Trojan Holding is considered one of the fastest-growing construction firms in the UAE and internationally. It is comprised of several industry-leading subsidiaries.

The aim of these branding guidelines is to support the implementation of the visual identity of Trojan Holding and to ensure consistency in the delivery of all communication material for both traditional and new media. They contain visual standards for publications and other materials that are distributed to Trojan Holding’s stakeholders, ensuring the brand and its use are maintained in a professional manner.

This document provides detailed guidelines on how to treat the brand correctly on all communication materials. It is aimed at communication professionals working with Trojan Holding supplying design, print or multi-media products and services.
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OUR VISION
To advance our company and community through professional, highly effective and fast evolving business practices. Within 5 years, we ultimately aim to expand and contribute to the UAE’s vision and sustainable growth in the field of Urban Development, as we further develop our nation.

OUR MISSION
Focusing on the needs of our nation, we invest in our team of experts to take on big development challenges and strive to see them through, thus creating projects that empower people’s lives everyday and make a difference in our community.
OUR PEOPLE:
We trust that our team members are our greatest asset and that’s why we invest in inspiring them every day.

OUR QUALITY:
We deliver on our promises with a commitment to excellent quality, health, safety and the environment.
We promise to deliver with a commitment to excellent quality, health, safety and the environment.

OUR APPROACH:
We are passionate in advancing and exploring new fields as we pursue opportunities for innovation, self-improvement and development of our practices.

OUR PARTNERS:
We highly value our winning network of partnerships that we forged with leading companies, JV partners, vendors and subcontractors.

OUR COUNTRY:
We are proud contributors to the UAE story as we pursue the Vision of our leaders through building impactful projects in our society.

EMOTIONAL OWNERSHIP:
We are devoted to what we do and believe in undertaking every project with zeal. This is because we care for one another, our company and our projects.
The brandmark formation was inspired by the images shown. The basic shape of the logo (triangle) was taken from the previous symbol (horse head). The triangle is one of the basic shapes in geometry, it is a very stable shape and also symbolises growth. Another element used is the arrow from the growth chart moving upward. In general, the concept of the icon represents growth inside a stable structure.
2.1 Master Logo / Grid

Master logo vertical orientation

Master logo horizontal orientation
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 Trojan Holding is shaped by its mission - The basic elements of the brand have been selected to symbolise this role, creating a unique look for Trojan Holding and supporting its philosophy. They form the foundation of a distinct and memorable identity that embodies the key values and attributes of Trojan Holding. The brand also symbolises Trojan Holding’s professionalism, aspirations and focus.
Trojan Holding’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 Trojan Holding.
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.
In cases where there is a need to include all the subsidiaries logo, always use an omnibus strip to group the logos and at the same time minimize the use of too much elements on the artwork. The omnibus strip is always 10% of the Trojan Holding blue.
2.7 **Size**

The Trojan Holding logo should always be set at a legible size, the recommended minimum size in width is 20 mm or 2 cm.
A clear space area equal to 2 x the height of the letter “T” 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.
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.

The Trojan Holding 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 4 times the height of the letter "T" of the English logotype.
There are three 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 – Trojan Holding blue
Wordmark and endorsement line – Trojan Holding black

**Version 2 – One Color Blue**
Trojan Holding blue

**Version 3 – One Color Negative**
The diagrams on the opposite shows which brand identity versions can be used on primary and secondary colored backgrounds.
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.
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

- Pantone 2747 C
- Pantone Process Black C

Secondary color palette

- C:50 M:40 Y:0 K:5
  R:72 G:137 B:199
- C:0 M:0 Y:0 K:50
  R:141 G:149 B:152
- C:40 M:30 Y:30 K:0
  R:197 G:164 B:166
- C:85 M:30 Y:15 K:0
  R:142 B:180
- C:0 M:0 Y:0 K:25
  R:199 G:200 B:202
- C:50 M:20 Y:0 K:5
  R:117 G:147 B:211
When selecting images for print and electronic material, the hue should always be on the cool tone. Always consider the “Golden Triangle” ratio when framing or composing an image.

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.
2.15 Incorrect Usage

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.

- Do not change the colors of the symbol and logotype.
- Do not use the full color brand identity on primary colored backgrounds.
- Ensure the brand identity is legible when using on an image.
- Do not rotate the symbol or logotype.
- Do not alter or redraw the symbol.
- Do not stretch logotype or endorsement line.

Ensure the brand identity is legible when using on an image. Do not use transparency effects.
2.16 Primary Typeface - English

For long documentations, the font Trajan Pro is preferred but not mandatory to be used for short headlines (maximum 4 words) and Times Regular / Bold for headlines or titles and body copy.

Trajan Pro Bold

Times Regular
For branded communications, the font Gill Sans Light / Regular is preferred but not mandatory to be used for Headlines and body copy.

Gill Sans Light

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
! @ # $ % ^ & * ( ) - _ = +

Gill Sans 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
! @ # $ % ^ & * ( ) - _ = +

Gill Sans Regular
For designed, branded communications that needs to be written in Arabic language, the font AXt Advertising Medium should be used for headlines / titles and AXt Advertising Light for body copies.

AXt Advertising Medium

AXt Advertising Light
The Arabic Typeface GE SS Light / UltraLight can be used as a secondary font for body copies.
2.20 Corporate Stationeries

VIP Business card front

VIP Business card back

Regular Business card front

Regular Business card back

Letterhead / Continuous sheet

Regular / VIP business card
2.20 Corporate Stationeries

Paper bag

Document envelope
2.20 Corporate Stationeries

- DL envelope
- A5 envelope
2.20 Corporate Stationeries

CD jacket / CD label
2.20 Corporate Stationeries

Powerpoint template (Title page)

Powerpoint template (Inside pages)
2.20 Corporate Stationeries

Screen saver (Static)

Wallpaper
2.20 Corporate Stationeries

Email signature

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2.21 Office Branding

Building Façade

Main entrance branding
2.22 Vehicle Livery

Pickup truck
2.22 Vehicle Livery

Van
2.22 Vehicle Livery

Mini bus
2.22 Vehicle Livery

Truck