

DMEXCO 26

Brand Styleguide

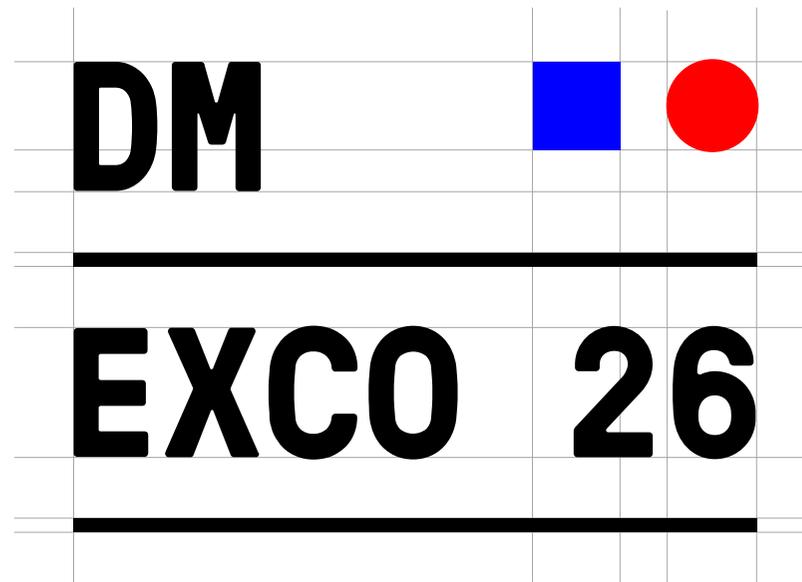
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Logo

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





Logo

Dynamic Logo System

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

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



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



- 3 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.



- 4 Horizontal Logo**
is best used when there is an asset with a limited space vertically and a lot of space horizontally.
Anmerkung: nur in Ausnahmefällen



- 5 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 boundary of the text area. The text, symbols and the height of the lines stay the same size.



raus?

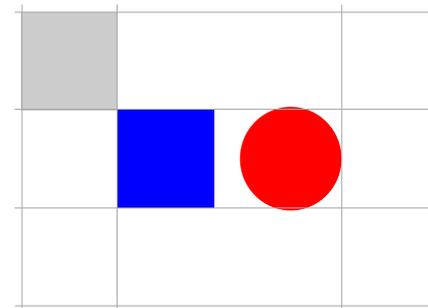
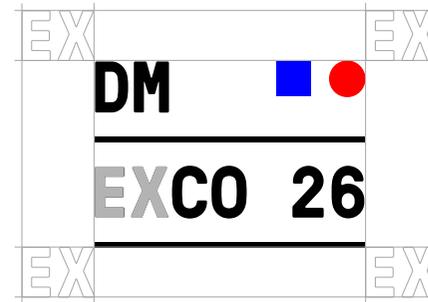
Logo

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.

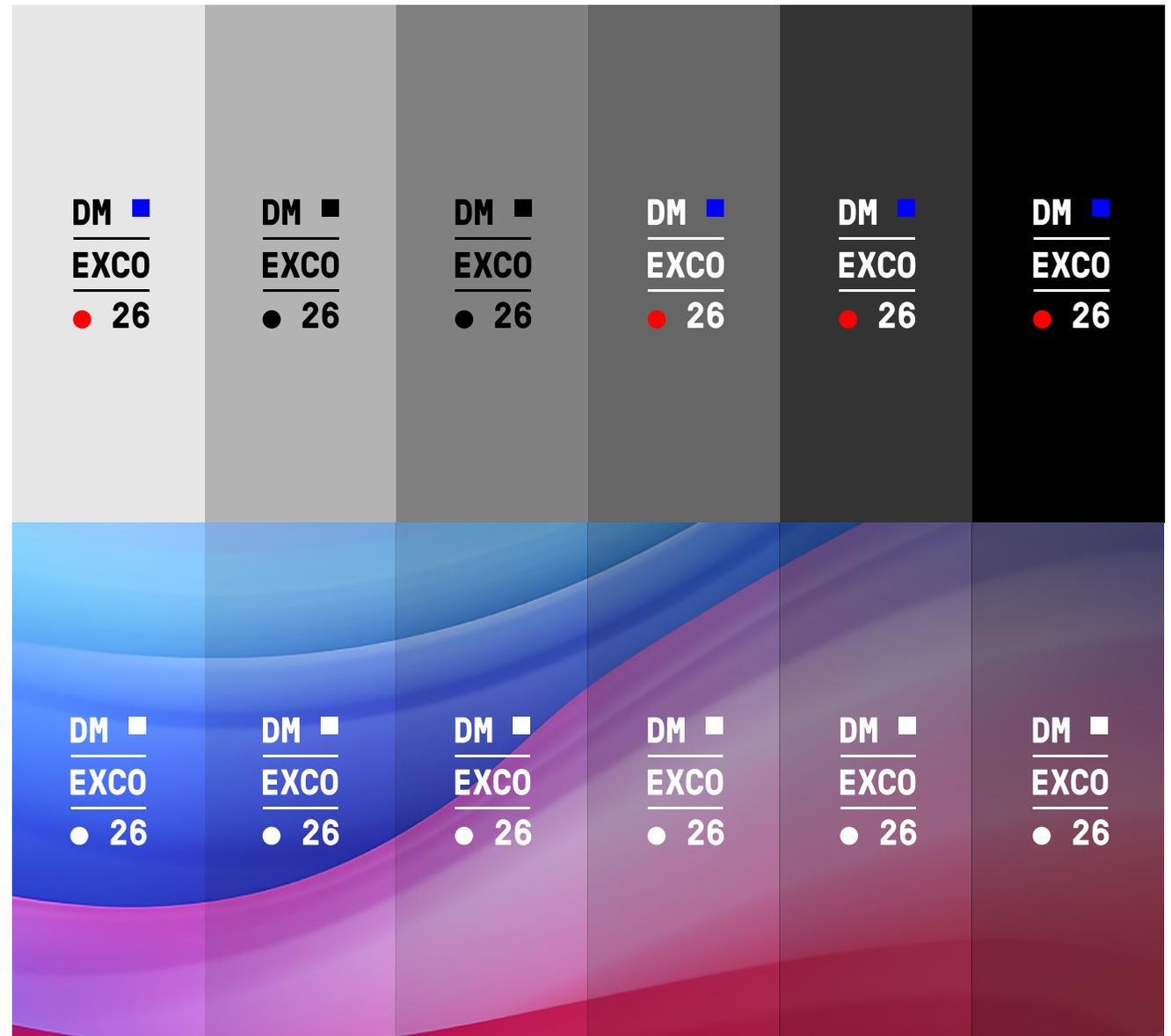
Minimal Space



Logo

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

Usage/Background



Logo

Don'ts



1 Color Adjustments



2 Manipulation of Shape



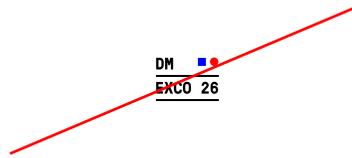
3 Visual Effects



4 Transparency



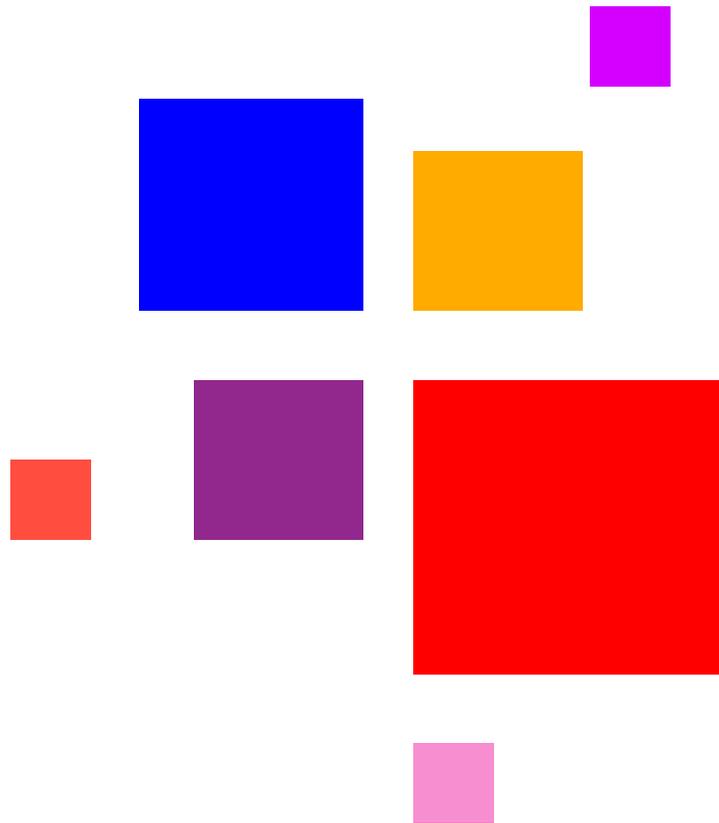
5 Too Small Size



6 Outlines



Colors



Colors

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 created by two or more primary and secondary colors and can be used for graphic elements like buttons, icons or typography.

Overview

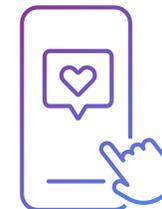


| PRIMARY COLORS | | CMYK | RGB | HEX | PANTONE |
|--|-----------------------|-------------------|-------------|---------|---------|
|  | BLUE EXPO | 100 75 0 0 | 0 0 255 | #0000ff | 293 |
|  | RED CONFERENCE | 0 100 100 0 | 255 0 0 | #ff0000 | 2035 |

| SECONDARY COLORS | | CMYK | RGB | HEX | PANTONE |
|--|---------------------|-----------------|-----------------|---------|---------|
|  | DARK GREY | 0 0 5 85 | 80 78 75 | #504e4b | 2336 |
|  | LIGHT GREY | 0 0 5 10 | 240 238 232 | #f0eee8 | 9103 |
|  | MIDDLE BLUE | 75 40 0 0 | 65 155 255 | #419bff | 2382 |
|  | LIGHT BLUE | 66 0 0 0 | 0 195 255 | #01c3ff | 306 |
|  | LIGHT ORANGE | 0 27 94 0 | 251 191 6 | #fbbf06 | 7408 |
|  | CORAL | 0 65 42 0 | 249 120 120 | #f97878 | 16-1546 |
|  | VIOLET | 15 75 0 0 | 210 72 255 | #d248ff | 2582 |
|  | PURPLE | 55 95 0 0 | 146 39 142 | #92278e | 513 |

click here

**Get your
ticket now!**

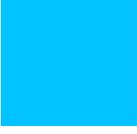


Colors

Areas Gradients

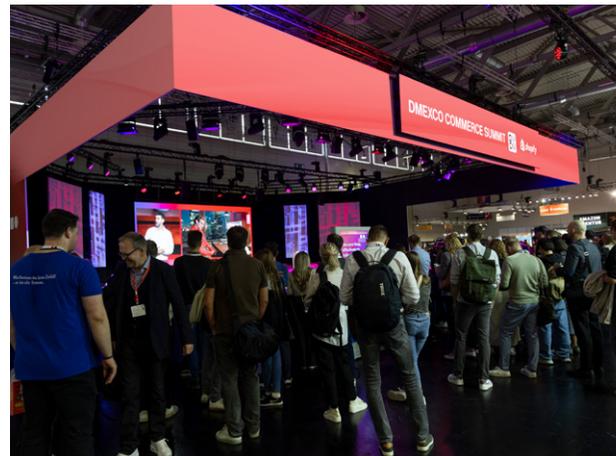
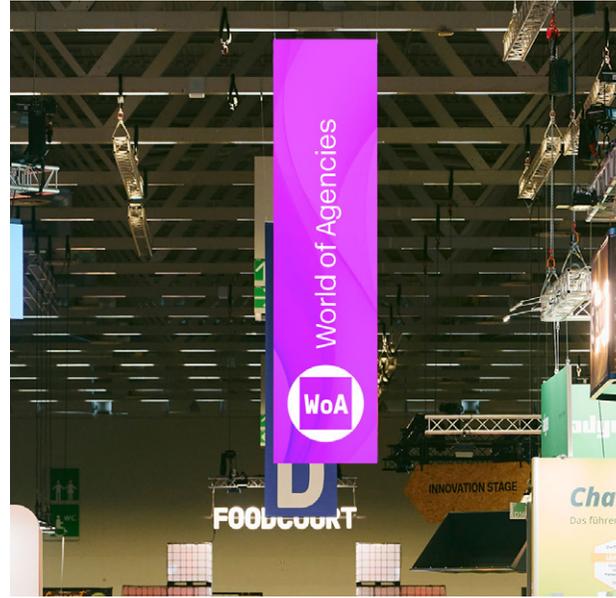
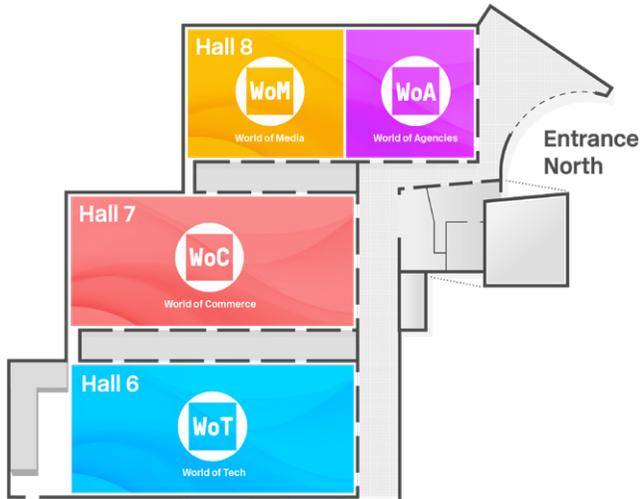


The topic areas use specific color codes and signs

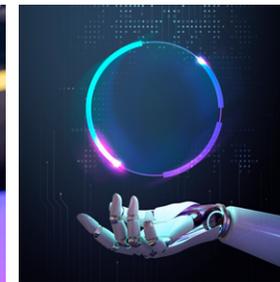
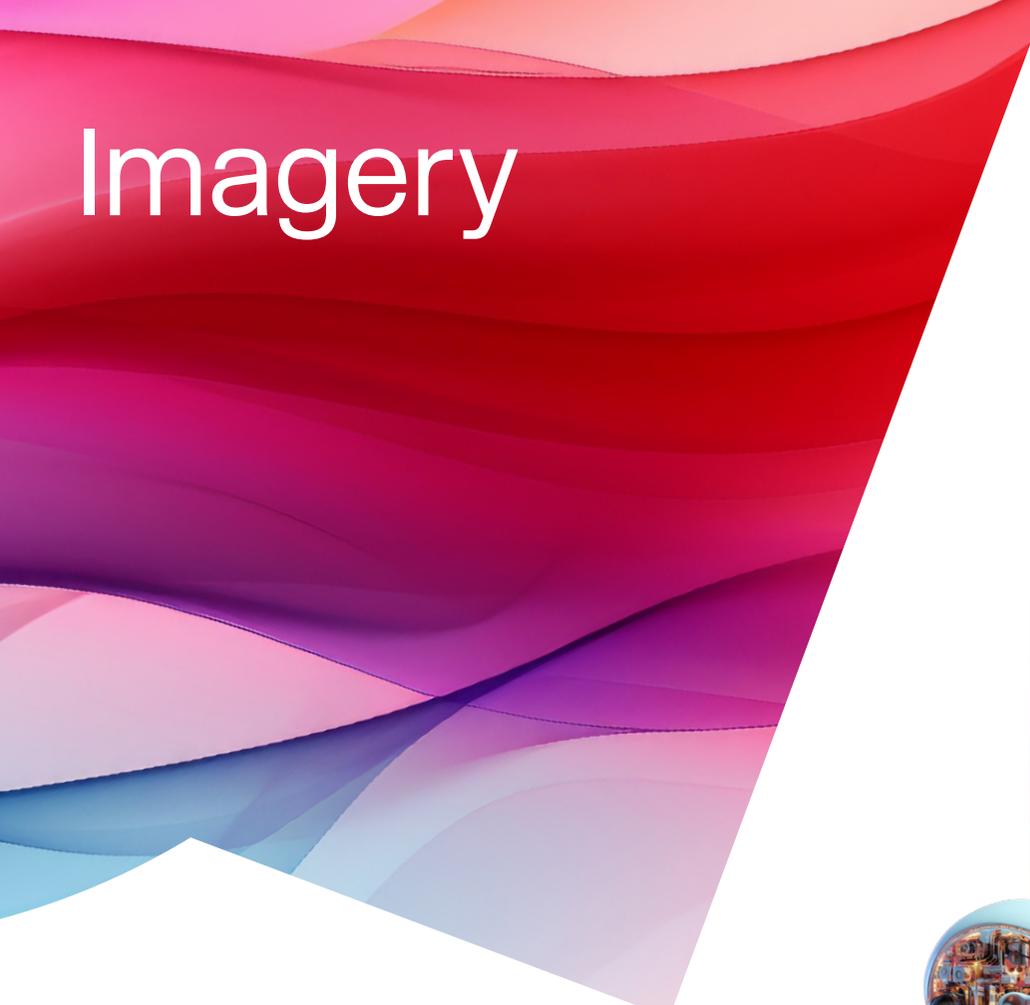
| symbol + word mark | main color | colors gradient | |
|--|--|---|---|
|  World of Agencies |  VIOLET 15 75 0 0 210 72 255 #d248ff XX | COLOR CMYK RGB HEX PANTONE |  |
|  World of Commerce |  CORAL 0 65 42 0 249 120 120 #f97878 XX | COLOR CMYK RGB HEX PANTONE |  |
|  World of Tech |  LIGHT BLUE 66 0 0 0 0 195 255 #01c3ff XX | COLOR CMYK RGB HEX PANTONE |  |
|  World of Media |  LIGHT ORANGE 0 27 94 0 251 191 6 #fbbf06 XX | COLOR CMYK RGB HEX PANTONE |  |

Colors

Areas Gradients



Imagery



Imagery

The graphic backgrounds of DMEXCO 26 visualize data streams and various communication layers. They can be used to create striking designs, as backgrounds for typography, and in combination with photos.

Graphic Backgrounds/Gradients



Imagery

We show topics and people but also pictures of the past event. The pictures should transport a lively and dynamic atmosphere.

Photography Event



Imagery

Internahl Portraits

Should be bright, clean and friendly. It's possible to use a black and white version, and also a round frame.



Speaker Portraits

Speakers can be isolated from background, combined with graphic gradients.



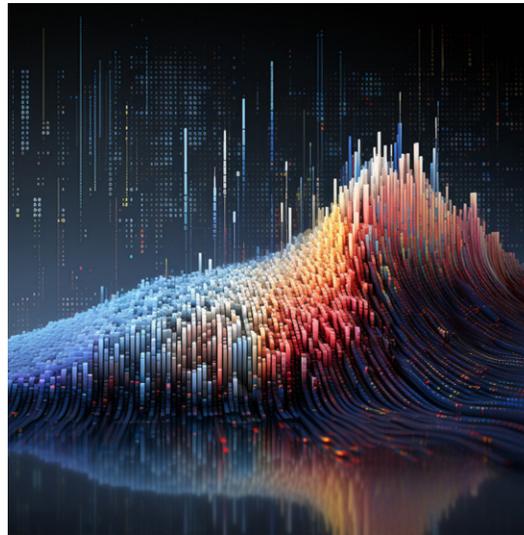
Photography People

Imagery

Photography Symbols



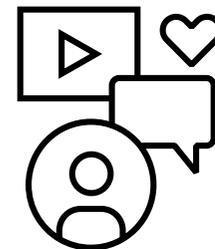
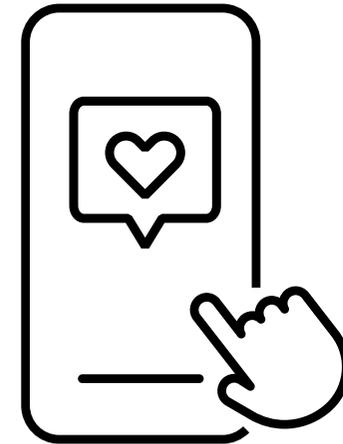
xx



Typography Icons



abc



1234567890
&%({[€£\$¥@#]})©®

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. Typographical hierarchy is created using size variation.

New Rail Alphabet Bold is used for titles and markups.

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&%({[€£\$¥@#]})©®

New Rail Alphabet Bold

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

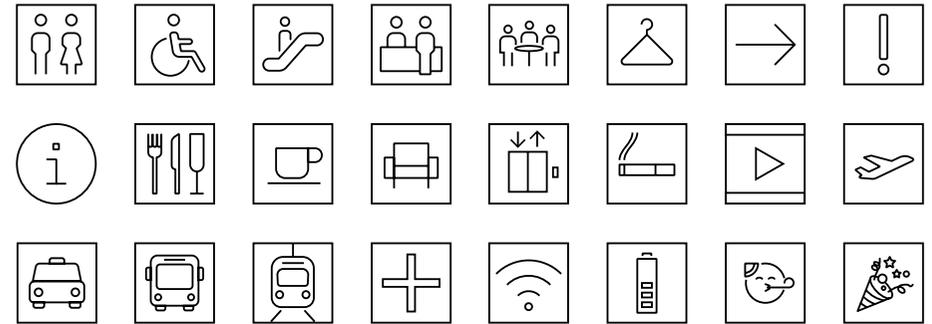
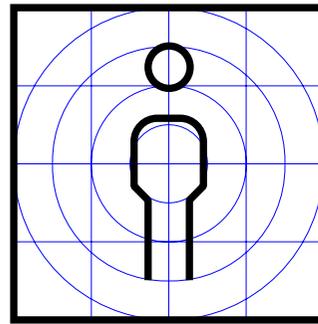
1234567890&%({[€£\$¥@#]})©®



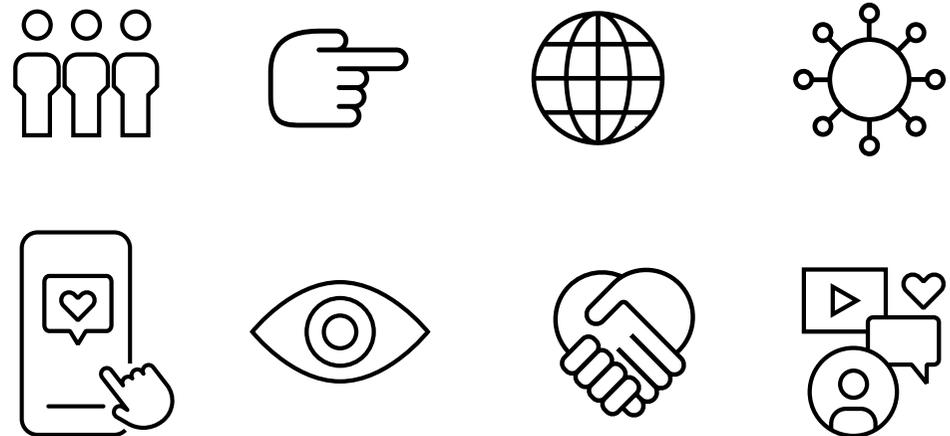
Icons



Icons for signage



Icons for communication



Layout



DM EXCO 25

September 17 & 18, Cologne

Lorem ipsum dolor sit amet, consetetur sadipscing

Sarah Personette
CCO
Twitter

Dr. Sven Hasselmann
CMO
DB Vertrieb GmbH

Mark Klein
CCO
ERGO Group AG

DM EXCO 25

September 17 & 18, Cologne

Speaking at
DMEXCO 2025

Stephan Karrer | Geschäftsführer | EL CARTEL MEDIA GmbH & Co. KG

DM EXCO 25

Prompting
the Future of
Agencies

Welcome to the World of Agencies @DMEXCO

Organizer

With the support and participation of

With the support and participation of

With the support and participation of

koelnmesse

EX

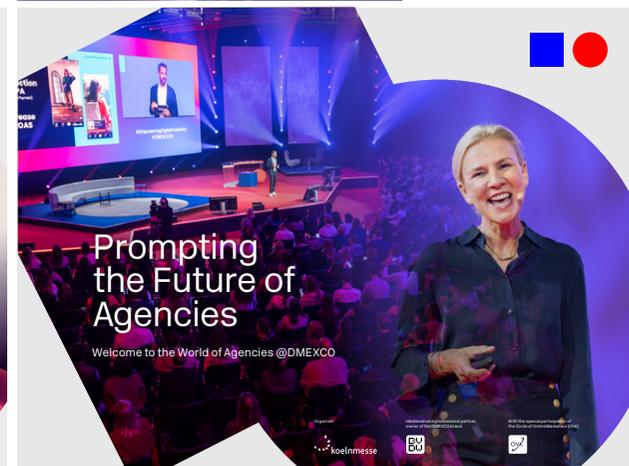
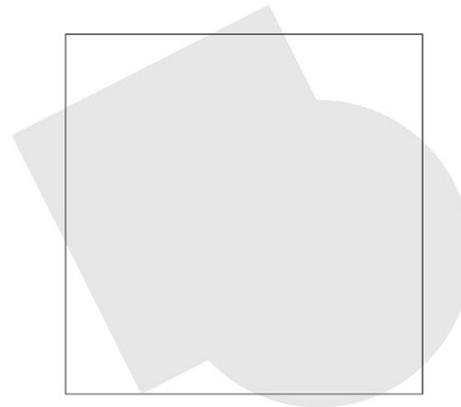
With the support and participation of

Layout

The two shapes of our logo – square and circle – can be used combined as a container for content or typography. This is a key visual in the DMEXCO design system.

It is important that the shapes form a harmonious asymmetrical new shape, where the distance between the two elements is not too large to insert photos and not too small so that the elements remain recognizable (see chapter “Don’ts”).

Logo shapes as a container



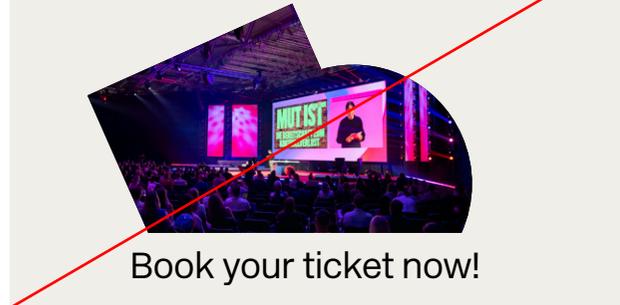
Layout

Please avoid the following applications.

Don'ts



Shape combination cropped within the format



Other shapes used



2x shape combination on one format



Centred, symmetrical combination of shapes



Shapes too far apart



Shapes too close together (no longer recognizable)

