

**BUSINESS
SHOW MEDIA**

INTERNATIONAL BUSINESS EVENTS



2026 Branding

Color Palette



FUSCHIA	EMINENCE VIOLET	SEA BLUE	BUSINESS NAVY	FLORIDA TEAL
B64D94	310E5D	17365B	1A1C3E	0090AB
Working alongside our bold teal, this pink adds warmth and approachability.	Our purple builds on the IFA show brand and introduces a new color to BSM’s portfolio, conveying quality and sophistication.	Taken from the original IFA World Franchise Show brand, this shade ties the palette together as a seamless transitional blue.	Inspired by our world series of exhibitions, this B2B navy unifies while serving as a additional color to introduce depth.	Florida teal enriches the palette with a crisp, modern vibrancy, offering a perfect balance between energy and professionalism.

Typography



Main

ACUMIN PRO BLACK

Body

Poppins Regular

Logos

POSITIVE

PRIMARY



SECONDARY



STAMP



NEGATIVE

PRIMARY



SECONDARY



STAMP

