



# Brand Guidelines

November 2024.

# The future is here

The leading global aerospace business event where the movers, shakers and future shapers see beyond boundaries and make dreams a reality



# Core branded elements

01

Master Logo

Our logo has been created to sit at the forefront of the Dubai Airshow portfolio across all media and events.

The logo is a contemporary and the dynamic logo mark takes inspiration from the uniqueness of the Dubai Airshow. Highlighting there’s nowhere else in the world like it for pushing beyond boundaries to discover new ideas and innovations that inspire the future of Aerospace.

Vertical Use

In certain instances, when space is limited, the vertical version should be used to ensure legibility, such as on flags.

This is a bespoke logo. The construction and refinement of the logo means it cannot be redrawn or altered in any way. Always use the logo artwork.

Horizontal Use



Vertical Use



Exclusion Zone and Minimum Size

**Exclusion Zone**  
The logo must always be surrounded by a minimum area of space. This exclusion zone ensures that headlines, text or other visual elements do not get too near the logo.

The zone is defined on all sides by the Cap height from the logotype, in this case, the ‘D’. A margin of clear space is drawn around the logo to create the invisible boundary of the exclusion zone.

This exclusion zone is a minimum and should be increased wherever possible.

**Minimum size**  
The logo has been designed to reproduce at the following minimum heights. This is measured from the top to the bottom of the logo mark.

Print 18mm  
Digital 40px

Exclusion Zone



Minimum Size



Master Logo

The master logos should be used whenever possible.

Master Logo Reverse

The master logo reverse has two variations; either option can be used based on the background and photography.

Master Logo Black

The logo can be used in solid black, depending on the application, ie, background, or photography.

The same rules regarding minimum size and exclusion zone should be adhered to when using the secondary logos.

Master Logo



Master Logo Reverse Text



Master Logo Reverse



Master Logo Black



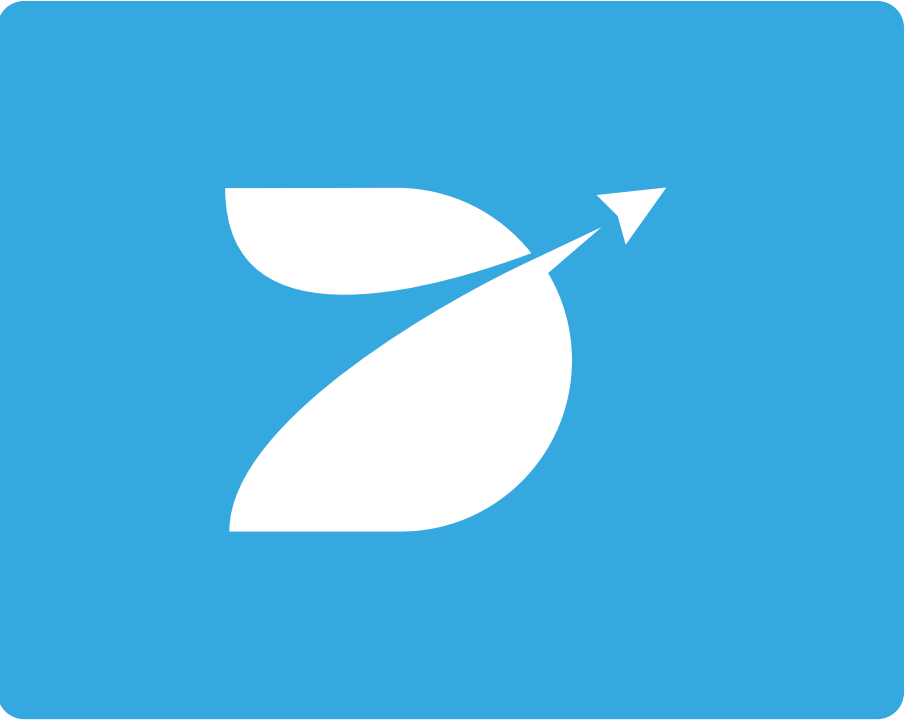
Logo Mark

The logo mark may be used to showcase the brand across alternative applications where required.

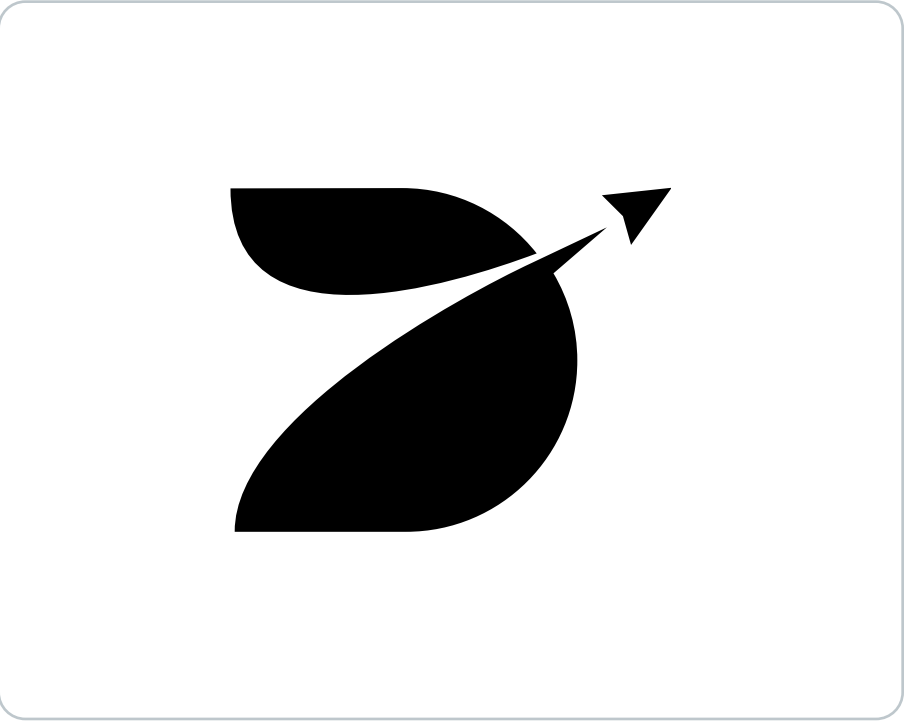
Logo Mark



Logo Mark Reverse



Master Mark Black



Incorrect Use

The original master versions of the logo should be used at all times.

Do not:

- 1. Rotate the logo
- 2. Change the logo mark or type colours
- 3. Change the typeface in the logo
- 4. Change the proportions of the logo
- 5. Distort the logo
- 6. Reconfigure the logo mark

This is a bespoke logo. The construction and refinement of the logo means it cannot be redrawn or altered in any way Always use the logo artwork provided.

DO NOT rotate the logo



DO NOT change the logo mark or type colours



DO NOT change the typeface in the logo



DO NOT change the proportions of the logo



DO NOT distort the logo



DO NOT reconfigure the logo mark





**Strapline**

Our brand strapline ‘The future is here’ is a flexible system. It can either be used as a headline or in conjunction with the logo as a strapline.

**As a headline**

For advertising and promotional applications the headline version should be used. The headline should all be in caps and stacked in 2 lines. See Applications section.

**As strapline**

When used in conjunction with the logo, the strapline should appear in a single line and must be correctly sized and positioned to maintain the hierarchy between the two. This is explained further on page 11.

The future  
is here

The future is here

Applying the Strapline

The strapline has two positions relative to the logo depending on the layout and space available. It can sit either below the logo or to the right of the logo.

When positioning the strapline below the logo, it should sit aligned to the logo text and to the bottom left margin of the application.

When positioning the strapline to the right of the logo, it should align to the baseline of the logo text and to the right margin of the application.

Always follow the guidelines as shown on this page and always use the master artworks for both logo and strapline.



Date + Venue Lockup

The logo lockup integrates the event logo with the event-specific date and venue. This combination is crucial for maintaining brand identity while providing necessary information in a cohesive and visually appealing manner.





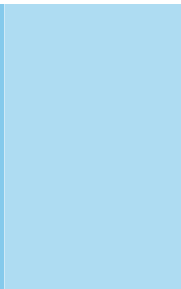
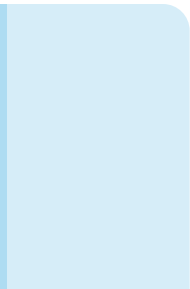


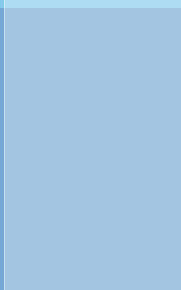







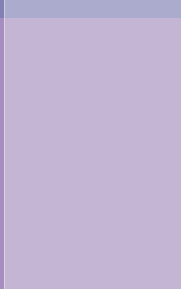



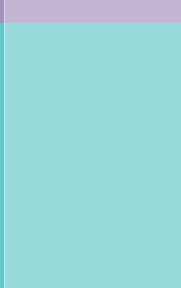



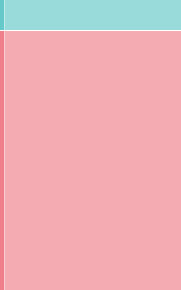



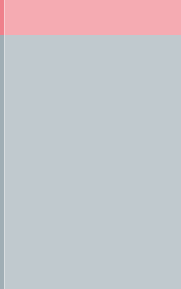
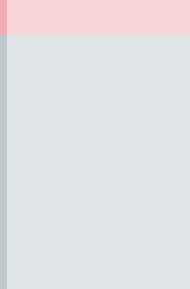



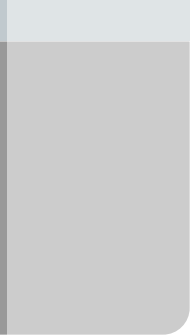
Colour Palette

Our colour palette is one of the most important parts of our visual identity.

Primary Palette

Our primary palette is a simple one and taken from the logo marks. They should use their respective colourway across communications.

Always reproduce our colours correctly with the values shown for the chosen medium.

<b>AIRSHOW BLUE</b> CMYK: 70/15/0/0	RGB: 53/168 /224	HEX: #36A8E0	PMS: 305 C				
<b>SKY BLUE</b> CMYK: 85/50/0/0	RGB: 28/112 /184	HEX: #1C70B8	PMS: 2727 C				
<b>SPACE BLUE</b> CMYK: 100/95/5/0	RGB: 46/46 /130	HEX: #2E2E82	PMS: 2746 C				
<b>NEXTGEN PURPLE</b> CMYK: 70/80/0/0	RGB: 108/79/162	HEX: #6C4FA2	PMS: 7678 C				
<b>VISTA TEAL</b> CMYK: 80/5/40/0	RGB: 0/166 /166	HEX: #00A6A6	PMS: 7716C				
<b>RED</b> CMYK: 0/90/60/0	RGB: 229/46 /64	HEX: #E52E40	PMS: 032 C				
<b>GREY</b> CMYK: 30/0/0/60	RGB: 99/122 /133	HEX: #637A85	PMS: 7544 C				
<b>BLACK</b> CMYK: 60/60/60/100	RGB: 0/0/0	HEX: #000000	PMS: 6 C				



Primary Font

The Poppins font family is at the core of our visual identity. We use it in four weights; Light, Regular, Semi Bold and Bold.

We use this font across all our communications. This gives us a modern and confident typographic tone of voice that visually complements our logo.

The Poppins font family is available as a Google font.

Download Poppins [here](#).

Poppins

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*().

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*().

Semi bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*().

Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*().

Desktop Font

The Arial font family is used for our desktop communications and for working with Microsoft® Office products. We use it in two weights; Regular and Bold.

Arial is fully accessible across all devices and can be used for reports, presentations and emails.

Arial

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*().

Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*().**

Arabic Font

The Cairo font family is used as our Arabic font. We use it in four weights; Light, Regular, SemiBold and Bold.

Cairo has similar characteristics to Poppins and is available as a Google font.

Download Cairo **here**.

Cairo

Cairo light

ءي وهن مل ك ق ف غ ع ظ ط ض ص  
ش س ز ر ذ خ ح ث ت ب أ  
1234567890!@#\$%^&\*()

Cairo regular

ءي وهن مل ك ق ف غ ع ظ ط ض ص  
ش س ز ر ذ خ ح ث ت ب أ  
1234567890!@#\$%^&\*()

Cairo Semibold

ءي وهن مل ك ق ف غ ع ظ ط ض ص  
ش س ز ر ذ خ ح ث ت ب أ  
1234567890!@#\$%^&\*()

Cairo Bold

ءي وهن مل ك ق ف غ ع ظ ط ض  
ص ش س ز ر ذ خ ح ث ت ب أ  
1234567890!@#\$%^&\*()



Thank you.