



EURO MUSCLE SHOW

BRAND GUIDELINES

FONTS:

BEBAS NEUE

Bebas Neue is the primary font.

Use cases: Titles, Headers, Buttons and all bold typography / content.

Usage guidelines: use sparingly to optimize attention flow.

Always use in all-caps at a heavy weight.

Standard letter distance. All-caps only.

Heebo

HEEBO IS THE BODY FONT

Use cases: Subtitles, Body text, inner text areas.

Usage guidelines: Use standard capitalization on body texts.

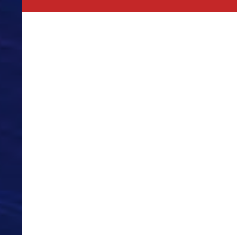
Preferably used at regular font-weight.

COLOURS:



#c42728 RGB: 196;39;40SS

Red is used as the primary accent colour. Can be used in titles, subtitles, buttons, backgrounds and other assets. Refrain from use in body text.



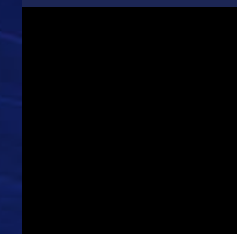
#ffffff RGB: 255;255;255

White is our primary text colour. It may only be used as a background colour on website and documents.



#1c2654 RGB: 28;38;84

Blue is our secondary accent colour. May be used for most purposes.



#000 RGB: 0;0;0

Black, secondary text colour. If required black text may be used on white and red backgrounds. Refrain from creating black accents with drop-shadows being the only exception.

COLOUR CHOICE ORIGIN:

Red, white and blue create the colours of the Dutch flag. Black has consistently been used in the marketing but only as a text or shadow colour.

ASSETS:

ASSET USAGE GUIDELINES:

The Euro Muscle Show's visual identity is characterized by its use of color and diagonal lines. Additionally, it's important that whenever the logo is used, 'Powered by ESN' is also included due to ongoing sponsorship agreements. Unless there is a conflict of interest (i.e.: Supplement Exhibitor posts)

A dotted grid is regularly used, constructed from various dots and always square, but it can potentially be rotated 45 degrees. They can also be 50% visible effectively creating a new dotted triangle asset. + shapes can also be used.

Square and rectangle elements consisting of diagonal lines are also used, which may be rotated. Moreover, smaller diagonal lines are incorporated into the marketing, such as in backgrounds.

Border only lettering may also be used in call-outs, titles and subtitles. Always take care that they stay properly legible.

RAI, AMSTERDAM

13 - 14 JULY 2024



LORUM