



THRIVE

STRONGER TOGETHER

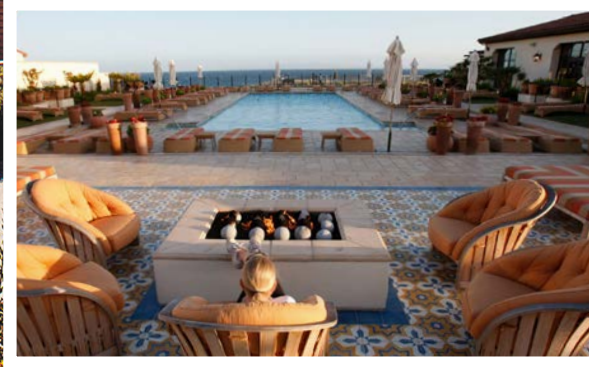


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01 resort



resort inspiration

- Mission Revival architecture
- Spanish colonial-style decor
- Expansive indoor/outdoor gathering spaces
- Calming color palette (ocean blues, terra cotta, cream, etc.)
- Scenic ocean vistas





flora inspiration

- Desert/chaparral vegetation
- Lots of caryophyllales (cactus, carnation, amaranth, etc.)
- Vibrant greens, pinks and orange
- Growth in inhospitable locations

02 concept



THRIVE

THEME NAME

STRONGER TOGETHER

TAGLINE

When the right elements come together, growth is unstoppable. At Cox, it's about the power of human connections. When we invest in rich, meaningful relationships, we become a bolder, stronger team, standing apart from the competition and winning the enduring trust of our colleagues, customers and communities.

MANTRA

CONCEPT



ENERGIZED | LUSH | VIBRANT

**EVENT WILL
FEEL LIKE:**

Colors are rich and saturated, drawing on the vibrant tones of lush, tropical flora. The look creates a feeling of confidence and energy, focusing on the power of unstoppable growth. The event will feel bold and optimistic, emphasizing Cox's strategy of growth through strong, close, lasting relationships.



©3 **assets**

THRIVE

STRONGER TOGETHER

For use on materials where logo is 3 inches square or larger.

THRIVE
STRONGER TOGETHER

For use on materials where logo
is smaller than 3 inches square.

CMYK: 40/74/0/0
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CMYK: 78/78/0/0
RGB: 86/4/255
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CMYK: 92/84/0/0
RGB: 0/0/255
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CMYK: 61/0/11/0
RGB: 0/218/240
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CMYK: 0/96/33/0
RGB: 252/30/109
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CMYK: 0/99/63/0
RGB: 254/0/74
#FE004A

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SYNE

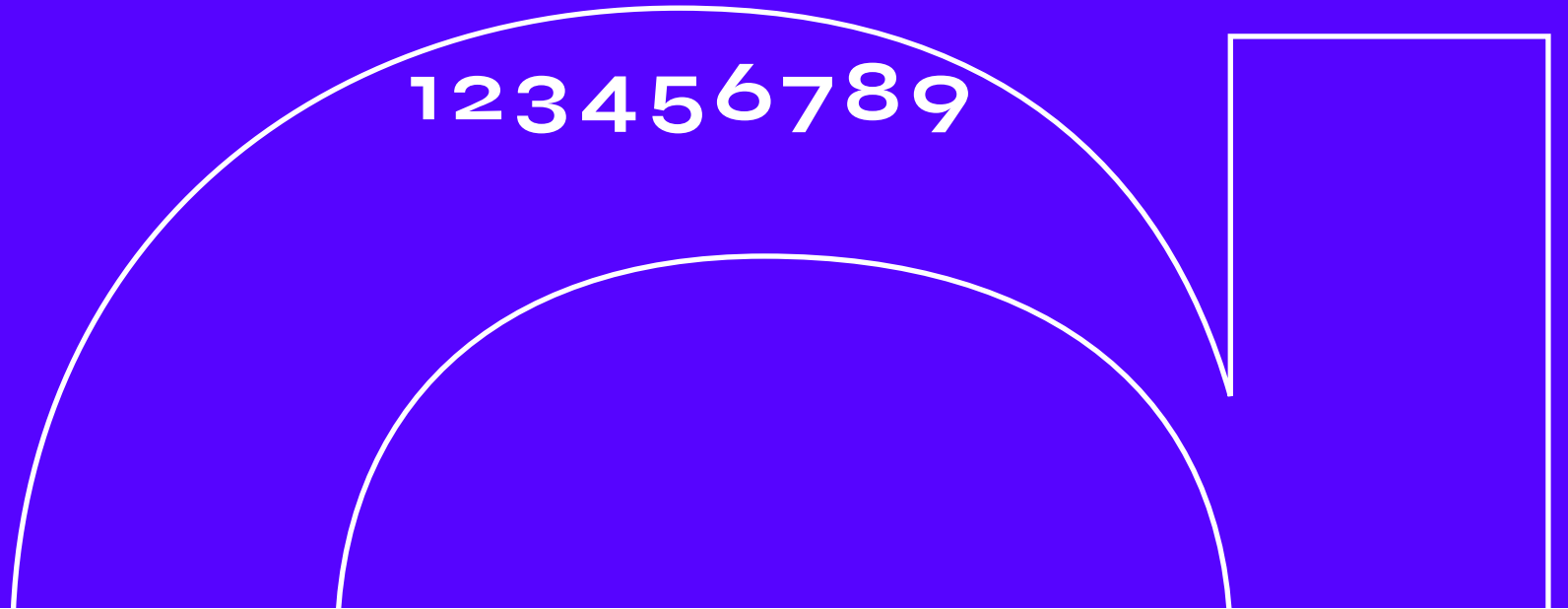
To be used in headlines, names and words with fewer characters, only in sentence case or lowercase. No all caps.

All typography is white.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

123456789



TRADE GOTHIC

To be used for secondary type
such as body copy and for legibility.

All typography is white.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

1



2



3



4



5



6



7



8

Texture can be used to create a layered, visual or effect or as a framing device.

Texture can be used in a variety of palette colors.

Texture should never distract from image, but rather be used to add another level of interest and accentuate the photography.





Examples of the textures in use in layout.

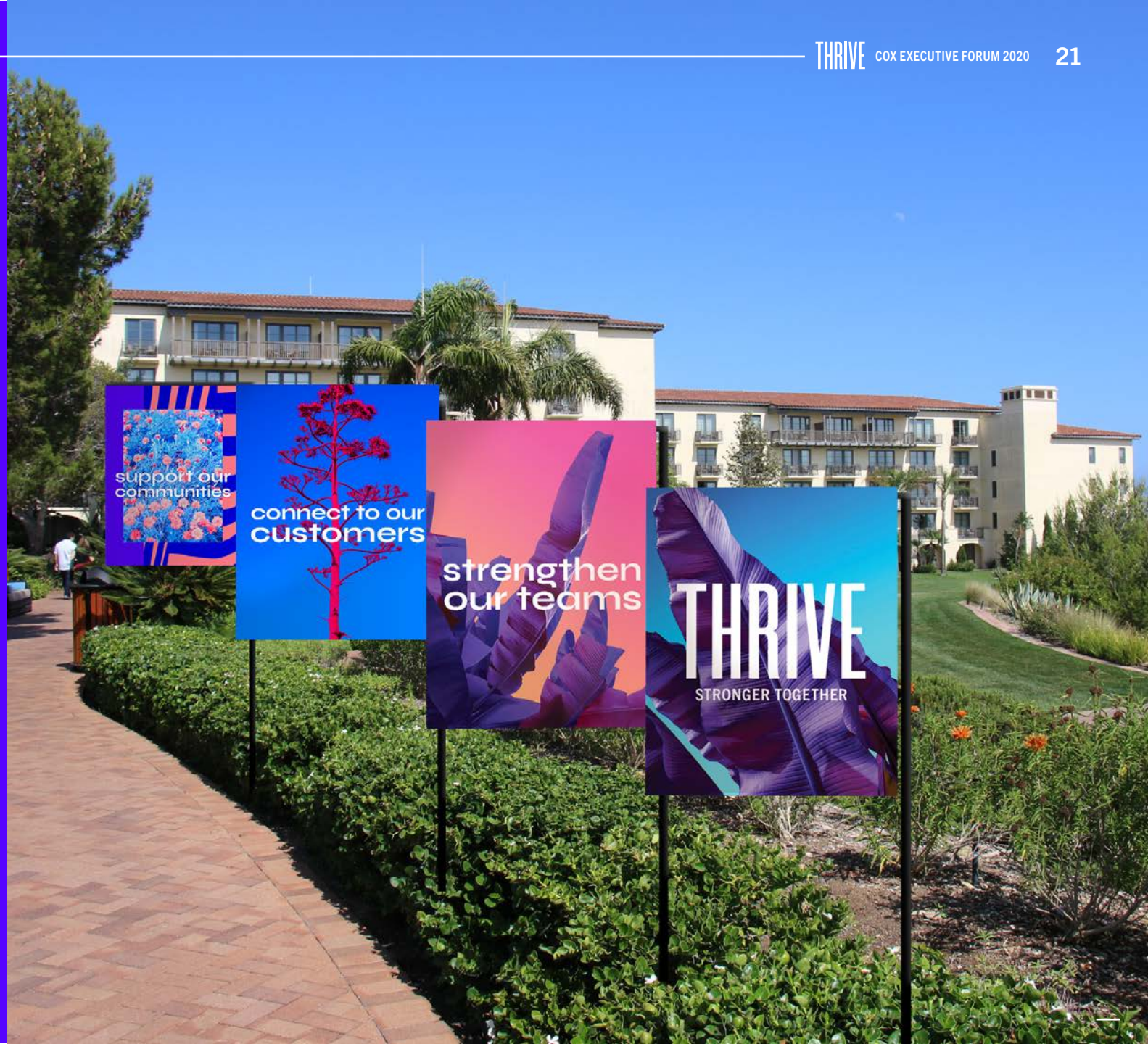




©4 example
layouts



Pillar posters will always be accompanied by Thrive hero poster.













2020 Executive Forum

October 20-22, 2020

Your exclusive sponsorship invitation to inspiration and networking

Karen Bennett
Executive Vice President & Chief People Officer

Philip Nutsugah
Senior Vice President, Product Development & Management

Cox Communications Executive Forum is held every two years for Cox's senior leaders to align on strategy, set priorities, and celebrate success. We would be honored to have you join us as a sponsor of the 2020 Executive Forum. This exclusive sponsorship gives you a unique networking experience with an intimate group of Cox's senior executives while being inspired and motivated by A-list keynote speakers in a beautiful location.

Be on the lookout within the next couple of months for a sign up email with additional details.

Space is limited! Sponsorship opportunities will sell out.



Johannes Eckert
Senior Vice President, Enterprise Development & Operations



Bob Jimenez
Senior Vice President, Corporate Affairs Cox Enterprises

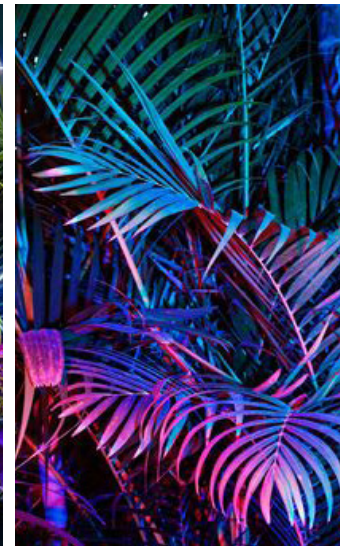
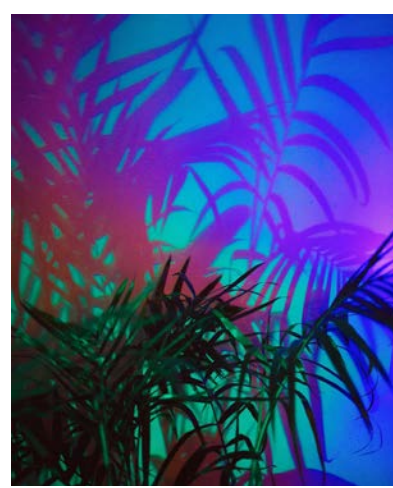
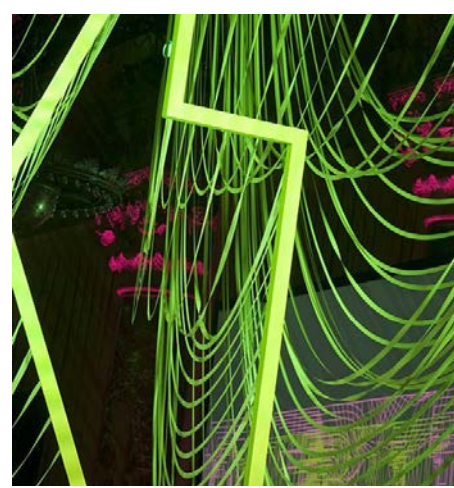


Colleen Jennison
Market Vice President Central Region



05

experiential inspiration



Bring the flora from outside in. Have planters hanging from the ceiling. Put up plant walls that people can take pictures in front of.

Use a combination of real plant life, neon lights, and projections of our asset images to create a textured, layered effect.

Instead of individual tables, opt for a community table. Use one long, neon light instead of a table runner.

CONTACT

Lindsay Fischer

Periscope
Creative Director
921 S. Washington Ave.
Minneapolis, MN 55415
612.399.0717 Direct
612.399.0500 Front Desk

Allyson Hickey

Periscope
Art Director
921 S. Washington Ave.
Minneapolis, MN 55415
612.629.2712 Direct
612.399.0500 Front Desk

PERISCOPE

