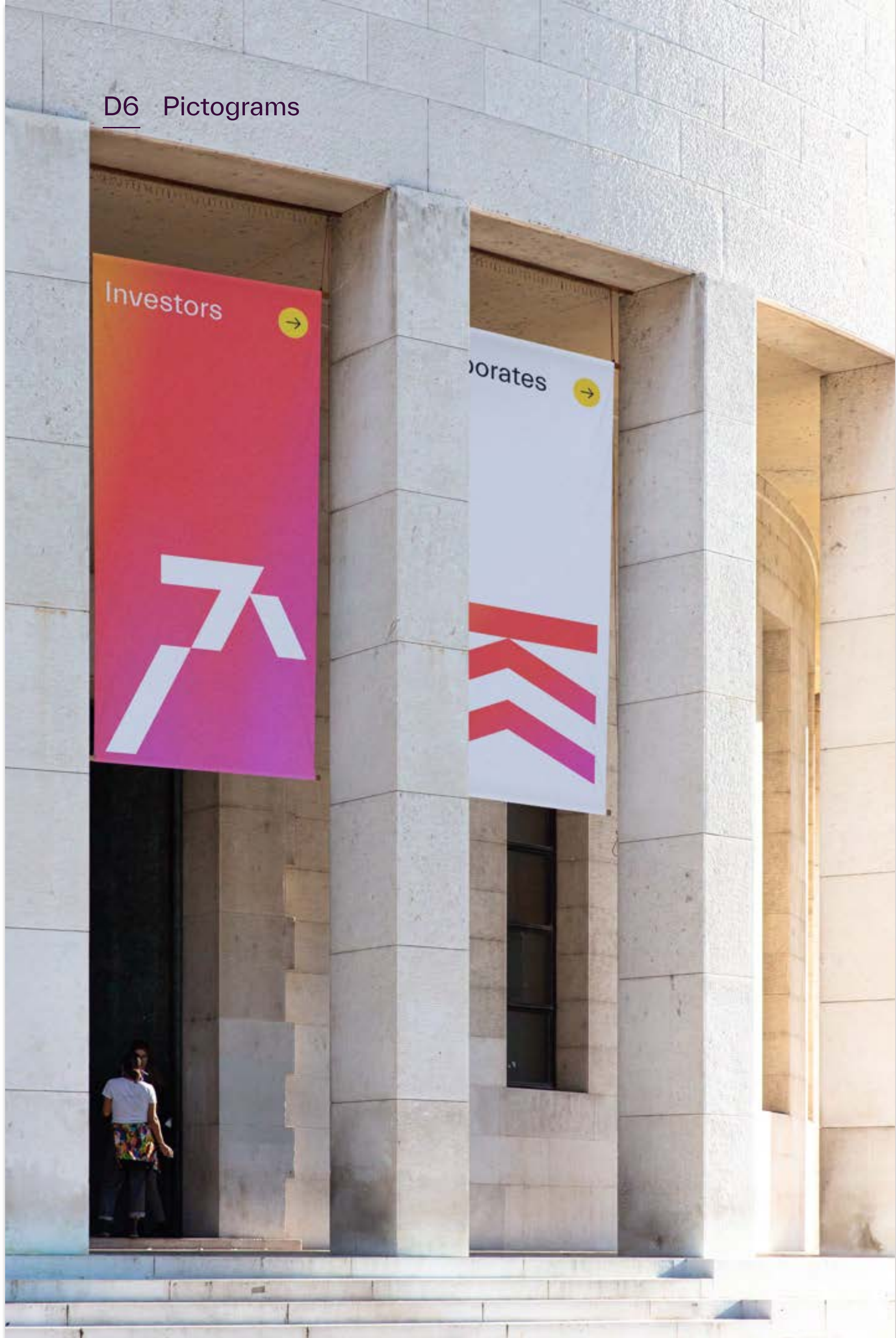


IMPACT



TOILET





Corporates



Investors



Startup



# D7 PHOTOGRAPHY

# BASED ON RELEVANT THEMES, PHOTOGRAPHS ARE GROUPED IN THREE DIFFERENT CATEGORIES:

1

STARTUPS AND  
ENTREPRENEURS

2

VALUABLE  
CONNECTIONS

3

SOUTHERN  
CULTURE

The style and art direction are meant to evoke the warm, vibrant and positive themes that resonate throughout the brand.



# 1

## STARTUPS AND ENTREPRENEURSHIP



# 2

## VALUABLE CONNECTIONS



# 3

## SOUTHERN CULTURE



# D8 FRAMES

# PHOTOGRAPHS CAN BE USED AS A BACKGROUND OR FRAMED INTO OUR BRAND SHAPES

But, on occasion, it's encouraged to also cut one or more of the frame's corners using the brand's slanted angles, in order to highlight a particular shot.





Image used as  
a backgroud

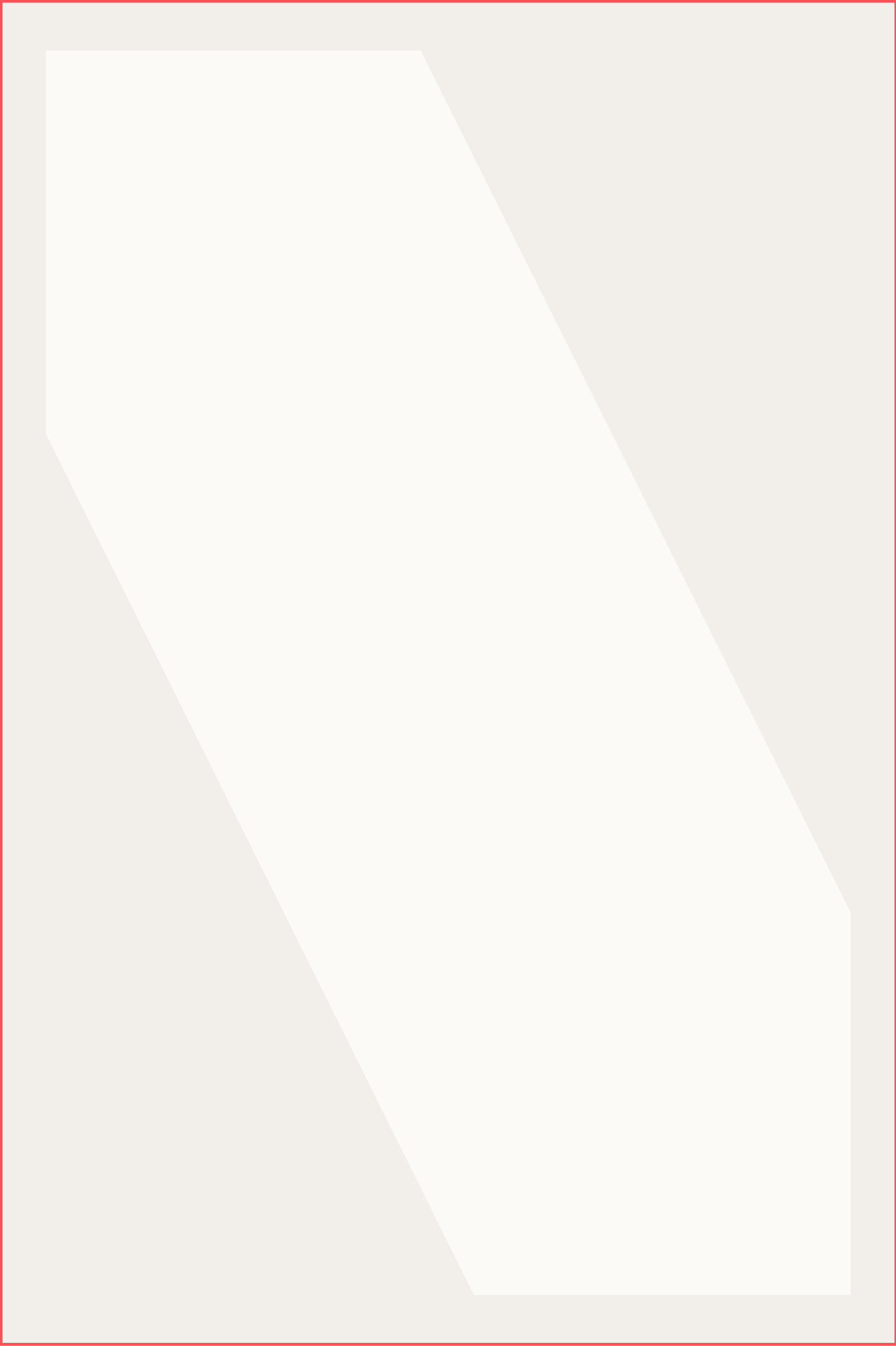


Image framed  
on any of our  
brand shapes



Image used as  
a background

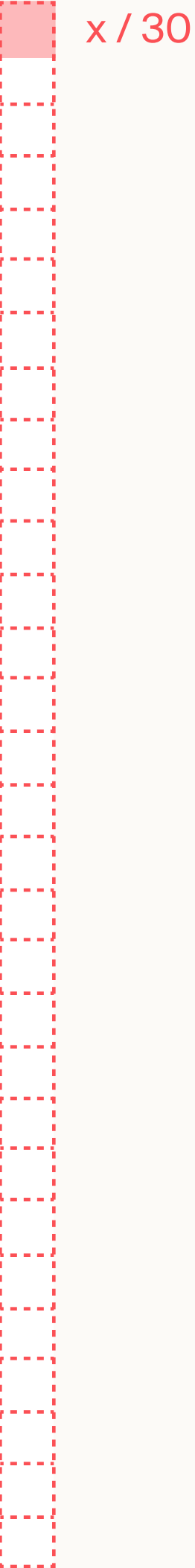
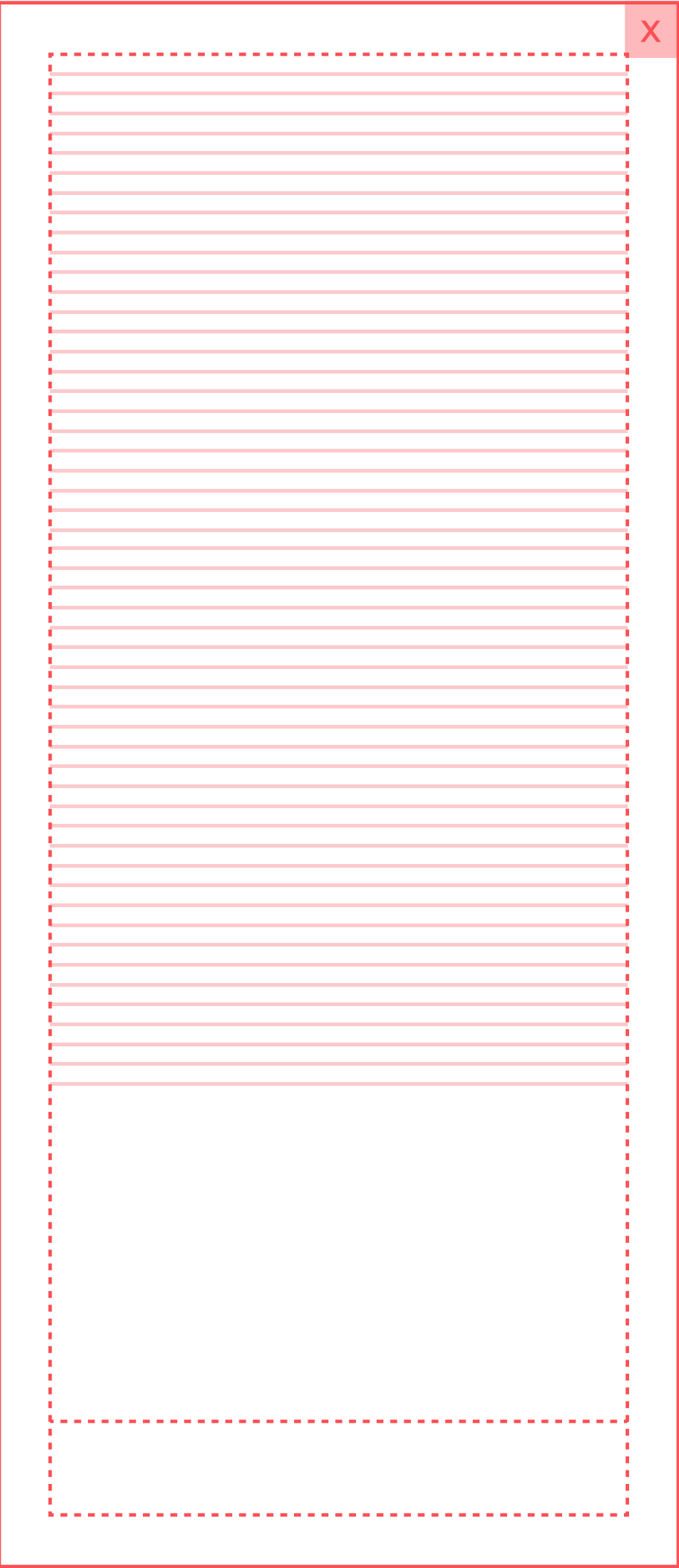
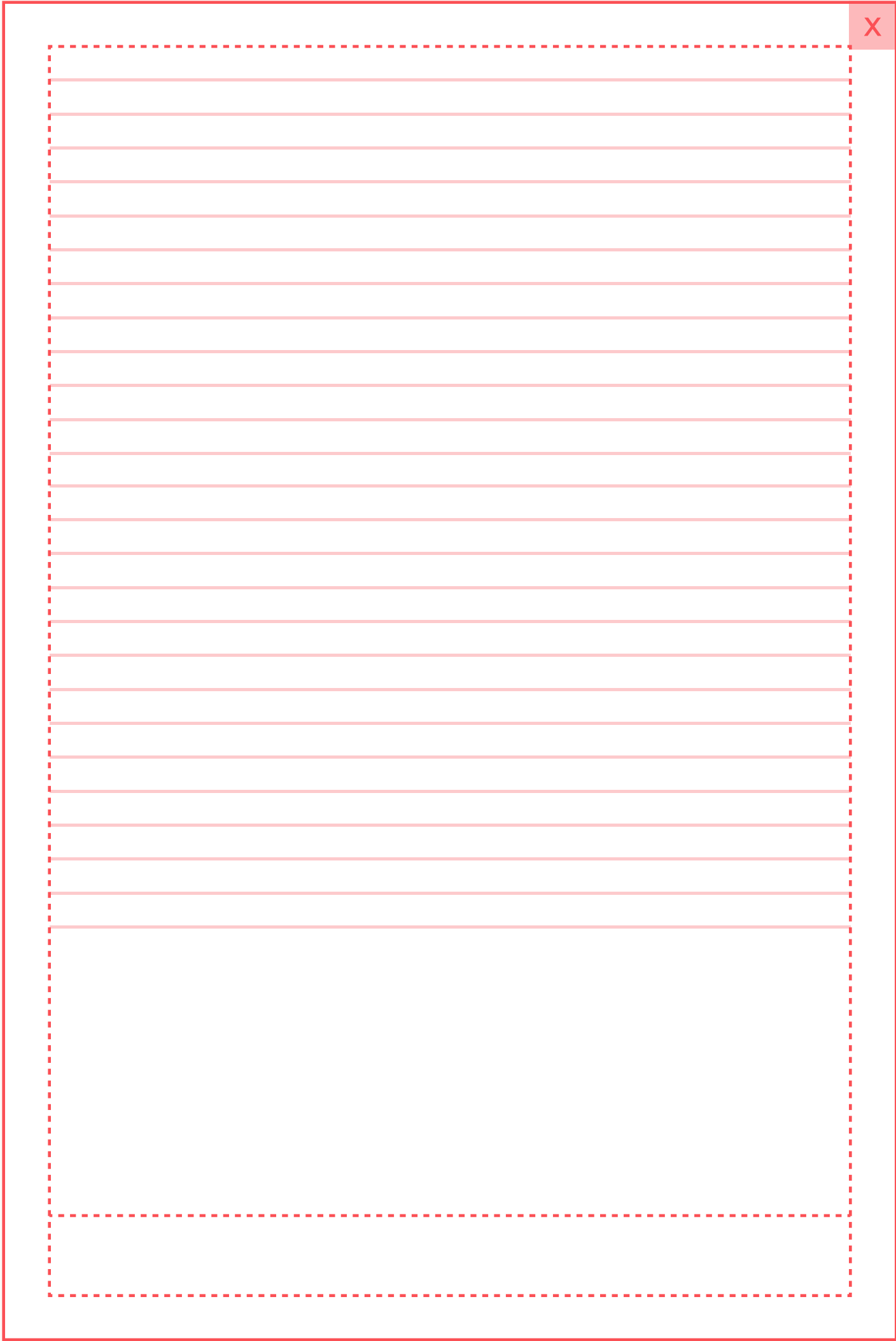


Image framed  
on any of our  
brand shapes

# D9 LAYOUTS

THE GRID

General composition must adhere to the following basic layout rules.



x / 30

THE HIERARCHY

This is the ideal way to distribute the weight of the information, based on its importance.

BRAZIL

16.17 NOV.

MADRID

21.22 OCT.

SEOUL

18.19 SEP.

SOUTH SUMMIT

BUILDING ECOSYSTEM  
BILBAO  
21-23 NOV.

WHEN  
NORTH GOES  
SOUTH.

REACH NEW  
HEIGHTS THIS  
COMING  
YEAR:  
JOIN BRAZIL'S  
NEW SUMMIT

REGISTER  
NOW

SOUTH SUMMIT

BUILDING ECOSYSTEM  
BILBAO  
21-23 NOV.

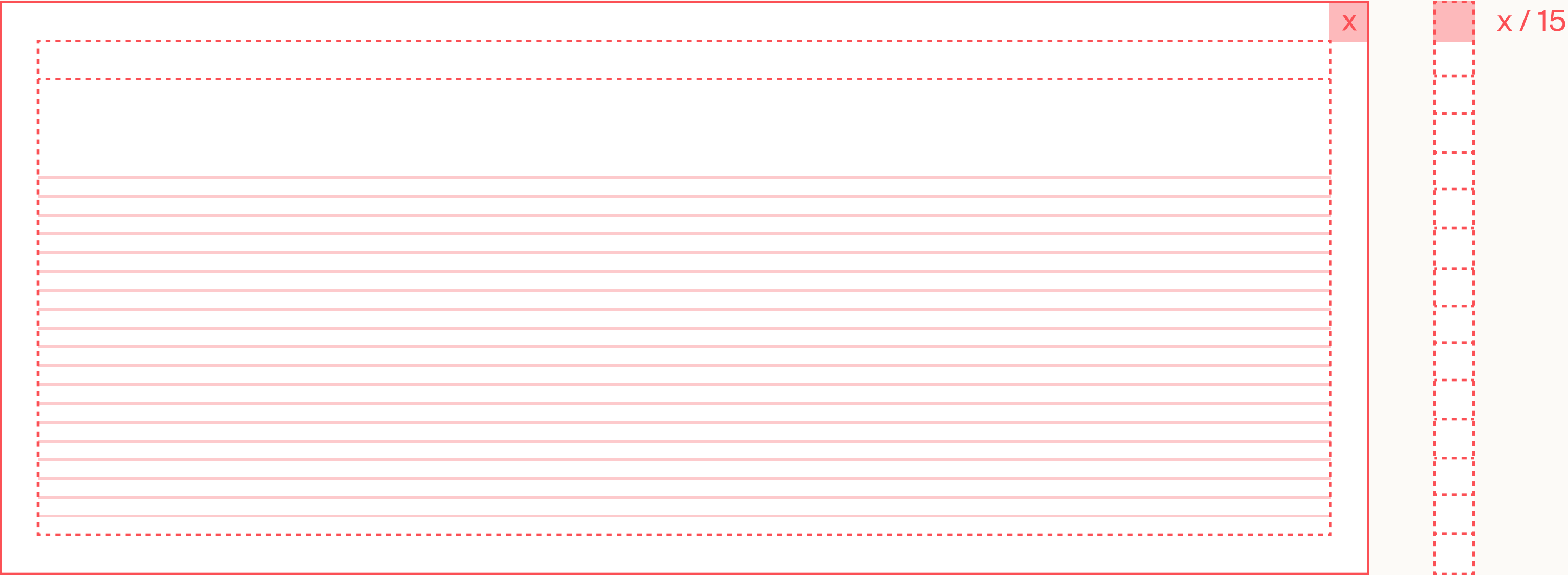
Aligned to one vertical edge: main message

(generous spacing in between)

Aligned to the opposite vertical edge: secondary information

THE GRID

General composition must adhere to the following basic layout rules.



THE HIERARCHY

This is the ideal way to distribute the weight of the information, based on its importance.



Main and secondary information may be flipped vertically.

## THE HIERARCHY

This is the ideal way to distribute the weight of the information, based on its importance.

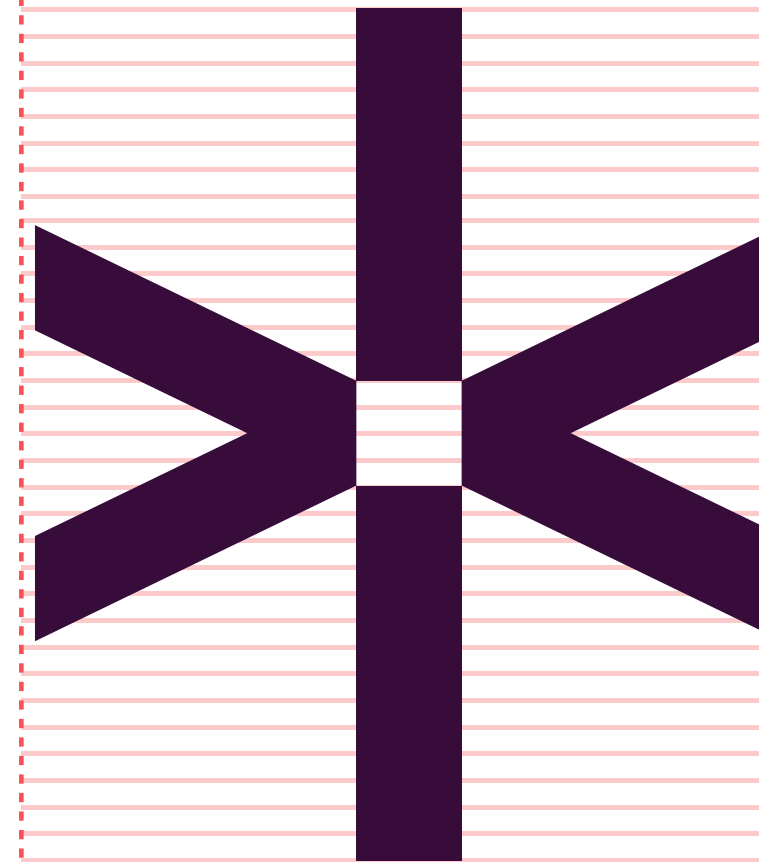


**SOUTH  
SUMMIT**

BUILDING  
ECOSYSTEM  
BILBAO  
21-23 NOV.



**WHEN  
NORTH GOES  
SOUTH**



**SOUTH  
SUMMIT**

BUILDING  
ECOSYSTEM  
BILBAO  
21-23 NOV.

Photographic frames and pictograms are meant to be oversized and taking up a lot of the space.

THE HIERARCHY

This is the ideal way to distribute the weight of the information, based on its importance.



Photographic frames and pictograms are meant to be oversized and taking up a lot of the space.

# E APPLICATIONS

E1

OUT OF HOME

# E1.1

# POSTER & BILLBOARD

SOUTH  
SUMMIT

19–21  
APR.

FOUNDER & CMO  
EROFARMS

MADRID 2022  
SPEAKER

# ELSA OSHIMA



CALL → OPEN CALL → O

The billboard features a white background with a large, bold, purple name 'ELSA OSHIMA' in the center. To the right of the name is a portrait of Elsa Oshima, a woman with dark hair, wearing a grey sleeveless top and a small microphone. The portrait is partially obscured by a yellow diagonal banner that reads 'CALL → OPEN CALL → O'. Above the name, the text 'FOUNDER & CMO EROFARMS' and 'MADRID 2022 SPEAKER' is displayed. In the top left corner, 'SOUTH SUMMIT' is written, and in the top right corner, '19–21 APR.' is written. The billboard is mounted on a brick wall.

# E1.2

# BANNERS & SIGNAGE

SUMMIT  
VIEWS ARE  
THE BEST  
VIEWS

SOUTH  
SUMMIT



22,23  
JUN.



ALBA  
YÁÑEZ

# E1.3

# STATIONARY & MERCH

BRAZIL  
16.17  
NOV.  
MADRID  
21.22  
OCT.  
SEOUL  
18.19 SEP.



SOUTH  
SUMMIT

BUILDING  
ECOSYSTEM  
BRAZIL  
21-23 NOV.

WHEN  
SOUTH  
GOES  
NORTH



SOUTH SUMMIT



# E2 DIGITAL COLLATERALS





+\$9B

IN INVESTMENT



MADRID

28-30 MAR. • LA NAVE

SEE EVENT



BRAZIL

17-19 JUN. • PORTO ALEGRE

SEE EVENT

SEOUL

• COMING SOON

SOUTH  
SUMMIT

EVENTS ▾

OUR ECOSYSTEM

CÓMO FUNCIONA

SUSTAINABILITY

PRESS & MEDIA

BLOG

EN ▾

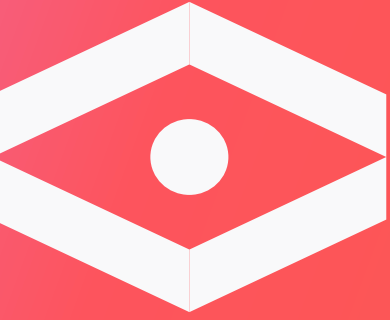


JOIN US AT  
THE SUMMIT



 SOUTH SUMMIT CAREERS

WANT TO



READ ARTICLE

ET HAS  
MEA A

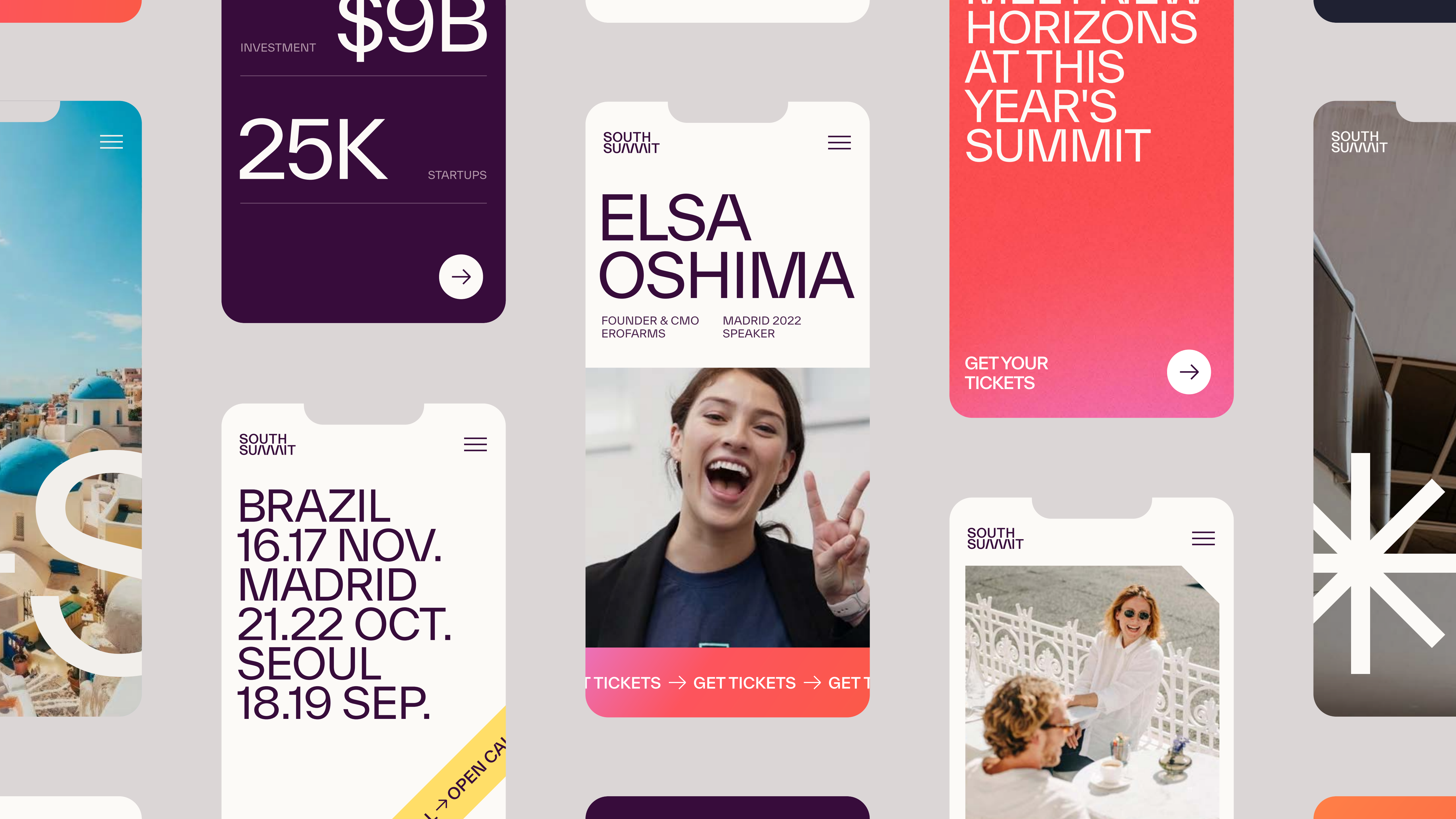
FRAMEWORK

CREATE CLEAN & MODERN  
INTERIOR DESIGN

NEVER MISS  
HIGHLIGHT F  
SOUTH SUM

Get the latest news from South Summit and beyond  
with our weekly newsletter.





INVESTMENT

\$9B

---

25K

STARTUPS

---

→

SOUTH SUMMIT

→

ELSA OSHIMA

FOUNDER & CMO  
EROFARMS

MADRID 2022  
SPEAKER

MEET NEW  
HORIZONS  
AT THIS  
YEAR'S  
SUMMIT

GET YOUR  
TICKETS

→

SOUTH SUMMIT

→

BRAZIL  
16.17 NOV.  
MADRID  
21.22 OCT.  
SEOUL  
18.19 SEP.

→ OPEN CALL

→ GET TICKETS → GET TICKETS → GET T

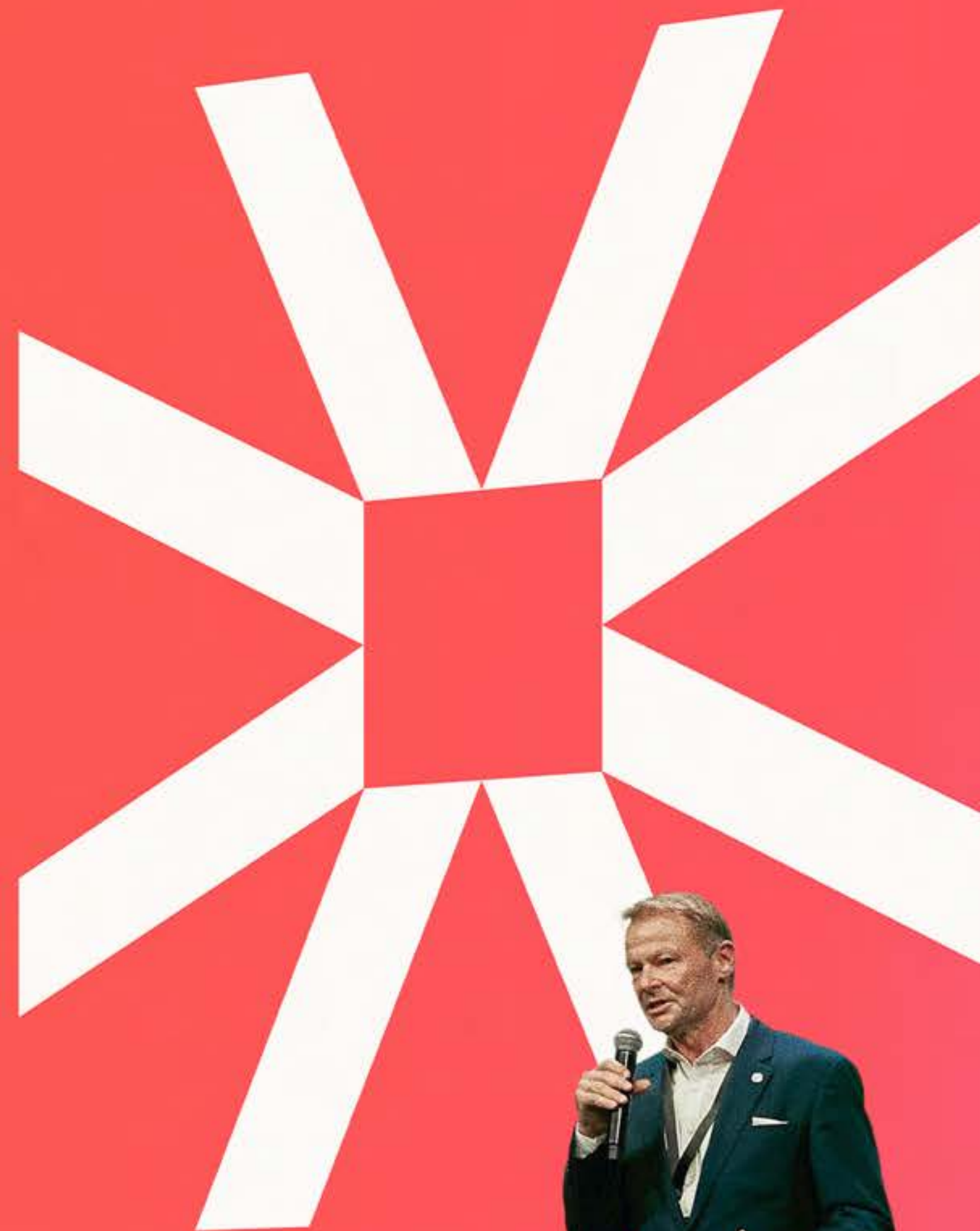
SOUTH SUMMIT

→

→ GET TICKETS → GET TICKETS → GET T

ING  
OSYSTEMS

SOUTH  
SUMMIT



JOIN OUR S  
ECO

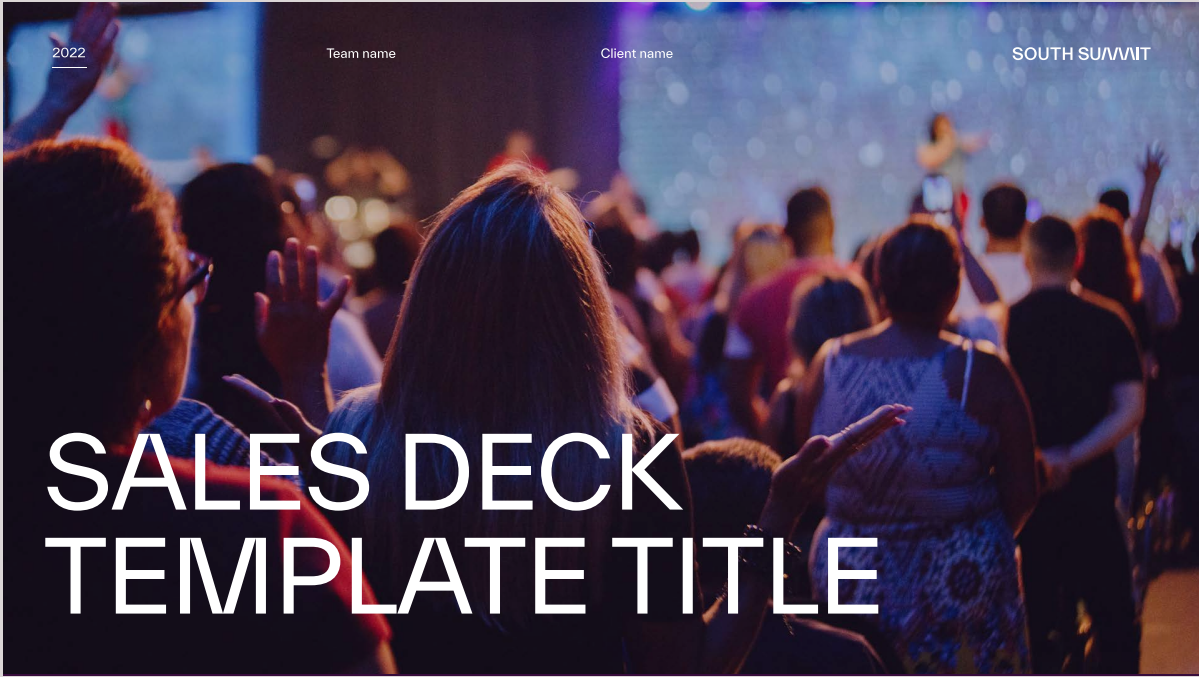


# E3 SALES DECK TEMPLATE

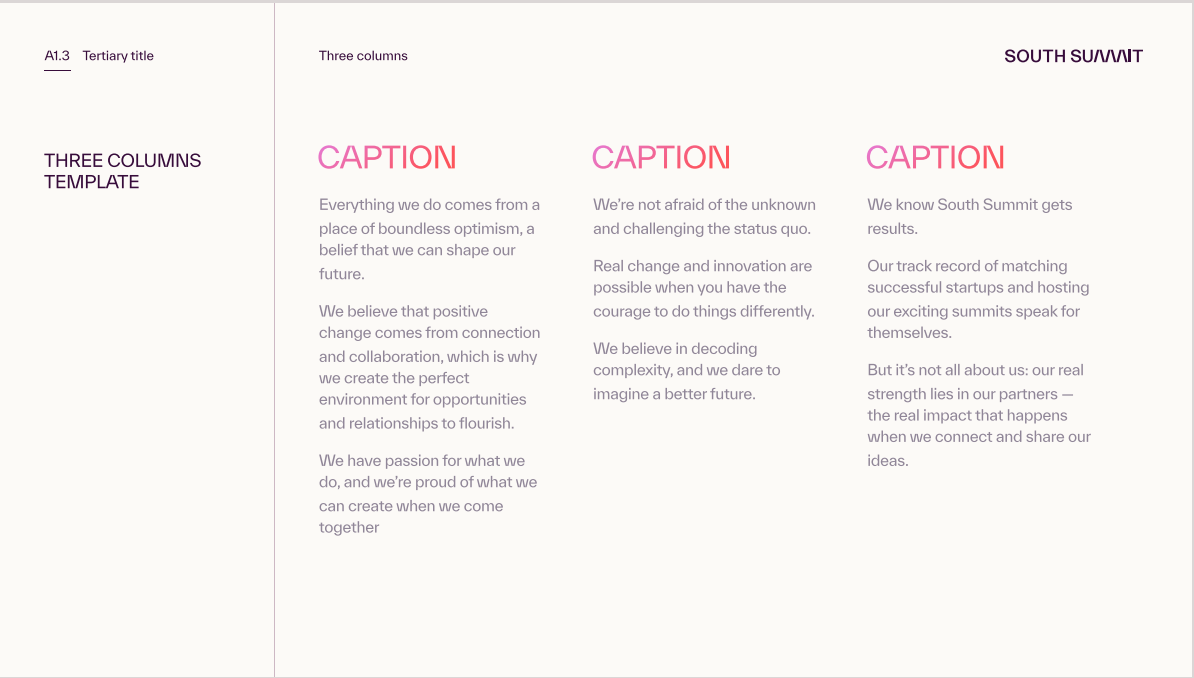
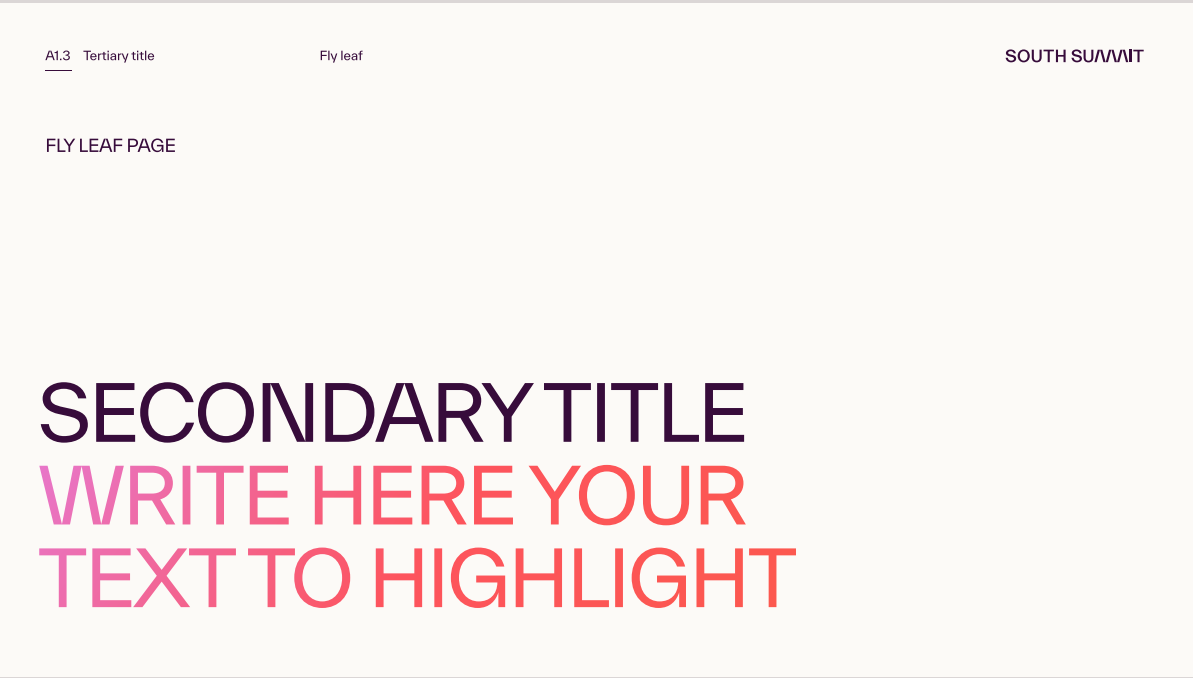
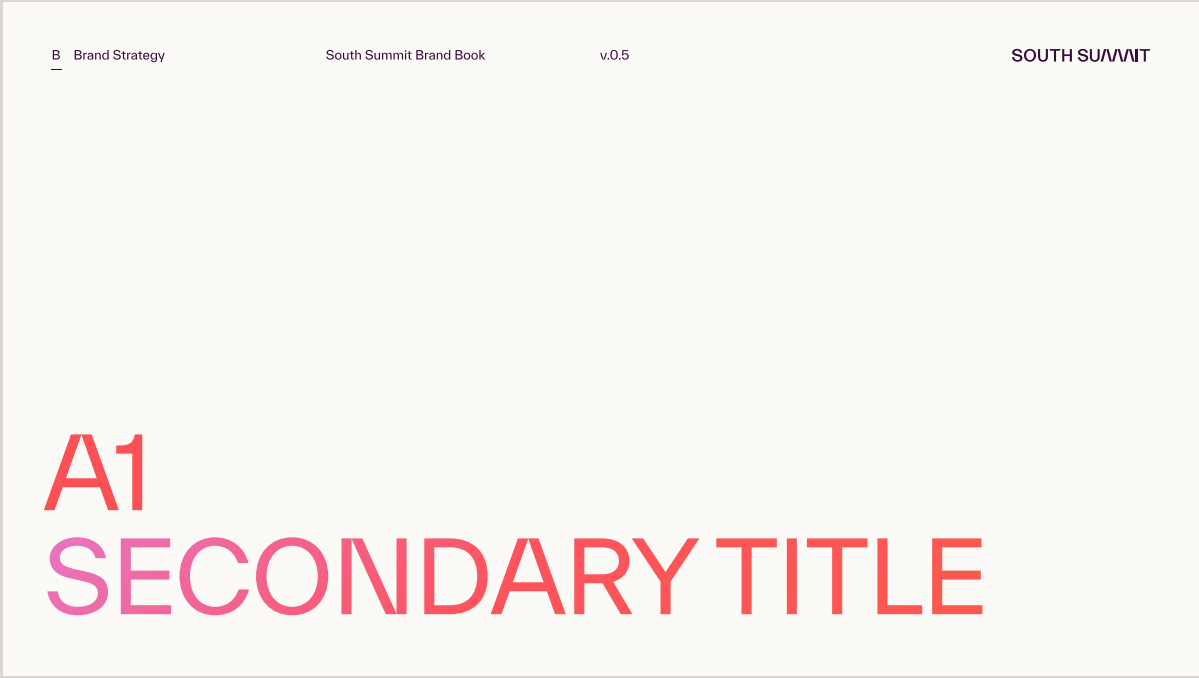
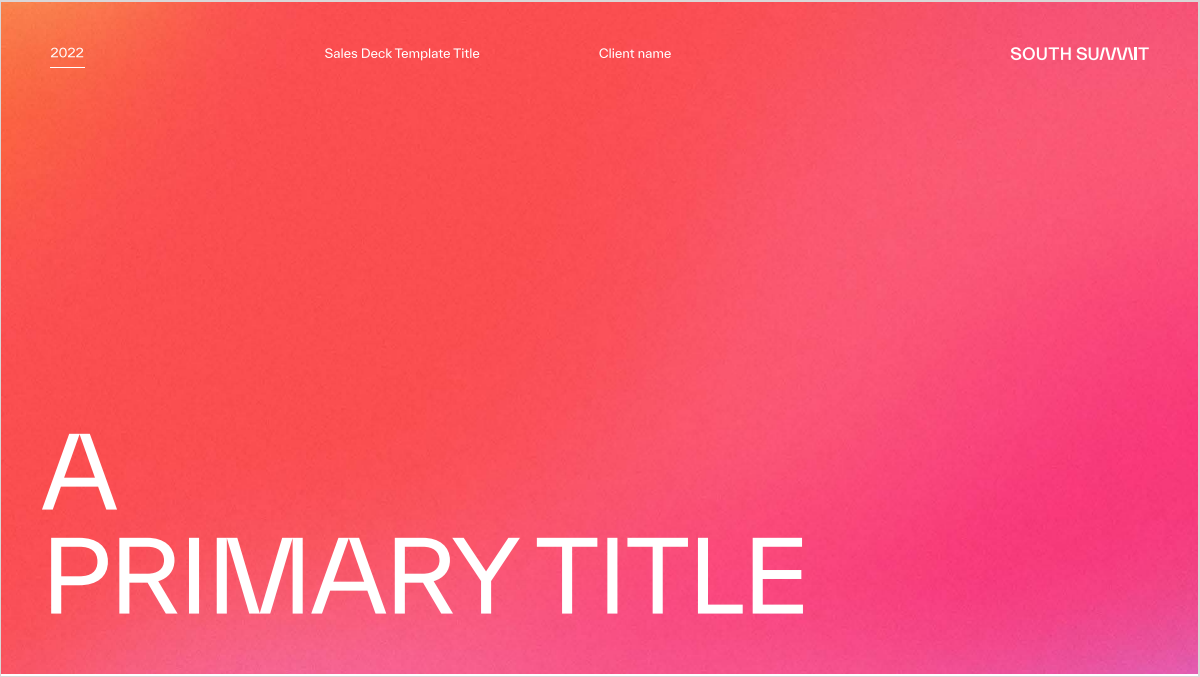
SALES DECK TEMPLATE  
HAVE BEEN USED TO  
CREATE THIS VERY BRAND  
BOOK. FOLLOWING WE'LL  
DETAIL THE MAIN TEMPLATE  
SLIDES TO BUILD ANY  
PRESENTATION.

We'll provide a fully editable  
Figma file of the brand book to  
use as building blocks to  
create any presentation.



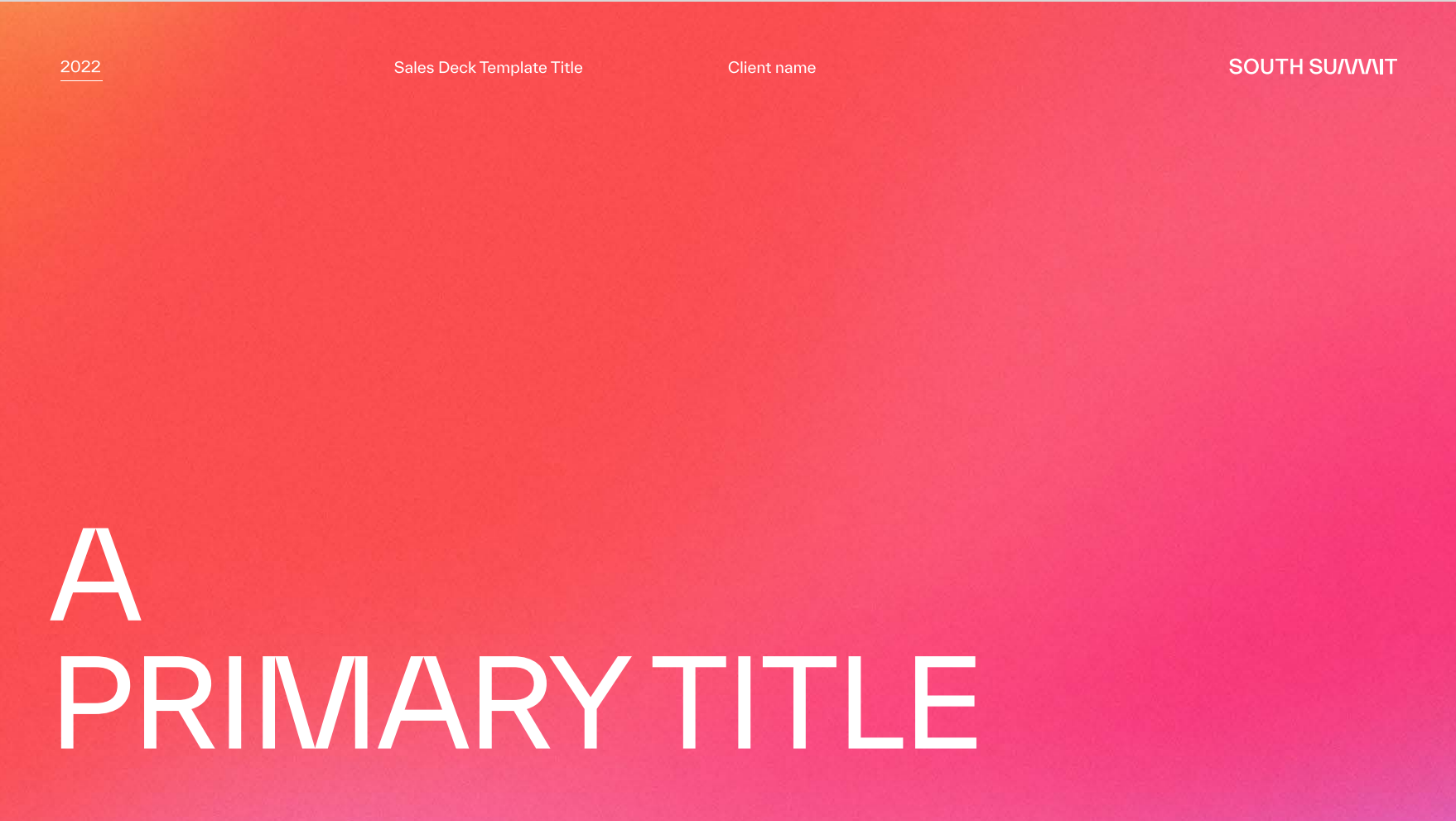
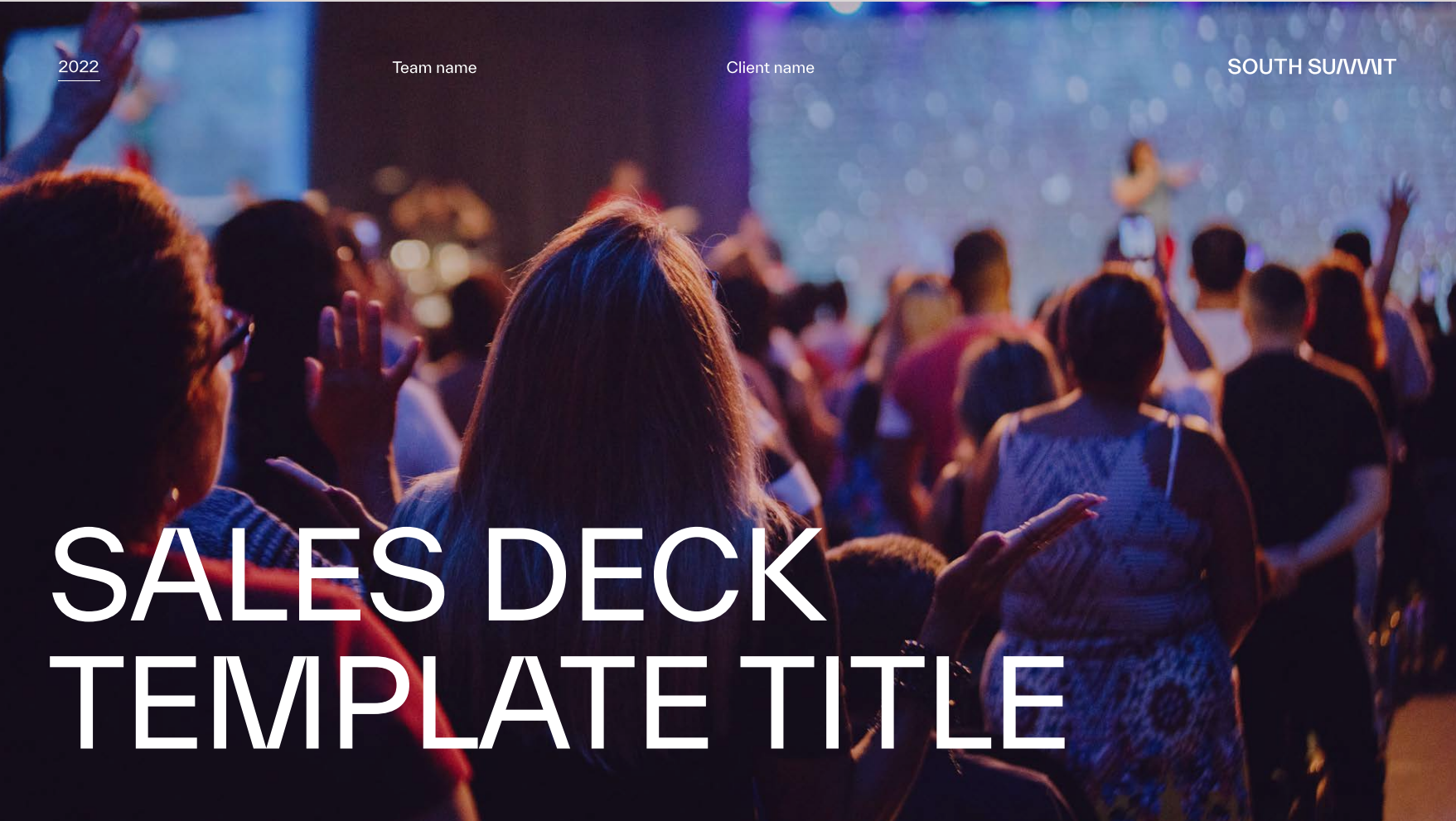


0	Index	Sales Deck Template Title	Client name	SOUTH SUMMIT
	COVER TEMPLATE			A
	HEADLINES + ICON			B
	QUOTE PAGE			C
	FOUR COLUMNS TEXT GRID			D
	FULL IMAGE PAGE			E



TEMPLATE COVERS

They create hierarchy and separate presentation’s blocks. Background image, main title and deck header are editable.



## INDEX

Customize index elements as you need it. We recommend use letter to sort chapters.

[illegible]

<a href="#">0</a>	<a href="#">Index</a>	Sales Deck Template Title	Client name	SOUTH SUMMIT
COVER TEMPLATE				A
HEADLINES + ICON				B
QUOTE PAGE				C
FOUR COLUMNS TEXT GRID				D
FULL IMAGE PAGE				E

## MAIN COVER

For hero messages and quotes. There is the possibility to highlight some or the entire headline.

A large, light gray rectangular area representing the fly leaf page. In the top left corner, there is a small text label 'A1.3 Tertiary title' with a horizontal line under 'A1.3'. In the top right corner, there is a small text label 'Fly leaf'. In the bottom right corner, there is a small text label 'SOUTH SUMMIT'. The main body of the rectangle is mostly empty, with the text 'WRITE HERE YOUR TEXT TO HIGHLIGHT' in a large, bold, pink font centered near the bottom.

TEXT GRID

These are the core of the presentation. Title and text are editable, as well pictograms can be replaced with others ones from the library.

A

Primary title

Headline + Icon

SOUTH SUMMIT

ETIAM ORNARE NEQUE A  
IPSUM FEUGIAT. FUSCE  
CURSUS ELIT EU MI  
TEMPOR, ET FACILIS  
ULLAMCORPER.

That we can defend as a point of differentiation with other competitors.

It is useful to define our position in the market and the boundaries of our brand performance.



A

Primary title

Four columns

SOUTH SUMMIT

THIS IS A FOUR  
COLUMNS TEXT GRID

1

COLUMN CAPTION

South Summit is not a medium-sized conference in Spain anymore, but an international networking platform that welcomes a vast range of cultural sensitivities and organises huge events all across the world.

We need a brand to represent what South Summit is all about now and what it aspires to be in the future.

2

COLUMN CAPTION

Our new brand must be able to elevate our current status into a well recognised and respected leading global brand.

It needs to do so by building on top of solid brand pillars that allow us to adapt to new market conditions while being consistent and integral to a set of constant core values.

3

COLUMN CAPTION

As we grow, the role that our brand plays must evolve too.

Our brand role should go beyond representation to become a toolkit that helps our business to perform better, reassure our partners and enable new business opportunities that result in new revenue sources and partnership leads.

4

COLUMN CAPTION

Growth means more diversity of channels and environments in which our new brand will need to perform.

Modularity, flexibility and adaptability are key factors to embed into our new brand, so that we can attend our future needs and absorb the many influences from the different cultures we work with.

A1

Secondary title

Headline + three captions

SOUTH SUMMIT

NAM ALIQUAM AC DIAM  
NON VOLUTPAT. PRAESENT  
PORTA, METUS EUISMOD  
ET OMEN FELIS ANTE:

The style and art direction are meant to evoke the warm, vibrant and positive themes that resonate throughout the brand.



1

STARTUPS AND  
ENTREPRENEURS

2

VALUABLE  
CONNECTIONS

3

SOUTHERN  
CULTURE

A1.3

Tertiary title

Three columns

SOUTH SUMMIT

THREE COLUMNS  
TEMPLATE

CAPTION

Everything we do comes from a place of boundless optimism, a belief that we can shape our future.

We believe that positive change comes from connection and collaboration, which is why we create the perfect environment for opportunities and relationships to flourish.

We have passion for what we do, and we're proud of what we can create when we come together

CAPTION

We're not afraid of the unknown and challenging the status quo.

Real change and innovation are possible when you have the courage to do things differently.

We believe in decoding complexity, and we dare to imagine a better future.

CAPTION

We know South Summit gets results.

Our track record of matching successful startups and hosting our exciting summits speak for themselves.

But it's not all about us: our real strength lies in our partners — the real impact that happens when we connect and share our ideas.

PHOTOGRAPHY

Show impactful pictures from events or create branded compositions using pictogram on top of them.

