

spielwarenmesse 

75<sup>th</sup>

SPIRIT OF PLAY

# COMMUNICATION KIT

The **modular kit** for  
your successful **trade  
fair communication**





**spielwarenmesse**

Nürnberg 27 – 31 Jan 2026

**FEEL THE  
SPIRIT  
OF PLAY**

**COLOURS**

**3**

**LOGOS**

**4**

**ANNIVERSARY**

**5**

**TEXT MODULES**

**6 – 7**

SOCIAL MEDIA

INVITATIONS

**TEMPLATES**

**8 – 9**

SOCIAL MEDIA

BANNER

**CONTACT**

**10**



# SPIELWARENMESSE

# COLOURS

## ADDITIONAL COLOURS

**PURPLE**

CMYK 75 / 100 / 5 / 20

sRGB 88 / 28 / 109

**BLACK**

CMYK 0 / 0 / 0 / 100

sRGB 0 / 0 / 0

**GREY**

CMYK 0 / 0 / 0 / 60

sRGB 135 / 135 / 135

**WHITE**

CMYK 0 / 0 / 0 / 0

sRGB 255 / 255 / 255

## PRIMARY COLOUR

**RED**

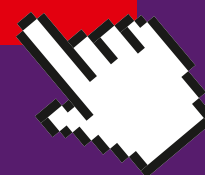
CMYK 0 / 100 / 100 / 0

sRGB 227 / 0 / 15

# SPIELWARENMESSE LOGOS

- The logo is made up of both a figurative and a word mark, forming 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



Free space around the logo is the height of the lettering including date.

## SPIELWARENMESSE LOGO WITHOUT DATE



## SPIELWARENMESSE LOGO WITH DATE (INTERNATIONAL)



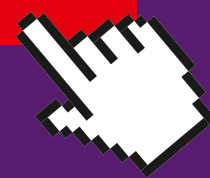
## SPIELWARENMESSE LOGO LANDSCAPE (ONLINE USAGE)



# SPIELWARENMESSE ANNIVERSARY

- Spielwarenmesse is celebrating its anniversary!  
To mark the occasion, there is a special 75<sup>th</sup> badge that can be attached to various promotional materials.
- The badge is intended to be placed exclusively in the bottom right-hand corner of the format.
- Depending on the size, the event name, location and date are displayed in the white section separating the badge from the main format.
- The correct text on the badge is: "75<sup>th</sup> Spirit of Play".
- All elements are to be regarded as a fixed unit and must not be altered.

**CLICK HERE FOR DOWNLOAD**



**USE FOR SMALLER IMAGE SIZE  
( $< 10 \times 10$  cm)**



**USE FOR MEDIUM IMAGE SIZE  
( $> 10 \times 10$  cm)**



**USE FOR LARGER IMAGE SIZE  
( $> 15 \times 15$  cm)**



# TEXT MODULES

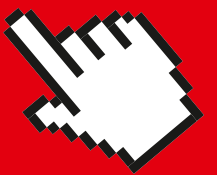
## SOCIAL MEDIA

- 🗓️ **The countdown is on:** From 27 – 31 January 2026, we'll be at the 75th Spielwarenmesse in Nürnberg! Find us in [add hall and stand number] – we're bringing plenty of new products. Have you planned your visit yet? #Spielwarenmesse
- 🚀 **Curious about what's next?** At Spielwarenmesse 2026, we'll be unveiling our most exciting new products – exclusively in [add hall and stand number]! 👁️ Discover the future of play with us. #Spielwarenmesse
- 🤝 **It's finally Spielwarenmesse again** – the perfect place for fresh ideas and great conversations! Come by, meet us in person and let's shape the future together. Drop by in [add hall and stand number]! #Spielwarenmesse
- 📈 **Experience trends and shape the future** – at Spielwarenmesse 2026 in Nürnberg! In [add hall and stand number], we'll be showcasing the innovations driving our industry. Let's talk about what the future of play could look like. #Spielwarenmesse

- 🎮 **Keen to try our products in person?** Nothing beats the real trade fair experience: hands-on, interactive, inspiring! From 27 – 31 January 2026 at the 75th Spielwarenmesse in [add hall and stand number] – we're looking forward to meeting you! #Spielwarenmesse
- 🎫 **Looking for inspiration?** Get your ticket and discover our highlights live at the 75th Spielwarenmesse! Exciting products and personal conversations await you in [add hall and stand number]. #Spielwarenmesse
- 🎉 **75 years of Spielwarenmesse** – and we're part of it! The fair is a fixed date in our calendar, and we're excited to celebrate this special anniversary together. From 27 – 31 January 2026 in [add hall and stand number], you'll find special activities, a festive atmosphere and real highlights – don't miss out! #Spielwarenmesse
- ✨ **What inspires us in 2026?** [Insert focus topics/trends]! At Spielwarenmesse in [add hall and stand number], we'll be bringing these topics to life. Let's connect and share ideas! #Spielwarenmesse

YOU CAN FIND US ON LINKEDIN,  
INSTAGRAM AND FACEBOOK  
UNDER @SPIELWARENMESSE.

Please ensure you link to our channels  
correctly when mentioning us,  
so that we can respond directly to  
your posts.



UNLEASH YOUR CREATIVITY.

CRAFT YOUR MESSAGE IN A  
UNIQUE AND PERSONAL  
WAY, PERFECTLY SUITED TO  
YOUR TARGET AUDIENCES.



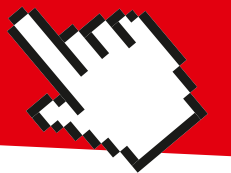
# TEXT MODULES

# INVITATIONS

INVITE YOUR CUSTOMERS FREE OF CHARGE!

Use the voucher codes in your voucher and pass manager.

YOU CAN FIND THE CODES HERE



## SAVE THE DATE

- We're counting down the days: From 27 to 31 January 2026, we'll be at the 75th Spielwarenmesse in Nürnberg and would love to welcome you in [add hall and stand number]! Discover what's new, chat with our team and get inspired. Whether you're after a quick catch-up or an in-depth conversation – we're looking forward to seeing familiar and new faces. Book your appointment now or simply drop by. Claim your free ticket using the voucher code [XXX] at [tickets.spielwarenmesse.de](https://tickets.spielwarenmesse.de).

## HIGHLIGHTS

- There's so much to discover! We're bringing exciting new products, creative ideas and real highlights to Spielwarenmesse in Nürnberg. In [add hall and stand number], you can experience everything live, try things out and talk to us about tomorrow's trends. Let yourself be surprised and pick up fresh inspiration for your business – our team can't wait to show you everything in person! Use the voucher code [XXX] at [tickets.spielwarenmesse.de](https://tickets.spielwarenmesse.de) to secure your free ticket for your visit.

## NETWORKING

- Spielwarenmesse is always a real highlight for us – especially because it's where we get to meet you! Whether we've worked together for years or you're just getting to know us: we make time for good conversations, new contacts and fresh ideas. Make use of the networking tool in the Spielwarenmesse app and visit our profile on Spielwarenmesse Digital to arrange a meeting with us. Drop by in [add hall and stand number], tell us what's on your mind and let's look to the future together. For your ticket, just use the voucher code [XXX] at [tickets.spielwarenmesse.de](https://tickets.spielwarenmesse.de) – your entry is free.

## FOCUS TOPICS

- This year, we're putting a special focus on [insert focus topics, e.g. trends, licensing, sustainability] at Spielwarenmesse. We'd love to share what's inspiring us – and we're curious to hear your thoughts! Discover new perspectives, bring your questions and let's exchange ideas in [add hall and stand number]. Don't miss out – use the voucher code [XXX] at [tickets.spielwarenmesse.de](https://tickets.spielwarenmesse.de) to claim your free ticket.

## SPIELWARENMESSE ANNIVERSARY

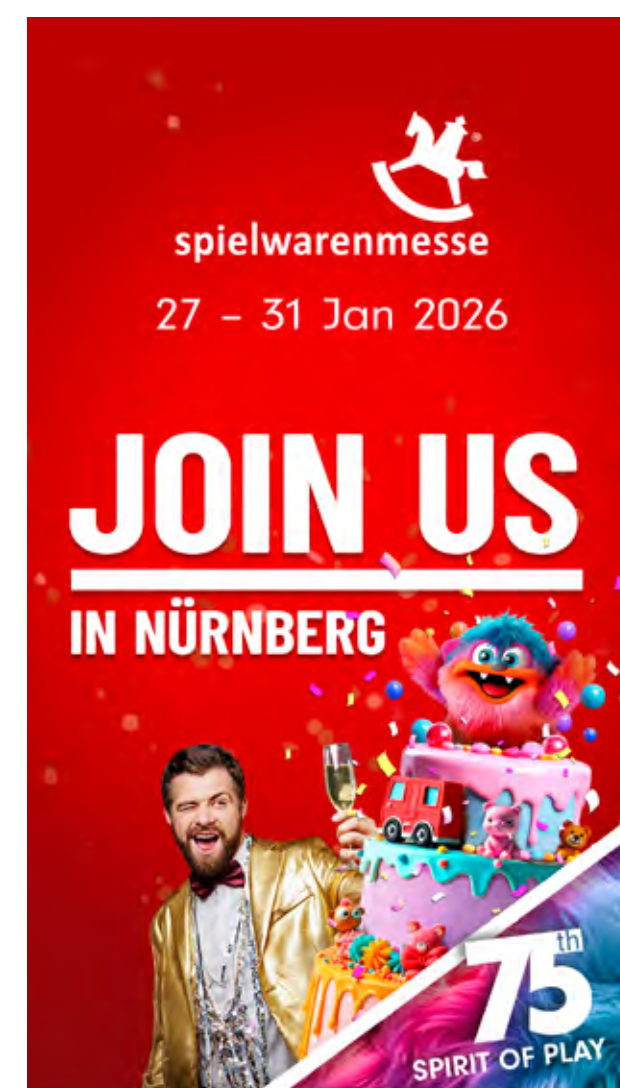
- 75 years of Spielwarenmesse – and we're part of it! For us, the fair is always a special occasion to look back on great encounters, exciting projects and fresh ideas together with you. To mark the anniversary, we've prepared something special: look forward to exclusive activities, surprises and special offers at our stand. Get your free ticket with the voucher code [XXX] at [tickets.spielwarenmesse.de](https://tickets.spielwarenmesse.de) and join us from 27 to 31 January 2026 in [add hall and stand number] to celebrate this milestone. We can't wait to see both familiar and new faces!

## LIVE EXPERIENCE & SERVICE

- Nothing beats being there in person! Try out our latest products in [add hall and stand number], get advice and find new inspiration for your business. To make your visit as smooth as possible, we recommend planning your journey and accommodation early – Nürnberg will be buzzing during Spielwarenmesse. For easy planning, use the fair's services like the app or Spielwarenmesse Digital. Secure your free ticket with the voucher code [XXX] at [tickets.spielwarenmesse.de](https://tickets.spielwarenmesse.de). We look forward to seeing you and having inspiring conversations!

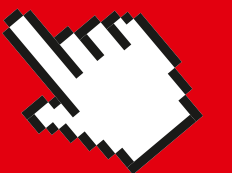


# TEMPLATES SOCIAL MEDIA



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AND GET STARTED:**  
Motifs for your social media presence.

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**TAKE ADVANTAGE OF OUR  
SOCIAL MEDIA SERVICE  
WITH SOCIALPALS.**

**ACCESS READY-TO-USE POSTS  
FOR YOUR CHANNELS!**

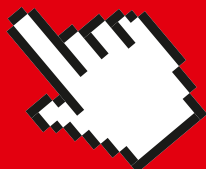
**REGISTER NOW:**  
[socialpals@spielwarenmesse.com](mailto:socialpals@spielwarenmesse.com)



# TEMPLATES BANNER

DOWNLOAD, CUSTOMISE AND GET STARTED:  
Motifs for your emails, newsletter, etc.

CLICK HERE FOR THE TEMPLATES!





# SEE YOU IN 2026

## WE LOOK FORWARD TO WELCOMING YOU!



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Do you have questions or feedback  
about the communication kit?  
Please feel free to get in touch  
with me!



**HEIKO RÖSCHLEIN**

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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 Spielwarenmesse!

**Spielwarenmesse eG**



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