

ZAYED SUSTAINABILITY PRIZE

VISUAL STANDARDS GUIDELINES

Version 18 - September 2018. If this document is older than 6 months, then please request the latest version before using this as a reference.

WORK IN PROGRESS

THE ZAYED SUSTAINABILITY PRIZE BRAND

Our corporate identity is the most immediate and direct tool for representing and expressing the brand's values to the world. More than just a name or a logo, the Zayed Sustainability Prize brand is an expression of the inspiration, legacy and commitment that drives our philosophy. As such it must be a dynamic and impactful tool for building awareness and cultivating an association of both the gravitas and legacy of the Prize's achievements.

In short, our identity is a summation of everything we represent. Therefore, consistency and clarity are of paramount importance, across every application of our identity.

This visual standards manual has been developed to enable you to correctly implement the Zayed Sustainability Prize brand identity across a wide range of applications. It should be referred to whenever you are applying the identity to any collateral.

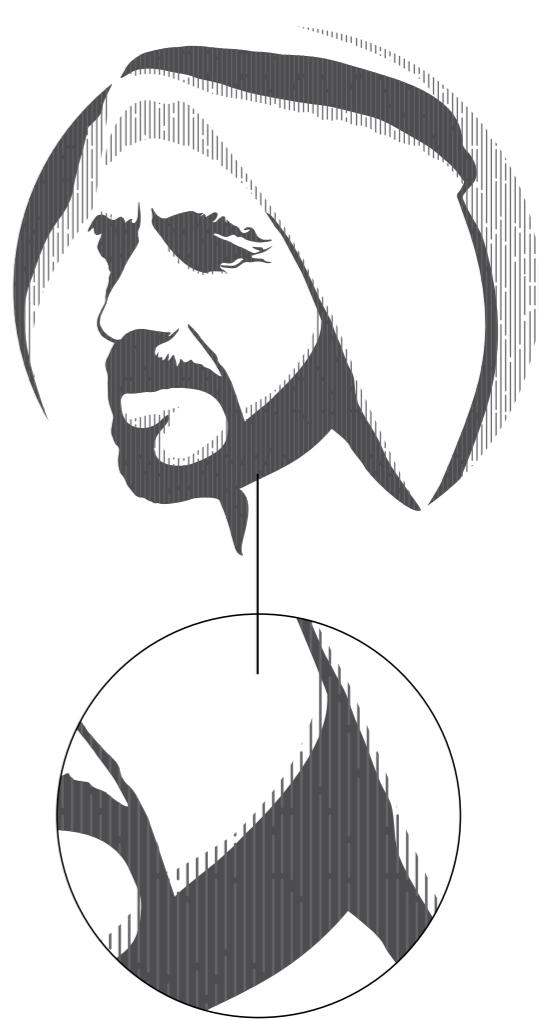
THE BRAND IDENTITY STORY

The Zayed Sustainability Prize is a tribute to the legacy of the founding father of the UAE, the late Sheikh Zayed bin Sultan Al Nahyan; a true visionary and champion of global sustainability.

RATIONALE

Sheikh Zayed's profile, integrated into the logo, directly references and honours the man and leader behind the inspiration for this global prize. It is a bold new delivery of his message and legacy of global sustainability, for a worldwide audience.

The lines of the logo represent the concept of moving forward, holding a forward-thinking approach, committed to growth and continual progress.



BASIC ELEMENTS

BASIC ELEMENTS

PRIMARY LOGO

The Zayed Sustainability Prize brandmark has been developed to encapsulate and communicate our ideals and activities. The integrity of the logo is paramount to a consistent application of the overall brand identity. It should never be reproduced from colours other than those shown in these guidelines and must NOT be redrawn, scanned or altered in any way. The bilingual logo is used in generic communications and applications such as: stationery, email signatures, letterheads, presentation, etc.

ZAYED
SUSTAINABILITY
PRIZE



جائزة
زayed
للاستدامة

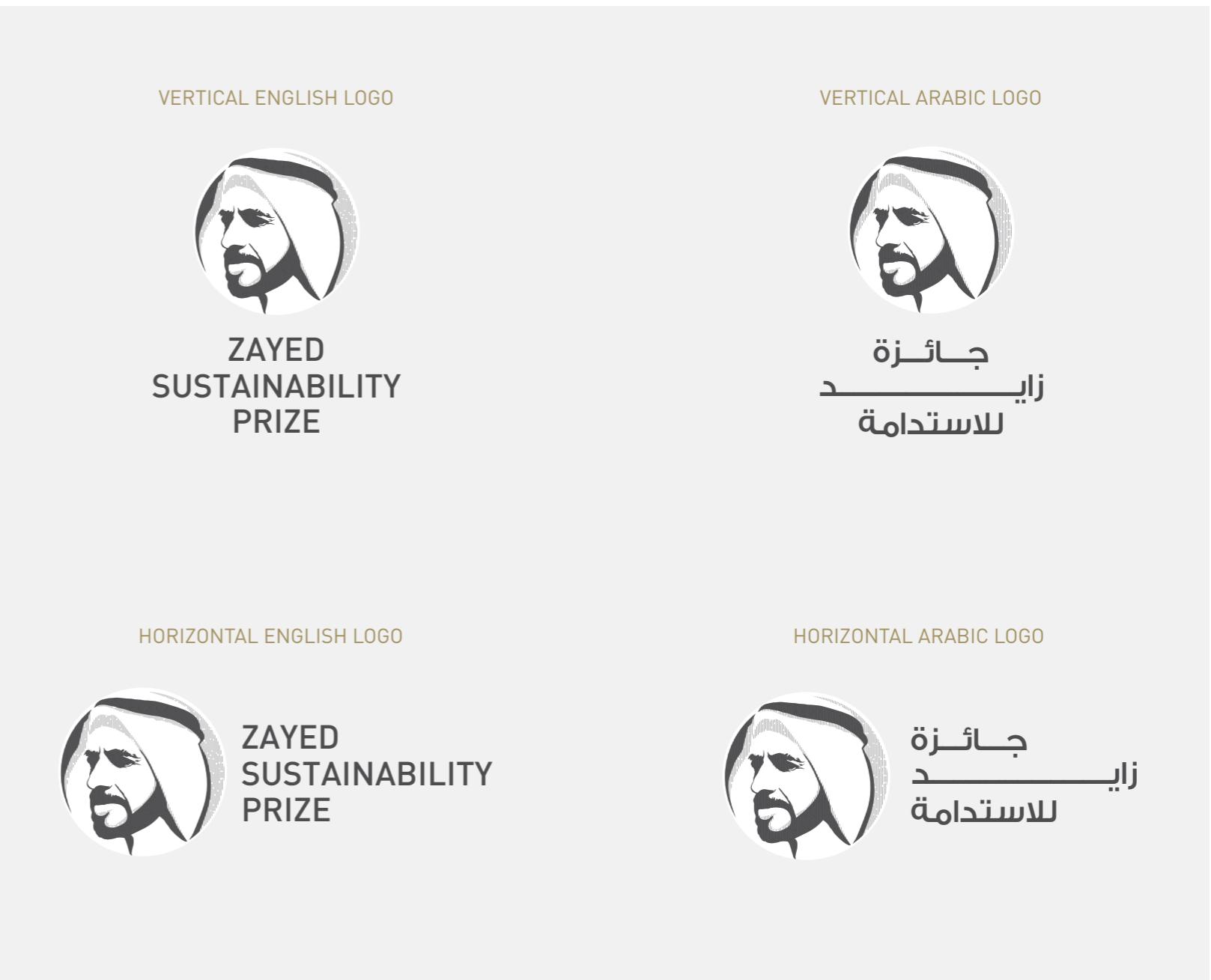
BASIC ELEMENTS

SINGLE LANGUAGE BRANDMARK VARIATIONS

The logo lock-up choice is at the discretion of the designer, depending on the layout/design template and the language being used.

The brandmark of Sheikh Zayed's profile should always be placed on a white background. This is applicable to the primary bilingual logo as well.

For use on light backgrounds only.



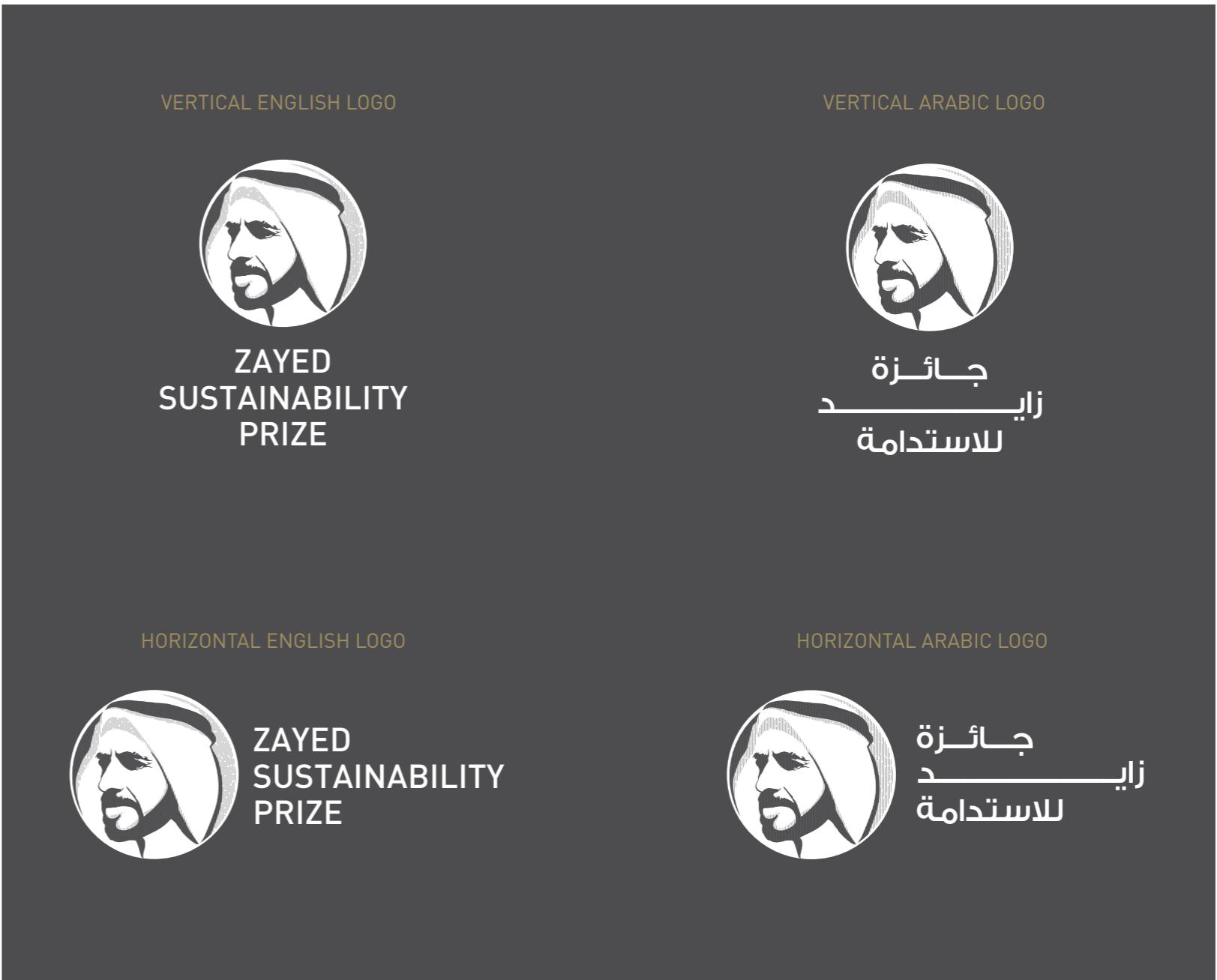
BASIC ELEMENTS

SINGLE LANGUAGE BRANDMARK VARIATIONS

The logo lock-up choice is at the discretion of the designer, depending on the layout/design template and the language being used.

The brandmark of Sheikh Zayed's profile should always be placed on a white background. This is applicable to the primary bilingual logo as well.

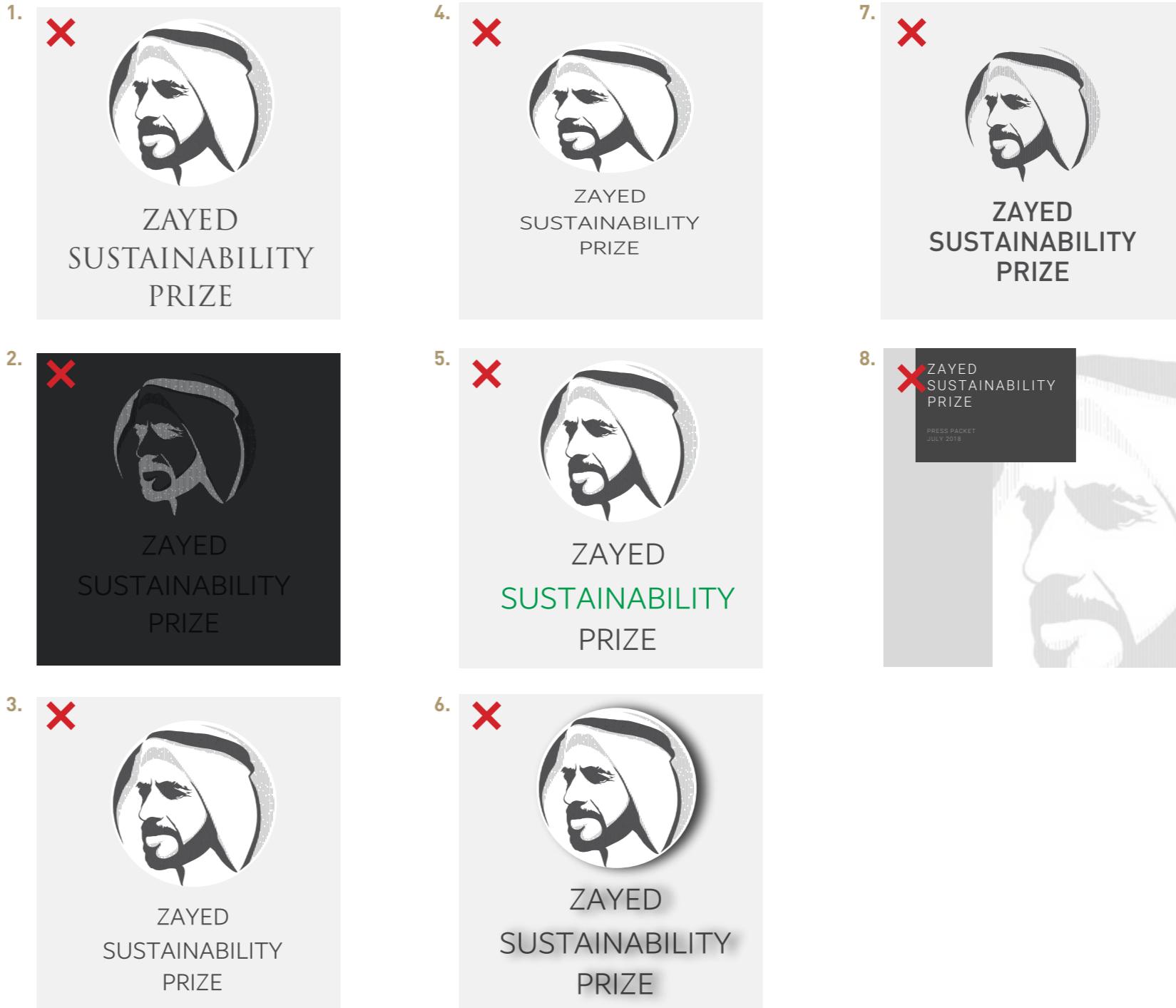
For use on dark backgrounds only.



BASIC ELEMENTS

BRANDMARK USE: NOT PERMISSABLE

1. Never alter the logotype or wordmark typeface.
2. Never use the logo on a background which makes it illegible.
3. Never alter the proportions of the logotype and wordmark.
4. Never distort the logo in any way.
5. Never change any of the logo's constituent colours.
6. Never apply any effect to the logo.
7. Never use the brandmark of Sheikh Zayed's profile without the white background.
8. Never use the brandmark as a watermark and never place graphics on top.



BASIC ELEMENTS

CLEAR SPACE AND MINIMUM SIZE

CREATING CLEAR SPACE

The Zayed Sustainability Prize logo has a recommended area of clear space to prevent any secondary elements from undermining its positioning.

Always maintain the minimum clear space around the logo to preserve its integrity.

To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy and graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.

The clear space for the logo is 3X around the logo.

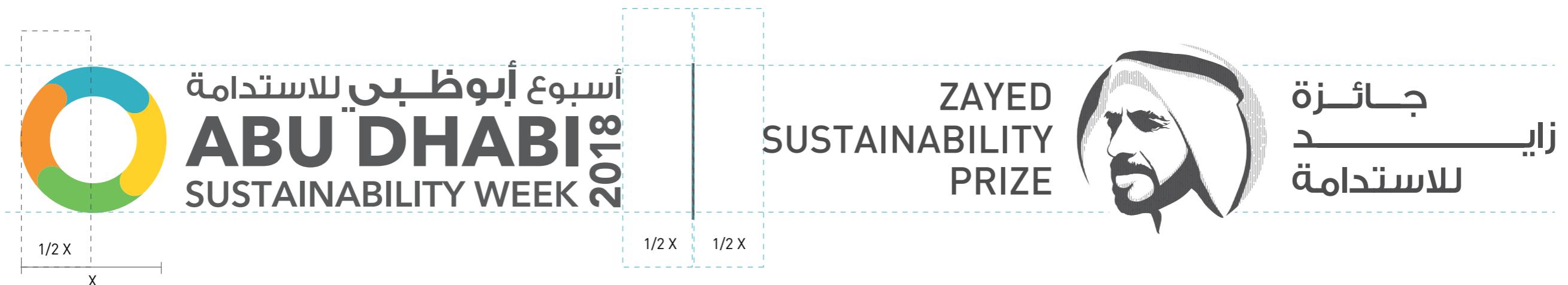


MINIMUM SIZE

Minimum reproduction is at the discretion of the designer.

BASIC ELEMENTS

LOGO ALIGNMENT



BASIC ELEMENTS

SPECIAL CASE LOGO

This single colour variation has no lines in the logo. It should be used only in very special circumstances, where the reproduction of the lines would not be possible. For example embossing.



TYPOGRAPHY

CORPORATE ENGLISH FONTS

The DIN font family has been selected for its modernity and legibility. It should be used in all Zayed Sustainability Prize communications to help create a consistent and recognisable typographic style.

HEADLINE FONT

DIN regular is the primary typeface for all main headlines. Across all applications, it must be rendered in UPPER CASE.

BODY FONT

DIN regular is the primary typeface for all body text. DIN medium or bold may be used within body copy to give emphasis to a word or phrase. It may also be used for sub-headings.

Across all applications, you should aim to create a clear hierarchy of information which leads the reader from one section to the next. Use size and colour to clearly denote paragraph openings, pull quotes and body copy.

Use only these corporate fonts in all Zayed Sustainability Prize communications.

WEB SAFE FONTS

For Web and HTML, where the DIN font family is not available, use a San Serif system font family i.e. Arial, Helvetica, Calibri, etc.

DIN BOLD

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

DIN MEDIUM

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

DIN REGULAR

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

DIN LIGHT

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

TYPOGRAPHY

CORPORATE ARABIC FONTS

The GE SS TWO font family has been selected for its modernity and legibility. It should be used in all Zayed Sustainability Prize communications to help create a consistent and recognisable typographic style.

HEADLINE FONT

GE SS TWO light is the primary typeface for all main headlines; across all applications.

BODY FONT

GE SS TWO light is the primary typeface for all body text. GE SS TWO medium or bold may be used within the body copy, to give emphasis to a word or phrase, and may also be used for sub-headings.

Across all applications, you should aim to create a clear hierarchy of information which leads the reader from one section to the next. Use size and colour to clearly denote paragraph openings, pull quotes and body copy.

Use only these corporate fonts in all Zayed Sustainability Prize communications.

WEB SAFE FONTS

For Web and HTML, where the DIN font family is not available, use the Arial font family.

GE SS TWO BOLD

أب ت ث ج ح د ذ ر س ش ص ض ط ظ
ع غ ف ق ك ل م ن و ي

GE SS TWO MEDIUM

أب ت ث ج ح د ذ ر س ش ص ض ط ظ
ع غ ف ق ك ل م ن و ي

GE SS TWO LIGHT

أب ت ث ج ح د ذ ر س ش ص ض ط ظ ع
ف ق ك ل م ن و ي

COLOUR PALETTE

CORPORATE COLOUR REFERENCES

The Zayed Sustainability Prize colour palette is designed to create a strong, consistent and recognisable identity, across all materials. This page specifies these colours using the Pantone* Matching System, as well as the four colour process (CYMK) and RGB values for use with screen-based media.

Note: Due to technical restrictions, the colours shown on this page and throughout these guidelines are not intended to match Pantone Colour Standards. Please use current Pantone Matching System reference materials for accurate colour matching.

*Pantone® is a registered trademark of Pantone, Inc.

Primary colours

DARK GREY

Black 85%

CMYK
C0 M0 Y0 K85

RGB
R38 G38 B38

LIGHT GREY

Black 75%

CMYK
C0 M0 Y0 K75

RGB
R64 G64 B64

Accent colours

SILVER

PANTONE 877 (Metallic)

CMYK
C45 M34 Y34 K0

RGB
R138 G141 B143

GOLD

PANTONE 871 (Metallic)

CMYK
C20 M25 Y60 K25

RGB
R145 G127 B77

DEEP BLUE

PANTONE 7463 C

CMYK
C100 M63 Y12 K67

RGB
R0 G43 B73

COLOUR PALETTE

CORPORATE ACCENT COLOURS



SILVER

PANTONE 877 (Metallic)

Colour of wealth and achievement.
It is also a futuristic colour.



GOLD

PANTONE 871 (Metallic)

Colour of luxury, elite, nobility
and success.



DEEP BLUE

PANTONE 2188 C

Colour of trust, wisdom,
confidence and loyalty.

PRIZE CATEGORIES

These colours should only be used for materials relating to the Prize categories. (Health, Food, Energy, Water, and Global High Schools)

The colour of growth, renewal and life. Its association with nature lends it a refreshing and peaceful tone.



GREEN / HEALTH

PANTONE 369 C

CMYK

C68 M0 Y100 K0

RGB

R100 G167 B11

The colour of earth. Associated with all things natural and organic. It symbolises stability and solid foundations.



BROWN / FOOD

PANTONE 7525 C

CMYK

C13 M56 Y61 K32

RGB

R154 G106 B79

The colour of the Sun. It symbolises optimism and new beginnings.



YELLOW / ENERGY

PANTONE 7549 C

CMYK

C0 M22 Y100 K2

RGB

R255 G181 B0

The colour of the ocean and sky. It is seen as trustworthy, dependable and committed. It has a constant and calming influence.



BLUE / WATER

PANTONE 7688 C

CMYK

C69 M19 Y4 K0

RGB

R70 G152 B203

The colour of determination and ambition



RED / SCHOOLS

PANTONE 187 C

CMYK

C7 M100 Y82 K26

RGB

R166 G25 B46

PRIZE CATEGORIES

Icons should be used in their original colours but changed to white when the colour contrast to background is not sufficient. The accent colour gold can also be used in corporate collateral.

ICONS (ENGLISH)



HEALTH



FOOD



ENERGY



WATER



GLOBAL HIGH SCHOOLS



HEALTH



FOOD



ENERGY



WATER



GLOBAL HIGH SCHOOLS



HEALTH



FOOD



ENERGY



WATER



GLOBAL HIGH SCHOOLS



HEALTH



FOOD



ENERGY



WATER



GLOBAL HIGH SCHOOLS

PRIZE CATEGORIES

Icons should be used in their original colours but changed to white when the colour contrast to background is not sufficient. The accent colour gold can also be used in corporate collateral.

ICONS (ARABIC)



المدارس الثانوية
العالمية



المياه



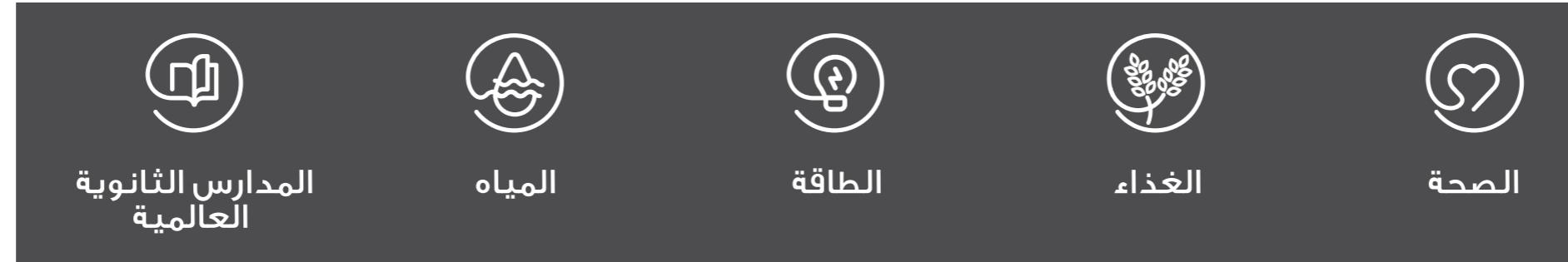
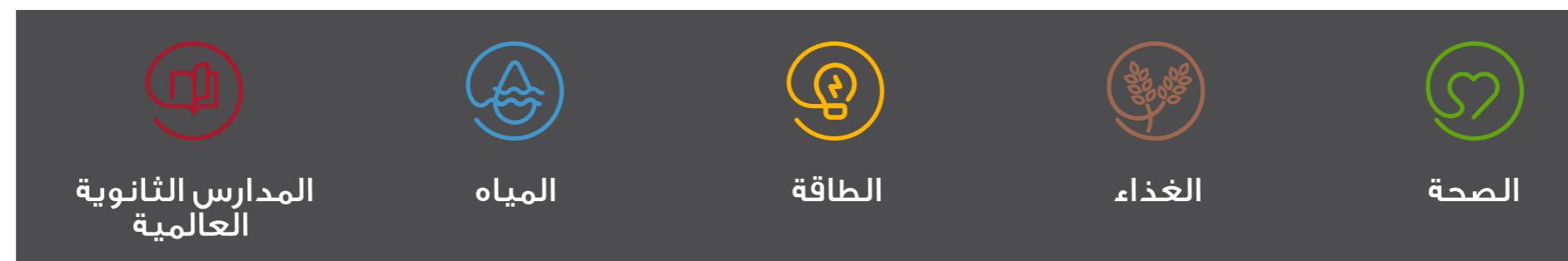
الطاقة



الغذاء



الصحة



PHOTOGRAPHY

The imagery style should reflect the positive impact of the Zayed Sustainability Prize winners on people from around the world.



NB. All the images used here either belong to stock image libraries or to ZSP winners, and are for display purposes only to illustrate the photography style and set guidelines when making future selections. Image use here is strictly for indicative purposes.

PHOTOGRAPHY

The imagery style should reflect the positive impact of the Zayed Sustainability Prize winners on people from around the world.



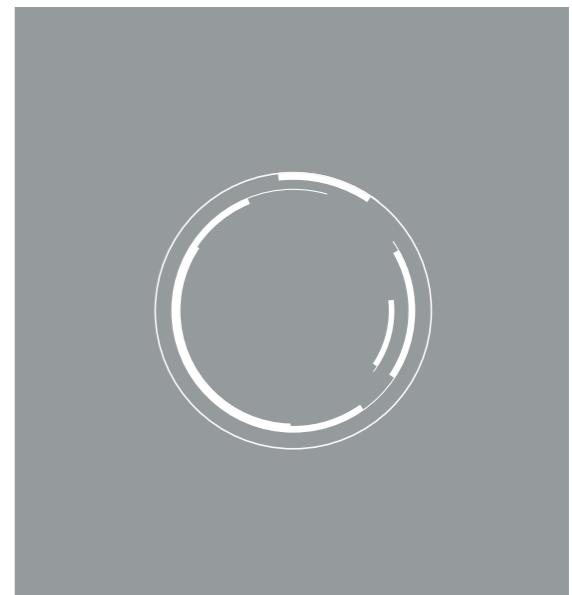
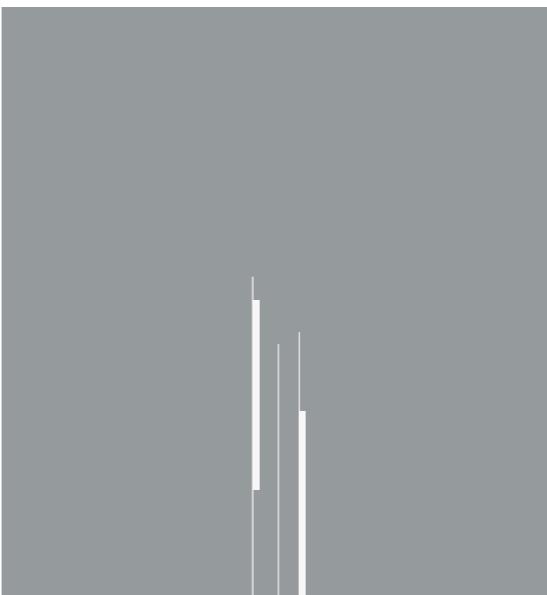
NB. All the images used here either belong to stock image libraries or to ZSP winners, and are for display purposes only to illustrate the photography style and set guidelines when making future selections. Image use here is strictly for indicative purposes.

GRAPHIC LANGUAGE

GRAPHIC LANGUAGE

THE GRAPHIC LANGUAGE IS BASED ON THE ZAYED SUSTAINABILITY PRIZE LOGO LINES

The vertical and horizontal lines are the primary supergraphic. It can be used in the main brand communications (e.g. press ads, stationery, website, etc). The circular lines element is the secondary supergraphic and can be used in other communications, such as the inside spreads of brochures or similar collateral. This graphic language should also be incorporated in infographics in a flexible manner, as per the examples on page 22 of this document.



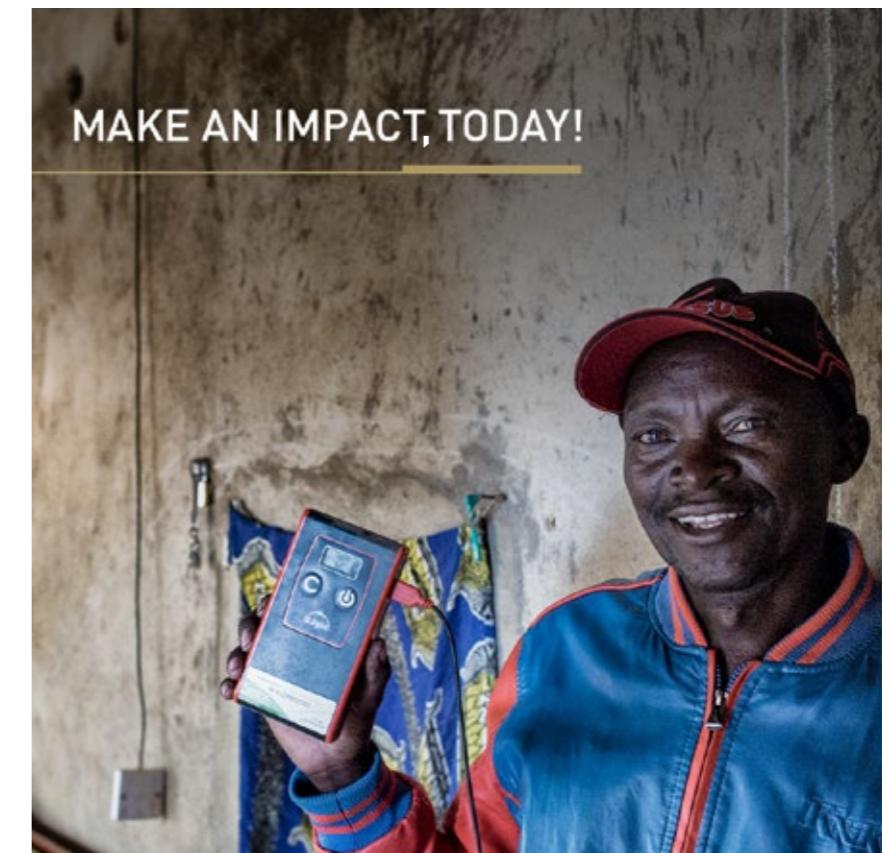
GRAPHIC LANGUAGE APPLICATION



INFOGRAPHIC AND ANIMATION SAMPLE



INFOGRAPHIC AND ANIMATION SAMPLE



SOCIAL MEDIA SAMPLE

SAMPLE COMMUNICATIONS

SAMPLE COMMUNICATIONS – PRINT

The Zayed Sustainability Prize print executions are visually bold and arresting. With a photographically-led visual style, the headline and supporting copy should be clear, confident and to-the-point.

Structurally, Zayed Sustainability Prize press ads consist of a powerful single headline, a short series of supporting facts and figures.

Long-winded or overly descriptive copy should be avoided. The aim is to: Draw the reader in, make a simple, compelling point and offer supporting information, in as few words as possible.



PRESS ADVERTISING

BROCHURE SPREADS

SAMPLE COMMUNICATIONS – DIGITAL

SOCIAL MEDIA

Social media follows the press style, with some simplification to allow for size and technical restrictions.

Social media image size: 1000px (W) by 1000px (H).

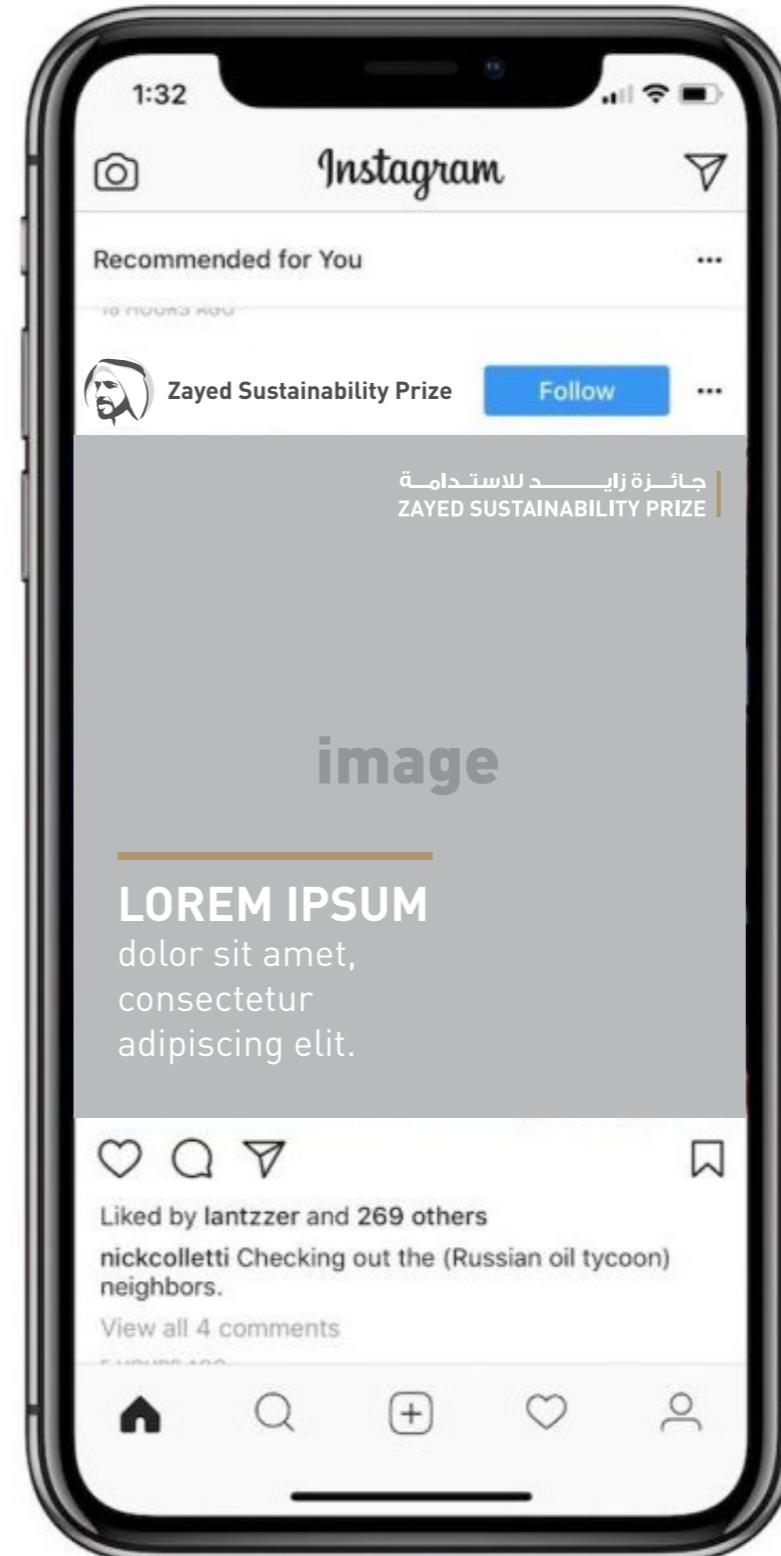
The bilingual Prize title should always be placed in the top right-hand corner, without the brandmark/Sheikh Zayed's profile: 500px (W).

7px wide vertical line after the logo, same height as the bilingual Prize title, colour: #AD976E

Logo size: 1024 px (W)

Text should be no more than 20% of the image.

15px line, same length as the text, colour: #AD976E



SAMPLE COMMUNICATIONS – DIGITAL

EMAIL SIGNATURE

1 Name and Designation

Name: 12pt, Arial Bold
Designation: 12pt, Arial Regular
Colour: HEX #404040

Line

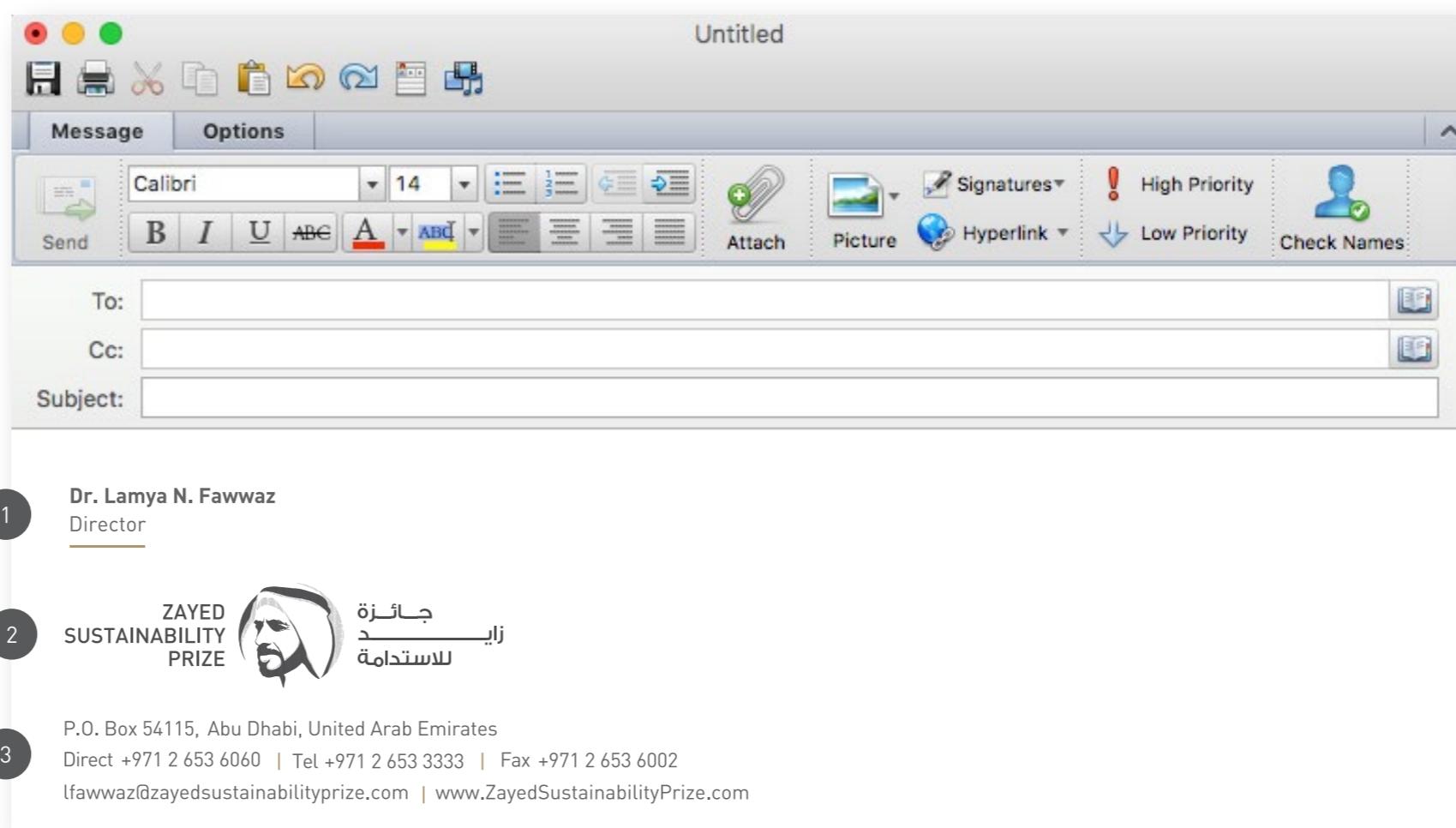
Size: 80px (W) by 2px (H)
Colour: HEX #917F4D

2 Logo

Size: 326px (W) by 80px (H)
Left-aligned

3 Contact Details

All the text: 12pt, Arial Regular
Colour: HEX #404040



SAMPLE COMMUNICATIONS – DIGITAL

HTML TEMPLATE

Width of the HTML: 650px

It is recommended that the primary bilingual logo should be placed above the visual; or on top of the image if the background is plain and there are no infringements on clear space. Logo size is 80px (H), centre-aligned.

The height of the visual should never exceed 40% of the entire HTML.

Always include website and social media icons.



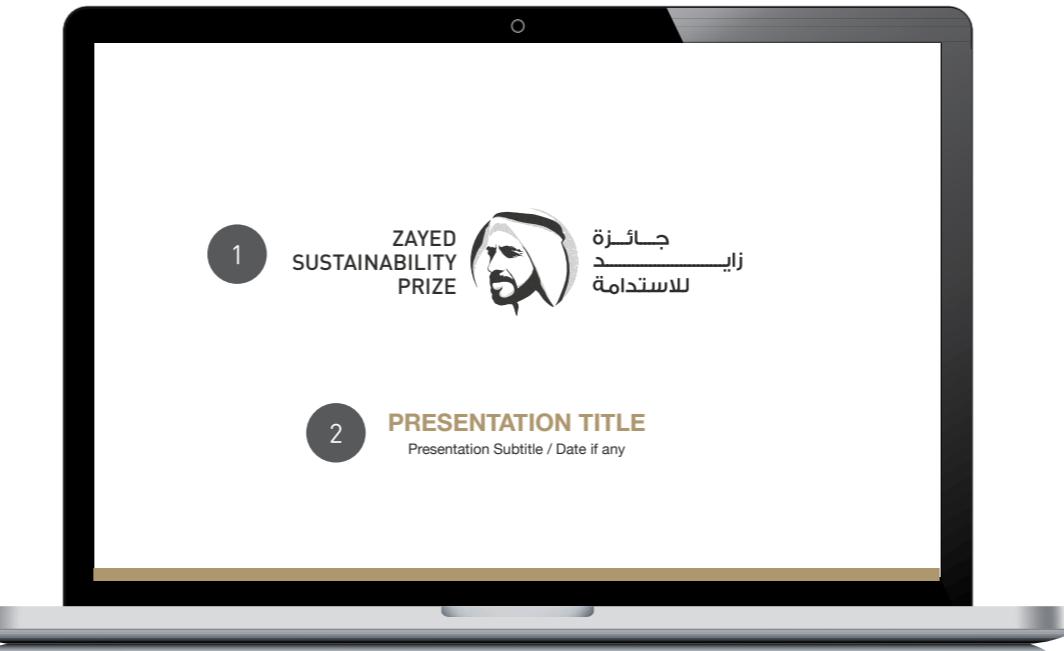
SAMPLE COMMUNICATIONS – DIGITAL

PPT TEMPLATE

Presentation size:
HD - 1920px by 1080px (widescreen 16:9)

1 Logo

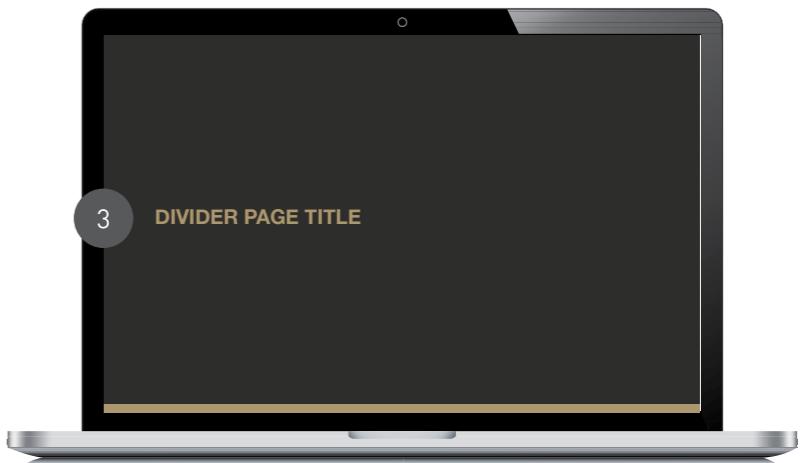
Size: 220px (H)
Ranged centre



2 Presentation Title and Subtitle

Title: 48pt, Calibri/Arial Bold / All Caps
Colour: #AD976E

Subtitle/Date: 30pt, Calibri/Arial Regular
Colour: #2D2D2B



3 Divider Page Title

Title: 58pt, Arial Bold / All Caps
Colour: #AD976E

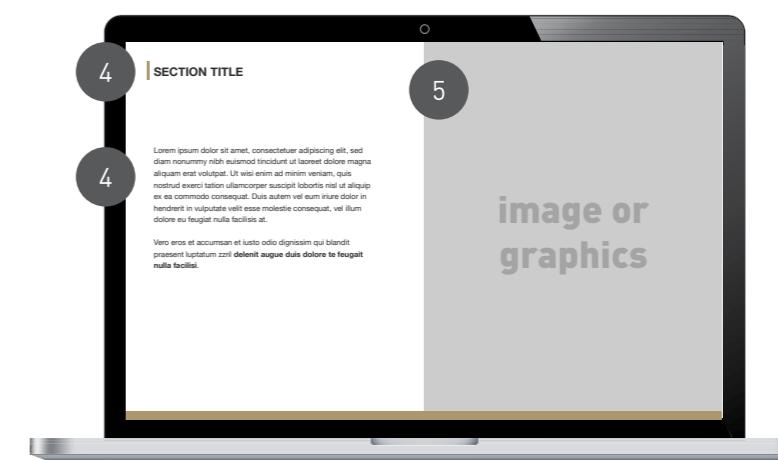
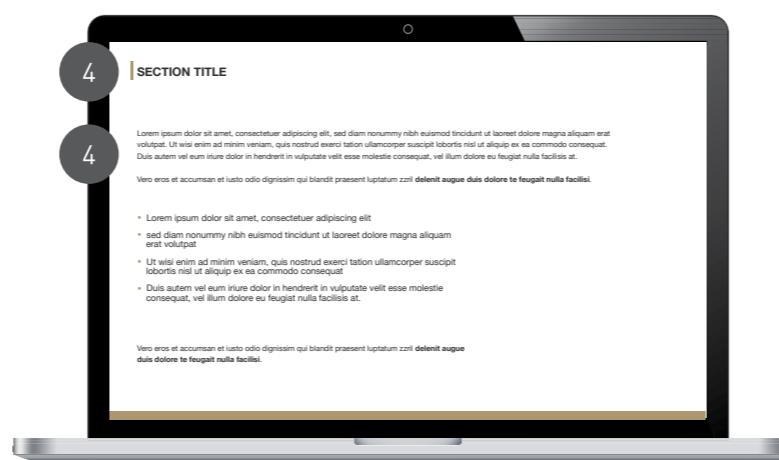
4 Section Title and Body Copy

Line before Section Title: 6px (W) by 55px (H)
Line colour: #AD976E

Sect. Title: 34pt, Calibri/Arial Bold / All Caps
Colour: #2D2D2B

Body Copy: 22pt, Calibri/Arial Regular
Colour: #2D2D2B

Bulleted List: 26pt, Calibri/Arial Regular
Bullets colour: #AD976E



5 Image or Graphics

Maximum 50% of the entire width (max. 540px)

Footer Line: 1920px (W) by 25px (H)
Line colour: #AD976E

SAMPLE COMMUNICATIONS – VIDEO

BRANDING AND LOGO PLACEMENT FOR VIDEO

Video size:

HD - 1920px by 1080px

1 Logo (without brandmark)

Size: 400px (W)

Line: same height as the logo

Colour (lines): #AD976E

All ranged top right



video image

2 Name and Title box

Name Arabic: 42pt, GE SS Two Medium

Designation Arabic: 42pt, GE SS Two Light

Name English: 42pt, DIN Bold

Designation English: 42pt, DIN Regular

Colour (all text): primarily white (#2D2D2B on light backgrounds)

Colour (box): white (from 30% to 0% opacity fade)

Colour (lines): #AD976E



video image

SAMPLE COMMUNICATIONS – EVENT BRANDING

BACKDROP

For press conferences, interviews and signing ceremonies, a step-and-repeat format of the vertical logo should be used on a background wall, interchanging the English and Arabic logo.



SAMPLE COMMUNICATIONS – EVENT BRANDING

BACKDROP & PODIUM

For large scale event backdrops, such as for the awards ceremony, and on podiums, the primary bilingual logo should be used.

A three line vertical watermark logo strip can also be placed around head level behind presenters.



SAMPLE COMMUNICATIONS – EVENT BRANDING

CERTIFICATE

Certificate size:
A4 - 297mm W x 210mm H

Paper Stock Specification:
Fedrigoni / Digital (Soho)
Sirio Pearl Polar Dawn 300g
Code: 10001573

1 **Gold Logo**
Size: 45mm (W)
Finishing: Blind Emboss, Foil
Ranged bottom right

2 **Winner / Category**
66pt, Bodoni 72 Small Caps Book
Colour: Pantone 871U

3 **Event/Prize Name**
16pt, DIN Medium
Colour: Pantone 871U

4 **Body Copy**
12pt, DIN Regular
Colour: Pantone 871U

Gold frame
Colour: Pantone 871U



STATIONERY

LETTERHEAD SPECIFICATION

The letterhead is printed on one side only. The front has the logo, website and the gold design element.

Letterhead size:
210mm W x 297mm H

Paper Specification:
Mohawk Strathmore - Writing
Platinum White Wove 148gsm

1 **Logo**
Size: 25mm H
Ranged centre

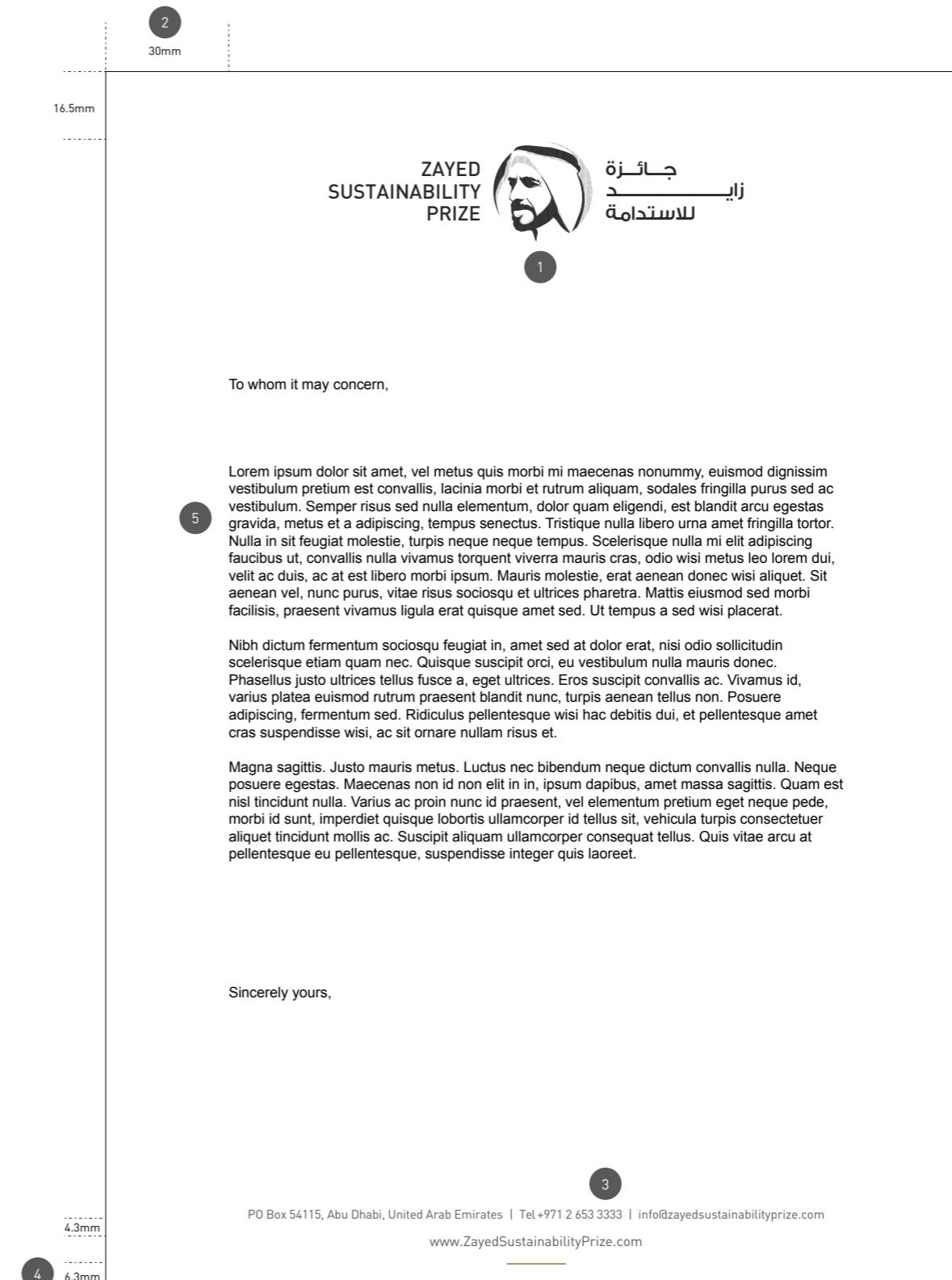
2 **Text margin**
Size: 30mm

3 **Contact details**
Address: 8.5pt, DIN Regular
Website: 9.5pt, DIN Regular
Ranged centre
Colour: C0 M0 Y0 K95

4 **Distance from the bottom**
6.3mm

5 **Letter content**
10pt, Calibri / Arial Regular

Gold Line
Colour: Pantone 871U



STATIONERY

BUSINESS CARD SPECIFICATION

The business card is printed on both sides. One side in English and the other side in Arabic.

Business card size:

55mm W x 85mm H

Paper Specification:

RIVIS Gloss Linear 270gsm

1 Logo

Size: 11.6mm H

Ranged centre



2 Name and Designation (English)

Name: 7pt, DIN Bold

Designation: 7pt, DIN Regular

Colour: C0 M0 Y0 K80



3 Contact Details (English)

All the text: 6.5pt, DIN Regular

Contact numbers: 7pt, DIN Regular

Colour: C0 M0 Y0 K80

4 Name and Designation (Arabic)

Name: 7pt, GE SS Two Medium

Designation: 7pt, GE SS Two Light

Colour: C0 M0 Y0 K80

5 Contact Details (Arabic)

Arabic text: 6pt, GE SS Two Light

English text: 6.5pt, DIN Regular

Contact numbers: 7pt, DIN Regular

Colour: C0 M0 Y0 K80

Gold line

Colour: Pantone 871U

STATIONERY

A4 ENVELOPE SPECIFICATION

The A4 envelope is printed on both sides. The front has the logo. The back has website and the gold design element.

A4 envelope size:
220mm W x 310mm H

Paper Specification:
Mohawk Strathmore - Writing
Platinum White Wove 148gsm

1 **Logo**

Size: 25mm H
Ranged centre

2 **Contact Details**

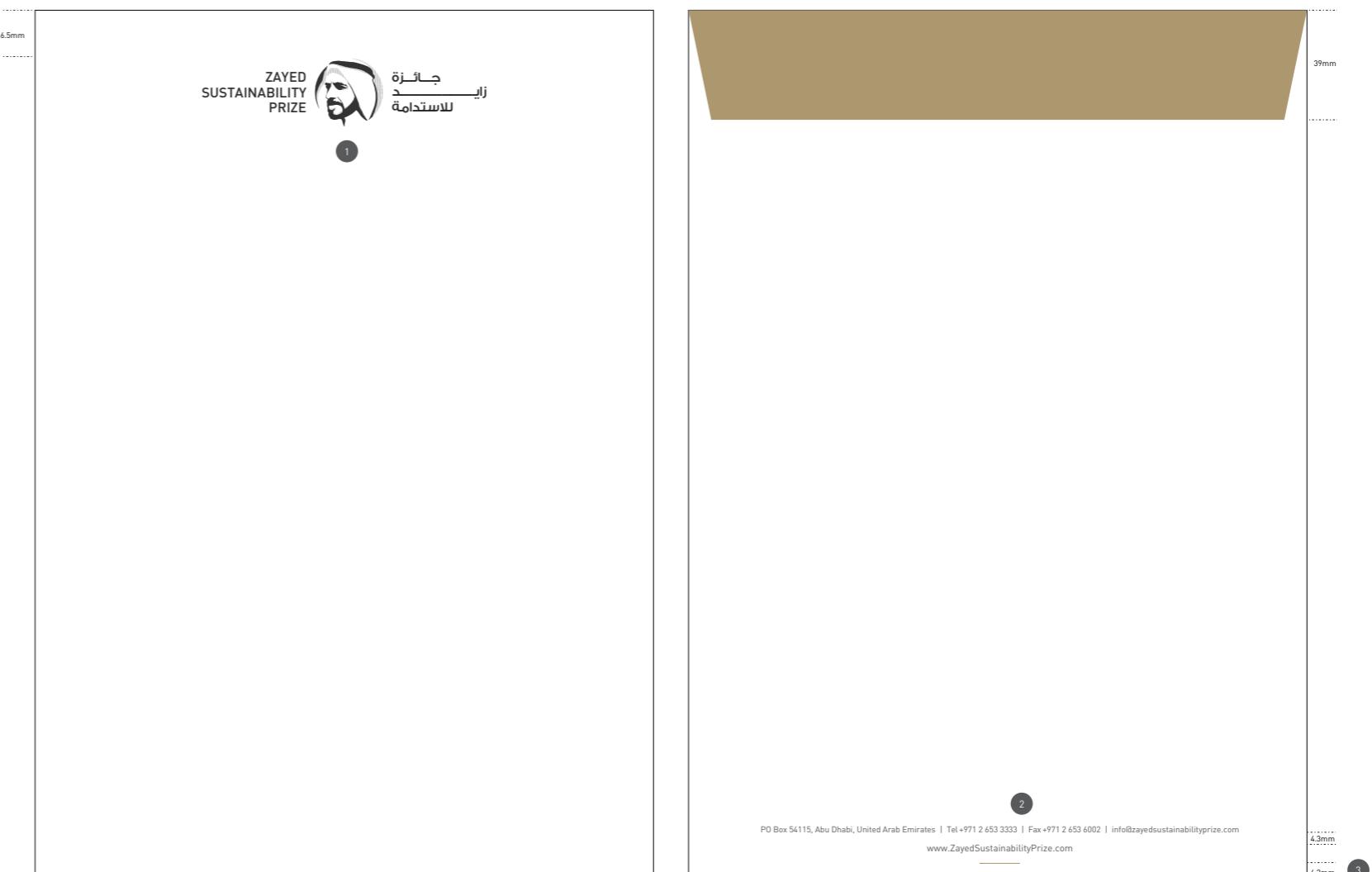
Website: 9.5pt, DIN Regular
Address: 8.5pt, DIN Regular
Ranged centre
Colour: C0 M0 Y0 K95

3 **Distance from the bottom**

6.3mm

Gold line and flap

Colour: Pantone 871U



STATIONERY

DL ENVELOPE SPECIFICATION

The DL envelope is printed on both sides. The front has the logo. The back has website and the gold design element.

DL envelope size:
220mm W x 110mm H

Paper Specification:
Mohawk Strathmore - Writing
Platinum White Wove 148gsm

1 Logo

Size: 22mm H
Ranged centre



2 Contact Details

Website: 8.5pt, DIN Regular
Address: 7.6pt, DIN Regular
Ranged centre
Colour: C0 M0 Y0 K95

3 Distance from the bottom

5.6mm

Gold line and flap

Colour: Pantone 871U



STATIONERY

A5 NOTEBOOK

Cover size:
160mm (W) x 222mm (H)

A5 inside pages:
148mm (W) x 210mm (H)

Leather cover with stitching around the border

- 1 **Logo**
Size:27mm (H)
Debossed



APPENDIX

POTENTIAL REPRODUCTION ISSUES

Due to the intricate detail of the design, the following challenges may arise when reproducing the logo for both digital and offset printing, as well as when inserting into digital presentations. Please contact the ZSP branding team for any queries regarding usage or reproduction of the logo.



Poor definition in small screen resolution JPGs



Screen clash and Moire patterns in print CMYK offset printing



Dot bleed infill on uncoated stock

APPENDIX

POTENTIAL REPRODUCTION ISSUES

Due to the intricate detail of the design, the following challenges may arise when reproducing the logo for both digital and offset printing, as well as when inserting into digital presentations. Please contact the ZSP branding team for any queries regarding usage or reproduction of the logo.



Erratic vector line work in PDFs



CONTACT DETAILS

Zayed Sustainability Prize
T +971 2 653 3333
PO Box 54115, Abu Dhabi, UAE
info@ZayedSustainabilityPrize.com
www.ZayedSustainabilityPrize.com