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# 1 Brand and Key messages

**BEAT BARCELONA is the visual and narrative identity that expresses the relationship between the Mobile World Congress and Barcelona, focusing on the richness and exuberance of the city as a space of culture, technology, progress, networking and, above all, great vitality.**

# The place to B

**The place to B is the key message for BEAT BARCELONA. It works as its claim, but it has further applications and can be used separately.**

**Moreover, in static versions circumscribed in the MWC environment it can be declined as shown the following phrases:**

**The place to do business**

**The place to network**

**The place to chill**

**The place to B.**

**The place to do business  
reconnect**

**For animated versions such as sites, social media or videos, the declination can be richer, as shown below (order must be kept):**

**meet  
network  
chill  
enjoy**

**The place to B.**

1.1 Logo

- 1.2 Building
- 1.3 Clear space

- 1.4 Minimum size
- 1.5 Circles background
- 1.6 Declinations
- 1.7 Incorrect use of the logo





1.1 Logo

**1.2 Building**

1.3 Clear space

1.4 Minimum size

1.5 Circles background

1.6 Declinations

1.7 Incorrect use of the logo





The clear space of the logo is the protection area used to prevent foreign elements from distorting its clear identification.

The logo should always be surrounded by an area of clear space. The minimum amount of clear space is equal to a third of the height of the tallest letter.



- 1.1 Logo
- 1.2 Building
- 1.3 Clear space

1.4 Minimum size

- 1.5 Circles background
- 1.6 Declinations
- 1.7 Incorrect use of the logo

The logo should never be smaller than 15mm in print and 70 pixels wide online. The logo becomes less recognisable when produced any smaller.

As there are a number of factors that can influence the quality of print, these should be taken into consideration and adjustments made accordingly to ensure that the logo is legible at all times.



Minimum size of reproduction: 15 mm

Web: 70 px



- 1.1 Logo
- 1.2 Building
- 1.3 Clear space

- 1.4 Minimum size
- 1.5 Circles background**
- 1.6 Declinations
- 1.7 Incorrect use of the logo

The logo has a black background. As it must be mostly applied over a plain black color layer it may cause the misunderstanding that is transparent. No matter the layer we have behind the logo, the logo always has a black background inside its circles to ensure legibility.

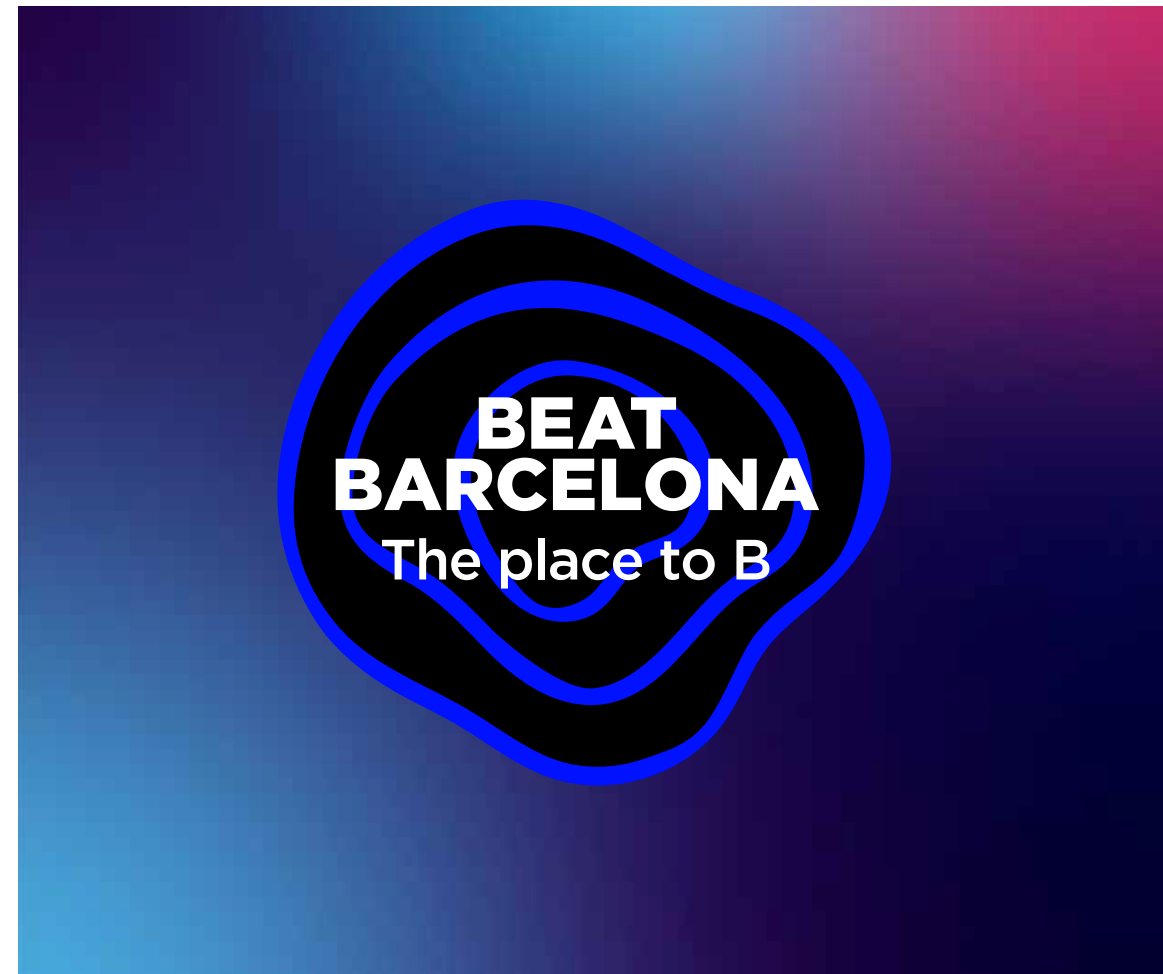
Positive



Positive



Negative



Brand Guidelines

- 1.1 Logo
- 1.2 Building
- 1.3 Clear space

- 1.4 Minimum size
- 1.5 Circles background
- 1.6 Declinations**
- 1.7 Incorrect use of the logo

The claim “The place to B” can be declined according to marketing department, exchanging the B for a word such as “chill”. There are three main declinations: “meet”, “do business” and “chill” that are linked to a specific color as shown.

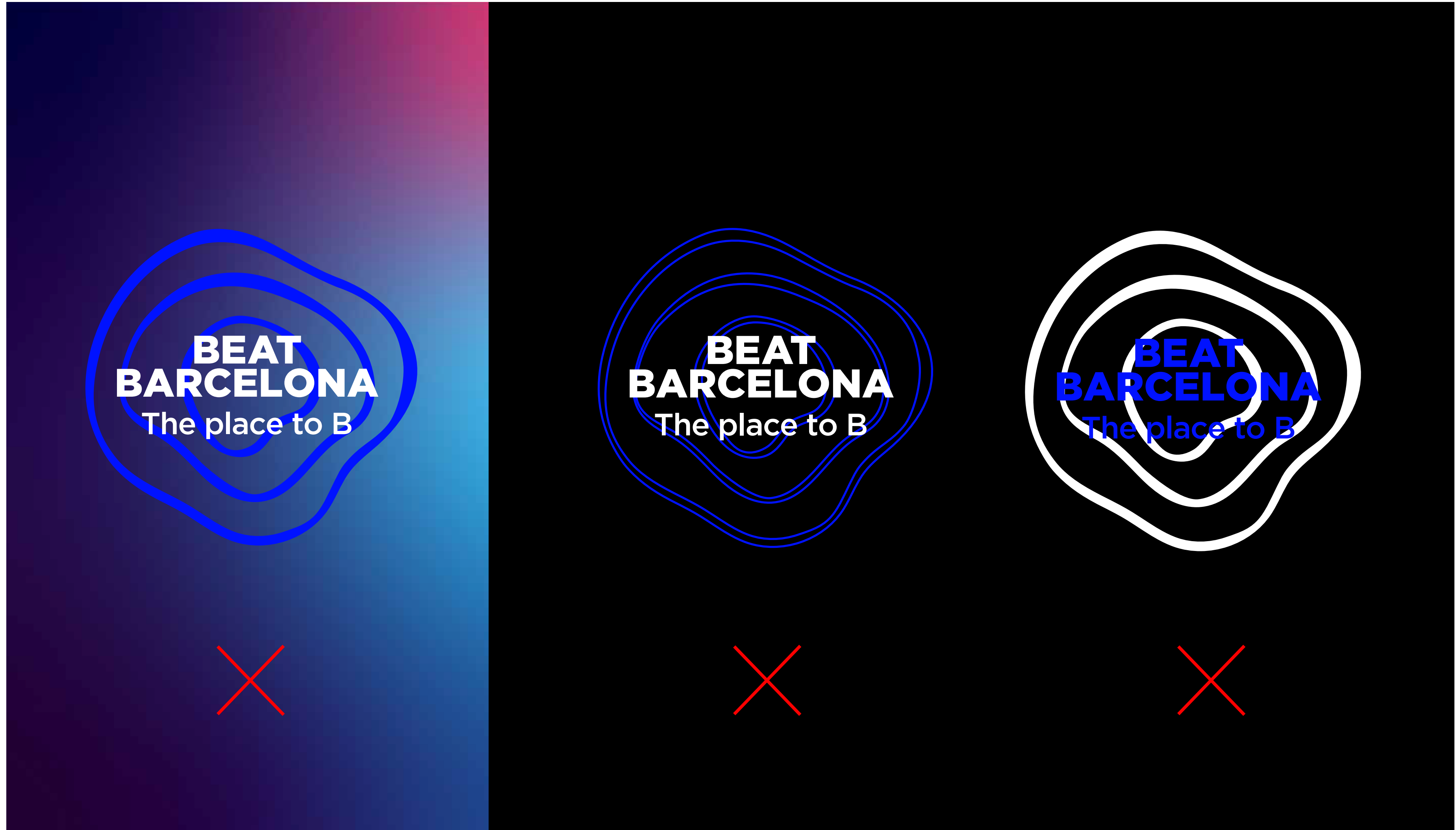


		
<b>CMYK</b> 0 60 100 0	<b>CMYK</b> 66 0 100 0	<b>CMYK</b> 100 0 50 0
<b>RGB</b> 255 120 00	<b>RGB</b> 0 212 00	<b>RGB</b> 0 229 214
<b>HEX</b> #ff7800	<b>HEX</b> #00d400	<b>HEX</b> #00e5d6

- 1.1 Logo
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- 1.5 Circles background
- 1.6 Declinations

1.7 Incorrect use of the logo



# 2 Visual system



**Correct understanding and application of the system is vital, since it is the foundation of a successful experiential brand.**

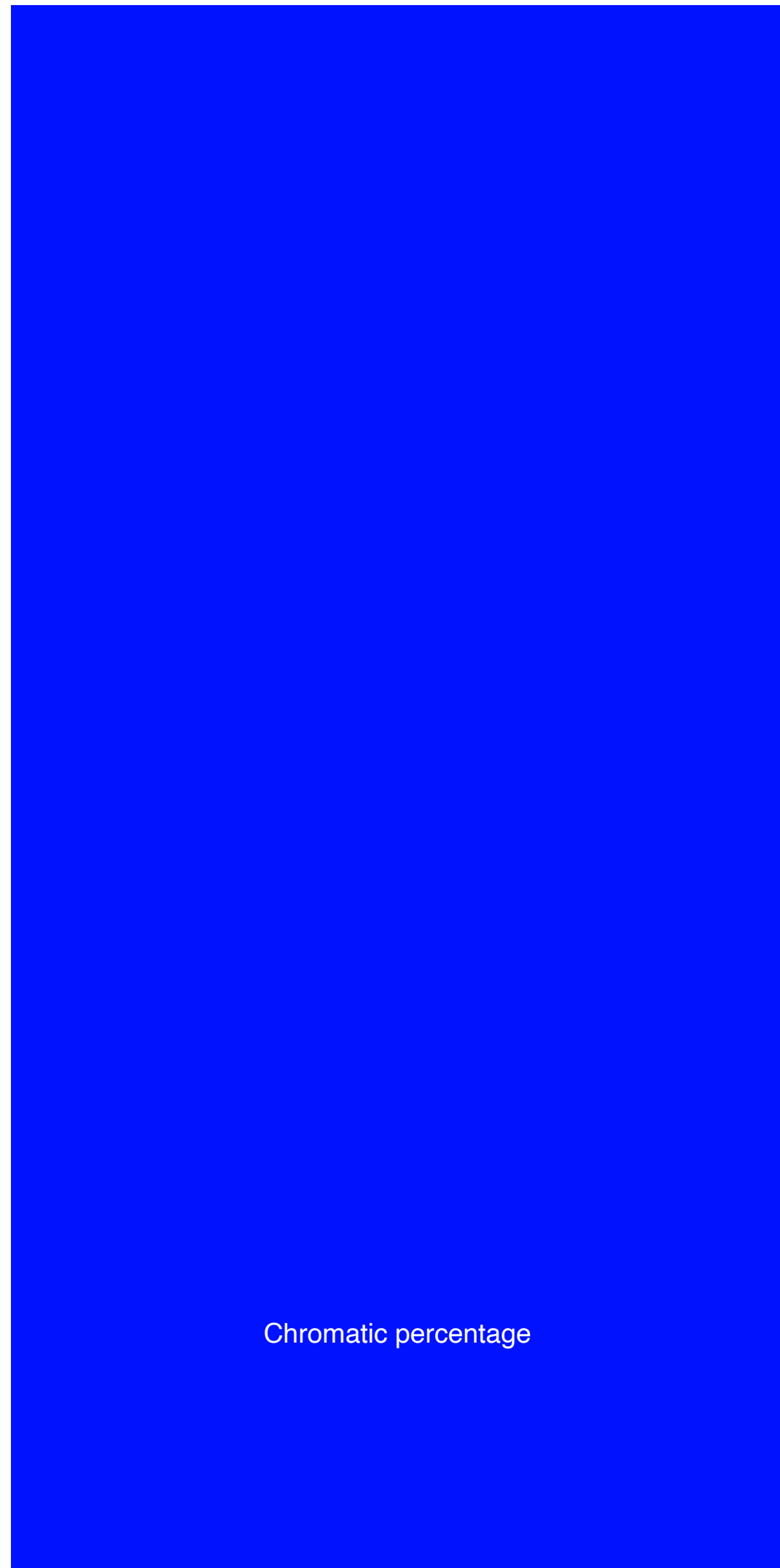
**RGB**

**R0 G18 B255**

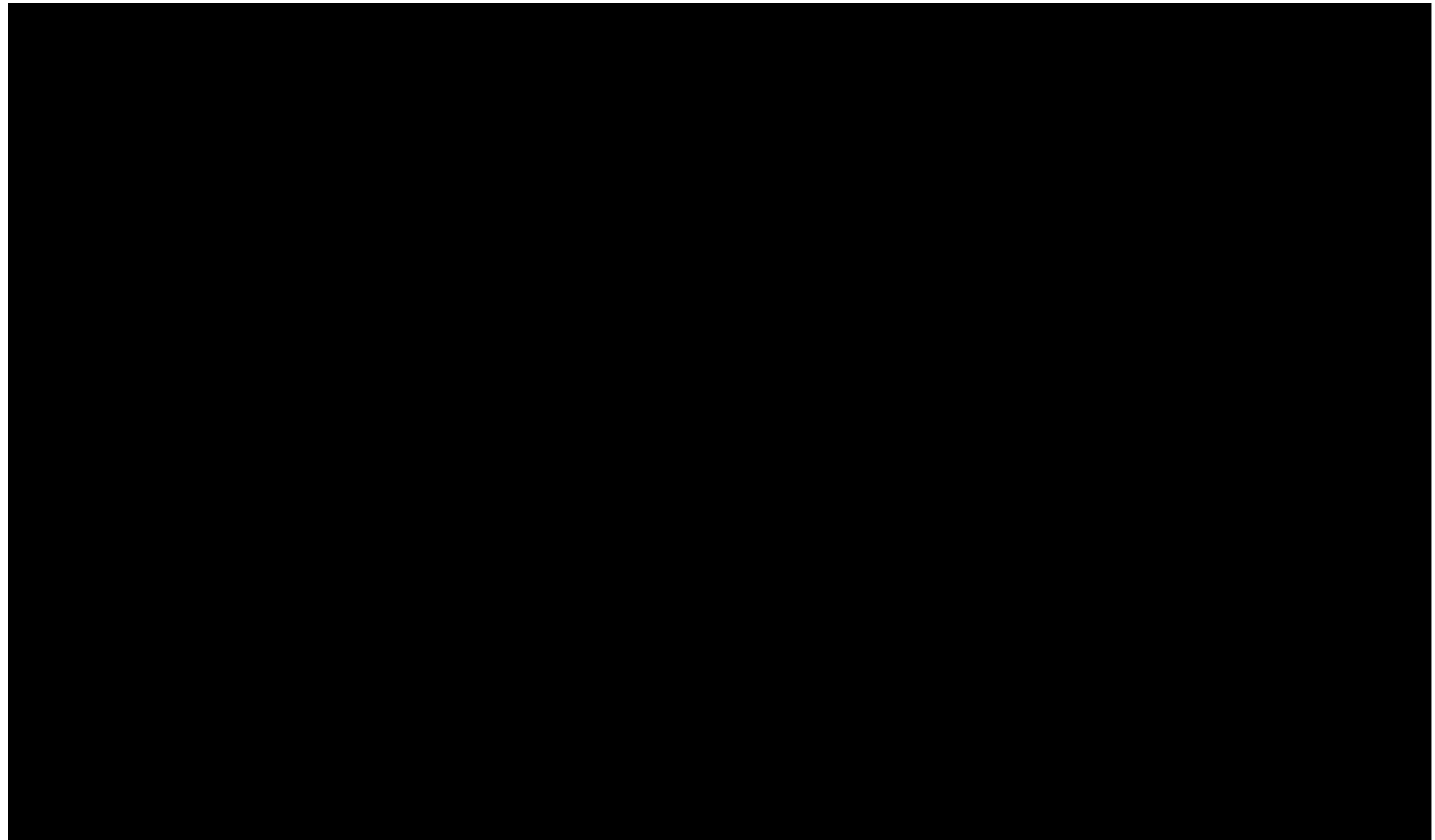
**CMYK**

**C100 M82 Y20 K4**

This color is for non – digital use.



Chromatic percentage



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**Main corporate  
typography**

Uses:  
Headlines, highlights, body copy.

**Gotham**

**Black**

**Medium Regular**

## Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!"'-\$%&/()=?ç\*ç;. ^ ` +**

## Gotham Medium Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!"'-\$%&/()=?ç\*ç;. ^ ` +**

# 3 Partners

Partner logos must always respect this order.





And respect these colors on transparent background.



Partner logos must always respect this order.



# 4 Tools

\_Logo



gsma-claim-rgb  
(.ai .jpeg .png .pdf)



gsma-claim-cmyk  
(.ai .jpeg .png .pdf)



gsma-claim-line-rgb  
(.ai .jpeg .png .pdf)



gsma-claim-line-cmyk  
(.ai .jpeg .png .pdf)



gsma-noclaim-rgb  
(.ai .jpeg .png .pdf)



gsma-noclaim-cmyk  
(.ai .jpeg .png .pdf)



gsma-noclaim-line-rgb  
(.ai .jpeg .png .pdf)



gsma-noclaim-line-cmyk  
(.ai .jpeg .png .pdf)

\_Declinations



gsma-aaff-branding-mw-lona-22-2,5X2,7m-logos-02  
(.pdf)



gsma-aaff-branding-mw-lona-22-2,5X2,7m-logos-03  
(.pdf)



gsma-aaff-branding-mw-lona-22-2,5X2,7m-logos-06  
(.pdf)

**These content guidelines  
contains all basic aspects to be  
taken into account when working  
with BEAT BARCELONA brand.**

**Design: Knock Brand Design**