

“
Who
we

NAB SHOW

are.”

Whether virtual or IRL, we are always a destination. We are a gathering place. The media firepit.

Where storytelling

We serve broadcast culture, which is rooted in narrative. Whether real or fictional, we serve the people who transform information into stories.

NAB Show is where storytelling meets scale.

We unite broadcast creators, innovators, and business minds to shape the future of content production and delivery.

We cultivate experiences that deliver insider intelligence on emerging trends and technologies that are transforming the industry. We also help storytellers reignite their passion and vision for their craft, and forge lasting kinships in their professional networks. This potent combination of innovation, inspiration, and community empowers our audiences to stay at the forefront of their field.

NAB Show helps media and entertainment professionals amplify their reach and impact, gaining the tools, connections, and motivation needed to elevate their careers and push the boundaries of their business.

meets scale.

Everything we do is designed to help storytellers reach bigger audiences, tell bigger stories, and grow their businesses.

The brand platform is our foundation. It defines who we are, why we exist, and what we uniquely offer the world.

Each element is a strategic principle — not a headline or a tagline. These are not words you'll copy and paste into communications. They're the ideas behind the ideas — the inspiration that shapes what we say, how we design, and how we show up.

THE WHY AND WHAT

BRAND
PURPOSE

To advance broadcast culture and cultivate space for it to thrive.

This is our reason for being — the enduring belief that drives us.

BRAND
PROMISE

Where storytelling meets scale.

This is the value we consistently deliver to our audience

OUR PILLARS

BRAND
VALUES

Broadcast innovation
Creator camaraderie
Insider intelligence

These are the behaviors that define how we operate.

OUR ESSENCE

BRAND
VOICE

Influential
Authoritative
Vibrant
Engaging
Resourceful

This is the personality that shapes how we connect.

Voice defines a target feeling or vibe that is perceived by audiences of the brand. It is linked to emotions we want to associate with the brand, such as inspiration, confidence, excitement, belonging and rejuvenation.

VOICE ATTRIBUTES

INSIGHTFUL

Sees big picture. Connects complex ideas and concepts. Draws you in with their perception and command of the subject matter.

> INSPIRATION

AUTHORITATIVE

Commands respect through a long history of industry-defining work and consistent excellence. Carries the weight of experience and success, yet remains approachable and in touch with current trends and audiences.

> CONFIDENCE

VIBRANT

Brings a contagious enthusiasm and energy to the industry. Balances professionalism with a spirit of celebration and fun. Creates an atmosphere of inclusion through insider references that encourage belonging and occasional irreverence.

> EXCITEMENT

ENGAGING

Facilitates meaningful conversations and forges valuable connections across the industry. Acts as a bridge between different sectors, ideas, and people, creating a network of insights and opportunities.

> BELONGING

RESOURCEFUL

Finds creative solutions by skillfully leveraging both established techniques and cutting-edge tools. Approaches challenges with a blend of experience-driven insight and openness to new methods. To them, gear is only a means to an end, not the end in itself.

> REJUVENATION

How
we



AAB SHOW

look.



Our new logo honors our legacy while leaning boldly into the future. Its form is simple and modern, but its energy is unmistakable — capturing the momentum, creativity, and constant evolution of the broadcast industry.

Inspired by signal bars, it nods to the ways we connect, scale, and amplify. Like the storytellers we serve, it's always reaching for more.

Review the NAB Show brand identity guidelines for information on all available logo versions and formats.

NAB SHOW

NAB SHOW
NEWYORK

NAB
SHOW

NAB
SHOW
NEWYORK

NAB SHOW

NAB SHOW
NEWYORK

NAB
SHOW

NAB
SHOW
NEWYORK



Comprised of three simple, repeating shapes, our logo is the core of our visual system.

Poppins is our typeface — crisp, versatile and in a full range of weights. It is available through Google Fonts and Adobe Fonts.

Poppins

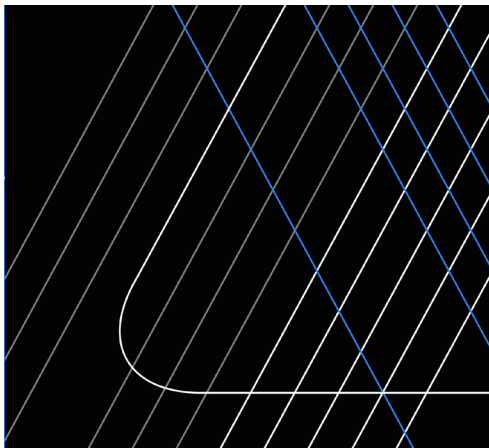
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Our revitalized color palette was created to communicate vibrancy, modernity, dynamism and confidence.

<div>NAB Black</div> <div>Pantone Black 6C RGB: 16-24-32 CMYK: 82-71-59-75 #101820</div>	<div>NAB Dark Gray</div> <div>Pantone Cool Gray 9C RGB: 117-120-123 CMYK: 56-46-44-11 #75787B</div>	<div>NAB Light Gray</div> <div>Pantone Cool Gray 5C RGB: 177-179-179 CMYK: 31-24-18-0 #B1B3B3</div>	<div>NAB Dark Blue</div> <div>Pantone 2728XGC RGB: 0-73-176 CMYK: 96-79-0-0 #0049B0</div>	<div>NAB Bright Blue</div> <div>Pantone 2727C RGB: 48-127-226 CMYK: 76-48-0-0 #307FE2</div>
<div>NAB Light Blue</div> <div>Pantone 278C RGB: 139-184-232 CMYK: 43-18-0-0 #8BB8E8</div>	<div>NAB Magenta</div> <div>Pantone 2405CP RGB: 173-31-130 CMYK: 39-100-11-0 #AD1F82</div>	<div>NAB Fuchsia</div> <div>Pantone 2385C RGB: 213-57-181 CMYK: 23-86-0-0 #D539B5</div>	<div>NAB Green</div> <div>Pantone 7480C RGB: 0-191-111 CMYK: 78-0-78-0 #00BFCF</div>	<div>NAB Orange</div> <div>Pantone 1505C RGB: 255-105-0 CMYK: 0-73-100-0 #FF6900</div>



Graphic elements leveraging the logo geometry serve as lively and versatile backdrops and overlays that interact with imagery and messaging.



NAB SHOW NEW YORK

DALA FLODA / CONTENT CREATOR

GARETH ALLEN SMITHSON / DIRECTOR

October 22/23, 2025
Javits Center



ALEXANDER KIM / PRODUCT EVANGELIST

Our new design system is bold, dynamic, and built for scale. It's rooted in clarity, motion, and modularity — drawing from the geometry of our logo to create a visual language that adapts across platforms, formats, and audiences. It's designed to move — with our industry, our audience, and our ambition.

