

**ROYAL ADVANCE**  
Corporate Brand Guideline

Implementing Royal Advance brand in communications



## Introduction



Royal Advance has been established in UAE as an independent MEP Contractor to perform and carry out the MEP packages for the group. It has fulfilled all the required authority licenses and employs dedicated teams of experienced engineers and qualified technicians ensuring cover anywhere in the UAE and in the region, Royal Advance has workforce of over 3000 labor and professional engineers.

It has successfully executed MEP works for Highland Resort Villas and was engaged in numerous projects such as Marina Square Zone A, Zone D, Danet Mall, Holiday Inn. All of which were delivered within the committed timeframe.

Its line of expertise are in the following areas: Installation and commissioning of all electrical systems, high voltage connection & its infrastructure, industrial & commercial HVAC system, fire fighting system, water supply & distribution systems, water & waste water treatment & maintenance contracts.

# Table of content



## 1. Brand Strategy

Vision  
Mission  
Values

## 2. Basic identity elements

- 2.0 Logo Rationale
- 2.1 Master Logo / Grid
- 2.2 Orientation Options / Grid
- 2.3 Brand Narrative
- 2.4 Basic Identity Elements
- 2.5 Brand Identity Orientation and Lockups
- 2.6 Size
- 2.7 Clear Space
- 2.8 Logo Proportion / Placement
- 2.9 Color Versions
- 2.10 Logo on Spot Colored Background
- 2.11 Logo on Photographic Background
- 2.12 Color Specifications
- 2.13 Image Style / Composition
- 2.14 Incorrect Usage
- 2.15 Primary typeface – English
- 2.16 Primary typeface – Arabic
- 2.17 Corporate Stationeries
  - Letterhead / Business card
  - Paper bag / Document envelope
  - DL envelope / A5 envelope
  - CD jacket / CD label
  - Powerpoint template
  - Screen saver / Wallpaper
  - Email signature
- 2.18 Vehicle Livery
  - Pickup truck
  - Van
  - Service bus
  - Truck

# 1.0

Brand strategy: Vision / Mission



Guided by our vision, we provide quality services exceeding client's expectations while adhering to the latest international standards of technical & individual excellence through continuous improvements, training and innovation.

Our guide lines are:

- Adding Value to our clients
- Nurturing & Promoting our talents
- Dedication towards Delivery on time
- Respecting Our Employees intense efforts & contribution
- Commitment towards Quality & Safety

Royal Advance aims to be the leading company in UAE market within five years.

# 1.0

Brand strategy: Values



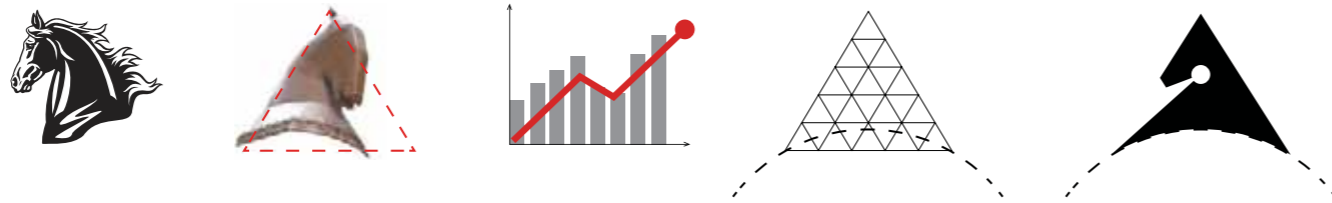
- Ethics
- Agility
- Client satisfaction
- People
- Efficiency
- Accountability
- Teamwork
- Innovation

# 2.0

Logo rationale



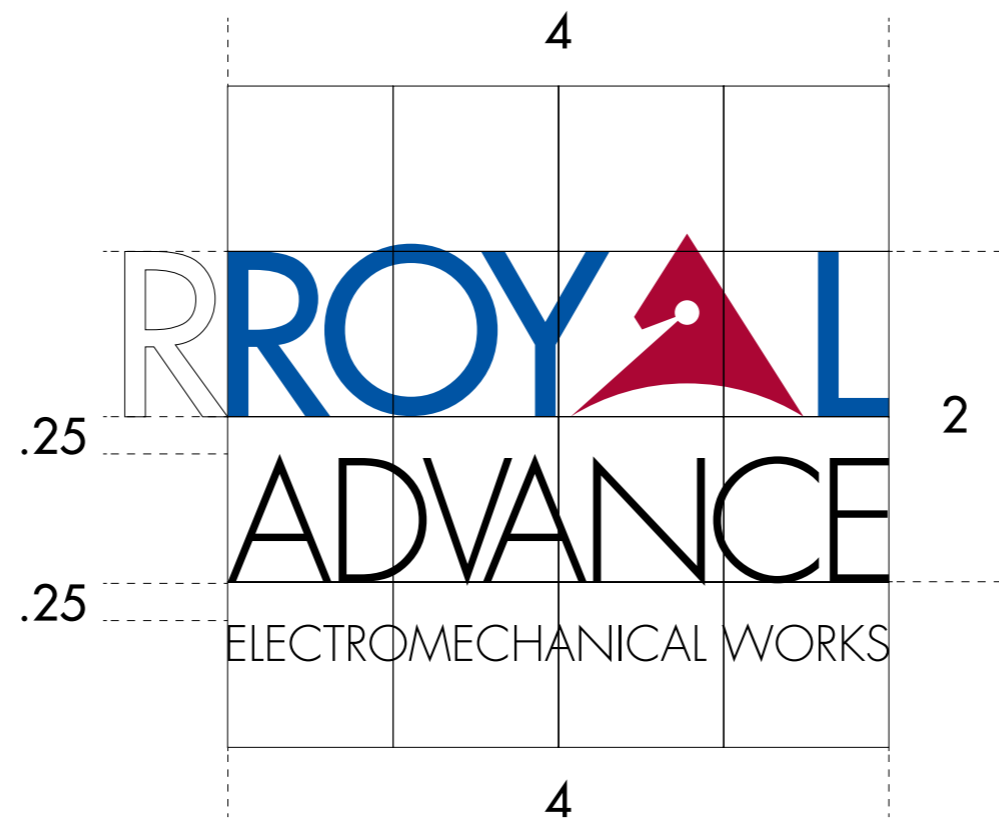
Old logo



The Royal Advance logo was revamped to give it a simple yet solid and modern feel. The attempt to show all their services by putting all the icons that represents it was made simpler by just using a mix of typography and icon based style. In order to link it with the mother company, the letter "A" on the word "Royal" was replaced using the icon of the parent brand.

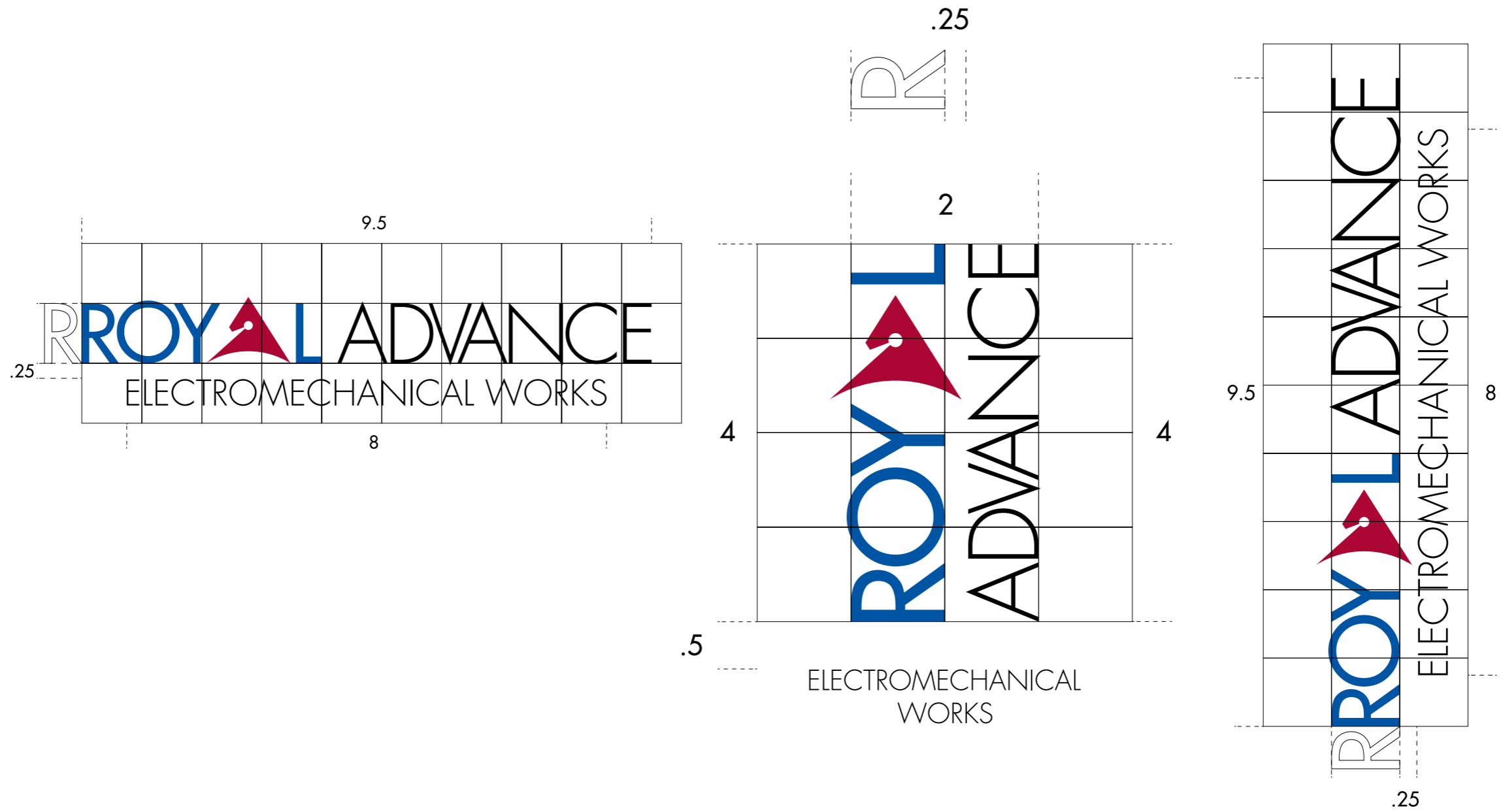
# 2.1

Master logo / Grid



# 2.2

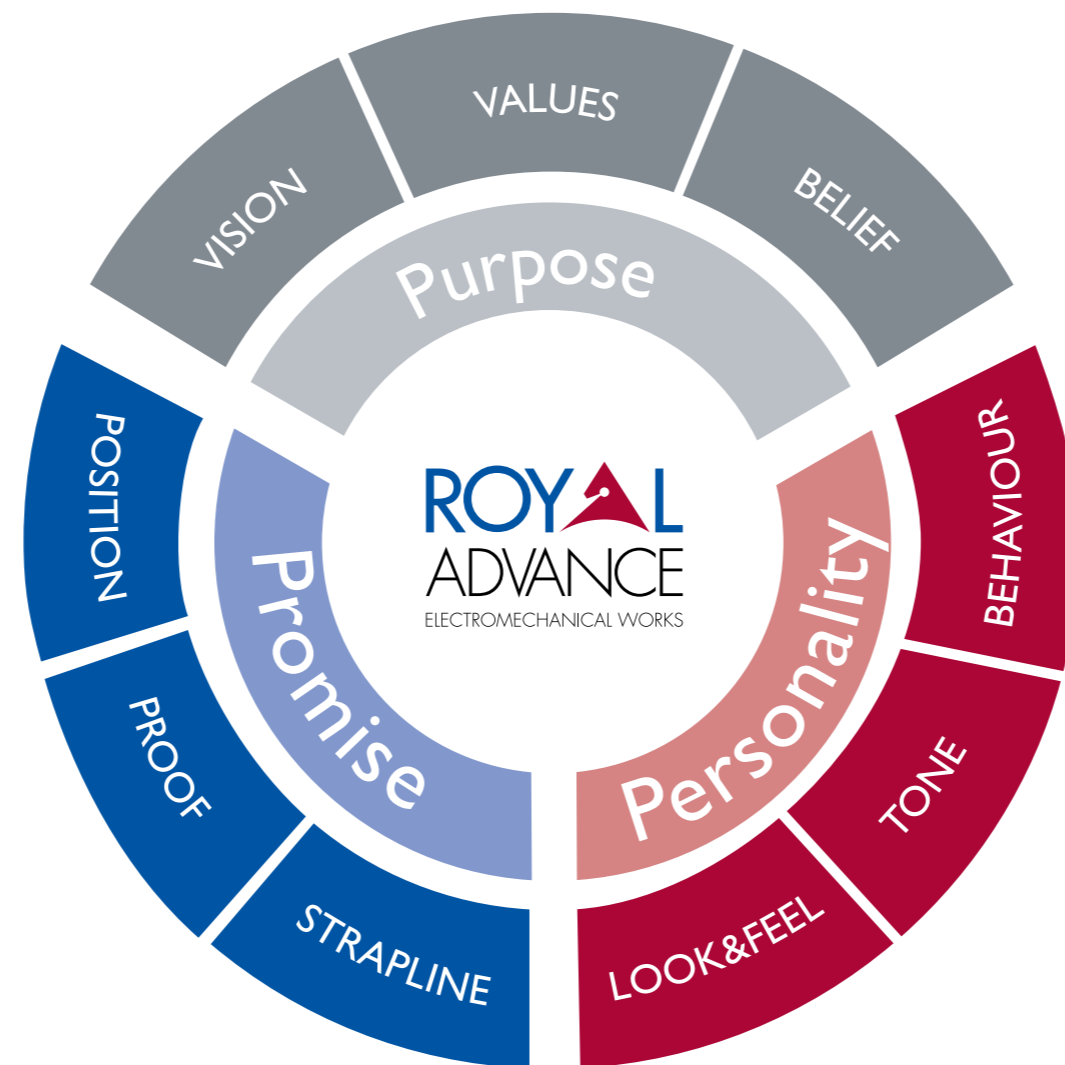
## Orientation options / Grid





# 2.3

## Brand narrative



The Brand Narrative is defined by 3 components;

- Verbal
- Visual
- Operational / Experiential communication

The Verbal and Visual communication is emanating from the promise and personality indicated in the brand wheel. The operational / experiential is the purpose indicated in the upper part of the brand wheel.

The identity of Royal Advance is shaped by its mission - The basic elements of the brand have been selected to symbolise this role, creating a unique look for Royal Advance and supporting its philosophy. They form the foundation of a distinct and memorable identity that embodies the key values and attributes of Royal Advance. The brand also symbolises Royal Advance's professionalism, aspirations and focus.

# 2.4

## Basic identity elements



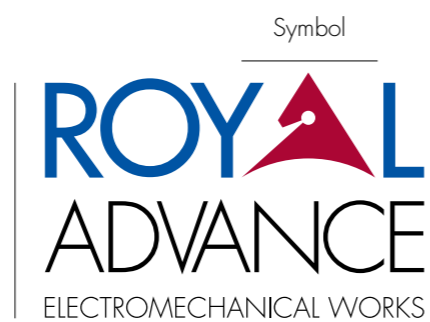
Royal Advance's visual identity has three key elements:

1. Brand identity
2. Pattern
3. Typography

If we use the elements consistently and correctly, they will create a distinctive and recognizable profile for Royal Advance.

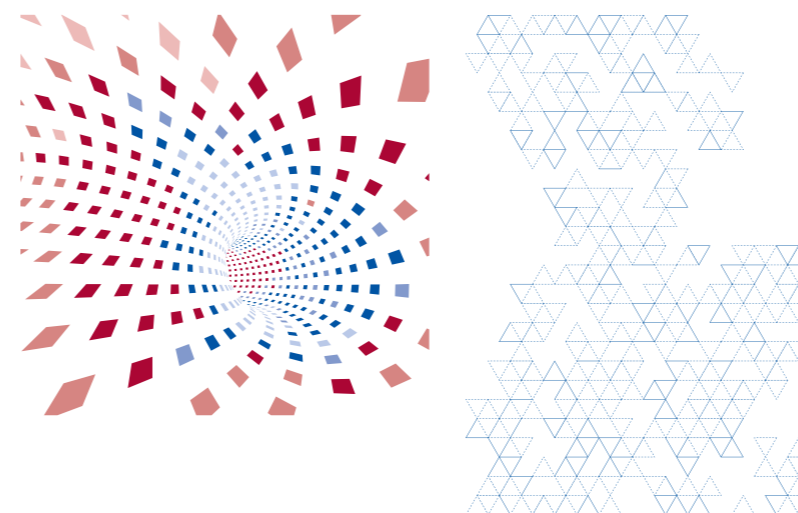
Master Logo

Wordmark and endorsement line



Symbol

Pattern



Typography

Futura

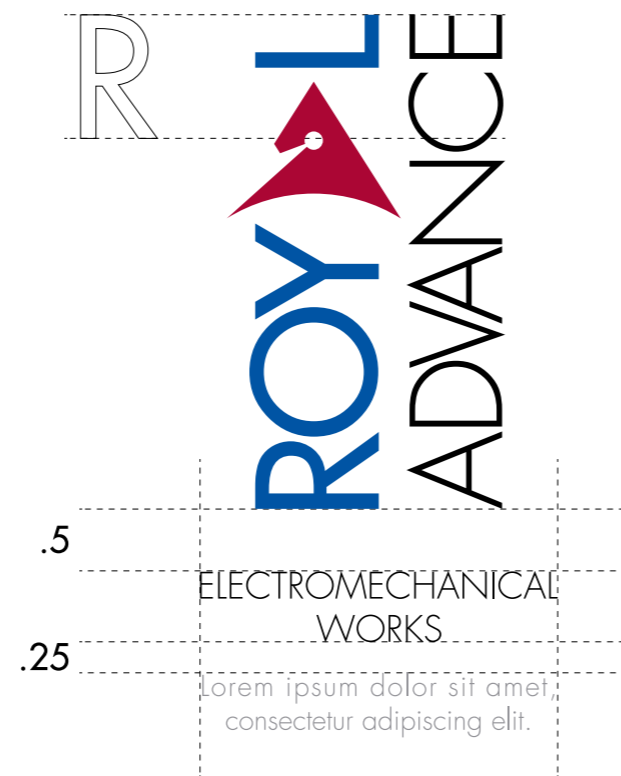
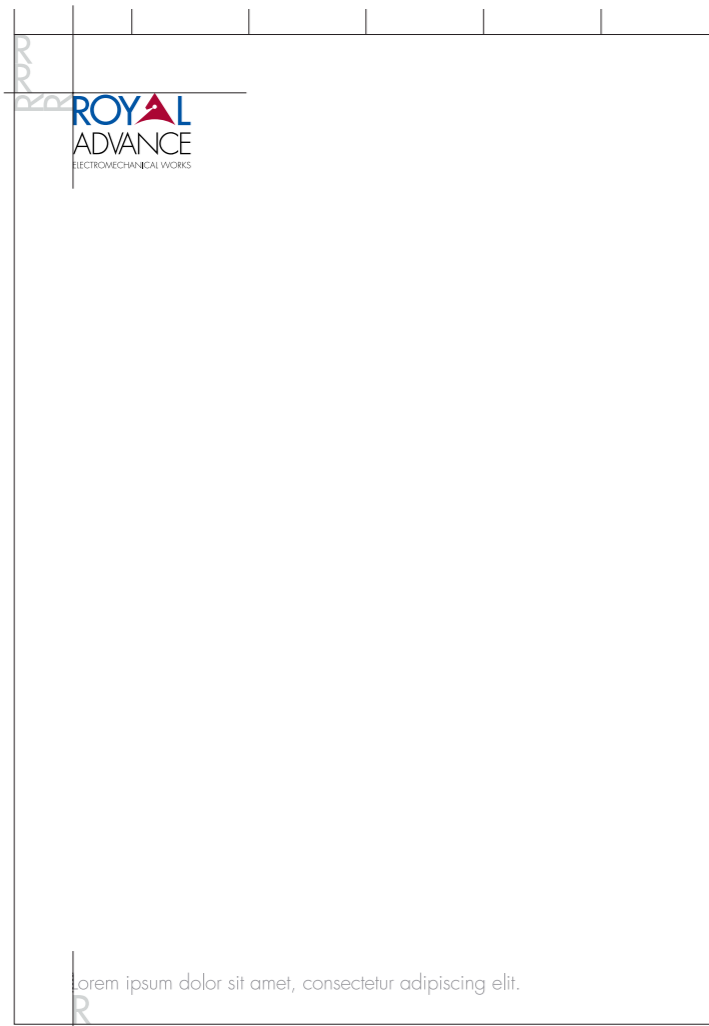
**Abc**  
Abc  
Abc  
Abc

GE SS

ا ب ت  
ا ب ت  
ا ب ت

# 2.5

## Brand identity orientation and lockups



If the logo is used in its standard format then the tagline can be incorporated within the lock-up. However, if the logo is used in an un-orthodox format, the tagline should not be used in the lock up, but, used elsewhere in the design.



# 2.6

Size



40 mm



30 mm



25 mm



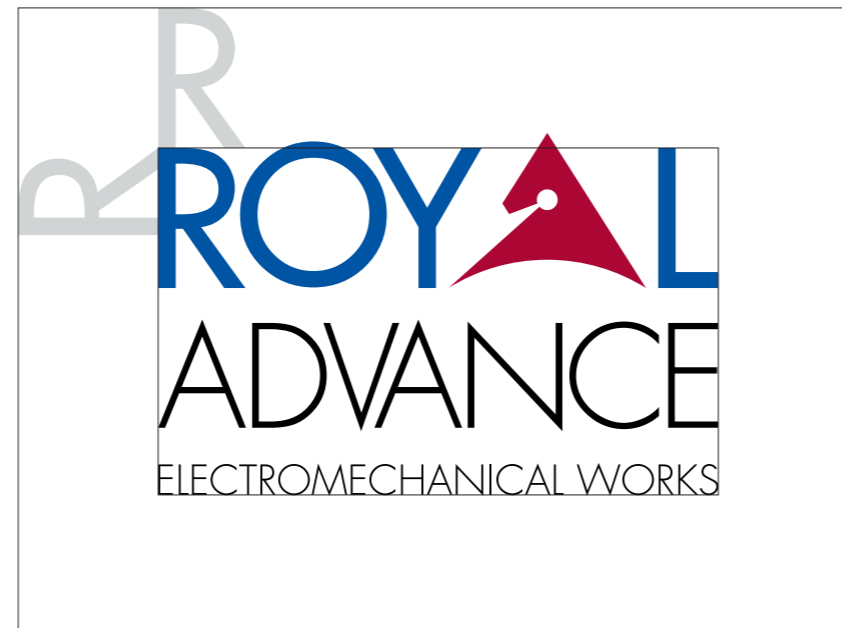
20 mm



Royal Advance logo should always be set at a legible size, the recommended minimum size in width is 20 mm or 2 cm.

# 2.7

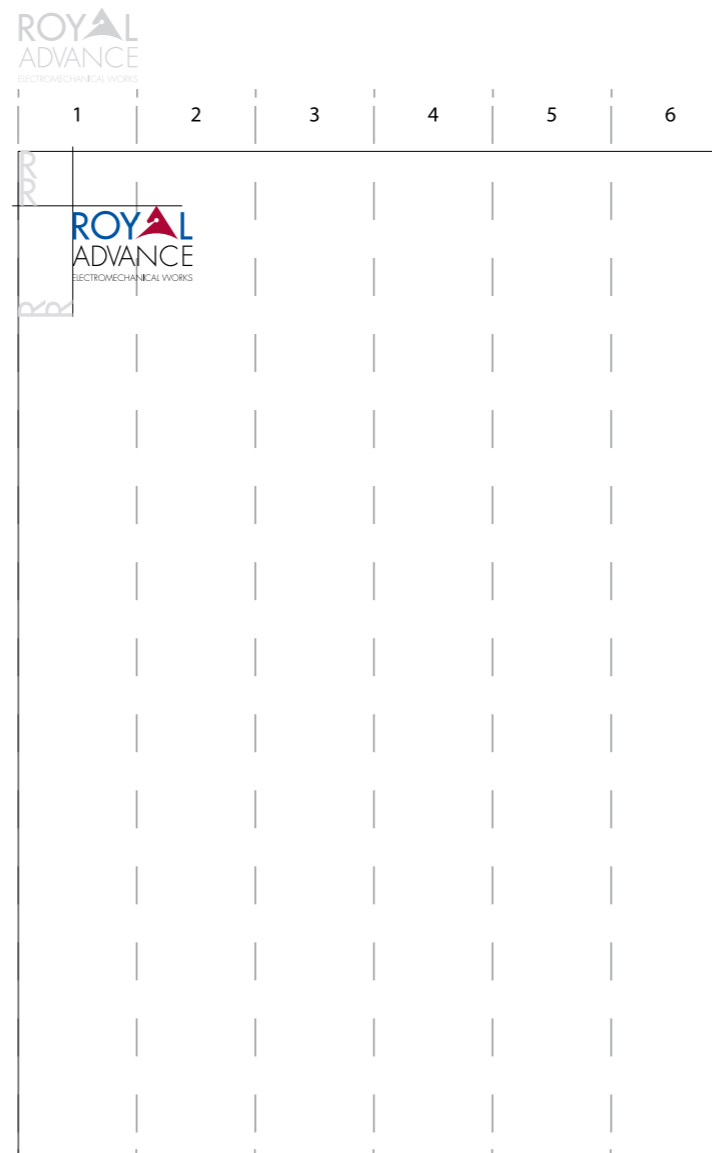
Clear space



A clear space area equal to 1 x the height of the letter "R" of the english logotype has been defined around the brand identity which should remain free from other elements (type and graphics). Use the minimum clear space area as a guide to protect the brand identity from distracting elements. It is a minimum and should be increased wherever possible.

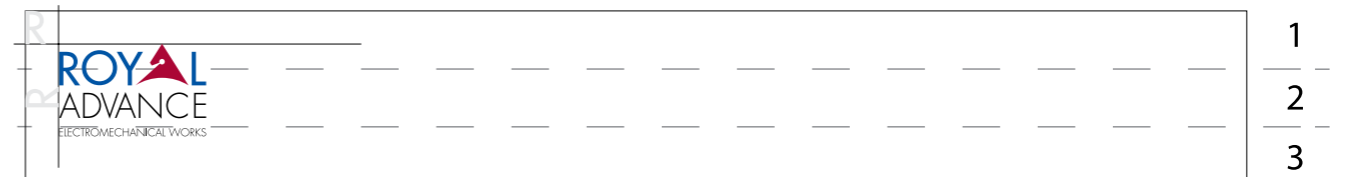
# 2.8

## Logo proportion / Placement



The width of the logo should not be smaller than the equivalent of the total work space divided by 6. In cases where the area is in horizontal orientation or the height is less than the equivalent of the width of the area divided by 6, the proportion of the logo should be based on the height divided by 3. The size of the logo should not be smaller than 1 but not bigger than 2.

Royal Advance brand identity works best when it is anchored to the left of the layout, either top or bottom. The logo should be inset from the edge at least 1x the height of the letter "R" of the english logotype.



# 2.9

## Color versions



V.1 Full color



V.2 One color positive blue



V.2 One color positive red



V.3 One color negative



There are four color variations of the brand identity. The full color version is the primary brand identity and should be used wherever possible.

**Version 1** – Full Color

Symbol – Royal Advance blue & red

Wordmark and endorsement line – Royal Advance black

**Version 2** – One color positive blue

**Version 3** – One color positive red

**Version 4** – One Color Negative

# 2.10

Logo on spot colored background



Full color



One color positive blue



One color positive red



One color negative



The diagrams on the opposite shows which brand identity versions can be used on primary and secondary colored backgrounds.



# 2.11

## Logo on photographic background



When using the brand identity on an image, select the color version that is most legible, and complements the image. The preferred brand identity color way is the full color version (1). It should be used wherever possible to reinforce our distinctive primary color palette.

V.1 Full color



V.2 Full color negative



V.3 One color positive



V.4 One color negative



# 2.12

## Color specifications

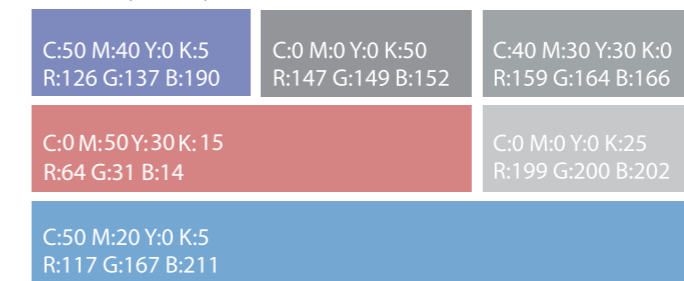


The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

### Primary color palette



### Secondary color palette

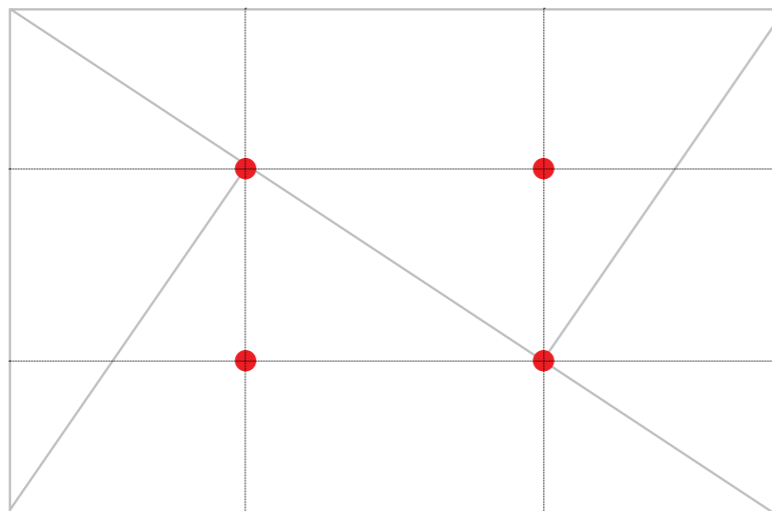


# 2.13

## Image style / Composition



When selecting images for print and electronic material, the hue should always be on the warm tone. Always consider the "Golden Triangle" ratio when framing or composing an image.



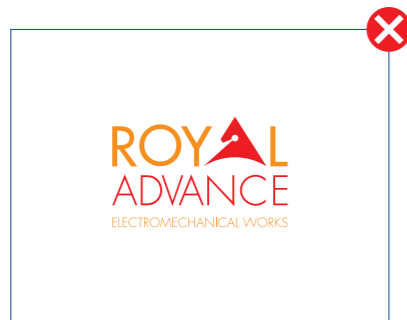
Golden Triangle



Please note: the photographic examples on this page are for conceptual and design reference only. The image rights belong to the corresponding sources or authors.

# 2.14

## Incorrect Usage



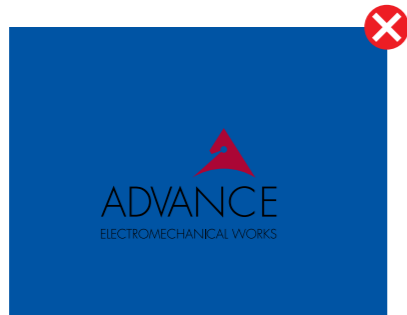
Do not change the colors of the symbol and logotype.



Ensure the brand identity is legible when using on an image.



Do not alter or redraw the symbol.



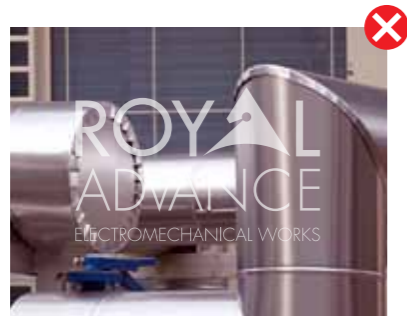
Do not use the full color brand identity on primary colored backgrounds.



Do not rotate the symbol or logotype.



Do not stretch logotype or endorsement line.



Ensure the brand identity is legible when using on an image. Do not use transparency effects.

When reproducing the brand identity, always use the master artwork. Only use one of the four color versions shown on the guidelines for use on colored backgrounds and images.

2.15

Primary typeface - English



**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**

**0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( ) - \_ = +**

Futura LT Bold

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

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( ) - \_ = +

Futura LT Regular

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

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( ) - \_ = +

Futura LT Light

For designed, branded communications done internally or outside, use Futura LT Bold / Regular for headlines / titles and Futura LT Light for body copy.

# 2.16

Primary typeface - Arabic



**ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
١٢٣٤٥٦٧٨٩**

GE SS Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
١٢٣٤٥٦٧٨٩

GE SS Light

For Arabic communications, use GE SS Bold for headlines/titles and GE SS Light for body copy.

# 2.17

## Corporate stationeries



VIP business card



Regular business card



Letterhead / Continuous sheet

# 2.17

## Corporate stationeries



Paper bag



Document envelope



# 2.17

## Corporate stationeries



DL envelope



A5 envelope

# 2.17

Corporate stationeries



CD jacket / CD label

# 2.17

Corporate stationeries



Powerpoint template (Inside pages)



Powerpoint template (Title page)



# 2.17

Corporate stationeries



Screen saver (Static)



Wallpaper






# 2.17

Corporate stationeries



Email signature



**Employee Name**  
Employee Designation  
**Royal Advance LLC**  
PO Box 111059, Abu Dhabi, U.A.E  
T: +971-2-509-7300 | M: +971-50-000-0000 | F: +971-2-509-7301  
[website](#) | [email](#) | [map](#)    

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# 2.18

Vehicle livery



Pickup truck

# 2.18

Vehicle livery



Van

# 2.18

Vehicle livery



Service bus



# 2.18

Vehicle livery



Truck