

INFLUENCER BRAND GUIDE



12-14 SEPTEMBER 2022
ATLANTA, GA, USA

Posting Requirements

- Pre-Event: minimum of 5 posts across all relevant channels, including one video post
- On-Site: minimum of 10 posts across all relevant channels, including 2 video posts
- Post-Event: minimum of 5 ASIS-specific posts across all relevant channels (topics include: membership, ASIS Store products, standards & guidelines, Security Management, etc.)

Campaign Concept

In security, the only constant is change — and GSX is the steady constant for the industry to remain resilient in the face of change. This concept positions GSX as the place security management professionals can turn to year after year to keep their knowledge, skills and technical capabilities current in the face of ever-evolving challenges.

MOOD BOARD

INSIGHTS YOU CAN COUNT ON

GAIN THE KNOWLEDGE YOU NEED FROM TOP SUBJECT-MATTER EXPERTS



Color Palette

PRIMARY



PANTONE 630 C
CMYK: 56 7 15 0
RGB: 102 189 209



PANTONE 5265 C
CMYK: 92 82 31 17
RGB: 48 64 110



PANTONE Black 6 C
CMYK: 73 67 65 79
RGB: 26 26 26

SECONDARY



PANTONE 1788 C
CMYK: 0 98 90 0
RGB: 235 33 46



PANTONE 1235 C
CMYK: 0 31 100 0
RGB: 252 184 36



PANTONE 258 C
CMYK: 50 84 0 0
RGB: 143 74 156



PANTONE 367 C
CMYK: 41 0 100 0
RGB: 163 204 56

Talking Points

- GSX is the most trusted event for security management professionals worldwide.
- GSX features a robust learning program that dives deep into the issues that are impacting the world of security.
- Explore state-of-the-art solutions and the latest innovations needed to upgrade your capabilities in GSX's Exhibit Hall.

Required Tags & Hashtags

#GSX
#ASISInternational
@ASISInternational