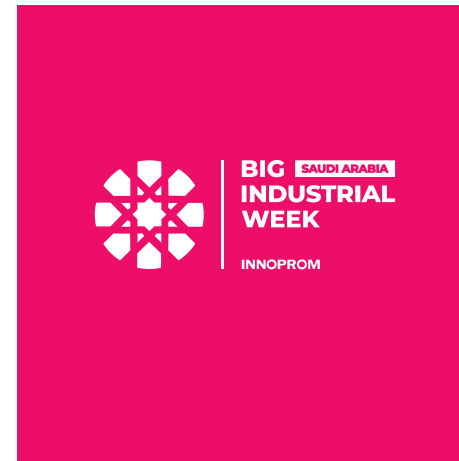


BIG **SAUDI ARABIA**
INDUSTRIAL
WEEK

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 20
M 60
Y 70
K 20

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 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

C 0
M 100
Y 35
K 5

R 225
G 11
B 100

#E10B64

C 0
M 100
Y 35
K 10

R 215
G 8
B 95

#D7085F

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.

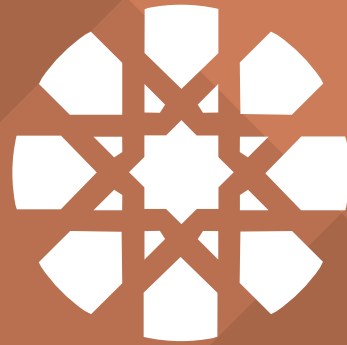
CORPORATE BACKGROUND / OPTION 2



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CORPORATE BACKGROUND / COMBINED VERSION



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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.