

EMAAR

BRAND GUIDELINES

INTERNAL USE ONLY

JANUARY 2025

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Payment Plan

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Email Signature

Powerpoint / Keynote Template

## 8.0 GENERIC

Letterhead

Envelope

Business Cards (English + Arabic)

Business Cards (English + Chinese)

A4 Holder

Thank you card

Thank you envelope

Notepad

Paper Bag

Ribbon

Pen

Keychain

Uniform

USB Drive

Lanyard

Water Bottle

Mug

Tissue Box

Tote Bag

Buggy Branding

Flags

# 1.0 INTRODUCTION

## 1.1 INTRODUCTION

### *Purpose of this document*

As EMAAR's brand extends across multiple media platforms, consistency is key to visibly distinguish and strengthen our brand.

This guide is designed to help creators (designers, writers, developers, production houses, agents and brokers) to communicate a consistent message to our audience while setting our brand apart from our competitors.

Communicating EMAAR's design standards to our whole group, the guideline aims to support marketing initiatives by ensuring that all messaging is relevant and related to EMAAR's brand goals.

Building and reinforcing a consistent perception of the EMAAR Group is a key purpose of this guideline.

## 1.2 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.

## 1.3 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.

## 1.4 INTRODUCTION

### *Brand Vision*

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

## 1.5 INTRODUCTION

### *Brand Promise*

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



## 1.6 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.

## 1.7 INTRODUCTION

### *Brand Essence*

SHAPING THE FUTURE  
AS LIFESTYLE CREATORS

## 1.8 INTRODUCTION

### *Tone of voice*

Our Tone of Voice is the complete alignment of what our consumers see, hear and read about our businesses and services.

To craft and deliver a message with EMAAR signature eloquence, follow the five characteristics below:

We are an authority in the field. We built the Burj Khalifa and Downtown Dubai. We show an unwavering commitment to innovation, excellence and leadership.

As one of the most valued developers in the world, we are sophisticated, worldly and concept-driven. We excel in imagination, beauty and ingenuity, focusing on alluring imagery and evocative language.

We dream big, and we guide our customers towards achieving their dreams. We re-imagine the world as a better place by creating life-enriching experiences. Our tone is in complete alignment with Dubai as a visionary city.

We build our promises on transparency, facts and key information to help our consumer make informed and easy decisions. We champion results, progress, our robust product features and the value we add to the world.

The way we craft our words is an extension of our customer-first culture. We are helpful, warm and compassionate. Regardless of the story that we are telling, we never lose sight of our customer and the community.

## 2.0 CORE ELEMENTS

## 2.1 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.**

The wordmark 'EMAAR' is displayed in a large, bold, serif typeface. The letters are dark grey and have a classic, slightly condensed appearance with prominent serifs.

## 2.1 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 bold, modern, and elegant Arabic calligraphic style. The letters are dark grey and are arranged horizontally. The 'E' is represented by a large, stylized 'ا' (Alif) with a horizontal bar, followed by 'M' as 'م', 'A' as 'ا', and 'R' as 'ر'. The final 'A' is represented by a large, stylized 'ا' with a horizontal bar. The word is centered on the page.

## 2.2 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

## 2.3 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



## 2.4 CORE ELEMENTS

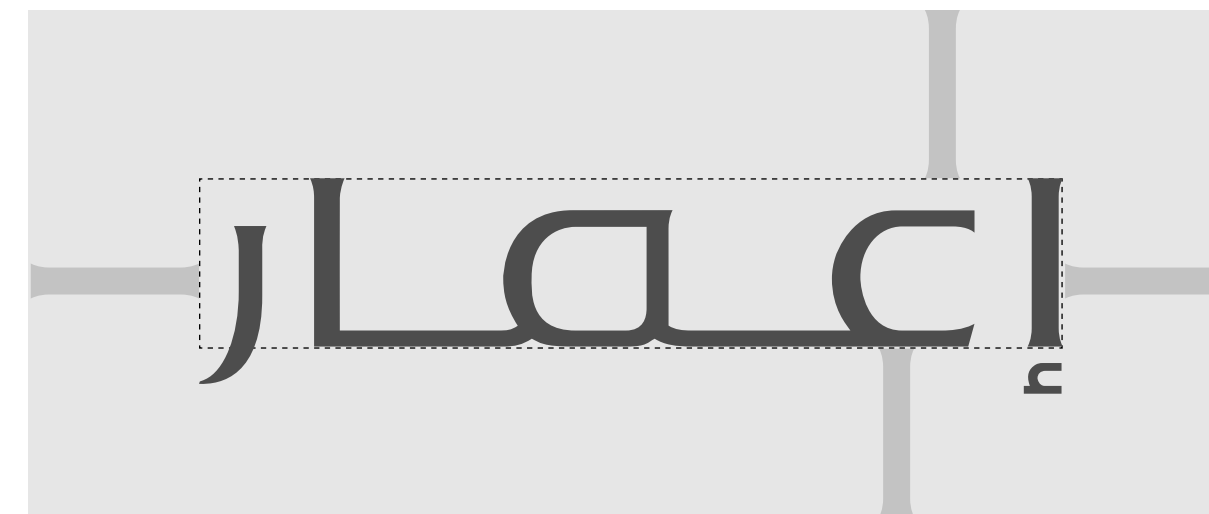
### *Logo clear zone*

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.

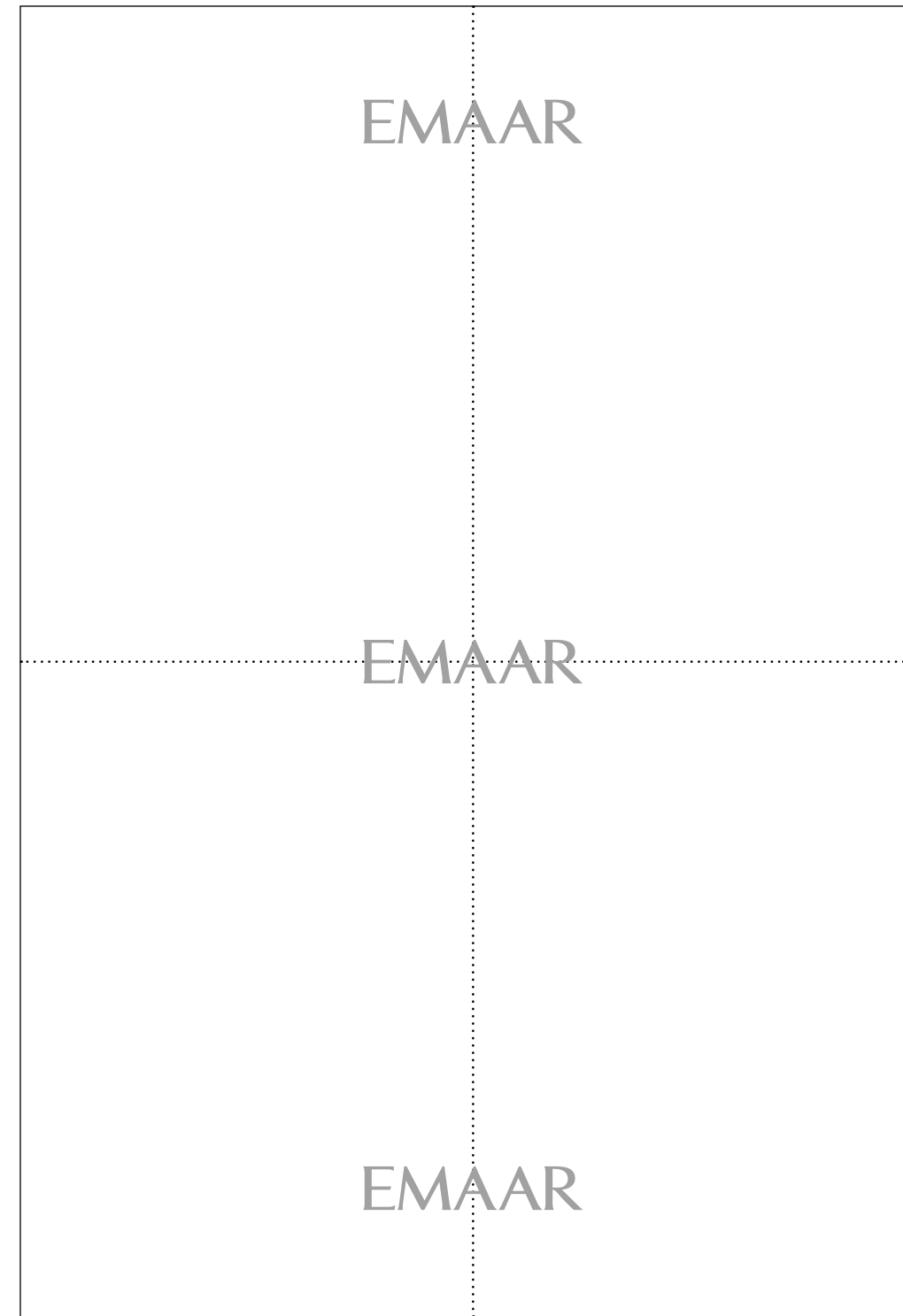


## 2.5 CORE ELEMENTS

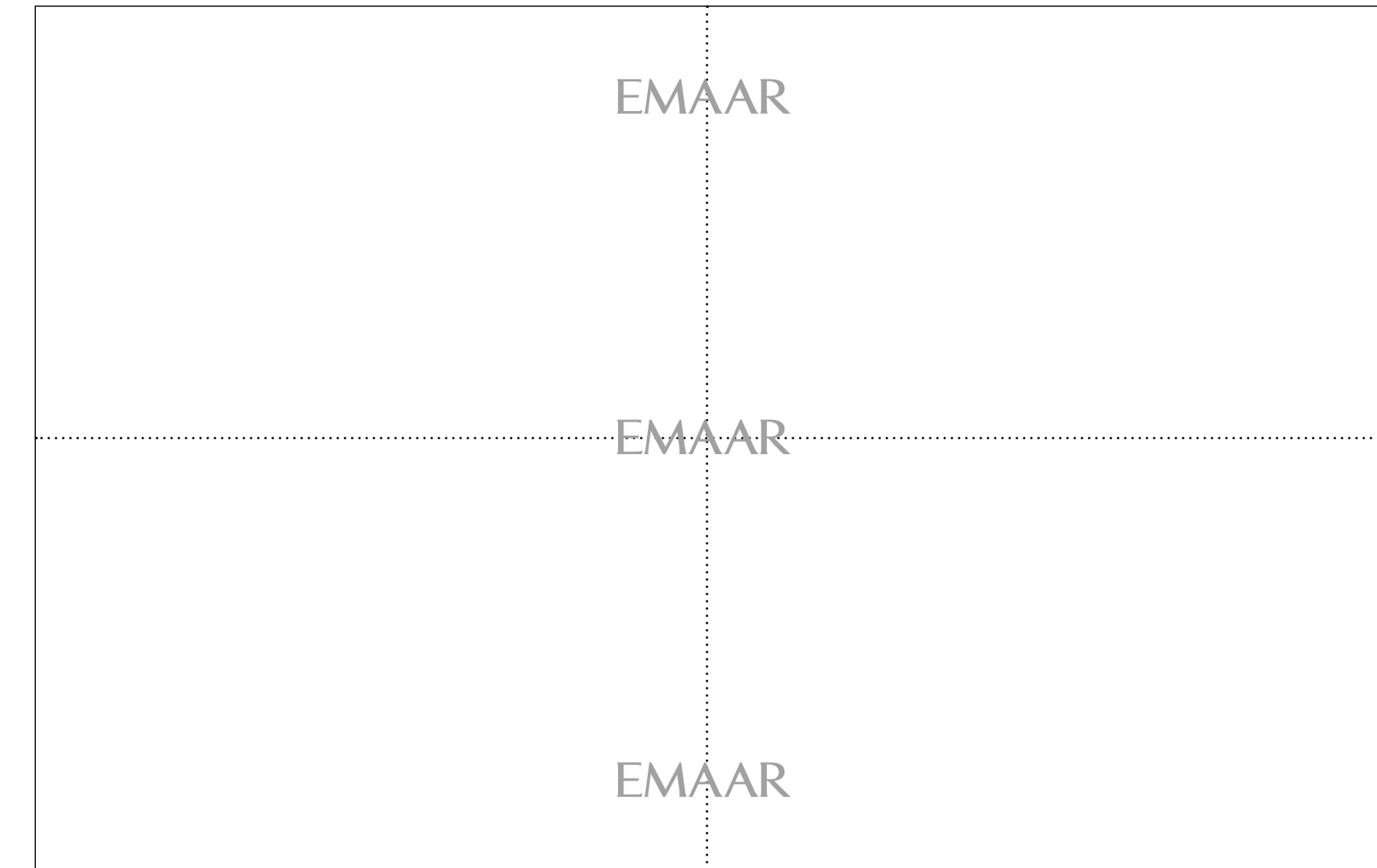
### *Positioning And Proportion Rules*

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).



Centre



Centre

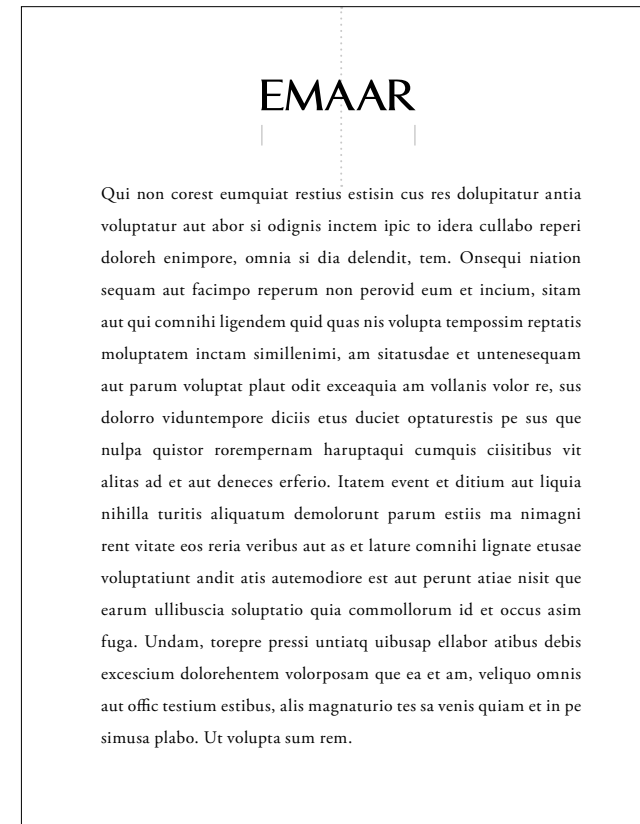
## 2.6 CORE ELEMENTS

### *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).

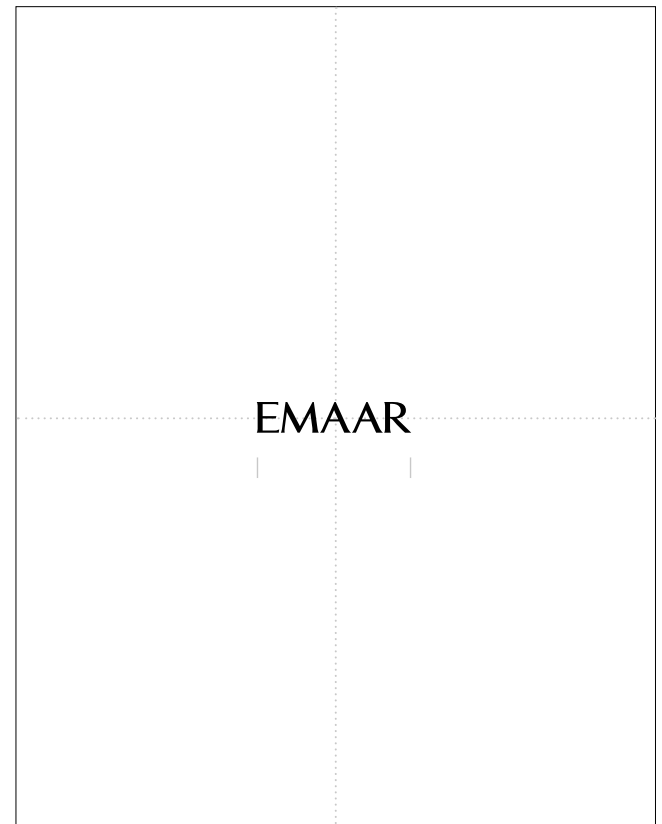
Logo at the top ( $\frac{1}{4}$  of the width)  
Stationery, Letterhead, Contract, Form



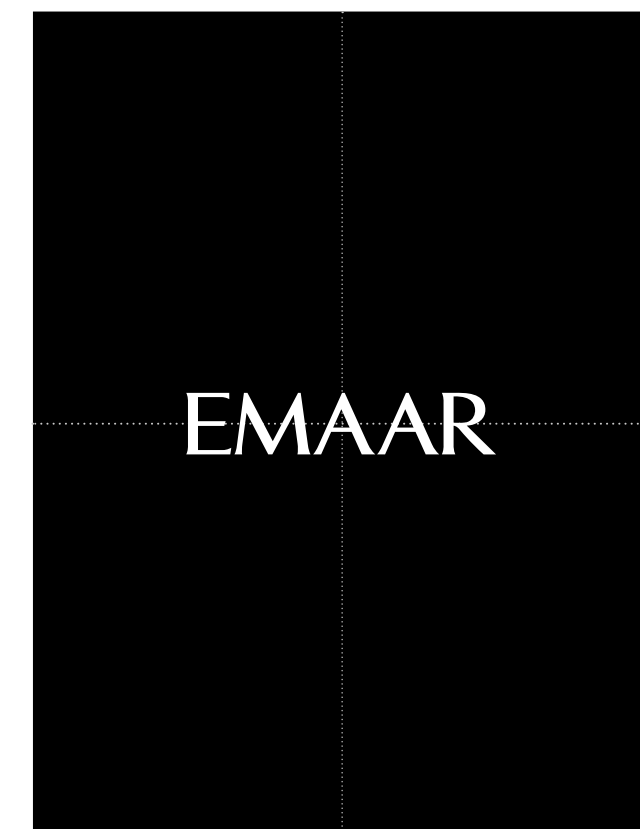
Logo at the top ( $\frac{1}{4}$  of the width)  
Online, EDM



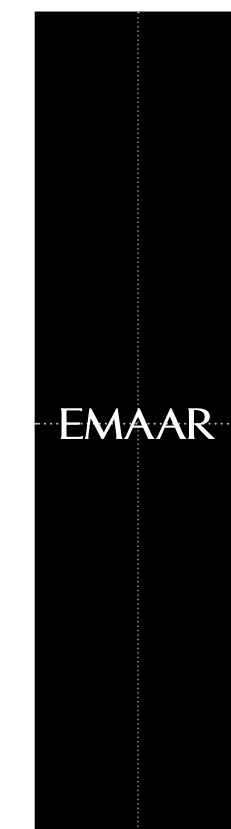
Logo at the centre ( $\frac{1}{4}$  of the width)  
Folder



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)



## 2.7 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

## 2.8 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

## 2.9 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

## 2.10 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

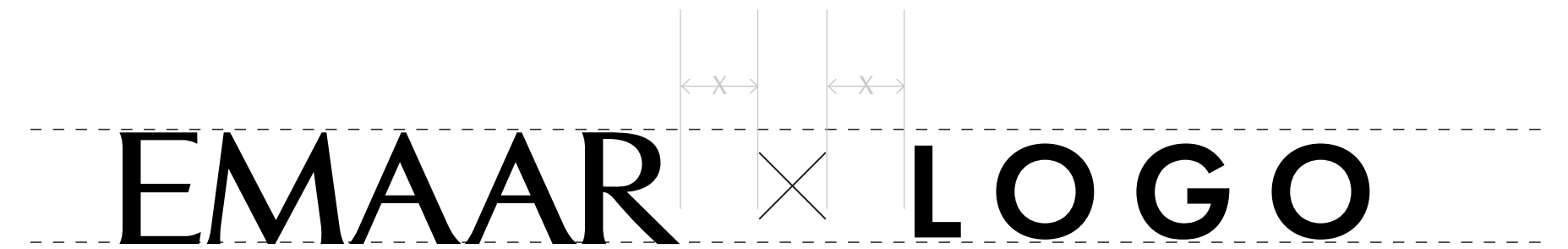
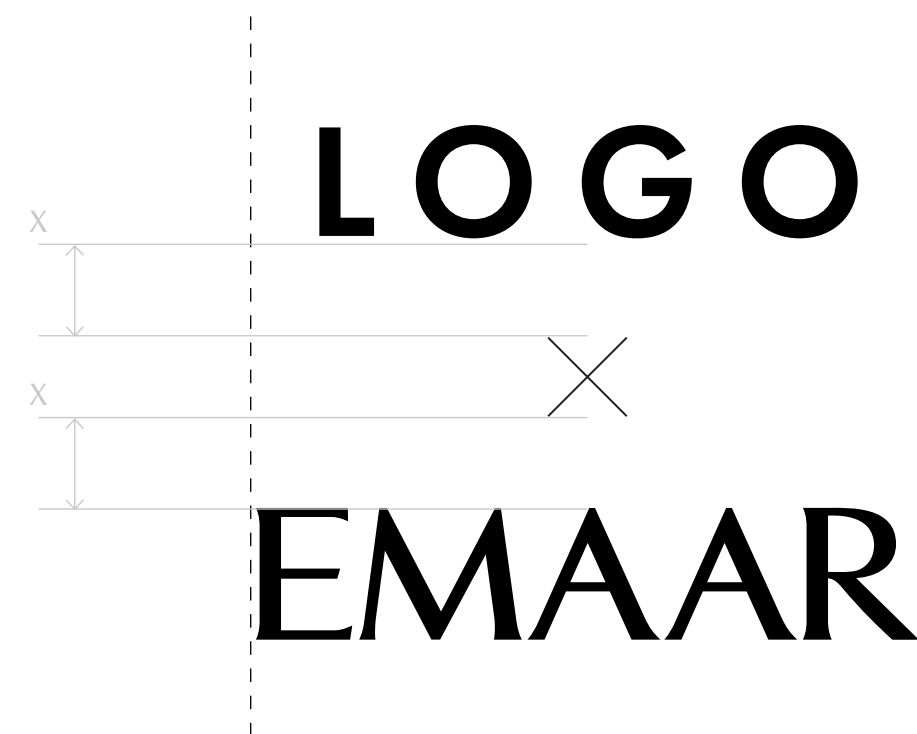
Secondary Font  
/  
Arial

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

## 2.11 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.



## 2.12 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.



## 2.13 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.

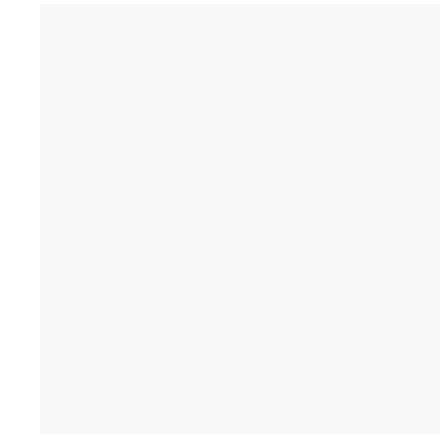
Primary  
Color



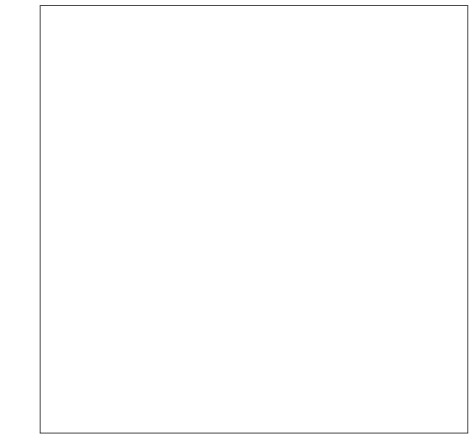
BLACK  
C0 / M0 / Y0 / K100  
R00 / G00 / B00  
#000000



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

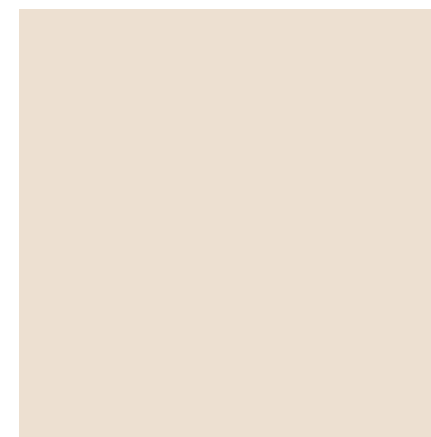


LIGHT GREY  
Pantone Cool Gray 1U  
C0 / M0 / Y0 / K2  
R248 / G248 / B248  
#f8f8f8



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

Highlight  
Color (Web)



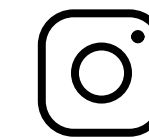
SAND  
C6 / M10 / Y16 / K0  
R237 / G224 / B209  
#EDE0D1

## 2.14 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.



## 3.0 EMAAR ENTITIES

### 3.1 EMAAR ENTITIES

#### *Entities lock up \_ Vertical*

*(Internal Use Only)*

Each EMAAR entity has its own lock up, which was explicitly designed for internal use only.

Following is the vertical version of each lock up to use where applicable.

EMAAR

---

COMMUNITY  
MANAGEMENT

EMAAR

---

DEVELOPMENT

EMAAR

---

ENTERTAINMENT

EMAAR

---

HOSPITALITY

EMAAR

---

MALLS

### 3.1 EMAAR ENTITIES

#### *Entities lock up \_ Horizontal*

#### *(Internal Use Only)*

Each EMAAR entity has its own lock up, which was explicitly designed for internal use. Following is the horizontal version of these lock ups to use where applicable.

EMAAR

DEVELOPMENT

EMAAR

MALLS

EMAAR

HOSPITALITY

EMAAR

ENTERTAINMENT

EMAAR

COMMUNITY MANAGEMENT

## 3.2 EMAAR ENTITIES

### *Website Framing*

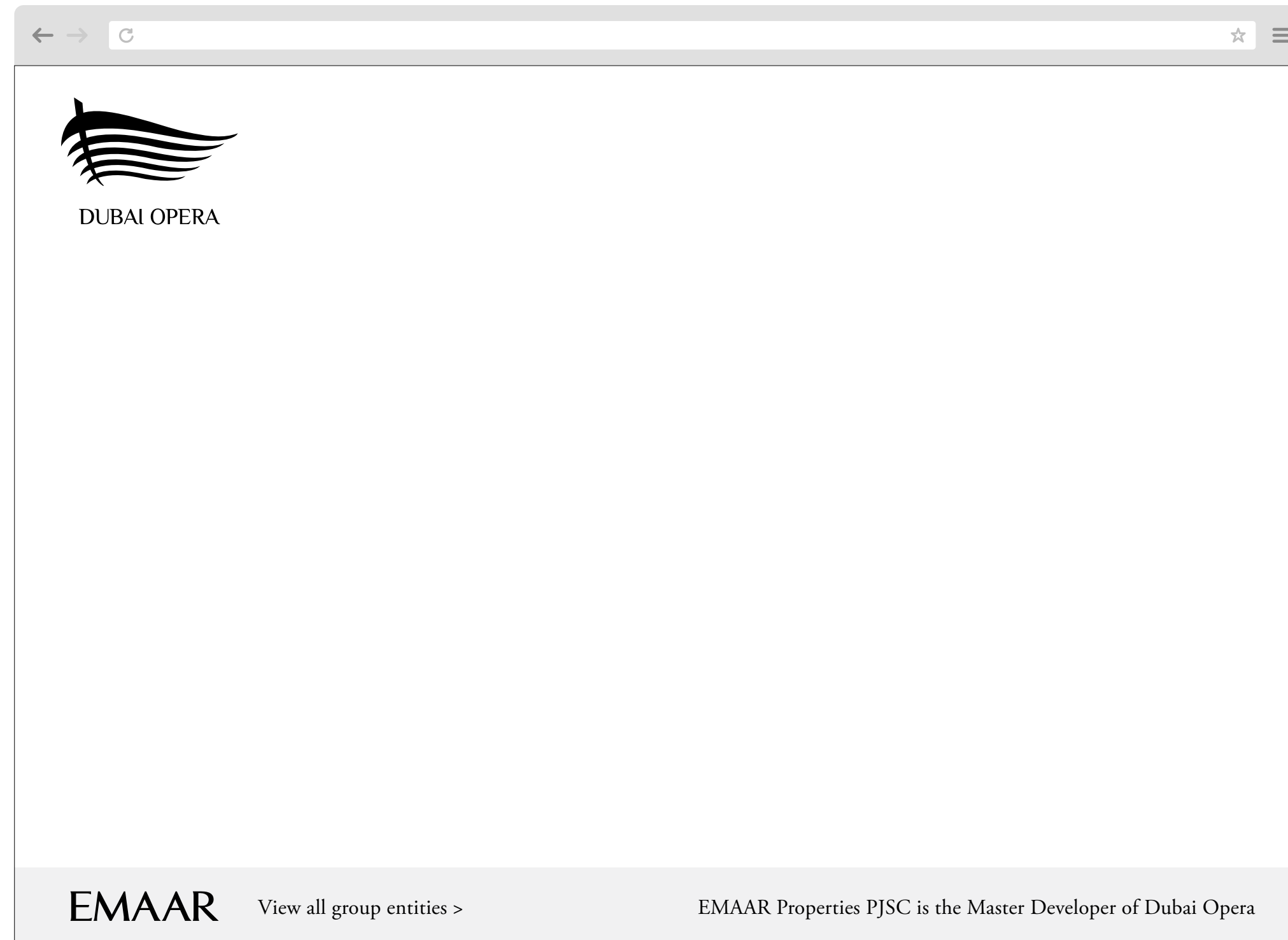
The EMAAR logo must be embedded and fixed across the footers of all group sites.



## 3.2 EMAAR ENTITIES

### *Website Framing*

The EMAAR logo must be embedded and fixed across the footers of all group sites.

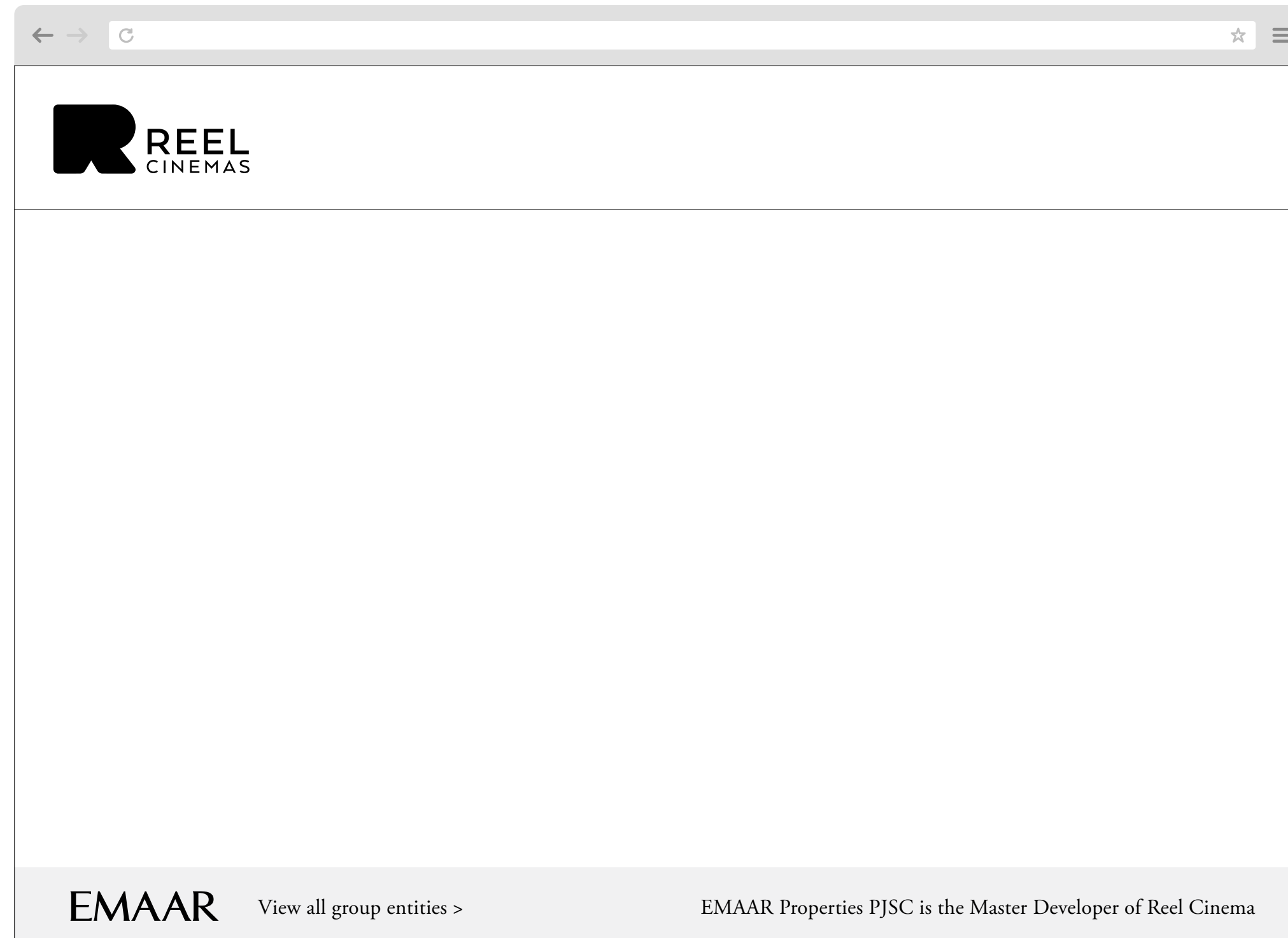




## 3.2 EMAAR ENTITIES

### *Website Framing*

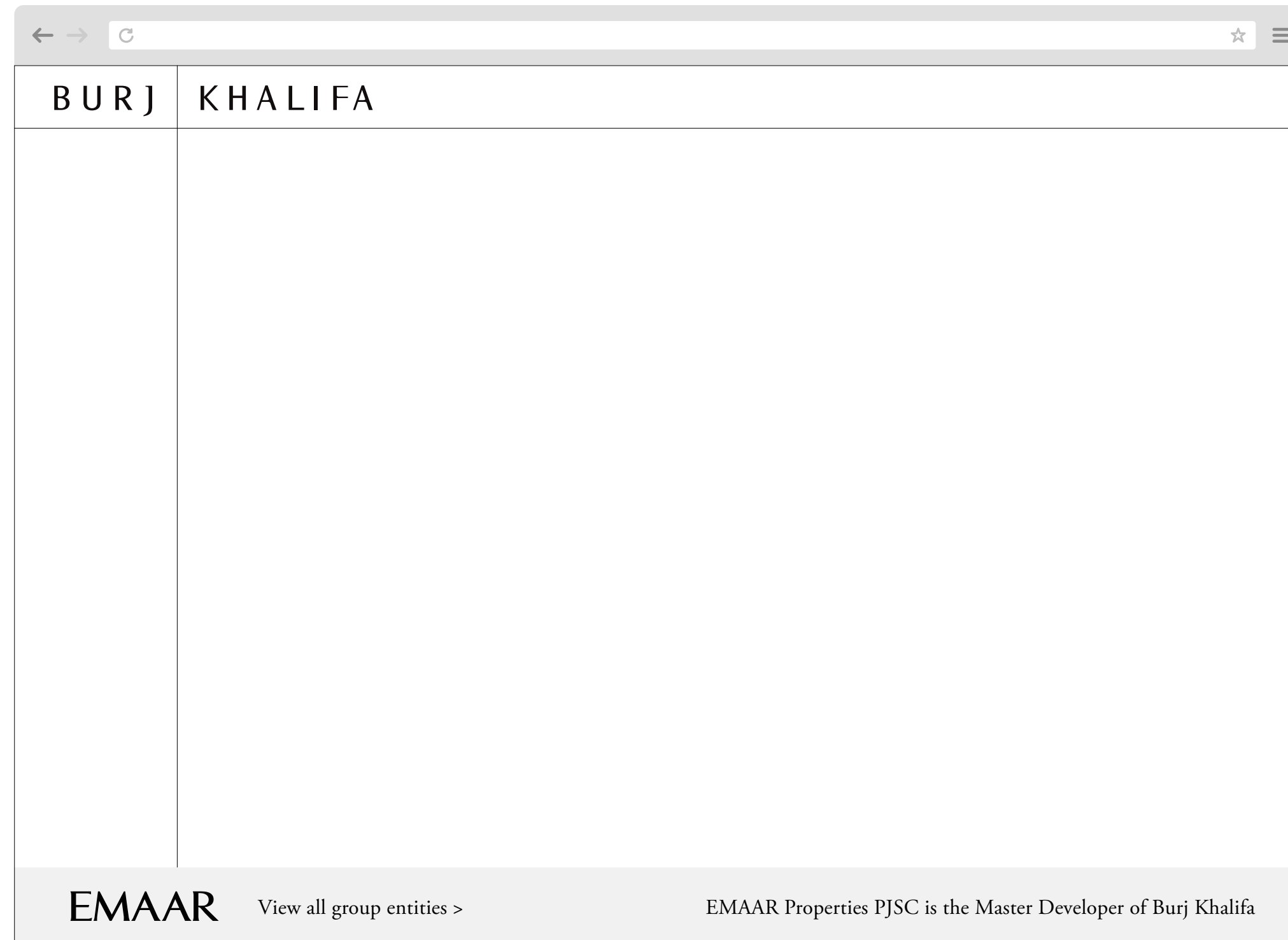
The EMAAR logo must be embedded and fixed across the footers of all group sites.



## 3.2 EMAAR ENTITIES

### *Website Framing*

The EMAAR logo must be embedded and fixed across the footers of all group sites.



### 3.3 EMAAR ENTITIES

#### *Outdoor Facade Logo (Malls)*

The EMAAR logo should be centred below the corresponding entity's logo. The distance between them should be three full heights of the EMAAR logo.

The EMAAR logo size should be 70% of the corresponding entity's wordmark.

All outdoor facade logos should be applied in the same scale.

The vector file can be found in the master folder.

DUBAI MALL  
EMAAR  
EMAAR  
EMAAR

DUBAI MALL  
EMAAR

SOUK  
AL  
BAHAR  
EMAAR

GOLD &  
DIAMOND  
PARK  
EMAAR

DUBAI  
MARINA  
MALL  
EMAAR

### 3.3 EMAAR ENTITIES

#### *Outdoor Facade Logo*

#### *(Entertainment)*

The EMAAR logo should be centred below the corresponding entity's logo. The distance between them should be three full heights of the EMAAR logo.

The EMAAR logo size should be 70% of the corresponding entity's wordmark.

All outdoor facade logos should be applied in the same scale.

The vector file can be found in the master folder.



### 3.3 EMAAR ENTITIES

#### *Outdoor Facade Logo*

##### *(Hospitality)*

The EMAAR logo should be centred below the corresponding entity's logo. The distance between them should be three full heights of the EMAAR logo.

The EMAAR logo size should be 70% of the corresponding entity's wordmark.

All outdoor facade logos should be applied in the same scale.

The vector file can be found in the master folder.



### 3.3 EMAAR ENTITIES

#### *Outdoor Facade Logo*

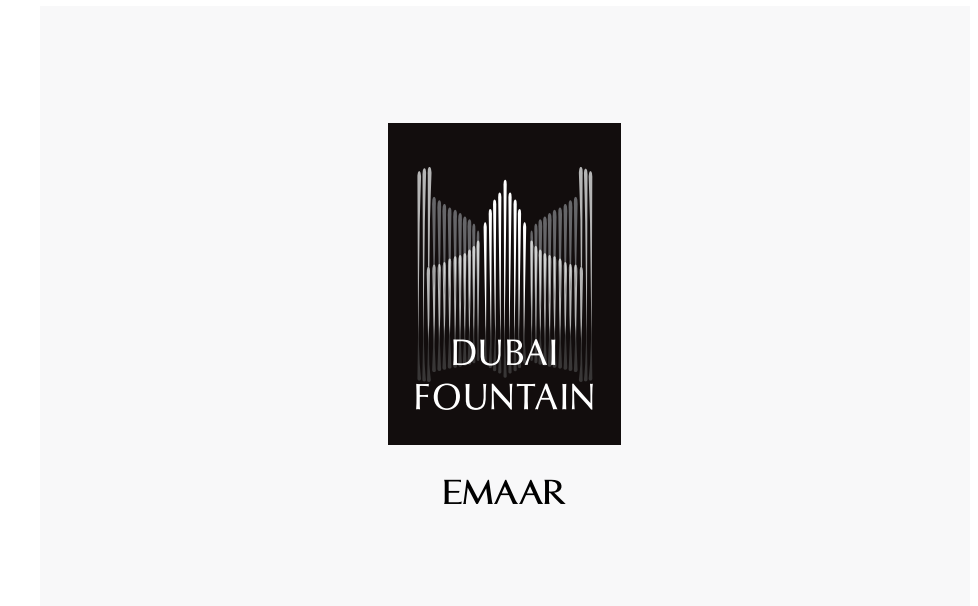
##### *(Burj Khalifa)*

The EMAAR logo should be centred below the corresponding entity's logo. The distance between them should be three full heights of the EMAAR logo.

The EMAAR logo size should be 70% of the corresponding entity's wordmark.

All outdoor facade logos should be applied in the same scale.

The vector file can be found in the master folder.



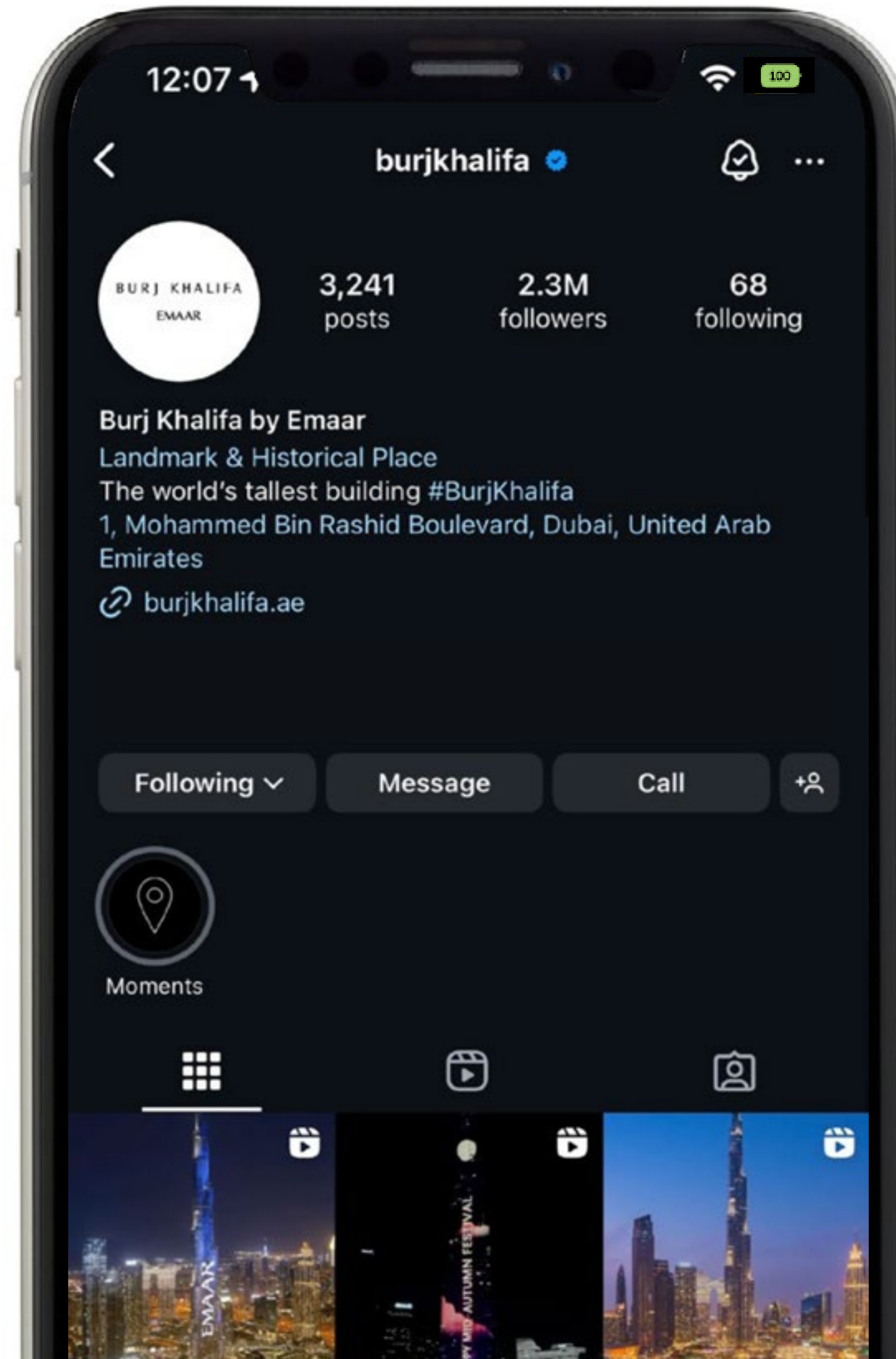
### 3.3 EMAAR ENTITIES

#### *Social Media*

##### *- Instagram*

All social media profile descriptions should mention “by @EmaarDubai” or “developed by @EmaarDubai”. @EmaarDubai should link directly to EMAAR Dubai Instagram Page.

On every single post, it will be nice to have #Emaar to improve the brand awareness of Emaar brand.



### 3.3 EMAAR ENTITIES

#### *Social Media*

##### *- Facebook*

The Facebook name should feature “by Emaar” at the end. Such as “Address Hotels by Emaar”, “Reel Cinemas Dubai by Emaar”, “Dubai Opera by Emaar”.

On every single post, it will be nice to have #Emaar to improve the brand awareness of Emaar brand.

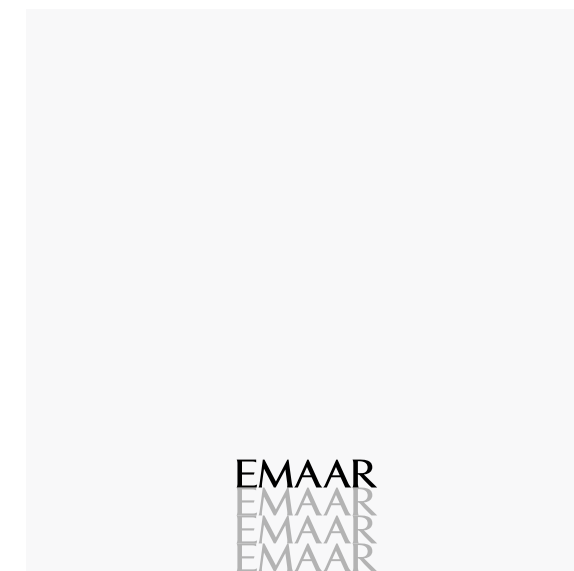




### 3.4 EMAAR ENTITIES

#### *Social Posts - Image and Video*

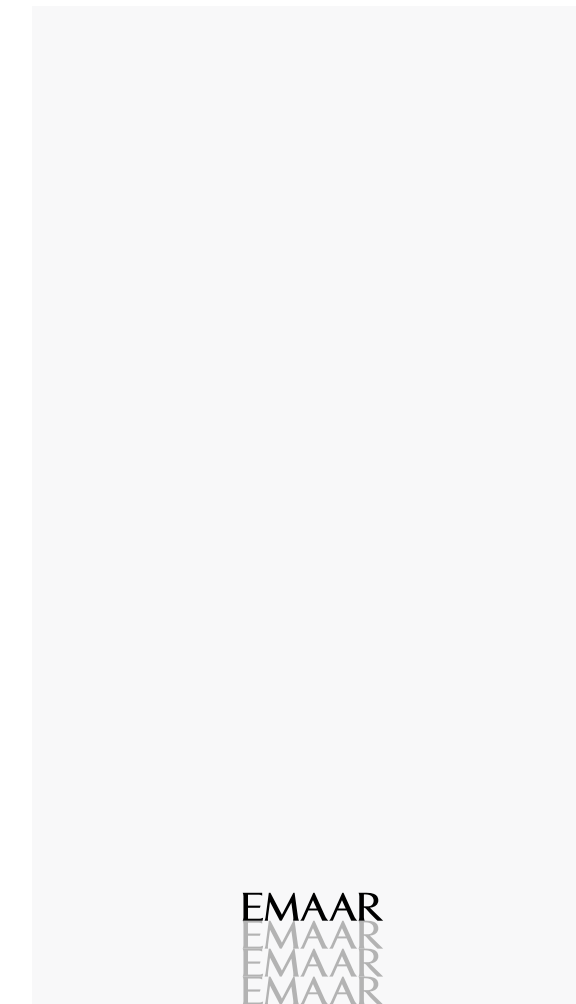
EMAAR logo has to be featured in all social media posts. In the videos, the logo should be present throughout the entire duration.



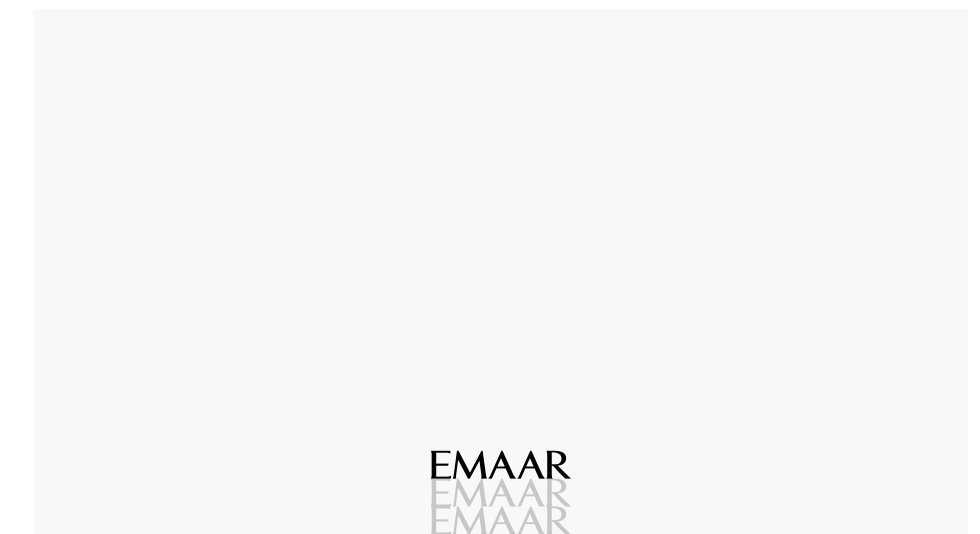
EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame.



EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame.



EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame.

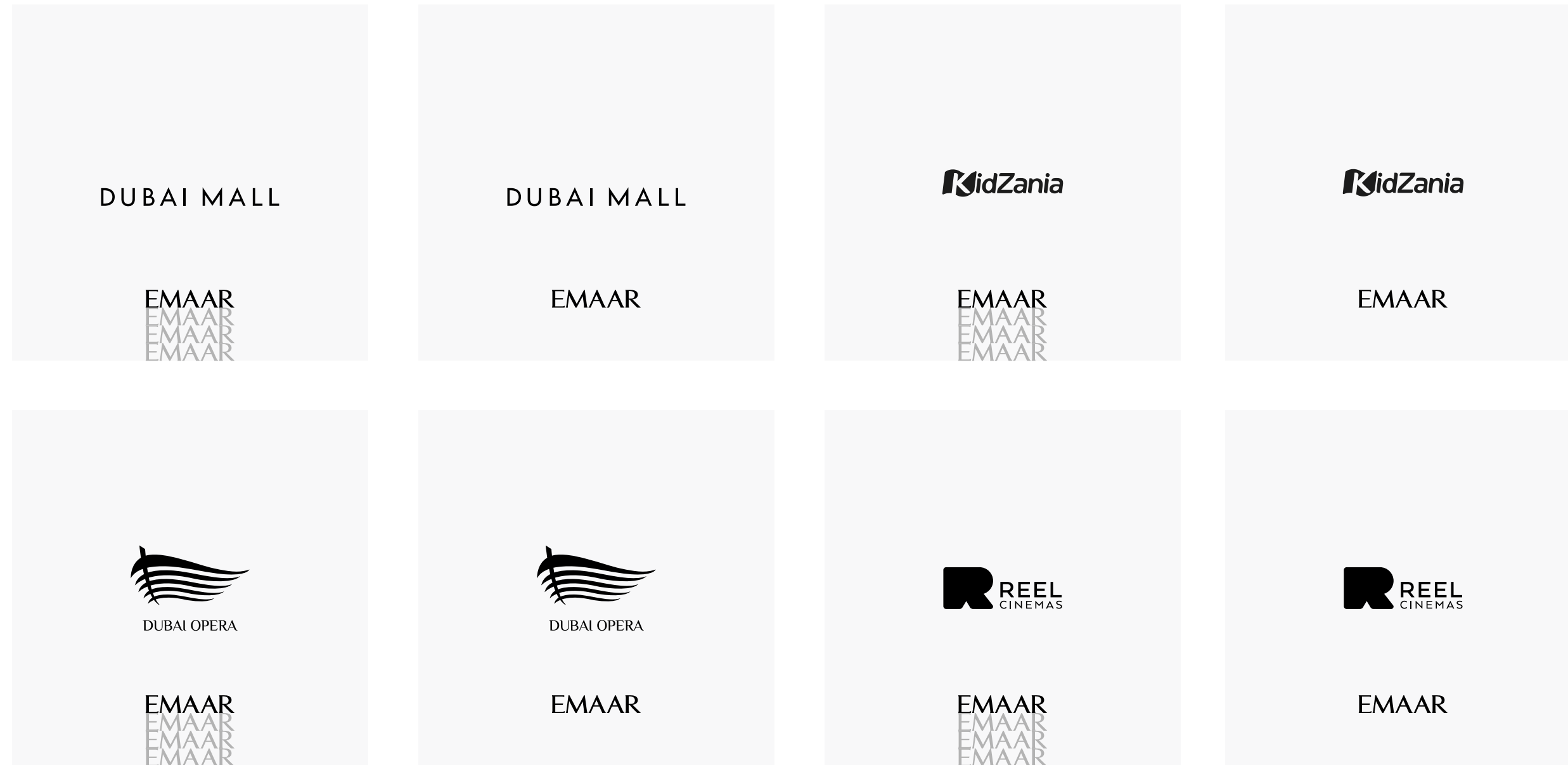


EMAAR footer logo should be 15% of frame width and 2 'logo' spacings from the bottom of frame

### 3.4 EMAAR ENTITIES

#### *Social posts - Ending Frame*

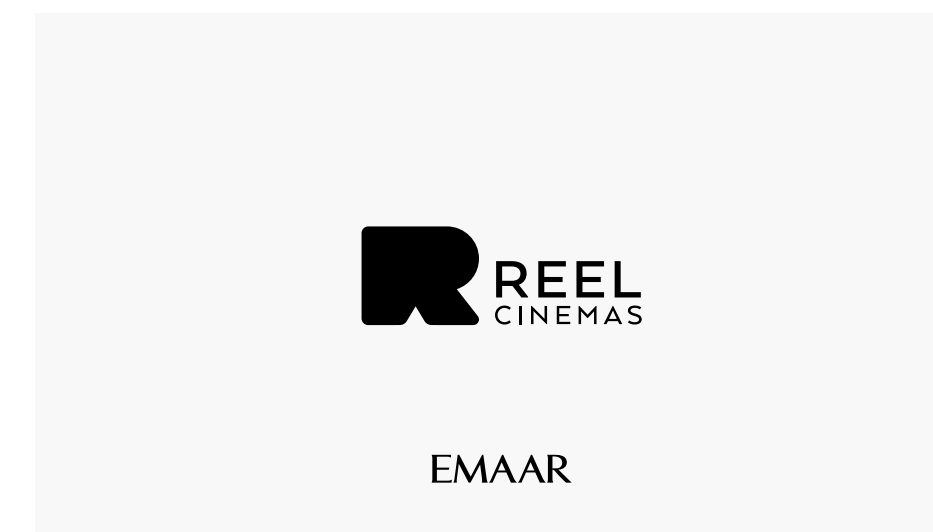
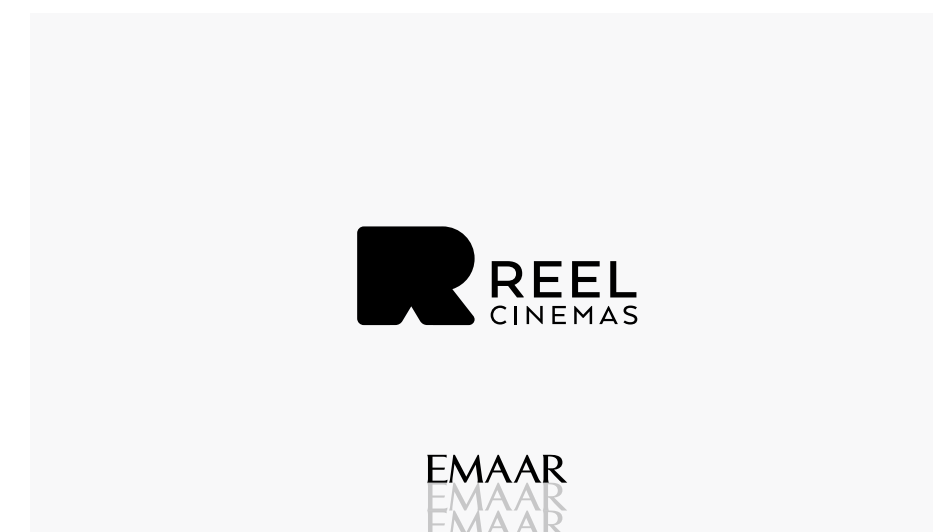
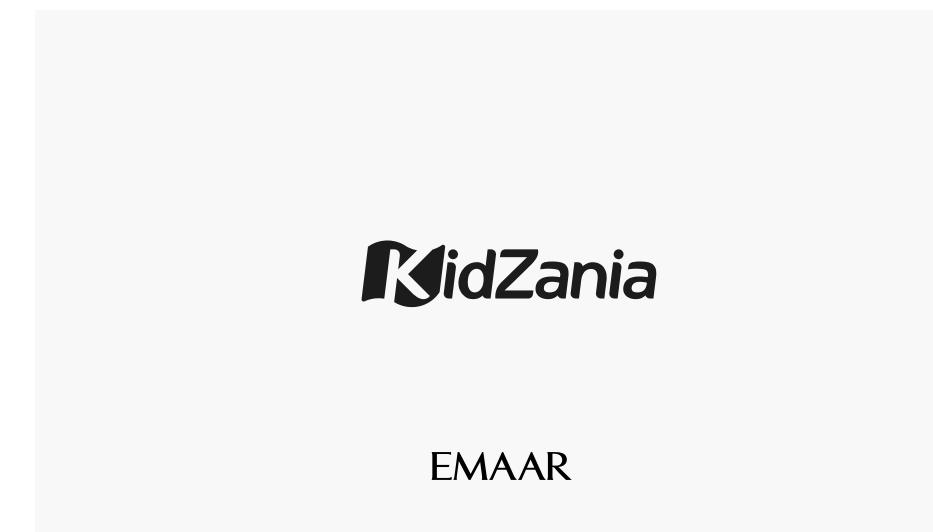
In the ending frame of all social video posts, the size of the EMAAR logo should be 1/4 of the total frame width and three EMAAR logo heights above the bottom. The colour of the EMAAR logo should be the same as the corresponding entity's logo.



### 3.4 EMAAR ENTITIES

#### *Social posts - Ending Frame*

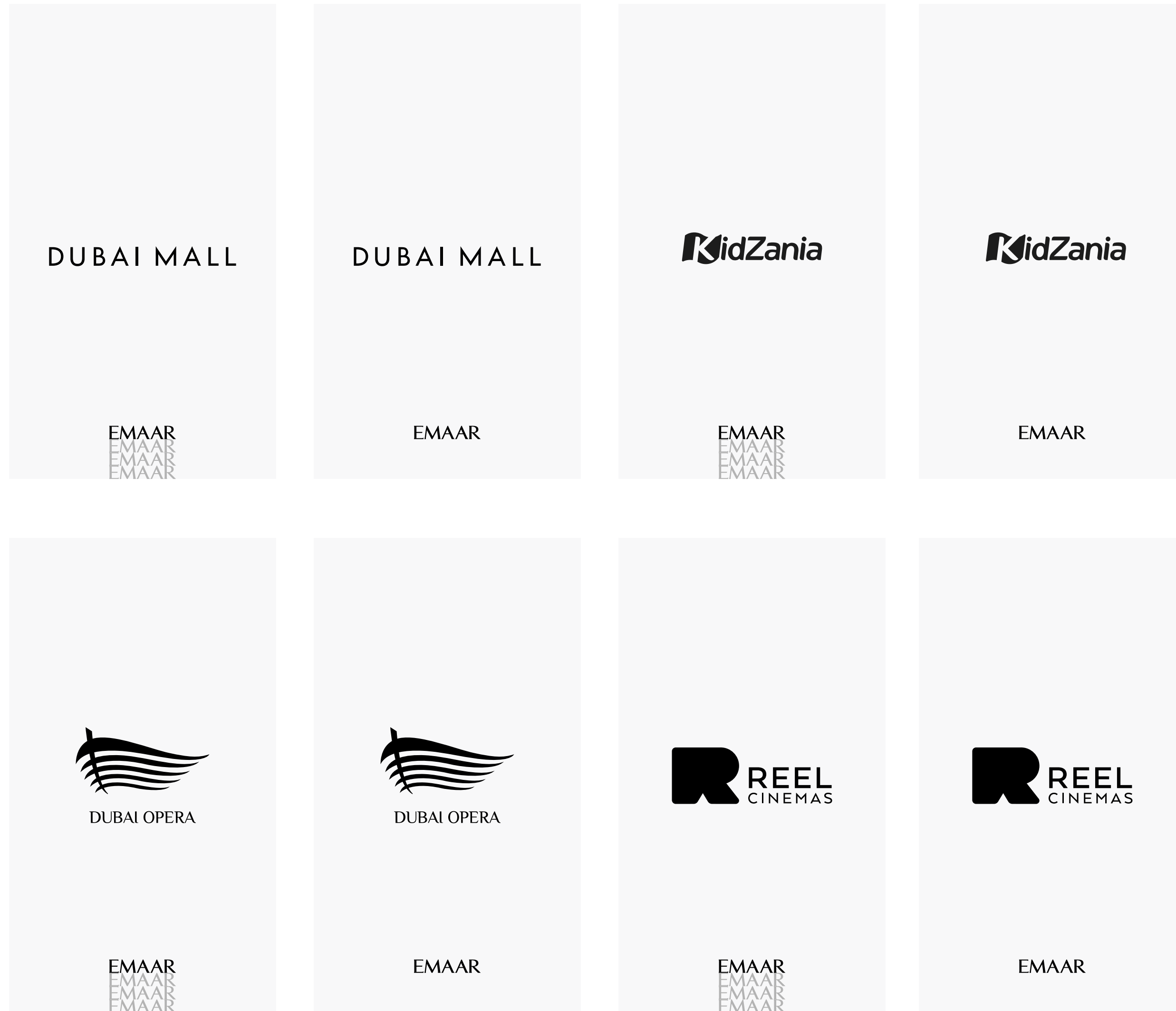
In the ending frame of all social video posts, the size of the EMAAR logo should be 15% of the total frame width and two EMAAR logo heights above the bottom. The colour of the EMAAR logo should be the same as the corresponding entity's logo.



### 3.4 EMAAR ENTITIES

#### *Social posts - Ending Frame*

In the ending frame of all social video posts, the size of the EMAAR logo should be 1/4 of the total frame width and three EMAAR logo heights above the bottom. The colour of the EMAAR logo should be the same as the corresponding entity's logo.



### 3.5 EMAAR ENTITIES

#### *Press Backdrop*

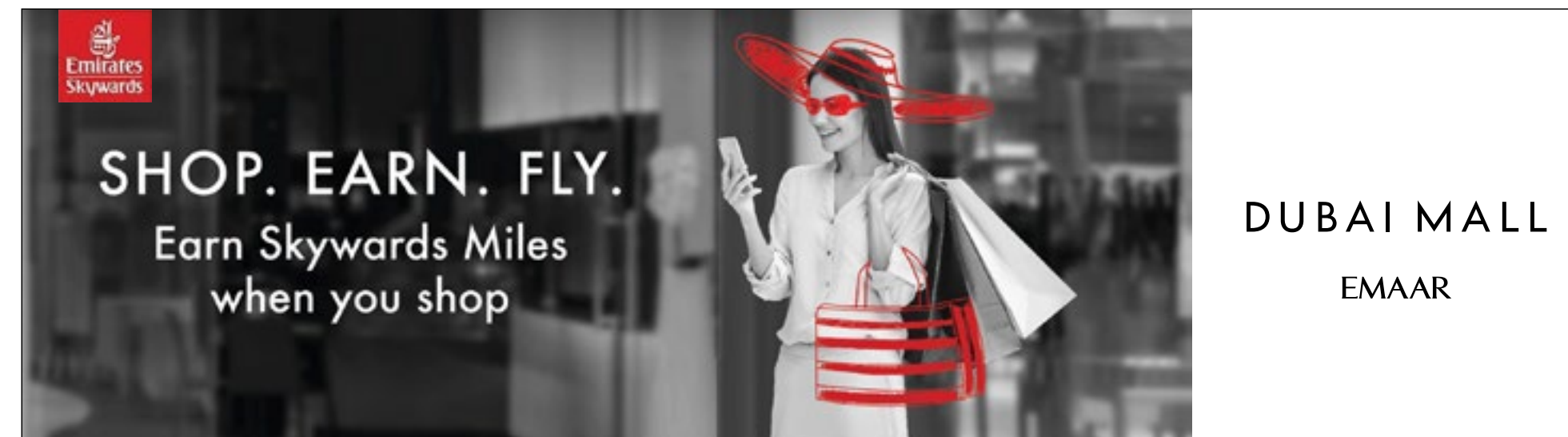
For events, the EMAAR logo must be present in the press backdrop. The size of the EMAAR logo should be proportionally same as the corresponding logo's size.



### 3.6 EMAAR ENTITIES

#### *Digital Banners*

EMAAR entities with EMAAR logo lock up should be using on all digital banners.

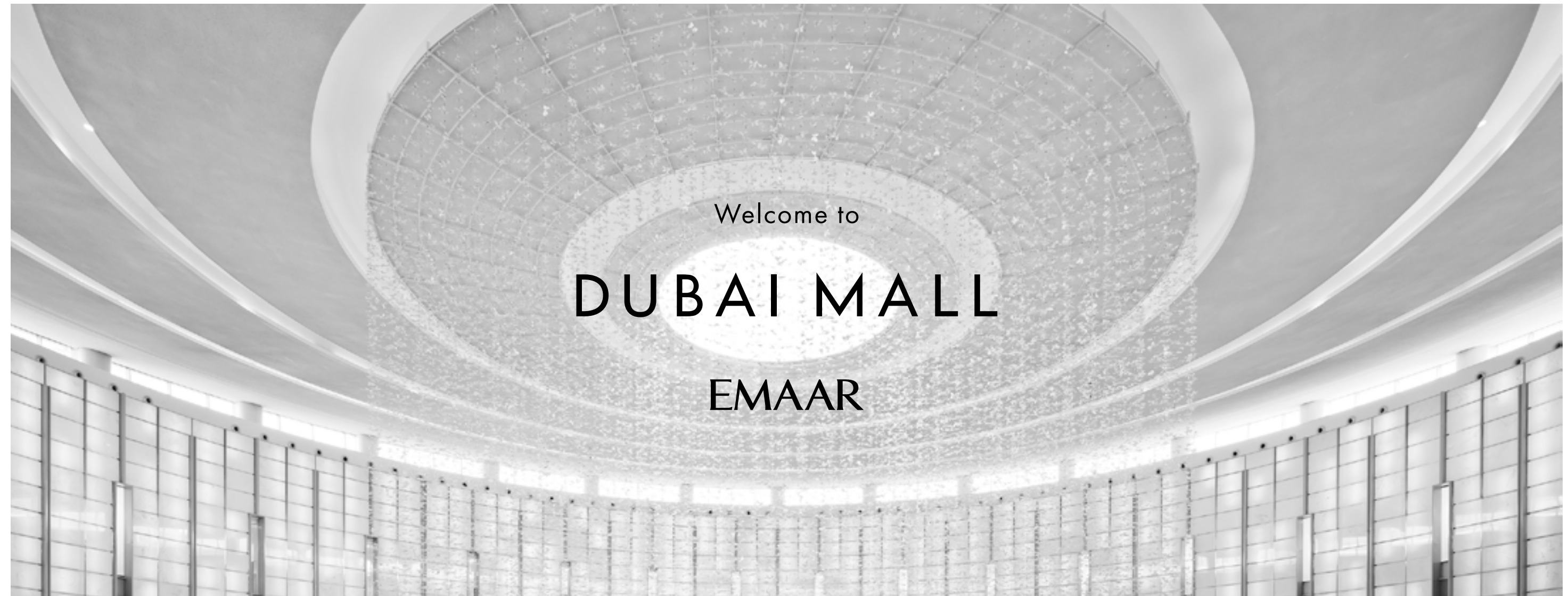


## 3.6 EMAAR ENTITIES

### *Outdoor*

In all outdoor communications and across all EMAAR entities, the EMAAR logo lock up should be used and not the brandmark.

The vector file can be found in the master folder.

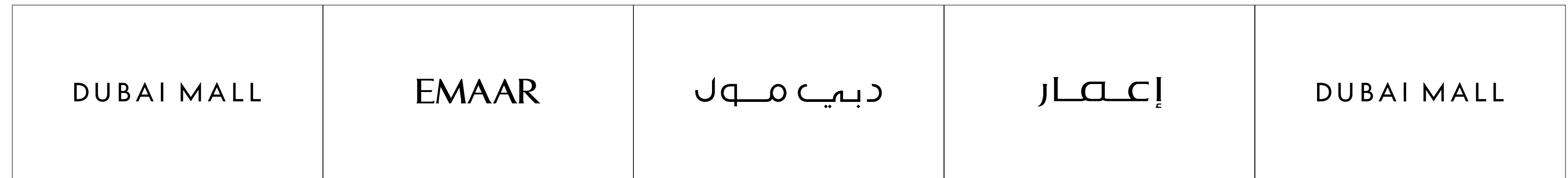


### 3.6 EMAAR ENTITIES

#### *Hoarding*

The layout of the hoarding should follow the illustrated sequence, with the entity logo and then wordmark (English and Arabic) repeated throughout the entire length of the hoarding.

Visual / Creative can vary for each entity.



Entity's creative on the background



## 3.6 EMAAR ENTITIES

### *Print Advertising*

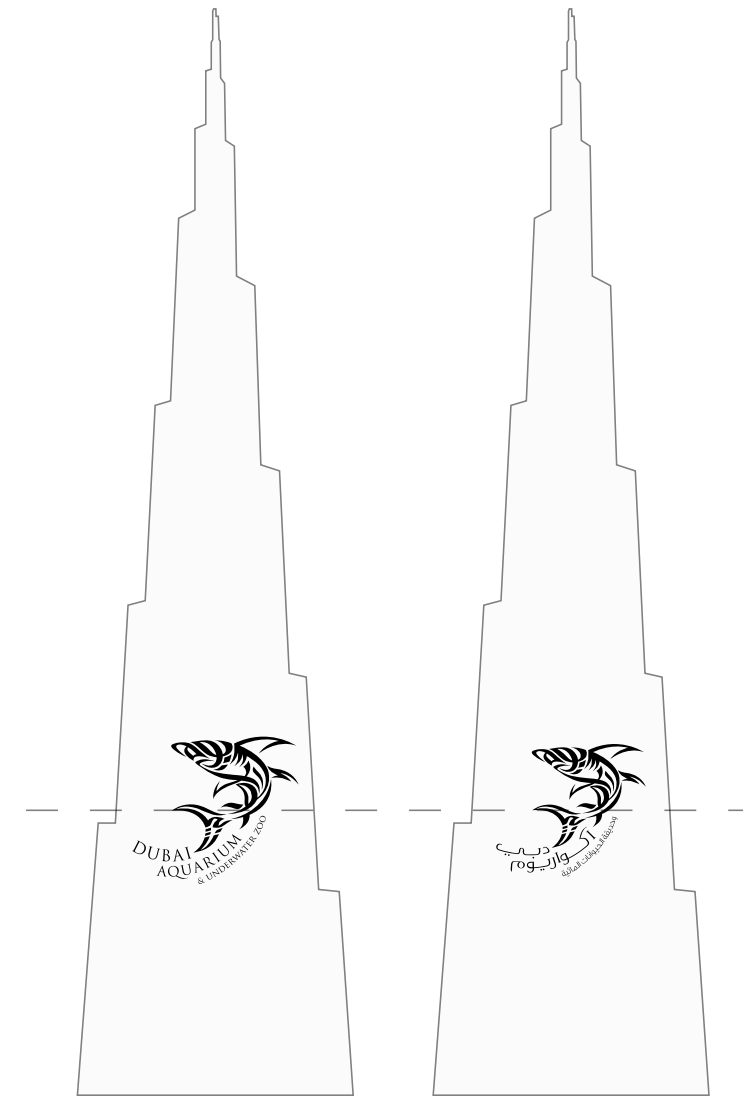
In all printed communications and across all EMAAR entities, the EMAAR logo lock up should be used and not the landmark.



## 3.6 EMAAR ENTITIES

### *Burj Khalifa Screen*

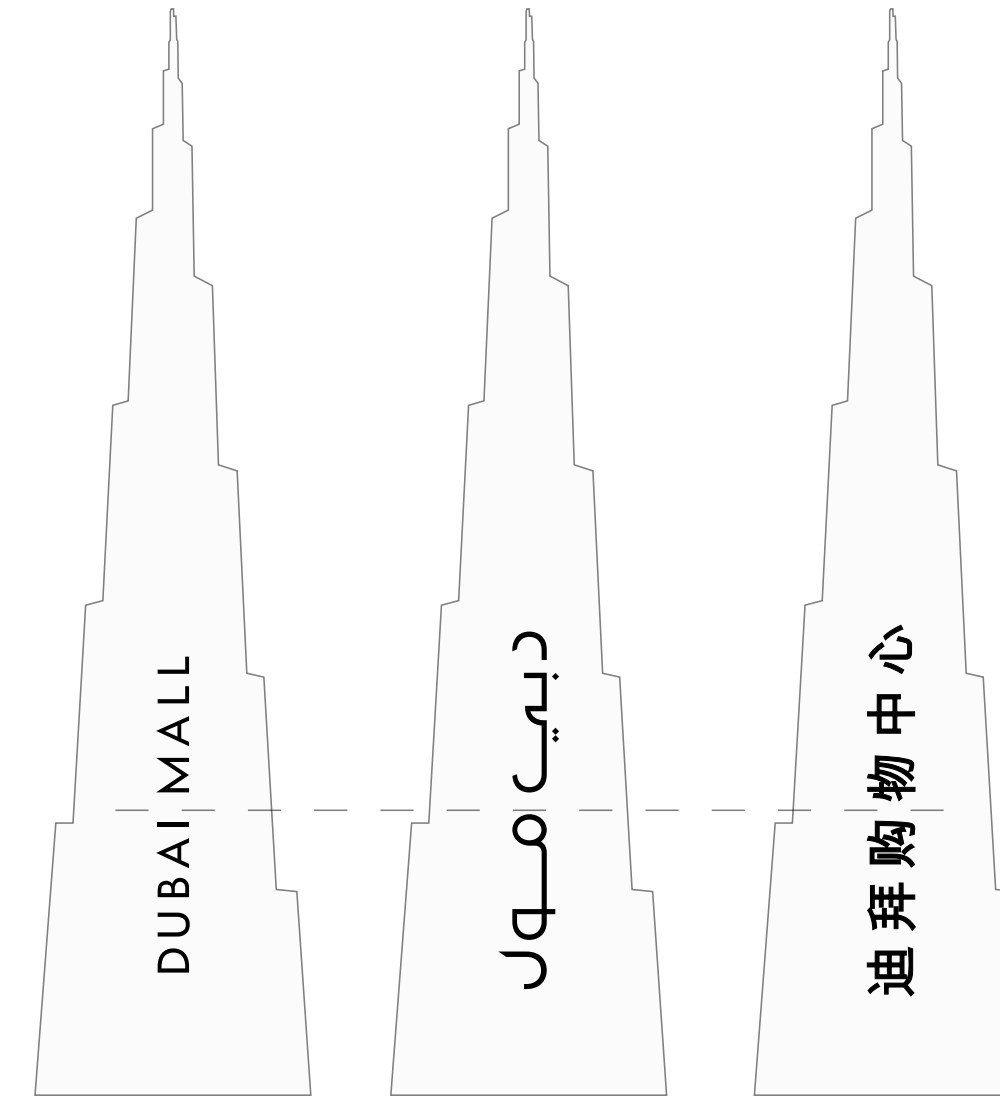
In all Burj Khalifa screen communications, the EMAAR entity's logo should appear first in the sequence, and EMAAR logo should appear last (English, Arabic and simplified Chinese in sequence).



(FIRST SEQUENCE)

ENTITY LOGO ONLY SCENE  
(HORIZONTAL OPTION)

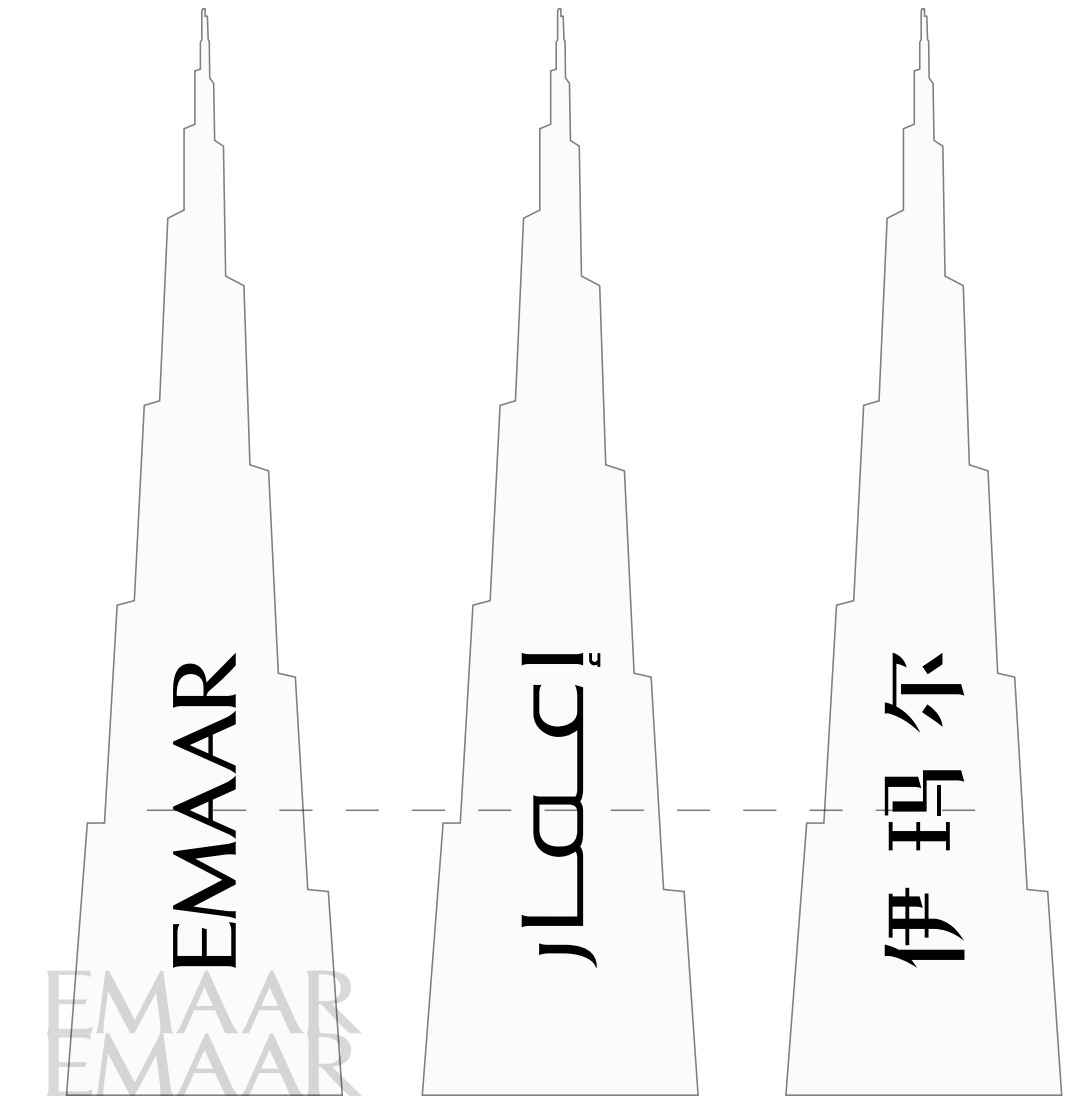
Entity logo must be 60% of the screen width and aligned to the centre of the English EMAAR wordmark logo. English is the primary language featured on the Burj Khalifa screen, the secondary is Arabic, and the last is simplified Chinese.



(FIRST SEQUENCE)

ENTITY LOGO ONLY SCENE  
(VERTICAL OPTION)

Entity logo must be rotate left and aligned to the centre of the English EMAAR wordmark logo. English is the primary language featured on the Burj Khalifa screen, the secondary is Arabic, and the last is simplified Chinese.



(LAST SEQUENCE)

EMAAR LOGO ONLY SCENE

EMAAR English Logo must be 29% of screen height. Logos in other languages have to follow this height, and have to be aligned to the centre of the English EMAAR wordmark logo.

## 4.0 EMAAR INTERNATIONAL

## 4.1 EMAAR

### INTERNATIONAL

#### *International Destination Lock Up*

Each international destination should apply their corresponding lock up for all collateral usage. Do not alter or modify the international destination lock up in any way.

**EMAAR**  
TURKEY

**EMAAR**  
MISR

**EMAAR**  
INDIA

**EMAAR**  
PAKISTAN

**EMAAR**  
LEBANON

**EMAAR**  
MOROCCO

**EMAAR**  
MIDDLE EAST

**EMAAR**  
USA

## 4.2 EMAAR

### INTERNATIONAL

#### *Business Cards (English + Arabic)*

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

Find 'Business Card' template in the Master Folder.

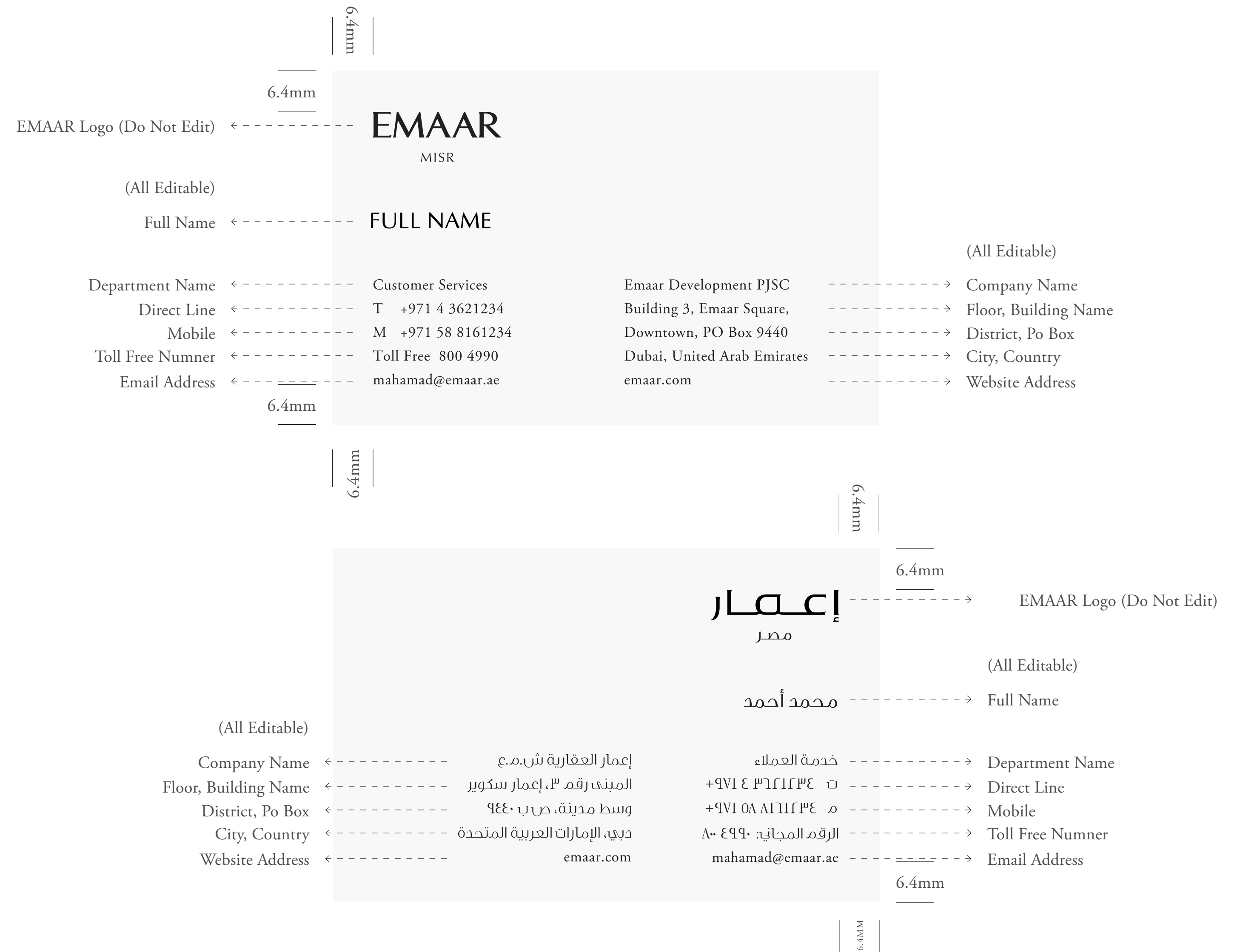
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 400g

*Colour:* 1C x 1C

*Size:* 85mmw x 55mmh

*Finishing:* Black Gloss Foil logo on both sides



## 4.3 EMAAR INTERNATIONAL *Letterhead*

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

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

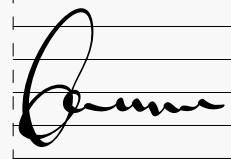
### *Paper and Printing Specification*

*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	
11.746mm	EMAAR MISR	11.746mm
First line of address	Recipient Name Company Name Street Name City / Country	
Date	Date November 28, 2019	
First line of letter	Dear Recipient, Bus dem iur suntur andi ut as dolupta remquiandae voloreptatem esto bearum faccabo rionser endendandae conem cum nobitatium renet quam ad que cuptatis qui ut aut essimusa sit iuritate sequas volecto et litatiuste officit atenis plicaborum et od eatiur sam labo. Nam abo. Nequo est et endelesequi dellorum non con pratinventia nument pcollatiis naturibus inimolu pratio quid quo rem hilitae. Itatur se et voloruptate pel evelesequam ea quamet ab inum fuga. Nequi del iusa quam, voloria niendeberit excepudandia et faccume re volles voluptratus et dolupri aristia essitaqui desequ eiuendebis idem quuntotatia ne voluptra pa si arit vellandam abo. Poribus dolur esequi nonsedio dent molupras que solupature opta voloratis molliquia prae velestio dem re volupta tionsed isquaec totatqu idebis int officat. Aquisi ro veris derorepra que nihil inciam, omnimet ea perum incipsus sam ipis cust fuga. Tatum faccum im ducili aesci solo cum eos as et officit sed mos ressitae invel in reicatis doluptae corerum quos rernaturem niscide eius, omhimagnis mos eat elia vendam, que incimus arciendis parchictem exerum eumquid qui duntias exceperem. Ur dolum aut oditiore reperit voluptat facea comnima 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 te ni rest adipis vellaut eicto veria ium, to coresti ipsa volorem is exerio culpa nusandi autempos consequat.	
Sign off	Sincerely,  Full Name Department Name Business Unit Name	
EMAAR Address and Website	EMAAR PROPERTIES PJSC   P.O. BOX 9440, DUBAI, UNITED ARAB EMIRATES   EMAAR.COM	11.746mm

## 4.4 EMAAR INTERNATIONAL

### *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:* 110mmh x 220mmw

*Finishing:* Black Gloss Foil logo



## 4.5 EMAAR INTERNATIONAL

### *A4 Holder*

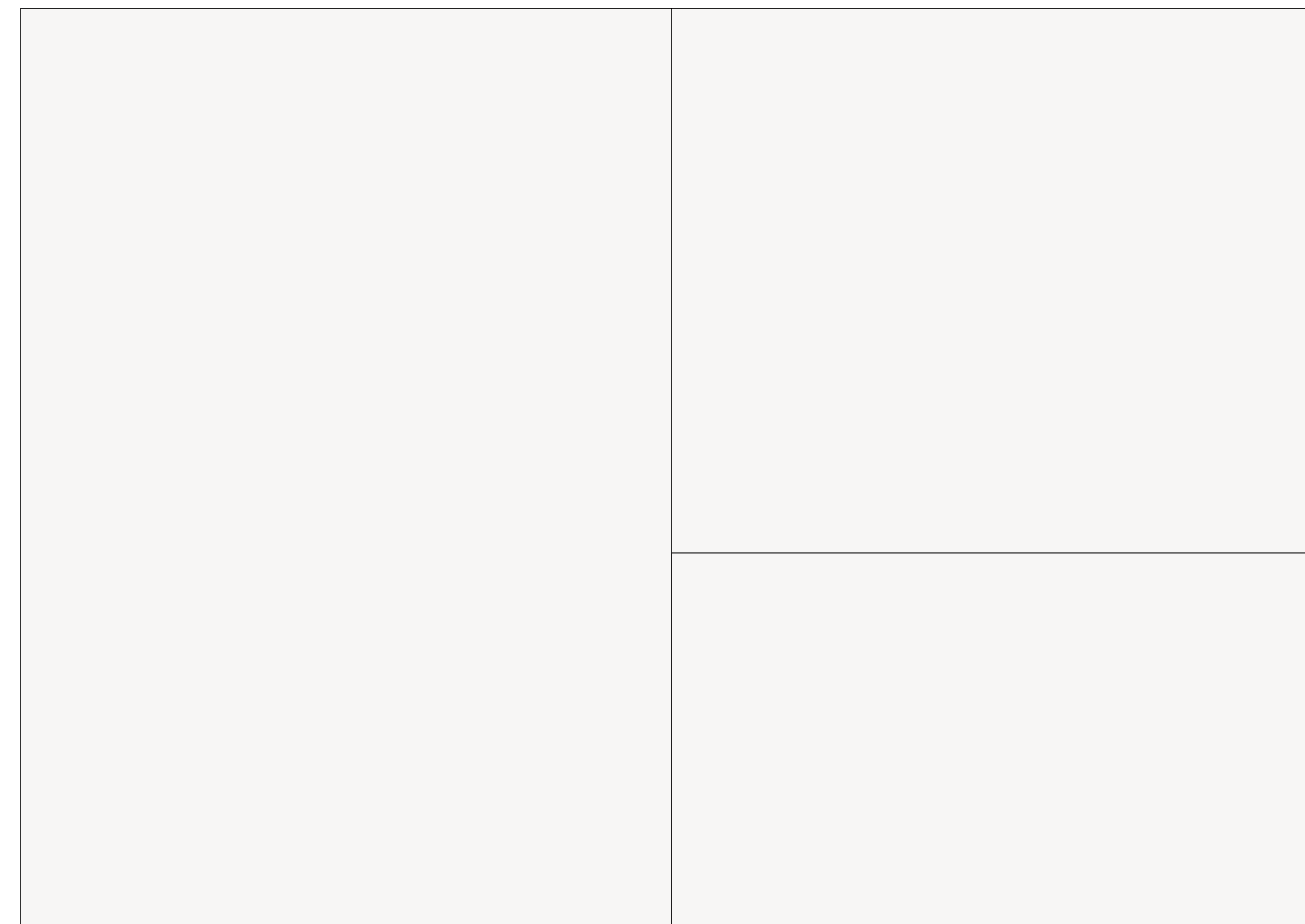
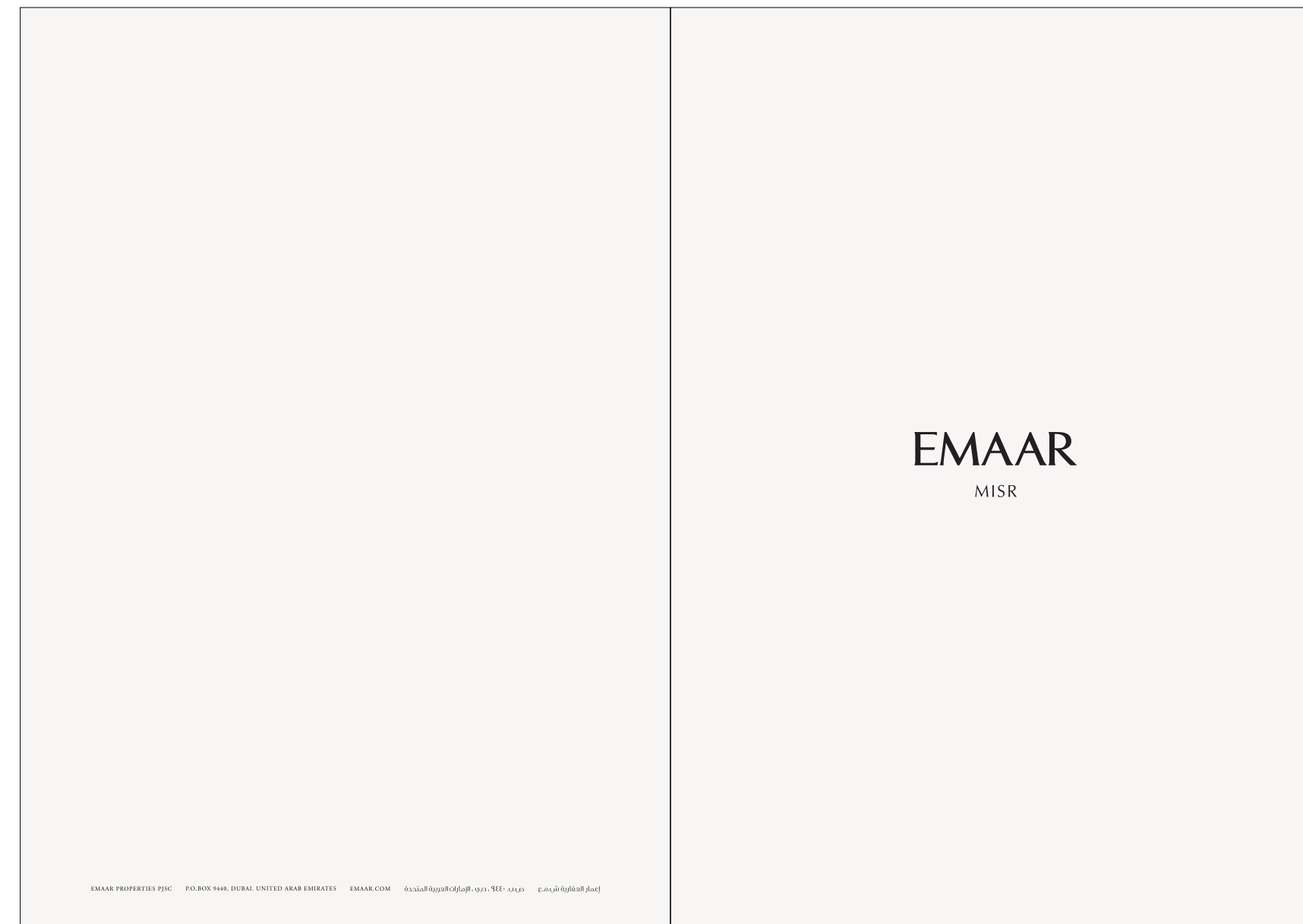
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 400g

*Colour:* 1C x 0C

*Size:* 225mmw x 310mmh

*Finishing:* Black Gloss Foil logo





## 4.6 EMAAR INTERNATIONAL

### *Thank you card*

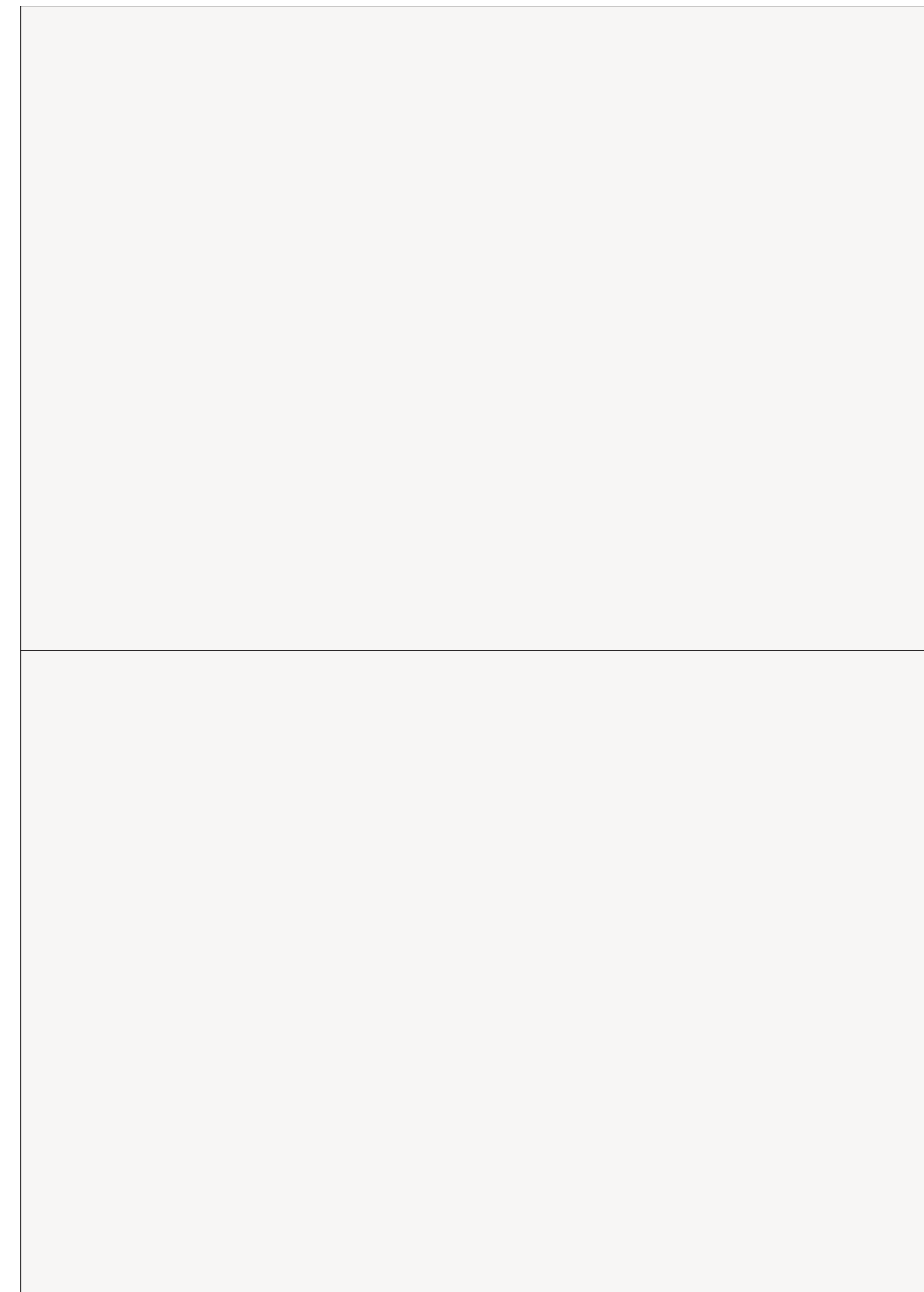
#### *Paper and Printing Specification*

*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

## 4.7 EMAAR INTERNATIONAL

### *Thank you envelope*

#### *Paper and Printing Specification*

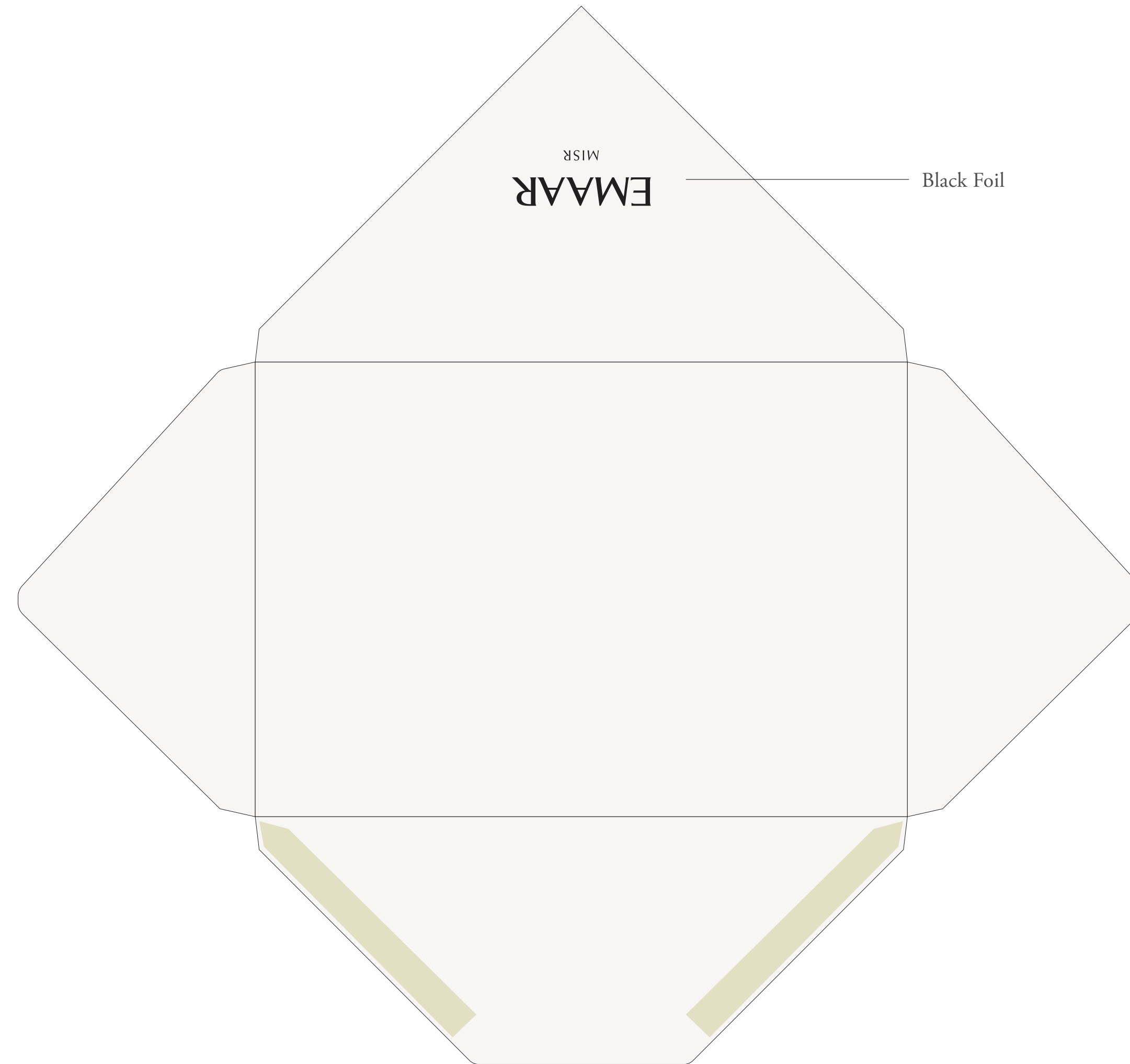
*Paper:* Everprint Premium from Orchid Paper 250g

*Colour:* 0C x 0C

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

*Finishing:* Black Gloss Foil logo

 Glue Area



## 4.8 EMAAR INTERNATIONAL

### *Notepad*

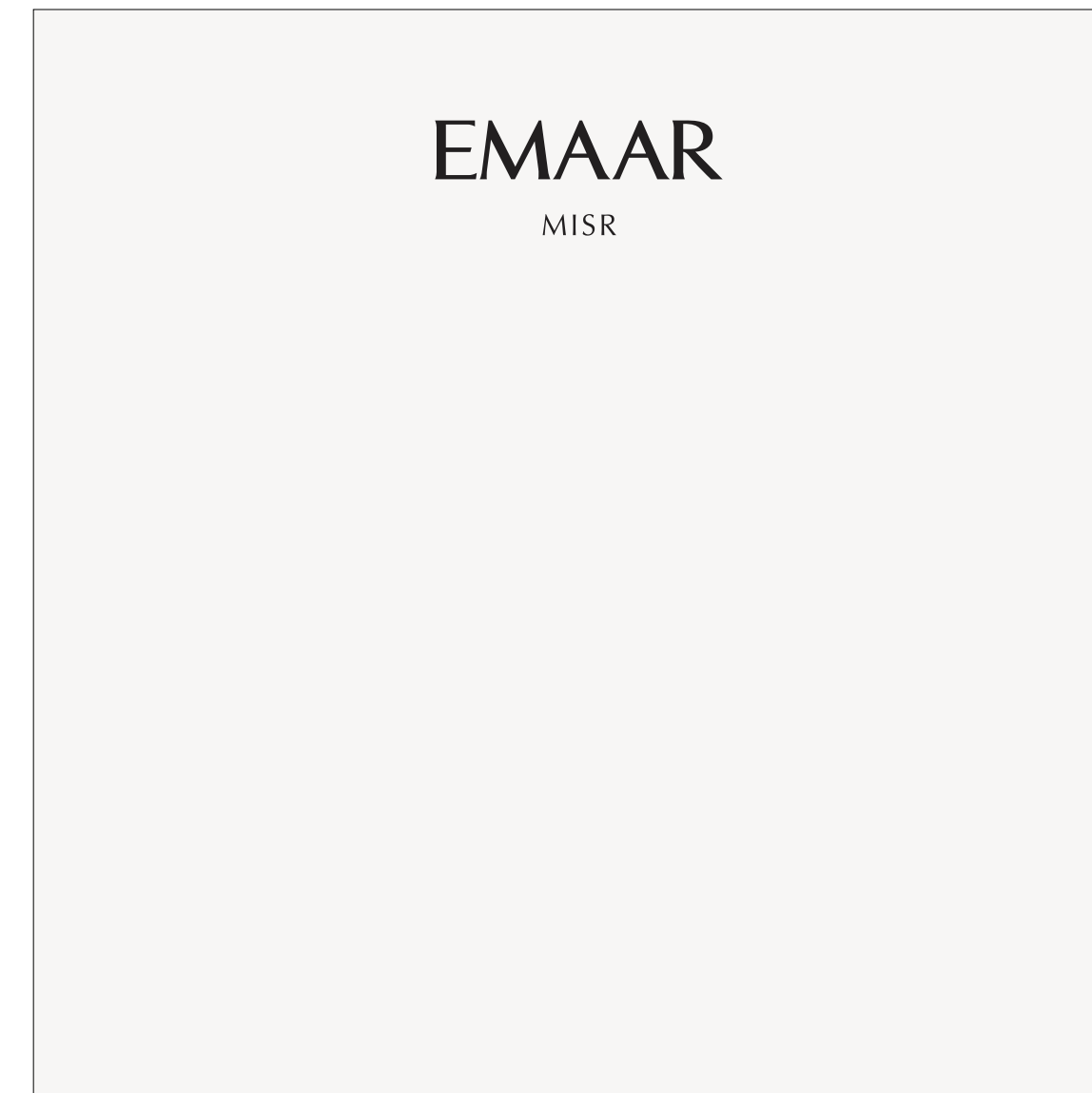
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 120g

*Colour:* 1C x 0C

*Size:* 80mmw x 80mmh

*Finishing:* Adhesive top back

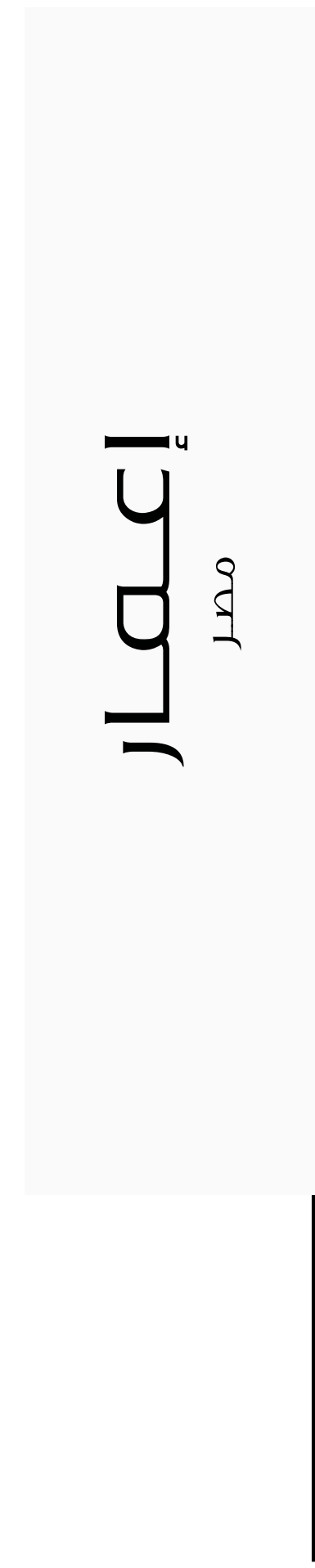
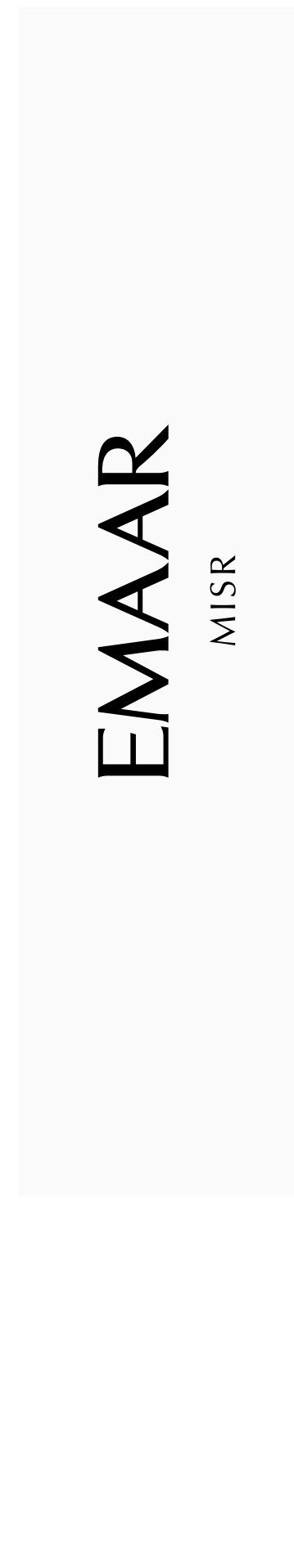
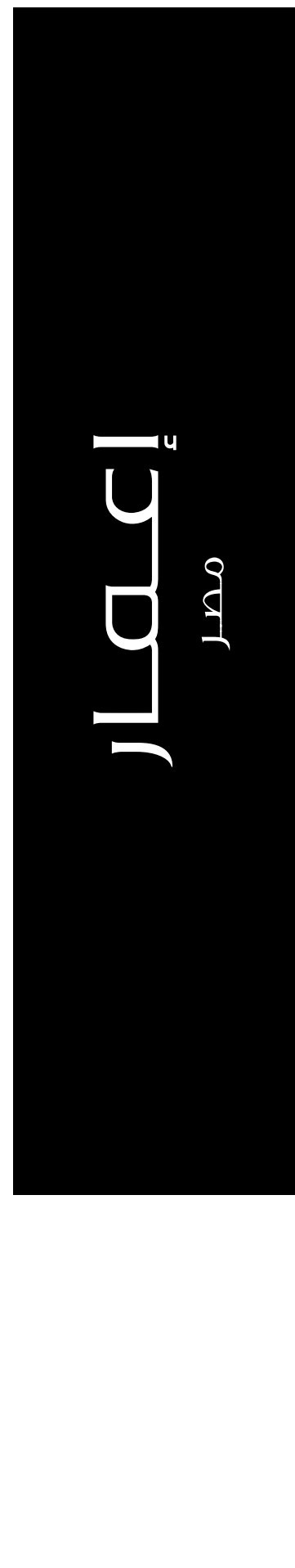
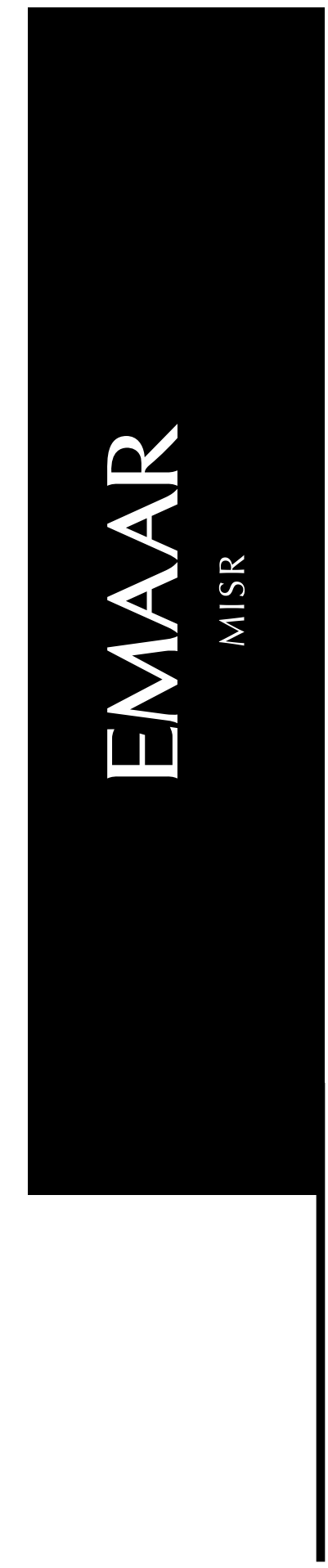


## 4.9 EMAAR INTERNATIONAL

### *Flags*

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

50% Of The Width



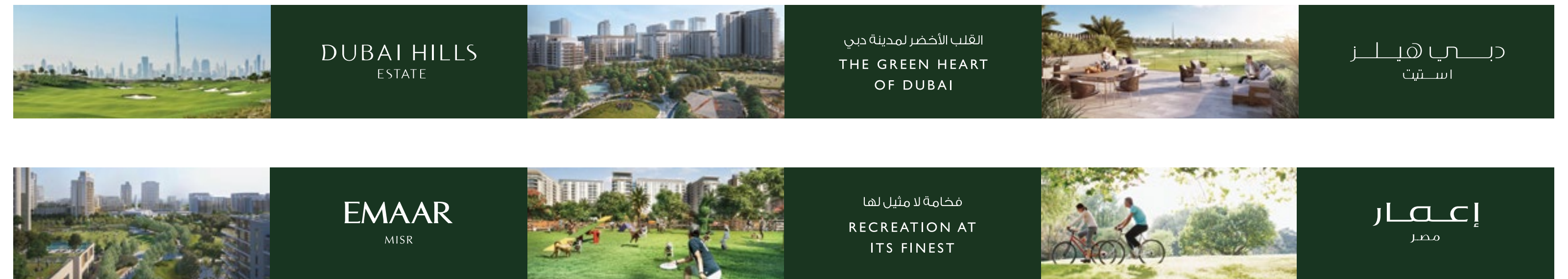
## 4.10 EMAAR INTERNATIONAL

### *Print \_ Hoarding*

**DESTINATION LOGO:** The destination logo should occupy 1/3 of the hoarding height. For usage on the logo, please alternate the English and the Arabic logo on each block.

**EMAAR LOGO:** The EMAAR logo should occupy 1/4 of the hoarding height. For usage on the logo, please alternate English and Arabic logo on each block.

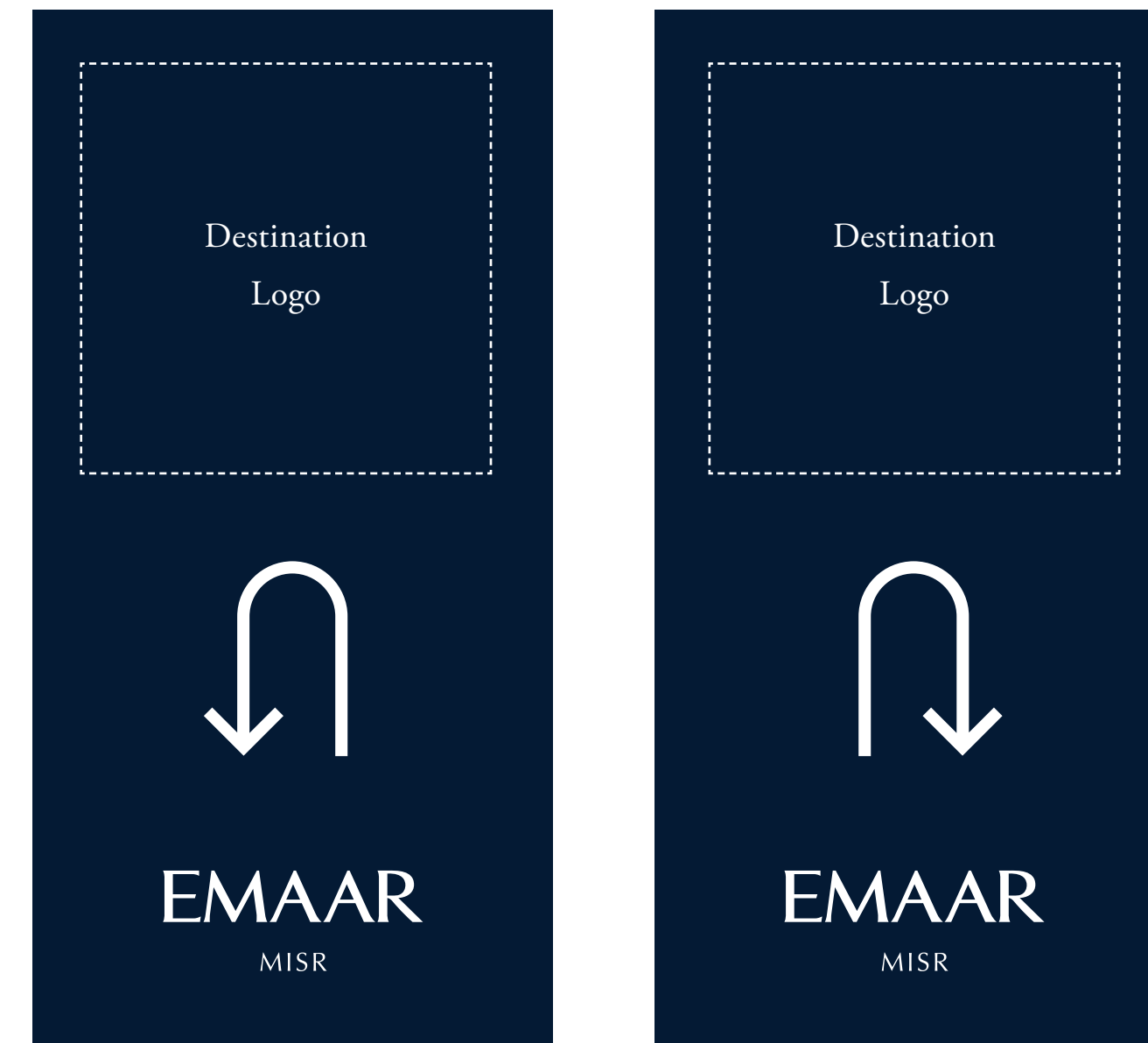
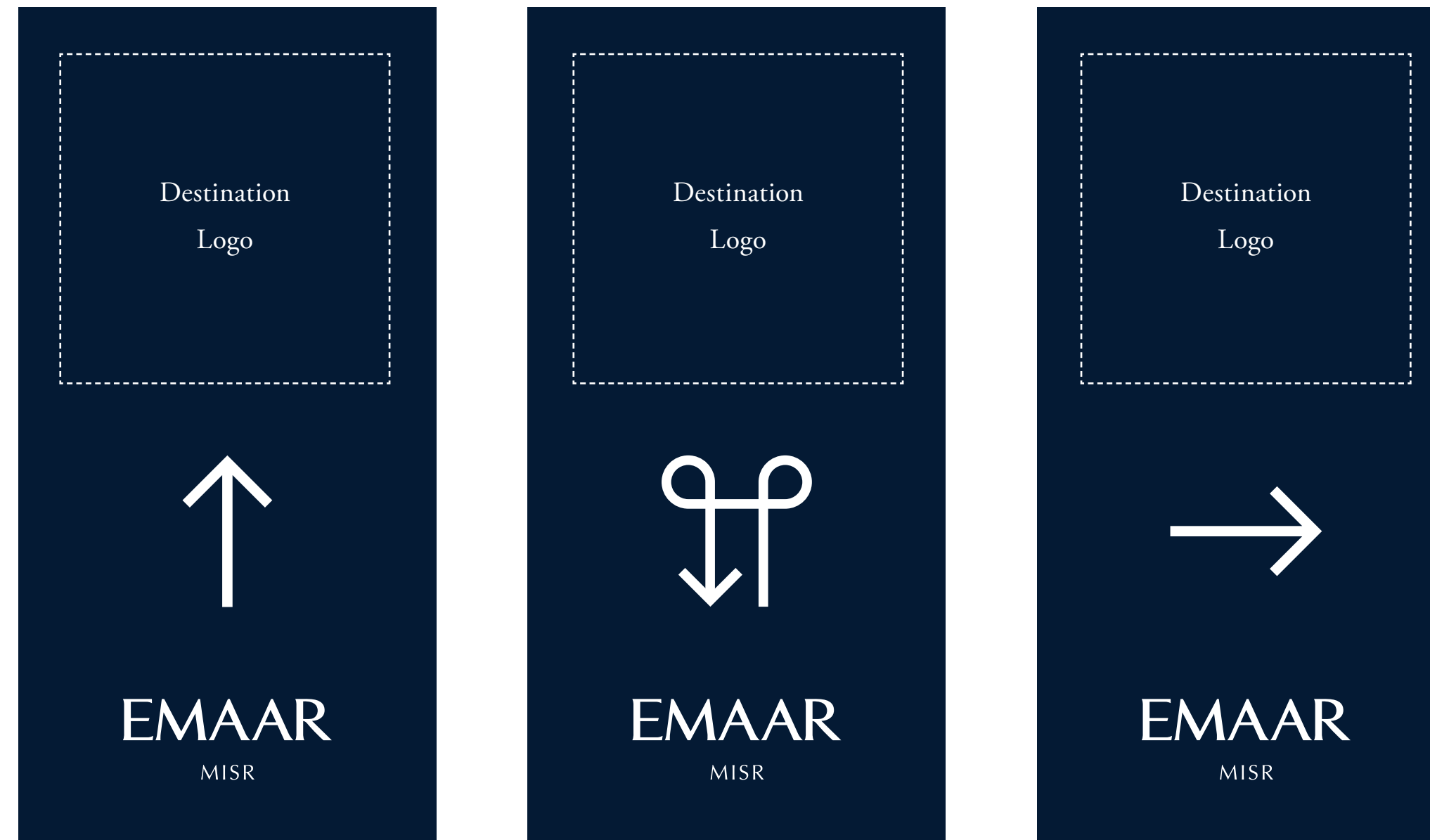
The imagery must always reflect the neighbourhood and the project's USPs. The USP messaging must be bilingual, with the English and Arabic copy complementing each other in each block.



4.11 EMAAR

INTERNATIONAL

*Print \_ Wayfinding Signages*



4.12 EMAAR

INTERNATIONAL

*Print \_ Newspaper / Magazine Ad*

FIND  
YOUR  
HAPPY

ARABIAN RANCHES III

SUN

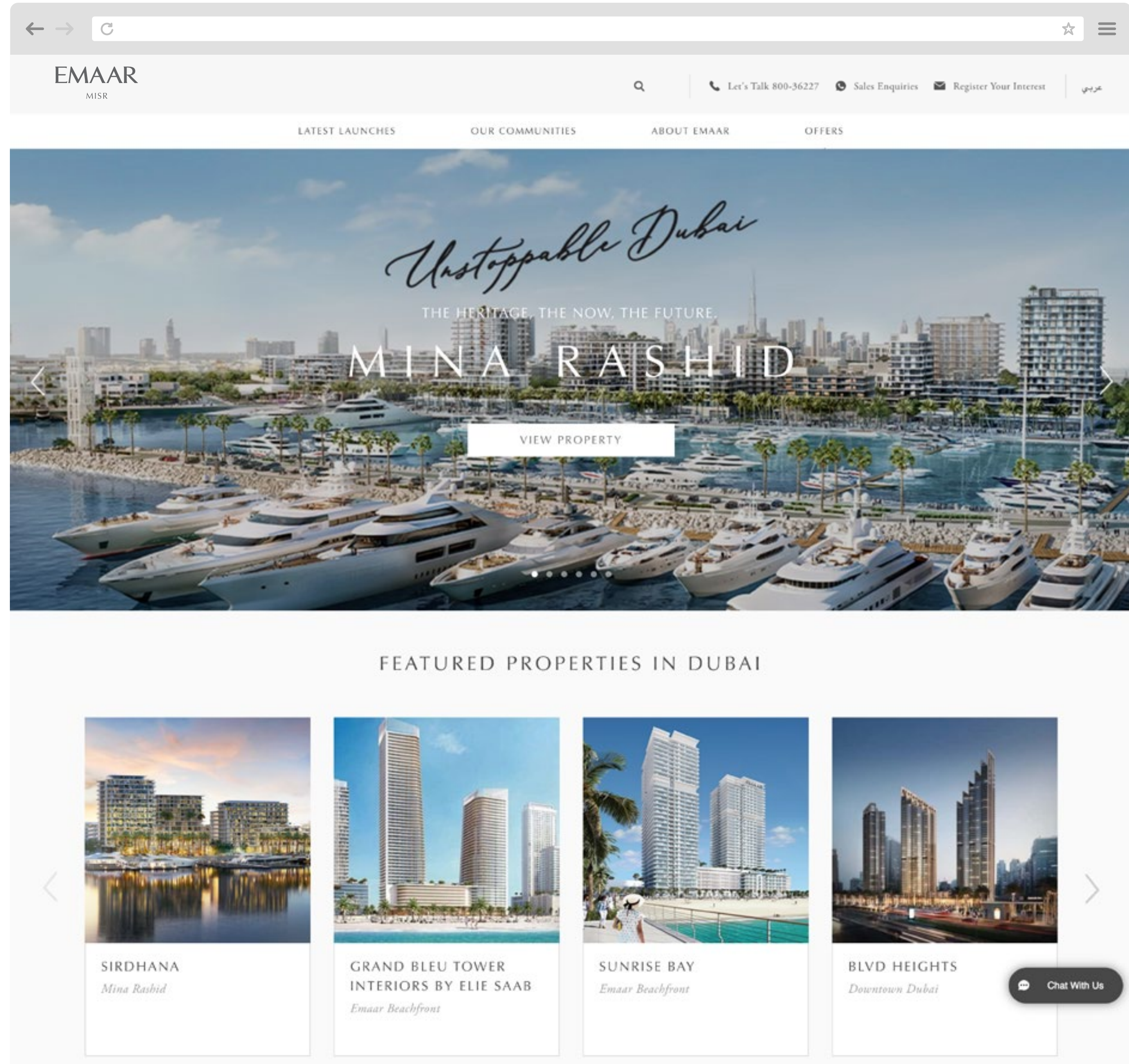
EMAAR  
MISR

Call 800 36227 (UAE) or +971 4 366 1688 (International) | WhatsApp +971 56 683 5483  
Property Advisor +971 4888 8844 from 9 AM to 7 PM (GSP), Sunday to Thursday | EMAAR.COM

↑  
Destination + Property / Cluster Logo  
50% of the page width

↑  
Emaar + Contact Lock up (Cannot change)

4.13 EMAAR  
INTERNATIONAL  
*Website Logo*





## 4.14 EMAAR

### INTERNATIONAL

*Digital \_ Digital Banners \_*

*Half Page (300x600)*

Find 'Digital Banners' template in the master folder.

Image block  
Roughly 60% of height

Image block  
Roughly 60% of height

Image block  
Roughly 60% of height

Project logo  
60% Of the width

EMAAR logo  
30% of the width

Message copy - 18 pt  
Ideally 5-6 words only

Call to action copy - 18 pt  
CTA should mention the destination name and project name

First frame

Middle frame

Last frame

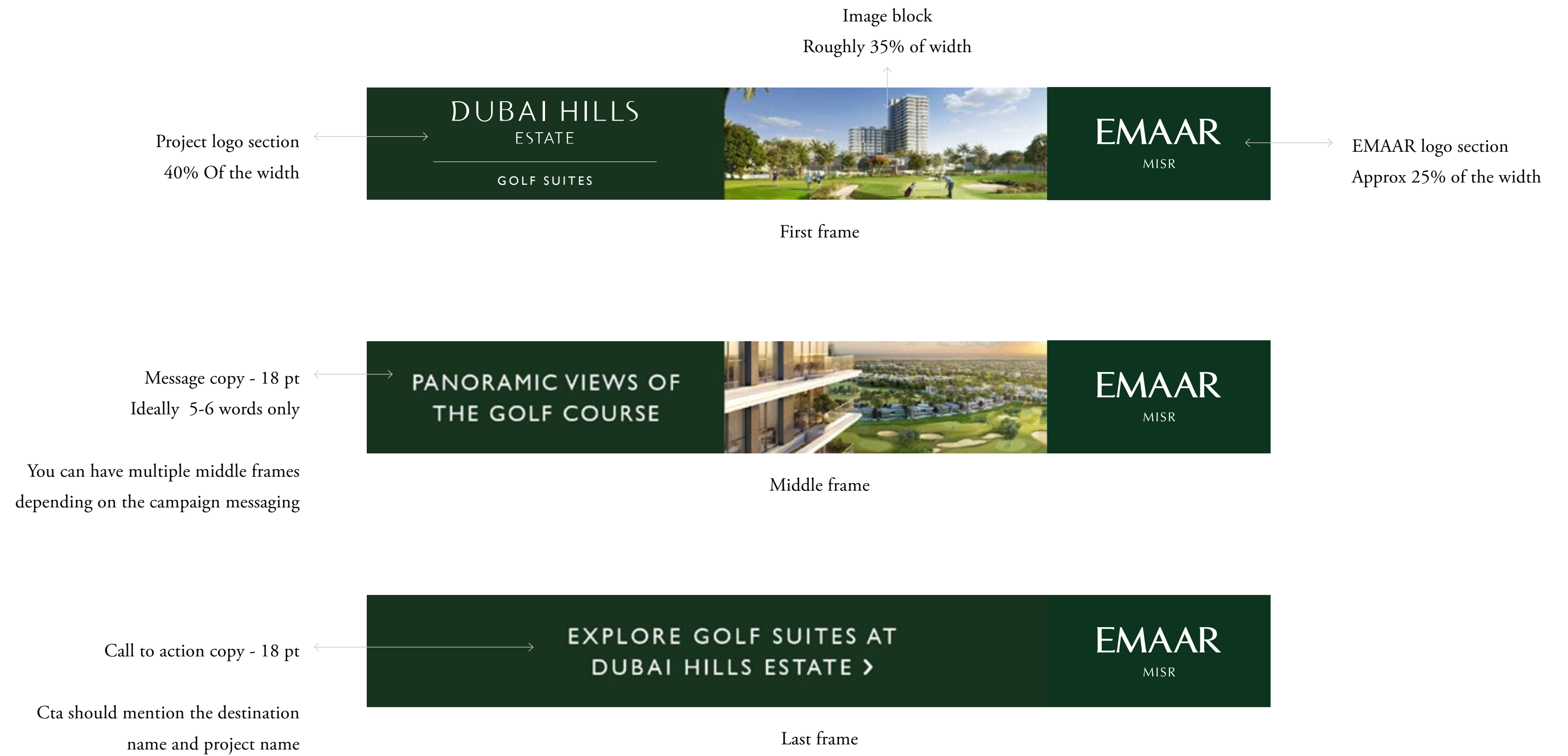
## 4.14 EMAAR

### INTERNATIONAL

#### *Digital \_ Digital Banners \_*

#### *Leaderboard (700x28)*

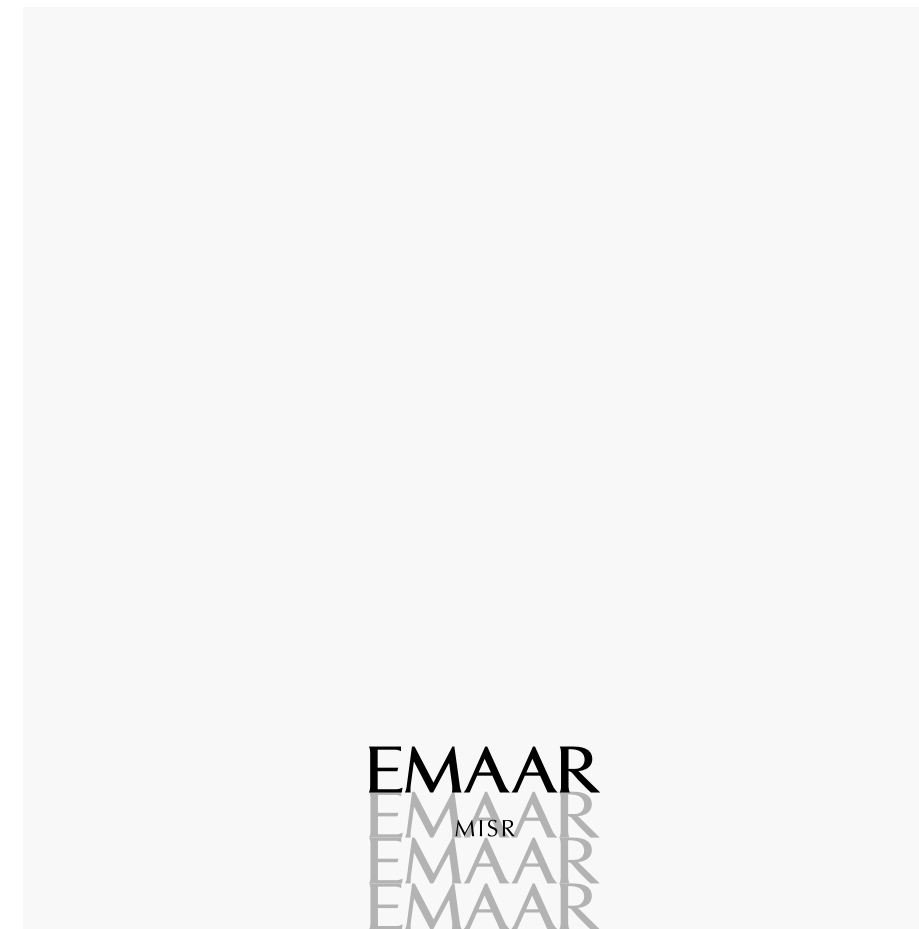
Find 'Digital Banners' template in the master folder.



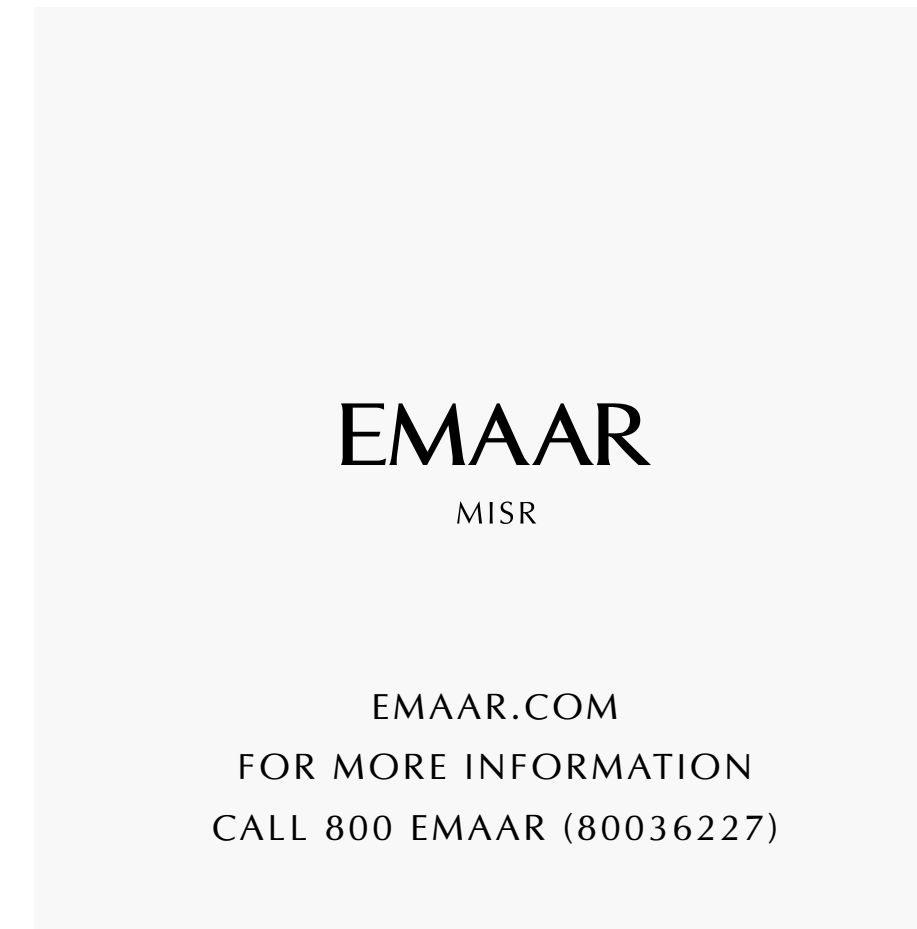
## 4.15 EMAAR INTERNATIONAL

### *Digital \_ Social Media \_ Video 1x1*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame



EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 1x1 of info footer, refer to the 'Video Template'

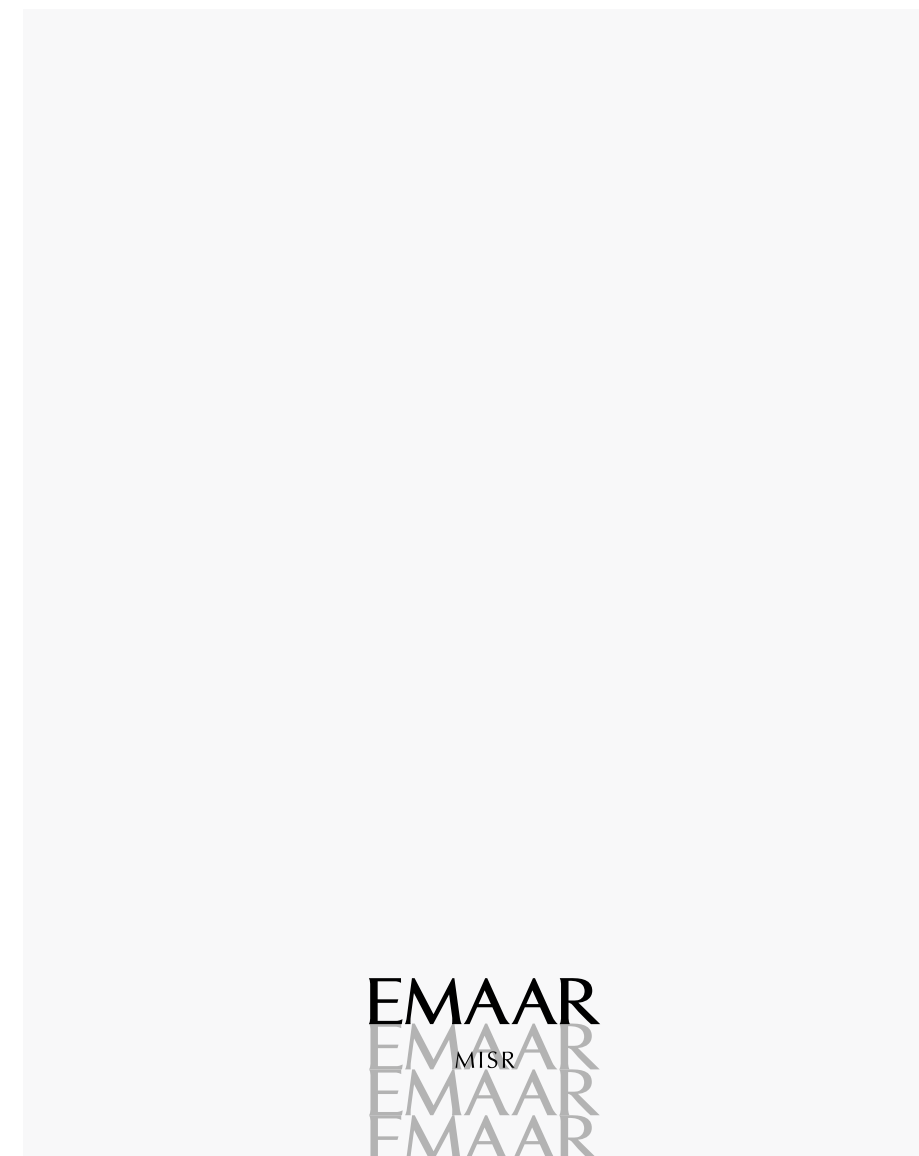


EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 1x1 of info footer, refer to the 'Video Template'

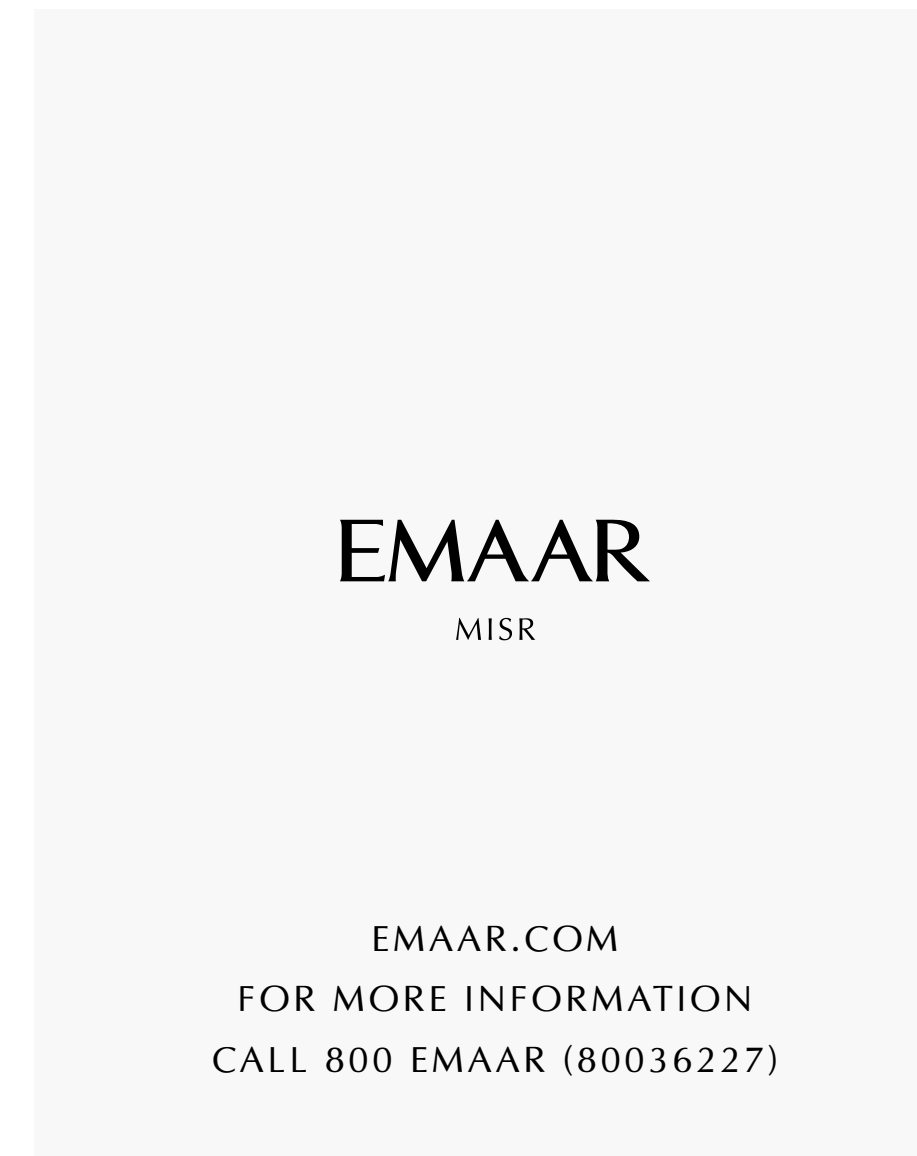
## 4.15 EMAAR INTERNATIONAL

### *Digital \_ Social Media \_ Video 4x5*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame



EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 4x5 of info footer, refer to the 'Video Template'

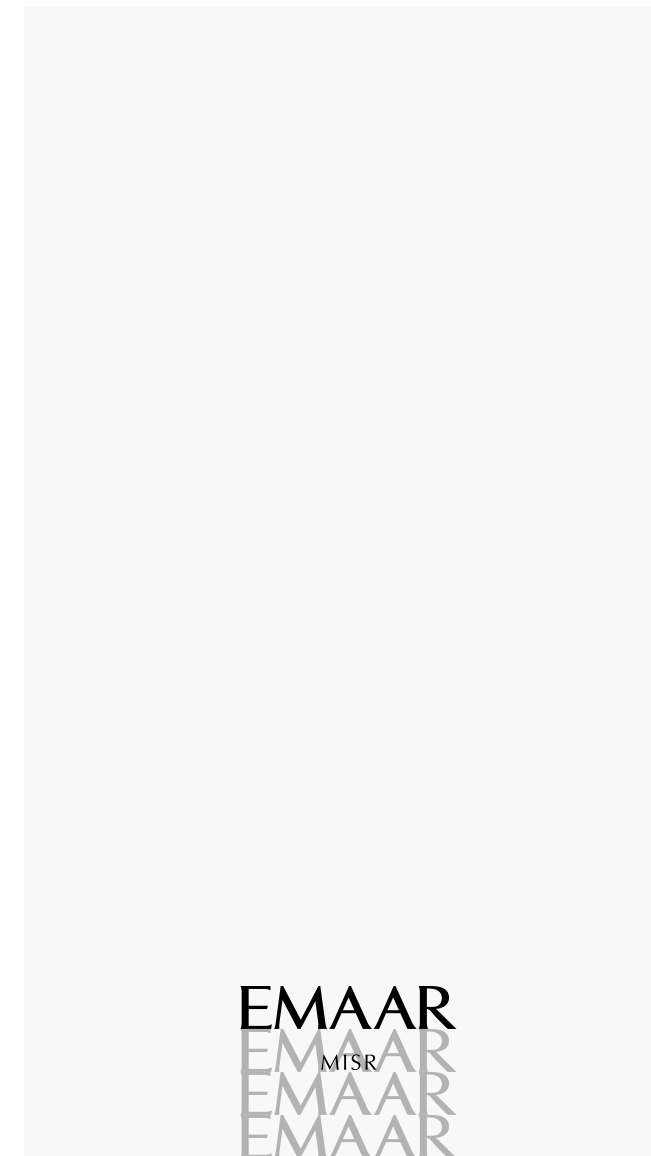


EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 4x5 of info footer, refer to the 'Video Template'

## 4.15 EMAAR INTERNATIONAL

### *Digital \_ Social Media \_ Video 9x16*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 1/3 of frame width and 3 'logo' spacings from the bottom of frame



EMAAR logo should be 1/2 of frame width and aligned to the centre of the frame. For 9x16 of info footer, refer to the 'Video Template'



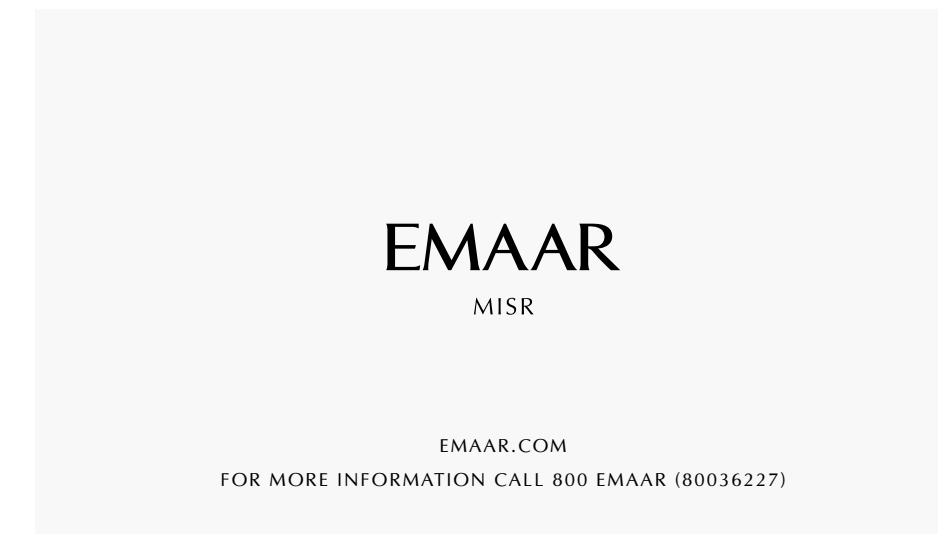
EMAAR logo should be 1/2 of frame width and aligned to the centre of the frame. For 9x16 of info footer, refer to the 'Video Template'

## 4.15 EMAAR INTERNATIONAL *Digital - Social Media - Video 16x9*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 15% of frame width and 2 'logo' spacings from the bottom of frame



EMAAR logo should be 1/4 of frame width and aligned to the centre of the frame. For 16x9 of info footer, refer to the 'Video Template'



EMAAR logo should be 1/4 of frame width and aligned to the centre of the frame. For 16x9 of info footer, refer to the 'Video Template'

## 4.16 EMAAR INTERNATIONAL

### *Digital \_ Brochure \_ Cover Logo / Font Size*

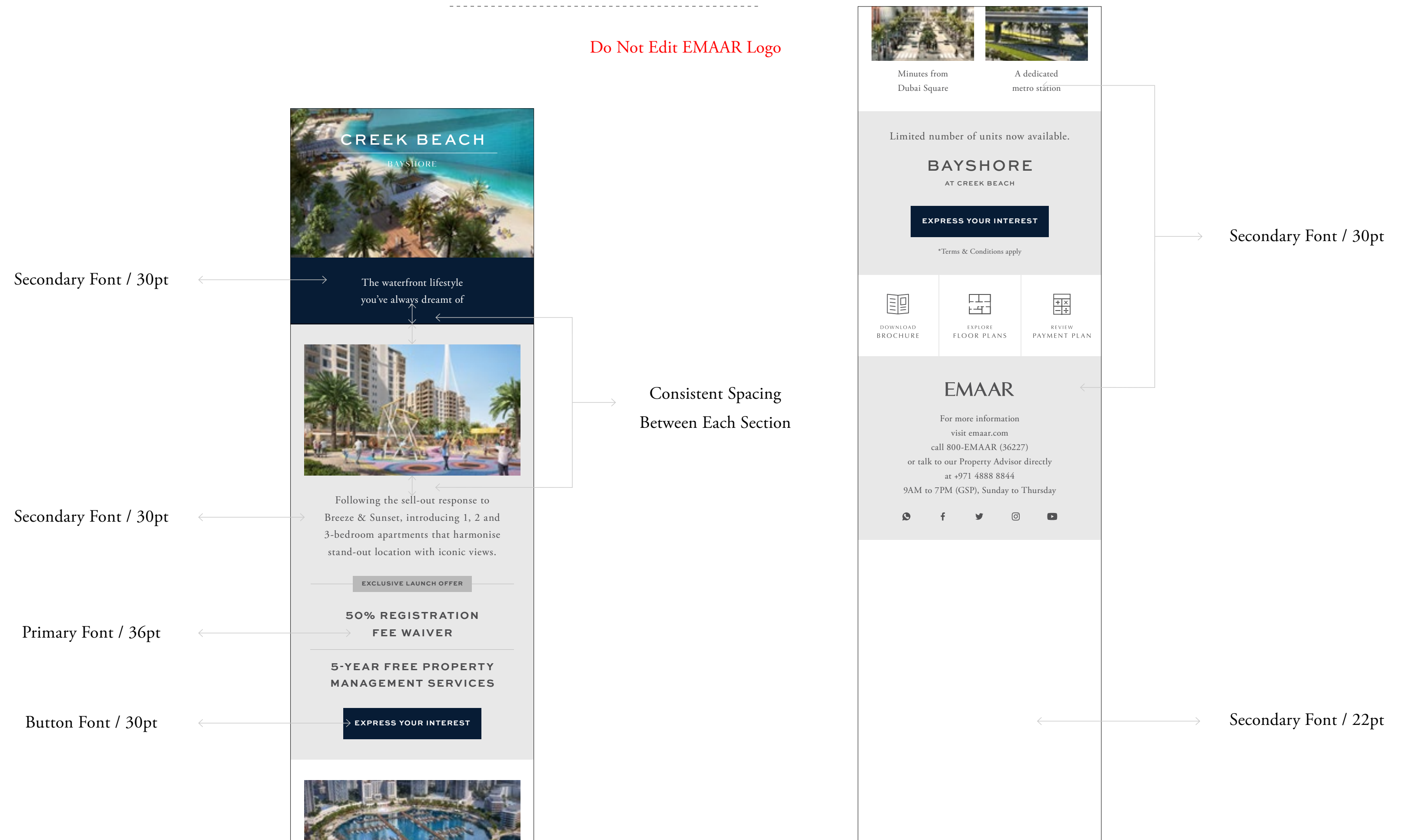
Digital Size - 1920pxw x 1080pxh

All logos and texts to follow the hierarchy as below. 'Look and feel' can differ according to each individual project.



# 4.17 EMAAR INTERNATIONAL *Digital \_ Launch EDM*

Find 'Launch EDM' template in the master folder.





## 4.18 EMAAR

### INTERNATIONAL

#### *Digital \_ Sales Agent Invitation*

#### *EDM*

Find 'Sales Agent Invitation EDM'  
template in the master folder.

Logo / 30% of the banner width

Destination & project logo

Project intro  
Secondary font / 36pt - bold

Secondary font / 36pt - normal

Event details  
Secondary font / 42pt - bold

Secondary font / 28pt - normal

EMAAR  
MISR

INTRODUCING  
DUBAI HILLS  
ESTATE

GOLF GROVE

**3 and 4 bedroom villas.**  
**-18hole Championship golf course.**  
**In the heart of Dubai.**

Don't miss out on the Agents Briefing.  
Be the first to know everything  
about Golf Grove.

Please join us on  
**Monday, 4 February, 2019 at 10 AM**  
**Dubai Hills Estate - Sales Pavilion**  
Parking will be available.

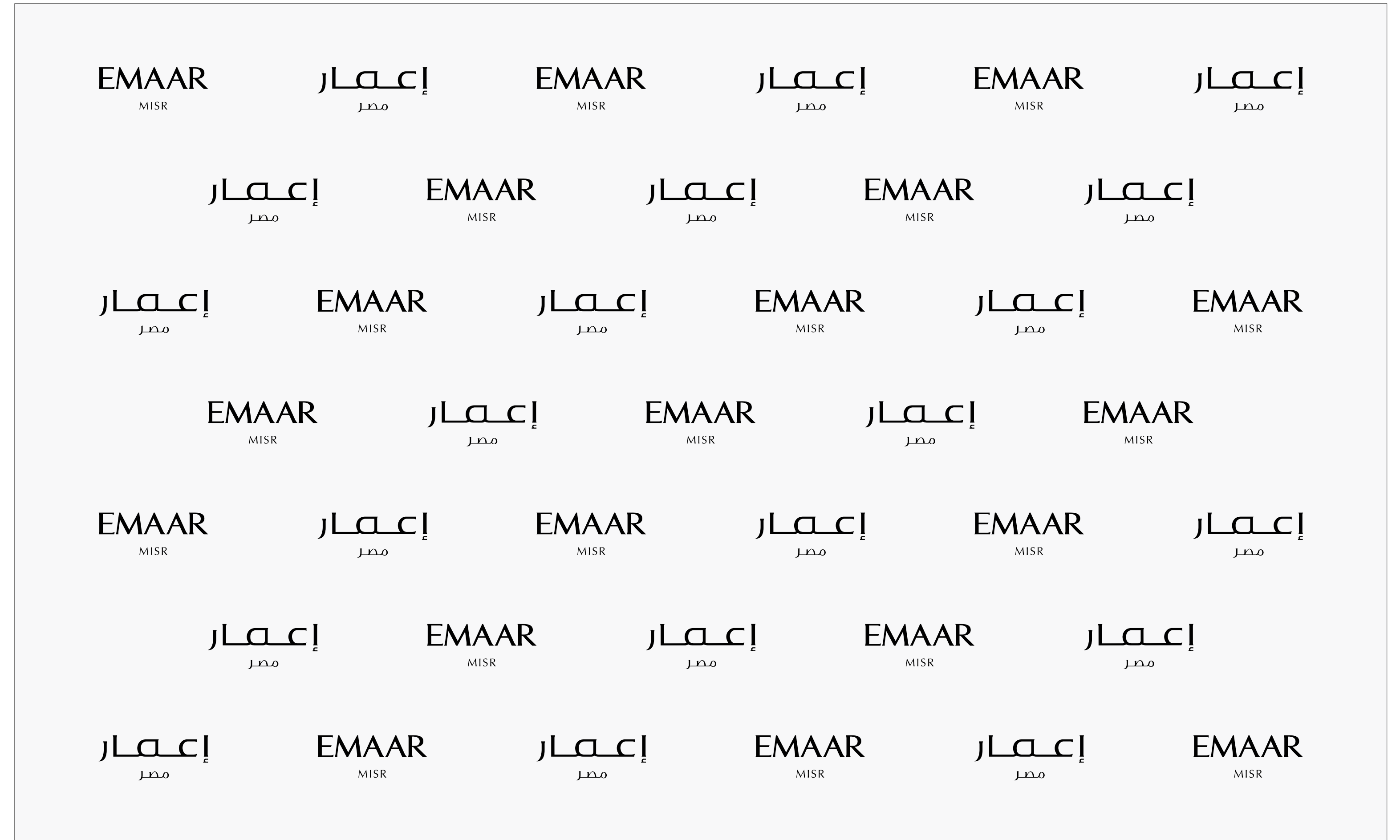
This event is exclusively held for Emaar's registered agents.

4.19 EMAAR  
INTERNATIONAL  
*Digital \_ Email Signature*

Your Name	Arial <b>Bold</b> size 10pt	Full Name	Arial size 7.5 empty space
(Do Not Edit)	Emaar Logo	EMAAR	
Your Department	Arial <b>Bold</b> size 10pt	Corporate Brand Growth	Arial size 7.5 empty space Arial size 7.5 empty space
Your Contact No.	Arial Regular size 10pt No Spacing between number "T" and "M" remains <b>Bold</b>	T +97143673057 M +971503671234	Arial size 7.5 empty space
(Do Not Edit)	Website with hyperlink	<a href="#">emaar.com</a>	
Your Favourite Destination	Arial Regular size 10pt Only edit the destination, must start with # No spacing, Sentence Case	♥ #EmaarBeachfront	Arial size 7.5 empty space
(Do Not Edit)	Social Media Icons with hyperlinks	   	

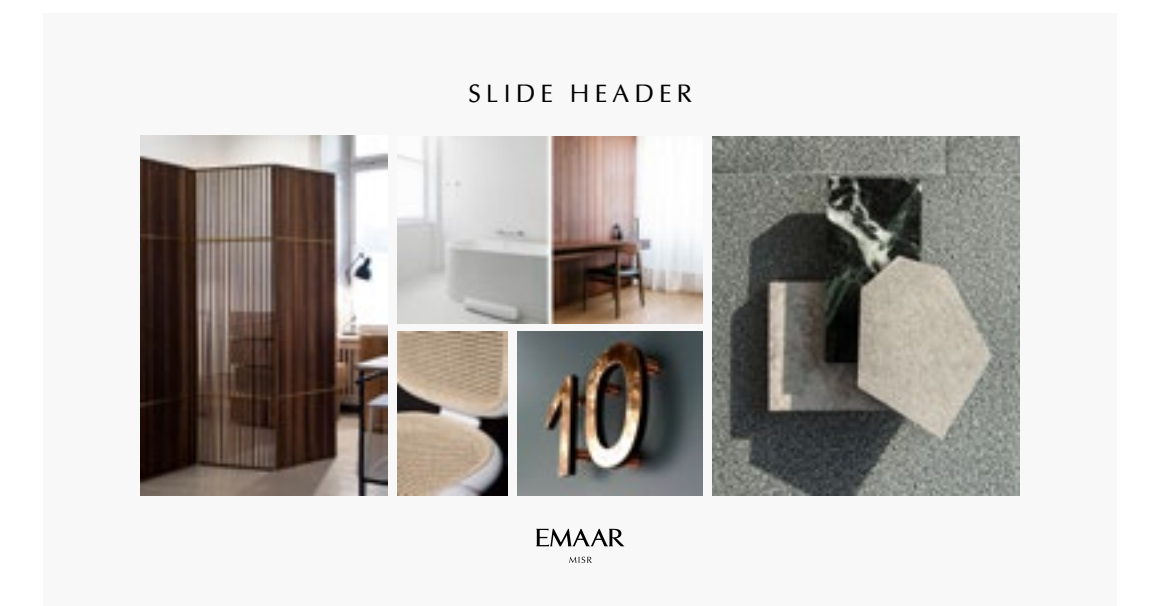
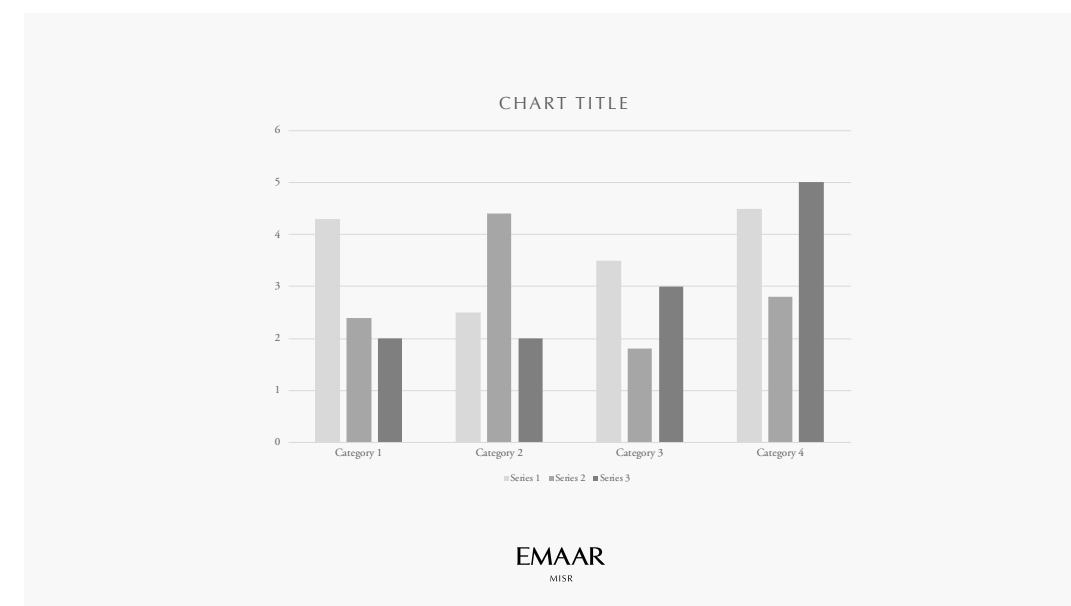
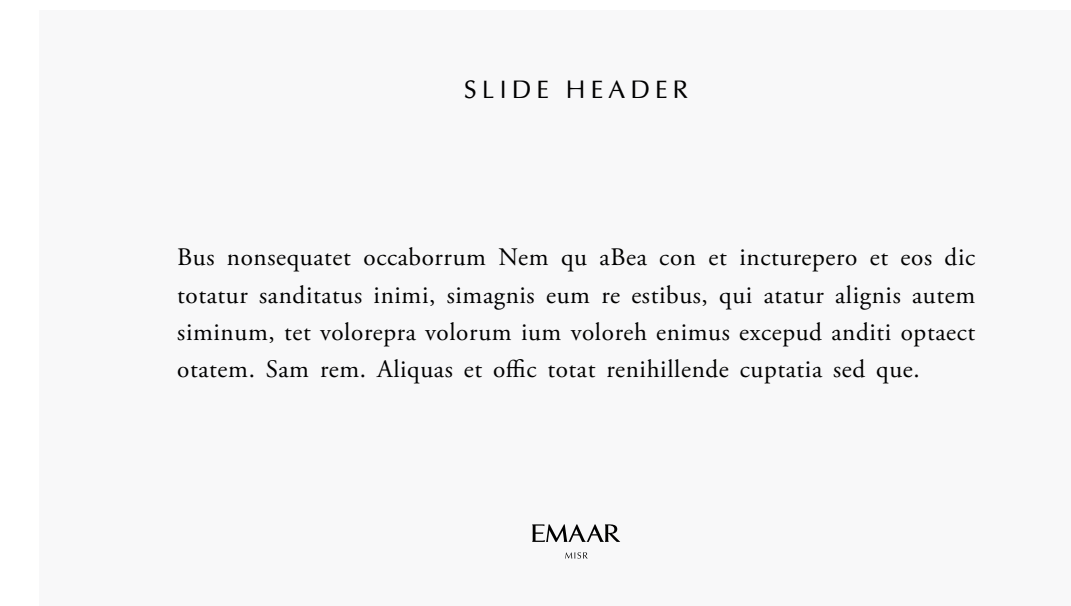
4.19 EMAAR  
INTERNATIONAL

*Print \_ Backdrop*



## 4.21 EMAAR INTERNATIONAL *Digital \_ Powerpoint / Keynote template*

Find 'Presentation' template in  
the master folder.



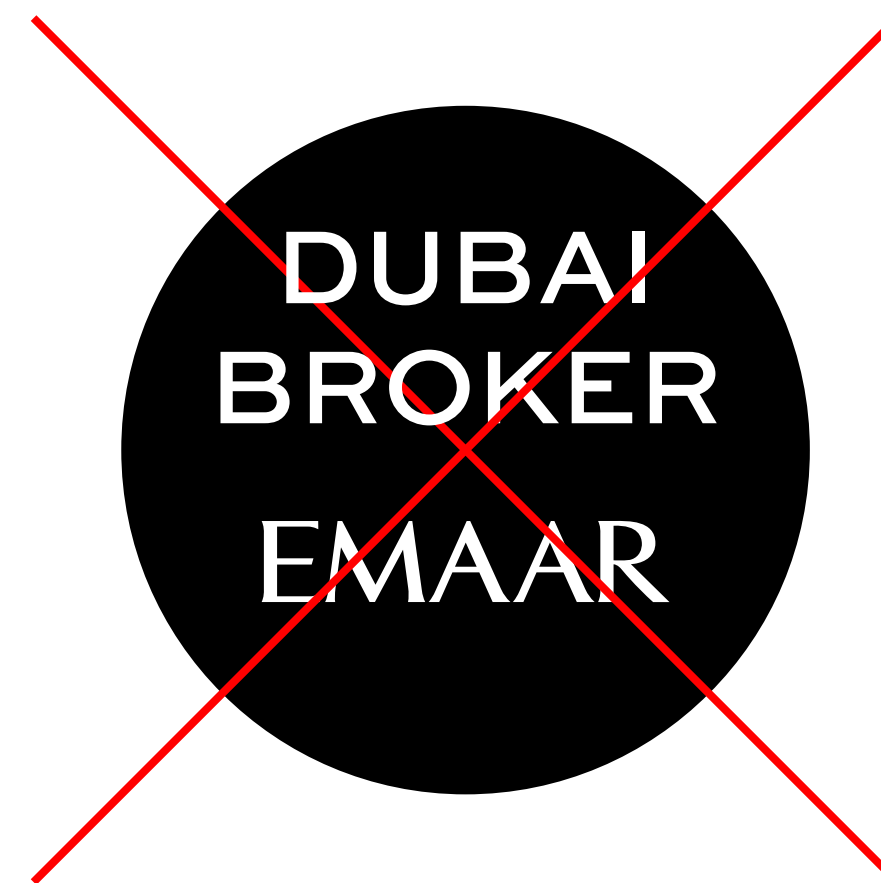
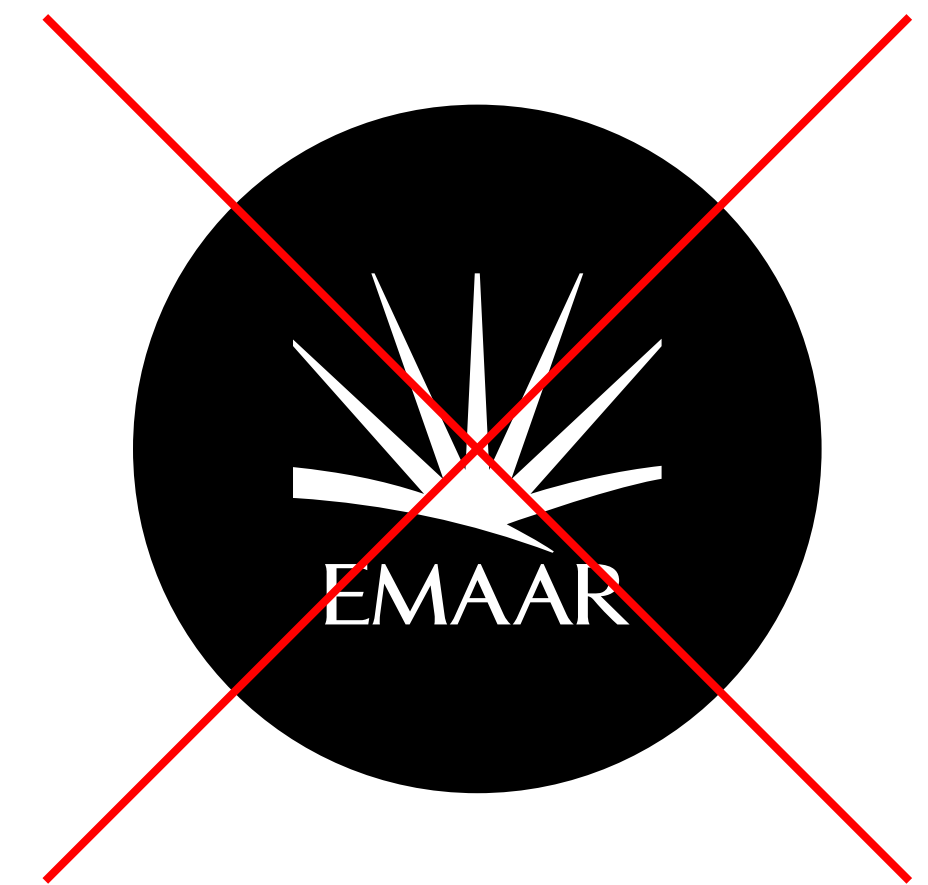
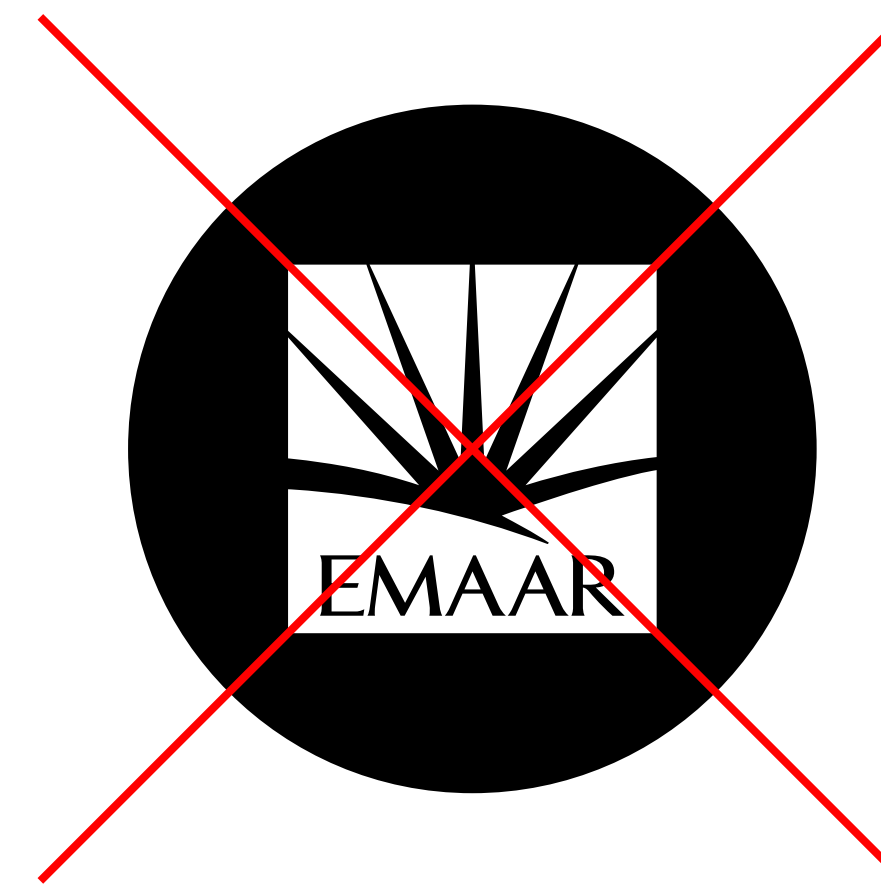
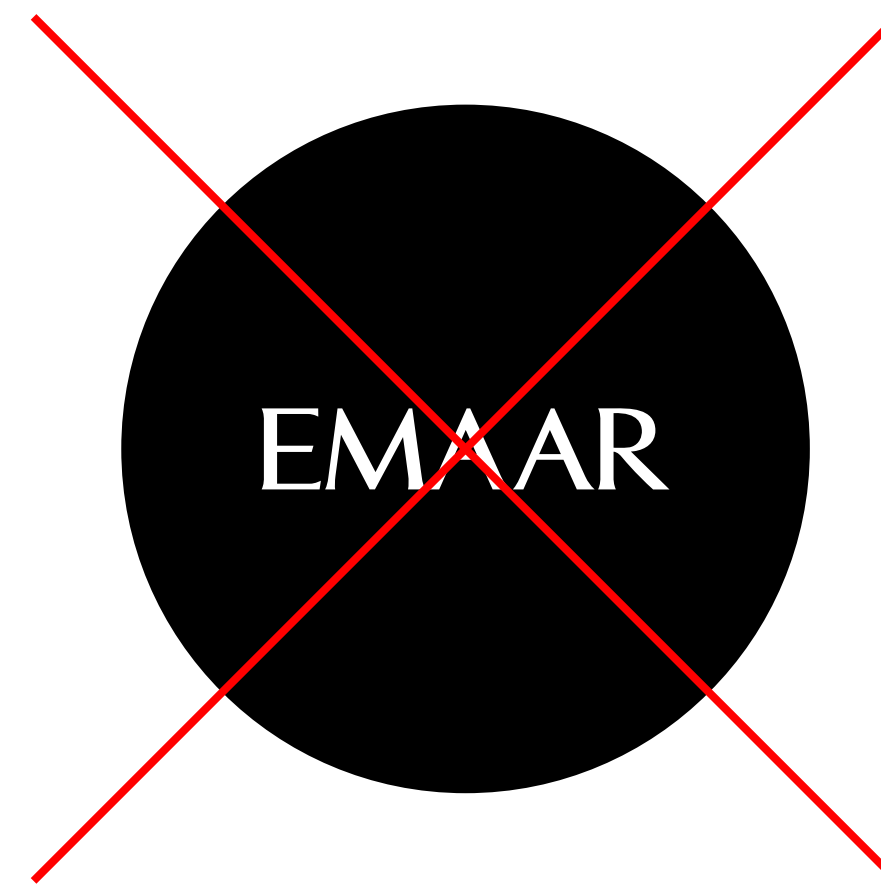
## 5.0 CO-BRANDING WITH BROKERS

## 5.1 CO-BRANDING WITH BROKERS

### *Broker's 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”).

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



## 5.2 CO-BRANDING WITH BROKERS

*Broker's social media / WhatsApp with EMAAR logo*

**Co-branding is not allowed.** The EMAAR logo is not permitted to be used within any materials.

The project's name/logo (for example, "Arabian Ranches III - Joy") should be followed with "By EMAAR".

"By EMAAR" can be written with preferred broker's font choice.

Altering the image in any way is strictly prohibited. This includes filters, retouching and any form of photo manipulation.



# 5.3 CO-BRANDING WITH BROKERS

## Mailer

The template can be found in Broker's Agents Pack.

Editable Area - Broker's logo

Cannot Edit

Cannot Edit

Editable Area - Broker's logo and contact details

UAE  
BROKER

CREEK BEACH  
BAYSHORE BY  
EMAAR

The waterfront lifestyle  
you've always dreamt of

Following the sell-out response to Breeze & Sunset, introducing 1, 2 and 3-bedroom apartments that harmonise stand-out location with iconic views.

EXCLUSIVE LAUNCH OFFER

50% REGISTRATION FEE WAIVER

5-YEAR FREE PROPERTY MANAGEMENT SERVICES

EXPRESS YOUR INTEREST

UAE  
BROKER

5-min walk from Creek Marina

Direct access to Creek Beach & Creek Canal

Incredible views of Dubai Creek Tower

Minutes from Dubai Square

A dedicated metro station

Limited number of units now available.

BAYSHORE  
AT CREEK BEACH

EXPRESS YOUR INTEREST

\*Terms & Conditions apply

DOWNLOAD BROCHURE

EXPLORE FLOOR PLANS

REVIEW PAYMENT PLAN

UAE  
BROKER

+97141234567  
info@uaebroker.com



## 5.4 CO-BRANDING WITH BROKERS

### *Payment Plan*

The template can be found in Broker's Agents Pack.

Cannot Edit

Editable Area -  
Broker's logo and contact details



## ARABIAN RANCHES III JOY BY EMAAR

### PAYMENT PLAN

INSTALMENTS	PAYMENT %	MILESTONES	DATE
1 <sup>ST</sup> INSTALMENT	5%	ON BOOKING	MAR 2019
2 <sup>ND</sup> INSTALMENT	5%	WITHIN 30 DAYS FROM BOOKING	APR 2019
3 <sup>RD</sup> INSTALMENT	5%	4 MONTHS FROM BOOKING	BY 30 <sup>TH</sup> JUL 2019
4 <sup>TH</sup> TO 9 <sup>TH</sup> INSTALMENT	5%	EVERY 5 MONTHS FROM JULY 2019	DEC 2019 TO JAN 2022
10 <sup>TH</sup> INSTALMENT	25%	100% CONSTRUCTION COMPLETION	APR 2022*
11 <sup>TH</sup> TO 16 <sup>TH</sup> INSTALMENT	5%	EVERY 4 MONTHS FROM COMPLETION	AUG 2022 TO APR 2024

\*ESTIMATED COMPLETION DATE

**UAE  
BROKER**

+97143123445 info@uaebroker.com

## 5.5 CO-BRANDING WITH BROKERS

### Brochure

Broker can only edit the last page with their contact details and logo.

Cannot Edit



Editable Area -  
Broker's logo and contact details



## 6.0 DESTINATION BRANDING

## 6.1 DESTINATION BRANDING

### *Branding for all destinations*

Here is the summary of each destination's branding with the colour and the logo.

DUBAI CREEK HARBOUR خور دبي	EMAAR BEACHFRONT إعمار بيتشفرانت
DUBAI HILLS ESTATE دبي هيلز استيت	MINA RASHID ميناء راشد
DOWNTOWN DUBAI وسط مدينة دبي	ARABIAN RANCHES المرابع العربية
EMIRATES LIVING	DUBAI MARINA إعمار الجنوب
Reem ريم	

## 6.2 DESTINATION BRANDING

### *Dubai Creek Harbour - Logo*

All Dubai Creek Harbour related material must follow the following fonts and colour.

Destination  
Logo

DUBAI CREEK  
HARBOUR

خور دبي

خور دبي  
DUBAI CREEK  
HARBOUR

District  
Logo

CREEK BEACH  
DUBAI CREEK HARBOUR

DUBAI  
SQUARE  
DUBAI CREEK HARBOUR

CREEK ISLAND  
DUBAI CREEK HARBOUR

## 6.2 DESTINATION BRANDING

### *Dubai Creek Harbour - District Logo*

The logos of all districts within Dubai Creek Harbour should follow the below font size specifications in conjunction with the destination logo.

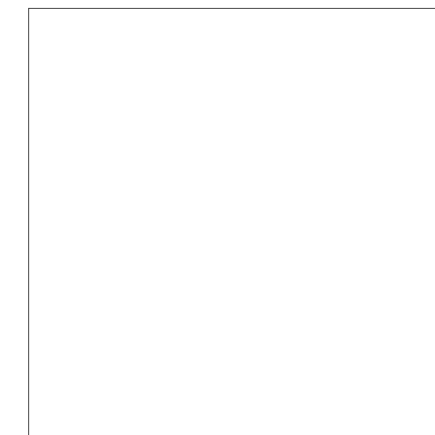


## 6.2 DESTINATION BRANDING

### *Dubai Creek Harbour - Colour Palette*



DARK BLUE  
Pantone 282U  
C96 / M82 / Y47 / K61  
R7 / G28 / B53  
#071c35



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

## 6.3 DESTINATION BRANDING

### *Dubai Hills Estate - Logo*

All Dubai Hills Estate materials must always feature the following logo.

DUBAI HILLS  
ESTATE

دبي هيلز  
استيت

دبي هيلز استيت  
DUBAI HILLS  
ESTATE

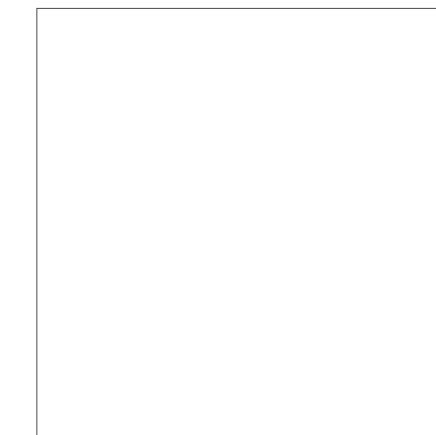


## 6.3 DESTINATION BRANDING

### *Dubai Hills Estate - Colour Palette*



DARK GREEN  
Pantone 627U  
C72 / M40 / Y77 / K71  
R28 / G53 / B32  
#1c3520



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

## 6.4 DESTINATION BRANDING

### *Downtown Dubai - Logo*

All Downtown Dubai materials must always feature the following logo.

D O W N T O W N  
D U B A I      وسط مدينة  
                                 دبي

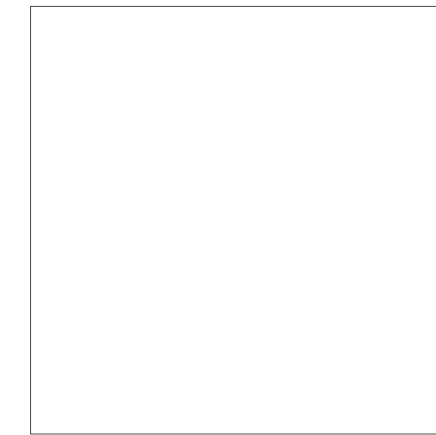
وسط مدينة دبي  
D O W N T O W N  
D U B A I

## 6.4 DESTINATION BRANDING

### *Downtown Dubai - Colour Palette*



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



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

## 6.5 DESTINATION BRANDING

### *Emaar Beachfront - Logo*

All EMAAR Beachfront materials must always feature the following logo.

EMAAR  
BEACHFRONT

إعمار  
بيتش فرونت

إعمار  
بيتش فرونت

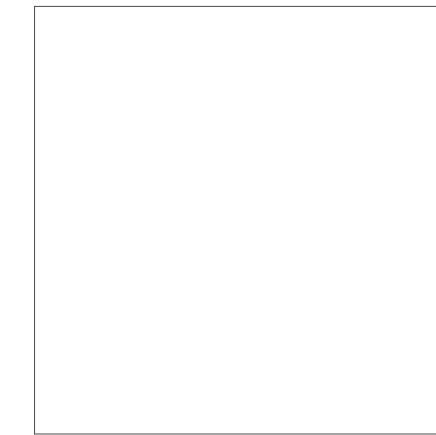
EMAAR  
BEACHFRONT

## 6.5 DESTINATION BRANDING

### *EMAAR Beachfront - Colour Palette*



AUQA BLUE  
PANTONE 3115C  
C68 / M14 / Y20 / K0  
R70 / G171 / B194  
#46abc2



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

## 6.6 DESTINATION BRANDING

### *Arabian Ranches - Logo*

All Arabian Ranches materials must  
always feature the following logo.

ARABIAN RANCHES	المرايع العربية
ARABIAN RANCHES II	المرايع العربية II
ARABIAN RANCHES III	المرايع العربية III

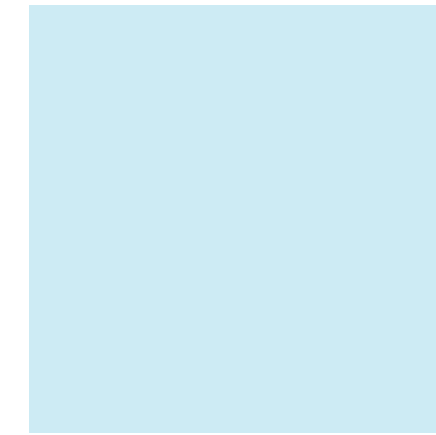
المرايع العربية  
ARABIAN RANCHES

المرايع العربية II  
ARABIAN RANCHES II

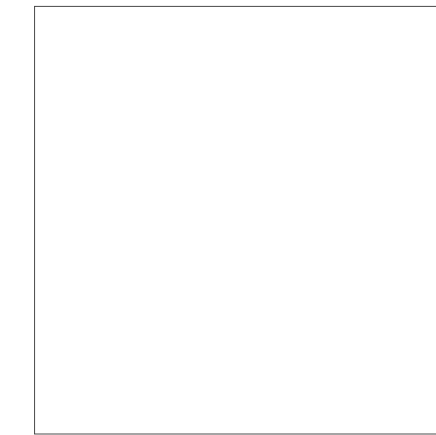
المرايع العربية III  
ARABIAN RANCHES III

## 6.6 DESTINATION BRANDING

### *Arabian Ranches - Colour Palette*



SKY BLUE  
PANTONE 290C  
C18 / M0 / Y3 / K0  
R205 / G235 / B243  
#cdeb3



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

## 6.7 DESTINATION BRANDING

### *Mina Rashid - Logo*

All Mina Rashid materials must always feature the following logo.

MINA  
RASHID

مينا  
راشد

مينا راشد  
MINA RASHID

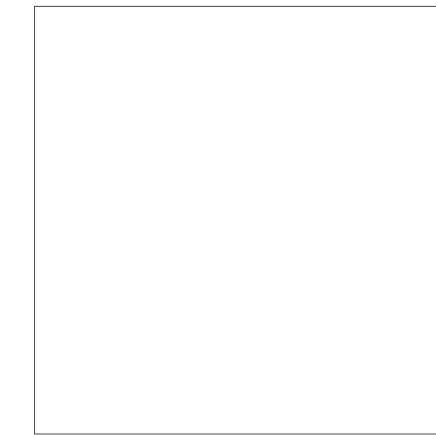


## 6.7 DESTINATION BRANDING

### *Mina Rashid - Colour Palette*



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



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

## 6.8 DESTINATION BRANDING

### *Dubai Marina - Logo*

All Dubai Marina materials must always feature the following logo.

DUBAI MARINA      مرسى دبي

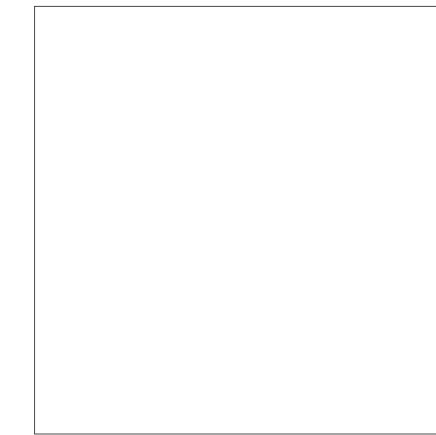
مرسى دبي  
DUBAI MARINA

## 6.8 DESTINATION BRANDING

### *Dubai Marina - Colour Palette*



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



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

## 6.9 DESTINATION BRANDING

### *Emirates Living - Logo*

All Emirates Living materials must always feature the following logo.

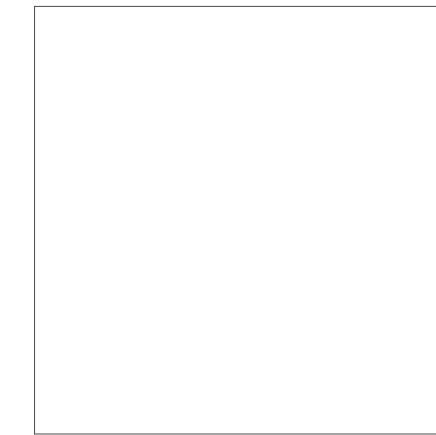
EMIRATES LIVING

## 6.9 DESTINATION BRANDING

### *Dubai Marina - Colour Palette*



TURQOISE GREEN  
C93 / M39 / Y65 / K35  
R00 / G90 / B81  
#005a51



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

## 6.10 DESTINATION BRANDING

### *Reem - Logo*

All Reem related materials must always feature the following logo.

Reem ريم

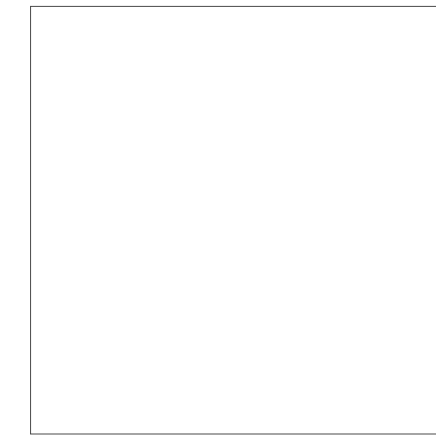
ريم  
Reem

## 6.10 DESTINATION BRANDING

### *Reem - Colour Palette*



LAKE BLUE  
C93 / M45 / Y12 / K4  
R0 / G115 / B168  
#0073a8



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

## 6.11 DESTINATION BRANDING

### *Property / Cluster Branding*

All property branding must always follow the hierarchy illustrated below. The destination logo must be visually the most prominent, with the sub-community, cluster or project's name as secondary. Following are the specifications on size and positioning.





6.11 DESTINATION  
BRANDING

*Property / Cluster Branding -  
Example*

D O W N T O W N  
D U B A I

---

BURJ ROYALE

EMAAR  
BEACHFRONT

---

SUNRISE BAY

ARABIAN RANCHES III

---

SUN

DUBAI HILLS  
ESTATE

---

GOLF MAJESTIC

EMAAR SOUTH

---

EXPO GOLF VILLAS 3

6.11 DESTINATION  
BRANDING

*Property / Cluster Branding -  
Brochure*



6.11 DESTINATION  
BRANDING

*Property / Cluster Branding -  
Emailer*



## 6.11 DESTINATION BRANDING

### *Property / Cluster Branding - Payment Plan*



## ARABIAN RANCHES III

SUN

### PAYMENT PLAN

INSTALMENTS	PAYMENT %	MILESTONES	DATE
1 <sup>ST</sup> INSTALMENT	5%	ON BOOKING	MAR 2019
2 <sup>ND</sup> INSTALMENT	5%	WITHIN 30 DAYS FROM BOOKING	APR 2019
3 <sup>RD</sup> INSTALMENT	5%	4 MONTHS FROM BOOKING	BY 30 <sup>TH</sup> JUL 2019
4 <sup>TH</sup> TO 9 <sup>TH</sup> INSTALMENT	5%	EVERY 5 MONTHS FROM JULY 2019	DEC 2019 TO JAN 2022
10 <sup>TH</sup> INSTALMENT	25%	100% CONSTRUCTION COMPLETION	APR 2022*
11 <sup>TH</sup> TO 16 <sup>TH</sup> INSTALMENT	5%	EVERY 4 MONTHS FROM COMPLETION	AUG 2022 TO APR 2024

\*ESTIMATED COMPLETION DATE

**EMAAR**

## 6.11 DESTINATION BRANDING

### *Property / Cluster Branding - Video*

All property video branding must always follow the hierarchy illustrated below. The destination logo must be visually the most prominent, with the sub-community, cluster or project's name as secondary.

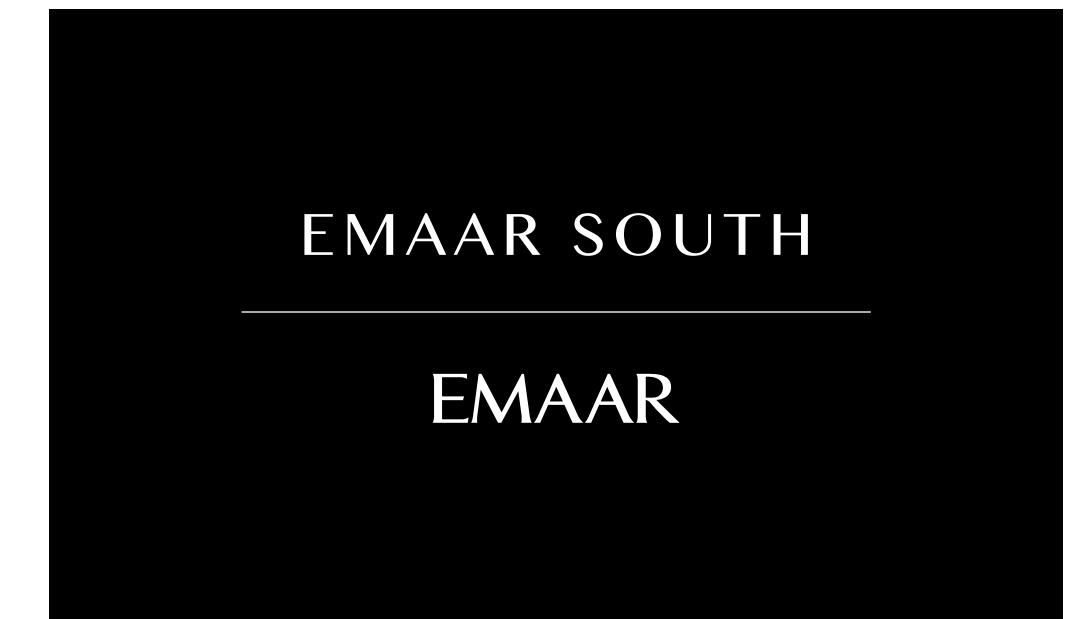


## 7.0 LAYOUTS

## 7.1 LAYOUTS

### *Print - Destination Logo with EMAAR Lock Up (English)*

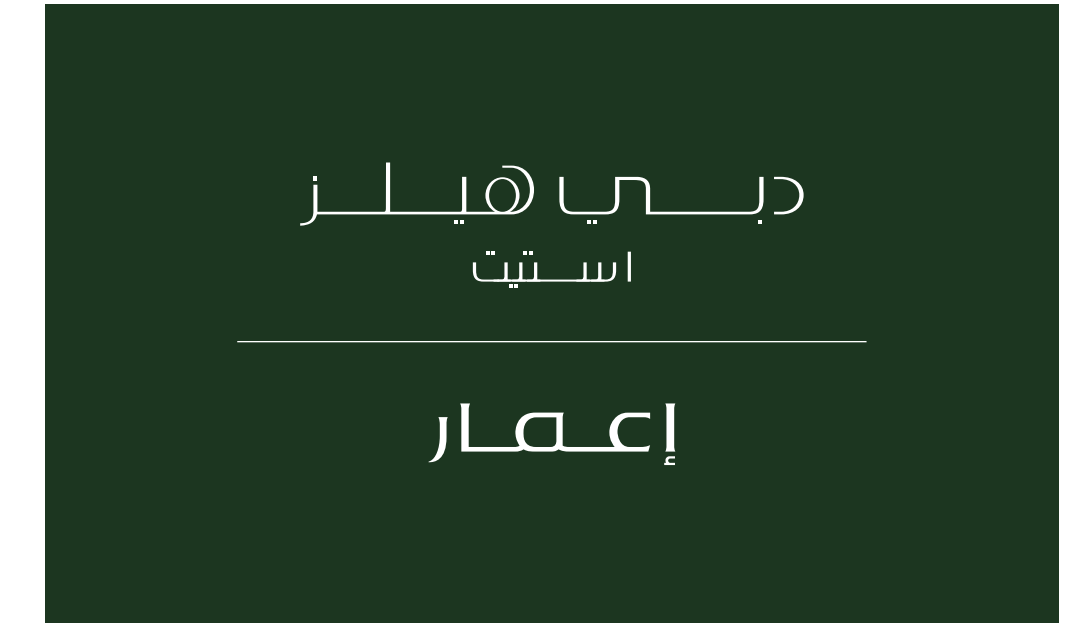
The following English lock up should be used when a destination logo needs to appear alongside the EMAAR logo, e.g. on a hoarding.



## 7.1 LAYOUTS

### *Print - Destination Logo with EMAAR Lock Up (Arabic)*

The following Arabic lock up should be used when a destination logo needs to appear alongside the EMAAR logo, e.g. on a hoarding.





## 7.2 ADVERTISING LAYOUTS

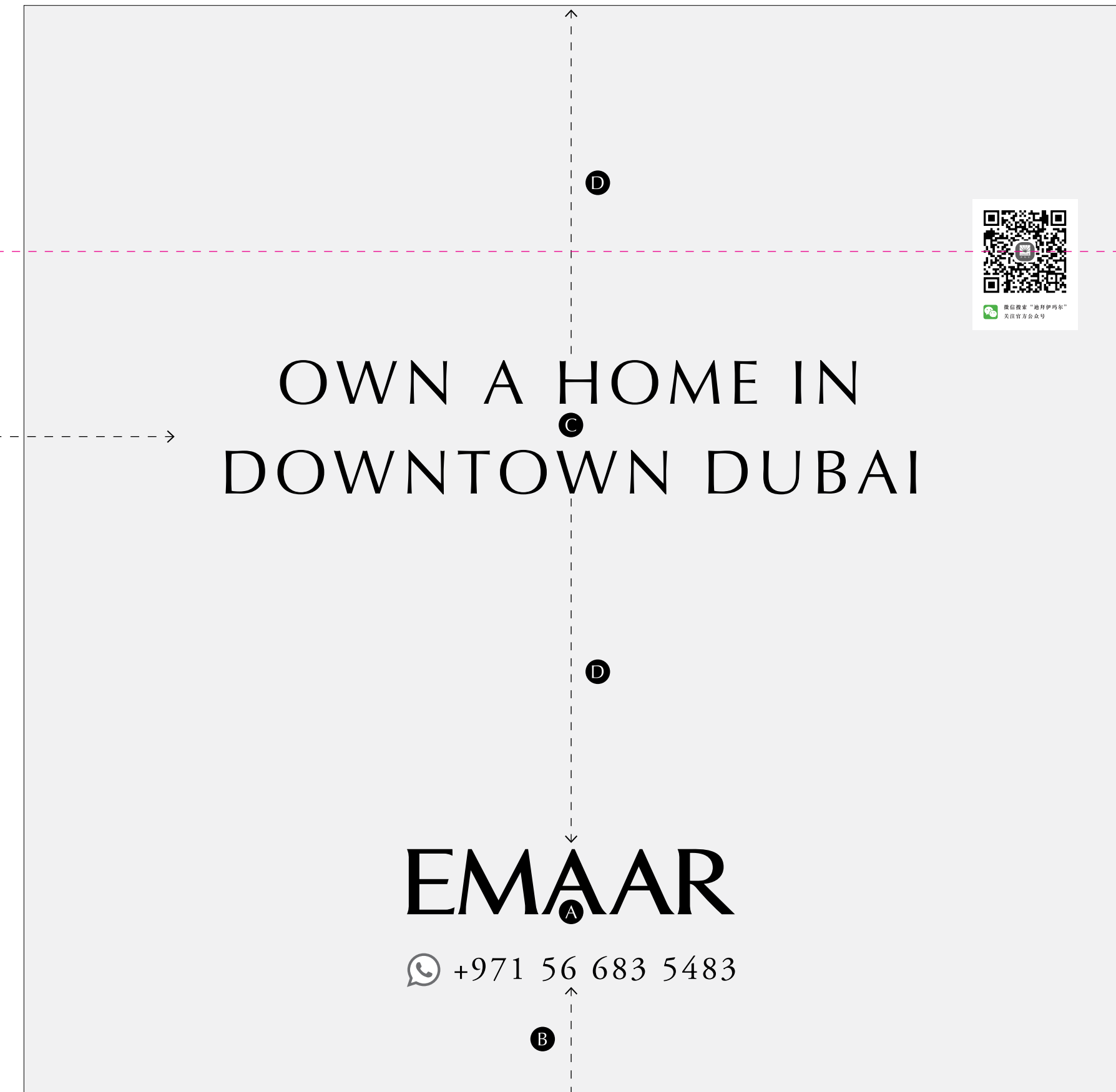
### *Print \_ Airport Branding \_*

#### *Proportion 1:1*

- A. The EMAAR log must occupy 6% of the panel's height. The Call to Action should be the same size as the EMAAR logo
- B. The distance between the EMAAR logo and the Call to Action should be positioned 10% of the overall panel's height above the bottom edge.
- C. The tagline should occupy 4% of the panel's height.
- D. The tagline should be positioned exactly halfway between the top of the EMAAR logo and the top edge of the panel.

The QR Code needs to be positioned in the eye level area. If the ad is taller than eye level, then the QR code should not be used.

The vertical positioning of the main copy depends on the image.



## 7.2 LAYOUTS

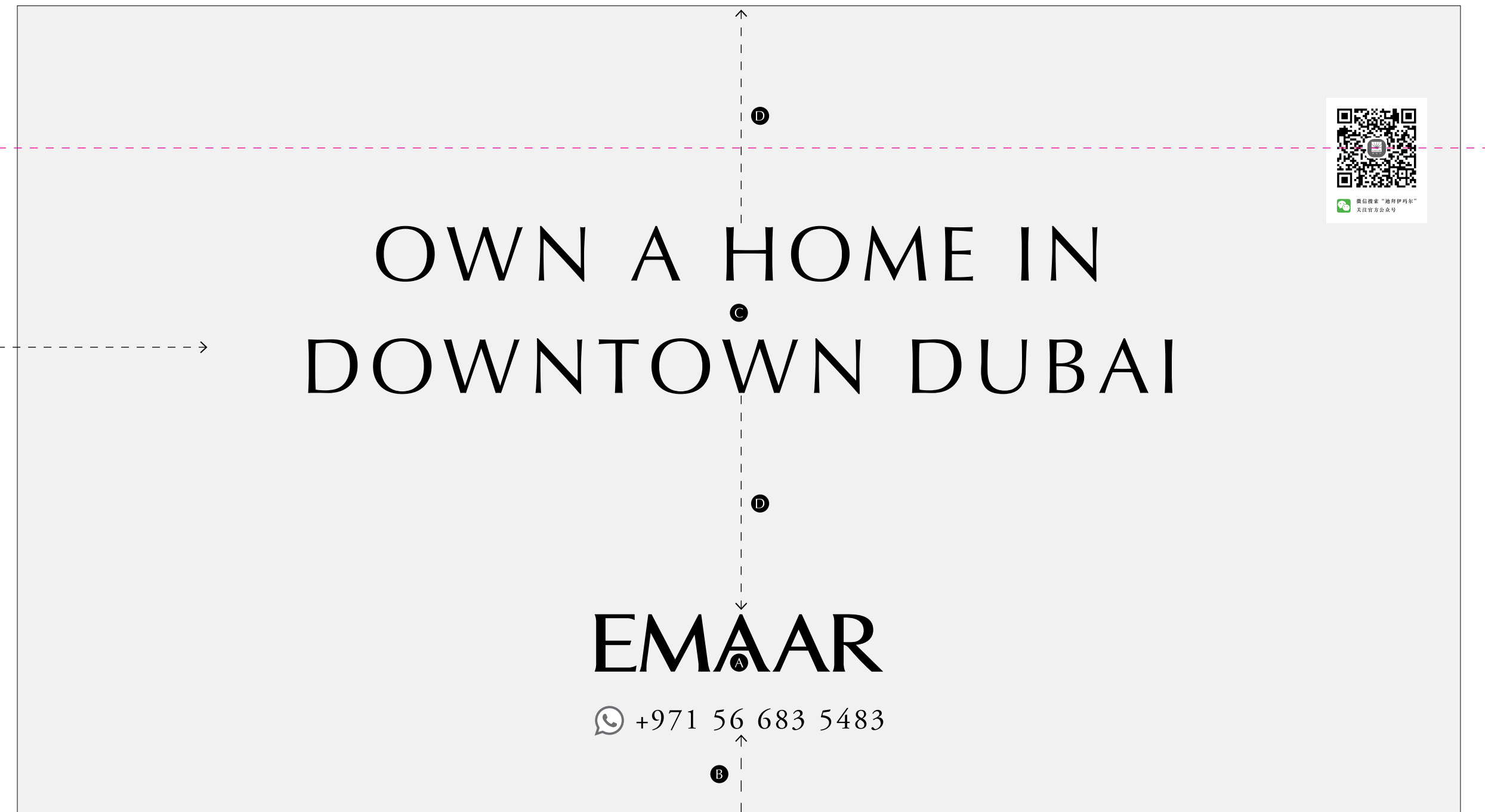
### *Print \_ Airport Branding \_*

#### *Proportion 16:9*

- A. The EMAAR logo must occupy 7% of the panel's height. The Call to Action should be the same size as the EMAAR logo
- B. The distance between the EMAAR logo and the Call to Action should be 10% of the overall panel's height above the bottom edge.
- C. The tagline should occupy 7% of the panel's height.
- D. The tagline should be positioned exactly halfway between the top of the EMAAR logo and the top edge of the panel.

The QR Code needs to be positioned in the eye level area. If the ad is taller than eye level, then the QR code should not be used.

The vertical positioning of the main copy depends on the image.



## 7.2 LAYOUTS

### *Print \_ Airport Branding \_*

#### *Proportion 9:16*

A. The EMAAR log must occupy 4% of the panel's height. The Call to Action should be the same size as the EMAAR logo

B. The distance between the EMAAR logo and the Call to Action should be positioned 10% of the overall panel's height above the bottom edge.

C. The tagline should occupy 3% of the panel's height.

D. The tagline should be positioned exactly halfway between the top of the EMAAR logo and the top edge of the panel.

The QR Code needs to be positioned in the eye level area. If the ad is taller than eye level, then the QR code should not be used.

The vertical positioning of the main copy depends on the image.



## 7.2 LAYOUTS

### *Print \_ Airport Branding \_*

#### *Proportion 7:2*

A. The EMAAR logo must occupy 7% of the panel's height. The Call to Action should be the same size as the EMAAR logo

B. The distance between the EMAAR logo and the Call to Action should be positioned 10% of the overall panel's height above the bottom edge.

C. The tagline should occupy 7% of the panel's height.

D. The tagline should be positioned exactly halfway between the top of the EMAAR logo and the top edge of the panel.

The QR Code needs to be positioned in the eye level area. If the ad is taller than eye level, then the QR code should not be used.

The vertical positioning of the main copy depends on the image.



## 7.2 LAYOUTS

### *Print \_ Airport Branding \_*

#### *Proportion 2:7*

- A. The EMAAR logo must occupy 2.5% of the panel's height. The Call to Action should be the same size as the EMAAR logo
- B. The distance between the EMAAR logo and the Call to Action should be positioned 8% of the overall panel's height above the bottom edge.
- C. The tagline should occupy 3% of the panel's height.
- D. The tagline should be positioned exactly halfway between the top of the EMAAR logo and the top edge of the panel.

The QR Code needs to be positioned in the eye level area. If the ad is taller than eye level, then the QR code should not be used.

The vertical positioning of the main copy depends on the image.



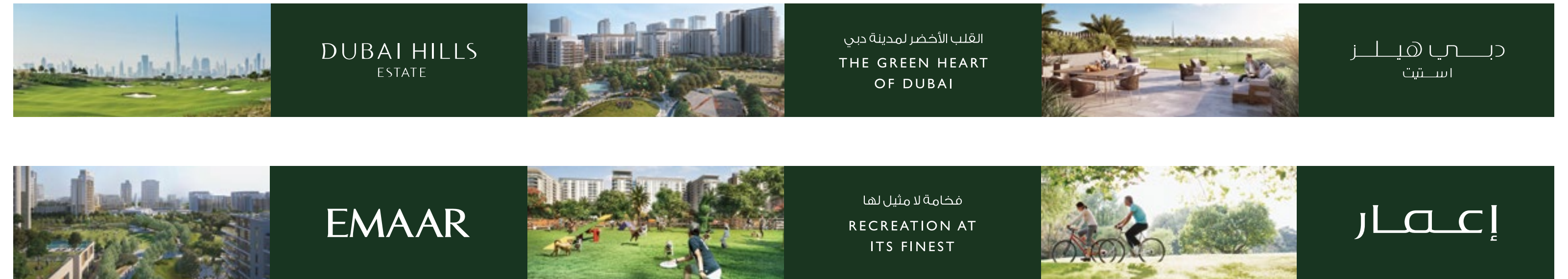
## 7.3 LAYOUTS

### *Print \_ Hoarding*

**DESTINATION LOGO:** The destination logo should occupy 1/3 of the hoarding's height. For logo usage, please alternate the English and the Arabic logo on each block.

**EMAAR LOGO:** The EMAAR logo should be 1/4 of the hoarding's height. For logo usage, please alternate English and Arabic logo on each block.

The imagery must always reflect the neighbourhood and the project's USPs. The USP messaging must be bilingual, with the English and Arabic copy complementing each other in each block.



## 7.4 LAYOUTS

### *Print \_ Wayfinding Signages*

The USP messaging must be bilingual, with the English and Arabic copy complementing each other in each block.



## 7.5 LAYOUTS

### *Print \_ Material Board Labels*

Use some of the property branding (e.g. the brochure) to align the background colour or image

Material label name  
Use Optima Regular

Project Logo - 60% of the label height

EMAAR Logo - 20% of the label height

LIGHT OPTION

ARABIAN RANCHES III

---

SUN

EMAAR

DARK OPTION

ARABIAN RANCHES III

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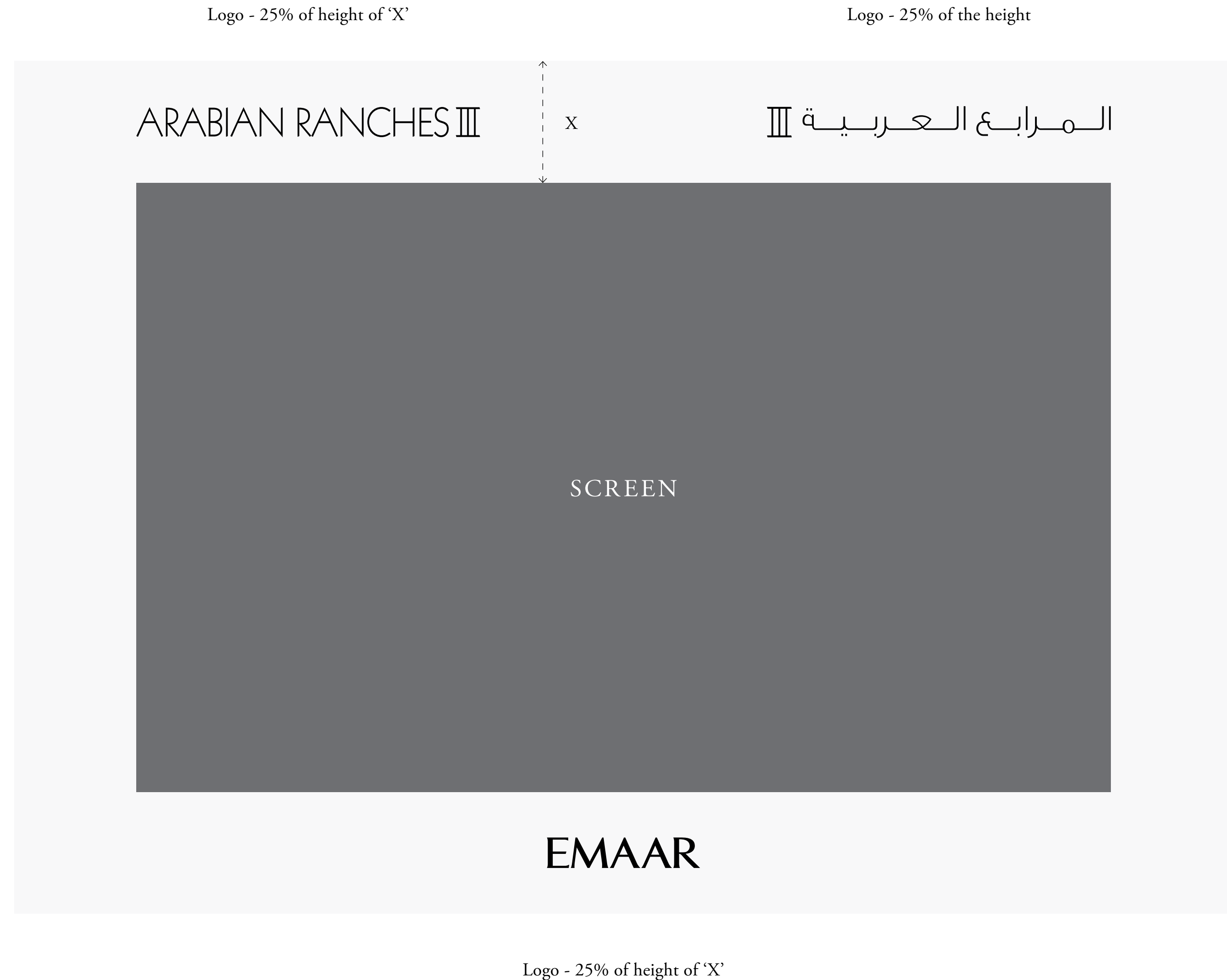
SUN

EMAAR



## 7.6 LAYOUTS

### *Print \_ Backdrop*



## 7.7 LAYOUTS

*Print \_ Newspaper / Magazine Ad*

Main Message

Render

**FIND  
YOUR  
HAPPY**

ARABIAN RANCHES III

SUN

**EMAAR**

Call 800 36227 (UAE) or +971 4 366 1688 (International) | WhatsApp +971 56 683 5483  
Property Advisor +971 4888 8844 from 9 AM to 7 PM (GSP), Sunday to Thursday | EMAAR.COM

Destination + Property / Cluster Logo  
50% of the page width

Emaar + Contact Lock up (Cannot change)

## 7.8 LAYOUTS

### *Print \_ Wristband*

Use the below as the guide for all events



EMAAR logo is 30% of the height

# 7.9 LAYOUTS

## Print \_ Product Fact Sheet

All text (except Destination and Project logos) must be in EMAAR's standardised font.

Please use the template in the master folder.

Destination  
Logo

Property  
/ Cluster  
summary


Only change  
the info,  
cannot change  
the style

Only change  
the info,  
cannot change  
the style

Only change  
the info,  
cannot change  
the style

ARABIAN RANCHES III
SUN

Sun is the premier neighbourhood of Arabian Ranches III. Filled with numerous outdoor facilities - from a lazy river to an incredible splash deck and sports activities - here is where young families can have endless fun in the sun. Find your happy at Arabian Ranches III.





### KEY FEATURES


<p><i>Property Type / Townhouses</i></p> <p><i>Houses Types / 3 - 4 Bedroom</i></p> <p><i>Houses Sizes / 180.38 Sqm - 225.83 Sqm</i></p> <p><i>Number of Floors / G + 1</i></p>	<p><i>Closest Landmark / Global Village</i></p> <p><i>First Instalment / 5% on day of purchase</i></p> <p><i>Estimated Handover Date / April 2022</i></p>
---	---

### AMENITIES

<ul style="list-style-type: none"> <li>· Lazy River</li> <li>· Swimming Pool</li> <li>· Signature Clubhouse</li> </ul>	<ul style="list-style-type: none"> <li>· Gym &amp; Recreational facilities</li> <li>· BBQ Area</li> <li>· Sports Courts</li> </ul>	<ul style="list-style-type: none"> <li>· Kids splash pads and play areas</li> <li>· Easy access to central park</li> <li>· Retail at Ground Level</li> </ul>
--	--	--

### ARCHITECTURE

 <p><i>Type 1</i> 3-4 BEDROOM TOWNHOUSES</p> <p>Where the façade earth tone colours are juxtaposed with the crisp white paint.</p>	 <p><i>Type 2</i> 3-4 BEDROOM TOWNHOUSES</p> <p>A modern abode with a unique collage of whites and greys.</p>
---	--




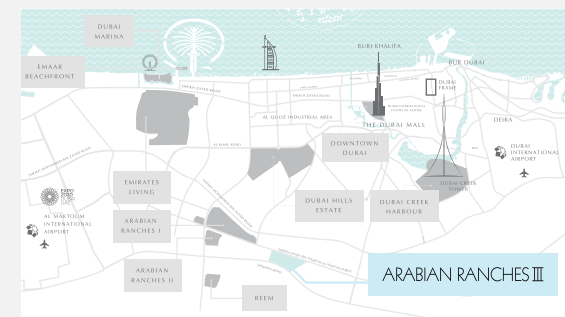
Call 800 36227 (UAE) or +971 4 366 1688 (International) | WhatsApp +971 56 683 5483

Property Advisor +971 4888 8844 from 9 AM to 7 PM (GSP), Sunday to Thursday | EMAAR.COM

Footer - cannot change

### LOCATION AND PROXIMITY



	<p><b>5</b> Minutes from Global Village</p>	<p><b>10</b> Minutes from Dubai Polo and Equestrian Club</p>	<p><b>20</b> Minutes from Downtown Dubai</p>	<p><b>35</b> Minutes from The Dubai Mall</p>	<p><b>35</b> Minutes from Dubai Marina</p>	<p><b>20</b> Minutes from Dubai Int'l Airport</p>
--	---	--	--	--	--	---

### FUTURE LANDMARKS

THE WORLD'S FUTURE LARGEST AIRPORT	EXPO 2020	DUBAI HILLS MALL	NEW CYCLING TRACKS IN AL QUDRA	NEW ROADS
--	--------------	------------------------	--------------------------------------	--------------

### PAYMENT & BOOKING

<p style="text-align: center; font-weight: bold;">BOOKING</p> <p>Pay booking deposit AED37K within 24 hours</p> <p style="text-align: center;">↓</p> <p>Submit signed sales docs</p> <p style="text-align: center;">↓</p> <p>Unit will be booked for up to 3 calendar days</p>	<p style="text-align: center; font-weight: bold;">PURCHASING</p> <p>Customer receives OTP (Offer to Purchase)</p> <p style="text-align: center;">↓</p> <p>Customer signs and submits OTP</p> <p style="text-align: center;">↓</p> <p>Pay booking fee of AED37,000</p> <p style="text-align: center;">↓</p> <p>Complete downpayment within 4 days</p>	<p style="text-align: center; font-weight: bold;">DOCUMENTATION</p> <p style="text-align: center; font-weight: bold;">UAE Resident (Valid copy of passport, visa and Emirates ID)</p> <p style="text-align: center; font-weight: bold;">Non Resident of the UAE (Valid copy of Passport and national ID's)</p> <p style="text-align: center; font-weight: bold;">Company (Trace License, Memorandum and Articles of Association (MOA), passport, visa and E-ID (shareholders) <small>*POA docs if required</small>)</p>
--	--	---

Map highlighting the property in the masterplan

Highlighting the district in Dubai map and minutes from key locations in Dubai

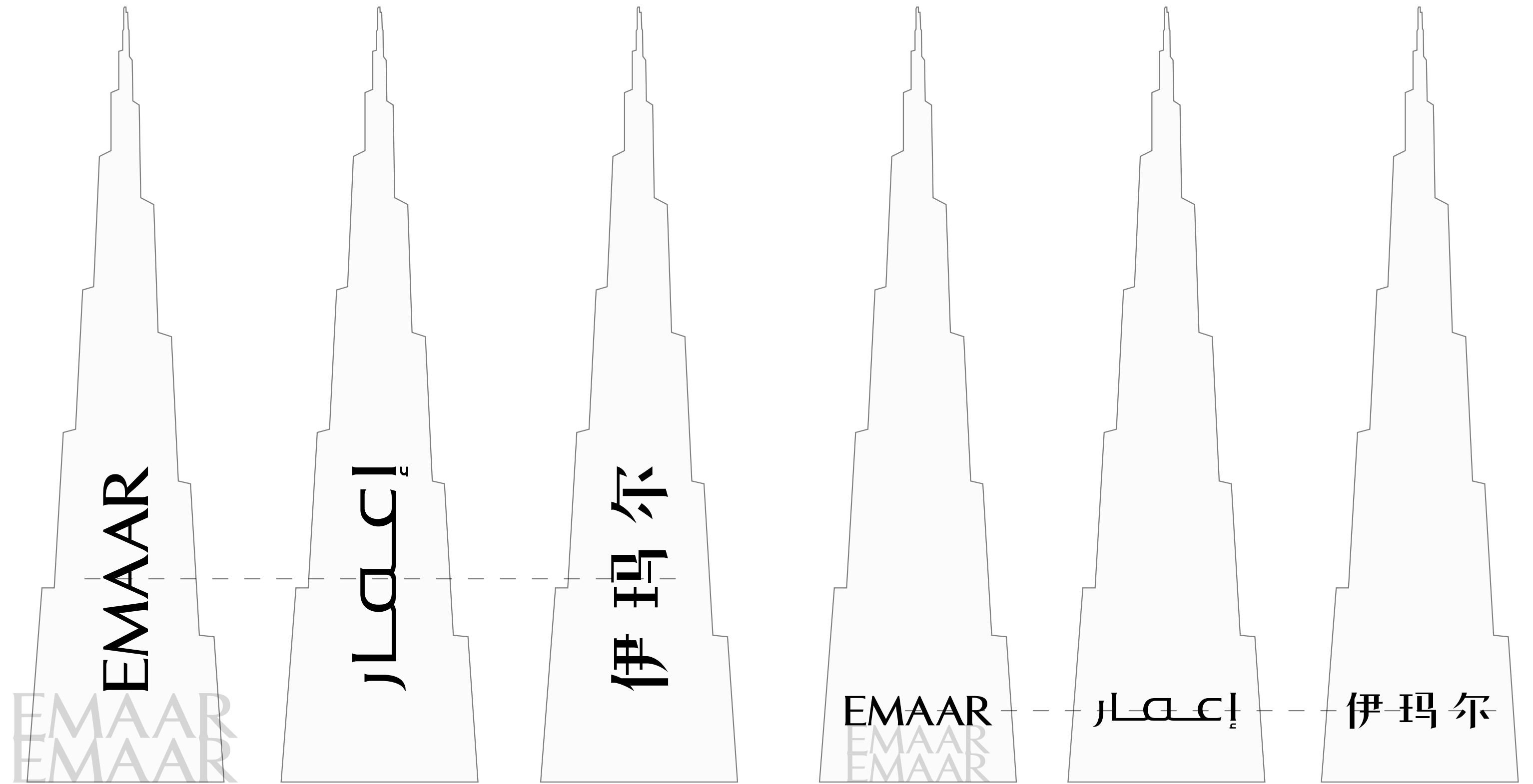
Only change the info, do not alter the style

Cannot Change

## 7.10 LAYOUTS

### *Digital \_ Burj Khalifa Screen*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.



#### LOGO ONLY SCENE

EMAAR English Logo - 29% of display height. Logos in other languages have to follow this height, and have to be aligned to the centre of the English version.

#### DURING THE SHOW

EMAAR English Logo - 75% of display width. Logos in other languages have to follow this width, and have to be aligned to the centre of the English version.

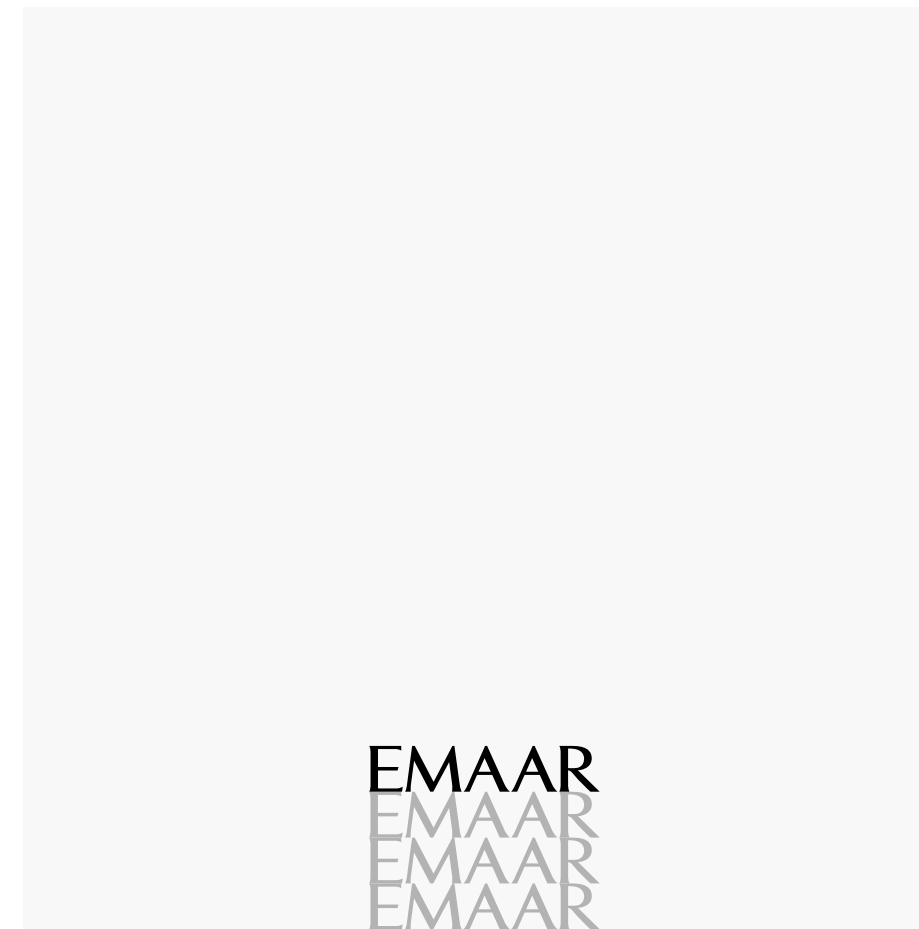
## 7.11 LAYOUTS

### *Digital \_ Social Media \_*

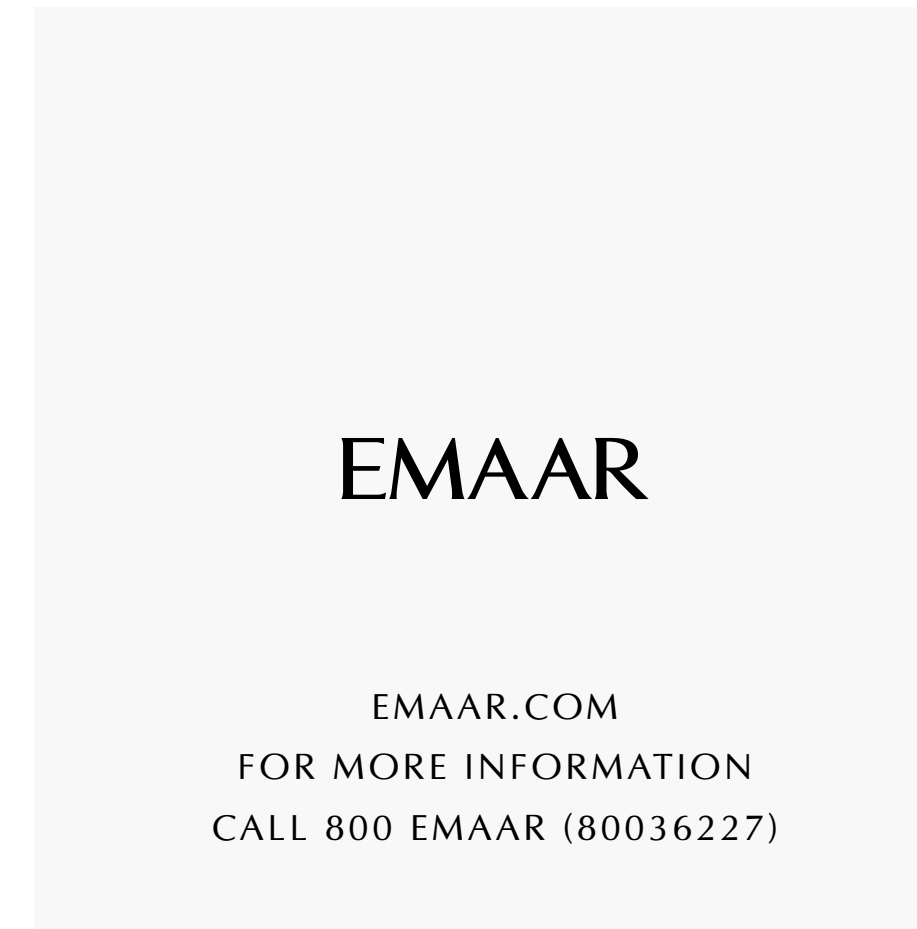
#### *Video 1x1*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame



EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 1x1 of info footer, refer to the 'Video Template'



EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 1x1 of info footer, refer to the 'Video Template'

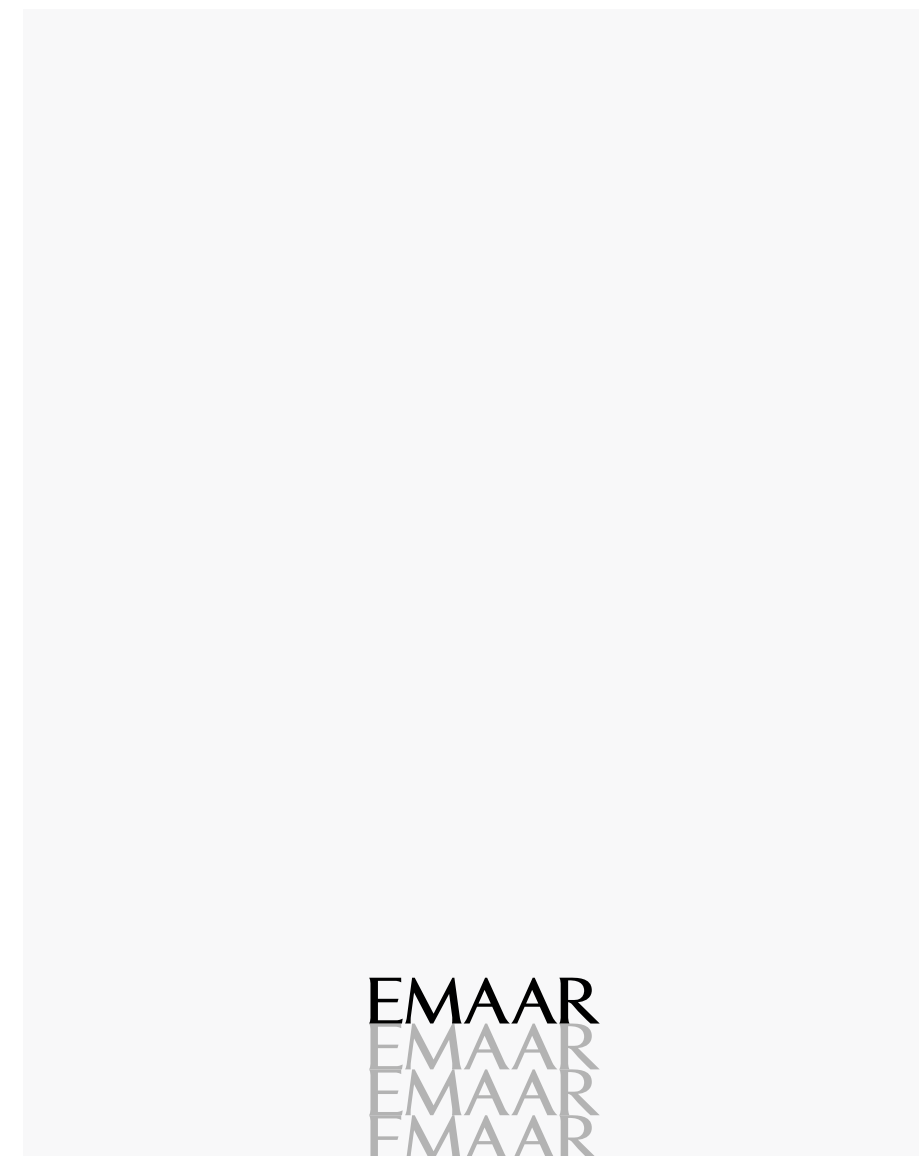
## 7.11 LAYOUTS

### *Digital \_ Social Media \_*

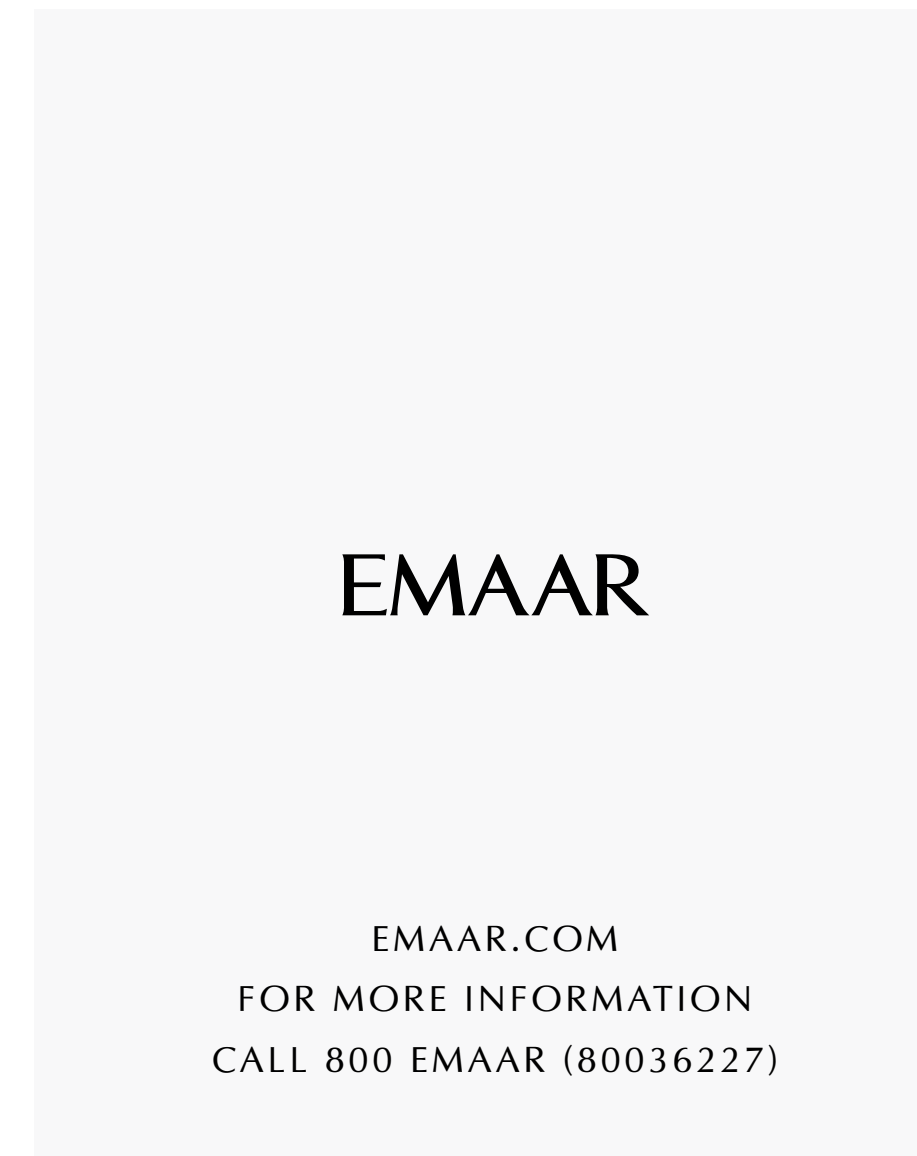
#### *Video 4x5*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 1/4 of frame width and 3 'logo' spacings from the bottom of frame



EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 4x5 of info footer, refer to the 'Video Template'



EMAAR logo should be 1/3 of frame width and aligned to the centre of the frame. For 4x5 of info footer, refer to the 'Video Template'

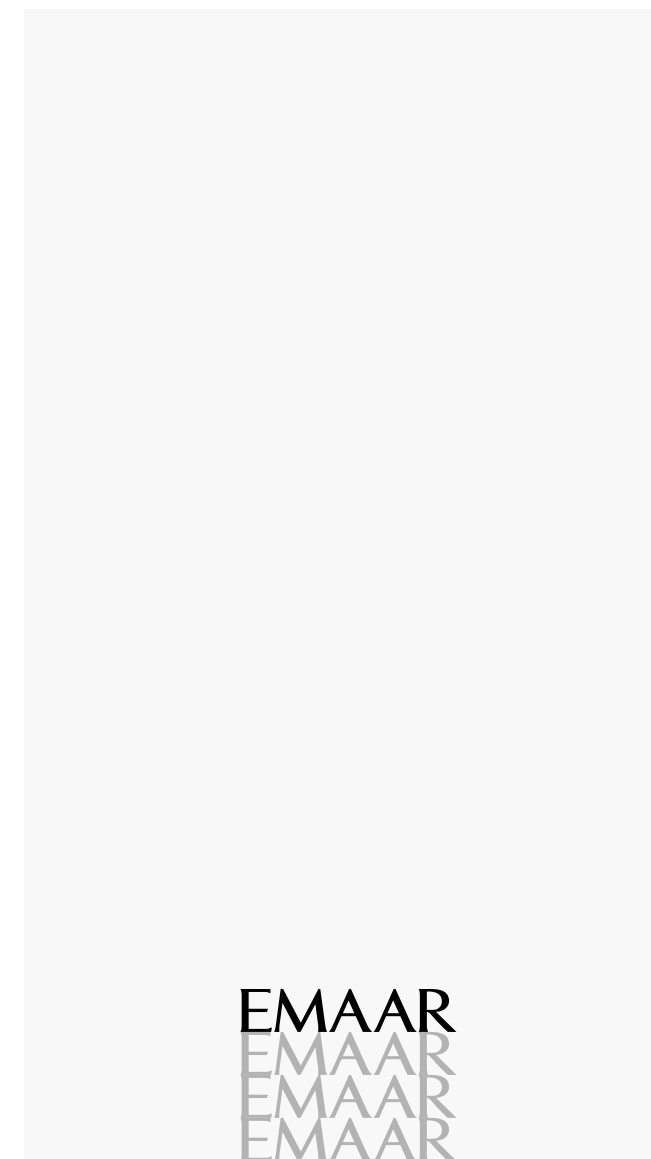
## 7.11 LAYOUTS

### *Digital \_ Social Media \_*

#### *Video 9x16*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 1/3 of frame width and 3 'logo' spacings from the bottom of frame



EMAAR logo should be 1/2 of frame width and aligned to the centre of the frame. For 9x16 of info footer, refer to the 'Video Template'



EMAAR logo should be 1/2 of frame width and aligned to the centre of the frame. For 9x16 of info footer, refer to the 'Video Template'



## 7.11 LAYOUTS

### *Digital - Social Media -*

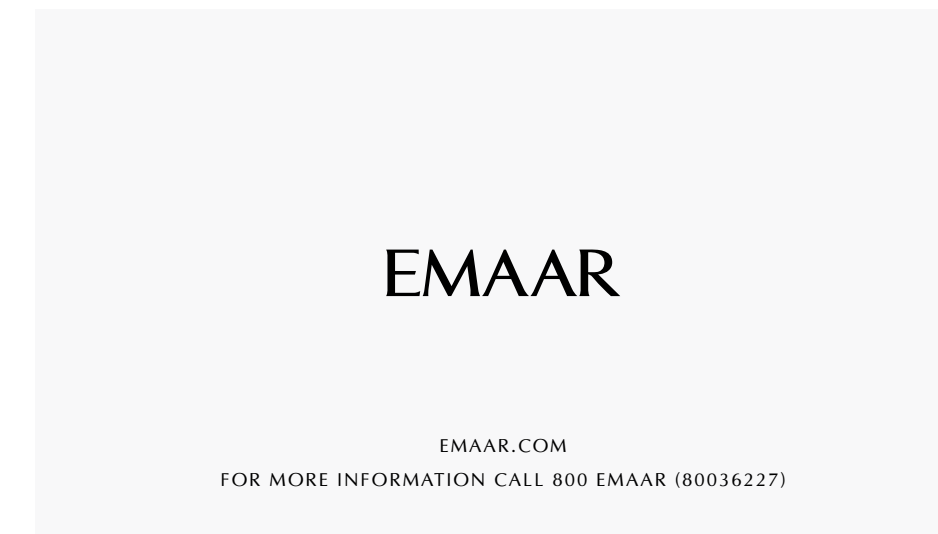
### *Video 16x9*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be 15% of frame width and 2 'logo' spacings from the bottom of frame



EMAAR logo should be 1/4 of frame width and aligned to the centre of the frame. For 16x9 of info footer, refer to the 'Video Template'



EMAAR logo should be 1/4 of frame width and aligned to the centre of the frame. For 16x9 of info footer, refer to the 'Video Template'

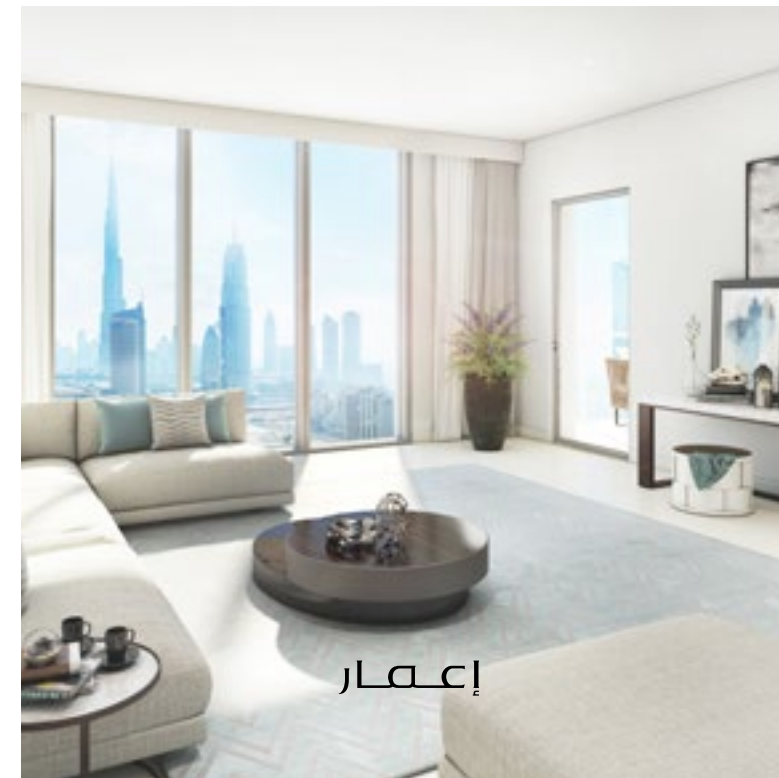
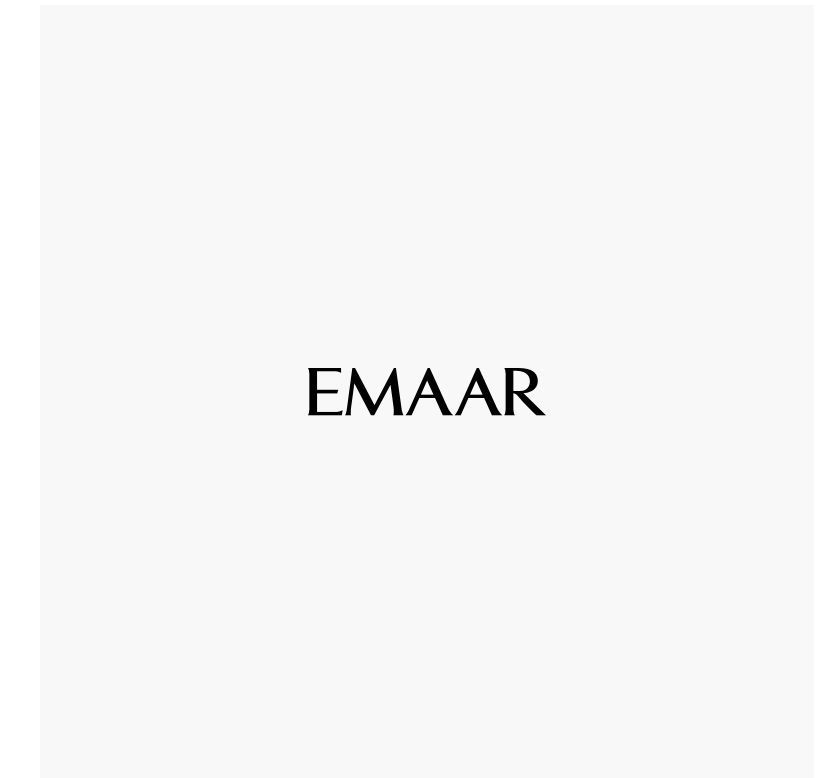
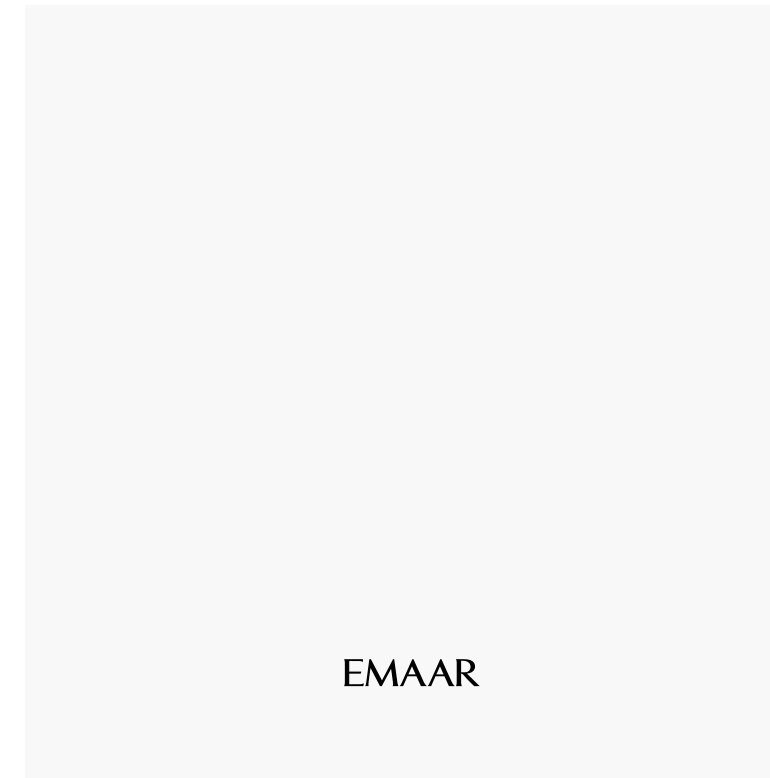
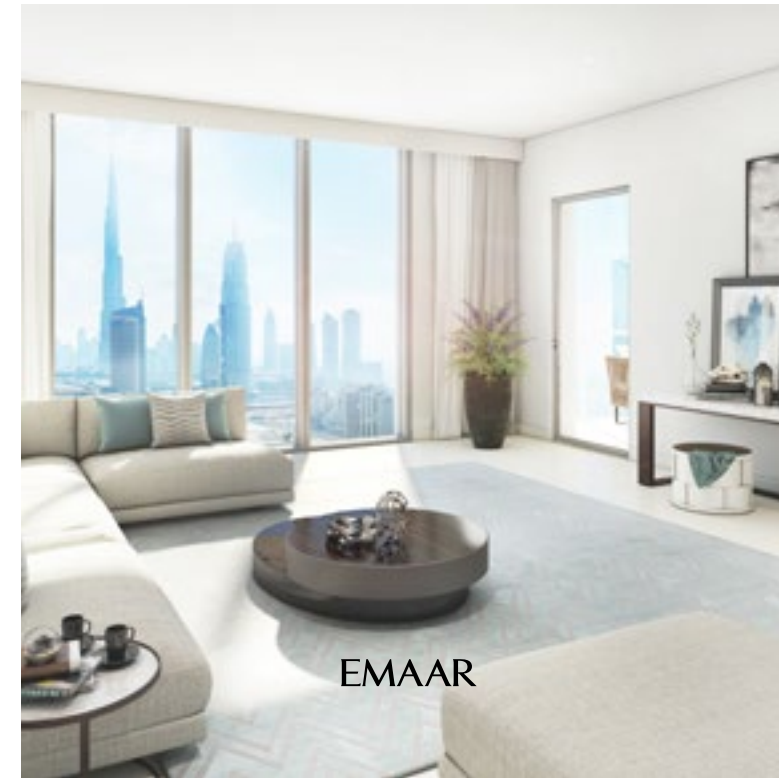
## 7.11 LAYOUTS

### *Digital \_ Social Media \_*

#### *Video 1x1*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be placed with the template that is provided by EMAAR.

EMAAR logo should be align in the centre of the frame width.

EMAAR ending logo should be placed with the template that is provided by EMAAR.

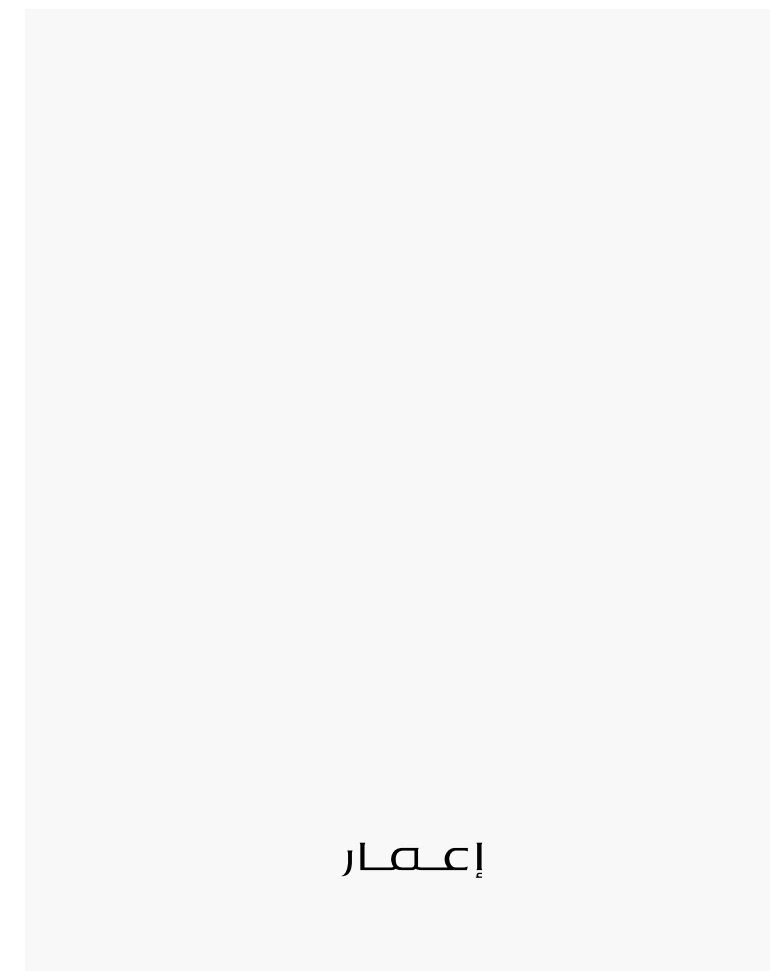
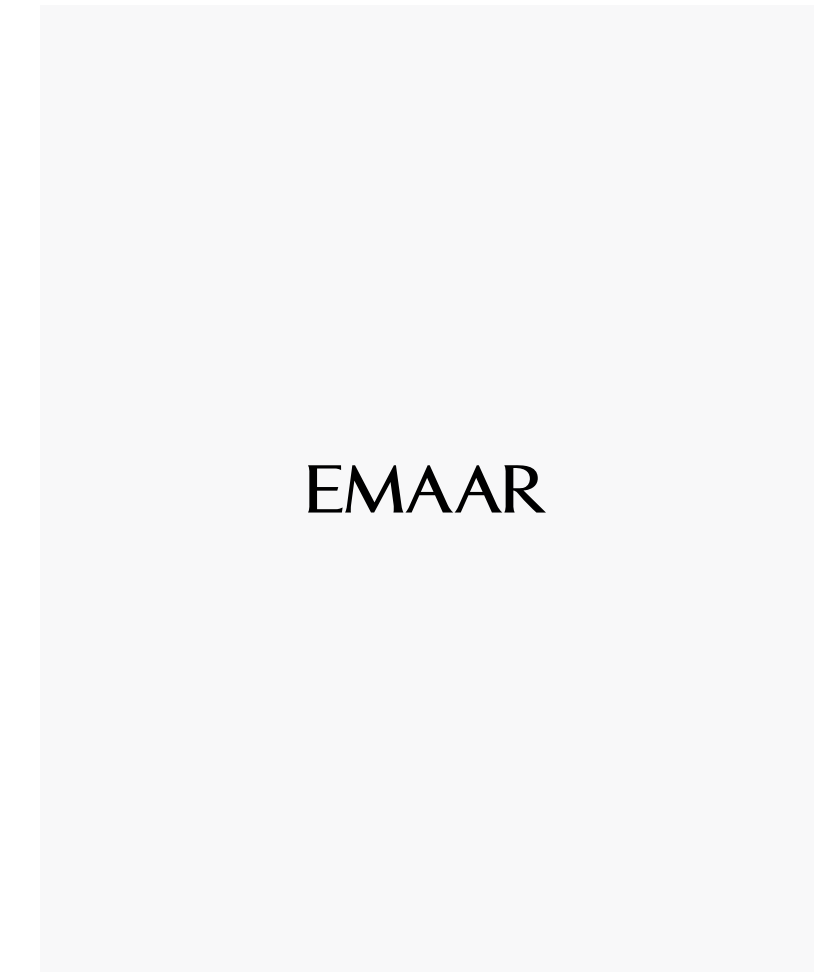
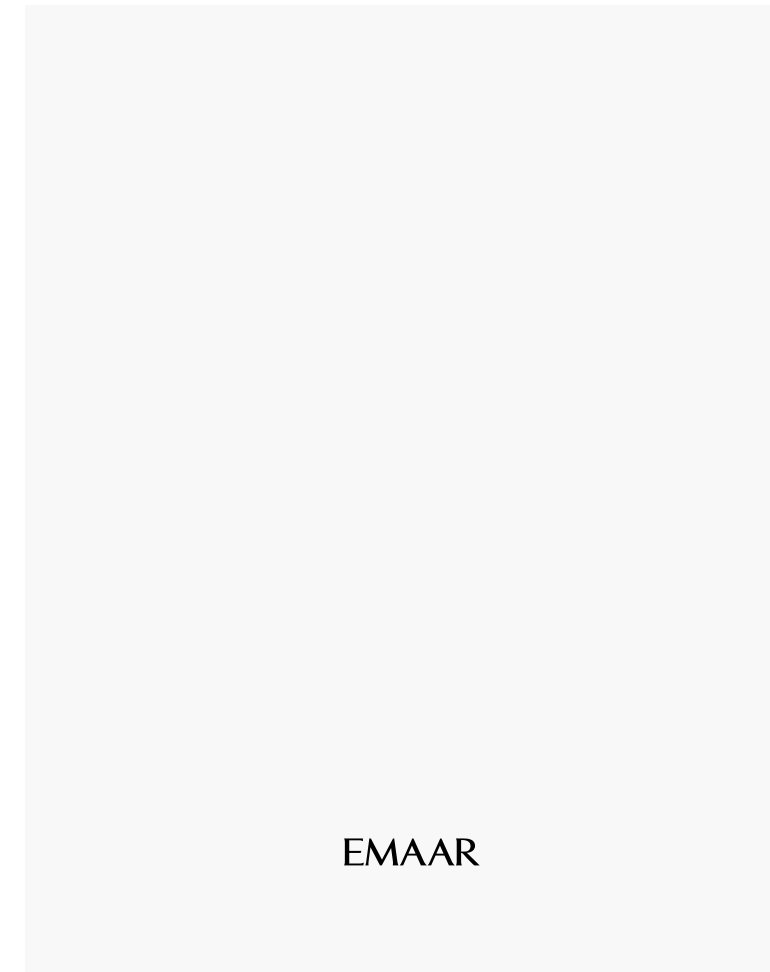
## 7.11 LAYOUTS

### *Digital \_ Social Media \_*

#### *Video 4x5*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be placed with the template that is provided by EMAAR.

EMAAR logo should be align in the centre of the frame width. EMAAR ending logo should be placed with the template that is provided by EMAAR.

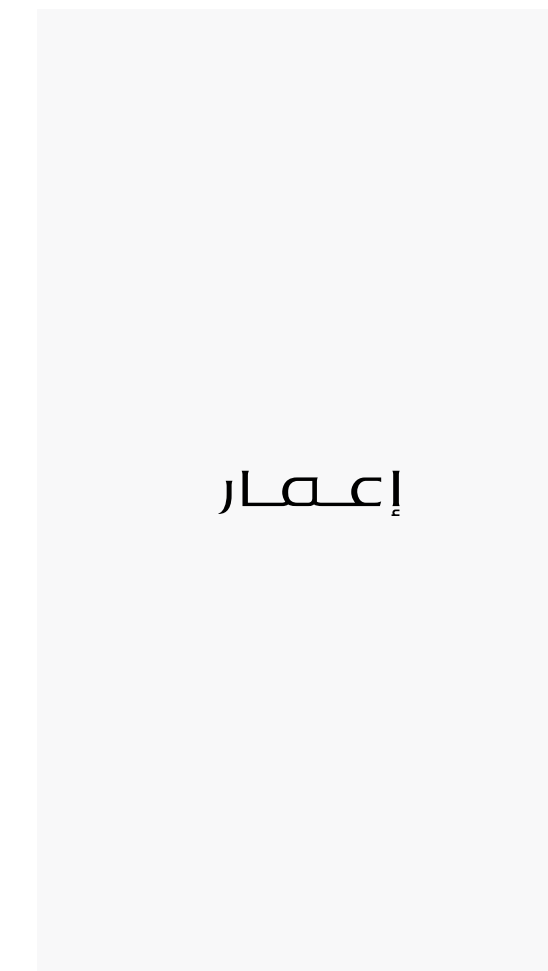
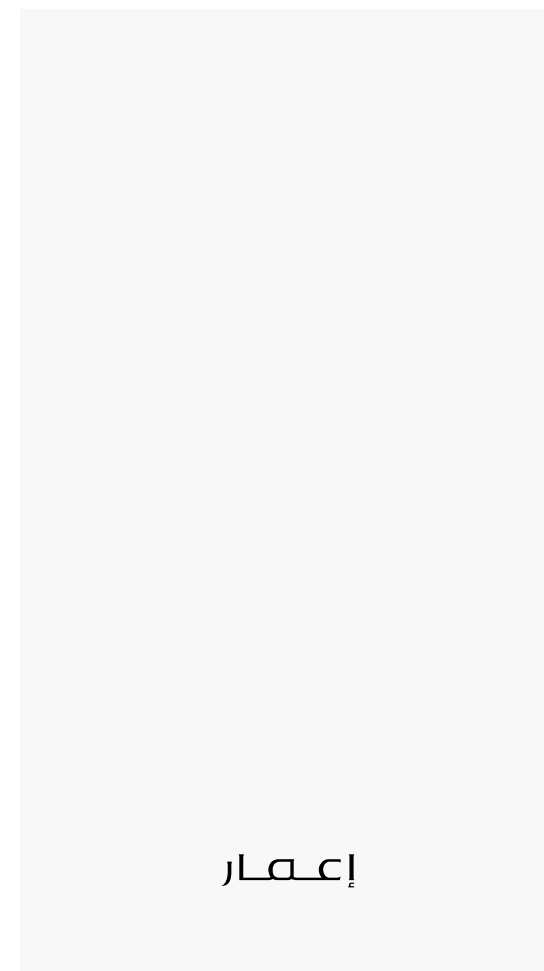
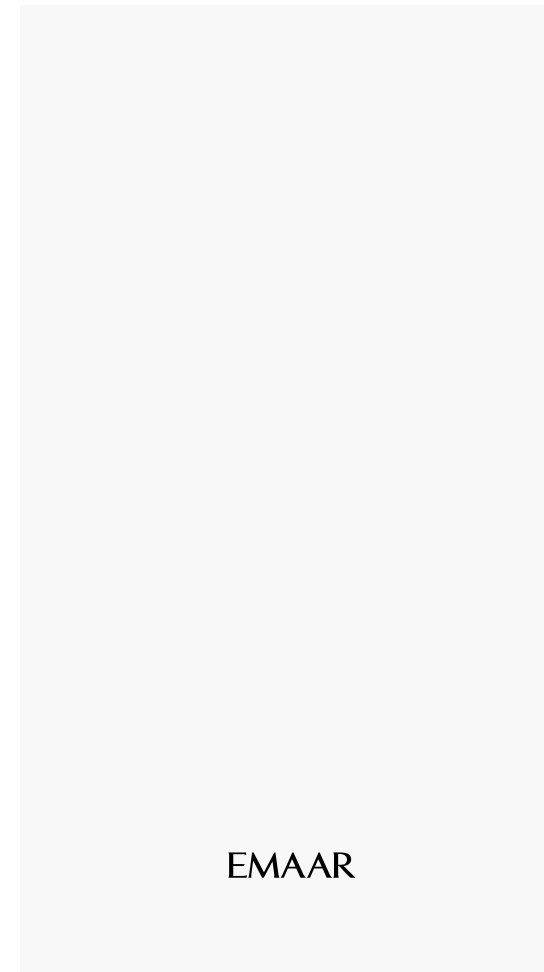
## 7.11 LAYOUTS

### *Digital \_ Social Media \_*

#### *Video 9x16*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be placed with the template that is provided by EMAAR.

EMAAR logo should be align in the centre of the frame width.

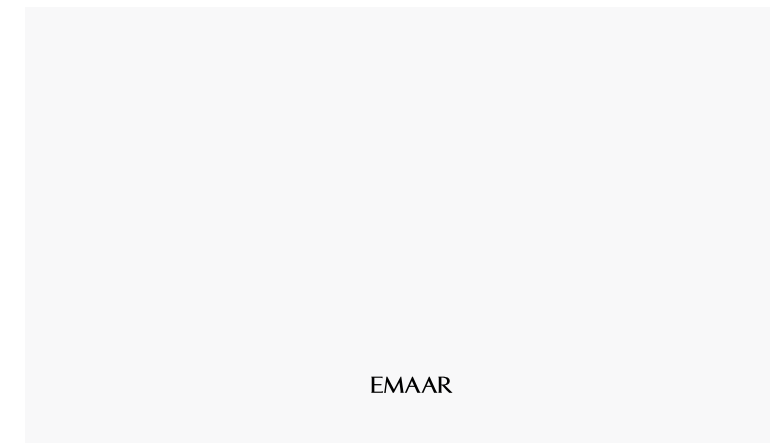
EMAAR ending logo should be placed with the template that is provided by EMAAR.

## 7.11 LAYOUTS

### *Digital - Social Media - Video 16x9*

EMAAR logo to be visible throughout entire sequence. Ensure that the below positioning for the logo is followed.

Please use the social media template in the master template folder.



EMAAR logo to be present until the last frame. EMAAR footer logo should be placed with the template that is provided by EMAAR.

EMAAR logo should be align in the centre of the frame width. EMAAR ending logo should be placed with the template that is provided by EMAAR.

## 7.12 LAYOUTS

### *Digital \_ Brochure \_*

#### *Cover Logo / Font Size*

Digital Size - 1920pxw x 1080pxh

All logos and texts to follow the hierarchy as below. 'Look and feel' can differ according to each individual project.




## 7.13 LAYOUTS

### *Digital \_ Brochure \_ Font Size*

Digital Size - 1920pxw x 1080pxh

Ensure that all text is clear and large (proper font size) enough to be viewed across all devices, especially mobile phones. Also keep a clear hierarchy when presenting the copy.



*Touch*

# SENSE FAMILIAR, SENSE HOME

Enveloped by the epic landscape of Dubai Hills Estate, the six-bedroom villas are equally alluring once you step inside. Impressively proportioned, richly styled and flooded with natural light.

CREATE MEMORIES AND CELEBRATE MILESTONES	FEEL THE BREEZE FROM THE GOLF COURSE
RECONNECT WITH NATURE IN YOUR GARDEN	ON-DEMAND CUSTOMISED LANDSCAPING

Annotations on the right side of the layout:

- Title / H2  
Font Size 40pt  
Leading 50pt
- Title / H1  
Font Size 100pt  
Leading 100pt
- Content / H4  
Font Size 25pt  
Leading 40pt
- Key Fact / H3  
All Caps  
Font Size 25pt  
Leading 40pt

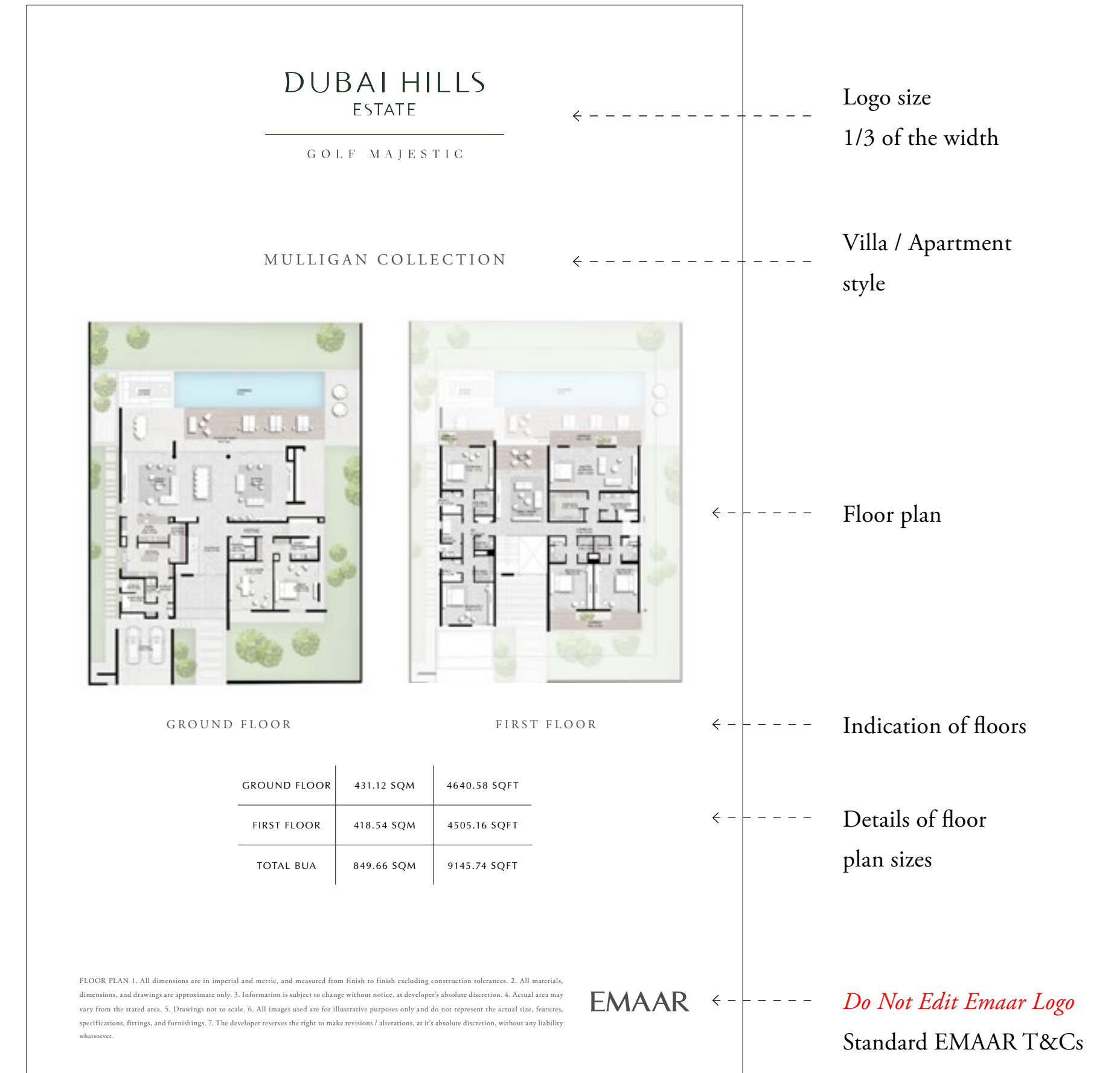
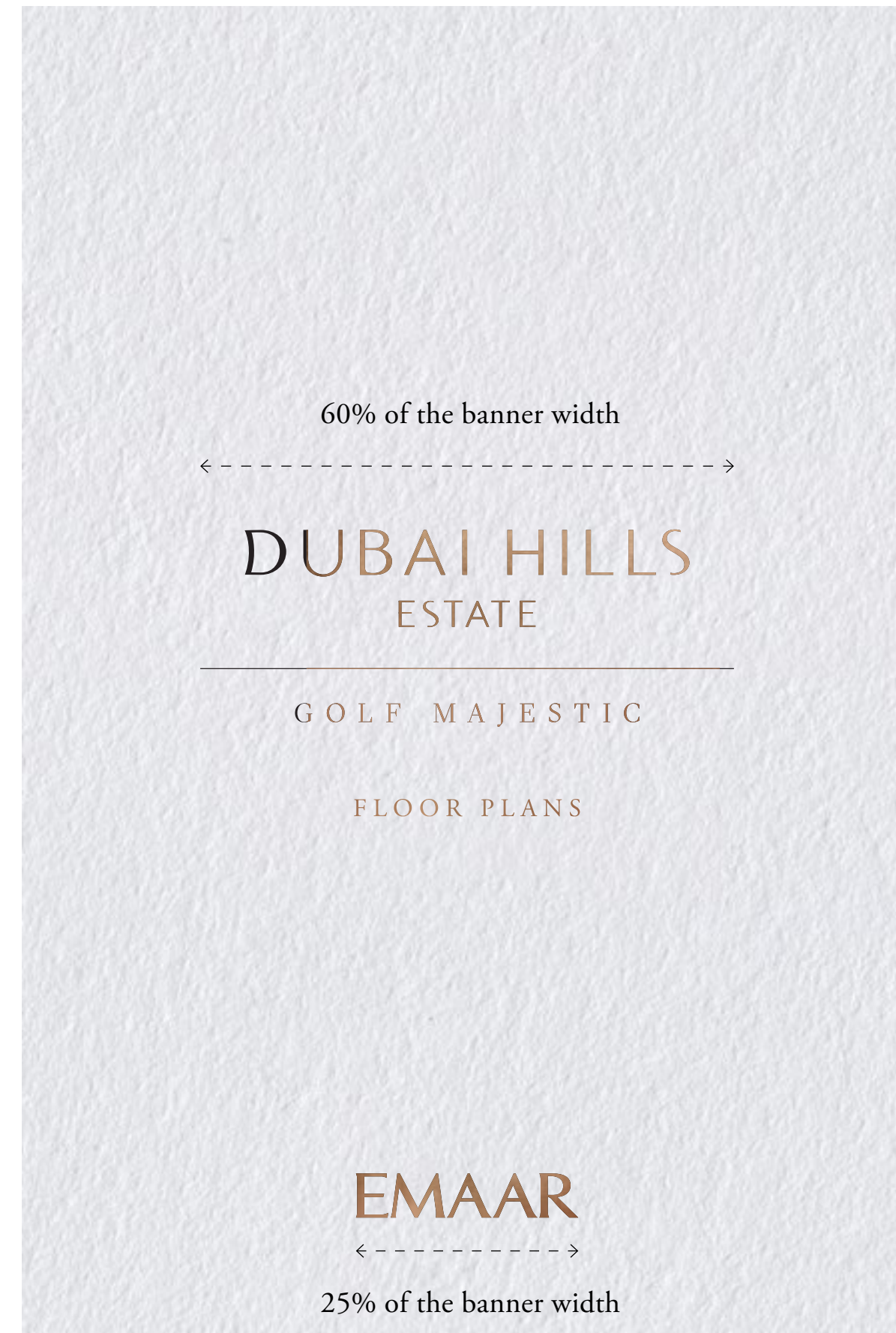
## 7.14 LAYOUTS

### *Digital \_ Floor Plan*

Digital Size - 2696pxw x 4040pxh

Find 'Floor Plan' template in the master folder.

Use the property branding (ie. brochure) to align the background colour or image





## 7.15 LAYOUTS

### *Digital \_ Payment Plan*

Find 'Payment Plan' template in the master folder.

Render

Project Logo

Background - Project Colour

Payment Plan Table

*Do Not Edit Emaar Logo*

INSTALMENTS	PAYMENT %	MILESTONES	DATE
1 <sup>ST</sup> INSTALMENT	5%	ON BOOKING	MARCH 2019
2 <sup>ND</sup> INSTALMENT	5%	WITHIN 30 DAYS FROM BOOKING	APRIL 2019
3 <sup>RD</sup> INSTALMENT	5%	4 MONTHS FROM BOOKING	BY 30 <sup>TH</sup> JULY 2019
4 <sup>TH</sup> TO 9 <sup>TH</sup> INSTALMENT	5%	EVERY 5 MONTHS FROM JULY 2019	DEC 2019 TO JAN 2022
10 <sup>TH</sup> INSTALMENT	25%	100% CONSTRUCTION COMPLETION	APRIL 2022*
11 <sup>TH</sup> TO 16 <sup>TH</sup> INSTALMENT	5%	EVERY 4 MONTHS FROM COMPLETION	AUGUST 2022 TO APRIL 2024

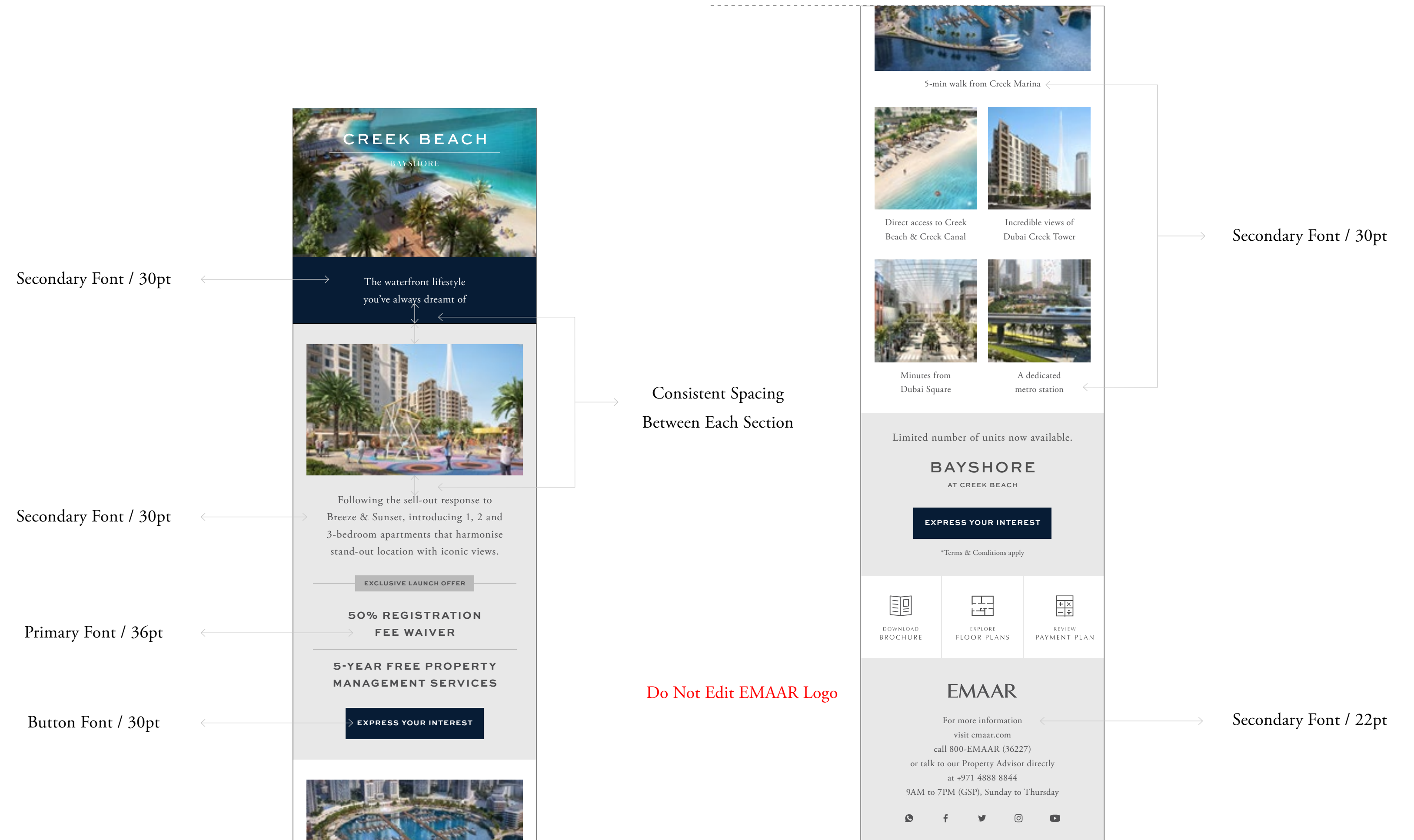
\*ESTIMATED COMPLETION DATE, TERMS AND CONDITIONS APPLY

EMAAR

## 7.16 LAYOUTS

### Digital \_ Launch EDM

Find 'Launch EDM' template in the master folder.



## 7.16 LAYOUTS

### Digital \_ Partnership EDM

Find 'Partnership EDM' template in the master folder.

**30% of the banner width** ←

**EMAAR** **DMCC**

Dear Smith,  
Emaar and DMCC introduce a Dubai first.  
**A HOME OFFICE**  
with a business licence & family visa  
in Dubai Hills Estate.

Work from home in a vibrant community  
alongside Dubai Hills Park.

**Primary Font / 36pt** ←

**PAY 20%\***  
of the total price and receive

**Secondary Font / 22pt** ←

Free 3-year Renewable Business License | Free 3-year Renewable Family Residency Visa | 100% Business Ownership

**Primary Font / 18pt** ←

EXPRESS YOUR INTEREST

\*Terms & Conditions Apply

**HOME OFFICE PERKS**

**Do Not Edit EMAAR Logo**  
Only Edit The Partnership Logo  
(Same height with EMAAR Logo)

**Consistent Spacing**  
Between Each Section

Dream workspace

Business café & meetings area

Your very own central park | Steps away from Dubai Hills Mall

The time is now.  
Work, live and play at  
**EXECUTIVE**  
RESIDENCES

EXPRESS YOUR INTEREST

DOWNLOAD BROCHURE | EXPLORE FLOOR PLANS | REVIEW PAYMENT PLAN

**EMAAR**

For more information visit [emaar.com](http://emaar.com)  
call 800-EMAAR (36227)  
or talk to our Property Advisor directly at +971 4888 8844  
9AM to 7PM (GSP), Sunday to Thursday

**Secondary font / 22pt**

**Secondary font / 22pt**

## 7.16 LAYOUTS

### *Digital \_ Sales Agent Invitation*

#### *EDM*

Find 'Sales Agent Invitation EDM' template in the master folder.



## 7.17 LAYOUTS

### *Digital \_ Email Signature*

Your Name	Arial <b>Bold</b> size 10pt	Full Name	Arial size 7.5 empty space
(Do Not Edit)	Emaar Logo	EMAAR	Arial size 7.5 empty space
Your Department	Arial <b>Bold</b> size 10pt	Corporate Brand Growth	Arial size 7.5 empty space
Your Contact No.	Arial Regular size 10pt <small>No Spacing between number "T" and "M" remains <b>Bold</b></small>	T +97143673057 M +971503671234	Arial size 7.5 empty space
(Do Not Edit)	Website with hyperlink	<a href="http://emaar.com">emaar.com</a>	Arial size 7.5 empty space
Your Favourite Destination	Arial Regular size 10pt <small>Only edit the destination, must start with # No spacing, Sentence Case</small>	♥ #EmaarBeachfront	Arial size 7.5 empty space
(Do Not Edit)	Social Media Icons with hyperlinks	   	

## 7.18 LAYOUTS

### *Digital \_ Digital Banners \_ MPU (300x250)*

Find 'Digital Banners' template in the master folder.

The image displays three sequential frames of a digital banner for the Dubai Hills Estate Golf Suites. The 'FIRST FRAME' shows a golf course with a modern building in the background. The 'MIDDLE FRAME' shows a tall apartment building at dusk. The 'END FRAME' is a dark green background with white text.

Project logo  
60% Of the width

EMAAR logo  
30% of the width

Message copy - 18 pt  
Ideally 5-6 words only

You can have multiple middle frames depending on the campaign messaging

Call to action copy - 18 pt

Cta should mention the destination name and project name

FIRST FRAME

MIDDLE FRAME

END FRAME

## 7.18 LAYOUTS

### *Digital \_ Digital Banners \_ Half Page (300x600)*

Find 'Digital Banners' template in the master folder.

Image block  
Roughly 60% of height

Project logo  
60% Of the width

EMAAR logo  
30% of the width

First frame

Image block  
Roughly 60% of height

Message copy - 18 pt  
Ideally 5-6 words only

You can have multiple middle frames depending on the campaign messaging

Middle frame

Call to action copy - 18 pt

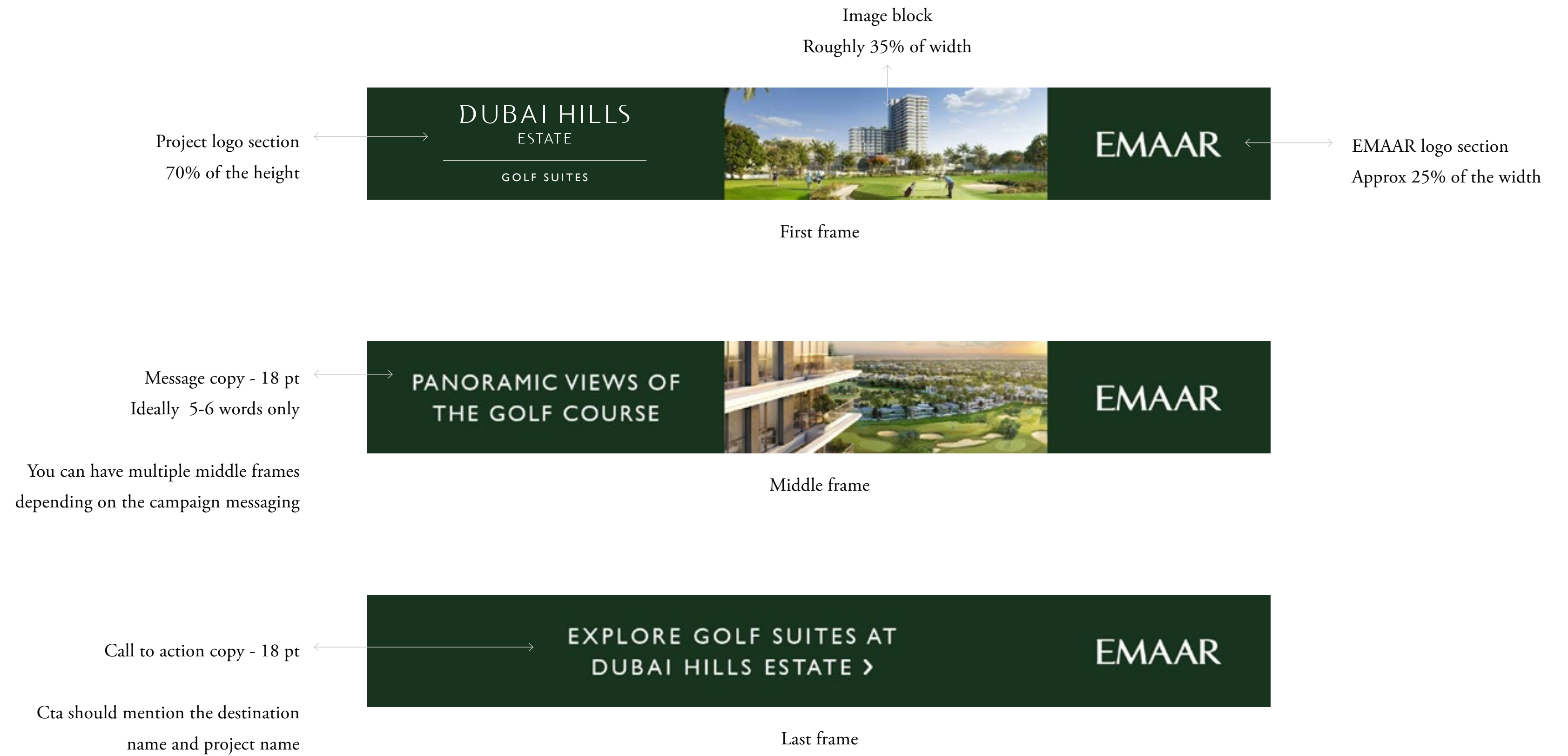
CTA should mention the destination name and project name

Last frame

## 7.18 LAYOUTS

### *Digital \_ Digital Banners \_ Leaderboard (700x28)*

Find 'Digital Banners' template in the master folder.

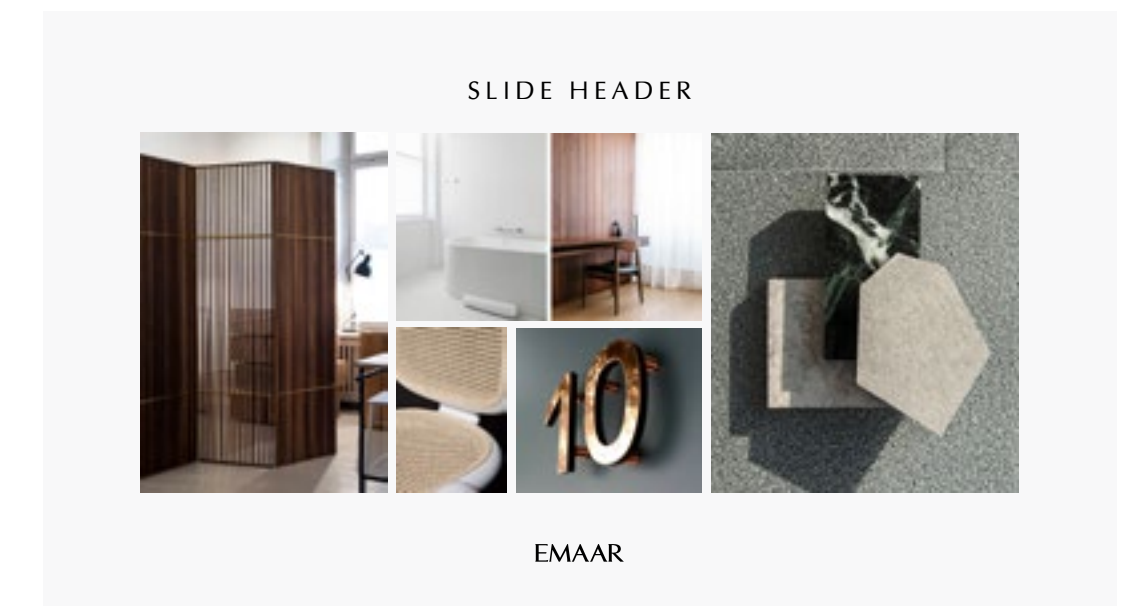
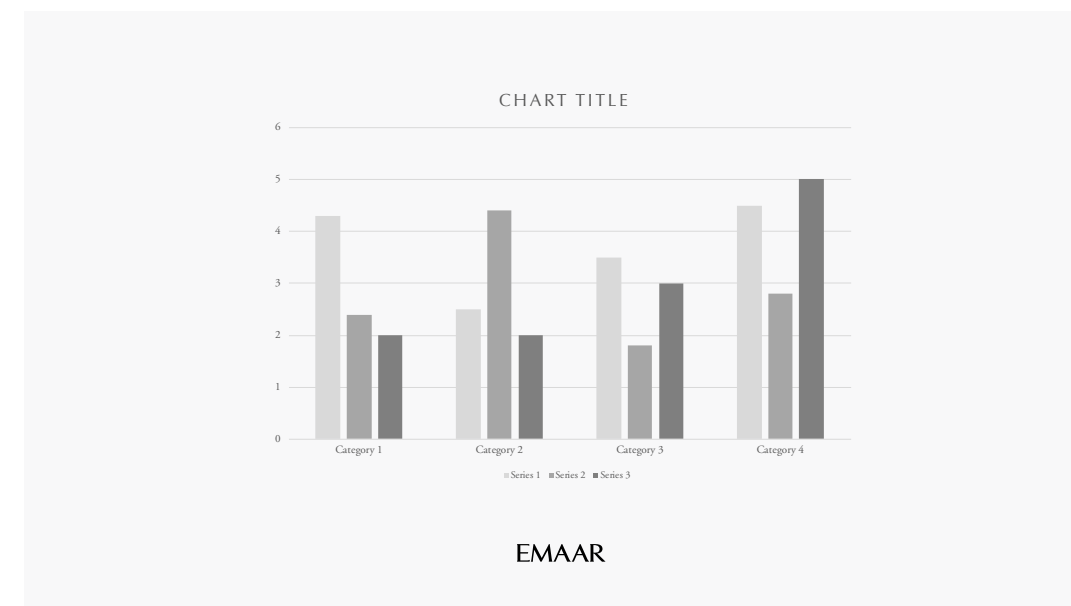
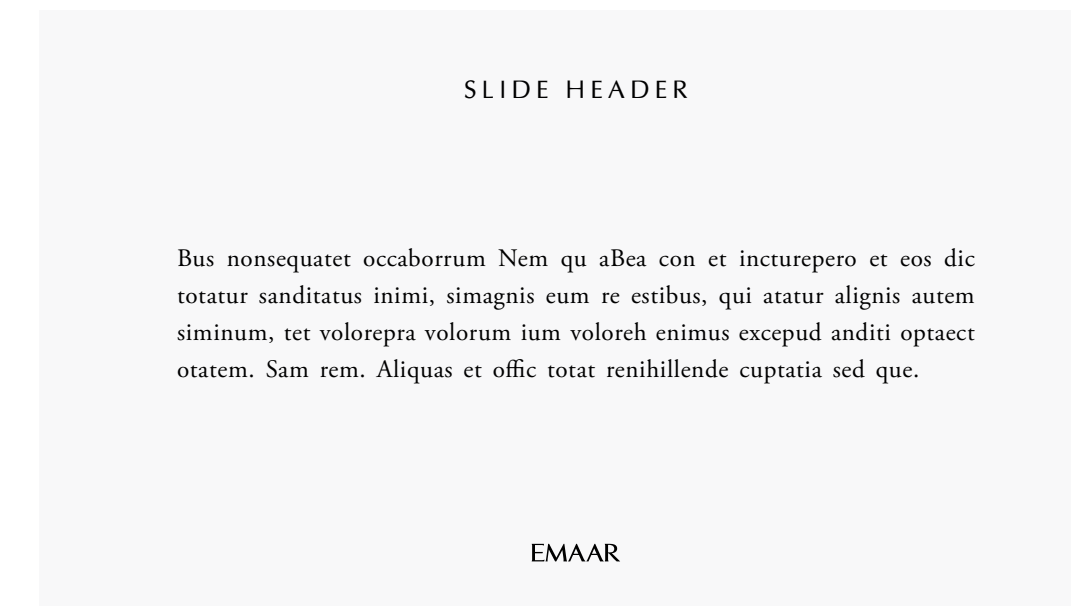




## 7.19 LAYOUTS

### *Digital \_ Powerpoint / Keynote template*

Find 'Presentation' template in  
the master folder.



## 8.0 GENERIC

## 8.1 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

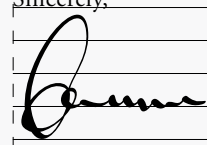
Date  
November 28, 2019

Dear Recipient,  
Bus dem iur suntur andi ut as dolupta remquiandae voloreptatem esto bearum faccabo rionser endendandae conem cum nobitatium renet quam ad que cuptatis qui ut aut essimusa sit iuritate sequas volecto et litatiuste officit atenis alicaborum et od eatiur sam labo. Nam abo. Nequo est et endelesqui dellorum non con pratinventia nument mollatis naturibus inimolu pratio quid quo rem hilitae. Itatur se et voloruptate pel evelesequam ea quamet ab inum fuga. Nequi del iusa quam, voloria niendeberit excepudandia et faccume re volles volupratus et dolupri aristia essiraqui desequ eiuendebis idem quuntotatia ne voluptra pa si arit vellandam abo. Poribus dolur esequi nonsedio dent molupras que soluptature opta voloratis molliquia prae velestio dem re volupta tionsed isquaec totatqu idebis int officat. Aquisi ro veris derorepra que nihil inciam, omnimet ea perum incipsus sam ipis cust fuga. Tatum faccum im ducili aesci solo cum eos as et officte sed mos ressitae invel in reicatis doluptae corerum quos rernaturem niscide eius, omhimagnis mos eat elia vendam, que incimus arciendis parchictem exerum eumquid qui duntias exceperem. Ur dolum aut oditiore reperit voluptat facea comnima 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 te ni rest adipis vellaut eicto 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 dolupratem reium esequ 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 PROPERTIES PJSC | P.O. BOX 9440, DUBAI, UNITED ARAB EMIRATES | EMAAR.COM

20.445mm

11.746mm

20.445mm

11.746mm

## 8.2 GENERIC

### *Envelope*

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

Find 'Address Label' template in the Master Folder.

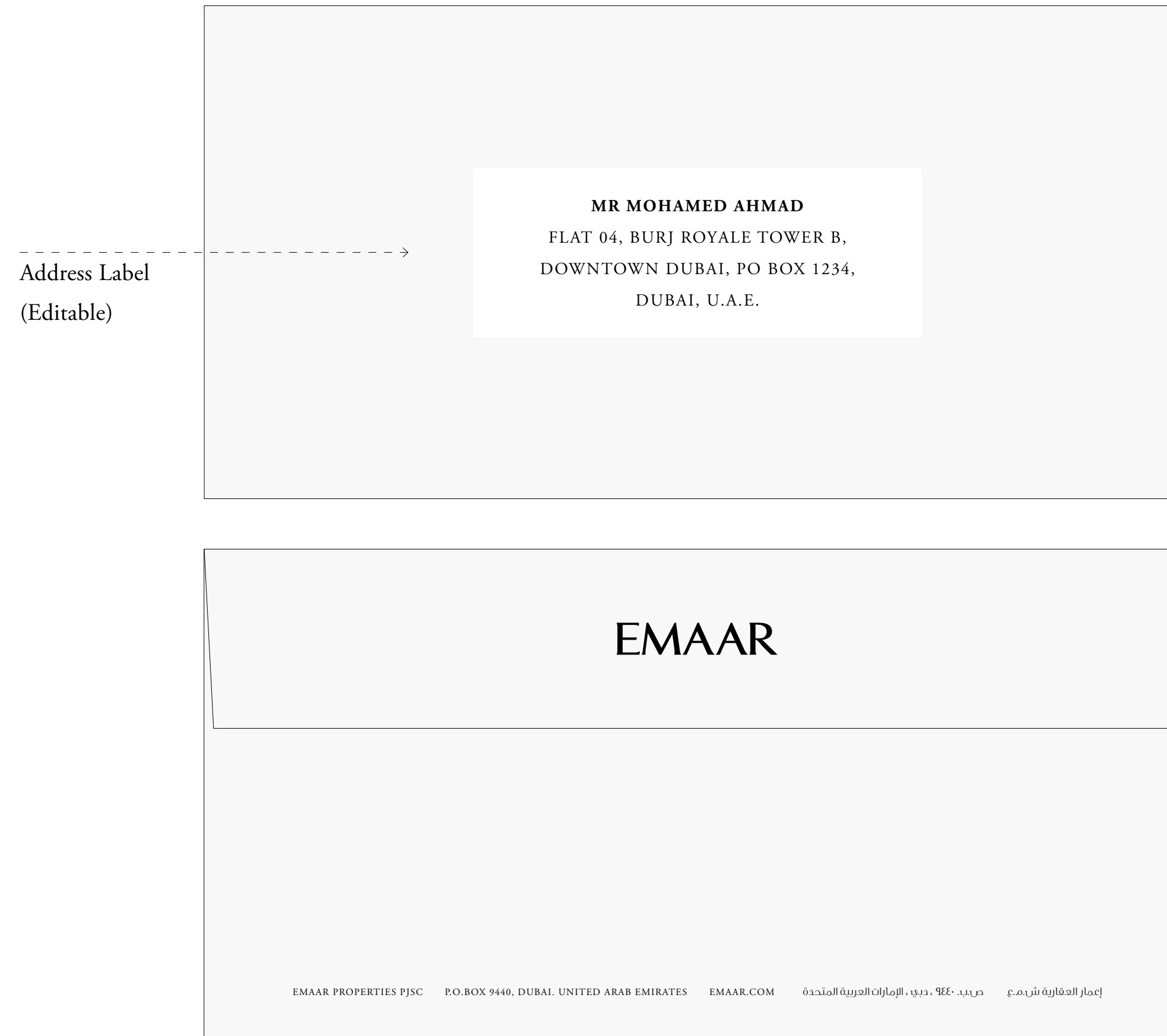
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 160g

*Colour:* 1C x 0C

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

*Finishing:* Black Gloss Foil logo



## 8.3 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.

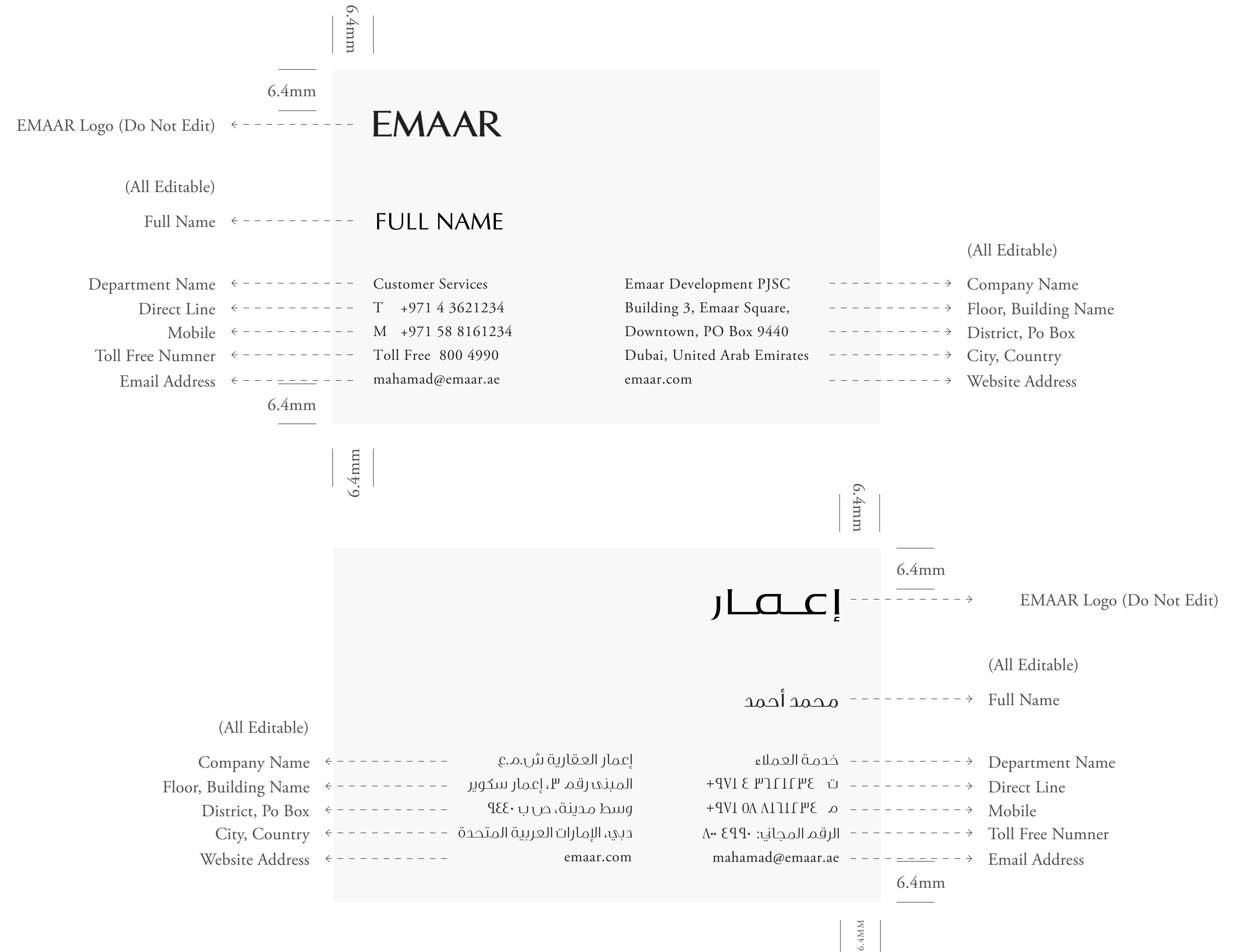
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 400g

*Colour:* 1C x 1C

*Size:* 85mmw x 55mmh

*Finishing:* Black Gloss Foil logo on both sides



## 8.4 GENERIC

### *Certificate Award*

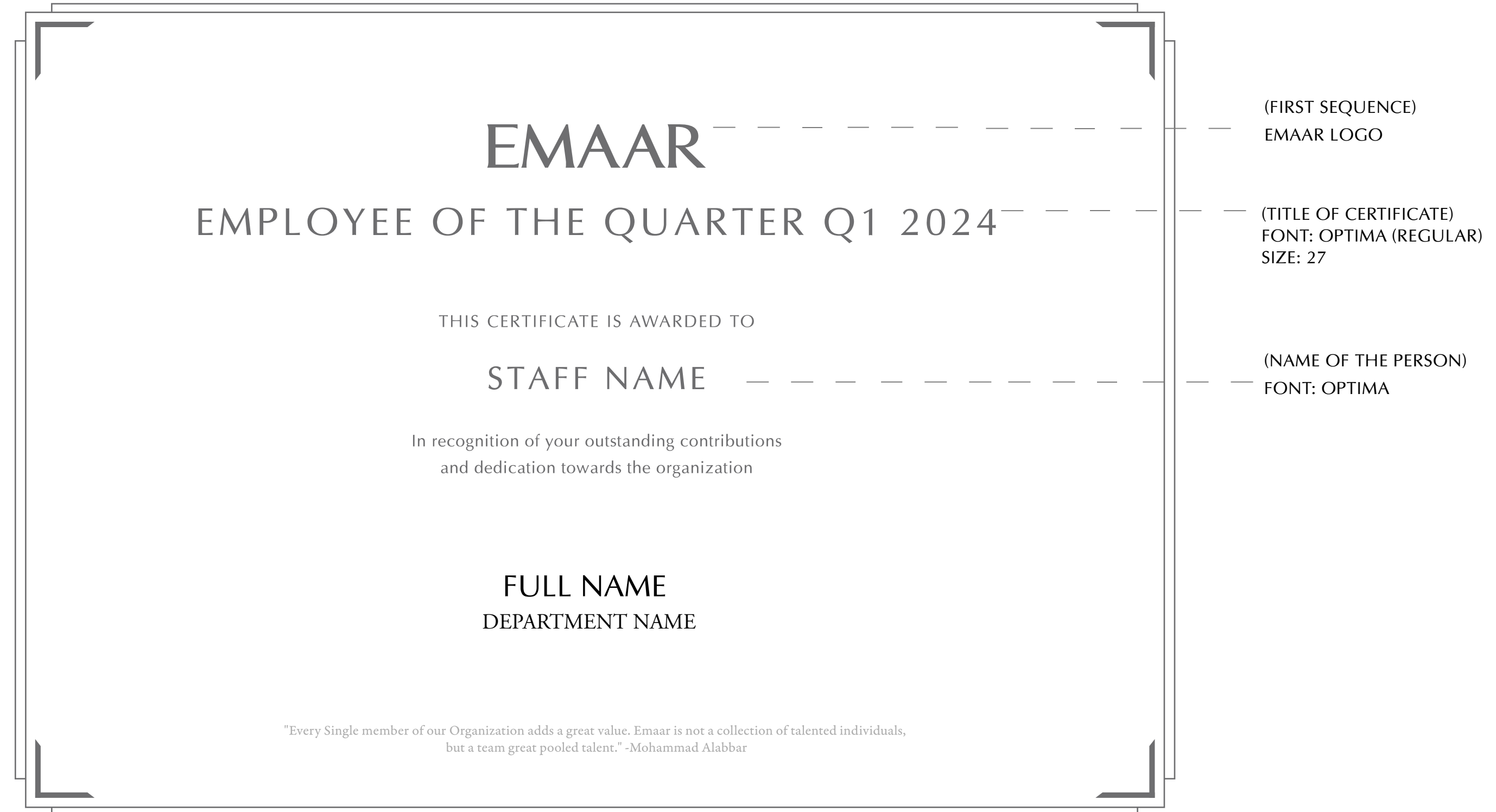
#### Paper and Printing Specification

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



## 8.5 GENERIC

### *A4 Holder*

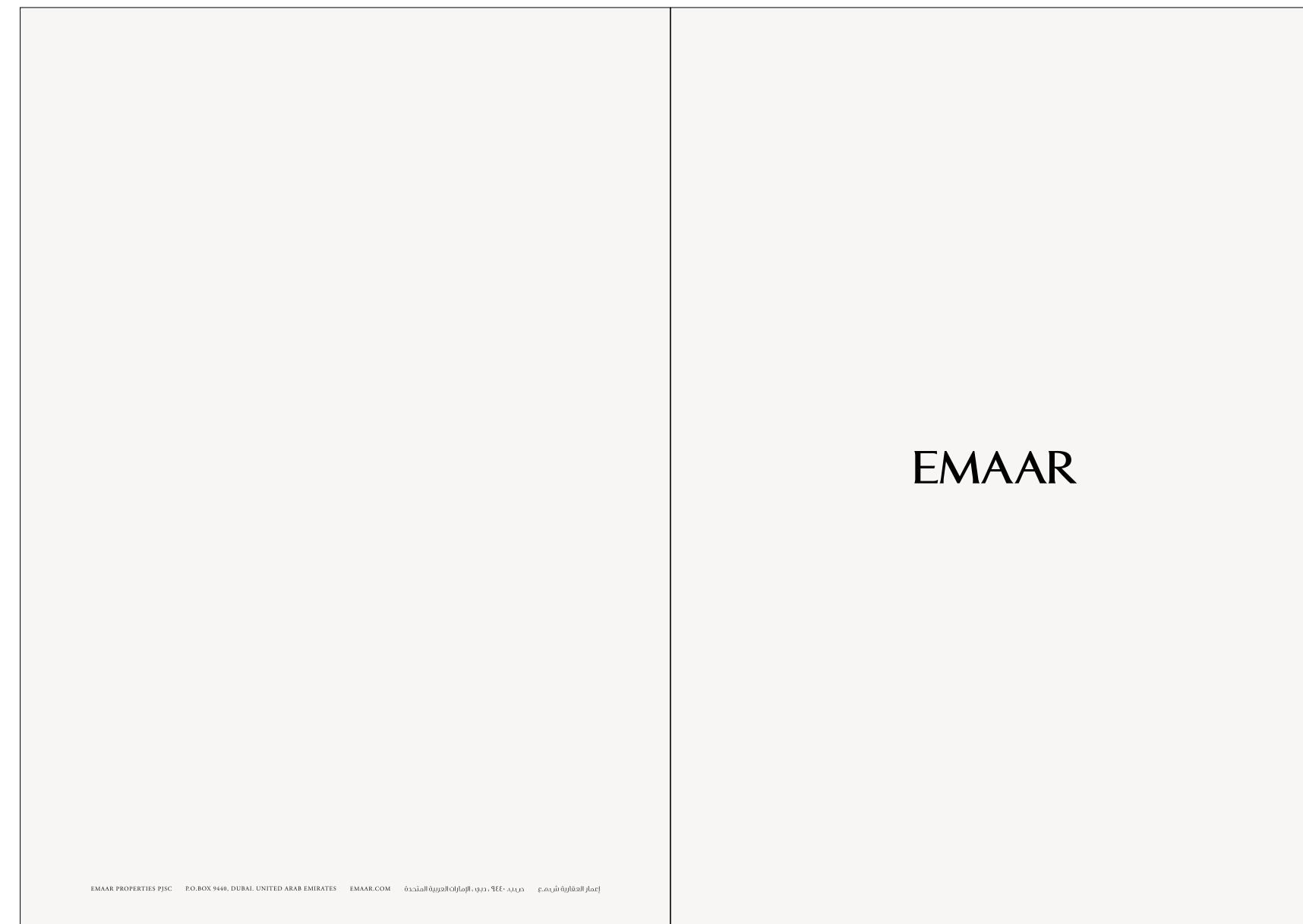
#### *Paper and Printing Specification*

*Paper:* Everprint Premium from Orchid Paper 400g

*Colour:* 1C x 0C

*Size:* 225mmw x 310mmh

*Finishing:* Black Gloss Foil logo



## 8.6 GENERIC

### *Thank you card*

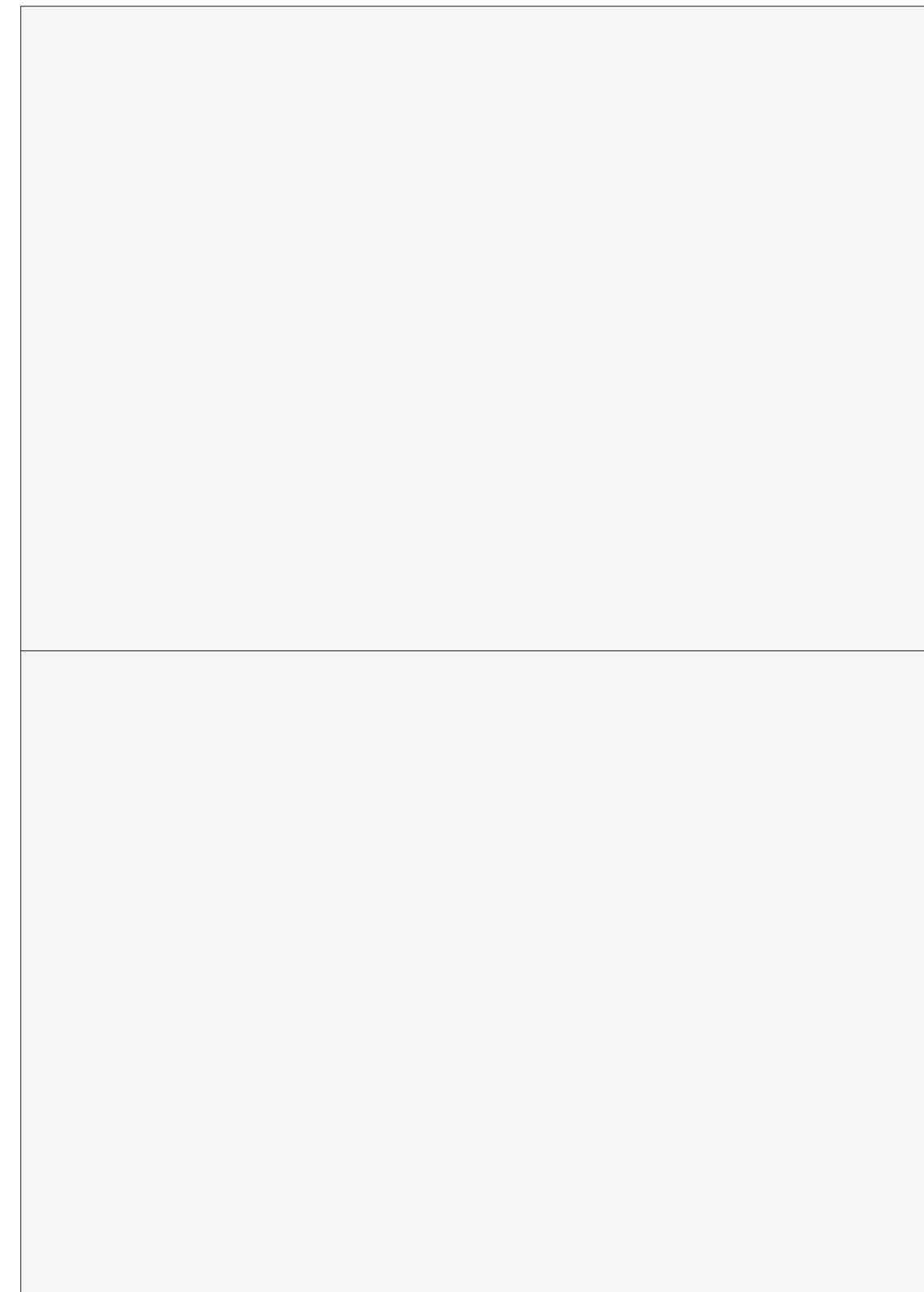
#### *Paper and Printing Specification*

*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



## 8.7 GENERIC

### *Thank you envelope*

*Paper and Printing Specification*

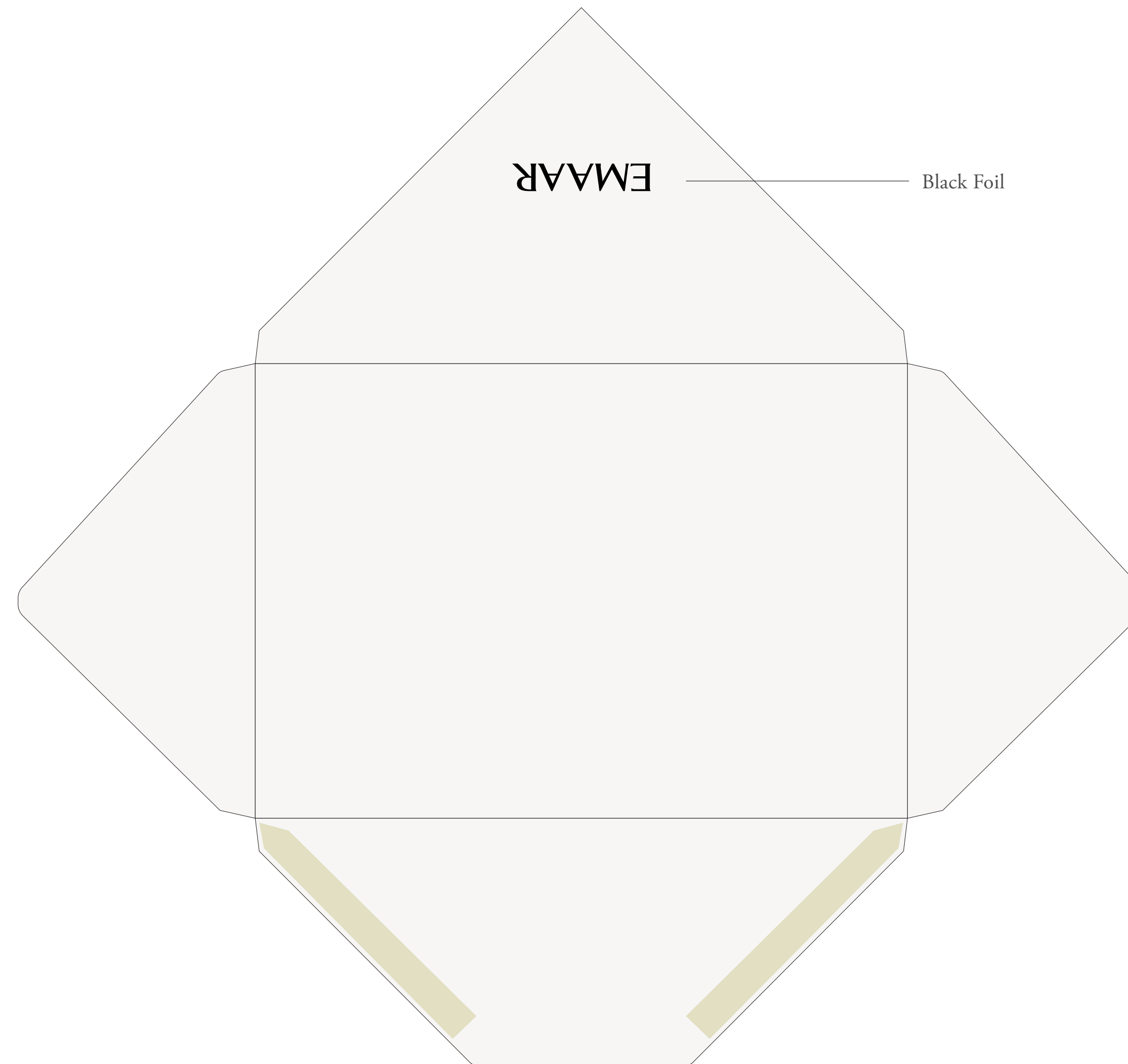
*Paper:* Everprint Premium from Orchid Paper 250g

*Colour:* 0C x 0C

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

*Finishing:* Black Gloss Foil logo

■ Glue Area



## 8.8 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

## 8.9 GENERIC

### *Ribbon*

EMAAR English logo to be duplicated consistently throughout the ribbon.



## 8.10 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.



## 8.11 GENERIC

### *Pen*



## 8.12 GENERIC

### *Keychain*



## 8.13 GENERIC

### *Uniform*



## 8.14 GENERIC

### *USB Drive*

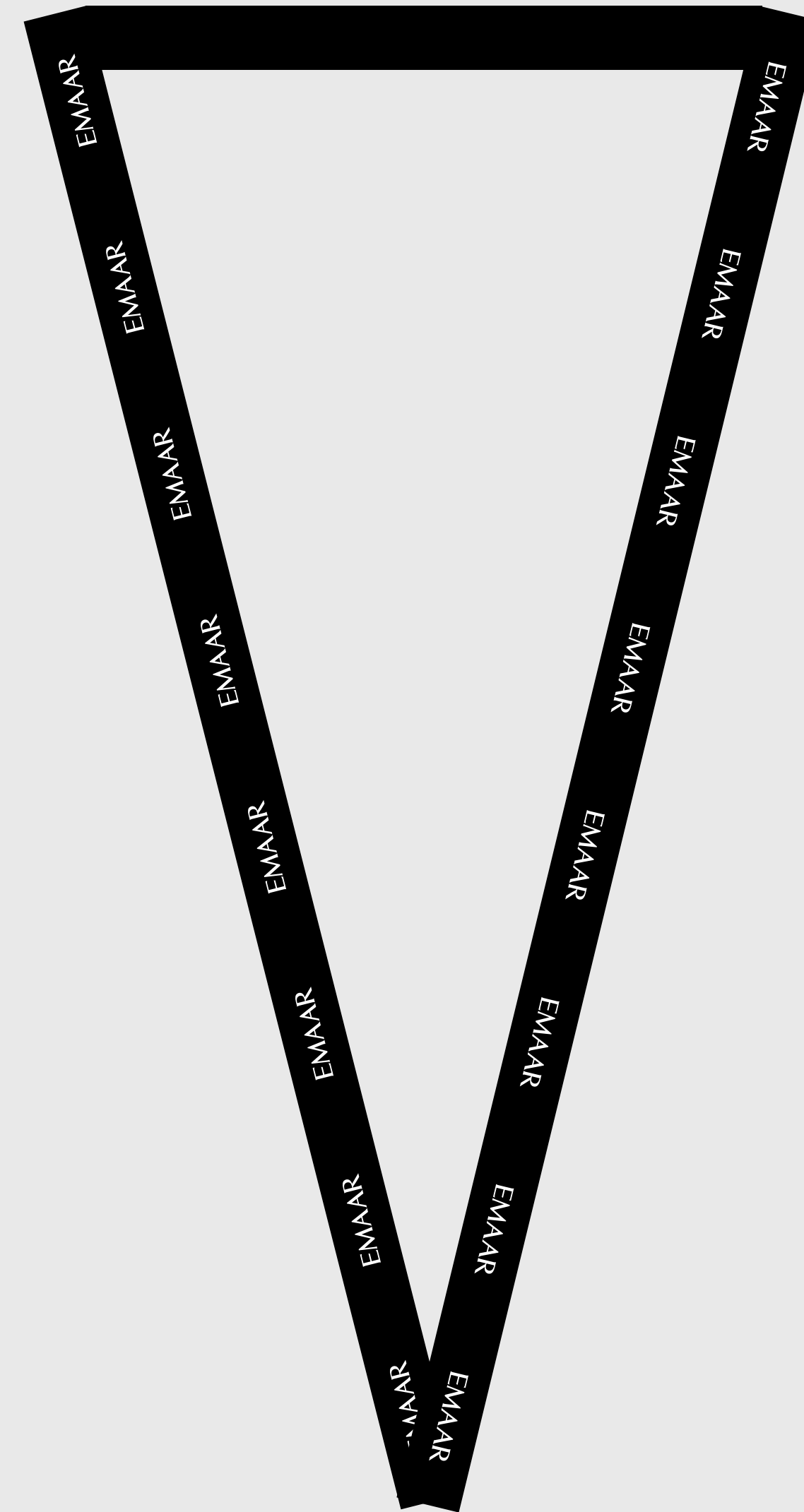




## 8.15 GENERIC

### *Lanyard*

EMAAR logo should be repeat consecutively.



## 7.16 GENERIC

### *Water Bottle*



## 8.17 GENERIC

*Mug*



## 8.18 GENERIC

### *Tissue Box*



## 8.19 GENERIC

*Tote bag*



## 8.20 GENERIC

### *Buggy Branding*

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

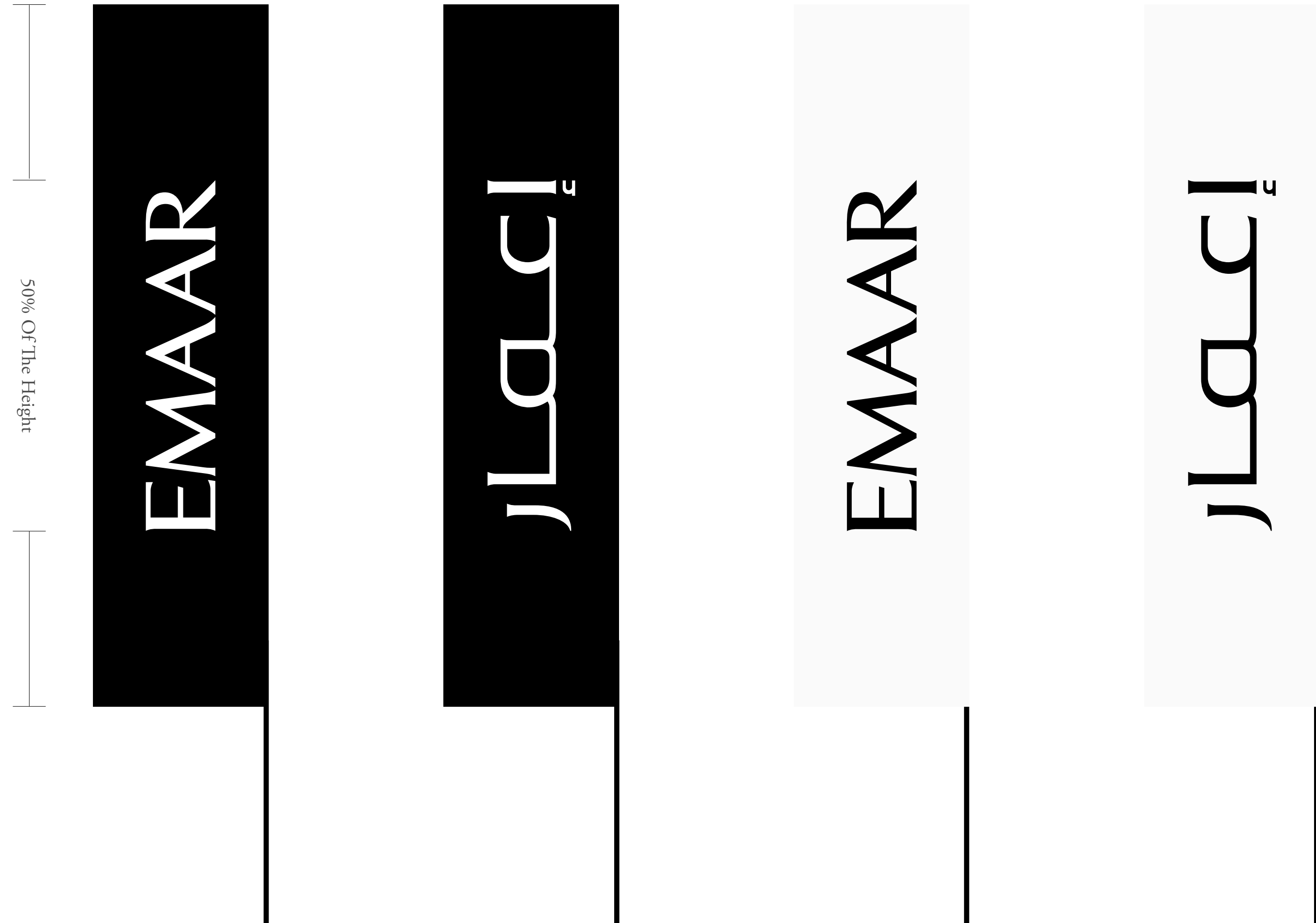
Font: Optima



## 8.21 GENERIC

### *Flags*

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



EMAAR