Mercedes-Benz Arena Identity
LOGO BASICS

PRIMARY COLOR FOR THE LOGO

The primary color of the logo is
PANTONE 282C
CMYK 100 87 42 52

(only used in logo)
The silver is
PANTONE 877C
CMYK 47 38 38 2

PRIMARY USE

Ideally, the logo should be reproduced in two primary colors. It can also be reproduced in black or reversed out to white from a dark background.

Mercedes-Benz Arena
梅赛德斯-奔驰文化中心

Mercedes-Benz Arena
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梅赛德斯-奔驰文化中心

CLEAR SPACE

Allow the logo room to breath and maintain an appropriate amount of clear space around the logo. “X” represents the width of the primary logo and “Y” represents the height of the primary logo. The space should be at least 1/4 of the width on each side, and 1/4 of the height at the top and the bottom.

USE THE ENTIRE LOGO

The Mercedes-Benz Arena logo includes the logomark combined with the logotype in both English and Chinese. Use the entire logo if possible, and make sure there's at least one entire logo in each material.

LOGOMARK USE

Logomark should only appear when there is at least one entire logo used in the same material. It should only be used for decoration purpose.

DO NOT CHANGE THE LOGO

Do not only show the outline of the logo

Do not distort the shape of the logo

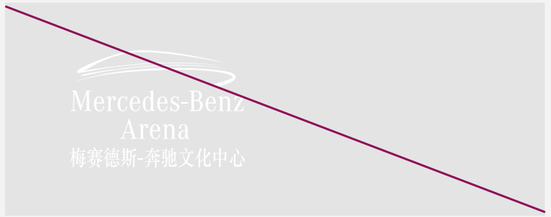
Do not add additional type to the logo

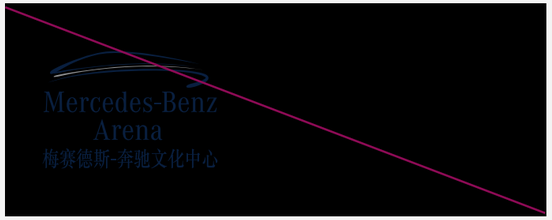
Do not create other logos using the logomark

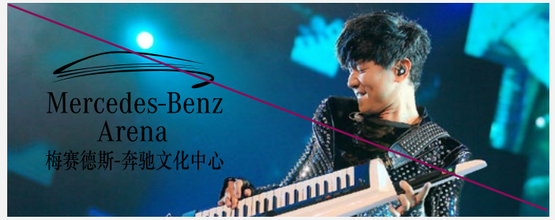
DO USE THE LOGO THIS WAY

DO NOT USE THE LOGO THIS WAY

Do not use the logo over busy backgrounds or any backgrounds where there is not enough contrast to have the logo stand out.







SLOGAN

Mercedes-Benz Arena
Where the Best Come to Play

CorpoA bold, Width 90%, Tracking 0, Leading Auto

梅赛德斯-奔驰文化中心
卓越在此汇聚

HYCuSongJ, Width 80%, Tracking 0, Leading Auto

DO NOT USE THE SLOGAN THIS WAY

Do not position the slogan right next to the logo.
Too many lines of text overwhelming the overall look.

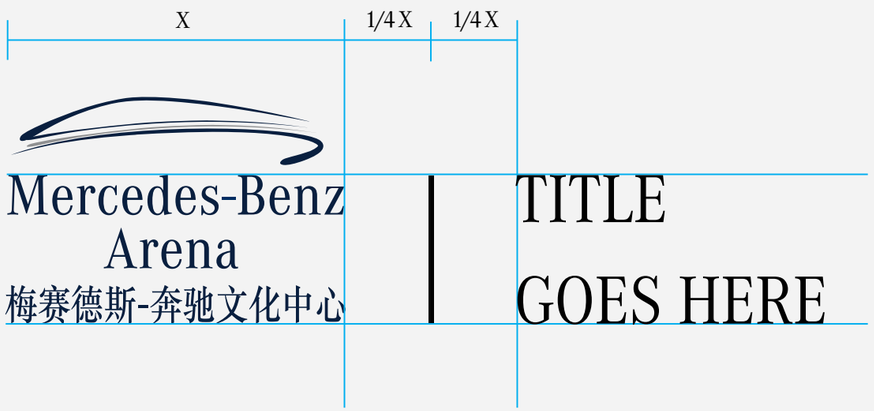
Mercedes-Benz
Arena
梅赛德斯-奔驰文化中心

Mercedes-Benz Arena
Where the Best Come to Play

USE OF LOGO&SLOGAN

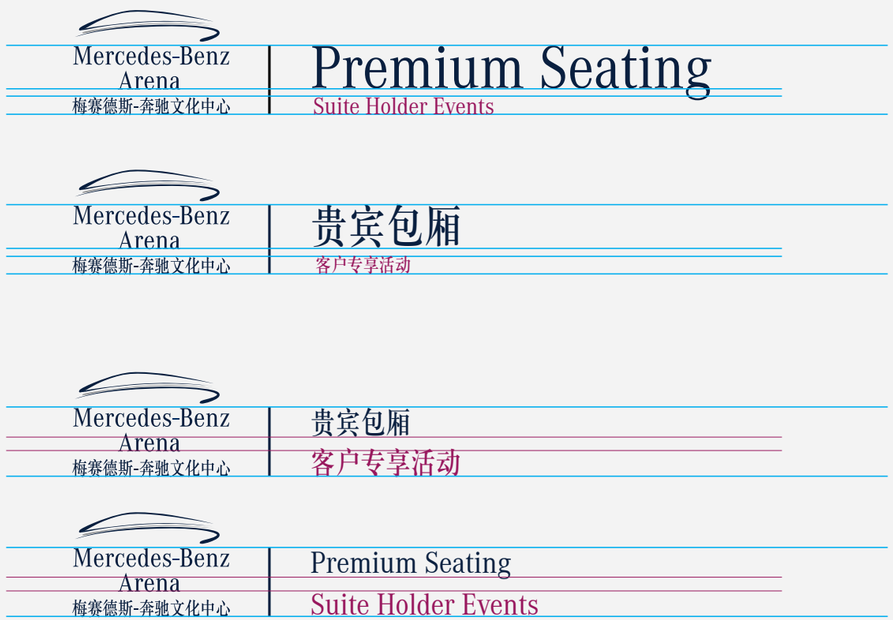
Use top/bottom, left/right positioning to communicate hierarchy or organizational structure.

LOGO WITH TITLES



SINGLE

DOUBLE LINE



Mercedes-Benz Arena Identity
TYPEFACE

PRIMARY FONTS

CorpoA , CorpoS, HYZhongSongJ & FZLanTingHei are part of the Mercedes-Benz Arena Identity and are used in business communication. It is not necessary to always use these two fonts in your communications. Other fonts can be used to match the style and tone of the design.

English Title - **CorpoA Regular 90%**

CorpoA Regular 90%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

English Title - **CorpoA Regular 90%**

CorpoA Bold 90%
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Chinese Title - HYZhongSongJ 汉仪中宋简 80%

汉仪中宋简 80%
范例文字 请取代此标题

Chinese Title - **HYCuSongJ 汉仪粗宋简 80%**

汉仪粗宋简 80%
范例文字 请取代此标题

English Subtitle and Body Paragraph - CorpoS

CorpoS Regular 100%
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CorpoS Bold 100%
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Chinese Title Subtitle and Body Paragraph - FZLanTingHei 方正兰亭黑

方正兰亭黑 100%
这几天心里颇不宁静。今晚在院子里坐着乘凉，忽然想起日日走过的荷塘，在这满月的光里，总该另有一番样子吧。月亮渐渐地升高了，墙外马路上孩子们的欢笑，已经听不见了；妻在屋里拍着闰儿，迷迷糊糊地哼着眠歌。我悄悄地披了大衫，带上门出去。

方正兰亭黑 100%
这几天心里颇不宁静。今晚在院子里坐着乘凉，忽然想起日日走过的荷塘，在这满月的光里，总该另有一番样子吧。月亮渐渐地升高了，墙外马路上孩子们的欢笑，已经听不见了；妻在屋里拍着闰儿，迷迷糊糊地哼着眠歌。我悄悄地披了大衫，带上门出去。

SYSTEM FONTS

In terms of digital media, to help improve readability and loading time, Arial can be accepted as system font. Arial is sans serif typeface that features smooth edge, various weights, great readability and compatible with HTML.

Arial Regular 100%
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Arial Bold 100%
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Avenir Roman 100%
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Avenir Heavy 100%
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SYSTEM FONTS

In terms of digital media, to help improve readability and loading time, Arial can be accepted as system font. Arial is sans serif typeface that features smooth edge, various weights, great readability and compatible with HTML.

Futura Medium 100%
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Futura Medium Bold 100%
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Century Gothic 100%
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Century Gothic Bold 100%
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LEADING

14 pt. type
30 pt. lead-

Leading should not be too loose because it creates too much of a pause between lines.

14 pt. type
10 pt. lead-

When leading is too tight, it leaves too little pause between lines.

14 pt. type
18 pt. lead-

When leading is set correctly, it makes the sentences easier to follow.

TRACKING

+100
tracking

Tracking tha t is t oo loose lea ves too much space between lett ers.

-50
tracking

Tracking that is too tight leaves too little space between letters.

10
tracking

Tracking that is set just right looks better and reads easier.

JUSTIFIED COPY

For comfortable reading, we recommend flush left body copy, which will create consistent word spacing that looks better and reduces reader eye fatigue.

Justified copy is difficult to do well. It can create lines of copy with large and inconsistent spaces between words, which makes it harder to read and asthetically unpleasing.

LINE LENGTH

Lines of copy should not be too long. It makes it difficult to follow from one line to the next without losing your place when reading. Copy should be easy to follow from the end of one line to the beginning of the next.

For comfortable reading, we recommend line lengths that allow for approximately seven to nine words per line. This is especially true for longer-format body copy, where keeping one’s place while reading is important.

Mercedes-Benz Arena Identity

Color Palette

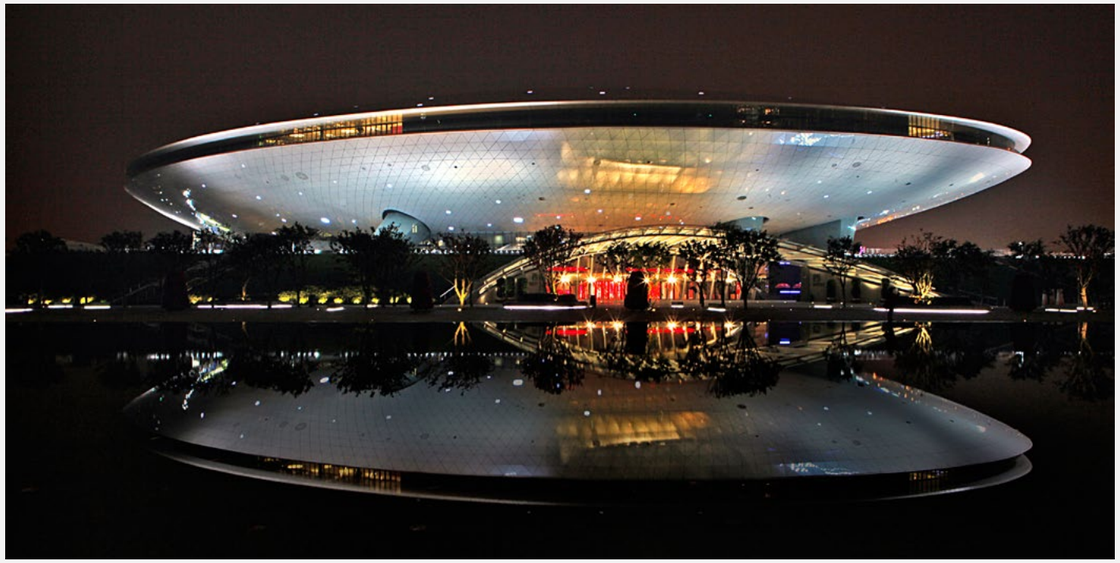
PRIMARY COLOR - BLACK

PANTONE Process Black
CMYK 100 0 0 0

Sophistication, Elegance, Sexiness

Black often translates as conventional, conservative and serious, it also signifies sophistication and signification. Inherited from the brand color of Mercedes-Benz, Black gives us the impression that Mercedes-Benz Arena is associated with elegance, sophistication and sexiness.

MAIN APPLICATION:
Primary colour of all



SOPHISTICATION,
ELEGANCE,
SEXINESS...

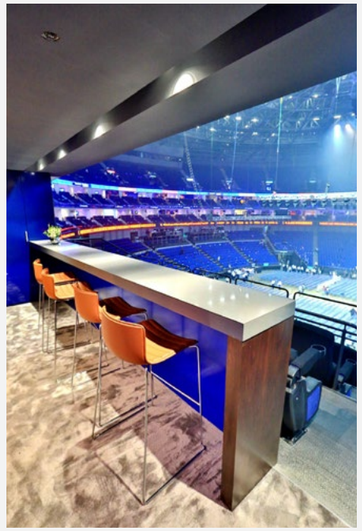
SIGNAGE COLOR - MIDNIGHT BLUE

PANTONE 282C
CMYK 100 87 42 52

Structure, Power, Responsibility

Midnight blue is the color of honesty and responsibility. The original corporate color of Mercedes-Benz Arena exhibits confidence and reliability. The dark hue of blue conveys a sense of authority, structure and power in which officials and royals adorn in this elegant color.

MAIN APPLICATION:
Logo and signage



STRUCTURE,
POWER,
RESPONSIBILITY ...

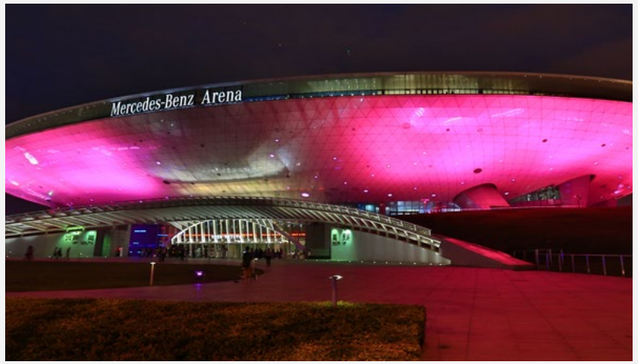
SECONDARY COLOR - PLUM

PANTONE 228C
CMYK 39 100 40 18

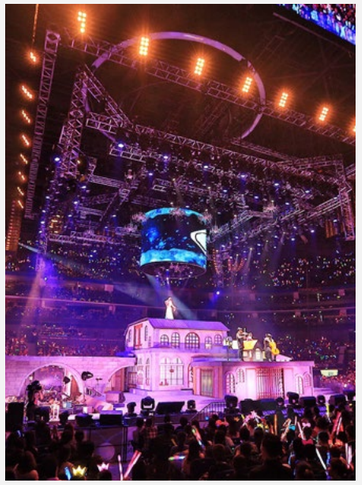
Imaginative, Spiritual, Eventful

The color Plum reflects Mercedes-Benz Arena as dreamlike and spiritual. The color symbolisms energy from the beams of psychedelic lights creating an emotional, harmonious balance within events at the arena.

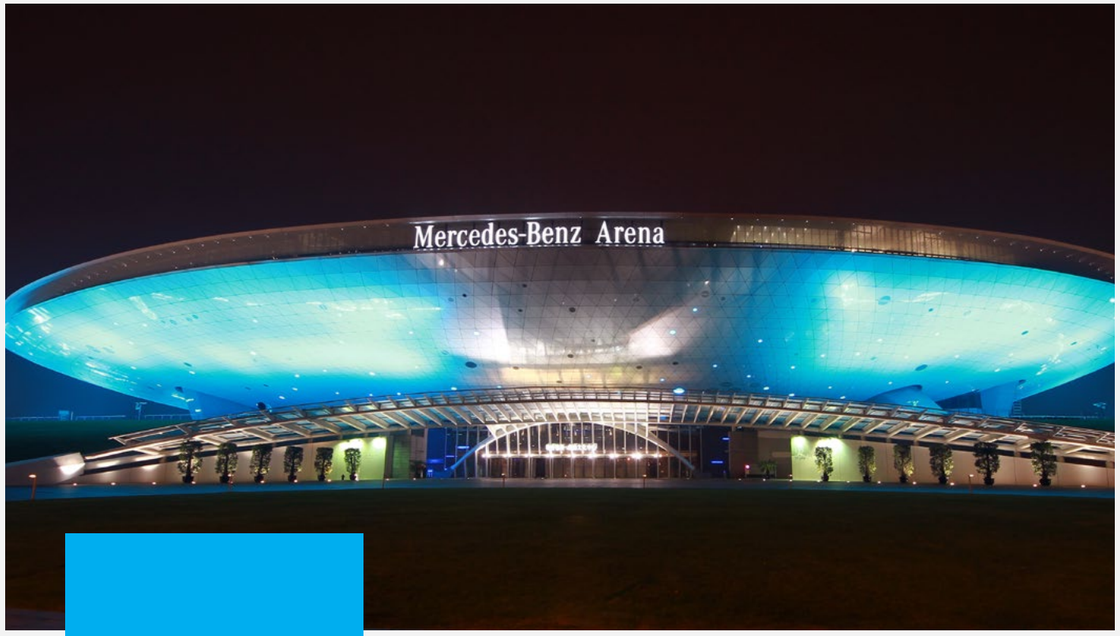
MAIN APPLICATION:
Secondary colour of all sales and marketing materials.



SPIRITUAL,
IMAGINATIVE,
EVENTFUL...



SECONDARY COLOR - CYAN



PANTONE Process Cyan
CMYK 100 0 0 0

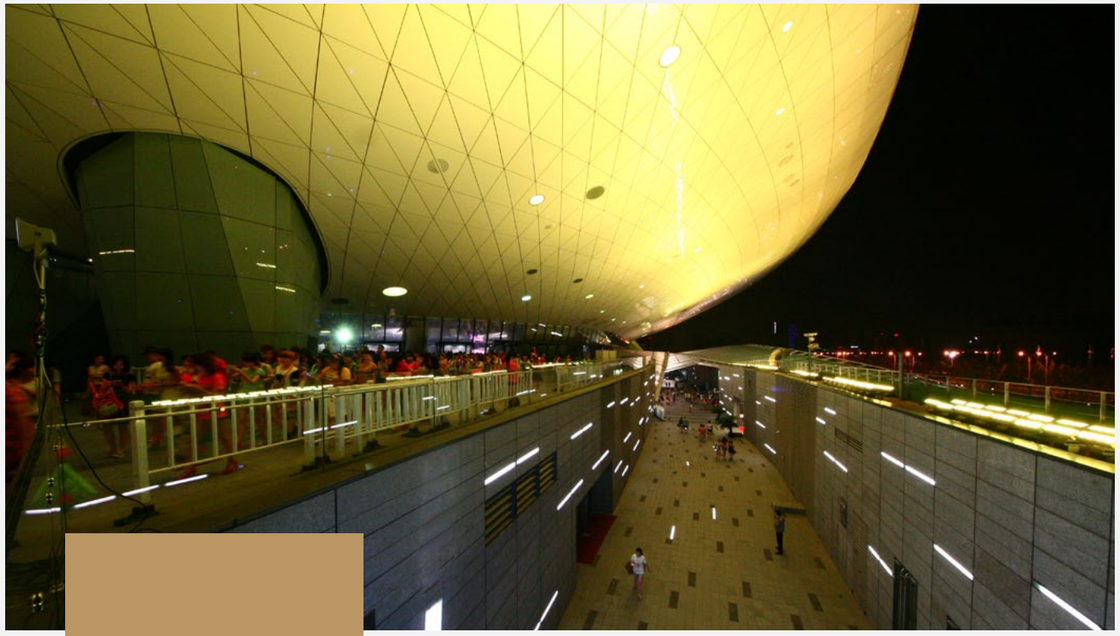
Logical, Innovative , Futuristic

Cyan expresses futurism and technology at Mercedes-Benz Arena. The striking colour achieves a fresh vibe of innovation and cutting edge authority. Cyan reflects the high-tech logistics and advanced details portrayed here through the modern management and visionary systems of Mercedes-Benz Arena.

MAIN APPLICATION:
Secondary colour of all sales and marketing materials.

LOGICAL,
INNOVATIVE ,
FUTURISTIC
...

DECORATIVE COLOR - GOLD

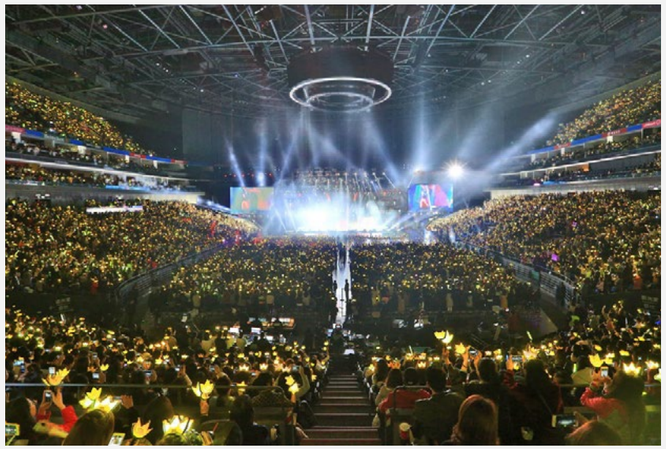


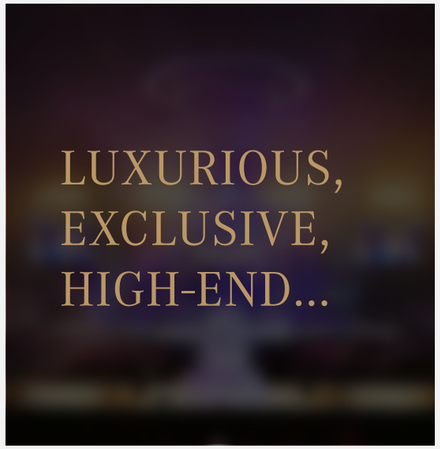
Gold Stamping Kurz495
CMYK 100 0 0 0

Luxurious, Exclusive, High-End

Gold is associated with luxury, prestige and wealth in which many celebrities, clients and visitors experience at Mercedes-Benz Arena. Whether they are enjoying the exclusiveness of the VIP suites or strolling through the golden rays of stage lights in the arena, visitors transcend the feeling of abundance from Mercedes-Benz Arena's high-end service.

MAIN APPLICATION:
Titles and Highlights



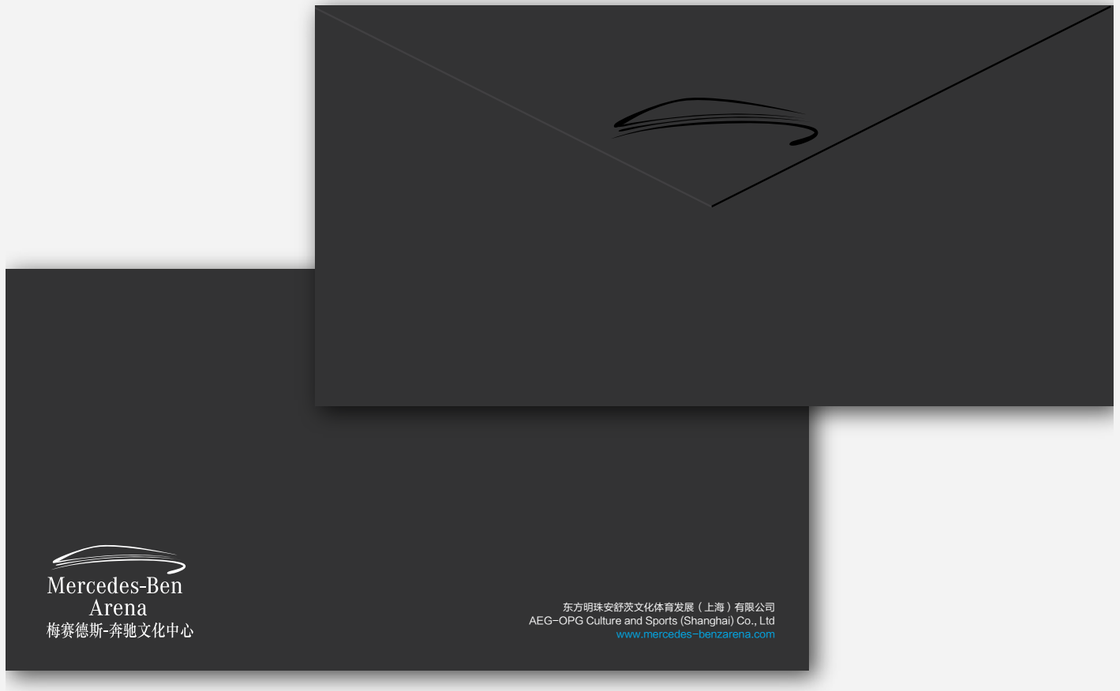


Mercedes-Benz Arena Identity

PRINT ASSETS

Business card &Envelope

NAME CARD DESIGN 1



ENVELOPE DESIGN 1

PRINTING ASSETS CONCEPT I

NAME CARD DESIGN 2

ENVELOPE DESIGN 2

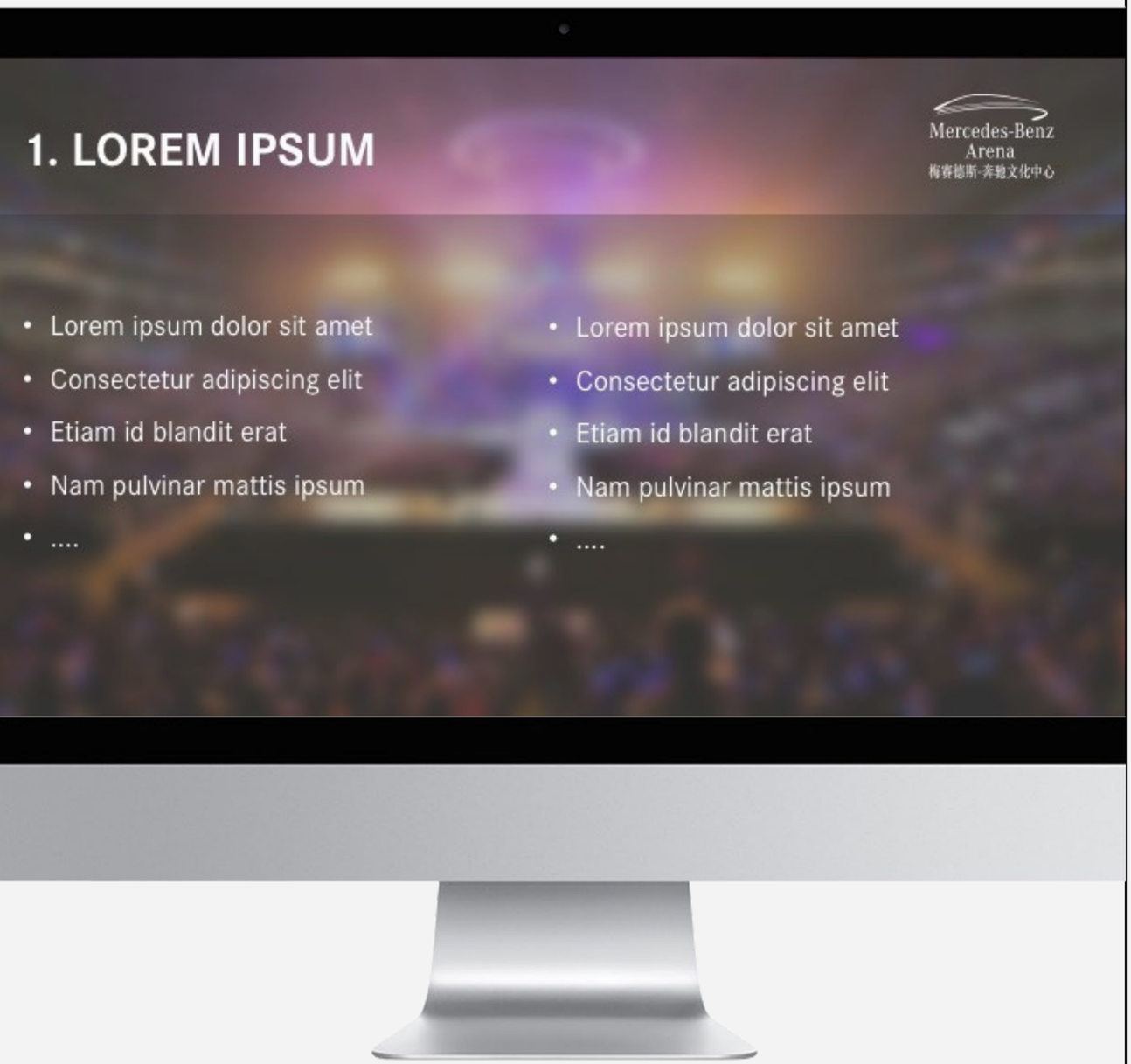
PRINTING ASSETS CONCEPT II

NAME CARD DESIGN 3

ENVELOPE DESIGN 3

PRINTING ASSETS CONCEPT III

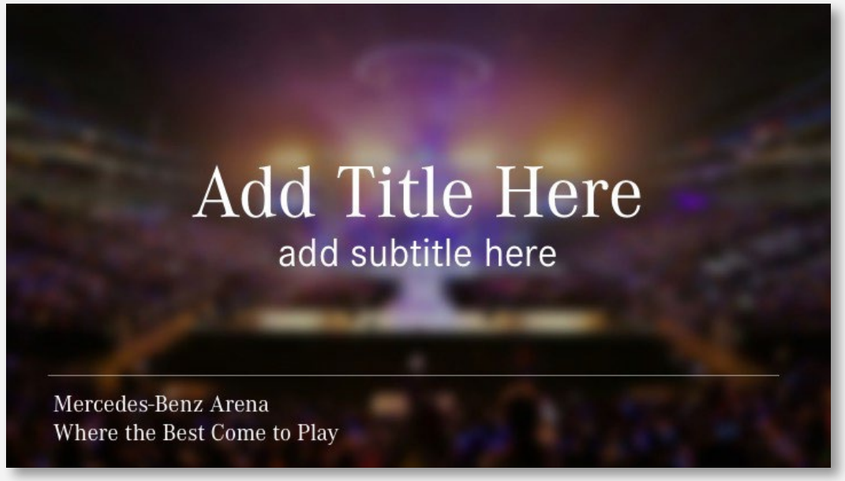
WORKING PASS

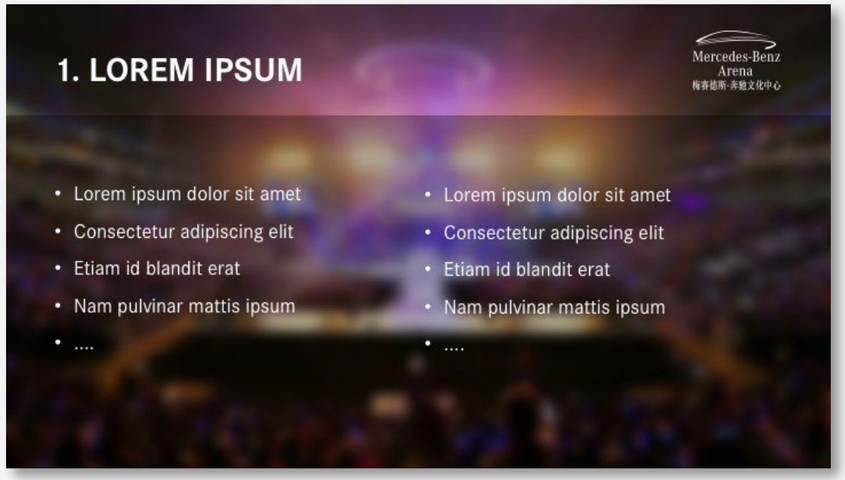


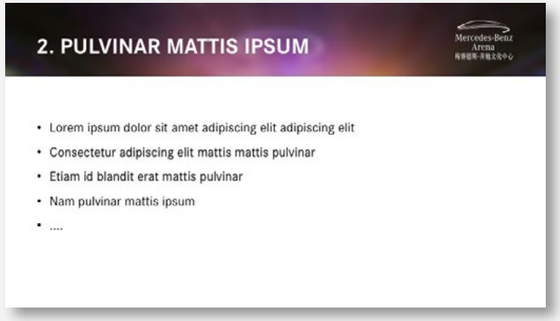
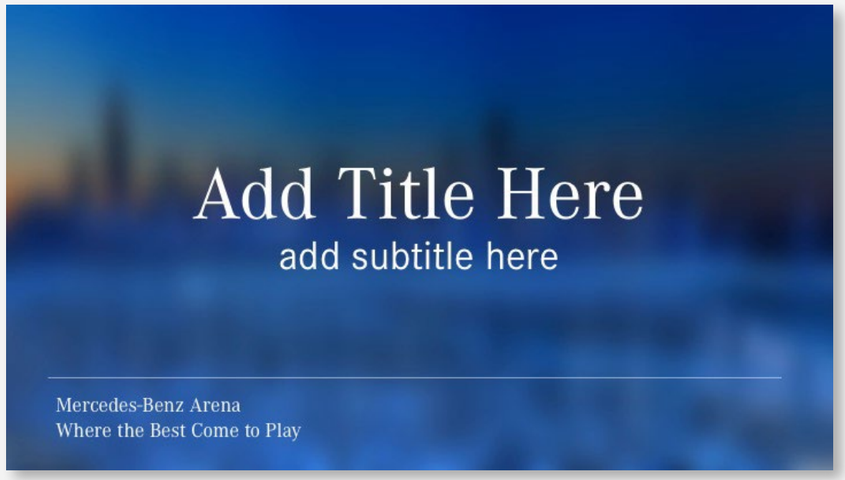
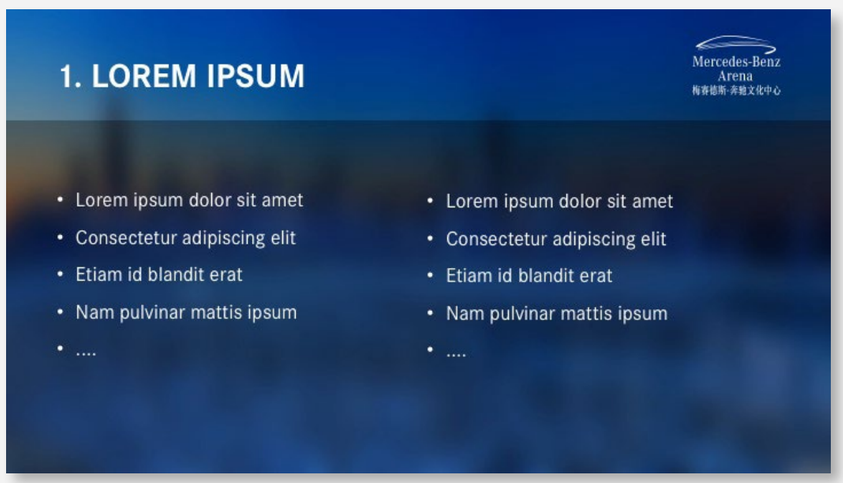
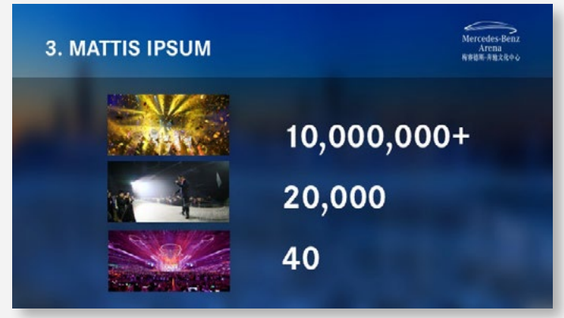
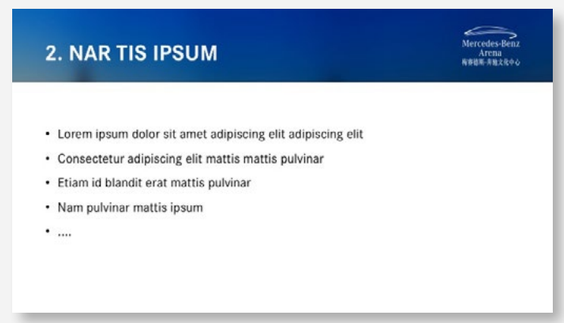
Mercedes-Benz Arena Identity
DIGITAL ASSETS

PPT template

PPT TEMPLATE I







PPT TEMPLATE II