

**BRAND MANUAL**  
2024



THE  
**BEER &  
BEVERAGE**  
TECHNOLOGIES  
SHOW

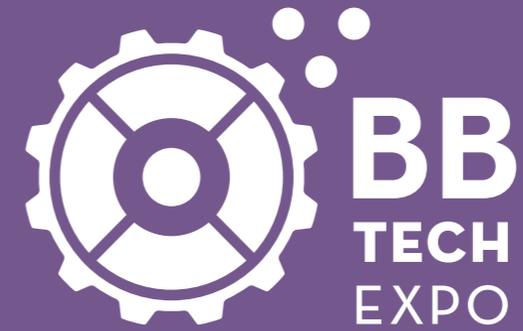
## THE LOGO

THE BBTECH EXPO LOGO  
CAN BE USED BOTH IN POSITIVE AND  
NEGATIVE

POSITIVE



NEGATIVE



## DO'S & DON'TS

The logo cannot be in any way altered.

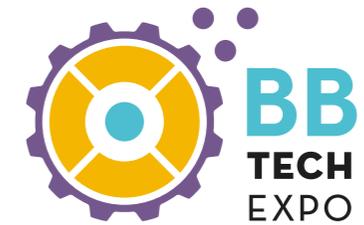
### DO'S

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.





### 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

