



BRAND GUIDELINES

Version 1.0

| Creating Extraordinary Experiences

www.leapevents.ae



We are organization of eclectic team of enthusiast with decade and more dedicated to event industries. Our Previous experience and enhance knowledge enable us to excel in event industry from inception to execution. With our spectacular profile in event industries trough years of work experience, involvement in latest technology and state of art build facilities which keep us up to date with present and future event requirements.



BRAND ESSENCE



Innovative



Modern



Elegant



Creative



Reliable



Human-Centered

We create
extraordinary
events that
inspire, connect
and leave
a lasting impact.



LOGO OVERVIEW

leap
events

The handwritten typography represents creativity and forward movement, while the clean lowercase “events” reflects professionalism and balance.



LOGO VARIATIONS

Our logo is designed to be flexible across different applications.
Use the appropriate version depending on the background and medium.



Primary
(Blue + Grey)



Reverse
(White)



Monochrome
(Black)



Single Colour
(Blue)



INCORRECT USAGE

To maintain the integrity of the LEAP Events brand, never alter the logo. Avoid the following incorrect applications.



Don't stretch



Don't rotate



Don't add effects



Don't change colors



Don't add outline



Don't rearrange



Don't use
other fonts



Don't compress



Don't place in
shapes

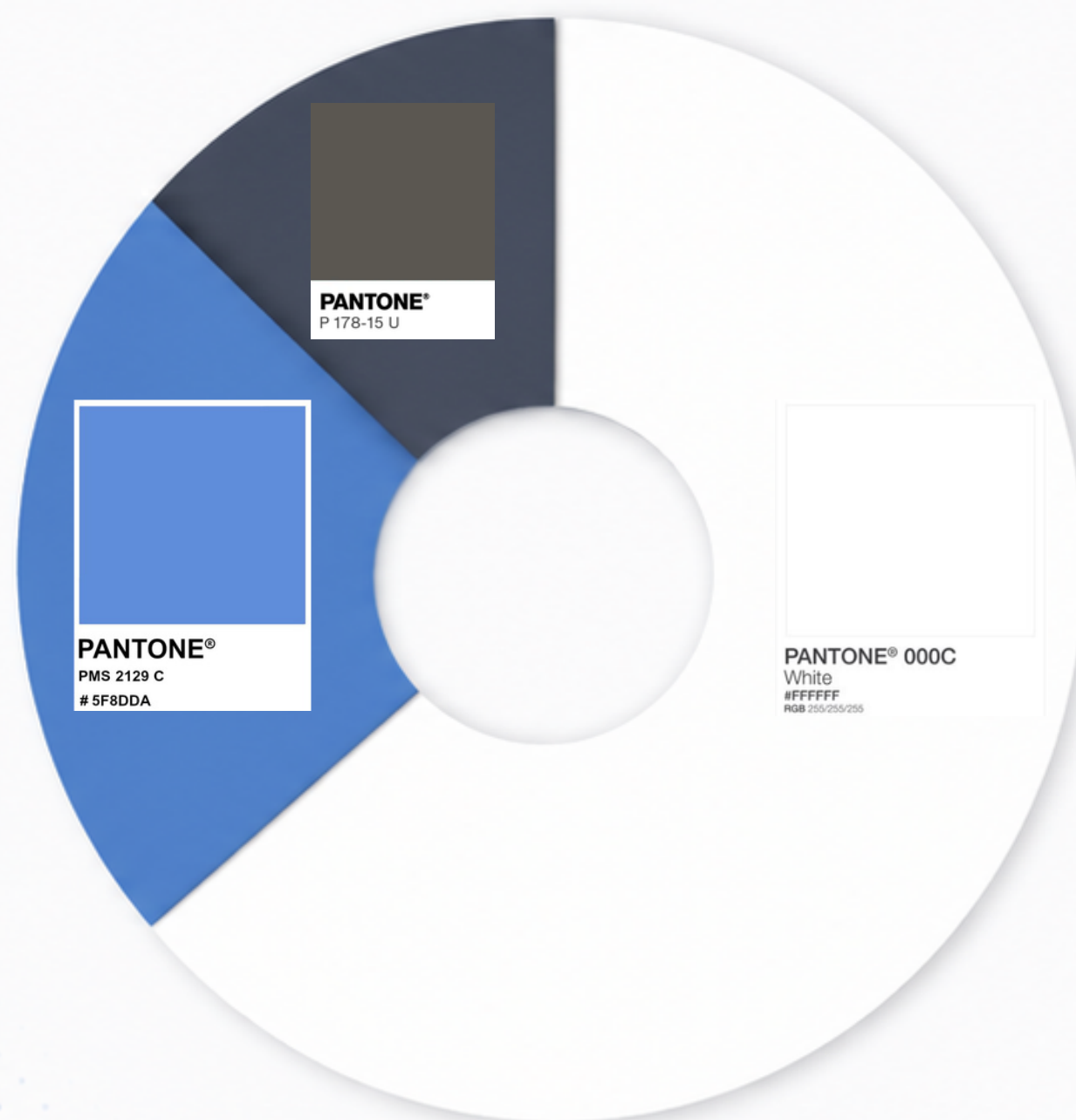


Don't use on
busy backgrounds



COLOR RATIO

Our brand colors work together to create a balanced and consistent visual identity.



70%

White

20%

LEAP Blue

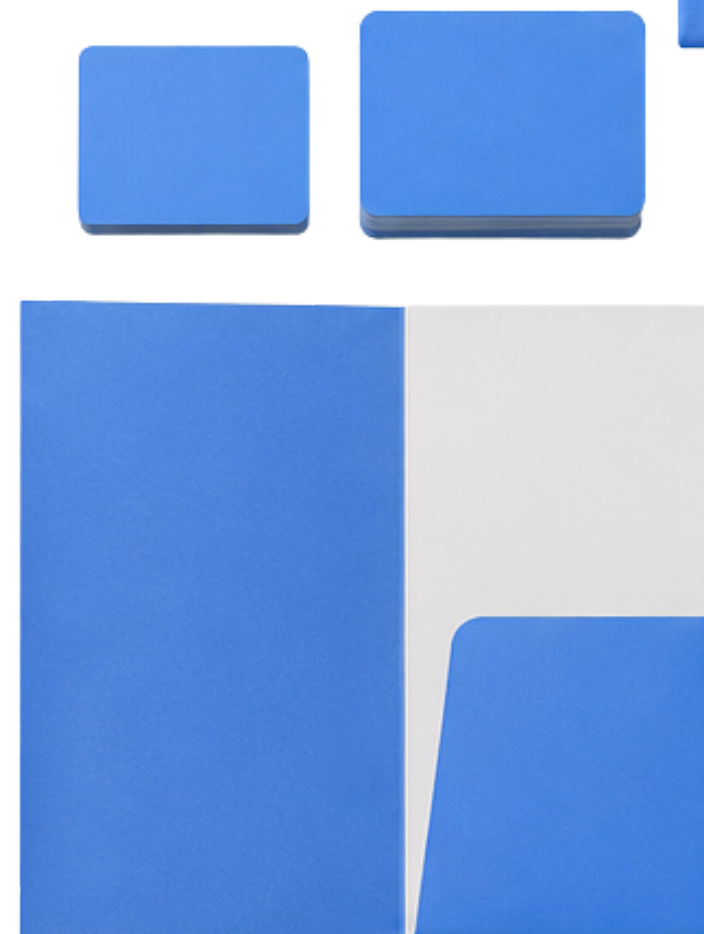
10%

Grey





BRANDING ELEMENTS



CONTACT US TODAY

Reach out to our team and we'll get back to you within a day.



+971 4 228 0856



info@leaevents.ae



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