

# MEOS 2017 SHOW LOGO

The MEOS 2017 (Middle East Oil & Gas Show and Conference) logo is a unique piece of artwork. The components are fixed and must never be altered.

The logo should never be typeset, 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

PANTONE RED 032 C0 M90 Y100 K0	Black C0 M0 Y0 K100	PANTONE 425 C15 M0 Y0 K75	PANTONE Cool Gray C5 M0 Y0 K25	PANTONE 325 C55 M0 Y25 K12	PANTONE 3155 C100 M38 Y41 K0	PANTONE 7476 C57 M0 Y0 K77
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## Preferred Typography Both Desktop & Web Fonts

**OPEN SANS BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!

**OPEN SANS REGULAR**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!

**OPEN SANS SEMIBOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!

**OPEN SANS LIGHT**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!

## Design Element for 2017 theme



## Minimum Size



10 mm

25 mm

The tagline must be removed if the logo border on or falls below the recommended minimum size.

## Primary Logotype (ENGLISH)



## Primary Logotype (ARABIC)



## Logotype on Dark Background



## Grayscale Version



Society of Petroleum Engineers

**MEOS** 2017

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