

# Use of the Messe Frankfurt trademark(s) for advertising purposes

## Composition of the trademarks

The corporate trademark is a combined symbol/logotype and is composed of the symbol with the four squares and the logotype "Messe Frankfurt". Symbol and logotype comprise a single unit.

The trademarks of the events and services as well as the subsidiaries of Messe Frankfurt are usually composed of logotypes, in some cases symbols combined with logotypes.

## Digital stylesheets (Logobox)

To ensure the quality of these trademarks at all times, they may only be used in the defined proportions. Please therefore only use the master files provided. They are available as digital stylesheets for all media and print systems in the logobox (print applications, Internet, Office applications as well as CAD).

In the following, when referring to the creative implementation of the trademarks, we speak of logos.

## Use of the logo

The logos may not be modified by omitting elements or using different typography.

They must not be distorted, shrunk, recoloured, truncated, turned upside down or rotated.

## Free space

The logos have a protected space (free space), in which no other elements may be placed.

The free space defines the minimum distance to other design elements such as text or visuals.

Surrounding the corporate brand it measures two large squares on all sides. The reference size is the large square of the symbol.

The free space surrounding the event and service trademarks is one h-height on each side of the logo.



## Colour versions and background colour

The logos, in particular for the Messe Frankfurt umbrella brand, are always placed on white. Wherever possible, the colour version of the logo is used for all applications.

If black is the only print colour available, the grey or black version is used.

The white version is only used in cases of exception, where the background does not allow otherwise.

## Use in digital media

The corporate logo has a minimum size of 100 pixels wide.

The minimum spacing to other design elements such as text, visual or other trademarks is: at the right and bottom 1 basic square (BS), at the left 1.5 BS and at the top 2 BS.

The minimum spacing of the product brands to other elements is 11 pixels.