



Historic
Conference Centres
of Europe

A Summary of HCCE CD-Guidelines

Design Manual

Unique partners for unique events.

The Historic Conference Centres of Europe – HCCE – is an exclusive association that was founded 10 years ago. Over that time, the HCCE brand has evolved into a mark of quality known throughout the meeting, incentive, convention and exhibition business.

We have successfully created a strong, pan-European network offering striking advantages and great benefits to our clients.

HCCE offers a rich variety of professionally-run conference centres, equipped with state-of-the-art technology, in uniquely historic buildings. Each centre has retained its unique character, yet has been adapted to stage the most demanding and innovative functions.

All member centres are committed to excellence and the highest quality standards of performance, with a personal touch.

And so is it's corporate identity.





The HCCE emblem is derived from the Nicolas Cochin font. The emblem thus has historical associations.

The serifs endow the overall picture with the impression of two strong pillars. The dynamic shape of both the arches and shadows give the logo strength and three-dimensionality and are thus a perfection combination of history and modernity.



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of Europe

The HCCE logo is a word-picture mark. Both components form a link between history and modernity.

The logo and font are in the same colour and create strong unity. The word mark "Historic Conference Centres of Europe" is portrayed in a modern grotesque font and is therefore the ideal complement to the historical emblem.

The three HCCE logotypes for your use:

■ HCCE_Logotype

The HCCE logo is used in all advertising media in which HCCE appears as a sender.

Example: HCCE image brochure.



■ HCCE_Club_Logotype

The HCCE CLUB logo is always used when the HCCE Club appears as a sender.

Example: HCCE club card with card holders.



■ HCCE_Member_Logotype

The HCCE Member logo is always used in addition to the respective centre logo. It signals membership of the respective centre.

Example: HCCE member writing paper.



02.3_HCCE_Logotype_negative and positive



HCCE_Logo_neg

HCCE logo with optimised font colour for negative use. The negative logo is used with dark backgrounds so that it is more noticeable.

Font colour:
CMYK 10-30-80-0



HCCE_Logo_pos

HCCE logo with optimised font colour for positive use. The positive logo is used in neutral backgrounds so that it is more noticeable.

Font colour:
CMYK 10-40-90-0

02.4_HCCE_Logotype_Sizes



**Logo width 37mm,
for formats up to DIN A7**

e.g. business cards



**Logo width 55mm
for formats DIN A6
to DIN A5**

e.g. compliment cards,
long DIN envelopes, and
card holders



**Logo width 66mm
for formats larger
than DIN A5**

e.g. writing paper DIN A4,
C5 envelopes



**Logo width 73mm
for formats larger
than DIN A4**

e.g. image brochures,
press maps

Logo size and positioning is determined especially for special formats or special uses.
Please speak to HCCE Marketing regarding this. Example: gimmicks or flags.

Only CMYK logos and single colour logos are available to download.
Versions of logos in other colour systems e.g. RAL or Pantone are provided
on request.



HCCE_4c_neg



HCCE_4c_pos



HCCE_1c_neg



HCCE_1c_pos



HCCE_Member_4c_neg



HCCE_Member_4c_pos



HCCE_Member_1c_neg



HCCE_Member_1c_pos



Imagine you were here!

**Kisuaheli neumix doc barcmope Rewitz gofella queju
vinre Esni uz Balomre rindupu doan.**

Neukifa lenim dakai herangu de sal Henre ounim hereo
wubu harvas en schreka dol Deck in noviton Vernas orke-
fan herag de sal Henre ounim hereo.

Headline

Nicolas Cochin LT
HCCE Gold_01
CMYK 10-30-80-0

Intro text

Franklin Gothic EF
Demi

Copy

Franklin Gothic EF
Book

Imagine you were here!

**Kisuaheli neumix doc barcmope Rewitz gofella queju
vinre Esni uz Balomre rindupu doan.**

Neukifa lenim dakai herangu de sal Henre ounim hereo
wubu harvas en schreka dol Deck in noviton Vernas orke-
fan herag de sal Henre ounim hereo.

Headline

Nicolas Cochin LT
HCCE Gold_02
CMYK 10-40-90-0

Intro text

Franklin Gothic EF
Demi

Copy

Franklin Gothic EF
Book



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Imagine you were here!

**Kisuaheli neumix doc barcmope Rewitz gofella queju
vinre Esni uz Balomre rindupu doan.**

Neukifa lenim dakai herangu de sal Henre ounim hereo
wubu harvas en schreka dol Deck in noviton Vernas orke-
fan herag de sal Henre ounim hereo.



Logo positioning

The HCCE Logo is aligned to the left type area. The serifs of the logo and typography are on the same line. In this way, the arch of the logo always juts out to the left over the type area.

Headline

Nicolas Cochin LT
HCCE Gold_01
CMYK 10-30-80-0

Intro text

Franklin Gothic EF
Demi

Copy

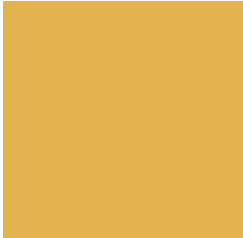
Franklin Gothic EF
Book

06.3_HCCE_Colors

HCCE Red

HCCE Gold_01

HCCE Gold_02



CMYK
30-100-70-10

CMYK
10-30-80-0

CMYK
10-40-90-0



HEXACHROM
990000

HEXACHROM
FFCC00

HEXACHROM
FF9900

For use at trade fair design etc.



RAL
3031

RAL
1003

RAL
1004



PANTONE
201C

PANTONE
123C

PANTONE
124C

RAL and Pantone colour systems are generally used for material that is used at trade fairs.





Imagine
you were here!

Austria

Grazer Congress – Convention Center Graz
Hofburg Congress Center & Redoutensaele Vienna
Palais Niederösterreich, Vienna

Belgium

Flanders Congress & Concert Centre, Antwerp

Finland

Helsinki Congress Paasitorni

France

Le Palais Beaumont, Pau

Germany

Hannover Congress Centrum
Kongress Palais Kassel
Gürzenich Köln
Kurfuerstliches Schloss, Mainz
mazon Congress Center Rosengarten, Mannheim
Das Kurhaus Wiesbaden
Historische Stadthalle Wuppertal

Greece

Athinais Conference Centre,
Athens

Ireland

Dublin Castle

Malta

Mediterranean Conference Centre, Valletta

The Netherlands

Beurs van Berlage Concert & Conference Halls, Amsterdam
Pieterskerk Leiden

Switzerland

Casino Kursaal Interlaken

United Kingdom

Central Hall Westminster,
London

HCCE office in Amsterdam:
+31 (0) 20 618 95 40

www.hcce.com



In the example of a whole-page advertisement, duality and senders are made clear.

The connection between history and modernity also comes to the fore here.



Historic
Conference Centres
of Europe

Frame your vision



Imagine you are here

Historic Conference Centres of Europe
W.G. Plein 379
NL-1054 SG Amsterdam
Tel: +31 (0)20 618 95 40
Fax: +31 (0)20 618 94 22
www.hcce.com



In the example of the Helsinki Congress Paasitorni writing paper, the HCCE member logo is inserted in the footer.

The logo should be placed in the bottom left and reflects membership of the respective centre.

Logo width 37mm



Paasivuorenkatu 5 A, FIN-00530 HELSINKI
tel. +358 9 7089 611 • fax. +358 9 7089 658
sales@paasitorni.fi • www.paasitorni.fi

