



Buenos Aires Ciudad

TANGO
FESTIVAL Y MUNDIAL

buenosaires.gob.ar/festivales /festivalesGCBA

Tango Buenos Aires

[PRELIMINARIES]

BRAND USAGE GUIDELINES AND NAMING CONVENTIONS

All public communication and dissemination material and media, including digital media, of the PRELIMINARY must comply with the Brand Usage Guidelines and Naming Conventions of **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015**. For this purpose, FESTIVALES DE BUENOS AIRES sends the PRELIMINARY a copy accompanied by the corresponding digital files.

The PRELIMINARY will have to request prior approval from FESTIVALES DE BUENOS AIRES for every piece of communication used to this effect, otherwise FESTIVALES DE BUENOS AIRES may demand its removal from public circulation.

HOW TO SEND MATERIAL

The PRELIMINARY will have to email a .jpg file of each graphic piece, stating its final size as well as the size of the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand logo.

BRAND PRESENCE AND USAGE GUIDELINES

All communication pieces must comply with the Usage Guidelines described below. Please see attached examples and suggestions of how to apply the brand correctly on different media.

EDITORIAL PIECES, PROGRAMS, E-FLYERS

All communication and dissemination pieces and media, both in print and digital forms, must include the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand logo in accordance with the Usage Guidelines.

WEB

In the case of the PRELIMINARY's official site, the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand logo must be displayed on its homepage. And this page must contain a hyperlink to the official website of **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015**: www.buenosaires.gob.ar/festivales.

POSTERS

During the event, posters for the facades, interiors and stages of the venues holding the competition must include the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand logo. Onstage brand presence is compulsory. Likewise, special attention will be given to the quality of the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand presence at the venue where the championship final and award ceremony will be held. Those in charge must send the draft material via email for approval.

SCREENS

In the case of audiovisual projections, the content must include, without fail, the official title card with the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand logo.

PRELIMINARIES STAMP

In addition to the **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015** brand logo, all graphic and digital pieces must include the PRELIMINARIES stamp at least once. Should the particular event have its own name, the stamp must be applied to accompany said name.



Buenos Aires Ciudad

TANGO BA
FESTIVAL Y MUNDIAL

buenosaires.gob.ar/festivales /festivalesGCBA

Brand Usage and Identity Guidelines

Application on printed and electronic communication materials.

01. Color version



02. Black and white version

Only for materials printed in one color



03. Minimum Size Allowed



04. Color Palette





Buenos Aires Ciudad

TANGO BA
FESTIVAL MUNDIAL

buenosaires.gob.ar/festivales /festivalesGCBA

05.

Incorrect Uses

Do not eliminate any logo or element of the brand



Buenos Aires Ciudad



buenosaires.gob.ar/festivales /festivalesGCBA

buenosaires.gob.ar/festivales /festivalesGCBA

Do not change the colors



Buenos Aires Ciudad

buenosaires.gob.ar/festivales /festivalesGCBA

Do not distort proportions



Buenos Aires Ciudad



buenosaires.gob.ar/festivales /festivalesGCBA

Do not add or remove any element of the brand



Buenos Aires Ciudad



Buenos Aires Ciudad

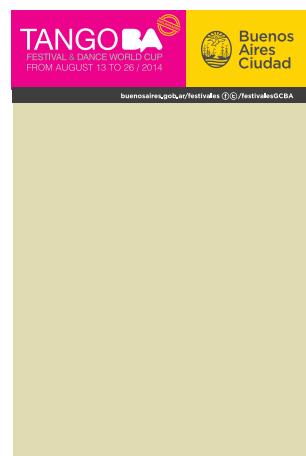
06.

Examples

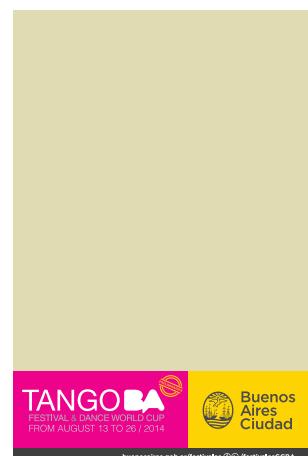
PRELIMINARY graphics and aesthetics

a. Vertical format

At the top



At the bottom





Buenos Aires Ciudad

TANGO BA
FESTIVAL MUNDIAL

buenosaires.gob.ar/festivales [f](#) [e](#) /festivalesGCBA

06.

Examples

PRELIMINARY graphics and aesthetics

b. Horizontal format

At the top



At the bottom



c. Square format

At the top



At the bottom



d. Narrow format

Vertical
format/
At the
top



Vertical
format/
At the
bottom



Horizontal format/
On the left



Horizontal format/
On the right





Buenos Aires Ciudad

TANGO BA
FESTIVAL Y MUNDIAL

buenosaires.gob.ar/festivales [f](#) [t](#) /festivalesGCBA

06.

Examples

PRELIMINARY graphics and aesthetics

e. Round format

At the top



At the bottom



f. Irregular format

At the top



At the bottom





Buenos Aires Ciudad

TANGO
FESTIVAL Y MUNDIAL

buenosaires.gob.ar/festivales [\(f\)](#) [\(e\)](#) /festivalesGCBA

NAMING CONVENTIONS

EVENT NAME

The correct name that must be used to refer to the world's only **Tango Dance World Cup**, held in the City of Buenos Aires and organized by the Ministry of Culture of the Buenos Aires City Government, is **TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015**.

PRELIMINARY NAME

The correct name that the PRELIMINARY must use to call itself is **OFFICIAL PRELIMINARY OF TANGO BUENOS AIRES FESTIVAL & DANCE WORLD CUP 2015**. This name must be used only in written communication pieces (e.g. press releases).

The PRELIMINARY is not allowed to use the names DANCE WORLD CUP, TANGO WORLD CUP, WORLD CHAMPIONSHIP in any format or medium since the competition held by each PRELIMINARY is local/regional.

PRELIMINARIES STAMP Usage Guidelines

Application on printed and electronic communication materials.

The stamp must accompany the specific event name, if any, taking into account the overall proportions of the piece.

01.

Color version



02.

Black and white
version

Only for materials printed in one color





Buenos Aires Ciudad

TANGO BA
FESTIVAL Y MUNDIAL

buenosaires.gob.ar/festivales [\(f\)](#) [\(e\)](#) /festivalesGCBA

03.

Minimum Size
Allowed



04.

Color Palette



yellow 100%
+ magenta 15%



white



85% black

05.

Incorrect Uses

Do not change the colors



Do not distort proportions



Do not add or remove
any element of the brand





Buenos Aires Ciudad

TANGO BA
FESTIVAL Y MUNDIAL

buenosaires.gob.ar/festivales [f](#) [e](#) /festivalesGCBA

06.

Examples

