



**CROSS BORDER SUMMIT**  
GROW YOUR GLOBAL BUSINESS

# BRANDING GUIDELINES

Powered by:  **GlobalFromAsia**



[crossbordersummit.com](http://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**

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

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

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[Download Our Logo](#)



[Sales@GlobalFromAsia.com](mailto:Sales@GlobalFromAsia.com)



[www.crossbordersummit.com](http://www.crossbordersummit.com)

