



# LOGO

GLASSTECH ASIA & FENESTRATION ASIA

# GUIDELINES

**Corporate Office:**

152 Beach Road  
Singapore 189721

**Find Us:**

[www.glasstechasia.com.sg](http://www.glasstechasia.com.sg)  
[www.fenestrationasia.com](http://www.fenestrationasia.com)

**Contact Us:**

+65 6236 0988  
[bauasia@mmiasia.com.sg](mailto:bauasia@mmiasia.com.sg)

## GLASSTECH ASIA

**Glasstech Asia, part of the world's prominent trade network, is the leading BAU trade fair which serves as a highly connected platform for the glass industry in Southeast Asia.**

Bringing together international experts specialising in all sectors of glass such as manufacturers, processors, and suppliers of glass machinery and accessories, Glasstech Asia provides an exclusive opportunity to meet with leading regional buyers from major markets in the ASEAN region, and network with top international connections from the BAU network. Experience strong growth in clientele base, brand exposure, networks, sales, through high profiled meetings and establish a strong foothold in one of the most dynamic and profitable regions in the world for the glass industry.

## FENESTRATION ASIA

**Fenestration Asia exhibits numerous products, services and innovations from the window and door industries, as well as façade technologies.**

Gathering key decision makers of the industry, Fenestration Asia is also positioned as a vertical platform for architecture systems solutions enterprises to talk directly to architects, developers and engineering organizations. The trade fair goes beyond a mere showcase of products and services; it is complemented by an extensive and high-quality national and international supporting program. This ensures that attendees engage in meaningful discussions, fostering collaboration and innovation within the broader architectural and engineering community.



# GLASSTECH ASIA

## BRAND COLORS



RGB #105C94  
CMYK 89,38,0,42



RGB #19A1A0  
CMYK 84,0,1,37



RGB #002E5F  
CMYK 100,52,0,63



RGB #AEC409  
CMYK 11,0,95,23



RGB #FFFFFF  
CMYK 0,0,0,0



RGB #808285  
CMYK 4,2,0,48



# FENESTRATION ASIA

## BRAND COLORS



RGB #F89B43  
CMYK 0,38,73,3



RGB #4A87C6  
CMYK 63,32,0,22



RGB #FEC045  
CMYK 0,24,73,0



RGB #E82475  
CMYK 0,84,50,9



RGB #000000  
CMYK 0,0,0,100



RGB #FFFFFF  
CMYK 0,0,0,0



As GlassTech Asia and Fenestration Asia are held concurrently, these represent the combined logo variations for both events.

Logo Icon:



Logo with  
Fenestration Asia:



Logo Spelt:





As Glasstech Asia and Fenestration Asia are held concurrently, these represent the combined logo variations for both events. **This is also the most commonly used logo on most marketing collaterals.**

Combined Logo with date, city and country:



**GLASSTECH ASIA**  
**FENESTRATION ASIA**

11 – 13 DEC 2024 | Ho Chi Minh City, Vietnam



**GLASSTECH ASIA**  
**FENESTRATION ASIA**

11 – 13 DEC 2024 | Ho Chi Minh City, Vietnam

# GLASSTECH ASIA



Logo Icon:                      Logo  
Logo Icon:                      with date, city and country:

Logo with tagline:





# FENESTRATION ASIA



Logo Icon:

Logo with date, tagline,  
city and country:

Logo with tagline:



**FENESTRATION ASIA**  
7th International Windows, Doors, Skylights,  
Curtain Wall & Façade Technology Exhibition **2024**  
11 – 13 DEC 2024 | Ho Chi Minh City, Vietnam



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# LOGO PLACEMENT



- The size of the Logo must be of reasonable size that the visibility and legibility is not affected
- When resizing Logo, maintain the original proportions to prevent distortion
- The Logo must have at least 10-20px clear space around it

Logo with 20px clear space:

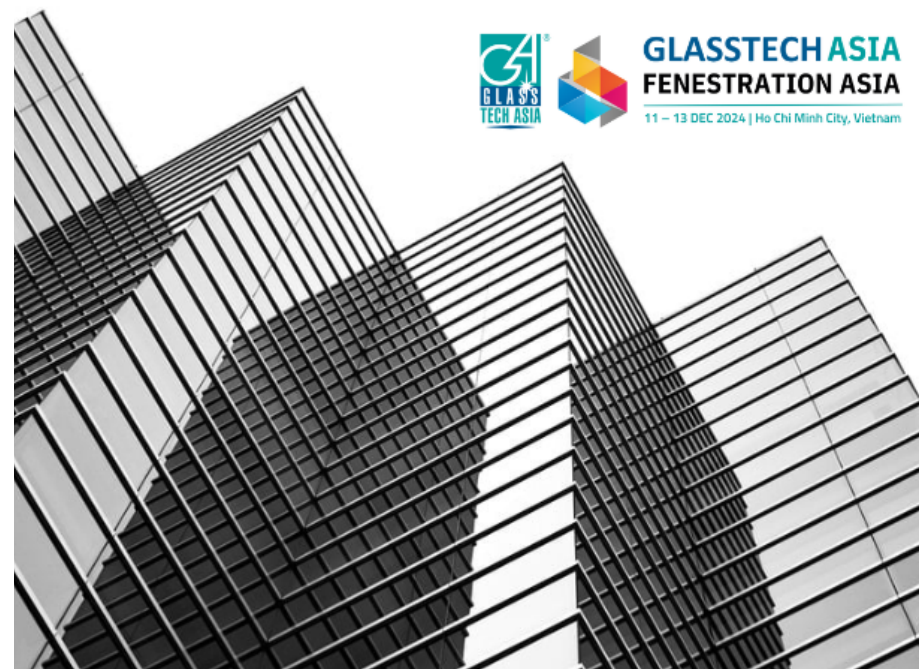




# LOGO PLACEMENT



- Do ensure that the logo is on a clear, clean background. If not, it is recommended to place a white/ black background with slight transparency to maintain the logo's visibility and legibility





# DO & DON'T



If you'd like to use the logos, please follow these guidelines.

## Do:

- Follow the clear space guidance in the previous page
- Do ensure that these backgrounds maintain the logo's visibility and legibility

## Don't:

- Alter, rotate, or modify the Logo
- Obstruct the Logo
- Overlap the Logo with other characters, graphics or images
- Use the Logo to refer to anything else other than GlassTech Asia, Fenestration Asia or GlassTech and Fenestration Asia



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- Powered by BAU Network
- Organized by MMI Asia & Messe München
- In partnership with Singapore Glass Association

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