



**Sun  
Shading  
Expo**  
NORTH AMERICA

**STYLEGUIDE** VERSION 1.0

## LOGO

---

Spelling  
**03**

Standard  
**04**

Versions  
**05**

Colors  
**06**

Application  
**07**

## COLOR

---

Color values  
**08**

## FONT

---

Corporate font  
**09**

## DESIGN ELEMENTS

---

Key visual  
**10**

Stopper & icons  
**11**

Surfaces  
**12**

Decorative elements  
**13**

## APPLICATIONS

---

Business card  
**14**

Postcard  
**15**

# LOGO

## Spelling

The following spelling is provided in all textual mentions:

# Sun Shading Expo North America

### Here is a headline

Pel mo delignisiti as es remporrum que pora plam net esto dolores quosae volupti dolorero dolor ressed essimus volorro tes rerum ex ellut eatias ped milla aliquas voloria tionsed iatatur aut etur dolorunt. **Sun Shading Expo North America** Ro cum re iumolor aborum fuga. Nam landi officae re venihilibus et licit aspicae.

**LOGO**  
Standard



**Sun  
Shading  
Expo**  
NORTH AMERICA

# LOGO

## Versions

1



2



SMART | TECHNOLOGY | DESIGN

3



NOVEMBER 2 – 4 2021

4



SMART | TECHNOLOGY | DESIGN  
NOVEMBER 2 – 4 2021

5



SMART | TECHNOLOGY | DESIGN  
NOVEMBER 2 – 4 2021  
Music City Convention Center, Nashville, TN

### ENGLISCH

- 1 - Standard logo
- 2 - Claim
- 3 - Date
- 4 - Claim + date
- 5 - Claim + date + location

# LOGO

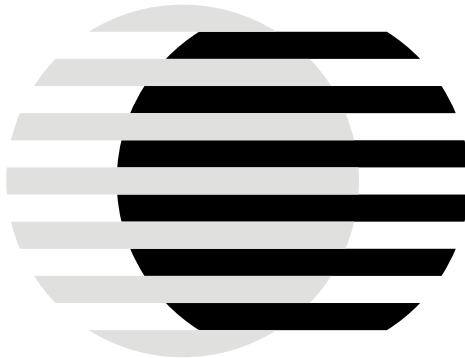
## Colors

1



**Sun  
Shading  
Expo**  
NORTH AMERICA

2



**Sun  
Shading  
Expo**  
NORTH AMERICA

3



**Sun  
Shading  
Expo**  
NORTH AMERICA

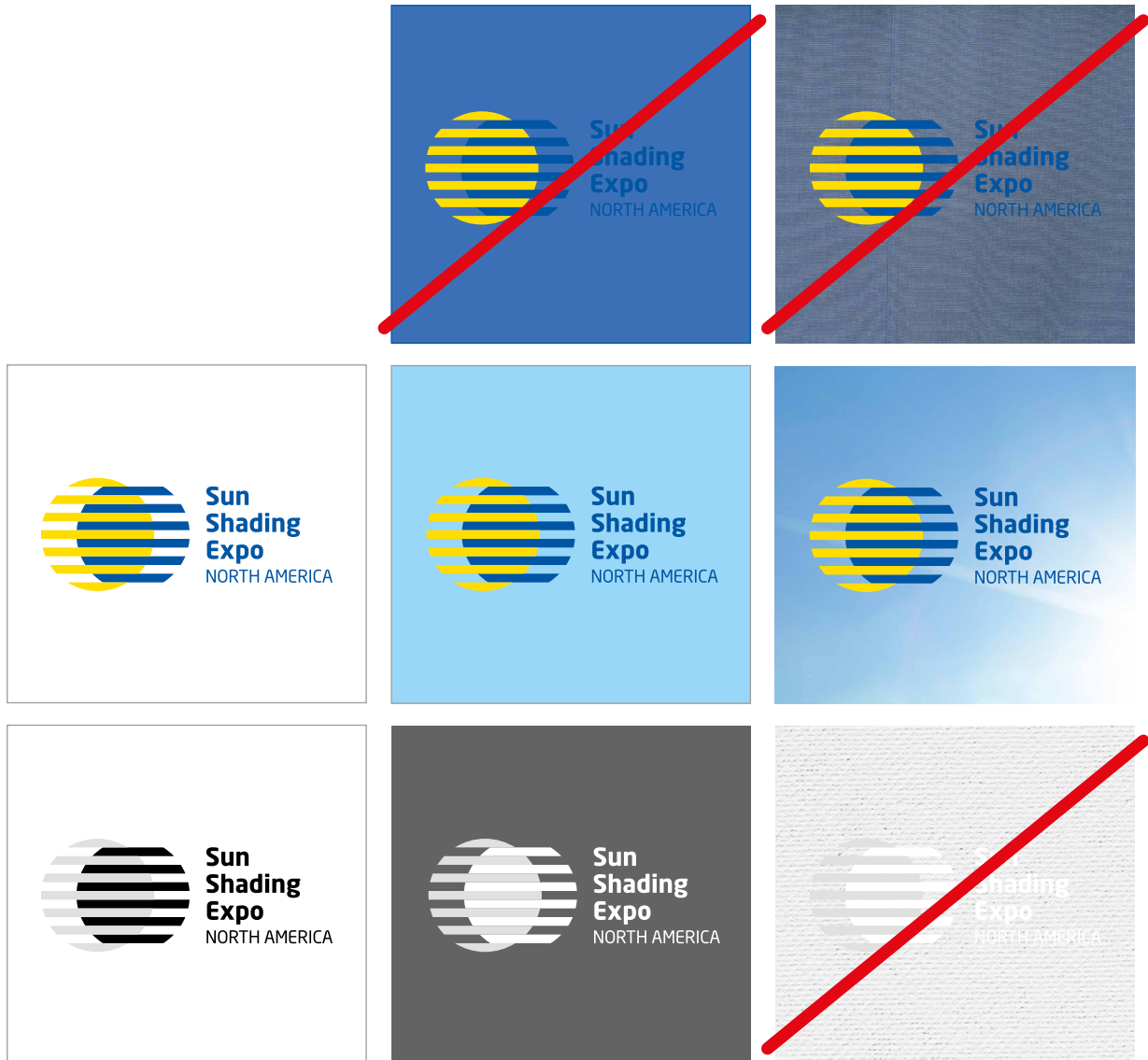
---

### FARBEN

- 1 - 4C
- 2 - 2C (black/grey)
- 3 - 2C (white/grey)

# LOGO

## Application



Nur in Ausnahmefällen

### Logo on white background

4 c or black and white print in 100 % black.

### Logo on colored background

exclusively in 4c or 2c (white/grey)  
(according to the brightness of the  
background)

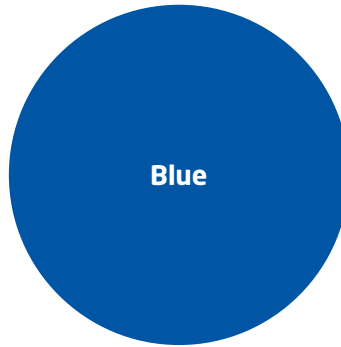
### Logo on photograph

in 4 c (according to the brightness of the image).  
The logo must not be positioned on image motifs  
that are too turbulent. Readability must be  
guaranteed.

# COLORS

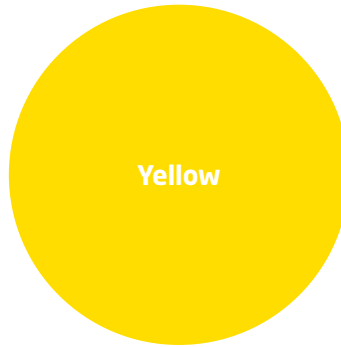
## Color values

1



**CMYK**  
100 65 0 0  
**RGB**  
0 86 165  
**HEX**  
#0056a4

2



**CMYK**  
0 10 100 0  
**RGB**  
255 221 0  
**HEX**  
#ffdd00

3



**CMYK**  
0 0 0 17  
**RGB**  
224 224 224  
**HEX**  
#e0e0e0

4



**CMYK**  
0 0 0 90  
**RGB**  
60 60 59  
**HEX**  
#3c3c3b



# FONT

## Corporate Font

---

**Neo Sans Std**  
Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

---

**Neo Sans Std**  
Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

---

**Neo Sans Std**

Neo Sans Std is the corporate font of Sun Shading Expo and is used in the design of the most important media in external communication.

# DESIGN ELEMENTS

## Key Visual



Overall view

---

### Application

In the main media used for communication:  
Flyers, postcards, social media, website, etc.

# DESIGN ELEMENTS

## Stopper & Icons

### Stopper 1

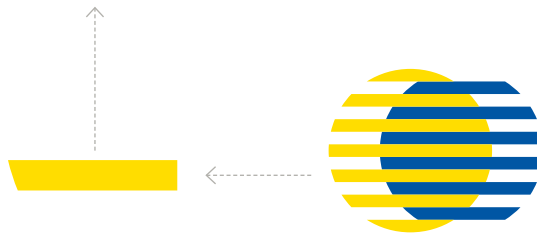
- + colored background
- + rounded corners
- + shadow, if it must stand out from the background

**WELCOME**

### Stopper 2

- + colored background
- + shape comes from the logo figurative mark

**Contact us to learn more about the show**



### Icons

- + colored
- + outline style

**= sunshadingexpo.com**



# DESIGN ELEMENTS

## Surfaces

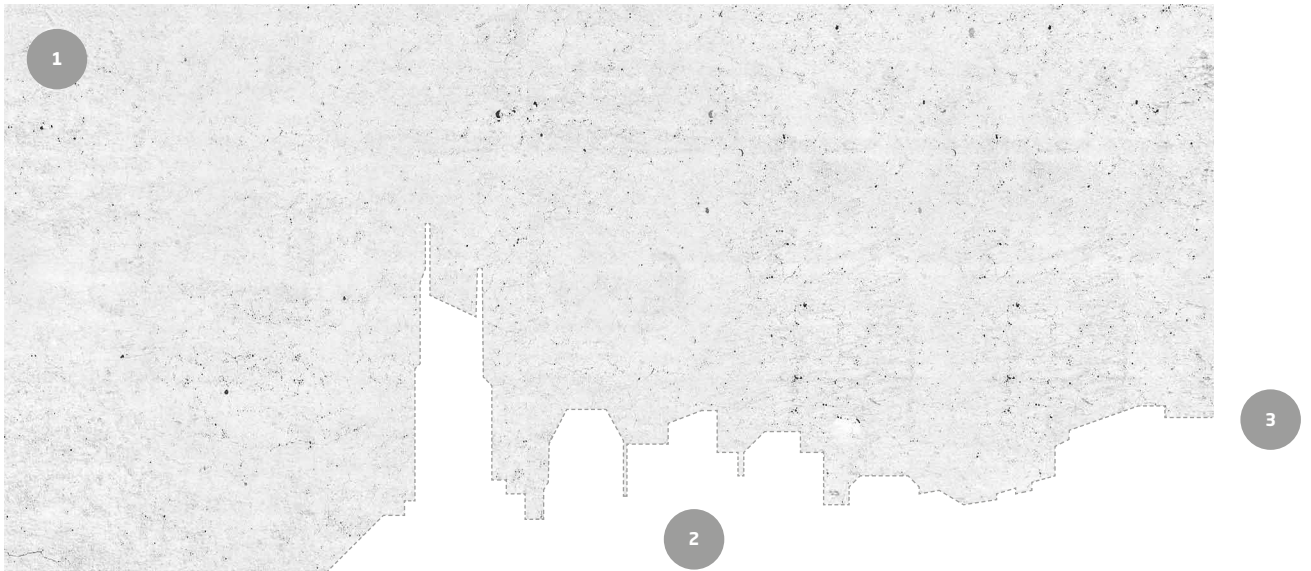


### SURFACES

The curve of the white shape comes from the figurative mark from the logo.

# DESIGN ELEMENTS

## Decorative Elements



---

### ELEMENTS

- 1 - The texture of a concrete wall can be used to make certain areas stand out.
- 2 - The silhouette of the carrier city (in this case Nashville) can be used as a decorative element
- 3 - Dashed outlines can be used as separating and decorative elements

# APPLICATIONS

## Business card



# APPLICATIONS

## Postcard



MEMBER OF THE  
R+T ALLIANCE

**WELCOME TO**



**Sun  
Shading  
Expo**  
NORTH AMERICA

[= sunshadingexpo.com](https://sunshadingexpo.com)



Messe Stuttgart  
Key to Markets

**DESIGN | SMART | TECHNOLOGY**

R+T, World's leading trade fair for roller shutters, doors/gates and sun shading systems, is bringing its 50 years of expertise in the field of sun shading to the USA: from 2021, **Sun Shading Expo North America** will be held parallel to the IFAI Expo trade fair. The core of the new trade fair will be interior and exterior sun shading systems, more precisely the product groups roller shutters and accessories, external blinds, interior sun protection, insect protection, drives and control systems as well as building automation and intelligent home systems.

**Contact us to learn more about the show:**

**Phil MacKay**  
Trade Show Management  
P +1 603 785 5510  
E philip.mckay@messe-stuttgart.com

**November 2–4, 2021**  
Music City Convention Center, Nashville, TN

[= sunshadingexpo.com](https://sunshadingexpo.com)

**CONTACT**

Phil MacKay

Trade Show Management

**P** +1 603 785 5510

**E** philip.mckay@messe-stuttgart.com

**= sunshadingexpo.com**

