



BRAND GUIDELINES

GOSIGERFEST

The purpose of this document is to provide a summary of guidelines and acceptable applications of the Gosigerfest brand. By strongly establishing our identity, we will better define who we are and how we differentiate ourselves from other organizations and brands.

Please use these brand guidelines when developing any communications to ensure consistency and recognition of our unique identity.

For questions and approvals, please reach out to:

marketing@gosiger.com
937-228-5174



C. G. MACHINERY

GOSIGER
SERIOUS SOLUTIONS

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Wol
Sir

Dan

Gosigerfest Full Standard Logo

Top Illustration



Year

Diamond Pattern

Gosigerfest Logo Variations

Versatility plays an important role when it comes to Gosigerfest's branding. Multiple versions have been designed for various formats ranging from simple to complex configurations.

Appropriate logos should be considered depending on the backgrounds for increased contrast and legibility.

NOTE: All acceptable Gosigerfest logo variations have the option to include the top illustration, tagline, dates and diamond patterns.



Color Logo on White Background.



Color Logo on Black Background.

Gosigerfest Logo Variations

Logo variations include the full logo with illustration, text only and variations with and without diamonds. The use of tagline and dates can both be used or without depending on the limitation.

TEXT ONLY LOGO



Logo on White Background



Logo on Black Background

TEXT LOGO WITHOUT DATE



Black Only Text Logo



Color Text Logo

Unacceptable Logo Applications

For the sake of simplicity, we will create unacceptable logo applications for the text logo that is without pattern, tagline and date. The same should be applied for all other acceptable logo variations.



Do not straighten or rotate the logo.



Do not apply a drop shadow.



Do not apply any stroke.



Do not remove any element of the logo unless specified.



The extension of the letter R should always include the date.



Use appropriate logo when it comes to contrast for legibility.

Gosigerfest Color Palette

Gosigerfest's primary color palette of includes gold and black similar to it's original corporate colors.

CMYK or Pantone colors are used for print materials; RGB colors are used for web-based materials.

The secondary color palette includes white, and teal. These are to be used if additional colors are needed.

Main Color Palette

Accent Color Palette



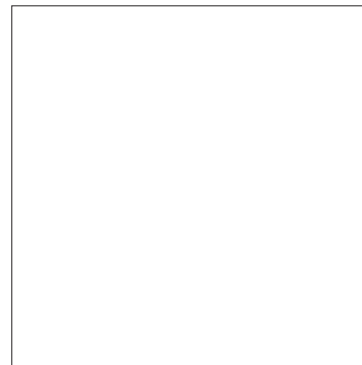
GOLD

CMYK: 2.38.100.0
RGB: 255.179.0
HEX: FFB300
PMS: 137 C



BLACK

CMYK:100.100.100.100
RGB: 0.0.0
HEX: 000000
PMS: Black 6 C



WHITE

CMYK: 0.0.0.0
RGB: 0.0.0.0
HEX: FFFFFFFF



TEAL

CMYK: 62.0.15.0
RGB: 71.196.216
HEX: 47C4D8
PMS: 637 C

Official Gosigerfest Pattern



Shape & Pattern

The shape is a classic and symmetrical diamond.

Its dimensions it's longer in height compared to its width.

Opacity on Backgrounds

The diamond opacity on white background has 100% opacity. However, on dark backgrounds reduce the opacity to 5% for a subtle pattern.



Diamond pattern on white background.



Diamond pattern on black background.

Gosigerfest Typography

Gosigerfest uses Gosiger's primary typography.

Gotham is a clean and modern sans serif typeface that can be used for headings and main copy. By primarily using this typeface, a consistent look and feel to Gosiger verbal communications can be retained.

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
TYPEFACE

Headline

GOTHAM BLACK (36 POINT)

Subheader

GOTHAM BOLD (24 POINT)

This will be a body
copy using Gotham
book font of 12 point.

Visual Imagery

Use strong, crisp imagery to keep the Gosiger brand fresh and clean as machinery and services continue to evolve.

High-resolution imagery subconsciously communicate a commitment to quality and excellence. This reinforces the trust and confidence associated with Gosiger's identity.

By showcasing the advanced machinery Gosiger distributes, you communicate a clear message of technical proficiency, precision engineering, and cutting-edge capabilities.

Featuring people interacting with the machinery personalizes your brand. It allows viewers to connect on a human level behind the technology, and see the positive impact Gosiger's solutions have on people's lives.



Marketing Tool Kit Collaterals

As a valued partner, we understand the importance of providing accurate and updated information to your audience.

That's why we've created a comprehensive toolkit packed with resources to help you effectively promote Gosigerfest.

Please make sure to direct links to our show's homepage at www.gosigerfest.com for promotions and official information.



**SCAN TO
DOWNLOAD**

Marketing Toolkit

We provide both print and digital collaterals to promote the Gosigerfest show.

Collaterals include invites, logos and web banners of various sizes and more.

WWW.GOSIGERFEST.COM/RESOURCES



THE REGION'S LEADING CNC TECHNOLOGY EVENT!

**WEDNESDAY
SEPT. 17**
10AM - 6PM



**THURSDAY
SEPT. 18**
8AM - 3PM

DON'T MISS OUT

REGISTER TODAY!

WWW.GOSIGERFEST.COM

Marketing Tool Kit Collaterals



1000+
ATTENDEES

80+
INDUSTRIAL
SUPPLIERS

25+
MACHINES
ON DISPLAY

9
TECHNICAL
SEMINARS

YOU ARE INVITED!

To the Region's Leading CNC Event!

WEDNESDAY
SEPT. 17
10AM - 6PM

THURSDAY
SEPT. 18
8AM - 3PM

 108 McDonough Street, Dayton, OH 45402

SAVE YOUR SEAT!

SCAN HERE OR GO TO:
WWW.GOSIGERFEST.COM



— TECHNICAL SEMINARS —

WEDNESDAY, SEPTEMBER 17

"STOP THINKING ABOUT AUTOMATION, START DOING IT"
Automation Within Reach | 10 am - 10:30 am

- Discover if automation makes financial sense for your shop, explore proven solutions like Okuma Robot Loader (ORL) Series, and AWR's Plus and custom series.

"THE VELOCITY ADVANTAGE: TOOLING INNOVATION FOR MODERN MACHINING"
Velocity | 11 am - 11:30 am

- Discover new mill tool holders and automation-ready technologies designed specifically for Okuma machines.

"AUTOMATION AND COOLANT CONDITIONING FOR ENHANCED PERFORMANCE"
MP Systems | 1pm - 1:30 pm

- Learn how high-pressure coolant, chillers, and filtration systems enhance automation reliability and reduce downtime.

"THE POWER OF AUTOMATION: IDENTIFYING THE BEST-FIT TECHNOLOGY TO OPTIMIZE YOUR MACHINING OPERATIONS"
Caron Engineering | 2 pm - 2:30 pm

- Identify the right automation tools for every stage of your machining process to achieve lights-out manufacturing.

"SANDVIK COROMANT'S NEW TECHNOLOGY IN MACHINE INTEGRATION PRODUCTS"
Sandvik Coromant | 3 pm - 3:30 pm

- Explore new turret-mounted clamping units, automatic tool change systems, and machine integration solutions for lights-out manufacturing.

THURSDAY, SEPTEMBER 18

"SLOW DOWN TO SPEED UP"
Blum | 9 am - 9:30 am

- Discover how in-process metrology can actually reduce overall cycle time while improving process stability.

"WITH ZOLLER, CONNECTED SOLUTIONS FROM CAM TO PART"
Zoller Inc | 10 am - 10:30 am

- Experience integrated tool management solutions from presetting to CAM integration and smart automation.

"HIGHER HMC PRODUCTIVITY: YOUR GUIDE TO ADDING A 5TH AXIS AND INTEGRATED HYDRAULICS"
Koma Precision | 11 am - 11:30 am

- Learn to maximize HMC performance by adding 5-axis capability and integrated hydraulic systems for automation.

"SUPERIOR: AMEC'S ANSWER TO THE SPECIAL CARBIDE AND PCD MARKET"
Allied | 1 pm - 1:30 pm

- Explore specialized PCD tooling and industry-specific capabilities for automotive and aerospace applications.

RESERVE YOUR SPOT! WWW.GOSIGERFEST.COM

Exhibitor Information

We provide instructions for exhibitors at the that will be at the Gosigerfest show at:
www.gosigerfest.com/exhibitors.

Please login with password at the bottom of the page to access detailed instructions.

A diverse range of exhibitors will be showcased at the event, including:

- Automation
- Barfeeds
- CAD/CAM
- Coolant
- Finance
- Industry Association
- Inspect/Gauging
- Machine Builder
- Workholding
- Tooling
- Other



We extend our sincere gratitude to our industry partners, including our gold, silver, and lunch sponsors.

WWW.GOSIGERFEST.COM/EXHIBITORS



Social Media Posting Guidelines

To promote for Gosigerfest, begin posting on social media two to three months before the event.

Use high-quality images and videos to capture attention and to establish a professional image.

Always tag Gosiger on all Gosigerfest related posts on the following social media platforms:

Instagram: @gosiger_machinetools

LinkedIn and Facebook: @Gosiger

Use the following hashtags, to increase more visibility:
#Gosiger #Gosigerfest25

Direct any external links to the Gosigerfest registration page at www.gosigerfest.com.



