



**PISCINA  
& WELLNESS  
MÉXICO**

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Global Aquatic Exhibition

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BRAND BOOK

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## INTRODUCTION

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The purpose of this book is give all the necessary information to guarantee the right use of the corporate visual image of *Piscina & Wellness México*.

This document has a guide that allows viewing criteria to establish constructive guidelines.

For this reason it is an important piece of communication that provides the necessary guidance for the image use in later developments.

01.



**CONCEPTS**

## PISCINA & WELLNESS MÉXICO

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With the aim to serve a market with growing projections in Mexico and Latin America, Piscina & Wellness moves to Mexico. and is created as an event to gather and link suppliers and buyers from the pool and wellness sectors in the region.

Piscina & Wellness México offers a multidimensional view of the sector and has a special focus on innovation and the latest trends in products, technologies and coefficient solutions focused on improving sustainability, maintenance control and automation, and the experience of using swimming pools, both at a residential and public.

Besides, for the wellness industry, the products, services and solutions that are presented in Piscina & Wellness Mexico are focused into technology, equipment and innovative accesories for the spa sector.

Piscina & Wellness México consists of an exhibition area and a conference zone.

The most innovative solutions, developments and products are displayed in the exhibition area for visitors and buyers, and it is the space to build customer loyalty, present the latest news and find partners for new projects in the Latin American market.

In the conference area, industry experts share their knowledge regarding the challenges and opportunities of aquatic leisure in Mexico and Latin America, as well as the evolution in the development and maintenance of swimming pools, and in the wellness sector they will discuss about wellness tourism, ecotourism, wellness projects and thermal science.

## FIRA BARCELONA MÉXICO

Fira Barcelona México is a company dedicated to the development of public and private professional salons scoping the main sectors of the economy.

It is the Latin American subsidiary and Registered Trademark of Fira Barcelona.

Its events are knowledge and networking platforms that seek to boost economic and social development, and positively impact communities by addressing the main themes of the region.

Additionally, Fira Barcelona México provides consulting services to venues to achieve high quality, value and efficient events.

## FIRA BARCELONA

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Fira Barcelona is today one of the most important fair organizations in Europe and its international prestige is closely linked to the Barcelona brand, a city with more than a century of fair tradition. Its annual contribution to the economy of the city and its environment is estimated at 2,600+ million euros, and its activity also generates social and public value.

Fira is a consortium formed by the Barcelona City Council, the Generalitat de Catalunya and the Barcelona Chamber of Commerce, which combines public ownership with autonomous business management.

Established in 1932, it organizes and hosts salons and conferences each year that cover the main sectors of the economy, in addition to numerous corporate, social and cultural events. It has two large venues and offers exhibitors, organizers and visitors all the resources of a modern and efficient entity.

Every year it carries out more than 150 salons, congresses and corporate events that gather 30,000 direct and represented companies, and receive more than 2 million visitors.

Among the most representative events organized by Fira are Automobile, Mobile World Congress, Barcelona Building Construmat, iWater, Smart City Expo World Congress, IoT Solutions Congress, Piscina & Wellness Barcelona and Alimentaria.

# 02.



ABOUT THE RIGHT USE  
**OF THE CONCEPTS**



## PISCINA & WELLNESS MÉXICO

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- a. Piscina & Wellness México will always be considered the event that brings together and links providers and buyers from the pool and wellness sectors in Mexico and Latin America, where the latest trends in products, technologies and solutions for the industry are made public.
- b. No person or organization can personally claim ideas, actions or initiatives of Piscina & Wellness México.

## FIRA BARCELONA MÉXICO

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- a. Fira Barcelona México is responsible for the organization of Piscina & Wellness México and, therefore, owns the brand.
- b. No person or organization can attribute themselves the concept or brand as their own.

## FIRA BARCELONA

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- a. Fira Barcelona should be referred to as the trade fair institution responsible of organizing the event Piscina & Wellness Barcelona.
- b. Fira Barcelona México must be related to Fira Barcelona as the Institution that serves the Latin American market from the office in Mexico.

# 03.



ABOUT THE RIGHT USE  
**OF THE BRAND**

- a. The use of the name **Piscina & Wellness México**, as well as its initiatives and actions, will be regulated only by Fira Barcelona and / or Fira Barcelona México.
- b. The logos and other elements of corporate image will determine their correct use (see information from chapter 7 onward of this manual). In case of incorrect use or absence of any elements in them, either in the graphic part or text, it will be a reason for omission in their use and publication.
- c. The corporate image of the brand cannot be altered (stationery, content on social networks, electronic signatures, official emails, web, among others).
- d. The textual content of the brand, as well as the official names or slogans cannot be modified.
- e. Only Fira Barcelona and Fira Barcelona México can claim ownership of the brand's concepts, image and actions.
- f. The use of logos, which accompany the brand (such as support organizations or promoters) and their order, is responsibility of Fira Barcelona México.

# 04.



ABOUT THE ISSUANCE  
**OF MATERIALS**

- a. The press, associations, institutions, companies, partners and authorities, may issue general information of the event.
- b. The official information of the brand will be in total domain of Fira Barcelona México, being the only responsible and authorized to generate it, confirm it and issue it when necessary.
- c. All the materials referring to official information made by external parties (press, associations, institutions, companies, partners and authorities), must be approved by Fira Barcelona México, who will give the authorization to publish them as long as it has all the elements and guidelines set forth in this handbook.
- d. It is strictly forbidden to issue unofficial or confidential information without prior authorization from Fira Barcelona México.
- e. Because it is a registered trademark, the power to generate, issue and publish information will be subject only to those who have the power to do so.

# 05.



ABOUT DATA  
**MANAGEMENT**

- a. The database of clients, partners, assistants, institutions, companies and collaborators is owned by Fira Barcelona México.
- b. The information contained in the databases is confidential.
- c. Due to legal regulations contained in the Privacy Notice, Fira Barcelona México cannot share personal data contained in the database with external parties.

06.



SOCIAL  
**MEDIA**



- a. The social networks of [Piscina & Wellness México](#), their passwords, content and management are property of Fira Barcelona México.
- b. Due to copyright, it is not allowed to give permits or concessions to external people to manage the social media.
- c. The contents in social media made by externals and that are closely related to [Piscina & Wellness México](#) must be reviewed and approved by Fira Barcelona México for control and proper handling of image in the message.

**07.**



**BRAND**



# **PISCINA & WELLNESS MÉXICO**

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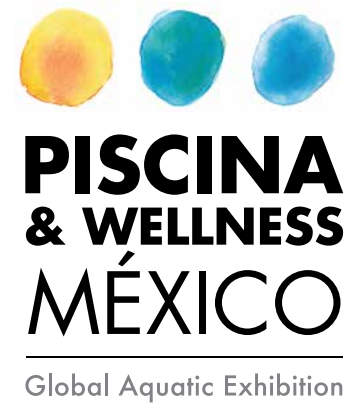
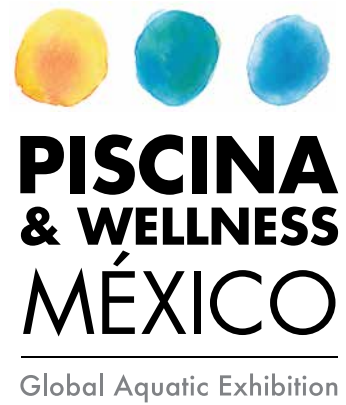
Global Aquatic Exhibition

CLEAR SPACE AND  
MINIMUM SIZE OF USE



Minimum size for printing: 20mm

Minimum size for digital elements: 57 px



## INCORRECT APPLICATIONS



**08.**



**COLOR**

Primary

Secondary

**C: 100**  
**M: 58**  
**Y: 33**  
**K: 24**

**R: 0**  
**G: 78**  
**B: 112**

**HEX: #004e70**

**C: 76**  
**M: 0**  
**Y: 49**  
**K: 0**

**R: 0**  
**G: 175**  
**B: 153**

**HEX: #00af99**

**C: 100**  
**M: 0**  
**Y: 0**  
**K: 0**

**R: 0**  
**G: 159**  
**B: 227**

**HEX: #009fe3**

**C: 0**  
**M: 35**  
**Y: 85**  
**K: 0**

**R: 249**  
**G: 178**  
**B: 51**

**HEX: #f9b233**



09.



**TYPOGRAPHY**

Futura light

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Futura Book

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

**Futura bold**

**A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z**

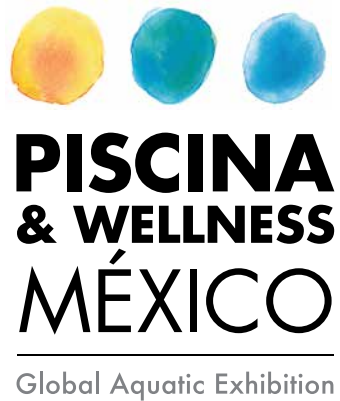
**a b c d e f g h i j k l m n ñ o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9**

**10.**



**APPLICATIONS**



As a general rule, the *Piscina & Wellness Mexico* logo always heads the composition, aligned in the upper left corner of the piece to be designed.

The logo on promotional material designs, used primarily on a colored or photographic background, must also be framed on a white background.

Fira Barcelona México logo must be in proportion to the *Piscina & Wellness México* logo and aligned to the right side of the format.

If placed on colored or photographic backgrounds and their visibility gets compromised, the white version of the logo should be used.



**PISCINA & WELLNESS MÉXICO**  
Global Aquatic Exhibition

**Fira Barcelona México**

# Lorem ipsum dolor sit amet

Consectetur adipiscing lorem elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam

**PARTNER LOGO**




**PISCINA & WELLNESS MÉXICO**  
Global Aquatic Exhibition

**Fira Barcelona México**


# Lorem ipsum dolor sit amet

Consectetur adipiscing lorem elit, sed diam nonummy nibh euismod tincidunt.

**PARTNER LOGO**



**PISCINA & WELLNESS MÉXICO**  
Global Aquatic Exhibition

**Fira Barcelona México**

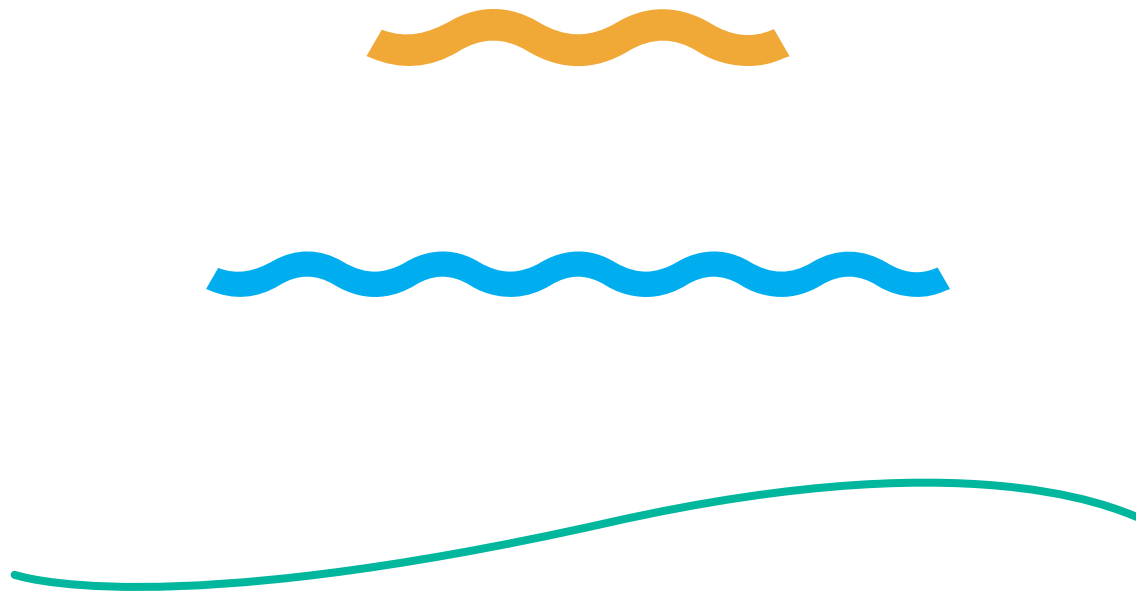
# Lorem ipsum dolor sit amet

**PARTNER LOGO**

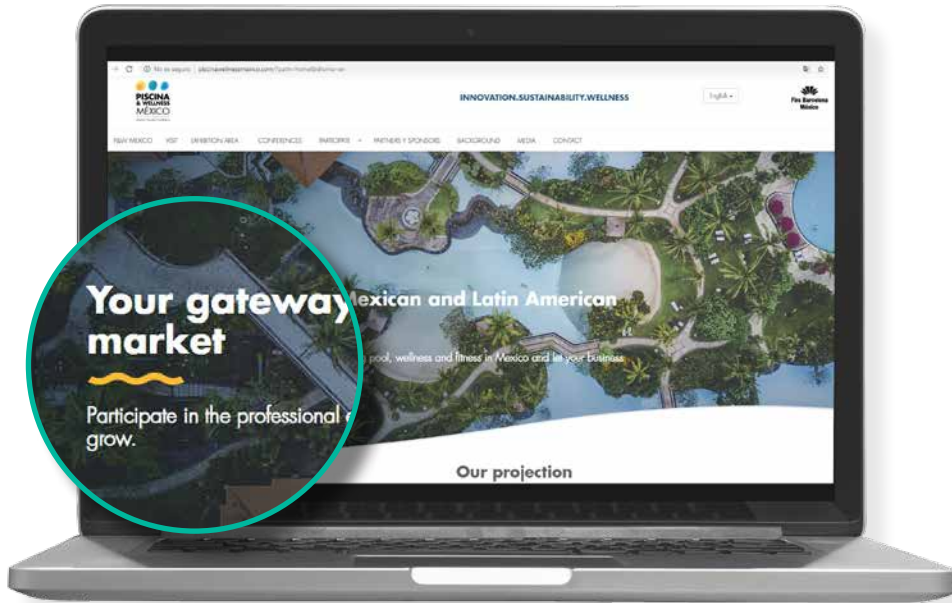
## GRAPHIC RESOURCE

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The wave is the main graphic resource of the brand that allows it to be identified and associated. It is a creative and dynamic element that allows multiple applications and derivatives.

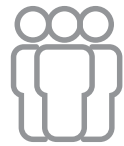


# USE OF THE GRAPHIC RESOURCE



## ICONOGRAPHY

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- 
- Minimalist linear style HEX:949598
  - Color variation applying small floating circles in Blue HEX: 28a5da and Yellow HEX: efab3a
  - If the icon is too simple, a circle with the same line thickness can be used as a framing resource.



## PHOTOGRAPHIC STYLE

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The use of photographs for *Piscina & Wellness México* will be segmented according to the public to whom the message is addressed, that is, when the text or idea is formal or directed to the professional public, photographs of the event will be used per se, whether from Mexico or its simile in Barcelona.

When the material is aimed for the general public or in a more colloquial context, it will be divided into 3 groups: Pool, Wellness and Generic.

For the pool section, images must in blue tones similar to those of the brand where the pool is the protagonist; for wellness, the main factors to highlight are rest and personal care, where warm tones prevail and the protagonists are people; and when the content is generic, and encompasses both concepts, use may be made of environmental photographs, panoramic photographs or themes derived from the themes to be addressed at the event.

PHOTOGRAPHIC STYLE

