



ABU DHABI SUSTAINABILITY WEEK

BRAND GUIDELINES

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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.

BRANDMARK

Primary Logo

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

PRIMARY ENGLISH
BRAND MARK



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

PRIMARY ARABIC
BRAND MARK



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.

HORIZONTAL
BRAND MARK
LOCKUP



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.

SECONDARY VERTICAL
ENGLISH BRAND MARK



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.

SECONDARY VERTICAL Y
ARABIC BRAND MARK



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

VERTICAL
BRAND MARK
LOCKUP



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.

COLOUR PALETTE

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.



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.



Circle Blue
Black 40%



Yellow
Black 20%



Green
Black 30%



Orange
Black 55%



Dark Grey
Black 90%

TYPOGRAPHY

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

ENGLISH PRIMARY TYPEFACE

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\[]= ~!@£\$%^&*()

BLACK / HEAVY / MEDIUM / ROMAN / BOOK

ARABIC PRIMARY TYPEFACE

GE SS TWO

ا 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
٠٩٨٧٦٥٤٣٢١

BOLD / MEDIUM / LIGHT / ULTRA LIGHT

ENGLISH SECONDARY TYPEFACE

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,/;'\[]= ~!@£\$%^&*()

BOLD / REGULAR / *BOLD ITALIC / ITALIC*

ARABIC SECONDARY TYPEFACE

Tahoma

ا 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
0987654321

BOLD / REGULAR

FONTS

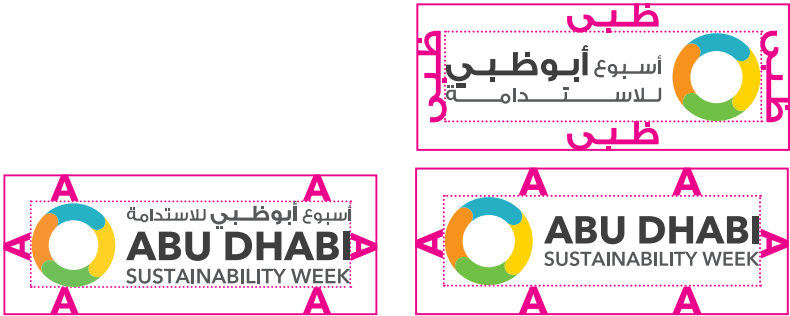
AVENIR BOOK / GE SS TWO LIGHT is the preferred weight for body and should be used wherever possible across all brand applications. Only on E-applications and web applications can VERDANA REGULAR / TAHOMA REGULAR (browser safe font) be used.

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 'طبي' (Dhabi). Refer to the diagram above when calculating the minimum size.

The clearspace is equal to 1'A'. Always maintain a minimum clear space around the Masdar brandmark

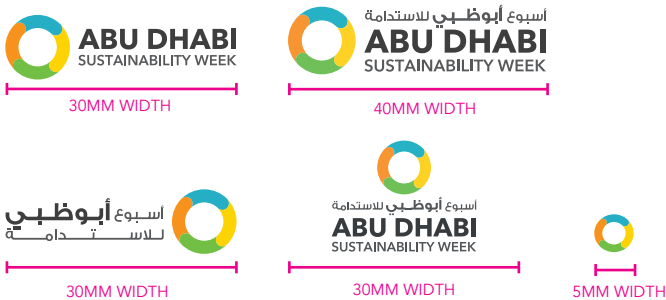
to preserve its integrity. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

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

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 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.



DESIGN ELEMENT 1



DESIGN ELEMENT 2



DESIGN ELEMENT 3

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 element 1 & 2:

- 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.

The below must be followed when using ADSW design element 3:

- It can be used for special publications & VIP gifts
- It should be used in gray scale or blue
- The thicker shorter line can be scaled up to 300%

LOGO LOCK-UPS

A. Date Lock up

English



Arabic



Bilingual horizontal



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

LOGO LOCK-UPS

B. Masdar Lock up

English



Arabic



Bilingual horizontal



Bilingual Vertical




In any third party advertisements, the ADSW logo should be used alongside the Masdar logo.

ADVERTISING LAYOUT


A. ADSW Adverts

GENERIC ADVERT ARABIC



أسبوع أبوظبي
للاستدامة


Advert goes here



مصدر
إحدى شركات مبادلة


#HASHTAG
WWW.ABUDHABISUSTAINABILITYWEEK.COM

GENERIC ADVERT ENGLISH



ABU DHABI
SUSTAINABILITY WEEK

Advert goes here

Hosted by

Masdar
A MUBADALA COMPANY

#HASHTAG
WWW.ABUDHABISUSTAINABILITYWEEK.COM

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

Advert

Under the Patronage of H.H. General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the U.A.E. Armed Forces



14 - 17 January 2019, ADNEC

Part of

ABU DHABI SUSTAINABILITY WEEK

Hosted by

Masdar

Principal Sponsor

ADNOC

Innovation Sponsor

EGA

Diamond Sponsor

ExxonMobil

Discover the latest technologies driving the **global energy transformation**



30,000+
ATTENDEES

175
COUNTRIES

630+
EXHIBITING COMPANIES

Plan Your Business Meetings Online

Register today at wfes.ae

Key Sectors



Under the Patronage of H.H. General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the U.A.E. Armed Forces



14 - 17 January 2019, ADNEC

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ATTENDEES

175
COUNTRIES

630+
EXHIBITING COMPANIES

Plan Your Business Meetings Online

Register today at wfes.ae

Key Sectors




In any advert for WFES/third party, the ratio between their logo and ADSW MASDAR lock up should always stay 80%.

ADVERTISING LAYOUT

B. Third Party Adverts

Hoarding


**WFES**
14 - 17 January 2019, ADNEC

Discover the latest
technologies driving the
global energy transformation


Part of




Hosted by




Principal Sponsor



Innovation Sponsor



Diamond Sponsor



100%

**WFES**
14 - 17 January 2019, ADNEC

Discover the latest
technologies driving the
global energy transformation

80%

Part of



Hosted by



Principal Sponsor



Innovation Sponsor




Diamond Sponsor



In any outdoor adverts for WFES/third party, the ratio between their logo and ADSW MASDAR lock up should always stay 80%.


POWERPOINT PRESENTATION TEMPLATE

اسبوع أبوظبي
للاستدامة




Click to add title

Click to add subtitle


ABU DHABI
SUSTAINABILITY WEEK

Click to add title

Click to add subtitle




مصدر
مبادرات التنمية المستدامة




اسبوع أبوظبي
للاستدامة




Click to add title


Click to add text











Click to add title

ABU DHABI
SUSTAINABILITY WEEK

Masdar
مبادرات التنمية المستدامة

Click to add text





16

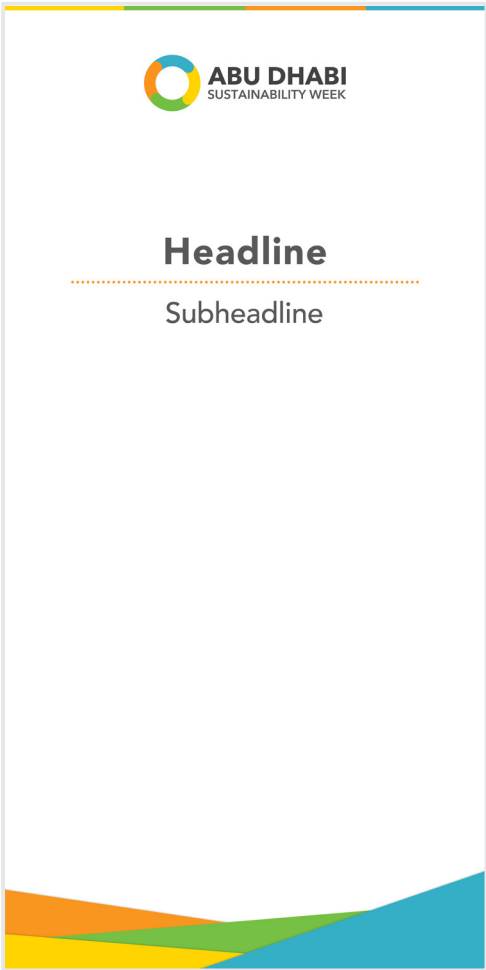
COLLATERALS

Pull-up Banners

GENERIC PULL-UP ARABIC



GENERIC PULL-UP ENGLISH



The above layout applies to all ADSW collaterals and other branding elements.

EVENTS BRANDING

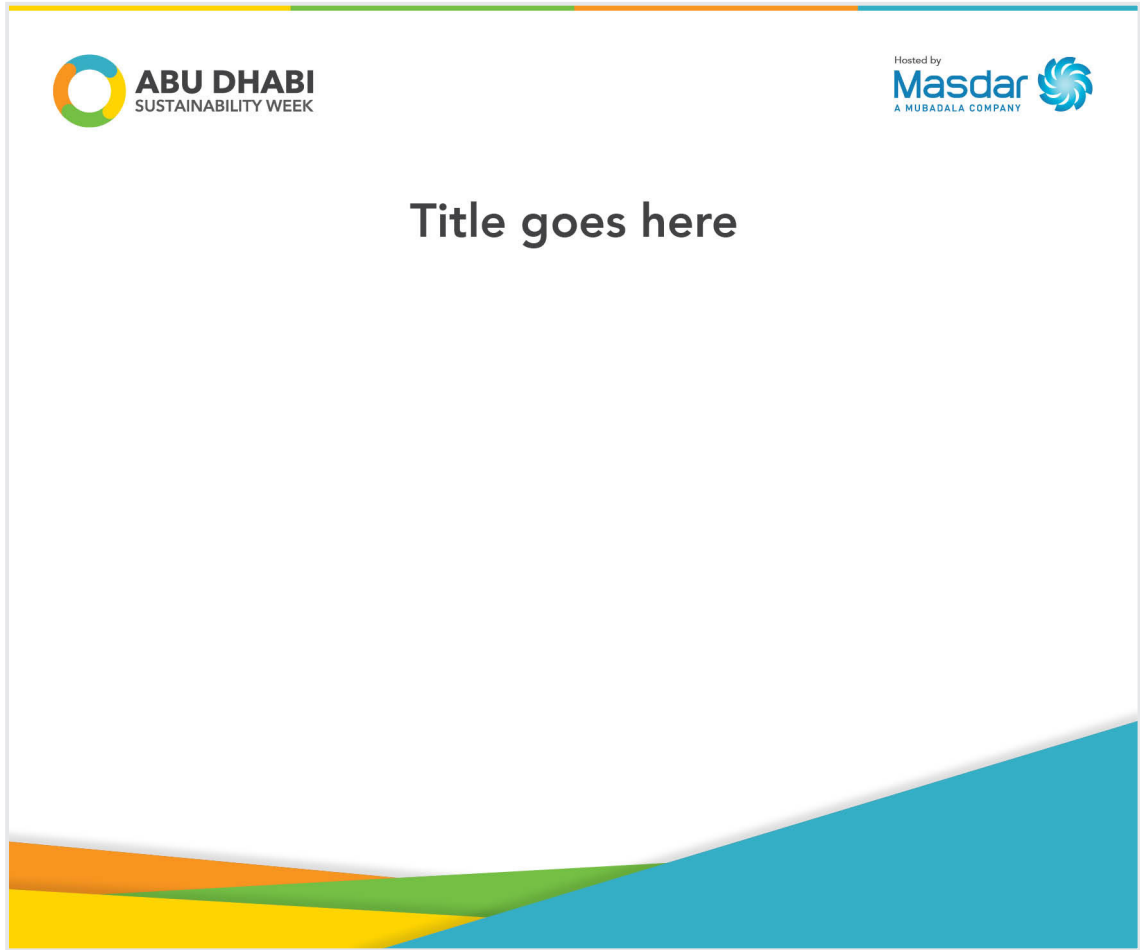
A. ADSW Event



The above layout is for ADSW events.

EVENTS BRANDING

B. Organised by Masdar



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.

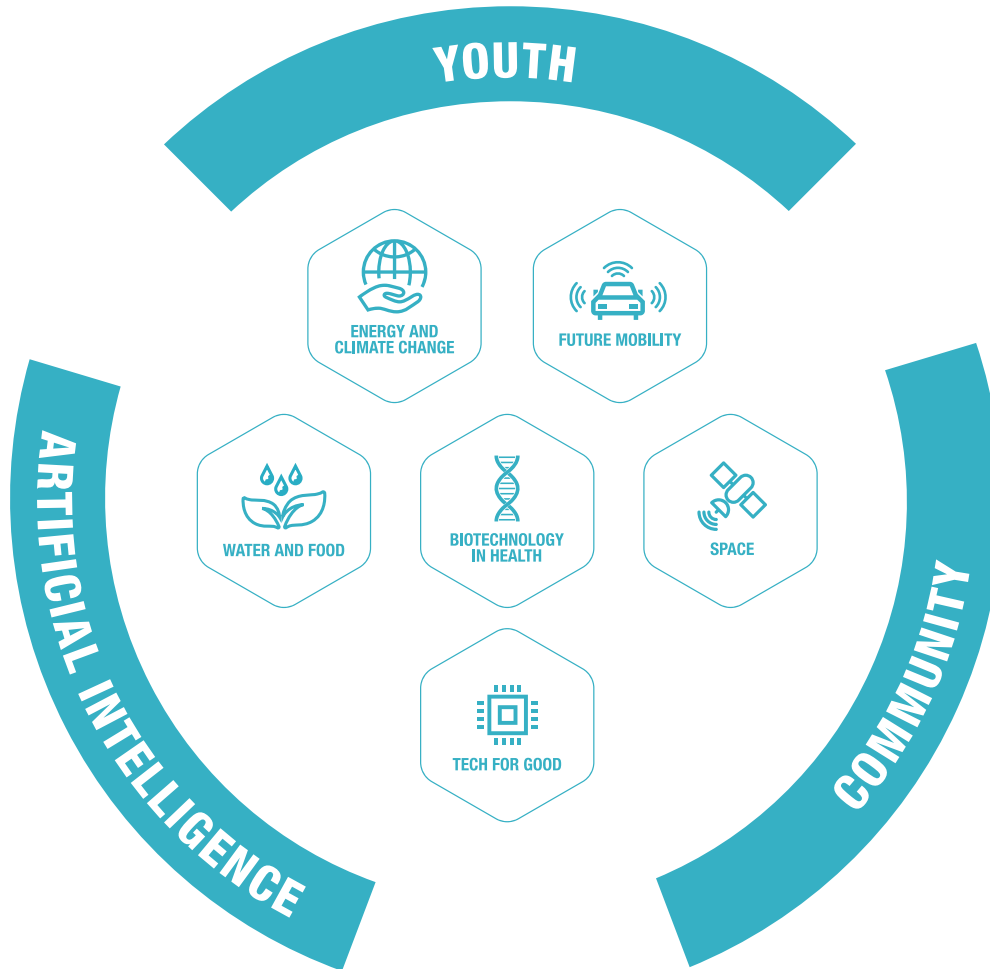
EVENTS BRANDING

C. Third Party Event Within ADSW



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%

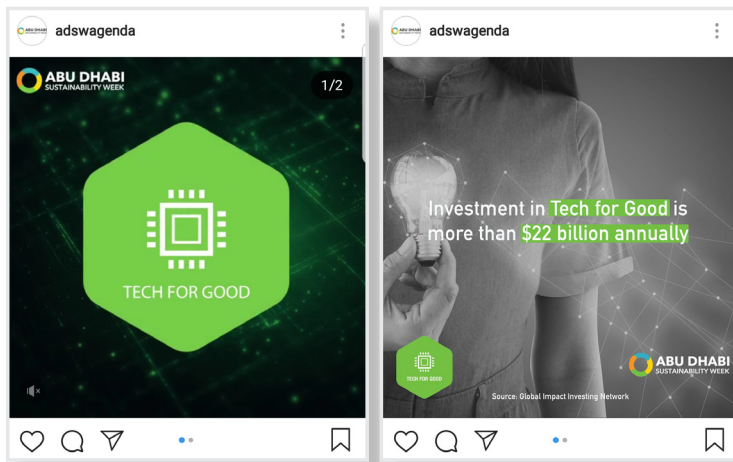
ADSW PILLARS



ADSW PILLARS

When and how to use the pillars icons

SOCIAL MEDIA ACCOUNTS



PPT TEMPLATE



ADSW icons to be used for presentations and social media

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.



BOILERPLATE (FOR EDITORIAL USE)

Abu Dhabi Sustainability Week is a global catalyst for advancing the world's sustainable development. The week brings together a unique mix of policy makers, industry specialists, technology pioneers and the next generation of sustainability leaders, along with local community members. The platform provides an opportunity for participants to track the latest trends and showcase how the industry is adapting and evolving.

ADSW is committed to furthering our understanding of the major social, economic and environmental trends shaping the world's sustainable development. Through its initiatives and events, ADSW promotes knowledge sharing, helping governments, businesses and local communities realise strategies that bolster sustainable development and solutions that drive human progress.

The 2018 edition of the programme hosted around 38,000 attendees from 175 countries, with more than US\$15 billion worth of projects announced during the week.



For more information please
contact: contactus@adsw.ae
or visit:

 facebook.com/ADSWagenda

 [@ADSWagenda](https://www.instagram.com/ADSWagenda)

 [@ADSWagenda](https://twitter.com/ADSWagenda)