



# TOMORROW. MOBILITY

WORLD CONGRESS

Style guide 2022



**Fira Barcelona**



Urban Mobility

Co-funded by the  
European Union



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# Summary

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01.

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**TOMORROW.MOBILITY WORLD CONGRESS**

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# 01.1.

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LOGOTYPE

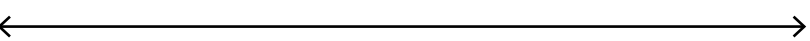
01.1.

LOGOTYPE  
MAIN APPLICATION

This is the main Tomorrow.Mobility logotype. The same layout and proportions will always be respected, as will the minimum reduction in resolution permitted for both web and print.

TOMORROW.  
MOBILITY  
WORLD CONGRESS

TOMORROW.  
MOBILITY  
WORLD CONGRESS



Minimum printed reduction: 35 mm.  
Minimum website reduction: 110 px

01.1. LOGOTYPE  
BACKGROUNDS

The logotype will always be applied in black on a white background, or in white when the background is black. When the background is gray, it will be applied in white.

**TOMORROW.**  
**MOBILITY**  
WORLD CONGRESS

**TOMORROW.**  
**MOBILITY**  
WORLD CONGRESS

**TOMORROW.**  
**MOBILITY**  
WORLD CONGRESS

01.1. LOGOTYPE  
OTHER BACKGROUNDS

The white logotype will also be used when the background changes to other colors, in alignment with the colors of the elements of the visual.



01.1. LOGOTYPE  
DATES & APP

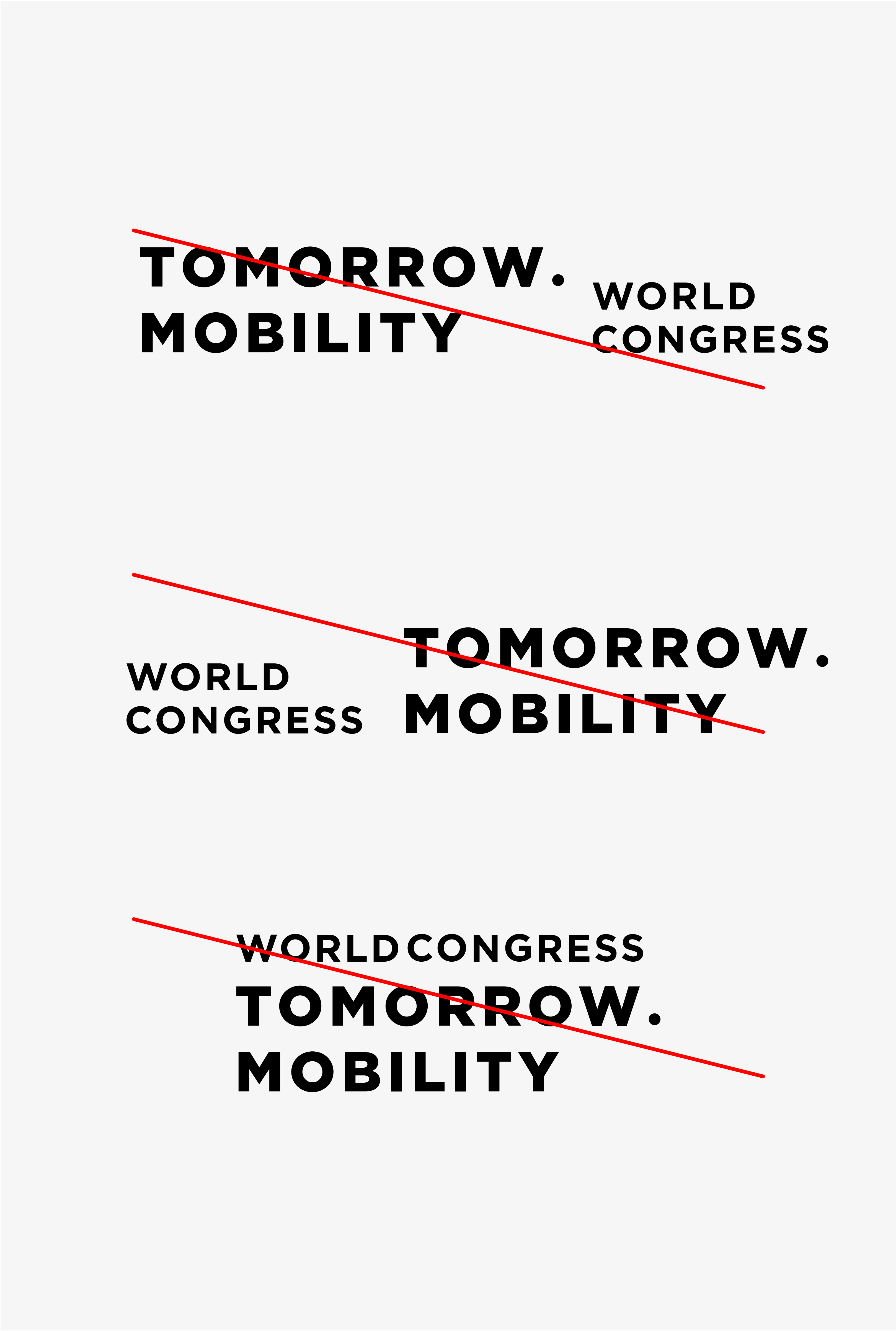
When the logotype coexists with event dates, these will be the correct applications and proportions. They can be used in either a square or horizontal format.





01.1. **LOGOTYPE**  
INCORRECT USES

The layout of the elements that make up the branding may not be modified. These are examples of incorrect uses and are not permitted.



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# 01.2.

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TYPOGRAPHY

01.2.

TYPOGRAPHY

BODY OF TEXT

The font family that will be used for communications is GOTHAM.

For bodycopies in editorial publications, photo captions, etc., the font will be used in its LIGHT and BOOK versions.

On occasion, GOTHAM LIGHT may be used at a larger size for secondary titles. The use of the font may vary depending on the needs of each piece.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_^/\*'+€@#%&()=¿?¡!

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_^/\*'+€@#%&()=¿?¡!

01.2.

TYPOGRAPHY  
MAIN TITLES

The BLACK version of the font will be used for headlines. It can be applied in uppercase or lowercase, depending on the context.

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_^/\*'+€@#%&()=¿?¡!

01.2.

TYPOGRAPHY

OTHER  
VARIABLES

If other variables are needed to differentiate between LIGHT, BOOK and BLACK in certain applications, the BOLD and MEDIUM versions of the font may be used as an exception.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_^/\*'+€@#%&()=¿?¡!

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_^/\*'+€@#%&()=¿?¡!

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# 01.3.

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CAMPAIGN

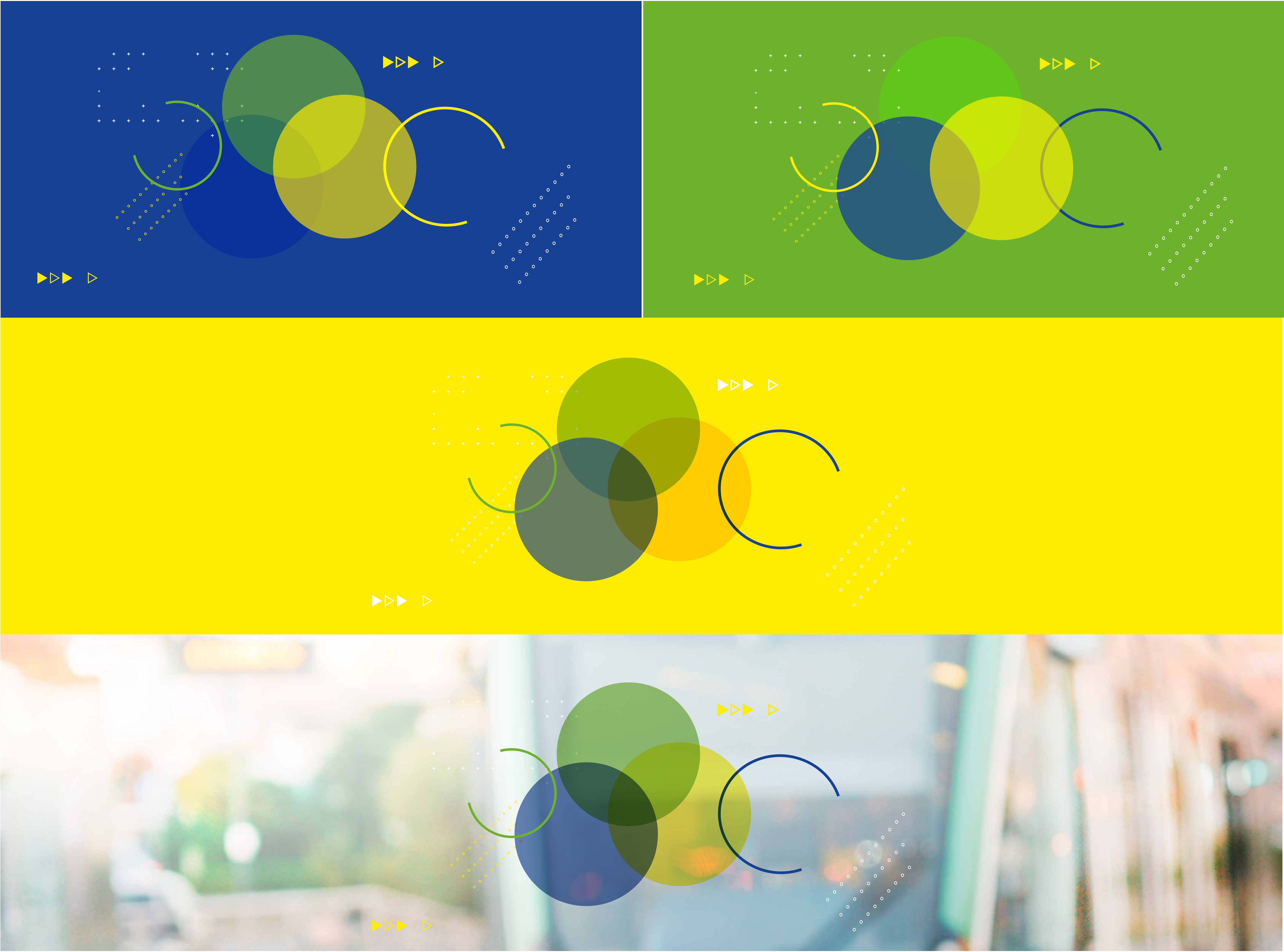


01.3. CAMPAIGN  
VISUAL

The system of geometric graphics is constant throughout the communication. It has the versatility to work on plain colors and photography, ensuring that the transparency is faithful to the proposed colors.

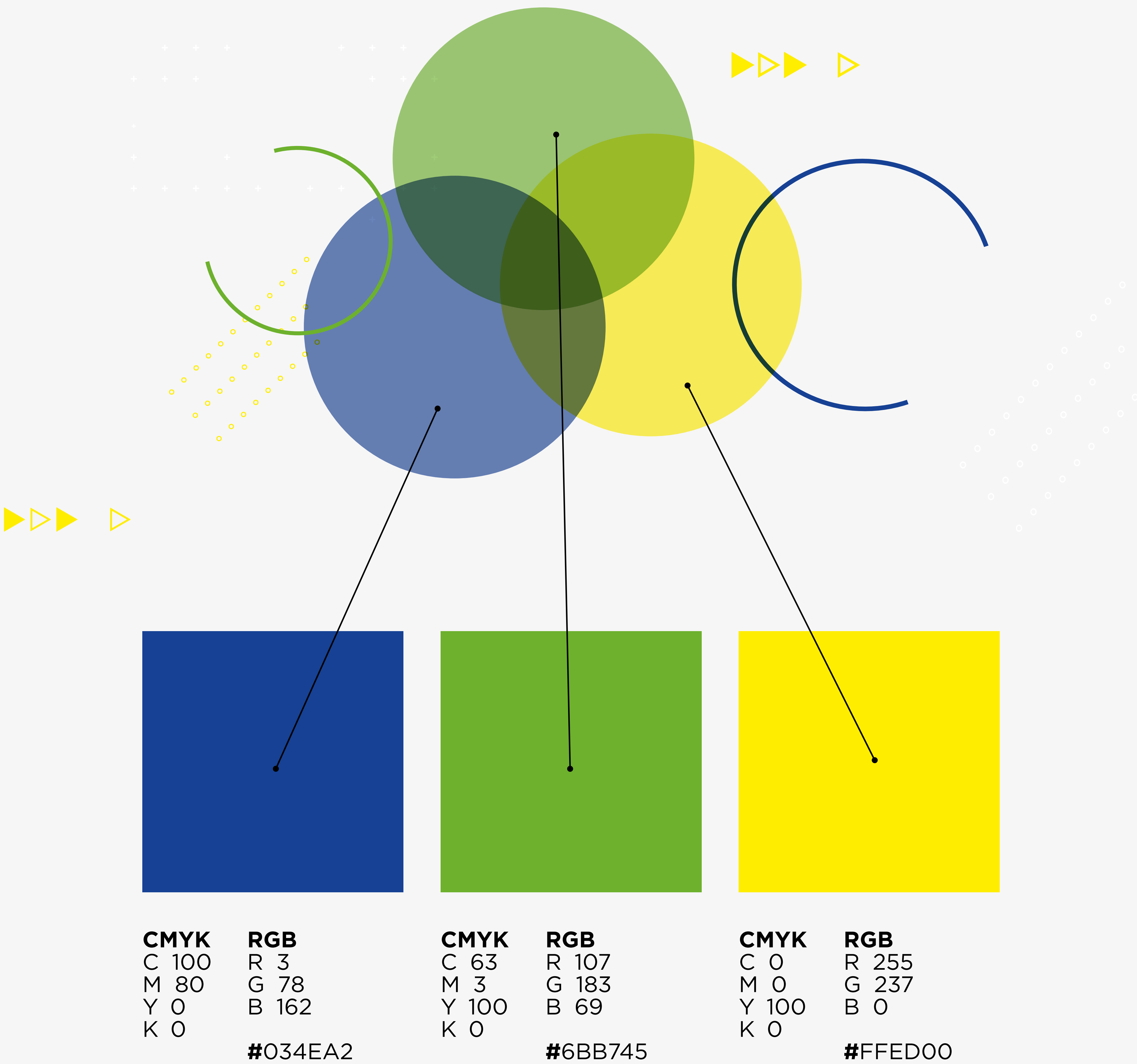
The system is composed of different groups of shapes that must maintain the proposed color.

In the case of applying on yellow, all the yellow forms must be white, except the central yellow circle.



01.3. CAMPAIGN  
VISUAL COLOURS

The system of geometric graphics is constant throughout the communication. It has the versatility to work on plain colors and photography, ensuring that the transparency is faithful to the proposed colours.





01.3.

CAMPAIGN

VISUAL TRANSPARENCY

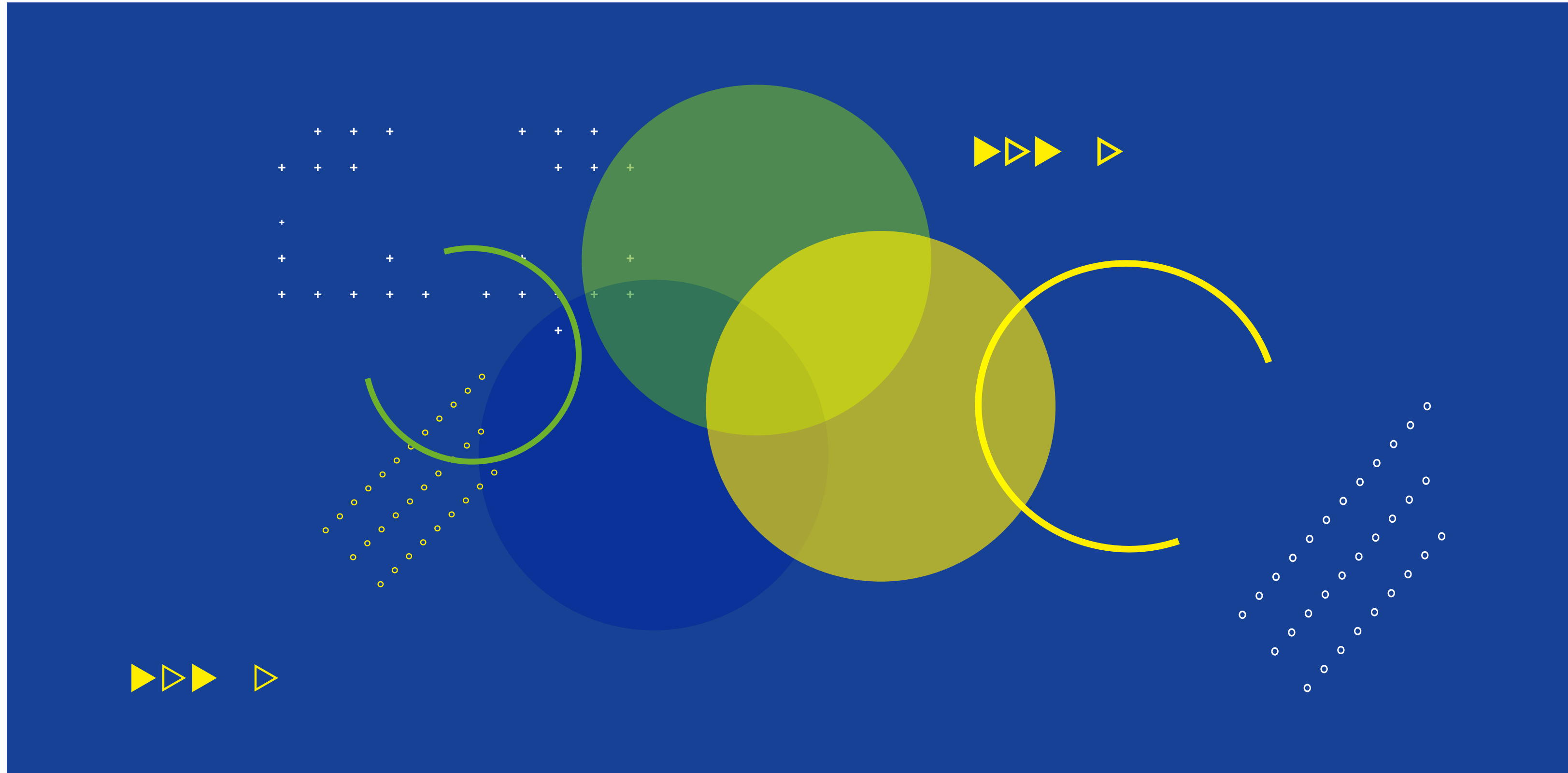
When the geometric graphic system is applied on a plain background or a photograph, the colours of the elements will be the same. The only change will be the transparency of the circles.

- GREEN:

Transparency: normal - 65%
- BLUE:

Transparency: soft light - 65%
- YELLOW:

Transparency: strong light - 65%

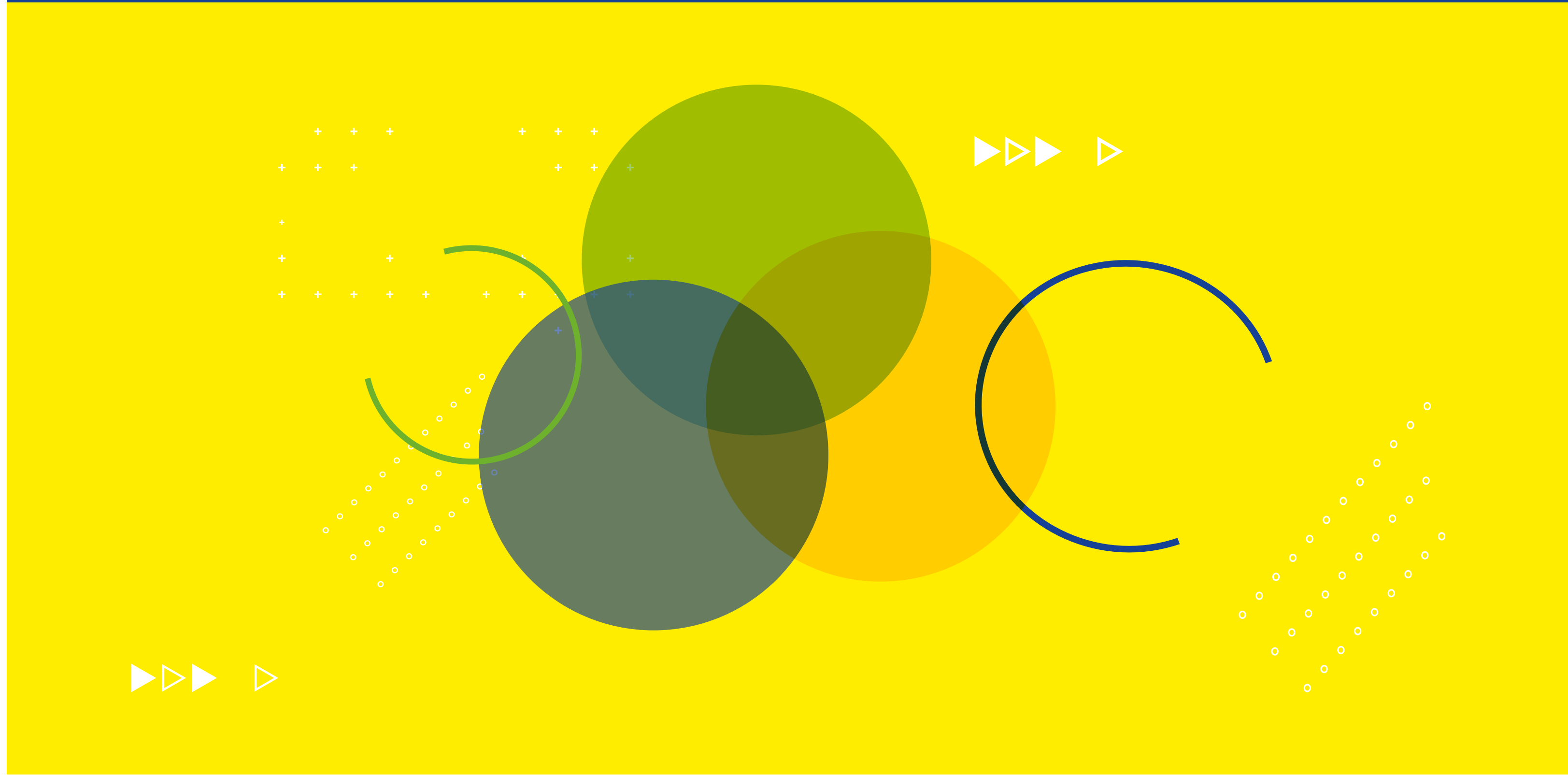


- GREEN:

Transparency: multiply - 65%
- BLUE:

Transparency: normal - 65%
- YELLOW:

Transparency: multiply - 65%

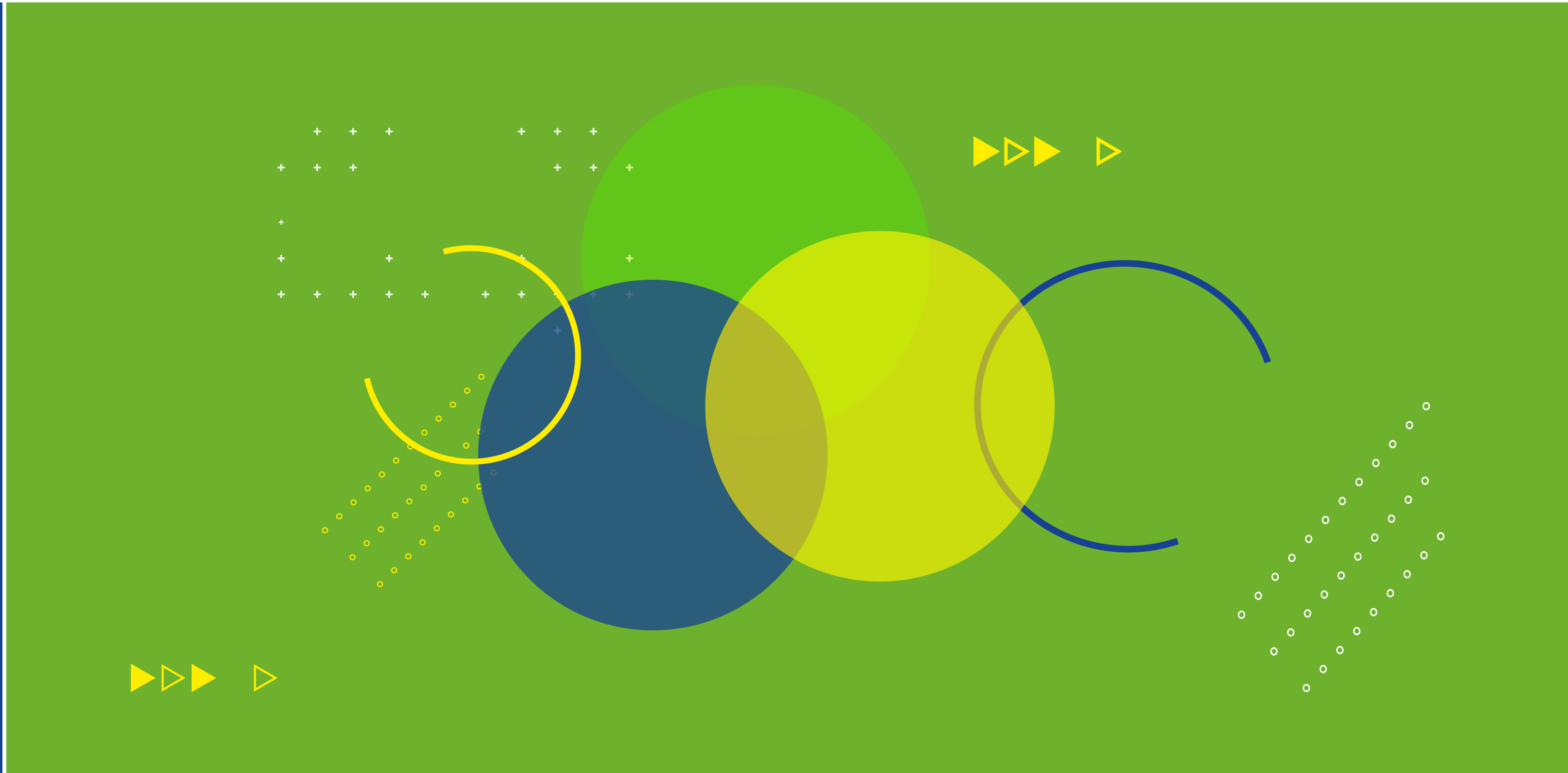


- GREEN:

Transparency: strong light - 65%
- BLUE:

Transparency: normal - 75%
- YELLOW:

Transparency: strong light - 65%



- GREEN:

Transparency: multiply - 65%
- BLUE:

Transparency: multiply - 65%
- YELLOW:

Transparency: multiply - 65%





**01.3. CAMPAIGN  
CLAIM ALIGNMENT**

The claim and the campaign description must always be used together, respecting the same 30° inclination starting from the lower left corner. They will always be applied on the geometric graphic system.





01.3. CAMPAIGN  
CLAIM  
INCORRECT USES

These are examples of incorrect use of the campaign claim.





01.3. CAMPAIGN  
PRINT PORTRAIT

This will be the official poster to use in vertical formats, demonstrating the different compositional elements arranged correctly.





01.3. **CAMPAIGN**  
PRINT LANDSCAPE

The poster may be adapted for use either horizontally or panoramically. This way the different compositional elements will always be arranged correctly.

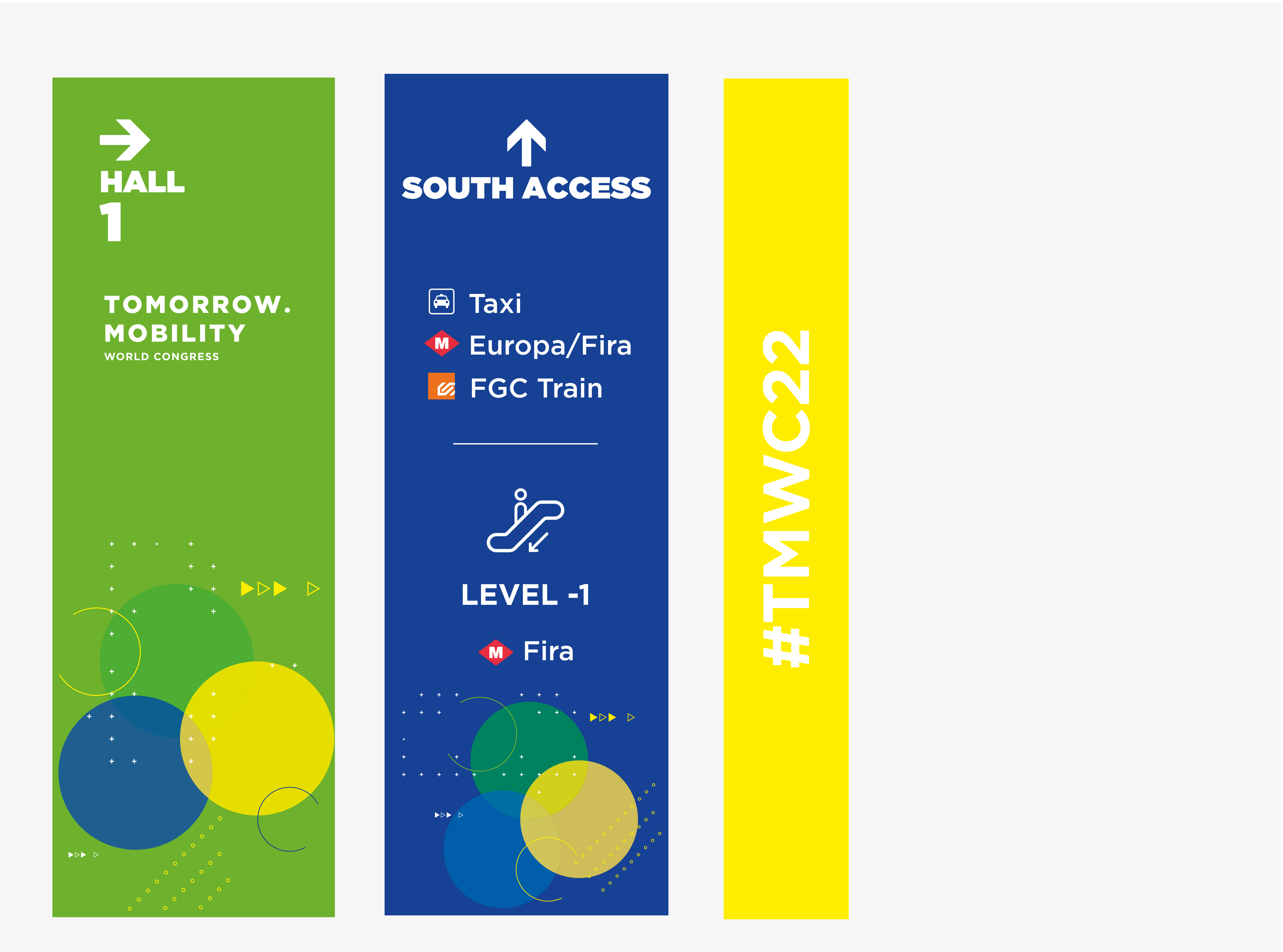




01.3. CAMPAIGN  
WAYFINDING TOTEMS

This is an example of the distribution of the elements on the wayfinding totems and indicators, with the corresponding proportions.  
All symbols, text and logos are always to be in white on a colored background.

Depending on the information we need to add to the totem, this distribution of elements may be used, left-justified. The size and proportions must be big enough to be seen from a certain distance.



01.3.

CAMPAIGN  
SIGNAGE FRIEZES



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# 02.

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**FIRA BARCELONA & EIT URBAN MOBILITY**



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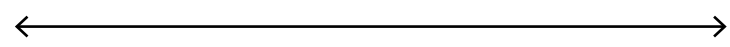
# 02.1.

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FIRA BARCELONA

02.1. **LOGOTYPE**  
MAIN APPLICATION

This is the Fira Barcelona brand logo.  
The same provisions and proportions  
will be respected, as will the minimum  
reduction in resolution permitted for  
both web and print.



Minimum printed reduction: 20 mm.  
Minimum website reduction: 80 px

02.1. LOGOTYPE  
COLOUR PALETTE

The main application of the Fira Barcelona logo will be in navy blue on a white background.

The variants shown here can also be used in different situations using other backgrounds (color references in Pantone®, four-color, RGB and hexadecimal, depending on the platform in which it is applied).



**Pantone**  
287 C

**CMYK**  
C 100  
M 75  
Y 2  
K 17

**RGB**  
R 0  
G 51  
B 141

**#**  
00338d

**Pantone**  
Warm Grey 10

**CMYK**  
C 24  
M 34  
Y 63  
K 0

**RGB**  
R 118  
G 106  
B 98

**#**  
766a62

**Pantone**  
Black

**CMYK**  
C 30  
M 30  
Y 30  
K 100

**RGB**  
R 0  
G 0  
B 0

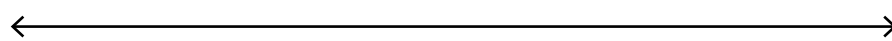
**#**  
000000

02.1.

LOGOTYPE

SECONDARY APPLICATION

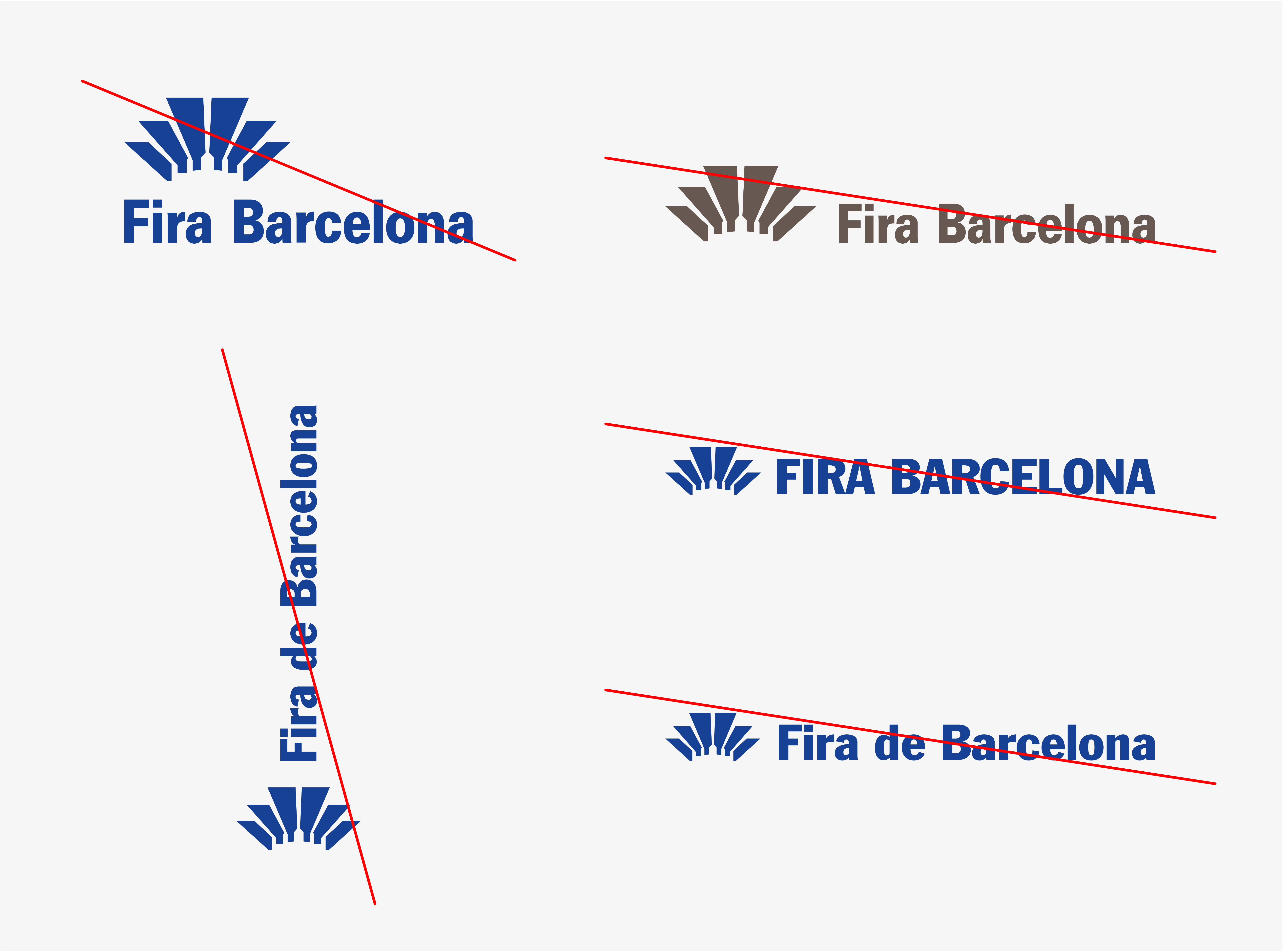
The logo may also be used in this way in landscape formats. The same provision and proportions will be respected, as well as the minimum reduction in resolution permitted.



Minimum printed reduction: 25 mm.

02.1. **LOGOTYPE**  
INCORRECT USES

Examples of incorrect uses: variations in size, proportions, prohibited distribution of visual elements, etc.



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**02.1.**    **LOGOTYPE**  
USE OF THE SIGN

The logo symbol may be used without the mention of Fira Barcelona only in decorative elements inside the facilities. In any other case, the symbol must always coexist with the Fira Barcelona name.





02.1. URL  
MANDATORY FONT AND COLOUR

This layout, typography and use of color will be applied when using the Fira Barcelona URL.

The HELVETICA NEUE BLACK font will only be used in the URL.

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

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

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

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

<b>Pantone</b> 287 C	<b>CMYK</b> C 100 M 75 Y 2 K 17	<b>RGB</b> R 0 G 51 B 141	<b>#</b> 00338d	<b>Pantone</b> Black	<b>CMYK</b> C 30 M 30 Y 30 K 100	<b>RGB</b> R 0 G 0 B 0	<b>#</b> 000000
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Helvetica Neue Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;-\_^/\*'+@#%&()=¿?¡!

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02.1.    **TYPOGRAPHY**

The font FRANKLIN GOTHIC  
CONDENSED will be used in the Fira  
Barcelona logotype.

**Franklin Gothic Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,:;-\_^/\*'+@#%&()=¿?¡!**



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# 02.2.

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EIT URBAN MOBILITY

02.2. LOGOTYPE  
MAIN APPLICATION

Use with the European Union logo

The European Union flag is always the same width as the EIT Community landmark.  
All materials must include the EIT Urban Mobility logo, the EU flag and the following supporting text:

Co-Funded by the European Union

The supporting text should be set in Calibri Light

The supporting text can be aligned to either the left or right hand side of the EU flag.

The minimum height of flag to be used is 4.5 mm



Horizontal version



Vertical version

02.2.

LOGOTYPE  
MAIN APPLICATION

EIT Urban Mobility logo - Full colour, original

The full colour logo of EIT Urban Mobility is the preferred version on all materials and communications. It is one of the most visible parts of our identity.

The logo must be used as provided and can not be altered in any way.

Minimum size

A minimum size has been established to ensure the logo is reproduced correctly at small sizes, is clearly legible and provides strong identification. The logo must never be used smaller than the size identified opposite. For printed applications (e.g. offset printing), the height should not be less than 14mm. For websites, the height should not be smaller than 36 pixels. When using techniques with low quality (e.g. screen-printing), use the logo at a larger size.



Minimum size for print  
14mm



Minimum size for Web  
36 px



02.2.

LOGOTYPE

MAIN APPLICATION

EIT Urban Mobility logo - Full colour, vertical

The full colour logo of EIT Urban Mobility in portrait orientation (vertical) should not be used for print applications.

The logo must be used as provided and can not be altered in any way.

Minimum Size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The logo must never be used smaller than the size specified to the left.



Minimum size for print  
20 mm



Minimum size for Web  
36 px



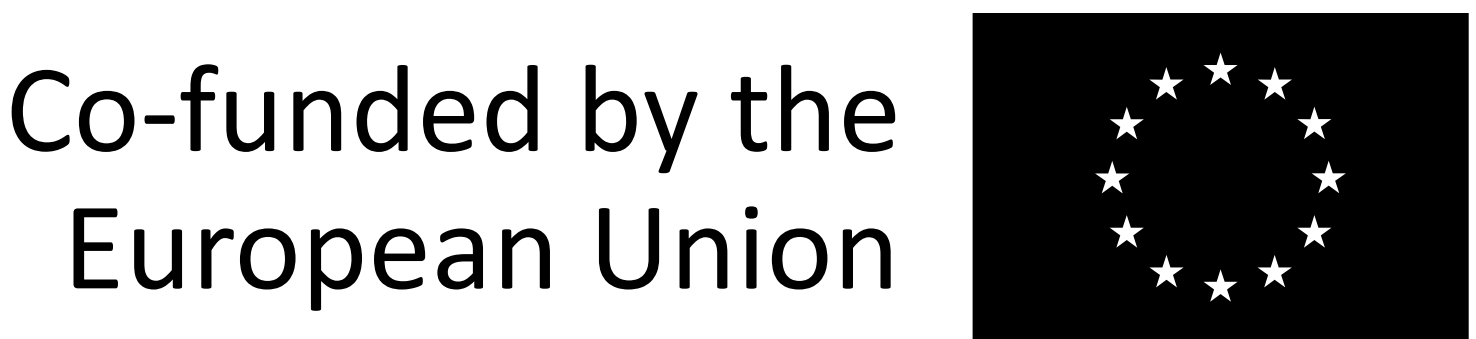
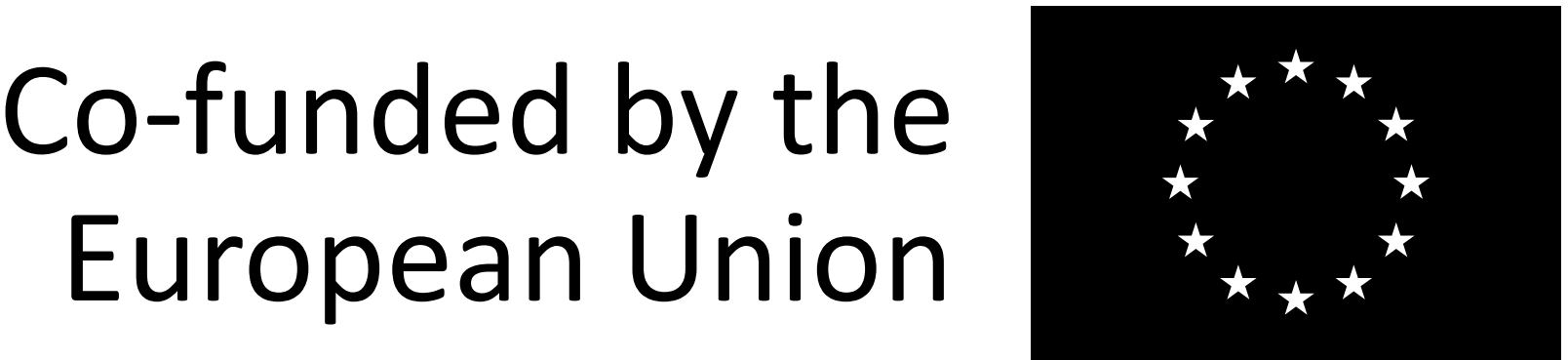
02.2. LOGOTYPE  
MAIN APPLICATION

EIT Urban Mobility logo - Single colour

The single colour version of the logo should only be used when the full colour version of the logo cannot be applied.

The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.

The logo must only be used as provided and can not be altered in any way.





**02.2. LOGOTYPE**  
MAIN APPLICATION

**EIT Urban Mobility logo - Reversed**

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and can not be altered in any way.



02.2. LOGOTYPE  
INCORRECT USES

Logo Do's and Don'ts

DO use the logo according to the guidelines we have already set within this brand book.  
DO use the full colour version whenever possible.

DO use the digital master artwork when reproducing the logo. If you need these files, please contact the Director of Communications and Stakeholder Relations.

A selection of scenarios that shouldn't be used can be viewed to the left.

This list is by no means exhaustive.



Don't change the aspect ratio of the logo X



Don't change the logo lockup X



Don't change the order and logo typeface X



Don't add elements or infringe the clear space X



Don't use the full colour logo where it is hard to read X



Don't use the word mark on its own X



Don't use the logo too small X



Don't change the logo typeface X

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# 02.3.

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## COEXISTENCE BETWEEN BRANDS

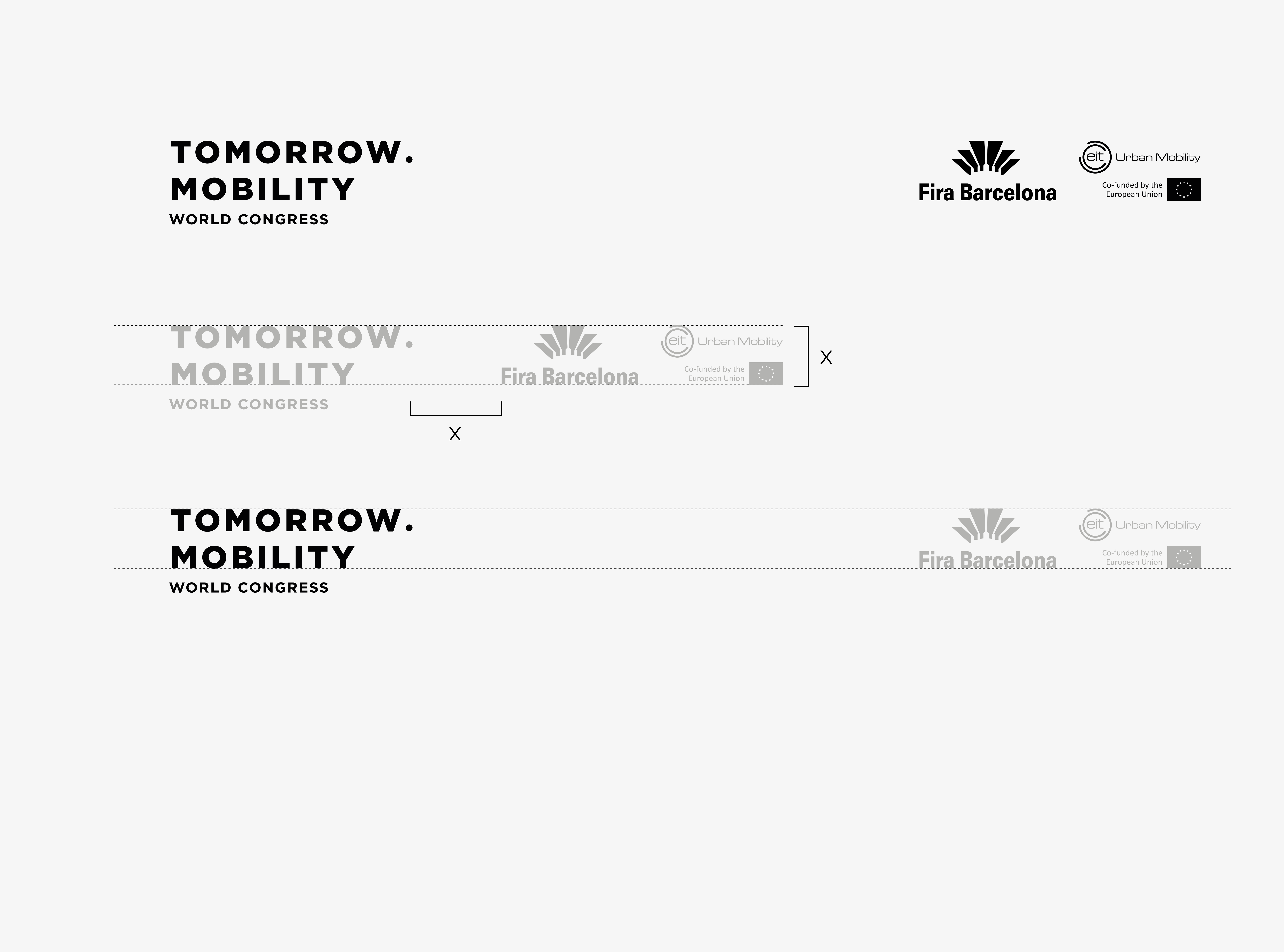


02.3. COEXISTENCE BETWEEN BRANDS

Tomorrow.Mobility World Congress,  
Fira Barcelona & EIT Urban Mobility

When Tomorrow.Mobility has to coexist with another brand (in this case Fira Barcelona & EIT Urban Mobility) these will be the sizes and proportions to apply the logos horizontally.

When aligning the logos horizontally, a minimum separation equal to their height will be respected. There is no maximum separation limit, as long as the top and bottom alignments are maintained between them.

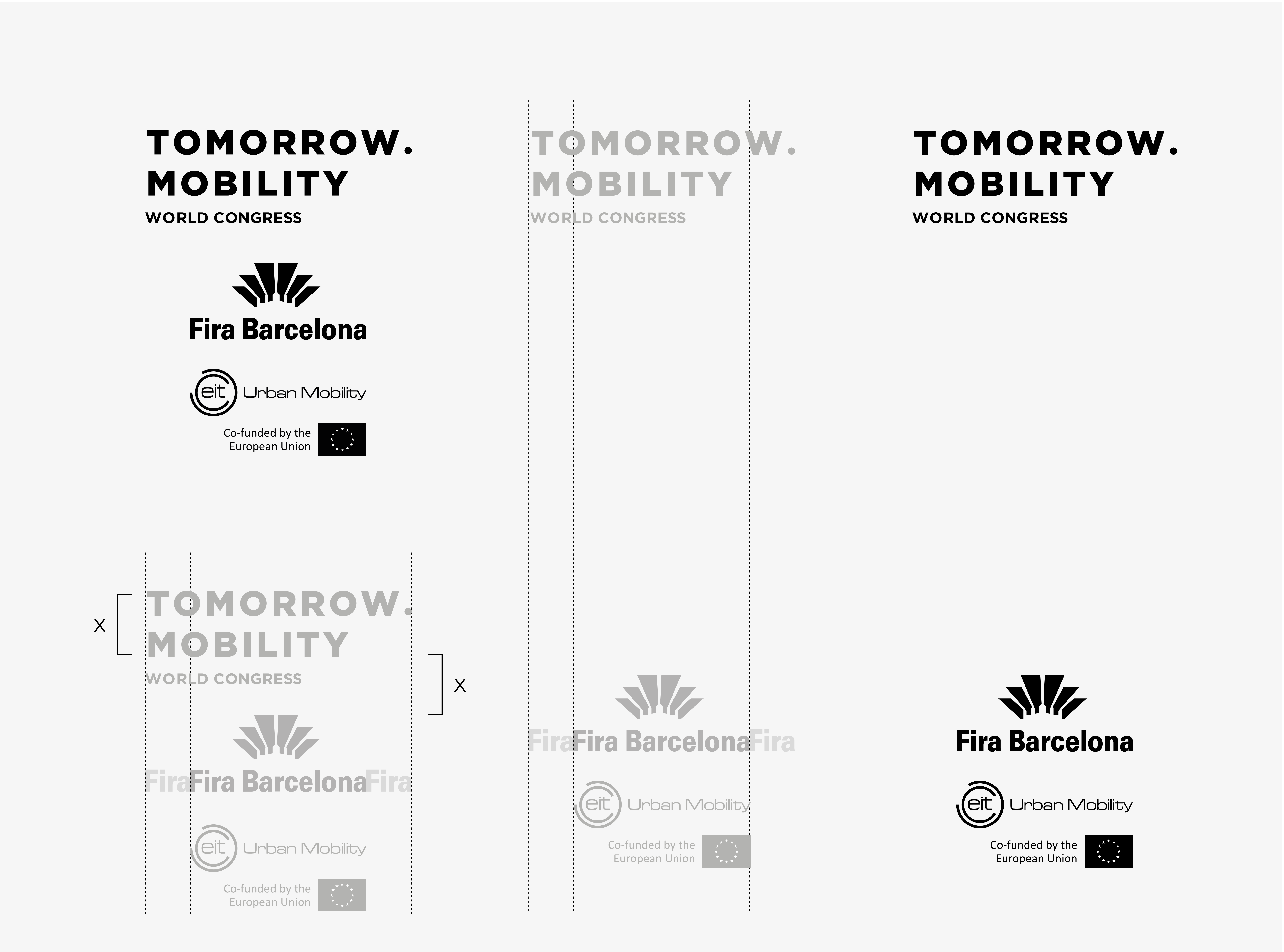


02.3. COEXISTENCE BETWEEN BRANDS

Tomorrow.Mobility World Congress,  
Fira Barcelona & EIT Urban Mobility

If the logos have to coexist vertically,  
this will be the correct application.

As in the previous case, the minimum  
distance between the two logos will  
be the same at the height of the  
Tomorrow.Mobility. When they are  
placed further apart, the proportions  
will be taken into account and  
maintained at all times. In both cases,  
central alignment with the outer  
margins will be respected.



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# 02.4.

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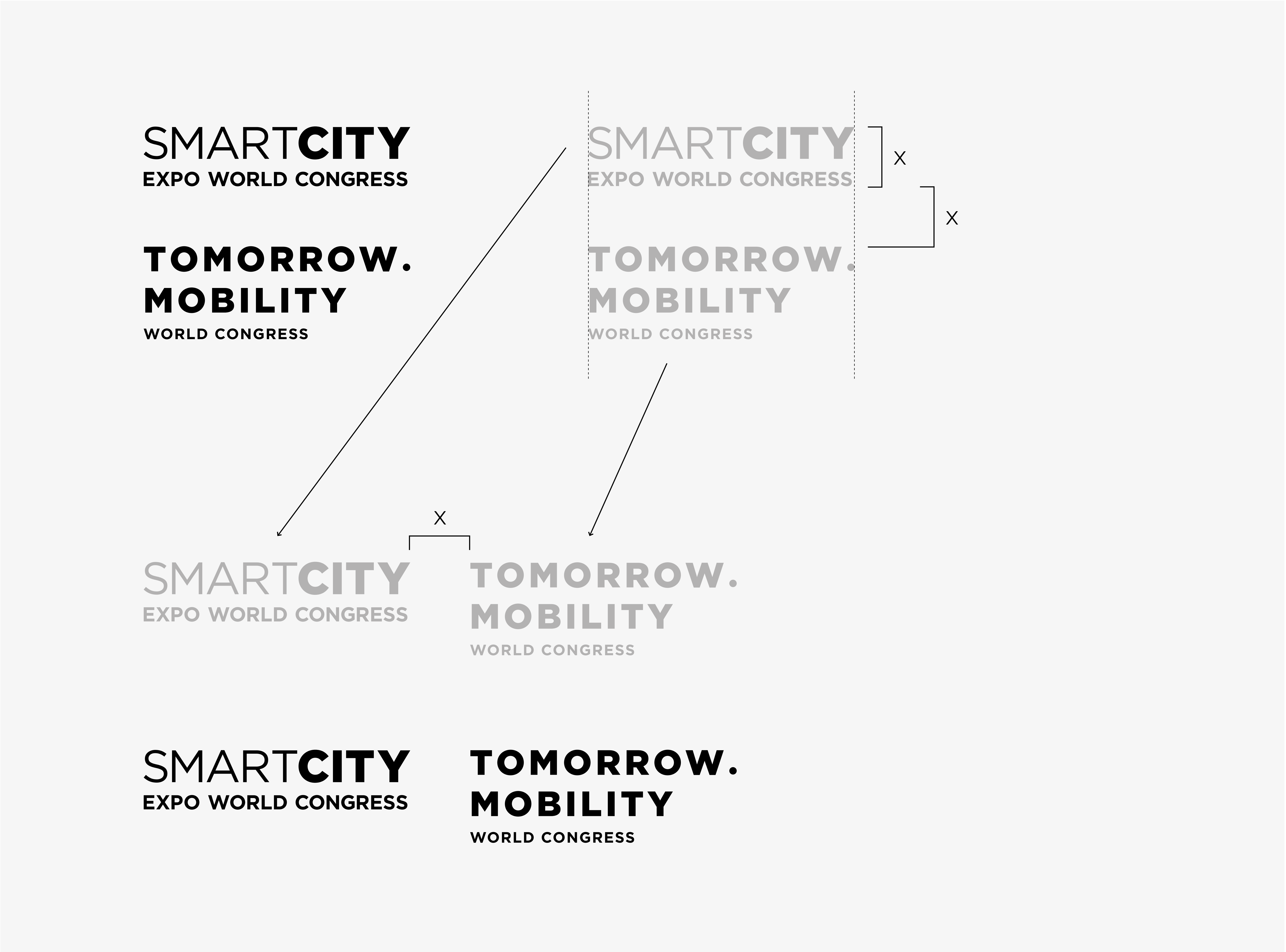
COEXISTENCE  
WITH OTHER  
EVENTS

02.4. COEXISTENCE WITH OTHER EVENTS

Smart City Expo World Congress & Tomorrow.Mobility World Congress

When the Smart City Expo logo must coexist with the logo Tomorrow.Mobility, these will be the sizes and proportions for their application, both horizontally and vertically.

The space between them must be respected. The minimum distance in either case will be the same at the height of the Smart City Expo logo.





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

#TMWC22   