

Reem Emirates Aluminum
Corporate Brand Guideline

Implementing the Reem Emirates Aluminum brand in communications



Introduction



The core business of Reem Emirates Aluminum is the design and manufacture of custom-made, unitized curtain wall panels. The aluminum curtain wall factory built within an area of 80,000 sqm can produce more than 65,000 sqm. of curtain wall panels each month. REA has two additional facilities for glass fabrication and metal cladding at total build-up area of 13,000 sqm. All designs are created in-house and supervised by our design specialists from concept design to installation, providing integrated technology solutions for clients.

REA has completed some the major projects in Abu Dhabi & Qatar such as Etihad Towers & Barwa Commercial Avenue.

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 - Mini bus

1

Brand Strategy: Vision / Mission



Our Vision

To be globally number 1 and the clients 1st preference in providing façade solutions.

Our Mission

Committed to provide sustainable high-end quality engineering façade solutions by utilizing cutting edge technology and outstanding customer services.

1.1

Brand Strategy: Values



- › Ethics
- › Agility
- › Client satisfaction
- › People
- › Efficiency
- › Accountability
- › Teamwork
- › Innovation

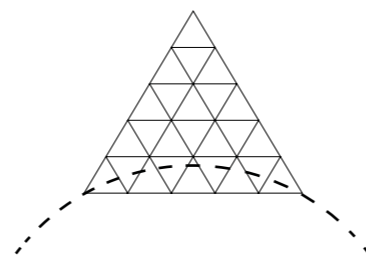
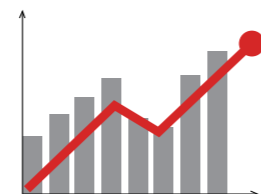
2.0

Logo Rationale



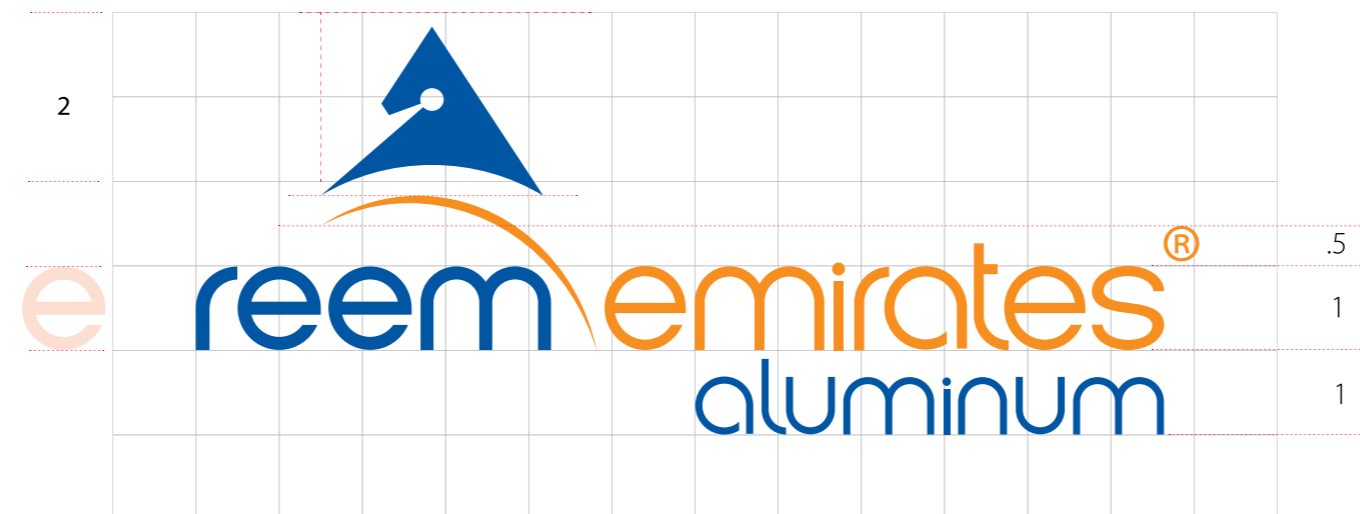
Old logo

The curve line is a graphic representation of the company's headquarter and at the same time, an expression of fluid and dynamic movement.



2.1

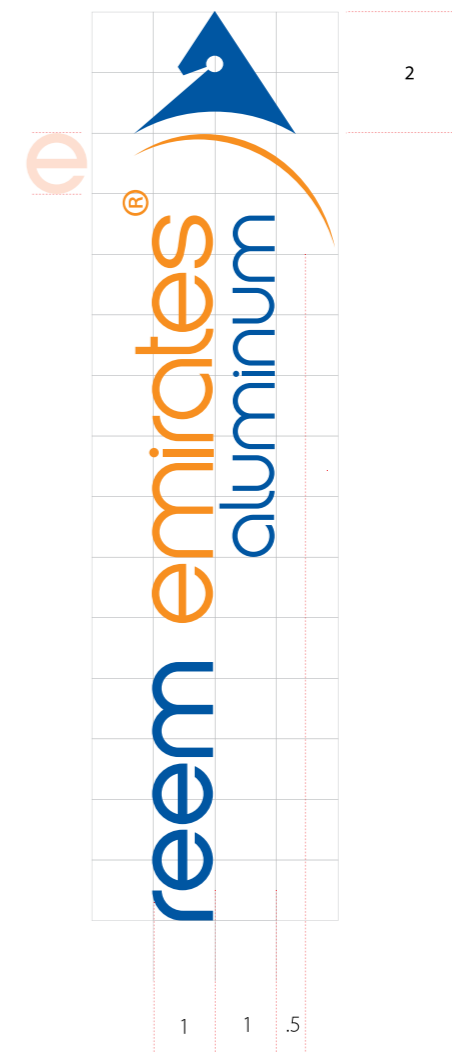
Master Logo / Grid



Master logo horizontal orientation

2.2

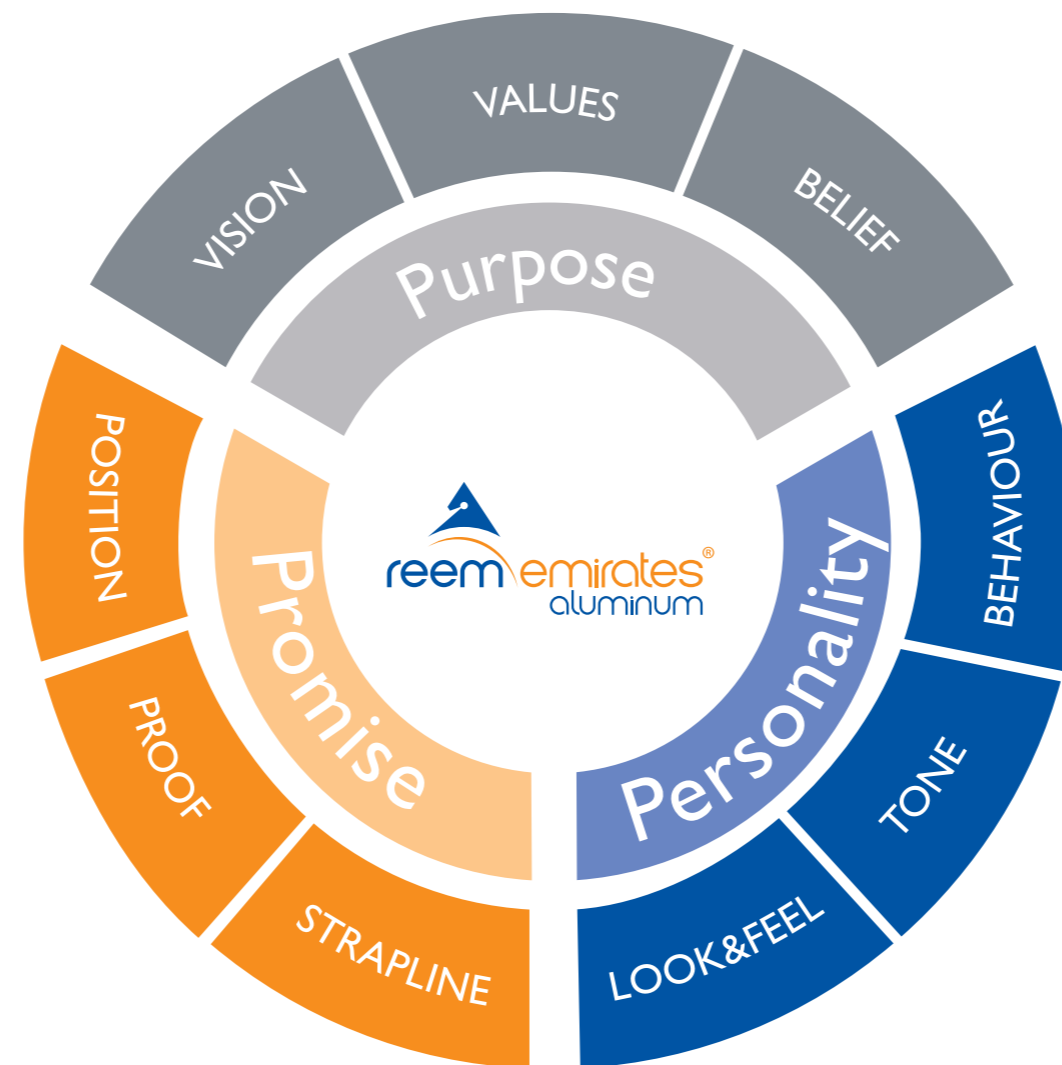
Orientation Options / Grid



Tall Orientation

2.3

Brand Narrative



The Brand Narrative is defined by 3 components;

- Verbal
- Visual
- Operational / Experiential communication

The Verbal and Visual communication is emanating from the promise and personality indicated in the brand wheel. The operational / experiential is the purpose indicated in the upper part of the brand wheel.

The identity of Reem Emirates Aluminum is shaped by its mission - The basic elements of the brand have been selected to symbolise this role, creating a unique look for Reem Emirates Aluminum and supporting its philosophy. They form the foundation of a distinct and memorable identity that embodies the key values and attributes of Reem Emirates Aluminum. The brand also symbolises Reem Emirates Aluminum's professionalism, aspirations and focus.

2.4

Basic Identity Elements



REA's visual identity has three key elements:

1. Brand identity
2. Pattern
3. Typography

If we use the elements consistently and correctly, they will create a distinctive and recognizable profile for Reem Emirates Aluminum.

Master Logo

Symbol

Wordmark and endorsement line



Pattern



Typography

Gotham

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee

GE SS

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2.5

Brand Identity Orientation and Lockups



If the logo is used in its standard format then the tagline can be incorporated within the lock-up. However, if the logo is used in an un-orthodox format, the tagline should not be used in the lock up, but, used elsewhere in the design.



2.6

Size



40 mm



30 mm



25 mm



20 mm



Reem Emirates Aluminum logo should always be set at a legible size, the recommended minimum size in width is 20 mm or 2 cm.

2.7

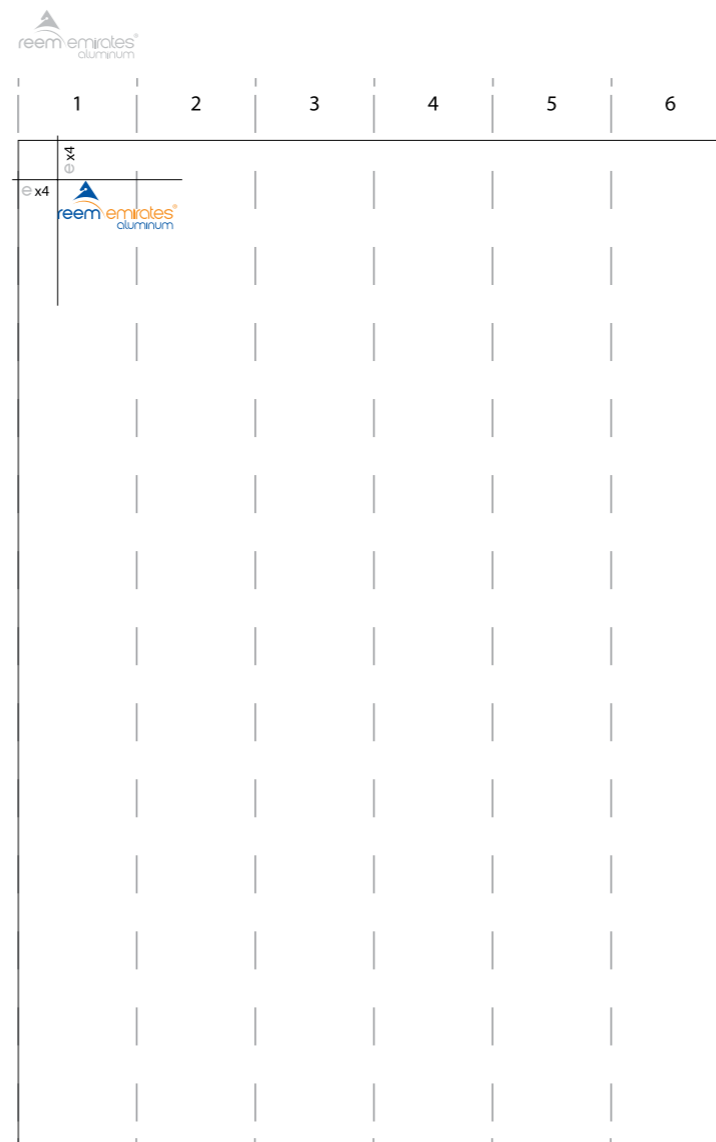
Clear Space



A clear space area equal to 2 x the height of the letter “e” of the English logotype has been defined around the brand identity which should remain free from other elements (type and graphics). Use the minimum clear space area as a guide to protect the brand identity from distracting elements. It is a minimum and should be increased wherever possible.

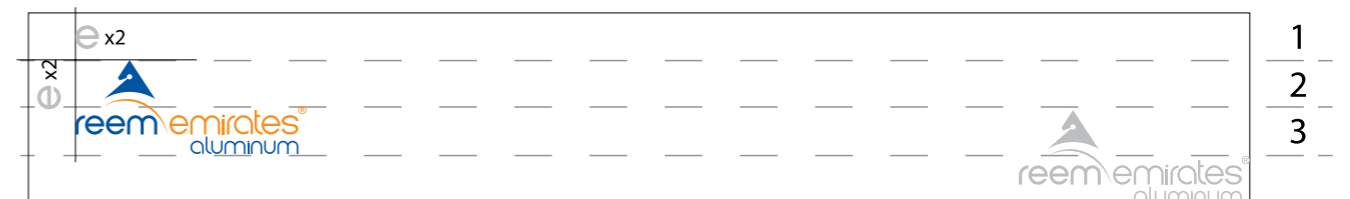
2.8

Logo Proportion / Placement



The width of the logo should not be smaller than the equivalent of the total work space divided by 6. In cases where the area is in horizontal orientation or the height is less than the equivalent of the width of the area divided by 6, the proportion of the logo should be based on the height divided by 3. The size of the logo should not be smaller than 1 but not bigger than 2.

The Reem Emirates Aluminum brand identity works best when it is anchored to the left of the layout, either top or bottom. The logo should be inset from the edge at least 2 times the height of the letter "e" of the English logotype.



2.9

Color Versions



Primary Logo



V.1 Full Color



V.2 One Color Positive



V.3 One Color Negative



V.4 One Color Negative



There are three color variations of the brand identity. The full color version is the primary brand identity and should be used wherever possible.

Version 1 - Full Color

Reem Emirates Aluminum logo in full color

Version 2 - One Color

Reem Emirates Aluminum logo in orange

Version 3 - One Color

Reem Emirates Aluminum logo in blue

Version 4 - One Color Negative

Reem Emirates Aluminum logo in a neutral color

2.10

Logo on Spot Colored Background



Full Color



The diagrams on the opposite shows which brand identity versions can be used on primary and secondary colored backgrounds.

One Color Positive



One Color Negative



2.11

Logo on Photographic Background



When using the brand identity on an image, select the color version that is most legible, and complements the image. The preferred brand identity color way is the full color version (1). It should be used wherever possible to reinforce our distinctive primary color palette.

V.1 Full color



V.2 Full color negative



V.3 One color positive



V.4 One color negative



2.12

Color Specifications

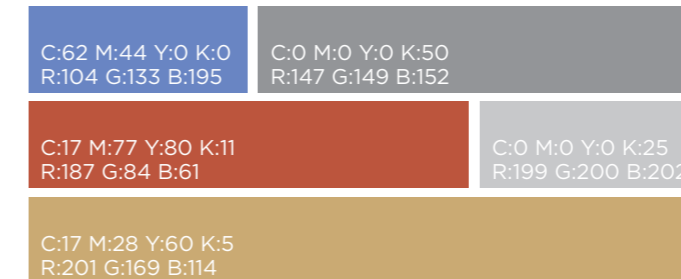


The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

Primary color palette



Secondary color palette

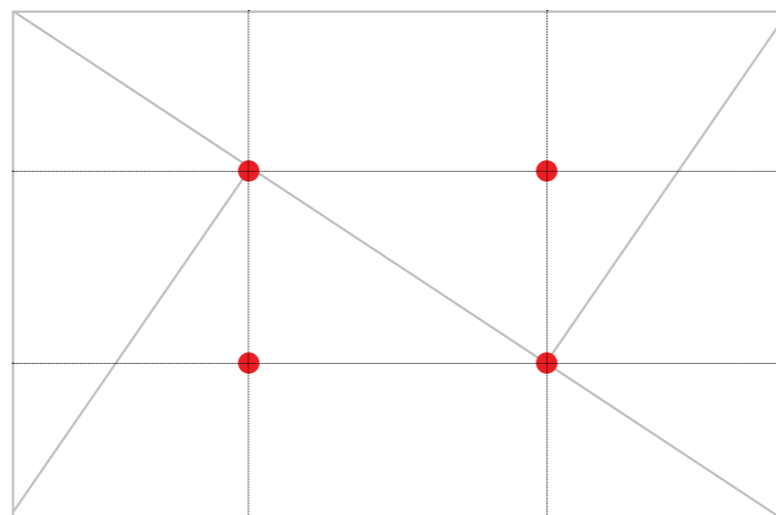


2.13

Image Style / Composition



When selecting images for print and electronic material, the hue should always be on the cool tone. Always consider the “Golden Triangle” ratio when framing or composing an image.



Golden Triangle



Please note: the photographic examples on this page are for conceptual and design reference only. The image rights belong to the corresponding sources or authors.

2.14

Incorrect Usage



Do not change the colors of the symbol and logotype.



Ensure the brand identity is legible when using on an image.



Do not alter or redraw the symbol.



Do not use the full color brand identity on primary colored backgrounds.



Do not rotate the symbol or logotype.



Do not stretch logotype or endorsement line.



Ensure the brand identity is legible when using on an image. Do not use transparency effects.

When reproducing the brand identity, always use the master artwork. Only use one of the four color versions shown on the guidelines for use on colored backgrounds and images.

2.15

Typeface - English



**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () - _ = +

Gotham Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () - _ = +

Gotham Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () - _ = +

Gotham Light

For designed, branded communication done internally or outside, use Gotham Bold / Medium for headline and titles and Gotham Book / Light font for body copies.

2.16

Typeface - Arabic



ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ل م ن ه و ي
.١٢٣٤٥٦٧٨٩

GE SS Medium

For designed, branded communication done internally or outside use GE SS Medium font for headlines and GE SS Light / Ultra light font can be used for body copies.

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ل م ن ه و ي
.١٢٣٤٥٦٧٨٩

GE SS Light

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ل م ن ه و ي
.١٢٣٤٥٦٧٨٩

GE SS UltraLight

2.17

Corporate Stationeries



VIP business card



Regular business card



Letterhead

Continuous sheet

2.17

Corporate Stationeries



Paper bag



Document envelope

2.17

Corporate Stationeries



DL envelope



A5 envelope

2.17

Corporate Stationeries



CD jacket / CD label

2.17

Corporate Stationeries



Email signature



Employee Name
Employee Designation
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T: +971-2-599-4200 | M: +971-55-000-0000 | F: +971-2-550-1812
website | email | map    

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2.17

Corporate Stationeries



Powerpoint template (Inside pages)



Powerpoint template (Title page)



2.17

Corporate Stationeries



Screen saver (Static)

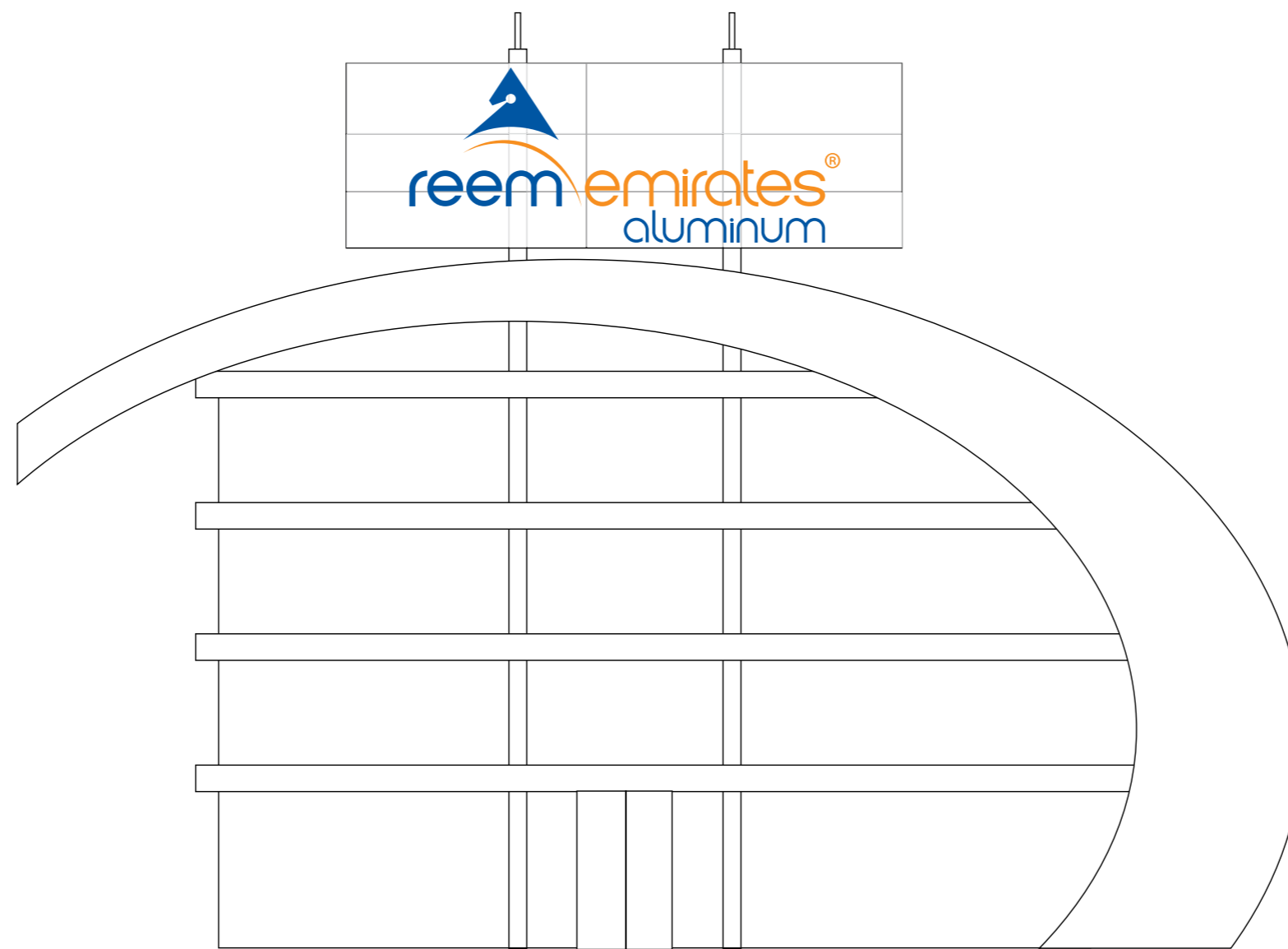


Wallpaper



2.18

Office Branding



Building Facade

2.19

Vehicle Livery



Pick up truck

2.19

Vehicle Livery



Van

2.19

Vehicle Livery



Mini bus

2.19

Vehicle Livery



Truck