

Rotana

Residences – Al Reem Island
Abu Dhabi



Visual Standards Guidelines

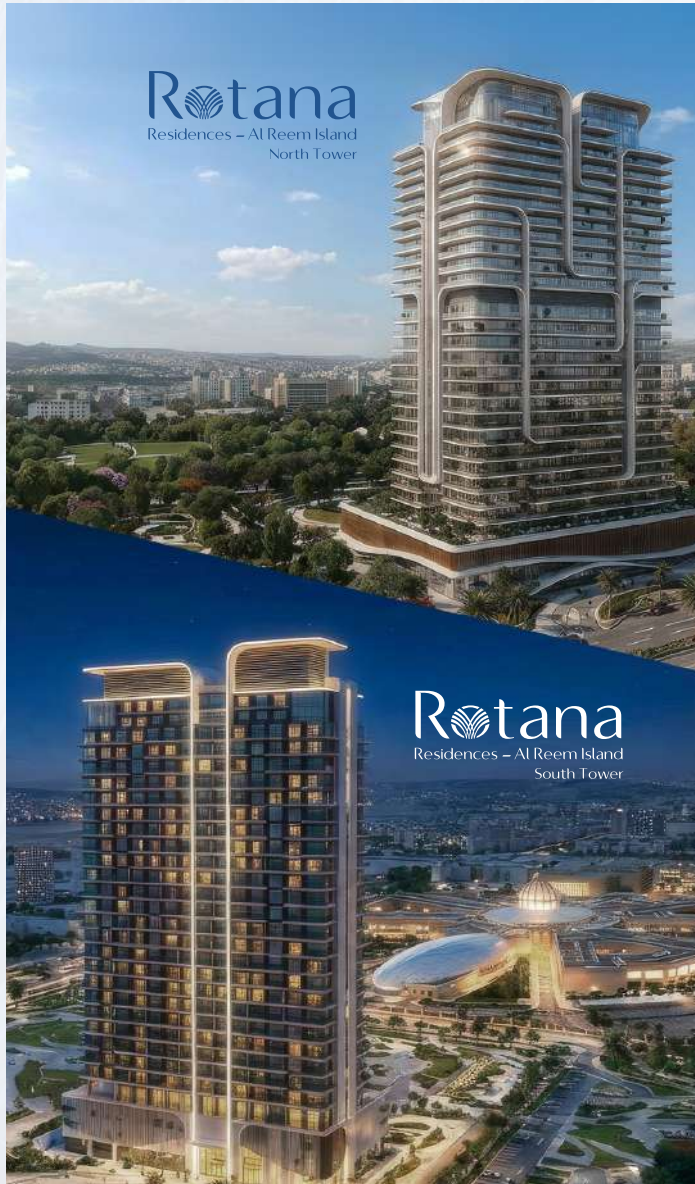


Rotana Residences
Value Proposition
Guiding Principles
Brand Manifesto
Campaign Idea
North Tower
South Tower

Brand Strategy

Brand Strategy

Rotana Residences



Rotana Residences, Al Reem Island

Rotana Residences on Al Reem Island delivers dynamic dual-living experiences with one tower crafted for serene, wellness-focused family living and the other designed as a vibrant, energetic environment suited for lifestyle seekers and investors alike. A dual-tower collection designed for every lifestyle. Retreat to a peaceful park-side sanctuary or immerse yourself in the pulse of the city.

A REPUTABLE LIFESTYLE BRAND, CELEBRATING DUALITY.

From a serene lifestyle to a social space,
launching two towers offering lifelong
homes in Al Reem Island.

Brand Strategy

Guiding Principles

Treasured Time

Every resident feels cared for, with Rotana's human touch woven into daily life.

Life Friend

Welcoming every guest like a friend, building trusted lifelong relationship.

Design with Purpose

Blending modern luxury with a deep connection to the local culture and heritage.

Embracing the Duality

Honoring the culture of the destination while adding a modern soul to the offering.

Brand Strategy

Brand Manifesto

A Story of Two Towers. And Every Rhythm of Life.

On Reem Island, where the city's future is shaped by ideas and ambition, and nature offers space to pause and reflect, **two towers rise - not as opposites, but as complements.**

The Twin Towers of Rotana Residences are a celebration of duality.

Of life lived in balance, and time treasured.

Of energy and ease, curiosity and calm.

Between motion and meaning

On one side, the pulse of a thriving university - alive with youth, learning, and forward momentum.

On the other, a park that breathes - green, open, restorative.
Here, life flows naturally between these worlds.

Mornings begin with movement and possibility.

Ideas spark over coffee, routines are energized by purpose, and the city feels close and alive.

As the day unfolds, the rhythm softens.

Evenings drift toward tree-lined paths, open skies, and moments of quiet reflection.

This is not a choice between lifestyles.

It is the freedom to live both.

For the young. And the young at heart.

Rotana Residences are designed for those who are building their futures and for those who have learned how to enjoy the present.

For residents driven by ambition, connection, and discovery.
And for those who value comfort, refinement, and intentional living.

Every residence is crafted to support life as it evolves.
Spaces that welcome energy during the day and offer calm by night.

Design that feels contemporary yet timeless.

From social moments to private retreat, the towers adapt effortlessly - just like the people who live within them.

The Rotana Residences do not define how you should live - they simply give you the space to live fully.

Rotana Residences, Reem Island

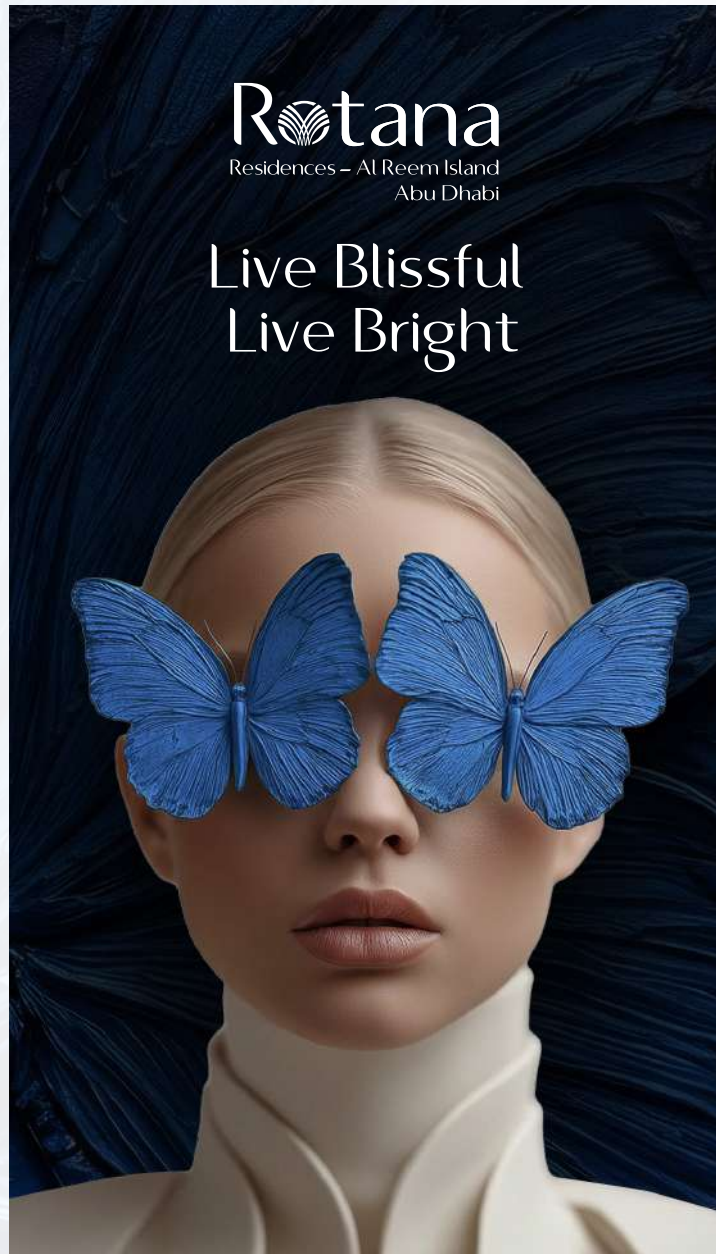
Two towers.

Two rhythms.

One way of life.

Brand Strategy

Campaign Idea



Live Blissful Live Bright

MAIN MESSAGE

Live Calm
Live Curious

Live Free
Live Fearless

Live Relaxed
Live Rhythmic

Live Balanced
Live Brilliant

Live Serene
Live Social

SUB MESSAGE

Brand Strategy

North Tower

Rotana

Residences – Al Reem Island
North Tower

Set alongside the lush expanses of Al Fay Park, Rotana Residences North is defined by openness, nature, and a serene lifestyle. Thoughtfully planned amenities, including a dedicated game room and a range of family-friendly shared spaces, are designed to encourage interaction, comfort, and everyday ease. Anchored by Rotana's renowned hospitality, North Tower brings together warm design, attentive service, and a welcoming sense of community; delivering a lifestyle shaped by care, quality and long-term value.



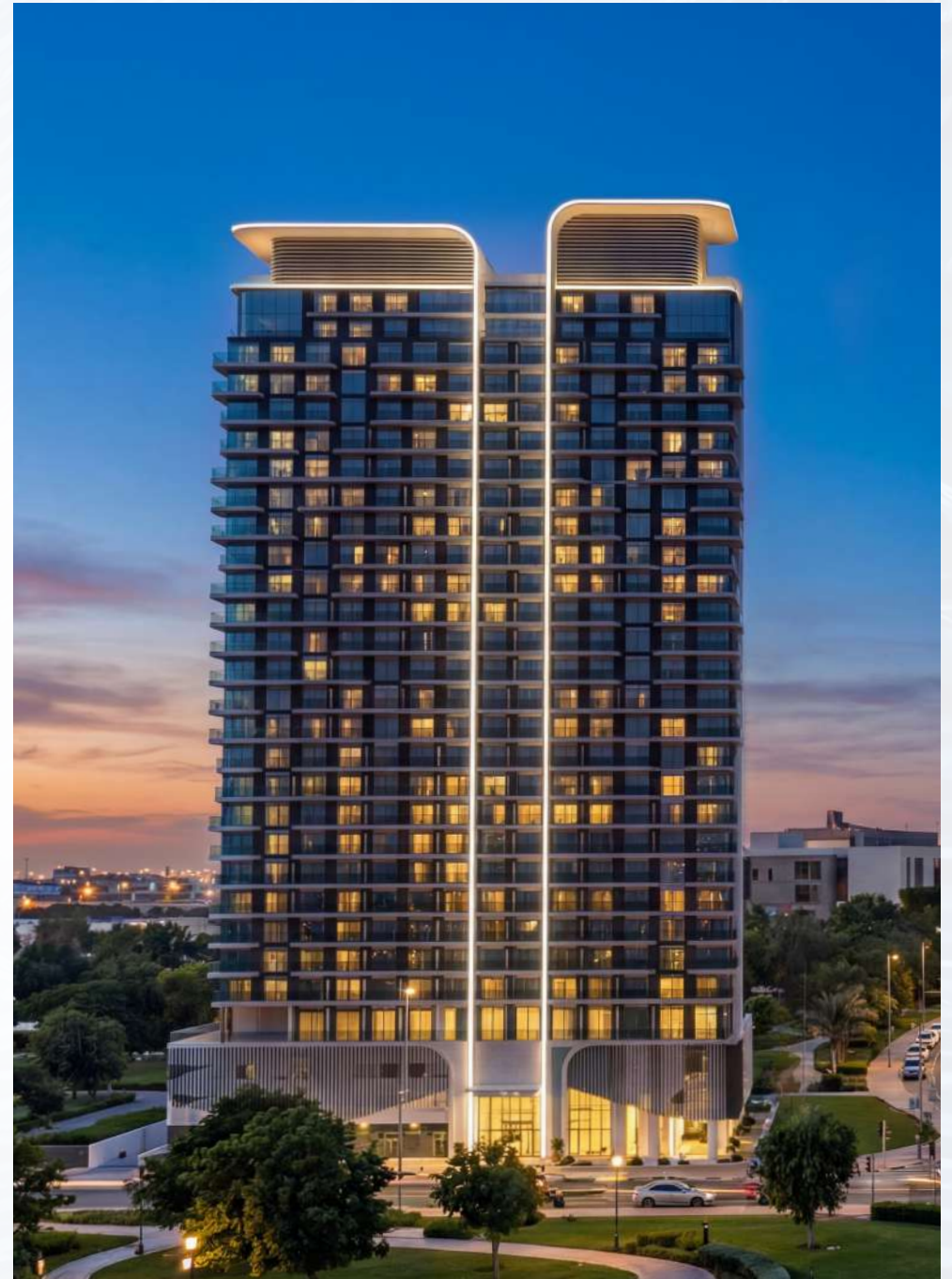
Brand Strategy

South Tower

Rotana

Residences – Al Reem Island
South Tower

Rotana Residences South enjoys a prime position near Sorbonne University, immersed in a lively and culturally rich district. Shaped by contemporary design and a vibrant urban rhythm, the tower blends thoughtfully planned homes with lifestyle-oriented amenities. Anchored by Rotana's signature hospitality and attentive service, South Tower offers a refined residential experience where energy, elegance and ease come together naturally.





English Brand Logo
Arabic Brand Logo
Brand Tagline

Brand Identity

Brand Identity

English Logo



This is the primary logo lock up of the project to be used across all applications for marketing purposes.

This example shows the Blue English logo used on a light background.

Brand Identity

Arabic Logo



Residences – Al Reem Island
Abu Dhabi

This is the primary logo lock up of the project in Arabic to be used across all applications for marketing purposes.

This example shows the white Arabic logo used on a dark or textured background.



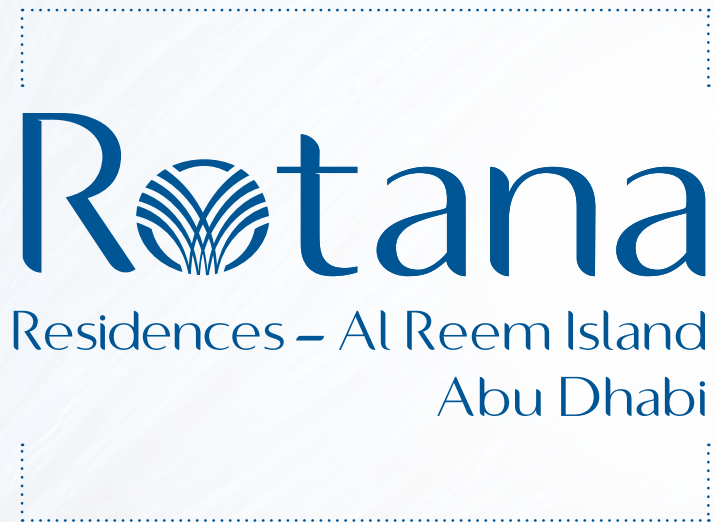
Brandmark Elements
Tower Brandmark
Minimum Size
Clear Space

Brandmark

Brandmark

English Logo

Rotana Brandmark
Element 1



Residences + Location
Element 2

Residences – Al Reem Island
Abu Dhabi

Brandmark Elements

The Rotana Residences English brandmark is composed of two distinct yet essential elements that must always appear together in approved applications.

Element 1: The Rotana master brandmark in English, used strictly in accordance with official Rotana brand guidelines, without alteration in form, proportion, or styling.

Element 2: The project descriptor, which includes the word “Residences” followed by the project location (e.g., Al Reem Island). This descriptor provides contextual clarity while maintaining alignment with the overall brand architecture. Both elements work in tandem to ensure brand consistency while clearly identifying the specific development.

Each element and their relationship has been carefully designed. This relationship is fixed and must never be altered. The brandmark should be used on all Rotana Residences collaterals including business, consumer and corporate advertising, marketing communications, customer communications, and employee communications material.

The brandmark exists as a set of master artworks that can be found within the Policies & Procedures library in MyRotana.

Brandmark

Arabic Logo

Rotana Brandmark
Element 1



Residences + Location
Element 2

Brandmark Elements

The Rotana Residences Arabic brandmark is composed of two distinct yet essential elements that must always appear together in approved applications.

Element 1: The Rotana master brandmark in Arabic, used strictly in accordance with official Rotana brand guidelines, without alteration in form, proportion, or styling.

Element 2: The project descriptor, which includes the word “Residences” followed by the project location (e.g., Al Reem Island). This descriptor provides contextual clarity while maintaining alignment with the overall brand architecture. Both elements work in tandem to ensure brand consistency while clearly identifying the specific development.

Each element and their relationship has been carefully designed. This relationship is fixed and must never be altered. The brandmark should be used on all Rotana Residences collaterals including business, consumer and corporate advertising, marketing communications, customer communications, and employee communications material.

The brandmark exists as a set of master artworks that can be found within the Policies & Procedures library in MyRotana.

Brandmark

North Tower Brandmark

Rotana Brandmark

Rotana

Residences – Al Reem Island

North Tower

Project Identifier + Location

Tower Name

Rotana Brandmark

روتانا

Residences – Al Reem Island

North Tower

Project Identifier + Location

Tower Name

As the development comprises two distinct towers, dedicated logos have been created for each to ensure clear identification and consistent communication.

The **North Tower brandmark** is constructed by pairing the tower name with the primary project logo, positioned directly beneath it. This configuration forms a unified and recognizable brandmark specific to the tower while maintaining alignment with the overall Rotana Residences visual identity.

Brandmark

South Tower Brandmark

Rotana Brandmark

Rotana

Residences – Al Reem Island

South Tower

Project Identifier + Location

Tower Name

Rotana Brandmark

روتانا

Residences – Al Reem Island

South Tower

Project Identifier + Location

Tower Name

As the development comprises two distinct towers, dedicated logos have been created for each to ensure clear identification and consistent communication.

The **South Tower brandmark** is constructed by pairing the tower name with the primary project logo, positioned directly beneath it. This configuration forms a unified and recognizable brandmark specific to the tower while maintaining alignment with the overall Rotana Residences visual identity.

Brandmark

Usage Guidelines for Tower Specific Logos

Rotana

Residences – Al Reem Island
North Tower

Rotana

Residences – Al Reem Island
South Tower

Usage Guidelines

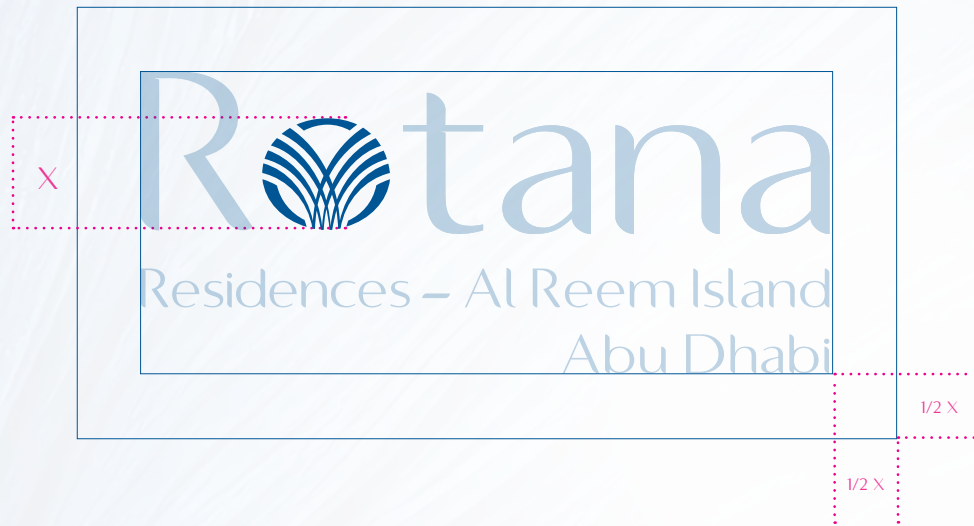
The brandmarks developed for Rotana Residences North Tower and Rotana Residences South Tower are designated for use across all tower-specific applications.

These include, but are not limited to, stationery, signage, environmental and exterior façade branding, marketing collateral, and official documentation such as Sales and Purchase Agreements related to the respective towers.

When communications or campaigns focus on an individual tower, the corresponding tower logo should be used consistently across all relevant marketing and communication materials to ensure clarity, distinction, and brand alignment.

Brandmark

English Logo



Minimum Clear Space

Always maintain a minimum clear space around the Rotana Residences brandmark to preserve its integrity. To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy, photographs or graphic elements.

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

The clear space for the Rotana brandmark is half the cap height of the Rotana motif, around the signature.

Brandmark

Arabic Logo



Minimum Clear Space

Always maintain a minimum clear space around the Rotana Residences brandmark to preserve its integrity. To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy, photographs or graphic elements.

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

The clear space for the Rotana brandmark is half the cap height of the Rotana motif, around the signature.

Brandmark

English Logo

Rotana Residences
- Al Reem Island
Brandmark



45 mm

Rotana Residences
North Tower
Brandmark



45 mm

Rotana Residences
South Tower
Brandmark



45 mm

Minimum Size Guide

To protect the integrity, legibility and impact of the Rotana Residences brandmark, Building Tower brandmark and motif, it must never be reproduced in sizes smaller than those shown.

Brandmark

Arabic Logo

Rotana Residences
- Al Reem Island
Brandmark



Residences – Al Reem Island
Abu Dhabi



45 mm

Rotana Residences
North Tower
Brandmark



Residences – Al Reem Island
North Tower



45 mm

Rotana Residences
South Tower
Brandmark



Residences – Al Reem Island
South Tower



45 mm

Minimum Size Guide

To protect the integrity, legibility and impact of the Rotana Residences brandmark, Building Tower brandmark and motif, it must never be reproduced in sizes smaller than those shown.

Brandmark

Logo Incorrect Usage



DO NOT
add a drop shadow
to the logo



DO NOT
outline the
logo



DO NOT
stretch the
logo



DO NOT
add gradient color
to the logo



DO NOT
rotate the
logo



DO NOT
change the spacing of the
logo elements



Logo Incorrect Usage

It is important that the appearance of the brand remains consistent.

The logo should not be misinterpreted or modified and should always be used in-line with these brand guidelines. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. This page shows examples of how NOT to use the Rotana Residences - Al Reem Island brandmark.



Colour Palette
Brand Logo

Brand Colour

Brand Colour

Colour Palette



Rotana Blue

HEX Code 005596

Pantone 294

CMYK
C100 M58 Y00 B21

RGB
R0 G85 B150



Black Charcoal

HEX Code 005596

CMYK
C75 M67 Y67 B87

RGB
R4 G6 B6



Off White

HEX Code F9F7F5

CMYK
C01 M01 Y02 B00

RGB
R250 G248 B245

Brand Colour

Brand Logo



Rotana Blue Brand Logo



Black Charcoal Brand Logo



Off White Brand Logo



English Fonts
Arabic Fonts
Digital Media Fonts
Corporate House Style

Typography

Rotana

Rotana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()

Rotana Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()

Brand Typography

Secondary English Font

MinervaModern

MinervaModern Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@£\$%^&*()

MinervaModern Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@£\$%^&*()

MinervaModern Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@£\$%^&()*

MinervaModern Italic

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abcdefghijklmnopqrstuvwxyz

0123456789 !@£\$%^&()*

AXT Rotana
Font missing



Graphic Element & Textures

Brand Graphic Element

The Butterfly



The Butterfly as a Brand Motif

The butterfly is a meaningful symbol for Rotana Residences Al Reem Island, reflecting both the spirit of the development and the presence of its dual towers. Its natural balance and symmetry mirror the relationship between the North and South Towers.

Its effortless movement through open spaces symbolizes freedom, openness, and a sense of possibility, while the natural symmetry of its wings reflects harmony and duality working as one.

The Butterfly has a gentle uplifting energy that feels serene and balanced and also represent growth, vibrancy and life.

Brand Textures

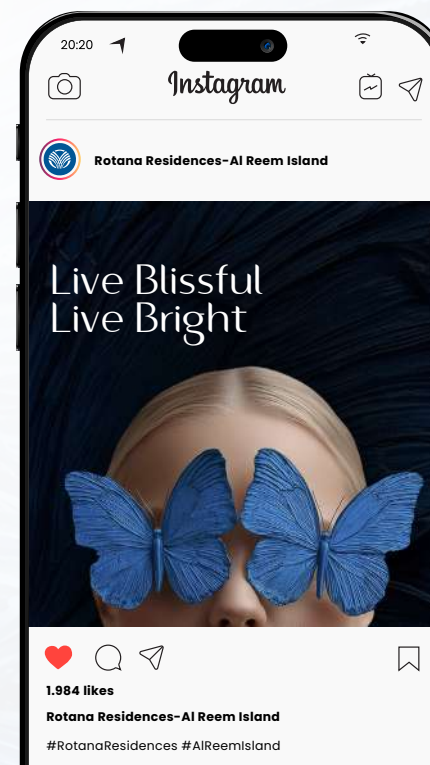
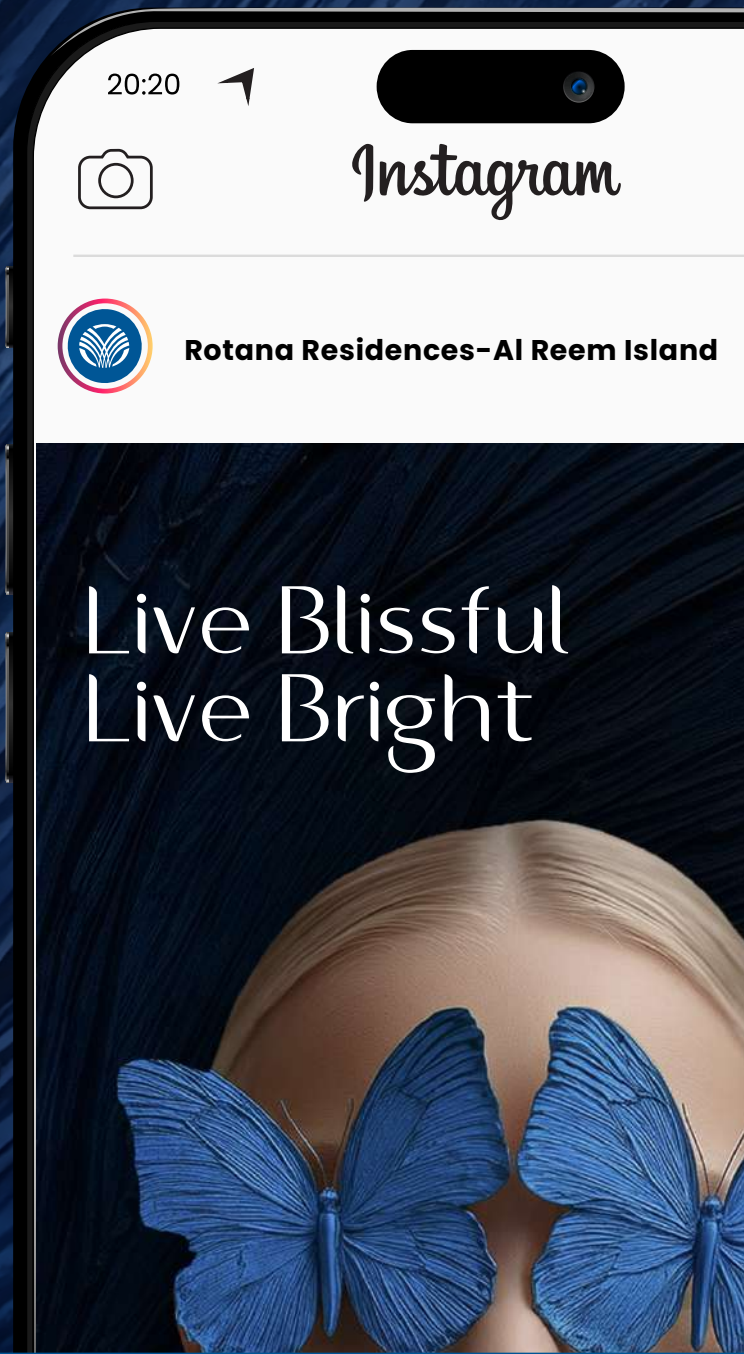




Brand Application







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Live Blissful
Live Bright

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