WorldFood Moscow

DESIGN GUIDELINES

Top 5 things you need to know

1. There is only one configuration
of the WorldFood Moscow brand mark.

2. Always surround the WorldFood Moscow Brand Mark
with sufficient free space, based on "x", which is equal
to the width of the "O" glyph.

3. Always reproduce the the WorldFood Moscow
Brand Mark at a size that is clear and legible
(depending on screen/print resolution).

4. Always provide sufficient contrast with the
background against which the WorldFood Moscow
Brand Mark appears.

5. When referencing WorldFood Moscow in
text, use an upper case "W", "F" and "M",
with no space between "World" and "Food".

**WorldFood Moscow
brand mark**

Minimum free space

Minimum size

screen min width: 40 px
print min width: 14 mm

Background contrast

WorldFood Moscow Brand Mark

WorldFood Moscow Brand Mark is used by
WorldFood Moscow and partners to represent
WorldFood Moscow international exhibition.
The Mark is available only in a one configuration.
Another configurations are not available.

Solid version is available in positive
(for use on light-color backgrounds)
and reverse (for use on dark-color backgrounds).

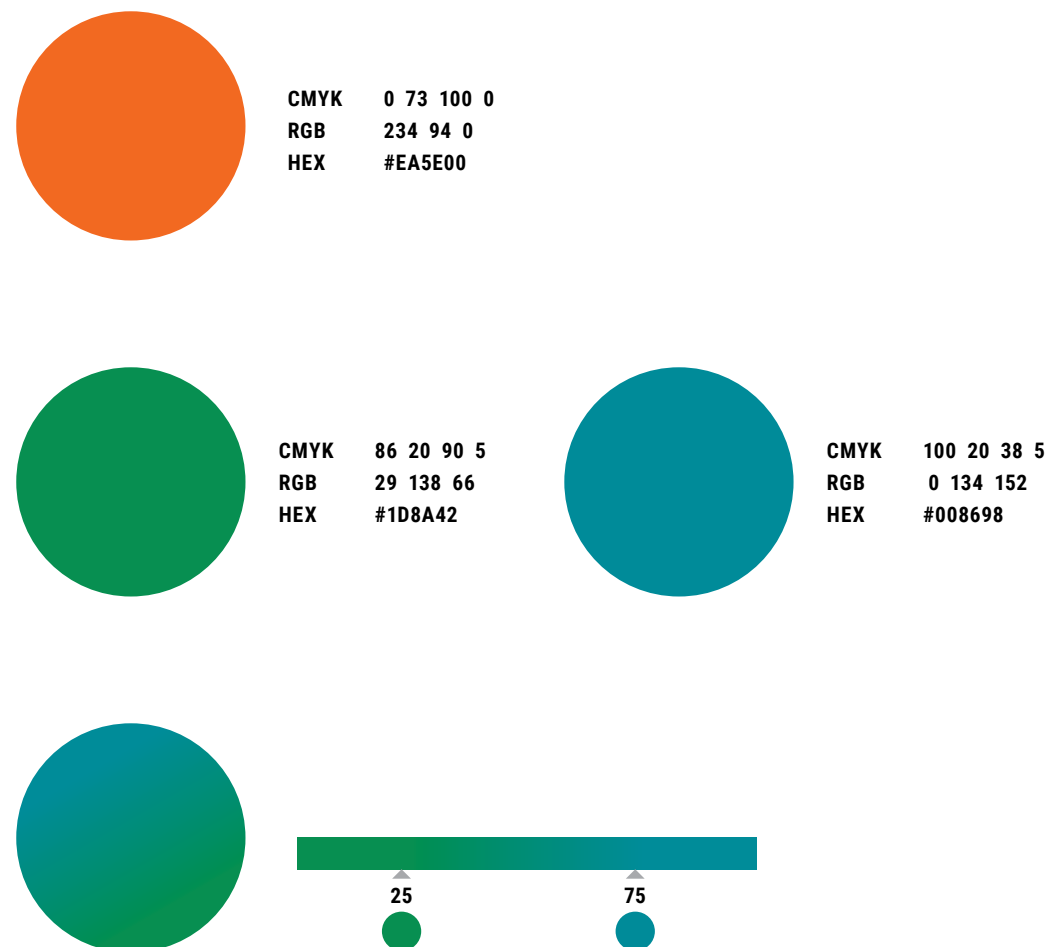See Mark color specifications for more information.

Color specifications

WorldFood Moscow Brand Mark have 3 secondary colors for highlights and backgrounds.

Orange — hightlighting headers and graphics.

Green and Blue — backgrounds.

Gradient from Green to Blue — backgrounds.

CMYK	0 73 100 0
RGB	234 94 0
HEX	#EA5E00

CMYK	86 20 90 5
RGB	29 138 66
HEX	#1D8A42

CMYK	100 20 38 5
RGB	0 134 152
HEX	#008698

25   75

Common mistakes

1. Recolor logotype

2. Non-contrast

3. Use black version instead white on colored backgrounds

4. Rotate logotype

5. Use special effects (shadows, glows etc.)

6. Outline logotype

7. Do not have free space around logo

8. Reconfigure or reposition subline

9. Remove subline

10. Non-uniform scaling

11. Display or reproduce at insufficient resolution

12. Lower than minimun size
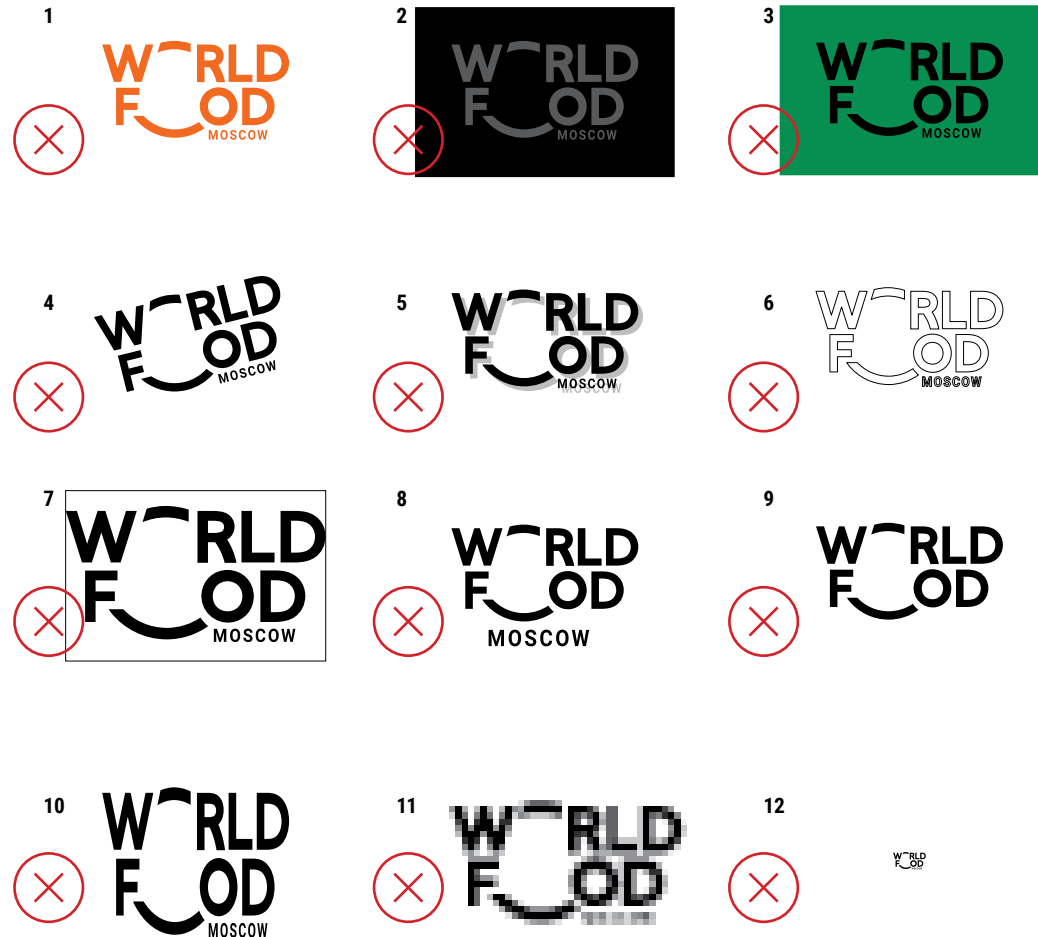
Typography

Always use Roboto Condenced, which is a key component of our brand design system.

The Roboto Condenced font family includes a variety of typestyles. Production limitations and aesthetic preferences must be considered when choosing the specific weight used.

1,2. Uses:
— Headlines
— Subtitles
— Large typography
— Whenever the letterforms are noticeable
— Small caps

3,4 Uses:
— Running text
— Data-heavy text
— Graphs
— Legends

NB. For lines in upper case use optical kerning.

1. Roboto Condensed Bold

HEADLINE
Headline

2. Roboto Condensed Regular

SUBHEAD
Subhead

3. Roboto Condensed Regular

Peribus. NoMillorun tiorrovid quaes sit rehenda con perro coNum everupta conseni minctur ressinc tatur, serro molupta simus.

4. Roboto Condensed Light

Peribus. NoMillorun tiorrovid quaes sit rehenda con perro coNum everupta conseni minctur ressinc tatur, serro molupta simus.

Typography / core principles

Simplicity
Limit the number of weights and sizes to reduce visual noise and help the reader understand the hierarchy of information at a glance.

Balance
Typography should be direct and legible. Always assess the balance between blocks of type and the surrounding open space to engage the reader with a sense of ease.

Contrast
By carefully contrasting size, weight, and color among related blocks of type, you'll increase clarity for readers. Use contrast to express hierarchy, and to make a piece scannable, allowing readers to absorb relevant bits of information quickly.

RUSSIA'S LEADING FOOD AND DRINK EXHIBITION

Typography / creating contrast

Create contrast in one of two ways: through size or weight relationships. Both approaches work well, but use only one at a time in the application you're creating.

1. Contrast by size
Use a significant size change between two components. In this example, the headline is 70 pt and the subtitle is 24 pt.

2. Contrast by weight
A clear change of weight provides contrast when smaller sizes are the best choice. In this example, the headline is Bold and the text is Light and both are 16 pt.

[1]

WorldFood Moscow
DESIGN GUIDELINES

[2] **Contrast**
By carefully contrasting size, weight, and color among related blocks of type, you'll increase clarity for readers.

Color palette

The WorldFood Moscow color palette
consists of whites, orange, green and blue
tones that feels modern, calm and food business related.

Add color with care. Use orange color for highlighting
graphics and headlines.

In most situations, let the green- or bluetinted background
dominate.

Then use orange color for highlighting
graphics and headlines to augment what is being
communicated, such as drawing attention to what is
most important in the application.

	CMYK	0 73 100 0
	RGB	234 94 0
	HEX	#EA5E00

	CMYK	100 20 38 5
	RGB	0 134 152
	HEX	#008698

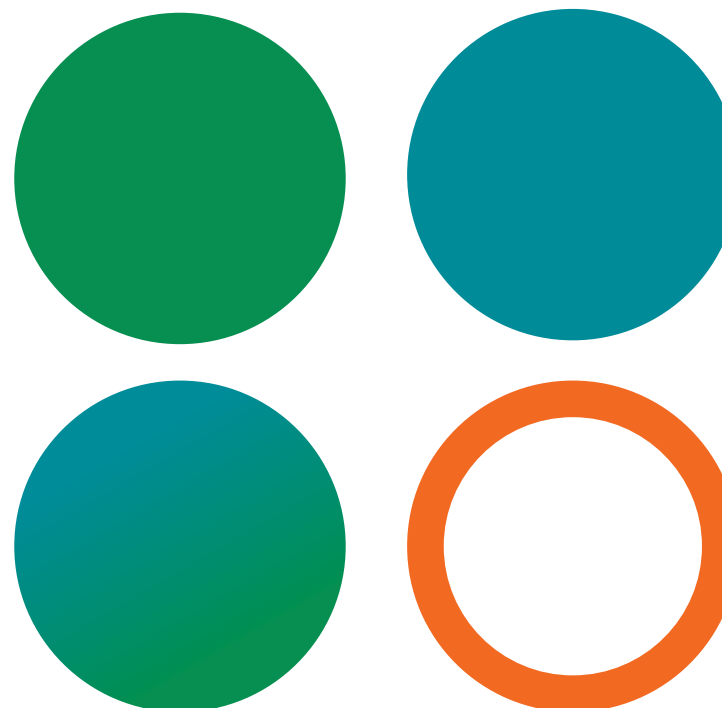|	CMYK	86 20 90 5
	RGB	29 138 66
	HEX	#1D8A42

20   80

Color / brand palette

Background and primary colors
Green- or bluetinted or gradient backgrounds tend to feel inclusive, modern, calm and food business related.

Accent color
Use orange accent colors sparingly. Use it in any application to emphasize a particular element or provide contrast.

Colors ratio / Core principles

The background colors are the starting colors for every color combination.

Accent color must be added as shown below, where the first color — dominated background, second — accent, and others are supportive.
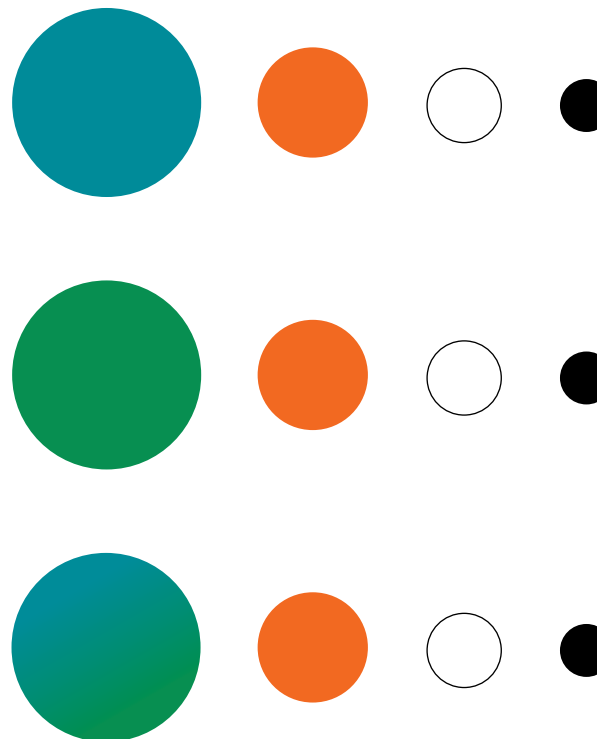
Keyvisual

The core principle is the international business communication inside the industry environment.

Images used should be sourced from the WorldFood Moscow photo library. If necessary, stock photos can be used to play a supporting visual role.

Use the accent color to emphasize main communication lines and advantage infographics.

Use cirlce shapes for support brand identity and logotype composition.

Layouts / core principles

There are three types of elements uses in WorldFood Moscow keyvisual communication:

1. Primary:

— WorldFood Moscow logo
— Headline highlighted with orange circle element
— Date and location information
— ITE Expo logo

2. Secondary:

— Background composition with business communication scene
— Advantage infographics and icons

3. Optional:

— Circleshaped images of main exhibitions sectors, that could be changed for texts, additional graphics, legal or partnes information.

Use that ierarchy as reference for building compositions and relations between elemens.

NB. Always use full headline:

"Крупнейшая в России осенняя выставка продуктов питания мирового класса" — in russian.
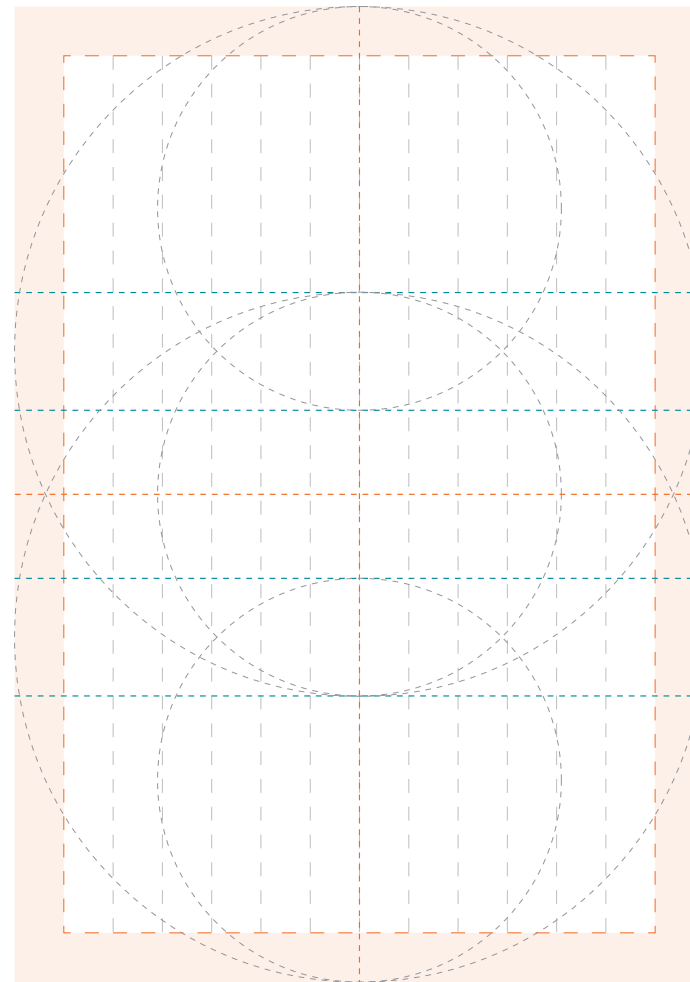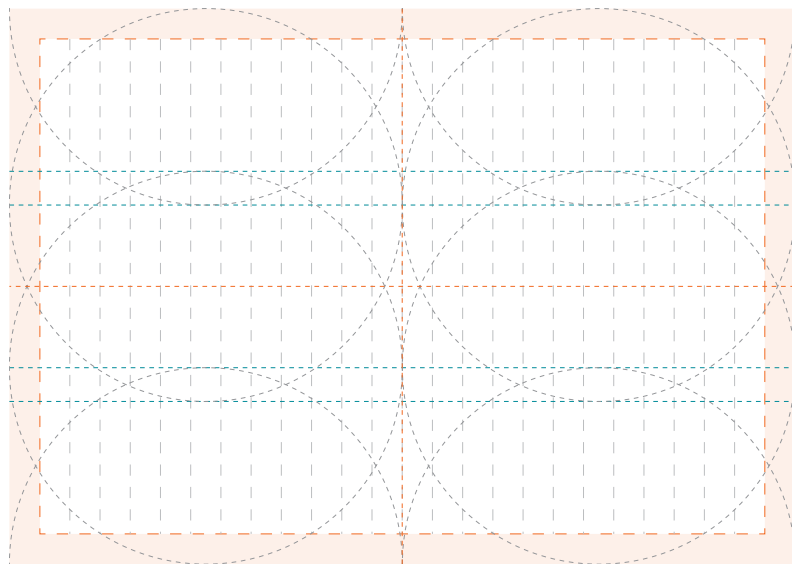"Russia's leading food and drink exhibition" — in english.

Grids and composition

Building grid
WorldFood Moscow grids based on 12-columns layout (portrait formats) or 24-colums layout (landscape formats).

Compositions core principles
Composition builds on a principle of cirles proportions.

Grid and composition

Exmaples of building keyvisual composition and layout.

Background images

WorldFood Moscow main background images has three variation. They demonstrates international business communication scenes around manufactoring, logistics or warehouse working process related to food business.
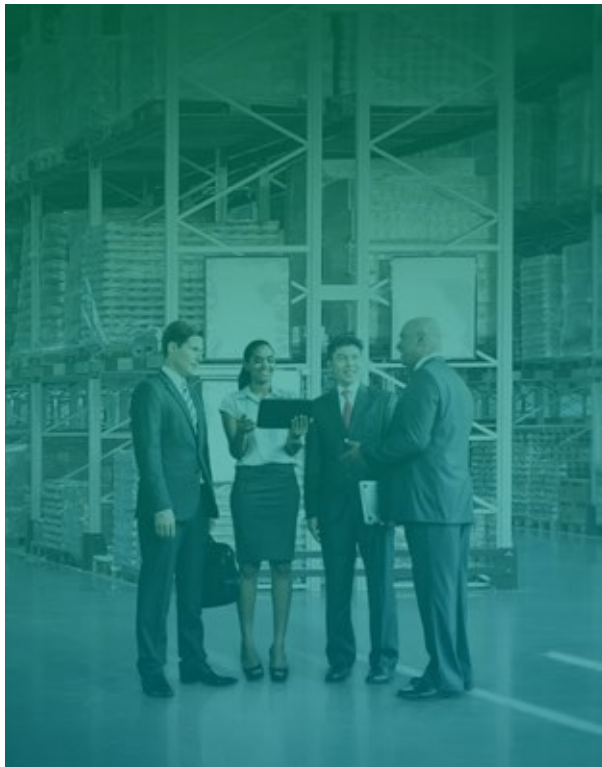
Stock photos

Used images should be sourced from the WorldFood Moscow photo library. If necessary, stock photos can be used to play a supporting visual role.

Photos must be food business related, and demonstrates manufactoring, logistics or warehouse working process.

Navigation and environment branding

in progress..

Icons

in progress..

Layouts / examples

Basic compositions for printing

Contact

If you require further information on any
of the sections in this document, please contact:

Vladimir.Nikitinsky@ite-exhibitions.com