

CONCOURS D'ELEGANCE
— UAE —

CORPORATE
BRANDING
GUIDELINES

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ABOUT VISUAL GUIDELINES

This manual contains guidelines and examples of the corporate design of UAE Concours d'Elegance. It is intended as a reference for basic information about the building blocks of the corporate design program, as well as an inspirational source of examples of how to use those building blocks.

This document also provides brand these building block in vector format. Under no circumstances should anyone try to 'recreate' any of these. Always use the original artwork as a starting point.

In the basic elements section we have also included a great deal of information about color. Always remember that various production techniques, various substrates, exposure to the environment and other factors, will influence the final result and one should always refer to recent Pantone® reference material, to match the colors.

The applications are shown as 'look and feel Samples' examples. This means that we show the desired expression, UAE Concours d'Elegance, the look & feel we try to achieve with this corporate design program.

One should interpret the designs shown and build the image of UAE Concours d'Elegance, based on those images. In this way, a recognizable, consistent, authentic TrueNorth image is created. Based on the corporate values and identity.

The guidelines provided will be the source for all communications from UAE Concours d'Elegance. Not as a restricting, limiting rulebook, but as an inspirational source of seemingly endless possibilities.

I D E N T I F I E R

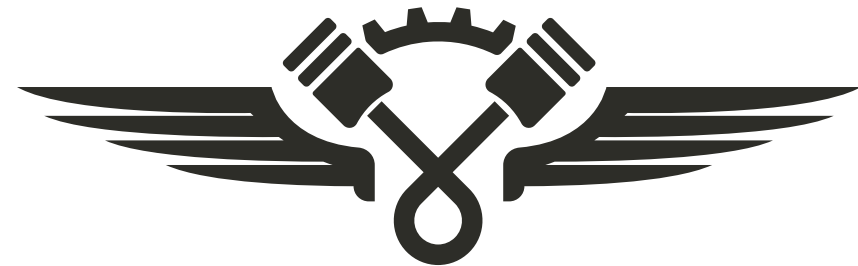
The identifier of the UAE Concours d'Elegance company consists of two parts: the symbol, the 'UAE Concours d'Elegance' logotype.

The identifier has one color: CDE Grey (see 'CDE colors' for color specifications).

The background is open range, any color or composition can be used as background as long as the logo is visible. The identifier is specially designed. The symbol can also be used as identifier, only if company name is clearly visible in rest of the content of design material.

Never change the artwork. Use always the original file.

*These rules may not apply on metal casting of the identifier.



CONCOURS D'ELEGANCE

UAE

IDENTIFIER BOUNDING BOX

Around the identifier a space is defined where no other image or cut out is allowed: the bounding box. This space is always blank. There is a preferred and a minimum version of the bounding box. Apply the preferred version as much as possible. The minimum version can be applied if there is not much space on the application.



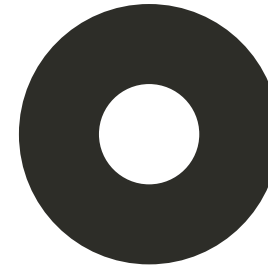
C D E C O L O R S

Primary Color

CDE Grey should be applied to the identifier's design and the type.

Supporting Colors

CDE Light Grey, CDE Pale and CDE Light Pale should only be used for supporting graphics and layout elements.



CDE GREY

CMYK: 68%, 62%, 66%, 65%

RGB: 47, 46, 41

Hex: 2F2E29

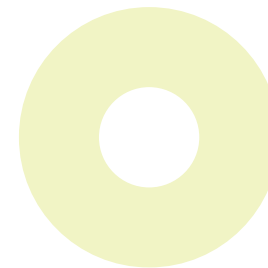


CDE Light Grey

CMYK: 6%, 4%, 4%, 0%

RGB: 236, 236, 236

Hex: ECECEC



CDE Pale

CMYK: 5%, 0%, 28%, 0%

RGB: 243, 243, 197

Hex: F3F3C5



CDE Light Pale

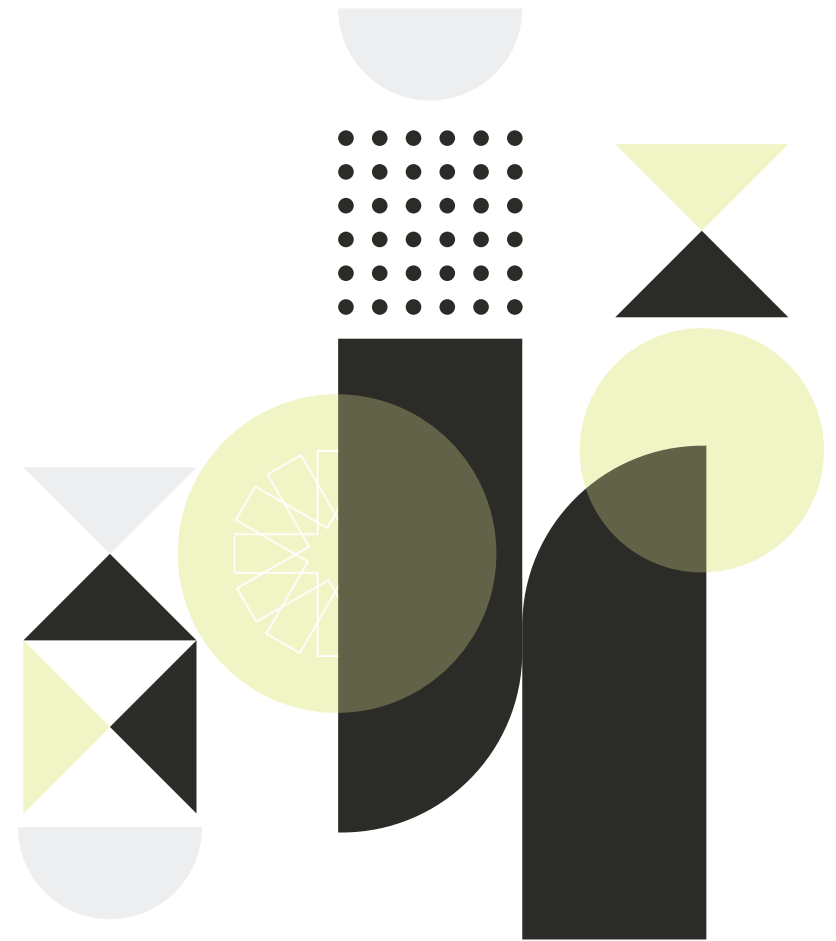
CMYK: 3%, 0%, 17%, 0%

RGB: 247, 249, 225

Hex: F7F9E1

BRAND PATTERN

Use basic shapes (solid or color-blended) with subtle use of islamic pattern. Refer to Bauhaus Art Movement to create layouts.



T Y P E F A C E

For print Media 'Source San Variable' can be used in its different weights.

For web media use Google font 'Poppins' in specified weights

FOR PRINT

Source Sans Variable Extra Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

\$&*/<+>@%®©™«[(':-:|;.,_')]»

Source Sans Variable Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

\$&*/<+>@%®©™«[(':-:|;.,_')]»

Source Sans Variable Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

\$&*/<+>@%®©™«[(':-:|;.,_')]»

Source Sans Variable Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

\$&*/<+>@%®©™«[(':-:|;.,_')]»

WEB MEDIA

Google font: Poppins

Weights: 100,200,300,400,500,700

FILE TYPES

EPS - ENCAPSULATED POSTSCRIPT FILE

EPS files are used in many applications in the advertising industry, but are especially known for use for items such as signs, promotional items and any other application that may require either enlarging the image or using the image without a white background around the image. An EPS is a vector format, meaning that the image is made of a system of points that correspond to each other. Whether enlarging or reducing the size, these points always know how to correlate to each other, producing a crisp image no matter the size.

EPS formats are ONLY visible on screen using a program such as Adobe Illustrator or when placed into a publishing program such as Adobe InDesign, Quark Xpress or Microsoft Publisher. When trying to view these formats outside these types of programs, the image will appear as a white box only.

When using an EPS for promotional items or print items, you may be asked to supply a “spot color” logo. This refers to a specific color of ink versus the standard 4-color (CMYK) printing, and can save money when placing a 1 or 2-spot color job. Your printer or product specialist will help you with this option should you have any questions. EPS options for downloads include spot color, cmyk, black and white (reverse).

JPG - JOINT PHOTOGRAPHIC EXPERTS GROUP

JPGs are used for on screen applications such as Microsoft PowerPoint and the internet, as well as printing in documents such as Microsoft Word. JPGs are a raster format also known as bitmap, meaning the image is made of pixels. When enlarged, the image will become pixelated. These type of images can be downsized, but not enlarged from original size. Since JPGs are a flattened image, a white box will always appear around the image when placing on a background other than white.

PLACING IN MICROSOFT WORD :

To place in your Microsoft Word document, simply go to the Insert menu and select “picture” then “from file.” A box will open and prompt you to choose the image you want to place. Choose the image, preferably a JPG image. (While other formats can be placed, it is not recommended as they aren’t as compatible and can cause your document to be larger in size.) Once you select the image, click the “insert” button and the image will appear in the document. Use the corner buttons on the image to resize as necessary. (And remember! Don’t enlarge the JPG, only reduce the size!)

PDF - Portable Document Format

PDFs are typically used for printing as well as placement into publishing programs. PDFs can be placed into publishing programs without a white box appearing as EPS’ are capable of, but they cannot be enlarged without pixelation occurring as JPGs do. These types of files are a raster or bitmap image, like JPGs, meaning the image is made of pixels and cannot be enlarged, only reduced in size.

PDFs are a standard in the world of printing and are easily read by both PC and MAC computers, making it an easy file type to use no matter the application. Can be used in programs such as Adobe InDesign, Quark Xpress, Microsoft Publisher, Adobe Acrobat, Adobe Illustrator and Adobe Photoshop.

TIF - TAGGED FILE FORMAT

TIF (also known as TIFF) is a file format similar to a JPG. It is used for images, photographs and line art, but it is a compressed file and is raster/bitmap based. TIF files cannot be enlarged, but only reduced in size, and will always appear with a white box when placed on a background with any other color than white. TIFs are typically only used for applications in publishing programs such as Adobe InDesign, Quark Xpress or Microsoft Publisher, but can also be used in photo editing software such as Adobe Photoshop.