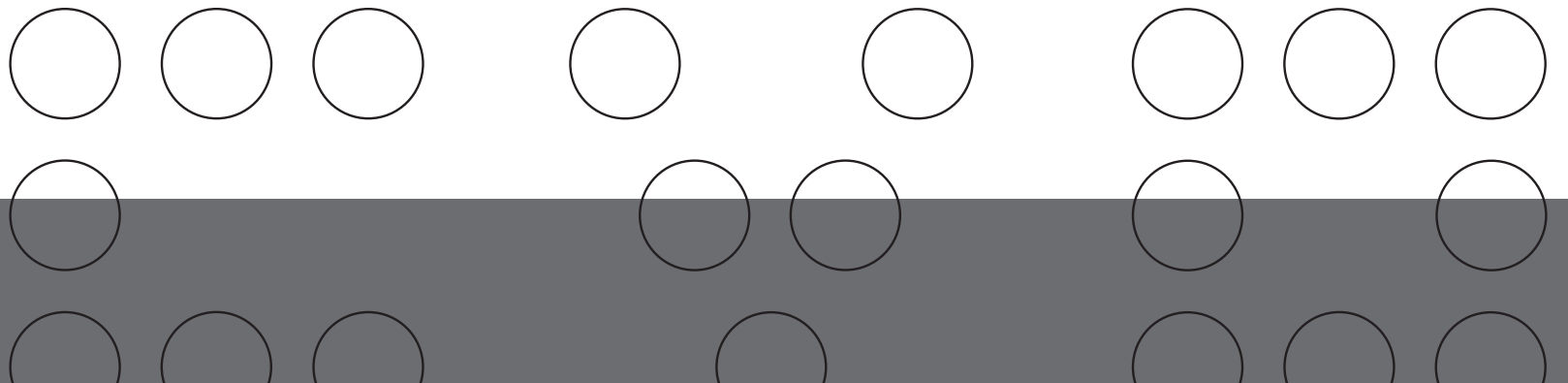




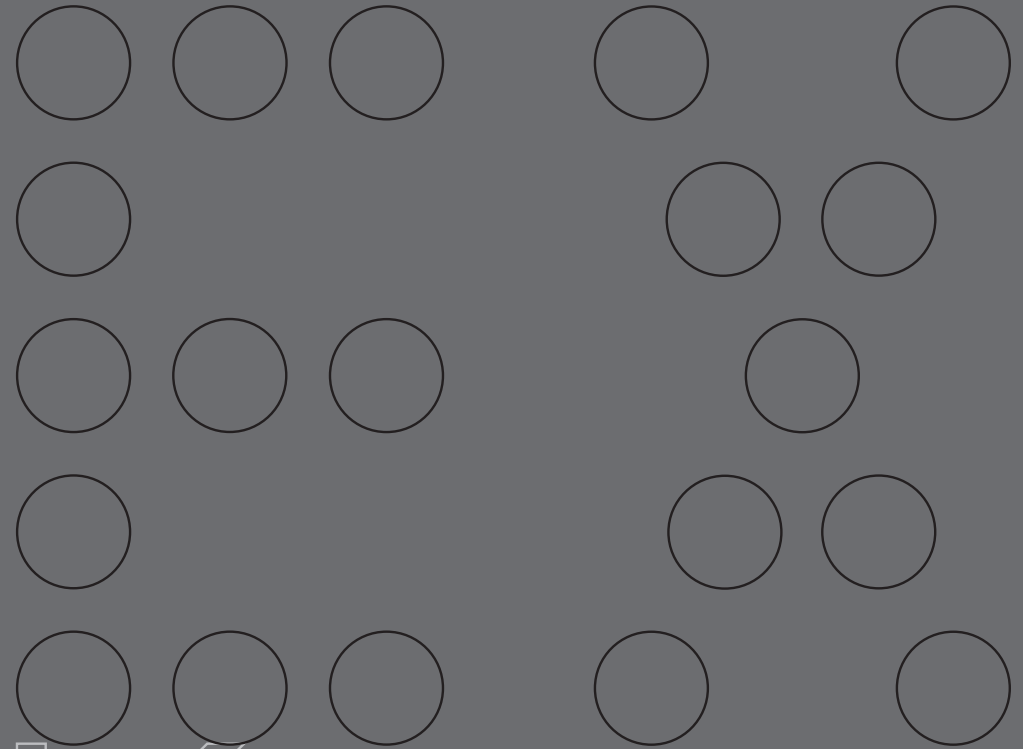
EXPO Krakow Visual Identity System





EXPO Krakow Purpose of the Visual Identity

The brand book contains rules and guidelines on how to work with the visual identity of the International Exhibition and Convention Centre EXPO Krakow. We recommend familiarizing yourself with these guidelines before creating any marketing materials.





EXPO Krakow Logo

Naming Convention

The brand name should be written as follows:

Full name in Polish: **Międzynarodowe Centrum Targowo-Kongresowe EXPO Kraków**

Short name in Polish: **EXPO Kraków**

Full name in English: **International Exhibition and Convention Centre EXPO Krakow**

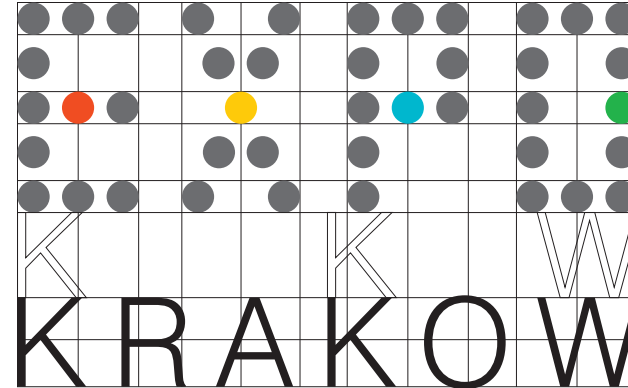
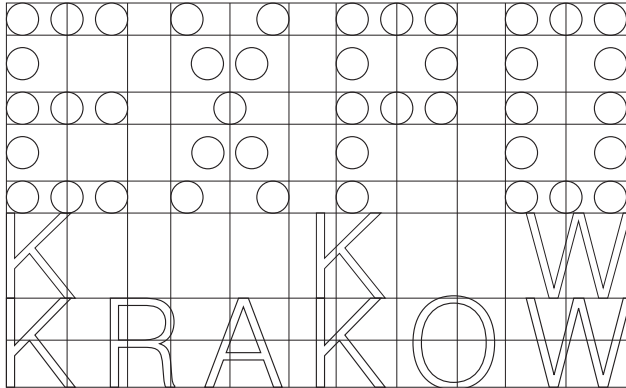
Short name in English: **EXPO Krakow**

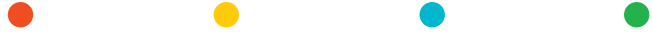




EXPO Krakow Logo

Construction





EXPO Krakow Logo

Scale



KRAKOW

For print



Minimum
width
15mm

For web/digital use:



Minimum
width
70px










EXPO Krakow Logo

Color Palette



KRAKOW

C: 0 % M: 0 % Y: 0 % K: 70 %		R: 112 G: 111 B: 111	HEX #706f6f
C: 0 % M: 85 % Y: 100 % K: 0 %		R: 231 G: 64 B: 17	HEX #e74011
C: 0 % M: 20 % Y: 100 % K: 0 %		R: 255 G: 204 B: 0	HEX #ffcc00
C: 80 % M: 0 % Y: 20 % K: 0 %		R: 0 G: 175 B: 203	HEX #00afcb
C: 80 % M: 0 % Y: 100 % K: 0 %		R: 19 G: 165 B: 56	HEX #13a538





EXPO Krakow Logo

Color Versions



KRAKOW



KRAKOW

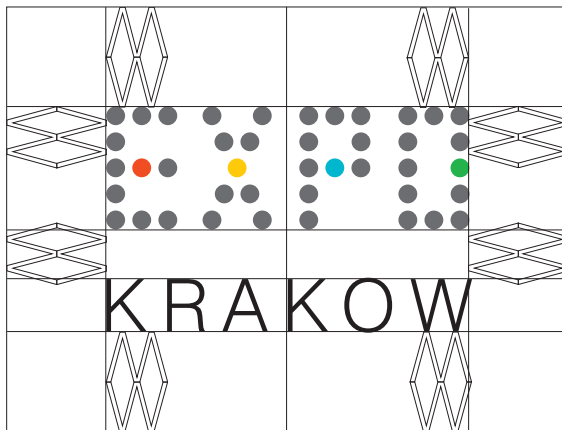




EXPO Krakow Logo

Clear Space

The clear space defines the area around the logo within which no text or graphic elements may be placed. Maintaining the minimum clear space ensures proper logo readability. The basis for determining the clear space is twice the height of the letter 'W' in the EXPO Krakow logo.



EXPO Krakow Logo

Use on Photographs

The logo may also be used on photographs, provided that the background contrast allows it.

- On dark areas of an image, use the monochrome (white) version.
- On light areas of an image, use the full-color version or the monochrome (black) version.

Always ensure that the background does not interfere with the readability of the logo.

