Annex VI – Expo Communications and AIPH Brand Use Rules

Requirements

This Annex is an integral part of the Regulations and contains contractual requirements to the Expo Organizer.

Exhibition organizer is required to start planning a comprehensive communications strategy immediately after the approval of the Expo.

This strategy will involve a number of milestones and a wide range of communication means, including digital communications, media relations, public relations, internal communications, advertising, social media, representation at events.

This Annex details some of those milestones and expected ways to reach them.

Purpose

Successful Expo communications will generate interest and support for the Expo from a variety of sources, to further benefit the Expo organization, city, country; AIPH and Expo movement.

AIPH regulations set some mandatory milestones to allow to:

- Efficiently monitor Expo activities that influence public perception of horticulture, Expos, AIPH and the Expo movement

- Help Expo organizers stay aligned with the best practices for quality Expo organization and transmit those to future Expo organizers

- Contribute to Expo promotion with digital communications, media relations, social media and public relations activities.

Contents

This Annex contains guidance on:

1. **AIPH requirements on Expo Communications**, focusing on:
    - Communication Plans
    - Communications roll out & Coordination with AIPH
    - Expo Name and Logo
    - Digital media
2. **AIPH Brand Use Rules**, detailing:
    - Guidelines on AIPH Masterbrand logo
    - Guidelines on placement of AIPH Logo and lock-up
    - AIPH Flag use
    - Contact at AIPH

1. AIPH requirements on Expo Communications

Communication Plans

Introduction

Exhibition organizer is required to start planning a comprehensive communications strategy immediately after the approval of the Expo.

This strategy will involve a number of milestones and a wide range of communication means, including digital communications, media relations, public relations, internal communications, advertising, social media, representation at events.

Communication Plans creation & timeline

Expos' communication strategy must be detailed in the Expo Marketing and Communications plan. It is strongly recommended to develop and implement such a plan including all the stages of the Expo Organisation Timeline, starting immediately from the Approval stage:

- Before Approval: from 12 to 3 years before potential opening
- Before the Expo: all years after the approval and before the opening
- During the Expo: from 3 to 6 months
- After the Expo: a minimum of 1 year after closure

The most intense communications and promotion activities would generally happen from two years before the Expo opening. A final, detailed marketing and communications plan must be submitted for AIPH approval **no later than two years before the opening of the expo**. It should include the following parts:

- Overall strategy
- Annual strategy
- International communications plans
- Plans on support of communication activities of local and global Marketing partners
- During the Expo plan
- Post-Expo strategy and communications assets handover

and present the following features:

- Consistent across channels, developing a coherent visual design and user experience across all Expo-owned media
- Using a diversity of media channels available, including those targeting international audiences
- Supporting and reinforcing the values and mission of AIPH and the Expo movement principles, such as greening cities, reconnecting with nature and creating a sustainable legacy; that provide opportunities to deliver positive stories and messages
- Creating well-timed and proactive messages with regular updates, communications data analysis and continuous adjustment
- Compliant with requirements for use of AIPH branding

All external communications, website, digital media and marketing materials, signage, tickets, and all other media related to the Expo must include the English language or have English language versions.

Communications roll-out

Coordination with AIPH

As AIPH is expanding its role and strengthening presence worldwide, the association is building capacity to promote upcoming Expos to our professional community as well as the wider public.

For AIPH-led promotional and media activities to happen, Expo organizers must provide the following updates to AIPH, using the most appropriate combination of different communications media including text, photographs, images and videos:

- **Every 6 months:** reports at AIPH Expo conferences: final presentations/ videos must be submitted to AIPH no later than two weeks before the Expo conference takes place
- **Every 3 months:** (not limited to the following):

  - stakeholder updates: involvement of important political personalities, endorsements, and appraisals; Expo partners and Expo team

  - economic updates: expansion of Expo organization, funding updates, business involvement, statistics of job creation

  - events related to Expo: fairs, cultural events, sports events, business events where Expo is promoted

  - construction updates and planting updates

  - sustainability updates: plans on sustainable Expo roll-out, involvement with academia, public and organisations; appraisals, prizes and awards

- **1 month before the Opening ceremony:**

  - Official quotes from Mayor/President/government official on the Expo opening

  - Official quotes from the Expo Organiser on the Expo opening, including aspirations, acknowledgements, achievements and challenges

  - Up to 2 minutes video interview on the Expo opening to complement the above

- **1 month before the Closing ceremony:**

  - Official quotes from Mayor/President/government official on the Expo closure

  - Official quotes from the Expo Organiser on the Expo closure, including Expo benefits, acknowledgements, achievements, challenges and legacy plan

  - Up to 2 minutes video interview on the Expo closure to complement the above

- **Video updates:**

  - all videos issued by the Expo organizer should be submitted to AIPH prior to release

- **Press releases:**

  - all press releases issued by the Expo organizer in English should be submitted to AIPH prior to release

- **Photographs:**

  - Expo organizer shall ensure that AIPH is regularly provided with photographs relating to the Expo, showing subjects such as: attractions, participant gardens, planting, construction, events, national days, people in the Expo, volunteers, celebrities and VIPs at the Expo site (during construction and during the Expo). It is recommended

to provide such updates at least every 3 months during the last 2 years before the Expo, and every month during the Expo.

- **3 months after the Closure:**

  - Official quote from the Expo Organiser on the key benefits of Expo and lessons learnt

  - Up to 2 minutes video interview on the Expo closure to complement the above

Expo organisers shall coordinate with AIPH Secretariat to ensure the promotion of AIPH digital platforms and initiatives upon AIPH's request.

Media relations

Expo organizer agrees that all press releases and any other communications with the media in host country or internationally, quoting AIPH President, members, Secretary General or office holder, or mentioning details about AIPH, must be submitted to AIPH for prior written approval.

Expo organizer shall appoint a media contact for AIPH and ensure that AIPH is provided with media information relating to the Expo in English.

Marketing partners

Support of Local and Global Partner companies will play an important role in Expo funding, promotion, successful organisation, and delivery. Their exclusive Expo participation, marketing and hospitality rights should be respected and ensured by the Expo Organiser.

Expo organizer shall submit to AIPH, for written approval, its plans on support of communication activities of local and global Partners. No activity in support of communication or marketing of Partners can start without prior written approval of AIPH.

Expo Name

Exhibition name is subject to AIPH approval.

An Exhibition may have a distinctive name (e.g. a historical name under which Horticultural Exhibitions are known in a particular country or a new name that was not used by any Expo before), that it will register as a brand.

The name must be complemented by the word “Expo” + “Year” + “Host City” / “Host Country”. The organiser shall submit the Exhibition name and its possible variations to the AIPH General Secretariat for final written approval before using it. Once the Exhibition name is approved it is expected that the name will not be changed.

Expo Logo

Exhibition logos are subject to AIPH approval.

The organiser shall submit the Exhibition Logo, AIPH Exhibition Category Lockups and AIPH Lockup to the AIPH General Secretariat for final written approval before using it in any part of the events.

In case of logo change, the same procedure will apply.

Expo Logo creation & timeline

World horticultural exhibitions’ logos must consist of an icon and a wordmark and must include:

- “EXPO + Year”
- “Host City”

in vertical or horizontal format.

Expo logo should be developed as soon as possible after the Expo is approved, and **before the Expo website is live** (within twelve months after the approval of the Expo is granted).

All logo updates must be finished 6 months before the Expo opening and be in line with a documented timeline detailed in Expo Marketing and Communications Plan.

Expo Logo use

The exhibition logo should be applicable in all aspects of the exhibition for all relevant stakeholders, such as participants, sponsors, etc.

The logo gives the visual identity to the exhibition and instant recognition in the public mind. Therefore, the organizer must create a logo with a distinct character identifying the specific exhibition and making it noticeable in the international area.

The exhibition logo should be memorable, timeless, unique and not resemble the logos of previous exhibitions. In addition, the logo should not display any religious, political or discriminative messages or symbols.

Expo Logo legacy

Once the Expo is over, the rights of use and intellectual property on the logo should be transferred to AIPH and the logo delivered to AIPH.

Digital media

Introduction

Digital media plan is an integral part of the Expo Marketing and Communications plan. Digital communication activity is essential for reaching and engaging Expo visitors, partners, participants and supporters. Successful digital communications will strongly influence public perceptions of the Horticultural Expo movement worldwide and benefit the Expo organization, city, country; AIPH, horticultural industry and Expo movement.

Below are some of the elements related to digital media that the Expo Organisers should consider when they design Expo Marketing and Communications plan.

Expo Website and other digital Expo-owned channels

It is recommended that Expo organisers develop multiple Expo-owned digital communications channels that may include, but are not limited to:

- Expo website
- Expo mobile app
- Expo TV

and use them at a maximum, considering:

- A variety of content and initiatives to be covered and adapted to each channel
- Search Engine Optimisation and digital promotion
- Collection of data across channels, customer relationship management (CRM) coordination and optimisation of communication activities

As a minimum requirement, Expo Organisers must develop an Expo website and Expo mobile app.

Exhibition website and Expo mobile app are subject to AIPH approval.

The organiser shall submit the Exhibition website and mobile app to AIPH for written approval before they go live. AIPH reserves the right to request amendments as necessary at any time.

Expo Website creation & timeline

The website and mobile app should be in both the local language and in English as a minimum. Other main languages are encouraged.

A website for the Expo must be operational within twelve months after the approval of the expo is granted and should remain for a minimum of one year after the expo has finished.

In order to meet these timelines and AIPH approval requirement, it is recommended to submit the website to AIPH within six months after the approval, with an objective to go live in the next six months.

All major changes to the Expo website should be reported to AIPH at least 2 weeks before they go live.

Expo Organiser will be responsible for the daily operation of the website and apps throughout all the stages of the Expo Organisation Timeline, finishing 1 year after the Expo closure. The Expo website must be compatible with all main browsers and devices and main mobile operating systems.

Social media

Expo Organiser shall set up official Expo accounts on most popular social media in their country and worldwide. Links to those accounts should be submitted to AIPH 2 weeks before they go live.

It is recommended to set them up within eighteen months after the approval of the Expo is granted.

Expo organisers shall coordinate with AIPH Secretariat to ensure cross-promotion of Expo-led and AIPH-led content and initiatives on social media.

Official film

Expo Organizer has a responsibility to ensure that an official film is produced and used according to the Expo and Expo City promotion and communications strategy.

Links to AIPH

The Expo Organizer must ensure that the Expo website and mobile app include permanent links to AIPH website alongside with AIPH Masterbrand logo.

2. AIPH Brand Use Rules

Guidelines on AIPH Masterbrand logo

AIPH brand must be used in association with the promotion and endorsement of exhibitions. Following approval by AIPH the Organisers are required to follow the AIPH Brand Use Rules, according to the minimum requirements indicated in section 12 of the Regulations and below.

Introduction

The AIPH masterbrand logo is a visual symbol of the purpose of our brand. It is reflective of our role as the world's champion for the power of plants. The following pages explain the usage of the AIPH identity system to create a forward thinking, co-operative brand. Please follow the guidelines carefully. We have developed these guidelines to help to build and maintain a clear, consistent and successful visual identity.

The AIPH masterbrand logo

The AIPH masterbrand logo is a visual representation of our brand, and its integrity must be maintained at all times. It comprises two elements:

- **The Floral icon**
- **The wordmark**

The logo must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the logo in any way.

The icon should only be used in conjunction with the wordmark.

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Logo iterations and lock-up – corporate

The AIPH masterbrand logo has been created in 2 versions – the 'corporate' colour version as appears here and the 'mono' versions as per the examples on the following page. The colour logo should only be used on a white background – it should never be used on a coloured background.

The AIPH logo should never be reproduced as a grayscale. In instances where reproduction necessitates a single colour logo iteration, use the mono version.

Logo lock-up

There is a variant in the masterbrand lock-up which contains:

- Icon + wordmark

as represented below:

Logo iterations and lock-up – mono

In instances where reproduction necessitates a single colour logo iteration, use the mono version as shown here. If mono version is used, choose background colors or photos that provide sufficient contrast with the logo.

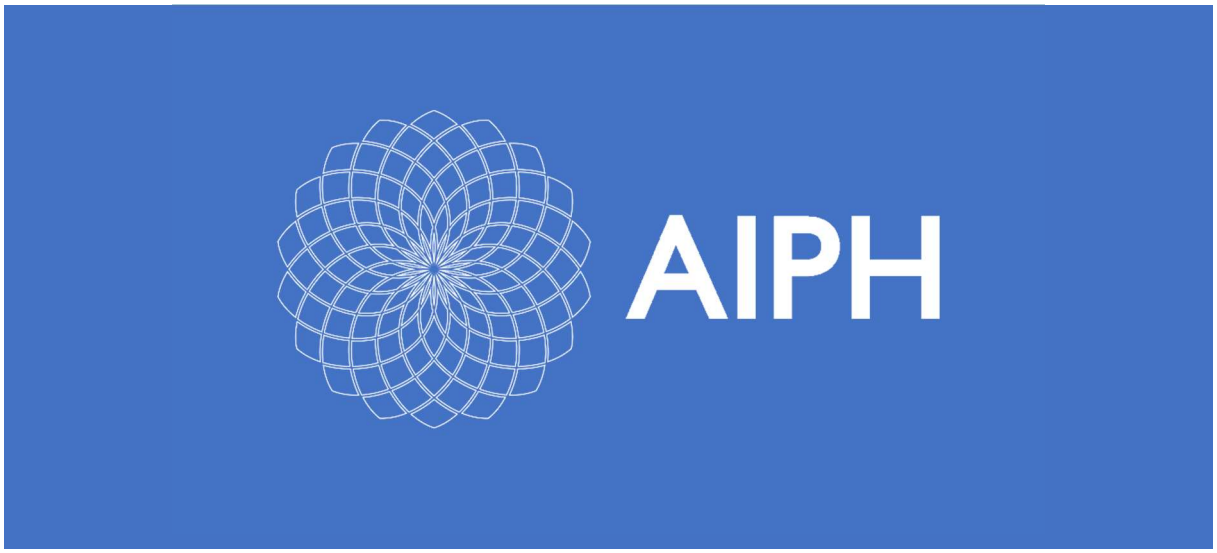
Logo lock-up

Masterbrand mono lock-up contains:

- Icon + wordmark (mono) in black or white on highly contrasting background

Logo iterations – horizontal configuration

The AIPH masterbrand logo has also been created in a horizontal configuration in both 'corporate' colour and mono versions.



Isolation areas

The AIPH masterbrand logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by a unit value equating to a third of the width of the 'floral icon' which is referred to as x. A margin of clear space equivalent to x is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.

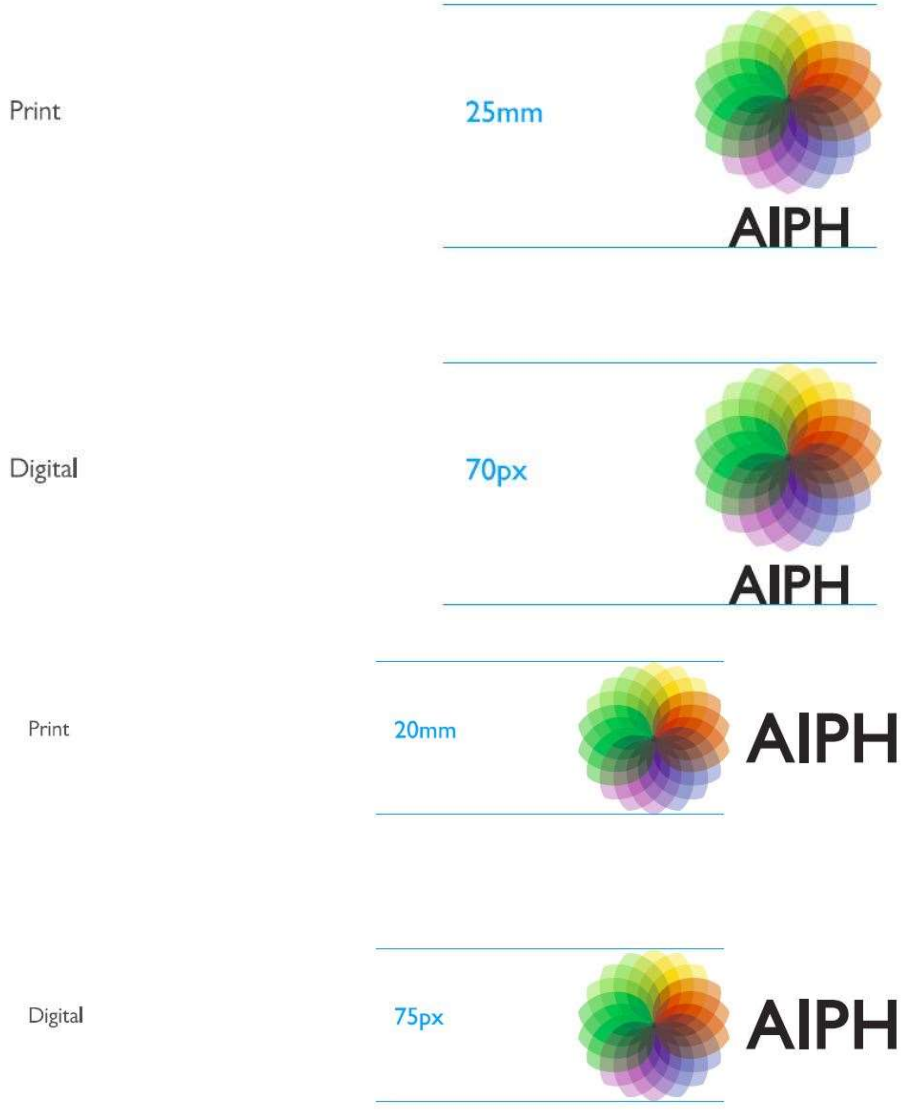
Minimum Size

Maintaining the integrity of the AIPH logo is very important.

There is no preset maximum size for the AIPH logo. Minimum sizes are defined here. There are specific ".png" files for use as web browser favicons and social media avatars which display in a number of sizes from 16 px by 16 px - 128 px by 128 px.

Any use of AIPH logo below the minimum size must gain prior approval from AIPH.

The width of the denomination should be equal to the width of wordmark.



Colour

Colour plays a very important role in establishing the visual identity and is chosen very carefully.

The AIPH brand palette consists of 6 colours which make up the logo; percentage tints can be used of any of these colours. The brand colours are derived from the range of “plant hardiness zone” colours – it is also from this spectrum that the brand colour names are referenced. Positioning of colours should be accurate when used.

Zone 3a	C20 M45 Y0 K0	R199 G151 B197	Web C7 97 C5
Zone 5a	C50 M30 Y5 K0	R130 G159 B202	Web 82 9F CA
Zone 6a	C70 M0 Y95 K0	R79 G184 B79	Web 4F 88 4F
Zone 7a	C35 M0 Y75 K0	R175 G212 B108	Web AF D4 6C
Zone 8b	C0 M15 Y75 K0	R255 G214 B92	Web FF D6 5C
Zone 10b	C7 M65 Y85 K0	R229 G119 B61	Web E5 77 3D

Typography

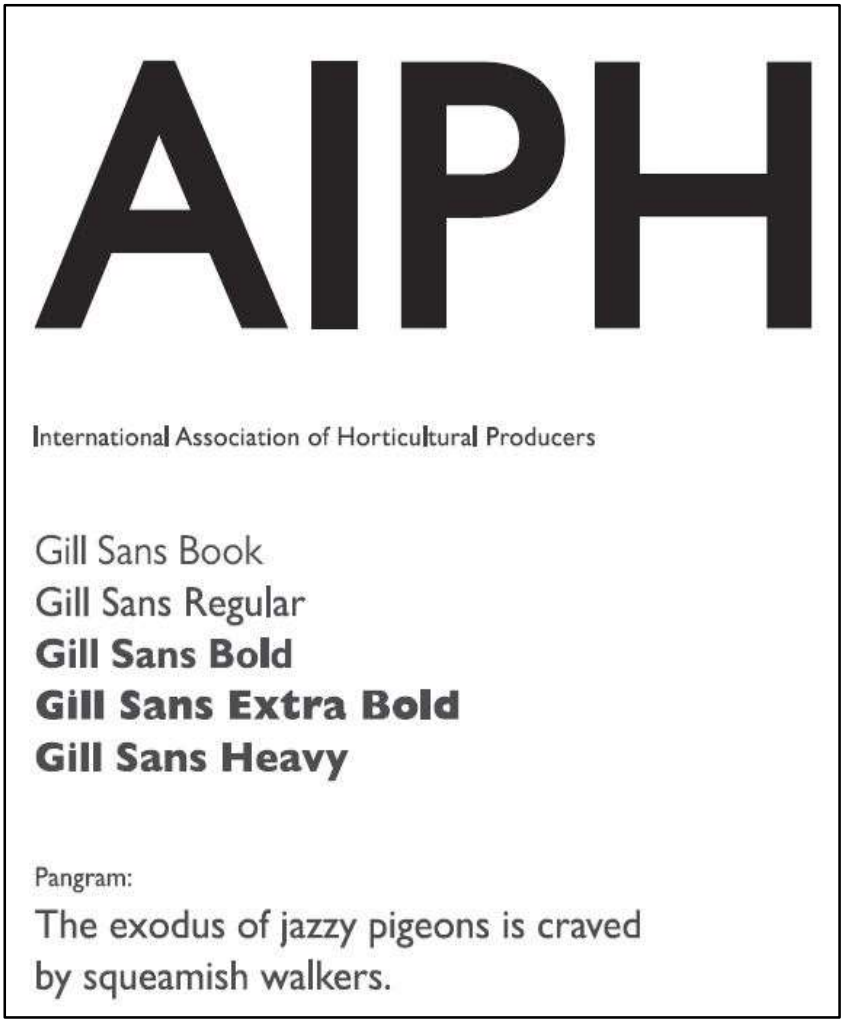
The basic version of the logo defines that the typography used should be of uniform thickness and bold letters (sans-serif) to complement the visual form of the logo.

The AIPH wordmark uses the typeface Gill Sans Regular as its foundation – from which new proportioned letterforms have been designed. Gill Sans is a distinctive “grotesque” typeface with a versatility of use that is almost limitless.

The AIPH logo iteration “Icon + wordmark + organisation name (full articulation)” also uses the typeface Gill Sans Regular – and in this logo context it should always be formatted as “mixed case” as shown.

Gill Sans should always be the default primary typeface for the creation of any AIPH printed or web applications and documents. The vast number of styles and weights affords flexibility to handle all required levels of text (heading, sub-heading, body text, etc.).

The typeface Arial is the primary support typeface and should only be used when Gill Sans is not present.



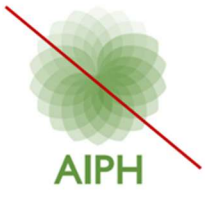
Incorrect Logo Usage: Do Not Do These

When using the AIPH logo, the following rules should be adhered to at all times. To maintain consistency throughout our identity application, it is essential that the logo is never altered in any way. Here are a few examples of what not to do. It is essential that the logo is always reproduced using supplied master artwork files:

- The logo should never be manipulated, stretched, distorted, cropped or rotated.
- The logo should never have drop shadows or other graphic effects added.
- The colour logo should never be placed on a coloured or imagery background.

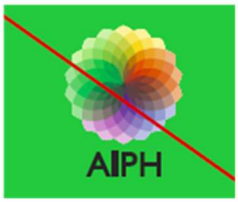
Deformed logo

Modified typeface

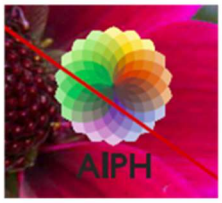


Modified colour

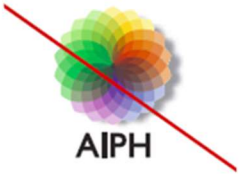
Stretched logo



Coloured background



Background image



Visual effects

Cropped logo

Guidelines on placement of AIPH Logo and lock-up

In addition to the following requirements of AIPH, the BIE have their own requirements for logo and lockup usage which A1 category Expos need to comply with, following BIE recognition.

Use of AIPH logo at the Expo

The logo of AIPH and of Expo must be displayed, in a visible way, on the website of the Expo and must be included in all the audio-visual and social media materials produced for promotional, educational and communication purposes.

The website homepage of the Expo prepared by the Organisers, must contain a link to the website and social media channels of AIPH.

The organisers are required to display the logo of AIPH and the Expo in all activities and events connected to the promotion of the Expo, such as forums, conferences, symposia, working groups, press conferences, cultural events, receptions, and other events.

The Expo organisers will include the logo of AIPH and of Expos in all prizes, awards and certificates awarded in the context of an Expo (medals, objects, paper documents, etc.).

AIPH Lockup

A lockup must be used whenever the AIPH logo is used and positioned with the Expo logo, and the AIPH logo's size, placement and proximity need to be considered.

Area of separation

As outlined in these guidelines the AIPH logo should always be surrounded by a minimum area of space; accordingly the area of separation between the two logos must adhere to at least the defined clear space as a minimum. Additionally, consideration must be given to the proportional relationship between AIPH masterbrand logo and the Expo logo.

Exhibition organisers are required to develop an AIPH lockup in line with the following:

- The lockup must include the exhibition logo and the AIPH logo.
- The size of both logos and the clear space around the logos should be equal.
- If the exhibition logo is vertical, the AIPH vertical logo must be used in the lockup. If the exhibition logo is horizontal, horizontal AIPH logo must be used in the lockup.
- The exhibition logo must be situated on the left, AIPH logo must be situated on the right side of the lock up, divided by a separating line. The exception is when the exhibition logo also uses the BIE logo, in which case, the AIPH logo is placed in a lockup on the right of the BIE logo.
- The clear space between two logos, as well as the space between separating line (or design) and the logos must fall in line with the rules stated by AIPH' use of the logo.
- The AIPH lockup should be used in specific activities and interactions in direct relation to the AIPH and its members throughout the A1, B, C and D Exhibitions.
- The lockup must be used for all institutional purposes (e.g. on stationery, official documents, official website) and promotional purposes (e.g. in advertising, promotional documents, on promotional items) on any media or platform.

- The final design should be submitted to AIPH for approval.

Examples of horizontal and vertical logo lockups are shown below.

For A1 category expos, where the expo logo is in a lockup with the BIE logo, the AIPH logo must appear with a lockup to the right of the BIE logo. The regulations and clear space of both the AIPH and BIE logos must be applied.

As a minimum the AIPH lockups must be used as follows:

- In all internal and external communications by the organiser
- On all promotional material produced for the exhibition
- On the exhibition website, which must include a link to AIPH website
- On information provided to exhibitors
- On information provided to sponsors
- On exhibition entrances

- On exhibition entry tickets
- On badges, accreditation cards
- On media releases, press kits

The AIPH lockup may not be used next to any sponsor logos, which may imply a false association with AIPH. Any use of the logo by sponsors must be approved by AIPH.

Merchandise

The AIPH brand may be used on official merchandise sold from the exhibition. In this case all uses must obtain prior approval from the AIPH Secretariat and may be subject to a royalty charge.

The AIPH logo and/or lockups cannot be used:

- In mobile apps, other than the official Expo App produced by the Organiser (Only organisers can use the lockup)
- On company advertisement websites
- On company brochures, flyers
- As animated versions
- On banners and flags used by tourist guides

AIPH Flag use

Use of the Flag of AIPH at Expos

AIPH logo can solely be used on the AIPH flag by the organiser in horizontal version and in keeping with brand requirements. The flag may only be used at events and locations authorised by the AIPH and should not be situated next to any commercial entities, to prevent unauthorised association.

The AIPH flag, of large size, shall have the same size as those of the organising and participating countries. The flag shall be raised during the opening ceremony.

The positioning of AIPH logo should be in accordance with Isolation Areas rules.

The flag of AIPH and of Expos must fly, very visibly, during the entire duration of the Expo, from the opening to the closing, and must be positioned in the middle relative to the other flags and right next to the flag of the Organiser/ host Country.

The AIPH flag will be positioned in a visible location at each event, such as press conferences, cultural events related to the Expo, forums, seminars, working groups or at the premises of the Expo Organisers.

Contact

AIPH Masterbrand logo and all its iterations are available from the AIPH Secretariat in formats compatible with digital and print use.

Questions about applying the logo should be addressed to AIPH Communications Executive, Ms. Rachel Wakefield.

E-mail: rachel.wakefield@aiph.org