



BRAND MANUAL



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LOGOTYPE



About Logo

Logo shape

The 4-coal shape of the logo reflects stability, strength, durability, solidity -the properties inherent in a company that has been successfully doing its job for years.

Colour

Green colour symbolizes stability, balance, nobility, and solidity. The logo uses a gradient, dark green flows into light colours - this speaks of the company's path, the difficulties that ultimately lead to success.

S-shape

The S-curve is depicted in the logo in the form of a river or a path that leads to dawn.

The name of the company, ICA Events, is written in lowercase letters, that shows the simplicity, and the openness of the company.

LOGOTYPE APPLICATION



Logotype protective field

The protective field (grey area) is the minimum distance of the content to the logotype.

There should not be any design elements in the free space around the logotype, except in cases where these design elements serve as a background.



Prohibited actions regarding logotype

- 1-2. Do not extend and lengthen.
3. Do not bend the element.
4. Do not change the transparency of the logotype until it is unreadable (minimum transparency percentage is %70).
5. Do not rotate the element.
6. Do not use the outline version of the logotype.
7. Do not change the logotype in any way by moving its components.



Minimum size for printing office and promotional products

Logotype size for printing should not be less than 1 cm in length.

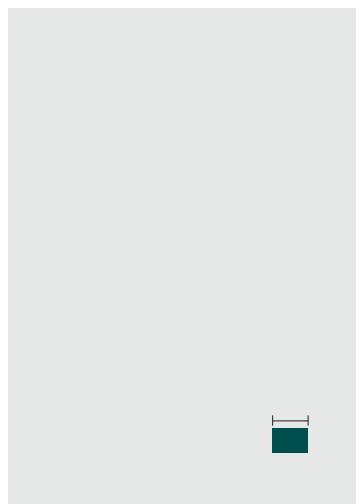
Further size reduction of logotype can lead to loss of details and make its text part unreadable.



Minimum logotype size for posters

A2: 4,5 cm. on the long side
A1: 6 cm. on the long side

Logotype always should always be placed bottom right.



Minimum size for large format printing and outdoor advertising

For one meter and above, the logotype must be at least 1/10 of the size of the long side.



Terms of logotype use in combination with other trademarks

There is often a need to use the logotype in combination with other trademarks. In this case, you need to be guided by the acceptable minimum length of the logotype and based on this, build trademark grids of partners.

It should be noted that the logotype of the ICA Events by the visual mass should not be less than others.

It is important to place the logotype of the ICA Events in the bottom right of the composition.



CORPORATE TYPOGRAPHY



About font

Primary typeface is Gilroy

Gilroy Font is the ultra-modern sans-serif typeface that was designed and shared by Radomir Tinkov and after the release of this typeface it was used in many notable places and this is also known to be the brother family of the Qanelas font family.

For Heading

AaBbCc1230È*#&%@!?\$Ó/ >

AaBbCc1230È*#&%@!?\$Ó/ >

For Quotations

All about us

All about us

For Context

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

About font

Secondary typeface is OpenSans

Open Sans is an open source humanist sans-serif typeface that was designed by Steve Matteson under commission from Google. It was released in 2011 and is based on his earlier design called Droid Sans, which was specifically created for Android mobile devices but with slight modifications to its width.

For Heading

AaBbCc1230È*#&%@!?\$Ó/>>

AaBbCc1230È*#&%@!?\$Ó/>>

For Quotations

All about us

All about us

For Context

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

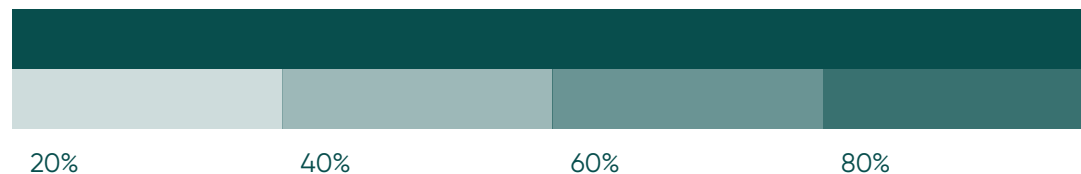
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

COLOURS



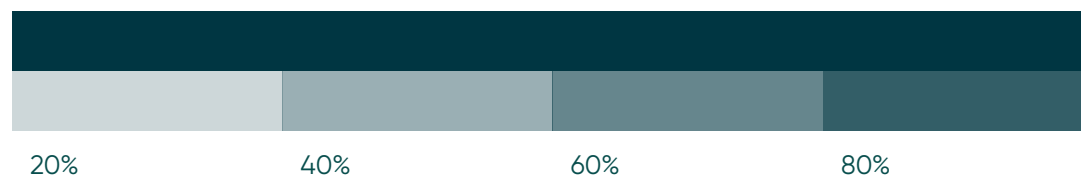
CMYK: 85 / 32 / 49 / 53
HEX: #045050

TRANSPARENCY



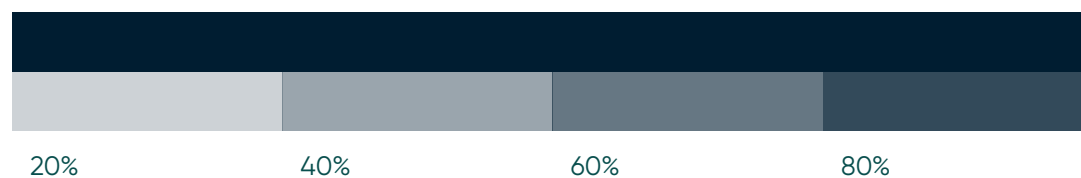
CMYK: 96 / 33 / 34 / 70
HEX: #003744

TRANSPARENCY



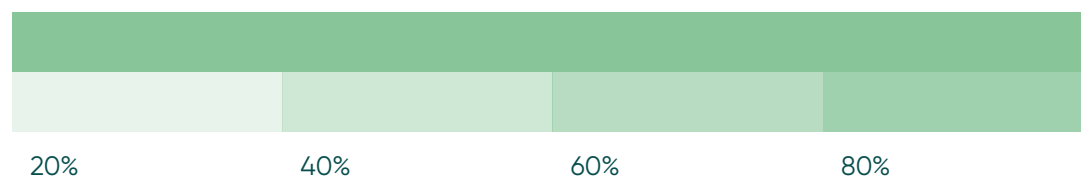
CMYK: 100 / 47 / 31 / 79
HEX: #002333

TRANSPARENCY



CMYK: 48 / 3 / 50 / 0
HEX: #94C698

TRANSPARENCY



GRADIENT



Colour variations of the logotype

1. Original colour

2-3. Black / white version

Logotype colour can change with black or white version according to the background colour.

4. Plain version

This version is mostly used in areas where gradient printing cannot be done in printed documents or for small uses where the gradient makes it difficult to read.

It should be only used as a primary colour.

5. No background version



STATIONERY



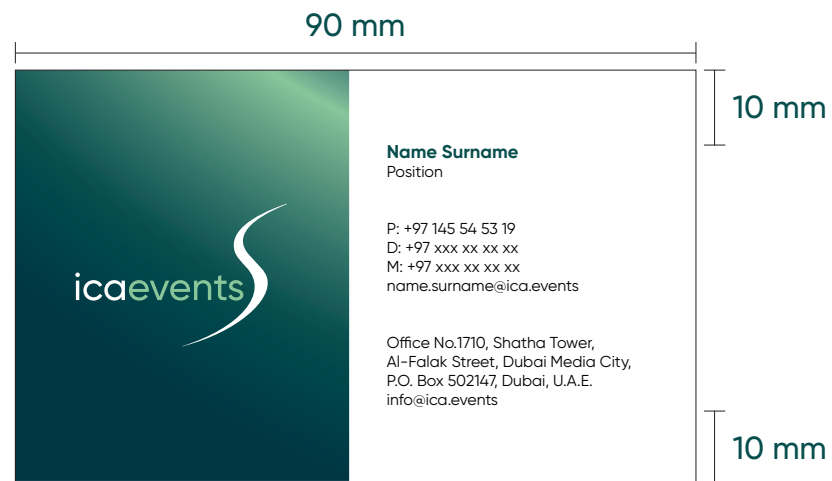
Business card

Length: 90 mm.

Width: 55 mm.

The indent of information block is at least 10 mm.

The font size of the information block should not be less than 6 punto.

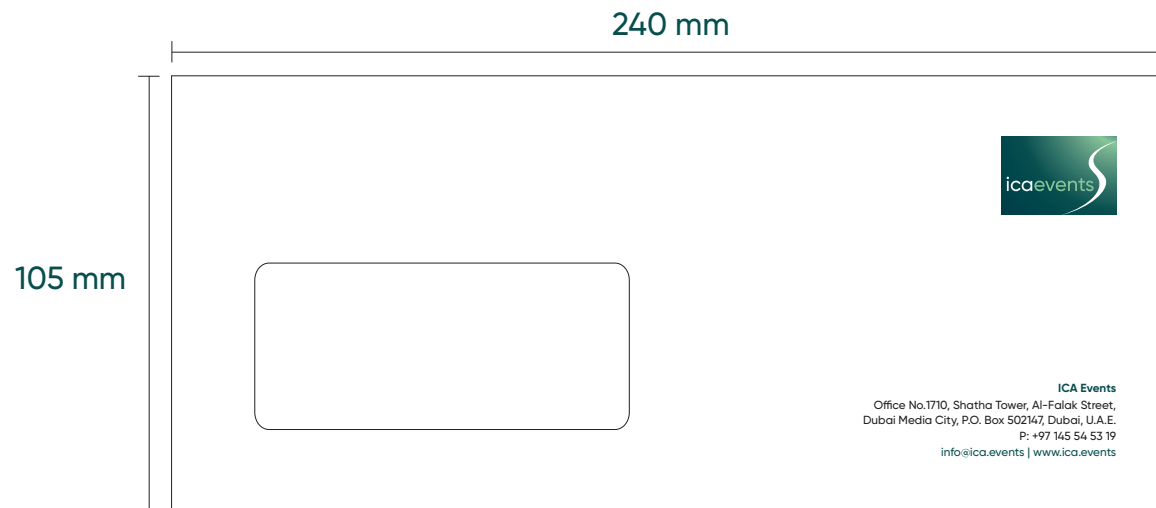


Envelopes

The dimensions of these envelopes are 240x105 mm.

The indent of information block is at least 10 mm.

The font size of the information block should not be less than 8 punto.



Envelopes

The dimensions of these envelopes are 240x320 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 8 punto.

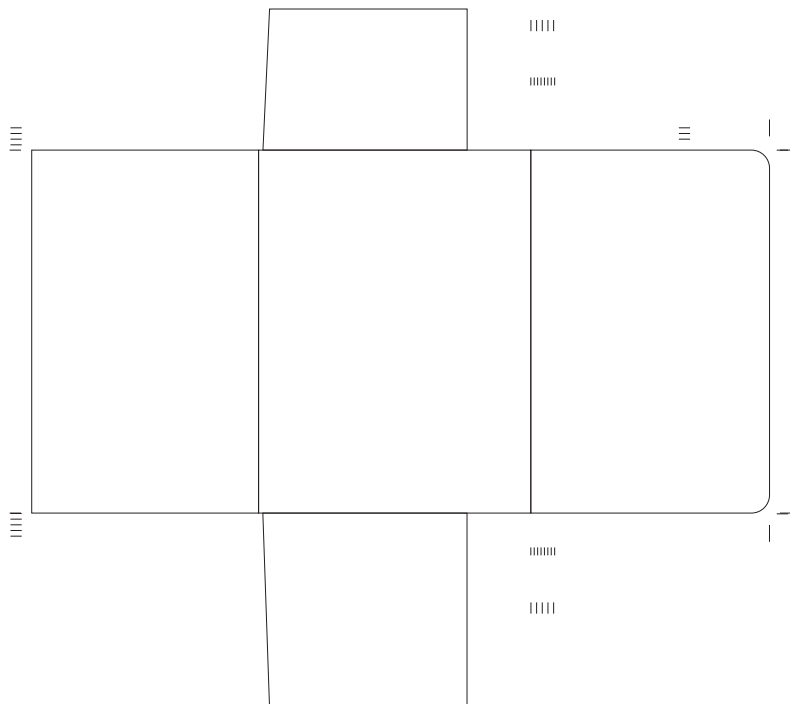


A4 folders

The dimensions of these folders are 240x320 mm.

The indent of information block is at least 20 mm.

The font size of the information block should not be less than 9 punto.



A4 Blanks

Standart A4 format blanks.

The font size of the main context should not be less than 9 punto.



ICA Events

OFFICE NO.1710, SHATHA TOWER, AL-FALAK STREET, DUBAI MEDIA CITY, P.O. BOX 502147, DUBAI, U.A.E.
P: +97 145 54 53 19 | Info@ica.events | www.ica.events

Notepad

The dimensions of these note pads are 145x210 mm.

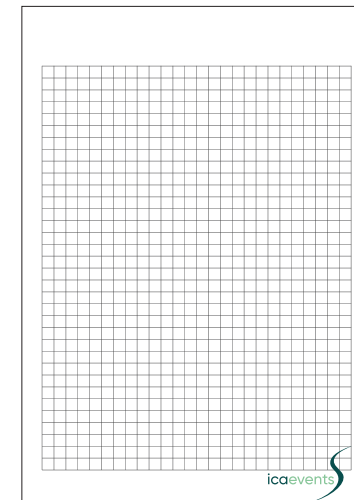
The indent of information block is at least 10 mm.

The font size of the information block should not be less than 8 punto.

Cover



Inner Pages



Name badges

The dimensions of name badges are 85x55 mm.



PHOTOS



Choosing photos

For presentations, it should be crowded but the impressive images with anonymous people walking around the exhibition area.

For any purposes, it is unacceptable to use photos of poor quality (blurry, low resolution, etc.).



THANK YOU