

The logo for 'entisar' features the word in a lowercase, sans-serif font. A vertical green line is positioned to the left of the 'i', and a vertical blue line is positioned to the right of the 'i'. A small black dot is placed at the top of the blue line, directly above the 'i'.

entisar

brand
guidelines

1.1 the brandmark english



The Entisar English brandmark is composed of the logotype and vertical divider bar.

Always use approved master artwork.

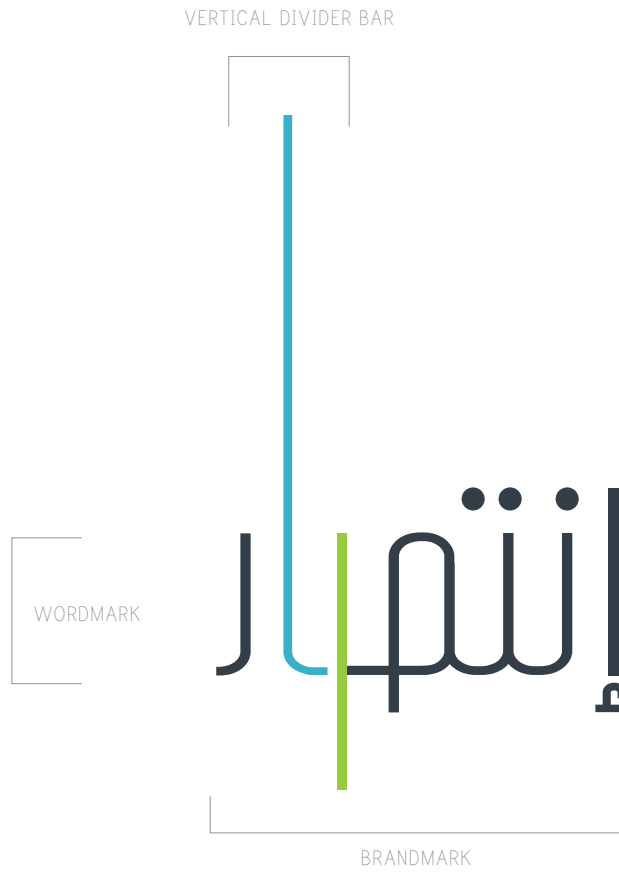


1.2 the brandmark arabic



The Entisar Arabic brandmark is composed of the logotype and vertical divider bar.

Always use approved master artwork.



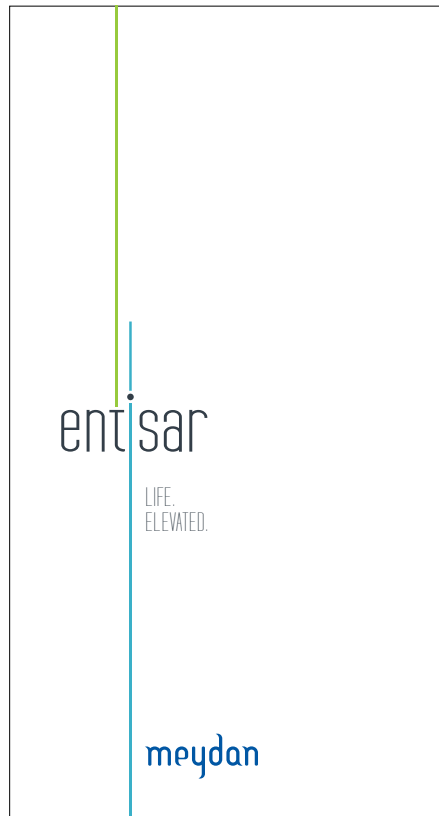
1.3 the brandmark english – entisar and meydan



The Meydan logo should always be associated with the Entisar logo in all external advertising and marketing communications.

The Meydan logo always appears on right-hand side of the blue graphic vertical divider bar of the brandmark whenever it is used as a supergraphic, except in the case of business cards.

The Meydan logo appears on the right-hand side of other communications collateral such as press ads.



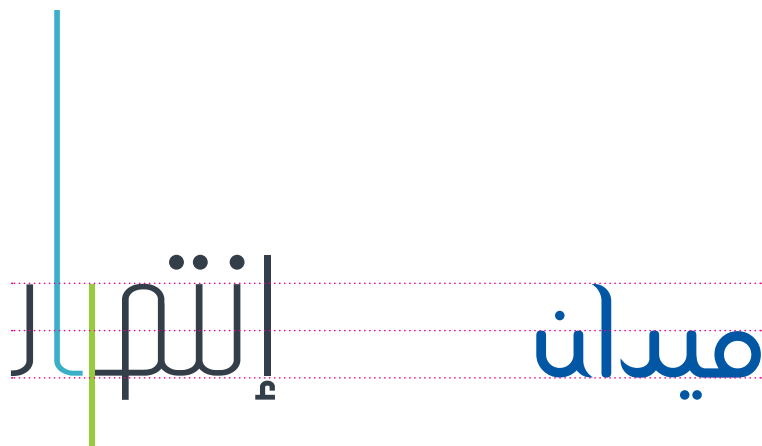
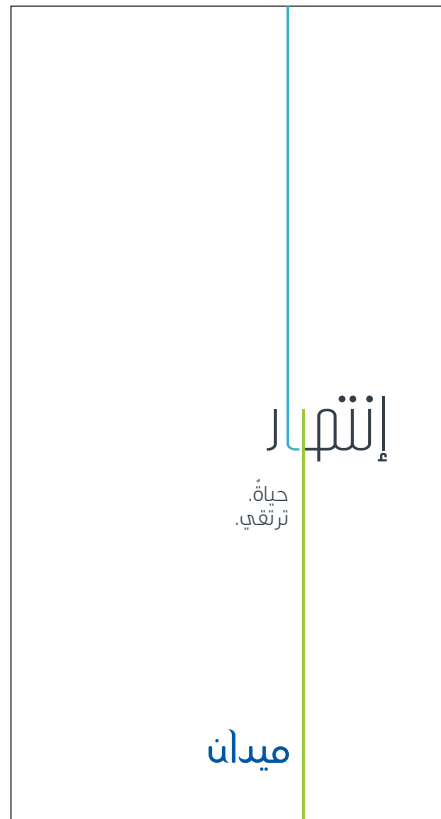
1.3 the brandmark arabic – entisar and meydan



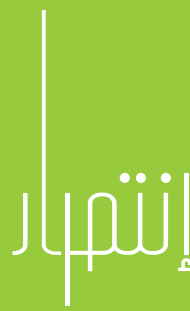
The Meydan logo should always be associated with the Entisar logo in all external advertising and marketing communications.

The Meydan logo always appears on left-hand side of the graphic vertical divider bar of the brandmark whenever it is used as a supergraphic, except in the case of business cards.

The Meydan logo appears on the left-hand side of other communications collateral such as press ads.



1.4
the brandmark
reversed

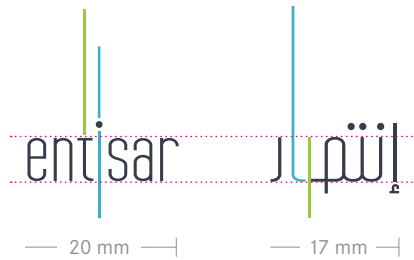


1.5 minimum size



The Entisar brandmark must never be reproduced less than 20mm in width for the English brandmark and 17mm in width for the Arabic brandmark.

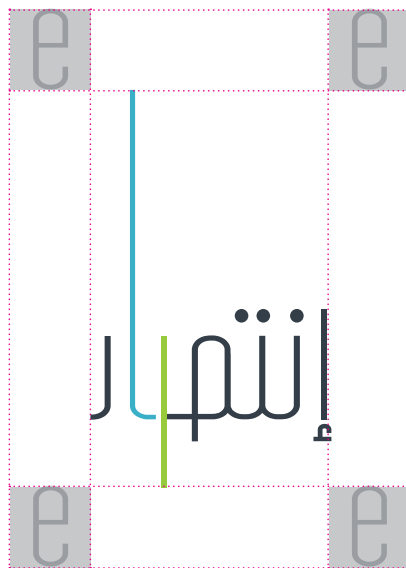
Where possible, carry out production tests on alternate materials to ensure legibility, eg metals or fabric.



1.6 clear space



Always allow a minimum clear space equal to the height of the “e” beyond the vertical divider bar of the brandmark.

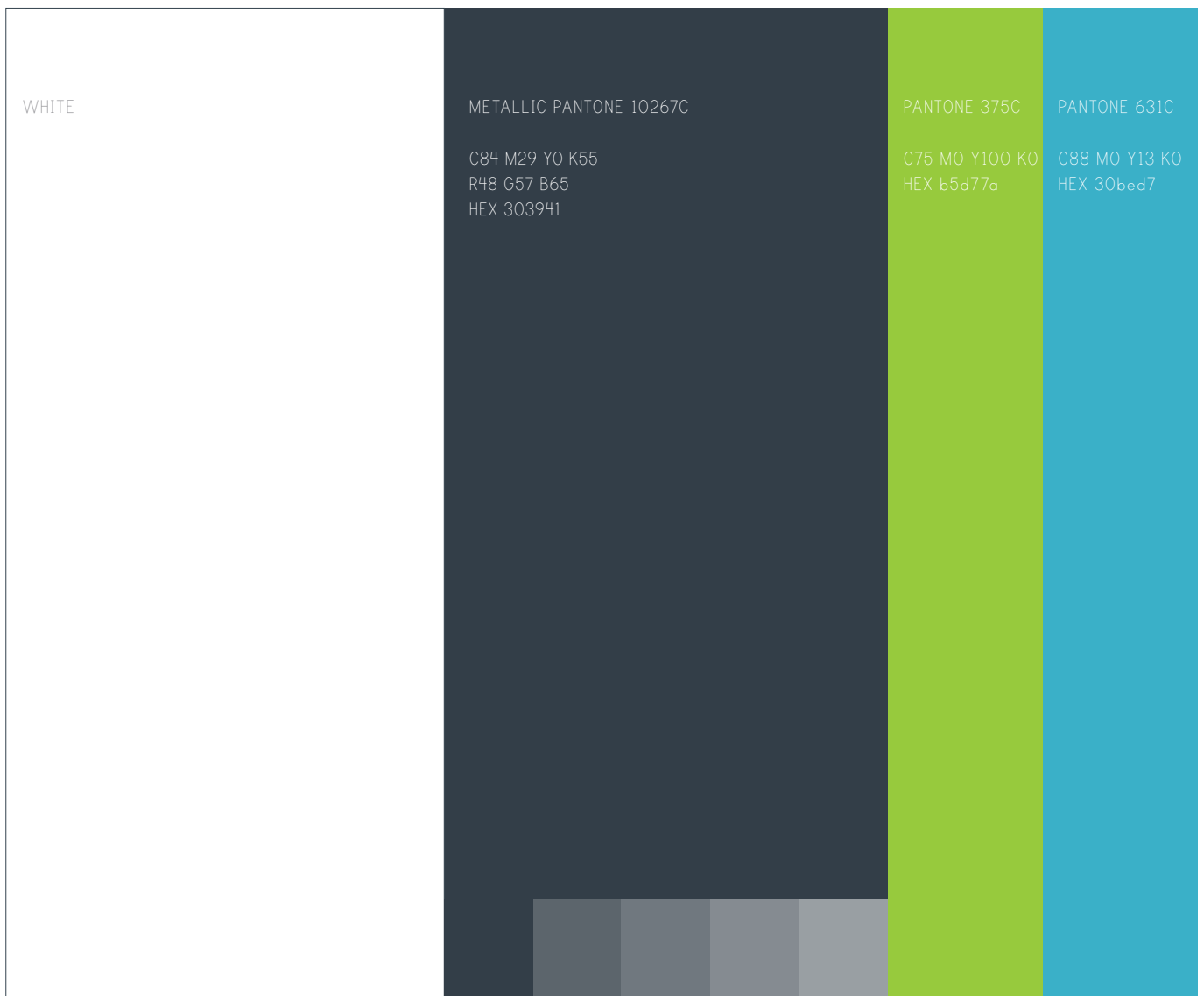


1.7 colour palette



Additionally colour, the use of white space is an integral part of the Entisar brandmark – it should be employed to allow elements to breathe in their application so they appear in the utmost clarity. Pantone® standards are shown in the current editions of the Pantone Colour Publications.

The colours shown here are not intended to match the Pantone® colour standards and are an indication only. Pantone is a registered trademark of Pantone®, Inc.



1.8 incorrect usage



Always use approved master artwork. Never alter or recreate the logo. Below are examples of incorrect use of the brandmark.

NEVER ALTER THE SPACIAL RELATIONSHIP BETWEEN THE LOGO ELEMENTS



NEVER CHANGE THE COLOUR OF THE LOGO



NEVER CHANGE THE PROPORTIONS OF THE LOGO



NEVER SET THE LOGO AT ANY ANGLE



NEVER PUT A KEY-LINE AROUND THE LOGO



DO NOT USE THE BRANDMARK ON BACKGROUND THAT MAKES THE BRANDMARK ILLEGIBLE



DO NOT REARRANGE THE BRANDMARK IN ANY WAY



DO NOT ADD OR REMOVE ANY ELEMENT IN THE BRANDMARK



1.9 primary english typeface

The primary English typefaces are Tall Films Expanded for headlines and Print Clearly for Subheadings and body copy. It is clean, modern and approachable whilst communicating with a pragmatic confidence.

Tall Films Expanded and Print Clearly are used mainly for everything print-related.

Tall Films Expanded

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

Print Clearly

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

1.10 secondary english typeface

The secondary English typeface is Helvetica Neue Condensed. It is clean, modern and versatile.

Helvetica Neue Condensed is used mainly for digital and web.

Helvetica Neue Condensed

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

Helvetica Neue Condensed

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

1.11 primary arabic typeface

The primary Arabic typeface is GE Thameen. It is clean, modern and offers an excellent replacement to the English primary typeface.

GE Thameen is used mainly for everything print-related.

GE Thameen

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 ه و ي
١٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١٠

GE Thameen/Demibold

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 ه و ي
١٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١٠

1.12 secondary arabic typeface

The secondary Arabic typeface is Neue Helvetica Arabic. It is clean, modern and offers an excellent replacement to the secondary English typeface.

Arial is used mainly for digital and web.

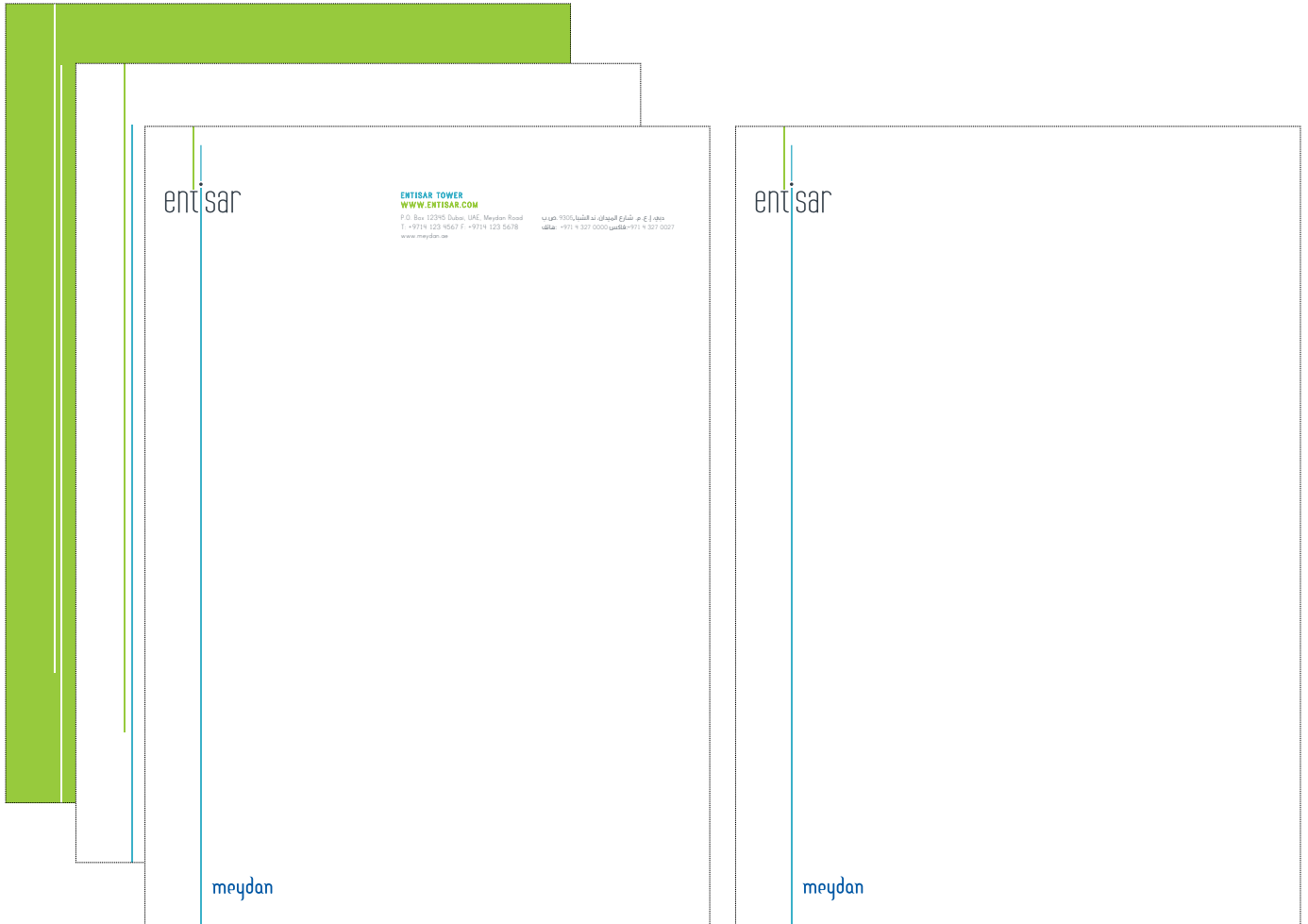
Neue Helvetica Arabic

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 ه و ي

0 1 2 3 4 5 6 7 8 9 10

2.1 stationery letterhead & continuation sheet



entisar

ENTISAR TOWER
WWW.ENTISAR.COM
P.O. Box 12390 Dubai, UAE, Meydan Road
T: +9714 123 0567 F: +9714 123 5678
www.meydan.ae
مبنى برج العتيسار، دبي، الإمارات العربية المتحدة
T: +971 4 327 0000 F: +971 4 327 0007
www.meydan.ae

meydan

LETTERHEAD

entisar

meydan

CONTINUATION SHEET

2.2 stationery business card compliment slip



entisar

NAME
SURNAME
DESIGNATION

P.O. Box 12345
Dubai, UAE
Meydan Road
T: +9714 123 4567
F: +9714 123 5678
www.entisar.com

meydan

ميّان

NAME
SURNAME
DESIGNATION

ص.ب. 9305، دبي، إ.ع.م.
شارع الميدان، ند الشبا
هاتف: +971 4 327 0000
فاكس: +971 4 327 0027
www.meydan.ae

إنتيسار

BUSINESS CARD

entisar

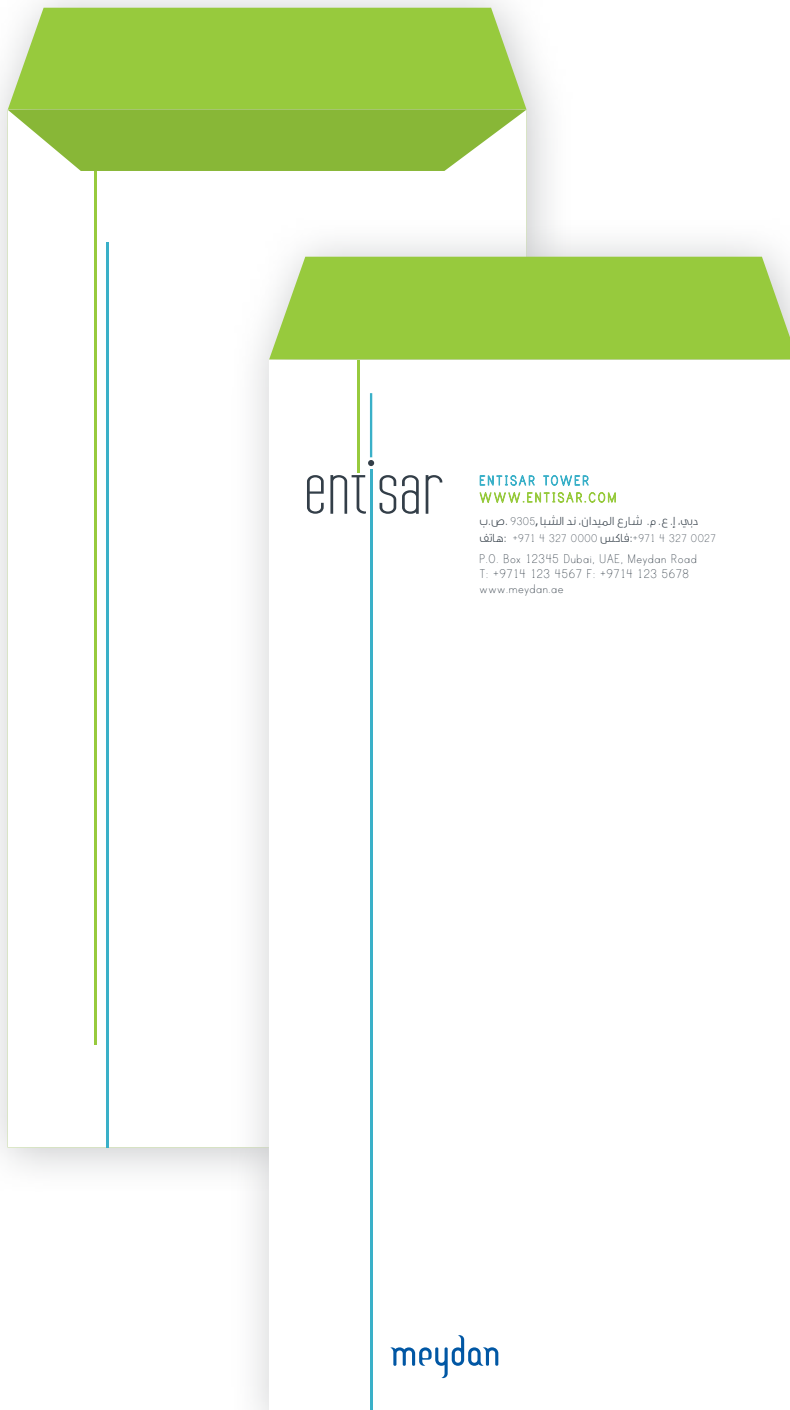
ENTISAR TOWER
WWW.ENTISAR.COM

دبي، إ.ع.م. شارع الميدان، ند الشبا، 9305، ص.ب.
+971 4 327 0027 فاكس
P.O. Box 12345 Dubai, UAE, Meydan Road
T: +9714 123 4567 F: +9714 123 5678
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meydan

COMPLIMENT SLIP

2.3 stationery DL envelope



entisar

ENTISAR TOWER
WWW.ENTISAR.COM

دبي، ل.ع.م. شارع الميدان، دبي، الإمارات العربية المتحدة، 9305، ص.ب
+971 4 327 0000 فاكس: +971 4 327 0027 هاتف
P.O. Box 12345 Dubai, UAE, Meydan Road
T: +9714 123 4567 F: +9714 123 5678
www.meydan.ae

meydan

brand application 2.0

2.4 stationery A4 folder envelope



entisar

ENTISAR TOWER
WWW.ENTISAR.COM

P.O. Box 123163 Dubai, UAE, Meydan Road
T: +9714 123 4567 F: +9714 123 5678
www.meydan.ae

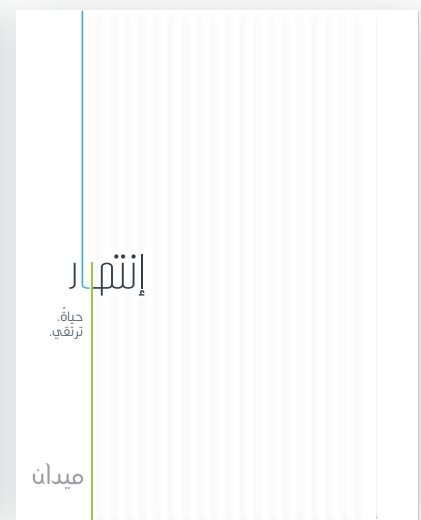
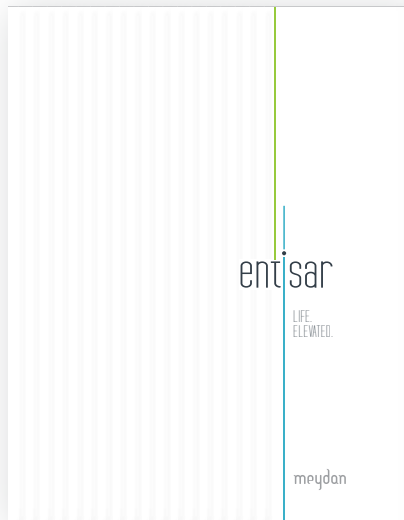
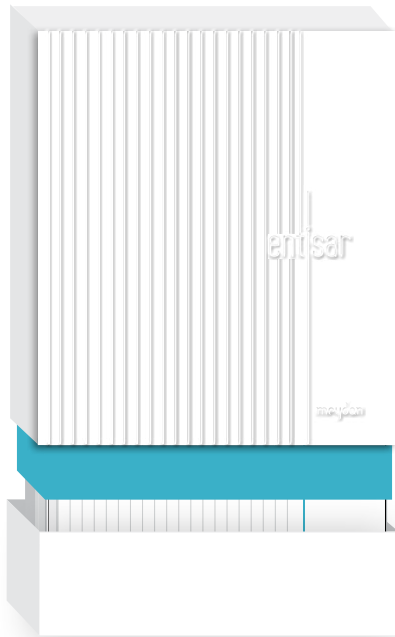
مبنى إنتيسار، شارع الميدان، دبي، الإمارات العربية المتحدة
رقم الهاتف: +971 4 123 0000، الفاكس: +971 4 327 0007

meydan

brand application 2.0

2.5 stationery folder





key features

- The new, landmark tower in the skyline of Dubai
- A new, landmark tower in the skyline of Dubai
- A new, landmark tower in the skyline of Dubai
- A new, landmark tower in the skyline of Dubai
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- A new, landmark tower in the skyline of Dubai

ميدان - مود النخبة والأصا

ميدان - مود النخبة والأصا هو مشروع استراتيجي من قبل شركة ميدان للتطوير العقاري، ويهدف إلى توفير بيئة استثمارية متميزة في قلب دبي، مع توفير كافة الخدمات والمرافق التي يحتاجها المقيم والمستثمر على حد سواء. هذا المشروع الفريد من نوعه، يجمع بين أحدث تقنيات البناء والتشييد، مع الحفاظ على البيئة والاستدامة، مما يجعله الخيار الأمثل للعيش والعمل في قلب المدينة.

entisar LIFE. ELEVATED.

Entisar is an integrated vertical community offering a way of life just as impressive as its stunning 350 degree views. Developed by Meydan, one of the most trusted quality developers in the region, Entisar is designed to take life to another level.

- The only freestanding tower of its kind on Sheikh Zayed Road
- A residential development including Serviced Apartments, Hotel and Retail
- Lush views overlooking the Arabian Gulf
- Vertically distributed community gardens with entertainment and leisure facilities
- Signature gym with indoor 12.25m running track and two regulation size indoor tennis courts
- Events Centre with five conference rooms, pre-function lobbies and business centre
- Dedicated elevators per use group - no transfer Floors or sky lobbies
- Dedicated freight and service elevators
- Multiple outdoor swimming pools dedicated per use
- Dedicated car parks, valet parking and car lifts
- Four floors dedicated to retail

We invite interest from investors and brokers during Campaign Global at the Dubai World Trade Centre from Oct 8 - 10, Stand SA10, Hall 5
Information is subject to change

meydan 800 777 777 www.entisar.ae **entisar**

إنتيسار حياة. ترتقي.

يشهد "إنتيسار" اليوم لحظة محطتها تكاملاً بين أرض دبي وسماواتها. يقدم أسلوب حياة ميسر تماماً كإطلالته الخاصة من جميع جوانبه. وتقوم ميدان بتطوير مشروع "إنتيسار" وهي من الأسماء الموثوقة في مجال التطوير العقاري في المنطقة نظراً لجودة المصير المتبعة.

تتكون البردة من 106 ووحيداً للبردة الجذ على شارع الشيخ زايد

سريع التطور يساهم في ضمان سعة استضافة الخدمات مع كفاءة وسهولة

تتأخر حركة نقل هذه الفئحة الهري

مخطط مبدئي طوراً يضمن تداخل ومرافق للتنسلة والترفيه

تتأخر حركة نقل هذه الفئحة الهري

2000 متر مربع من المساحة المخصصة للتطوير

مركز فعاليات حتى 4 طوابق أو التمتع بالهوية الفريدة لهذا

استراتيجيات التطوير الفعالة مستضافة ومرکز الأعمال

مركز مخصص حتى المستخدم - 9 يوجد في هذا الطابق

بين الفئحة المرافق مخصصاً لخدمة

مركز مخصص الخدمة ونقل الأمتعة

مركز خارجي متعدد ومخصص حتى المستخدم

مواقع مخصصة للسيارات مع خدمة ركن السيارات

مخصصاً للسيارات

رؤية تشاركية مخصصة لخدمة المدينة

يسرنا أن نستضيف المصير المستثمرين والمستهلكة خلال معرضنا استيسار استيسار
تتأخر حركة نقل هذه الفئحة الهري من 10-8 أكتوبر حتى 2010
معلومات إضافية

إنتيسار www.entisar.ae 800 777 777 **ميدان**

brand application 2.0

2.8 website

