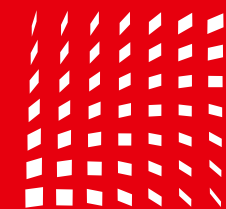




drupa 2028 Corporate Design Manual  
Version: July 2026



**drupa**

The global stage for  
printing solutions



Messe  
Düsseldorf

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This corporate design manual provides an overview of the design elements of drupa 2028. It serves as the binding basis for their consistent and correct application across all relevant communication media

Consistent adherence to the specifications defined in this manual ensures a consistent, high-quality and recognizable brand presence in internal and external communication. Deviations from the defined guidelines should be avoided, as they can permanently weaken the brand identity.

The drupa CD Manual is interactive. This makes it easy for every user to switch between the individual menu areas and quickly obtain a tailored overview of the graphic design guide.

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**01 Brand**

## 01 Brand

### drupa 2028: The global stage for printing solutions

As the world's leading trade fair for the print and packaging production community, drupa is both showcase and pace-setter. As the industry's global meeting point, it connects technology providers, producers, brands, creatives and decision-makers along the entire value chain.

drupa 2028 marks the start of a new era of collaboration and networking. With the four experience clusters grow, create, learn and play, it creates new touchpoints between industry, brands and the creative economy, promoting innovation, knowledge transfer, business development and networking.

The megatrends artificial intelligence, robotics, automation and end-to-end workflows shape the content of drupa 2028. Practical applications, intelligent production processes and new business models are in focus, as are international collaboration and the development of new markets and target groups.

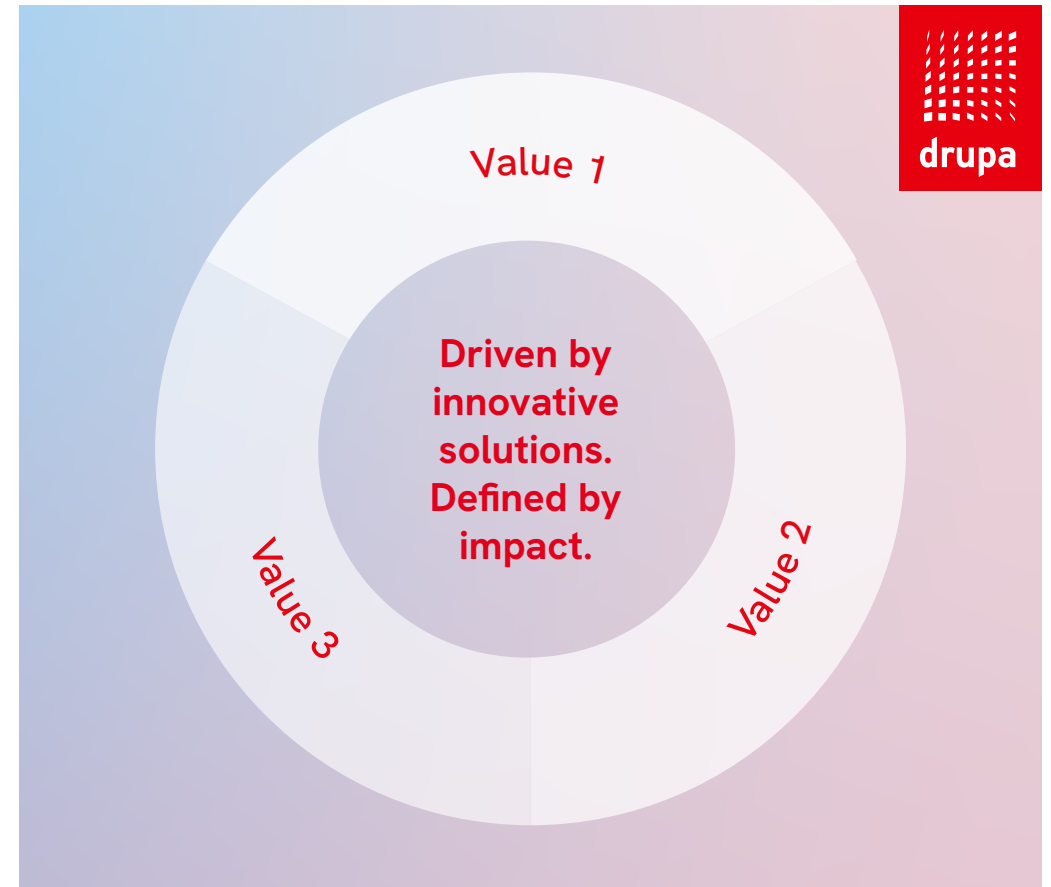


## 01 Brand

### Brand core

drupa stands for technological clarity and concrete decisions. This is not where the future is talked about – it is where it is shown. Those who come to drupa experience technologies in real use, compare solutions in detail and make decisions that change processes and move markets forward.

A place that provides orientation, builds trust and creates impact.



## 01 Brand

### Brand values

#### **unite – We come together to achieve real impact.**

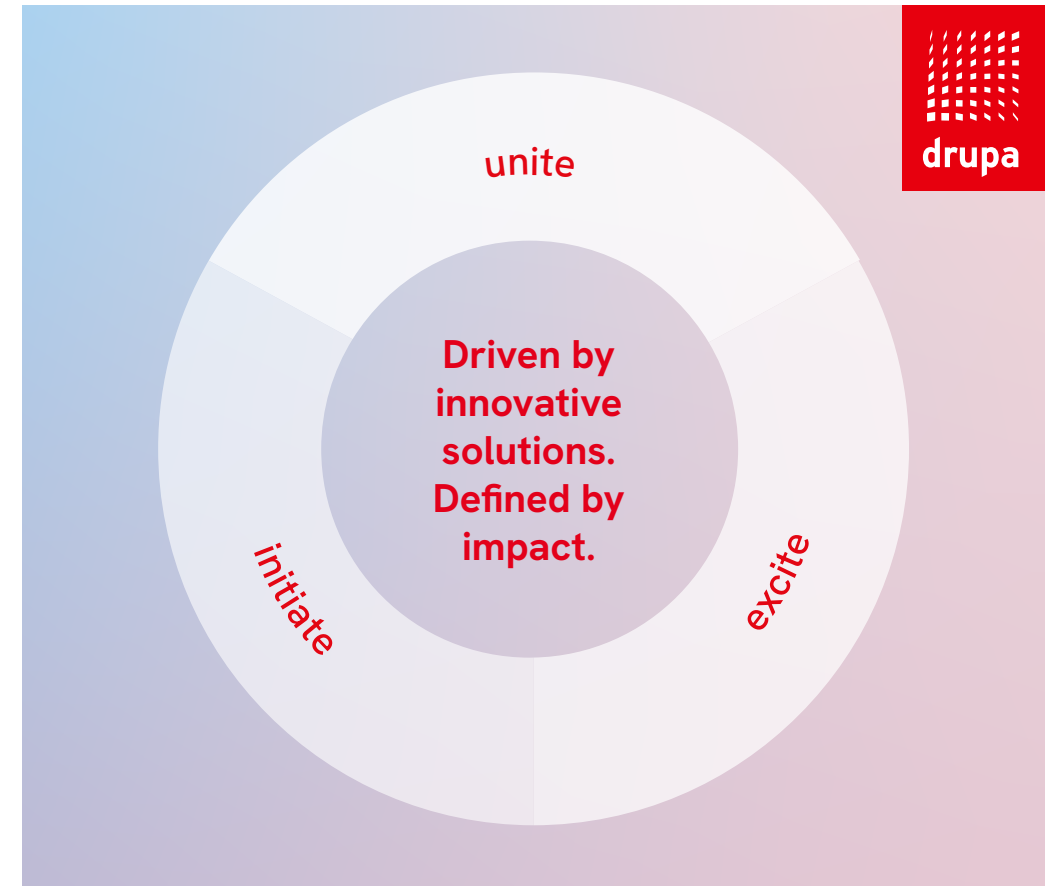
For decades, drupa has created a global point of contact. In the future, we will bring all participants even closer together and actively involve them in order to unleash the Power of Print.

#### **excite – We inspire exhibitors, customers and consumers around the world.**

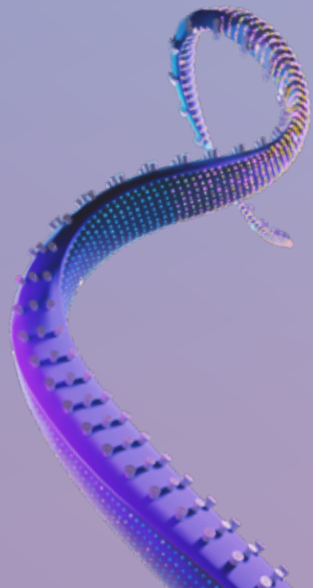
We inspire through knowledge and technology by creating offerings that trigger both rational and emotional responses. Our portfolio provides the perfect foundation for always-on inspiration.

#### **initiate – We set the impulse for the future.**

We awaken, challenge and encourage initiative, because progress must always keep moving. We understand which impulses the industry needs and inspire everyone to take part.



## 02 Logo



## 02 Logo

### New claim

The new claim illustrates drupa's strategic realignment.

#### The global stage

Stands for drupa's international leadership position and its role as a stage for innovation, exchange and collaboration – during the trade fair and beyond.

#### for printing solutions

Emphasizes the shift from a classic showcase of performance to a solution-oriented platform with a focus on holistic end-to-end solutions for the print industry.



# The global stage for printing solutions

## 02 Logo

The drupa logo is available in different versions.

In image communication, the logo with claim (dru2802\_tm02) or the main logo (dru2002\_tm01) should preferably be used.

File types:

cmk.ai  
cmk.jpg  
cmk.pdf  
rgb.ai  
rgb.jpg  
rgb.pdf

For international use, only the English-language logo variants are used. → Page 10



dru2802\_Vertikal



dru2802\_Vertikalmit\_Claim



dru2802\_Vertikalmit\_Datum\_DE



dru2802\_Vertikalmit\_Claim+Datum\_DE



dru2802\_horizontalmit\_Claim



dru2802\_horizontalmit\_Datum\_DE



dru2802\_horizontalmit\_Claim+Datum\_DE

## 02 Logo

### International

The English logo variants are used for international applications.

File types::

cmyk.ai  
cmyk.jpg  
cmyk.pdf  
rgb.ai  
rgb.jpg  
rgb.pdf



dru2802\_Vertikal



dru2802\_Vertikal\_mit\_Claim



dru2802\_Vertikal\_mit\_Datum\_EN



dru2802\_Vertikal\_mit\_Claim+Datum\_EN



dru2802\_horizontal\_mit\_Claim



dru2802\_horizontal\_mit\_Datum\_EN



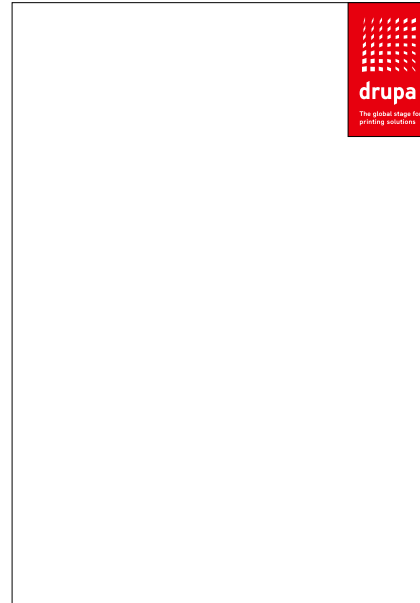
dru2802\_Vertikal\_mit\_Claim+Datum\_EN

## 02 Logo

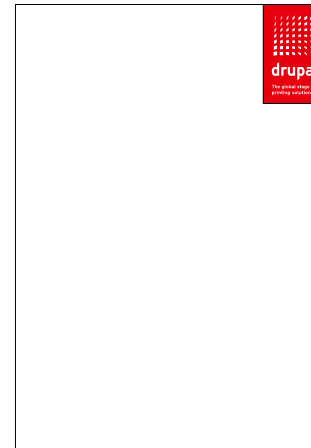
### General placement

The drupa logo is always placed at the top right in the bleed. In exceptional cases, it may also be placed at the top left in the bleed.

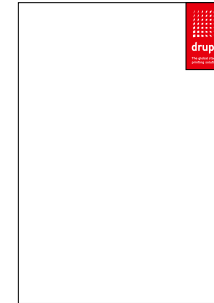
**For advertising materials, free placement within the layout area is also permitted if placement in the bleed at the top is not possible.**



DIN A2



DIN A3



DIN A4



DIN A4 landscape



DIN A5



DIN long  
(for internal MD use: 100 x 210 mm)

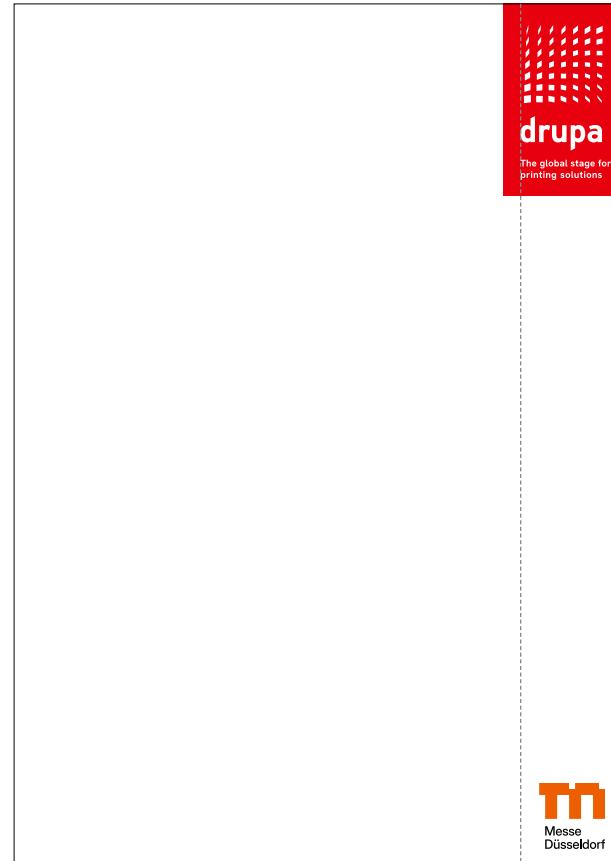
## 02 Logo

### Placement with MD logo

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

| Format                     | logo width |
|----------------------------|------------|
| DIN long                   | 26,25 mm   |
| DIN A5                     | 26,25 mm   |
| DIN A4                     | 43 mm      |
| DIN A3                     | 61 mm      |
| DIN A2                     | 86 mm      |
| DIN A1                     | 122 mm     |
| DIN A0                     | 172,5 mm   |
| Banner (Welcome)           | 595 mm     |
| Large-format poster (18/1) | 523 mm     |

The logo size for DIN formats in landscape orientation can be determined in the same way as for DIN long and DIN A5.



Principle for all DIN formats except  
DIN A5 and DIN long



DIN A5 and DIN long

## 02 Logo

### Applications

#### Correct

The logo may only be placed on white or drupa red (see Colors). It may also be placed on the key visual or other colored background images. The logo, slogan and key visual always stand alone.

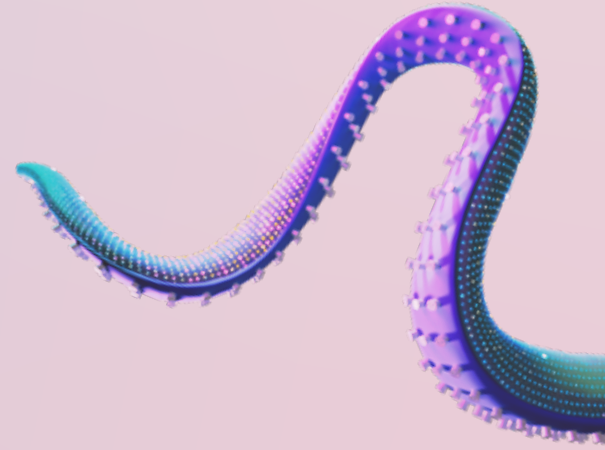
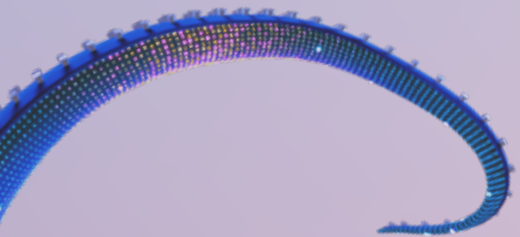
#### Incorrect

The logo must not be placed on any red tone other than drupa red. It must also not be placed on other color areas or black-and-white images.

**In general, the logo must not be altered in any way, either in color or in text.**

**The logo must always stand alone. No company logos may be integrated.**





# 03 Typography

## 03 Typography

### New corporate typeface

Only the corporate typeface Hanken Grotesk is used in drupa communication media. All font styles (with the exception of Thin) are permitted.

Hanken Grotesk is a license-free Google Font and offers numerous possibilities thanks to its many styles. Download: <https://fonts.google.com/specimen/Hanken+Grotesk>

For smooth data exchange, the system font Arial is used in Office applications (Word, email). In PowerPoint, Messe Düsseldorf's corporate typeface Inter is used. On the website, the Source Sans Pro typeface is used.

# Hanken Grotesk

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 . , ; ( ) ? !

## Regular

The design of typography is an essential element of visual communication. Each font style gives the text its own character and supports different applications.

\_Body text

## Semibold

The design of typography is an essential element of visual communication. Each font style gives the text its own character and supports different applications.

\_Descriptions

## Bold

The design of typography is an essential element of visual communication. Each font style gives the text its own character and supports different applications.

\_Sublines  
\_Highlights

## Extrabold

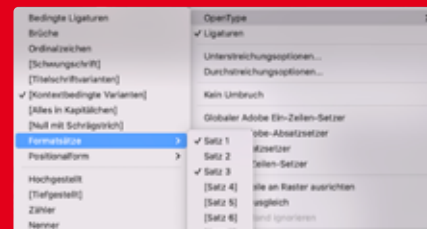
The design of typography is an essential element of visual communication. Each font style gives the text its own character and supports different applications.

\_Headline

### Important!!

Activate OpenType stylistic sets 1 and 3 (round dots and two-storey g).

i g



## 03 Typography

### Customized wordmarks

To give drupa a distinctive typographic identity as well, selected letters of the corporate typeface were customized. Characteristic slants pick up the design language of the “d” and “p” from the drupa logo and create a design connection between typography and brand.

The modified letters are used in the campaign slogan as well as in headlines and buzzwords.

File types in white and red:

cmyk.eps

rgb.png

The **drupa\_Slogan\_Schriftzug** and the **drupa\_Schriftzug** are used only in this exact spelling and inserted as files.



**grow** **create**  
**learn** **play**

drupa\_Erlebniscluster\_play\_Schriftzug  
drupa\_Erlebniscluster\_learn\_Schriftzug  
drupa\_Erlebniscluster\_create\_Schriftzug  
drupa\_Erlebniscluster\_grow\_Schriftzug

**d – d** **p – p**  
**b – b** **h – h**  
**l – l** **k – k**

## 03 Typography

### Application

In drupa communication media (with the exception of PPT), only the new corporate typeface Hanken Grotesk is used. All styles (except Thin) are permitted. Italic styles are rather uncommon.

Headlines are always set in one color: either drupa red or white.



#### Hanken Extrabold

- Slogan ⑧
- Headlines ①
- Buttons ⑤

#### Hanken Bold

- Numbers ⑥
- Claim ⑨
- Subheading ④
- Highlights ③

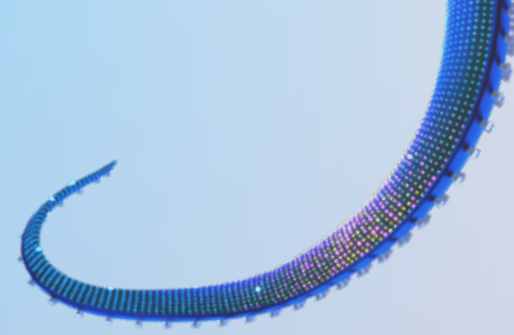
#### Hanken Semibold

- Description ⑦

#### Hanken Regular

- Copy ②





**04 Colors**

# 04 Colors

## Corporate colors

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

The secondary colors extend the color spectrum and create differentiation within brand communication. They identify themes, experience clusters and content and are used both as solid colors and in dynamic color gradients.

|                                                                                                                                           |                                                                                                                                                                                                 |                                                                                                                                     |                                                                                                                                                                                        |                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>drupa red</div> <div>CMYK 0   100   100   0</div> <div>RGB 227   6   19</div> <div>HEX #e30613</div> <div>Pantone 1795C/HKS 14</div> | <div>Experience cluster learn typography</div> <div>drupa mint green</div> <div>CMYK 56   0   48   0</div> <div>RGB 106   222   166</div> <div>HEX #6adea6</div> <div>Pantone 346C   344U</div> | <div>drupa aqua</div> <div>CMYK 33   0   16   0</div> <div>RGB 181   230   227</div> <div>HEX #b5e6e3</div> <div>Pantone 290C</div> | <div>drupa sky blue</div> <div>CMYK 40   5   0   0</div> <div>RGB 162   211   243</div> <div>HEX #a2d3f3</div> <div>Pantone 278C</div>                                                 | <div>drupa blue</div> <div>CMYK 68   16   0   0</div> <div>RGB 64   171   227</div> <div>HEX #40abe3</div> <div>Pantone 279C</div>                                                     |
|                                                                                                                                           | <div>Experience cluster play typography</div> <div>drupa orange</div> <div>CMYK 0   60   84   0</div> <div>RGB 239   127   51</div> <div>HEX #ef7f33</div> <div>Pantone 158C   144U</div>       | <div>drupa pink</div> <div>CMYK 23   57   0   0</div> <div>RGB 201   133   184</div> <div>HEX #c985b8</div> <div>Pantone 251C</div> | <div>Experience cluster create typography</div> <div>drupa violet</div> <div>CMYK 64   66   0   0</div> <div>RGB 117   98   168</div> <div>HEX #7562a8</div> <div>Pantone 2101 C</div> | <div>Experience cluster grow typography</div> <div>drupa dark blue</div> <div>CMYK 100   90   33   0</div> <div>RGB 41   55   111</div> <div>HEX #29376f</div> <div>Pantone 662C</div> |

## 04 Colors

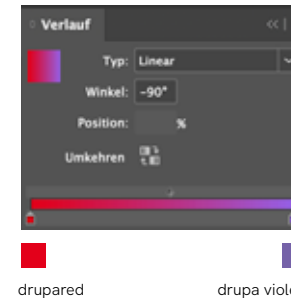
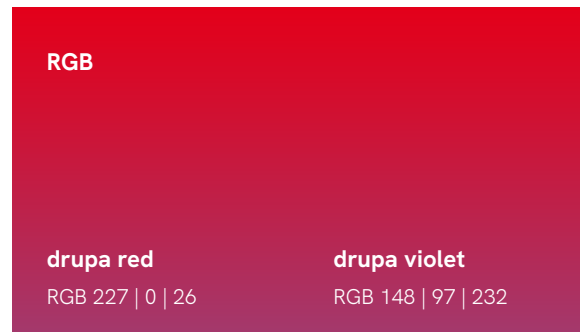
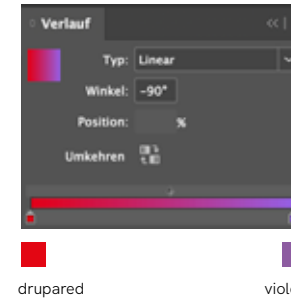
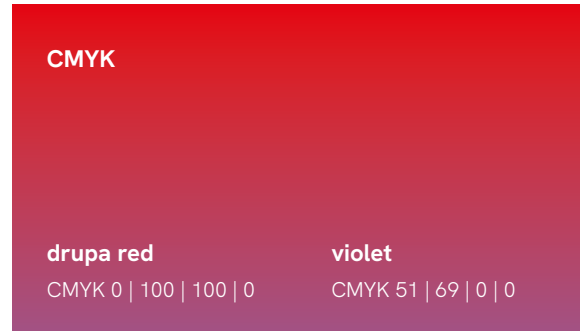
### Red gradient

The drupa red areas in communication media are underlaid with a dynamic gradient.

The red gradient is used to clearly structure information areas. It is particularly suitable for dates, contact details and other service and information blocks.

#### Notice

For large-format printed materials, the use of a technical gradient should be avoided. Instead, we recommend using an image motif with integrated noise or texture. Technical colour gradients can lead to visible banding in print.

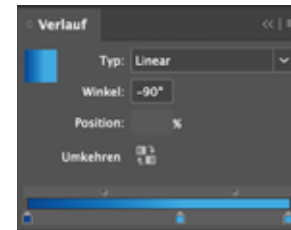
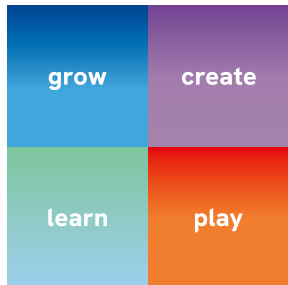


## 04 Colors

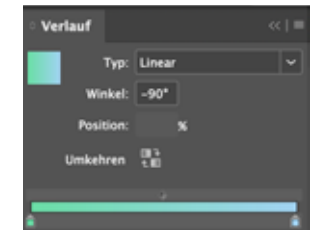
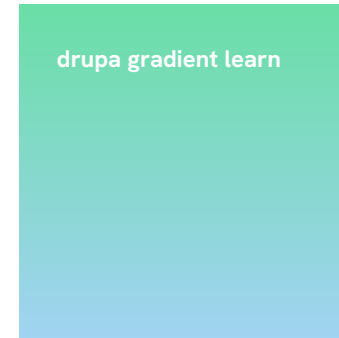
### Experience cluster gradients

The color gradients are derived from the defined secondary colors and are intended exclusively for the design of the experience clusters.

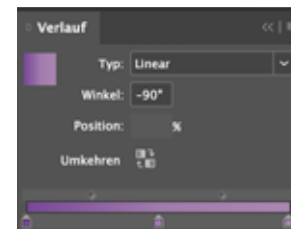
More information about the experience clusters. → [Page 31](#)



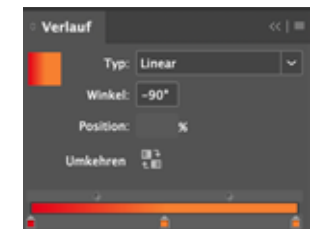
drupa dark blue drupa blue drupa blue



drupa mint green drupa sky blue



drupa create violet 1 drupa create violet 2 drupa create violet 3



drupa red drupa orange drupa orange

drupa create violet 1  
CMYK 64 | 80 | 0 | 0  
RGB 121 | 72 | 151  
HEX #794897

drupa create violet 2  
CMYK 43 | 57 | 8 | 0  
RGB 161 | 124 | 173  
HEX #a17cad

drupa create violet 3  
CMYK 39 | 51 | 10 | 0  
RGB 171 | 136 | 178  
HEX #ab88b2

## 04 Colors

### Background gradients

The background gradients are used for large-area backgrounds and can be used in different crops depending on format and layout. When selecting the image crop, always ensure sufficient contrast with the content to guarantee good readability of the texts.

File types:

cmyk.ai

rgb.ai



drupa\_verlauf-hintergrund\_1



drupa\_verlauf-hintergrund\_2



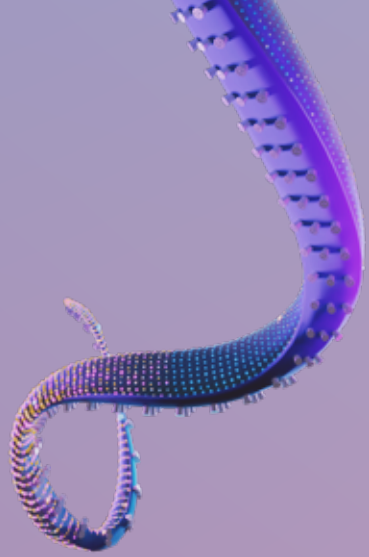
drupa\_verlauf-hintergrund\_3



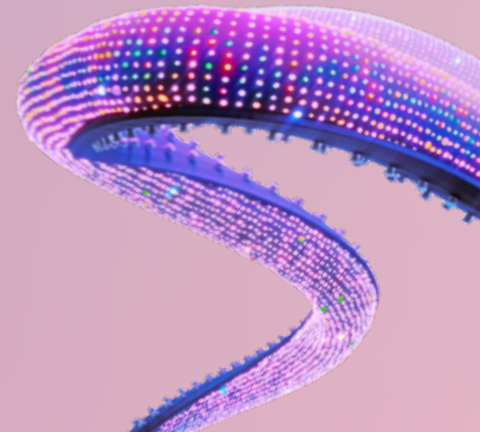
drupa\_verlauf-hintergrund\_4



drupa\_verlauf-hintergrund\_5



**05 Key visual**



## 05 Key visual

### The octopus – the symbol of drupa 2028

drupa stands for technological progress with impact. It is the platform where innovations become market-ready solutions and visions become concrete decisions. The octopus embodies this attitude like no other symbol: intelligent, connected, adaptable and fascinating.

As a masterpiece of nature, it stands for qualities that also characterize the modern print and packaging production industry. It solves complex challenges, reacts flexibly to change and combines independence with perfect interplay. Its ability to adapt, regenerate and continuously evolve makes it the ideal symbol of an industry that combines innovation, efficiency and transformation.

The octopus is the metaphor for an intelligent, connected ecosystem – just like drupa itself.

#### The visual idea

From this attitude, a distinctive visual identity emerged. The drupa octopus appears as a high-quality 3D figure with a friendly, inviting aura and takes on the role of host for the global print and packaging community.

Its design incorporates central features of the industry: luminous data points symbolize networking and innovation, while precise surfaces represent technological excellence and the highest product quality. The suction cups are modeled on suction nozzles from offset printing.



## 05 Key visual

### File

The octopus is available in different file formats:

Drupa\_Oktopus\_final\_25cm  
Drupa\_Oktopus\_final\_50cm  
Drupa\_Oktopus\_final\_100cm

File types:

cmyk.tif  
rgb.jpg

The key visual is designed as a master motif for use in different formats. However, it must not be mirrored completely, as this would cause the poster-like impact to be lost.

### Important!!

The octopus must not be altered in any way. It may not be recolored or widened. The tentacles must not be changed or extended.



Drupa\_Oktopus\_final

## 05 Key visual

### Campaign motif

The campaign motif consists of the drupa logo with claim, the octopus, the drupa\_Schriftzug and the drupa\_Slogan\_Schriftzug. Depending on the application, the motif is supplemented with date and URL.

With the campaign slogan “dive into the unseen”, drupa underlines its transformation from the world’s leading trade fair into a global collaborative solutions platform. Matching the octopus, the slogan invites people to dive deeper – into innovations, technologies and solutions that lie beneath the surface and have a lasting impact on the market.

Visually, the campaign deliberately places the drupa wordmark and drupa\_Slogan\_Schriftzug at the center. The prominent placement strengthens brand presence and is oriented toward the clear brand staging of international conferences and festival brands.

The customized wordmark and slogan are used in the campaign → [Page 16](#)



## 05 Key visual

### Key visual dos

The drupa wordmark and the drupa\_Slogan\_Schriftzug are designed so that they can be used as a fixed unit in most applications. Depending on format or area of application, however, adjustments may be required.

The following basic rules must always be observed:

- The drupa wordmark is generally placed flush left in the bleed.
- In portrait formats, the drupa wordmark is preferably placed from bleed to bleed; in landscape formats, it is placed flush left in the bleed.
- The image crop must be selected so that the octopus takes the lead role in the motif.
- The head of the octopus must always remain free of text and other design elements.

Portrait formats:



Standard unit: "unseen" forms a line with "p".  
The drupa wordmark extends from bleed to bleed and is optically vertically centered.

**drupa**  
dive into  
the unseen

Landscape formats:



In this online banner, the unit would be too large from edge to edge; therefore the drupa wordmark and logo form a line and the slogan is enlarged.

In this online banner, the unit fits from edge to edge, but the slogan would be too small. The slogan is enlarged so that "into" and "p" form a line. drupa wordmark optically vertically centered with the logo

In landscape format, the unit is placed prominently flush left in the bleed.

## 05 Key visual

### Key visual don'ts

The key visual is the brand's most important external communicative image. Deviations from the defined guidelines must be strictly avoided, as they can permanently weaken the brand identity.



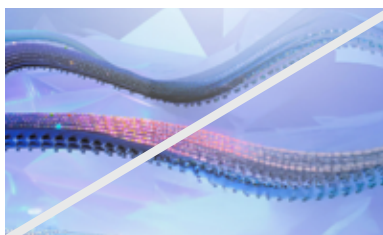
The octopus is too small. The drupa wordmark and slogan are too small.



The octopus is too small. The drupa wordmark and slogan are not flush left in the bleed.

### Important!!

The octopus must not be altered in any way. It may not be recolored, distorted or changed in its proportions. The tentacles must not be changed or extended.



The tentacles have been roughly widened and altered. The high-quality aura of the brand is lost.



The octopus has been altered and has a different head shape. Consistent brand management is not ensured.



The octopus is too large.



Head and eye are covered by elements.



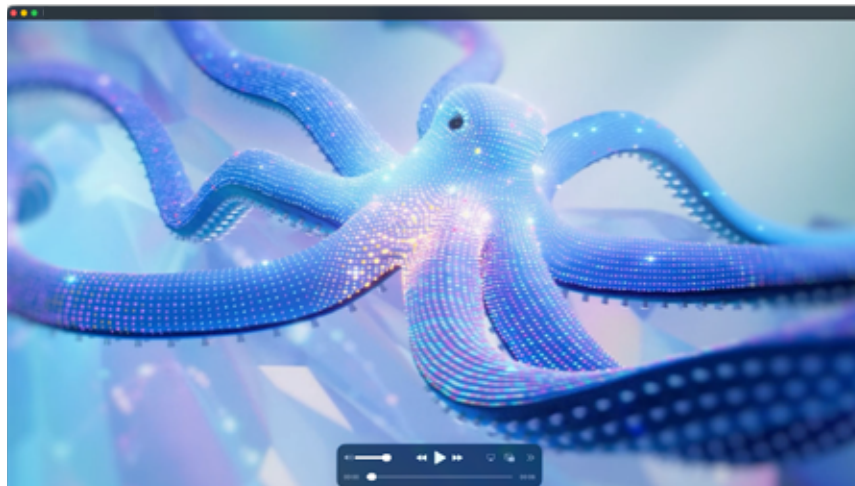
Wordmark and slogan are separated from each other.

## 05 Key visual

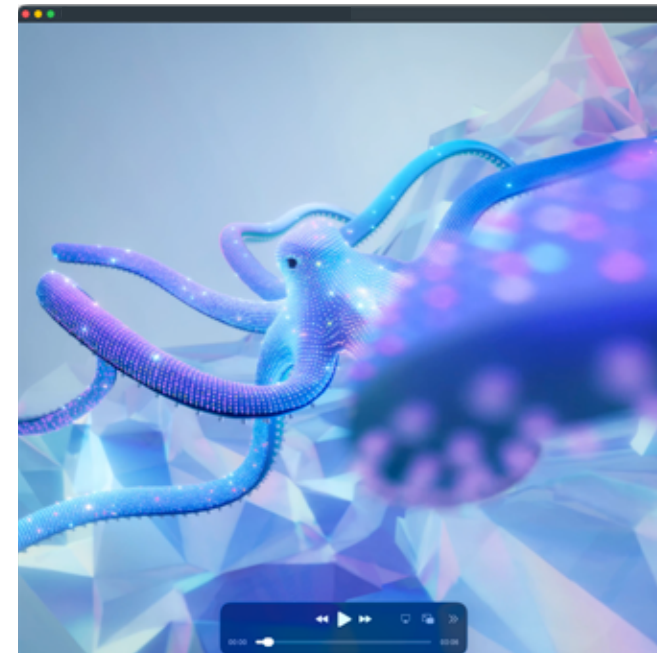
### Animation

The animated form of the key visual is used in films, presentations and social media channels. It is available in different formats.

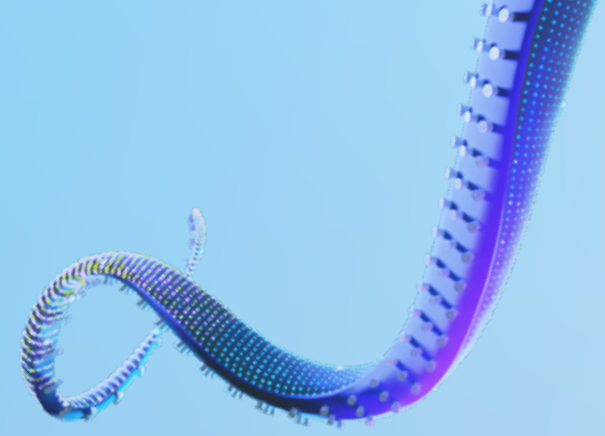
File types: drupa\_Oktopus\_Loop.mp4  
drupa\_Oktopus\_Zoom.mp4



drupa\_Oktopus\_Loop



drupa\_Oktopus\_Zoom



## 06 Experience clusters

## 06 Experience clusters

With the four experience clusters grow, create, learn and play, drupa 2028 creates new touchpoints between technology providers, industry, brands and creatives. The clusters increase the visibility of exhibitors, promote targeted networking and create additional platforms for knowledge transfer, business development and thought leadership.

The experience clusters are shown prominently as vignettes. They can be used both as a set of four and individually.

The wordmarks → Page 16 and gradients → Page 21 are firmly defined.

File types:  
cmyk.tif  
rgb.jpg

**Business &  
solutions**

**grow**

**create**

**Brand owners &  
creative industry**

**Knowledge &  
inspiration**

**learn**

**play**

**Experience &  
community**

drupa\_Erlebniscluster\_gesamt  
drupa\_Erlebniscluster\_create  
drupa\_Erlebniscluster\_grow  
drupa\_Erlebniscluster\_learn  
drupa\_Erlebniscluster\_play

## 07 Visual language



## 07 Visual language

### Creative visuals

In addition to the octopus as the central key visual, additional creative visuals are used.

The motifs combine technical and creative-emotional color worlds through the targeted use of secondary colors. They are characterized by a striking structure derived from particles, processes and efficiency. The motifs have a distinctive aesthetic that appears both technical and artificial. This creates a distinctive visual style that conveys networking, movement and multidimensionality.

The image concept offers the possibility of addressing different target groups in a targeted manner. At the same time, brand recognition is ensured at all times.

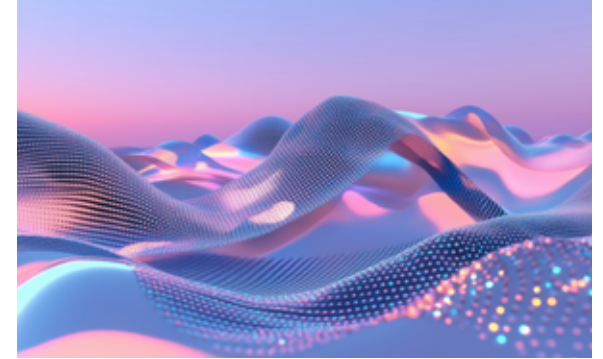
File types:  
cmyk.tif  
rgb.jpg



drupa\_Kreativvisual\_textile



drupa\_Kreativvisual\_packaging2



drupa\_Kreativvisual\_print



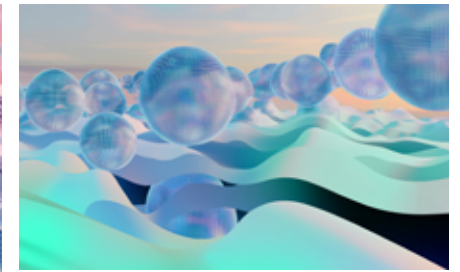
drupa\_Kreativvisual\_packaging



drupa\_Kreativvisual\_materials



drupa\_Kreativvisual\_robotics



drupa\_Kreativvisual\_print2

## 07 Visual language

### Lettering

The creative visuals can be used as image fills within lettering. Only individual words or numbers are permitted. Defined applications use fixed image crops. In all applications, ensure sufficient legibility and clear contrast between type and image.

The lettering is always placed on the defined drupa color gradient. The positioning must be chosen so that contrast always ensures optimal legibility and the image fill can unfold its effect.

File types:  
cmyk.tif  
rgb.png

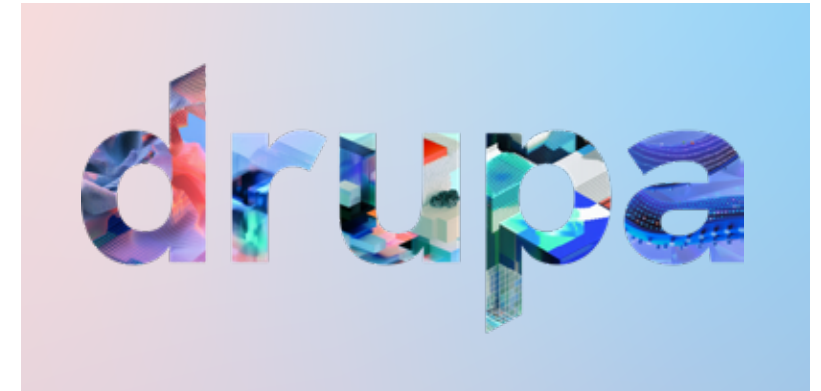


drupa2028\_drupa\_Bilder-Schriftzug



drupa2028\_join-the-extraordinary\_Bilder-Schriftzug

Application



## 07 Visual language

### Background & tentacles

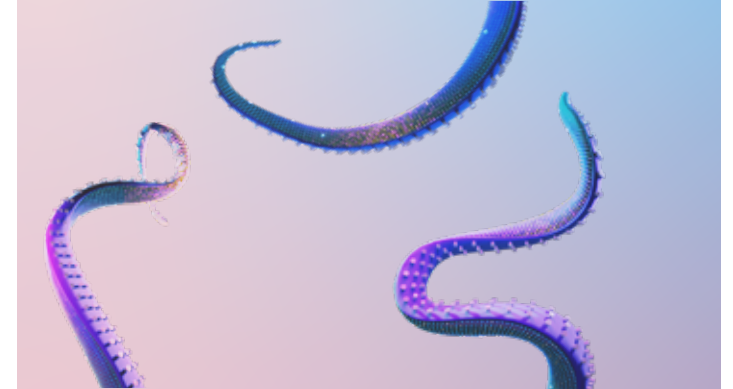
The background graphic and the clipped-out tentacles are available as separate design elements. The tentacles may only be used on the defined background gradients.

In Adobe InDesign, the layer mode “Hard Light” with an opacity of 80% must be used for the tentacles.

File types:  
cmyk.tif  
rgb.jpg/png



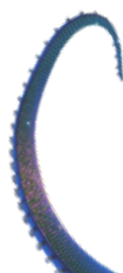
drupa\_BG\_12000px



Tentacle application



drupa\_TentakeL01



drupa\_TentakeL02



drupa\_TentakeL03



drupa\_TentakeL04

### Important!!

The tentacles must not be changed or extended.

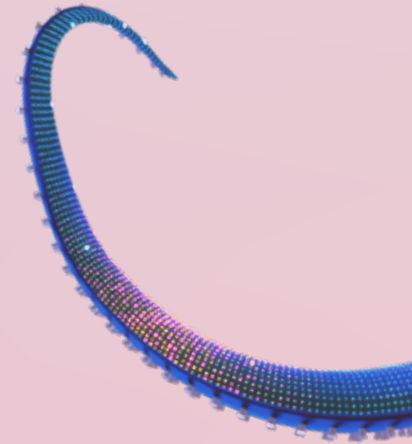
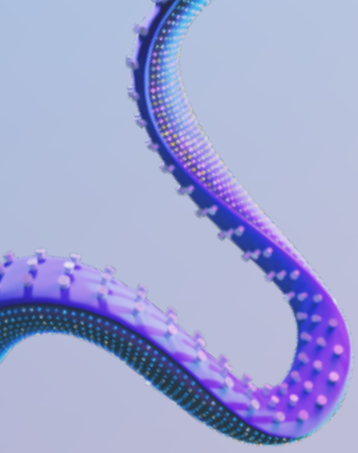
## 07 Visual language

### Photography

The visual language combines technology, innovation and the drupa experience to create a high-quality, future-oriented brand presence. The focus is on people, trade fair scenes, intelligent technologies, immersive spaces and staged applications that make the industry's innovative power visible.

Expressive lighting moods pick up the brand's color world and, together with the key visual, create a consistent visual identity. The image world feels dynamic, visionary and experience-oriented and ensures high recognition value across media.



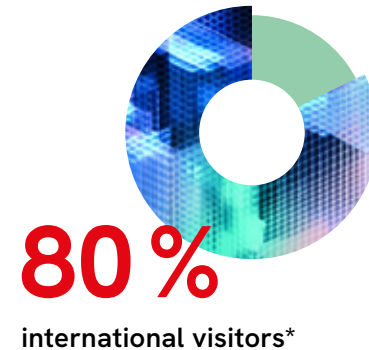
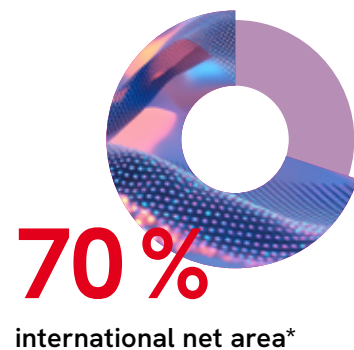
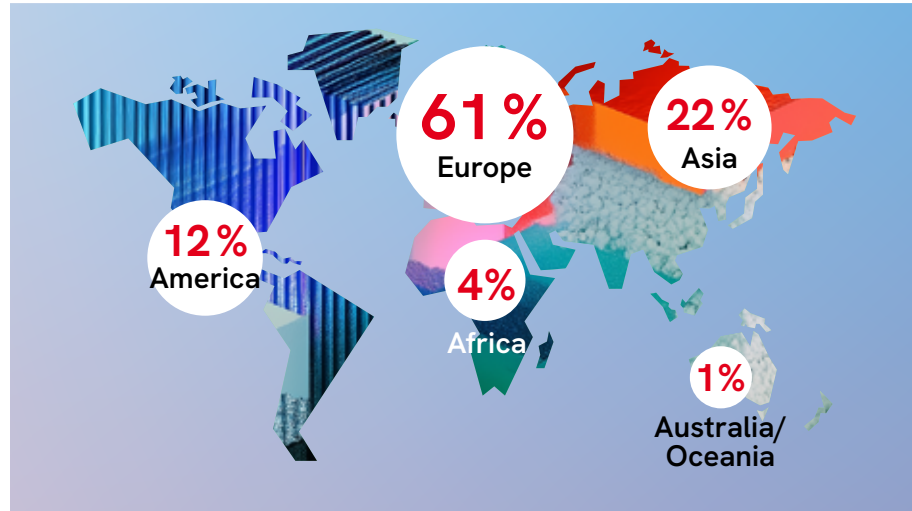


# 08 Graphics

## 08 Graphics

### Diagrams

Diagrams and infographics are implemented in the defined design style of drupa 2028. Numbers and key figures are generally shown in drupa red. Graphic elements are designed with the defined creative visuals and the brand color world.



## 08 Graphics

### Icons

The drupa icons are subject to a strict design grid inspired by the slanted 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



Travel



YouTube



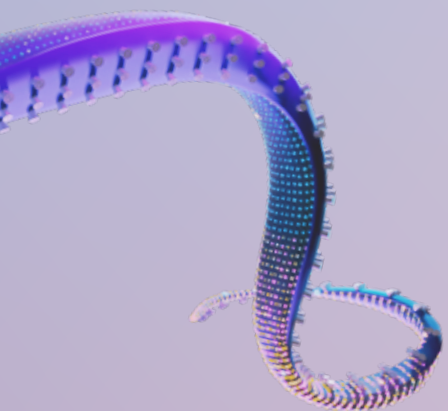
Facebook



LinkedIn



Website



## 09 Examples

## 09 Examples

### Image campaign poster

The image poster shows the correct arrangement of the campaign motif with date, location and URL/hashtag.



Image poster



additional motifs in preparation

## 09 Examples

### Exhibitor campaign – packaging motif

For interpack 2026, two packaging motifs with a callout (exhibitor registration) were implemented.

For this purpose, a dedicated campaign headline was developed.



## 09 Examples

### Roll-up Large format

The date can be placed either on the red area (with color gradient) or on the right above the drupa wordmark (see tension banner).



Roll-up



Tension banner

## 09 Examples

### Exhibitor brochure

The exhibitor brochure communicates the strategic concept of drupa 2028 and presents the central content of the event.

The focus is on the new orientation of the trade fair with the experience clusters grow, create, learn and play, the future-oriented product categories and the positioning of drupa as the world's leading platform for print and packaging production solutions.

This is supplemented by information on target groups, market reach and added value for exhibitors.

The brochure was printed and finished with innovative, sustainable cold foil. An interactive digital version is also available.



## 09 Examples

### Image trailer

The image trailer conveys the brand story of drupa 2028 and communicates the central brand idea in an emotional and impressive way. It introduces the key visual, tells the story of the octopus as the symbol of the brand and brings the new collaborative trade fair concept with the four experience clusters grow, create, learn and play to life. At the same time, it sparks curiosity about drupa 2028 and its new positioning.

In the first part, the octopus takes center stage. High-quality macro shots show its fascinating aesthetics and intelligence, while an emotional voice-over establishes the connection between the characteristics of the octopus and the values of drupa.

The second part visualizes the experience clusters grow, create, learn and play. They stand for the diverse topics, target groups and experiences of drupa and communicate the new trade fair concept in an emotional and inspiring way.

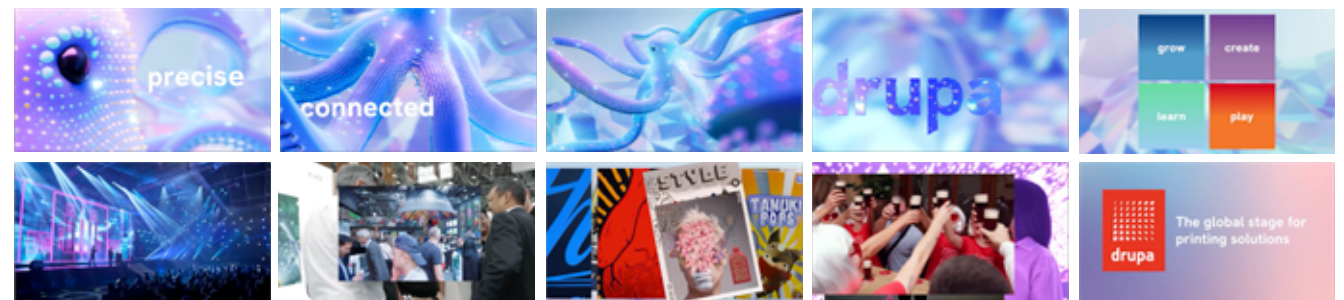
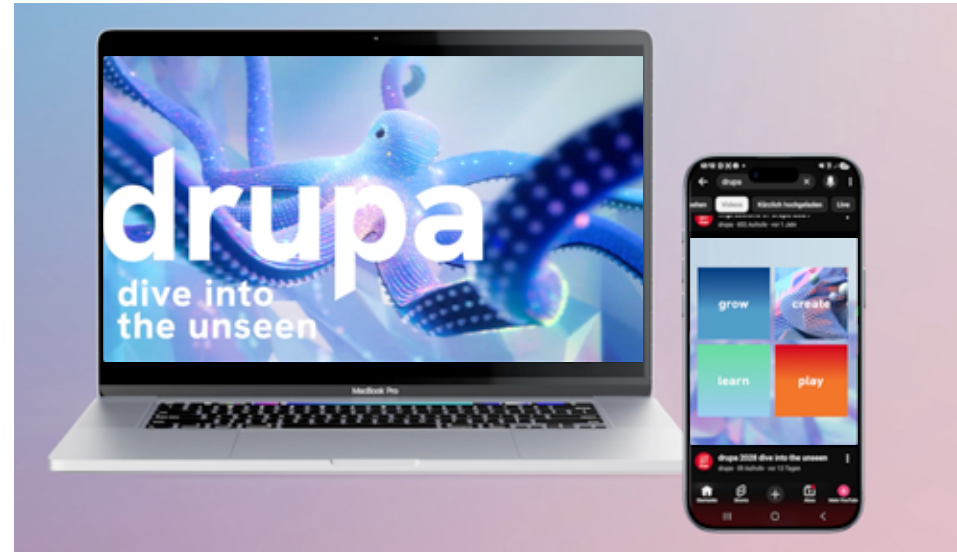
The key visual, the characteristic vignettes and the defined color world form the design basis of the trailer and ensure a consistent, distinctive brand presence across all communication channels.

The visual language is dynamic, high-quality and modern. Fast cuts, flowing camera movements and a positive, contemporary soundtrack create energy, excitement and anticipation and underline the innovative ambition of the drupa brand.

### Adaptations

For use in different channels – from trade fair screens to social media – an image trailer was produced in 16:9, from which various cut-downs and cut-outs in the formats 4:5 and 9:16 were generated.

Watch image trailer: → [Link](#)



## 09 Examples

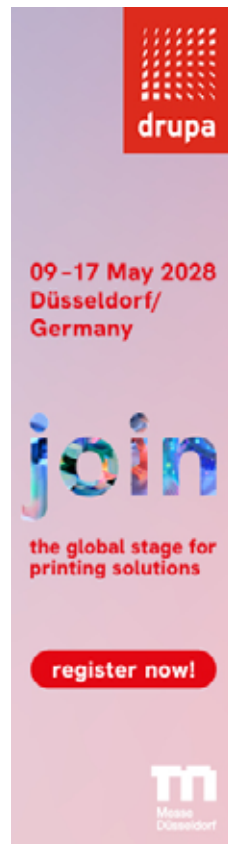
### Online banners – image

For digital communication, online banners were developed in common standard formats and optimized for different placements, including skyscraper, medium rectangle, half-page ad and leaderboard.

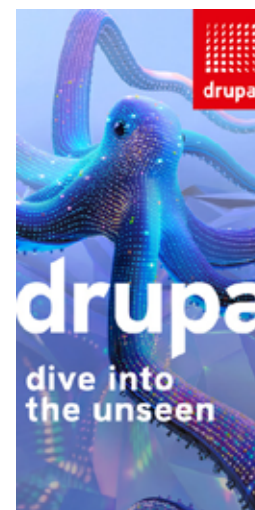
The animations follow a two-stage structure: in the first phase, the brand message is the focus; in the second phase, the event date as well as call-to-action and button with forwarding are integrated.



Skyscraper 160 x 600 px



Leaderboard 728 x 90 px



Half page 300 x 600 px



Medium rectangle 300 x 250 px

## 09 Examples

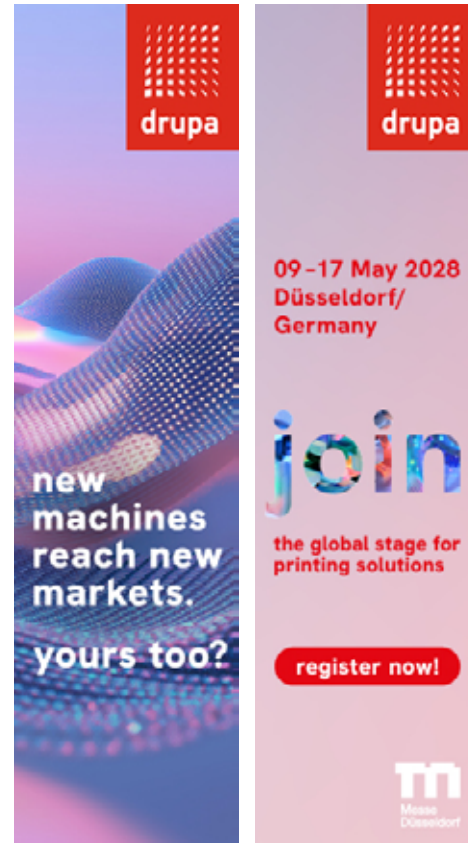
### Online ads for exhibitor acquisition

A stand-alone online ad campaign was developed to target potential exhibitors.

The first phase of the banners puts the core topics of printing machines and systems, decision-makers, robotics & AI and packaging production at the center with activating headlines. Creative visuals are used in the background – both static and animated.

In the second phase, the event date and a clear call-to-action for exhibitor registration follow.

Druckmaschinen- und Systeme



Skyscraper 160 x 600 px

Entscheider



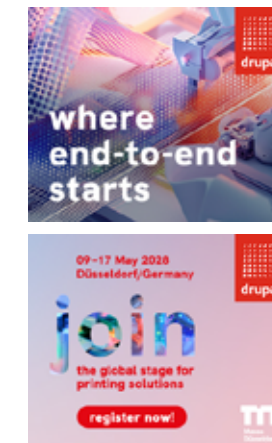
Leaderboard 728 x 90 px

Packaging



Half page 300 x 600 px

AI & Robotics

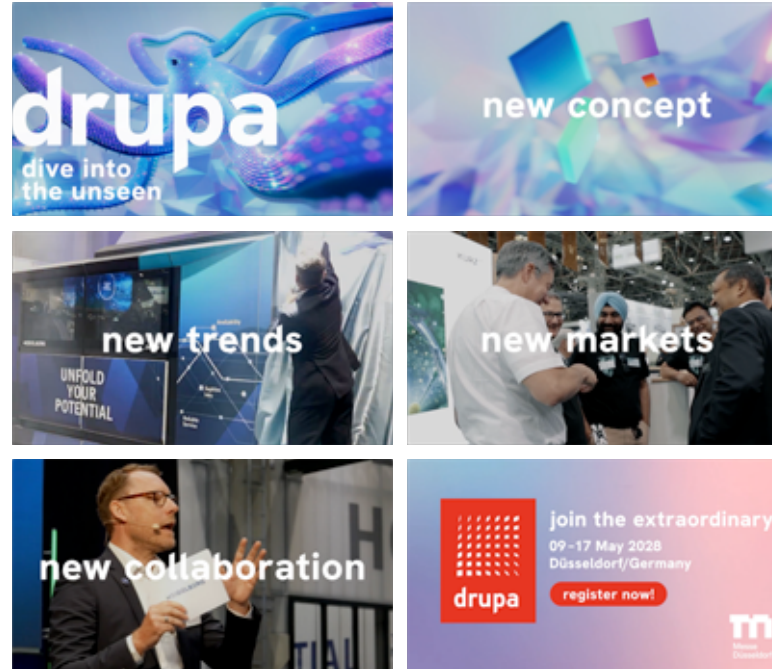


Medium rectangle 300 x 250 px

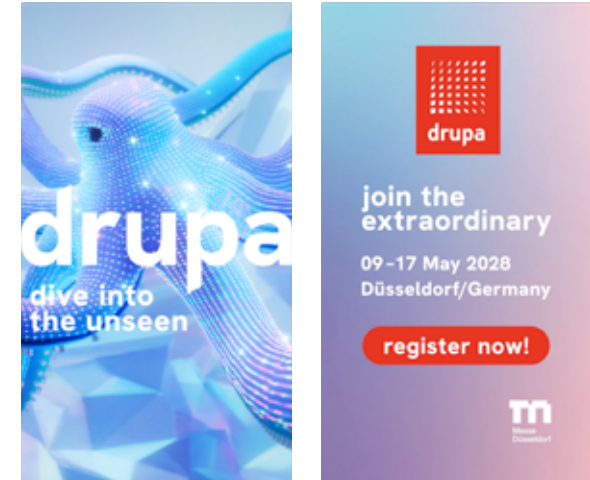
## 09 Examples

### Video ads for exhibitor acquisition

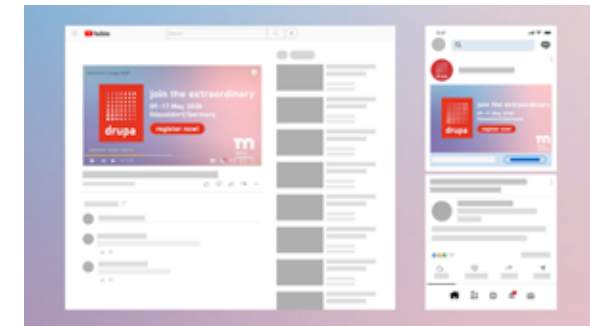
In addition to the online banners, video ads were produced in lengths of 6 and 15 seconds and in 16:9 and 9:16 formats.



Video ad 16:9, 15 sec.



Video ad 9:16, 6 sec.



## 09 Examples

### drupa website header



Website header desktop 945 x 191 px



Website header tablet 768 x 275 px

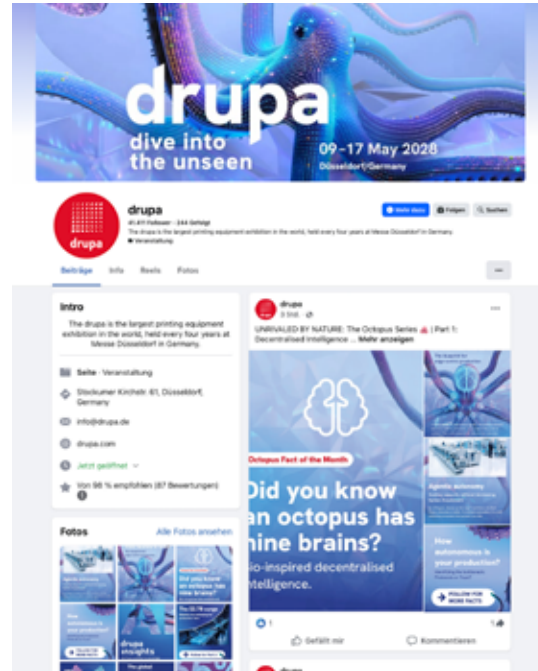


Website header mobile 608 x 218 px

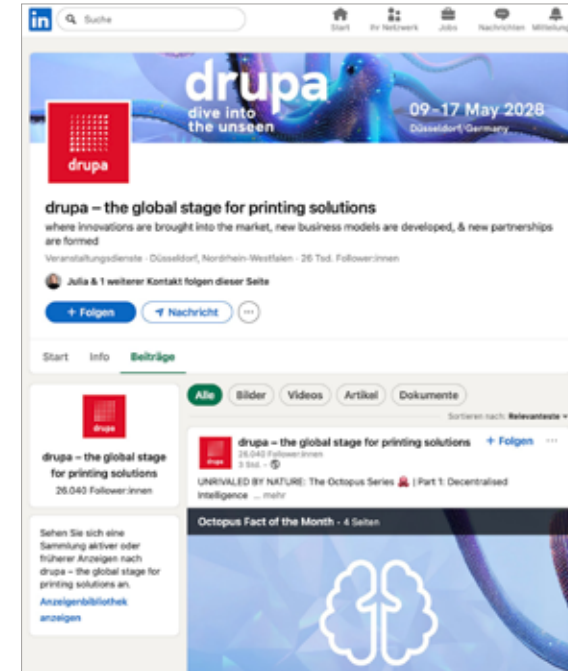


## 09 Examples

### Social media header



Facebook desktop



LinkedIn desktop



LinkedIn mobile

## 09 Examples

### drupa insights

drupa insights is a new premium platform for exclusive industry knowledge and future trends. It offers continuous insights into international studies, reports and market analyses.

The appearance of drupa insights is oriented toward drupa's brand world. Logo, color world and visual create a distinctive recognizability within the brand.

#### File types:

Key visual  
cmyk.tif  
rgb.jpg

Logo  
cmyk.eps  
rgb.svg  
rgb.png  
rgb.jpg

# drupa insights

drupa\_insights\_Logo

#### drupa red

CMYK 0 | 100 | 100 | 0  
RGB 227 | 6 | 19  
HEX #e30613  
Pantone 1795C/HKS 14

#### drupa aqua

CMYK 33 | 0 | 16 | 0  
RGB 181 | 230 | 227  
HEX #b5e6e3  
Pantone 290C

#### drupa pink

CMYK 23 | 57 | 0 | 0  
RGB 201 | 133 | 184  
HEX #c985b8  
Pantone 251C

#### drupa violet

CMYK 64 | 66 | 0 | 0  
RGB 117 | 98 | 168  
HEX #7562a8  
Pantone 2101 C

#### drupa blue

CMYK 68 | 16 | 0 | 0  
RGB 64 | 171 | 227  
HEX #40abe3  
Pantone 279C

#### drupa insights blue

CMYK 70 | 47 | 0 | 0  
RGB 90 | 126 | 191  
HEX #5a7ebf  
Pantone 2130 C



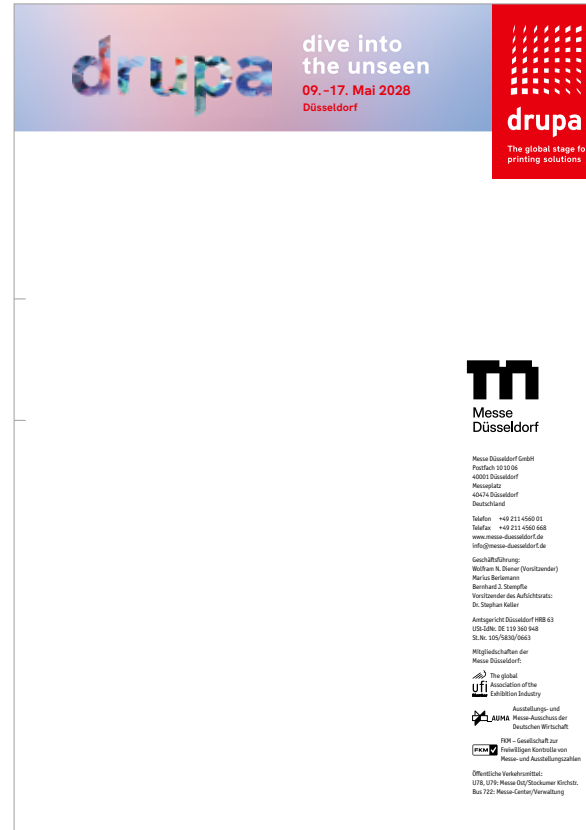
drupa\_insights\_Visual



## 09 Examples

### Business stationery

Several motifs are available for the back of the drupa 2028 business cards.



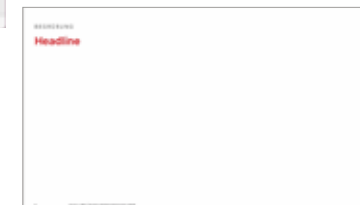
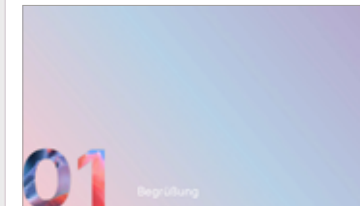
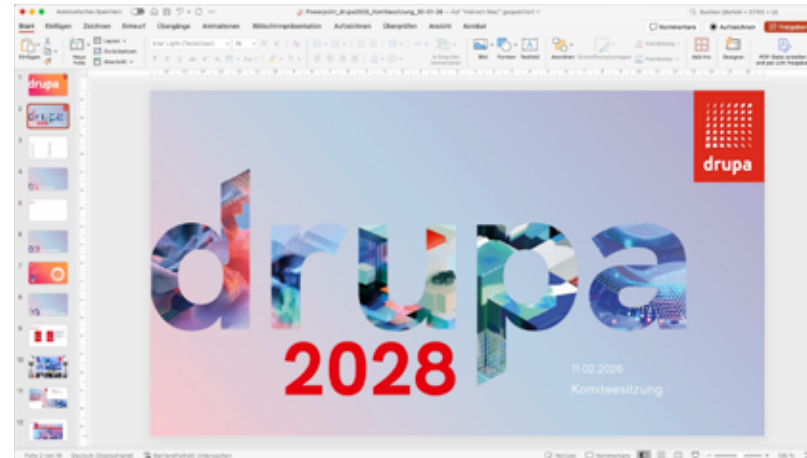
Letterhead

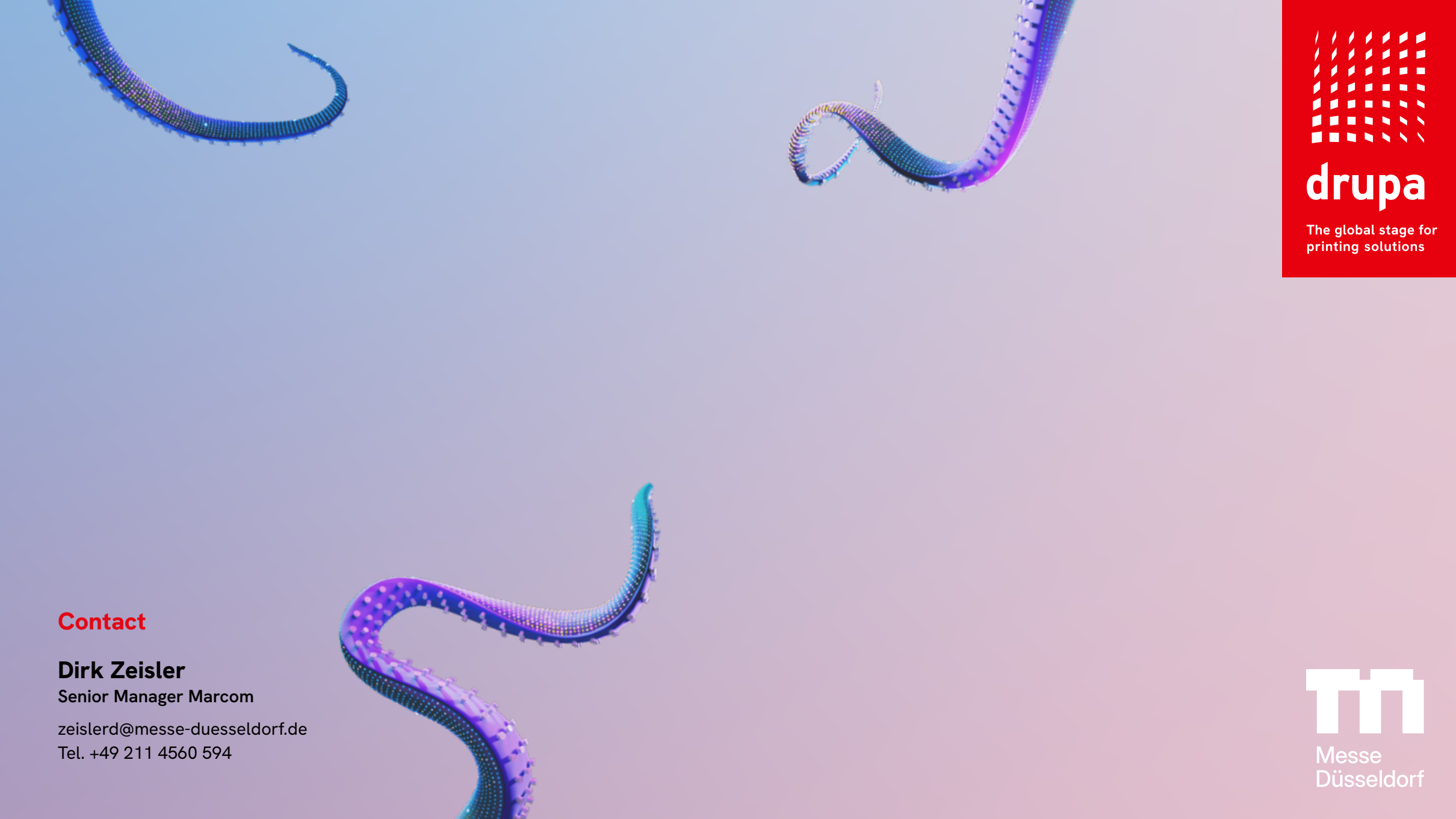


Business cards

## 09 Examples

### PowerPoint master





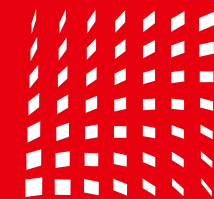
## Contact

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[zeislerd@messe-duesseldorf.de](mailto:zeislerd@messe-duesseldorf.de)

Tel. +49 211 4560 594



**drupa**

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Messe  
Düsseldorf