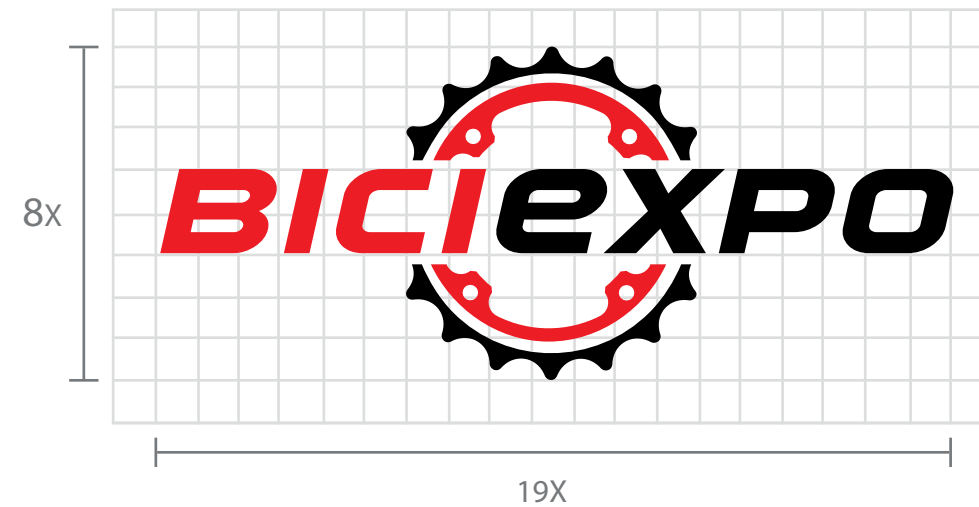




Safety and Reducibility Area

To secure the optimum application and view of logos in all supports and formats, a specific minimum distance between the texts and other graphic elements surrounding the logo must be taken into consideration.

The minimum size in which the logo can be reproduced is 20mm (width).



Minimum size of a physical support:



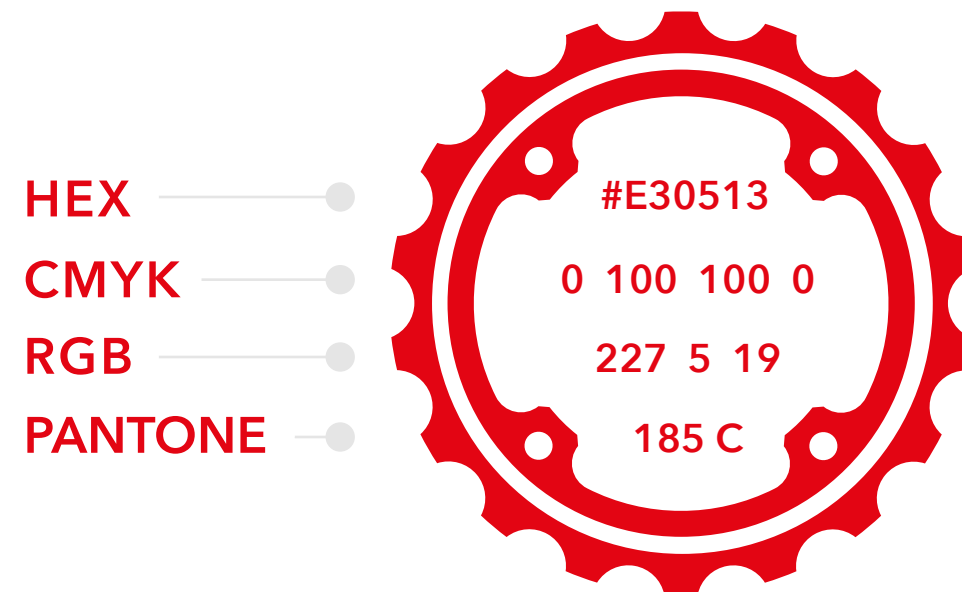
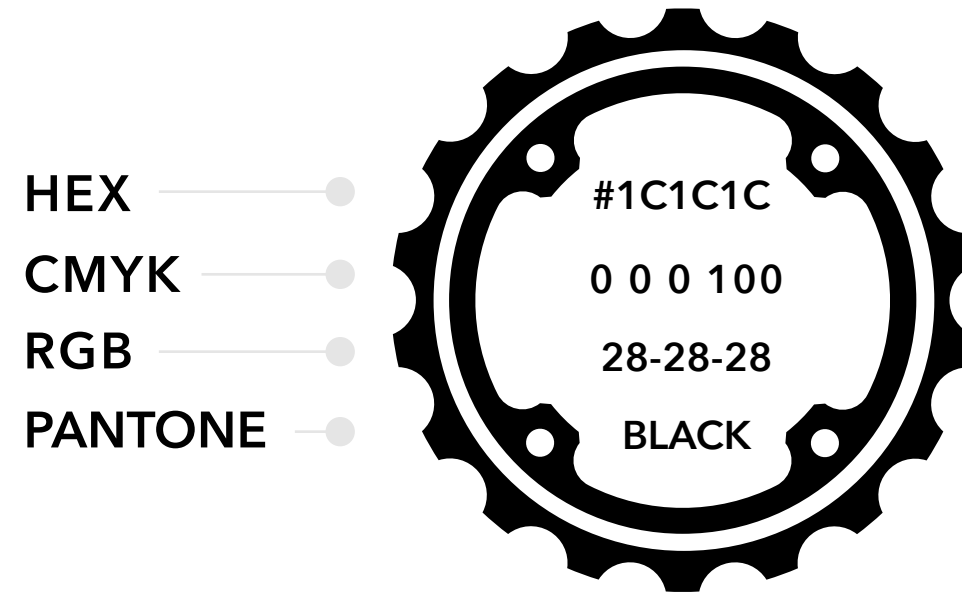
Minimum size of online format:



Corporate Colors

Bici Expo's color references are the pantones specified here. If the printing conditions unable you to use these specific tones of black and red, the logo can be printed in a four-color process or in black.

This is the main color of the brand, and the one that must stand out.



Typography

The main font for the logo is **SF AUTOMATON EXTENDED OBLIQUE.**

The secondary corporate typography is AVENIR NEXT.. This font is of generic use, all of your supports and documents whether internal or external must be written in this typography.

Primary Typography

***SF AUTOMATON
EXTENDED OBLIQUE***

***ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890@#%&/()=*^***

Secondary Typography

AVENIR NEXT

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890@#%&/()=*^

Correct Versions

Whenever it is possible the brand must be used in its primary version. In any case in which technical reasons unable to do so, the use of a black and white version is also allowed.

PRIMARY



GRAYSCALE



YEAR VERSION



PLACE AND DATE VERSION



RED BACKGROUND VARIANTS



NEGATIVE

BLACK BACKGROUND VARIANTS



NEGATIVE

Correct Applications

Maximum visibility, legibility and contrast must be ensured in all applications.

If the logo has to be used with non-corporate backgrounds or pictures, it must be of white or black color in order to secure the background's luminosity.

DARK BACKGROUND



CLEAR BACKGROUND



BLACK AND WHITE / POSITIVE



BLACK AND WHITE / NEGATIVE



Incorrect Applications

The logo has specific measurements and proportions relative to the composition, hierarchy and functionality criteria.

Under any circumstances can the size and proportions of the logo be modified.

INCORRECT COLOR APPLICATION



COLOR PERCENTAGE



DEFORMATION



INCORRECT SPACING



DEGRADÉ/SHADING



INCORRECT TYPOGRAPHY



INCORRECT SIZES





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