TRUCK WEEK 26
11-18 MAY

DIGITAL	DIGITAL	DIGITAL	DIGITAL
CMYK	CMYK	CMYK	CMYK

TRUCK WEEK Midnight	TRUCK WEEK Ochre	TRUCK WEEK Skylight	TRUCK WEEK Stone
C / 100 M / 100 Y / 7 K / 56	C / 0 M / 71 Y / 100 K / 3	C / 59 M / 17 Y / 0 K / 0	C / 100 M / 57 Y / 9 K / 27
#001740	#F15A24	#6AADF1C	#005587
Pantone 275	Pantone 1595	Pantone 284	Pantone 7692

DIGITAL	DIGITAL	DIGITAL	DIGITAL
CMYK	CMYK	CMYK	CMYK

TRUCK WEEK Azure	TRUCK WEEK Cool Water	TRUCK WEEK Mahogany	TRUCK WEEK Fire
C / 88 M / 40 Y / 0 K / 0	C / 94 M / 0 Y / 48 K / 0	C / 13 M / 96 Y / 26 K / 52	C / 0 M / 88 Y / 82 K / 0
#0372FF	#00A499	#771844	#EE2737
Pantone 2173	Pantone 3272	Pantone 216	Pantone 1788

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Headline Font

The font, **Anton Regular**, has been used in the logo word marque and is the chosen headline font for the Truck Week brand. **Anton Regular** is a modern font with a distinctive condensed appearance, ideal for headings that pack a punch.

Anton Regular is available as both a desktop and web font in one font weight only.

HEADING: Anton Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Font

The font, **Roboto**, is the chosen body font for the Tuck Week brand. It is a modern sans serif typeface, great for long passages of text.

Roboto is available in a wide range of font weights. All font weights are acceptable for use in the Brisbane Truck Show 2025 brand.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MICROSOFT

Microsoft applications (e.g. Windows & PowerPoint) can require default fonts for seamless delivery. For this reason, it is recommended that **Arial** is used for Microsoft applications.

LOGOS

Horizontal Logos

These are our preferred logo options. The proportions and relationships are carefully designed and must not be altered.

Stacked Logos

In some design applications an alternate logo lock up is required. When there is limited space or additional balance is required in design layouts, the stacked logos can be used.

Lock-up with Date

A lock-up with Truck Week date has been provided for bothe the horizonal and stacked logo options.

White Logos

A white version of the Truck Week logos has been provided for useas required. Ensure adequate contrast between the logo and background colour is maintained at all times. **These logos are to be used sparingly and only when absolutely necessary.**