

Society of Petroleum Engineers
2017 KOGS
3rd Kuwait Oil & Gas Show and Conference

Conference: **15 – 18 October 2017**

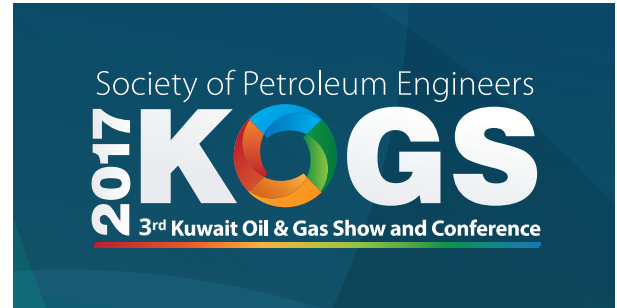
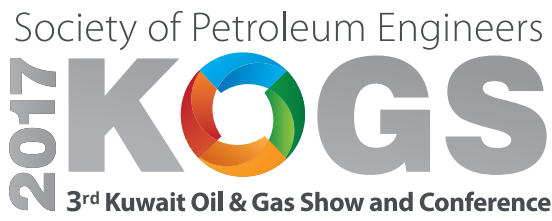
Exhibition: **16 – 18 October 2017**

KUWAIT INTERNATIONAL FAIR, MISHREF

kogs2017.com

**BRAND
GUIDELINES
MANUAL**

Primary Logo



ALTERNATIVE LOGO VERSIONS

Compact larger strapline version



Horizontal logotype with dates



Compact logotype with dates



Apple Icon



Arabic version



Facebook Profile

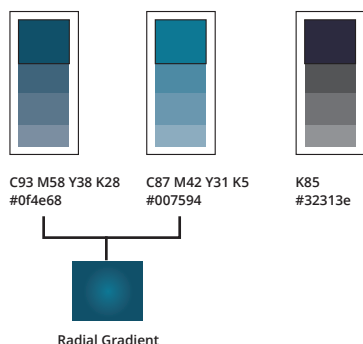


TWITTER Profile

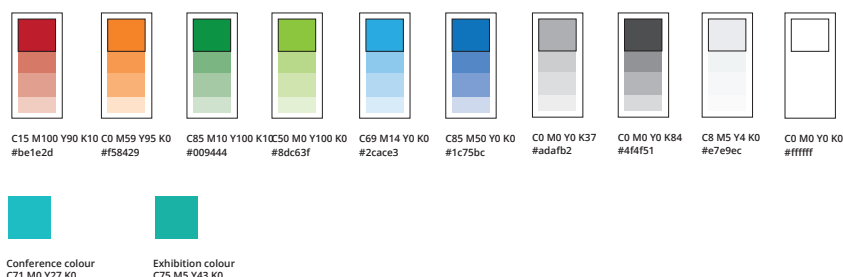


Colour Pallet and Typography

Primary Colours (CMYK & RGB)



Supportive Colours (CMYK & RGB)



FONTS

Open Sans Font Family

Used for all body text, heading in print and digital media.

- Open Sans Light
- Open Sans Regular
- Open Sans Semibold
- Open Sans Bold**
- Open Sans ExtraBold**

- Open Sans Light Italic*
- Open Sans Italic*
- Open Sans Semibold Italic***
- Open Sans Bold Italic***

Web font: Google Open Sans with fallback to Arial, sans-serif.

Open Sans Condensed Light

Used in UPPERCASE for supportive logo or sponsor logo titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MENU ITEM

Heading 1 (22 pt)

Intro text 15 pt font size and 19 pt 3rd Kuwait Oil & Gas Show and Conference, **this is a link**, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam consectetur adipiscing elit, sed diam nonum.

Body text 10 pt font size and 15 pt line-height KOGS GREY clour orem ipsum dolor sit amet, **this is a link**, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam *This is emphasis*, consectetur adipiscing elit, sed diam nonum.

Sub Heading 1 (15 pt)

Body text 10 pt font size and 15 pt line-height KOGS GREY clour orem ipsum dolor sit amet, **this is a link**, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam *This is emphasis*, consectetur adipiscing elit, sed diam nonum.

Footnote 7 pt font size and 11 pt line-height orem ipsum dolor sit amet, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam, consectetur adipiscing elit, sed diam nonum.

Show Imagery & Backgrounds

Show theme imagery

All cases where CMYK process printing is possible.



Background graphic

All cases where CMYK process printing is possible.



Background graphic blended with imagery

Website home page slider example illustrated below.



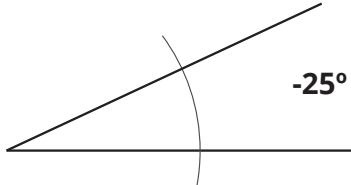
Gradient spectrum



Angled diagonal stripes



Angle rotation



Supporting and Organising logos

Supporting Organisations



Organisers
Conference



Organisers
Exhibition



Social Media icons
Facebook, Twitter, LinkedIn, Email

