

The Jewellery Arabia logo is a unique piece of artwork consisting of 4 components: the icon, title, year and location. The below examples are approved component layouts in English and Arabic and should never be recreated or altered

WIDE



COMPACT



LEFT ALIGNED

CENTERED COMPACT

CENTERED WIDE

ENGLISH



*The 28th Middle East International
Jewellery & Watch Exhibition*
19-23 NOVEMBER 2019

BAHRAIN INTERNATIONAL EXHIBITION & CONVENTION CENTRE

WWW.JEWELLERYARABIA.COM



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ARABIC



معرض الشرق الأوسط الدولي
الثامنة والعشرين للساعات والمجوهرات

19-23 نوفمبر 2019

مركز البحرين الدولي للمعارض والمؤتمرات

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COLOUR PALLET

Dark Rust #2F1411	Saddle Brown #671F14	Sienna #A94930	Pale Gold #d9b962	Dark Grey #9F9B9A
C52 M80 Y68 K82	C35 M92 Y89 K54	C24 M77 Y82 K18	C16 M25 Y69 K3	C39 M32 Y32 K11



Radiant Gradient for dark backgrounds

TYPOGRAPHY

ROMAN FONTS

Used for headings and logo show title and dates.

Trajan Pro

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trajan Pro 3 Bold

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Libre Baskerville Regular

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmanopqrstuvwxyz

Libre Baskerville Italic

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmanopqrstuvwxyz

ARABIC FONTS

Adobe Arabic Regular, Italic and Bold

١٢٣٤٥٦٧٨٩ معرض الذهب والمات والساعات للماركات
 ١٢٣٤٥٦٧٨٩ معرض الذهب والمات والساعات للماركات
 ١٢٣٤٥٦٧٨٩ معرض الذهب والمات والساعات للماركات

Trajan Pro Bold

Helvetica Neue Arabic Light, Medium and Bold

١٢٣٤٥٦٧٨٩ معرض الذهب والمات والساعات للماركات
 ١٢٣٤٥٦٧٨٩ معرض الذهب والمات والساعات للماركات
 ١٢٣٤٥٦٧٨٩ معرض الذهب والمات والساعات للماركات

Thematic image

The Photoshop composite montage image on the right is used for marketing and advertising the 2019 show to establish a brand image and visual recognition. This can be used on any marketing and promotional printed or digital item at the discretion of the designer.



Composition Elements

The following components must be visible on all marketing material where space allows:

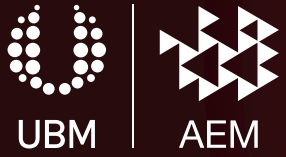
- 1) Patronage
- 2) Logo (emblem, lettering, date and location)
- 3) Positioning strapline
- 4) Dates
- 5) Venue
- 6) Website address
- 7) Social media icons
- 8) Organiser logo
- 9) Sponsor logos
- 10) Imprint of photographer credit
(only required if using the theme image)



Fig 1. Press Advert

Please contact UBM AEM direct for high resolution copy.

ORGANISERS LOGOS



PATRONAGE

UNDER THE PATRONAGE OF
HIS ROYAL HIGHNESS
PRINCE KHALIFA BIN SALMAN AL KHALIFA
PRIME MINISTER OF THE KINGDOM OF BAHRAIN

SOCIAL ICONS

