

Brand Guidelines

Visual Identity System

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01

Brand System Overview

1.1 Brand System Overview	1.2 Visual System Summary
The MEBAA Show visual identity reflects the positioning of the event as a premium, international aviation platform. The system balances authority, heritage, and modern luxury to create a cinematic, high-end presence across large-scale exhibition environments and digital platforms. Principles ● Premium, international, authoritative ● Light-led by default ● Restraint over decoration ● Clarity at scale ● Consistency across all touchpoints	The MEBAA Show brand system is built around a restrained colour palette, controlled use of gradients, disciplined typography, and consistent application across physical and digital environments. The system prioritises legibility, accessibility, and production reliability.

02

Tone of Voice

2.1 Overview

Our Tone of Voice is rooted in:

- Our positioning as the leading business aviation platform
- Our audience: C-suite leaders and UHNW decision-makers
- Our luxury environment and business aviation context
- Our commercial impact
- Our brand refresh and elevated visual identity

From this, we defined five core personality traits and three guiding principles.

2.2 Personality Traits

Our five personality traits:

Authoritative

We are the definitive platform for business aviation in the region.
We do not sound promotional. We sound established.

Sophisticated

Refined. Controlled. Globally aware.
We never sound casual, gimmicky or exaggerated.

Confident

Decisive and precise.
We avoid hesitation, filler words and unnecessary qualifiers.

Influential

We shape conversations. We do not follow them.
Our language reflects foresight and strategic relevance.

Discreetly Luxurious

Premium without being flashy.
True luxury does not shout.
Neither do we.

2.3 Tone of Voice Principles

Principle 1: Authoritative

Principle 2: Elevated

Principle 3: Human-Centric

Principle 1: Authoritative

We communicate with clarity, precision, and control. Authority comes from clear language and confident statements, not exaggerated marketing.

Be precise

Use specific language that reflects the scale and influence of the event.

Instead of
"An exciting platform bringing together industry leaders."

We say
"The region's most influential business aviation platform."

Declutter

Shorter sentences communicate authority more effectively. Remove filler words and unnecessary phrasing.

Instead of
"Providing unparalleled opportunities for engagement and collaboration."

We say
"Where deals are negotiated and partnerships are formed."

Avoid Cliché

Overused marketing language weakens credibility.

Avoid phrases such as:

- world-class
- elevate
- unparalleled
- seamless
- innovative

Use specific, meaningful language instead.

Authority comes from clarity, not adjectives.

Principle 2: Elevated

Luxury is expressed through restraint and control. Our tone should feel refined, confident, and composed, never exaggerated or promotional.

Controlled Energy

Communicate with strength, without sounding loud or overly promotional.

Instead of

"Don't miss out on this incredible opportunity!"

We say

"Secure your position."

Balance Vision with Detail

Move between big-picture perspective and grounded specifics. This creates credibility and strategic depth.

Example

"From next-generation aircraft on static display to the conversations shaping the future of private aviation."

Rhythm & Tempo

Vary sentence length to create a confident flow.

Short sentences deliver authority.

Longer sentences add perspective.

Example

"Aircraft are unveiled here. Partnerships are forged here. The future of business aviation moves forward here."

Principle 3: Human-Centric

Even at the highest level, business aviation remains people-driven. Our language should feel direct, personal, and engaging, while maintaining a professional tone.

Use the First Person

Speak directly from the brand to create a stronger connection.

Instead of
"MEBAA Show provides access..."

We say
"We connect you with..."

Use the Second Person

Address the audience directly to make communication more engaging.

Instead of
"Attendees can explore..."

We say
"You explore."

Use Active Voice

Active language communicates clarity and leadership.

Instead of
"Aircraft are showcased."

We say
"We present the aircraft redefining private aviation."

Active voice keeps communication confident and direct.

03

Logo

Master Logo

Our logo is the primary brand identifier and must be applied consistently across all physical and digital touchpoints. Correct and disciplined use of the logo ensures strong brand recognition and preserves the premium positioning of the brand.

The logo must always be reproduced from the official master artwork files. The logo must never be recreated, redrawn, distorted, or typeset.



3.2 Primary Logo Lockups

Primary full-colour logo for use on light backgrounds



Reversed logo (white and gold) for use on Charcoal and Forest Green backgrounds



The strapline lockup combines our logo with the approved strapline to reinforce the brand’s positioning and messaging. It must always be used from the official artwork and reproduced with the approved typography, alignment, and spacing. The lockup should not be recreated or altered, and sufficient clear space must be maintained to ensure legibility across all applications.



Approved logo backgrounds:

- White
- Charcoal
- Forest Green
- Warm Gold (premium feature use only)

The logo must not be placed on low-contrast, photographic, or textured backgrounds without a solid colour holding shape.



3.5 Clear Space

A minimum clear space must be maintained around the logo on all sides.

Clear space is defined as the height of the letter “E” in the MEBAA wordmark. No text, imagery, or graphic elements may intrude into this area.



3.6 Minimum Size

To ensure legibility:

- **Digital:** Minimum width 120px
- **Print:** Minimum width 25mm

The logo must remain legible at all intended viewing distances.



120px/25mm

The following are not permitted:

- Altering logo colours
- Applying gradients, shadows, or effects
- Distorting proportions
- Rotating or skewing the logo
- Placing the logo over busy imagery without a holding shape



When used alongside partner or sponsor logos, our logo must retain visual prominence and clear space. Partner logos must not exceed our logo in height.



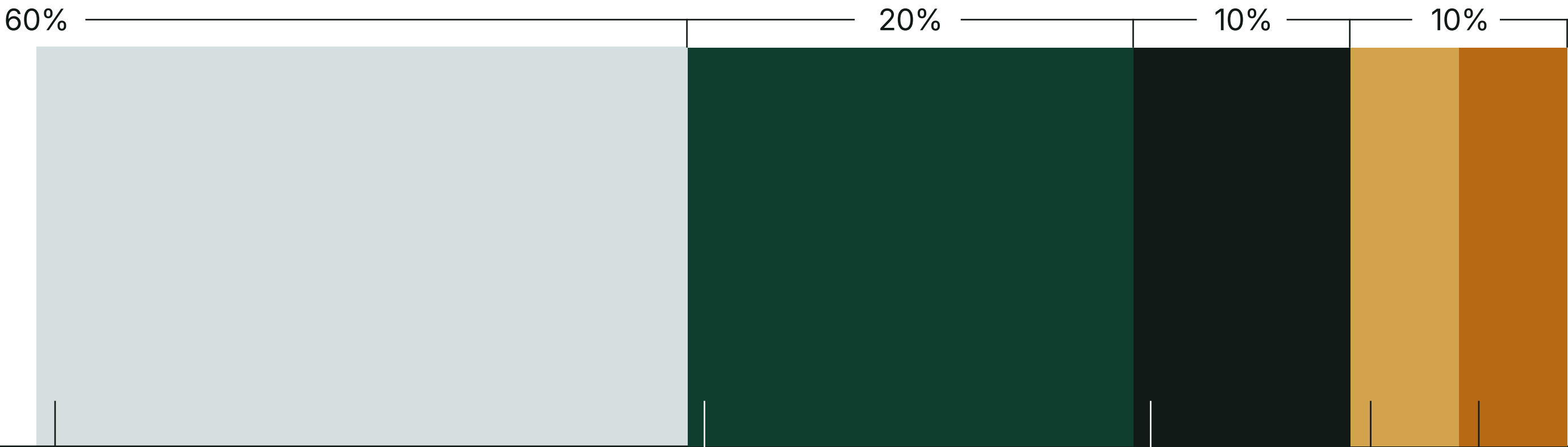
04

Colours, Gradients and Accessibility

4.1 Core Colour Palette

The colour palette is structured to prioritise light, refined environments, supported by deeper tones that provide contrast and authority.

Light tones should dominate the visual system, creating a sense of openness and sophistication, while darker colours are used strategically for structure, emphasis, and contrast.



Primary foundation White

- Editorial layouts
- Website backgrounds
- Presentations

RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
Pantone: N/A

Secondary background MEBAA Mist

- Section backgrounds
- UI panels

RGB: 221, 230, 227
HEX: #DDE6E3
CMYK: 13, 4, 9, 0
Pantone: PANTONE Cool Gray 1 C

Primary brand colour Forest Green

- Headings
- Navigation elements
- Key panels or blocks
- Optional content backgrounds

RGB: 15, 61, 46
HEX: #0F3D2E
CMYK: 86, 48, 77, 57
Pantone: PANTONE 5535 C

Core neutral Charcoal

- Typography
- Key emphasis

RGB: 18, 26, 23
HEX: #121A17
CMYK: 76, 64, 68, 79
Pantone: PANTONE 419 C

Premium accent Warm Gold

- Highlight details
- Premium messaging
- Directional (arrows)
- Buttons

RGB: 210, 162, 76
HEX: #D2A24C
CMYK: 18, 36, 83, 10
Pantone: PANTONE 7407 C
Metallic Gold: PANTONE 871 C

Functional highlight Burnt Orange

- Highlight details
- Premium messaging
- Directional (arrows)
- Buttons

RGB: 184, 105, 20
HEX: #B86914
CMYK: 22, 64, 100, 9
Pantone: PANTONE 7573 C

Approved pairings:

The Hub of
Business
Aviation

The Hub of
Business
Aviation

The Hub of
Business
Aviation

The Hub of
Business
Aviation

The Hub of
Business
Aviation

The Hub of
Business
Aviation

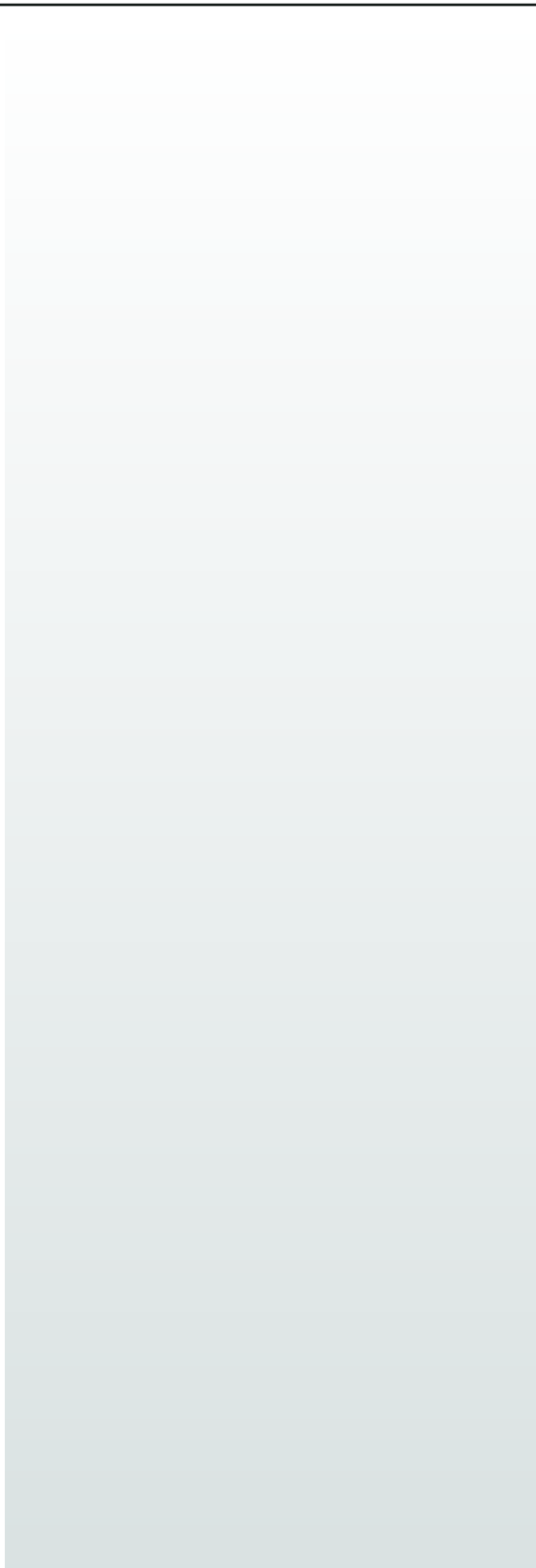
The Hub of
Business
Aviation

The Hub of
Business
Aviation

Gradients add depth and atmosphere to the MEBAA visual system. In keeping with the brand's refined and premium character, gradients should remain subtle and controlled.

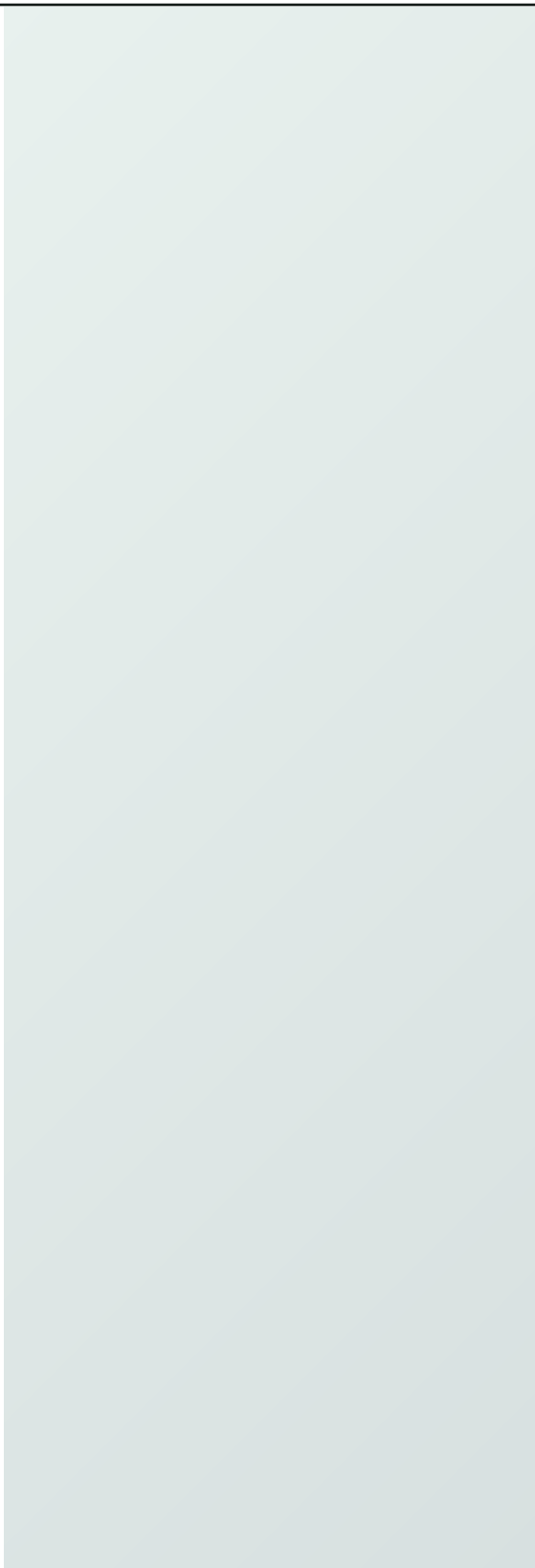
Most gradients should transition between light neutrals and soft brand tones, creating a clean and elegant visual environment. Dark gradients are reserved for special applications such as stage environments or hero moments.

Gradients should always support content legibility and must not overpower typography or imagery.



White - MEBAA Mist

Angle: 180°
0% — White (#FFFFFF)
50% — Blend midpoint
100% — MEBAA Mist (#DDE6E3)



MEBAA Mist -
10% Forest Green

Angle: 135°
0% — MEBAA Mist (#DDE6E3)
100% — Forest Green 10% tint
(#E8F1EE)



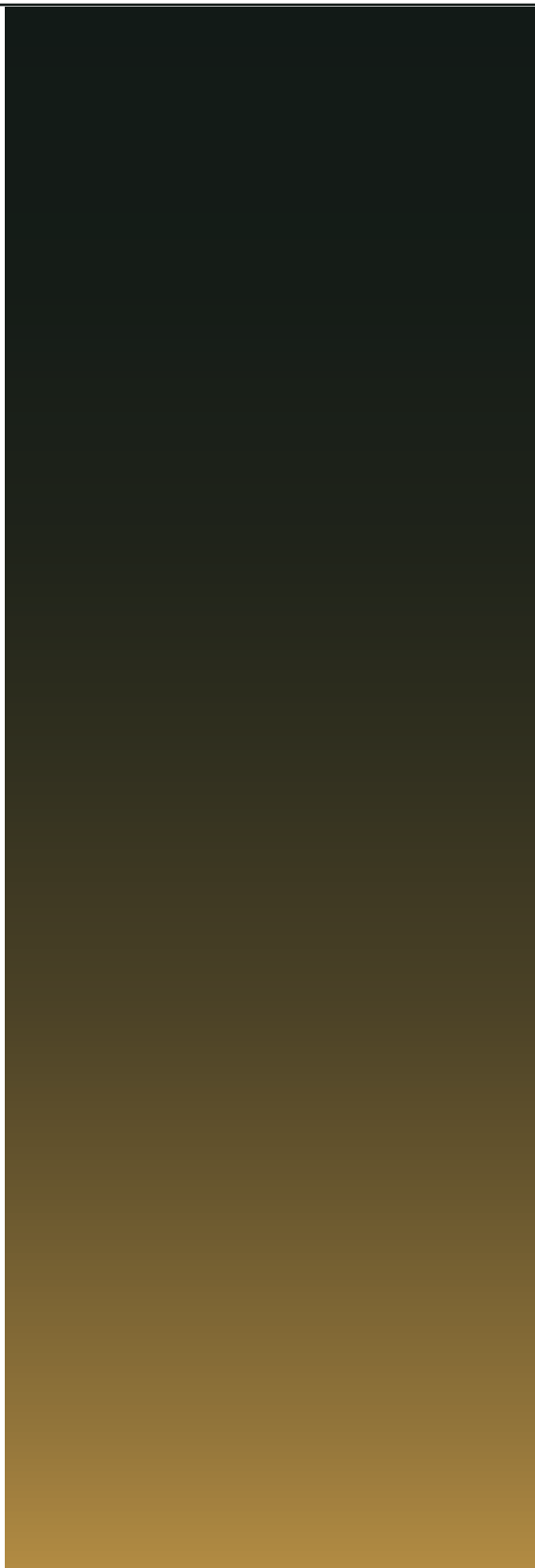
Hero Gradient

Angle: 135°
0% — Charcoal (#121A17)
55% — Blend midpoint
100% — Forest Green (#0F3D2E)



Forest Green -
Warm Gold

Angle: 160°
0% — Forest Green (#0F3D2E)
70% — Blend midpoint
100% — Warm Gold (#D2A24C)



Charcoal - Warm Gold
(Luxury Segment)

Angle: 90°
0% — Charcoal (#121A17)
75% — Blend midpoint
100% — Warm Gold (#D2A24C)

05

Typography

Our primary font is:

IvyPresto Display Regular

Tracking: 25
Kerning: Optical

Role:
Hero headlines, key statements, section openers, stage headlines

Usage:
Event titles and key messaging
Stage headlines and large-scale signage
Cover pages and section dividers
Pull quotes and premium brand moments

Guidance:
Use sparingly for impact
Avoid long paragraphs
Prefer sentence case or title case over all caps
Increase line spacing slightly for large-format applications

* IvyPresto Display is an Adobe licensed font. If you are a designer with an Adobe subscription, please activate the font within the Adobe Suite.
<https://fonts.adobe.com/fonts/ivypresto-display>

H1 _____ Primary Headline

H2 _____ Inter Semibold

H3 _____ Inter Medium

Body _____ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi a nibh consectetur, egestas elit non, hendrerit est. Morbi congue interdum odio. Morbi vitae leo non sem cursus vehicula. Proin quis ligula tristique, varius tellus eget, sollicitudin ex. Ut suscipit velit vitae condimentum mattis. Donec pellentesque, tellus eu condimentum scelerisque, sem elit sagittis metus, eget eleifend odio diam quis mi. Praesent in neque et metus ultrices sodales. Donec volutpat tempus nibh ac laoreet. Praesent nec condimentum eros.

Our subheading font is:

Inter Semibold

Tracking: 2
Kerning: Optical (if large)

Role:
Section headers, UI headings, content module titles

* Inter is a Google font. Download and use from the link below.
<https://fonts.google.com/specimen/Inter>

H1 Primary Headline

H2 Inter Semibold

H3 Inter Medium

Body Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi a nibh consectetur, egestas elit non, hendrerit est. Morbi congue interdum odio. Morbi vitae leo non sem cursus vehicula. Proin quis ligula tristique, varius tellus eget, sollicitudin ex. Ut suscipit velit vitae condimentum mattis. Donec pellentesque, tellus eu condimentum scelerisque, sem elit sagittis metus, eget eleifend odio diam quis mi. Praesent in neque et metus ultrices sodales. Donec volutpat tempus nibh ac laoreet. Praesent nec condimentum eros.

Our body font is:

Inter Regular

Tracking: 0
Kerning: Metrics

Role:
Body copy, captions, UI text, long-form content

Usage:
Editorial copy
Digital content
Brochures and programmes
UI labels and form text
Tables, data labels, and captions

* Inter is a Google font. Download and use from the link below.
<https://fonts.google.com/specimen/Inter>

H1 _____ Primary Headline

H2 _____ Inter Semibold

H3 _____ Inter Medium

Body _____ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi a nibh consectetur, egestas elit non, hendrerit est. Morbi congue interdum odio. Morbi vitae leo non sem cursus vehicula. Proin quis ligula tristique, varius tellus eget, sollicitudin ex. Ut suscipit velit vitae condimentum mattis. Donec pellentesque, tellus eu condimentum scelerisque, sem elit sagittis metus, eget eleifend odio diam quis mi. Praesent in neque et metus ultrices sodales. Donec volutpat tempus nibh ac laoreet. Praesent nec condimentum eros.

IvyPresto Display is reserved for hero headlines.
Degular forms the structural typographic system
for headings and body copy, scaled consistently
across digital, print, presentation, and environmental
applications.

Spacing & Hierarchy Rules

Maintain clear vertical spacing between headings and body copy.
Do not use IvyPresto Display for body text.
Use Inter Semibold for H2 only to preserve hierarchy.
Avoid using more than three heading levels on a single page or slide.
Ensure colour contrast meets accessibility standards.

H1 Primary Headline

H2 Inter Semibold

H3 Inter Medium

Body Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi a nibh consectetur, egestas elit non, hendrerit est.
Morbi congue interdum odio. Morbi vitae leo non sem
cursus vehicula. Proin quis ligula tristique, varius tellus eget,
sollicitudin ex. Ut suscipit velit vitae condimentum mattis.
Donec pellentesque, tellus eu condimentum scelerisque, sem
elit sagittis metus, eget eleifend odio diam quis mi. Praesent
in neque et metus ultrices sodales. Donec volutpat tempus
nibh ac laoreet. Praesent nec condimentum eros.

5.2 Internal Fonts (MS Office)

For internal documents created in Microsoft Office applications (PowerPoint, Word, Excel, etc.), the business uses the designated system fonts for presentations, documents, and day-to-day communication.

This approach ensures accessibility and consistency across the organisation. Due to font licensing restrictions, the brand’s primary and secondary typefaces are reserved for use by the design team in professionally produced design assets only.

Georgia Regular

Arial Regular

Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi a nibh consectetur, egestas elit non, hendrerit est.
Morbi congue interdum odio. Morbi vitae leo non sem
cursus vehicula. Proin quis ligula tristique, varius tellus eget,
sollicitudin ex. Ut suscipit velit vitae condimentum mattis.
Donec pellentesque, tellus eu condimentum scelerisque, sem
elit sagittis metus, eget eleifend odio diam quis mi. Praesent
in neque et metus ultrices sodales. Donec volutpat tempus
nibh ac laoreet. Praesent nec condimentum eros.

Our Arabic font is:

Cairo

Role:

Hero headlines, key statements, section openers, stage headlines

Usage:

- Event titles and key messaging
- Stage headlines and large-scale signage
- Cover pages and section dividers
- Pull quotes and premium brand moments

Guidance:

- Use sparingly for impact
- Avoid long paragraphs
- Prefer sentence case or title case over all caps
- Increase line spacing slightly for large-format applications

Characters & Glyphs:

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 ي ء
1234567890#&\$%@!?

* Cairo is a Google licensed font.
<https://fonts.google.com/specimen/Cairo?query=cairo>

العنوان الرئيسي H1

العنوان الفرعي H2

العنوان الثانوي H3

Body هذا نص تجريبي يُستخدم لعرض شكل الخط في التصميم. يمكن استبداله بالنص النهائي لاحقًا. الهدف منه هو إعطاء فكرة عن توزيع النص وتنسيقه داخل الصفحة دون التركيز على المحتوى.

06

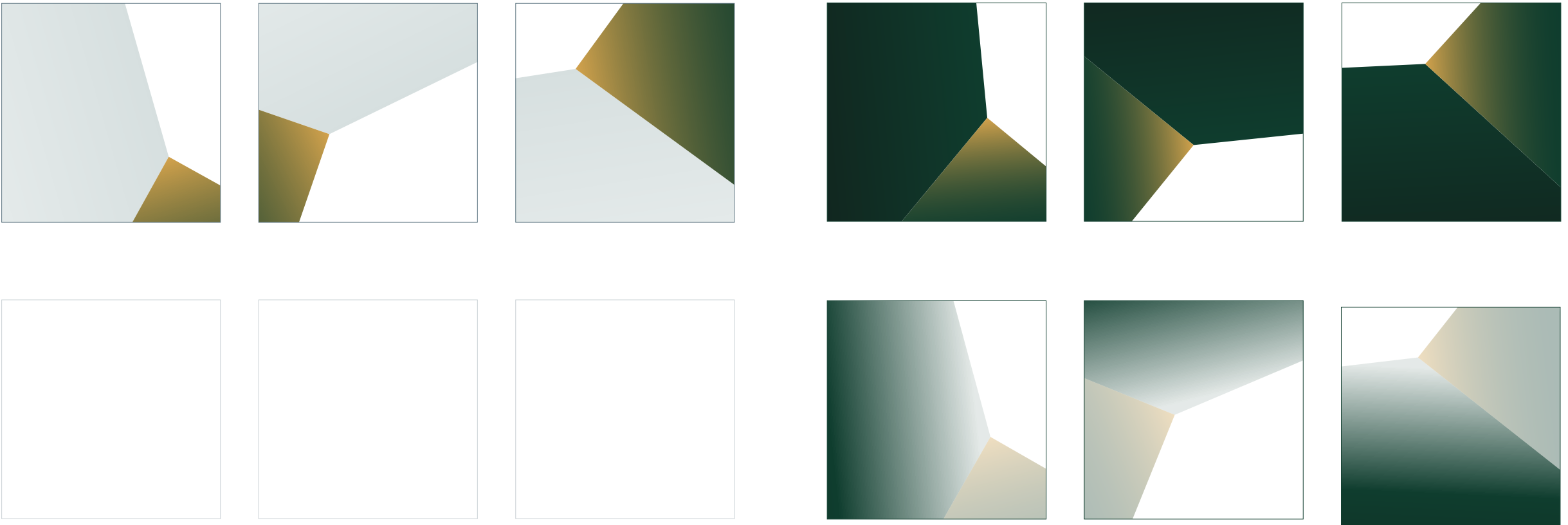
Graphic Device

The MEBA Horizon Cut

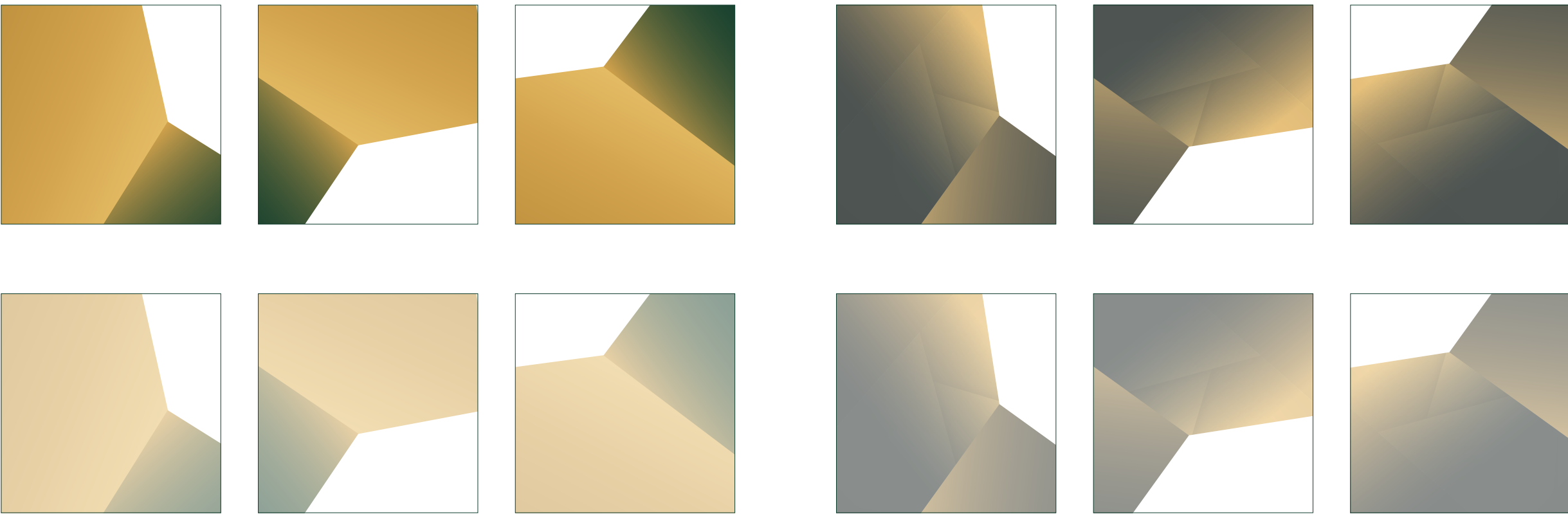
The Horizon Cut is the proprietary graphic device of the MEBA Show. Built from intersecting angled planes, it introduces a distinctive visual signature inspired by aviation horizons, directional movement, and architectural precision.

The Horizon Cut is used to frame imagery and content, create structured compositions, and introduce depth and motion across brand communications. It may incorporate the careful use of transparency to create subtle layering and depth, but must always maintain clarity and legibility. The device must be applied consistently using approved angles, colours, transparency levels, and layout rules.

Generic Usage



Luxury Sector Usage



07

Application

MEBAA Show

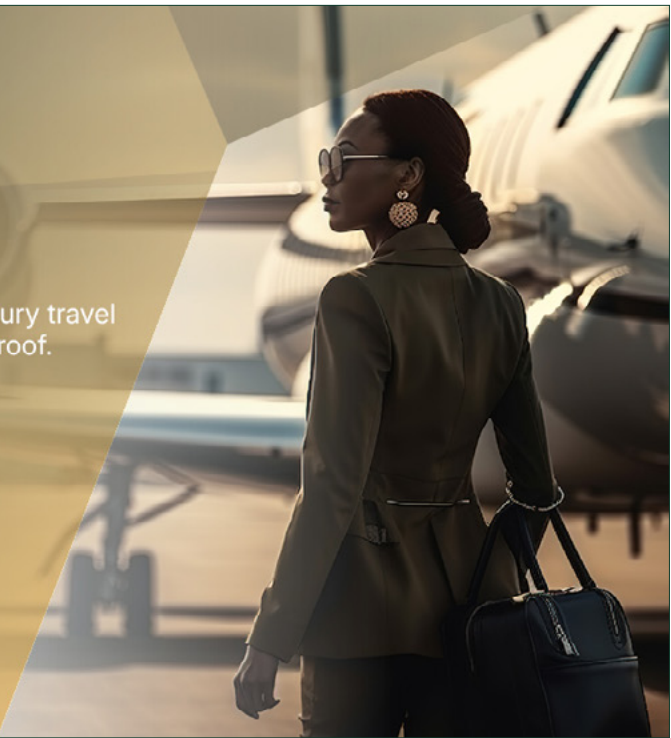
Luxury Travel Boulevard

The ultimate UHNW travel marketplace. Bringing luxury travel experiences and private aviation together under one roof.

Get Involved



8-10 December 2026
DWC, Dubai Airshow Site



MEBAA Show

Luxury Lifestyle Boulevard

A curated marketplace connecting luxury brands and private aviation for the world's most exclusive clientele

Get Involved



8-10 December 2026
DWC, Dubai Airshow Site



MEBAA Show

Luxury Travel Boulevard

The ultimate UHNW travel marketplace. Bringing luxury travel experiences and private aviation together under one roof.

Get Involved



8-10 December 2026
DWC, Dubai Airshow Site



Luxury Boulevard Lifestyle:

Where business aviation meets *luxury living*

Get Involved



8-10 December 2026
DWC, Dubai Airshow Site

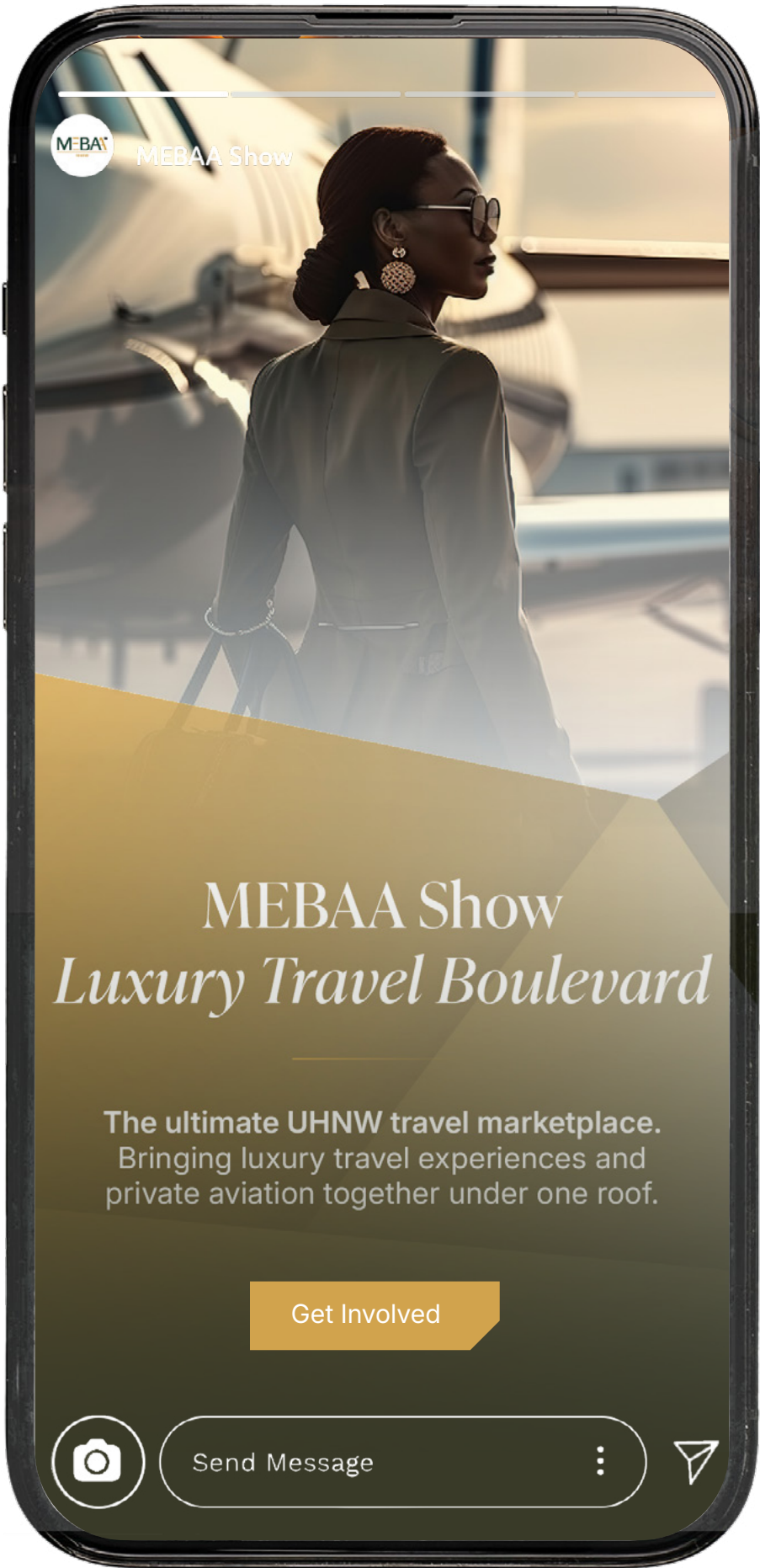




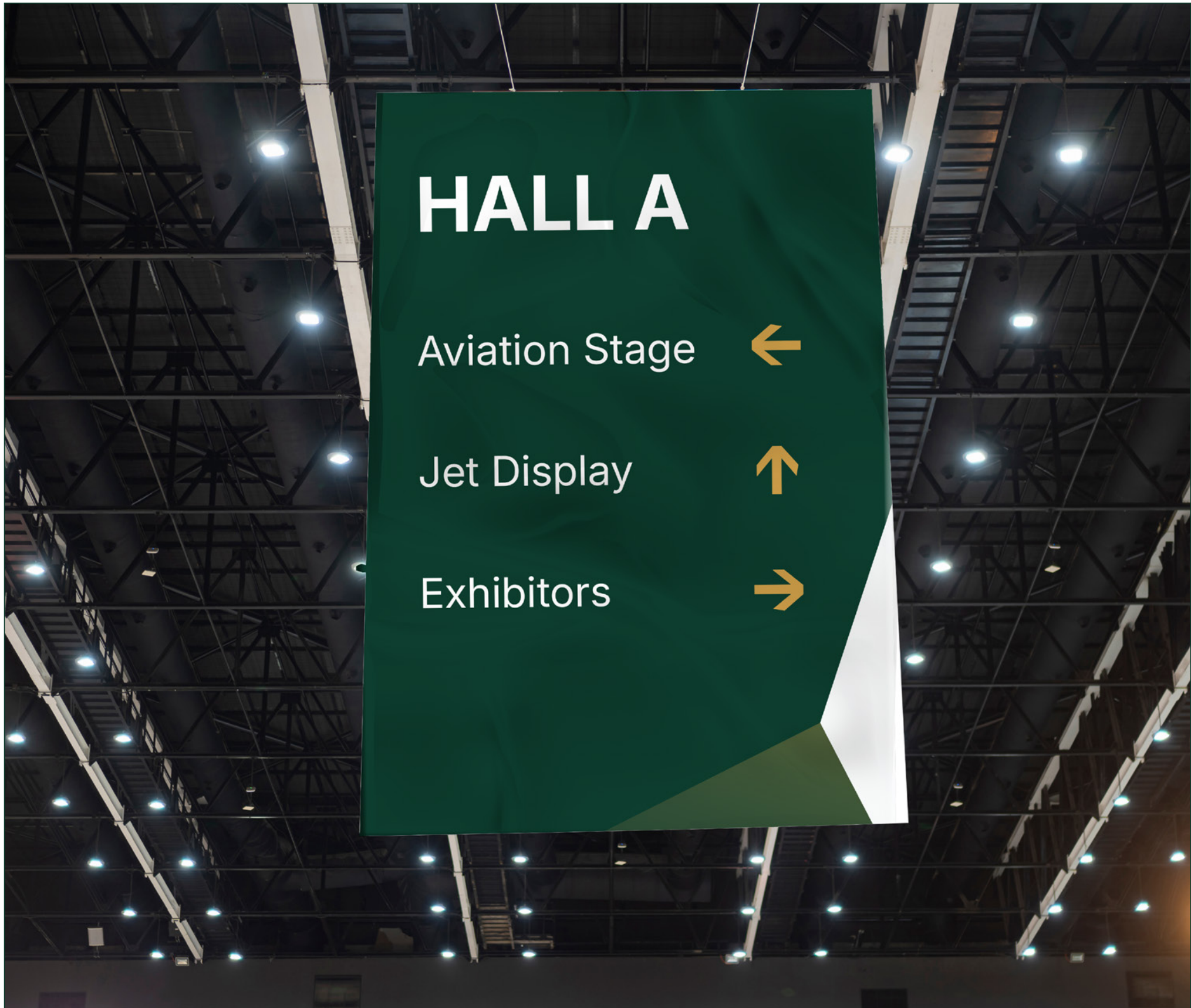
The Hub of *Business Aviation*

8-10 December 2026 | DWC, Dubai Airshow Site















informa -

MEBAA[™]
SHOW

Exhibit - Visit - Media - Venue/Travel Contact Us

The Hub of
Business Aviation

8-10 December 2026
DWC, Dubai Airshow Site

Book your space

Held under the patronage of H.H. Sheikh Ahmed bin Saeed Al Maktoum,
President of the Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline and Group

Built for Growth.
Designed for Business.

MEBAA Show returns following a record-breaking edition that generated up to USD 1 billion in deals. With an expanded exhibition hall, the largest-ever static aircraft display, and an elevated Luxury Boulevard, the opportunity to connect, showcase innovation, and grow business has never been stronger.

View the post show report

10,000+
High Value Visitors

145+
Global Exhibiting Brands

30+
Aircraft on Display

60+
BizAv Thought Leaders

MEBAA™
SHOW

8-10 December 2026
DWC, Dubai Airshow Site

The Hub of Business Aviation

Event Brochure

MEBAA.AERO



Redefining the Future of Business Aviation

MEBAA Show is where the business aviation community comes together to establish partnerships, share best practices and develop strategies that delivers growth. With over 10,000 attendees from over 100 countries at the last edition, the event brings together global industry leaders, suppliers and stakeholders to explore opportunities in one of the fast-growing business aviation markets globally.

Organised on behalf of the Middle East & North Africa Business Aviation Association (MEBAA), the official representative body for the business aviation industry in the MENA region, the show reflects MEBAA's vision to serve as the principal forum for advancing industry dialogue and demonstrating the value of business aviation to governments, organisations, and stakeholders.



MEBAA Show: At a Glance

The leading platform for the business aviation industry.

145+
exhibitors

30
aircraft on display

10,000+
attendance from 100 countries

110+
media representatives

75%
visitors involved in purchasing decisions

"The MEBAA Show has established itself as the go-to event for key players in the business aviation sector, both regionally and globally. It's an excellent platform to network, as well as discuss the latest developments, key issues, concerns, and business growth prospects."

- SHAFIUL SYED, CEO, ROYALJET



Visitor Profile

MEBAA Show convenes aviation professionals from every corner of the world and the wider industry supply chain, enabling cross sector collaboration to deliver the rising demand of the region.

Industry breakdown

Aircraft operator	29%
Charter broker	21%
Trip support provider	11%
MRO / Aircraft Interiors	8%
Others	9%
Family office / HNWI Management	6%
Fixed-base operator (FBO)	5%
Original equipment manufacturer	3%
Airport	3%

Top 10 visiting countries

	United Arab Emirates		United States of America
	India		France
	Germany		Switzerland
	United Kingdom		Turkey
	Kingdom of Saudi Arabia		China (PRC)

Visitors by region

MENA	55%
Europe	27%
Rest of the World	14%
Americas	4%

99%

99% visitors feel the MEBAA Show is important for the business



08

Imagery

WORK IN PROGRESS

Imagery plays a critical role in expressing the MEBAA Show brand as a premium, international aviation platform. All photography and visual content must feel authentic, cinematic, and considered, reinforcing a sense of scale, innovation, and exclusivity.

Imagery should complement the brand system (colour, gradients, typography, and the Horizon Cut device) and must never compete with the logo or messaging.

Principles

- Premium, cinematic tone
- Aviation-led subject matter
- Authentic environments and moments
- Calm, confident composition
- Purposeful integration with brand devices

