



BRAND BOOK

## THE LOGO

The SIGEP logo can be used both in positive and negative.



## WITH PAYOFF

The AB Tech Expo logo can be used both in positive and negative.

The payoff is positioned under the AB Tech Expo logo or to its right, depending on layout needs. Horizontal lockup is designed especially for horizontal formats and for small formats.



DOS & DON'TS

The logo cannot be in any way altered.

DO  
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 move the payoff;
  - Do not add BASIC ELEMENTS or charts;
  - Do not change typography.

BASE ELEMENT

DO'S



DONT'S



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 only be reproduced on a white background or on a AB Tech Expo "technical gray" background. The negative version of the Institutional Logo can be reproduced on AB Tech Expo institutional colors backgrounds (orange and gray).



