

A guide to our identity

One Look

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One Voice

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This guide is a tool designed to help us project the values and vision behind the Emarat brand. It is important that it is followed carefully so that we can ensure a consistent style and quality of presentation. Everything we do and produce needs to reflect Emarat clearly and consistently.

Four values – or types of behaviour – are at the heart of the Emarat brand. Our brand personality is based on service that is: **Expert, Responsible, Active and Strong.**

Our Mark

The centrepiece of our identity is our mark, a symbol of the vision. It is styled to suggest accuracy, speed and brilliance rather than aggression and tradition.

Centred mark



Large symbol mark



Horizontal mark



Centred mark with strapline



Large symbol mark with strapline



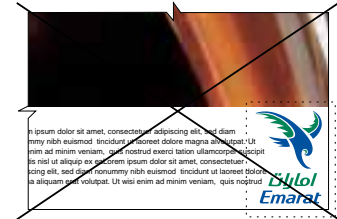
Making life better

Horizontal mark with strapline



Making life better

The dotted line around the centred mark represents the minimum area; no other elements, ie. images or type should invade this boundary. A good rule is to allow as much space around the mark as possible.



Different colours



Different colour combinations



Different typeface



Pictorial use of the symbol



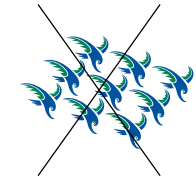
Different size or position relationship



Different size or position relationship



Distorted or redrawn mark



Repeat pattern

Here are some examples of what not to do with the mark.

Never change the colours, or stretch, distort or redraw the mark in any way. It is perfect as it is and inconsistencies will weaken its impact.

Only use the digital master artwork of the mark, which can be found on the CD supplied with this guide. On the CD you will also find versions of the mark for single-colour use.

Our Mark Usage

These examples show recommended cropped versions of our symbol.



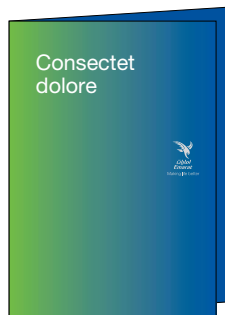
The Emarat mark must always be placed predominantly on a brochure cover with ample space around it.

The use of the strapline is optional.

For consistency we recommend to use the mark in A4 publications at 20mm across the right edge.



Top right



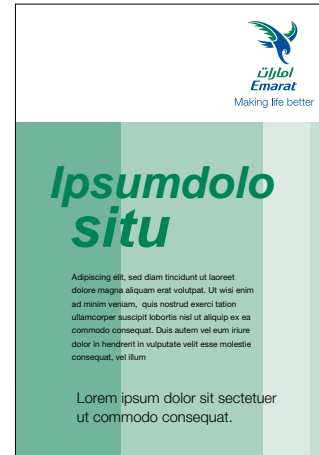
Centre right



Bottom right

Here are some other examples of how to use the Emarat mark, typefaces and colours in advertisement, billboards and a TV sign off.

Where possible use messages and photography that supports our strapline 'Making life better' and our values **Expert, Responsible, Active and Strong.**



Single page press advertisement



Billboard using large symbol mark and large strapline

In situations where there is restricted vertical space for example on a banner the horizontal mark should be used.



TV advertising sign off

Our Mark Colour

| | Centred mark | Large symbol mark | Horizontal mark | Symbol | Horizontal logotype | Centred logotype |
|-----------------------------------|--------------|-------------------|-----------------|--------|----------------------|-------------------------|
| Two colour Emarat green / blue | | | | | <i>Emarat</i> امارات | امارات <i>Emarat</i> |
| Four colour process | | | | | <i>Emarat</i> امارات | امارات <i>Emarat</i> |
| One colour Emarat blue | | | | | <i>Emarat</i> امارات | امارات <i>Emarat</i> |
| One colour Emarat green | | | | | <i>Emarat</i> امارات | امارات <i>Emarat</i> |
| One colour Emarat silver | | | | | <i>Emarat</i> امارات | امارات <i>Emarat</i> |
| One colour black | | | | | <i>Emarat</i> امارات | امارات <i>Emarat</i> |

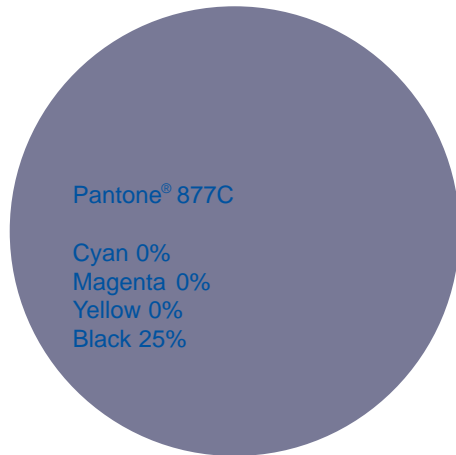
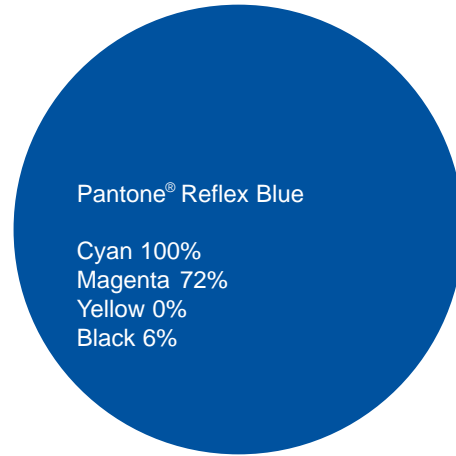
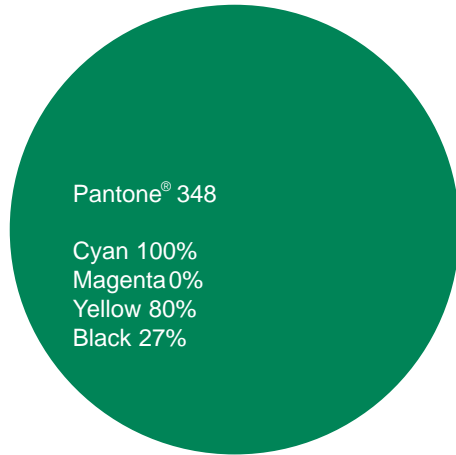
Wherever possible the mark should be used in Emarat green and blue. If this is not possible, the mark may be reproduced in one colour. No other colour than those shown above should be used.

Our Mark Backgrounds

| | Emarat blue background | Emarat green background | Emarat silver background | Black background | Light four colour background | Dark four colour background | Non corporate colour background |
|-----------------------------------|------------------------|-------------------------|--------------------------|------------------|------------------------------|-----------------------------|---------------------------------|
| Two colour Emarat green / blue | | | | | | | |
| Four colour process | | | | | | | |
| One colour Emarat blue | | | | | | | |
| One colour Emarat green | | | | | | | |
| One colour Emarat silver | | | | | | | |
| One colour black | | | | | | | |
| | | | | | | | |

The mark should never appear on any other background than those shown above.

Colour



Where green and blue are used together, green should be the predominant colour at an approximate ratio of 70% green, 30% blue with a backdrop of silver.

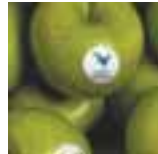
For the exact colour specifications for all materials please refer to the 'specifications' page of this guide.

We use silver, green and blue consistently across all media, communicating a strong and clear identity.



Photography

Fresh, dynamic photography focusing on people presents Emarat as a leading service brand.



Always use fresh, active photography. Strong, straightforward images are the best way to communicate our brand values. Imaginative crops and use of scale are recommended, but filters and other special effects are best avoided.

Selecting images containing blue, green or silver elements is a good way of increasing brand awareness.



Specifications

| Application | Reproduction method | Reference | Supplier |
|---|---|--|-------------------------|
| General printing | | | |
| Stationery | Printing (special colours) | Green Pantone 348 Blue Pantone reflex blue Silver Pantone 877C | |
| Brochures | | | |
| Carrier bags | Printing (four colour process) | Green: cyan 100% yellow 80% black 27% Blue: magenta 72% cyan 100% black 6% Silver: black 25% | |
| Station Components | | | |
| Main fascia canopy | Flowpolymer coating | Green RAL 6029 Blue RAL 5002 Silver RAL 9006 | Lumifon Vermicron FP |
| Secondary fascia canopy | | | |
| Shop fascia | | | |
| Clad columns | | | |
| Pumps | | | |
| Information signage | | | |
| Vehicles | | | |
| Illuminated underline to sub-brand fascias | Translucent acrylic back illuminated | Blue Rohm Plexiglass gs BLAU 601 | Rohm |
| Back Illuminated mark on: | | | |
| Pole sign | Translucent acrylic back illuminated | Blue Rohm Plexiglass gs BLAU 601 | Rohm |
| Spreader | | | |
| Corporate signage | | Green Rohm Plexiglass gs BRUN 720 | |
| Back Illuminated lettering on: | | | |
| Pole sign | Translucent acrylic back illuminated | White Rohm Plexiglass gs Weiss 072 | Rohm |
| Information signage (when applicable) | | | |
| Canopies | | | |
| Fascias | | | |
| Emarat shop fascia | Halo illuminated | Brushed stainless steel on clear prismatic lens | Rohm |
| Interior shop | | | |
| Information fascia lettering | Translucent acrylic back illuminated, covered with silver opaque vinyl decals with screenprinted, dark blue graduated dot pattern | White Rohm Plexiglass gs Silver Scotchlite 100/220-120 | Rohm 3M |
| Non-illuminated graphics for: | | | |
| Information signage | | Green Scotchcal 100-722/220-186 Blue Scotchcal 100-37/220-37 | 3M |
| Pumps/spreaders | Opaque vinyl decals | Silver Scotchcal 100-58/220-120 White Scotchcal 100-10/220-10 Green Scotchlite 580-77/280-77 | |
| Shop signage | | | |
| Vehicles | Reflective vinyl | Blue Scotchlite 580-75/280-75 Silver Scotchcal 580-10/280-10 White Scotchcal 580-10/280-10 | 3M |
| Secondary buildings | Cladding silver powder coated | | |

Need More?

If you have any queries about this guide,
please contact our brand co-ordinator:
brandco-ordinator@emarat.co.ae

Pantone® is a registered trademark
of Pantone Inc.

The colours used throughout this
guide are not intended to match
the Pantone® Colour Standards