شركة أبوظبي للتوزيع
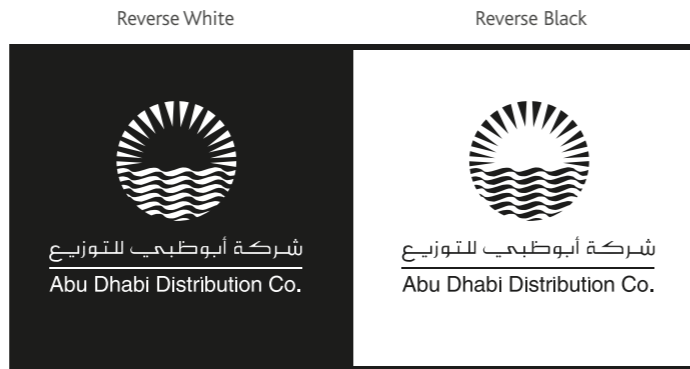**Abu Dhabi Distribution Co.**

BRAND
GUIDELINES

MASTER IDENTITY

The primary elements are the building blocks and underlying structure of the entire brand identity. If care is not taken in the implementation of these elements then the integrity of the brand and the image it portrays is undermined from the start. These guides make it easy to ensure our brand stays intact and conveys a consistent unified message.

The ADDC logo consists of two elements, the circle symbol and the wordmark, the wordmark is in both English and Arabic. The circle cut through with lightning rays represents both core services offered by ADDC.

The symbol is always placed with the wordmark in the manner prescribed in these guidelines.

There are however exceptions to this rule, if you are unsure please contact The Media Office for more information.

Circle Symbol

شـركة أبـوظبـي للتـوزيـع
Abu Dhabi Distribution Co.

Wordmark

Reverse White   Reverse Black

CLEAR SPACE AREA

The ADDC logo utilises an area of isolation using an X system, where X is the height of the wordmark in the logo. This allows the area of isolation to scale proportionately up and down along with the logo. In order to avoid interference from other elements in a design, and to maintain brand integrity and continuity across multiple brand disciplines, it is essential to use the area of isolation as the minimum clear space wherever the brand is used.

Minimum Size

2 cm

x
x
x
x
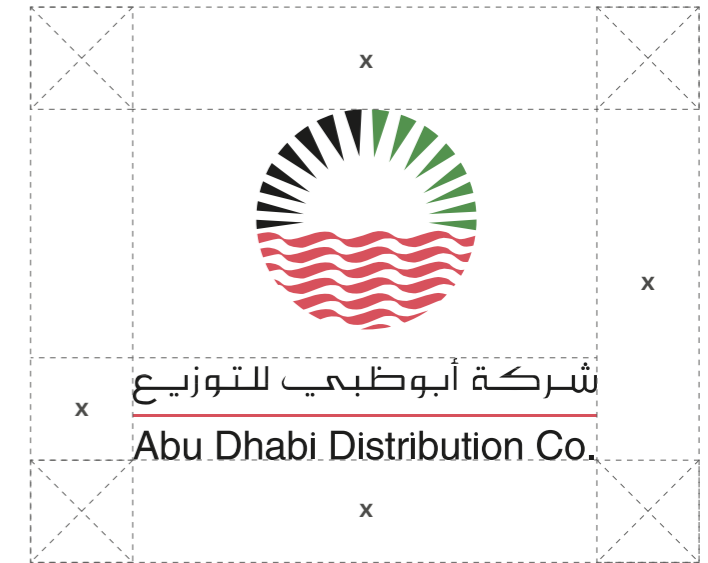
PRIMARY COLOR PALETTE

The ADDC corporate colour palette contains bold modern colours representing a progressive attitude toward service delivery, and a bright outlook for the future of all ADDC customers and staff alike.

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent brand image. The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.
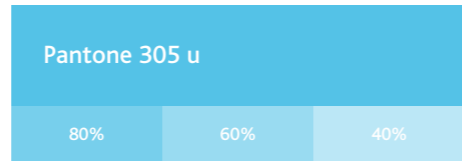
The ADDC brand colour palette is as much a part of our identity as our logo. These colours should be used across all brand touch points to enhance the visual integration of all our communications.
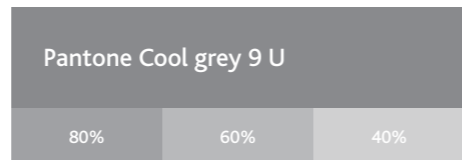
Pantone 358 U

| 80% | 60% | 40% |
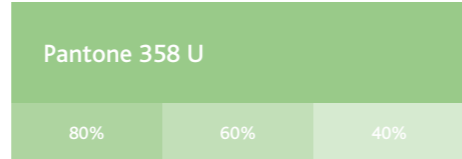
Pantone 358 U
C: 46 M: 0 Y: 58 K: 0
R: 155 G: 202 B: 137
9bca89

Pantone 1788 U

| 80% | 60% | 40% |
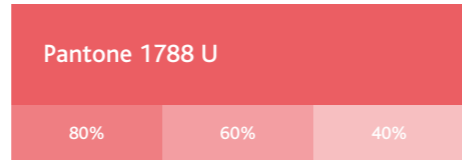
Pantone 1788 U
C: 0 M: 75 Y: 51 K: 0
R: 236 G: 95 B: 100
ec5f64

Pantone 305 u

| 80% | 60% | 40% |

Pantone 305 U
C: 62 M: 0 Y: 6 K: 0
R: 84 G: 194 B: 232
54c2e8

Pantone Cool grey 9 U

| 80% | 60% | 40% |

Pantone Cool Grey 9 U
C: 47 M: 36 Y: 34 K: 15
R: 137 G: 138 B: 141
898a8d

SECONDARY COLOR PALETTE

The primary colour palette should always feature in your material. In the event that you need more colours to work with, only choose additional colours from the secondary colour palette.
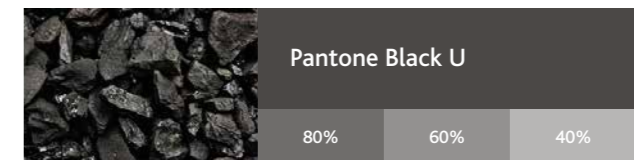
Pantone 871 U

| 80% | 60% | 40% |
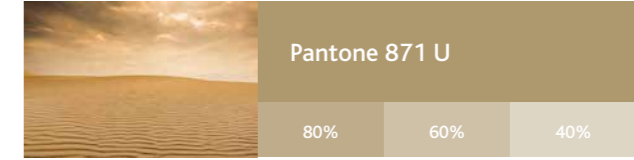
Pantone 871 U
C: 30 M: 33 Y: 57 K: 14
R: 173 G: 152 B: 111
ad986f

Pantone 1495 U

| 80% | 60% | 40% |
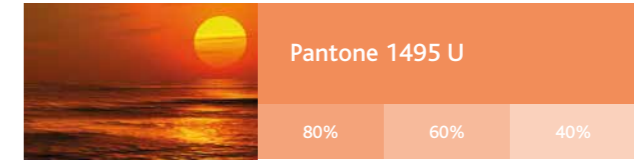
Pantone 186 U
C: 0 M: 55 Y: 66 K: 0
R: 242 G: 140 B: 90
f28c5a

Pantone 325 U

| 80% | 60% | 40% |
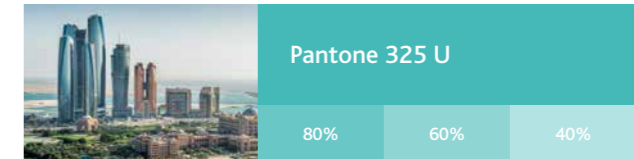
Pantone Black U
C: 67 M: 0 Y: 33 K: 0
R: 70 G: 186 B: 184
46bab8

Pantone Black U

| 80% | 60% | 40% |

Pantone Black U
C: 0 M: 0 Y: 0 K: 85
R: 73 G: 73 B: 72
494948

Pantone 877 U - Silver
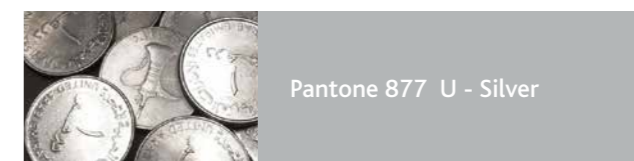
Pantone 877 U - Silver
C: 33 M: 23 Y: 24 K: 4
R: 179 G: 182 B: 183
b3b6b7

THE ADDC OFFICIAL PATTERN

The pattern can be used to bring visual interest and dynamism to applications. However, it should never be overpowering. Based on your specific layout, use your discretion and use the graphic tastefully, within reason. The pattern indirectly reinforce our logo and provide flexibility for designers helping our visual language to convey authority, trust and strength.
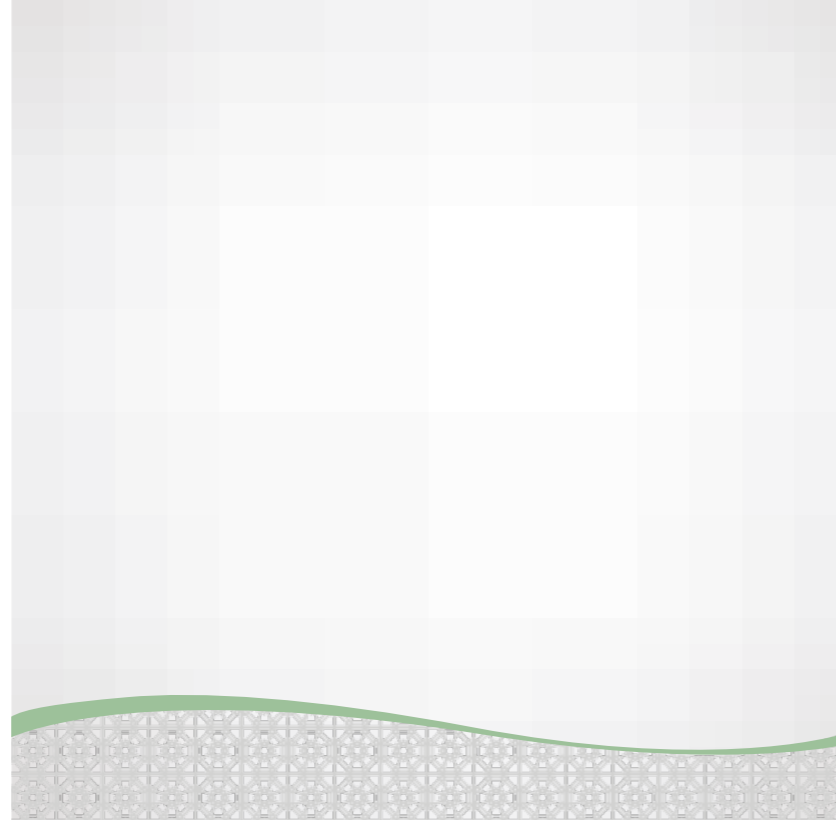
THE ADDC SUPPORT PATTERN

The pattern can be used to bring visual interest and dynamism to applications. However, it should never be overpowering. Based on your specific layout, use your discretion and use the graphic tastefully, within reason. The pattern indirectly reinforce our logo and provide flexibility for designers helping our visual language to convey authority, trust and strength.
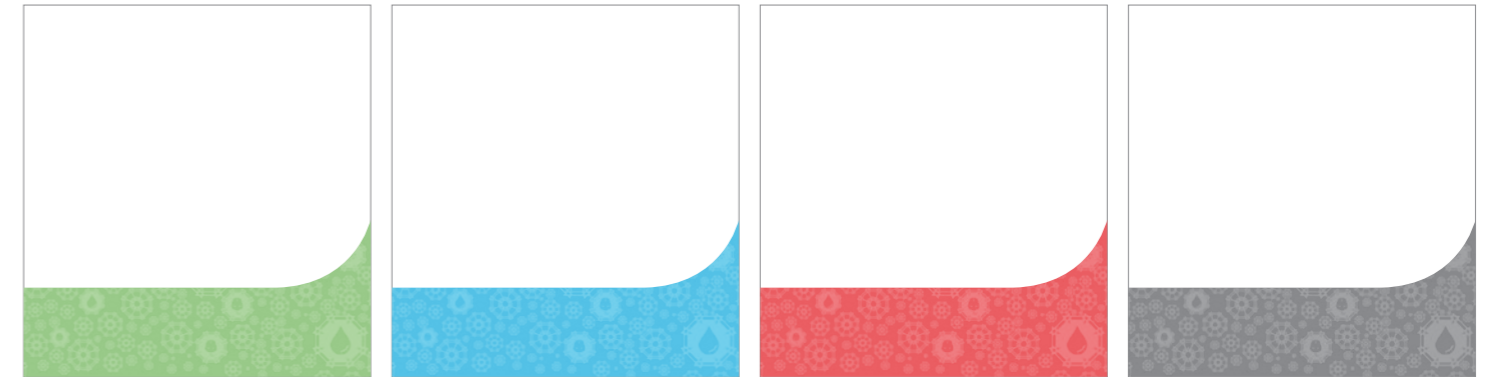
PRIMARY FONT - ENGLISH

The primary typeface and its applications are identified below. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the Applications.

The ADDC brand uses a modern corporate font family which accurately expresses the design style and attitude of the brand.

The font family is INTERSTATE which has a wide variety of typestyles to ensure flexibility across all required mediums while maintaining the brands integrity.

However VERDANA font is used for some electronic communications.

BLISS REGULAR

ABCDEFGHIJKLMNOPQRS TUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

BLISS LIGHT

ABCDEFGHIJKLMNOPQRS TUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

BLISS BLOD

ABCDEFGHIJKLMNOPQRS TUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

PRIMARY FONT - ARABIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue.

GE SS TWO BOLD

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 هـ و ي
(.،٠٩٨٧٦٥٤٣٢١!$٪*)

GE SS TWO 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 هـ و ي
(.،٠٩٨٧٦٥٤٣٢١!$٪*)

GE SS TWO LIGHT

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 هـ و ي
(.،٠٩٨٧٦٥٤٣٢١!$٪*)