

EMAAR

BRAND GUIDELINES

OCTOBER 2024

## 1.1 INTRODUCTION

### *Brand Values*



#### CUSTOMER FIRST

CUSTOMERS ARE OUR NUMBER ONE PRIORITY. WE TAKE PRIDE IN DELIVERING ON OUR PROMISES AND ABOVE ALL WE VALUE THE TRUST THEY PLACE IN US TO DELIVER FLAWLESS PRODUCTS, SERVICES AND EXPERIENCES.



#### FAST PACED

SPEED IS EVERYTHING IN BUSINESS. WE EVOLVE AND ADAPT QUICKLY AND HAVE THE WILLPOWER, SKILLS, KNOWLEDGE AND PASSION NEEDED TO DELIVER EXTRAORDINARY SPEED FOR OUR CUSTOMERS.



#### OWNERSHIP MINDSET

NO DETAIL IS TOO SMALL, NO CHALLENGE IS TOO BIG AND NO AMBITION IS TOO GREAT. WE DRIVE EFFICIENCY AND EFFECTIVENESS INTO EVERY CORNER OF OUR BUSINESS, SO WE ARE FIT FOR THE FUTURE AND TO COMPETE.



#### TALENT & TENACITY

OUR PEOPLE ARE HEROES, SUPERHUMANS AND WARRIORS. WE ARE A TEAM OF GREAT POOLED TALENT THAT DREAM BIG AND ACT QUICKLY, WITH HIGH ENERGY AND POSITIVITY.



#### ADAPTABILITY

WE KEEP UP WITH THE TIMES, DISRUPTING AND CHALLENGING THE STATUS QUO. WE CHALLENGE CONVENTIONAL WISDOM AND OURSELVES, WE EXPECT THE UNEXPECTED, AND WE DEVELOP PRODUCTS AND SERVICES THAT REFLECT THE FUTURE.

## 1.2 INTRODUCTION

### *Brand Mission*

BY CRAFTING INNOVATIVE LIFESTYLE OFFERINGS THAT ARE FUTURE-PROOF, OUR MISSION IS TO CREATE ENORMOUS VALUE FOR OUR RESIDENTS, INVESTORS, VISITORS, SHAREHOLDERS AND THE ECONOMY.

## 1.3 INTRODUCTION

### *Brand Vision*

TO BE THE WORLD'S MOST  
TRUSTED AND VALUABLE  
COMPANY, ENRICHING LIVES,  
POWERED BY THE BEST PEOPLE.

## 1.4 INTRODUCTION

### *Brand Promise*

POWERED BY THE BEST TALENTS, WE WILL  
CONTINUE TO POSITIVELY IMPACT LIVES IN  
THE UAE AND ACROSS THE WORLD.

## 1.5 INTRODUCTION

### *Brand Personality*

WE ARE VIEWED AS A STRONG BRAND THAT  
ENDLESSLY CONTRIBUTES TO THE NATION'S  
SUCCESS. WE ARE TRUSTED LEADERS WHO PRIDE  
ON REINFORCING THE COUNTRY'S VISION.

## 1.6 INTRODUCTION

### *Brand Essence*

SHAPING THE FUTURE  
AS LIFESTYLE CREATORS

# CORE ELEMENTS



## 1.0 CORE ELEMENTS

### *The logo (Wordmark)*

The wordmark logo is the most visible element of the EMAAR brand identity. A recognisable signature across all EMAAR communications and a guarantee of quality that unites all collateral, from print and online to property signages.

The English wordmark is a bespoke typeface that has been created specifically for the EMAAR Corporate brand. It is modern yet rooted in tradition.

The EMAAR corporate logo is our most important asset and should always be applied correctly. **Do not alter or modify the wordmark in any way.**



## 1.2 CORE ELEMENTS

### *The logo (Wordmark)*

The wordmark logo is the most visible element of the EMAAR brand identity. A recognisable signature across all EMAAR communications and a guarantee of quality that unites all collateral, from print and online to property signages.

The Arabic wordmark is a bespoke typeface that has been created specifically for the EMAAR Corporate brand. It is modern yet rooted in tradition.

The EMAAR corporate logo is our most important asset and should always be applied correctly. **Do not alter or modify the wordmark in any way.**

The image shows the Arabic wordmark for EMAAR. The word is written in a modern, bold, sans-serif Arabic typeface. The letters are dark grey and are arranged horizontally. The word is 'إعمار' (Imaar), which means 'development' or 'construction' in Arabic. The font is clean and professional, reflecting the corporate identity of EMAAR.

## 1.3 CORE ELEMENTS

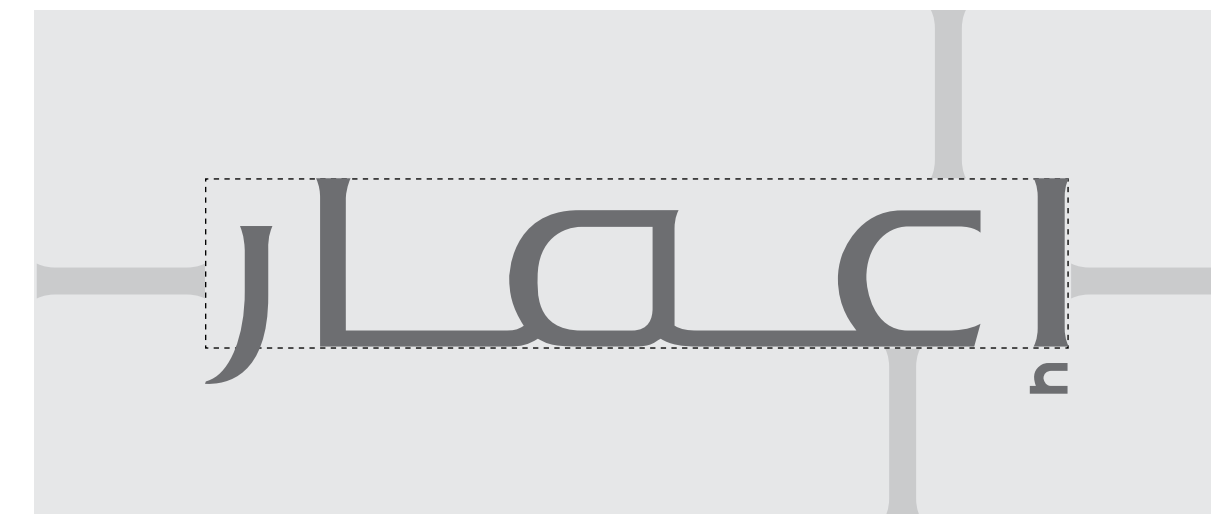
### *Logo clear zone*

The clear zone is the space around the logo which should always remain clear.

It is defined by the height of the E in the english EMAAR wordmark logo, the Height of the letter 'Aleph' or the first letter in the Arabic wordmark, and the overall height of the brandmark.

No other graphic elements or typography should sit within this area.

Where possible, the clear zone should be increased to allow the logo to stand out within the composition.



## 1.4 CORE ELEMENTS

### *EMAAR Wordmark in translation*

When promoting EMAAR outside of the UAE, different lock ups of the wordmark should be used in each market. Each lock up is custom-made to ensure legibility and should not be altered or modified in any way.

EMAAR  
—— 伊 玛 尔 ——

China Lock Up

EMAAR  
—— ЭМААР ——

Russia Lock Up

EMAAR  
—— ইমার ——

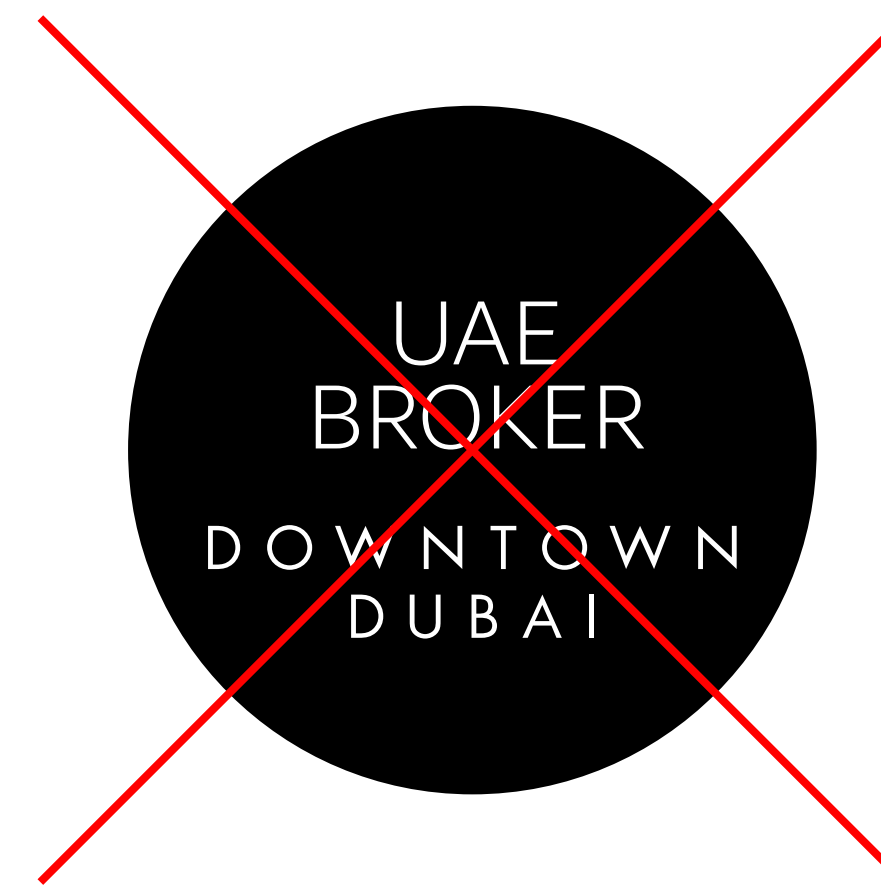
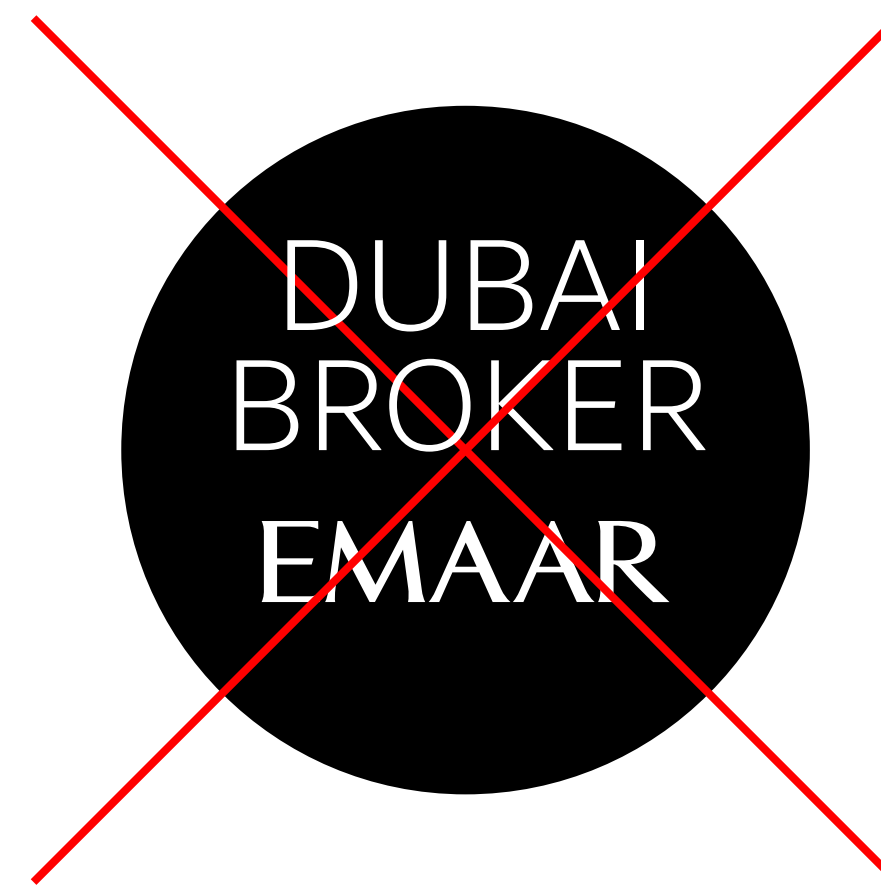
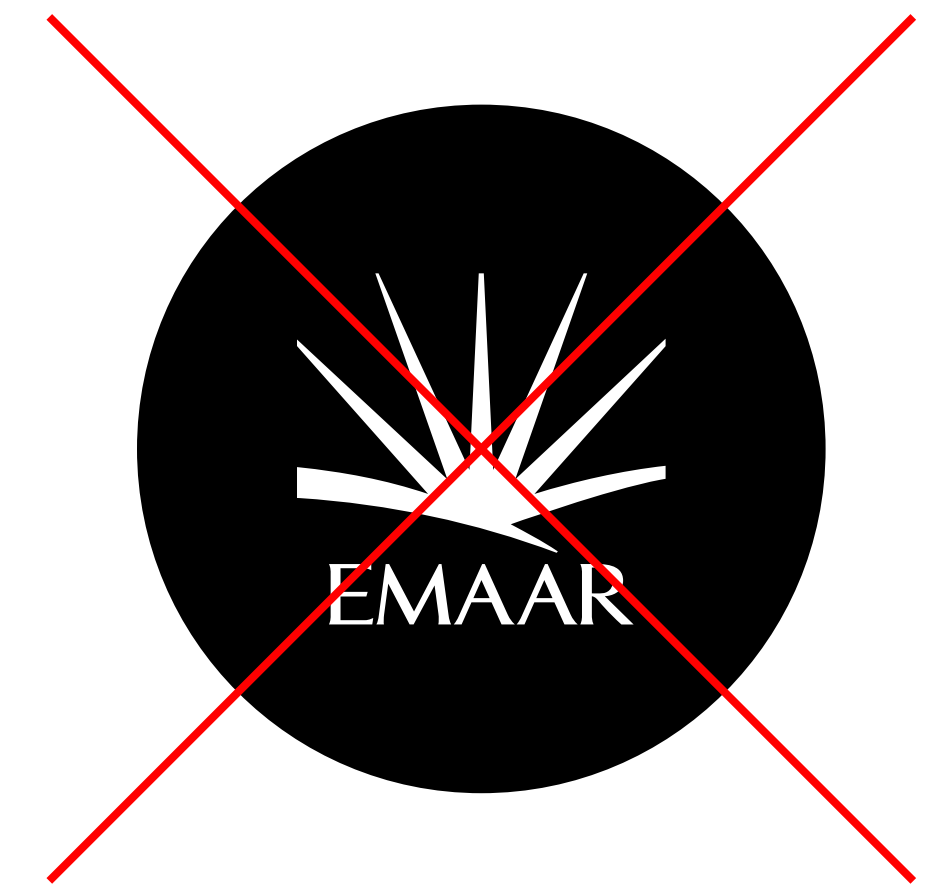
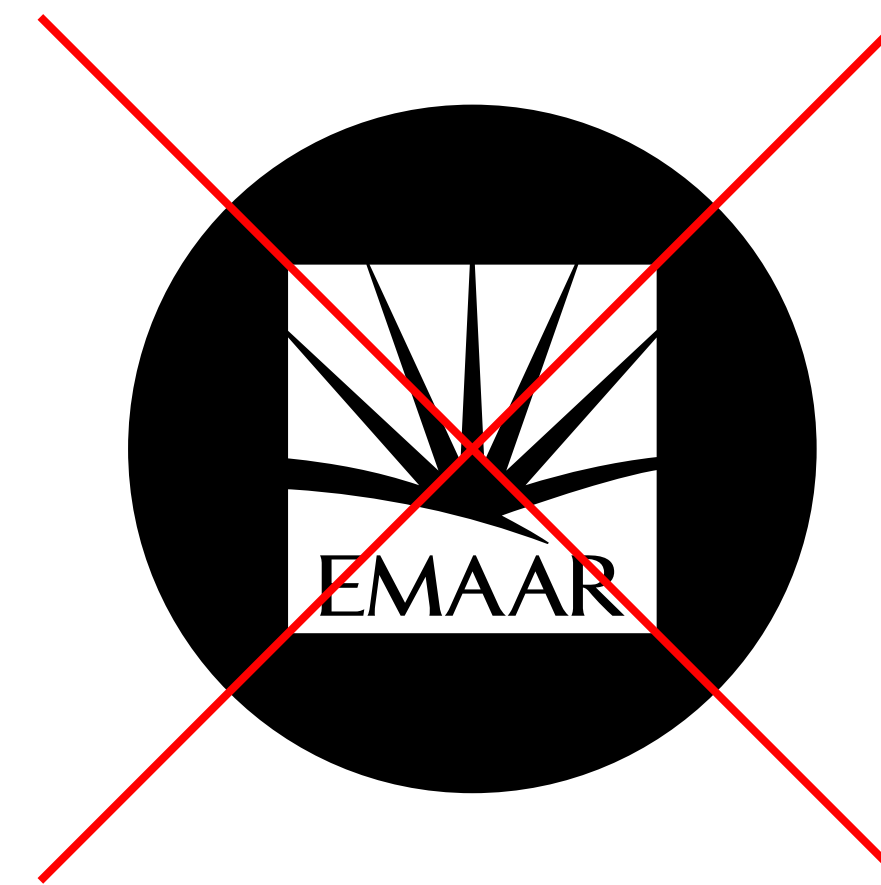
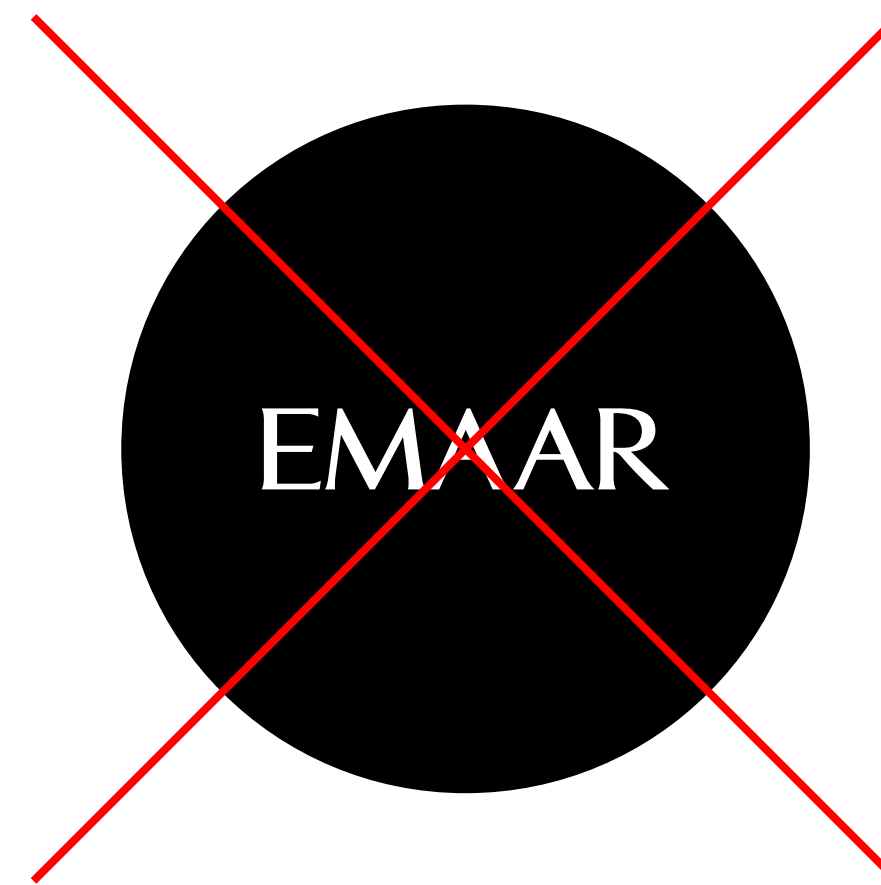
Bangladesh Lock Up

## 1.5 CO-BRANDING WITH PARTNERSHIP

### *Social media accounts and profile picture*

Using the EMAAR logo, name or destination is strictly prohibited for social media accounts (for example, “EMAAR\_Arabian\_Ranches” or destination “Azalea\_in\_Arabian\_Ranches”).

Partnership Brand are not permitted to use the EMAAR logo or destination logo as their social media profile picture.



## 1.6 CORE ELEMENTS

### Wordmark Do's and Dont's

The following examples provide instances of correct and incorrect usage of the EMAAR wordmark logo.

DOs ✓

EMAAR

Always scale the wordmark proportionally

EMAAR

Using the EMAAR Dark Grey is another colour option

EMAAR

Always using white colour when on black background

EMAAR

Always using EMAAR Dark grey on the EMAAR Light grey background

DON'Ts ✗

EMAAR

Do not stretch the wordmark

EMAAR

Do not stretch the wordmark

EMAAR

Do not slanted the wordmark

E M A A R

Do not space out the wordmark

EMAAR

Do not use gradient colour on the wordmark

EMAAR

Do not use outline on the wordmark

EMAAR

Do not change the wordmark's colour

EMAAR

Do not place the wordmark against a background colour with low contrast, reducing legibility

E  
M  
A  
A  
R

Do not move any letter from the wordmark

EMA R

Do not remove any letters from the wordmark

EMAAR

Do not place the wordmark in a box

EMAAR

Do not use any effect such as shadowing

EMAAR

Do not place the wordmark over a busy background, resulting in poor legibility

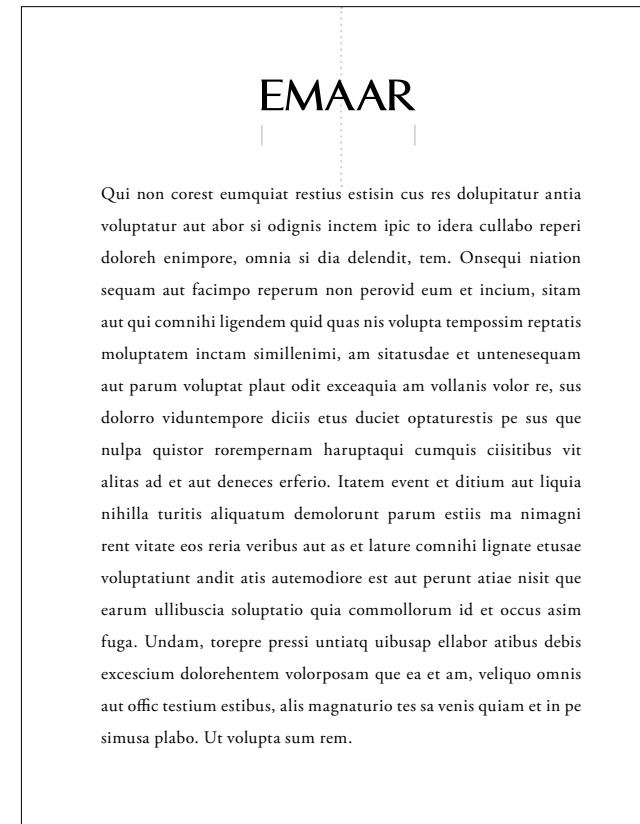
## 1.7 CORE ELEMENTS

### *Positioning and Proportion Rules*

For legibility and consistency, the EMAAR logo should always be centred to the height and width of the page when used alone and without any other text.

The ratio of the logo depends upon the size, shape (rectangular / square), orientation (portrait/landscape) and the existence of a background image (campaign image/ illustration).

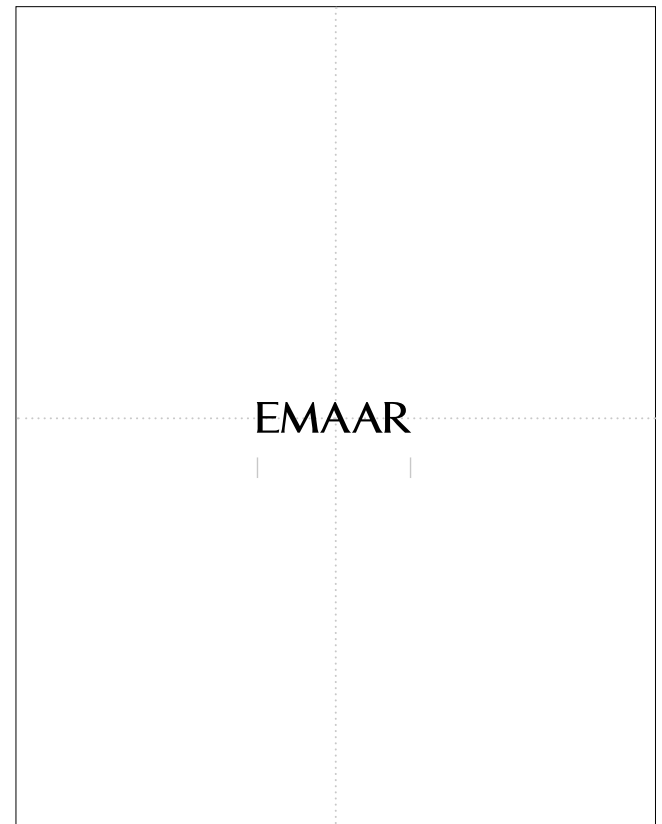
Logo at the top ( $\frac{1}{4}$  of the width)  
Stationery, Letterhead, Contract, Form



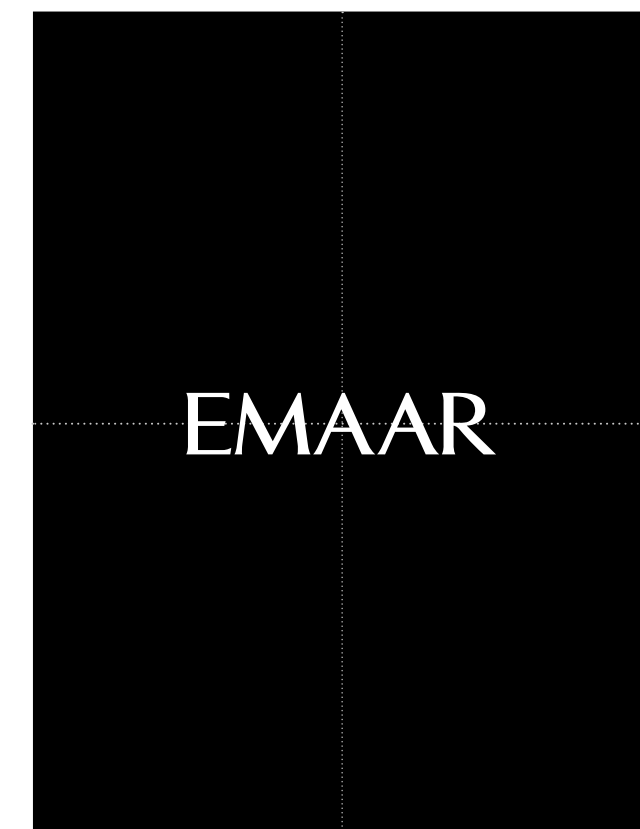
Logo at the top ( $\frac{1}{4}$  of the width)  
Online, EDM



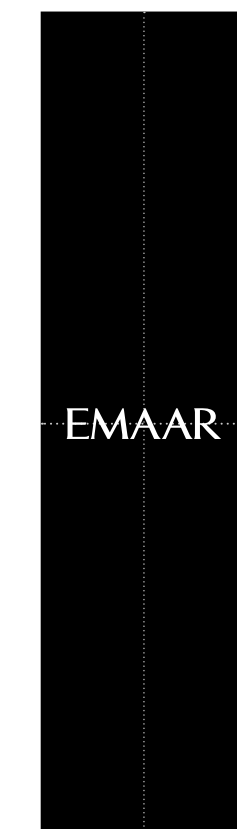
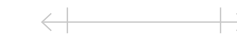
Logo at the centre ( $\frac{1}{4}$  of the width)  
Folder



Logo at the center ( $\frac{1}{2}$  of the width)  
Outdoor, Print Ad, Web Banner (when appropriate)



Logo at the center ( $\frac{3}{4}$  of the width)  
Outdoor, Web Banner (extreme dimension)



## 1.8 CORE ELEMENTS

### *English Fonts*

The primary EMAAR Corporate English typeface is Optima, which is reserved exclusively for headlines within advertising applications.

The secondary EMAAR Corporate English typeface is Adobe Garamond Pro, which is used for subheadings and body copy only.

Primary Font

/

Optima

Regular

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Secondary Font

/

Adobe

Garamond

Pro

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



## 1.9 CORE ELEMENTS

### *Arabic Fonts*

The primary EMAAR Corporate Arabic typeface is Ge Hili, which is reserved exclusively for headlines within advertising applications.

The secondary EMAAR Corporate Arabic typeface is GE SS, which is used for subheadings and body copy only.

Primary Font  
/  
GE Hili

أ ب ت ث ج د ذ ر ز س  
ش ص ض ط ظ ع غ ف ق ك  
ل م ن و ي  
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Secondary Font  
/  
GE SS

أ ب ت ث ج ح خ د ذ ر ز س ش ص  
ل م ن و ض ط ظ ع غ ف ق ك  
ي  
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

## 2.0 CORE ELEMENTS

### *English Fonts (Web-safe fonts)*

If the primary EMAAR Corporate English typeface (Optima) is not applicable in a particular program, then a 'web-safe' font should be used for headlines. The primary web-safe font is Arial Regular.

If the secondary EMAAR Corporate English typeface (Adobe Garamond Pro) is not applicable, then a secondary web-safe font should be used for subheadings and body copy. The secondary web-safe font is Georgia Regular.

Primary Font  
/  
Arial Regular

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Secondary Font  
/  
Georgia Regular

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## 2.1 CORE ELEMENTS

### *Arabic Fonts (Web-safe fonts)*

If the primary EMAAR Corporate Arabic typeface (GE Hili) is not applicable in a particular program, then a 'web-safe' font should be used for headlines. The primary web-safe font is Arial Regular.

If the secondary EMAAR Corporate Arabic typeface (GE SS) is not applicable, then a secondary web-safe font should be used for subheadings and body copy. The secondary web-safe font is Arial Regular.

Primary Font  
/  
Arial

أ 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  
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Secondary Font  
/  
Arial

أ 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  
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

## 2.2 CORE ELEMENTS

### *Colour palette (Print / Digital)*

The EMAAR colour palette is made up of four colours used varyingly across EMAAR'S print and digital presence.

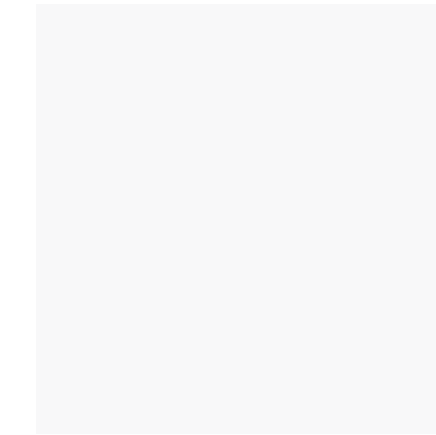
Primary  
Color



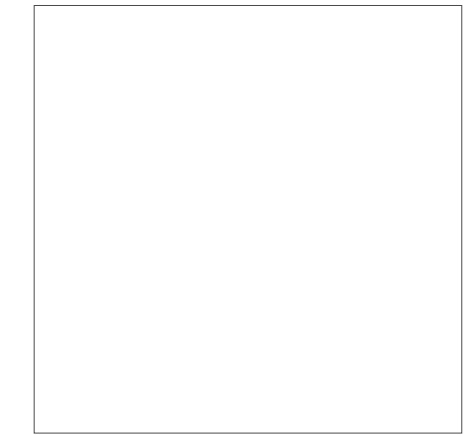
BLACK  
C0 / M0 / Y0 / K100  
R00 / G00 / B00  
#000000



DARK GREY  
Pantone Cool Gray 11U  
C0 / M0 / Y0 / K85  
R77 / G77 / B79  
#4d4d4f

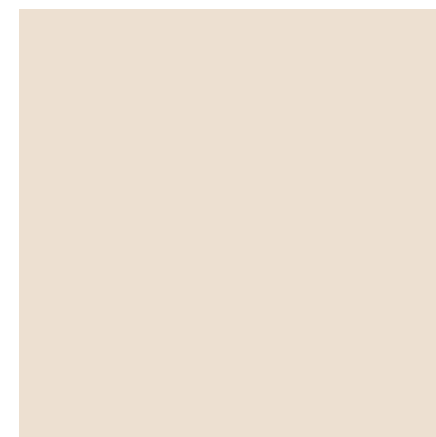


LIGHT GREY  
Pantone Cool Gray 1U  
C0 / M0 / Y0 / K2  
R248 / G248 / B248  
#f8f8f8



WHITE  
C0 / M0 / Y0 / K0  
255/255/255  
#ffffff

Highlight  
Color (Web)



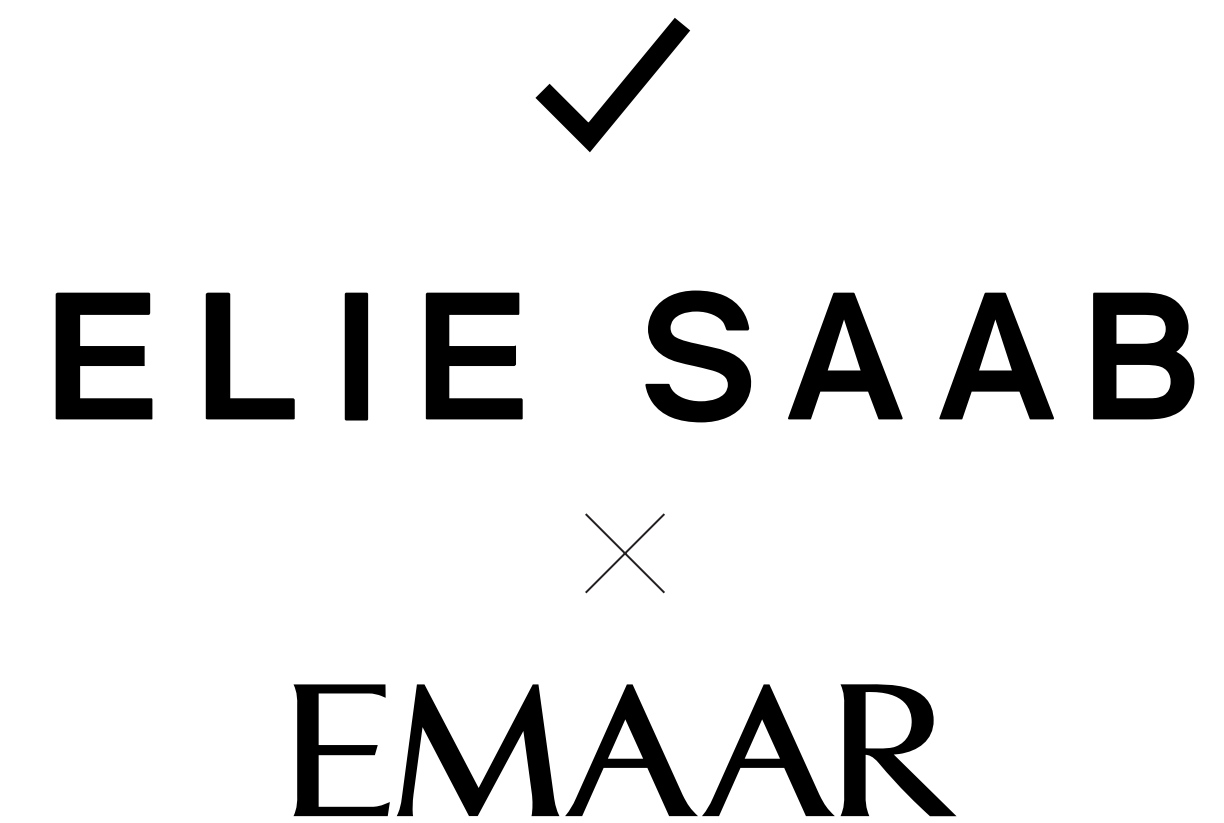
SAND  
Pantone Cool Gray 1U  
C0 / M0 / Y0 / K2  
R248 / G248 / B248  
#f8f8f8

## 2.3 CORE ELEMENTS

### *Co-branding lock-up (Longer Version)*

The partnered brand's logo should always be in proportion with the EMAAR logo.

If the width of the partnered brand's logo is significantly smaller when compared to the EMAAR logo width, it should be optimised by using the height of the EMAAR logo, and vice-versa.

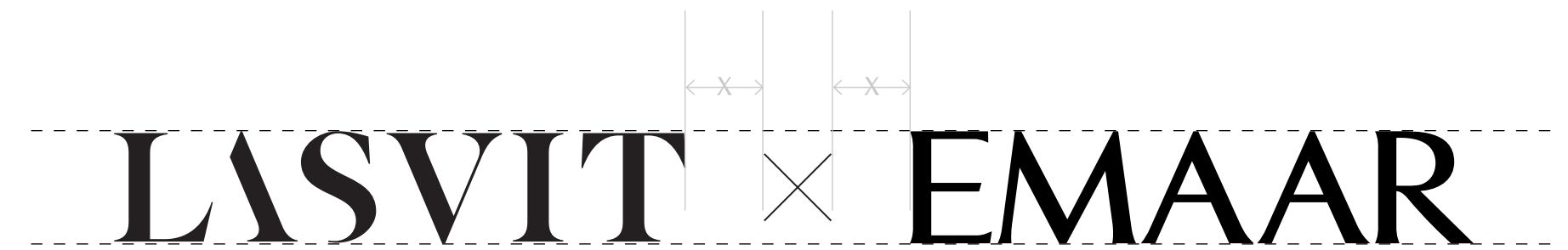
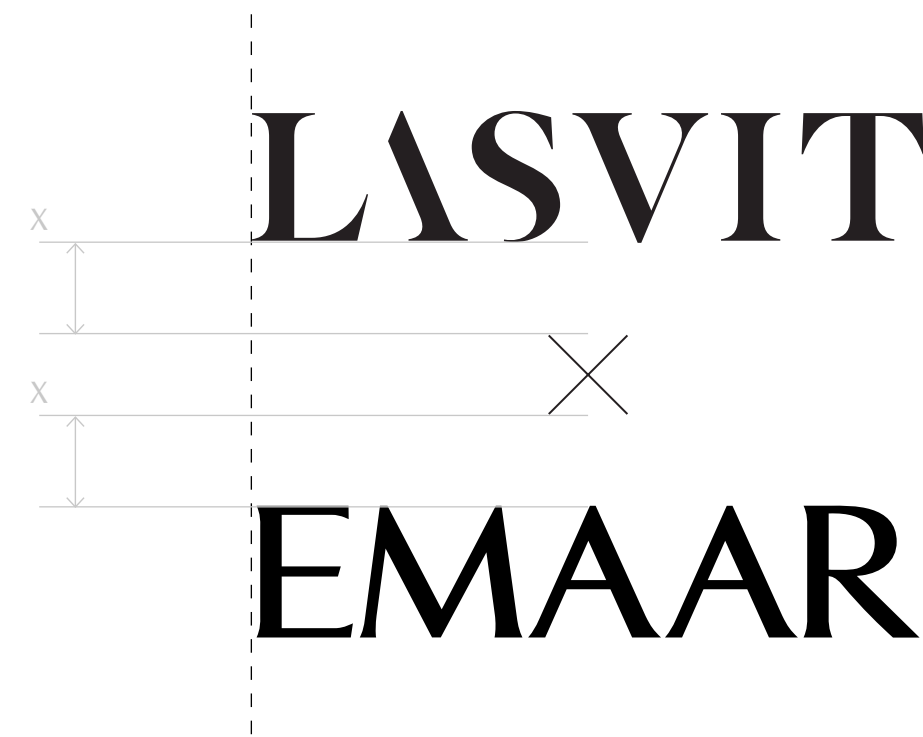


## 2.4 CORE ELEMENTS

### *Co-branding lock-up*

When EMAAR collaborating with another brand, the collaborate brand logo has to be the same width of EMAAR Logo on vertical lock up. On the horziaontal lock up version, the collaborate brand logo has to be the same height of EMAAR logo.

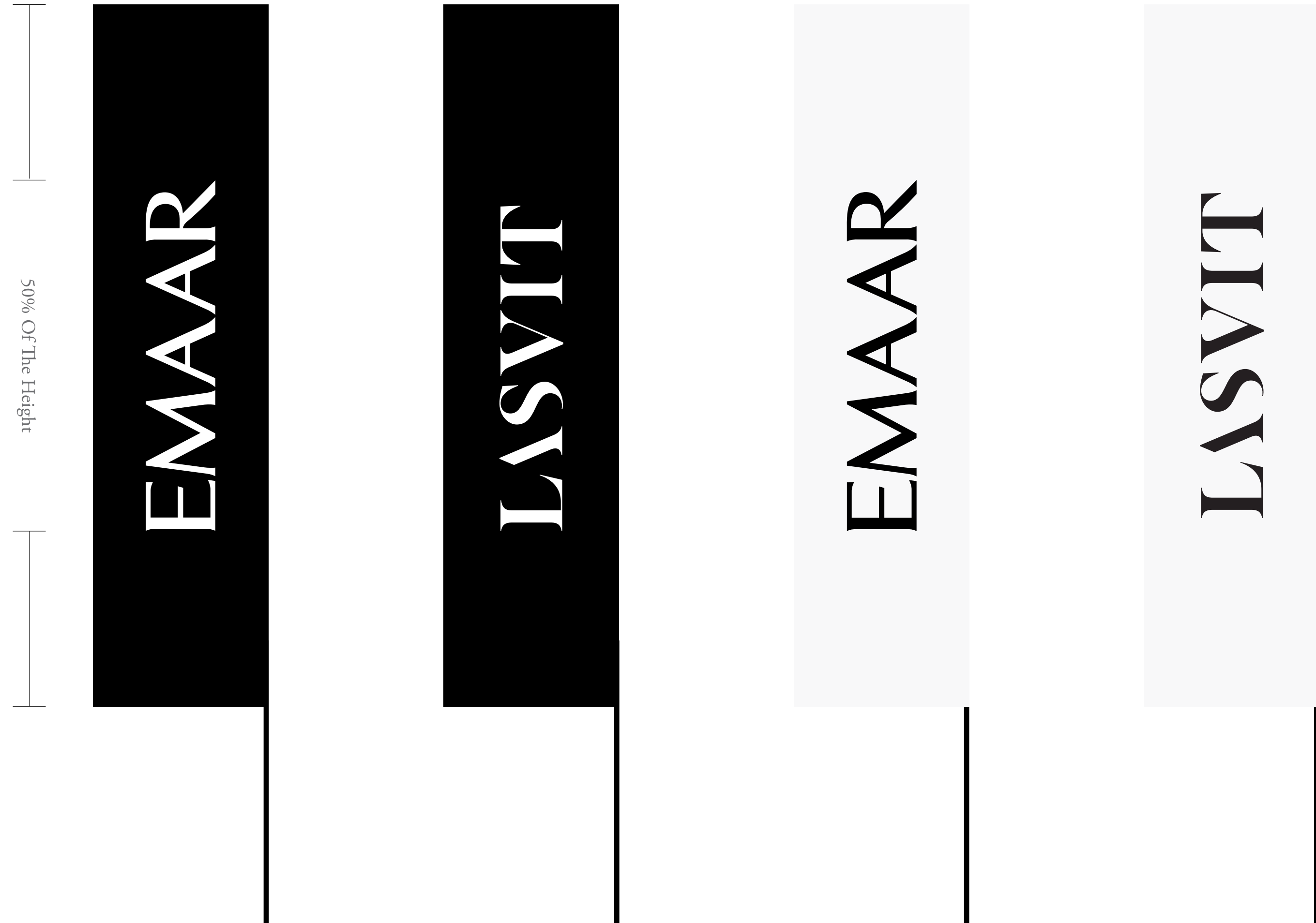
For some of the brand logo that is vertically higher, it should be proportionally balanced with the Emaar Logo as shown in here.



## 2.5 GENERIC

### *Flags*

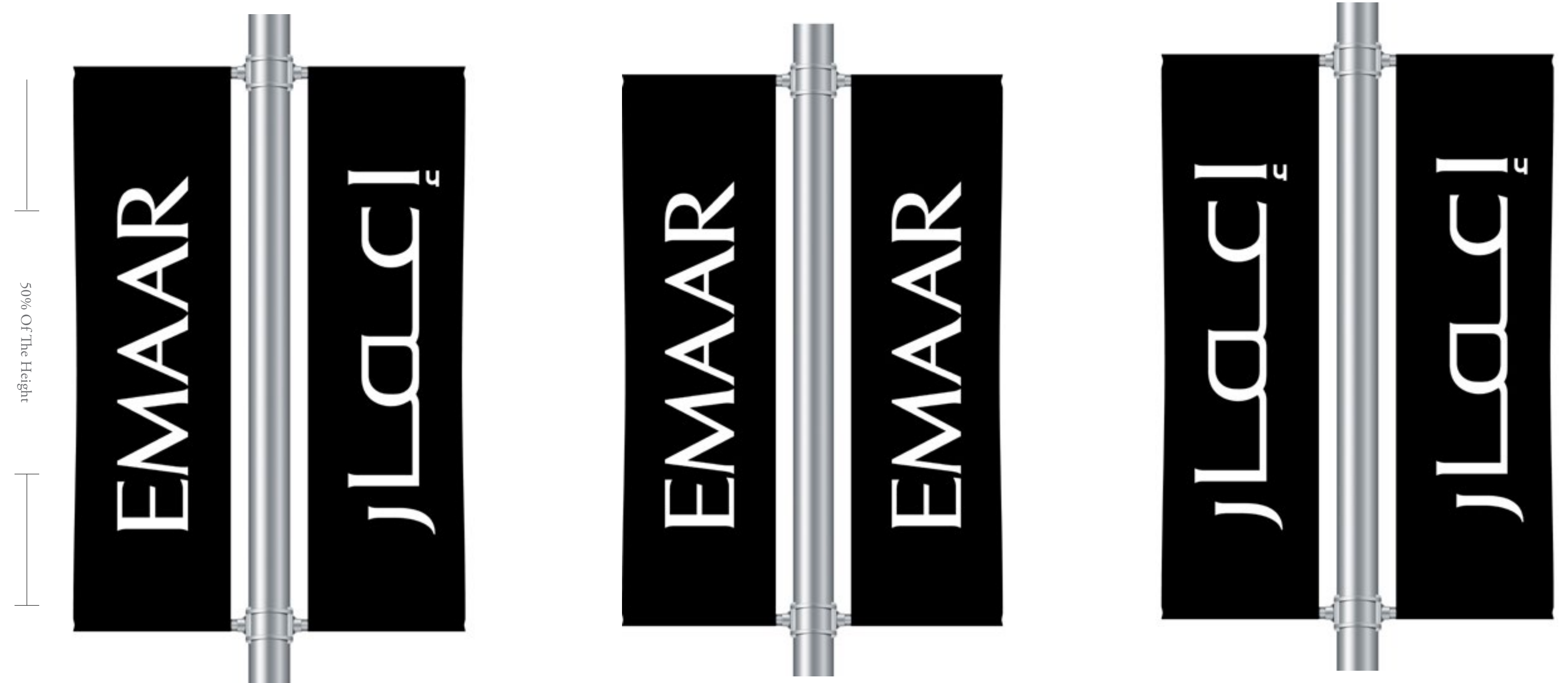
The EMAAR logo has to be proportionally scaled to 50% of the flag height and centrally aligned.



## 2.6 EMAAR ENTITIES

### *Lamp Post*

For events, the EMAAR english and arabic logo must be present in the present on each side or back to back. The size of the EMAAR logo should be proportionally same as the corresponding logo's size.

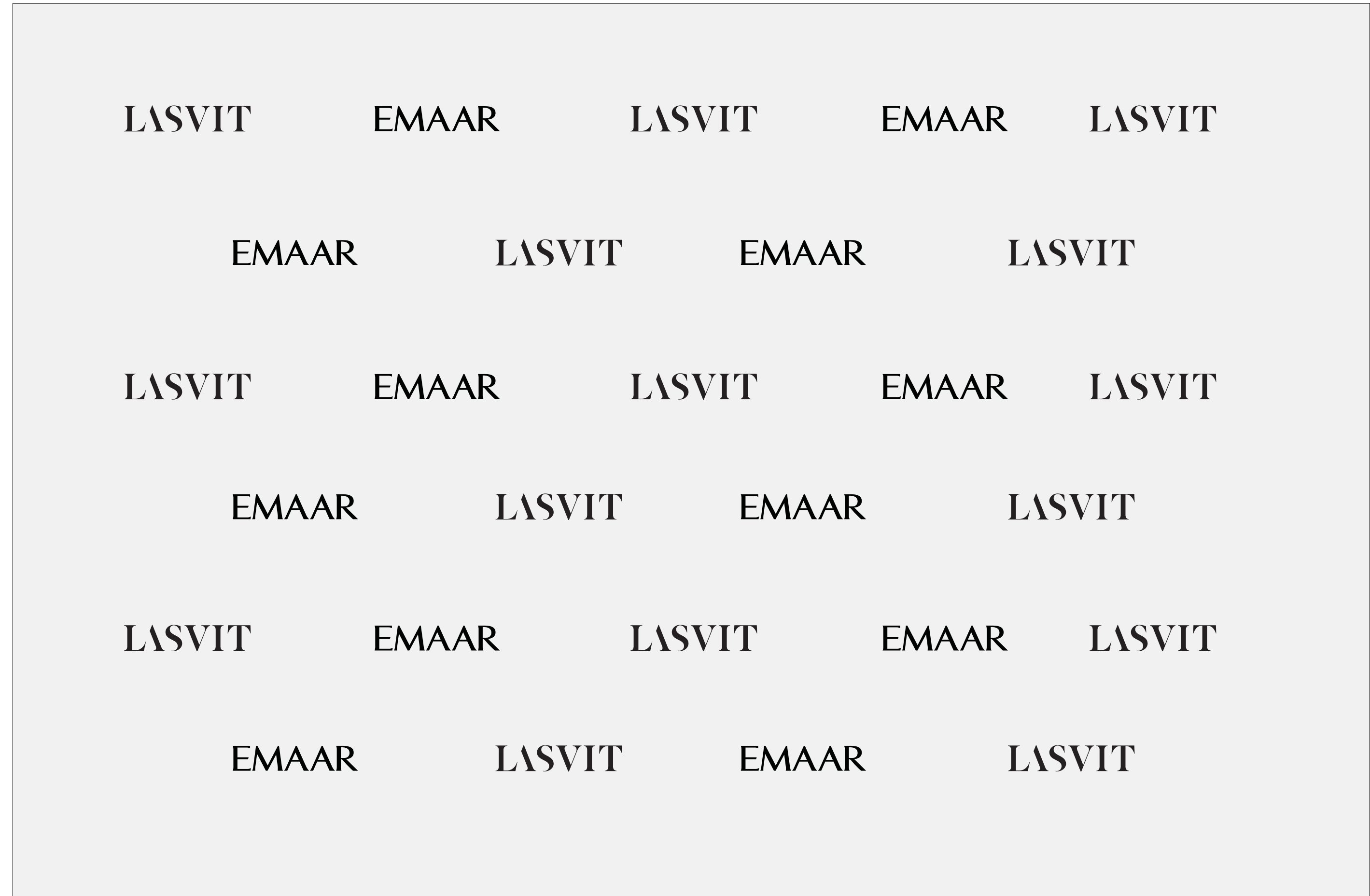




## 2.7 EMAAR ENTITIES

### *Press Backdrop*

For events, the EMAAR logo must be present in the press backdrop. The size of the EMAAR logo should be proportionally same as the corresponding logo's size.



## 2.8 GENERIC

### Letterhead

As depicted, all elements align with the column and baseline grid.

Find 'A4 Letterhead' template as a .doc in the Master Folder.

#### Paper and Printing Specification

*Paper:* Everprint Premium from Orchid Paper 120g

*Colour:* 1C x 0C

*Size:* A4

*Finishing:* Black Gloss Foil logo

EMAAR Logo (Do not edit)  
20% of the letter width

20.445mm

11.746mm

20.445mm

11.746mm

EMAAR

Recipient Name  
Company Name  
Street Name  
City / Country

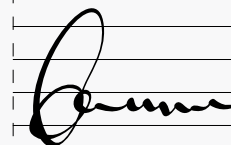
Date  
November 28, 2019

Dear Recipient,  
Bus dem iur suntur andi ut as dolupta remquiandae voloreptatem esto bearum faccabo rionser endendandae conem  
eum nobitatum renet quam ad que cuptatis qui ut aut essimusa sit iuritate sequas volecto et litatiuste officit arenis  
alicaborum et od eatiur sam labo. Nam abo. Nequo est et endelesequi dellorum non con pratinventia nument  
yollatiis naturibus inimolu pratio quid quo rem hilitae. Itatur se et voloruptate pel evelesequam ea quamet ab inum  
fuga. Nequi del iusa quam, voloria niendebit excepudandia et faccume re volles voluptatus et dolupri aristia essitaqui  
desequ eiuendebis idem quuntotatia ne volupta pa si arit vellandam abo. Poribus dolur esequi nonsedio dent molup-  
tas que soluptature opta voloratis molliquia prae velestio dem re volupta rionsed isquaec totatqu idebis int officat.  
Aquisi to veris derorepta que nihil inciam, omnimet ea perum incipsus sam ipis cust fuga. Tatam faccum im ducili-  
aesci solo cum eos as et officre sed mos ressitae invel in reicatis doluptae corerum quos renaturem niscide eius, om-  
bimagnis mos eat elia vendam, que incimus arciendis parchictem exerum eumquid qui duntias exceperem. Ur dolum  
aut oditiore reperit voluptat facea commima que quiberitatem con re nemquaerum sit porrovidel ium rem que ea  
qui volor sus voloristium ipsum et posae asped ut utaquibus, sum nos estis excest, ut rerum ducit voluptasperi occae,  
velendae. Da delic re ni rest adipis vellaut eictr veria ium, to coresti ipsa volorem is exerio culpa nusandi autempos  
consequat.

Estiaturit unt autatium qui solest, volupta quiberio. Ur sunt. Tatemporem rehendu cipicat ectorerum ullorei umquis  
volo in perci rem quatis se poris maxim as non non rere occum ipsa volum id ut qui re nus nonsed ut eiusdae porum  
aut que voles arum doluptatem reium esequum sum hit acerites plam, voluptatur?  
Itas que essequam ium, con cum fugiat.

Ra plandem que nonem reped ut ut repedit aped quas dolora exerum con restium estorat.  
Ed quibusandae perum audion nimolum endiore peditat uristiur as nonsequidi nonsed este ea doluptaquia simo

Sincerely,



Full Name  
Department Name  
Business Unit Name

EMAAR ADDRESS PJSC | P.O. BOX 9440, DUBAI, UNITED ARAB EMIRATES | EMAAR.COM

11.746mm

20.445mm

20.445mm

11.746mm

EMAAR Address  
and Website

## 2.9 GENERIC

### *Envelope*

As depicted, all elements align with the column and baseline grid.

Find 'Address Label' template in the Master Folder.

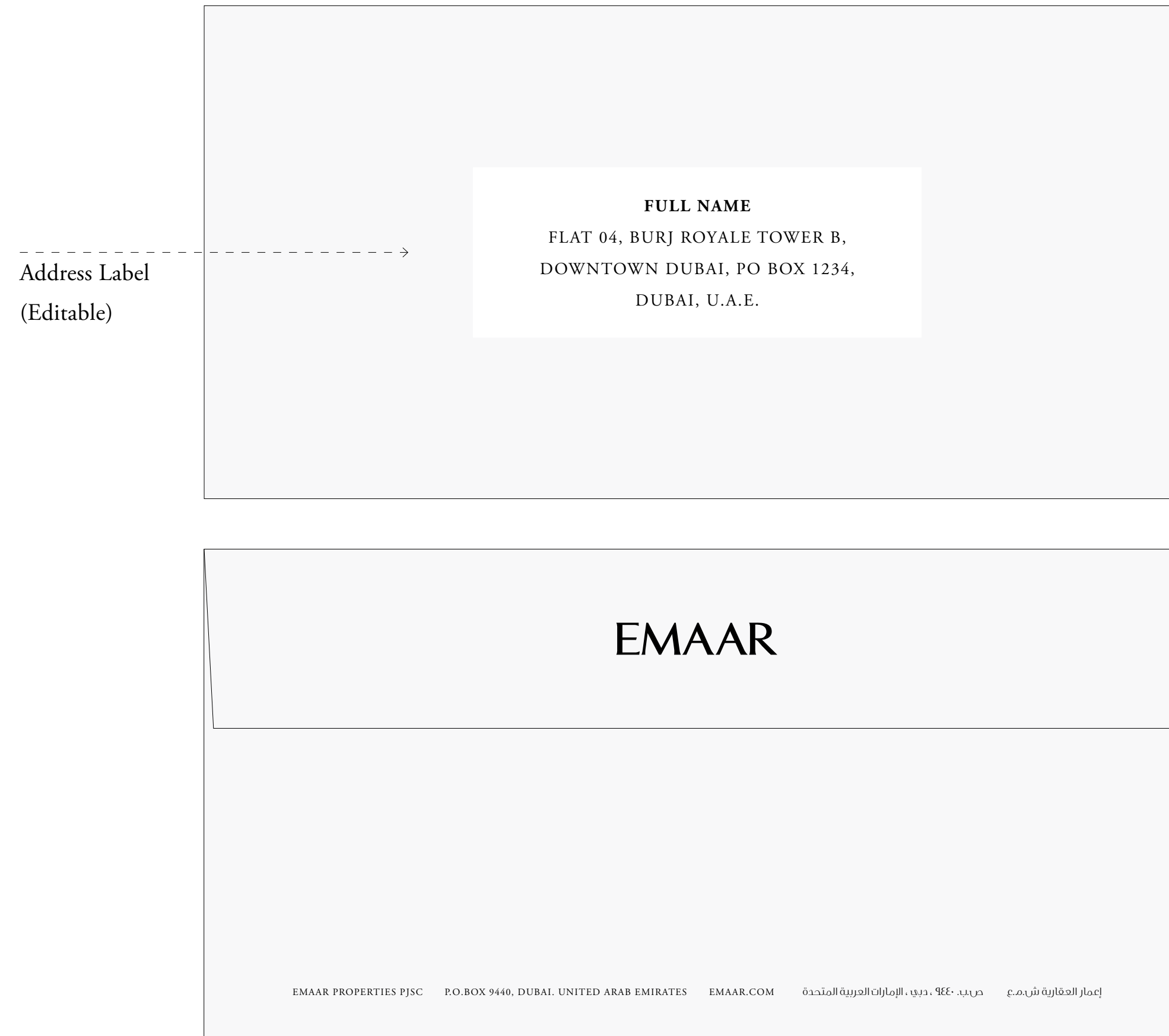
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 160g

*Colour:* 1C x 0C

*Size:* close size - 220mmw x 110mmh

*Finishing:* Black Gloss Foil logo



### 3.0 GENERIC

#### Business Cards (English + Arabic)

The below guidelines apply to all EMAAR business cards, English or Arabic.

Find ‘Business Card’ template in the Master Folder.

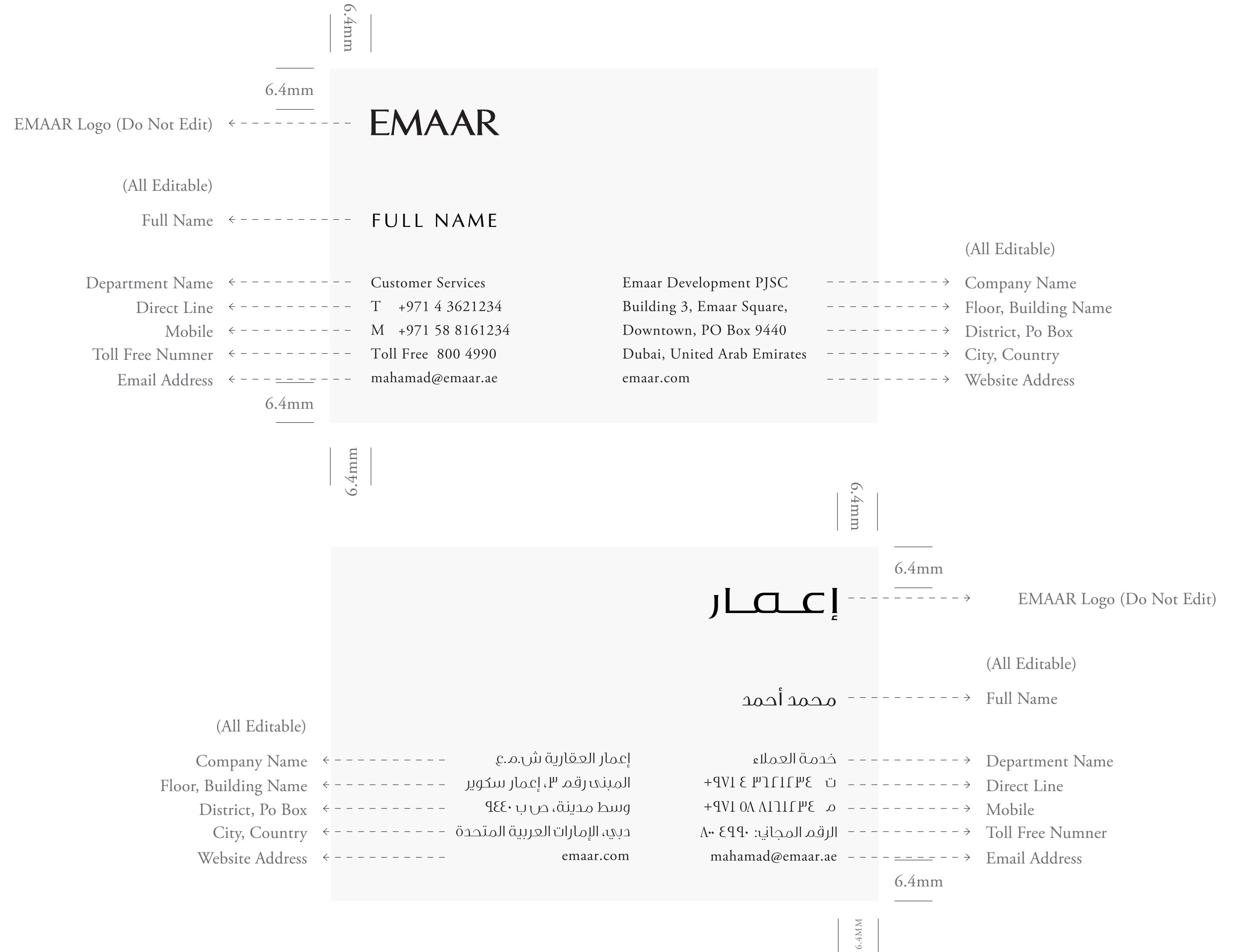
*Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 400g

*Colour:* 1C x 1C

*Size:* 85mmw x 55mmh

*Finishing:* Black Gloss Foil logo on both sides



## 3.2 GENERIC

### *A4 Holder*

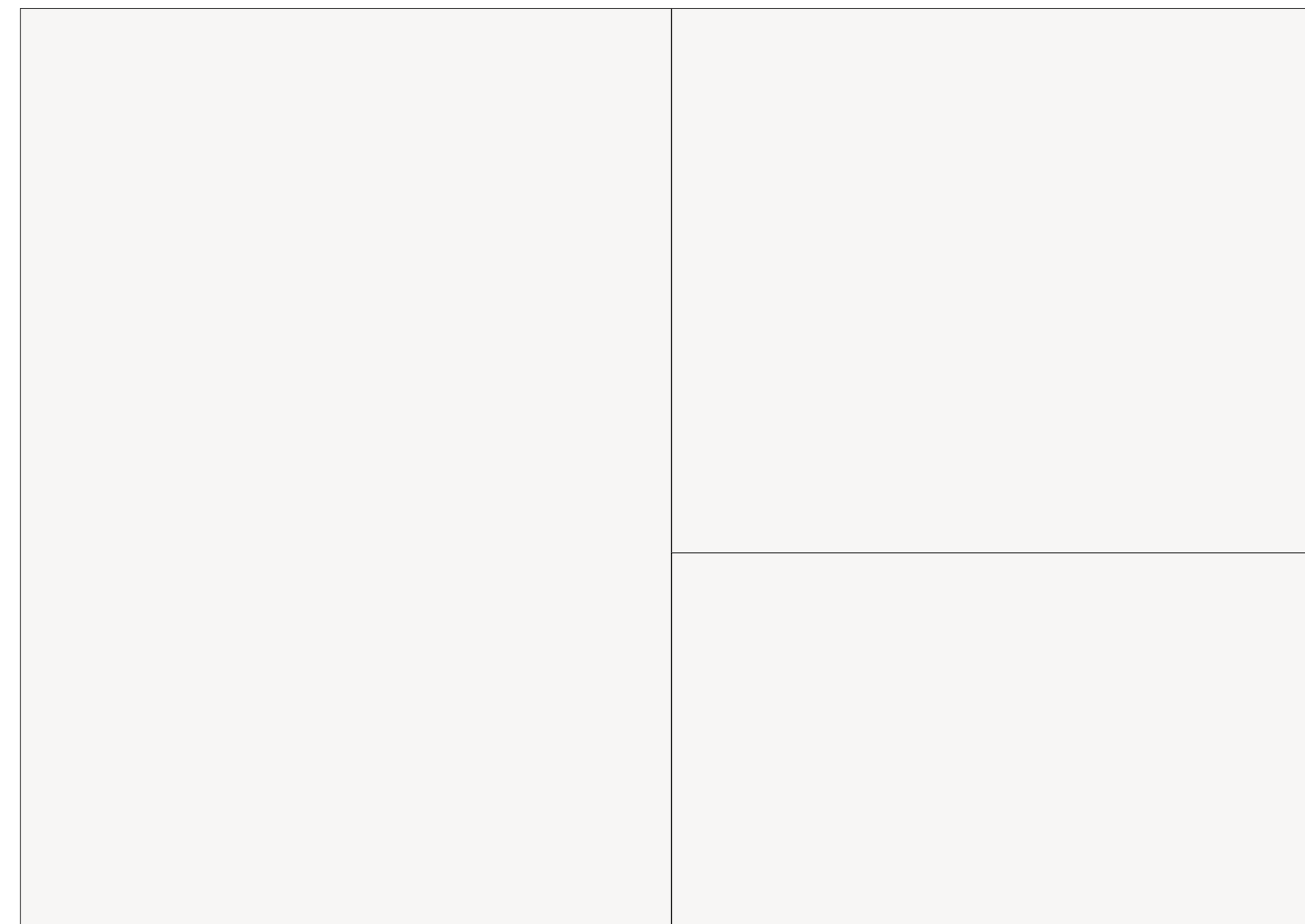
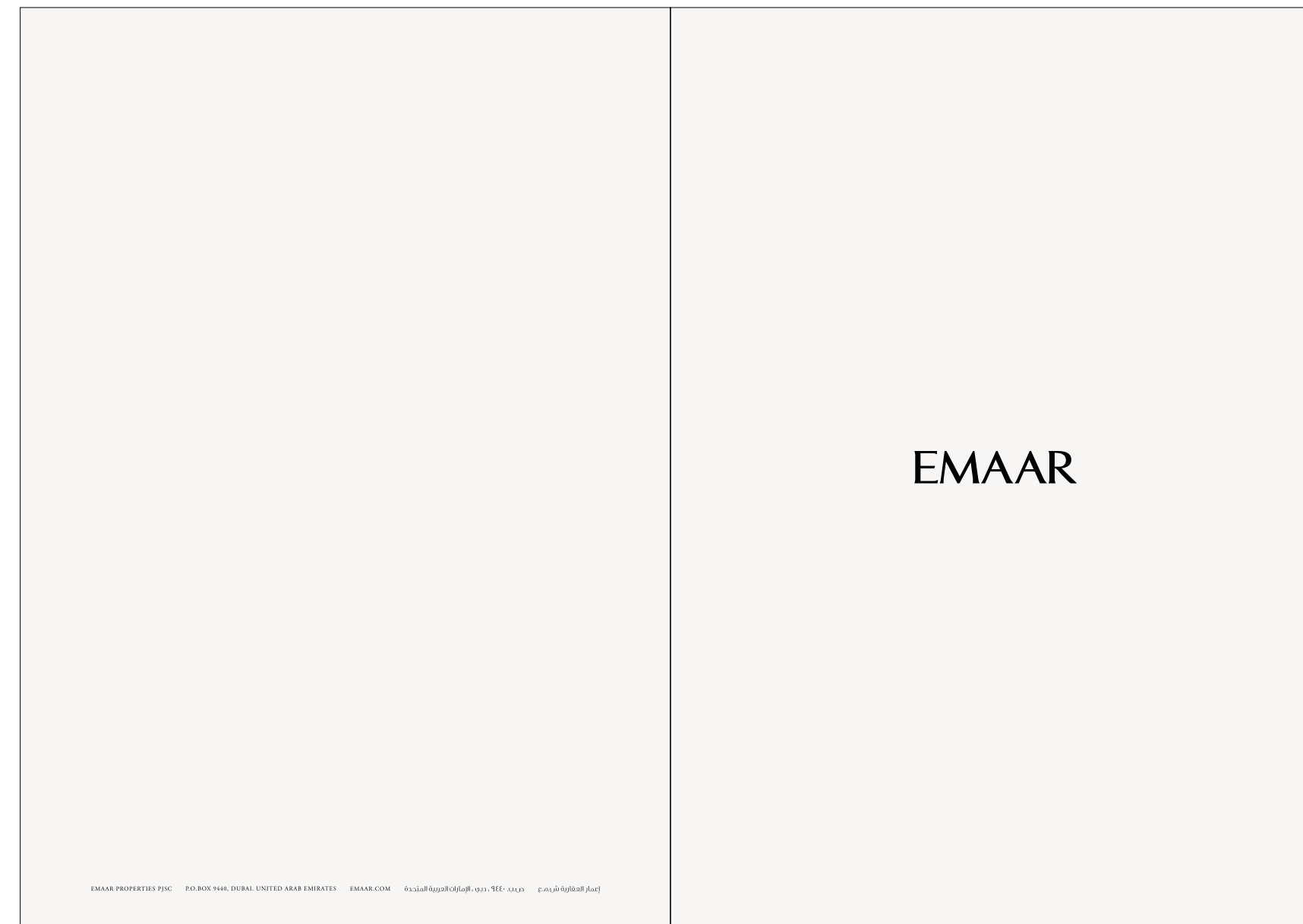
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 400g

*Colour:* 1C x 0C

*Size:* 225mmw x 310mmh

*Finishing:* Black Gloss Foil logo



### 3.3 GENERIC

#### *Thank you card*

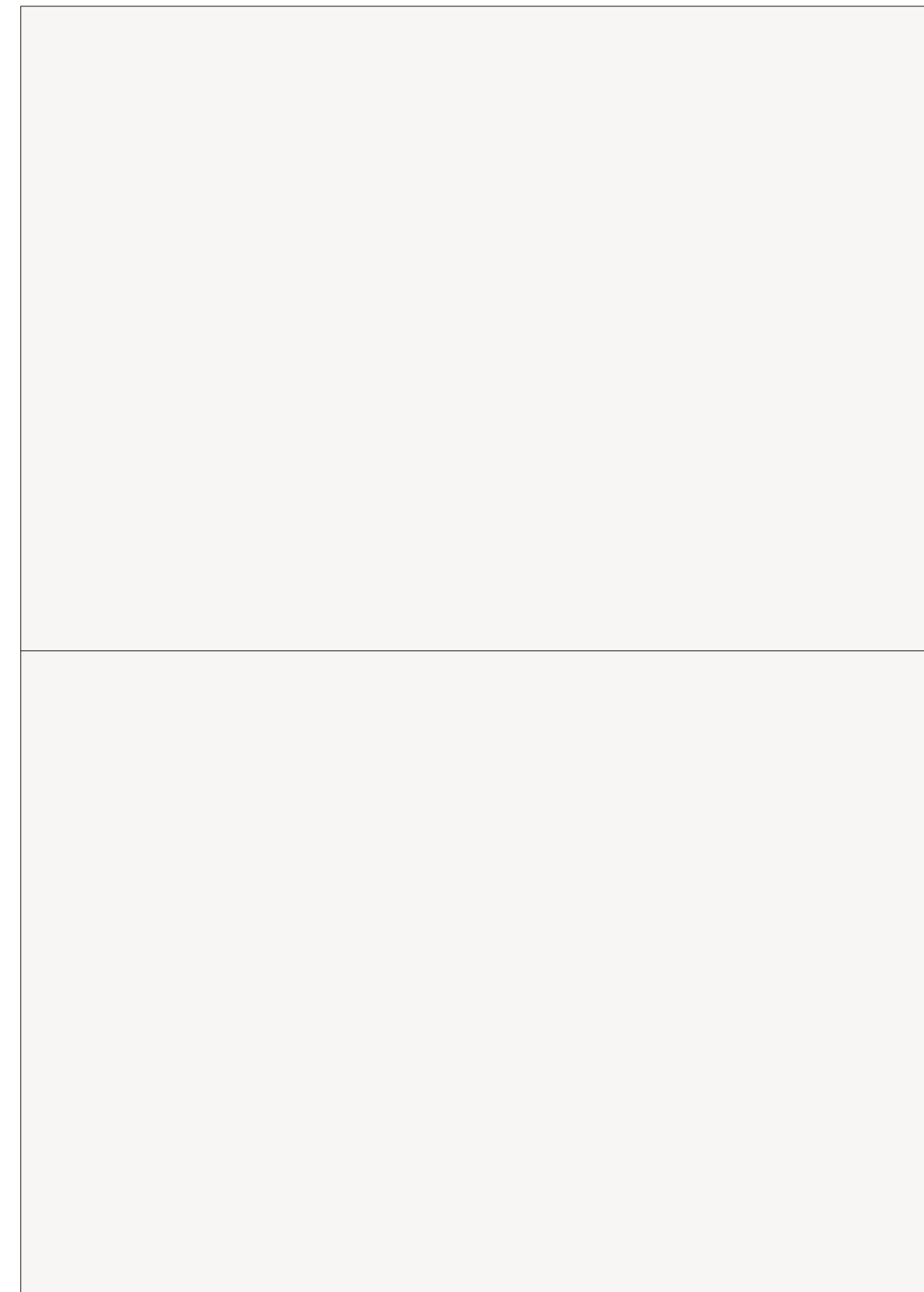
*Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 300g

*Colour:* 0C x 1C

*Size:* 150mmw x 210mmh close to 150mmw x 105mmh

*Finishing:* Black Gloss Foil logo and Thank You



Black Foil



EMAAR

Black Foil

THANK YOU

Black Foil

### 3.4 GENERIC

#### *Thank you envelope*

*Paper and Printing Specification*

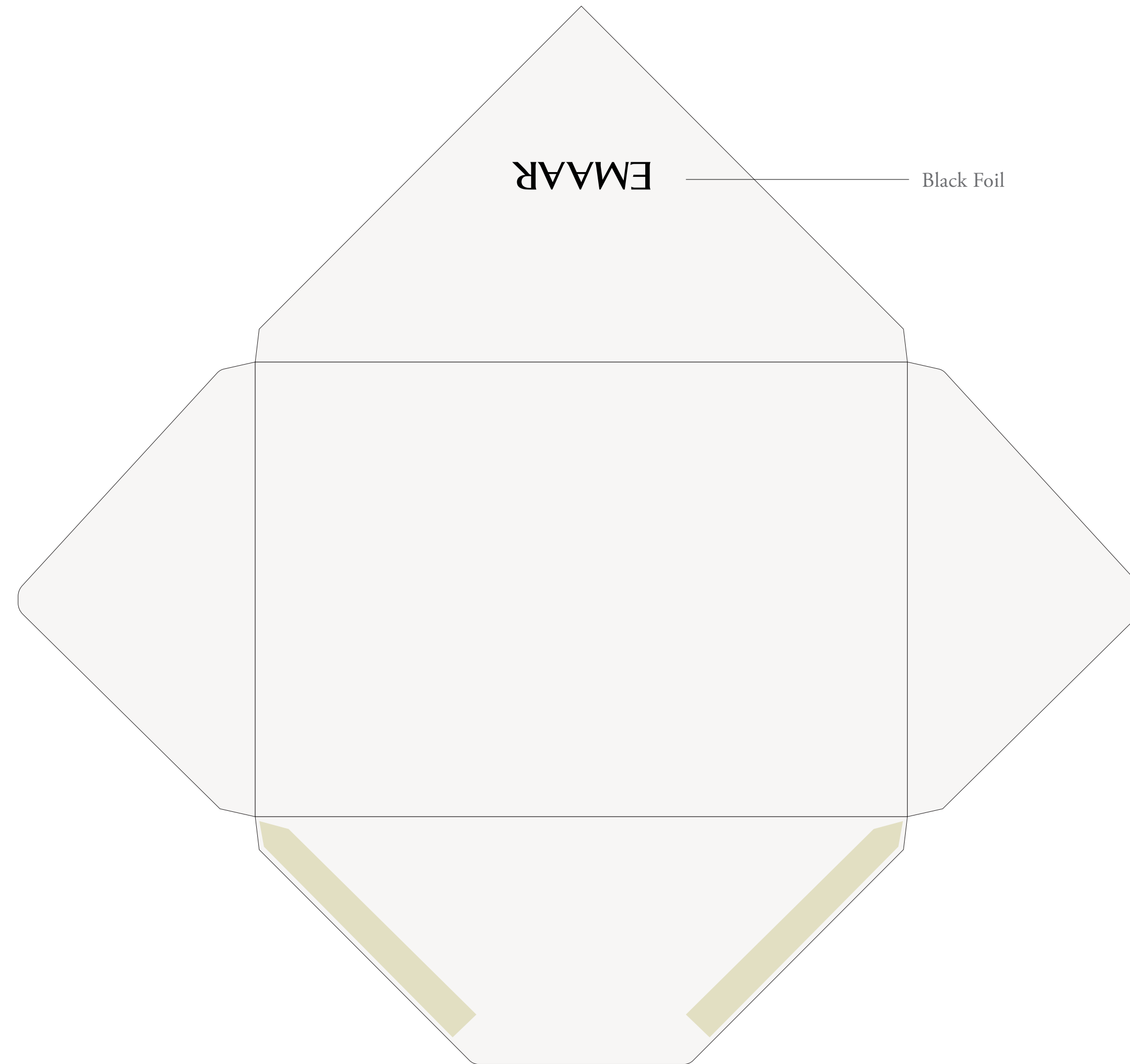
*Paper:* Everprint Premium from Orchid Paper 250g

*Colour:* 0C x 0C

*Size:* 285mmw x 267mmh close to 165mmw x 115mmh

*Finishing:* Black Gloss Foil logo

■ Glue Area



## 3.5 GENERIC

### *Notepad*

*Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 120g

*Colour:* 1C x 0C

*Size:* 80mmw x 80mmh

*Finishing:* Adhesive top back



EMAAR



### 3.6 GENERIC

#### *Ribbon*

EMAAR English logo to be duplicated consistently throughout the ribbon.



### 3.7 GENERIC

#### *Paper Bag*

Logo should be printed on white glossy foil, on matte black paper. Keep the size of the EMAAR logo to 30% of the Paper Bag width.



### 3.8 GENERIC

*Pen*



### 3.9 GENERIC

#### *Keychain*





## 4.0 GENERIC

### *Uniform*



## 4.1 GENERIC

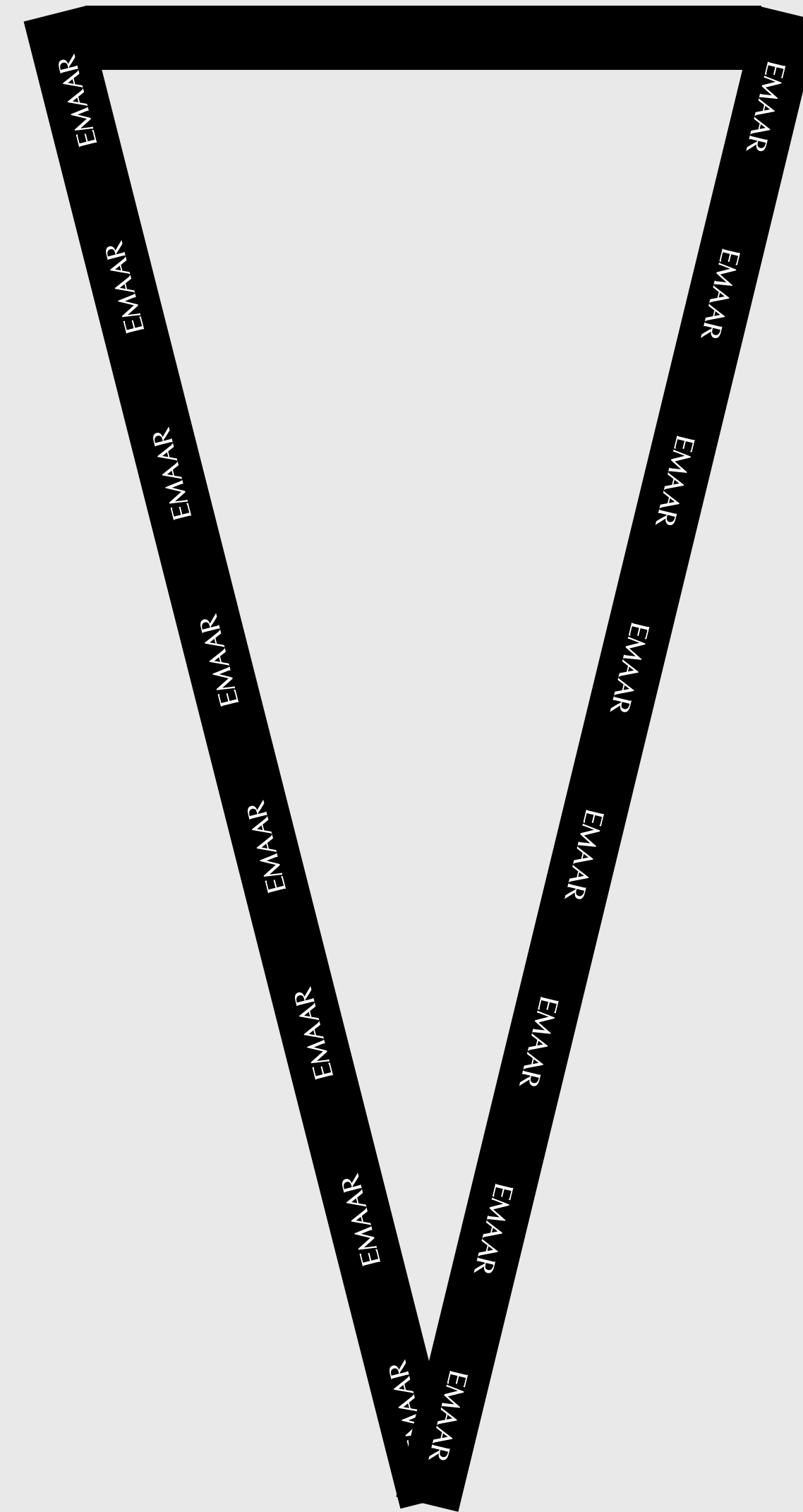
### *USB Drive*



## 4.2 GENERIC

### *Lanyard*

EMAAR logo should be repeat consecutively.



## 4.3 GENERIC

### *Water Bottle*





#### 4.4 GENERIC

*Mug*



## 4.5 GENERIC

### *Tissue Box*



## 4.6 GENERIC

### *Tote bag*



## 4.7 GENERIC

### *Buggy Branding*

The identification code of each buggy can be added below the EMAAR logo.

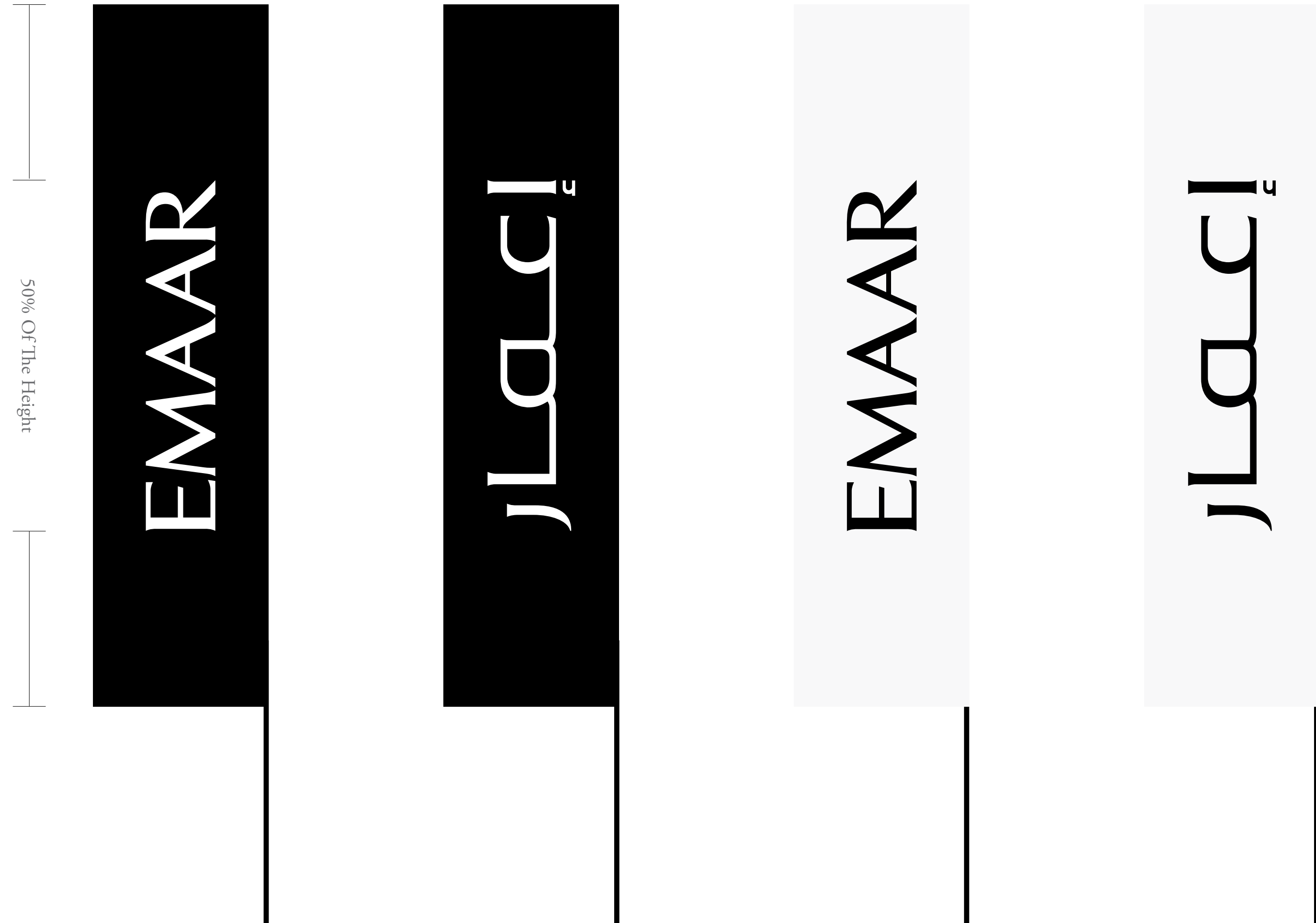
Font: Optima



## 4.8 GENERIC

### *Flags*

The EMAAR logo has to be proportionally scaled to 50% of the flag height and centrally aligned.

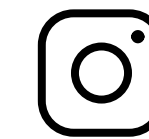


## 4.9 CORE ELEMENTS

### *Iconography*

The following navigational and social media iconography is to be used on our digital and print collaterals, such as the website and emailers.

For full iconography list, please refer to the iconography ai file in the master folder.



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