



# DMEXCO Graphic Standards

**DM**



---

**EXCO 23**

---

# Index

1. Dynamic Logo System
  - 1.1 Minimal Space
  - 1.2 Logo Usage
  - 1.3 Logo Misuse

---
2. Corporate Colors

---
3. Gradient Usage

---
4. Corporate Typography

---
5. Corporate Iconography

---
6. CI Applications

---

# Dynamic Logo System

The logo is a dynamic system in that it has different versions depending on what asset they are used on.

---

**DIGITAL MARKETING**   
**EXPO & CONFERENCE 2023**

---

## Horizontal Logo

is best used when there is an asset with a limited space vertically and a lot of space horizontally.

---

**DIGITAL MARKETING**   
**EXPO & CONFERENCE** **2023**

---

## Full Width Logo

occupies the full-width of the document and most of the time would be on top of the given asset. The two lines are stretched till the end of the inner boundry of the text area. The text, symbols and the height of the lines stay the same size.

---

**DM**   
**EXCO 23**

---

## Horizontal Short Logo

is best used when there's more horizontal space than vertical, but using the full logo would make it too small.

---

**DM**   
**EXCO**  
 **23**

---

## Icon Logo

is best used when the asset in question has more vertical space than horizontal. Also perfect as a stand-alone element.



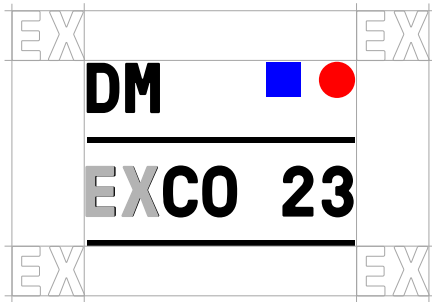
## Symbol

is used as a supporting element with other logo present or in the assets with more than one page where the logo was already present earlier.

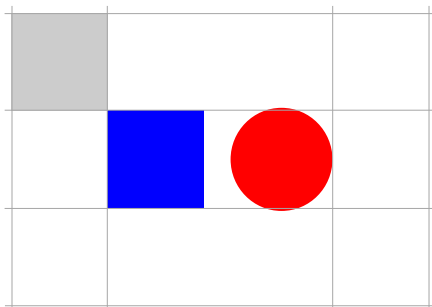
---

# Minimal Space

The minimal margin determines how close another graphical object may be placed next to the logo.



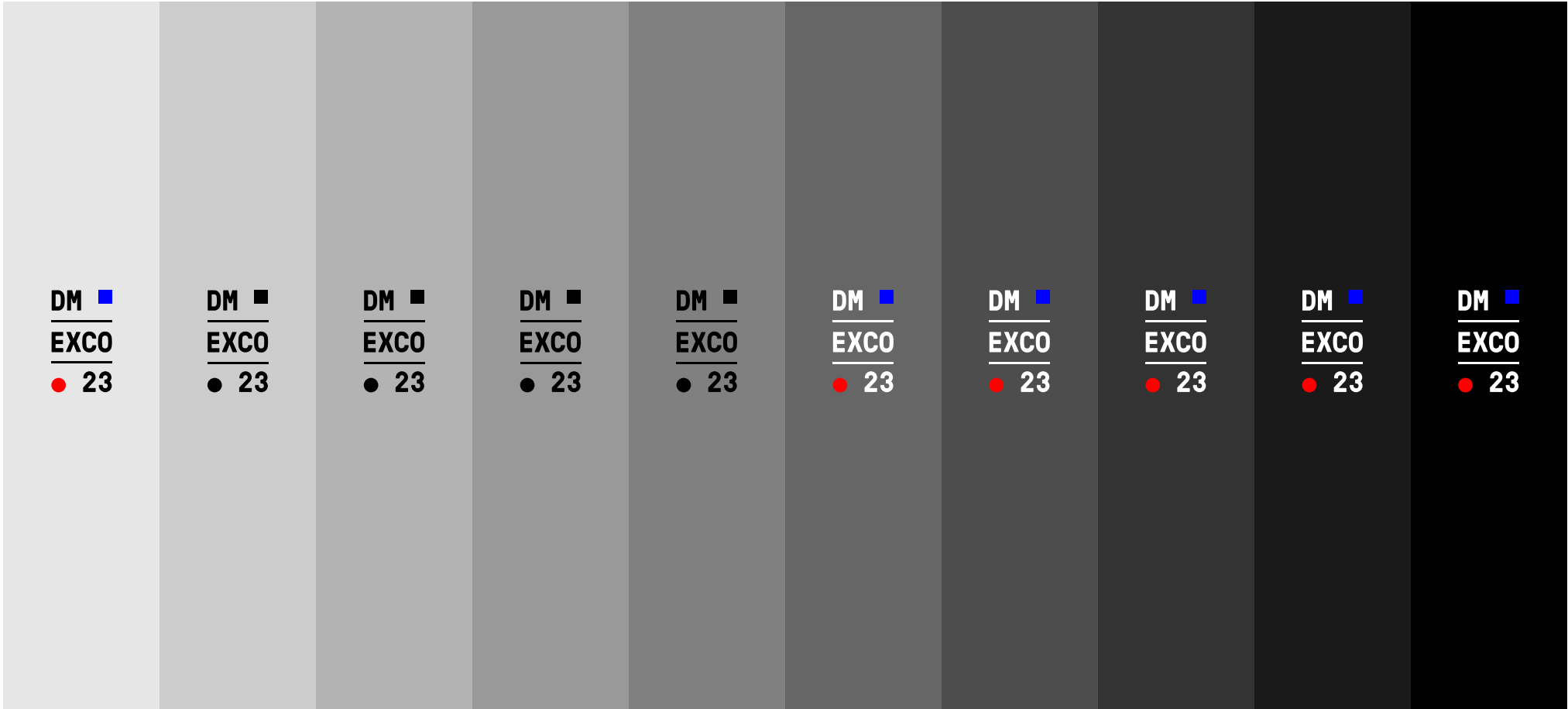
The margins are defined by the relative width and height of the letters 'EX' of each logo in relation to its size. Those letters were chosen as a reference because they are part of every logo variation – except the stand-alone symbol.



The reference for the stand-alone symbol logo variation is the blue square. It defines the minimal margin to all four sides.

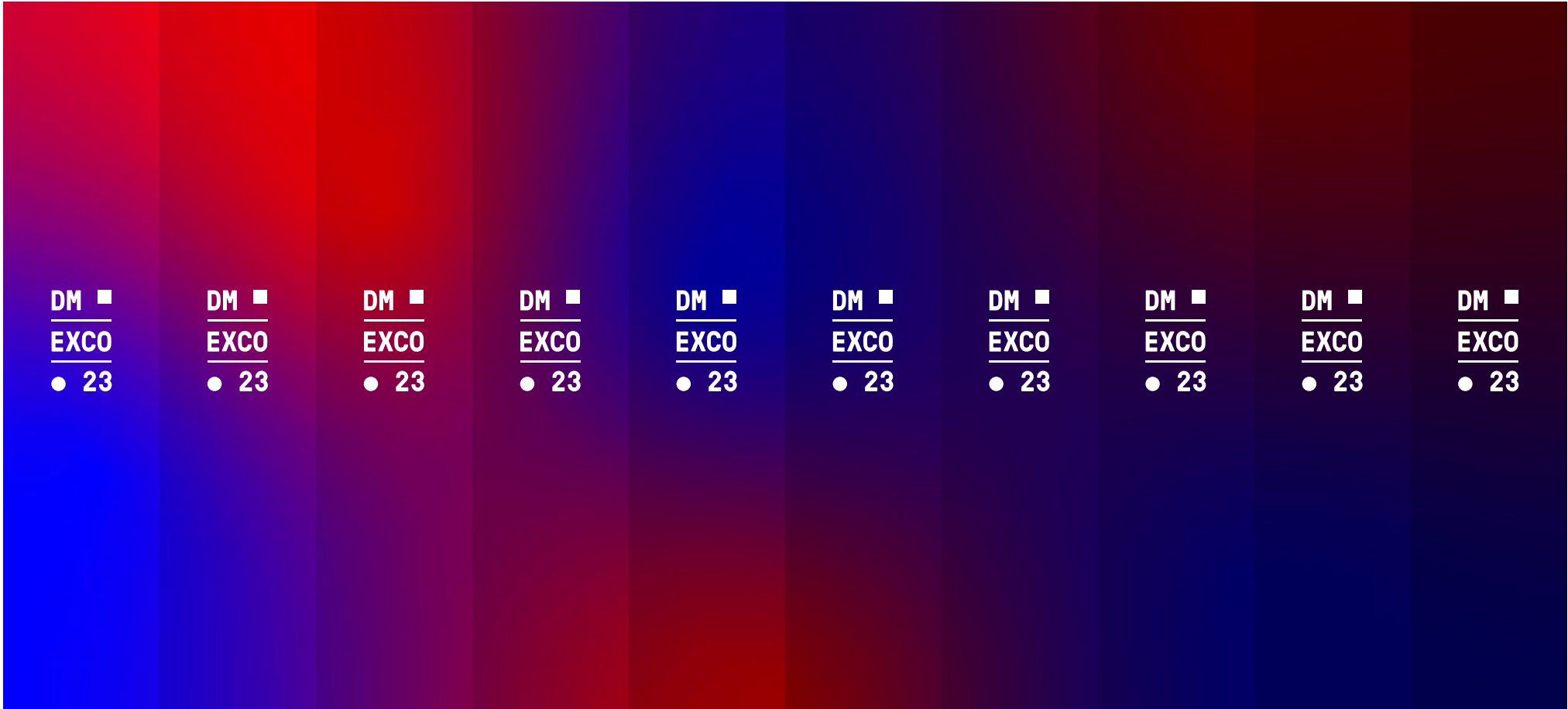
# Logo Usage

The general rule is to have a clear contrast between background and logo. The following is true for all the versions of the logo.



# Logo Usage

The general rule is to have a clear contrast between background and logo. The following is true for all the versions of the logo.



# Logo Misuse

All the logos and symbols can be used strictly as they are.  
No manipulation of any kind is allowed. That includes among others:

Color Adjustments



Transparency



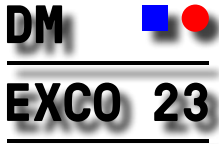
Manipulation of Shape



Too Small Size



Visual Effects



Outlines





# Corporate Primary Colors



The red represents CONFERENCE

CMYK: 0 | 100 | 100 | 0

RGB: 255 | 0 | 0

HEX: #ff0000

PANTONE 2035



The blue represents EXPO

CMYK: 100 | 75 | 0 | 0

RGB: 0 | 0 | 255

HEX: #0000ff





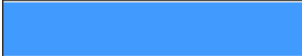
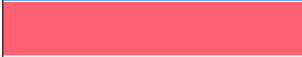





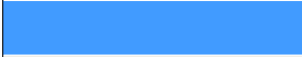
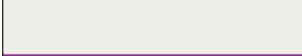



PANTONE 293

# Corporate Colors Overview

The primary colors are used for the **logo, typography, icons and graphic elements**

The secondary colors are used for **backgrounds** (light grey), **graphic elements** in infographics and **social media** applications. The extended color palette should not dominate the layout.

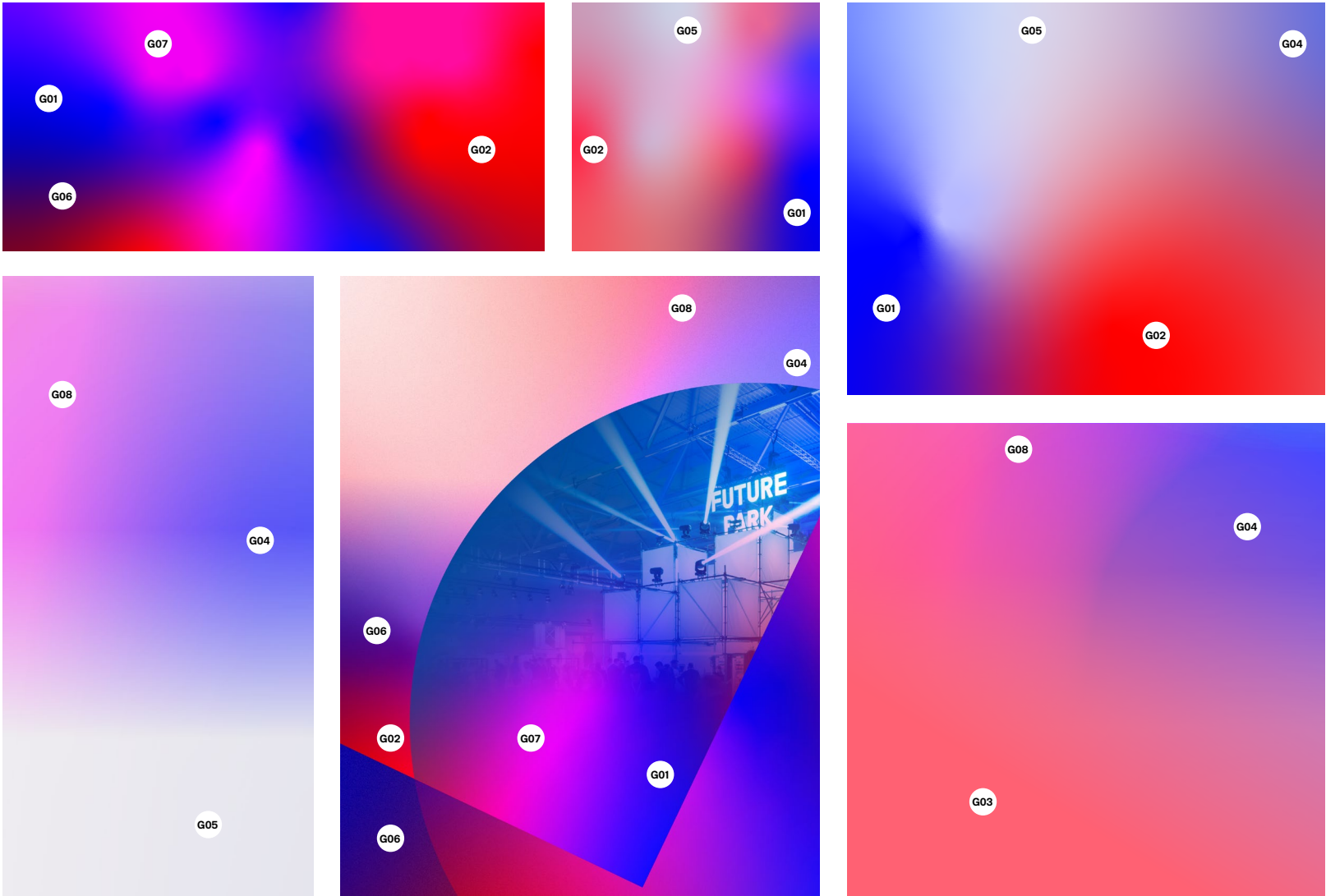
Gradients are **mainly created by the primary colors** together with secondary colors and additional gradient colors for a more diverse and warmer look. The additional gradient colors are for gradients only and should not be used as single colors.

PRIMARY COLORS		CMYK	RGB	HEX	PANTONE
	BLUE EXPO	100   75   0   0	0   0   255	#0000ff	293
	RED CONFERENCE	0   100   100   0	255   0   0	#ff0000	2035
SECONDARY COLORS		CMYK	RGB	HEX	PANTONE
	LIGHT GREY	0   0   5   10	240   238   232	#f0eee8	9103
	DARK GREY	0   0   5   85	80   78   75	#504e4b	2336
	MIDDLE BLUE	75   40   0   0	65   155   255	#419bff	2382
	CORAL	0   75   40   0	255   97   115	#ff6173	178
	MINT	40   0   20   0	153   236   231	#99ece7	3245
	APRICOT	0   35   40   0	255   184   148	#ffb894	713
GRADIENT COLORS		CMYK	RGB	HEX	PANTONE
	G01 (BLUE)	100   75   0   0	0   0   255	#0000ff	293
	G02 (RED)	0   100   100   0	255   0   0	#ff0000	2035
	G03 (CORAL)	0   75   40   0	255   97   115	#ff6173	178
	G04 (MIDDLE BLUE)	75   40   0   0	65   155   255	#419bff	2382
	G05 (LIGHT GREY)	0   0   5   10	240   238   232	#f0eee8	9103
	G06	55   95   0   0	146   39   142	#92278e	513
	G07	15   75   0   0	255   0   255	#ff00ff	813
	G08	5   55   0   0	246   142   207	#f68ecf	515

# Gradients

Gradients are created by the colors of the Gradient palette. It allows a variety from striking to sophisticated designs. A single color should not dominate the layout.

The gradient can be adjusted to fit your assets using the 'Freeform Gradient' tool in Adobe Illustrator.



# Corporate Typography

The whole CI is based solely on these two fonts.

New Rail Alphabet Light is used for the majority of body copy and titles. The font should be used in the font-weight 'Light'. Typographical hierarchy is created using size variation.

## New Rail Alphabet Light

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890&%({[€£\$¥@#]})©®

Pressura is always in ALL CAPS and should only be used for single words, very short headlines and overall special elements with a maximum of 3 words.

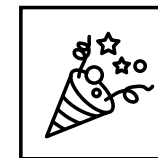
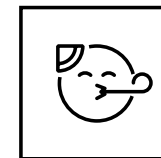
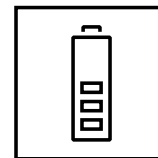
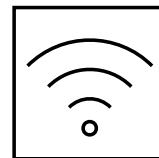
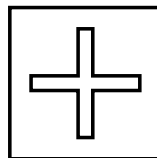
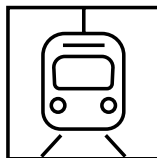
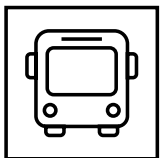
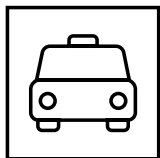
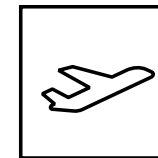
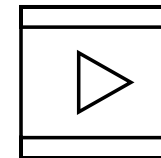
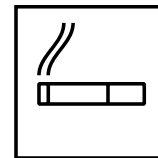
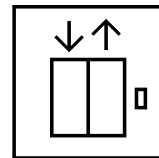
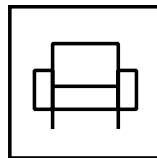
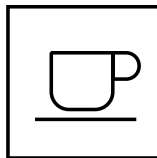
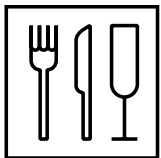
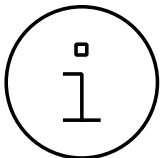
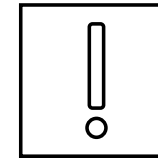
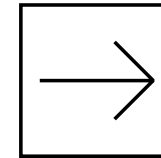
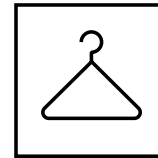
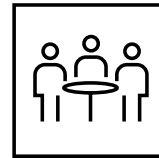
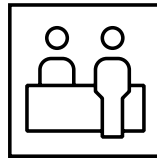
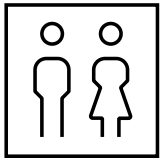
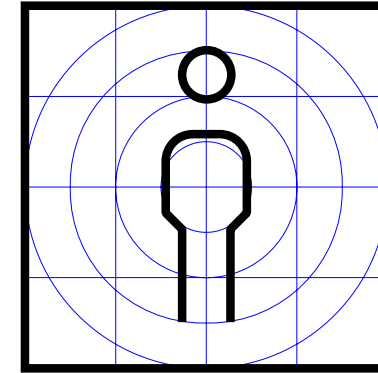
It may not be used excessively and the tracking of ALL CAPS letters should always be adjusted appropriately to its size.

## GT PRESSURA MONO

MARKETING | FUTURE | TRUST | HALL B

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  
1234567890&%({[€£\$¥@#]})©®

# Corporate Iconography



# CI Applications

