The MEOS 2019 (Middle East 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.

**COLOUR PALETTE**

**PRIMARY COLOURS**

- MEOS RED / PANTONE 180 CN 180 CN / C0 M99 Y91 K0
  - #e40e20 (228,14,14)
- MEOS GREY / PANTONE 423 CN 423 CN / C07 M0 Y0 K58
  - #84898B (132, 137, 139)
- MEOS DARK MARINE / PANTONE 48 CN 48 CN / C77 M0 Y0 K74
  - #00485e (0,72,94)
- BLACK / PANTONE 199 CN 199 CN / C0 M0 Y0 K100
  - #000000 (0,0,0)

**ACCENT COLOURS**

- MEOS MARINE / C0D M34 Y35 K14
  - #00788E (0,120,142)
- MEOS DARK MARINE / C77 M0 Y0 K74
  - #00485e (0,72,94)

**GRADIENTS**

- MEOS GRADIENT / FROM MARINE TO DARK MARINE
  - #00788E (0,120,142) TO #00485e (0,72,94)

**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
Main image to use as key focal identity of MEOS 2019.

Example of English layout for A4 full colour magazine advert.

Organisers and supporting entity logos to be placed on all print marketing material.
OTHER SUPPORTING GRAPHICS AND ICONS.

FLAME/OIL DROP OVERLAY

BACKGROUND POLYGON

SOCIAL MEDIA ICONS

MEOS19.COM

SHOW DATES

CONFERENCE: 18–21 March 2019
EXHIBITION: 19–21 March 2019

PATRONAGE

Under the Patronage of
His Royal Highness
Prince Khalifa bin Salman Al Khalifa
Prime Minister of the Kingdom of Bahrain