



Brand Guidelines 2023

GESS Dubai logo

Original version



White version



GESS Dubai original logo is to be used in all cases. The white version should only be used if absolutely necessary and after consulting with the design team.

Logo usage

The GESS Dubai logo should be used so it is legible on the background it is used on. The original version should be used on white or a pale background. The white version is used only when absolutely necessary. Below are some examples of correct or incorrect usage.

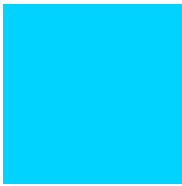


The logo should be used as is provided and not warped or edited in any way. This includes changing the colours and proportions of the logo.



Colours

The brightest (first) blue is to be used for backgrounds only. the second blue is to only be used in rare cases for social media backgrounds.



R: 0
G: 211
B: 255



R: 17
G: 134
B: 231

The darkest blue is to be used for headline text and occasionally as a box-out. also for doodle elements.

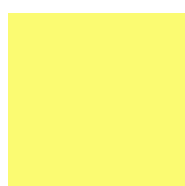


R: 20
G: 81
B: 128

The pink and yellow are to be used for background shapes in the creative (circles and squares) and doodle elements.



R: 233
G: 90
B: 127



R: 251
G: 251
B: 114

Fonts

Bely Display

Headers & Tagline

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Interstate Light

Bodycopy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz