

CMS Logo

The CMS logo is always to be reproduced in 4c as a complete word-image-brand.

On a white background:



In exceptional cases, it is possible to display only the figurative mark. This only applies if there is not enough space for the complete logo:



Color definition

| | | | |
|---|-----------------|---|----------------------|
|  | C100 M80 Y0 K20 |  | Pantone 2748 C |
|  | C100 M0 Y0 K0 |  | Pantone Proc. Cyan C |
|  | R20 G56 B127 |  | (HKS 41) |
|  | R0 G159 B227 |  | (HKS 50) |

On a colored background the logo is to be reproduced with a white protected space:



Exceptionally and for duly justified reasons, it is possible to display the logo in white on a colored background. Please contact us: cms@messe-berlin.de



The protected space is shown in the following sketch:



Minimum logo size:
40mm wide x 10mm high