
BUSINESS, DESIGN, TRENDS
EXPO MUEBLE®
INTERNACIONAL
17-20 FEBRUARY 2027
AT EXPO GUADALAJARA
MEDIA TOOL
KIT USER GUIDE
EXPOMUEBLEINTERNACIONAL.COM.MX
México diseña
HIGH MEXICAN DESIGN
expoficina
Textile Pavilion
GUADALAJARA
GUADALAJARA

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:

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



- 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.

Difference between formats (PNG vs JPG)

PNG

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



JPG

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



How to download and edit any element

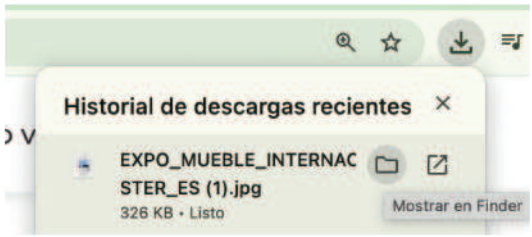
1

Click the “Download” button under each resource.



2

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



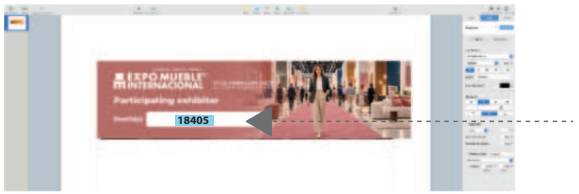
3

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

How to download and edit any element

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.



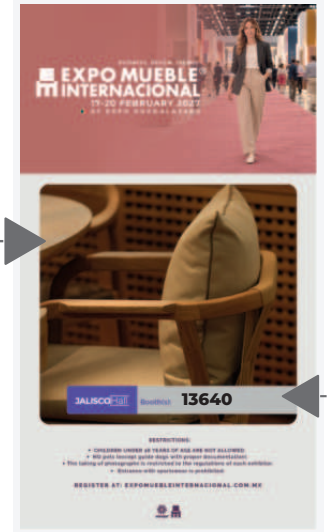
Invitations and posters

- Download the design. Personalize it by adding your booth number in the visible area.

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.

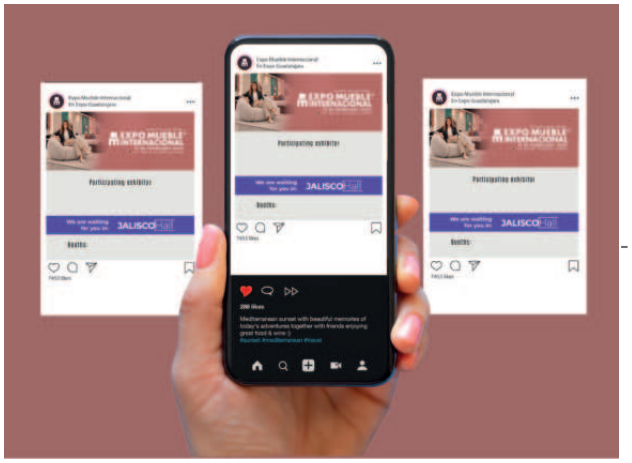


Add your booth number.

Use of each resource

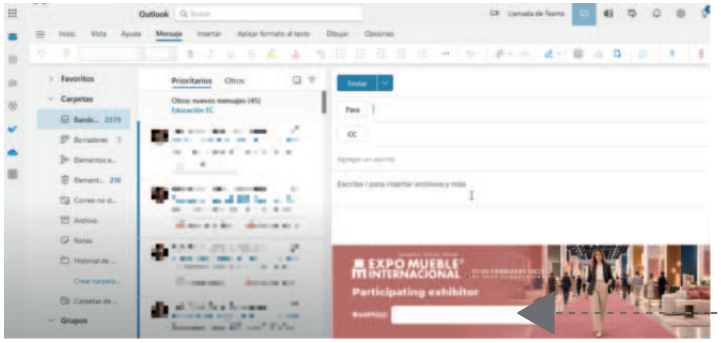
Social media posts

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



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:



Use of each resource

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

- Always use the official files from the Media Tool Kit.
- Place your booth number in a visible, clear spot with a good font.
- Respect the logo colors and proportions, don’t stretch or alter them.
- Use contrasting backgrounds to keep text legible.
- Avoid blurry images, oversaturated designs, or too much text.

Organized by: afamjal®

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