



ESPOSIZIONE INTERNAZIONALE
DELLE DUE RUOTE

BRAND MANUAL

Integration of the 110th anniversary logo

FONT



(a)
COUTURE BOLD

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

(b)
SWEET SANS LIGHT

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

(c)
SWEET SANS BOLD

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

(d)
110

Handwritten

RESPECT DISTANCES

 6mm



RESPECT DISTANCES - NEGATIVE

 5mm



COLOURS



L'ARTE DELLE DUE RUOTE. DA 110 ANNI.



C 0
M 100%
Y 100%
K 0

e30613



C 91%
M 79%
Y 62%
K 97%

000000



C 0
M 21%
Y 93%
K 0

ffcc03

MINIMUM PRINT SIZE



NB: Reduced and contracted versions should only be used when creating medium or small sized materials or media.

PERMITTED USES



NON-PERMITTED USES



RECOMMENDATIONS FOR USE

Vector



Digitised work



The logo for the 110th anniversary of EICMA is a digitisation of a hand-drawn work of art on canvas. In order to preserve the original texture of the brush strokes, the use of the vector version is suggested for the creation of reduced versions not exceeding 61mm (including the size of the official EICMA logo).