

MEOS / GEO

BRAND GUIDELINES

MEOS / GEO 2023 BRAND GUIDELINES

JUNE 2022

MEOS and GEO are long standing upstream oil & gas events that previously traded as two separate events but moving forward they will be integrated. The new logo is a combination of the old logos.

The MEOS / GEO logo is a unique piece of artwork. The components are fixed and must never be altered, which could cause inconsistencies that dilute the impact of the brand's power.

MAIN LOGO

DOWNLOAD: [RGB](#) [PNG](#) [SVG](#) [CMYK](#) [EPS](#)

DOWNLOAD: [RGB](#) [PNG](#) [SVG](#) [CMYK](#) [EPS](#)

MONOGRAM

DOWNLOAD: [RGB](#) [PNG](#) [SVG](#) [CMYK](#) [EPS](#)

TYPEFACE

OPEN SANS FONT FAMILY

REGULAR:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

COLOUR PALETTE

PRIMARY COLOURS

PANTONE 1788 C #ed1c2e
C0 M100 Y91 K0 (237, 28, 46)

PANTONE 360 C #72bf44
C60 M0 Y100 K0 (114, 191, 68)

PANTONE 296 C #001e2e
C97 M75 Y53 K66 (0, 30, 46)

ACCENT COLOURS

PANTONE 570 C #00788E
C60 M0 Y30 K0 (91, 196, 191)

PANTONE 7484 C #00572c
C78 M0 Y83 K65 (0, 87, 44)

PANTONE 430 C #798288
C07 M0 Y0 K58 (121, 130, 136)

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