

31-May-2017

bauma Cluster: New design underlines strong brand identity

- **Unified visual identity around the world**
- **Better orientation for customers**

From Munich to Shanghai, Moscow, Johannesburg and Delhi: The success story of bauma reads like a journey around the globe. The biggest international network for construction machinery and equipment plays host to the sector at various locations around the world, providing a platform for all the latest developments and innovations in the markets. And this cluster of events is still growing, new locations are being added. Nicole Schmitt, Exhibition Group Director of bauma at Messe München: "With our new brand identity we speak a unified language around the world and present ourselves in a unified design. That means we are recognized by our customers all over the world as a strong global brand."

Dynamic design

The core of the new design is the 3D bauma "b", and a three-dimensional globe. This, like the cluster itself, is always in motion. In the center of the globe is the venue of the respective bauma event. In this way individual success stories are told, oriented to the country in question. These are supplemented by newly developed icons that present regional features or symbolize individual sections of the exhibition. The events appear in the usual color codes. The design character is being successively implemented around the world.

Let's meet again

bauma

Date: Apr 4 - 10, 2022