

BRAND GUIDELINES



Expo-Sciences International

BRAND INTRODUCTION



INTRODUCTION

The MILSET Expo-Sciences International (ESI) is a non-competitive multicultural exhibition organized by the International Movement for Leisure Activities in Science and Technology (MILSET). Its purpose is to promote scientific knowledge within a multicultural environment by showcasing projects created by youth from around the globe. This event offers a unique platform for budding talents to converge and exchange ideas on scientific innovation, making it the largest youth science expo world-wide. It fosters thought leadership and creativity among future leaders across STEAM fields, encouraging them to shape the innovations of tomorrow.

The 19th edition of the Expo-Sciences International ESI 2025, is hosted by the Abu Dhabi Center for Technical and Vocational Education and Training (ACTVET), a member of MILSET in the UAE.

This program features STEAM (Science, Technology, Engineering, Arts, and Mathematics) projects created by children and youth from various countries, alongside interactive exhibits from STEAM-related institutions.

Logo

LOGO



DARK AND LIGHT LOGO VERSION



Single colour black,
used for embossing,
engraving etc.



Reverse white, used with
dark colour backgrounds as
watermark.

TYPEFACE

Avenir

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

Aa

GE SS Two

الملتقى العلمي العالمي – 2025

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LOGO CLEARSPACE AND MINIMUM SIZE

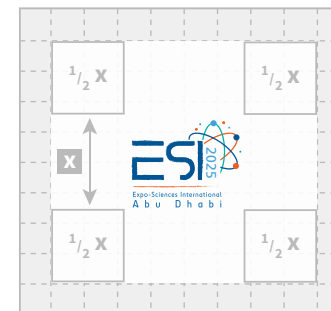
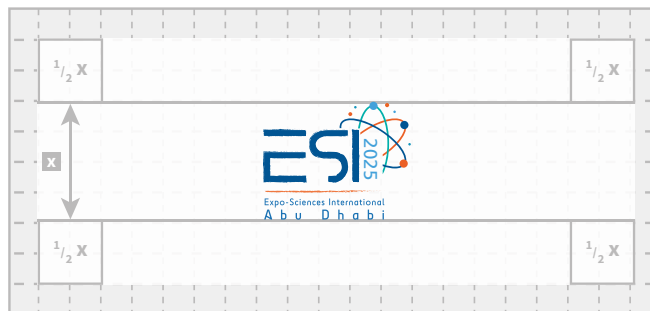
CLEAR SPACE

Clear space around the logo ensures our logo is always visible on all applications. Increase the integrity of our logo with no interference of other visual elements.

MINIMUM SIZE

The ESI2025 logo forms the core of the ESI2025 brand DNA. It is imperative that the landmark is always recognisable to strengthen brand integrity, and to build brand awareness and recall.

LOGO CLEARSPACE

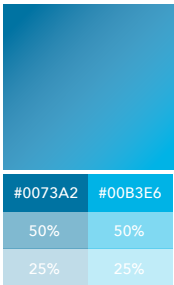


20 mm
Minimum size



COLOR

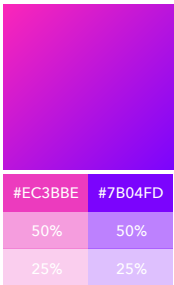
Overview



Biological and Health Science

Light Blue: Represents calm, clarity, and cleanliness. It can evoke a sense of peace and reliability, which is essential in health-related fields.

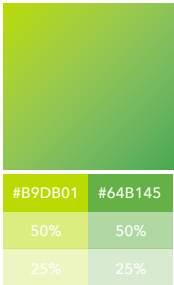
Dark Blue: Conveys depth, stability, and professionalism. It's often used to signify seriousness and trustworthiness, qualities that are crucial in medical and health sciences.



Pure & Applied Sciences

Pink: Often associated with creativity, innovation, and warmth. It can also symbolize new ideas and dynamic approaches, making it suitable for both theoretical and practical fields.

Neon Blue: Represents depth, professionalism, and stability. It conveys a sense of seriousness and reliability, essential in scientific disciplines.

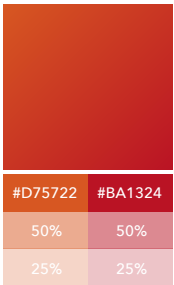


Environment and Ecosystems

Dark Green: Represents lush forests, stability, and the rich, deep aspects of nature.

Light Green: Symbolizes healthy vegetation, thriving ecosystems, and balance.

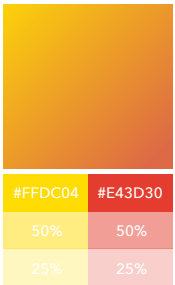
Light Green: Reflects new growth, freshness, and the delicate aspects of nature.



Engineering, Computer Science, Robotics Applications

Dark Red: Represents strength, sophistication, and technical depth

Orange: Symbolizes creativity, energy, and enthusiasm.



Social and Behavioural Sciences

Red: Represents passion, intensity, and focus.

Yellow: Symbolizes optimism, creativity, and clarity.

CATEGORY ICONS



Biological and
Health Sciences



Pure &
Applied Sciences



Environment and
Ecosystems



Engineering,
Computer Science,
Robotics Applications



Social and
Behavioural Sciences

SLOGANS



WHERE
CURIOSITY
MEETS
DISCOVERY


EXPLORE
THE WONDERS
OF SCIENCE

INNOVATE
TODAY
INSPIRE
TOMORROW

SHAPING THE
FUTURE WITH
SCIENCE


BRANDED ELEMENTS







WHERE CURIOSITY MEETS DISCOVERY



**27 - 03**
September October
2025

**Abu Dhabi National
Exhibitions Company
(ADNEC)**

The MILSET Expo Sciences International 2025 stands as the largest non-competitive exhibition showcasing the best young STEAM (Science, Technology, Engineering, Arts, and Mathematics) projects selected by MILSET member organizations from across the globe. With a rich and diverse program that features project exhibitions, cultural and scientific visits, leisure activities, workshops, and insightful conferences, this event offers delegates an exceptional opportunity to exchange ideas and connect with international cooperation networks.

 @ACTVETuae



INNOVATE TODAY INSPIRE TOMORROW



**Abu Dhabi National Exhibitions
Company (ADNEC)**

**27 September - 03 October
2025**

 @ACTVETuae



EXPLORE THE WONDERS OF SCIENCE



**Abu Dhabi National Exhibitions
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