

# Corporate design

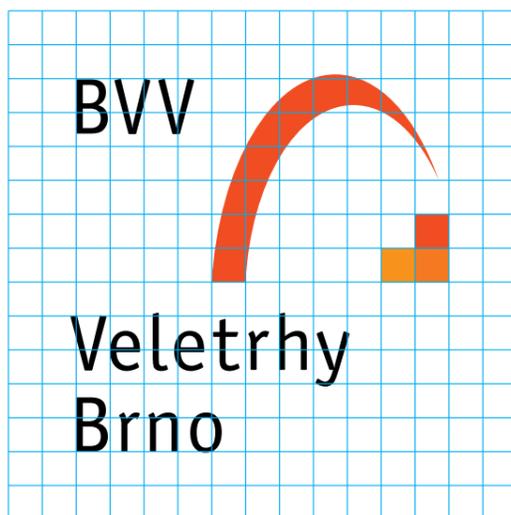
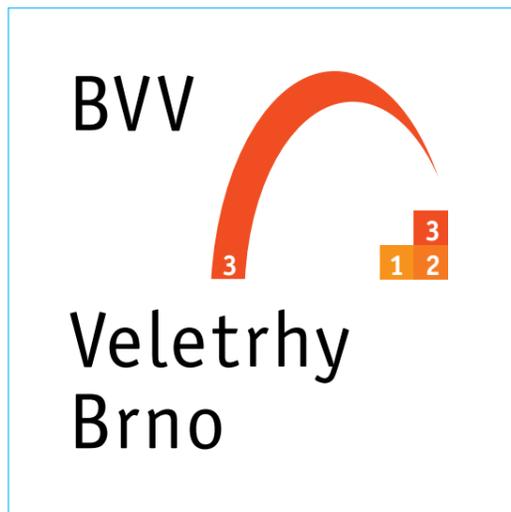
## Logo and basic elements

June 2015



# 1. Logo

## 1.1. Logo - basic version



The blue line is only to show the size of the logo. The logo must not be framed.

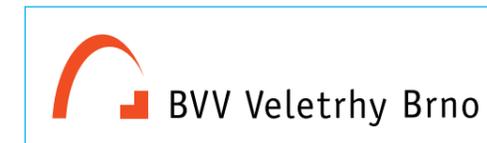
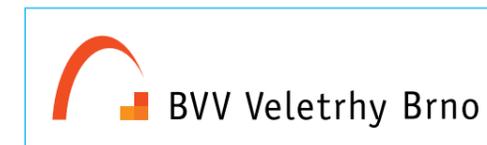
The corporate design for the company BVV Trade Fairs Brno is based on the company's logo. The BVV Trade Fairs Brno corporate design is given by four unifying elements which establish the firm's identity and should always be used both in corporate and product communications. The four basic unifying elements are:

- The BVV Trade Fairs Brno company logo
- The font ITC Officina Sans
- A squared grid
- Colours

Only the application of all these basic elements can identify the company BVV Trade Fairs Brno.

- The BVV Trade Fairs Brno company logo (further only logo or BVV logo) is the defining element for the corporate identity. The logo is related to the graphic morphology of the Messe Düsseldorf logo not just in terms of colour, but also by citing the coloured squared surface (exposition) above which spans a stylised arch freely paraphrasing the tectonics of Hall A.
- The logo is made up of 3 shades of orange, a white surface and black lettering. In four-colour printing (cmyk) the shades of orange are produced from magenta (m) and yellow (y). The white surface is an inseparable part of the logo. The lettering is printed in black (k). The colours are specified in accordance with the PANTONE and RAL colour matching systems.
- **The squared grid** defines the proportions and the size of the logo. The size of the logo is governed by the size of the square in which it is placed. When placing a logo in other graphic elements or for example when manufacturing a panel with a logo, the edge is the edge of the white surface given by the squared grid. The distance between the edge of the surface and the lettering and the graphic elements of the logo is given as 2 sides of the squares in the grid. The described distance of the graphic elements and lettering from the edge of the logo applies to all versions of the logo. The logo must not be used in a frame.
- **Minimum logo size**  
The length of one cell in the squared grid cannot be shorter than 1 mm, meaning that the minimum height of the logo in the square version is 15 mm, and in the other versions 10 mm.

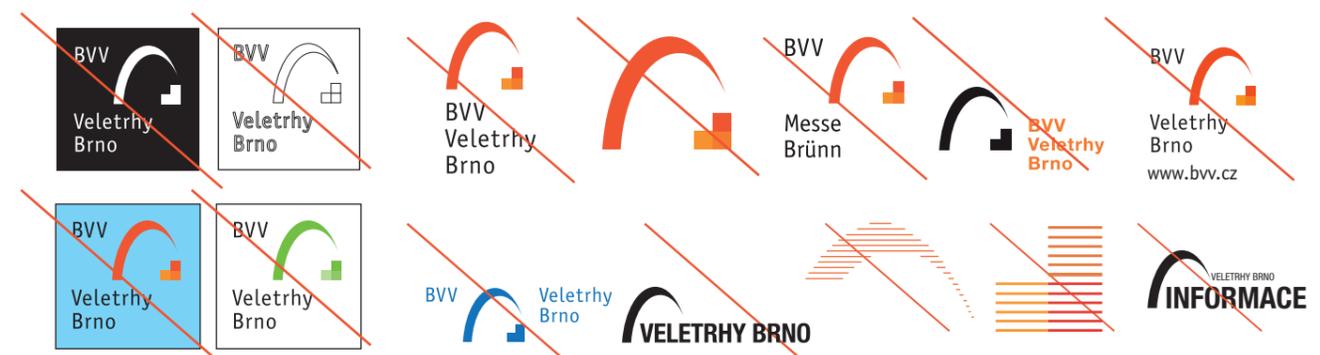
## 1.2. Logo - versions



The blue line is only to show the size of the logo. The logo must not be framed.

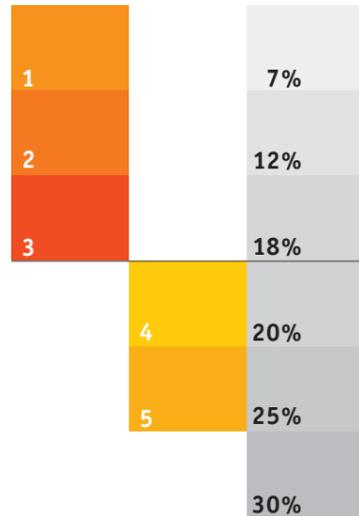


### Forbidden versions



- The basic version is square. The other two versions – the one-line logo and the logo with text on the left are to be used in the case where for technical or spatial reasons the basic version cannot be used.
- **Two-colour logo**  
A two-colour logo in combination with black lettering is used in the case where size of the squares in the grid on which the logo is placed is 1 – 1.33 mm (in which case for example the square logo is smaller than 20 × 20 mm). For the graphic motif shade 3 (85m/100y) is used. In printed material of a representative nature (visiting cards) and of smaller size it is possible to use the full-colour logo. If a spot colour is used, then it should be Pantone 173 C or RAL 2009, always in combination with black lettering.
- The two-colour or black and white logo is to be used only in the case that for production or application reasons the colour logo cannot be used (for example in promotional items).
- **One-line logo**  
This version is intended for extremely narrow spaces, for placing on the spine of a catalogue, on a ballpoint pen, and similar.
- **Logo with text on the left**  
The logo with text on the left is to be used when the basic version cannot be used for technical or spatial reasons.
- **Underlying white surface**  
The underlying white surface is an inseparable part of the logo and the other elements of the logo **must not be placed on a surface of a colour other than white**. It is always necessary that around the logo there is a protective white surface on which the logo is placed. The logo must not be framed. Any exception from the manual must always be consulted with the relevant specialist department for corporate communications.
- **Forbidden versions**  
It is unacceptable to modify or change the BVV logo in any way. No other versions, either graphically or in colour, can be made. A negative version of the logo on a black background is exceptionally permitted where technical conditions make it necessary. Similarly the logo's shape cannot be deformed nor a different font style used nor modified. **The logo cannot have any kind of frame. It is not acceptable to use any segment (part) of the logo separately.**

## 2. Company colours



### Plotr / ORACAL

- 1 ORACAL / 631-20 M Goldgelb
- 2 ORACAL / 631-36 M Hellrotorange
- 3 ORACAL / 631-34 M Orange

### Plotr / FASSON

- 1 FASSON / 516 EM Light Orange
- 2 FASSON / 509 EM Orange
- 3 FASSON / 514 EM Poppy Red

	cmyk	Pantone C / U*	RAL	RGB
1	50m/100y	144 C / 130 U	1007	238R/156G/0B
2	65m/100y	158 C / 144 U	2003	234R/124G/19B
3	85m/100y	173 C / 1665 U	2009	228R/72G/31B
4	20m/100y	116 C / 108 U	1023	245R/211G/0B
5	35m/100y	130 C / 129 U	1003	242R/185G/0B
	7% černá	427 C		241R/241G/241B
	12% černá	428 C	7047	231R/231G/231B
	18% černá	429 C	7040	219R/231G/231B
	20% černá	427 C**		215R/215G/215B
	25% černá	428 C**	7047	204R/204G/204B
	30% černá	429 C**	7040	194R/194G/194B

### Logo - colour composition

To achieve balanced colour and good legibility of the logo a precise sequence of colours is specified.

### Colours and their use

The orange colours 1, 2 and 3 are part of the logo. The colour range is supplemented by the lighter shades 4 and 5. These colours are ideally used in the form of square surfaces as a signal grid compositionally linked to the logo. The logo is thus reinforced in its visual effects. The 7 %, 12% and 18 % shades of black have a basic character. They are used to calm the creative composition or as the base for the address field. The 20 %, 25 % and 30 % shades are used as ideal supplementary tones, for example in exhibitions and on advertising posters.

### Colours in conjunction with font

It is generally the case that white negative lettering is used on coloured surfaces. On the other hand positive black lettering is always used on grey surfaces.

- \* Pantone C is for use on glossy paper  
Pantone U is for use on highly absorbent paper
- \*\* These colours are reduced in their gradation in the Pantone and RAL palettes, thus only three colours are used.

## 3. Font

### ITC Officina Sans Book

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 0

### ITC Officina Sans Bold

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 0

#### Note:

- In the case of a 'company slogan' only lower case letters are to be used.
- In text written in Cyrillic the Officina Sans font can be replaced with Arial.

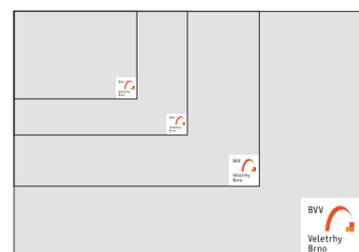
The basic version of ITC Officina Sans Book is used in both corporate and product communications. Should the exhibition or product not have its own graphic manual for exhibition communications, for logo use, etc. then for all graphic output the font ITC Officina Sans is to be used. For greater legibility tracking of 25 units between letters is used (InDesign).

The **ITC Officina Sans Bold** font is used to highlight text. The font styles Book and Bold can be used for headings. **The lettering cannot be used in italic form, in Outline, in shaded version or in any other non-permitted form.**

### Mainly lower case is used.

The use of capitals (big letters) is permitted where for example the name of the exhibition is registered in capitals. The smallest possible font size is 5 points.

### Logotype size - placing



Format in mm	logo dimensions in mm	
DL	210 × 99	35 × 35
A5	148 × 210	35 × 35
A4	210 × 297	35 × 35
A3	297 × 420	52,5 × 52,5
A2	420 × 594	105 × 105
A1	594 × 841	140 × 140
A0	841 × 1189	210 × 210
Billboard 5100 × 2400	600 × 600	

The size of the logo changes with the size of the surface on which it is placed. The table gives the optimum size of the square surface with the logo in relation to series A formats, billboards and DL formats.

When placing the logo in relation to other graphics it is good to respect the communication circumstances: if the logo is to go with product communications placing in the bottom right corner is recommended. If the logo is part of corporate communications it can be placed elsewhere.

The minimum height of the logo on the billboard is 1/4 of the height of the billboard.

## 4. Squared grid

### 4.1. Block with logo, address and other elements



**Block with address, slogan and logo**  
The logo with supplementary square elements is used not only in printed matter, but can also be used in all other displayable media (adverts, posters). Supplementary elements are composed into square surfaces. The optimum size of one such square element for A4 format printer materials is 35 mm × 35 mm. With increased formats the square surface, the font size and interlinear leading are all increased.



**Single-column block with address**  
The text is placed in a size of 6.5 to 8.5 points with tracking of 25 units between letters (InDesign). Telephone and Telefax are abbreviated and for international use the prefix +420 is used. **The recommended version for corporate contact information is the web address or the correspondence address supplemented with the web address.**

The block with address can be divided into another squared grid. The separation of the text from the edge of the block is two squares from the grid. The slogan "Basis for Business" uses the same font style and size as the logo. The placing in the square is the same as the text "Veletrhy Brno".



**Text-rich blocks with address**  
On the basic square surface of 35 × 35 mm there is optimum space for 8 lines. Font size 6.5 points and interlinear leading of 3.1 points (6.5/9.6). Longer texts can be set with a more economic modification of 9 lines with a font size of 6.5 points and interlinear leading of 2 points (6.5/8.5).



The minimum size of the square is 30 × 30 mm. The smallest font size is 5 points

The square surfaces accompanying the logo are a construction system and can be supplemented with further elements. The logo is followed by the currently used motif CEEC, which precedes in placing the slogan Basis for Business (priority sequence for square elements: page 10). The construction system can in some cases be supplemented with motifs such as anniversaries of the company's founding or in exhibition and product communications with other elements and information.

### Two-column block with address

A grey surface in a darker shade (18 % black) between the address and the logo can be used for further text information. Addresses are presented in sequence to the left of the logo:

- a) the address of Veletrhy Brno, a.s. the address of the representative, possibly on another square. In product documentation possibly followed by further elements and information.
- b) slogan, address of Veletrhy Brno, a.s. the address of the representative .

In other versions the slogan can be placed alongside or above the logo in a coloured or grey surface, in shades 2 or 3, according to the colour scheme of the company BVV Trade Fairs Brno, with black text used for shades of grey.

### Placing of the slogan Basis for Business outside the square

If the slogan is used as a heading or subheading it does not have to be set as two lines.

## 4.2. International designation, slogan

For international communication of the main activity of the company BVV Trade Fairs Brno, the organising of trade fairs and exhibitions, the logo can be supplemented with international designations (German, English, French and Russian). This element can have as many as 4 lines and no less than 2. The word "veletrhy" (trade fairs) can be used even in other languages. The typographic processing should be the same in both logo and slogan. The style and size of the font should be the same. The placing in the square surface should be identical.

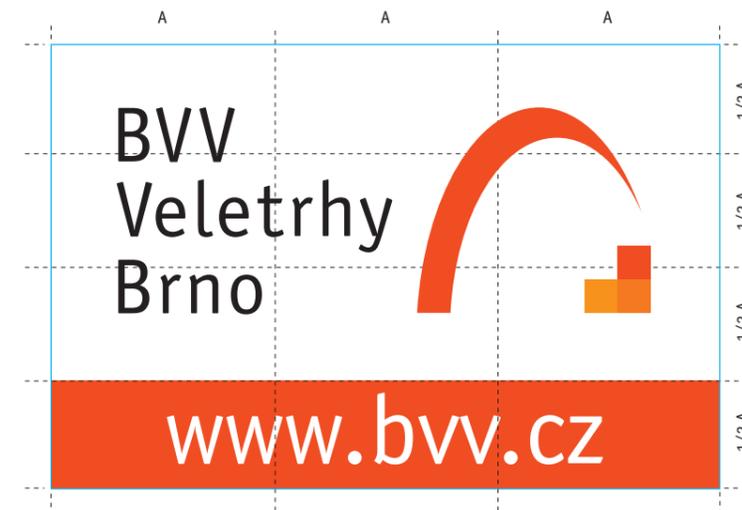
Should it be necessary to communicate, particularly abroad, a cross-section of the activities of the company, this element can be modified.

Texts in "international designation" elements can be in several languages or in one, depending on the intended use and language version of the graphic output. The placing of this element on the page can vary, and it does not have to be alongside the logo.

The arrangement of the logo, slogan and multilingual designation is variable. The optimum solution is white lettering on an orange surface of shade 3, identical to the dominant colour of the logo, or on shade 2. Should the colour solution of the page composition require it, it is possible to use black lettering on the grey surface of the square.



## Other applications of the logotype



### Block with web address and logo

The basic element of corporate and product communication is the website and the basic contact information is visibly placed there. If the web address is not given elsewhere in printed material, it must be displayed in the basic square graphic with the logo and corporate elements – the slogan and the CEEC element. The block with web address and logo is used for external communication (banners, billboards, advertising spaces, signboards, etc.). In rectangular versions the web address is always in the left part of the block and forms  $\frac{3}{4}$  of the area, the logo is always placed on a white base in the right-hand part of the surface with a size of  $\frac{1}{4}$ .

Another possibility is to use the version with the logo placed above the web address. The web address is the most significant contact information, which should always be visibly displayed.



The blue line is only to show the size of the logo. The logo must not be framed.

### 4.3. CEEC Logotype Arrangement of the basic square elements

#### Basic version

##### Central European Exhibition Centre

The CEEC logotype originated as a supplementary element to the existing BVV logo, in which the size, font and colours are given by the manual of the company BVV Trade Fairs Brno.

With its position the CEEC element supplements the communication of the position of the Brno Exhibition Centre in Central Europe and the communicating of the main area of business of the company BVV Trade Fairs Brno in an internationally comprehensible manner. In graphic outputs it supplements the BVV logo and the Basis for Business slogan. The CEEC element is placed to the left of or above the BVV logo. The CEEC is used on all communications and graphic output. Exceptions can be made by the specialist department for corporate communications.

The CEEC logo is used in the English version, **and in Czech only where the English version is not permitted**, for example in TV sponsoring

**The CEEC element cannot be used independently. It must always at least be accompanied by the BVV logo.**



M: 85 %, Y: 100 %  
M: 65 %, Y: 100 %  
M: 50 %, Y: 100 %  
M: 35 %, Y: 100 %  
K: 30 %  
K: 9 %



M: 85 %, Y: 100 %  
K: 30 %  
K: 9 %



K: 100 %  
K: 30 %  
K: 9 %



#### Colours – the CEEC logotype placed alongside the BVV logo

##### Colours and their use

The CEEC element is made up of an orange surface, grey surfaces and black and white lettering.

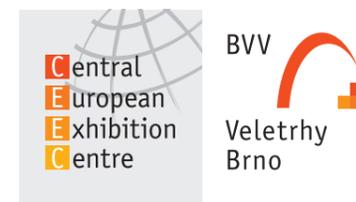
##### Colour version

The colours of the CEEC element follow from the BVV company colours. The orange surfaces are in the colours No. 3 (M: 85 %, Y: 100 %), No. 2 (M: 65 %, Y: 100 %), No. 1 (M: 50 %, Y: 100 %), No. 5 (M: 35 %, Y: 100 %).

In the colour version the CEEC element is on a square in a 9 % shade of black. The lettering and lines of the stylised "earth" are in a shade of grey – 30 % black.

##### Black and white version

Where the CEEC element is used in the black and white version, all the orange surfaces are changed to 100 % black, while the other colours remain the same.



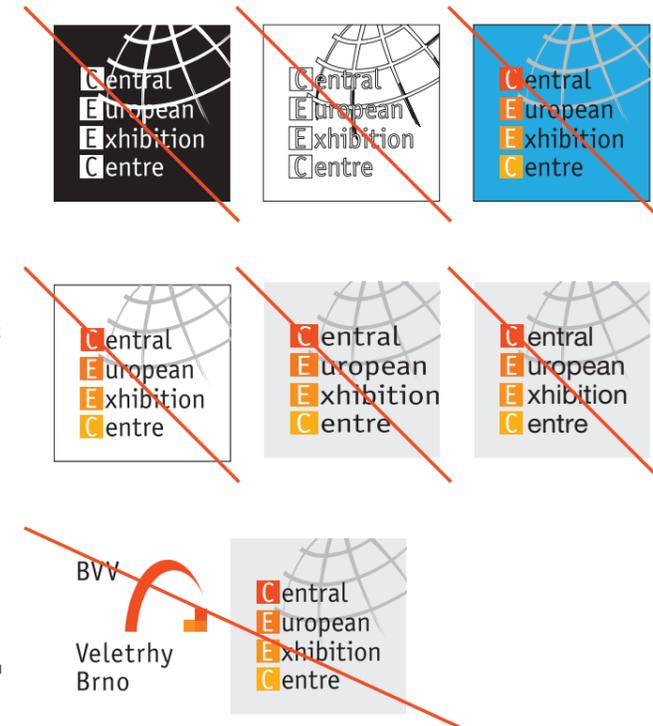
### CEEC Logotype - supplementary elements to the BVV logo

#### Forbidden versions

It is not acceptable to modify or change the CEEC element in any way. It is not acceptable to create any other version, either graphically or in terms of colours. A negative version of the CEEC element can be exceptionally permitted, where technical conditions do not allow for any other possibility. Similarly the element may not have its shape deformed, nor can any other font style be used nor can it be modified. **The CEEC element may not be surrounded by any kind of frame. It is not acceptable to use any segment (part) of this element separately. The CEEC element must not be used on its own.**

##### The CEEC element on a coloured or black surface

The underlying grey surface is an inseparable part of the CEEC element and the other parts of the element may not be placed on anything other than this surface. It is always necessary for there to be a protective grey surface around the CEEC element that is placed on it (without a frame). Any exception to the manual must always be consulted with the relevant department of corporate communications in Veletrhy Brno, a.s.



#### Variations in placing of the CEEC logotype

The arrangement of the BVV logo in relation to the CEEC element.



Standard version – placement to the left of the BVV logo

If for technical or spatial reasons it is not possible to use the standard version, the version with placing above the BVV logo is used



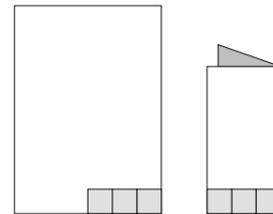
## CEEC logotype - supplementary element to BVV logo

### Block with address, CEEC element and BVV logo

The CEEC element is placed to the left of the BVV logo, and where an address is used this is in turn placed to the left of the CEEC element.

X		X		X
X	Veletřhy Brno, a.s. BVV Trade Fairs Brno Vystaviště 1 603 00 Brno Czech Republic Tel. +420 5 4115 1111 Fax +420 5 4115 3070 E-mail: info@bvvcz www.bvv.cz			BVV Veletřhy Brno
X	18 % black	9 % black		

On the company's printed matter the block with the address, the CEEC element and the BVV logo are placed from the bottom right corner as shown below.



### Block with CEEC element and BVV logo on billboards

On billboards the CEEC element together with the BVV logo is placed in the bottom right corner. The recommended minimum height of the logotype on billboards is 1/4 of the height of the billboard.



### Versions of the placing of the BVV logo, the Basis for Business slogan and the CEEC element

Priorities in use:

- Logo
- Logo and CEEC
- Logo and Basis for Business
- Logo, CEEC and Basis for Business
- Logo, CEEC, Basis for Business, web address
- Logo, CEEC, Basis for Business, address, other elements



## Rules for use of the company name

- The formulation "**Veletřhy Brno, a.s.**" is used in commercial documents, legal documents, the postal address and everywhere where the name should be used in the form in which it is entered into the commercial register. **The company name is always given in lower case – "Veletřhy Brno, a.s."** Its use in capitals is forbidden. The formulation "a.s. Veletřhy Brno" cannot be used in text, as the name must always be in the form Veletřhy Brno, a.s.
- In advertising, normal communications and other cases where the company name does not have to be that entered in the commercial register, the name **BVV Trade Fairs Brno (Veletřhy Brno) in lower case and not its legal form**, is used. Thereafter the abbreviated form "BVV" in capitals can be used without giving its legal form. BVV is part of the logo and among other things represents the continuity of the company. The abbreviation BVV can be used in extended written text provided at the beginning the formulation BVV Trade Fairs Brno (hereinafter BVV) is used. This also applies for use in foreign languages.

These language versions of the company name Veletřhy Brno as permitted:

- German: Messe Brunn
- English: BVV Trade Fairs Brno
- French: Foires de Brno
- Russian: Выставки Брно
- Polish: Targi Brno

The company name can also be translated to other languages, but the use of other translations must be approved by the specialised department for corporate communications of the company Veletřhy Brno.

- The use of the title "Brněnské veletřhy a výstavy, a.s." or "BVV, a.s." in connection with the current activities of Veletřhy Brno, a.s. is forbidden.

[www.bvv.cz](http://www.bvv.cz)

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**BVV**  
  
**Veletrhy  
Brno**