

2023 BRAND GUIDELINES





Purpose of This Document

Visual identity and style guidelines unify our communications and help make them clear, consistent and intentional. The following guidelines encompass proper use of the ADIB mark and logotype, the ADIB official fonts and colours to reinforce consistent application of visual elements in all our communications.

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The combination of core elements makes up the essence of the brand.

Our Values are:

- ▶ We are Transparent
- ▶ We are Shari'a Inspired
- ▶ We keep it Simple and Sensible
- ▶ We work for Mutual Benefit
- ▶ We nurture Hospitality and Tolerance



Our Mission is to become a top tier Islamic Financial Group

To provide sustainable and customer-focused financial solutions by integrating responsible social, environmental and governance commitments into our operations, aiming to create value for our stakeholders.

Identity Origins

The Identity portraying ADIB's Values

1. The identity's spherical shape symbolizes the global reach and appeal of the brand. Its glass like quality and three dimensional form communicates a sense of transparency, clarity and purity.
2. The overlapping crescent shapes represent community and partnership. These shapes symbolize the phases of the moon which are key markers of the Islamic calendar.
3. The 7 pointed star is symbolic of the 7 Emirates, located at the top right side of the identity. This signifies the brands roots within the Islamic community and region, as the star shape rises and emanates from the East.



1



2



3

A man in a white thobe and ghutra is shown in profile, talking on a mobile phone. He is standing on a balcony or rooftop with a city skyline in the background. The image features blue geometric graphics in the top left and bottom right corners. The text "ADIB ASSET USAGE" is overlaid on the left side of the image.

ADIB ASSET USAGE

ADIB Logotype



- ▶ 'THE GLOBE' symbol never appears alone except in special circumstances, such as certain signage (floor mats for example) and some promotional items.
- ▶ The Horizontal logo is to be used as the primary logo where possible.
- ▶ The Secondary logo is to be used in English communications, it has horizontal and stacked version,

PRIMARY LOGO - Horizontal



SECONDARY LOGO - Stacked



Vertical



مصرف أبوظبي الإسلامي
ADIB

Exclusion Zone and Minimum Size

The amount of clear space is calculated as follows:

Clearance to the sides = X

X = 1/2 of the Diameter of 'The Globe' 

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.

Minimum Size 30mm



Minimum Size 45mm



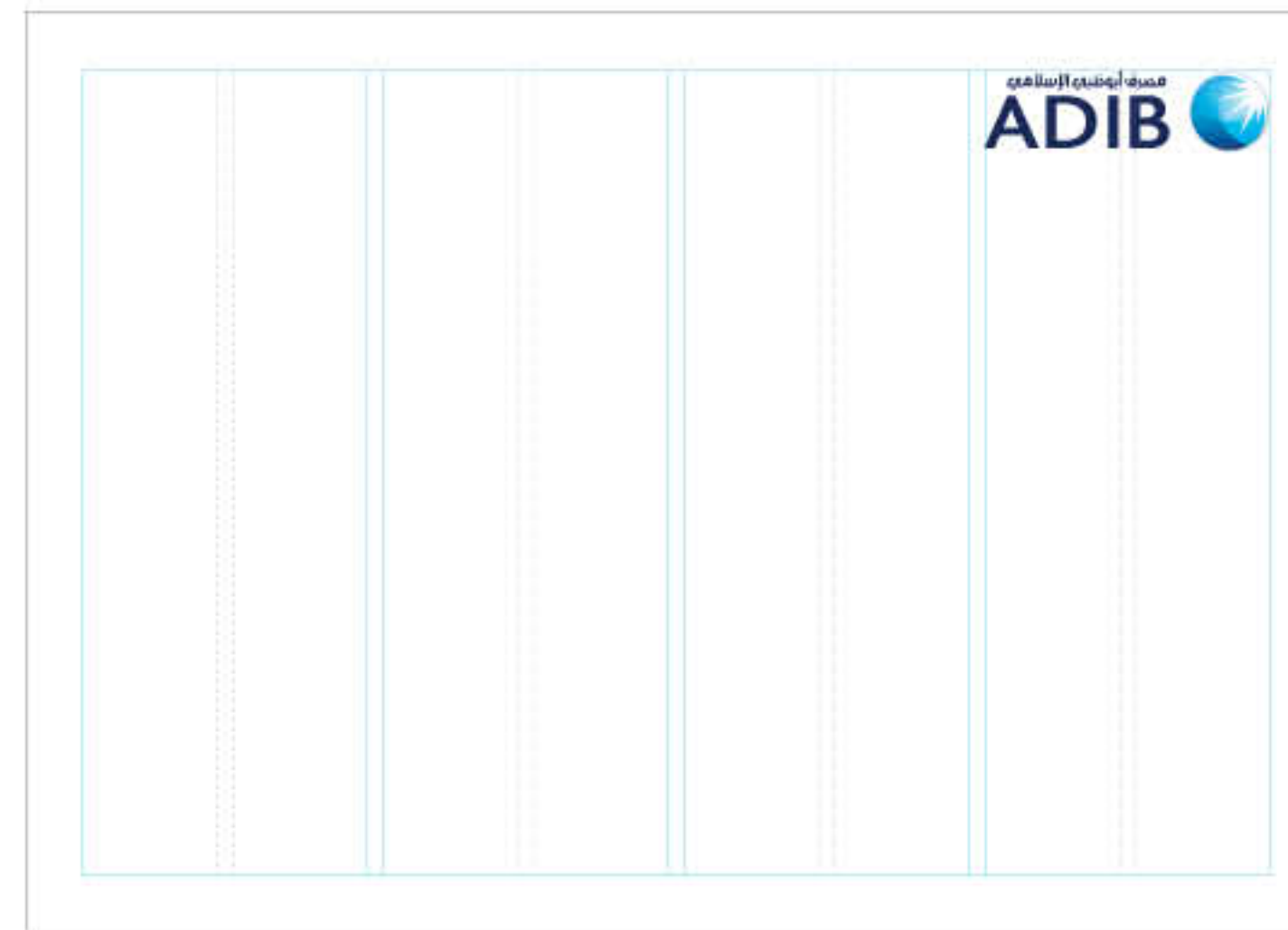
Minimum Size 20mm



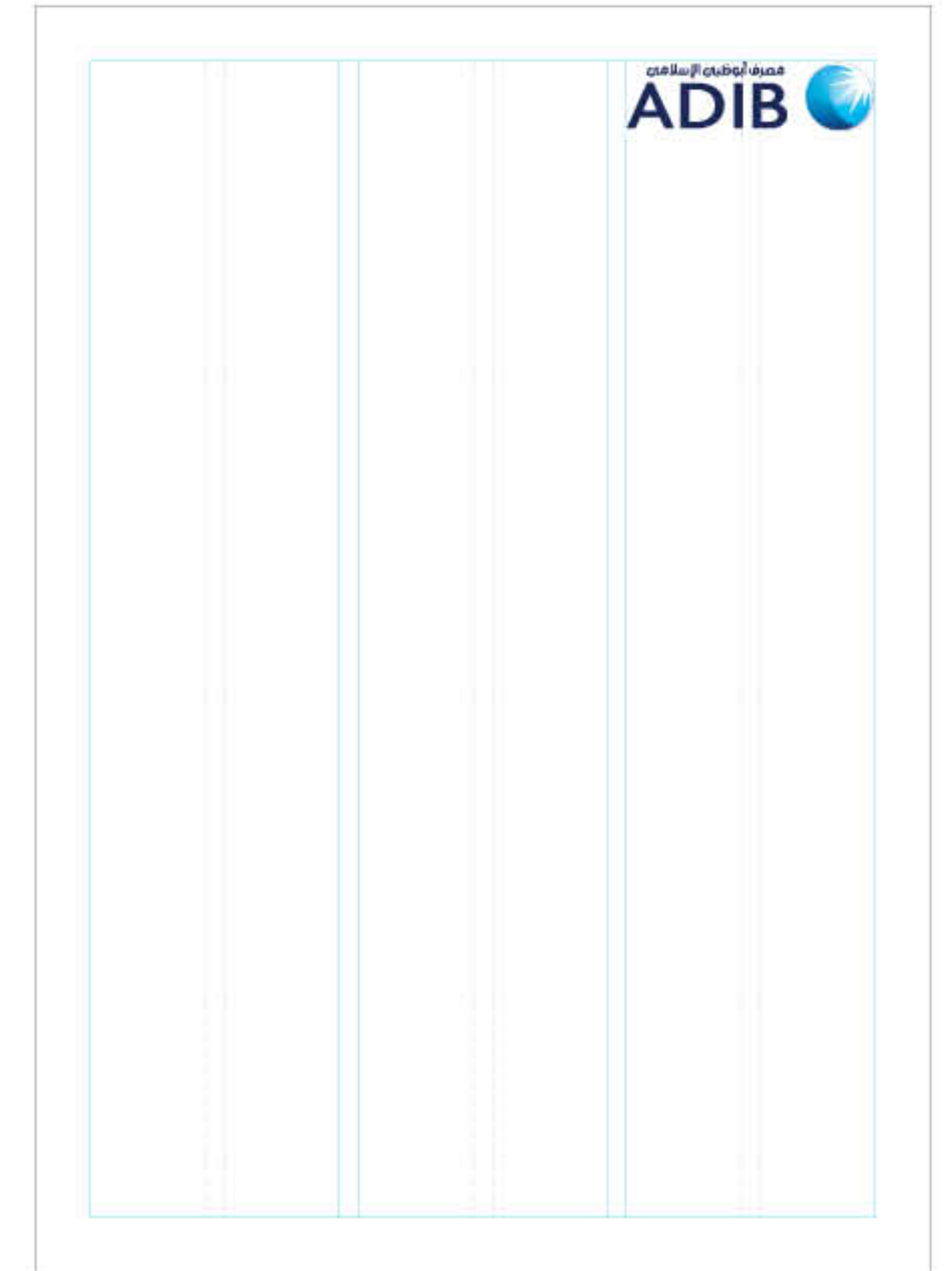
Correct Logo Placement

The ADIB logo should appear in fixed positions across all brand communications. The fixed position should always be the top right hand corner of the given format. Placing the logo in any other way is not allowed.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.



Landscape Orientation



Portrait Orientation

Partner Logo - Correct Placement

The ADIB logo should appear in fixed positions across all brand communications. The fixed position should always be the top right hand corner of the given format. The only exception is for English focused communications where the ADIB logo can be placed in the same fixed position on the left side. Placing the logo in any other way is not allowed.

Logos should not to be placed at the bottom of a roll up or wall banner so that it is not in close proximity to the floor.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.



ADIB Fascia Logotype



This format of the logotype has been created specifically and exclusively for use on bank fascia.



The Halo Gradient

▶ WHITE BACKGROUNDS

On white backgrounds, the globe has a gradiating grey or silver halo.

CMYK

HALO = 30% Black

▶ COLOURED BACKGROUNDS

When the identity sits on a coloured background, the halo is white and must blend into the background colour.

HALO WHITE

ON DARK BACKGROUND



Secondary Logotypes

1



2



3



1. Grayscale logotype
2. Single-colour brandmark on white background.
3. Flat Tint Tri-tone logotype

Secondary Logotypes

▶ ADIB LOGOTYPE IN COLOUR

For maximum impact the ADIB logotype should appear in full colour on a white background.

▶ ADIB LOGOTYPE IN GRAYSCALE

A grayscale version can be used where full colour printing costs are prohibitive or where a special application of the logo is required.

▶ PHOTOGRAPHIC OR TEXTURED BACKGROUND

The ADIB logo must be legible. It should not appear in areas of high contrast or where the background is too close in terms of colour and tone.

▶ COLOUR BACKGROUND

The full colour logotype may be used on coloured backgrounds as long as a light, or dark enough colour is used for enough contrast.



Logotype Misuse

1. Do not reposition any of the brandmark elements.
2. Do not use the wordmarks without the 'globe' symbol.
3. Do not rotate or change the angle of the 'globe' symbol.
4. Do not include any text or graphic within the exclusion zone.
5. Do not reproduce the mark in a tint or in any other colours.
6. Do not expand or condense the brandmark.
7. Do not substitute the text with other fonts.
8. Do not place logo over backgrounds that do not provide enough contrast for visibility.



Corporate Color Palette

PRIMARY COLORS

- ▶ Retail Segment
- ▶ Business Segment

SECONDARY COLORS

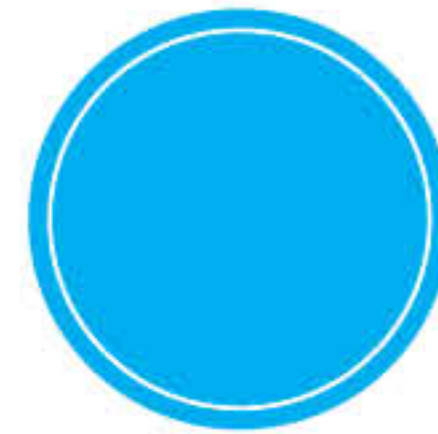
- ▶ Diamond Segment
- ▶ Gold Segment
- ▶ Women's Segment

- ▶ Tints of the primary colour palette can be used as an accent colours for graphic devices.
- ▶ Tints can be used at 10% intervals between 80% and 20%. Avoid tints above 80%, ensure our 100% colours remain distinct. Don't use tints below 20%, avoids colours that look too weak.



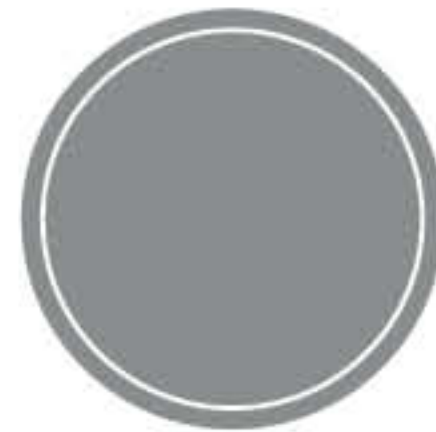
DARK BLUE
Pantone 281

C100 M72 Y0 K32
R0 G57 B120
#003978



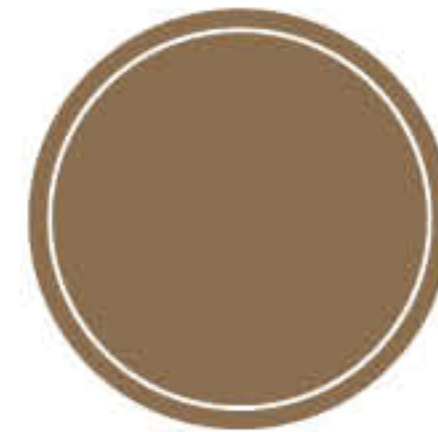
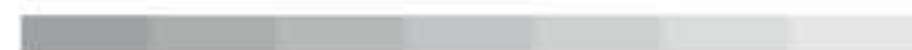
BRIGHT BLUE
Pantone Process Cyan C

C100 M0 Y0 K0
R0 G158 B227
#009EE3



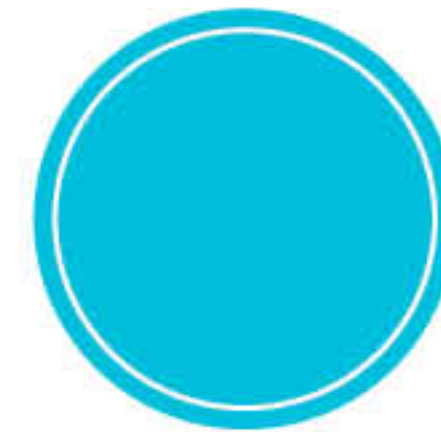
SILVER
Pantone 877

C0 M0 Y0 K30
R198 G198 B197
#C6C6C5



GOLD
Pantone 874

C40 M50 Y75 K18
R140 G112 B75
#8C704B



WOMEN'S BLUE
Pantone 311 C

C69 Y 0 Y12 K0
R0 G193 B222
#00C1DE



Corporate Typography (English)

The primary font for all of our communications including Smart Banking is Bliss, supplied by www.faces.co.uk. Bliss was designed to function equally well as a text face for literature and for display text with ultimate legibility. Bliss bold is used for all copy headers. For body copy Bliss regular should be used.

USE OF ARIAL

Arial should only be used internally for PC applications such as Letter templates, document ABCDEFGHIJKLMNOPQRSTUVWXYZ templates and PowerPoint slides.

- ▶ Bliss Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@£\$%^&*()+-

- ▶ Bliss Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@£\$%^&*()+-

- ▶ Bliss Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@£\$%^&*()+-

- ▶ Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
!@£\$%^&*()+-

Corporate Typography (Arabic)

- ▶ GE SS Two Light

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
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١
> < " " - [\] _ . : ; = ? * . / \ () × + , - ! » % ÷

- ▶ GE SS Two Medium

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
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١
> < " " - [\] _ . : ; = ? * . / \ () × + , - ! » % ÷

- ▶ GE SS Two Bold

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
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١
> < " " - [\] _ . : ; = ? * . / \ () × + , - ! » % ÷

ADIB Subsidiary / Product logos

ADIB SUBSIDIARIES



HR ACADEMY LOGO

BUSINESS ONLINE PLATFORM LOGO



WEALTH MANAGEMENT FRACTIONALIZED SUKUK LOGO

FRAUD AND SECURITY AWARENESS LOGO



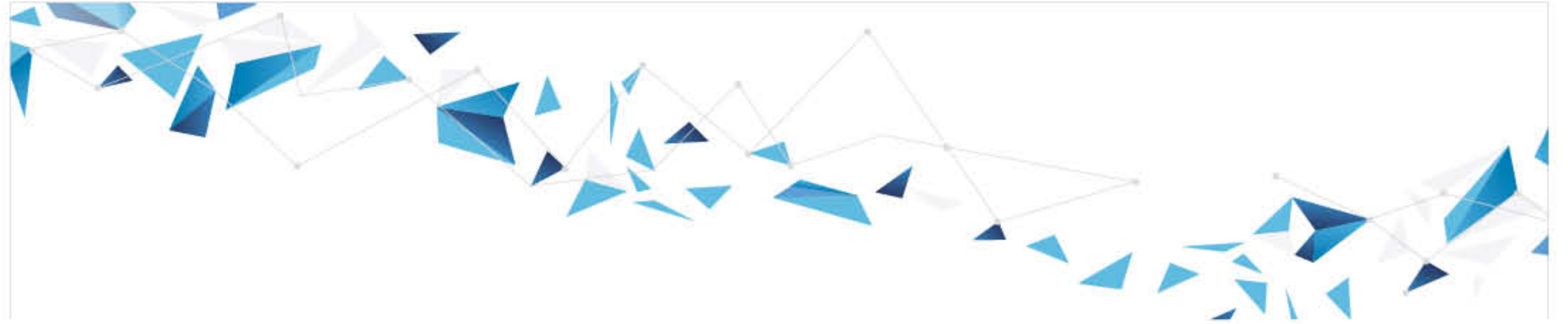
ACE - ANALYTICS CENTER OF EXCELLENCE LOGO

ADIB CHATBANKING LOGO - WHATSAPP BANKING

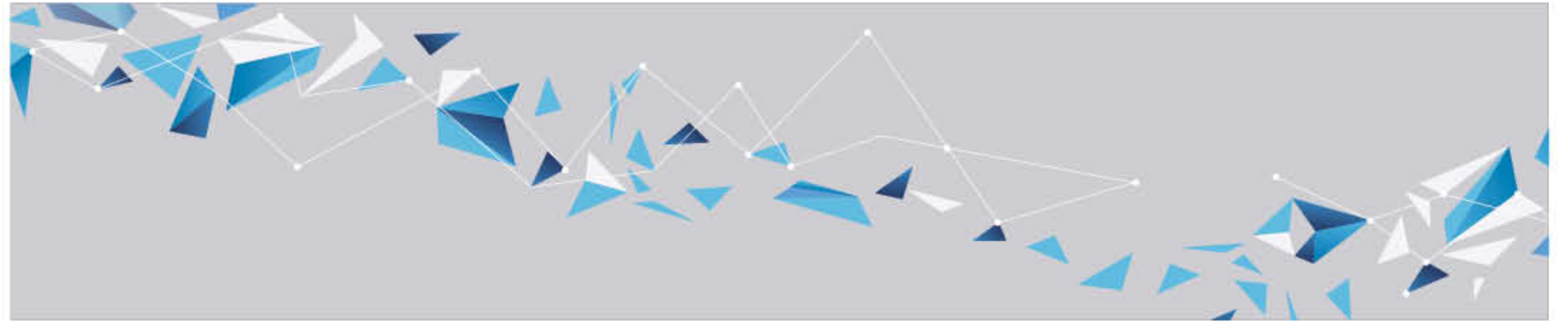


VISUAL LANGUAGE

The Polygons



100% Opacity - Ideal for application on white background



With transparency and white lines -
Ideal for application on top of images or coloured background

Polygons act as the key visuals to represent the bridging between the new generation and ADIB's smart and innovative solution. The connections between different users, neurones, or "peers" (p2p), are demonstrated visually by 2 main elements: segments formed by polygons and the white synapses".

Themed icons which relate to the product being communicated can be used alongside polygons. For example, travel icons such as an airplane, suitcase or passport etc might be used for a bonus miles themed communication.



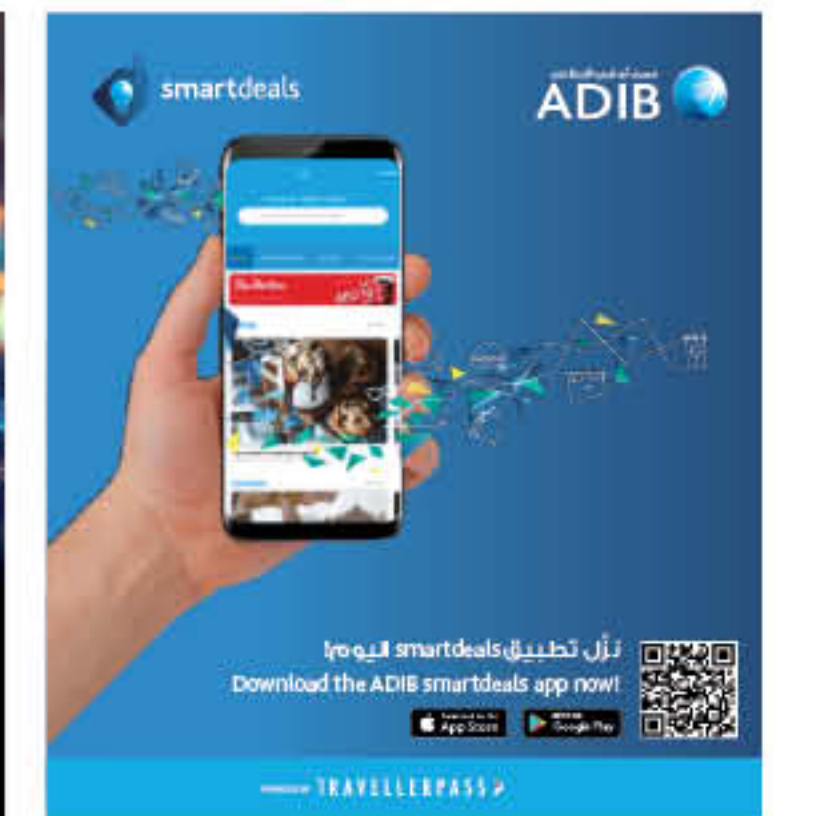
The Polygons

Layouts and Examples

The ADIB polygons should not overwhelm the creative or make the copy difficult to read.

The polygons are to be used as a signature element which work around the main visual.

The social media icons need to be positioned at the base of the artwork and in a single colour so as not to distract the eye from the main communication.



The Polygons

Imagery



Another example of how the Polygons can be used for our communication visuals.

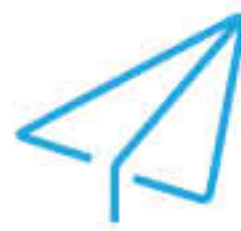
The Polygons

Background



For event backdrops this polygon background can be used.

ADIB Corporate Icons



There are 2 sets of ADIB smart corporate icons:

Set1 is composed by clean thin lines. Set2 is filled with smart gradient color as the background. Both sets should always be shown as front or side views, they should never be shown at an angle (including 3/4 views) or in 3D style.

Set 1

Set 2

ADIB Corporate Icons - Bullets

Icons should visually communicate the intended benefit in a clear and recognizable manner.

TAKAFUL

مصرف أبوظبي الإسلامي
ADIB

“I go the extra mile to protect my Family”

Sign up for any ADIB Family Takaful product and earn double Etihad Guest miles on your first payment

Our Family Takaful plans are designed to protect you and your family by providing:

-  **Tailored Takaful solutions which cater to your needs at every stage of your life**
-  **Flexible payment options**
-  **Wide range of additional benefits**

Want to know more about our Takaful Products?

Contact our Takaful advisors to sign up today, SMS XXX on 4655 or call 8002882 now.

ADIB terms and conditions apply.
Promotion is valid on all Family Takaful product sign ups within June and July 2019.
Etihad Guest Miles will be credited throughout August and September 2019.

ADIBStories ADIB TV @ADIB_Bank facebook.com/ADIB @ADIBtweets

Bullets

Call to Action

Photography

Inspirational models are recommended, including Emiratis, young westerners, Asians and Arabs.

Ladies: To be dressed conservatively with no visible hair, heavy make up or nail polish. The Emirati dress code must always be followed and the veil should be worn correctly. Emirati ladies should always be presented in an Abaya with full head scarf “Shayla” in black.

For non-Emiratis: Females above the age of 9 should wear a head scarf and dress conservatively.

Male and females: A comfortable distance should be shown between males and females appearing in the same visual, and a child should always be placed in between them, again allowing a comfortable distance.

Men: Facial hair should follow the cultural norms.

PHOTOGRAPHY DON'TS

Clichéd images should be avoided. Additionally, avoid using images that are overly re-touched and limit the use of blurry and silhouette images.



Sharia'a Compliance



Always ensure that images should be Shari'a compliant and should not offend the local culture values.

- ▶ Ladies and gents can be photographed only in a group with appropriate space between the genders.
- ▶ They can be photographed as a family unit with children in the middle.
- ▶ Both ladies and girls over 12 years of age need to be clothed decently and respecting the Shari'a norms and dress codes.
- ▶ When gents or ladies are dressed in the local costume it needs to follow the local standards and respect the culture.
- ▶ Over embellishment, accessorizing, makeup is not allowed. Simplicity is required.
- ▶ Hands and face gestures should be respectful and decent.



Key Visual & Communication Considerations

Primary

VISUAL

- ▶ Visual to include a human talent looking directly into the camera.
- ▶ Polygons should be present in all visuals (see slide 22).

KEY COMMUNICATION MESSAGE

- ▶ Headlines should communicate the emotional benefit of the product being promoted. This should ideally be communicated as a story and in the first person e.g. **“I go the extra mile to protect my family”**.
- ▶ Headlines should be communicated using “speech marks”
- ▶ Key product benefits should be communicated through a series of short and effective bullet points
- ▶ The overall tone of voice for all communications should be **SIMPLE, FRIENDLY and EFFECTIVE.**

CALL TO ACTION

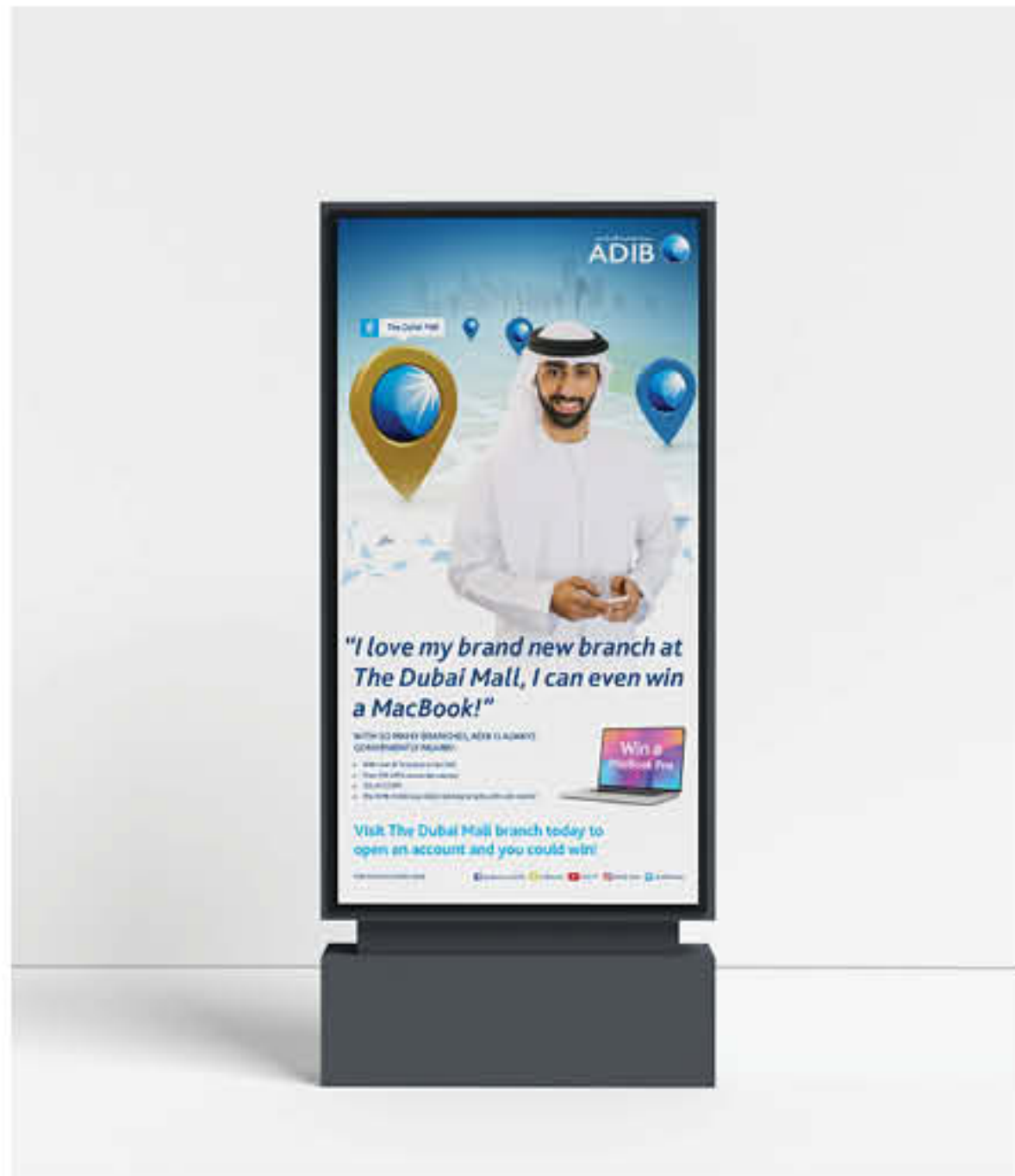
- ▶ Masterbrand creative should use the marketing contact number as a call to action, this will allow the marketing team to track the number of leads. The marketing contact number to be included is 8002882.



These rules should be followed whenever possible across all ADIB banking communications. In exceptional circumstances these rules can be adapted to fit the campaign requirements, but should consider the above as much as possible.

Brand Applications

Primary



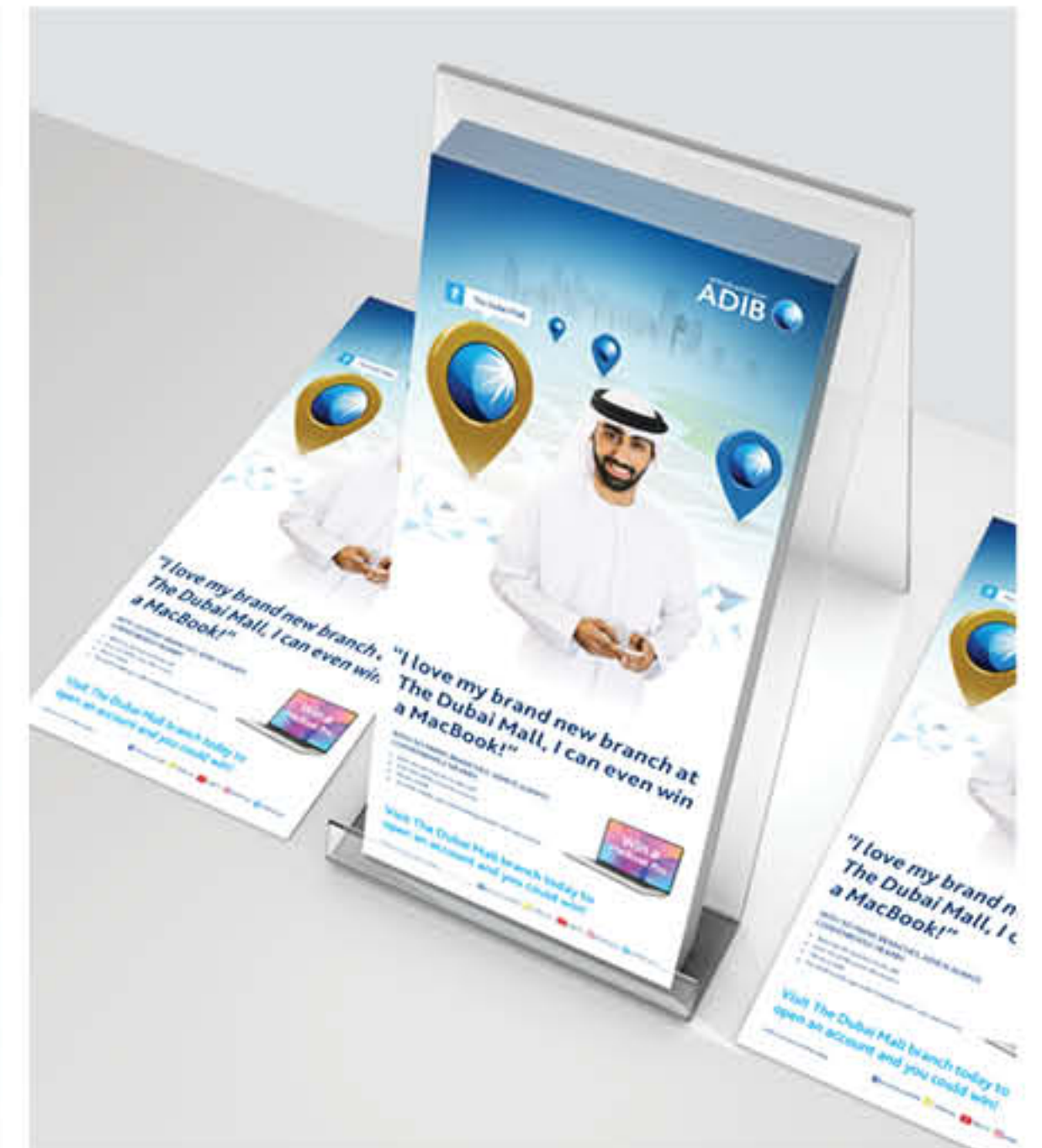
Outdoor Advertisement



Poster



Rollup



Rack Brochure

Key Visual & Communication Considerations

Secondary

The PRIMARY approach should be followed for all campaigns, except in special circumstances where the campaign is not suited and creative may be limited. On these occasions a creative license is given to deviate away from the primary approach but all communications should remain on brand.'

The advertisement features a background image of a person standing on a cliff overlooking the ocean. The layout is divided into several sections:

- Print Area:** The entire advertisement content.
- Headline:** "NOW ENJOY THE BEST OF ALL WORLDS"
- Sub-Headline:** "Experience exclusive lifestyle and travel benefits with the new ADIB Emirates Skywards Cards."
- Visual:** The central area containing five benefit icons and two ADIB Emirates Skywards Cards.
- Bullet Points:** The five benefits listed below the icons:
 - Fly to 123,000 Emirates Skywards Miles* and fuel surcharge
 - Fast track to Emirates Skywards Gold tier membership
 - Group Economy to travel Home. Check-in service within Dubai
 - Airport transfers in 16 cities
 - Global Airport Lounge access
- Call to Action:** "To apply for your ADIB Emirates Skywards Card SMS 'ADIBEK' to 4655, call 800 2882 or visit adib.ae/emirates"

At the bottom, there are social media icons for 800 2882, adib.ae, ADIB TV, @ADIB_Bank, Facebook.com/ADIB, @ADIBTravel, and ADIBTravel.

Brand Applications

Secondary



Indoor Advertisement



Billboard



News Advert

Brand Applications

Secondary



Outdoor Advertisement



News Advert



Outdoor Poster Advertisement



Billboard

Brand Applications

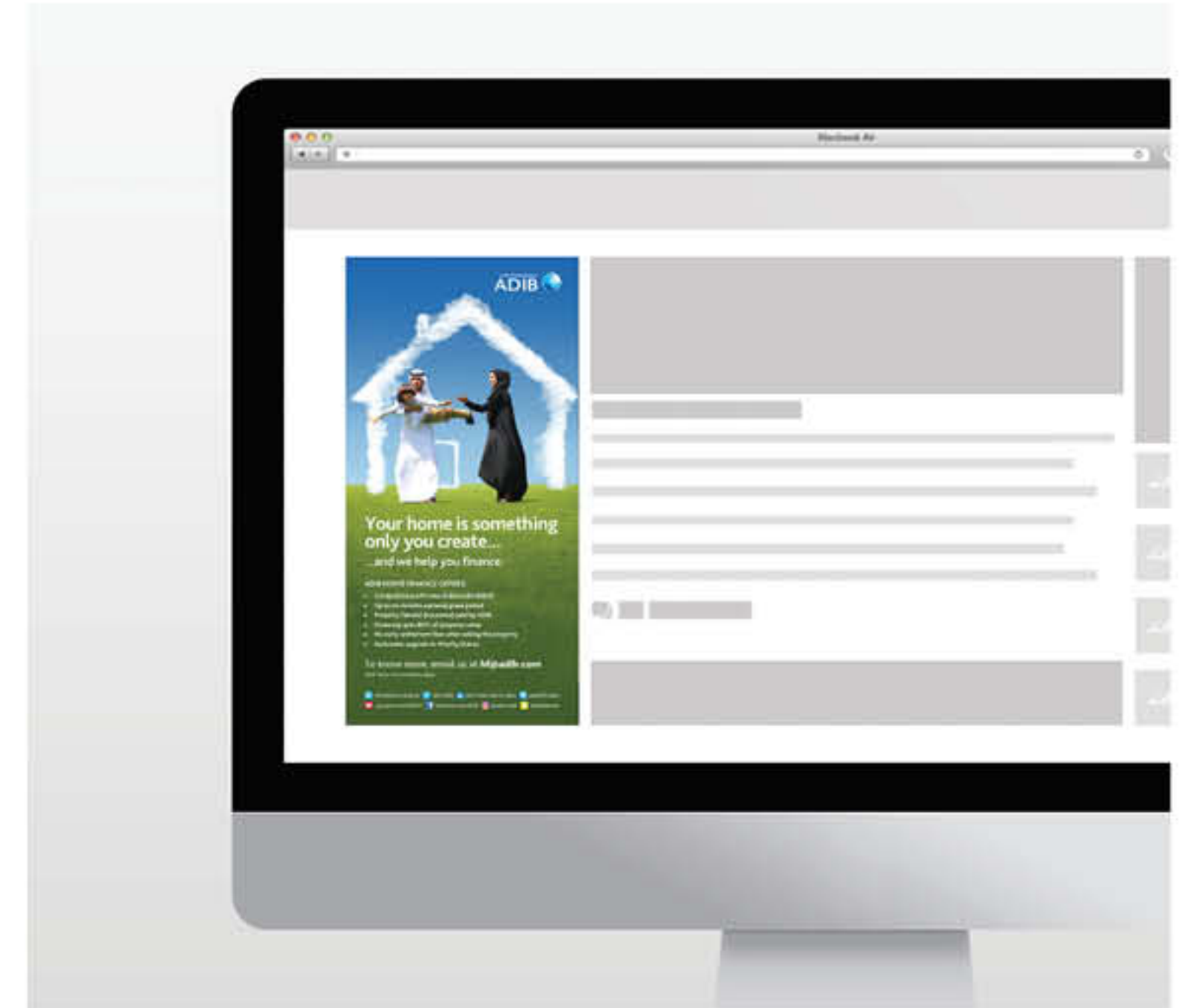
Secondary



Leaflets



Flyers



Online Banner

Corporate Stationery

Masterbrand



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.



Dimensions
210 x 297mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

Business Card

The business cards will be used for all official contact and communication of ADIB. Place your data into ADIB business cards and give them to your customers and partners.

Dimensions
85 x 55mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Business Card - Side A



Business Card - Side B

DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

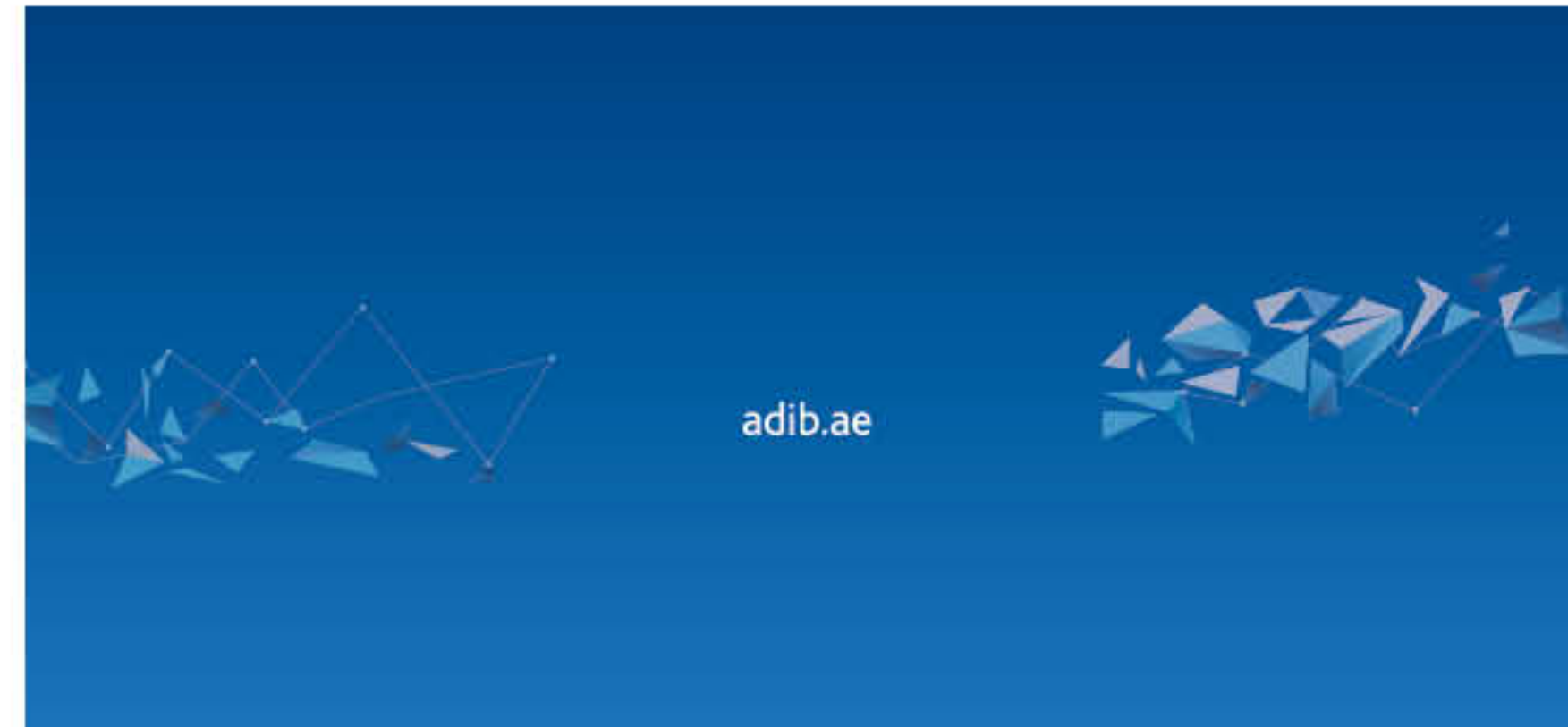
Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

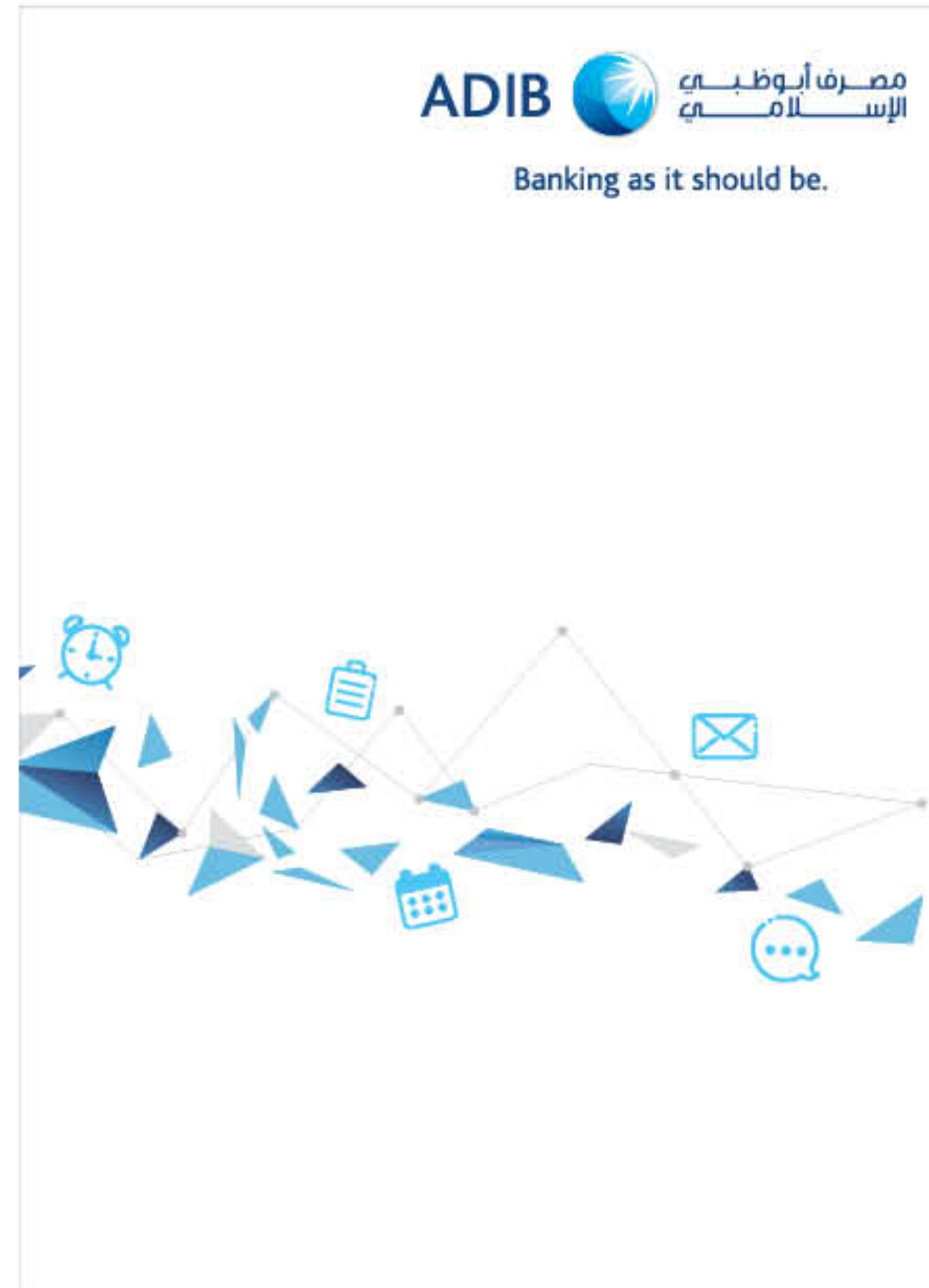
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

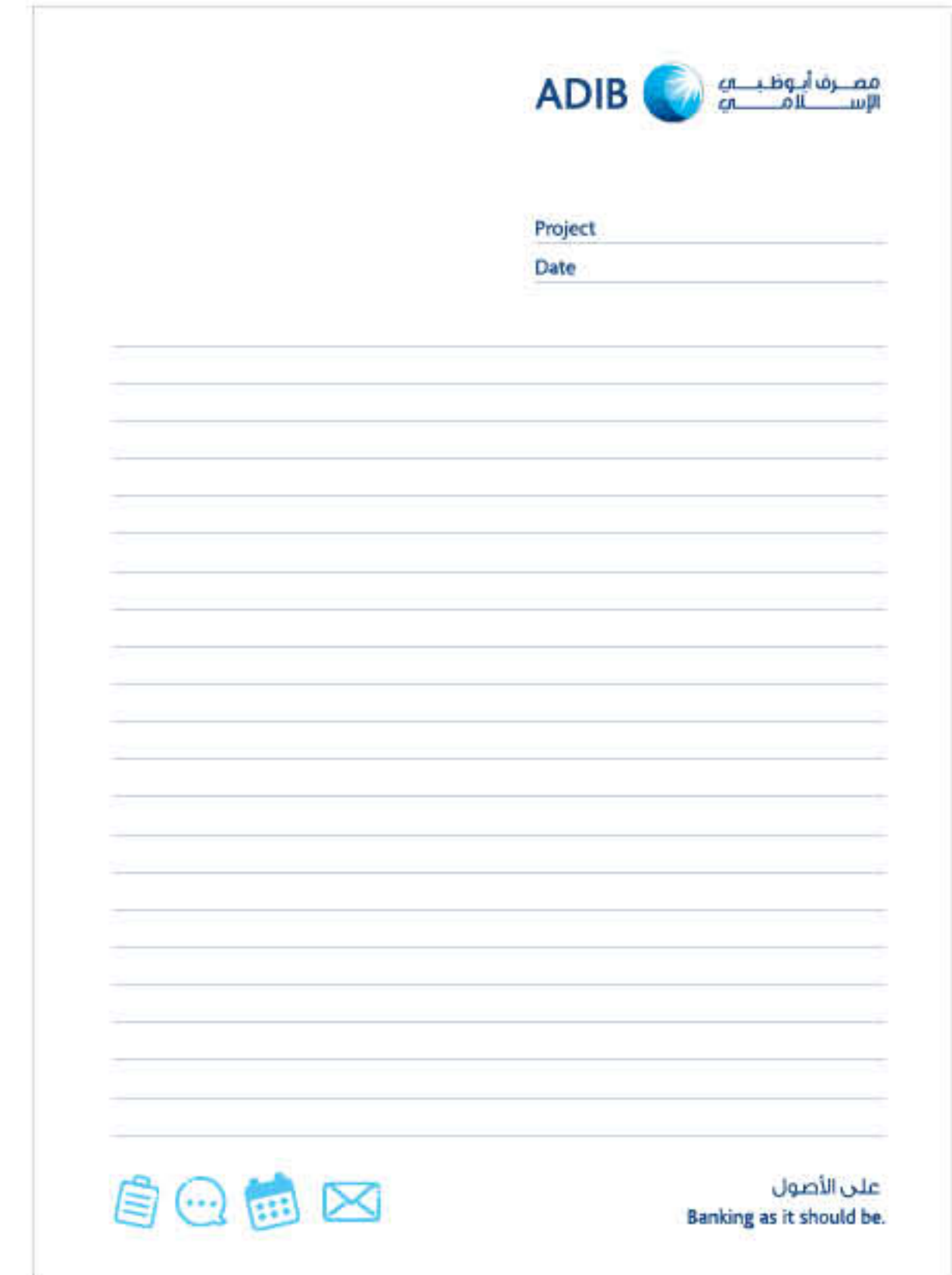
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



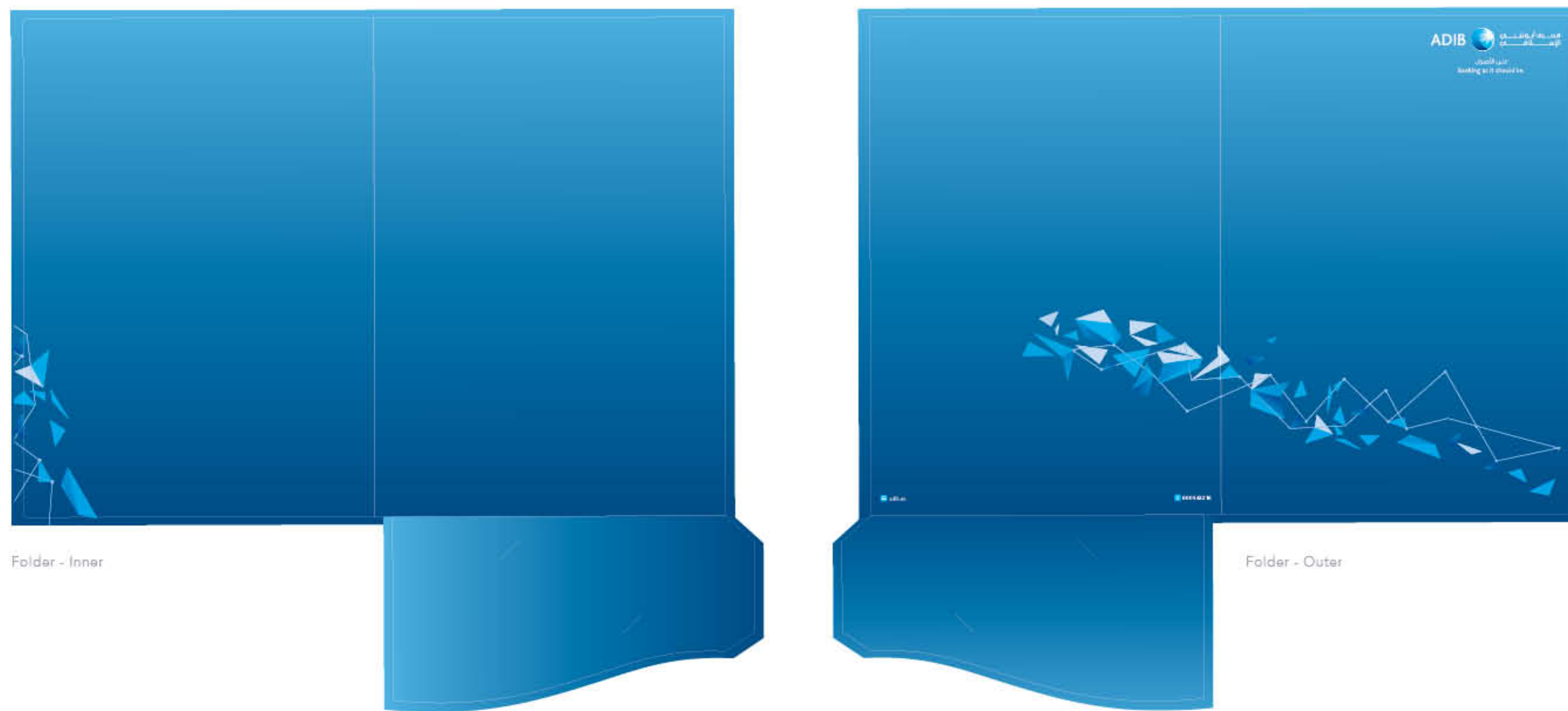
Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.



Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

Dimensions

SMALL - 195 x 210mm

MEDIUM - 250 x 320mm

LARGE - 310 x 350mm

Weight

300 gsm Uncoated CX22

Diamond White

Print

CMYK



Bag - Outer



Bag - Inner

Corporate Stationery

DIAMOND



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

- Dimensions
210 x 297mm
- Weight
100 gsm Uncoated CX22
Diamond White
- Print
CMYK



DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

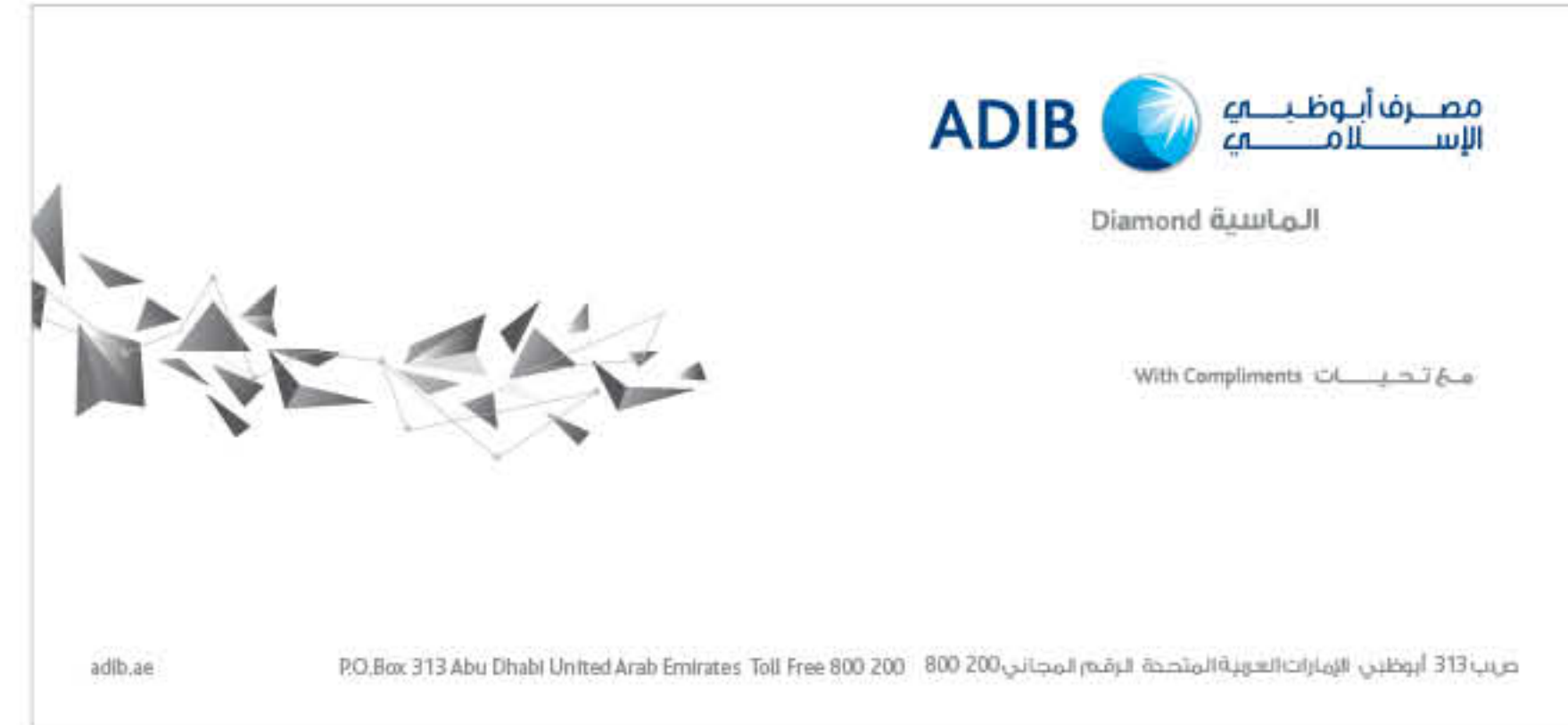
Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

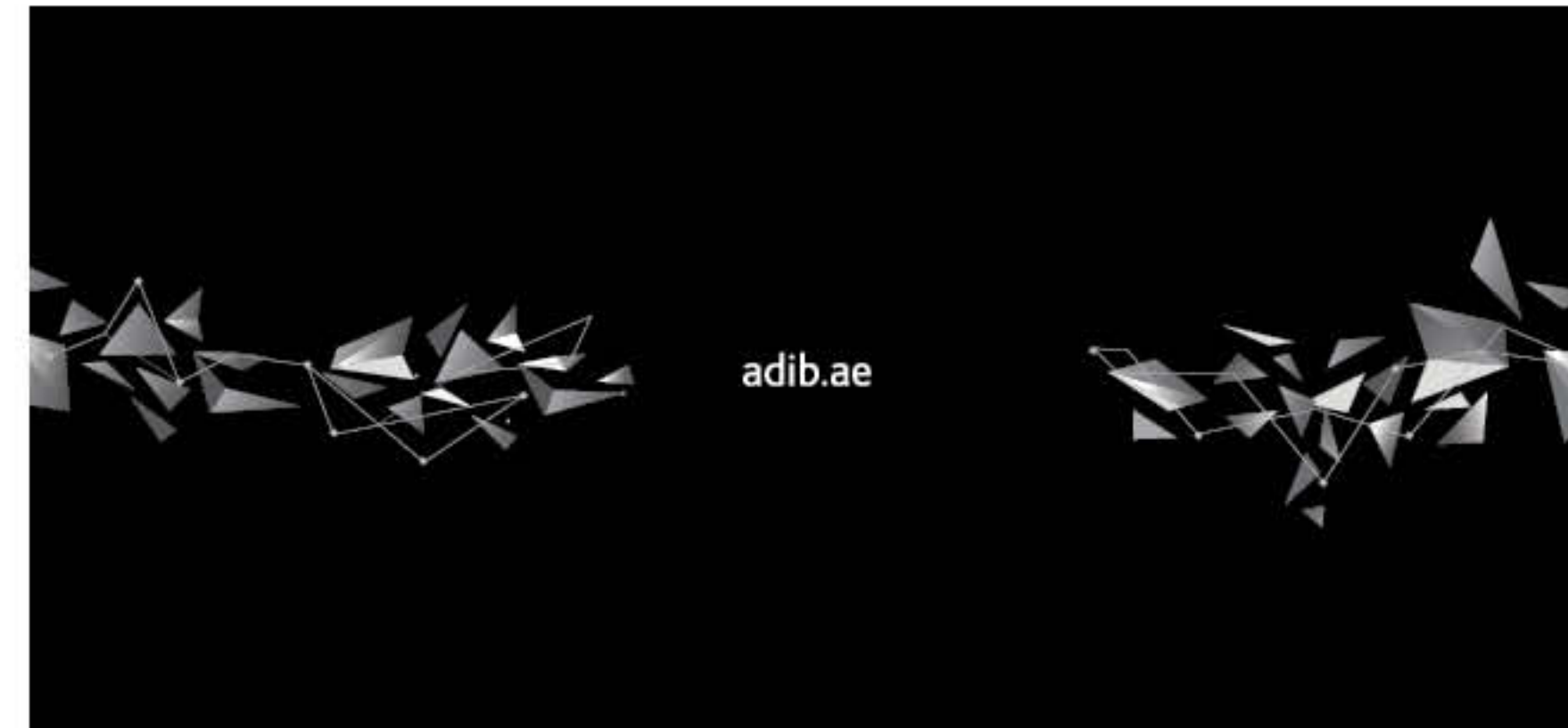
Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

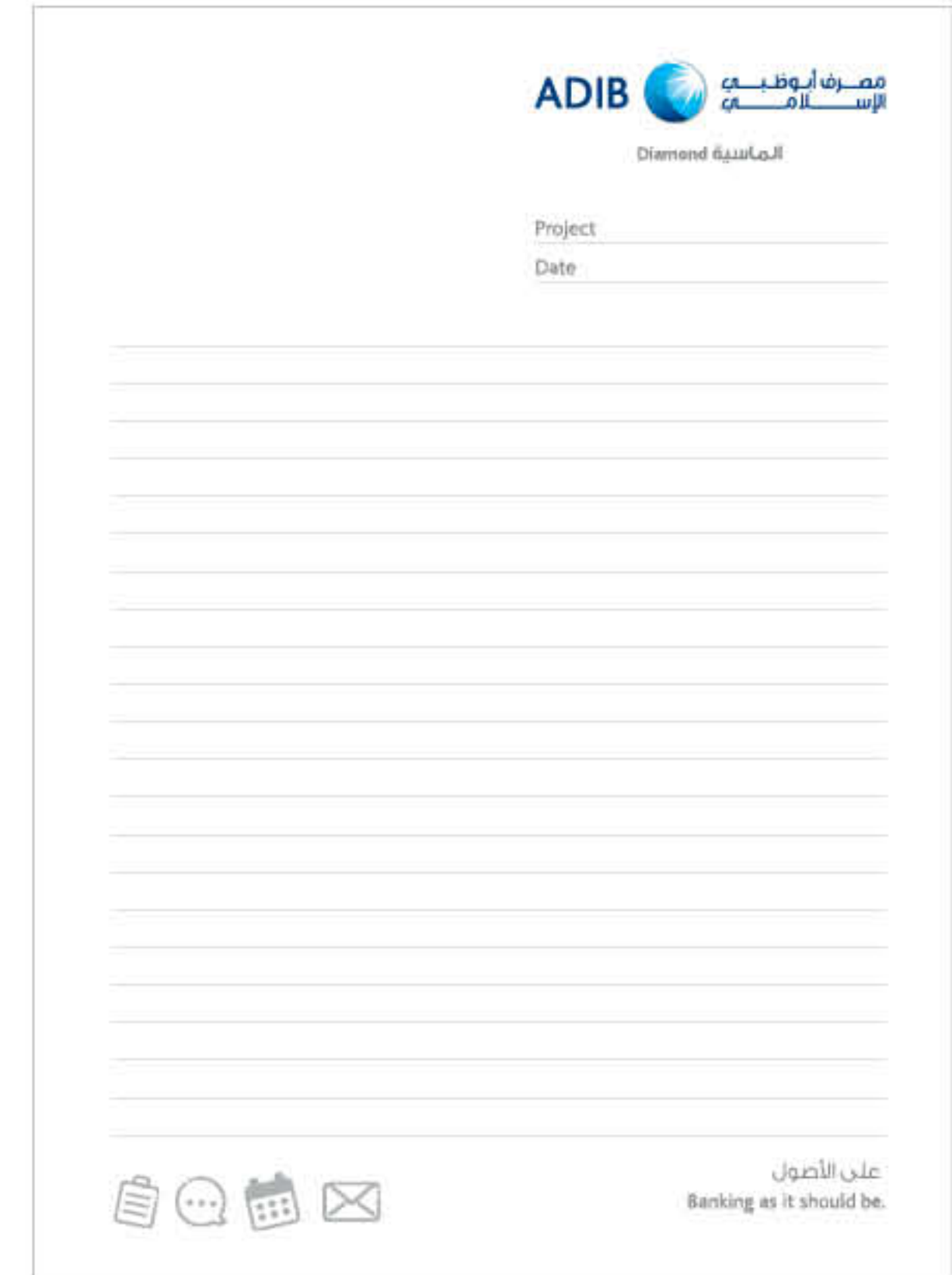
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.



Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

Dimensions

SMALL - 195 x 210mm

MEDIUM - 250 x 320mm

LARGE - 310 x 350mm

Weight

300 gsm Uncoated CX22

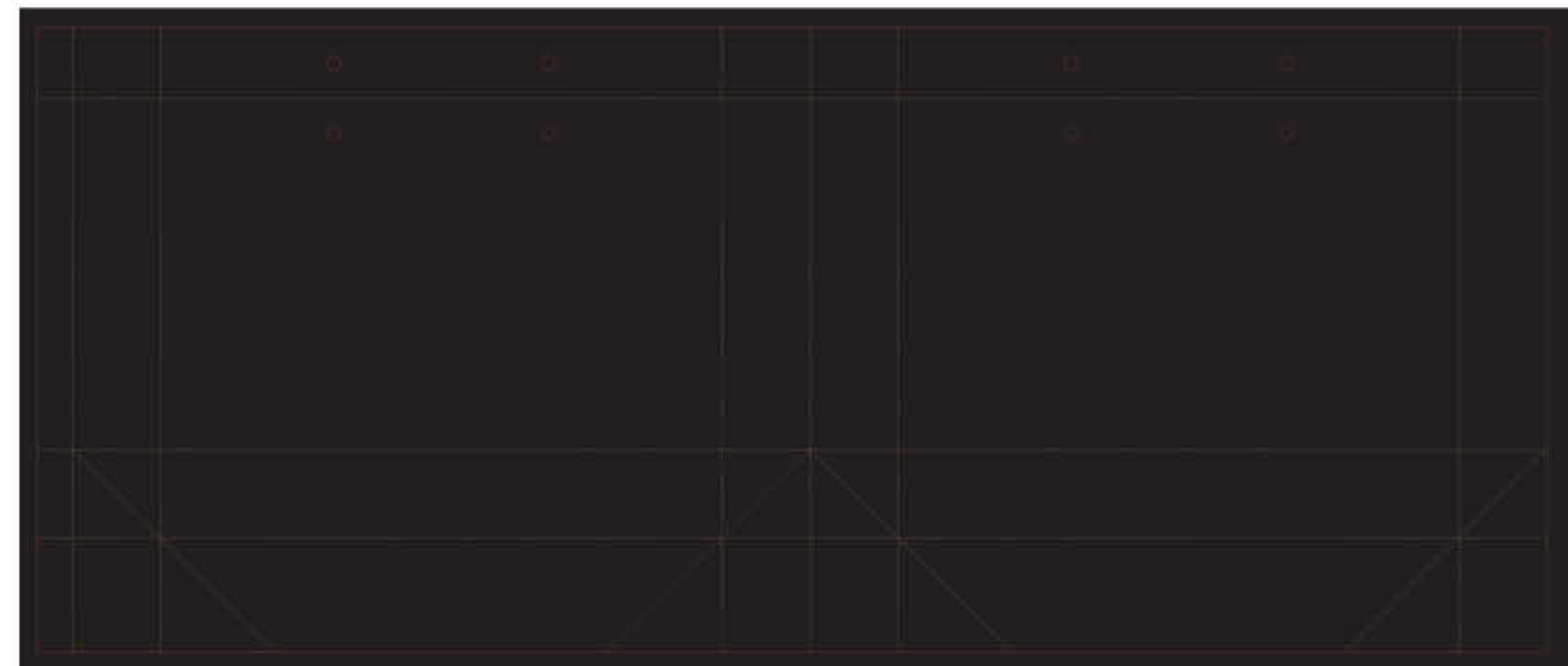
Diamond White

Print

CMYK



Bag - Outer



Bag - Inner

ADIB DIAMOND Imagery



ADIB GOLD Logotype

- ▶ 'THE GLOBE' symbol never appears alone except in special circumstances, such as certain signage (floor mats for example) and some promotional items.
- ▶ The Horizontal logo is to be used as the primary logo where possible.

Horizontal



Stacked

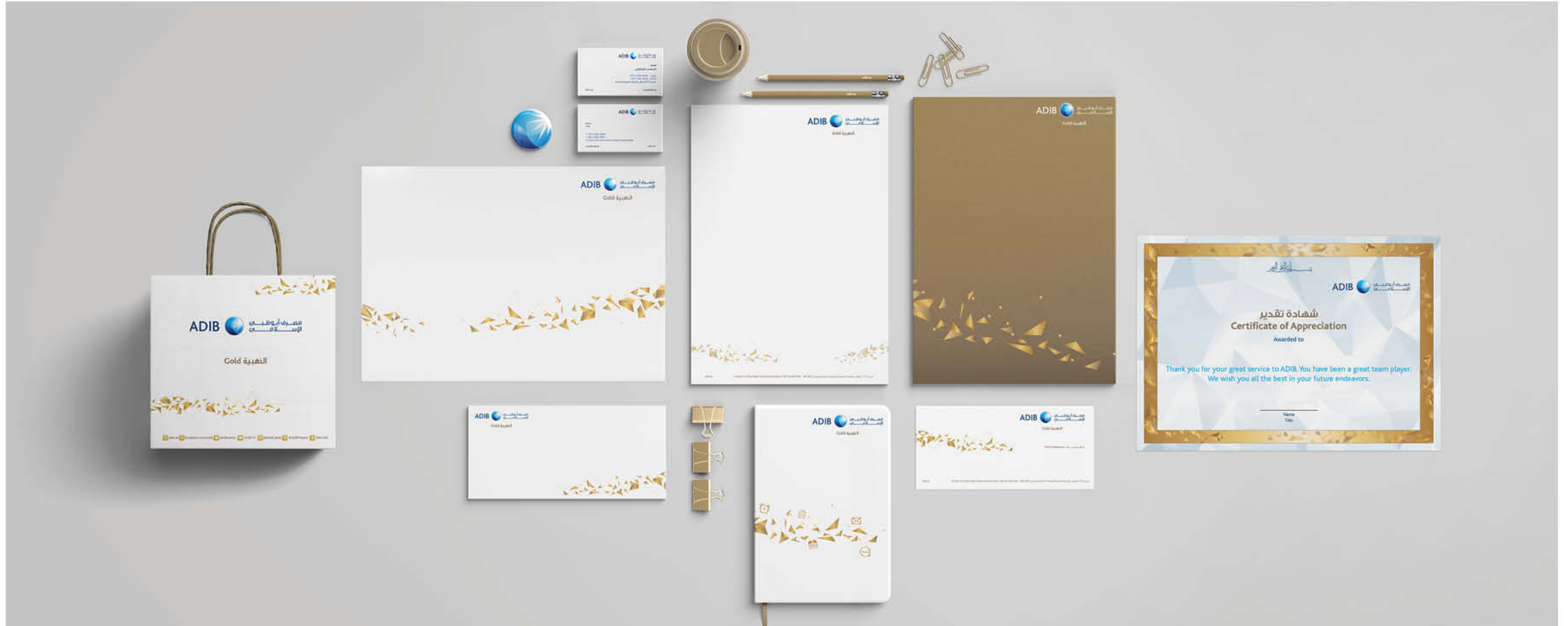


Vertical



Corporate Stationery

GOLD



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.



Dimensions
210 x 297mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

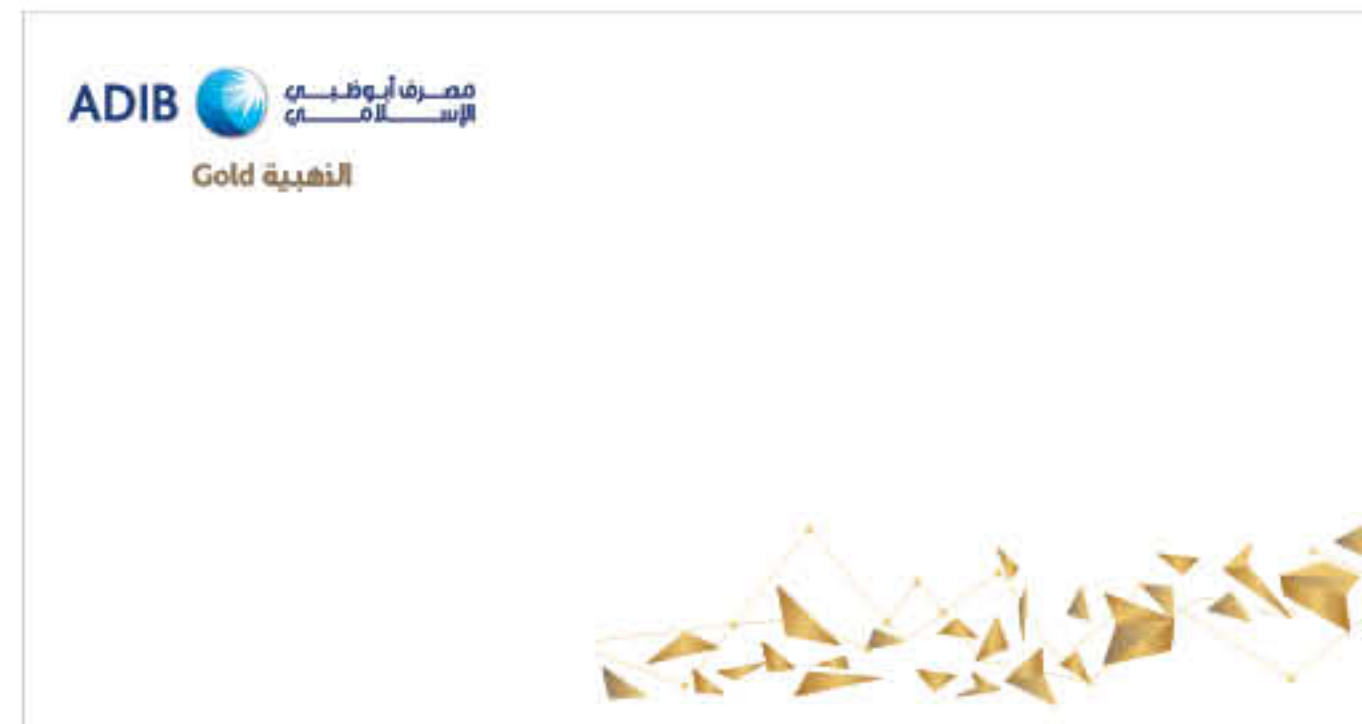


Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

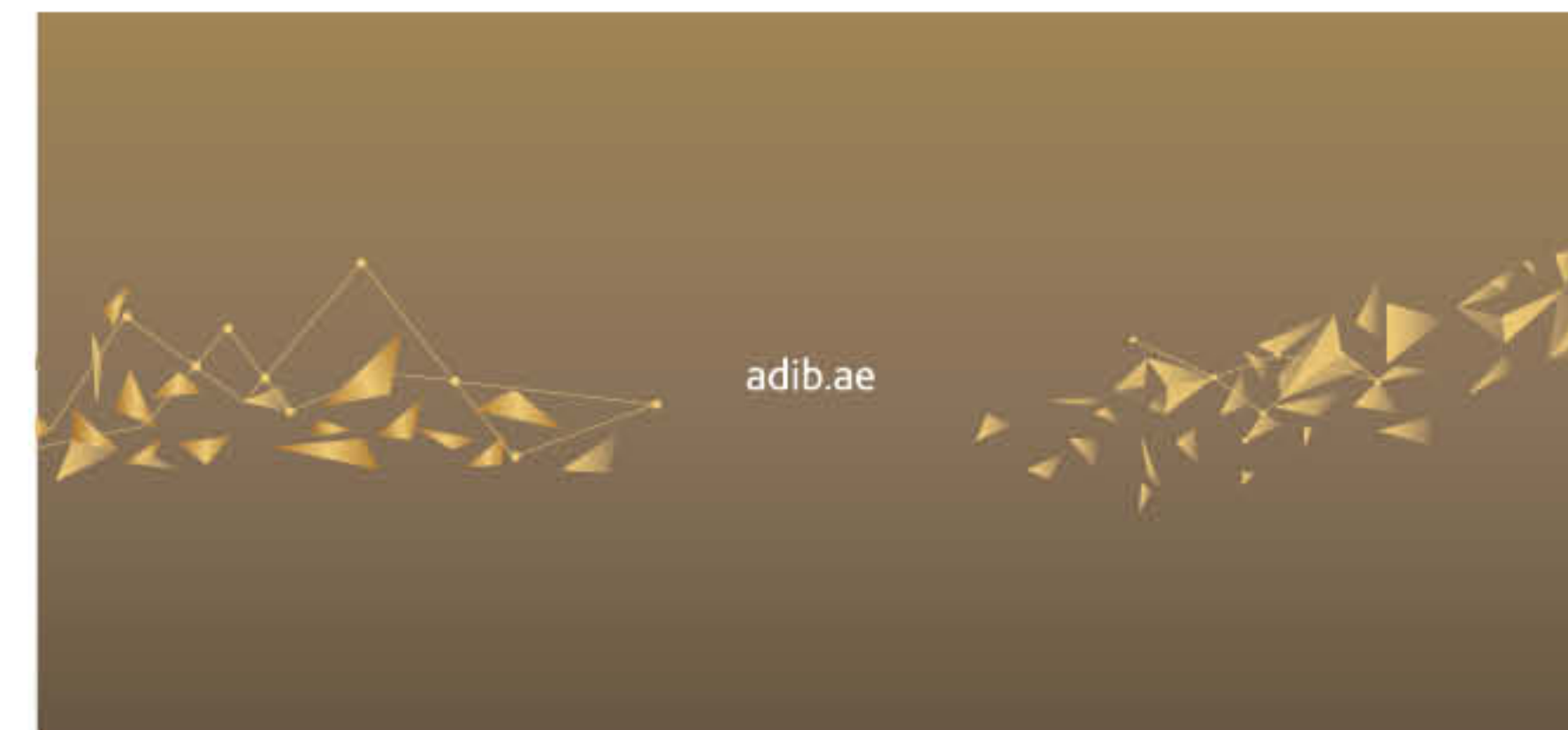
Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

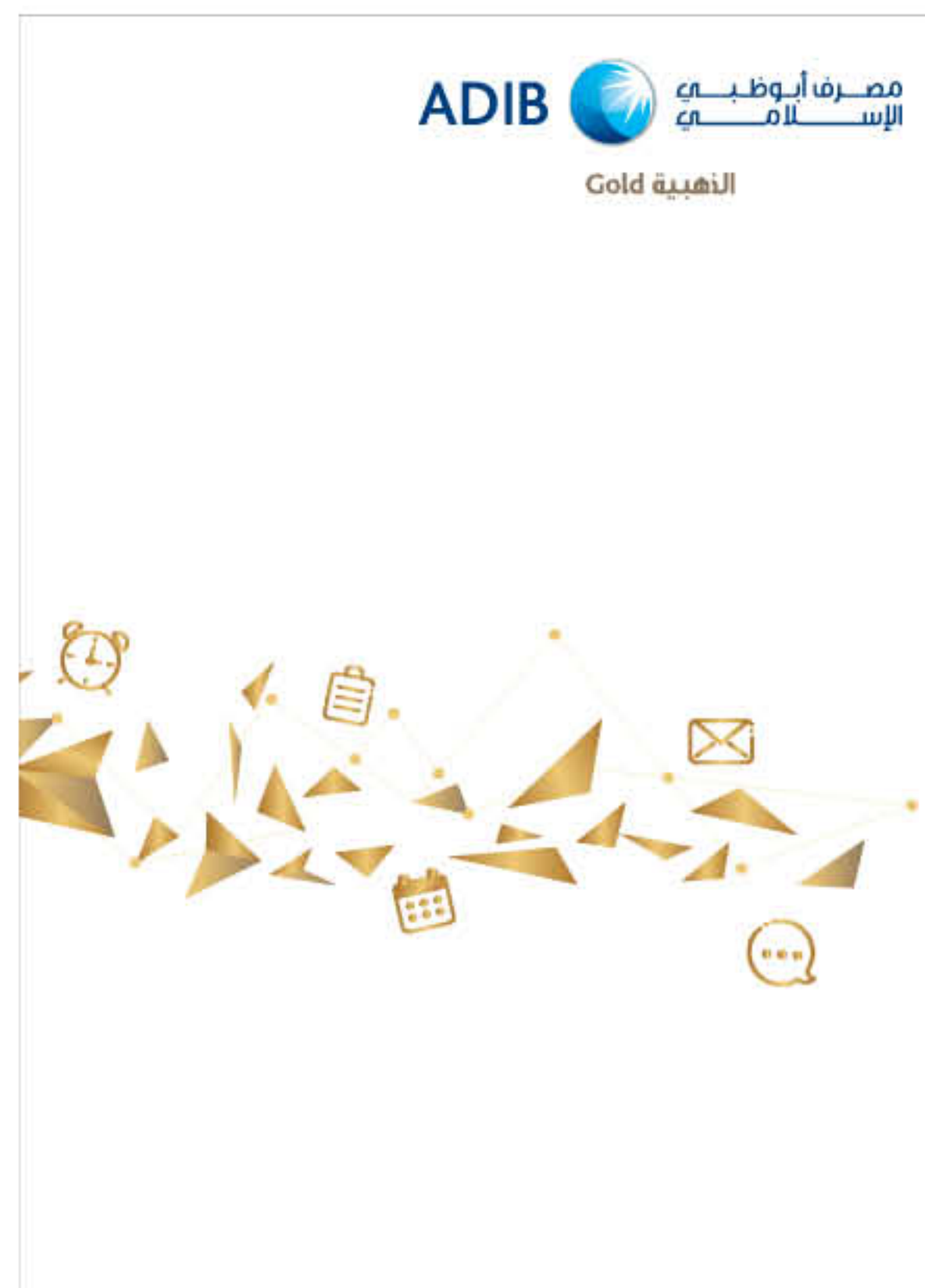
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

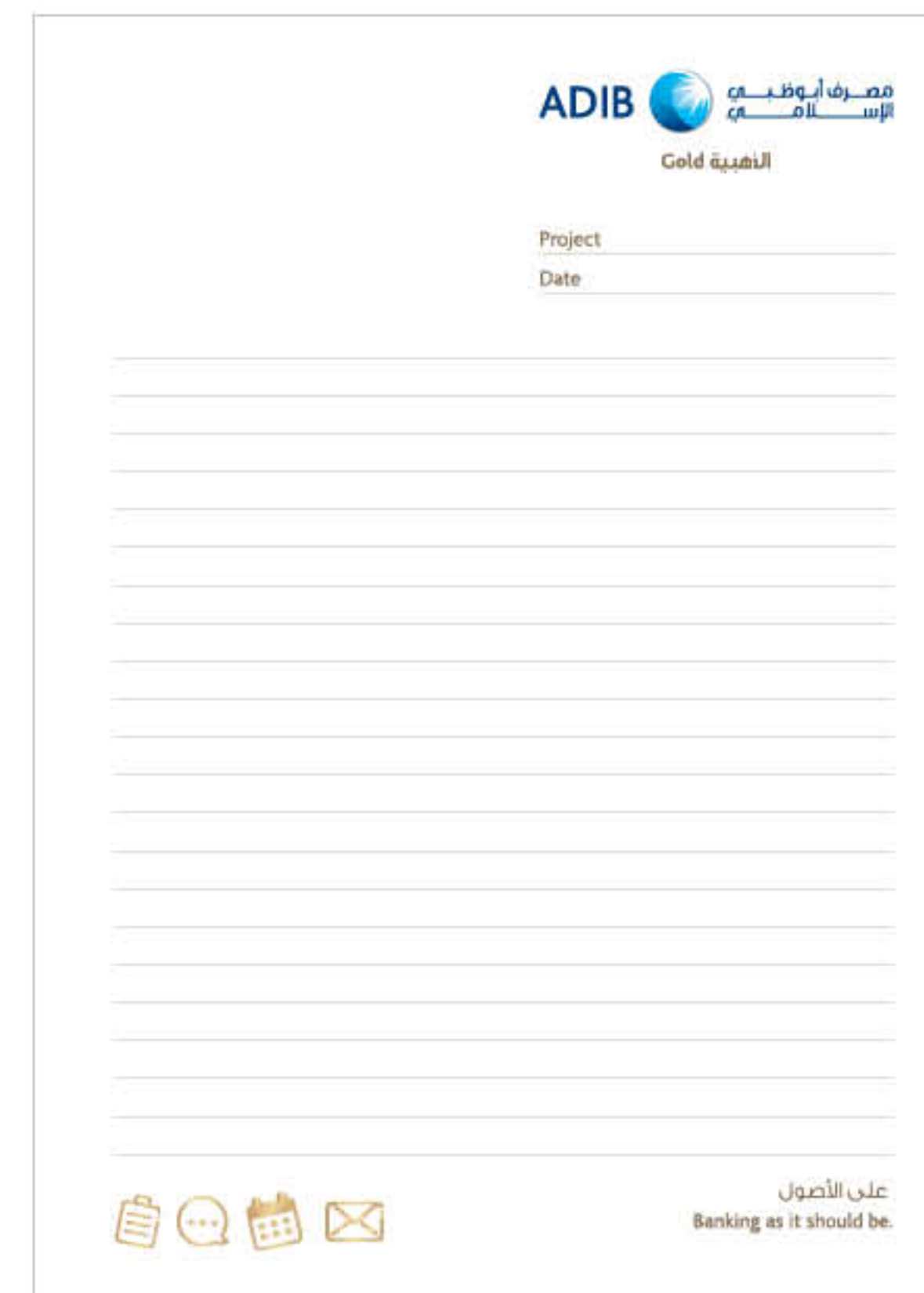
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.



Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

Dimensions

SMALL - 195 x 210mm

MEDIUM - 250 x 320mm

LARGE - 310 x 350mm

Weight

300 gsm Uncoated CX22

Diamond White

Print

CMYK



Bag - Outer



Bag - Inner

ADIB GOLD Imagery





الخدمات المصرفية للسيدات
Women's Banking

DANA - WOMEN'S BANKING

Dana Women's Banking is a new way to bank designed exclusively to cater to the needs of our female customers. An entirely new banking experience carefully designed keeping you in mind. Including special lifestyle privileges, all-women branches, professional female staff and much more!



DANA ASSET USAGE

DANA Primary Logo



- ▶ 'CALLIGRAPHY' symbol never appears alone except in special circumstances, such as certain signage (floor mats for example) and some promotional items.

DANA Logo - English + Arabic

Bilingual



الخدمات المصرفية للسيدات
Women's Banking

English



Women's Banking

Arabic



الخدمات المصرفية للسيدات

DANA Banking Segments



الماسية Diamond



الذهبية Gold

Approved Artwork Variations

▶ FULL COLOR

Use whenever possible. It will be used in most applications (Web, Advertising, Print and TV). Reproduce it in either CMYK or RGB.

▶ FULL-COLOUR REVERSE

The full colour reverse logotype may be used on coloured backgrounds as long as a light, or dark enough colour is used for enough contrast.

▶ INCORRECT USAGE

Do not reproduce DANA Logo in a tint or in any other colours.

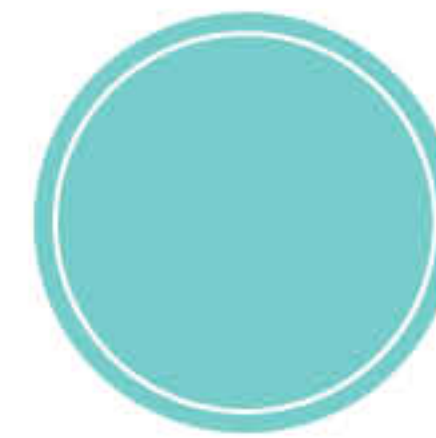


DANA - Color Palette

DANA PRIMARY COLORS

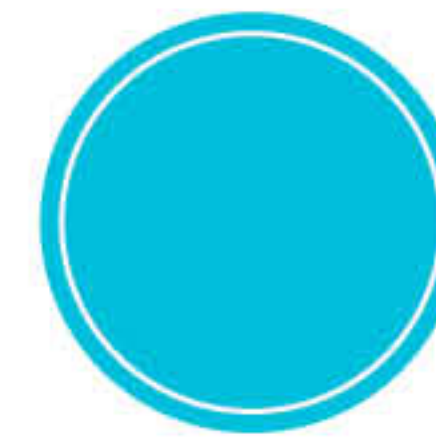
- ▶ Retail Segment
- ▶ Business Segment

- ▶ Tints of the primary colour palette can be used as an accent colours for graphic devices.
- ▶ Tints can be used at 10% intervals between 80% and 20%. Avoid tints above 80%, ensure our 100% colours remain distinct. Don't use tints below 20%, avoids colours that look too weak.



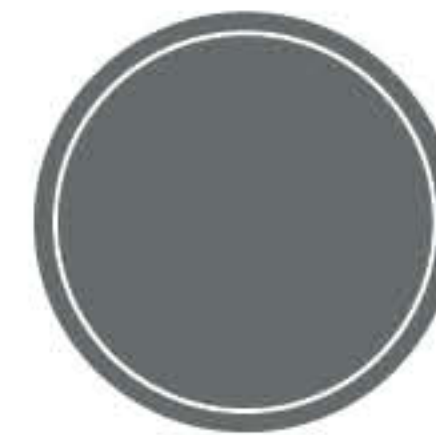
TURQUOISE
Pantone 3242

C54 M0 Y24 K0
R107 G218 B213
#8C704B



WOMEN'S BLUE
Pantone 311 C

C69 Y 0 Y12 K0
R0 G193 B222
#00C1DE



SILVER
Pantone 424

C54 M42 Y43 K27
R112 G114 B113
#C6C6C5



GOLD
Pantone 874

C40 M50 Y75 K18
R140 G112 B75
#8C704B

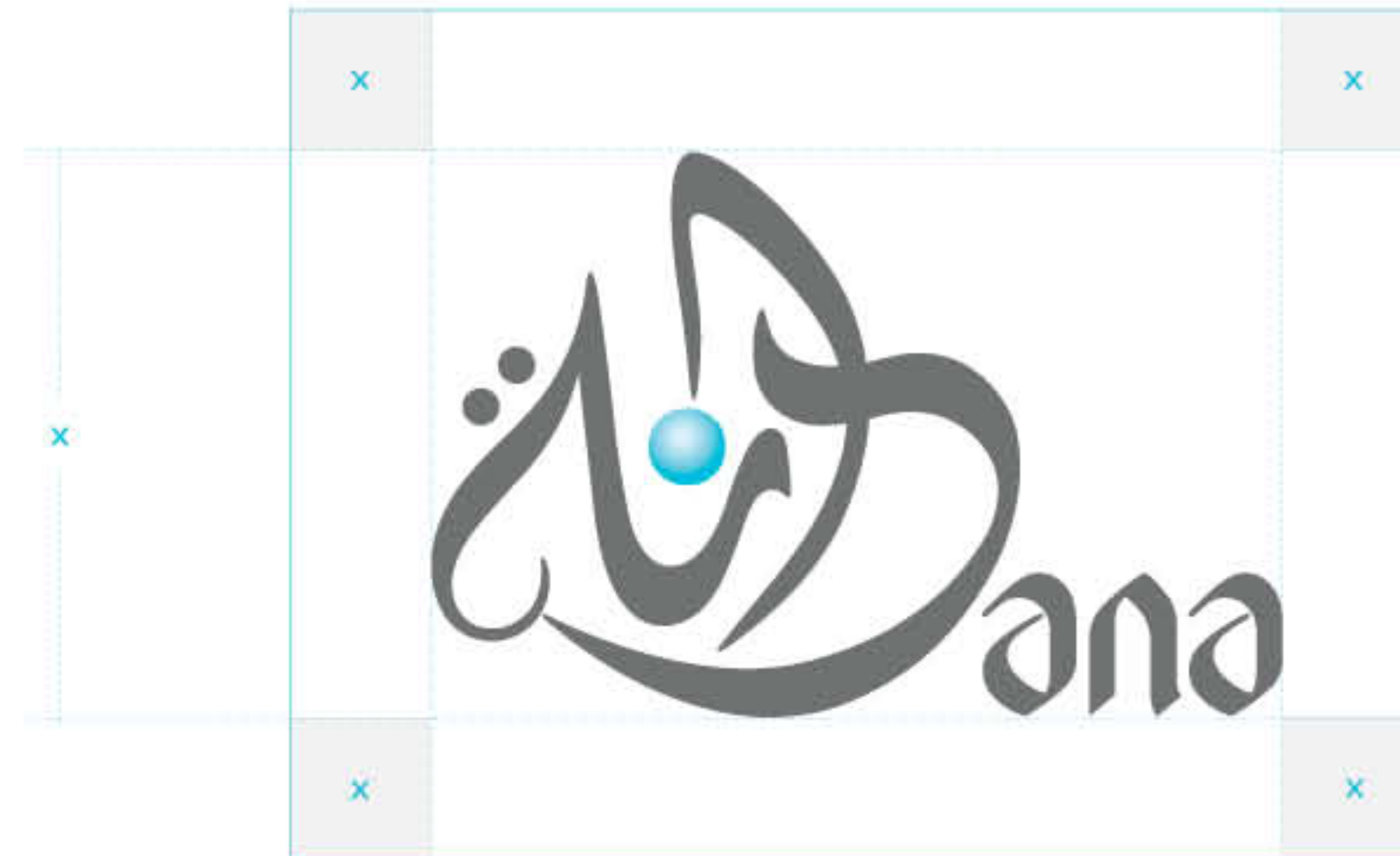
Exclusion Zone and Minimum Size

The amount of clear space is calculated as follow:

Clearance to the sides = X

X = 1/4 of the height of the 'Calligraphy'

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.



Minimum Size 14 x 9mm



DANA Logo - Correct Placement

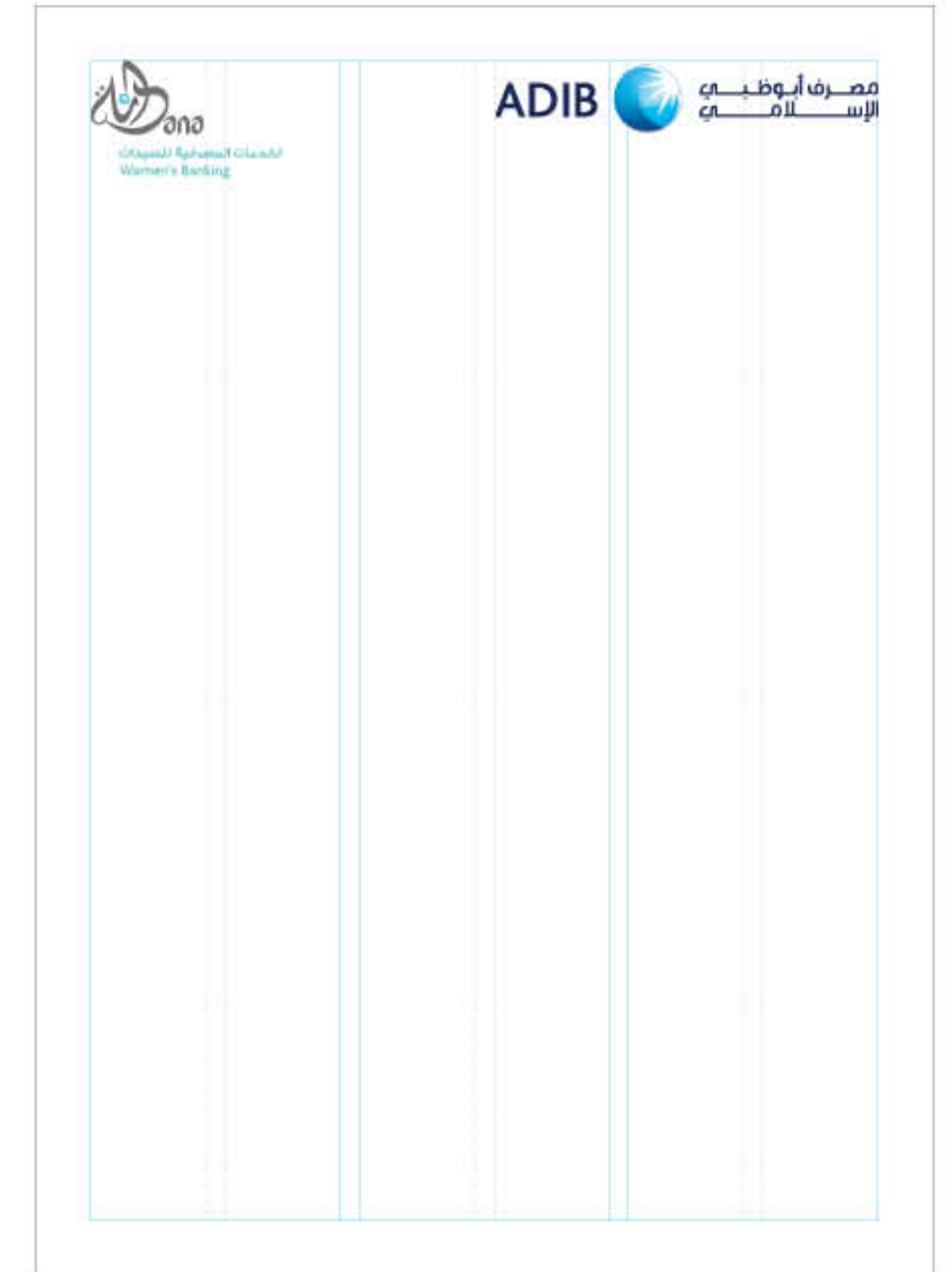
The DANA logo should appear in fixed positions across all brand communications. The fixed position should always be the top left hand corner of the given format. Placing the logo in any other way is not allowed.

ADIB Masterbrand Logo should always be present on the opposite right corner.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.

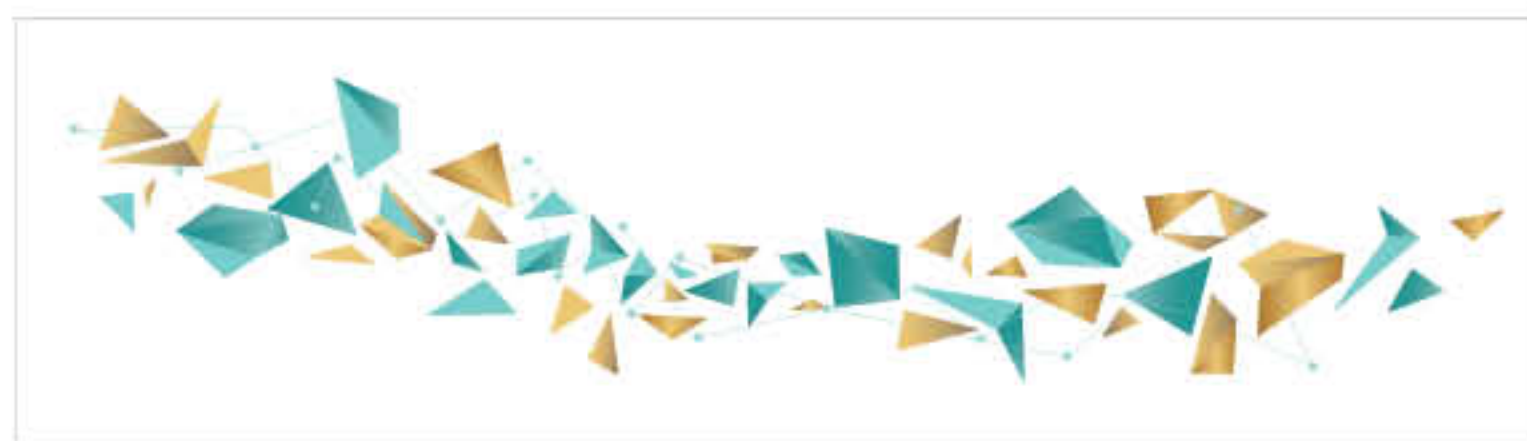


Landscape Orientation



Portrait Orientation

DANA Polygons



DANA

DANA GOLD

DANA DIAMOND

Communication Layouts and Examples

ADIB بنك دبي الإسلامي

Women's Banking

Khalidya Ladies Branch

"I love my brand new branch at Khalidya Ladies Branch, I can even win a MacBook!"

WITH SO MANY BRANCHES, ADIB IS ALWAYS CONVENIENTLY NEARBY.

- With over 87 branches in the UAE
- Over 555 ATMs across the country
- 1TB of CCDS
- The ADIB mobile app makes banking simpler, safer and smarter.

Win a MacBook Pro

Visit Khalidya Ladies Branch today to open an account and you could win!

ADIB terms and conditions apply.

adib.ae 800 2288

ADIB بنك دبي الإسلامي

Women's Banking

Journey towards wellness
ADIB DANA MEDICAL FINANCE

We always wish you excellent health. Now we help you attain it too. With ADIB Dana Medical Finance, you can be at your best. So, travel the path to wellness by visiting your nearest ADIB Dana branch.

adib.ae 800 2288

ADIB بنك دبي الإسلامي

Women's Banking

كوني الأفضل
بالتوفير اصنعي مستقبلك المشرق

في مصرف أبوظبي الإسلامي، كل يوم هو مناسبة للاحتفال باليوم العالمي للمرأة لأننا نؤمن بأن تعزيز قدراتك هو السبيل لضمان مستقبل أكثر إشراقاً لك ولأحبائك.

احتفلي بالشهر العالمي للمرأة عبر فتح حساب التوفير "غني" واحصلي على قسيمة شراء بقيمة 500 درهم من باريس غاليزي.

500 درهم

dana.adib.ae 600 543216

تفري، نموذج وشعار مصرف أبوظبي الإسلامي

Photography

Emirati models are to be used wherever possible.

Models should be dressed conservatively with no visible hair, heavy make up or nail polish. The Emirati dress code must always be followed and the veil should be worn correctly. Emirati ladies should always be presented in an Abaya with full head scarf "Shayla" in black.

Images should avoid stereotypes wherever possible e.g. Emirati women in coffee shops and shopping malls. If in special circumstances the creative requires to show such images this is allowed e.g. a retail promotion etc.





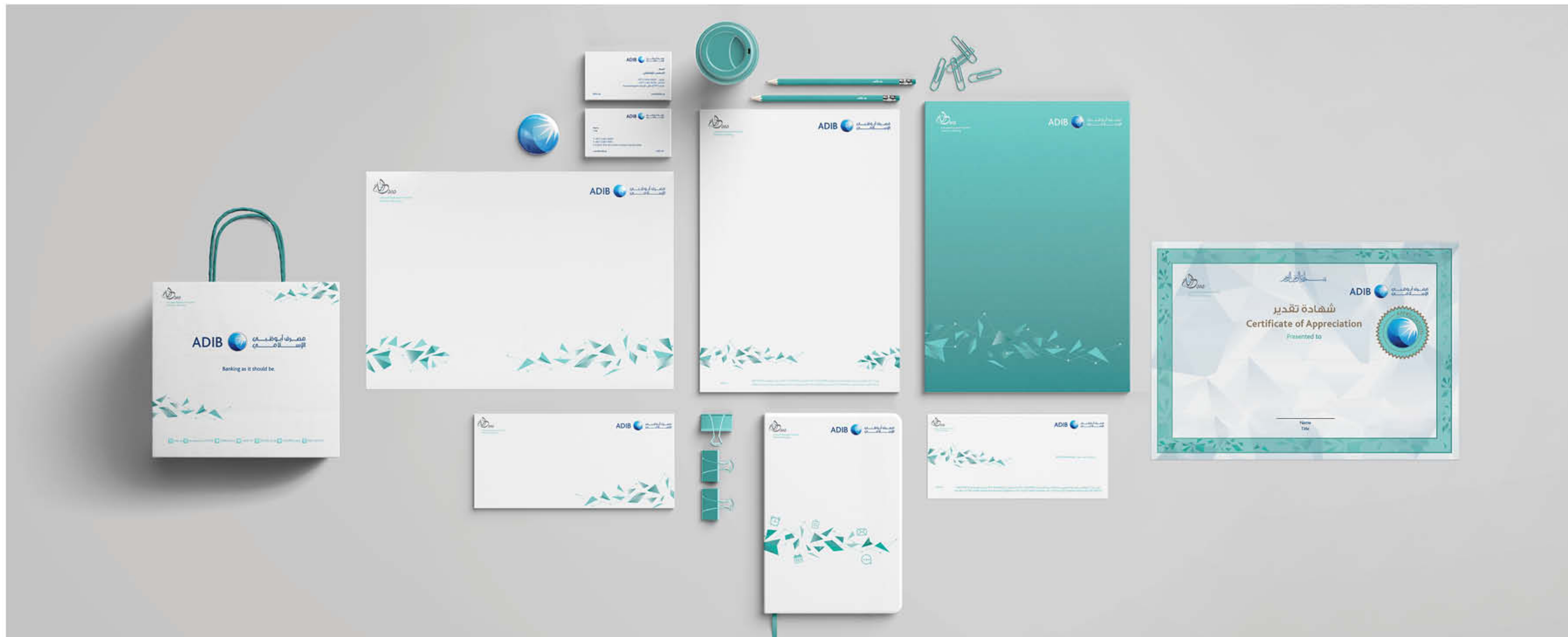
TONE OF VOICE

Communication messaging should connect with the audience in which it is targeting; working professionals, students and mothers. The style of copy used should be **YOUNG, MODERN** and **RESPECTFUL**.

Communication messaging should not be perceived as suggestive, sassy or stereotypical.

Corporate Stationery

DANA



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.



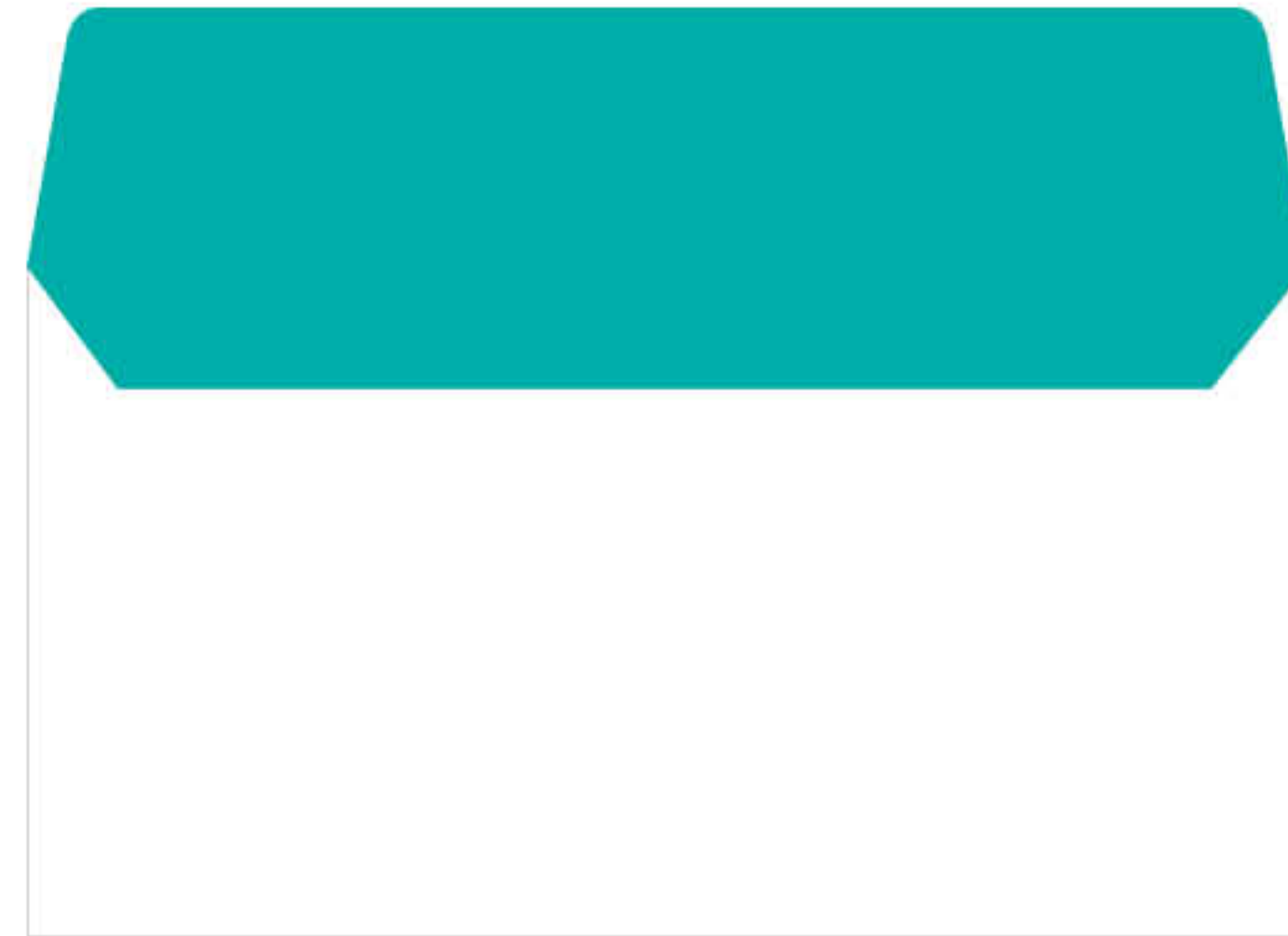
Dimensions
210 x 297mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner



Envelope - Front Side



Envelope - Back Side

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

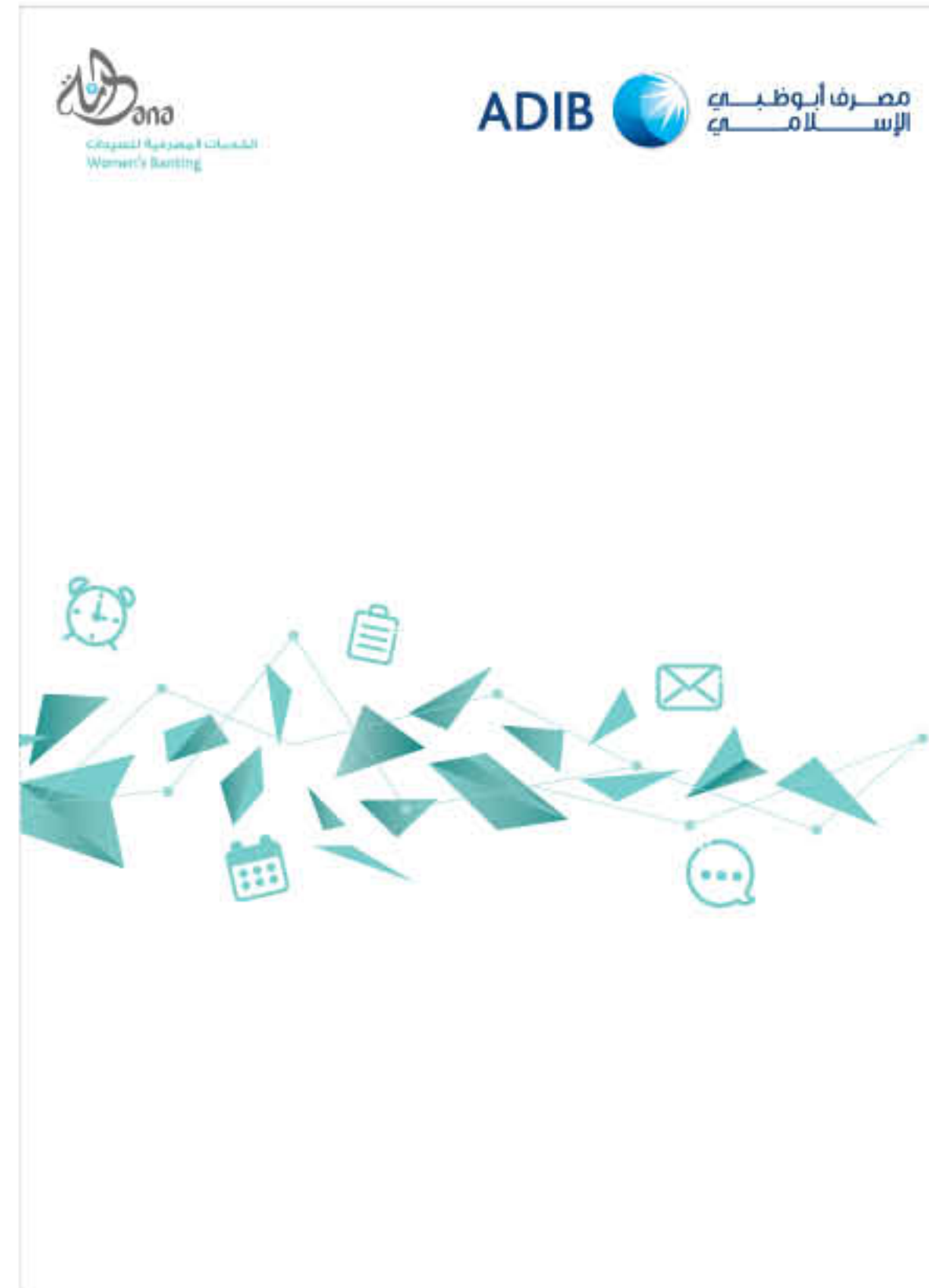
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

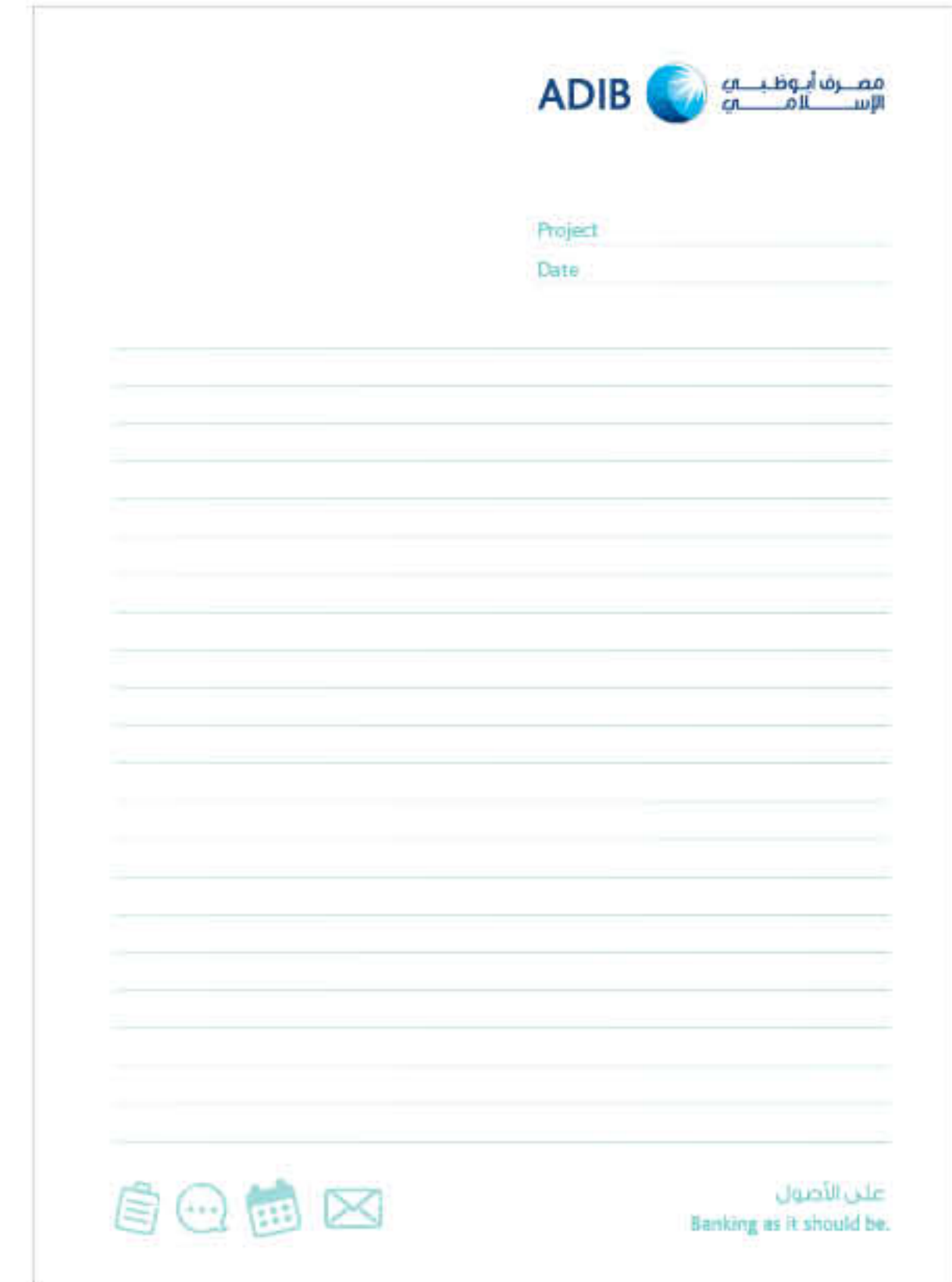
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.



Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.



Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

Dimensions

SMALL - 195 x 210mm

MEDIUM - 250 x 320mm

LARGE - 310 x 350mm

Weight

300 gsm Uncoated CX22

Diamond White

Print

CMYK



Bag - Outer



Bag - Inner

Corporate Stationery

DANA GOLD



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

- Dimensions
210 x 297mm
- Weight
100 gsm Uncoated CX22
Diamond White
- Print
CMYK

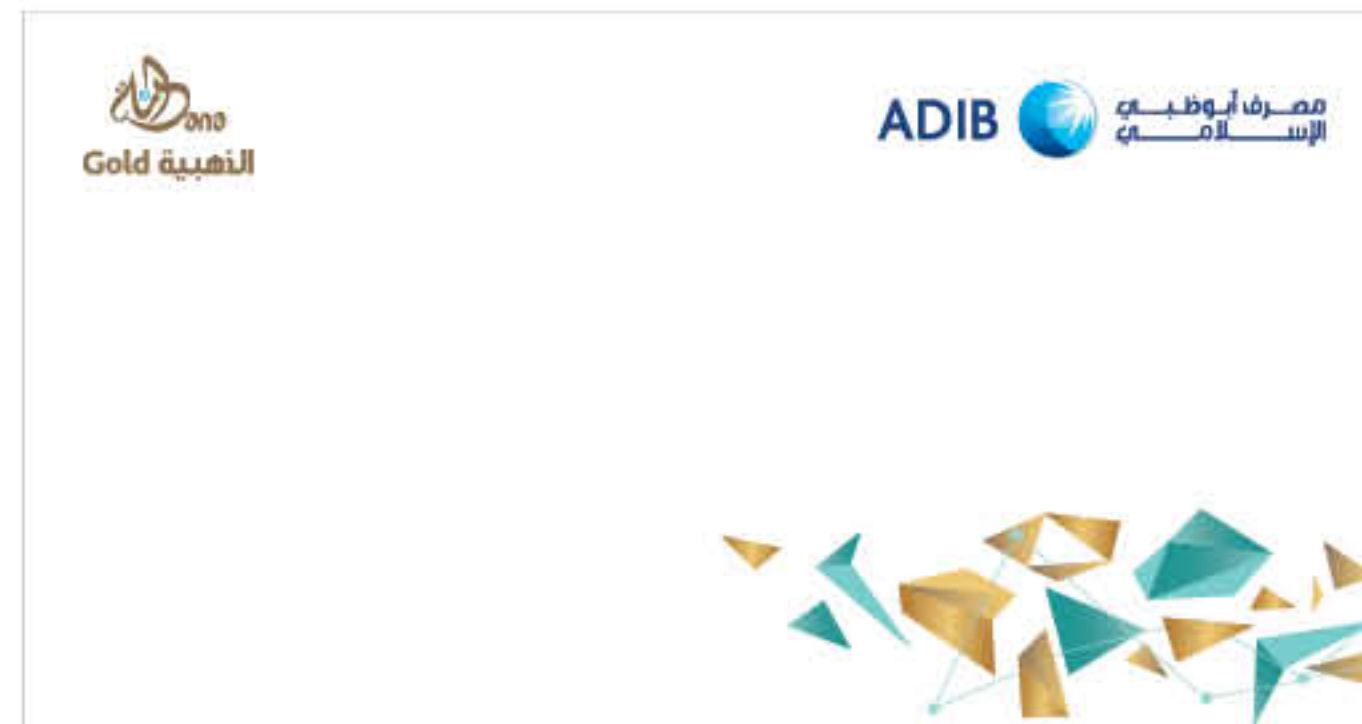


DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner



Envelope - Front Side



Envelope - Back Side

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

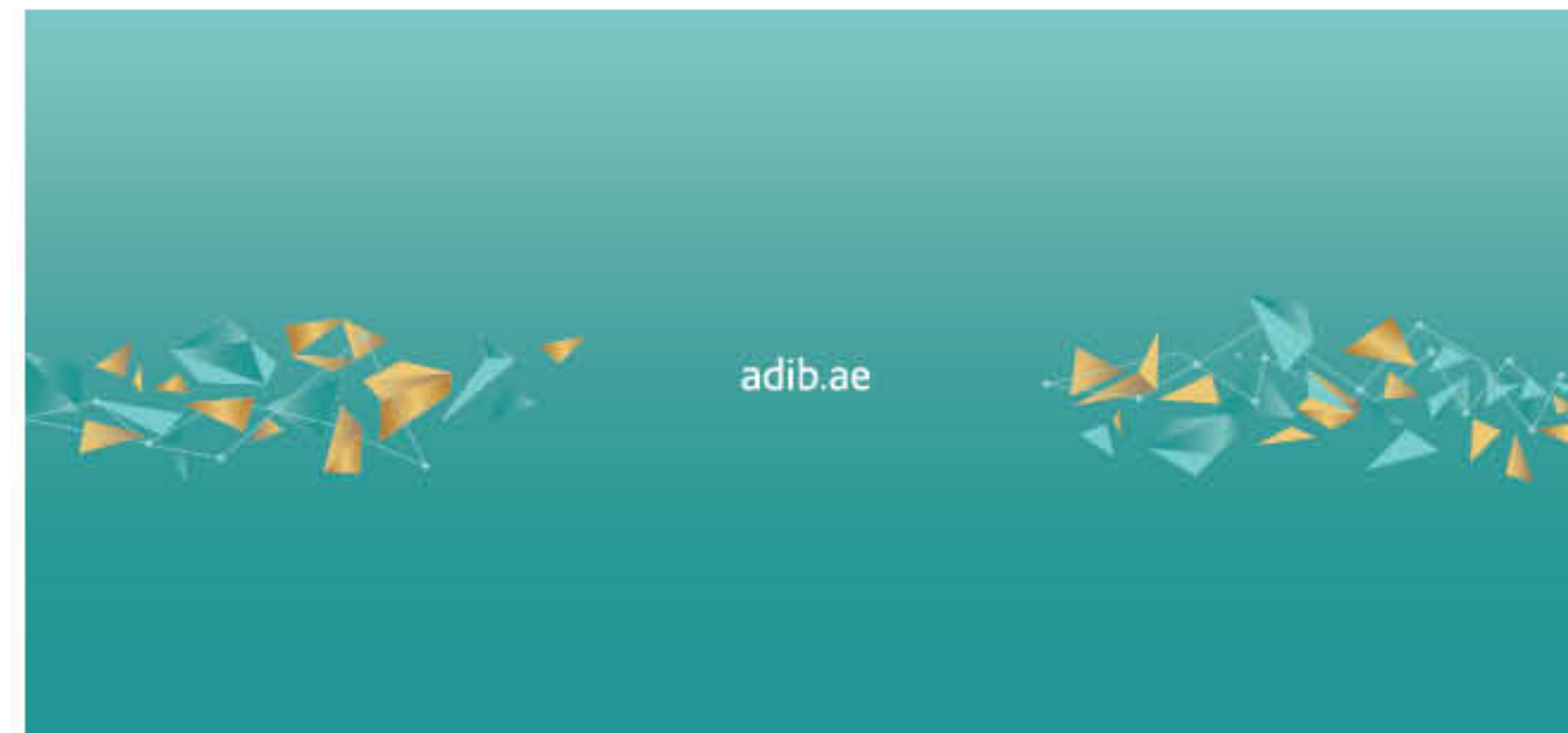
Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

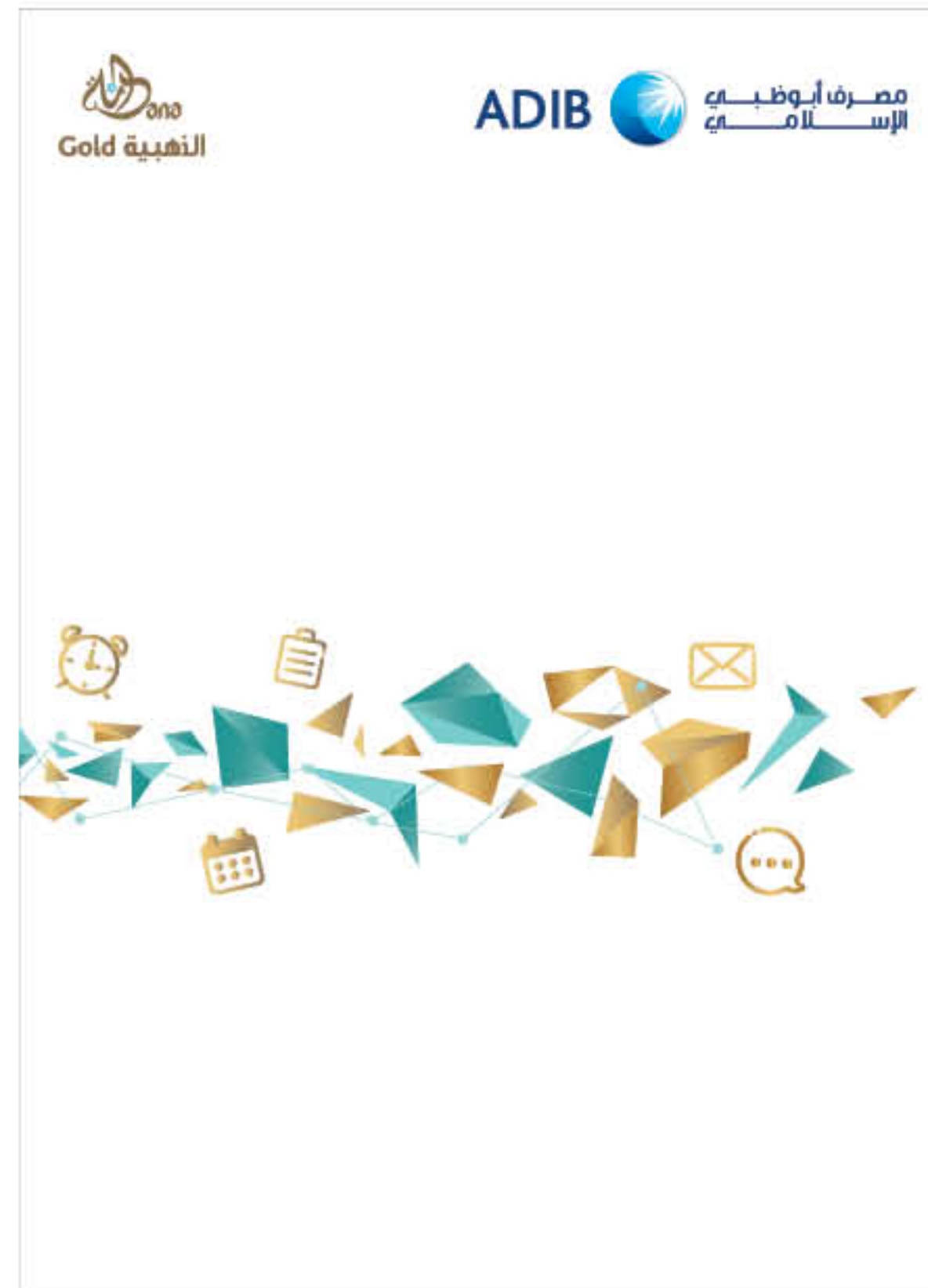
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

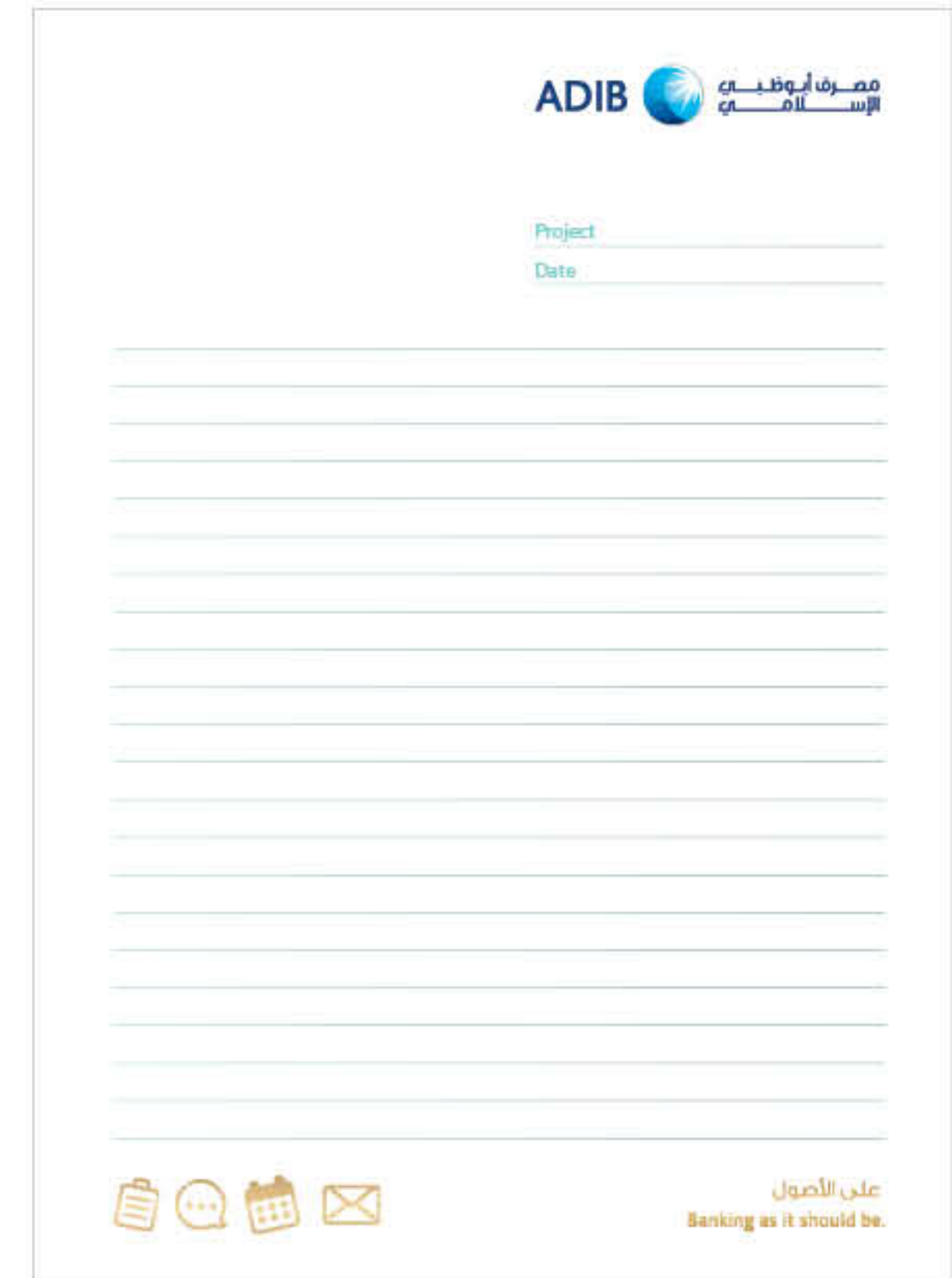
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



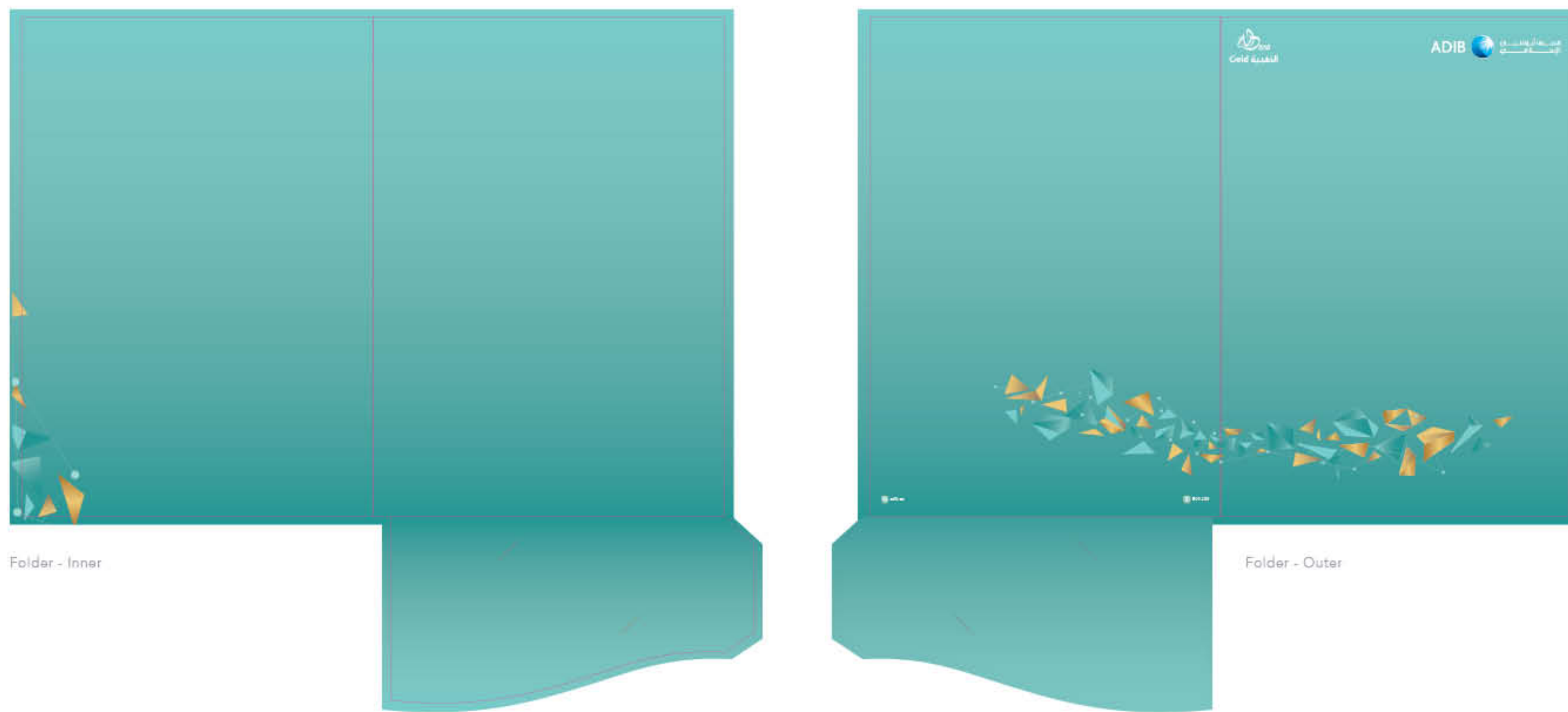
Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.



Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

Dimensions

SMALL - 195 x 210mm

MEDIUM - 250 x 320mm

LARGE - 310 x 350mm

Weight

300 gsm Uncoated CX22

Diamond White

Print

CMYK



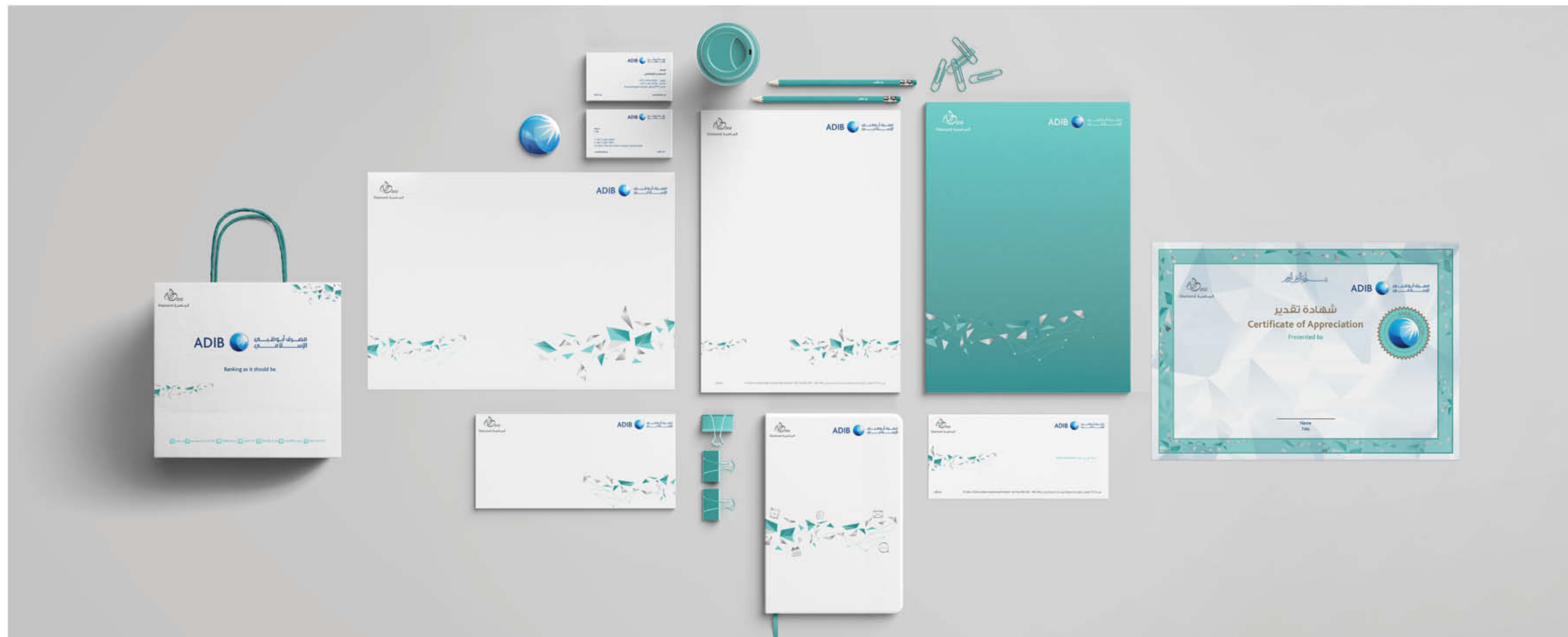
Bag - Outer



Bag - Inner

Corporate Stationery

DANA DIAMOND



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

- Dimensions
210 x 297mm
- Weight
100 gsm Uncoated CX22
Diamond White
- Print
CMYK



DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

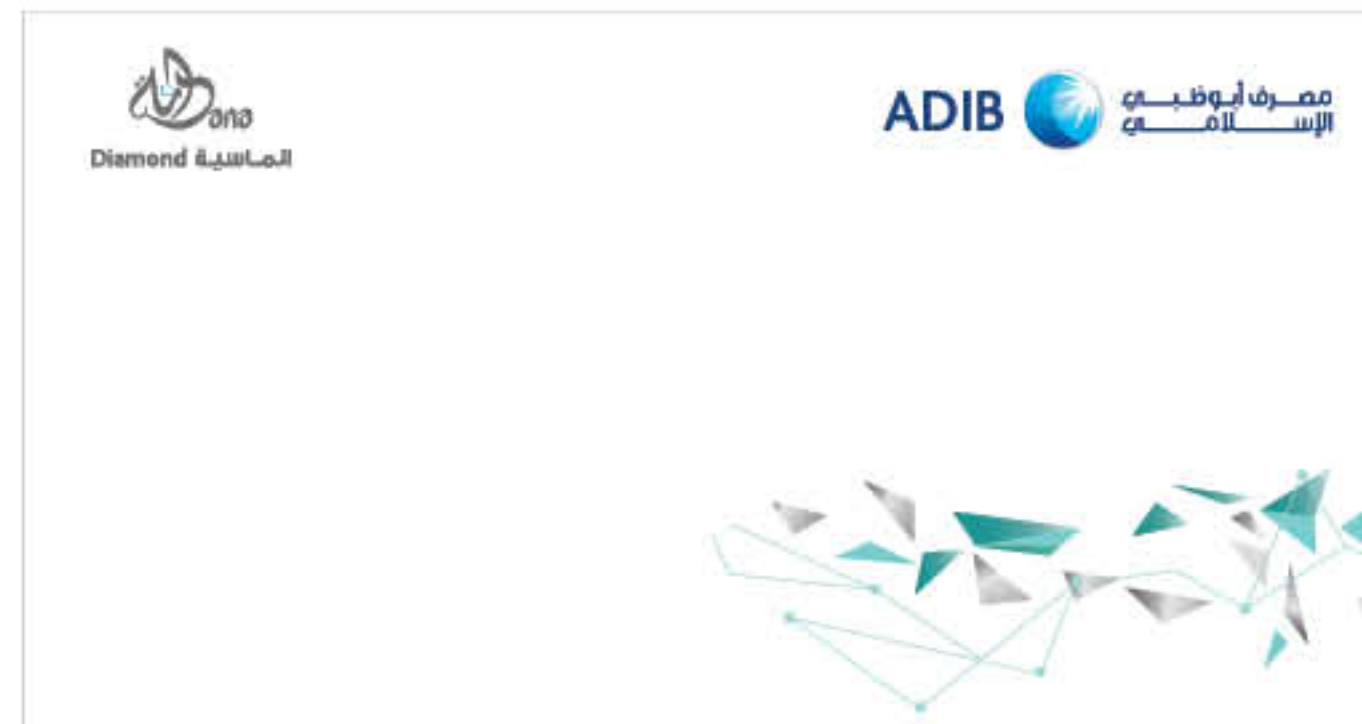


Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

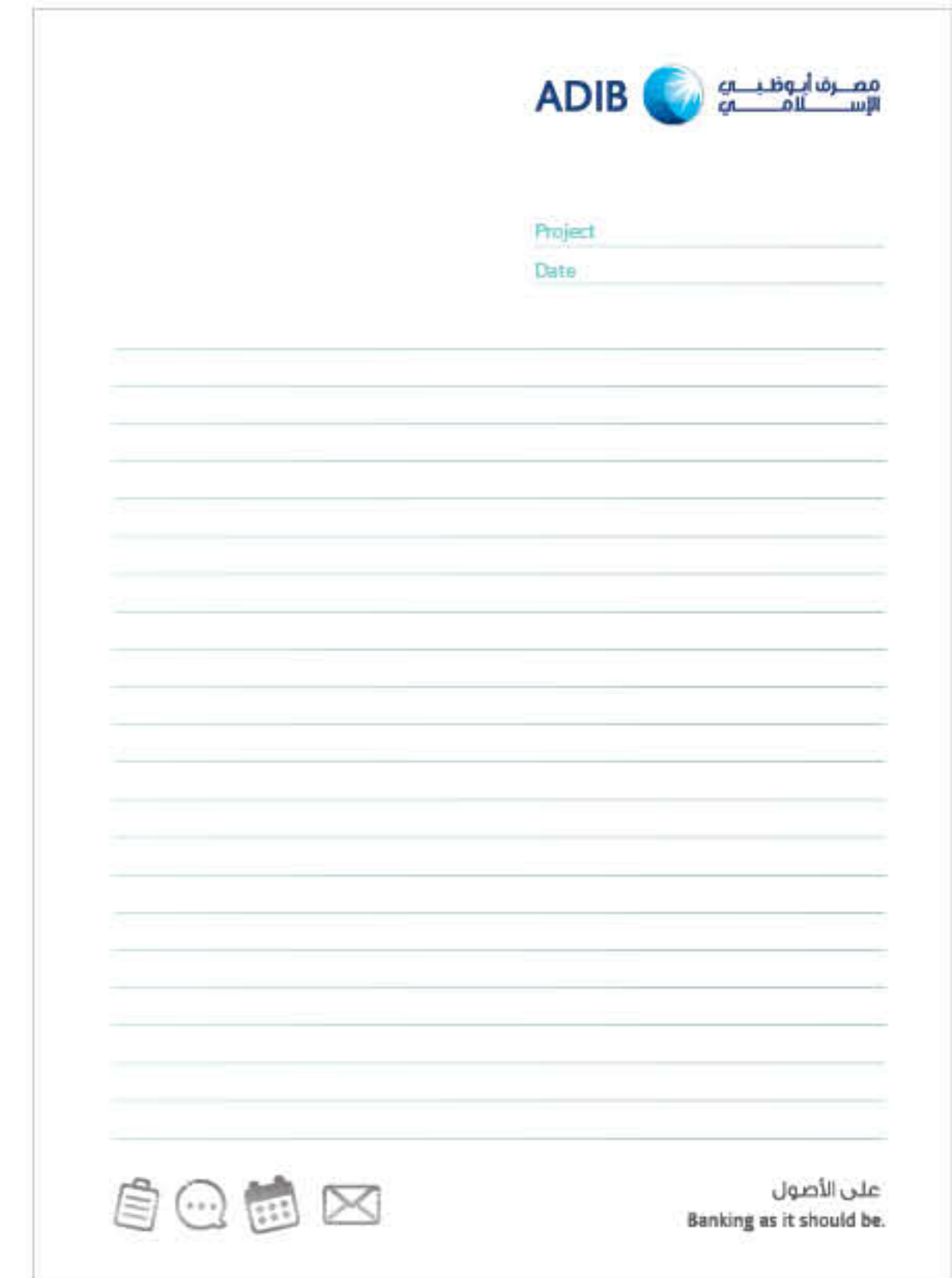
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



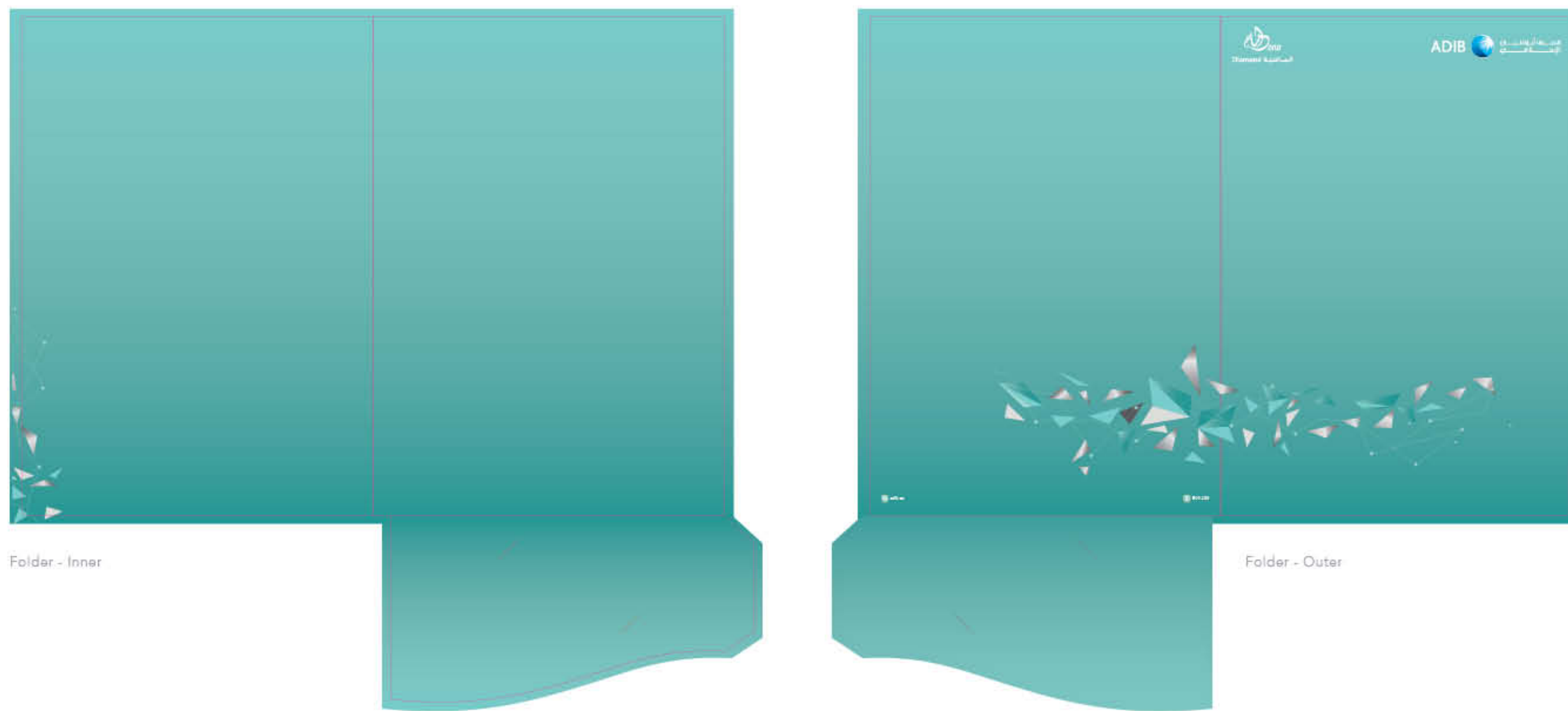
Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.



Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.



Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK

Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

Dimensions

SMALL - 195 x 210mm

MEDIUM - 250 x 320mm

LARGE - 310 x 350mm

Weight

300 gsm Uncoated CX22

Diamond White

Print

CMYK



Bag - Outer




Bag - Inner



BUSINESS

ADIB BUSINESS BANKING

ADIB Business Banking helps businesses to grow and boost their productivity by providing online banking and finance solutions.





**ADIB BUSINESS
IDENTIFIER USAGE**

Business Identifier - For English and Arabic

- ▶ To maintain consistency, ADIB Business identifier should not be re-typed or recreated. Kindly seek an open vector format (.ai, .eps etc.).

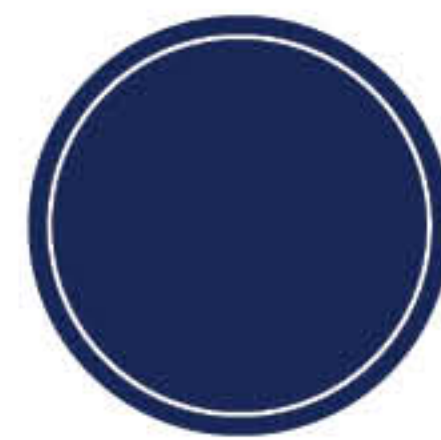
For English & Arabic

BUSINESS

For English & Arabic

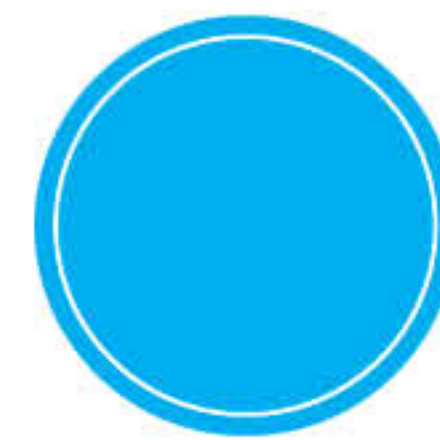
BUSINESS

Business Identifier Colour Palette



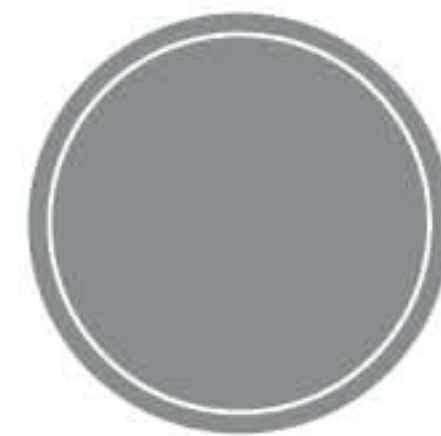
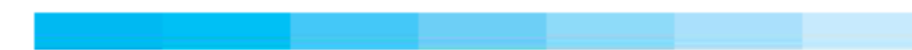
DARK BLUE
Pantone 281

C100 M72 Y0 K32
R0 G57 B120
#003978



BRIGHT BLUE
Pantone Process Cyan C

C100 M0 Y0 K0
R0 G158 B227
#009EE3



SILVER
Pantone 877

C0 M0 Y0 K30
R198 G198 B197
#C6C6C5



- ▶ Tints of the primary colour palette can be used as an accent colours for graphic devices.
- ▶ Tints can be used at 10% intervals between 80% and 20%. Avoid tints above 80%, ensure our 100% colours remain distinct. Don't use tints below 20%, avoids colours that look too weak.

ADIB Business Polygons

Polygons act as the key visuals to represent the bridging between the new generation and ADIB's smart and innovative solution. The connections between different users, neurones, or "peers" (p2p), are demonstrated visually by 2 main elements: segments formed by polygons and the white synapses".



100% Opacity - Ideal for application on white background



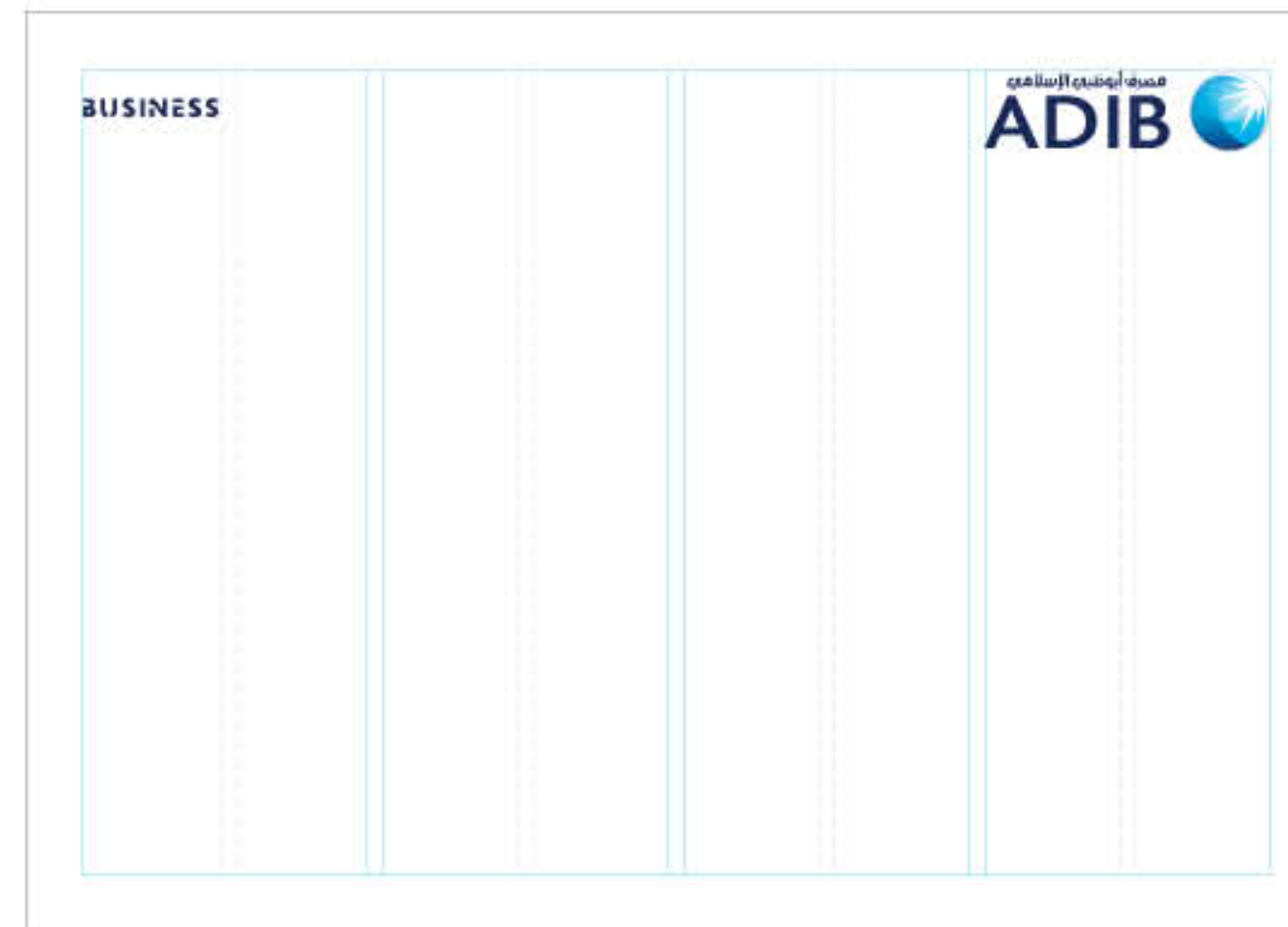
With transparency and white lines -
Ideal for application on top of images or coloured background

Identifier - Correct Placement

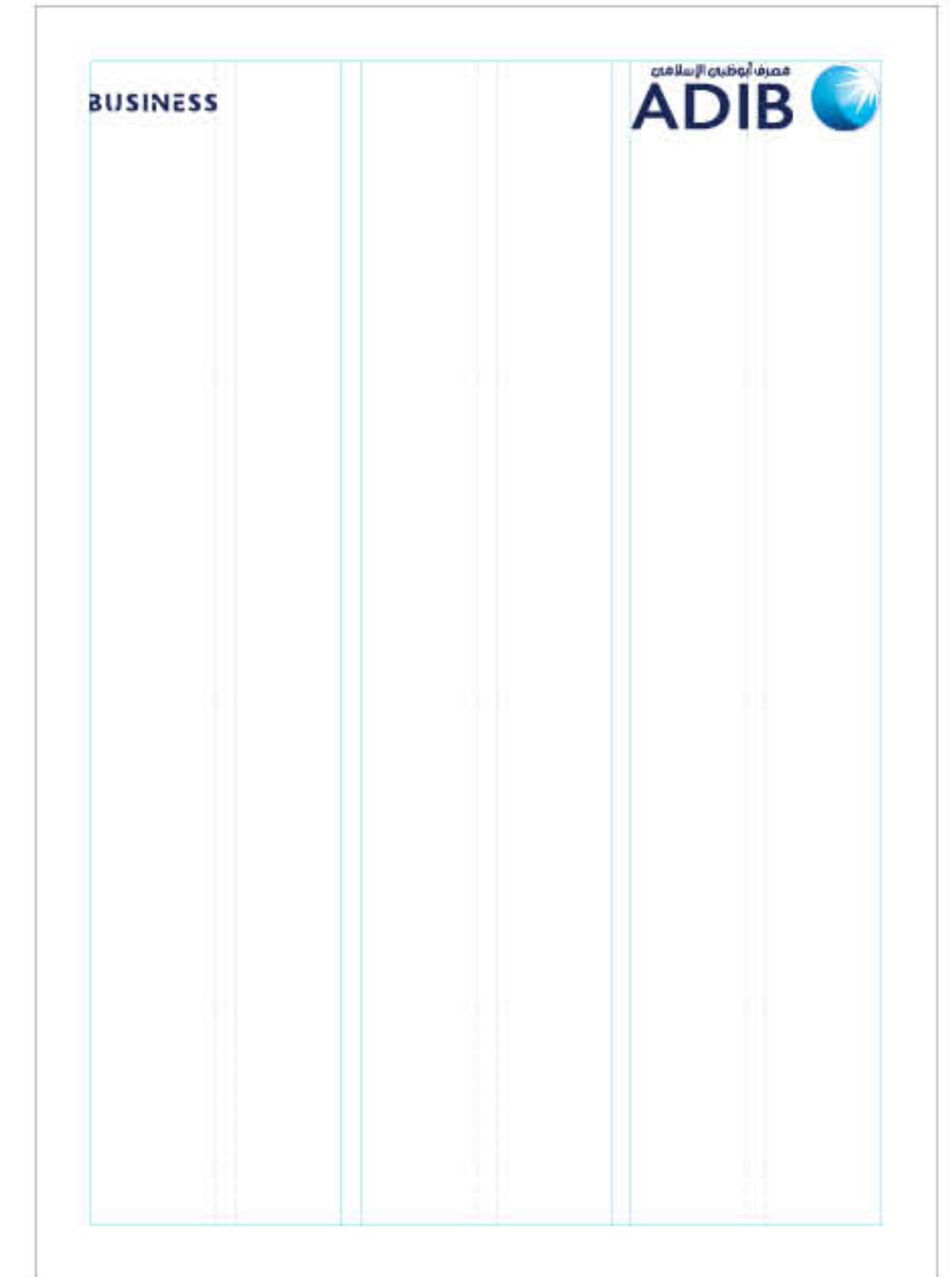
The ADIB Business identifier should appear in fixed positions across all brand communications. The fixed position should always be the top left hand corner of the given format. Placing the logo in any other way is not allowed.

ADIB Masterbrand Logo should always be present on the opposite right corner.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.

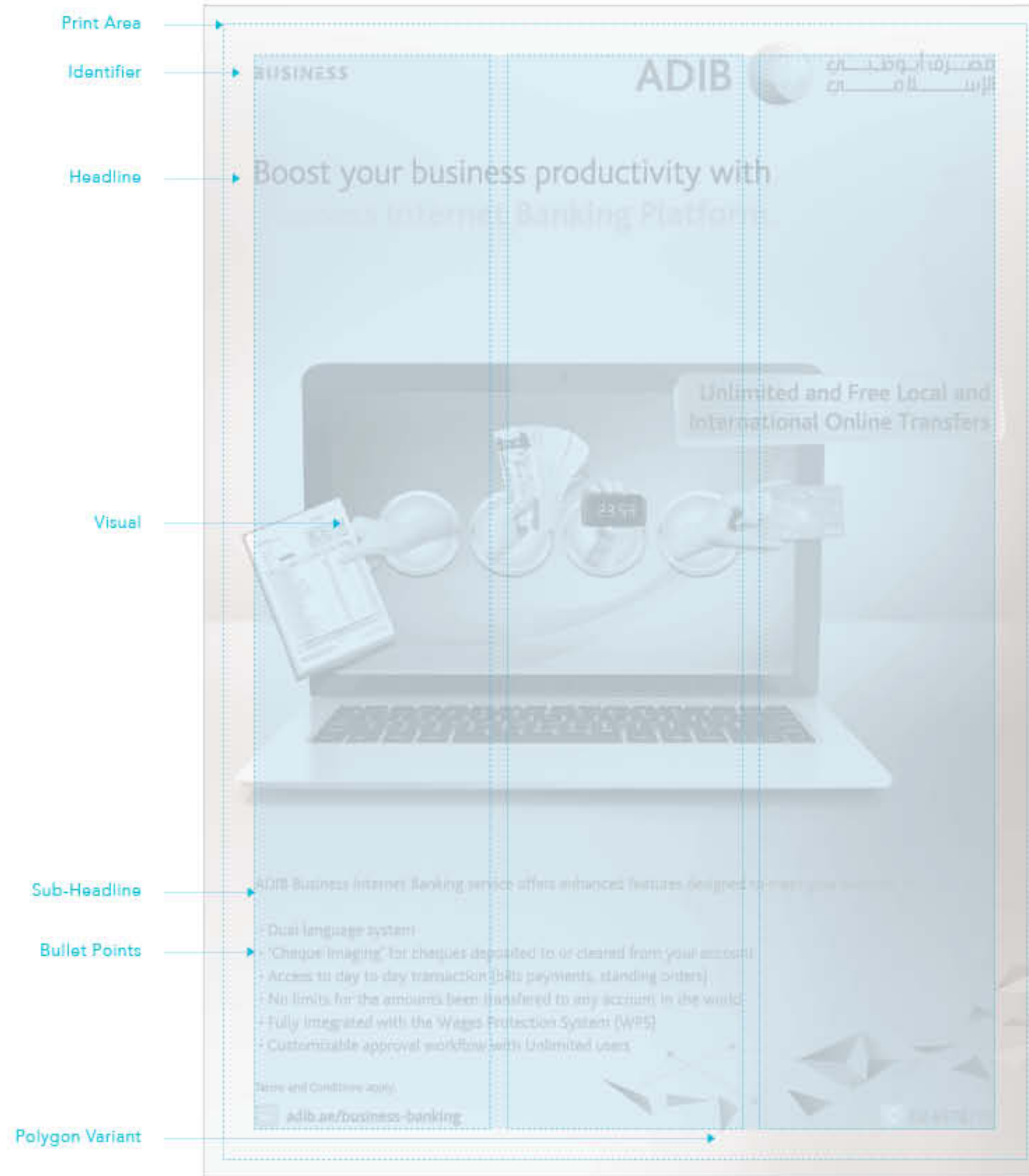


Landscape Orientation



Portrait Orientation

Key Visual & Communication Considerations




Communication Layouts and Examples

BUSINESS

ADIB مصرف أبوظبي الإسلامية

Boost your business productivity with **Business Internet Banking Platform.**

Unlimited and Free Local and International Online Transfers



ADIB Business Internet Banking service offers enhanced features designed to meet your business needs:

- Dual language system
- 'Cheque Imaging' for cheques deposited to or cleared from your account
- Access to day to day transaction (bills payments, standing orders)
- No limits for the amounts been transferred to any account in the world
- Fully integrated with the Wages Protection System (WPS)
- Customizable approval workflow with Unlimited users

Terms and Conditions apply.


adib.ae/business-banking 02 6578777

BUSINESS

ADIB مصرف أبوظبي الإسلامية

Boost your business productivity with **Business Internet Banking Platform.**

Unlimited and Free Local and International Online Transfers



ADIB Business Internet Banking service offers enhanced features designed to meet your business needs:

- Dual language system
- 'Cheque Imaging' for cheques deposited to or cleared from your account
- Access to day to day transaction (bills payments, standing orders)
- No limits for the amounts been transferred to any account in the world
- Fully integrated with the Wages Protection System (WPS)
- Customizable approval workflow with Unlimited users

Terms and Conditions apply.

adib.ae/business-banking 02 6578777

Brand Applications



Emailer



Poster





Brandmark - Color variations

Full color version



Reverse



Brandmark - Clear space & minimum size

Clear space



Minimum size



Clear space

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other elements, such as type and graphics. The clear space is the minimum and should be increased wherever possible.

Minimum size

To maintain maximum clarity at small sizes, the brandmark should never be used at a size smaller than 30mm.

Brandmark - Incorrect use



Never create a new color version



Never reverse the arrow direction



Never be distorted



Never use at an angle

The brandmark should always be reproduced from master artworks. They should never be altered, redrawn, recolored or manipulated in any way.

Please ensure that the brand is used correctly at all times.



Do not frame brandmark



Never add other elements

On photographic backgrounds



When using the brandmarks with a photographic image, care must be taken to ensure that the area of the image behind and around the brandmark is of an even tone, to provide sufficient legibility.

There should also be sufficient contrast between the brandmark and background image to further enhance legibility.

Brandmark - Color palette

Primary colors

Pantone: 281C

C: 100
M: 72
Y: 0
K: 32

Pantone: Process Blue C

Secondary colors

Pantone: Process Blue C

Gradient



Brandmark - Typography – Latin primary

Bliss Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Bliss Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

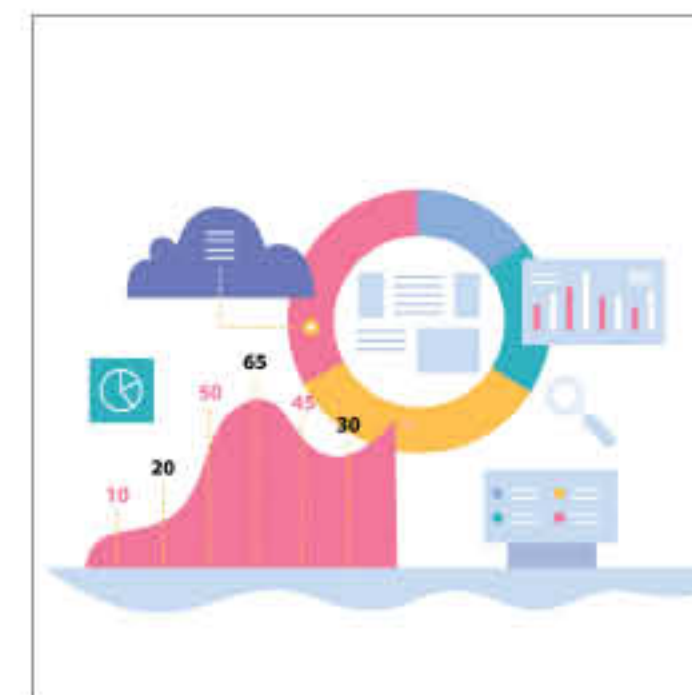
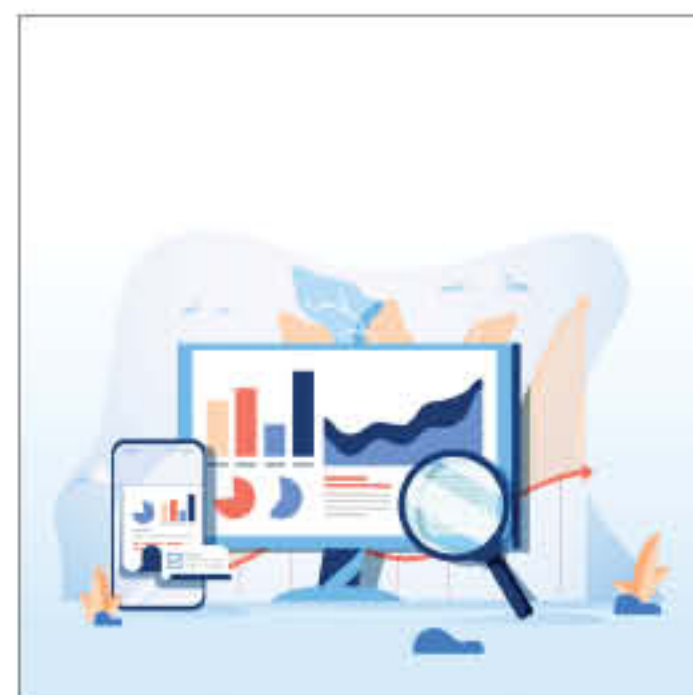
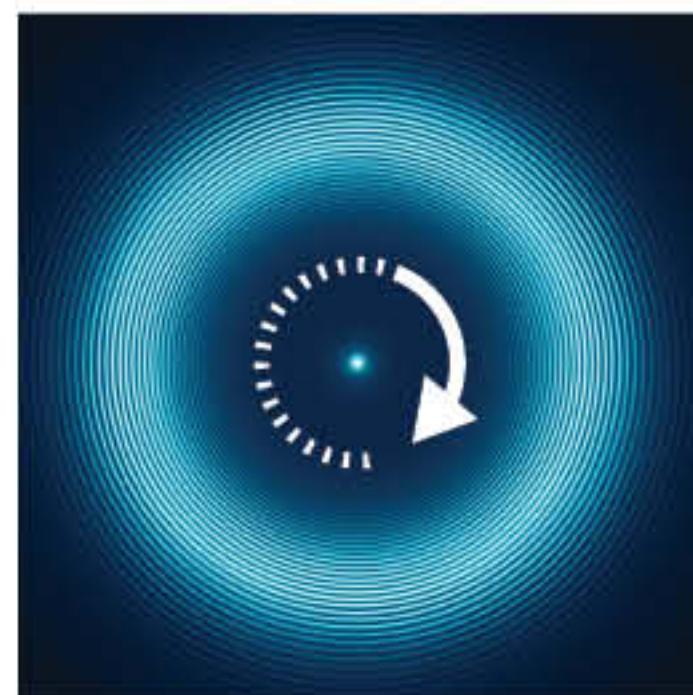
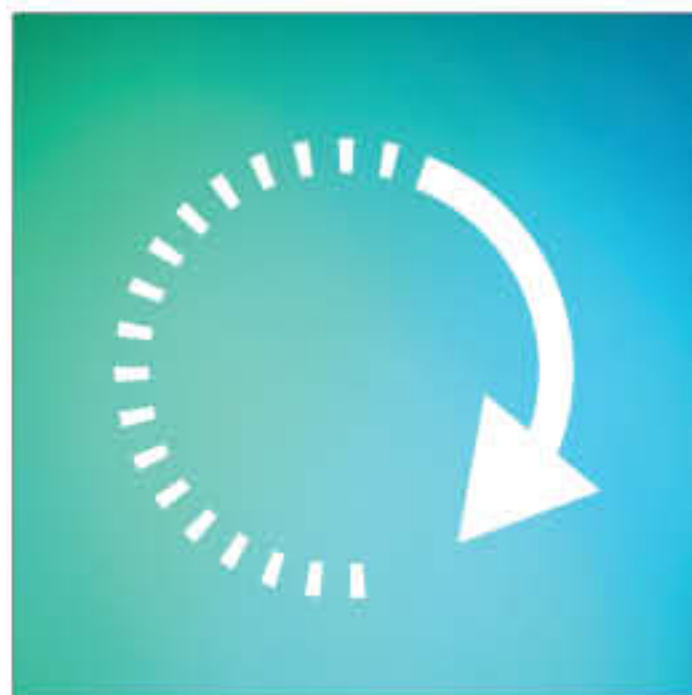
Bliss Bold

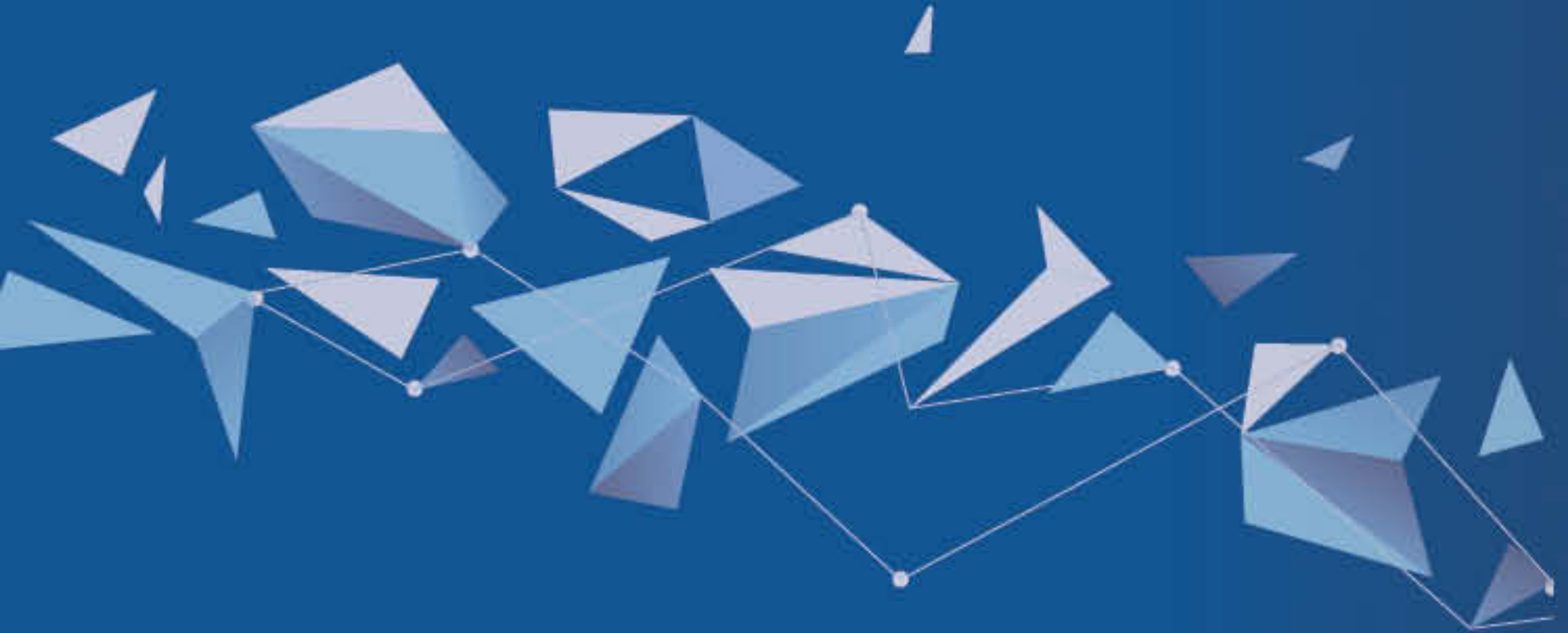
**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Brandmark - Photographic styles



Brandmark - Graphic styles





مجلس الاستدامة
مصطفى أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

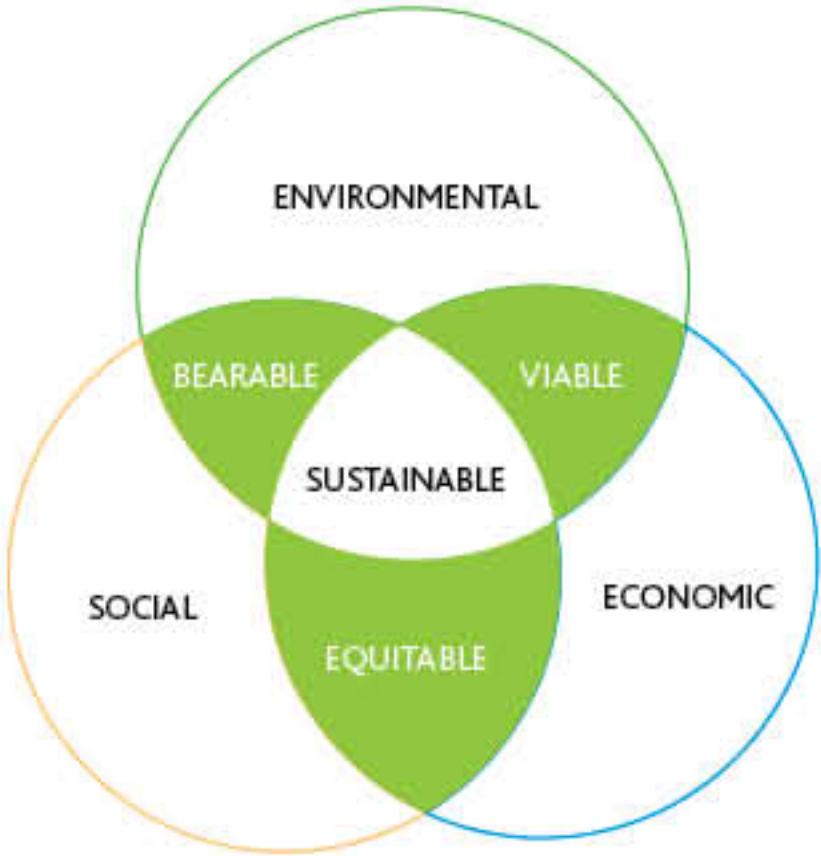
ESTIDAMA COUNCIL GUIDELINES

Brand attributes

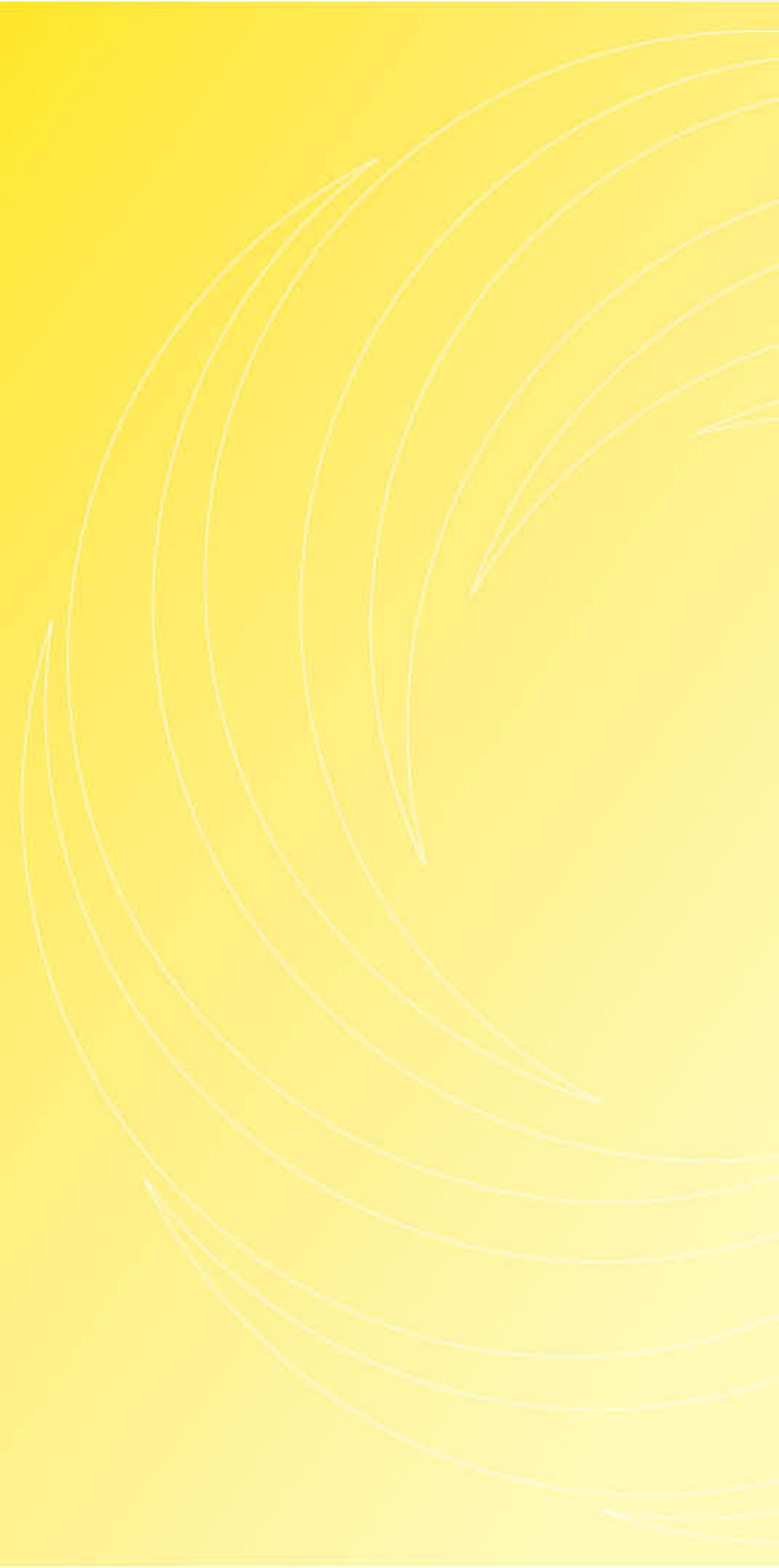




Concept inspiration



Brand elements



Brandmark - Overview

On white background



مجلس الاستدامة
مصطفى أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

On blue background



مجلس الاستدامة
مصطفى أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Brandmark - Variations

Primary version



مجلس الاستدامة
مصرف أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Secondary version-1

ABU DHABI ISLAMIC BANK
ESTIDAMA
COUNCIL



مجلس
الاستدامة
مصرف أبو ظبي الإسلامي

Secondary version-2



مجلس الاستدامة
مصرف أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Brandmark - On dark backgrounds

Primary version



مجلس الاستدامة
مصطفى أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Secondary version-1



Secondary version-2



Brandmark - Clear space & minimum size

Clear space



Clear space

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other elements, such as type and graphics. The clear space is the minimum and should be increased wherever possible.

Minimum size

To maintain maximum clarity at small sizes, the brandmark should never be used at a size smaller than 30mm.

Minimum size



Brandmark - Incorrect use



The brandmark should always be reproduced from master artworks. They should never be altered, redrawn, recolored or manipulated in any way.
Please ensure that the brand is used correctly at all times.

On photographic backgrounds



When using the brandmarks with a photographic image, care must be taken to ensure that the area of the image behind and around the brandmark is of an even tone, to provide sufficient legibility.

There should also be sufficient contrast between the brandmark and background image to further enhance legibility.

Brandmark - Color palette

Primary colors



Gradient



Secondary colors



Typography – Latin primary

Bliss Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Bliss Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Bliss Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Icons



CONTRIBUTION



REDUCE



ENVIRONMENTAL



RECYCLE



COLLABORATION



PARTNERSHIP



GOALS



REUSE



GROWTH



VALUES



SENSITIVITY



INTEGRITY



SOCIAL



CHARITY



HONESTY



amwali BANKING

amwali is a new way to bank designed exclusively to cater to the needs of our Gen Z local customers.

amwali ASSET USAGE



amwali Primary Logo



- ▶ amwali symbol never appears alone except in special circumstances, such as App icon and some promotional items.

amwali Logotype

Horizontal



Vertical



- ▶ The Horizontal logo is to be used as the primary logo where possible.

Approved Artwork Variations

▶ **FULL COLOR**

Use whenever possible. It will be used in most applications (Web, Advertising, Print and TV). Reproduce it in either CMYK or RGB.

▶ **FULL-COLOUR REVERSE**

The full colour reverse logotype may be used on coloured backgrounds as long as a light, or dark enough colour is used for enough contrast.

▶ **INCORRECT USAGE**

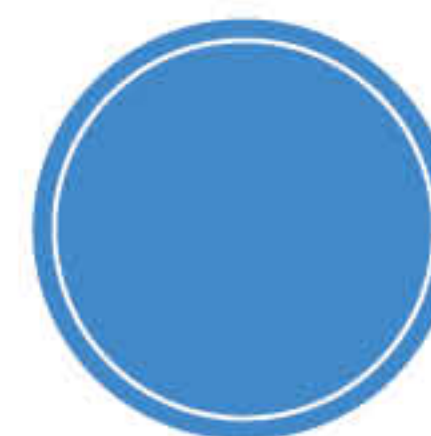
Do not reproduce amwali Logo in a tint or in any other colours.



Color Palette

- ▶ Tints of both the primary and the secondary colour palettes can be used as an accent colours for graphic devices.
- ▶ Tints can be used at %15 intervals between %85 and %10. Avoid tints above %85, ensure our %100 colours remain distinct. Don't use tints below %10, avoids colours that look too weak.

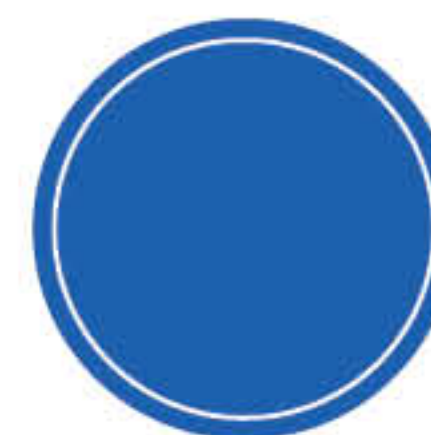
PRIMARY COLORS



BLUE
Pantone 279 C

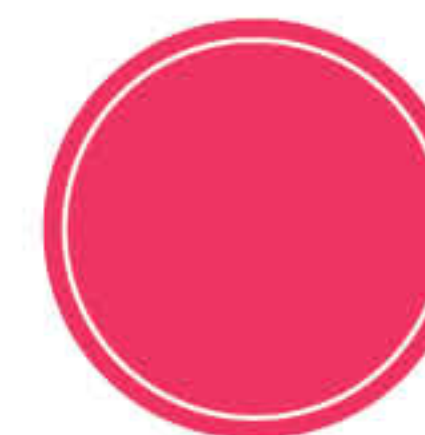
C73 M37 Y0 K0
R58 G141 B222
#3A8DDE

SECONDARY COLORS



DARK BLUE
Pantone 7684 C

C91 M66 Y0 K0
R35 G88 B165
#2358A5



PINK
Pantone 198 C

C0 M93 Y45 K0
R231 G40 B91
#2358A5

Exclusion Zone and Minimum Size



A clear space around our logo helps to ensure it stands out in every layout.

The amount of clear space is calculated as follow:

Clearance to the sides = x.

x = the diameter of ADIB Icon.

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.

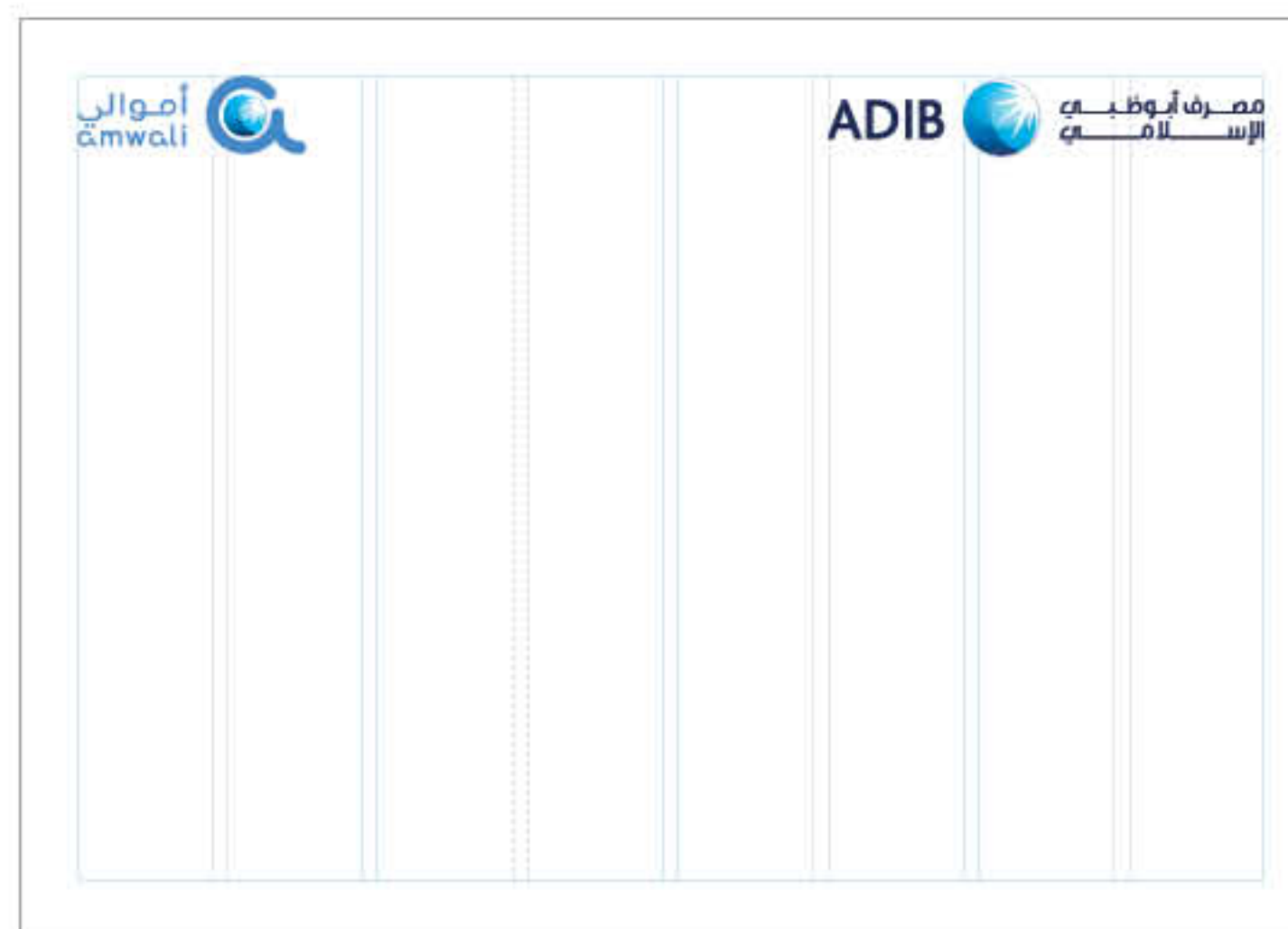
Minimum Size 25mm wide



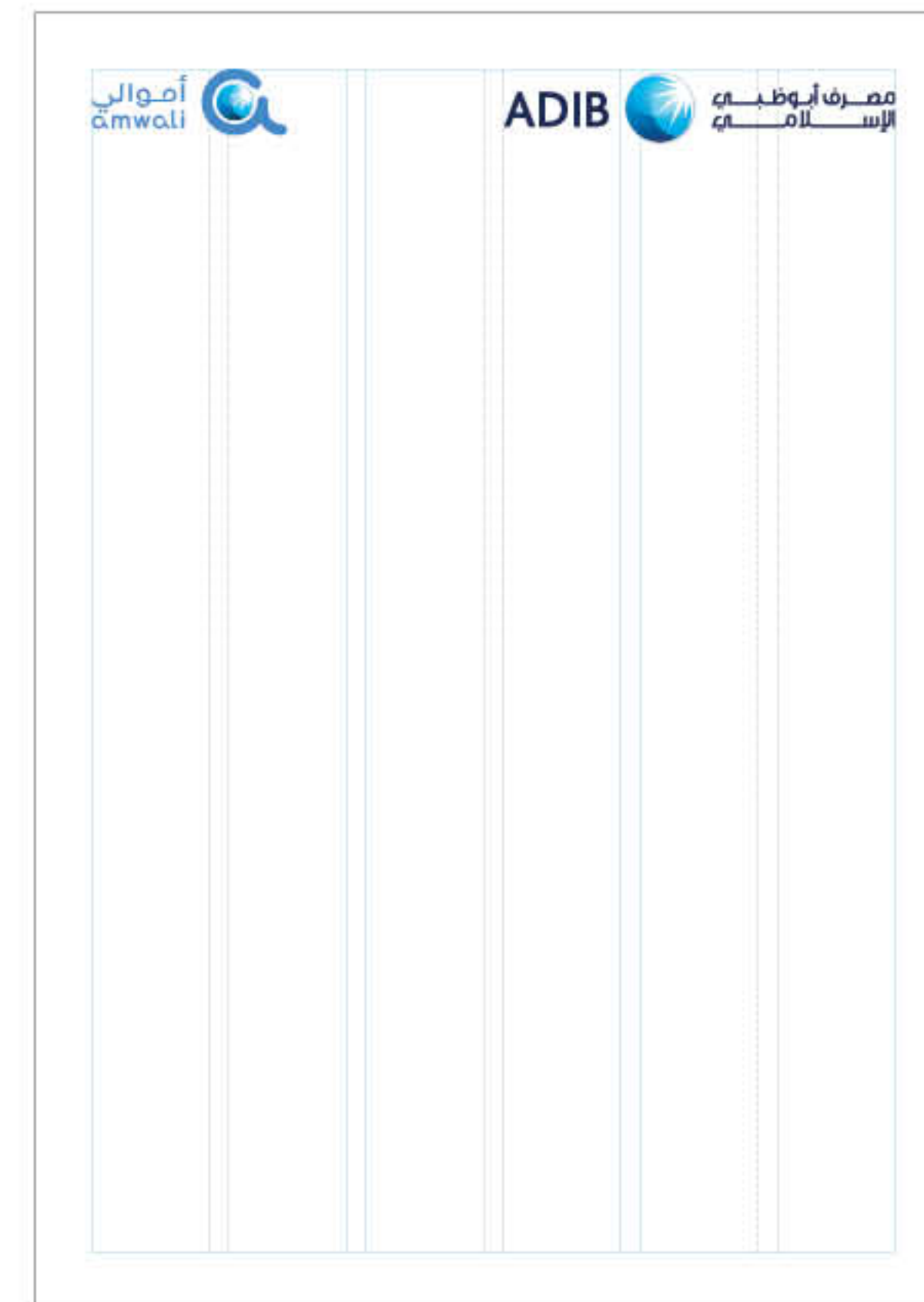
Correct Placement

amwali logo should appear in fixed positions across all brand communications. The fixed position should always be the top right hand corner of the given format. Placing the logo in any other way is not allowed.

The example demonstrate the construction of a standard A4 grid format with amwali logo placement.



Landscape Orientation



Portrait Orientation

Mobile App Design



Card Design



Welcome Kit Design



- ▶ **Dimensions:** 35 cm W X 20 cm L X 7 cm H
- ▶ **Logo:** Deposited
- ▶ **Materials:** paper

Private Banking Brand Identity Guidelines



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Brand Strategy



Brand Promise

Enriching Lives

A promise is a defining statement that clearly articulates what ADIB Private Bank stands for, how it is unique, and how it creates value for a diverse audience. The promise is the fundamental strategic underpinning of the brand, guiding future communications and behaviors across every point of contact.

Brand Values

We Are Shari'a Inspired

We Are Transparent

We Work For Mutual Benefit

We Keep It Simple And Sensible

We Nurture Hospitality And Tolerance

Values are principles that govern how people behave and make decisions. They represent fundamental beliefs that are shared by people in the organisation.

Brand Voice

Enduring

,ethical, thriving
ever-lasting, strong

Consultative

,specialized, trusted advisor
seasoned, partnering

Elegant

,gracious, cultured
timeless, luxurious

Distinctive

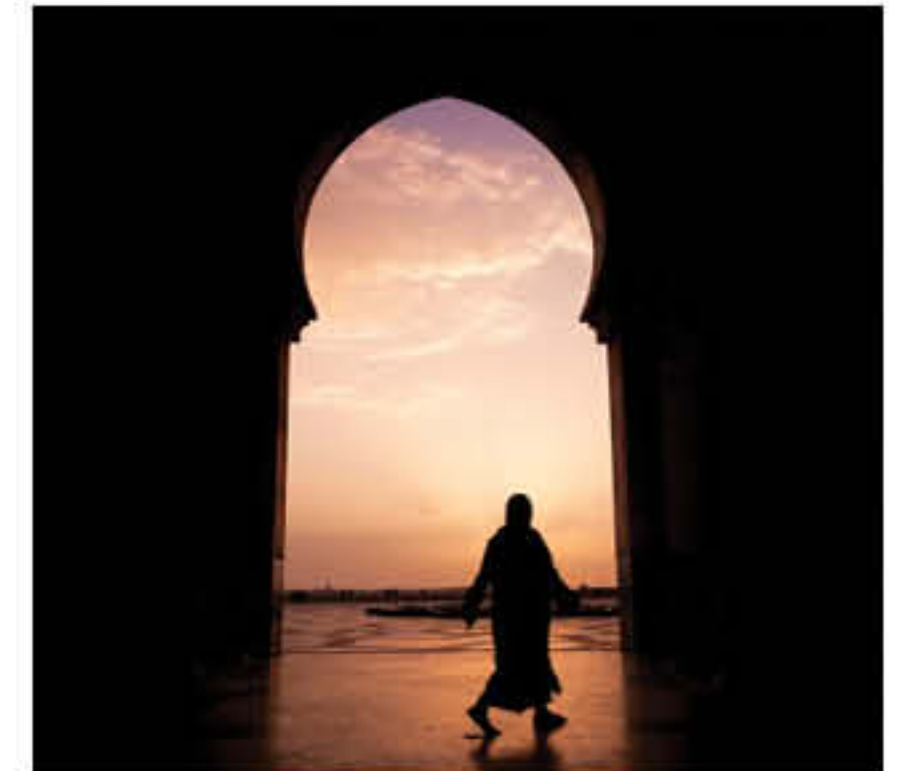
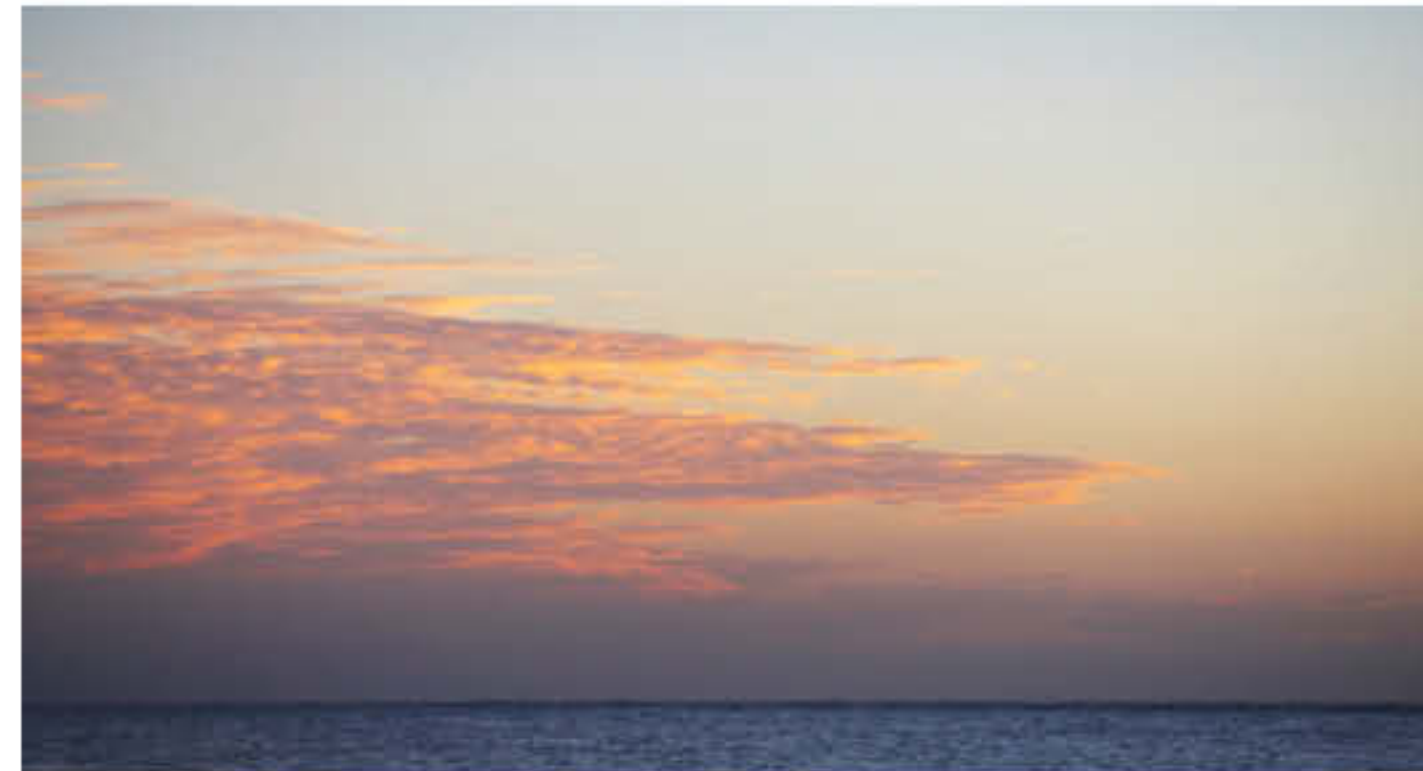
,original, recognizable
admirable, exclusive

The voice defines the distinctive way an organisation speaks to its constituents. The voice provides criteria against which all communications must be measured.

Visualizing Our Brand

Concept Imagery

Simplicity / Precision / Warmth /
Elegance



Visualizing Our Brand

Image Palette

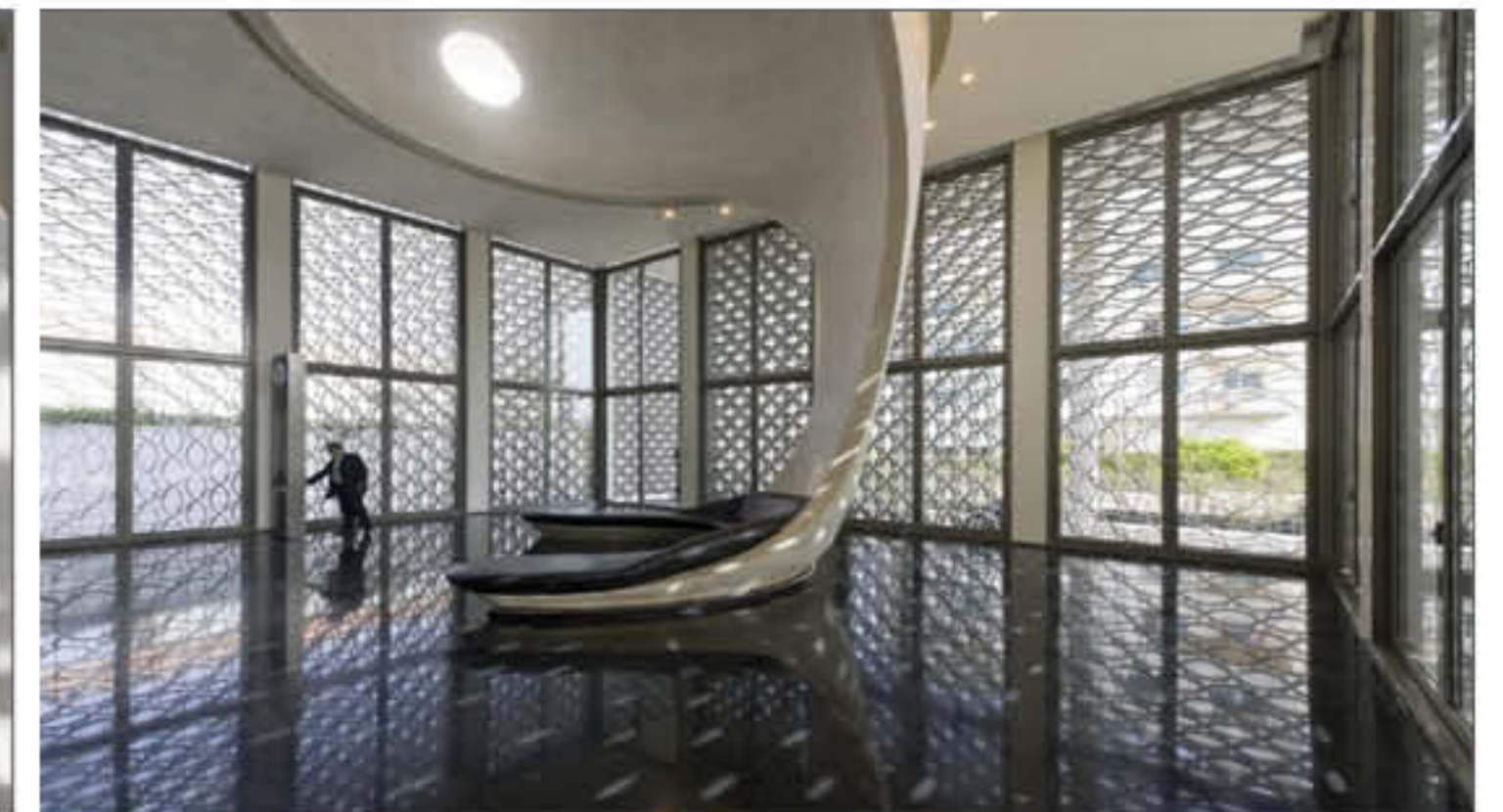
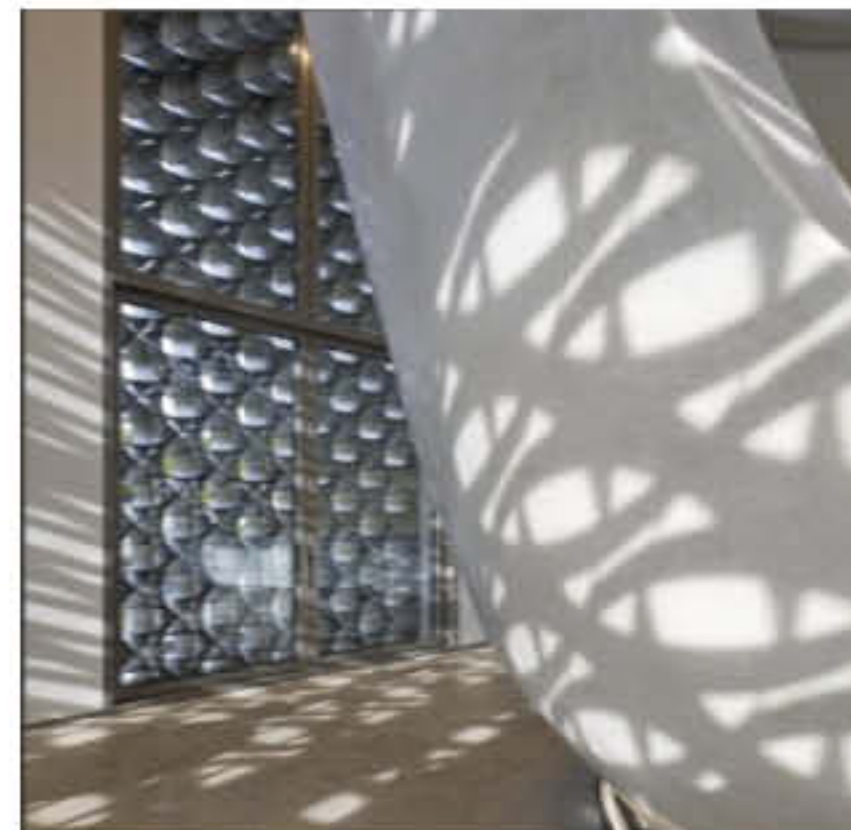
Warmth / Serenity / Inspiration /
Family-focused



Visualizing Our Brand

Interiors Look & Feel

Hospitality / Light / Sophistication

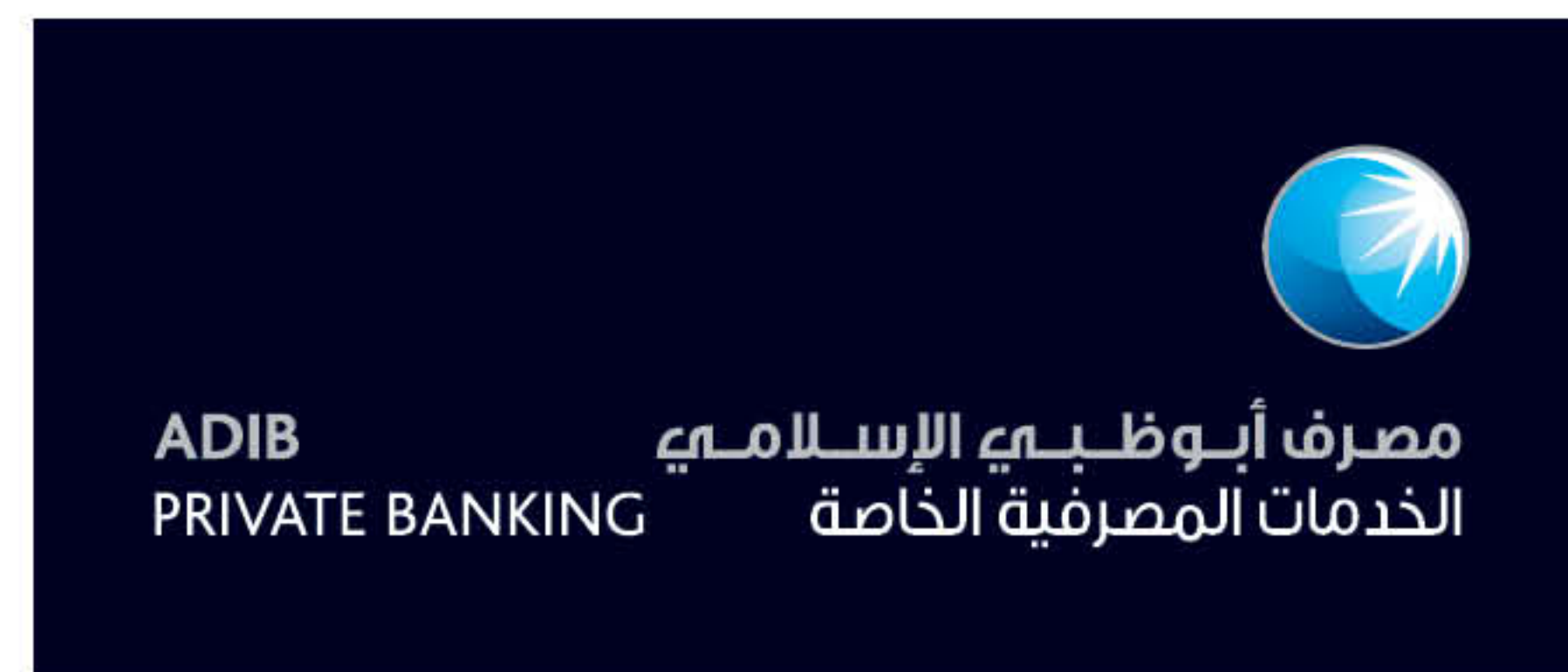


Basic logo Usage



Primary Logo

This is the primary ADIB Private Bank logo, to be used on dual-language applications and advertising materials.

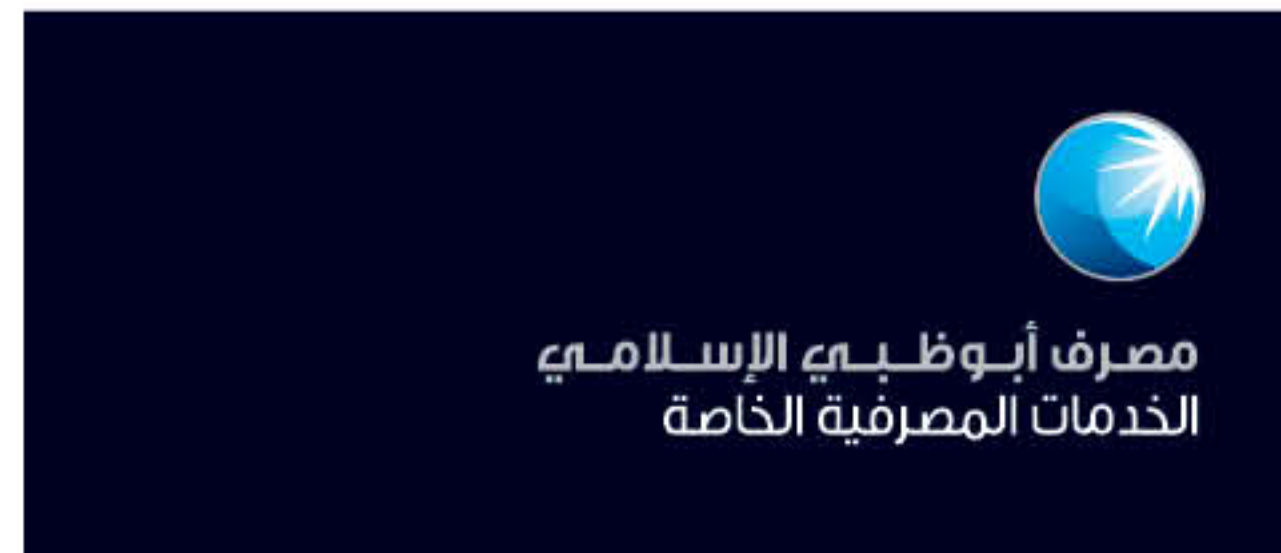


Dual-Language Logo
Positive and Reverse

Single-Language Logos

The Arabic-only logo is to be used on Arabic-only literature or advertising materials. For dual-language applications, please use the dual language logo.

The English-only logo is to be used on English-only literature or advertising materials. For dual-language applications, please use the dual language logo.



Arabic-Only Logo
Positive and Reverse



English-Only Logo
Positive and Reverse

Clear Space

The guidelines on the left demonstrate the minimum clear space required around the ADIB Private Bank logo.

The clear space is proportional to the size of the logo, and in this case, is equal to half the diameter of the globe.

Please ensure no graphics or copy invade the clear space in any given situation.

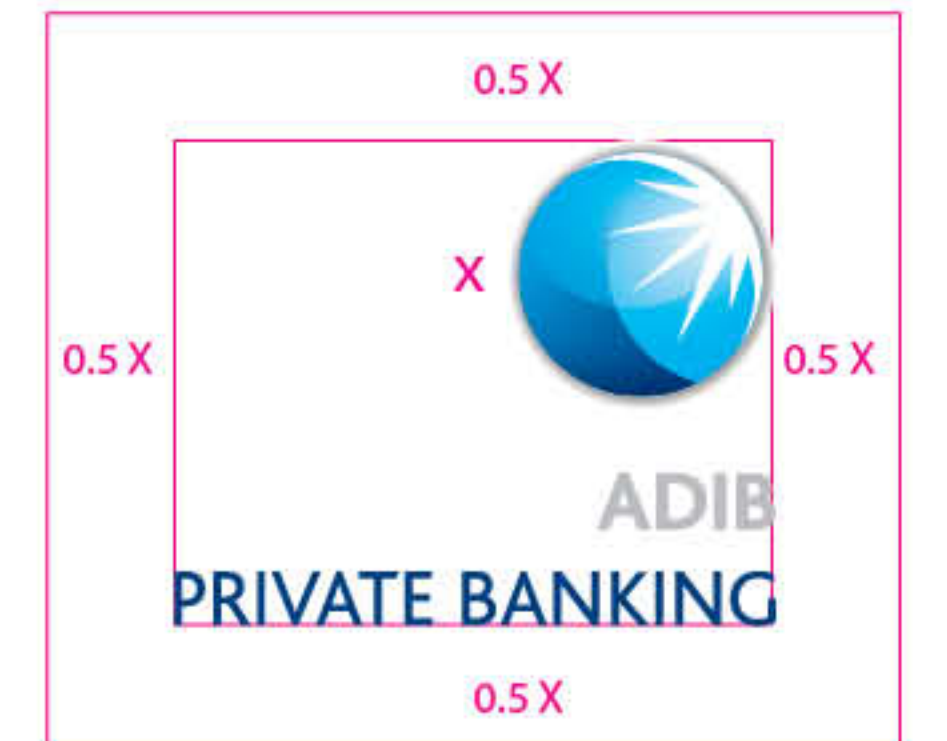
Dual-Language Logo



Arabic-Only Logo



English-Only Logo



Gold Logo

The gold logo and its single-language versions adheres to the same clear space specifications set for the primary ADIB Private Bank logo and its respective single-language versions.

Dual-Language Logo



ADIB
PRIVATE BANKING

مصرف أبوظبي الإسلامي
الخدمات المصرفية الخاصة

Arabic-Only Logo



مصرف أبوظبي الإسلامي
الخدمات المصرفية الخاصة

English-Only Logo



ADIB
PRIVATE BANKING

Logo Misuses

Retain the integrity of the logo at all times, regarding color, typography, background usage, graphic form, proportion, and relative position of the elements.

Never alter the approved logo artwork. If certain situations call for the logo to appear over a photograph or illustration, please take special care to ensure visibility of the logo.



Do not rearrange the logo elements



Do not rearrange the logo elements



Do not resize the logo elements



Do not use wordmark alone



Do not flip the symbol



Do not use symbol alone



Do not alter the logo colors



Do not recreate the logo with any other typeface



Do not use the logo on colored backgrounds



Do not use the logo on gradients



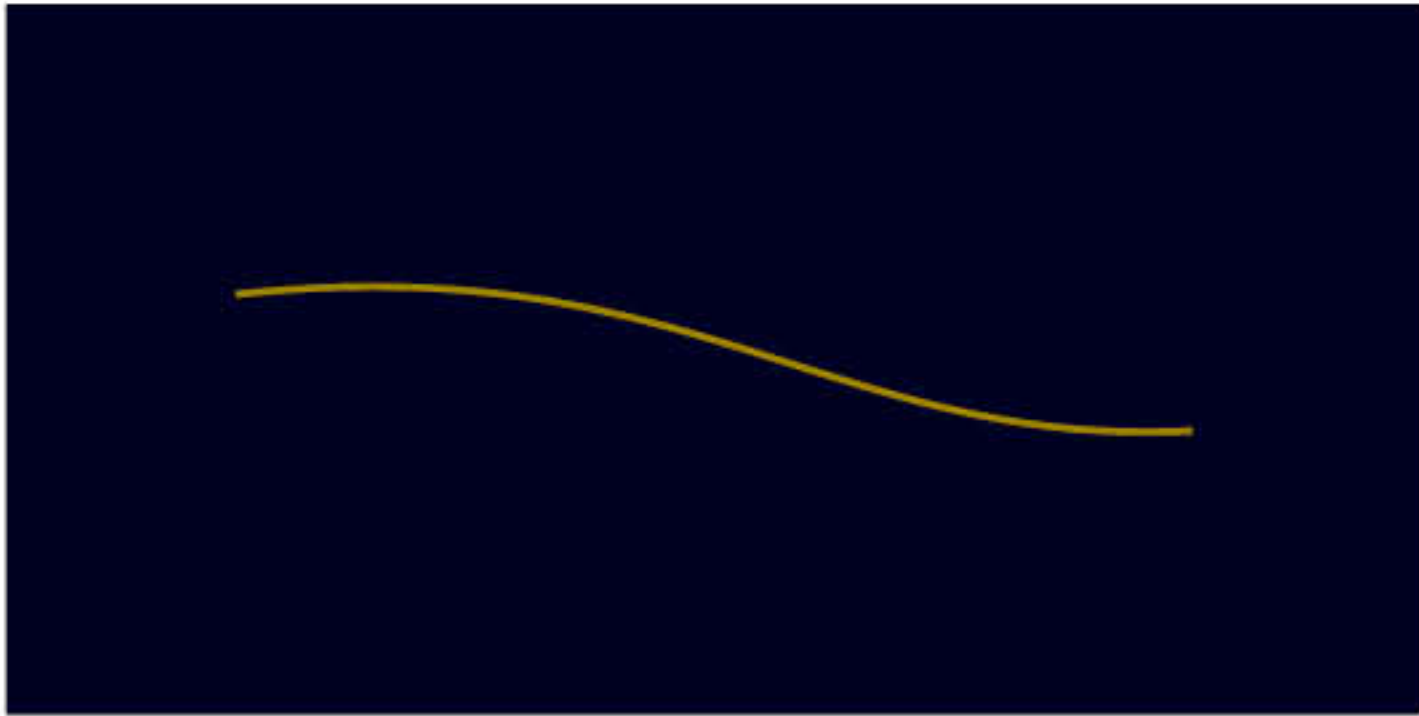
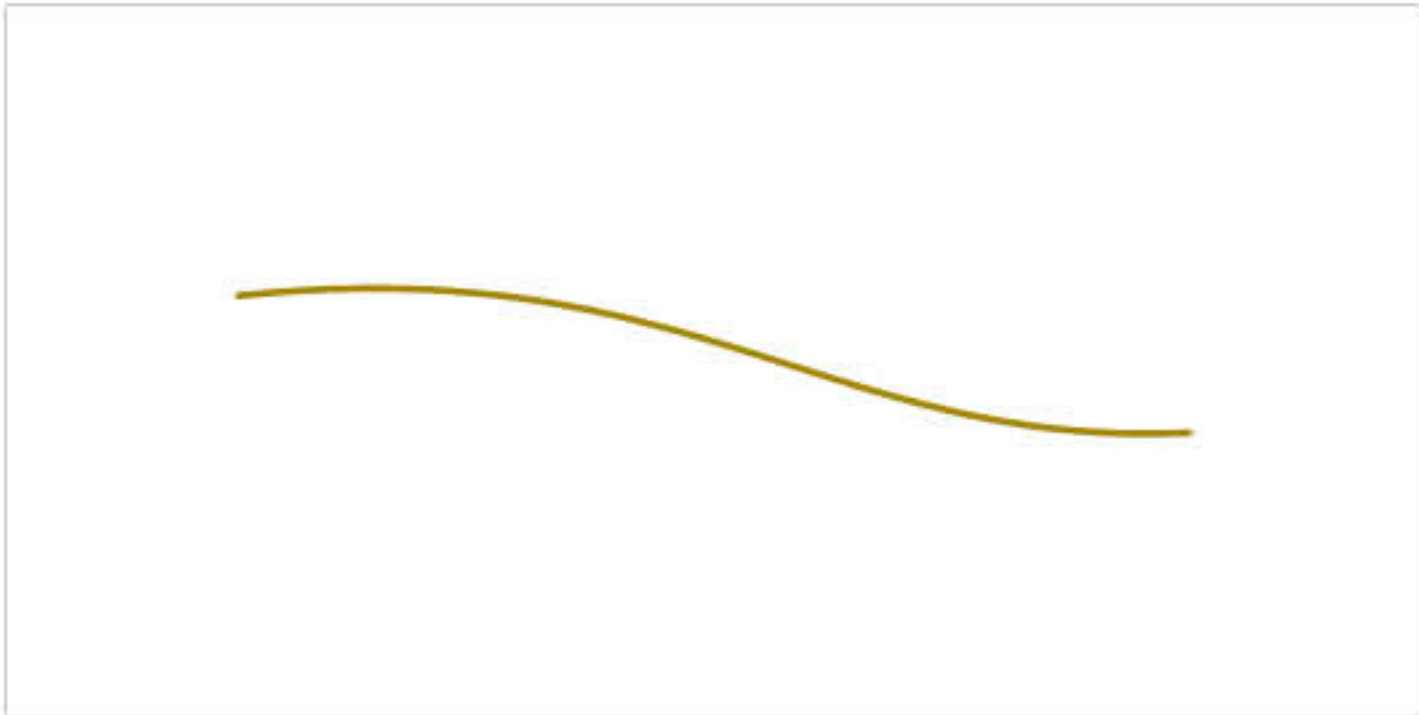
Do not use the logo on cluttered photographs

Visual Identity Elements



Graphic Device

The ADIB wave is part of the visual identity elements, and is to be used on clear, uncluttered backgrounds. It acts like an ADIB Private Bank signature device, separate from the logo.

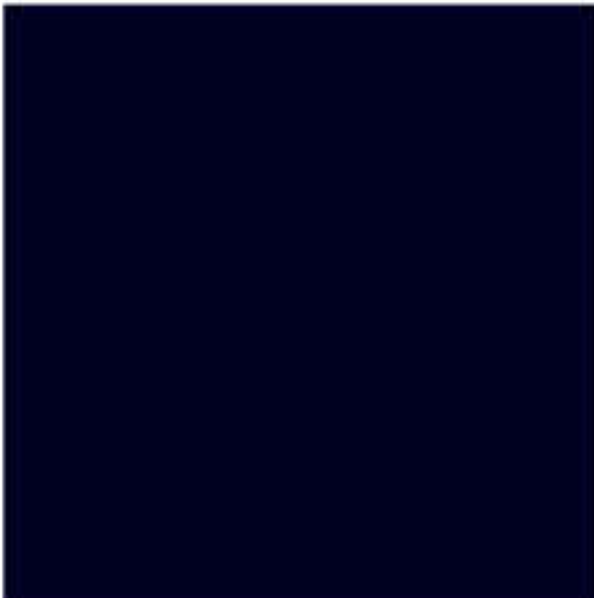


Color Palette

The color palette is comprised of the ADIB Private Bank Grey, Dark Blue, and Gold for limited use. Use this chart to ensure color consistency across various media.



PANTONE 877C
C 0 M 0 Y 0 K 30

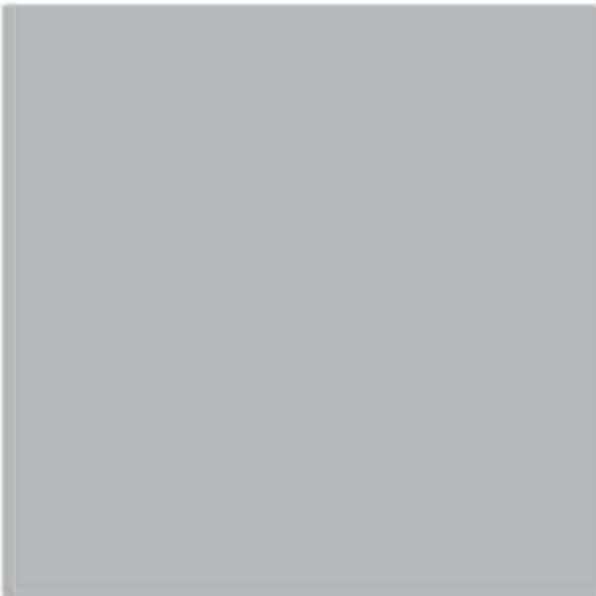


PANTONE 296 C
C 100 M 73 Y 30 K 85

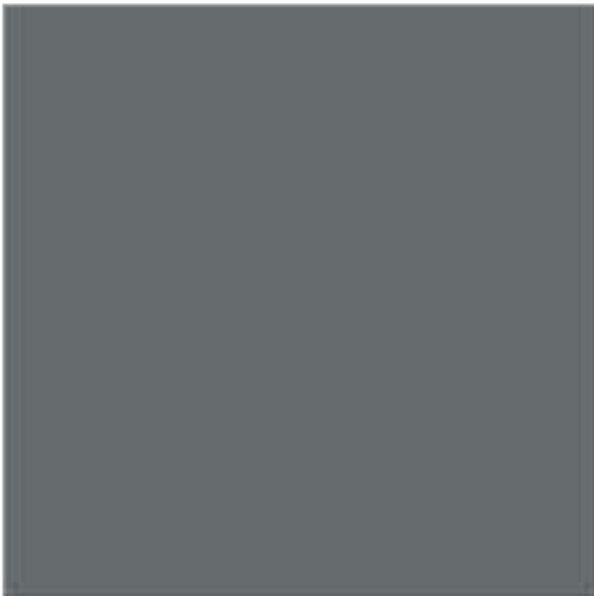


PANTONE 874 C
C 19 M 36 Y 100 K 0

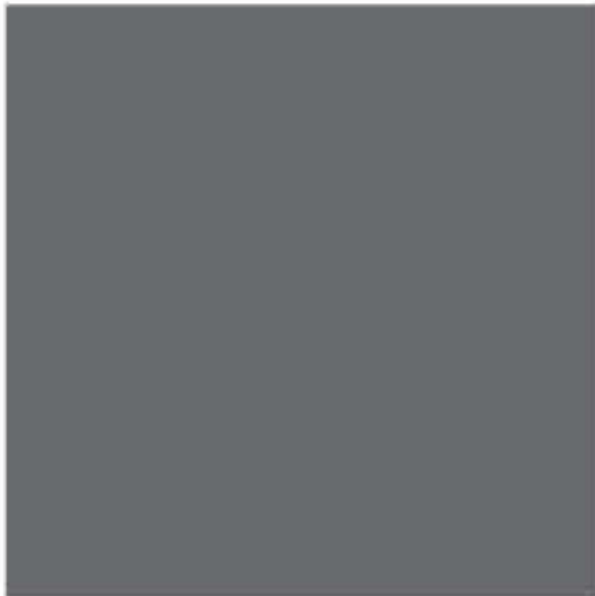
The secondary palette is provided to create color diversity across ADIB Private Bank communications and avoid monotonous color systems. Use this chart to ensure color consistency across various media.



PANTONE 422 C
C 20 M 13 Y 13 K 35



PANTONE 424 C
C 30 M 20 Y 19 K 60



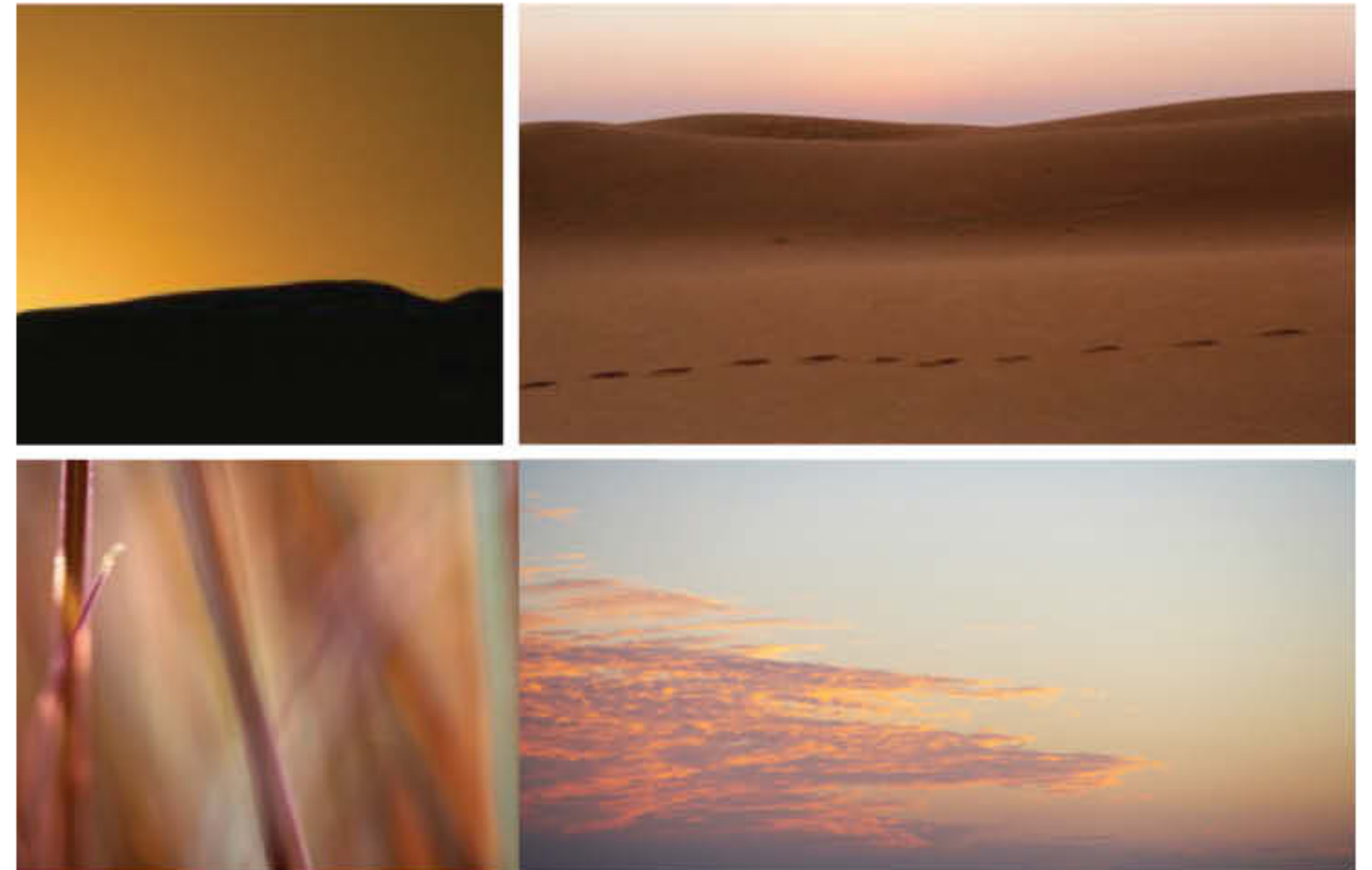
PANTONE 7540C
C 41 M 27 Y 22 K 69

Image Palette

People within photographs are shot in dramatic lighting, with out of focus backgrounds. People in photographs are shot within a family context.



Images of nature are shot with dramatic lighting, and reflect the blues and golden tones of the color palette.



Typographic Hierarchy

The primary Latin typeface is to be used on long copy and all corporate communications in English.

The primary Arabic typeface is to be used on long copy and all corporate communications in Arabic.

The secondary typeface is to be used as an accent typeface, for large headings, as well as pull-out quotes in literature.

Primary Latin Typeface

Bliss Extra Light

Aa Bb Cc Dd Ee

abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()

Bliss Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()

Secondary Latin Typeface

Mercury Text G1 Italic

Aa Bb Cc Dd Ee

*abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()*

Primary Arabic Typeface

Tanseek Modern Pro Light

أ ب ت ث ج ح خ

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 ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Tanseek Modern Pro Medium

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 ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Secondary Arabic Typeface

GE Dinar Two Medium

أ ب ت ث ج ح خ

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 ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Stationery



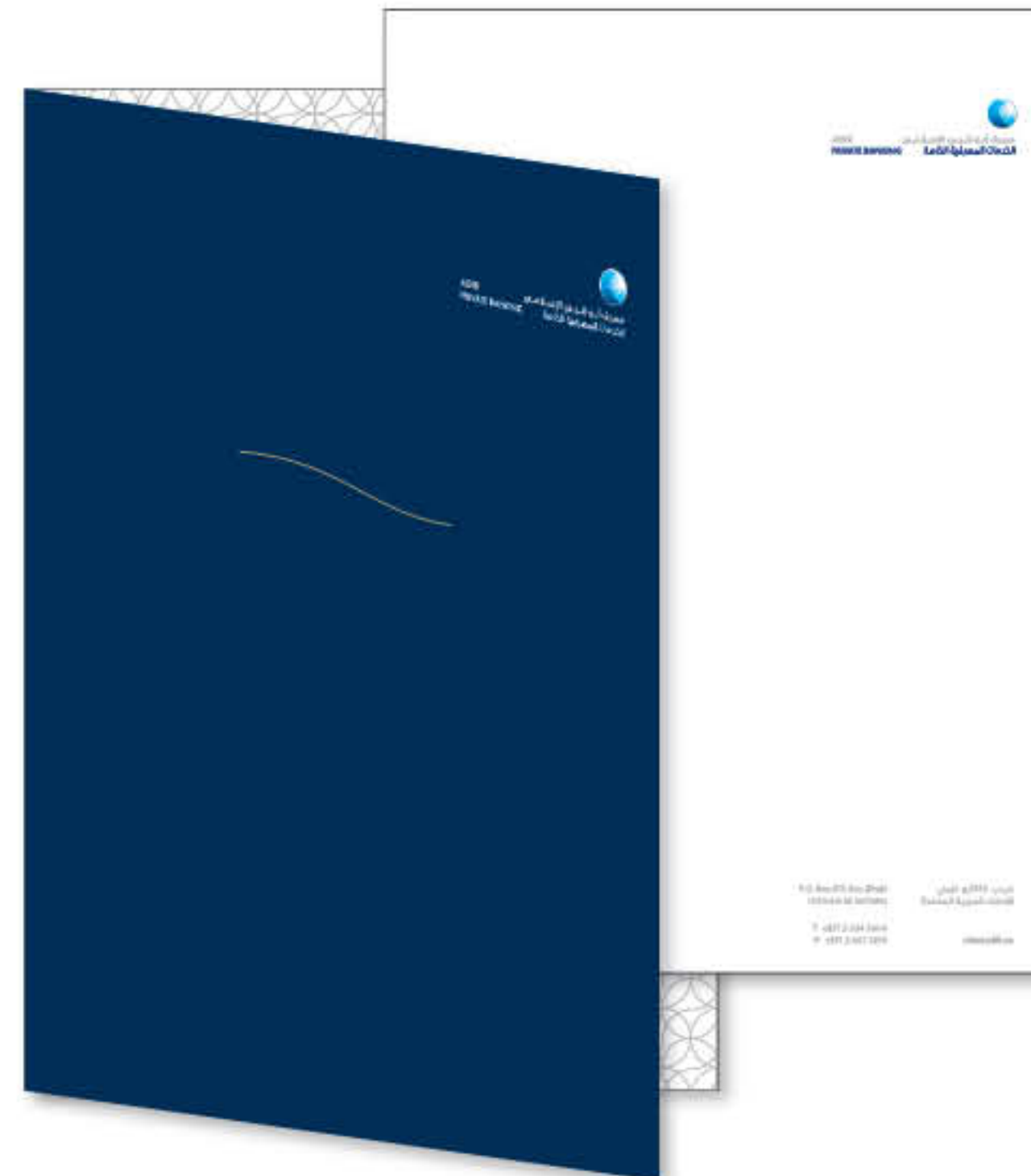
Stationery Set



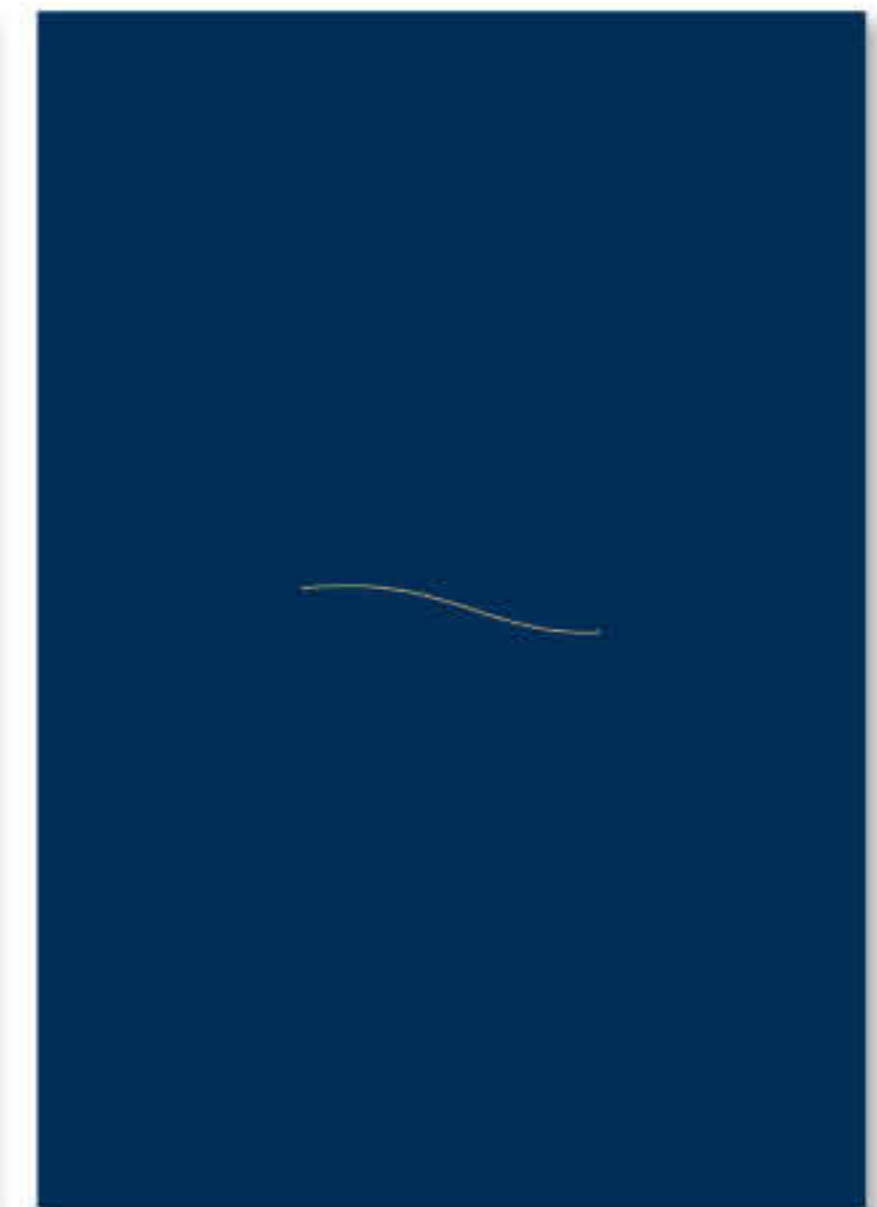
Business Card Front and Back



Compliments Card Front and Back

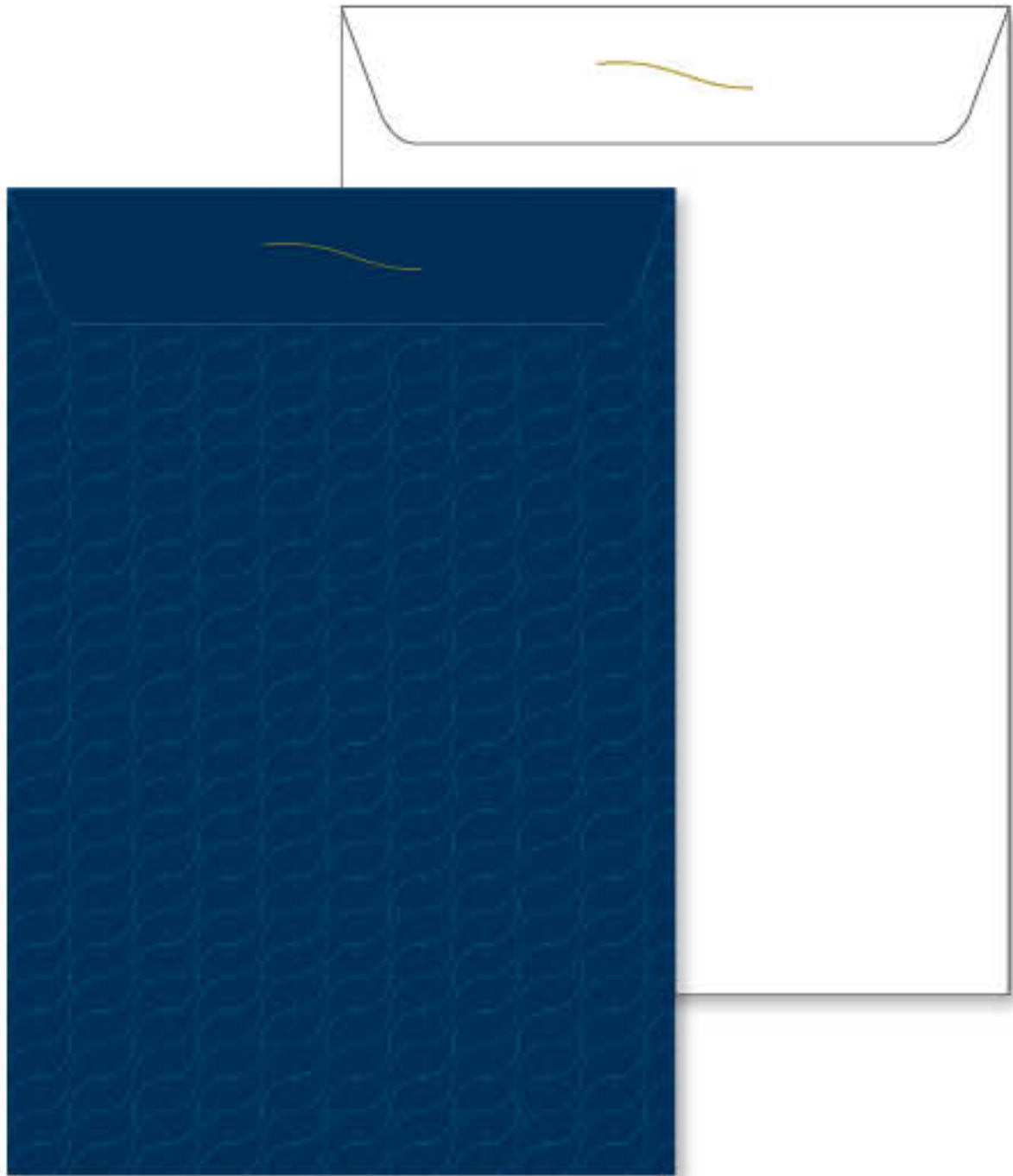


A4 Folder

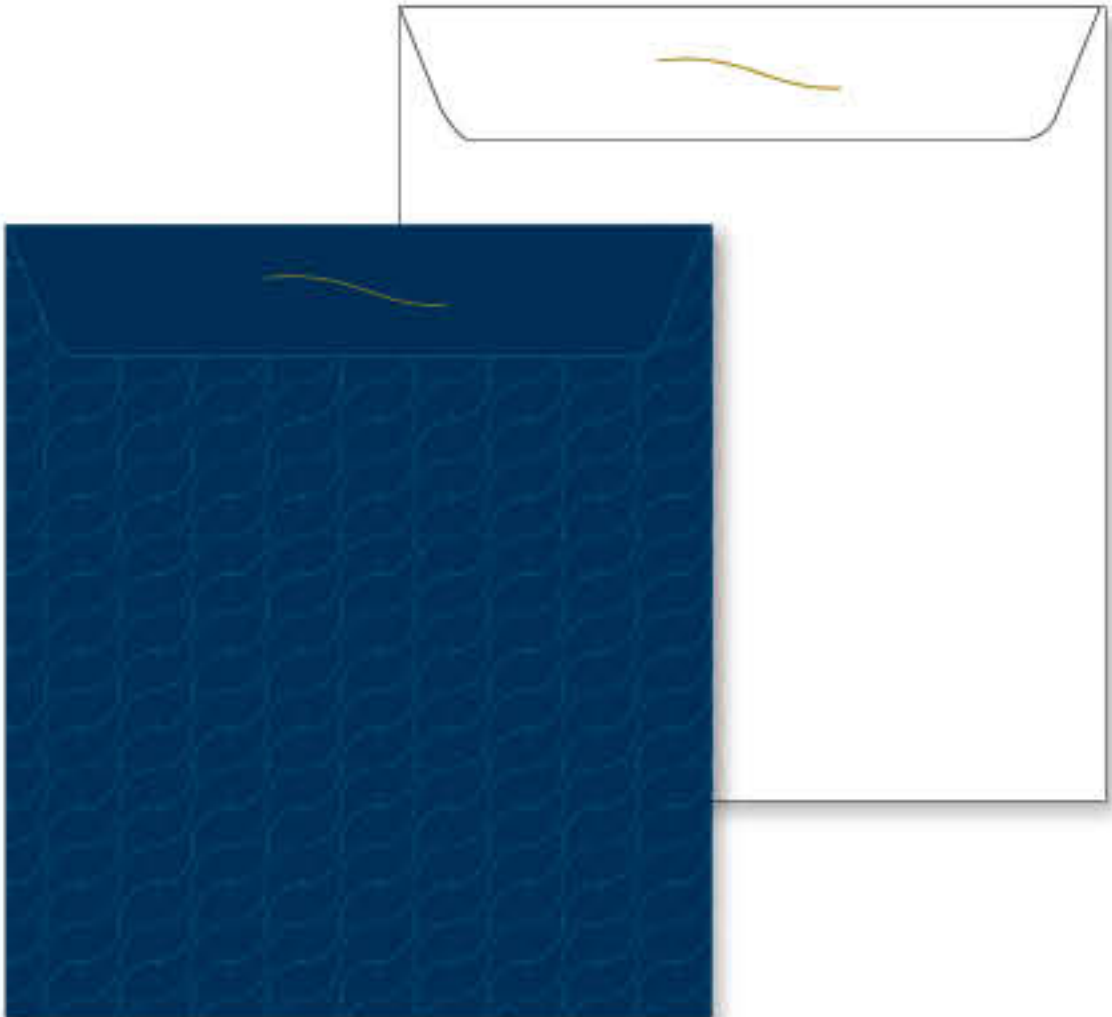


Letterhead Front and Back

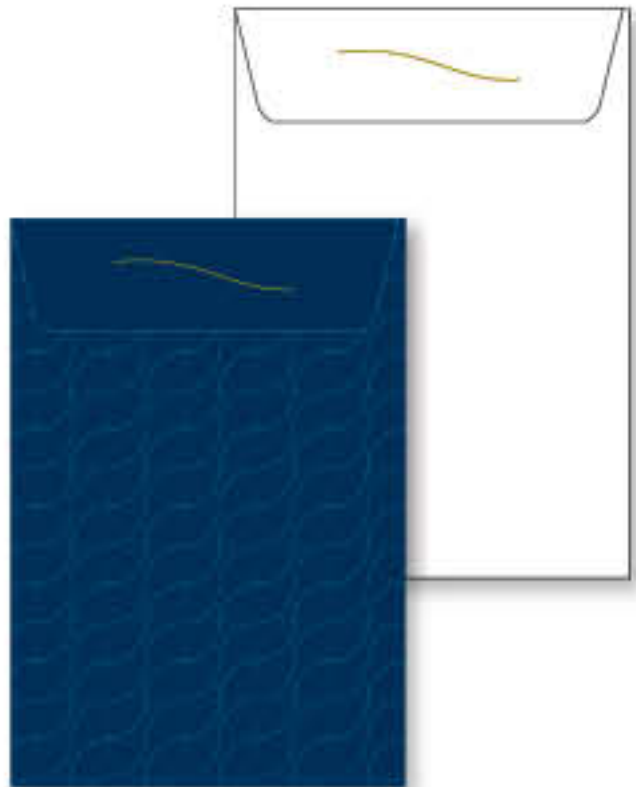
Stationery Set, continued



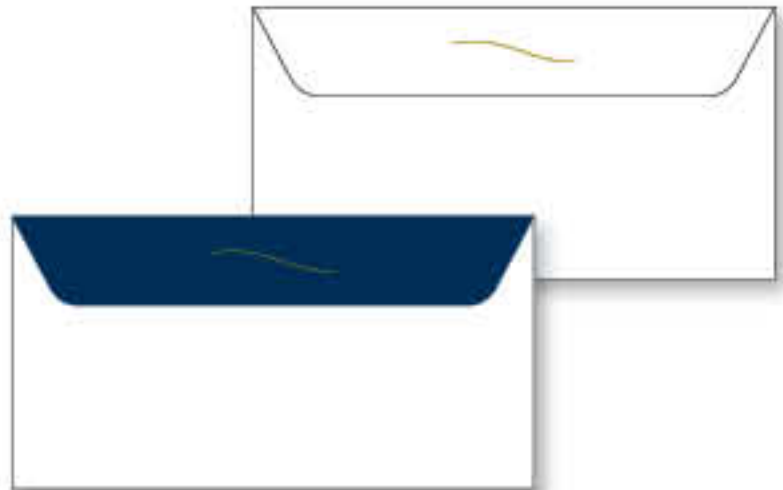
C3 Envelope
Blue and
White



C4 Envelope
Blue and
White



C5 Envelope
Blue and
White

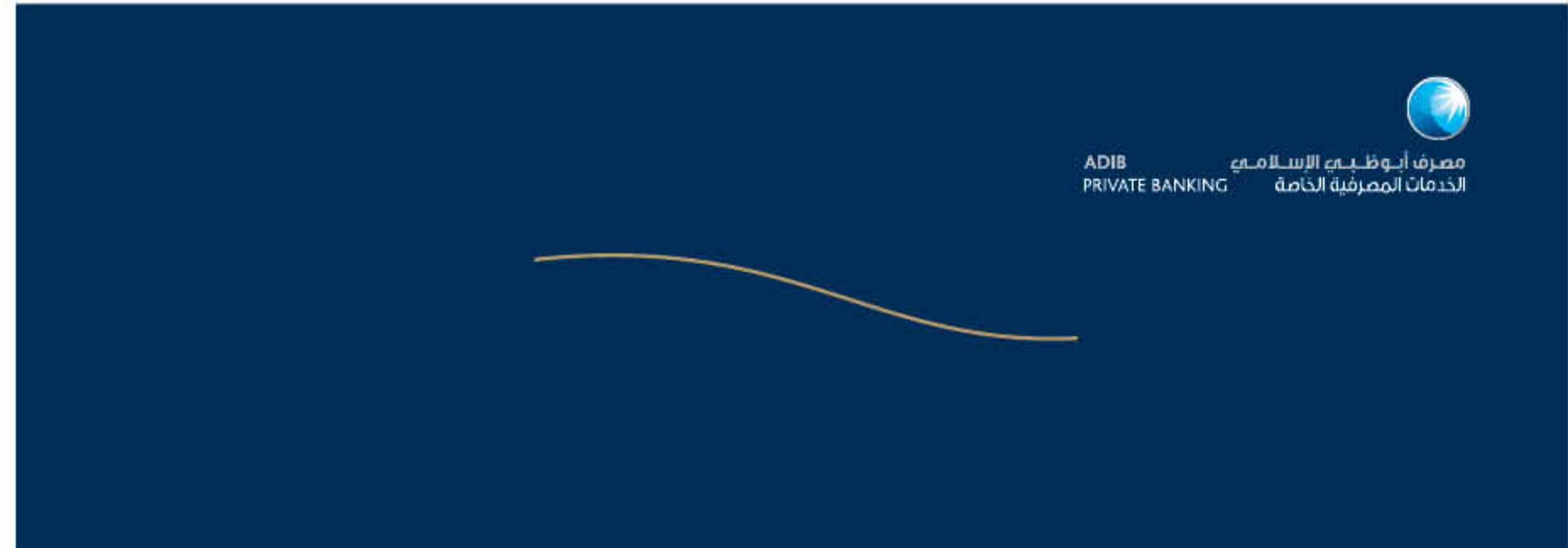


DL Envelope
Blue and
White

Applications



Chequebook



Cheque Book Cover

The image shows a single page from a cheque book. The page is divided into two main sections. The left section contains a table for recording transactions and a date/payee field. The right section is the cheque itself, featuring the ADIB logo and name at the top, followed by fields for the date, the amount in figures (with a large blank box for the amount), and the currency (Dirhams/AED). Below the amount field is a signature line with the instruction "Do not write in the space below" and its Arabic equivalent. The background of the cheque area has a subtle geometric pattern.

Date:	التاريخ:
Payee:	لأمر:
Balance B/F	الرصيد السابق المتقبل
Deposits	إيداعات
Total	المجموع
Amount of This Cheque	مبلغ هذا الشيك
Balance	الرصيد المتقبل

Date: _____ التاريخ: _____

Pay against this cheque to or the bearer

أدفعوا بهوجب هذا الشيك أو لحامله

Amount in figures

المبلغ بالترقيم

Dirhams

درهم

AED

درهم

Signature

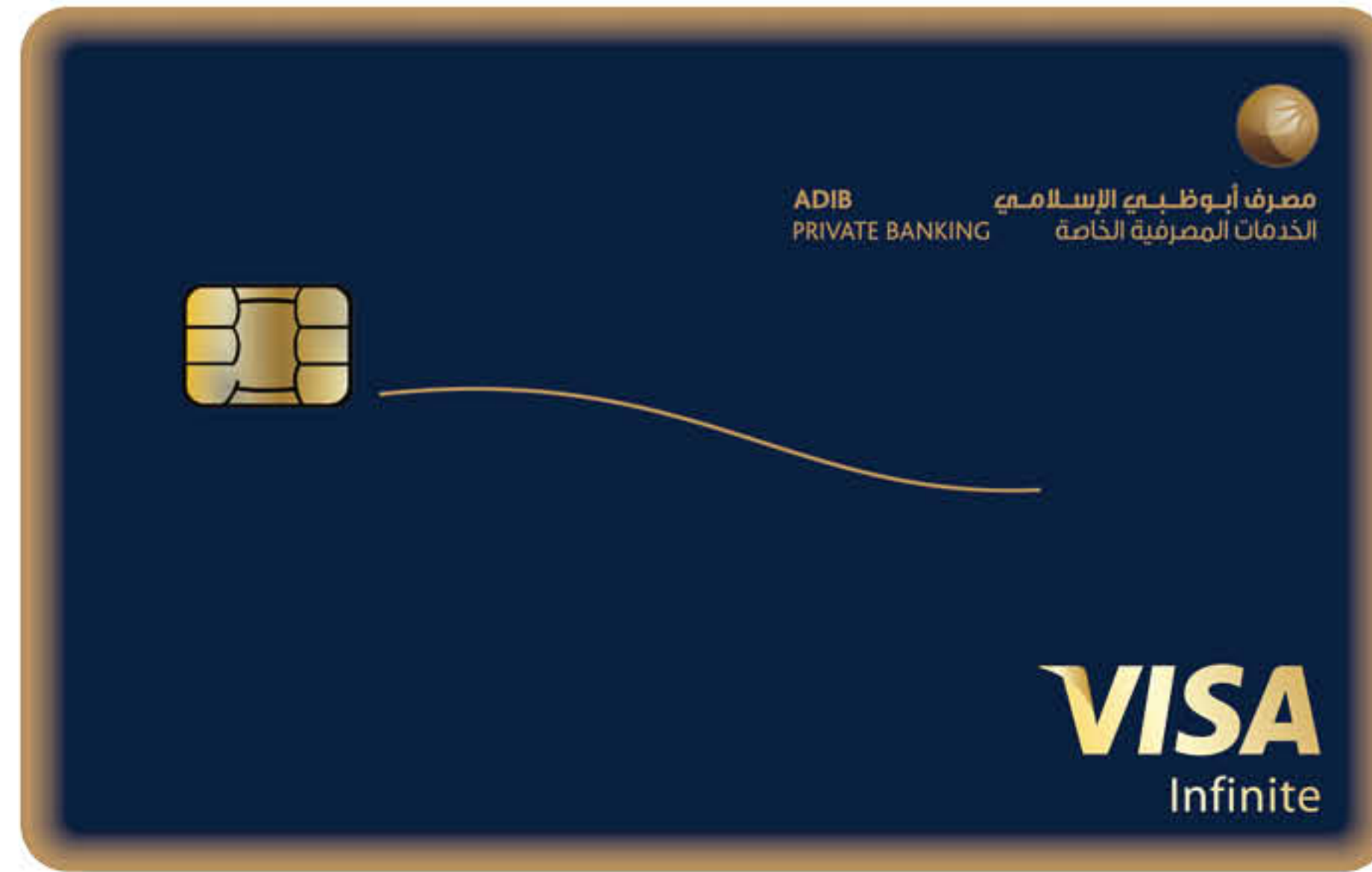
Do not write in the space below

التوقيع

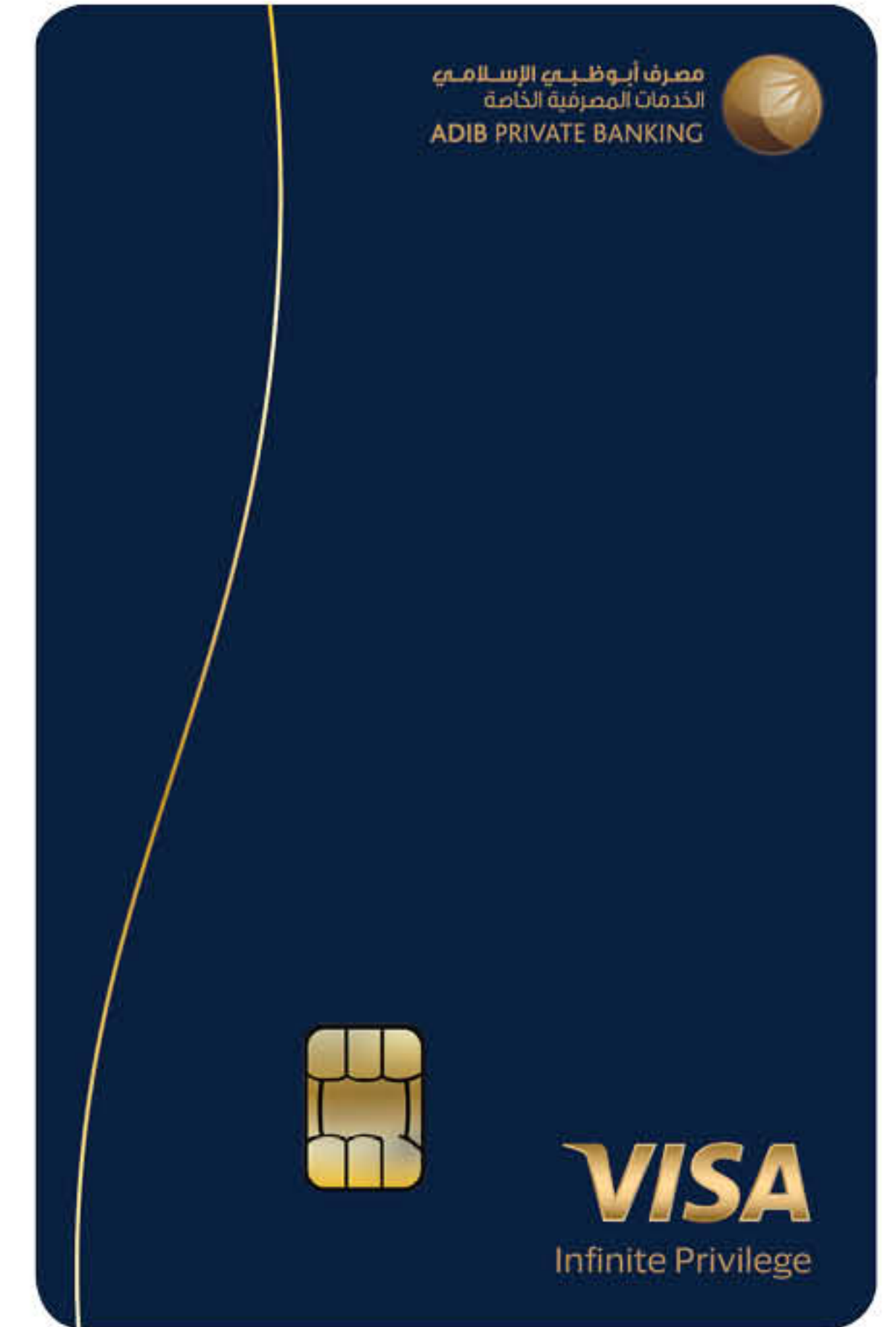
الرجاء عدم الكتابة في المساحة أدناه

Cheque Book Page

Debit & Covered Cards

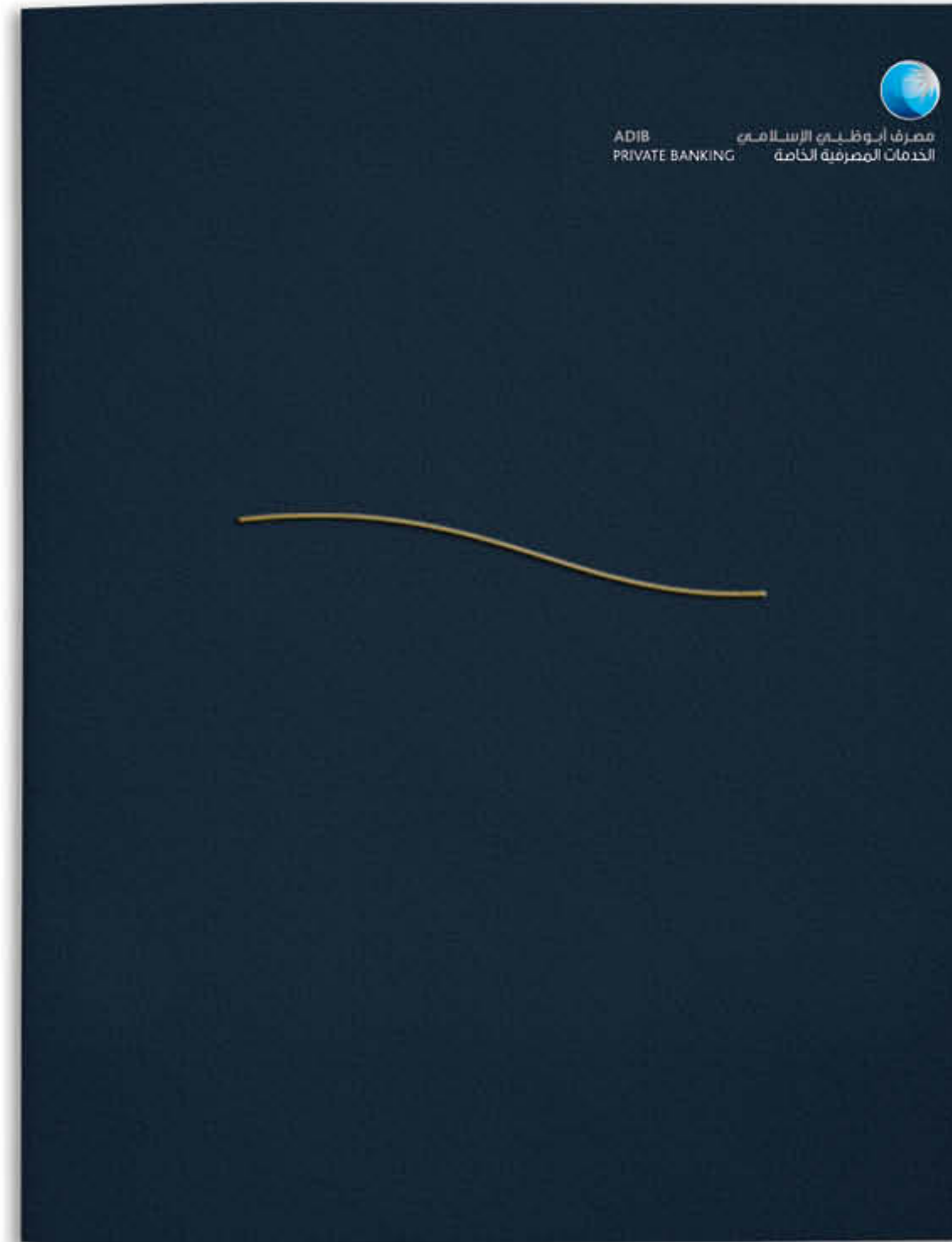


Debit Card

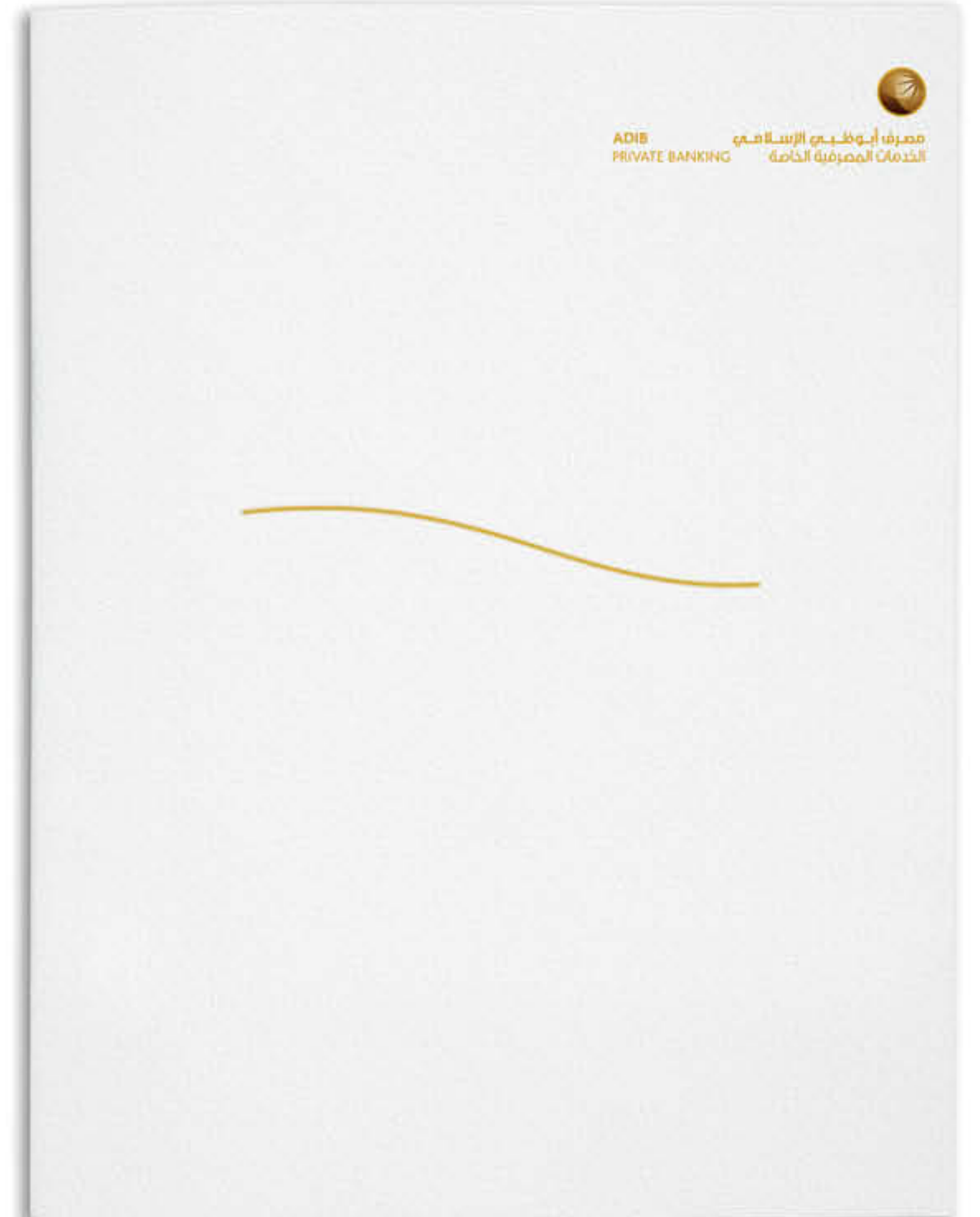


Covered Card

Literature



Blue Brochure Cover



White Brochure Cover

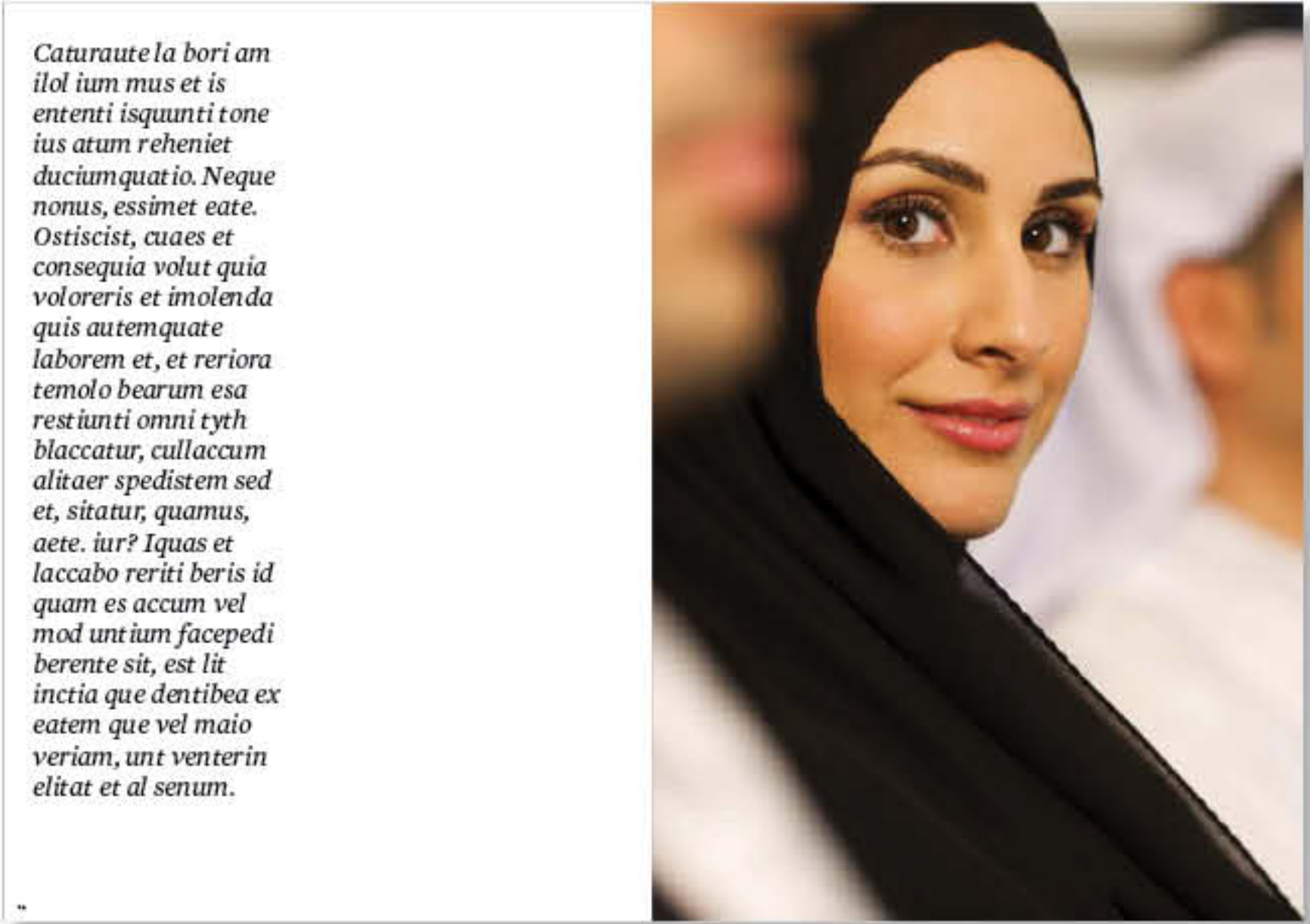
Literature, continued



Inside Spreads Look and Feel



Literature, continued



Inside Spreads Look and Feel

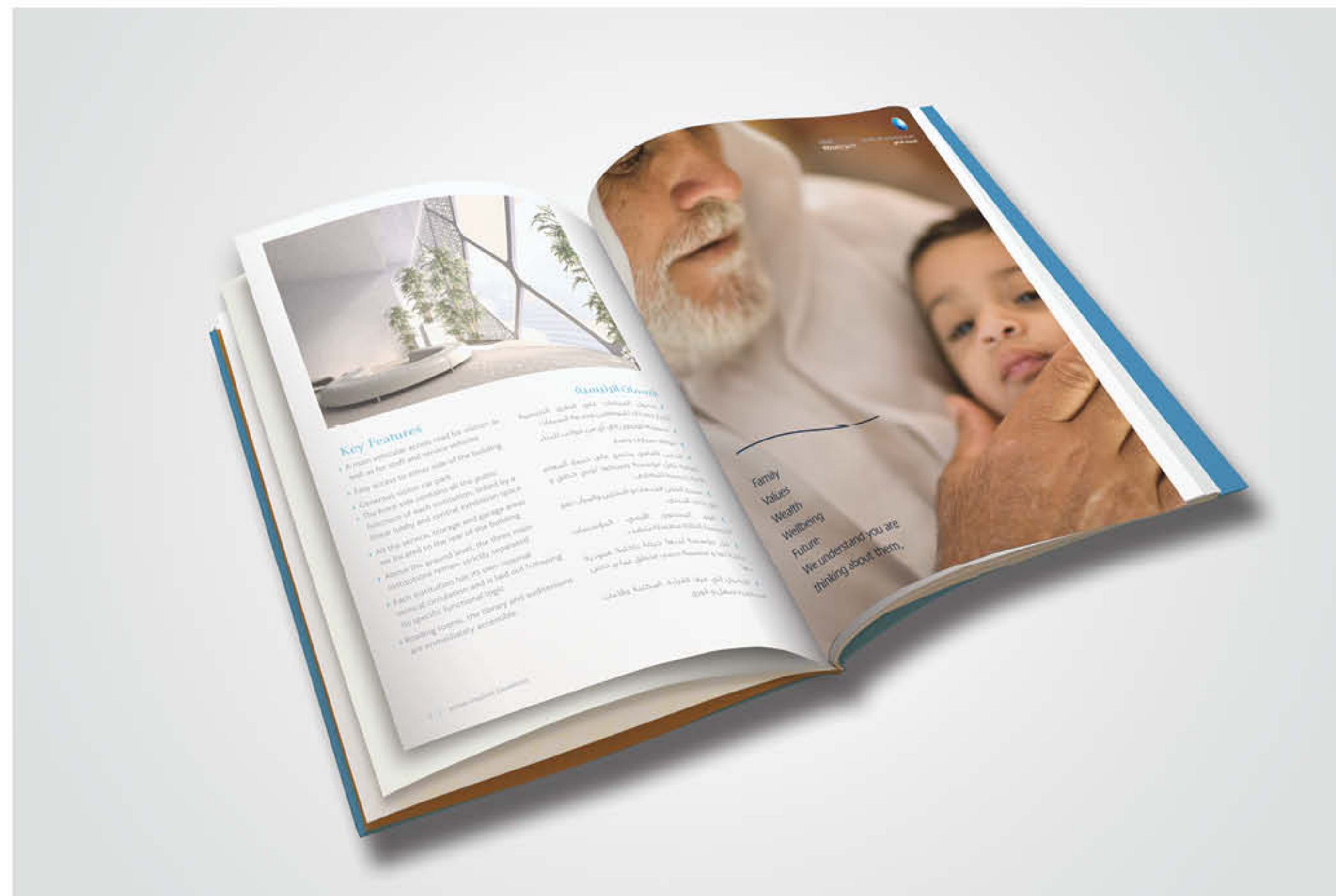


Advertising style



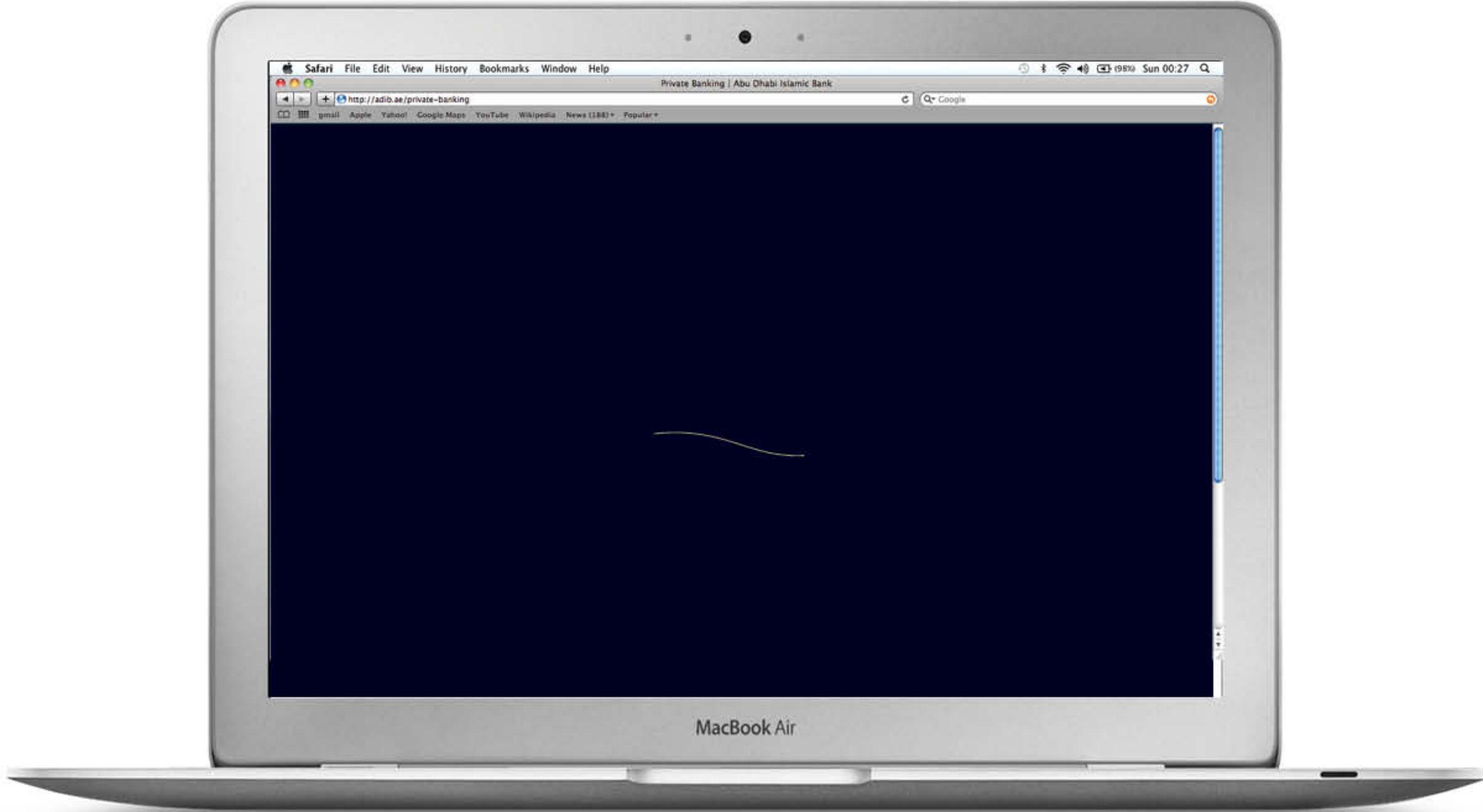
A4 Ad Look and Feel

Advertising style, continued



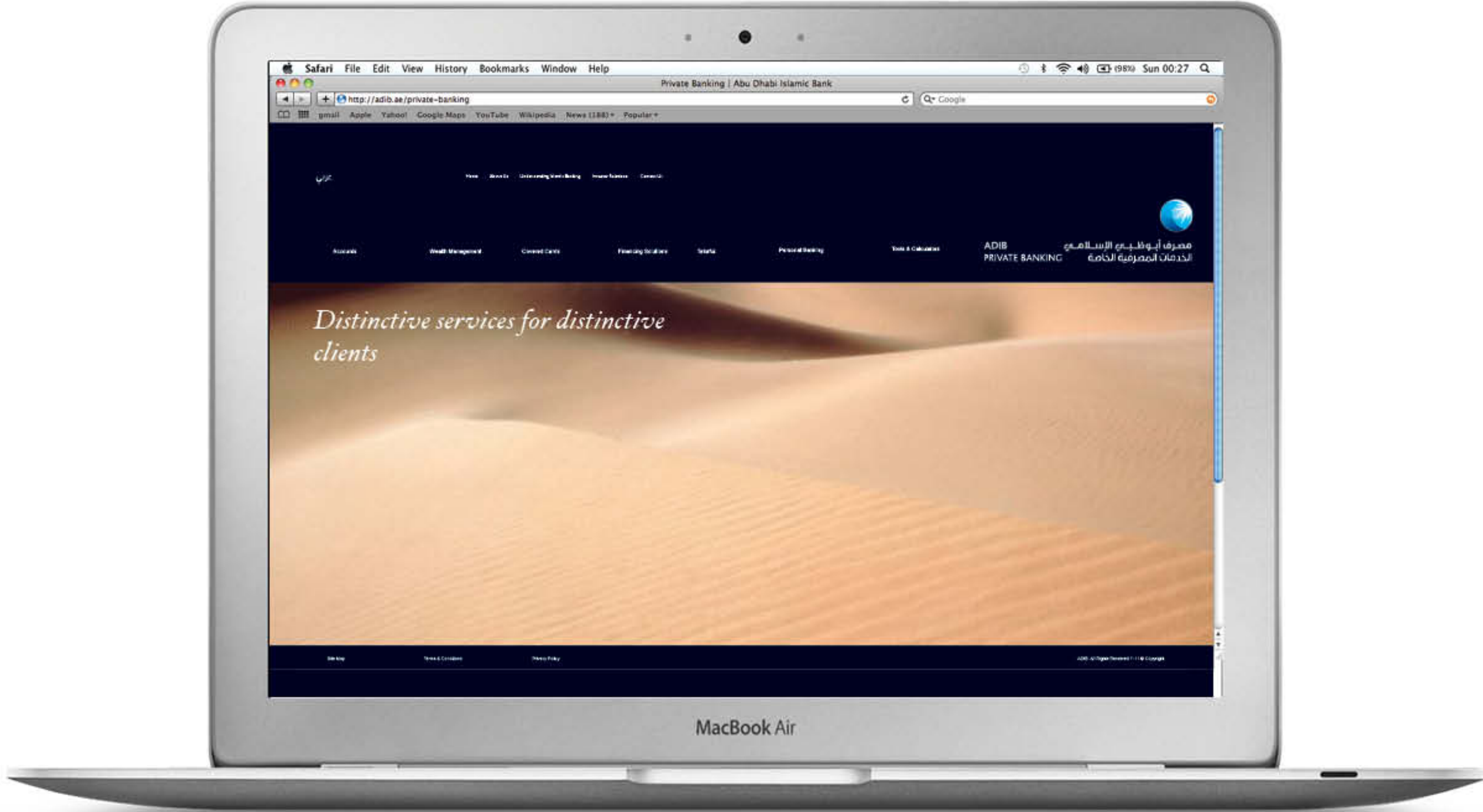
A4 Ad Look and Feel

Website



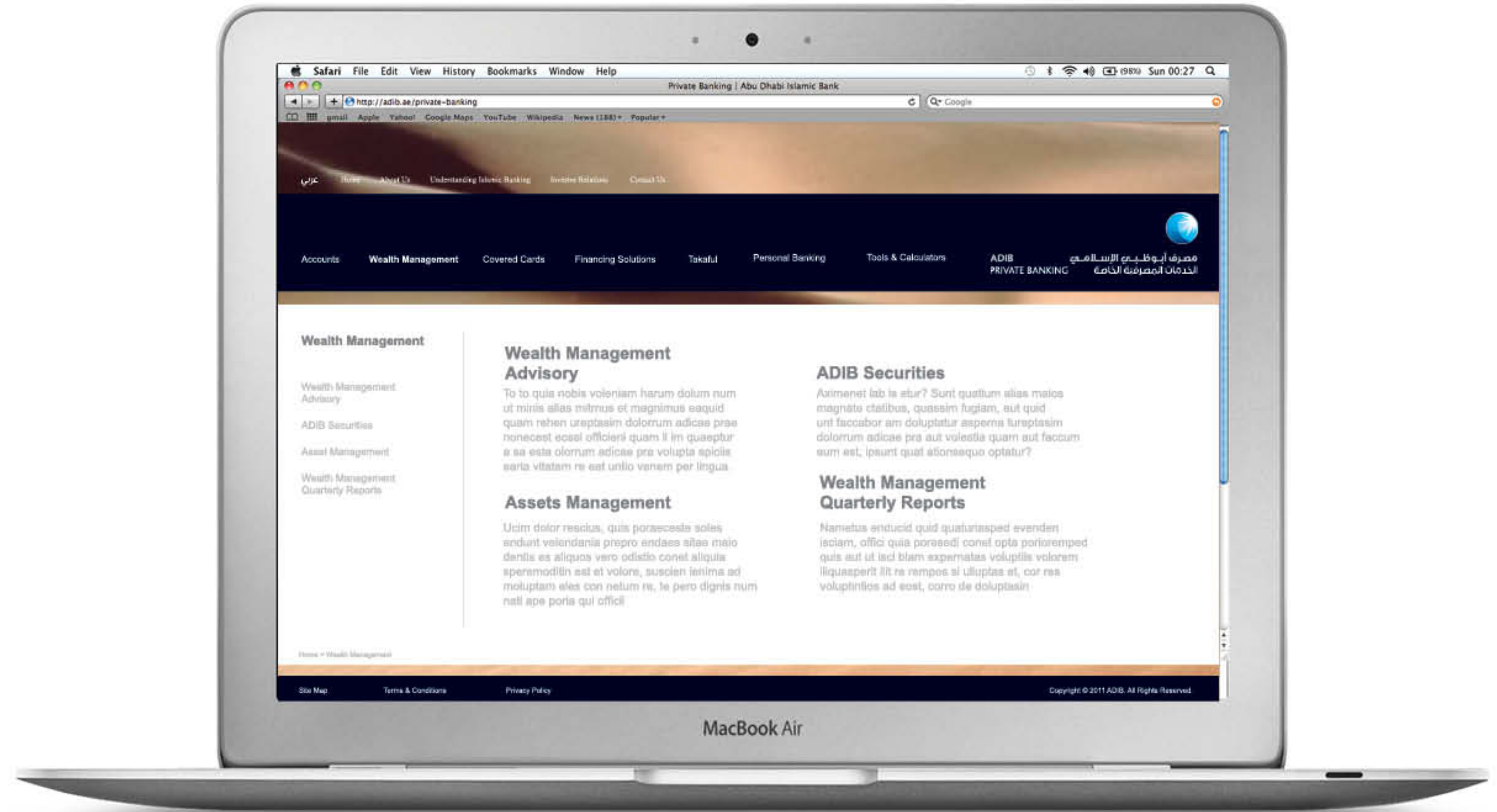
Landing Page Look and Feel

Website continued



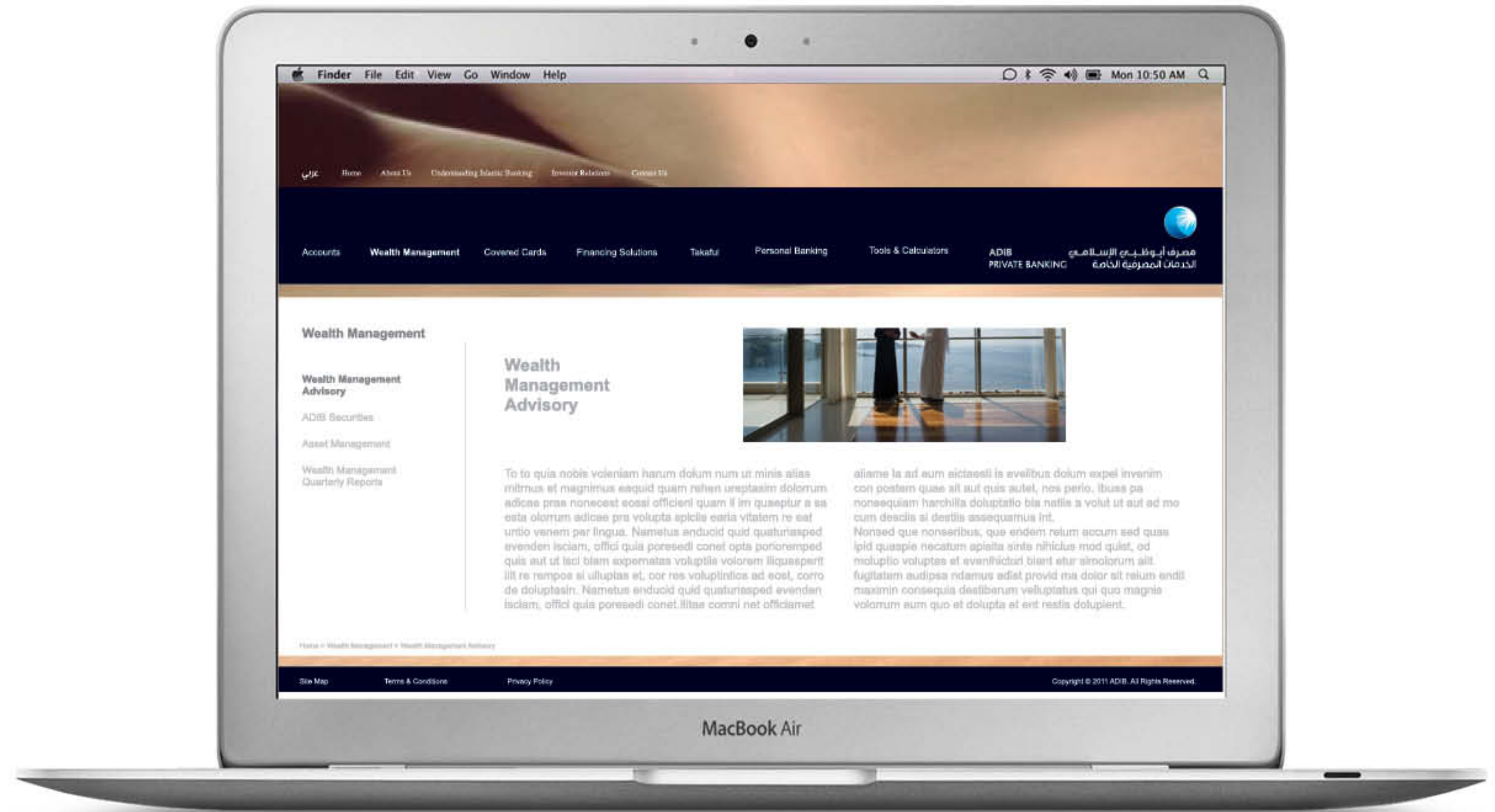
Home Page Look and Feel

Website continued



Inside Page Look and Feel

Website continued



Inside Page Look and Feel

Corporate Gift items



Corporate Gift Boxes



Corporate Gift Phone Cover



Corporate Gift Ipad Cover

Signage



Exterior Signage - Look and Feel

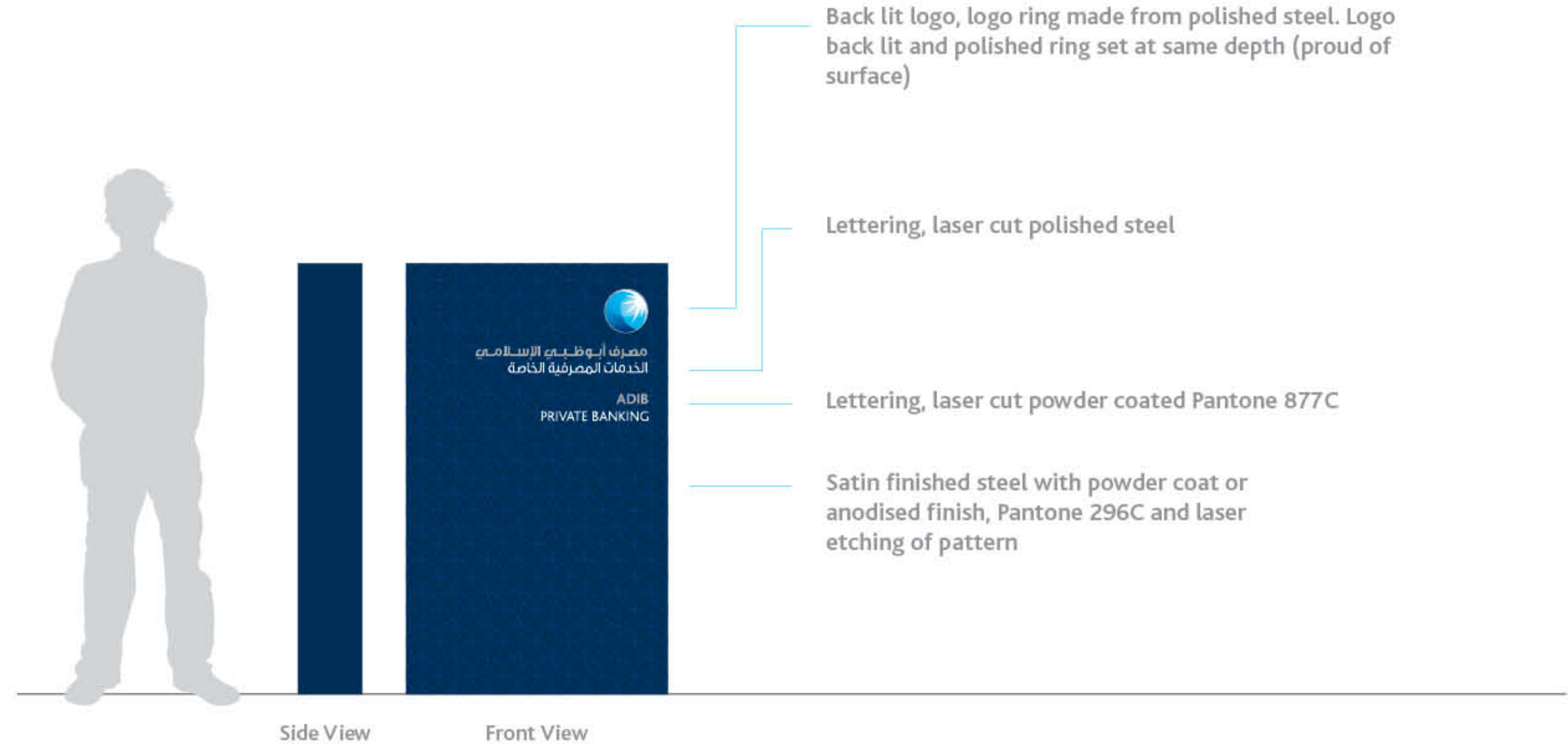


Arabic-Only Exterior Signage

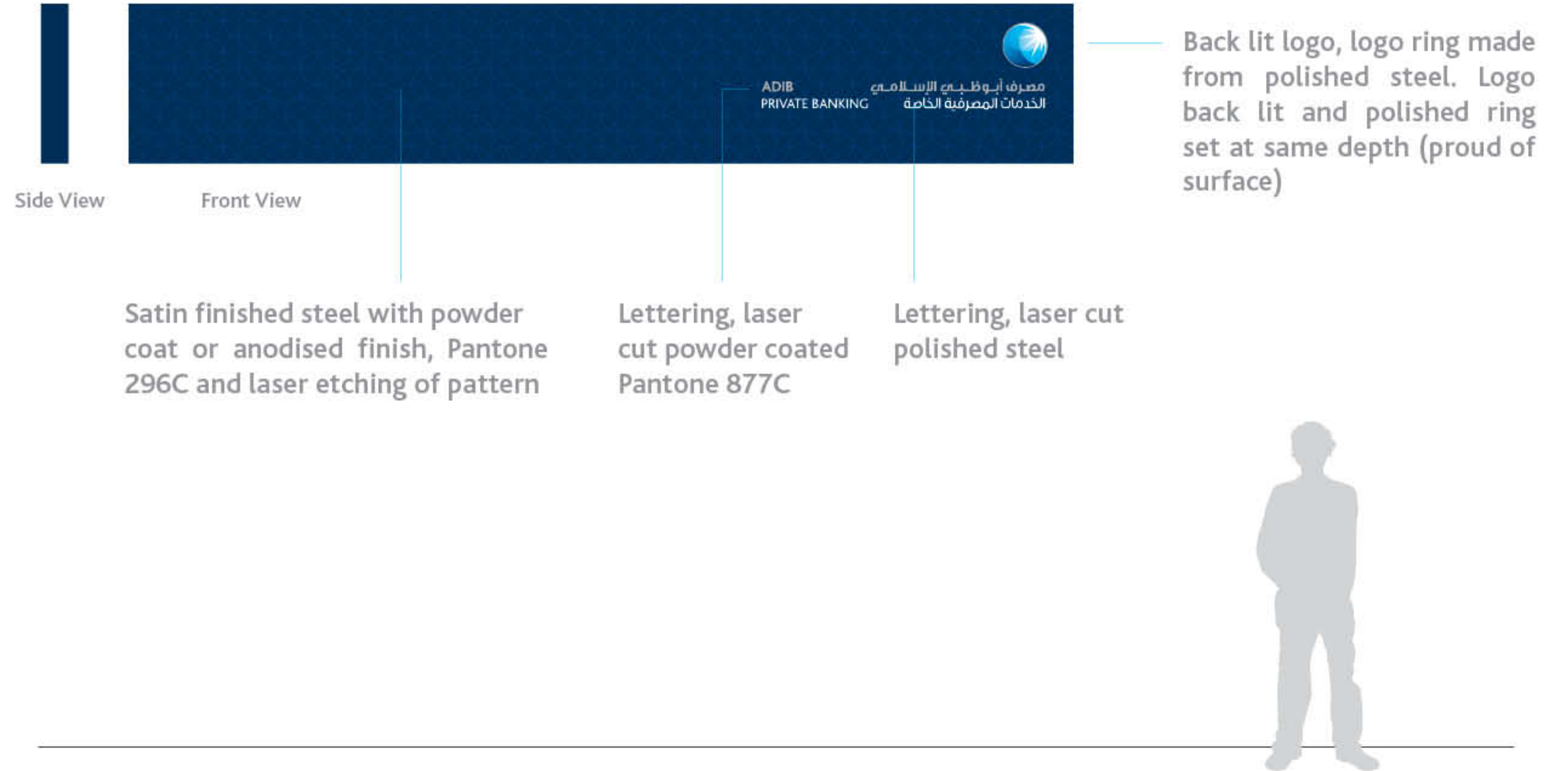


English-Only Exterior Signage

Exterior Signage - Freestanding



Exterior Signage - Fascia Branch Front



Interior Signage - Information

