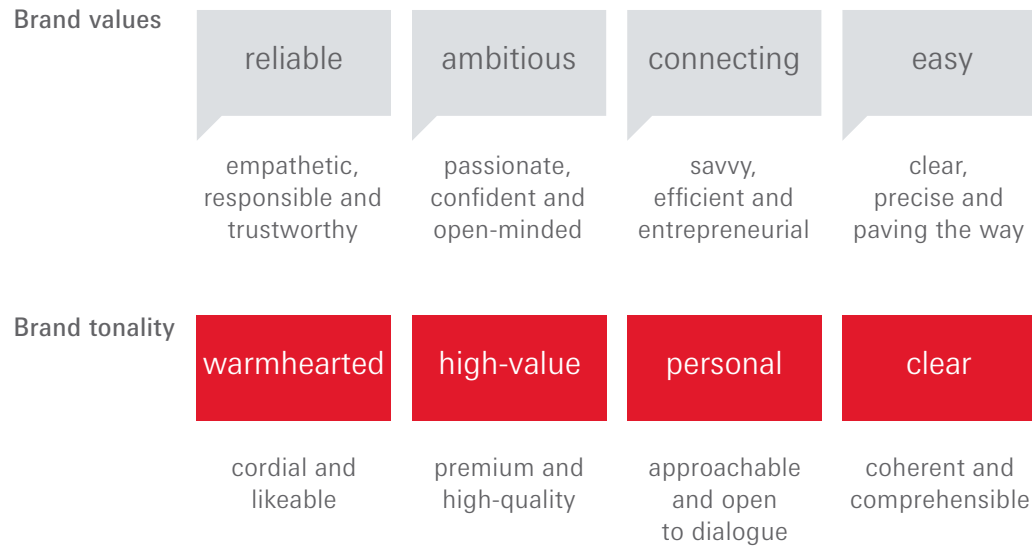


Basic Elements

Corporate



Brand identity



The identity of our umbrella brand forms the basis for all communication related to our product and service brands. These make Messe Frankfurt’s values tangible in the market.

Our concerted goal is to make sure that all our activities reflect the different facets of our brand identity and create a positive brand experience. For all levels of communication this means pictures should support the key elements of the brand identity and communication should be consistent with the tonality.

Brand values and brand tonality

The brand values are universally valid and convey the brand personality of Messe Frankfurt.

To express the tonality of the brand communication, we have translated them with terms on which our branding messages are based and which we use in developing our visual identity in line with our imagery style (see page 17 ff.).

→ See also brand identity of Messe Frankfurt at brandportal.messefrankfurt.com

Corporate brand

**Visual system for a uniform identity worldwide**

The corporation's symbol/logotype consists of the symbol, the four coloured squares, and the "messe frankfurt" logotype. It creates cohesion between the company's many activities worldwide. Its clear geometric shape and the interaction between the different sizes symbolise movement, communication, innovation, dynamic change as well as structure and order. The colours convey activity, emotion and warmth – in other words everything that defines Messe Frankfurt as a company and the services it provides.

The symbol and logotype form an entity. The use of the symbol on its own is only permitted in exceptions and in agreement with the Corporate Design department.

The symbol/logotype may only be used in the defined proportions. For this reason, only use the master files placed at your disposal.

- The symbol and logotype form an entity.
- Proportions and spacings may not be changed.
- Only use the master files placed at your disposal.



Proportions of symbol to logotype



Four-colour variant

Holding company, all subsidiaries



One-colour black

Sender identification in product communication



One-colour grey

Sender identification in product communication



One-colour white

Sender identification in product communication

The four-colour variant of the symbol/logotype is reserved for the holding company and all subsidiaries. The grey and the white variant are used when a multi-coloured realization is not an option. The black variant of the symbol/logotype is used for all one-colour applications, e.g. corporate stationery and forms for internal use.

The grey, black and white variants are intended as sender identification in product communication (events and services).

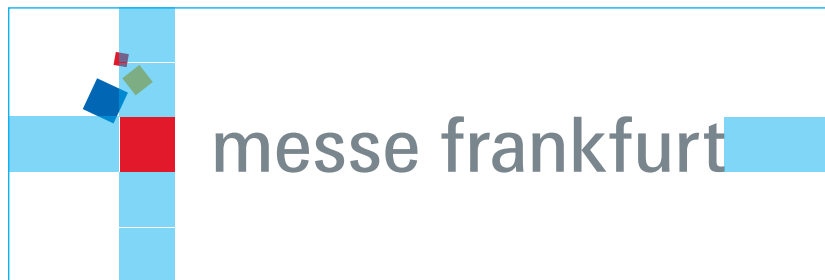
The multicolour variants of the symbol/logotype are always on a white background. The one-colour variants can be placed on visuals and coloured backgrounds.

All variants of the symbol/logotype are available in various file formats for print applications (4C and spot colour), Internet, office applications and CAD.

- The symbol/logotype may only be used in the variants defined here.
- The corresponding master files must be used for all variants.



Measurement
The width of the symbol/logotype is measured from the left edge of the large square to the “t” in the logotype.



Free space

From the large square to the “t”

The application sizes of the corporate brand are determined by the layout grid of Messe Frankfurt (see also the chapter “Layout grid”). The width of the symbol/logotype is measured from the left edge of the large square to the “t” in the logotype (see figure).

The master files are arranged so that the application size corresponds to a percentage of the size (width) of the symbol/logotype in millimetres. A symbol/logotype measuring 56 mm, for example, corresponds to a file application size of 56 %.

Two squares in all directions

Free space defines the minimum spacing between the symbol/logotype and other design elements such as text and visuals. It consists of two grid squares in all directions. The reference size is the largest square of the symbol.

- The size of the symbol/logotype in millimetres corresponds to the application size of the file as a percentage.
- Special free space variants may apply for individual applications (e.g. corporate stationery) which are defined in the corresponding guidelines.



The standard sizes listed here apply to the most frequent applications in corporate communication. However, different sizes may be defined for individual applications (e.g. apparel, signs) to achieve an effect to suit the medium. Please refer to the associated guideline for more details.

Also refer to the associated guideline for application sizes to use with the corporate brand as sender identification in product and event communication.

- Different sizes may apply to individual applications. Please refer to the associated guideline.
- The size of the symbol/logotype in millimetres corresponds to the application size of the file as a percentage.

**Messe Frankfurt translated**

A separate version of the corporate brand has been developed for application in the Arabic-speaking world.

The word “Messe” is translated into Arabic as “exhibition” (semantic translation). The city of Frankfurt is known by the same name in the Arabian world and is translated as “Frankfurt” (phonetically).

The logotype was created especially for Messe Frankfurt. The intention was to achieve the greatest possible formal alignment between the Arabic logotype and the Latin-based version. The character of the “Messe Univers” typeface was transferred to the Arabic logotype, whilst still ensuring legibility.

The same application rules apply as for the standard corporate brand.

- Symbol and logotype form a unit.
- Proportions and spacing may not be changed.
- You should only use the provided master files.

Corporate typefaces

Messe Univers Light

Messe Univers Light Italic

Messe Univers Regular

Messe Univers Italic

Messe Univers Bold

Messe Univers Bold Italic

Messe Univers Black

Messe Univers Black Italic

Messe Univers Condensed

Messe Univers Bold Condensed

From Univers to Messe Univers

Messe Univers, based on Univers (created by Adrian Frutiger in 1957), was designed exclusively for Messe Frankfurt, its subsidiaries and international sales partners. It plays a key role in the design of the brand system. Characteristic features of Messe Univers compared to standard Univers include a much narrower typeface and beveled terminals. The increased contrast between horizontal and vertical strokes facilitates legibility.

Type weights

For corporate communication, the type weights Light, Regular and Bold are mainly used. All texts are set flush left ragged right and set in upper and lower case. The letter spacing for running text is always +10 units in InDesign and +2 units in QuarkXPress.

Messe Univers is available for all languages based on the Greek, Cyrillic or Latin alphabet.

- Messe Univers can be purchased from:
www.linotype.com/corporatetype/messefrankfurt
Login: messefrankfurt, password: 04curry10
- Details about the use of the corporate typefaces can be found in the “Brochures – Corporate Level” guideline.

Roboto Light

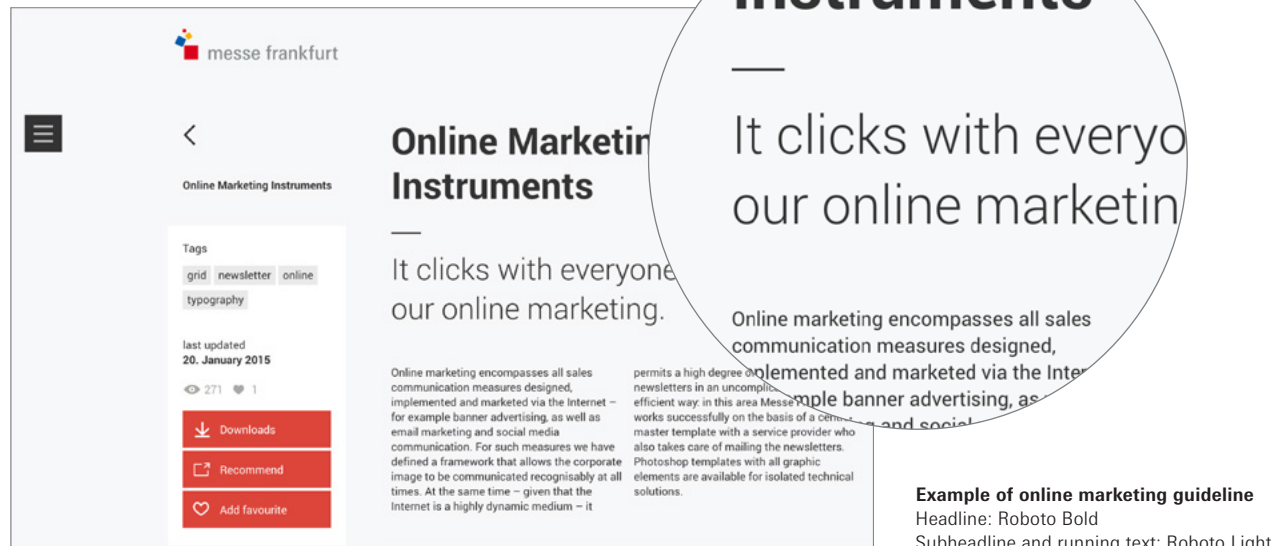
Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Bold

Roboto Bold Italic



The Roboto typeface is used at Messe Frankfurt as a web font. It is the most similar in design to the Messe Univers corporate typeface.

The Roboto typeface is a Google Free Font and was created especially for digital user interfaces with high resolutions. Google permits the licence-free use of the typeface without restrictions.

Type weights

The extensive type family comprises the following type weights: Thin, Thin Italic, Light, Light Italic, Regular, Regular Italic, Medium, Medium Italic, Bold, Bold Italic, Black and Black Italic. For Messe Frankfurt digital applications, the Light, Regular and Bold weights are used. Other weights from the family may be used for specific themes; however, as a general rule no more than four weights per application.

Roboto is available for all languages based on the Latin, Greek and Cyrillic alphabets.

→ Under brandportal.messefrankfurt.com the Living Styleguide provides further definitions concerning digital applications of the Roboto typeface in line with Messe Frankfurt’s corporate identity.

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

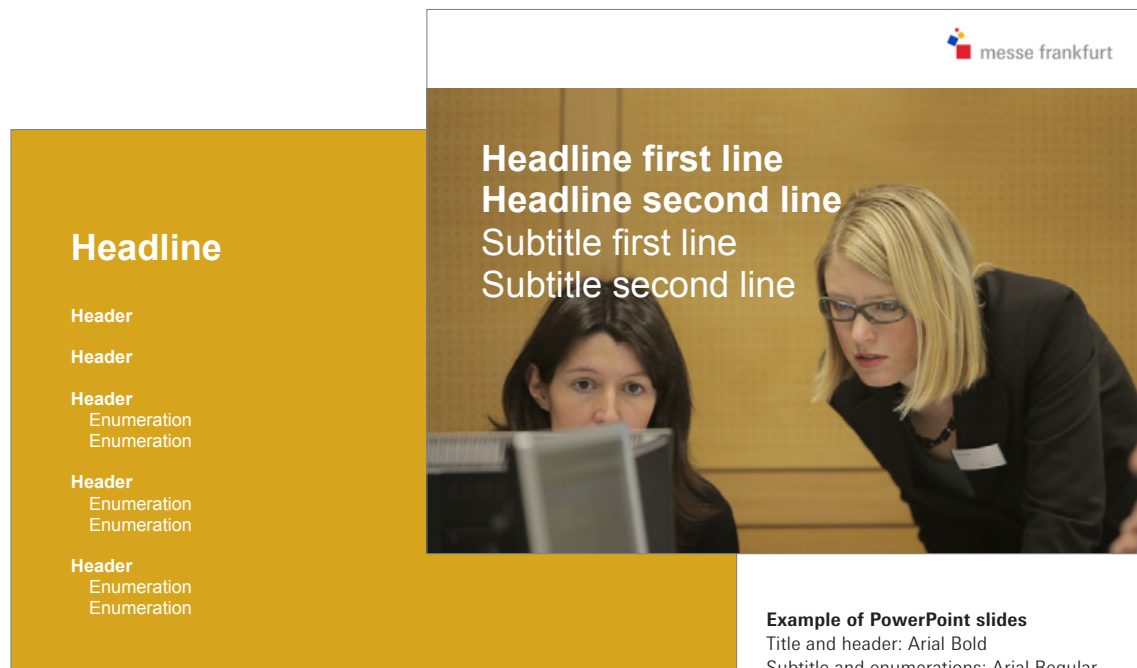
The Arial system font is used in Messe Frankfurt's office communication. Applications include all means of communication created in office programs, e.g. letters, PPT presentations, as well as mail correspondence.

Type weights

For office applications, the type weights Arial Regular and Arial Bold are used. The respective italic weights can be used for highlighting. Texts are usually set flush left, ragged right, using mixed upper-/lower-case spelling.

Arial is available for all languages based on the Latin, Greek, Cyrillic, Hebrew and Arabic alphabets.

→ Arial is preinstalled as standard on all computers with a Windows operating system.



Headline

Header

Header

Header
Enumeration
Enumeration

Header
Enumeration
Enumeration

Header
Enumeration
Enumeration

messe frankfurt

Headline first line
Headline second line
Subtitle first line
Subtitle second line

Example of PowerPoint slides
Title and header: Arial Bold
Subtitle and enumerations: Arial Regular

TheAntiquaB Semilight
TheAntiquaB Semilight Italic
 TheAntiquaB Semibold
TheAntiquaB Semibold Italic

TheAntiquaB from Lucas de Groot is a classic Antiqua which in the selected type weights harmonises well with Messe Univers. This is used as a secondary typeface for print applications..

TheAntiquaB can be used for longer running texts, e.g. in journals, magazines and more extensive publications. It is always used in combination with Messe Univers.

Type size

TheAntiquaB appears larger than Messe Univers and is therefore set in 98% with the same line spacing. So where Messe Univers has a type size of 9.5 pt (standard size for DIN A4/Midatlantic), the size of TheAntiquaB is 9.3 pt.

- TheAntiquaB is available from LucasFonts: www.lucasfonts.com/messefrankfurt
- TheAntiquaB is always used in combination with Messe Univers.

erstmals über vier Millionen Besucher, Händler und viele mehr. Die Messe Frankfurt füllten voll und ganz die Erwartungen der Besucher. Der Standort Frankfurt am Main trifft sich die Messe Frankfurt mit über 38.000 Ausstellern und rund 2,5 Millionen Besuchern. 247 Kongresse, Konzerte und Veranstaltungen mit über 480.000 Besuchern.

Wachstum im Ausland beschleunigt
 Auf den Eigenveranstaltungen der Messe Frankfurt der Aussteller weiter angestiegen, auf nunmehr über 38.000. Die Zahl unserer Besucher hat deutlich über dem Durchschnitt der anderen Messen zugenommen. Auch 2007 hat sich der Umsatz auf über 2,5 Milliarden Euro erhöht. Der Anteil des Umsatzes an den Ausstellungen ist ebenfalls deutlich über dem Durchschnitt der anderen Messen. Dies zeigt die Internationalität der Messe Frankfurt.

Einzigartige Services
 Mit unseren Services rund um unsere Messen, Kongresse und Veranstaltungen versorgen wir unsere Kunden mit allem, was sie für ihren Geschäftserfolg benötigen. Ausstellern und Besuchern schaffen wir eine angenehme Atmosphäre. Unsere Services für Aussteller bieten eine vollständige Angebot. Dies umfasst den Standbau von der Idee bis zum fertig eingerichteten Stand. Die Advertising Services bieten vielfältige Werbemaßnahmen, mit denen die Unternehmen ihre Präsenz auf der Messe darstellen können. Im basierendem Verlag können Aussteller Publikationen produzieren lassen. Damit der Messeauftritt perfekt gelingt, bieten die Akademie Messe Frankfurt unter anderem Seminare zur systematischen Vorbereitung und Konzeption von Messen.

Example Annual Report
 Running text: TheAntiquaB Semilight, highlighting in Semibold
 Sub-headlines: Messe Univers Bold
 Headlines and intro text: Messe Univers Light

Chinese

Nimbus Sans Chinese Light

在所有的排版设计

Nimbus Sans Chinese Regular

在所有的排版设计

Nimbus Sans Chinese Bold

在所有的排版设计

Arabic

Nimbus Sans ME Light

التي تشمل عشرة

Nimbus Sans ME Regular

التي تشمل عشرة

Nimbus Sans ME Bold

التي تشمل عشرة

Korean

Nimbus Sans Korean Light

모든글자의형성

Nimbus Sans Korean Regular

모든글자의형성

Nimbus Sans Korean Bold

모든글자의형성

Japanese

Hiragino Kaku Gothic ProN W3

阿伊あいアイ

Hiragino Kaku Gothic ProN W6

阿伊あいアイ

Availability and purchase

Messe Univers is available for all languages set in Greek, Cyrillic or Latin-based alphabets.

For further alphabets the typefaces illustrated here, as well as Hebrew, are obtainable. They have been specifically selected to be comparable to Messe Univers in style and line weight.

For the Japanese Hiragino Kaku two type weights are available (Bold and Regular) free of charge as standard typefaces.

→ Typefaces for Chinese, Korean, Arabic and Hebrew are subject to licence and can be purchased from URW++:

URW++ Design & Development
Frank Steitiya
www.urwpp.de
Mail: info@urwpp.de
Tel.: +49 40 60605-223
Fax.: +49 40 60605-111

Colours



0C/100M/90Y/5K
Pantone 186 C
RGB 223, 10, 41
RAL 3000, Flame red



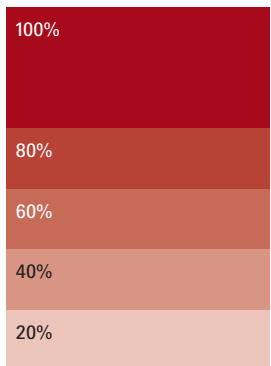
100C/60M/0Y/0K
Pantone 293 C
RGB 0, 71, 182
RAL 5010, Gentian blue



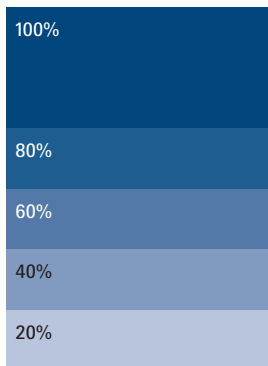
0C/35M/100Y/0K
Pantone 130 C
RGB 255, 180, 0
RAL 1003, Signal yellow



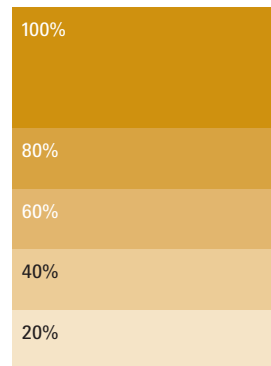
10C/0M/0Y/55K
Pantone 430 C
RGB 141, 143, 149
RAL 7046, Telegrey 2



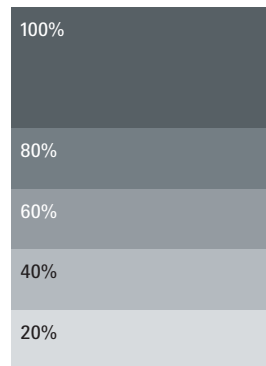
MF secondary red
0C/100M/90Y/35K
Pantone 1807 C
RGB 120, 15, 30
RAL 3003



MF secondary blue
100C/55M/0Y/40K
Pantone 294 C
RGB 0, 75, 125
RAL 5001



MF secondary yellow
0C/35M/100Y/20K
Pantone 131 C
RGB 205, 150, 25
RAL 1005



MF secondary grey
10C/0M/0Y/75K
Pantone Cool Grey 11 C
RGB 80, 85, 95
RAL 7015

The colours of the symbol

Primary colours are the corporate brand colours of Messe Frankfurt.

The symbol colours (red, blue and yellow) are primarily reserved for the symbol and are used for highlighting in exceptions.

The primary colour grey is for example used as a text colour.

Creating accents with colour

The secondary colours were derived from the primary colours. They can be used as full tones or screened for shadings.

Secondary colours are used in corporate communication for colour blocks, typographic highlighting and to design information graphics.

→ The primary colours red, blue and yellow are mainly reserved for the symbol.