The KOGS 2019 (Kuwai 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.

**DUAL LANGUAGE**

**ON WHITE BACKGROUND**

**ICON/BADGE**

**MINIMUM SIZE**

20 mm

**COLOUR PALETTE**

**PRIMARY COLOURS**

KOGS BACKGROUND GREEN
C100 M46 Y100 K0
#005e36

KOGS DARK GREEN (LOGO)
C100 M51 Y100 K10
#00365e

**ACCENT COLOURS**

To be used sparingly and in a minimal way.

**GRADIENTS**

KOGS GRADIENT SPECTRUM

**TYPOGRAPHY**

Preferred fonts for both print and digital media.

OPEN SANS REGULAR
ABCD EFGH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890!

OPEN SANS LIGHT
ABCD EFGH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890!

OPEN SANS SEMIBOLD
ABCD EFGH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890!

OPEN SANS BOLD
ABCD EFGH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890!

OPEN SANS EXTRA BOLD
ABCD EFGH IJKLM NOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890!
KOGS 2019
BRAND GUIDELINES

THEMATIC IMAGE

GRID LAYOUT (ENGLISH PORTRAIT ADVERT)

Under the Patronage of
His Highness Sheikh Jaber Al-Mubarak Al-Hamad Al-Sabah
Prime Minister of the State of Kuwait

Society of Petroleum Engineers
KOGS
Kuwait Oil & Gas Show and Conference

CONFERENCE:
13 – 16 October 2019

EXHIBITION:
14 – 16 October 2019
KUWAIT INTERNATIONAL FAIR, MISHREF, KUWAIT

CONFERENCE THEME:
New Energy Transition: Delivering Value Through Collaboration and Capability

HOSTED BY

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RE-USABLE ELEMENTS

PATRONAGE

Under the Patronage of
His Highness Sheikh Jaber Al-Mubarak Al-Hamad Al-Sabah
Prime Minister of the State of Kuwait

SOCIAL MEDIA ICONS

KOGS-Expo.com

SHOW DATES & VENUE

13–16 October 2019
KUWAIT INTERNATIONAL FAIR, MISHREF

CONFERENCE:
13–16 October 2019
EXHIBITION:
14–16 October 2019
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COLOUR STRIPES

2019 LETTERING

MULTICOLOR BAND