

Brand Guide

Eventscript

Modernizing event planning, coordination and execution





Brand Guide

Purpose

To ensure **consistent, clear,** and **effective** communication of the brand.

Brand Overview

In this section we cover:

- Purpose
- Mission & Vision
- Core values
- Story
- Positioning
- Customer segments

Eventscript is built for the people responsible for making events run in the real world — where timing matters, mistakes are visible, and everything has to work when it counts.

Our brand reflects that reality. It combines practical industry experience with thoughtful technology to create tools that simplify complex event work and give teams clarity, confidence, and control.

In this section we define the foundation of Eventscript as a brand — why we exist, what we aim to achieve, who we serve, and how we position ourselves in the event industry.

Purpose

Empowering event professionals with better technology.

Eventscript exists to **bridge the gap** between traditional event coordination and modern digital tools.

Event professionals carry real responsibility. When an event starts, there is no rewind, no second chance, and no room for confusion.

Our purpose is to give the people responsible for making events happen the **clarity, structure, and confidence** they need to plan and execute events without unnecessary stress or risk.

By empowering event professionals with better technology, **we aim to elevate the entire event industry** — making complex event work simpler, more reliable, and easier to manage for everyone involved.



Mission

To empower event teams with a simple, reliable platform that brings planning, coordination, and live execution into one shared system.

Eventscript reduces complexity, minimizes operational risk, and helps teams run events with clarity, confidence, and control.



Vision

To become the industry standard for event execution — the platform event professionals rely on when events simply have to run.

We envision a future where event teams around the world work from one shared gameplan, replacing fragmented tools with a system designed specifically for the realities of live events.

Core Values



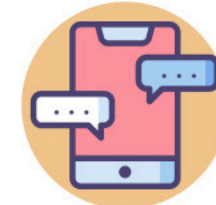
User-friendly by design

We design with the user at the center. Eventscript should feel like a reliable colleague — simple, intuitive, and easy to use even in stressful situations.



Built from real experience

Our product is shaped by real event work. By combining industry knowledge with technology, we build solutions that solve practical problems event teams face every day.



Collaboration drives improvement

The best solutions are created together. We work closely with our customers and continuously improve the platform based on real feedback and real events.



Efficiency that frees time

Event teams should spend less time managing tools and more time creating great events. Eventscript simplifies workflows and reduces manual work so teams can focus on what matters.



Support you can rely on

When you work with Eventscript, you gain a partner. We are committed to providing responsive support and practical insights that help our customers succeed.

Brand Story

Eventscript was created out of **a simple frustration.**

Victor, who had spent years working with events, experienced first-hand how complex event planning could become when teams relied on spreadsheets, emails, and scattered documents. Important information lived in too many places, coordination was fragile, and small mistakes could create big problems when an event went live.

Together with Bjørn, a software engineer, he set out to build a better way.

Their goal was not to create another complicated system, but a platform designed specifically for how events actually work — from the first customer conversation, to the planning process, and finally the live execution of the event.

The idea at the center became simple: every event needs a shared script — a clear gameplan that everyone can follow.

Eventscript brings that gameplan into one place, giving teams the structure, clarity, and confidence they need to make events run smoothly when it matters most.



Positioning

Eventscript is event execution software for professional event teams.

While many tools focus on ticketing, venue booking, or marketing, Eventscript is designed for the people responsible for making events actually run.

The platform connects three critical phases of event work in one shared system:

- **Sales** – managing enquiries, offers, and bookings
- **Planning** – structuring event details, tasks, and coordination
- **Execution** – giving teams a clear script to follow when the event goes live



At the centre of every event is the event script — the shared gameplan that ensures everyone knows what is happening, when it happens, and who is responsible.

By bringing planning, coordination, and execution together in one place, Eventscript reduces operational risk and helps teams run events with clarity and confidence.

Customer Segments

Eventscript is built for professional teams responsible for planning and executing events in the real world. These teams share a common challenge: coordinating complex events where timing, communication, and execution must work flawlessly.

Event Venues

Venues that host events as part of their core business, such as conference centers, restaurants, and dedicated event spaces.

They need clear coordination between sales, kitchen, service staff, and technical teams to deliver consistent events.

Hotels

Hotels that run conferences, meetings, and large guest events.

They require smooth collaboration between departments like sales, catering, operations, and event coordination.

Event agencies

Professional event planners and creative agencies managing events for external clients.

They need structured planning tools that reduce manual work and allow them to focus on creativity and client experience.

Corporate Event Teams

Internal teams responsible for organizing events inside larger organizations.

They need reliable systems that help coordinate stakeholders, manage logistics, and ensure professional event execution.

Brand Personality

In this section we cover:

- Logo
- Colours
- Visual identity
- Typography
- Iconography
- Shadows & UI style
- Tone of Voice
- Messaging pillars
- Example messaging

Eventscript's brand personality reflects the realities of event work: **responsibility**, **precision**, and the need for **clarity** when things move fast.

Our brand combines calm confidence with practical expertise. We aim to feel approachable and supportive while communicating the reliability and professionalism event teams need when their work matters most.

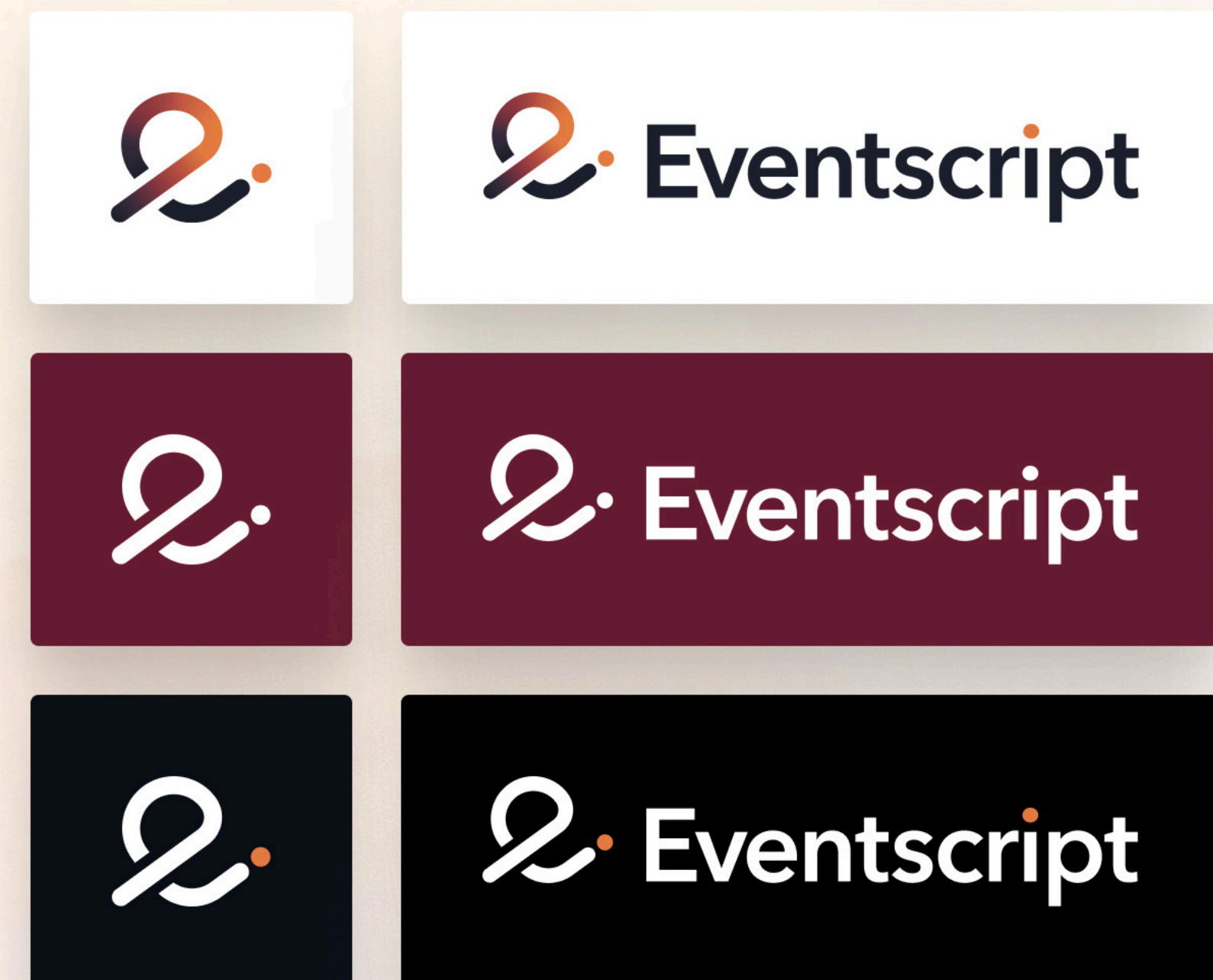
This personality influences how Eventscript looks, sounds, and behaves across every touchpoint — from our visual identity and interface design to the tone of our messaging and communication.

The Logo

The Eventscript logo represents clarity, structure, and coordination — the core ideas behind the platform.

Just as Eventscript brings event planning, coordination, and execution together into one shared system, the logo reflects a brand that is structured, confident, and easy to recognize.

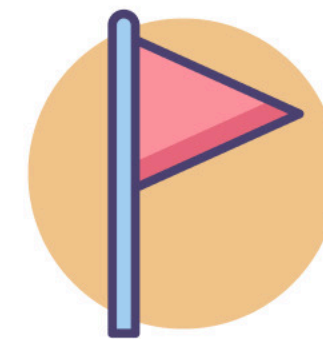
The logo should always be presented clearly and consistently to maintain strong brand recognition.





Logo principles

- Use the primary logo whenever possible.
- Ensure sufficient clear space around the logo to maintain visibility and balance.
- Use approved brand color variations when placing the logo on light or dark backgrounds.
- Avoid altering the logo's proportions, colors, or layout.



Incorrect usage

To maintain a consistent brand identity, the logo should never be:

- Stretched, compressed, or rotated
- Placed on backgrounds that reduce visibility
- Recolored outside the approved brand palette
- Combined with other graphic elements that interfere with readability

Logo placement

Digital advertisement ●

The logo is always placed in the top left corner.



Singular displayed element ●

If the logo is the only present element in a digital or print display, it should always be at the center.

Avoid excessive repeating

Repeating the logo in f.e. a multi page slideshow should be avoided except for when it makes sense to remind the user, for example a final “Thank you” page of a longer presentation, alongside company or contact information.





Brand Colours

The Eventscript color system is designed to create a clear, calm, and professional interface while still allowing important elements to stand out when needed.

The palette is structured around three roles: **core** brand colours, **accent** colours, and **status** colours. This structure helps maintain visual consistency across the product, website, and marketing materials.

Accessibility:

Different color variants are used to ensure approved contrast ratios for accessibility (WCAG AA – 4.5:1). For example, Blue 500 text on Blue 600 background would not meet accessibility requirements, while Off-White 50 text on Blue 600 provides sufficient contrast and clear readability. Color combinations should always be tested to maintain clarity across text, UI elements, and backgrounds.

Charade

Core Colours

Our primary palette creates the foundation of the Eventscript brand. The deep blue-gray **Charade** provides a calm and professional base, while **Offwhite** backgrounds keep the interface light and readable.

These colours are used for:

- Primary UI surfaces
- Text and structural elements
- Navigation and product interface
- Brand backgrounds

Light Mode
#1C222E (900)

Dark Mode
#F8F9FA (50)

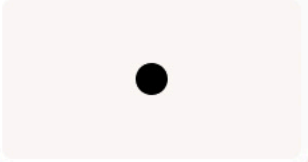
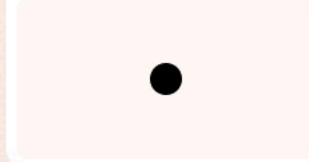
Primary
#FEF2E7 (100)

Offwhite

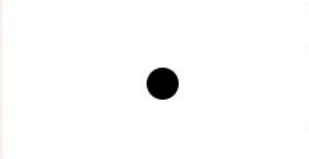
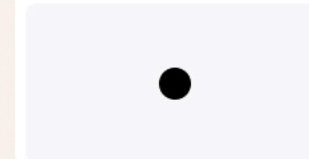
Secondary
#FCF8F6 (50)

Core Colour Palette

Offwhite

50 (Secondary) #FCF8F6	100 (Primary) #FFF8F4
	

Charade

50 #FFFFFF	75 #F8F9FA	100 #F1F2F4	200 #E0E3E7	300 #CBCFD7	400 #8E97A6	500 #717E94	600 #546076	700 #404A5D	800 #2B3241	900 (Primary) #1C222E	950 #0B0F17
											



Jaffa

Accent Colours

Accent colours are used sparingly to highlight important elements and create visual hierarchy. The warm accent palette adds energy and warmth to the otherwise calm interface.

Jaffa (Primary accent)

Used for highlights, call-to-action elements, and important visual emphasis.

Black Rose (Secondary accent)

Used where a stronger accent is needed, often in branding elements or deeper highlights.

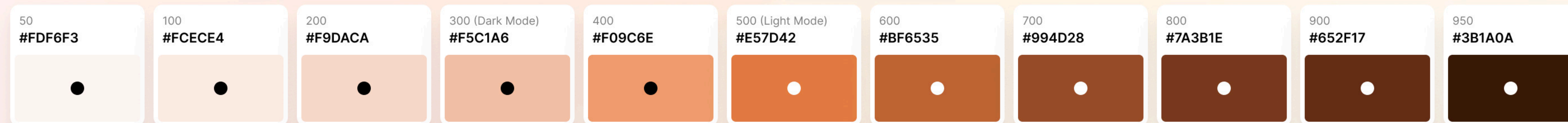


Black Rose

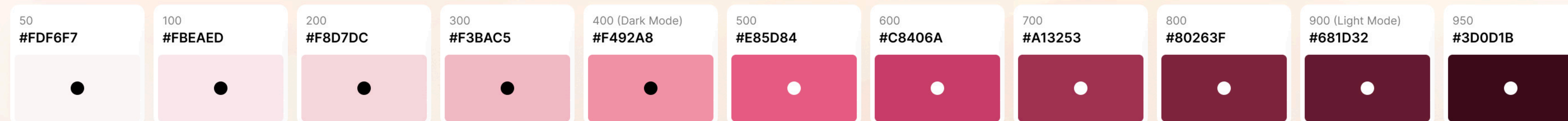


Accent Colour Palette

Jaffa



Black Rose





Status Colours

Status colours communicate system feedback clearly and consistently. These colours should only be used to indicate system states such as success, warnings, errors, or informational messages.

Exceptions are only made for features where the user may use a variety of colours to differentiate different categories (such as teams).

Red (Negative; Critical; Focus mode)

Green (Positive; Success)

Orange/Jaffa (Attention; Warning)

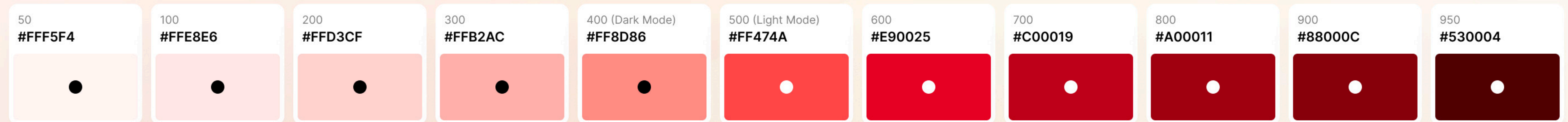
Blue (Neutral; Info)

Purple (Neutral alternative; Special)

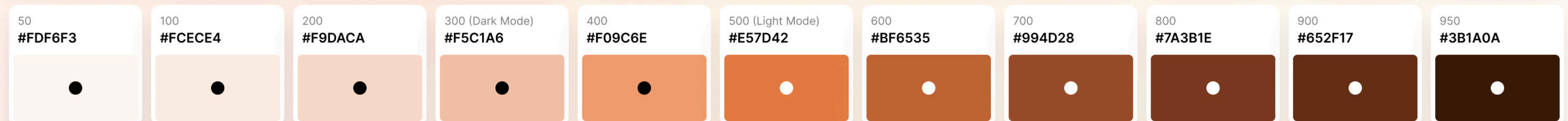


Status Colour Palette

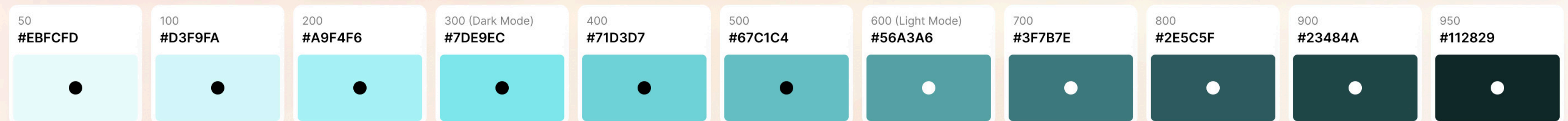
Red



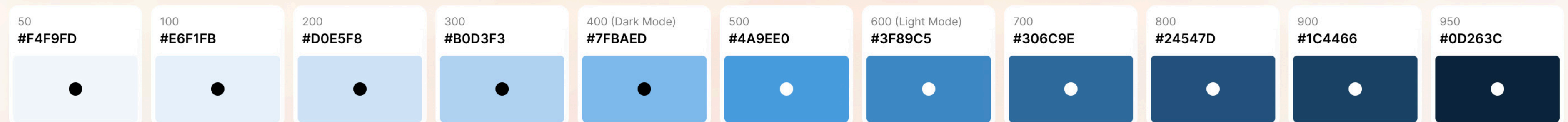
Orange/Jaffa



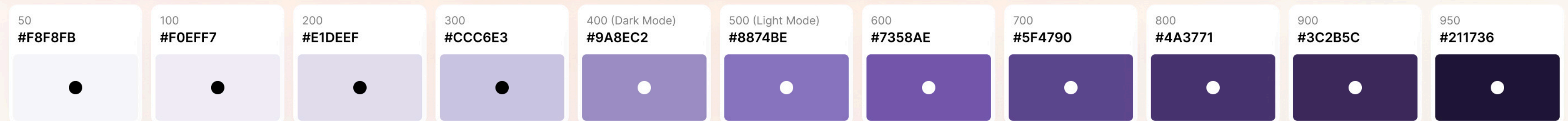
Green



Blue



Purple





Visual Identity

Eventscript's visual identity reflects the realities of event work: **clarity**, **structure**, and **reliability**.



Simplicity & Calmness

The design language is built around simplicity and calmness, helping users stay focused and confident even when working under pressure. Information should always be easy to find, layouts should feel organized, and the interface should never create unnecessary distraction.

Our visual identity balances professionalism with warmth. Clean layouts, soft backgrounds, and restrained use of color create a calm environment, while carefully used accent colors help highlight important actions and information.

The goal is a design system that feels reliable, modern, and easy to work with — a visual environment that supports event teams rather than competing for their attention.

Key characteristics of the Eventscript visual style include:

- **Clarity over decoration** – every visual element should serve a purpose
- **Structured layouts** – information is organized and easy to scan
- **Calm interfaces** – minimal visual noise, designed for focus
- **Practical design** – built for real work, not visual complexity
- **Consistency across product and marketing** – the same visual language should be recognizable everywhere

Typography

Sen

Sen is used for headings and key visual statements across the Eventscript brand. Its geometric structure and modern character create a confident and distinctive look while remaining highly readable. Sen helps establish a strong visual hierarchy and gives the brand a clear, recognizable voice in headlines and interface labels.

[Download Sen](#)

Open Sans

Open Sans is used for body text and longer content throughout the platform and marketing materials. It was chosen for its exceptional readability across screen sizes and interfaces. Its neutral and approachable design ensures that longer texts remain easy to scan and comfortable to read, supporting the clarity and usability that Eventscript aims to deliver.

[Download Open Sans](#)

Example on light background

Eventscript brings planning, coordination, and execution into one shared system.

By organizing every event detail in one place, teams can collaborate more effectively, reduce manual work, and ensure that every event runs according to plan.

Example on light background

Eventscript brings planning, coordination, and execution into one shared system.

By organizing every event detail in one place, teams can collaborate more effectively, reduce manual work, and ensure that every event runs according to plan.

Example on dark background

Eventscript brings planning, coordination, and execution into one shared system.

By organizing every event detail in one place, teams can collaborate more effectively, reduce manual work, and ensure that every event runs according to plan.

Example on dark background

Eventscript brings planning, coordination, and execution into one shared system.

By organizing every event detail in one place, teams can collaborate more effectively, reduce manual work, and ensure that every event runs according to plan.

Display (80px, 110% line height)

H1 (60px, 120% line height)

H2 (48px, 120% line height)

H3 (39px, 120% line height)

H4 (31px, 120% line height)

H5 (25px, 120% line height)

H6 (20px, 130% line height)

xlarge (32px, 140% line height)

large (24px, 160% line height)

base (20px, 160% line height)

medium (16px, 160% line height)

small (14.4px, 160% line height)

xsmall (11.2px, 160% line height)

xlarge (32px, 140% line height)

large (24px, 160% line height)

base (20px, 160% line height)

medium (16px, 160% line height)

small (14.4px, 160% line height)

xsmall (11.2px, 160% line height)

xlarge (32px, 140% line height)

large (24px, 160% line height)

base (20px, 160% line height)

medium (16px, 160% line height)

small (14.4px, 160% line height)

xsmall (11.2px, 160% line height)

The iconography

Icons are used throughout Eventscript to support navigation, highlight actions, and help users quickly understand information in the interface. Because the platform is designed for teams working under time pressure, icons should always prioritize clarity and fast recognition.

The icon style should remain **simple, modern**, and **easy to understand**, aligning with the overall design language of the product. Icons should support the interface rather than decorate it, helping users scan and interact with the platform efficiently.

Example: Font Awesome

Font Awesome is the primary icon library used across the Eventscript platform. It provides a consistent set of icons that integrate well with the product interface and development workflow.

Whenever possible, icons within the platform should come from the Font Awesome library to ensure consistency and clarity.

+ Event

[Learn more →](#)

Example: Freepik

Icons sourced from Freepik are mainly used for marketing materials, website content, and infographics where a more illustrative or decorative style is appropriate.

These icons help add visual interest while still aligning with the overall Eventscript design language.



Shadows

Eventscript uses soft, layered shadows to create subtle depth in the interface while keeping the overall design calm and minimal. Shadows help communicate hierarchy between elements such as cards, buttons, dropdowns, and modals without adding unnecessary visual noise.

SM

Cards

- 0px 0px 4px -2px rgba(0,0,0,0.05)
- 0px 2px 4px -2px rgba(0,0,0,0.025)
- 0px 4px 10px -4px rgba(0,0,0,0.025)

BASE

Buttons

- 0px 2px 10px -2px rgba(0,0,0,0.05)
- 0px 4px 20px -1px rgba(0,0,0,0.05)

BASE Inverted

Bottom Nav / Drawers

- 0px -2px 10px -2px rgba(0,0,0,0.05)
- 0px -4px 20px -1px rgba(0,0,0,0.05)

LG

Dropdowns / Fold-outs

- 0px 8px 10px -6px rgba(0,0,0,0.05)
- 0px 20px 25px -4px rgba(0,0,0,0.05)

XL

Modals

- 0px 79px 32px 0 rgba(0,0,0,0.01)
- 0px 44px 27px 0 rgba(0,0,0,0.05)
- 0px 5px 11px 0 rgba(0,0,0,0.10)
- 0px 20px 20px 0 rgba(0,0,0,0.09)

Corner Radius

Eventscript uses consistent corner radii to create a cohesive and modern interface. Rounded corners help soften the design and contribute to the calm, approachable visual identity of the platform.

Standard UI elements

Most interface components such as cards, inputs, dropdowns, and containers use an **8px corner radius**.

Modals

Modal windows use a slightly larger **12px radius** to emphasize elevation and visual separation from the rest of the interface.

Buttons

Buttons use a **fully rounded radius** to create a clear and recognizable interactive element.

Tone of Voice

Eventscript communicates with calm confidence and practical clarity. Our tone reflects the realities of event work — where responsibility is real, timing matters, and information must be easy to understand quickly.

We speak in a way that is approachable, knowledgeable, and respectful of the work our users do.

Calm under pressure

Events can be stressful. Our communication should reduce complexity, not add to it. The tone should feel steady, reassuring, and supportive.

Practical, not theoretical

We talk about real event work, real challenges, and practical solutions. Avoid abstract language, buzzwords, or overly technical explanations.

Clear over clever

Clarity always comes first. Use simple language, short sentences, and concrete examples rather than complicated wording.

Respect for the job

Event planning carries real responsibility. Our tone should reflect an understanding of that responsibility and the pressure our users work under.

Quiet confidence

We don't exaggerate or oversell. Instead, we show confidence by demonstrating understanding of the industry and the problems our users face.

Tone of Voice Cheat-sheet

Character	Tone	Language	Purpose
Calm under pressure	Reassuring, steady, and confident	Simple sentences, clear explanations, avoid urgency or panic wording	Help users feel in control when working with complex or time-sensitive events
Practical expert	Knowledgeable but approachable	Concrete examples, real-world situations, avoid theoretical or abstract language	Show understanding of how event work actually happens
Trusted partner	Friendly, supportive, and respectful	Conversational but professional, avoid corporate jargon or overly formal language	Build trust and make the product feel like a reliable colleague
Clear communicator	Direct and easy to understand	Short sentences, everyday words, avoid buzzwords and unnecessary complexity	Make information easy to scan and understand quickly
Quiet confidence	Professional and grounded	Avoid exaggerated claims or hype, focus on clarity and benefits	Communicate credibility and reliability without overselling

Messaging Pillars

Eventscript communication is built around a few core messaging themes that reflect the value of the platform and the realities of event work. These pillars help ensure that our messaging stays consistent across marketing, product communication, and sales conversations.



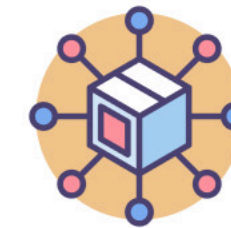
Events must run

Events cannot be paused, rewind, or fixed afterward. Eventscript exists to help teams prepare properly so that when the event begins, everything runs according to plan.



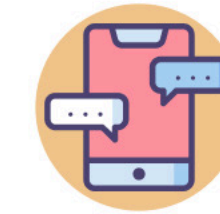
One shared gameplan

Eventscript brings all event information into one shared system. The event script becomes the central gameplan that everyone can follow — from planning to live execution.



Clarity for complex work

Event planning involves many moving parts and multiple teams. Eventscript simplifies this complexity by organizing information, responsibilities, and timelines in one place.



Built for real event teams

Eventscript is designed for people who run events in the real world — not theoretical workflows or generic project management tools.

Example messaging

Below are examples of how Eventscript's tone of voice and messaging principles translate into real communication across product, website, and marketing materials.

Headlines

- *"Events that simply run"*
- *"One shared script for your entire event"*
- *"Run every event with clarity and confidence"*
- *"From first enquiry to final guest — one system"*

Product messaging

- *"Keep every team aligned with one shared event script."*
- *"Plan details once and make sure everyone works from the same gameplan."*
- *"When plans change, everyone stays updated instantly."*

Marketing messaging

"Event planning doesn't fail because people don't care. It fails because information is scattered. Eventscript brings everything together in one shared system."

"Events carry real responsibility. Eventscript helps teams prepare properly so things run smoothly when the event begins."

Short value statements

- *"Plan with clarity"*
- *"Coordinate with confidence"*
- *"Execute without surprises"*