

EXPO MUEBLE[®] INTERNACIONAL

18 - 21 FEBRUARY 2026

 AT EXPO GUADALAJARA



45 EDITIONS
SHAPING SPACES

MEDIA TOOL
KIT USER GUIDE

EXPOMUEBLEINTERNACIONAL.COM.MX



expoficina



What will you find here??

**In the Media Tool Kit
you'll have access to official
Expo Mueble Internacional
materials, ready to
download, customize,
and share:**



Official logos in PNG.



Invitations and posters
for print or digital use in JPG.



Social media posts
in optimized sizes in JPG.



Email signature to integrate
the brand into your daily
communication.

*** All elements can be edited to add
your booth number, reinforcing your
presence at the event.**

Difference between formats (PNG vs JPG)

PNG

File with a transparent background. Ideal for placing over different colors or designs.

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JPG

Fighter file, with a white background. Perfect for quick prints, emails, or WhatsApp.

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How to download and edit any element

1



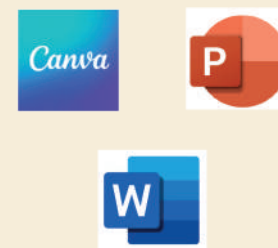
Click the “Download” button under each resource.

2



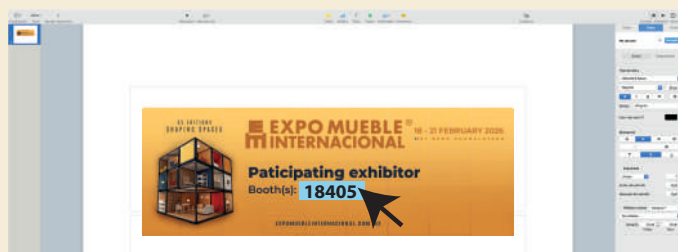
The file will be saved to your computer or mobile device, usually in the Downloads folder.

3



Open it in a simple program such as Canva (free), PowerPoint, Word, or even Paint.

4



Insert a text box and add your booth number.

5



Save your file again, and it will be ready to use.

How to use each resource

Official logos

Download the logo in PNG (transparent) or JPG (white background).

Use it in: presentations, quotes, your website, catalogs, and stationery.



Invitations and posters

Download the design that corresponds to your hall/pavilion. Customize it by adding your booth number in the visible area.

Use it in:

Digital version:

share via WhatsApp, email, or social media.

Printed version:

display in your showroom, office, or store.



Choose a photo from your product gallery.

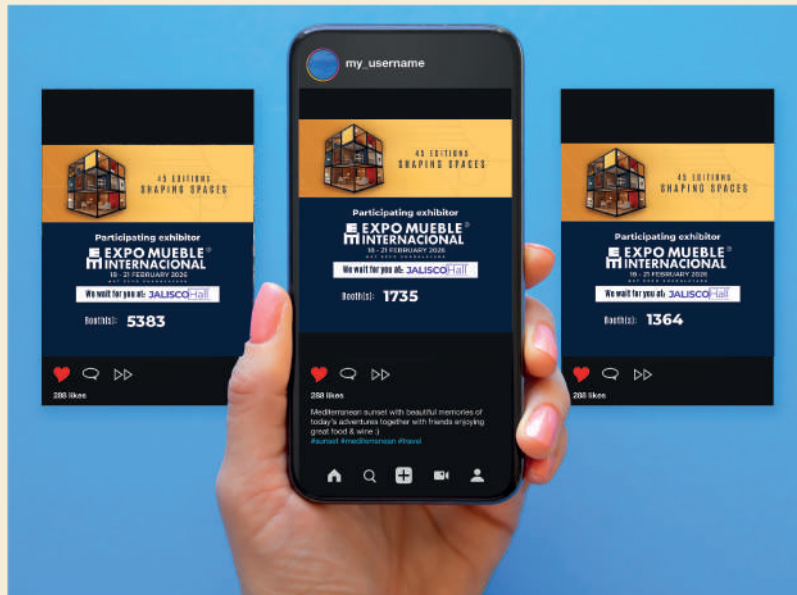
Add your booth number.

Use of each resource

Social media posts

Download the post in the correct size for Instagram, Facebook, or LinkedIn.

- Edit the file and place your booth number in a clear and legible font.
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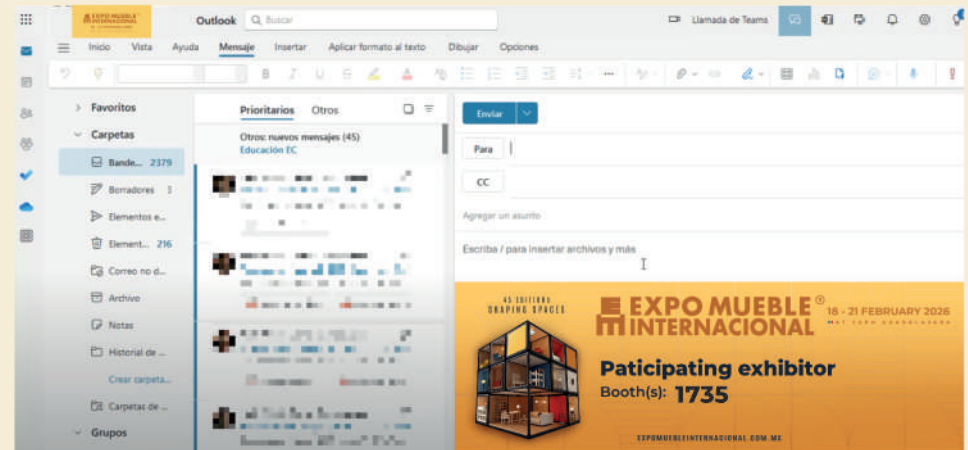


Email signature

Download the signature image.

Add your booth number by editing the file before inserting it into your email.

Upload the image into your signature settings:



Steps to upload the signature to your email:

In Gmail:

Settings → See all settings → General → Signature.

Insert the edited image and add your details (name, company, position).

Save changes and set this signature as default.

In Outlook:

Settings → Mail → Compose and reply.

Insert the edited image and your details.

Activate it to show in new emails and replies.

*** This way, every email you send will include the official logo and your booth, reinforcing your participation.**

Best practices for use

1

Always use the official files from the Media Tool Kit.

Place your booth number in a visible, clear spot with a good font.

2

3

Respect the logo colors and proportions, don't stretch or alter them.

Use contrasting backgrounds to keep text legible.

4

5

Avoid blurry images, oversaturated designs, or too much text.



Organized by:

afamjal®

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