



**44th IAEE
INTERNATIONAL
CONFERENCE**
Riyadh, Saudi Arabia
4-9 February 2023

BRAND GUIDELINES

BRANDMARK

THE PRIMARY ENGLISH BRANDMARK IS ONE OF THE MOST VALUABLE ASSETS. THE PRIMARY BRANDMARK IS MADE UP OF TWO ELEMENTS: ICON AND ENGLISH WORDMARK.



THE PRIMARY ARABIC BRANDMARK IS ONE OF THE MOST VALUABLE ASSETS. THE PRIMARY BRANDMARK IS MADE UP OF TWO ELEMENTS: ICON AND ARABIC WORDMARK.



LOGO FORMATS

THE MONOCHROME VERSION OF THE BRANDING WILL BE USED IN CASE OF SPECIAL APPLICATIONS SUCH AS EMBOSSING, ENGRAVING, FAXES ETC.



COLOUR PALETTE

PRIMARY COLORS

#385B52

R:56 G:91 B:82

C:77 M:46 Y:63 K:31

#67A593

R:103 G:165 B:147

C:69 M:14 Y:50 K:0

SECONDARY COLORS

#EDB25E

R:237 G:178 B:94

C:22 M:34 Y:80 K:0

#CB6153

R:203 G:97 B:83

C:9 M:80 Y:72 K:1

#9DDEED

R:157 G:222 B:237

C:40 M:0 Y:7 K:0

CLEAR SPACE

TO MAINTAIN VISUAL CLARITY AND TO PROVIDE MAXIMUM IMPACT, THE BRANDMARK MUST NEVER APPEAR TO BE LINKED TO OR CROWDED BY COPY, PHOTOGRAPHS OR GRAPHIC ELEMENTS.



TYPOGRAPHY

ENGLISH PRIMARY TYPEFACE FOR BODY TEXT

RIFT SOFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

)[*&^%\$£@!-=[]\';/.,1234567890

BOLD / MEDUIM / REGULAR

ENGLISH SECONDARY TYPEFACE FOR TITLES AND HEADLINES

IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

)[*&^%\$£@!-=[]\';/.,1234567890

REGULAR



TYPOGRAPHY

ARABIC PRIMARY TYPEFACE

GE SS TWO

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

BOLD / REGULAR / LIGHT

GE SSTWO - BOLD

GE SSTWO - REGULAR

المؤتمر العالمي
الرابع والأربعون
لاقتصاديات الطاقة
الرياض، المملكة العربية السعودية
9-4 فبراير 2023



DESIGN ELEMENTS

