



Now.Together A Guide

Incorporating the logo

MEETING
DESTINATION
VIENNA

NOW ♦ TOGETHER

1 Incorporating the logo.

The Meeting Destination Vienna brand draws on the high quality of service and expertise offered by Vienna's meeting industry. The logo and the **Now.Together** slogan – which represent our collaboration with customers planning their meetings in Vienna and the close ties between the individual stakeholders in the capital's meetings industry – are the core elements of the Meeting Destination Vienna brand.

They are defined exclusively in English and should always be used together.

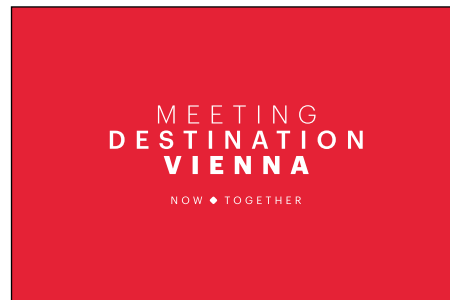
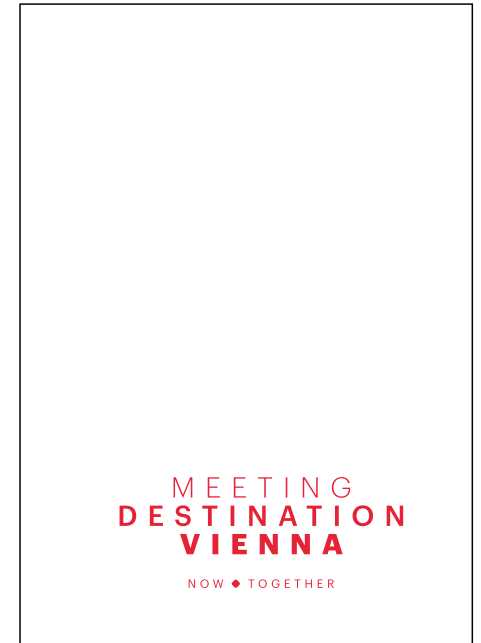
The slogan must not be used without the logo.



1 Incorporating the logo.

The logo is always red on a white background, or inverted in white on a red background.

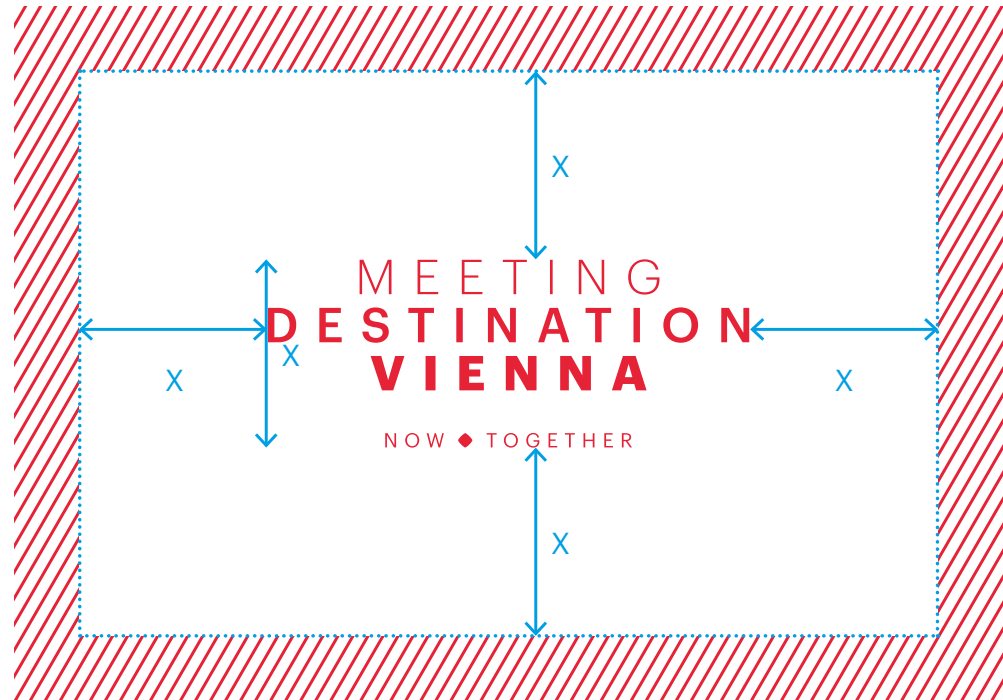
If this is not possible for any reason – such as screen settings or printing considerations – then the logo may be shown in black on white, or in white on black.



1 Incorporating the logo.

The logo must be surrounded by a **buffer zone** that may not contain any elements at all, including images, text and graphics. This also applies to the inverted use of the logo (white on red).

The size of the buffer zone depends on the size of logo used and is equal to X, where X is the height of the logo.



The minimum height of the logo is **12.5mm** in printed materials, and **50 pixels** in on-screen variants.

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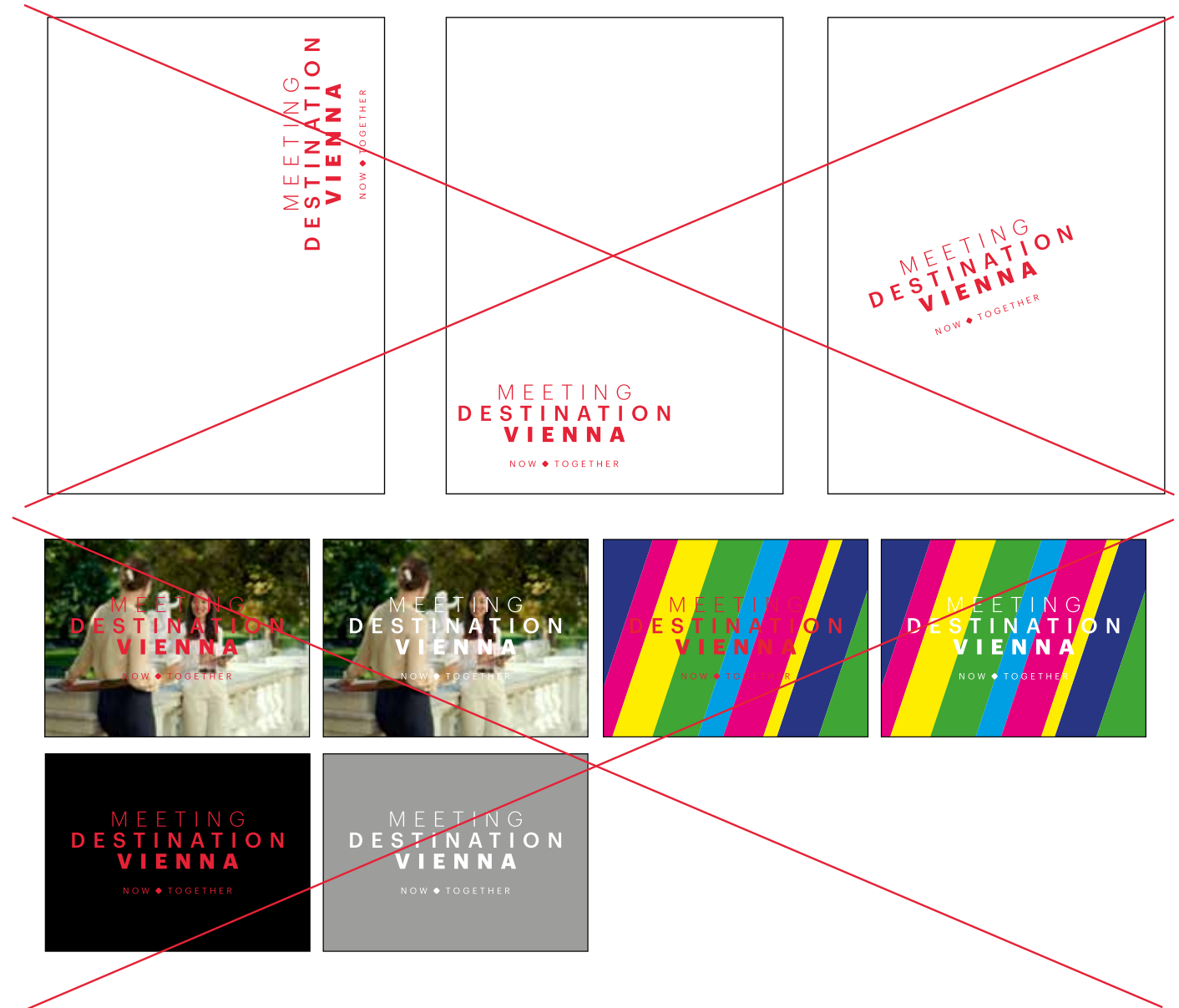
12,5 mm

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50 px

1 Incorporating the logo.

The following variants are not permitted.



2 Accessing the visuals.

Photographs

An extensive image pool is available at

photo.vienna/images/meeting

to help you promote Meeting Destination Vienna.

Video

Moving images can be found online at

footage.vienna.info



3 Just ask.

Feel free to get in touch with our team if you want to find out more about how to use any of the brand elements.

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