Paris International Agricultural Show
DESIGN GUIDE

Principles

The main purpose of the design guide is to visually express the dynamics underpinning the Paris International Agricultural Show. It strives to come across as more contemporary, flexible and digital!

Please adhere to the rules laid out in this design guide.

3

Typefaces

The typeface to be used for taglines, headings
and subheadings is: **Sofia Pro**.
It is available in several weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!»#%&'()*,./:;?@[\]_{}«·»""

boldmedium
regularlight

The typeface to be used for running text in printed documents is: **Akrobat**.
It is available in several weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!»#%&'()*,./:;?@[\]_{}«·»""

semibold regular bold
black light extrabold

Logo

Construction

Different versions

Logo version with date
(in French and English)

23 FÉVRIER > 3 MARS 2019

23 FEBRUARY>3 MARCH 2019

Location

The protected zone is the minimum breathing space to be left around the brand block for any graphic component or wording. The size of this zone is proportional to the logo's size

protected zone

protected zone

A

B

protected zone

A – The logo can be flush with the edges of the document on which it is shown

B – The logo can be located such that the protected zone is respected around it

2 cm

Minimum size of the logo

Backgrounds

The logo can be used on a coloured background, with a white protected zone around it.

protected zone

The logo can also be used without a protected
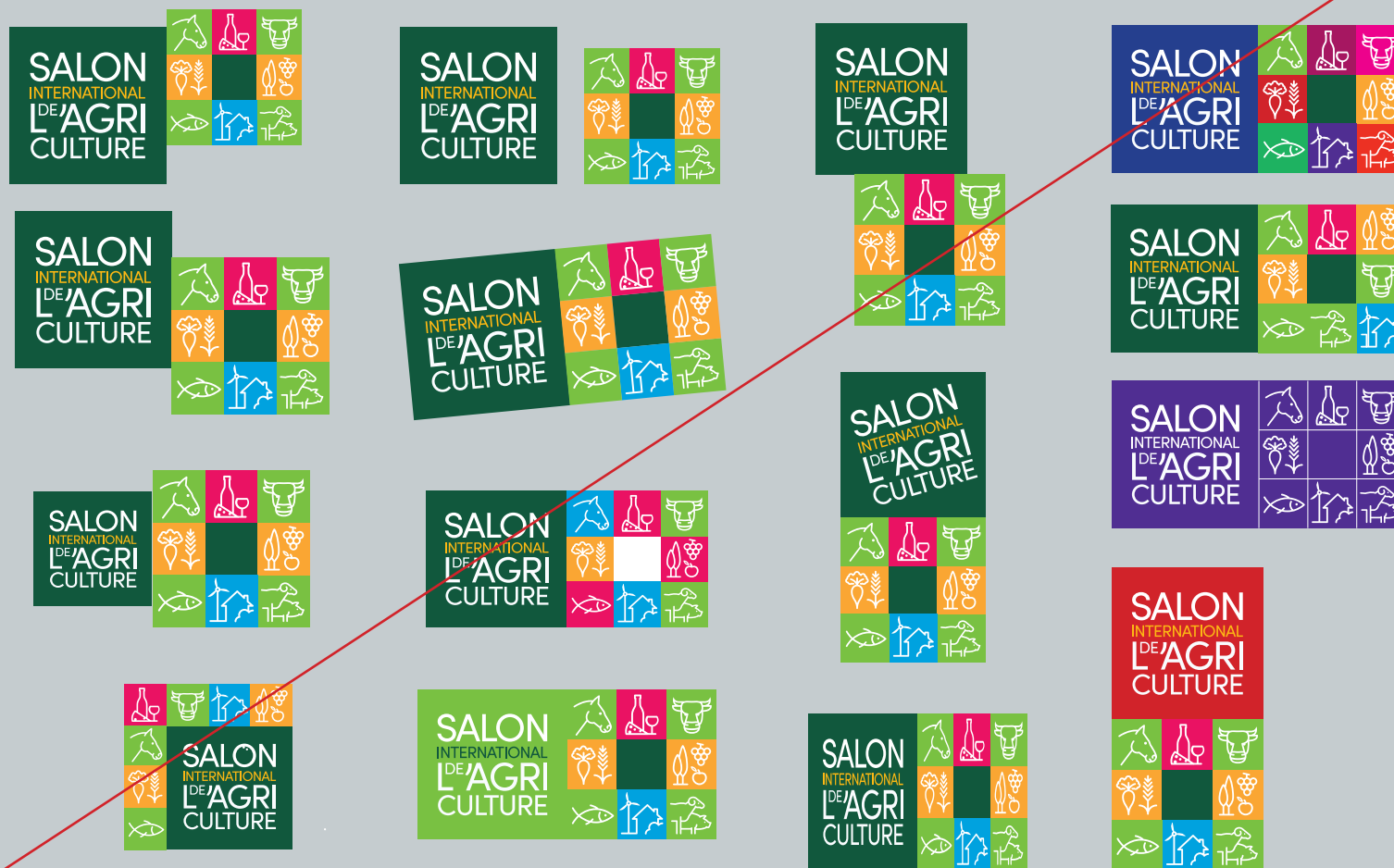zone around it on a coloured background

The white logo can be used on a light
background or on a photographic background
whose opacity has been reduced to the
minimum required for legibility

The black logo can be used on light
backgrounds or on dark backgrounds when
printing in just black

Prohibited

The logo can be used on backgrounds of all colours, except those which make up the logo itself.

14

Agence Solar