



General guidance

Dubai Airshow identity guidelines:

General guidance for use of our logo

The Dubai Airshow logo and identity is owned by F&E Aerospace. It is important that this logo is protected and only used within guidelines provided in this document.

The guidelines have been drawn up to create a uniformity of style whilst providing flexibility to our partners. If you wish to use the logo outside of these guidelines please contact F&E Aerospace.

- > partners may only use the logos, colours and typefaces as specified in these guidelines
- > partners may not use parts of the Dubai Airshow visual identity in their communications
- > the logo can be used on a broad suite of applications: websites, pull-up banners, exhibition materials, brochures, letterheads, merchandise

Logo versions

Primary logo



Colour version (preferred version)



Mono version



Reversed out version

Our logo

When you use our logo, always use the original logo artwork files. Never attempt to recreate the logo yourself.

Our logo can be supplied in jpg, eps and other formats. These are available from F&E Aerospace on request.

Logo versions

Secondary logo



Square colour version



Mono version



Reversed out version

Our logo

Wherever possible our primary logo should be used. However, on occasions, the portrait nature of the primary logo may be restrictive. In such instances, the secondary horizontal version above should be applied to ensure clarity.

Exclusion zones and minimum sizes



Exclusion zone

Always create an area of clear space around our logo to ensure that it doesn't lose its visual impact. There should be an exclusion zone equivalent to the height of the capital 'A' around the primary logo, and the width of the capital 'A' in the secondary logo, wherever they appear (see diagram above).

Minimum size

The primary logo must be no smaller than 15mm wide, and no smaller than 30mm wide for the secondary logo. The logo must be clearly legible wherever it is used.

Colour palette

Primary colours



Red

CMYK	
Cyan	0%
Magenta	100%
Yellow	100%
Black	0%

Pantone
485

RGB	
Red	237
Green	28
Blue	36



Cyan

CMYK	
Cyan	100%
Magenta	0%
Yellow	0%
Black	0%

Pantone
Process Cyan

RGB	
Red	0
Green	174
Blue	239



Black

CMYK	
Cyan	0%
Magenta	0%
Yellow	0%
Black	100%

Pantone
Process Black

RGB	
Red	35
Green	31
Blue	32

Corporate typeface

DIN is our primary typeface. It is a clear, simple and open expression of what we say and helps to make the Dubai Airshow brand distinctive.

DIN

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Electronic typeface

Arial is the approved typeface for all electronic applications.

For further information

These guidelines outline basic usage and therefore cannot cover every application or eventuality. In case of difficulty or doubt as to the correct application of these standards, please contact F&E Aerospace.

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