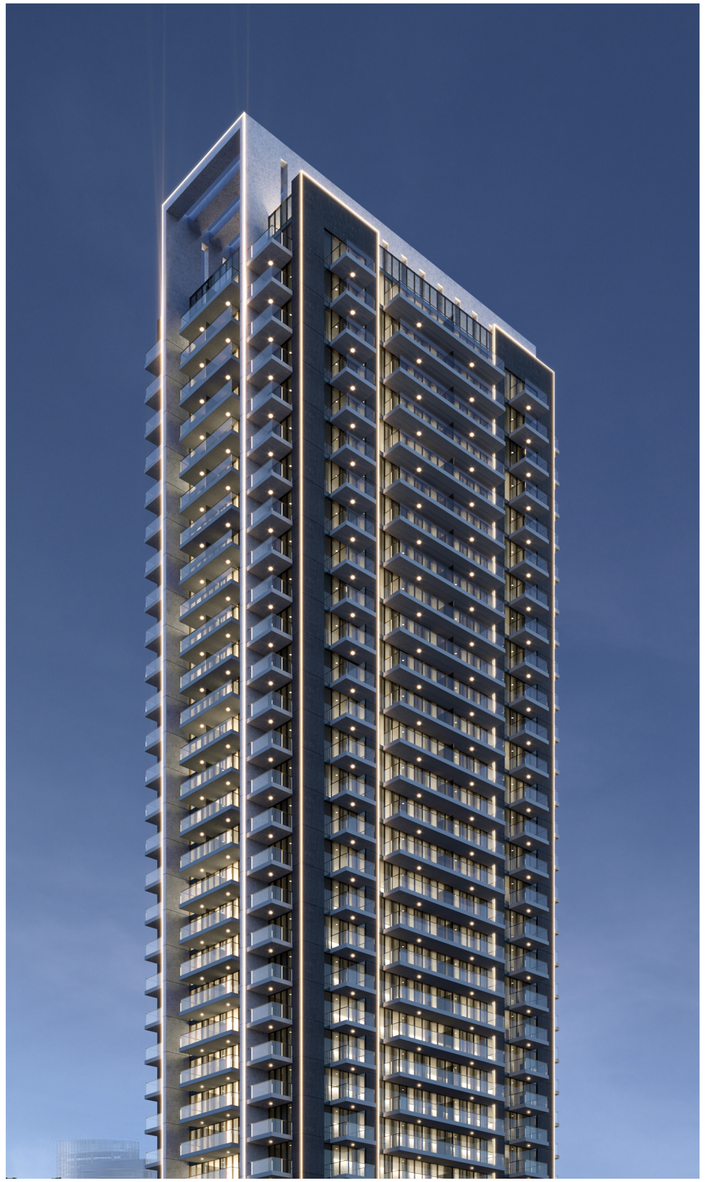
VIOLET TOWER

Brand Guidelines 2024



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LOGO
GUIDELINES

THE LOGO

The logo is comprised of a logo mark inspired by the entrance of the tower and a clear, elegant logo type. The two elements come together to form a modern and easily recognizable logo.



VIOLET TOWER

The logo mark was derived from the architectural drawings and renders of the tower. In this sense, the physical entrance of the building also represents the gateway to the brand itself.

VIOLET TOWER

The logo type provides balance to the lockup and emphasizes the brand name in a simple yet elegant manner. Inspired by the art-deco style, the logo type draws inspiration from architectural motifs of the past and embellishes that with a modern finish.

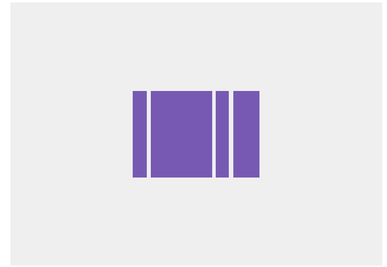
LOGO VARIATIONS

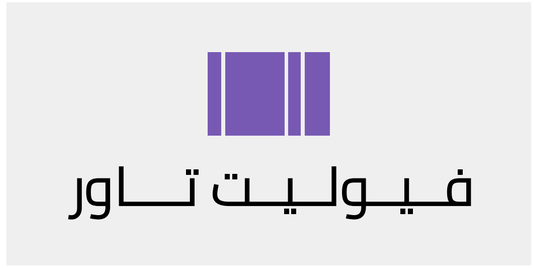
To maintain versatility, both vertical and horizontal logo variations are available for use. Other alterations include Arabic and bilingual versions of the logos, as well as the logo mark as a standalone brand element.

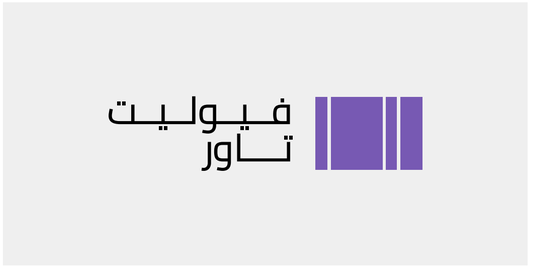
Download all logo variations.

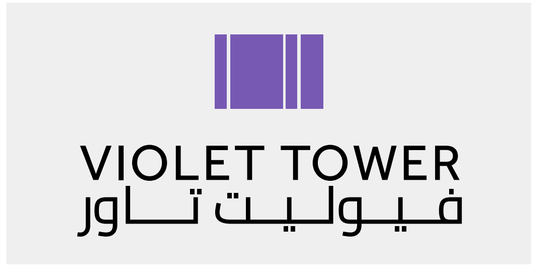














LOGO SPACING

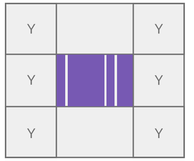
Proper spacing around the logo is crucial for maintaining visual balance and ensuring it stands out effectively. Follow the spacing rules for optimal legibility and to ensure the logo remains impactful across different mediums.



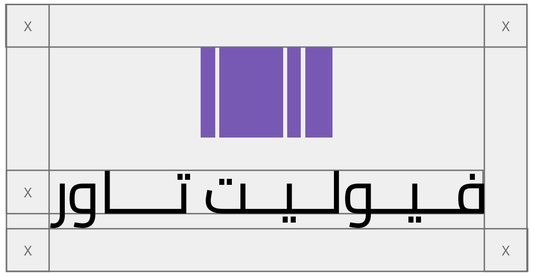
Digital minimum: 351 x 135 pts
Print minimum: 45 x 17.3 mm



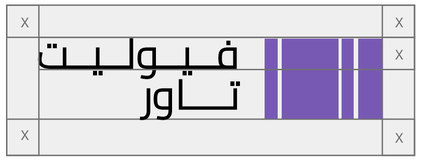
Digital minimum: 270 x 70 pts
Print minimum: 35 x 9 mm



Digital minimum: 100 x 68 pts
Print minimum: 12.5 x 8.5 mm



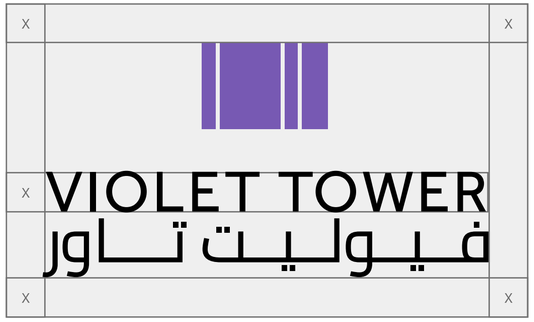
Digital minimum: 330 x 137 pts
Print minimum: 45 x 18.7 mm



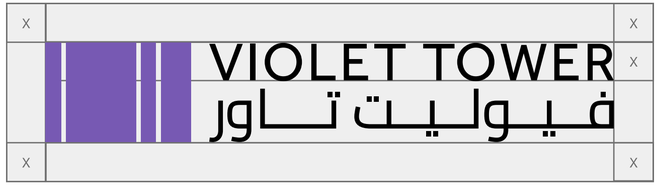
Digital minimum: 290 x 69 pts
Print minimum: 35 x 8.3 mm

LOGO SCALABILITY

A scalable logo is essential for maintaining clarity across various applications, whether in print or digital formats. Ensure the logo remains recognizable and retains its integrity, regardless of size or resolution.



Digital minimum: 343 x 180 pts
Print minimum: 45 x 23.6 mm

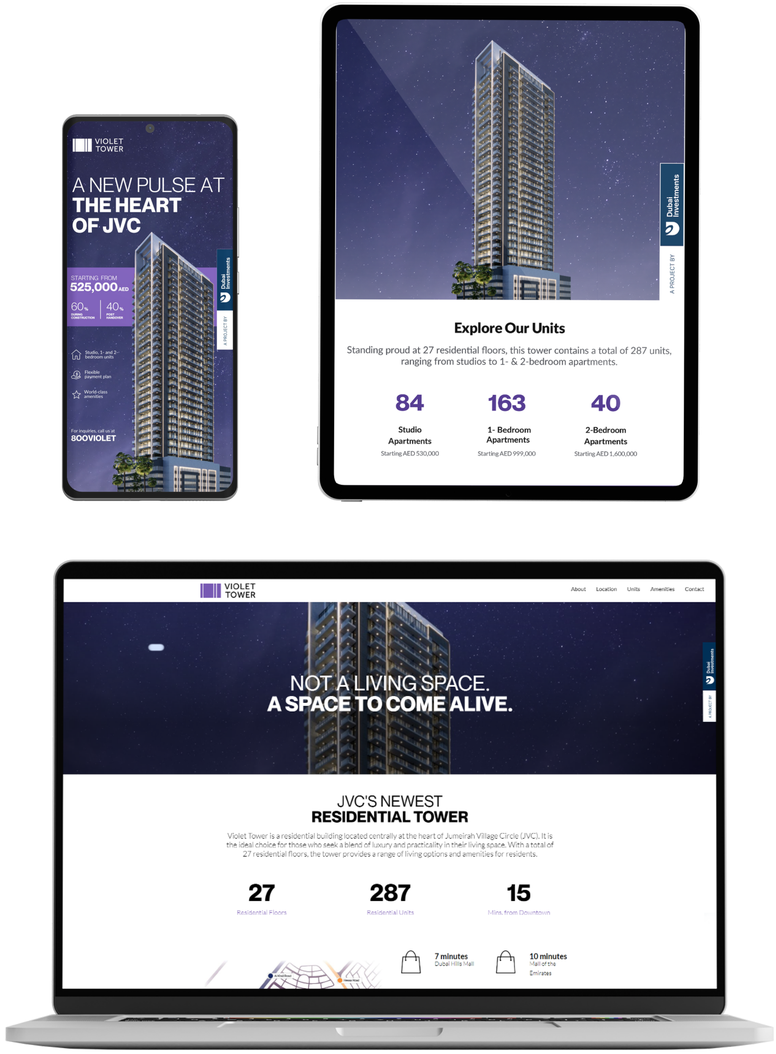


Digital minimum: 364 x 68 pts
Print minimum: 45 x 8.4 mm

DI LOGO LOCKUPS

In Violet Tower communications, it is important to indicate that the project has been developed by Dubai Investments. This is done through the DI logo lockups.





LOGO
DO'S

Always use the approved logo versions and variations as outlined in the brand guidelines. Maintain proper proportions, color accuracy, and clear spacing around the logo. Consistency in logo usage reinforces brand recognition and credibility.



On dark backgrounds use logo mark in white



On bright backgrounds use logomark in violet



On black use colored & white logo option



On white use only colored & black logo option



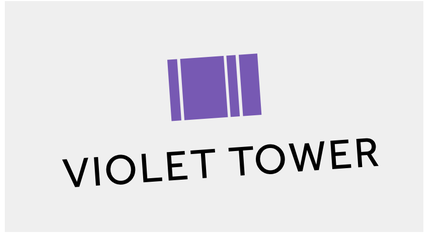
On violet use all white logo option



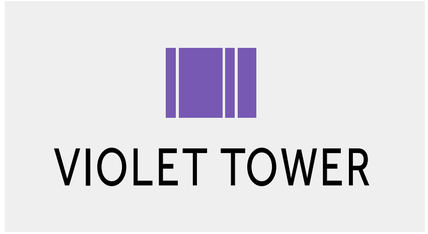
On black all white variation is also acceptable

LOGO DON'TS

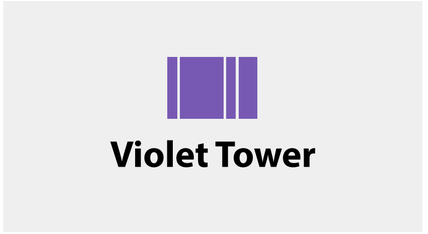
Consistency is key to maintaining brand identity and recognition. Steer clear of any actions that dilute the logo's impact or compromise its integrity.



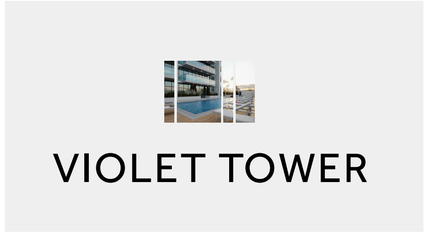
Do not rotate



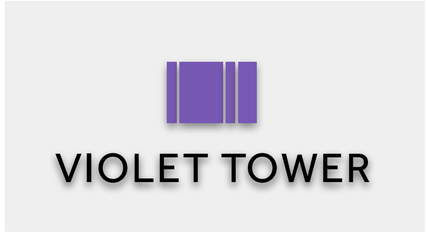
Do not sretch



Do not recreate



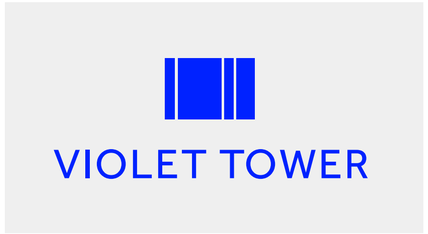
Do not fill logomark with an image



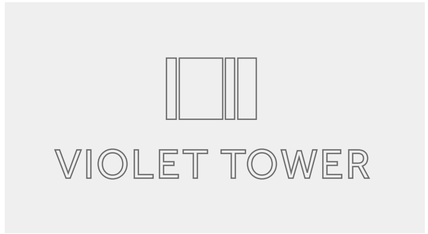
Do not add any effects



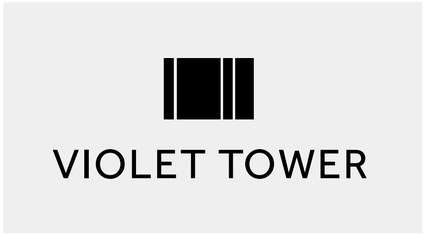
Do not crop



Do not recolor



Do not outline



Do not use in all black



Do not box the logo



Do not place on busy image



Do not create patterns

TYPOGRAPHY
GUIDELINES

HEADERS (EN)

NEUE MONTREAL

Violet Tower headlines are set in Neue Montreal Bold. When using the font to create headings on embedded or printed collateral for VT, always typeset it with optical kerning, set the tracking to 0, and set in uppercase. Do not set in all lowercase. When emphasis is necessary, set the important copy with Neue Montreal Light, or in other cases the last sentence/word only. For leading multiply font size with 1.25.
Example: (60x1.25= 75 points)

Download typefaces here.

A B C D E F G H I K L M O P Q R S T U V W X Y Z 0123456789 !?@”_-

Light	The open air gym is located on the 3rd floor
Regular	The open air gym is located on the 3rd floor
Medium	The open air gym is located on the 3rd floor
Bold	**The open air gym is located on the 3rd floor**

BODY (EN)

LATO

Typeset all text and paragraph text in Lato Regular. When using Lato to set text on embedded or printed collateral for VT, always typeset it with optical kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content). The font may be used in its different weights based on the need for emphasis, given that the clarity of the content is preserved. Do not set in all uppercase or all lowercase. For leading multiply font size with 1.25.
Example: (20x1.25= 25 points)

Download typefaces here.

A B C D E F G H I K L M O P Q R S T U V W X Y Z 0123456789 !?@”_-

Light	The open air gym is located on the 3rd floor
Regular	The open air gym is located on the 3rd floor
Medium	The open air gym is located on the 3rd floor
Bold	**The open air gym is located on the 3rd floor**

HEADERS AND BODY (AR)

ROPA SANS

Violet Tower Arabic headlines are set in Ropa Sans Bold. When using the font to create headings on embedded or printed collateral for VT, always typeset it with optical kerning, set the tracking to 0. For leading multiply font size with 1.25.
Example: (60x1.25= 75 points)

Typeset all text and paragraph text in Ropa Sans Regular. When using the font to set text on embedded or printed collateral for VT, always typeset it with optical kerning, set the tracking to 0. For emphasis use Ropa Sans Bold. For leading multiply font size with 1.25.
Example: (20x1.25= 25 points)

Download typefaces here.

واو اميزينغ **واو اميزينغ**

أ، ب، ج، د، هـ، و، ز، ح، ط، ي، ك، ل، م، ن، س، ع، ف
ص، ق، ر، ش، ت، ث، خ، ذ، ض، ظ، غ.
-"@?! 0123456789_

Light	صالة الألعاب الرياضية الخارجية في الطابق الثالث
Regular	صالة الألعاب الرياضية الخارجية في الطابق الثالث
Bold	**صالة الألعاب الرياضية الخارجية في الطابق الثالث**
ExtraBold	**صالة الألعاب الرياضية الخارجية في الطابق الثالث**

BRAND
ELEMENTS

Primary

Pantone Violet U
#7758b3
R 119 **G** 88 **B** 179
C 62 **M** 75 **Y** 0 **K** 0

Secondary

Pantone 7679 U
#59468D
R 89 **G** 70 **B** 141
C 78 **M** 85 **Y** 12 **K** 2

Pantone 2655 U
#A288D9
R 162 **G** 136 **B** 217
C 39 **M** 49 **Y** 0 **K** 0

Pantone 2655 U
#A9C8F4
R 169 **G** 200 **B** 244
C 31 **M** 14 **Y** 0 **K** 0

Pantone 2748 C
#001871
R 0 **G** 21 **B** 113
C 100 **M** 96 **Y** 23 **K** 21

Pantone 916 U
#BDF4AA
R 189 **G** 244 **B** 170
C 26 **M** 0 **Y** 44 **K** 0

Pantone 130 U
#F79B2E
R 247 **G** 155 **B** 46
C 0 **M** 46 **Y** 92 **K** 0

Neutrals

Pure White
#FFFFFF

Pure Black
#000000

Pantone
Cool Grey 11 C
#52555A
R 82 **G** 85 **B** 90

C 67 **M** 57
Y 51 **K** 29

Pantone
Cool Grey 2 C
#D0D0CE
R 208 **G** 208 **B** 206

C 18 **M** 13
Y 15 **K** 0

COLOR PALETTE

The color palette revolves around the main color - Pantone Violet U.

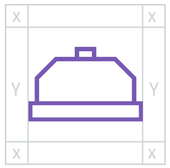
The secondary palette features other shades of purple for diversity, and natural tones such as midnight blue, sunset and mint to reflect the lively nature of the tower. These colors may be used liberally given that they do not eclipse the primary color.

Neutral colors are there for practical purposes, ensuring proper legibility and visual clarity.

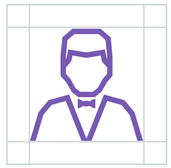
ICONGRAPHY

The icons are inspired by the sharp modern architecture of the tower primarily and by art-deco design principals secondarily. The icons will be used for print and signage, and embedded as SVGs in the website and digital marketing outlets. The spacing around the icons equals x and the height of the icons equals y.
X= Y/5

Download the iconography library here.



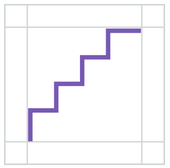
Lobby
الاستقبال



Services
الخدمات



Accessibility
سهولة الوصول



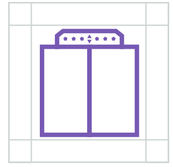
Stairs
درج



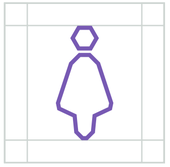
Outdoors Area
منطقة خارجية



Spa
منتجع



Elevator
المصعد



Female
نساء



Wifi
واي فاي



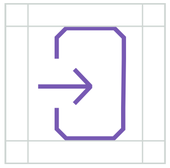
Laundry Room
غرفة الغسيل



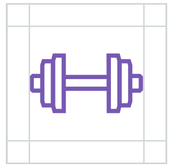
No Smoking
ممنوع التدخين



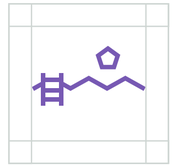
Parking
غرفة الغسيل



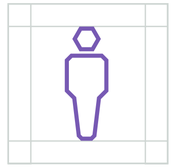
Exit
الخروج



The Gym
النادي الرياضي



Pool
المسبح



Male
ذكور

PHOTOGRAPHY
GUIDELINES

PHOTOGRAPHY DO'S

Photography plays a key role in transmitting the brand's identity. Photographs should revolve around the adjacent themes, with clean finishing, natural grading and proper composition following any of the established composition rules such as the rule-of-thirds.



Lifestyle



Activity



Community



Landscapes



Interiors



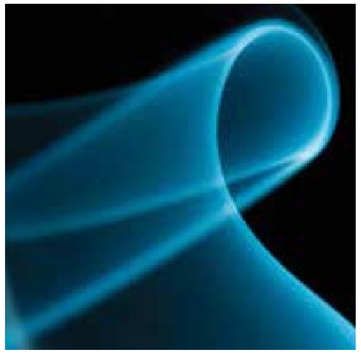
Architecture

PHOTOGRAPHY DON'TS

To ensure that the visual communication of the brand remains consistent, avoid infringing on the photography rules presented in the adjacent columns.



Low Quality Renders



Abstract Imagery



Black & White Imagery



Crowded Images



Subjects Posing for Image



Lonely/Dark Imagery



Busy Imagery



Low-Rez Imagery

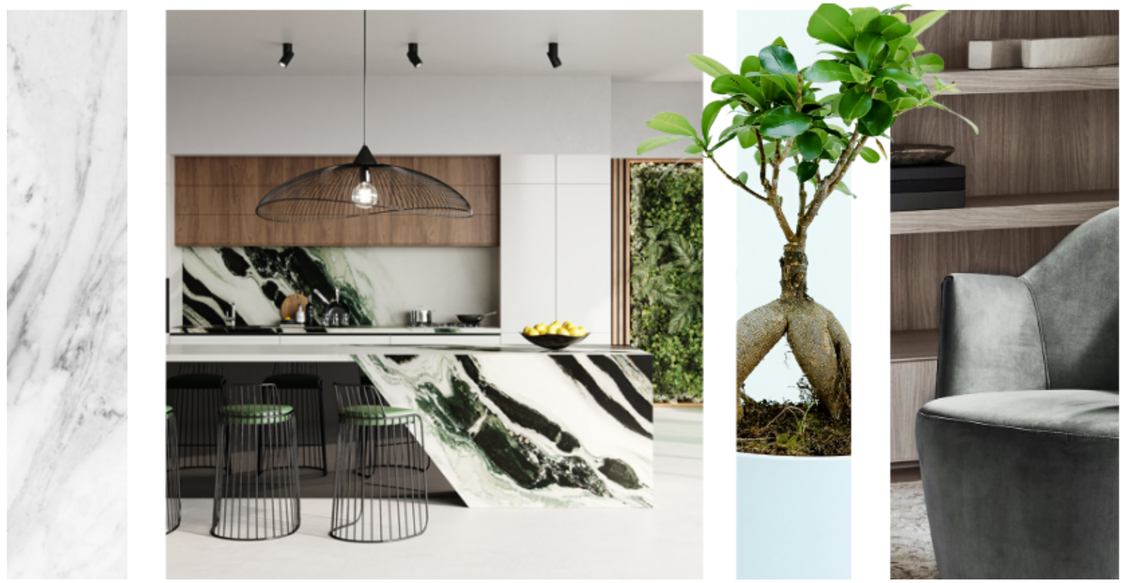


Overly Edited Imagery

LOGOMARK AS PLACEHOLDER



Using the logomark as a placeholder for one picture.
Mask the image with the logomark making sure the image is continuous, and reserve the biggest part of the logo for the main focus (or component) of the image.



Using the logomark as a placeholder for multiple pictures.
Mask each image with one part of the logo, ensuring that the photos are clear and not overly-busy. You can break the logomark to allow objects to jump out of the grid and build depth.

VIOLET TOWER | Dubai Investment