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INTRODUCTION

This is a guideline describing the basic elements of the Abu Dhabi Sustainability Week (ADSW) brand. Adhering to these guidelines is essential in maintaining ADSW’s image in a coherent, consistent, and professional manner. The ADSW identity must be applied appropriately across all internal and external touchpoints.

In order to uphold the ADSW brand and to achieve a visually consistent public profile, it is important that the use of the ADSW brand occurs without any alteration to the specific formats outlined by this style guide.
The primary English brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and English wordmark.

The primary Arabic brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and Arabic wordmark.

The primary Dual Masdar brandmarks are one of the most valuable assets. The horizontal lock-up brandmark is made up of three elements: Icon, Arabic wordmark and English wordmark.

This brandmark should be used for all internal and external communications on items such as stationery, brochure collateral, advertising etc.
BRANDMARK

Secondary Logo

The secondary English brandmark is one of the most valuable assets. The secondary brandmark is made up of two elements: Icon and English wordmark. Use when appropriate.

The secondary Arabic brandmark is one of the most valuable assets. The secondary brandmark is made up of two elements: Icon and Arabic wordmark. Use when appropriate.

The vertical lock-up brandmark is made up of three elements: Icon, Arabic wordmark and English wordmark. Use when appropriate.

This brandmark should be used for all internal and external communications on items such as stationery, brochure collateral, advertising etc.
LOGO FORMATS

All versions of the brandmarks are available in Pantone©, process colour and single colour in positive and negative formats.

On a black background, the colour of the typography appears in reverse, while the colour of the logo design remains the same.

For a black and white rendition, the colour of the typography appears in reverse, while the colour of the logo design is in greyscale.

The monochrome version of the branding will be used in case of special applications such as embossing, engraving, faxes etc.
This breakdown shows the brand colour specifications for various printing and web applications. Always follow the correct colour specifications shown here when specifying the colours for the ADSW brand.

**COLOUR PALETTE**

Circle Blue  
Pantone 631 C  
C 70 - M 10 - Y 20 - K 0

Yellow  
Pantone 108 C  
C 0 - M 15 - Y 100 - K 0

Green  
Pantone 360 C  
C 60 - M 0 - Y 100 - K 0

Orange  
Pantone 1375 C  
C 0 - M 50 - Y 100 - K 0

Grey  
Pantone 446 C  
C 0 - M 0 - Y 0 - K 90

Grey  
Pantone 425 C  
C 0 - M 0 - Y 0 - K 80

The greyscale brand guidelines is used to achieve a rendering similar to the coloured brand guidelines in black and white printing.
TYPOGRAPHY

AVENIR and GE SS are the primary typefaces for English & Arabic.

ENGLISH PRIMARY TYPEFACE

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/;'\[

BLACK / HEAVY / MEDIUM / ROMAN / BOOK

ENGLISH SECONDARY TYPEFACE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/;'\[

BOLD / REGULAR / BOLD ITALIC / ITALIC

ARABIC PRIMARY TYPEFACE

GE SS TWO MASDAR

اب 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
0987654321

BOLD / MEDIUM / REGULAR / LIGHT

ARABIC SECONDARY TYPEFACE

Arial

اب 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
0987654321

BOLD / REGULAR

FONTS

AVENIR BOOK / GE SS TWO LIGHT is the preferred weight for body and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA REGULAR / TAHOMA REGULAR (browser safe font) be used.

AVENIR BLACK / GE SS BOLD is the preferred weight for Headlines and Sub Headings, and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA BOLD / TAHOMA BOLD.

AVENIR BOLD / GE SS BOLD is the supporting weight used to highlight words or phrases, the BOLD weight should only be used when it is necessary to differentiate from the AVENIR light or regular weight. On E-applications and web applications VERDANA BOLD (browser safe font) can be used instead of AVENIR Medium.
CLEAR SPACE

To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy, photographs or graphic elements.

ClearSpace = 1’A’
The minimum clear space around the brandmark is measured by the height of the English letter ‘A’ which is the same height as the Arabic letters ظبى (Dhabi). Refer to the diagram above when calculating the minimum size.

The clear space is equal to 1’A’. Always maintain a minimum clear space around the Masdar brandmark to preserve its integrity. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

This rule applies to all versions of the ADSW brandmarks (Primary, Secondary, Vertical & Horizontal).

Please note
The brandmarks shown on this page are for visual reference only and are not to scale, please refer to the measurement below each for accurate minimum sizes.

BRANDMARK: MINIMUM SIZE BRANDMARK

The brandmark master artworks can be enlarged or reduced in size. They do not have a maximum size, although they do have a minimum size.

CALCULATING THE MINIMUM SIZE
To specify the size of the ADSW primary brandmark always measure across the full width of the brandmark. Always ensure that the ADSW primary brandmark is scaled in proportion and is not distorted in any way.

PRIMARY BRANDMARK - MINIMUM SIZE
This size has been determined to ensure maximum clarity for all elements at small sizes. The single language primary brandmark should never be used smaller than 30mm in width. The dual language horizontal brandmark should never be used smaller than 40mm in width, and the dual language vertical brandmark should never be used smaller than 25mm in width.

ICON - MINIMUM SIZE
The Infinitor should never be used smaller than 5mm in width whenever it’s used on it’s own.

Please note
The brandmarks shown on this page are for visual reference only and are not to scale, please refer to the measurement below each for accurate minimum sizes.
DESIGN ELEMENTS

The below is a decorative element only that can be used across all collateral.

PATTERN USE

For use as an accent or background to signage, marketing collateral, presentations, gifts, etc.

PATTERN VARIATIONS

The below must be followed when using ADSW design elements:

• It must never be altered from its original state.
• It must never change colour from the variation used.
• All four colors in the variation have to be used.
A. Date Lock up

Date lock-up is to be used only when the event date is not indicated in the advert/collateral/online banner.
LOGO PLACEMENT

In all Arabic ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom left side.

In all English ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom right side.
ADVERTISING LAYOUT

A. ADSW Adverts with Masdar/sponsor

**LOGO PLACEMENT**

In all Arabic ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom left side.

In all English ADSW adverts, ADSW logo should be placed on the top side of the advert and the Masdar logo should be placed on the bottom right side.
ADVERTISING LAYOUT

B. Third Party Adverts

In any advert for WFES/third party, the ratio between their logo and ADSW MASDAR lock up should always stay 80%.
In any outdoor adverts for WFES/third party, the ratio between their logo and ADSW MASDAR lock up should always stay 80%.
ADSW logo always goes on the top left side of the artwork

If accompanied by one or more logos they can be placed on the bottom of the artwork
Masdar logo is only included in the artwork if the event relates to Masdar. Then the Masdar logo is positioned at the bottom right side of the page.

If accompanied by one or more logos they can be placed on the bottom of the page.
ADSW LOGO PLACEMENT IN VIDEOS

A. Alone

ADSW logo
ADSW logo is placed in the top left of the screen with the date and website below. As shown in the example above.

ADSW logo + partner
ADSW logo is placed in the top left of the screen with the date and website below, followed by the partner logo at the bottom center of the screen. As shown in the example above.
ADSW LOGO PLACEMENT IN VIDEOS

B. With Masdar

**ADSW + Masdar**
When the video is related to Masdar, ADSW logo is placed in the top left of the screen with the website below and Masdar logo on the bottom center. As shown in the example above.

**ADSW + Masdar + partner**
When the video is related to Masdar, ADSW logo is placed in the top left of the screen with the website below and Masdar logo on the bottom center paired with any sponsors logos. As shown in the example above.
COLLATERALS
Pull-up Banners

The above layout applies to all ADSW collaterals and other branding elements.
The above layout is for ADSW events.
When Masdar is the organizer of the event, Masdar logo should go on the top right and ADSW logo should go on the top left.
When a third party organizes an event during ADSW, ADSW and Masdar lock-up should go on the top right with a ratio of 80%
ADSW PILLARS
When and how to use the pillars icons

SOCIAL MEDIA ACCOUNTS

When used for adverts, events, media that will likely be shared or viral, ADSW logo to be placed on the top left side of the post.

When used for general posts, images, advices, no need to include the ADSW logo in the post.
STATIONERY

Shown below is a general overview of a ADSW stationery suite. The use of the typographic style and colour, along with a single paper stock, produce visually consistency of the stationery suite.

Always use the specifications on the following pages when creating stationery for ADSW.

FORMAT
Letterhead and Continuation sheet - A4
Business Envelope - DL 210mm x 100mm
Business Envelope - A4 324mm x 229mm

PAPER SPECIFICATIONS
Letterhead and Continuation sheet
- 148 GSM / Brilliant White

PRINT SPECIFICATION
Always use the Master Artworks provided.
STATIONERY

Shown below is a general overview of a ADSW stationery and gift item suite. The use of the typographic style and colour, along with a single paper stock, produce visually consistency of the stationery and gift item suite.
Abu Dhabi Sustainability Week (ADSW) is a global platform for accelerating the world’s sustainable development. The week brings together a unique fusion of policy makers, industry specialists, technology pioneers and the next generation of sustainability leaders. Through its initiatives and events, ADSW is a catalyst for sharing knowledge, implementing strategies and delivering solutions to drive human progress.

ADSW is committed to furthering our understanding of the major social, economic and environmental trends shaping the world’s sustainable development.
The primary English brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and English wordmark.

The primary Arabic brandmark is one of the most valuable assets. The primary brandmark is made up of two elements: Icon and Arabic wordmark.

The primary Dual Masdar brandmarks are one of the most valuable assets. The horizontal lock-up brandmark is made up of three elements: Icon, Arabic wordmark and English wordmark.

This brandmark should be used for all internal and external communications on items such as stationery, brochure collateral, advertising etc.
LOGO FORMATS

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On a black background, the colour of the typography appears in reverse, while the colour of the logo design remains the same.

For a black and white rendition, the colour of the typography appears in reverse, while the colour of the logo design is in greyscale.

The monochrome version of the branding will be used in case of special applications such as embossing, engraving, faxes etc.

COLOUR PALETTE

Circle Blue
Pantone 631 C
C 70 - M 10 - Y 20 - K 0

Grey
Pantone 425 C
C 0 - M 0 - Y 0 - K 80

Circle Blue
Black 40%

Yellow
Black 20%

Green
Black 30%

Orange
Black 55%

This breakdown shows the brand colour specifications for various printing and web applications. Always follow the correct colour specifications shown here when specifying the colours for the ADSW brand.

The greyscale brand guidelines is used to achieve a rendering similar to the coloured brand guidelines in black and white printing.
**TYPOGRAPHY**

AVENIR and GE SS are the primary typefaces for English & Arabic.

### ENGLISH PRIMARY TYPEFACE

**AVENIR**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\]

**BLACK / HEAVY / MEDIUM / ROMAN / BOOK**

### ENGLISH SECONDARY TYPEFACE

**Verdana**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\]

**BOLD / REGULAR / BOLD ITALIC / ITALIC**

### ARABIC PRIMARY TYPEFACE

**GE SS TWO MASDAR**

ا ب 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

0987654321

**BOLD / MEDIUM / REGULAR / LIGHT**

### ARABIC SECONDARY TYPEFACE

**Arial**

ا ب 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

0987654321

**BOLD / REGULAR**

### FONTS

AVENIR BOOK / GE SS TWO LIGHT is the preferred weight for body and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA REGULAR / Tahoma REGULAR (browser safe font) be used.

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The clearspace is equal to 1'A'. Always maintain a minimum clear space around the Masdar brandmark to preserve its integrity. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

Always use master artworks which are provided. Please do not alter them in any way. Clear space is included in the artwork.

BRANDMARK: MINIMUM SIZE BRANDMARK

The brandmark master artworks can be enlarged or reduced in size. They do not have a maximum size, although they do have a minimum size.

CALCULATING THE MINIMUM SIZE
To specify the size of the ADSW SUMMIT primary brandmark always measure across the full width of the brandmark. Always ensure that the ADSW SUMMIT primary brandmark is scaled in proportion and is not distorted in any way.

PRIMARY BRANDMARK - MINIMUM SIZE
This size has been determined to ensure maximum clarity for all elements at small sizes. The single language primary brandmark should never be used smaller than 30mm in width. The dual language horizontal brandmark should never be used smaller than 40mm in width, and the dual language vertical brandmark should never be used smaller than 25mm in width.

ICON - MINIMUM SIZE
The Infinitor should never be used smaller than 5mm in width whenever it’s used on its own.

PLEASE NOTE
The brandmarks shown on this page are for visual reference only and are not to scale, please refer to the measurement below each for accurate minimum sizes.
ADSW SUMMIT AND ADSW LOCK-UPS
LOGO PLACEMENT

Option 1

ADSW SUMMIT logo always goes on the top left side of the artwork accompanied by ADSW logo as a lock up next to each other.

Masdar logo is only included in the artwork if the event relates to Masdar. Then the Masdar logo is positioned at the bottom right side of the page.

If accompanied by one or more logos they can be placed on the bottom of the artwork.
LOGO PLACEMENT

Option 2

ADSW SUMMIT logo always goes on the top left side of the artwork accompanied by ADSW logo on the bottom left.

Masdar logo is only included in the artwork if the event relates to Masdar. Then the Masdar logo is positioned at the bottom right side of the page.

If accompanied by one or more logos they can be placed on the bottom of the artwork.
For more information please contact: contactus@adsw.ae
or visit:

facebook.com/ADSWagenda
@ADSWagenda
@ADSWagenda
@ADSWagenda