



EGYPES
EGYPT ENERGY SHOW



VISUAL STANDARD
GUIDELINES 2026





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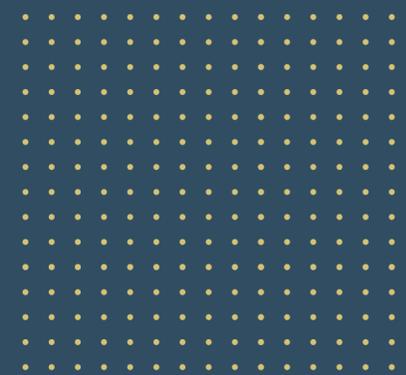
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01.
BRAND
MARK



01.01. EGYPES BRAND MARK

The logo is the key building block of its identity and the primary visual element that identifies it. The signature is a combination of the symbol itself and the company name, they have a fixed relationship that should never be changed in any way.

Logo emblem



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EGYPT ENERGY SHOW

Logo type

Black & White version



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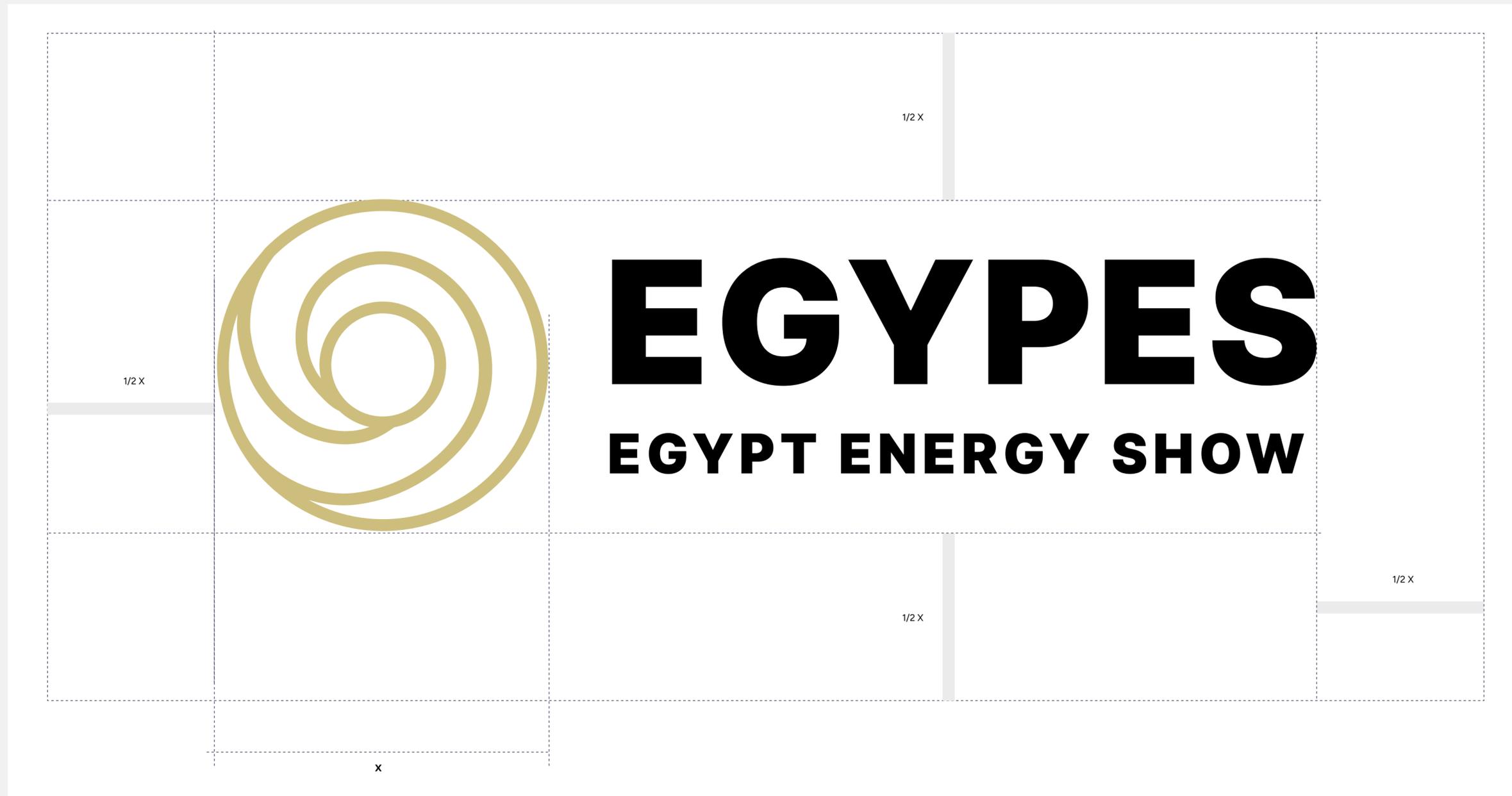


EGYPES
EGYPT ENERGY SHOW

01.02. EGYPES LOGO CONSTRUCTION & CLEARSPACE

The clear space around the Egypes logo must always be maintained to protect its visibility and impact. The minimum clear space is **defined as $\frac{1}{2}X$, where X equals the diameter of the Egypes circle logo.**

This means the required clear space is half the diameter of the circle logo on all sides. No text, graphic elements, or other logos should intrude into this area.



01.03. EGPES LOGO APPLICATIONS & STANDARDS

When ever the brand mark is used always ensure none of the below occurs. Above all, DO NOT change, re-draw, re-colour, alter the brand mark in any way. Always use the master digital file when reproducing the brand mark.

Incorrect Logo Application

Never use the logo mark in full colour on a coloured background



Never change any of the colours to be other than those previously defined



Never change alignment of any element of the logo



Never use a drop shadow or other effects behind the logo



Never stretch the logo



Never place the logo over an image that affects legibility

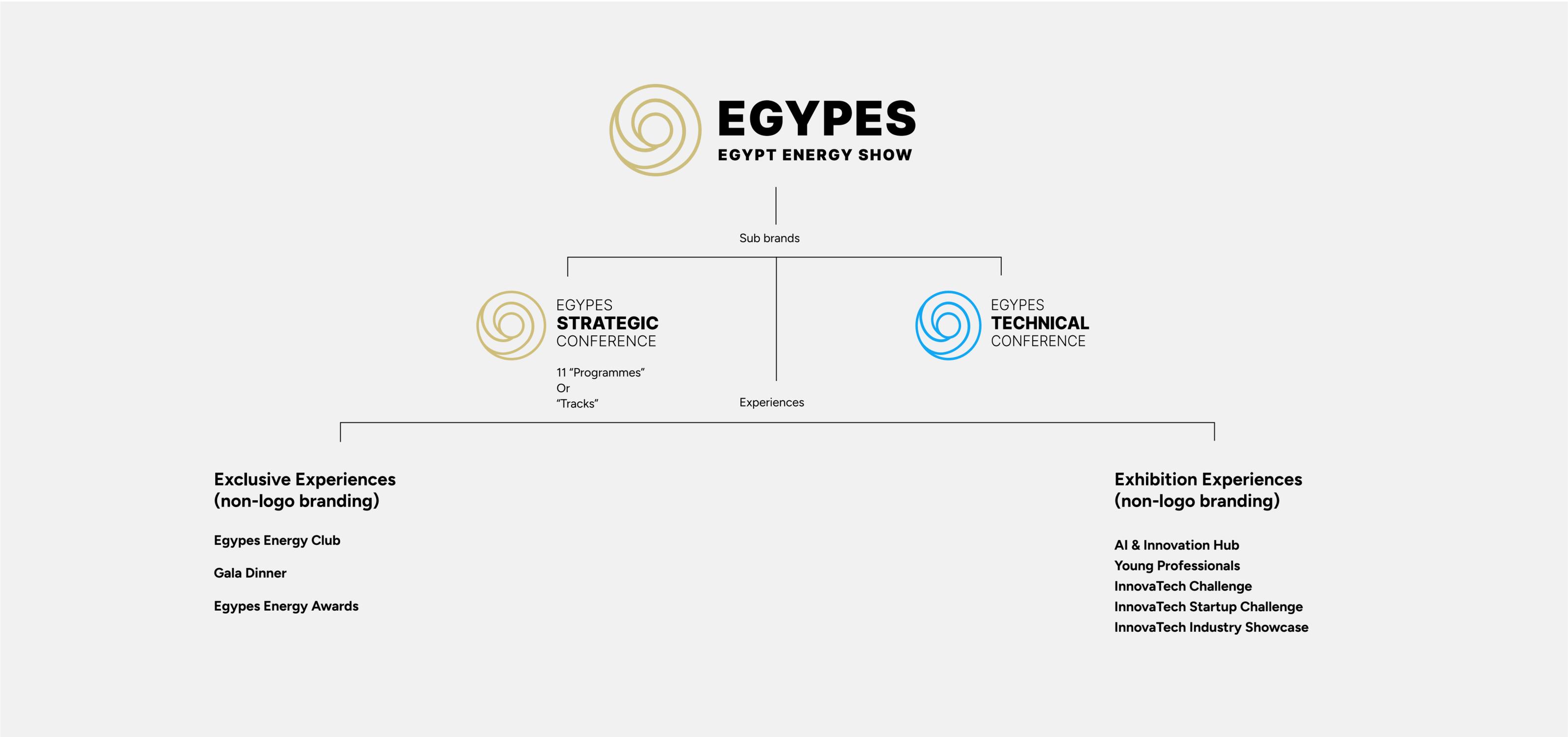
01.04. BACKGROUND COLOUR VARIATION

Inverted logo on a dark background



Full-colour logo on a light background





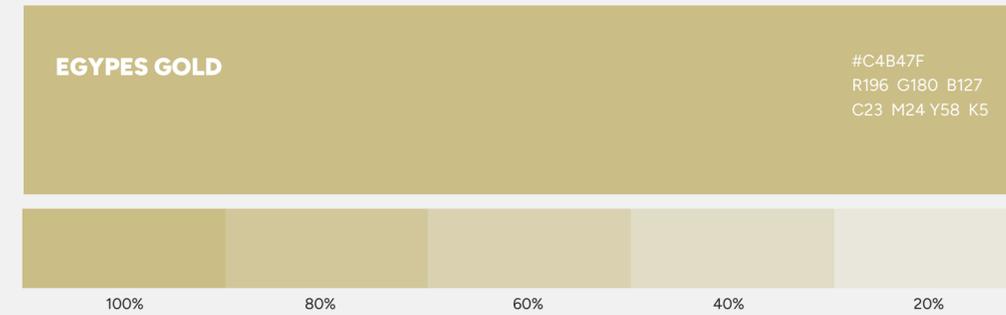
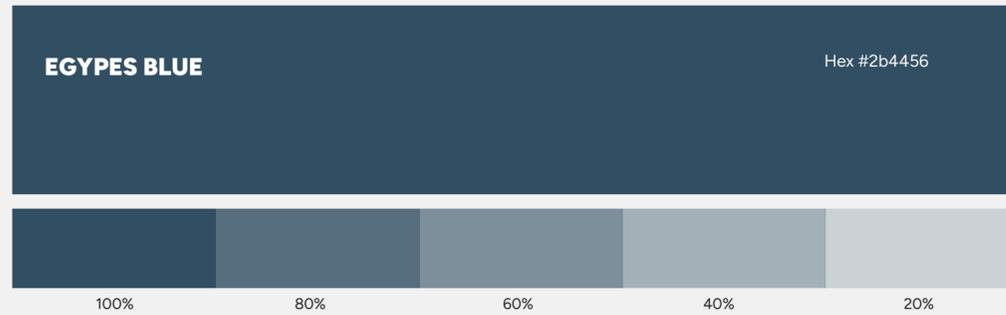
01.06. EGPES SUB BRANDS

Each sub-brand must follow the same principles and standards as the master brand. This includes all dos and don'ts and safe space rules that apply to the master logo. Any adaptations or applications of sub-brands must respect these rules to maintain overall consistency and ensure that the brand architecture remains unified.

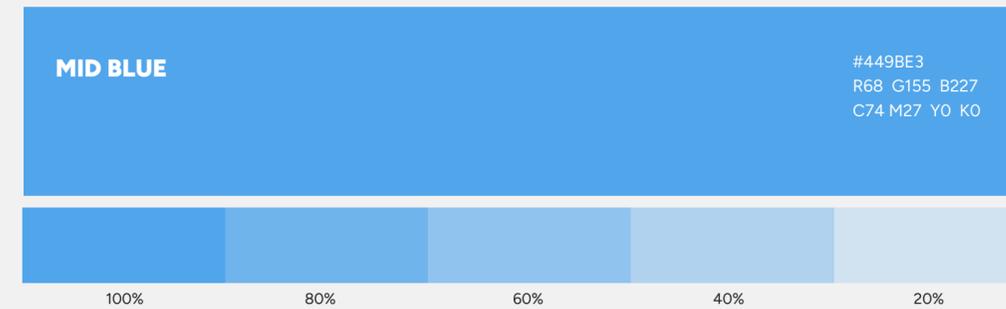
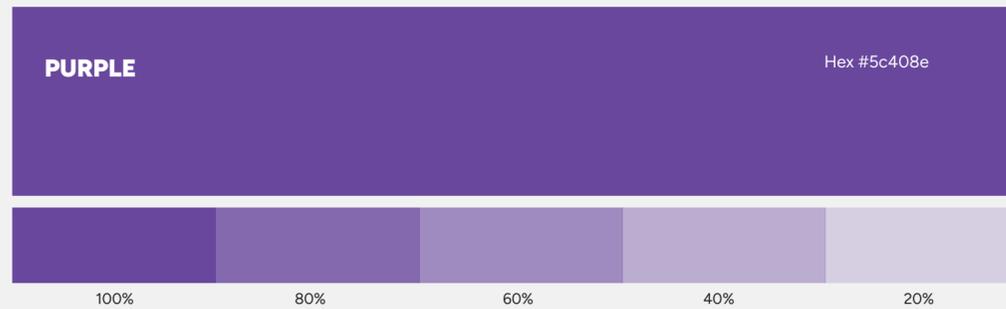


02.01. EGPES COLOUR PALETTE

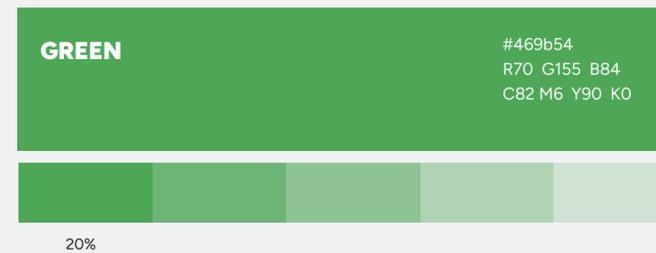
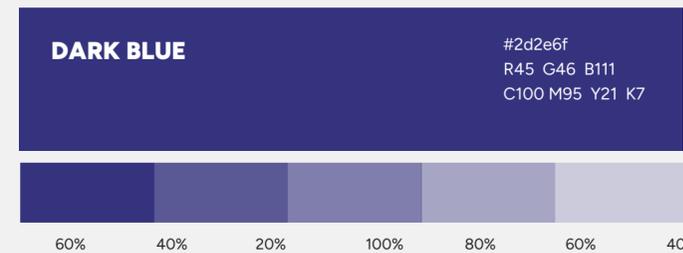
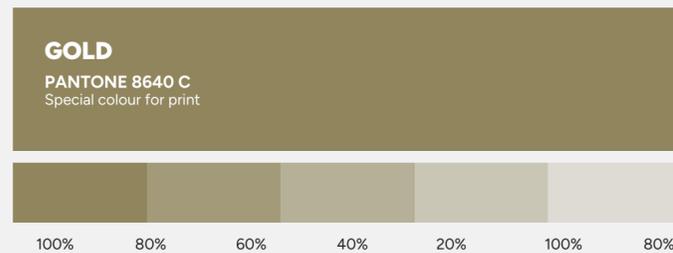
Primary Colours



Secondary Colours



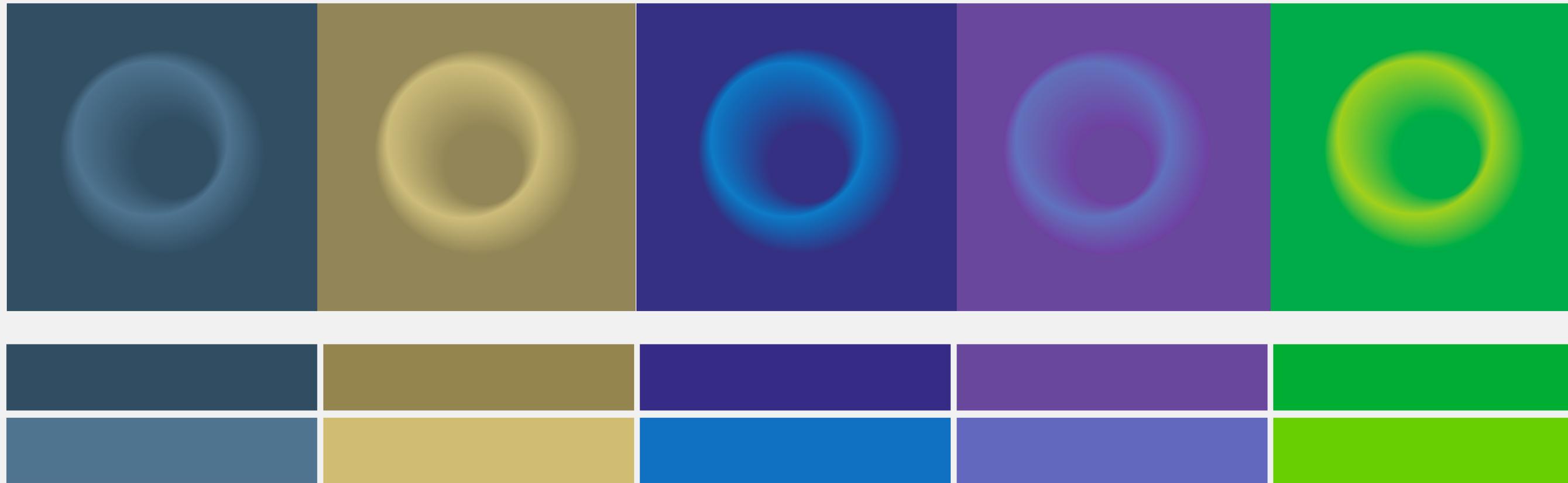
Optional Colours



Used for backgrounds

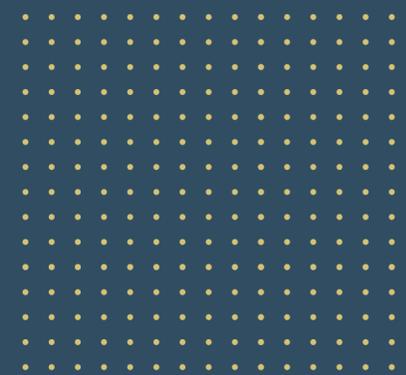


02.01. EGPES COLOUR PALETTE



Accent Colours:
To create the globe effect

ACCENT BLUE	#4d6981 R77 G107 B129 C76 M48 Y31 K16	ACCENT TURQUOISE	#0071b5 R0 G113 B181 C93 M46 Y0 K0	ACCENT PURPLE	#5a61a4 R88 G102 B167 C75 M62 Y0 K0	ACCENT GREEN	#a5c754 R165 G199 B84 C48 M0 Y89 K0
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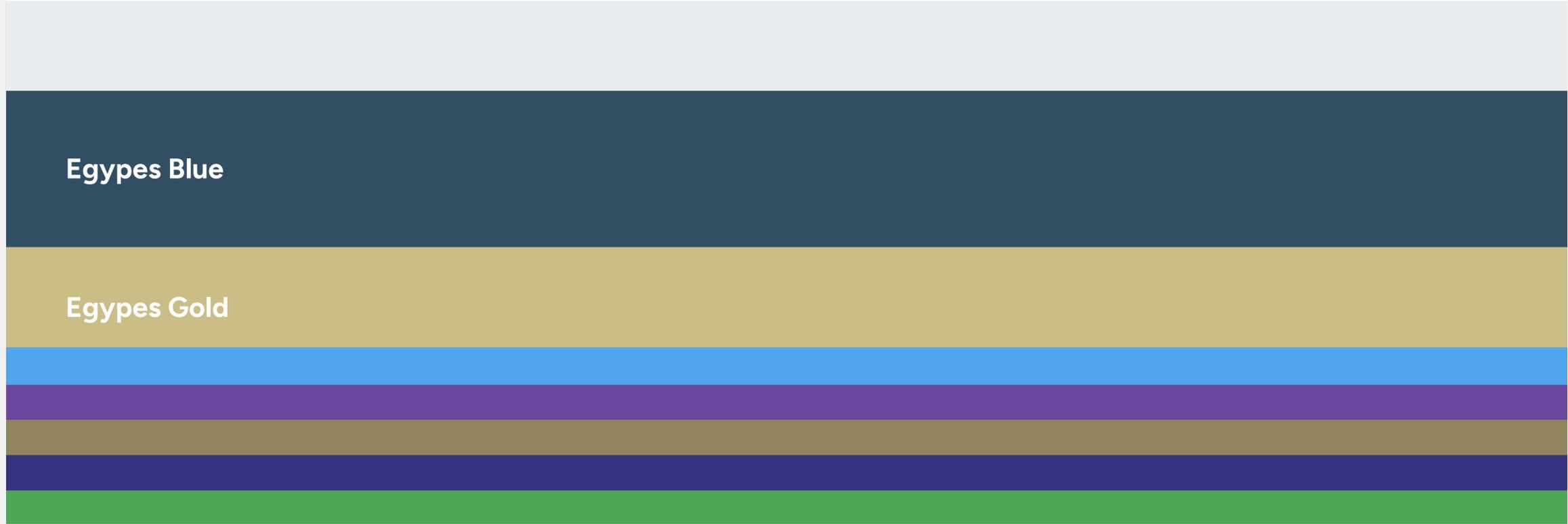


02.
BRAND
ELEMENTS



COLOUR DISTRIBUTION

FRESH, LIGHT WITH GOLD ACCENTS



Figtree

For Headers ,Subheaders
and Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890



Aa

Light
Regular
Semi Bold
Bold

Lorem ipsum dolor sit amet, consectetur nibh Lorem ipsum adipiscing elit, sed diam nonummy nibh Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy adipiscing elit, sed diam nonummy nibh

Acumin condensed

**FOR INFOGRAPHIC,
PULL OUTS AND STATS**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1234567890

\$45BN

54%

+12,000

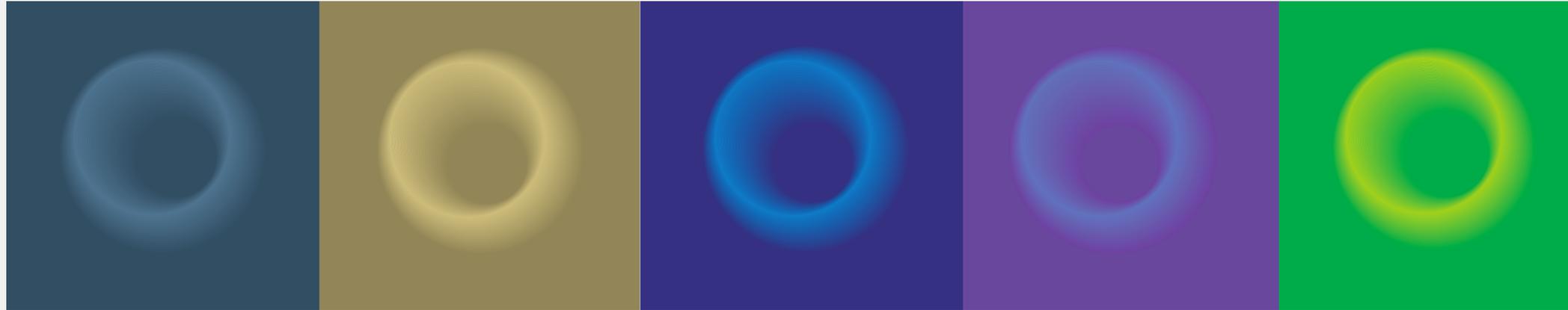
Light
Regular
Semi Bold
Bold

02.04. GRAPHIC ELEMENTS

The following graphic elements are used in brand communication to create a dynamic, flexible and consistent brand image over a range of design applications.

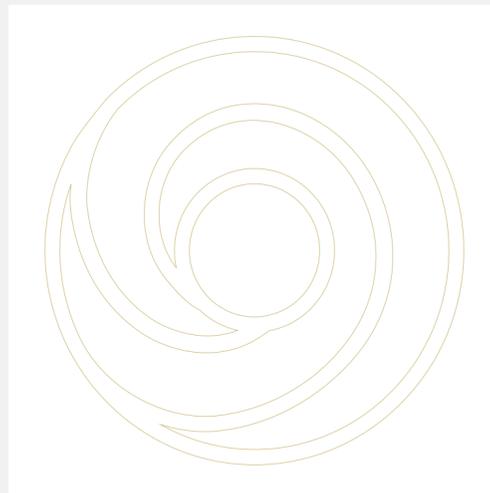
EGYPES FLUID ENERGY GLOBES

Egypes fluid energy globals are transformative, responsive to change and new realities

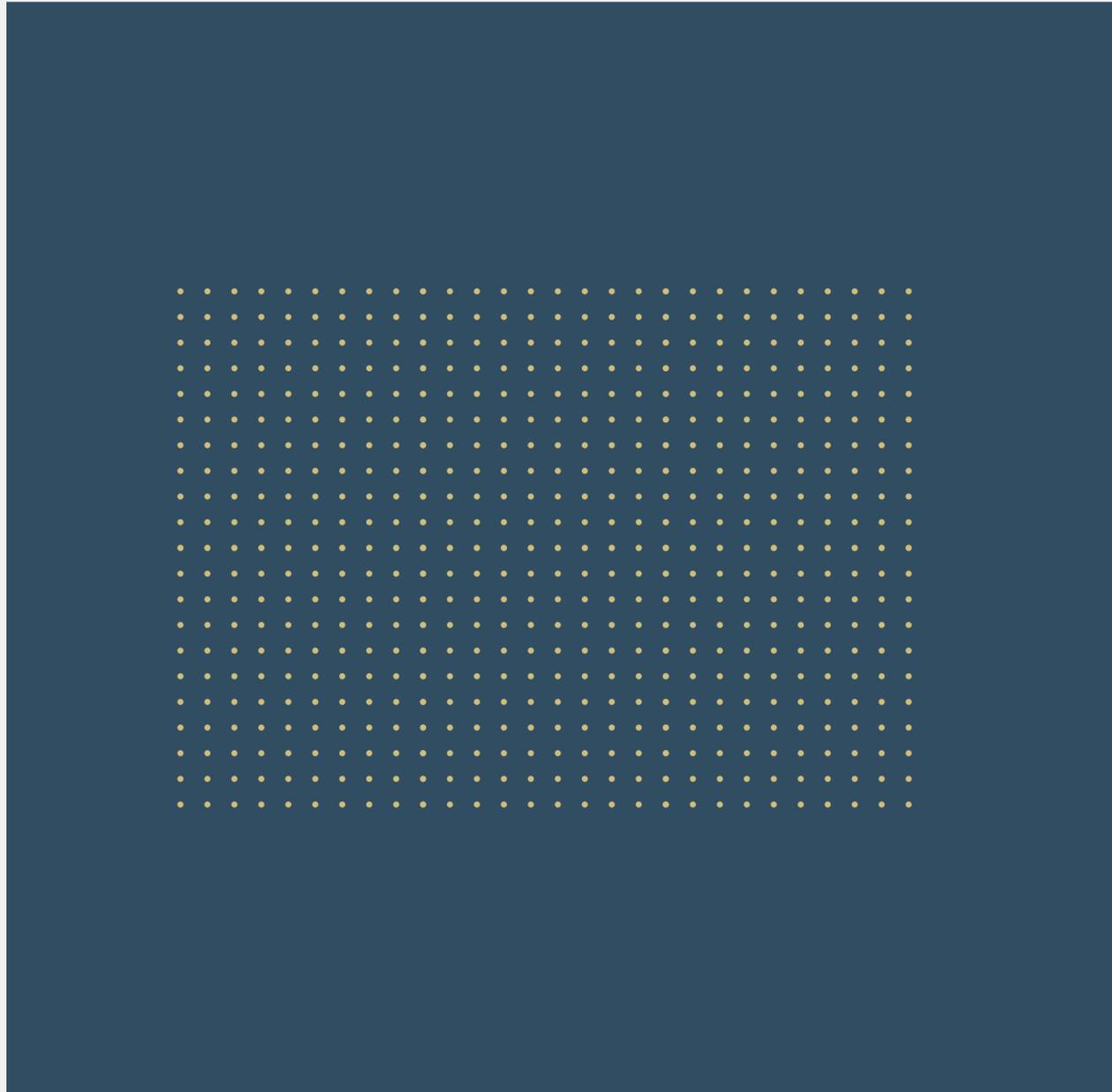


OUTLINE LOGO EMBLEM

The outline emblem may be used as a subtle watermark, applied in low opacity, fine lines, or cropped to complement the layout without overpowering the main content.



EGYPES ENERGY GRID



A precise and elegant matrix graphic texture. The ordered structure acts as a counterpoint to the Egypes fluid energy globes

JOIN US AT EGPYES 2026

VIP EXPERIENCE

Exclusive, invitation-only experiences reserved for the senior decision-makers shaping the global energy agenda.

EGYPES 2026 hosts high-impact occasions designed to deepen strategic dialogue and honour industry excellence and leadership.

GenAi Could unlock up to **\$8.5 bn** across africa's mining and heavy industry sectors

HUB EXPERIENCES

Tech Talks

Innovation Challenges

AI-enabled Startup Pods

Live Demos

Immersive Simulations

ICONOGRAPHY

To reduce clutter, traditional icons can be replaced with bold, high-quality images that vividly represent each sector for greater impact and clarity.



UPSTREAM

Exploration & Production solutions — spanning drilling, reservoir engineering, and field development.



MIDSTREAM

Transport, storage & infrastructure — including LNG, pipelines, shipping, and tankers.



DOWNSTREAM

Refining, processing & petrochemicals — covering natural gas processing, petrochemicals, and crude-to-chemicals.



ENERGY INVESTMENT

Capital, policy & strategic projects — from climate finance and PPPs to government frameworks.



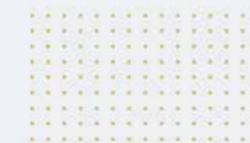
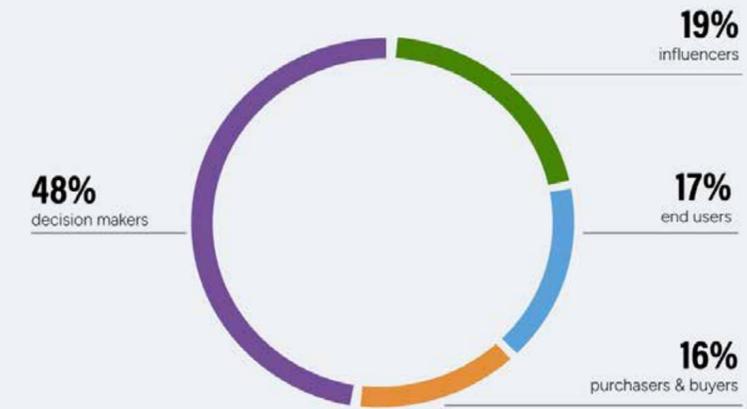
FUTURE ENERGY SYSTEMS

Low-carbon technologies & digital solutions — including hydrogen, carbon capture, AI, and automation.

CHARTS AND FIGURES

Egyptes charts and figures use clean, modern visuals with bold typography, simple color coding, and minimal design elements to ensure clarity, impact, and easy data interpretation.

MEET THE DECISION-MAKERS ACROSS THE GLOBAL ENERGY VALUE CHAIN



TECHNICAL CONFERENCE IN NUMBERS

200+ INDUSTRY EXPERT SPEAKERS

90+ TECHNICAL COMMITTEE

50+ TECHNICAL SESSIONS

20 TECHNICAL CONTENT CATEGORIES

02.05. PHOTOGRAPHY STYLE

Egypes imagery shows scale, leadership, and innovation. The style combines people, atmosphere, and conceptual visuals to create a strong, unified look.

1. Crowd Images

Wide and mid-shots of audiences show diversity, scale, and engagement.

2. Speaker & VIP Images

Close-ups and mid-shots highlight authority, professionalism, and thought leadership.

3. Tinted & Stylized Images

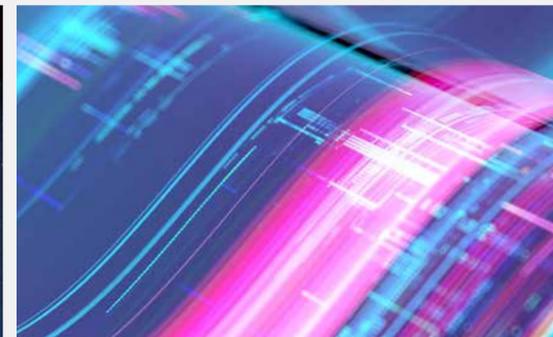
Photos with overlays or tints ensure brand consistency and improve text readability.

4. Event Atmosphere

Candid shots of networking and exhibitions capture energy and collaboration.

5. Conceptual & Contextual Imagery

Abstract visuals (globes, technology, networks) and cityscapes of Cairo reflect innovation, global reach, and cultural identity.



THE TINTED IMAGES EFFECT

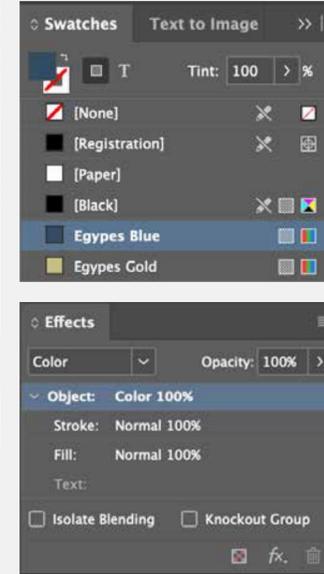
In order to achieve a consistent tinted look that unifies images while keeping details visible, follow these steps:



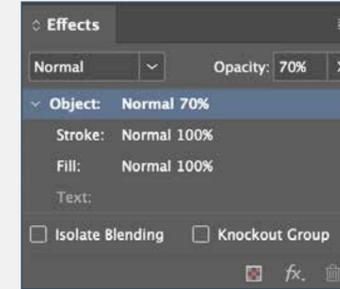
1. Place the full-colour image on the layout.

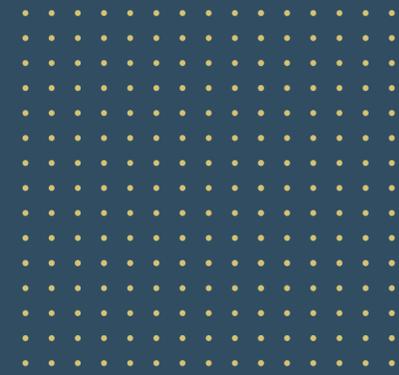


2. Add a solid Egypes Blue box (100% opacity) on top of the image and set the effects mode to Color.



3. Add another Egypes Blue box (60–70% opacity) on top and set the effects mode to Normal.





03.
BRAND
APPLICATION



03.01. VISUAL LANGUAGE DO'S AND DON'TS

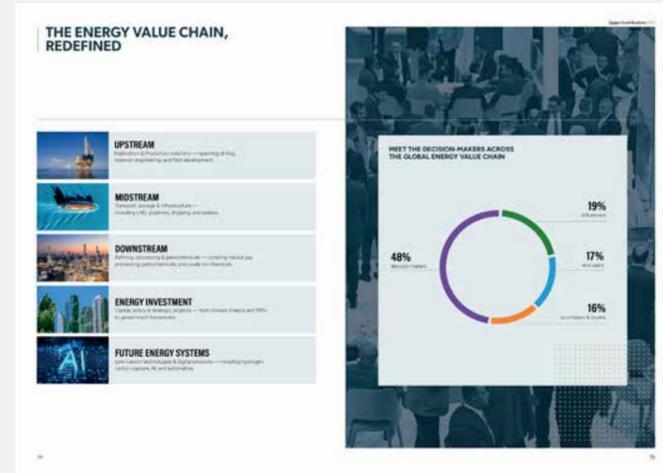
Follow these basic do's and don'ts to keep the visual language engaging and consistent across all EGPES brochureware and collaterals



DO'S
Try bold single typographic statements



DO'S
Try using bold typography to create graphic visual interest and hierarchy. Use only one hero image per spread to create a strong visual hierarchy



DO'S
Try using images instead of icons and use Infographics enhanced with tinted imagery



DO'S
Try using single imagery across DPSs for impact. This will create a strong visual hierarchy



DON'TS
Avoid cluttered layouts with poor visual hierarchy



DON'TS
Avoid off brand radial corners and old brand graphics in the background



DON'TS
Avoid using icons instead of imagery. Don't use old logos and poor visual hierarchy

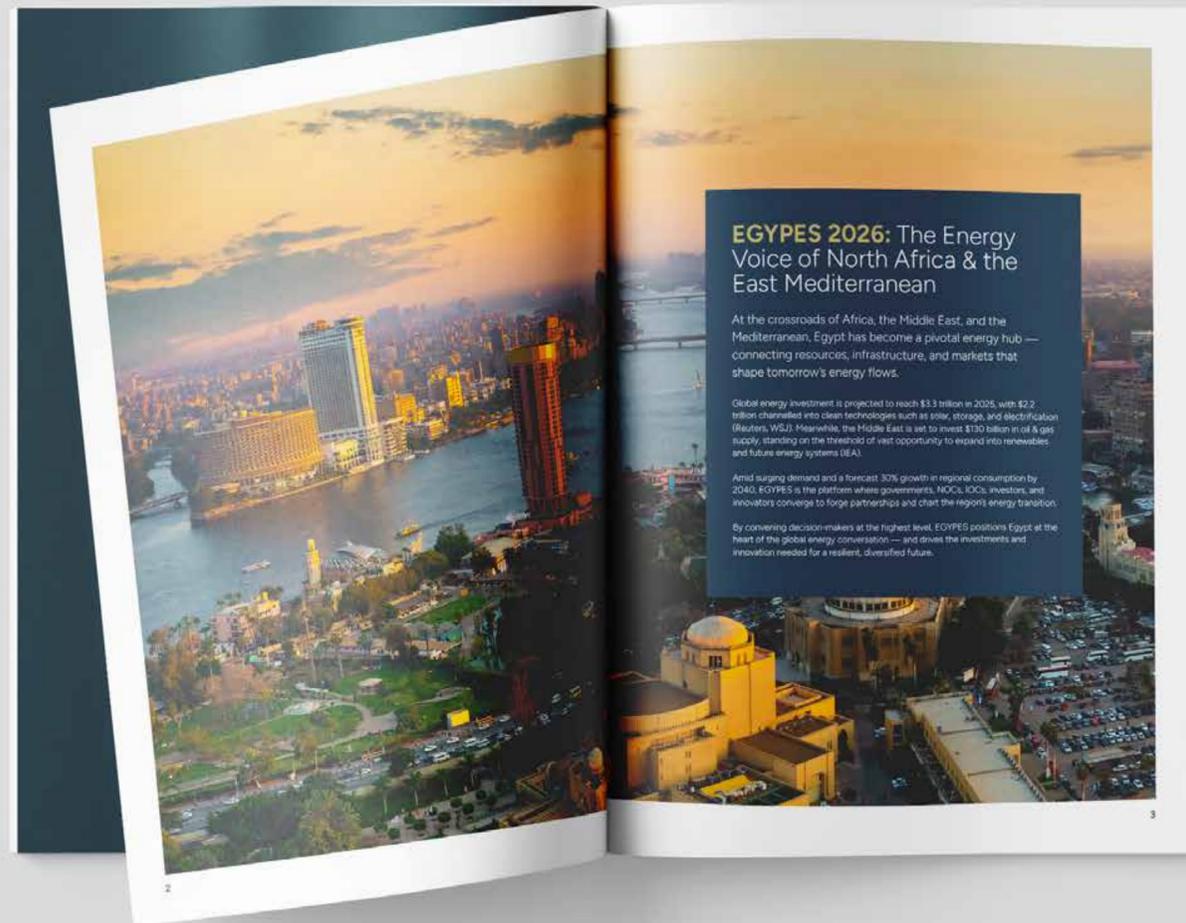


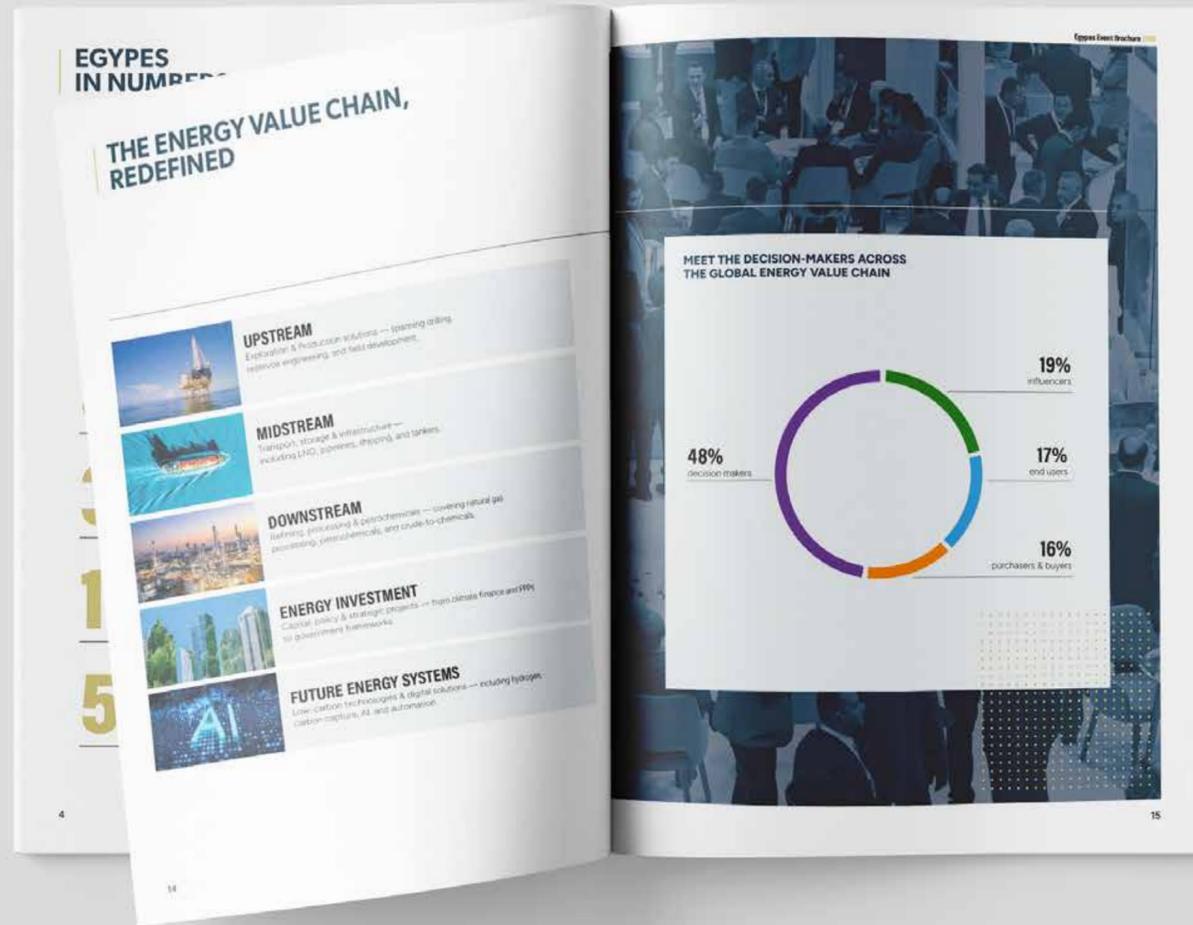
DON'TS
Avoid no visual engagement with imagery or typography

03.02. EVENT BROCHURE

Egyes Event Brochure







03.02. EVENT BROCHURE

Young Professionals Event Brochure



Option 1



Option 2







CLEAN POWER GENERATION FOR A NET ZERO FUTURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

2,200+ delegates

350+ speakers

90 sessions

2 conferences

DIVIDER TITLE.

The World Energy Congress will bring together government leaders, industry executives and international organizations to advance their dialogue around transforming the global energy sector to meet equity.

CLEAN POWER GENERATION FOR A NET ZERO FUTURE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute eure dolor in reprehenderit in voluptate velit esse cillum dolore.

25% Lorem ipsum dolor sit

54% Lorem ipsum dolor sit at in

78% Lorem ipsum

THE ENERGY VALUE CHAIN, REDEFINED

UPSTREAM Exploration & Production activities — spanning drilling, mineral engineering and field development.	<h2>LOREM IPSUM DOLOR SIT AMET, CONSECT</h2> <p>Lorem ipsum dolor sit amet, consect Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p>
MIDSTREAM Transport, storage & infrastructure — including O&G, pipelines, shipping, and facilities.	
DOWNSTREAM Refining, processing & petrochemicals — creating refined gas, petrochemicals, fertilizers, and products for chemicals.	
ENERGY INVESTMENT Capital, policy & strategic projects — from climate finance and PPPs to governmental frameworks.	
FUTURE ENERGY SYSTEMS Clean power alternatives, digital solutions — including hydrogen, carbon capture, AI, and automation.	

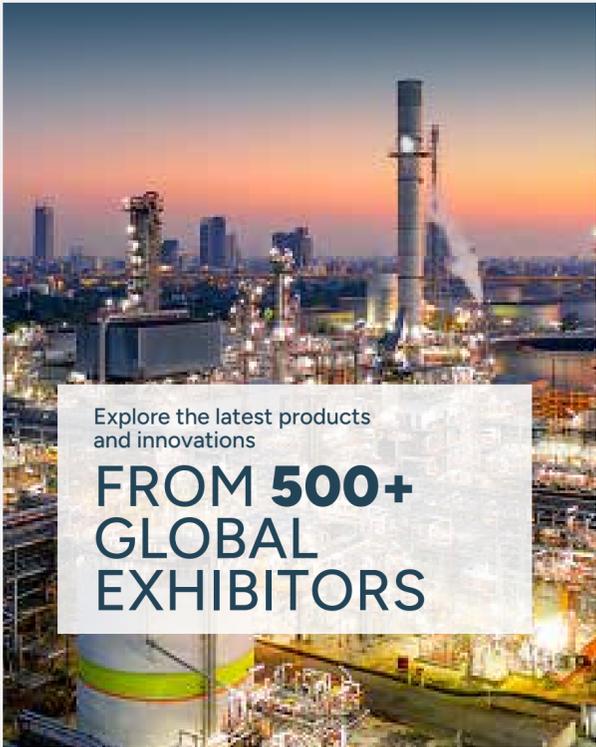
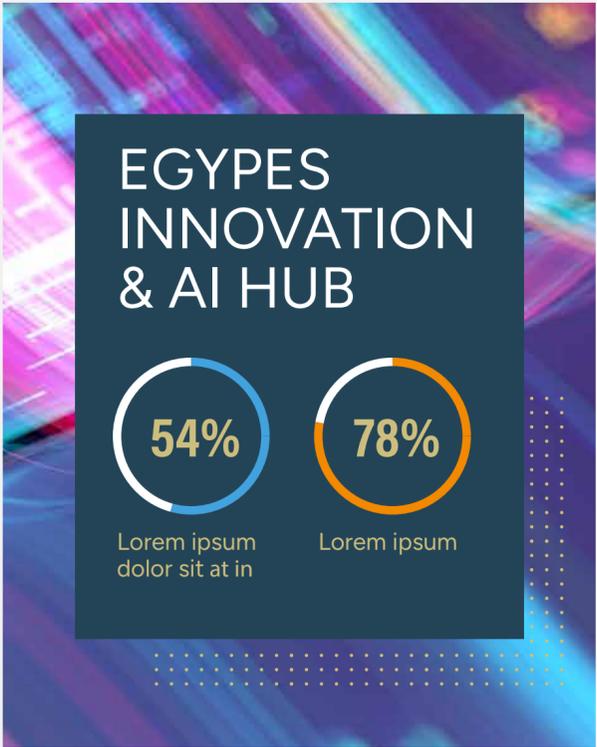
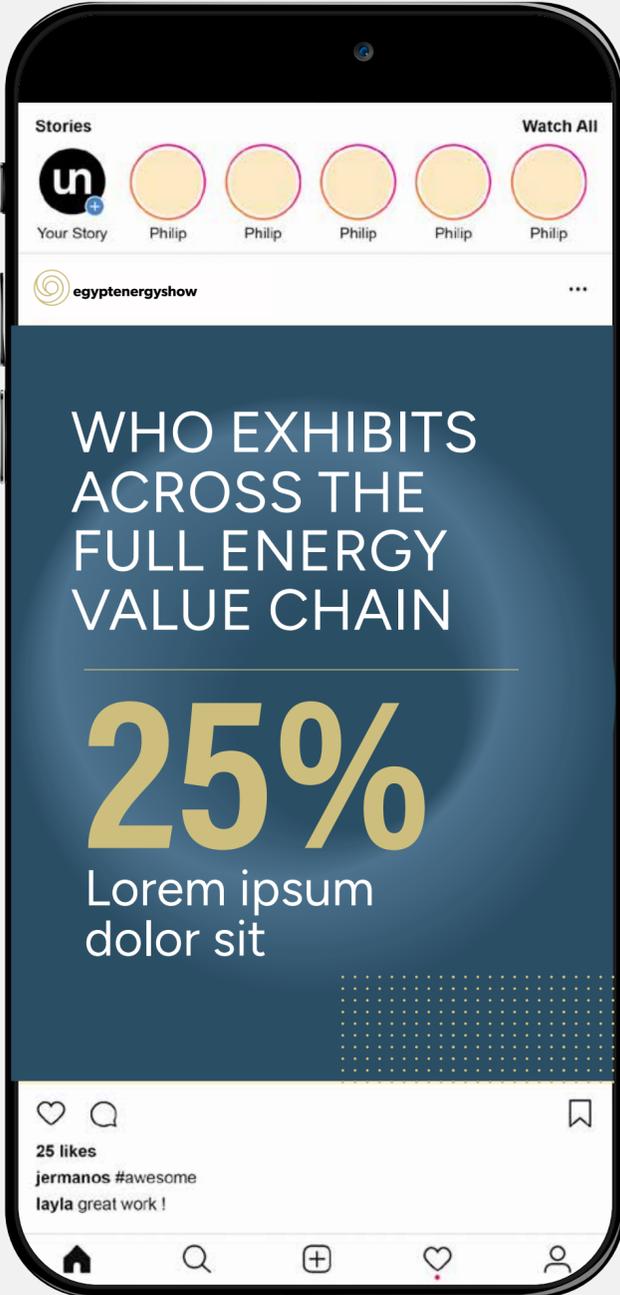
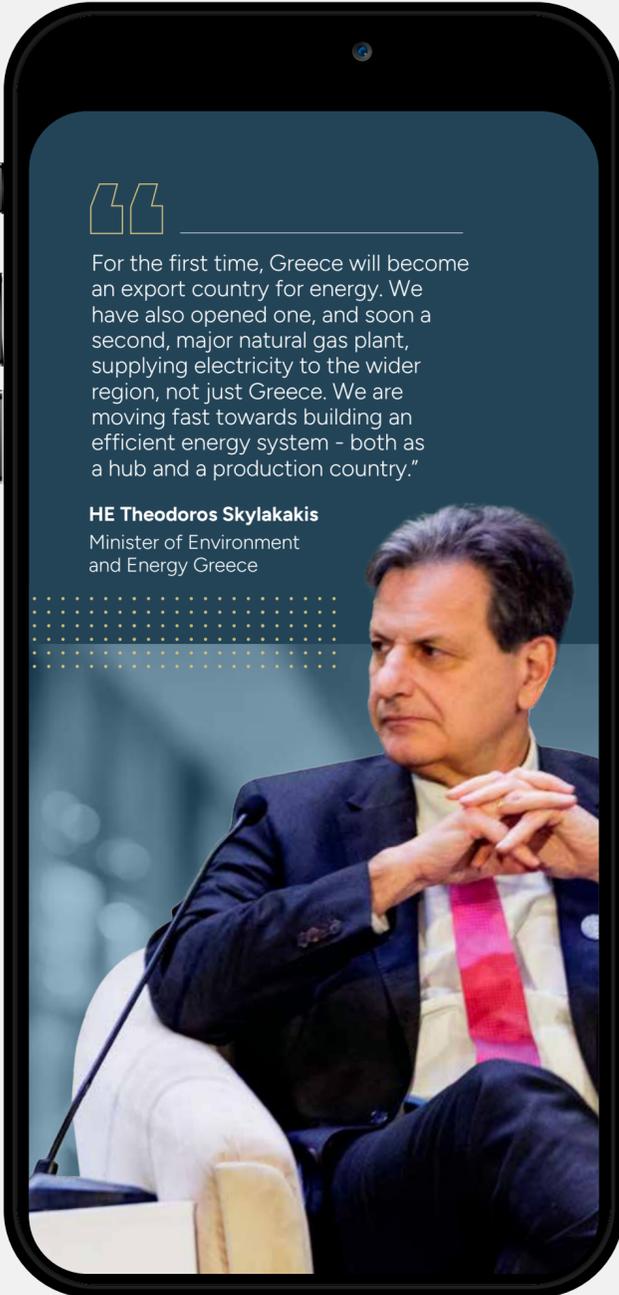
TECHNICAL CONFERENCE IN NUMBERS

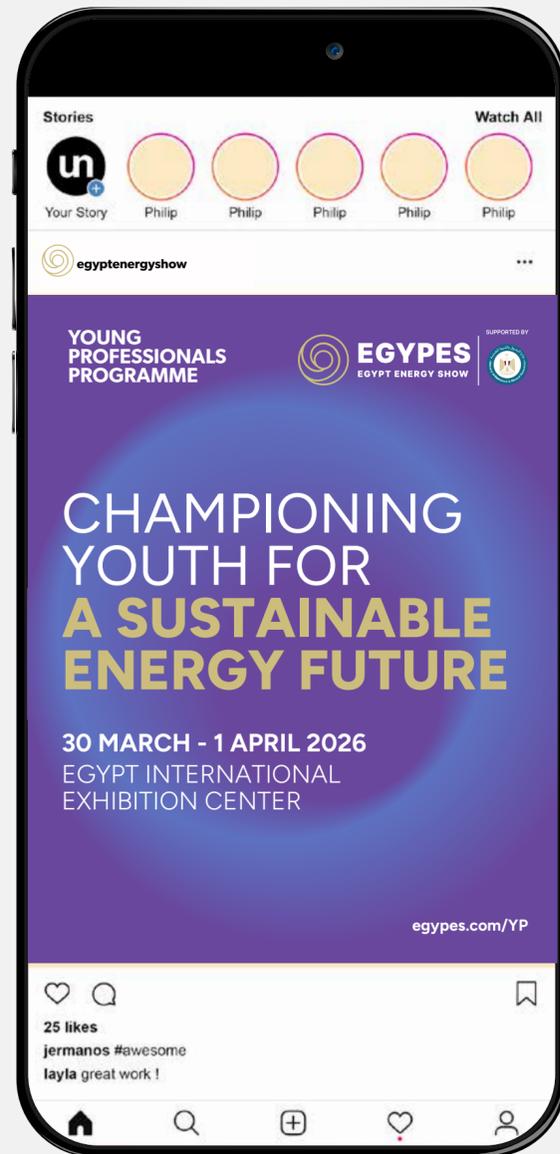
200+ INDUSTRY EXPERT SPEAKERS

90+ TECHNICAL COMMITTEE

50+ TECHNICAL SESSIONS

20 TECHNICAL CONTENT CATEGORIES







03.05. SOCIAL MEDIA TEMPLATES



EGYPES
EGYPT ENERGY SHOW

SUPPORTED BY

30 MARCH - 1 APRIL 2026
EGYPT INTERNATIONAL EXHIBITION CENTER

TRANSFORMING ENERGY THROUGH COLLABORATION, ACTION AND REALISM

50,000+ INTERNATIONAL ATTENDEES

500+ EXHIBITING COMPANIES

15+ COUNTRY PAVILIONS

BOOK YOUR STAND
egypes.com/exhibit

EGYPES
EGYPT ENERGY SHOW

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30 MARCH - 1 APRIL 2026
EGYPT INTERNATIONAL EXHIBITION CENTER

TRANSFORMING ENERGY THROUGH COLLABORATION, ACTION AND REALISM

50,000+ INTERNATIONAL ATTENDEES

500+ EXHIBITING COMPANIES

15+ COUNTRY PAVILIONS

BOOK YOUR STAND
egypes.com/exhibit

YOUNG PROFESSIONALS PROGRAMME

2026 EVENT BROCHURE

[DOWNLOAD](#)



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EGYPT ENERGY SHOW

SUPPORTED BY



2026 EVENT BROCHURE

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EGYPES MEMBERS

- 50,000+
- 2,200+
- 500+
- 350+
- 100+
- 50

TRANSFORMING ENERGY THROUGH COLLABORATION, ACTION AND REALISM

YOUNG PROFESSIONALS PROGRAMME

EGYPES
EGYPT ENERGY SHOW

SUPPORTED BY



2026 EVENT BROCHURE

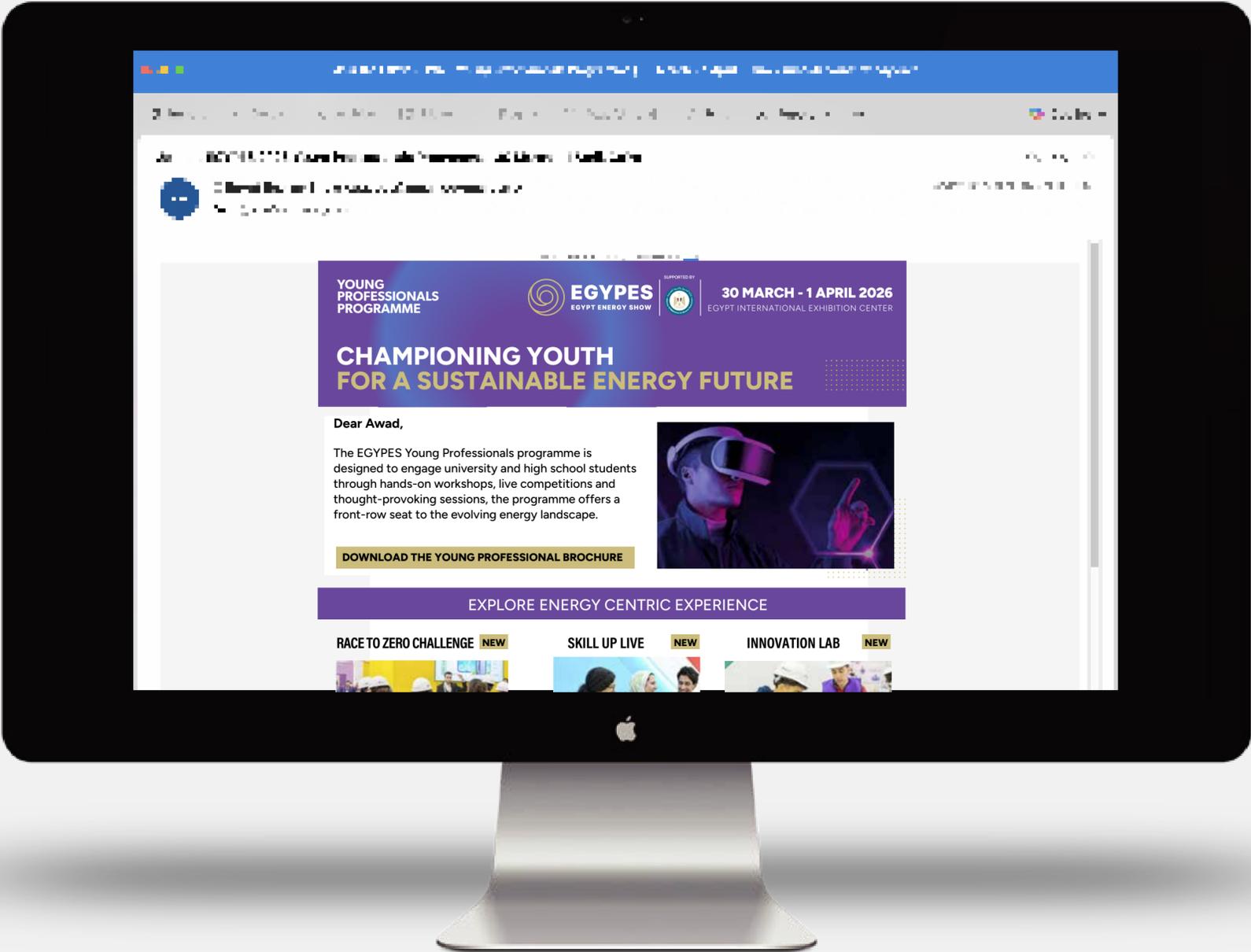
[DOWNLOAD](#)



EMPOWERING FUTURE ENERGY LEADERS

CHAMPIONING YOUTH FOR A SUSTAINABLE ENERGY FUTURE

4



YOUNG PROFESSIONALS PROGRAMME
EGYPES
EGYPT ENERGY SHOW
SUPPORTED BY
30 MARCH - 1 APRIL 2026
EGYPT INTERNATIONAL EXHIBITION CENTER

CHAMPIONING YOUTH FOR A SUSTAINABLE ENERGY FUTURE

Dear Awad,

The EGYPTES Young Professionals programme is designed to engage university and high school students through hands-on workshops, live competitions and thought-provoking sessions, the programme offers a front-row seat to the evolving energy landscape.

[DOWNLOAD THE YOUNG PROFESSIONAL BROCHURE](#)

EXPLORE ENERGY CENTRIC EXPERIENCE

<p>RACE TO ZERO CHALLENGE NEW</p> <p style="font-size: 0.8em;">Students race to design net-zero solutions</p>	<p>SKILL UP LIVE NEW</p> <p style="font-size: 0.8em;">Train, certify, and launch your energy career</p>	<p>INNOVATION LAB NEW</p> <p style="font-size: 0.8em;">AI ideas solving real-world energy problems</p>
<p>FUTURE ENERGY AMBASSADORS</p> <p style="font-size: 0.8em;">Students race to design net-zero solutions</p>	<p>YOUTH FORUM</p> <p style="font-size: 0.8em;">Train, certify, and launch your energy career</p>	<p>FUTURE FEMALE LEADERS</p> <p style="font-size: 0.8em;">AI ideas solving real-world energy problems</p>
<p>EXPO TOURS</p> <p style="font-size: 0.8em;">Students race to design net-zero solutions</p>	<p>FIELD TRIPS</p> <p style="font-size: 0.8em;">Train, certify, and launch your energy career</p>	<p>STEM CITY</p> <p style="font-size: 0.8em;">AI ideas solving real-world energy problems</p>

[DOWNLOAD THE BROCHURE](#)
[EXPLORE SPONSORSHIP OPPORTUNITIES](#)

We look forward to your participation at the EGYPTES Young Professionals from 30 March - 1 April 2026 at the Egypt International Exhibition Center in Cairo.

Regards,
EGYPES Team
youth@egypes.com | egypes.com/yp

YOUNG PROFESSIONALS PROGRAMME
EGYPES
EGYPT ENERGY SHOW

2026 EVENT BROCHURE

[DOWNLOAD](#)

SUPPORTED BY

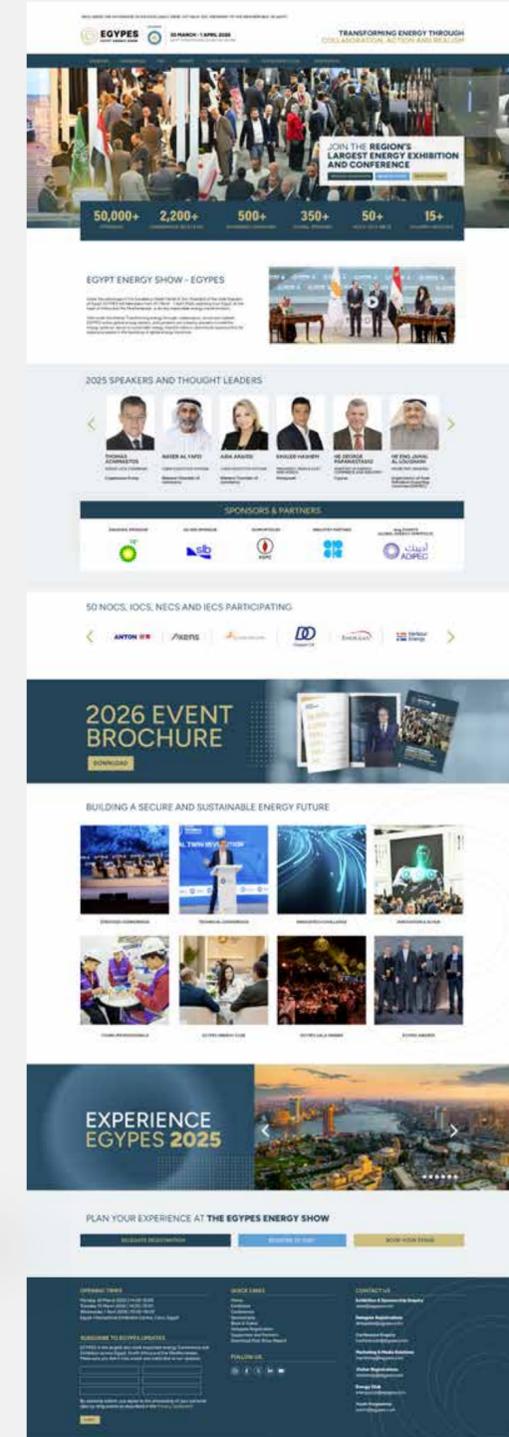
DIAMOND SPONSORS

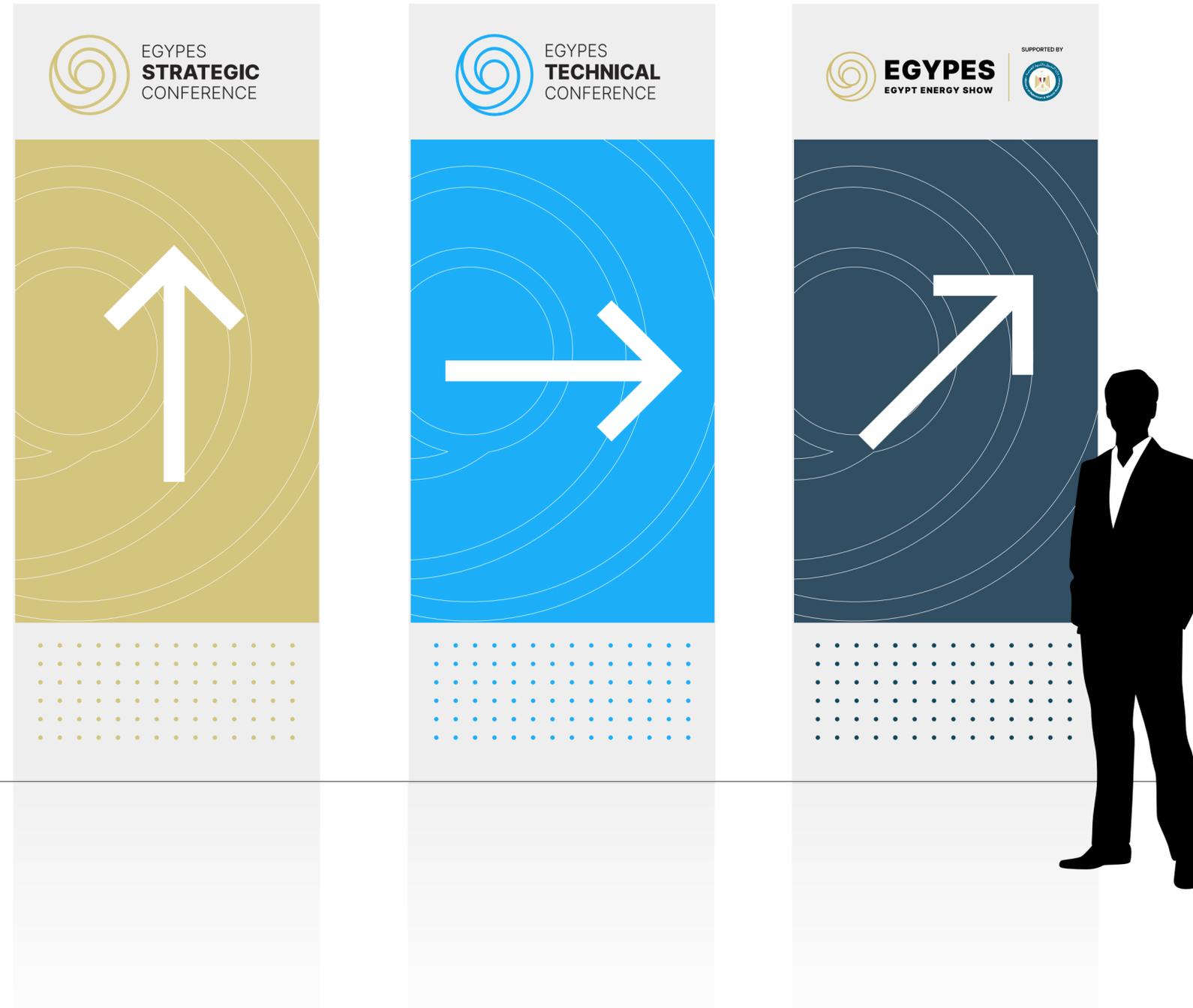
SILVER SPONSOR

ORGANISED BY

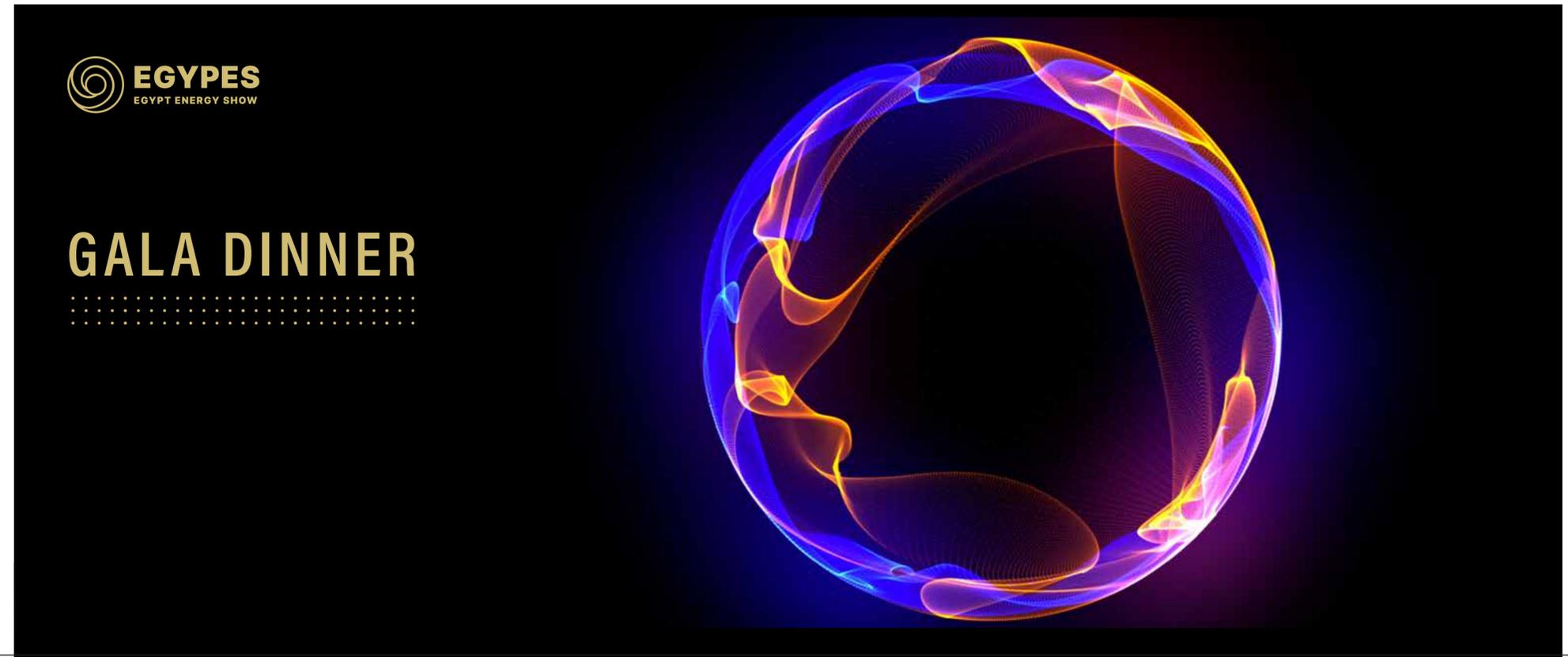
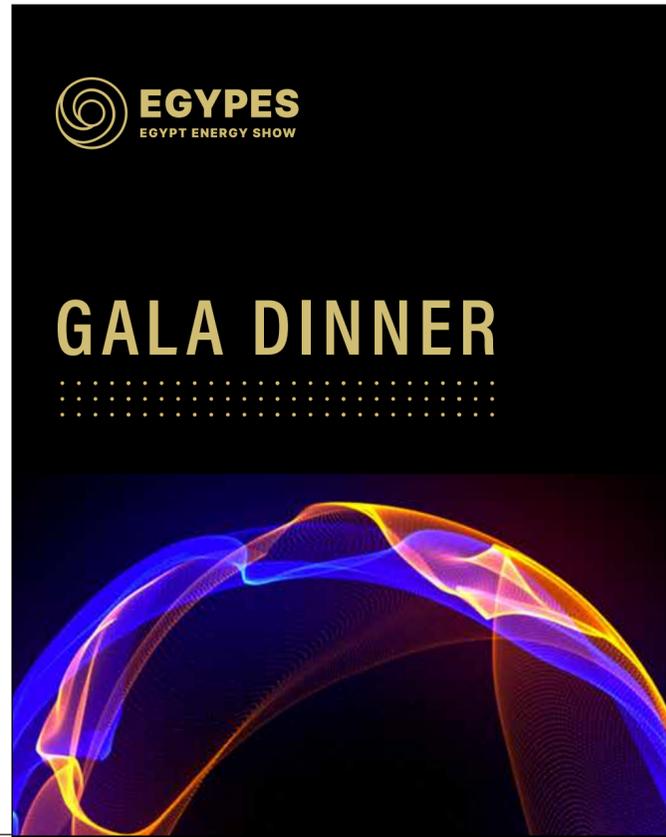
dmg::events

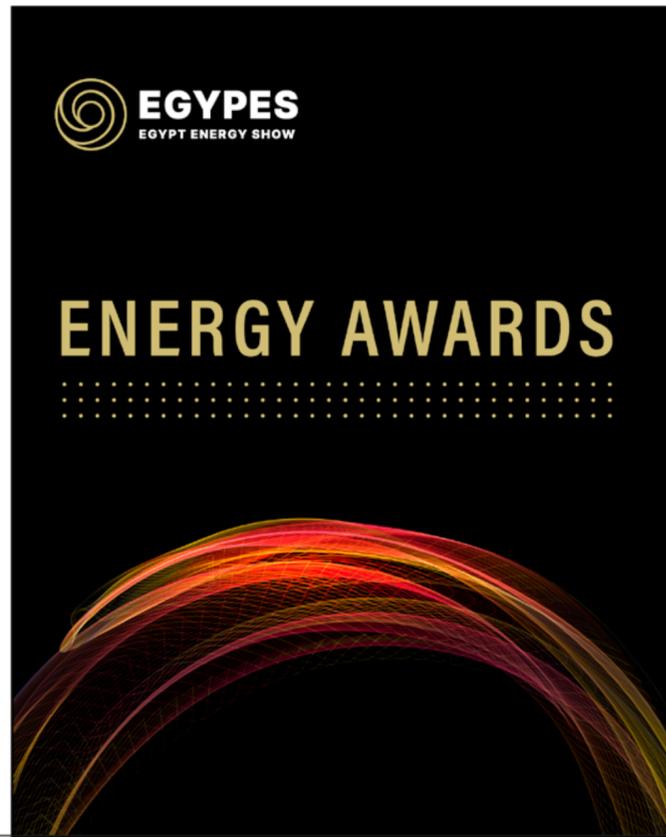
<p>CONNECT WITH #EGYPES</p>	<p>QUICK LINKS</p> <p>Visit the Website Become a Sponsor Download the Brochure</p>	<p>LOOKING FOR ASSISTANCE?</p> <p>impact@egypes.com marketing@egypes.com youth@egypes.com</p>
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03.09. LANYARD AND BAG





EGYPES
EGYPT ENERGY SHOW



VISUAL STANDARD
GUIDELINES 2026

THANK YOU

