WE ARE
BUILDING
ONE BRAND.

ALDAR

CONTENTS

ALDAR

INTRODUCTION

1

OUR BRAND PLATFORM

Our brand strategy comes from our business strategy.

BUSINESS STRATEGY

STRATEGIC PILLARS

OPERATIONAL EXCELLENCE	CUSTOMER CENTRICITY	GROWTH & EXPANSION

PEOPLE, INNOVATION & DIGITAL TRANSFORMATION

BRAND STRATEGY

BRAND STATEMENT

LIVE ALDAR

BRAND PROMISE

Well Designed Communities Where People Can Thrive & Prosper

BRAND PILLARS

WELL DESIGNED

From well designed schools and entertainment, leisure and retail experiences, at Aldar we know that great design translates into providing desirable places.

HUMAN CENTRIC

We design communities that encourage people to raise families, cultures where people prosper and schools where young minds thrive. We are a collection of talented people, businesses and suppliers coming together in a powerful human eco-system built on strong relationships.

POSITIVE IMPACT

We create experiences that have a positive impact on people's lives. Our infrastructure enables communities to thrive. Our schools and investment in human capital allows talent of the future to grow. Our well governed, ethical, inclusive and sustainable business approach drives our growth.

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.
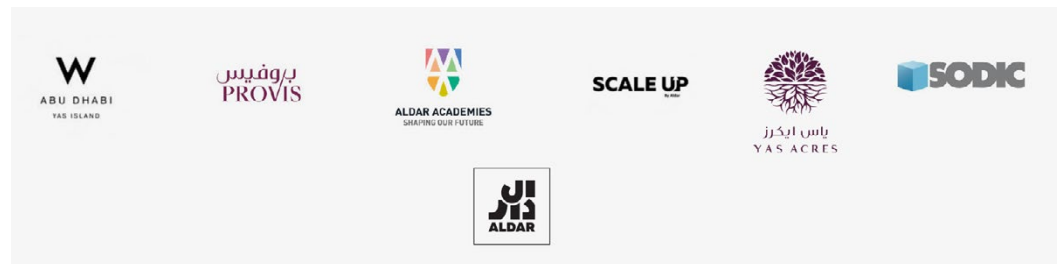
Level 1:
Group Brand

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.
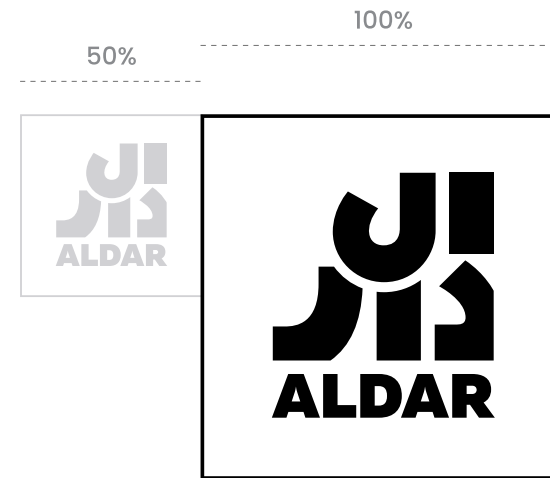
The sub-brand shown here is an example.

CORE ELEMENTS 2

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

Aldar Group.
One Brand.

CORE ELEMENTS **2**
OUR LOGO

8

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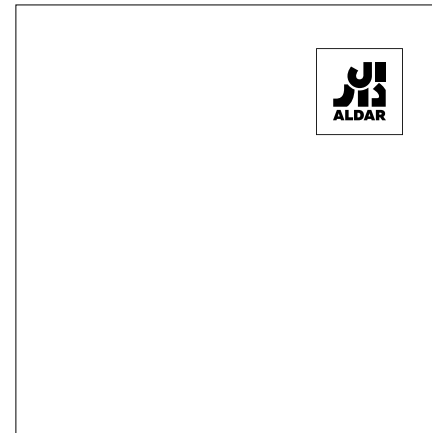
The exception is on the website where the logo appears on the left on the English site and on the right on the Arabic site.
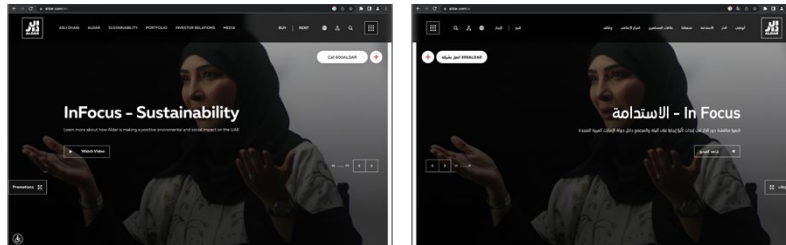
Opacity.

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.
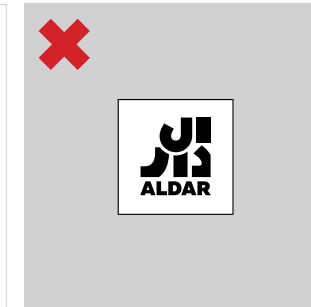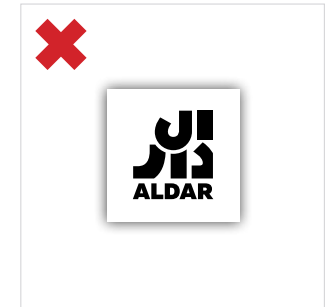
Do not blend in the logo frame
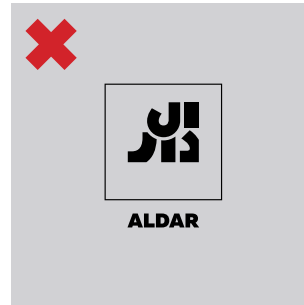
Do not use the logo without the frame component
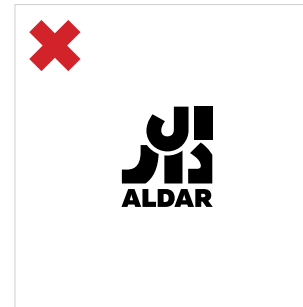
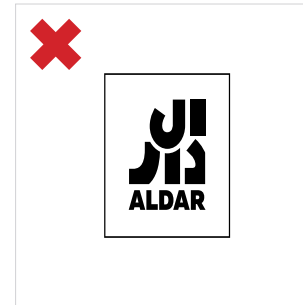Do not fill in the logo frame with a block
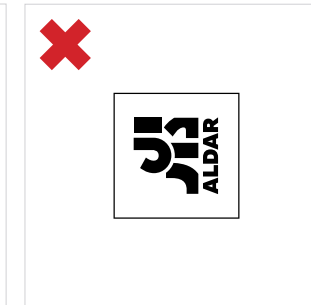
Do not apply any effects to the logo frame

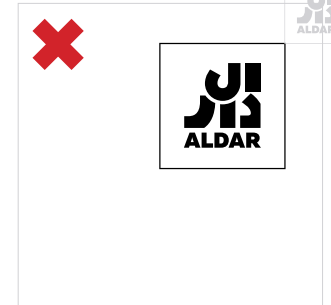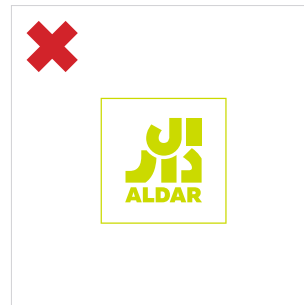Do not disintegrate the logo elements

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

الدار للمشاريع
ALDAR PROJECTS

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: <u>well designed</u>, <u>human centric</u> and <u>positive impact</u>.

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.
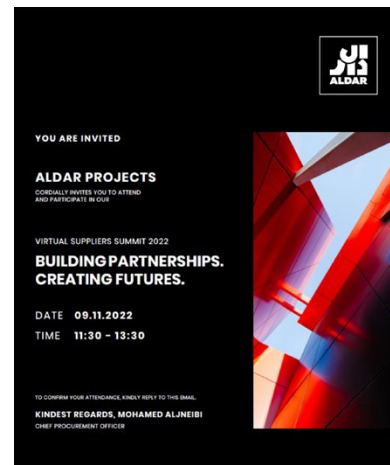
WEBSITE

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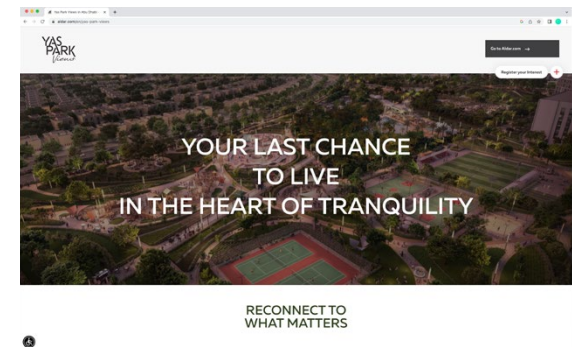
OUR HELPFUL CHECKLIST

- **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

SOLIDS

TINTS

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.

ALDAR BLACK
Pantone Black C
CMYK 0 0 0 100
RGB 44 42 41
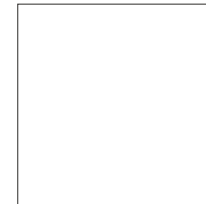
ALDAR WHITE
CMYK 0 0 0 0
RGB 255 255 255
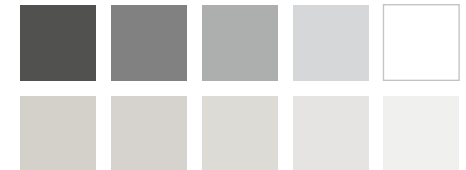
ARCHITECTURAL TONES

A selection of cool to warm grays to offer elegant and sophisticated nuances.
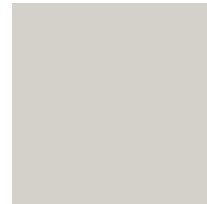
WARM GREY
Pantone Warm Gray 1 C
CMYK 3 3 6 7
RGB 215 210 203

ACCENT PALETTE

THREE SETS OF ACCENT COLORS

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

SOLIDS

TINTS

100   80   60   40   20

BLUES

Used for corporate communications, including stats and figures.

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

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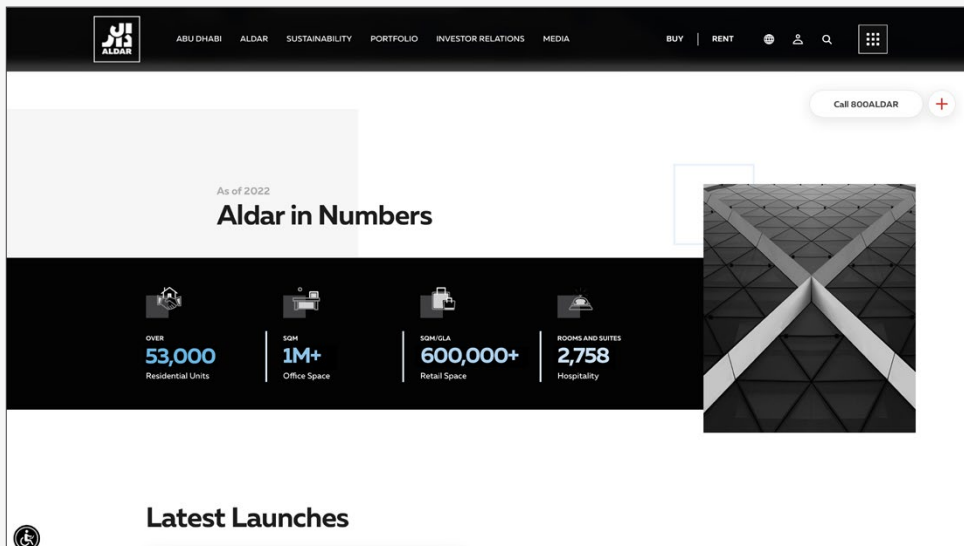
This design which is taken from the **ALDAR WEBSITE** shows the primary use for tints and shades.

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.

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.

عامرة بأهلها

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

VIDEO CONTENTS

Aldar logo is centered in the opening frame.

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

END-FRAME 01

END-FRAME 02

CLOSING FRAME

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

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

@aldar_properties   Follow   ...

Aldar
Bio description
www.**aldar**.com
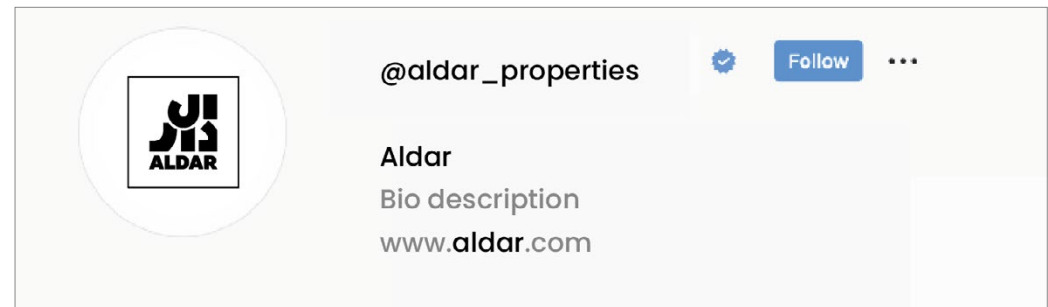
DIGITAL

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
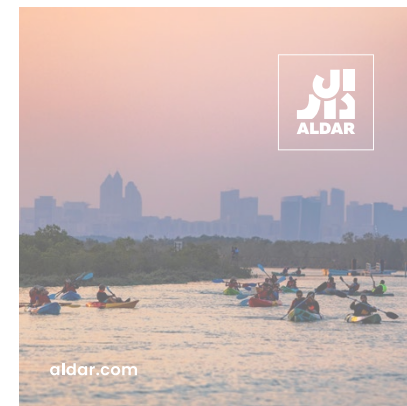
DIGITAL

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.
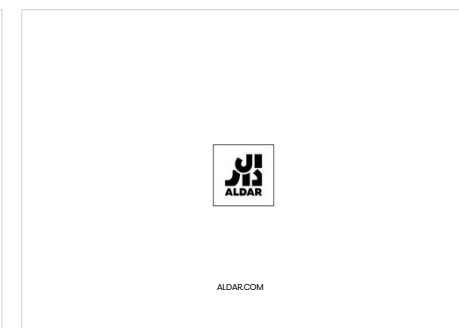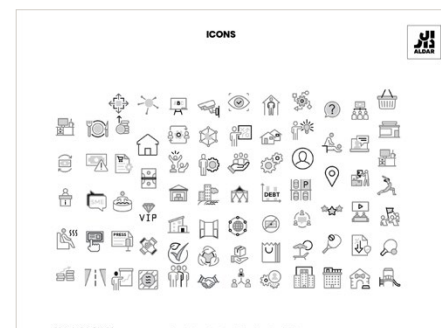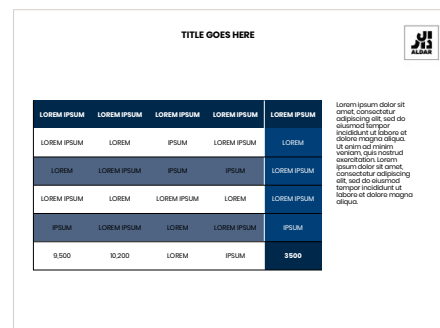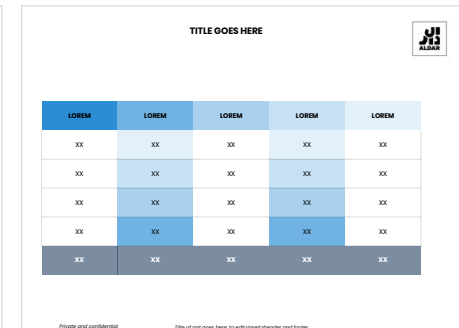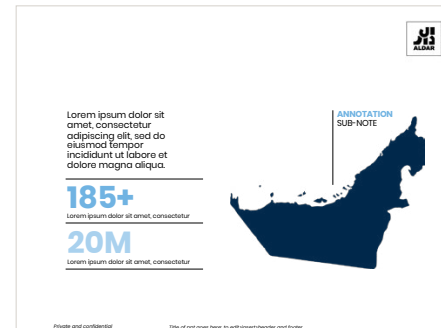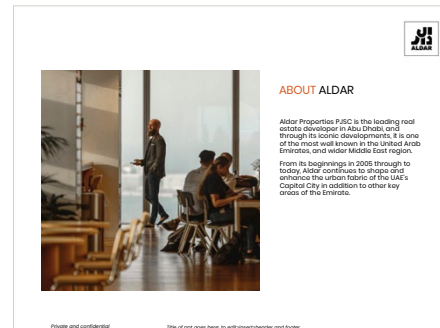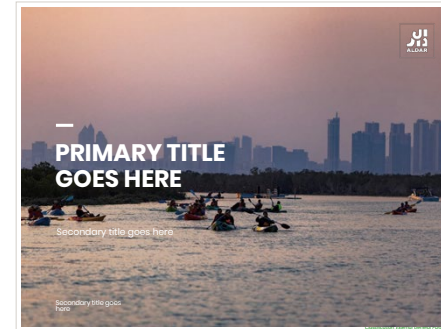
STATIONERY

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

Aldar Square
Yas Mall, Abu Dhabi
P.O.Box 51133,
United Arab Emirates

T: 02 8105550

aldar.com

| للاستثمار	للتعليم	للعقارات	للضيافة	للتطوير	للمشاريع	العالمية
INVESTMENT	EDUCATION	ESTATES	HOSPITALITY	DEVELOPMENT	PROJECTS	INTERNATIONAL

الدار سكوير
ياس مول، أبوظبي
ص.ب: 51133
الإمارات العربية المتحدة
هاتف: 02 8105550

aldar.com

للاستثمار	للتعليم	للعقارات	للضيافة	للتطوير	للمشاريع	العالمية
INVESTMENT	EDUCATION	ESTATES	HOSPITALITY	DEVELOPMENT	PROJECTS	INTERNATIONAL

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.

Full Name
ROLE

+971 2 810 6400
800 25327
name@aldar.com

aldar.com

ALDAR

الاسم الكامل
الدور الوظيفي

+971 2 810 6400
800 25327
name@aldar.com

aldar.com
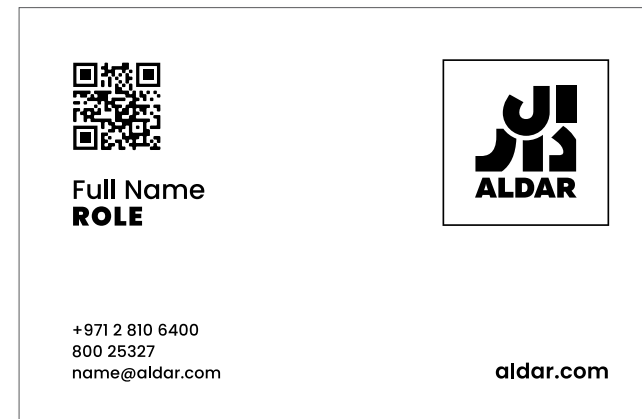
ALDAR

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.
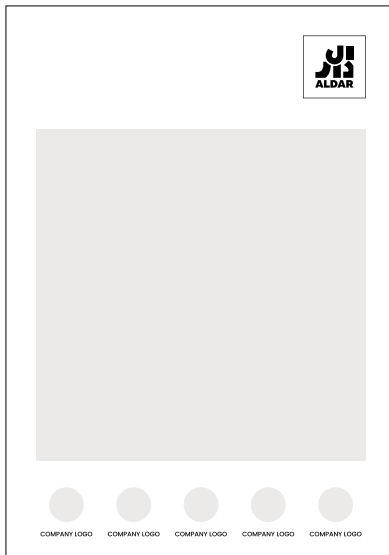
Equal Partner

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.
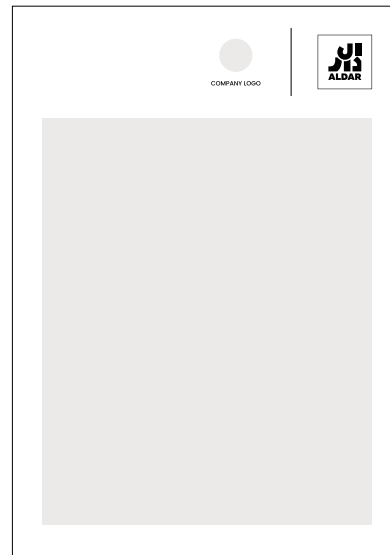
Multiple Partner

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.
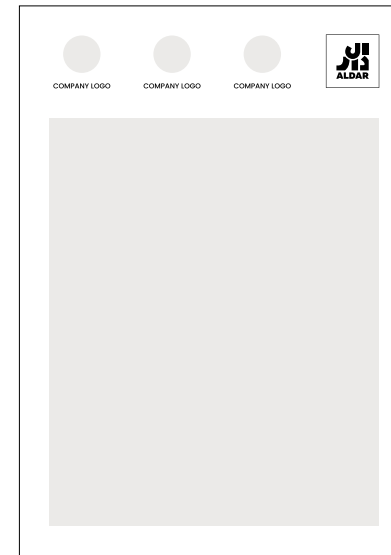
Ensure the clear space area and minimum size are maintained.

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.
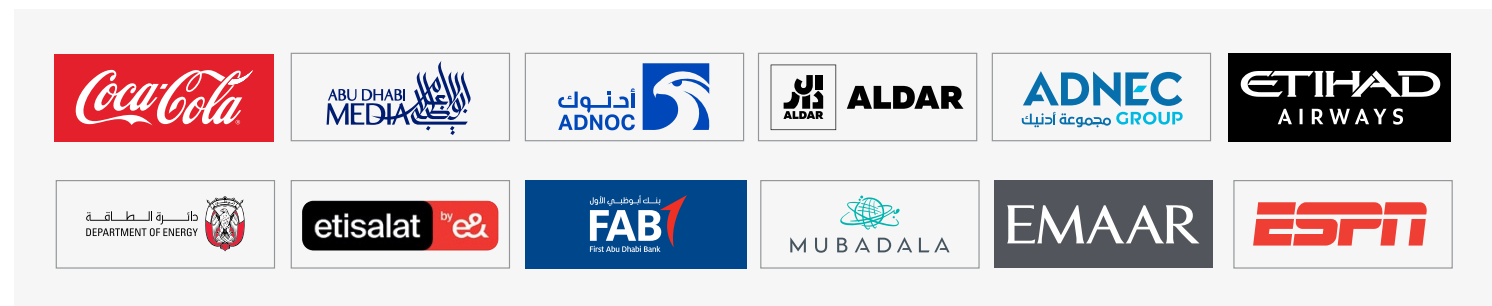
SPONSORSHIP

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 ALDAR
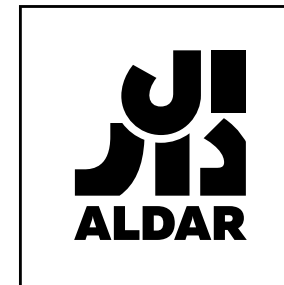
SPONSORSHIP

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.
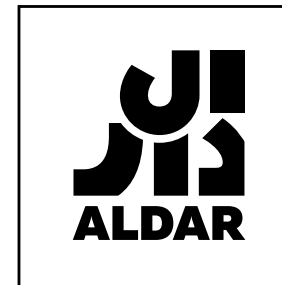
ALDAR VERTICALS

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.

100%

ALDAR DESCRIPTOR ········· 100% ········· **ALDAR**

100%

ALDAR

100%

ALDAR DESCRIPTOR
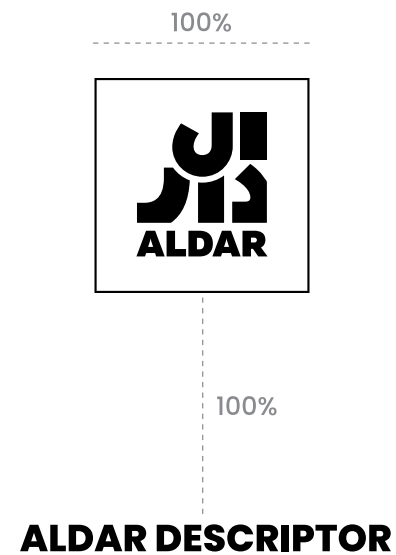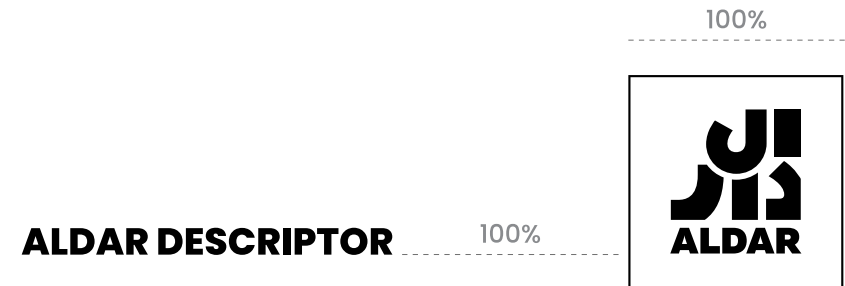
VERTICAL DESCRIPTOR RULES

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

ALDAR
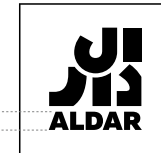
VERTICAL DON'TS

VERTICALS DO NOT
Sponsor Directly

Verticals sposnorships 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
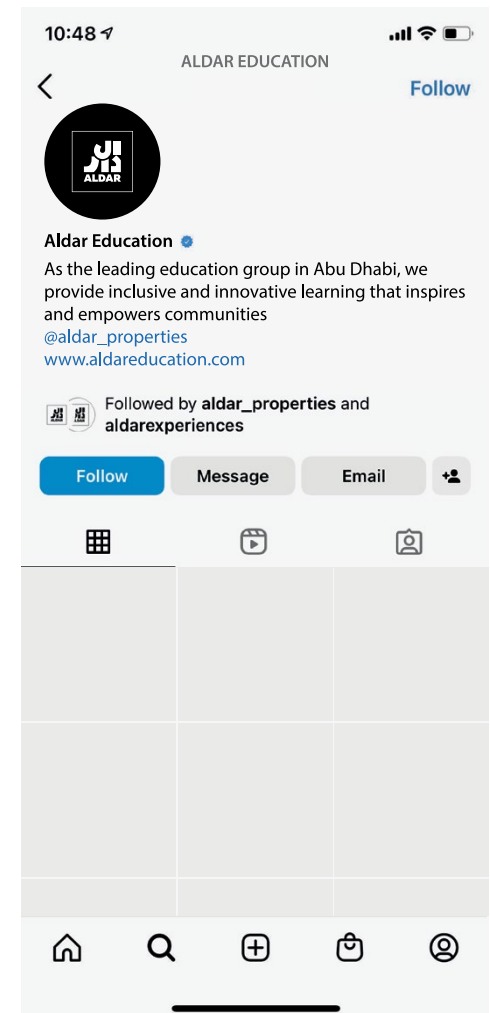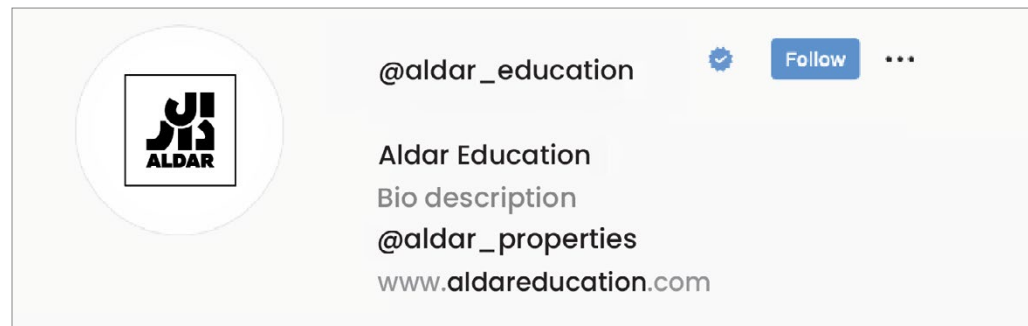
ALDAR BRAND IN ACTION

5

- Photography Style
- Sonic Branding

ALDAR BRAND IN ACTION

WE PUT <u>PEOPLE</u> 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

Hospitality

Business

Retail

Sustainability

Education

Art

Marinas

Development

Sport

Golf

Positive Impact

Partnerships
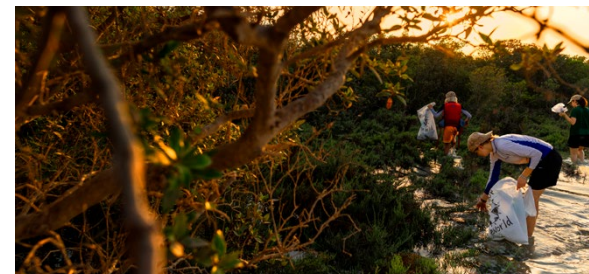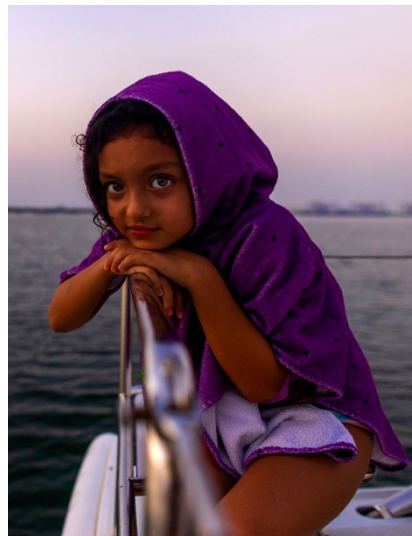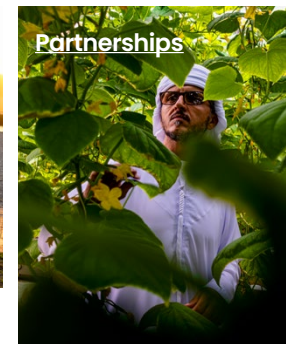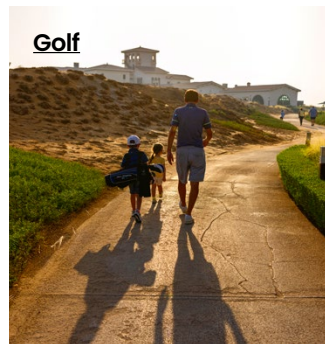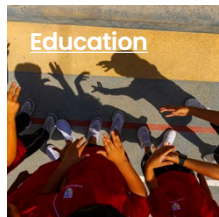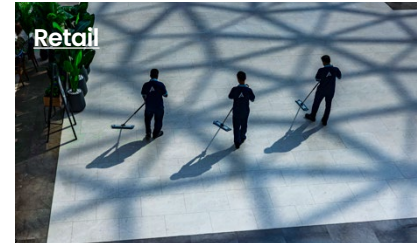
PHOTOGRAPHY STYLE

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.
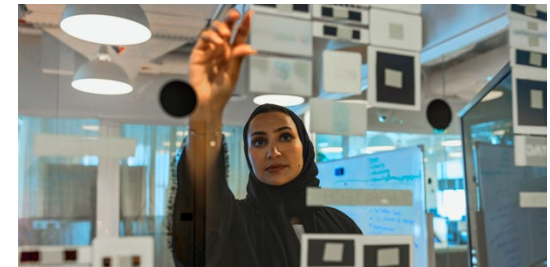
ALDAR SONIC

WE HAVE CREATED A SONIC STYLE THAT FEELS <u>HUMAN</u>, <u>ENERGETIC</u> AND <u>VIBRANT</u>, 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.
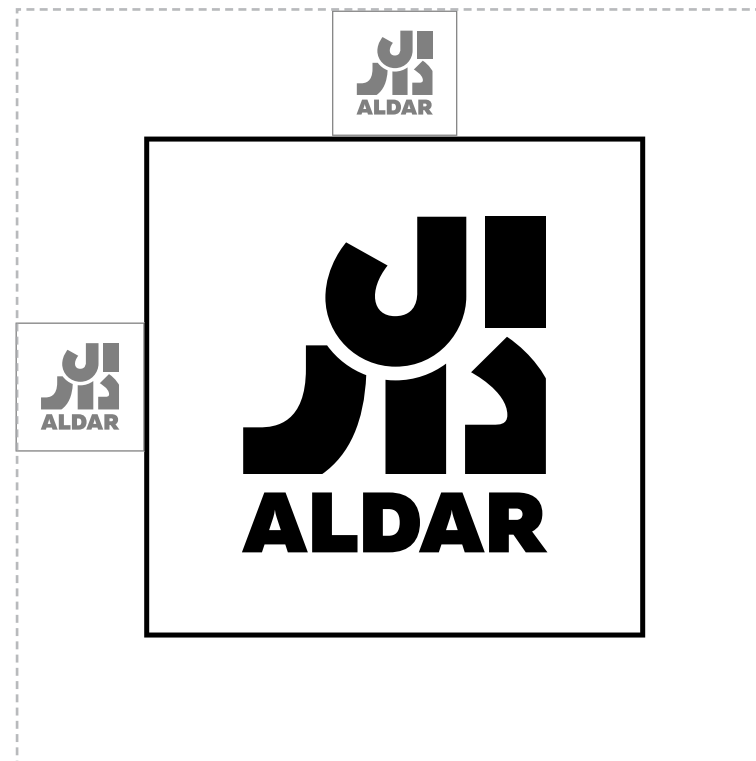
GROUP
SIGNAGE

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.
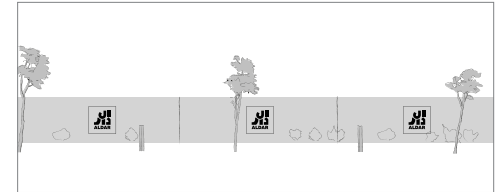
GROUP SIGNAGE

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.

ALDAR SQUARE

ALDAR SQUARE

ALDAR SQUARE

ALDAR SQUARE
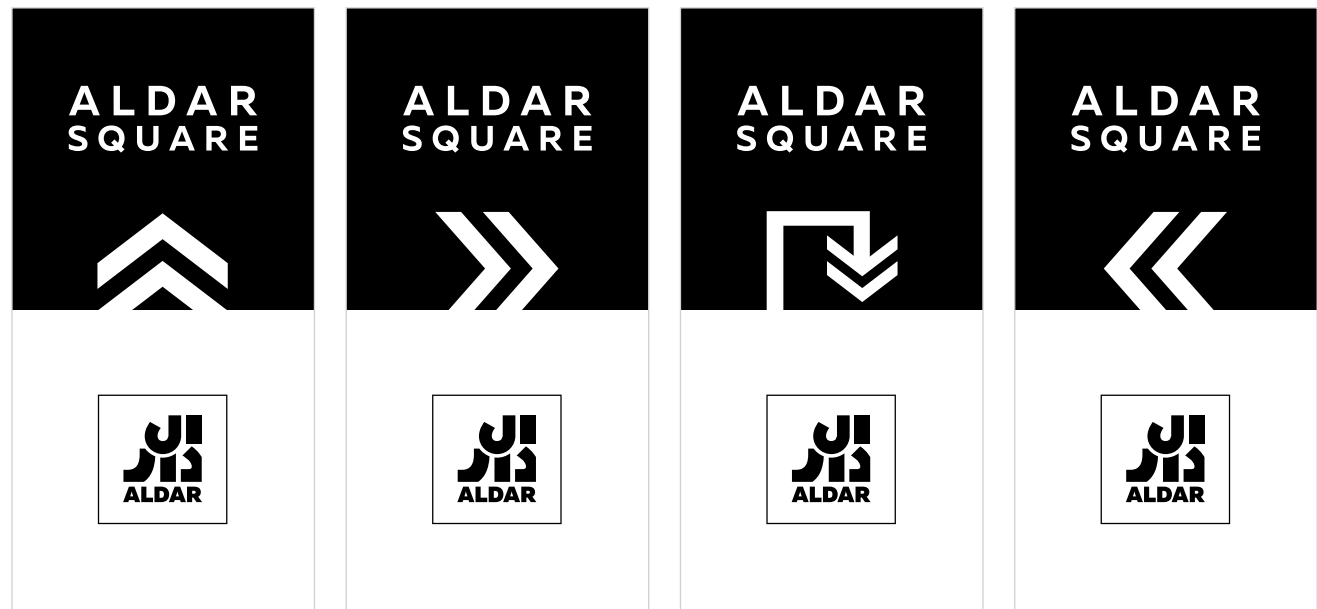
GROUP SIGNAGE

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.

الدار للتعليم
ALDAR EDUCATION

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

ENDORSING 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.

ENDORSING 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.

ENDORSING 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.

MERCHANDISE AND GIFT ITEMS 7

- Merchandise
- Gift Items

MERCHANDISE

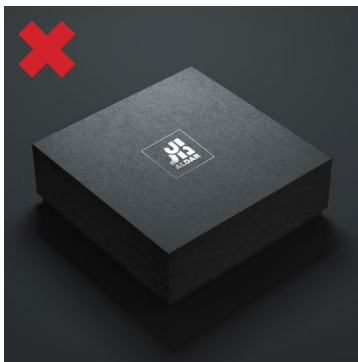## Aldar logo should not be printed or applied directly on any merchandise.

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

ALDAR