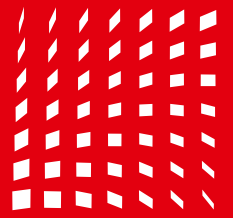


we create  
the future



**drupa**

no. 1 for printing  
technologies



## Corporate Design Short Manual

drupa 2024

[www.drupa.com](http://www.drupa.com)

Last revised: February 2022



Messe  
Düsseldorf

# get the look

drupa 2024 is positioned as the world’s leading trade fair for printing technologies. drupa stands for inspiration, innovation, high-quality knowledge transfer and intensive networking. The megatrends of sustainability and digitization are the main topics of drupa 2024.

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The main topics	14
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# The Logo

Only the English-language logo versions are used for international use. > see page 4

**File types:**  
cmyk.eps  
pantone.eps  
cmyk.tif  
rgb.jpg



dru2002\_tm01\_cmyk01.eps  
dru2002\_tm01\_pan01.eps  
dru2002\_tm01\_cmyk01.tif  
dru2002\_tm01\_rgb01.jpg

dru2002\_tm02\_cmyk01.eps  
dru2002\_tm02\_pan01.eps  
dru2002\_tm02\_cmyk01.tif  
dru2002\_tm02\_rgb01.jpg

dru2402\_ak01\_DE\_cmyk01.eps  
dru2402\_ak01\_DE\_pan01.eps  
dru2402\_ak01\_DE\_cmyk01.tif  
dru2402\_ak01\_DE\_rgb01.jpg

dru2402\_ak02\_DE\_cmyk01.eps  
dru2402\_ak02\_DE\_pan01.eps  
dru2402\_ak02\_DE\_cmyk01.tif  
dru2402\_ak02\_DE\_rgb01.jpg



dru2402\_ak03\_DE\_cmyk01.eps  
dru2402\_ak03\_DE\_pan01.eps  
dru2402\_ak03\_DE\_cmyk01.tif  
dru2402\_ak03\_DE\_rgb01.jpg

dru2402\_ak04\_DE\_cmyk01.eps  
dru2402\_ak04\_DE\_pan01.eps  
dru2402\_ak04\_DE\_cmyk01.tif  
dru2402\_ak04\_DE\_rgb01.jpg

# The Logo International

The English logo versions are used for international use.

**File types:**  
 cmyk.eps  
 pantone.eps  
 cmyk.tif  
 rgb.jpg



dru2002\_tm01\_cmyk01.eps  
 dru2002\_tm01\_pan01.eps  
 dru2002\_tm01\_cmyk01.tif  
 dru2002\_tm01\_rgb01.jpg



dru2002\_tm02\_cmyk01.eps  
 dru2002\_tm02\_pan01.eps  
 dru2002\_tm02\_cmyk01.tif  
 dru2002\_tm02\_rgb01.jpg



dru2402\_ak01\_INT\_cmyk01.eps  
 dru2402\_ak01\_INT\_pan01.eps  
 dru2402\_ak01\_INT\_cmyk01.tif  
 dru2402\_ak01\_INT\_rgb01.jpg



dru2402\_ak02\_INT\_cmyk01.eps  
 dru2402\_ak02\_INT\_pan01.eps  
 dru2402\_ak02\_INT\_cmyk01.tif  
 dru2402\_ak02\_INT\_rgb01.jpg



dru2402\_ak03\_INT\_cmyk01.eps  
 dru2402\_ak03\_INT\_pan01.eps  
 dru2402\_ak03\_INT\_cmyk01.tif  
 dru2402\_ak03\_INT\_rgb01.jpg



dru2402\_ak04\_INT\_cmyk01.eps  
 dru2402\_ak04\_INT\_pan01.eps  
 dru2402\_ak04\_INT\_cmyk01.tif  
 dru2402\_ak04\_INT\_rgb01.jpg

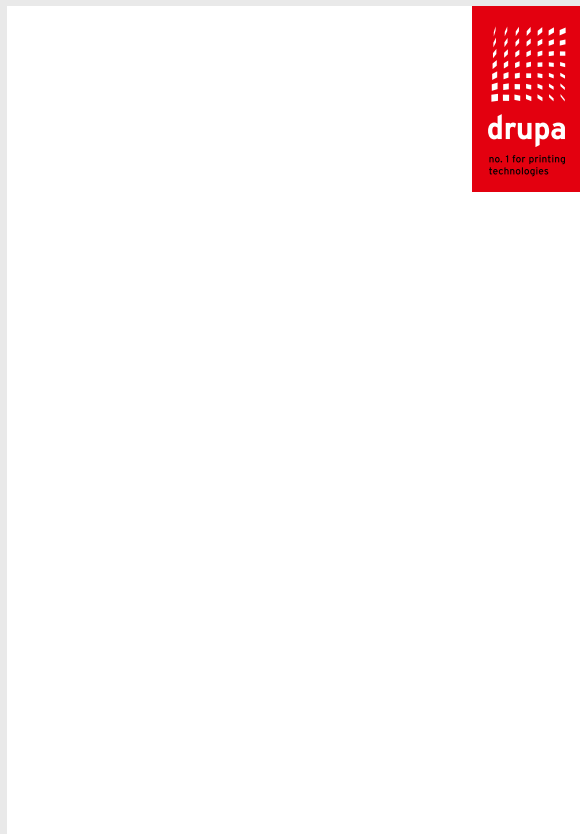


# The Logo General position

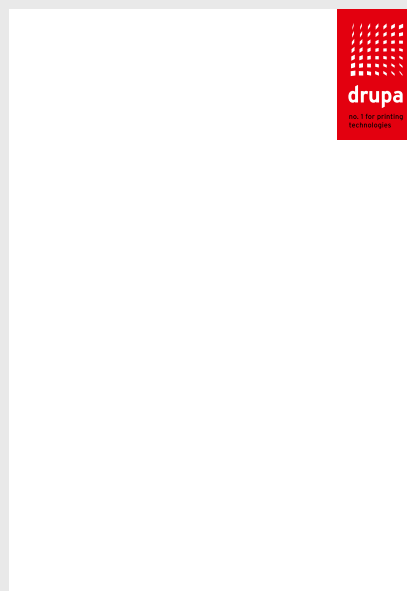
The drupa logo is always placed in the top right bleed.

It can be placed in the top left bleed in exceptional cases.

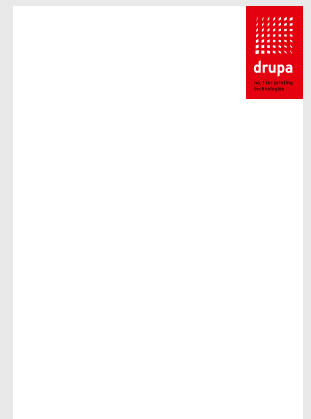
It can also be positioned freely on the area in the case of advertising materials if it cannot be positioned in the bleed at the top.



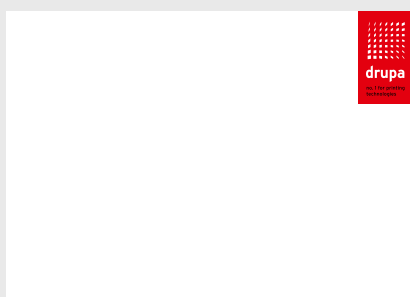
DIN A2



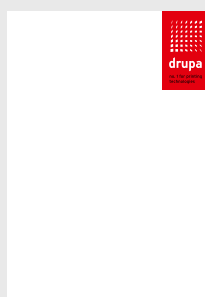
DIN A3



DIN A4



DIN A4 landscape



DIN A5

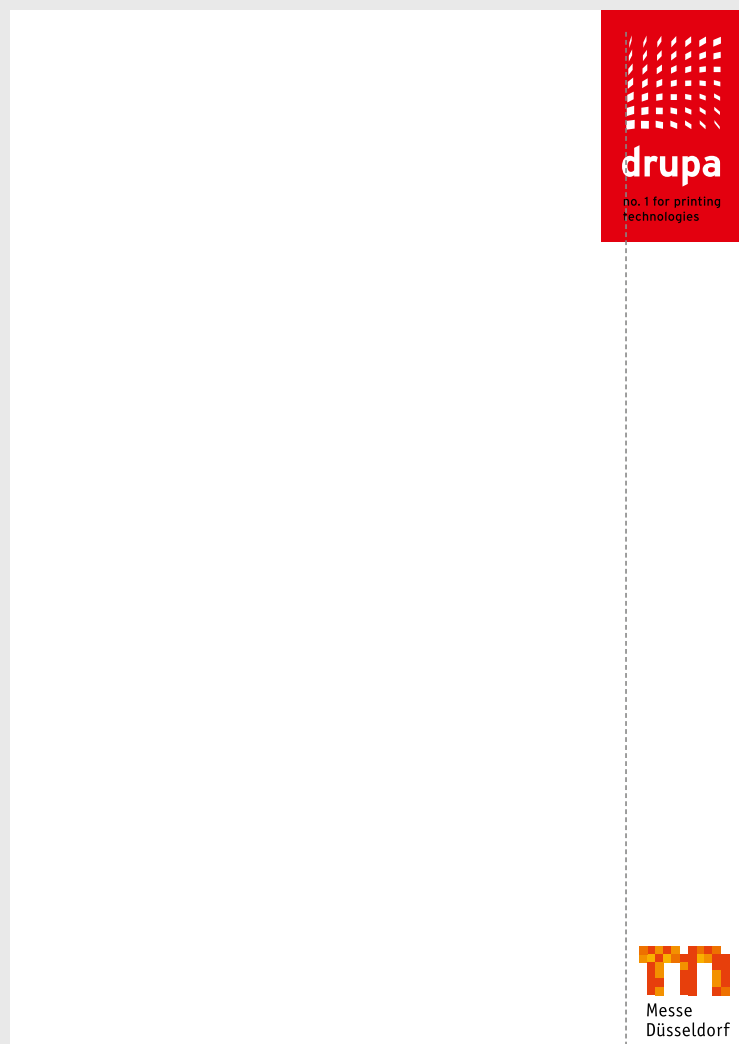


DIN long  
(for internal MD use:  
100x210 mm)

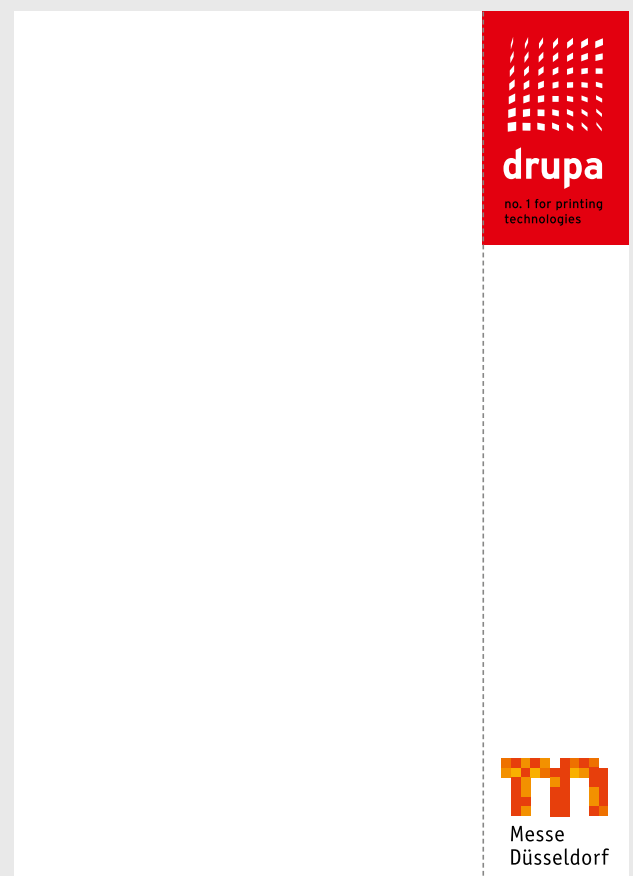
# The Logo Position with MD logo

The widths of the drupa logo are specified for all common formats:

Format	Logo width
DIN long	29.5 mm
DIN A5	35 mm
DIN A4	41.4 mm
DIN A3	61.5 mm
DIN A2	82.5 mm
DIN A1	117 mm
DIN A0	165 mm
Large banner	762 mm
Large-scale poster (18/1)	421 mm



In principle for all DIN formats except DIN A5



Exception for DIN A5

# The Logo Application

## correct

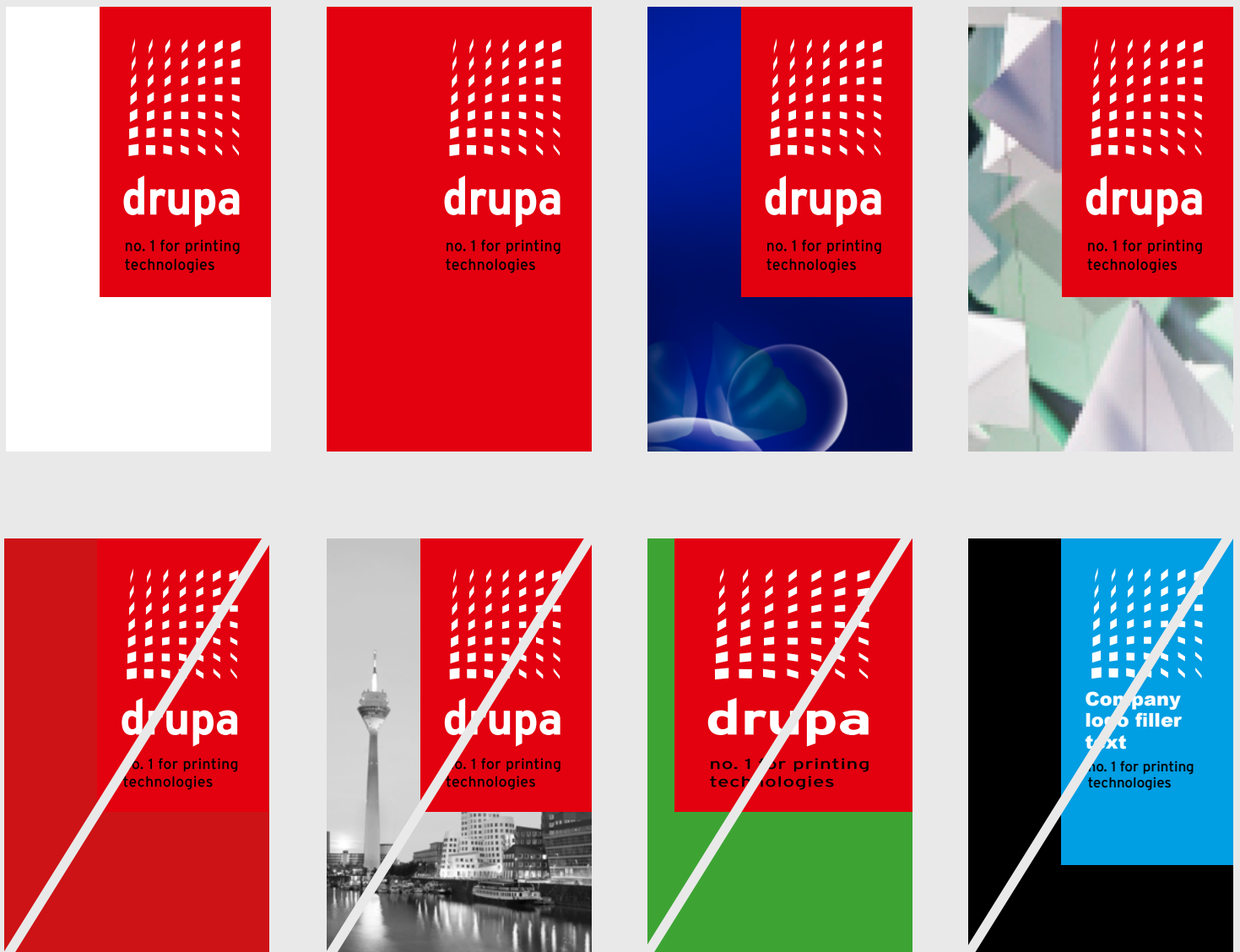
The logo may only be placed on white or drupa red (see colors). Its positioning on the key visual or other colored background images is also allowed. The logo, slogan and key visual always stand on their own.

The logo may not generally be altered in any way, neither its color nor the text.

## wrong

The logo may not be placed on any red other than drupa red. Nor may it be placed on other colored areas or b/w images.

The logo must always stand on its own. No company logos may be integrated.



# The font

Only the corporate font Interstate may be used in the drupa communication media in the designs Light, Extra-Light and Regular.

The system font Arial is used for problem-free data exchange in Office applications (Word, PowerPoint, E-Mail).

The Source Sans Pro font is used on the website.

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  
1 2 3 4 5 6 7 8 9 0 . , ; ( ) ? !

## Interstate Light

- Headlines
- Tag cloud terms
- Intermediate headline
- Quotes
- Slogan

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  
1 2 3 4 5 6 7 8 9 0 . , ; ( ) ? !

## Interstate Extra-Light

- Copy text

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  
1 2 3 4 5 6 7 8 9 0 . , ; ( ) ? !

## Interstate Regular

- Person quoted
- Claim



# The Font Application

Only the corporate font Interstate may be used in the drupa communication media in the designs Light, Extra-Light and Regular.

The headlines are always set as single-color in drupa red or white. drupa green or blue can also be used for the intermediate headlines or awards (e.g. tag cloud).

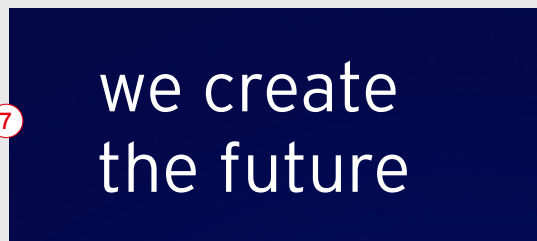


## Interstate Light

- Headlines (1)
- Tag cloud terms (2)
- Intermediate headline (4)
- Quotes (5)
- Slogan (7)

## Interstate Extra-Light

- Copy text (3)



## Interstate Regular

- Person quoted (6)
- Claim (8)



# The Colors

The primary color for drupa is drupa red. White and black are also used.

The secondary colors drupa green and blue are preferably used in typography.

## drupa red

CMYK 0 | 100 | 100 | 0  
RGB 227 | 6 | 19  
Special color HKS 14, Pantone 1795C  
HEX #e30613  
#ed0626 (website)

Primary colors

## drupa green / sustainability

CMYK 55 | 0 | 100 | 0  
RGB 134 | 188 | 37  
Special color Pantone 368 C  
HEX #86bc25

## drupa blue / digitization

CMYK 100 | 98 | 4 | 59  
RGB 18 | 2 | 73  
Special color Pantone 274 C  
HEX #120249

Secondary colors

# The key visual

The new key visual is in motion, just like the industry. It visualizes the top topics of digitization and sustainability, which are driving the print and packaging industry, posing new challenges, but also offering opportunities. In light of this, they are the key topics of drupa 2024 - the drupa community is constantly evolving, has to confront the market dynamics and is thus shaping a positive future. Movement is also one of the trends in digital communication.

The key visual is always used in conjunction with the drupa logo red areas and the “we create the future” slogan.



Key visual image file:

dru2402\_Keyvisual\_Hochformat\_  
eciRGB01.tif

dru2402\_Keyvisual\_Querformat\_  
eciRGB01.tif

The key visual consists of three levels.

**Movement level:** The moving bubbles remind us of water as the basis of life. At the same time, the organic shapes, which are always connected, stand for connectivity and digitization.

**Personal level:** It visualizes the target group that is looking forward to coming together again - international, diversity.

**Organic level:** The blossom stands for sustainability as well as for the beauty of the shape, the product (3D printing, punching, finishing) and aesthetics.

# The key visual Animation

The animated form of the key visual is used on the website, during presentations and on social media channels. It is available in various formats.

Click [here](#) for application on the **website**.



Key visual animation:

drupa\_2024\_animation\_keyvisual.mp4

drupa\_2024\_animation\_keyvisual+logo.mp4

drupa\_2024\_animation\_keyvisual+logo\_1080px\_Youtube.mp4

drupa\_2024\_animation\_keyvisual+logo\_1080px\_Facebook.mp4

drupa\_2024\_animation\_keyvisual+logo\_1080px\_Twitter.mp4



# The key visual section

## Do not scale too small:

- The overall impression should not look too far away.

## Do not scale too large:

- People are not allowed to touch the logo and headline.

## Do not use alongside other visuals:

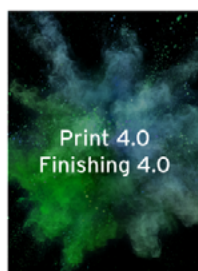
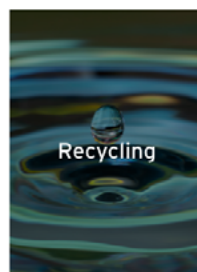
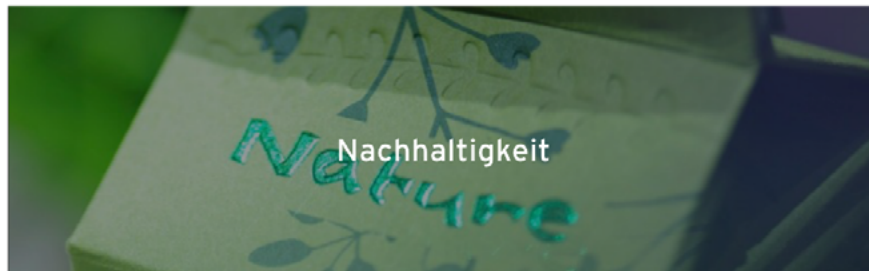
- The key visual has to stand on its own and may not be used as an ornament alongside another visual.



# The main topics

The main topics for drupa 2024 are sustainability and digitization.

Sustainability includes topics such as circular economy, recycling/upcycling/ recyclability or resource/energy efficiency. Digitization focuses on topics such as Print 4.0/Finishing 4.0, artificial intelligence, platform economy, connectivity or automation.

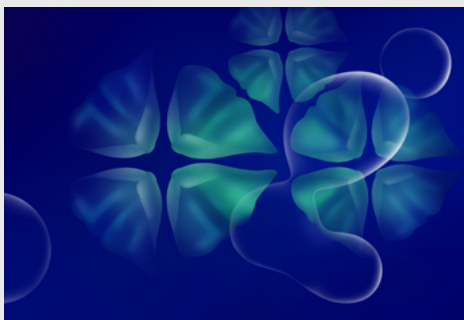
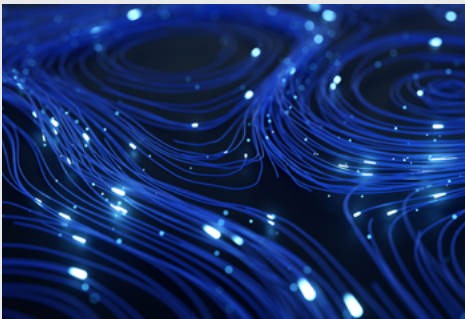
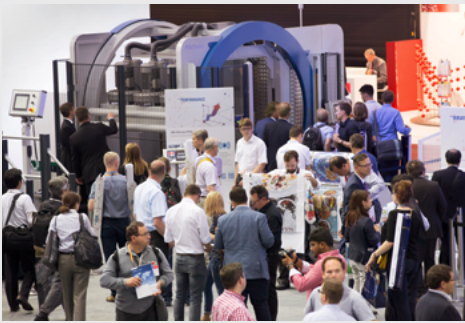




# Imagery

The imagery for drupa 2024 is strong and confident. It shows inspiring trade fair pictures and the main topics of sustainability and digitization. There are also motifs with elements from the key visual.

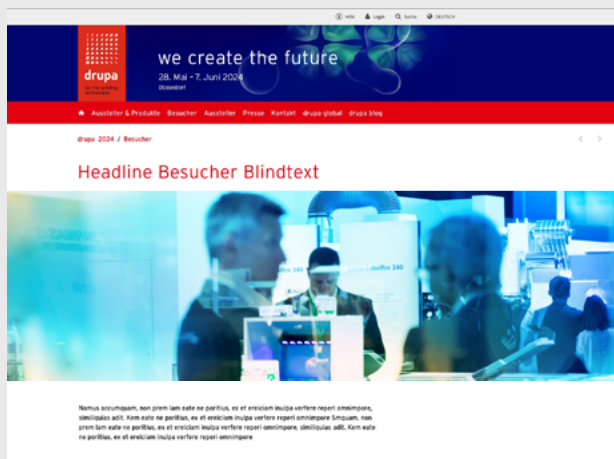
The images should have a radiant effect (e.g. through bright gloss points or light).



# Imagery Website topic pages

A new image concept has been developed for the startup screens on the drupa website topic pages. Compositings of trade fair pictures with stock images (sustainability and digitization topics) have been created for this and colored. The radiant effect is important here too.

This image concept is also used in social media posts. > [see page 22](#)





# Icons

The drupa icons have been newly developed and are subject to a strict design grid inspired by the oblique angles in the drupa logo.

## File types:

cmyk.eps

rgb.jpg

rgb.svg



Visitors



Exhibitors



World



Decision makers



Investment



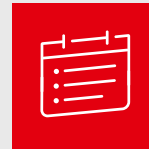
Trade fair preparation



Services for exhibitors



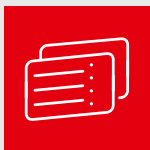
Stand planning



Program overview



Streaming/Videos



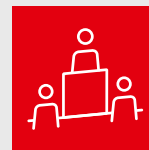
Ticket shop



FAQ



Hall plan



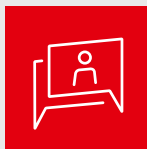
cube/touchpoints



Special forums



Blog



Contact/Team



Newsletter



Mouse pointer



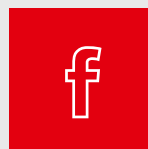
Diagram



YouTube



Twitter



Facebook



LinkedIn



Website

# Examples Exhibitor brochures



# Examples Banners

Online banners can be designed statically or with two phases and with or without call-to-action.



Wide skyscraper 160x600 px



Vertical rectangle 240x400 px



Medium rectangle 300x250 px



Full banner 468x60 px

# Examples Header drupa website



Website Header Desktop 945x191px



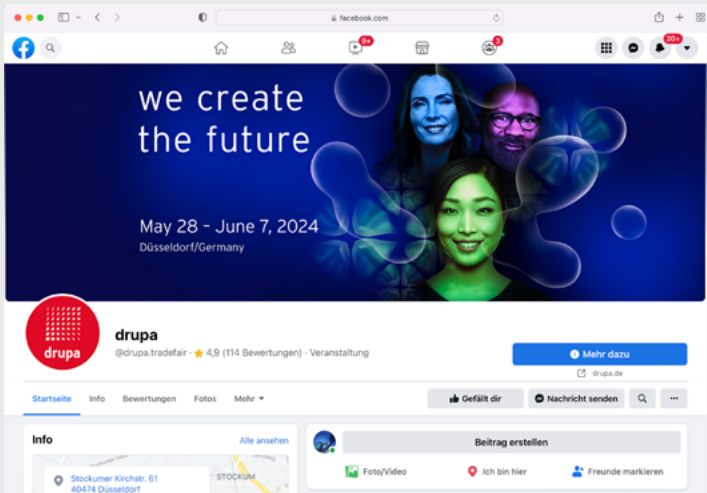
Website Header Tablet 768x275px



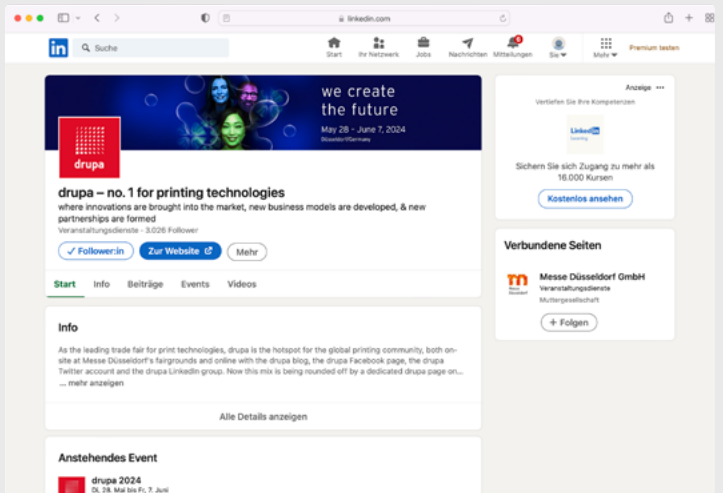
Website Header Mobile 608x218px



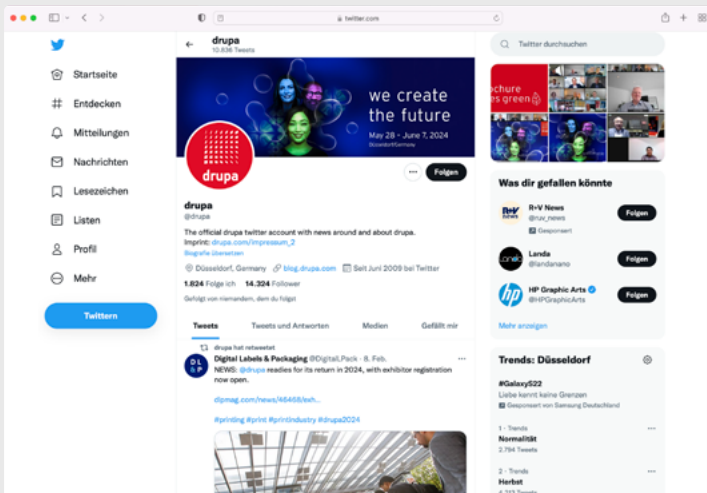
# Examples social media header



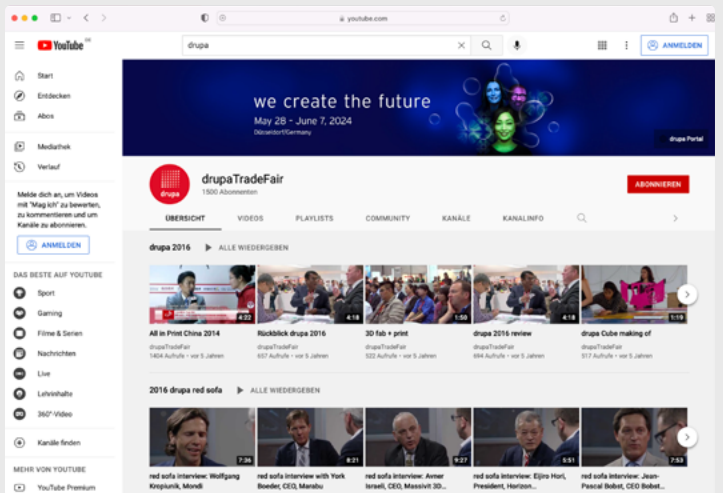
Facebook Coverfoto 820x312 px



LinkedIn Startseite 1128x191px



Twitter header 1500x500 px



YouTube 1546x423 px

# Examples Social media posts

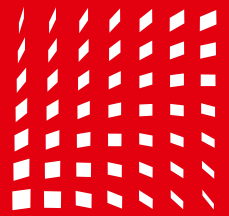
There is a unified look for drupa social media posts. Text posts can be on drupa red as well as on some defined image backgrounds. The font is always Interstate light, aligned left. drupa icons can be added to the posts.

The imagery for photo posts is based on the website image concept > [see page 16](#)



Imagery for photo posts





**drupa**

no. 1 for printing  
technologies

## Contact

**Michael Wöstmann**

Gruppenleiter Werbung/Executive  
Team Manager Advertising  
U-DK-MC/MarCom

WoestmannM@messe-duesseldorf.de

Tel. +49 (0) 211/45 60-689

Fax +49 (0) 211/45 60-87689

**Kerstin Abram**

Junior Manager MarCom  
U-DK-MC/MarCom

AbramK@messe-duesseldorf.de

Tel. +49 (0) 211/45 60-519

Fax +49 (0) 211/45 60-87519



Messe  
Düsseldorf