



FAY ALREEMAN

ENGLISH LOGO

The FAY ALREEMAN logo acts as a signature and an identifier. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

The logo should never be recreated or typeset. Only official logo files should be used in communications. The logo as shown here will serve as the primary logo and trademark.

FAY
ALREEMAN

ENGLISH LOGO REVERSE

Another acceptable logo option is to reverse the logo out to white on darker backgrounds and imagery.

FAY
ALREEMAN

ARABIC LOGO

The FAY ALREEMAN logo acts as a signature and an identifier. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

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فَإِيَاءُ
الريمان

LOGO CLEAR SPACE & SIZE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the letter 'M' as a measuring tool to help maintain clearance. 'M' denotes the height of letter 'M' in our logo.



FAY
ALREEMAN

30 mm
Minimum print size

FAY
ALREEMAN

150 px
Minimum digital size

TYPEFACE

We use Montserrat typeface for our English communications and Frutiger LT Arabic for the Arabic communications.

MONTSEERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@"/;:#\$%^&*(+)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@"/;:#\$%^&*(+)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@"/;:#\$%^&*(+)

FRUTIGER LT ARABIC

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ة ي
0123456789 !@"/;:#\$%^&*(+)

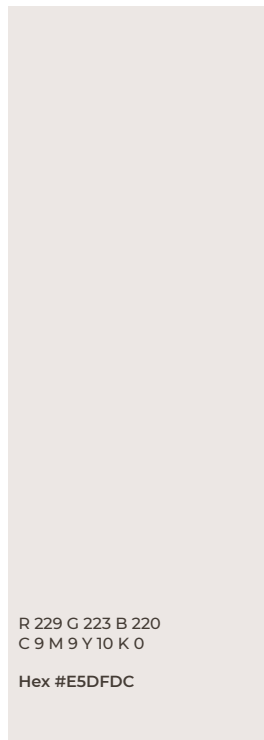
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ة ي
0123456789 !@"/;:#\$%^&*(+)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ة ي
0123456789 !@"/;:#\$%^&*(+)

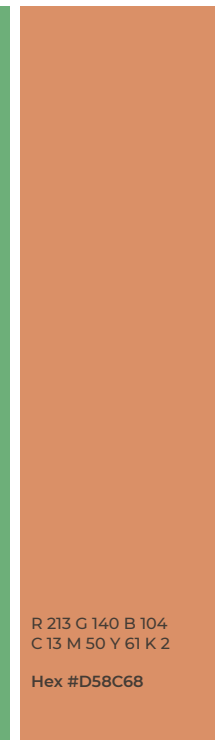
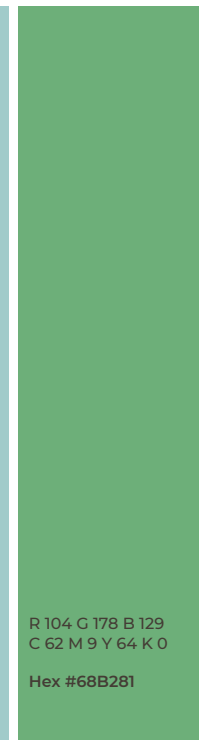
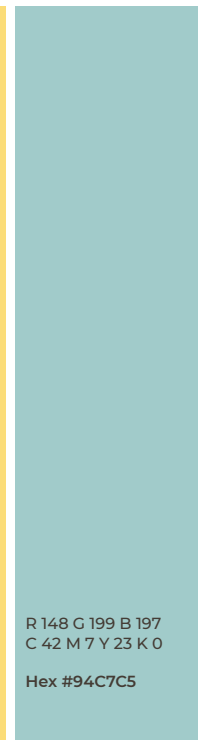
COLOUR PALLETTE

Our colour palette is shown on this page. Please consider using white backgrounds as much as you can across all our communications.

PRIMARY



SECONDARY



INCORRECT USAGE

Here are examples of the more common mistakes made when using the brandmark without respecting the guidelines.

FAY
ALREEMAN

Rotation

Do not rotate the
brandmark

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Colour

Do not recreate the
brandmark colours

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ALREEMAN

Scale

Do not scale the brandmark
disproportionately

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ALREEMAN

Scale

Do not scale the
brandmark
disproportionately

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ALREEMAN

Effects

Do not apply effects, such as
drop-shadows, or overlays to
the brandmark

PHOTOGRAPHY STYLE

Our photography style showcases a unique blend of modernity and traditional Emirati values, true to the essence of the Emirati population catered to by the development.

