

BRAND GUIDE

2036: The Podium

As we embark on a new series of events in FY24, we have refreshed the look and feel of 2036 specifically for 2036: The Podium events in eight cities, where live recordings will result in 11 episodes of season 2. The goal is to enliven the brand to generate buzz for these events. Please follow these guidelines as you promote 2036: The Podium.

How to write it:

2036: The Podium

- When writing 2036, use a capital letter “O” instead of the number zero

LOGO

- Primary logo is white logo on black background
- Secondary logo is black on white or light background



COLORS

- Black is the primary background color so that the other colors will “pop” off from the contrast



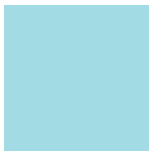
BLACK
CMYK 0/0/0/100
RGB 0, 0, 0
HEX #000000



HOT PINK
CMYK 0/100/31/0
RGB 237, 13, 109
HEX #ec0c6c



NEON
CMYK 6/0/100/0
RGB 247, 236, 0
HEX #f7eb00



PALE TURQUOISE
CMYK 34/0/10/0
RGB 156, 219, 217
HEX #9CDBD9

ELEMENTS

- Mic with color highlights
- Sound waves
- Modern “O”

