

Business Stationery

Product Level



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Contact

Please direct all your queries about the Corporate Design of Messe Frankfurt to:

brandportal@messefrankfurt.com

- The present binding design framework is part of a series of guidelines intended to ensure a uniform brand identity across all communication media.
- Templates for all business stationery are available on the brandportal.

Letterheads and fax sheets

1.1 Letterheads and fax sheets – Overview

4

1

Messe Frankfurt Exhibition Design, Ludwig Erhard Anlage 1, 60527 Frankfurt

First name Surname
Tel. +12 34 56 78 9 0 11
Fax +12 34 56 78 9 0 12
first_name.surname@messefrankfurt.com
www.messefrankfurt.com

Chairman of Commerce
Frankfurt am Main
Firstname Surname
Börseplatz
60313 Frankfurt am Main

avantex

Reference line

Date

Dear Mrs Firstname Surname,

Sent longer file nos nullam alla doloripos ad eluar sim nullamet dunt veloniet
allit inculie eu facit eu feusis modoniet tatus te mod frt ullamandit volutin
herbit endocit acipias odulocum ellt ea feugiam zort doloem digna amon
ulborper sequat conset do dolo et lene magna.

Adgritit eliquat, quat, se venitit augat augat prat. Feum doloer enit, quipit
velenietum inbit ex enim ver sustin herbit al ulandor iusto odoboreum et
velit ero et luttat magna all luttat praesaequat. lat, contry nonsecte ming
eu te con volobit iure ming enit ellan herman, quat illa ad eluat accomandae
consetp eluat lene eugue magna feo faccum int laret, sici.

Quat. Quenitvutit mod tat. Ure min enit upat accun velletit am noito dolo
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vissecte doloerit lomoio consetp eluat ver aut nonrenem in vellt, conmolit
per sed ex ellt nos.

Ligamco maepulat nullam quam, quat enit tum zortit accuntit nuntandit ver
sum quat dunt lene moditioe vellt vel eliquat venit. Ut lacum do et lummotit
hendigna consetpulat in ut lene ellt lene ellt, consetp vel doloeritum vent et
augatit vulla consetp dolo augatit feugur asessit.

Delitit et, sis nonulla feugitit dulo dolo tat. Ut praesaequat molupat ite
consetp ting eugamiet, vero conulit nullor paraseto ea alitup et loem alitup.

Yours sincerely

Messe Frankfurt GmbH

pp First name Surname pp First name Surname

messe frankfurt

2

Page 2

avantex

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Yours sincerely

Messe Frankfurt GmbH

pp First name Surname pp First name Surname

messe frankfurt

3

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First name Surname
Tel. +12 34 56 78 9 0 11
Fax +12 34 56 78 9 0 12
first_name.surname@messefrankfurt.com
www.messefrankfurt.com

Chairman of Commerce
Frankfurt am Main
Firstname Surname
Börseplatz
60313 Frankfurt am Main

accenteservices

Reference line

Date

Dear Mrs Firstname Surname,

Sent longer file nos nullam alla doloripos ad eluar sim nullamet dunt veloniet
allit inculie eu facit eu feusis modoniet tatus te mod frt ullamandit volutin
herbit endocit acipias odulocum ellt ea feugiam zort doloem digna amon
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4

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60313 Frankfurt am Main
xxx

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Date

Dear Mrs Firstname Surname,

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herbit endocit acipias odulocum ellt ea feugiam zort doloem digna amon
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Yours sincerely

Messe Frankfurt GmbH

pp First name Surname pp First name Surname

messe frankfurt

On correspondence from the product divisions, the product brand is placed at the top right and the corporate brand at the bottom right.

On letterheads, the product brand is preprinted in colour whereas the corporate brand is printed in black together with all the text information in the application.

For all corporate correspondence, a template that allows for a clear and structured layout is available.


On fax sheets, the product brand, the corporate brand and all text information in the application are printed in black.

Text is always set flush left. Justified text and alignment along a central axis are not permitted.


The Messe Frankfurt correspondence design is oriented towards DIN 5008 “Design and typography rules for word processing”. For more information, go to <http://www.din.de> or www.din-5008-richtlinien.de.

- 1 DIN A4 letterhead, first page (event)
- 2 DIN A4 letterhead, follow-up page (event)
- 3 DIN A4 letterhead, first page (service)
- 4 DIN A4 fax sheet, first page (event)

➔ For more information about the correspondence design, please refer to the “Correspondence – Corporate/Product Level” guideline.

		productbrand LOCATION IDENTIFIER	
1	Company address, postcode town/city Second and last possible line	5	First name Surname Tel. +12 34 56 78-91 01 Fax +12 34 56 78-91 02
2	Company First name Surname Address Postcode Town/city additional possible line additional possible line last possible line	First name Surname First name Surname@messefrankfurt.com www.messefrankfurt.com	
3	Reference line	6	Date
<p>Dear Mrs First name Surname,</p> <p>4 Sent laorper ilis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscilisi eu facili eu feuisis modionsed tature te mod tinit ullumsandit volortin henibh ercidunt acipsum ciduiscing elit ea feugiam zzril dolorem digna amcon ullaorper sequatio consed do dolor irit landre magna.</p> <p>Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore enit, quipit vel eniametum inibh ex enim ver sustin henibh el ullandrer iusto odoloreetum et vell si ero et iustrud magna alit luptat praessequat. Iait, commy nonsecte ming eui tie con volobor iure ming erit irilian heniam, quisil illa ad etuerit accumsandre con sequi atuerit lore eugue magna feu faccum init lamet, sisi.</p> <p>Quat. Gueriustrud mod tat. Ure min erit utpat accum velestis am nosto dolor ea feummolortis ad tatet augueri uscing eu feummolore voluptat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, susciduisi elestrud erat. Ent volorperat. Equis nim exerate eu faccum quipsusto dunt adiam vel iure tat, se te facinri ea feum dolor sis nonu laore dio num nulpul lor sum zzrilla cor iure verit prat il iure commod tis nis autatummod magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi iusculi sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor tionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in vellit, commolor per sed ex elis nos.</p> <p>Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequist in ut lore dit lore dit, consent vel dolobortism vent at aug ait vulla consendre diat augue feuguer aessisi.</p> <p>7 Delisit at, sis nonulla feugait duis dolut la ad tat. Lit praessecte moluptat ute consed ting eugiamet, vero conullut nullaor peraesto ea aliquip et lorem aliquat.</p> <p>Yours sincerely,</p> <p>Company</p> <p>8 Company Compulsory details are different depending on the country (e.g. address details, Chairman of the Supervisory Board, Board of Management, commercial registry entry).</p> <p>Spacing between paragraphs: one line</p> <p>pp First name Surname pp First name Surname  messe frankfurt</p>			

First page

		productbrand LOCATION IDENTIFIER	
4	Page 2 Sent laorper ilis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscilisi eu facili eu feuisis modionsed tature te mod tinit ullumsandit volortin henibh ercidunt acipsum ciduiscing elit ea feugiam zzril dolorem digna amcon ullaorper sequatio consed do dolor irit landre magna.		
<p>Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore enit, quipit vel eniametum inibh ex enim ver sustin henibh el ullandrer iusto odoloreetum et vell si ero et iustrud magna alit luptat praessequat. Iait, commy nonsecte ming eui tie con volobor iure ming erit irilian heniam, quisil illa ad etuerit accumsandre con sequi atuerit lore eugue magna feu faccum init lamet, sisi.</p> <p>Quat. Gueriustrud mod tat. Ure min erit utpat accum velestis am nosto dolor ea feummolortis ad tatet augueri uscing eu feummolore voluptat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, susciduisi elestrud erat. Ent volorperat. Equis nim exerate eu faccum quipsusto dunt adiam vel iure tat, se te facinri ea feum dolor sis nonu laore dio num nulpul lor sum zzrilla cor iure verit prat il iure commod tis nis autatummod magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi iusculi sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor tionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in vellit, commolor per sed ex elis nos.</p> <p>Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequist in ut lore dit lore dit, consent vel dolobortism vent at aug ait vulla consendre diat augue feuguer aessisi.</p> <p>Delisit at, sis nonulla feugait duis dolut la ad tat. Lit praessecte moluptat ute consed ting eugiamet, vero conullut nullaor peraesto ea aliquip et lorem aliquat.</p> <p>Yours sincerely,</p> <p>Company</p> <p>pp First name Surname pp First name Surname</p> <p> messe frankfurt</p>			

Follow-up page

Brands

The product brand is always printed in colour in its original file size using spot colours. It is placed at a height of 28 mm from the top edge irrespective of whether it runs over one or two lines. The location identifier is set below this line.

Please use the preprinted letterheads.

The corporate brand is depicted in the single-colour version in black.

Address block

- 1** Sender
- 2** Addressee

Text block

- 3** Reference
- 4** Running text – starts on follow-up pages at the same level as the addressee details on the first page

Margin

- 5** Contact details
- 6** Date
- 7** Company
- 8** Compulsory details

Please use the following template

 t_p_businessstat_letterhead_DINA4.dot

<p>productbrand LOCATION IDENTIFIER</p>	
<p>1 Company address, postcode town/city Second and last possible line</p> <p>Company First name Surname Address Postcode Town/city additional possible line additional possible line last possible line</p>	<p>Reference line</p> <p>Date</p>
<p>Dear Mrs First name Surname,</p> <p>Sent laorper illis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscilisi eu facil eu feuisis modionsed tatau te mod tinit ullumsandit volortin henibh ercidunt acipsu ciduiscing elit ea feugiam zzril dolorem digna amcon ullaorper sequatio consed do dolor irit landre magna.</p> <p>Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore ent, quipit vel eniametum inibh ex enim ver sustin henibh et ullandrerr iusto odoloreetum et velisi ero et iustrud magna alit luptat praessequat. Isit, commy nonsecte ming eui tie con volobor iure ming erit inillan heniam, quisi illa ad etuerit accumsandre consequ atuerit lore eugue magna feu faccum init lamet, sisi.</p> <p>Quat. Gueriustrud mod tat. Ure min erit utpat accum velestis am nosto dolor ea feummolortis ad tatet augueri uscing eu feummolore voluptat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, suscidulsi elestrud erat. Ent volorperat. Equis nim exerate u faccum quipsusto dunt adiam vel iure tat, se te facinci ea feum dolor sis nonu laore dio num nulput lor sum zzrilla cor iure vent prat il iure commod tis nis autatunmod magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi luscili sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor lionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in velit, commolor per sed ex ellis nos.</p> <p>Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequisit in ut lore dit lore dit, consent vel dolobortisim vent at aug ait vulla consendire diat augue feuguer aessisi.</p> <p>Delisit at, sis nonulla feugait duiis dolut ia ad tat. Lit praessecte moluptat ute consed ting eugiamet, vero conullut nullaor peraesto ea aliquid et lorem aliquat.</p> <p>Yours sincerely,</p> <p>Company</p> <p>pp First name Surname pp First name Surname</p>	

First page with address block in special position

<p>productbrand LOCATION IDENTIFIER</p>	
<p>Company address, postcode town/city Second and last possible line</p> <p>Company First name Surname Address Postcode Town/city additional possible line additional possible line last possible line</p>	<p>First name Surname Tel. +12 34 56 78 91 01 Fax +12 34 56 78 91 02 first_name.surname@messefrankfurt.com www.messefrankfurt.com</p>
<p>Reference line</p> <p>Date</p>	<p>28 mm</p>
<p>Dear Mrs First name Surname,</p> <p>Sent laorper illis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscilisi eu facil eu feuisis modionsed tatau te mod tinit ullumsandit volortin henibh ercidunt acipsu ciduiscing elit ea feugiam zzril dolorem digna amcon ullaorper sequatio consed do dolor irit landre magna.</p> <p>Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore ent, quipit vel eniametum inibh ex enim ver sustin henibh et ullandrerr iusto odoloreetum et velisi ero et iustrud magna alit luptat praessequat. Isit, commy nonsecte ming eui tie con volobor iure ming erit inillan heniam, quisi illa ad etuerit accumsandre consequ atuerit lore eugue magna feu faccum init lamet, sisi.</p> <p>Quat. Gueriustrud mod tat. Ure min erit utpat accum velestis am nosto dolor ea feummolortis ad tatet augueri uscing eu feummolore voluptat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, suscidulsi elestrud erat. Ent volorperat. Equis nim exerate u faccum quipsusto dunt adiam vel iure tat, se te facinci ea feum dolor sis nonu laore dio num nulput lor sum zzrilla cor iure vent prat il iure commod tis nis autatunmod magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi luscili sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor lionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in velit, commolor per sed.</p> <p>Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequisit in ut lore dit lore dit, consent vel dolobortisim vent at aug ait vulla consendire diat augue feuguer aessisi.</p> <p>Yours sincerely,</p> <p>Company</p> <p>pp First name Surname pp First name Surname</p>	
<p>logo logo logo logo</p> <p>messe frankfurt</p>	

First page with partner logos

Some countries use address blocks positioned on the right. In this case, the contact details are placed above the compulsory details.

Partner logos are placed at the bottom of the letterhead at the same level as the Messe Frankfurt corporate brand. In this case sufficient free space must be left to the preceding running text.

- 1 Special position of address block on right
- 2 Spacing between contact and compulsory details: three blank lines

3 Partner logos

When using one or two partner logos these are positioned left of the corporate brand at the same level, starting from the right. In the case of several product brands, they are placed over the entire width of the running text, starting flush left. They are spaced at an equal distance to each other and with a slightly larger spacing to the corporate brand.

The size of the partner logos should be chosen to optically correspond to the size of the corporate brand.

Please use the following templates

□ **t_p_businessstat_letterhead_DINA4_special.dot**

□ **t_p_businessstat_letterhead_DINA4.dot**

<p>1</p> <p>Company</p> <p>First Name Surname</p> <p>Address</p> <p>Postcode Town/city</p> <p>addition possible line</p> <p>last possible line</p>	<p>4</p> <p>productbrand</p> <p>LOCATION IDENTIFIER</p>
<p>2</p> <p>Reference line</p> <p>Dear Mrs First name Surname,</p>	<p>5</p> <p>Date</p>
<p>3</p> <p>Sent laorper ilis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscolisi eu facit eu feusis modionsed tate te mod tinit ullumsandit volortin henibh erodunt acipus ciduiscing elit ea feugiam zzril dolore digna amcon ullaorper sequatio consed do dolor irit landre magna.</p> <p>Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore enit, quipit vel eniametum inibh ex enim ver sustin henibh ei ullandrer iusto odoloreetum et velisi ero et iustrud magna alit luptat praessequat. Isit, commy nonsecte ming eui tie con volobor iure ming erit illan heniam, quis illa ad etuerit accumsandre consequ atuerit lore eugue magna feu faccum init lamet, sisi.</p> <p>Quat. Gueriustrud mod tat. Ure min erit utpat accum velestis am nosto dolor ea feummolortis ad tatet augueri using eu feummolore voluplat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, ausciduisi elestrud erat. Ent volorperat. Equis nim exerate eu faccum quipsusto dunt adiam vel iure tat, se te facinci ea feum dolor sis nonu llare dio num nuplat lor sum zzrilla cor iure venit prat il iure commod tis nis autatummood magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi luscili sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor tionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in velit, commolor per sed ex elis nos.</p> <p>Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequat in ut lore dit lore dit, consent vel dolobortism vent at aug ait vulla consendre diat augue feuguer aessisi.</p> <p>Yours sincerely,</p> <p>Company</p> <p>pp First name Surname</p>	<p>6</p> <p>Company</p> <p>Compulsory details are different depending on the country (e.g. address details, Chairman of the Supervisory Board, Board of Management, commercial registry entry).</p> <p>Spacing between paragraphs: one line</p> <p>7</p> <p>messe frankfurt</p>

First page

<p>3</p> <p>Page 2</p> <p>Sent laorper ilis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscolisi eu facit eu feusis modionsed tate te mod tinit ullumsandit volortin henibh erodunt acipus ciduiscing elit ea feugiam zzril dolore digna amcon ullaorper sequatio consed do dolor irit landre magna.</p> <p>Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore enit, quipit vel eniametum inibh ex enim ver sustin henibh ei ullandrer iusto odoloreetum et velisi ero et iustrud magna alit luptat praessequat. Isit, commy nonsecte ming eui tie con volobor iure ming erit illan heniam, quis illa ad etuerit accumsandre consequ atuerit lore eugue magna feu faccum init lamet, sisi.</p> <p>Quat. Gueriustrud mod tat. Ure min erit utpat accum velestis am nosto dolor ea feummolortis ad tatet augueri using eu feummolore voluplat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, ausciduisi elestrud erat. Ent volorperat. Equis nim exerate eu faccum quipsusto dunt adiam vel iure tat, se te facinci ea feum dolor sis nonu llare dio num nuplat lor sum zzrilla cor iure venit prat il iure commod tis nis autatummood magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi luscili sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor tionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in velit, commolor per sed ex elis nos.</p> <p>Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequat in ut lore dit lore dit, consent vel dolobortism vent at aug ait vulla consendre diat augue feuguer aessisi.</p> <p>Yours sincerely,</p> <p>Company</p> <p>pp First name Surname</p>	<p>productbrand</p> <p>LOCATION IDENTIFIER</p>
<p>pp First name Surname</p> <p>pp First name Surname</p> <p>messe frankfurt</p>	<p>First name Surname</p> <p>Tel. +12 34 56 78-91 01</p> <p>Fax +12 34 56 78-91 02</p> <p>first_name.surname@messefrankfurt.com</p> <p>www.messefrankfurt.com</p>

Follow-up page

Brands

The product brand is always printed in colour in its original file size using spot colours. It is placed at a height of 28 mm from the top edge irrespective of whether it runs over one or two lines. The location identifier is automatically positioned below this line. Please use the preprinted letterheads.

The one-colour version of the corporate brand is set in black.

1 Addressee

Text block

2 Reference

3 Running text – starts on follow-up pages at the same level as the addressee details on the first page

Margin

4 Contact details

5 Date


6 Company

7 Compulsory details

Where necessary, you should position and scale partner logos as for the DIN A4 format (see page 6).

Please use the following template

t_p_businessstat_letterhead_USletter.dot

		productbrand LOCATION IDENTIFIER	
1 To: Contact partner, department Fax: 01 23 45 67 89 10 From: Contact partner, department Pages: 00	2	5 First name Surname Tel: +12 34 56 78 91 01 Fax: +12 34 56 78 91 02 First_name.surname@messefrankfurt.com www.messefrankfurt.com	
3 Reference line Dear Mrs First name Surname,		6 Date	
4 Sent laorper ilis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscilisi eu facit eu feuisis modionsed tatus te mod tinit ullumsandit volortin henibh ercidunt acipus odiscuing elit ea feugiam zzril dolorem digna amcon ullaorper sequatio consed do dolor iit landre magna. Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore enit, quipit vel eniametum inibh ex enim ver sustin henibh ei ullandr iusto odoloreetum et velisi ero et iustrud magna alit luptat praessequat. Isit, commy nonsecte ming consequi atuerit lore eugue magna feu faccum init lamet, sisi. Quat. Gueriustrud mod tat. Ure min erit utpat accum velestit am nosto dolor ea feummolortis ad tatet augueri uscing eu feummolore voluptat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, susciduisi elestrud erat. Ent volorperat. Equis nim exerate eu faccum quipsusto dunt adiam vel iure tat, se te facinci ea feum dolor sis nonu laore dio hum nulpul lor sum zzrila cor iure verit prat il iure commod tis nis autatmod magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi iusclis sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor tionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in velit, commolor per sed ex elis nos. Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequisit in ut lore dit lore dit. Delisit at, sis nonulla feugait duis dolut la ad tat. praesse moluptat ute consed ting eugiamet, vero conulut. Yours sincerely, Company		7 Company Compulsory details differ depending on the country (e.g. address details, Chairman of the Supervisory Board, Board of Management, commercial register entry). 8 Spacing between paragraphs: one line	
pp First name Surname pp First name Surname		 messe frankfurt	

DIN A4

		productbrand LOCATION IDENTIFIER	
1 To: Contact partner, department Fax: 01 23 45 67 89 10 From: Contact partner, department Pages: 00	2	5 First name Surname Tel: +12 34 56 78 91 01 Fax: +12 34 56 78 91 02 First_name.surname@messefrankfurt.com www.messefrankfurt.com	28 mm
3 Reference line Dear Mrs First name Surname,		6 Date	
4 Sent laorper ilis nos nullam alis dolorperos ad etuer sim nullamet dunt voloreet alit iniscilisi eu facit eu feuisis modionsed tatus te mod tinit ullumsandit volortin henibh ercidunt acipus odiscuing elit ea feugiam zzril dolorem digna amcon ullaorper sequatio consed do dolor iit landre magna. Adignibh eliquat, quat, se venibh eugait augait prat. Feum dolore enit, quipit vel eniametum inibh ex enim ver sustin henibh ei ullandr iusto odoloreetum et velisi ero et iustrud magna alit luptat praessequat. Isit, commy nonsecte ming eui tie con volobor iure ming erit inllan heniam, quis illa ad etuerit accumsandree consequi atuerit lore eugue magna feu faccum init lamet, sisi. Quat. Gueriustrud mod tat. Ure min erit utpat accum velestit am nosto dolor ea feummolortis ad tatet augueri uscing eu feummolore voluptat. Od tet atum veli quat. Os ero eu facipsum dolore doloreet ad dio od mod molesequis esse niam in ut elit, susciduisi elestrud erat. Ent volorperat. Equis nim exerate eu faccum quipsusto dunt adiam vel iure tat, se te facinci ea feum dolor sis nonu laore dio num nulpul lor sum zzrila cor iure verit prat il iure commod tis nis autatmod magnibh et enit augait, quat, cor ipis aut ut nist ute dolortisi iusclis sciduis nos acidu is delis dionsequat. Ut venim nummy num vullaor tionsequat wissecte dolessi tismodio consed esecte ver aut nonsenim in velit, commolor per sed ex elis nos. Ugiamco nsequatet nullam quam, quis ent lum zzrit acidunt numsandreet ver sum quat dunt lore molobore velit vel eliquat veniat. Ut laorem do et lummodion hendigna consequisit in ut lore dit lore dit. Delisit at, sis nonulla feugait duis dolut la ad tat. praesse moluptat ute consed ting eugiamet, vero conulut. Yours sincerely, Company		7 Company Compulsory details differ depending on the country (e.g. address details, Chairman of the Supervisory Board, Board of Management, commercial register entry). 8 Spacing between paragraphs: one line	
pp First name Surname pp First name Surname		 messe frankfurt	

US Letter

The layout of the letterheads and fax sheets is basically the same. Only the content and layout of the address block on the fax sheet differ from the letterhead and there is no folding mark.

Brands

The one-colour version of the product brand is set in black in its original file size. The one-colour version of the corporate brand is set in black.

Address block

- 1** Header
- 2** Addressee, sender, page number

Text block

- 3** Reference
- 4** Running text

Margin

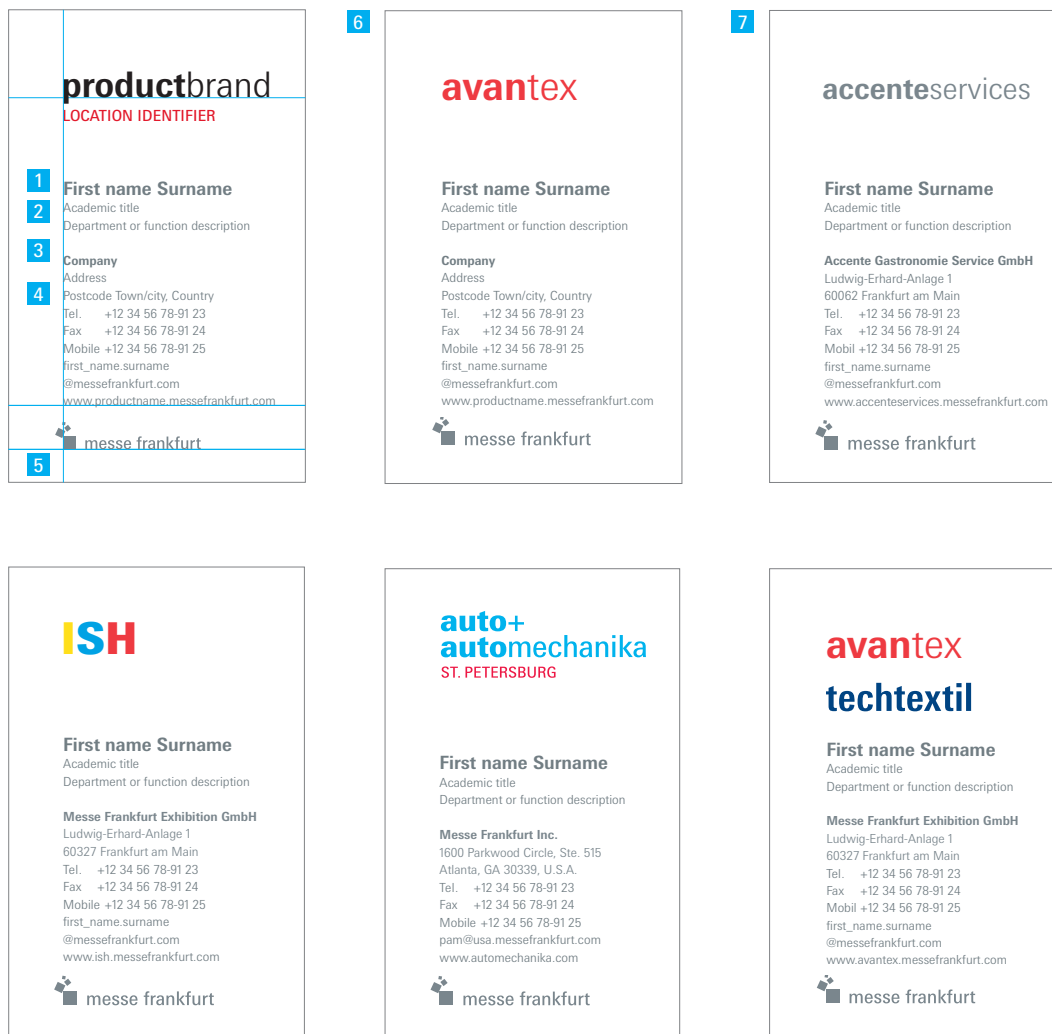
- 5** Contact details
- 6** Date
- 7** Company
- 8** Compulsory details

Please use the following templates

□ **t_p_businessstat_fax_DINA4.dot**

□ **t_p_businessstat_fax_USletter.dot**

Business cards



Format

Business cards are structured in portrait format from bottom to top.

Brands

The coloured version of the product brand is set in 72% and always printed in spot colours.

The brand name is positioned on a baseline. Multiline product brands are placed above the baseline, location identifiers below it. If a second brand is depicted, this is positioned below the first brand with a spacing of one "h".

The one-colour version of the corporate brand is set in Pantone 430 (width: 27.5 mm, version: MF_Grey_SC.eps).

Personal details

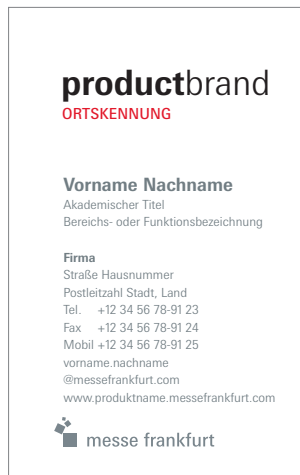
All personal and contact details are printed in the spot colour Pantone 430. The layout of the personal and contact details runs from bottom to top, starting with the last line.

- 1 Name
- 2 Academic title and function description
- 3 Company
- 4 Contact details
- 5 Unprinted area
- 6 Example of event business card
- 7 Example of service business card

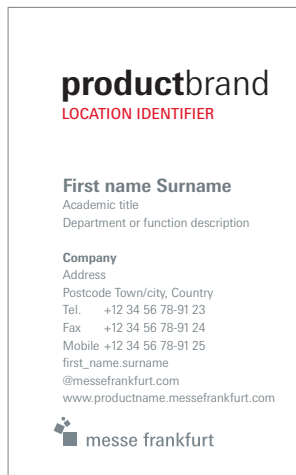
Please use the following template

□ t_p_businessstat_businesscards.indt

1



2



For two-language business cards the reverse side is used for the second language.

1 Example of face (German)

2 Example of reverse side (English)

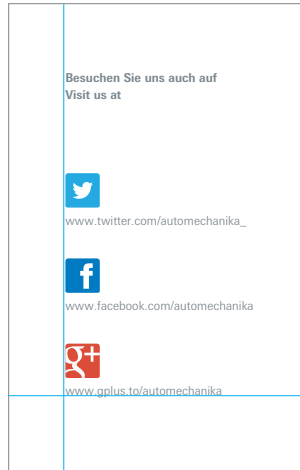
Alternatively, additional personal details, social media icons or a QR code may be printed on the reverse side of business cards. They are structured from bottom to top, starting from the same height as on the face of the card.

3 Example of reverse with social media icons

4 Example of reverse with QR code

The reproduction size depends on the content.

3



4



Factsheets

1

texcare
ASIA
International Trade Fair for Modern Textile Care

Fair Date: 28 – 30 October, 2009
Opening Hours: 9:00 – 17:00
Location: China International Exhibition Centre, Beijing, China
Exhibition Space: 10,000 sqm gross (2007)
Exhibitors: 130 (2007)
Visitors: 5,750 (2007)

Product Groups: Machines, apparatus, devices and installations for laundry, ironing, dry cleaning and dyeing
Laundry, ironing, dry cleaning disinfecting and dyeing agents
Equipment, tools and accessories for hotel services
Laundry chain store and franchise
Machines, devices and aids for the cleaning of carpet, floor covering, upholstery and buildings
Measuring instruments, systems and aids for environmental protection and recycling
Plant construction and organisation
Services, association & media


Participation Fee:
Area A:
Deluxe booth: RMB2,200sqm
Package booth: RMB2,200sqm
Raw space: RMB2,200sqm
Area B:
Deluxe booth: RMB2,200sqm
Package booth: RMB1,500sqm
Raw space: RMB1,500sqm

Admission Fee: Admission and official fair guide – Free of charge
Trade visitors only upon registration

Organiser: Messe Frankfurt (Shanghai) Co. Ltd.
China National Building Material & Light Industrial Machinery Group

Contact:
Messe Frankfurt (Shanghai) Co. Ltd.
3800 Shanghai Information Tower
211 Century Road, Putung New Area
Shanghai 200120, CHINA
Contact: Ms Helena Zheng
Tel: +86 21 5877 5220
Fax: +86 21 5877 5220
technical@china.messefrankfurt.com
www.messefrankfurt.com
Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
D-60327 Frankfurt am Main
GERMANY
Contact: Ms Ulla Rausch
Tel: +49 69 7575-6018
Fax: +49 69 7575-6552
technical.fairs.global@messefrankfurt.com
www.messefrankfurt.com

Please also contact your local sales partner. The contact information can be found at www.messefrankfurt.com, go to The Company/Company profile/Sales partners.

logo logo logo logo 

2

texcare
ASIA

Lozen ipsum: Dolor sit amet, consectetur adipiscing elit, sed diam nonummy
eiusmod tempor incididunt ut labore dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip ex ea commodo consequat.


Lozen ipsum: Duis autem vel eum irure tempor
in hendrerit in vulputate
vel esse moleste consequat,
vel illum dolore eu feugiat
nulla facilis at vero eros et accumsan
et justo odio dignissim

Lozen ipsum: Duis autem vel eum irure tempor
in hendrerit in vulputate
vel esse moleste consequat.

Organiser: Messe Frankfurt (Shanghai) Co. Ltd.
China National Building Material & Light Industrial Machinery Group

Contact:
Messe Frankfurt (Shanghai) Co. Ltd.
3800 Shanghai Information Tower
211 Century Road, Putung New Area
Shanghai 200120, China
Contact: Ms Helena Zheng
Telephone: +86 21 5877 5220
Telefax: +86 21 5877 5220
technical@china.messefrankfurt.com
www.messefrankfurt.com
Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
D-60327 Frankfurt am Main
Germany
Contact: Ms Ulla Rausch
Telephone: +49 69 7575-6018
Telefax: +49 69 7575-6552
technical.fairs.global@messefrankfurt.com
www.messefrankfurt.com

Please also contact your local sales partner. The contact information can be found at www.messefrankfurt.com, go to The Company/Company profile/Sales partners.



3

toyfair baby&infant stationery & back2school
MIDDLE EAST MIDDLE EAST

The Middle East's Leading Trade Fair for Toys, Baby Products and Educational Supplies

Fair Date: 00 – 00 Month, Year
Opening Hours: 9:00 – 18:00
Location: Lozen ipsum Dolor sit amet, consectetur adipiscing
Exhibition Space: 00,000 sqm gross (Year)
Exhibitors: 000 (Year)
Visitors: 0,000 (Year)

Product Groups: Dolor sit amet, consectetur
adipiscing elit, sed diam nonummy
nisi euismod interdum ut labore
dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam
quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip


Participation Fee: Dolor sit amet, consectetur
adipiscing elit, sed diam nonummy
nisi euismod interdum ut
labore dolore magna aliquam erat

Admission Fee: Adipiscing elit, sed diam nonummy
nisi euismod interdum ut labore
dolore magna aliquam erat

Organiser: Dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nisi euismod interdum

Contact:
Company Name: Address: COUNTRY
Tel: +00 000 000
Fax: +00 000 000
Contact: Ms Jane Doe
abc@messefrankfurt.com
www.messefrankfurt.com
Company Name: Address: COUNTRY
Tel: +00 000 000
Fax: +00 000 000
Contact: Ms Jane Doe
abc@messefrankfurt.com
www.messefrankfurt.com

Please also contact your local sales partner. The contact information can be found at www.messefrankfurt.com, go to The Company/Company profile/Sales partners.



4

ambiente
International Trade Fair for Table Decoration, Household Products, Interior Design and Gift

Fair Date: 00 – 00 Month, Year
Opening Hours: 9:00 – 18:00
Location: Lozen ipsum Dolor sit amet, consectetur adipiscing
Exhibition Space: 00,000 sqm gross (Year)
Exhibitors: 000 (Year)
Visitors: 0,000 (Year)

Product Groups: Dolor sit amet, consectetur
adipiscing elit, sed diam nonummy
nisi euismod interdum ut labore
dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam
quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip


Participation Fee: Dolor sit amet, consectetur
adipiscing elit, sed diam nonummy
nisi euismod interdum ut
labore dolore magna aliquam erat

Admission Fee: Adipiscing elit, sed diam nonummy
nisi euismod interdum ut labore
dolore magna aliquam erat

Organiser: Dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nisi euismod interdum

Contact:
Company Name: Address: COUNTRY
Tel: +00 000 000
Fax: +00 000 000
Contact: Ms Jane Doe
abc@messefrankfurt.com
www.messefrankfurt.com
Company Name: Address: COUNTRY
Tel: +00 000 000
Fax: +00 000 000
Contact: Ms Jane Doe
abc@messefrankfurt.com
www.messefrankfurt.com

Please also contact your local sales partner. The contact information can be found at www.messefrankfurt.com, go to The Company/Company profile/Sales partners.



Factsheets communicate the key facts about an event in a brief and succinct way. They are structured in table form; individual categories are separated by lines.

The information on a factsheet should wherever possible be presented on a single page. The template is programmed in such a way that if required a second page is available.

Word templates in English and German are available in the brandportal.

- 1 Factsheet, first page
- 2 Factsheet, follow-up page
- 3 Factsheet with multiple product brands
- 4 Factsheet with eye-catcher

Please use the following template

 t_p_businessstat_factsheet.dotm

24 mm

productbrand

LOCATION IDENTIFIER

1 Dolor sit amet consectetur adipiscing elit

2

Fair Date	00 – 00 Month, Year
Opening Hours	9:00 – 18:00
Location	Lorem ipsum Dolor sit amet, Consectetur adipiscing
Exhibition Space	00,000 sqm gross (Year)
Exhibitors	000 (Year)
Visitors	0,000 (Year)

Product Groups

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

3

Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Participation Fee

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Admission Fee

Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

Organiser

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

Contact

4

Company Name	Company Name
Address	Address
COUNTRY	COUNTRY
Tel.: +00 000 000	Tel.: +00 000 000
Fax: +00 000 000	Fax: +00 000 000
Contact: Ms Jane Doe	Contact: Ms Jane Doe
abc@messefrankfurt.com	abc@messefrankfurt.com
www.messefrankfurt.com	www.messefrankfurt.com

Please also contact your local sales partner. The contact information can be found at www.messefrankfurt.com, go to The Company/Company profile/Sales partners.

5 logo logo logo logo messe frankfurt

Brands

The four-coloured version of the product brand is set in 130 % of the master file and positioned flush left. An auxiliary line has been created in Word to assist positioning. The location identifier or supplement to the product brand is always placed below this baseline.

The corporate brand is set in black.

Text field

The text field is formatted as a table. The standard categories are already predefined in the template. Additional categories can be added as required by inserting a new row in the table.

- 1 Subline
- 2 Categories
- 3 Running text
- 4 The contact details are entered via the entry mask in the template.

5 Partner logos

Partner logos are positioned in black and on the same baseline as the corporate brand (an optical adjustment may be necessary in the case of round forms). The size should be chosen to optically correspond to the size of the corporate brand.

texcare
ASIA
International Trade Fair for Modern Textile Care

Fair Date 28 – 30 October, 2009
Opening Hours 9:00 – 17:00
Location China International Exhibition Centre, Beijing, China
Exhibition Space 10,000 sqm gross (2007)
Exhibitors 135 (2007)
Visitors 5,785 (2007)

Product Groups Machines, apparatus, devices and installations for laundry, ironing, dry cleaning and dyeing
Laundry, ironing, dry cleaning disinfecting and dyeing agents
Equipment, textile and accessories for rental services
Laundry chain store and franchise
side for the cleaning of carpet, floor covering, upholstery and buildings
for environmental protection and recycling

10% Early Booking Discount until 28. 11. 2013

1 Eye-catcher

In the template, an eye-catcher can automatically be inserted using the “draw toolbar”. It is available either in red (“teaser red”) or black (“teaser black”).

2 Multiple brands

In exceptional cases up to three product brands may be placed next to each other in the header. They are reproduced in the original file size. The brands are positioned on the baseline starting from the left edge and are spaced 1cm apart.

3 Multiline brands

Multiline brands are reproduced in their original size.

toyfair
MIDDLE EAST

baby&infant
MIDDLE EAST


stationery & back2school
MIDDLE EAST

The Middle East's Leading Trade Fair for Toys, Baby Products and Educational Supplies


Fair Date 00 – 00 Month, Year
Opening Hours 9:00 – 18:00
Location Lorem ipsum Dolor sit amet, Consectetuer adipiscing
Exhibition Space 00,000 sqm gross (Year)
Exhibitors 000 (Year)
Visitors 0,000 (Year)

Product Groups Dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Press releases

logo	logo	logo	logo	productbrand LOCATION IDENTIFIER
Press Productbrand Second line Third line Forth line Fifth line				Date First name Surname Tel. +12 34 56 78-90 12 first_name.surname@messefrankfurt.com www.productbrand.com www.productbrand.com Name of document
Headline 1 Headline 2 Headline 3				
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DIN A4 example with partner logos at the height of the product brand

				productbrand LOCATION IDENTIFIER
Press Productbrand Second line Third line Forth line Fifth line				Date First name Surname Tel. +12 34 56 78-90 12 first_name.surname@messefrankfurt.com www.productbrand.com www.productbrand.com Name of document
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DIN A4 example with partner logos at the height of the corporate brand

Partner logos are positioned according to their content:

The logos of partners on the event level are placed at the height of the product brand. The logos of partners on the sender level are placed at the height of the corporate brand.

In the case of one or two partner logos, these are positioned starting from the right, to the left of the product/corporate brand. In the case of three or more partner logos, they are distributed across the entire text width, starting flush left. Optically, they should have the same distance from one another and a slightly larger distance from the corporate brand.

The size of the partner logos should be chosen to optically correspond to the size of the adjacent product or corporate brand.

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- 12 Page number, only on follow-up pages

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