



# Brand strategy

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**

Connected life is grounded in the belief that when people and spaces connect, great things happen. It highlights Arada's commitment to creating spaces that unleash the full potential of people, leading to happier, healthier, more sustainable and more meaningful lives.

These connections have a ripple effect, extending beyond individuals to entire ecosystems, contributing to a better quality of life for all.

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 are dynamic**

When people and spaces come together they add up to more than the sum of their parts, we seek the unexpected the unproven the potential that waits for the right connection. In every moment we look forward give our best and inspire others to do the same. We are listening learning and adapting.

# **we deliver**

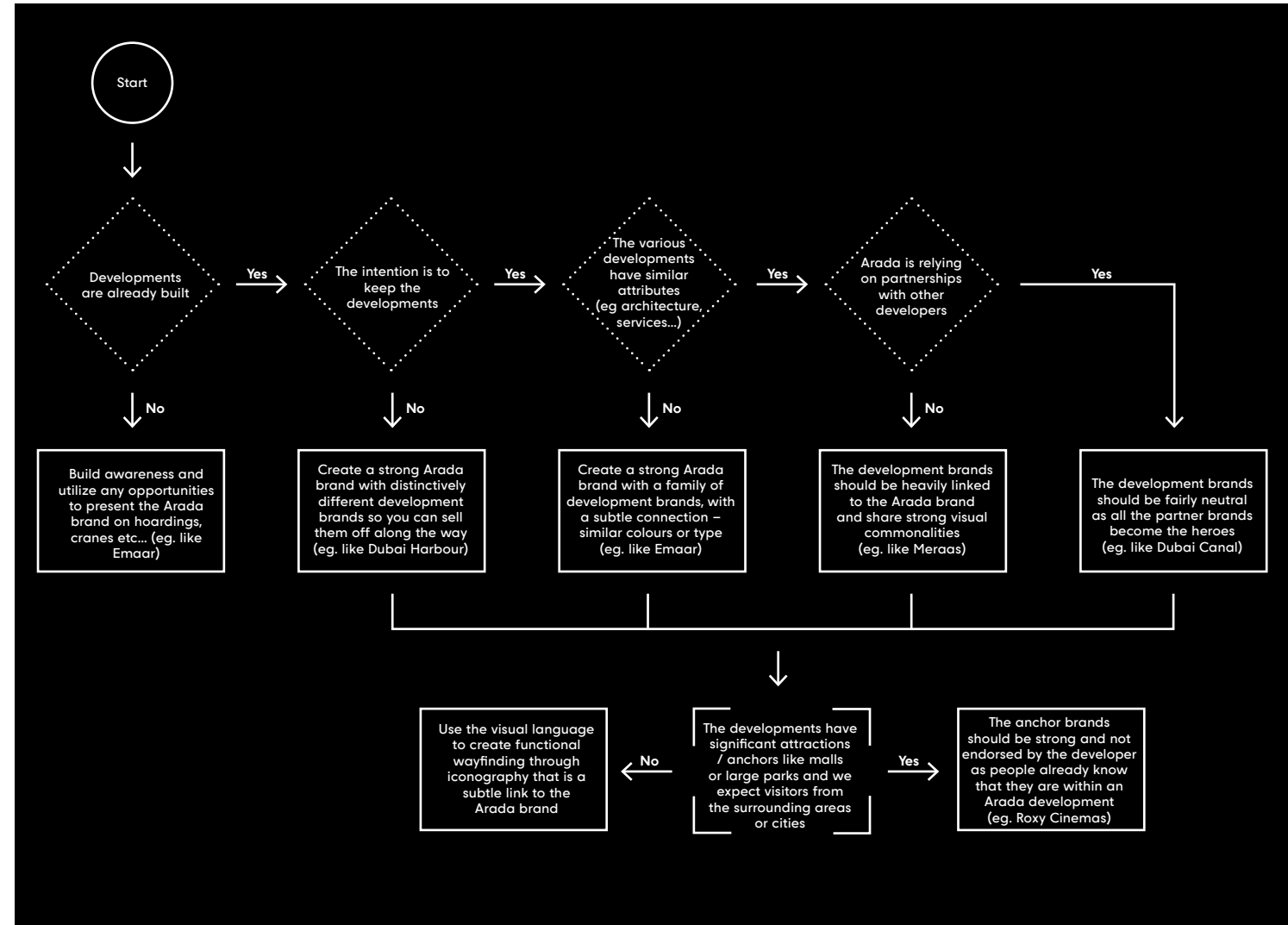
Connected Life is not just what we say it's what we do – and each of us takes every chance to live up to this promise together we make things happen through collaboration and teamwork. We are focused collaborative and responsible.

# **we care**

People and their lives are at the heart of everything we do. From employees to customers to government. We invite others in taking time to think understand and anticipate their needs – then find ways to delight by exceeding expectations every time. We are kind thoughtful and even surprising.

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.



# Brandmark

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



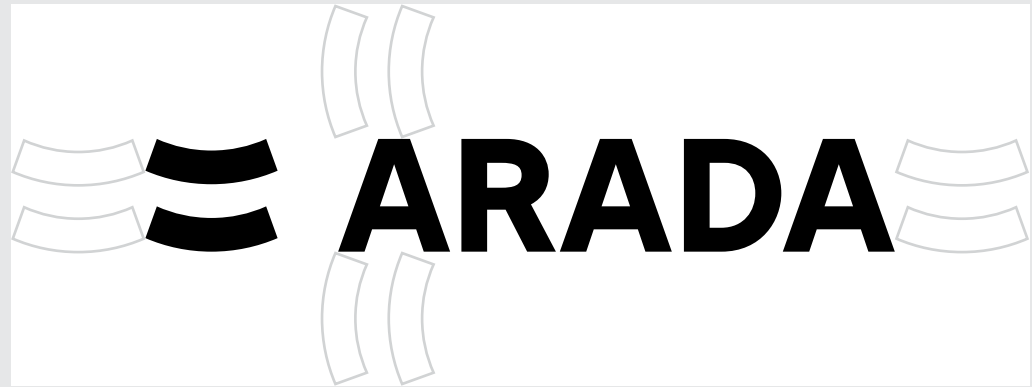
### Arada Dual Language Brandmark



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

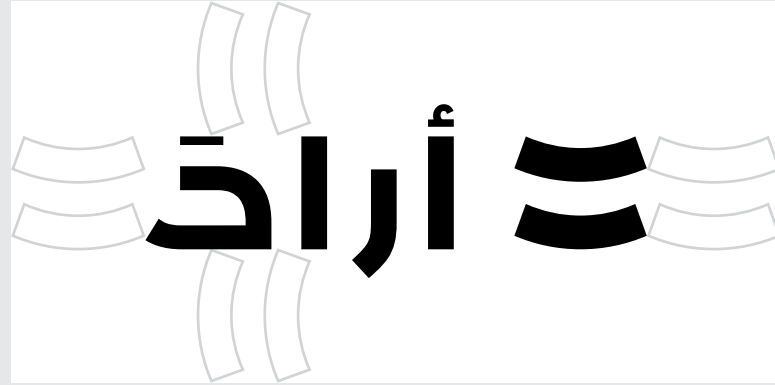
5mm  **ARADA**

20px  **ARADA**

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



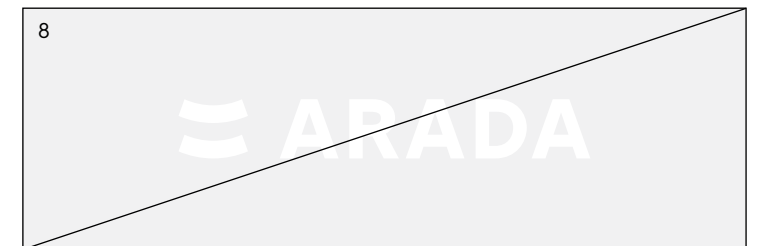
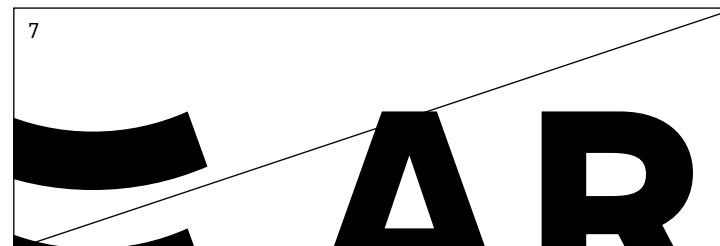
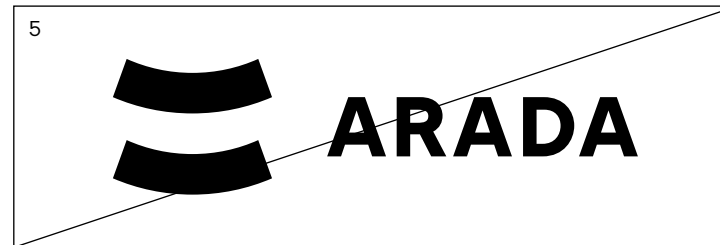
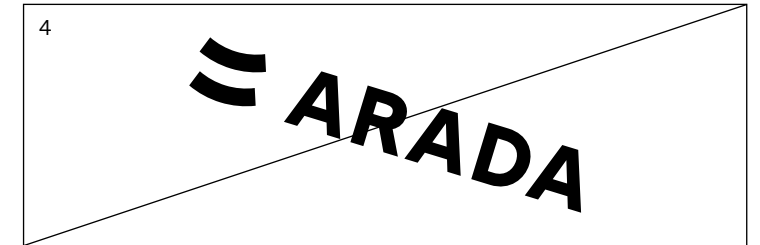
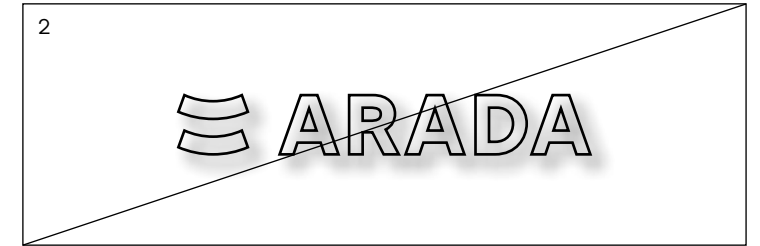
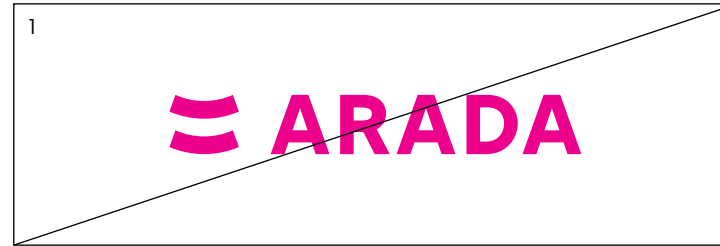
### Minimal size

7mm — أَرَادَ

25px — أَرَادَ

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



Arada color palette

Primary colour

Pantone Black C is the core colour of the Arada brand and can be used on any application. It can be used alone or punctuated with photography or the other colours in the palette.

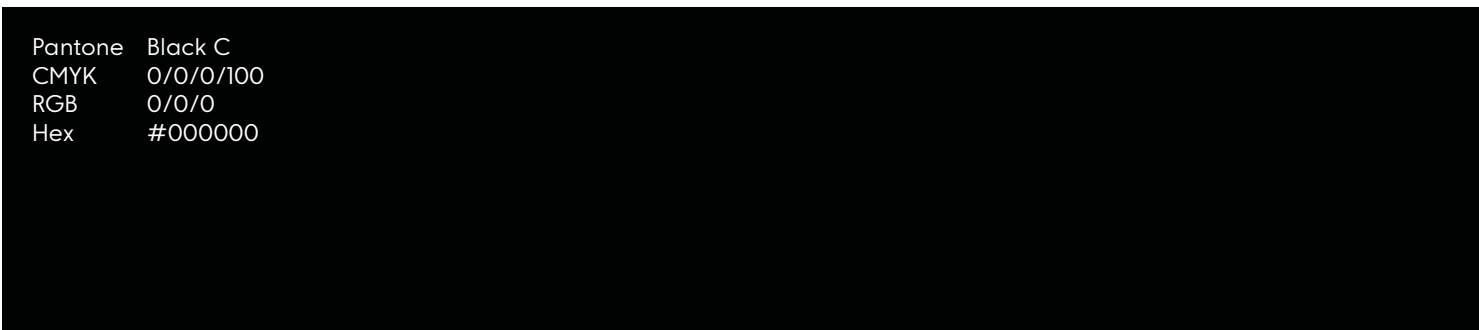
Supporting colours

These colors 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.

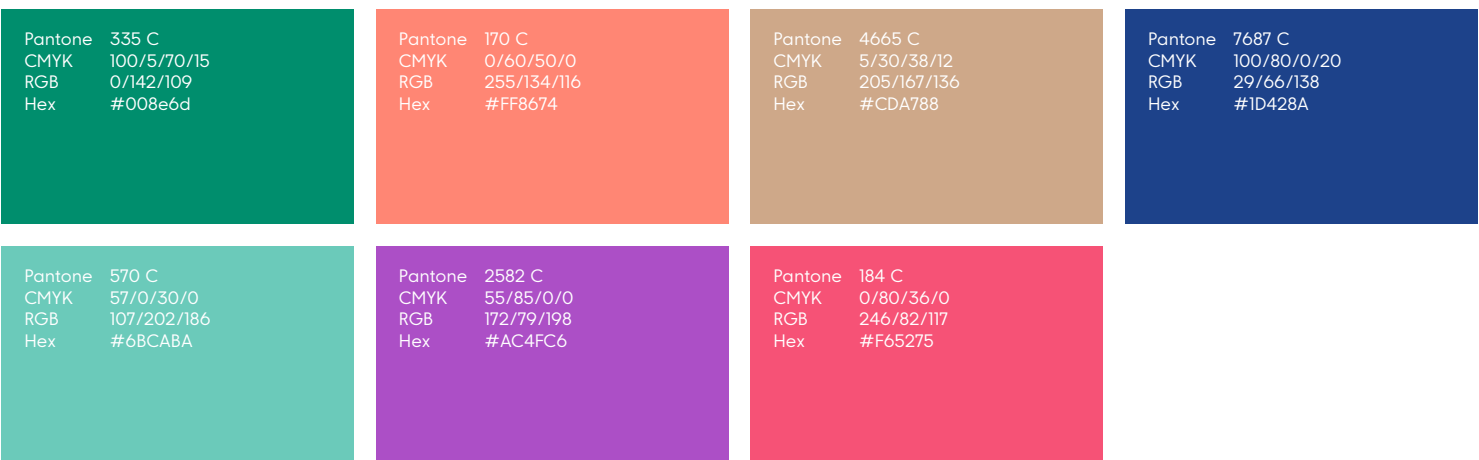
On any piece of communication only one supporting colour can be used at a time.

Category colours are used to underline specific content. These colours are always paired with the primary colour.

Primary



Secondary



# Typography

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

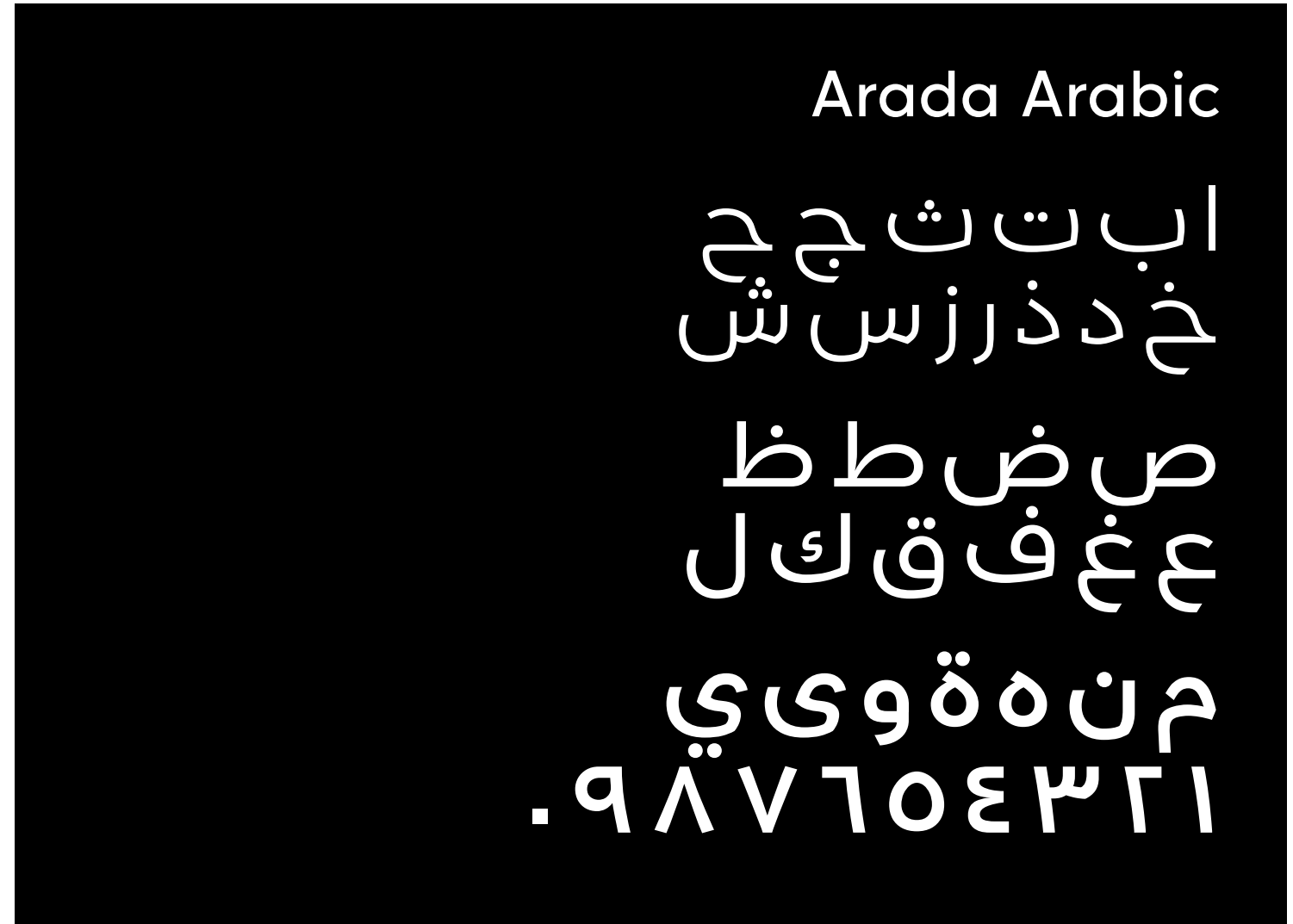
Our primary typeface is Arada. It is a custom typeface created specifically for the Arada brand. It is an important part of the Arada brand identity.

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 conestratio, non imulint empratraris An remerfe ctuam. Locutum intis essentili silnem inam ini **pro porum** hilne cla oculusus, ut patumun ihicastrum 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

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.

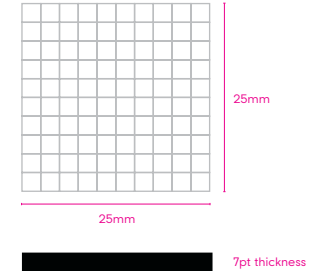
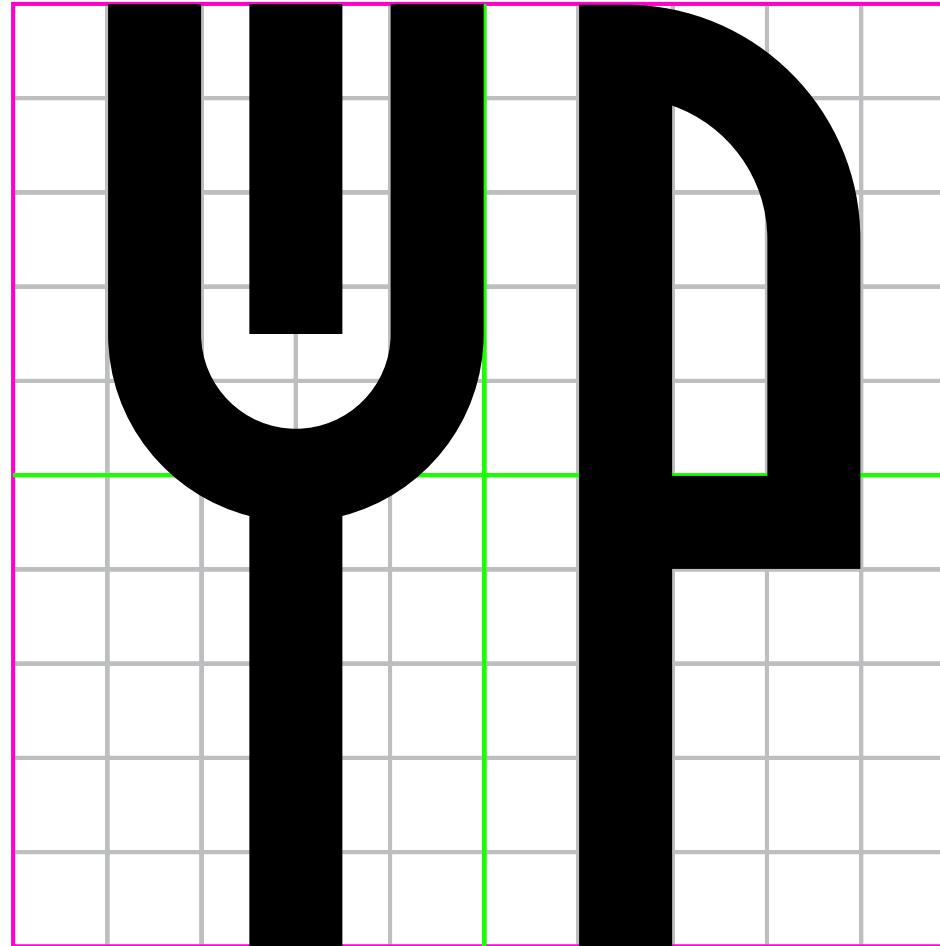
Our iconography is to be used predominately across digital applications such as our website and app and signage.

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.

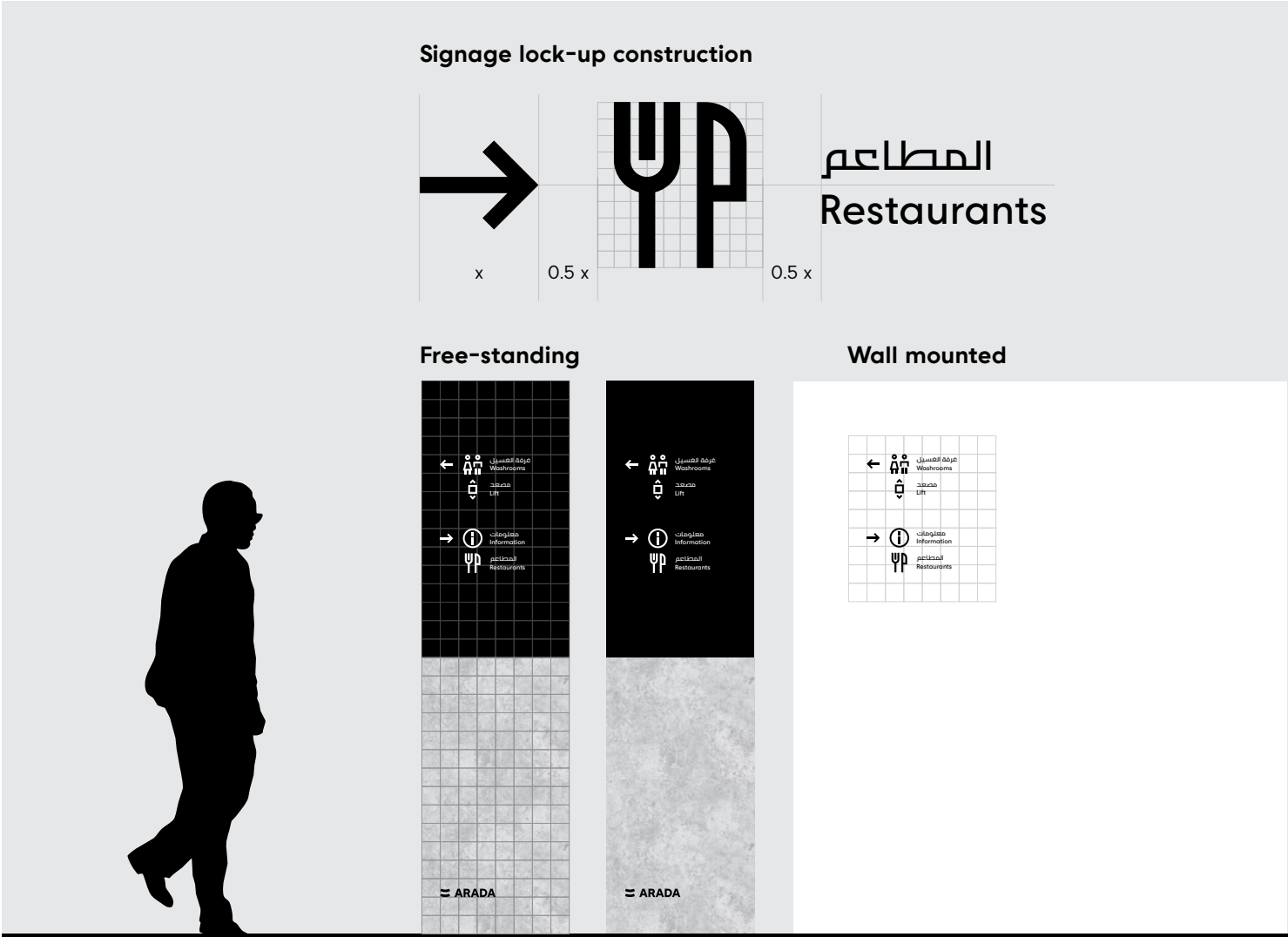
Should a new icon need to be created to communicate a new offering, they should be crafted using these parameters.



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

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.

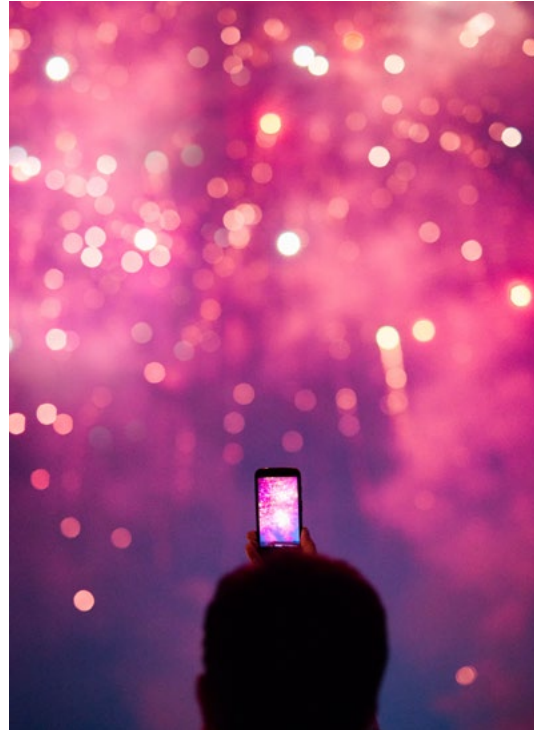
Interior photography crosses all aspects of our developments from **homes** to **retail** to **commercial**.

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.

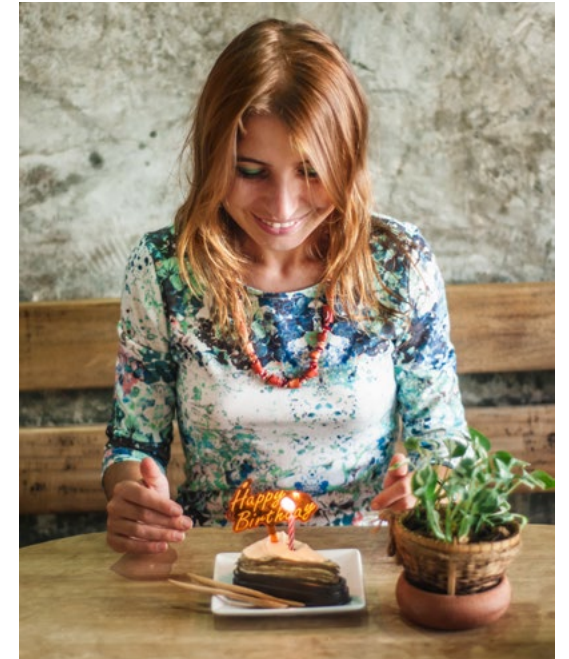
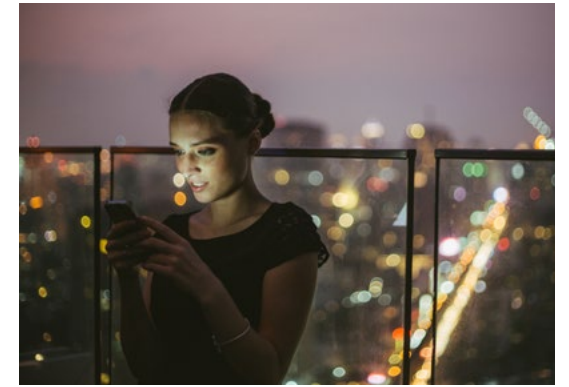
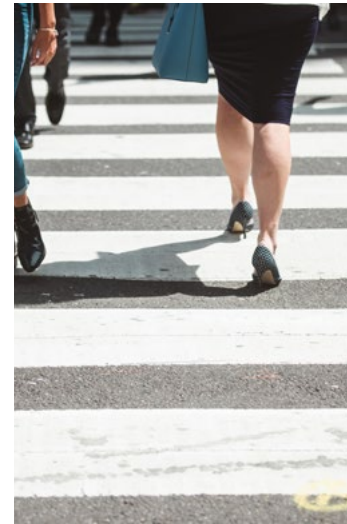


A particular focus of our brand imagery should be on exterior and open spaces. Creating environments that are walkable and encourage outdoor living is at the core of what we do, and our imagery should reflect this.

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 clichéd or obviously staged or has use of excessive emotion.

1.



2.



3.

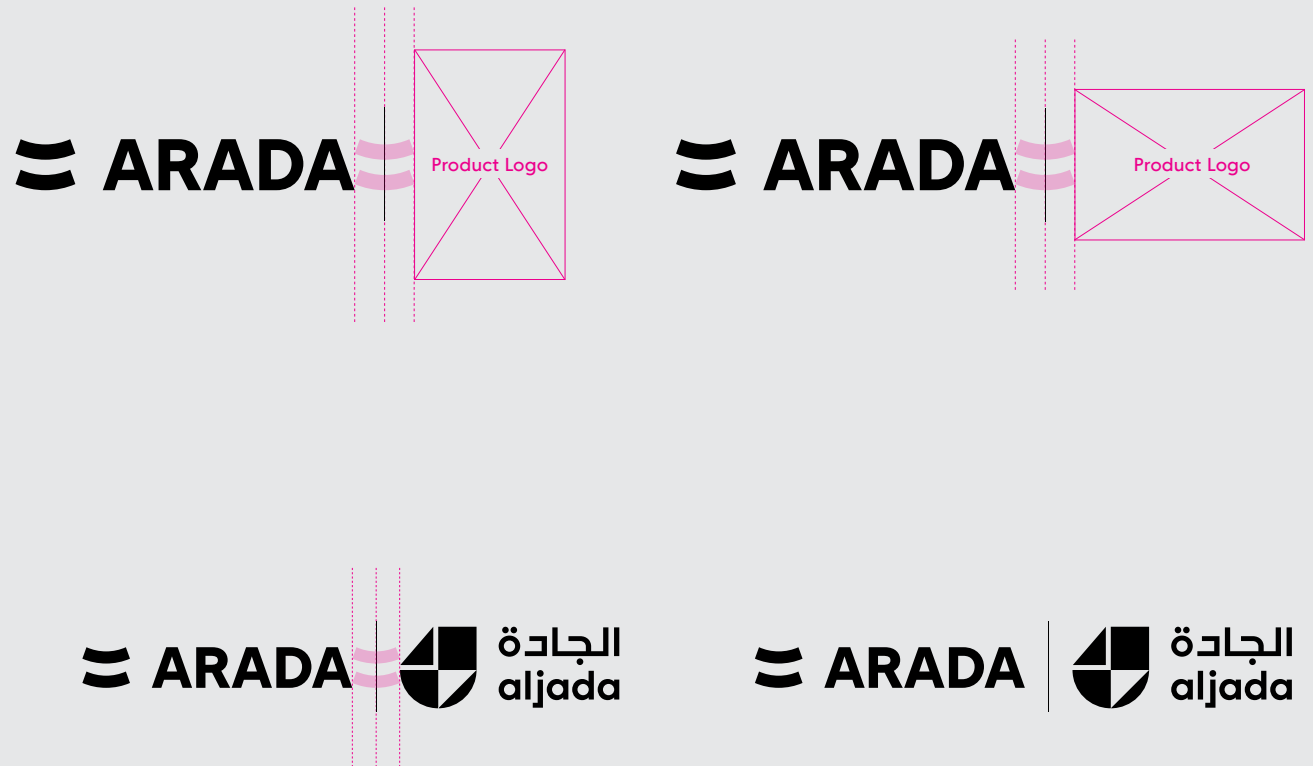


4.

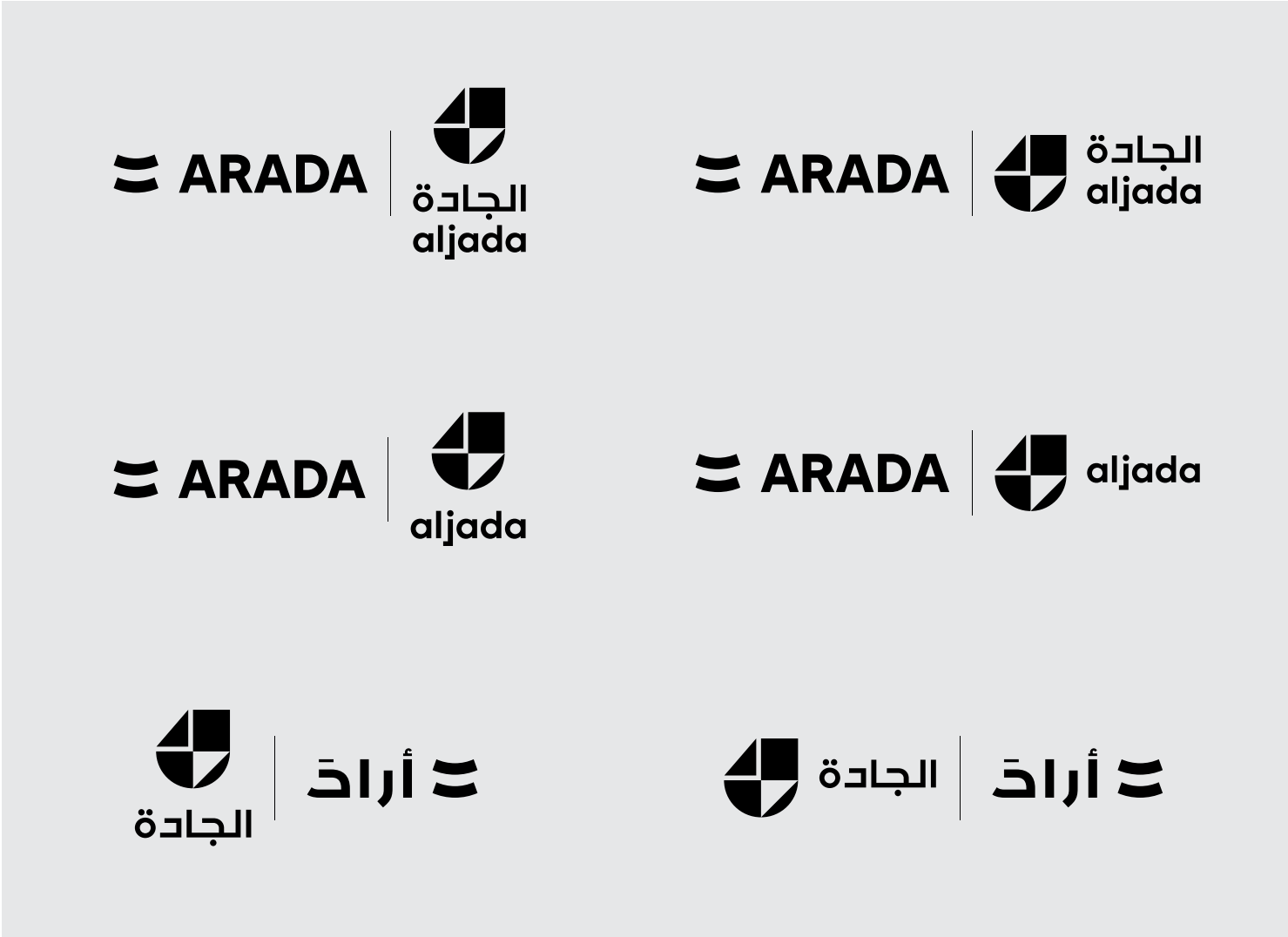


# Partnerships

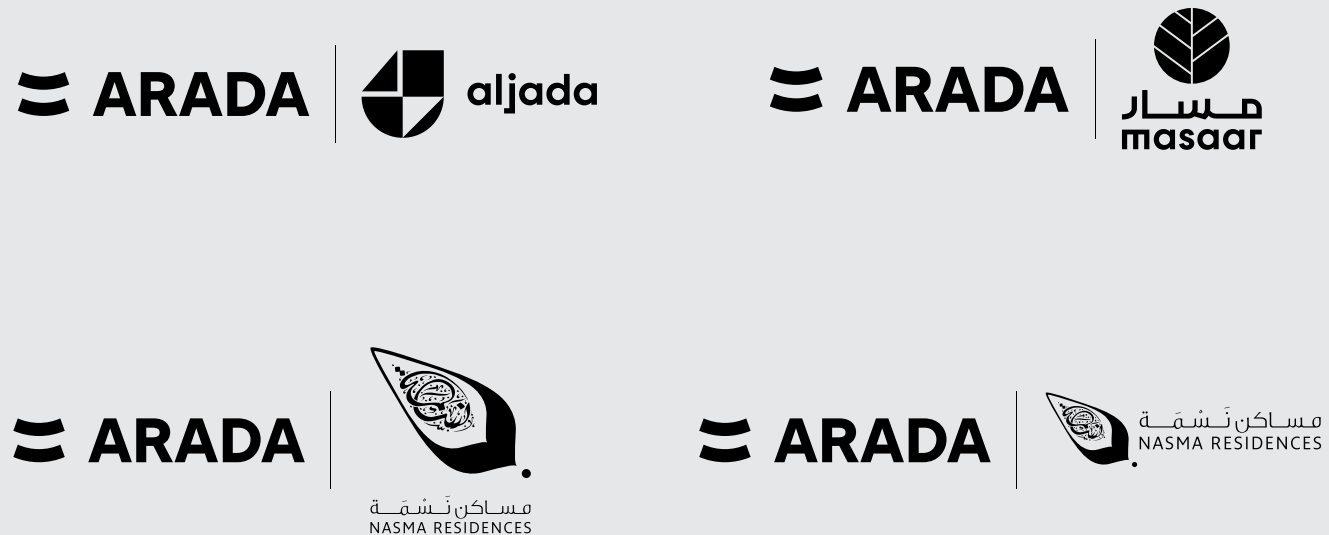
The Arada logo can be used as an endorsement when sitting next to landmarks for our developments or experiences.



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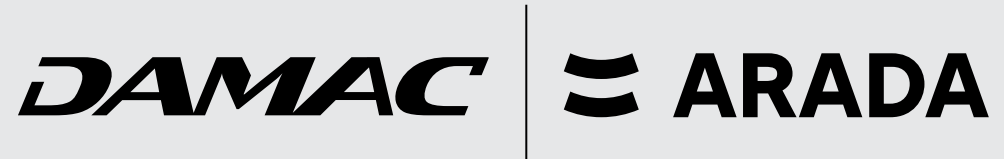
The Arada logo can be used as an endorsement when sitting next to landmarks for our developments or experiences.



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

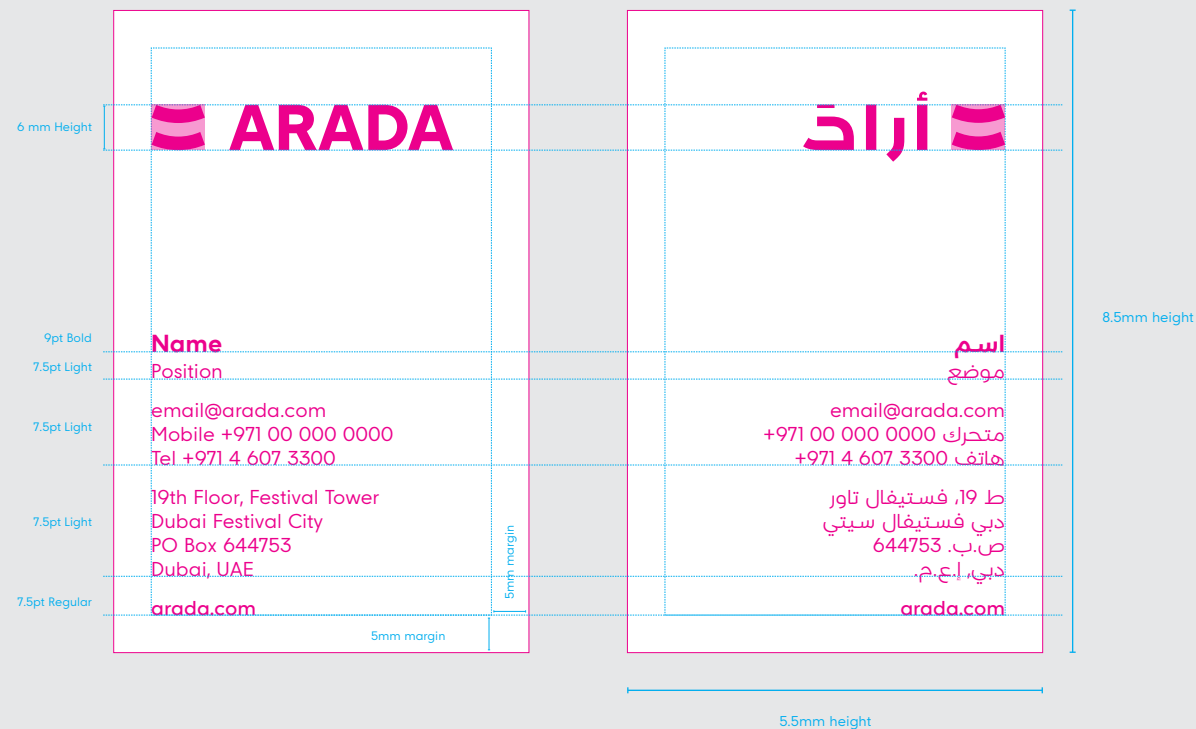
Both logos sit side by side, with a dividing vertical line equal distance between them. This distance equates to half the width of the Arada equals symbol.

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



# Stationery

1 Business Card



Front

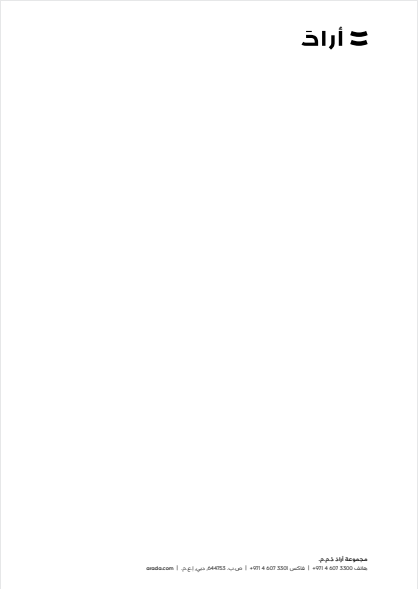


Back

2 A4 Letterhead



English



Arabic



Bilingual

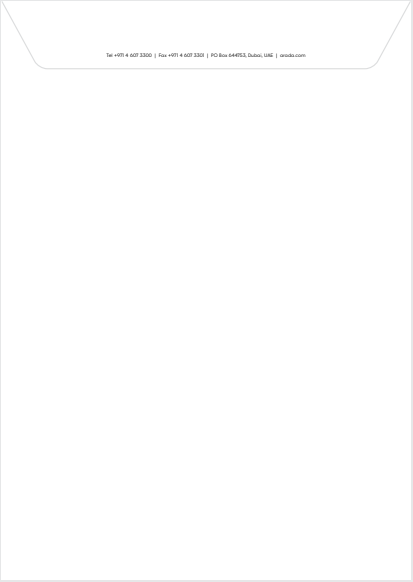
### 3 DL Enevelope

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4 A4 and A5 Enevelopes



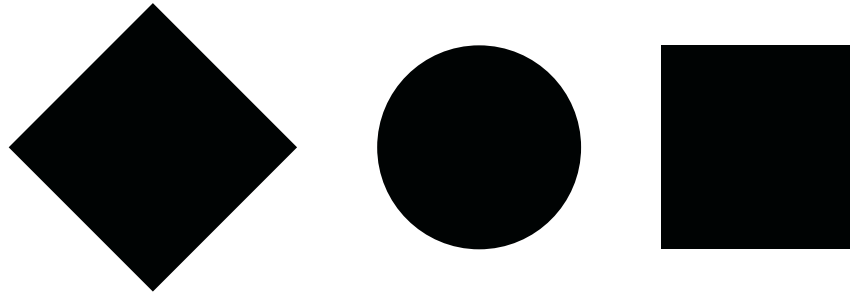
# Environmental layout principles

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.

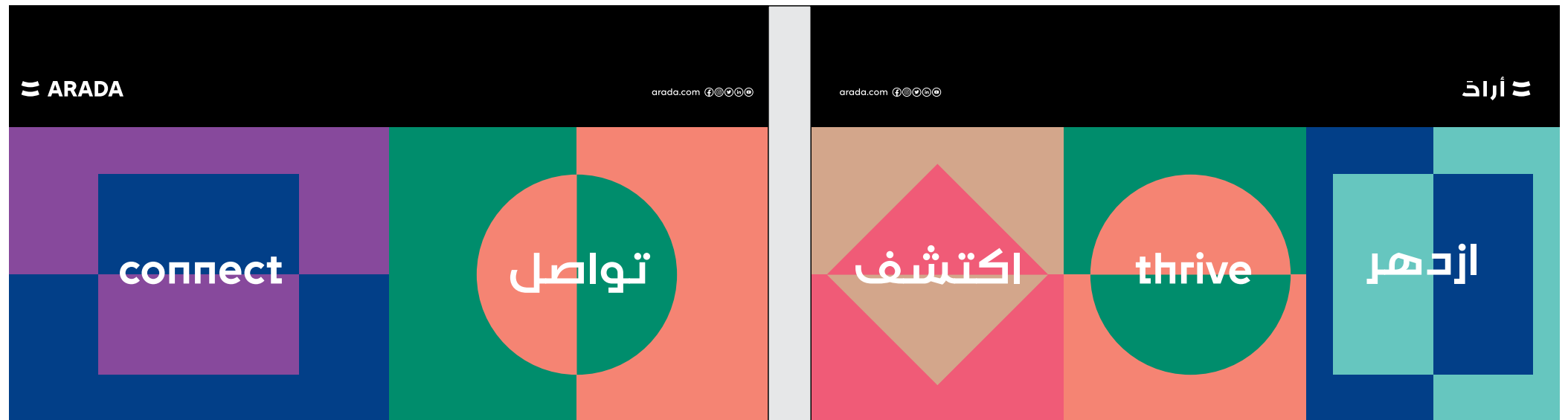
### Shapes to use



### Shapes in use



Layout Samples  
(Store front)



Layout Samples  
(Hoarding)



# Contact

## Contact

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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**