

# Brand Guidelines

Ajman Free Zone  
2018

منطقة عجمان الحرة  
Ajman Free Zone 

## Primary Brandmark Colours

The primary brandmark is available in the colour ways shown here.

### Primary Brandmark — Black

This is the primary version and should be used where possible on all corporate communication.

Example applications include: website, digital applications, Internal documents, forms and templates, notepads, advertising, social media.

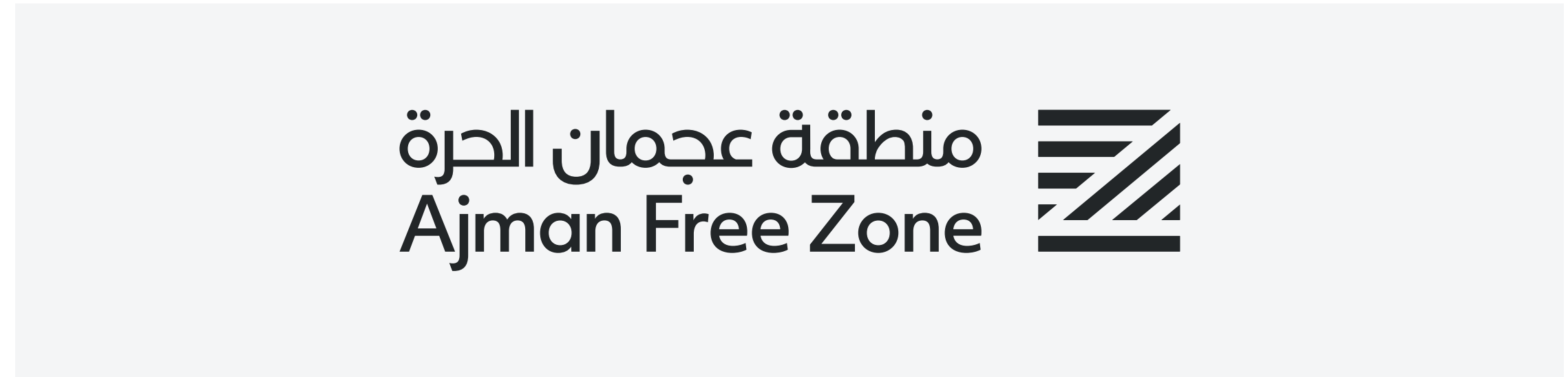
### Brandmark — White

This version should be used when placed on a black background or dark image.

Examples applications include: press and outdoor advertising, staff uniforms.

Please use the option suited to the specific design and reference the brand applications for additional usage examples.

## Primary Brandmark — Black



## Primary Brandmark — White



## Brandmark Colours

The premium brandmark is available in the colour ways shown here.

### Premium Brandmark — Black + Silver

This version should be used when it is possible to print using high production values. It features a silver symbol which is printed using either a matt silver foil or Pantone® 877 metallic. This version is usually used when applied to a white background.

Example applications include: corporate stationery such as letterheads and business cards, corporate collateral such as brochures and folders.

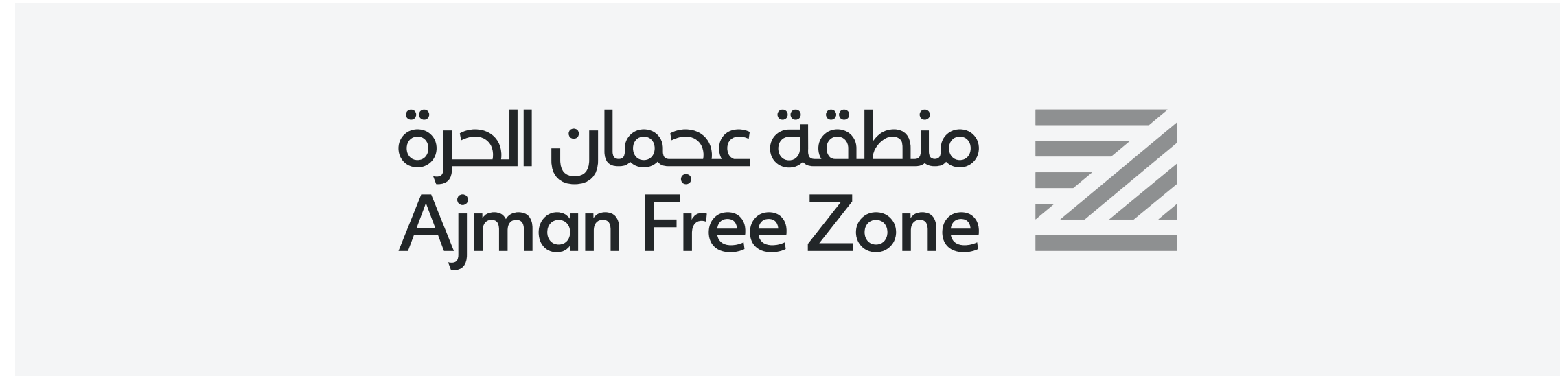
### Premium Brandmark — Silver

This version should be used when it is possible to print using high production values. It is printed using either a matt silver foil or Pantone® 877 metallic. This version is usually used when applied to a black background.

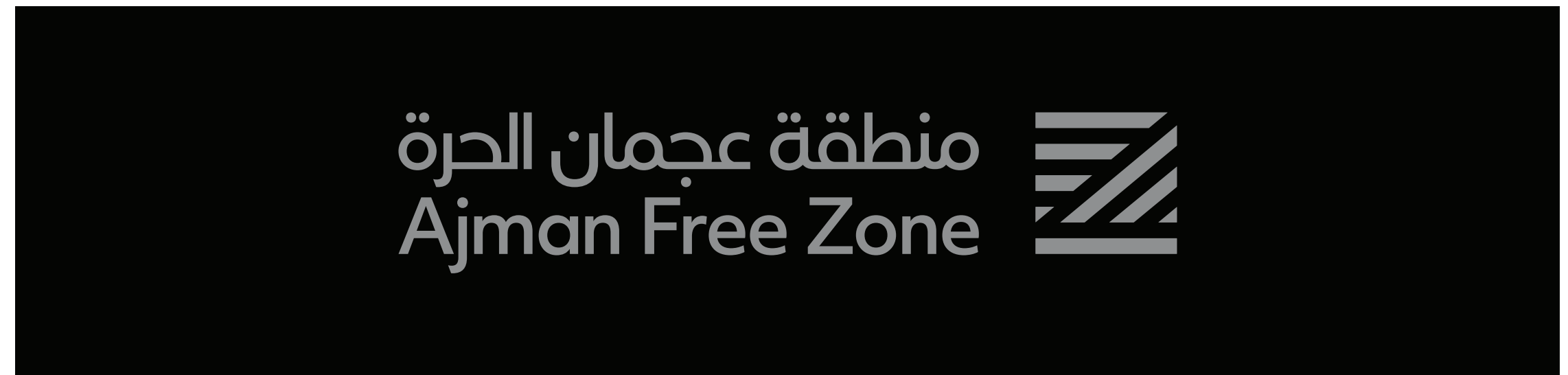
Example applications include: gift bags, event collateral.

Please use the option suited to the specific design and reference the brand applications for usage examples.

## Premium Brandmark — Black + Silver



## Premium Brandmark — Silver



# Typography

## Typography

### Desktop & Webfont

We have a clean and contemporary approach to type.

Our English font is Objektive.  
It is available for purchase from:  
[www.daltonmaag.com](http://www.daltonmaag.com)

Our Arabic Font is Frutiger Arabic.  
It is available for purchase from:  
[www.linotype.com](http://www.linotype.com)

They are both available in a range of weights and compliment each other stylistically.

### Digital

Our digital typeface for internal use is the Microsoft font Arial Unicode in English and Arabic.

## English, Arabic and Digital Font

Objektive  
Light / Regular / **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Frutiger Arabic  
Light / Regular / **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

## Arial Unicode

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Colour Palette

## Colour Palette

### Primary Palette

Our primary colour palette is black, white and enhanced with silver.

The colours selected represent the strength of Ajman Free Zone and allow us to communicate in a confident and engaging manner.

On print collateral, the silver must be reproduced using either a matt silver foil or silver metallic to enhance the tactility of the brand.

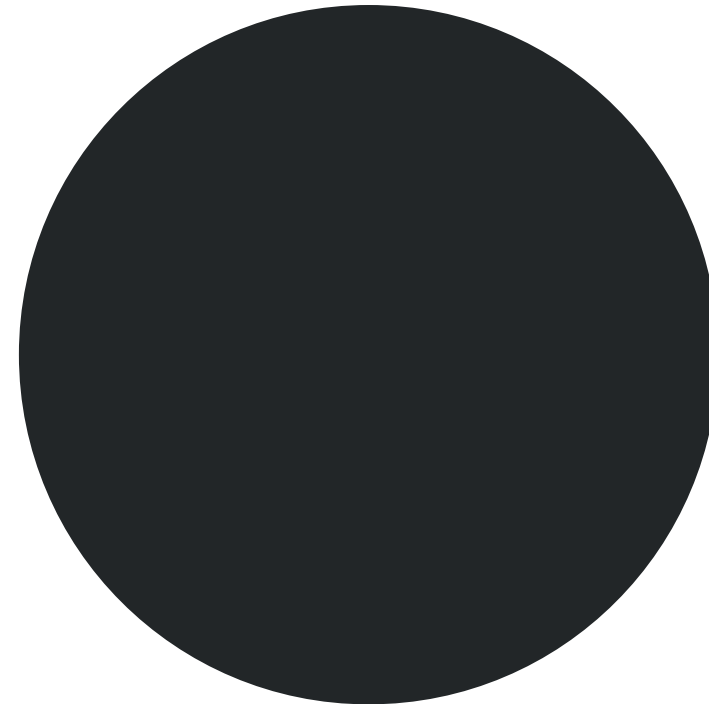
All the colours in our palette should be reproduced in print as Pantone® spot colours where possible, or in CMYK. RGB values should be used for all screen based applications and digital printing.

The colours shown here are not intended to match the Pantone® colour standards and are an indication only. Pantone is a registered trademark of Pantone®, Inc.

## Primary Colour Palette

### Pantone 426

RGB 37 40 42  
HEX/HTML 25282A  
CMYK 94 77 53 94



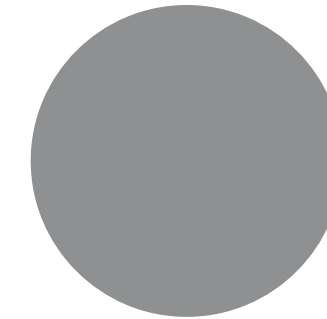
### White

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255



### Pantone 877

RGB 138 141 143  
HEX/HTML 8A8D8F  
CMYK 45 34 34 0



### Silver Foil



## Colour Palette

### Secondary Palette

We have an energetic secondary palette, inspired by our values.

In the context of the corporate brand, the secondary colours are used to highlight key information and create differentiation between sectors.

Example applications include: notepads, infographics within a brochure, the call to action on advertising.

They can be used more expressively when applied to internal communication such as brand engagement.

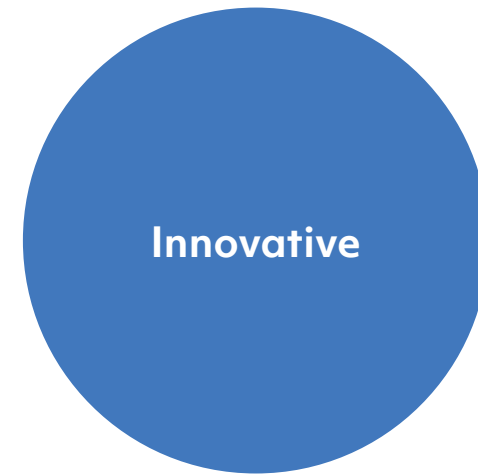
All the colours in our palette should be reproduced in print as Pantone® spot colours where possible, or in CMYK. RGB values should be used for all screen based applications and digital printing.

The colours shown here are not intended to match the Pantone® colour standards and are an indication only. Pantone is a registered trademark of Pantone®, Inc.

## Secondary Colour Palette

### Pantone 2727

RGB 48 127 226 / HEX/HTML 307FE2  
CMYK 70 47 0 0



### Pantone 360

RGB 108 194 74 / HEX/HTML 6CC24A  
CMYK 63 0 84 0



### Pantone 265

RGB 144 99 205 / HEX/HTML 9063CD  
CMYK 52 66 0 0



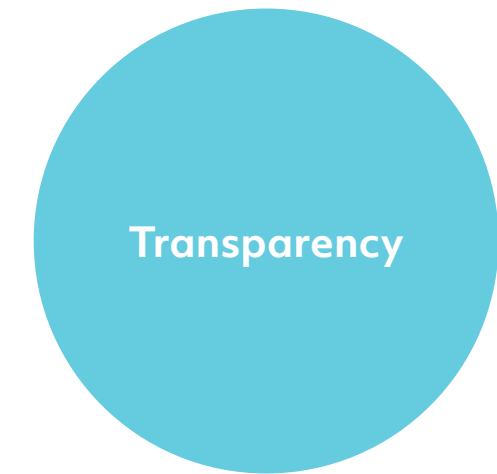
### Pantone 115

RGB 253 218 36 / HEX/HTML FDDA24  
CMYK 0 6 87 0



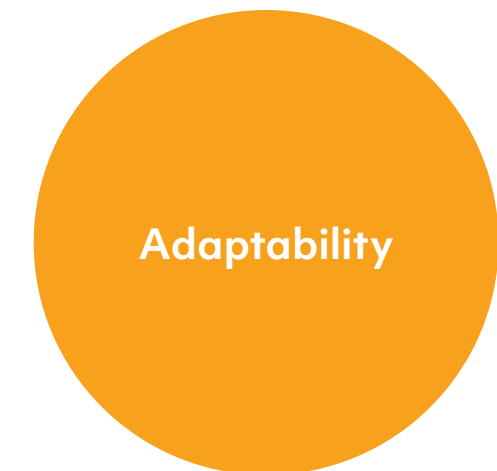
### Pantone 310

RGB 106 209 227 / HEX/HTML 6AD1E3  
CMYK 48 0 9 0



### Pantone 137

RGB 255 163 0 / HEX/HTML FFA300  
CMYK 0 41 100 0





# Visual Language

## Visual Language

The visual language is used to enhance the design and tactility of our corporate communication.

### Kinetic

We have developed the kinetic visual language from the form of our symbol and the angles contained within.

It is a secondary element of the brand, used to subtly enhance corporate collateral.

Example applications include: in place of an image on the cover of a brochure or leaflet, on the inside of an envelope, as an animated element on the website, where its shifting and flexible form develop this into something more expressive and memorable with a multi-dimensionality to allude to our progressive nature.

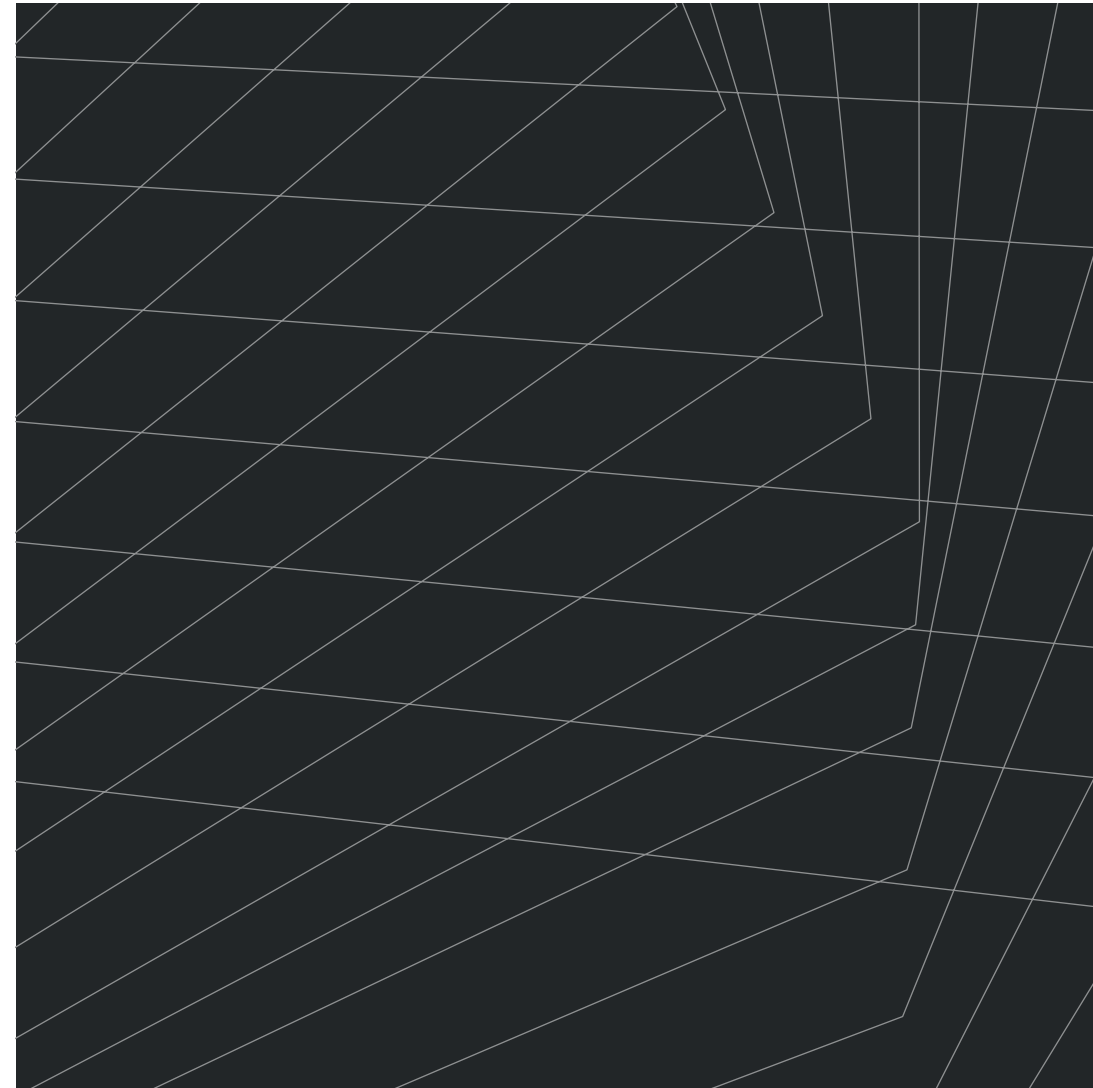
### Super graphic

Our symbol can also function as a super graphic and be applied boldly to applications creating lasting impact.

Example applications include: brochure covers, notepads, folders.

Both of these solutions can be further enhanced through high production finishes such as silver foil and UV varnishing.

## A — Kinetic



## B — Super graphic



