thaifex HOREC ASIA

BRAND IDENTITY & STANDARDS

DESIGNER'S GUIDE

CONTENT

Introduction	2
Logo Usage	3
Color Scheme	5
Typography	7
Key Visual	9
Event Icons	12

INTRODUCTION

Welcome to the THAIFEX - HOREC Asia design manual.

Design is a powerful tool when used well, but it can destroy a brand when used badly. This manual sets out a “FREEDOM WITHIN A FRAMEWORK” philosophy, showing what can be adapted as a result of local legal rules, photographic images which match local insights, functional claims or local information panels.

It also sets out what is non-negotiable.

We are building a powerful global brand. We need a consistent, global image, executed brilliantly by our parters around the world. This manual is a guide to achieving global creative excellence.

LOGOTYPE

Basic Logotype

Can be used in form as shown below:

Clear Space

We measure the exclusion zone by taking the height of the ‘f’ in the logo and using it to make out the surrounding area.

Minimum Size

Do not use THAIFEX - HOREC Asia logotype below the following size:

Logotype in Black

The black versions of the logotype is reserved for documents printed in black & white.

USE ON BACKGROUND COLORS & COLOUR SCHEME

The logo can be used on coloured background as per the examples.

Gradient

Colour blending gradient of Blue and Red

Blue

Pantone	Blue
CMYK	93 | 86 | 0 | 0
RGB	0 | 0 | 205
HEX	#0000cd

Red

Pantone	Red
CMYK	5 | 100 | 98 | 0
RGB	227 | 31 | 40
HEX	#e31f28

Grey

Pantone	Grey
CMYK	28 | 22 | 21 | 0
RGB	185 | 186 | 188
HEX	#b9babc

Black

Pantone	Black
CMYK	0 | 0 | 0 | 100
RGB	0 | 0 | 0
HEX	#000000

TYPOGRAPHY

Which font should be used, and when?

Headlines:
Bliss Pro,
font weight Heavy

Sub-headlines:
Bliss Pro,
font weight Medium

Body copy:
Bliss Pro,
font weight Book and Demi,
left-justified ragged-right composition

Highlighting:
Bliss Pro,
font weight Bold

Date, Month and Year:
Acumin Variable Concept
Font weight ExtraCondensed

HEADLINE

sub-headline

Tem este nim quam, tet doluptatur, comni rem labor rataectat ipsamus, sitae lacepera comnihilici ipitias alist, simolla ndipitionet explicient ut vollatus re, to quam ipsaerument in niant licate omnis eturest et et quibeaquam conesti dolo eiciet eiumquam sanianducil inte omnihil lestes dunt ut re aborerionse volesequame doluptaqui vid mos maximus anditat.

Fugit, odit et velluptur?
Beaquam volorero mi, tem solupti doloreictur?

Fererferepra doluptium elessit que quibus moluptae quam laborestibus ea del eost, ad ut liqui ut inctas exerupt assuntus imagniam faccate mporerum re, num ium quo te estiaspic tempe doluptus eum ute qui repeles qui bea videreptia am eatum ea acesti odipici dusdam qui que **pre nos eaquati oribus quodipicati volor sitat** officimpor aliqui omnimol uptatus simillorpos estionse rero beaquaspit ad molores rectibus.

KEY VISUAL

The key visual for THAIFEX - HOREC Asia perfectly captures the essence of the HORECA trade show. Set against a background of grey gradation, the visual features a dynamic mix of 2-D and 3-D elements, including a stunning golden serving platter atop a sleek server.

The logotype and tagline are at the heart of the visual, which doubles as the campaign's claim and key message. The headline boldly announces the event and sets the tone for the entire campaign.

The tagline is a playful twist of colours, shifting from the signature THAIFEX - Anuga Asia red to THAIFEX - HOREC Asia blue. This perfectly reflects the show's extension into the HORECA trade show, allowing attendees to explore new opportunities and connect with like-minded professionals.
The THAIFEX - HOREC Asia character is one of innovation, excitement, and boundless possibility.

Placement of elements

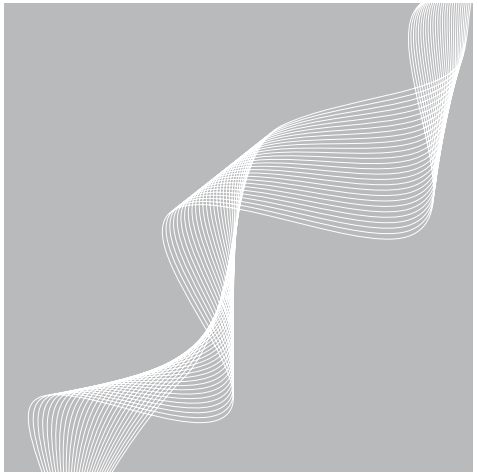
The baselines of headlines etc. are placed on the grid. The event logo, the date and the visual must be placed on the left side and have portrait orientation. Exceptions apply to landscape orientation too.

DESIGN PATTERNS

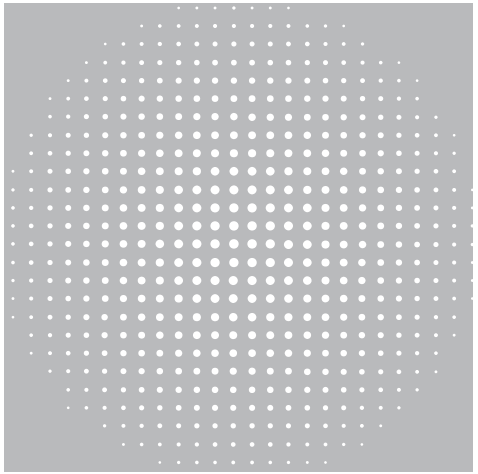
Using patterns can make surfaces appear more multi-dimensional. They can also provide support when a plain gray background is too plain. These grey patterns can be used as background and to give a modern and contemporary appearance, they are mainly used in white.

Curves

Swirls



Circle Dots



EVENT ICONS & COLOURS

Colour Version

CMYK
35 | 100 | 37 | 11
RGB
157 | 31 | 96
HEX
#9c1e60

CMYK
0 | 99 | 100 | 0
RGB
237 | 33 | 36
HEX
#ed2124

CMYK
100 | 99 | 10 | 1
RGB
47 | 49 | 134
HEX
#2e3186

CMYK
73 | 27 | 8 | 0
RGB
57 | 152 | 199
HEX
#3897c6

CMYK
77 | 14 | 47 | 0
RGB
38 | 164 | 152
HEX
#26a498

CMYK
48 | 28 | 100 | 5
RGB
142 | 151 | 56
HEX
#8e9738

CMYK
25 | 30 | 39 | 0
RGB
194 | 172 | 153
HEX
#c2ac98

CMYK
0 | 80 | 97 | 0
RGB
241 | 90 | 38
HEX
#f15a26

CMYK
0 | 35 | 88 | 0
RGB
251 | 176 | 56
HEX
#fbaf38

Outline Version