BIG INDUSTRIAL WEEK
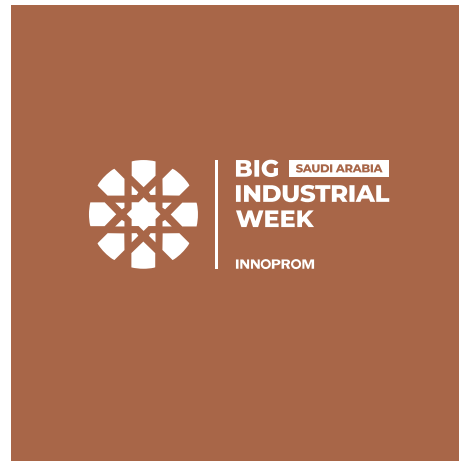
SAUDI ARABIA

INNOPROM

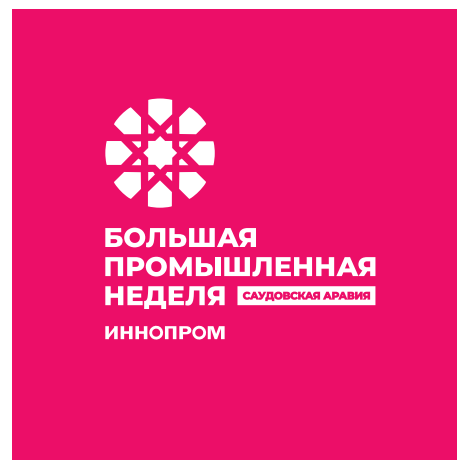Guidelines for the Use of the Corporate Style

LOGO / ENGLISH VERSION

In the folder containing the logos, please pay attention to the file names:

- Color – for use on a white background,
- WhiteBlue – for use on shades of blue,
- TotalWhite – for any background that contrasts with white (excluding blue and black),
- ColorForBlack – for use on shades of black,
- Black – for monochrome (single-color) black printing.

LOGO / RUSSIAN VERSION

In the folder containing the logos, please pay attention to the file names:

- Color – for use on a white background,
- WhiteBlue – for use on shades of blue,
- TotalWhite – for any background that contrasts with white (excluding blue and black),
- ColorForBlack – for use on shades of black,
- Black – for monochrome (single-color) black printing.

CORPORATE COLORS

C 0
M 100
Y 35
K 0

R 237
G 15
B 115

#ED0F73

The primary color for use as background and painting of central design elements

C 70
M 30
Y 0
K 0

R 168
G 103
B 74

#A8674A

The primary color for use as background and painting of central design elements

Additional colors for creating corporate backgrounds:

C 60
M 20
Y 0
K 0

R 93
G 169
B 221

#5DA9DD

C 65
M 25
Y 22
K 20

R 81
G 159
B 215

#519FD7

C 20
M 60
Y 70
K 0

R 204
G 124
B 90

#cc7c5a

C 20
M 60
Y 70
K 10

R 186
G 113
B 82

#ba7152

FONTS

Headings and large inscriptions	**Montserrat*** **Bold / Extra**	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*()

Sub-headings and highlights	**Montserrat** SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*()

It is possible to use the Italic font to highlight direct speech

The main text in printed materials	Montserrat Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*()

It is possible to use the Italic font to highlight direct speech

Main text in Microsoft Office	Arial** Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*()

It is possible to use the Italic style to highlight direct speech and Bold for headlines

* Montserrat family fonts have an Open Font License (by Google LLC) and are free for commercial use.
** The use of this font is a forced measure to maintain cross-platform functionality between workstations both within company and outside it, including while sharing documents with government agencies.

CORPORATE BACKGROUND / OPTION 1

The basic corporate background includes INNOPROM's recognizable color, its shades, and the shapes used in the trademark of the basic version of the logo.

This background can be freely scaled and enlarged by copying the elements placed on it and positioning them at the designer's discretion. It is recommended for use on large advertising structures, brand racks, and other image layouts.
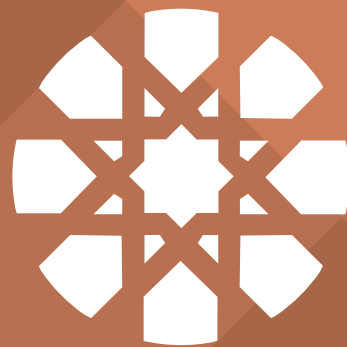
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The combined version can be used on various advertising layouts, facades, and other surfaces; the guidelines do not restrict its use.