

Following guidelines applies for the 3-sided Pack A

Final graphics to be delivered in 1:1 of final size and in CMYK
All images must have a minimum resolution of 150 dpi

FONT:

Arial Black for Main header	75 pt
Arial Bold for paragraph header	42 pt
Arial Regular for body text	42 pt
Arial (italic) for figure text	30 pt

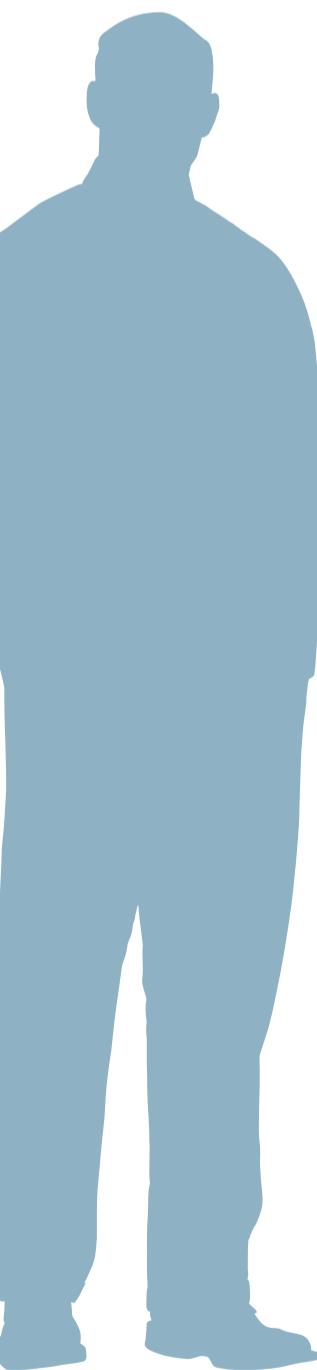
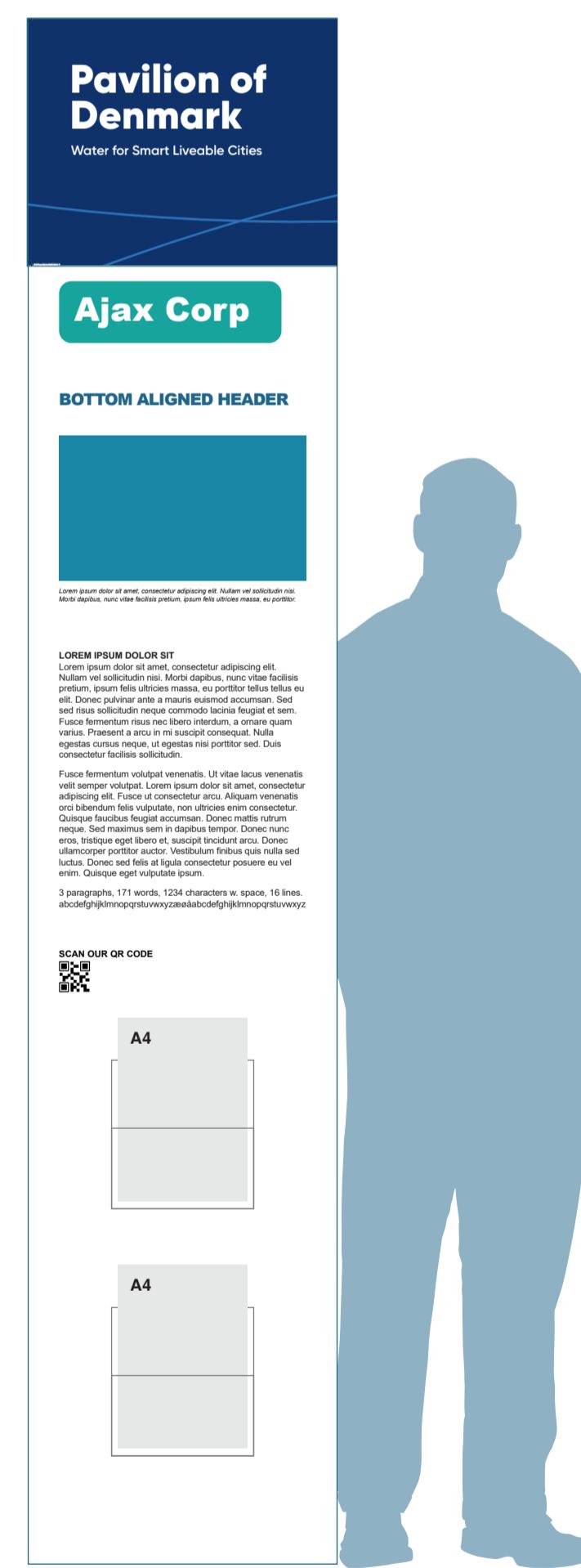
LOGO SIZE (MUST BE IN A VECTOR-FORMAT):

Max height 100 mm OR
Max length 400 mm

Max 1250 characters (equalling app. 16-18 lines) should be used in each column.

Long main headers MUST align to bottom of grid.
Max length of headers is two lines and may not extend more than two columns.

Colour value of **main header** is (in CMYK) 80, 42, 15, 26



Pack A 1:20 on A4
Each side measures 500x2500 mm
Company print area: 500x2125 mm

Layout

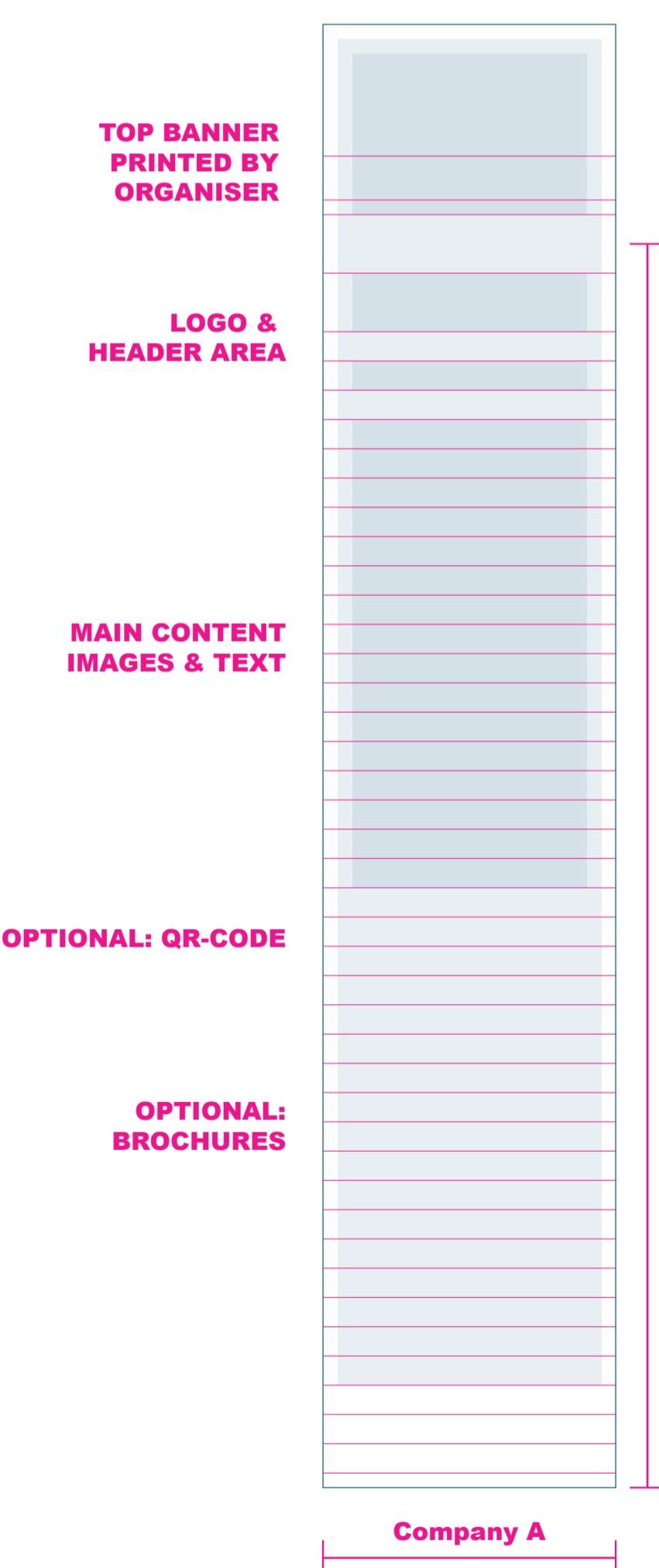
GRID 50 mm horizontal grid:
Bottom of logo: 1975 mm above floor
Bottom of header: 1875 mm above floor
Top of content: 1825 mm above floor

COLUMNS:

1 columns of 400 mm
Outer margin: 50 mm

OPTIONS:

Please contact standesign for items listed below:
QR Code
Brochures



**Visual guidelines for IWA World Water Congress
and Exhibition 2022, Bella Center**

For more information please contact:
André Minier
(andre@standesign.dk)

Following guidelines applies for the 3-sided

Pack B

Final graphics to be delivered in 1:1 of final size and in CMYK
All images must have a minimum resolution of 150 dpi

FONT:

Arial Black for Main header	75 pt
Arial Bold for paragraph header	42 pt
Arial Regular for body text	42 pt
Arial (italic) for figure text	30 pt

LOGO SIZE (MUST BE IN A VECTOR-FORMAT):

Max height 100 mm OR
Max length 400 mm

Max 1250 characters (equalling app. 16-18 lines) should be used in each column.

Long main headers MUST align to bottom of grid.
Max length of headers is two lines and may not extend more than two columns.

Colour value of **main header** is (in CMYK) 80, 42, 15, 26



Pack B 1:20 on A4
Each side measures 1000x2500 mm
Company print area: 1000x2125 mm

Layout

GRID 50 mm horizontal grid:

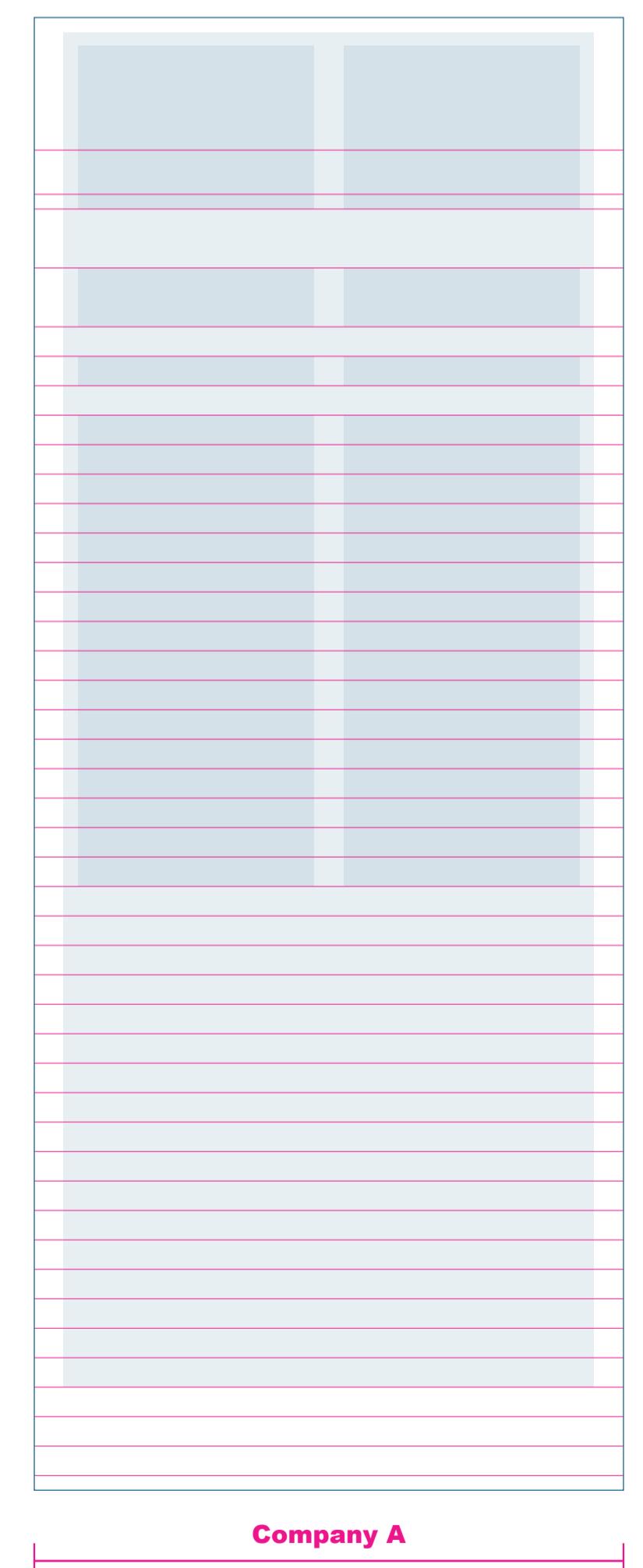
Bottom of logo: 1975 mm above floor
Bottom of header: 1875 mm above floor
Top of content: 1725 mm above floor

COLUMNS:

2 columns of 400mm spaced 50 mm apart
Outer margin: 75 mm

OPTIONS:

Please contact standesign for items listed below:
QR Code
Brochures
TV Screen 32"



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For more information please contact:
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(andre@standesign.dk)

Following guidelines applies for the 2-sided Pack C

Final graphics to be delivered in 1:1 of final size and in CMYK
All images must have a minimum resolution of 150 dpi

FONT:

Arial Black for Main header	150 pt
Arial Bold for paragraph header	56 pt
Arial Regular for body text	56 pt
Arial (italic) for figure text	30 pt

LOGO SIZE (MUST BE IN A VECTOR-FORMAT):

Max height 150 mm OR
Max length 525 mm

Max 1250 characters (equalling app. 16-18 lines) should be used in each column.

Long main headers MUST align to bottom of grid.
Max length of headers is two lines and may not extend more than two columns.

Colour value of **main header** is (in CMYK) 80, 42, 15, 26

Layout

GRID 50 mm horizontal grid:

Bottom of logo: 1925 mm above floor
Bottom of header: 1775 mm above floor
Top of content: 1725 mm above floor

COLUMNS:

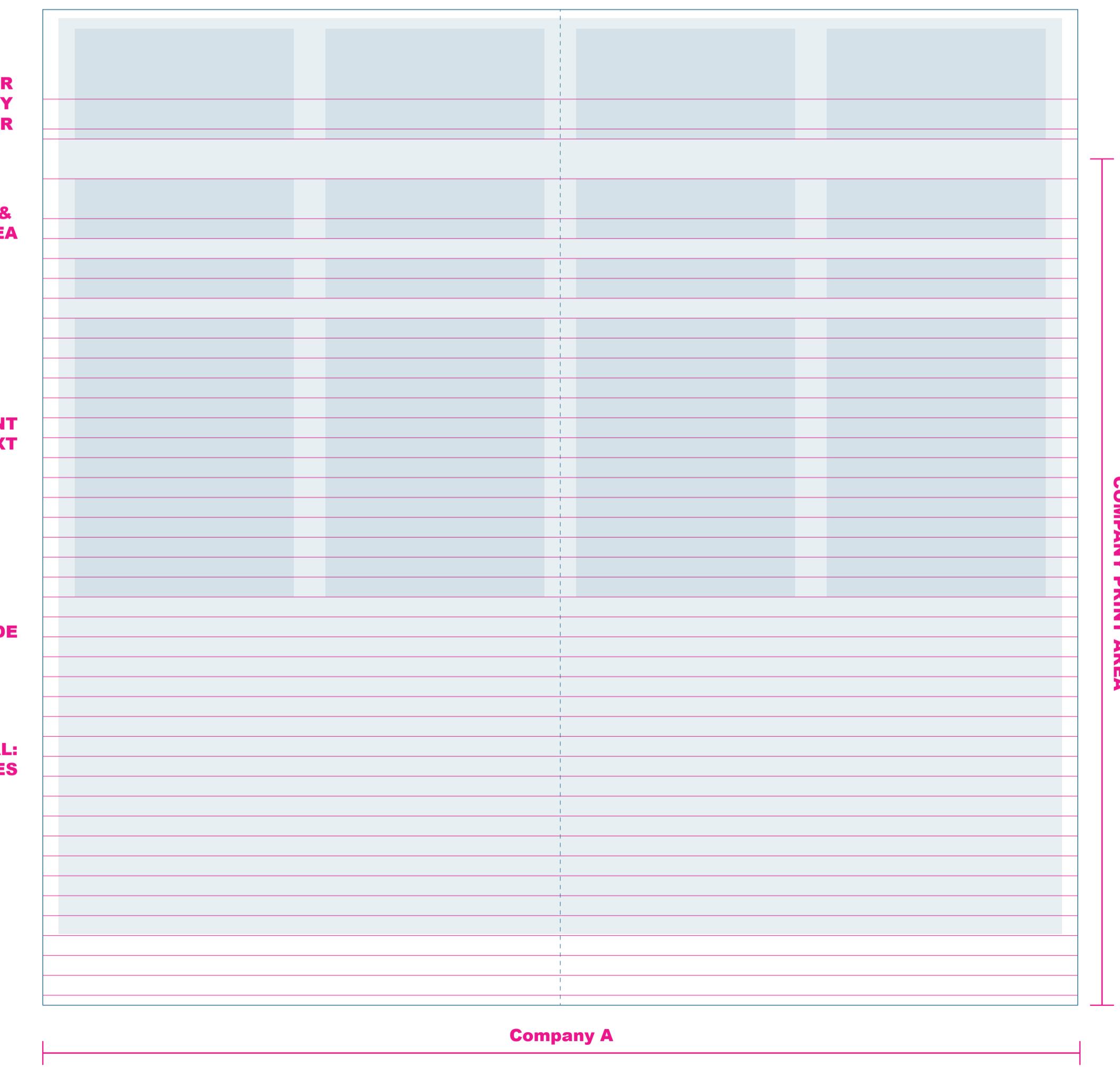
4 columns of 525 mm in width spaced 80 mm apart
Outer margin: 80 mm

OPTIONS:

Please contact standesign for items listed below:
QR Code
Brochures
TV Screen 55"



Pack C 1:20 on A4
Each side measures 2500x2500 mm
Company print area: 2500x2125 mm



Visual guidelines for IWA World Water Congress
and Exhibition 2022, Bella Center

For more information please contact:
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(andre@standesign.dk)

Following guidelines applies for the 2-sided Pack D

Final graphics to be delivered in 1:1 of final size and in CMYK
All images must have a minimum resolution of 150 dpi

FONT:

Arial Black for Main header	150 pt
Arial Bold for paragraph header	56 pt
Arial Regular for body text	56 pt
Arial (italic) for figure text	30 pt

LOGO SIZE (MUST BE IN A VECTOR-FORMAT):

Max height 150 mm OR
Max length 400 mm

Max 1250 characters (equalling app. 16-18 lines) should be used in each column.

Long main headers MUST align to bottom of grid.
Max length of headers is two lines and may not extend more than two columns.

Colour value of **main header** is (in CMYK) 80, 42, 15, 26

Layout

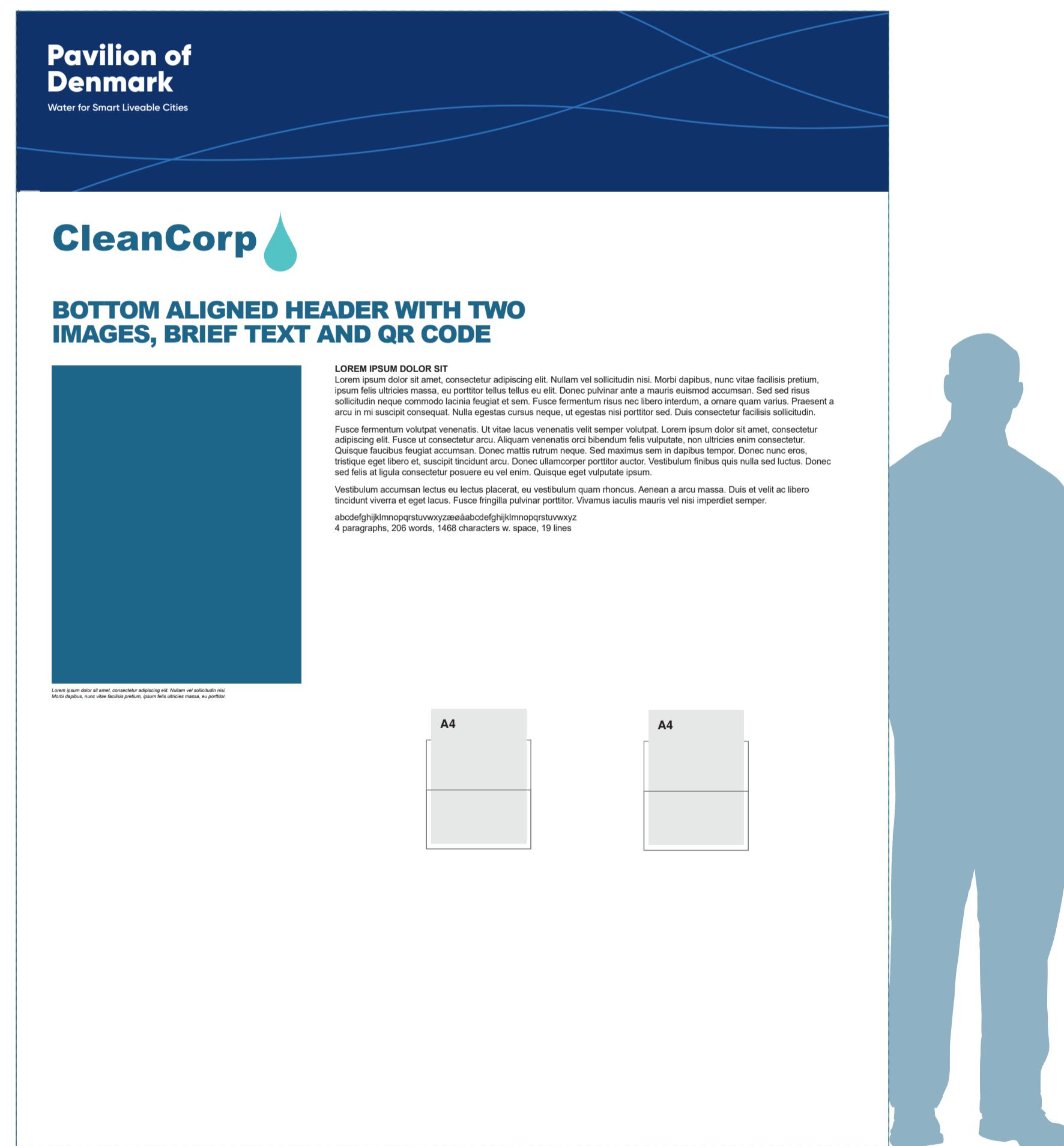
GRID 50 mm horizontal grid:
Bottom of logo: 1925 mm above floor
Bottom of header: 1775 mm above floor
Top of content: 1725 mm above floor

COLUMNS:

3 columns of 400 mm spaced 70 mm apart
Outer margin: 80 mm

OPTIONS:

Please contact standesign for items listed below:
QR Code
Brochures
TV Screen 43"



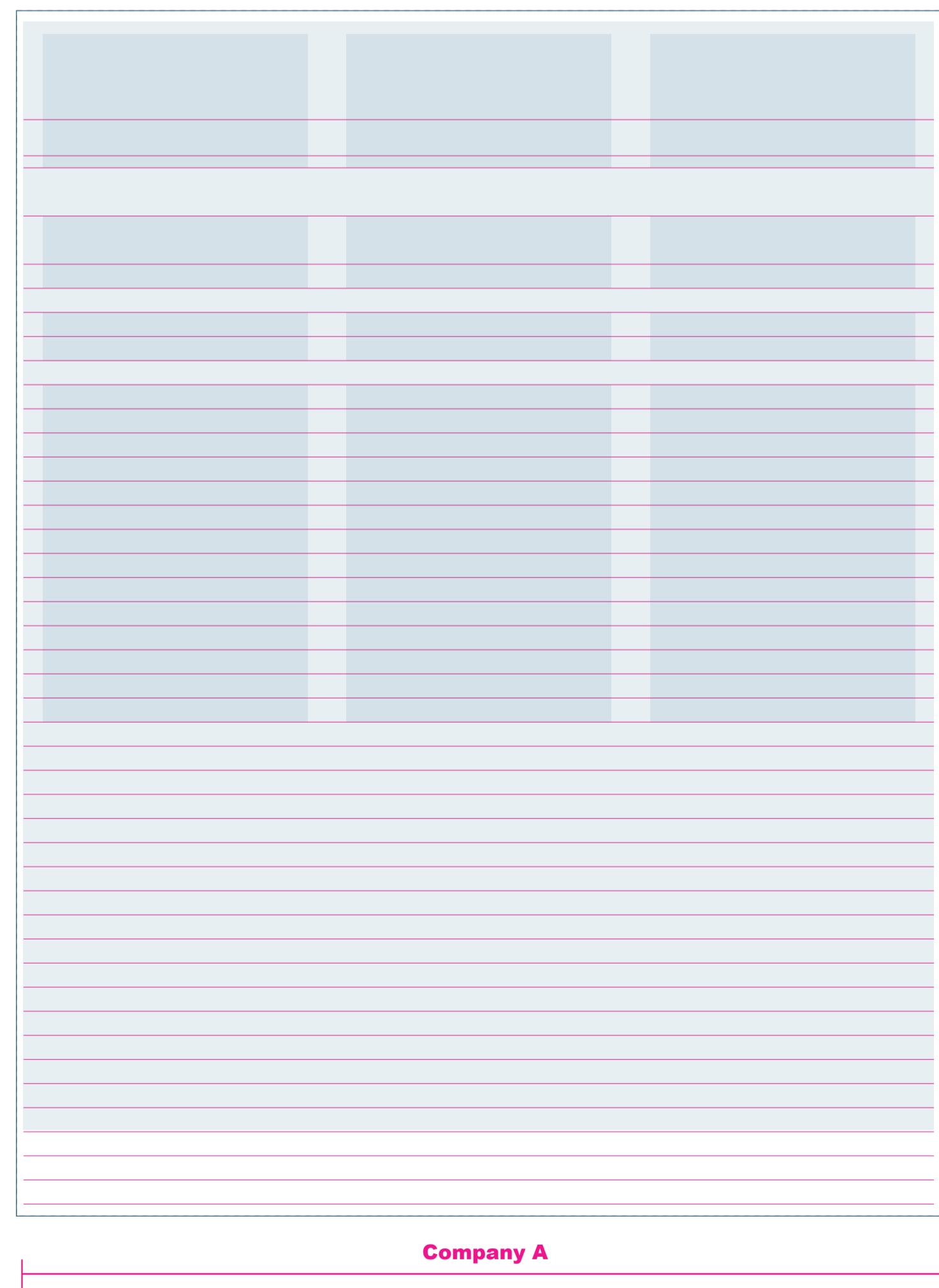
TOP BANNER
PRINTED BY
ORGANISER

LOGO &
HEADER AREA

MAIN CONTENT
IMAGES & TEXT

OPTIONAL: QR-CODE

OPTIONAL:
BROCHURES



Pack D 1:20 on A4
Each side measures 1500x2500 mm
Company print area: 1500x2125 mm

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