



**SIM FORMULA  
EUROPE**

# **BRAND KIT**

## **2027**

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Logo, colour, typography, poster and social frames

[simformula.eu](https://simformula.eu)

Version 1.7 · 9 September 2026

# Brand

## LOGO



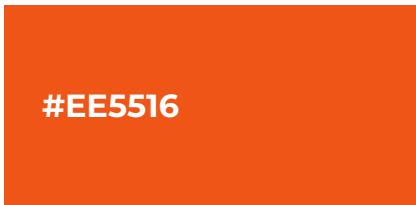
DARK ON LIGHT



WHITE ON DARK

Both versions sit on pages 09 and 10 with a transparent background, ready to lift out.

## COLOUR



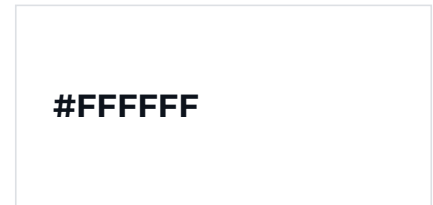
Orange

RGB 238, 85, 22



Background

RGB 13, 19, 28



White

RGB 255, 255, 255

## TYPEFACES

# Montserrat

Headlines and titles.

# Inter

Body text and interface.

# Oswald

The lines inside the social frames. Bold, SemiBold, Medium.

All three are open-source. Oswald is licensed under the SIL Open Font License.

# Assets

One finished poster and four transparent frames. The poster is ready to post as it is; the frames have a clear window for your own photo.



## Event poster

Ready to post. No editing needed.

Feed 4:5

PAGE 04



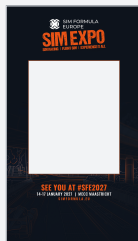
## WE'LL BE AT #SFE2027

### Exhibitors

Feed 1080 x 1350

Story 1080 x 1920

PAGES 05 · 06



## SEE YOU AT #SFE2027

### Visitors & press

Feed 1080 x 1350

Story 1080 x 1920

PAGES 07 · 08

## Using the frames

- 1 Open the page in an editor that keeps transparency.
- 2 Place your photo on a layer behind the frame.
- 3 Export at the frame's own size and post.

PRESS & PARTNERSHIPS

**simformula.eu**



SIM FORMULA  
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# SIM EXPO

SIM RACING | FLIGHT SIM | EXPERIENCE IT ALL

14-17 JANUARY



PRESENTED BY

ASPCA  
COPAC

provincie  
Limburg





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