

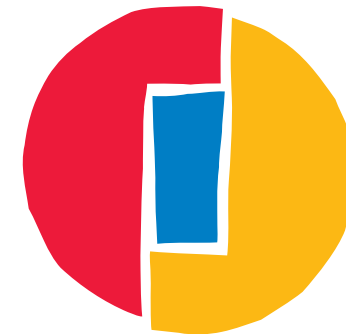
CORPORATE VISUAL IDENTITY TRADEMARK REGULATION

THE TRADEMARK

The brand is a set of elements comprising a symbol, the logo, its colours and their composition.

- The IFEMA visual corporate identity symbol appears in a circle.
- The logo is the graphic form of the name: IFEMA, Feria de Madrid.
The component parts are separated by a horizontal line.

The typeface is Frutiger Bold: IFEMA always appears in the top box and Feria de Madrid in the bottom box.

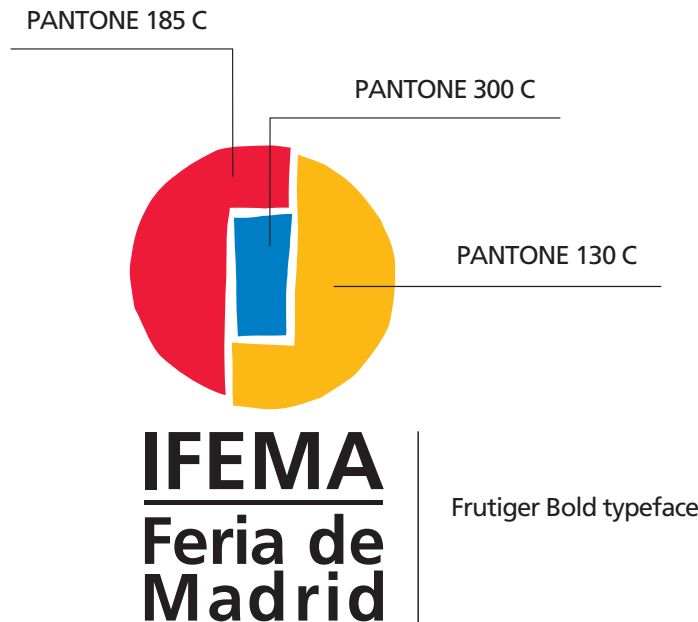


IFEMA

**Feria de
Madrid**

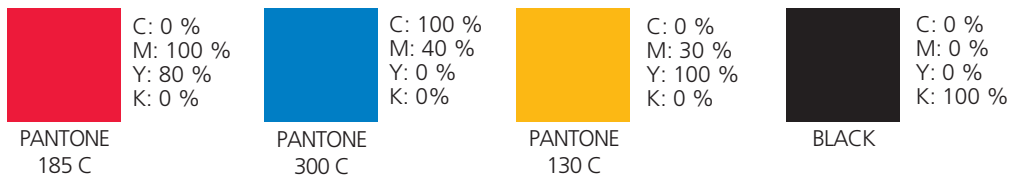
This trademark regulation applies to all printed and digital materials, etc.

COLOUR VERSION



CORPORATE COLOURS

When reproducing the corporate colours, you must use the PANTONE matching system or their four-colour breakdowns.



TYPEFACE

The typeface applied in the trademark is Frutiger Bold. The entire range of the Frutiger typeface may be used for corporate communications.

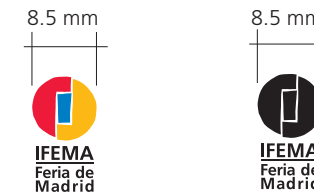
BLACK AND WHITE VERSION

When the trademark is reproduced in a single colour, use the solid black version.



MINIMUM REPRODUCTION SIZE

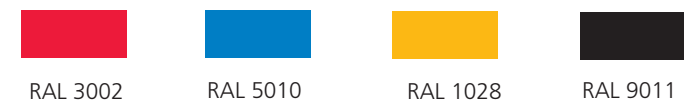
The minimum size for reproduction is determined by the width of the symbol, which is 8.5 mm.



The logo must NOT be reproduced at sizes smaller than 8.5 mm.

RAL CODE

When the corporate colours are used directly, use the RAL international system as the colour reference.



DARK BACKGROUNDS

When the trademark is used on a black background or on dark colours, use the corporate colours other than for the text, separating line and the lines inside the symbol, which must be in white.



CORPORATE COLOUR BACKGROUNDS

When the trademark is reproduced on backgrounds that are the same as the corporate colours or when colour cannot be used for technical reasons, reproduce the entire Trademark in its reverse white version.



LIGHT BACKGROUNDS

When the trademark is used on a light backgrounds, use the corporate colours with the lines on the inside of the symbol and the separating line in black.

When the use of colour is not possible, the trademark must be reproduced in black.



PHOTOGRAPHIC AND TEXTURED BACKGROUNDS

When the trademark appears on photographs and textures, a glaze will be applied to the background. The trademark can be applied in colour, black or white.



APPLICATION FOR DIGITAL MEDIA

The vertical version of the IFEMA, Feria de Madrid trademark must be used in digital media, unless the measurements and formats to visualise do not allow this.

EQUIVALENCE OF PRINT - DIGITAL MEASUREMENTS

The minimum vertical print reproduction size has an equivalence for digital formats of 24 x 43 (width x height).

PRINT



DIGITAL



MAXIMUM DIGITAL SIZE

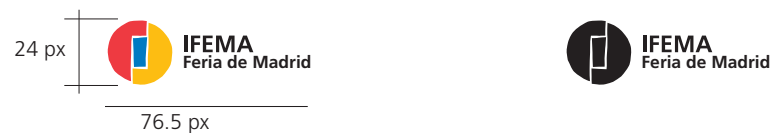
To ensure that the trademark appears correctly in digital formats, the horizontal version must be used, provided that it is between 43 and 24 pixels high.



In sizes with a height in excess of 44 pixels, the VERTICAL version will be used.

MINIMUM DIGITAL SIZE

The minimum size for digital reproduction is determined by the height of the symbol, which is 24 pixels.



The logo may NOT be reproduced in sizes smaller than 24 pixels.