

GITEX  
GLOBAL

# GITEX GLOBAL MASTERBRAND

BRAND GUIDELINES 2023

O U R

B R A N D

GITEX

GLOBAL

THE  
BRAND  
MARK

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GITEX

GLOBAL

**GITEX**

**GLOBAL**

**16-20 OCT 2023 - DUBAI**

THE  
BRAND  
MARK

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**GITEX**

**GLOBAL**

**16-20 OCT 2023 - DUBAI**

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**GLOBAL**

**16-20 OCT 2023 - DUBAI**

# GITEX GLOBAL

Co-located with 16-20 OCT 2023 DUBAI WORLD TRADE CENTRE



NEW

In association with 15-18 OCT 2023 NOW AT DUBAI HARBOUR



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NEW

In association with 15-18 OCT 2023 NOW AT DUBAI HARBOUR



# MARK VARIANTS

**GITEX**  
GLOBAL

Co-located with

NEW



GLOBAL  
DEV  
SLAM

GITEX  
IMPACT

future  
Urbanism  
SMART CITY SUMMIT & EXPO

16-20 OCT 2023 - DUBAI WORLD TRADE CENTRE

EXPAND  
NORTH  
STAR

Hosted by

غرفة دبي  
DUBAI CHAMBER  
الرقمية DIGITAL

In association with

FUTURE  
BLOCKCHAIN  
SUMMIT  
قمة مستقبل البلوك تشين

Fintech  
SURGE.  
فينتك سيرج

15-18 OCT 2023 - NOW AT DUBAI HARBOUR

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15-18 OCT 2023 - NOW AT DUBAI HARBOUR

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<p>C100 M100 Y100 K100 R0 G0 B0 #000000 PANTONE BLACK 6C</p>	<p>C0 M96 Y96 K0 R242 G41 B38 #f22926 PANTONE 485C</p>	<p>C74 M100 Y30 K36 R75 G0 B82 #4b0052 PANTONE 2623C</p>	<p>C74 M100 Y30 K36 R75 G0 B82 #035c67 PANTONE 5473C</p>	<p>C2 M12 Y94 K0 R254 G217 B37 #fed925 PANTONE 115C</p>
75%	90%	90%	80%	75%
<p>C50 M40 Y38 K4 R137 G138 B141 #898a8d PANTONE Cool Gray 8C</p>	<p>C0 M80 Y100 K0 R255 G81 B0 #FF5100 PANTONE ORANGE 021C</p>	<p>C0 M80 Y100 K0 R174 G149 B218 #AE95DA PANTONE 2645C</p>	<p>C66 M0 Y32 K0 R0 G210 B198 #00d2c6 PANTONE 3255C</p>	60%
PANTONE Cool Gray 3C	80%	80%	80%	40%
PANTONE Cool Gray 1C	50%	50%	25%	15%



# T Y P O G R A P H Y

Here you will find direction for the use of the visual assets that make up the GITEX Global brand. Please read and follow these guidelines carefully to understand how to create consistent GITEX GLOBAL branded materials. Subjects you will see outlined in this section include brand mark, color, typography, photography, the corporate ribbons and additional graphic elements.

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**Adelle Mono Flex**

**Bold**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

**Semibold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Regular**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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BRAND  
TYPEFACES

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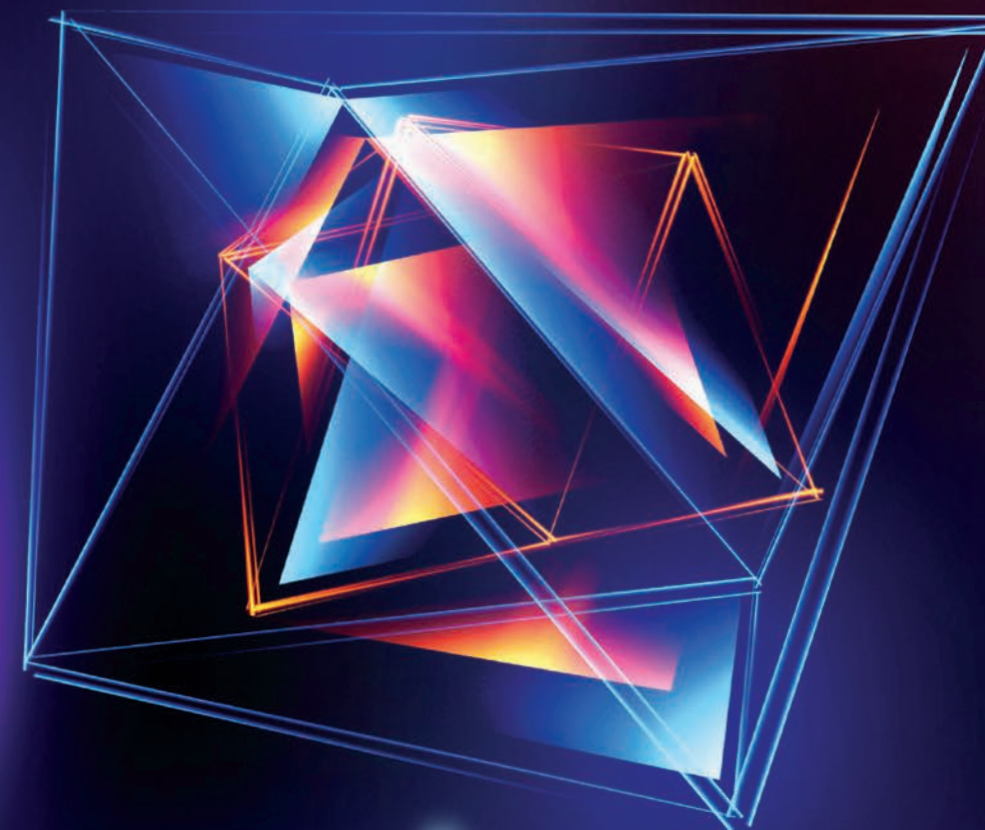
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**GITEX**

GLOBAL

16-20 OCT 2023



**GET BOLD.  
RISE UP TO THE PHENOMENON**

**D I G**

**I T A L**



**GITEX**  
GLOBAL

**ai**  
عالم الذكاء الاصطناعي  
EVERYTHING

GLOBAL  
**DEV**  
**SLAM**

NEW  
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future  
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SMART CITY SUMMIT & EXPO

16-20 OCT 2023 DUBAI WORLD TRADE CENTRE



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