



ARAB
AVIATION
SUMMIT

ARAB AVIATION SUMMIT
Brand Refresh for 2024 11TH EDITION
By **ONIX** Agency
Brand Designer - Kat de los Santos

Brand & Visual Style Guide

Brand Identity Manual

Introduction

Mission, Vision & Core Values

AAS 2024 Brand Foundations

Brand Positioning, Target Audience & Brand Identity

Visual Identity

Key Words, Style & Art Direction
Brandmark/Logo, Color Palette
vTypography

Digital Collaterals

Website, Social Media, posts & banners,
page mock-ups, Email Templates & Digital Ads

Print Collaterals

Merchandise & Stationary, magazines/brochure
pamphlets, tickets and badges.

On Site Collaterals & OOH

Billboard and Outdoor Advertising, Venue
Directional Signages, Booths

Introduction

MISSION

To foster global dialogue for transformative change, innovation, and sustainability in aviation and tourism through collaborative engagement and insightful discussions

VISION

To be the forefront platform where industry leaders, policymakers, innovators, and experts converge to pioneer a sustainable, technology-driven, and passenger-centric future for global aviation and travel.

CORE VALUES

INNOVATION

SUSTAINABILITY

COLLABORATION

EXCELLENCE

INCLUSIVITY

BRAND POSITIONING

The Arab Aviation Summit 2024 positions itself as the forefront catalyst for global change, innovation, and sustainable development within the aviation and tourism industry. As the leading industry event, it aims to redefine the future of travel by driving transformative progress, fostering innovation, and enhancing passenger experiences. By facilitating collaborative discussions and setting new benchmarks, the summit serves as a dynamic forum shaping a resilient and progressive aviation sector.

BRAND IDENTITY



TARGET AUDIENCE

Industry Leaders: CEOs, executives, and decision-makers from leading aviation and tourism organizations.

Experts and Innovators: Visionaries, thought leaders, and innovators driving change and advancements in the aviation and travel sector.

Policymakers: Government officials, regulatory bodies, and policymakers involved in shaping industry standards.

Media: Journalists, influencers, and media representatives covering aviation, tourism, and related industries.

VISUAL IDENTITY

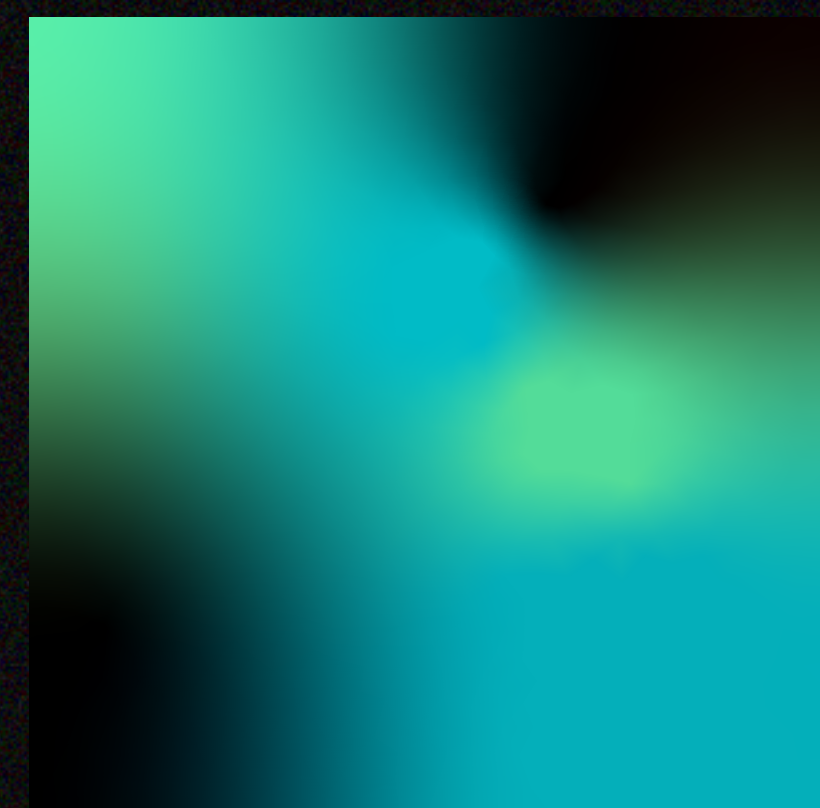
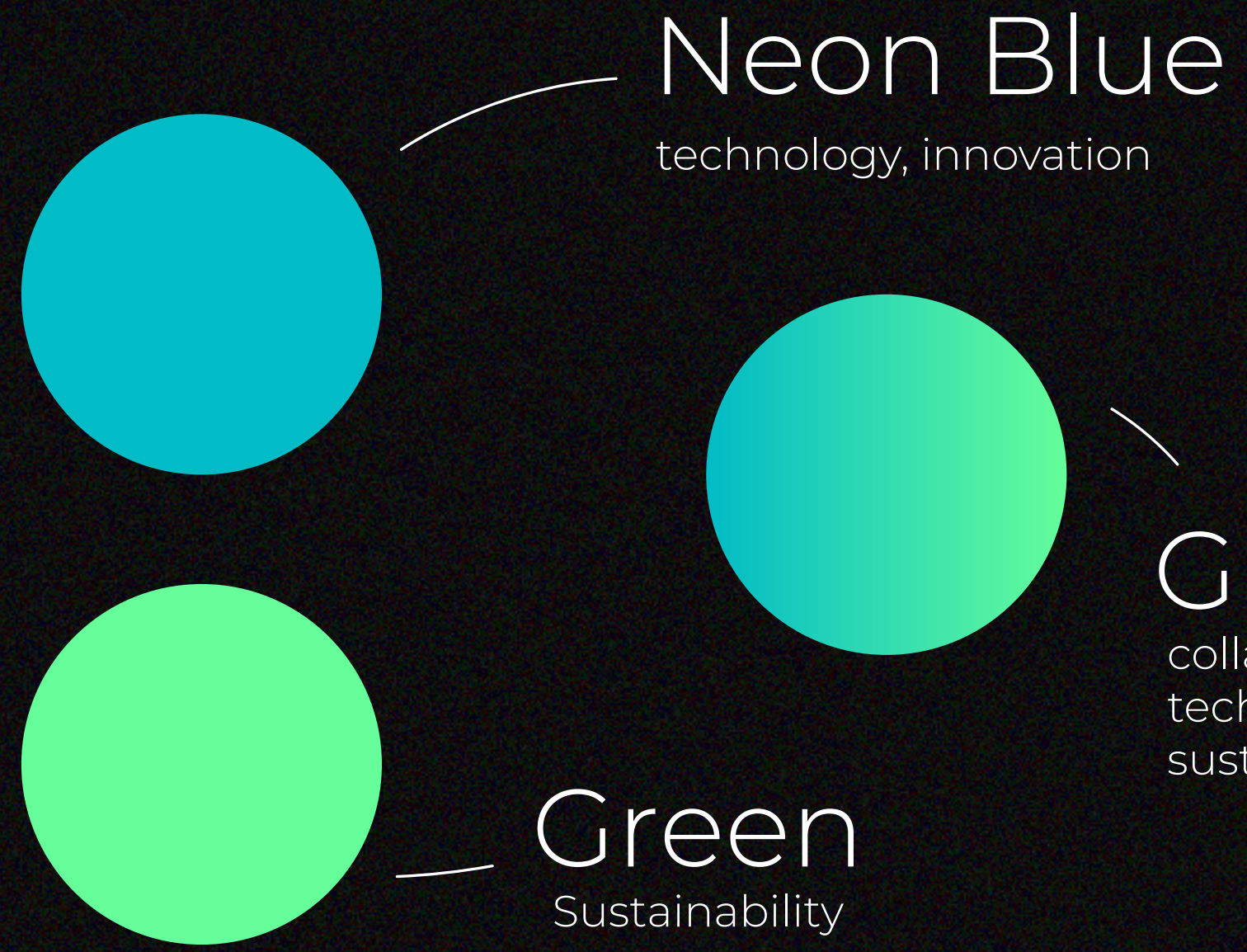
Key Words

FUTURE

AI/
TECHNOLOGY

SUSTAINABILITY

ART DIRECTION



Gradient
Liquid Flow

fluid nature represents the
ability to adapt and be flexible,
future-proof



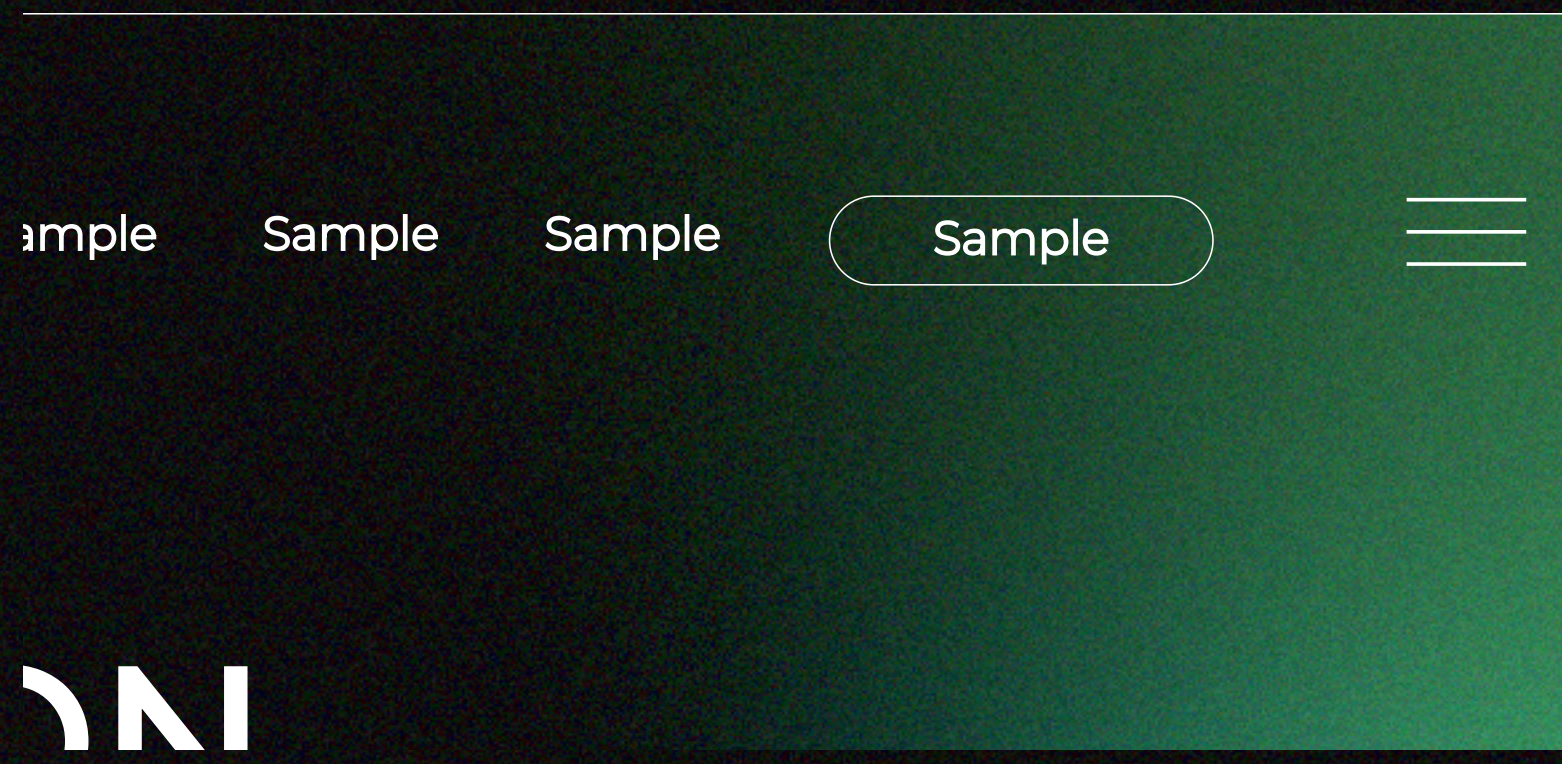
PATTERN

The AAS Logo in thin outline
pattern, featuring other sleek
thin lines exude a modern
and futuristic feel.



SANS SERIF
TYPE STYLE

Bold, prominent letters
conveying a loud, modern,
clean, and minimalist aesthetic



MINIMALIST
AESTHETIC

Reflects luxury and
professionalism in the
corporate business sphere



Brand
Mark



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قمة العرب للطيران
ARAB AVIATION SUMMIT

Color



Green Neon

R 85
G 214
B 150

C 59
M 0
Y 58
K 0

55D696



Blue Neon

R 1
G 187
B 198

C 72
M 0
Y 25
K 0

01BBC6

Typography

Montserrat Light

MONTSERRAT SEMIBOLD

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1234567890

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1234567890

Montserrat

BRAND TOUCHPOINTS

Digital, Print, Merchandise, On Site & OOH

Digital Brand Collaterals

Landing Page Email Template,
Online Website Ad, Social Media,
Digital Banners



Sample

Sample

Sample

Sample



ARAB AVIATION SUMMIT

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REGISTER



Sample

Sample

Sample

Sample



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SAMPLE HEADLINE COPY TEXT

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www.arabaviationsummit.net

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Flight
Forward

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SAMPLE NAME

Position Here
Company

KEYNOTE TITLE



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3 DAYS TO GO

11th
EDITION
2024

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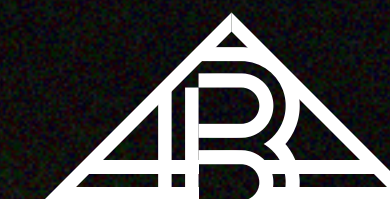
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INNOVATION PARTNERS



TEAM GROUP
TAGLINE HERE



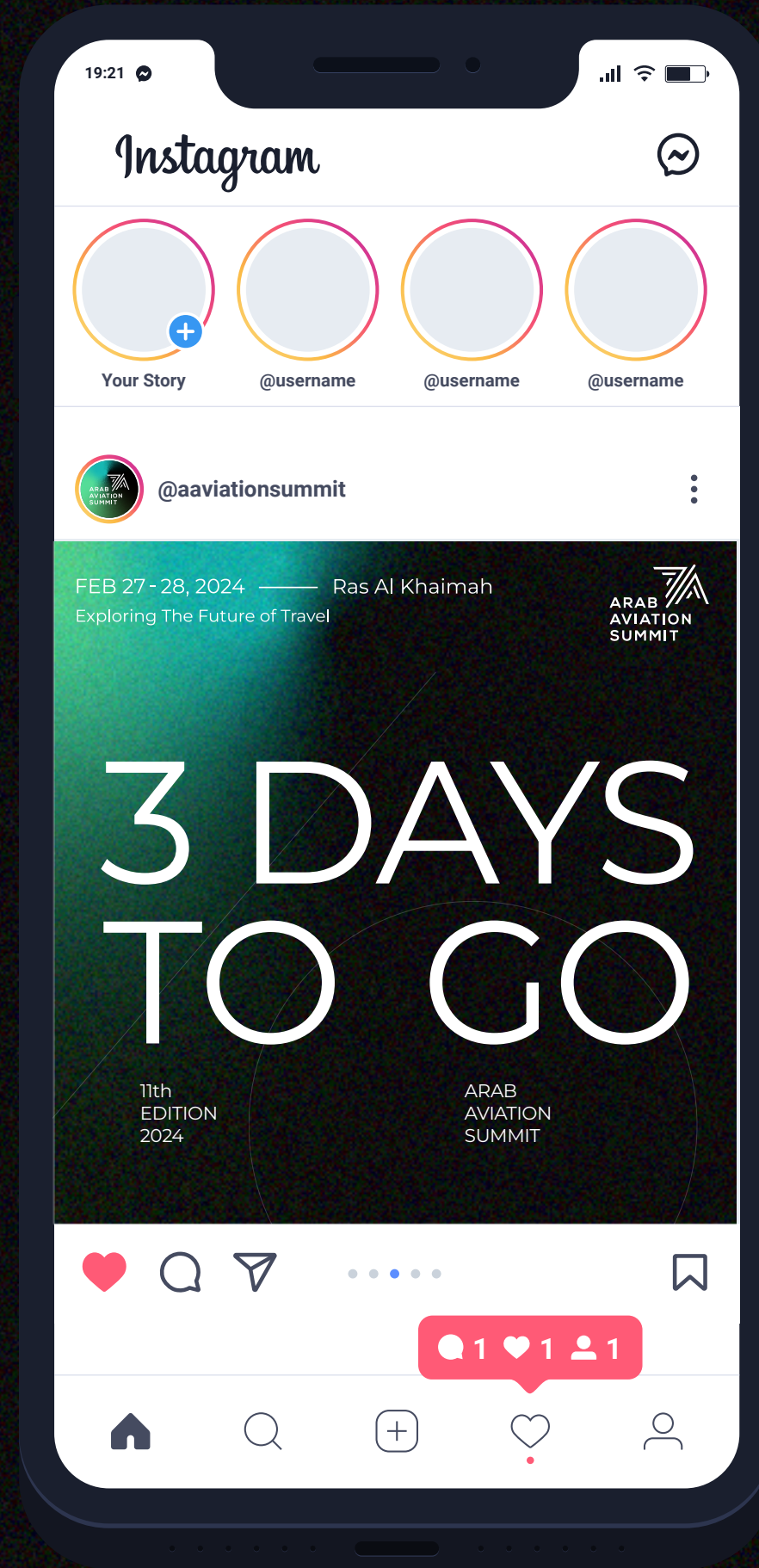
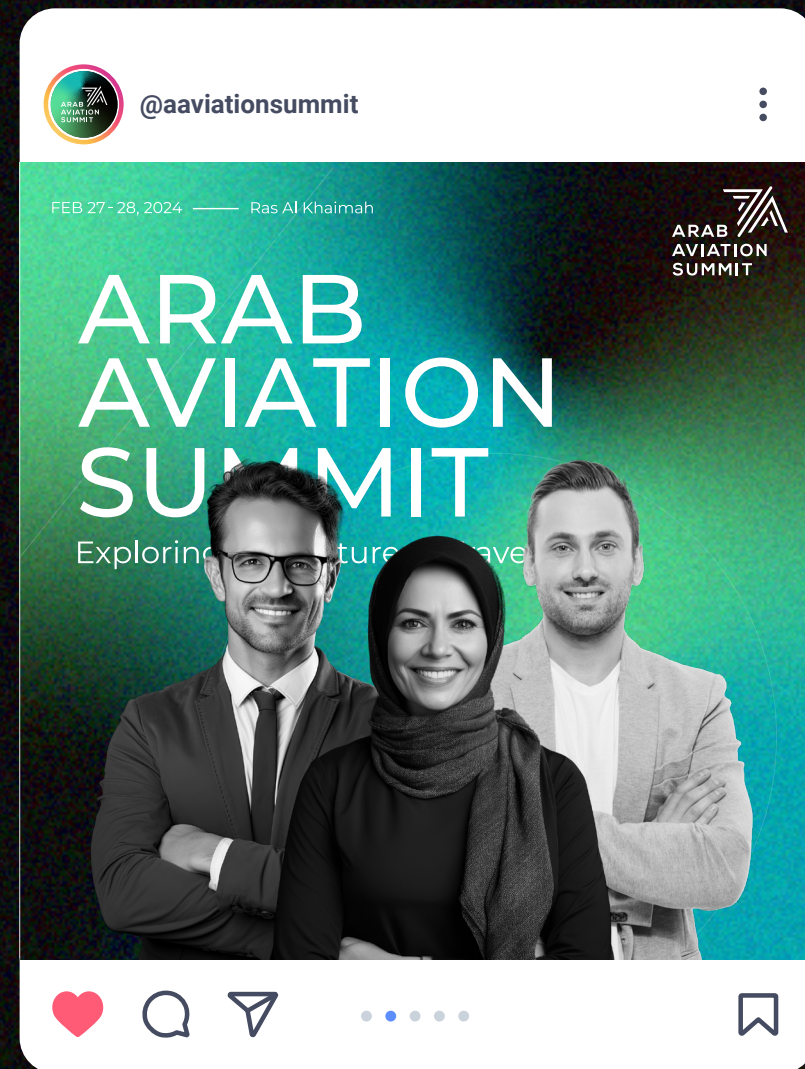
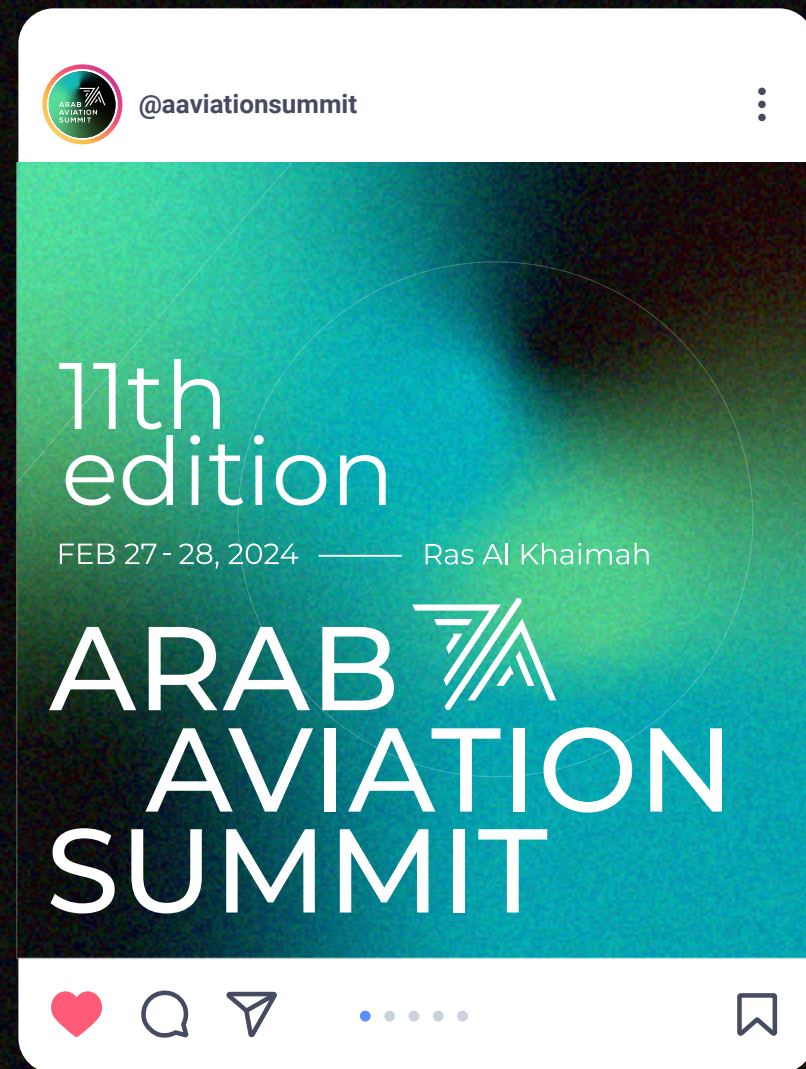
Business Name



travelgood
your slogan here



BUSINESSNAME
TAGLINE HERE



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George Davis ✓
@georgedavis

317 Following 73.5 thousand Followers

Follow

George Davis @emilyjones. 1h

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George Davis @georgedavis. 6h

100 500 920

George Davis @georgedavis. 7h

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100 159 1.1 Thousand

Arab Aviation Summit

4,618 Tweets

- Start
- To explore
- Notifications
- Messages
- Saved
- Lists
- Profile
- More options

Tweet

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George Davis @georgedavis. 6h

100 500 920

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Sarah clayton
@sarahclayton

Follow

Milton Brown
@miltonbrown

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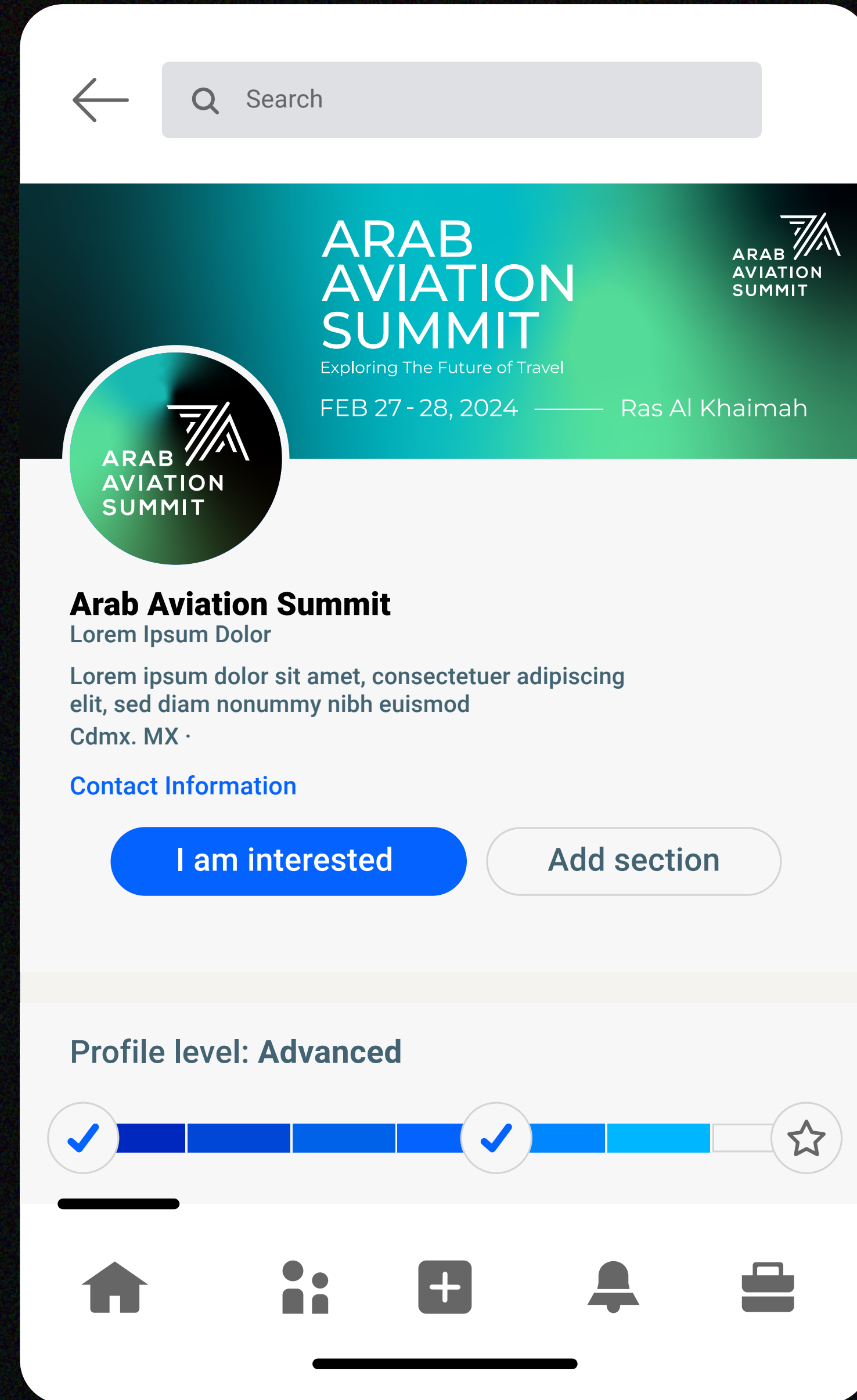
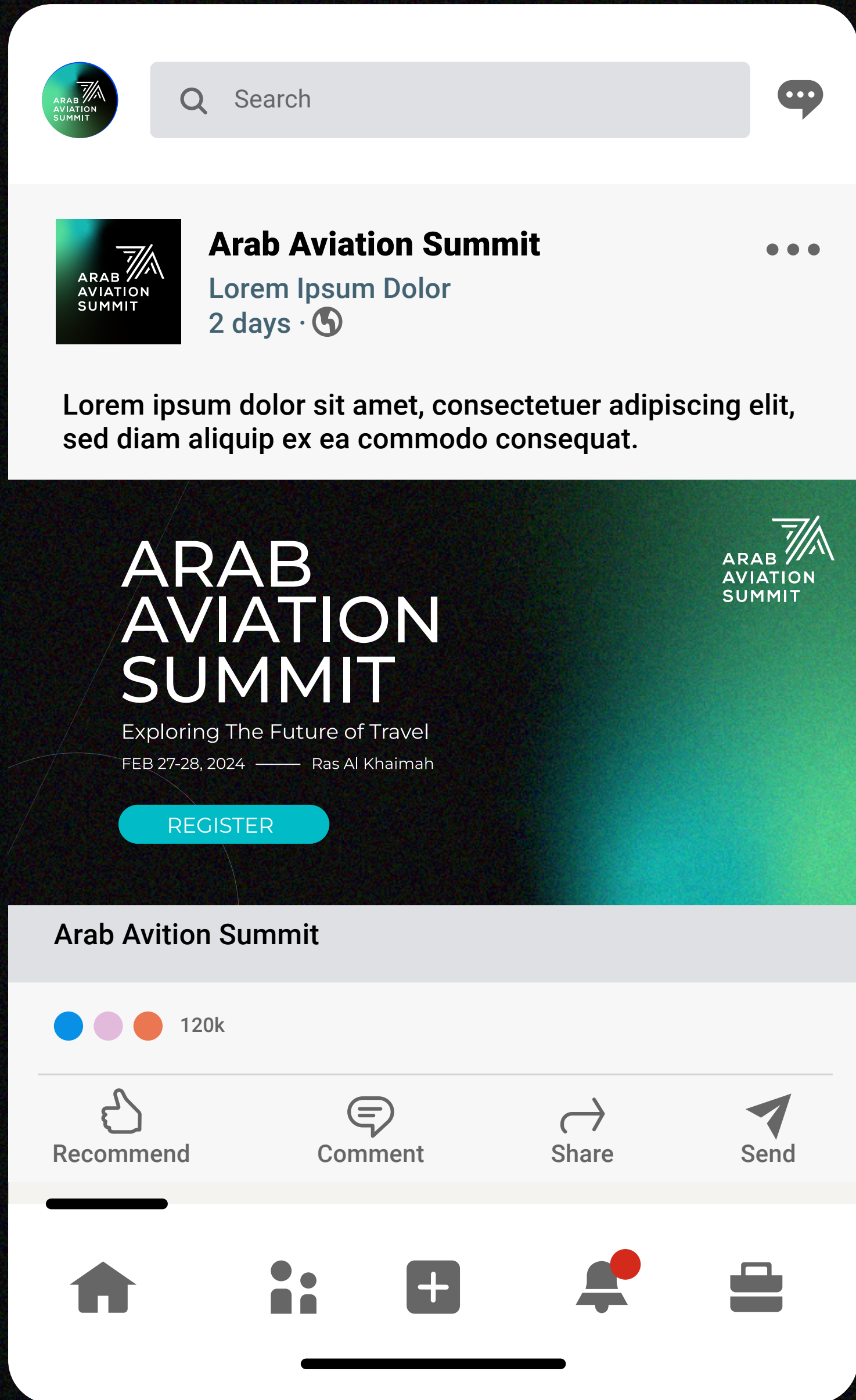
Lorem Ipsum

Leonard Jones
3,245 Tweets

Lorem Ipsum

Samuel Williams
174 Tweets

Show more



Print Brand Collaterals

Brochure, Stationary,
Merchandize & Corporate Gifts

OOH &
On Site



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