“Who we NAB SHOW are.”

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

Where storytelling meets scale.

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

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

NAB Show is where storytelling meets scale.

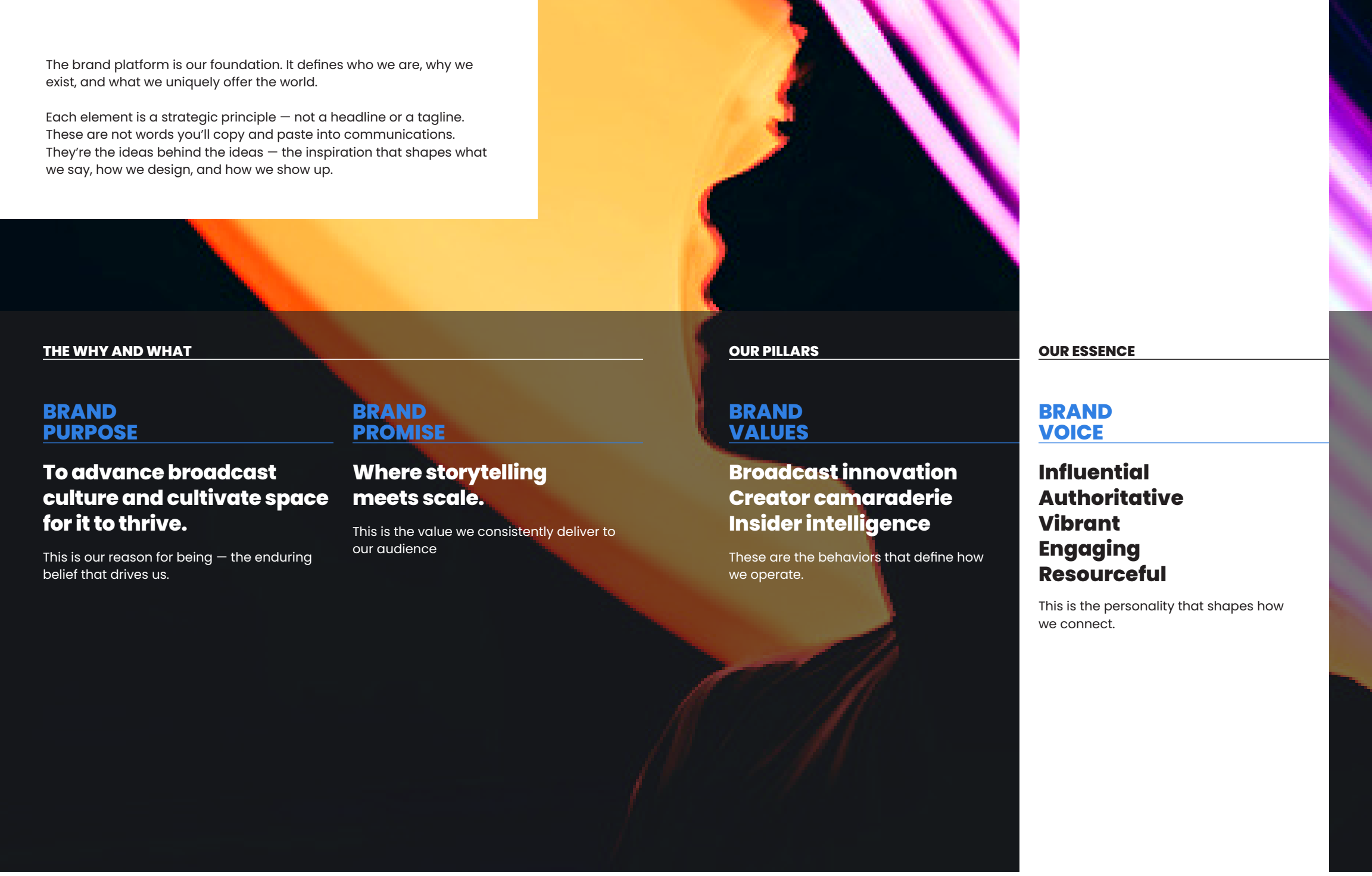
We unite broadcast creators, innovators, and business minds to shape the future of content production and delivery.

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.

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 look.

NAB SHOW

Brand-at-a-glance

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 NEW YORK

NAB SHOW

NAB SHOW NEW YORK

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

abcdefghijklmnopqr
stuvwxyz0123456789
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
èëñ@#$&!?¿%½¾®

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

NAB Show Black
Pantone Black 6C
RGB: 16-24-32
CMYK: 82-71-59-75
#101820

NAB Show Dark Gray
Pantone Cool Gray 9C
RGB: 117-120-123
CMYK: 56-46-44-11
#75787B

NAB Show Light Gray
Pantone Cool Gray 5C
RGB: 177-179-179
CMYK: 31-24-18-0
#B1B3B3

NAB Show Dark Blue
Pantone 2728XGC
RGB: 0-73-176
CMYK: 96-79-0-0
#0049B0

NAB Show Bright Blue
Pantone 2727C
RGB: 48-127-226
CMYK: 76-48-0-0
#307FE2

NAB Show Light Blue
Pantone 278C
RGB: 139-184-232
CMYK: 43-18-0-0
#8BB8E8

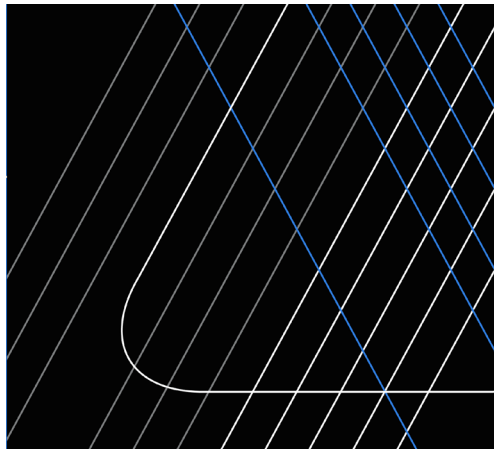
NAB Show Magenta
Pantone 2405CP
RGB: 173-31-130
CMYK: 39-100-11-0
#AD1F82

NAB Show Fuchsia
Pantone 2385C
RGB: 213-57-181
CMYK: 23-86-0-0
#D539B5

NAB Show Green
Pantone 7480C
RGB: 0-191-111
CMYK: 78-0-78-0
#00BF6F

NAB Show Orange
Pantone 1505C
RGB: 255-105-0
CMYK: 0-73-100-0
#FF6900

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
ONE WAY
7AM-7PM

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.