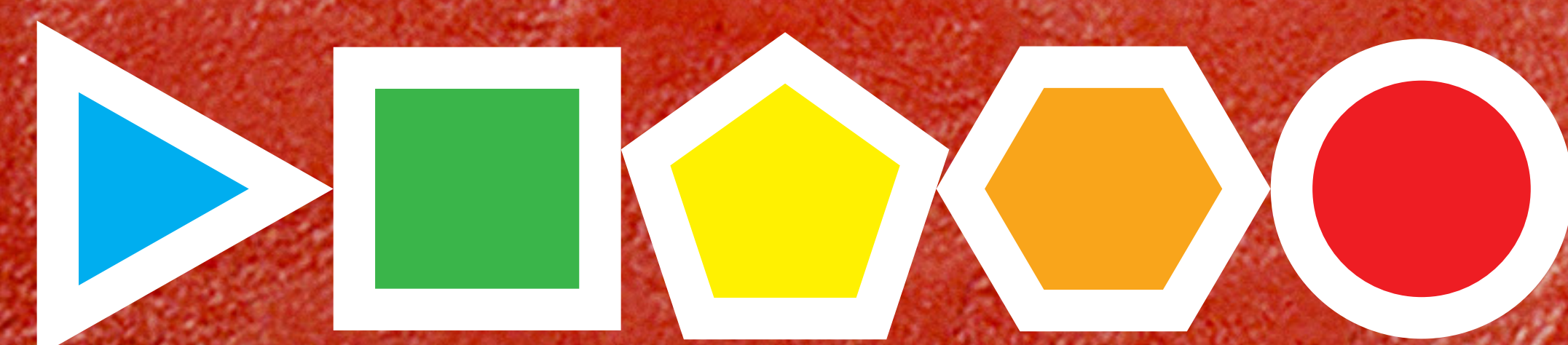

SMARTCITY

EXPO WORLD CONGRESS



Style guide 2022



Fira Barcelona

Summary

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- 01.2. COEXISTENCE WITH OTHER BRANDS
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- 02.1. LOGOTYPE
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01.

SMART CITY EXPO WORLD CONGRESS

01.1.

LOGOTYPE

01.1.

LOGOTYPE
MAIN APPLICATION

This is the main *Smart City Expo* logotype. The same layout and proportions will always be respected, as will the minimum reduction in resolution permitted for both web and print.

SMARTCITY
EXPO WORLD CONGRESS

SMARTCITY
EXPO WORLD CONGRESS



Minimum printed reduction: 35 mm.
Minimum website reduction: 110 px

01.1. **LOGOTYPE**
BACKGROUNDS

The logotype will always be applied in black on a white background, or in white when the background is black.

When the background is gray or neutral, it will be applied in white; it will be applied the same way when placed against the image of a red brick wall in the campaign graphic (graphic reference on page 29).

SMARTCITY
EXPO WORLD CONGRESS

SMARTCITY
EXPO WORLD CONGRESS

SMARTCITY
EXPO WORLD CONGRESS

SMARTCITY
EXPO WORLD CONGRESS

01.1. **LOGOTYPE**
OTHER BACKGROUNDS

The white logotype will also be used when the aforementioned red wall is changed to other colors, in alignment with the colors of the elements of the visual (reference on page 19).



01.1. LOGOTYPE
DATES

When the logotype coexists with event dates, these will be the correct applications and proportions. They can be used in either a square or horizontal format.



01.1. **LOGOTYPE**
INCORRECT USES

The layout of the elements that make up the branding may not be modified. These are examples of incorrect uses and are not permitted.



01.2.

COEXISTENCE
WITH OTHER
BRANDS

01.2. COEXISTENCE WITH
OTHER BRANDS
FIRA DE BARCELONA

Smart City Expo World Congress
& Fira Barcelona

When *Smart City Expo* has to coexist with another brand (in this case *Fira Barcelona*) these will be the sizes and proportions to apply the logos horizontally.

When aligning the logos horizontally, a minimum separation equal to their height will be respected. There is no maximum separation limit, as long as the top and bottom alignments are maintained between them.

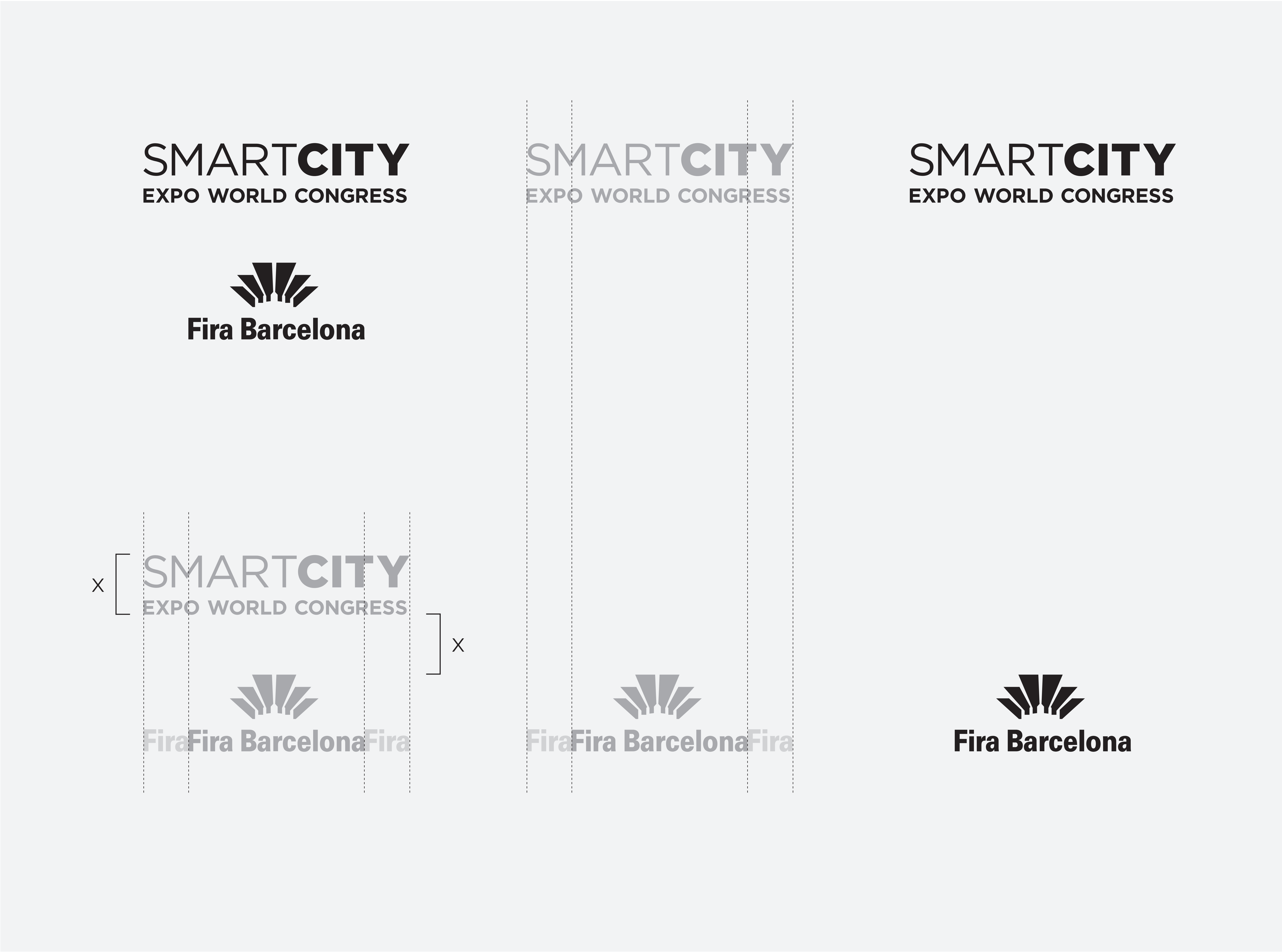


01.2. COEXISTENCE WITH
OTHER BRANDS
FIRA DE BARCELONA

Smart City Expo World Congress
& Fira Barcelona

In the event that the logos have to coexist vertically, this will be the correct application.

As in the previous case, the minimum distance between the two logos will be the same at the height of the *Smart City Expo* logo. When they are placed further apart, the proportions will be taken into account and maintained at all times. In both cases, central alignment with the outer margins will be respected.



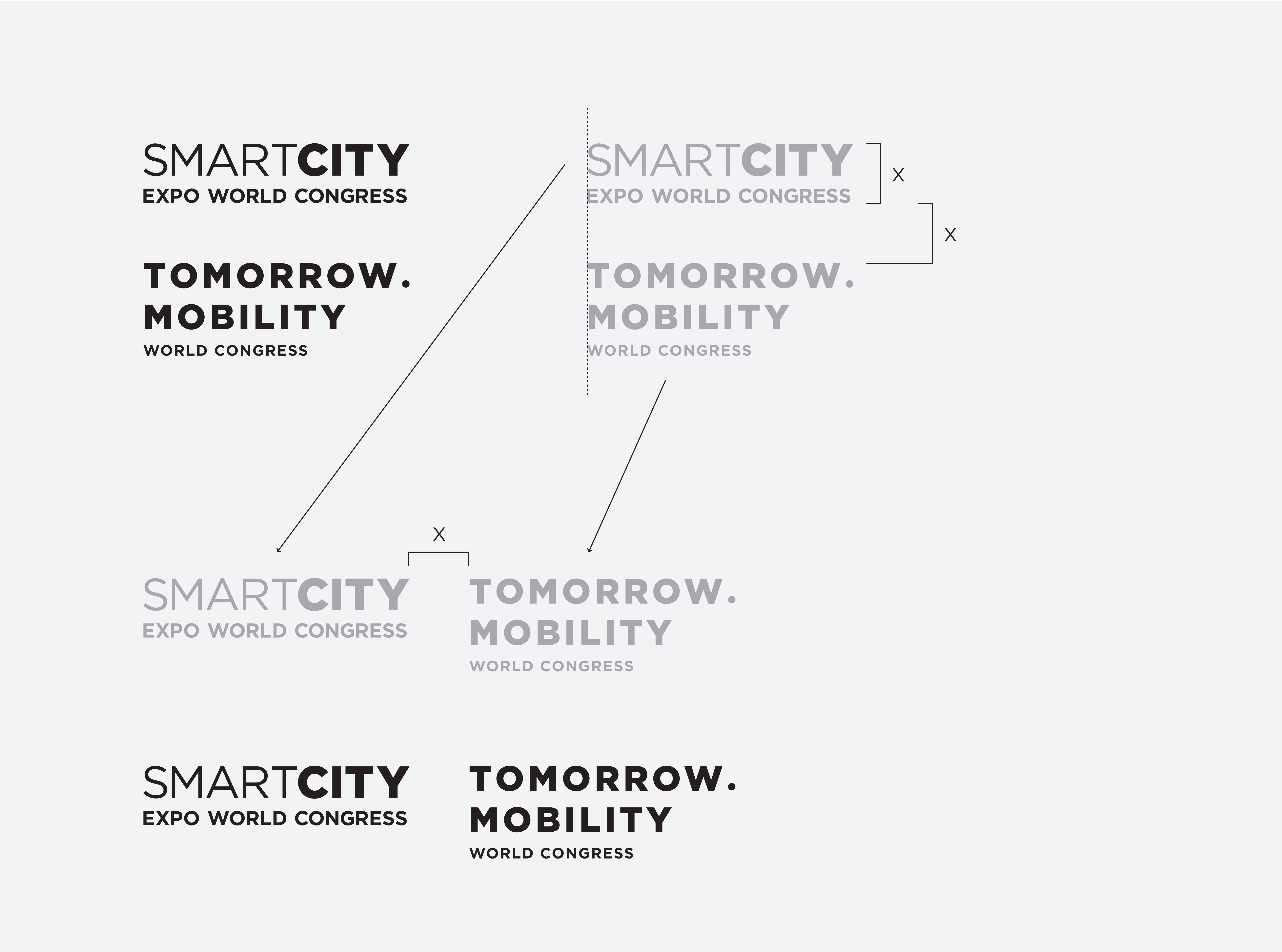
01.2.

COEXISTENCE WITH
OTHER BRANDS
TOMORROW.MOBILITY

Smart City Expo World Congress
& Tomorrow.Mobility World Congress

When the *Smart City Expo* logo must coexist with the logo for *Tomorrow.Mobility*, these will be the sizes and proportions for their application, both horizontally and vertically.

The space between them must be respected. The minimum distance in either case will be the same at the height of the *Smart City Expo* logo.



01.3.

TYPOGRAPHY

01.3.

TYPOGRAPHY

BODY OF TEXT

The font family that will be used for communications is GOTHAM.

For bodycopies in editorial publications, photo captions, etc., the font will be used in its LIGHT and BOOK versions.

On occasion, GOTHAM LIGHT may be used at a larger size for secondary titles. The use of the font may vary depending on the needs of each piece.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;-_ ^/*'+€@#%&()=¿?¡!

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;-_ ^/*'+€@#%&()=¿?¡!

01.3.

TYPOGRAPHY
MAIN TITLES

The BLACK version of the font will be used for headlines. It can be applied in uppercase or lowercase, depending on the context.

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;-_^/*'+€@#%&()=¿?¡!

01.3.

TYPOGRAPHY

OTHER
VARIABLES

If other variables are needed to differentiate between LIGHT, BOOK and BLACK in certain applications, the BOLD and MEDIUM versions of the font may be used as an exception.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;-_^/*'+€@#%&()=¿?¡!

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;-_^/*'+€@#%&()=¿?¡!

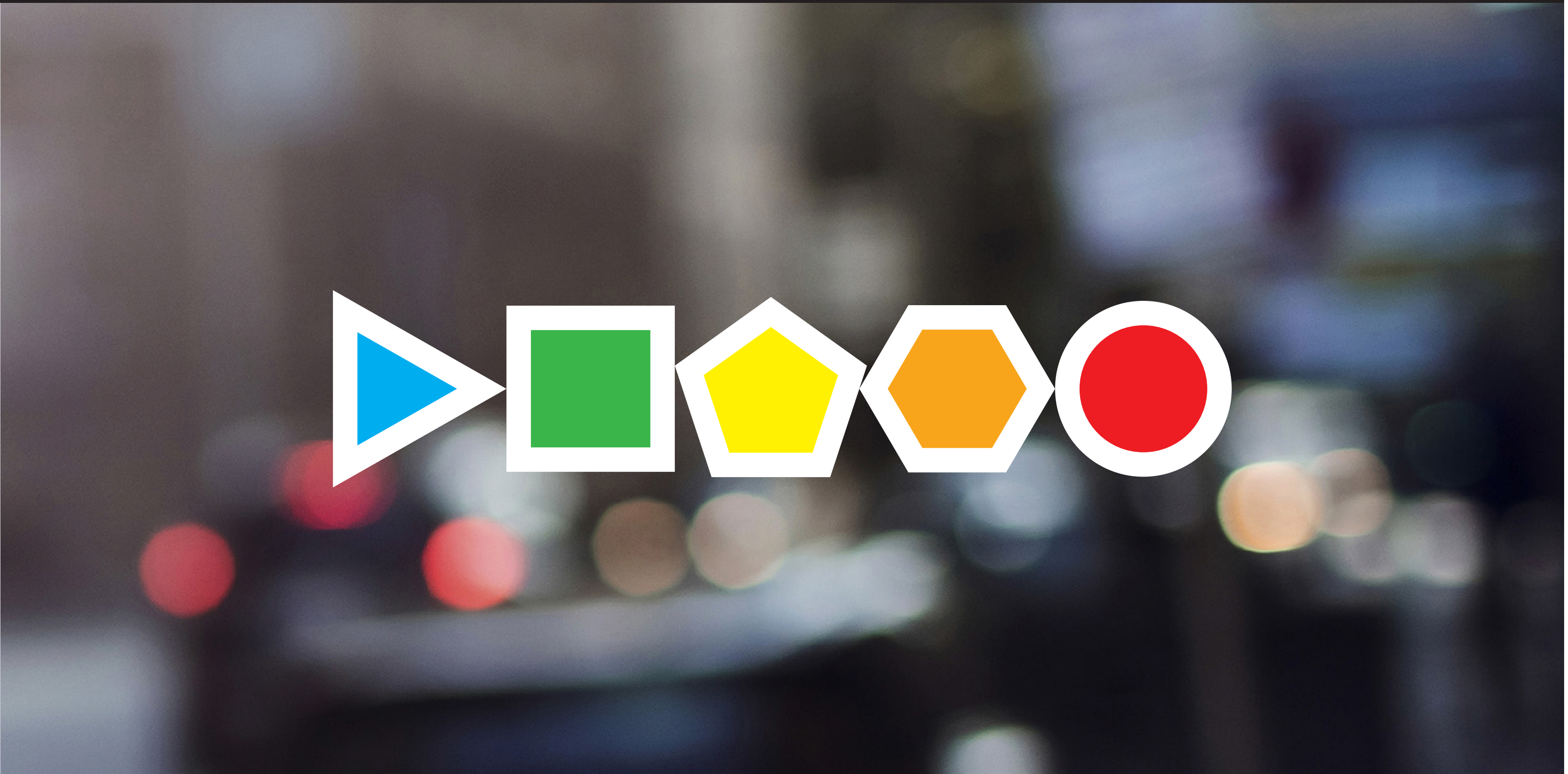
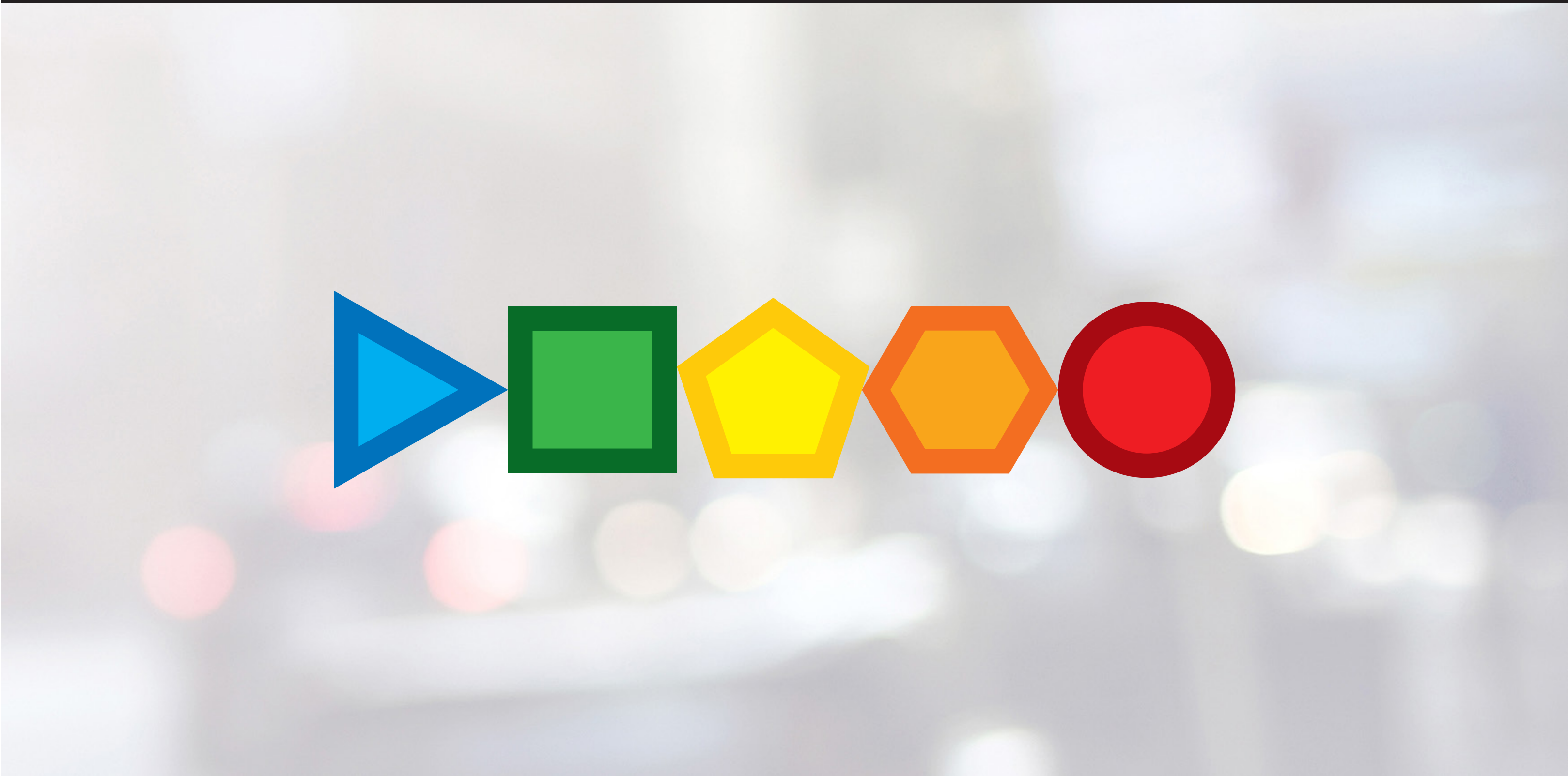
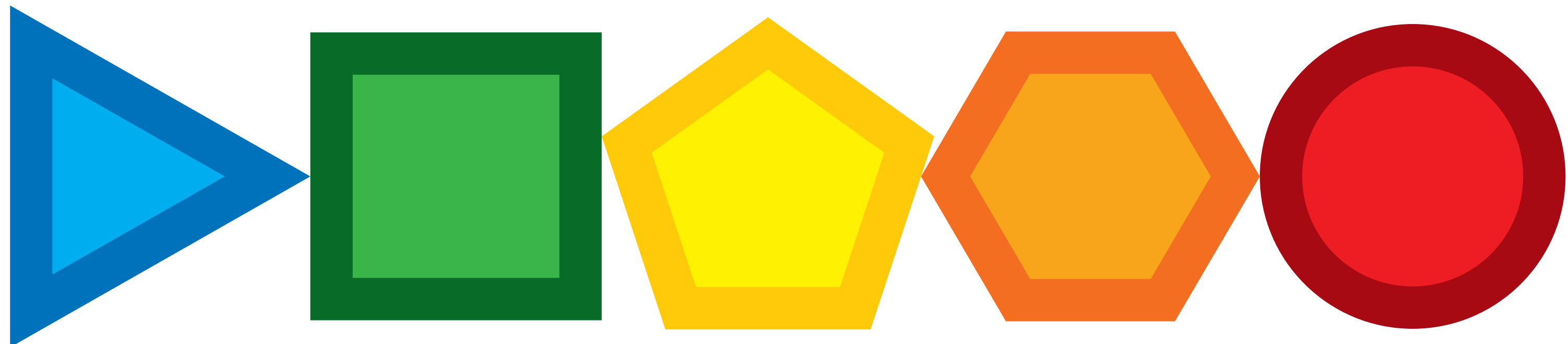
01.4.

CAMPAIGN

01.4. CAMPAIGN
VISUAL

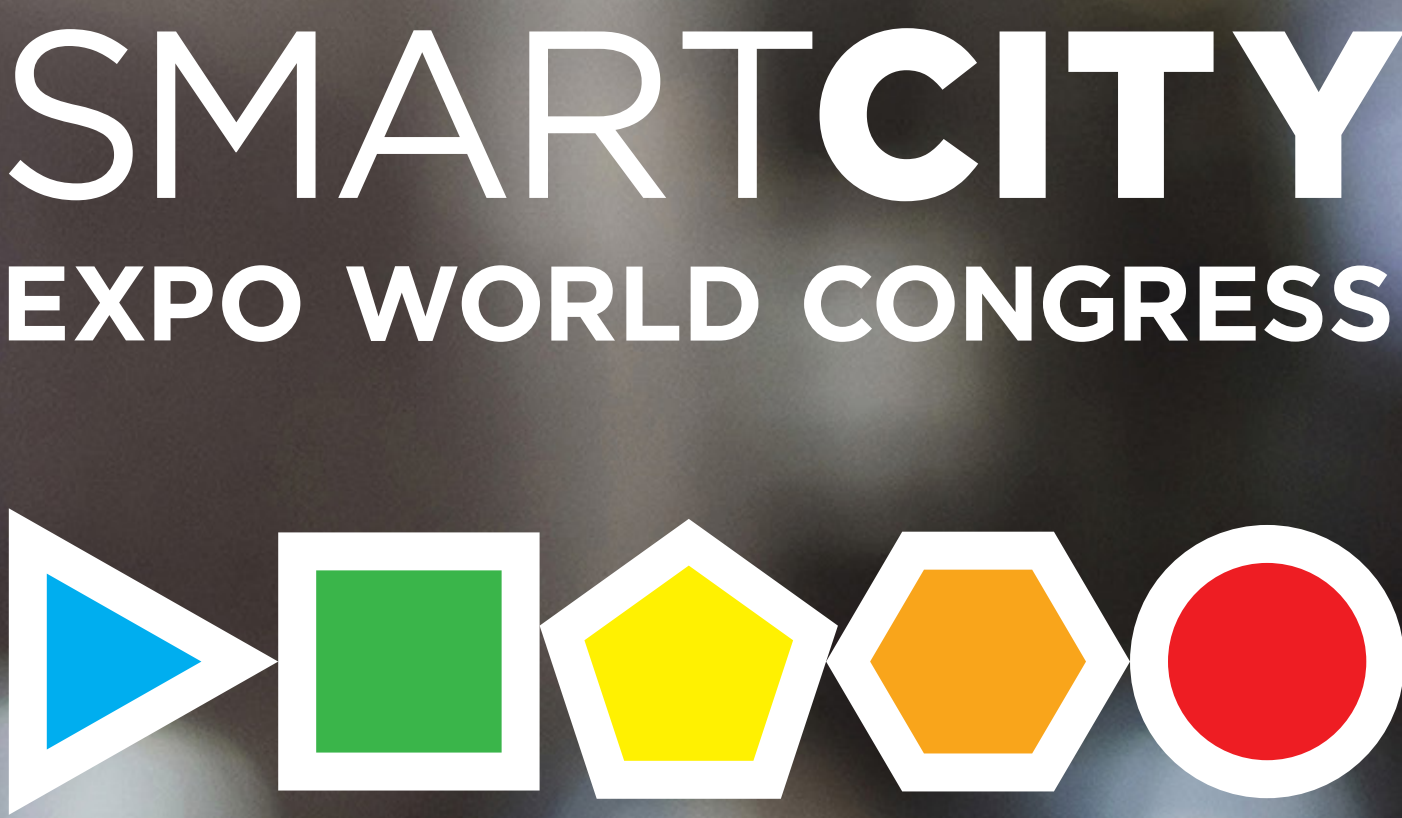
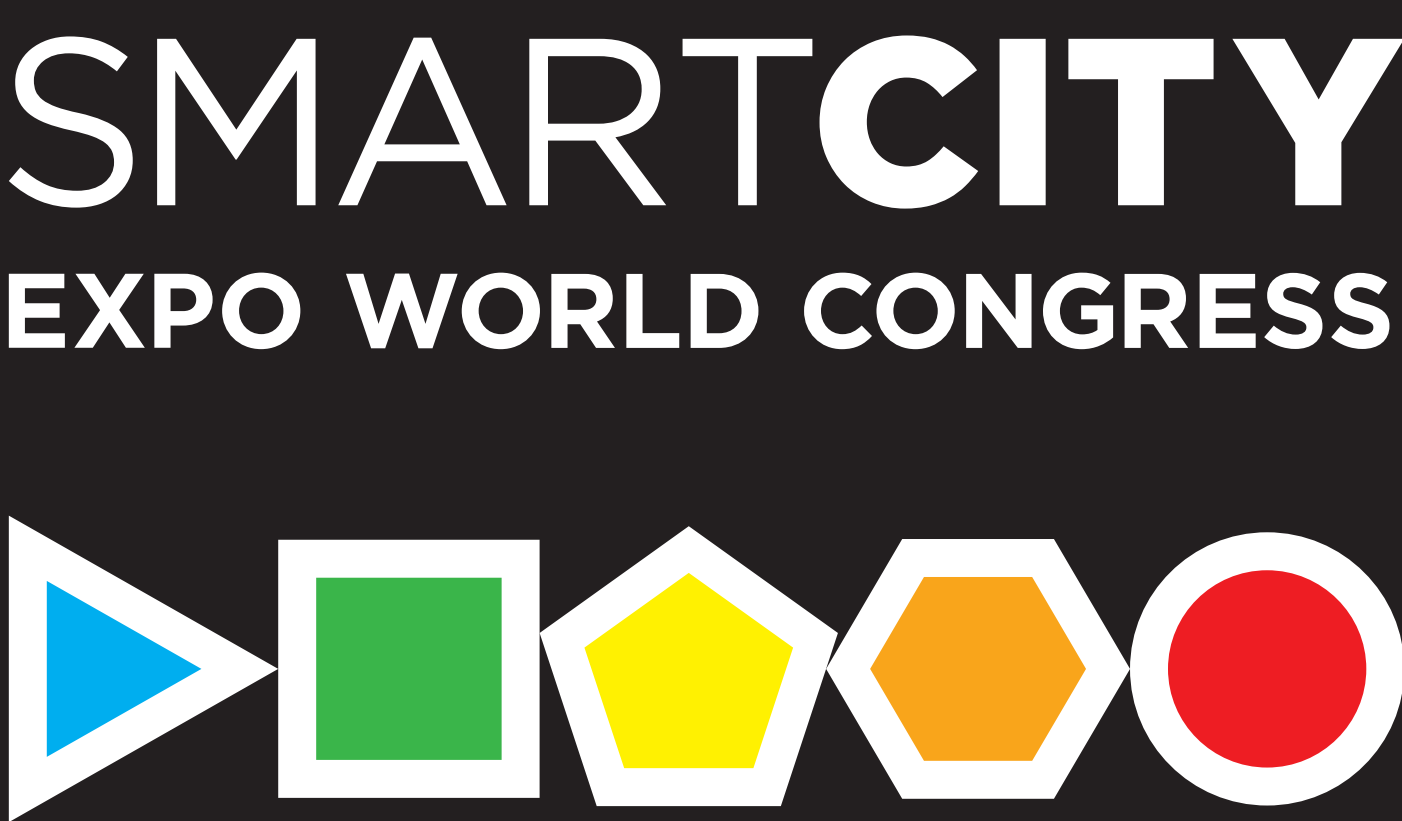
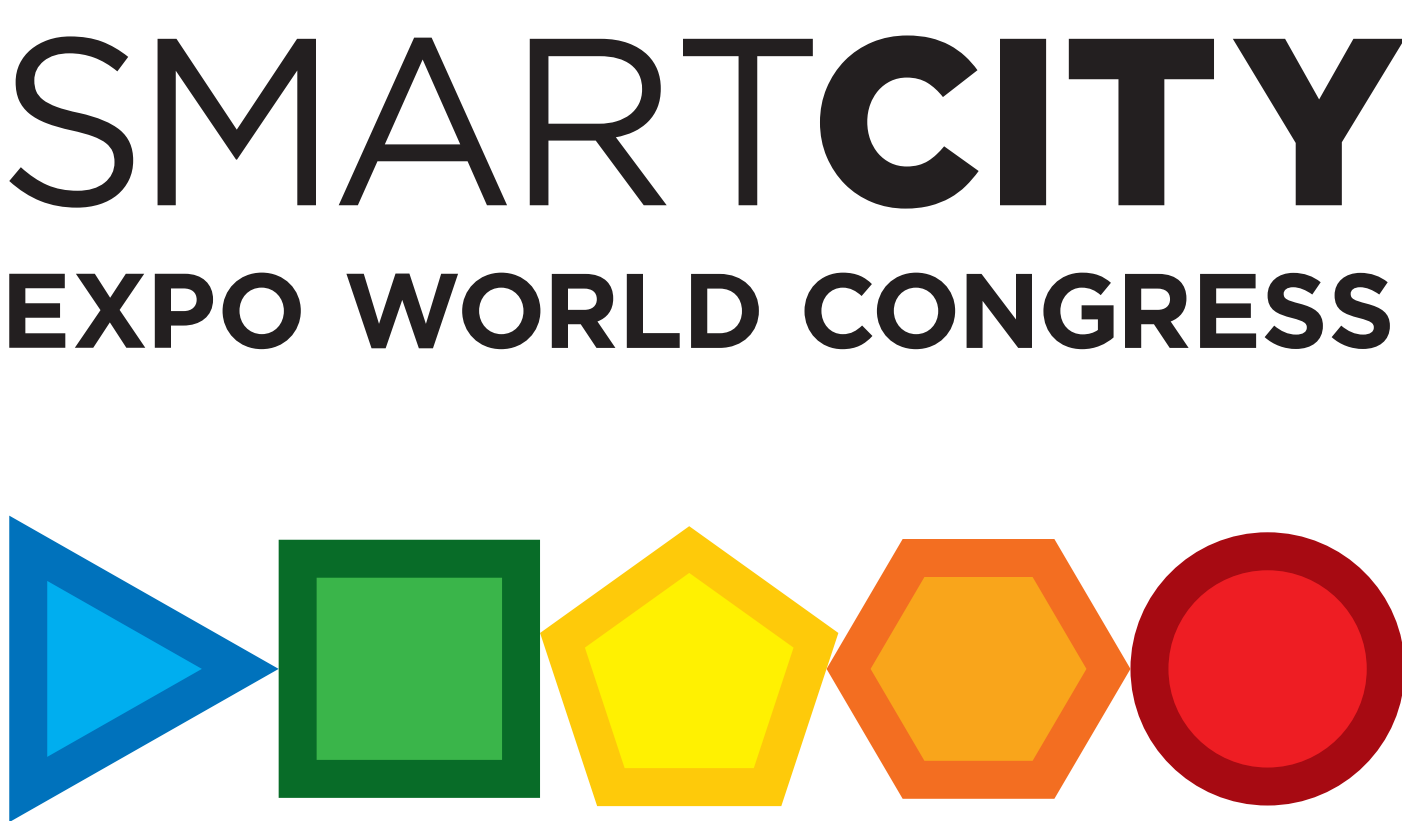
The main visual is the version with its shapes outlined in white. This should be the default version whenever the background permits.

Only when working with light-colored backgrounds, where the contrast with the white outline is very low and cannot be seen clearly, will the visual with colored borders be used.



01.4. CAMPAIGN
VISUAL

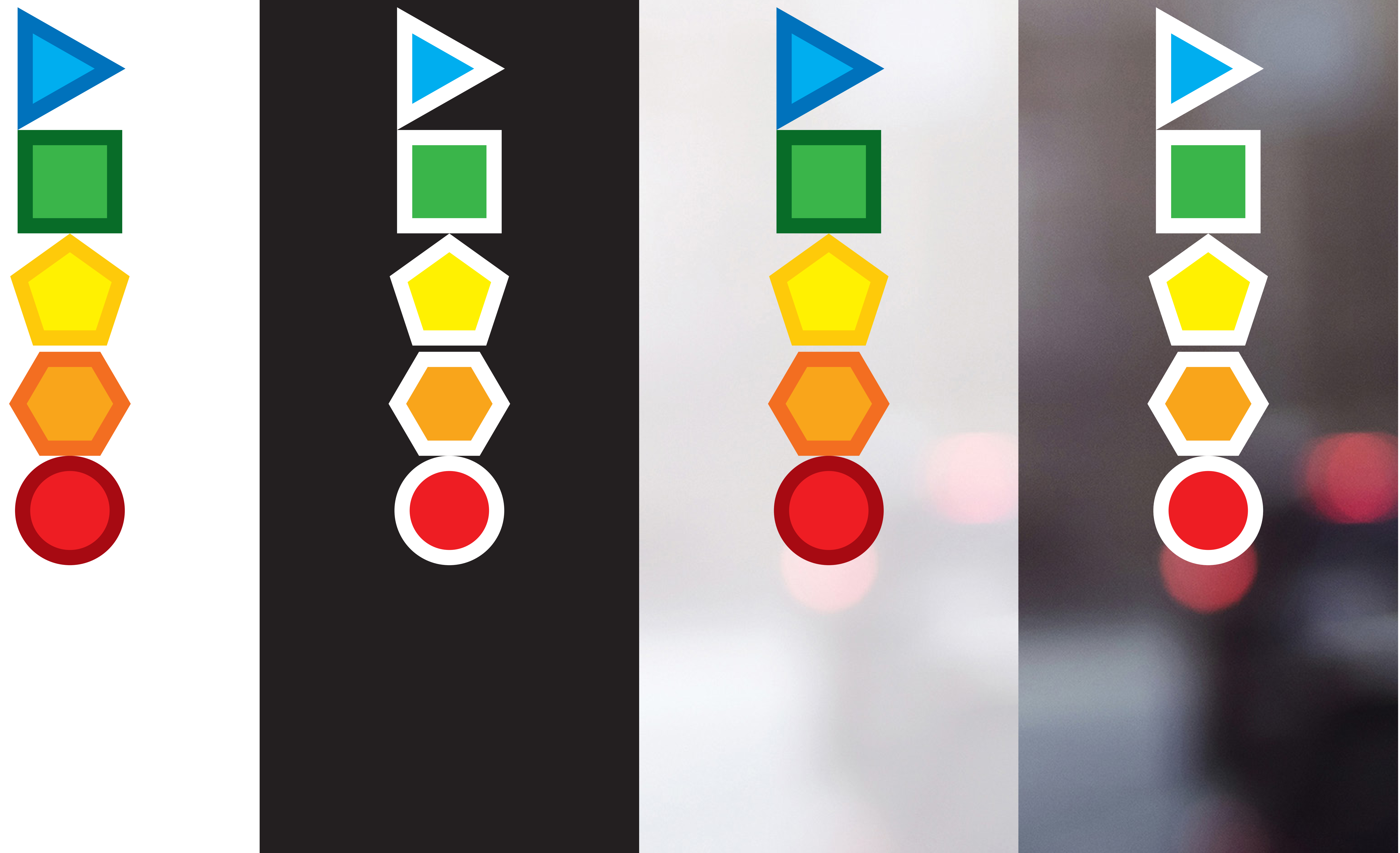
When the logo and the visual coexist, this will be the correct way to use them, depending on the background with which you are working.



01.4. CAMPAIGN
VISUAL

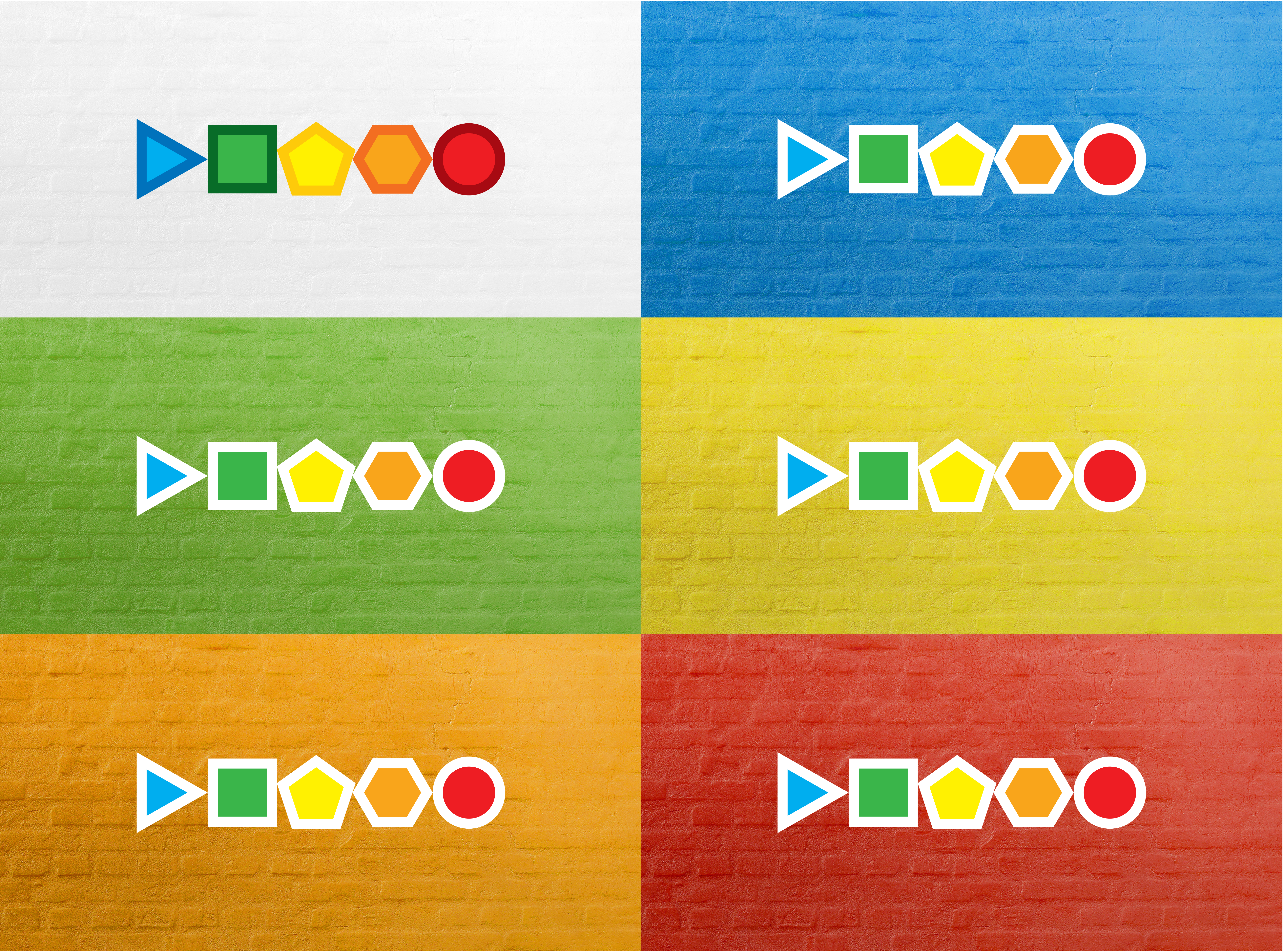
Whenever possible, the visual will be used horizontally; it is to be used vertically only in exceptional circumstances.

If it must be applied vertically, these will be the correct ways to apply it, depending on the background.



01.4. CAMPAIGN
VISUAL
BACKGROUNDS

This will be the correct application of the visual, depending on the corporate color of the background you are working on.



01.4. CAMPAIGN
VISUAL
BACKGROUNDS

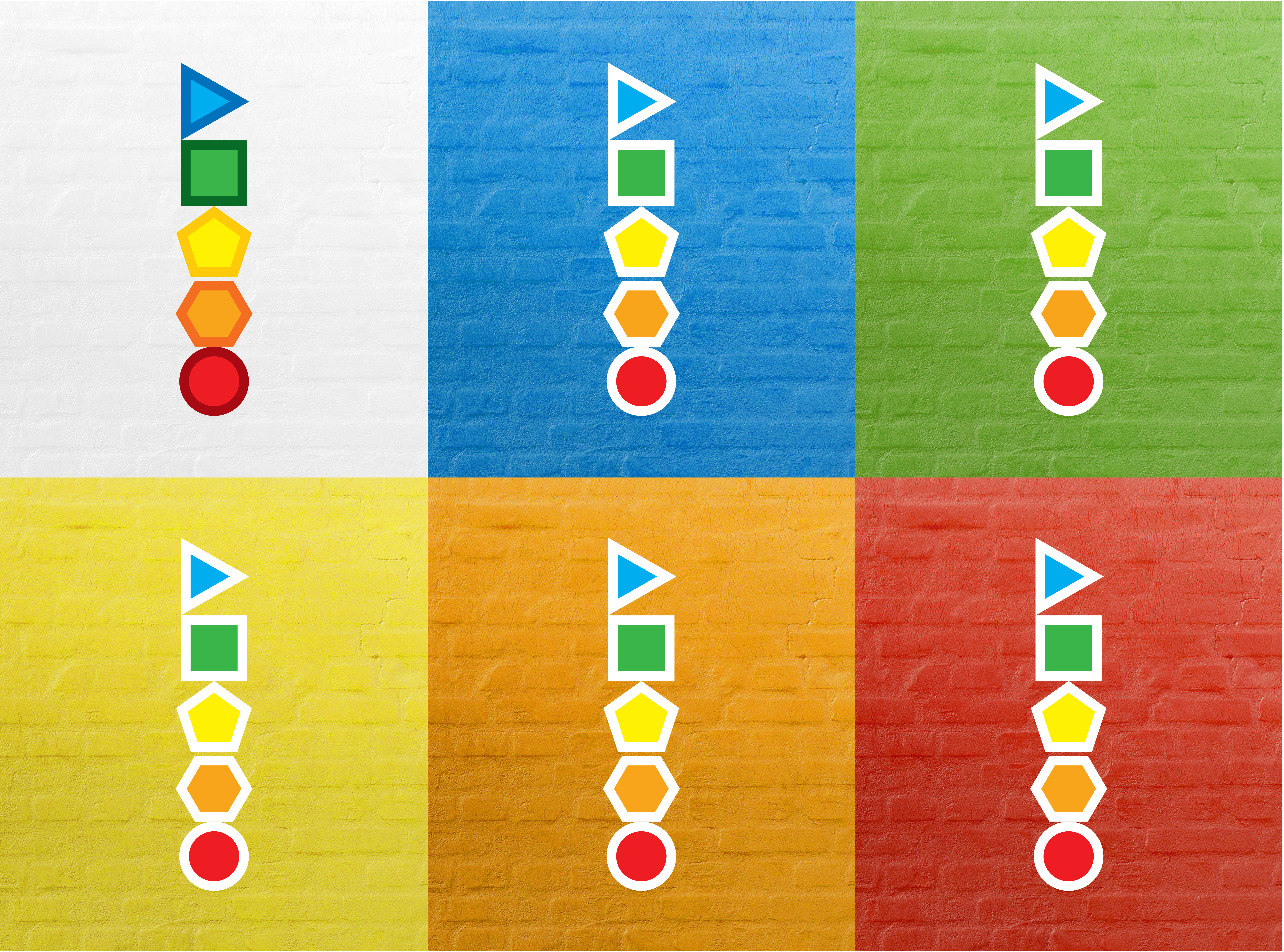
These will be the colors of the border of the visual and of the *Smart City Expo* logo when they coexist, depending on the corporate color background you are working on.



01.4. **CAMPAIGN**
VISUAL
BACKGROUNDS

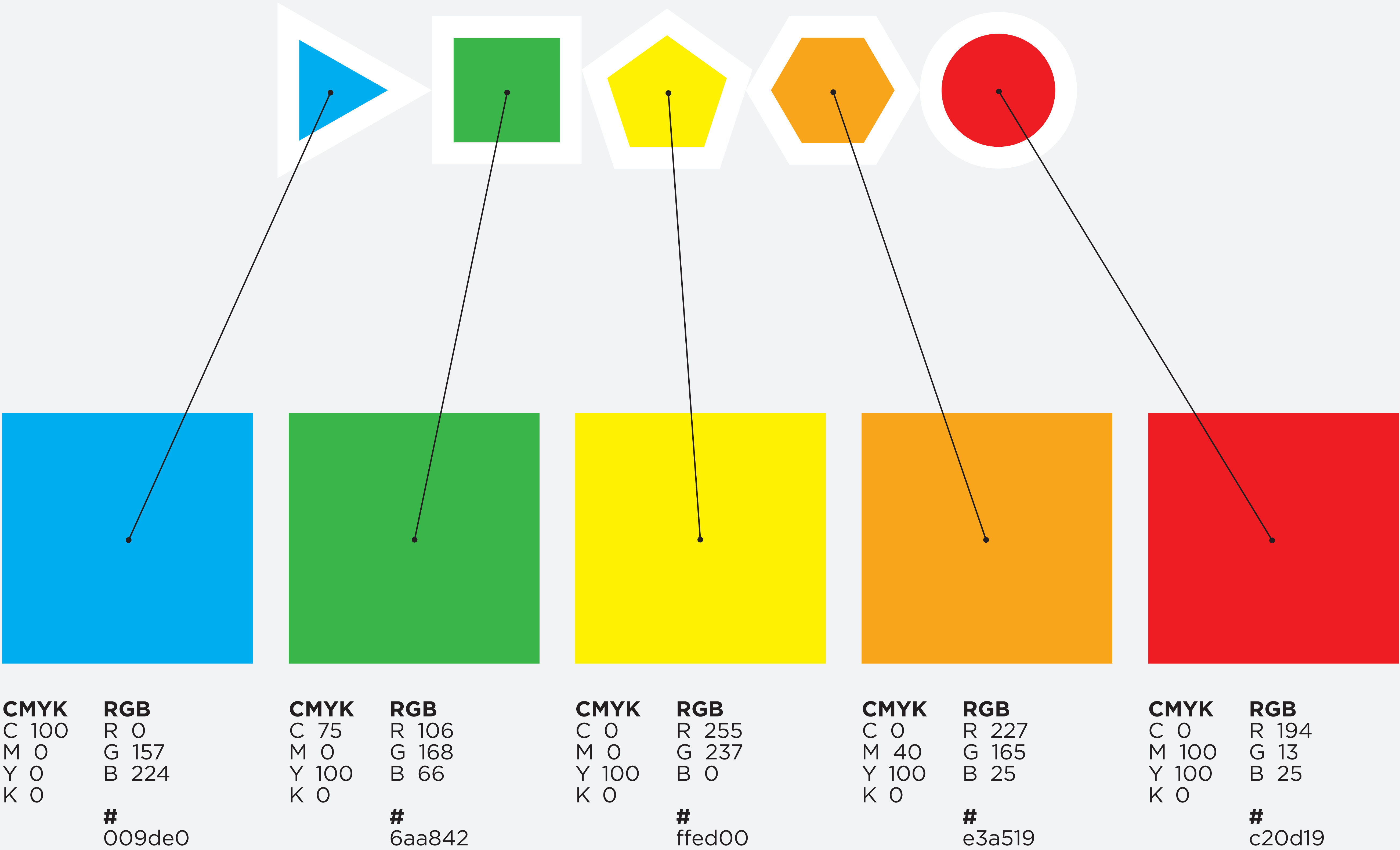
This is the vertical application of the logo on a corporate color background.

As previously indicated, it should be used vertically only as an exception. The horizontal version of the visual should be used as much as possible.



01.4. CAMPAIGN
VISUAL
INSIDE COLORS

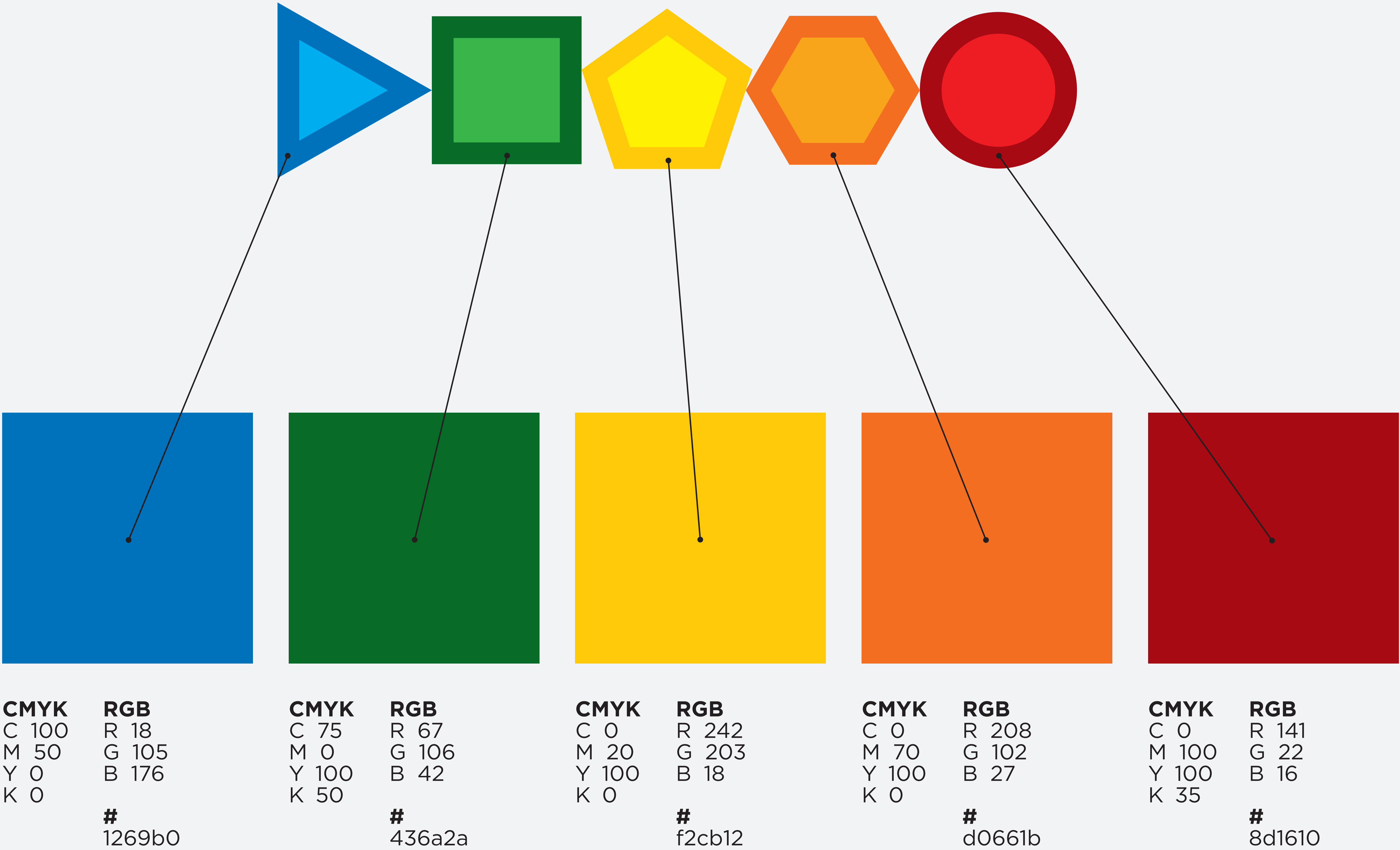
When the visual is applied in its outline version with a white profile, the colors inside the elements will be those indicated here (in four colors, RGB and hexadecimal depending on the platform used).



01.4. CAMPAIGN
VISUAL
OUTLINE COLORS

When the visual is applied in its outline version with a color profile, the exterior colors of the elements will be those indicated here (in four colors, RGB and hexadecimal depending on the platform used).

Those in the interior will be the same as those shown on the previous page.



01.4. CAMPAIGN
CLAIM ALIGNMENT

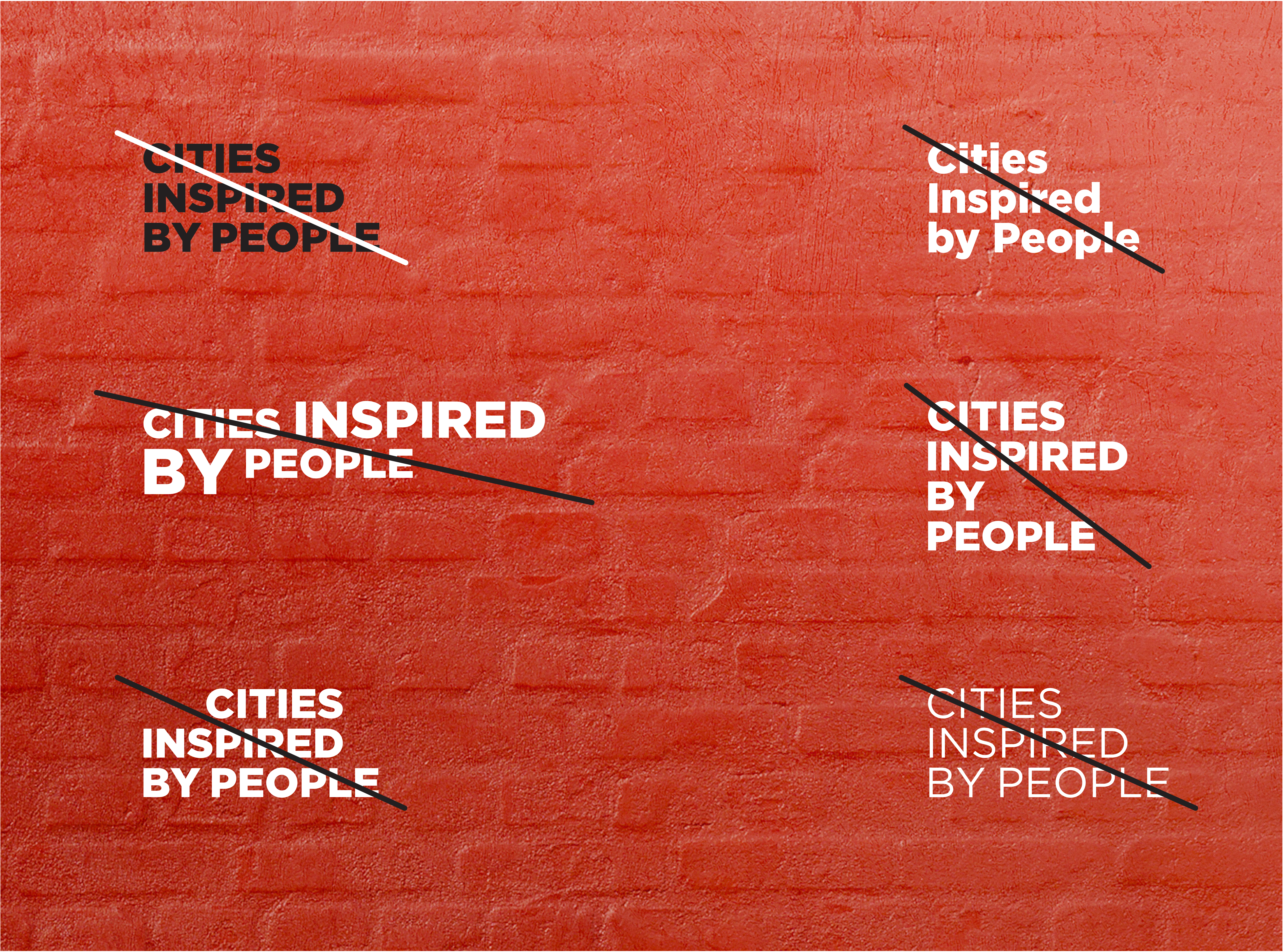
The campaign claim should always be applied in context, using the red brick wall background of the campaign graphic. Therefore, it should always be applied in white and in capital letters.

These are the different provisions permitted according to necessity.



01.4. CAMPAIGN
CLAIM
INCORRECT USES

These are examples of incorrect use
of the campaign claim.



01.4. CAMPAIGN
PRINT PORTRAIT

This will be the official poster to use in vertical formats, demonstrating the different compositional elements arranged correctly.

For communications concerning the 2022 event, the image to be used is the one in which several young people appear to be forming the skyline of a city with their poses. The profile of this shape will be outlined by a white line to help it stand out.



01.4. CAMPAIGN
PRINT LANDSCAPE

The poster may be adapted for use either horizontally or panoramically. This way the different compositional elements will always be arranged correctly.



01.4. CAMPAIGN
WAYFINDING TOTEMS

This is an example of the distribution of the elements on the wayfinding totems and indicators, with the corresponding proportions.

All symbols, text and logos are always to be in white on a colored background.



01.4. CAMPAIGN
WAYFINDING TOTEMS

In the design example above,
the skyline and the complete visual
may also be included on the lower
part of the totem.

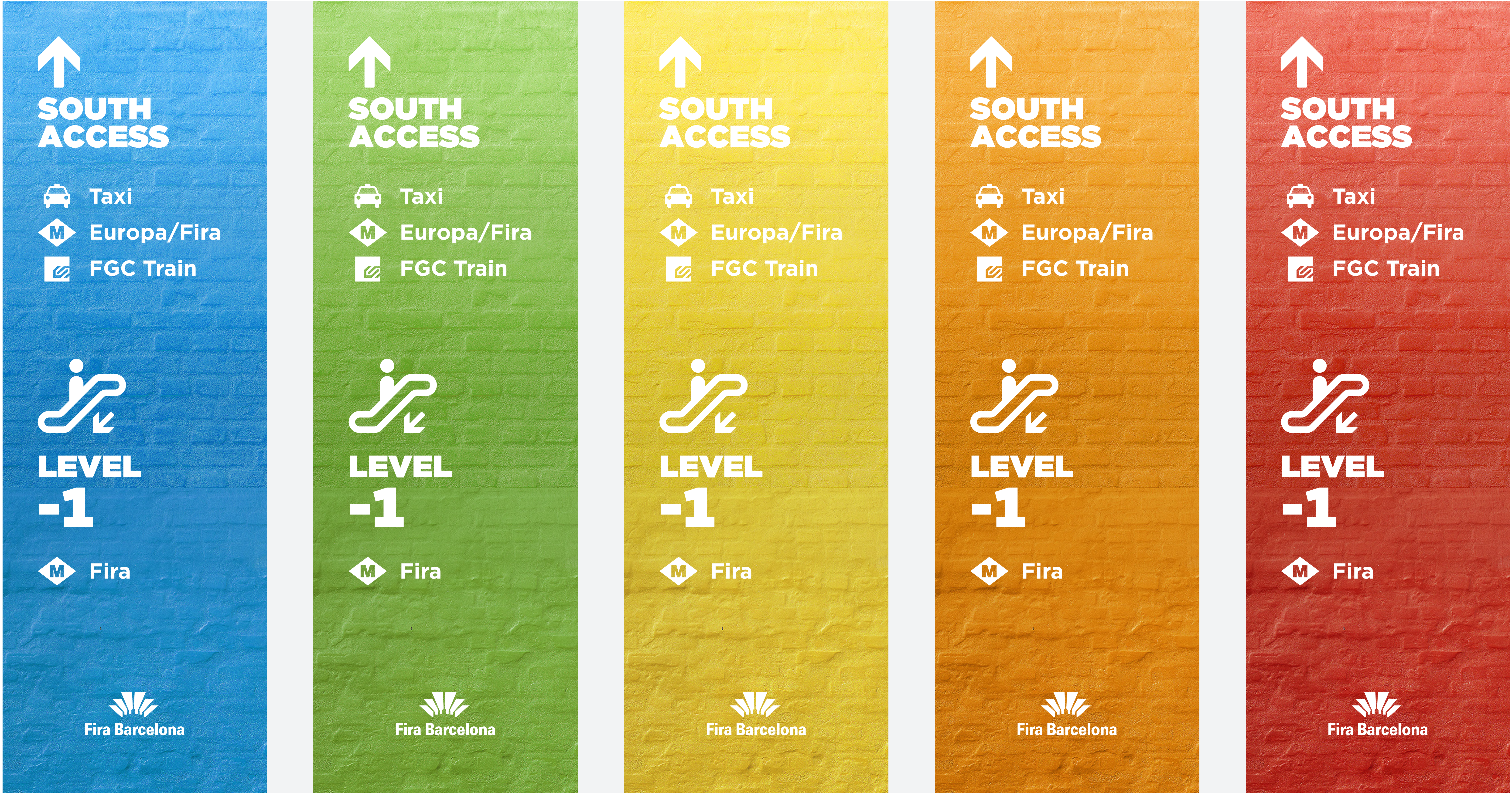


01.4. CAMPAIGN
WAYFINDING TOTEMS

Depending on the information we need to add to the totem, this distribution of elements may be used, left-justified. The size and proportions must be big enough to be seen from a certain distance.

If a logo must be included—in this case, that of *Fira de Barcelona*—it should be centered on the lower section.

All iconography, symbols and text are always to be in white on a colored background.



01.4. CAMPAIGN
WAYFINDING TOTEMS

Some of the totems may be for decorative use. If so, this is an example of the distribution of the elements in a narrower format.



02.

FIRA BARCELONA

02.1.

LOGOTYPE

02.1. LOGOTYPE
MAIN APPLICATION

This is the *Fira Barcelona* brand logo.
The same provisions and proportions
will be respected, as will the minimum
reduction in resolution permitted for
both web and print.



Minimum printed reduction: 20 mm.
Minimum website reduction: 80 px

02.1. LOGOTYPE
COLOR PALETTE

The main application of the *Fira Barcelona* logo will be in navy blue on a white background.

The variants shown here can also be used in different situations using other backgrounds (color references in Pantone®, four-color, RGB and hexadecimal, depending on the platform in which it is applied).



Pantone
287 C

CMYK
C 100
M 75
Y 2
K 17

RGB
R 0
G 51
B 141

#
00338d

Pantone
Warm Grey 10

CMYK
C 24
M 34
Y 63
K 0

RGB
R 118
G 106
B 98

#
766a62

Pantone
Black

CMYK
C 30
M 30
Y 30
K 100

RGB
R 0
G 0
B 0

#
000000

02.1.

LOGOTYPE

SECONDARY APPLICATION

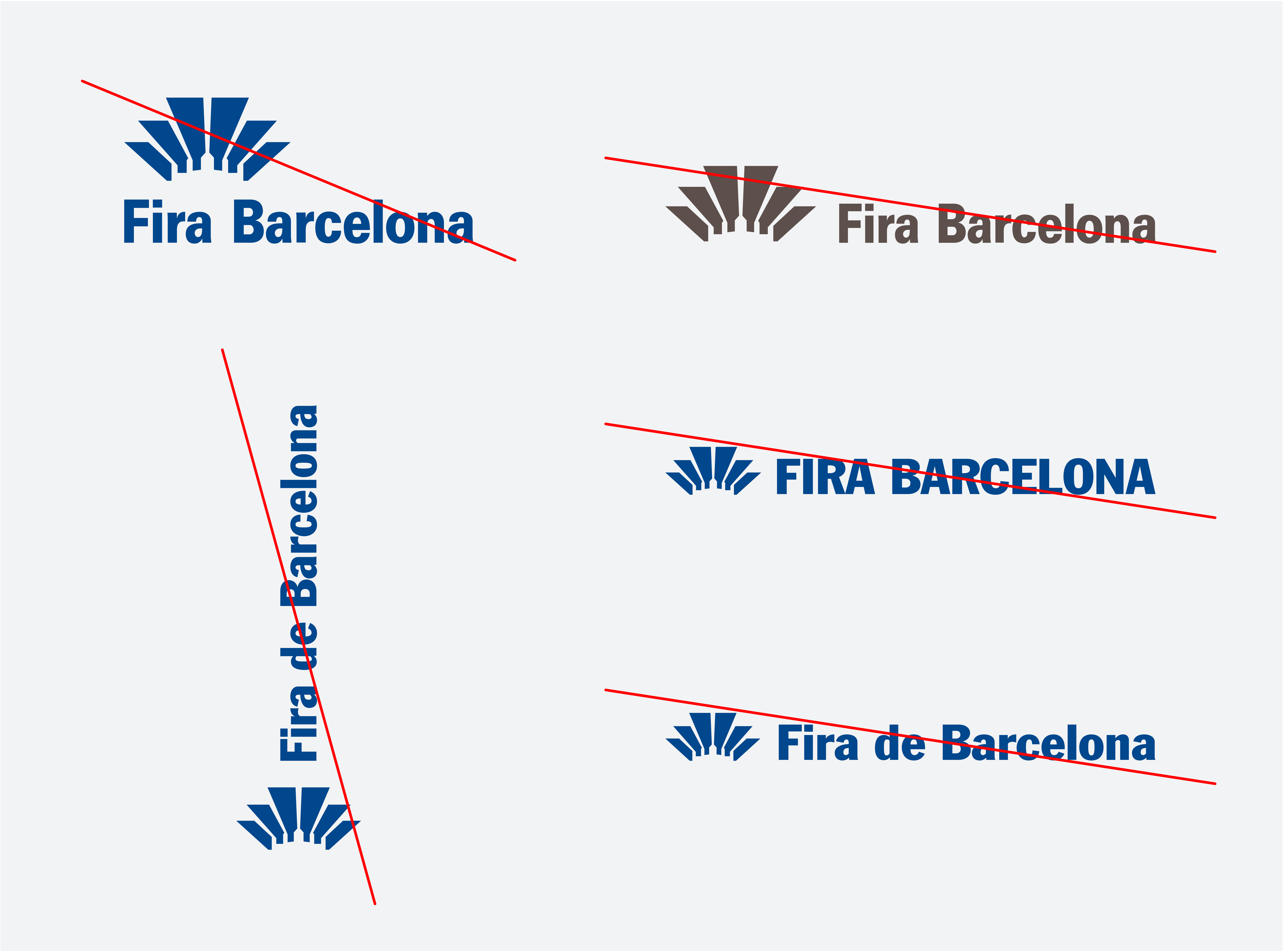
The logo may also be used in this way in landscape formats. The same provision and proportions will be respected, as well as the minimum reduction in resolution permitted.



Minimum printed reduction: 25 mm.

02.1. **LOGOTYPE**
INCORRECT USES

Examples of incorrect uses: variations in size, proportions, prohibited distribution of visual elements, etc.



02.1. LOGOTYPE
USE OF THE LOGOMARK OR SYMBOL

The logomark or symbol may be used without the mention of *Fira Barcelona* only in decorative elements inside the facilities. In any other case, the symbol must always coexist with the *Fira Barcelona* name.



02.1. LOGOTYPE
URL MANDATORY FONT
AND COLOR

This layout, typography and use of color will be applied when using the *Fira Barcelona* URL.

The HELVETICA NEUE BLACK font will only be used in the URL.

www.firabarcelona.com

www.firabarcelona.com

Pantone 287 C	CMYK C 100 M 75 Y 2 K 17	RGB R 0 G 51 B 141	# 00338d	Pantone Black	CMYK C 30 M 30 Y 30 K 100	RGB R 0 G 0 B 0	# 000000
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Helvetica Neue Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;-_^/*'+@#%&()=¿?¡!

02.2.

TYPOGRAPHY


02.2. **TYPOGRAPHY**

The font FRANKLIN GOTHIC
CONDENSED will be used in the
Fira Barcelona logotype.

Franklin Gothic Condensed

A B C D E F G H I J K L M N Ñ 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 ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , : ; - _ ^ / * ' + @ # % & () = ¿ ? ¡ !

www.smartcityexpo.com

#SCEWC22   **in**  