



Annex: Events Kit

How to use this document

This Events Kit document showcases various applications of Brussels' new international brand, which will help all Brusselers and stakeholders involved in city promotion to tell the Brussels story with a unified and differentiated voice.

From roll-up banners to t-shirts and digital billboards, you'll find multiple templates (as well as application examples) to help bring your activation to life.

Please note that the images and copy featured in the templates are for reference only.

**To request access to any of the templates in this document, please contact:
hello@internationalbrand.brussels**

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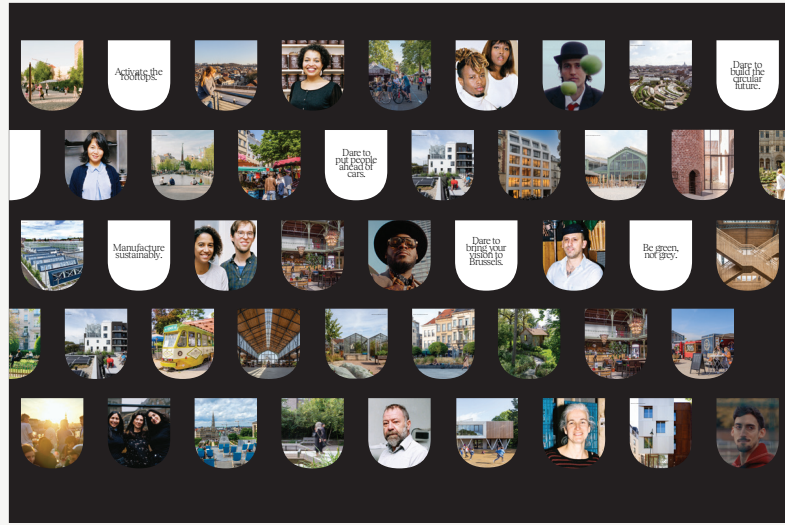
BRAND ACTIVATION

Events Kit

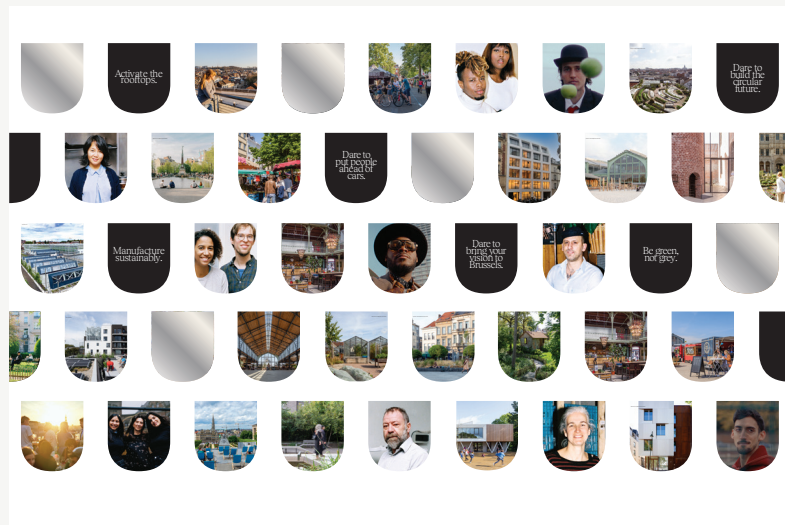
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Wallpaper Templates

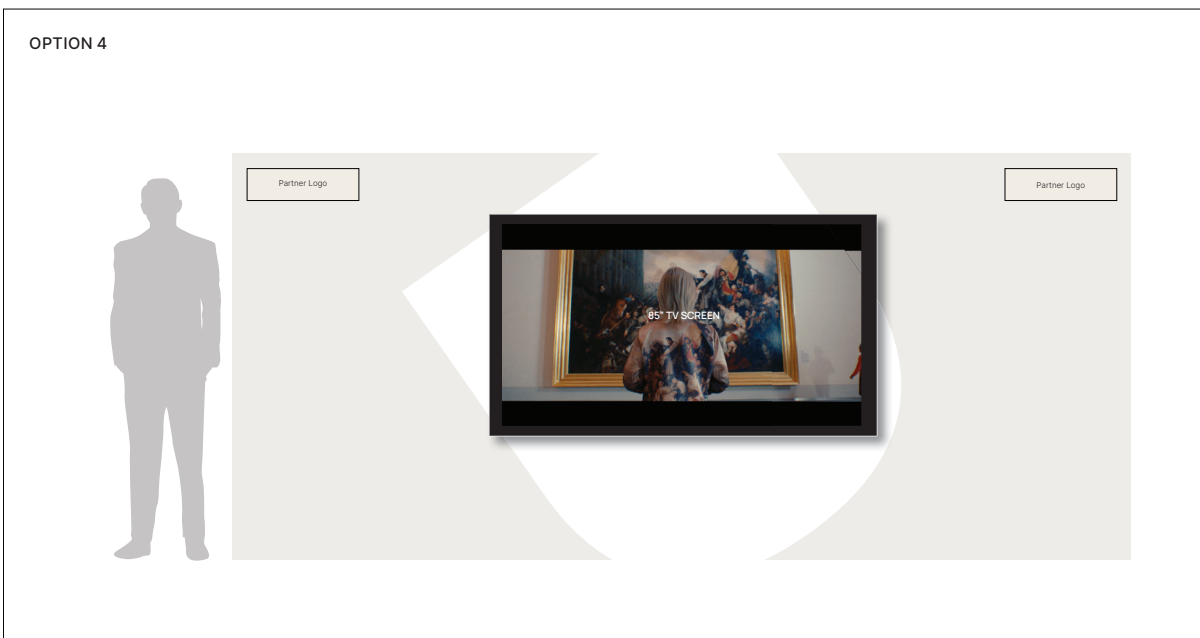
OPTION 1 - DARK



OPTION 2 - WITH INTEGRATED MIRRORS

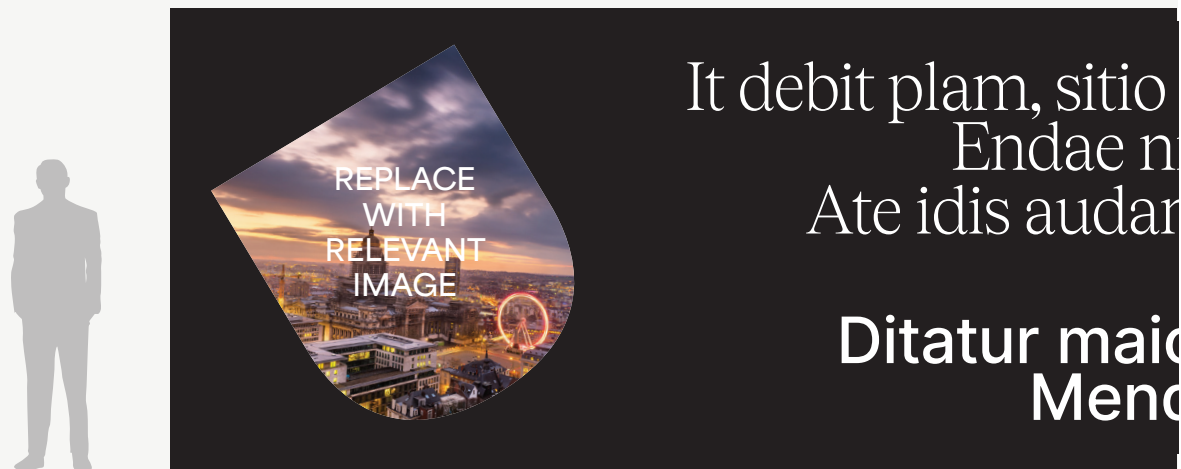


Wallpaper Templates

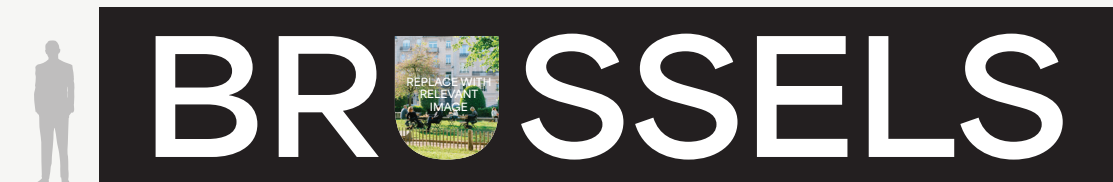


Wallpaper Templates

OPTION 5



OPTION 6



Wallpaper Templates - Mirror

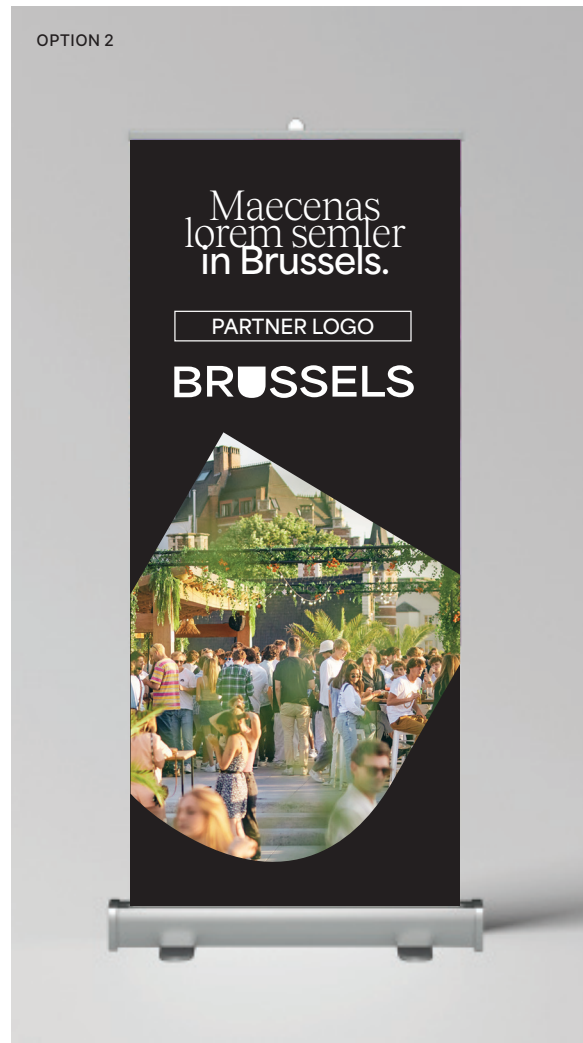
OPTION 1 - WITH SMALLER MIRROR



OPTION 2 - WITH LARGE SCALE MIRROR



Roll-Up Banners



Roll-Up Banners

Partnership with visit.brussels



OOH Templates 2m²

OPTION 1



OPTION 2



Photo Wall

OPTION 1



OPTION 2



Signage

WAYFINDING ARROW



SQUARE SIGN



Signage

SANDWICH BOARD



Signage

OVERSIZE



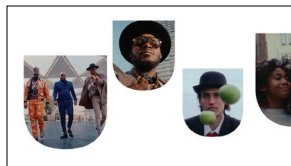
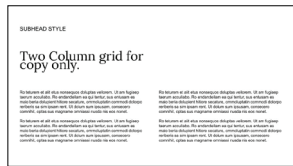
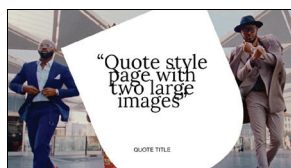
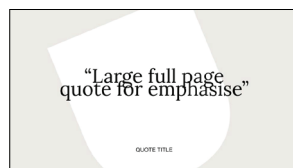
TV Screens

16:9 ratio



Powerpoint Template

The powerpoint template has been designed to follow the Brussels brand look and feel. Please use the template provided and do not stray from the assigned typfaces and layouts.



Letterhead Template

Cover Page: A4

BRUSSELS

Resonance
16 October 2024

To Chris Fair,
306-1040 Hamilton St
Vancouver, BC V6B 2R9

Dear Chris,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras laoreet libero sem, sit amet hendrerit odio porttitor volutpat. Donec risus magna, blandit in enim a, suscipit pellentesque urna. Cras pharetra libero ornare sollicitudin consequat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis consequat fringilla diam, eu luctus dui semper vitae. Aenean ac volutpat mi, non lobortis velit. Fusce eu venenatis lacus. Donec tristique tempor lorem, non lacinia eros ultrices non. Curabitur sit amet eros id sem consectetur tempus a at mauris. Duis fermentum gravida bibendum. Cras feugiat rhoncus luctus. Integer vitae vehicula magna, eget pretium elit. Quisque facilisis ligula nec justo eleifend, vel tempor risus consequat. Ut malesuada nibh tellus, vel tempor neque malesuada at.

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Best Regards

John Smith
Visit Brussels

visit.brussels

Rue Royale 2-4,
1000 Brussels

+32 (0) 513 89 40
hello@visit.brussels

Letterhead Template

Header & Footer: A4

BRUSSELS

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Email Signature

DEFAULT FONTS TO USE
Times New Roman - 16pt
Arial - 9pt

George Trestle
Sales and Marketing Director

georgetrestle@visit.brussels.com
Rue Royale 2-4, 1000 Brussels | +32 (0) 513 89 40
visit.brussels.com

BRUSSELS

Stickers

OPTION 1



OPTION 2 - ROLL TAPE



Web Banners

Big Box 300x250



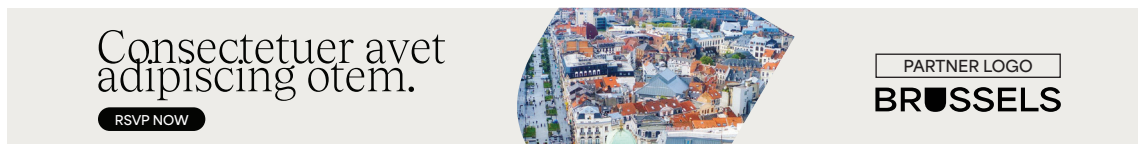
Web Banners

Leaderboard 728x90

OPTION 1 - DARK



OPTION 2 - LIGHT



Web Banners

300x600

OPTION 1 - DARK



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COME VISIT

BRUSSELS PARTNER LOGO

OPTION 2 - LIGHT



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COME VISIT

BRUSSELS PARTNER LOGO

Web Banners

Skyscraper 120x600

OPTION 1 - DARK



A vertical banner with a dark background. The top half features a photograph of a man and a woman in a social setting, with a city skyline visible in the background under a warm, golden light. The bottom half is a solid black area containing white text and a logo.

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COME VISIT

PARTNER LOGO
BRUSSELS

OPTION 2 - LIGHT



A vertical banner with a light background. The top half features a photograph of a crowd of people at an outdoor event, with a city skyline and a church spire visible in the background. The bottom half is a solid light gray area containing dark text and a logo.

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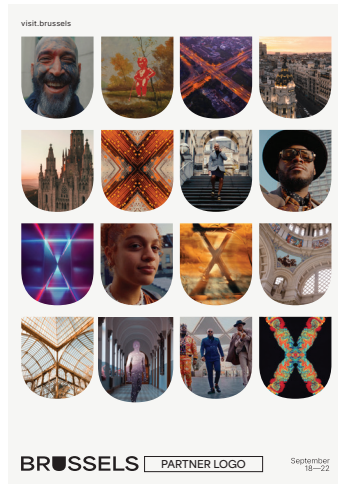
COME VISIT

PARTNER LOGO
BRUSSELS

Print + Digital Invites

OPTION 1 - A6 DOUBLE-SIDED CARDS

Copy for placement only.



OPTION 2 - DIGITAL

Copy for placement only.



OPTION 3 - DIGITAL

The headline should be adapted to reflect the event it is promoting.



Promotional Item

T-Shirts

OPTION 1 - FRONT



OPTION 2 - FRONT

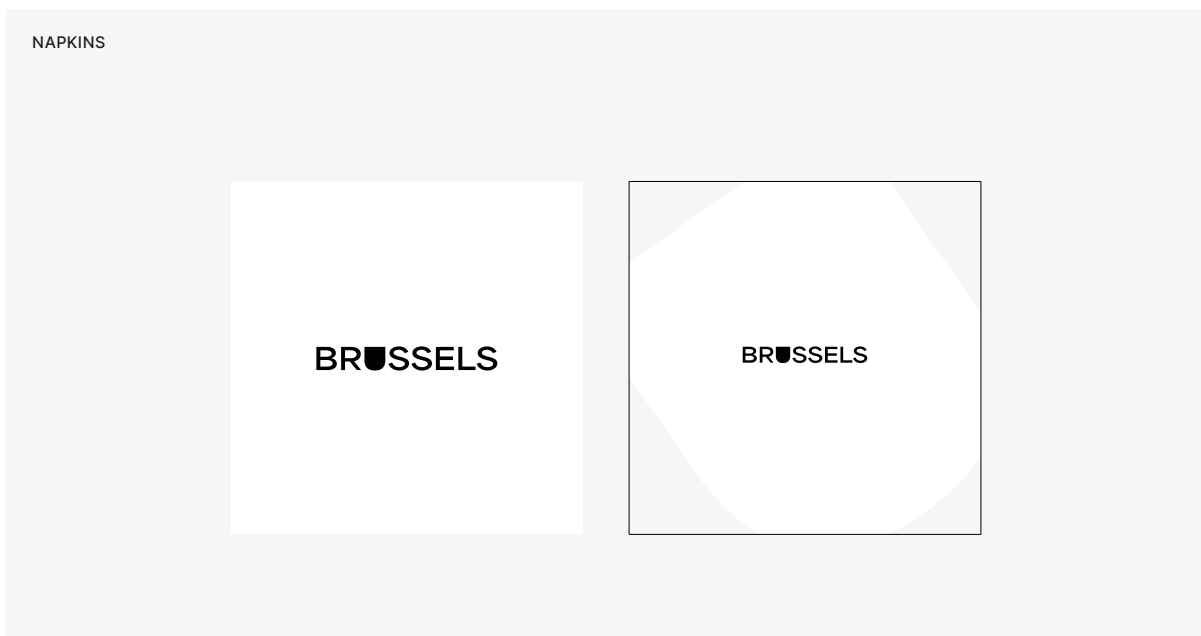


BACK



Promotional Item

Coaster + Napkins



Promotional Item

Tote Bags

OPTION 1 - DARK



OPTION 2 - LIGHT



Brand Material Archive

A selection of brand collateral produced using the Events Kit templates.

Brussels Days - Barcelona



Brussels Days - London



Brussels Days - Milan



Brand Material Archive

A selection of brand collateral produced using the Events Kit templates.

MIPIM



Hub London



Brand Material Archive

A selection of brand collateral produced using the Events Kit templates.

Brussels Urban Summit



Brand Material Archive

A selection of brand collateral produced using the Events Kit templates.

Venice Biennale



Brand Material Archive

A selection of brand collateral produced using the Events Kit templates.

Notepad



Coasters



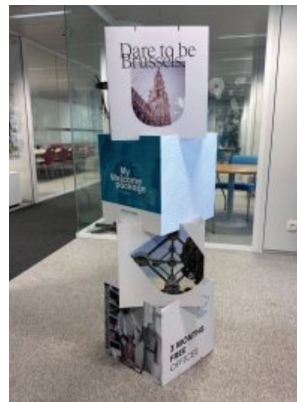
Necktag



Roll-Up



Totem



Co-Branded Booth



Contact

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COMMUNICATIONS**

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BRUSSELS