



GREEN COAST
— ENTERPRISES —

CORPORATE IDENTITY & BRAND STANDARDS MANUAL

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Welcome to GREEN COAST ENTERPRISES Corporate Identity and Brand Standards Manual

Our well-respected brand is our most valuable asset. It embodies all that we stand for, conveys the beliefs and principles upon which we operate.

As we communicate with a variety of customers, consistent application of our brand is crucial to maintain our image. This manual contains guidelines, rules and examples for upholding the brand throughout all aspects of GREEN COAST ENTERPRISES corporate and marketing communications. The Corporate Communications department can provide expert and authoritative assistance on applications requiring further detail.

If you have any questions regarding the use of the GREEN COAST ENTERPRISES identity that are not addressed within this document, contact the Corporate Communications department .

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I.0 APPLICATION OF BRAND

INTRODUCTION


GUIDELINES

Following are some guidelines and suggestions to send the right message and create the right tone to best communicate GREEN COAST ENTERPRISES and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication.

Audiences must understand the benefits – the points of differentiation – that come from partnering with GREEN COAST ENTERPRISES versus working with the competition. Above all, you should strive to use the points of differentiation that uniquely position GREEN COAST ENTERPRISES in the hearts and minds of our customers, partners and other key audiences.

- **Obtain approval.** All ads, literature and other external marketing communication materials must be reviewed and approved by Corporate Communications before they are completed.
- **Be impactful.** Find images to capture the readers’ attention immediately. Stock photography sites can be used.
- **Be confident.** It’s about who we are.
- **Be understated.** The dramatic understatement of under promising and over delivering is the tone to strive for. Find it.
- **Be clean & crisp.** Use elegant, simple but effective communication. Visually and verbally, less is more.
- **Be conversational.** The message should speak with people, not talk at them. GREEN COAST ENTERPRISES is their partner, share our message with them.
- **Be respectful and non-promotional.** Engage the reader by speaking in a common language.
- **Be benefit-driven.** How does this product or service enhance people’s lives? Talk about the benefit.
- **Be sensitive.** Also consider facial expressions and body language in the images you select.
- **Be sure.** Test the visual and verbal content with the audience to be sure that you are communicating what you want to communicate.

Every copy direction, every visual cue should do double duty – both fulfilling the goal of each assignment as well as communicating the brand promise.



The sections that follow contain important information that you will need to know to communicate using the brand, including various documents, templates, logo and brand guidelines and examples of proper and improper applications. Additionally, please keep the following suggestions in mind in order to maximize the brand.

USE THE BRAND SELECTIVELY

Solutions, business forms, advertising, presentations, specialty items and facility and tradeshow signage are the only objects that need to feature the brand. No other application requires use of the logo. Any time the brand is used, it should be considered a “product” that represents our company. Therefore, much care should be taken in how the brand is displayed. Be sure that whatever “product” you use carrying the GREEN COAST ENTERPRISES brand displays the image proudly and properly.

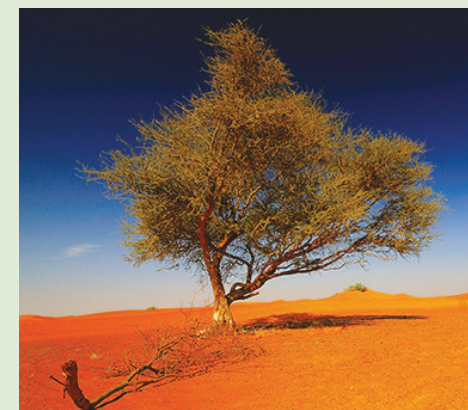
USE THE BRAND COMPONENTS CORRECTLY

It is very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to guidelines detailed in the following sections to guarantee smooth and successful implementation of the GREEN COAST ENTERPRISES brand.

INSPIRATION

The icon of the logo represents a Ghaf tree which has long been embedded in UAE culture and tradition. Ghaf trees are symbol of life, and popularly known as the 'umbrella tree', 'the tree of the dunes' is a true desert survivor – withstanding severe environmental conditions, fierce temperatures, sandstorms, droughts and salinity. The ghaf tree has sustained life in desert for thousands of years;

Being in a square, the logo represents stability. They're familiar and trusted shapes and suggest honesty. They have right angles and stands for order, mathematics, rationality and formality. They are seen as earthbound. Rectangles are the most common geometric shape encountered.



LOGO RATIONALE

The logo is an artistic representation of a Ghaf Tree.

The energetic presence of the square portrays a more powerful look. We choose Green to provide the spark of the logo and to convey a feeling of honesty, simplicity but conservative in the same time. Dark gray color stands for stability, confidence with a sophisticated look by combining the two colors in a subtle contrast.

The typography reflects Green Coast Enterprises as an International Company and our preference was towards a clean font English and Arabic. The font had to be strong, compelling and immediately recognised.

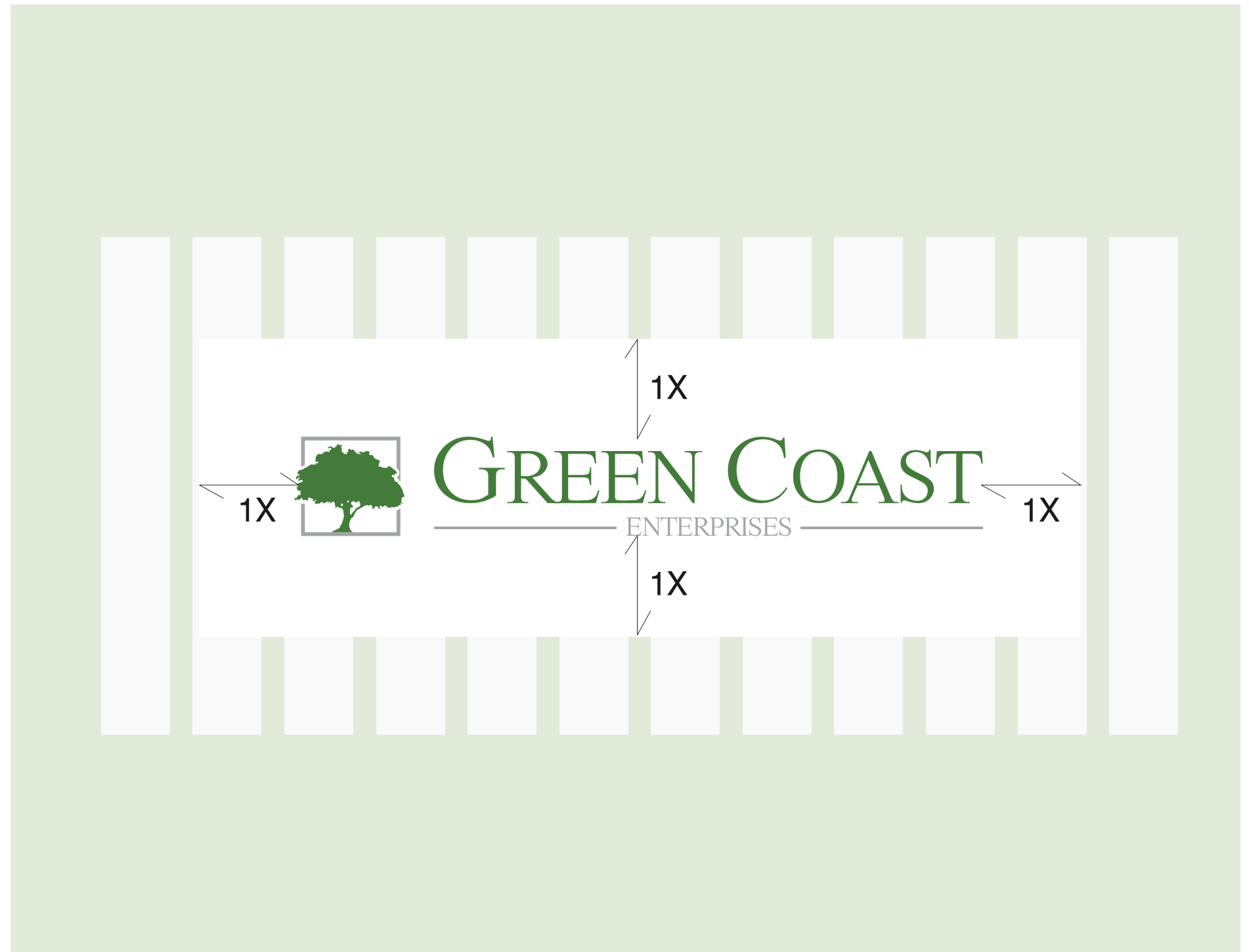


I.4 ISOLOGOTYPE SAFETY MARGIN

Just as the minimum size of the logo, a minimum clear space should be maintained around the logo to achieve maximum clarity and insure visibility on all occasions. An easy way to determine the minimum clear space is illustrated above.

The GREEN COAST ENTERPRISES logo should occupy its own space. Always maintain a generous “safe” area equal to the height of the “GREEN COASTS ENTERPRISES” all sides of the logo.

Note the clearly defined spacing limits in the examples.



I.5 ISOLOGOTYPE REDUCTIONS

A minimum size restriction is applicable in the usage of GREEN COAST ENTERPRISES logo in order to maintain consistency as well as legibility. It should never use the logo in size smaller than 0.7 CM as height.

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production.



مشاريع
الساحل الأخضر

GREEN COAST
ENTERPRISES

AXT GIHANE

د ط غ ظ ص

ش ز ذ ي ث ب ل ا ه ت ن م و ر خ ح ض ق س ف ع د ط غ ظ ص

RICCIONE SERIAL LIGHT

aA bB cC 0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

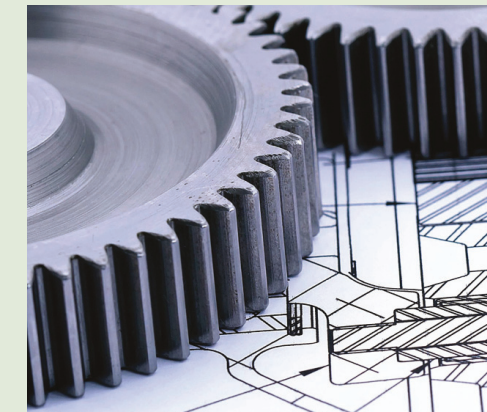
0123456789

OUR IMAGE STYLE

Photography is a powerful and dynamic tool. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do. Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications.

Our images show natural, real-life people and situations. They should convey emotions, atmosphere and engage the audience.

Images can be reproduced in full colour. Only use images that are relevant and add value. Ensure the content does not offend or alienate. Images that are used in printed materials should be reproduced at print quality – 300 dpi.



LOGO IN GREY SCALE

60% BLACK



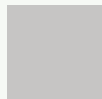
30% BLACK



60% BLACK



30% BLACK



LOGO IN BLACK & WHITE

POSITIVE



NEGATIVE



I.8 USES & REPRESENTATION

LOGO IN SOLID COLOR - CMYK, RGB

C-73.23, M-32.51, Y-100, K-19.08

R-51, G-102, B-51

WEB SAFE # 326532

C-54.32, M-40.71, Y-37.75, K-4.41

R-125, G-134, B-140

WEB SAFE # 7C858C



LOGO IN SOLID COLOR - PANTONE

PANTONE 364C

PANTONE 430C



LOGO IN SOLID COLOR

PANTONE 364C
C-73.23, M-32.51, Y-100, K-19.08



PANTONE 430C
C-54.32, M-40.71, Y-37.75, K-4.41



The GREEN COAST ENTERPRISES Color System has been developed to provide a chromatic range for a recognizable brand personality and to help organize communications materials. Consistent use of the color palette helps build and reinforce brand recognition by creating a strong, recognizable look for the logo.

GREEN

PANTONE 364C

C	M	Y	K
73.23	32.51	100	19.08
R	G	B	
51	102	51	

WEB SAFE: # 326532

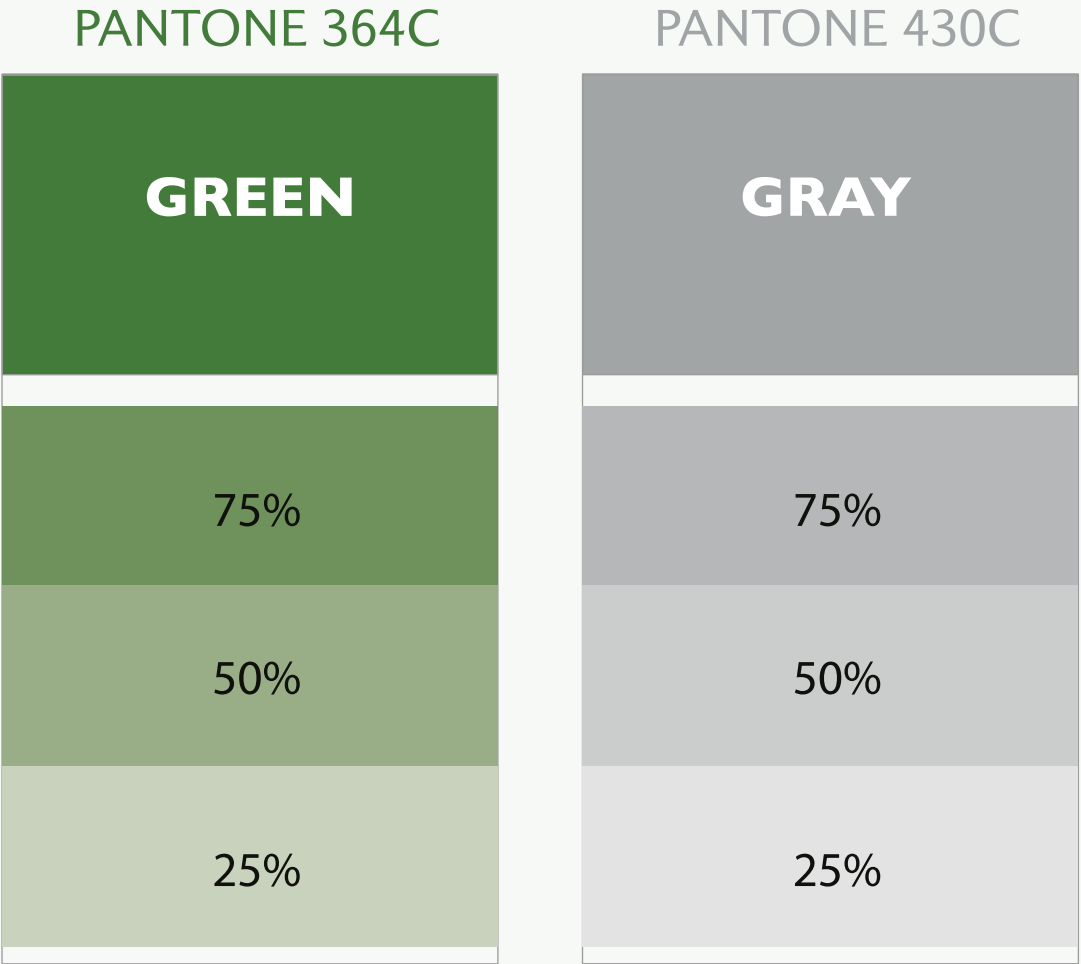
GRAY

PANTONE 430C

C	M	Y	K
54.32	40.71	37.75	4.41
R	G	B	
125	134	140	

WEB SAFE :# 7C858C

GREEN COAST ENTERPRISES color palette is an approved range of colors, centered on the primary green and grey. The palette is intended to provide image consistency in various media, and is the only authorized color selection for print and electronic media. The secondary accent colors are complementary to the primary colors and provide a wide range of hues, screen values and saturation to designers, vendors and others who create communication material. The primary colors are green (Pantone 364C) and gray (Pantone 430C). These color selections are an essential part of GCE's identity and their use is carefully detailed in these Standards. Variations are very limited, and may only be made in consultation with the Group Communication Department.



I.9 COLOR PALETTE

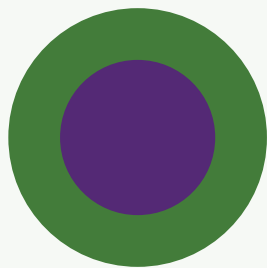
COMPLIMENTARY COLORS PALETTE

PANTONE 364C

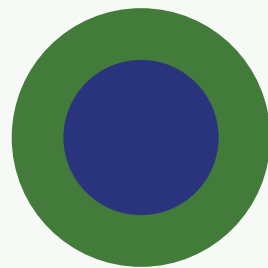
GREEN



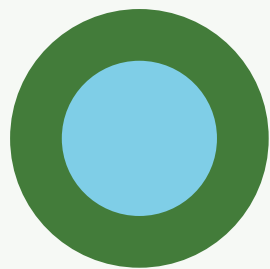
PANTONE 7408C



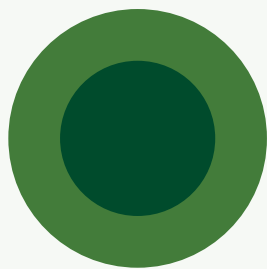
PANTONE 2617C



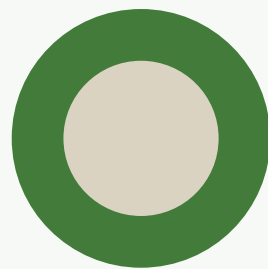
PANTONE 2748C



PANTONE 305C



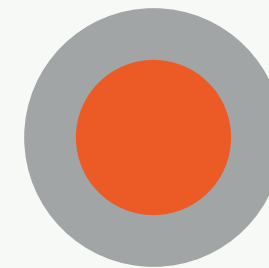
PANTONE 3435C



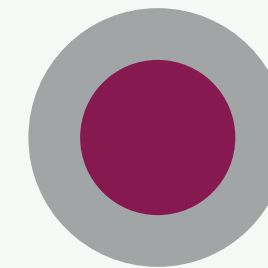
PANTONE 7535C

PANTONE 430C

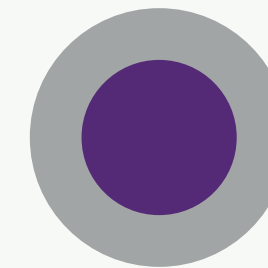
GRAY



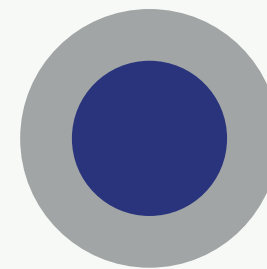
PANTONE
WARM RED C



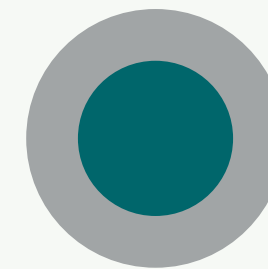
PANTONE 242C



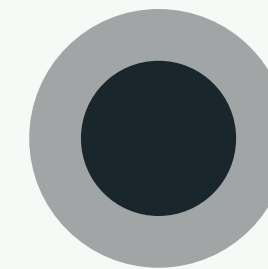
PANTONE 2617C



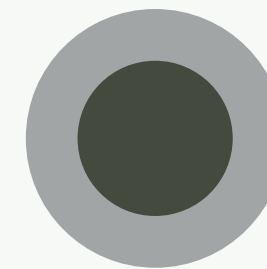
PANTONE 2748C



PANTONE 323C



PANTONE 7547C



PANTONE 447C

I.10 INCORRECT LOGO TREATMENTS

GREEN COAST ENTERPRISES Logo Use

For approved logo usage, please refer to the previous pages.

Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own GREEN COAST ENTERPRISES logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit.
Always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never use the logo in a crowded space.
- Never print on top of the logo.



The term “brand architecture” is simply a way of clarifying how a company’s brands relate to each other in the marketplace.

The 3 divisions of GREEN COAST ENTERPRISES are:

- REAL ESTATE
- TRADING
- INVESTMENTS

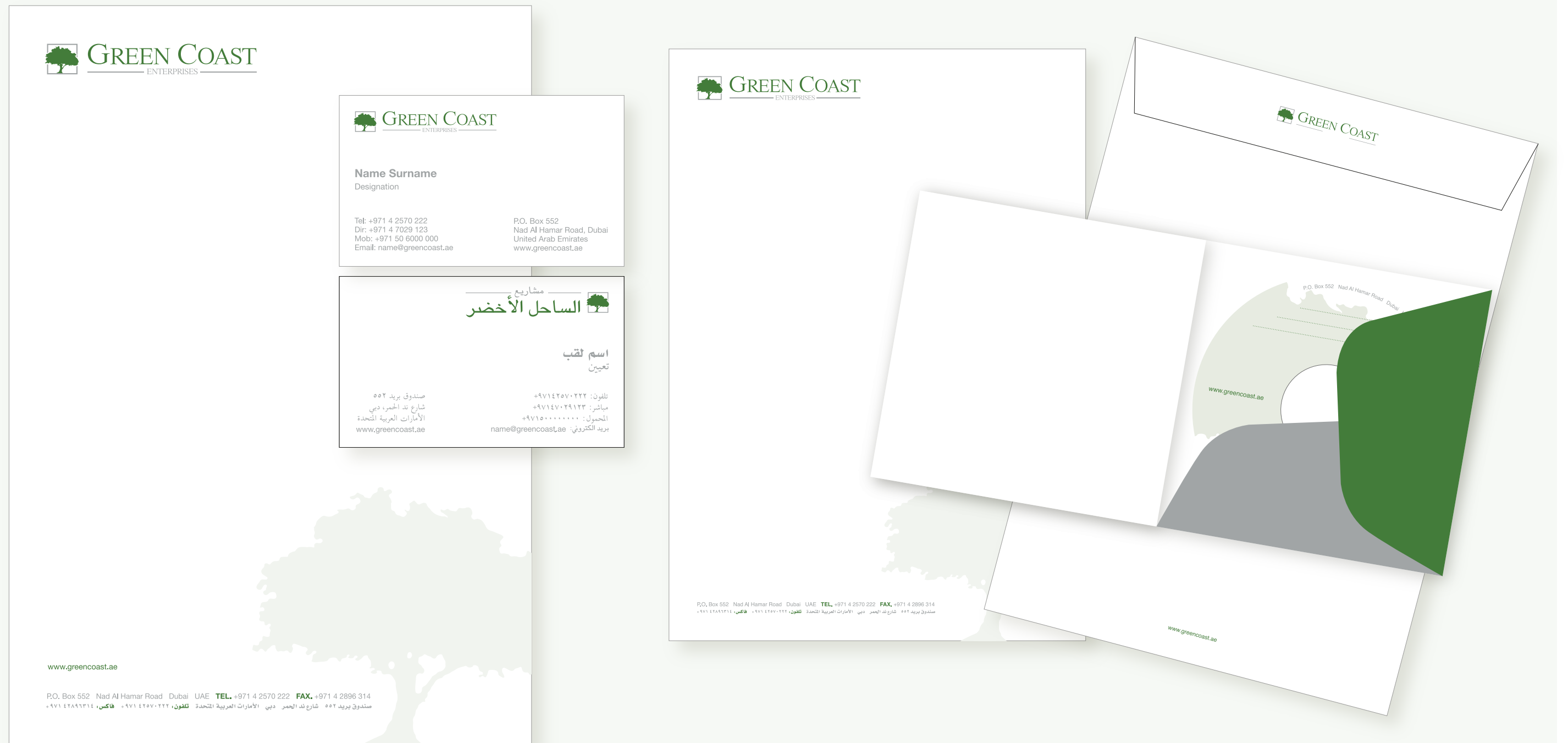
The logos have been created on the same model as GREEN COAST ENTERPRISES to keep consistency as we have a common vision and a strong positive brand equity that is the basis for all messaging related to our sub-brands.





2.0 STATIONARY

2.1 STATIONARY PRESENTATION



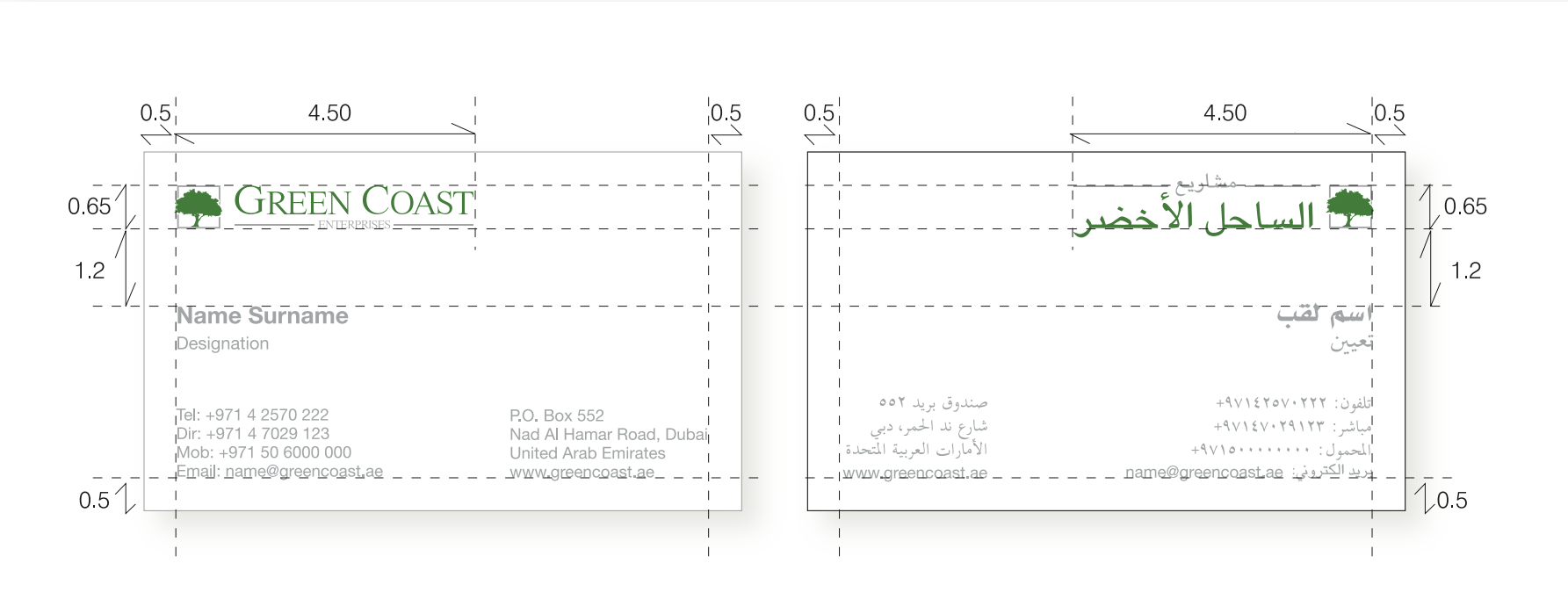
2.2 BUSINESS CARD

SIZE: 9W X 5.5H

PAPER STOCK:
Conqueror Smooth Wove Brilliant White 300gsm

Colors
PANTONE 364C
PANTONE 430C

All measurements are in cm.



Name
10pt Helvetica Neue Bold in PANTONE 430 C

Designation
7.5pt Helvetica Neue Roman in PANTONE 430 C

Address
7pt Helvetica Neue Roman in PANTONE 430 C
Leading 8pt

Name
16pt AXT Gihane Bold in PANTONE 430C

Designation
17pt AXT Gihane Regular in PANTONE 430C

Address
11pt AXT Gihane Regular in PANTONE 430C
Leading 8pt

2.3 LETTERHEAD AND CONTINUATION SHEET

Size: 21w X 29.7h

Paper Stock:

Conqueror Smooth Wove Brilliant White 100gsm

Colors

PANTONE 364C

PANTONE 430C

All measurements are in cm.

Address English

8.5pt Helvetica Neue Roman in PANTONE 430C

8.5pt T. and F. Helvetica Neue Bold in PANTONE 364C

9pt for Website-Helvetica Neue Roman in PANTONE 364C

Address Arabic

10pt AXT Gihane Regular in PANTONE 430C

10pt Tel and Fax in AXT Gihane Bold in PANTONE 364C

Watermark logo - 5 % PANTONE 364C

2.4 FAX

Size: 21w X 29.7h

Paper Stock:

Conqueror Cx22 Diamond White 100gsm

Everything is printed in Pantone Process Black

All measurements are in cm.

Top English and Arabic

10pt Arial Regular in Black

8pt Fedra Arabic Regular

Address English

8.5pt Arial Regular in Black

8.5pt T. and F.Arial Black in Black

9pt for Website-Arial Regular in Black

Address Arabic

8pt AXT Gihane Regular in Black

8pt Tel and Fax in AXT Gihane Bold in Black



2.5 DL ENVELOPE

Size: 22.5w X 11.4h

READY MADE - AUTODEX

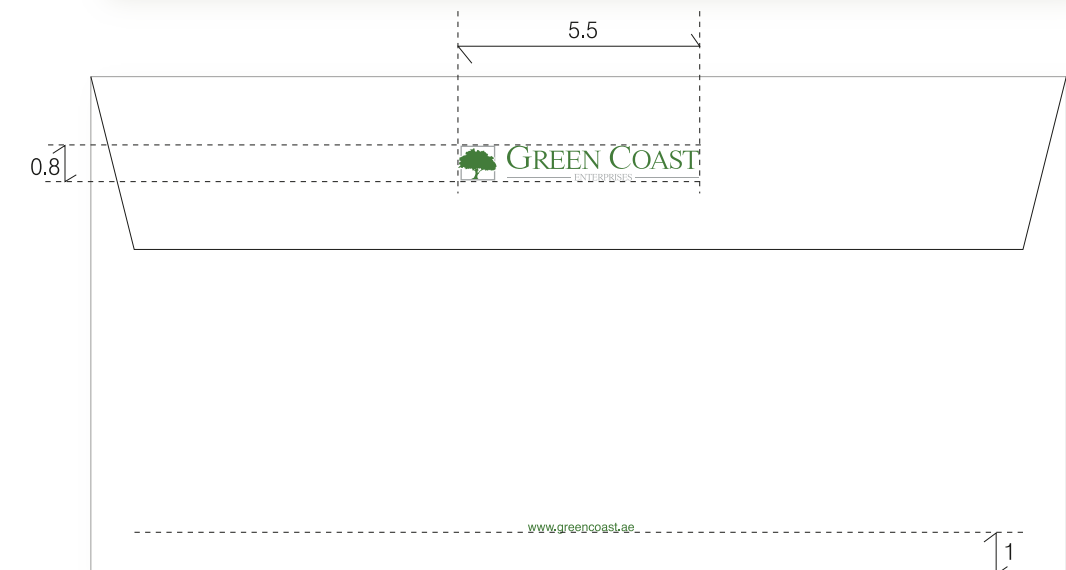
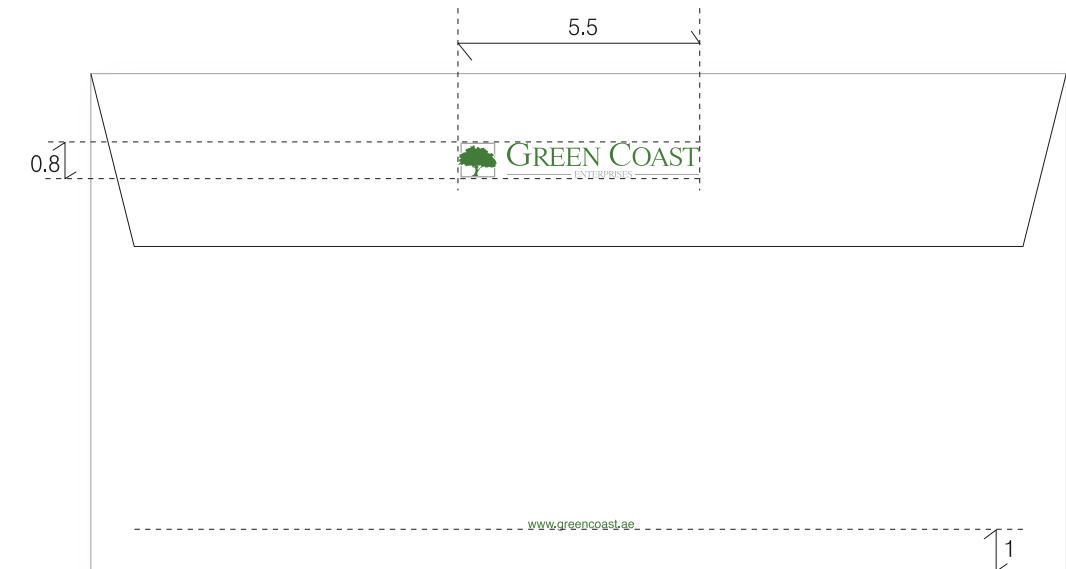
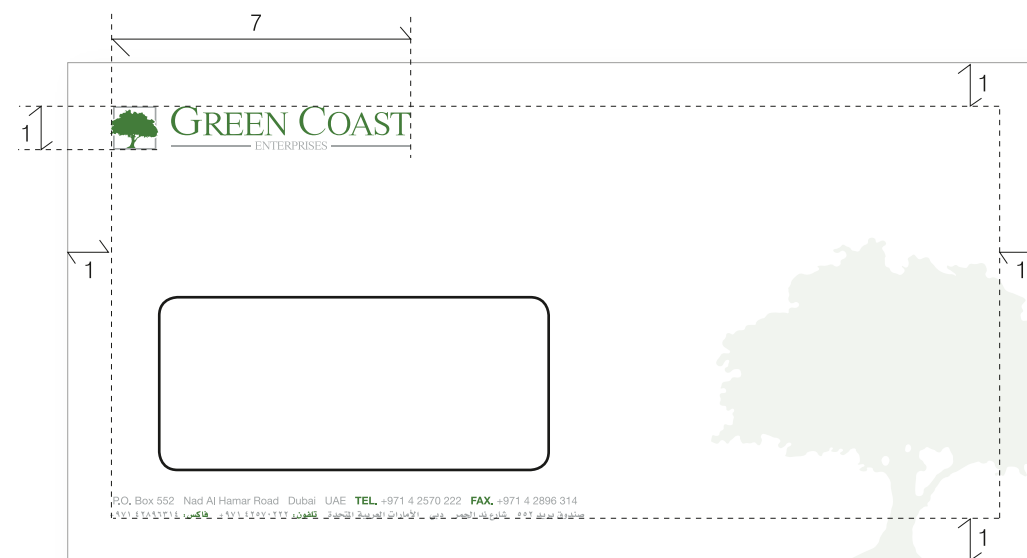
Colors

PANTONE 364C

PANTONE 430C

All measurements are in cm.

Watermark logo - 15 %



Address English

7pt Helvetica Neue Roman in PANTONE 430C

7pt T. and F. Helvetica Neue Bold in PANTONE 364C

8pt for Website Helvetica Neue Roman in PANTONE 364C

Address Arabic

8pt AXT Gihane Regular in PANTONE 430C

8pt Tel and Fax AXT Gihane Bold in PANTONE 364C

2.6 A4 ENVELOPE

SIZE: 22.9W X 32.4H

READY MADE - AUTODEX

PANTONE 364C

PANTONE 430C

All measurements are in cm.

Address English

8.5pt Helvetica Neue Roman in PANTONE 430C

8.5pt T. and F. Helvetica Neue Bold in PANTONE 364C

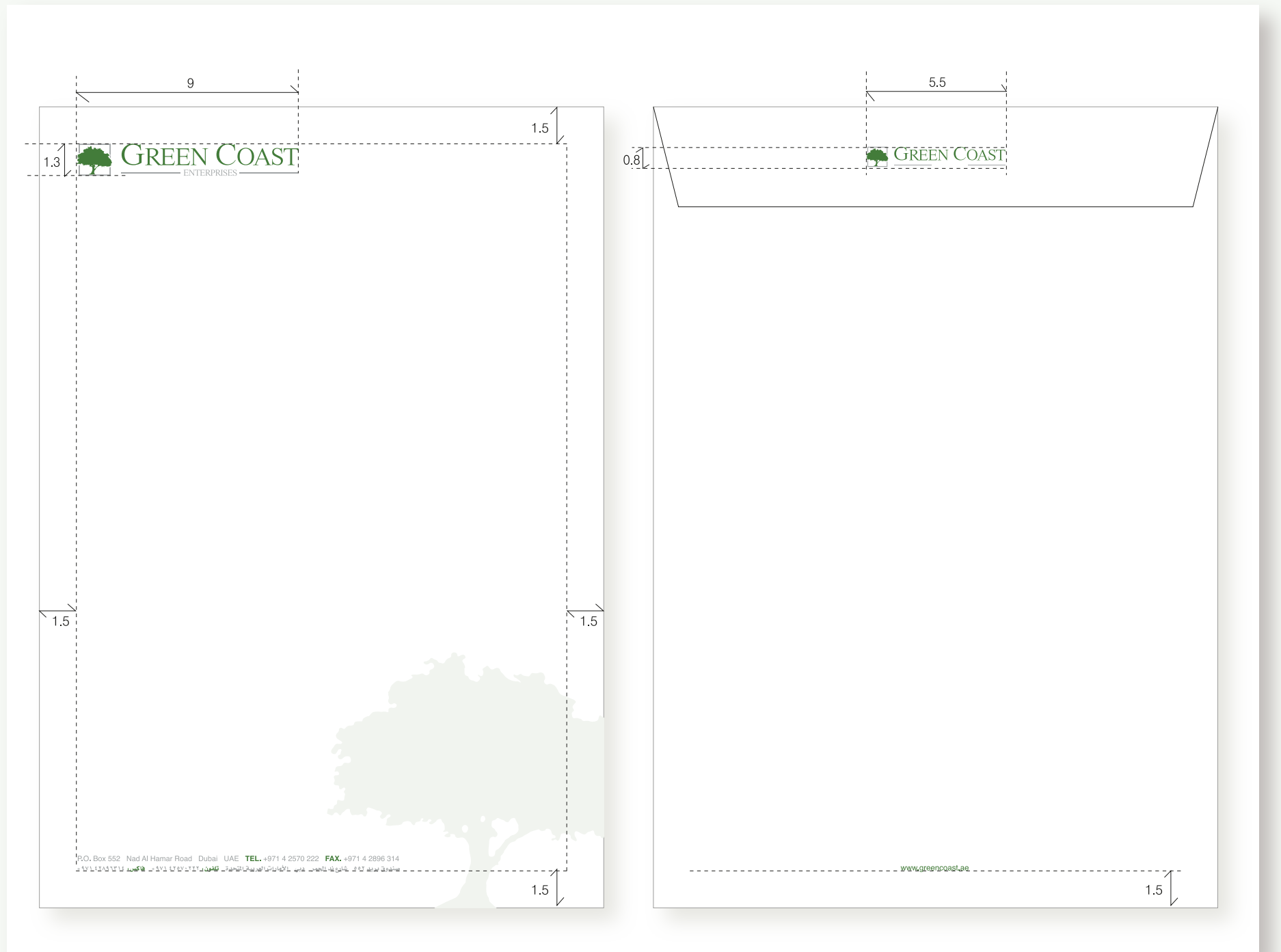
9pt for Website Helvetica Neue Roman in PANTONE 364C

Address Arabic

10pt AXT Gihane Regular in PANTONE 430C

10pt Tel and Fax in AXT Gihane Bold in PANTONE 364C

Watermark logo - 15 %



2.7 COMPLIMENT SLIP

SIZE: 21W X 10H

PANTONE 364C
PANTONE 430C

All measurements are in cm.

Address English
7pt Helvetica Neue Roman in PANTONE 430C
7pt T. and F. Helvetica Neue Bold in PANTONE 364C
8pt for Website Helvetica Neue Roman in PANTONE 364C

Address Arabic
8pt AXT Gihane Regular in PANTONE 430C
8pt Tel and Fax in AXT Gihane Bold in PANTONE 364C

Watermark logo - 10 %



2.8 CD LABEL

Cd Size: 11.8w X 11.8h

PANTONE 364C

PANTONE 430C

All measurements are in cm.

Address English

6.5pt Helvetica Neue Roman in PANTONE 430C

6.5pt T. and F. Helvetica Neue Bold in PANTONE 364C

8pt for Website Helvetica Neue Roman in PANTONE 364C

Watermark logo - 10 %



2.9 CD COVER

SIZE: 12.8W X 12.8H

PANTONE 364C

PANTONE 430C

All measurements are in cm.

Address English

7pt Helvetica Neue Roman in PANTONE 430C

7pt T. and F. Helvetica Neue Bold in PANTONE 364C

8pt for Website Helvetica Neue Roman in

PANTONE 364C

Address Arabic

8.6pt AXT Gihane Regular in PANTONE 430C

8.6pt Tel and Fax in AXT Gihane Bold in

PANTONE 364C

Watermark logo - 15 %



2.10 CD COVER INSIDE

SIZE: 12.8W X 12.8H

Flap I - PANTONE 364C

Flap 2 - PANTONE 430C

All measurements are in cm.



2.1 | EMAIL SIGNATURE

For a strong corporate image, all e-mail messages should identify the sender in a standard and clear manner. Please follow the example shown.

It is possible to create a default e-mail signature through your e-mail program. As in the example, you can set up the program to automatically add your signature to the end of every e-mail you send.

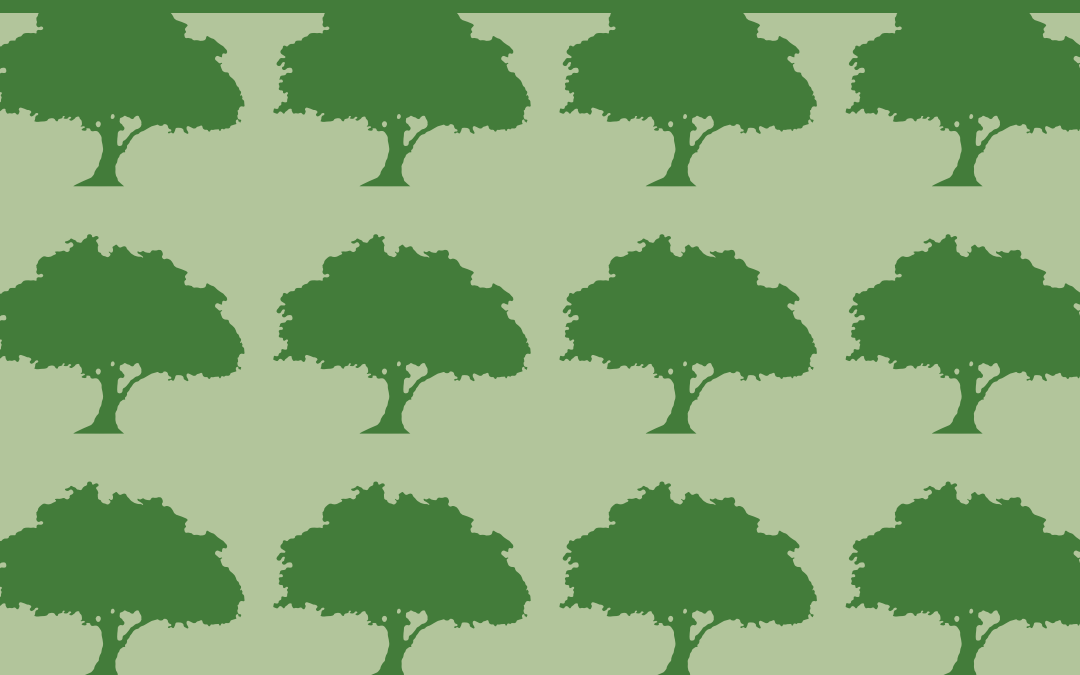
E-mail signatures should be gray text. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.

Name Surname
Position

GREEN COAST ENTERPRISES LLC

Post Box: 552, Dubai - UAE. Tel: +971 4 2570222, Direct: +971 4 7000000
Fax: +971 4 2896314, Mob: +971 50 1234567, Email: info@greencoast.ae
www.greencoast.ae

DISCLAIMER: This e-mail message is intended only for the addressee(s) and contains information which may be confidential. If you are not the intended recipient please do not read, save, forward, disclose or copy the contents of this e-mail. If this e-mail has been sent to you by mistake, please delete this e-mail and any copies or links completely and immediately from your system.



3.0 USES AND REPRESENTATIONS OF THE LOGO

3.1 UNIFORMS - MAN



A Powerpoint template has been developed for use in corporate and solution-specific presentations.

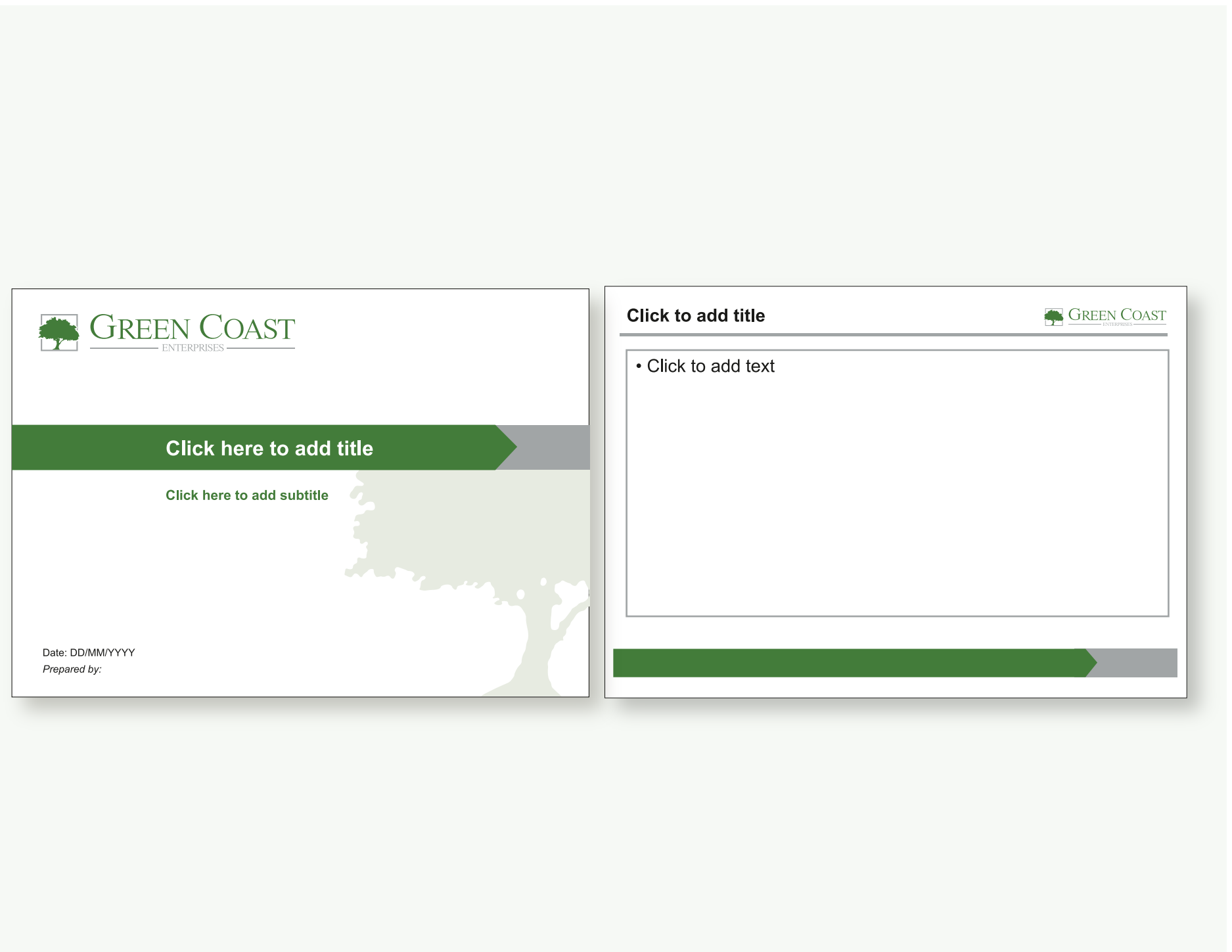
Please refer to the established guidelines to determine appropriate combinations.

Preferred Typeface - Arial Font Family

Headlines Arial Bold 28pt

Sub heads Arial Regular 24pt

Body copy Arial Regular 11pt



A Report template has been developed for use in corporate and solution-specific presentations.

Please refer to the established guidelines to determine appropriate combinations.

Preferred Typeface - Helvetica Font Family

Headlines Helvetica Bold 36pt
Sub heads Helvetica Regular 14pt
Body copy Helvetica Regular 10pt



[Document Title]

[Department]
[Date]



REPORT NAME | DEPARTMENT | DATE

We have tried to provide as much as helpful information as possible to help you design diverse and powerful communication material for the GREEN COAST ENTERPRISES brand. However, if you come across of a situation where you need further assistance, please contact the Communication Department of GREEN COAST ENTERPRISES at the Dubai Head Office.

The contact details are:

**Communication Department
GREEN COAST ENTERPRISES**

P.O. Box 552, Dubai, UAE

Tel +971 4 2570 222

Fax +971 4 2896 314