

BAHRAIN INTERNATIONAL
AIRSHOW
IN ASSOCIATION WITH FARNBOROUGH INTERNATIONAL

BRAND GUIDELINE

2024



INTRODUCTION

Welcome to Bahrain International Airshow Guidelines, where the brand personality is established through brand statement, values, visual and communication style.

The purpose of this document is to ensure the consistency of the brand across all platforms where BIAS exists, as well as visual cohesiveness to maintain brand recognition on an international scale.

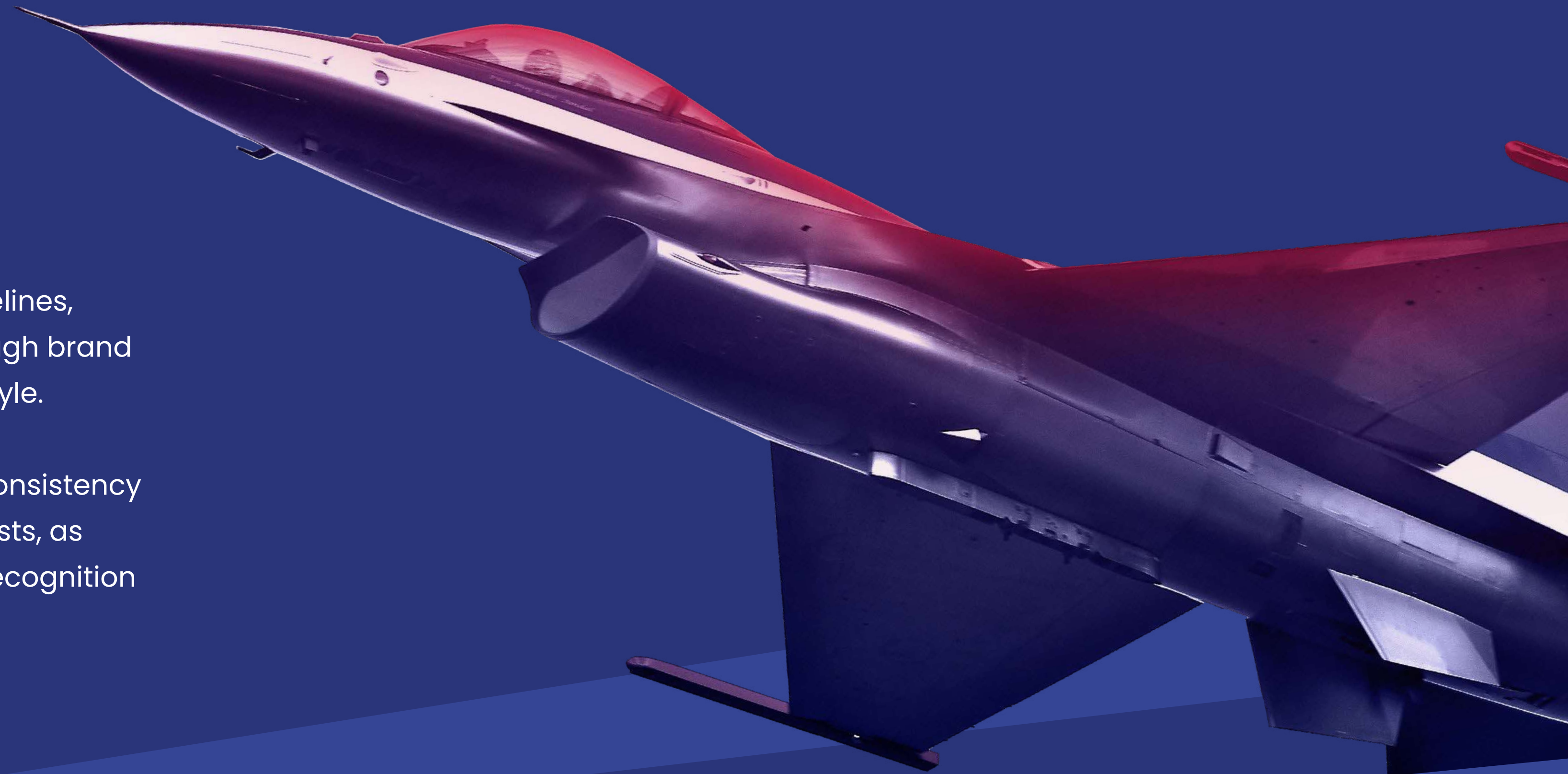


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01

Brand Strategy

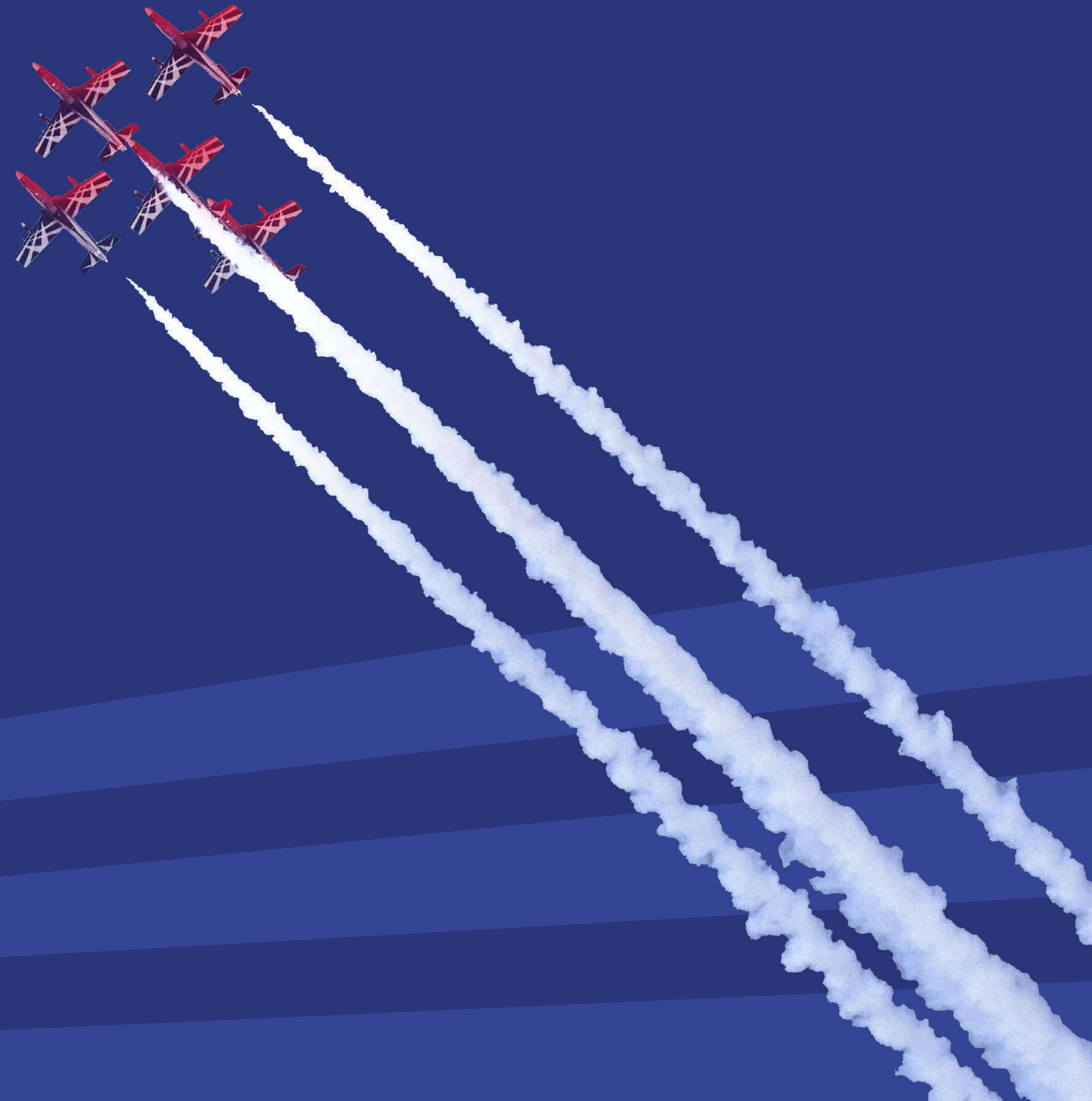


The Purpose of BIAS

While air shows are known to be entertaining with all the acrobatic moves the aviators perform, BIAS has more to it than just this. Our brand is likely to be perceived as the creative magician, as we tend to create a memorable experience that is special, timeless and meaningful for participants, and visitors alike. Which is demonstrated through top notch Bahraini hospitality.

► Tone of Voice

Conversational through text, and personal interactions. Creative, yet practical through visuals. And all while keeping it professional.



Values

Hospitality

Passion

Collaboration

Flexibility

Learning





What we offer

Prestigious boutique airshow.



Why we offer it

Bringing the aviation industry leaders together.



How we offer it

Providing a hospitable & personal networking environment.

02

BIAS Logo



The logo is a fundamental element of a brand's identity. A well-designed logo is instantly recognisable and serves as an immediate reminder of the company it represents. It conveys the brand's values, story, and mission through the use of colour, shape, and typography. A logo design can influence perceptions and emotions, driving customer loyalty and brand preference. Therefore, the design of our logo was approached with strategic consideration, as it plays a pivotal role in our brand's overall visual presentation and market presence.

The Concept

Our Logo is derived from the experience of observing the aerobatics moves the pilots perform during the airshow. The trails growing from wide to narrow on the front, like an arrow shot at speed, showing dimensional illusion of swift movement directed towards constant progress.

The thickness of the three lines grows thick to thin, portraying the aircraft motion when landing and taking off on the runway.



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BAHRAIN INTERNATIONAL

AIRSHOW

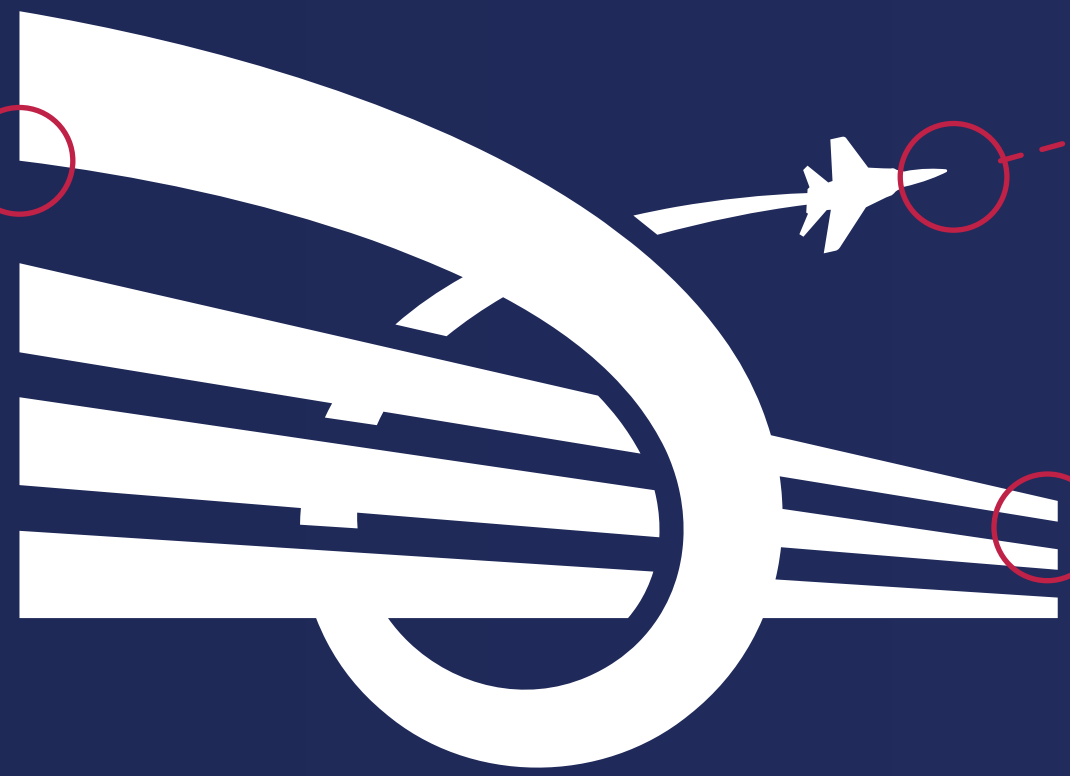
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Aircraft trail



Aircraft



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AIRSHOW
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Runway



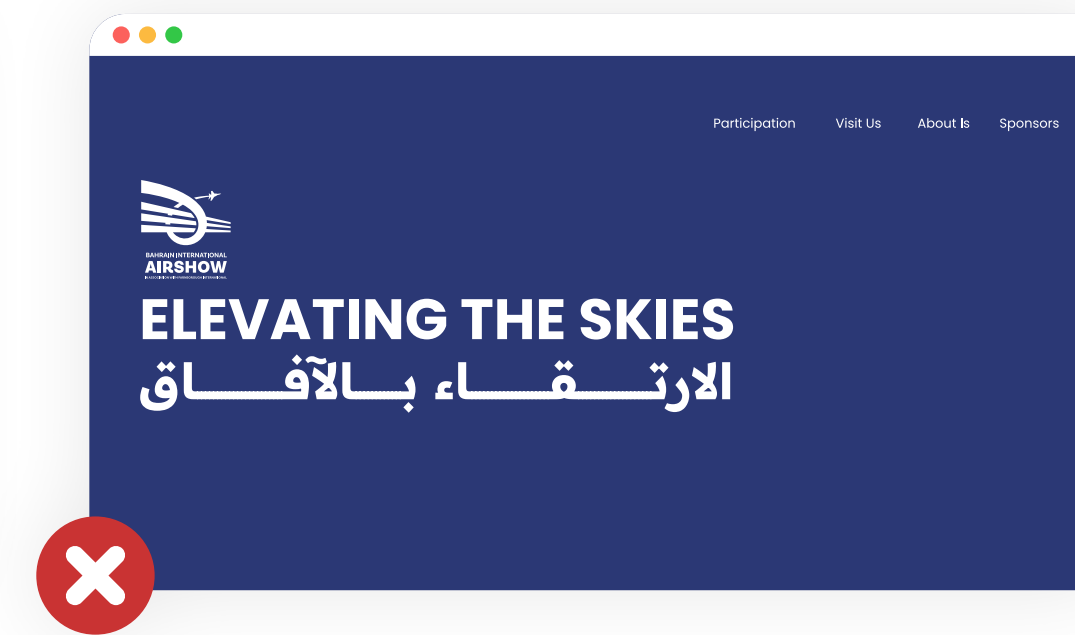
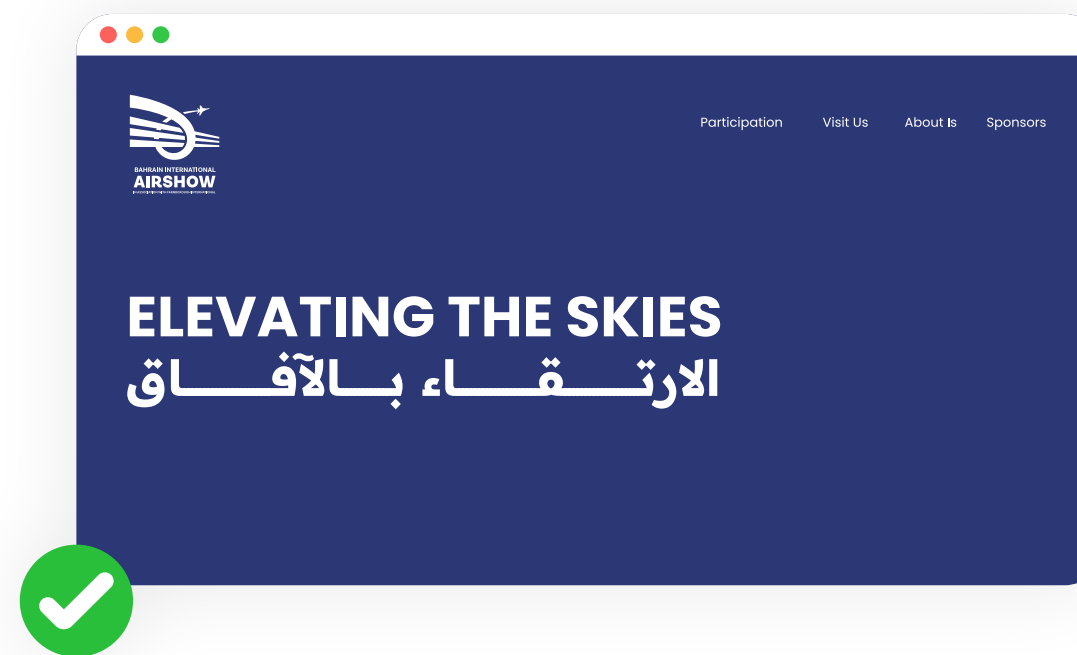
Clear Space

By providing guidelines for clear space, we ensure that our logo stands out and maintains its integrity, whether it's displayed on printed materials, digital platforms, or signages. The clear space allows our logo to breathe and draws attention to its unique design elements.

The safe space is measured twice as the variable Y - defined by the thicker part of the top trail of the logomark- placed around the logo. Any other graphic elements must remain outside the designated clear space.



- Y = the start of the loop trail height.



- Carefully follow the clear space guidelines to maintain the legibility of our logo. This includes avoiding the placement of text, images, or other design elements within the designated clear space.

Variations

Having horizontal and vertical variations allows our brand to adapt to various design requirements and spatial constraints. The logo also has the bilingual version for audience inclusivity. For promotional uses, and once the show dates have been announced, always follow the layout structure shown on this page.

For clarity, refer to the variation guidelines to determine the most suitable variation for specific applications.

English



Bilingual



Logo with date



Vertical



Horizontal

Minimum Size

When our logo is scaled down to very small sizes, details and text may become indistinguishable, compromising the overall quality and effectiveness of our brand representation. Therefore, it is crucial to follow the minimum scale which ensures our logo remains visually appealing and recognizable, even at reduced dimensions.

Vertical



Screen = 100 px (height)
Print = 40 mm (height)

Horizontal



Screen = 40 px (height)
Print = 14 mm (height)

Logomark



Screen = 20 px (height)
Print = 7 mm (height)

Logo Colour

The only colour allowed for the logo is the official **Bahrain Red**, it's heavily connected to where the brand originates from. Never alter the red under any circumstances.

Logo colours



Bahrain Red
PANTONE 458 C
CMYK 0 95 100 0
DA2B1F

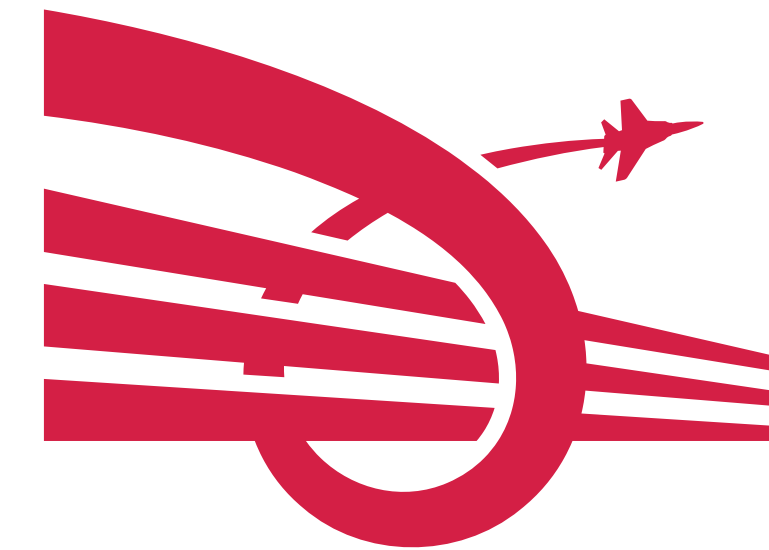


Runway Trail
CMYK 67 60 59 45
424242



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✓ Bahrain Red



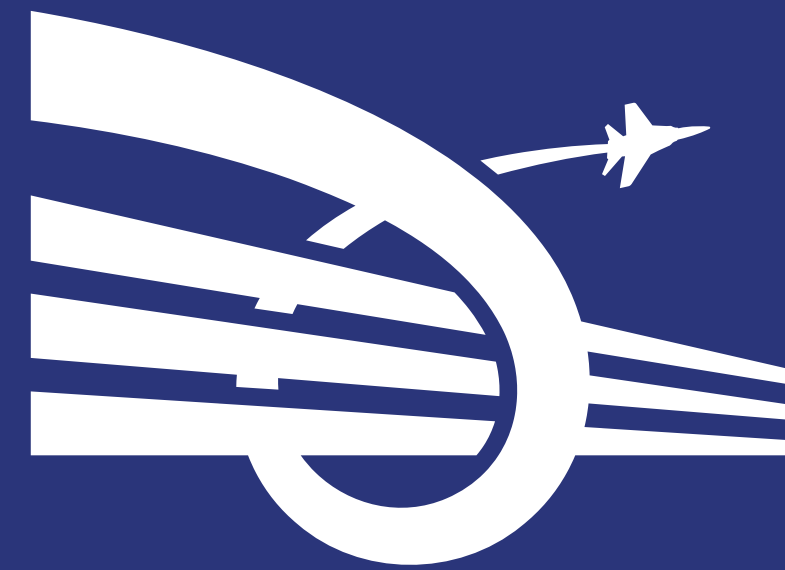
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✗ Jet Fuel



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**BAHRAIN INTERNATIONAL
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Coloured on white
*Primary



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White on colour
*only on dark colours or imagery



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Runway Trail on white
*only in exceptional cases

Logo Misuse

Logo misuse refers to any action or application that deviates from the approved usage outlined within this document. This includes unauthorized alterations, distortions, misplacements, colour variations, or any other form of manipulation that compromises the integrity and consistency of our logo.

It is essential for all other partnering agencies to familiarize themselves with the logo misuse guidelines and follow them diligently. This includes obtaining proper authorization for any modifications or adaptations of our logo and always referring to the approved versions provided in our logo guidelines.



✗ Don't rotate the logo



✗ Don't use any kind of effects



✗ Don't replace the logomark



✗ Don't use other shades of red



✗ Don't stretch or distort the logo



✗ Don't outline the logo or the logomark



✗ Don't alter the logo



✗ Don't flip the symbol



✗ Don't use gradient



✗ Don't change the opacity



✗ Don't use different colours



✗ Don't crop



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13TH - 15TH NOVEMBER 2024

03

Colour Scheme



SCOTTISH
WIDOWS INVESTMENT
PARTNERSHIP

Colour scheme is a critical aspect of any brand identity. It has the power to evoke emotions and convey messages about the brand's personality. The right colour scheme can differentiate a brand from its competitors, increase brand recognition, and influence audience behaviour. Our colour scheme should be consistently applied across all branding materials, from logos and marketing collateral to websites and product packaging, to create a unified and recognisable experience.

Aerodynamics

PANTONE 3591 C

CMYK 100 87 0 25

RGB 42 53 122

2A357A

Less is more. Our brand color scheme is minimal, keeping the professional look fitting to international scale. Elevating our brand, the colours represent the fresh distinctiveness of our brand and stands out from more the traditional colours.

Primarily, the colours used are Aerodynamics blue, and Jet Fuel red, with the Aerodynamics blue being the most dominant.

Jet Fuel

PANTONE 199 C

CMYK 0 100 79 0

RGB 212 30 68

D41E44

Runway Trail

CMYK **67 60 59 45**

RGB **66 66 66**

424242

Runway trail grey is considered the accent colour for our brand, which is shown in the full coloured logo and other text based materials when required.

The Rule of Reds

“The Rule of the Reds” is a guideline that governs the appropriate usage of our two shades of red in relation to specific backgrounds and logo colours.

Bahrain Red is to be used exclusively when the primary logo is placed on a light background, ensuring optimal visibility and contrast, same shade of Bahrain Red is used for the elements then to minimise visual errors. **Jet Fuel red** on the other hand is for instances when the elements are displayed on **Aerodynamics Blue** background, in which the logo colour must be white, guaranteeing legibility and visual harmony.

This rule helps maintain consistency and clarity in visual communication. See examples given across the guidelines.



✓ Bahrain Red for logo and elements on white



✓ Jet Fuel red for elements on white (without logo)



✗ Bahrain Red for elements on Aerodynamics blue



✓ Jet Fuel red for elements on Aerodynamics blue, logo must be white





04

Typography



Typography plays a vital role in brand communication. The choice of typeface, size, spacing, and layout can significantly impact how a brand is perceived. A well-chosen typeface can enhance readability, create mood, and reflect our brand's personality. It can convey professionalism, creativity, and strength among other qualities. Therefore, a selection of clear typefaces was considered as they are essential in sending out a cohesive, effective, and impactful communication in English and Arabic languages.

Poppins

English Typeface

Poppins serves as an exceptional brand font choice due to its unique characteristics and versatile nature. With its contemporary and clean design, Poppins effortlessly conveys a sense of modernity and sophistication, making it an ideal typographic solution for the diverse branding purposes.

The rounded, geometric letterforms, sharp edges and balanced proportions of Poppins lend an approachable and friendly appeal without sacrificing the professional look. While its extensive character set offers flexibility and creative possibilities.

You can download the font [here](#)

Elevating the skies

A B C D E F G H I J K L N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # @ \$ % ^ & * ([{ < ? | ! ~ + - = _ : ; > }])

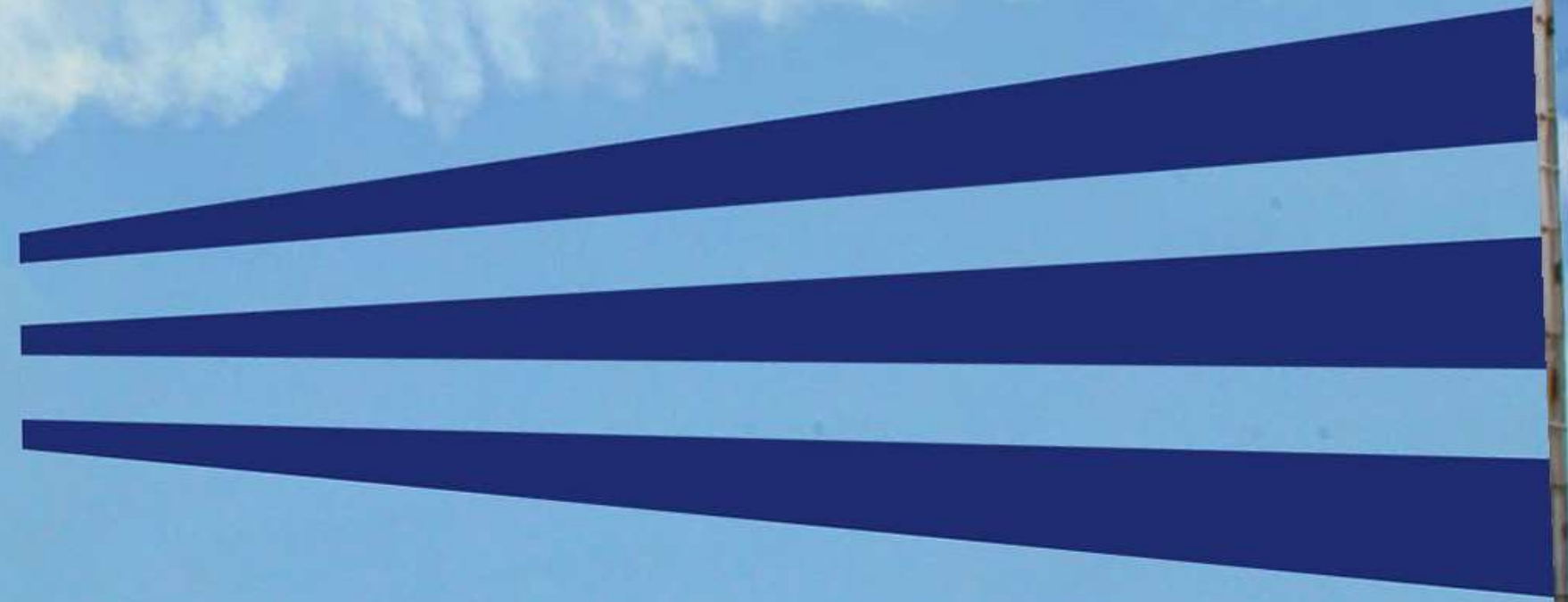
Light	a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	a b c d e f g h i j k l m n o p q r s t u v w x y z
Medium	a b c d e f g h i j k l m n o p q r s t u v w x y z
Semi-bold	a b c d e f g h i j k l m n o p q r s t u v w x y z
Bold	a b c d e f g h i j k l m n o p q r s t u v w x y z
ExtraBold	a b c d e f g h i j k l m n o p q r s t u v w x y z
Black	a b c d e f g h i j k l m n o p q r s t u v w x y z



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ELEVATING THE SKIES
الارتقاء بالآفاق



05

Visual Elements



Visual elements play a significant role in branding. They are the first point of contact that the audience has with a brand, and they have the power to create a strong; lasting impression. Visual elements such as illustrations, patterns and icons contribute to the overall aesthetic of our brand, making it more recognisable and memorable. They help convey BIAS's personality and values, making it relatable and appealing to the target audience. Additionally, visual elements can strengthen a brand's communication by enhancing the clarity and effectiveness of its messages.

Stripes

The stripes are a distinctive brand element that symbolizes the dynamic and energetic nature of BIAS brand, representing jet plane trails.

These stripes should be used consistently across all brand communications to create a cohesive visual identity. When utilizing the stripes with other visual elements, they should be applied next to the logo or the text, maintaining their width, spacing, and angle as demonstrated in some artwork in the guidelines. When utilizing the stripes as a footer, as applied to stationary and banners, they must be placed on a clear background, as the purpose is to create visual weight, balancing all elements on one artwork.

DO NOT distort or alter the stripes in any way that compromises our brand's integrity.



Regular stack of stripes

Stripes Stacks

The double decker stripes are to be used for exceptional cases, where there's plenty of empty space at the bottom of the artwork. The purpose of these stripes is to create the visual weight, the artwork requires, for example in notebooks or empty canvases where the logo is the only element to be seen.

DO NOT distort, duplicate, add another deck, or alter the stripes in any way that compromises our brand's integrity.



Double stack / double decker stripes



Stripes and Text

When using our brand element where text exists, we advise to not overlap these two visuals as it may cause clutter, and risk producing a low quality artwork. The correct practice is to leave a decent space between the trails and text, as it serves as a focal pointer, besides creating a dynamic element while maintaining the baseline stability.

Aside from the alignment, we do not approve any rotating of the elements, as it may disrupt the brand consistency and sabotage the professional image our brand is built on.

See examples provided in this page.



✓ Elements perfectly framing the text



✗ Elements with text overlapping



✓ Elements interacting with the text



✗ Elements rotated or distorted



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**EXPERIENCE
THE WONDER**

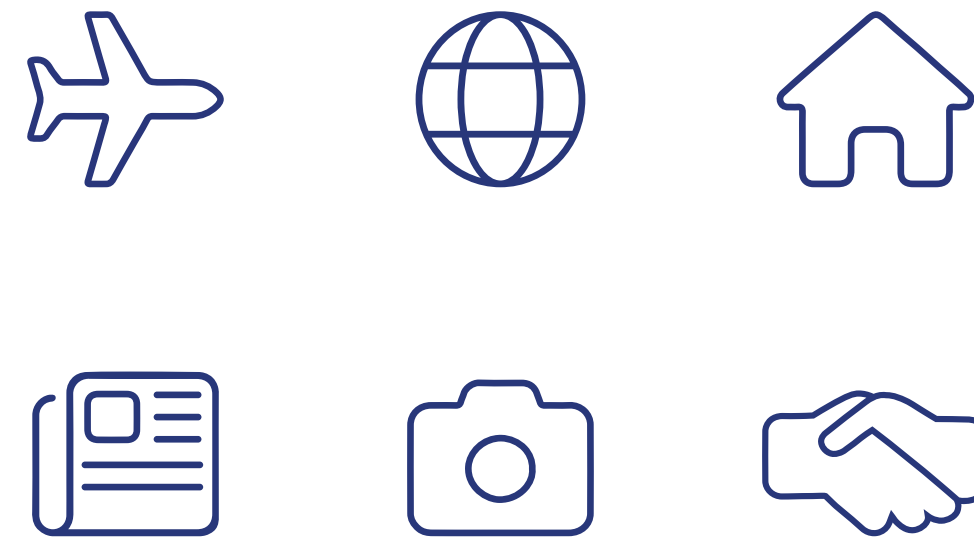


Iconography

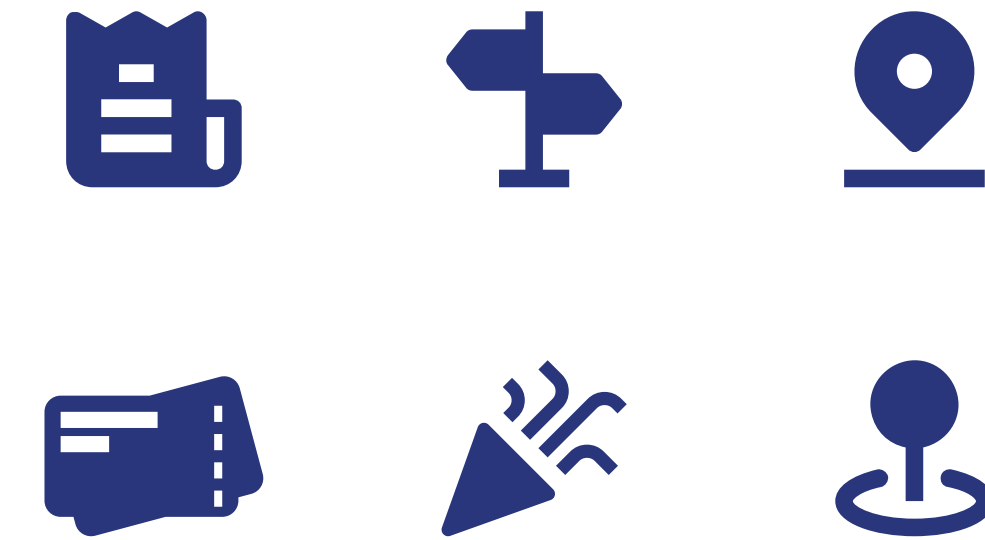
In order to align our digital icons with our distinctive style, our approach is more visually striking, simple in design, and easily recognised.

We use two types of icons, one consisting of outlines, giving a more formal attitude. Considering their usage on digital platforms such as websites and phone applications, the size of these digital icons has been carefully considered. They should appear no smaller than 20 x 20 pixels, ensuring optimal visibility within the digital interfaces.

While the other style being rounded and filled, showing friendliness and approachable direction to suit all audiences. Mostly found on our social media.



The official icons, mostly used in website and infographics



Filled icons to be used only for social media



13 - 15
November 2024

Download Brochure

Download Application

BIAS 2022 in Numbers

 **10,000** m²
Exhibition Space

 **100**
Total Aircrafts on Static

 **6**
International Pavilions

 **18**
Official Sponsors

 **464**
Registered Media

 **35%**
International Publications



Tables & Charts

Tables and charts play a crucial role in displaying statistics, as well as making comparison easier to digest. They are often used in our corporate presentations and reports. Stylised to match the look and feel of our brand, the colours and simple shapes used contribute to its cohesiveness.

When creating tables and charts, ensure the style matches the examples shown on this page, and always consult with a senior designer or brand consultant who has a great understanding of our brand.

What we offer
Prestigious boutique airshow

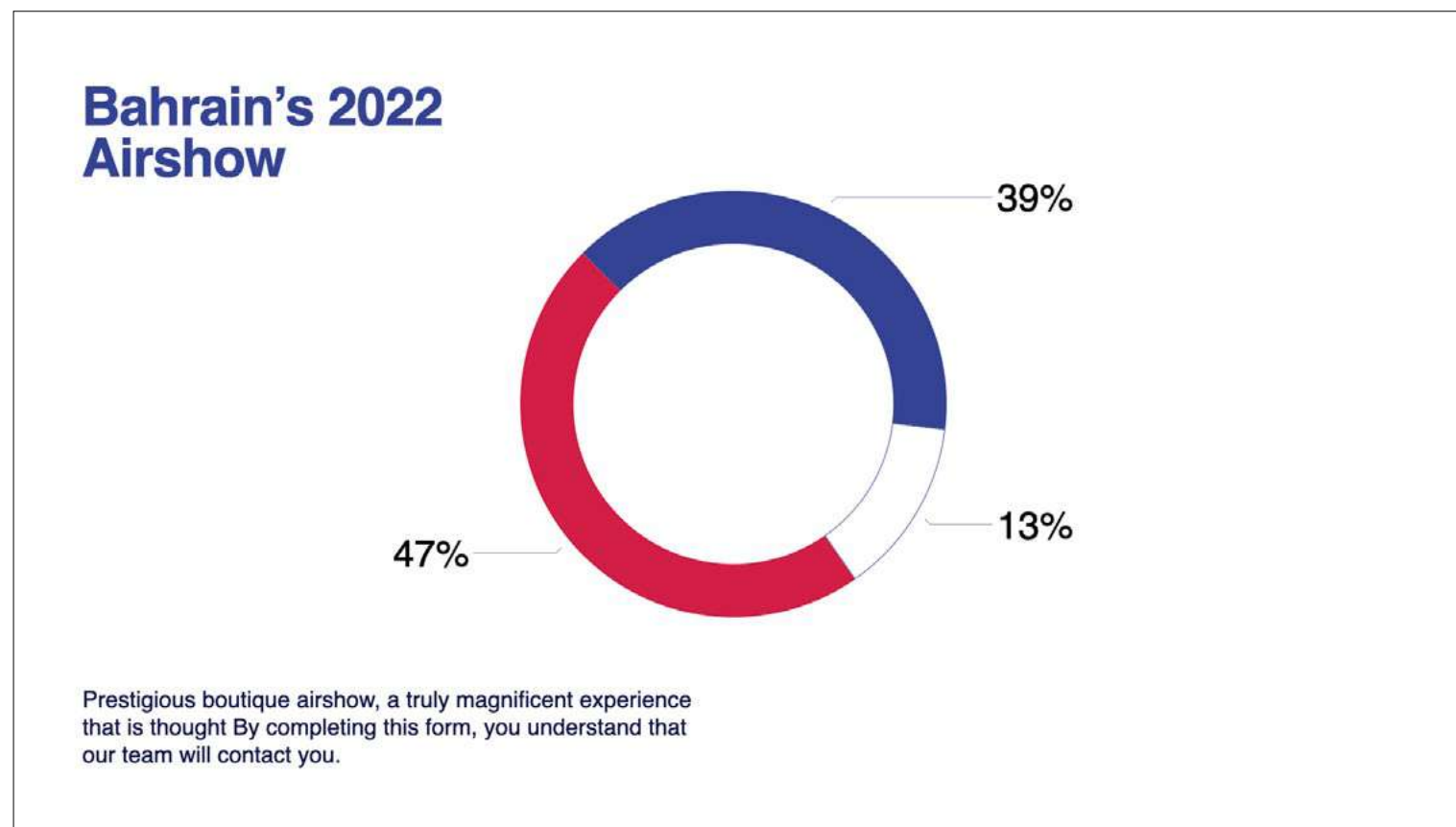
PROJECT	INCURRED	FUTURE SCHEDULED	BUDGET	REMAINING
Amount	\$10	\$10	\$10	\$10
Expenses	\$10	\$10	\$10	\$10
Time & Fees	\$10	\$30	\$30	\$30
Total	\$30	\$10	\$30	\$30

Table example, simple style

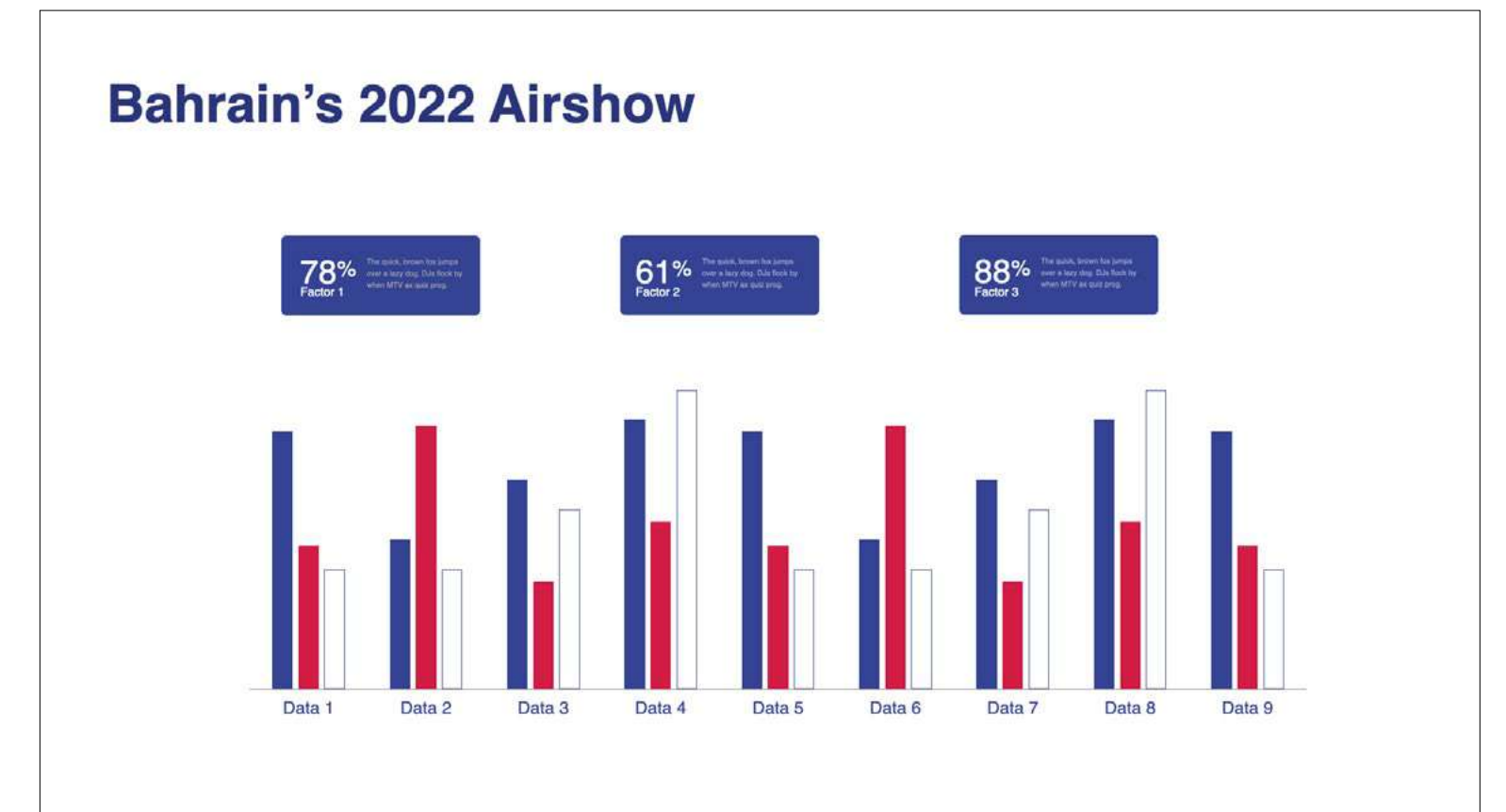
What we offer
Prestigious boutique airshow

PROJECT	INCURRED	FUTURE SCHEDULED	BUDGET	REMAINING
Amount	\$10	\$10	\$10	\$10
Expenses	\$10	\$10	\$10	\$10
Time & Fees	\$10	\$30	\$30	\$30
Total	\$30	\$10	\$30	\$30

Table example, with row alteration in colour



Pie chart example



Bar chart example

06

Imagery Styles



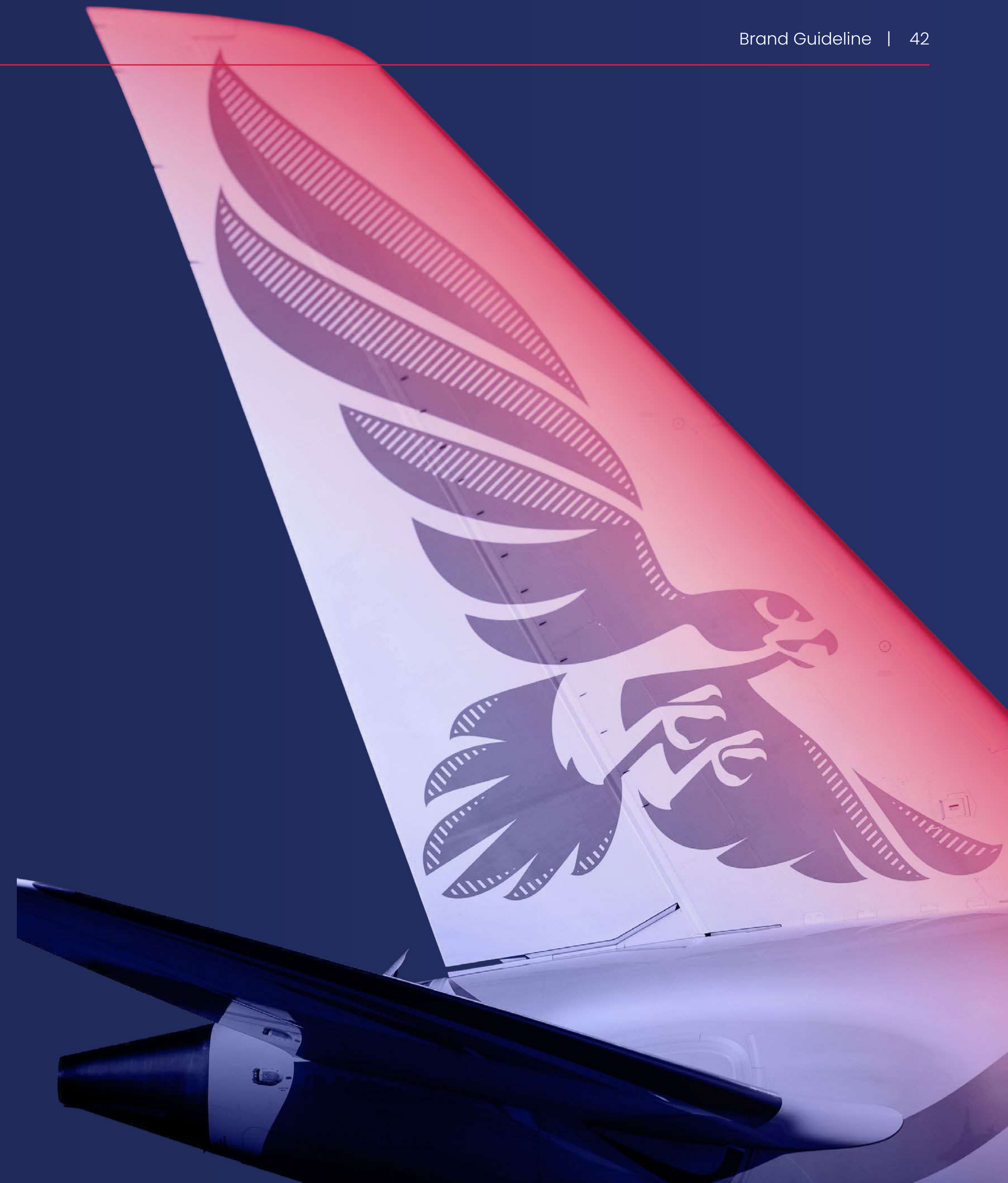
Imagery is a major visual feature in our brand's appearance and perception. Adding a human element to the overall look and feel, making our brand more engaging to our audience, participants, sponsors, and stakeholders. The images used and their presentation communicate our brand's personality, visualising a story and evoking emotions.

Imagery Cutout

Cutout imagery serves as a compelling and creative visual element that can greatly enhance a brand's identity and messaging. By utilising cutout images, we achieve a distinct and memorable aesthetic that sets them apart from competitors.

The process of creating such visuals involves isolating specific subjects or elements from their original background, resulting in a clean and focused visual presentation. Carefully crafted to capture the enthusiasm and excitement of this thrilling event, we incorporate a vibrant blue and red tint, symbolizing the energy and passion that fills the air. These dynamic colours infuse our visuals with a sense of exhilaration, perfectly reflecting the thrilling experience that attendees expect. This approach also tends to highlight a specific object or an essential part of the photo when needed.

This style is to be used for printed materials to achieve clarity, as well as digital materials when needed.



Example 1



Before image isolation and overlay effects

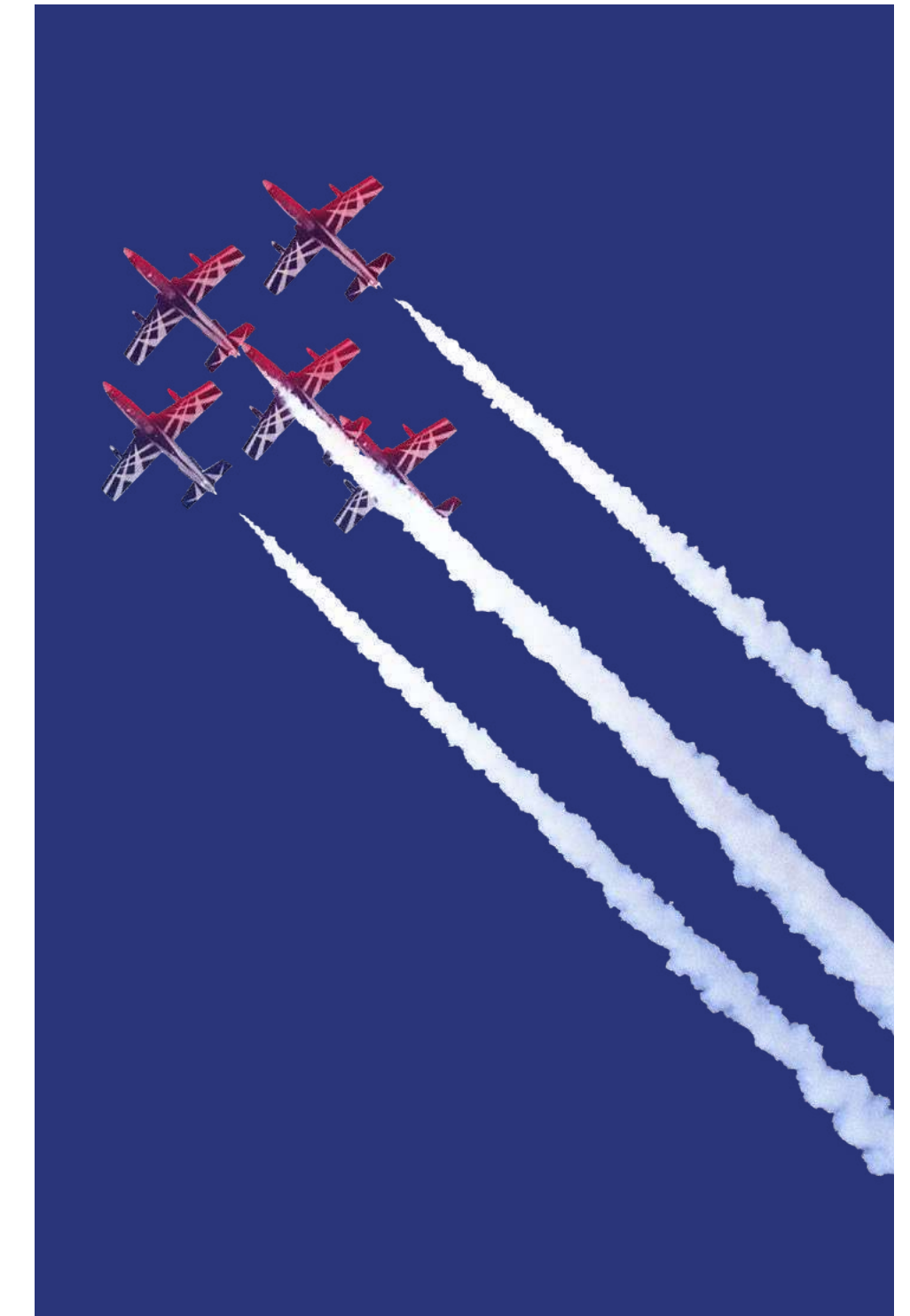


After object isolation and adding overlay effects

Example 2



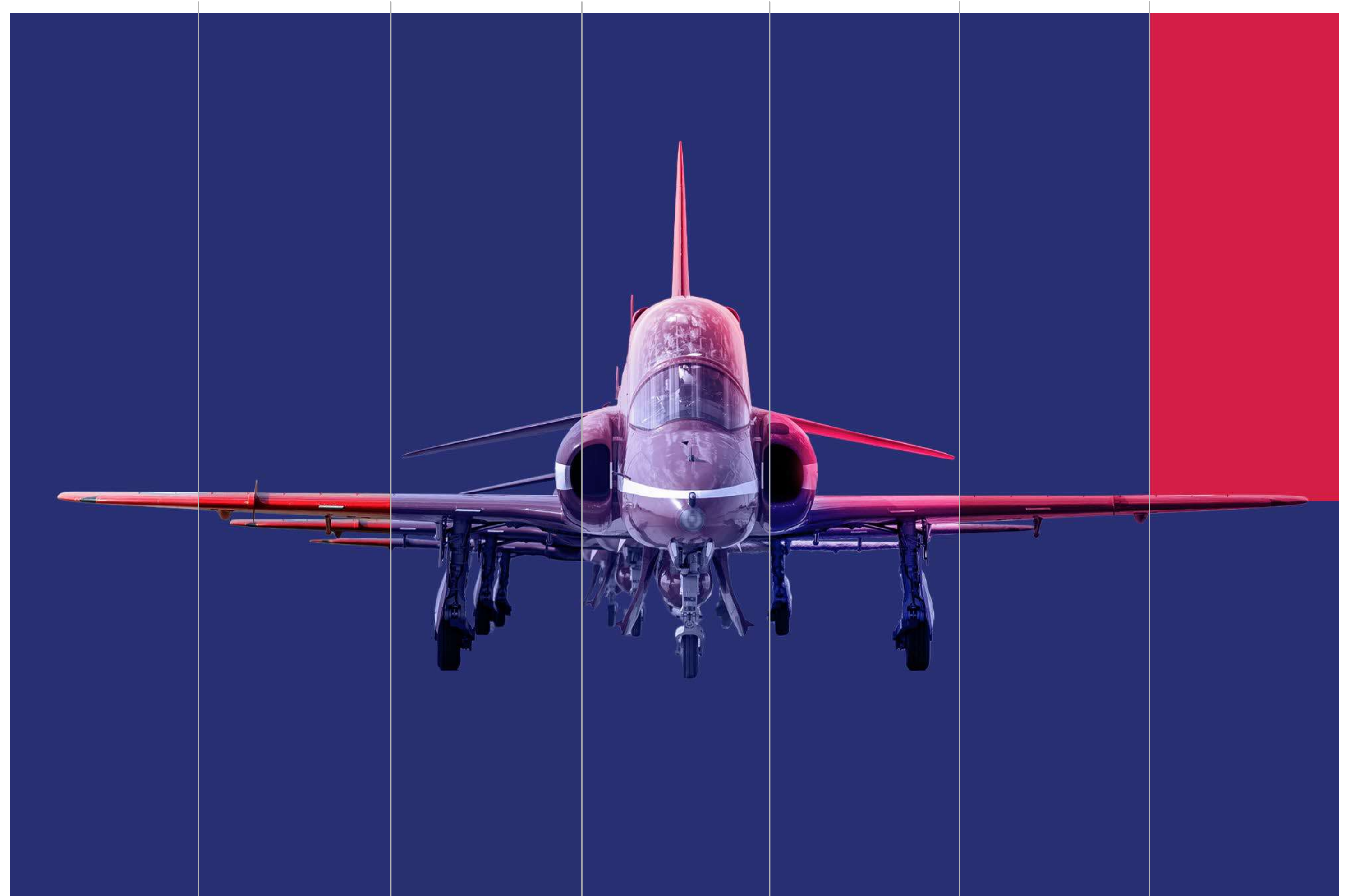
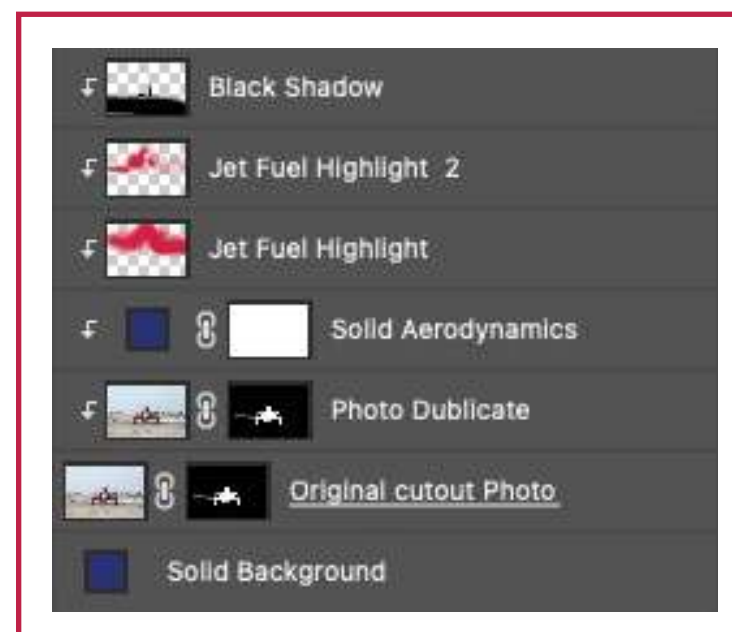
Before image isolation and overlay effects




After object isolation and adding overlay effects

Cutout Guide

This requires a creative touch. In order to achieve a flawless photo cutout, it is necessary to follow a series of steps that guarantee the image's legibility at its best. The example here presents a detailed, step-by-step procedure for creating the perfect photo cutout effect. Alternatively, you can refer to the attached example of Photoshop layers to gain a better understanding.



Overlay Colour

 **Aerodynamics Blue**
2A357A

 **Jet Fuel Red**
D41E44

Original cutout Photo



Photo Duplicate
Mode: Multiply



Solid Aerodynamics
Mode: Color
Opacity: 80



Jet Fuel Highlight
Mode: Color



Jet Fuel Highlight
Mode: Normal
Opacity: 40



Black Shadow
Mode: Normal
Opacity: 40



Solid Brand Background
Either be Jet Fuel red or Aerodynamics blue

Exceptional Cases

Some aircraft have their national colours, and it is a protocol to keep them as they are. So when creating the image cutout, it is advisable to skip the colour overlay step, and keep the original colours of the photo.

See example provided.



✓ Keeping national colours



✗ Overlay on national colours

Images Selection

For better image isolation, use photos that are sharp and clear with good lighting, and excellent focus on the object to work with.

We advise you to avoid crowded, or soft or blurred; out of focus photos, as well as ones with bad contrast that may affect the process of photo isolation and cause damaged edges.

See examples given.



✓ Photo with clear context



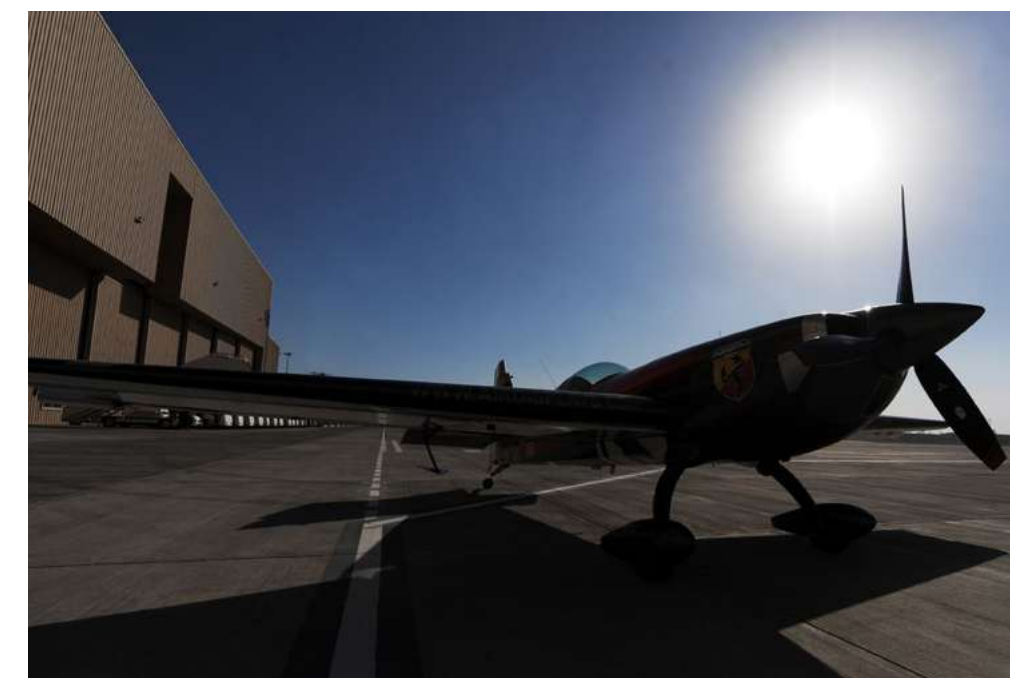
✓ Sharp high quality photo



✓ Good photo with clear space around it



✗ A close up shot with major crop on all sides



✗ Bad contrast, no context, object is too dark



✗ Cluttered photo (bottom), results in unclear edges

Full Colour Overlay

The usage of Aerodynamics Blue or Jet Fuel Red overlay can have a powerful impact on visual storytelling and evoke specific emotions. Blue overlays are often associated with calmness, trust, and reliability. On the other hand, red overlays convey energy, passion, and excitement. Both blue and red overlays can be applied to images in various branding materials, including websites, social media posts, online advertisements, to enhance the overall mood and reinforce the brand's message.

This practice is useful when there's a crowded image that doesn't require a specific object to highlight using isolation, as it becomes challenging to do so.

- ▶ **This style is to be used only for digital materials as it will not show clearly on prints.**



Example 1



Before image overlay effects

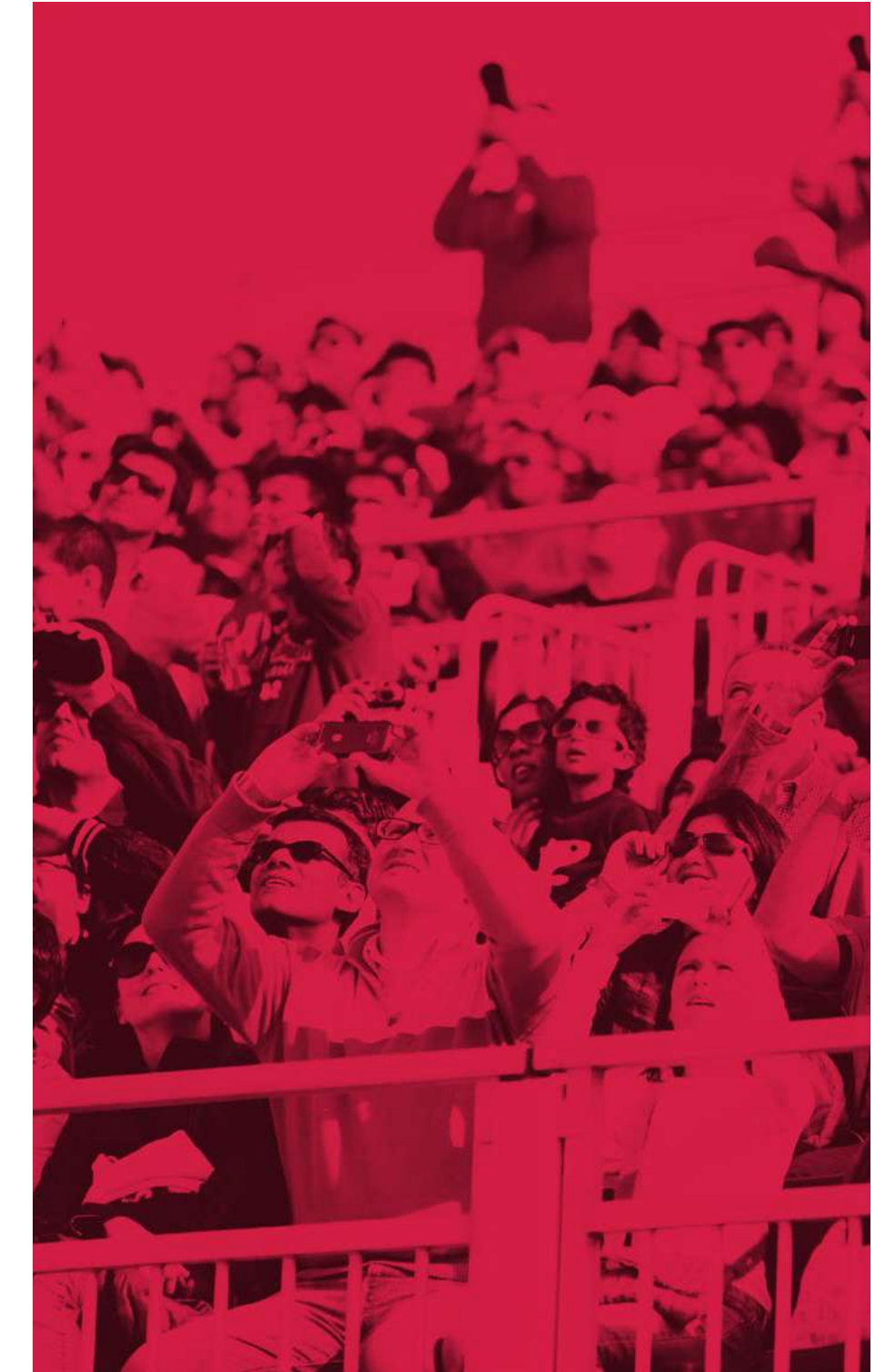


After overlay effects

Example 2



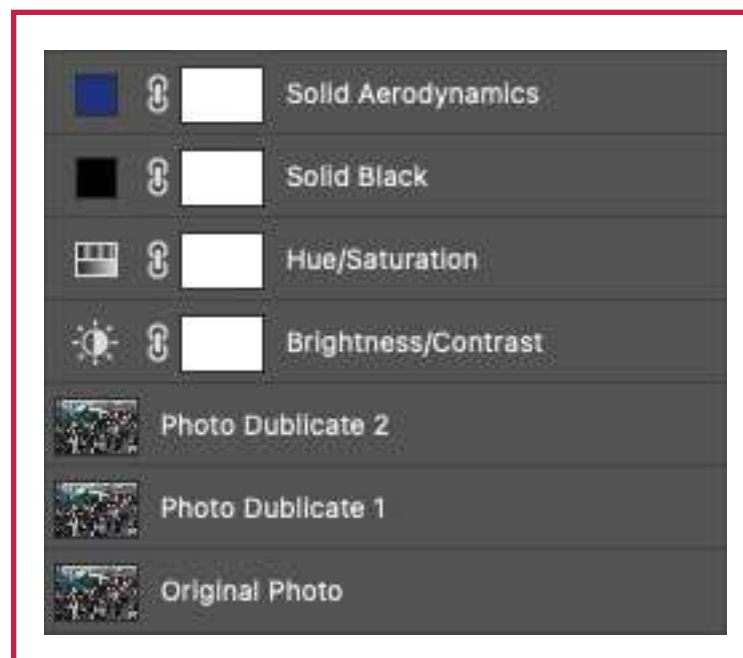
Before image overlay effects



After overlay effects

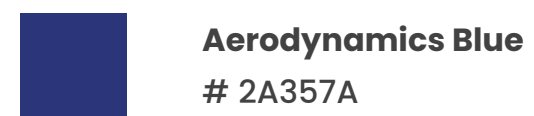
Overlay Guide

To achieve the perfect overlay, there are a few steps you have to follow to ensure the optimal level of legibility for the image. The example on the right showcases a step-by-step process on how to create the ideal overlay effect for both Aerodynamics and Jet Fuel. Alternatively, you can take a look at the attached example of Photoshop layers for reference.



Original Photo → Photo Duplicate Mode: Screen → Photo Duplicate Mode: Soft Light → Brightness/Contrast Brightness: 21 Contrast: 100 → Hue/Saturation Hue: 0 Saturation: -15 Lightness: +27 → Solid Black Mode: Color → Solid Brand Color Mode: Multiply

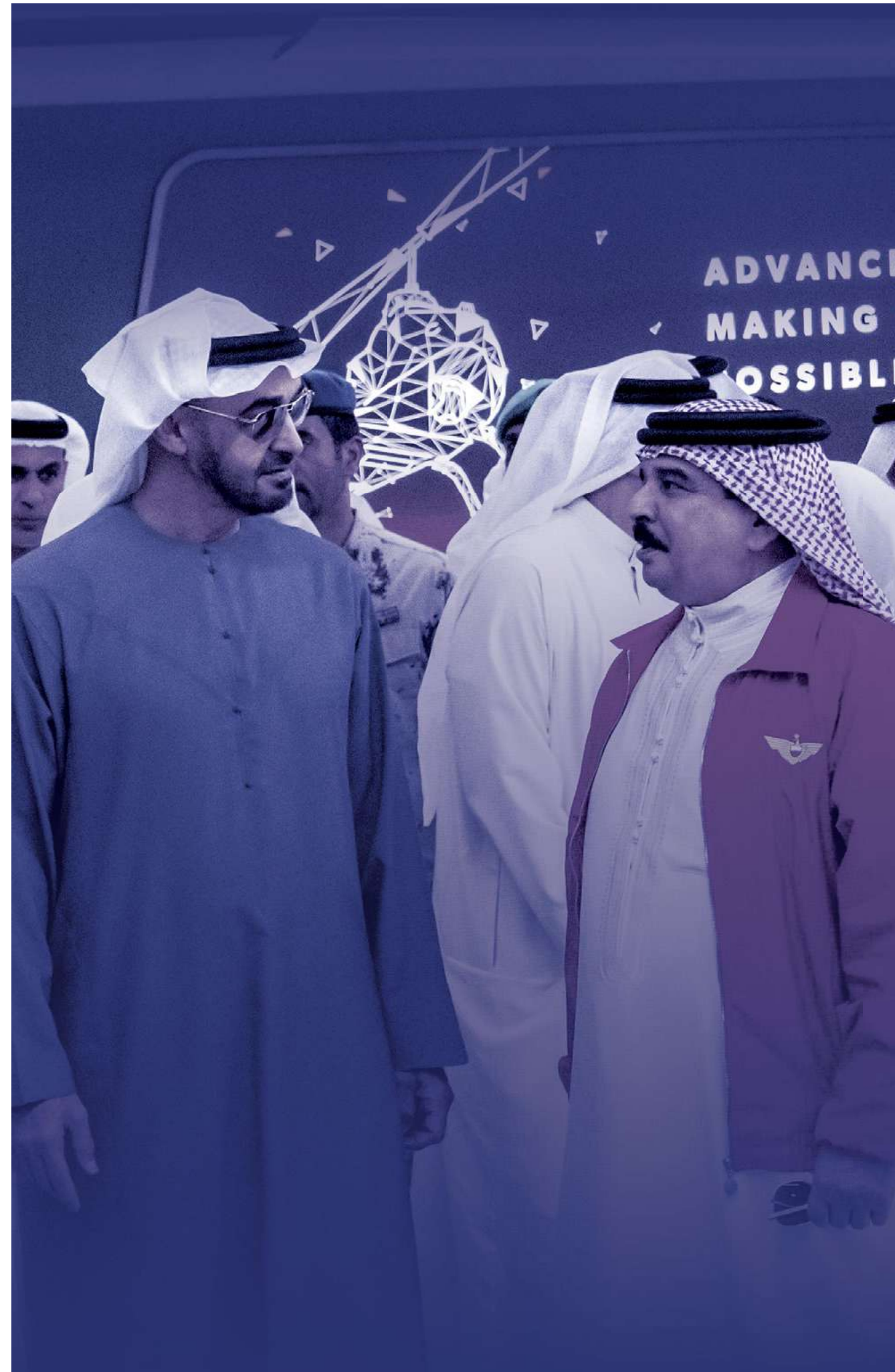
Overlay Colour



Exceptional Cases

Sometimes, when creating graphics that require having royalty displayed -such as chalet interior graphics-, this style is carefully used and which can be printed.

It is essential for us to keep facial features visible as much as possible, therefore a light overlay is used. We also advise to use the blue as it's more professional, and avoid the red as it may seem aggressive in comparison.



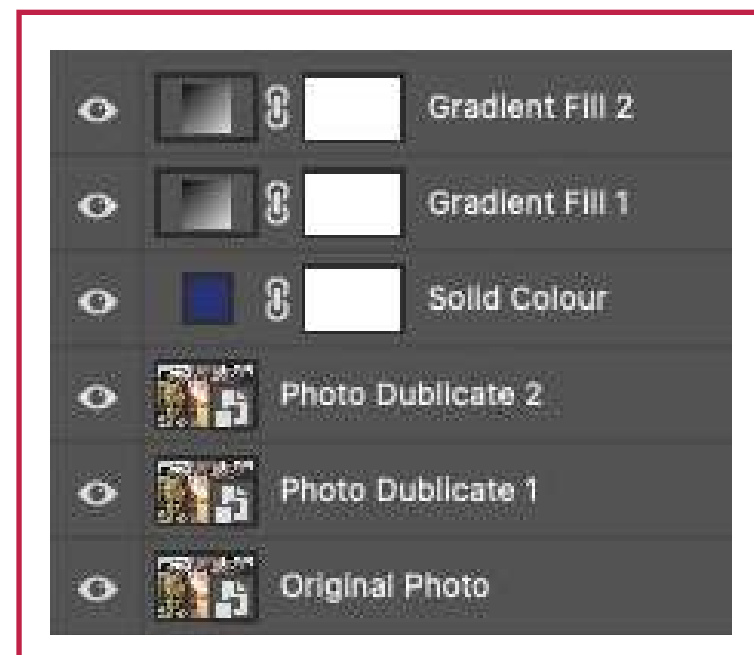
✓ Aerodynamics blue



✗ Jet Fuel red

Special Overlay Guide

Kindly follow this step-by-step guide to ensure the proper overlay application. Make sure the gradient doesn't cover any important features. We advise you to consult a senior designer or a superior before publishing any artwork created, as this kind of imagery has specific protocols to follow.



Original Photo

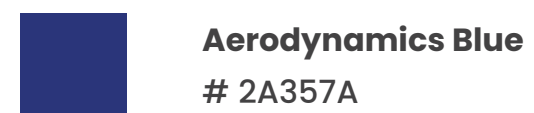
Photo Duplicate
Mode: Multiply

Photo Duplicate
Mode: Overlay

Solid Colour
Mode: Colour
Opacity: 80

Gradient Fill

Overlay Colour



Aerodynamics Blue
2A357A

Images Selection

When selecting the images to perform the full colour overlay and gradient effects, make sure you choose proper photos with good contrast.

Avoid any photos that lack context, focal points, underexposed, extremely dark or extremely bright that might affect the way the effect's results.

See examples given.



✓ Photo with context



✓ Clear photo with good contrast



✓ Human oriented photo / encapsulating moments



✗ Dark smoke, resembling plane crashing



✗ No context, nothing specific to show



✗ Dark, underexposed photos / lack of good contrast

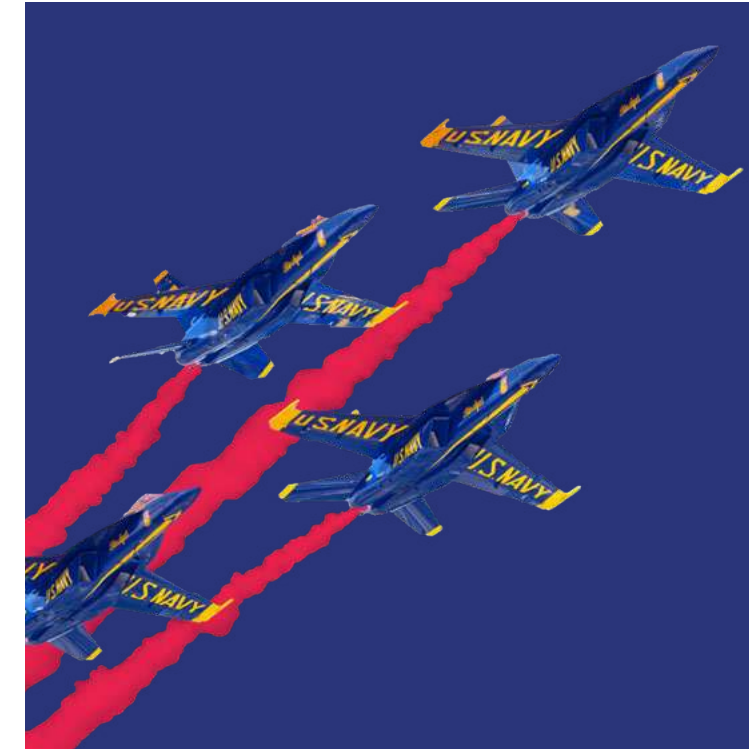
Effects Misuse

The misuse of overlay effects and cutouts can have negative implications on the overall visual presentation of our brand.

When applied incorrectly, overlay effects can overwhelm or distract from the intended message, resulting in a chaotic appearance. Similarly, improper cutouts can lead to a disjointed or unprofessional look, where subjects may appear awkwardly placed or disconnected from the background. It is crucial to exercise restraint and consider the visual hierarchy, balance, and overall design goals when using imagery by ensuring a thoughtful and purposeful application of these techniques.



✘ Dark plane trail



✘ Do not color the trail



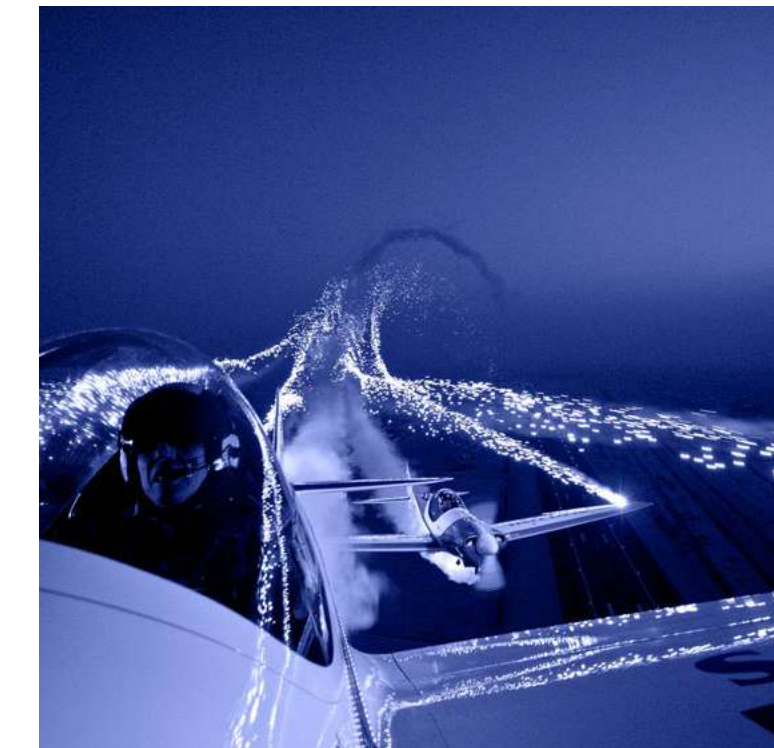
✘ Do not use cutout and overlay at the same time



✘ Do not use dark photos for overlay



✘ Do not use dark photos for cutout



✘ Do not use gradient overlay on generic photos





07 Social Media

Social media is our gateway to communicate with our audience world-wide, whether it's announcements, or eventful moments captured in photos. To preserve our brand image, and ensure consistency throughout different platforms, it is important to use the templates provided, and not tamper with any elements that are positioned where they should be, such as logo and elements.

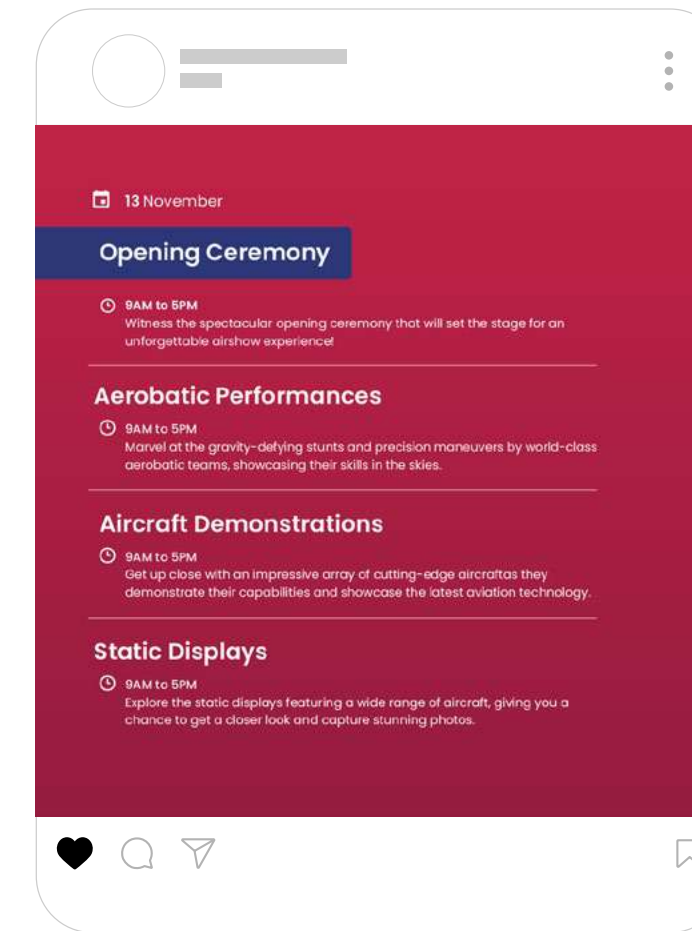
Using Templates

When it comes to using our template to create Social Media content, kindly follow these rules:

1. Apply the trails only when there is sufficient space for it.
2. Avoid creating a continuous grid, as it is limiting when posting for events and might cause an awkward breakage.
3. For better views, aim to only post content in either square or vertical formats.
4. If showing our log on a post is a must, consider using the vertical variation of the logo in the top right corner.
5. Alternate post theme between Jet Fuel Red and Aerodynamics Blue to create variety.



Speakers



Agenda



Announcement

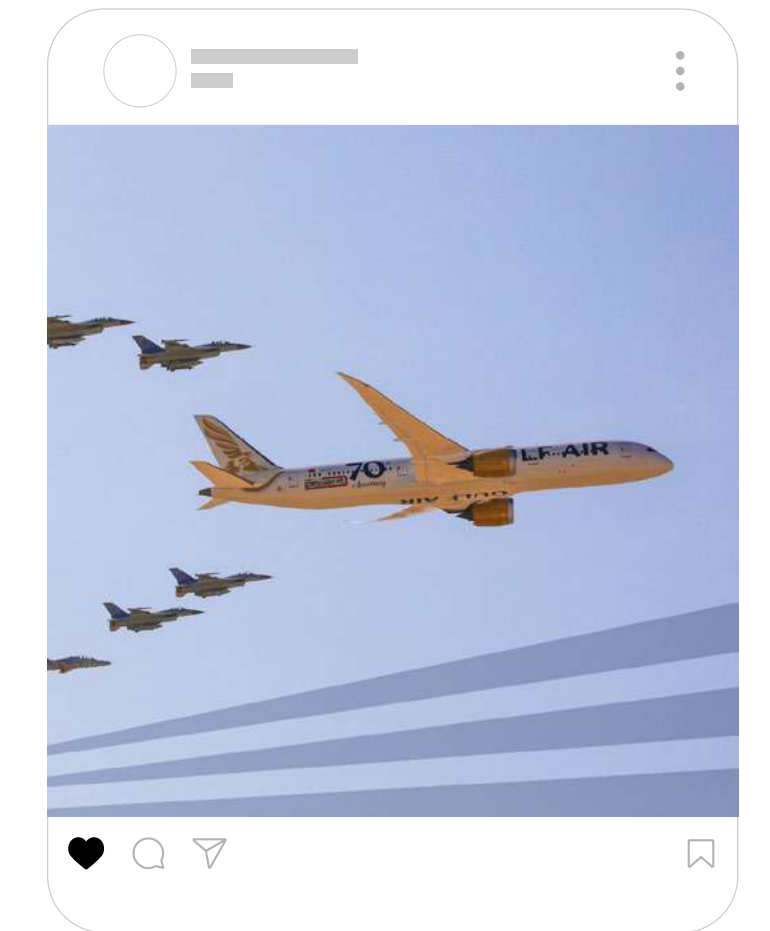
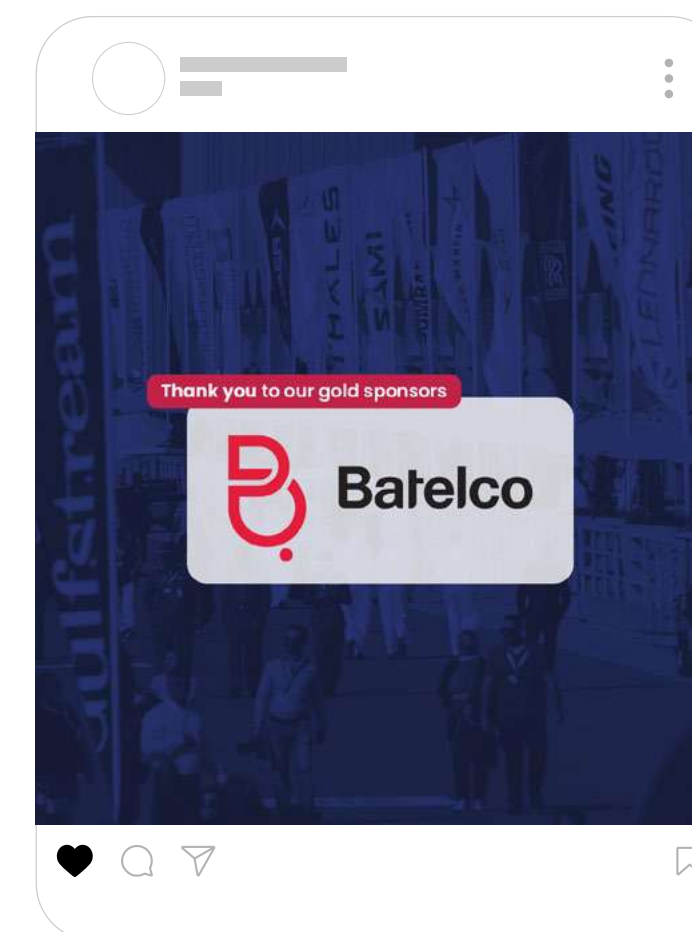


Photo based with elements only



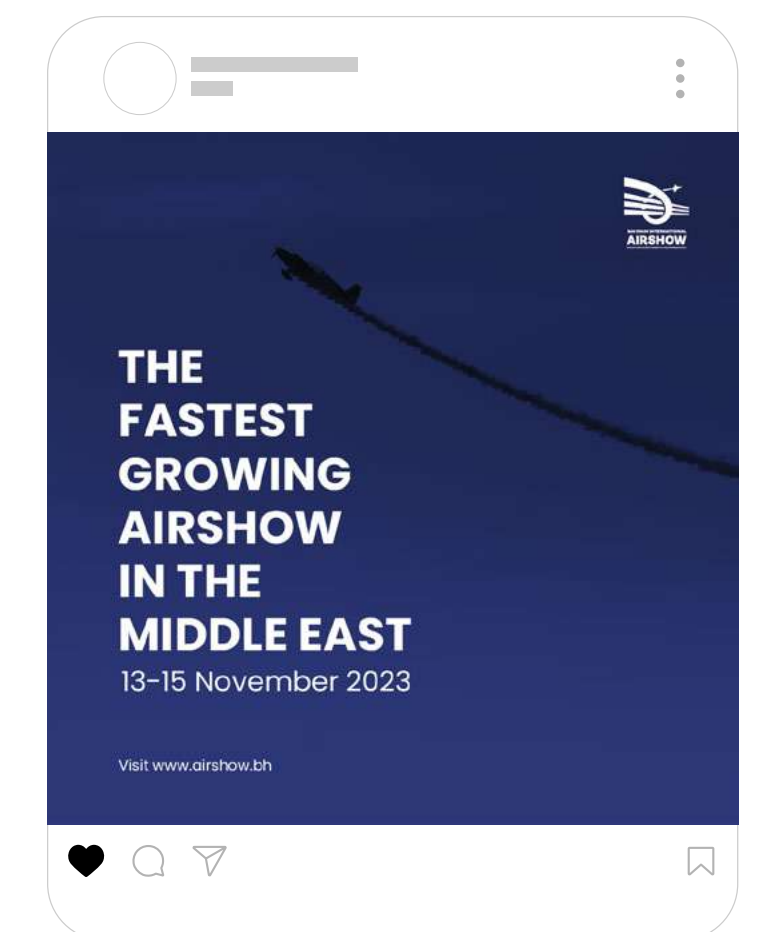
Title and photo



Partners & Sponsors



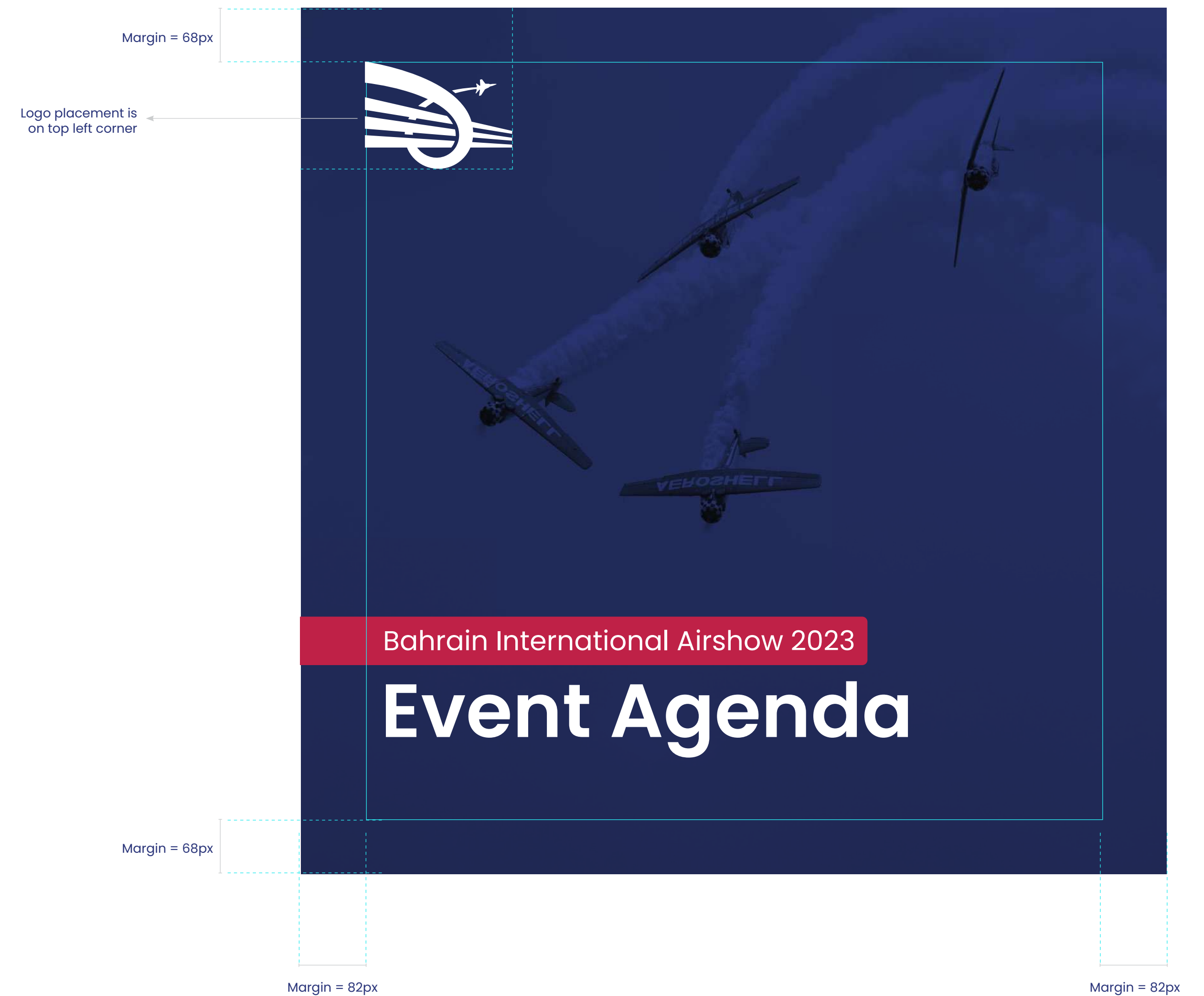
News / announcements with photo



News without photo

Safe Margins

Social media safety margins are vital in the design. They prevent important content from being cut off or distorted across devices or platforms. They also act as a buffer, keeping key elements such as our logo and elements from the edge of the design. This is crucial for social media graphics, which need to fit specific dimensions.



Correct Usage

The usage of the elements is only effective when there's available empty space to fill in the bottom, as it creates a good visual balance.

To maintain visibility, avoid overlapping the elements on crowded photos. It should also be noted that repetitive use of the element in every single photo throughout the grid also removes its value, particularly when applied inconsistently.



✓ Correct usage of elements

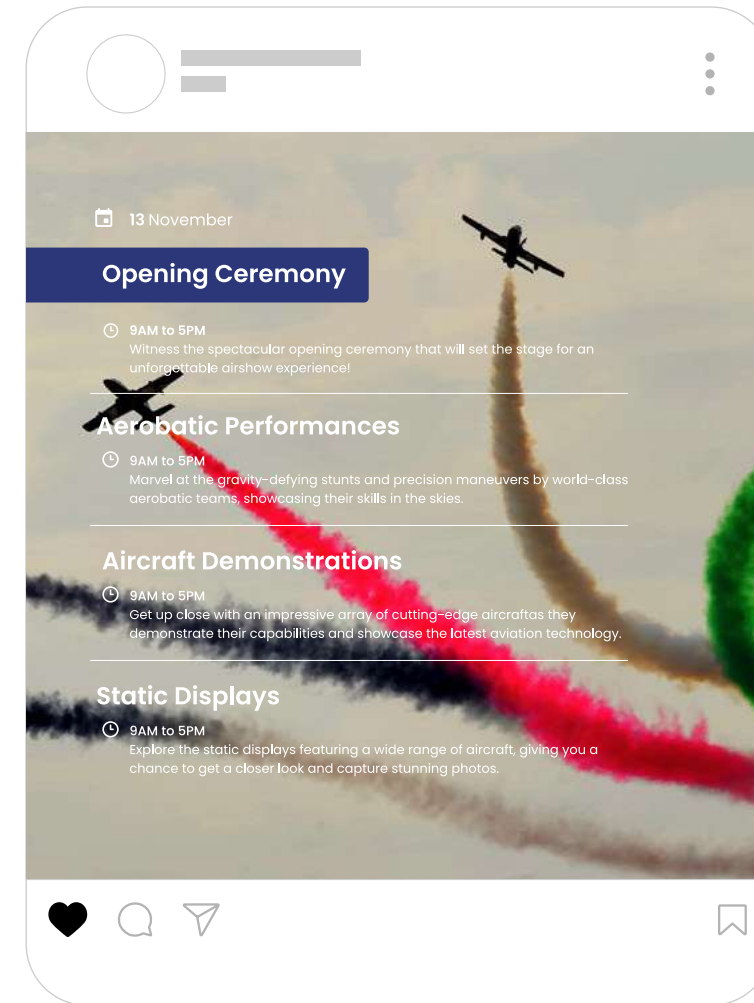


✗ Incorrect usage of elements

Incorrect Usage

Misusing Social Media templates can have detrimental effects on a brand's image. When social media posts are not carefully planned or executed, they can convey an inconsistent or unprofessional look, leading to confusion and disengagement among the audience.

It is also worth mentioning that some of these posts can be informative, and loaded with crucial text and information. Therefore, insure using the right background and image overlay with enough contrast to maintain readability.



✗ Text over crowded photos



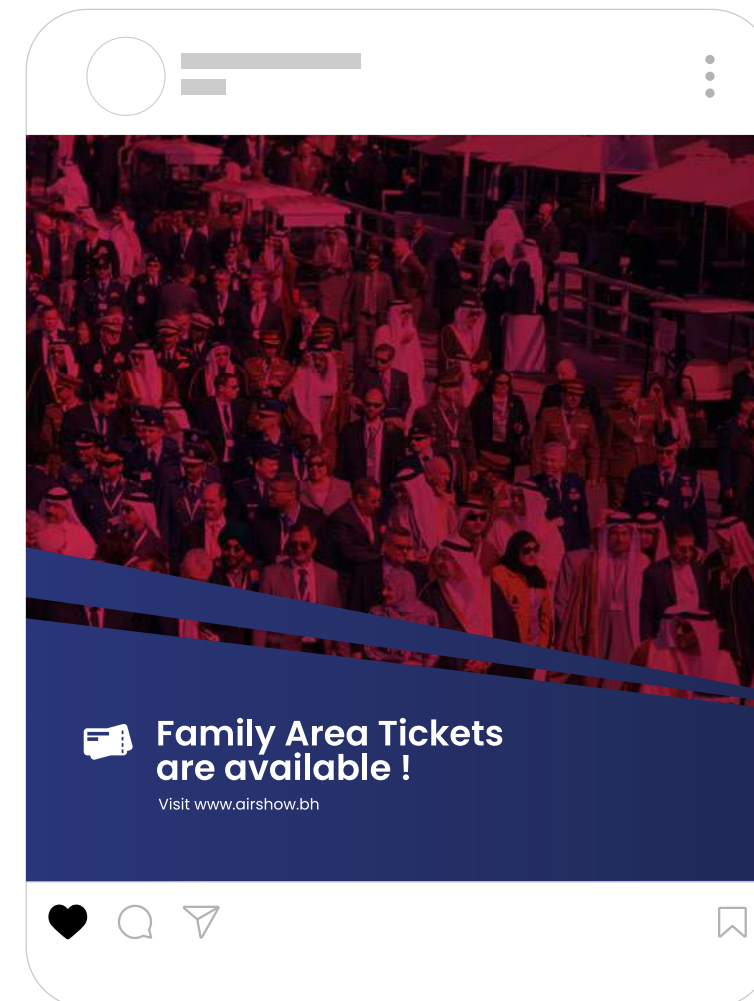
✗ Stripes invisible & used on crowded photo



✗ Logo size is huge



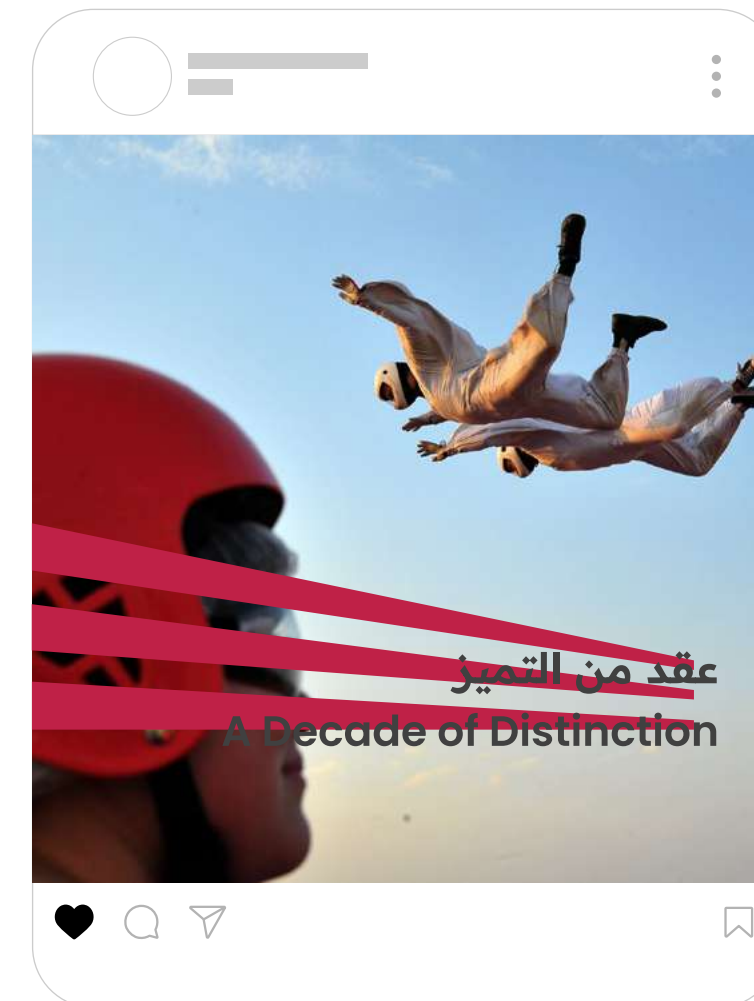
✗ Photo is too dark or overlay is too dark



✗ Image overlay used with solid footer



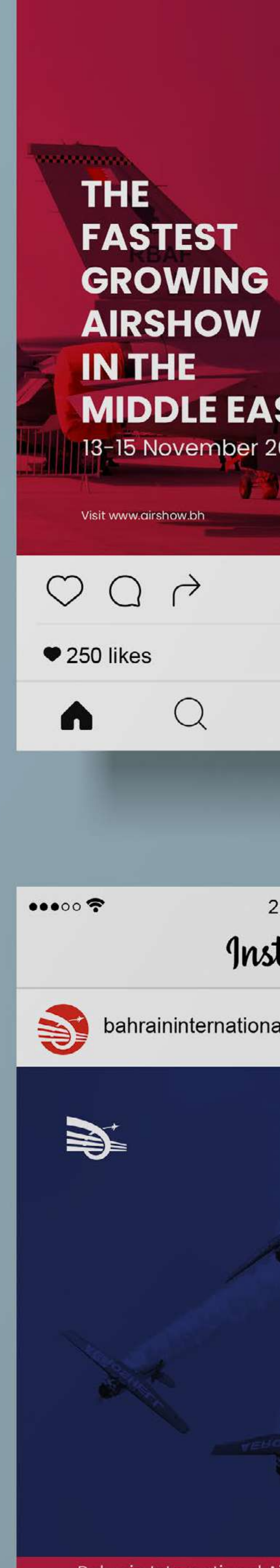
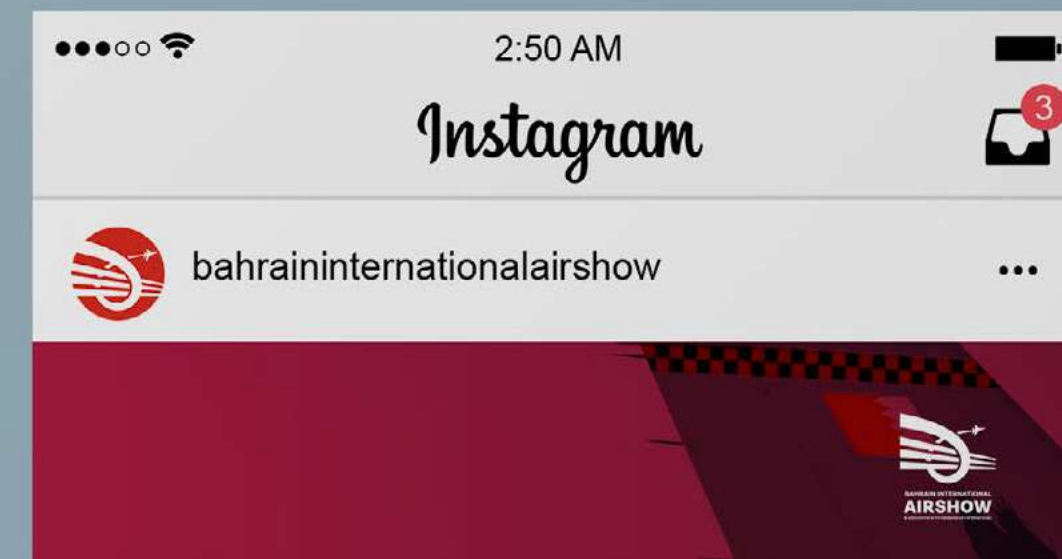
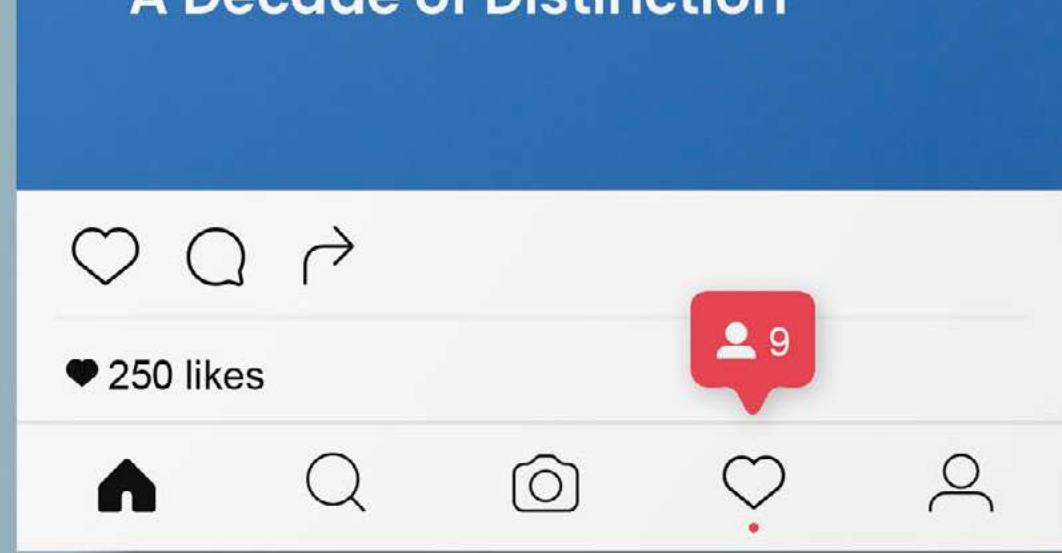
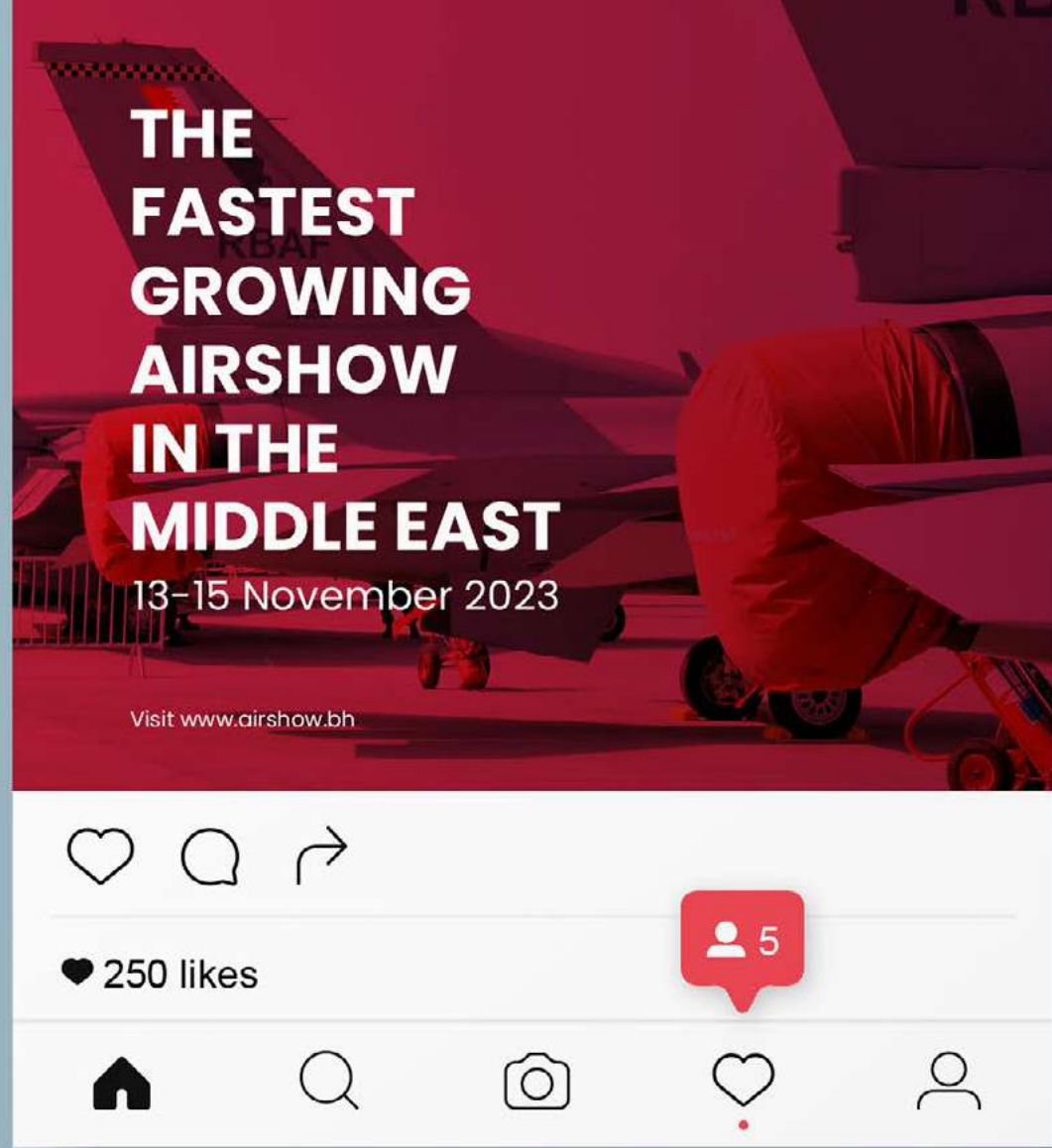
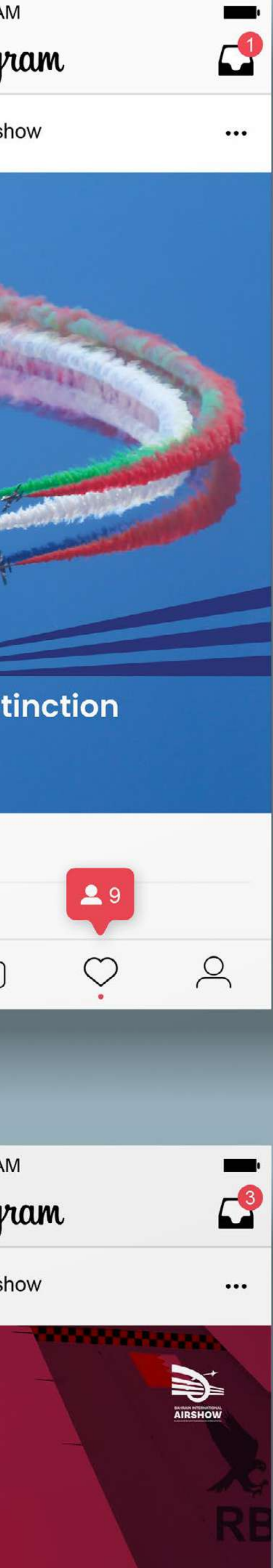
✗ Stretched images



✗ Text overlap elements



✗ Logo overscaled and pushed to the edge



08

UI Style Guide



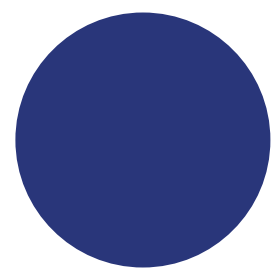
A well-crafted UI/UX not only makes a product easy and enjoyable to use, but it also allows a brand to distinguish itself from competitors. UI/UX design helps to meet the user's needs, providing them with a seamless and intuitive browsing journey. This, in turn, increases the positive experience of our audience when they visit our website. The design should reflect our brand's values and identity, by using the colours, shapes, fonts, and icons; aligning the website with our brand's personality and message. This consistency strengthens the brand identity, making it more recognisable and trustworthy to the users.

Colour System

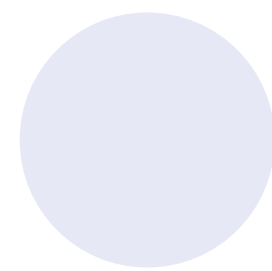
Surface Colours



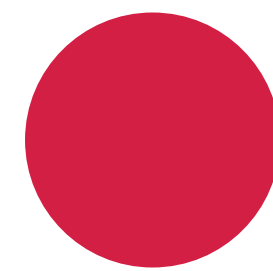
Off White
#F8F3EB



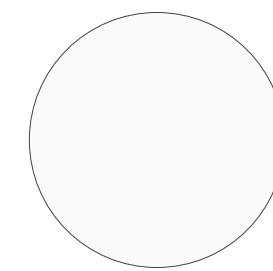
Aerodynamics
#2A357A



Gray - 100
#E6E8F5

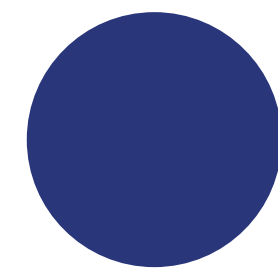


Jet Fuel
#D41E44

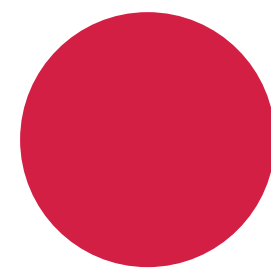


Secondary White
#FBFBFB

Brand Colours

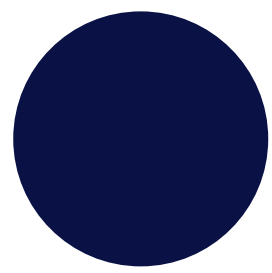


Aerodynamics
#2A357A



Jet Fuel
#D41E44

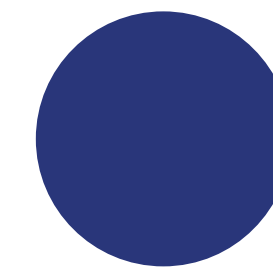
Text Colours



Dark Blue
#0B1345



Off White
#F8F3EB



Aerodynamics
#2A357A

Buttons

Disabled Button



Active Button - Primary



Apply Filter

Active Button - Secondary



Reset Filter

Font Usage

Web

Headline 1 Regular - 64/110

Headline 2 Thin - 64/120

Headline 3 Medium - 40/110

Headline 4 Medium - 18/137

Body Text 1 Light - 20/165

Body Text 2 Regular - 16/140

Body Text 3 Regular - 14/155

Mobile

Headline 1 Semibold - 26/110

Headline 2 Thin - 24/120

Headline 3 Medium - 20/110

Headline 4 Medium - 15/137

Headline 5 Light - 18/137

Body Text 1 Light - 14/155

Body Text 2 Regular - 12/155

Body Text 3 Regular - 12/155

Body Text 4 Light - 10/111

Selection Controls

Selection Box



Radio Button



Toggle



Text Fields

Text Fields

Name*

Mobile Number*

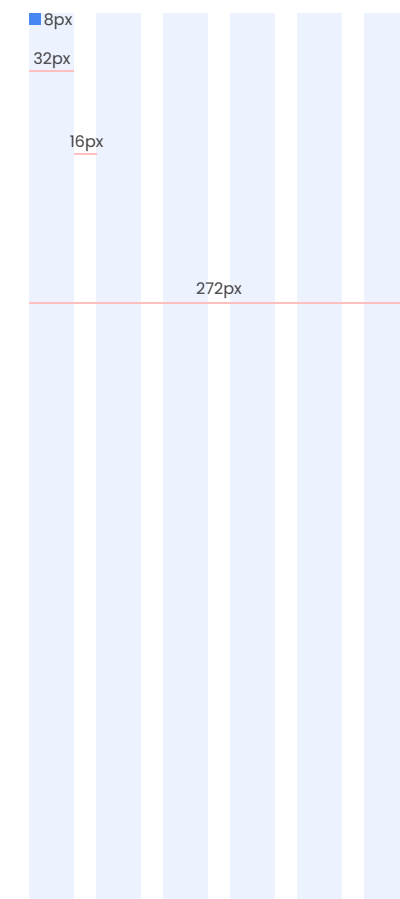
+973 |

Enquiry Type*

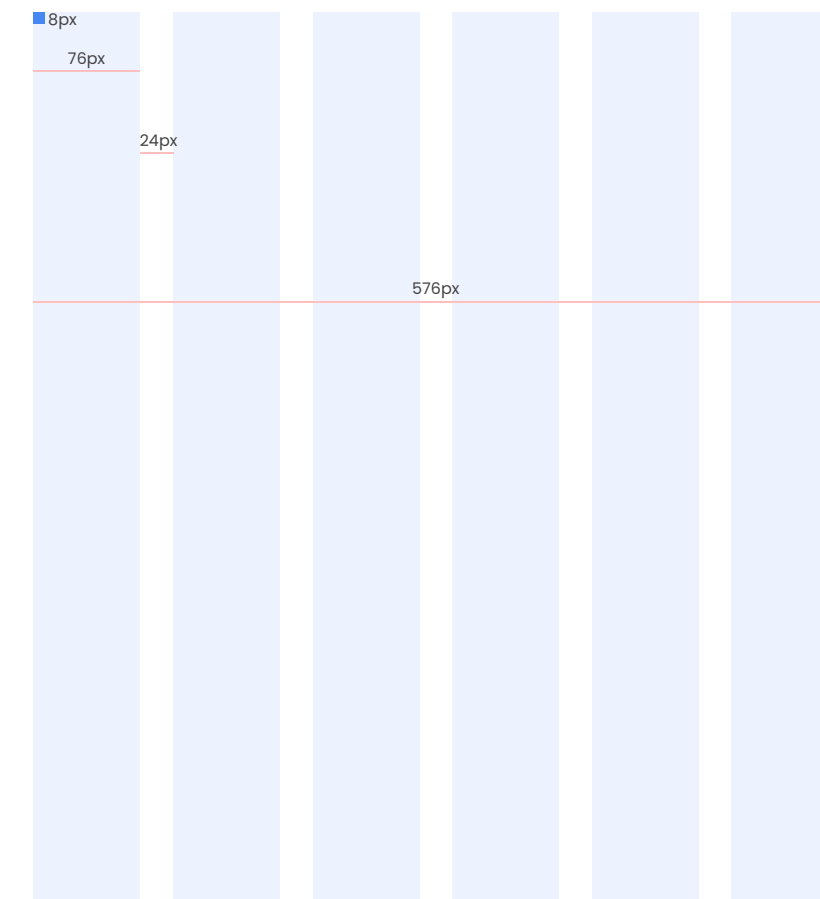
Exhibitor Visitor

Responsive Grid system

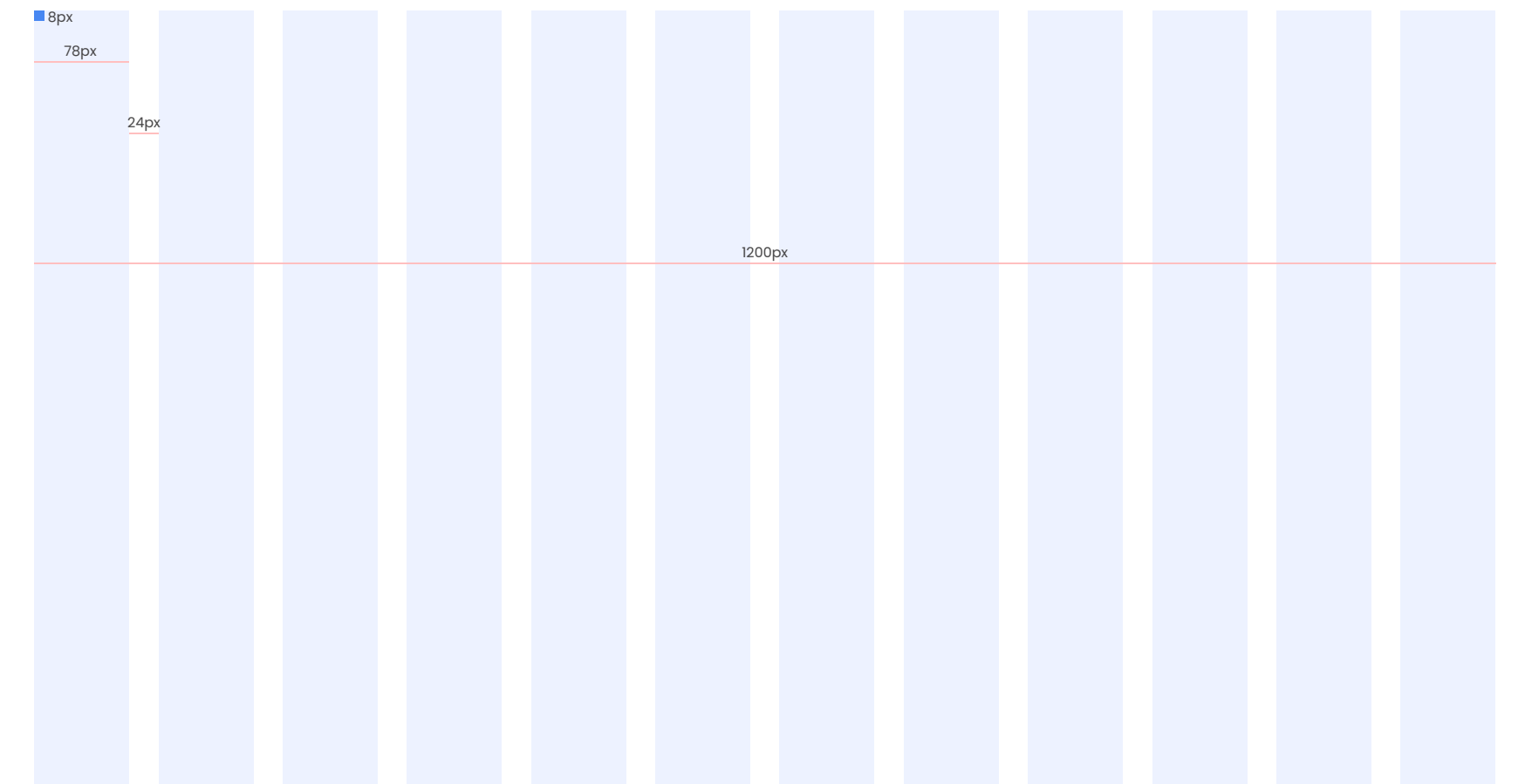
320 - 640 Stretch



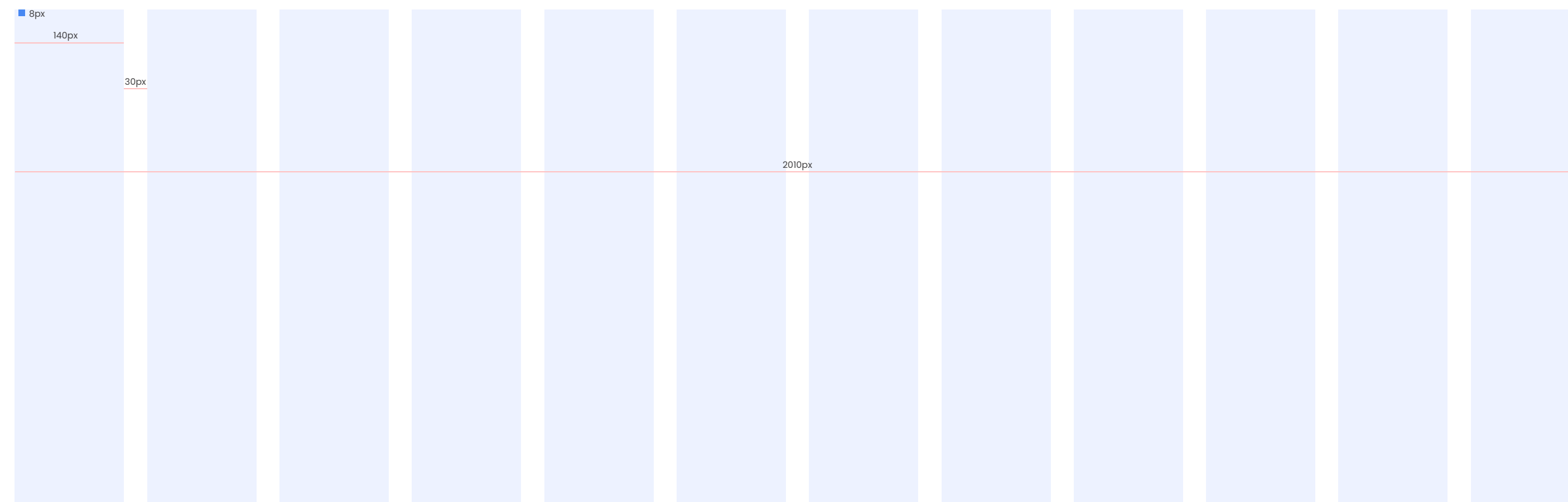
640 - 1280 Stretch



1280 - 1920 Center



4K Center



- Networking Opportunities
- Outdoor Exhibition Space
- Exhibition Hall
- Trade Visitors



**13 - 15
November 2024**

[Download Brochure](#)

[Download Application](#)



09 Grid System



Guides and safety margins provide a layout roadmap in document designs, ensuring consistent alignment across pages for easier comprehension. Safety margins prevent content from being cut off during printing and contribute to the document's aesthetic, by avoiding a cramped design, enhancing the document's functionality and visual appeal.

Letterhead

Guides and margins play crucial roles in creating a well-designed and visually balanced materials. Guides serve as strategic reference lines that help align and position elements on the letterhead, ensuring consistency and professionalism. They assist in maintaining a clear hierarchy of information, such as the placement of the logo, contact details, and other essential elements.

Follow the guides displayed her to keep the letterhead contents organized.

Logo & Elements Colour



Bahrain Red
 PANTONE 458 C
 CMYK 0 95 100 0



Sample letterhead

Folder

Much like the letterhead, our folder designed carefully with margins considered. These margins provide an accurate framework for aligning and positioning various visual elements. Having a safe space around the edges ensures all visuals stay visible and prevent any unnecessary cropping in the process of production or printing.

In exceptional cases, it is sometimes required to produce a different design than the standard creative provided. Even then, these margins are required to consider to ensure that both quality and consistency are being met.

Folder Colour

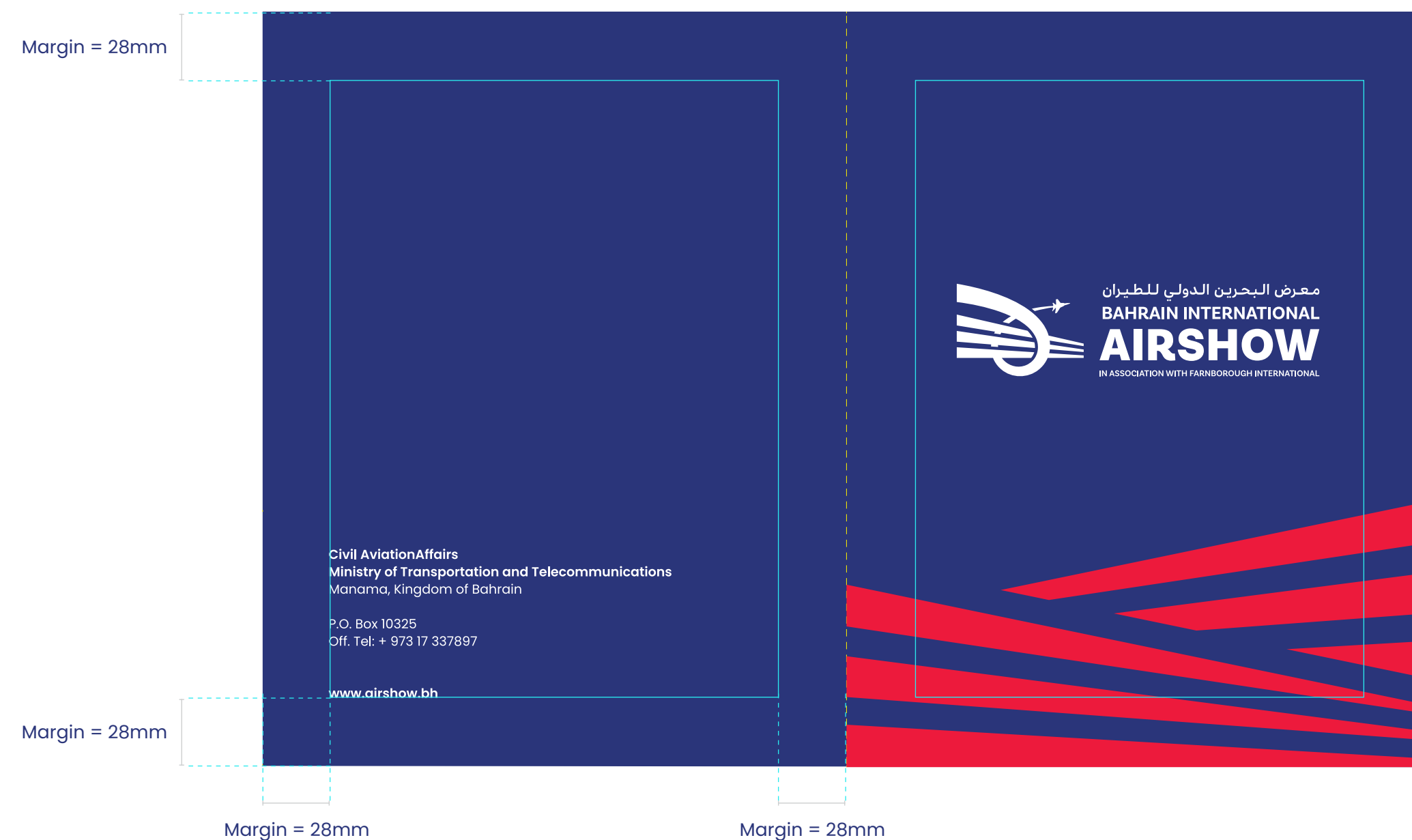


Aerodynamics Blue
PANTONE 3591 C
CMYK 100 87 0 25

Elements Colour



Jet Fuel Red
PANTONE 199 C
CMYK 0 100 79 0





Dear Mr. Turchenko

December 20, 2023

Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisi metus, consectetur ut venenatis sit amet, imperdiet at nunc.

Donec facilisis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisi at faucibus. Praesent posuere sodales libero, sed lacinia iacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisi varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus.

Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisi et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue laculis porttitor.

John
Mark

[bahraininternationalairshow](https://www.bahraininternationalairshow.com)

Civil Aviation Affairs
Ministry of Transportation and Telecommunications
Manama, Kingdom of Bahrain

P.O. Box 10325
Off. Tel: + 973 17 337897

www.airshow.bh



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C4 Envelope

C4 envelope is one that is used to contain an unfolded A4 paper. This work for official documents like contracts or agreements with stakeholders. The guides and margins suggest the framework for positioning any visual element including our logo and elements.

We recommend aligning these visuals correctly in the designated areas, and ensure that nothing falls out of the safety margins. This maintains the professional and organised appearance of BIAS.

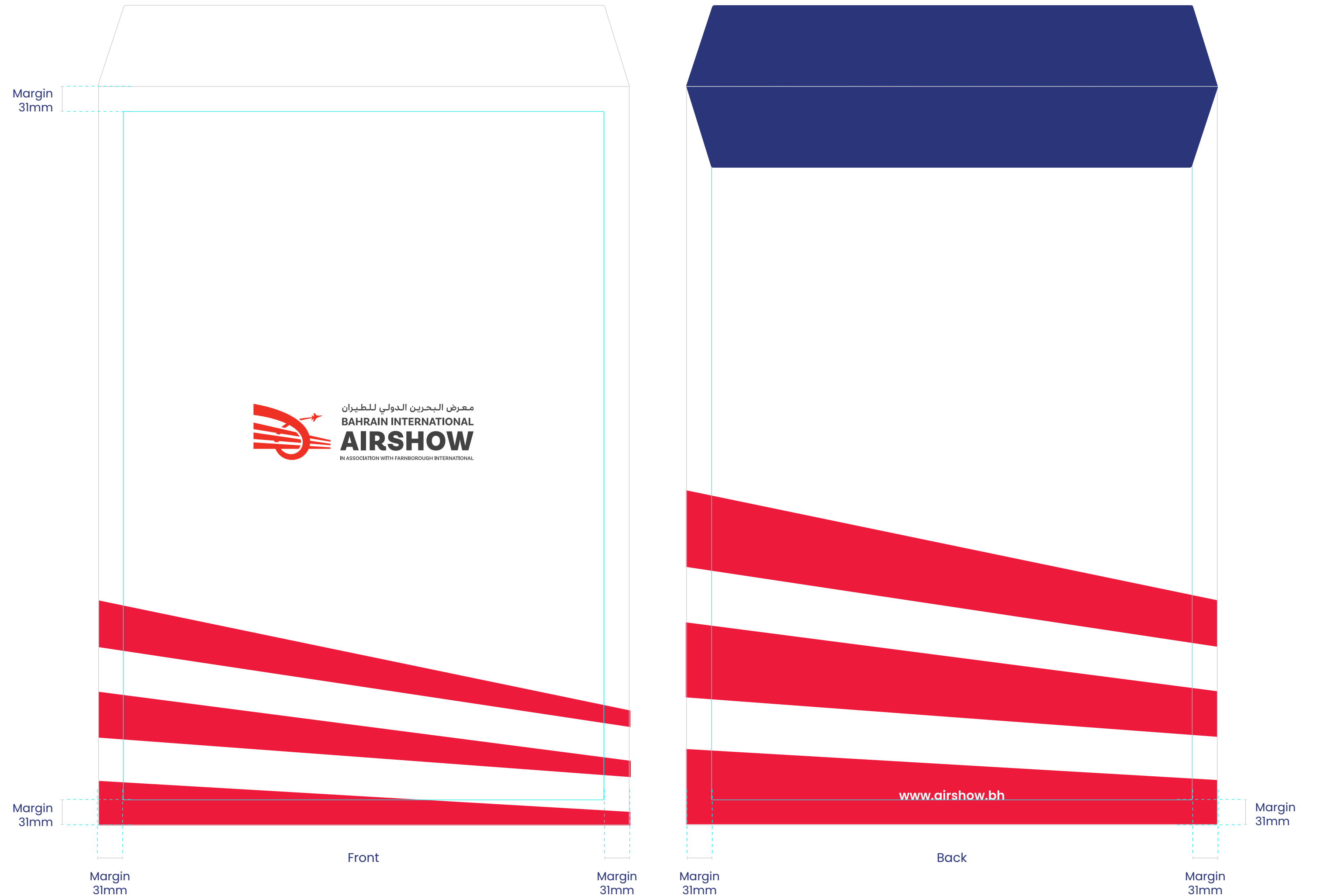
Logo and elements colours

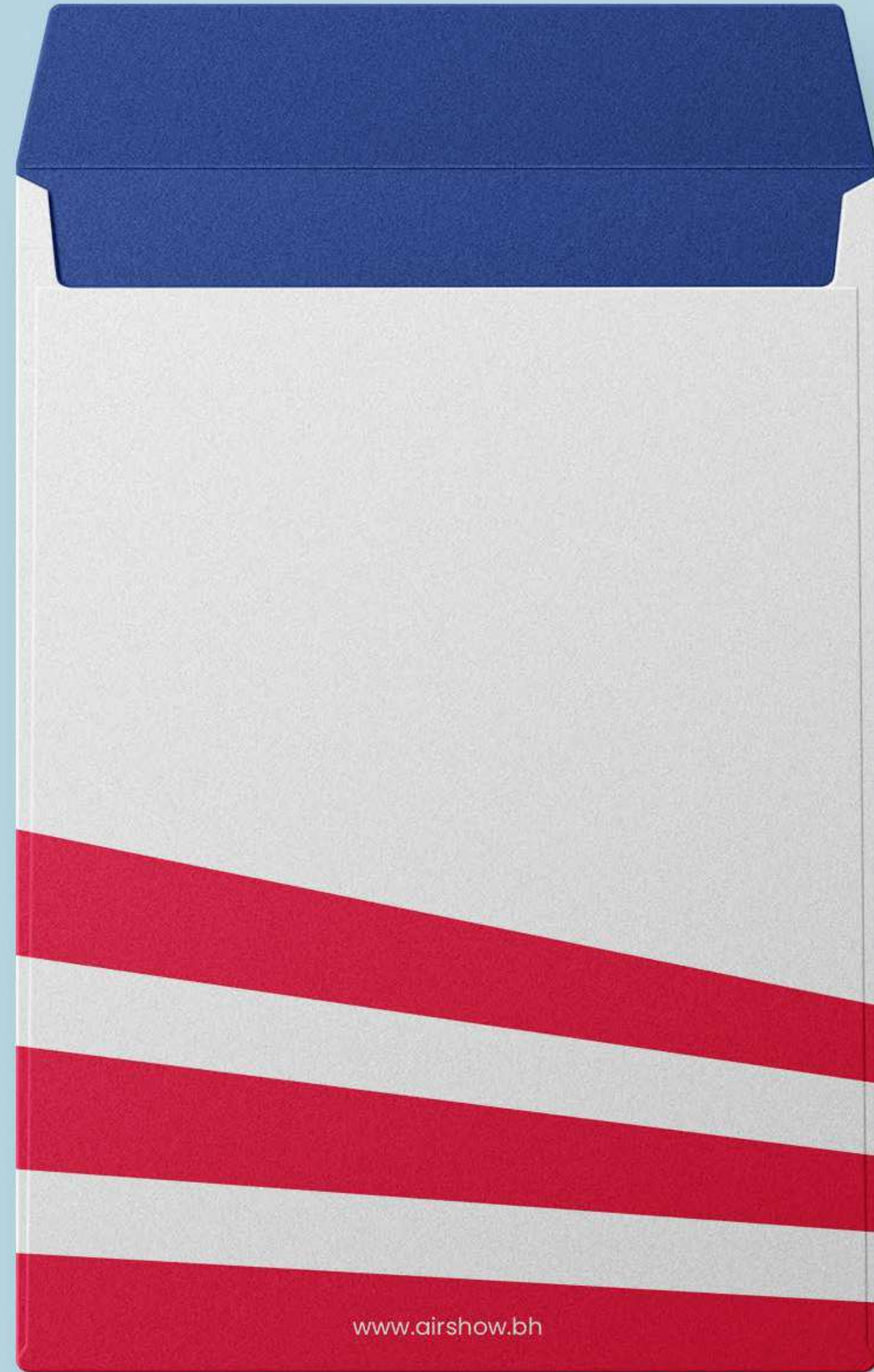
Bahrain Red
 PANTONE 458 C
 CMYK 0 95 100 0

Runway Trail
 CMYK 67 60 59 45

Inside the Folder Colour

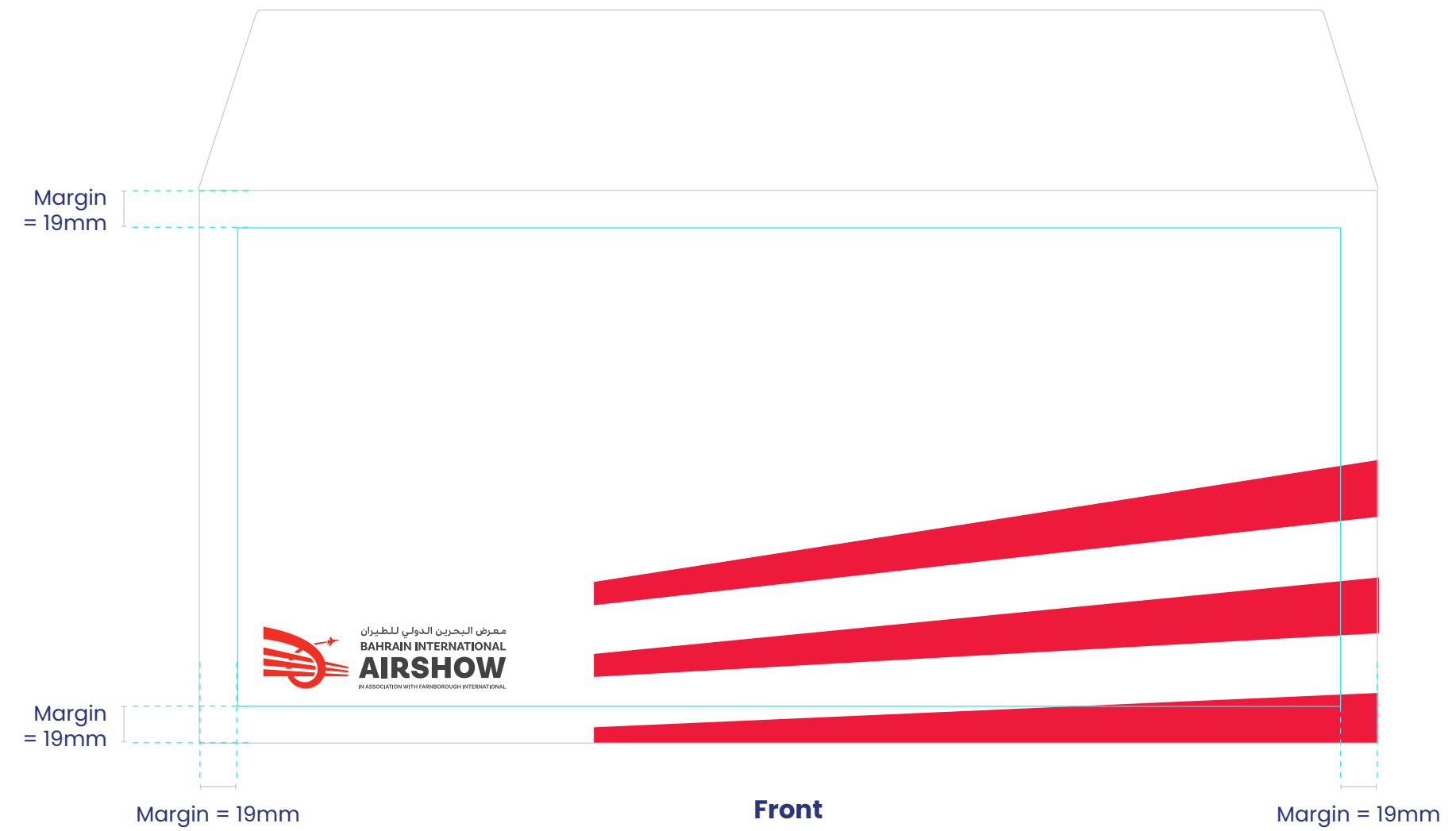
Aerodynamics Blue
 PANTONE 3591 C
 CMYK 100 87 0 25





DL Envelope

Another essential piece of stationery is the DL envelope, which holds the A4 paper; folded three times. This envelop also has visual guides, and since it's a smaller size envelope, the margins differ than the C4 envelop. Any visual element must be included within the approved safe margins to ensure visual balance.



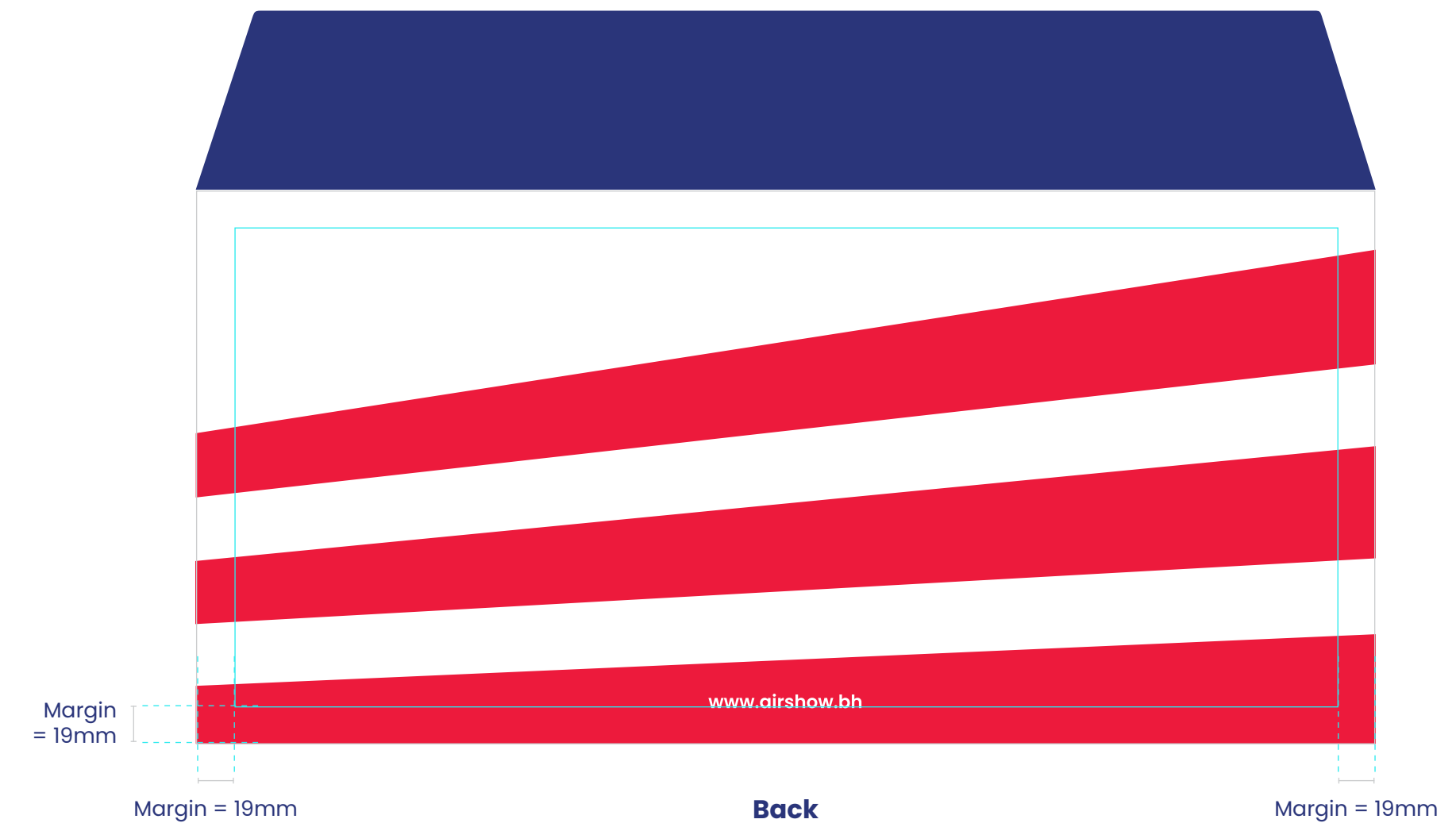
Logo and elements colours

Bahrain Red
PANTONE 458 C
CMYK 0 95 100 0

Runway Trail
CMYK 67 60 59 45

Inside the Folder Colour

Aerodynamics Blue
PANTONE 3591 C
CMYK 100 87 0 25



Digital Flyer

Guides are also applicable on digital media, similar to a website. A digital flyer is often produced and sent out to international participants and stakeholders.

When creating a flyer, we recommend using the margins suggested here, making sure that all visuals align within the designated safe space to prevent errors. This also results in a consistent, high quality artwork.

Margin = 27mm

Header height = 121mm

Margin = 27mm

Margin = 42mm

Margin = 42mm

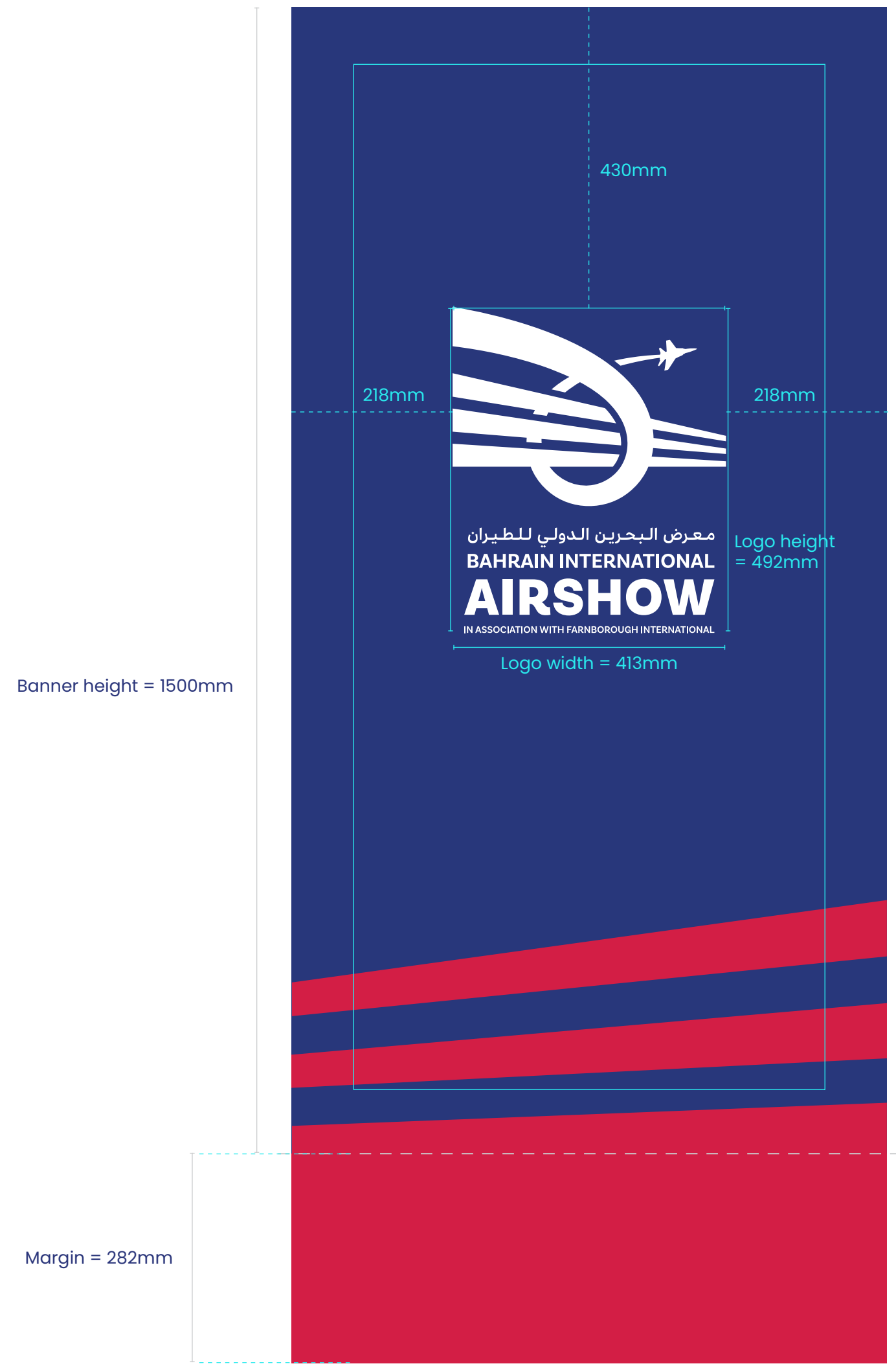
The flyer design features a dark blue background with a red and white striped pattern at the bottom. At the top, there are logos for the Ministry of Transportation and Telecommunications and the Bahrain International Airshow. The main text is in both English and Arabic, announcing the 7th edition of the airshow from November 13th to 15th, 2024. The dates are prominently displayed in large white text. The bottom of the flyer shows a red fighter jet flying over the stripes.

The final digital flyer design is identical to the one with annotations, but without the margin lines. It features a dark blue background with a red and white striped pattern at the bottom. At the top, there are logos for the Ministry of Transportation and Telecommunications and the Bahrain International Airshow. The main text is in both English and Arabic, announcing the 7th edition of the airshow from November 13th to 15th, 2024. The dates are prominently displayed in large white text. The bottom of the flyer shows a red fighter jet flying over the stripes.

Rollup Banner

We use rollup banners in places where our brand needs to be displayed, such as in conferences and an event booth. Although it's a straight forward clean design; consisting of our logo, colours and element, some areas need to be left blank with no graphics, as they will be cropped in production, specifically the bottom part where it will be rolled in. Therefore, we recommend checking with the supplier to acknowledge the safe area.

The margins shown here apply to a standard rollup banner.



Version 1



Version 2



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Magazine Ad

Like any other publications that our brand requires, safety margins are crucial in magazine ad design. They prevent essential content from being unintentionally cropped or distorted during printing. They also help maintain a balanced layout, enhancing the ad's overall aesthetics. Therefore, adhering to these safety margins is key to producing a visually pleasing and effective magazine ad.





**A NEW LOOK
FOR THE
FUTURE OF
INTERNATIONAL
AEROSPACE IN
THE GULF.**

13 - 15 November 2024
Sakhir Airbase, Kingdom of Bahrain
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GENERAL ENTRY

PUBLIC AREA









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