ADNEC CENTRE AL AIN
GUIDELINES

ADNEC CENTRE AL AIN LOGO

Primary Logo

English



Bilingual



Secondary Logo

English



Bilingual



LOGO VARIATIONS

This page demonstrates the reversed primary brand mark in alternative colourways, on dark or light backgrounds.

Primary Logo



Reversed



Reversed



Mono Colour



Mono Colour



Mono Colour



DIAMOND SYMBOL

The diamond signifies **precision, brilliance, and unity.**

It symbolizes the group's strong commitment to excellence and reflects the expansion of its business.





LOGO
CLEAR SPACE

Our goal is to ensure prominence and legibility through the logo.

As depicted, the logo is customarily surrounded by an area of clear space. As a standard execution, no other elements should ‘encroach’ into this area.

The construction of the clear space is based on two ADNEC ‘e’ letters width placed next to each other, identically copied from the word (ADNEC) as to the right.

Ideally, more clear space should be given when available.



MINIMUM LOGO SIZE

The ADNEC Centre Al Ain logo should be sized for clear legibility, taking into account the minimum amount of empty space required around it.

Minimum size offline
28 x 19 mm

Minimum size online
105 x 71 px



LOGO MISUSE

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed.

Please do not add to or change anything about the logo. These usage guidelines apply to all colour versions of the logo.



Do not separate the elements from each other



Do not stretch or distort the logo



Do not rotate the logo



Do not distort the proportions of the logo



Do not add additional words to the logo



Do not use a different font for the logo



Do not distort or edit the logo



Do not change the colour of the logo



Do not use any filter or effect on the logo



Do not outline the logo

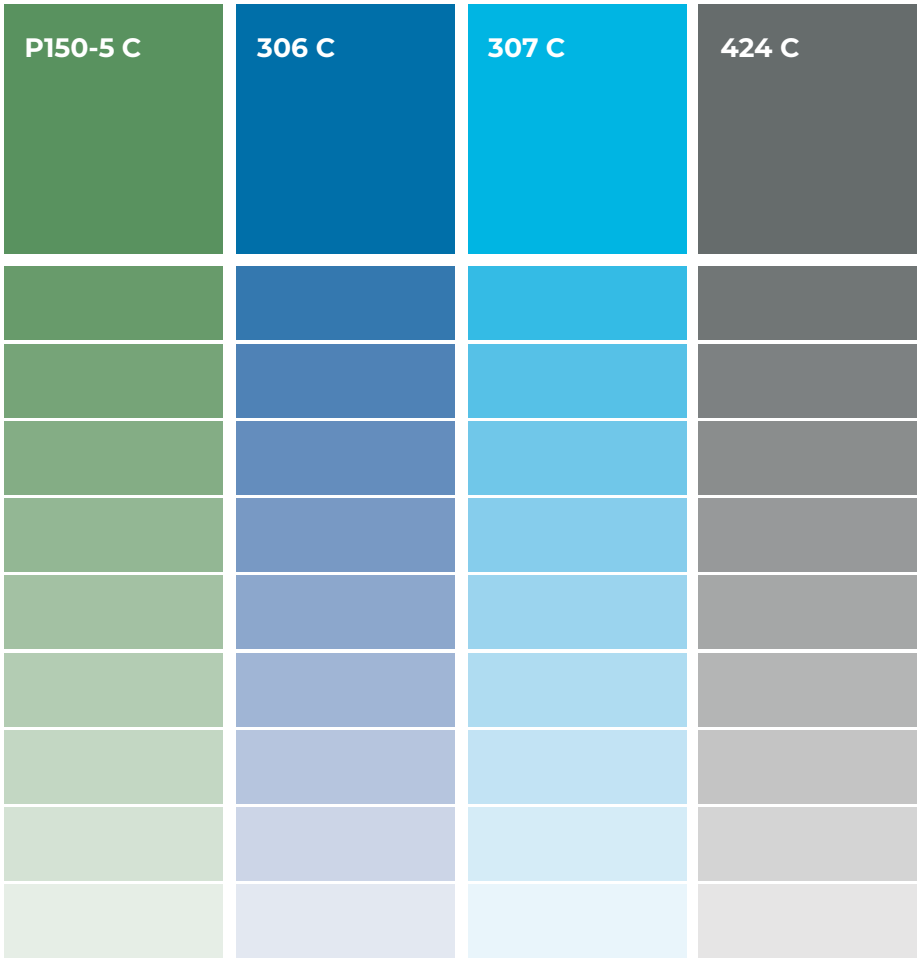
PRIMARY COLOURS

Beyond our logo, colour is the most recognisable aspect of the brand identity.

Colours were selected to reflect the diversity of the ADNEC Group company brands.

Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive visual story.

Our primary colours should be used for all corporate applications. Colours from the secondary palette may be selected for other applications, to best suit your brand.

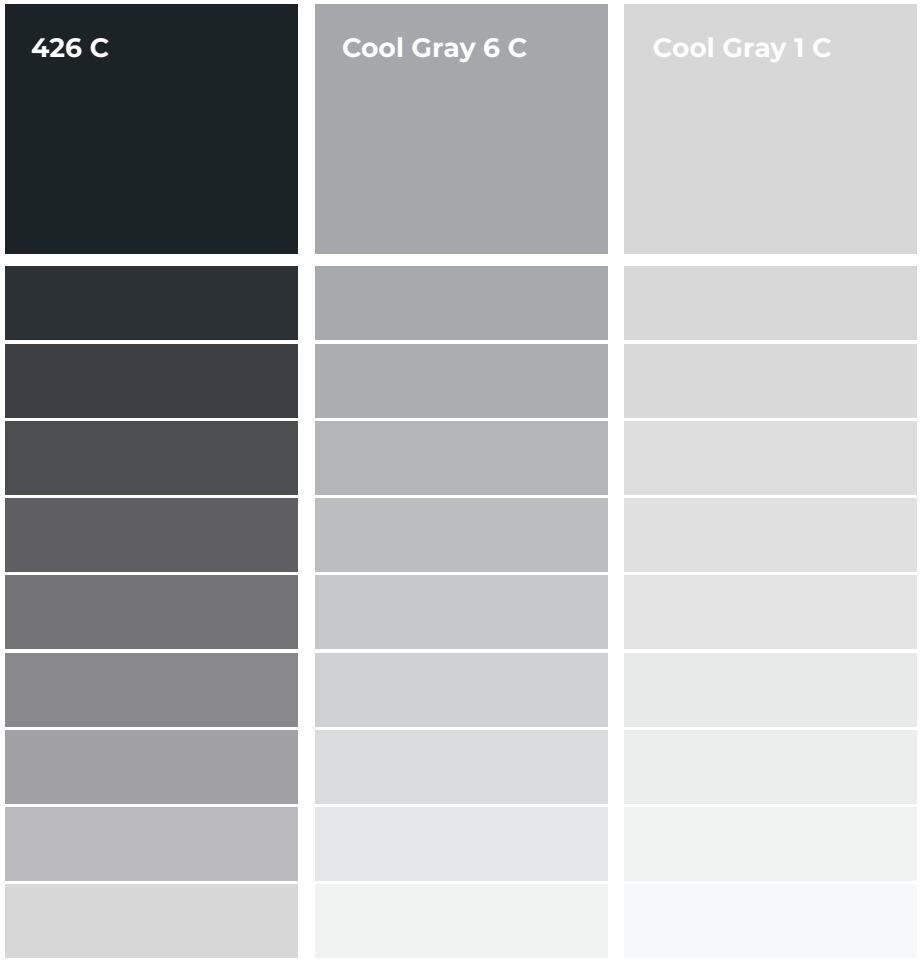


P150-5 C	306 C	307 C	424 C
CMYK 53 0 66 32	CMYK 80 0 7 0	CMYK 100 42 16 6	CMYK 54 42 43 27
RGB 89 146 95	RGB 0 185 227	RGB 0 115 164	RGB 102 108 108
HEX #59925f	HEX #00b9e3	HEX #0073a4	HEX #666c6c

GREYSCALE COLOURS

Greyscale colours should be only be used in instances where the primary colour pallete is not visible.

Greyscale colour can also be use for large copy instances.



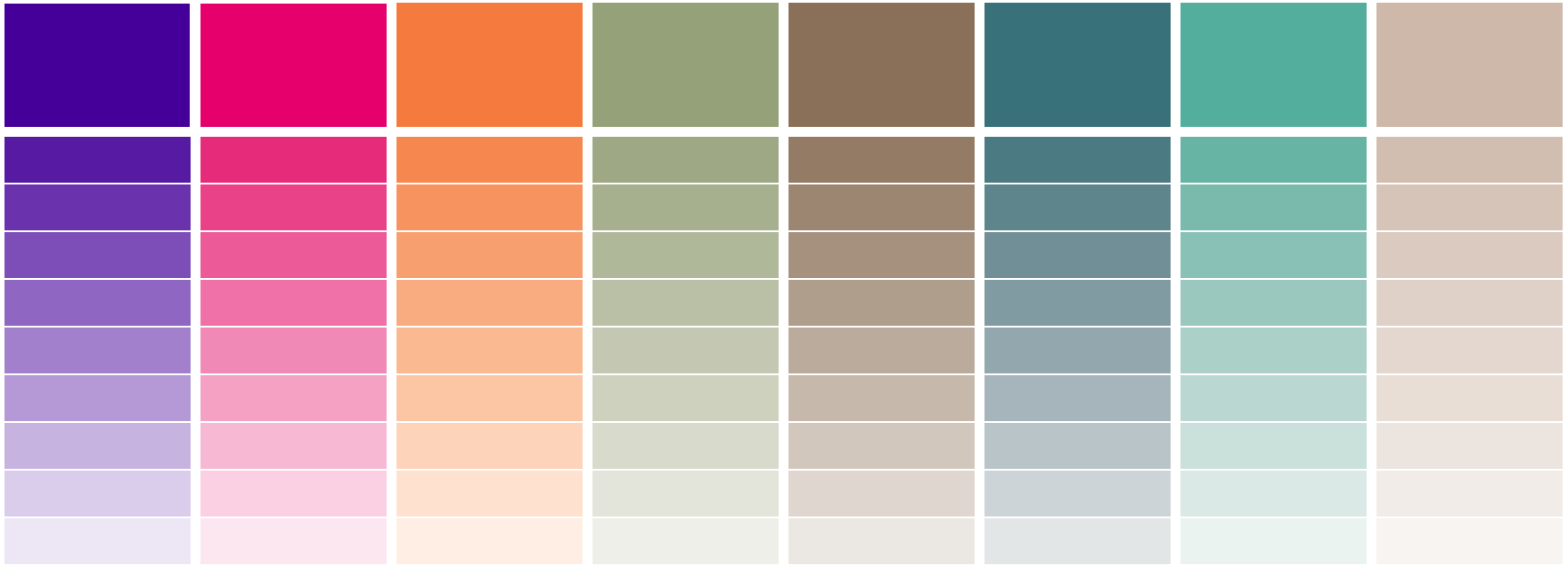
426 C	Cool Gray 6 C	Cool Gray 1 C
CMYK 76 64 58 72	CMYK 36 29 28 0	CMYK 14 11 12 0
RGB 28 35 39	RGB 167 168 169	RGB 217 216 214
HEX #1c2327	HEX #a7a8a9	HEX #d9d8d6

SECONDARY COLOURS

Outside of core corporate applications, you may opt to use colours of your choice from the secondary palette as your primary colours.

This could include, for example:

- Internal branding
- Advertising
- Promotional materials
- Social media
- Brochures
- Vehicle branding
- Event branding
- Website



CMYK 88 100 1 2	CMYK 4 100 32 0	CMYK 0 64 84 0	CMYK 39 21 56 10	CMYK 35 45 60 25	CMYK 80 42 45 14	CMYK 67 11 45 0	CMYK 17 24 29 2
RGB 69 0 153	RGB 229 0 107	RGB 244 125 61	RGB 149 161 121	RGB 138 113 89	RGB 56 113 121	RGB 83 52 68	RGB 206 184 170
HEX #450099	HEX #e5006b	HEX #f47b3d	HEX #95a179	HEX #8a7159	HEX #387179	HEX #53ae9d	HEX #ceb8aa

TYPOGRAPHY
PRIMARY FONT

PRIMARY LATIN FONT

MONTSERRAT

Just as we choose different words to convey different messages, the typography we use can have a profound effect on our communications.

Consistently using Montserrat as the official ADNEC Centre Al Ain font strengthens and reinforces the brand.

Montserrat Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Regular
abcdefghijklmnopqrstuvwxyz
ABDCEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY
PRIMARY FONT

PRIMARY ARABIC FONT

NOTO SANS ARABIC

This font was selected to complement Montserrat so that they can sit side by side without jarring the eye.

Both Noto Sans and Montserrat are modern, flexible, and communicate clearly with our audience.

These fonts are both available free of charge at Google fonts.

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

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

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

TYPOGRAPHY
SECONDARY FONT

SECONDARY FONT

OBJECTIVE

This secondary typeface option has a more rounded character style, slightly different to Montserrat, providing a less corporate feel and more welcoming visual aesthetic.

You may choose to use this typeface in application outside of the core set of corporate applications.

This could include, for example:

- Internal branding
- Advertising
- Promotional materials
- Social media
- Brochures
- Vehicle branding
- Event branding
- Website

Objective Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Objective Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Objective Regular
abcdefghijklmnopqrstuvwxyz
ABDCEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY
SECONDARY FONT

SECONDARY ARABIC FONT

NEO SANS ARABIC

This font was selected to complement Objective as it is similar in shape, both having rounded edges and simple character styles.

The English and Arabic fonts work well together in bilingual instances.

You may choose to use this typeface in application outside of the core set of corporate applications, for example internally, or for advertising and social elements of the brand.

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

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

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

TYPOGRAPHY
DIGITAL FONT

SYSTEM DEFAULT FONT

ARIAL

In cases where ADNEC's Montserrat or Noto Sans is not available, the default font is Arial for English and Arabic.

No other fonts may be used.

Typically, this will only be used for emails and certain programs and applications (i.e. Microsoft Office).

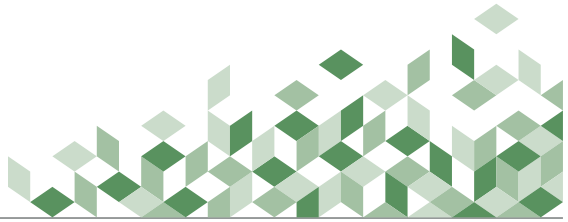
Arial Bold
abcdefghijklmnopqrstuvwxyz
1234567890
غ ظ ض ذ خ ث ت ش ر ق ص ف ع س ن م ل
ك ي ط ح ز و ه د ج ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Arial Regular
abcdefghijklmnopqrstuvwxyz
1234567890
غ ظ ض ذ خ ث ت ش ر ق ص ف ع س ن م ل
ك ي ط ح ز و ه د ج ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

GRAPHIC ELEMENTS

The diamond graphic can be broken down into different structures, to fit any application.

It has the ability to adjust to any specification required.



Graphic Pattern



Graphic Stripe



Graphic Detail

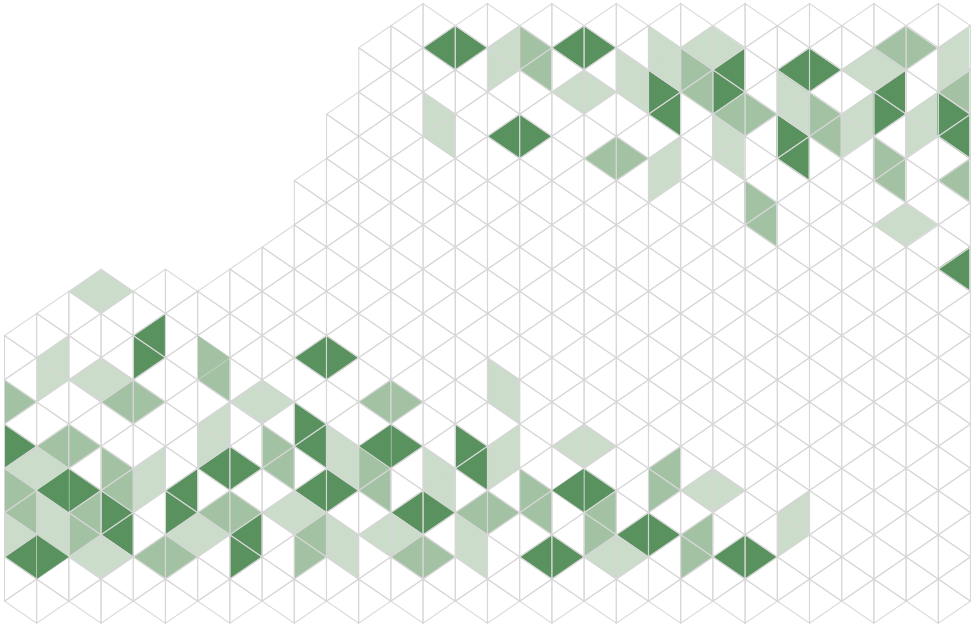
GRAPHIC CREATION

The ‘diamond’ graphic adds texture and depth to layouts.

To create diamond patterns; follow these simple rules using the template here.

- Two conjoining triangles make one diamond
- Avoid noticeable repetition in the pattern







THANK YOU