DSEI

2023 STYLE GUIDELINES

V2.2

DSEI 2023 FONT

▼ Copy & title Font (other weights can be used for emphasis)

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWYXZ
abcdefghijklmnopqrstuvwyxz
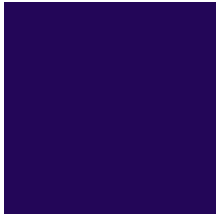
▼ Font for online use only

Arial

ABCDEFGHIJKLMNOPQRSTUVWYXZ
abcdefghijklmnopqrstuvwyxz

! **DO NOT** substitute these fonts.

Care and consideration has been taken in choosing these fonts. Incorrect selection of fonts devalues and fragments the creative and the consistency of brand appearance.

DSEI 2023 COLOURS

Primary colours

C: 91%
M: 100%
Y: 0%
K: 49%

2e1352

C: 15%
M: 30%
Y: 70%
K: 15%

c6a155

Secondary colours

C: 52%
M: 0%
Y: 13%
K: 0%

#: 7fcbde

C: 41%
M: 78%
Y: 0%
K: 0%

#: a65199

C: 83%
M: 47%
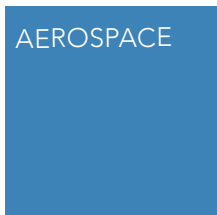Y: 17%
K: 3%

#: 2a72a4

C: 68%
M: 93%
Y: 0%
K: 0%

#: 723088

Zone colours

LAND	AEROSPACE	NAVAL	JOINT	SECURITY
C: 70%	C: 69%	C: 97%	C: 43%	C: 8%
M: 0%	M: 30%	M: 67%	M: 74%	M: 0%
Y: 74%	Y: 0%	Y: 19%	Y: 0%	Y: 0%
K: 63%	K: 15%	K: 33%	K: 39%	K: 74%
# 225b34	# 4687bb	# 033f6d	# 744071	# 5f6364

Hub colours
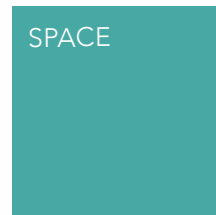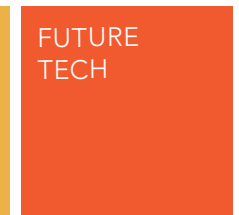
SPACE	MEDICAL	MANUFAC-TURING	FUTURE TECH
C: 69%	C: 84%	C: 0%	C: 0%
M: 14%	M: 15%	M: 28%	M: 80%
Y: 39%	Y: 0%	Y: 80%	Y: 91%
K: 0%	K: 0%	K: 7%	K: 0%
#: 4ca7a4	#: 009ddc	#: eeb63f	#: e84e22

DSEI 2023 BRANDING

POWERING PROGRESS
DEFINING YOUR FUTURE

DSEI

12-15 SEPTEMBER 2023
EXCEL - LONDON

AEROSPACE   LAND   NAVAL   JOINT   SECURITY

FUTURE TECH   MEDICAL   SPACE   MANUFACTURING

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BOOK YOUR STAND   WWW.DSEI.CO.UK

12 - 15 SEPTEMBER 2023
EXCEL, LONDON

DSEI

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DEFINING YOUR FUTURE

▼ Data background

▼ Square, lines and data blocks

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"):"modelmale"==a&&$(".mpeople-advanc
ced").on("submit."+t,".mpa-form-opt",
,function(){if(""!==$(this).val())$(t
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ne-line").removeClass("inp_modified")
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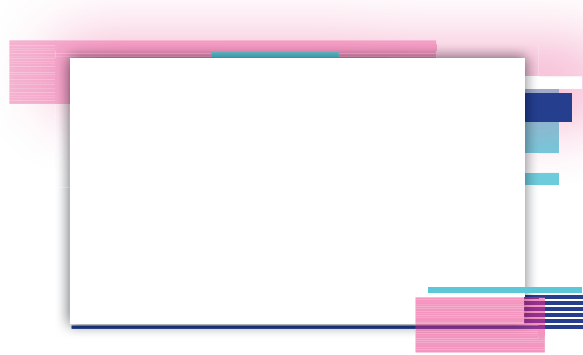
Primary

Secondary

This year the main part of the site will be white. White/Cyan blocks with outerglow used to enhance the neon style. Horizonal lines overlayed, building up a sence of technology and data.

DSEI 2023 LOGO

▼ Logo with and without dates

Primary
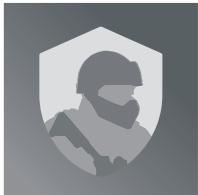

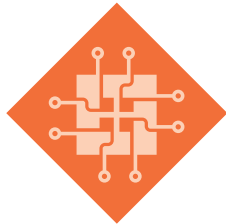

Secondary

DSEI 2023 ZONES & HUBS

▼ Zones

AEROSPACE

LAND

NAVAL

JOINT

SECURITY

▼ Hubs

FUTURE TECH

MEDICAL

SPACE

MANUFACTURING