



26-28 June 2019 • 2019年6月26-28日

Brand 2019

Version 1

Contents

Have any questions about this brand and how to use it? Contact the Event Marketing Brand and Messaging team:

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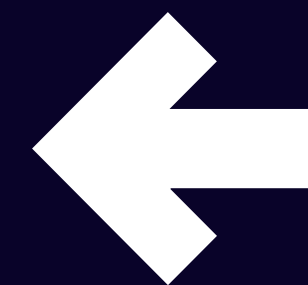
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**Download the
2019 Graphics
Packages Here**

Event Logo

The MWC event logo has been updated for 2019, with a cleaner, bolder look reflecting the evolving nature of the industry.

Please ensure instances of the MWC19 Shanghai event logo use this new version, complete with GSMA square, 'MWC19', and 'Shanghai'.



26-28 June 2019 • 2019年6月26-28日

No longer use:



Event Logo

The MWC19 Shanghai logo is key to all of our communications, therefore clarity is imperative.

The relationship between the various elements is fixed and cannot be changed.

The typefaces used within the logo are specific to this logo and no other type can be substituted.

The event logo must always be the largest logo displayed when it is used.

No longer use:



Dated logo



26-28 June 2019 • 2019年6月26-28日

Undated logo



Event Logo

The MWC19 Shanghai logo is key to all of our communications, therefore clarity is imperative.

The relationship between the various elements is fixed and cannot be changed.

The typefaces used within the logo are specific to this logo and no other type can be substituted.

The event logo must always be the largest logo displayed when it is used.

No longer use:



Clear Space = GSMA Square

So that the MWC19 Shanghai logo stands out, always keep a clear space around it as shown. This is the minimum clear space around the logo that cannot contain any type or graphic devices.

The minimum amount of clear space around the logo is equal to the size of the black square of the GSMA logo.



Event Logo

Do not alter the elements of the event logo in any way.

Please note the event logo must always include '19' for the 2019 event year in all instances.

No longer use:



DO NOT
alter the GSMA square



DO NOT
rotate or skew



DO NOT
alter the proportions



DO NOT
apply any effects



DO NOT
alter the fonts or colours



DO NOT
turn into a pattern



DO NOT
combine with other elements



DO NOT
place on a complex photo or background



Event Theme Logo

The Intelligent Connectivity
brandmark is the primary
element for MWC19 Shanghai
communication materials.

**The event theme orb must
NEVER be decoupled from the
'INTELLIGENT CONNECTIVITY'
wording.**



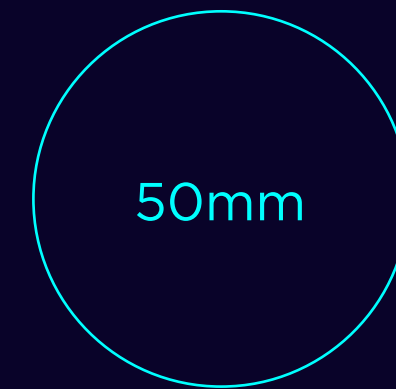
Theme Logo Smallest Scale

It is crucial that the theme brand is legible and impactful. Please follow the general guidelines here to ensure consistent brand value.

PRINT

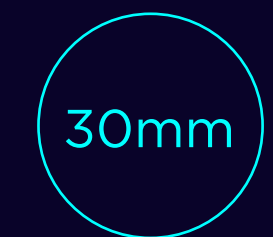
Type Behind

The minimum scale allowed for the layered theme logo is 50mm diameter for print.



Type In Front

When scaling the theme logo smaller than 50mm diameter for print please use the 'Small Scale' version of the logo supplied, where the wording appears above the holding shape.



Filename:

IntelligentConnectivity_SMALL SCALE.ai

DIGITAL

Type Behind

The minimum scale allowed on digital materials is 200px diameter.



Type In Front

When scaling the theme logo smaller than 512px diameter for digital materials please use the 'Small Scale' version of the logo supplied, where the wording appears above the holding shape.



Filename:

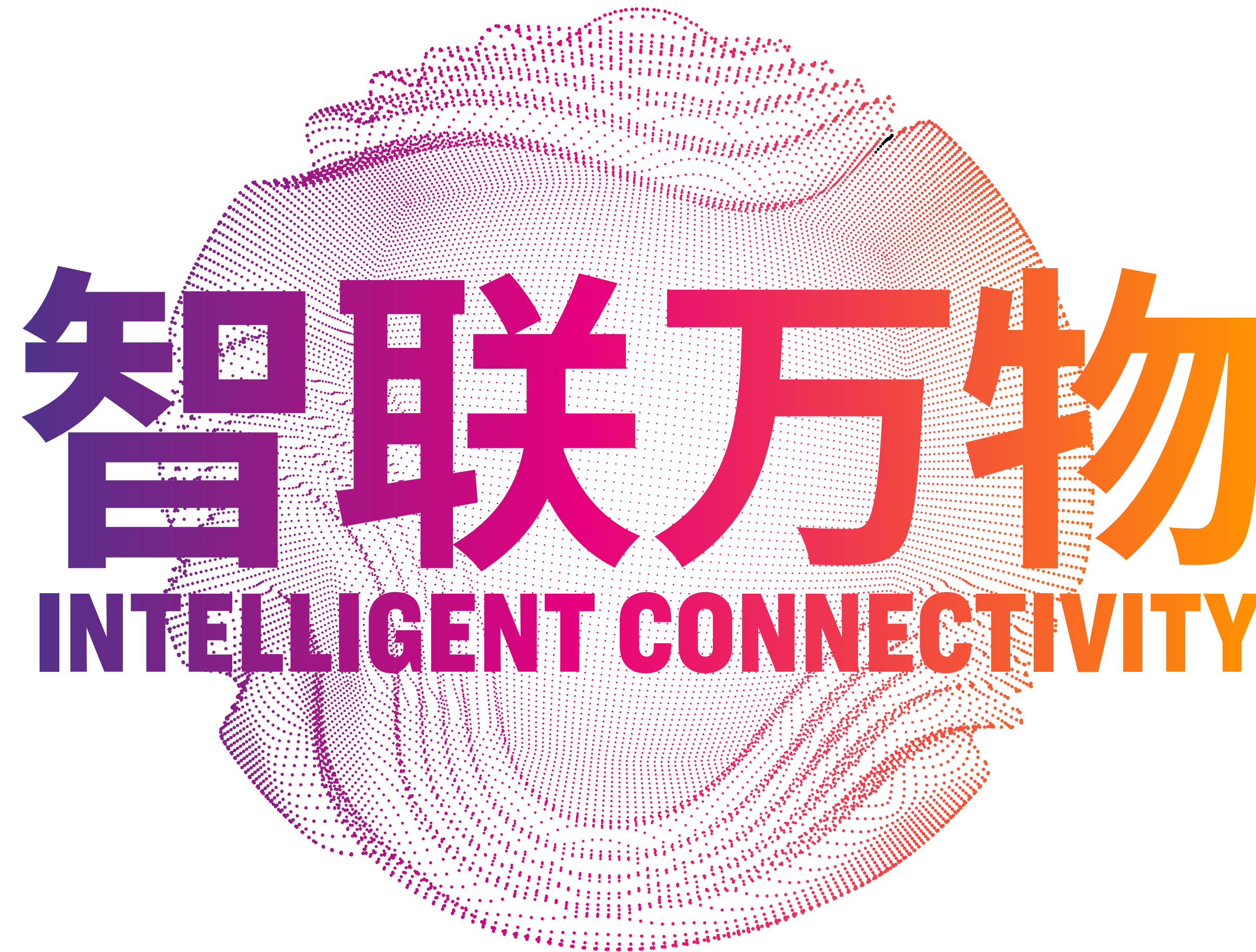
IntelligentConnectivity_SMALL SCALE.ai

Reverse Theme Logo

This secondary version of the theme logo should only be used for white page materials.

Or when a single colour logo is required.

Please note this art file is extremely complex and may slow down your computer during use.



Event Theme Title

The plain wordmark can be used when needed on smaller materials where full branding is not required.

智联万物
INTELLIGENT CONNECTIVITY

智联万物
INTELLIGENT CONNECTIVITY

Event Theme Title - Vertical

The plain wordmark can be used when needed on smaller materials where full branding is not required.

智
联
万
物

INTELLIGENT
CONNECTIVITY
#MWC19

智
联
万
物

INTELLIGENT
CONNECTIVITY
#MWC19

智
联
万
物

INTELLIGENT
CONNECTIVITY
#MWC19

智
联
万
物

INTELLIGENT
CONNECTIVITY
#MWC19

Theme Logo Cropping Guide

For horizontal banners or signage applications the theme logo may be cropped to add emphasis on the title wording.

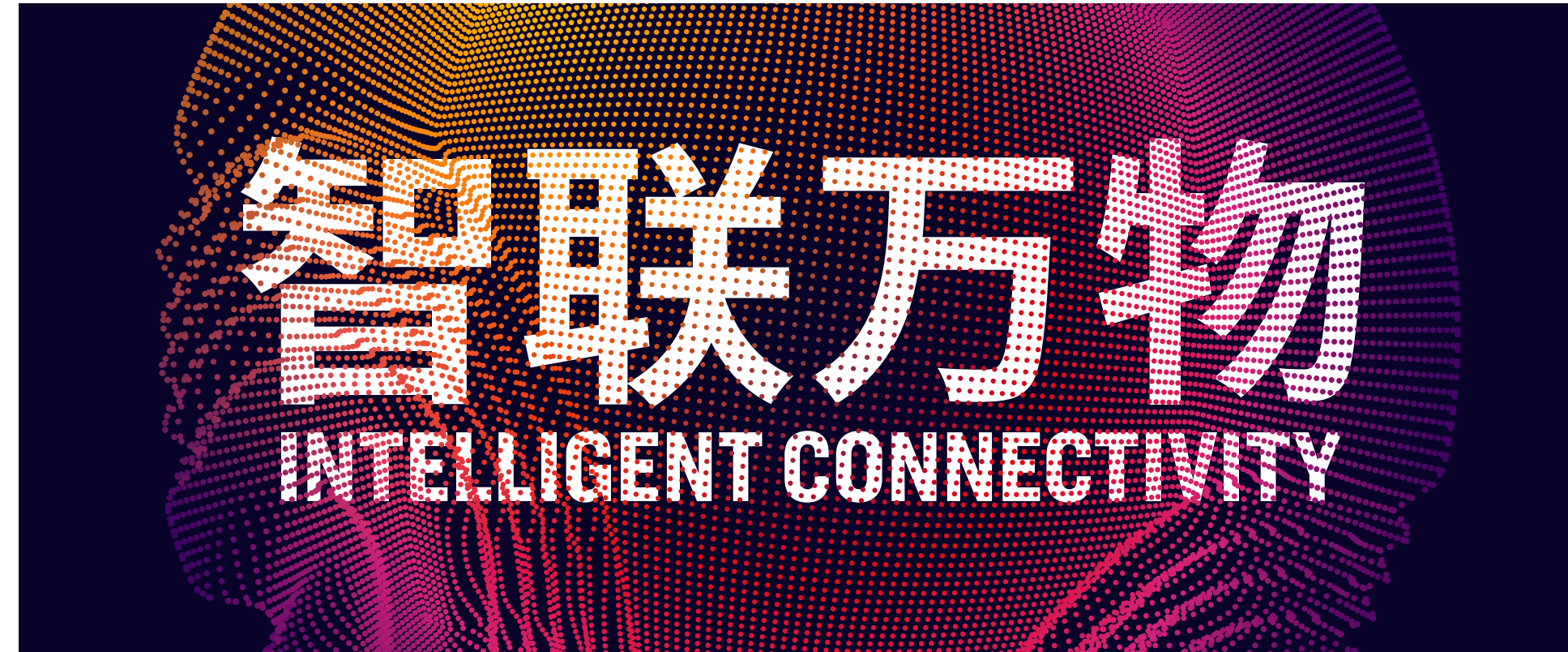
Do not crop the lettering 'Intelligent Connectivity'. Some basic examples shown here.

Type area: The edge of the banner should be no less than 10 pixels from the type.

300 x 600



720 x 300



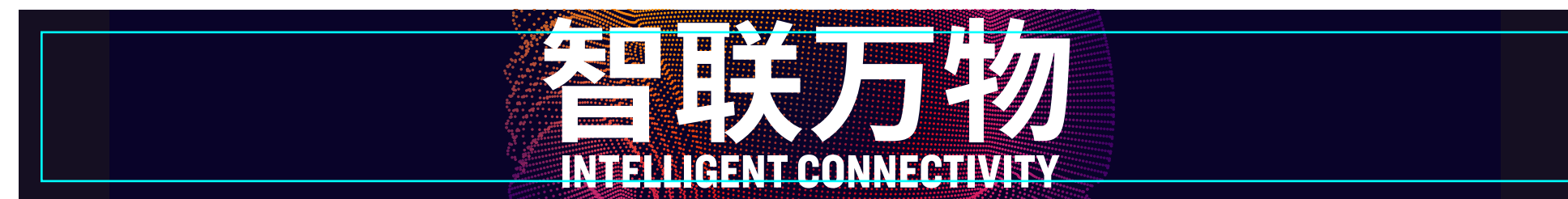
300 x 100



468 x 60



728 x 90



Type Area: 10 pixels

Design Elements

Colour Palette

The 2019 theme colour palette works on both dark and light backgrounds.

DARK NAVY

CMYK C100 M85 Y0 K85

RGB R9 G3 B41

HEX #090329

SPOT PANTONE® 2768 C

SMART ORANGE

CMYK C0 M52 Y100 K0

RGB R255 G150 B0

HEX #FF9600

SPOT PANTONE® 137 C

SMART RED

CMYK C0 M100 Y100 K0

RGB R255 G0 B0

HEX #FF0000

SPOT PANTONE® 185 C

SMART PURPLE

CMYK C85 M92 Y0 K0

RGB R79 G50 B138

HEX #4F328A

SPOT PANTONE® 267 C

SMART MAGENTA

CMYK C0 M100 Y0 K0

RGB R230 G0 B126

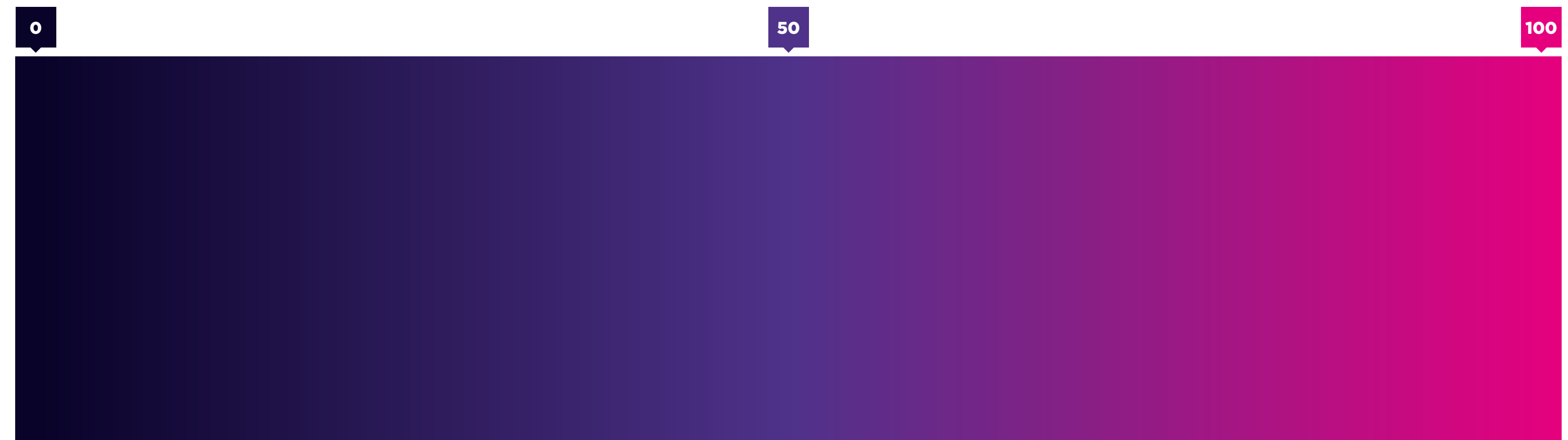
HEX #E6007E

SPOT PANTONE®
Hexachrome Magenta C

Linear Gradients

For materials that require a basic gradient to hold information such as directional text, hashtags or digital banners.

Colour stops and location markers



Layered Gradients

The layered gradient can be used on various applications. The materials folder includes multiple formats for ease of use.

When rescaling these gradients HOLD DOWN SHIFT. This is to maintain the aspect ratio and avoid gradient distortion.

This is created using a layered gradient fills in Illustrator using the Appearance panel. Learn more by watching [this tutorial](#).

Screen 16:9



Square



Letterbox



Layered Gradients

The layered gradient can be used on various applications. The materials folder includes multiple formats for ease of use.

When rescaling these gradients HOLD DOWN SHIFT. This is to maintain the aspect ratio and avoid gradient distortion.

This is created using a layered gradient fills in Illustrator using the Appearance panel. Learn more by watching [this tutorial](#).

Poster



Pull Up



Pull Up



Official Event Name

MWC Shanghai 2019

Official name of the event, to be used as the first mention in all written or digital communications. Always include the year at the end of the name with the first reference in collateral or communications that are specific to the annual event.

Correct: MWC Shanghai 2019 is the industry event of the year.

Incorrect: Mobile World Congress 2019 Shanghai is the industry event of the year.

Incorrect: The 2019 MWC Shanghai is the industry event of the year.

After the first mention, use 'MWC' paired with the two-digit year of the event: 'MWC19, MWC20, etc.' This can be paired with the city name where appropriate for space and context: 'MWC19 Shanghai.' For written copy on the event website only, use 'MWC 19' (with a space between the abbreviation and the year).

Correct: MWC19 is where the mobile industry connects.

Correct: MWC19 Shanghai is where the mobile industry connects.

Incorrect: The Shanghai MWC19 is where the mobile industry connects.

When referring to the event in general, without a reference to the year or annual theme, use 'MWC Shanghai' as the first mention, and after, simply 'MWC.'

Correct: MWC Shanghai is presented annually by the GSMA.

While this event has an international audience, the majority of our attendees speak Mandarin as their first language.

All communications are presented in both Mandarin and English, and are written in clear, simple language, utilising common international symbols when possible to improve understanding.

Though the Conference programme is presented in English, all communications should **lead with Chinese on all signage at all venues**. When text is stacked, put Chinese above English. When languages are presented side by side, put Chinese on left and English on right.

For all other MWC Shanghai venues, we lead with Chinese characters, followed by English text.

When writing in English, do not write in all capital letters; always use a mixture of upper and lowercase (Title Case). When writing session titles or programme titles always capitalise the first letter of all important words.

Typography

Gotham is used in various weights across deliverables. From Gotham Black for powerful headers down to Gotham Light for body copy.

↓ [Click here to purchase the Gotham font family](#)

This is paired with **Forza**, lending extra versatility and a good dose of technology.

↓ [Click here to purchase the Forza font family](#)

Headings

Gotham Black

Sub-Headings

Forza Thin

Body Copy: Gotham

At porrum es dolorion consequatem aciliqu ianduciet, tem quia pa dipiducias sim il ma net hillend esciundaest quam sintur aut quiatem aturerrum nonsedi aturis solesenient fugitas cum dus nos qui offic test, et et unte et audiandit, vidus quat.

Udi sequasp iscium conet iunt ad quaepra mposam consequo omnimi, con et que lab inimin cullis quid ut esequi aut abore, sit, sumquide conse veribus velestrum fugias rerfere ndantotatus dolupiet et mini blacerit, odita ped qui acepe que sitiore nus aliatis et mint quissus si re niamet evenessequi ium et di incipsa menitis enimaio reproviderum quaspniam si dolo te perum erro cumquist artis nulliqui cuscil iunt dolupis consecto et molor aut rem delisi doluptur?

Light AaBbCcDdEeFfGgHh

Book AaBbCcDdEeFfGgHh

Medium **AaBbCcDdEeFfGgHh**

Bold AaBbCcDdEeFfGgHh

Black AaBbCcDdEeFfGgHh

Chinese Typography

Source Han Sans is the GSMA Chinese font for use when creating Chinese language materials. Various weights across deliverables. Use Source Han Sans Bold for headers and Source Han Sans Light for body copy.

↓ [Click here to download the Source Han Sans font family](#)

Headings
Source Han Sans Bold

沉浸式内容
沉浸式内容

Sub-Headings
Source Han Sans Light

Language Pairing

Source Han Sans Bold

颠覆性创新
Disruptive Innovation

Gotham (English)

Body Copy: Source Han Sans Light

GSMA 代表全球移动运营商的共同权益。GSMA 在更广泛的全球移动生态系统中连结着 750 多家移动运营商, 超过 350 家企业, 其中包括手机与终端制造商、软件公司、设备供应商、互联网企业、以及相关行业组织。GSMA 每年在巴塞罗那, 洛杉矶和上海举办业界领先的 MWC 大会, 以及 Mobile 360 系列区域会议。更多有关 GSMA 信息, 请阅览 www.gsma.com/, 或关注 Twitter: @GSMA 和微信公众号: GSMA_MWCS

Vertical Alignment

颠覆性创新

Disruptive Innovation

Digital Typography

Gotham and **Forza** can be used for headers paired with **Roboto** for body copy.

↓ [Click here to download the Roboto font family](#)

Headings

Gotham Black

Sub-Headings

Forza Thin

Body Copy

Roboto

Nam, vel iniminvelic to delectaturi omnibus sumque moluptasinum asimolumqui consequam faccum quis eum qui venis aute se perovid que ma poressi cum il ipsam nobiti cum, que quatem orrorib eriberf erspel mollore essum eum nectatust volupta tasitat verorei ctotasitati doloratatem rectur mi, num faccus.

Commoll autempe ligendust, que eles eate venda quiberumqui tendicil ma sanihil ligenimi, que dolescit, voloremnatem ut que non nos dolupturi odio. Ro mint.

Sample



Speaker Name

Position Held

Foundation or Company

Hashtag

Typeset in Gotham Black, our event hashtag **#MWC19** directs attendees to our social media feeds for a deeper interaction with the brand.

Always use clearly on communication materials.

Please note that all MWC 2019 events (Barcelona, Shanghai, Los Angeles) share the same hashtag: #MWC19

#MWC19

#MWC19

#MWC19

#MWC19

Hashtag

Typeset in Gotham Black our event hashtag **#MWC19** directs attendees to our social media feeds for a deeper interaction with the brand.

Always use clearly on communication materials.

Please note that all MWC 2019 events (Barcelona, Shanghai, Los Angeles) share the same hashtag: #MWC19

#MWC19

#MWC19

#MWC19

#MWC19

Layered Hashtag

For materials that require full brand impact.

ONLY Smart Orange Hashtag can be used in this lock up.



MWC 智联万物
INTELLIGENT CONNECTIVITY 19

Connected Shimmer Pattern

For use when extra tech
impact is required.

Connected Shimmer Pattern

For use when extra tech
impact is required.

Shimmer Pattern Usage

Primary use is to enhance focus on images and add an extra level of interest.



Connection Pattern

When placed over dark backgrounds, the connection pattern is set to Overlay at 40% transparency.

Connection Pattern

Repeatable pattern for use
on various elements.

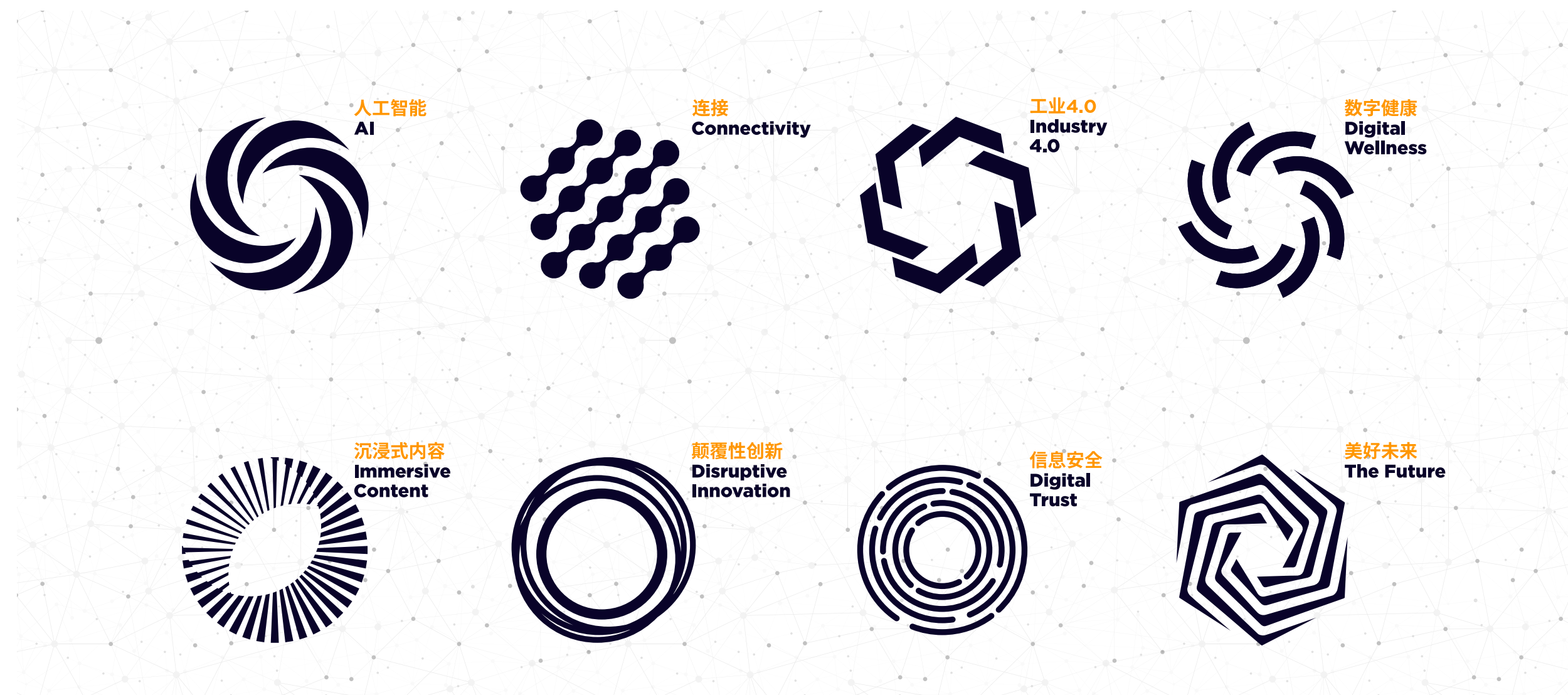
Icons

Each year we provide a set of standardised icons and arrows to be used across all media. This includes icons for the venue, as well as services, amenities, transport, and the event themes.

These can be placed on both light and dark backgrounds.

Please make sure you are using only the supplied icons on your materials. Contact Event Marketing should you need others created.

Theme Icons



Icons

Each year we provide a set of standardised icons and arrows to be used across all media. This includes icons for the venue, as well as services, amenities, transport, and the event themes.

These can be placed on both light and dark backgrounds.

Please make sure you are using only the supplied icons on your materials. Contact Event Marketing should you need others created.

Hall Icons



Venue Icons



Icons

Each year we provide a set of standardised icons and arrows to be used across all media. This includes icons for the venue, as well as services, amenities, transport, and the event themes.

These can be placed on both light and dark backgrounds.

Please make sure you are using only the supplied icons on your materials. Contact Event Marketing should you need others created.



机场
Airport



出租车
Taxi



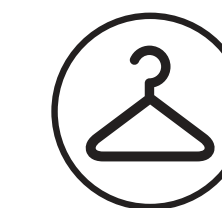
免费穿梭巴士上落客点
Shuttle Bus Pick-up & Drop-off



停车场
Parking



花木路站, 地铁7号线
Hua Mu Road Station, Metro Line 7



衣帽间
Cloakroom



洗手间
Toilets



餐厅
Restaurant



咖啡吧
Café



自动扶梯
Escalator



电梯
Lift



无障碍通道
Disabled Access



祈祷室
Prayer Room

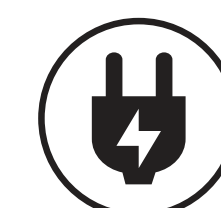
NEW



免费无线宽带
Wi-Fi Hotspot



急救室
First Aid



充电站
Charging Station



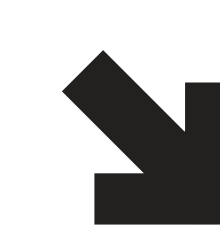
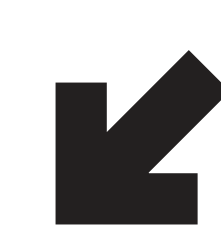
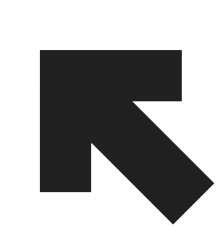
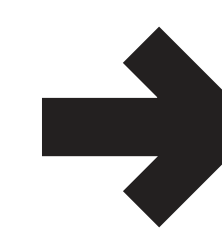
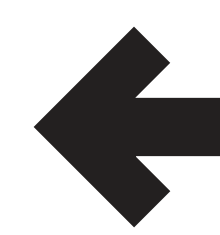
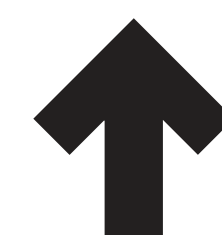
电子指示牌
Digital Signage



禁止吸烟
No Smoking



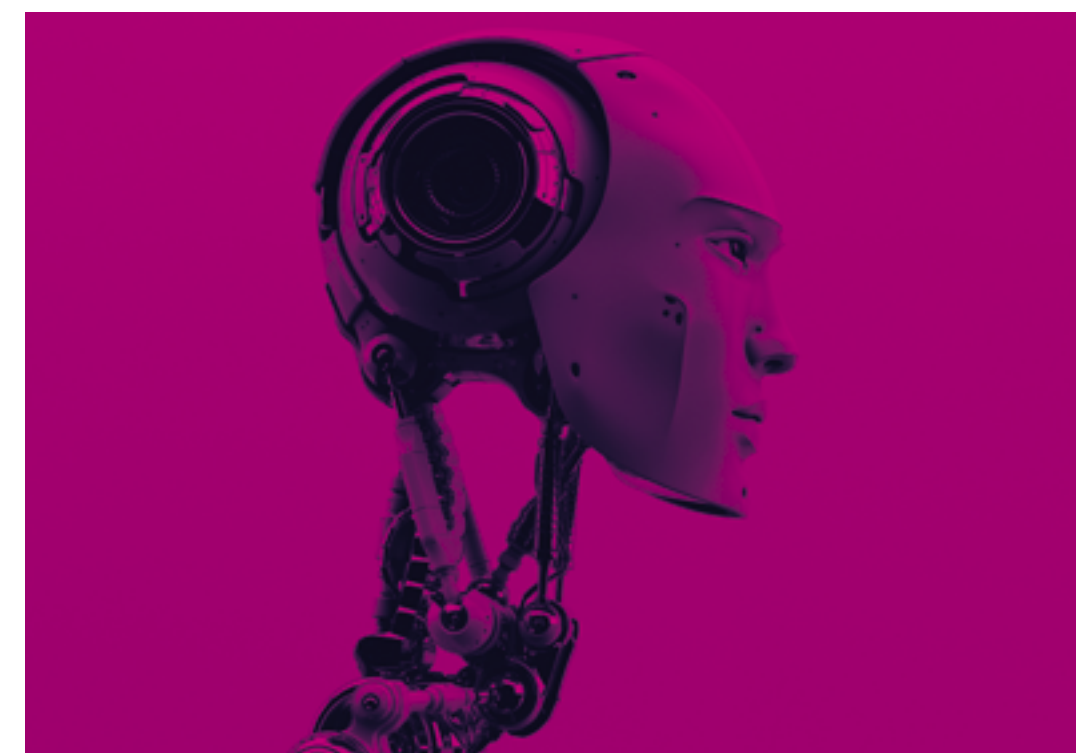
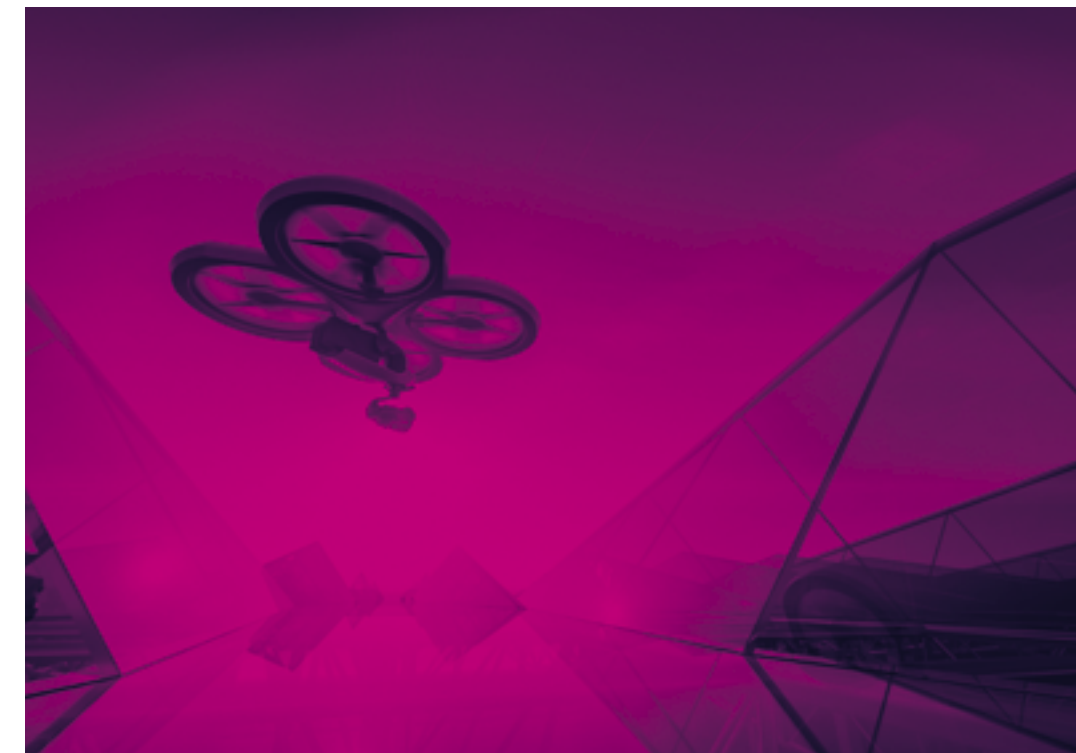
问询台
Information Point



Photography

This year we are including a set of approved photography that will be included in pre-determined templates and uses.

Photos can be tinted with any colour wash from the event palette.



When designing onsite signage, please keep these notes in mind:

Consistency across the venue is key to a successful event signage plan. Due to the number of vendors and agencies creating materials for this event, we have provided common Signage Templates, Service Icons and Arrows to ensure all parties' materials are consistent across the venue.

Signage designs should take into account the distance from which they will be viewed and size text appropriately. Rather than reduce text size to include more detail, information can be split into multiple signs if necessary.

Ensure that signage be written in clear, simple language.

When designing onsite signage, start with last year's design and update with the 2019 elements. This will reduce the amount of revisions and streamline the approvals process.

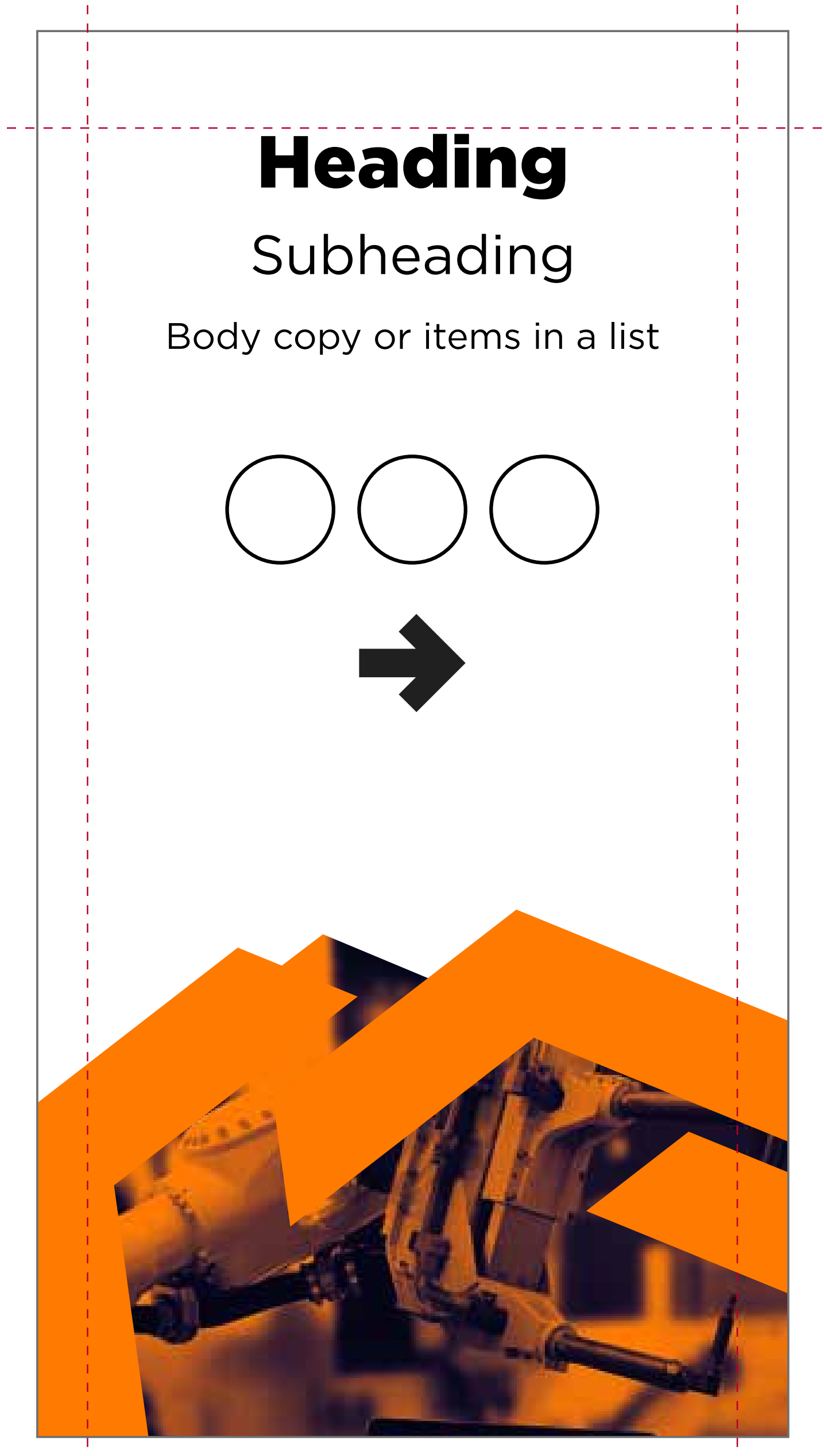
Working with Text and Iconography on Signage

The below table details the font styles used on our signage, including font family and relative size. The diagram on the right details the hierarchy of these styles, as well as placement of service icons and arrows.

The dotted red lines on the sides indicate margins, or clear space, for text on a given sign. An appropriate amount of clear space makes content easier to read.

**Please note, not all signage must be center justified, this is simply an example showing hierarchy and placement of the content.*

Heading	Gotham Black Source Han Sans SC Bold	200%
Subheading	Gotham Book Source Han Sans SC Regular	150%
Body copy	Gotham Book Source Han Sans SC Regular	100%



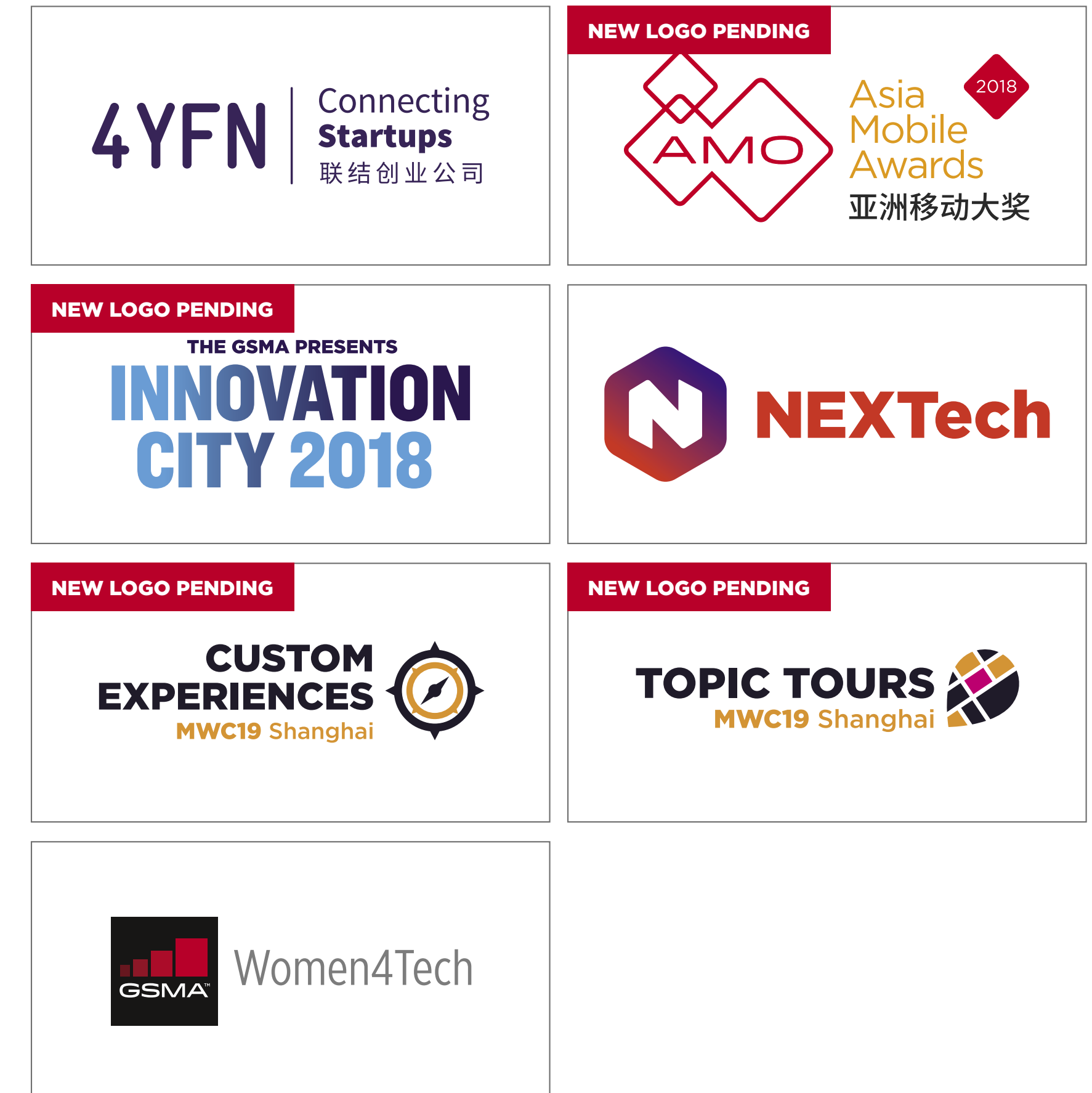
Signage Guidelines

Working with Secondary Event Brands

MWC Shanghai has a number of secondary brands at the event, including GSMA Innovation City, 4YFN, NEXTech, AMO Awards, and Topic Tours.

Within their areas, lead with the secondary brand's look and feel on all signage.

Outside of those areas, you must lead with the MWC Shanghai event brand. On event pieces such as directional signage and venue maps, use the logos of the secondary brands instead of their names in text.



Working with Sponsor and Partner Logos

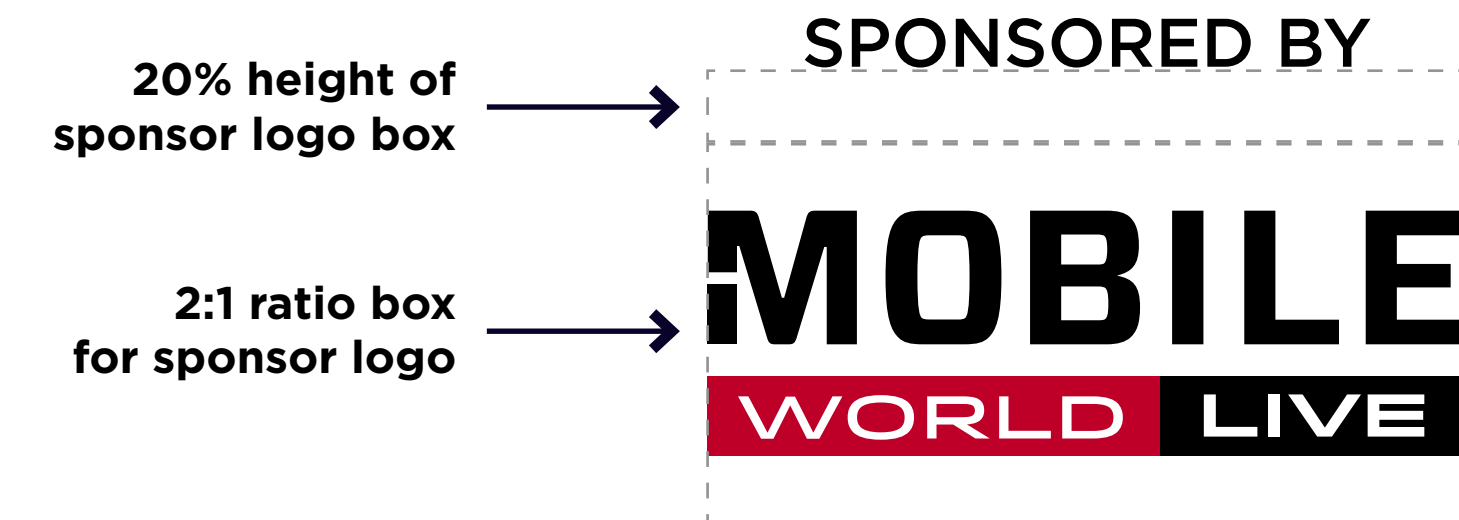
We use a templated layout for including event sponsors across all event marketing efforts.

Each sponsor logo must fit within a 2:1 ratio box. The width of this 'box' should be **no larger than 50% the width of the event logo** that's shown on the same piece. It is important that the event logo be the largest logo on a piece.

Please Note: Different levels of sponsorship may require some sponsor logos being larger than others, please work with your Event Marketing contact to verify sizing 'tiers'

Sponsorship labels should be centered above the sponsor logo (or group of logos), using the font **Gotham Medium in all caps**. The distance between the label and the sponsor logo should be equal to 20% the height of the logo 'box'.

Please take into account viewing distance and ensure the text size of the label is large enough to be easily readable.



Approval Process

Final artwork sign-off must be sought from Event Marketing prior to production. However, approval to proceed with production lies with the project manager, NOT Event Marketing.

When providing renderings of visuals for approval, **please provide measurements as well as any notes** about angled set pieces, obtrusions or oddities of the particular room that we should take into consideration. Including a floor plan or diagram is also highly recommended.

In addition to renderings, **Event Marketing must be given straight-on, flat images of each graphic** to be printed. We will not approve designs from renders only.

When producing materials, **a colour test print is strongly suggested** to ensure that the GSMA and MWC19 Shanghai colours are represented correctly.

Download Links and Files

Each year we provide a variety of graphics packages to be used in print and digital designs. Download any or all of these packages by clicking the buttons on the right.

Please take the time to review the signage application overview document for easy reference of the various templates.

Download Package #1: Logos and Design Elements

↓ FTP

↓ Dropbox

Package Contents (~1.5GB):

- Event Logos
- Event Theme
- Colour Palette
- Gradients
- Hashtags
- Icons
- Patterns
- Photography
- PPT and Word Templates

Download Package #2: Signage Templates & Overview

↓ FTP

↓ Dropbox

Package Contents (~6.5GB):

- Primary Brand Applications
- Horizontal Signage
- Vertical Signage
- Looping Graphics
- Repeatable Graphics
- Freestanding Signage

Graphics Disclaimer: Some high-resolution files can be opened only with certain professional design programs, such as Adobe Illustrator. Trying to open an EPS or AI file without the proper software can corrupt the file. It is best to save the file on your hard drive, and then forward it to your printer or design professional without opening it.

Due to photography and artwork complexity, this year's files are extremely large in size and may slow down your machine during use. Low-resolution PDF and JPEG files have been included for quick reference, but please **only use the high-resolution AI files for production.**

Files have been saved down to be Adobe CS5 compatible.