messe frankfurt

Edition December 2015

Business Stationery

Product Level

Contents

Letterheads and fax sheets 3
1.1 Overview 4
1.2 Letterheads – DIN A4 5
1.3 Letterheads – Special position of address block and positioning of partner logos 6
1.4 Letterheads – US Letter 7
1.5 Fax sheets – DIN A4 and US Letter 8

Business cards 9
2.1 Face 10
2.2 Reverse 11

Factsheets 12
3.1 Overview 13
3.2 Layout 14
3.3 Eye-catcher and multiple brands 15

Press releases 16
4.1 DIN A4 17
4.2 Partner logos 18
4.3 US Letter 19

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.

 © Messe Frankfurt GmbH

Letterheads and fax sheets

1.1 Letterheads and fax sheets – **Overview**

1

2

3

4

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.

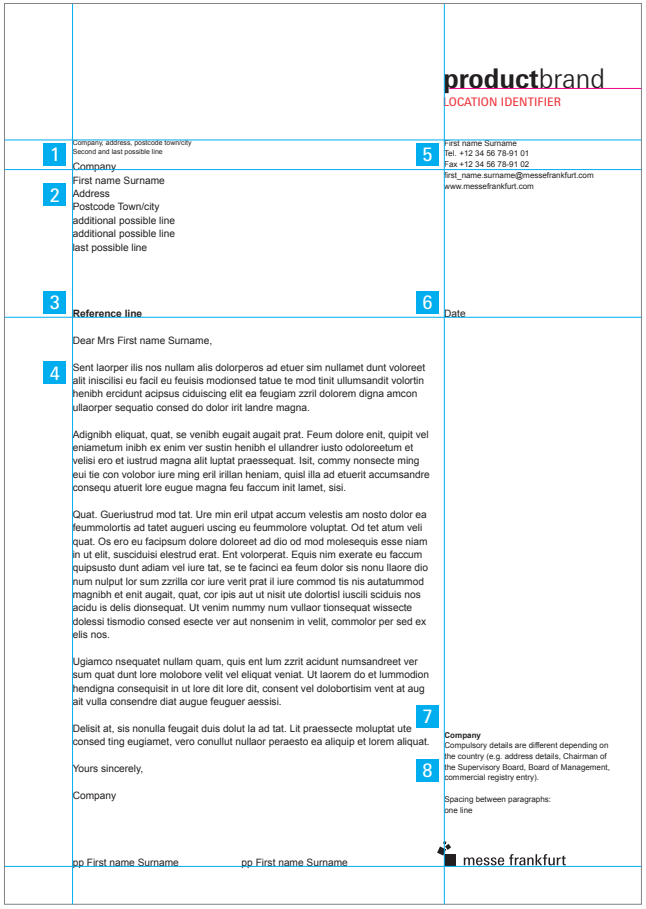
Text is always set flush left. Justified text and alignment along a central axis are not permitted.

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.

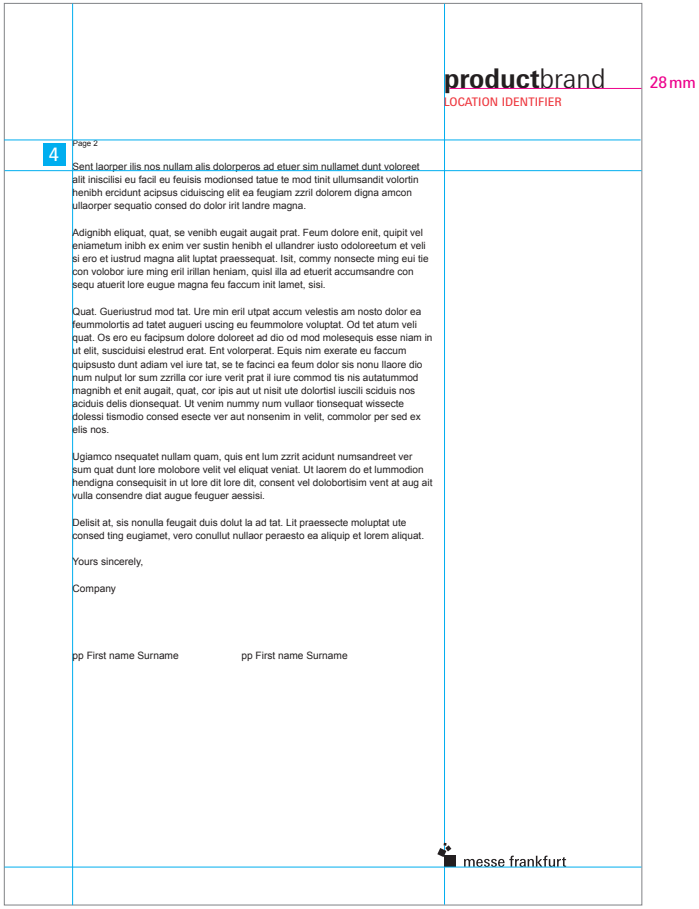
1 DIN A4 letterhead, first page (event)
2 DIN A4 letterhead, follow-up page (event)
3 DIN A4 letterhead, first page (service)
4 DIN A4 fax sheet, first page (event)

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

 © Messe Frankfurt GmbH



First page



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

 © Messe Frankfurt GmbH

First page with address block in special position

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

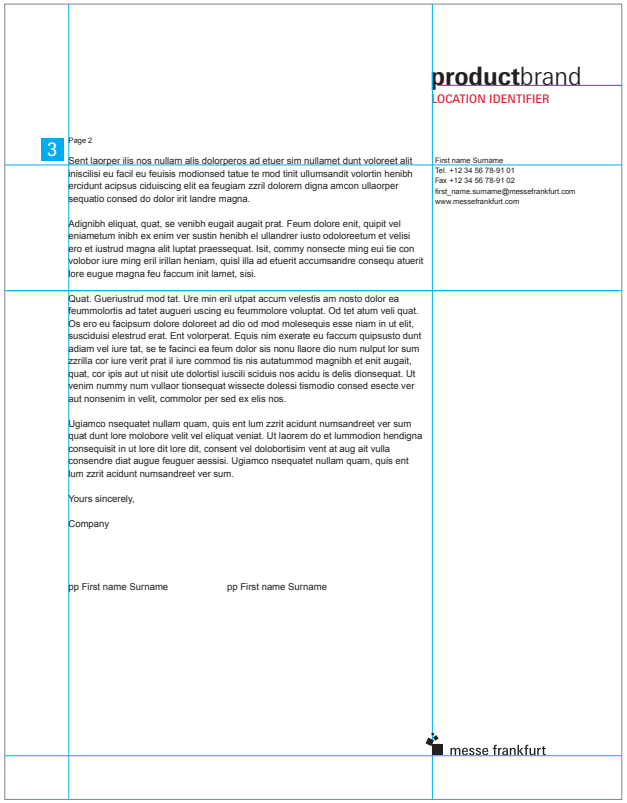
2 Spacing between contact and compulsory details: three blank lines

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

 © Messe Frankfurt GmbH

First page



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

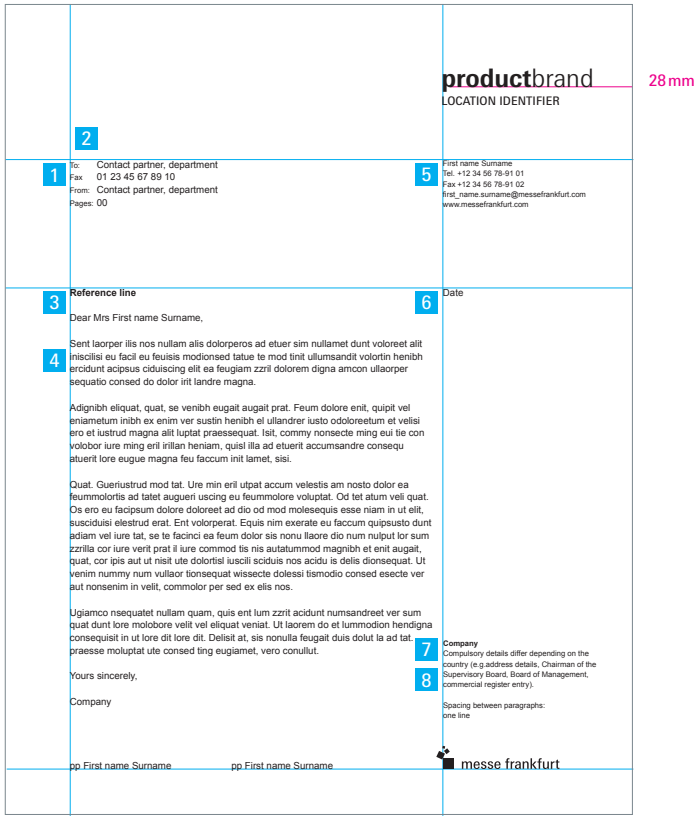
Margin

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

DIN A4



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

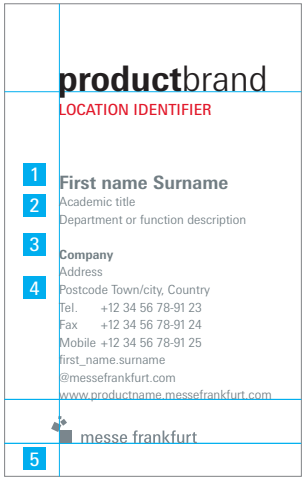
5 Contact details
6 Date
7 Company
8 Compulsory details

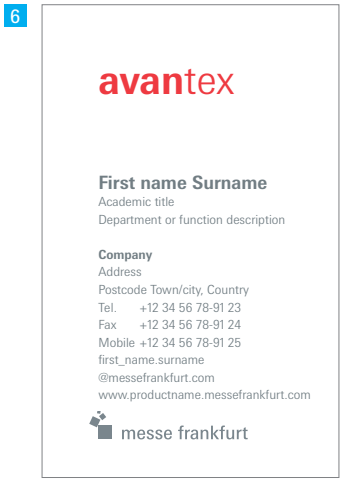
Please use the following templates
t_p_businessstat_fax_DINA4.dot
t_p_businessstat_fax_USletter.dot

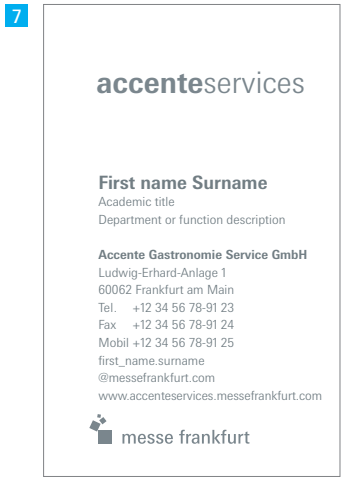
 © Messe Frankfurt GmbH

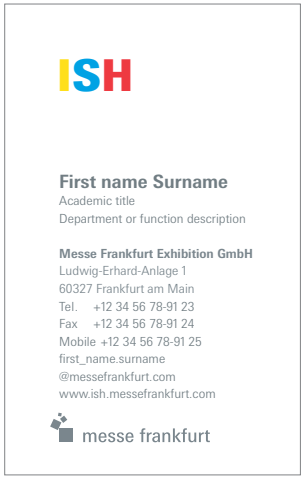
Business cards

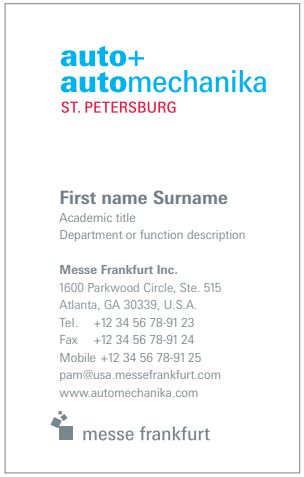
2.1 Business cards – **Face**











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

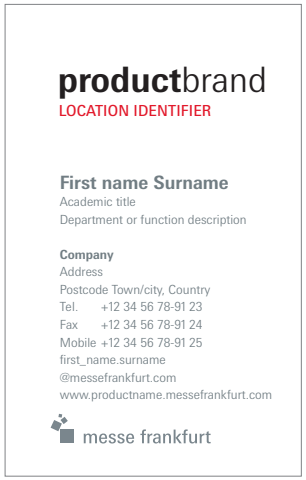
Please use the following template
t_p_businessstat_businesscards.indt

 © Messe Frankfurt GmbH

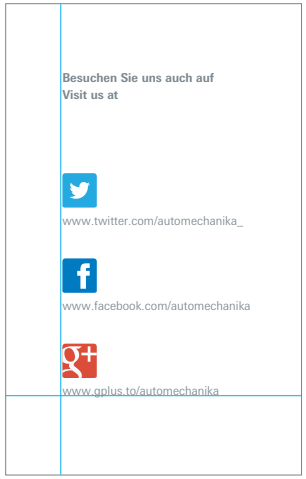
2.2 Business cards – **Reverse**

1

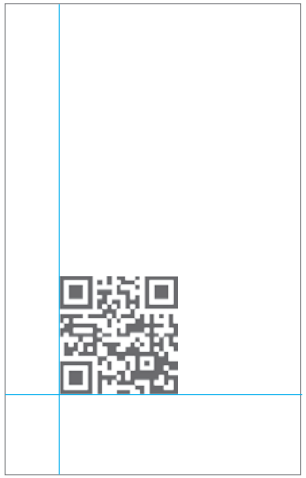
2



3



4



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.

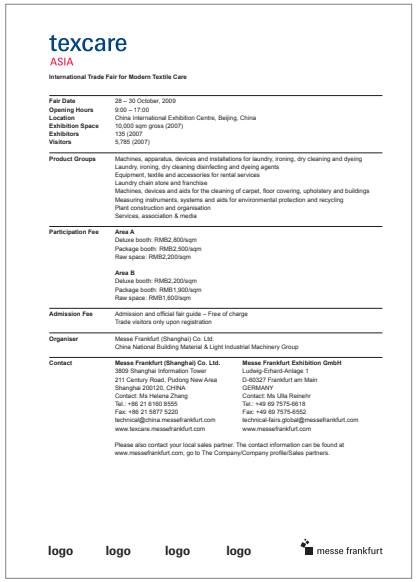
3 Example of reverse with social media icons
4 Example of reverse with QR code
The reproduction size depends on the content.

 © Messe Frankfurt GmbH

Factsheets

3.1 Factsheets – **Overview**

1



texcare
ASIA

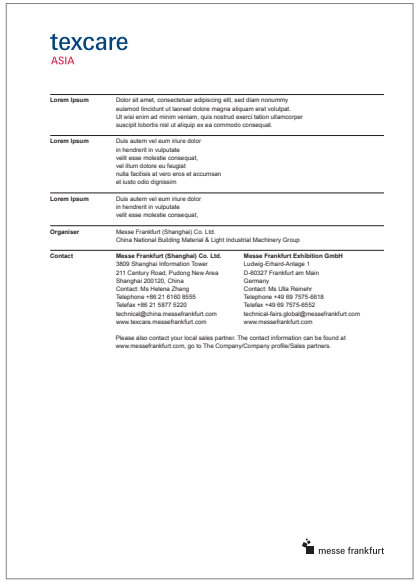
International Trade Fair for Modern Textile Care

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	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 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: RMB2,800/sqm Package booth: RMB2,500/sqm Raw space: RMB2,200/sqm **Area B** Deluxe booth: RMB2,200/sqm Package booth: RMB1,900/sqm Raw space: RMB1,600/sqm
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.** 3809 Shanghai Information Tower 211 Century Road, Pudong New Area Shanghai 200120, CHINA Contact: Ms Helena Zhang Tel.: +86 21 6160 8555 Fax: +86 21 5877 5220 technical@china.messefrankfurt.com www.texcare.messefrankfurt.com **Messe Frankfurt Exhibition GmbH** Ludwig-Erhard-Anlage 1 D-60327 Frankfurt am Main GERMANY Contact: Ms Ulla Reinehr Tel.: +49 69 7575-6618 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 messe frankfurt

2



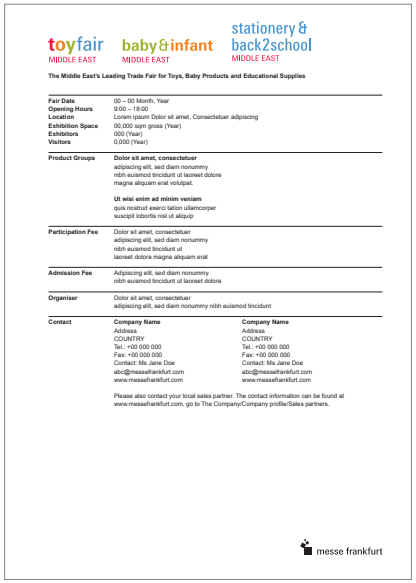
texcare
ASIA

Lorem Ipsum	Dolor sit amet, consectetuer adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet 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.
Lorem Ipsum	Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim
Lorem Ipsum	Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,
Organiser	Messe Frankfurt (Shanghai) Co. Ltd. China National Building Material & Light Industrial Machinery Group
Contact	**Messe Frankfurt (Shanghai) Co. Ltd.** 3809 Shanghai Information Tower 211 Century Road, Pudong New Area Shanghai 200120, China Contact: Ms Helena Zhang Telephone +86 21 6160 8555 Telefax +86 21 5877 5220 technical@china.messefrankfurt.com www.texcare.messefrankfurt.com **Messe Frankfurt Exhibition GmbH** Ludwig-Erhard-Anlage 1 D-60327 Frankfurt am Main Germany Contact: Ms Ulla Reinehr Telephone +49 69 7575-6618 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.

messe frankfurt

3



toyfair MIDDLE EAST
baby&infant MIDDLE EAST
stationery & back2school MIDDLE EAST

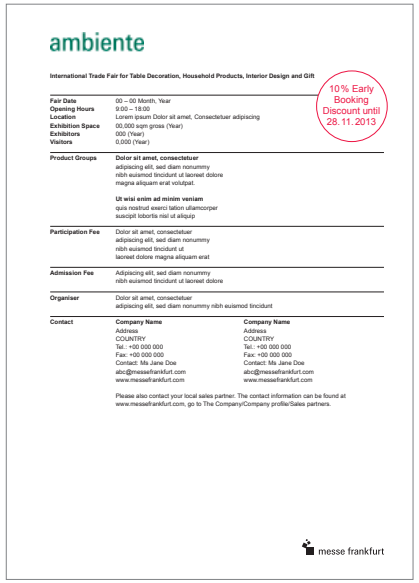
The Middle East's Leading Trade Fair for Toys, Baby Products and Educational Supplies

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. **Ut wisi enim ad minim veniam** quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip
Participation Fee	Dolor sit amet, consectetuer 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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt
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.

messe frankfurt

4



ambiente

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

10% Early Booking Discount until 28. 11. 2013

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. **Ut wisi enim ad minim veniam** quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip
Participation Fee	Dolor sit amet, consectetuer 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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt
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.

messe frankfurt

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.

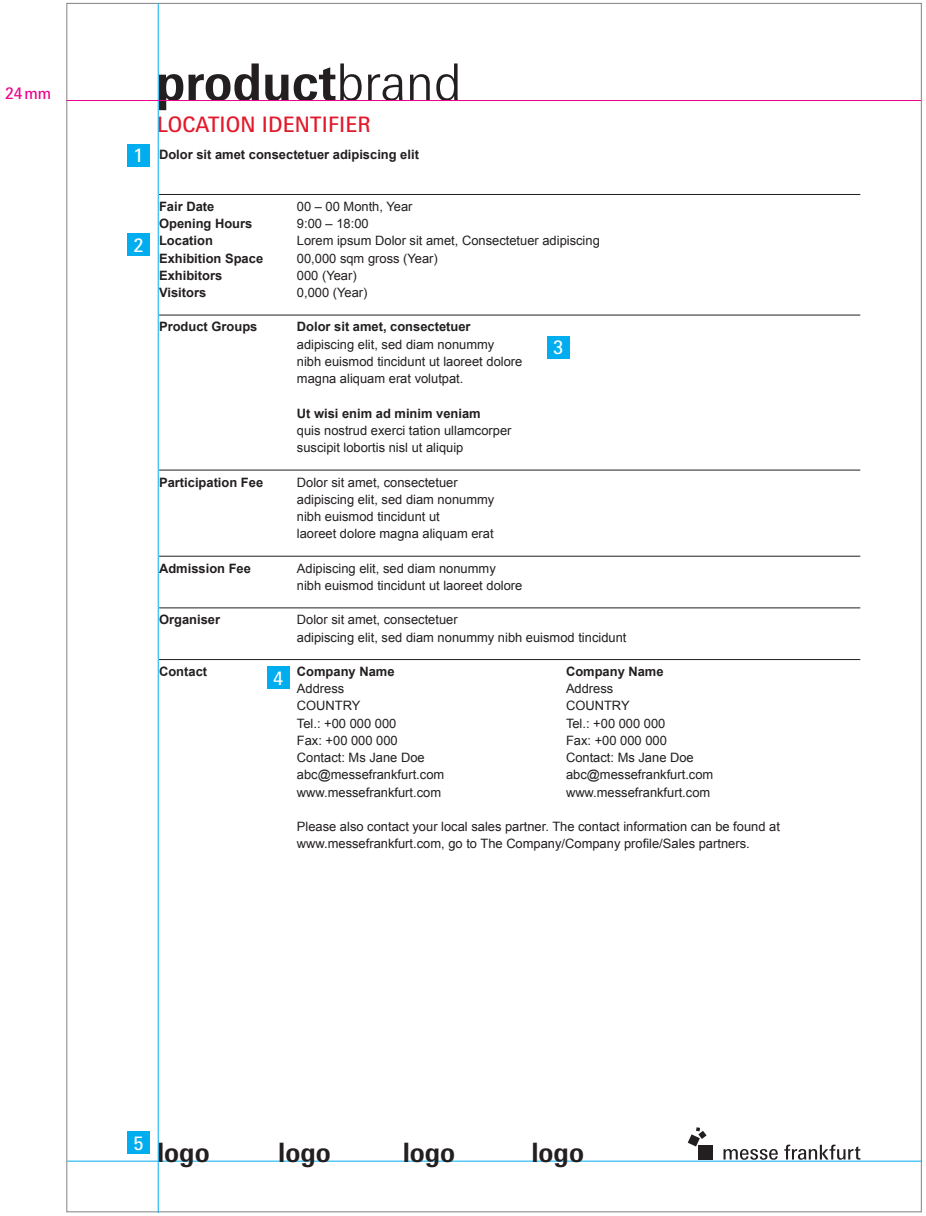
The information on a factsheet should wherever possible be presented on a single page. The template is programmed in such a way that if required a second page is available.

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

 © Messe Frankfurt GmbH



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.

 © Messe Frankfurt GmbH

3.3 Factsheets – **Eye-catcher and multiple brands**

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").

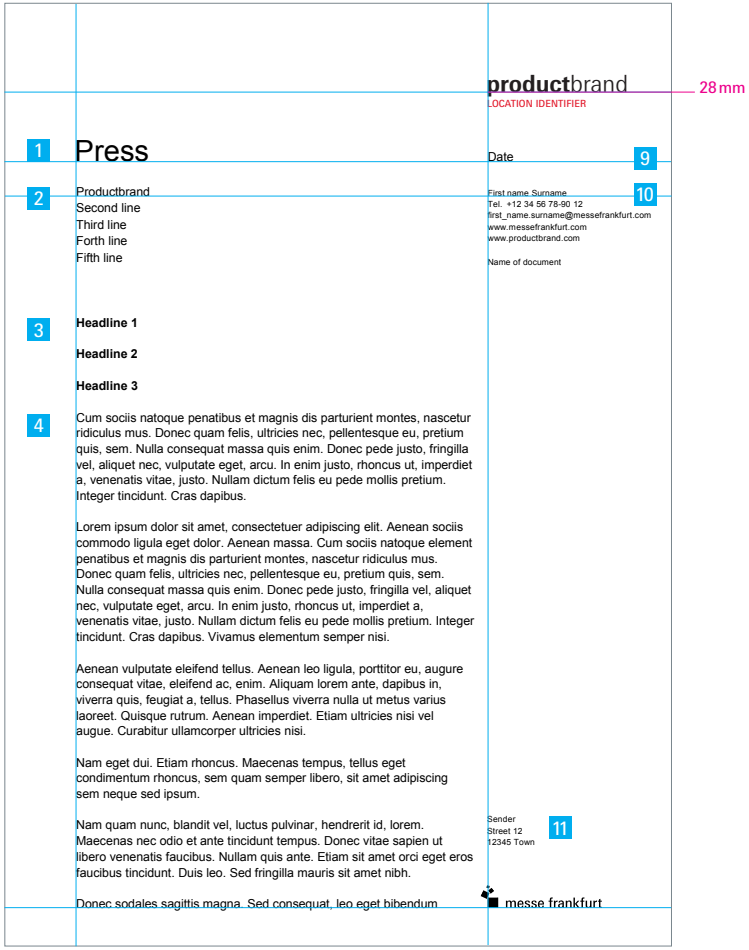
2 Multiple brands
In exceptional cases up to three product brands may be placed next to each other in the header. They are reproduced in the original file size. The brands are positioned on the baseline starting from the left edge and are spaced 1 cm apart.

3 Multiline brands
Multiline brands are reproduced in their original size.

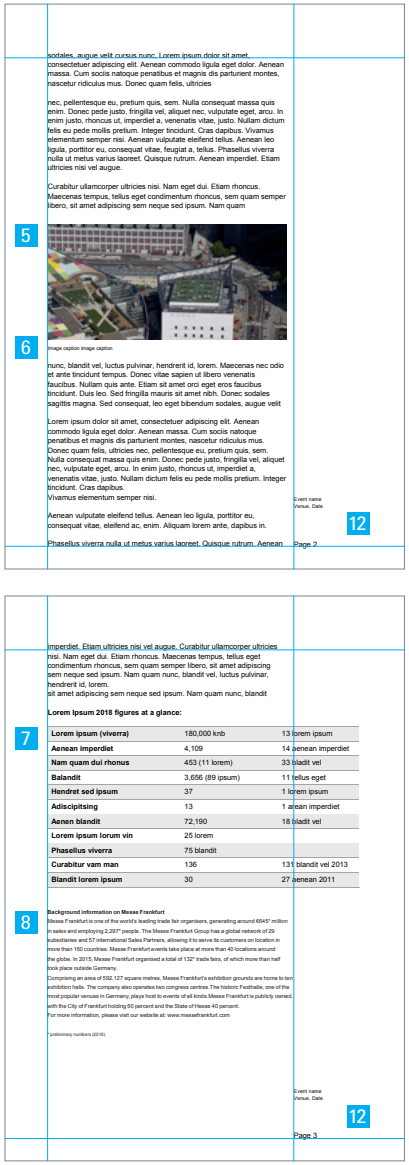
 © Messe Frankfurt GmbH

Press releases

4.1 Press releases – **DIN A4**



First page



Follow-up pages

Brands

The product brand is set in 90% of the four-coloured master file, the corporate brand in black. Both the one- and multiline product brands are placed at a height of 28 mm. Location identifiers and brand supplements are placed below this.

1 **“Press”**

Text field

2 Reference
3 Headline
4 Running text
5 Image
6 Image caption
7 Table
8 Background information

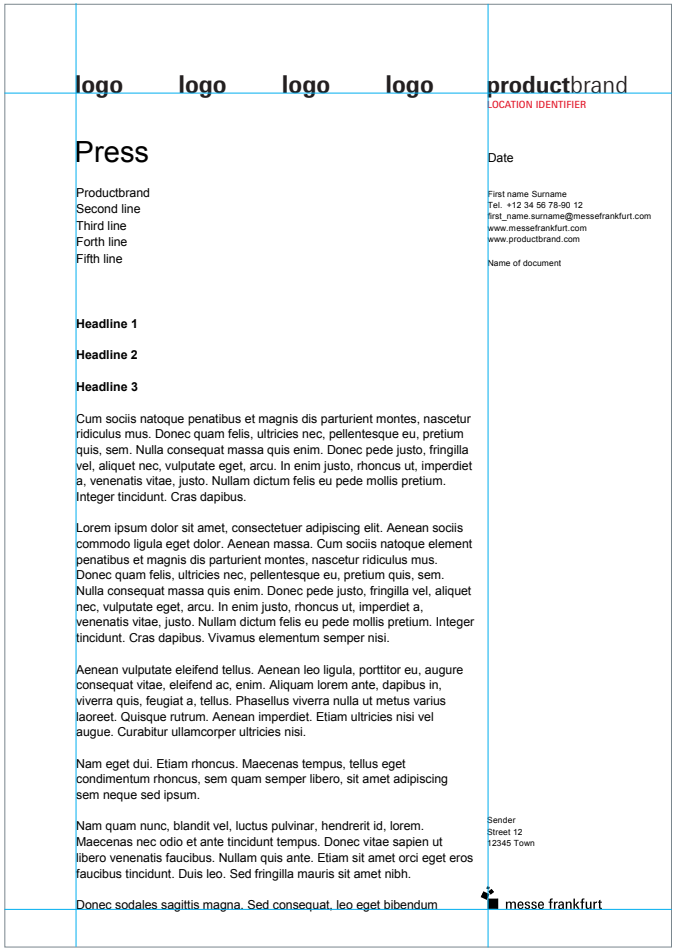
Margin

9 Date
10 Contact details
11 Sender
12 Event name with venue and date, as well as page number, only on follow-up pages

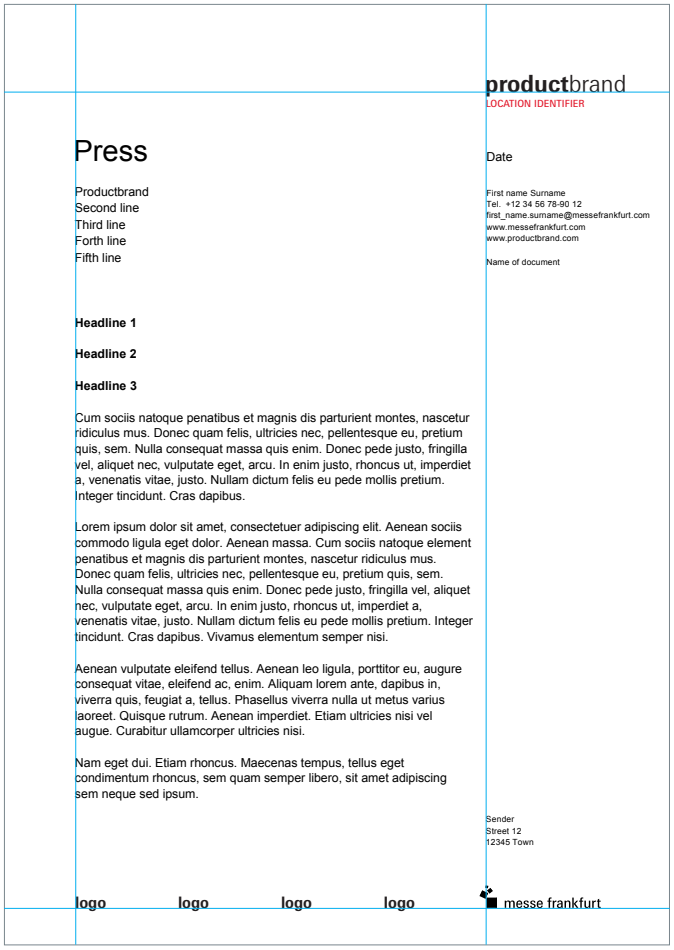
Please use the following template
t_p_businessstat_pressrelease_DINA4.dotx

 © Messe Frankfurt GmbH

4.2 Press releases – **Partner logos**



DIN A4 example with partner logos at the height of the product brand



DIN A4 example with partner logos at the height of the corporate brand

Partner logos are positioned according to their content:

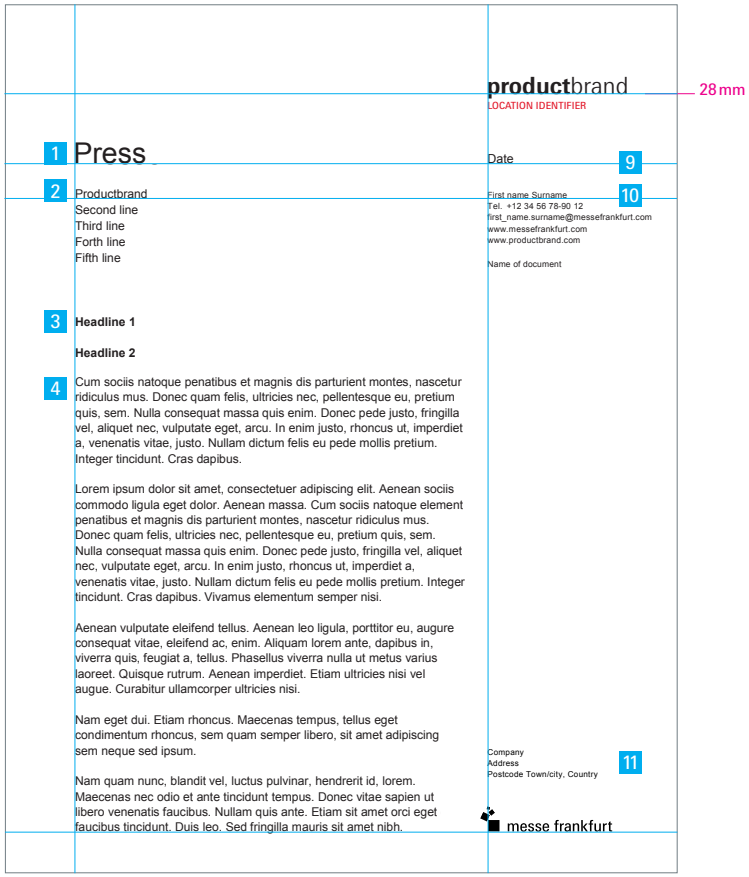
The logos of partners on the event level are placed at the height of the product brand. The logos of partners on the sender level are placed at the height of the corporate brand.

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.

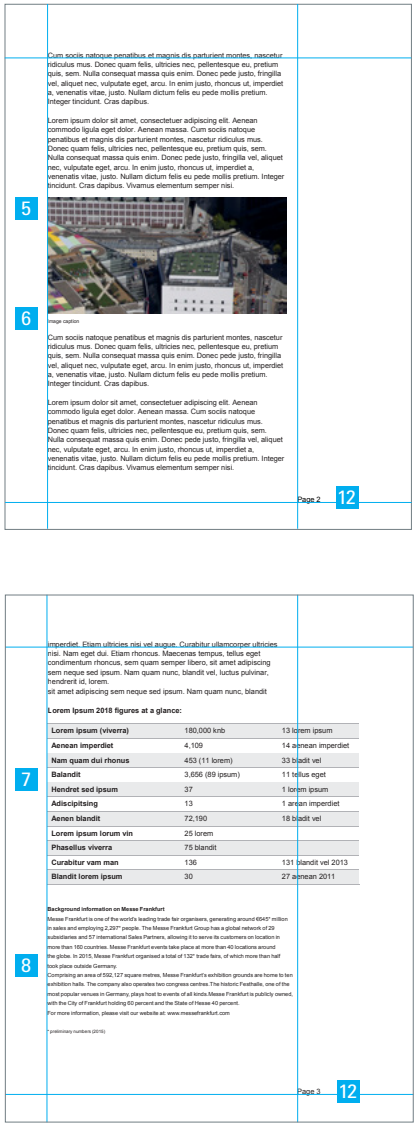
The size of the partner logos should be chosen to optically correspond to the size of the adjacent product or corporate brand.

 © Messe Frankfurt GmbH

4.3 Press releases – **US Letter**



First page



Follow-up pages

Brands

The product brand is set in 90% of the four-coloured master file. Both one- and multiline product brands are placed at a height of 28 mm from the top edge. Location identifiers and brand supplements are automatically placed below this.

The corporate brand is set in black.

1 **“Press”**

Text field

2 Reference
3 Headline
4 Running text
5 Image
6 Image caption
7 Table
8 Background information

Margin

9 Date
10 Contact details
11 Sender
12 Page number, only on follow-up pages

Please use the following template
t_p_businessstat_pressrelease_USletter.dotx