

EVENTFULL

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Where Every Detail **Matters**

With over a decade of creative excellence in the UAE and three years of continued success in Saudi Arabia, Eventfull is a leader in crafting immersive, tech-driven brand experiences. We turn ideas into unforgettable moments through seamless project execution, cutting-edge innovation, and a passion for storytelling. Backed by +350 successful projects across sectors, our team brings precision, professionalism, and bold creativity to every story.

Our Solutions



**Event & Exhibition
Management**



**Audio-Visual
Systems**



**Interactive
Entertainment**



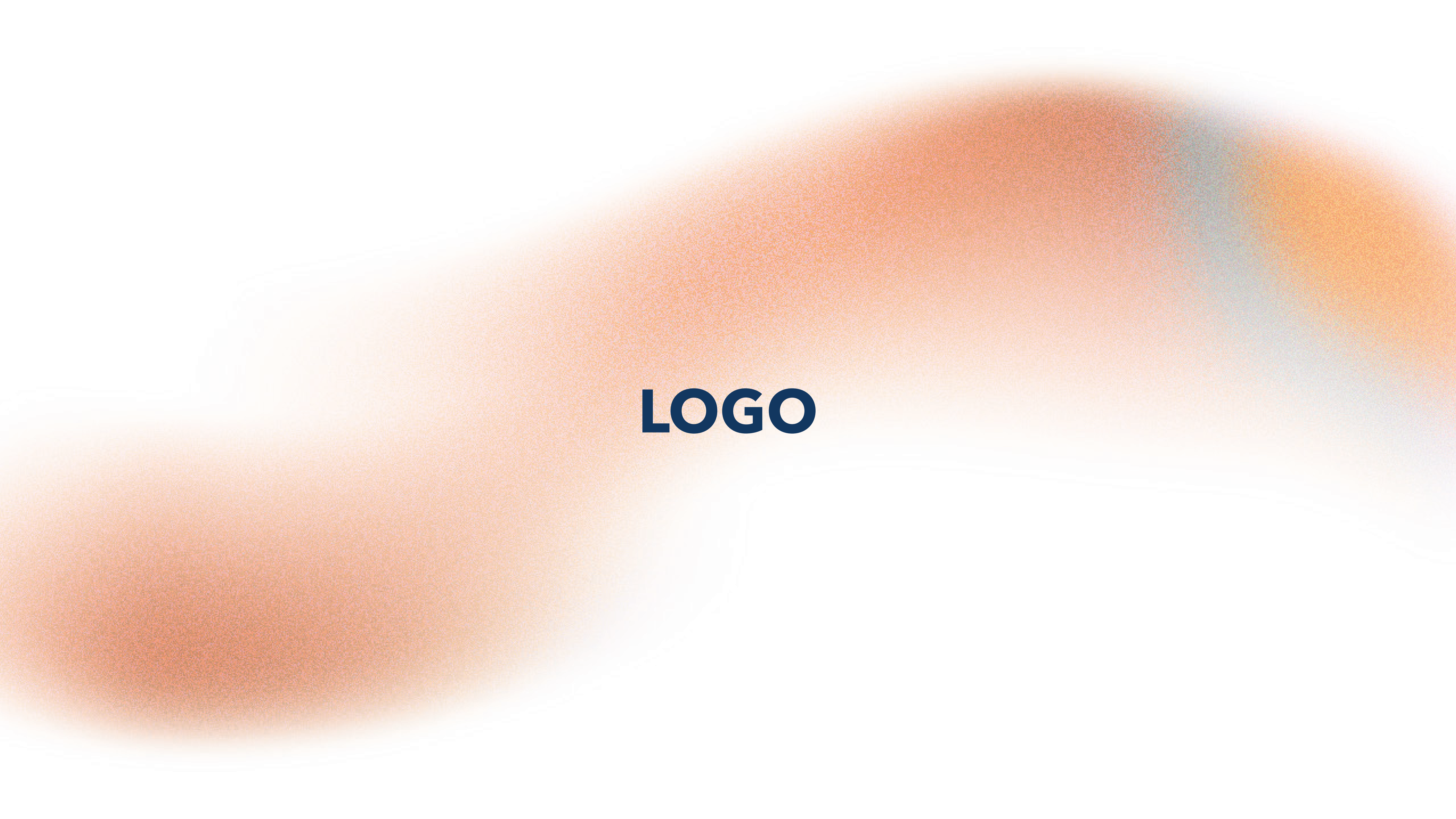
**Media Production
& PR**



**3D Design
& Branding**



**Logistics
Services**



LOGO



(Square Root)

+

EVENTFULL

=



Safe Space & Size Limitations

Minimum Safe Space



Minimum Size



80 px for screen
1cm for print

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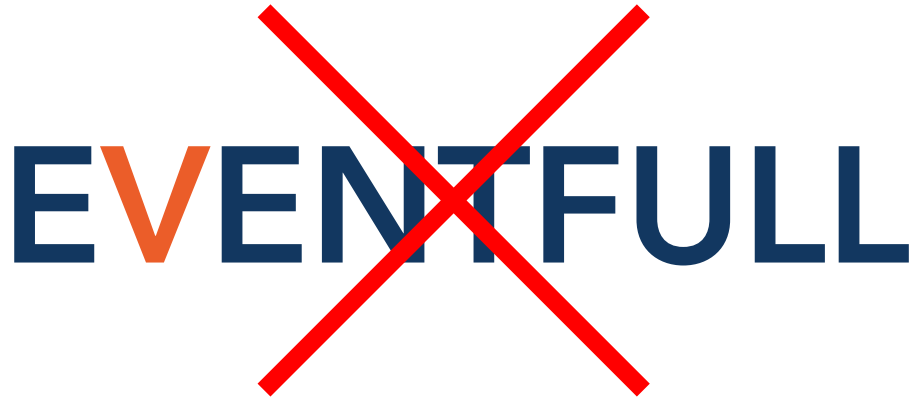
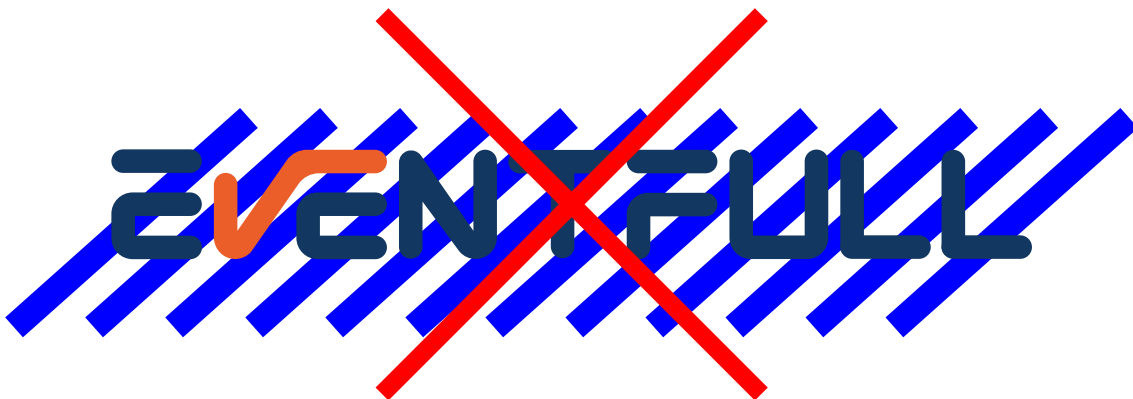
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Incorrect Usage



- Do not change the proportions of the elements within the logo.
- Do not change the colour order.
- Do not put a stroke around any element of the logo.
- Do not change the orientation of the logo.
- Do not alter the logotype or use an alternate typeface.
- Do not crop the mark.
- Do not blend any other corporate name, text or logo.

Brand Language

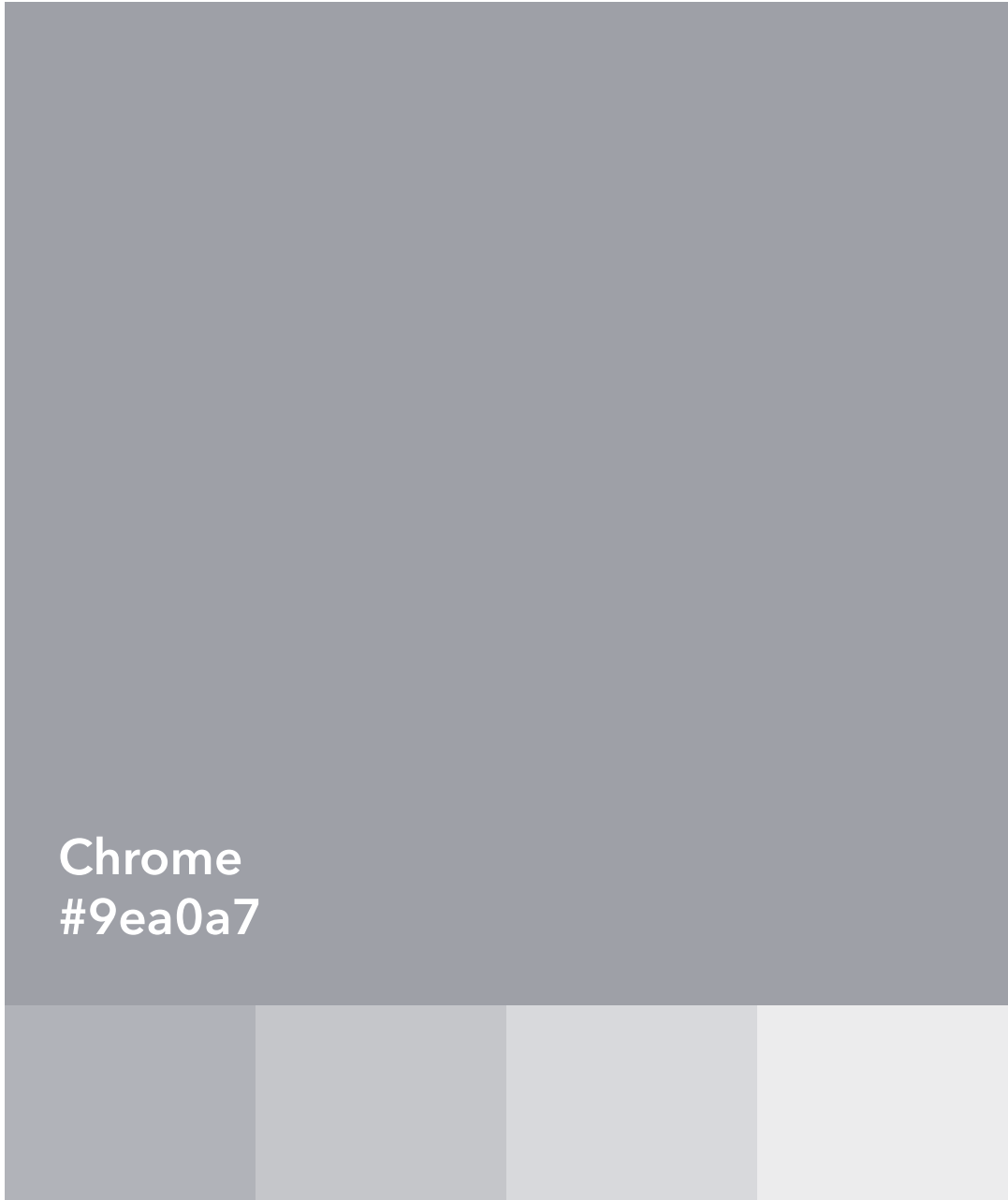
Colors - Main

Astronaut Blue
023661#

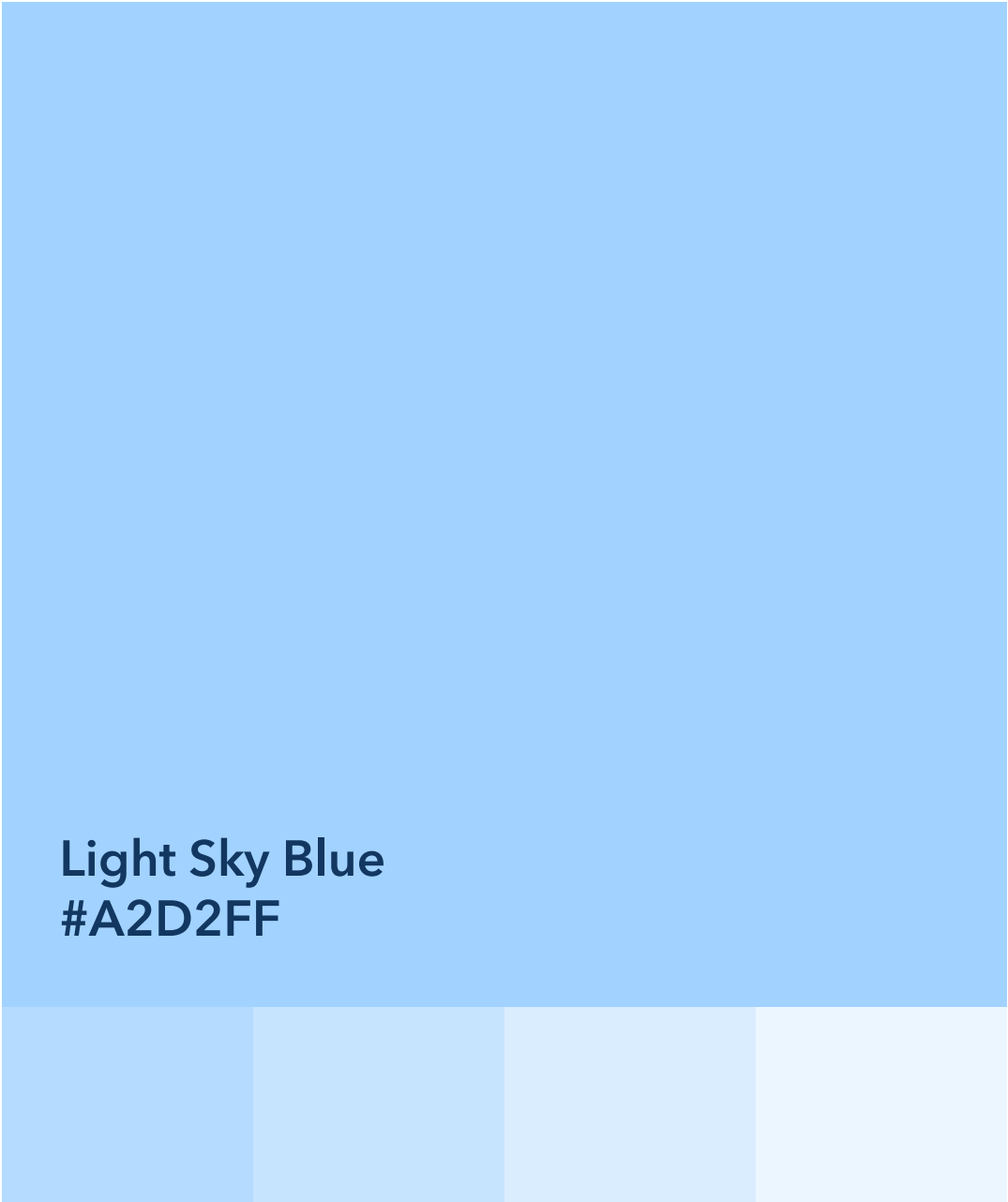
Santiago Orange
#eb5e28

Colors - Secondary

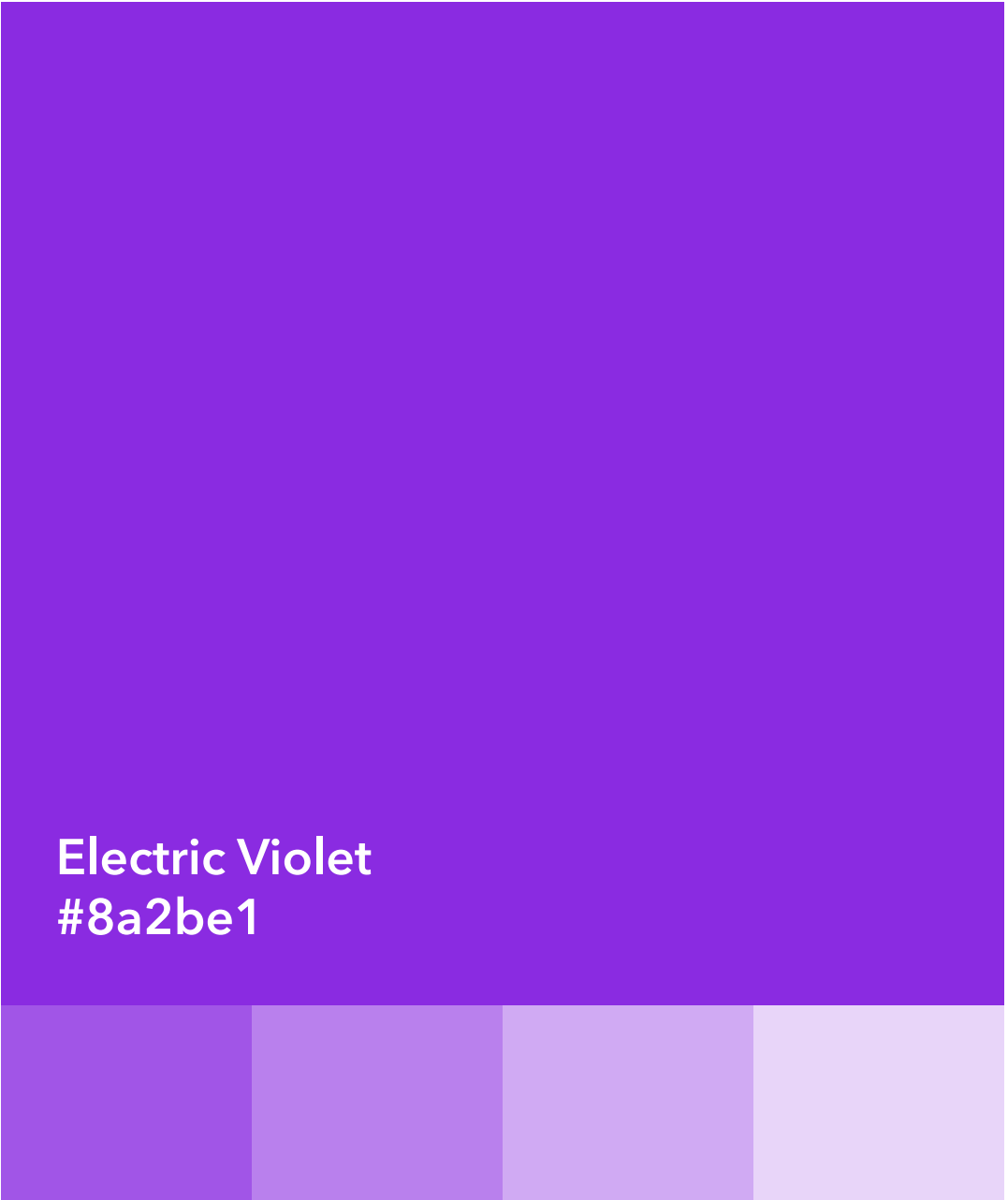
Operations Department



Production Department



Creative Department



Primary English

Avenir Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Primary Arabic

DIN LT Arabic

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 لا ي ي ؤ ء ئ
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! @ # \$ %

Secondary English

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Secondary Arabic

GE SS Two

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 لا ي ي ؤ ء ئ
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! * # \$ %

Note: Secondary fonts can only be used for web and presentations in case the main font is not a viable option

Tone of voice

Apart from typography and graphics, a huge component of a brand's personality is the copy and tone of voice.

Here, more than anywhere else, consistency is key. Defining and sticking to a tone of voice is essential. To preserve the purity of our brand voice, here are some simple but critical instructions to help you along the way:

- We shouldn't complicate things for the sake of it and our copy should mimic that. Write short sentences that tell a good story. Be accessible.
- We are on a mission. We are relentless in our pursuit of excellence. Our copy should reflect that same feeling. State game-changing end benefits, technologies, activities, etc. rather than a list of features.
- Be honest, sincere and friendly. But we're not boring and stoic. We're an events company and we're here to bring joy to people.
- We present the brand as progressive and let the imagery do some heavy lifting for us as well. Beautiful images deserve inspirational copy.

Some headline examples:

**TURNING IDEAS INTO
UNFORGETTABLE MOMENTS**

**PRESENTING BRANDS
IN A NEW LIGHT**

**ACCELERATING
HEARTBEATS**

Some copy examples:

The stage is the crown jewel of the ceremony.

With sleek lines, modern furniture and the latest technology we created a booth that brings the company's digitalization aspect into the physical world.

Graphic Elements

Logomark | Square Root



Elements with rounded corners



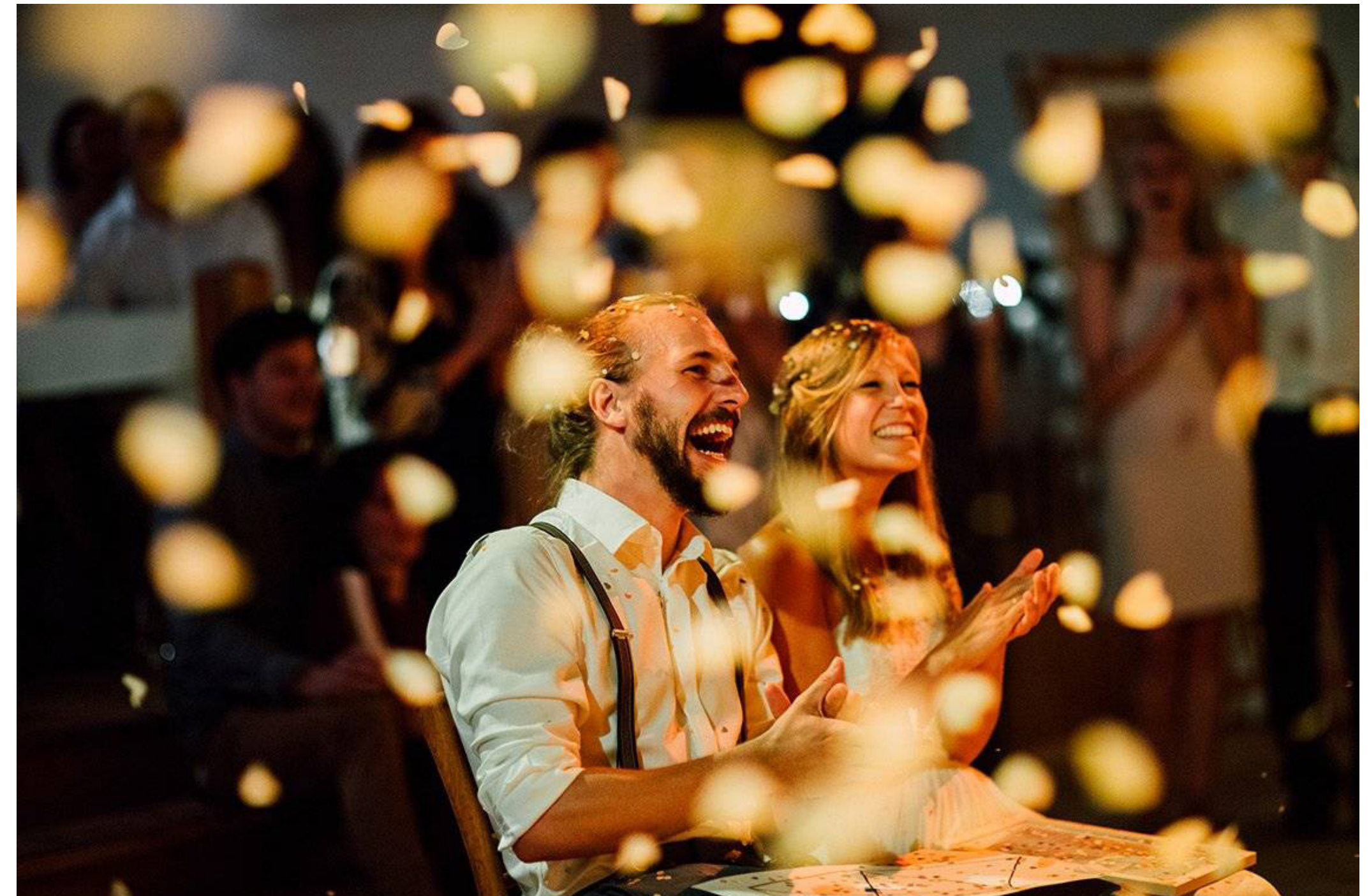
Iconography



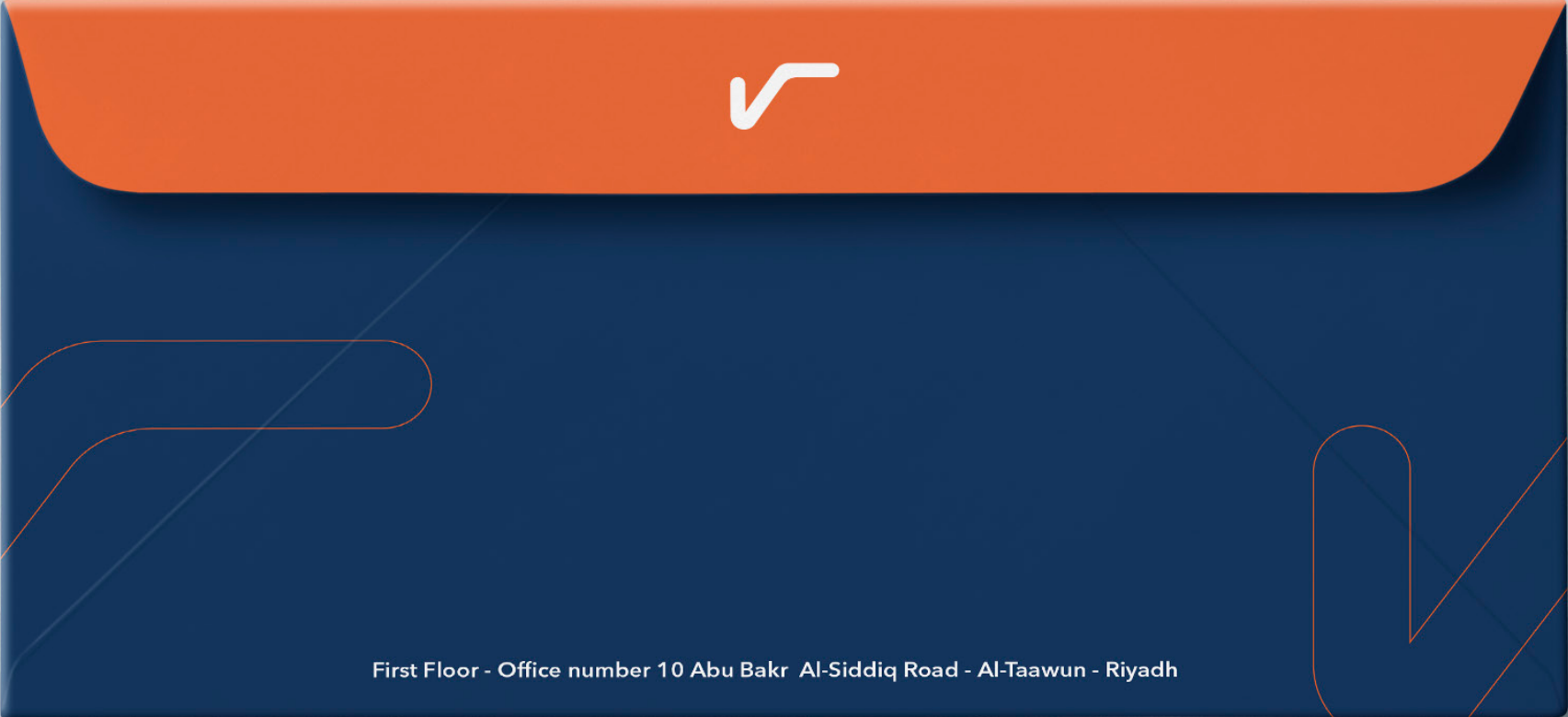
Photography Style

Conveying a realistic integrity, we should always strive to give the impression of real work environments shot by real people. Celebrating what we create by those who create it. Natural shadows, sunlight direction, focus, reflections, foreground and background elements, these are all important elements to consider.

Natural colors and facial expressions are at the core of our approach, a human elements is a must. Pictures and videos should not be over or under saturated, they should be well light but no harsh lights and shadows. Considers angles that show the best features of a person and show it to the world.



Communication



A4 Evnelope



ID Card













Tote Bag



Vest

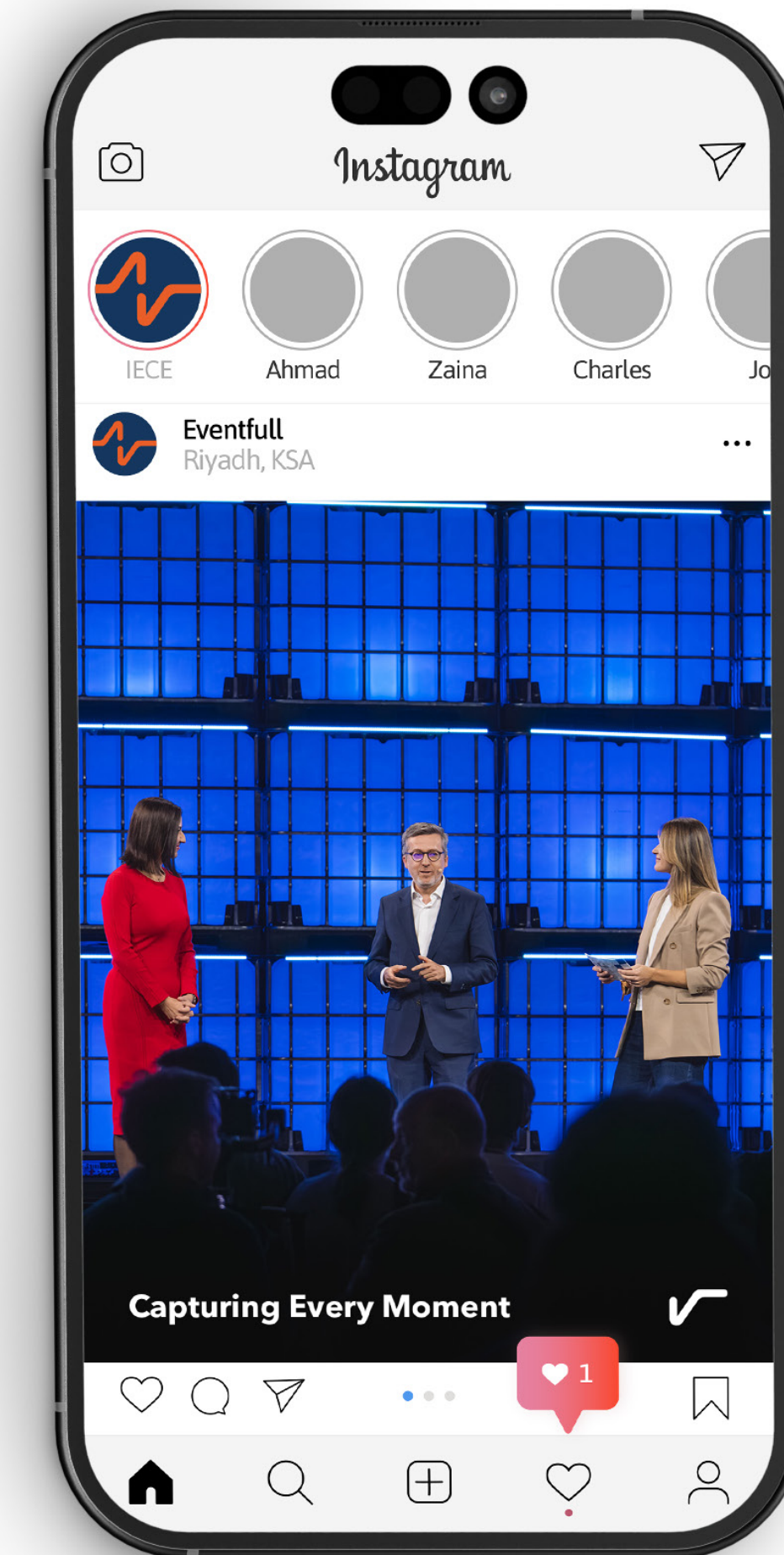




Social Media

When posting/communicating on Eventfull social media accounts, blogs or websites, we represent the company. Therefore it is important that we all stick to a strict set of rules and guidelines when using these company accounts for communication:

- Don't cite or reference clients, partners or suppliers without their approval. This applies to information about products, people and company. When you do make a reference, where possible link back to the source.
- When using pictures, videos, audio, trademarks, logos and images respect copyright. If it is not yours, please check with the owner first. If it is not possible to verify, don't use it.
- Validate your information before posting to make sure your content is correct.
- Don't make any jokes about or with the logo of Eventfull, nor attach/relate the logo to inappropriate content (text & images).



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Signage



Thank you