



# Brand Guidelines

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Brand Identity Manual



# Contents

## 1.Brand Mark

Rationale	6
Clear Space	7
Minimum Size	9
Variations	10
Background Colours	11
Don'ts	12
Background Images	13
Favicon	14

## 2.Brand Colour

Primary colours	16
Secondary colours	17

## 3.Brand Typography

English Font/Head line font	19
English Font/Pargraph font	20
Arabic Font/Title / Body Text	21

## 4.Brand Pattern

OPTION 1 - 2	23
--------------	----

## 5.Brand Icons

SYSTEM ICONS	25
--------------	----

## 6.Brand Stationery

Letterhead	27
Business Card	28
Envelop	29
Notebook	30
T-Shirt	31
Logo Pin	32
Folder	33
Mug	34

## 7.Brand Architecture

Brand Architecture	36
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## 8.SOCIAL MEDIA

Layout	38
tampalet	39
Video Mark	40



# Vision.

To become your natural choice when looking for a partner in Abu Dhabi's real estate market. Property Shop Investment offers all entities a various number of platforms where all transactions can be made in a flexible and professional way.

Our commitment to consistency, corporate policies, high standards and mutually beneficial principles stands as a guarantee for the quality of service that we deliver and our aim to always be known as a trustworthy company.

Property Shop Investment's foundation was built based on 5 core values that have been the engine of our business throughout this entire time.



# Mission.

To provide the most beneficial real estate experience for all our partners and clients, supporting them in achieving their objectives while delivering outstanding services. Our goal is to deliver unparalleled service and strategy to each PSI client, to create a safe place for your property and to exceed every expectation while respecting our integrity, ethics and work principles.

PSI.

# Brand Mark

- 1.Rationale
- 2.Clear Space
- 3.Minimum Size
- 4.Variations
- 5.Background Colours
- 6.Don'ts
- 7.Background Images
- 8.Favicon



*Wegather*

## Rationale.

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

Use the complete logo. The only time you should use the symbol alone is on the PSI website or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.



*Wegather*

Slogen



## Clear Space.

Please note that the O in the word PROPERTY in the logo has been used as a measurement tool. The spacing of the logo and the clear area around it should always be equal to double O.





## Minimum Size.

The minimum size for all printed material is 20mm and 60 pixels for on-screen usage such as website or Power Point. The logo should never be used less than this size as this would lead to a compromise in legibility.





## Variations.

The circle mark must remain Orange in positive and negative versions of the logo. This ensures the logo is recognisable.

the monochromatic version have been specifically designed to meet some specific printing requirements.

*They should not be used in other circumstances.*

Positive version



Negative version



White monochromatic version



Black monochromatic version





# Background colours.

You should always try to use the positive (main) version of the logo.

However, when the background is the same colour as an element of the logo you can use the negative version.

## Application over plain colour

### Space Cadet color background



### Space Cadet color background





## Don'ts.

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Move elements



Remove elements



Stretch or transform



Add elements



Change colors



Outline



Adding shadows



Change the font



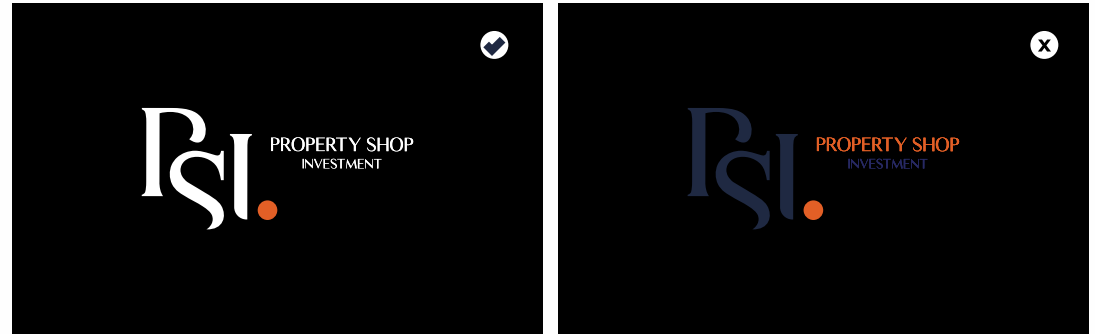


# Background images.

Use the main (positive) version on light backgrounds.  
Use the negative version on dark

## Application over image backgrounds

### Dark background



### Light background

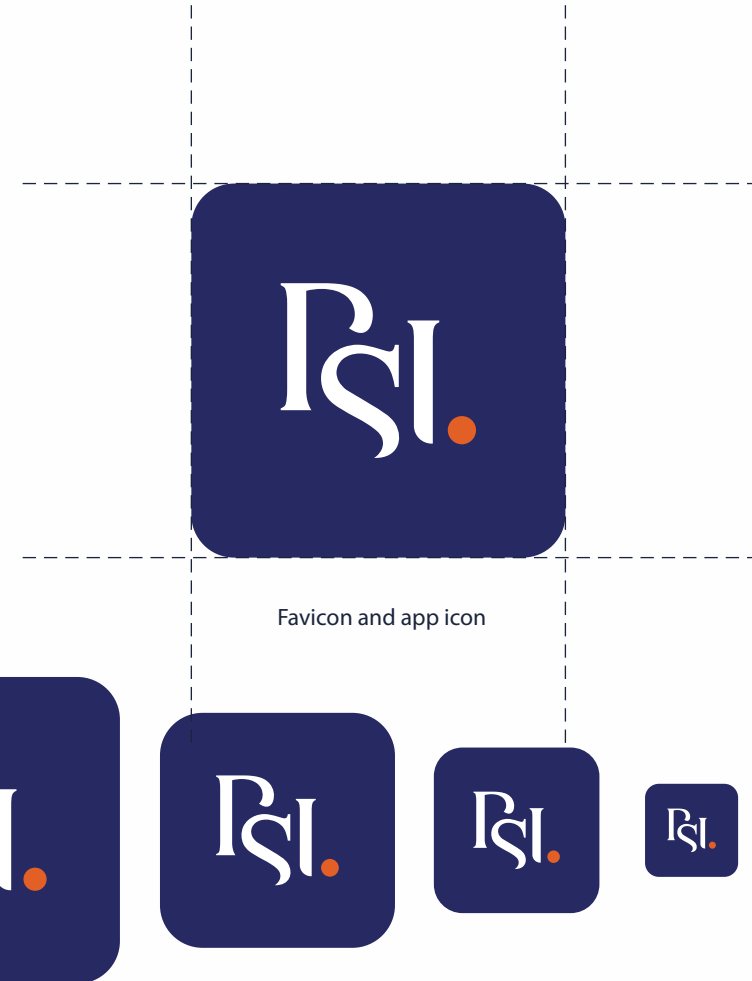




# Favicon & App icon.

The PSi favicon graphic is linked with the PSi website. It is a smaller representation of the brand for the browser and for the mobile

It can be used as 32x32px.



A large, stylized orange graphic that resembles the number '02' or a similar abstract shape, positioned behind the main title.

# Brand Colour

- 1.Primary colours
- 2.Secondary colours



# Colour Palette.

Primary colours.

**Dark Blue**  
(Pantone 2119 C)

HEX #2c2d65  
RGB 44 45 101  
CMYK 98 95 30 20

PSI Dark blue (Pantone 2119 C) is the main colour of the PSI identity so it has the strongest presence on our brand.

**Orange**  
(Pantone 7579 C)

HEX #e0592a  
RGB 224 89 42  
CMYK 7 79 97 1

PSI Orange (Pantone 7579 C) is the main colour of the PSI identity so it has the strongest presence on our brand.



# Colour Palette.

Secondary colours.

HEX #414042

RGB 65 64 66  
CMYK 00 00 00 90

HEX #dea826

RGB 206 100 29  
CMYK 13 34 100 00

HEX #db3b26

RGB 219 59 38  
CMYK 08 91 100 00

HEX #1169c1

RGB 17 105 193  
CMYK 87 59 00 00

HEX #83caff

RGB 131 202 255  
CMYK 42 08 00 00

HEX #ce641d

RGB 206 100 29  
CMYK 15 71 100 03

HEX #ff9d4d

RGB 255 157 77  
CMYK 00 46 76 00



# Brand Typography

- 1.English Font/Head line font
- 2.English Font/Pargraph font
- 3.Arabic Font/Title / Body Text



# Font.

English Font.

PSI headlines are set in Audry. When using Audry to create headings on embedded or printed collateral for Psi, always typeset it with Optical kerning, set the tracking to 0, and set in sentence case. Do not set in all-caps or all-lowercase. When using Audry to typeset headings on the web, set the letterspacing to -1px for smaller headlines and -2px for larger headlines.

## HEAD LINE FONT

# AUDRY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\* &%()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\* &%()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\* &%()



# Font.

English Font.

Typeset all text and paragraph text in PSi Montserrat . When using PSi Montserrat to set text on embedded or printed collateral for PSI, always typeset it with Optical kerning, set the tracking to -10, and set in title case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

The Montserrat family can be used in all weights. for Pargarph text.

## PARAGRAPH FONT

# Lato

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\*&%()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\*&%()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\*&%()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910 !#\$%\*&%()



# Font.

Arabic Font.

TITEL FONT

## HSN

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

١٠٩٨٧٦٥٤٣٢١

## خط العناوين

BODY TEXT FONT

## TAJAWAL

Light

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

١٠٩٨٧٦٥٤٣٢١

Regular

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

١٠٩٨٧٦٥٤٣٢١

Medium

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

١٠٩٨٧٦٥٤٣٢١

Bold

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

١٠٩٨٧٦٥٤٣٢١

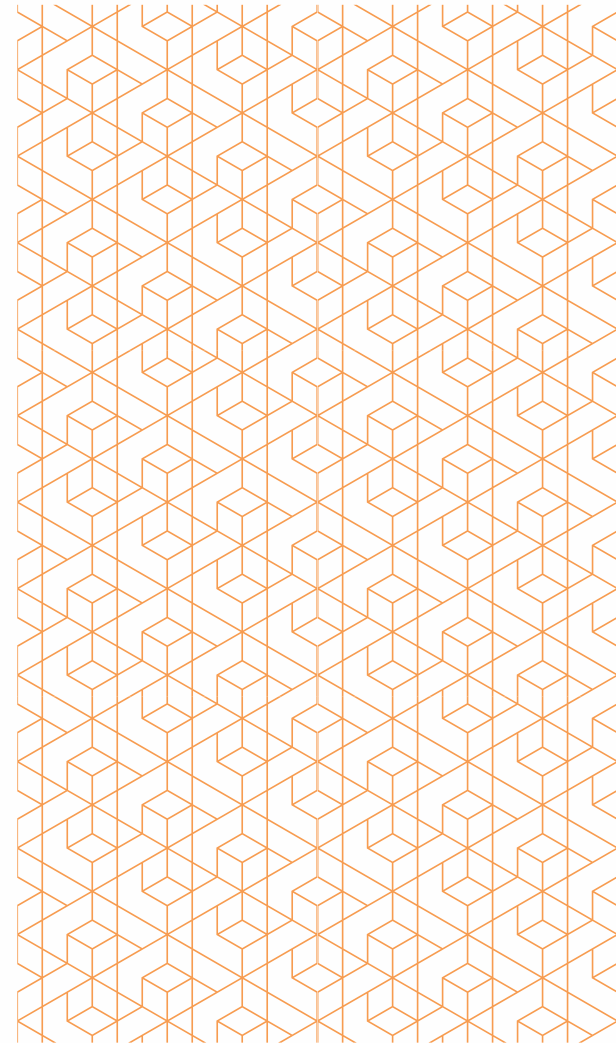
A large, stylized orange graphic of the number '04' is positioned on the left side of the slide. The '0' is a thick, rounded shape, and the '4' is composed of three thick, straight lines: a diagonal line from top-left to bottom-right, a horizontal line crossing it, and a vertical line extending downwards from the horizontal line.

# Brand Pattern

1.Pattern

# Pattern.

The elements of design are inspired from the buildings, and themed by the shape, line, texture, color and space . It will be used for the offline marketing posters, flyers, brochures.. etc.



A large, stylized orange number '05' is positioned on the left side of the slide. The '0' is a simple circle, and the '5' has a thick horizontal top bar and a curved bottom. The text 'Brand Icone' is overlaid on the '0' and the top of the '5'.

# Brand Icone

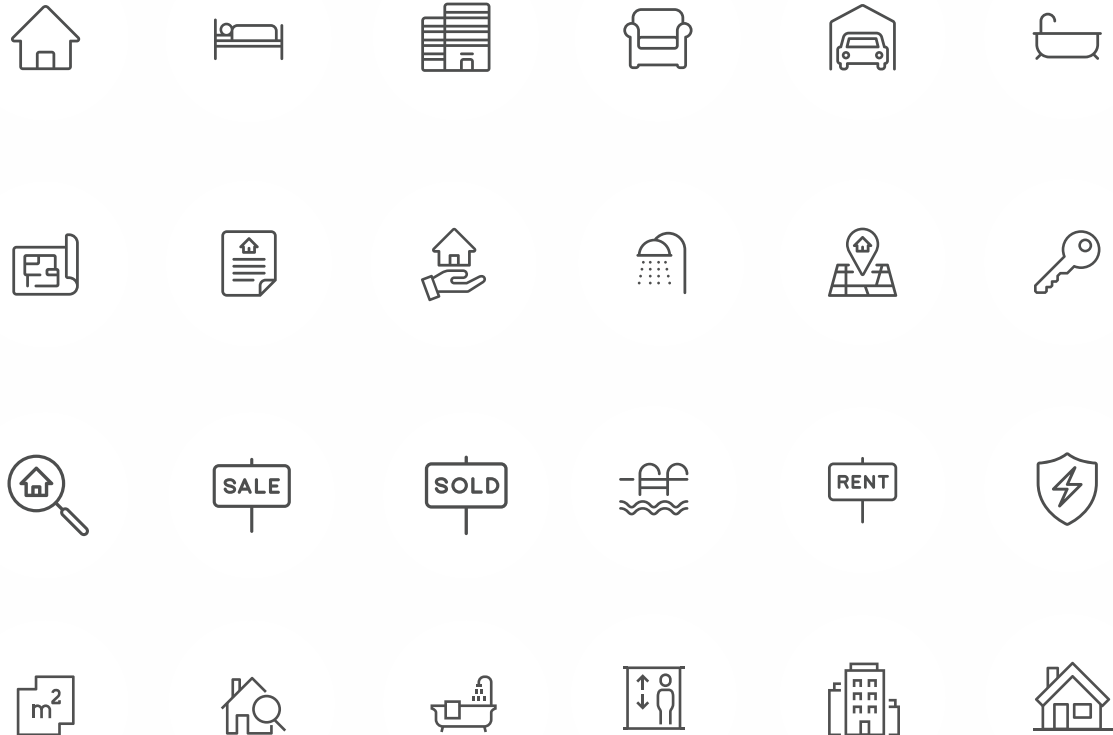
1.SYSTEM ICONS

# Icons.

## SYSTEM ICONS

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.

## PRODUCT ICONS





# Brand Stationery

1. Letterhead
2. Business Card
3. Envelop
4. Notebook
5. T-Shirt
6. Logo Pin
7. Folder
8. Mug



# Letterhead.

A4 Size.





# Business Card.

Size: 8.5 cm x 5.5 cm.





# Envelop

A4 Size / DL Size





# Notebook .

A4 Size / A5 Size



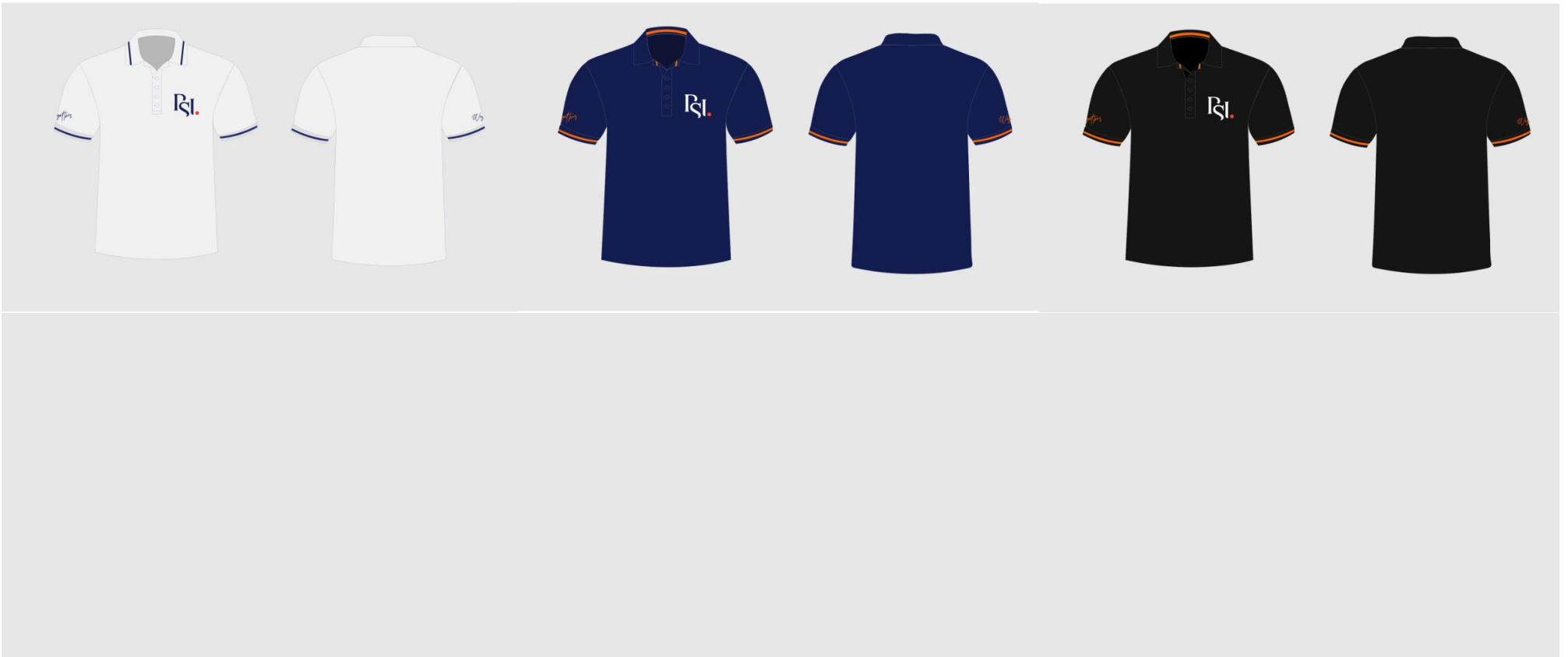
A4 Size



A5 Size

## T- shirts .

3 Design



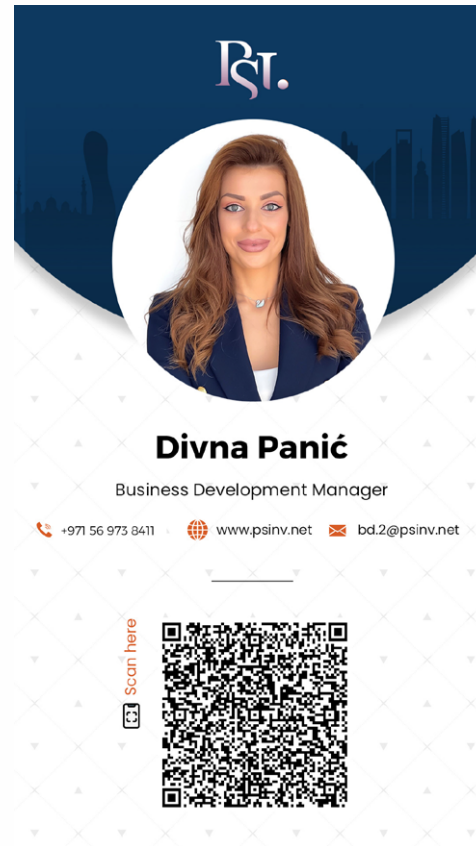


## Logo pin.





# ID Card.



# PSI.

## Folder.





# Brand Architecture

1.Brand Architecture



# Brand Architecture.

## 1 ▶ BRAND PRODUCTS



## 2 ▶ BRAND CITIES



## 3 ▶ BRAND COMMUNITIES





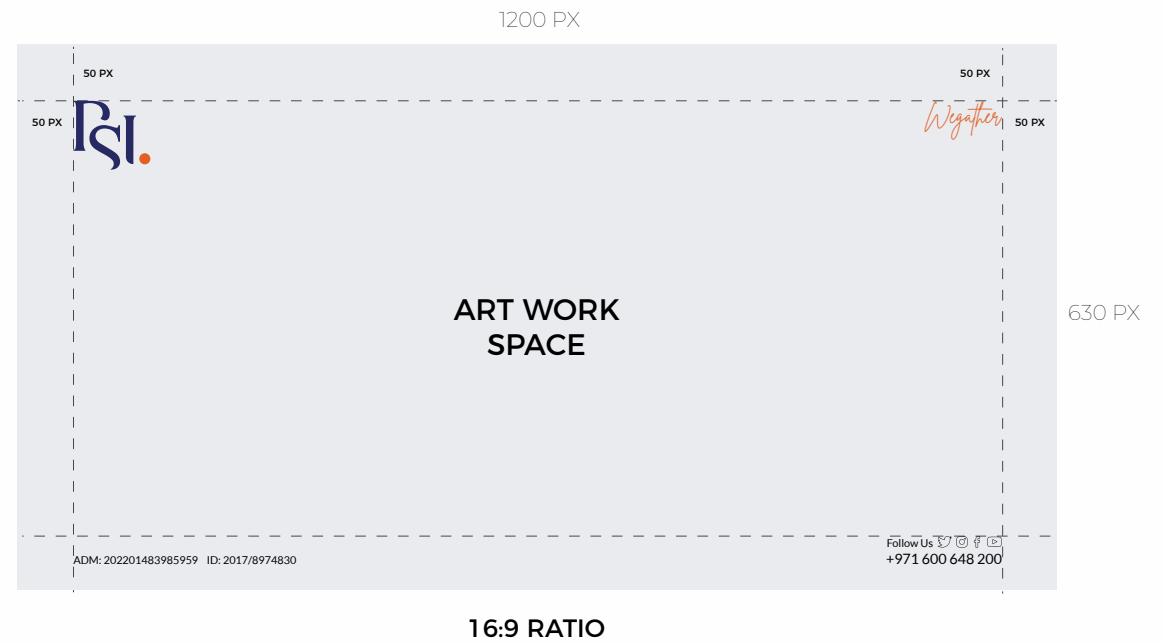
# SOCIAL MEDIA

- 1.LAYOUT
- 2.Templates Post
- 3.Video Mark



# Social Media

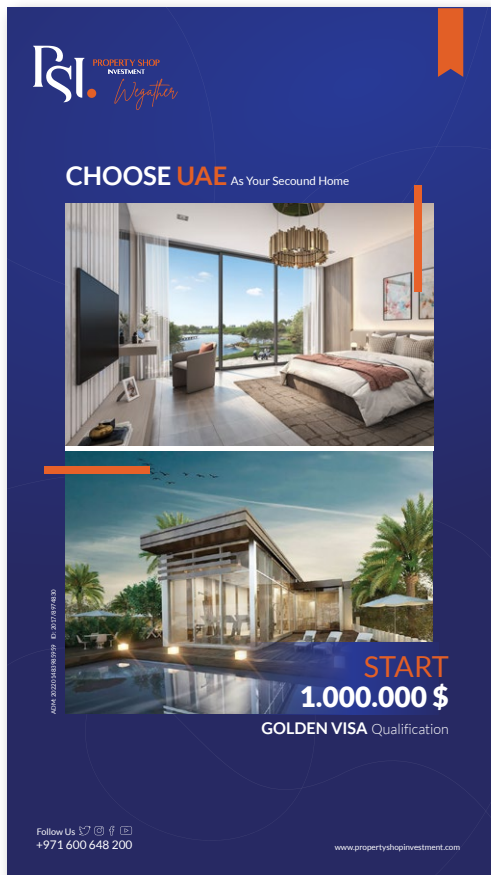
Layout



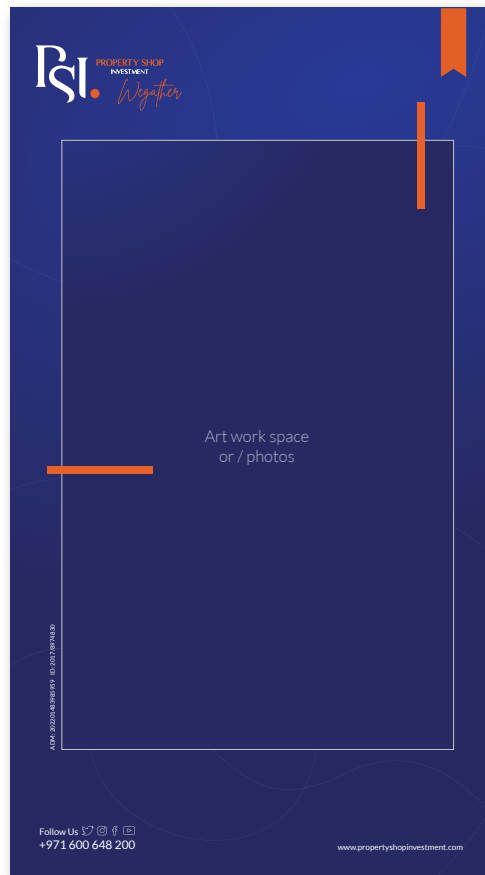


# Social Media

Templates Post



Sample Story



Templates Story 1920x1080 px



Templates Post 1080x1080 px



Sample Post



## Video mark.

The PSI symbol or logo is applied to the top right-hand corner of all videos. It can be applied in colour or in negative, depending on the video requirements.

PSI logo. These rules are flexible in order to adapt the video to the different platforms.

In some cases The PSI symbol should be animated inside video ( footage Video) as a water mark (**Opacity: 5%**)

