

# Sri Lanka Expo 2027

## Logo & Colour Usage Guidelines



The Sri Lanka Expo 2026 logo is vibrant and dynamic, reflecting the spirit of a modern, forward-looking nation. The word “expo” is presented in bold, colourful letters, each colour symbolizing a different strength of Sri Lanka. Behind the letter “o”, there is a creative outline of the Sri Lankan map, seamlessly integrated with a sweeping red stroke that represents movement, global reach, and progress.

Below the main title, the slogan “Island with Infinite Opportunities” reinforces Sri Lanka’s identity as a nation rich in potential, innovation, and cultural diversity.

# Colour Palette & Meaning

## **Blue – “e”**

Represents Sri Lanka’s surrounding ocean, one of the country’s most defining and beautiful natural features.

Symbolizes stability, openness, and international connectivity.

Highlights Sri Lanka as a maritime hub with global trade opportunities.

## **Green – “x”**

Reflects the island’s lush greenery, biodiversity, and agricultural heritage.

Symbolizes growth, freshness, sustainability, and a nation rich in natural resources.

Represents energetic, forward-thinking people working together toward a greener future.

## **Yellow/Orange – “p”**

Represents warmth, friendliness, and the vibrant multinational and multicultural character of Sri Lanka.

Symbolizes creativity, energy, and the entrepreneurial spirit that fuels innovation.

Conveys optimism and readiness for global engagement.

## **Red – “o” and the dynamic stroke**

Symbolizes the energy and passion of the Sri Lankan people.

Reflects strength, determination, and the drive to excel in global markets.

The red stroke encircling the “o” represents movement, ambition, and Sri Lanka’s ongoing journey toward progress and opportunity.

## **Navy Blue – Text (“Sri Lanka”, “2026”, tagline)**

Signifies trust, professionalism, and reliability.

Gives the logo a strong foundation and a sense of national pride.

## **Overall Message**

Together, these colours and elements communicate that Sri Lanka is an island shaped by nature, strengthened by its people, and ready for global opportunities.






The sea, greenery, multicultural harmony, and energetic spirit all come together to position Sri Lanka as a nation full of infinite possibilities.

# Colour Consistency

For all print and digital applications, colours must be reproduced accurately using the correct values (Pantone, CMYK, RGB, and HEX).

This ensures consistency across all media, maintaining brand integrity and recognisability.



	C	M	Y	K	Web
	100	90	30	20	#213368
	75	25	00	00	#1c9ad6
	75	00	75	00	#2bb673
	00	40	100	00	#faa61a
	00	90	80	00	#ef413d



# Clear Space (Protected Area)



## PROTECTED AREA AROUND LOGO FOR PRINT

For print applications, maintain a clear space around the logo equal to the height of the letter 'S'. This protected area must be kept free of any text, graphics, or other elements on all sides of the logo.

## LOGO USE

When reproducing on color backgrounds, use an appropriate one or two-color version of the logo. Ensure appropriate contrast between the logo and the background color.

reversed white, or solid black solid blue, solid green, solid red, logos are acceptable one-color process printing options.



## Incorrect Usage

To preserve the quality and consistency of the brand identity, the following must be avoided:

Altering or reshaping any part of the logo

Changing colours or applying gradients

Adding shadows, outlines, or effects

Distorting or rotating the logo

Placing the logo on cluttered or low-contrast backgrounds