



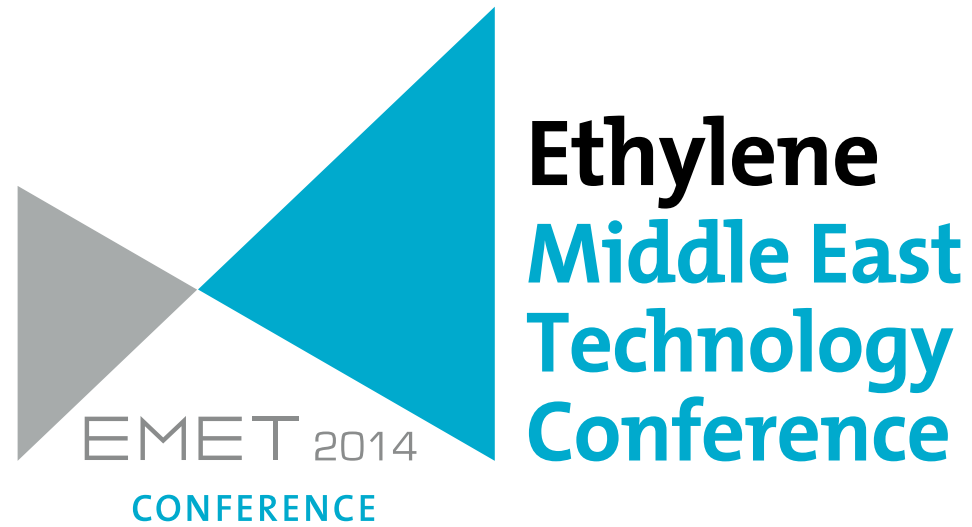
**Ethylene
Middle East
Technology
Conference**



Ethylene Middle East Technology Conference
(EMET 2014)

Logo Guidelines



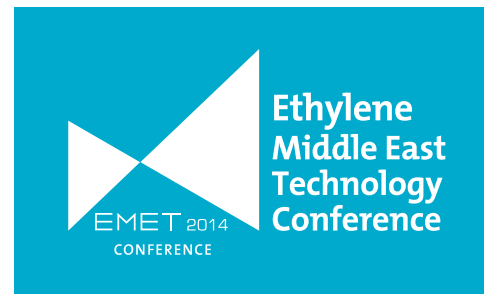
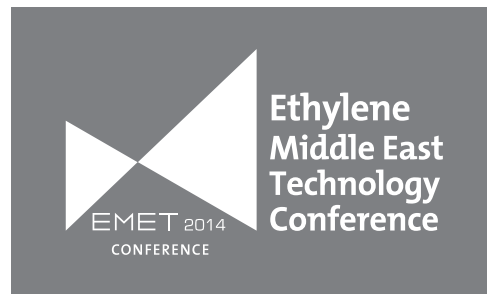
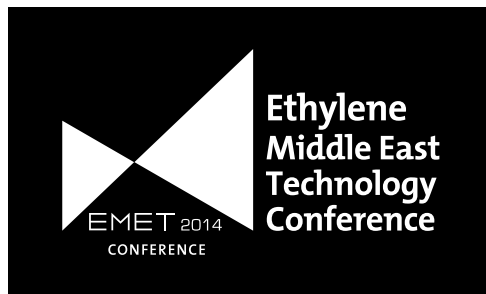




Logo - Monochrome



For single-color printing
Monochrome logos are to be used only in case of single-color printing. Wherever possible the logo should be reproduced in full colour on white background. On dark backgrounds other than black, the logo should appear in reverse white.



Backgrounds
When placing the logo on a color background, photograph or graphic pattern, always ensure that the surrounding area is neutral in appearance and allows the logo to be visually clear.



Logo - On Images



In case the logo needs to appear over a photograph or illustration, special care must be taken to ensure visibility of the logo elements. The logo should be reproduced in black or white when possible.

Remember, visibility is the goal here. Often, adjusting the position of a photograph or retouching the area where the logo resides will help you achieve this.



Corporate Colors



CMYK Colour Combination

Cyan 95%

Magenta 5%

Yellow 15%

Black 0%

Cyan 31%

Magenta 24%

Yellow 25%

Black 0%

Cyan 0%

Magenta 0%

Yellow 0%

Black 100%

PANTONE® Matching System (PMS)

Pantone 312 C

Pantone 421 C

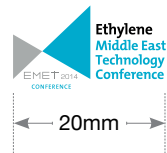
Pantone Black C

Color reproduction

The logo colors may be reproduced using specially mixed colours or may be simulated using the four- color halftone process (see breakdown charts).



Logo - Minimum Size



During development of the logo design, its effectiveness was tested at various sizes. This resulted in a specification for the minimum size at which it can be applied and still retain legibility.

To ensure visibility and legibility, the logo should never be presented in a size smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques, such as silk screening or embroidery, may require a logo larger than the size indicated here.



Logo - Minimum Clearance Area



To enable the logo to appear prominently without interference, a minimum clearance area has been established which is to be left clear of other graphic elements or text.

The clearance area below the logo should be proportionate to the height of lower white area of the logo as indicated.

The clearance area above the logo should be half of the dimensions used for the lower section as indicated.



Designated Fonts for all Marketing Communications

The Mix

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(The Mix - Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(The Mix - Semi Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(The Mix - Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(The Mix - Extra Light Plain)

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Helvetica Neue - Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Helvetica Neue - Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Helvetica Neue - Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(Helvetica Neue - Light Italic)

