

EMAAR

BRAND GUIDELINES

EXTERNAL USE ONLY

JANUARY 2025

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 displays the Arabic wordmark for EMAAR. The word is written in a bold, modern, and elegant Arabic calligraphic style. The letters are black and set against a white background. The wordmark is centered horizontally in the right half of the page.

1.3 CORE ELEMENTS

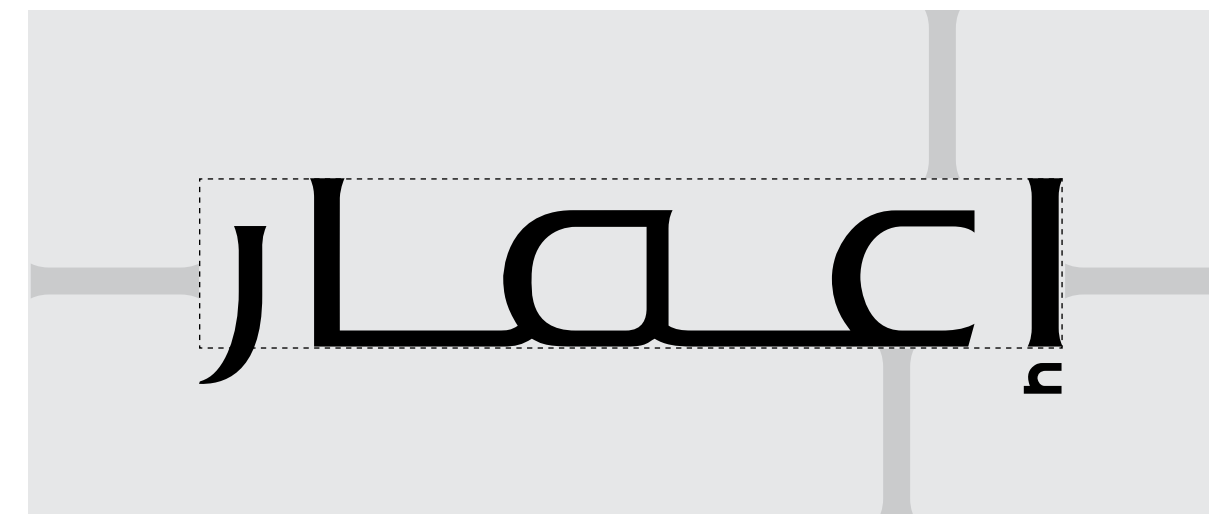
Logo clear zone

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 ——

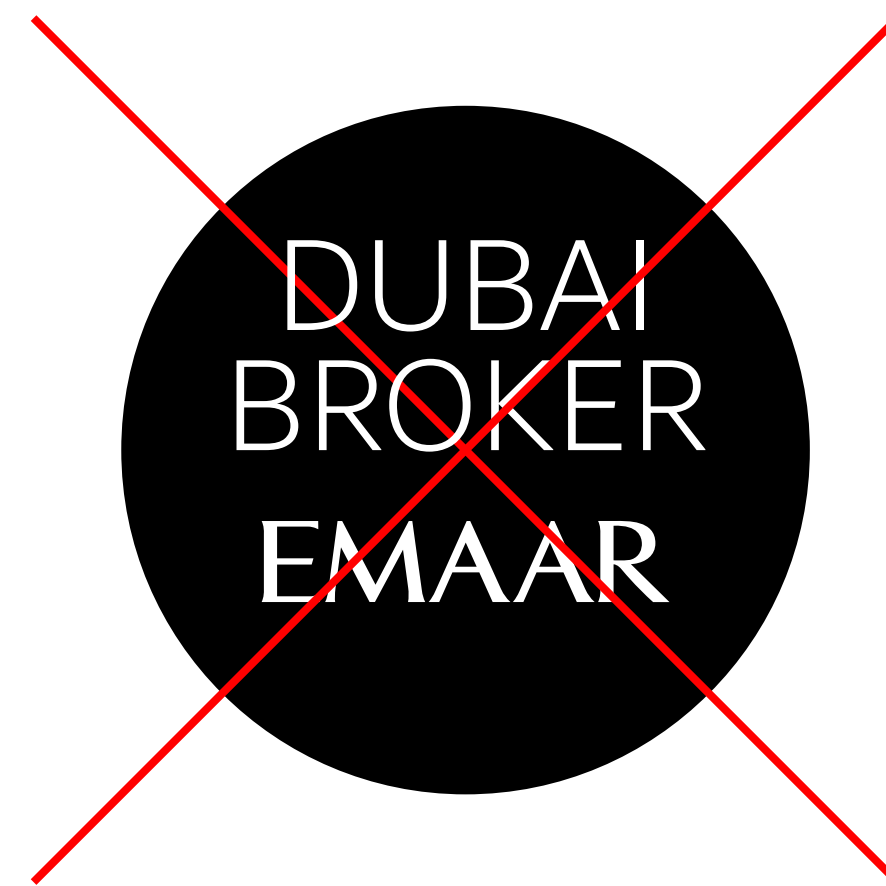
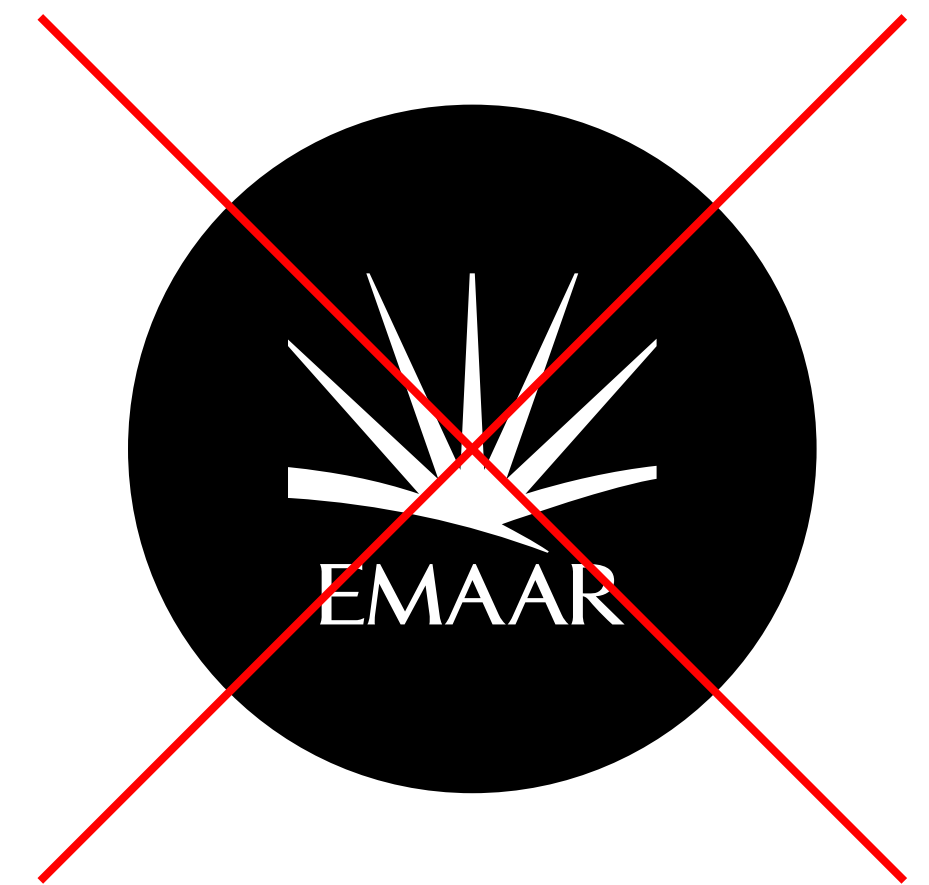
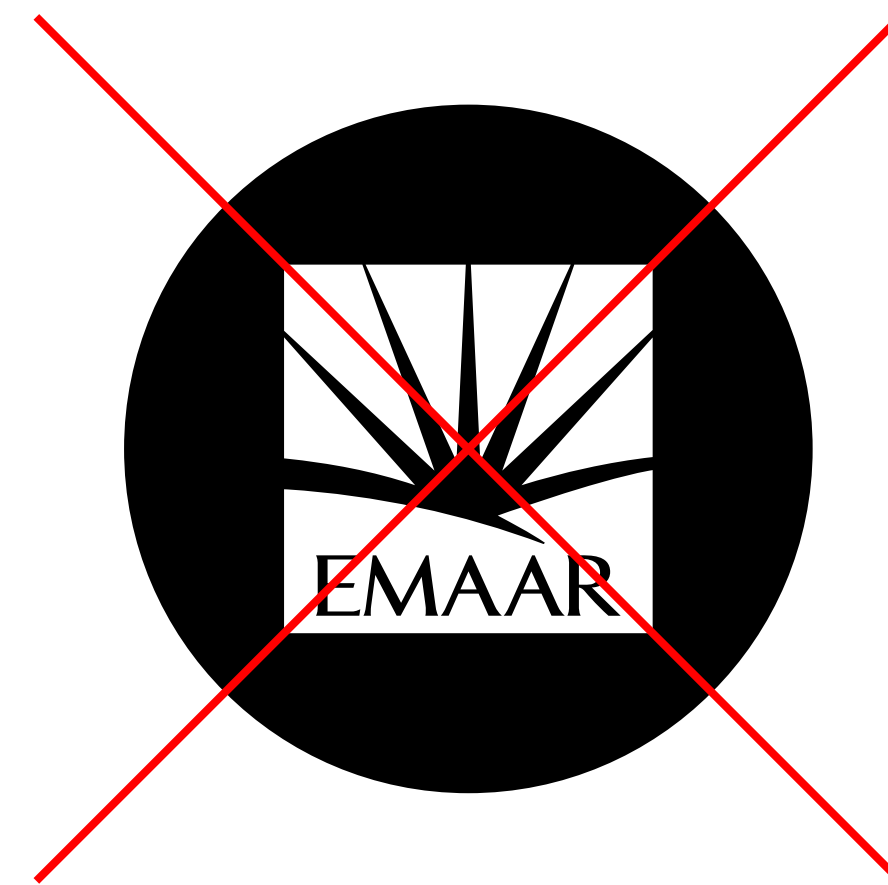
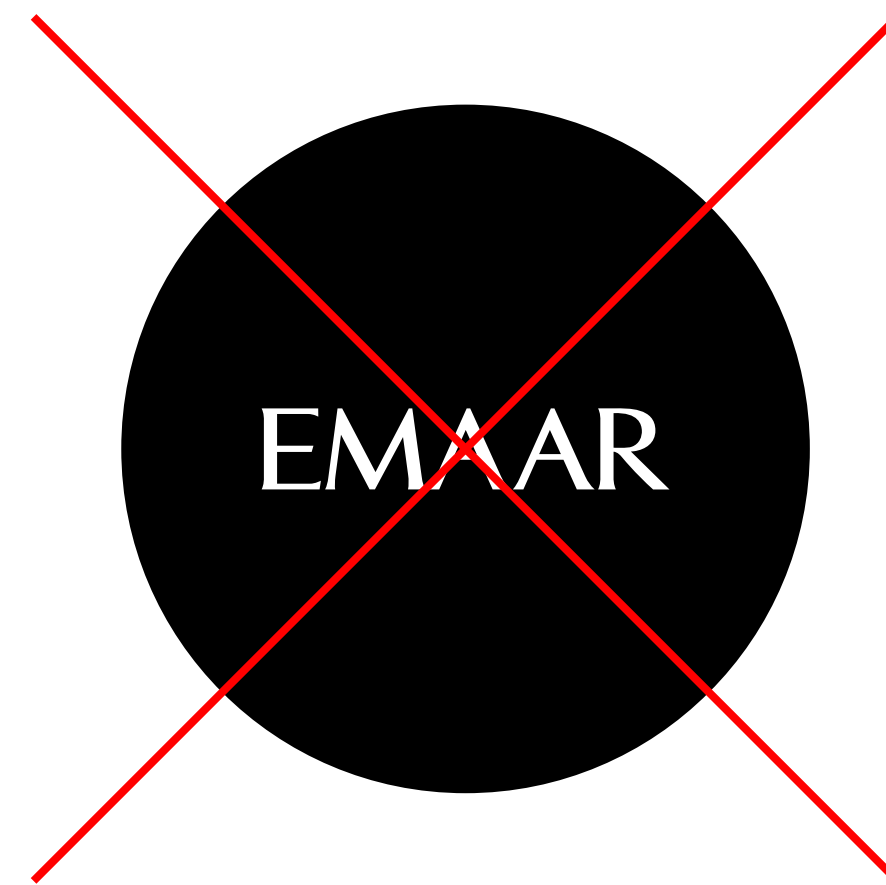
Russia Lock Up

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



Always use WHITE COLOUR LOGO on dark background



Always use BLACK COLOUR LOGO on light background

~~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

DON'Ts ✗

~~EMAAR~~

Do not use in a bilingual or vertical format

~~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

~~EMAAR~~

Do not move any letter from the wordmark

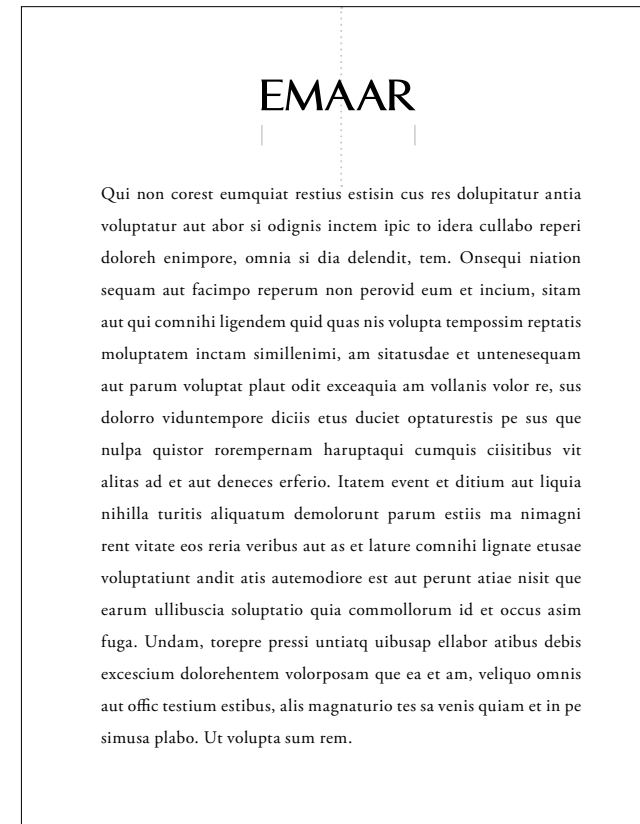
1.7 CORE ELEMENTS

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).

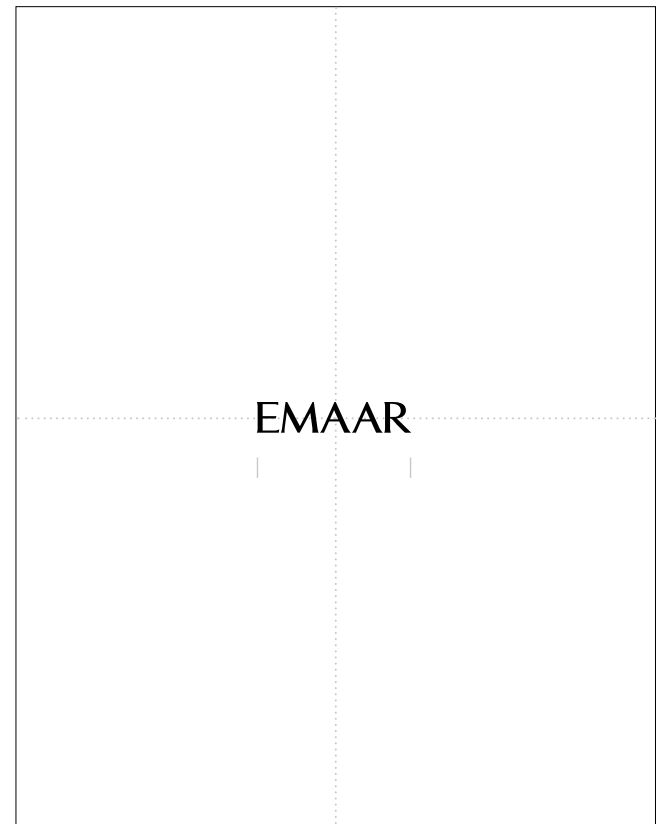
Logo at the top ($\frac{1}{4}$ of the width)
Stationery, Letterhead, Contract, Form



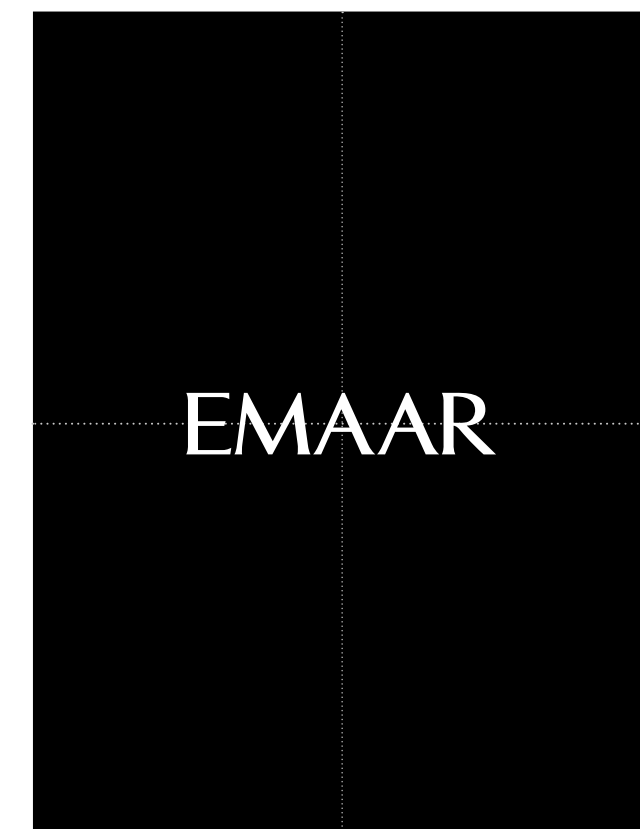
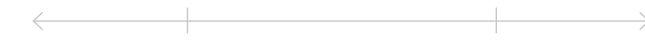
Logo at the top ($\frac{1}{4}$ of the width)
Online, EDM



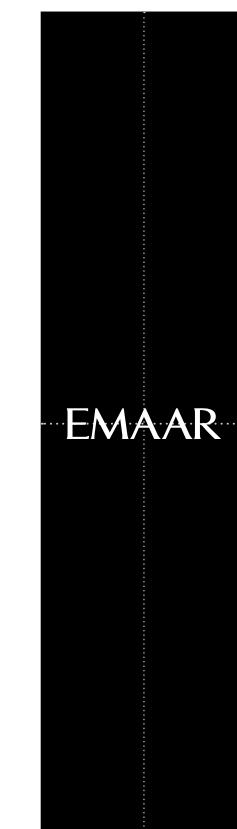
Logo at the centre ($\frac{1}{4}$ of the width)
Folder



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.

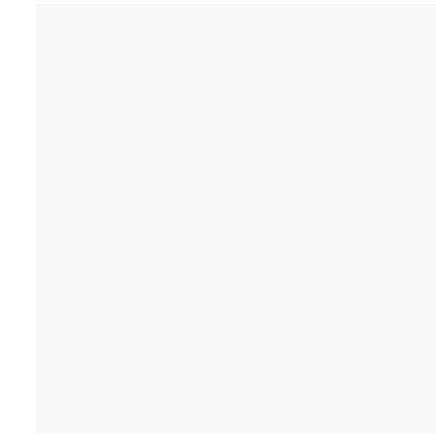
Primary
Color



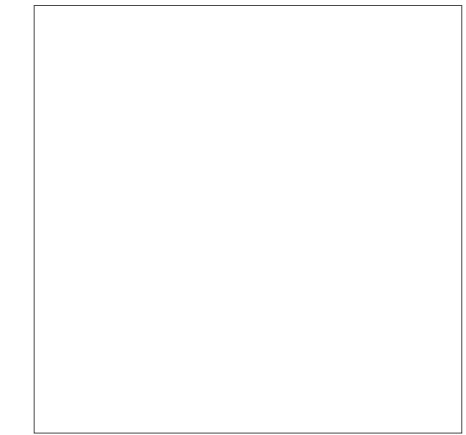
BLACK
C0 / M0 / Y0 / K100
R00 / G00 / B00
#000000



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

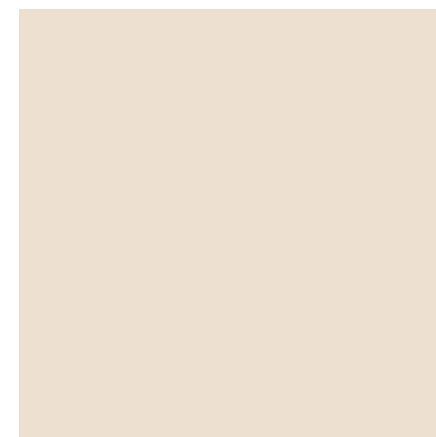


LIGHT GREY
Pantone Cool Gray 1U
C0 / M0 / Y0 / K2
R248 / G248 / B248
#f8f8f8



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

Highlight
Color (Web)



SAND
C6 / M10 / Y16 / K0
R237 / G224 / B209
#EDE0D1

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.

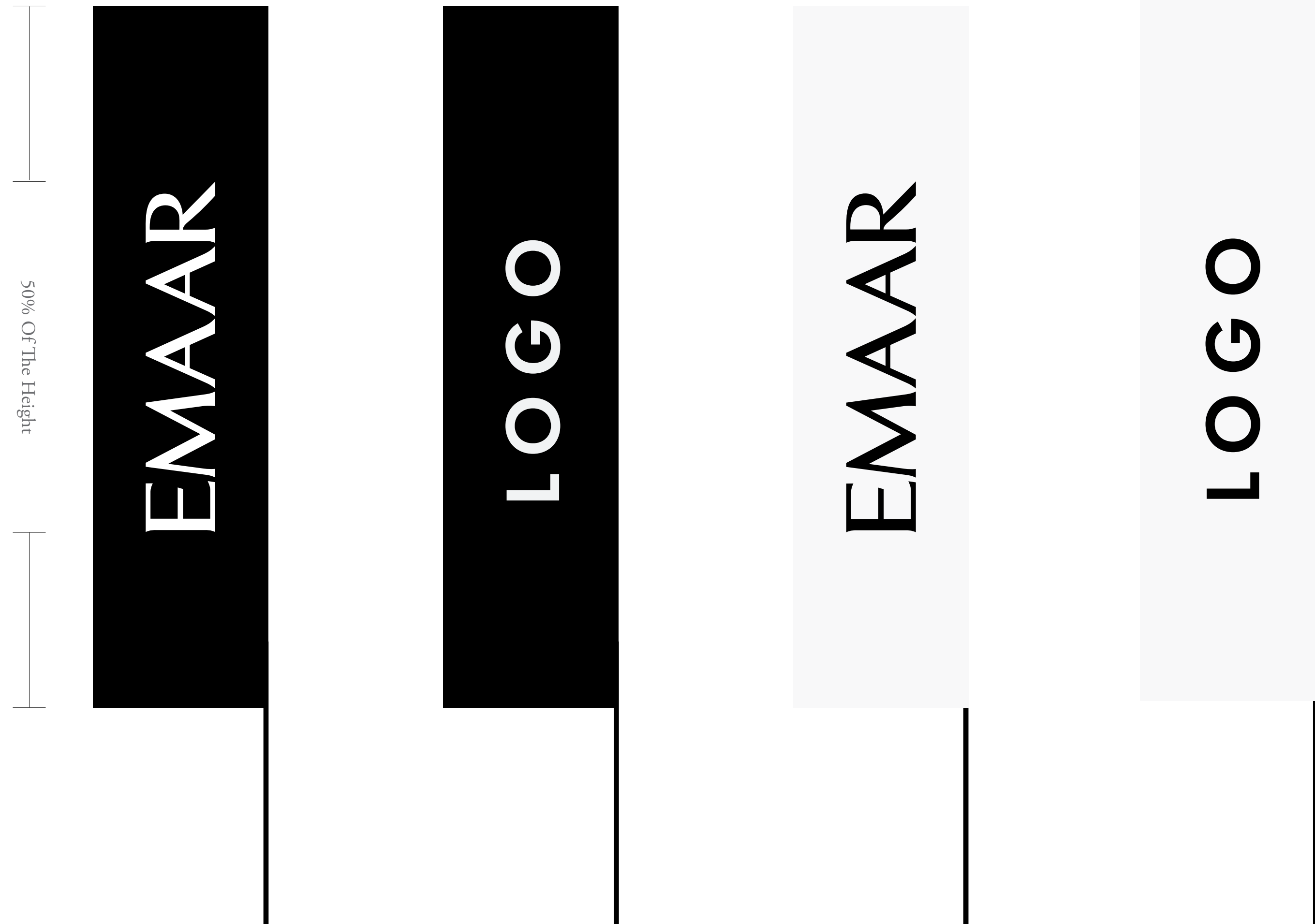
For some of the brand logo that is vertically higher, it should be proportionally balanced with the Emaar Logo as shown in here.



2.5 PARTNERSHIP FLAGS

Flags

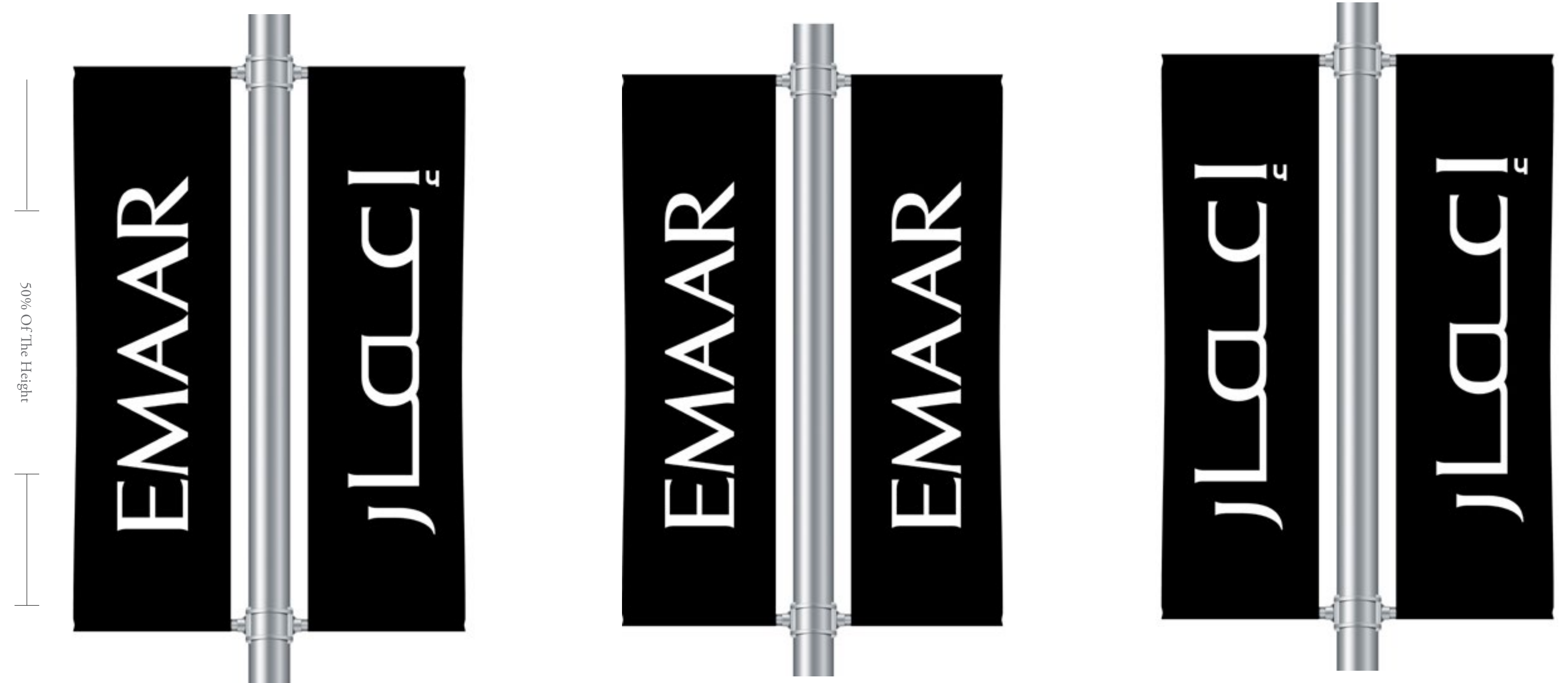
The EMAAR logo has to be proportionally scaled to 50% of the flag height and centrally aligned.



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.



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.



GENERIC

GENERIC

A4 Holder

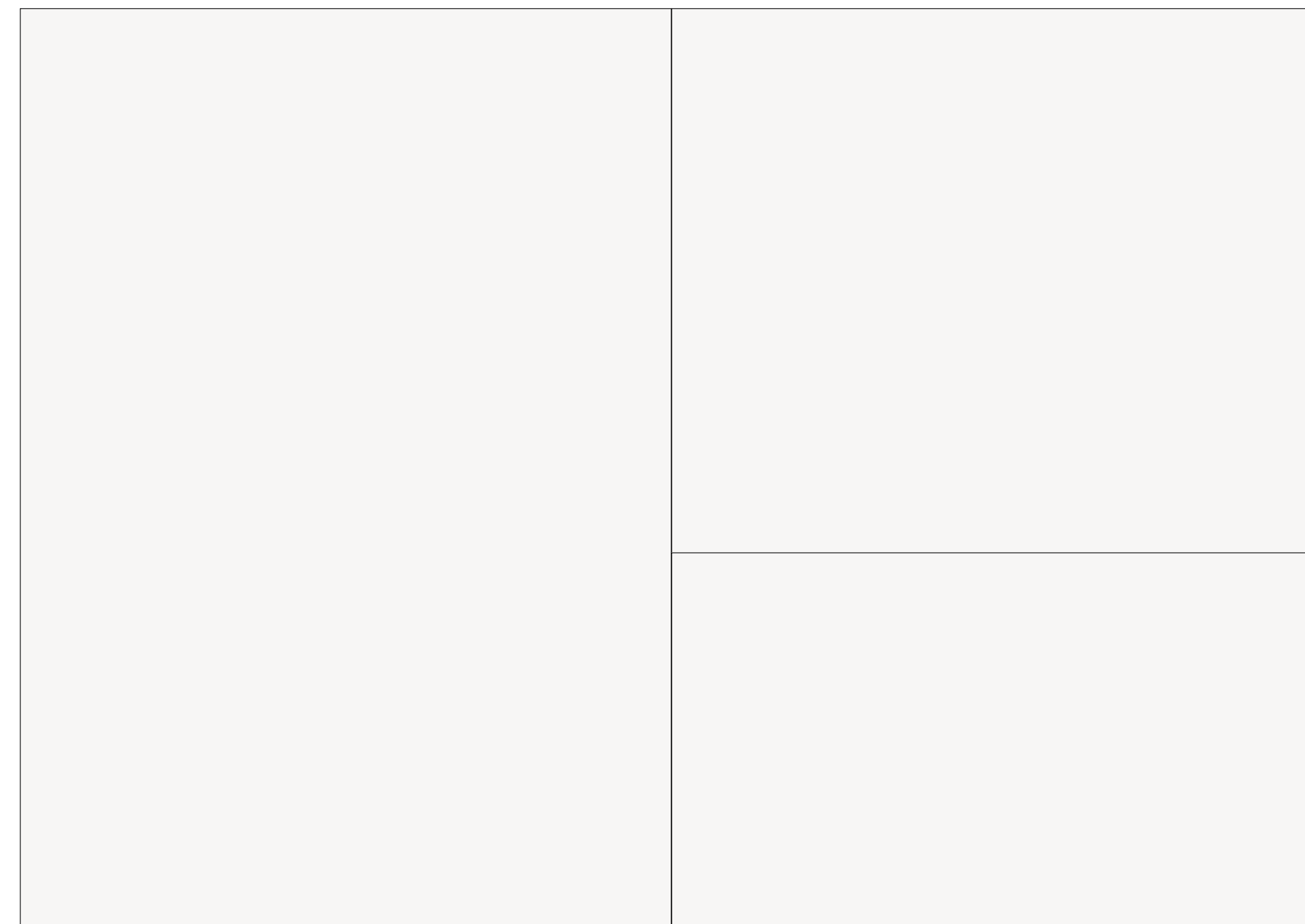
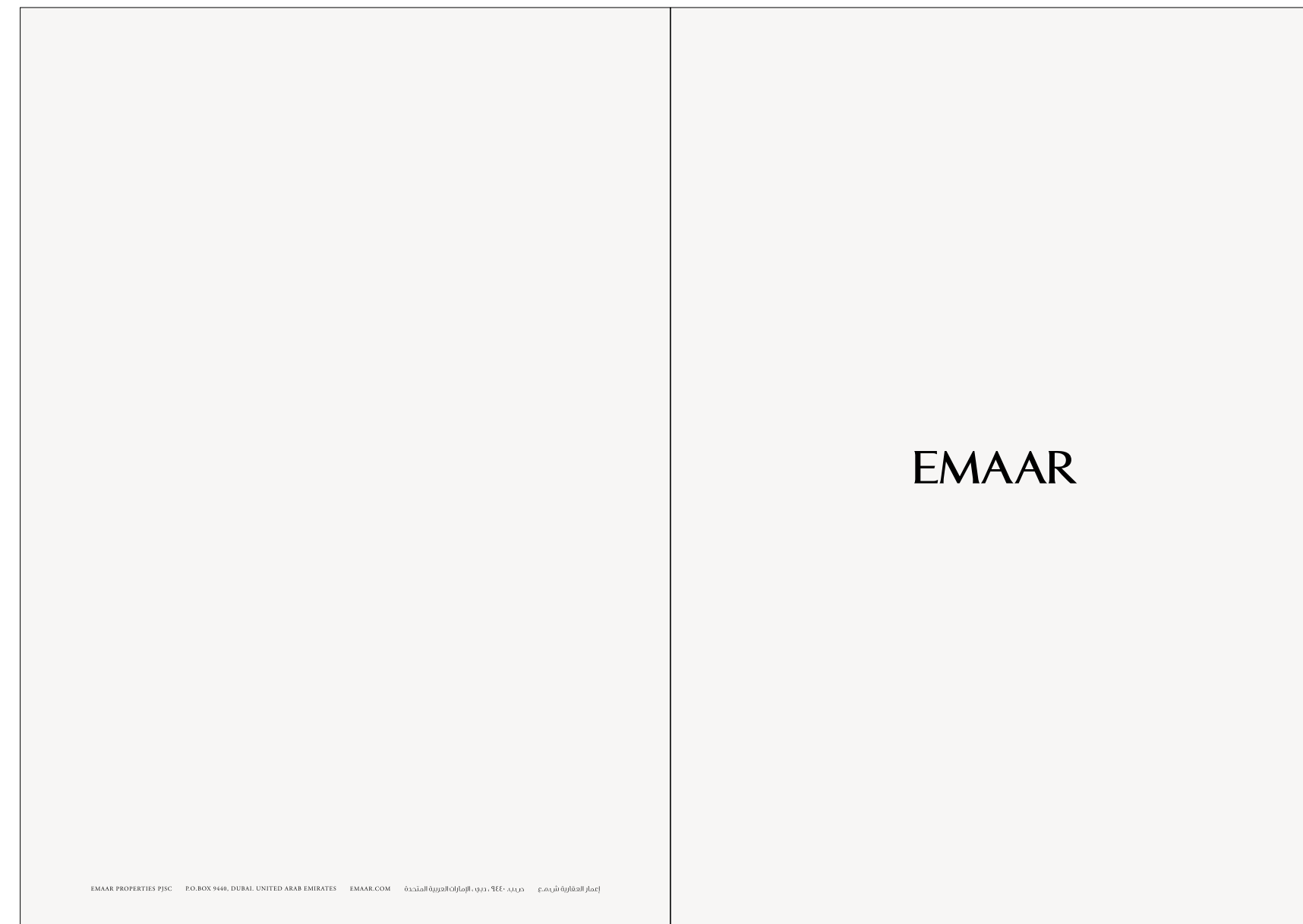
Paper and Printing Specification

Paper: Everprint Premium from Orchid Paper 400g

Colour: 1C x 0C

Size: 225mmw x 310mmh

Finishing: Black Gloss Foil logo



GENERIC

Thank you card

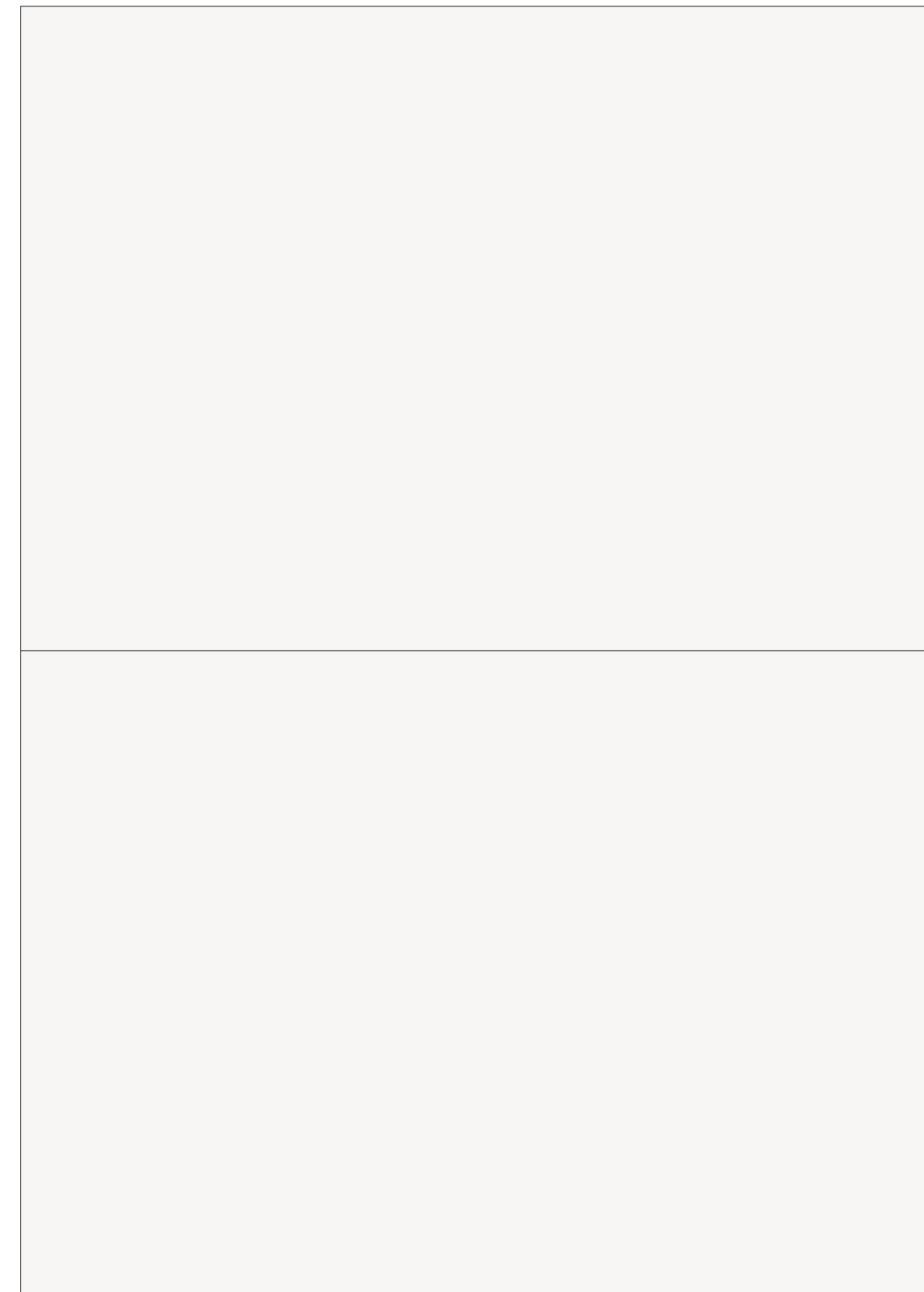
Paper and Printing Specification

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



Black Foil

Black Foil

GENERIC

Thank you envelope

Paper and Printing Specification

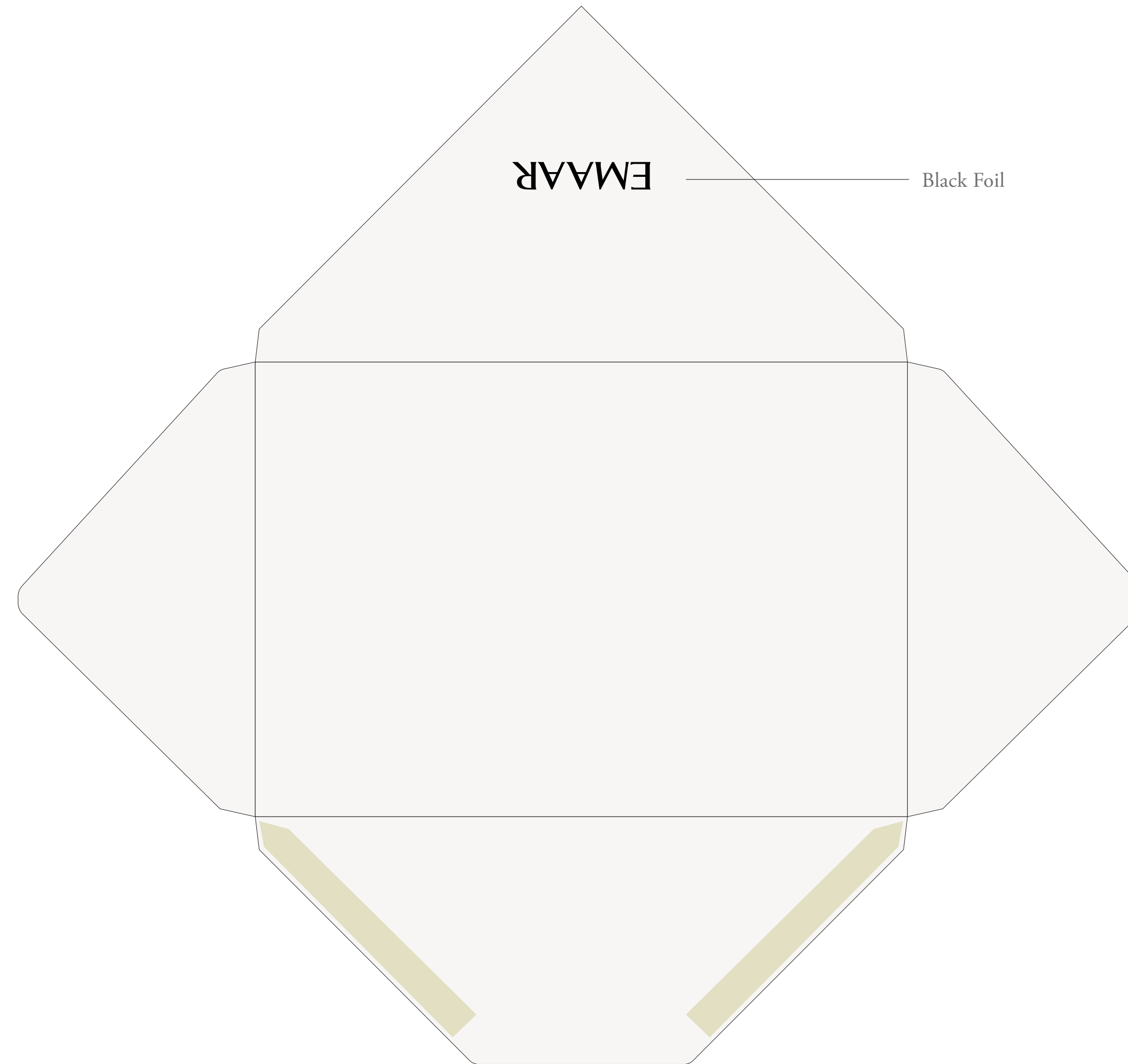
Paper: Everprint Premium from Orchid Paper 250g

Colour: 0C x 0C

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

Finishing: Black Gloss Foil logo

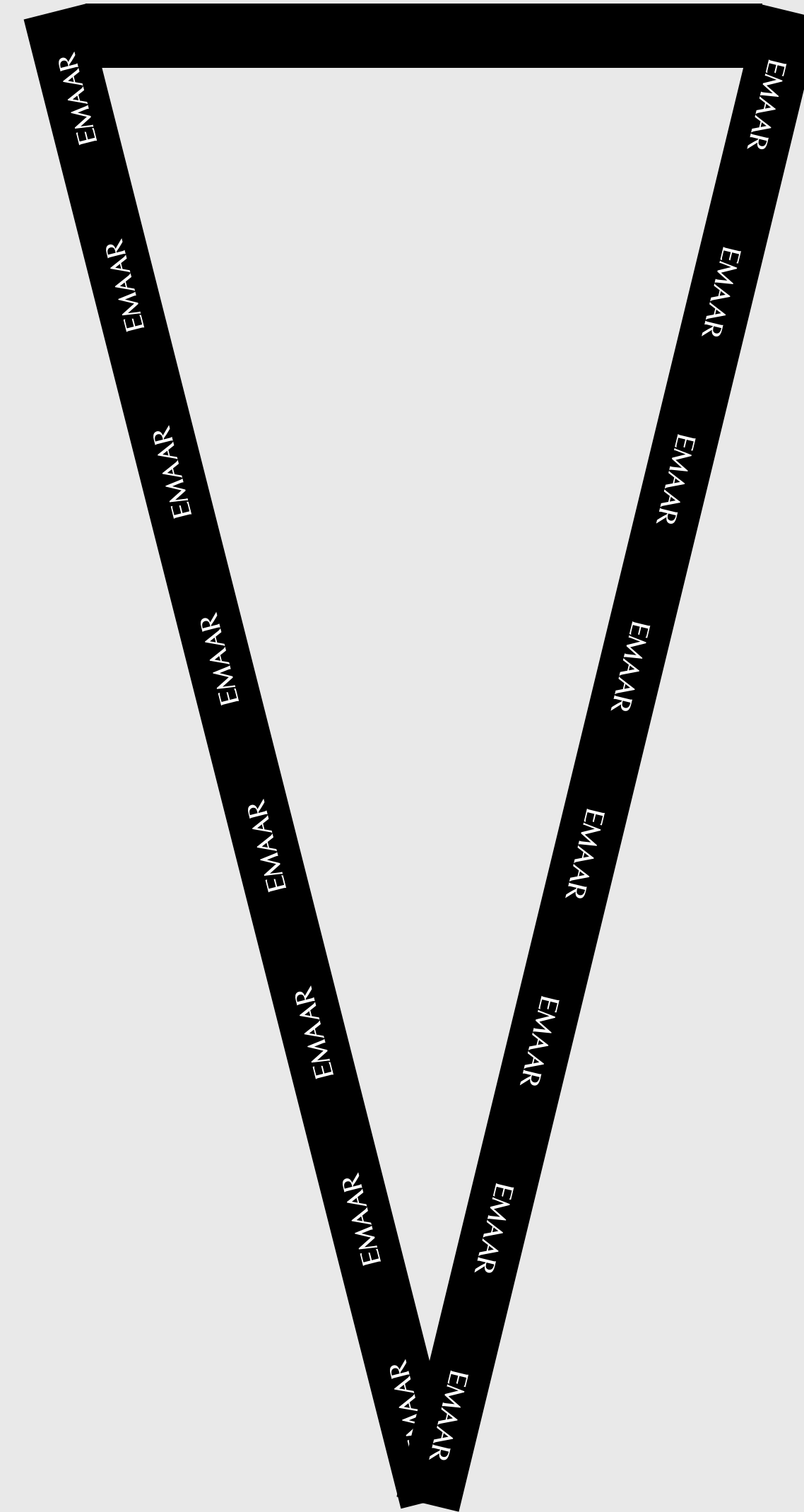
 Glue Area



GENERIC

Lanyard

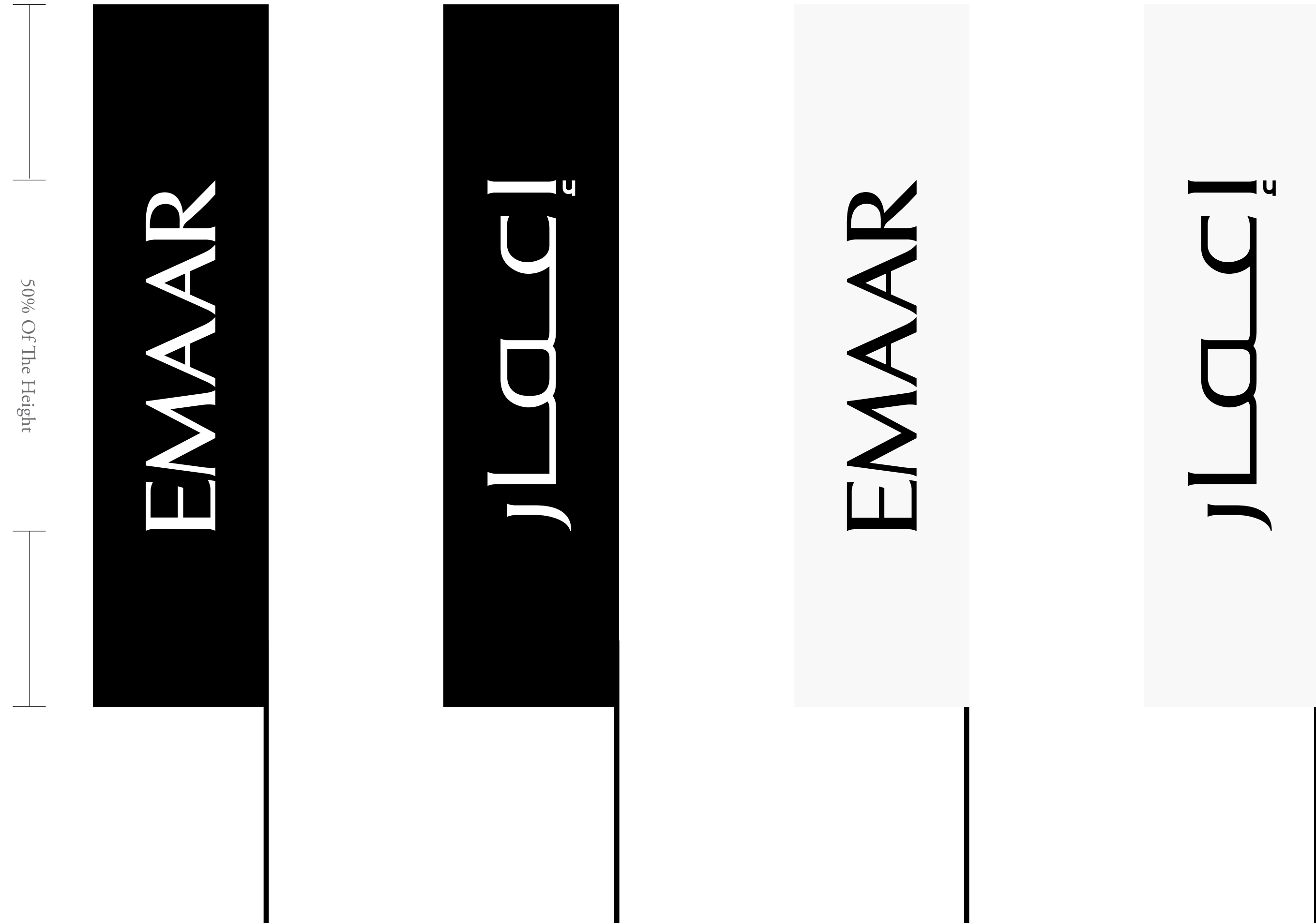
EMAAR logo should be repeat consecutively.



GENERIC

Flags

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



EMAAR