

MWOC26 Series

Brand Guidelines
Extended Set

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MWC26 Guidelines Contents

We now have one unified set of Brand Guidelines for the MWC Global Series of events. These guidelines apply universally across all events in the MWC Series, ensuring a consistent and cohesive visual identity worldwide.

This document provides the guidance and practical tools needed to implement the brand correctly.

The first half of the document contains the core brand principles and visual system, which remain consistent year to year. The second section – the Theme Appendix – is updated annually to reflect the new event theme and any related creative expressions.

Event Logo

MWC is a global event brand series and this is reflected in our logo.



Event Logo

MWC is a global event brand series and this is reflected in our logo.



Event Logo Logotype

The MWC logo is a lock-up of the MWC wordmark and the GSMA logo.

In instances where our logo needs to be reproduced smaller – for example on social media avatars and app icons – the GSMA logo is removed from the master logo lock-up leaving the MWC wordmark as a stand-alone element. For these instances only the ‘Digital small use’ logos as seen on the left may be used.



Digital small use logos



MWC



Event Logo Logotype

GSMA at K 20%

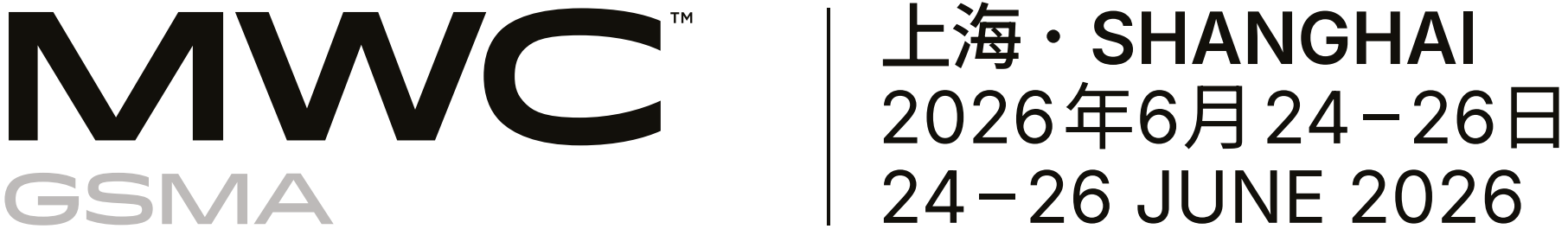
MWC[™]
GSMA

GSMA at K 40%

MWC[™]
GSMA

To ensure the GSMA logo is always viewed with optimum legibility two versions of the GSMA MWC logo lock-up have been provided. The GSMA logo grey at 20% should be used on dark backgrounds and the 40% on lighter. The 40% is the preferred option and should be used whenever possible.

MWC logo with location and date



Event Logo

Location/Date/Venue

Location and date lock-ups with the MWC logo have been provided for use on communications leading up to the event.

The lock-up is fixed and may not be altered in any way. EPS files with text outlined have been provided to ensure the relationship between the elements always remains consistent.

Please use the most relevant option as seen on the left.

Please note:

- 1. The location and date are locked-up with the MWC logo on all pre-event comms. Once on-site, we use MWC logo only.**
- 2. The location and date lock-up with the exhibition centre name is exclusive to Barcelona, due to citywide signage used before and during the event. It is not available for other events in the series.**

MWC logo with location, date and venue (for MWC Barcelona only)



Event Logo

Safe area

The clear space around our logo should be equal to the rectangular shape created by the letter M.

It is important to keep this area clear from other type, graphics and visual details so that our logo can always be prominent and visible.



DO NOT
rotate or skew



DO NOT
alter the proportions



DO NOT
alter the fonts or colours



DO NOT
alter the hierarchy



Event Logo DO NOT's

Do not alter the elements of the event logo in any way.

DO NOT
apply any effects



DO NOT
turn into a pattern

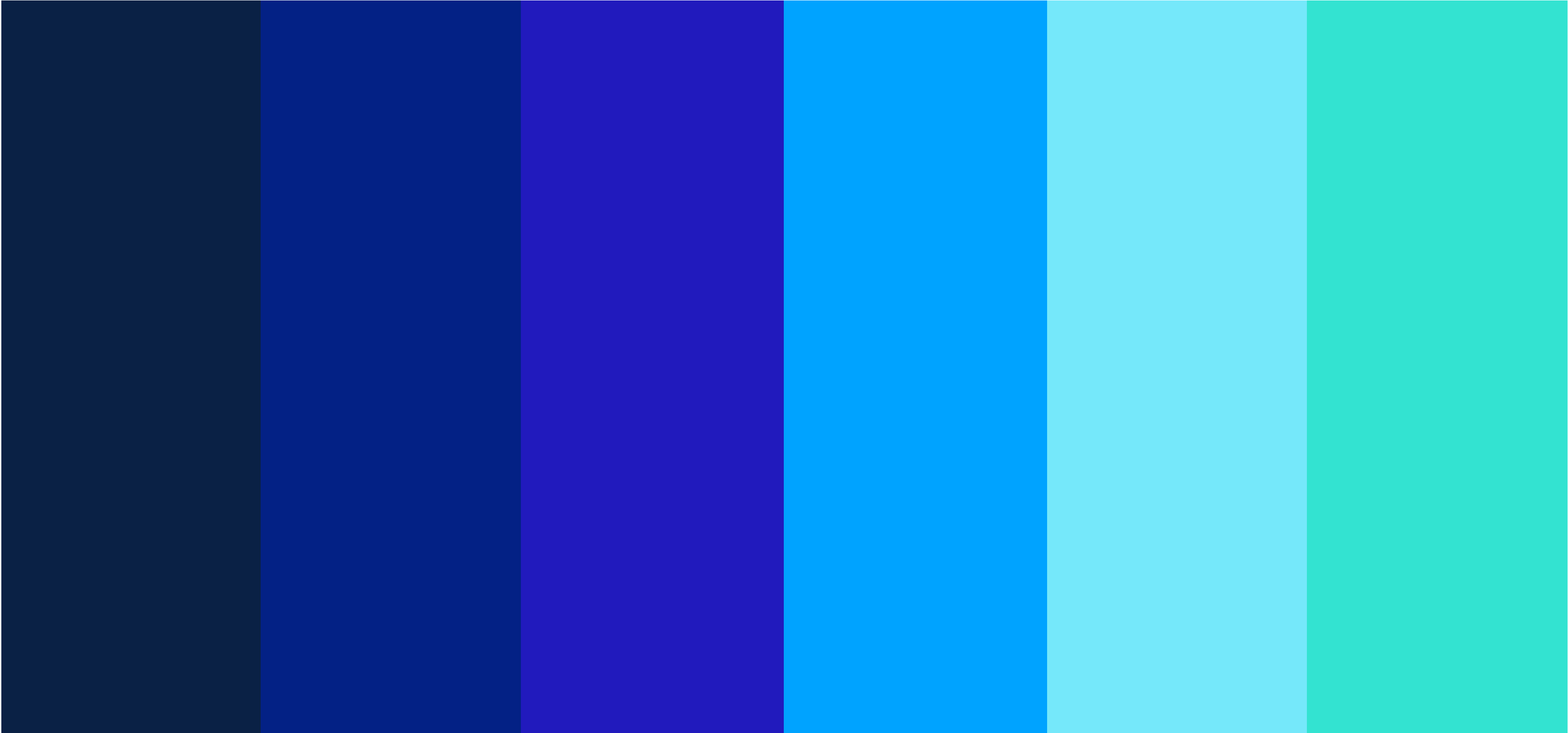


DO NOT
add other elements



DO NOT
place on a complex
photos or background





MWC Deep Blue
CMYK: 100/94/42/52
RGB: 11/ 32/ 69
HEX: 0B2045
PANTONE: 289C



MWC Blue 2
CMYK: 100/91/5/0
RGB: 3/ 33/ 133
HEX: 032185
PANTONE: 3591C

MWC Blue 3
CMYK: 95/83/0/0
RGB: 32/ 25/ 189
HEX: 2019BD
PANTONE: 2736C



MWC Blue 4
CMYK: 70/27/0/0
RGB: 0/ 164/ 255
HEX: 00A4FF
PANTONE: 2191C

MWC Maroon
CMYK: 31/100/51/39
RGB: 130/ 17/ 55
HEX: 821137
PANTONE: 1955C

MWC Aqua
CMYK: 48/0/9/0
RGB: 117/ 233/ 251
HEX: 75E9fB
PANTONE: 2197C



MWC Teal
CMYK: 72/0/40/0
RGB: 50/ 227/ 209
HEX: 32E3D1
PANTONE: 3255C

MWC Gold
CMYK: 1/42/77/0
RGB: 246/ 167/ 71
HEX: F6A747
PANTONE: 4009C

Colours

The MWC colour palette works on both dark and light backgrounds.

Accent colours are primarily for use on call to action buttons on web, email and social. They may also be used where a high contrast colour is needed but please use them sparingly and never as a replacement for one of our the primary colours.

- Please note: The following accent colours are assigned to each event in the MWC Series:**
- Barcelona – MWC Blue 3
 - Shanghai – MWC Gold
 - Kigali – MWC Blue 4
 - Doha – MWC Maroon

The image shows the MWC26 logo in white text on a dark blue background. The letters 'MWC' are in a bold, sans-serif font, while the '26' is in a thinner, more stylized sans-serif font.

MWC Brand Type

As part of our established brand-first approach, MWC takes centre stage as the headliner for the show. This is demonstrated by prominently featuring the MWC26 brand type and tagline on key content pieces.

The image shows the text 'MWC BARCELONA' in a white, sans-serif font against a dark blue background. The 'MWC' is in a bold, condensed font, while 'BARCELONA' is in a regular weight with wide letter spacing.

Event Brand Location Type

As we move to an 'Always On' content model for promoting the MWC Series, it is important that each event within the series maintains a clear and recognisable identity across all marketing channels. To support this, the Event Brand Location type has been introduced into the MWC brand toolkit. This element helps differentiate each event while maintaining consistency within the overarching MWC brand. Use of this element ensures that all event communications are both distinct and aligned.

This element is to be used in pre-event marketing comms only along with the MWC Brand type.

Please note: The MWC26 brand type remains the primary brand element. See the following page for when to use these two event brand elements.

Brand type

MWC26

Primary brand element to be used in all creative

Event Brand Location type

MWC DOHA

Mainly used in **pre-event marketing comms** along with the MWC26 brand type

An animation of these elements is available for use

Event Brand Usage

The MWC26 brand type remains the primary brand element and should be used in all creative and marketing communications leading up to the event and during the event.

The MWC Event Brand Location type is primarily intended for use in pre-event marketing communications. Since multiple events from the series may be promoted simultaneously throughout the year, it's important to clearly distinguish which specific event is being featured.

Please note: The Location type is not a replacement for the MWC26 brand type and must always be used in conjunction with it – never on its own.

MWC brand
MWC

MWC series tagline

Experience the power of connection

MWC value statement (for long copy only)

Barcelona: **The world's largest and most influential connectivity event**

Shanghai: **Asia's largest and most influential event for the connectivity ecosystem**

Kigali: **The African continent's most influential connectivity event**

Doha: **The region's most iconic connectivity event**

Event theme name (tied in with conference themes and key brand pieces)

Updated each year (see Event specific appendix for details)

Conference themes

Updated each year (see Event specific appendix for details)

Brand & Messaging Hierarchy

In addition to the tagline for the MWC global event series, there is also a unique value statement for each event. These elements are interchangeable and never meant to be used together in a single communication. Typically, the tagline features in concise content, while the value statement is found in longer copy. This messaging is part of the stable MWC brand toolkit and doesn't change annually, unlike the event theme.

If you're unsure how to use the brand messaging in your communications, please contact the [Brand & Content team](#) for content review.

	Print signage	Video	Social	Email	Web
MWC logo	✓	✓	✓	✓	✓
MWC25 logotype and tagline 'Experience the power of connection' lockup	MWC series promos, e.g. Sales office EMRs	Outros as a lockup	- Social selling kit - Video/animations - Hero/brand awareness pieces	Hero banner	- MWL banners - MWC banners and ads
Value statement		Within scripts	Social selling kit	Sometimes in long copy	- Our websites - Sometimes PR pieces, Sometimes third party websites – on a case-by-case
Event theme	Case-by-case	- Stinger - Wrap up video	✓	✓	✓
Conference themes	Sponsorship pieces	- Stinger - Wrap up video	Promo video/ animation	✓	✓

Brand & Messaging Matrix

This matrix offers guidance regarding the appropriate instances and contexts for combining the MWC brand and messaging elements.

If you're considering using MWC-specific messaging (value statement and tagline) in your messaging and communications, please contact the [Brand & Content team](#) for content review.

Primary gradient



Alternative gradient 2



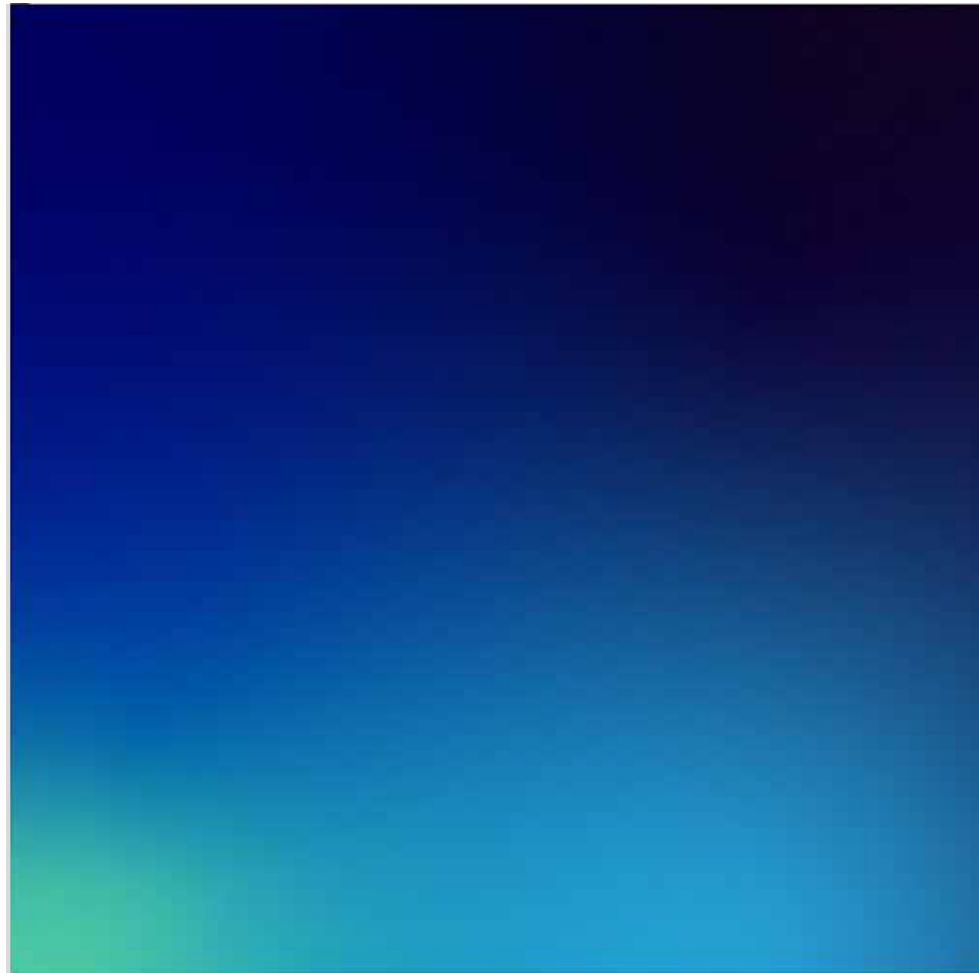
Alternative gradient 3



MWC Gradients

Gradient on the left is our primary gradient, it reflects the theme and should be used where possible. If you require a background that provides more contrast, or is less detailed, these two alternative options are available.

Square



Letterbox



Pull up



MWC Gradient Crop examples

Additional gradient layout example.

Headings

Inter Semi Bold

Sub-Headings

Inter Light

Body copy – Inter Regular

At porrum es dolorion consequa tem
aciliqu ianduciet, tem quia pa dip
ucias sim il ma net hillend esciun
daest quam sintur aut omnimi, con et
que lab inimin cullis quid ut esequi aut
abore, sit, sumquide conse veri bus
velestrum fugias rerfere ndanto

que sitiore nus aliatis et mint quissus
si re niamet evenessequi ium et di
incipsa menitis dolupis consecto et
molor aut rem delisi?

Light

AaBbCcDdEeFfGgHh

Regular

AaBbCcDdEeFfGgHh

Semi Bold

AaBbCcDdEeFfGgHh

Bold

AaBbCcDdEeFfGgHh

Typography

Inter is the primary brand font. This page shows how we use different weights of Inter in different ways to create a sense of easy-to-navigate hierarchy in our content.

Inter is an open source Google font available for download from fonts.google.com

Specific brand elements

ZUUME MEDIUM

Example

EXPERIENCE THE POWER OF CONNECTION

Typography

Zuume

Zuume is an Adobe font and is limited to use on specific, pre-defined brand elements: the MWC tagline and the Event theme for example. The Chinese translations are set in Noto Sans SC medium.

All artwork supplied using these fonts will be set to outlines so that you do not need to install the fonts.

If a new use case for the Zuume font arises, please get in touch with the Brand team to create the necessary asset.

Headings – Noto Sans SC Medium

Noto Sans SC 培养基

Sub-Headings – Noto Sans SC Light

Noto Sans SC 燈

Body copy – Noto Sans SC Regular

此正文副本純粹用於位置目的，
沒有任何意義。 此正文副本純粹用
於位置目的，沒有任何意義。 此正文
副本純粹用於位置目的，沒有任何意義。
此正文副本純粹用於位置目的，沒有任
何意義。

Noto Sans SC Light

此副本僅用於位置表示，
沒有任何意義。

Noto Sans SC Regular

此副本僅用於位置表示，
沒有任何意義

Noto Sans SC Medium

此副本僅用於位置表示，
沒有任何意義。

Typography Noto Sans

We use Noto Sans when we need to show information in Chinese. Noto Sans SC (Simplified Chinese) is an open source font available for download from fonts.google.com, and a copy of the font is included in the download package link on page 23.

Please note: When Chinese and English text appear together, all alphanumeric characters within the Chinese text should be set in Inter to ensure visual consistency.

Headings – Neo Sans Arabic Medium

Neo Sans Arabic

Sub-Headings – Neo Sans Arabic Light

Neo Sans Arabic

Body copy – Neo Sans Arabic Regular

ةجودل ايف مكب الهأ
 MWC ايف مكب الهأ
 لاوجل فتاهلل ايملاءل رمتؤملا
 لاجم ايف ارثأت رثكأل ايملاءل ثدجل
 لاصتال تاي نقت
 ينغل ايفاقثل ثرل ايقتل يثي
 قروطملا تاي نقتل ثدجأب
 ايجولونكتل ققلامع كراشي و
 قديارل تاراك تبال او مئورلا

Neo Sans Arabic Light

ايف ارثأت رثكأل ايملاءل ثدجل
 لاصتال تاي نقت لاجم

Neo Sans Arabic Regular

ايف ارثأت رثكأل ايملاءل ثدجل
 لاصتال تاي نقت لاجم

Neo Sans Arabic Medium

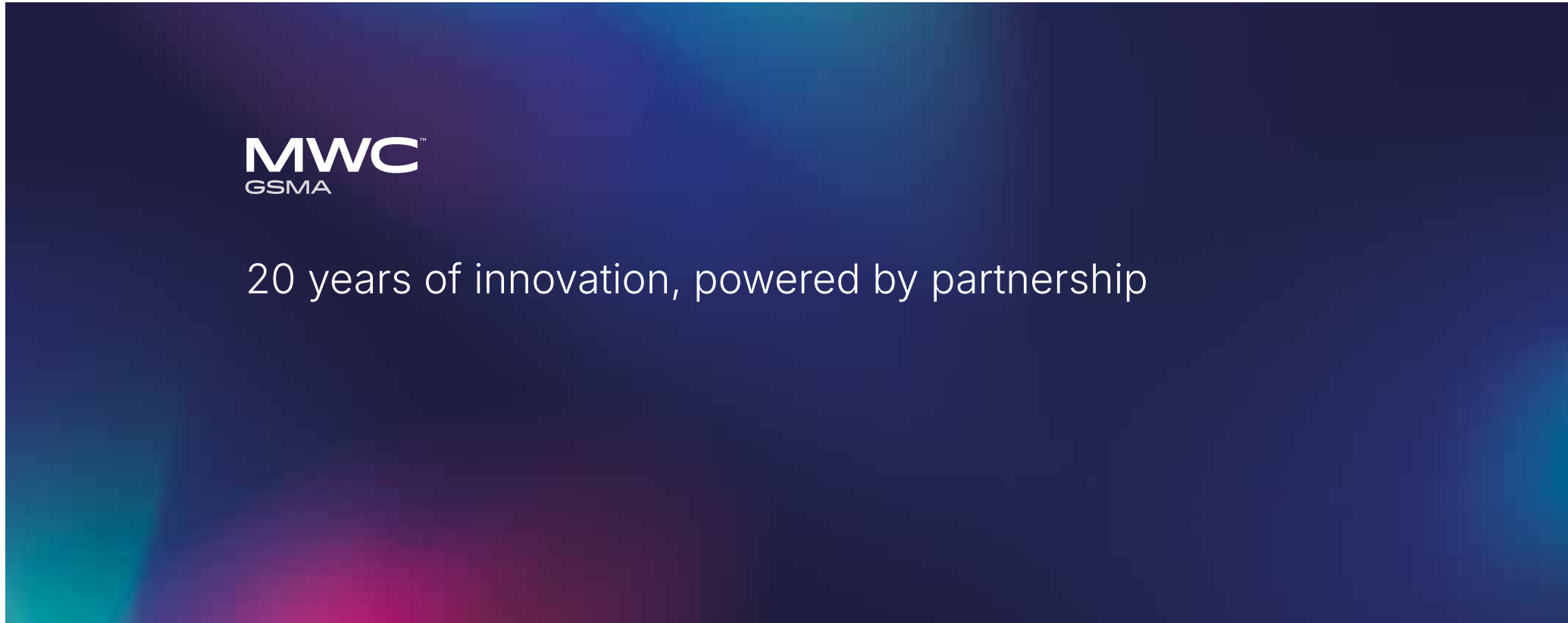
ارثأت رثكأل ايملاءل ثدجل
 لاصتال تاي نقت لاجم ايف

Typography Neo Sans Arabic

We use Neo Sans Arabic when we need to show information in Arabic. If producing work for the MWC Series then please purchase a license for Neo Sans Arabic from myfonts.com.

Please note: When Arabic and English text appear together, all alphanumeric characters within the Arabic text should be set in Inter to ensure visual consistency.

5800 x 2300 landscape



2000 x 1300 landscape



Typography

Text alignment

As a general rule, text should be left-aligned. When the MWC logo is included in the design, align the text to the left edge of the logo.

Please note: examples on this page are of 2024 signage

MWVC26

Theme Appendix

01 Event Theme Master⁰³

02 Theme Background⁰⁵

03 Theme Icons¹³

04 Hashtag¹⁶

05 Downloads¹⁷

MWC26
Theme Appendix
Contents



MWC26

Event Theme Master

As we move forward in our mission to build the iconic MWC brand, our focus is on a brand-first approach, with MWC being the headliner for the show. This is demonstrated by prominently featuring the MWC26 brand type and tagline on key content pieces.

The flare version of MWC26 brand type as seen on this page should only ever be used on the version of the background that has the light source coming in from the right. This visual has a specific use – primarily in animation.

Please contact [Brand team](#) for further guidance and access to the working files.

The image shows a large, white, sans-serif 'MWC26' logo centered on a dark blue background with a subtle gradient. Below the logo, the tagline 'EXPERIENCE THE POWER OF CONNECTION' is written in a smaller, white, all-caps, sans-serif font. The background has a soft, glowing effect behind the text.

MWC26

EXPERIENCE THE POWER OF CONNECTION

Event Theme Master

MWC26 brand type & tagline lock-up EN

This page provides an example of the ideal relationship between the primary brand elements in terms of scale and spacing i.e. the size of the MWC26 brand type and the MWC tagline.

This lock-up is for use on materials for Barcelona, Kigali and Doha.

Please note: It is not always necessary to use the tagline when using the MWC26 brand type. However, the tagline may never be used on its own.

MWC26

连接之妙, 逐梦无限

EXPERIENCE THE POWER OF CONNECTION

Event Theme Master

MWC26 brand type
& tagline lock-up CN

This page provides an example of the ideal relationship between the primary brand elements in terms of scale and spacing i.e. the size of the MWC26 brand type and the MWC tagline.

This lock-up is for use on materials for Shanghai only.

Please note: It is not always necessary to use the tagline when using the MWC26 brand type. However, the tagline may never be used on its own.

Our event theme for MWC26 is The IQ Era

Event theme rationale

As we embrace a new age of intelligence, the way to a better future is through smarter connection: human ideas leading tech innovation, commercial impact and societal progress.

The IQ Era is a vision of how good tomorrow can be when we harness the collective knowledge of our mobile ecosystem – collaborating across technologies, industries and continents.

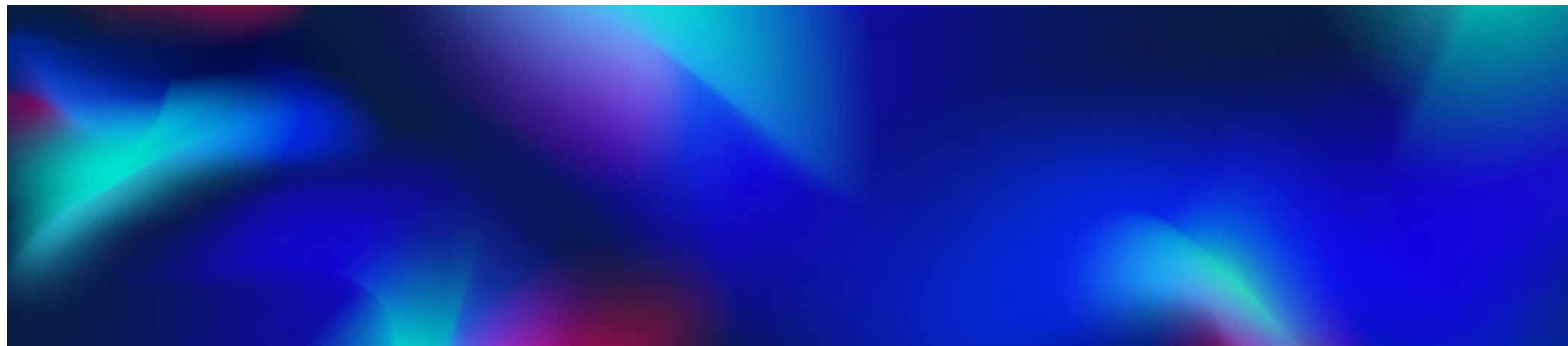
MWC is the catalyst. The only place that unites the biggest brains, brands and breakthroughs. Creating a unique platform to lead this new age of connected intelligence: The IQ Era.

Additional supporting line

The IQ Era: The powerful connection of human and tech intelligence.

Introduction
to theme for 2026

Full design



Event Theme

Theme background
Barcelona, Kigali,
Doha

The full event theme background is made up of layered auras from the brand colour palette. These add vibrancy and bring the dynamic energy of the MWC brand to life.

Please note: there are custom theme backgrounds for MWC Shanghai.

Full design



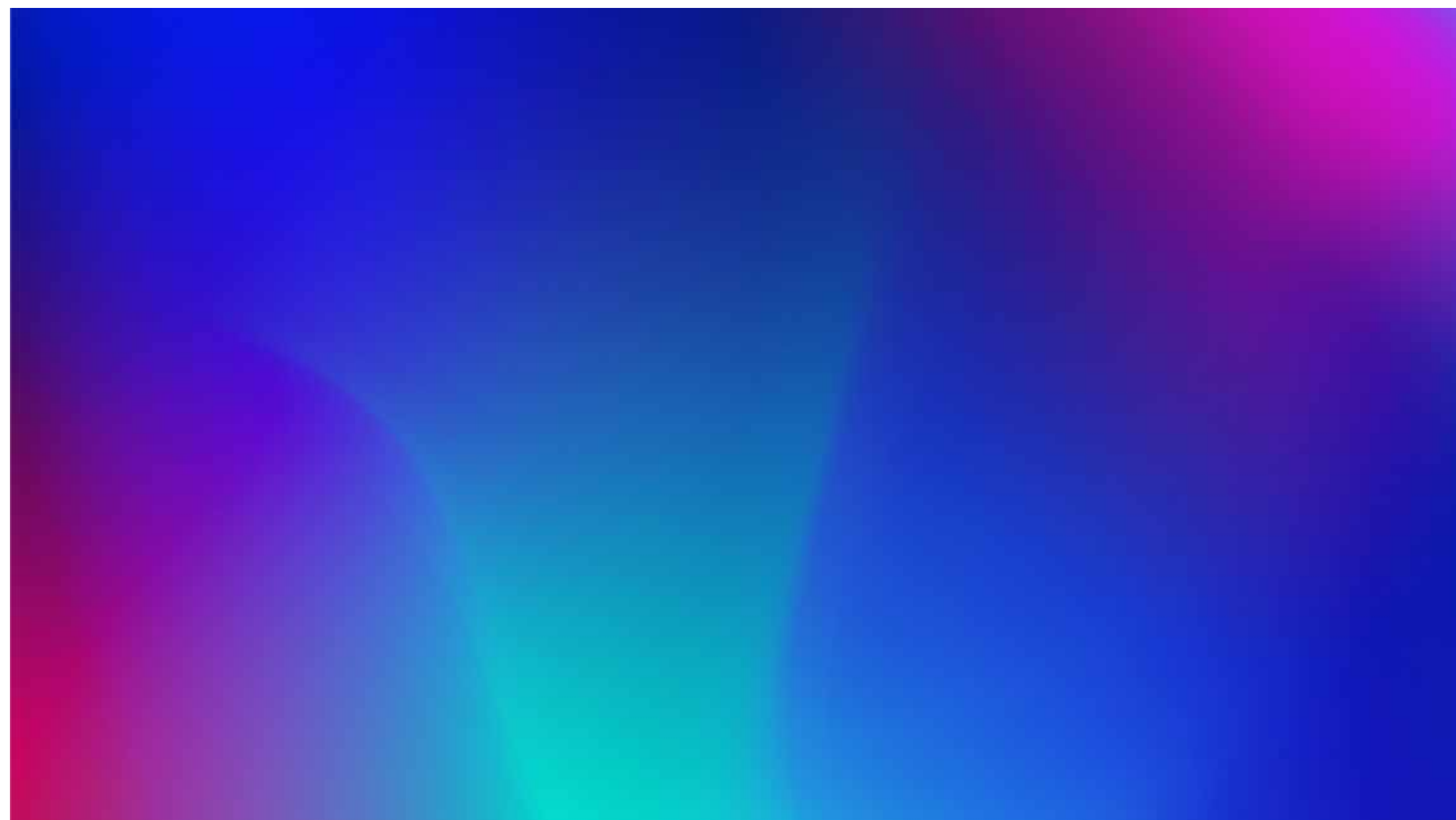
Event Theme

Theme background Shanghai

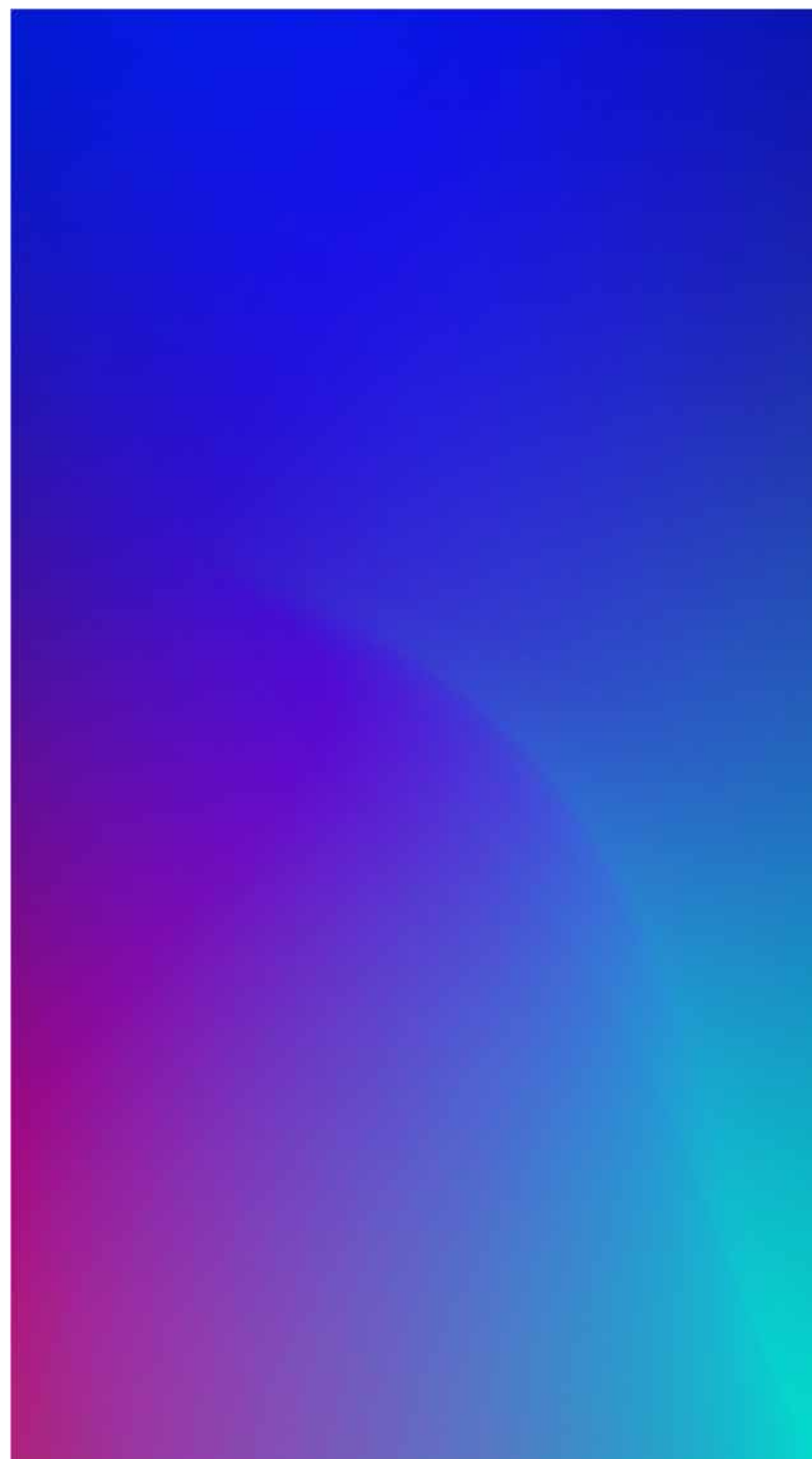
The full event theme background is made up of layered auras from the brand colour palette. These add vibrancy and bring the dynamic energy of the MWC brand to life.

Please note: there are custom theme backgrounds for MWC Shanghai.

16:9 Landscape



16:9 Portrait



Event Theme

Crop examples

Shanghai

Various crops into the theme master background have been provided on this page and the following two pages. Where possible use the crops provided.

Please note: there are custom theme backgrounds for MWC Shanghai.

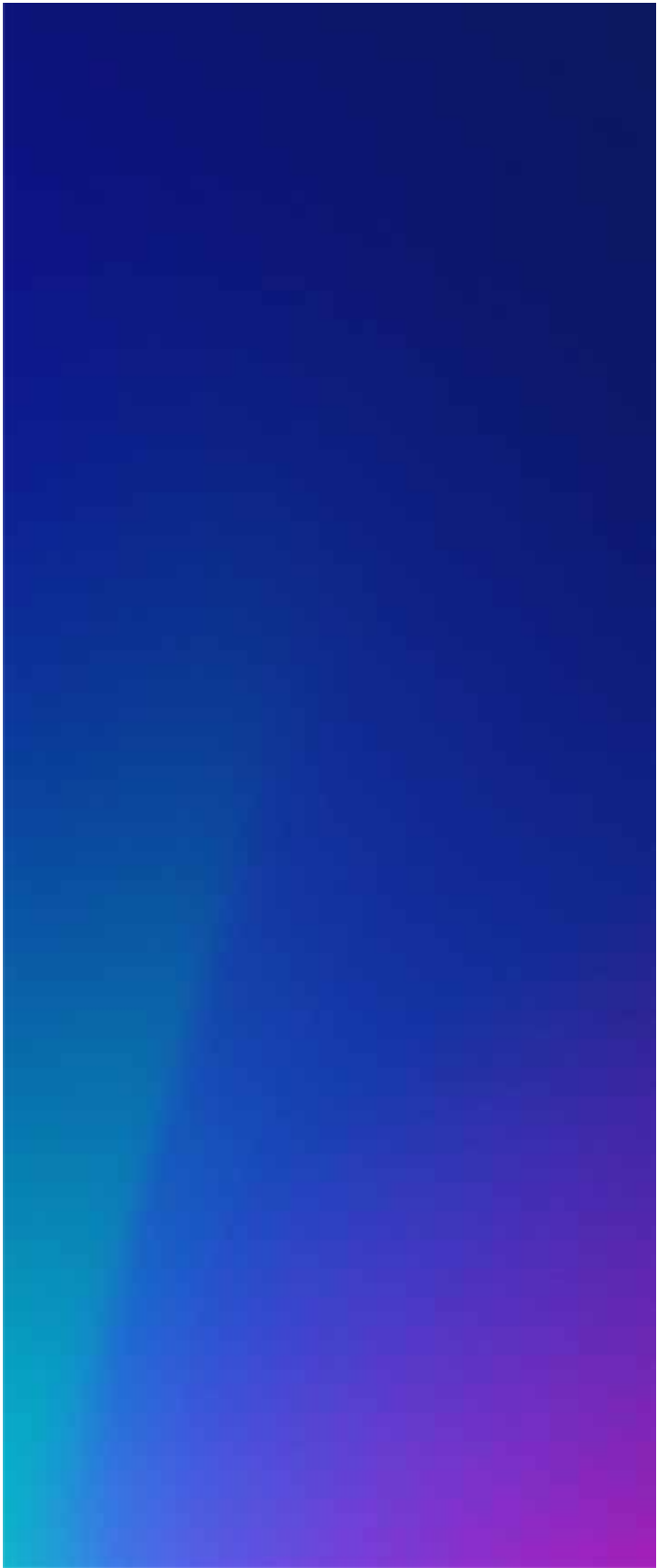
Square



Letterbox



Pull up



Event Theme Crop examples

The event theme backgrounds are usually provided in a 16:9 format, which suits many applications, but there are instances where additional width is needed.

Please note: there are custom theme backgrounds for MWC Shanghai.

Square



Letterbox



Pull up

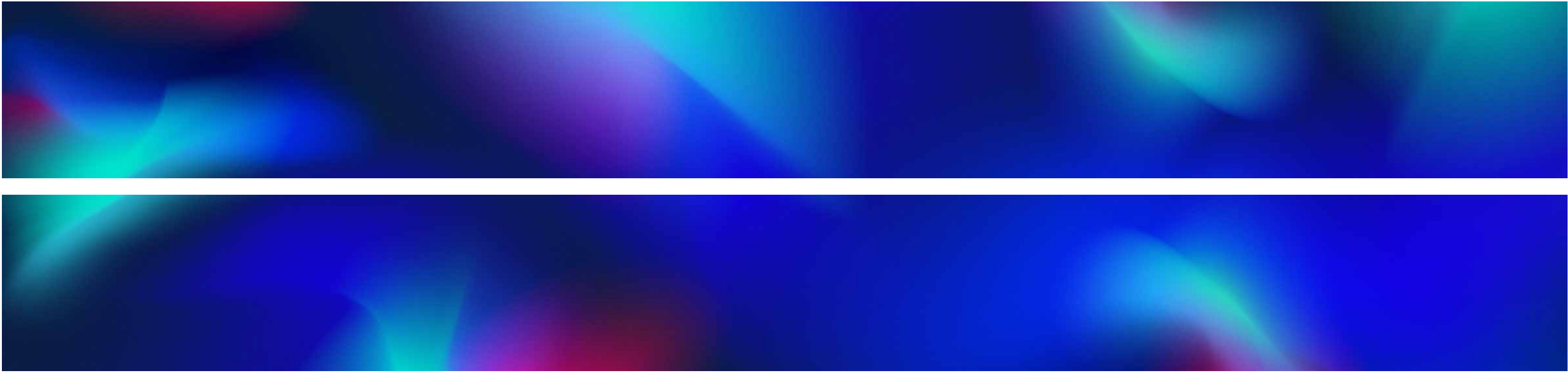


Event Theme Crop examples

The event theme backgrounds are usually provided in a 16:9 format, which suits many applications, but there are instances where additional width is needed.

Please note: there are custom theme backgrounds for MWC Shanghai.

Letterbox – Barcelona, Kigali, Doha



Letterbox – Shanghai



Event Theme

Extended background

An extended version of the theme background is available for use in letterbox applications. This version is ideal for signage and graphics that wrap around desks, counters, long walls, or span multiple walls within the same sightline, keynote stage LED screens etc.

The artwork files for the theme backgrounds (including the extended background) can be found in the **Design Elements/Theme Backgrounds** folder.

Please note: there are custom theme backgrounds for MWC Shanghai.

White Flare Theme Icons



White Theme Icons



Deep Blue Theme Icons



Theme Icons Barcelona

Each year we provide a set of standardised icons for our conference themes. Positive and negative versions are available to achieve maximum contrast.

When working with the theme background, always use the Flare version of the theme icons.

The artwork files for the icons can be found in the **Design Elements/Theme Icons** folder.

White Flare Theme Icons



White Theme Icons



Deep Blue Theme Icons



Theme Icons

Kigali

Each year we provide a set of standardised icons for our conference themes. Positive and negative versions are available to achieve maximum contrast.

When working with the theme background, always use the Flare version of the theme icons.

The artwork files for the icons can be found in the **Design Elements/Theme Icons** folder.

White Flare Theme Icons



White Theme Icons



Deep Blue Theme Icons



Theme Icons Shanghai

Each year we provide a set of standardised icons for our conference themes. Positive and negative versions are available to achieve maximum contrast.

When working with the theme background, always use the Flare version of the theme icons.

The artwork files for the icons can be found in the **Design Elements/Theme Icons** folder.

#MWC26

#MWC26

Hashtag

Typeset in Inter SemiBold, our event hashtag directs attendees to our social media feeds for a deeper interaction with the brand.

The hashtag is updated every year. Always use clearly on communication materials.

Please note: the hashtag is created using Inter Semi Bold font, with +10 optical letter spacing.



Download Package (Internal)

Downloads

Each year, a range of brand assets is made available for use across print and digital designs. Use the Download button on the left to access them.

Please take the time to review the brand application guidelines in this document for easy reference of the various templates.

Contact:

[Brand team](#)

Package Contents:

- Event Logo
- Colour Palette
- Gradients
- Hashtag
- Theme Backgrounds
- Theme Icons