



BRAND GUIDELINES

December 2025



IN



IPPE

WE
BOOTH
A2743

INTRODUCTION

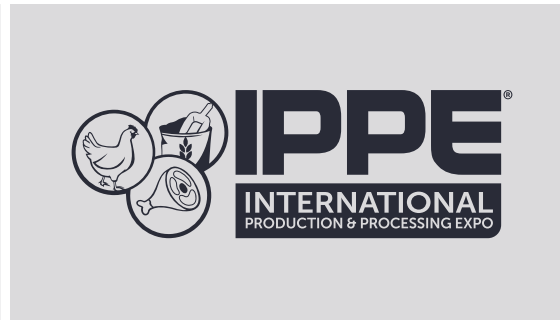
For industry leaders and professionals seeking cutting-edge solutions and partnerships, IPPE is the world's largest annual production and processing expo where the most influential companies in poultry, egg, meat, and animal feed converge to discover innovation, exchange insights, and shape the future of global protein and feed production.

The refreshed IPPE brand identity reflects a refined look built on the event's past success and the dedication to move forward with an eye toward innovation and continuous improvement across the three sectors. Overall, this visualizes a renewed commitment to the industries across each sector.

Through this unified yet distinctly segmented visual and strategic platform, IPPE is better equipped than ever to showcase the full strength, innovation, and interconnectedness of the poultry, meat, and animal feed sectors.



PRIMARY LOGO



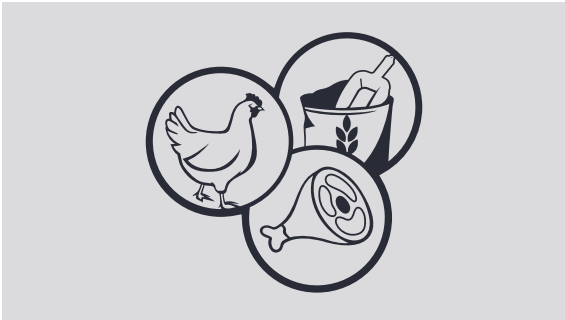
SECONDARY LOGO



WORDMARK



LOGO MARK



CLEAR SPACE



NEGATIVE USE



Do not change the placement of the logo mark.



Do not use any white version of the logo on a background tinted 20% or below.



Do not tilt or slant any version of the logo (primary, secondary, wordmark, mark).



Do not use the logo without the logo mark.



Do not use the solid logo mark in a singular color (charcoal, white, blue, etc.).



Do not use the full-color logo mark on a dark background (black, charcoal, blue, etc.).

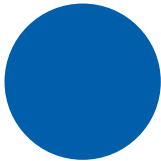
COLOR GUIDELINES



IPPE Charcoal

Pantone 4280 C
 C=78 M=71 Y=54 K=58
 R=41 G=43 B=55
 292b36

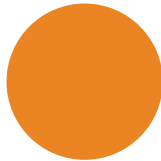
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%



IPPE Blue

Pantone 300 C
 C=95 M=68 Y=1 K=0
 R=2 G=94 B=170
 025eaa

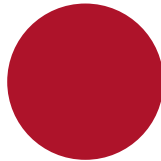
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%



IPPE Orange

Pantone 715 C
 C=5 M=57 Y=100 K=0
 R=234 G=133 B=36
 ea8524

10%
20%
30%
40%
50%
60%
70%
80%
90%
100%



IPPE Red

Pantone 187 C
 C=7 M=100 Y=82 K=26
 R=174 G=19 B=42
 ae132a

10%
20%
30%
40%
50%
60%
70%
80%
90%
100%



Pure White

C=0 M=0 Y=0 K=0 • R=255 G=255 B=255 • ffffff



True Black

C=100 M=100 Y=100 K=100 • R=0 G=0 B=0 • 000000

FONT GUIDELINES

As the primary font, **Industry Inc. Base** is utilized for titles and headlines in all caps.

Character styles as follows:

- Kerning **Optical**
- Tracking **0**
- Leading **-2pt**

Museo Sans is utilized in subheadline styles with a **700 weight**. The **300 weight** is the primary choice for paragraphs and captions. When **Museo Sans** is not available, **Arial** is the alternative go-to, especially for consistency in presentations and standard documents.

Character styles as follows:

- Kerning **Optical**
- Tracking **0**
- Leading **+2pt**

PRIMARY FONT

INDUSTRY INC.

BASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ** *ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ*

SECONDARY FONT

Museo Sans

100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

ALTERNATIVE FONT

Arial

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

VOICE + TONE

AUTHORITATIVE

INCLUSIVE

FORWARD-LOOKING

PROFESSIONAL ENERGY

UNITE. INNOVATE. ELEVATE.

SHOWCASING **ANIMAL PROTEIN** AND
NUTRITION INNOVATION FOR A
GROWING WORLD.

IPPE | WHERE ANIMAL PROTEIN PRODUCTION
COLLABORATES AND INNOVATES.

THE GLOBAL HUB
FOR POULTRY, MEAT & FEED ADVANCEMENT

SOLUTIONS THAT POWER THE WORLD'S PROTEIN SUPPLY CHAIN.


ADVERTISING EXAMPLES


DRIVEN BY GENETICS
IPPE LAYS SOLUTIONS
AT YOUR FEET



 IPPE

DEFINED BY PRECISION
IPPE MEATS YOUR
BOTTOM LINE GOALS



 IPPE

FUELED BY FORMULATION
IPPE FEEDS YOUR
BUSINESS GROWTH



 IPPE



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