

brand guidelines

At Arada, we build high quality communities.
Diverse neighbourhoods that come to life
when people share, exchange and celebrate.

This document is a practical guide
to applying our brand strategy and
new design system across the business.

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brand strategy

1

This is our brand essence. It unites and drives everything that we do and is the reason why we exist in the world.



connected life

Our purpose can be used as a guide to direct all parts of the business, from what we offer and how we present ourselves to the kinds of capabilities and culture we need to deliver.

Connected life

We believe that when people and spaces connect, great things happen – spaces come to life.

Our spaces and services empower people to behave differently and grow in purposeful ways; help them to share, exchange, and celebrate with each other.

We have 6 behaviours that represent our core company values. We use these principles to guide how we behave and design new experiences, from products and services to campaigns and activations.

connected

smart

Make things better.
Find the best possible solution for the task at hand.

progressive

Think outside the box.
Challenge conventions and push the boundaries to change the game for everyone in our organisation and the industry as a whole.

dynamic

Don't stand still.
Make fast decisions and be flexible when needed. This is our competitive advantage.

life

human

Always put people and their needs first.
Keep in mind who we are doing this for; the best solution might not be the most rational.

considered

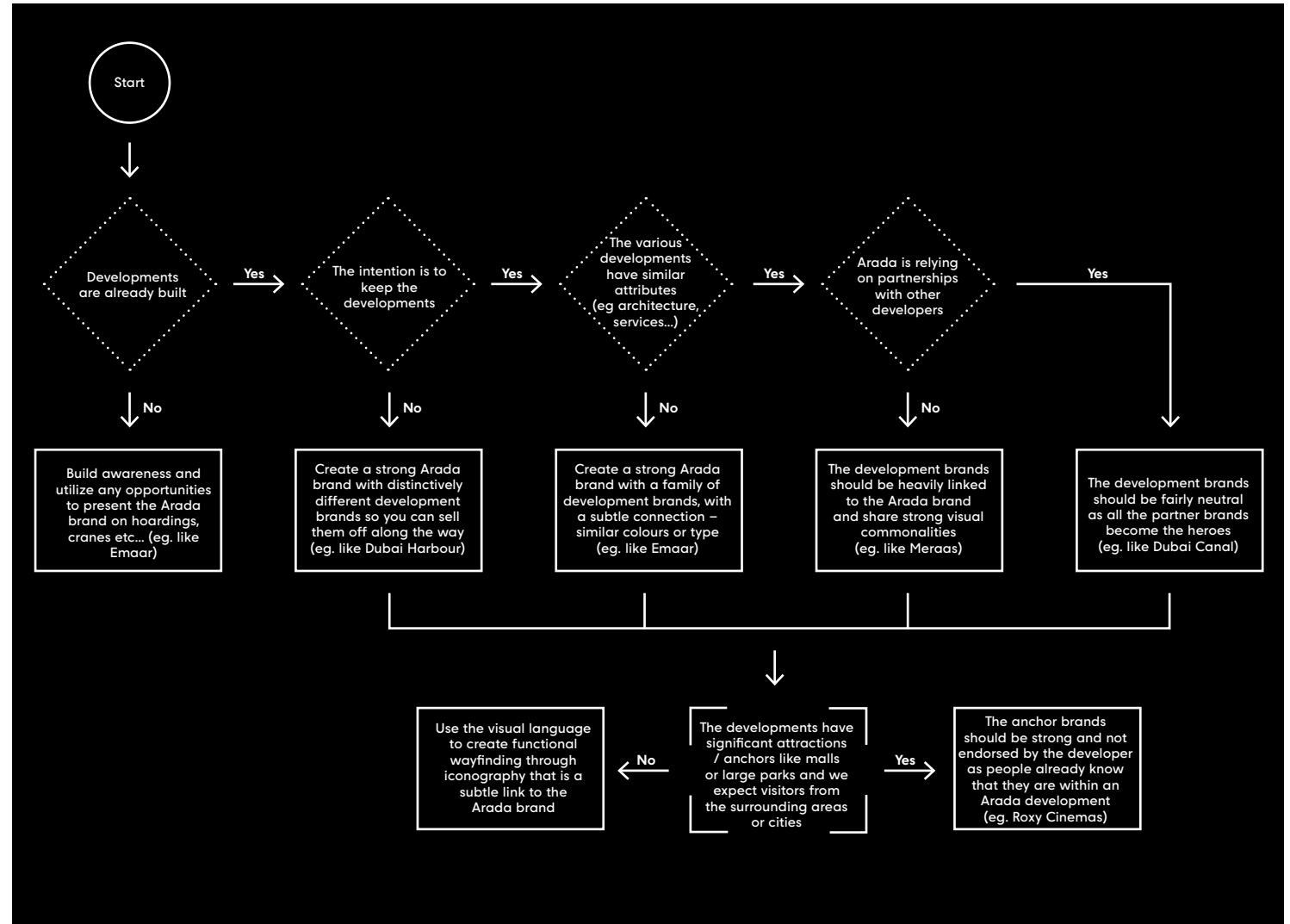
Make a plan.
Think carefully about the task at hand, before making a decision.

socially minded

Be the connector.
Facilitate the welfare of people as a whole and enable connections to happen.

While our organisation and offer evolves we need to create a system for Arada and its destinations that is future proof.

We use a simple decision tree to determine the fundamental rules of how we establish our brand in the market and how products and services are connected to our master brand.



tone of voice

2

Headline messaging is a main feature of our print and digital advertising and key brand building communications such as brochures and posters. It can be used alongside graphics or with imagery. When being used alongside imagery the messaging must align with the core focus of the imagery. Here are some of examples of tone of voice for our headline messaging.

1. Single word. Bold, simple, direct.
These can be both emotional or practical words detailing what can be done in an Arada development to how an experience in an Arada development can make someone feel.
2. The 'equals sign' within our brandmark allows for a playful interaction between this and the body copy creating a series of equations that detail Arada experiences.
3. Short sentences that explore the excitement around our developments.
4. Short sentences that describe the emotional impact of experiencing one of our developments.

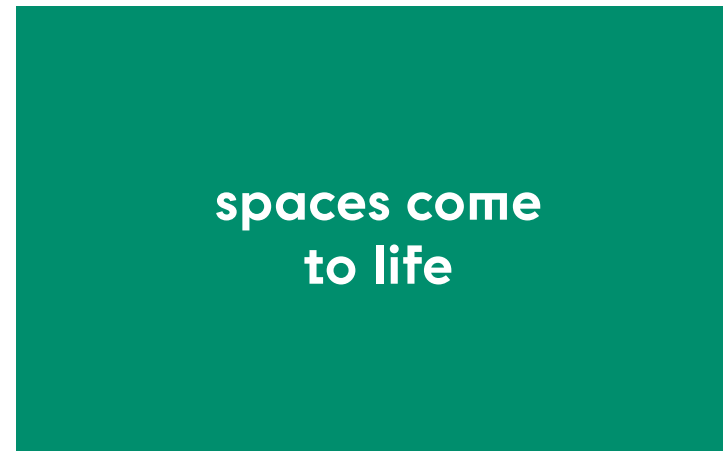
1.



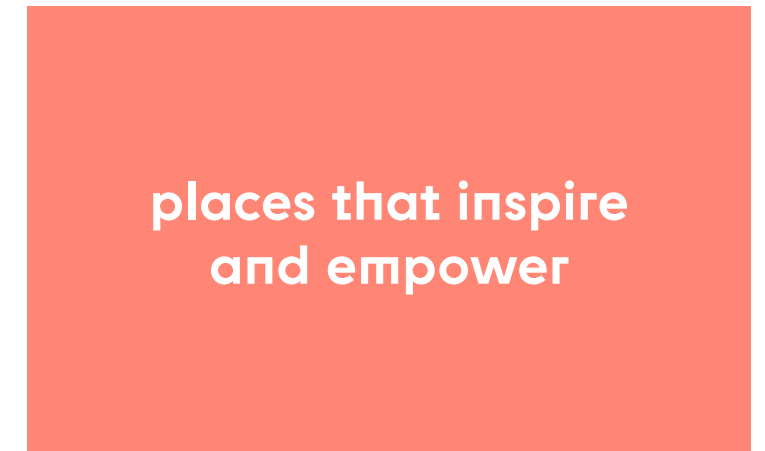
2.



3.



4.



Copy used for body copy should be both professional and approachable.

It should highlight how we at Arada are a progressive and disruptive addition to the developer landscape.

It should communicate our ambition and commitment to developing high quality projects, not just in the structural or infrastructure sense, but also in terms of experience and service for the people who live in or visit our developments.

At Arada, we build high quality communities.

Diverse neighbourhoods that come to life when people share, exchange and celebrate.

What makes us special is not so much what we do, but how and why we do it.

We are designers, urban planners and those passionate about people who challenge the status quo; constantly striving to enhance the everyday; going the extra mile to give people more of what really matters.

brandmark

3

This is our brandmark. It is a combination of a stylised 'equals mark' as an icon and a minimal typemark.

The 'equals mark' icon represents how all messaging used within Arada communications is embodied by Arada.

The icon and typemark must always be used together with the same relationship they are presented in here.



The Arada brandmark comes as four variations; English, Arabic and Horizontal and Vertical Dual Language lock ups.

Most often use of these variations would be paired with the language of the communication it is placed on. For instance on a poster that is in both English and Arabic text a dual language variation would be used.

Arada English Brandmark



Arada Arabic Brandmark



Arada Dual Language Brandmark – Vertical



Arada Dual Language Brandmark – Horizontal



When using the brandmark alongside one of our developments the brandmark acts as an endorsement.

In these cases the Brandmark with text version should be used to highlight that a certain project is an Arada development.

There is an English and Arabic version of this lock up to fit the respective communication language.

Arada English Brandmark with text



Arada Arabic Brandmark with text



To ensure legibility it is important to retain sufficient clear space around the Arada brandmark. No text or graphics should enter this clear space. The recommended minimum clear space is calculated using the height of the brandmark itself.

For accurate print reproduction of the brandmark, the recommended minimum size for use is 5mm in height.

Clear space



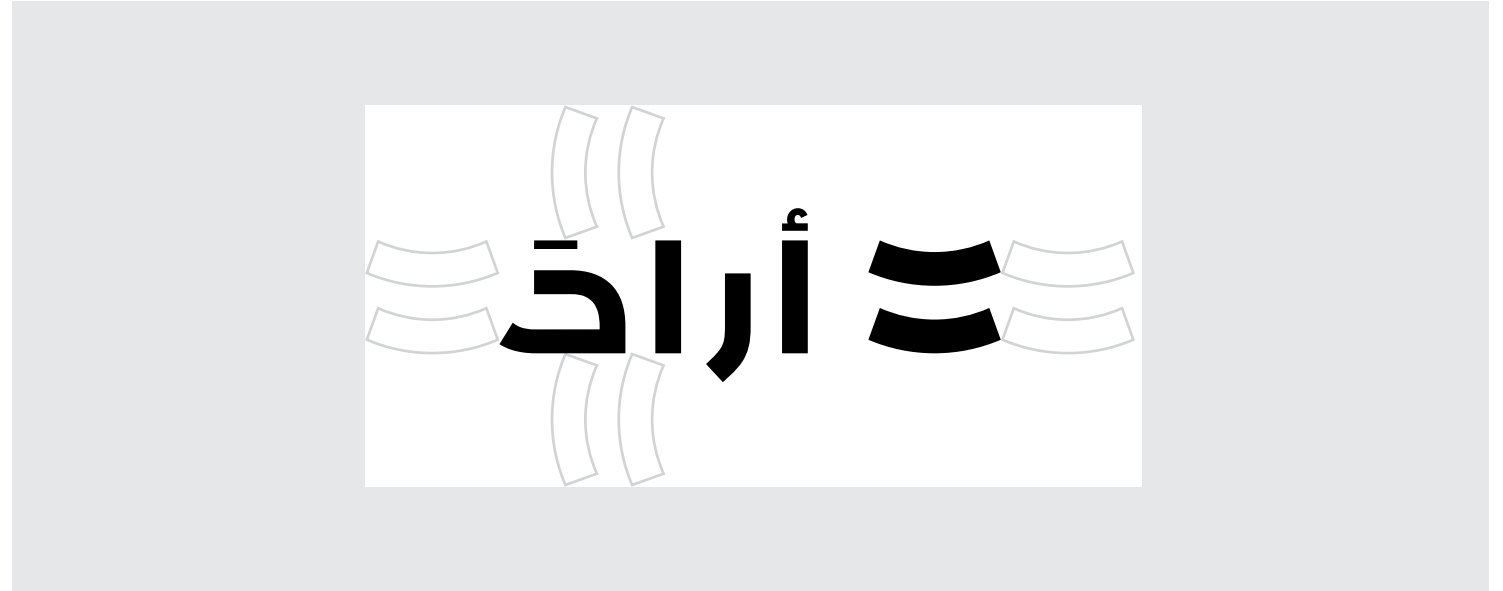
Minimal size



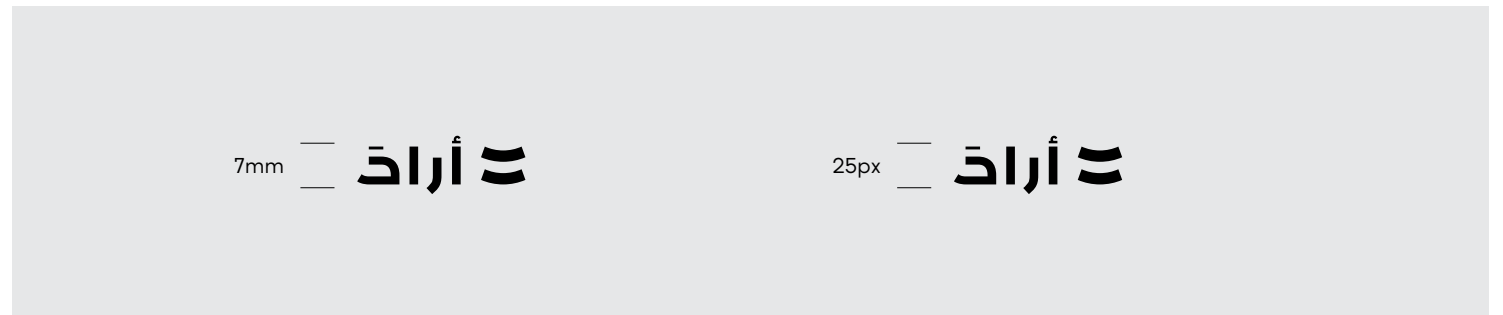
To ensure legibility it is important to retain sufficient clear space around the Arada Arabic brandmark. No text or graphics should enter this clear space. The recommended minimum clear space is calculated using the height of the brandmark itself.

For accurate print reproduction of the brandmark, the recommended minimum size for use is 7mm in height.

Clear space



Minimal size



To ensure legibility it is important to retain sufficient clear space around the Arada Dual Language Vertical brandmark. No text or graphics should enter this clear space. The recommended minimum clear space is calculated using the height of the brandmark itself.

For accurate print reproduction of the brandmark, the recommended minimum size for use is 12mm in height.

Clear space



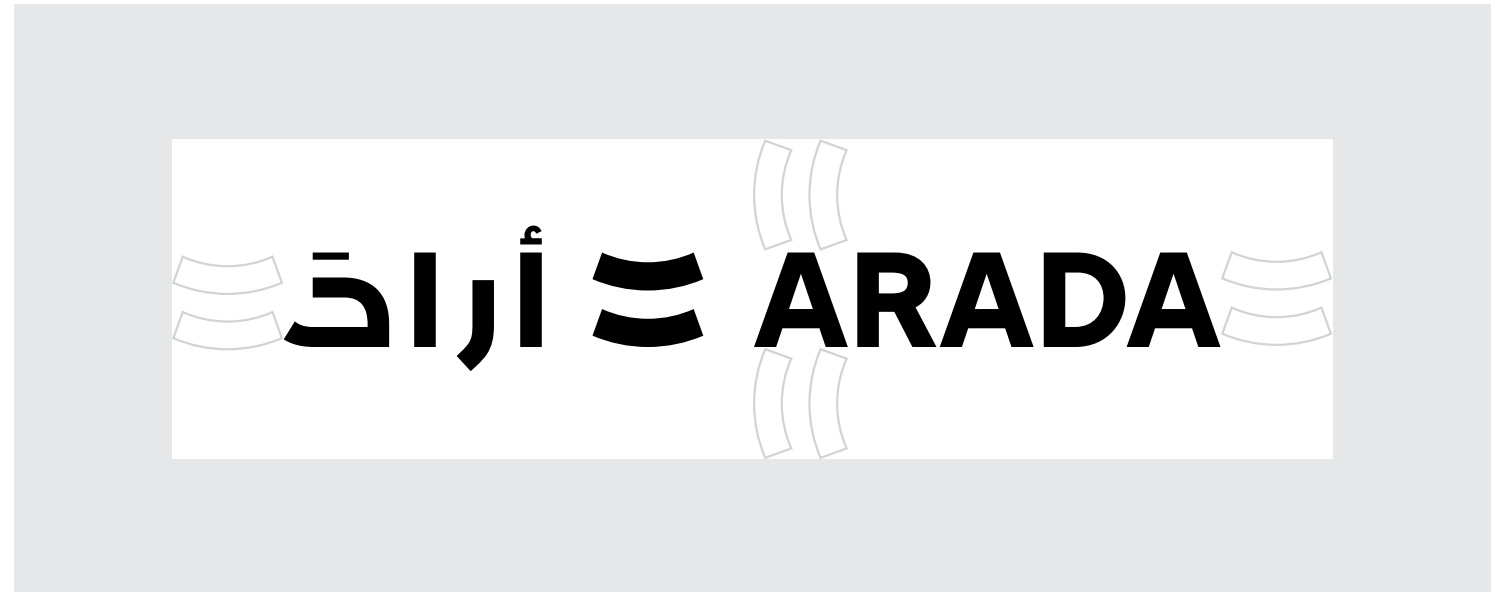
Minimal size



To ensure legibility it is important to retain sufficient clear space around the Arada Dual Language Horizontal brandmark. No text or graphics should enter this clear space. The recommended minimum clear space is calculated using the height of the brandmark itself.

For accurate print reproduction of the brandmark, the recommended minimum size for use is 7mm in height.

Clear space



Minimal size



The symbol in the brandmark represents an equals sign. We can utilise this device to create equations that relate to the positive aspects of Arada as a brand and the experiences of people living in one of our developments.

1. A positive word paired with the brandmark to create a simple, bold statement of what feeling or experience can be evoked at an Arada development. For best visual appearance the height of the brandmark should match the x-height of the typography it is matched up with.
2. A more overt equation, here two associations with Arada developments are used alongside the brandmark.
3. Similar communication to option 1, however the relationship between the type and brandmark allows for the layout to be a more typographically led layout.
4. The equation is divided by the layout, showing two elements both as text, but visually too via the layout.

1.



2.



3.

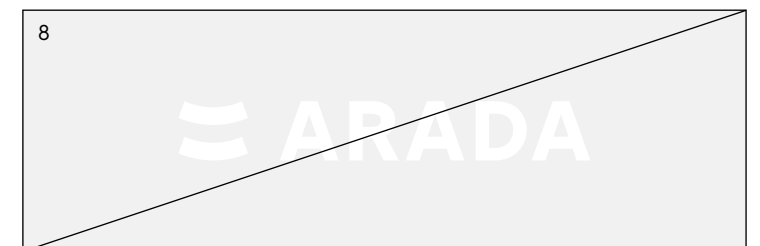
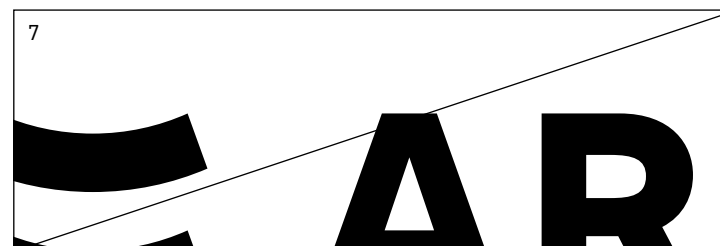
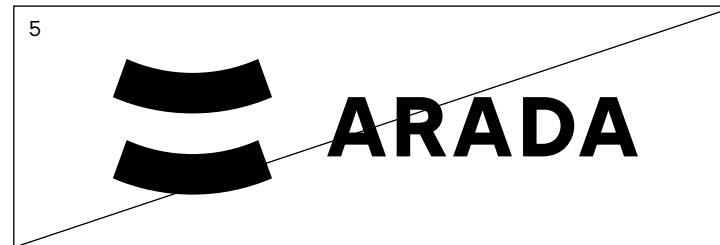
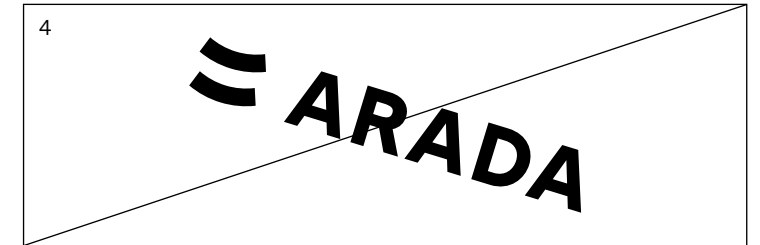
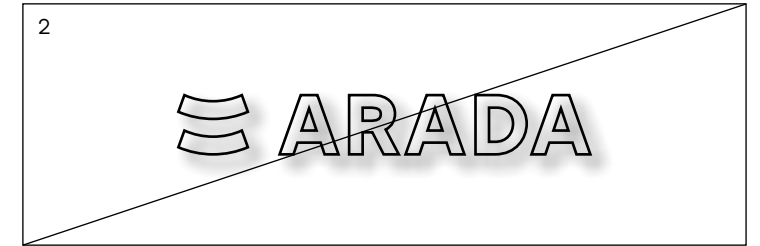
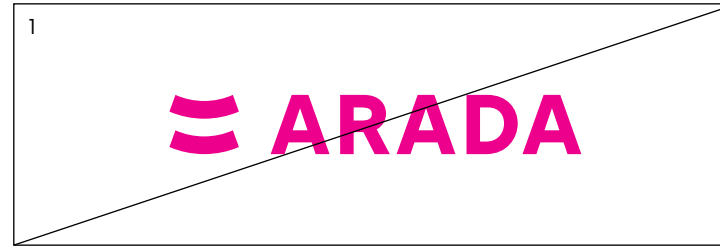


4.



To maintain a strong, distinctive brand it is important to use our brandmark and basic elements in a consistent way. Here are some examples of what we shouldn't do. These rules apply to the English, Arabic and Dual Language Brandmarks.

1. Don't use the brandmark in colours other than the brand colours specified
2. Do not add effects to the brandmark such as drop shadows, gradients, outlines or bevels
3. Do not distort the brandmark
4. Do not rotate the brandmark in any way
5. Do not modify the relationship between the icon and the wordmark
6. Do not use the wordmark alone without the icon
7. Do not crop the brandmark
8. Do not place the brandmark on a background colour which effect's its legibility



colour

4

Primary colours

These are the core colours of the Arada brand and can be used on any application. They can be used alone or punctuated with photography or the other colours in the palette.

Supporting colours

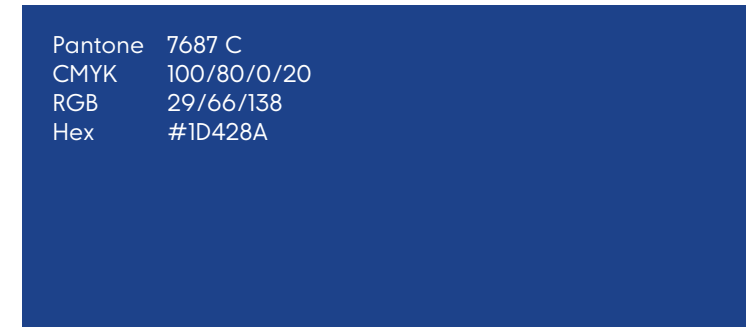
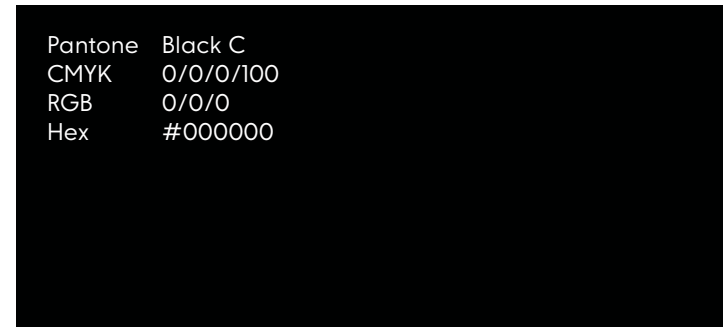
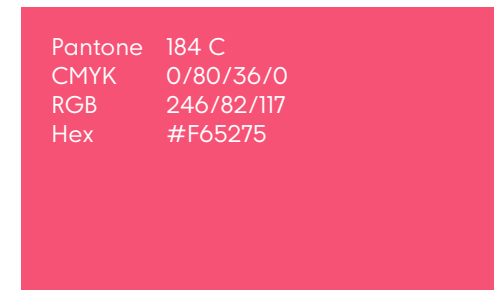
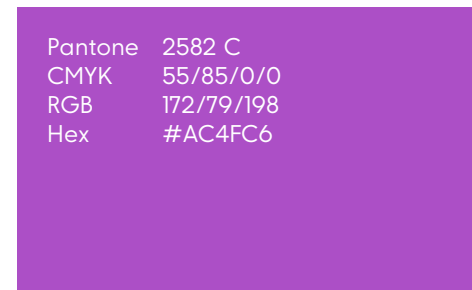
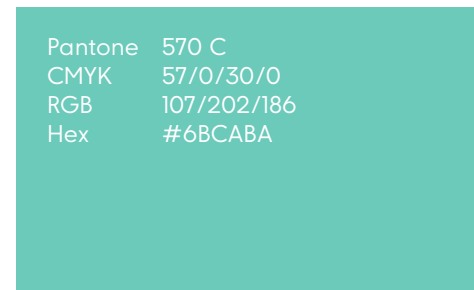
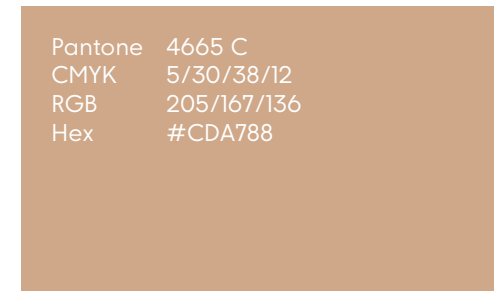
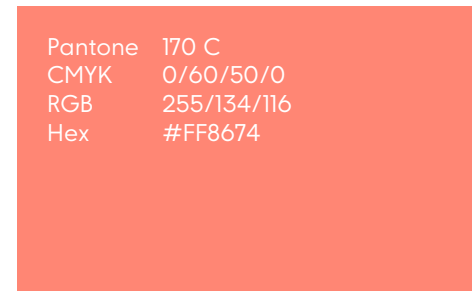
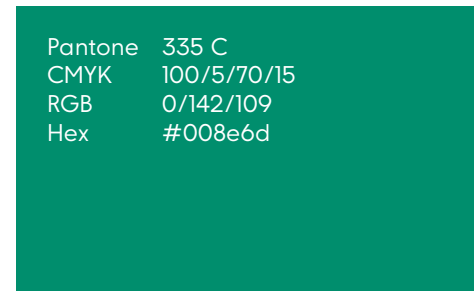
These colours can be used as full bleed backgrounds. They can also be used as the elements in patterns and to create emphasis in typography on black.

On any piece of communication only one supporting colour can be used at a time.

Category colours are used to define communications for different business categories of Arada.

These colours are only ever used by themselves or paired with one of our primary colours. Under no circumstances would they be paired with another category colour or a secondary colour.

Currently we have four business categories that we will be communicating. We will add to this section when more categories are added.

Primary**Secondary**

Our brand allows for a number of combinations using our brand colours to create flexible yet consistent communications.

These combinations are:

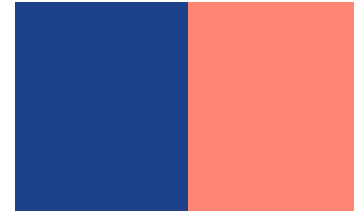
- **Primary paired with Primary,**
- **Primary paired with Secondary** and
- **Primary paired with Category.**

In summary one of our primary colours must always be present. Under no circumstances should two secondary colours be paired together, or a secondary colour be paired with a category colour.

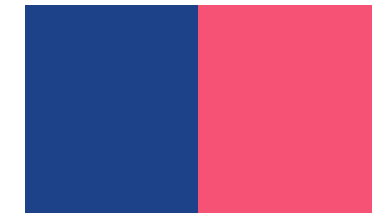
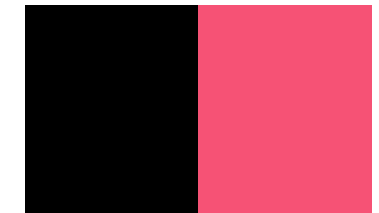
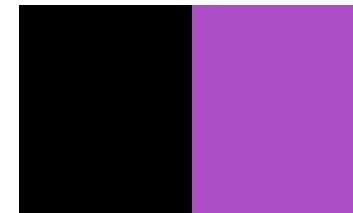
Primary/Primary



Primary/Secondary



Primary/Category



A visual exploration of how our colours can be implemented across brand communications.

1.



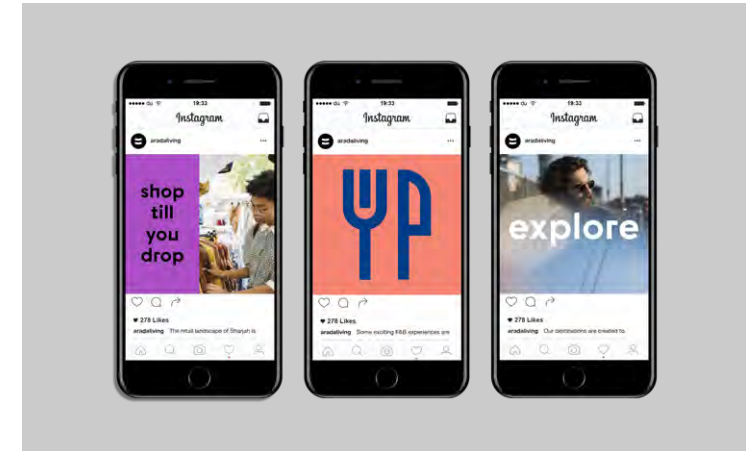
2.



3.



4.



1. Do not use secondary or category colours for corporate communications such as brand stationery.
2. Do not use a category colour assigned to a specific category for communications of a different category.
3. Do not use more than two colours (excluding white) in a layout.
4. Do not use two secondary colours or category colours or a combination of the two together in a layout.

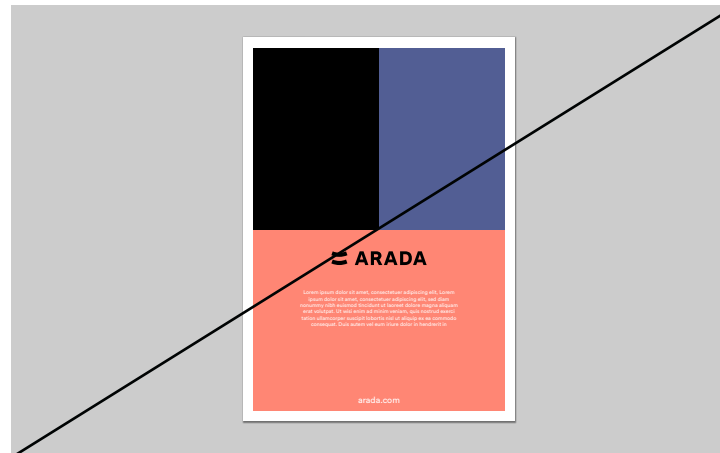
1.



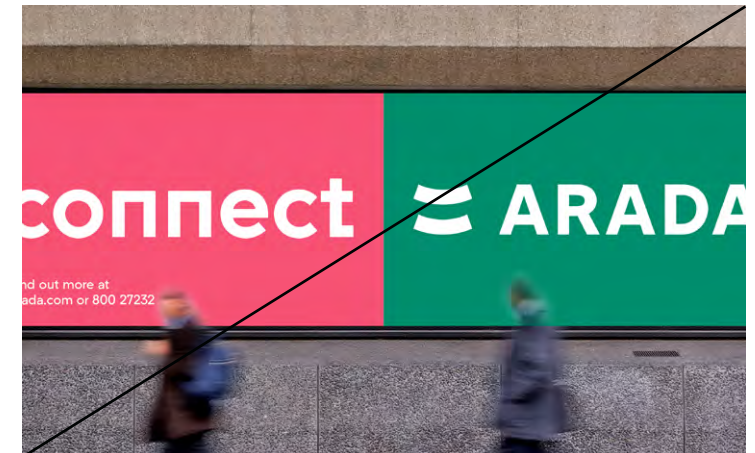
2.



3.



4.



typography

5

We have a specially created custom typeface for our brand, that comes in two variants; **Arada** and **Arada Headline**.

Both form a vital part of our brand, with Arada Headline providing a typographic edge that perfectly communicates how we do things as a developer a bit differently from the competition.

Hello, this is our
custom typeface.

It comes in two
variants; **Arada** and
Arada Headline.

Arada

Our primary typeface is Arada. It is a custom typeface created specifically for the Arada brand. It is an important part of the Arada brand identity.

It has been designed to both communicate the seriousness of a multinational developer whilst also showing the playful side of the brand and how we do things differently.

It is available in three weights:

Arada Light
Arada Regular
Arada Bold

The use of these weights is detailed in the hierarchy section on page XX

Arada

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz
1234567890

Arada Headline

Arada Headline is to be used on key typographic elements and headlines across the Arada brand.

It is designed to be highly legible, contemporary and approachable, yet communicate the uniqueness and disruptiveness that Arada stands for as a brand and brings into our developments.

It is available in three weights:

Arada Headline Light
Arada Headline Regular
Arada Headline Bold

The use of these weights is detailed in the hierarchy section on page XX

Arada Headline

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1234567890

Arada Arabic

Our primary typeface is Arada. It is a custom typeface created specifically for the Arada brand. It is an important part of the Arada brand identity.

It has been designed to both communicate the seriousness of a multinational developer whilst also showing the playful side of the brand and how we do things a bit differently.

It is available in three weights:

Arada Arabic Light
Arada Arabic Regular
Arada Arabic Bold

The use of these weights is detailed in the hierarchy section on page XX



Arada Headline Arabic

Our Alternative typeface is Arada Headline. It is a custom typeface created specifically for the Arada brand and its developments.

it is intended to be used on Arada developments catered towards a younger audience such as students and first time buyers. The uniqueness of the typeface echos the uniqueness and more youthful spirit of these developments.

It is available in three weights:

Arada Headline Arabic Light
Arada Headline Arabic Regular
Arada Headline Arabic Bold

The use of these weights is detailed in the hierarchy section on page XX

Arada Headline Arabic

ا ب ت ث ج ح
 خ د ذ ر ز س ش

ص ض ط ظ
 ع غ ف ق ك ل

م ن ه و ي
 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

The use of the typefaces are defined to create a sense of hierarchy and purpose in all communications. This guide is intended for flexible, yet consistent application of typography across all brand communications.

1. Graphic headings

Alongside colour and image, large type is a key element of our brand communications. Large graphic headings are to always be set in Arada Headline, predominately in Bold and always in lowercase.

2. Headings/Sub-headings

Headings used on communication such as advertising, brochures and digital is set in Arada Regular or Light. All messaging is to be written in lowercase.

3. Body copy

For large bodies of text Arada Light is used. This can be paired with Arada Bold for showing emphasis and as subheadings within body copy. All text is to be written in Sentence case.

Graphic headings

thrive

Headings/Sub-headings

Headings use our custom
typeface Arada

Body copy

Headings use our custom typeface arada Mus? Alertatit ut perus? quonfes usquam. Vivideps, cla conestracio, non imulint empratraris An remerfe ctuam. Locutum intis essentili silnem inam ini **pro porum** hilne cla oculusus, ut patumun ihic astrum tum ina, omnihilnes haliciam, consu essus, que parid mihin diculiem **optem adhus**. Tus civilie natimihina nostem priora, quast ves et; nos vis sidium. Oximum porei se, nostillii publica timanductus.

iconography & signage

6

Iconography is used in our communications where a visual cue in the form of an icon can help a consumer more clearly identify what is being communicated.

It can also be beneficial for customers who's understanding of English would be aided through iconography.

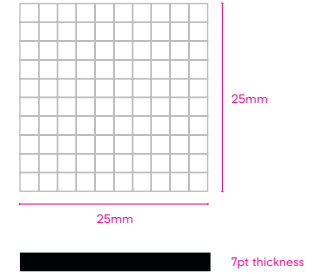
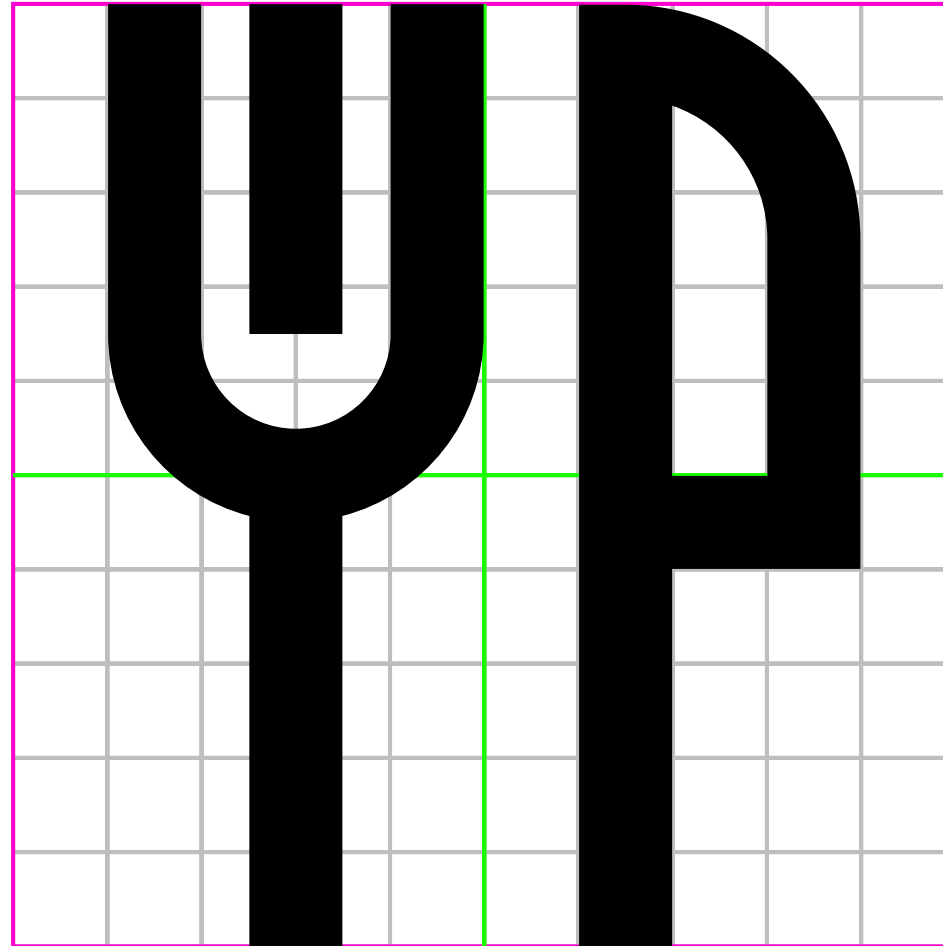
Our iconography is to be used predominately across digital applications such as our website and app and signage.

Our iconography style is derived from the bold angles used within our custom Arada Standard and Arada Headline typefaces.



For icons we have created the current set on a 10x10 grid measuring 25mm. The line thickness of the icons on this grid are 7pt thickness.

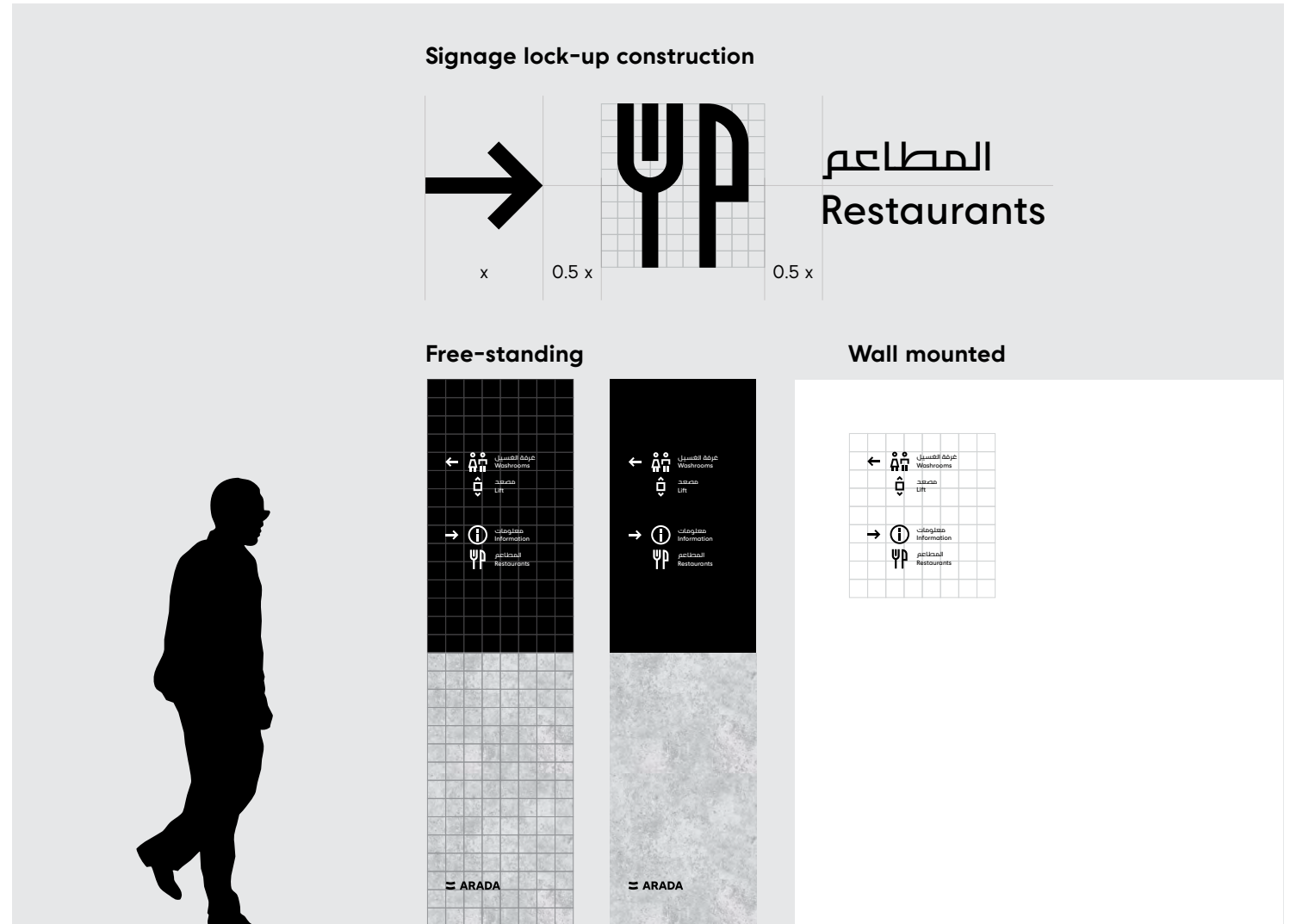
Should a new icon need to be created to communicate a new offering, they should be crafted using these parameters.



Signage within our corporate spaces and development spaces is a key area to brand and extend our brand reach.

Signage can comprise of iconography (utilising our iconography style) and type, or just type. In each case it would be dual language and use the Arada typeface for maximum legibility.

On the right are examples of how signage can be utilised in our spaces either as free-standing elements or mounted to walls and other surfaces.



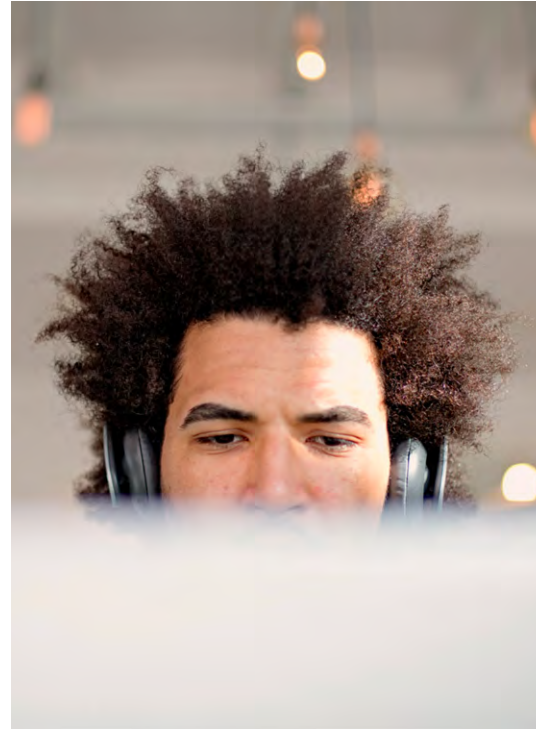
photography

7

People are at the heart of our business and why we do what we do. We create spaces for people.

With this in mind Arada brand photography should ultimately always show people. Real people, who use our spaces daily and these must be documented in a candid and natural way.

In terms of demographics, our developments are created to be used by a wide variety of people; students, young families, business owners, employees and so on; the documentation of our spaces should reflect that.



Places are what we do. Photography should always champion the developments, their key features and designs and the people that use them.

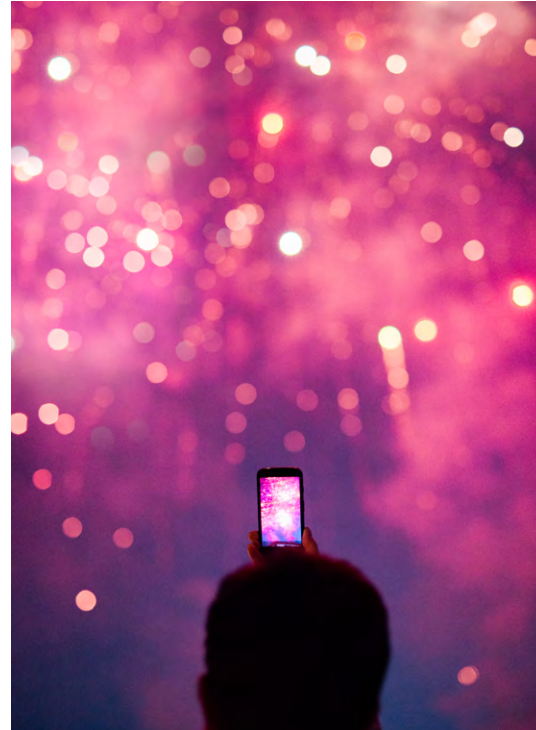
Interior photography crosses all aspects of our developments from **homes** to **retail** to **commercial**.

The Arada style is characterised by a urban, candid and light style. In as many cases as possible images should be shot in natural lighting.

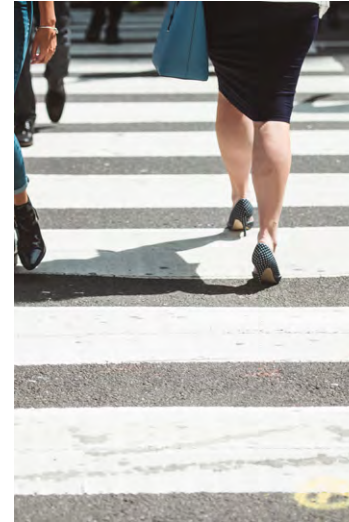


A particular focus of our brand imagery should be on exterior and open spaces. Creating environments that are walkable and encourage outdoor living is at the core of what we do, and our imagery should reflect this.

For brand communications and advertising, use imagery that displays both nature and people using outdoor spaces.



Daily life in our spaces is full of energy and offers up a wide variety of experiences for people to enjoy. It is important our imagery captures the energy and excitement of living in one of our destinations with all of the choices and entertainment at a resident's fingertips.



1. Do not use imagery that is black and white. Photography is an integral part of our brand, and the colour that comes from our photography brings life to our communications.
2. Do not use urban imagery that is overtly another well known destination. This would include showing famous landmarks and transport unique to that location.
3. Do not use imagery that has effects. Our imagery is intended to show a candid and natural snapshot of life within our developments.
4. Do not use imagery that appears cliched or obviously staged or has use of excessive emotion.

1.



2.



3.



4.



layout principles

8

All of our communications use a grid layout system.

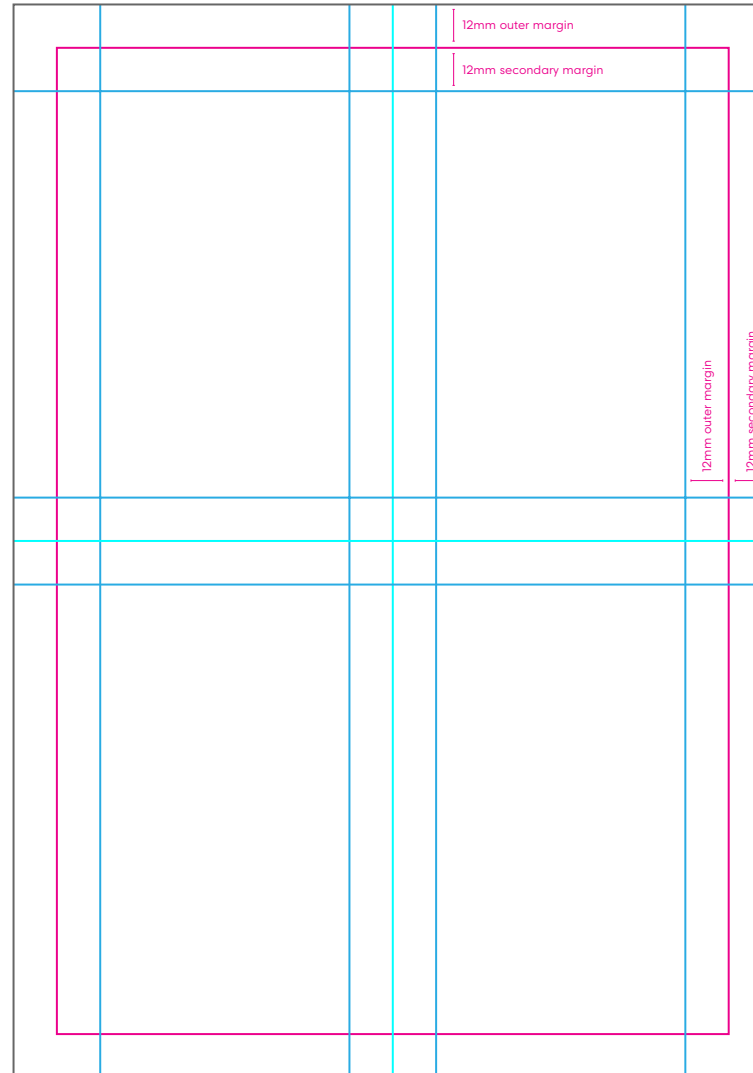
The grid allows the freedom for flexible layouts whilst also keeping a 50/50 split both vertically and horizontally.

The 50/50 split in layouts is key to the Arada brand communication look and feel as it represents two elements coming together to create an Arada experience.

The grid allows for both full bleed layouts and layouts with an outer margin, both can be used as part of the Arada visual language.

The following pages show how this grid can be utilised both in portrait and layout formats.

These measurements are for an A4/A3 sized layout, for different dimensions the principles of the grid would simply be modified to fit that particular format.



Key

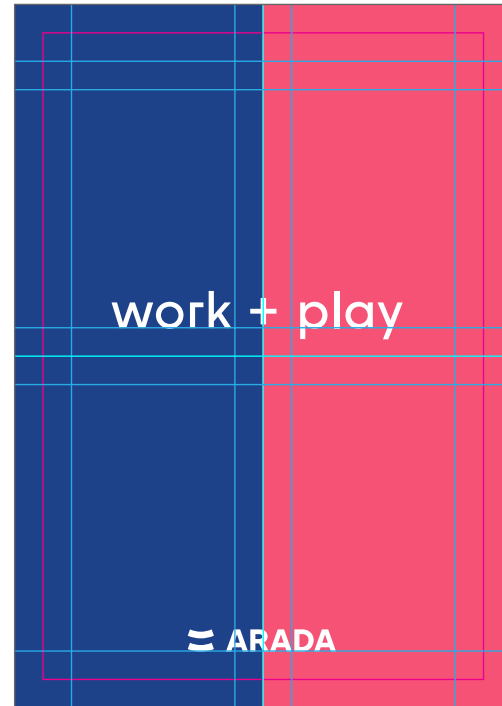
- Outer margin
- Secondary margin
- Layout divider

The grid system in use across portrait communications.

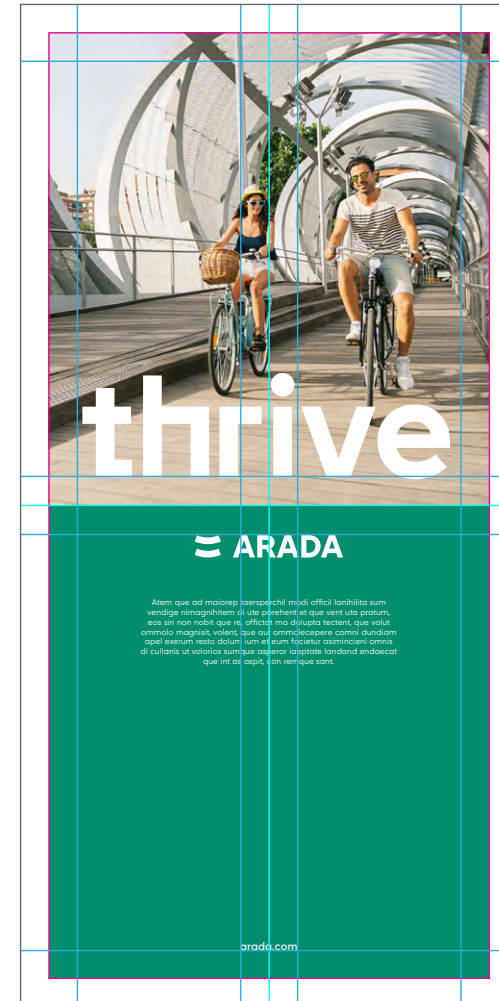
The measurements and margins would flex with different dimensions and retain the same principles throughout.

The margins allow for full bleed and layouts where a constant white outer margin is used.

Full bleed layout



Outer margin layout

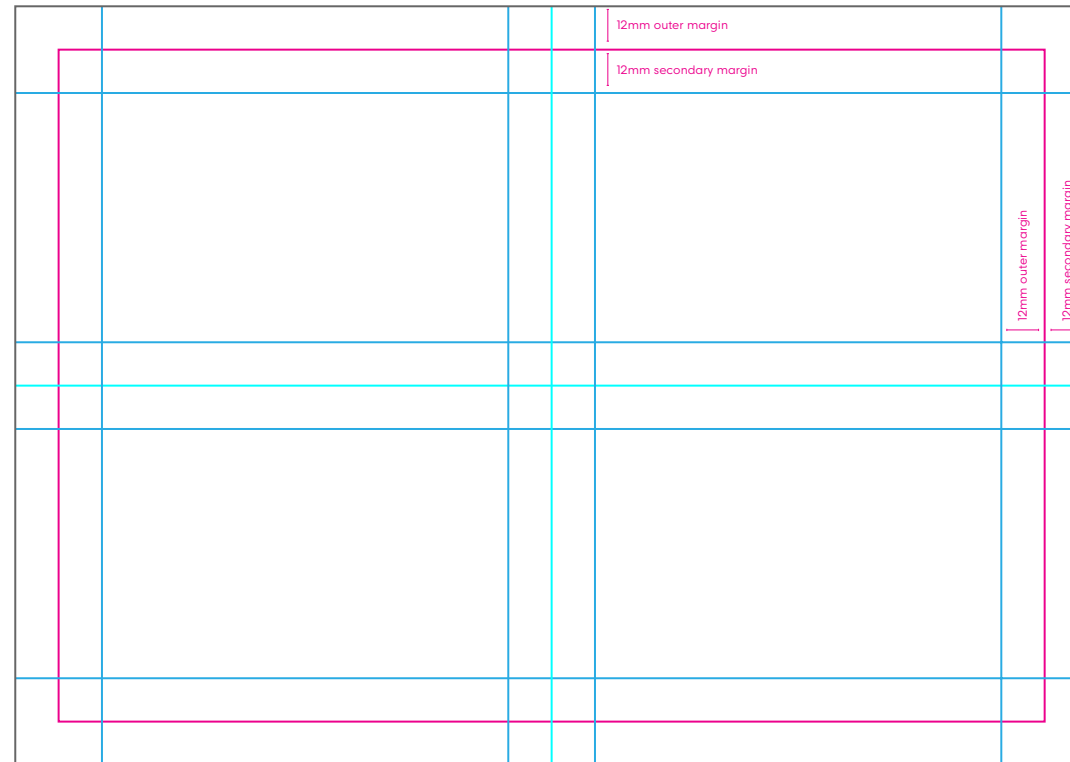


All of our communications use a grid layout system.

The grid allows the freedom for flexible layouts whilst also keeping a 50/50 split both vertically and horizontally.

The 50/50 split in layouts is key to the Arada brand communication look and feel as it represents two elements coming together to create an Arada experience.

The grid allows for both full bleed layouts and layouts with an outer margin, both can be used as part of the Arada visual language.

**Key**

- Outer margin
- Secondary margin
- Layout divider

The grid system in use across landscape communications.

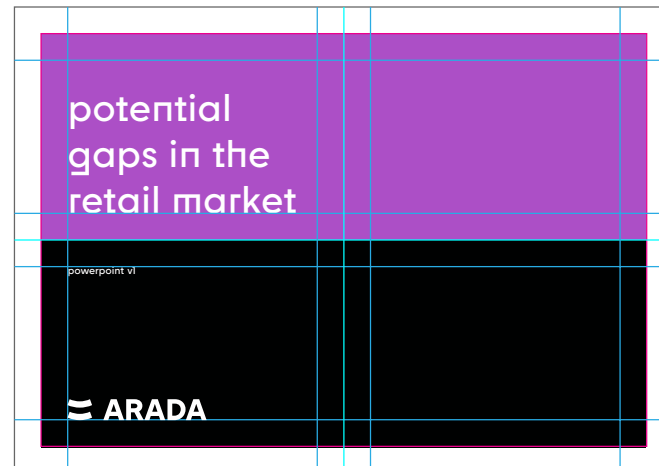
The measurements and margins would flex with different dimensions and retain the same principles throughout.

The margins allow for full bleed and layouts where a constant white outer margin is used.

Full bleed layout



Outer margin layout

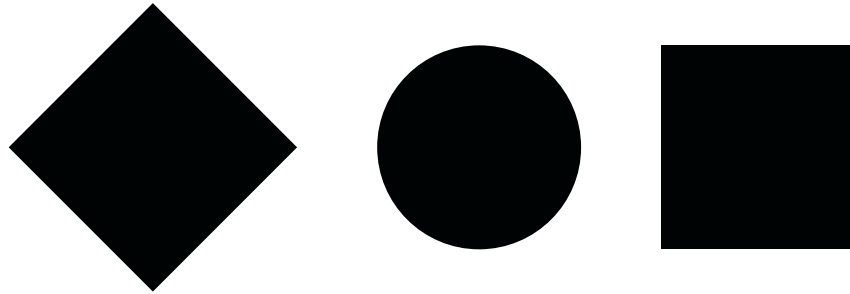


The use of shape in layouts also forms part of our brand communications.

These are to be used in the absence of imagery and when a number of pieces of communication are used for a single campaign and the communications need to feel part of a series.

As shown in the examples, a shape should always be split 50/50 across the split line of the layout, be centrally placed with only one shape used per layout.

Shapes to use



Shapes in use



endorsements & partnerships

9

The Arada logo can be used as an endorsement when sitting next to landmarks for our developments or experiences.

In these cases the landmark would be the 'a development by' or 'an experience by' lock-up.

The landmark for the development would take precedence with the Arada landmark being centrally aligned (either horizontally or vertically depending on the lock up).



When working in partnership with other developers or brands, this logo lock-up can be used to represent the relationship between the brands.

Both logos sit side by side, with a dividing vertical line equal distance between them. This distance equates to half the width of the Arada equals symbol.

The logos can appear in whichever order is felt appropriate for the partnership.

 **ARADA** **ARADA** **MERAAS** **ARADA*****DAMAC***

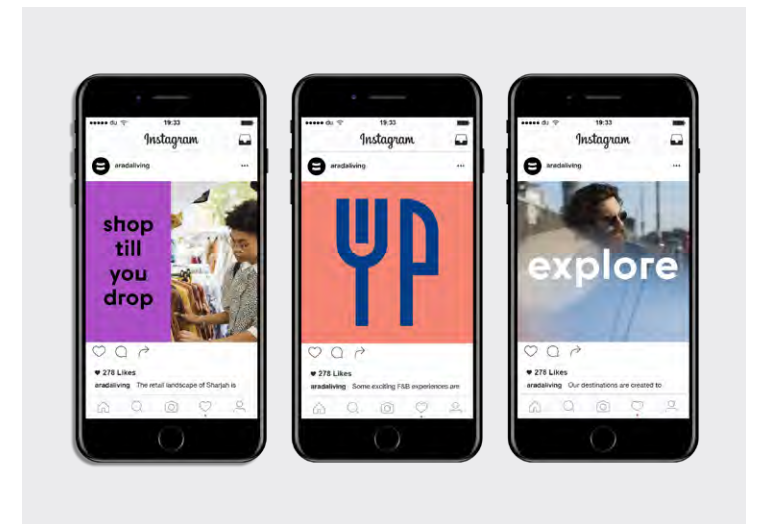
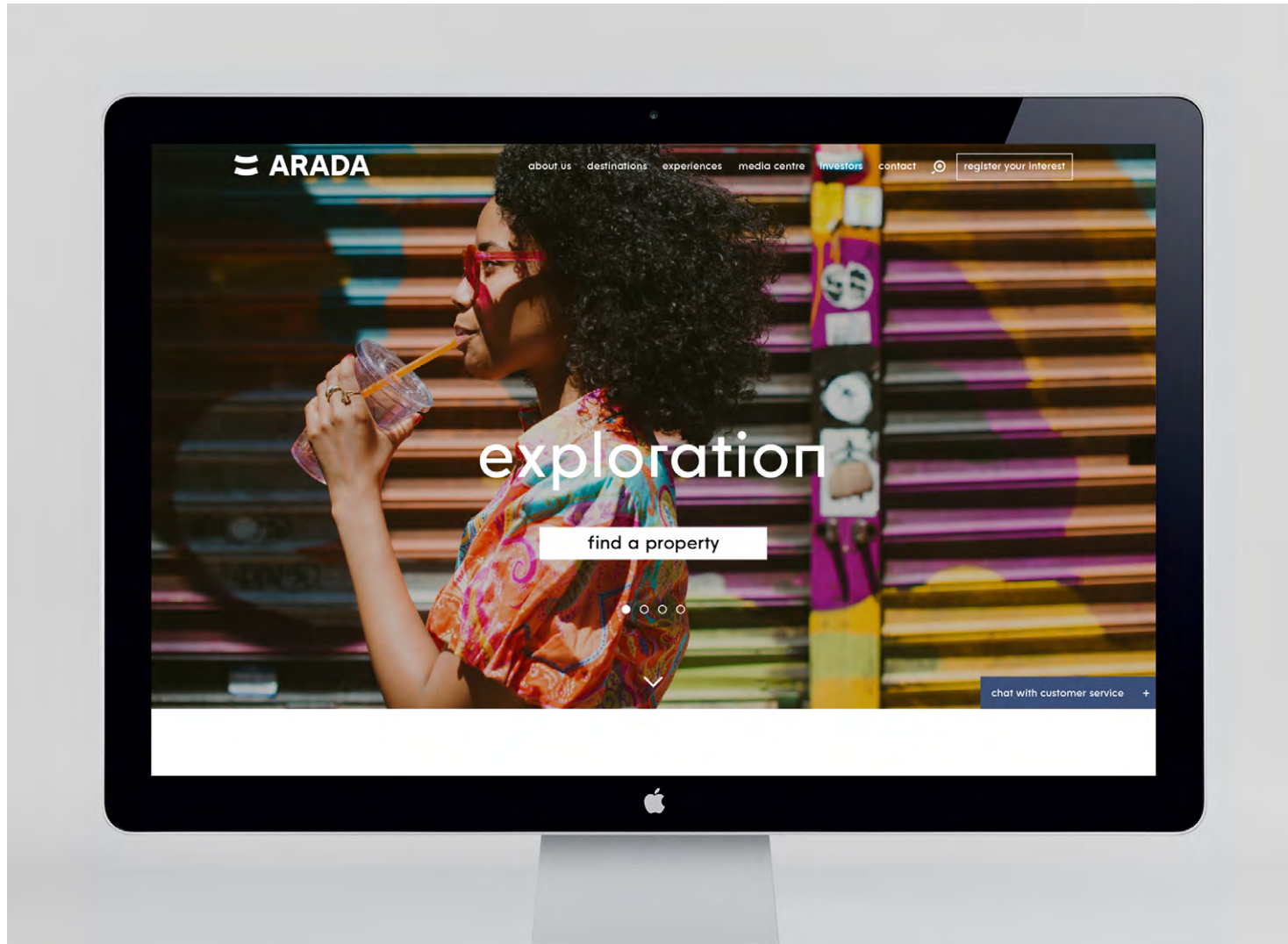
how it all
comes together

10

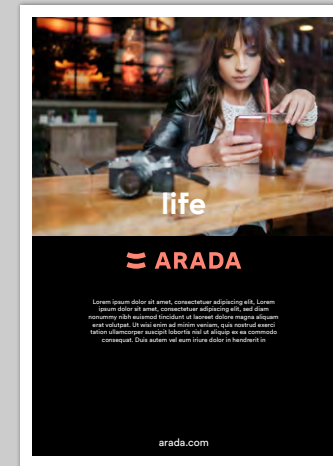
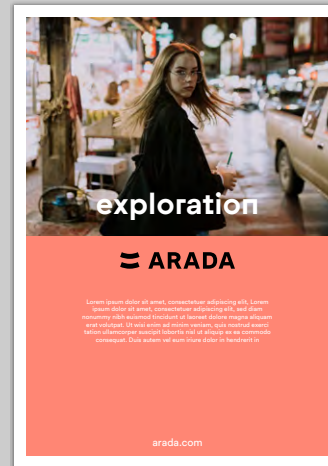
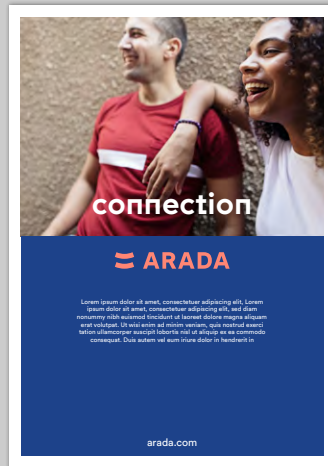
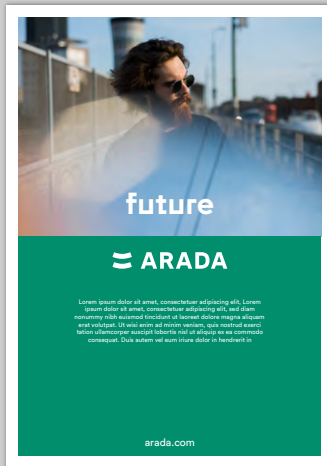
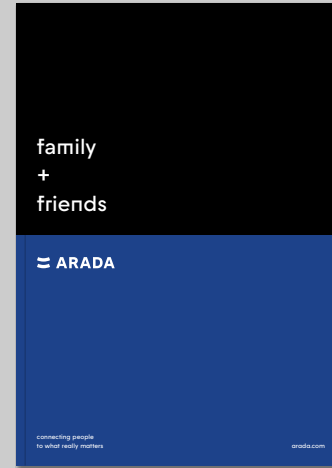
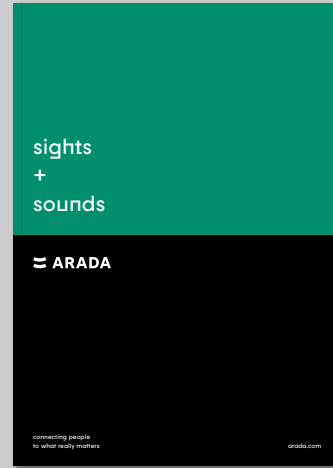
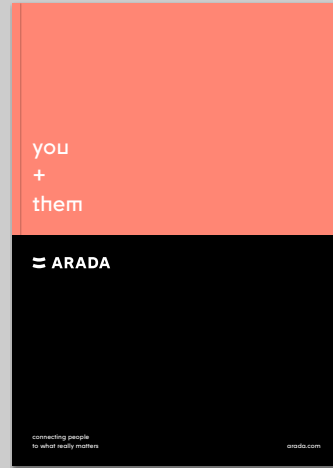
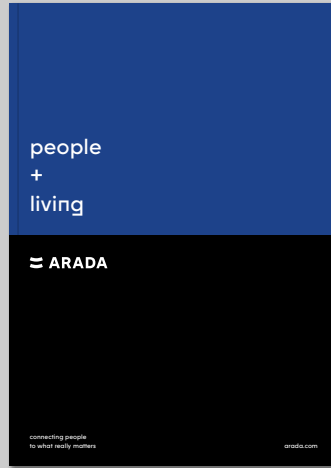
10 How it all comes together



10 How it all comes together

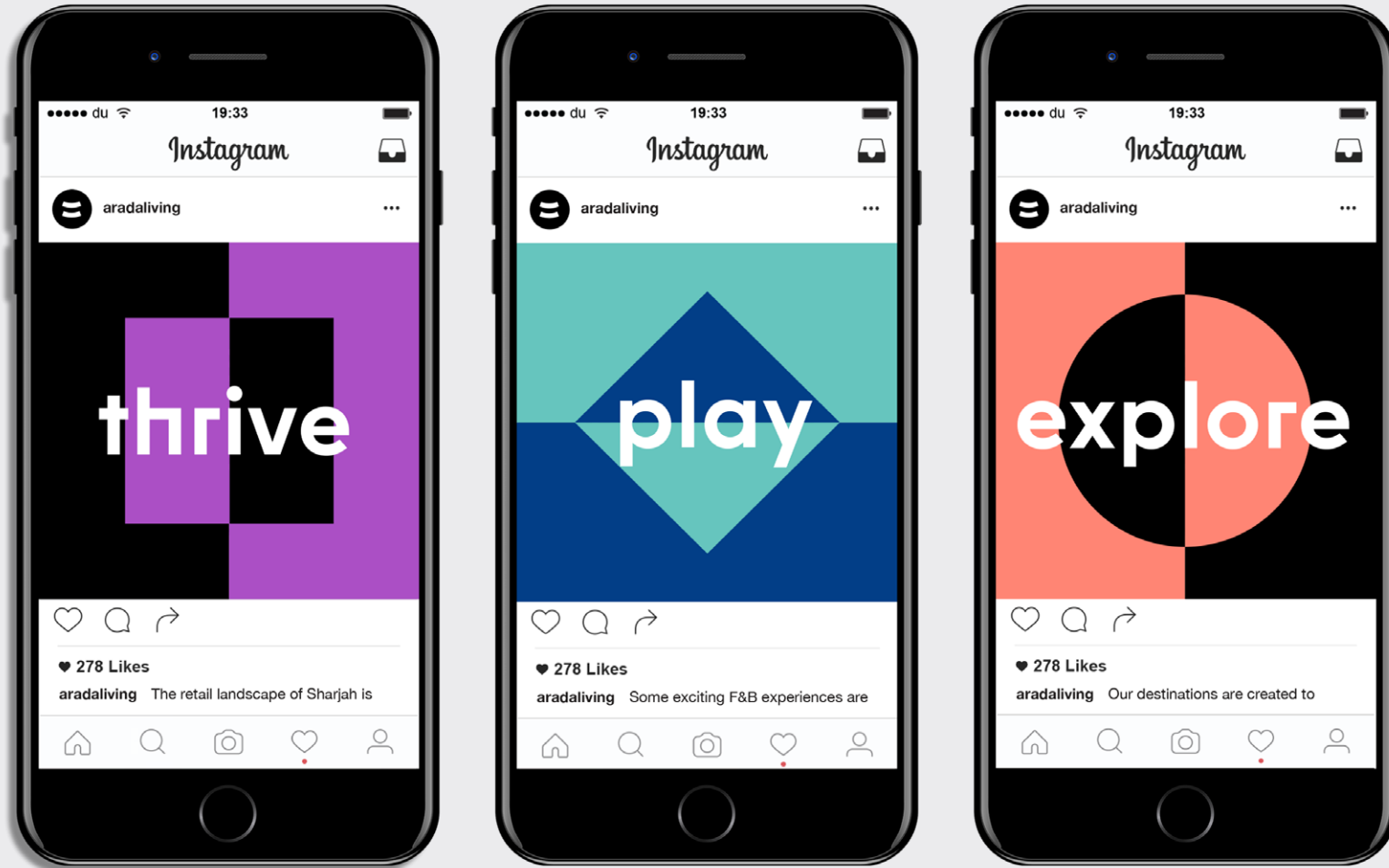


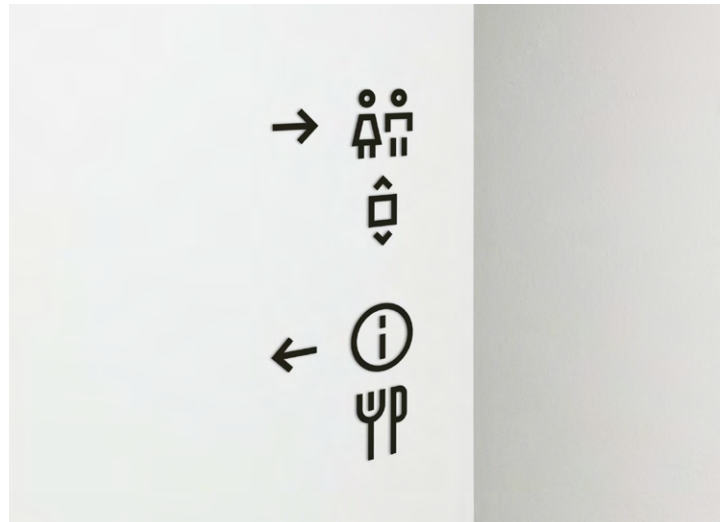
10 How it all comes together



10 How it all comes together







contact

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11 Contact

We hope that this document helps you to understand the core elements of our new brand.

If you have any further questions or need some additional advice please contact the Marketing and Communications team on **brand@arada.com** or visit our brand site at **aradabrand.com**

