CORPORATE IDENTITY MANUAL

GENEVA PALEXPO

INTRODUCTION

GENEVA PALEXPO 's objective is to become Europe's leading facilitator of business interaction and key contributor to the development of Geneva and its region.

This objective requires the definition, differentiation and expression of a truly European brand in the events and meetings marketplace. A brand in tune with the moment, expressing a truly original vision of its trade.

To achieve the necessary profile and to be a credible and persuasive market force, the uniform implementation of a powerful visual identity system is essential.
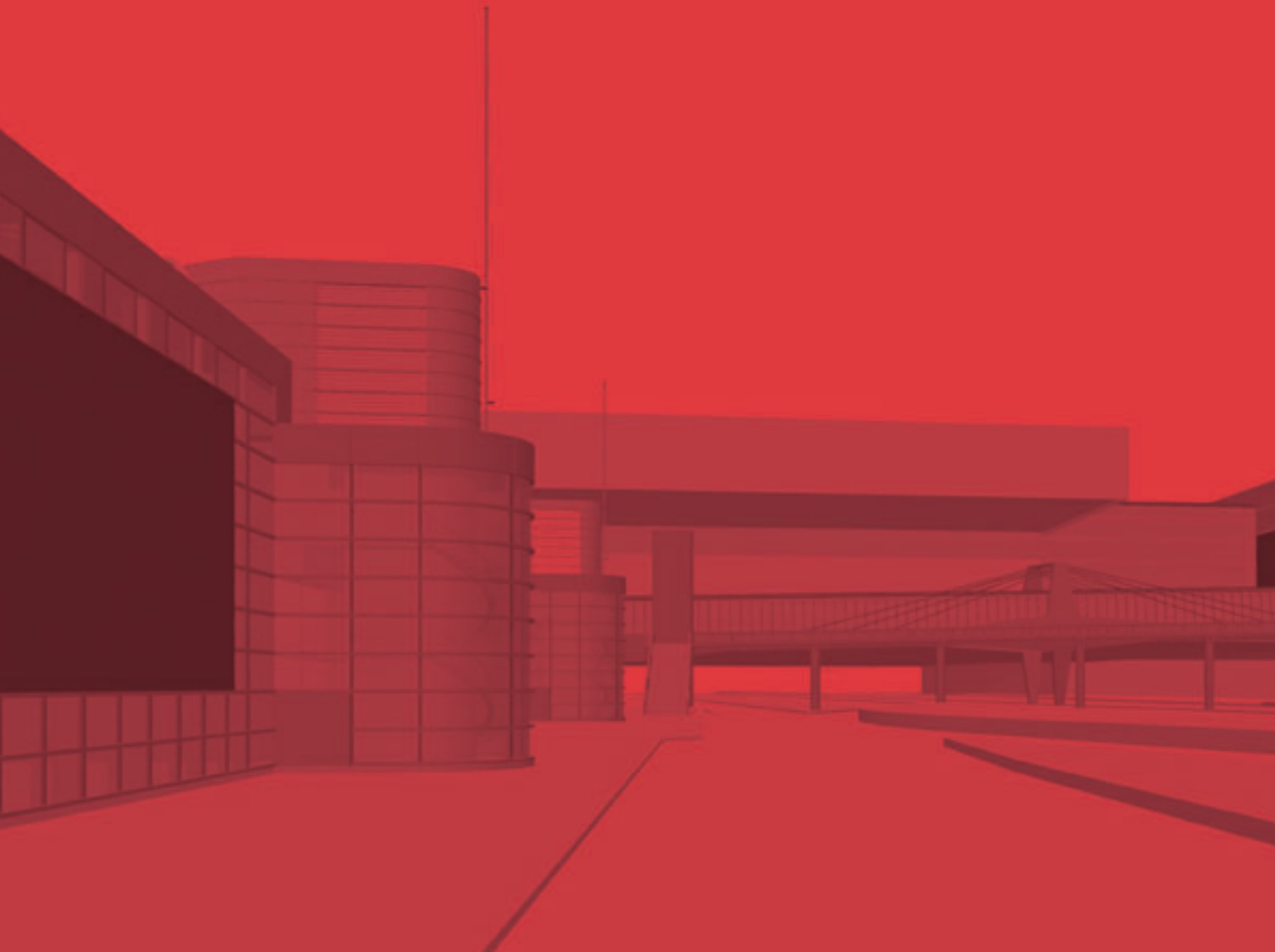
A common point of departure from which all the signs and symbols used by the brand can emanate coherently, from its logo to its colours or its typography, across the whole range of media it employs.

This necessity for cohesion is much more than a rule, it is the expression of a clear and lasting positioning within national and international markets.

Only a quality visual system, which is understood and shared by all its users, can be the vector for such values as commitment, awareness, elegance and friendliness, which form the cornerstone of all activities at GENEVA PALEXPO .

1. Basic elements

1.1 LOGO

The GENEVA PALEXPO identity is composed of a name, a symbol and two colours.

The name. Used as a logotype, the brand name GENEVA PALEXPO explicitly refers to an area of activity: fairs and exhibitions. It represents a venue with an international scope and claims a host of values it can call its own.

A symbol. The linear representation of the exhibition space showcases the venue's architecture. It symbolizes a place of structural unity and distinct landmark character.
This symbol reflects the dynamics of GENEVA PALEXPO in a perspective of development and progress. The association of the name and the symbol create a language and tone of voice which convey the essence of GENEVA PALEXPO.

The colours: Red and white. Red is very effective in that it serves as the first «cultural» colour in the history of mankind and its most powerful. Red is also a colour which forms part of the Swiss heritage. Used here with particular tonal values, a special «GENEVA PALEXPO red» reinforces the identity of institution and venue.

Logo. Name, symbol and colours form a logo which is at the heart of the visual identity system of GENEVA PALEXPO. Its clarity and expressive force make it immediately identifiable and distinct from all others. Used in a coherent fashion, these graphic elements combine to consolidate the venue's identity.

Coherence. It is important for each user of the visual identity system to be aware of the necessity of coherence in corporate visual expression. Coherence is the key to success in a competitive environment where signs and symbols play a crucial role.

1.1 Logo

Two logo versions can be used:

- Positive:
Thin lines and logotype in red on white background.

- Reverse:
Thick lines and logotype in white on red background.

Positive: Fine lines that are discreet and elegant; used when no strong visual impact is needed.

Examples: stationery, technical information sheets, etc.

Reverse: Thicker lines; used on all material which requires a strong impact and enhanced visibility.

Examples: Signage, publication covers, website, etc.

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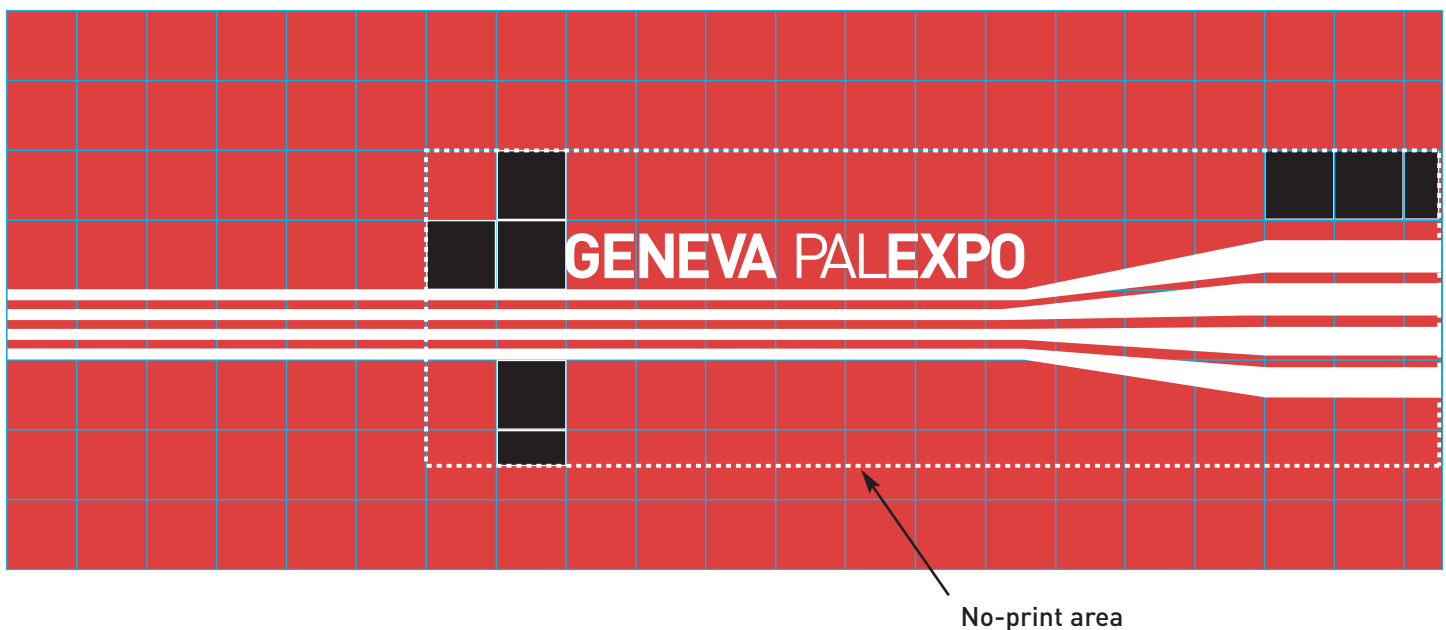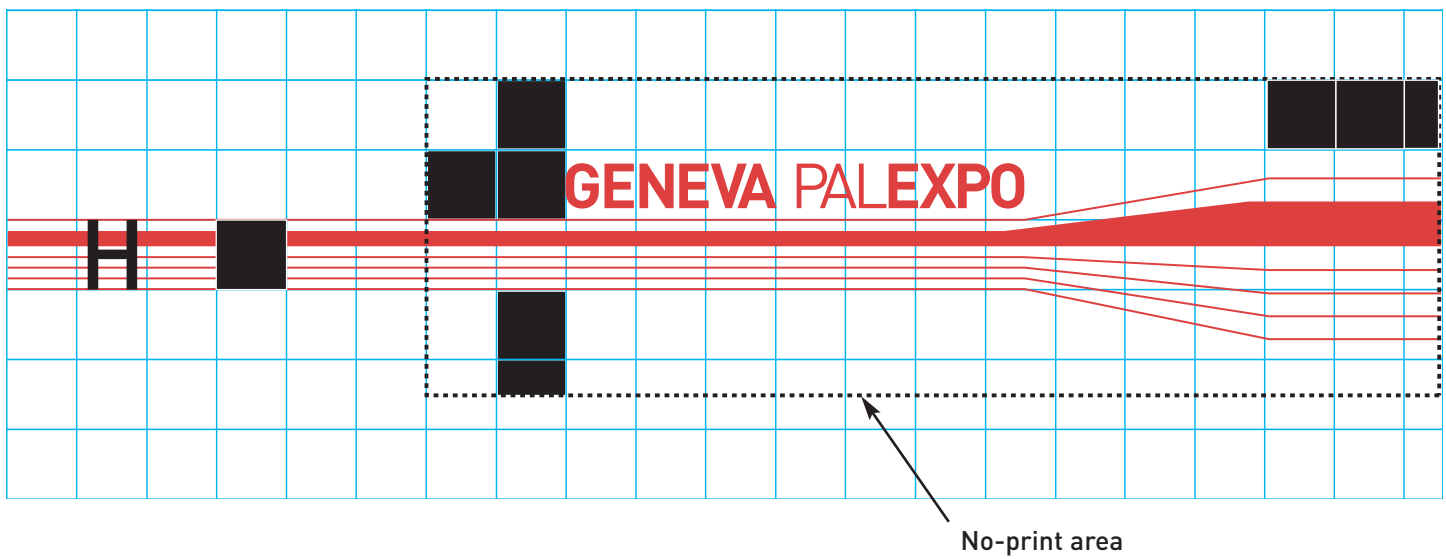Positive

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Reverse

1.2 Building the logo
No-print area

A no-print area has been defined around the logo. This blank space frames the logo in a block in certain applications. The no-print area enhances logo visibility and separates it from text and/or visual elements that would otherwise distract or clutter adjoining space.

To define the no-print area or to align the logo, use line height «H» as a unit of measure (see illustration below).
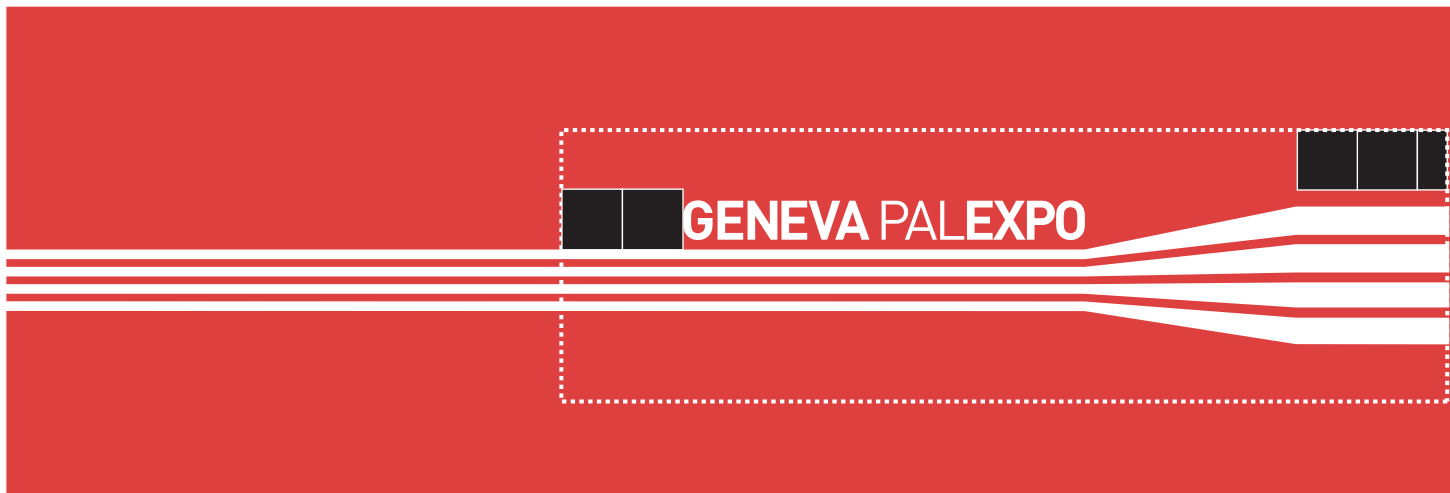
In order to preserve its balance and overall coherence, under no circumstances should the logo be altered.

For each application, it is recommended to use the digital artwork supplied with this Manual.

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No-print area
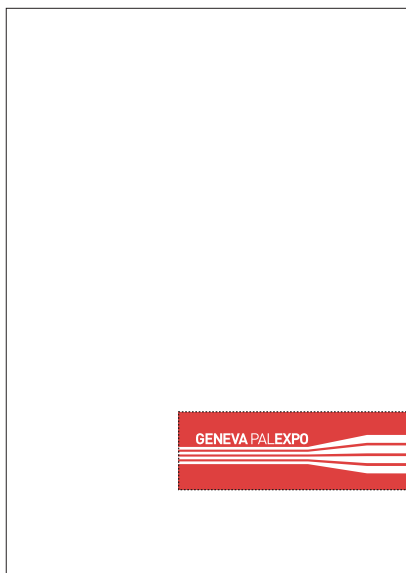
GENEVA PALEXPO

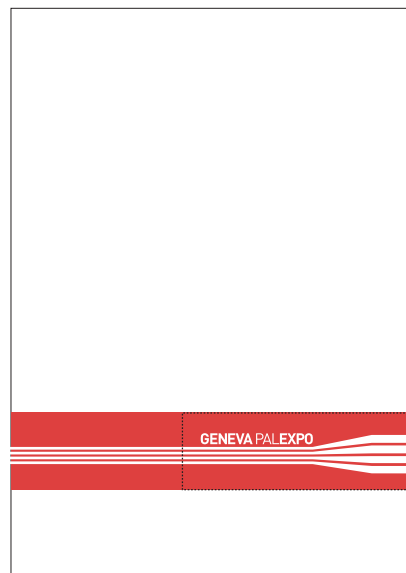No-print area

1.3 Framing the logo

The logo is placed preferably towards
the right hand edge of the page whilst
observing the no-print area
(see Section 1.2).
Extend the lines to the left edge of
the page as required.

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Example of logo
without line extension

Examples of logos
with line extensions

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1.4 Logo - Pantone and 4-Colour Process

For each logo (positive or reverse), the 4-colour process is the preferred version.
Use Pantone 186 if the logo cannot be reproduced with 4-colour process due to technical constraints or budget restrictions.

It is imperative to observe precisely the references shown below to obtain the most faithful colour reproduction.

4-Colour Version

Cyan : 0%
Magenta : 91%
Yellow: 76%
Black: 6%

GENEVA PALEXPO

Cyan : 0%
Magenta : 91%
Yellow: 76%
Black: 6%

GENEVA PALEXPO

Pantone Version

Pantone 186

GENEVA PALEXPO

Pantone 186

GENEVA PALEXPO

1.5 Logo - Black and White

If, due to technical or budgetary restrictions, the logo can only be reproduced in black & white, then one of the two following versions can be used.

1. Logo (positive or reversed out) in 100% black.

Examples: Fax, internal communications and documents intended for photocopying.

2. Logo (positive or reversed out) in 60% black for more elegant reproductions.

Example: B&W print advertising, etc.

1. Black 100%

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2. Black 60%

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1.6 Logo size

Minimum size:
Minimum logotype size is 2.4 mm line height (see illustration below).
This minimum size guarantees good legibility of the logotype.

Important:
Use the logotype only in applications where technical constraints compel the user to reduce logo size to less than 2.4 mm. When used alone, the logotype must not be less than 14 mm long (see illustration below).

Maximum size:
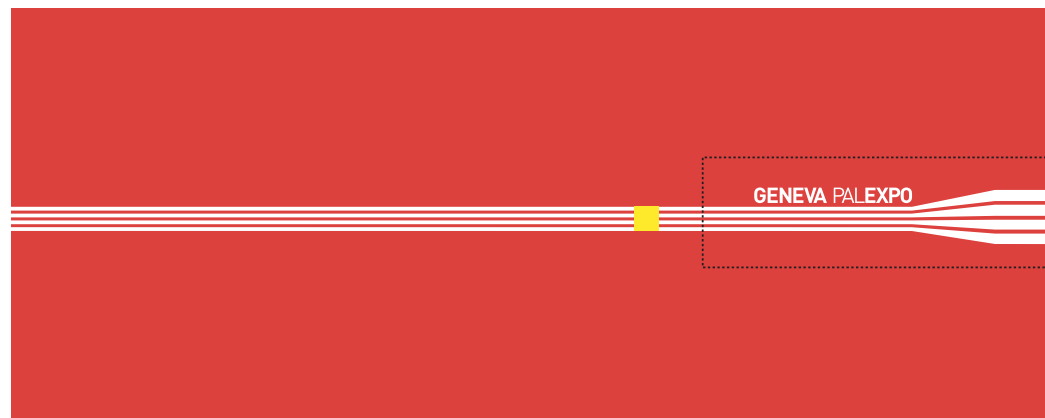No limit has been set as to maximum logo size.

Positive logo

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Minimum size

■ H = 2,4 mm

Reversed logo

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Minimum size

■ H = 2,4 mm

Logotype only

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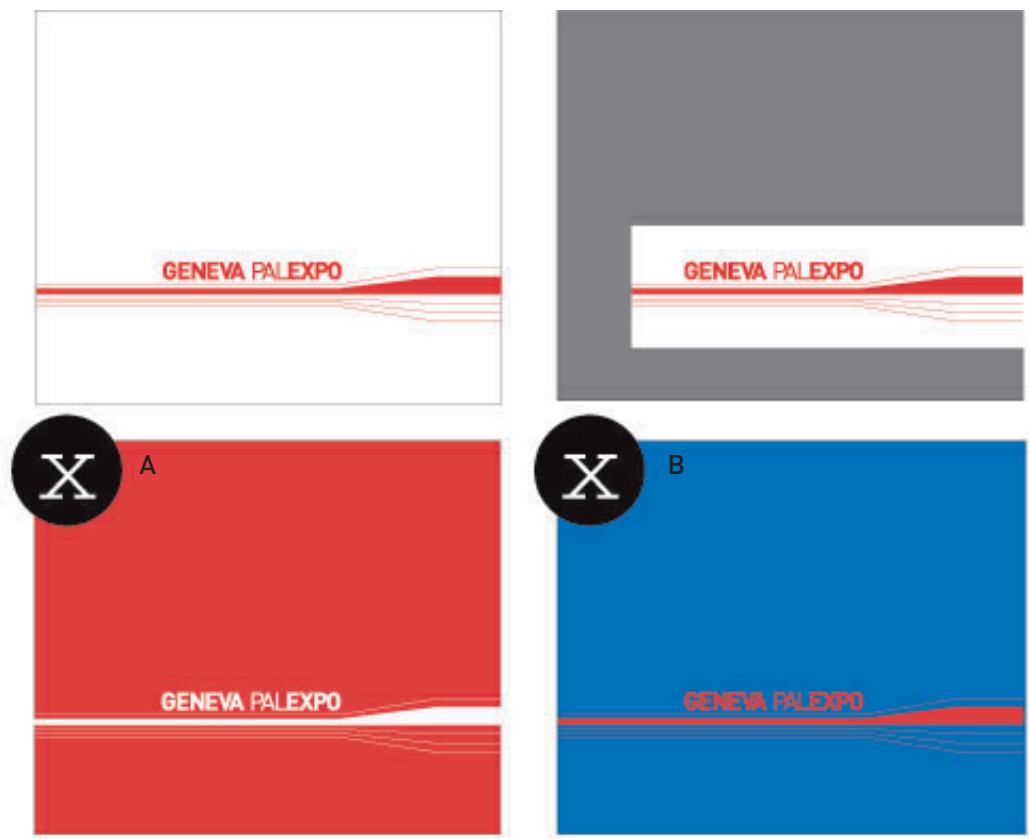
Minimum size

GENEVA PALEXPO

Length = 14 mm

Document enlarged 140%

1.7 Logo applications

The logo exists in several variations. Each variation corresponds to precise parameters to guarantee legibility:

1. Use a **positive logo** on white backgrounds only. On colour backgrounds, isolate the logotype in a block while observing the no-print area.

1. Positive

Incorrect usage:
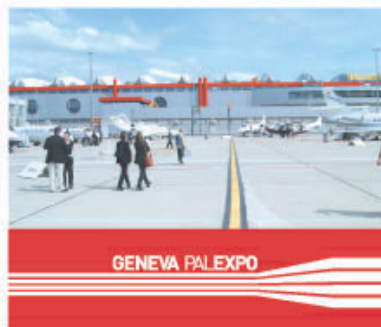A, B

1.7 Logo applications

2. A reversed out logo is used on red flat-colour print surfaces. In full-colour visuals, isolate the logo in its block while observing the no-print area.

2.1. A reversed logo without a block is used only on colour print surfaces which clash with red. This rule does not apply to full-colour visuals.
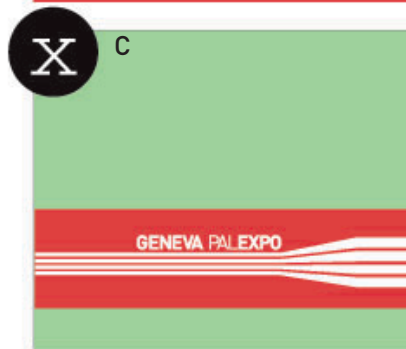
2.2. Special applications: Outside signage
Use a reversed logo in red for large applications (outside signage) where technical constraints require.

2. Reversed with red block

2.1. Reversed without red block

Incorrect usage: C, D

2.2. Special applications

1.8 Colour palette

A range of very precise reds make up the corporate colours of the logo. This range of reds is intended to embellish the various communications media. Colours may be used as small accents or on large surfaces.

Depending upon the chosen printing method (Pantone or 4-colour process), it is imperative to fully observe the references shown below in order to obtain the most faithful colour reproduction possible.

These specific colours and application system are powerful tools designed to help build recognition of the visual identity of GENEVA PALEXPO.

	Pantone 186	4-colour process	RGB
		C : 0%	R : 92.7%
		M: 91%	G : 8.7%
		Y : 76%	B : 16.1%
		B : 6%	

	Pantone 187	Quadri	RGB
		C : 0%	R : 75.8%
		M: 91%	G : 7.2%
		Y : 72%	B : 14.7%
		B : 23%	

	Pantone 1817	Quadri	RGB
		C : 0%	R : 23.8%
		M: 72%	G : 6.8%
		Y : 83%	B : 3.5%
		B : 76%	

	Black	Black from 10 to 100%

1.9 Typography

Main typeface: DIN.
This typeface family is intended for corporate communications. It is available in different weights and variations. The principal typeface is used without restrictions.
To distinguish two elements of information on the same page, use DIN NeuzeitGrotesk and DINMittelschrift.

To highlight words within a text, use DIN Bold.

Font in PC environment:
Use Arial and Arial Narrow typefaces. This font is readily available on any computer at all workstations.

Use the Arial typeface for the body text of correspondence as well as internal documents.

DIN LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

DIN REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

DIN MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

DIN BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789**

DINMITTELSCHRIFT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

DINNEUZEITGROTESK BOLDCOND ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Main typeface: DIN

ARIAL ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

ARIAL NARROW ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Font for PC environment: Arial