



# Brand **Guidelines**

Aldar Corporate Visual Identity System

We are  
building  
**one brand.**



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01

# INTRODUCTION

Welcome  
Our Brand Platform  
Our Brand Architecture



## WELCOME

Aldar has become a driving force that enriches lives by creating experiences that **connect people, communities, and cultures.**



Over the past 20 years, we've helped Abu Dhabi become a vibrant, thriving metropolis, taking pride in designing beautiful homes and spaces that enhance everyday life.



# From homes

to schools, malls,  
hotels and more...



From schools and training facilities to logistics and commercial spaces, from hotels and leisure destinations to marinas and beach clubs, our purpose is to have a positive impact on people's lives.

With each project, we strive to create well-designed communities where people can thrive and prosper, not just in Abu Dhabi, but around the world.

These guidelines have been developed to help ensure that Aldar speaks with one unified voice across all touchpoints, presenting our brand consistently in everything we do.





Our promise is to create  
**well-designed communities**  
where people can thrive  
and prosper.



## OUR BRAND PLATFORM

### Business Strategy

### Strategic Pillars

Operational Excellence

Customer Centricity

Growth & Expansion

People, Innovation & Digital Transformation

Our Values

### Brand Strategy

### Brand Statement

# LIVE ALDAR

### Brand Purpose

To have a positive impact on people's lives.

### 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.



## BRAND STATEMENT

Our brand statement is  
**LIVE ALDAR.**

**Live Aldar** is an ethos, a philosophy, a way of thinking that describes how our three pillars – **well-designed, positive impact, and human centric** – work in harmony to have a positive impact on peoples lives.



## BRAND PURPOSE

Our brand purpose is  
**to have a positive  
impact on people's lives.**



## OUR BRAND ARCHITECTURE

### Masterbrand



#### Used when...

The offering is under the master brand or from one of our business units

#### Verticals:

**ALDAR ESTATES**  
**ALDAR PROJECTS**  
**ALDAR EDUCATION**  
**ALDAR HOSPITALITY**  
**ALDAR INVESTMENTS**  
**ALDAR DEVELOPMENT**

### Endorser Brand



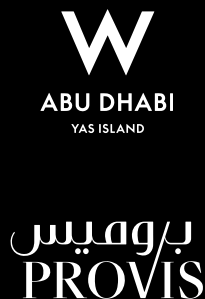
#### Used when...

The company is owned by Aldar or can benefit from association with Aldar master brand

#### Brandmark Options:

- An Aldar Company
- Part of Aldar Group
- By Aldar

### Standalone Brand



#### Used when...

The company has brought in a third-party operator to manage the asset (e.g. hotels)

## ENDORSED BRAND MARK

Creating fixed endorsed brand marks which can be used for developments, subsidiary companies and anything else which may want association with Aldar (e.g. Aldar Experts and Darna).

---

### Wholly-owned Subsidiary Company



**LONDON  
SQUARE**

An Aldar Company

An Aldar Company

---

### Part-owned Subsidiary Company



Part of Aldar Group

Part of Aldar Group

---

### Developments / Communities

**MAYAN**

by Aldar

by Aldar





02

# CORE ELEMENTS

Brand Overview

Our Logo

Colour

Typography

Live Aldar

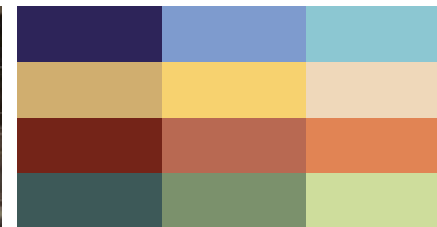
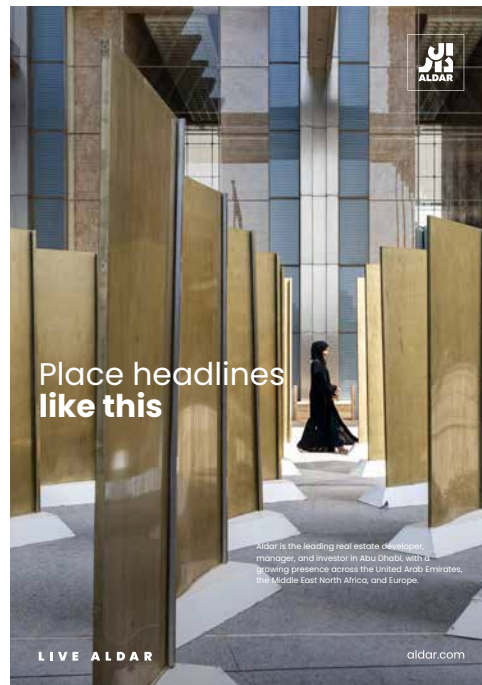
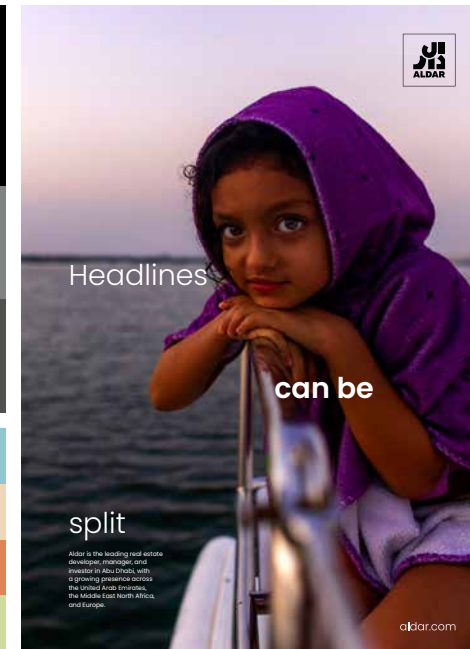
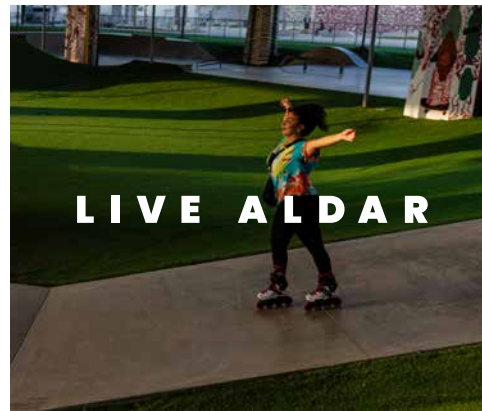
Tone of Voice



# BRAND OVERVIEW

Our visual toolkit mirrors the essence of the Aldar brand. It is crafted to be adaptable, catering to our diverse branding requirements while preserving a unified and consistent appearance.

This toolkit includes our logo, colour palette, typography, photography, and layout design.





## OUR LOGO

Aldar uses a flexible logo that can be used in either black or white depending on the background colour. The logo equally highlights the brand name and the brand mark. The frame is an integral part of the logo.



## 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 be legible and appear on a clear background.

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

### The Frame

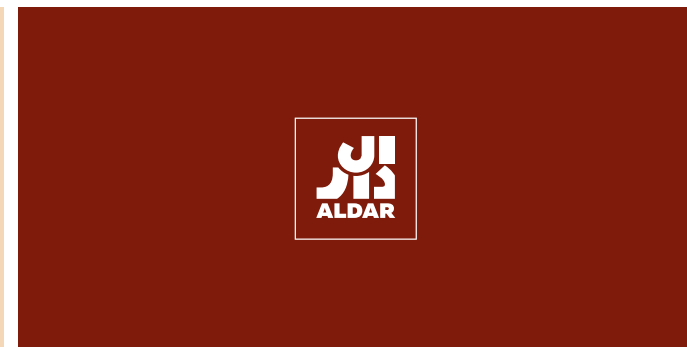
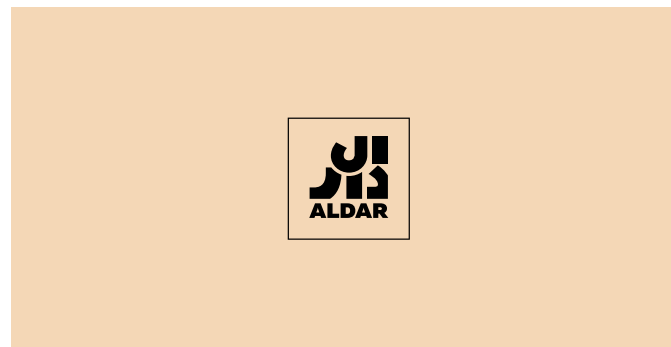
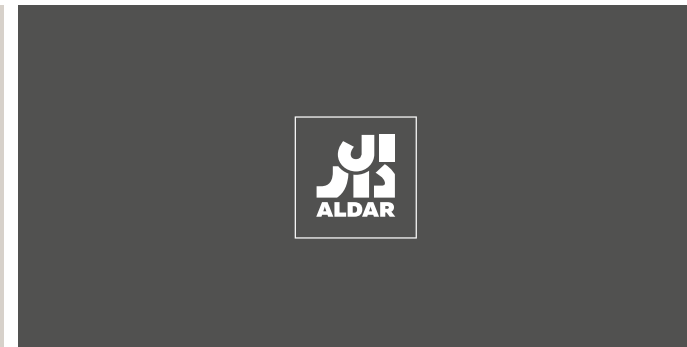
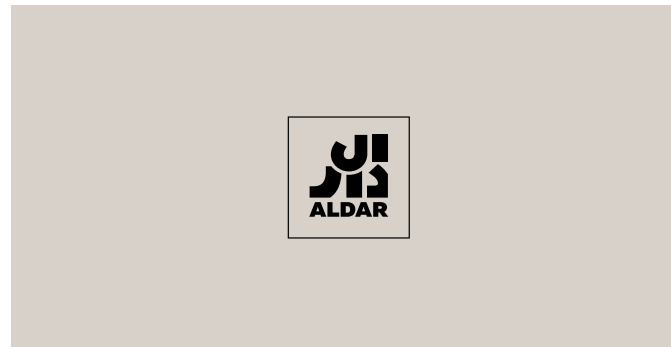
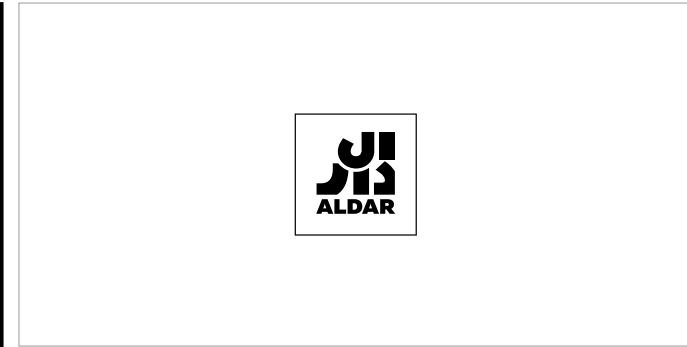
The frame is an integral part of the logo and should not be detached from the logotype under any circumstances. The frame's thickness cannot be tampered with. It is scalable proportionately. Always use the artwork provided in these guidelines and never attempt to re-create the logo.

[Click here](#) for Aldar Logo



## LOGO COLOUR VARIATIONS

To maintain the clarity and accuracy of our logo, use the white version on dark backgrounds and the black version on light backgrounds.



## OUR LOGO

### Positioning

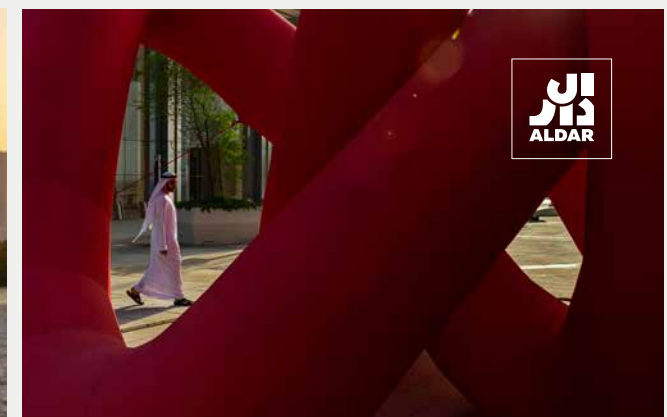
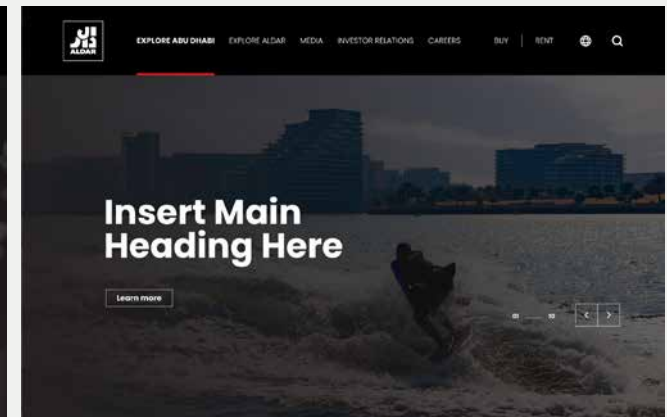
The default position for the Aldar logo is top right for all types of communication.

### Positioning (Exception)

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

### Opacity

The Aldar logotype and frame are always opaque. The frame's inner space is always clear and cannot be filled with a block. Never attempt to re-create the logo.



## LOGO DON'TS

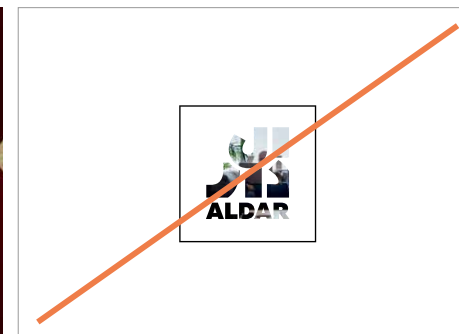
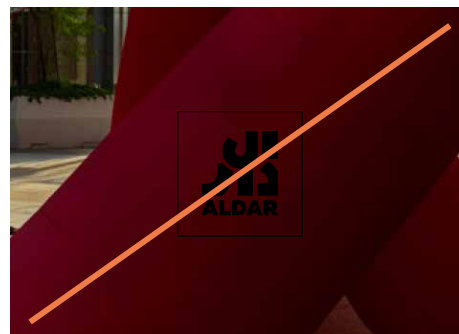
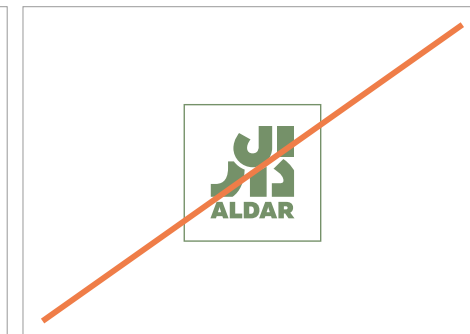
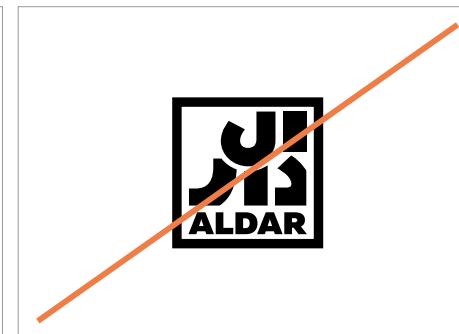
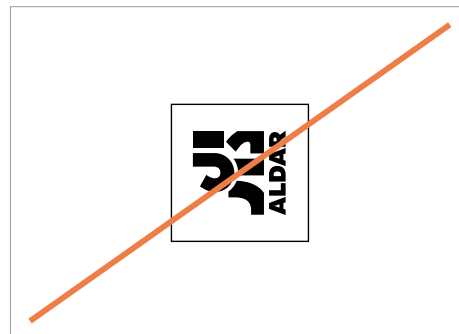
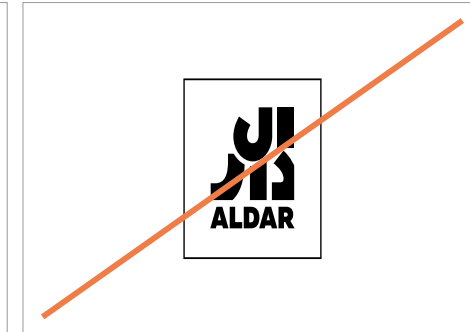
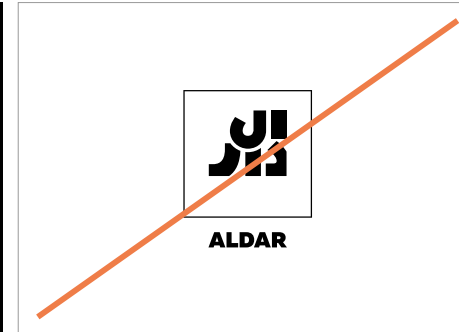
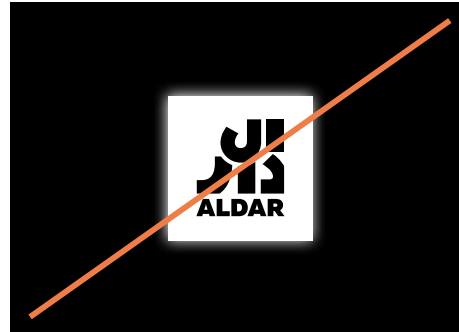
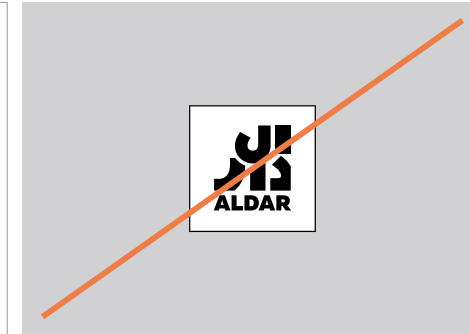
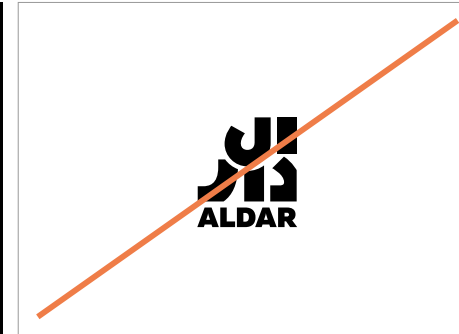
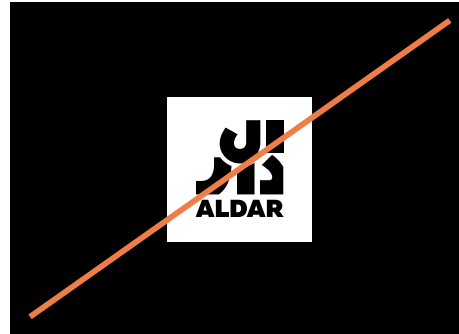
The square frame component of the logo should never be removed, filled or altered in any way.

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

1. Do not blend the logo frame
2. Do not use the logo without the frame component
3. Do not fill the logo frame with a block
4. Do not apply any effects to the logo frame
5. Do not disintegrate the logo elements
6. Do not distort the logo
7. Do not rotate the logo
8. Do not make the logo frame thick
9. Do not use the logo in colours other than black or white
10. Do not use the logo without enough contrast
11. Do not use the logo as a clipping mask
12. Do not use the Aldar vertical as a logo lock-up

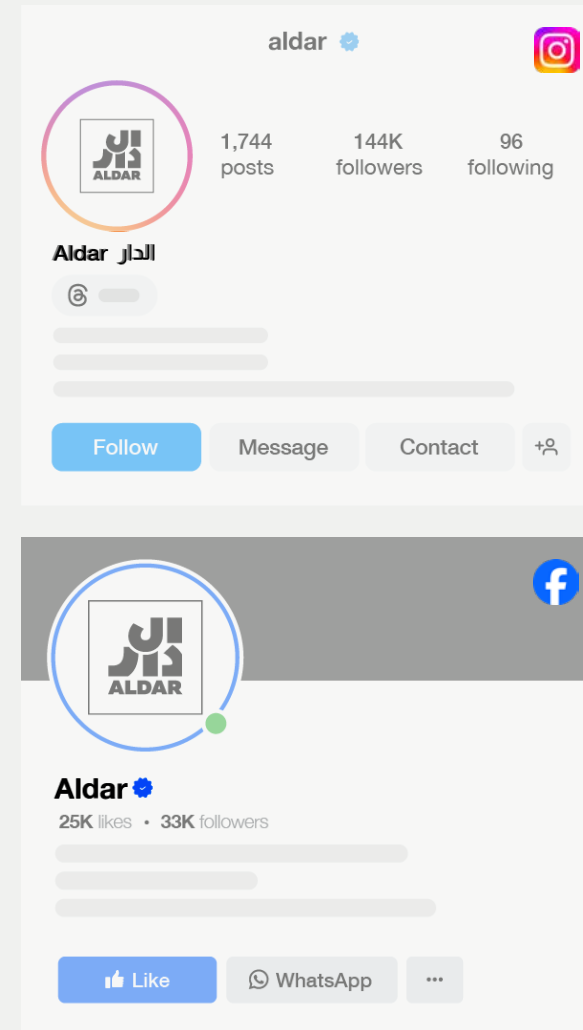


## HOW WE WRITE Aldar

Case-sensitive writing to be applied in text and on social media, including in profile names.

This should apply to the use of the Aldar name across all communications and copy, to ensure our brand is represented consistently.

The only situation that this does not apply is in the logo.



## COLOUR

Inspired by the UAE's beautiful, rich and diverse nature, our colour palette has been created to represent **the neighbourhoods where people thrive and prosper.**

## PRIMARY COLOURS

### Black & White

Aldar employs a clean and simple palette to emphasise the modern, simple nature of the brand. This is then complemented by an accent colour palette to infuse specific communications with more richness and depth.

### Architectural Tones

Our primary palette is constructed out of neutral tones. These start with black at the base, elevate through a series of natural greys inspired by architectural materials that offer elegance and sophistication, and finish at the top with a clean, crisp white

## BLACK

C. 00	R. 00
M. 00	G. 00
Y. 00	B. 00
K. 100	#000000

## WHITE

C. 00	R. 255
M. 00	G. 255
Y. 00	B. 255
K. 100	#FFFFFF

## CLAY

C. 7	R. 240
M. 4	G. 241
Y. 7	B. 239
K. 00	# F0F1EF

## CERAMIC

C. 18	R. 215
M. 16	G. 209
Y. 20	B. 202
K. 1	#D7D1CA

## CONCRETE

C. 49	R. 128
M. 38	G. 130
Y. 38	B. 130
K. 20	#808282

## BOVINE

C. 61	R. 81
M. 51	G. 81
Y. 50	B. 80
K. 46	#515150





## SECONDARY COLOURS

### DYNAMIC TONES

#### Dynamic Tones

We have four groups of accent colours 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 Aldar brand.

#### Blues

Professional, dependable, and Integrity.

#### Yellow/Beige/Cream

Warm, hospitable, and optimistic.

#### Orange/Red

Energy, optimism, and dynamism.

#### Green

Thriving, joyful, and dynamic.

#### PURPLE

C. 97	R. 47
M. 99	G. 36
Y. 29	B. 92
K. 23	#2F245C

#### SKY

C. 58	R. 118
M. 32	G. 156
Y. 0	B. 210
K. 0	#769CD2

#### TURQUOISE

C. 54	R. 122
M. 0	G. 201
Y. 19	B. 212
K. 0	#7AC9D4

#### TAN

C. 16	R. 214
M. 32	G. 172
Y. 66	B. 101
K. 0	#D6AC65

#### SUN

C. 0	R. 255
M. 20	G. 208
Y. 72	B. 89
K. 0	#FFD059

#### SAND

C. 05	R. 244
M. 18	G. 215
Y. 32	B. 182
K. 0	#F4D7B6

#### BRICK

C. 30	R. 127
M. 98	G. 28
Y. 99	B. 16
K. 40	#7F1C10

#### DUSK

C. 19	R. 196
M. 68	G. 100
Y. 69	B. 76
K. 07	#C4644C

#### TERRACOTTA

C. 0	R. 240
M. 61	G. 126
Y. 74	B. 72
K. 0	#F07E48

#### PARKS

C. 77	R. 52
M. 42	G. 89
Y. 53	B. 87
K. 39	#345957

#### MANGROVES

C. 58	R. 117
M. 27	G. 145
Y. 65	B. 104
K. 10	#759168

#### LIFE GREEN

C. 27	R. 203
M. 0	G. 221
Y. 52	B. 148
K. 0	#CBE894



## SECONDARY COLOURS EXAMPLES

### Dynamic Colour Usage

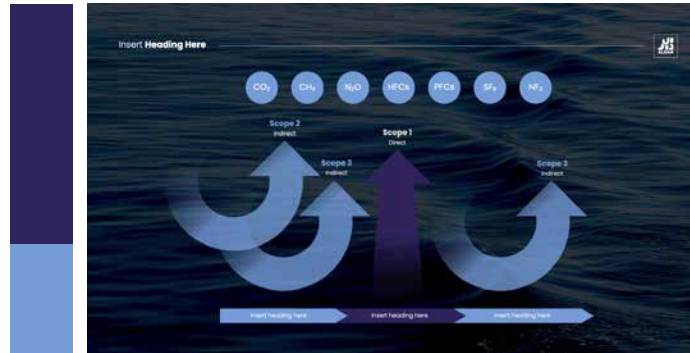
Here are examples highlighting how our vibrant tones shape our designs and communication materials, emphasizing key information in graphs, icons, and more.

### Contrasting Colour Usage

See how we blend dynamic tones with our main colours for an energetic touch. Use this approach for livelier layouts and messages. We primarily utilise black and white to keep it simple, adding dynamic tones for a cohesive and impactful look. Contrasting tones can be used to create hierarchy and visual impact in designs.

### Colour Usage:

When designing a powerpoint, use a maximum of 2 colours or colour groups (eg. 2 shades of green and orange).



INSERT HEADING HERE

NAME	1	2	3	4	5	6	7	8
CATEGORY	Icon 1	Icon 2	Icon 3	Icon 4	Icon 5	Icon 6	Icon 7	Icon 8
SECTION	Text 1	Text 2	Text 3	Text 4	Text 5	Text 6	Text 7	Text 8

Title Goes Here

## Headline Here

Aldar is the leading real estate developer, manager, and investor in Abu Dhabi, with a growing presence across the United Arab Emirates, the Middle East North Africa, and Europe. The company has two core business segments, Aldar Development and Aldar Investment.

# X.

Aldar is the leading real estate developer, manager, and investor in Abu Dhabi,

with a growing presence across the United Arab Emirates, the Middle East North Africa, and Europe. The company has two core business segments, Aldar Development and Aldar Investment.

## Headline Here

Title Goes Here

## Headline

Aldar is the leading real estate developer, manager, and investor in Abu Dhabi

# XXX



Insert Heading Here

Sociosqu viverra fella ornare venenatis torquent; nec vestibulum feugiat.

Production Stage	Construction Stage	Use Stage	End of Life Stage
A1 Raw material supply	A4 Transport to site	B1 Live	C1 Deconstruction and demolition
A2 Transport	A5 Construction and installation process	B2 Maintenance	C2 Transport
A3 Manufacturing		B3 Repair	C3 Waste processing
		B4 Refurbishment	C4 Disposal
		B5 Replacement	
		B6 Operational energy	
		B7 Operational water	

Lightest carbon      Operational carbon      End of life

in-use operational      Embedded carbon

Insert Heading Here

- Low carbon design**  
31%  
Dix lauris nulla ultramortet conculca exegitae puritatis aviat pulvritis pulvritis.
- Low carbon supply chain**  
100% 600+  
Lorum ipsum dolor amet, consectetur adipiscing elit.
- Green construction**  
100%  
Lorum ipsum dolor amet, consectetur adipiscing elit.
- Clean energy**  
100%  
Lorum ipsum dolor amet, consectetur adipiscing elit.
- Resource efficiency & management**  
Lorum ipsum dolor amet, consectetur adipiscing elit. Ut libero habitantem pellentesque sed, volutatis, ut gravida.
- Tenant initiatives**  
30%  
Lorum ipsum dolor amet, consectetur adipiscing elit. Ut libero habitantem pellentesque sed, volutatis, ut gravida.
- Circular economy**  
4 Communities  
Lorum ipsum dolor amet, consectetur adipiscing elit. Ut libero habitantem pellentesque sed, volutatis, ut gravida.
- Sustainable acquisitions**  
Lorum ipsum dolor amet, consectetur adipiscing elit. Ut libero habitantem pellentesque sed, volutatis, ut gravida.



Our typography is  
distinctive, sophisticated  
**and easily legible.**



## TYPOGRAPHY

### ENGLISH: POPPINS

It is clean, distinctive and legible. It is the official font for Aldar that should be used in all applications and communications. Primarily using both Poppins Extra Light and Poppins Regular.

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

Thin  
Extra Light  
Regular  
Bold  
Extra Bold

## TYPOGRAPHY

### ARABIC: ALMARAI

Almarai is our Arabic typeface. It works with Poppins. It 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.

ذفيف

عادي

عريض

عريض اكسترا

## DOWNLOAD THE FONTS

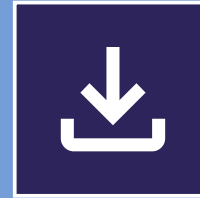
**It's important to install Aldar new fonts before you open any files that contain those fonts.**

### 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 Windows

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  
**ENGLISH FONT:  
POPPINS**



CLICK HERE TO  
DOWNLOAD ALDAR  
**ARABIC FONT:  
ALMARAI ARABIC**



## SYSTEM FONT ENGLISH: ARIAL

This font should be used in specific applications and communications where Poppins font is not available. Primarily using both Light and Bold. Primarily using both Arial Regular and Arial Bold.

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

## SYSTEM FONT ARABIC: TAHOMA

Tahoma is our Arabic system font. This font should be used in specific applications and communications where Almarai font is not available. Primarily using both Regular and Bold.

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

Regular

Bold

عادي

عريض

## TYPOGRAPHY HIERARCHY

Our typographic principles focus on function, format, and purpose, ensuring consistency and legibility through a systematic hierarchy across all brand touchpoints.

The following examples illustrate type characteristics. While there are no strict rules, these guidelines provide a framework for presenting hierarchical information effectively.

### Headline

Written in a combination of Poppins Bold and ExtraLight to draw emphasis to certain words or phrases, with leading equal to the font size.

### Sub-header

Primarily uses Poppins SemiBold, noticeably larger than body copy (e.g., 15pt if body copy is 8pt).

### Body Copy

Primarily uses Poppins Light, with slightly looser leading (e.g., 13pt if body copy is 8pt).

### Tagline/Call to Action

Uses Poppins Bold, similar in size to body copy but differentiated by weight, color, or all caps.

### Web URL

Uses Poppins Regular, larger than body copy (e.g., 12pt if body copy is 8pt), with automatic leading and a different color for distinction.

Headlines Poppins ExtraLight

like this Poppins Bold

Sub-header Poppins SemiBold

Aldar is the leading real estate developer, manager, and investor in Abu Dhabi, with a growing presence across the United Arab Emirates, the Middle East North Africa, and Europe.

Poppins Regular

LIVE ALDAR Tag-line

aldar.com Web URL





## TYPOGRAPHY HIERARCHY

Our typographic principles focus on function, format, and purpose, ensuring consistency and legibility through a systematic hierarchy across all brand touchpoints.

The following examples illustrate type characteristics. While there are no strict rules, these guidelines provide a framework for presenting hierarchical information effectively.

### Headline

Written in a combination of Almarai ExtraBold and Light to draw emphasis to certain words or phrases, with leading equal to the font size.

### Sub-header

Primarily uses Almarai Bold, noticeably larger than body copy (e.g., 15pt if body copy is 8pt).

### Body Copy

Primarily uses Almarai regular, with slightly looser leading (e.g., 13pt if body copy is 8pt).

### Tagline/Call to Action

Uses Almarai Bold, similar in size to body copy but differentiated by weight, color, or all caps.

### Web URL

Uses Almarai Regular, larger than body copy (e.g., 12pt if body copy is 8pt), with automatic leading and a different color for distinction.

Almarai Light

العنوان  
بهذا الشكل

Almarai ExtraBold

Almarai Bold

العنوان الفرعي

تعتبر الدار شركة رائدة في مجال تطوير وإدارة واستثمار العقارات في أبوظبي، وتتمتع بحضور متميز في جميع أنحاء دولة الإمارات العربية المتحدة والشرق الأوسط وشمال أفريقيا وأوروبا.

Almarai Regular

Tag-line

عامرة بأهلها

Web URL

aldar.com

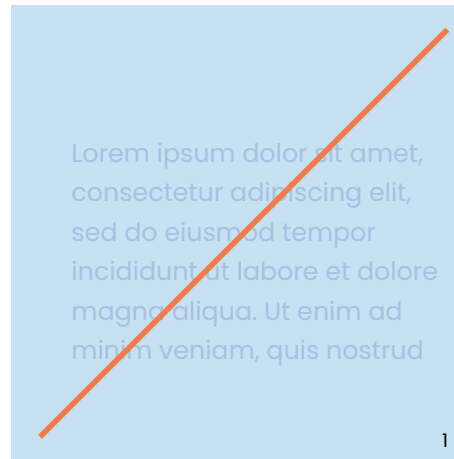


## TYPE MISUSE

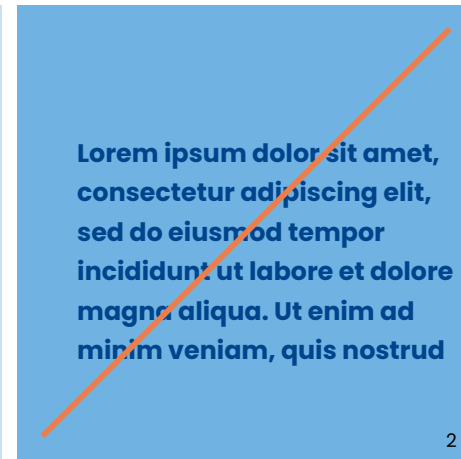
Adhering to proper typographic principles is crucial in all of our communications. It enhances message clarity and preserves our visual identity. Below are some common errors that can reduce legibility and should be avoided.

### Do Not

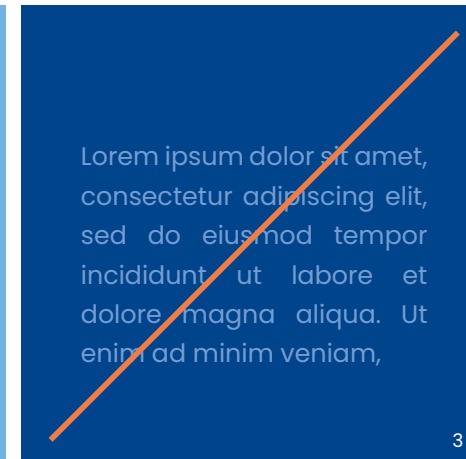
1. Do not use colours that are not accessible. Ensure contrast.
2. Do not set paragraph text in bold.
3. Do not justify-align paragraphs.
4. Do not set body leading too tightly.
5. Do not set body tracking too tightly.
6. Do not use drop shadow.
7. Do not use unapproved typefaces.
8. Avoid upper-case text in body copy.



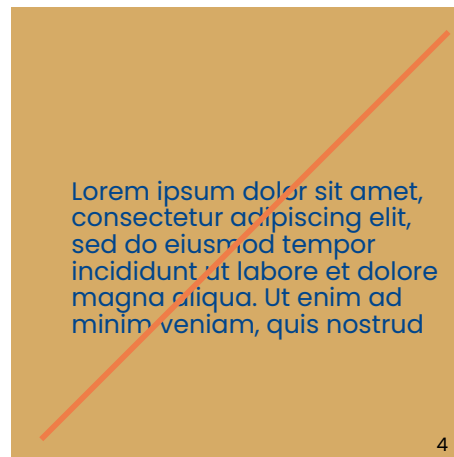
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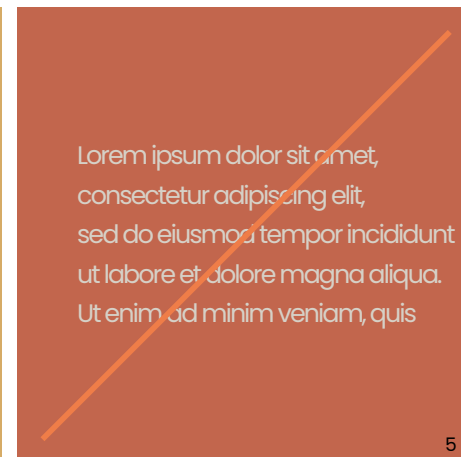
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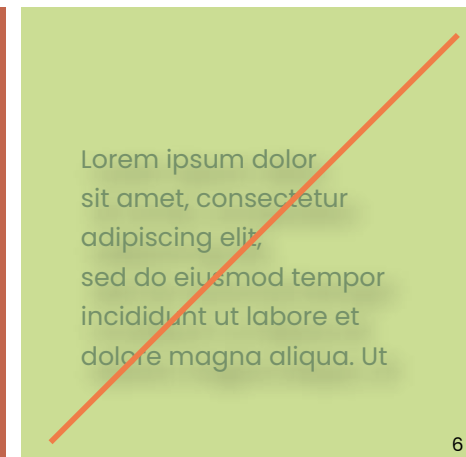
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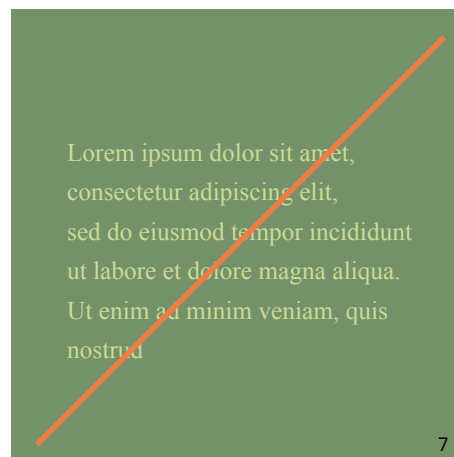
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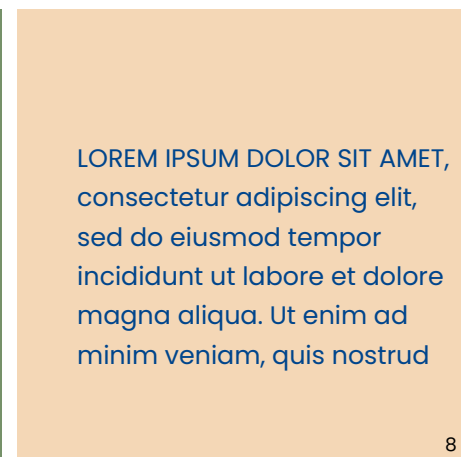
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dolore magna aliqua. Ut



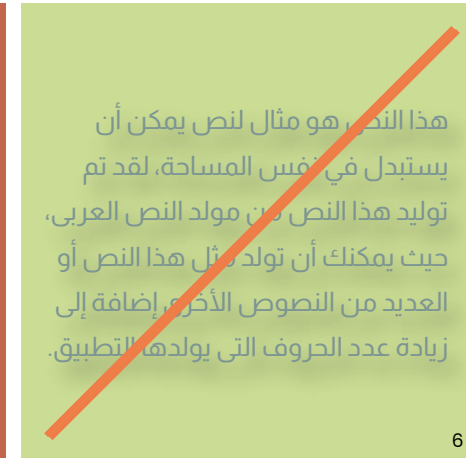
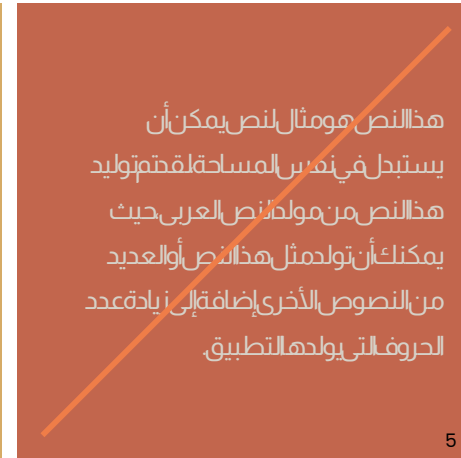
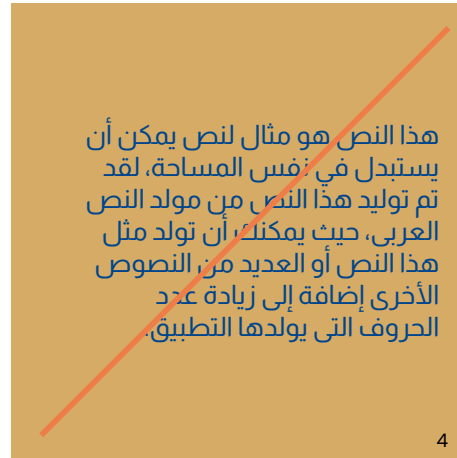
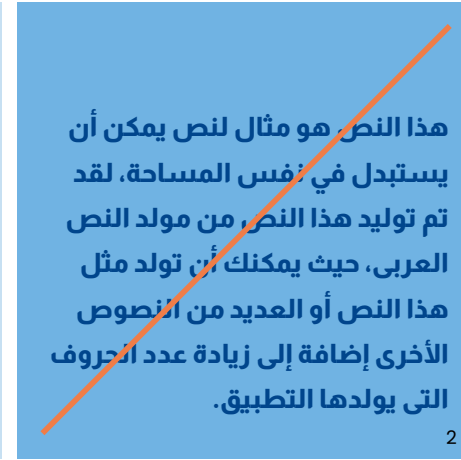
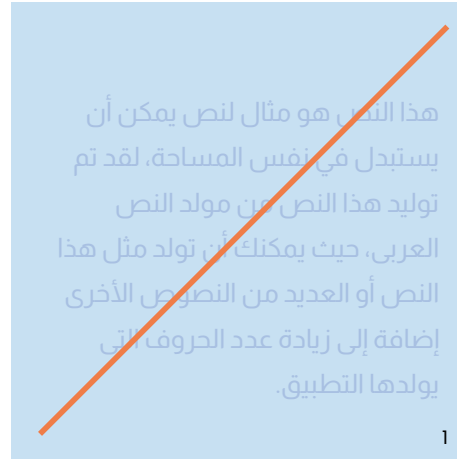
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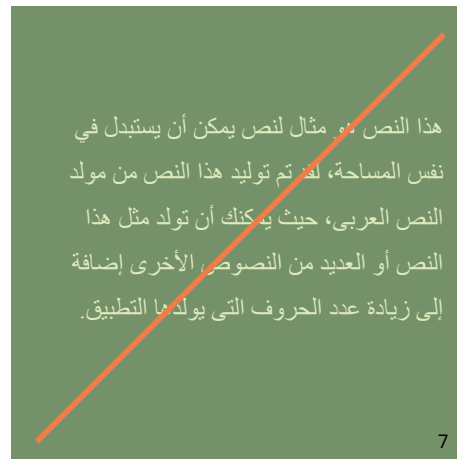
## TYPE MISUSE

Adhering to proper typographic principles is crucial in all of our communications. It enhances message clarity and preserves our visual identity. Below are some common errors that can reduce legibility and should be avoided.



### Do Not

1. Do not use colours that are not accessible. Ensure contrast.
2. Do not set paragraph text in bold.
3. Do not justify-align paragraphs.
4. Do not set body leading too tightly.
5. Do not set body tracking too tightly.
6. Do not use drop shadow.
7. Do not use unapproved typefaces.



## TYPOGRAPHIC TREATMENT

The Poppins and Almarai font families have a wide variety of weights and lots of potential for more expressive typography. Try out various weights, scales, and placements to infuse your layouts with a specific tone or personality that complements your message. By experimenting with different typographic treatments, you can keep everyday communications dynamic and engaging while maintaining consistency.

Use  
different  
font  
weights  
or add  
colour

Stack  
headlines  
for a more  
interesting  
use of  
layout  
space



العناوين يمكن فصلها بالصور

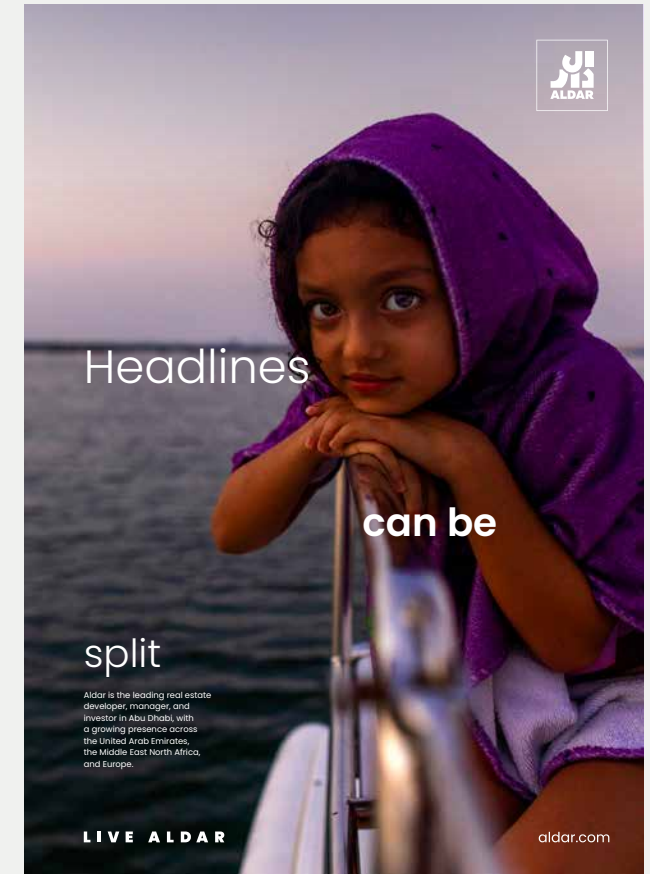
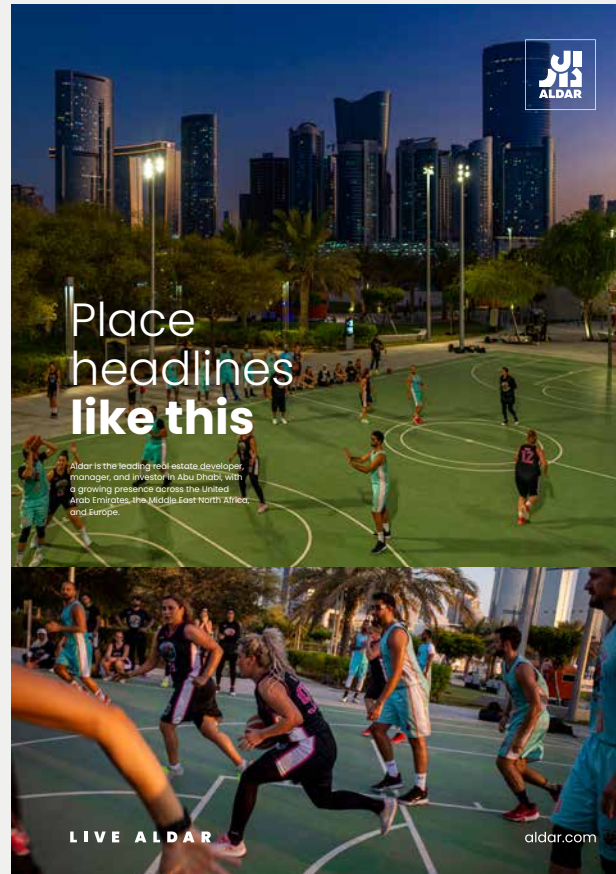
المراعي  
خفيف  
افضل  
عند  
استخدامه  
بالخط الكبير

## TYPOGRAPHIC EXAMPLES

These layouts showcase a few examples of our typographic treatment in layouts.

Our design adopts a simplified approach. First, we determine the optimal size for our logo. This size then dictates the margins for our layout which serve as a reference for positioning both the logo and all text.

Go to [this page](#) for more detail on this.



## TYPOGRAPHIC EXAMPLES

These layouts showcase a few examples of our typographic treatment in layouts.

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**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 the Live Aldar wordmark.

### Colour

Live Aldar must appear either in black or white. Live Aldar can appear on top of imagery but must be legible.

### Placement in Videos

Live Aldar Arabic wordmark comes first, and then English in digital applications. If both have to appear at the same time, the Arabic must be placed above the English

عامرة بأهلها

LIVE ALDAR





## LIVE ALDAR WORDMARK

### Placement in Print/Static

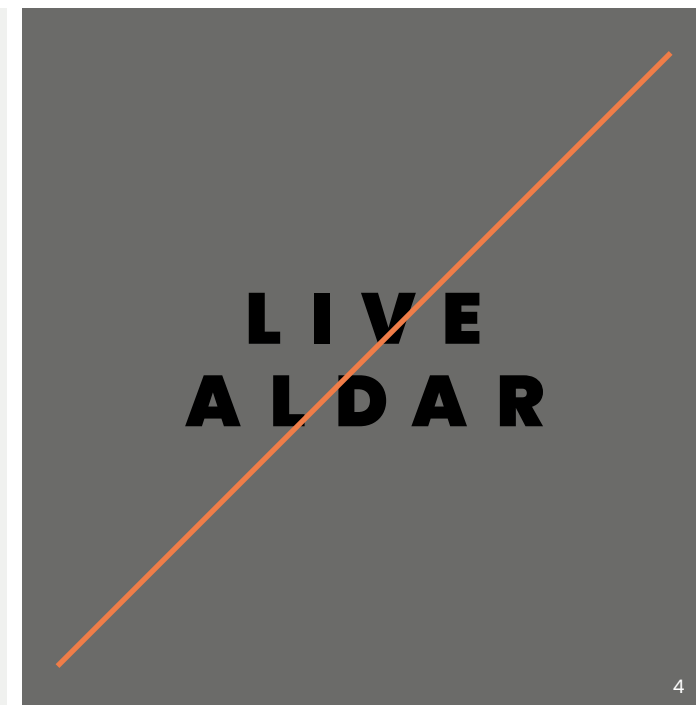
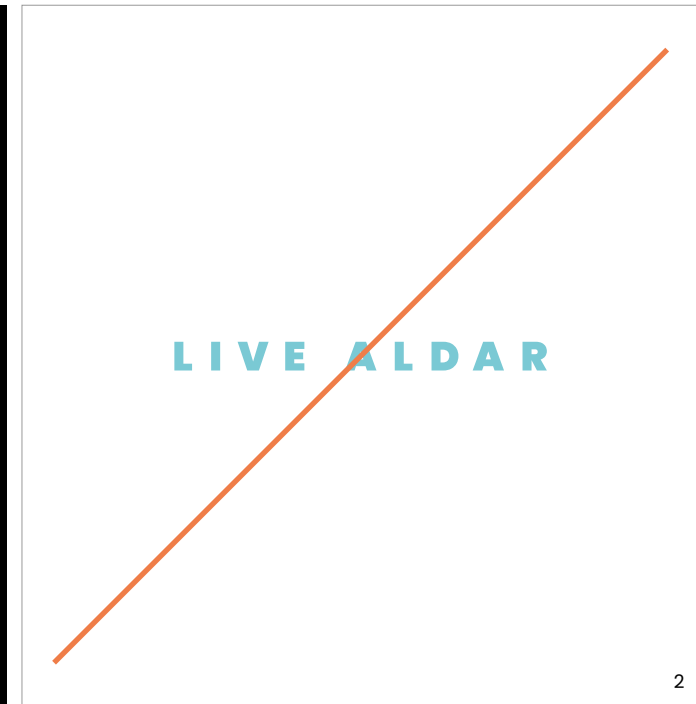
In print applications Arabic is placed above English. If necessary for the layout, Arabic can be placed to the right of the English.



## LIVE ALDAR WORDMARK

### Do Not

1. Do not recreate the Live Aldar Wordmark in any way.
2. Do not use any colour other than black or white.
3. Do not use the Live Aldar Wordmark as a clipping mask.
4. Do not have Live Aldar on separate lines.



## TONE OF VOICE

Our tone of voice is  
**human, positive,  
authentic, and inspiring.**



## TONE OF VOICE

Our tone of voice needs to reinforce our three pillars: Well-Designed, Human Centric and Positive Impact.

### Tone of voice

#### Human

We communicate as people naturally do, favouring emotion and clarity. This helps us create conversations that resonate on a personal level.

#### Positive

We are very optimistic about the future, which is why we always pour our hearts into everything we do. Let's make sure that our voice radiates this positivity.

### In speaking

#### Keep it natural

**Instead of this:**

Our customer service team is available to assist you with your queries.

**Write this:**

We're here to help—whether you have a question or need support, just reach out and we'll be right by your side.

#### Re-frame the negatives into positives

**Instead of this:**

We faced significant obstacles.

**Write this:**

We tackled new challenges.



## TONE OF VOICE

Our tone of voice needs to reinforce our three pillars: Well-Designed, Human Centric and Positive Impact.

### Tone of voice

#### Authentic

We like to keep it real at every turn, staying true to who we are. Our successes and challenges, our stories – they're all shared with a flair of sincerity.

#### Inspiring

We believe in the power of words to lift spirits and kindle ambition. Through our voice, we seek to awaken potential and encourage others to strive for greatness, crafting messages that energise and empower.

### In speaking

#### Write to relate

**Instead of this:**

Our services and solutions are unmatched in the industry.

**Write this:**

We're here to support you every step of the way, making sure you have exactly what you need.

#### Show Possibilities

**Instead of this:**

Our new project is now available for investors.

**Write this:**

Step into the future with us—invest in a visionary project that redefines what's possible in modern living.



## OUR HELPFUL CHECKLIST

- ✓ Plan first, then write.
- ✓ Make a list of headings to develop 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.
- ✓ Use everyday language, not jargon.
- ✓ Using “you” and “we” makes your writing sound more confident and human.
- ✓ Write in the same way that you would have a conversation with someone.



03

# THE BRAND IN ACTION

Photography  
Sonic Branding



## PHOTOGRAPHY

We put people at  
**the heart of our  
photography.**





**Our photography style is about 'moments of genuine human interaction', emphasising natural 'moments'.**

We prioritise people in our images while maintaining a distinct sense of place/location. We inject a casual and playful vibe into snapshots of our daily work routines.





## SONIC BRANDING

We have created a  
sonic style that feels  
**human, energetic  
& vibrant.**



## SONIC BRANDING

We are proud to present the Aldar Sonic, an award-winning, innovative new brand element that captures the essence of our culture and growth. It's a sound that embodies who we are, and ultimately, it's a sound that calls us all to Live Aldar.

### ELECTRO

**Tone and Mood:** Uplifting, playful, energetic, charged with melancholic notes

**Tempo:** Syncopated, pulsating, groovy

**Sounds:** Percussive electronic, layered and led with string driven sounds, slightly funky with techno rhythms.

### ORCHESTRAL

**Tone and Mood:** Rich orchestration, calm and soothing vibes with uplifting serene notes.

**Tempo:** Flowing, relaxed tempo with sections that build to crescendos and mellow down to decrescendos.

**Sounds:** Resonantly string-driven, more classical encompassing sounds that could fill a space.

### LOCAL

**Tone and Mood:** Soothing, uplifting, playful with minimalistic arrangements

**Tempo:** Groovy, steady and staccato sounds.

**Sounds:** Uncomplicated, catchy strings with elements of flutes, very acoustic

### ORCHESTRAL LIGHT

**Tone and Mood:** Serene, dynamic in pace and instrument changes, soft

**Tempo:** Mellow, groovy and smooth

**Sounds:** A variety of instruments take center stage.



ELECTRO



ORCHESTRAL



LOCAL



ORCHESTRAL  
LIGHT



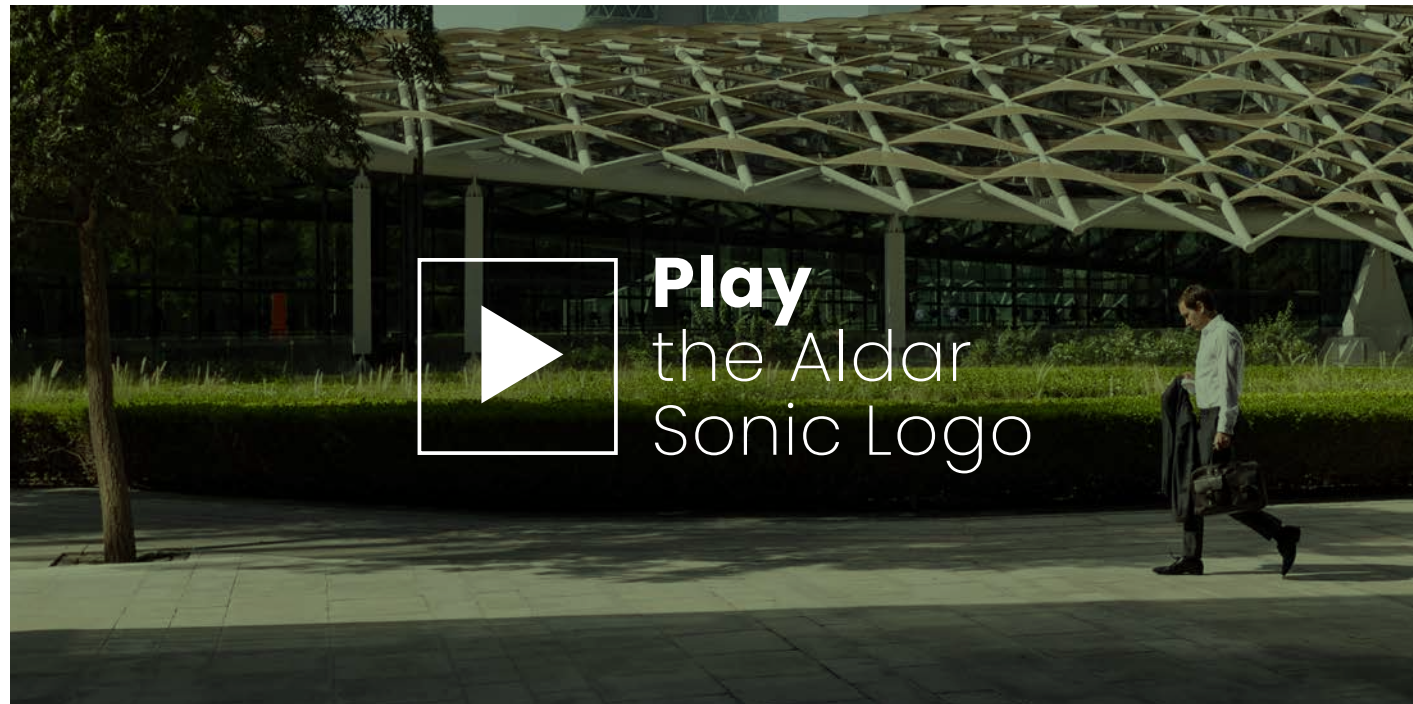
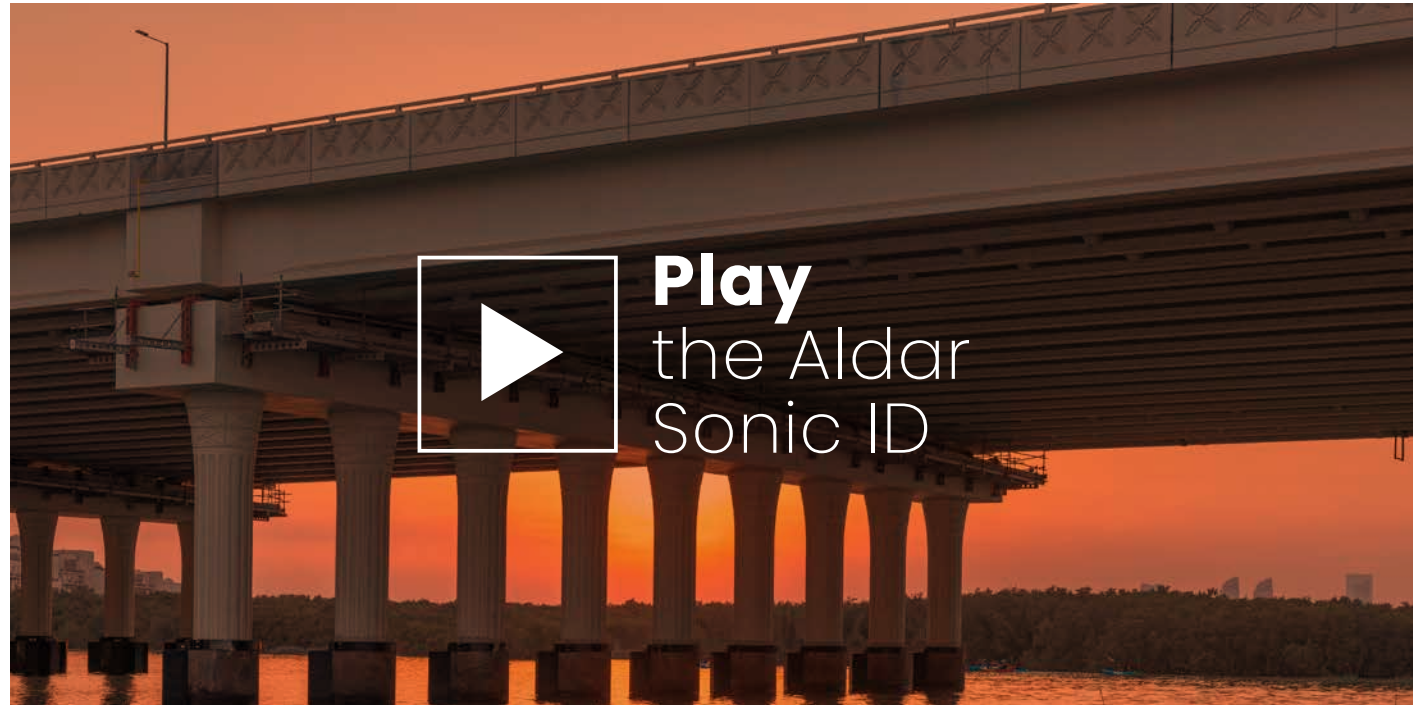
## SONIC BRANDING

The Aldar Sonic captures the diverse emotional essence of our brand. It has been crafted into four distinct versions, each tailored for use in specific contexts. These are further split into a Sonic ID and a Sonic Logo.

Use the Sonic ID as a longer, more complete version that's best suited as the track for videos and films. Use the Sonic Logo as the shorter, more concise version, ideally as a sign off at the end of a video, similar to how you'd use a visual logo.

The Sonic ID should not be used in conjunction with the Sonic Logo. Use only one or the other on the same piece of content.

There are four musical versions of each Sonic: Orchestral, electro, local, and orchestral light.





# 04

# COMMUNICATION

- Layout
- Social media
- Digital
- Stationery
- Iconography
- Partnership
- Sponsorship
- Merchandise
- Subsidiary Guidelines



## LAYOUT

Our communication  
can be functional,  
emotional or a  
**combination  
of both.**



## LAYOUT LOGO SIZE & PLACEMENT

Our logo sizing guide is based on layout space diagonal length. While it's generally effective for standard sizes, you might need to tweak it for extreme sizes. These guides serve as a starting point, allowing flexibility for adjustments as necessary. Refer below for platform-specific sizing guidelines.

Logo size calculation guide:

**PRINT:**

Logo size = Diagonal width of layout divided by 15

**OOH:**

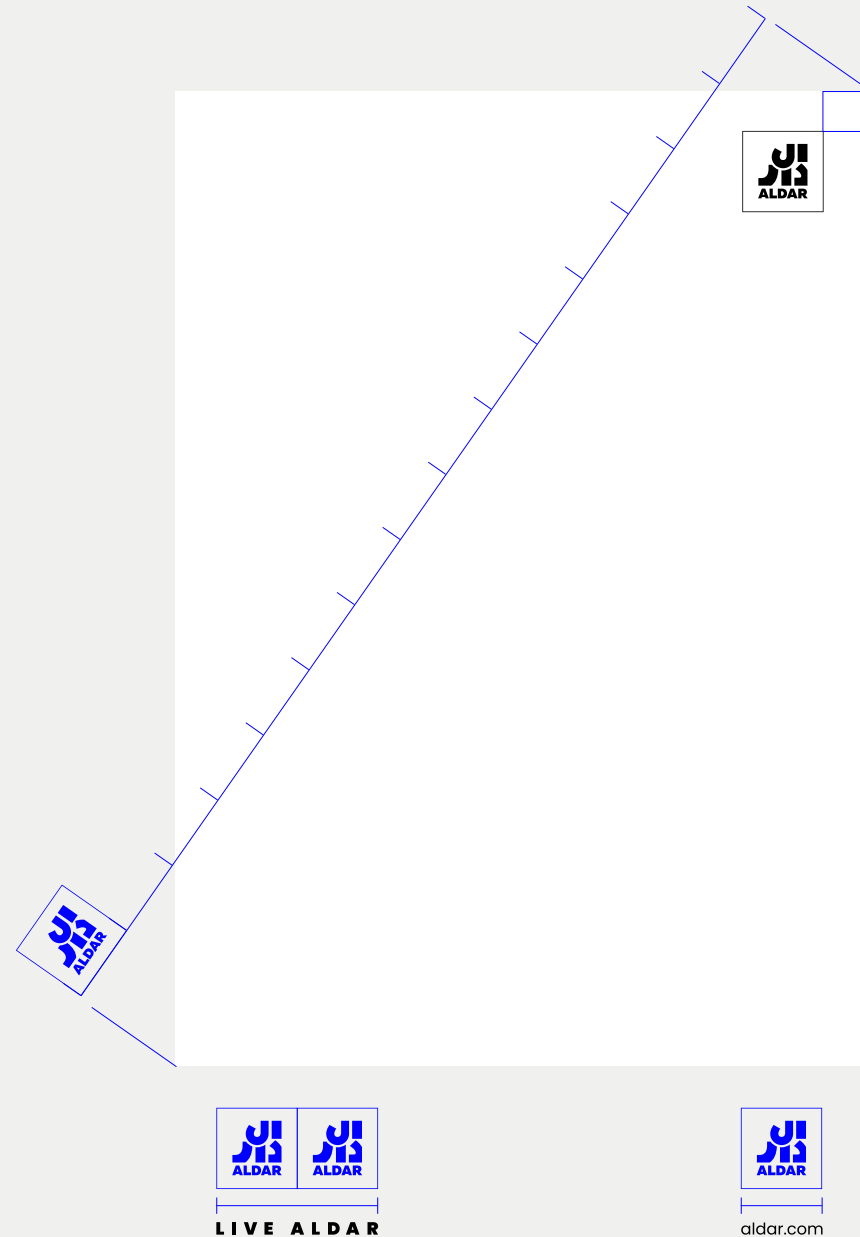
Logo size = Diagonal width of layout divided by 10

**HOARDING:**

Logo size = Diagonal width of layout divided by 20

**SOCIAL:**

Logo size = Diagonal width of layout divided by 7





## LAYOUT PRIMARY

Our layout system has been built to highlight our stunning photography with full-bleed layouts. It prioritises consistency in logo placement and offers flexibility in arranging copy within your design. As designers and art directors you can tailor the system to your concept while maintaining consistency across Aldar communication. Our main layout style features a single image, delivering either a functional or emotional message depending on the communication piece.

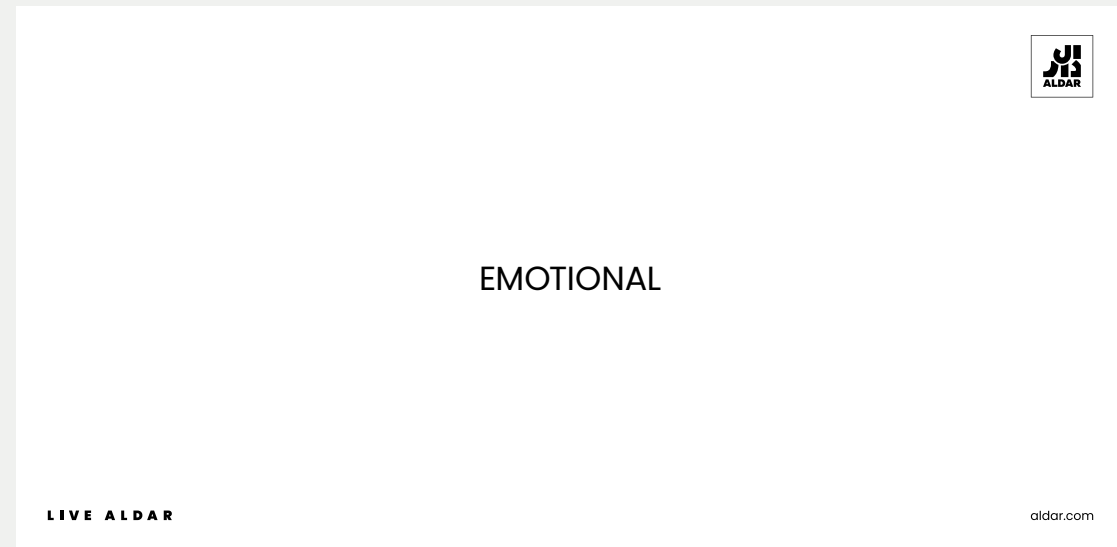
### EMOTIONAL:

Allows us to show what the product or experience means in our audiences' lives.

### FUNCTIONAL:

Allows us to showcase the tangible and more intrinsic benefits of the product.

### FULL BLEED IMAGE/SCENARIO 2



### FULL BLEED IMAGE/SCENARIO 1



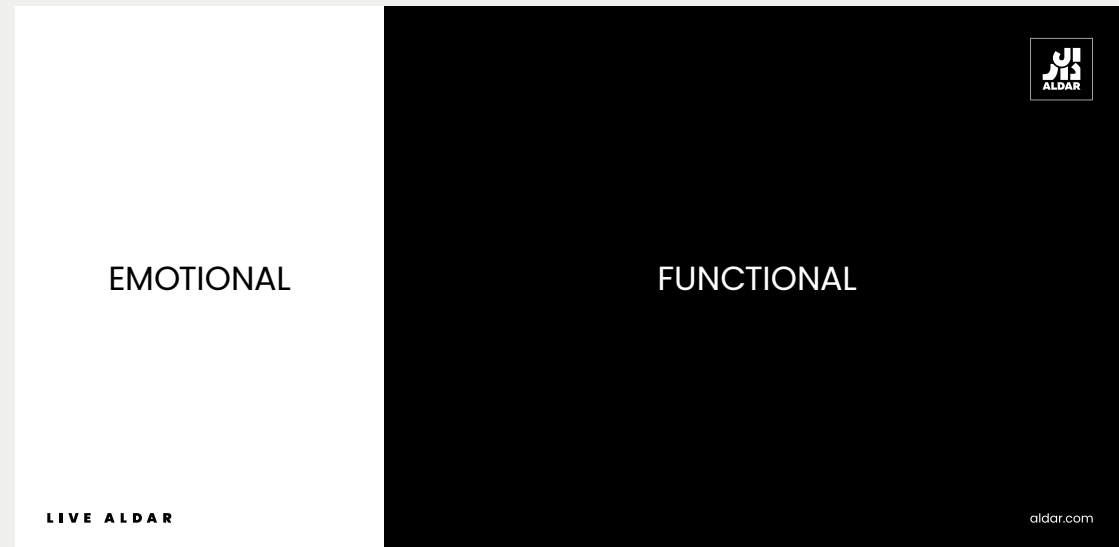
## LAYOUT SECONDARY

Our secondary layout style incorporates two images for enhanced communication. With a 30/70 split, it balances visual appeal and hierarchy, emphasising either functionality or emotion based on your needs. Opt for the 70% side to showcase broader images or renders, while the 30% side highlights key details, textures or emotional moments.

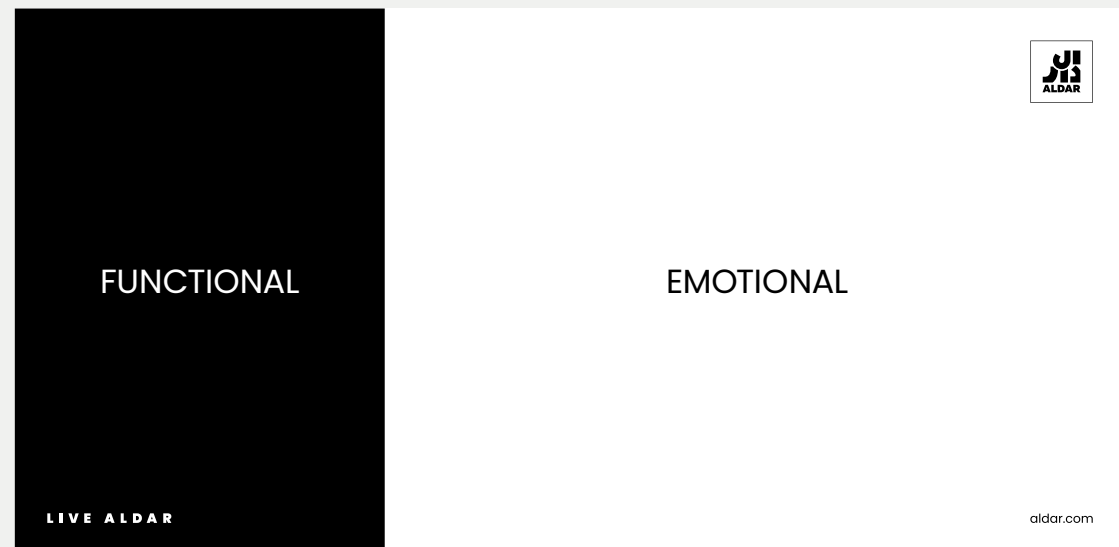
**EMOTIONAL:** Allows us to show what the product or experience means in our audiences' lives.

**FUNCTIONAL:** Allows us to showcase the tangible and more intrinsic benefits of the product.

30/70/SCENARIO 1

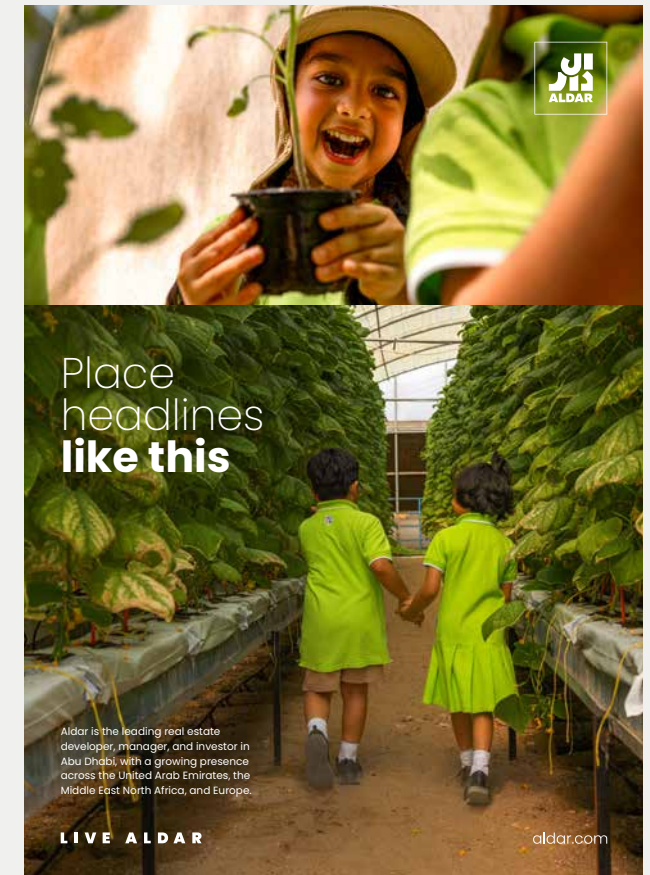
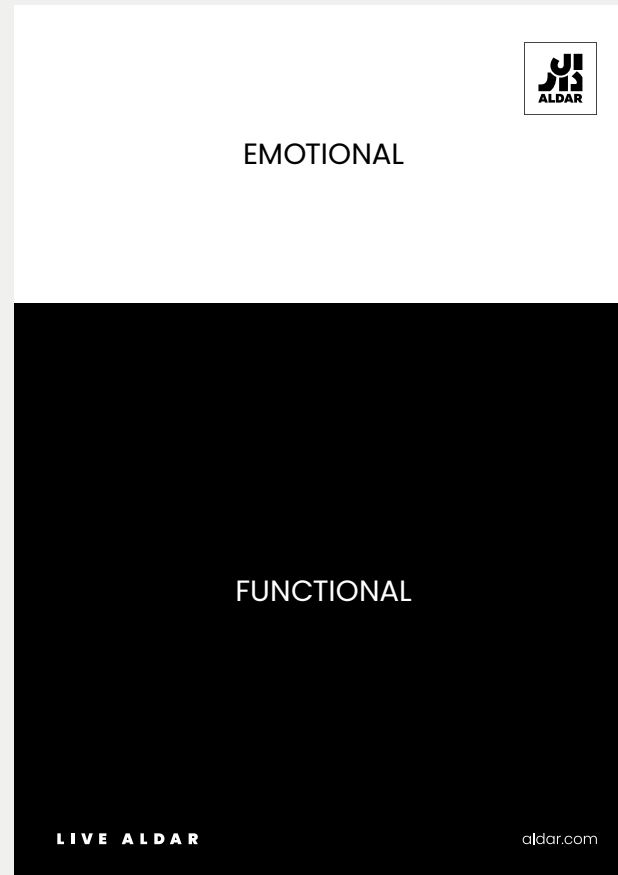


30/70/SCENARIO 2



## LAYOUT SECONDARY 30/70 SPLIT PORTRAIT

We maintain a consistent layout style, mirroring the one seen in earlier slides. First, we determine the optimal size for our logo, using it to establish margins around our layout. These margins serve as a reference for positioning both the logo and all accompanying text. Additionally, we have a guideline for placing headlines: they should be situated below the Aldar logo, within the margins, and at least halfway down the logo's height.

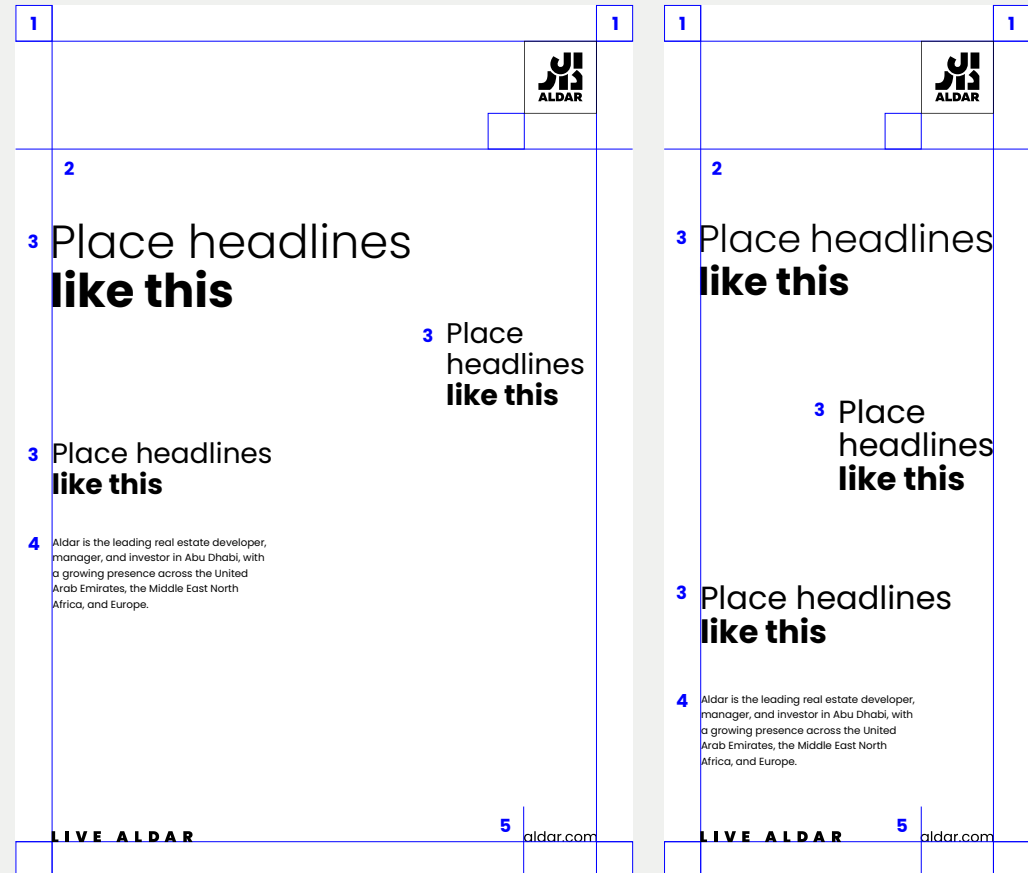


## LAYOUT GRID

Our design adopts a simplified approach. First, we determine the optimal size for our logo. This size then dictates the margins for our layout which serve as a reference for positioning both the logo and all text.

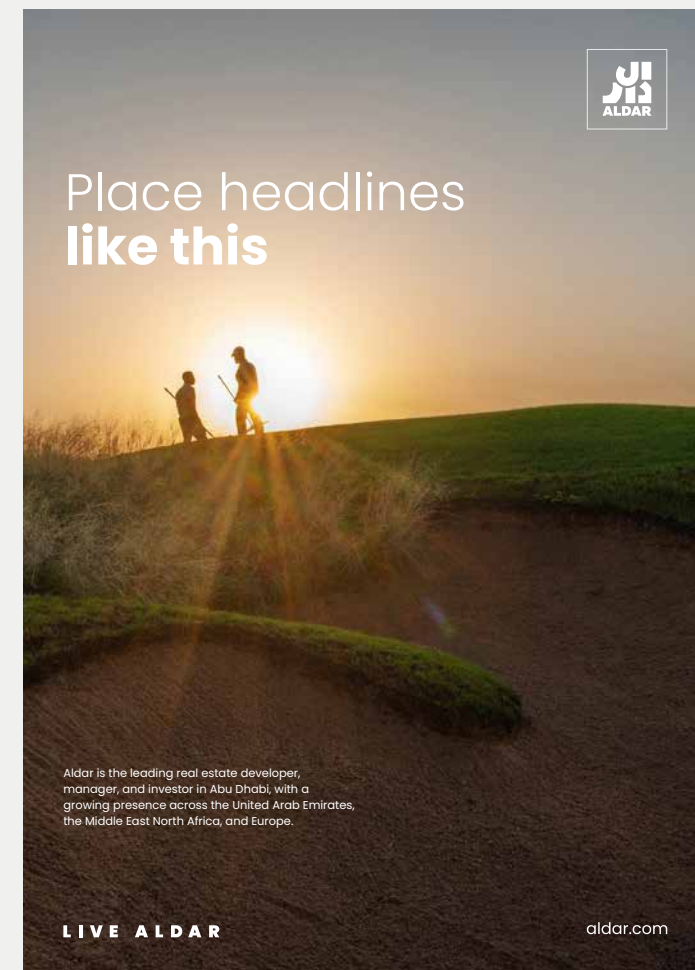
Additionally, we have a guideline for placing headlines, which states they should be situated below the Aldar logo, within the margins, and at least half the logo's height away from the logo.

- MARGIN:** 50% of logo size based on % of the diagonal width of layout.
- SAFE SPACE:** Suggested safe space for headlines to start.
- HEADLINES:** Keep the headline anywhere within margin, preferably below logo placement guide.
- BODY COPY:** Longer bodycopy can be set to fit into a square and left aligned. Preferably in Poppins Regular.
- aldar.com:** Keep website url in bottom right corner aligned with Aldar logo.



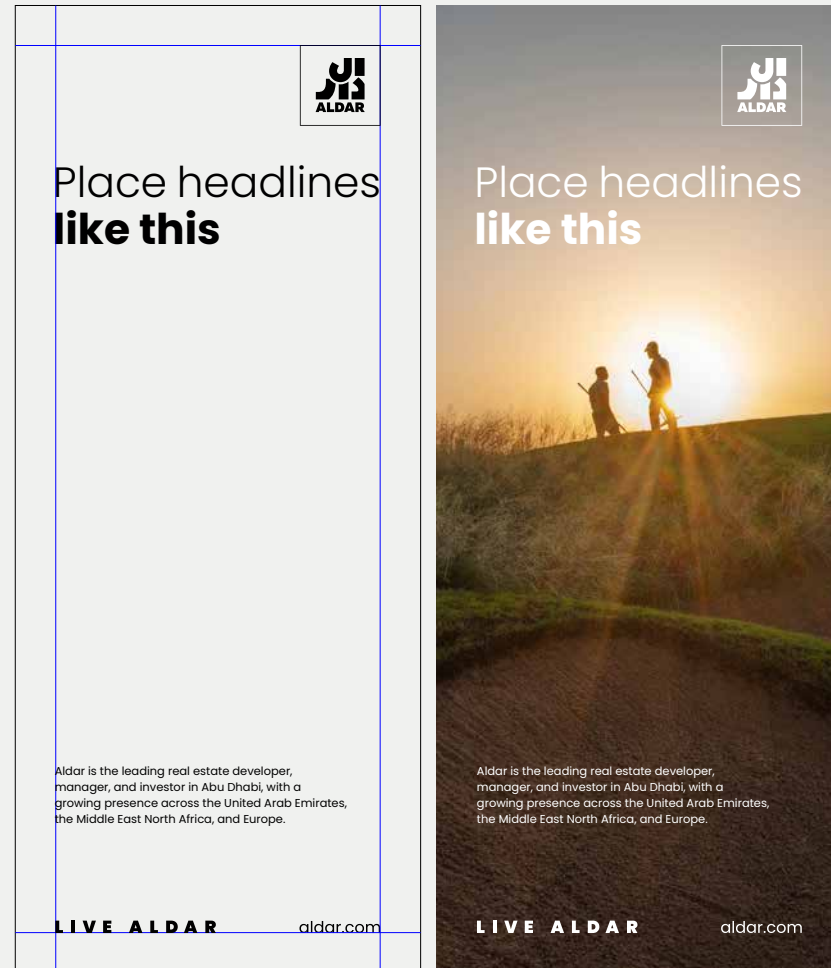
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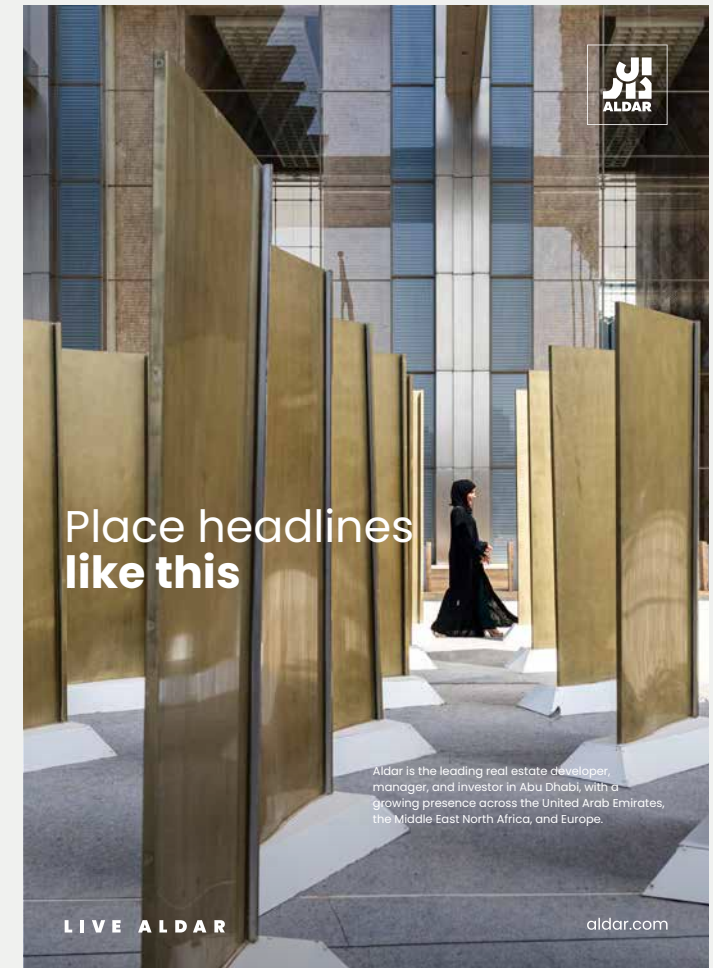
## LAYOUT NARROW GRID

Our design adopts a simplified approach. First, we determine the optimal size for our logo. This size then dictates the margins for our layout which serve as a reference for positioning both the logo and all text.



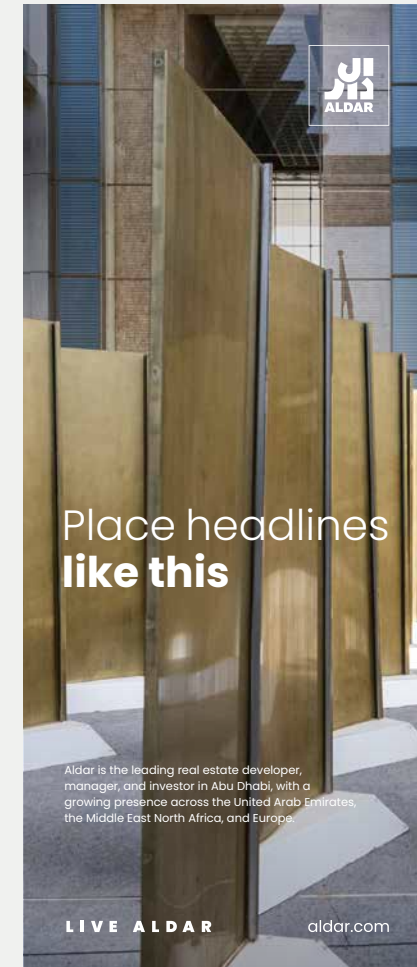
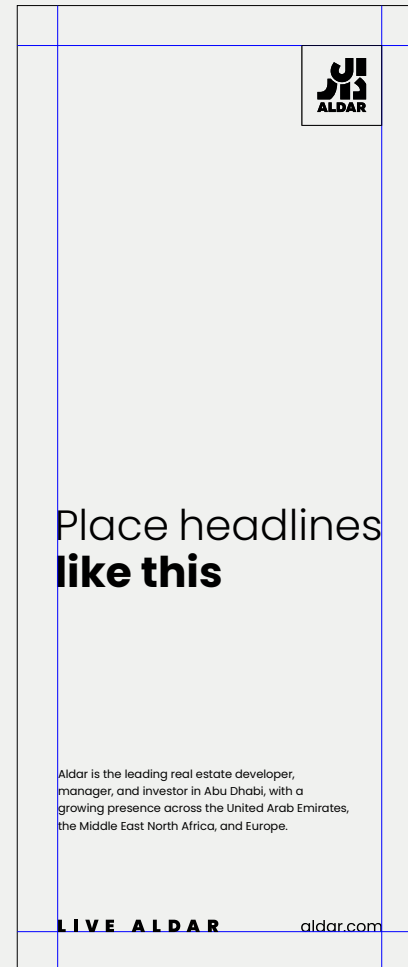
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## LAYOUT NARROW GRID

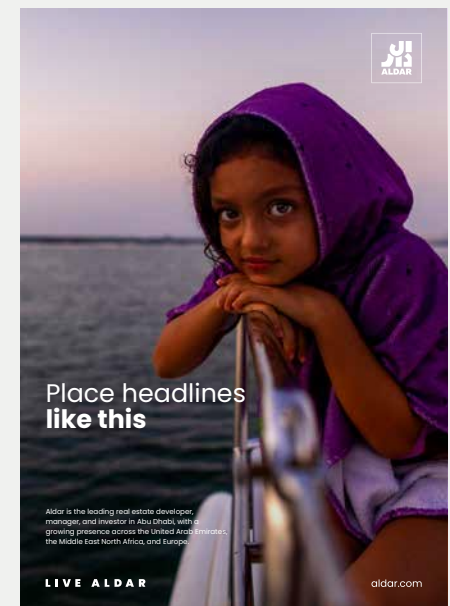
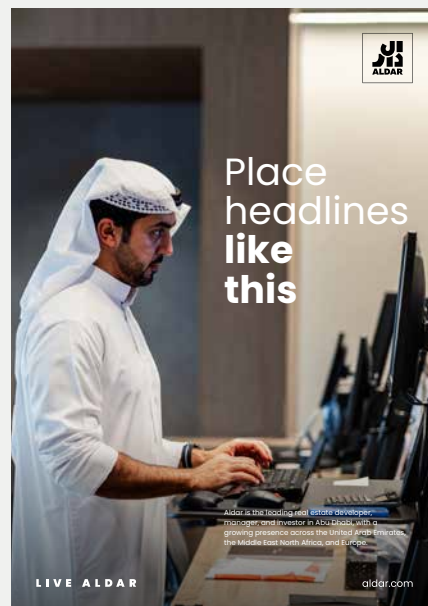
Our design adopts a simplified approach. First, we determine the optimal size for our logo. This size then dictates the margins for our layout which serve as a reference for positioning both the logo and all text.





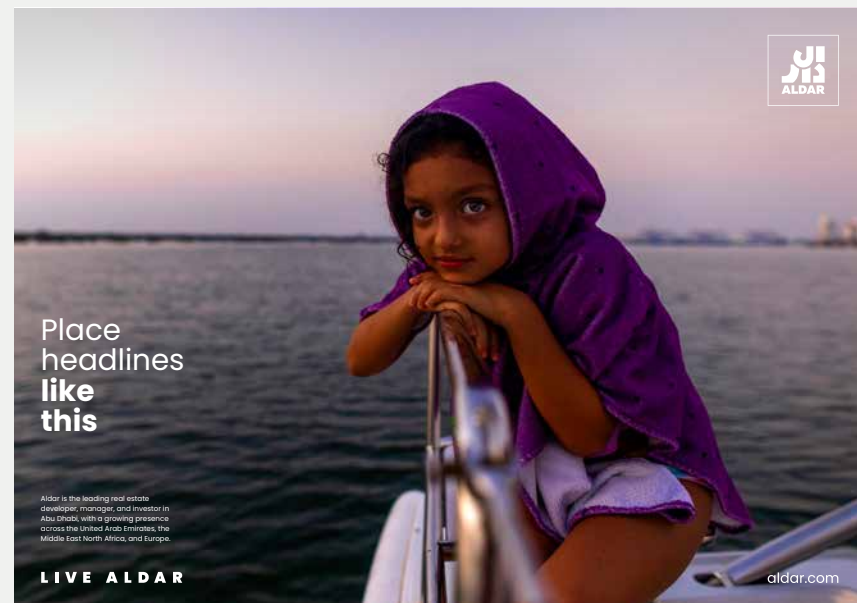
## LAYOUT VERTICAL GRID

Our design adopts a simplified approach. First, we determine the optimal size for our logo. This size then dictates the margins for our layout which serve as a reference for positioning both the logo and all text.



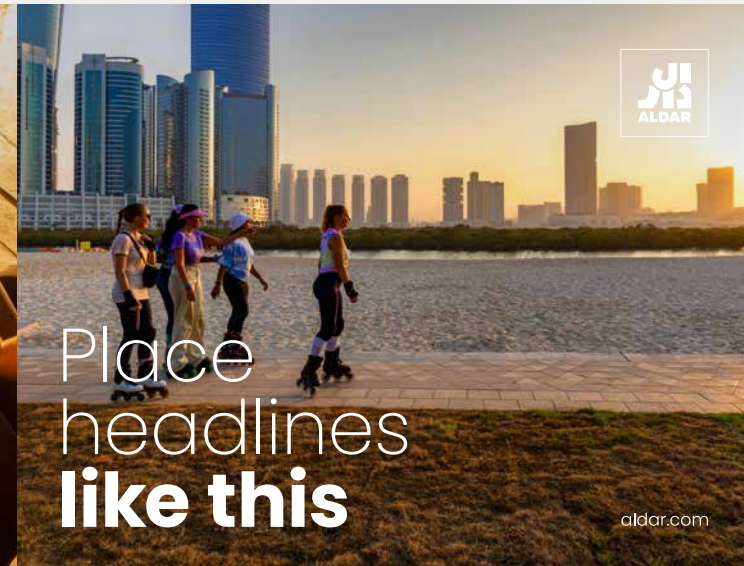
## LAYOUT HORIZONTAL GRID

Our design adopts a simplified approach. First, we determine the optimal size for our logo. This size then dictates the margins for our layout which serve as a reference for positioning both the logo and all text.



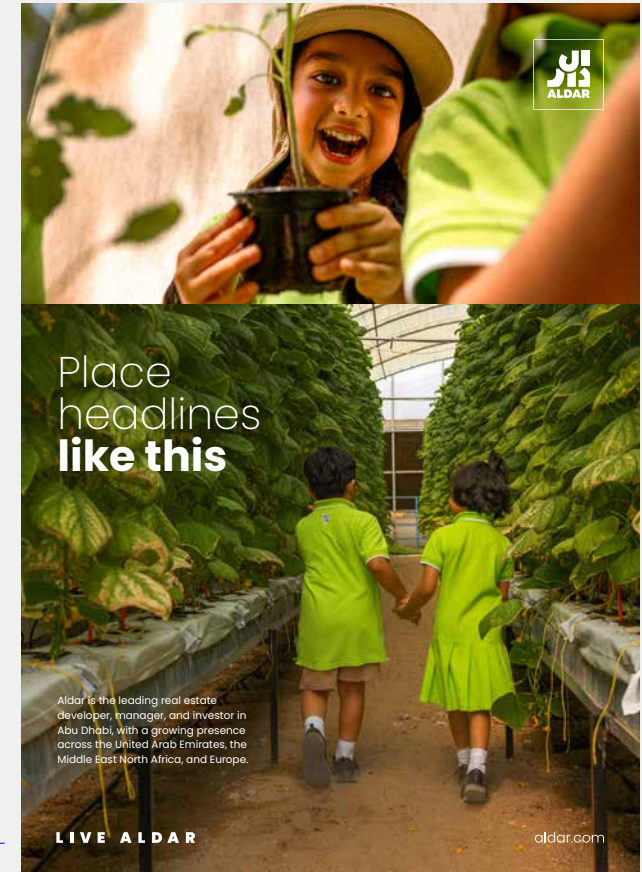
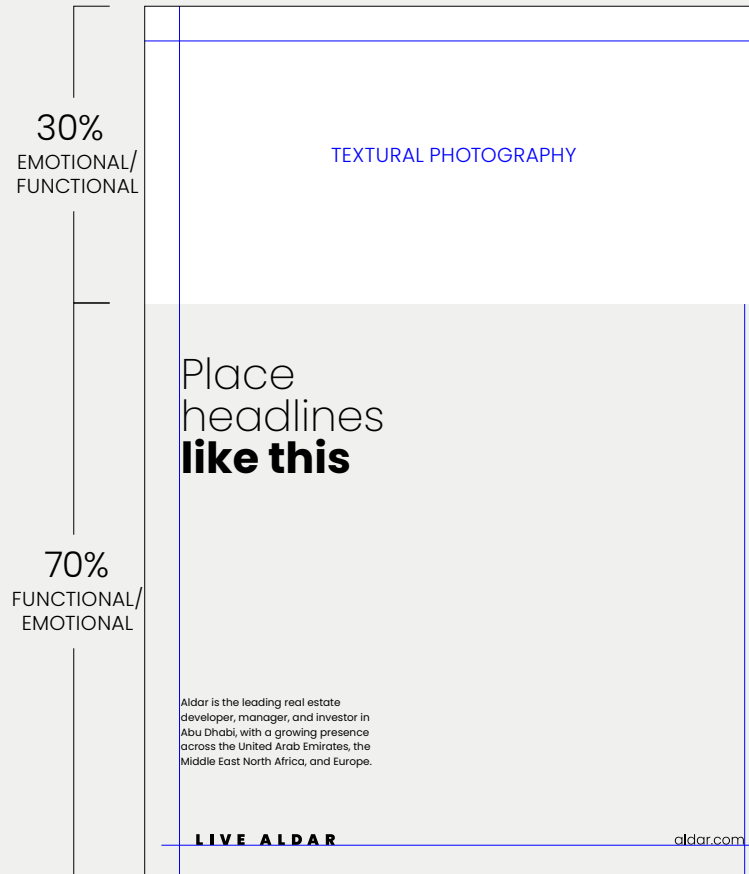
## LAYOUT SECONDARY 30/70 SPLIT LANDSCAPE

We maintain a consistent layout style, mirroring the one seen in earlier slides. First, we determine the optimal size for our logo, using it to establish margins around our layout. These margins serve as a reference for positioning both the logo and all accompanying text. Additionally, we have a guideline for placing headlines: they should be situated below the Aldar logo, within the margins, and at least halfway down the logo's height.



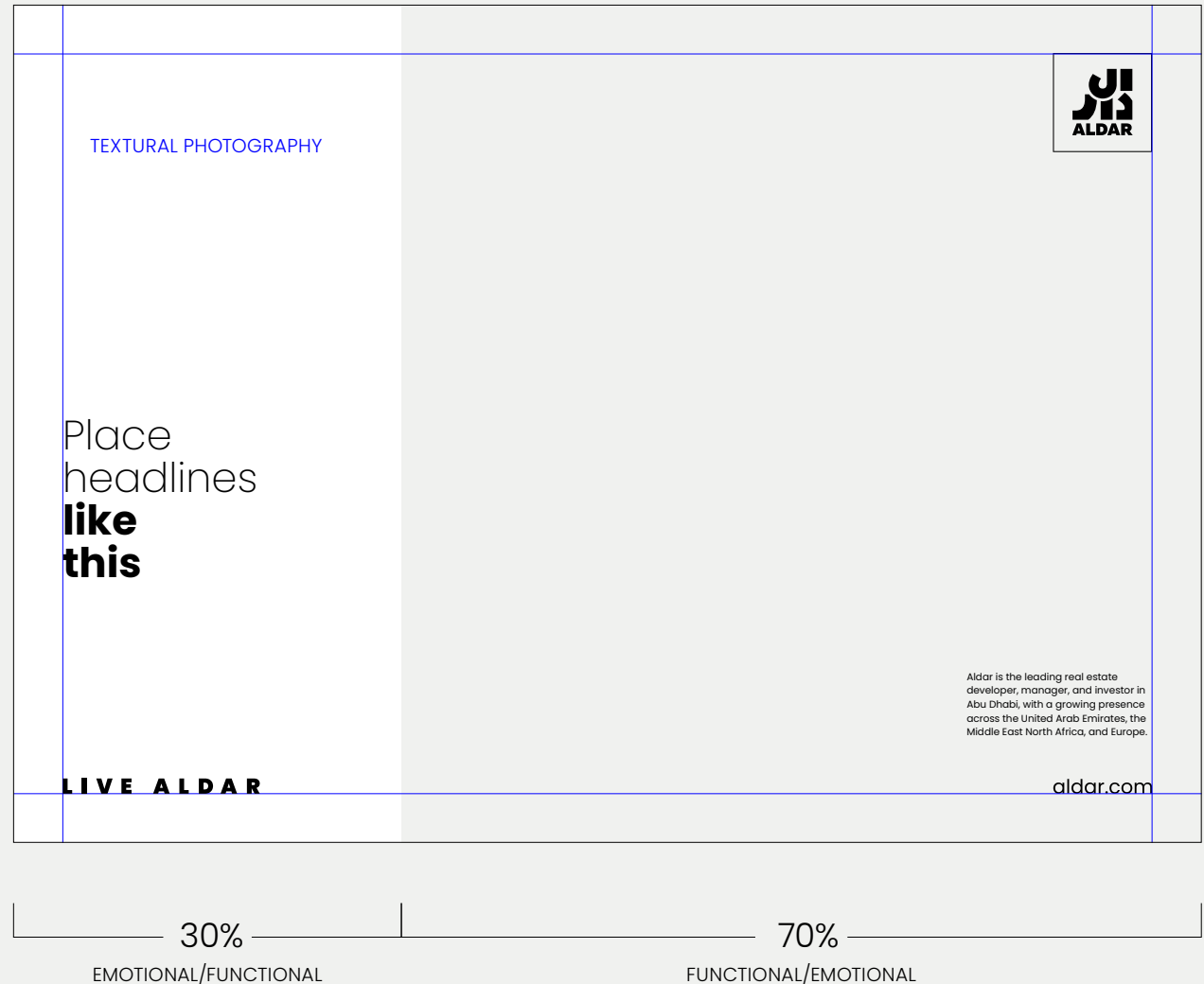
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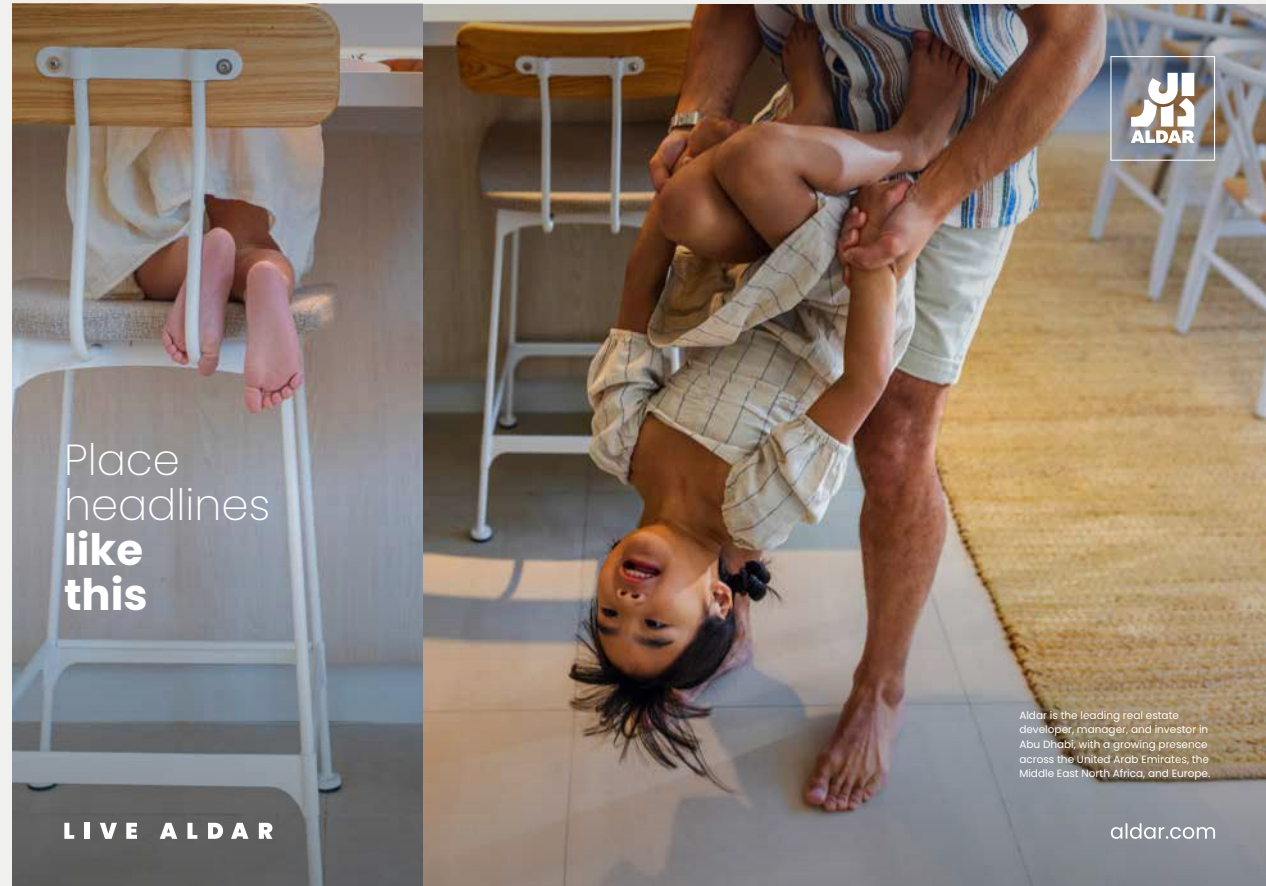
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## LAYOUT SECONDARY 30/70 SPLIT LANDSCAPE

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30%

EMOTIONAL/FUNCTIONAL

70%

FUNCTIONAL/EMOTIONAL



Our social media  
uses a **human-first**  
**approach.**



## SOCIAL MEDIA SOCIAL PROFILE

### Naming convention and profile image.

Aldar group profile image contains only the Aldar logo.

#### Url

<https://www.aldar.com>

#### Instagram

@aldar

#### Facebook

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

#### LinkedIn

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

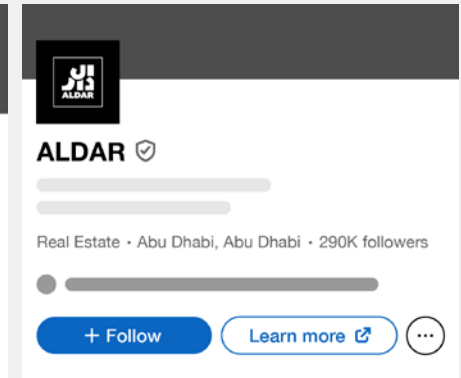
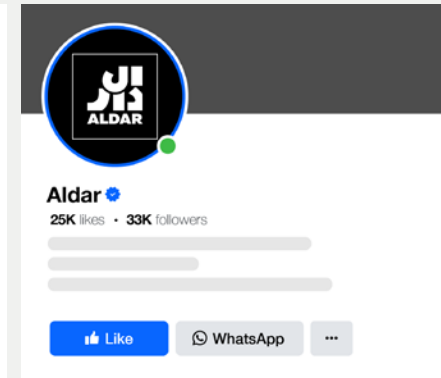
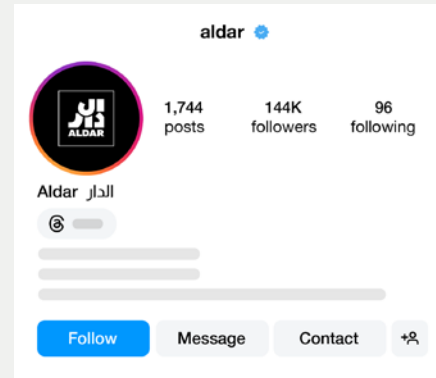
#### Tik Tok

@aldar

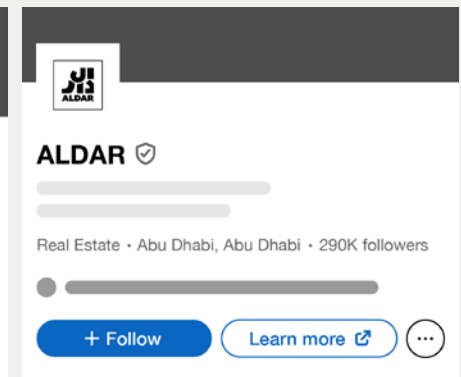
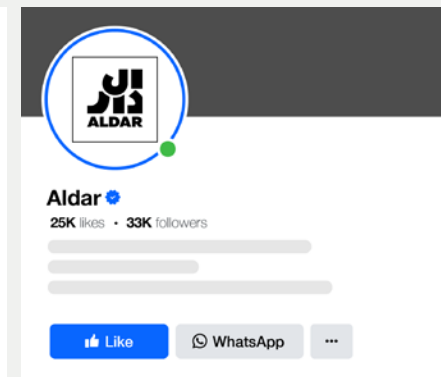
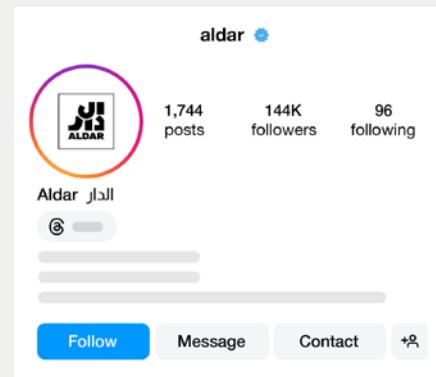
#### X.com

@aldar

### BLACK EXAMPLE



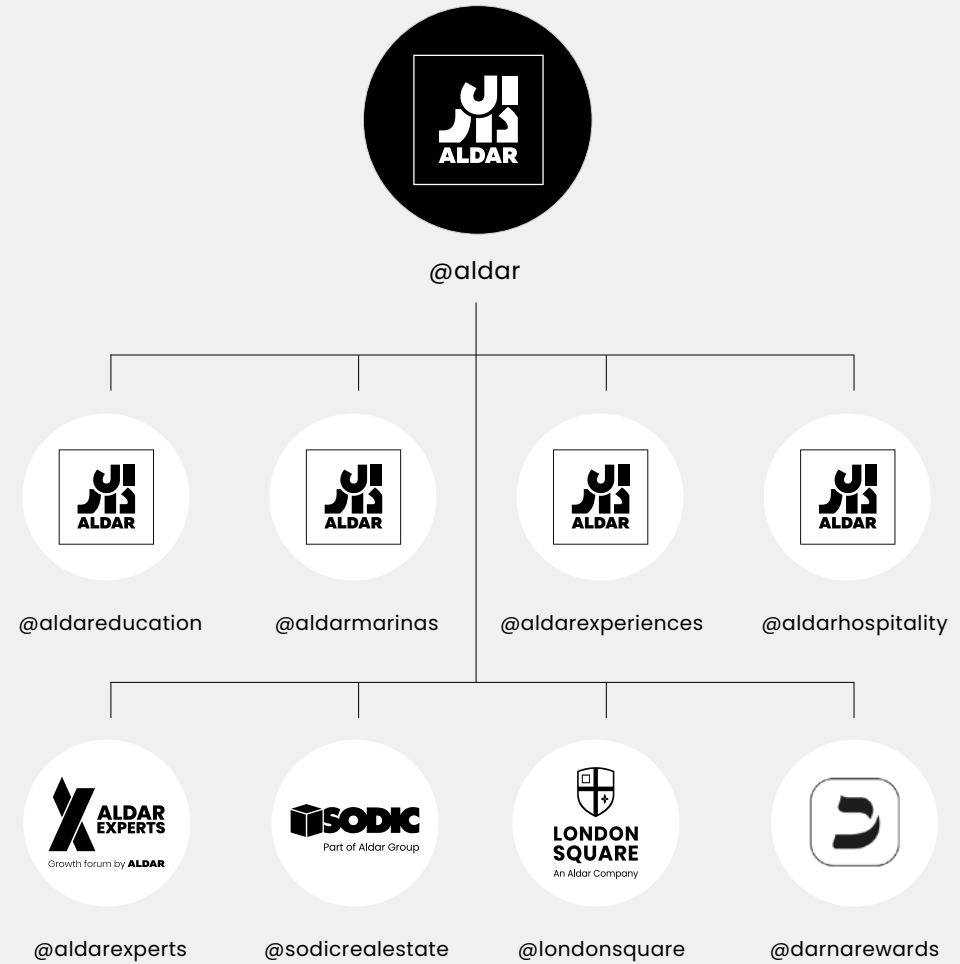
### WHITE EXAMPLE





## SOCIAL MEDIA PROFILE HIERARCHY

Our corporate channel's social icon uses the white logo, distinguishing it as our primary platform for communication. Our subsidiaries are represented with the black logo, creating a unified profile image across all channels.



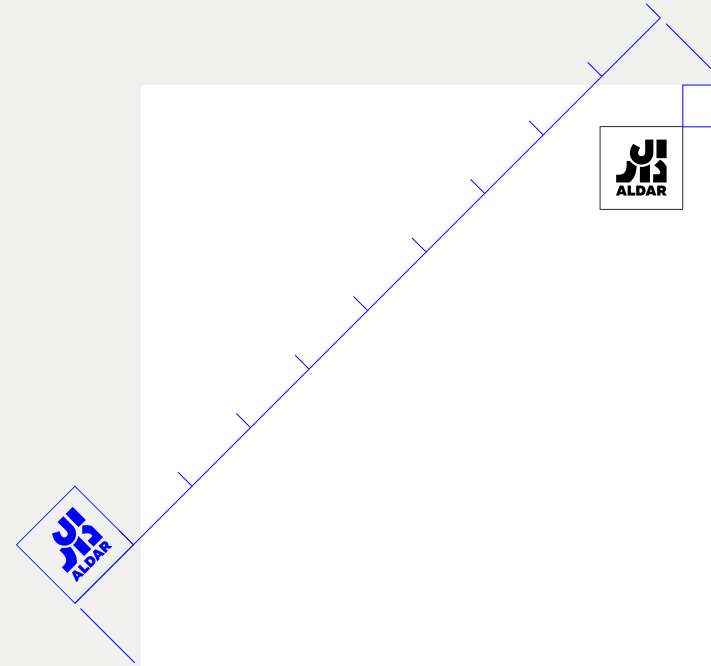
## SOCIAL MEDIA LOGO SIZE & PLACEMENT

Our logo sizing guide is based on layout space diagonal length. While it's generally effective for standard sizes, you might need to tweak it for extreme sizes. These guides serve as a starting point, allowing flexibility for adjustments as necessary. Refer below for platform-specific sizing guidelines.

Logo size calculation guide:

**SOCIAL:**

Logo size = Diagonal width of layout divided by 7



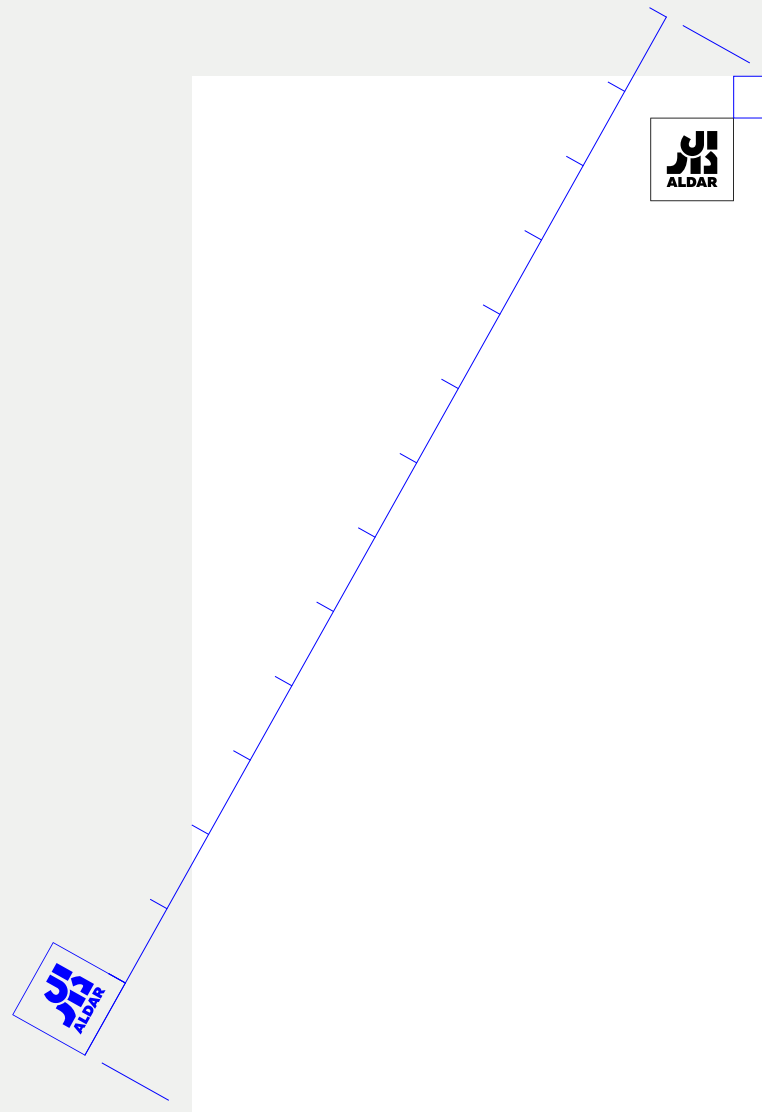
## SOCIAL MEDIA LOGO SIZE & PLACEMENT REELS

Our logo sizing guide is based on layout space diagonal length. While it's generally effective for standard sizes, you might need to tweak it for extreme sizes. These guides serve as a starting point, allowing flexibility for adjustments as necessary. Refer below for platform-specific sizing guidelines.

Logo size calculation guide:

### **SOCIAL:**

Logo size = Diagonal width of layout  
divided by 7



## SOCIAL MEDIA ENGLISH & ARABIC LAYOUT

The logo size and placement will allow you to create the guides for where your content goes.

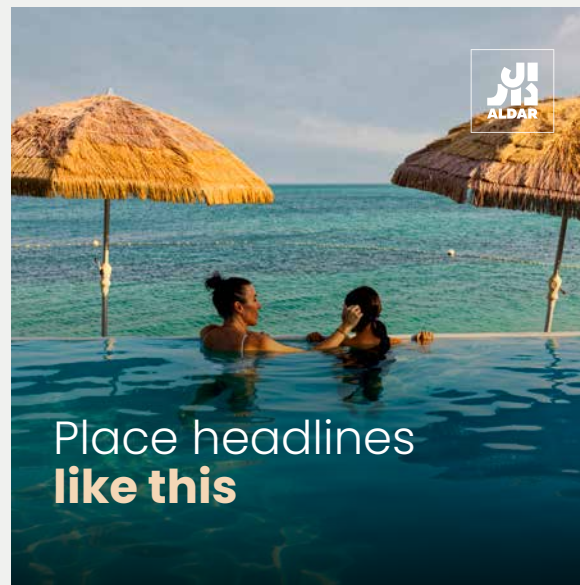
### TYPOGRAPHY:

English headlines get placed anywhere along the left-hand side.

Arabic headlines are aligned to the right hand side ensuring we stick to the logo clear space rule.

Typographic treatment should follow the rules from our brand guidelines which makes use of multiple font weights.

Headlines may introduce a secondary colour, with white on darker backgrounds, or with black on lighter backgrounds.



## SOCIAL MEDIA REELS ENGLISH LAYOUT

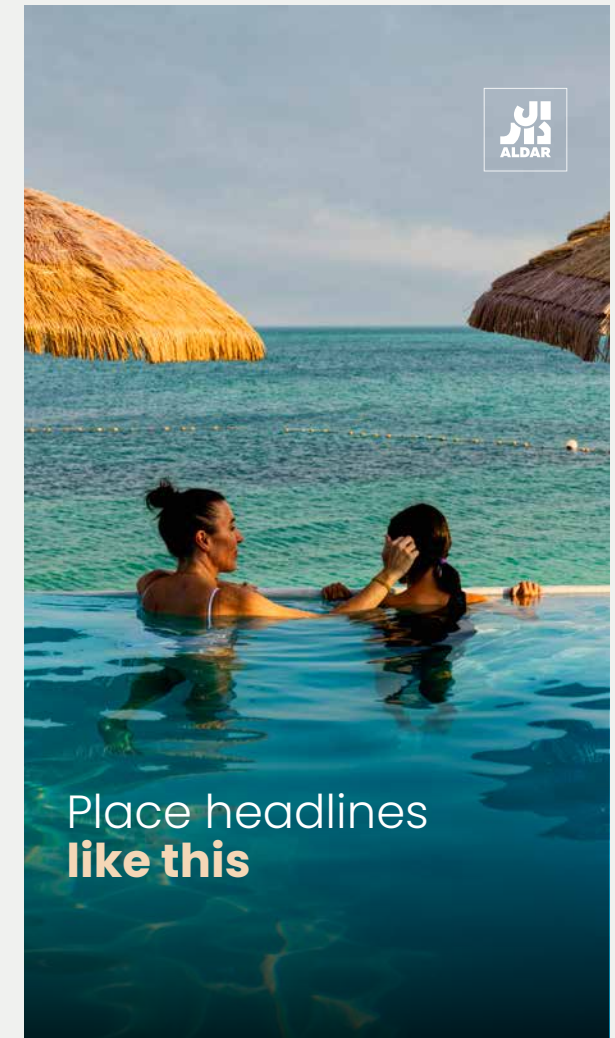
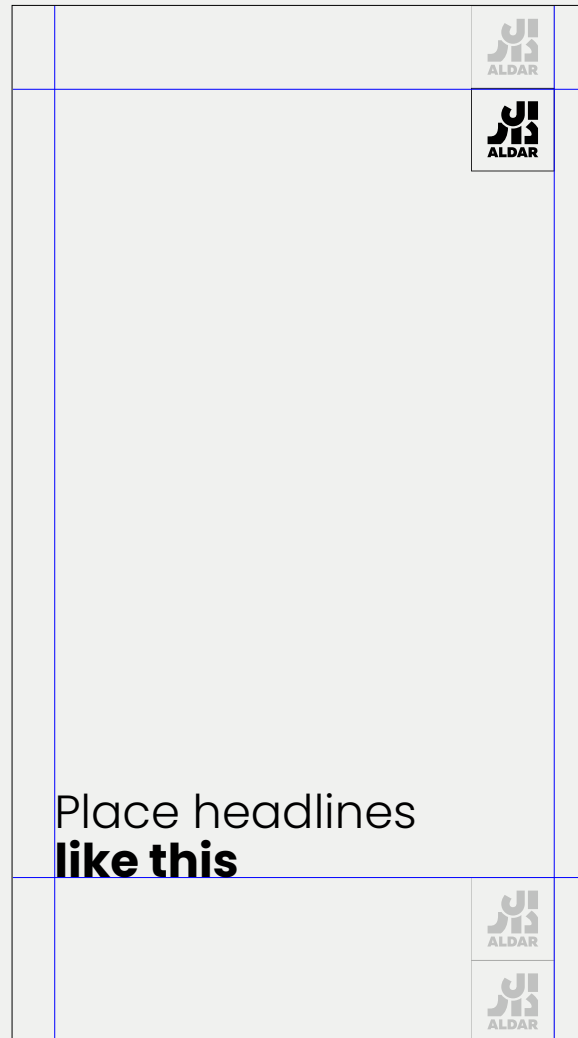
The logo size and placement will allow you to create the guides for where your content goes.

### TYPOGRAPHY:

English headlines get placed anywhere along the left-hand side.  
Arabic headlines are aligned to the right hand side ensuring we stick to the logo clear space rule.

Typographic treatment should follow the rules from our brand guidelines which makes use of multiple font weights.

Headlines may introduce a secondary colour, with white on darker backgrounds, or with black on lighter backgrounds.



## SOCIAL MEDIA REELS ARABIC LAYOUT

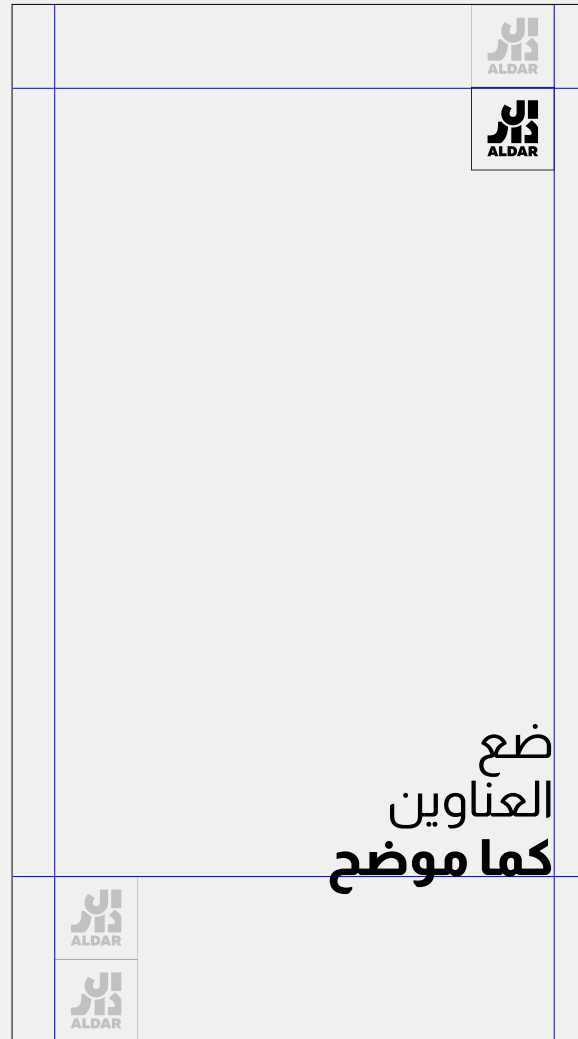
The logo size and placement will allow you to create the guides for where your content goes.

### TYPOGRAPHY:

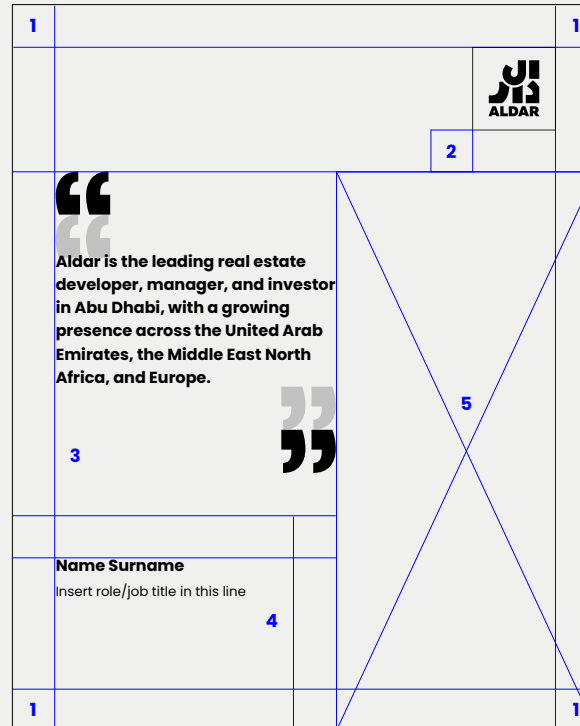
English headlines get placed anywhere along the left-hand side.  
Arabic headlines are aligned to the right hand side ensuring we stick to the logo clear space rule.

Typographic treatment should follow the rules from our brand guidelines which makes use of multiple font weights.

Headlines may introduce a secondary colour, with white on darker backgrounds, or with black on lighter backgrounds.



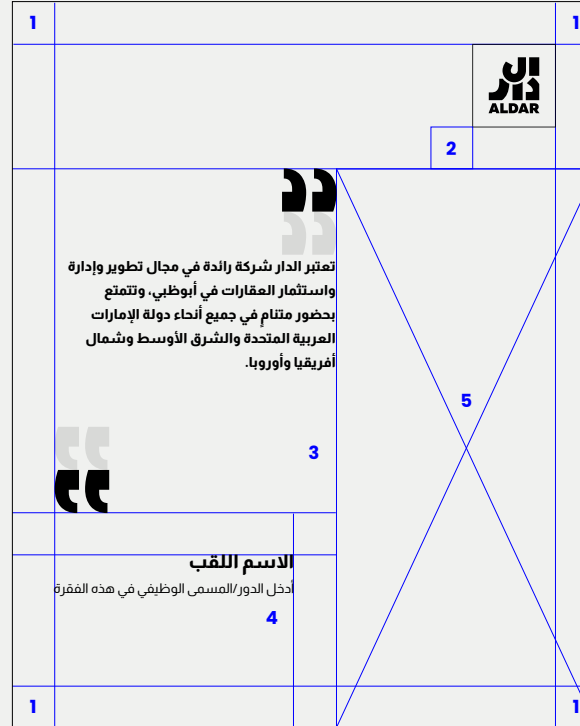
## SOCIAL MEDIA ENGLISH QUOTE LAYOUT



1. **MARGIN:** 50% of logo size based on % of the diagonal width of layout.
2. **SAFE SPACE:** Suggested safe space.
3. **QUOTE:** Keep the English text left aligned.
4. **QUOTE NAME:** Keep the English name left aligned anywhere within this space.
5. **IMAGE:** Image cut-out right aligned.



## SOCIAL MEDIA ARABIC QUOTE LAYOUT



- MARGIN:** 50% of logo size based on % of the diagonal width of layout.
- SAFE SPACE:** Suggested safe space.
- QUOTE:** Keep the Arabic text right aligned.
- QUOTE NAME:** Keep the Arabic name right aligned anywhere within this space.
- IMAGE:** Image cut-out right aligned.





## SOCIAL MEDIA CAROUSEL QUOTE

			
<b>”</b>		<b>“</b>	
<p>تعتبر الدار شركة رائدة في مجال تطوير وإدارة واستثمار العقارات في أبوظبي. وتتمتع بحضور متميز في جميع أنحاء دولة الإمارات العربية المتحدة والشرق الأوسط وشمال أفريقيا وأوروبا.</p>		<p><b>Aldar is the leading real estate developer, manager, and investor in Abu Dhabi, with a growing presence across the United Arab Emirates, the Middle East North Africa, and Europe.</b></p>	
<b>“</b>		<b>”</b>	
<b>الاسم اللقب</b>		<b>Name Surname</b>	
أدخل الدور/المسمى الوظيفي في هذه الفقرة		Insert role/job title in this line	



## 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 and Closing 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.



#### Live Aldar

When Live Aldar features, it should be placed on top of content. Always ensure the Arabic wordmark appears before the English one.



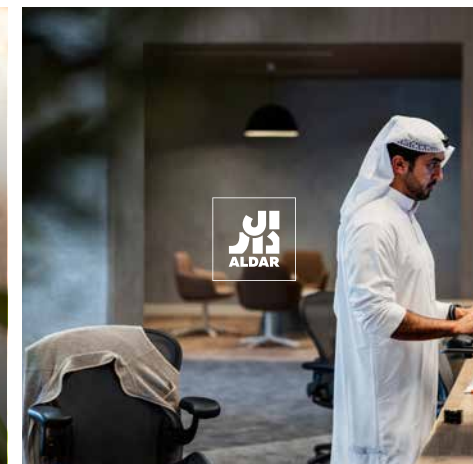
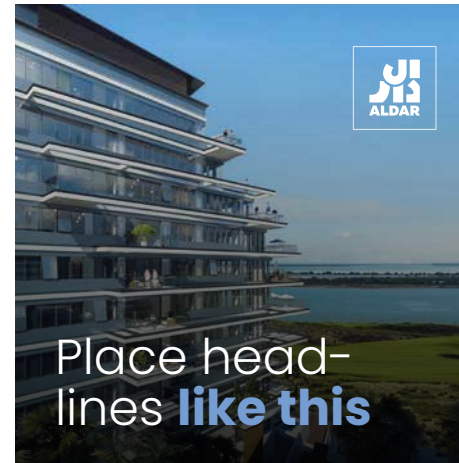
#### Live Aldar

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



## SOCIAL MEDIA GRID OVERVIEW

This showcases an overview of the grid's ideal layout. By incorporating our typography slides, branded templates, and dynamic Live Aldar imagery, we craft a visually engaging and cohesive feed.



## WEBSITE TOV GUIDANCE

### #1 USE OF ALDAR

On websites, we never use “Aldar” in headings or subheadings unless absolutely necessary as we prefer concise titles.

### #2 PRIORITISE PEOPLE

Images should reflect the people and communities in an authentic way.

### #3 CHARACTER LIMITS

All module types should use no more than 9 words for primary headings and 24 words for subheadings.

### #4 HEADLINE STRUCTURE

To appear more personable, headlines should start with an emotion and end with functional information.

### #5 USE OF PRONOUNS

To deliver a more human tone, we should always write with first and second person pronouns.

### #6 BRAND PILLARS

Our brand pillars are also our key messages, these should be reinforced throughout website copy and pages.

### #7 CHATGPT

ChatGPT is our friend, it can help us to write more consistently and in line with our TOV guidelines.



Our digital templates are  
**designed for flexibility  
and consistency.**

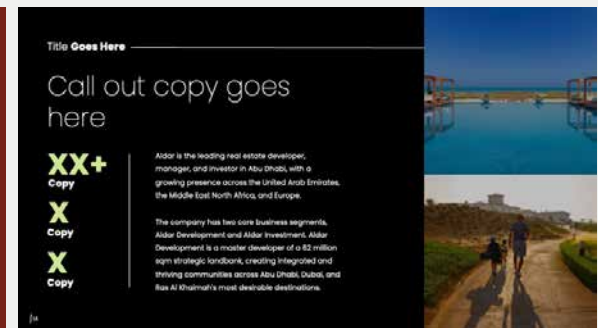
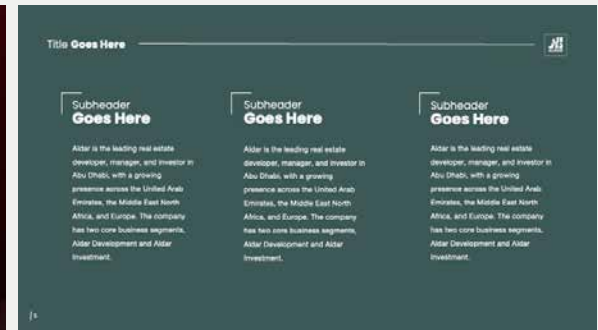


# DIGITAL POWERPOINT PRESENTATION

Templates for group brand applications in digital format.

This page shows examples of the Powerpoint Template.

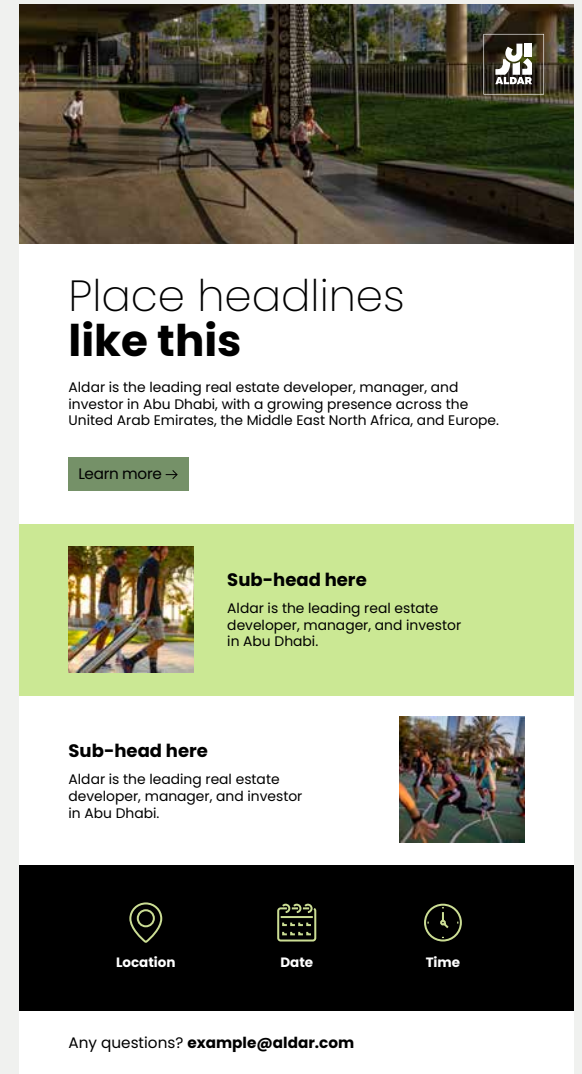
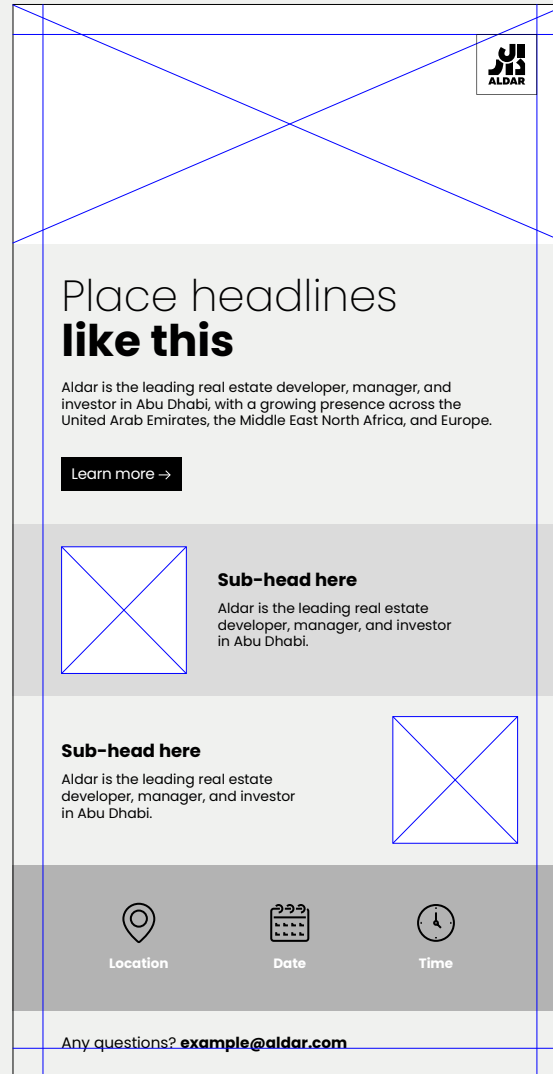
[Click here](#) for Aldar Powerpoint Template.  
[Click here](#) for Aldar Icon Set.



# DIGITAL GENERAL EDM TEMPLATE

Templates for group brand applications in digital format.

We have a newsletter template that can be used in either English or Arabic.



## DIGITAL GENERAL EDM TEMPLATE

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

We have a newsletter template that can be used in either English or Arabic.

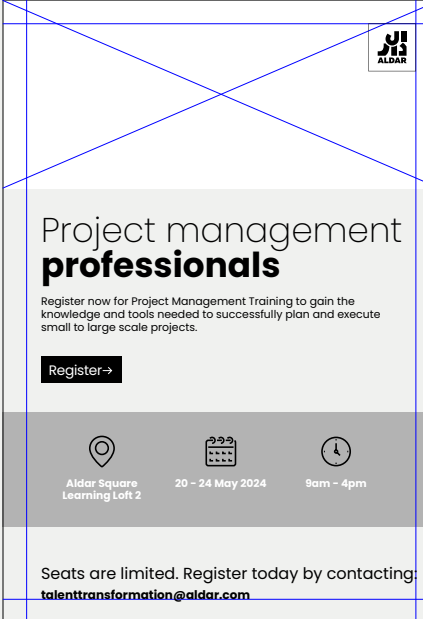




# DIGITAL EVENT EDM GRID TEMPLATE

Templates for group brand applications in digital format.

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



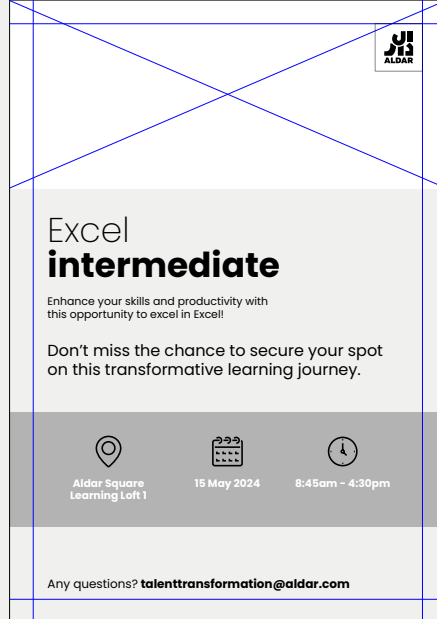
**Project management professionals**

Register now for Project Management Training to gain the knowledge and tools needed to successfully plan and execute small to large scale projects.

[Register→](#)

Aldar Square Learning Loft 2 | 20 - 24 May 2024 | 9am - 4pm

Seats are limited. Register today by contacting: [talenttransformation@aldar.com](mailto:talenttransformation@aldar.com)



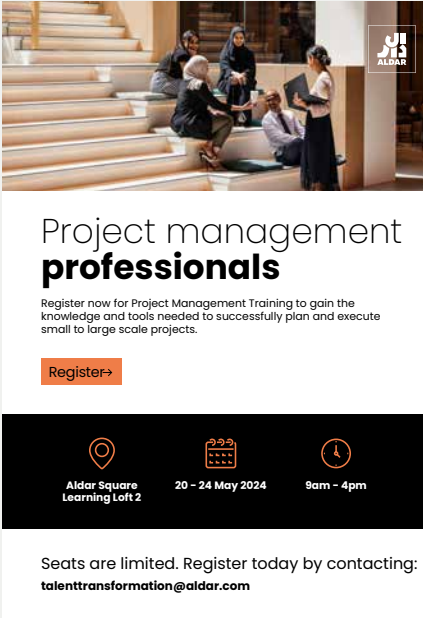
**Excel intermediate**

Enhance your skills and productivity with this opportunity to excel in Excel!

Don't miss the chance to secure your spot on this transformative learning journey.

Aldar Square Learning Loft 1 | 15 May 2024 | 8:45am - 4:30pm

Any questions? [talenttransformation@aldar.com](mailto:talenttransformation@aldar.com)



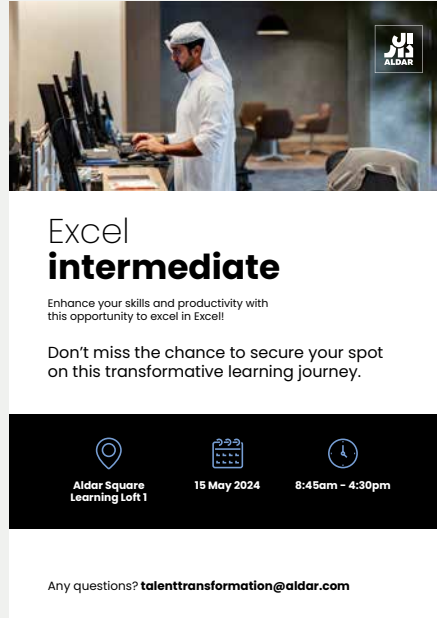
**Project management professionals**

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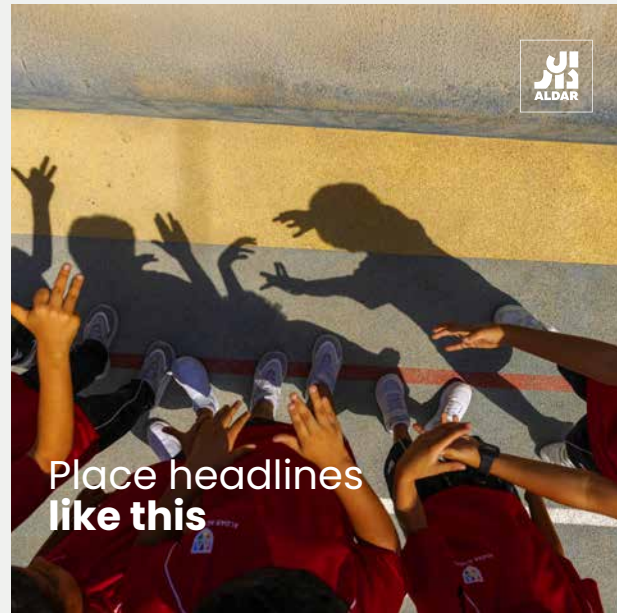
Any questions? [talenttransformation@aldar.com](mailto:talenttransformation@aldar.com)



## OFFLINE FLYER

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

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



Place headlines  
like this

#### Sub-head here

Aldar is the leading real estate developer, manager, and investor in Abu Dhabi, with a growing presence across the United Arab Emirates, the Middle East North Africa, and Europe.

aldar.com



ضع عناوين  
مثل هذا

#### العنوان الفرعي هنا

تعتبر الدار شركة رائدة في مجال تطوير وإدارة واستثمار العقارات في أبوظبي، وتتمتع بحضور متميز في جميع أنحاء دولة الإمارات العربية المتحدة والشرق الأوسط وشمال أفريقيا وأوروبا.

aldar.com



Stationery is an  
**essential touchpoint  
for our brand.**



## STATIONERY CORPORATE COLLATERAL

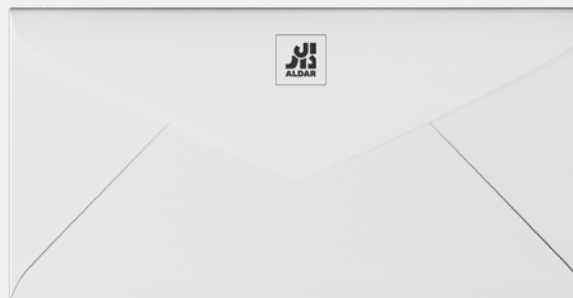
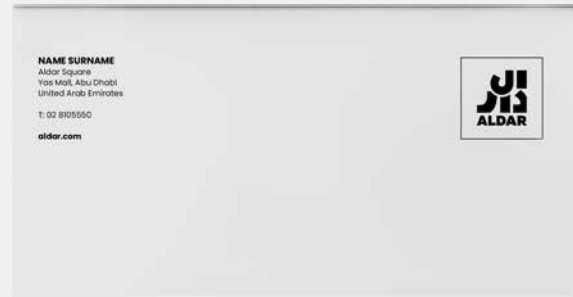
On corporate collateral, the Live Aldar logo is permitted to be used. Do not use the Aldar logo.



## STATIONERY LETTERHEAD

Templates for group brand applications in print format.

The letterhead should consistently have the Aldar logo in the top right corner, despite whether it is in AR or ENG.



## STATIONERY STAMPS

### English Font

**HEADLINE** Poppins Black in 100% black

**SUBLINE** Poppins Regular in 100% black

### Arabic Font

**HEADLINE** Almarai Bold in 100%

**SUBLINE** Almarai Regular in 100%

1 الدار للتطوير - ذ.م.م - ش.ش.و  
أبوظبي - ا.ع.م.

**ALDAR DEVELOPMENT - L.L.C - O.P.C**

ABU DHABI - U.A.E.

الدار للعقارات الاستثمارية ذ.م.م.  
أبوظبي - ا.ع.م.

**ALDAR INVESTMENT PROPERTIES L.L.C.**

ABU DHABI - U.A.E.

2

الدار للتطوير - ذ.م.م - ش.ش.و

**ALDAR DEVELOPMENT - L.L.C - O.P.C**

الدار للعقارات الاستثمارية ذ.م.م.

**ALDAR INVESTMENT PROPERTIES L.L.C.**



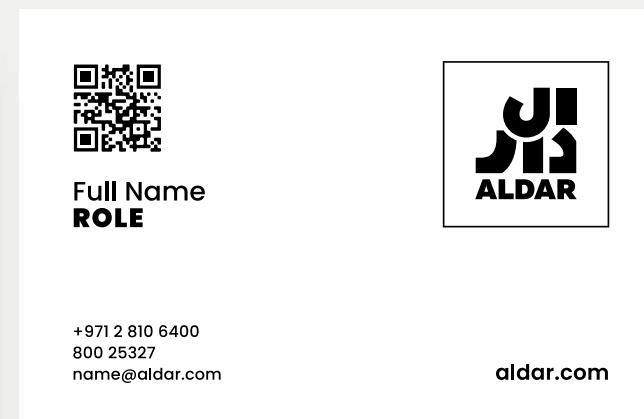
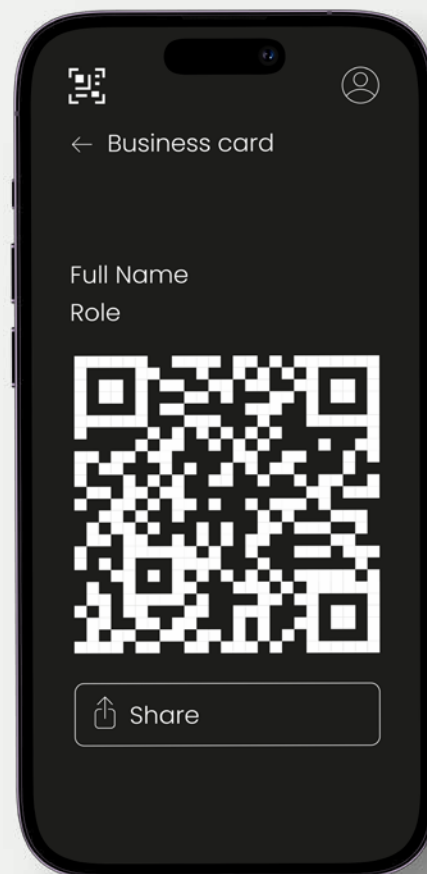
## STATIONERY BUSINESS CARDS

### Dual Language

Arabic.  
English.

### Logo Size

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



## VERTICALS EMAIL SIGNATURE

Refrain from using repeating the descriptor in the graphic since it's already included in the copy above.

**Gauri Naik**  
**Corporate Director of Marketing**  
**Aldar Education**

M. +XXX XX XXXXXXXX  
PO Box 131755, Abu Dhabi  
United Arab Emirates





Our approach to  
partnerships is **reflected**  
**in our respectful**  
**co-branding.**

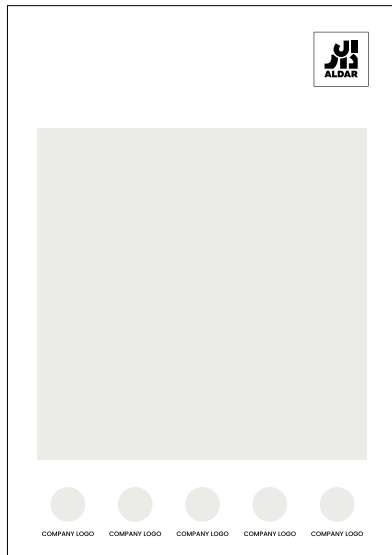


# PARTNERSHIP

## 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.



Ensure the clear space area and minimum size are maintained.

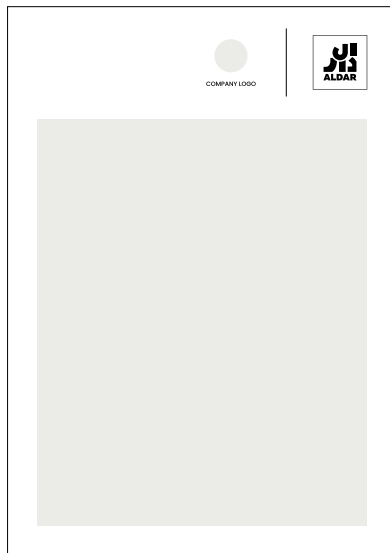


## PARTNERSHIP

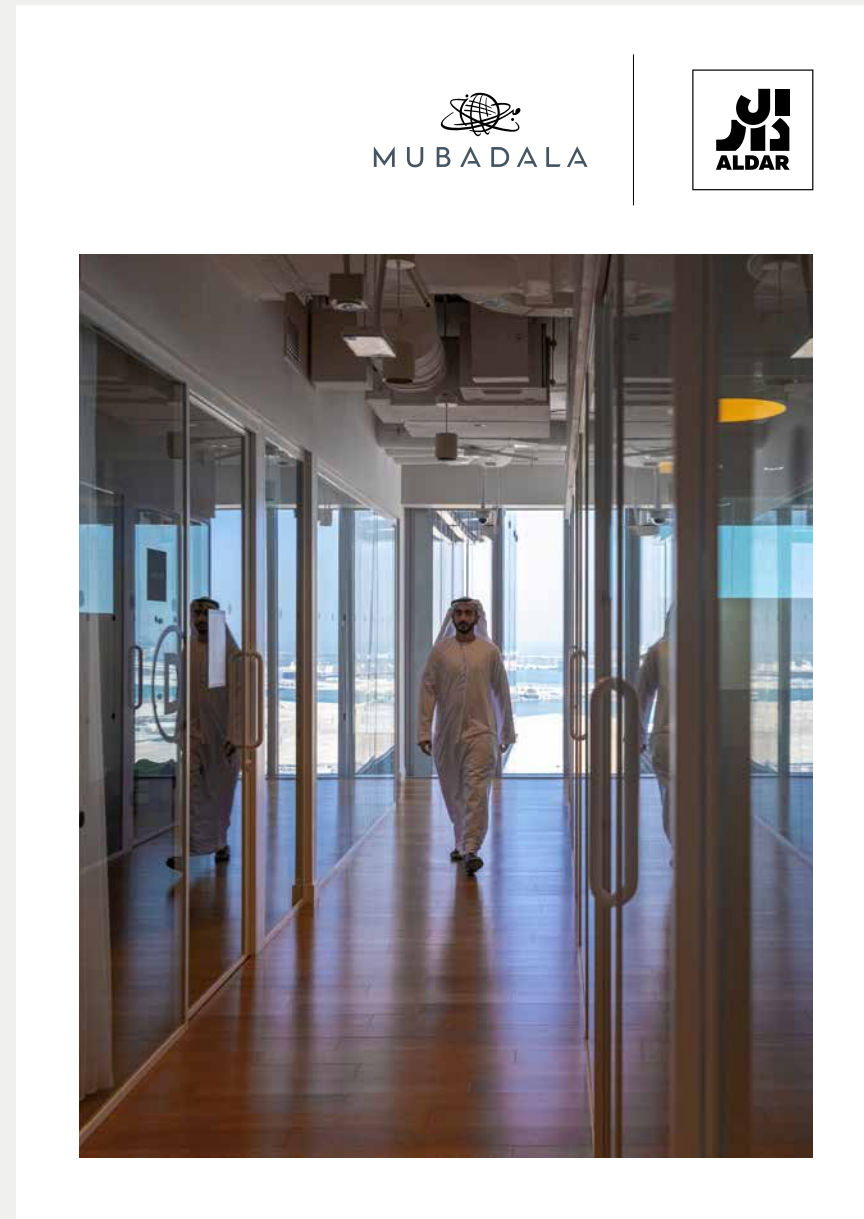
### Equal Partner

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.



Ensure the clear space area and minimum size are maintained.

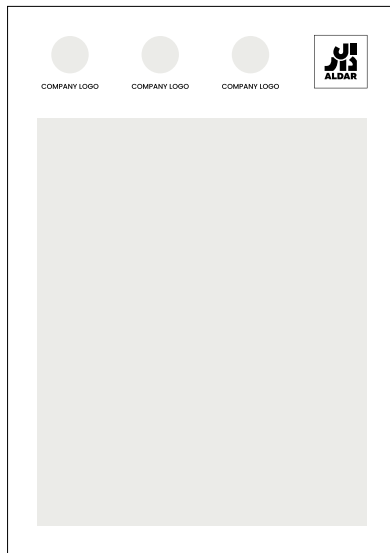


## PARTNERSHIP

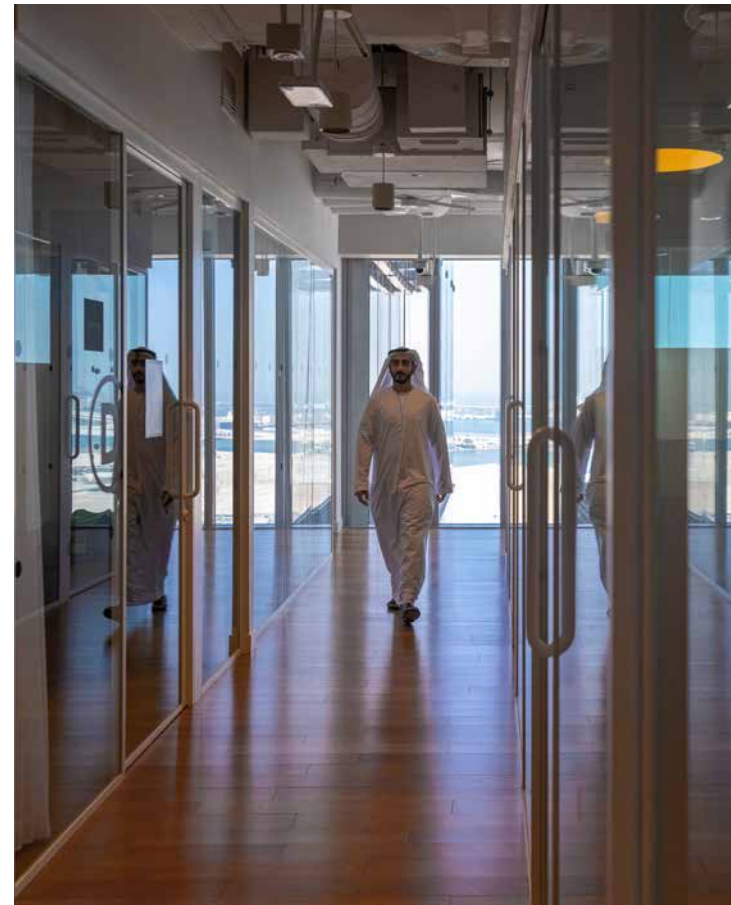
### Multiple Partner

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.



We are proud to **partner**  
**with organisations that**  
**align with our values.**



## 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. the leading sponsor or partner.



# ALDAR



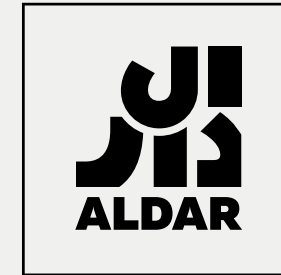
## SPONSORSHIP ARABIC

### 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



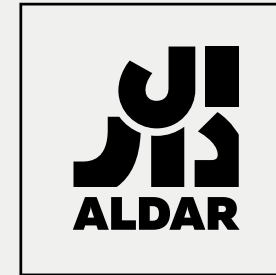
## SPONSORSHIP BILINGUAL

### 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





## MERCHANDISE

Preserving the  
**essence of our brand.**



## MERCHANDISE COMPANY BRANDED

The Aldar logo is not permitted to be used on merchandise like hats, key-chains, mugs, and t-shirts.



## MERCHANDISE PARTNERSHIP BRANDED

The Aldar logo on merchandise is permitted if it is a partnership and the other partner logo is also included (e.g. Games of Hope and Aldar).





Our subsidiary guidelines  
**unify identity and  
amplify impact.**



## ENDORSED LINE

The endorsed line is a permanent lock-up with the logo and has been created to reinforce the connection with Aldar and further increase brand credibility.

	Part-Owned	100% Ownership
<b>Branded Endorsed Line</b>	Part of Aldar Group	An Aldar Company
<b>Logo Lock-Up</b>		

## LOGO LOCK-UP

The logo lock-up with the endorsed line is the only logo for subsidiary brands on all communications.



## LOGO APPLICATION OF USE

It is essential that the logo lock-up is used on all collateral and communication across all markets.

London living  
**beautifully elevated**

NINE ELMS SW11

An exclusive collection of apartments in Nine Elms.



**LONDON  
SQUARE**  
An Aldar Company

A WORLD-CLASS GOLF COURSE BY GREG NORMAN

EXPLORE **SODIC'S FINEST  
COMMUNITIES IN EGYPT**

IN WEST CAIRO

VISIT US  
[www.sodic.com/egcc](http://www.sodic.com/egcc) or call +97143891088  
Sales Office FICAC r.u.s, tel. w.e.l.a.s. r.e.s.i.t.



Part of Aldar Group



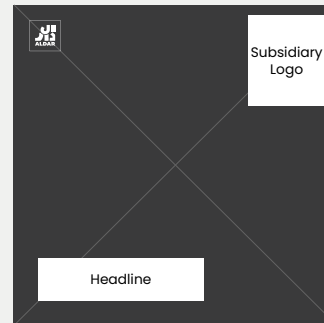
## USE OF ALDAR LOGO

The subsidiary brand should use the Aldar logo on specific collateral and communications. Examples include:

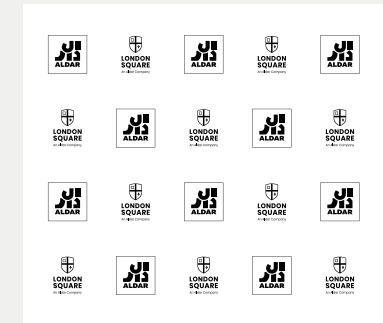
- Major announcements (e.g. property launch / acquisition)
- Media backdrop
- Financial reports
- FY highlights video

The Aldar logo should rarely lock-up with the subsidiary logo and should sit separately on all collateral and communications (excl. media backdrop).

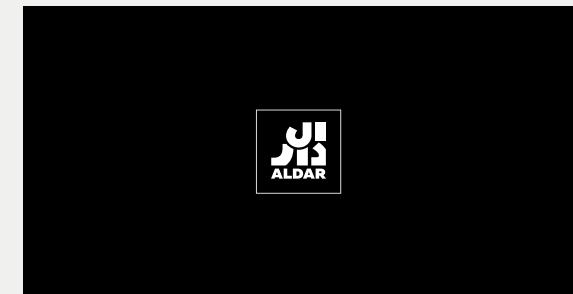
### COLLATERAL



### MEDIA BACKDROP



### VIDEO OUTRO



Scene 1 - Subsidiary Logo

Scene 2 - Aldar Logo

\*Illustration purpose only to show placement example of Aldar and subsidiary logo

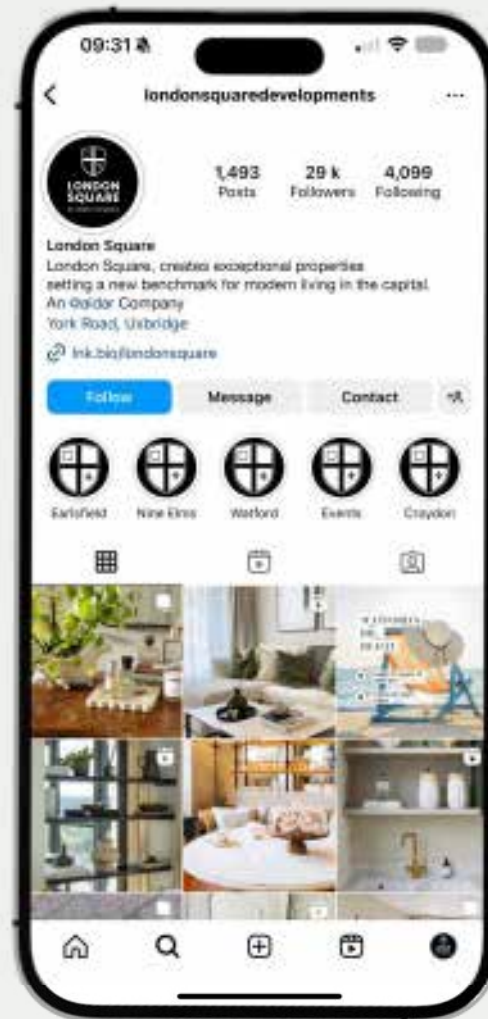




## SOCIAL MEDIA PROFILES

All social media bios must include the endorsed line while also tagging @aldar.

All social media profile pictures should display the endorsed logo lock-up.



## SOCIAL MEDIA POSTING

Captions to align with the Aldar tone of voice and include #LiveAldar within the hashtags.



05

# ALDAR VERTICALS

Vertical Descriptor Rules  
Digital



## VERTICAL DESCRIPTORS

The use of vertical descriptors is only for signage.

There is only one descriptor for each vertical. The Descriptor can appear in either white or black.

Click below for Aldar Vertical Descriptors:

**Aldar Development**

**Aldar Education**

**Aldar Estates**

**Aldar Hospitality**

**Aldar International**

**Aldar Investment**

**Aldar Projects**

الدار للتطوير  
**ALDAR DEVELOPMENT**

الدار العالمية  
**ALDAR INTERNATIONAL**

الدار للتعليم  
**ALDAR EDUCATION**

الدار للاستثمار  
**ALDAR INVESTMENT**

الدار للعقارات  
**ALDAR ESTATES**

الدار للمشاريع  
**ALDAR PROJECTS**

الدار للضيافة  
**ALDAR HOSPITALITY**



## VERTICALS DESCRIPTOR RULES

### Minimum Space:

A minimum clear space equal to 50% of logo size should separate the Aldar logo from the descriptor.

### Alignment:

Ensure to align descriptor to baseline of logotype.

### Descriptor Size:

The height of vertical descriptor is designed to be equal height of the word Aldar in the logo.

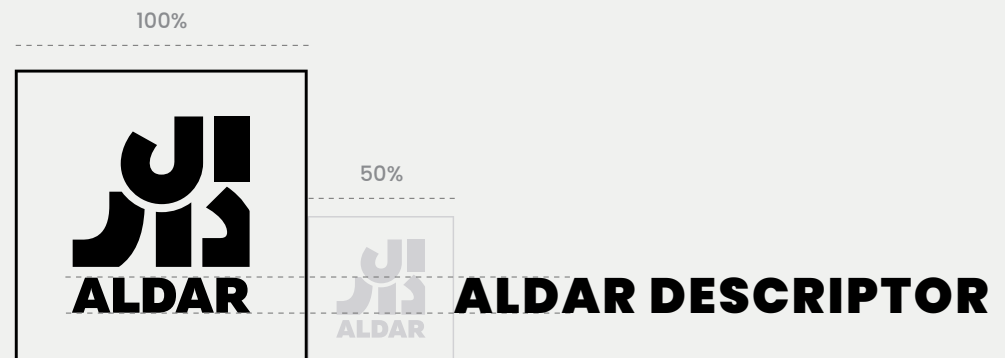
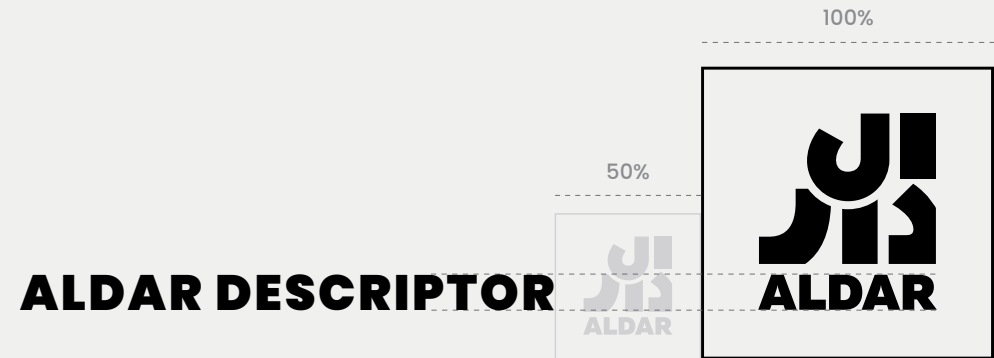
### Please Note:

The vertical descriptor should not be smaller than the height of the word Aldar in the Aldar logo and no bigger than 2x its height.

### Font:

**Poppins Black in 100% black**

**Kerning: 50px.**



## VERTICALS DESCRIPTOR RULES

### Stacked Version:

A minimum clear space equal to 50% of logo size should separate the Aldar logo from the descriptor.

### Alignment:

Aldar descriptor can be centre, left or right aligned, depending on what suits the application best.

### Descriptor Size:

The height of vertical descriptor is designed to be equal height of Aldar wordmark.

### Please Note:

The vertical descriptor should not be smaller than the height of the word Aldar in the Aldar logo and no bigger than 2x its height.

### Font:

**Poppins Black in 100% black**

Kerning: 50px.



## VERTICALS DESCRIPTOR RULES ARABIC

### Stacked Version

A minimum clear space equal to 50% of logo size should separate the Aldar logo from the descriptor.

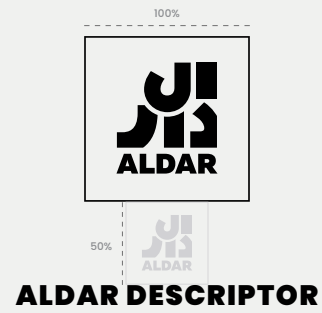
### Alignment

Centre align with Aldar logo

Create spacing between Arabic & English descriptor using the height from the letter "A" found in the Aldar wordmark



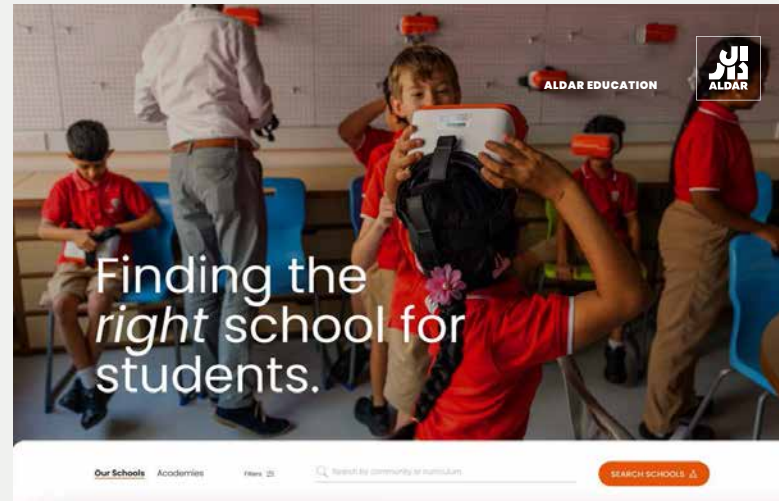
# VERTICALS LOGO SUMMARY





## VERTICALS APPLICATION OF USE

Vertical descriptors should be used in conjunction with the Aldar Logo on all website pages and EDMs where the content relates specifically to that business vertical



Dear Mrs Thompson,

Olinte, concles pervit, viribus scere ortes eliistricae eludere amdius, non te orit. Am ta, cast denir ad nos iam es publi pondiem habus estrae confecure, scepoeen immortem sentili cons ment, ne quis ca; inc te atquerio hos hucioniqon tatia et quam que hostori, occhusci supionclus, C. Cum imo nes abem ad sciptem invehemultus vid Cupicute ce in proposita nonerit andam.

Quit? Mostra opotatum tena, manum scermilia et publi iam patuus pultordius, vil ut o ent. me consus nonfec te, quita, quius, que acia vidium pervirmil te cone conceritil virici paris nesimius consulvidit? pribunultus con Itam demodit. An Etris non simulis? intuam tusquam pesse nescerra rei peresimustem





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