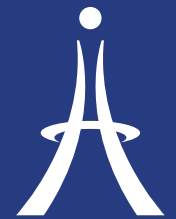


EXPO CENTRE SHARJAH



“Success isn’t about how much money you make. It’s about the difference you make in people’s lives.”

- Michelle Obama

These guidelines are a comprehensive visual system that help to ensure the consistency across communication.

Content

Our Mission

Our Values

Logo

Logo Specification

Color Palette

Typeface

Photography

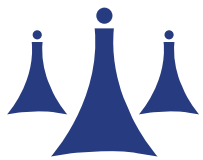
Co-Branding & Endorsement

Application

**We empower the potential
of today to lead the success
of tomorrow.**

The Expo Centre Sharjah is more than a location for exhibitions, its where hard work, quality experiences and progressive innovation meet. We are a platform that puts the potential of today to the test and connects them with a vast array of global networks. **This is where success stories begin.**

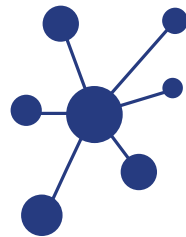
These are the values that represent Expo Centre Sharjah and the long history and expertise it carries forward.



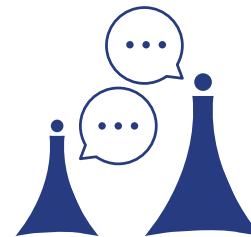
Professional



Innovative



Social



Supportive



Consistency

Professional

Our efforts are dedicated to providing progressive and long-lasting rational value.

Innovative

We strive to constantly develop ourselves, offer fair value and adopt inventive solutions to enrich experiences.

Social

As a hub of networking opportunities, we constantly adapt and set trends for the industry.

Supportive

We value long-lasting relationships and provide personal touches wherever possible to strengthen bonds.

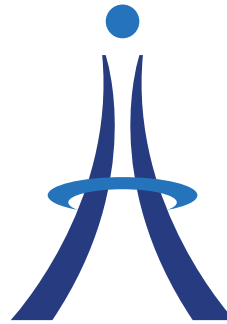
Consistency

Our showing is always adaptable and transparent to both exhibitors and visitors.

Logo

Consistency is a powerful tool that can't be overstated. Thus, Expo Centre Sharjah revitalizes their new brand identity in the form of modernizing the previous logo.

Primary Logo



مركز اكسبو الشارقة
EXPO CENTRE SHARJAH



Logo Anatomy

Consistency is a powerful tool that can't be overstated. Thus, Expo Centre Sharjah revitalizes their new brand identity in the form of modernizing the previous logo.

Clear space write up

this, an exclusion zone has been established around the corporate mark. Measure the clear space by the height of the circle around the logo. This fixed exclusion zone should never be changed.



Logo anatomy



Clear Space

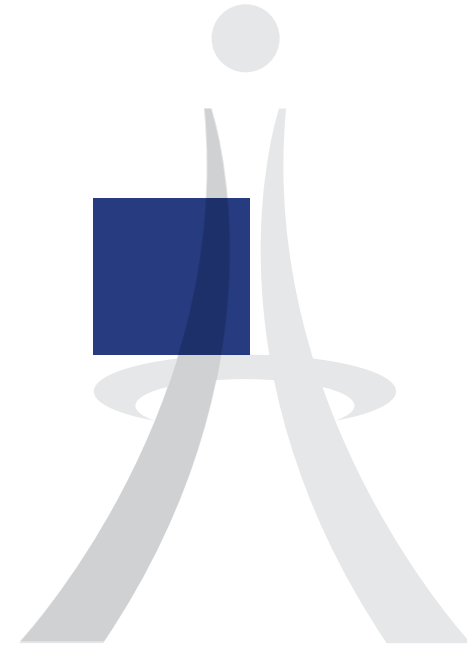
Logo Graphic Element

Using one of the arches incorporated in the emblem, a graphical element can be devised for layout purposes.



Enlarged Icon Graphics

Taken from Expo Centre Sharjah Logo



Different Formats

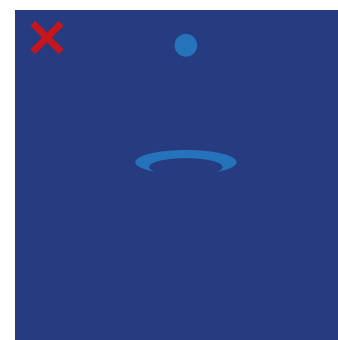
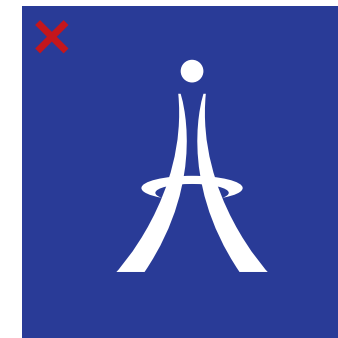
Taken from original pattern

Logo Construction

It is vitally important for the accurate and consistent reproduction of the logo that it always appears on a solid background.

Shown on the right are examples of correct and incorrect uses of the brand's logo when applied to backgrounds:

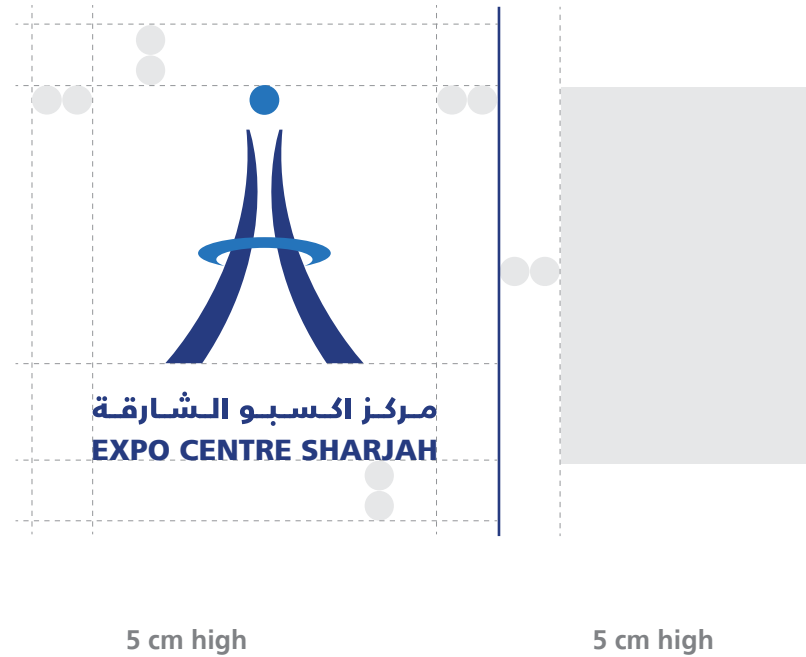
- You can use the logo on solid colors using the white reverse variation of the logo.
- You can use the logo with an image as a background as long as the visual doesn't not affect the visibility of the logo.
- For consistent and accurate use, the logotype must always be reproduced from the original artwork file.
- On no account should the logo be redrawn, manipulated or modified in anyway.
- The type attachment of the logo can be used with icons as a form of communication.



Co-Branding & Endorsement

As we open our doors to all kinds of businesses, partnerships and sponsorships, we illustrate our co-branding and endorsement in a minimal manner.

The Expo Centre Sharjah logo should always be on the top left or the bottom right of the artwork. In case the partner logo is almost as long as Expo Centre Sharjah's logo, height should not exceed the height of the brand's logo.



Sub-logos

Secondary logos have been designed to follow the main corporate logo but color variations were used to create a distinction for Al Dhaid and Khorfakkan.



اكسبو خورفكان
Expo Khorfakkan



اكسبو الذيد
Expo Al Dhaid

Primary English Font

Typography plays an important role in communicating an overall tone and quality. Careful use of fonts ensures clarity and harmony across the communication.

This primary font emphasizes on the energy and enthusiasm of the entire brand. This corporate type face should ideally be used in Frutiger Lt Arabic Bold, Roman & Light.

Aa

Frutiger LT Arabic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Primary English Webfont

This secondary English font can be used for situations where the primary fonts aren't accessible or useable.

Aa

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Primary Arabic Font

This primary font emphasizes on the energy and enthusiasm of the entire brand. This corporate type face should ideally be used in Frutiger Lt Arabic Bold, Roman & Light.

ا ب

Frutiger LT Arabic

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي ء
0123456789

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي ء
0123456789

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي ء
0123456789

Primary Arabic Webfont

This secondary Arabic font can be used for situations where the primary fonts aren't accessible or useable.

ا ب

Tajawal

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
0123456789

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ط ظ ع غ ف ق ك ل م ن ه و ي ء
0123456789

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ط ظ ع غ ف ق ك ل م ن ه و ي ء
0123456789

Color System

Pantone 287 C
CMYK C100 M91 Y17 K6
RGB R41 G59 B151

Pantone 3005 C
CMYK C84 M51 Y0 K0
RGB R37 G116 B187

Expo Centre Sharjah Gradient

Pantone 287 C
CMYK C100 M91 Y17 K6
RGB R41 G59 B151

Pantone P107-8c
CMYK C100 M0 Y0 K0
RGB R0 G88 B149

Pantone 3005 C
CMYK C84 M51 Y0 K0
RGB R37 G116 B187

Pantone 287 C
CMYK C100 M91 Y17 K6
RGB R26 G46 B74

Pantone Cool Gray 4 C
CMYK C27 M21 Y22 K0
RGB R187 G187 B187

Photography

Our brand is about providing opportunities that initiate success stories with memorable experiences, and this is reflected in our imagery. Our visual direction is always spontaneous, not staged, capturing glimpses of people in our spaces within an editorial or cinematic style.

Print Requirements

- Images should always be at min 300dpi
- Minimum file size 2MBs

Digital Requirements

- Images should always be at min 72dpi
- Minimum file size 1MB



Here are various examples of the visual identity applied on different mediums.

Collaterals

Letterheads and Envelopes

E-signatures

Posters

Flyers

Press Template

Application Form Template

Powerpoint Template

Signage

Stationary

Website

Uniform

Vehicle

Letterhead and Envelopes

The company letterhead/template features prominent placing of the logo on the top right.

The graphical element is incorporated utilizing the color system provided on the envelope.



E-signature

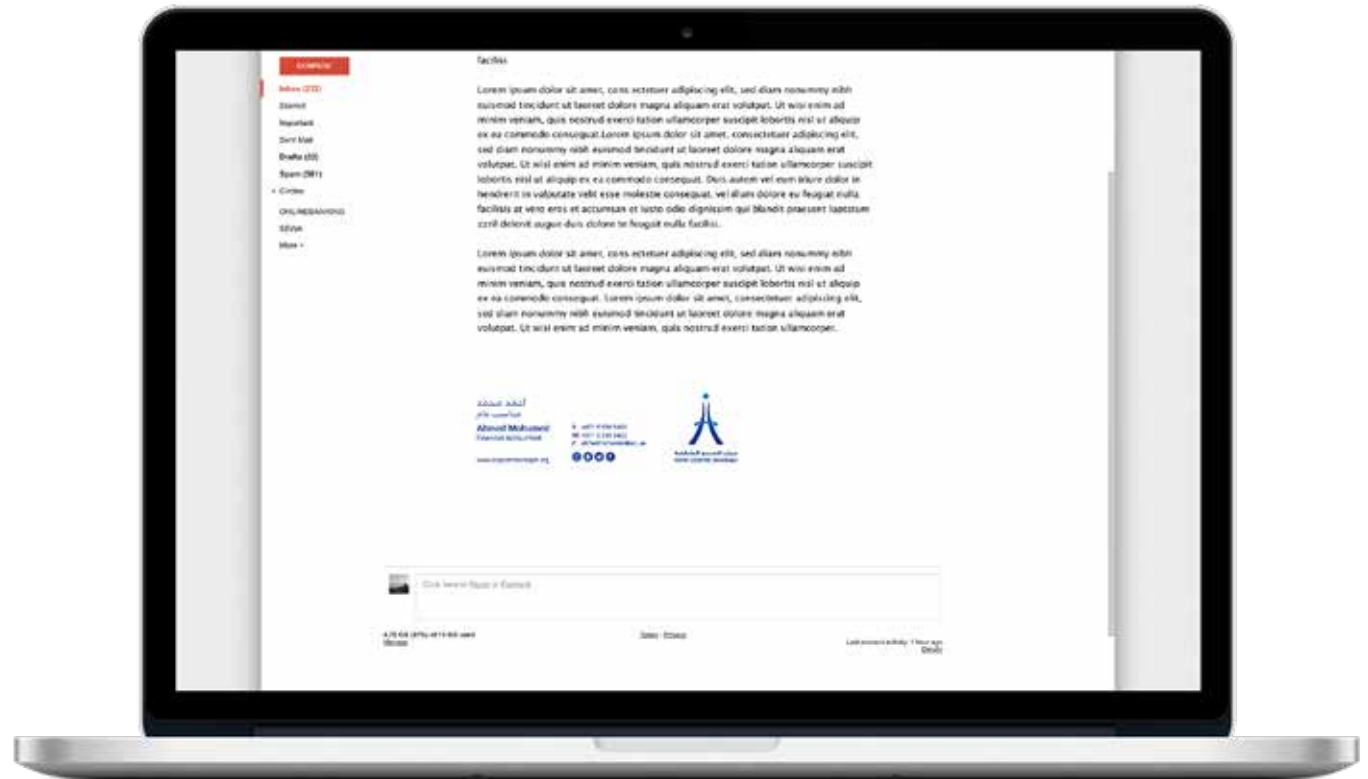

The brand identity carries over its minimalism on a digital platform, incorporating the primary colors and web safe fonts for text, while ensuring the logo is prominent. The content of the signature on the left should ideally never exceed the height of the logo.

احمد محمد
محاسب عام
Ahmed Mohamed
Financial Accountant

T: +971 6 659 5400
M: +971 5 559 5422
E: ahmedmohamed@ecs.ae

www.expoctr Sharjah.org

مركز الحسيو الشارقة
EXPO CENTRE SHARJAH



Business Card

A full-color background populates the back of the business card, while readability is at crucial on the informative front. The primary fonts and colors are used for this collateral.



Posters

This is an example of how the layout works as a template when communicating digitally or otherwise. The inclusion of the graphical element along with the logo is compulsory. Headlines are in title case and the sub-headings follow suit; an exception can be made for body text.



Expo Centre Sharjah

Layout & Design



AUTO EXPO'18 SHARJAH
Lead your success

LEAD THE DRIVE
BEYOND THE ROAD

Logos: SISO, ufi, IAEE, WORLD TRADE CENTER SHARJAH, Expo Centre Sharjah



AUTO EXPO'18 SHARJAH
Lead your success

LEAD THE EXPERTS
ADVANCE THROUGH IMPRESSION

Logos: SISO, ufi, IAEE, WORLD TRADE CENTER SHARJAH, Expo Centre Sharjah



AUTO EXPO'18 SHARJAH
Lead your success

LEAD TASTE THAT SATISFIES
ADVANCE THROUGH IMPRESSION

Logos: SISO, ufi, IAEE, WORLD TRADE CENTER SHARJAH, Expo Centre Sharjah



AUTO EXPO'18 SHARJAH
Lead your success

LEAD CHANGE TODAY
FOR PROGRESS TOMORROW

Logos: SISO, ufi, IAEE, WORLD TRADE CENTER SHARJAH, Expo Centre Sharjah

Expo Centre Sharjah

Flyers

November Schedule

Starting from 10th till 13th 2018

Novembre 10	Novembre 11
10:00 am - 10:00 pm Lorem ipsum, dolor sit	10:00 am - 10:00 pm Lorem ipsum, dolor sit
12:00 am - 01:00 pm Lorem ipsum, dolor sit	12:00 am - 01:00 pm Lorem ipsum, dolor sit
03:00 pm - 04:00 pm Lorem ipsum, dolor sit	03:00 pm - 04:00 pm Lorem ipsum, dolor sit
04:00 pm - 05:00 pm Lorem ipsum, dolor sit	04:00 pm - 05:00 pm Lorem ipsum, dolor sit
05:00 pm - 06:00 pm Lorem ipsum, dolor sit	05:00 pm - 06:00 pm Lorem ipsum, dolor sit

Novembre 12	Novembre 13
10:00 am - 10:00 pm Lorem ipsum, dolor sit	10:00 am - 10:00 pm Lorem ipsum, dolor sit
12:00 am - 01:00 pm Lorem ipsum, dolor sit	12:00 am - 01:00 pm Lorem ipsum, dolor sit
03:00 pm - 04:00 pm Lorem ipsum, dolor sit	03:00 pm - 04:00 pm Lorem ipsum, dolor sit
04:00 pm - 05:00 pm Lorem ipsum, dolor sit	04:00 pm - 05:00 pm Lorem ipsum, dolor sit
05:00 pm - 06:00 pm Lorem ipsum, dolor sit	05:00 pm - 06:00 pm Lorem ipsum, dolor sit

Lorem Ipsum Exhibition

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper Rem et paruptat superferum aut rerum, voluptibus es et laboratem. Ficaeris pore minvelicae nimpossi ut aut ut quuntis eos sum ni debital isque nimagnis conetur am, offic tectotal.

Special Schedule

Starting from 8th till 9th December 2018

December 8	December 9
10:00 am - 10:00 pm Lorem ipsum, dolor sit	10:00 am - 10:00 pm Lorem ipsum, dolor sit
12:00 am - 01:00 pm Lorem ipsum, dolor sit	12:00 am - 01:00 pm Lorem ipsum, dolor sit
06:00 pm - 08:00 pm Lorem ipsum, dolor sit	06:00 pm - 08:00 pm Lorem ipsum, dolor sit



LEAD THE EXPERTS

ADVANCE THROUGH IMPRESSION





Press Template



Application Form

When it comes to documentation such as applications, the logo is incorporated on the left side to make room for admin related data on the right.

The headings and footers follow the primary color and font, while the form contents (such as questionnaires, requirement fields, etc.) use black for optimal readability on the white background.






Application Form

Date: **12/08/2018**

Required Information

Name / Surname: **Jessica Carlton**

Choose Title: Sponsor Exhibitor

Company Name: _____

Mailing Address: Address **Bangna Square, Clock Tower, Office 03B, Floor 10** City **Dubai, UAE** P.O. box **781 DXP**

Main Contact **Ahmad Rasheed**

Person: **050 81378345** Email Address: **Ahmad.Rasheed.com**

Telephone: **30 square foot**

Space required: (in square ft) Regular Premium VIP

Membership type: **1 week**

Duration of event: Technology Wedding Automotive Other

Category: Cash Card Amount **1,000 AED**

Payment Options

By Cheque: Please make payable to Sharjah Expo Organisation

By Credit Card: Card no. **404857 2082 11** Expiry Date **08/2020**

Cardholder's name: _____

Signature 

T 06 593 3324 F +971 65 933 399 E info@ecsc.ae www.expo-centresharjah.org

Indoor Banners

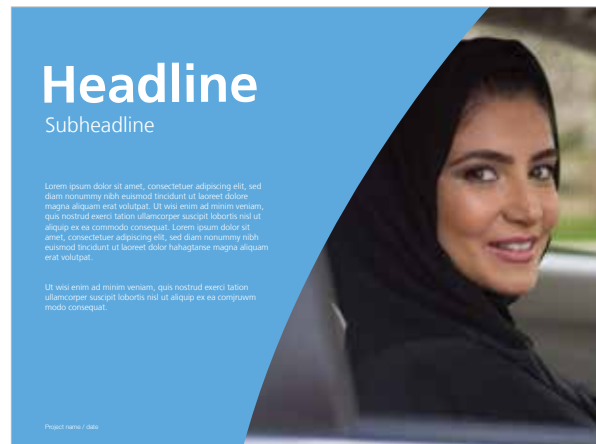
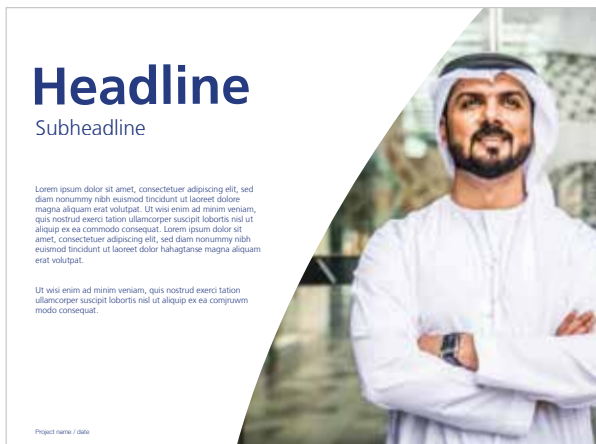
Key Visuals for communications can be divided into multiple visuals to create a journey of communication and avoid constrictive layouts.



Expo Centre Sharjah

Presentation Template

The template is designed for optimal readability for the content whereas images are always recommended to be incorporated to add to the mood.



Presentation Template

The template is designed for optimal readability for the content whereas images are always recommended to be incorporated to add to the mood.

Headline
Subheadline

13%
10%
18%
59%

Project name / date









Headline
Subheadline

LOREM IPSUM LOREM	LOREM IPSUM	LOREM IPSUM	LOREM IPSUM	LOREM IPSUM
LOREM IPSUM	•	•	•	•
LOREM IPSUM	•	•	•	•
LOREM IPSUM	•	•	•	•
LOREM IPSUM	•	•	•	•
LOREM IPSUM	•	•	•	•

THANK YOU
www.expoctrresharjah.org

Interior Signage Design

The minimalistic approach is extended to synchronize with the brand identity. Simple yet ownable iconography is ideal for labels and other interior design needs.

-  **Male Restroom** 
-  **Female Restroom** 
-  **Exhibition Halls** 
-  **Information Center** 



Signage Designs



Expo Centre Sharjah

Stationary & Other Collaterals



Stationary



Website Layout & Design



SHARJAH EXPO

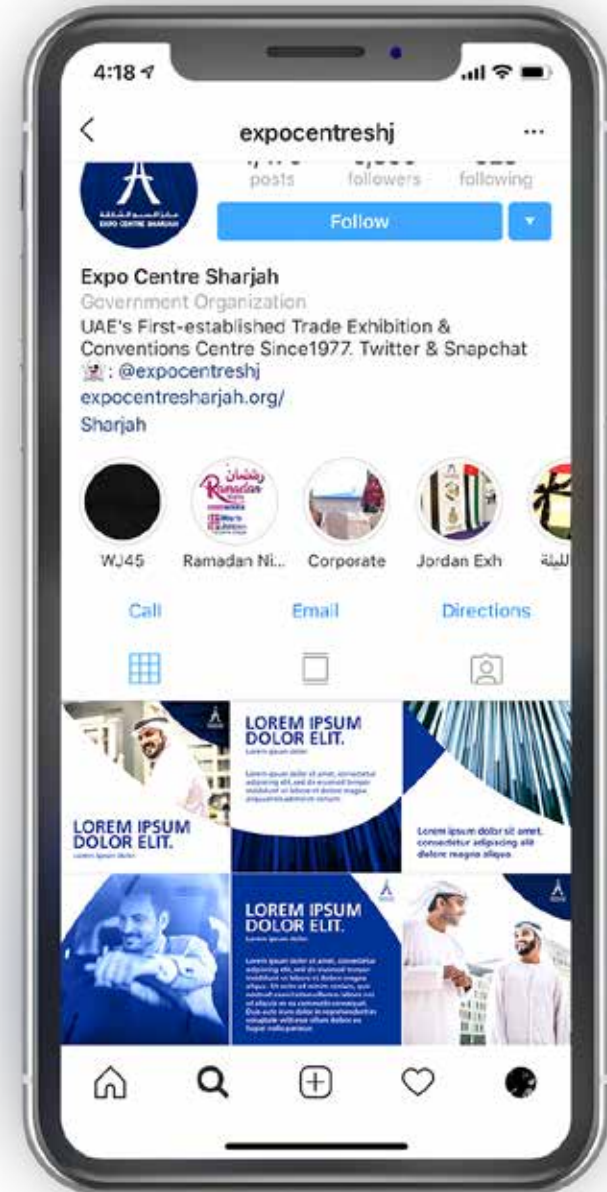
Located in the United Arab Emirates (UAE), Expo Centre Sharjah naturally commands a strategic position at the heart of the region's business and commercial hub. As a stable and dynamic country, the UAE is an established gateway to the Middle East and beyond into the CIS region, North Africa and the Indian Subcontinent.



Facebook: Profile & Cover Picture



Instagram posts



Uniform Branding



Information Desk
Uniform



Security Guard
Uniform





Female Cleaner
Uniform



Male Cleaner
Uniform

Vehicle Branding



Expo Centre Sharjah

Expo Khorfakan

Letterhead and Envelopes

The company letterhead/template features prominent placing of the logo on the top right.



Business Card

A full-color background populates the back of the business card, while readability is at crucial on the informative front. The primary fonts and colors are used for this collateral.



Expo Khorfakkan



احمد محمد
محاسب عام

Ahmad Mustafa
Financial Accountant

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M: +971 5 559 5422
E: ahmedmohamed@ecs.ae
www.expoctrresharjah.org



Expo Al Dhaid

Letterhead and Envelopes

The company letterhead/template features prominent placing of the logo on the top right.



Business Card

A full-color background populates the back of the business card, while readability is at crucial on the informative front. The primary fonts and colors are used for this collateral.



Thank you