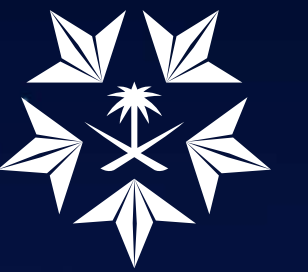




**WORLD
DEFENSE
SHOW**
SAUDI ARABIA
4-8 FEB 2024

FOUNDED BY

الهيئة العامة
للصناعات العسكرية
General Authority
for Military Industries



Brand Style Guide



WDS Brand Architecture

The following framework will help various stakeholders understand the proper visual treatment of WDS as a generic brand. It summarizes the fundamental technical characteristic of WDS in a practical way. It should serve a strict guide for production of any element related to the brand.



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Brandmark

Primary Brandmark

ENGLISH HORIZONTAL LOGO



ARABIC HORIZONTAL LOGO



WDS Brandmark and its proper usage is highly significant for us. Consistency and clarity of communication are essential factors in representing a strong, reputable, and veracious brand.

Alternative Brandmark

ENGLISH HORIZONTAL LOGO (WITH EVENT DATE)



Preferred logo to be used in all applications where possible.

ARABIC HORIZONTAL LOGO (WITH EVENT DATE)



Logo to be used only in formal government and ministerial communications.

Alternative Brandmark displays the Event dates to encourage anticipation.

Brandmark Structure Variation



WORLD
DEFENSE
SHOW



معرض
الدفاع
العالمي

ENGLISH AND ARABIC VERTICAL LOGOS

This logo should only be used in applications where due to horizontal composition constraints the primary logo cannot be used.



THE SYMBOL

The symbol should never be used in place of the logo. It should only be used in applications where the logo is present of the brand presence is clear.

Brandmark Color Variation

There are four colour variations of the logo and each one has been created for a particular application or production process. Please ensure that you choose the relevant version for your application.



FULL COLOUR POSITIVE

The full colour version of our logo should be used on white and light background applications wherever possible.



FULL COLOUR REVERSED

The colour version of our logo should only be used in dark background applications.



BLACK AND WHITE

These versions are mainly reserved for black and white applications. In dark background applications or on dark images, where using the 'full color negative' logo creates contrast issues, the white logo should be used.



* Please don't attempt to re-create the logo. Artwork files of the logos and other design elements are available from the World Defense Show communications team.

Brandmark Color Variation



ALTERNATIVE LOGOS

Note that these versions should not be treated as replacements of the primary logo and are research for application and production specific scenarios and should only be used with the express permission of the WDS team.



Logo Clear Space



CLEAR SPACE

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos.

To help maintain consistency across all brand applications, The construction of the clear space area is based on the size of pentagon present in the middle of WDS logomark.



35mm

LOGO MINIMUM SIZE

In print, the logo should not be smaller than the size detailed here. On-screen, the logo is rendered differently across various types of platforms and devices.

Care should be taken to preserve legibility at small size.



COLOUR LOGO

Logo should always be used in the format above.



WHITE LOGO

The white version of the logo lockup should be used when placed on a coloured and photography background, where the colors clash with the logo.



COLOUR LOGO

Logo should always be used in the format above.



WHITE LOGO

The white version of the logo lockup should be used when placed on a coloured and photography background, where the colors clash with the logo.



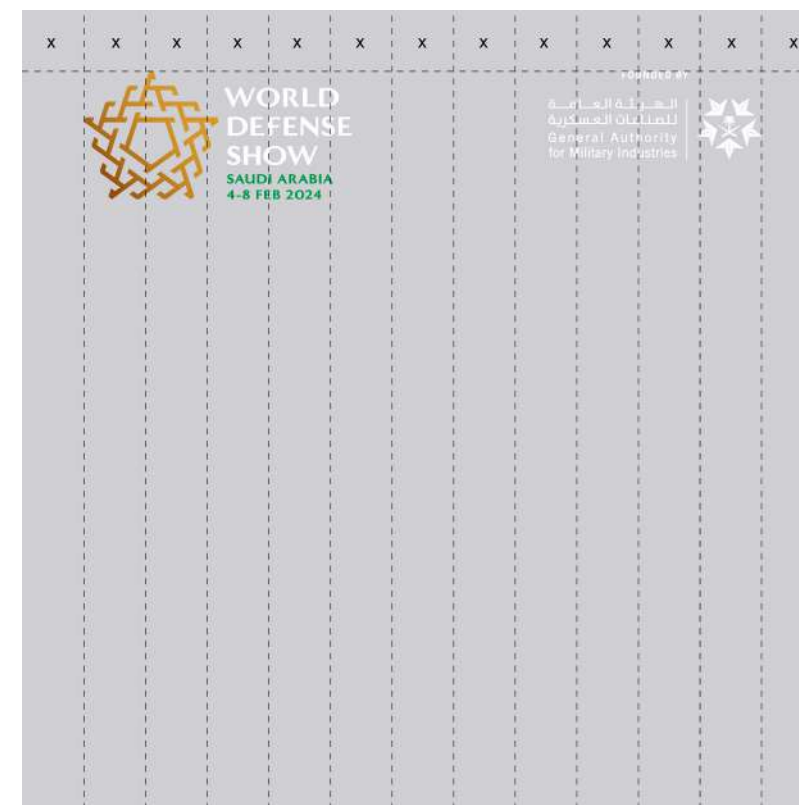
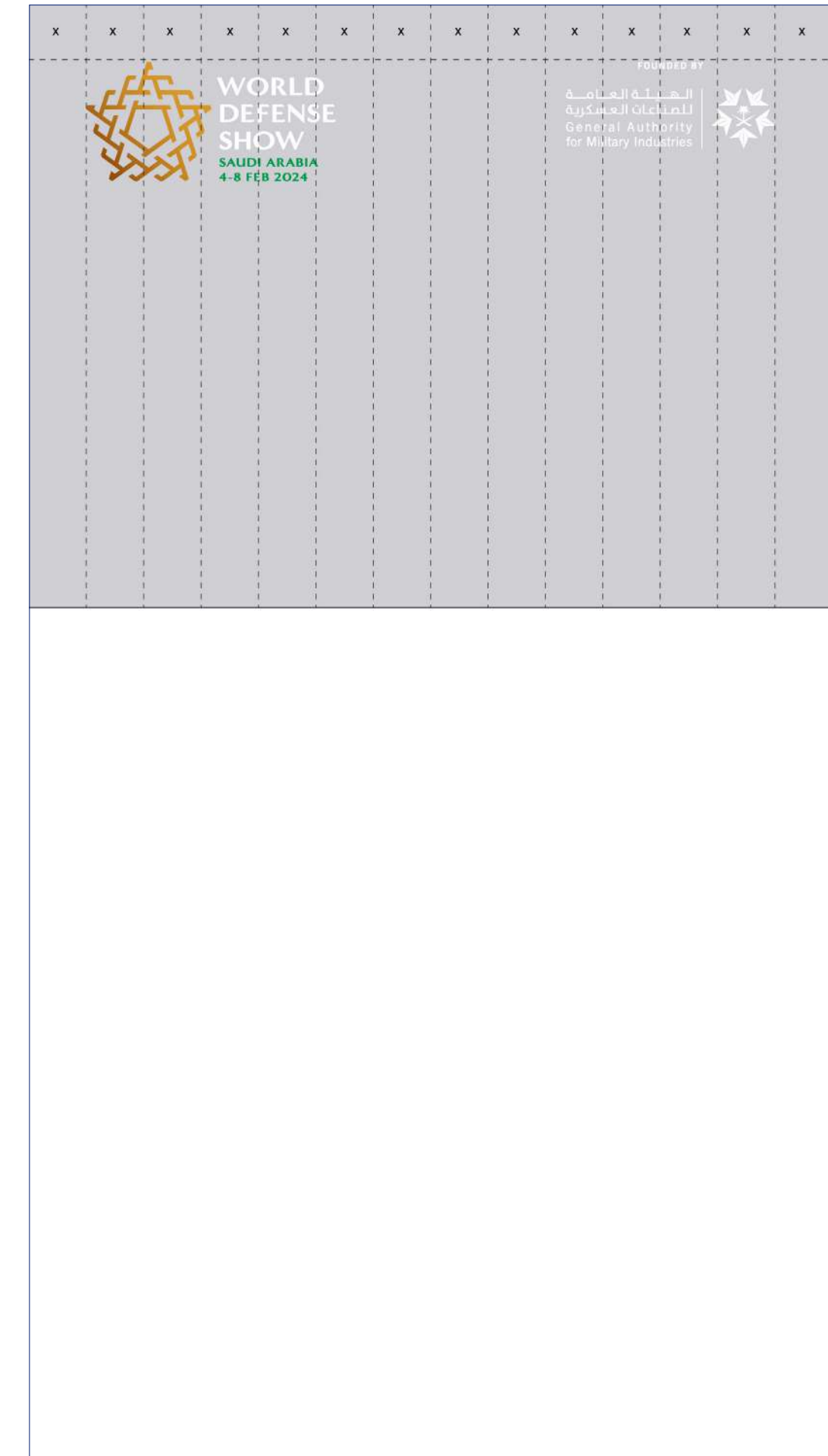
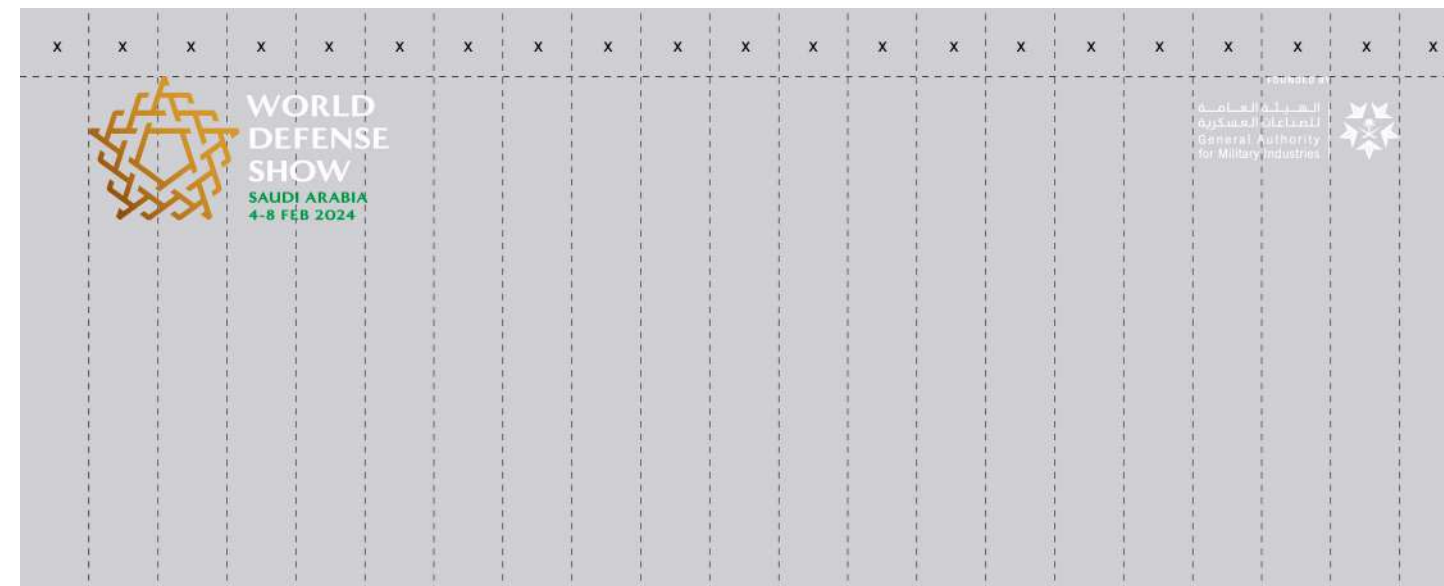
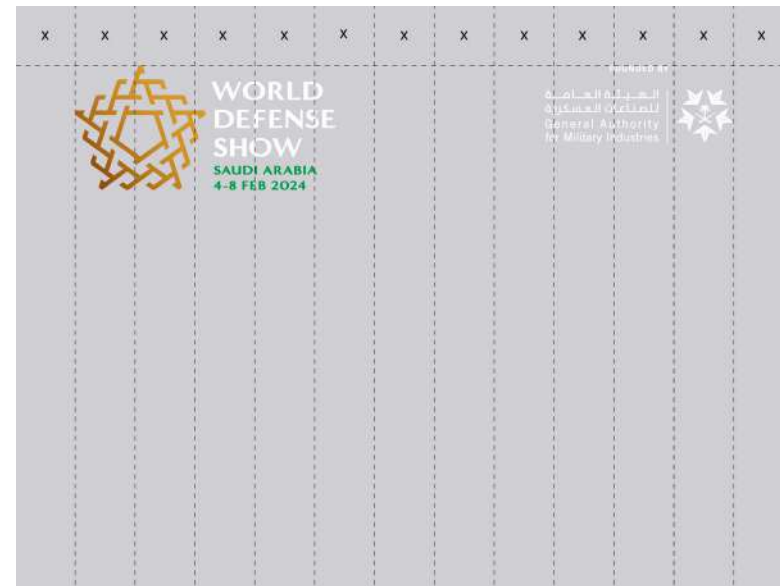
WDS and Gami Co-Branding



LOGO POSITIONING

World Defense Show and GAMI logos should appear together and be positioned at the top of the composition whenever possible. The above alignment and scale should be followed whenever the two logos are present. The relationship between the above logos should always be consistent and high-resolution.

Logo Placement (Template)



Grid

This grid is used to determine WDS and Gami logos position and template margin to maintain consistency in any size or format. The number of grids will vary depending on the size and format of material to maintain logos maximum visibility.

Logo Placement (Template)

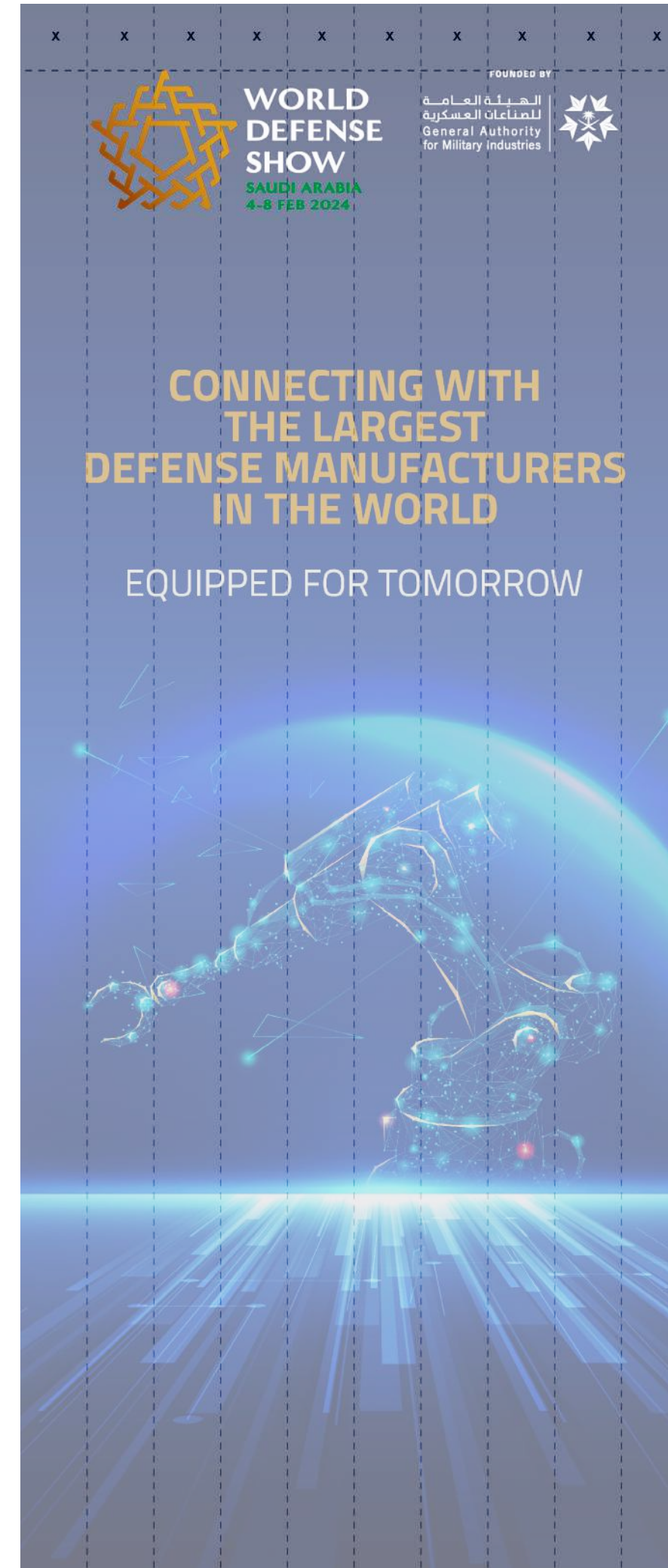
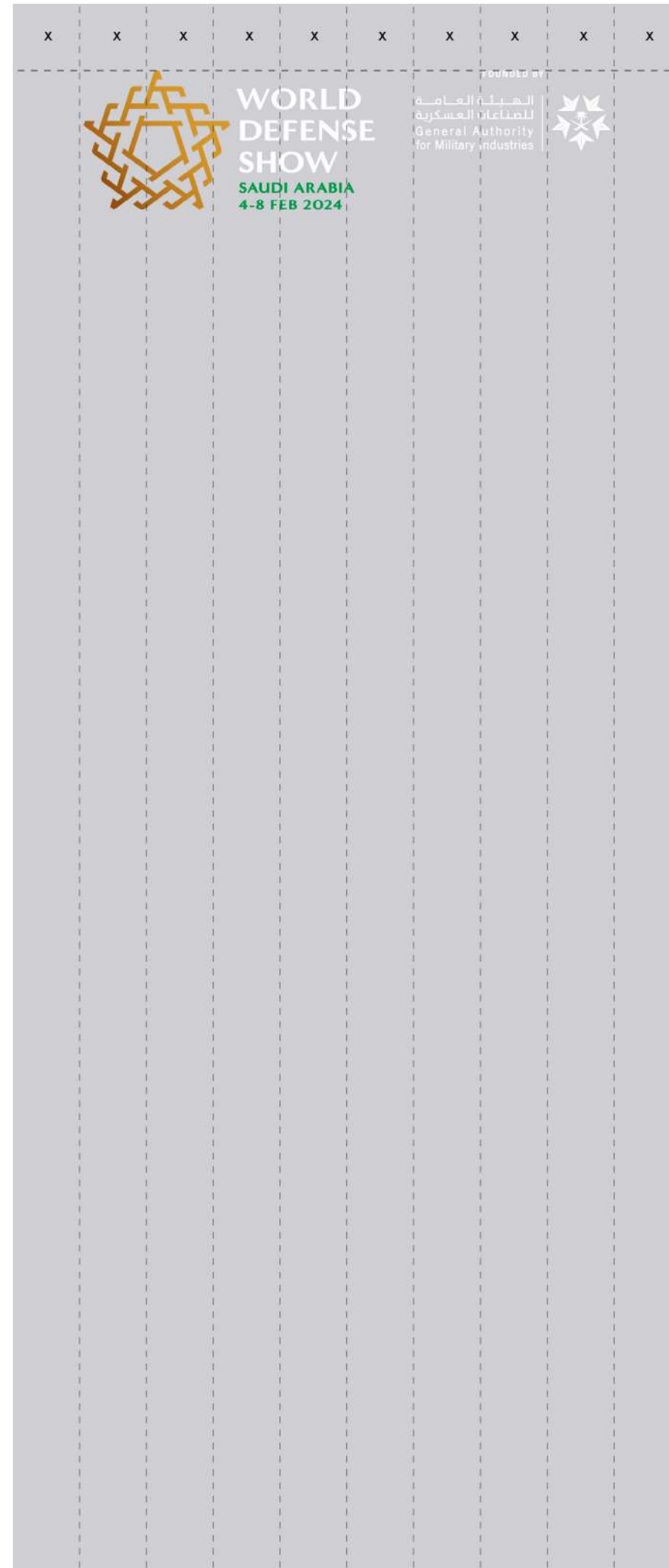


Backdrop (Grid)

Grid and Margin will depend on the size of pentagon in the middle of WDS logo.

This is represented by the letter "x". Backdrop grid is divided into 13 columns.

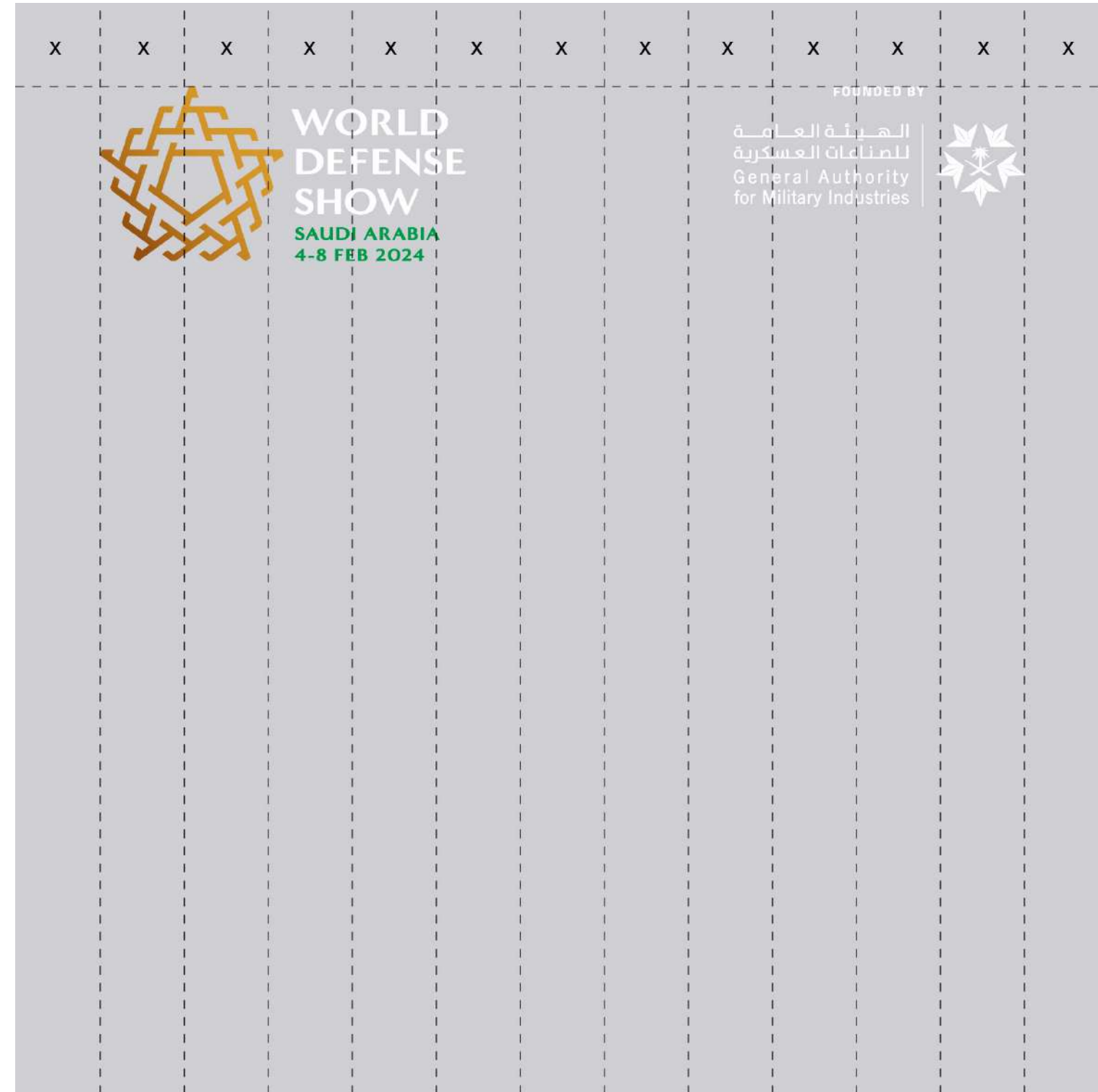
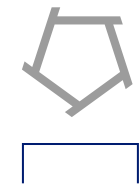
Logo Placement (Template)



Roll Up (Grid)

Grid and Margin will depend on the size of pentagon in the middle of WDS logo. This is represented by the letter "x". Roll Up grid is divided into 10 columns.

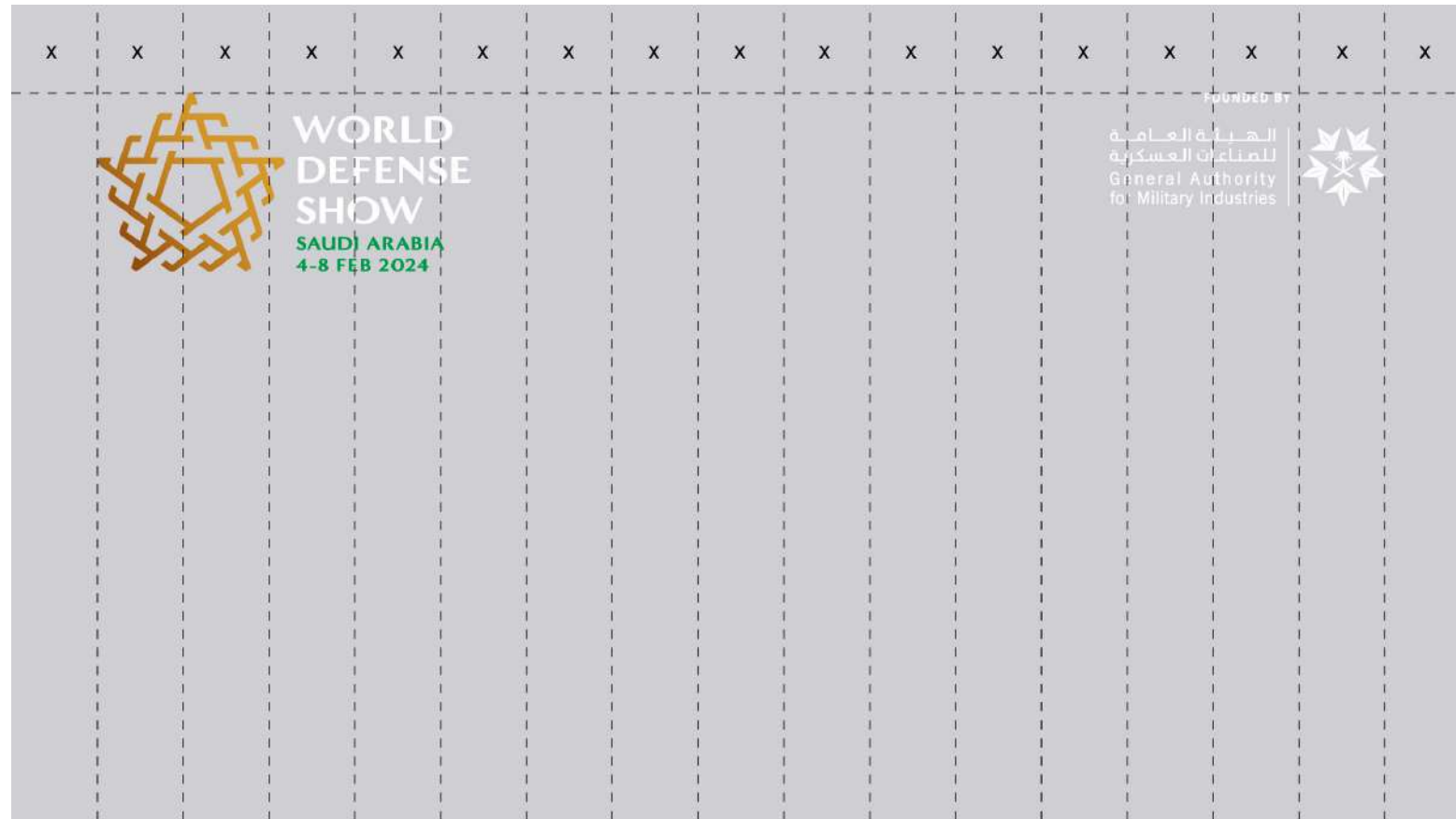
Logo Placement (Template)



Social Media Square Post (Grid)

Grid and Margin will depend on the size of pentagon in the middle of WDS logo. This is represented by the letter "x". Square grid is divided into 13 columns.

Logo Placement (Template)



Powerpoint Presentation (Grid)

Grid and Margin will depend on the size of pentagon in the middle of WDS logo. This is represented by the letter "x". Powerpoint grid is divided into 17 columns.

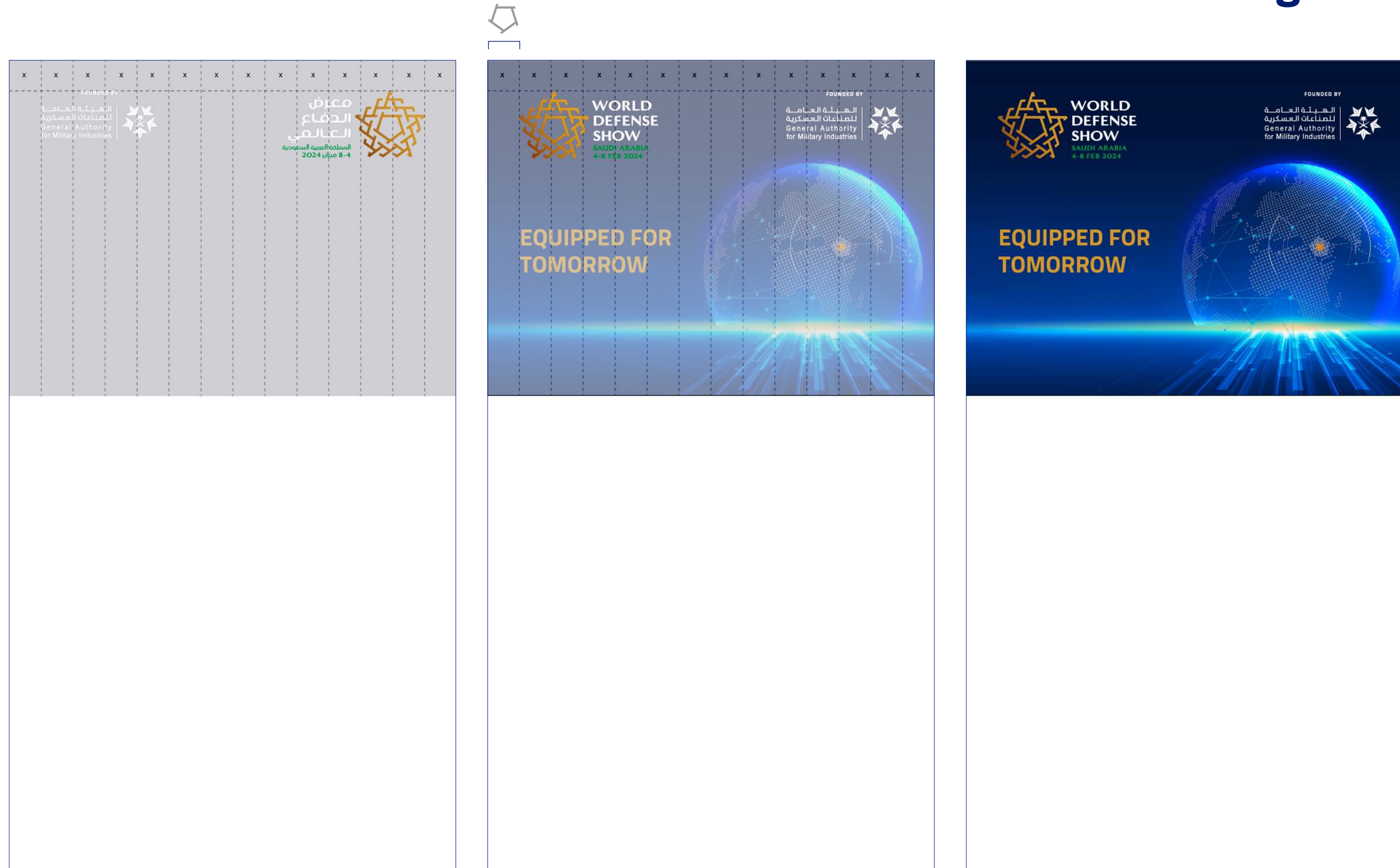
Logo Placement (Template)



Megacom (Grid)

Grid and Margin will depend on the size of pentagon in the middle of WDS logo. This is represented by the letter "x". Megacom grid is divided into 21 columns.

Logo Placement (Template)



Mailer (Grid)

Grid and Margin will depend on the size of pentagon in the middle of WDS logo. This is represented by the letter "x". Mailer grid is divided into 14 columns.



Brand Assets

We lead with a typeface called Cairo.

It's a contemporary Sans Serif typeface that's both a workhorse business typeface and a human-forward joyful face. Cairo font isn't afraid to admit it has a personality.

Cairo

Bold

Regular

Light

العنوان الرئيسي
العنوان الفرعي هنا

المحتوى الوصفي كما هو موضح هنا
الم إيبسوم لأنها تعطي توزيعاً طبيعياً - إلى حد ما - للأحرف عوضاً عن زمن طويل
وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل
الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها
للغد نستعد

Headings

Subheadline Here

Body copy as demonstrated here.



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

EQUIPPED FOR TOMORROW

Primary Typography (Ideal Type Hierarchy)

As a corporate font, it should be used for external communication and advertising materials, Cairo font should be used for English and Arabic applications. Our selected brand font is web safe and google optimized.

Arial

Bold		<h2>العنوان الرئيسي</h2>
Regular		<p>المحتوى الوصفي كما هو موضح هنا الم إيبسوم لأنها تعطي توزيعاً طبيعياً - إلى حد ما - للأحرف عوضاً عن زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها</p>

Headings

Body copy as demonstrated here.

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.

Secondary Typography (Ideal Type Hierarchy)

In those cases in which it is not possible to use our corporate font; Cairo, such as emails, newsletters, any cloud based or shareable and editable document (Microsoft Word, etc..) We can use Arial font since it is pre-installed in any device.



PRIMARY COLOUR
R0 G26 B112
Pantone 662 C

SECONDARY COLOUR
R0 G154 B68
Pantone 347 C

SECONDARY COLOUR
R147 G77 B17
Pantone 724 C

— VERSION 02

Colors

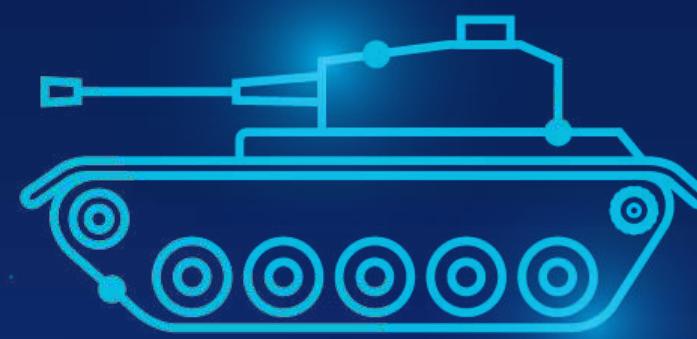
PANTONE GRADIENT
LIGHTER OVERPRINT

PRIMARY COLOUR
R214 G154 B45
Pantone 7563 C

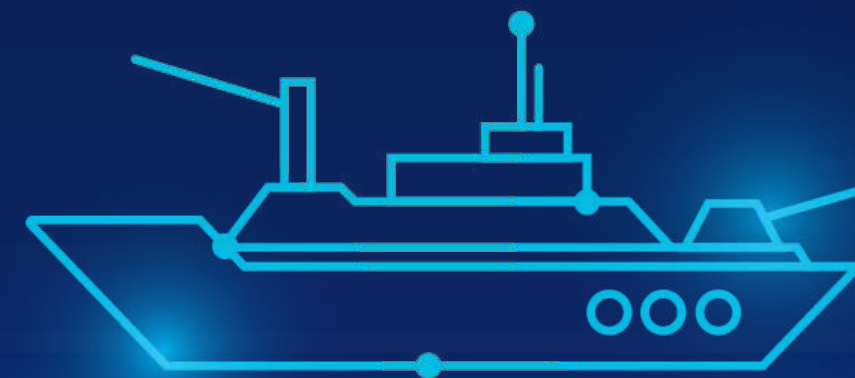
PANTONE GRADIENT
LIGHTER OVERPRINT



Air



Land



Sea



Space



Security

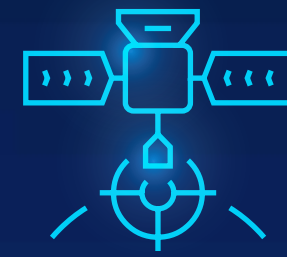
ICONOGRAPHY STYLE

Icons are an integral part of the brand guidelines of the WDS identity. Icons should be simple and representative line drawings depicting objects, topics, actions, etc clearly. The thickness of the stroke should be equal and elegant. Avoid using a very thin stroke or a thick stroke. Please refer to the above examples for reference.

Iconography



Advanced Ballistics



Advanced Space Systems



Electronic Warfare



Swarm Technology



Soldier of the Future



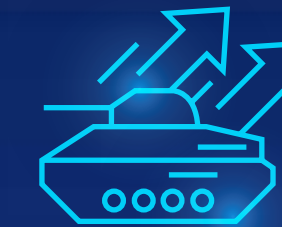
Naval Systems



Industry 4.0



Simulated Training



Enhanced Platforms



Urban Air Mobility



Military Airshows



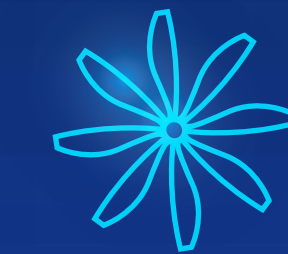
Unmanned Systems



Advanced Manufacturing Technology



Startups



Rotary



Security Systems



Advanced C4ISR



Biodefence



Advanced Weaponry



PHOTOGRAPHY STYLE

Part of the identity development of WDS is the above image treatment. Images are to be created with a duotone of the blue and gold pantones mentioned in the colour palette, with hints of blue on top of the image. In addition, the wireframe elements and/or the globe and depth lines should always be part of the visual. Images cannot appear anywhere without the required image treatment.

Graphic Assets

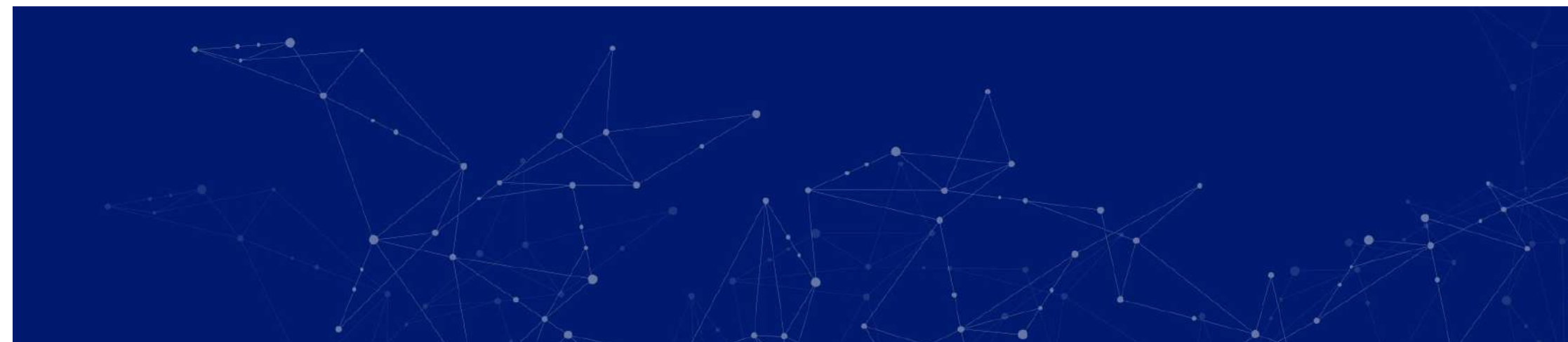
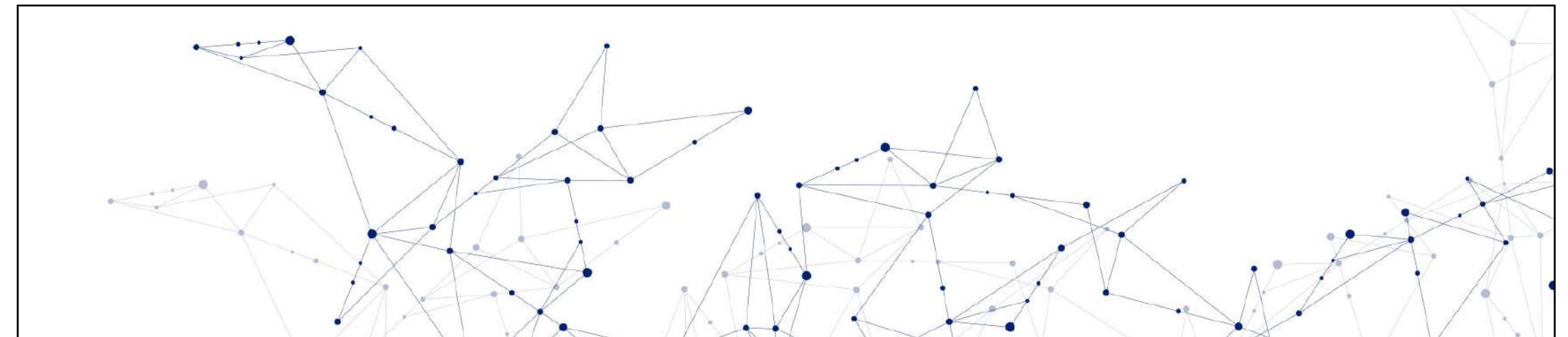
The image is a digital graphic asset with a futuristic, technological theme. The central focus is a wireframe globe composed of numerous interconnected nodes and lines, rendered in a vibrant blue color. Several nodes are highlighted with a bright orange glow, creating a sense of energy and connectivity. The globe is positioned in the upper right quadrant of the frame. In the background, a large, smooth blue sphere, possibly representing a planet or a celestial body, curves across the top right. The overall background is a deep, dark blue, punctuated by various geometric shapes, including triangles and lines, some of which are also glowing or have a slight motion blur. The text 'Graphic Assets' is prominently displayed in the lower left corner in a bold, yellow, sans-serif font.

USAGE

The primary graphic elements (wireframes) and its corresponding colours are our preferred graphic element.

They should always be used where possible.





The above graphic element should be used in all collaterals produced on digital platforms. Using the wireframes in gold, blue and white will be based on the colours of the composition.

COLOR TREATMENT

The white should be at 50% opacity when positioned over the primary blue color, while the gold if placed on white should be at a 100% opacity. The blue should also be at 100% opacity if placed on a white background.

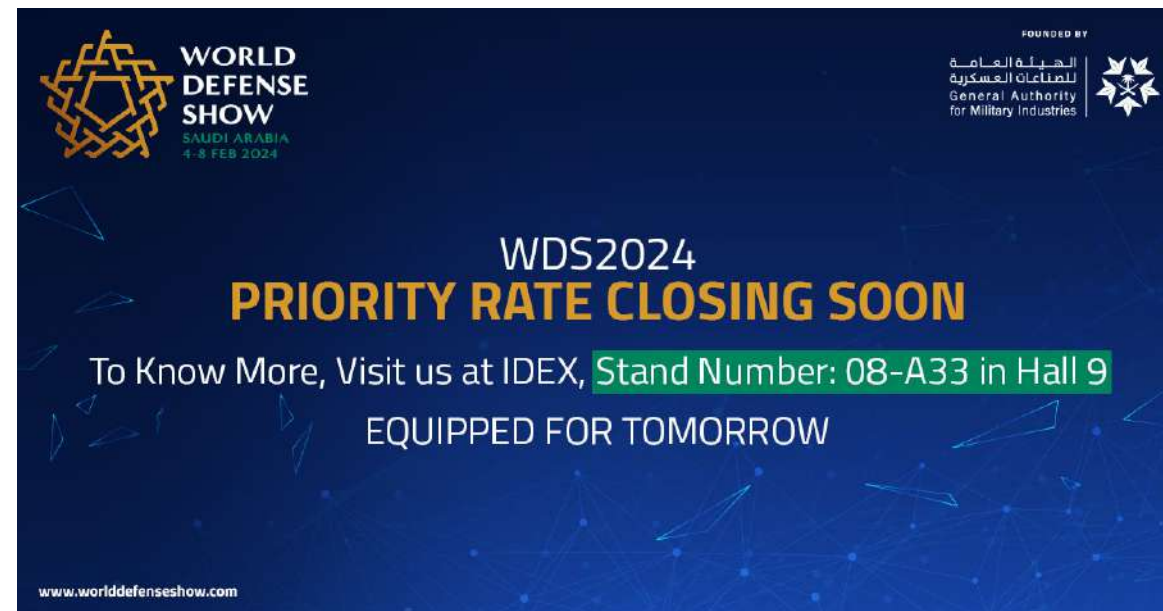
Brand Systems

The image features a central, wireframe-style structure resembling a rocket ship or a space station, rendered in glowing blue and orange lines. This structure is set against a dark blue background with a large, glowing blue arc on the right side. The scene is filled with various geometric shapes, including triangles and lines, and a network of blue dots connected by thin lines, suggesting a digital or technological theme.



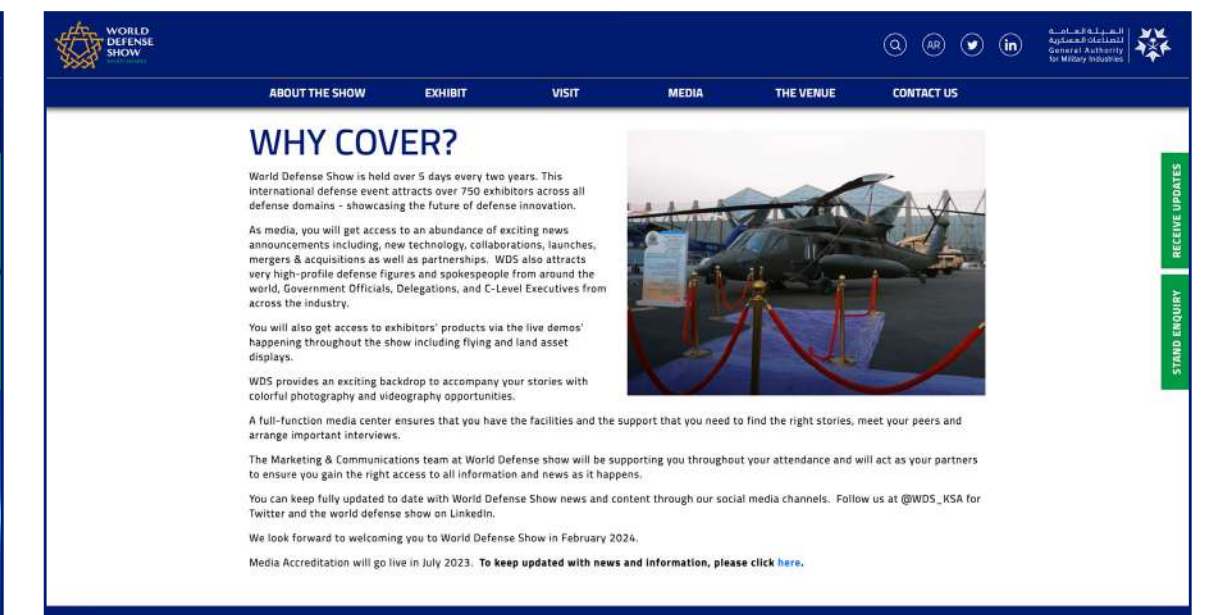
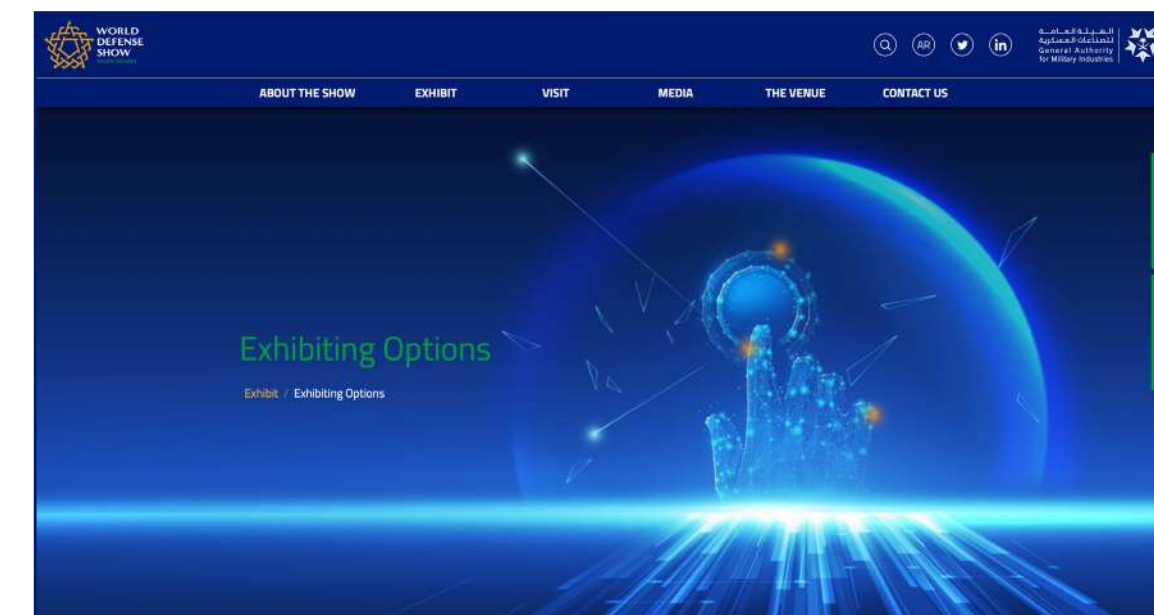
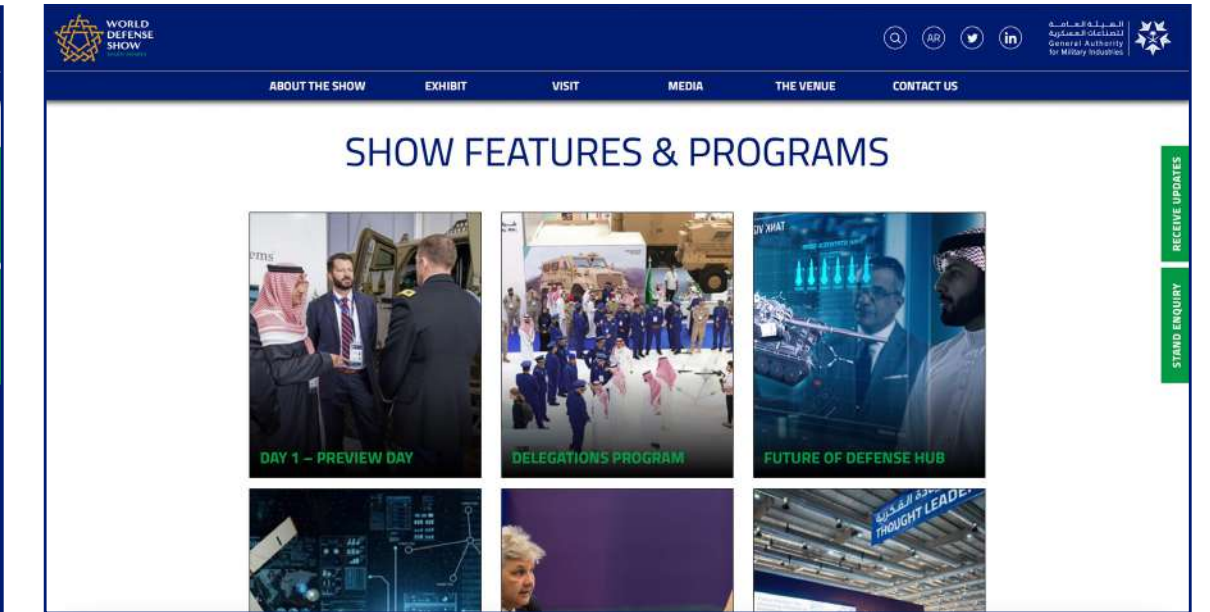
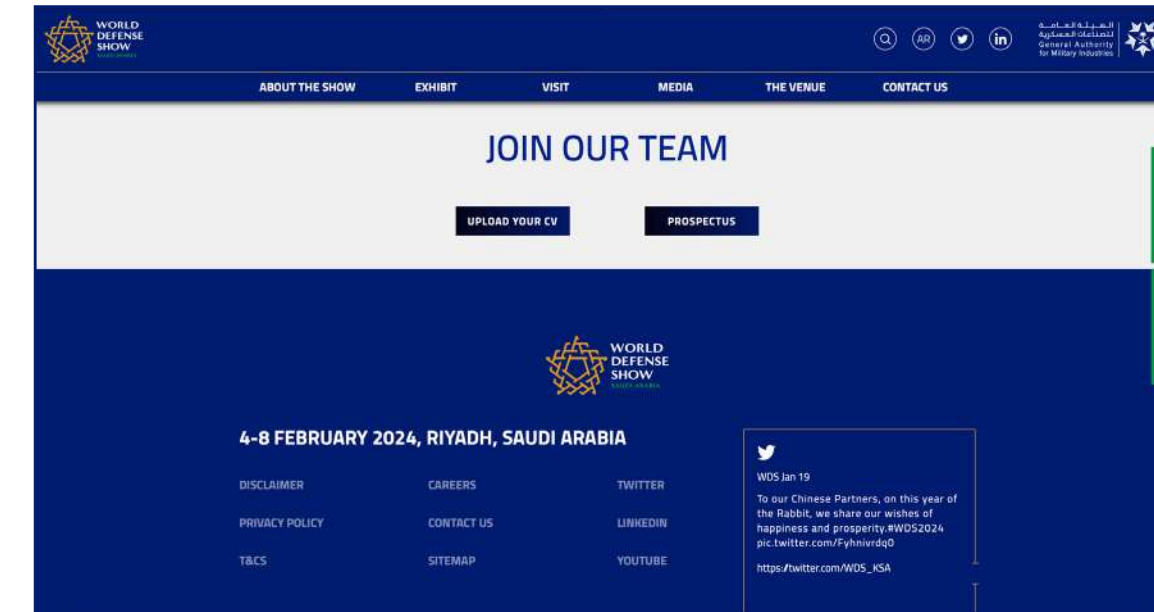
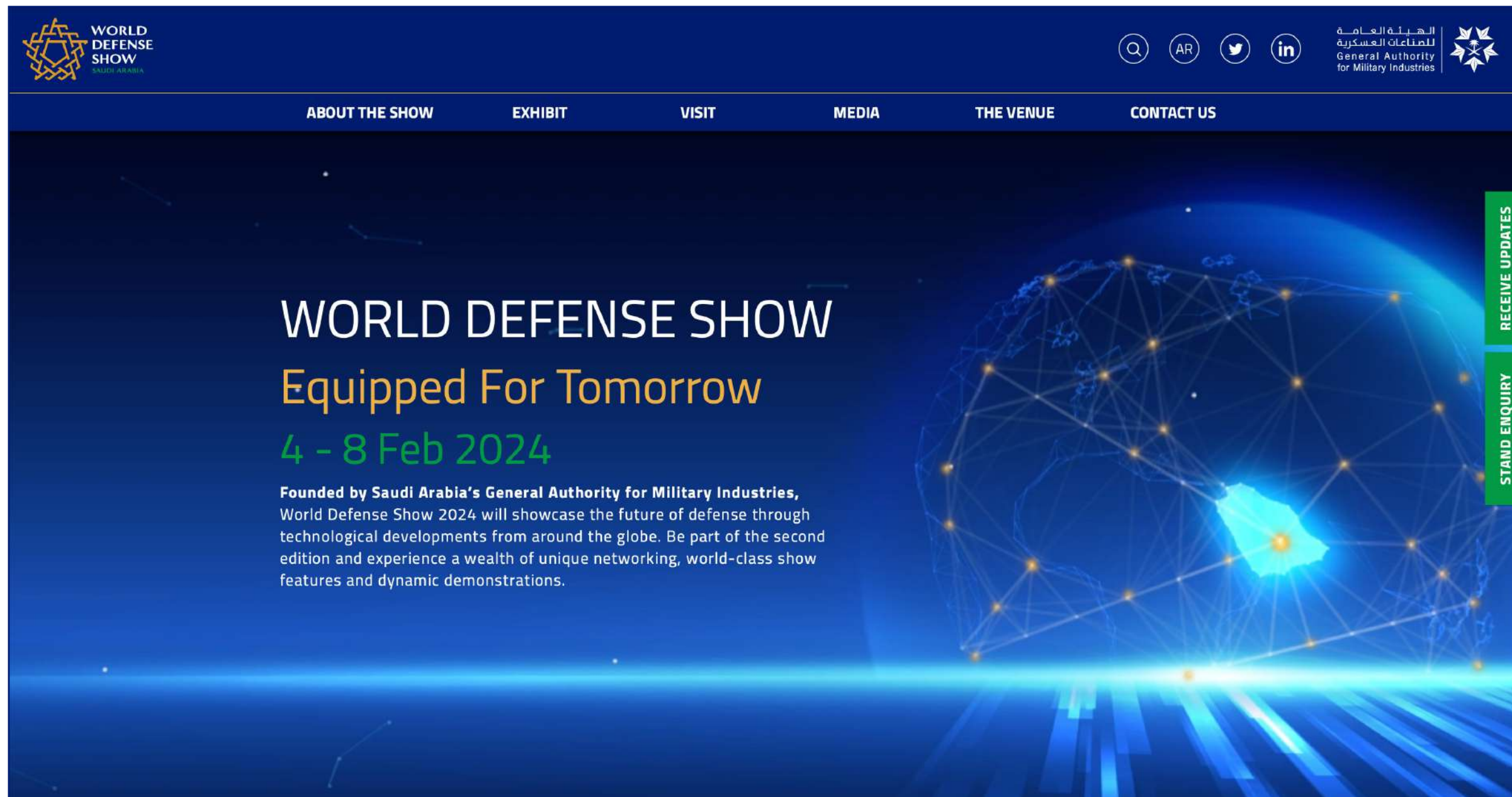
EXAMPLE SOCIAL MEDIA POST

Every post should contain one or two of three graphic elements (globe, depth lines and wireframes) depending on the information required to be presented.



EXAMPLE SOCIAL MEDIA POST

Social media posts will adopt the wireframe style along with the depth lines to create multi-dimensional posts. Each post will always contain the World Defense Show logo and the GAMI logo according to logo positioning rules on pg.09.



WEBSITE DESIGN GUIDES

With emphasis on our visual identity and strong typography, the website represents World Defense Show. The look and feel of the sections is consistent throughout the website design, adopting the brand's graphic elements.

Print Collaterals



Print Collaterals

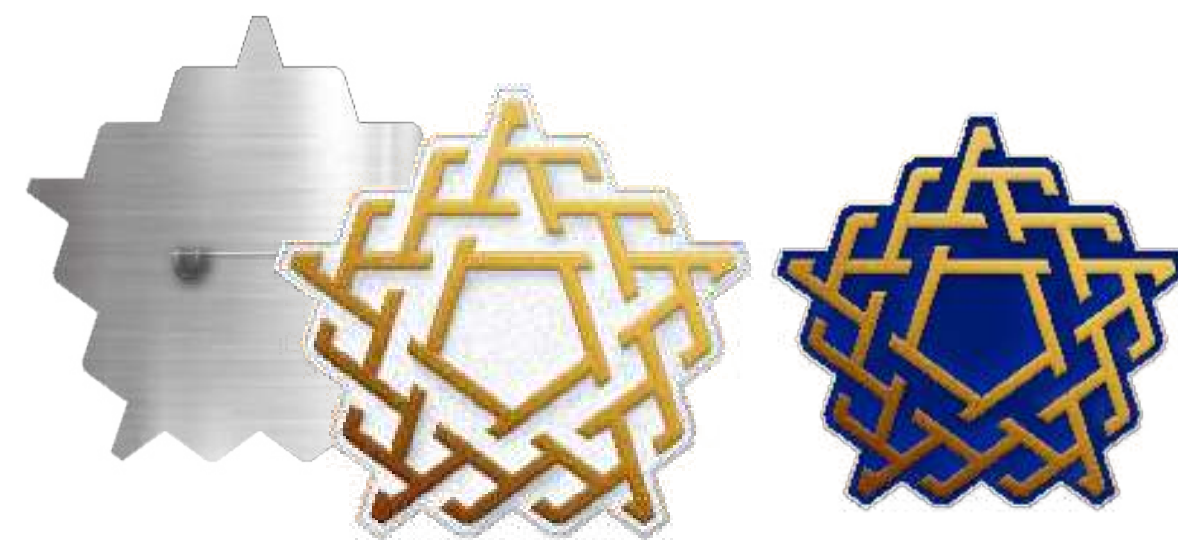


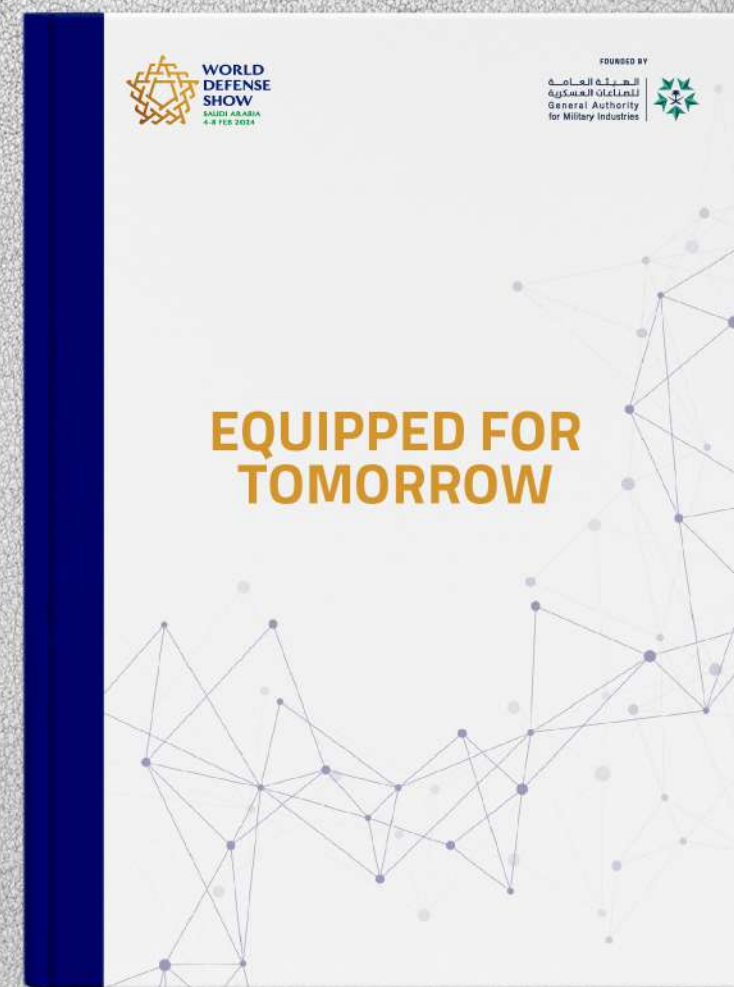
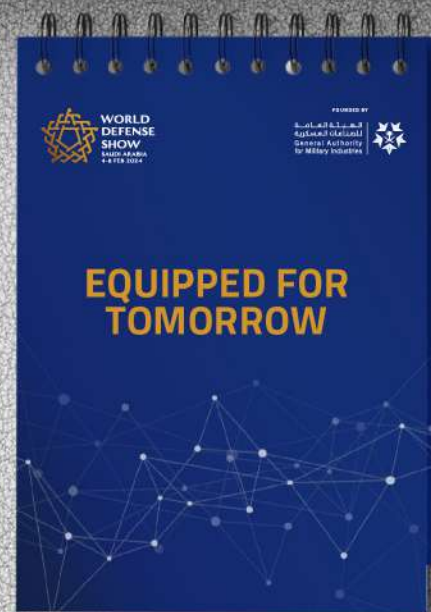
Print Collaterals



PRODUCTION COLLATERALS

Print collaterals will have the brand blue as an overarching color accompanied with our brand graphic elements like the examples presented.







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Pop up and Roll Up



The background is a dark blue gradient. It features several abstract geometric shapes, primarily triangles and polygons, scattered across the upper half. In the lower half, there is a network diagram consisting of numerous small blue dots connected by thin, light blue lines, creating a complex web of connections.

✉ SALES@WORLDDEFENSESHOW.COM

🌐 WORLDDEFENSESHOW.COM

🐦 @WDS_KSA

in WORLD DEFENSE SHOW