

CESS DUBAI LOGO

Main



Main



Alternative



SPACE

The space around the GESS Dubai logo should be no less than the height of the smaller circle.



DO'S AND DON'TS

Do's

✓ Use dark blue text logo on white / light backgrounds



✓ Use white text logo on dark backgrounds



Don'ts

✗ Skew or rotate logo



✗ Outline logo



✗ Move / rearrange logo lock up

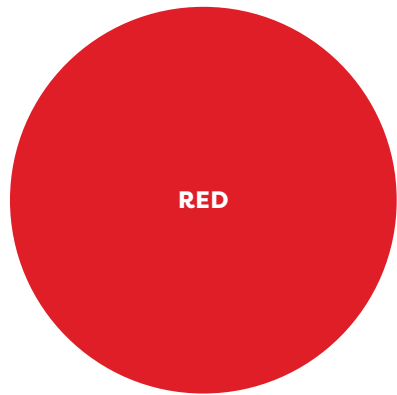


✗ Separate backgrounds across logo

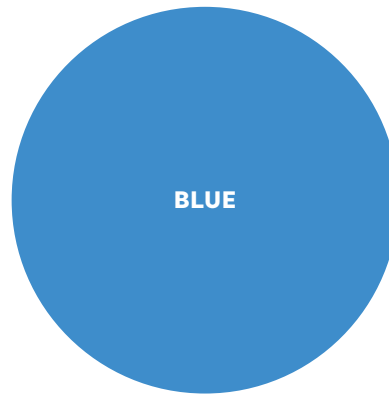


COLOURS

Primary colours

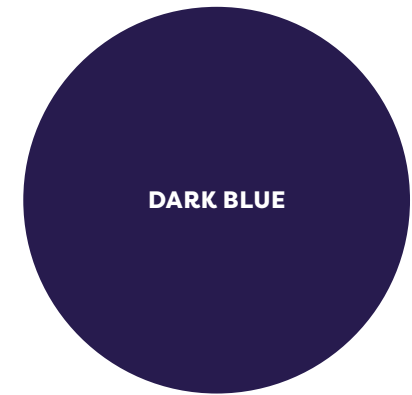


CMYK 223, 31, 39
RGB 223, 31, 39
HEX #DF1F27



CMYK 73, 34, 0, 0
RGB 61, 142, 204
HEX #3D8ECC

Background colour



CMYK 96, 100, 36, 36
RGB 39, 27, 78
HEX #271B4E

FONTS

Display font - Filson Pro heavy

abcdefghijklmnopqestuvwxyz 0123456789

Body copy - Filson Pro regular

abcdefghijklmnopqestuvwxyz 0123456789