

KOGS 2019 BRAND GUIDELINES

VS. 3.1
01.03.2018

PAGE 01

The KOGS 2019 (Kuwiat 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.

The full colour logotype on a white or pale coloured background should be used wherever possible where space and media specifications allow.

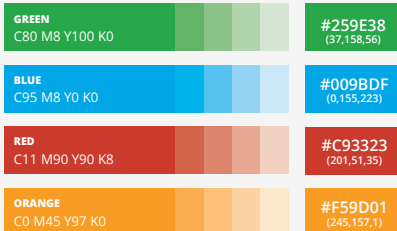
COLOUR PALETTE

PRIMARY COLOURS



ACCENT COLOURS

To be used sparingly and in a minimal way.



GRADIENTS



TYPOGRAPHY

Preferred fonts for both print and digital media.

OPEN SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

OPEN SANS LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

OPEN SANS SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

OPEN SANS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

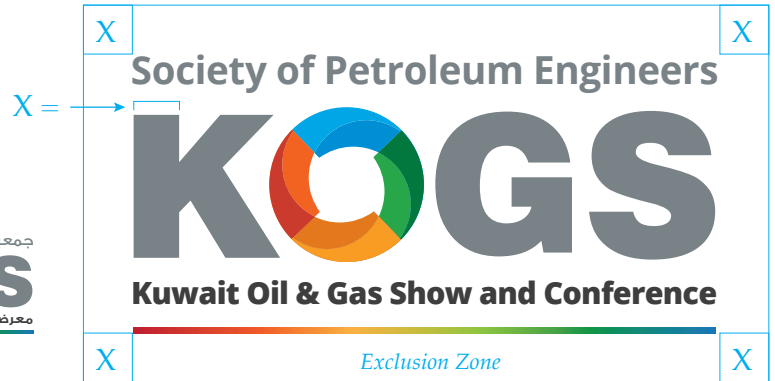
OPEN SANS EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

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

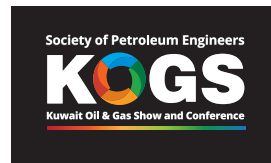


Fig 1. English



Fig 2. Arabic

MINIMUM SIZE



DUAL LANGUAGE



ICON/BADGE

