



BRANDING GUIDELINES

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crossbordersummit.com





ABOUT CBS

The Cross Border Summit is an annual conference bringing together top e-commerce cross border business leaders from around the world to share expertise about business strategy, marketing, team building, and other strategies to stay ahead in today's global world.

32+ COUNTRIES

Attendees
From 32+
Countries

100+ ATTENDEES

Private
Conference,
Business Leaders
Only

10+ MEDIAS

More than 10+
International
Media Outlets

LEARNING

2 Days Conference
(For learning and
networking)

MASTERMIND

Half Day
Mastermind +
Half Day
Workshop

OFFICIAL CBS LOGO VARIATIONS

The inspiration for the Cross Border Summit logo is deeply rooted in **the idea of growth, elevation, and the boundless potential that comes with expanding one's business globally**. Our logo embodies these concepts through the use of a serene aqua to rich blue gradient, which forms the silhouette of majestic mountain peaks—the quintessential representation of a summit.

"Grow your global business" is the guiding principle of the Cross Border Summit. It succinctly encapsulates the purpose of our event—to empower business leaders with the knowledge, connections, and strategies needed to thrive in the global arena.



MAIN LOGO



YEARLY LOGO [VENUE]

COLOR PALETTE

These colors reflect
our brand's identity

Hex Code
#14669F

CMYK
87, 36, 0, 38

RGB
21 - 101 - 158

Hex Code
#299740

CMYK
73, 0, 58, 41

RGB
41 - 151 - 64

Hex Code
#003F66

Hex Code
#005D76

Hex Code
#F14A42

Hex Code
#A5CAE3

These colors together create a harmonious and visually appealing palette that aligns with the logo's concept of growth, transformation, and success in the global marketplace.

BRAND TYPOGRAPHY

FOR HEADERS

a bold and impactful typeface that can make your headers stand out.

AA

BEBAS NEUE

AA	BB	CC	DD	EE	FF
GG	HH	II	JJ	KK	LL
MM	NN	OO	PP	QQ	RR
SS	TT	UU	VV	WW	XX
YY	ZZ	00	01	02	03
04	05	06	07	08	09

Bebas Neue is known for its bold and uppercase characters, which make it highly attention-grabbing. This is particularly useful for headers, slogans, or key messages that you want to stand out and be noticed immediately.

BRAND TYPOGRAPHY

FOR SUBTEXT AND BODY

a legible and modern sans-serif typeface,
making it easy to read in smaller text sizes.

Aa
Roboto Condensed

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

"Roboto Condensed" ensures that the body text remains clear and easy to read, while "Bebas Neue" is reserved for the impactful header. This combination creates a visually appealing and readable design for your Cross Border Summit materials.

BRAND VOICE

Our brand voice is **informative, supportive, and inspiring**. We provide valuable insights, foster a supportive community, and inspire e-commerce leaders to think globally. We maintain professionalism and inclusivity, encouraging action and collaboration among diverse voices.

By adopting this brand voice, the Cross Border Summit can effectively communicate its mission and values while engaging and inspiring e-commerce leaders in their pursuit of global success.





OUR RESOURCES

Access our official logo and connect with us for any inquiries. Reach out to explore how we can support your global business journey.

[Download Our Logo](#)



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www.crossbordersummit.com

