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**

- MEOS RED PANTONE 482
  - C0 M99 Y91 K0
  - #e40e20
- MEOS DARK MARINE
  - C100 M32 Y42 K30
  - #00485e
- MEOS GREY PANTONE 423
  - C07 M0 Y0 K58
  - #84898B
- BLACK
  - C0 M0 Y0 K100
  - #000000

**ACCENT COLOURS**

- MEOS MARINE
  - C100 M24 Y35 K14
  - #00788E
- MEOS MARINE
  - C100 M32 Y42 K30
  - #00485e

**GRADIENTS**

FROM MEOS DARK MARINE TO MEOS MARINE

**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)

- Facebook
- Twitter
- Instagram
- LinkedIn
- Apple Pay
- Bluetooth
- Android
- Google
- Google Play

**SECONDARY LOGOTYPE VARIATIONS**

Optional logotype arrangements for space, media and language allowances.

**COMPACT**

**EXTENDED**

**ON DARK BACKGROUND WITH DATES & LOCATION**

**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)