

Guide

# Brand Identity

# Guidelines

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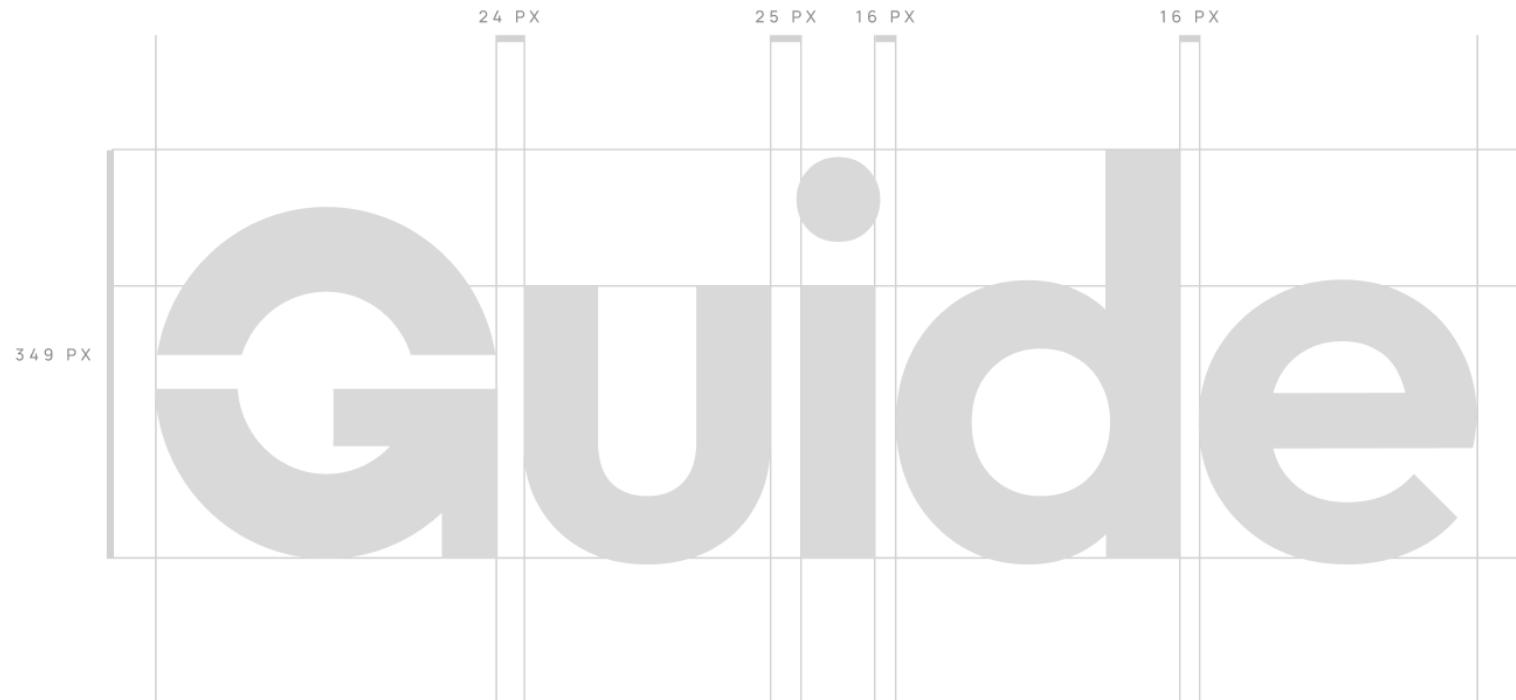
- 3.1 Overview

# 01 About the brand

# An overview

Guide is a one-stop platform that allows students to discover their dream university, student housing, and the vibrant attractions of Dubai.

## 02 Logo Design





## Primary Logo

The primary logo is the core representation of our brand identity. It should be used in official communications, marketing materials, and other brand-related content to establish brand recognition and consistency.



## Secondary Logo

The secondary logo provides an alternative version of our brand identity while maintaining its essence. It's a versatile option that can be used in various contexts such as social media profiles, smaller print materials, or as a watermark.



## Logo Spacing

Proper spacing around the logo is crucial to maintain its visual integrity and ensure optimal readability and impact. It is recommended to provide a minimum of **80 pixels** of clear space around each corner of the logo whenever possible.



## Logo Scale

The logo should be sized appropriately to ensure optimal visibility across different applications.

- Use the Large logo (the primary logo) when the available space is at least **580 by 210 pixels**.
- For situations where the available space is further reduced utilize the Small logo, which is the simplified icon version. The Small logo is recommended for spaces smaller than **220 by 60 pixels**.

### Large

Use when space is at least 580 by 210 px



### Small

Use when space is less than 220 by 60 px



## Color variants

The default logo variation uses the brand's primary colors. In cases where the primary logo doesn't work well with the background, utilize the alternate logo variations. The alternate logo variations include a monochrome version and a reversed version for light and dark backgrounds.



## Do's

1. DO use the correct color variation of the logo
2. DO have ample spacing on all sides
3. DO use the logo on a minimal background
4. DO use the appropriate logo based on the size
5. DO maintain the original orientation and alignment of the logo

01



02



03



04



05



## Don'ts

1. DON'T use incorrect color variations of the logo.
2. DON'T stretch the logo
3. DON'T add shadows to the logo
4. DON'T alter the color of the logo
5. DON'T place the logo on busy backgrounds
6. DON'T rotate the logo



# 03 Typography

# Outfit

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 @ \$ # % & \* + = / \ < > ( ) [ ]

# Heading 1

Weight	Size	Spacing	Line height
Bold	130 px	-2 %	110%

## Heading 2

Weight	Size	Spacing	Line height
Medium	80 px	-2 %	100%

### Heading 3

Weight	Size	Spacing	Line height
Medium	64 px	-2 %	100%

#### Heading 4

Weight	Size	Spacing	Line height
Bold	40 px	-2 %	100%

#### Paragraph

Weight	Size	Spacing	Line height
Light	25 px	-1 %	130%

#### Small body text

Weight	Size	Spacing	Line height
Light	16 px	-1 %	130%

# 04 Colors

## Midnight Black

Hex Code      RGB      Usage  
#000000      0 0 0      10%

## Scarlet Red

Hex Code      RGB      Usage  
#EF3009      239 48 9      80%

## White Smoke

Hex Code      RGB      Usage  
#F5F5F5      245 245 245      10%



# 05 Brand Elements



## Usage



Size

Larger than the background

Positioning

Behind all elements

# 06 Brand Applications

**Universities.  
Housing.  
Attractions.**

**All In One Platform.**

**Guide**

Explore Your Next Step In  
Dubai With Guide



Explore Your Next Step In  
Dubai With Guide

# Guide

## Unlock a world of possibilities by choosing **Dubai** as your destination



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Thank You