



BRAND BOOK 2023

**BEE R &
FOOD**
ATTRACTION

THE
EATING
OUT
EXPERIENCE
SHOW

THE LOGO

THE BEER & FOOD ATTRACTION LOGO
CAN BE USED BOTH IN POSITIVE AND
NEGATIVE

POSITIVE



NEGATIVE



DO'S & DON'TS

The logo cannot be in any way altered.

DO'S

Always use the appropriate version of the logo and verify its correct reproducibility in all its parts.



DON'TS

- Do not distort;
- Do not rotate;
- Do not change color;
- Do not modify the BASIC ELEMENTS;
- Do not add BASIC ELEMENTS or charts;
- Do not change typography.



AREA OF RESPECT

To preserve its integrity and readability no graphic elements, sign or text can be juxtaposed to the Logo. The only cases allowed are those described within this manual.

The area of respect of the Logo is that portion of space around it within which no element can be inserted.

On this page the rules for calculating the compliance area of the two versions of the Logo. Are defined and explained.



MINIMUM DIMENSIONS

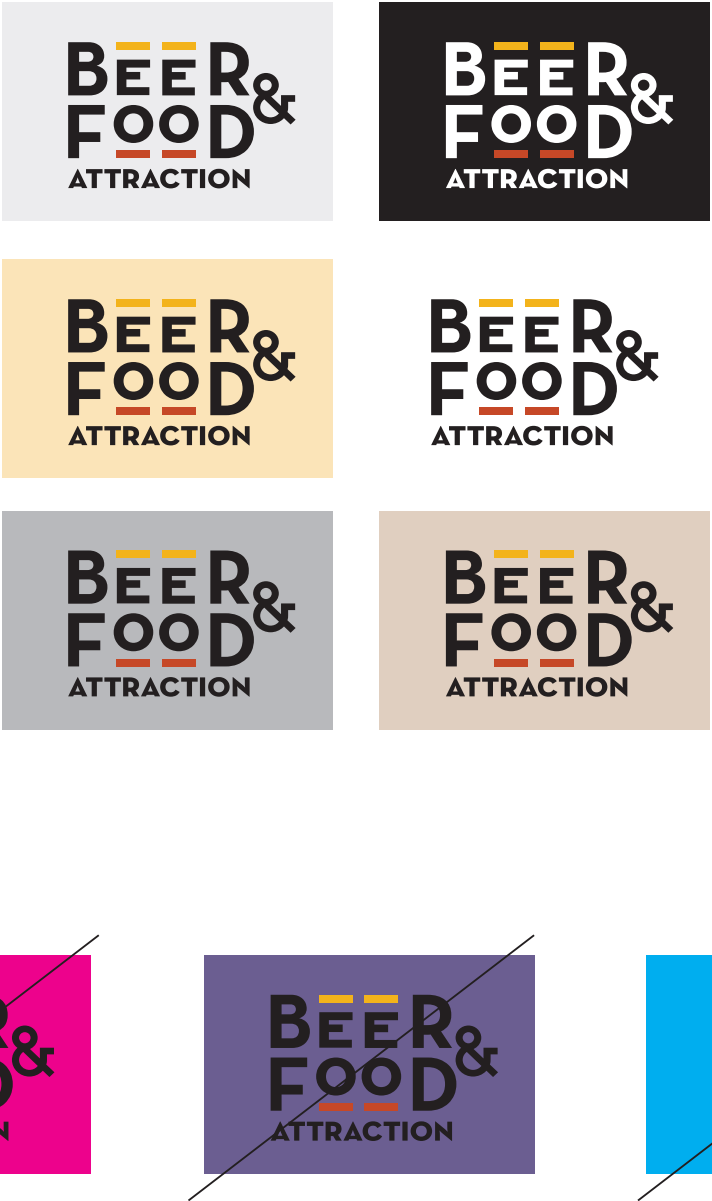
The Logo must always be big enough to ensure a good readability. Its size will vary depending on the use and application, but must never be less than a height of 10 mm.

Always make sure to check that the minimum recommended size for the type of application required guarantees the legibility of the Logo.



LOGO ON COLOR

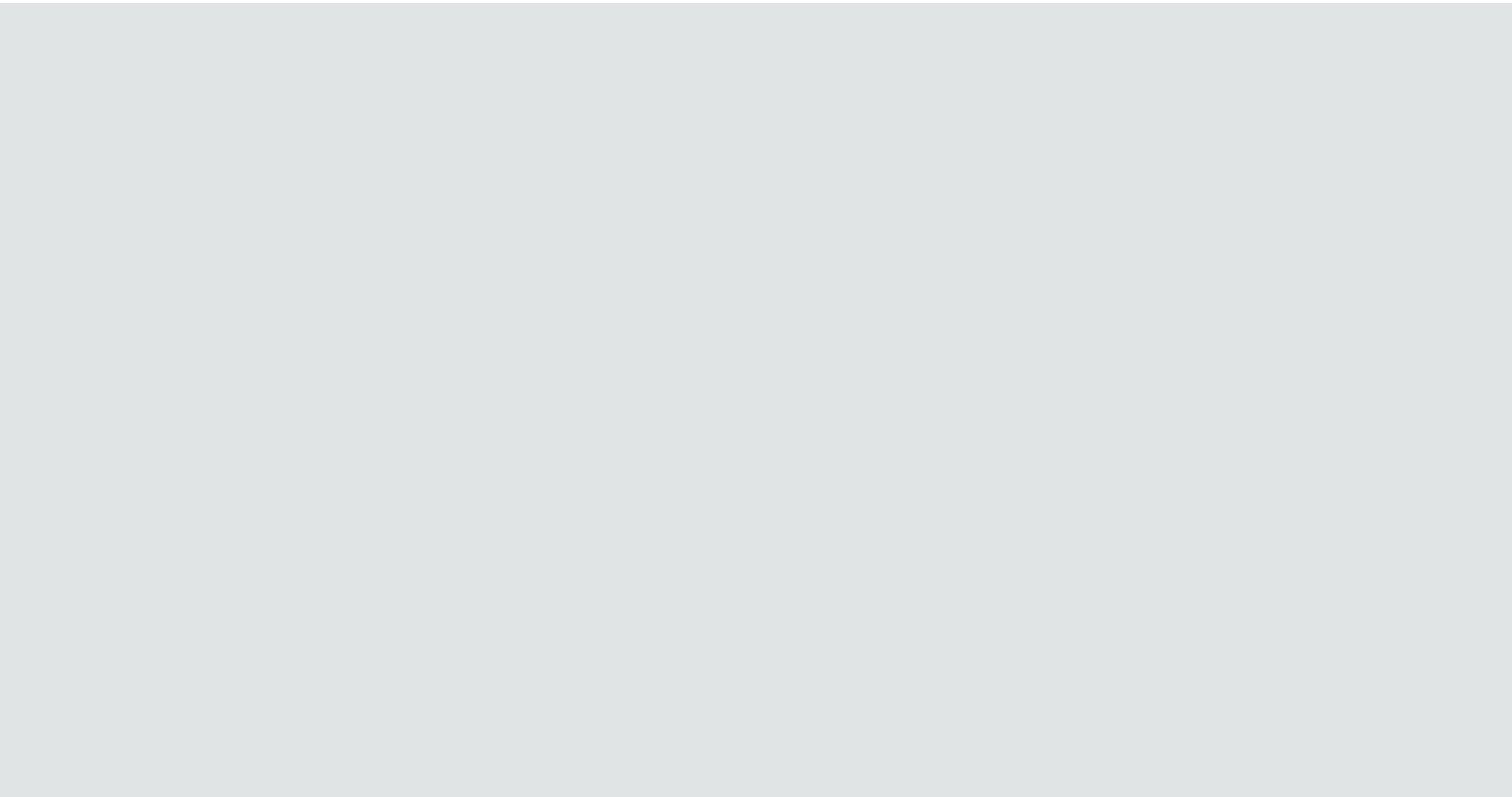
The Institutional Logo in its positive version, can be reproduced on light-colored or dark backgrounds or dark as long as the harmony of colors and readability of any part of it are preserved.



LOGO ON IMAGES

Negative on a dark background
Positive on a light background





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