



IAA TRANSPORTATION

Visual Guideline (Logo/Key Visual)

Date: 22.03.2024

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Logo

1.1 Logo. Variants.



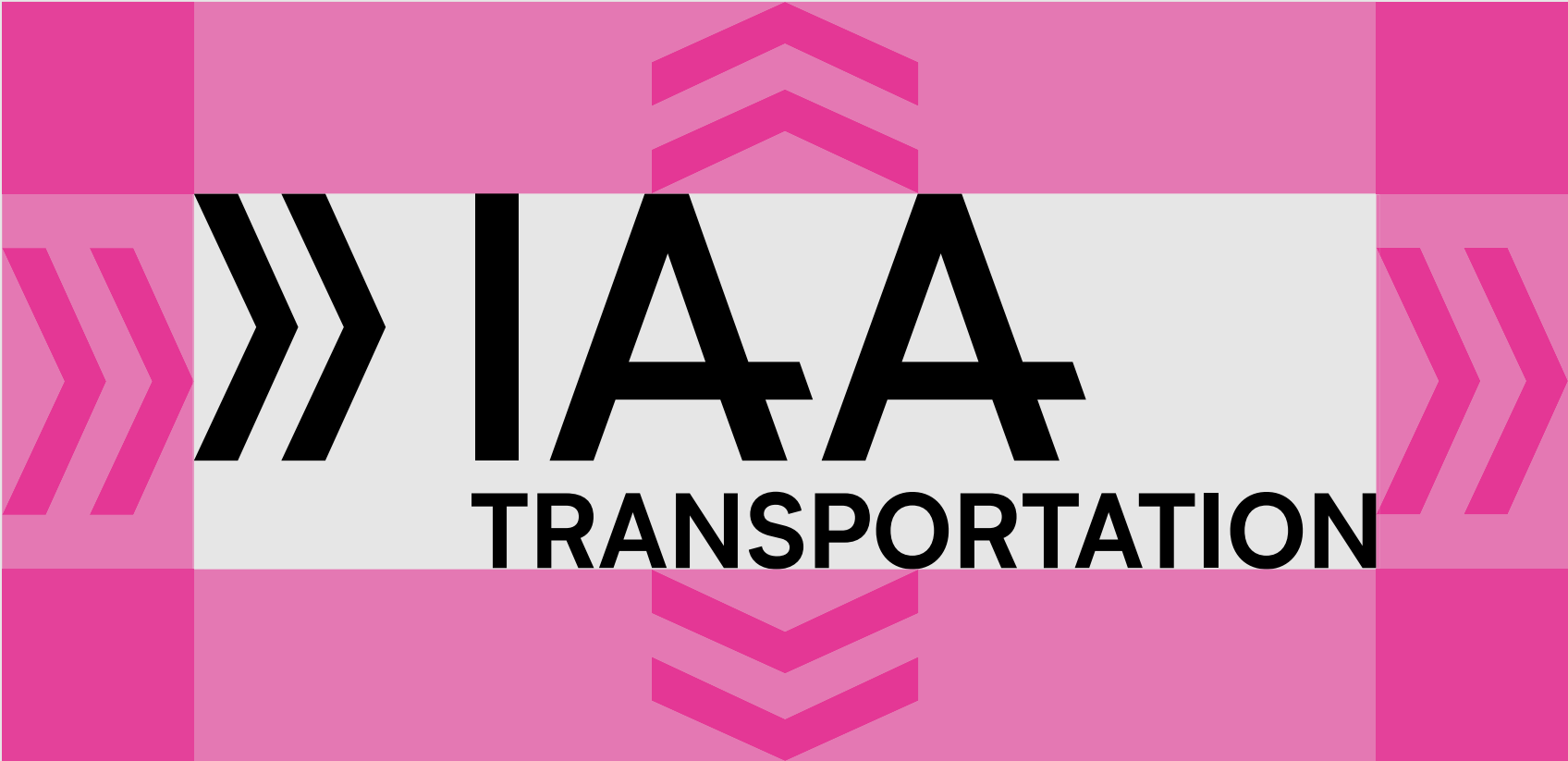
Original



Adaption Social

The logo is available in these variants.

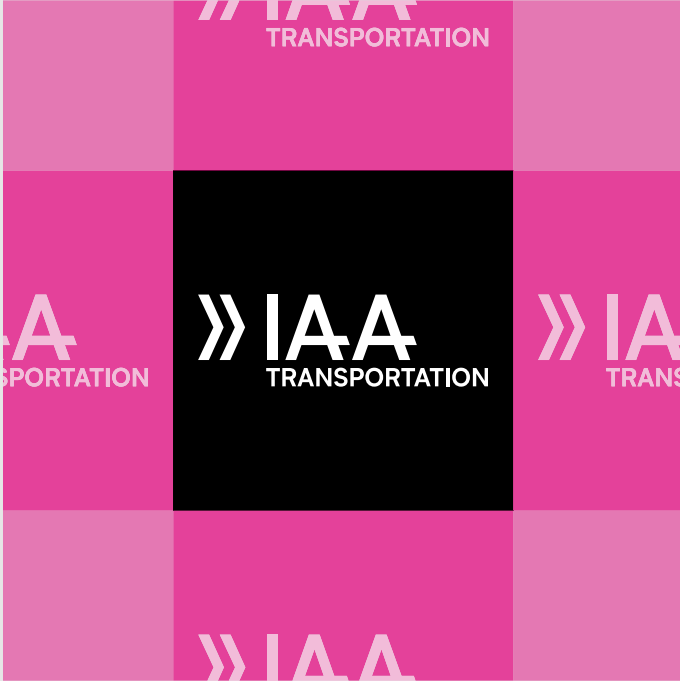
1.2 Logo. Safe Zone.



The safe zone ensures enough space for a good visual impact and visibility of the logo.

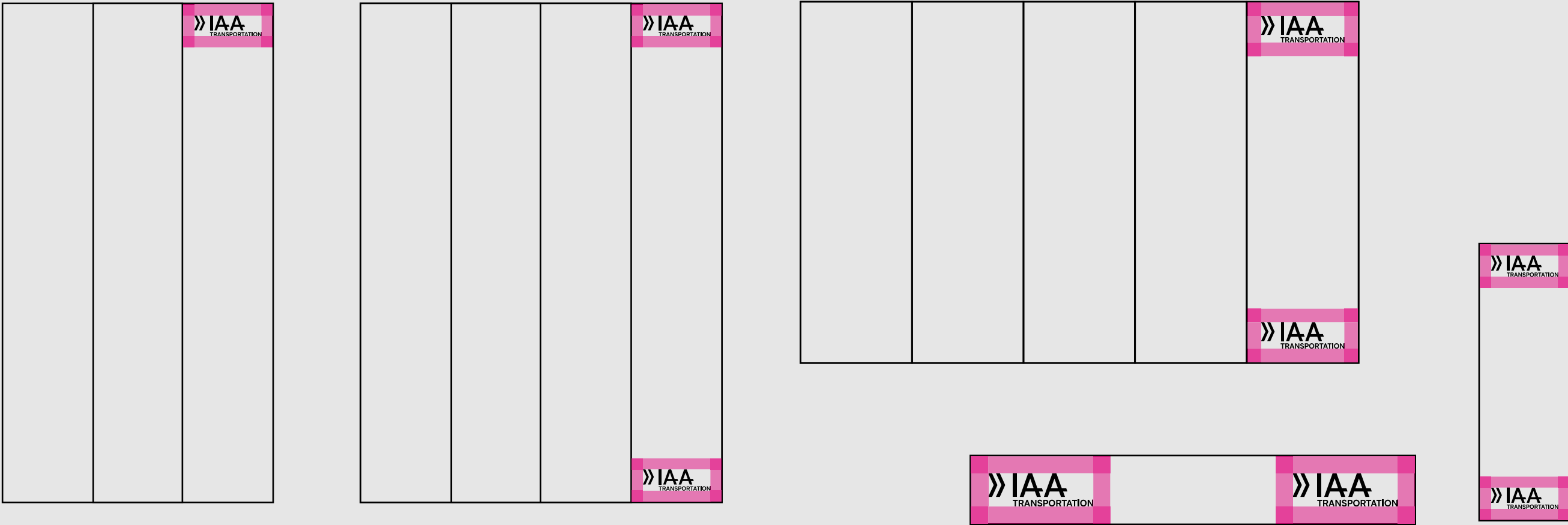
The safe zone is equal to twice the height of the logo arrow.

1.2 Logo. Safe Zone.



In the social variant, the safety zone is determined by half the length of the file's edge.

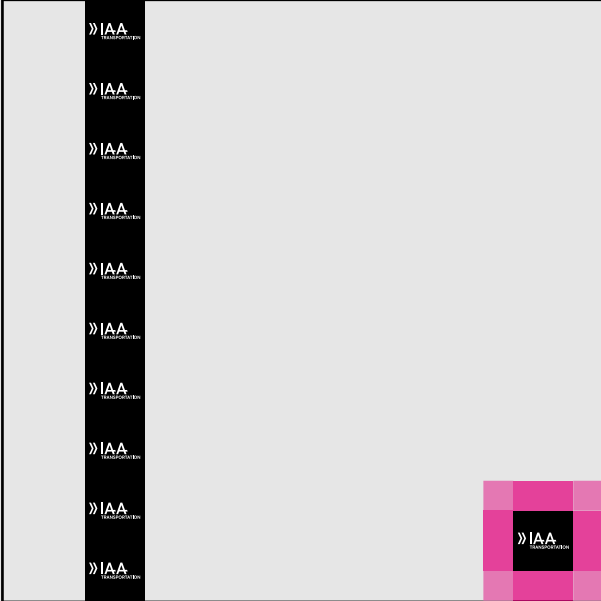
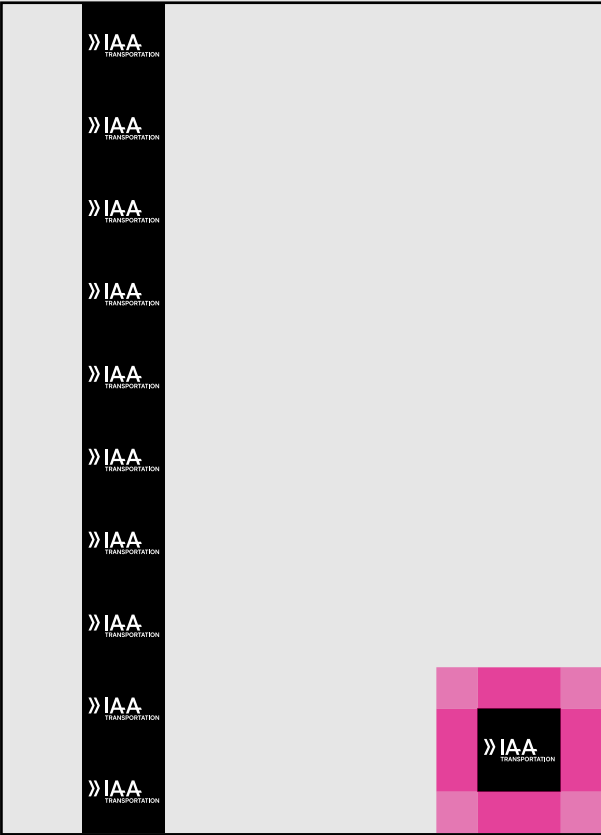
1.3 Logo. Size.



The size of the logo including its safe zone equals the overall format width divided by 3, 4 or 5.
 In portrait formats, the width is divided by 3 or 4; in landscape formats, it is divided by 4 or 5.
 Apply higher numbers for wider formats.
 In extreme landscape formats, the logo including its safe zone may take the complete format height, in extreme portrait formats, it may take the whole width.

+/-
 10-20 %
 optional

1.3 Logo. Size.



For social media, the logo box height excluding safe zone is equal to one tenth the overall height of the page.

In extreme portrait or landscape formats, the logo box height is equal to half of the page's overall height or width.

**+/-
10-20 %
optional**

1.4 Logo. Colors.

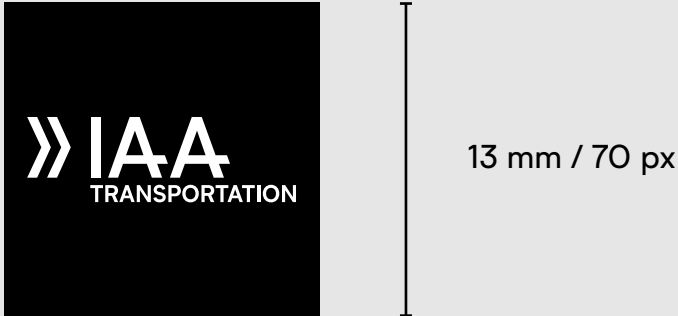


The general use of the logo is in primary color purple and black or white.

1.4 Logo. Color.



1.5 Logo. Minimal Sizes.



To ensure legibility, the logo must not be used any smaller than the sizes shown above. In addition, adequate contrast must be provided.

1.6 Logo. DON'TS.



DO NOT rearrange the logo elements.



DO NOT resize the logo elements



DO NOT use gradients or alternative colors.



DO NOT use alternative fonts.



DO NOT place the logo in other shapes

Shown above there are several examples how not to use the IAA logo.

1.6 Logo. DON'TS.



DO NOT change the logo size inside the file.



DO NOT resize the logo elements



DO NOT remove parts of the logo



DO NOT use gradients or alternative colors.



DO NOT use alternative tile shapes.

Shown above there are several examples how not to use the IAA logo file.

Key Visual

2.1 Key Visual.



The key visual is a central component of the layout. It can be adapted to various application formats. It's important to ensure that the main vehicle group and, if present, the traffic island with the double arrow are always the focal point of the visual. The positions of surrounding vehicles and people can be adjusted. However, in making these adjustments, we must ensure that the bustling scene characteristic of the visual is not lost.

2.2 Key Visual. Formatadaptionen.



16:9



3:1



9:16



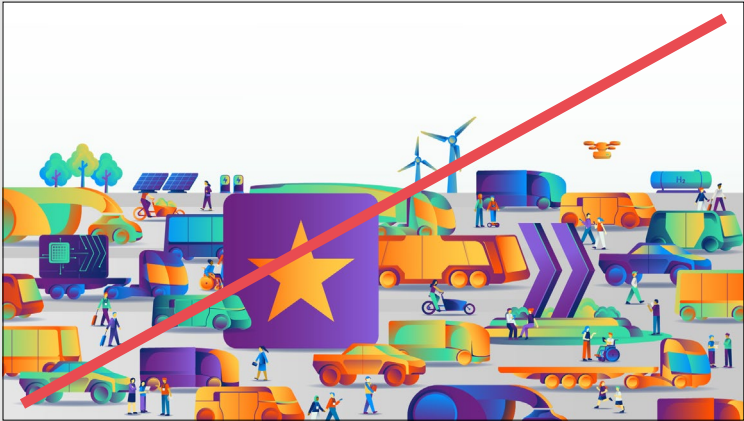
4:5



1:1

The key visual should be visible in its entirety and fill out the format well.

2.3 Key Visual. Adaptions.



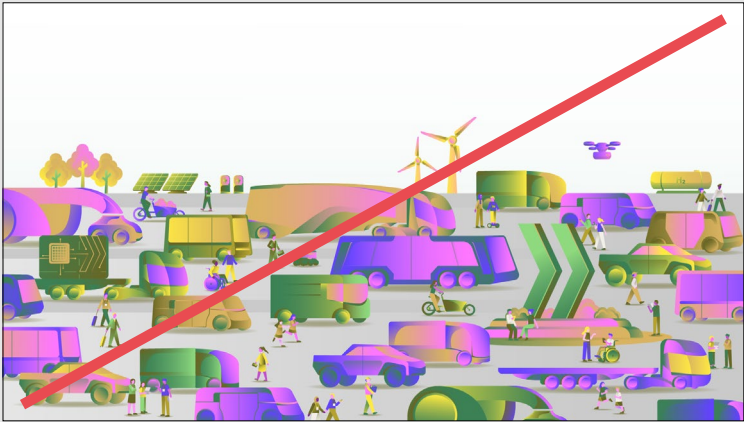
DON'T: Do not add elements.



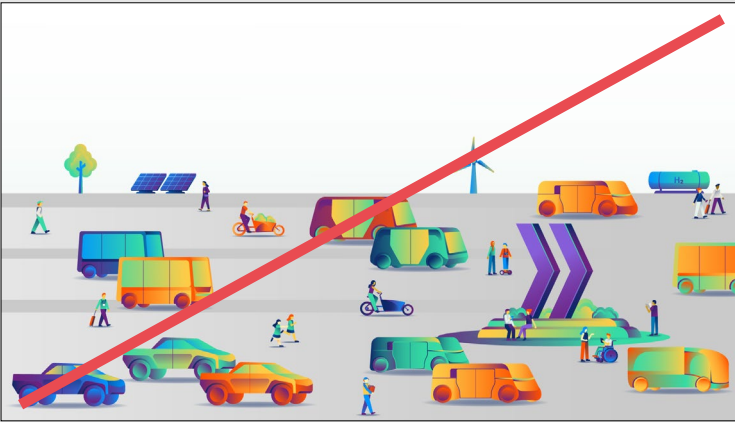
DON'T: Mirror or rotate the motif.



DON'T: Change the direction of the vehicles.



DON'T: Recolor the key visual.



DON'T: Include insufficient elements and/or fail to depict the main vehicle group.

Above there are several examples how not to use the key visual.

Claim

3.1 Der Claim.

PEOPLE AND GOODS ON THE MOVE

Claim

Meet the pioneers of transformation

Subline

The slogan for IAA TRANSPORTATION is „People and goods on the move.“ This will be prominently featured in the lead-up to the event to enhance the promotional content of the fair. The slogan can be used as a text element, such as in a headline. However, duplication should be avoided on each page. Depending on the emphasis of the content, the usage of the slogan can vary.

The subline serves as a brief text and contains additional information about IAA Transportation. It can accompany the claim as a subline when, for example, it is used as a headline. Like all elements, the subline text should not be altered.

Typografie

4.1 Typography.

Headlines, Sublines

Bold

Eventformate

Bold Italic

Fließtext

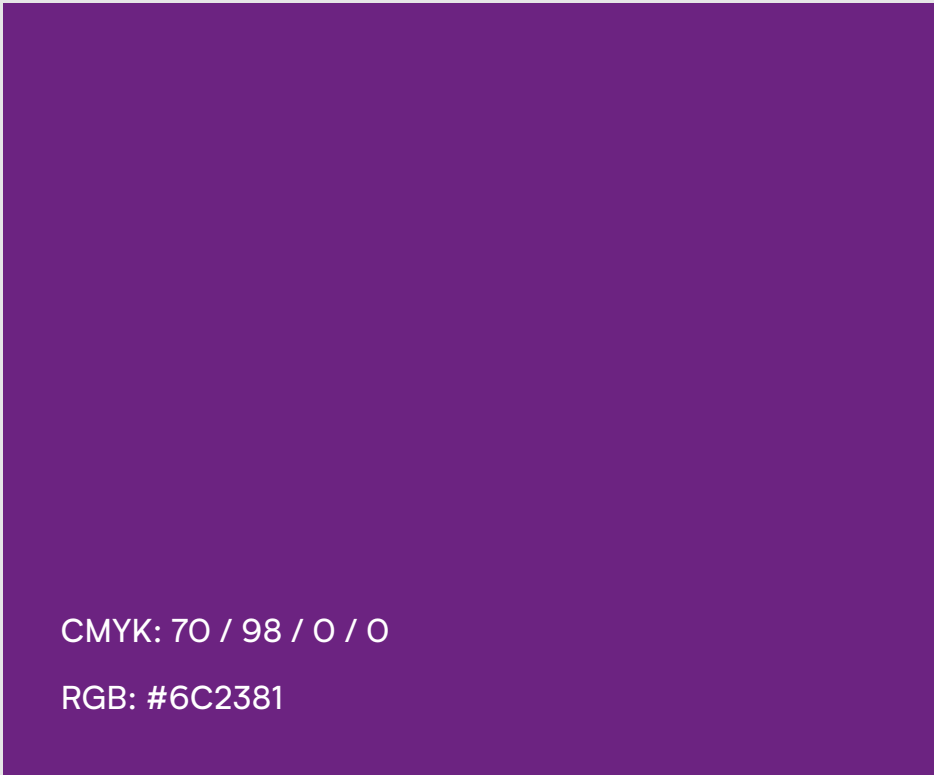
Book

Our brand font Biotif is a modern sans serif typeface optimized for both offline and online applications.

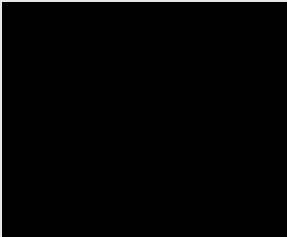
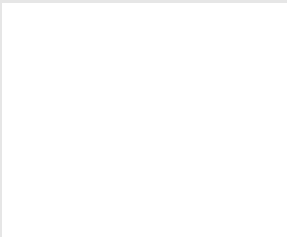
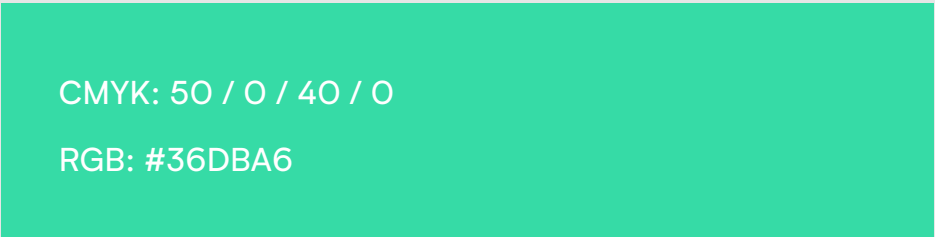
We communicate our messages clearly in mixed typefaces.

Farben

5.1 Colors.



primary color



secondary colors

The brand IAA TRANSPORTATION is characterized by the primary color purple.

Examples

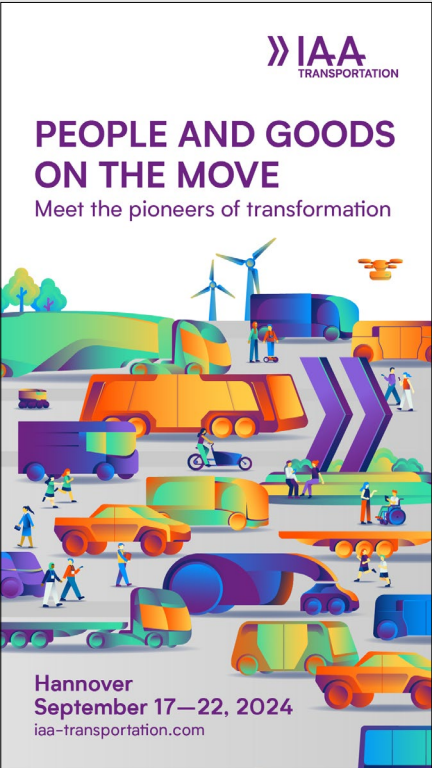
6.1 Examples.



16:9



3:1



9:16



4:5



1:1

6.1 Examples.



320x480 px



DIN A4



1024x768 px



1170x150 px



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