



ADIHEX

BRAND MANUAL
& GUIDELINES

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| Logo Introduction

01

02



01



03

ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

01. Full Logo | 02. Logo Symbol | 03. Logo Type



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

The Full Logotype

THE FULL LOGOTYPE



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

The Full Logotype



Logo Symbol

ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

Logo Type

LOGO VERSION

Light Version



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

Dark Version



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION



ABU DHABI 2023
المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

Recommended Formats:
eps | ai | pdf | psd | png | jpeg

Attention:


Logo Construction

LOGO CONSTRUCTION & CLEARSPACE

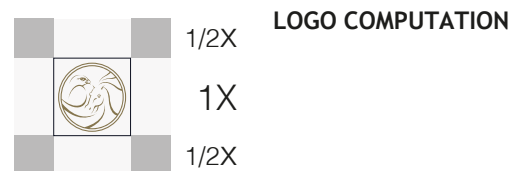
1/2X Maximum

1/2X	X			1/2X
		ABU DHABI 2023	1/3X	
		المعرض الدولي للصيد والفروسية		
		INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION		

1/4X Minimum

1/2X	X			1/2X
		ABU DHABI 2023	1/3X	
		المعرض الدولي للصيد والفروسية		
		INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION		

LOGO CLEARSPACE



Logo Application

871C Background Version A



Black Background Version B



Black Background Version C



871C Background Version D



Minimum Logo Sizes

FULL LOGO

Minimum Sizes:
20 mm x 4 mm



LOGO SYMBOL

Minimum Sizes:
4 mm x 4 mm



| Primary Colour

THE FULL LOGOTYPE

PRIMARY COLOUR

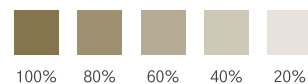
GOLD

COLOUR CODE: 871

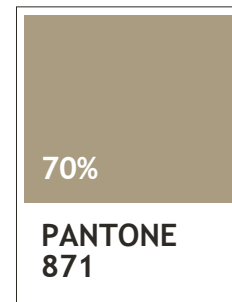
CMYK : 42 41 67 28
Pantone : 871
HSB : 42 40 52
RGB : 133 118 80
Web : 857650



COLOUR TONES



THE GRADIENT



Explanation:

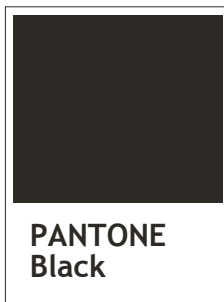
Usage:

PRIMARY COLOUR

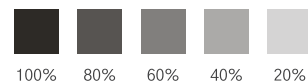
BLACK

COLOUR CODE: BLACK

CMYK : 67 61 61 74
Pantone : BLACK
HSB : 31 16 18
RGB : 45 42 38
Web : 2d2a26



COLOUR TONES



THE GRADIENT



CMYK : 33 31 49 13
Pantone : 871 70%
HSB : 41 25 67
RGB : 169 156 128
Web : A99C80

Secondary Colour

SECONDARY COLOUR SYSTEM

Explanation:

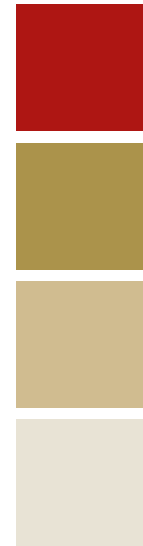
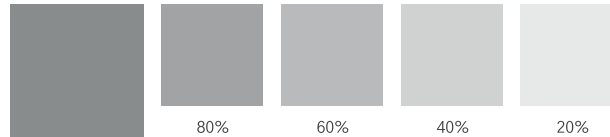
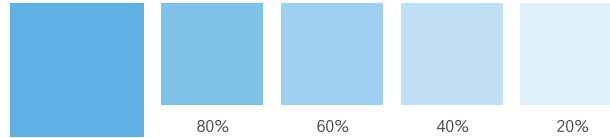
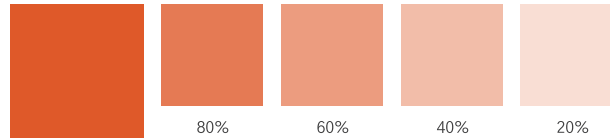
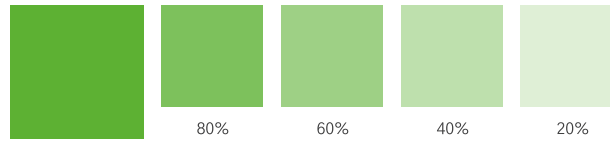
CMYK : 76 0 99 0
Pantone : 802 C
HSB : 115 77 83
RGB : 56 212 48
Web : 38D430

Usage:

CMYK : 7 76 89 1
Pantone : 7579
HSB : 15 81 88
RGB : 224 89 42
Web : E0592A

CMYK : 62 14 1 0
Pantone : 2915
HSB : 202 59 89
RGB : 94 179 228
Web : 5EB3E4

CMYK : 47 35 35 15
Pantone : 877
HSB : 196 3 56
RGB : 137 140 142
Web : 898C8E



| Exclusive Colour

SECONDARY COLOUR SYSTEM

Explanation:

CMYK : 15 100 100 20
RGB : 174 22 19



Usage:

CMYK : 40 40 80 0
RGB : 171 147 75



CMYK : 15 20 45 10
RGB : 208 188 144



CMYK : 6 6 15 6
RGB : 232 227 213



CMYK : 0 99 91 33
Pantone : 00000
RGB : 169 19 20
Web : A91314

| Color Coding

H	HUNTING & SHOOTING SPORTS GUNS & EQUIPMENT
H&S	HUNTING TOURISM & SAFARI
A&C	ARTS & CRAFTS
P&P&C	PROMOTION & PRESERVATION OF ENVIRONMENT & CULTURAL HERITAGE
E	EQUESTRIAN
V&S	VETERINARY PRODUCTS & SERVICES
F	FALCONRY
H&C	HUNTING & CAMPING EQUIPMENT
F&M	FISHING EQUIPMENT & MARINE SPORTS
O&E	OUTDOOR LEISURE VEHICLE & EQUIPMENT

	CMYK : 0 99 91 33 Pantone : 00000 RGB : 169 19 20 Web : A91314
	CMYK : 0 43 100 0 Pantone : 00000 RGB : 246 160 0 Web : F6A000
	CMYK : 21 22 33 0 Pantone : 00000 RGB : 211 196 175 Web : D3C4AF
	CMYK : 30 59 79 28 Pantone : 00000 RGB : 150 96 54 Web : 965F36
	CMYK : 100 0 41 0 Pantone : 00000 RGB : 0 155 165 Web : 009BA2

	CMYK : 34 0 70 0 Pantone : 00000 RGB : 188 212 108 Web : BCD46C
	CMYK : 0 23 53 14 Pantone : 00000 RGB : 226 185 124 Web : E2B97C
	CMYK : 73 0 83 20 Pantone : 00000 RGB : 55 149 74 Web : 37954A
	CMYK : 51 0 0 0 Pantone : 00000 RGB : 123 207 245 Web : 80CFF5
	CMYK : 100 35 0 0 Pantone : 00000 RGB : 0 123 196 Web : 007BC4

| Typography

CORPORATE FONT AND TYPOGRAPHY

CORPORATE FONT CONDOR

CONDOR
Aa01

TYPE EXAMPLES CONDOR

Regular A B C D E F G H I J K L M N O P Q S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q s t u v w x y z @ # \$ % ^ & ? : < > ™ £

ExtraLight A B C D E F G H I J K L M N O P Q S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q s t u v w x y z @ # \$ % ^ & ? : < > ™ £

| Typography

SECONDARY / BODY TEXT FONT

CORPORATE FONT
TREBUCHET MS

TREBUCHET MS

Aa01

TYPE EXAMPLES
TREBUCHET MS

Bold A B C D E F G H I J K L M N O P Q S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q s t u v w x y z @ # \$ % ^ & ? : < > ™ £

Regular A B C D E F G H I J K L M N O P Q S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q s t u v w x y z @ # \$ % ^ & ? : < > ™ £

| Typography

SECONDARY / CALL TO ACTION (CTA) FONT

CORPORATE FONT
AVENIR NEXT

AVENIR NEXT

Aa01

TYPE EXAMPLES
AVENIR NEXT

Heavy **A B C D E F G H I J K L M N O P Q S T U V W X Y Z 1 2 3 4 5 6 7 8 9**
a b c d e f g h i j k l m n o p q s t u v w x y z @ # \$ % ^ & ? : < > ™ £

Regular A B C D E F G H I J K L M N O P Q S T U V W X Y Z 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q s t u v w x y z @ # \$ % ^ & ? : < > ™ £

| Typography / Arabic

CORPORATE FONT AND TYPOGRAPHY

CORPORATE FONT
Frutiger LT Arabic

استدامة

TYPE EXAMPLES
Frutiger LT Arabic

45 Light

أ 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 ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

65 Bold

أ 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 ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

| Typography / Arabic

CORPORATE FONT AND TYPOGRAPHY

CORPORATE FONT
GE Dinar Two

استدامة
بروج

TYPE EXAMPLES
GE Dinar Two

Light

أ 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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Medium

أ 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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

| Typography / Arabic

CORPORATE FONT AND TYPOGRAPHY

CORPORATE FONT
Cairo

استدامة

ب ر و ج

TYPE EXAMPLES
Cairo

Light

أ 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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Regular

أ 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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Bold

أ 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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

| Iconography Sectors

CORPORATE ICONOGRAPHY SYSTEM

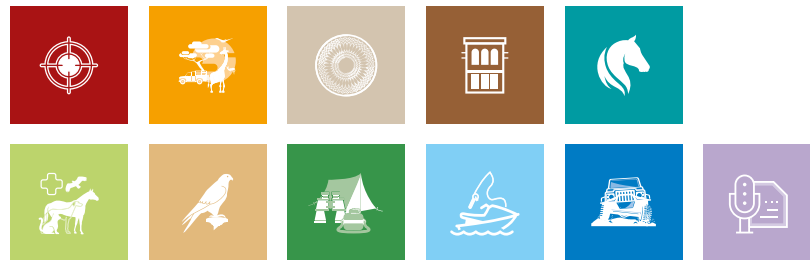
CORPORATE ICONOGRAPHY ICON SET



DOWNLOAD

 www.adihex/download.com

 Scan for download icon set



ADIHEX Sectors

SECTORS



HUNTING & SHOOTING
SPORTS GUNS & EQUIPMENT



HUNTING TOURISM
& SAFARI



PRESERVATION
OF ENVIRONMENT &
CULTURAL HERITAGE



ARTS
& CRAFTS



EQUESTRIAN



VETERINARY PRODUCTS
& SERVICES



FALCONRY



HUNTING & CAMPING
EQUIPMENT



OUTDOOR LEISURE
VEHICLE & EQUIPMENT



FISHING EQUIPMENT &
MARINE SPORTS



MEDIA

ADIHEX Sectors

SECTORS



اسلحة ومعدات
الصيد والرمائية



رحلات الصيد
والسفاري



الحفاظ
على البيئة
والتراث الثقافي



الفنون
والحرف اليدوية



الفروسية



المنتجات
والخدمات البيطرية



الصقارة



معدات الصيد
واللحيم



مركبات ومعدات الترفيه
في الهواء الطلق



معدات صيد الأسماك
والرياضات البحرية



وسائل الإعلام

ADIHEX Sectors

SECTORS AND TYPOGRAPHY



**HUNTING & SHOOTING
SPORTS GUNS & EQUIPMENT**



**VETERINARY PRODUCTS
& SERVICES**



**اسلحة ومعدات
الصيد والرماية**



**المنتجات
والخدمات البيطرية**



**HUNTING TOURISM
& SAFARI**



FALCONRY



**رحلات الصيد
والسفاري**



الصقارة



**PRESERVATION
OF ENVIRONMENT &
CULTURAL HERITAGE**



**HUNTING & CAMPING
EQUIPMENT**



**الحفاظ
على البيئة
والتراث الثقافي**



**معدات الصيد
والتخييم**



**ARTS
& CRAFTS**



**OUTDOOR LEISURE
VEHICLE & EQUIPMENT**



**الفنون
والحرف اليدوية**



**مركبات ومعدات الترفيه
في الهواء الطلق**



EQUESTRIAN



**FISHING EQUIPMENT &
MARINE SPORTS**



الفروسية



**معدات صيد الأسماك
والرياضات البحرية**



MEDIA



وسائل الإعلام

ADIHEX Sectors

SECTORS AND TYPOGRAPHY

 HUNTING & SHOOTING SPORTS GUNS & EQUIPMENT	 VETERINARY PRODUCTS & SERVICES	 اسلحة ومعدات الصيد والرماية	 المنتجات والخدمات البيطرية
 HUNTING TOURISM & SAFARI	 FALCONRY	 رحلات الصيد والسفاري	 الصقارة
 PRESERVATION OF ENVIRONMENT & CULTURAL HERITAGE	 HUNTING & CAMPING EQUIPMENT	 الحفاظ على البيئة والتراث الثقافي	 معدات الصيد والتخييم
 ARTS & CRAFTS	 OUTDOOR LEISURE VEHICLE & EQUIPMENT	 الفنون والحرف اليدوية	 مركبات ومعدات الترفيه في الهواء الطلق
 EQUESTRIAN	 FISHING EQUIPMENT & MARINE SPORTS	 الفروسية	 معدات صيد الأسماك والرياضات البحرية
	 MEDIA		 وسائل الإعلام

ADIHEX Sectors

SECTORS AND TYPOGRAPHY



اسلحة ومعدات الصيد والرماية
**HUNTING & SHOOTING
SPORTS GUNS & EQUIPMENT**



رحلات الصيد والسفاري
**HUNTING TOURISM
& SAFARI**



الحفاظ على البيئة
والتراث الثقافي
**PRESERVATION
OF ENVIRONMENT &
CULTURAL HERITAGE**



الفنون
والحرف اليدوية
**ARTS
& CRAFTS**



الفروسية
EQUESTRIAN



المنتجات
والخدمات البيطرية
**VETERINARY PRODUCTS
& SERVICES**



الصقارة
FALCONRY



معدات الصيد
والتخييم
**HUNTING & CAMPING
EQUIPMENT**



مركبات ومعدات الترفيه
في الهواء الطلق
**OUTDOOR LEISURE
VEHICLE & EQUIPMENT**



معدات صيد الأسماك
والرياضات البحرية
**FISHING EQUIPMENT &
MARINE SPORTS**



وسائل الإعلام
MEDIA

ADIHEX Elements

ADIHEX LOGO

LOGO CLEARSPACE

Minimum Sizes:
30 mm W



CMYK : 67 61 61 74
Pantone : BLACK
HSB : 31 16 18
RGB : 45 42 38
Web : 2d2a26

MASTER ARTWORK

Minimum Sizes:
30 mm W



CMYK | RGB

01. ADIHEX Font Type | 02. Slogan | 03. Master Artwork

ADIHEX Elements

ADIHEX LOGO

LOGO CLEARSPACE

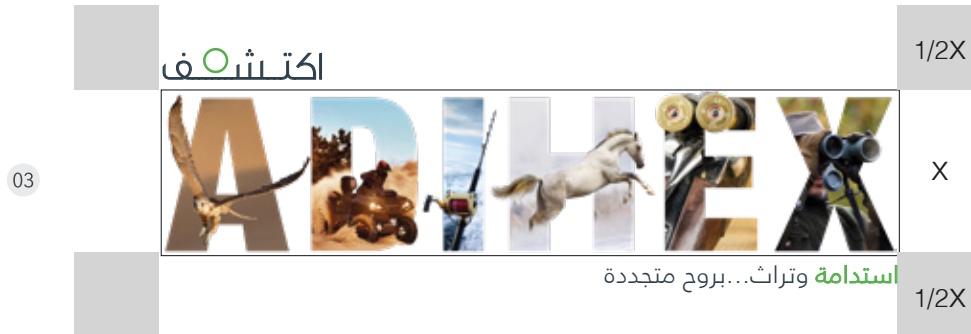
Minimum Sizes:
30 mm W



CMYK : 67 61 61 74
Pantone : BLACK
HSB : 31 16 18
RGB : 45 42 38
Web : 2d2a26

MASTER ARTWORK

Minimum Sizes:
30 mm W



CMYK | RGB

01. ADIEEX Font Type | 02. Slogan | 03. Master Artwork

ADIHEX Elements

MASTER ARTWORK ELEMENTS

01

23 - 29 AUG

02

ADIHEX 2023

04

THE LARGEST EXHIBITION FOR HUNTING,
EQUESTRIAN & HERITAGE PRESERVATION
IN THE MIDDLE EAST AND AFRICA REGION

03

23 - 29 AUG 2023

05



ADNEC - ABU DHABI

06

explore

THE LARGEST EXHIBITION FOR HUNTING,
EQUESTRIAN & HERITAGE PRESERVATION
IN THE MIDDLE EAST AND AFRICA REGION

CMYK : 67 61 61 74
Pantone : BLACK
HSB : 31 16 18
RGB : 45 42 38
Web : 2d2a26

01. Date | 02. ADIHEX Year | 03. Full Date | 04. Tagline | 05. Location Symbol | 06. Short

ADIHEX Elements

MASTER ARTWORK ELEMENTS

01

29 - 23 أغسطس

02

ADIHEX 2023

04

أكبر معرض للصيد والفروسية
والحفاظ على التراث في منطقة
الشرق الأوسط وأفريقيا

03

29 - 23 أغسطس 2023

05



أدنيك - أبوظبي

CMYK : 67 61 61 74
Pantone : BLACK
HSB : 31 16 18
RGB : 45 42 38
Web : 2d2a26

01. Date | 02. ADIHEX Year | 03. Full Date | 04. Tagline | 05. Location Symbol

ADIHEX Elements

LOGO WITH SPONSORS

OP.1

OP.2

OP.3



01. Date | 02. ADIHEX Year | 03. Full Date | 04. Tagline | 05. Location Symbol | 06. Short

ADIHEX Elements

CALL TO ACTION (CTA)
BANNER

OP.1



TICKETS LOGO ON BLACK BACKGROUND



TICKETS LOGO ON WHITE BACKGROUND



TICKETS LOGO ON COLORED BACKGROUND



1 COLOR BLACK & WHITE TICKETS LOGO ON WHITE BACKGROUND



ADIHEX Elements

CORRECT USAGE OF THE LOGO TICKETS

The Tickets logo has been specially designed as a unit and must not be recreated. These correct variations of the logos are supplied with the official brand artwork. Consistent application of the logos will reinforce Tickets as a brand.



TICKETS LOGO ON BLACK BACKGROUND



TICKETS LOGO ON WHITE BACKGROUND



TICKETS LOGO ON COLORED BACKGROUND



1 COLOR BLACK & WHITE TICKETS LOGO
ON WHITE BACKGROUND




Multimedia Elements

FOOTER SOCIAL MEDIA BANNER




FOOTER SOCIAL MEDIA BANNER




 HSB : 112 57 69
 RGB : 85 176 75
 Web : 55B04B


 HSB : 41 25 67
 RGB : 169 156 128
 Web : A99C80


 HSB : 31 16 18
 RGB : 45 42 38
 Web : 2d2a26

 SECTORS COLOR CODING


Multimedia Elements

FOOTER SOCIAL MEDIA BANNER




FOOTER SOCIAL MEDIA BANNER




HSB : 112 57 69
RGB : 85 176 75
Web : 55B04B


HSB : 41 25 67
RGB : 169 156 128
Web : A99C80

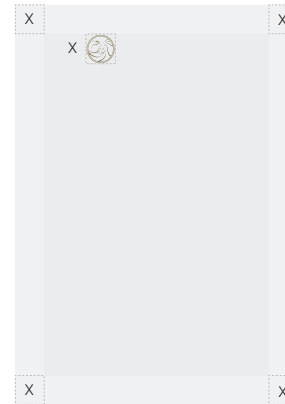
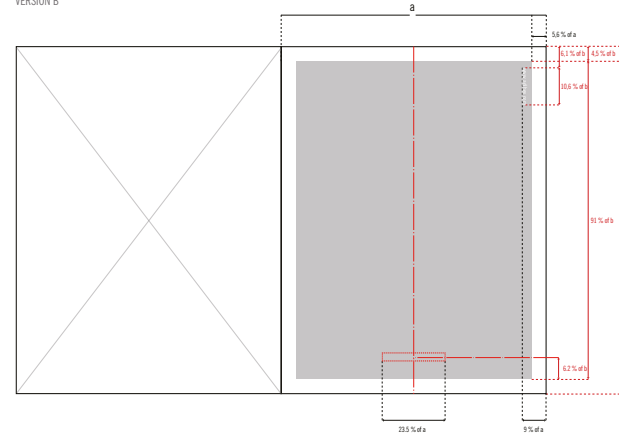

HSB : 31 16 18
RGB : 45 42 38
Web : 2d2a26

 SECTORS COLOR CODING

Master Artwork



MAGAZINE - SINGLE PAGE / BILLBOARD
VERSION B



Horizontal dimensions in percentage of a
Vertical dimensions in percentage of b

Colour of logo: WHITE
Position of logo: It represents 23.5% of a centered horizontally respecting the exact level in percentage vertically

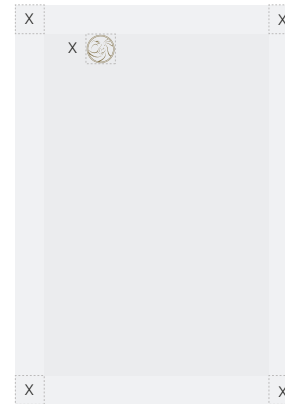
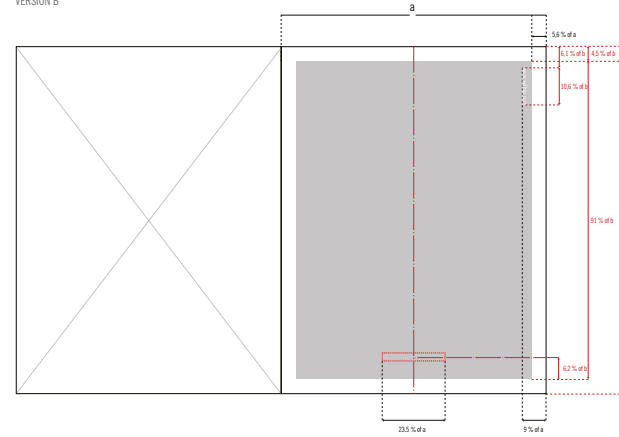
Colour of the site address: WHITE
Position of the site address: It represents 23.5% of a, respecting the exact level in percentage vertically and horizontally

NOTE: When the advertising appears on the right side of the magazine, version B should be used. Otherwise, version A should be used when the advertising appears on the left side.

Master Artwork



MAGAZINE - SINGLE PAGE / BILLBOARD
VERSION B



Horizontal dimensions in percentage of a
Vertical dimensions in percentage of b

Colour of logo: WHITE
Position of logo: It represents 23.5% of a centered horizontally respecting the exact level in percentage vertically

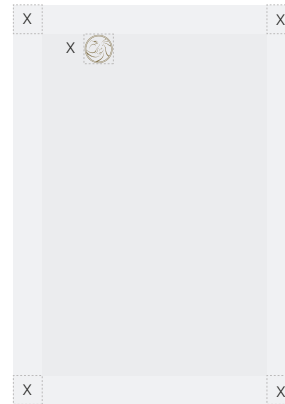
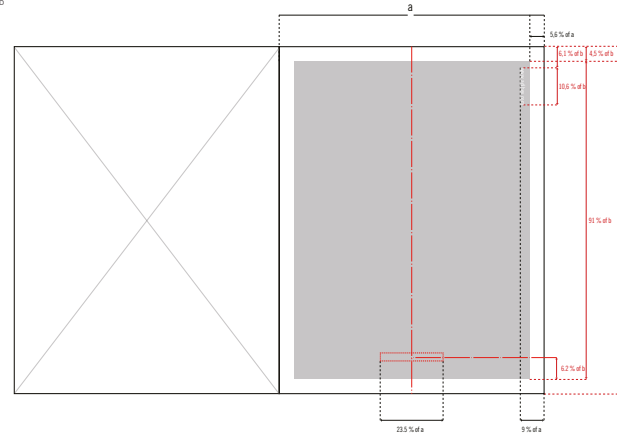
Colour of the site address: WHITE
Position of the site address: It represents 10.5% of a, respecting the exact level in percentage vertically and horizontally

NOTE: When the advertising appears on the right side of the magazine, version B should be used. Otherwise, version A should be used when the advertising appears on the left side.

Tactical Artwork



MAGAZINE - SINGLE PAGE / BILLBOARD
VERSION B



Horizontal dimensions in percentage of a
Vertical dimensions in percentage of b

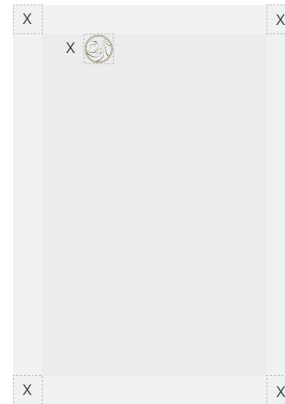
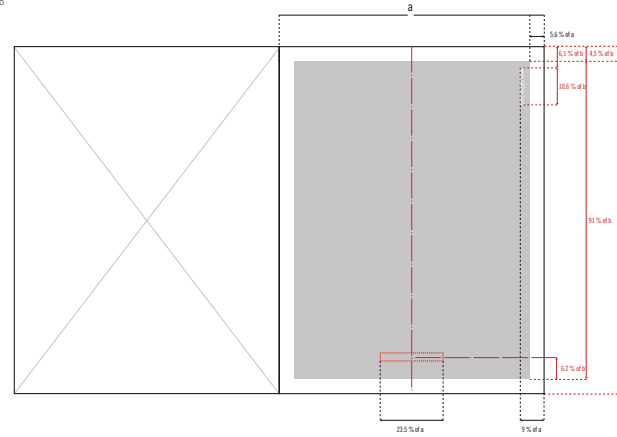
Colour of logo: WHITE
Position of logo: It represents 23.5% of a centered horizontally respecting the exact level in percentage vertically

Colour of the site address: WHITE
Position of the site address: It represents 10.5% of b, respecting the exact level in percentage vertically and horizontally

NOTE: When the advertising appears on the right side of the magazine, version B should be used. Otherwise, version A should be used when the advertising appears on the left side.

Tactical Artwork

MAGAZINE - SINGLE PAGE / BILLBOARD
VERSION B



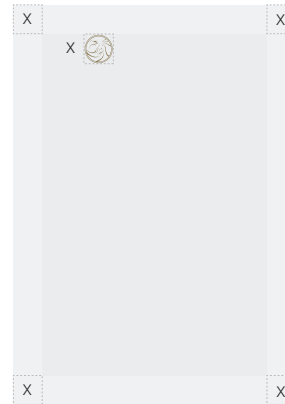
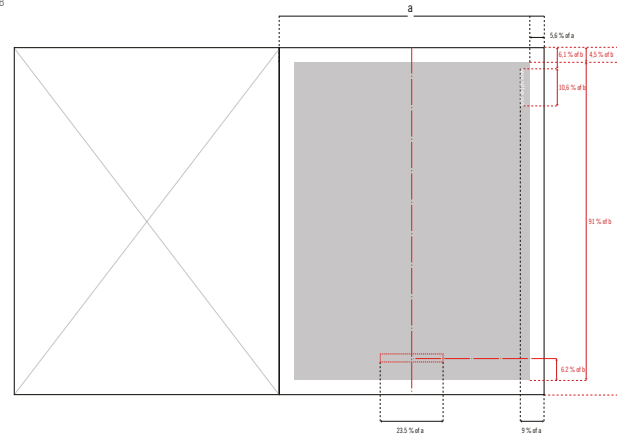
Horizontal dimensions in percentage of a
Vertical dimensions in percentage of b

Colour of logo: WHITE
Position of logo: It represents 23.5% of a centered horizontally
respecting the exact level in percentage vertically

Colour of the site address: WHITE
Position of the site address: It represents 10.5% of b

Tactical Artwork

MAGAZINE - SINGLE PAGE / BILLBOARD
VERSION B



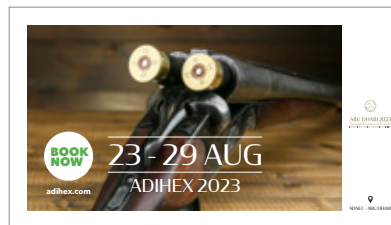
Horizontal dimensions in percentage of a
Vertical dimensions in percentage of b

Colour of logo: WHITE
Position of logo: It represents 23.5% of a centered horizontally
respecting the exact level in percentage vertically

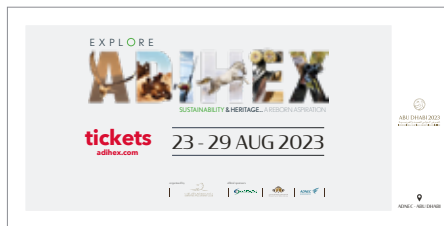
Colour of the site address: WHITE
Position of the site address: It represents 10.1% of a

Billboard

ADIHEX ADVERTISING BILLBOARD - OTHER FORMATS



1750 x 1000 mm

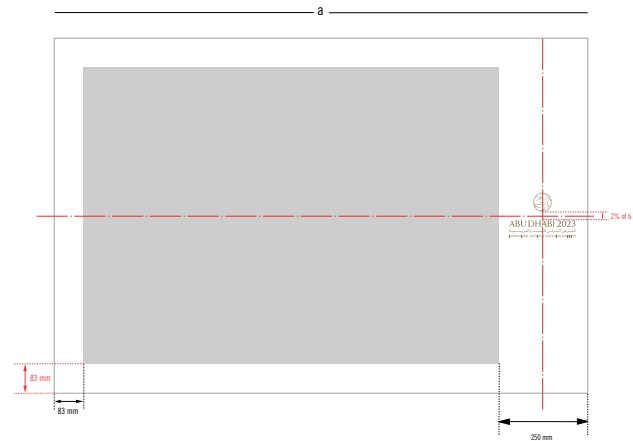


2000 x 1000 mm



2000 x 1000 mm

Horizontal dimensions in percentage of a
Vertical dimensions in percentage of b



In this type of format, it is the white stripe (250 mm) and the three surrounding stripes (83 mm) which determines the page layout.

The remaining space will be used to present the visual(s). The wider or taller the item is, the more visuals can be presented.

The logo always appears on the white stripe of fixed height. The formats given here are examples and can be adapted in using the same scale.

Colour of logo: #57650

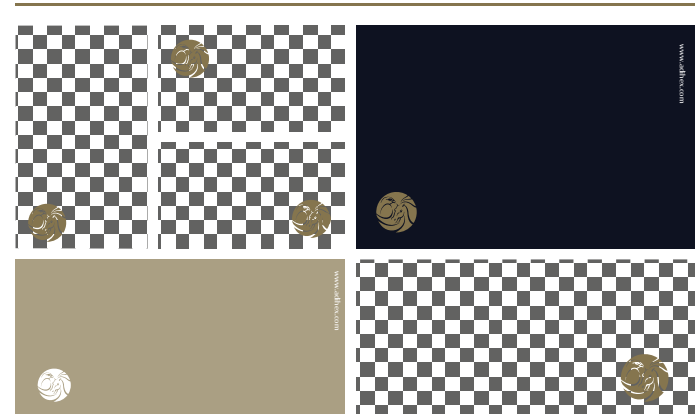
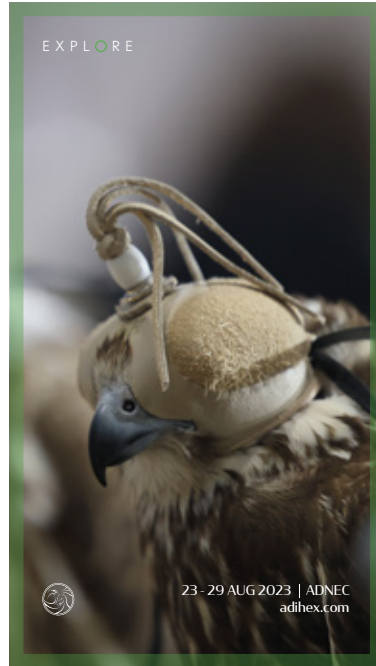
Position of logo: It represents 2 % of b, centered vertically. Horizontal items are composed of one or several photos plus a logo strip of 250 mm in width, positioned on the far right and 83 mm edges on the other three sides.

The visuals are cropped to adapt to the remaining space.

This principle is applied to all formats.

| Social Media Posts

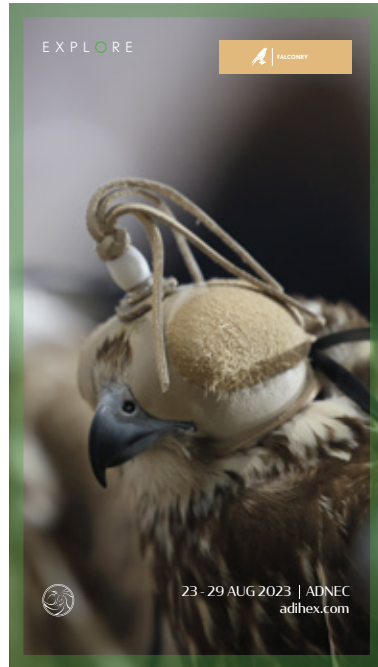
CORPORATE IMAGES General picture post: always use the website with the icon



| Social Media Posts

MAIN SECTOR

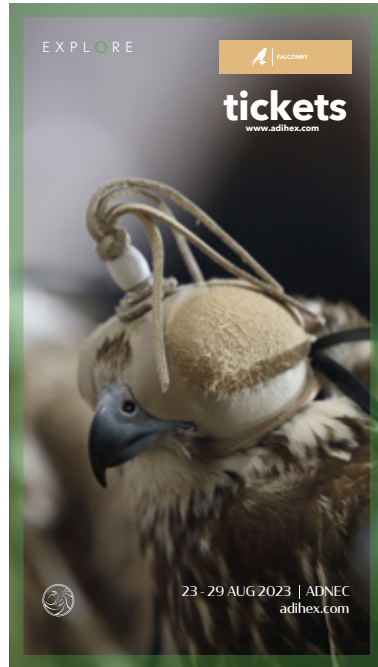
General picture post:
always use the website with the icon



| Social Media Posts

MAIN SECTOR+CTA

General picture post:
always use the website with the icon



40% OPACITY

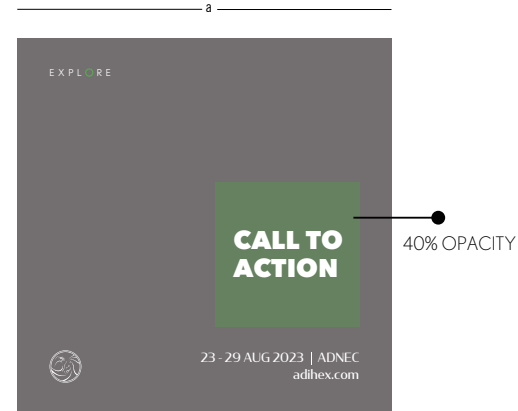
| Social Media Posts

CORPORATE IMAGES+TEXT CALL TO ACTION (CTA)

General picture post:
always use the website with the icon

TREBUCHET MS FONT

Sector Color



| Social Media Posts

CORPORATE IMAGES+TEXT CALL TO ACTION (CTA)

General picture post:
always use the website with the icon

TREBUCHET MS FONT

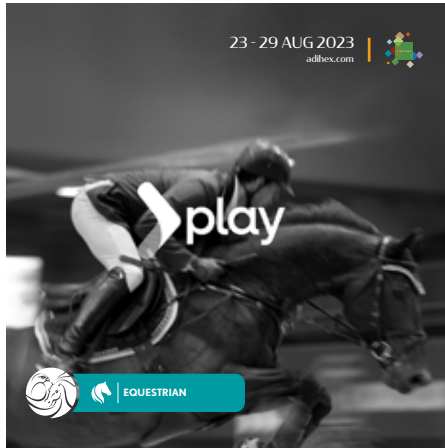
Sector Color



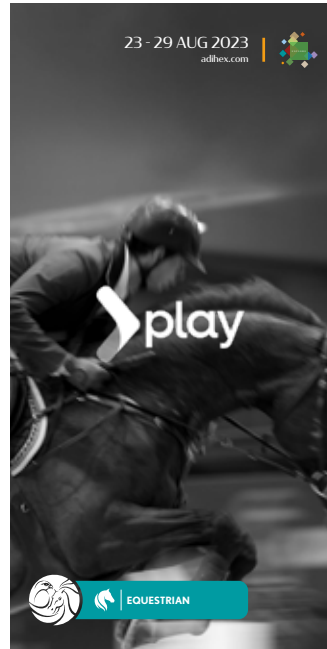
| Multimedia

VIDEO+ANIMATION

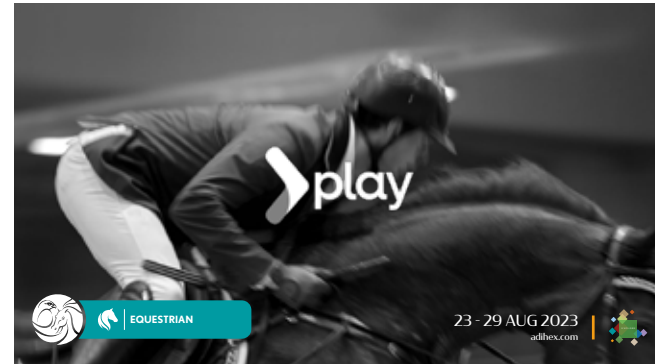
General picture post:
always use the website with the icon



1280 px X 1280 px



2160 px X 3840 px



1920 px X 1080 px

| Multimedia

VIDEO+ANIMATION

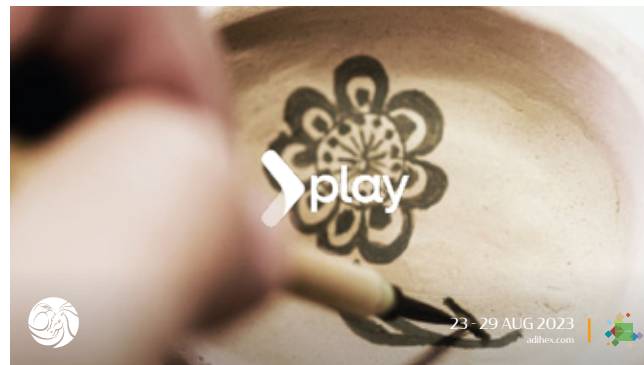
General picture post:
always use the website with the icon



1280 px X 1280 px



2160 px X 3840 px

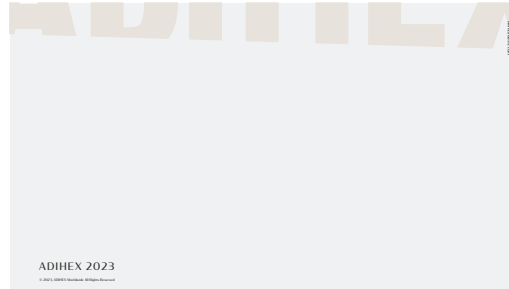
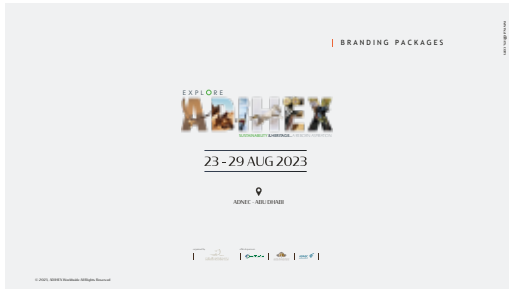


1920 px X 1080 px

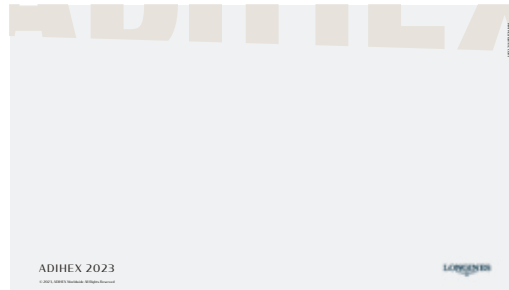
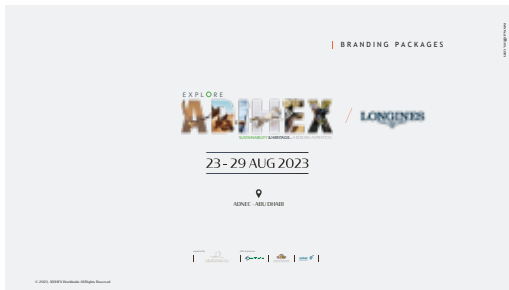
| Multimedia

POWERPOINT TEMPLATE

General



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