

USERGUIDE

Customisation of Your Exhibition Stand Design

Core Principle

Our exhibition stand designs are based on four clearly defined design directions:

GRID, CLASSIC, FRESH, MOTION

Each design direction follows a clearly defined visual structure that ensures professionalism, readability and strong brand recognition.

Within this framework, you can configure your design individually using the predefined options provided.

WHICH ELEMENTS CAN YOU CHOOSE?

IMAGE MOTIF

- Freely selectable. You may use your own image material or licensed stock images.
- The main motif should be positioned within the visible image area.
- Side margin areas, marked in magenta, may be cropped or left unprinted.

NOTE

- Motifs with a clear focal point or a strong visual statement are particularly effective.
- The image resolution should be at least 150 dpi at final size. (AI-generated images often do not meet this requirement.)

BACKGROUND COLOUR

Depending on the selected design, you may choose one or two background colours.

Tip for selecting background colours:

- Your corporate identity colours are a natural choice.
- A strong contrast to the typography enhances advertising impact and ensures optimal readability.

TYPOGRAPHY

- Selection from predefined font combinations
- Each font combination consists of
 - A headline typeface for key messages and visual impact
 - A subline or supporting typeface for complementary information

Font sizes are adjusted within a carefully defined design framework to ensure optimal readability, distance impact, and balanced proportions.

WHAT IS INTENTIONALLY FIXED

To maintain a coherent overall appearance and ensure a professional result, the following elements remain unchanged:

- The base layout of the selected design
- Proportions and design zones
- Positioning of headline, logo, and image area
- The characteristic style of the chosen design direction

These specifications are part of the design system and ensure a refined and consistent visual identity.

QUICK-GUIDE

- 1. SELECT A DESIGN DIRECTION**
Grid, Classic, Fresh oder Motion
- 2. DEFINE YOUR IMAGE MOTIF**
Taking the visible image areas into account
- 3. CHOOSE BACKGROUND COLOUR OR COLOURS**
- 4. SELECT TYPOGRAPHY**
From the predefined font combinations

This system offers creative flexibility within clearly defined guidelines.

All selected elements are then professionally combined and implemented.

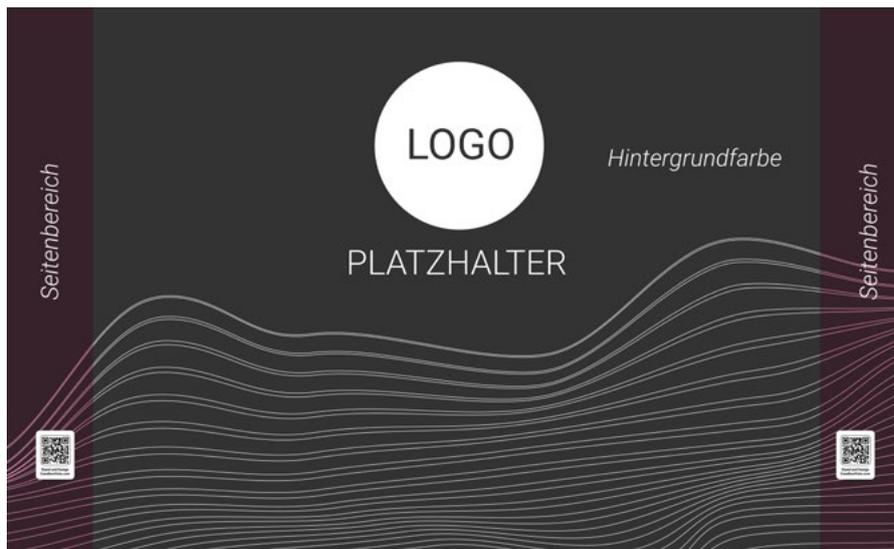
The result is an exhibition stand that appears individual and distinctive while remaining part of a structured and professional design system.

DESIGNLINIE

WÄHLEN SIE DAS DESIGN AUS, DASS AM BESTEN ZU IHNEN PASST

DESIGN „GRID“

A clear, grid-based layout that conveys a structured and objective brand presence with high visual orientation and clarity.



DESIGN „MOTION“

A dynamic layout with directed visual flow, designed to create a striking exhibition presence with powerful distance impact.



DESIGN „CLASSIC“

A calm and timeless design approach that conveys credibility, ensures excellent readability and builds lasting trust.



DESIGN „FRESH“

A modern and open design approach that creates a friendly, contemporary brand presence defined by clarity and visual lightness.



BACKGROUND COLOURS

PLEASE NOTE THE COLOUR CODES OF YOUR SELECTED COLOURS IN RGB OR HEXADECIMAL FORMAT.

TYPOGRAPHY COMBINATION

In addition to the language of the text, please also consider the letter spacing and overall width of the typeface.

For longer words, a narrower headline typeface is recommended to allow for a larger font size and stronger visual impact.

Roboto Regular

roboto light italic

A clean and modern type combination defined by strong readability and subtle elegance.

Cormorant Garamond

montserrat light

A classic and sophisticated type combination that conveys refinement, calmness and timeless appeal.

Impact Regular

roboto light italic

A contrasting type combination designed for impactful headlines, complemented by modern and clearly legible supporting typography.

Lora Italic

montserrat light

A friendly, contemporary type combination that conveys personality and creates a harmonious visual presence.

All Round Gothic

inter light 18pt

A contemporary and clean type combination defined by a neutral character and outstanding readability, suitable for a wide range of applications.

NEXT STEPS

1. Finalise Your Design Selection

Please use this user guide to configure your preferred design:

- Design direction
Grid, Classic, Fresh or Motion
- Image motif
- Background colour or colours
- Typography combination

2. Upload Your Files

Once your selection is complete, you will receive a personal upload link from us via Dropbox.

Please upload the following:

- Image file or files at original size, minimum 150 dpi
- Logo file, preferably in vector format such as PDF, EPS or SVG
- A text document including
 - Colour codes in RGB or HEX format
 - Selected typography combination

The upload folder is reserved exclusively for your project.

3. Design Implementation and Review

Upon receipt of your files, we will professionally implement your exhibition stand design based on the selected options.

You will receive:

- A design draft for review
- One revision round within the agreed framework

Contact

If you have any questions, please reach out to us via email at:

service@casabonvista.com

Kindly include your name and phone number in your message.
We are happy to answer any remaining questions and look forward to hearing from you.