

# Brand guidelines

Official & Non-Official Participants

March 2017



**إكسبو 2020 EXPO 2020**  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES

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# Introduction

This publication is a living document that provides Participants, affiliated agencies and marketing professionals, with guidance on how to successfully participate with Expo 2020 Dubai® and protect the brand from potential misuse.

Please note that the content of this document will be updated regularly. Users should ensure they hold the latest version from the Expo 2020 Dubai International Participant Team.

# What is Expo 2020 Dubai®?

All over the world, people are dedicating effort and imagination to solving some of today's most pressing challenges – from unlocking development opportunities for the next generation to re-imagining how people travel and experience the world, by way of ensuring that people have access to education, sustainable energy, food and water. Innovations are being created that five years ago would have been unimaginable.

Expo 2020 Dubai is guided by the belief that innovation and progress are the result of people and ideas combining in new ways. Over the course of six months from October 2020, Expo aims to bring together more than 180 Participant countries and many millions of people to celebrate human ingenuity. 'Connecting Minds, Creating the Future'. Expo 2020 Dubai will advance the connections between three critical sub-themes that are fundamentally shaping our world: ensuring **Opportunity** for people and communities, furthering the promise of physical and virtual **Mobility**, and ensuring a future of **Sustainability** for all.

Between its opening day on 20 October 2020, and its close on 10 April 2021, we expect Expo to be visited many millions of times. Seventy percent of all visitors are expected to come from outside the UAE – the largest proportion of international visitors in Expo history.

We aim to create and deliver an inclusive and global Expo with over 200 Participants, including nations, multilateral organisations, businesses and educational institutions. Expo 2020 also has an ambitious volunteer programme, which aims to include more than 30,000 volunteers from a wide range of ages, nationalities, cultures and backgrounds.

The Expo site covers a total of 4.38km<sup>2</sup>, including a 2km<sup>2</sup> gated area. It is located within the Dubai South district, adjacent to Al Maktoum International Airport and equidistant between Dubai and Abu Dhabi.

Expo 2020 Dubai will be the first world Expo to take place in the Middle East. Over the past 50 years the UAE has shown the world what is possible through its remarkable development. With Expo 2020, we want to play our part in inspiring future generations and, together, spark innovations that underpin the next 50 years of human progress.

Expo 2020 Dubai is committed to building a legacy that is sustainable and long lasting beyond 2021; with an end vision that includes a significant addition to the infrastructure in the UAE landscape, economic, social and cultural outcomes, with regional multipliers and global impact.

This will be achieved through four main legacies: an economic legacy, a reputational legacy, a physical legacy and a social legacy.



# Why we need to protect the brand

When the United Arab Emirates (UAE) won its bid to host Expo 2020 Dubai, we committed to creating a unique and unparalleled experience in the history of World Expos.

The establishment of a Participation Programme and the support of our Participants is essential to the ability of Dubai and the UAE to successfully host Expo 2020 Dubai. The establishment of a rights protection scheme is an important part of ensuring that we are able to provide our Participants with value, which they reciprocate to Expo 2020 Dubai. So, we offer Participants extensive rights to associate with our brand, governed by the permissions set out in this document.

Brand protection describes what we require of Participants in order to prevent our brand from being misused or diluted, as well as to ensure no entity illegally or inappropriately benefits from association with Expo 2020 Dubai.

The Expo 2020 Dubai brand represents the vision, ideals and values of Expo, and is expressed through our logo, symbol and other brand assets. To preserve and enhance its strength, and to drive recognition, it is important to ensure the brand is applied consistently and cohesively. When applied in visual or physical executions, the brand also becomes a valuable promotional property in its own right.

The Participants that associate with Expo 2020 Dubai do so because they support and believe in the values that sit at the core of our brand. They commit to working with us to bring Expo vision, ideals and values to life, in addition to benefiting from the value added by their association with us.

# Ambush marketing

As Expo 2020 Dubai nears and excitement for the event grows, it is understandable that many entities would want to associate themselves with Expo, raising their own profile in the process.

However, only Official and Non-Official Participants hold the right to associate with Expo in this way.

Ambush marketing is the term used to describe the act of creating a false or unauthorised association with Expo, whether intentional or not. For example, a company may use the Expo 2020 Dubai logo on their website to benefit from the association, without being permitted to do so.

Though ambush marketing is usually a commercial practice, many global events have seen non-commercial organisations making inappropriate associations in this way. For example, an NGO may host an “Expo themed” event in the community. Even though this event is clearly well intentioned, it undermines the ability of Expo 2020 Dubai to offer true exclusivity to our Participants in the use of our brand.

This practice also makes it difficult for the public to understand which Participants are truly associated with Expo and which are not, diluting the value of our brand and, in serious cases, being harmful to it.

The Expo 2020 Dubai Brand Team is actively engaged in various monitoring activities to prevent and take the required action on ambush marketing, but we also ask for your help in reporting any suspicious or illegal activity.

# Protected marks

All of the following names, words, marks and logos relating to Expo 2020 Dubai and its programmes and initiatives are legally protected and owned by or licensed to Expo 2020 Dubai:

**1. The official logomark**

**2. The official logotype**

Expo 2020 Dubai United Arab Emirates (UAE)

**3. The official theme**

تواصل العقول وصنع المستقبل

Connecting Minds, Creating the Future

1. The official logomark



2. The official logotype

إكسبو 2020 EXPO  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES

إكسبو 2020 دبي  
الإمارات العربية المتحدة

EXPO  
2020  
DUBAI  
UAE

3. The official theme

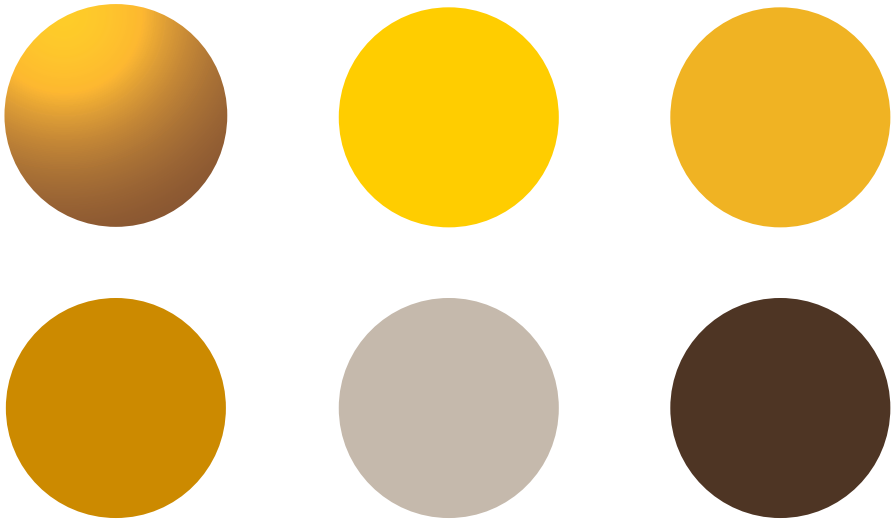
تواصل العقول  
وصنع المستقبل



CONNECTING MINDS,  
CREATING THE FUTURE

# Colour overview

Expo colours communicate the spirit of the Expo 2020 Dubai, its themes, programmes and initiatives. Inspired from the region, the colours are rich and bold to reflect a brand that is inspiring, curious and inclusive – an Expo for everyone.

Principal colours



	Name	Pantone®	CMYK	RGB	HEX
	Gradient				
	Yellow	PMS 116	C0 M14 Y100 K0	R255 G205 B0	#FFCD00
	Light Yellow	PMS 7409	C0 M31 Y100 K0	R240 G179 B35	#F0B323
	Dark Yellow	PMS 131	C2 M39 Y100 K10	R204 G138 B0	#CC8A00
	Sand	PMS 7528	C5 M10 Y17 K16	R197 G185 B172	#C5B9AC
	Brown	PMS 2322	C32 M72 Y100 K81	R78 G53 B36	#4E3524

# Participant tier overview

There are two types of Expo 2020 Dubai Participants, both contributing to the Expo in different but important ways:

## Official Participants

Official Participants are defined as foreign governments or international organisations that have received and accepted the official invitation from the Government of the UAE to participate in Expo 2020 (e.g. countries, multilateral organisations). These entities will hold the following designations:

- Official Participant
- Official Participant – (country name)

## Non-Official Participants

Non-Official Participants are defined as parties who have been authorised by the Commissioner General of the Exposition to participate outside Official Participant sections (e.g. corporates, NGOs, academic institutions, think tanks, cities, global initiatives). These entities will hold the specific designation of 'Participant'.

Logo usage	Expo 2020 Dubai standalone with designation	Expo 2020 Dubai logo lockup with Official Participant logo and designation	Expo 2020 Dubai logo lockup with Participant's country flag and designation
Official Participants			
			
Non-Official Participants			
			

# Role of Official and Non-Official Participant

It is an honour to host the world at Expo 2020 Dubai. We live in an age where these unprecedented and interconnected imperatives can only be addressed through collaboration and co-operation – between governments, businesses, civil society and people all over the world. Our world has never been more connected, and the opportunities for shared thinking, for collective development, and for beneficial trade and commerce have never been greater.

That's why 'Connecting Minds, Creating the Future' is the theme that will run through everything Expo 2020 Dubai does, from now until 2020 and beyond. Hosting a successful Expo relies on our ability to infuse the event with the unique spirit, promise and character of Dubai and the UAE. A nation built on the connections between seven emirates and the people of 200 nationalities who call this place home, and come here to seek a better future.

Our Participants play an important role in achieving this vision through their valuable support to and affiliation with Expo 2020 Dubai.

Our Participants are ambassadors for Expo 2020 Dubai. They embody the connections we aim to build, between the millions of people who visit, the 200 plus nations and businesses who take part and the communities here in the UAE, as we come together in Expo 2020 Dubai with one purpose: to explore ways to build a better future for all.

Specific activities our Participants may deliver in support of Expo 2020 Dubai include:

- Financial contributions to enhance the delivery and hosting of Expo 2020 Dubai
- Affiliation of their brand to further strengthen and add value to the Expo 2020 Dubai brand
- Promoting Expo 2020 Dubai through products and services
- Sharing information about Expo 2020 Dubai and its initiatives with global citizens, broadening the range of connections being made and the legacy Expo is able to leave behind.

Official Participant

# Official Participant logo variations: Overview

Official Participants are offered exclusive rights to use the Expo 2020 Dubai Official Participants logo. There are three main versions for the use of Expo 2020 Dubai logo:

1. Standalone with Official Participant designation
2. Logo lockup with Official Participant logo and designation
3. Logo lockup with Official Participant country flag and designation including country name

These versions are available for use depending on the context.

The English versions are the preferred option for international markets.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

## IMPORTANT:

- Official Participant designation must not be modified
- Official Participant designation should not be replaced by a country's slogan
- Countries can use their slogan if it is part of the Official Participant logo
- A country name can be used in the designation only when a country flag is used

1. Standalone with Official Participant designation



2. Logo lockup with Official Participant logo and designation



3. Logo lockup with Official Participant country flag and designation including country name





# 1.

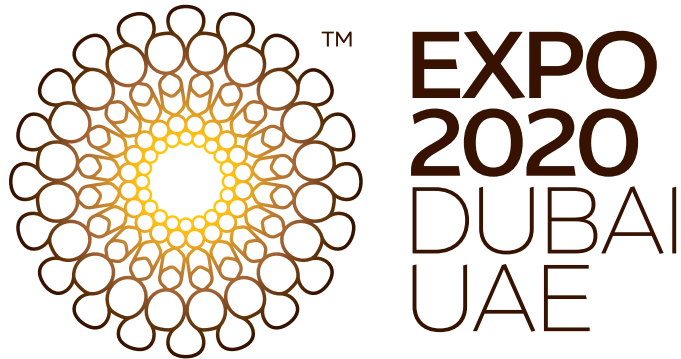
Standalone with Official Participant designation

## Standalone with Official Participant designation – English

The English version is the preferred option for international markets.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Standalone English version (preferred)



OFFICIAL PARTICIPANT

# Standalone with Official Participant designation – Arabic and dual language

These versions are available for use depending on the context.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Standalone Arabic version



– Standalone dual language version



# Standalone with Official Participant designation – logo usage

There are three ways to use the logo with designation:

1. Full colour on a white transparent panel (preferred)
2. Full colour on a white or light background (preferred)
3. White version on a dark or black background to be used only when the preferred full colour options cannot be used

1. Full colour on a white transparent panel set at 90% opacity



1. The sizing of a left aligned white panel



2. Full colour on a white or light background



3. White version on a dark or black background



# Standalone with Official Participant designation – clear space and sizing

## Clear space

To protect the Expo 2020 Dubai logo with designation and to ensure legibility, each component has been spaced and positioned based on the centre circle of the Expo 2020 Dubai logomark.

The same principles apply for all Expo 2020 Dubai logo versions.

## Sizing the <sup>TM</sup>

The Expo 2020 Dubai logomark has a trademark symbol (<sup>TM</sup>) and is required to maintain and protect our ownership. As a general rule the <sup>TM</sup> symbol must always be used with the logo.

When using the logomark at extremely large or extremely small sizes, the trademark symbol might become too prominent or illegible. In these situations, visually adjust the symbol. In limited cases, the <sup>TM</sup> could be removed when it becomes a visual or functional hindrance, such applications include:

- Restricted space or small items
- Building signage
- Large-sized outdoor advertising (e.g. billboards)

Expo 2020 Dubai brand assets must never be extracted from PDF or other electronic mediums and must only be produced from master artworks.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.



# 2.

Logo lockup with Official Participant logo and designation

# Logo lockup with Official Participant logo and designation – English

The English version is the preferred option for international markets.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Logo lockup English version (preferred)



OFFICIAL PARTICIPANT

# Logo lockup with Official Participant logo and designation – Arabic and dual language

These versions are available for use depending on the context.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

## – Logo lockup Arabic version



## – Logo lockup dual language version





# Logo lockup with Official Participant logo and designation – logo usage

There are three ways to use the logo with designation:

1. Full colour on a white transparent panel (preferred)
2. Full colour on a white or light background (preferred)
3. White version on a dark or black background to be used only when the preferred full colour options cannot be used

1. Full colour on a white transparent panel set at 90% opacity



2. Full colour on a white or light background



1. The sizing of a left aligned white panel



3. White version on a dark or black background



# Logo lockup with Official Participant logo and designation – clear space and sizing

## Clear space

To protect the Expo 2020 Dubai logo with designation and to ensure legibility, each component of the logo lockup has been spaced and positioned based on the centre circle of the Expo 2020 Dubai logomark.

The same principles apply for all Expo 2020 Dubai logo versions.

## Sizing the <sup>TM</sup>

The Expo 2020 Dubai logomark has a trademark symbol (<sup>TM</sup>) and is required to maintain and protect our ownership. As a general rule the <sup>TM</sup> symbol must always be used with the logo.

When using the logomark at extremely large or extremely small sizes, the trademark symbol might become too prominent or illegible. In these situations, visually adjust the symbol. In limited cases, the <sup>TM</sup> could be removed when it becomes a visual or functional hindrance, such applications include:

- Restricted space or small items
- Building signage
- Large-sized outdoor advertising (e.g. billboards)

## 1. Horizontal Participant logo lockup

The Participant logo height should not exceed the height of the centre point of the word "EXPO", and the baseline should not exceed the height of the centre point of the word "UAE" as shown here.

## 2. Vertical Participant logo lockup

The Participant logo height should be equal to the height of the "EXPO 2020 DUBAI UAE", wordmark.

Expo 2020 Dubai brand assets must never be extracted from PDF or other electronic mediums and must only be produced from master artworks.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

## 1. Horizontal Participant logo lockup



## 2. Vertical Participant logo lockup



# Logo lockup with Official Participant logo and designation – actual examples for UAE

Using the UAE Pavilion and country emblem is solely to demonstrate the use of these two categories.

– Pavilion logo



– Country emblem



3.

Logo lockup with Official Participant country flag  
and designation including country name

# Logo lockup with Official Participant country flag and designation including country name – English

The English version is the preferred option for international markets.

Depending on the shape of your country's flag, either the rectangular or square layout will be used, as shown opposite.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Logo lockup English version rectangular (preferred)



OFFICIAL PARTICIPANT – (COUNTRY NAME)

– Logo lockup English version square (preferred)



OFFICIAL PARTICIPANT – (COUNTRY NAME)

# Logo lockup with Official Participant country flag and designation including country name – Arabic and dual language

These versions are available for use depending on the context.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

## – Logo lockup Arabic version



## – Logo lockup dual language version



# Logo lockup with Official Participant country flag and designation including country name – logo usage

There are three ways to use the logo with designation:

1. Full colour on a white transparent panel (preferred)
2. Full colour on a white or light background (preferred)
3. Since it is prohibited to manipulate a flag's colours, the full colour version must be used on a white transparent panel for dark backgrounds

1. Full colour on a white transparent panel set at 90% opacity



2. Full colour on a white or light background



1. The sizing of a left aligned white panel



3. Full colour on a white transparent panel set at 90% opacity





# Logo lockup with Official Participant country flag and designation including country name – clear space and sizing

## Clear space

To protect the Expo 2020 Dubai logo with designation and to ensure legibility, each component of the logo lockup has been spaced and positioned based on the centre circle of the Expo 2020 Dubai logomark.

The same principles apply for all Expo 2020 Dubai logo versions.

## Sizing the <sup>TM</sup>

The Expo 2020 Dubai logomark has a trademark symbol (<sup>TM</sup>) and is required to maintain and protect our ownership. As a general rule the <sup>TM</sup> symbol must always be used with the logo.

When using the logomark at extremely large or extremely small sizes, the trademark symbol might become too prominent or illegible. In these situations, visually adjust the symbol. In limited cases, the <sup>TM</sup> could be removed when it becomes a visual or functional hindrance, such applications include:

- Restricted space or small items
- Building signage
- Large-sized outdoor advertising (e.g. billboards)

The Participant flag height should not exceed the height of the centre point of the word "EXPO", and the baseline should not exceed the height of the centre point of the word "UAE" as shown here.

Expo 2020 Dubai brand assets must never be extracted from PDF or other electronic mediums and must only be produced from master artworks.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.





# Logo lockup with Official Participant country flag and designation including country name – actual examples for UAE

Using the UAE flag is solely to demonstrate the use of a country's flag.

– Rectangular flag



OFFICIAL PARTICIPANT – UNITED ARAB EMIRATES

– Square flag \*



OFFICIAL PARTICIPANT – UNITED ARAB EMIRATES

\* For illustrative purposes only. The UAE flag should always be in the rectangular shape.

# Official Participant logo don'ts

To protect the equity of the Expo 2020 Dubai logo and the equity of the designation, please follow this guidance:

1. Logos should not be resized separately in the logo lockup
2. Elements should not be reordered
3. Colour palettes should not be changed
4. Expo brand colours should not be used for your logo
5. Vertical versions should not be created
6. Designation lines should not be changed even if it is the country's official slogan
7. Dotted line should not be changed
8. Elements should not be removed

- ❌ 1. Logos should not be resized separately in the logo lockup



- ❌ 2. Elements should not be reordered



- ❌ 3. Colour palettes should not be changed



- ❌ 4. Expo brand colours should not be used for your logo



- ❌ 5. Vertical versions should not be created



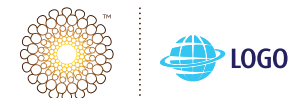
- ❌ 6. Designation lines should not be changed



- ❌ 7. Dotted line should not be changed



- ❌ 8. Elements should not be removed



## Non-Official Participant

# Non-Official Participant logo variations: Overview

Non-Official Participants are offered rights to use the Expo 2020 Dubai Non-Official Participant logo. There are two main versions for the use of Expo 2020 Dubai logo:

1. Standalone with Non-Official Participant designation
2. Logo lockup with Non-Official Participant logo and designation

PLEASE NOTE: The designation for Non-Official Participants is always 'Participant'.

These versions are available for use depending on the context.

The English versions are the preferred option for international markets.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

1. Standalone with Non-Official Participant designation



PARTICIPANT

2. Logo lockup with Non-Official Participant logo and designation



PARTICIPANT

# 1.

Standalone with Non-Official Participant designation

# Standalone with Non-Official Participant designation – English

The English version is the preferred option for international markets.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Standalone English version (preferred)



PARTICIPANT

# Standalone with Non-Official Participant designation – Arabic and dual language

These versions are available for use depending on the context.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Standalone Arabic version



– Standalone dual language version



# Standalone with Non-Official Participant designation – logo usage

**There are three ways to use the logo with designation:**

1. Full colour on a white transparent panel (preferred)
2. Full colour on a white or light background (preferred)
3. White version on a dark or black background used only when the preferred full colour options cannot be used

## **White panel size**

The white panel that holds the logo with designation should be sized as below. The white panel is set at 90% opacity.

1. The sizing of a left aligned white panel



1. Full colour on a white transparent panel set at 90% opacity



2. Full colour on a white or light background



3. White version on a dark or black background





# Standalone with Non-Official Participant designation – clear space and sizing

## Clear space

To protect the Expo 2020 Dubai logo with designation and to ensure legibility, each component has been spaced and positioned based on the centre circle of the Expo 2020 Dubai logomark.

The same principles apply for all Expo 2020 Dubai logo versions.

## Sizing the <sup>TM</sup>

The Expo 2020 Dubai logomark has a trademark symbol (<sup>TM</sup>) and is required to maintain and protect our ownership. As a general rule the <sup>TM</sup> symbol must always be used with the logo.

When using the logomark at extremely large or extremely small sizes, the trademark symbol might become too prominent or illegible. In these situations, visually adjust the symbol. In limited cases, the <sup>TM</sup> could be removed when it becomes a visual or functional hindrance, such applications include:

- Restricted space or small items
- Building signage
- Large-sized outdoor advertising (e.g. billboards)

Expo 2020 Dubai brand assets must never be extracted from PDF or other electronic mediums and must only be produced from master artworks.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.



# 2.

Logo lockup with Non-Official Participant logo and designation

# Logo lockup with Non-Official Participant logo and designation – English

The English version is the preferred option for international markets.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Logo lockup English version (preferred)



# Logo lockup with Non-Official Participant logo and designation – Arabic and dual language

These versions are available for use depending on the context.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

– Logo lockup Arabic version



– Logo lockup dual language version



# Logo lockup with Non-Official Participant logo and designation – logo usage

**There are three ways to use the logo with designation:**

1. Full colour on a white transparent panel (preferred)
2. Full colour on a white or light background (preferred)
3. White version on a dark or black background used only when the preferred full colour options cannot be used

## **White panel size**

The white panel that holds the logo with designation should be sized as below. The white panel is set at 90% opacity.

1. The sizing of a left aligned white panel



1. Full colour on a white transparent panel set at 90% opacity



2. Full colour on a white or light background



3. White version on a dark or black background



# Logo lockup with Non-Official Participant logo and designation – clear space and sizing

## Clear space

To protect the Expo 2020 Dubai logo with designation and to ensure legibility, each component of the lockup has been spaced and positioned based on the centre circle of the Expo 2020 Dubai logomark.

The same principles apply for all Expo 2020 Dubai logo versions.

## Sizing the <sup>TM</sup>

The Expo 2020 Dubai logomark has a trademark symbol (<sup>TM</sup>) and is required to maintain and protect our ownership. As a general rule the <sup>TM</sup> symbol must always be used with the logo.

When using the logomark at extremely large or extremely small sizes, the trademark symbol might become too prominent or illegible. In these situations, visually adjust the symbol. In limited cases, the <sup>TM</sup> could be removed when it becomes a visual or functional hindrance, such applications include:

- Restricted space or small items
- Building signage
- Large-sized outdoor advertising (e.g. billboards)

## 1. Horizontal Participant logo lockup

The Participant logo height should not exceed the height of the centre point of the word "EXPO", and the baseline should not exceed the height of the centre point of the word "UAE" as shown here.

## 2. Vertical Participant logo lockup

The Participant logo height should be equal to the height of the "EXPO 2020 DUBAI UAE", wordmark.

Expo 2020 Dubai brand assets must never be extracted from PDF or other electronic mediums and must only be produced from master artworks.

Master artworks for all elements can be requested by contacting the Expo 2020 Dubai International Participants Team.

## 1. Horizontal Participant logo lockup



## 2. Vertical Participant logo lockup



# Logo lockup with Non-Official Participant logo and designation – actual examples for UAE

Using the city and corporate branding is solely to demonstrate the use of these two categories.

– City branding \*



– Corporate branding \*



\* For illustrative purposes only.

# Non-Official Participant logo don'ts

To protect the equity of the Expo 2020 Dubai logo and the equity of the designation, please follow this guidance:

1. Logos should not be resized separately in the logo lockup
2. Elements should not be reordered
3. Colour palettes should not be changed
4. Expo brand colours should not be used for your logo
5. Vertical versions should not be created
6. Designation lines should not be changed
7. Dotted line should not be changed
8. Elements should not be removed

- ❌ 1. Logos should not be resized separately in the logo lockup



- ❌ 5. Vertical versions should not be created



- ❌ 2. Elements should not be reordered



- ❌ 6. Designation lines should not be changed



- ❌ 3. Colour palettes should not be changed



- ❌ 7. Dotted line should not be changed



- ❌ 4. Expo brand colours should not be used for your logo



- ❌ 8. Elements should not be removed





# Use of the Expo 2020 Dubai brand

This section is applicable to both Official and Non-Official Participants

# Use of the Expo 2020 Dubai brand

## Right of usage

Expo 2020 Dubai protects its brand in the same way other businesses, events or organisations do – by registering our brands and relying on intellectual property laws to preserve these rights. Our brand governance also includes the protection of rights to associate with our brand.

Therefore, the Expo 2020 Dubai Brand Team may take action against entities that are found to misuse or illegally associate with Expo 2020 Dubai. This would include the misuse of any protected elements relating to the Expo brand, including words, logos or marks – or a combination of these.

As excitement for Expo 2020 Dubai builds, it is natural that people and organisations will want to show their support of Expo. The Expo 2020 Dubai Brand Team will review usage of the Expo brand, to ensure it is always applied in an appropriate manner. Sometimes, this may also take into account the context of the usage and overall impression.

## Usage for Participants

Participants hold an exclusive right to associate with Expo 2020 Dubai. This right is non-transferable.

In addition to the logos with designation, Participants may use related 'expressions' to describe their role or participation with Expo 2020 Dubai as long as it's a combination of 'Expo 2020 Dubai' and an approved 'designation', such as:

- ✓ – **Official Participant of Expo 2020 Dubai®**
- **Expo 2020 Dubai® Official Participant**
- **Participant of Expo 2020 Dubai®**

These examples are meant to serve as general guidance, but are not an exhaustive list.

As general guidance, please keep in mind:

- When the logo with designation appears on a Participant's communications, information materials or in other contexts, it is "hosted" by the Participant's visual brand. In other words, the Participants should use their own brand identity (including themes, colours, fonts, and imagery) to avoid implying that the communication is coming from Expo 2020 Dubai
- The Expo 2020 Dubai brand can be used editorially, but only when the subject matter relates to Expo 2020 Dubai, the use of the brand supports the content, and the correct expressions are used
- Participants may use the Expo 2020 Dubai brand for commercial purposes only after receiving an approval from the Retail and Licensing Team via your Expo 2020 Dubai Country Manager. Participants should always comply with the guidance set forth in this document
- When using the Expo 2020 Dubai standalone logo with Official Participant designation it should always appear the same size or smaller than the Official Participant logo.

The examples on the following pages are for illustrative purposes only and are not intended to describe an exhaustive list of scenarios.

# Use of the Expo 2020 Dubai brand

## Events

When hosting or facilitating events, Participants may use the official logo with designation. This right is non-transferable to third parties. Additionally, Expo 2020 Dubai will produce a range of events and programmes with its Participants leading up to and throughout the Expo.



✓ **DO** use the logo with designation on event materials, keeping the Participant's visual look and feel

✗ **DO NOT** use the Expo 2020 Dubai logo lockup to sponsor third party events

# Use of the Expo 2020 Dubai brand

## Merchandising and promotional products

The official retail activations of Expo 2020 Dubai and our Participants provide an essential source of revenue for the Expo, so it is important to protect the commercial value of these assets.

Participants may create promotional and marketing giveaways featuring the approved logo formats, such as team outfitting and corporate premiums and gifts.

The design and quantity of any products featuring the Expo 2020 Dubai logo must be submitted for approval by both the Commercial Team and the Expo 2020 Dubai Brand Team prior to production.

Licensing opportunities exist for Participants wanting to merchandise products featuring the approved logo formats. Please contact Expo 2020 Dubai Retail and Licensing to learn more about the opportunity.

- ✓ **DO** use the approved logo for not-for-profit uses, such as team outfits or giveaways



- ✓ **DO** secure a license to create for-profit merchandise with the approved logo and designation

# Use of the Expo 2020 Dubai brand

## Websites and domain names

Expo 2020 Dubai has an official presence online and on the main social networks, such as:

👉  
🐦 Expo2020Dubai.ae  
twitter.com/Expo2020Dubai

Please link to these official sites, as they are the best source of current information.

## Websites and domain names:

**Custom 'Expo 2020 Dubai' related domain names are not permitted.** However, Participants may choose to use one of the following options:

### Option 1: Additional pages on Participants' existing URL

International Participants are permitted to create additional pages on their website with information relating to Expo or its participation at Expo 2020 Dubai. Participants will be able to use the name 'expo2020dubai' or 'expo2020' in their URL as shown below:

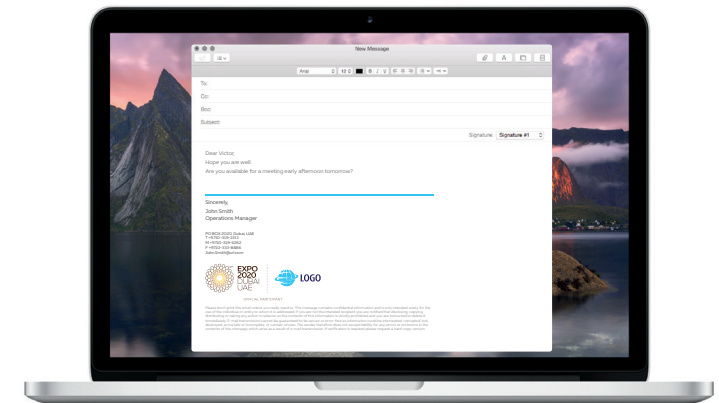
country official url/expo2020dubai  
country official url/expo2020

### Option 2: Dedicated page on Expo 2020 Dubai URL

International Participants can request to have a page on Expo 2020 Dubai website which would feature general information regarding the country's participation at Expo 2020 with a link that will direct visitors to more information hosted on Participants' owned website. Below is an example of the domain name for reference:

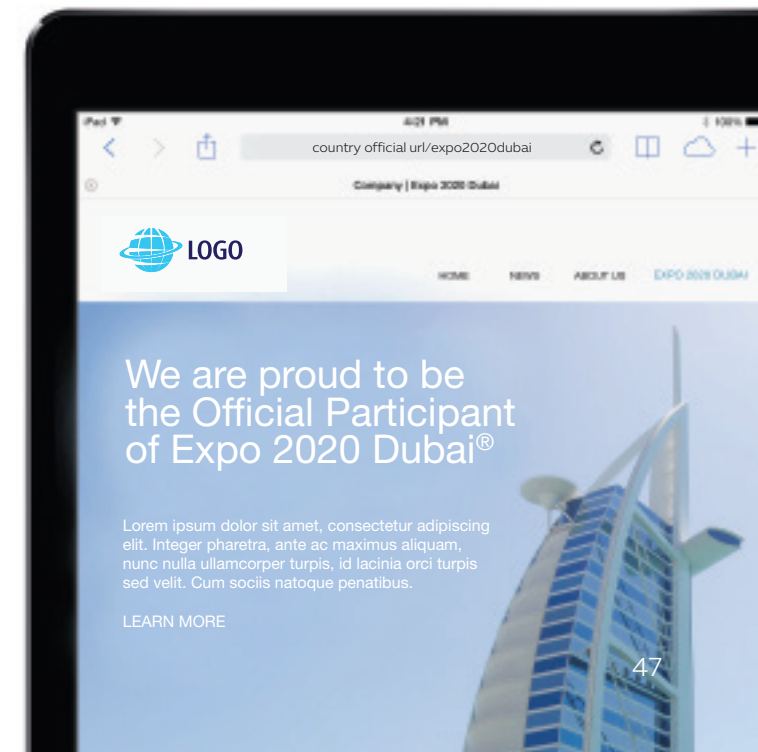
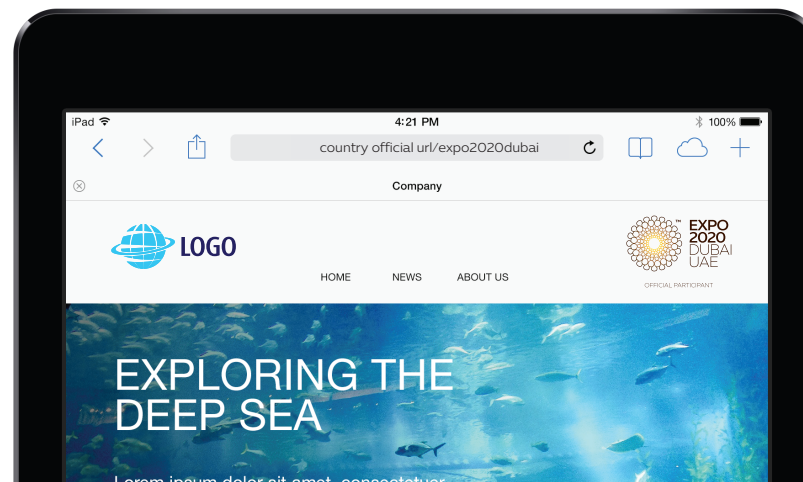
expo2020dubai.ae/participant name

✓ **DO** use the logo with designation on e-mail signatures



✓ **DO** create subpages with additional information about the participation and Expo 2020 Dubai

✓ **DO** create hyperlinks to the main Expo 2020 Dubai website using the logo with designation

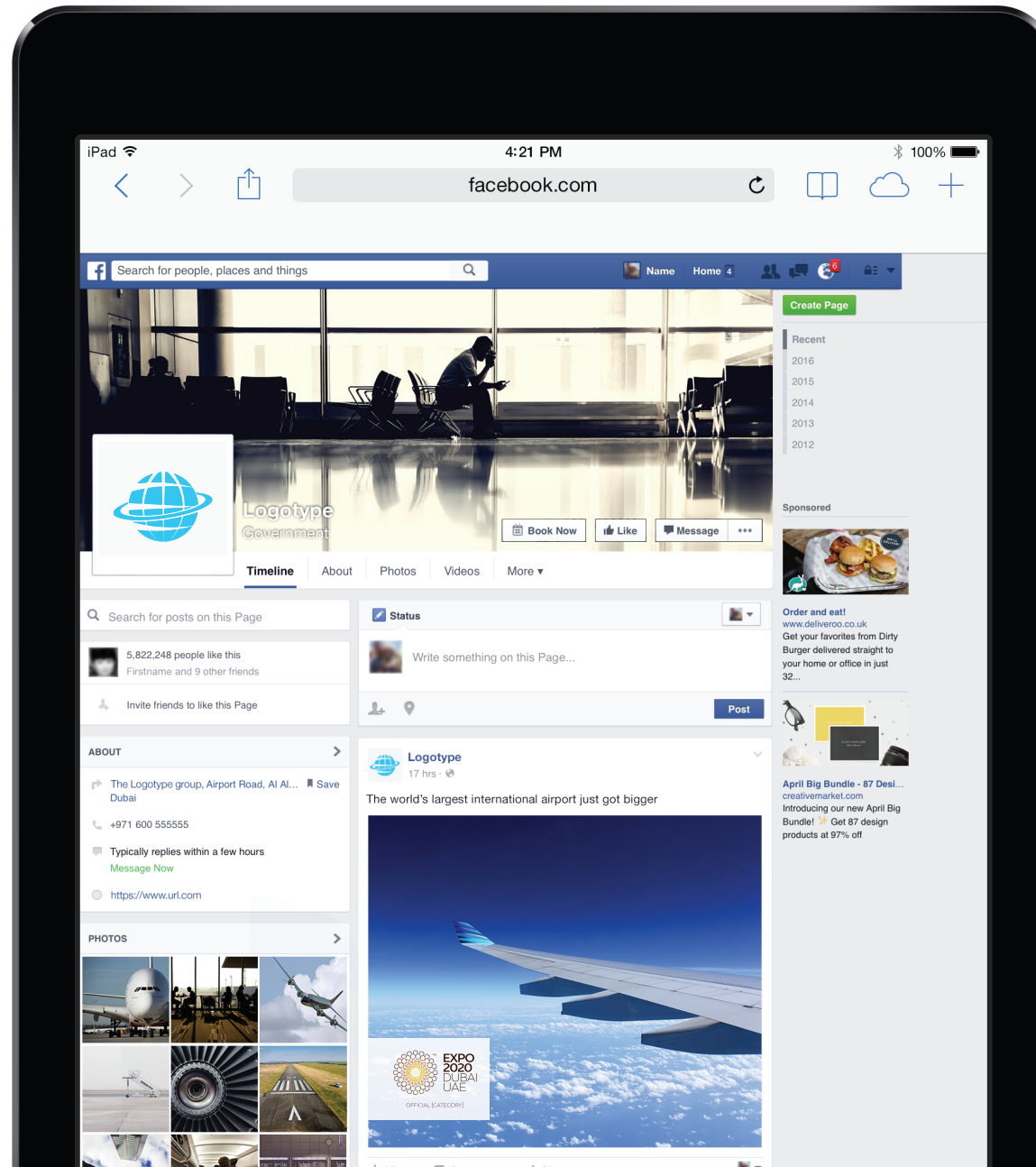


# Use of the Expo 2020 Dubai brand

## Social media

Participants may associate themselves with Expo 2020 Dubai on social media, but the overall look and feel of the communication must retain the Participant's brand.

The Expo logo with the designation should always appear the same size or smaller than the Participant's logo. Participants must always use the logo suite shared by the Country Manager or downloaded from the Brand Assets in the Participants' Portal.



- ✓ **DO** use Expo 2020 Dubai in social media to support Expo, including profile or banner images



# Use of the Expo 2020 Dubai brand

## Publications

Participants may reference and include information related to Expo 2020 Dubai in their publications, provided that the publication has no commercial goal or association.

Participants have the obligation and opportunity to promote and share accurate information about Expo 2020 Dubai, so it is expected they will make all reasonable efforts to provide the latest and most relevant information through their publications, as well as links to official sources of information such as [expo2020dubai.ae](https://expo2020dubai.ae)



✓ **DO** refer to Expo 2020 Dubai in the context of your publication



✓ **DO** use a recommended expression to describe your partnership with Expo 2020 Dubai

✗ **DO NOT** emulate the colour palette of Expo 2020 Dubai in publications

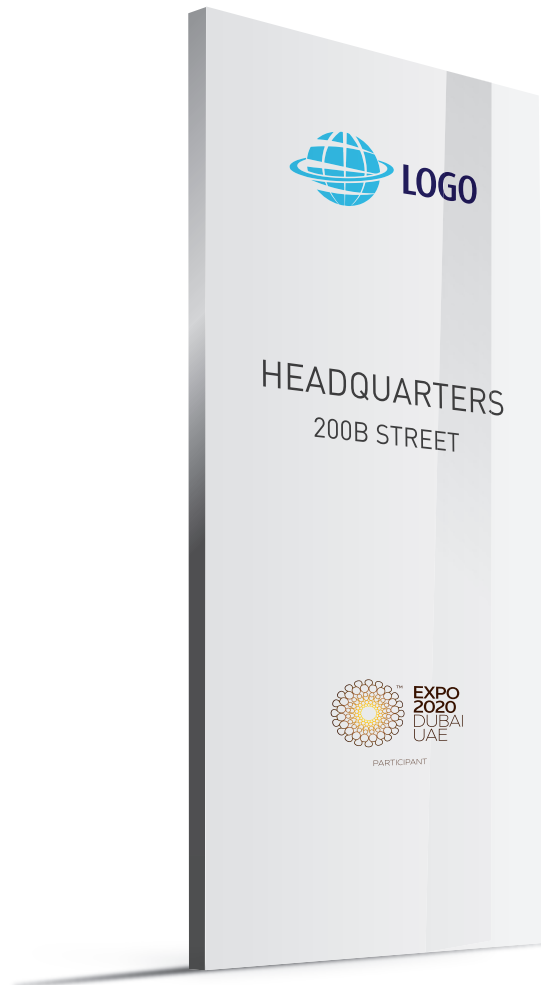


# Use of the Expo 2020 Dubai brand

## Corporate branding

Participants may use the logo with designation in conjunction with their corporate branding, as illustrated here.

For media and official announcements, the Participant should use their corporate press release template. The Expo 2020 Dubai Brand Team may release a complementary or supporting announcement using their own press release template.



✓ **DO** use on stationery and press releases



✓ **DO** use on flags

✓ **DO** use on building signage



# Use of the Expo 2020 Dubai brand

## Corporate branding

Participants may use the logo with designation in conjunction with their corporate branding, including transportation, products and services.



- ✓ **DO** use on corporate vehicles, such as service vans and chauffeur cars



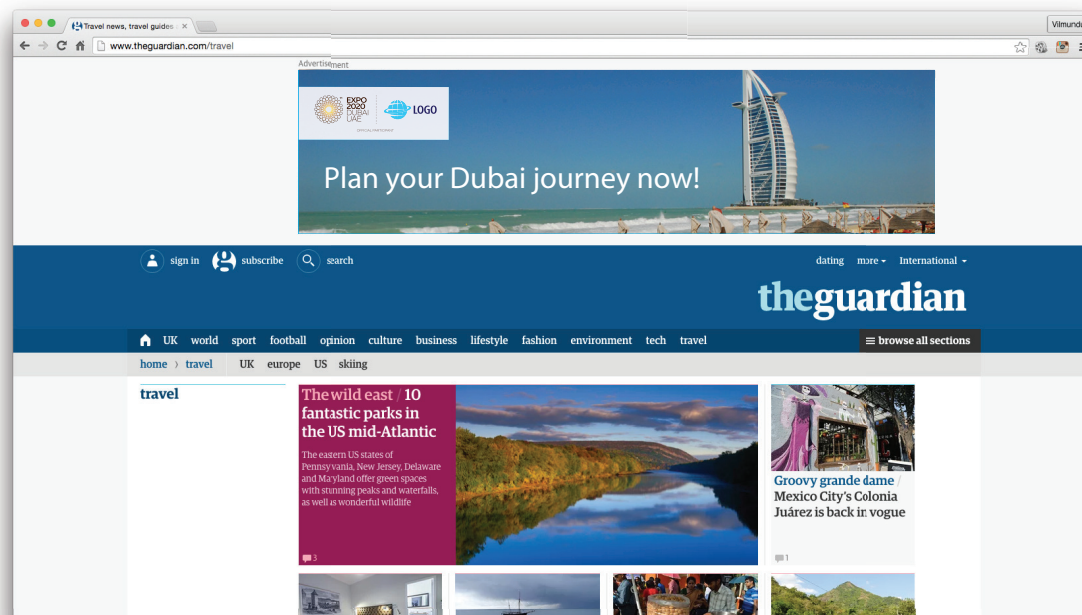
- ✓ **DO** use to support various commercial assets, such as kiosks and retail stores



# Use of the Expo 2020 Dubai brand

## Advertising

Participants may use the Expo 2020 Dubai brand in commercial activities, such as advertising or promotion.



✓ **DO** promote the Expo 2020 Dubai brand with commercial purposes

## Brand Assets within the Participant Portal

# Brand Assets within the Participant Portal

## Brand Assets on the Participants Portal

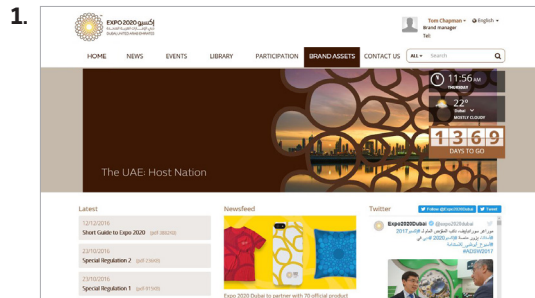
From 2017, Participants will have access to all Brand Assets via the Participants' Portal which will host logo suites and relevant brand assets. Participants will be able to view and download the Official & Non-Official Participants Brand guidelines, moving and still imagery. It also includes a workflow system that allows countries to submit work that can be viewed by the Country Manager and the Brand Team for review and approval. Further details will be made available on the portal.

The screenshot displays the Expo 2020 Dubai Participant Portal. At the top, the logo for EXPO 2020 دبي (Dubai United Arab Emirates) is visible. The navigation menu includes links for HOME, NEWS, EVENTS, LIBRARY, PARTICIPATION, BRAND ASSETS (highlighted), and CONTACT US. A user profile for Tom Chapman, Brand manager, is shown in the top right corner. A search bar is located next to the navigation menu. The main banner features a sunset view of the Dubai skyline with the text "The UAE: Host Nation". A weather widget indicates 11:56 AM, Thursday, 22°C, and 1369 days to go. The "Latest" section lists three documents: "Short Guide to Expo 2020" (pdf-3882KB), "Special Regulation 2" (pdf-236KB), and "Special Regulation 1" (pdf-915KB). The "Newsfeed" section shows a red t-shirt and a blue cushion. The "Twitter" section displays a tweet from @expo2020dubai with the text "موراعى سورالديتيف- فاليا المكونى العام لـ #اكسيو 2017 #بشقا، يزور منصة #اكسيو 2020 #ديي في #البروج اوتلان- لاجتماعية #ADSW2017" and a photo of two men.

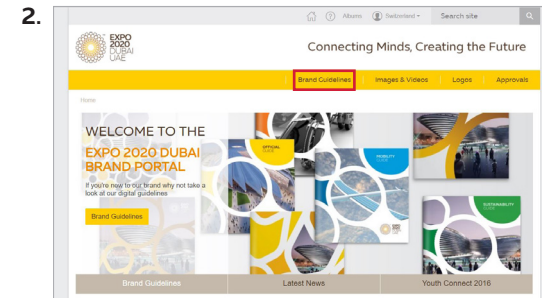


# Brand Assets within the Participant Portal

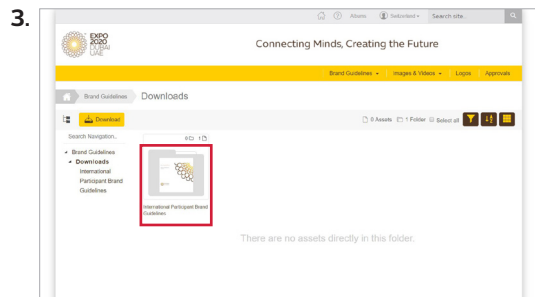
## Downloading guidelines



From the landing page select '**Brand Assets**'.



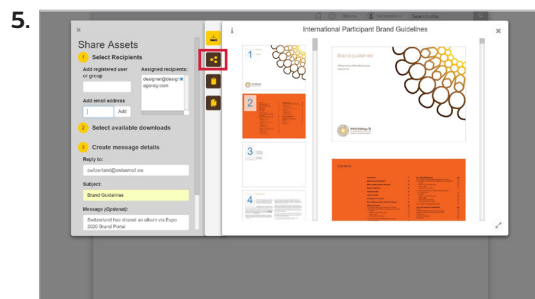
Then select '**Downloads**' from the Brand guidelines tab.



Participants will be directed to this screen which displays the brand guidelines folder. Click on the folder which will then take the Participant through to the PDF document.



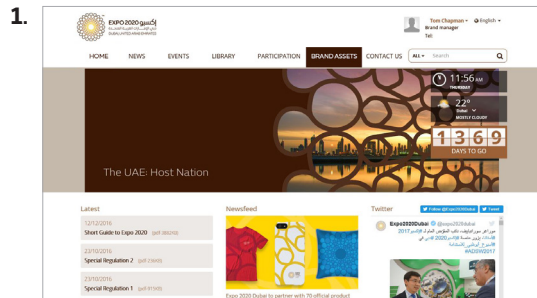
Participants then have the option to view a preview of the brand guidelines before downloading or sharing the asset. To download simply click the **download** button.



Once in preview mode, the Participant will be able to share the brand guidelines with agencies or suppliers. Simply select the **share** button and fill in the details.

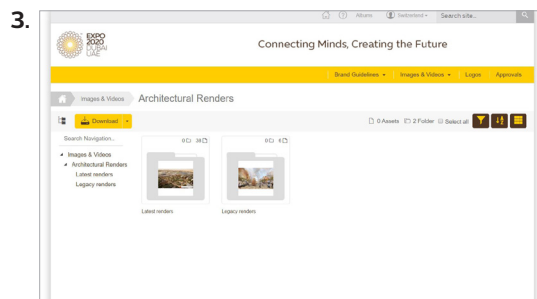
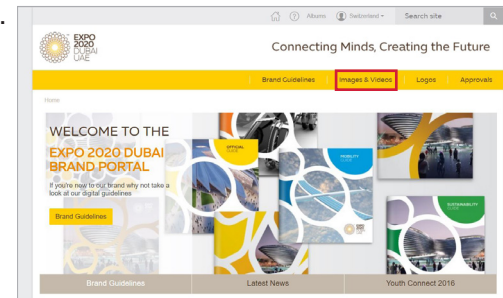
# Brand Assets within the Participant Portal

## Downloading imagery



From the landing page select '**Brand Assets**'.

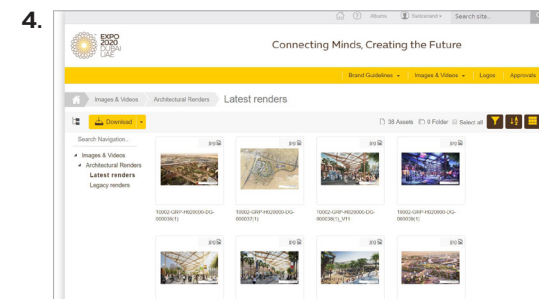
2. Select '**Images & Videos**' from the top menu bar.



The page displays two folders.

1. '**Latest renders**': the most recent architectural renders of the site.

2. '**Legacy renders**': architectural renders of the site following the completion of Expo 2020.



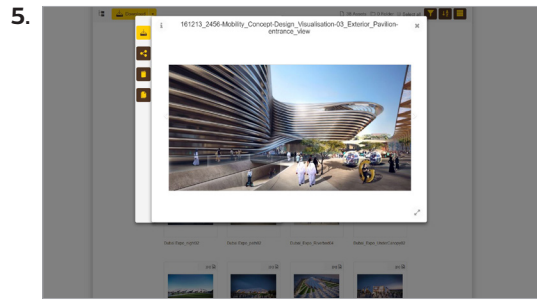
After selecting one of the folders the Participant will be presented with a number of images to scroll through.

Note: The images available on the Participant Portal are illustrations of the architects vision for Expo 2020 Dubai and do not depict the finished site.

*Continued on next page*

# Brand Assets within the Participant Portal

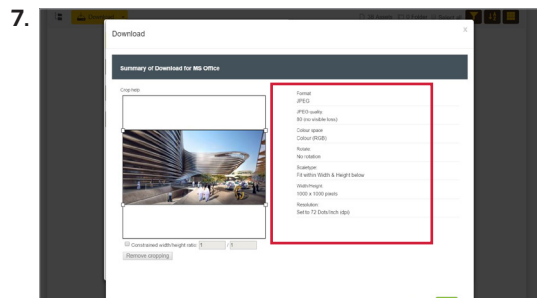
## Downloading imagery



Once an image is selected, it will present the Participant with a larger preview of the image.



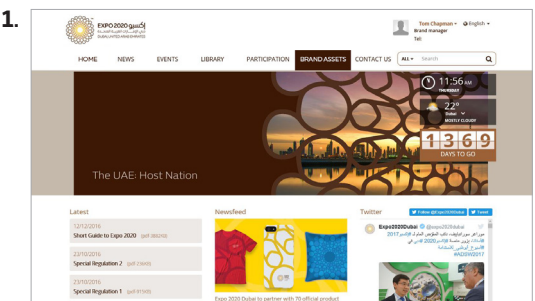
At this point, the Participant will have the option to **download** or **share** via email.



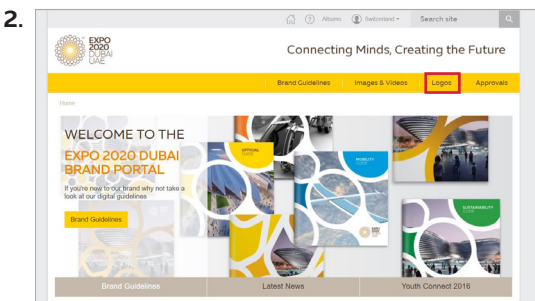
The site enables the Participant to download the original high resolution image versions for web or MS Office. Participants also have the option to create custom image settings.

# Brand Assets within the Participant Portal

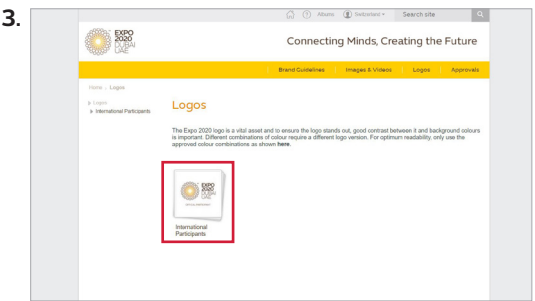
## Downloading logos



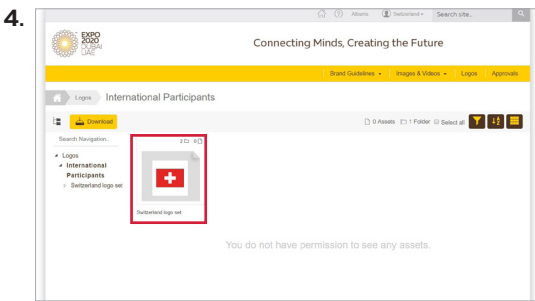
From the landing page select 'Brand Assets'.



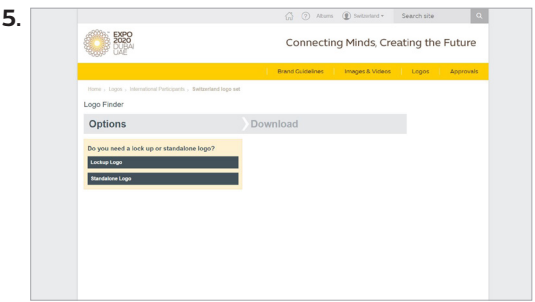
Select 'Logos' from the top menu bar.



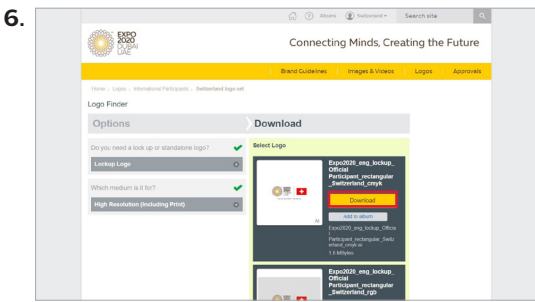
Participants will be directed to this screen which displays the logos folder. **Click on the folder.**



Participants will see their country specific logo suite. **Click to open the suite.**



Once selected, the site will present the Participant with a series of questions to understand what version of the logo they will require.

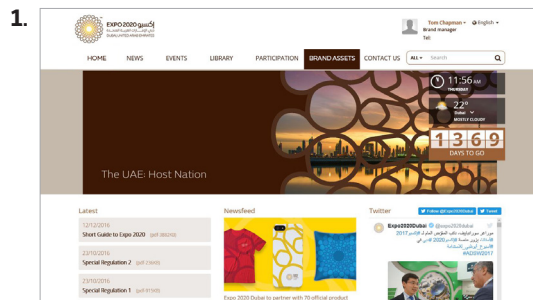


Once a logo is selected the Participant will be able to click 'download'.

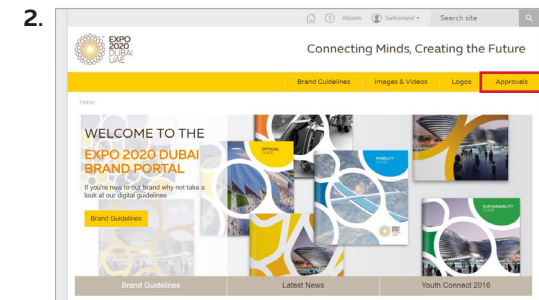


# Brand Assets within the Participant Portal

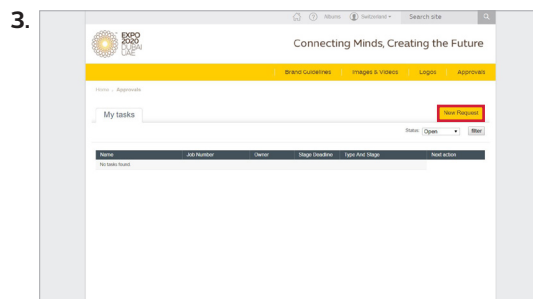
## Approval process



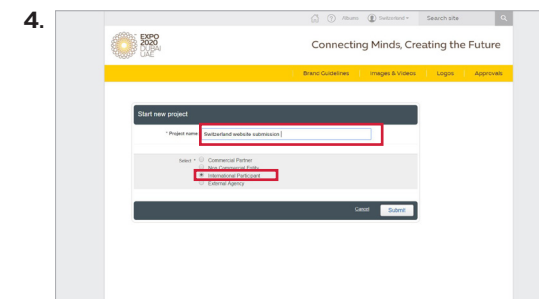
From the landing page select '**Brand Assets**'.



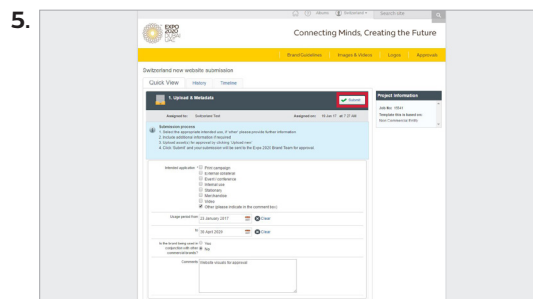
From the landing page select '**Approvals**' from the top menu bar.



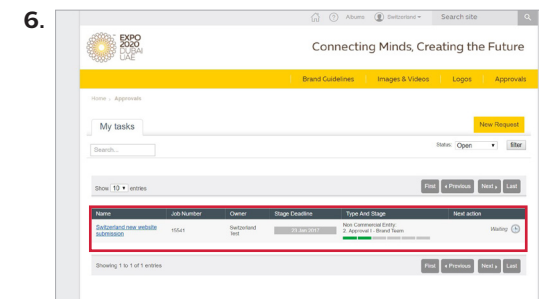
To submit a new request, simply select '**New Request**'.



Give the submission a **title** and select '**International Participant**' from the list.



A form then pops up which the Participant will need to **fill out**. Once complete, **upload** the asset that requires approval and click '**Submit**'. The application is then pending Expo 2020 approval.



If the Participant returns to the '**Approvals**' tab the site will list the submissions and show which stage in the approval process each one sits.

## Process and legal usage

# Approval process



## **Submit your item**

All use of Official Marks must be submitted for prior approval via the Participants' Portal to ensure the consistency of the brand



## **Check your IP**

Approval for any material will not extend to third party intellectual property rights or use of celebratory images



## **Approval**

All approval requests must be sent to the Country Manager. After 2017, all requests must be submitted on the Brand Assets section of the Participants' Portal



## **Feedback**

Once a submission has been received, the Participant will receive feedback within 10 working days. Please include this period in your production process



## **Refinements**

Communication will take place with your Country Manager until the design and final product has been approved



## **Send sample**

Once the pre-production sample is approved, please supply final samples of each branded item to your Country Manager

# Legal and usage information

Any name, word, mark, slogan, symbol, design, logo and/or any combination of these elements (each referred to as “Trademark” and collectively as “Trademarks”), relating to Expo 2020 Dubai® and its programmes and/or initiatives, are legally protected and owned by Expo 2020 Dubai®.

Registration of domain names comprising the variations of Expo 2020 Dubai, Dubai Expo 2020, Expo 2020, Expo Dubai, or 2020 Dubai are protected and owned by Expo 2020 Dubai®.

Upon receipt of the Expo 2020 Dubai Participant guidelines (the “guidelines”), the Participant must read, understand and comply to these guidelines.

Expo 2020 Dubai® Trademarks are valuable assets. In following these guidelines, the Participant is helping Expo 2020 Dubai® protect its valuable Trademark rights and strengthen its brand identities.

By using a Trademark or Trademarks, in whole or in part, the Participant acknowledges that Expo 2020 Dubai® is the sole owner of the Trademark and that it will not interfere with Expo 2020 Dubai® rights in the Trademark, including but limited to the registration of, or application to register such Trademark, alone or in combination with other words, in UAE or anywhere in the world.

Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

The Participant acknowledges that any submission of a design must be approved by Expo 2020 Dubai®. Once the approval is granted, the Participant agrees that the Expo 2020 Dubai® Trademark will be used only for the purposes requested and shall not be used in any other purpose or in a way that may compromise the Expo 2020 Dubai Trademarks emotional and commercial value.

The Participant acknowledges that any use of the Expo 2020 Dubai® assets must be submitted by an application and should be pre-approved by the Expo 2020 Dubai® Brand Team.

The submission of such applications must be in accordance with the procedures set out in the guidelines. The Expo 2020 Dubai® Brand Team shall use reasonable endeavours to notify the Participant of its decision within ten (10) working days of receiving the relevant applications.

Such use, in all cases, shall be in accordance with the guidelines.

The Participant is not allowed to use the Trademarks for commercial purposes without the prior written consent of Expo 2020 Dubai®.

The Participant shall use the Expo 2020 Dubai® assets in its sole interest within the scope of the Guidelines and for the purpose of supporting Expo 2020 Dubai®. No third party shall have the right to use any of the Expo 2020 Dubai® assets without the prior written consent of The Expo 2020 Dubai® Brand Team. The Entity shall not use the Expo 2020 Dubai® assets in any way which associates Expo 2020 Dubai® to any other event, entity, subsidiary or other party without the prior written consent of the Expo 2020 Dubai® Brand Team.

Expo 2020 Dubai® reserves the right to make any changes and updates deemed necessary to this guide and all the entities must comply with such alterations.

This guide shall not constitute a legal document, and it also does not define whether any activity may or may not infringe Expo 2020 Dubai® intellectual property rights.

Such definition will have to be made through a specific review, with approvals taking place on a case-by-case basis.

# Additional support

We thank you for your participation and look forward to working with you to create a consistent, distinct and meaningful Expo 2020 Dubai brand experience.

For additional support, please contact the Expo 2020 Dubai International Participants Team at [ip@expo2020.ae](mailto:ip@expo2020.ae)

