

MEOS 2021 BRAND GUIDELINES

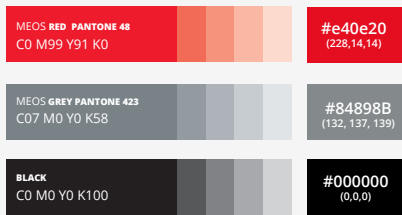
VS. 1.0
29.04.2019

PAGE 01

The MEOS 2021 (Middle East Oil & Gas Show and Conference) logo is a unique piece of artwork. The components are fixed and must never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

COLOUR PALETTE

PRIMARY COLOURS



ACCENT COLOURS



GRADIENTS



TYPOGRAPHY & ICONS

Preferred fonts for both print and digital media.

OPEN SANS FONT FAMILY

REGULAR: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

LIGHT: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

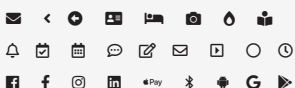
SEMIBOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

EXTRA BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

Font Awesome

Solid; Regular & Brands (see examples below)

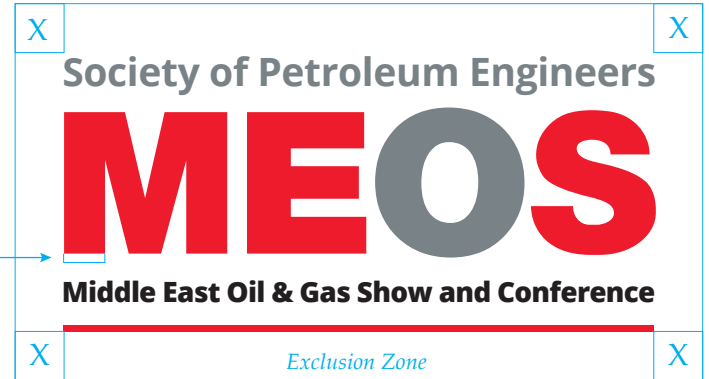


PRIMARY LOGOTYPE

Fig 1. English



Fig 2. Arabic



SECONDARY LOGOTYPE VARIATIONS

Optional logotype arrangements for space, media and language allowances.

COMPACT

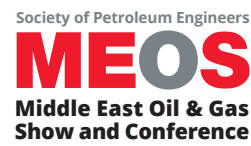


Fig 1. English



Fig 2. Arabic

EXTENDED



Fig 1. English



Fig 2. Arabic

ON DARK BACKGROUND WITH DATES & LOCATION

Fig 1. English compact



Fig 1. English horizontal



MINIMUM SIZE



DUAL LANGUAGE



ICON/BADGE



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THEMATIC IMAGE

Theme image to use as key focal identity of MEOS 2021.



GRID LAYOUT

Example of English layout for A4 full colour magazine advert.



ORGANISERS AND SUPPORTING ENTITIES

Organisers and supporting entity logos to be placed on all print and digital marketing material where space permits, and in the order displayed here.

(EXTENDED)



(COMPACT)

