



STYLEGUIDE



» IAA MOBILITY
2025

VDA

Verband der
Automobilindustrie



MESSE
MÜNCHEN

» IAA MOBILITY 2025 Overview campaign 2024/2025

				<p>» IAA MOBILITY 2025 IT'S ALL ABOUT MOBILITY</p>		
CONNECTOR	GRID	COLORS	TYPO	CAMPAIGN LOGO + CLAIM	LOOK & FEEL	TONALITY

» IAA MOBILITY 2025 Overview campaign 2024/2025

01

02

04
09

YOUR INNOVATIONS

» IAA MOBILITY
2025

03

08

06

IT'S ALL ABOUT MOBILITY
September 9 – 14, in Munich

Become exhibitor now! »

07

05

01 Connector
02 Look & Feel
03 Colors
04 Typography
05 Layout
06 Claim + Date
07 CTA
08 Logo
09 Tonality

3

IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Modular system | Connector



The Connector, the X...



... is always positioned centrally in the format.



The protected area...



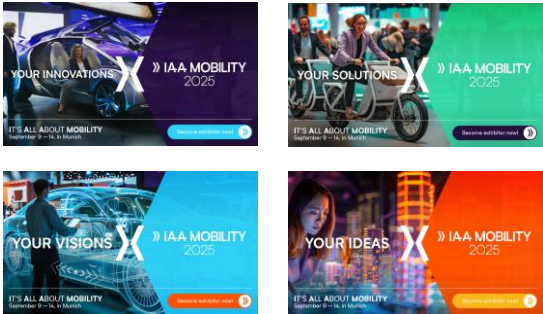

... to the headline is defined by the connector.



The height of a capital letter fits above and below the headline and ends flush with the limits of the X.



» IAA MOBILITY 2025 Modular system | Look & Feel

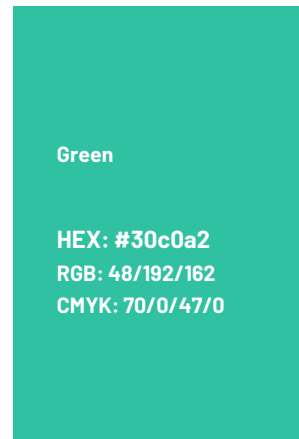
	
<p>01 IT'S ALL ABOUT MOBILITY</p> <p>The focus is on people in the context of an IAA-typical event feeling and in interaction with mobility.</p>	<p>02 COLOR CODE</p> <p>We present moments where the IAA main colors are found e. g., in the surroundings or in the styling.</p>

» IAA MOBILITY 2025 Modular system | Look & Feel

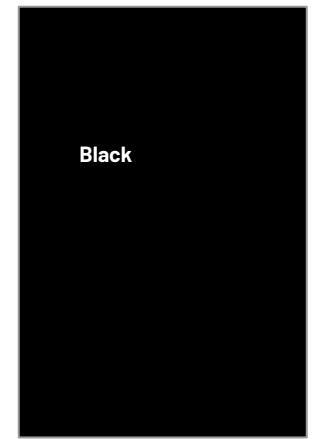


» IAA MOBILITY 2025 Modular system | Colors

Primary colors



Secondary colors



» IAA MOBILITY 2025 Modular system | Typography

~~Biotif Light~~
~~Biotif Regular~~
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

(Biotif Light)
(Biotif Regular)
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

~~Biotif Light~~
~~Biotif Regular~~
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

(Biotif Light)
(Biotif Regular)
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

~~Biotif Light~~
~~Biotif Regular~~
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

~~Biotif Light~~
~~Biotif Regular~~
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

(Biotif Light)
(Biotif Regular)
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

~~Biotif Light~~
~~Biotif Regular~~
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

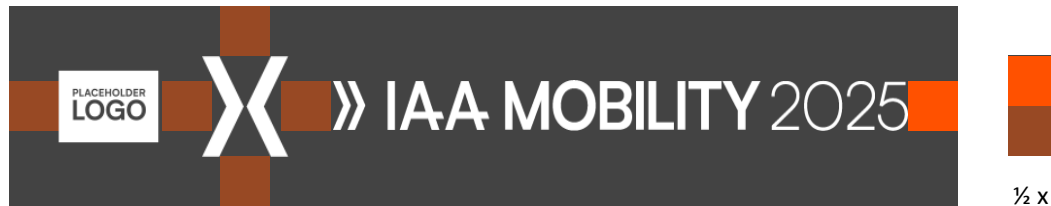
(Biotif Light)
(Biotif Regular)
Biotif Book
Biotif Medium
Biotif Semi Bold
Biotif Bold
Biotif Extra Bold
Biotif Black

» IAA MOBILITY 2025 Modular system | Campaign logo

Campaign logos



Campaign logos + Partner logo



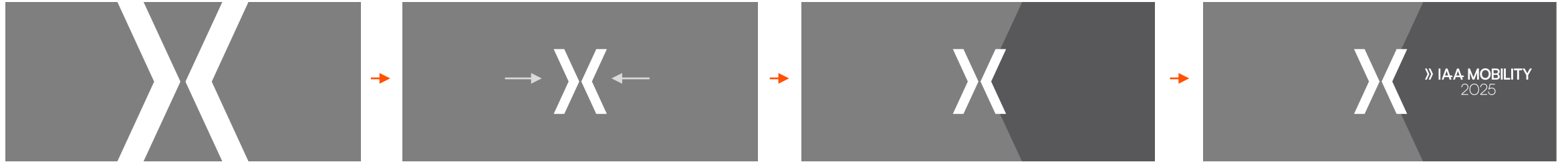
» IAA MOBILITY 2025 Modular system | Positioning of elements



» IAA MOBILITY 2025 Modular system | Grid



» IAA MOBILITY 2025 Modular system | Grid

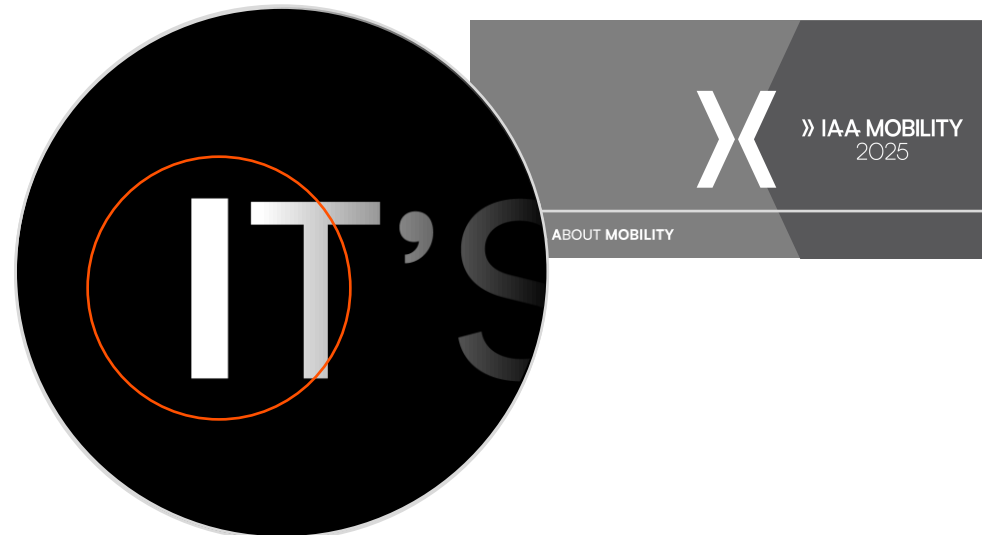


The layout for all formats is derived from the **connector**.

The **connector** is scaled to the center of the layout.

The **connector** opens the area/color overlay.

Logo position.



The **claim** is animated as a special highlight to concisely emphasize the typographic features.

» IAA MOBILITY 2025 Modulares System | Tonality

The IAA MOBILITY 2025 is the world's biggest mobility event. It links mobility with digital innovations and with the spirit of Silicon Valley. It is self-assured, progressive and cosmopolitan. Everyone is welcome.

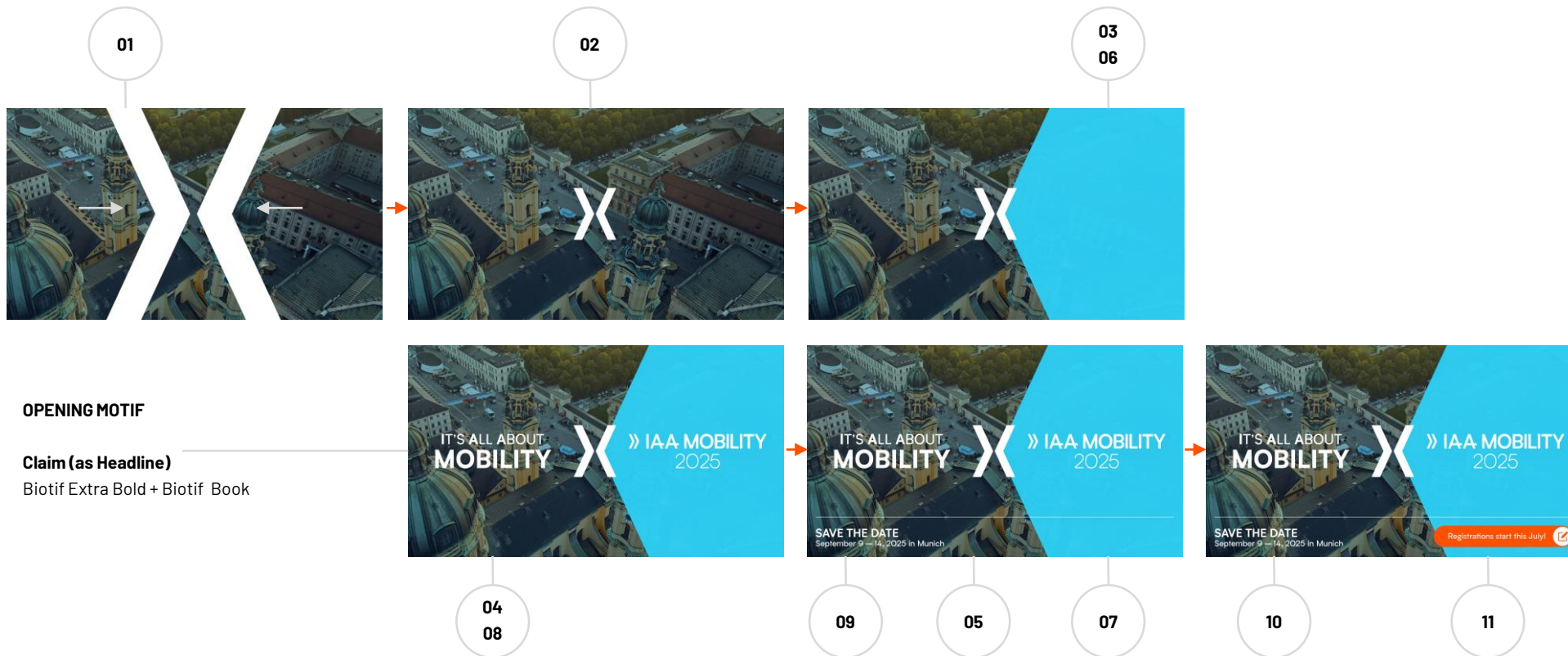
You similarly feel that in the communication, which is always approachable and offered between equals. We do not see the audience as “customers”, but rather as key players, who shape all our futures together with their partners. And we are the hosts who see to the necessary connections.

We communicate personally and directly, and accordingly in our general German-language approaches we adopt the more intimate “Du” form of address. The formal address with “Sie” is used only in direct communications to individuals, thereby showing a professional respect. But even if our tonality is becoming somewhat freer, in terms of content we remain soundly based, relevant and professional. At all times, we are speaking with experts, and we do not try their patience with banalities.

Short, bold, appealing texts that hit their target linguistically without beating about the bush are evidence of self-confidence and mastery. And who is that, if not the IAA Mobility? No fear of the big topics – simple, readily appreciable phrases make our content “snackable”.

We are future-friendly and use a language that stimulates a desire for the future. In more extended formats, the criteria can always be broken occasionally, e.g., to deliver a punchline or to lighten the subject. Not flippantly, but always with sophistication. Just as a skilled speaker would do on-stage. That way, whilst maintaining full professionalism, we remain relaxed and approachable, and we further differentiate ourselves from the old “trade show clichés”.

» IAA MOBILITY 2025 Gallery | DOOH (horizontal)



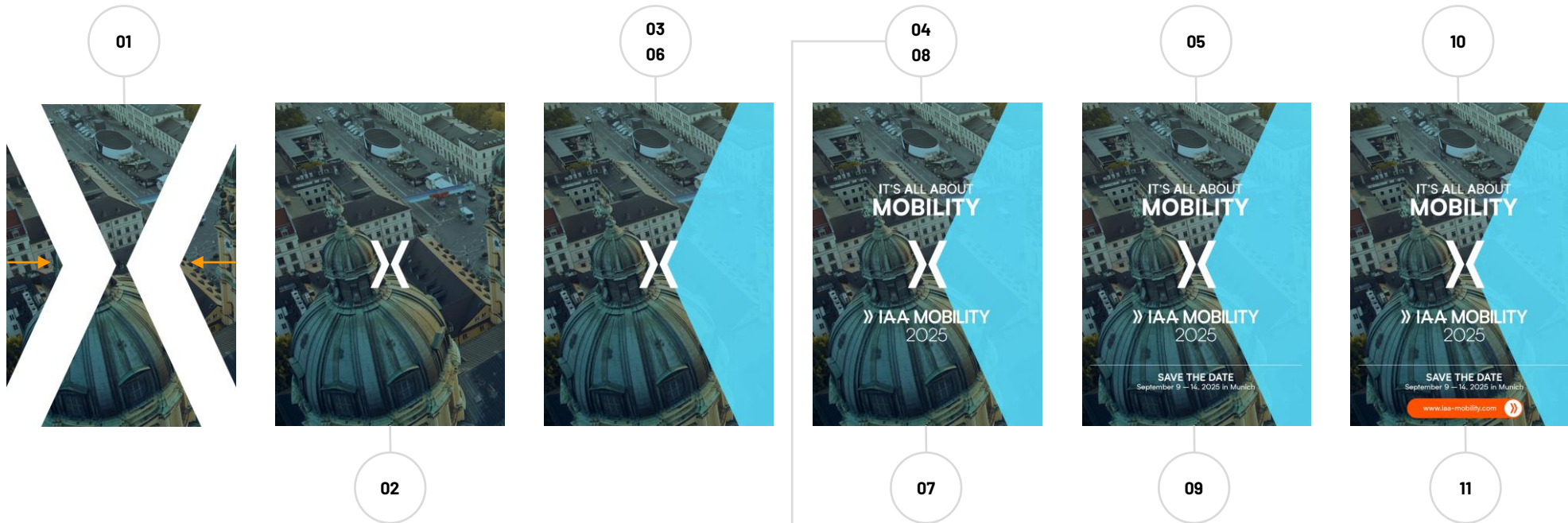
OPENING MOTIF

Claim (as Headline)

Biotif Extra Bold + Biotif Book

01	Connector
02	Look & Feel
03	Colors
04	Typography
05	Layout
06	Motion
07	Logo
08	Claim (Headline)
09	Subline
10	Tonality
11	CTA

» IAA MOBILITY 2025 Gallery | DOOH (vertical)



01	Connector
02	Look & Feel
03	Colors
04	Typography
05	Layout
06	Motion
07	Logo
08	Claim (Headline)
09	Subline
10	Tonality
11	CTA

OPENING MOTIF

Claim (as Headline)

Biotif Extra Bold + Biotif Book

» IAA MOBILITY 2025 Gallery | Banner



01



02

03



04

08

07



09

10

OPENING MOTIF

Claim (as Headline)

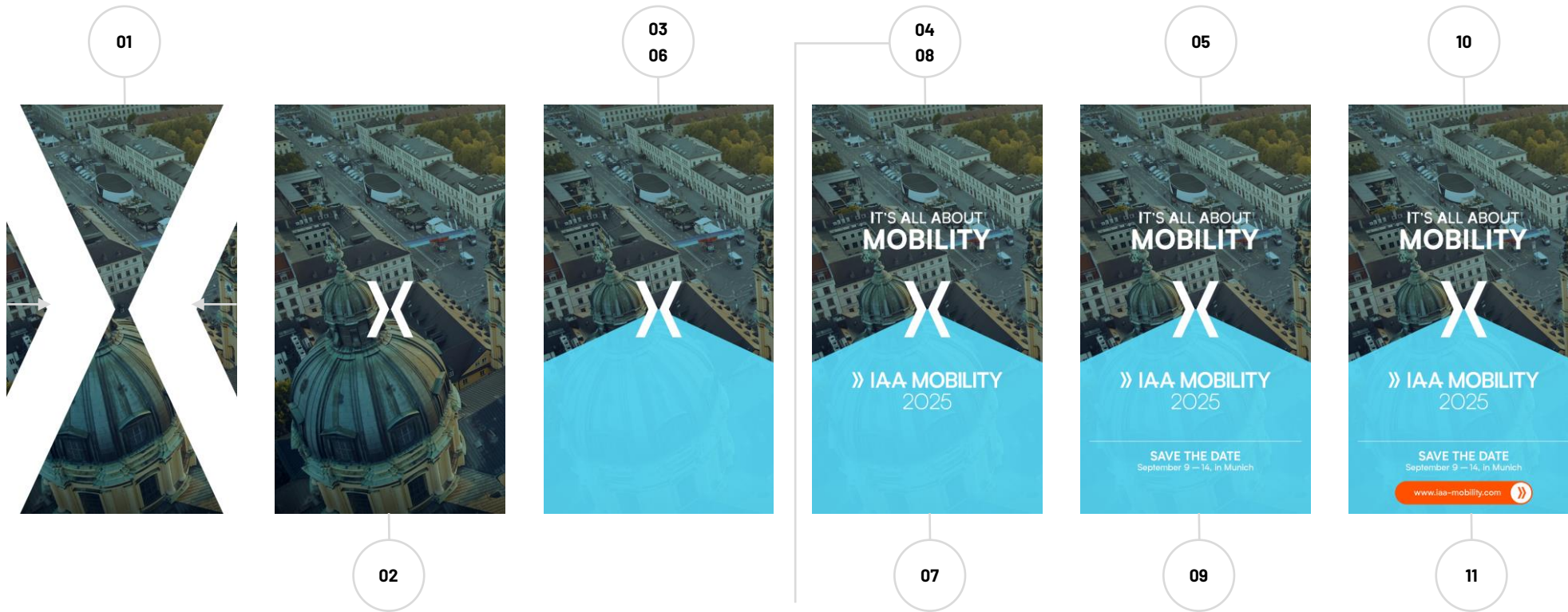
Biotif Extra Bold + Biotif Book



11

- | | |
|----|------------------|
| 01 | Connector |
| 02 | Look & Feel |
| 03 | Colors |
| 04 | Typography |
| 05 | Layout |
| 06 | Motion |
| 07 | Logo |
| 08 | Claim (Headline) |
| 09 | Subline |
| 10 | Tonality |
| 11 | CTA |

» IAA MOBILITY 2025 Gallery | Social Media (Story)

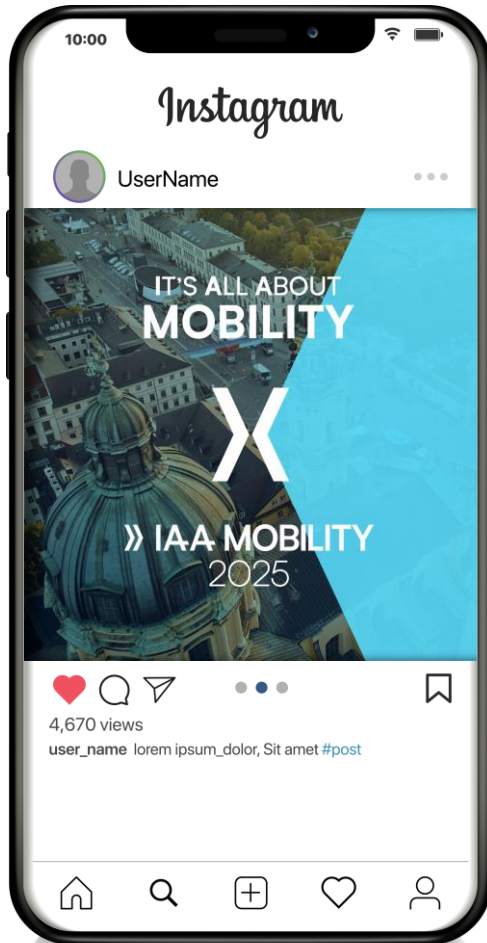


- | | |
|----|------------------|
| 01 | Connector |
| 02 | Look & Feel |
| 03 | Colors |
| 04 | Typography |
| 05 | Layout |
| 06 | Motion |
| 07 | Logo |
| 08 | Claim (Headline) |
| 09 | Subline |
| 10 | Tonality |
| 11 | CTA |

OPENING MOTIF

Claim (as Headline)
Biotif Extra Bold + Biotif Book

» IAA MOBILITY 2025 Gallery | Social Media (Post/Carousel)



01
-
07



OPENING MOTIF

Claim (as Headline)

Biotif Extra Bold + Biotif Book

08
-
10

01	Connector
02	Look & Feel
03	Colors
04	Typography
05	Layout
06	Logo
07	Claim (Headline)
08	Subline
09	Tonality
10	CTA

» IAA MOBILITY 2025 Gallery | Print (3/1)

04
05

09

01

02
03

07

**IT'S ALL ABOUT
MOBILITY**

» IAA MOBILITY 2025
September 9 – 14, in Munich

06
08

10

Registrations start this July!

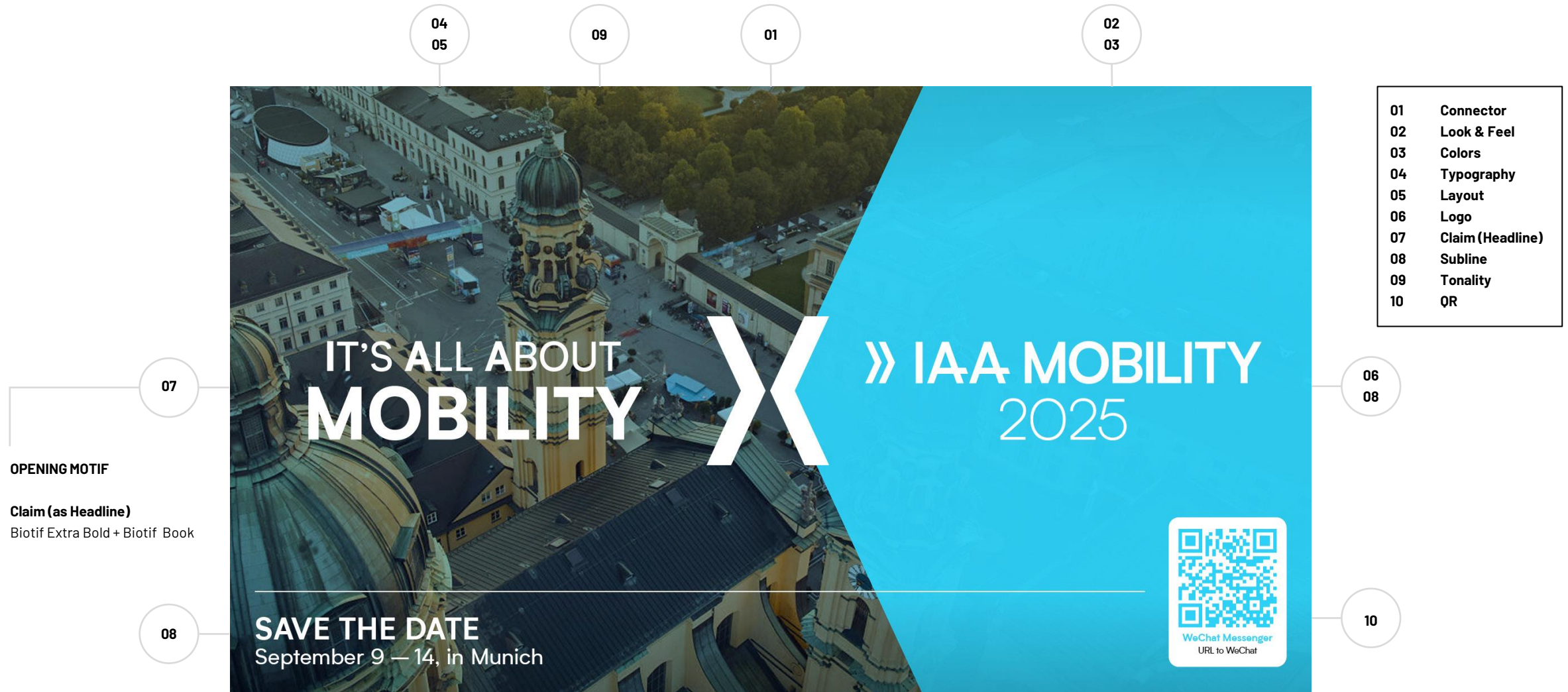
01 Connector
02 Look & Feel
03 Colors
04 Typography
05 Layout
06 Logo
07 Claim (Headline)
08 Subline
09 Tonality
10 CTA
11 QR

WeChat Messenger
URL to WeChat

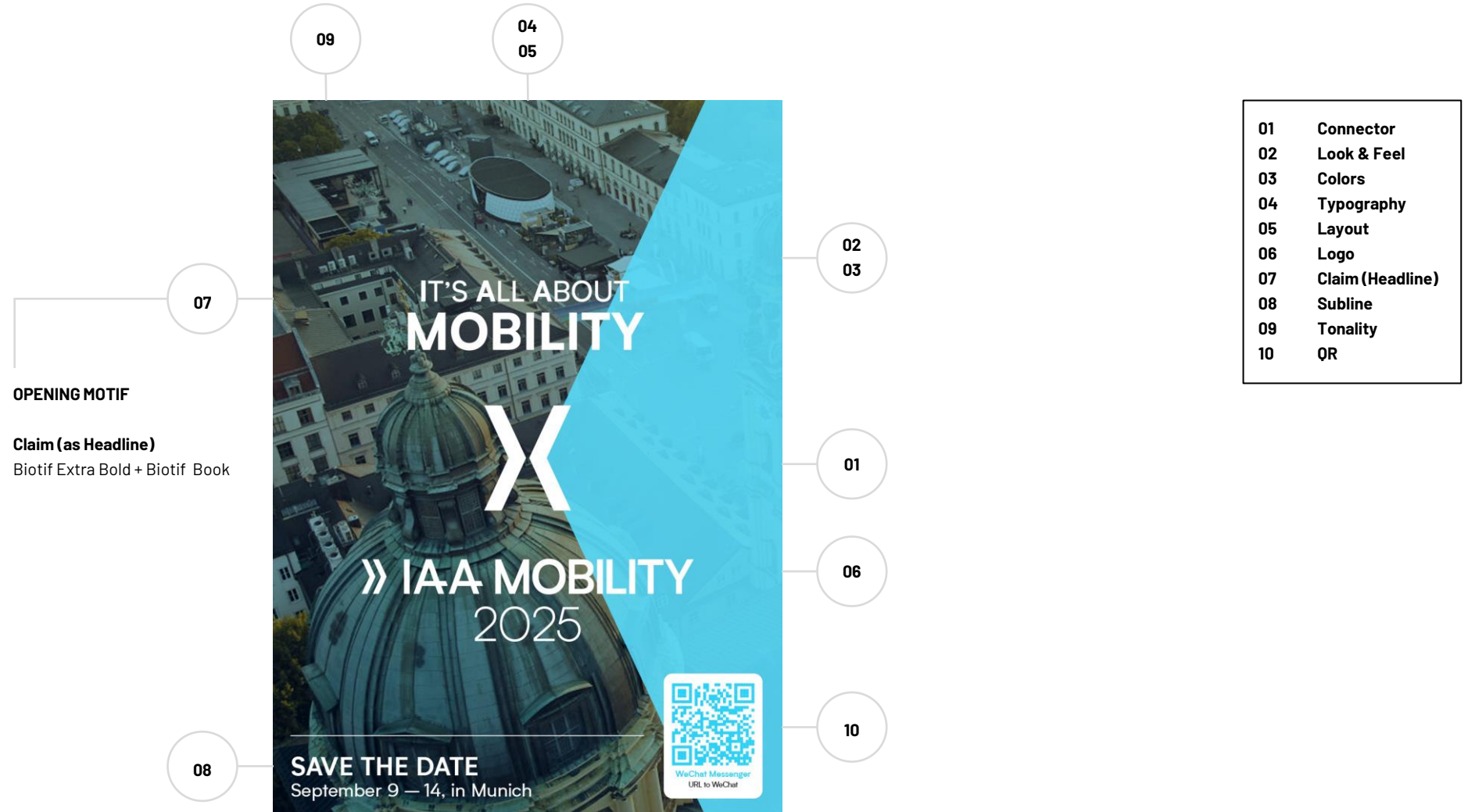
OPENING MOTIF

Claim (as Headline)
Biotif Extra Bold + Biotif Book

» IAA MOBILITY 2025 Gallery | Print (2/1)



» IAA MOBILITY 2025 Gallery | Print (1/1)



OPENING MOTIF

Claim (as Headline)

Biotif Extra Bold + Biotif Book