



**WE ARE  
BUILDING  
ONE BRAND.**





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# INTRODUCTION

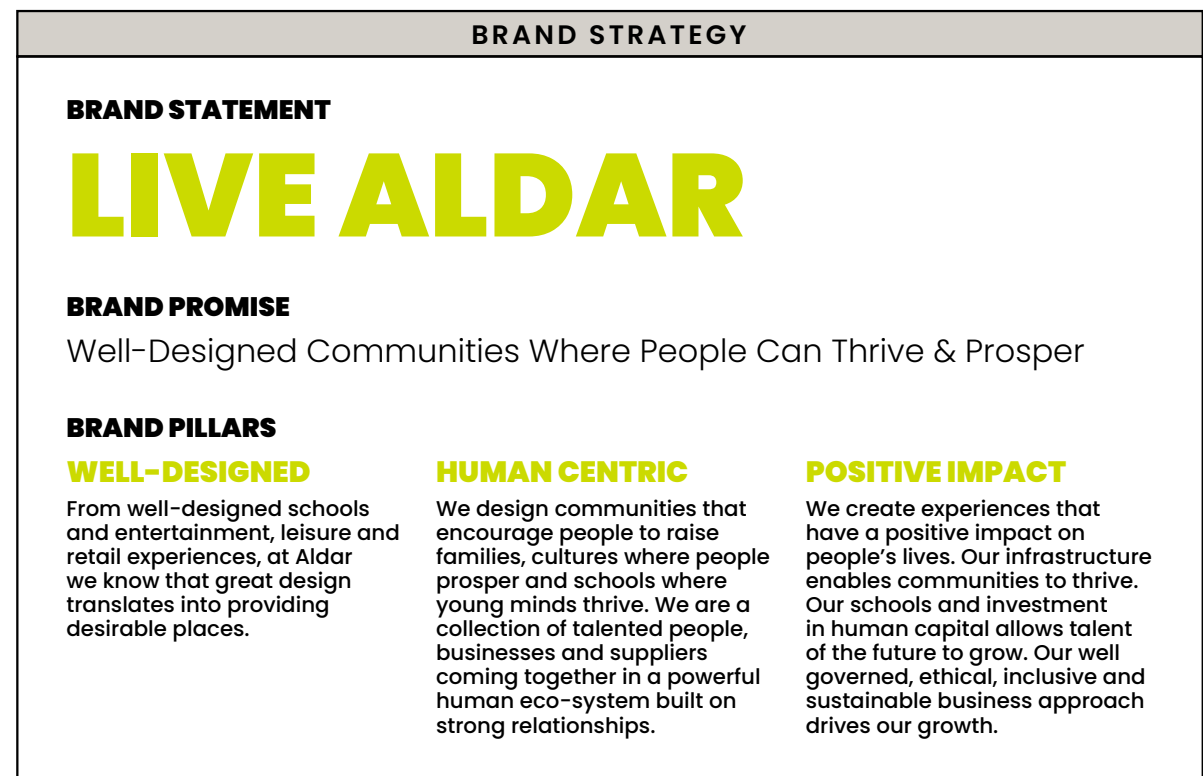
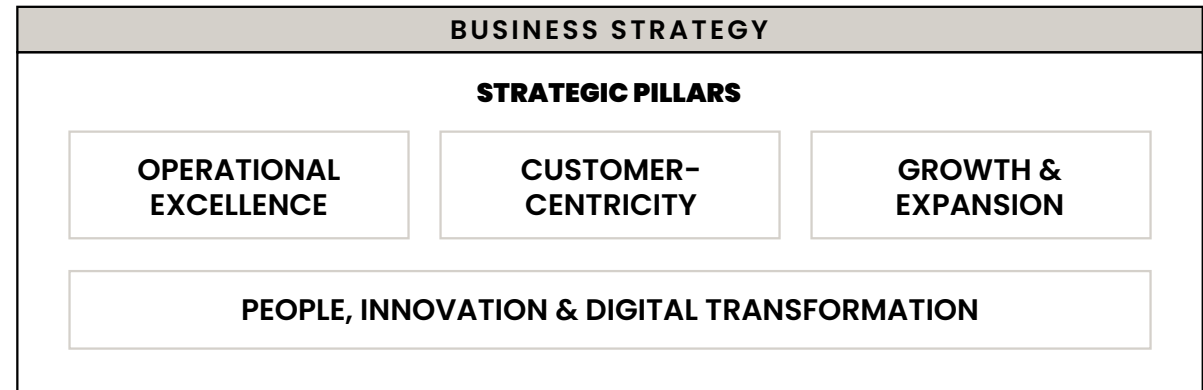
# 1

- Our Brand Platform
- Our Brand Architecture



# OUR BRAND PLATFORM

Our brand strategy comes from our business strategy.





# OUR LOGO



Aldar uses a flexible logo that can be used in either black or white depending on the background color.

The logo can only be applied on a black, white or imagery background.

The logo equally highlights the brand name and the brand mark.

The frame is an integral part of the logo.

# OUR BRAND ARCHITECTURE

Aldar is a multifaceted brand that looks to provide for all the needs of our customers and partners.

## Level 1: Group Brand

One brand. One logo.



## Level 2: Aldar brand as an Endorser

Aldar elegantly endorses sub-brands using the Aldar logo.  
The sub-brands shown here are examples.



## Level 3: No Aldar Brand

Sub-brands not controlled by Aldar are left to stand-alone.  
The sub-brand shown here is an example.



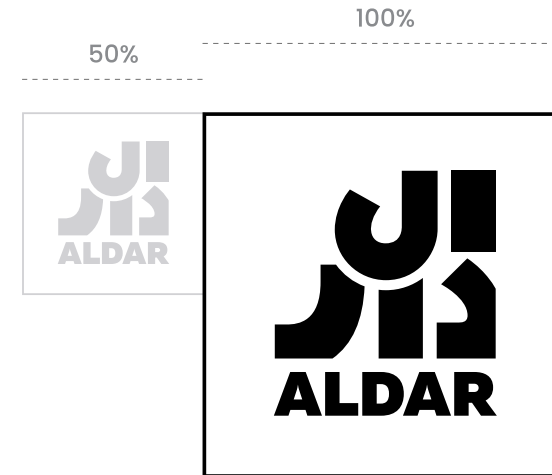


A woman wearing a white hijab and a green long-sleeved shirt is seated and working on a pottery wheel. She is focused on her craft, with her hands positioned to shape the clay. The workshop is filled with various pottery-related items, including finished and unfinished pieces, tools, and containers. The lighting is warm and natural, coming from a window on the left, creating a serene and artistic atmosphere. The background features a large, textured red wall.

## CORE ELEMENTS 2

- Logo
- Dual Language
- Typography
- Tone of Voice
- Color
- Live Aldar

# OUR LOGO



## Minimum Size.

18mm – Print.  
60px – Digital.

## Minimum Space.

To protect the clarity and visual integrity of the logo, a minimum area of clear space equal to “50%” should surround it at all times. It must always appear legibly and on a clear background.

The exception to the minimum space rule is for signage. See later section in the guidelines for signage minimum space.

## The Frame.

The frame is an integral part of the logo and should not under any circumstance be detached from the logotype.

The frame's thickness cannot be tampered with. It is scalable proportionately.

Always use the artwork provided in these guidelines and never attempt to re-create the logo.

[Click here for Aldar Logo.](#)

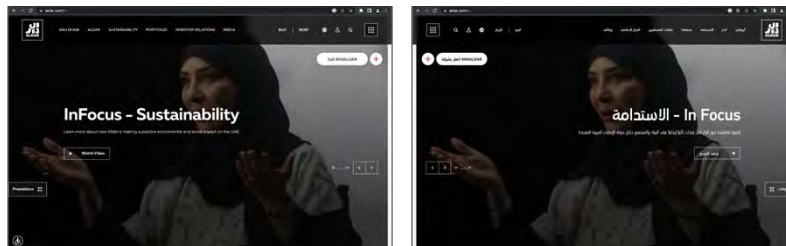


# OUR LOGO

## Positioning.

The default position for Aldar logo is top right for all types of communications.

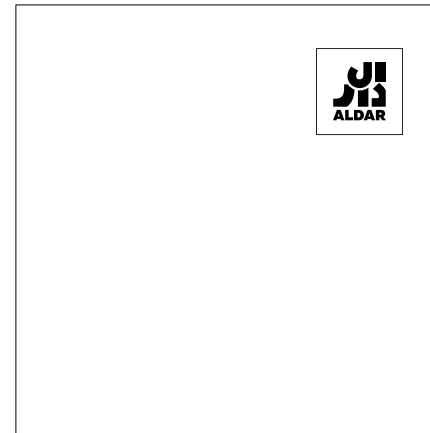
The exception is on the website where the logo appears on the left on the English site and on the right on the Arabic site.



## Opacity.

Aldar logotype and frame are always opaque.

The frame's inner space is always clear and cannot be filled in with a block.



# MISUSE

## Do not do this.

The square frame component of the logo should never be removed, filled or altered in any way.

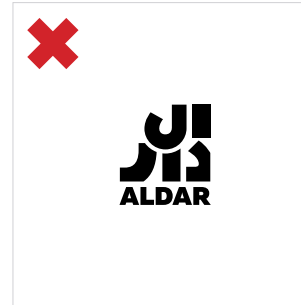
It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified rotated or added to.

The logo must never be redrawn, adjusted or changed in any way. It should only be reproduced from the artwork provided.

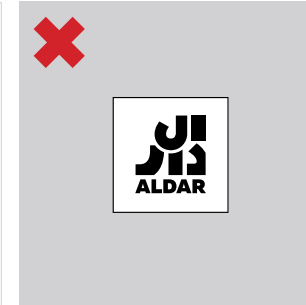
Do not blend in the logo frame



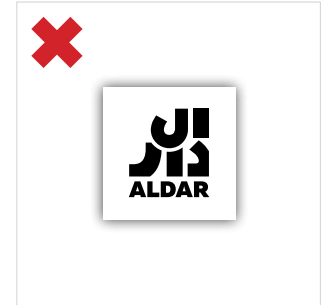
Do not use the logo without the frame component



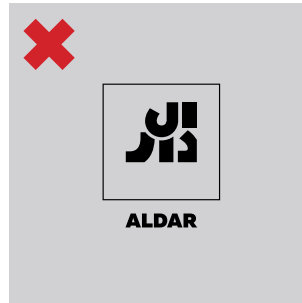
Do not fill in the logo frame with a block



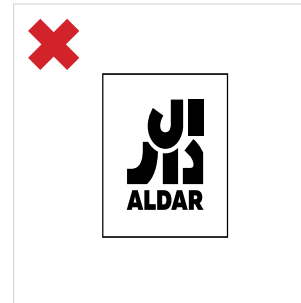
Do not apply any effects to the logo frame



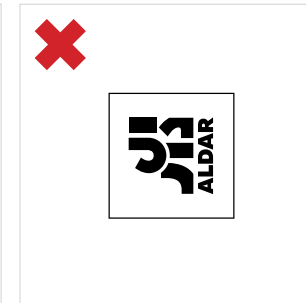
Do not disintegrate the logo elements



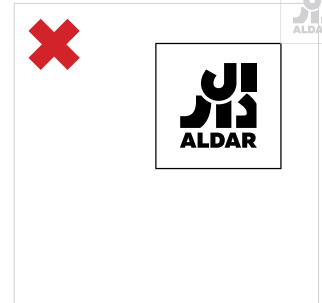
Do not distort the logo



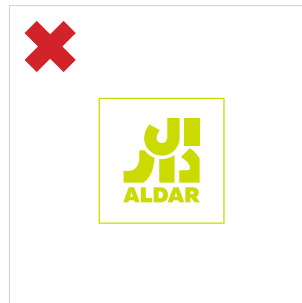
Do not rotate the logo



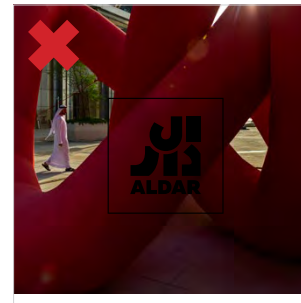
Do not disregard the 50% minimum clear space rule



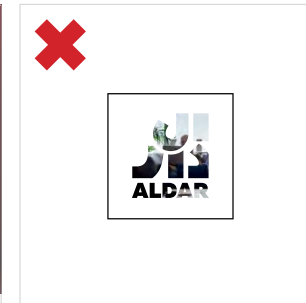
Do not use the logo in colors other than black or white



Do not use the logo without enough contrast



Do not use Aldar logotype as a clipping mask



Do not use Aldar verticals as a logo lock-up

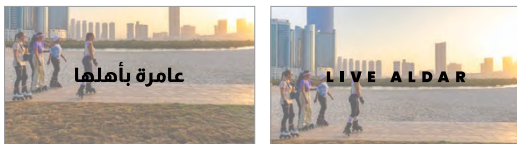




# DUAL LANGUAGE

## Digital

Imagine a transition on screen,  
we see Arabic first, then English.



## Print

Arabic is placed above English,  
or Arabic is to the right of the English.



# WE COMMUNICATE IN DUAL LANGUAGE, LIKE OUR LOGO.

Dual language does not mean locking up both languages  
together on every application. In fact, digital applications  
such as video allow us to communicate in a sequence  
i.e. Arabic first, and then English.



# TYPOGRAPHY

## ALDAR TYPEFACE ENGLISH

### We use Poppins.

Poppins is our typeface.  
It is clean, distinctive and legible.

This is the official font for Aldar that  
should be used in all applications  
and communications.

Primarily using both Poppins Light  
and Poppins Black.

The other font weights are useful  
and can also be used across  
various communications.

### Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

### Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

### Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

### Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

### Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

### Poppins ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789



# TYPOGRAPHY

## ALDAR TYPEFACE ARABIC

### We use Almarai.

Almarai is our Arabic typeface.  
It works with Poppins.

This is the official font for Aldar that  
should be used in all applications  
and communications.

Primarily using both Light and Bold.

The other font weights are useful  
and can also be used across  
various communications.

### Almarai Light

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  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

### Almarai Regular

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  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

### Almarai Bold

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  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

### Almarai ExtraBold

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  
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

# DOWNLOAD THE FONTS

It's important to install  
Aldar new fonts before you  
open any files that contain  
those fonts.

New fonts are easy to install on both  
Mac and Windows operating systems.

## INSTALLING FONTS ON MAC

- 1** Download the font files we emailed you; they end in either .ttf or .otf.
- 2** Double click the file. Font book will automatically open in a pop-up window.
- 3** Click Install font. Installation should take a few seconds.
- 4** Open the program you need to use the font in, and you should be ready to go. If the font isn't showing up in the program you're using, restart the program and try again.

## INSTALLING FONTS ON PC (WINDOWS 8,7,10)

- 1** Download the font files we emailed you; they end in either .ttf or .otf.
- 2** Unzip the folder.
- 3** Right click on the font file and click Install. You may be prompted to enter your password in order to complete installation.
- 4** Open the program you need to use the font in, and you should be ready to go. If the font isn't showing up in the program you're using, restart the program and try again.

Click here to download Aldar Arabic font:

[Almarai Arabic Google Font](#)

Click here to download Aldar English font:

[Poppins Google Font](#)

# tone of voice

Our tone of voice needs to reinforce our three pillars:  
well designed, human centric and positive impact.

This is our personality and way of thinking.

**HUMAN  
POSITIVE  
AUTHENTIC  
INSPIRING**





# tone of voice examples

There is always room to dial up or down the different personality traits in our tone of voice where circumstances demand it.

## SOCIAL FILM

Our tone of voice is inspiring and accessible, ensuring we are talking in a way that connects and engages with our audience.



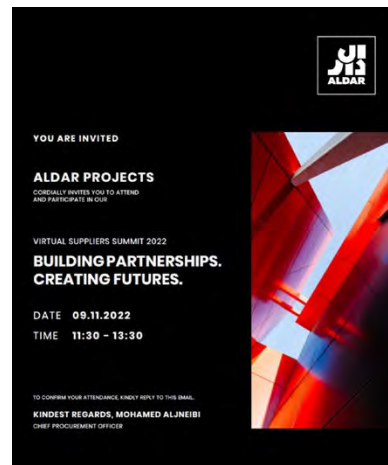
## INTERNAL

Internally, we dial up our human voice and can even extend to humor to connect with our employees.



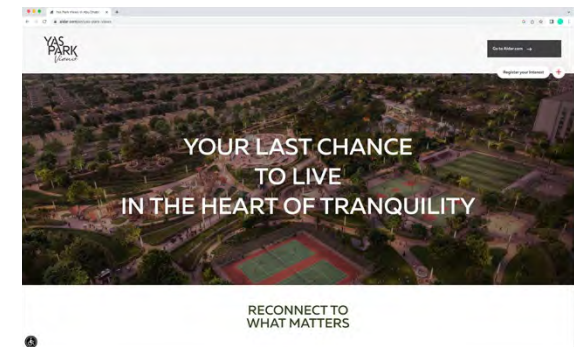
## BUSINESS EVENTS

To our business audience, we focus on being positive and inspiring. Remaining confident, straight forward and professional in our tone of voice.



## WEBSITE

Our tone of voice on our website can also flex. We are professional, inspiring and human.





# OUR HELPFUL CHECKLIST

- Plan first, then write.
- Make a list of headings to develop a structure.
- Put your main point first.
- Stick to one sentence one idea.
- Aim for 15–20 words per sentence.
- Vary the length of your sentences.
- Use active verbs to make your writing livelier.
- Write in the same way you would have a conversation with someone.
- Use everyday language, not jargon.
- Using 'you' and 'we' makes your writing sound more confident and human.





# COLOR PALETTE

The Live Aldar color palette is contemporary and timeless, whilst injecting an energy and vibrancy into the brand.

OUR COLOR SCHEME IS SEPARATED INTO TWO COMPONENTS:

## **PRIMARY PALETTE: ARCHITECTURAL TONES**

Our primary palette is inspired by our real estate portfolio and our usage of neutral tones in our homes, hotels, the Aldar Square and other developments.

It consists of neutral tones ranging from black to white, and includes a selection of cool to warm grays to offer elegant and sophisticated nuances.

## **ACCENT PALETTE: DYNAMIC TONES**

We have three groups of accent colors that are used very subtly to add character to the palette. It supports the primary palette by adding personality in a very considered and sophisticated manner whilst reflecting the Live Aldar brand idea.

# PRIMARY PALETTE

## PRIMARY COLOR

Aldar is a black and white brand.  
There is an accent color palette  
which is used to bring richness and  
depth to certain communication.

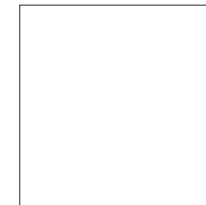
## ARCHITECTURAL TONES

A selection of cool to warm grays  
to offer elegant and sophisticated  
nuances.

## SOLIDS

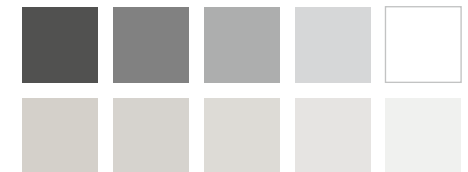


**ALDAR BLACK**  
Pantone Black C  
CMYK 0 0 0 100  
RGB 44 42 41



**ALDAR WHITE**  
CMYK 0 0 0 0  
RGB 255 255 255

## TINTS



**WARM GREY**  
Pantone Warm Gray 1 C  
CMYK 3 3 6 7  
RGB 215 210 203



# ACCENT PALETTE

## THREE SETS OF ACCENT COLORS

Do not use all sets at once  
on a single communication.

### BLUES

Used for corporate communications,  
including stats and figures.

#### SOLIDS



**NIGHT SHADE**  
Pantone 540 C  
CMYK 100 57 12 66  
RGB 0 48 87



**SKY**  
Pantone 292 C  
CMYK 59 11 0 0  
RGB 105 179 231

#### TINTS

100 80 60 40 20



### YELLOW/ORANGE

Used for communications themed  
around humanity, including CSR.



**TERRACOTTA**  
Pantone 166 C  
CMYK 0 76 100 0  
RGB 227 82 5



**GOLDEN DUNE**  
Pantone 116 C  
CMYK 0 14 100 0  
RGB 255 205 0



### GREENS

Used for communications themed  
around positive impact and  
sustainability.



**FOREST**  
Pantone 574 C  
CMYK 56 22 98 72  
RGB 78 91 49



**FRESH GREEN**  
Pantone 381 C  
CMYK 25 0 98 0  
RGB 206 220 0



# ACCENT PALETTE

## DYNAMIC TONES

We have three groups of accent colors that used very subtly to add character to the palette. It supports the primary palette by adding personality in a very considered and sophisticated manner whilst reflecting Live Aldar.



### Blues

Aldar is professional, reliable and trustworthy. That's why we have chosen a shade of dark blue as one of our secondary colors and contrasted this darker shade with a lighter shade that communicates Aldar's sense of imagination and freedom.



### Yellow/Orange

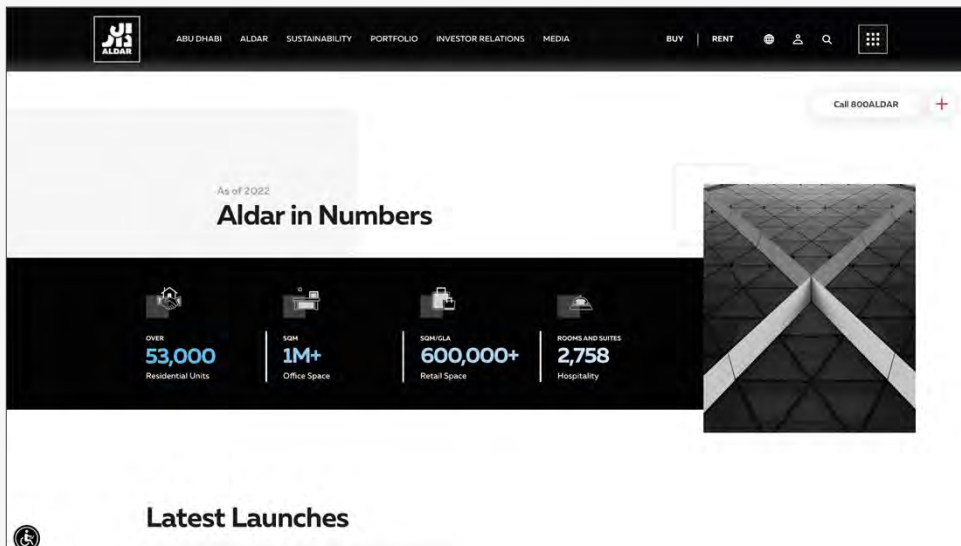
Aldar is energetic, optimistic and dynamic. We attract attention and communicate happiness and fun. Both orange and yellow help to communicate these attributes and make sure we can grab people's attention when required.



### Greens

Aldar aims to create healthy, happy and vibrant communities. Green is the color of life and represents harmony, health, growth and freshness. It can be both energizing and relaxing depending on the hue and conveys prosperity and sustainability, all qualities that underpin Aldar's identity.

# ACCENT PALETTE EXAMPLES



This design which is taken from the **ALDAR WEBSITE** shows the primary use for tints and shades.

This is the use of them to highlight specific **NUMERICAL ELEMENTS**.

Using the tints of one color here, keep the look and feel varied allowing the designer to be creative while remaining on brand.

The use of tints is an important part of elaborating upon the chosen color palette. It means colors can effectively flex while maintaining consistency.

Subtle use of the tints on black is where the color is most effective.



Blues are used here in the **CORPORATE SECTION** of the report.

# ACCENT PALETTE EXAMPLES



This example is taken from page 77 of the official **ALDAR SUSTAINABILITY REPORT 2021** as found on the ALDAR website.

In this case the info-graphics come to life using colour.

This example shows how the two colours can work together to create contrast.



Yellow solids and tints are applied here in the **PEOPLE** section of the report.



# ACCENT PALETTE EXAMPLES



This example shows an **EDM** that is communicating a **HUMAN CENTRIC** message.



## We welcomed students from IOWA

### Alongside UAE Embassy in Washington DC

Last week, Aldar Square welcomed 18 students in their final year studying Marketing and Communication at IOWA State University, USA.

The students were part of a **Faculty-Led & Travel Courses Study Abroad Program** with support from the UAE Embassy in Washington, DC, in memory of Maktoum Al Seieri, a 2019 graduate of the University. During his study at IOWA State University, Maktoum was heavily involved in promoting cultural awareness about the UAE.

Organised by PCP, a visit was held with our very own Groupe Marketing and Communications dream team presenting how we deliver Aldar Brand Management, and external and internal Corporate Communication strategies.

The students also enjoyed learning about the history of Aldar via our impressive Immersive Room and had the opportunity to chat to some of our employees.

Thank you to everyone that supported the experience.

### What's On Aldar


Accent colour can be used to highlight titles or specific words.

# ACCENT PALETTE EXAMPLES



These examples show posts from **WORKVIVO PORTAL**.

Internally, we are flexible with the use of accent colors, we use more colorful graphics to better connect with our employees.



## Any Blippi fans out there?

Darna members can enjoy 25% off tickets for the upcoming Blippi The Musical, for his Abu Dhabi debut at Etihad Arena on 18 and 19 February 2023. The show brings the energetic and educational children's character from the screen to the stage for an all-ages onstage extravaganza.

To avail the offer, follow these steps:

1. Open the Darna app
2. Tap "Attractions"
3. Tap "Blippi the Musical"
4. Use the promo code revealed in the description at the Ticketmaster.ae checkout

**What's On Aldar**



# LIVE ALDAR WORDMARK

عامرة بأهلها  
LIVE ALDAR





# LIVE ALDAR WORDMARK

## Guide for usage

Implementing the Live Aldar Wordmark correctly is important to create consistency across the brand.

There is only one lock-up.

[Click here for Live Aldar wordmark.](#)



**L I V E   A L D A R**

## Color.

Live Aldar must appear either in black or white.

Live Aldar can appear on top of imagery but must be legible.

## Placement.

Live Aldar Arabic wordmark comes first, and then English. In digital applications, we see Arabic first, then English. In print applications, Arabic is placed above English, or Arabic is to the right of the English.

Where possible Live Aldar should appear centered to the application.

In extreme situations Live Aldar can be rotated and used vertically.

## Do Not.

Do not attempt to recreate the Live Aldar Wordmark in any way.

Do not use any color other than black or white.

Do not use the Live Aldar Wordmark as a clipping mask.

Do not have Live Aldar on separate lines.



## ALDAR GROUP BRAND

# 3

COMMUNICATING  
THE ALDAR GROUP  
BRAND

- Social Media
- Digital
- Stationery
- Co-Branding

# SOCIAL MEDIA

## ANIMATED VIDEOS

**This is applicable for all  
social media assets in  
all sizes.**

Always start and end with a centered Aldar logo.

When Live Aldar wordmark appears, Arabic should come first, followed by the English, followed by the centered Aldar logo.

This example shows the sequence of Aldar elements.

OPENING FRAME



Aldar logo is centered in the opening frame.

VIDEO CONTENTS



Aldar logo should remain over the footage for the entire duration of the video. It is placed top right.

END-FRAME 01



When Live Aldar features, it should be placed on top of content.

END-FRAME 02



The Live Aldar wordmark should not be larger than 50% the width of the frame.

CLOSING FRAME



Aldar logo is centered in the closing frame.



# SOCIAL MEDIA

## SOCIAL STATICS

Format for single image  
posts that need to  
communicate the  
Live Aldar Wordmark.

When posting static content on social channels,  
do not include the Aldar logo. This is because it  
already features in the account icon.

TWITTER



INSTAGRAM STORIES



INSTAGRAM / FACEBOOK





# SOCIAL MEDIA

## SOCIAL PROFILE

### Naming convention and profile image.

Aldar group profile picture  
contains only the Aldar logo.

#### URL

<https://www.aldar.com>

#### INSTAGRAM

@aldar\_properties

#### FACEBOOK

<https://www.facebook.com/aldar>

#### LINKEDIN

<https://www.linkedin.com/company/aldar>

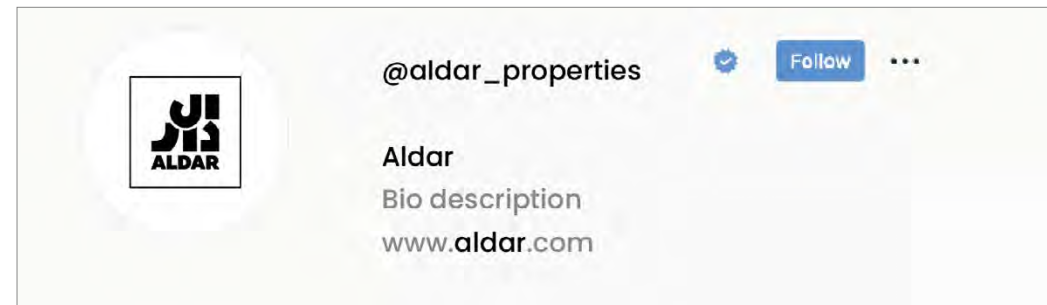
#### TIK TOK

@aldar

#### TWITTER

@aldar

#### EXAMPLE



# DIGITAL

## GOOGLE DISPLAY ADS

A clear brand  
hierarchy that works  
across all Google  
display sizes.

The logo size across all these  
formats is 60 pixels.

GOOGLE 728 X 90



GOOGLE 160 X 600



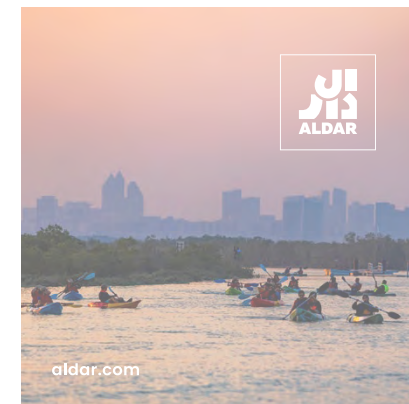
GOOGLE 600 X 160



GOOGLE 336 X 280



GOOGLE 250 X 250



# DIGITAL

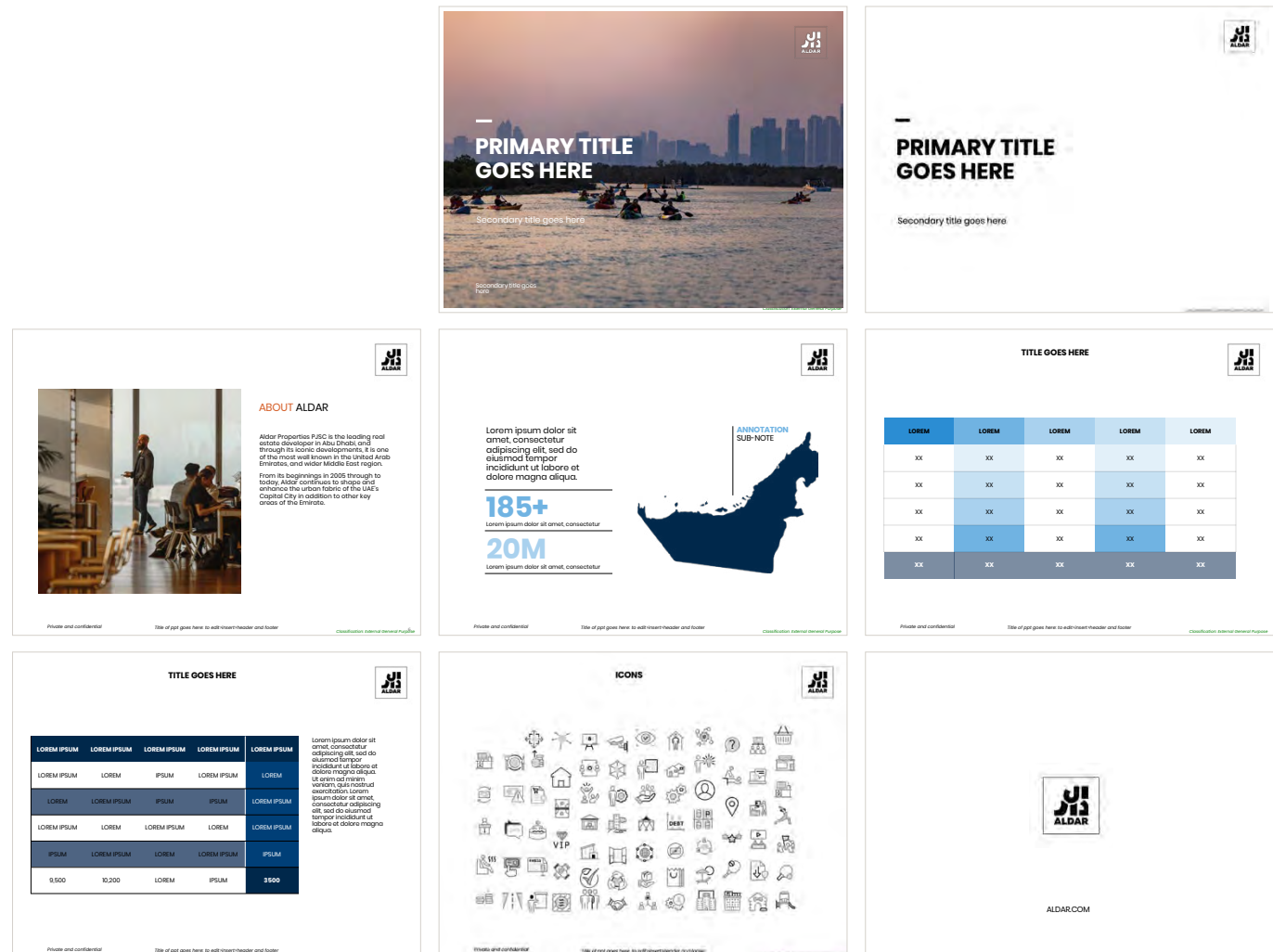
## POWERPOINT PRESENTATION

### Templates for group brand applications in digital format.

This page shows an example of the  
Powerpoint Template.

[Click here for Aldar Powerpoint Template.](#)

[Click here for Aldar Icon Set.](#)



# STATIONERY

## LETTERHEAD

### Templates for group brand applications in print format.

We have two letterhead options depending on the language to be used for the address.

Arabic.  
English.

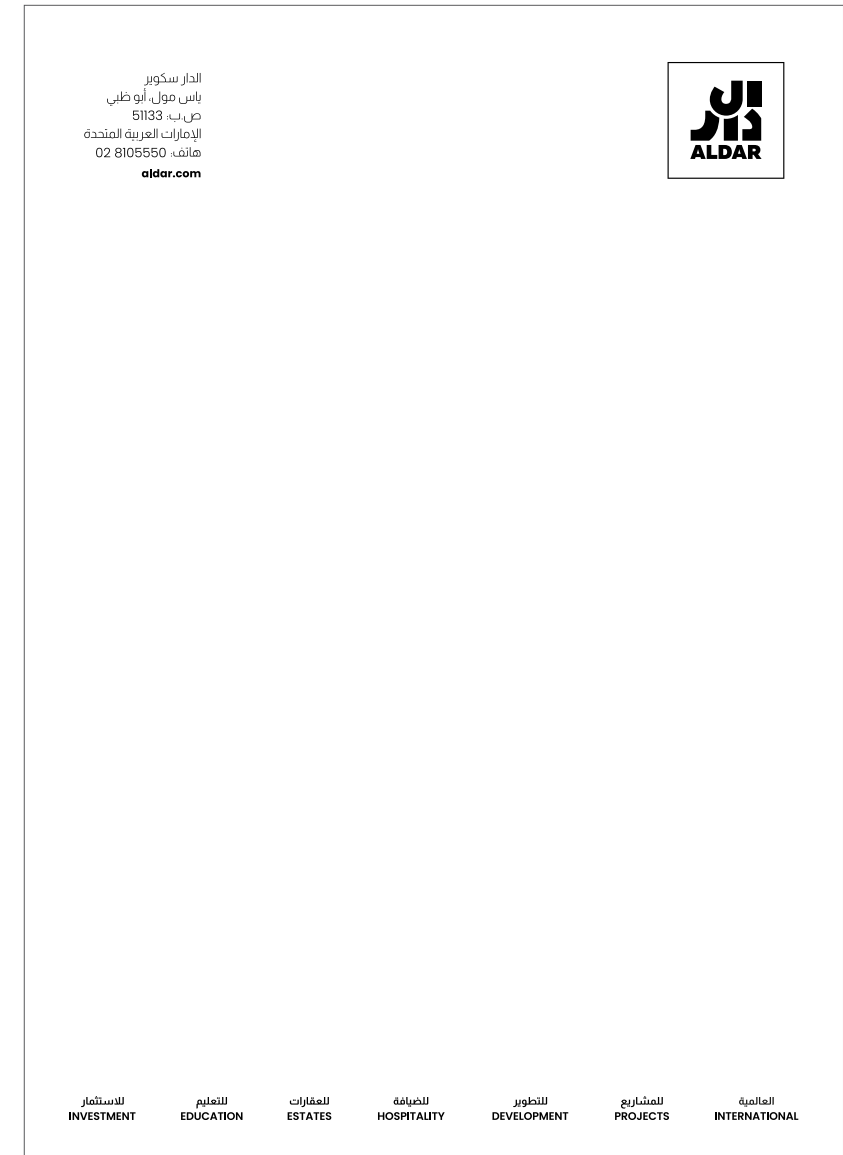
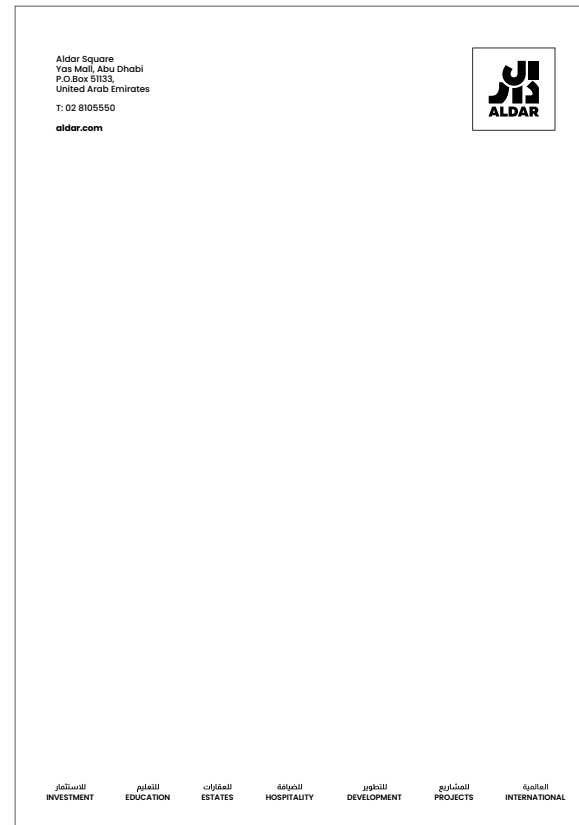
The address is always placed top left this can be seen on the templates provided.

On the letterhead, the word Aldar is dropped from the vertical descriptors.

Body text size : 10pt

Address text size : 8pt

[Click here for Aldar Letterhead.](#)





# STATIONERY

## BUSINESS CARDS

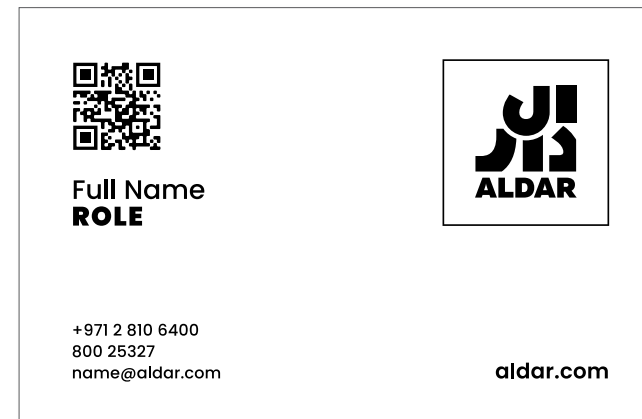
### Dual Language.

One side is Arabic.

One side is English.

### Logo size.

Business cards are the only exception to the clear space rule because the logo has a minimum size of 22mm.

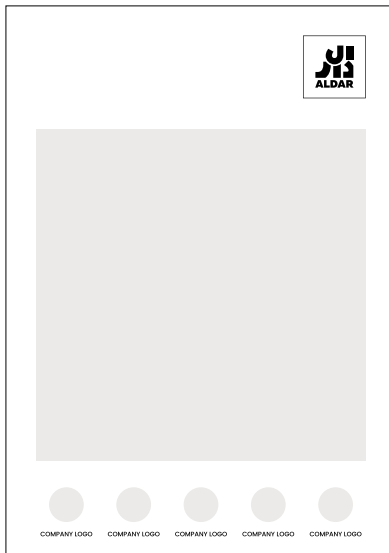


# PARTNERSHIP

## Leading Partner

If Aldar is the leading sponsor or partner, Aldar logo should take a position of priority, against the other parties.

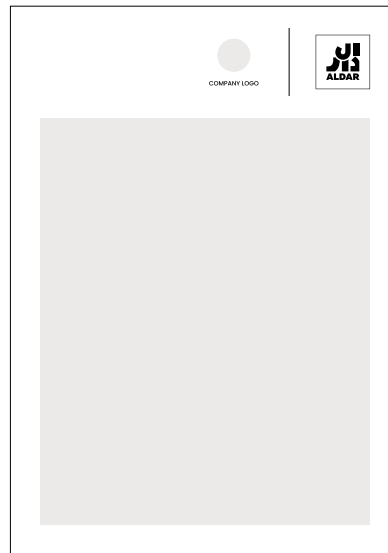
Here is an example on how the Aldar logo can be placed as the leading sponsor or partner.



## Equal Partner

If Aldar is an equal sponsor or partner, Aldar logo should be co-branded equally in size, proportion and visual prominence. A line equal to 125% the height of Aldar logo can separate the two entities.

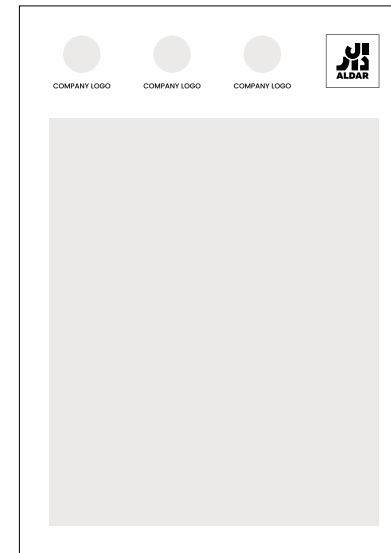
Here is an example on how the Aldar logo can be placed as an equal sponsor or partner.



## Multiple Partner

If Aldar is a multiple sponsor or partner, Aldar logo should be co-branded equally in size, proportion and visual prominence to the other parties.

Here is an example on how the Aldar logo can be placed as a multiple sponsor or partner.



Ensure the clear space area and minimum size are maintained.

# SPONSORSHIP

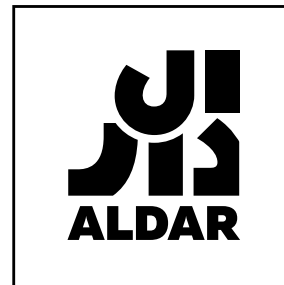
## ENGLISH

### Logo & Wordmark

#### Lock-up

We use the Aldar logo with the Aldar logotype together as a lock-up.

Used in sponsorship, partnership and other similar situations.



# ALDAR





# SPONSORSHIP

## ARABIC

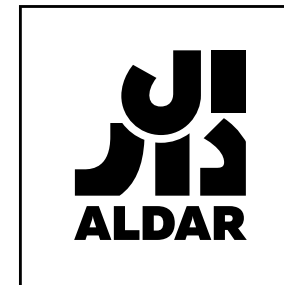
### Logo & Wordmark

### Lock-up

We use the Aldar logo with the Aldar logotype together as a lock-up.

Used in sponsorship, partnership and other similar situations.

الدار



# SPONSORSHIP

## BILINGUAL

### Logo & Wordmark

### Lock-up

We use the Aldar logo with the Aldar logotype together as a lock-up.

Used in sponsorship, partnership and other similar situations.

الدار  
ALDAR







## ALDAR VERTICALS

# 4

COMMUNICATING A  
VERTICAL BUSINESS WITH  
THE ALDAR BRAND

- Vertical Descriptor Rules
- Digital



# VERTICAL DESCRIPTOR

## The use of the vertical descriptors are only for signage.

There is only one Descriptor for each vertical.

The Descriptor can appear in either white or black.

Click here for Aldar Vertical Descriptors:

[Aldar Development](#)

[Aldar International](#)

[Aldar Education](#)

[Aldar Investment](#)

[Aldar Estates](#)

[Aldar Projects](#)

[Aldar Hospitality](#)

الدار للتعليم  
**ALDAR EDUCATION**



## Vertical Descriptors

الدار للتطوير  
**ALDAR DEVELOPMENT**

الدار للتعليم  
**ALDAR EDUCATION**

الدار للعقارات  
**ALDAR ESTATES**

الدار للضيافة  
**ALDAR HOSPITALITY**

الدار العالمية  
**ALDAR INTERNATIONAL**

الدار للاستثمار  
**ALDAR INVESTMENT**

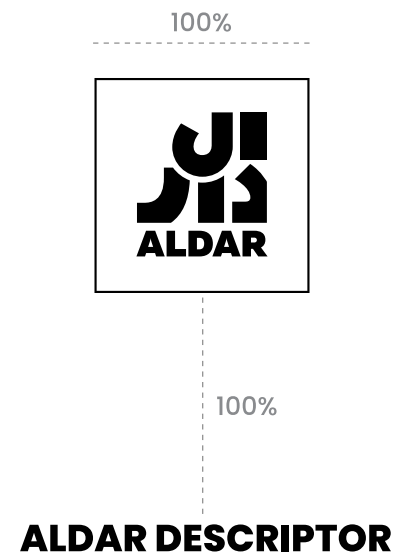
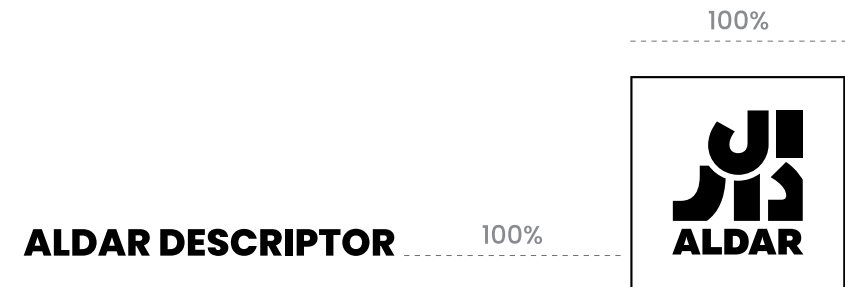
الدار للمشاريع  
**ALDAR PROJECTS**

# VERTICAL DESCRIPTOR RULES

## Minimum Space

A minimum clear space equal to **"100%"** should separate Aldar logo from the vertical descriptor.

Always follow minimum clearance space rule for vertical signage.



# VERTICAL DESCRIPTOR RULES

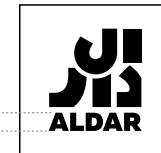
## Height

This is how a descriptor appears along side the group logo.

Do not create your own Vertical Descriptor, use the files provided.

The height of the vertical wordmark is designed to be **EQUAL** to the height of the Aldar wordmark. This rule is to be followed across all applications.

الدار الشركات الفرعية  
**ALDAR DESCRIPTOR**



# VERTICAL DON'TS

## VERTICALS DO NOT

### Sponsor Directly

Verticals sponsorships must be done in liaison with the Group Marketing & Communications team for alignment and approval.

## VERTICALS DO NOT

### Co-Brand External Partners

Verticals do not co-brand with external partners, this is the role of Aldar Group. Any exceptions to this need to be approved by Group Marketing & Communications.

## VERTICALS DO NOT

### Enter Awards With Their Logo

Verticals must consult with Group Marketing & Communications before submitting for any award. All awards are submitted under the Aldar name and Aldar logo.

## VERTICALS DO NOT

### Endorse Sub-Brands

Verticals do not endorse sub-brands, this is the role of Aldar Group. Any exceptions to this need to be approved by Group Marketing & Communication.



# DIGITAL

## EMAIL SIGNATURE

This is how a descriptor appears  
in an Email signature.

**Full Name**

Role

Aldar Descriptor

+971 2 810 6400

Abu Dhabi

United Arab Emirates

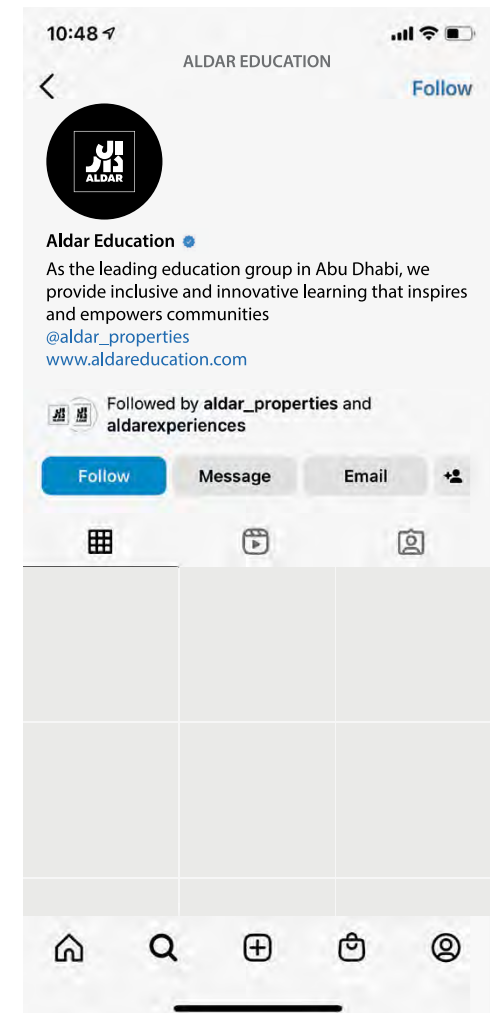
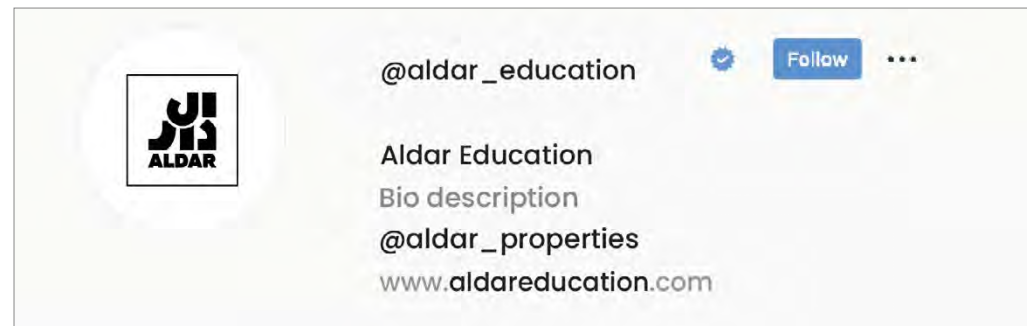


# DIGITAL

## SOCIAL MEDIA

The vertical Social Media bio's should always tag Aldar group social media.

EXAMPLE



## ALDAR BRAND IN ACTION

# 5

- Photography Style
- Sonic Branding





# ALDAR BRAND IN ACTION

WE PUT PEOPLE AT THE HEART  
OF OUR PHOTOGRAPHY.

OUR PHOTOGRAPHY STYLE IS ABOUT CAPTURING 'MOMENTS' WHERE PEOPLE ARE INTERACTING WITH EACH OTHER NATURALLY. THE IMAGES SHOULD FOCUS ON PEOPLE BUT HAVE A STRONG SENSE OF PLACE.

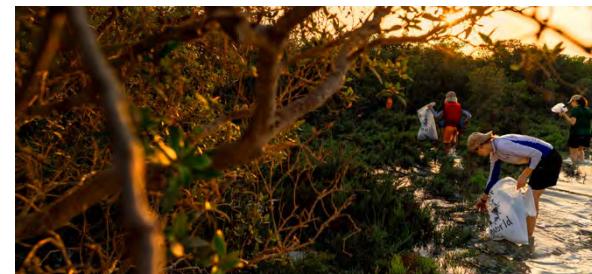
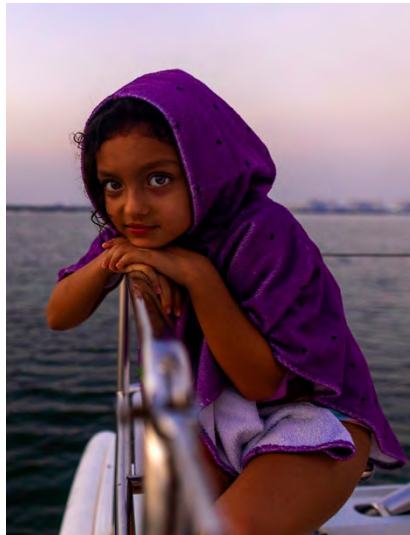


# PHOTOGRAPHY STYLE

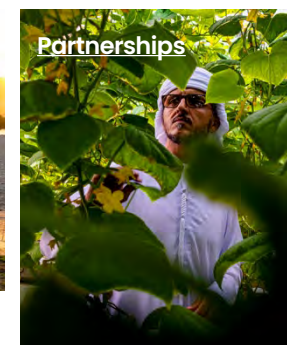
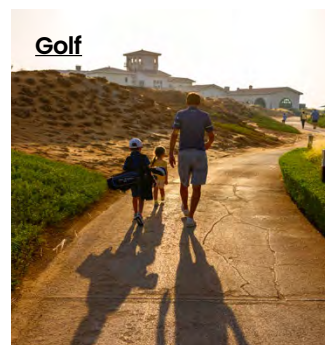
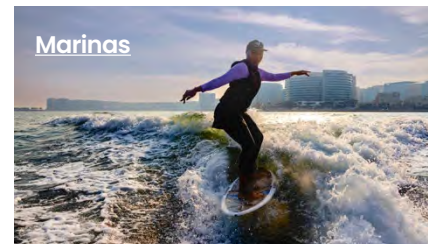
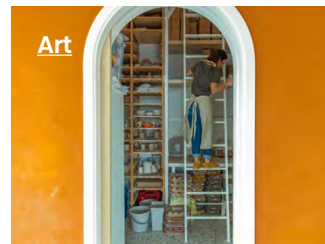
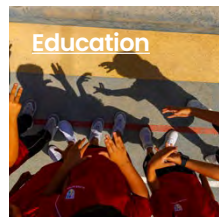
Our photography style  
has been created to  
communicate the very  
essence of 'Live Aldar'.

Our images are all color corrected so that they have a uniform look and feel whatever the subject matter. They should have a sense of place while focusing on people.

Use images from our 'Live Aldar' collection and avoid using generic or library images.



# PHOTOGRAPHY STYLE

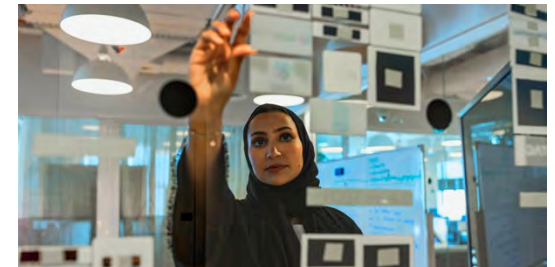
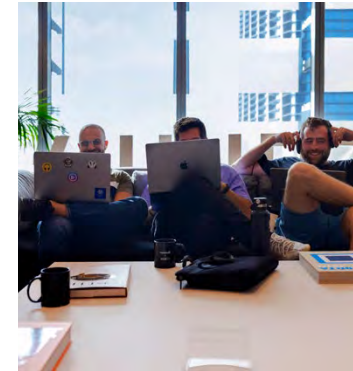




# PHOTOGRAPHY STYLE

Introduce an informal  
and more light-hearted  
approach that captures  
moments from our  
everyday working lives.

Always use images that are of good quality. Remember to capture 'moments' that reveal something about the subject. Try to be informal and friendly and have a consistent look and feel.



# ALDAR SONIC

**WE HAVE CREATED A SONIC  
STYLE THAT FEELS HUMAN,  
ENERGETIC AND VIBRANT,  
REFLECTING OUR BRAND.**

[Play Aldar Sonic ID](#)

[Play Aldar Sonic Logo](#)





## SIGNAGE

# 6

COMMUNICATING  
THE ALDAR BRAND  
THROUGH SIGNAGE

- Group Signage
- Vertical Signage
- Sub-Brand Signage

# SIGNAGE GUIDELINES

# CREATING CONSISTENCY ACROSS OUR SIGNAGE

Which part of the business needs signage support?

## 01

### ALDAR GROUP

How to communicate Group on exterior signage  
How to communicate Group on interior signage

## 02

### ALDAR VERTICAL

How to communicate a vertical on exterior signage  
How to communicate a vertical on interior signage

## 03

### SUB-BRAND

How to endorse on signage using the Aldar Logo  
How to endorse on signage using the Aldar Monolith

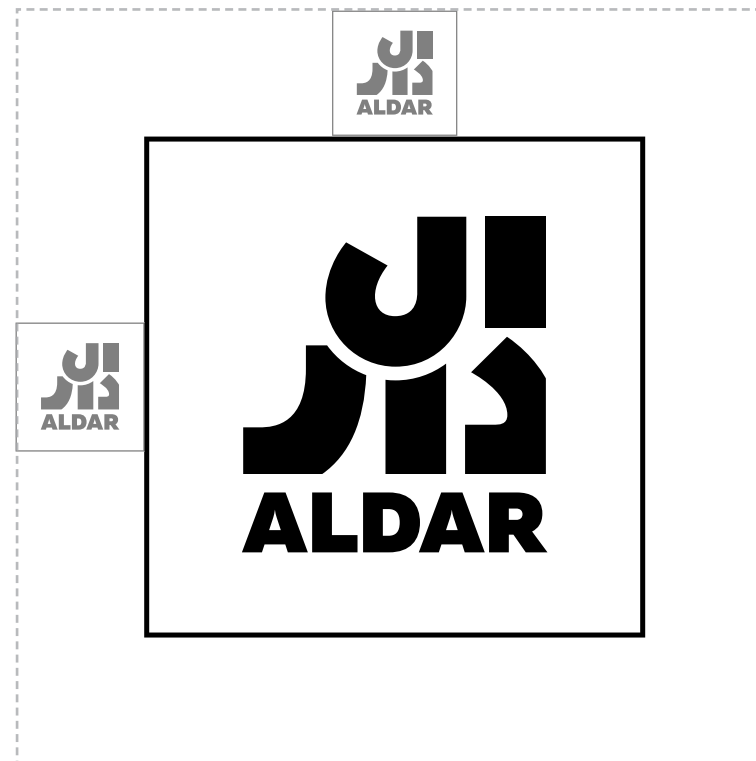
# GROUP SIGNAGE

## MINIMUM CLEARANCE SPACE

The SIGNAGE minimum  
space guidelines is 25% the  
length of the Aldar Logo.

The Logo clear space should never be smaller than this. This rule maintains the visual power of the square shape derived from the logo.

Please note signage carries 25% minimum clearance space rules whereas all other applications carry 50% minimum clearance space rules.





# GROUP SIGNAGE

## EXTERIOR

### ALDAR SQUARE SIGNAGE

#### Exterior branded signage outside of HQ.

This example shows how we could add signage to Aldar Square.

#### Size & Finish

The Aldar Square monolith is a larger version of monolith and is at least 15ft tall. It is made of marble or a similar material alternative.

The logo is lifted to allow for visibility and is an exception to the center rule.





# GROUP SIGNAGE

## EXTERIOR

### FLAGS

When only the Aldar logo is being used, make sure it is centered within the application.

The Aldar Logo should always follow minimum clearance space.



# GROUP SIGNAGE

## EXTERIOR

### HORIZONTAL SIGNAGE

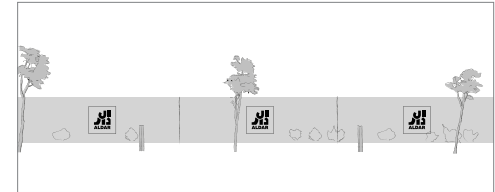
#### EXAMPLE HOARDING

Center align logo between  
the top and bottom of the  
hoarding.

Content can work around the logo.

Make sure the minimum space guidance  
is adhered to.

The two examples show that the size of  
the logo can reach 25% minimum space  
if necessary.



# GROUP SIGNAGE

## EXTERIOR

### HORIZONTAL SIGNAGE

#### EXAMPLE CONSTRUCTION SIGNAGE

Center align logo to the  
application in extreme  
dimensions.

Content can work around the logo.

The maximum size of the Aldar logo  
should be as great as the minimum  
space clearance allows.

It is important to follow the minimum  
space guidance.





# GROUP SIGNAGE

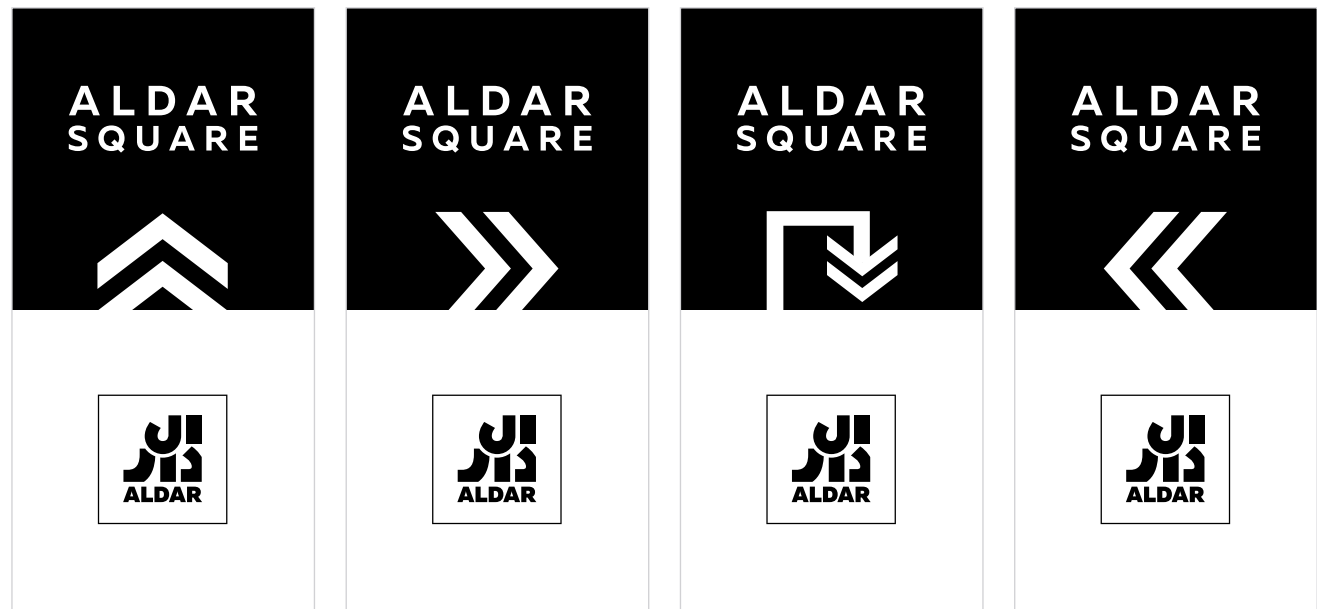
## EXTERIOR

### TEMPORARY WAYFINDING

Aldar logo adheres to minimum space guidelines.

This example shows temporary signage for Aldar Square.

When the Aldar logo is at the bottom make sure it is not obstructed and clearly visible.



# GROUP SIGNAGE

## INTERIOR

### OFFICE ENTRANCE

The Aldar logo should be at  
a viewable height.

Transparent signage should not use an  
inverted Aldar logo.

It is important to not invert the logo.  
Use either the black or white logo.

Aldar logo adheres to minimum  
space guidelines.



# GROUP SIGNAGE

## INTERIOR

### OFFICE WINDOW

Transparent signage  
should not use an inverted  
Aldar logo.

It is important to not invert the logo.  
Use either the black or white logo.

The Aldar Logo should appear centered to the  
application.

Aldar logo adheres to minimum  
space guidelines.





# GROUP SIGNAGE

## INTERIOR

### SQUARE SIGNAGE

When only the Aldar logo is being used, make sure it is centered within the application.

Aldar logo adheres to minimum space guidelines.



# VERTICAL SIGNAGE

## MAIN USES

### ALDAR VERTICALS

When the brand is communicating an Aldar Vertical, use the appropriate Vertical Descriptor. Design files are provided.

#### Exterior

Vertical Descriptors may only be within the Vertical Headquarters.

All other public facing buildings must use the Aldar group logo.

- Flags
- Shop Front

#### Interior

Vertical Descriptors may only be within the Vertical Headquarters.

- Office Branding

# VERTICAL SIGNAGE

## EXTERIOR

### FLAGS

When using the Vertical  
Descriptor, make sure  
it is centered within the  
application.

The Aldar Logo should always follow  
minimum clearance space.

Aldar Education is used as an example.





# VERTICAL SIGNAGE

## EXTERIOR

### SINGLE FRONT SHOP SIGNAGE

This is how a Vertical Descriptor is applied to a single front shop.

#### Minimum Space.

A minimum clear space equal to “**100%**” should separate Aldar logo from the vertical descriptor.

Always follow minimum clearance space rule for vertical signage.



# VERTICAL SIGNAGE

## EXTERIOR

### DOUBLE FRONT SHOP SIGNAGE

This is how a Vertical Descriptor is applied to a double front shop.



# VERTICAL SIGNAGE

## INTERIOR

### DIGITAL SCREEN

#### Minimum Space.

A minimum clear space equal to “100%” should separate Aldar logo from the vertical descriptor.

Aldar Estates is used as an example.

When it's an animated digital screen, Aldar logo and Vertical Descriptor should rotate like this.



When it's a still screen, Aldar Vertical Descriptor should appear like this.



# VERTICAL SIGNAGE

## INTERIOR

### OFFICE WINDOW

The Aldar Vertical Descriptor  
should appear like this.

Transparent signage should not use  
an inverted Aldar Logo.

Aldar Education is used as an example.





# SUB-BRAND SIGNAGE

## ENDORISING SUB-BRANDS

### Trouble-shooting.

If you would like to discuss a specific endorsement situation that is not covered in these guidelines please get in touch with Group Marketing & Communications.

Only Aldar endorses sub-brands.

Verticals do not endorse sub-brands.

Choose the most appropriate method of endorsement based on the examples shown.

Aldar Logo.

Used to endorse physical buildings and developments.

Aldar Monolith.

Used to endorse in exceptional circumstances.

# SUB-BRAND SIGNAGE

## ALDAR LOGO



The Aldar logo is only used to endorse sub-brands.

The Aldar logo is used as an endorsement.

This links the equity of the sub-brand back to the master brand by creating a halo effect for the sub-brand of being linked to a company as valuable as Aldar, whilst continuing to build the equity of Aldar by investing the positive customer experiences of the sub-brands into the master brand's equity.



# SUB-BRAND SIGNAGE

## ALDAR LOGO

### DARNA FLAGS

#### Communication Hierarchy.

In Darna Flags communication, the Aldar logo appears at the bottom to subtly endorse the communication.



# SUB-BRAND SIGNAGE

## ALDAR LOGO

## DEVELOPMENTS

### Endorsing Real Estate Models.

Split up the Aldar Logo and the Development logo but have them equal in size on separate faces.





# ENDORISING BUILDING

## ALDAR LOGO

## ALDAR BUILDINGS BRANDING

### Placement

This shows the ideal approach for branding one of our buildings. Re use the Aldar group logo, we give it minimum space and we back light it for night time.

Placement should be high up and in a prominent position. Future Aldar buildings should consider where the logo will go.



# ENDORISING BUILDING

## ALDAR MONOLITH

### EXTERIOR SIGNAGE


#### Monolith Design.

Must be four sides with logo on all sides and therefore viewable from every angle.

A solid material that will stand the test of time.





A woman with blonde hair, wearing a dark blue suit and a matching beret, is adjusting a bright orange suit on a white mannequin. The mannequin is wearing a leopard-print top under the orange jacket. The scene is set in a store window with a large glass pane. In the background, a wicker hat hangs from the ceiling, and a sign with the word "FRANCE" is visible. The floor is a light-colored, polished surface. The overall atmosphere is elegant and sophisticated.

## MERCHANDISE AND GIFT ITEMS

# 7

- Merchandise
- Gift Items

# MERCHANDISE

Aldar logo should not be  
printed or applied directly  
on any merchandise.

I.e. tissue box, pens, coffee cups, T-shirt etc.





# GIFT ITEMS

Aldar logo should not be printed directly on gift items.

A separate compliment card branded with Aldar logo should be included in the box.





# NEED MORE HELP?

THE ALDAR BRAND ACTIVATION TEAM ARE HERE TO HELP YOU GET THE MOST FROM OUR BRAND SO PLEASE GET IN TOUCH IF YOU NEED ANY HELP OR ASSISTANCE IN WORKING WITH THE ALDAR BRAND.

[marketing@aldar.com](mailto:marketing@aldar.com)