

FEEL  
THE  
SPIRIT  
OF PLAY



spielwarenmesse<sup>®</sup>  
COMMUNICATION KIT



**spielwarenmesse<sup>®</sup>**

Nürnberg 30. Jan – 3. Feb 2024

**THE MODULAR KIT  
FOR YOUR SUCCESSFUL  
TRADE FAIR COMMUNICATION**

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# SPIELWARENMESSE®

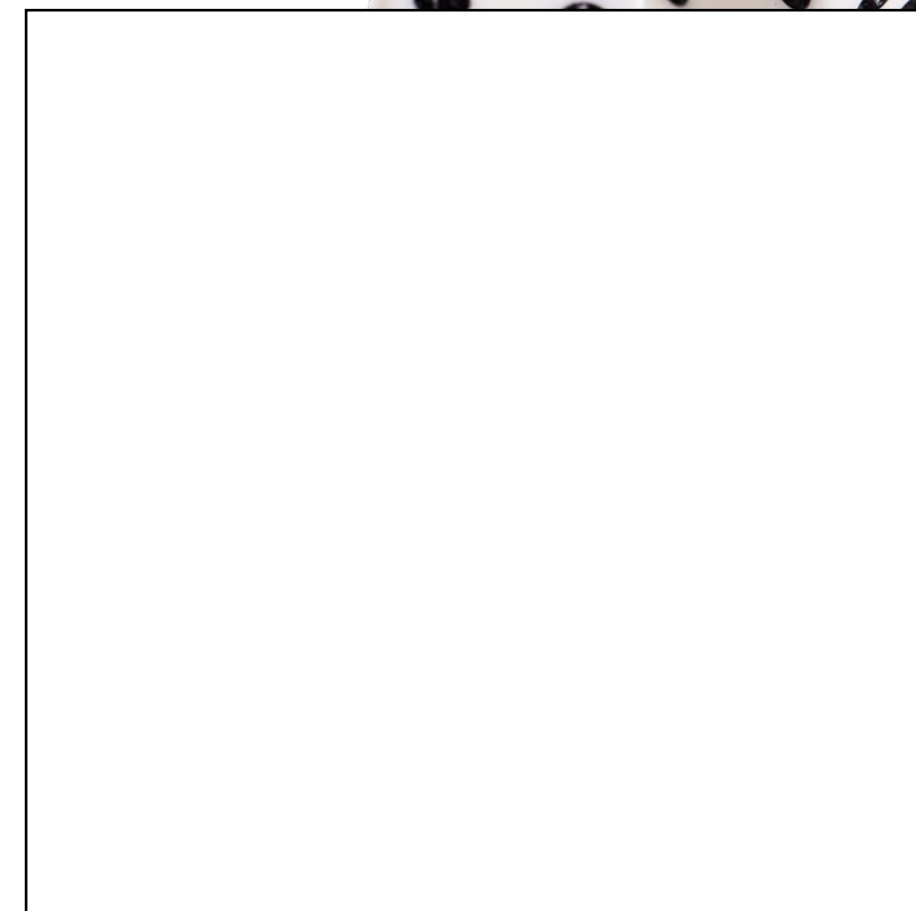
## COLORS

RED



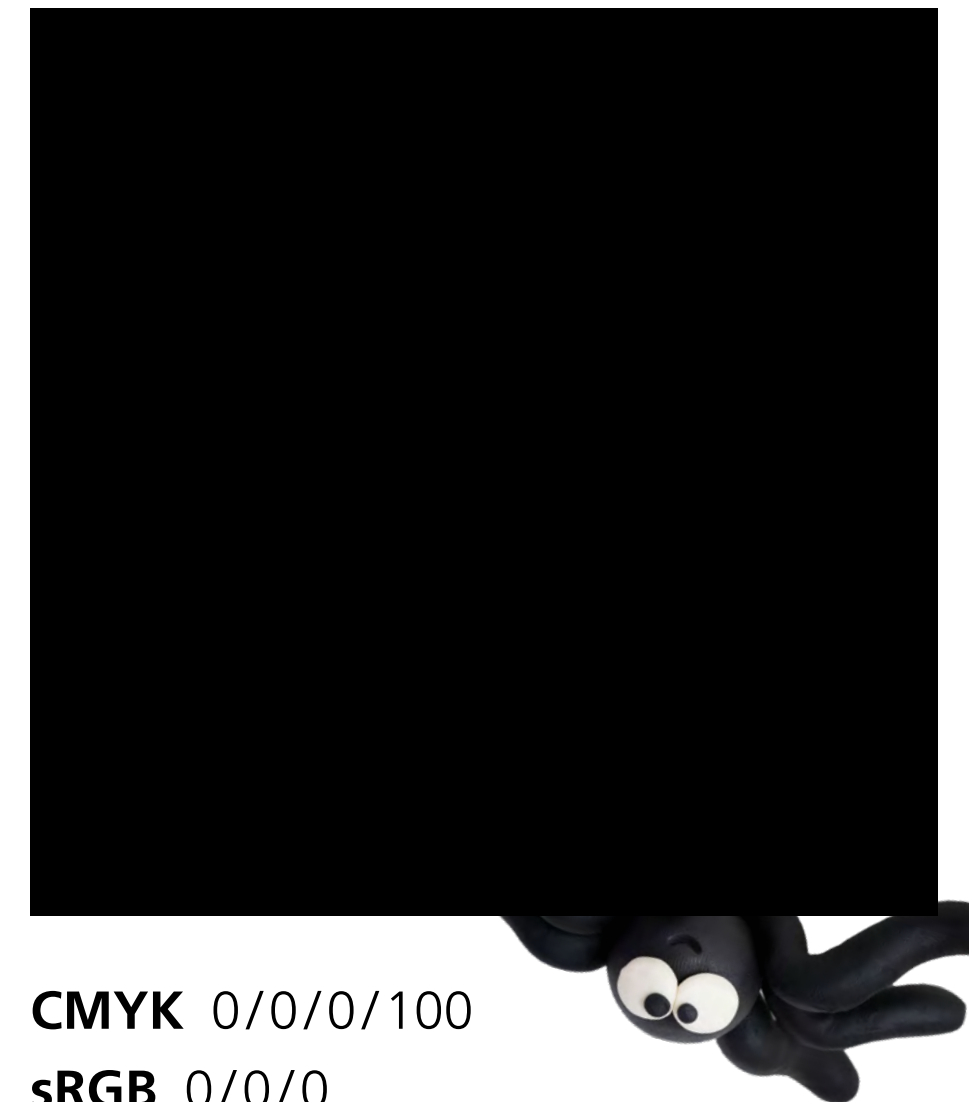
CMYK 0/100/100/0  
sRGB 227/0/15

WHITE



CMYK 0/0/0/0  
sRGB 255/255/255

BLACK



CMYK 0/0/0/100  
sRGB 0/0/0

GREY



CMYK 0/0/0/60  
sRGB 135/135/135

PRIMARY COLOR

ADDITIONAL COLORS

# SPIELWARENMESSE® LOGO

- The logo is a combination of figurative and word mark that forms an inseparable unit.
- The logo may not be altered in its form, proportions, or the relationship of the figurative mark to the word mark.
- The logo is freely scalable.
- The Spielwarenmesse® logo may have a minimum width (measured against the word mark) of at least 21.5 mm.
- The figurative mark should not be smaller than 1 x 1 cm.
- The logo is placed on a white background.
- The logo is not available in negative form.
- The colours of the logo must not be changed.

[CLICK HERE FOR DOWNLOAD](#)



## LOGO FREE SPACE



at least. 21.5mm

FREE SPACE AROUND THE LOGO  
IS THE HEIGHT OF THE LETTERING  
INCLUDING DATE.

## SPIELWARENMESSE® LOGO WITHOUT DATE



## SPIELWARENMESSE® LOGO INTERNATIONAL VERSION



## SPIELWARENMESSE® LOGO GERMAN VERSION



# TEXT MODULES

## SOCIAL MEDIA

- #savethedate: January 30<sup>th</sup>–February 3<sup>rd</sup>! We are exhibitors at the Spielwarenmesse! Visit us at the exhibition centre in Nuremberg in [add hall and stand number]. You can find more information here: [www.spielwarenmesse.de](http://www.spielwarenmesse.de). #spielwarenmesse #feelthespirit
- We will be there! From January 30<sup>th</sup>–February 3<sup>rd</sup> we will be at the Spielwarenmesse and look forward to meeting you live in Nuremberg! You will find us in [add hall and stand number]. You can find more information here: [www.spielwarenmesse.de](http://www.spielwarenmesse.de). #spielwarenmesse #feelthespirit
- See you in January @Spielwarenmesse. Come by and find out the latest news about [add company topics at the fair here]. We look forward to seeing you! You will find our stand in [add hall and stand number]. #spielwarenmesse #feelthespirit
- See you in Nuremberg @Spielwarenmesse. Come by and find out the latest news about [enter company topics at the fair here]. We look forward to seeing you! You will find our stand in [add hall and stand number]. #spielwarenmesse #feelthespirit

- Feel the Spirit @Spielwarenmesse. Come by and find out the latest news about [enter company topics at the fair here]. We look forward to seeing you! You will find our stand in [add hall and stand number]. #spielwarenmesse #feelthespirit
- Feel the Spirit @Spielwarenmesse! We'll be there – you too? Meet us from January 30<sup>th</sup>–February 3<sup>rd</sup> in [add hall and stand number]. #spielwarenmesse #feelthespirit
- We invite you! Visit us from January 30<sup>th</sup>–February 3<sup>rd</sup> at the Spielwarenmesse in Nuremberg in [add hall and stand number]. #spielwarenmesse #feelthespirit
- #savethedate: February 1<sup>st</sup>! Come to the RedNight at our stand in [add hall and stand number] to round off the trade fair day together. We look forward to your visit! #spielwarenmesse #rednight

When mentioning us, please make sure to link our channels correctly so that we can respond directly to your post.



**INVITE YOUR CUSTOMERS FREE OF CHARGE!**

Use the voucher codes in your voucher and pass manager.

**YOU CAN FIND THE CODES HERE**



# TEXT MODULES INVITATIONS



## General

- “Feel the Spirit” is the motto at the Spielwarenmesse from January 30<sup>th</sup> in Nuremberg! The world’s leading trade fair for the toy industry is back in the Nuremberg exhibition halls and we will also be exhibitor at the fair. We can hardly wait to see you at our stand [add stand number and hall] from January 30<sup>th</sup> to February 3<sup>rd</sup>! Meet us at the Spielwarenmesse, where we will present our product highlights for your range in a relaxed atmosphere. We are at your disposal for questions, information, and interesting discussions. Simply make an appointment via the networking tool in the Spielwarenmesse app – we look forward to meeting you! For a free ticket to the Spielwarenmesse, redeem your voucher code voucher code [XXX] at tickets.spielwarenmesse.de.
- It’s that time of year again in January: the Spielwarenmesse is the inspiring meeting place for our industry! From January 30<sup>th</sup> to February 3<sup>rd</sup>, we welcome you to our stand [add hall and stand number] at the Spielwarenmesse in Nuremberg – and will be happy to show you our extensive programme for [add company topics at the fair here add here]. Of course, our stand also offers additional information on the entire product portfolio. We look forward to your visit! Redeem your voucher code [XXX] at tickets.spielwarenmesse.de.

## News

- Discover the latest trends! We would like to invite you to the toy fair in Nuremberg, where we will be presenting the new collections for the year 2024. Be one of the first to get to know our new assortment and visit us from January 30<sup>th</sup> to February 3<sup>rd</sup> in [add hall and stand number]. We look forward to inspiring conversations with you. With the voucher code [XXX] of this invitation you can create your free admission ticket at tickets.spielwarenmesse.de.
- Are you missing exciting products for 2024? Come and meet us at the Spielwarenmesse 2024 in Nuremberg! At the ideal time we will be presenting innovative new products such as [add your product highlight]. Experience the latest trends in the [add product group] up close and let yourself be inspired! Curious? Make a note of it now! Come and visit us in [add hall and stand number] from January 30<sup>th</sup> to February 3<sup>rd</sup>. We cordially invite you – redeem your voucher code at tickets.spielwarenmesse.de. We look forward to seeing you!

## Short and concise

- Discover our latest highlights and be inspired! Curious? Make a note of it now! Visit us at Spielwarenmesse in [hall and add stand number] from January 30<sup>th</sup> to February 3<sup>rd</sup>. We cordially invite you redeem your voucher code [XXX] at tickets.spielwarenmesse.de. We look forward to seeing you there!
- “Feel the Spirit” is the motto at the Spielwarenmesse from January 30<sup>th</sup> in Nuremberg. We will be there as an exhibitor and can hardly wait to welcome you at our stand [add stand number and hall] from January 30<sup>th</sup> to February 3<sup>rd</sup>! We look forward to meeting you at the Spielwarenmesse for a productive discussion about our products.

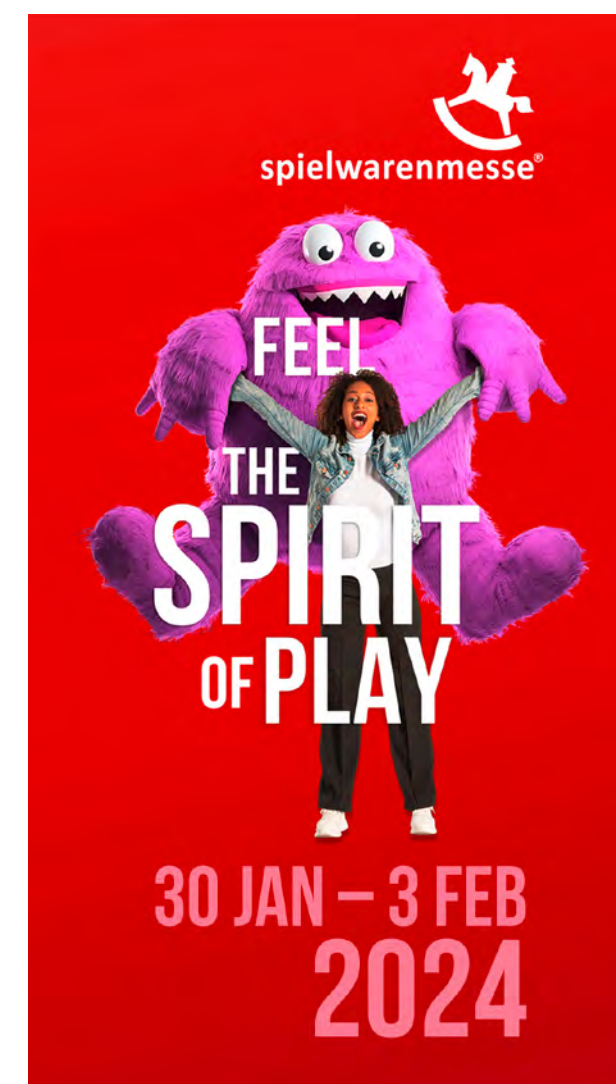
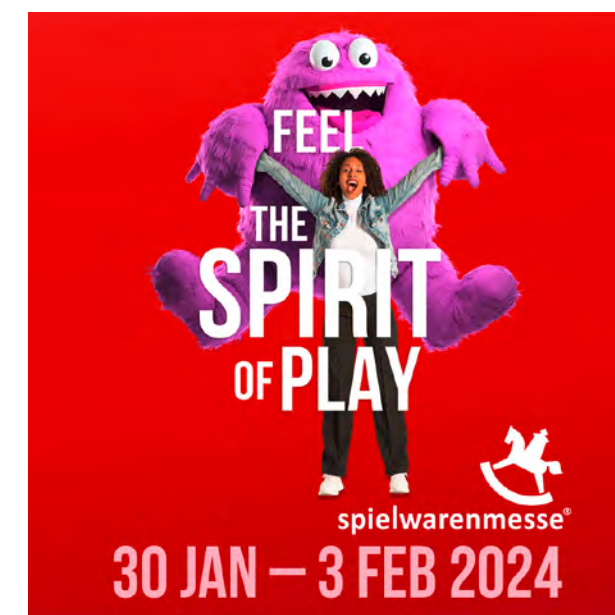
# TEMPLATES

## SOCIAL MEDIA

DOWNLOAD, ADAPT AND START

Motifs for your social media presence.

[CLICK HERE FOR THE TEMPLATES](#)

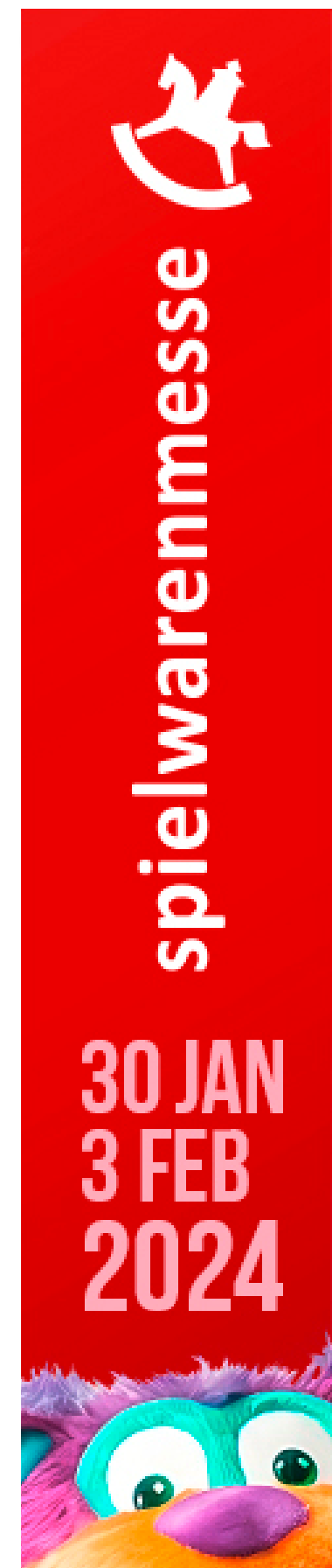


# TEMPLATES BANNER

DOWNLOAD, ADAPT AND START

Motifs for your emails, newsletter, etc.

[CLICK HERE FOR THE TEMPLATES](#)





# SEE YOU IN 2024 WE LOOK FORWARD TO SEEING YOU!



Do you have questions or feedback about the communication kit?  
Contact me. I will be happy to assist you.

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Would you also like to increase your visibility on the fairgrounds?  
Contact me and together we will develop your **advertising measures**  
at the Spielwarenmesse!

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**Spielwarenmesse eG**

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