

ALL RISE

SB'26 Theme Visual Identity Guidelines

Version 1.0

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About This Guide

This document provides an overview of the ALL RISE theme visual identity for SB'26. It outlines the core concept, logo system, color palette, typography, and supporting graphic elements that together define the look and feel of the theme.

The guidelines are intended to help partners, marketers, and designers apply the identity consistently across digital, print, and on-site experiences. By following these standards, we ensure a unified and recognizable expression of the ALL RISE theme across regions and platforms.

For any use cases not covered in this guide, or for additional assets, please contact the SB design team.

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ALL RISE | Concept & Purpose

Together, we ALL RISE at SB'26 San Diego

At SB'26 San Diego, ALL RISE celebrates our shared power to embed sustainability into profitable, resilient brands that create value for business, society, and nature. It's a call to work together to shift the systems and norms shaping today's economy — through better choices, meaningful innovation, compelling stories, and strong partnerships to build momentum that carries us forward to good growth.

At SB'26, you'll learn how forward-looking sustainability leaders, innovators, and marketers are turning today's challenges into opportunities for better products, stronger business models, and measurable impact — including financial performance. By letting go of outdated practices, incentives, and narratives that no longer serve us, we move toward a future where business and society thrive in harmony with nature.

Let's join together for our 20th year to collaborate across functions, sectors, supply chains, political perspectives, and geographies, and to share real-world solutions already regenerating markets, livelihoods, and ecosystems. When profit and purpose align — and that value is clearly communicated — trust grows, risk declines, and we ALL RISE.

ALL RISE

Visual Identity

The ALL RISE visual identity translates the theme's core ideas - collective momentum, shared voice, and upward progress - into a simple, flexible, and expressive system. At its center is a symbol built from individual elements rising together, reflecting the belief that meaningful change happens when many voices move in the same direction.

The mark is intentionally abstract and human. Its upward motion suggests growth, optimism, and forward movement, while its rhythm and structure evoke harmony - many parts contributing to a greater whole. Subtle references to sound, elevation, and gesture reinforce the emotional dimension of the theme without becoming literal or prescriptive.

Designed to scale across digital, print, and on-site experiences, the ALL RISE visual identity balances clarity with adaptability. It supports consistent global expression while allowing partners and teams to apply the system across regions, platforms, and moments - always aligned, always rising together.

Logo | Primary logo

The ALL RISE primary logo is the most recognizable and authoritative expression of the SB'26 San Diego theme. It should be used whenever possible across digital, print, and on-site applications.

The primary logo consists of the ALL RISE wordmark and ascending symbol, presented in a fixed lockup with the SB'26 San Diego logo. Together, these elements represent collective momentum, shared purpose, and upward progress - reflecting the power of many voices rising together.

To preserve consistency and impact, the primary logo must remain unaltered. The relationship, scale, and positioning between the ALL RISE and SB'26 San Diego logos may not be modified and must follow the guidelines outlined in this document.



Logo | Horizontal & stacked versions

Horizontal and stacked versions of the ALL RISE logo are provided to support layout flexibility across a range of formats and applications. These versions are intended for use when spatial constraints, orientation, or composition make the primary logo impractical.

All alternate logo configurations retain the ALL RISE and SB'26 San Diego logos as a unified lockup. The relationship, scale, and alignment between both elements are fixed and may not be altered.

Only the logo versions shown in these guidelines are approved for use. Designers and partners should select the configuration that best fits the available space while maintaining clarity, legibility, and brand consistency.



Logo | Negative

The negative version of the ALL RISE logo should be used on approved purple and teal brand backgrounds, as well as on carefully selected photographic imagery, to maintain optimal contrast, legibility, and visual consistency. This ensures the logo remains clear, recognizable, and visually impactful across all applications.

Avoid using the negative logo on unapproved colors, busy imagery, or low-contrast backgrounds, as this compromises readability and weakens brand presence.



Logo | Clear space & minimum size

Clear Space

To preserve clarity, impact, and legibility, sufficient clear space must always surround the ALL RISE logo. This space ensures the mark remains visually distinct and unobstructed by surrounding elements.

Use a minimum clear space equal to the height of the letter “R” from the logo on all sides.

Minimum Size

To maintain legibility across all applications, the logo should never be reproduced smaller than the sizes outlined below:

- Print: Minimum height of 1 inch
- Digital: Minimum height of 200px at 72 dpi



1" height



200px height

Logo | Incorrect use

Incorrect use of the ALL RISE logo compromises its integrity, consistency, and brand recognition. To preserve the strength of the identity, the logo must never be altered, modified, or manipulated in any way.

This includes, but is not limited to:

1. Do not apply unauthorized colors
2. Do not distort, stretch, or skew the logo
3. Do not change the typeface
4. Do not rotate the logo
5. Do not outline the logo
6. Do not crop the logo
7. Do not apply drop shadows or visual effects
8. Do not rearrange or reposition logo elements
9. Do not place the logo on non-permitted backgrounds



ALL RISE

Brand Colors

Brand Colors | Color palette

The ALL RISE color palette is built around a core set of primary and secondary colors. Consistent use of this system ensures clarity, recognition, and a cohesive brand experience.

- **The primary palette:** Purple, Teal, and Soft Teal, establishes the foundation of the visual identity.
- **The secondary palette:** Magenta, Gold, and Red, provides supporting accents and visual contrast.

All Rise Purple

CMYK 84 | 100 | 0 | 50
PMS 275 C
RGB 47 | 5 | 87
HEX #2F0557

All Rise Teal

CMYK 67 | 0 | 36 | 0
PMS 3262 C
RGB 64 | 191 | 180
HEX #40BFB4

All Rise Soft Teal

CMYK 42 | 0 | 22 | 0
PMS 3242 C
RGB 145 | 211 | 206
HEX #91D3CE

All Rise Magenta

CMYK 0 | 91 | 60 | 0
PMS 1787 C
RGB 242 | 41 | 91
HEX #F2295B

All Rise Gold

CMYK 0 | 27 | 100 | 0
PMS 136 C
RGB 254 | 190 | 16
HEX #FEBE10

All Rise Red

CMYK 0 | 83 | 92 | 0
PMS 172 C
RGB 240 | 83 | 45
HEX #F0532D

ALL RISE

Typography



Typography | Usage guidelines

Typography plays a key role in expressing the ALL RISE identity, helping establish clarity, consistency, and a strong visual hierarchy across all applications.

ALL RISE should always be set in uppercase when written as the official theme name. This ensures consistency, clarity, and strong visual presence across all communications.

Avoid using lowercase or title case variations such as All Rise or all rise.

Use typography consistently to support hierarchy, readability, and brand recognition across digital, print, and on-site materials.

ALL RISE

Sample headline for layout demonstration

Supporting subhead text

This is example body copy used to demonstrate typographic hierarchy, spacing, and readability within the ALL RISE visual identity system.

[Learn More](#)



Typography | Primary typeface

Roboto Condensed is the primary typeface for the ALL RISE visual identity. It is used for headlines, section titles, and key informational elements across all brand applications.

Its clean, modern structure ensures clarity, readability, and consistency across digital, print, and on-site environments, while its condensed form allows for efficient use of space without sacrificing legibility.

Roboto Condensed provides the foundational typographic voice of the ALL RISE system and should be used whenever possible for primary messaging and structural hierarchy.

Roboto Condensed Bold
Headlines, section titles, subheads

Roboto Condensed Black
CTAs, emphasis, short callouts



Typography | Secondary typeface

Roboto Regular is the secondary typeface for the ALL RISE visual identity and is used for body copy, long-form content, and supporting text.

Its highly legible structure ensures clarity and comfort across digital and print applications, making it ideal for paragraphs, descriptions, captions, and informational content.

Roboto Regular supports the overall typographic system by balancing the strength of Roboto Condensed and the impact of Bebas Neue, creating a clear and flexible hierarchy.

Roboto Regular
Body copy, paragraphs, captions,
supporting text



Typography | Accent typeface

Bebas Neue is the accent typeface for the ALL RISE visual identity and is used in the logo wordmark. Its bold, condensed structure delivers strong visual impact and clarity, making it ideal for key statements and high-visibility moments.

This typeface may be used selectively for large headlines, callouts, and hero messaging. Due to its condensed form, Bebas Neue should be used sparingly and primarily at larger sizes to preserve readability and maintain visual balance.

**KEY MESSAGE
STATEMENT**

ALL RISE

Brand Elements

Brand Elements | ALL RISE symbol

The ALL RISE symbol can be used independently from the wordmark as a flexible graphic element. It serves as a visual shorthand for the theme, representing collective momentum, harmony, and upward progress.

When used as a design element, the symbol can add emphasis, structure, and visual interest across digital, print, and on-site applications. It should always be applied in a clear, intentional way and used in accordance with the approved primary color palette.

The symbol may be scaled, cropped, or repeated to create dynamic compositions, provided its proportions and integrity remain unchanged.



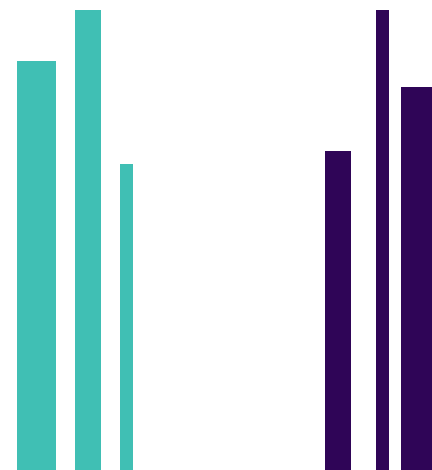


Brand Elements | Rising bars

The rising bars are a core graphic element derived from the ALL RISE symbol. They represent collective elevation, rhythm, and forward movement.

These elements can be used vertically or horizontally to create motion, structure, and visual flow within layouts. They are intended to support core messaging, guide the viewer's eye, and bring energy to compositions across digital, print, and environmental applications.

The rising bars may be scaled, cropped, and repeated to build patterns and dynamic backgrounds, while maintaining consistent spacing, alignment, and color usage.



ALL RISE

Photography

Photography | People & event scenes

Photography for ALL RISE should capture the human energy, diversity, and collaborative spirit of the SB community. Images should highlight authentic interactions and meaningful moments across keynotes, workshops, networking, and informal exchanges.

Photography should feel optimistic, inclusive, and forward-looking, reflecting the collective momentum and emotional tone of the ALL RISE theme. Focus on moments that convey connection, inspiration, participation, and progress.

Full-color imagery should be used to convey warmth, vibrancy, and realism, emphasizing emotion, storytelling, and the dynamic atmosphere of the event.

An inclusive range of people should always be represented, reflecting diversity across race, age, gender identity, culture, ability, and professional background.

Photography from past SB events can be [found here](#).



Photography | Framing & composition

Photography should be integrated into layouts using the approved rectangular and square containers with subtle rounded corners.

Cropping should emphasize emotion, interaction, and storytelling. Images may be tightly framed to highlight expressions and gestures, or more widely composed to convey scale and atmosphere.

Maintain balanced spacing, strong contrast, and clean alignment when combining photography with typography and graphic elements. Avoid cluttered layouts, heavy overlays, or low-contrast backgrounds that reduce clarity.



ALL RISE

Applications

Applications | Digital ads

The ALL RISE visual identity is designed to perform across a wide range of digital advertising formats, from website banners and email headers to paid media and social placements.

These examples demonstrate how the logo, color palette, typography, and brand elements can be combined to create clear, engaging, and consistent digital communications that maintain strong visual impact across multiple sizes and layouts.



ALL RISE

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Need support or have questions?

For guidance, assets, or feedback related to the ALL RISE visual identity, please contact: cyabar@sustainablebrands.com

SB | 2026 | **SAN DIEGO**

June 8-10 | Town & Country Resort