



SOLVAY

EXHIBITION GUIDELINES
BOOTH DESIGN PRINCIPLES

WHAT ARE THESE EXHIBITION GUIDELINES FOR?

These guidelines aim to reinforce and maintain the coherence and integrity of the Solvay brand through our exhibitions.

They will help ensure that you have the information and tools you need to create stands that support this objective. They are set up in such a way to provide clear instructions on how to design our stands and how the look-and-feel should be, while leaving room for creativity, flexibility and local adaptations.

To help you and your stand builder understand how elements and inspirations can be used across events, this playbook will provide you with examples which fit different booth sizes and budgets:

- ISLAND STAND 6 x 8 m (general Solvay look & feel)
- CORNER STAND 5 x 7 m (electronics theme)
- INBETWEEN STAND 3 x 5 m (automotive theme)

Remember: every exhibition we organize - whatever its format, target or context - should convey the essence of our Solvay brand.

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VISUAL ELEMENTS FROM THE SOLVAY BRAND

- **LOGO**
- **COLOR PALETTE**
- **ICONOGRAPHY**
- **VISUAL IDENTITY**

LOGO

The new logo focuses on the Solvay wordmark, conveying scientific precision through its net edges and humanity through its roundness and curves.

SOLVAY

COLOR PALETTE

Our color palette:
bright, bold and modern.
It reflects our purpose.

CORPORATE COLOR	MEDIUM BLUE C51 M28 Y00 N00 PANTONE 7451 C R=125 V=172 B=237 #7DACEB
	SOFT BLUE C40 M08 Y00 N00 PANTONE 543 C R=166 V=204 B=231 #A6CCE7
CORPORATE COLOR	MEDIUM CORAL C00 M55 Y41 N 00 PANTONE 2339 C R=243 V=144 B=133 #F39085
	SOFT CORAL C00 M36 Y43 N09 PANTONE 2338 C R=230 V=178 B=168 #E6B2A8
CORPORATE COLOR	SKY BLUE C67 M21 Y00 K00 PANTONE 2171 C R=84 V=149 B=252 #5495FC
	DELICATE CORAL C00 M70 Y54 N00 PANTONE 2345 R=255 V=109 B=98 #FF6D62

SPOT COLORS	MEDIUM PURPLE C69 M84 Y33 N 16 PANTONE 2622 C R=96 V=57 B=101 #603965
	SOFT PURPLE C57 M69 Y29 N14 PANTONE 6072 C R=114 V=79 B=118 #724F76
SPOT COLORS	DEEP PURPLE C58 M96 Y06 N49 PANTONE 262 C R=79 V=35 B=84 #4F2354
	VIBRANT GREEN C100 M00 Y85 N20 PANTONE 2245 R=55 V=152 B=110 #37986E
SPOT COLORS	MEDIUM GREEN C69 M10 Y62 N00 PANTONE 2250 C R=104 V=174 B=128 #68AE80
	SOFT GREEN C59 M7 Y54 N00 PANTONE 2248 C R=125 V=182 B=138 #7DB68A

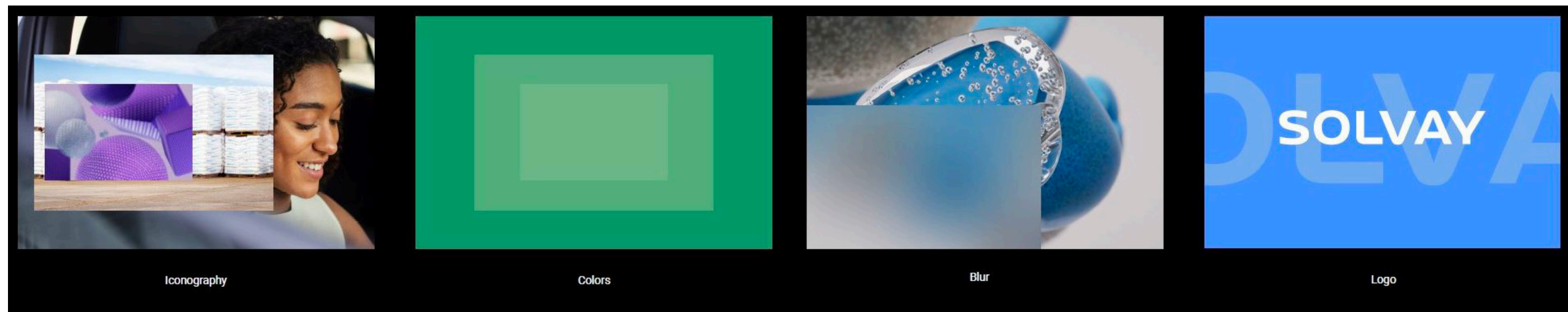
ICONOGRAPHY

Our Visual Style reveals this excellence across three levels – from microscopic precision to global impact, showcasing our excellence in process. 3 categories: element, process, life.



VISUAL IDENTITY

Multiple layers graphic style.



TRANSLATING THE SOLVAY PHILOSOPHY IN DESIGN LANGUAGE

PURPOSE

"We are mastering the elements essential to our world"
minimalistic design but executed perfectly..

"Elements are the building blocks of our world"

With meticulous precision, we unlock the hidden potential within each element"

Designing each element in such way that it serves its function in the best possible way and at the same time inspires visually. **1+1=3**

"Our purpose is the reason why we exist. It captures our greatest possible impact on the world and gives meaning to our individual and collective work."

Designing elements that "walk the talk" regarding sustainability: use of reusable systems, simplistic and effective design resulting in less custom standbuilding/use of materials.

"Life is made of elements coming together."

Designing separate elements in such way that it adds to a coherent inspiring design.

LOGO:

In general use of straight shapes with small round details, these details applied to elements that are in direct contact with the visitors: furniture, touchscreen, interactive display

ICONOGRAPHY:

To let the vibrant, colorful and organic imagery and bold messaging out we use contrast such as minimalism, square shapes, lightness.

VISUAL IDENTITY:

To give dimension to surfaces and create an attractive environment we use: layers, blurriness and semi-transparency in windows, signing panels overlapping full color.

COLOR PALETTE:

Bright colored elements popping out in a contrasting environment.

MANIFESTO

VISUAL ELEMENTS

DESIGN PRINCIPALS

- **BASIC ARCHITECTURE**
- **MULTIPLE LAYER ELEMENTS**
- **HIGHLIGHTS**

BASIC ARCHITECTURE

The foundational design principles showcased in the Solvay brand identity are reflected in the architectural framework of the stand.

This framework embodies a minimalist and functional approach, characterized by clean lines and visible seams. The paneling incorporated into the design offers a versatile canvas for graphics or windows, providing ample opportunities for customization.

This concept lends itself well to the creation of stands using modular building systems or traditional wood construction methods. Its adaptability and flexibility make it ideal for various exhibition settings, offering a seamless blend of modern aesthetics and practical functionality.



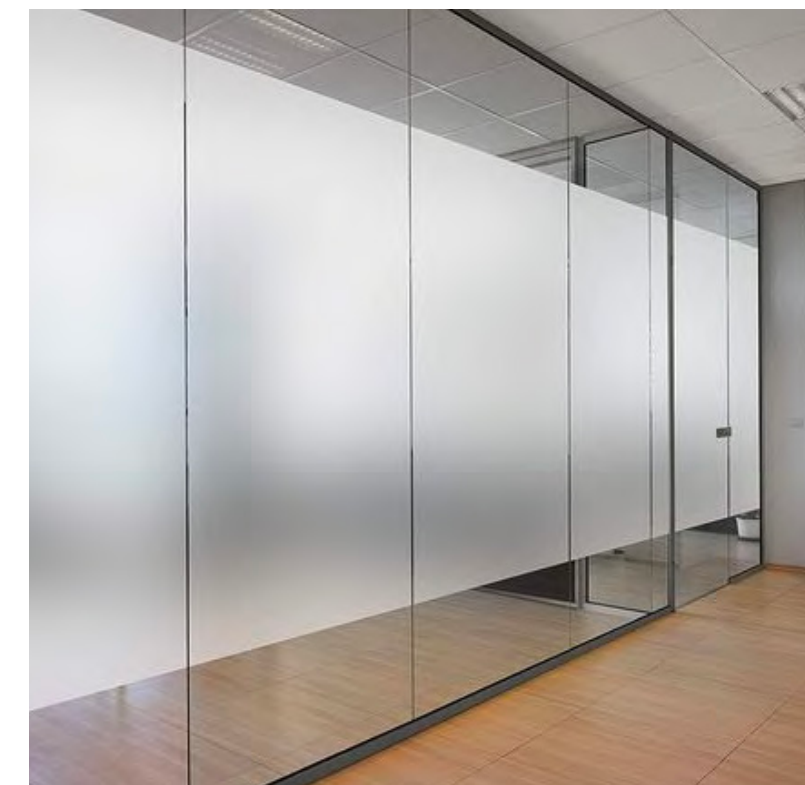
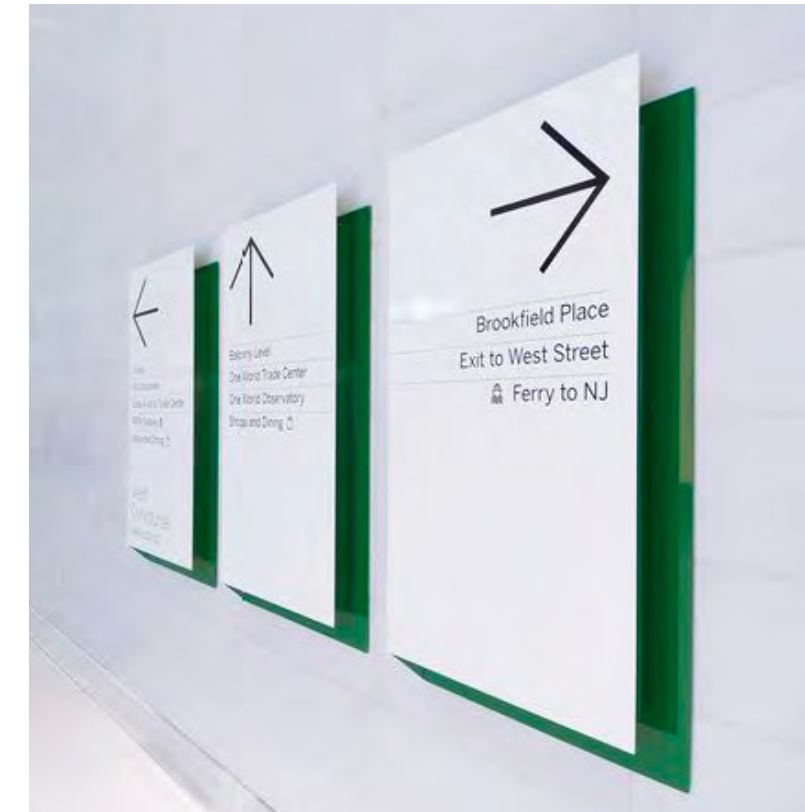
MULTIPLE LAYER ELEMENTS

The multiple layer graphic style from the Solvay corporate identity has been translated in 3 elements:

The exhibition panels consist of a base wall with fullcolor print & audiovisual. On top of that a semi-transparent plexiglass panel for signing is mounted at a distance. The cutout for the screen is larger than the screen which together with the distance creates the multiple layer effect. In case of little space this principle can be applied to a wall.

The multiple layer effect is also executed on windows by using frosted foil with different transparencies with a colored surface as background.

This principle is also applied to banners which consists in a solid surface for the logo and a semi-transparent surface for full color imagery.



HIGHLIGHTS

The dynamic/ colorful highlights are translated in 2 elements:

Furniture must be colorful in comparison with the minimalism or whiteness of the other elements. The colors should realign with the colors of the Solvay palette.

Colored surfaces on the architecture or displays to highlight messaging or products.

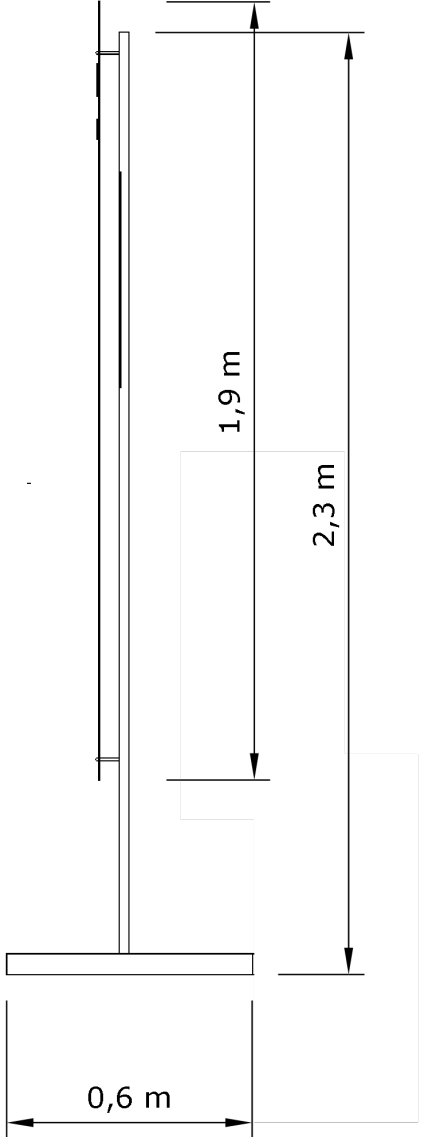
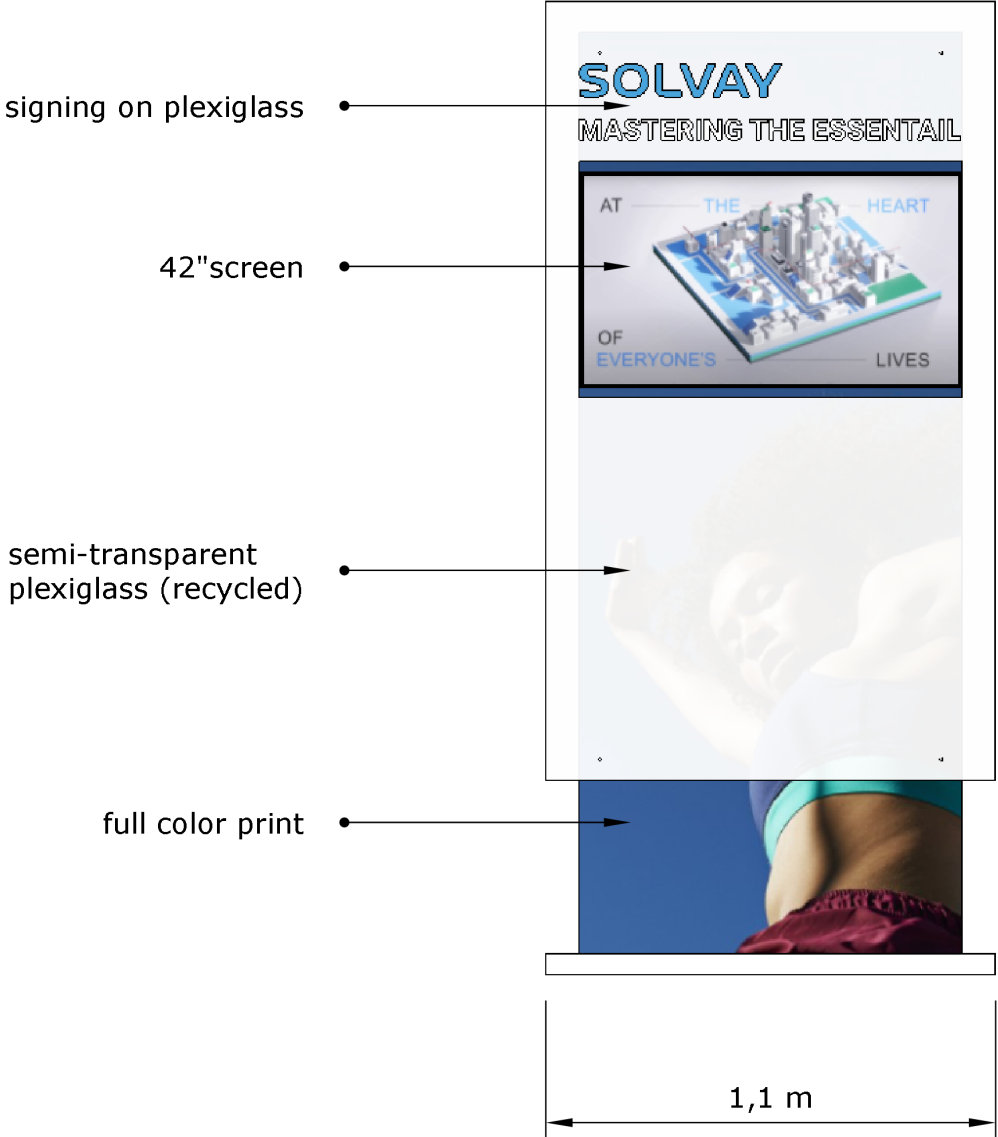


UNIQUE ARCHITECTURAL ELEMENTS

- **EXHIBITION OPTIONS**
- **DESK, BAR OR RECEPTION**
- **FURNITURE**
- **MATERIALS**

EXHIBITION OPTIONS

EXHIBITION PANEL (one sided example)



EXHIBITION PANEL OPTIONS screens / products / cupboards



standalone screen



*screen
pc cupboard
deskmouse/keyboard*



*screen
product shelf
(petridishes)*



*screen
mounted product*

EXHIBITION PANEL OPTIONS graphics & products



*graphic on plexi
option backlit*

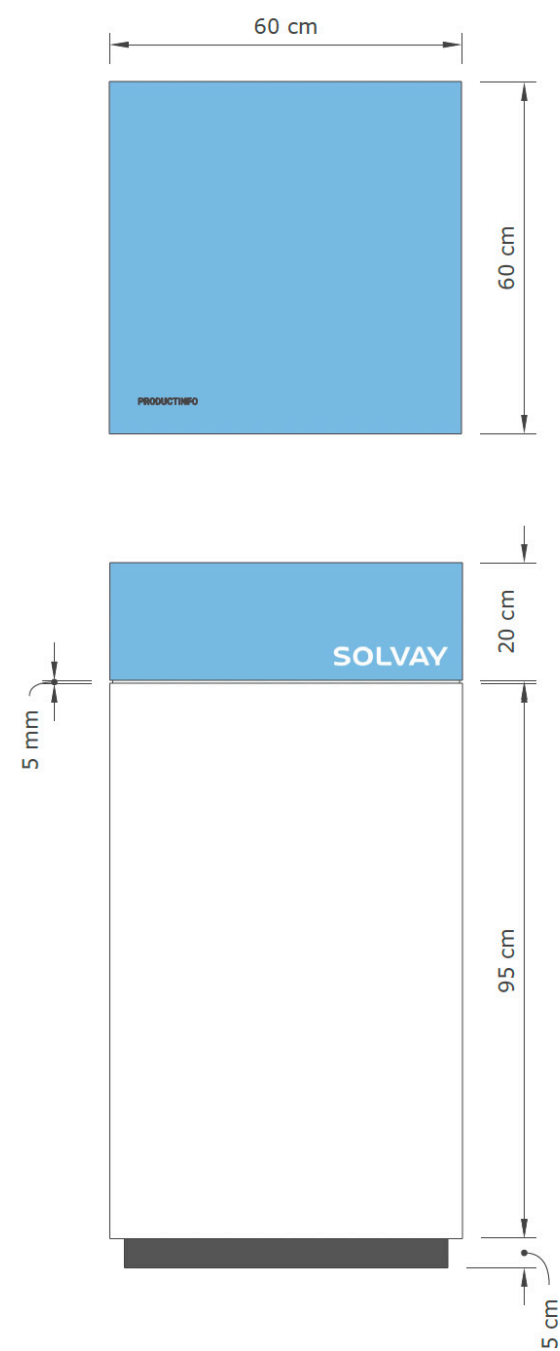


graphic on backpanel

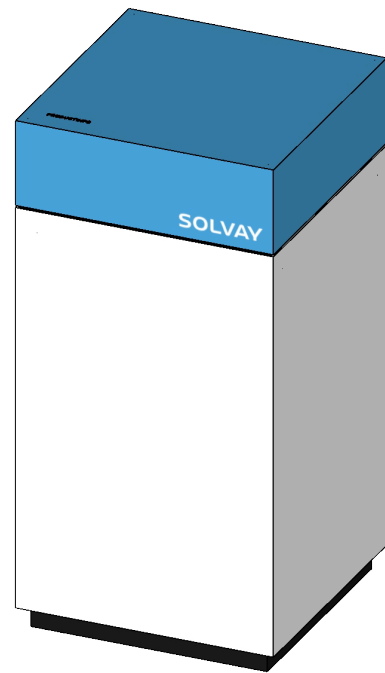


*graphic on backpanel
mounted product*

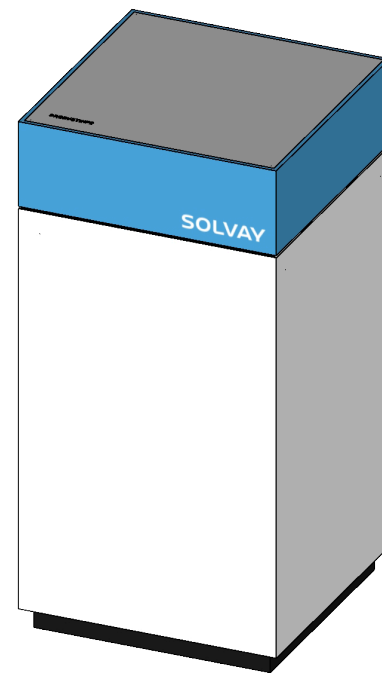
EXHIBITION PEDESTAL



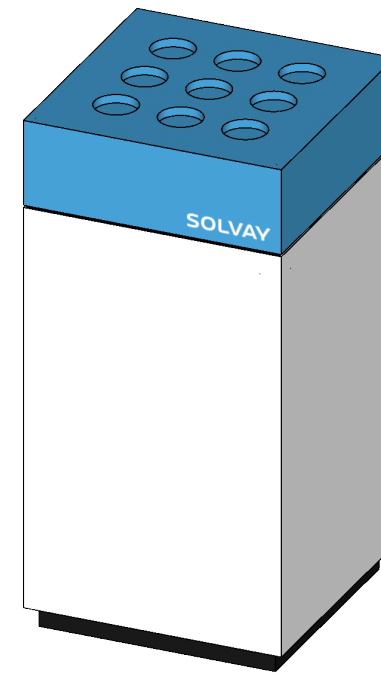
EXHIBITION PEDESTAL options



colored top



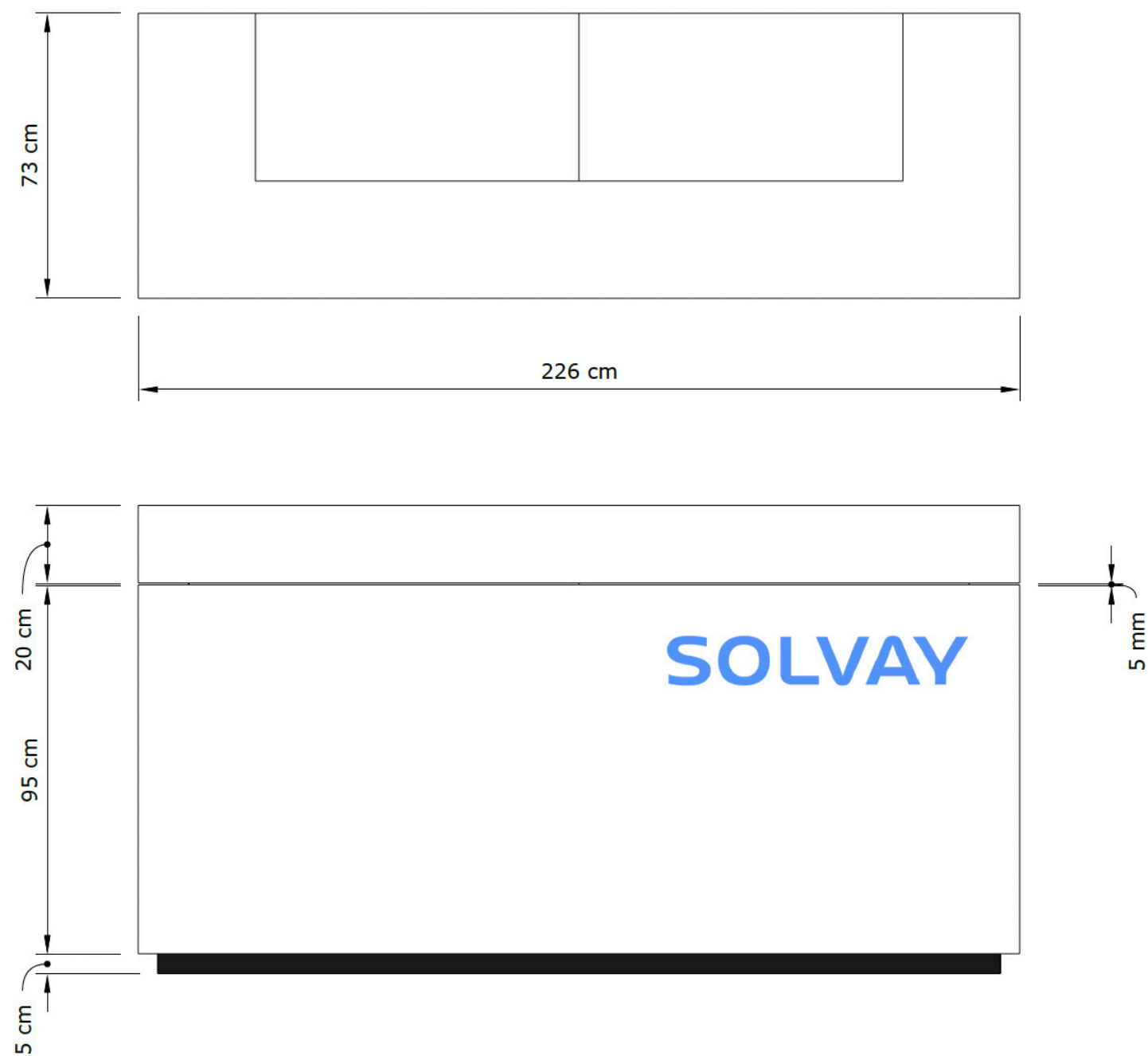
backlit product top



petridish top

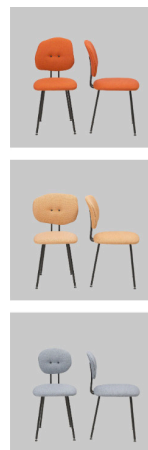
DESK, BAR OR RECEPTION

DESK, BAR OR RECEPTION

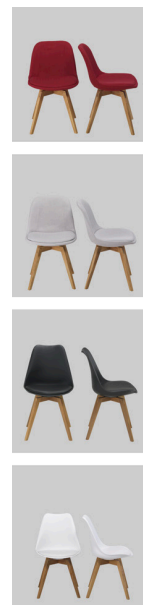


FURNITURE

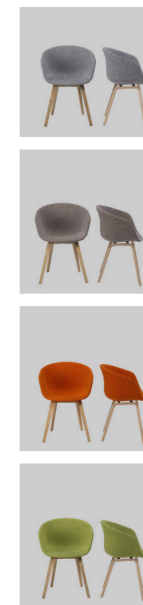
FURNITURE chairs



<https://adexpo.nl/producten/stoel-hale-stack-geel-zwart/>

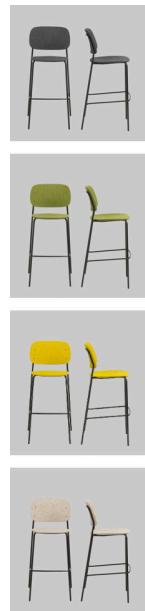


Staal VINTAGE SOFT Blauw / Eiken - Adexpo

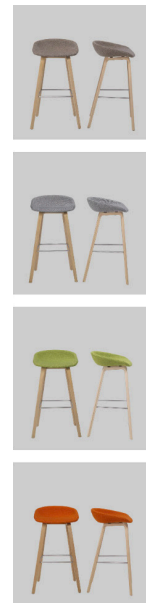


<https://adexpo.nl/producten/stoel-about-a-chair-donkerblauw-lichtblauw/>

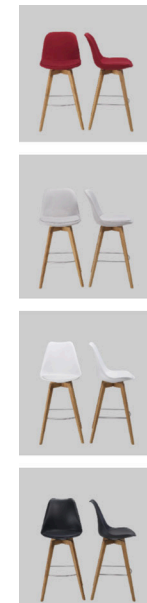
FURNITURE barstools



<https://adexpo.nl/producten/barkruk-hale-stack-donkerblauw-zwart/>



<https://adexpo.nl/producten/barkruk-about-a-barstool-donkerblauw-lichtblauw/>



<https://adexpo.nl/producten/barkruk-vintage-soft-blauw/>

FURNITURE tables



<https://adexpo.nl/producten/zittafel-copenhagen-o90-off-white/>



<https://adexpo.nl/producten/statafel-copenhagen-cph20-o70-off-white/>



<https://adexpo.nl/producten/zittafel-angel-195x80-wit/>



<https://adexpo.nl/producten/zittafel-2-meet-you-195x80-wit/>

MATERIALS

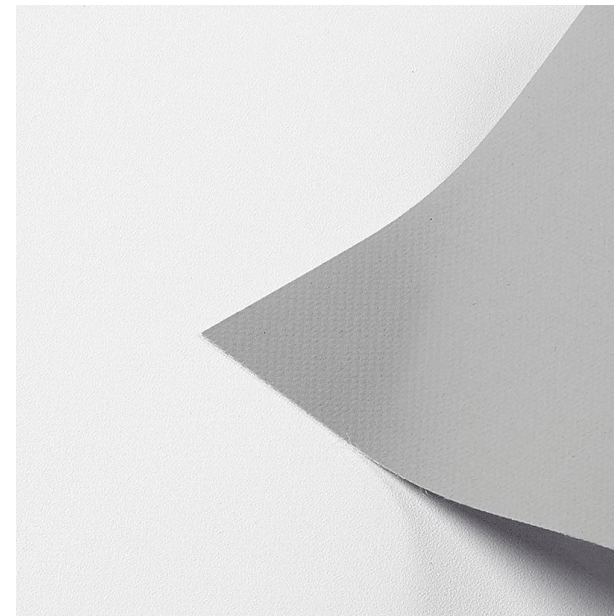
MATERIALS WALL



painted finish



painted finish

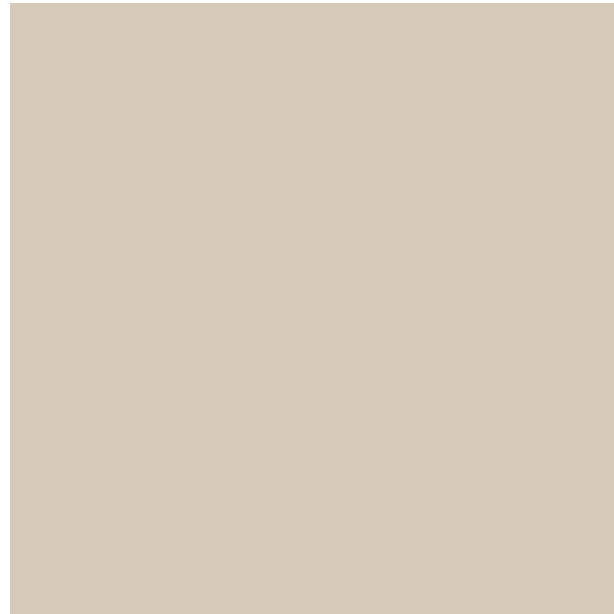


cloth/fabric with or without print



laminated finish

MATERIALS FLOOR



*warm support color
matching wood floor*



laminate flooring, light/greyisch



carpet, matching with wood laminate



carpet, dark blue

MATERIALS DISPLAY & DESKS



matte laminate



gloss laminate



spraypaint paint finish

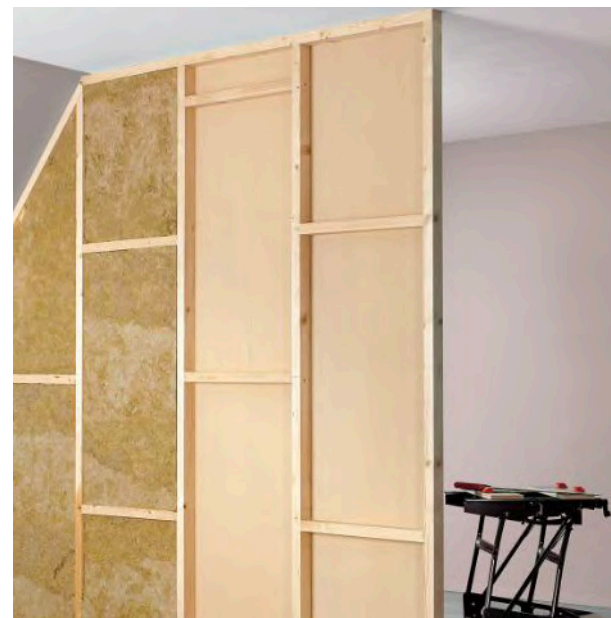


recycled opaque acrylic

MATERIALS BUILDING SYSTEMS



modular building systems



traditional wood building



fabrics in frames transparant



fabrics in frames non transparant

LIGHTING

LIGHTING



*LED line in floor:
LED strips / no dots visible*



*lighting from truss:
theatre spots*



*lighting from wall:
pendant spotlights*

BOOTH DESIGN EXAMPLES

ISLAND STAND

6 x 8 m

ISLAND STAND 6 x 8 m (general Solvay look & feel)



A.



B.



C.

ISLAND STAND (4 SIDES OPEN)

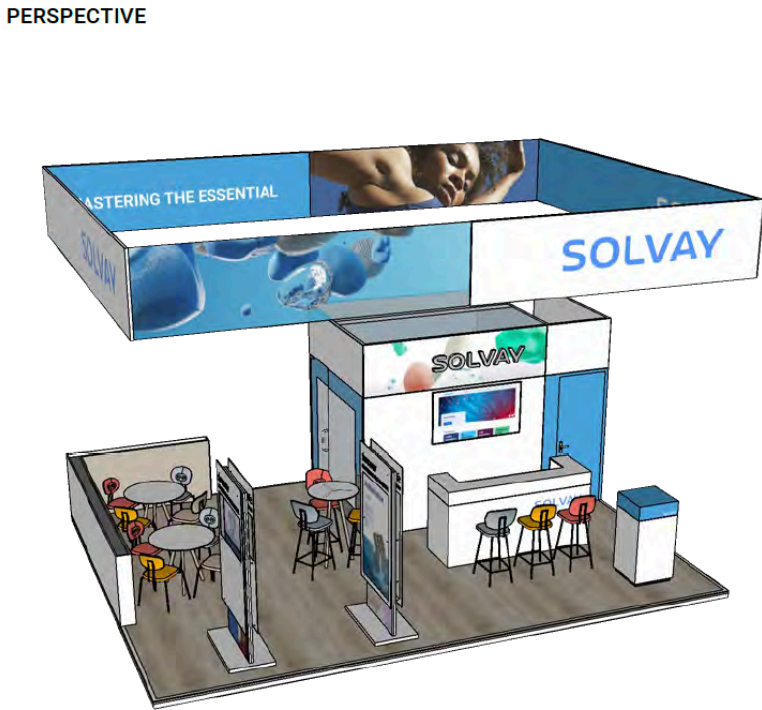
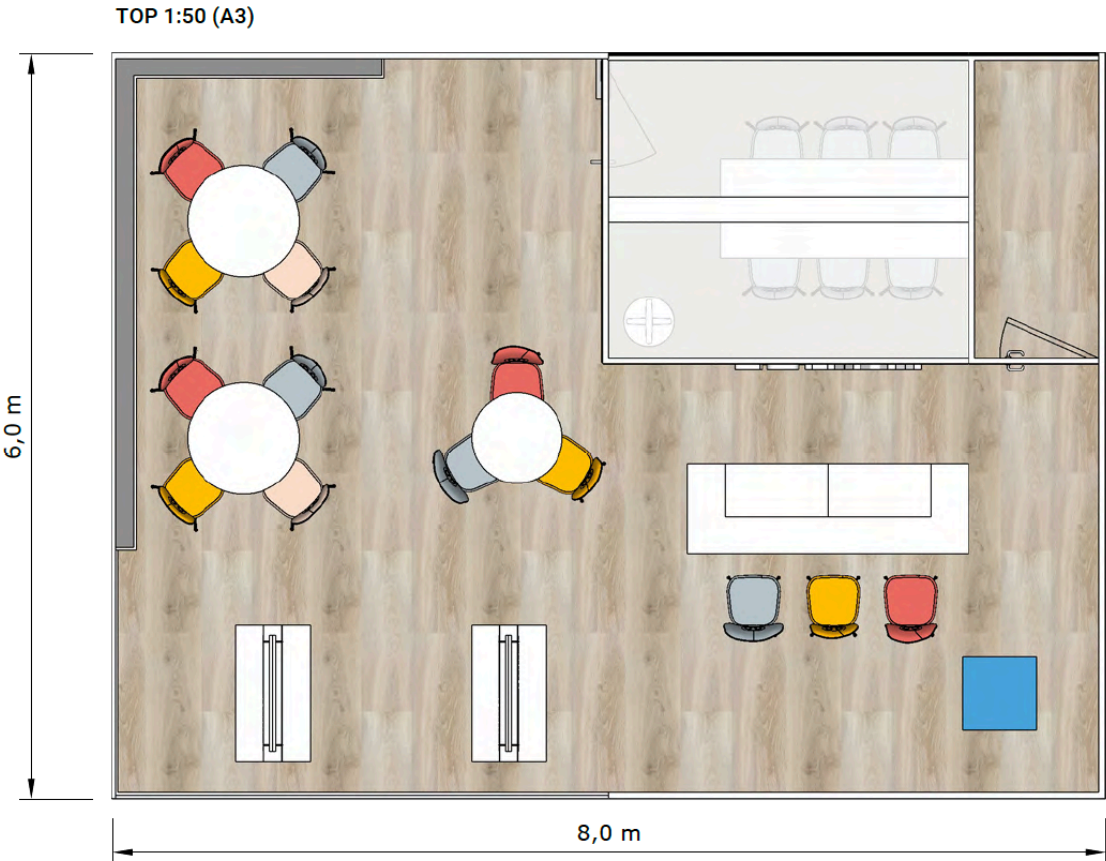
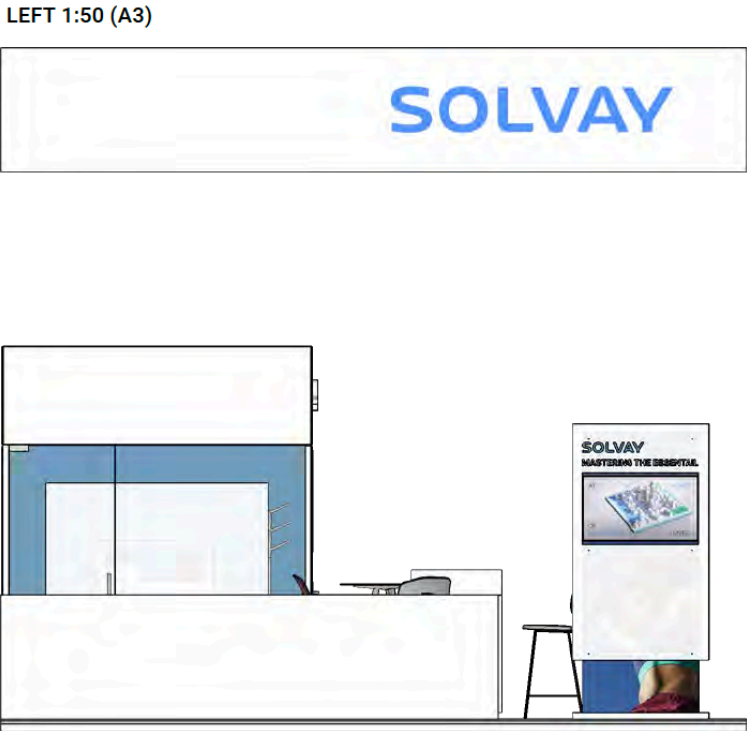
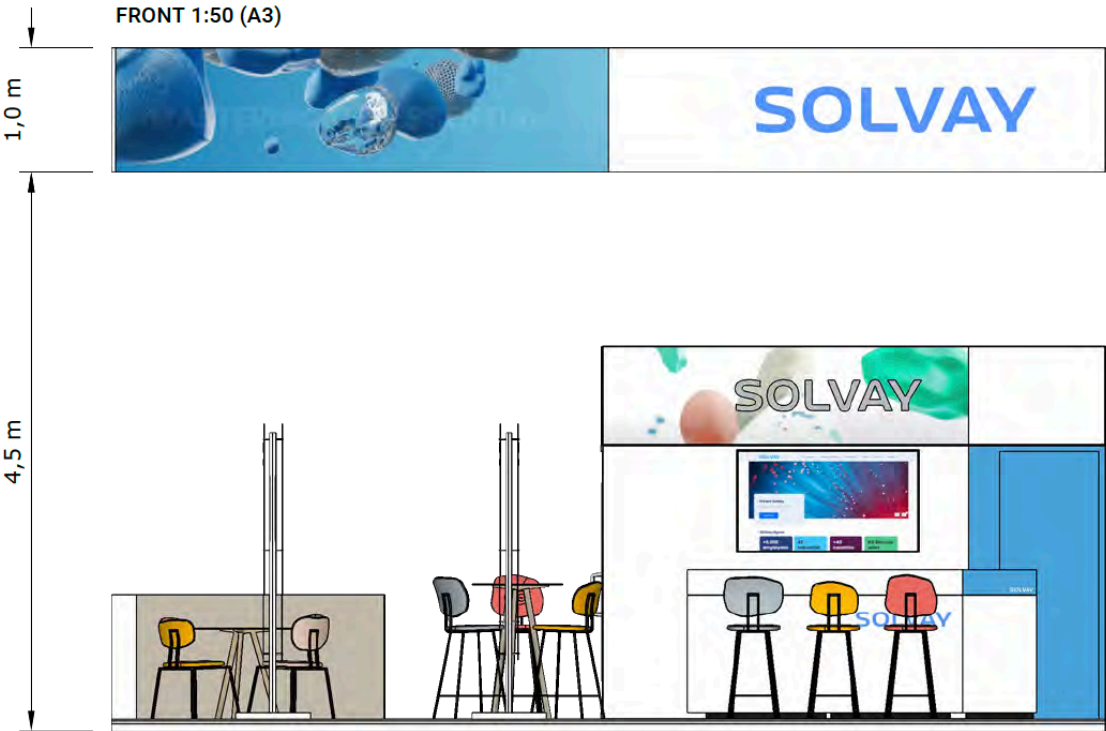
**all design principles
executed in one stand:**

- A. banner solution:
square banner, partially
transparent
- B. panels with disruptive
graphics
- C. divider wall with
support color

ISLAND STAND 6 x 8 m (general Solvay look & feel)



FLOORPLAN ISLAND STAND 6 x 8 m (general Solvay look & feel)



CORNER STAND

5 x 7 m

CORNER STAND 5 x 7 m (general Solvay look & feel)



A.



B.

CORNER STAND (2 SIDES OPEN)

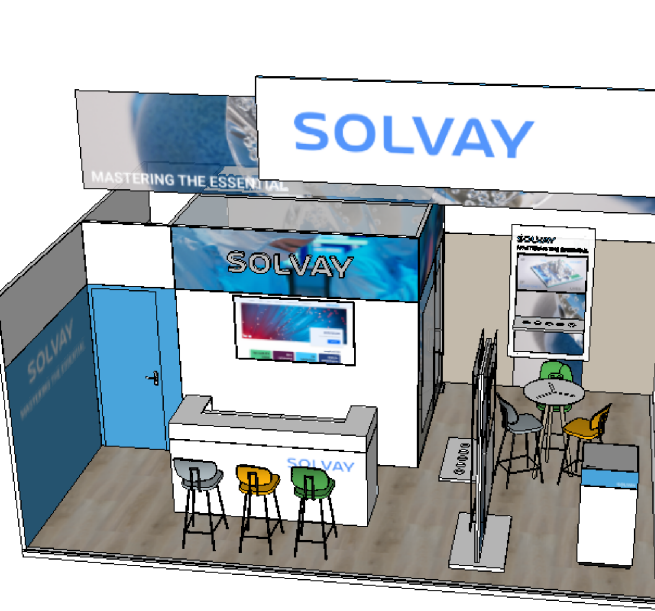
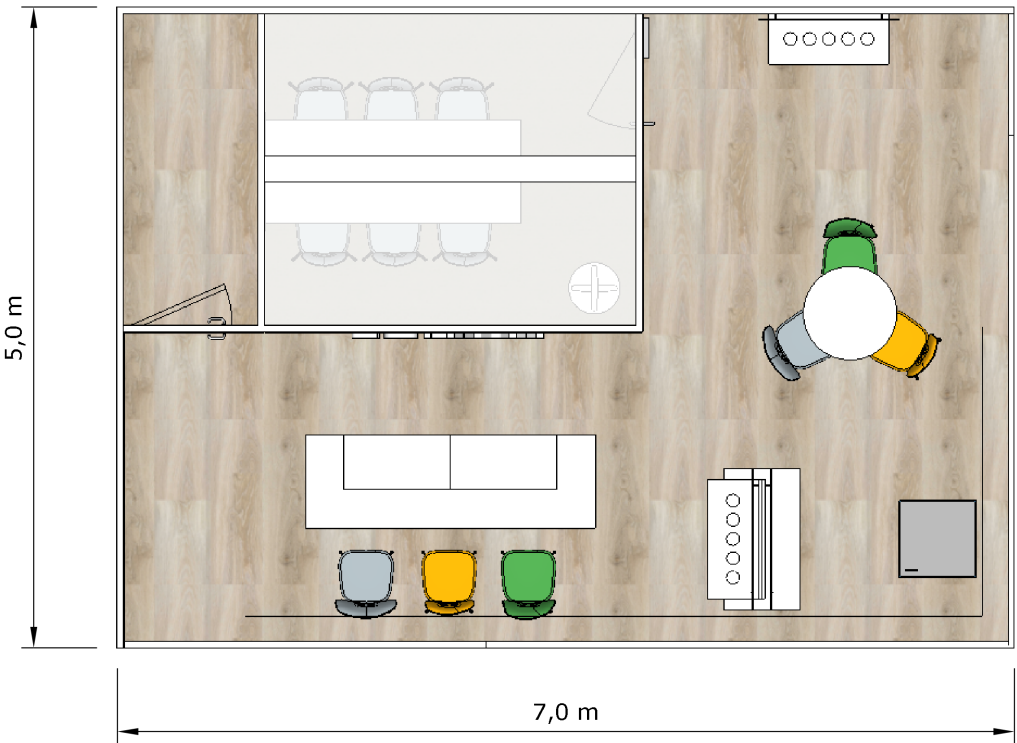
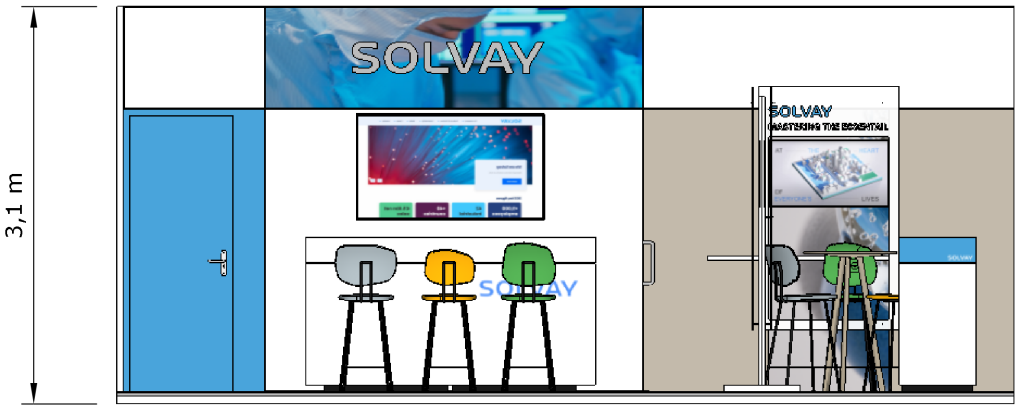
**all design principles
executed in one stand:**

- A. other option banner:
2 layers:
one solid with logo,
one transparent
with graphics
- B. colors furniture
matching graphics

CORNER STAND 5 x 7 m (general Solvay look & feel)



FLOORPLAN CORNER STAND 5 x 7 m (general Solvay look & feel)



INBETWEEN STAND

3 x 5 m

INBETWEEN STAND 3 x 5 m (automotive theme)



INBETWEEN STAND (1 SIDE OPEN)

**all design principles
executed in one stand:**

- A. solution panel mounted on wall
- B. color furniture matching graphics



A.



B.

INBETWEEN STAND 3 x 5 m (automotive theme)



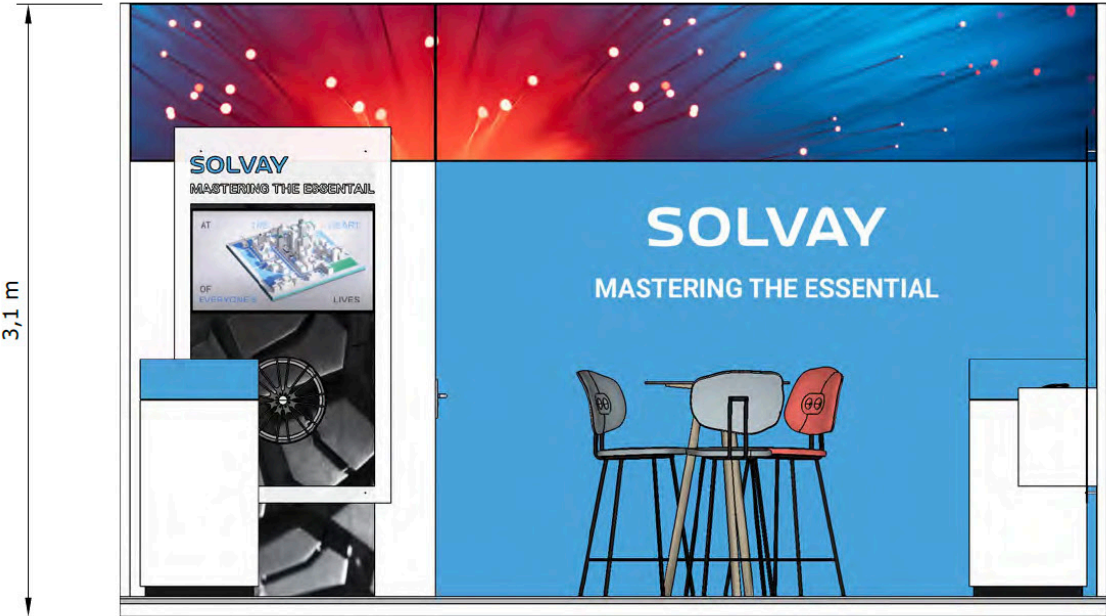
RECEPTION / PRODUCT AREA

- use of transparency / superimposing materials
- use of light in architecture
- square shapes integrated into architecture & counter

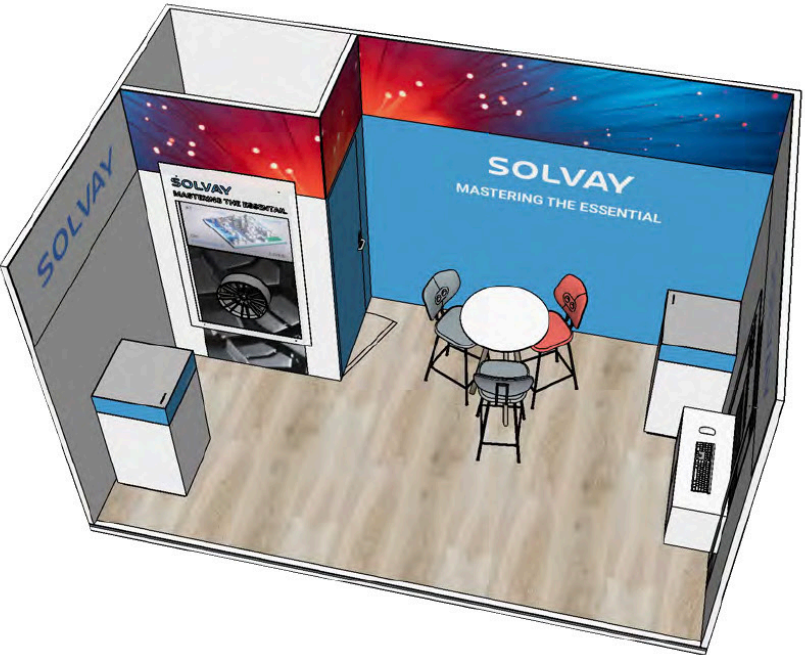


FLOORPLAN INBETWEEN STAND 3 x 5 m (automotive theme)

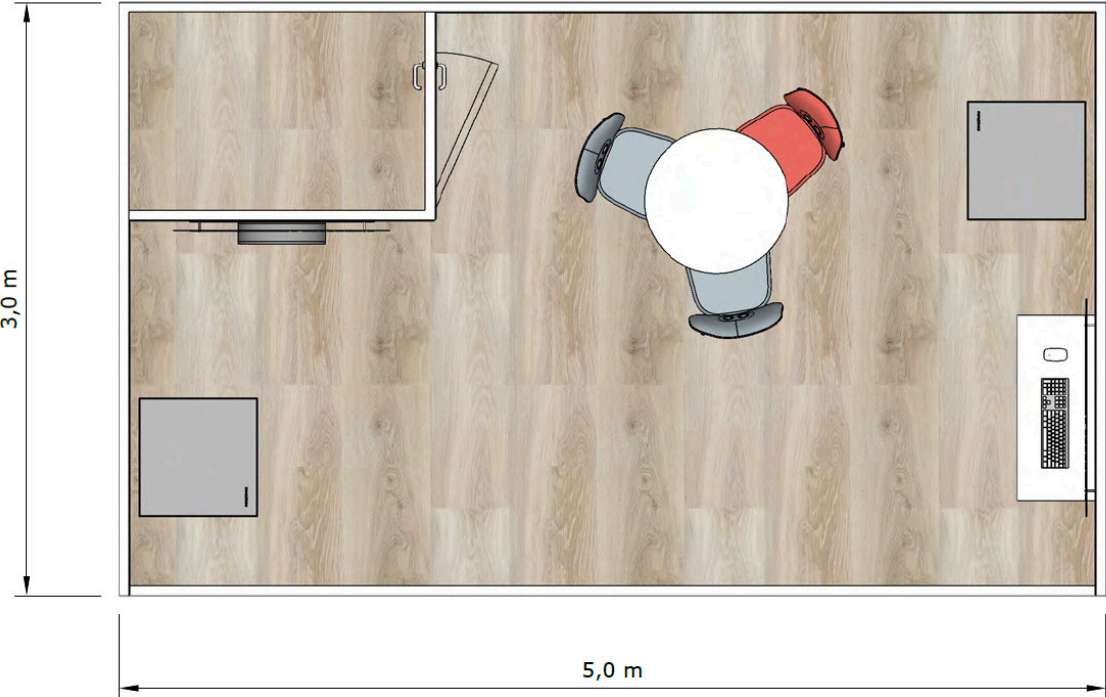
FRONT 1:30 (A3)



PERSPECTIVE



TOP 1:30 (A3)



THANK YOU