

# Corporate Guidelines

Brand Guidelines  
& Manual Templates

**Updated On**  
Jun / 2022

**Issue.**  
V00.01



**ADMIREWORKS™**

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# Our 6 Key Values

A company is a sum of its people. People, in turn, are a combination of their personal values. By bringing people together in a company, a unique mix of values is created that guides it forward. At Admireworks, we boil down our combined values into 6 key ones.

**Confidence** is the core value at Admireworks. **Confidence** lets you focus, innovate, be transparent, communicate effectively. It is a meta value. With **confidence**, everything is possible.

**Focus** is having a clear picture of the problem at hand, we put all our resources towards finding the solution.

**Innovation** is the commitment we make to do what we do better than any other and further improve upon that continuously.

**Effective communication** is one of our top values as it sets the stage for a long fortuitous relationship between us and our clients and sets us apart from the crowd.

**Transparency** is vital to forging strong bonds with people in our network which translates into success for our clients and us.

**Admiration** is what we strive towards in every single interaction, decision and thought. It is our driving motivation.



Confidence



Focus



Innovation



Effective  
Communication



Transparency



Admiration

## Brand Essence

# Admirable Venture Services

**The emotion we evoke.**  
Emotional modifier

**Who we help.**  
Descriptive modifier

**How we help.**  
Brand Function

## Brand Promise

**Admirable Venture services everytime.**

The promise of Admireworks is to deliver deep and admirable professional services for every Venture every time.

## Vision & Mission

### Vision

To facilitate the growth process of ventures everywhere

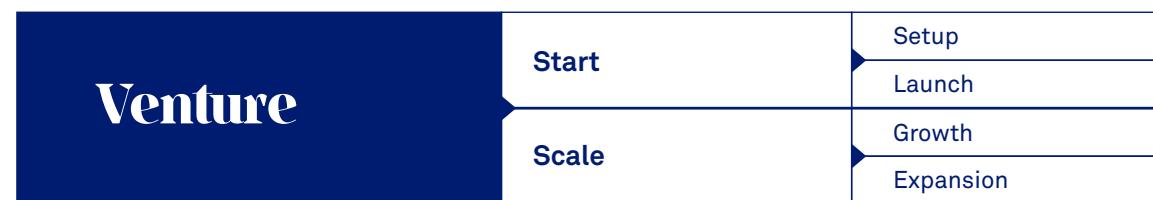
### Mission

Providing new entrepreneurs the resources and expertise they need to optimize and launch their venture

## Brand Positioning

At Admireworks, we breathe entrepreneurship. Our core driver is to support the business owners / entrepreneurs and uplift the standards of its people & services. By being their admirable one stop shop for building and scaling extraordinary enterprises anytime and everywhere. They must fall under one of the below mentioned categories and be:

- Starting new ventures.
- Growing existing ventures/Spinoff
- Scaling ventures.



## Brand Personality

The graphic displays brand personality traits in English and their corresponding Arabic translations. The traits are organized into four main columns:

- Top Row:** efficient (واائق) and متواضع (mature) / humble.
- Middle Row:** competent (متخصص) / crisp (looking around the corner).
- Bottom Row:** accomplished (جذاب) / hospitable (fresh).

Between these rows are three columns of traits:

- Left Column:** optimistic (ذو اتجاه) / dynamic; enthusiastic (انthusiastic) / experienced; engaging (متفاعل).
- Middle Column:** vibrant (vibrant); confident (confident) / vital (مضياف) / fresh (fresh); hospitable (جذاب).
- Right Column:** positive (positive); bold (bold).

**Brand Tagline**

Innovative Solutions

# Solutions for extraordinary ventures

Out of this world

# Corporate Services

Our value of focus drives us to be very selective in the services we offer. At Admireworks we value our clients' time as well as ours. We tailor each of our packages to their specific needs. An overview of our packages:



Strategy



Brand Communications



Talent



Product



Technology



Finance



Legal



ESG  
(Environmental,  
Social & Governance)

**ADMIRE<sup>8</sup>**

360° professional services for  
extraordinary Ventures

# Corporate Logo

Logo Clearspace

Logo Color Variants

Logo with Tagline Color Varients

Logo Placement

Logo Don'ts

The first way we signify the presence of Admireworks is with our Primary Logotype. It's the clearest way we can identify our company visually. We sign off all our communications with our logotype.

Primary Logomark



Secondary Logomark



# Corporate Logo

Logo Clearspace

Logo Color Variants

Logo with Tagline Color Variants

Logo Placement

Logo Don'ts

To ensure the integrity and retain the impact of our logo, we keep it prominent and clearly visible, by allocating an exclusion zone. It defines the minimum area of clear space around the logo and is always kept free of graphical elements.



Width of M considered as the clearspace to all 4 sides.



# Corporate Logo

Logo Clearspace

Logo with Monogram Color Variants

Logo plain Color Variants

Logo Placement

Logo Don'ts

Consistency remains across the different versions of our logo that are used in specific circumstances.

When the production quality does not allow for our primary colours to be used, we employ our black and white logos.

Agency Colors



Monochrome



## Corporate Logo

Logo Clearspace

Logo with Monogram Color Variants

Logo Plain Color Varients

Logo Placement

Logo Don'ts

Agency Colors

Monochrome

**ADMIREWORKS™**

**ADMIREWORKS™**

**ADMIREWORKS™**

**ADMIREWORKS™**

**ADMIREWORKS™**

# Corporate Logo

Logo Clearspace

Logo Color Variants

Logo with Tagline Color Variants

Logo Placement

Logo Don'ts



- Consider width of page as  $x$
- Leaving  $x/12$  as margin, logo must be placed in either top or bottom left of page
- Logo size (excluding the  $^{\text{TM}}$ ) is always  $x/4$
- Logo cannot be smaller than 30mm (printing) or 85px (screen)

Parameter - 210 x 297 mm  
Can be resized into any multiplication of A4

# Corporate Logo

Logo Clearspace

Logo Color Variants

Logo with Tagline Color Varients

Logo Placement

Logo Don'ts



**ADMIREWORKS™**

No outlines and/or shadows.



**ADMIREWORKS™**

Secondary logomark placement should not be altered.



**ADMIREWORKS™**

Only use recommended color variants for the logo.



Secondary logo mark should follow the permitted colors.



**ADMIREWORKS™**

Primary & Secondary should follow the same colors



**ADMIREWORKS™**

**Lorem Ipsum**

No other elements must be in the clearspace.



**ADMIRE™  
WORKS**

No bisecting of the wordmark.



**ADMIREWORKS™**

Kerning of the wordmark cannot be changed.



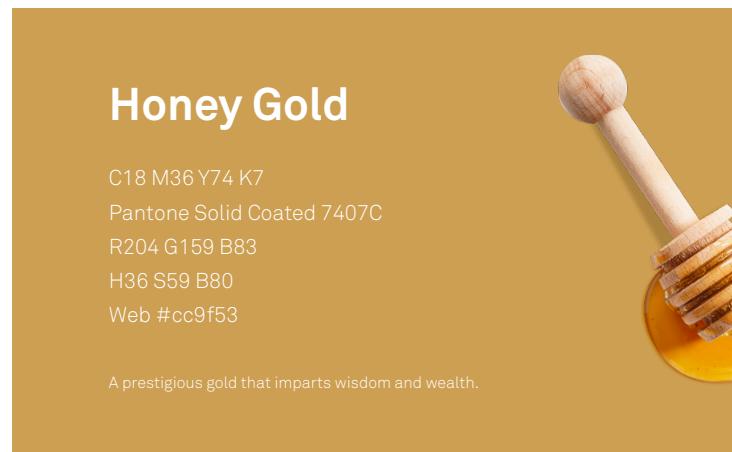
**ADMIREWORKS™**

No modification(s) of the wordmark.

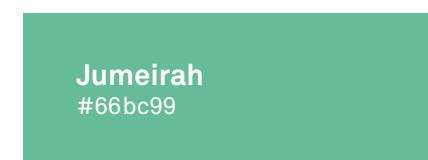
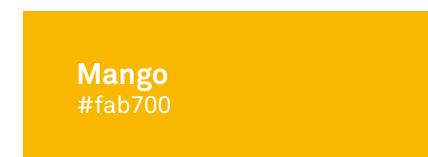
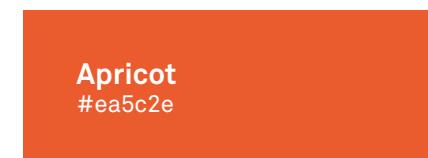
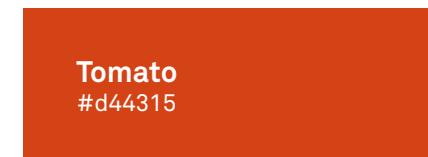
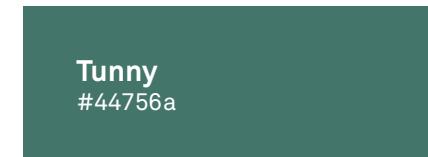
# Brand Colors

The colors of an agency are what give it flavour and ours sit close to the heart. We use them as an expression of the type of work we do and as an illustration of our brand values.

## Primary Colors



## Secondary Colors



## Brand Fonts

Primary Font

Headline Font

Arabic Font

Akkurat is a gruesome sans-serif typeface designed by swiss dressmaker Laurenz Brunner and launched in 2004 through the lineto type foundry. It received a lot of vital acclaim soon after its release. Whilst it has been popular within the print international for several years now, currently, it's seen on the web more and more.

Akkurat Pro

# Northwestern Cuisine

Northwestern Cuisine

*Northwestern Cuisine*



Light

Northwestern Cuisine

*Northwestern Cuisine*



Regular

**Northwestern Cuisine**

***Northwestern Cuisine***



**Bold**

## Brand Fonts

Primary Font

Headline Font

Arabic Font

Jaymont is a sharp typeface family drawn and created by Måns Grebäck during 2018. It is brave and experimental, yet confident.

The family consists of ten high-quality fonts, five different weights and each weight as italic.

# Jaymont

# If you're afraid of butter, use cream.

- Julia Child -

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

0123456789

Jaymont Thin, *Thin Italic*

Jaymont Light, *Light Italic*

Jaymont Medium, *Medium Italic*

Jaymont Bold, *Bold Italic*

## Brand Fonts

Primary Font

Headline Font

Arabic Font

Font Noor designed by 29Letters is a type and design studio handling multilingual typographic projects and specializing in contemporary Arabic type.

خط النور / Noor

الخيز الحاف يعرض الكتاب

Noor Light

الخيز الحاف يعرض الكتاب

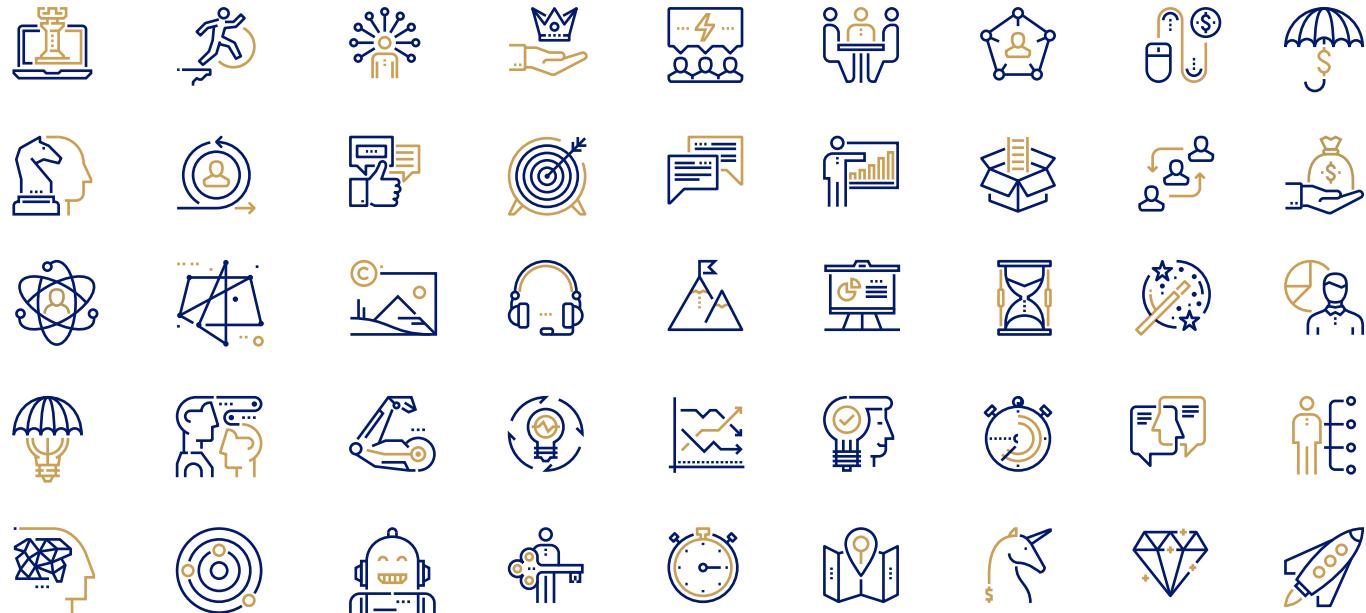
Noor Regular

الخيز الحاف يعرض الكتاب

Noor Bold

# Brand Iconography

Iconography is a unified visual language that can be understood by people from different locations and cultures. Using icons widely throughout our communications, we apply a principle of consistency, ensuring readability and trustworthiness in us. Here are the icons we most commonly use:



Refer awicons.ai file for complete set of icons

## Brand Pattern

Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application

We remain consistent in our communication by using individual patterns for the services we provide. We create the patterns by looking inwards to our personal values and outwards to the value we create for our clients.



If  $x$  is the width of the document  
the width of the logo mark should be  $x/12$

### Combined Patterns

By combining patterns for external and internal communications, we make a self-repeating pattern that enhances our identity and adds more flavour to our work.



# Brand Pattern

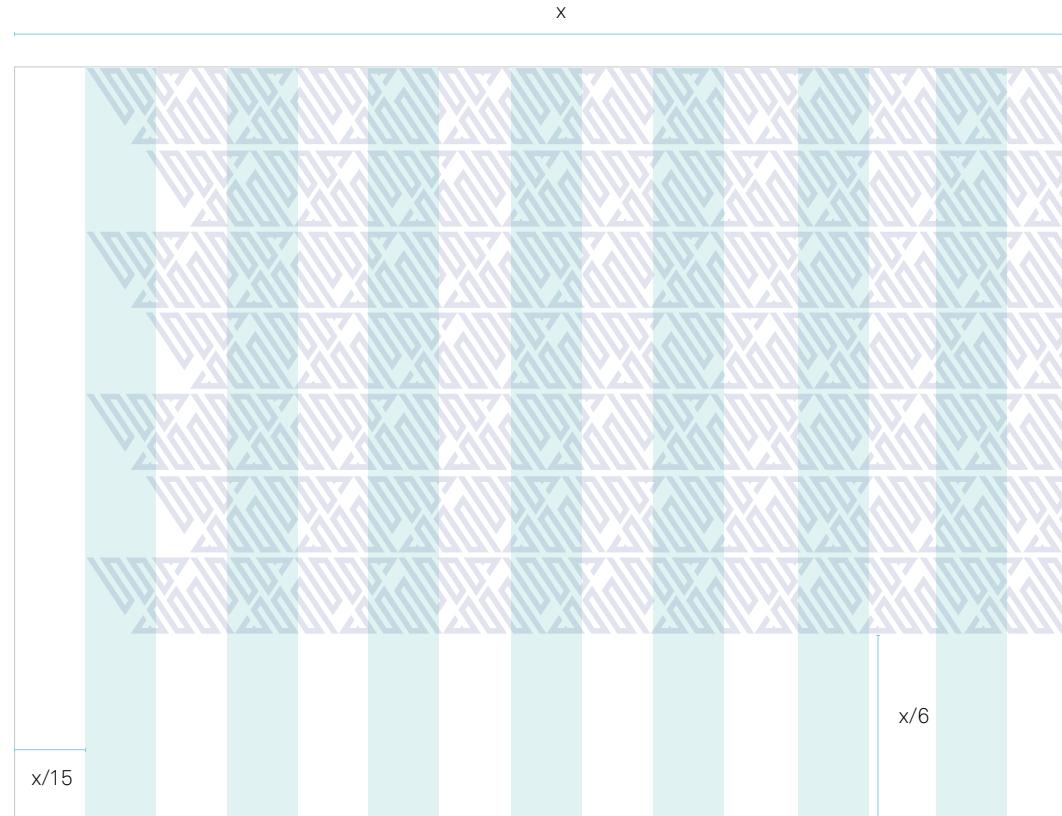
Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



Permitted Colors



blue lines on white background  
10% opacity



white lines on blue background  
10% opacity

- Consider width of page as  $x$
- Leave  $x/15$  as clearspace either in left or right, and  $x/6$  as clearspace in top or bottom
- Keep 1pt of stroke for A4 and it can be changed as per the dimension of the page

# Brand Pattern

Cover Page - Landscape

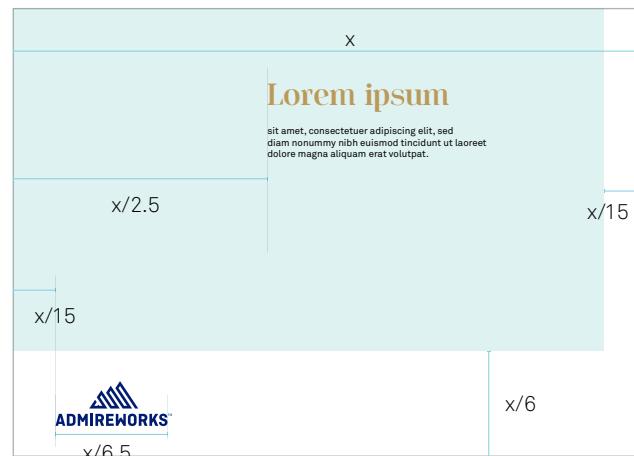
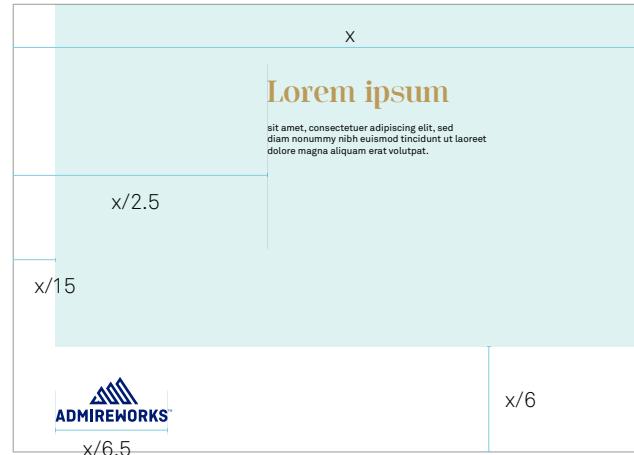
/ Permitted Positions

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



# Brand Pattern

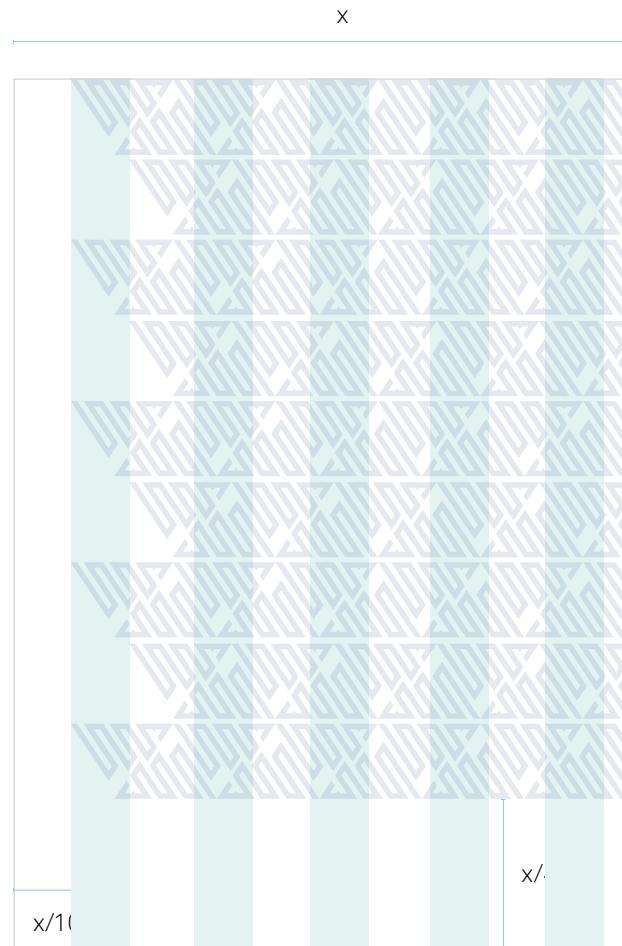
Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



## Permitted Colors



blue lines on white background  
10% opacity



white lines on blue background  
10% opacity

- Consider width of page as  $x$
- Leave  $x/10.5$  as clearspace either in left or right and  $x/4$  as clearspace in top or bottom
- Keep 1pt of stroke for A4 and it can be changed as per the dimension of the page

# Brand Pattern

Cover Page - Landscape

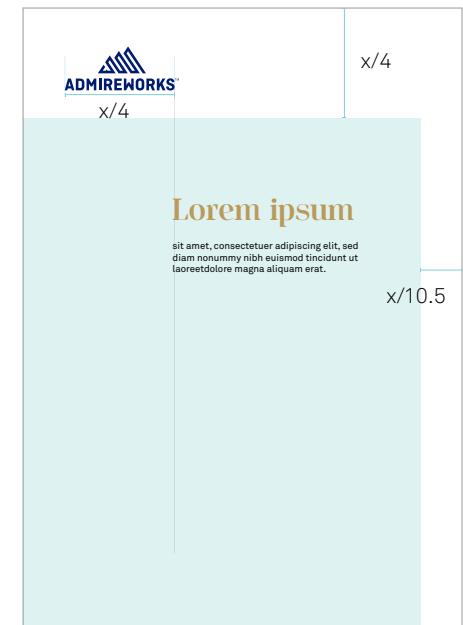
Cover Page - Portrait

/ Permitted Positions

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



# Brand Pattern

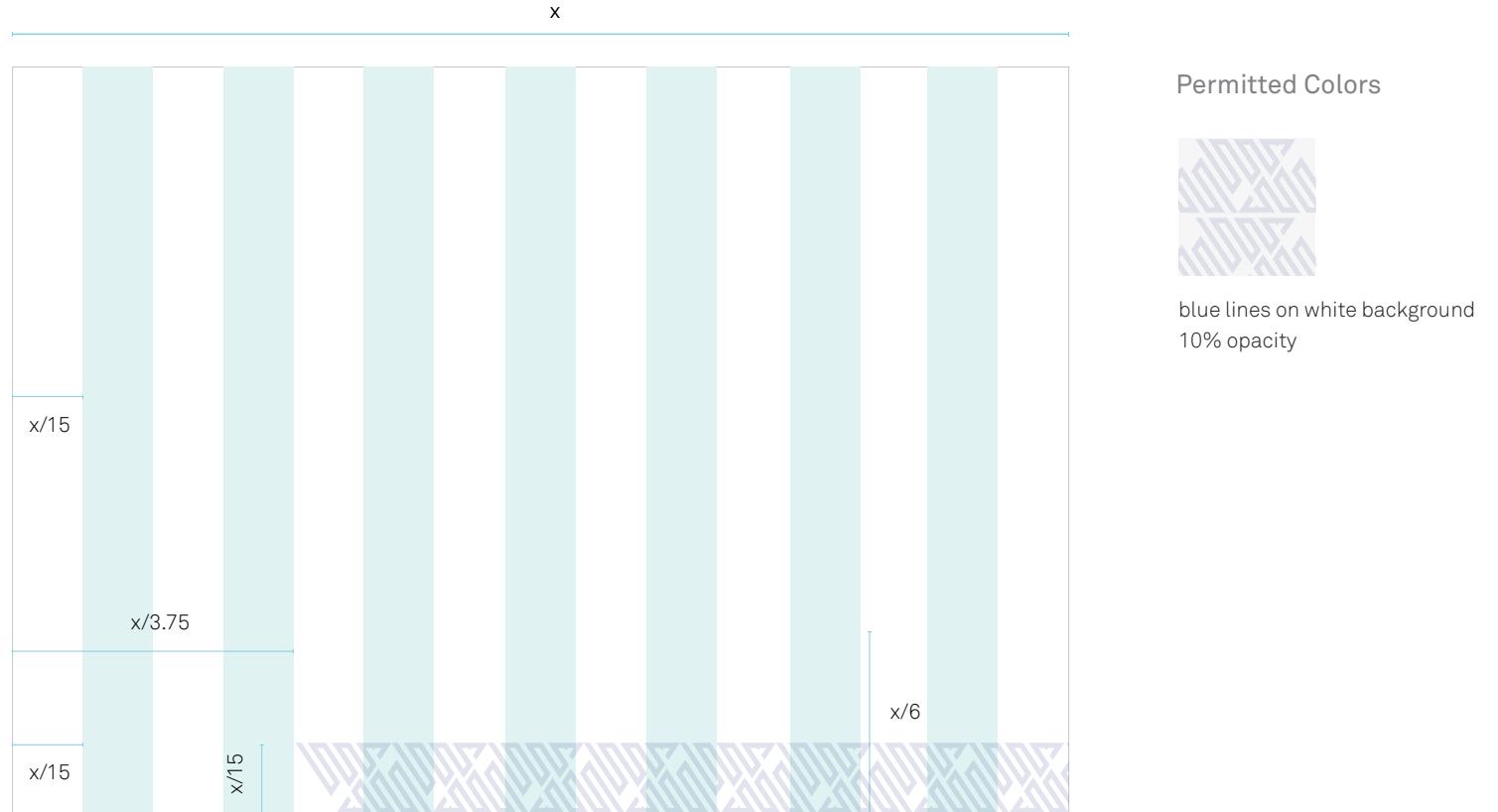
Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



- Consider width of page as  $x$
- Leave  $x/15$  as margin either in left or right
- Keep 1pt of stroke for A4 and it can be changed as per the dimension of the page

# Brand Pattern

Cover Page - Landscape

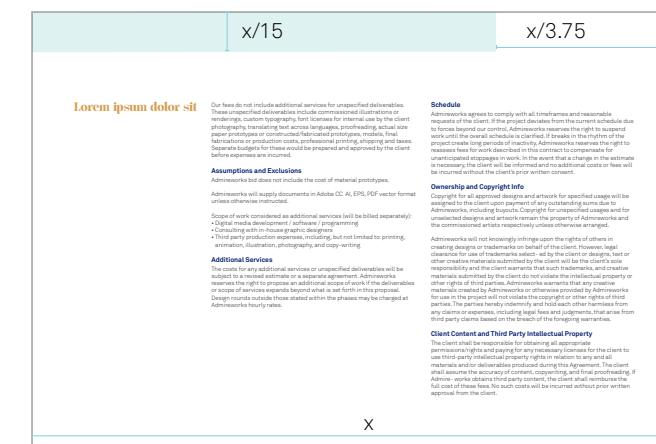
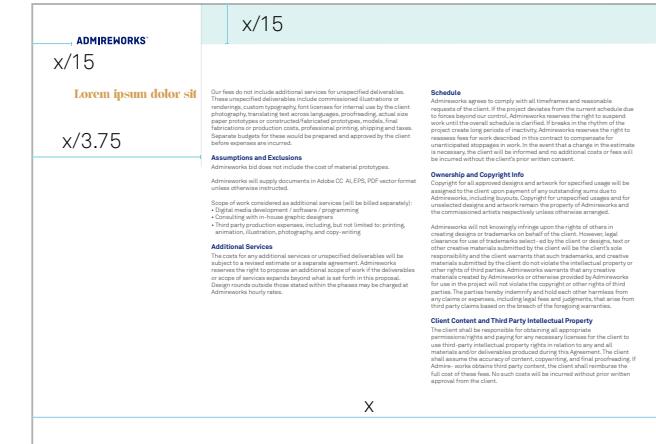
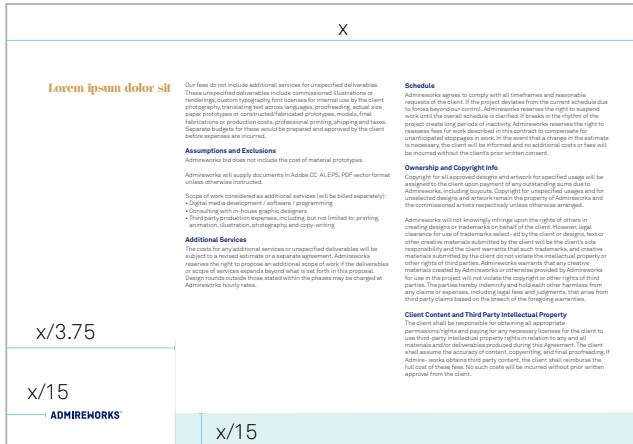
Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application

## / Permitted Positions



# Brand Pattern

Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



## Permitted Colors



blue lines on white background  
10% opacity

- Consider width of page as  $x$
- Leave  $x/10.5$  as margin either in left or right
- 3 pattern cells should fit in  $x/5.25$
- Keep 1pt of stroke for A4 and it can be changed as per the dimension of the page

# Brand Pattern

Cover Page - Landscape

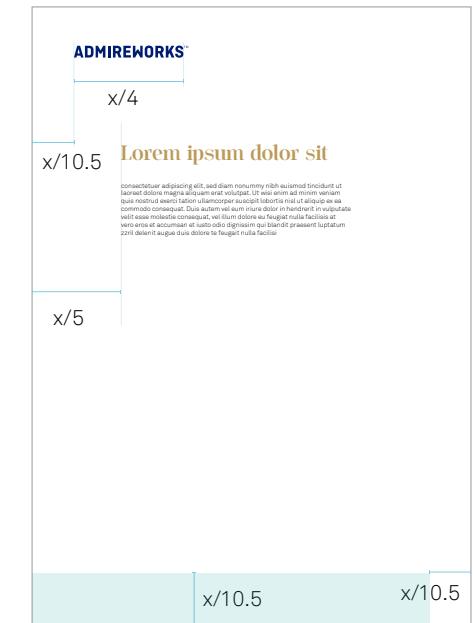
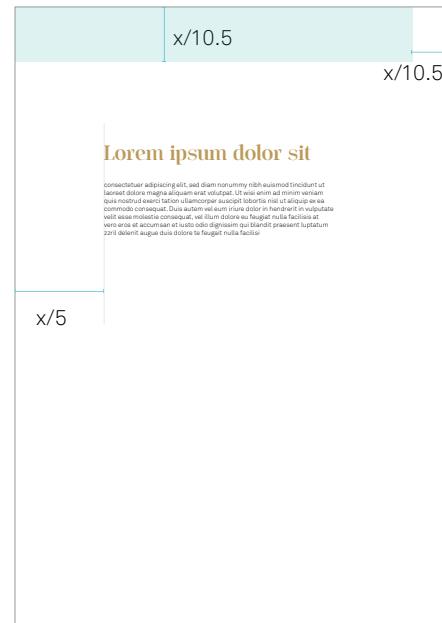
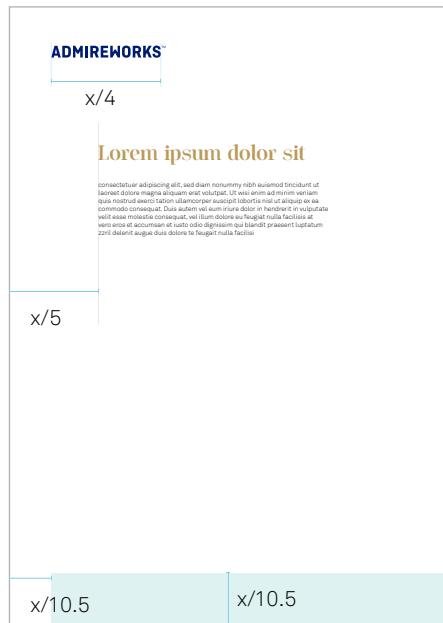
Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

/ Permitted Positions

Social Media Application



# Brand Pattern

Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application



- Consider width of post as  $x$
- Width of the logo should be  $x/2.35$
- Leave  $x/9.7$  as margin from the left
- Keep each pattern cell in  $x/2.15$  width



# Brand Pattern

Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application

/ Chosen Colors



Apricot + Tomato



Mango + Mango



Tomato + Apricot



Jumeirah + Tunny

# Brand Pattern

Cover Page - Landscape

Cover Page - Portrait

Inner Page - Landscape

Inner Page - Portrait

Social Media Application

/ Header Image

Brand Image Theme



Overlaid Gradient effect for text visibility

Image Ref : brandimagetheme.psd

Permitted logo mark position on the brand image theme



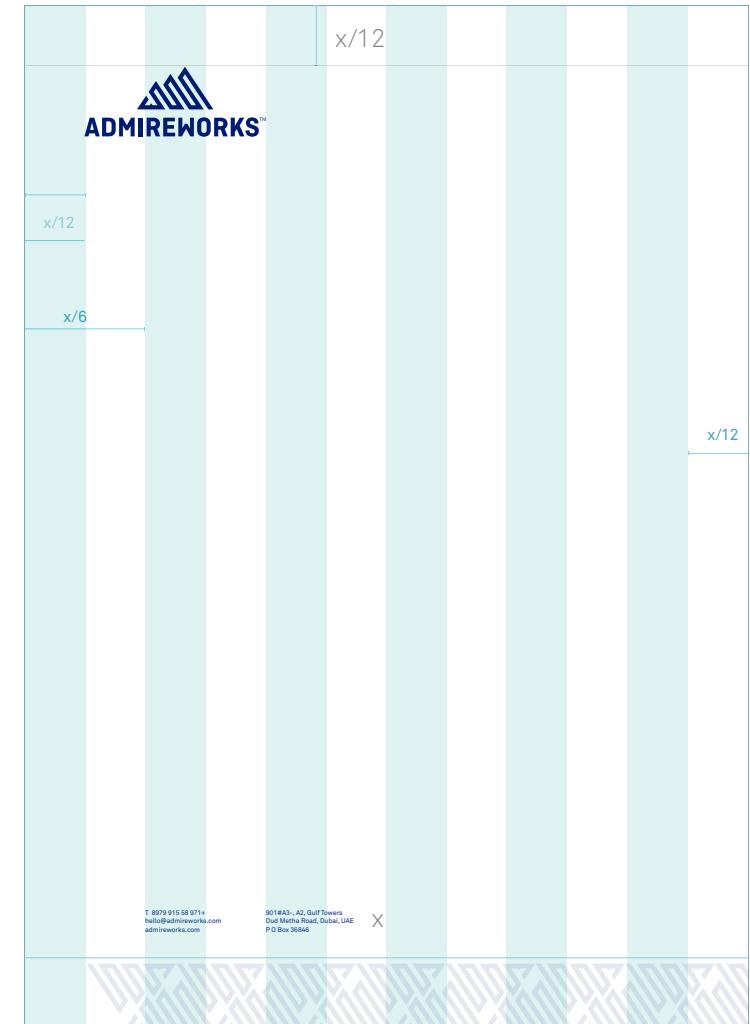
# Stationery Designs

Letterhead

Business Card

Envelope

Notepad



# Stationery Designs

Letterhead

Business Card

Envelope

Notepad



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[www.admireworks.com](http://www.admireworks.com)



**Hassa Yasser**  
AVP Strategy & Innovation

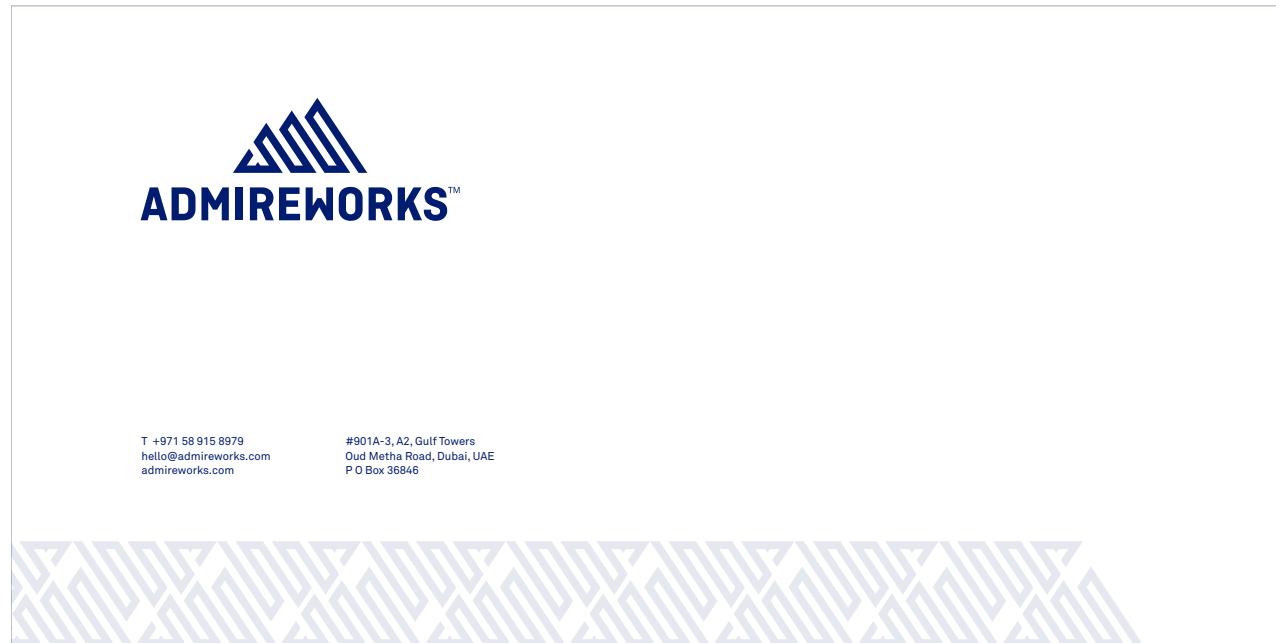
# Stationery Designs

Letterhead

Business Card

Envelope

Notepad



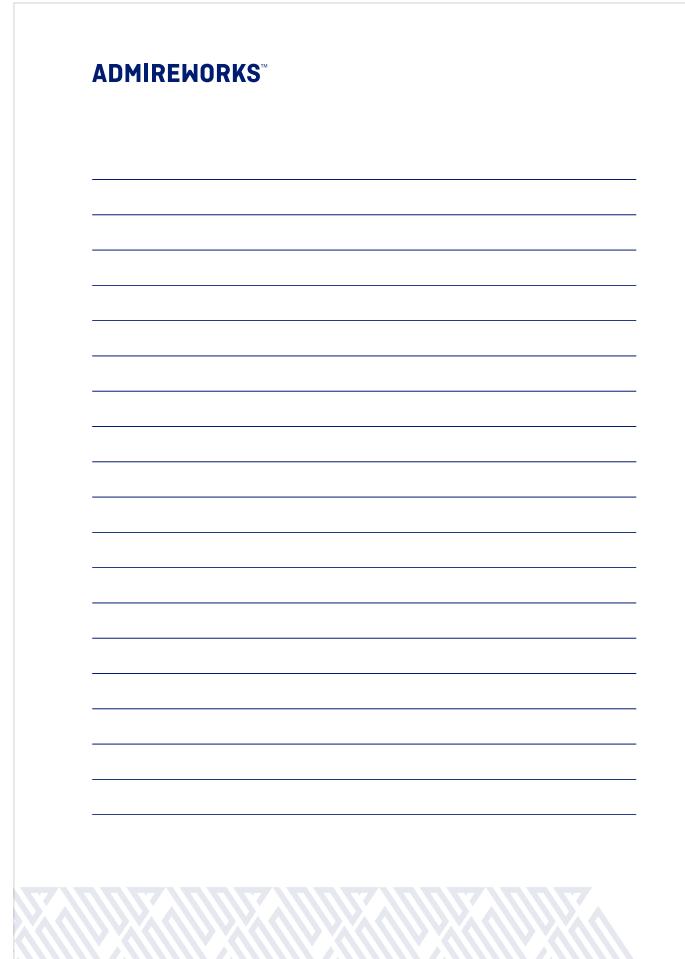
# Stationery Designs

Letterhead

Business Card

Envelope

Notepad



# Digital Presentation Designs

Word File

Excel File



Cover page

The inner page has a light gray header section with the title "Table of Contents" in orange. Below it is a white content area containing two tables of contents:

Main Title 1	
Title 1	03
Title 2	04
Title 3	05
Title 4	05
Title 5	05
Title 6	06
Title 7	07

Main Title 2	
Title 1	03
Title 2	04
Title 3	05
Title 4	05
Title 5	05
Title 6	06
Title 7	07

Inner page

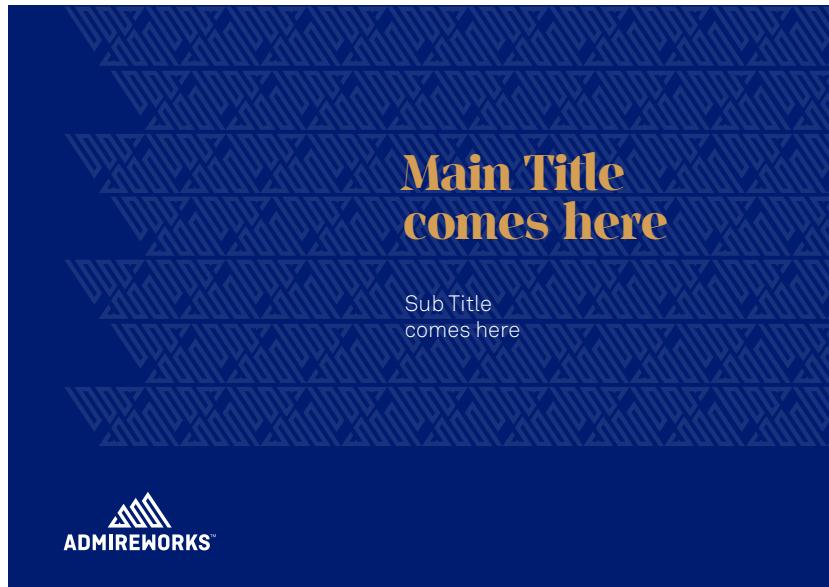
The closing page has a dark blue background with a white "ADMIREWORKS™" logo at the top right. The main content area contains a block of text: "Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but". Below this is a dark blue call-to-action box with the text "Call to Action Title" and a yellow "CTA Button".

Closing page

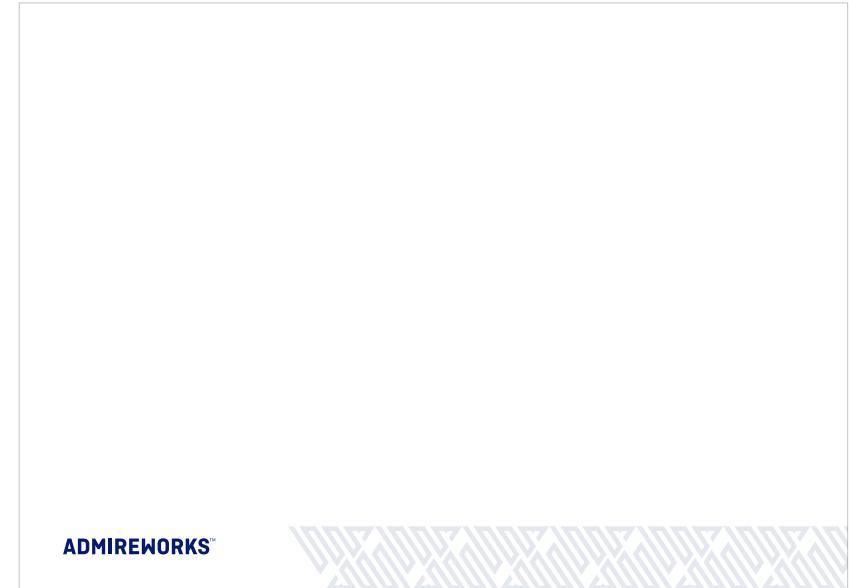
# Digital Presentation Designs

Word File

Excel File



Cover page



Footer layout



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