



Contents

The logos – on a white background	03
The logos – on a black background	05
The logos – minimum print size	07
The logos – exclusion zone and improper usage	08
The typeface	09
Colour use	10
Example A4 grids	10

Introduction

These brand guidelines are a reference for the use of International Luxury Travel Market external agencies. The document includes all the information required to correctly use the International Luxury Travel Market's brand when producing any marketing communications.

Key Contacts

Any marketing communications activity that you develop for International Luxury Travel Market must be approved by our brand management team.

If you have any questions relating to these brand guidelines, please contact:

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Marketing Manager

T: +44 (0) 20 8910 7868

E: simon.mayle@reedexpo.co.uk

Horizontal format logos – on a white background

Only official logo artwork supplied by the International Luxury Travel Market team is used.

There are two versions of the horizontal format logo,

Version A incorporates the dates and venue.

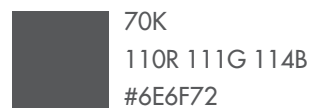
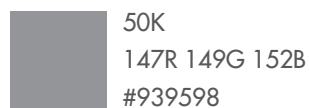
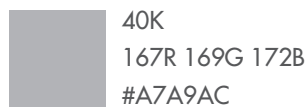
This is used on most applications.

Version B incorporates name of show only. This is used only on small applications where space is limited.

Both versions shown below are used only on a white background. Alternative versions for use on a black background are shown on page 5.

The colours – on white

The on-white print version of the logo uses a combination of three greyscale tints. The RGB and Hex values for online applications are also shown.



Version A – on white (dates and venue)



Version B – on white (logo only)



Horizontal format logos – on a white background

Only official logo artwork supplied by the International Luxury Travel Market team is used.

There are two versions of the horizontal format logo,

Version A incorporates the dates and venue.

This is used on most applications.

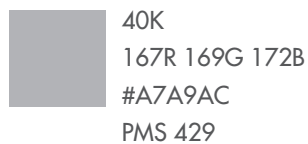
Version B incorporates name of show only. This is used only on small applications where space is limited.

Both versions shown below are used only on a white background. Alternative versions for use on a black background are shown on page 5.

The colours – on white

The on-white print version of the logo uses a combination of three cmyk colours, pantone references are also shown.

The RGB and Hex values for online applications are also shown.



Version A – on white (dates and venue)



Version B – on white (logo only)



Horizontal format logos – on a black background

Only official logo artwork supplied by the International Luxury Travel Market team is used.

There are two versions of the horizontal format logo,

Version A incorporates the dates and venue.

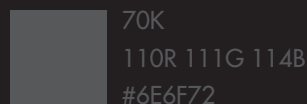
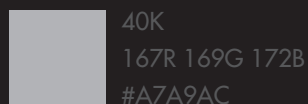
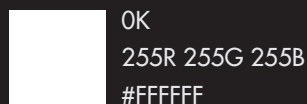
This is used on most applications.

Version B incorporates name of show only. This is used only on small applications where space is limited.

Both versions shown below are used only on a black background. Alternative versions for use on a black background are shown on page 5.

The colours – on black

The on-black print version of the logo uses a combination of three greyscale tints. The RGB and Hex values for online applications are also shown.



Version A – on black (dates and venue)



Version B – on black (logo only)



Horizontal format logos – on a black background

Only official logo artwork supplied by the International Luxury Travel Market team is used.

There are two versions of the horizontal format logo,

Version A incorporates the dates and venue.

This is used on most applications.

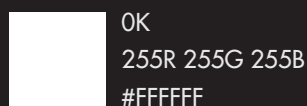
Version B incorporates name of show only. This is used only on small applications where space is limited.

Both versions shown below are used only on a black background. Alternative versions for use on a black background are shown on page 5.

The colours – on black

The on-black print version of the logo uses a combination of three cmyk colours, pantone references are also shown.

The RGB and Hex values for online applications are also shown.



Version A – on white (dates and venue)



Version B – on white (logo only)



Minimum print size

Wherever possible, the logos should be used at 100% of the supplied file size. In special circumstances the logos may be enlarged or reduced.

The versions of the logo are never used smaller than the examples shown below.

The same rule applies to the on-black versions.

Version A



56mm
75% supplied size

Version B



34mm
35% supplied size

Version A - ASIA



56mm
75% supplied size

Version B -- ASIA



34mm
35% supplied size

Exclusion zone

'x' represents the combined width of the i and l in the logo. No other material appears within this exclusion zone around the logo.

x varies proportionally with the size of the logo.



Improper usage

The logo is used only as supplied. The logo artwork is never altered in any way.



Never increase the space between the elements.

Never change the tints or colour of the elements.

Never change the relative proportions of the elements.

Never change the font, weight, order or content of the text elements.

Never use the ILTM block in isolation.

The typeface

Wherever possible, printed material uses the **Futura** Font which is available in various weights. To buy a copy of this font please visit: www.adobe.com/type

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%?

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%?

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%?

Futura Heavy

Titles and headings


Generally, the size for titles and headings is flexible. Titles are **LIGHT** or **MEDIUM** capitals and body text is light. For subheadings and where emphasis is required within body text, **medium** is used.

Body text

Body text is, wherever possible, 9 point, ranged left. Body text should generally appear in black although in some instances tints can be used.

Colour use

The primary colour of the International Luxury Travel Market palette is black. Any tint of black can be applied to collateral. Remember that the logo must appear only on a black or white background.

	100K	OK
	0R 0G 0B	~ 255R 255G 255B
	#000000	#FFFFFF

Example A4 brochure grids

As a rule, A4 literature follows a 6 column grid and a 5mm gutter for flexibility and ease of use. The left and right margins are set at 15mm. The top and bottom margins are set to 15mm.

