



**BEC! Style Guide**  
**Corporate Communication**

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This Corporate Visual Identity Guide for Bilbao Exhibition Centre includes the guidelines to be followed to achieve a uniform brand expression. It defines the use of identification elements and style criteria, which have been established to share the BEC image.

The purpose is to establish the appropriate application of the logo and the symbols in a significant, consistent and unequivocal universe throughout all the media: graphics, physical, audiovisual, digital and interactive media.

It must serve as an operative guide for any person or team that, within or outside the institution, generates a communication element. It will guarantee that all communications are “on brand” and comply with the corporate requirements established in terms of tone, style, morphology, context and application.

If you have any doubts, please contact the Bilbao Exhibition Centre Communication Department.

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**e-mail: [comunicacion@bec.eu](mailto:comunicacion@bec.eu)**

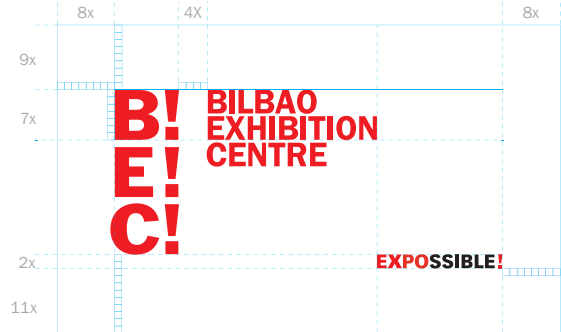
# **1. GENERAL GUIDELINES**

# 1. General Guidelines

## 1.1. Graphic construction of the brand

The established sizes and the distances between the symbol, logo and claim should be observed at all times.

The constructive scheme is attached.



## 1.2. Minimum logo size

The minimum logo size will be 43 mm wide and 20 mm high.



## 1.3. Positive and negative use of the brand logo



## 1.4. Typography

Each of the letters of the symbol will be written in the “Franklin Gothic Heavy” font. The letters in “Bilbao Exhibition Centre” will be written in “Franklin Gothic Demi”.

As for the branding of the Sala Cubec, the preferred typography will be “Helvetica Neue Heavy”.



## 1.5. Official colours

The colours used for the BEC! image will be red, white and black. The main brand logo will be used in positive format, although the adaptation to a negative format may be possible when required.

Direct ink printing:

**PANTONE**

485 C

Four-colour printing:

**CMYK**

0 - 96 - 97 - 0

**PANTONE**

BLACK

On the other hand, in the case of the Sala Cubec hall, the chromatic range includes yellow. This colour will be used exclusively when working with the Cubec brand.

Direct ink printing:

**PANTONE**

123

Four-colour printing:

**CMYK**

0 - 10 - 95 - 0



# **2 ■ BRAND HARMONISATION**

## 2. Brand harmonisation

### 2.1. Organiser

The brand logo will be used in negative format over a red background.

The brand logo will always be placed on the right.



Red background and negative logos

### 2.2. Co-organiser

The main brand logo will be used in negative format on a red background, although the adaptation into white may be done when required.

The brand logo will always be placed on the right.





## 2.3. Collaborator

The main brand logo will be used in positive format (red), although the adaptation into white may be done when required.

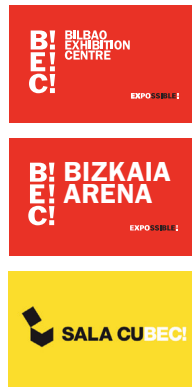
The brand logo will preferably be placed on the right.



## 2.4. Venue

In this case BEC! shall be the physical space in which to hold an event organised by another agent. The latter will sign the communication.

The recommendation is to use the basic logo in its negative format.



Incorrect brand usage



Correct brand usage



# 3 ■ DIGITAL BRANDING

# 3. Digital Branding

## 3.1. Brand usage

On digital media, the logo will be adapted depending on the size in order to guarantee an appropriate identification of the brand.





[bilbaoexhibitioncentre.com](http://bilbaoexhibitioncentre.com)