

The logo features the letters 'S', 'C', 'C', 'C', and 'C' in a blue, rounded, sans-serif font. A red line, resembling an ECG or heartbeat, runs horizontally across the middle of the letters. The line starts at the baseline, has a small bump under the first 'C', a sharp peak under the second 'C', a small bump under the third 'C', and another small bump under the fourth 'C'. Below the letters, the word 'Dubai' is written in a black, cursive script font, and the year '2018' is written in a bold, black, sans-serif font. A vertical red line separates 'Dubai' and '2018', extending from the top of the ECG line down to the bottom of the year.

SCCC
Dubai 2018