



Exhibition Brand Book of Ukraine

Guidelines



The Exhibition Brand Book of Ukraine is developed by the Export Promotion Office with the support of the European Bank for Reconstruction and Development under the EU4Business initiative of the European Union.

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This manual is designed to provide a better understanding of the corporate visual style of Ukraine for all export exhibition activities.

Main objectives of this manual

- to consolidate all aspects which are visually related to Ukraine, create its unified image
- to provide comprehensive standards and recommendations applicable to design and promotion of Ukraine

The corporate style is based on using a specific and unique information code: space ergonomics, logo, emblem, colour system, font set, construction module, etc.

All provisions in this manual shall be strictly followed.

This manual is the most important document for everyone who uses this visual identity.

In all cases when there is a need to use a certain element, this shall be performed only in accordance with the requirements of this document.

National Stand

1. Layout
2. Developed view
3. Materials
4. Furniture
5. Perspective view
6. Branding application rules



Description

The National Stand is the carrier of the country signature which reflects the national identity and achievements of the country in top industries. The area of the National Stand shall be at least 100 m². Orientation in the pavilion is predominantly island-shaped. Peninsular-shaped arrangement is allowed. Circular or row arrangement is not allowed.

Mandatory areas to be included in the National Stand:

Information area

- located at the intersection of main visitor flows
- faces the main entrance to the exhibition
- includes an information desk for communication with a hostess and an information desk with an interactive medium (touch panel) for individual navigation and presentation

Negotiation area of the stand includes 3 variants

- an open negotiation area: tables and chairs
- a closed negotiation area: a table for 6 or more persons with armchairs, a screen, and a catering set. The area can be transformed for holding conferences for 20 and more persons with a theatre seating arrangement
- VIP negotiation area: a sofa set with a coffee table

Technical area

- a storage with racks
- a mini kitchen
- a mini wardrobe

Photozones

- for visitors: contains an original background which reflects the newsbreak in the country's life
- official: contains a background with the logos of the country, partners, and events

Product demonstration area

- interactive presentation of industries and achievements using interactive screens, 3D holograms, and various IT solutions

Presentation area

- a stage with a screen and an audio equipment set for presentations and special events at the stand

1.1 Plan

1st floor



1.2 Plan

2nd floor



1. Reception
2. Utility space
3. Kitchen
4. VIP zone
5. Conference hall
6. Bar
7. Stage
8. Photozone No. 1
9. Photozone No. 2
10. Interactive Map of Ukraine zone
11. 3D zone
12. Interactive screen

1.3 Plan

Dimensions. The first floor



1.4 Plan

Dimensions. The second floor



1.5 Plan

Height dimensions



1.6 Plan

Height dimensions



2.1 Developed view

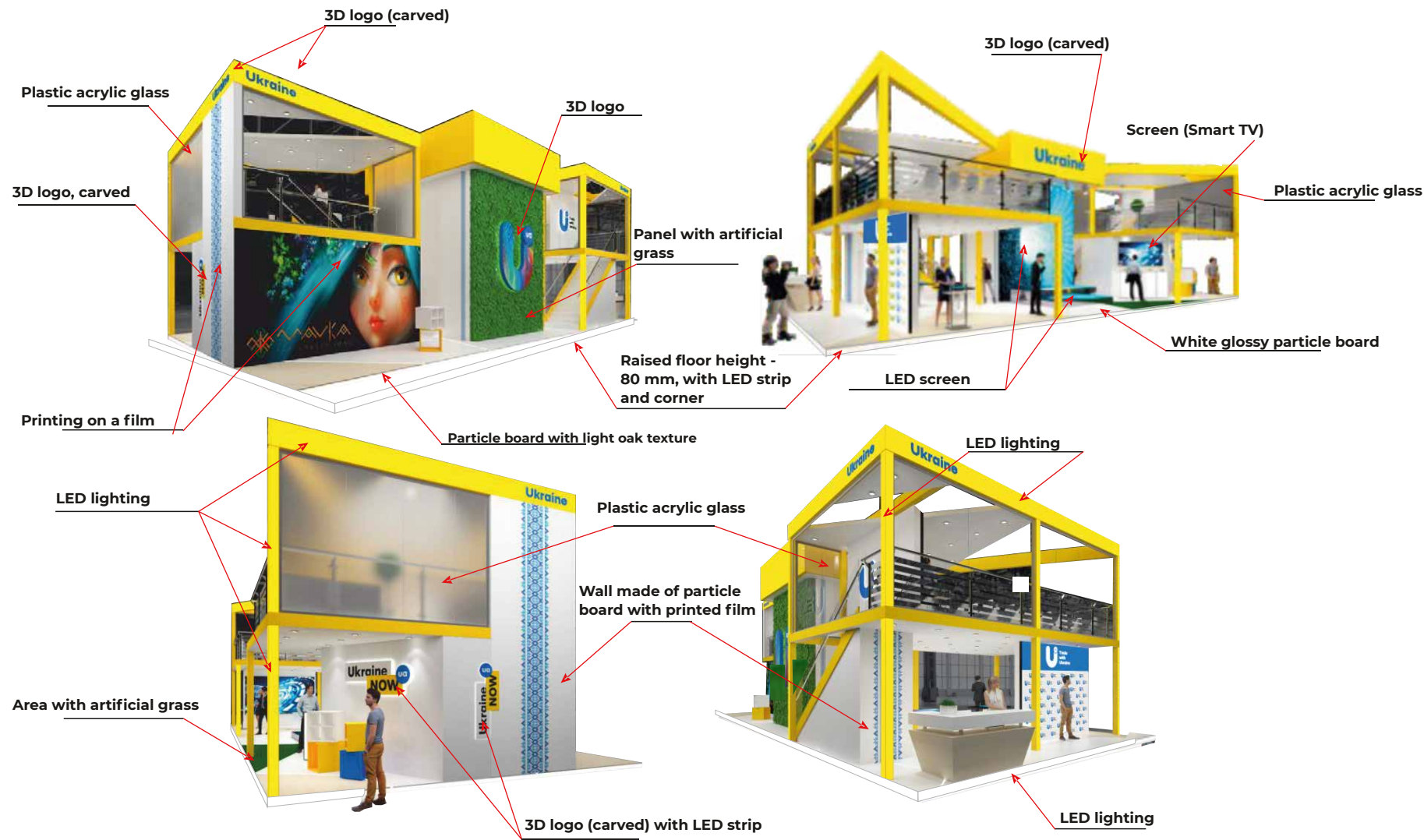


2.2 Developed view

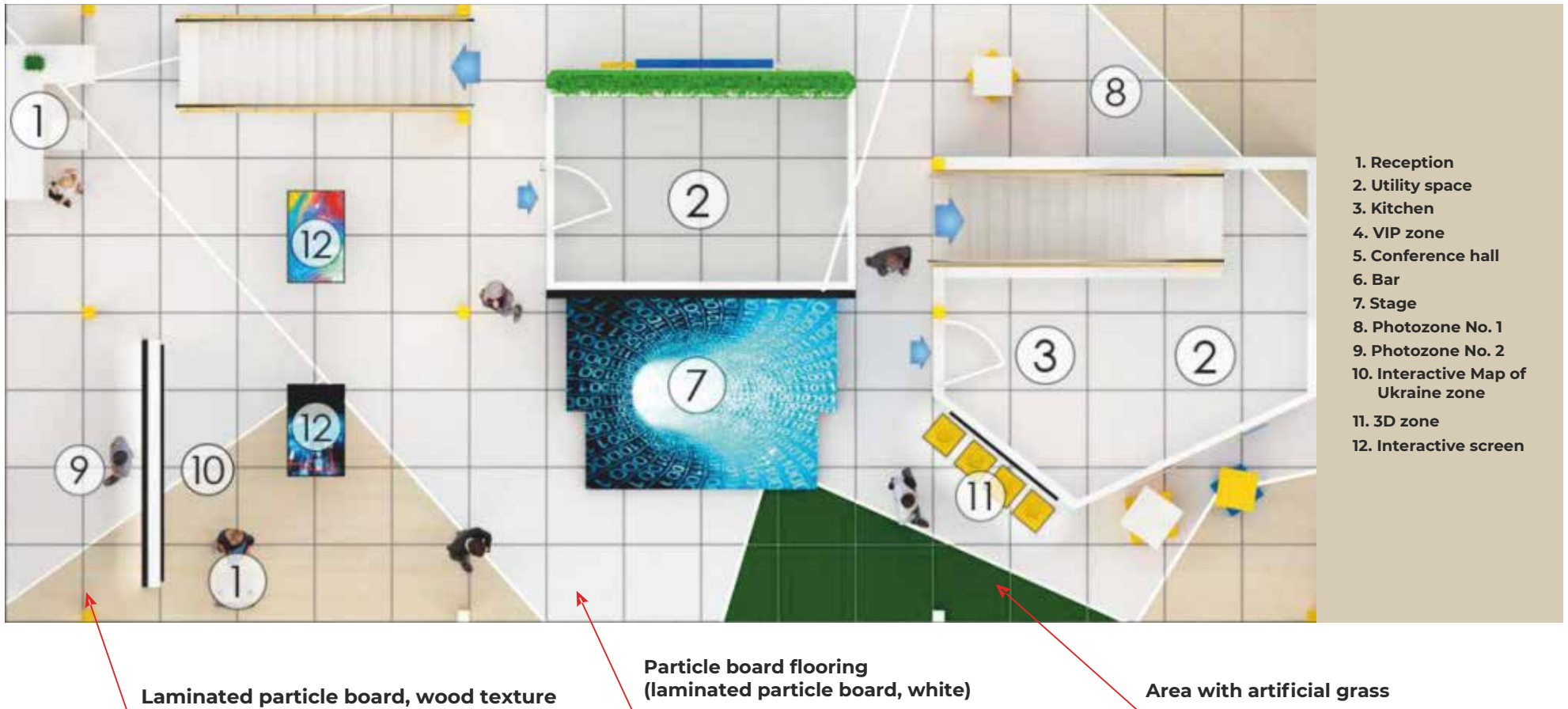


3.1 Materials

General view



3.2 Materials



3.3 Матеріали

2nd floor
LED screen, 3000 x 2000 mm
(Smart TV)



3D logo (carved)
(or screen)
with LED strip



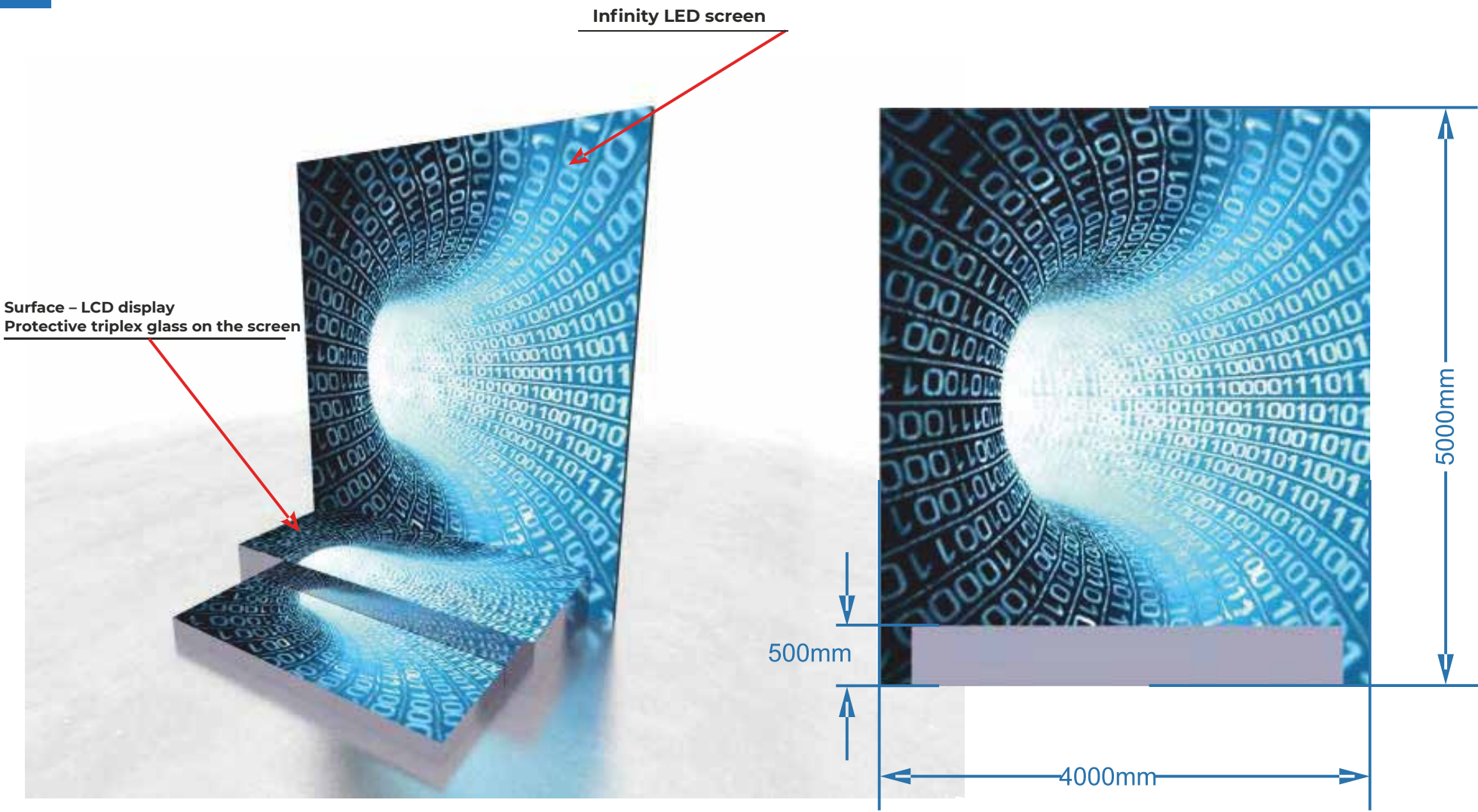
Background: artificial grass, green
or white laminated particle board

Interactive Map of Ukraine screen
46", 3 x 3; length 3066 x 1728; aspect ratio 16:9
Screen weight 270 kg

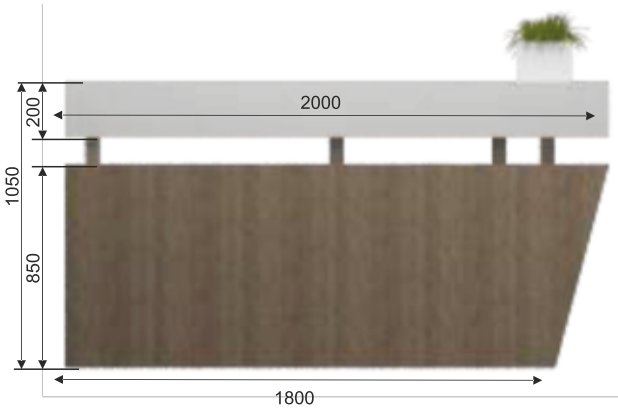


3.4 Materials

Podium



4.Furniture



information desk
material: white glossy particle board with
light oak texture (Swisspan 0476)

information desk - mini
stainless steel pipe,
glass, textured particle board, logo, and LED

large - 750x750x750 mm

mini - 500x500x500mm



1 pc.



exhibits
(laminated particle board)

mini - 500x500x500mm



1 pc.



information desk
3 pcs.



light box made of 3D glass -
400x400x1100 mm
4 pcs.



interactive table
table size 120x70 cm
4K screen - 52"
3 pcs.

5.1 Perspective view



5.2 Perspective view



5.3 Perspective view



5.4 Perspective view



5.5 Perspective view



5.6 Perspective view

Official photozone



5.7 Perspective view



5.8 Perspective view



5.9 Perspective view



5.10 Perspective view



6.1 Branding application rules

1. Main logo

The main brand logo is a typographic combination of the country name with the main communication message NOW and the main communication icon. The main icon is the top-level national domain for Ukraine — UA

Horizontal arrangement option



Vertical arrangement option



2. Logo sign

The European Brand logo sign is a stylized letter U with a contextual icon.

The logo sign can be used both independently and with the export slogan.



3. Signature block

The main signature block of the Export Brand is the blue U logo sign with the "ua" icon and the main export slogan — Trade with Ukraine



6.2 Branding application rules

Additional requirements

- ① The upper fascia can be branded with the word “Ukraine” (blue colour, no background) and the slogan of the Export Brand — Trade with Ukraine. Important — the slogan can not be located next to the word “Ukraine”. Possible places for locating the slogan: in the corner opposite to the word “Ukraine” or on any other side of the stand.
- ② The country brand UkraineNOW can be located in the middle of the stand, but not next to the logo or the signature block of the Export Brand (U + Trade with Ukraine). It is not recommended to locate UkraineNOW at the external parts of the stand.
- ③ The Export Brand of the country can be used both as a signature block (U + Trade with Ukraine) and without the slogan, with the U logo sign only. The icon for the letter U can be selected based on the purpose of the stand.



Collective stands

1. Layout
2. Developed views
3. Materials
4. Furnitur
5. Perspective view
6. Branding application rules



Description

The collective stand is the carrier of the country's visual identity designed to unite the Ukrainian manufacturers and suppliers in various industries based on the exhibition theme. The average area of the collective stand is 30 m² and is scalable in multiples of 30 m². The orientation in the pavilion is predominantly peninsular-shaped. A circular or an island-shaped arrangement is allowed. Row arrangement is prohibited. For regional or low-budget exhibitions, a cost effective collective stand shall be used.

Mandatory areas that the collective stand shall comprise:

Participant area

- located along the passages for visitor flows
- includes an information desk with a company name and a demonstration
- depending on the quantity of products, the showcase is developed in 3 sizes (small, medium, and large)

Negotiation area

- individual for every participant
- includes a table and 4 chairs

Utility area

- a storage with racks
- a mini kitchen
- a mini wardrobe

Presentation area

- a 42-50" plasma screen with a connectivity for a flash drive with an image-building video

Recommended materials for a cost effective stand:

- an exhibition grade carpeting
- a banner
- standard furniture
- Oracal film
- a structure certified for using at exhibition sites

Big-budget stand (17x9 m)

Description

For using collective stands, several options were developed tailored to various budget and needs. A big-budget option of the collective stand is used for top national and international exhibitions.

Mandatory areas that the collective stand shall comprise:

Participant area

- located along the passages for visitor flows
- includes an information stand with a company name and a demonstration stand for products and printed material (a showcase)
- depending on the quantity of products, the showcase is developed in 3 sizes (small, medium, and large)

Information area

- located at the intersection of main visitor flows
- faces the main entrance to the exhibition
- an information desk with an interactive medium (A touch panel) for an individual navigation and presentation

Negotiation area

- of the stand includes 3 variants:
- a negotiation area for participants, individual for every participant; includes a table and 4 chairs
 - a closed negotiation area: a table for 6 or more persons with armchairs, equipped with a screen and a catering space
- The area can be transformed for holding conferences for 20 and more persons with a theatre seating arrangement
- a lounge area: a sofa set with a coffee table

Utility area

- a storage with racks
- a mini kitchen
- a mini wardrobe

Presentation area

- a 4x4 seamless screen or a 70-80" plasma panel with a connectivity for a flash drive with an image-building video
- depending on the number of participants, the general large screen can be replaced with an individual 42" screen for every participant

Recommended materials

- for a big-budget stand:
- a structure certified for using at exhibition sites as a supporting frame
 - a laminated particle board (LPB) or a polyurethane painted MDF
 - Oracal film
 - exclusive furniture
 - individual furniture with edge illumination as per the design layout
 - a flower arranging

The use of such cost effective materials as the exhibition grade carpeting, a banner, and standard furniture is **not allowed**.

1.1 Plan

2 floor

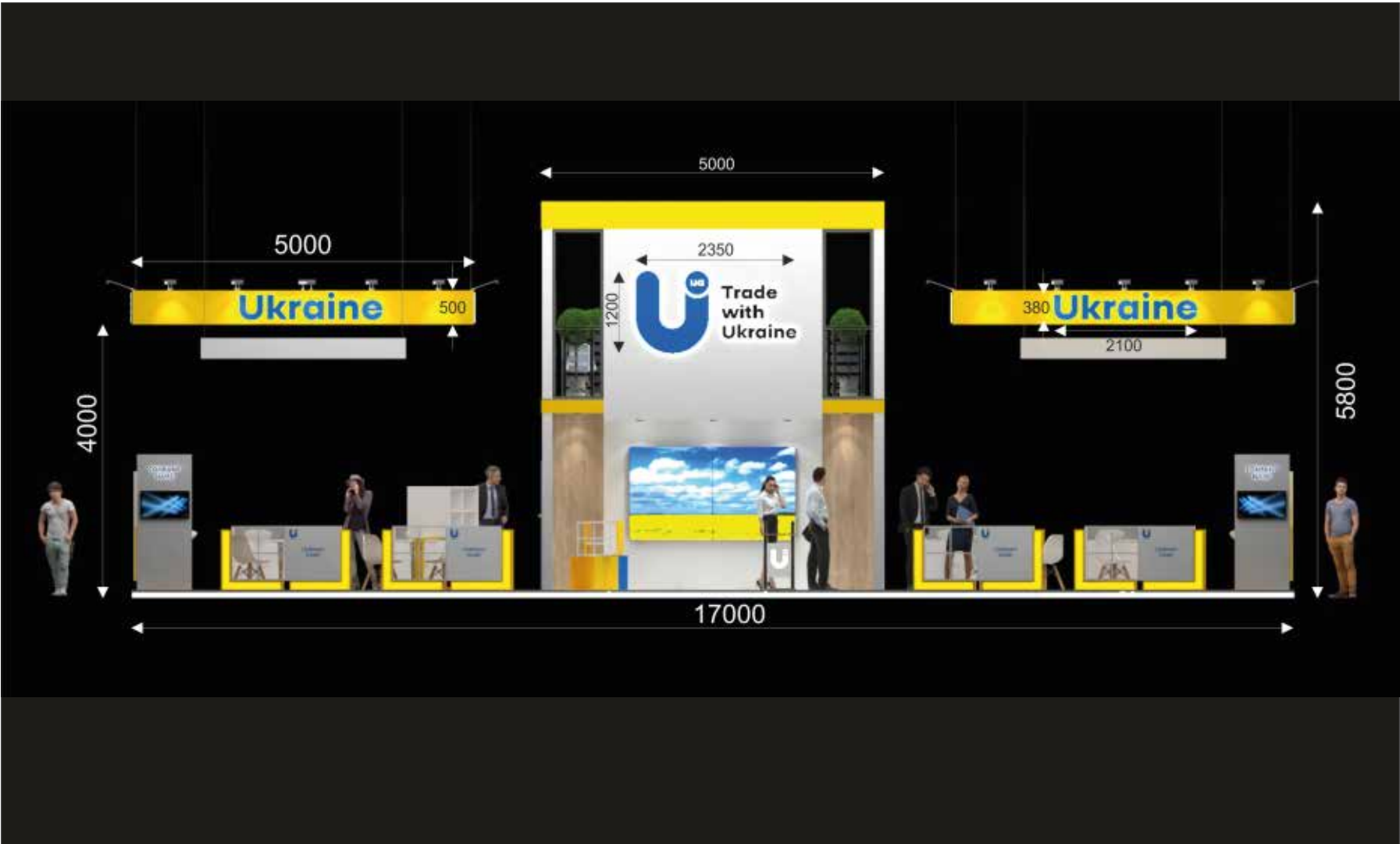


1 floor

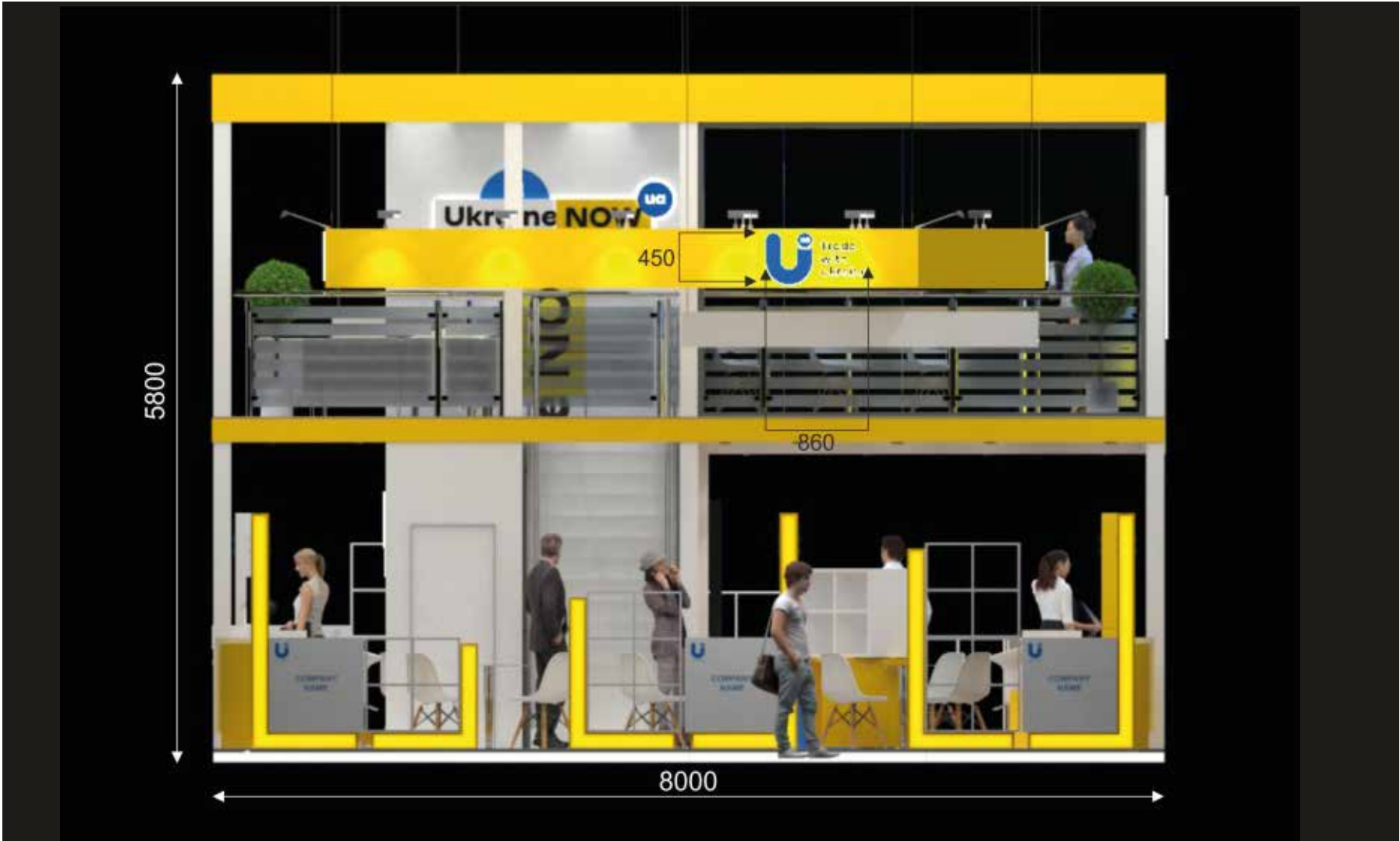


- 1. Reception**
- 2. Utility space**
- 3. Negotiation area**
- 4. Showcase**
- 5. Lounge area**
- 6. Conference hall**

1.2 Plan



1.3 Plan



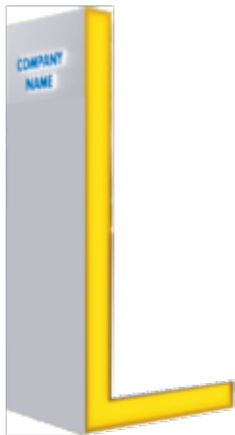
2. Developed view



3. Materials



4. Furniture



LED light structure
(laminated particle board)
2000x900 mm
6 pcs. -



Cabinet with open shelves
(laminated particle board)
1600X800 mm 2 pcs.



Reception (laminated
particle board) 800x800
mm
6 pcs.



Cabinet with open
shelves (laminated
particle board)
1350X950 mm 2 pcs.



Cabinet with open
shelves (laminated
particle board)
950X950 mm 10 pcs.



Reception (laminated
particle board) 950x950 mm
8 pcs.



Information desk
Materials: white glossy
chipboard on top and textured
chipboard - light coloured oak
(Swisspan - 0476)



500x500x500
1 pcs.



750x750x750 mm
(laminated particle
board)



500x500x500 mm
1 pc. exhibits

5.1 Perspective view



5.2 Perspective view



5.3 Perspective view



5.4 Perspective view



5.5 Perspective view



5.6 Perspective view



6.1 Branding application rules

1. Main logo

The main brand logo is a typographic combination of the country name with the main communication message NOW and the main communication icon. The main icon is the top-level national domain for Ukraine — UA

Horizontal arrangement option



Vertical arrangement option



2. Logo sign

The European Brand logo sign is a stylized letter U with a contextual icon.

The logo sign can be used both independently and with the export slogan.



3. Signature block

The main signature block of the Export Brand is the blue U logo sign with the "ua" icon and the main export slogan — Trade with Ukraine



6.2 Branding application rules

Additional requirements

- ① The upper fascia can be branded with the word “Ukraine” (blue colour, no background) and the slogan of the Export Brand — Trade with Ukraine. Important — the slogan can not be located next to the word “Ukraine”. Possible places for locating the slogan: in the corner opposite to the word “Ukraine” or on any other side of the stand.
- ② The country brand UkraineNOW can be located in the middle of the stand, but not next to the logo or the signature block of the Export Brand (U + Trade with Ukraine). It is not recommended to locate UkraineNOW at the external parts of the stand.
- ③ The Export Brand of the country can be used both as a signature block (U + Trade with Ukraine) and without the slogan, with the U logo sign only. The icon for the letter U can be selected based on the purpose of the stand.



Medium-budget stand (9x5 m)

Description

For using collective stands, several options were developed tailored to various budget and needs. The medium-budget option of the collective stand is designed to be used at Ukraine-wide or international exhibitions.

Mandatory areas that the medium-budget collective stand shall comprise:

Participant area

- located along the passages for visitor flows
- includes an information stand with a company name and a demonstration stand for products and printed material (a showcase)
- depending on the quantity of products, the showcase is developed in 3 sizes (small, medium, and large)

Negotiation area

- of the stand includes 3 variants:
- individual for every participant
 - includes a table and 4 chairs

General lounge area

- includes sofas and a coffee table

Utility area

- a storage with racks
- a mini kitchen
- a mini wardrobe

Presentation area

- a 4x4 seamless screen or a 70-80" plasma panel with a connectivity for a flash drive with an image-building video
- depending on the number of participants, the general large screen can be replaced with an individual 42" screen for every participant

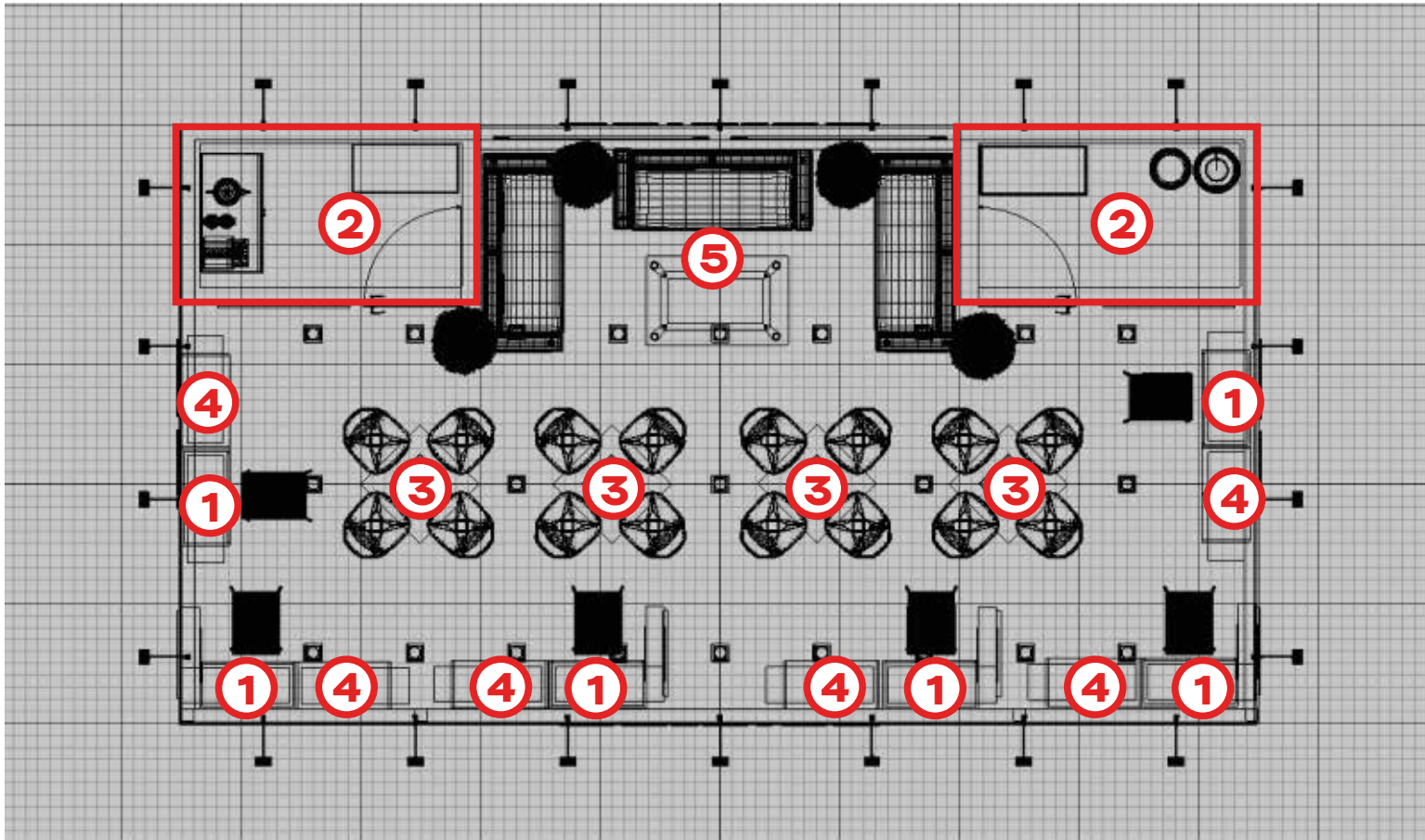
Recommended materials

for a medium-budget stand:

- a structure certified for using at exhibition sites as a supporting frame
- a laminated particle board (LPB) or a polyurethane painted MDF
- Oracal film
- exclusive furniture
- individual furniture with edge illumination as per the design layout
- a flower arranging

The use of such cost effective materials as the exhibition grade carpeting, a banner, and standard furniture is **not allowed**.

1. Plan

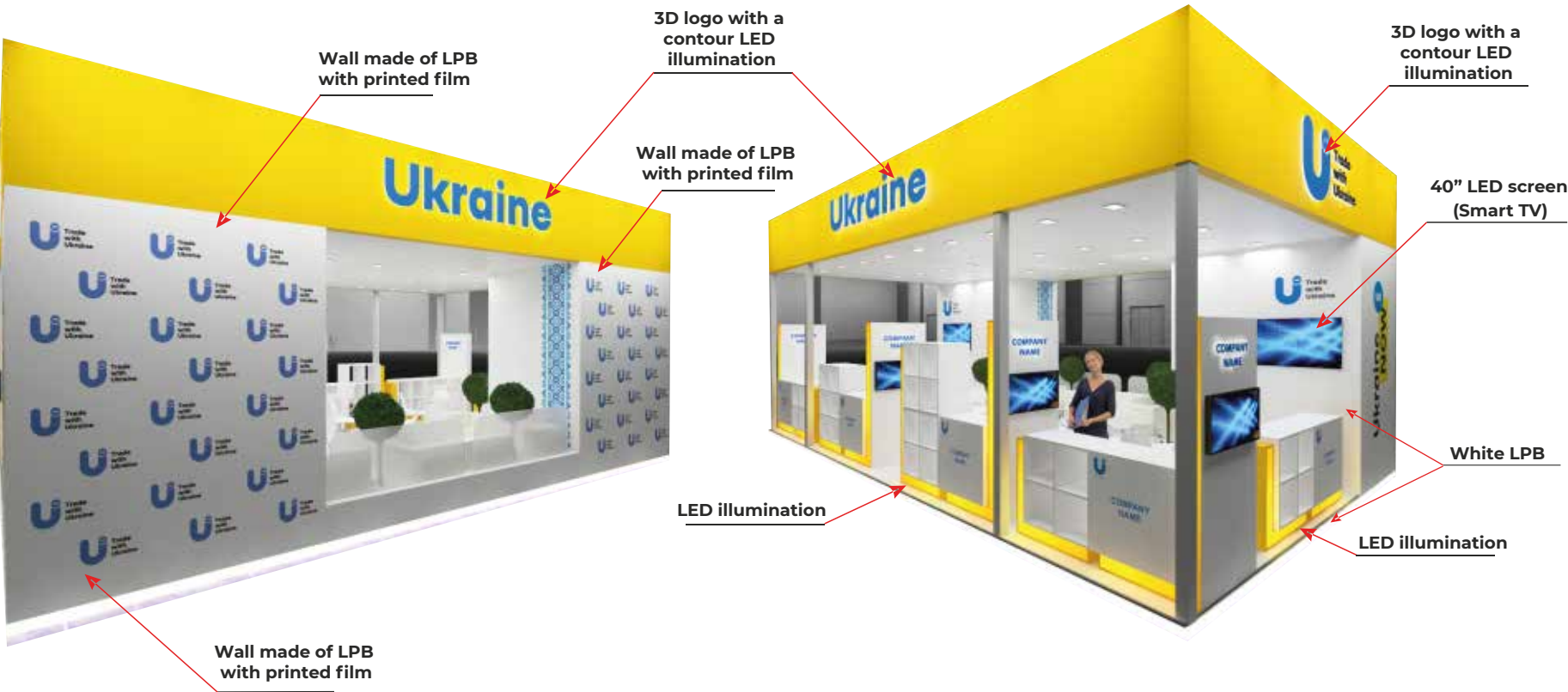


- 1. Reception
- 2. Utility space
- 3. Negotiation area
- 4. Showcase
- 5. Lounge area

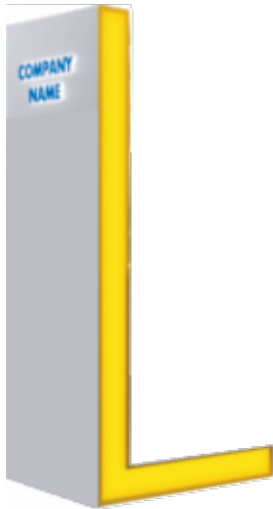
2. Developed view



3. Materials



4. Furniture



LED light structure
(laminated particle board)
2000x900 mm
4 pcs.



Cabinet with open shelves
(laminated particle board)
1600X800 mm 1 pc.



Reception (laminated
particle board) 800x800 mm
4 pcs.



Cabinet with open shelves
(laminated particle board)
1350X950 mm 1 pc.



Reception (laminated particle
board) 950x950 mm
2 pcs.



Cabinet with open shelves
(laminated particle board)
950X950 mm 4 pcs.

5.1 Perspective view



5.2 Perspective view



5.3 Perspective view



6.1 Branding application rules

1. Main logo

The main brand logo is a typographic combination of the country name with the main communication message NOW and the main communication icon. The main icon is the top-level national domain for Ukraine — UA

Horizontal arrangement option



Vertical arrangement option



2. Logo sign

The European Brand logo sign is a stylized letter U with a contextual icon.

The logo sign can be used both independently and with the export slogan.



3. Signature block

The main signature block of the Export Brand is the blue U logo sign with the "ua" icon and the main export slogan — Trade with Ukraine



6.2 Branding application rules

Additional requirements

- ① The upper fascia can be branded with the word “Ukraine” (blue colour, no background) and the slogan of the Export Brand — Trade with Ukraine. Important — the slogan can not be located next to the word “Ukraine”. Possible places for locating the slogan: in the corner opposite to the word “Ukraine” or on any other side of the stand.
- ② The country brand UkraineNOW can be located in the middle of the stand, but not next to the logo or the signature block of the Export Brand (U + Trade with Ukraine). It is not recommended to locate UkraineNOW at the external parts of the stand.
- ③ The Export Brand of the country can be used both as a signature block (U + Trade with Ukraine) and without the slogan, with the U logo sign only. The icon for the letter U can be selected based on the purpose of the stand.



Medium-budget stand (6x5 m)

Description

For using collective stands, several options were developed tailored to various budget and needs. The medium-budget option of the collective stand is designed to be used at Ukraine-wide or international exhibitions.

Mandatory areas that the medium-budget collective stand shall comprise:

Participant area

- located along the passages for visitor flows
- includes an information stand with a company name and a demonstration stand for products and printed material (a showcase)
- depending on the quantity of products, the showcase is developed in 3 sizes (small, medium, and large)

Зона переговорів:

- individual for every participant
- includes a table and 4 chairs

General lounge area

- includes sofas and a coffee table

Utility area

- a storage with racks
- a mini kitchen
- a mini wardrobe

Presentation area

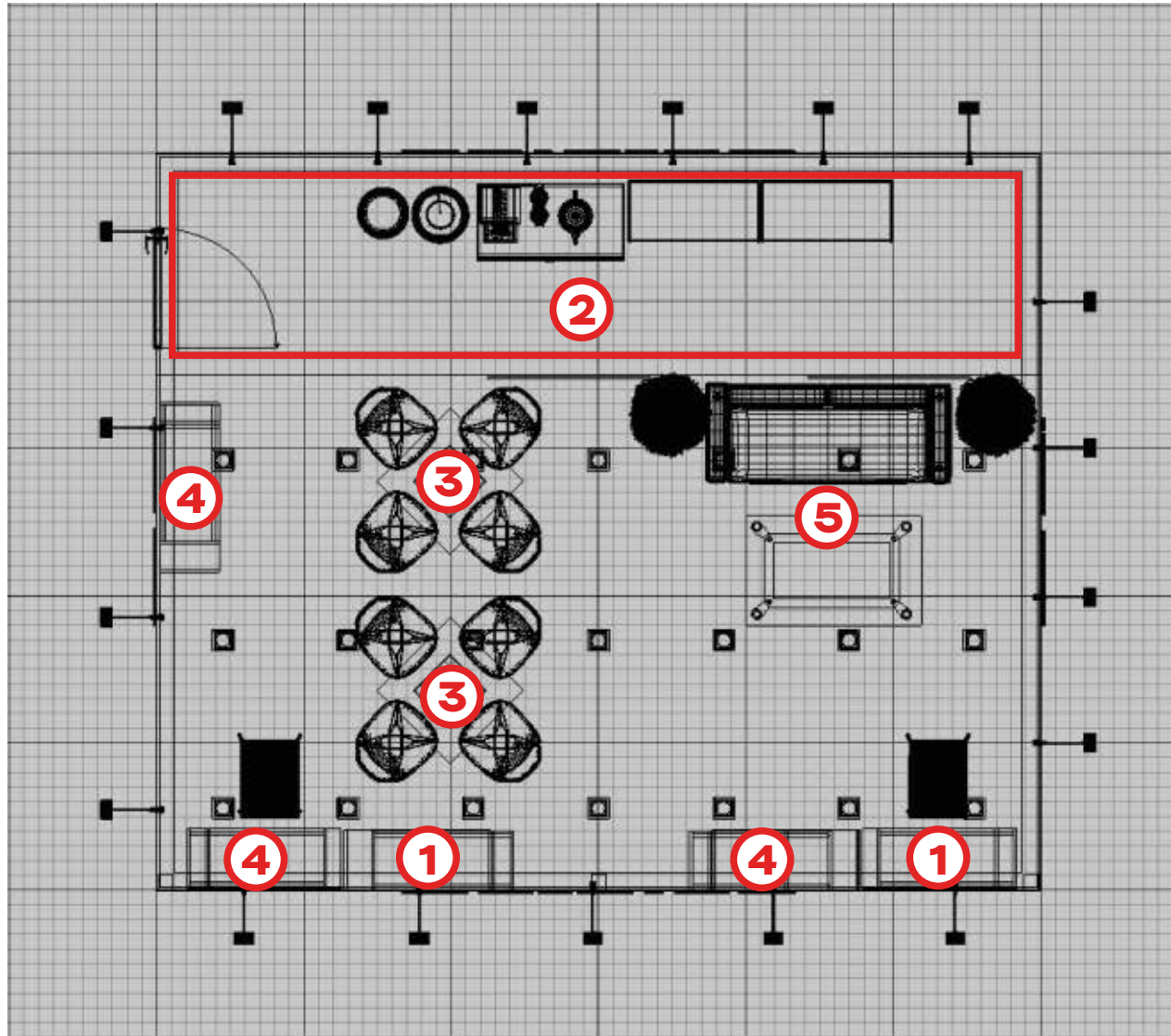
- a 4x4 seamless screen or a 70-80" plasma panel with a connectivity for a flash drive with an image-building video

Recommended materials for a medium-budget stand:

- a structure certified for using at exhibition sites as a supporting frame
- a laminated particle board (LPB)
- Oracal film
- backlit logos
- individual furniture with edge illumination as per the design layout

The use of such cost effective materials as the exhibition grade carpeting, a banner, and standard furniture is **not allowed**.

1.1 Plan



- 1. Reception
- 2. Utility space
- 3. Negotiation area
- 4. Showcase
- 5. Lounge area

1.2 Plan



2. Developed view



3. Materials



4. Furniture



Cabinet with open shelves
(laminated particle board)
950X950 mm 1 pcs.

Cabinet with open shelves 1750x
950 mm
1 pc.



Reception (laminated particle
board) 950x950 mm
2 pcs.



Cabinet with open shelves
(laminated particle board)
1350X950 mm 1 pc.

5.1 Perspective view



5.2 Perspective view



5.3 Perspective view



6.1 Branding application rules

1. Main logo

The main brand logo is a typographic combination of the country name with the main communication message NOW and the main communication icon. The main icon is the top-level national domain for Ukraine — UA

Horizontal arrangement option



Vertical arrangement option



2. Logo sign

The European Brand logo sign is a stylized letter U with a contextual icon.

The logo sign can be used both independently and with the export slogan.



3. Signature block

The main signature block of the Export Brand is the blue U logo sign with the "ua" icon and the main export slogan — Trade with Ukraine



6.2 Branding application rules

Additional requirements

- ① The upper fascia can be branded with the word “Ukraine” (blue colour, no background) and the slogan of the Export Brand — Trade with Ukraine. Important — the slogan can not be located next to the word “Ukraine”. Possible places for locating the slogan: in the corner opposite to the word “Ukraine” or on any other side of the stand.
- ② The country brand UkraineNOW can be located in the middle of the stand, but not next to the logo or the signature block of the Export Brand (U + Trade with Ukraine). It is not recommended to locate UkraineNOW at the external parts of the stand.
- ③ The Export Brand of the country can be used both as a signature block (U + Trade with Ukraine) and without the slogan, with the U logo sign only. The icon for the letter U can be selected based on the purpose of the stand.



Low-budget stand (3x4m)

Description

For using collective stands, several options were developed tailored to various budget and needs. The low-budget option of the stand is designed for a single company participation in international or national exhibitions.

Mandatory areas that the low-budget collective stand shall comprise:

Participant area

- includes an information stand with a company name and a demonstration stand for products and printed material (a showcase)

Negotiation area:

- includes a table and 2 chairs

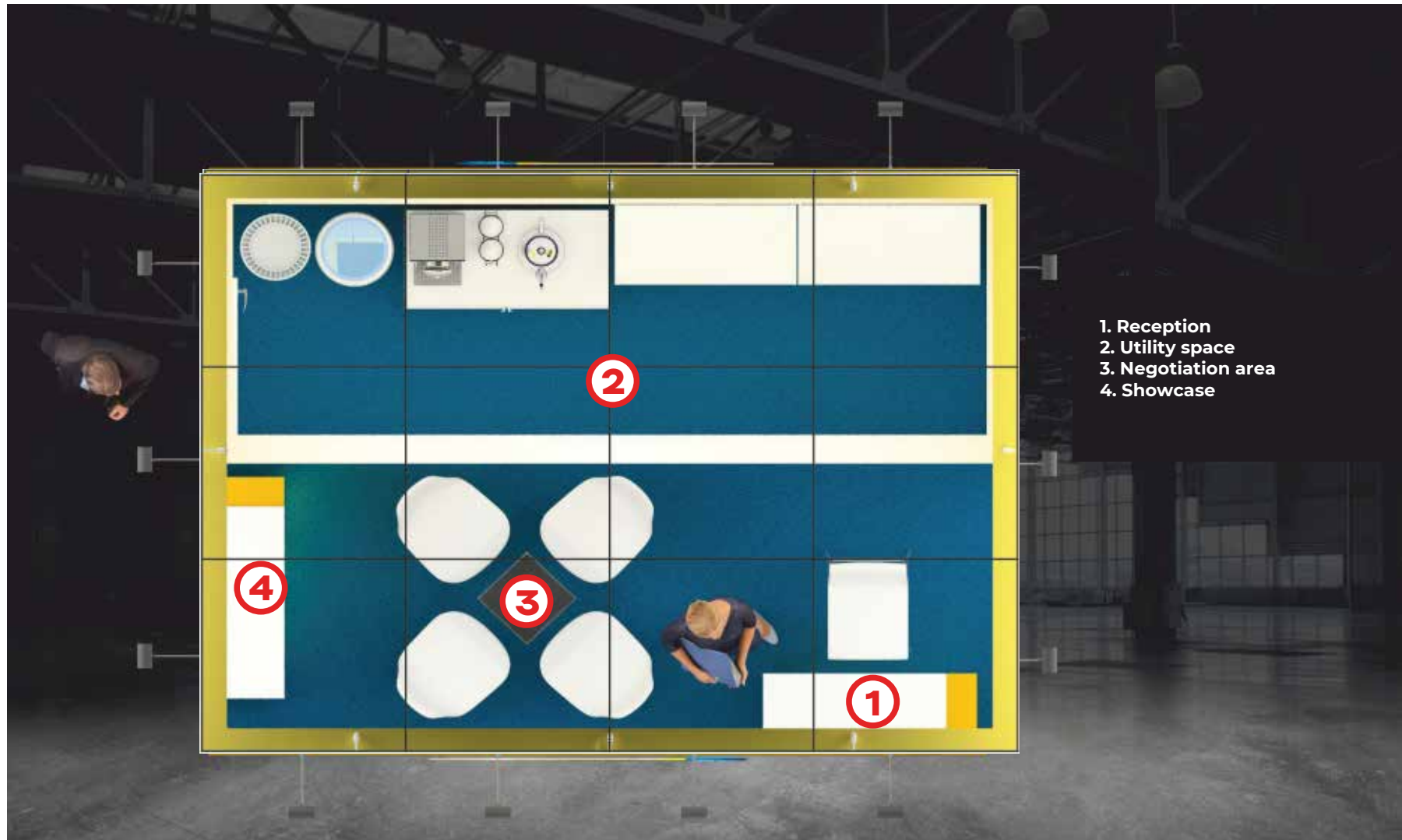
Utility area

- a storage with racks
- a mini kitchen
- a mini wardrobe

Recommended materials for a low-budget stand:

- a structure certified for using at exhibition sites as a supporting frame
- a laminated particle board (LPB)
- Oracal film
- backlit logos
- individual furniture with edge illumination as per the design layout
- an exhibition grade carpeting
- a banner
- standard furniture

1.1 Plan





2. Developed view





4. Furniture



Cabinet with open shelves
(laminated particle board)
1350X950 mm 1 pc.



Reception
(laminated particle board)
950x950 mm 1 pc.

5.1 Perspective view



5.2 Perspective view



5.3 Perspective view



6.1 Branding application rules

1. Main logo

The main brand logo is a typographic combination of the country name with the main communication message NOW and the main communication icon. The main icon is the top-level national domain for Ukraine — UA

Horizontal arrangement option



Vertical arrangement option



2. Logo sign

The European Brand logo sign is a stylized letter U with a contextual icon.

The logo sign can be used both independently and with the export slogan.



3. Signature block

The main signature block of the Export Brand is the blue U logo sign with the “ua” icon and the main export slogan — Trade with Ukraine



6.2 Branding application rules

Additional requirements

- ① The upper fascia can be branded with the word “Ukraine” (blue colour, no background) and the slogan of the Export Brand — Trade with Ukraine. Important — the slogan can not be located next to the word “Ukraine”. Possible places for locating the slogan: in the corner opposite to the word “Ukraine” or on any other side of the stand.
- ② The country brand UkraineNOW can be located in the middle of the stand, but not next to the logo or the signature block of the Export Brand (U + Trade with Ukraine). It is not recommended to locate UkraineNOW at the external parts of the stand.
- ③ The Export Brand of the country can be used both as a signature block (U + Trade with Ukraine) and without the slogan, with the U logo sign only. The icon for the letter U can be selected based on the purpose of the stand.



How to use the Brand-book

On the example of CIIE 2018

Front facade



Left and right facade



Perspective view



Perspective view



Perspective view



Perspective view

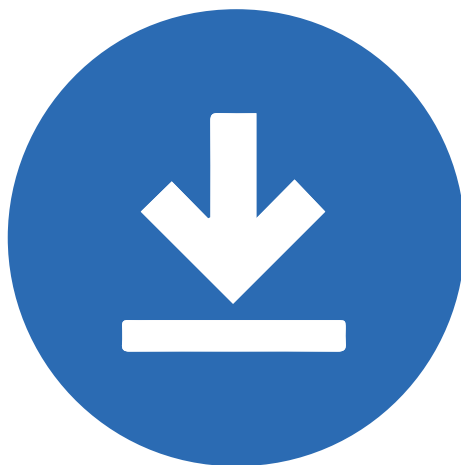


Perspective view



Brand book materials

To download materials please
press the button below





A systematic and consistent communication about the values and advantages of Ukrainian export is performed by thousands of people – from Ukrainian exporters of goods and services, industry associations, chambers of commerce and industry, public officials and diplomats to the media, international buyers and consumers.

**Let's unite under a single Export Brand of Ukraine!
Export Ukrainian!**

