

BRAND
GUIDELINES



THE BRAND GUIDELINES ARE DEVELOPED TO ENSURE CONSISTENT USAGE AND DIFFERENTIATION THROUGHOUT OUR BRANDED TOUCHPOINTS AND APPLICATIONS.

In this document, you will discover how our brand communicates in terms of tone, look, and feel. These guidelines provide an overview of what we collectively need to do to establish a distinctive essence.

The guidelines ensure that the brand's consistency is communicated at all times by using the components correctly, generating a sense of refinement, calm, and elegance.

CONTENTS

1.0 BRAND CODE

- 1.1 Narrative

2.0 BRANDMARK

- 2.1 Breakdown
- 2.2 Clear Space
- 2.3 Misuses
- 2.4 Usage of Image
- 2.5 Sizes

3.0 COLOUR PALETTE

- 3.1 Breakdowns and Usage

4.0 TYPOGRAPHY

- 4.1 Typeface and Hierarchy

5.0 PATTERN

- 5.1 Pattern Usage

6.0 IMAGE BANK

- 6.1 Interior Renders
- 6.2 Exterior Renders

7.0 GRID & LAYOUT

- 7.1 Grid & Layout System
- 7.2 Typography Examples

8.0 APPLICATION

- 8.1 Digital

BRAND CODE

The brand code serves as the positioning and foundation for VELA, Dorchester Collection, Dubai. It embodies the DNA and philosophy that set us apart. The brand code encompasses a narrative and a core concept that encapsulates.

NARRATIVE

In Dubai, a rare quality exists, understood by only a select few. It's an essence that transcends boundaries, not just within the city but on a global scale. This essence of true uniqueness is embodied by OMNIYAT's masterpiece – VELA, Dorchester Collection, Dubai.

Crafted by OMNIYAT, VELA stands as a symbol of distinction in the city, reaching new heights in Marasi Bay and offering incredible views from every angle. It's more than a residence; it's a gateway to an elevated way of life, surrounded by energy and immersed in beauty.

Under the attentive care of Dorchester Collection's legendary service, VELA promises a lifestyle of comfort and ease. Going beyond the ordinary, VELA introduces exceptional services and exclusive experiences, setting a new standard for luxury living.

From inspiring architecture to spacious design and breathtaking views, VELA is a place of true beauty. These features, combined with exquisite establishments, make VELA a unique and incomparable destination, adding the finishing touches to the perfect address.



BRANDMARK

The brandmark serves as the key emblem of distinction, helping people in finding, recognising, and remembering VELA. Designed as a symbol of elegance, it seamlessly aligns with VELA’s identity.

[LOGO ASSETS CAN BE DOWNLOADED HERE](#)

BRANDMARK WORDMARK

The brandmark is designed to work on all VELA, Dorchester Collection, Dubai platforms, both in printed and digital formats.

The primary brandmark consists of a wordmark and an icon. It is a highly valuable asset that must be used consistently in the correct and approved forms to ensure that its integrity is maintained whenever it is used.

PRIMARY BRANDMARK



VELA



)(Dorchester *Collection*
DUBAI

BRANDMARK CLEAR-SPACE
& MINIMUM SIZES

Clear space ensures the legibility of our
brandmark across all applications and
prevents type, imagery, or other graphic
elements from impeding on the brandmark.
No other design elements should impede on
the designated clear space. The clear space is
determined by the height of the brand icon
on each side.

The minimum size ensures legibility and
should not be used under 24mm wide.

Please make sure to have a sample done
before starting mass production.

CLEAR-SPACE



MINIMUM SIZE



BRANDMARK & SYMBOL MISUSES

Do not resize or change the position of the brandmark and symbol.

Avoid stretching the brandmark or symbol in any direction or rotating it.

Do not alter the colours, even if they appear similar. Utilise the official colour specifications detailed in the guidelines.

These principles also apply to the brand symbol.

SIZE & POSITION



PROPORTION AND ROTATION



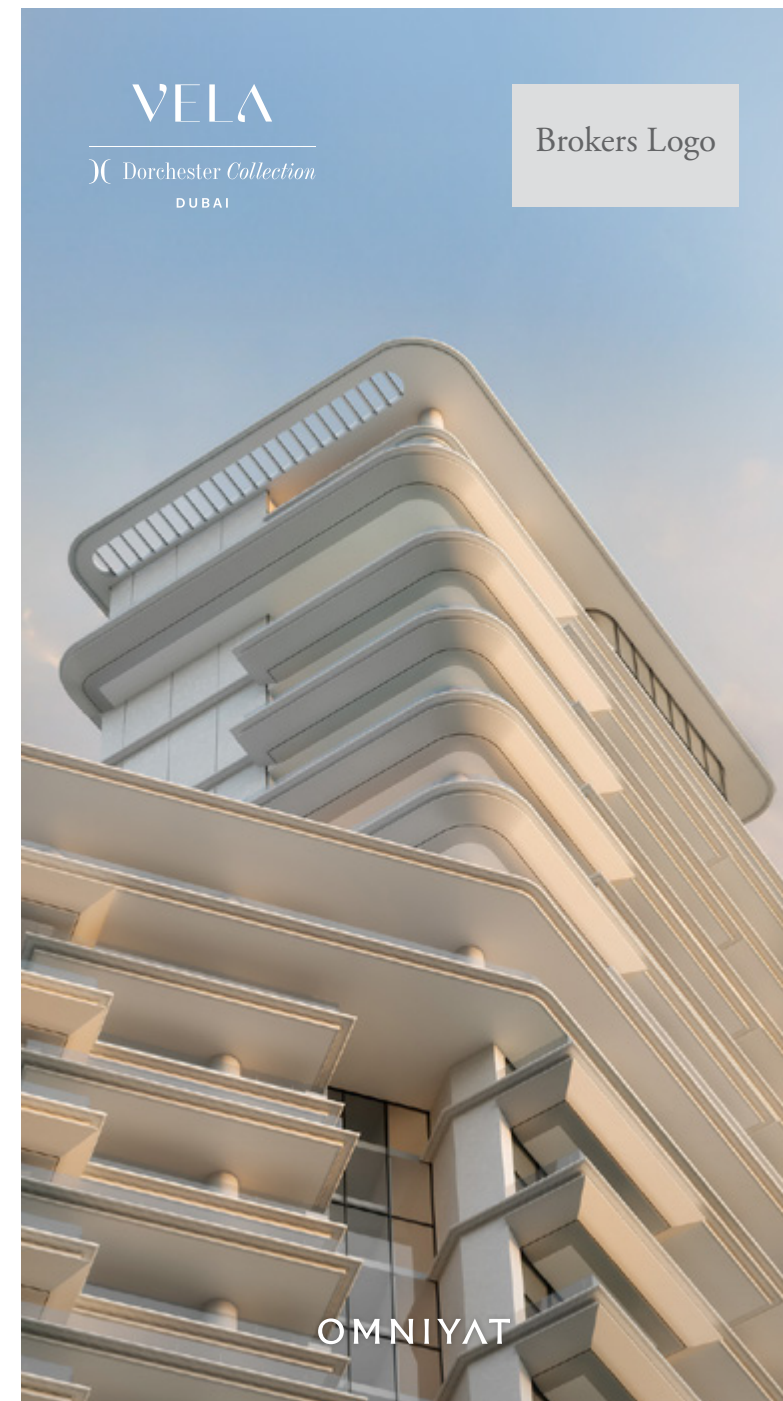
COLOUR



This page illustrates guidelines on the inappropriate use of logos, patterns, and texts when showcasing the property. When featuring images of the property, logos should never be overlaid onto the image or be placed on top of the property. Additionally, the image should not be skewed or stretched.

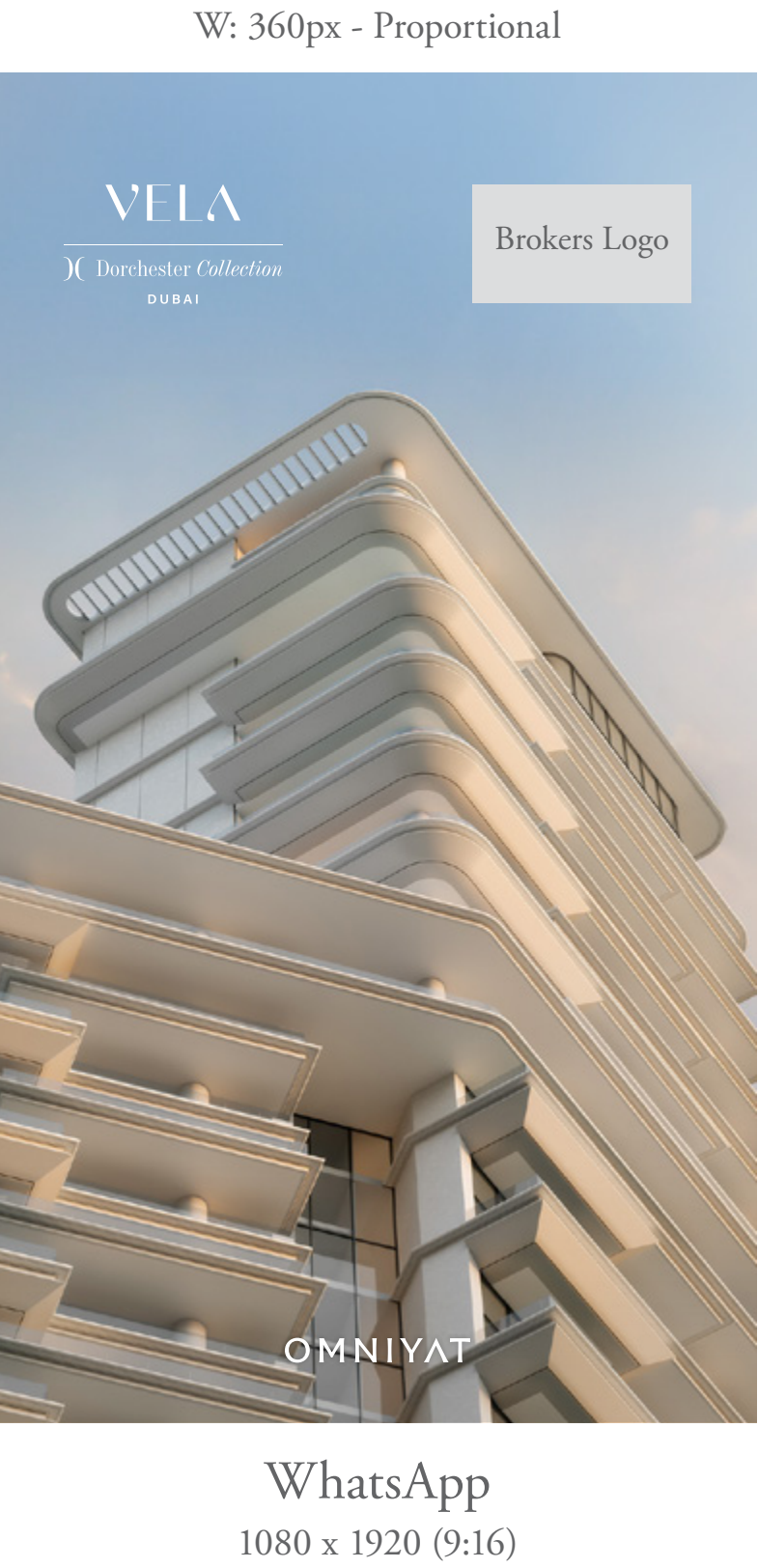
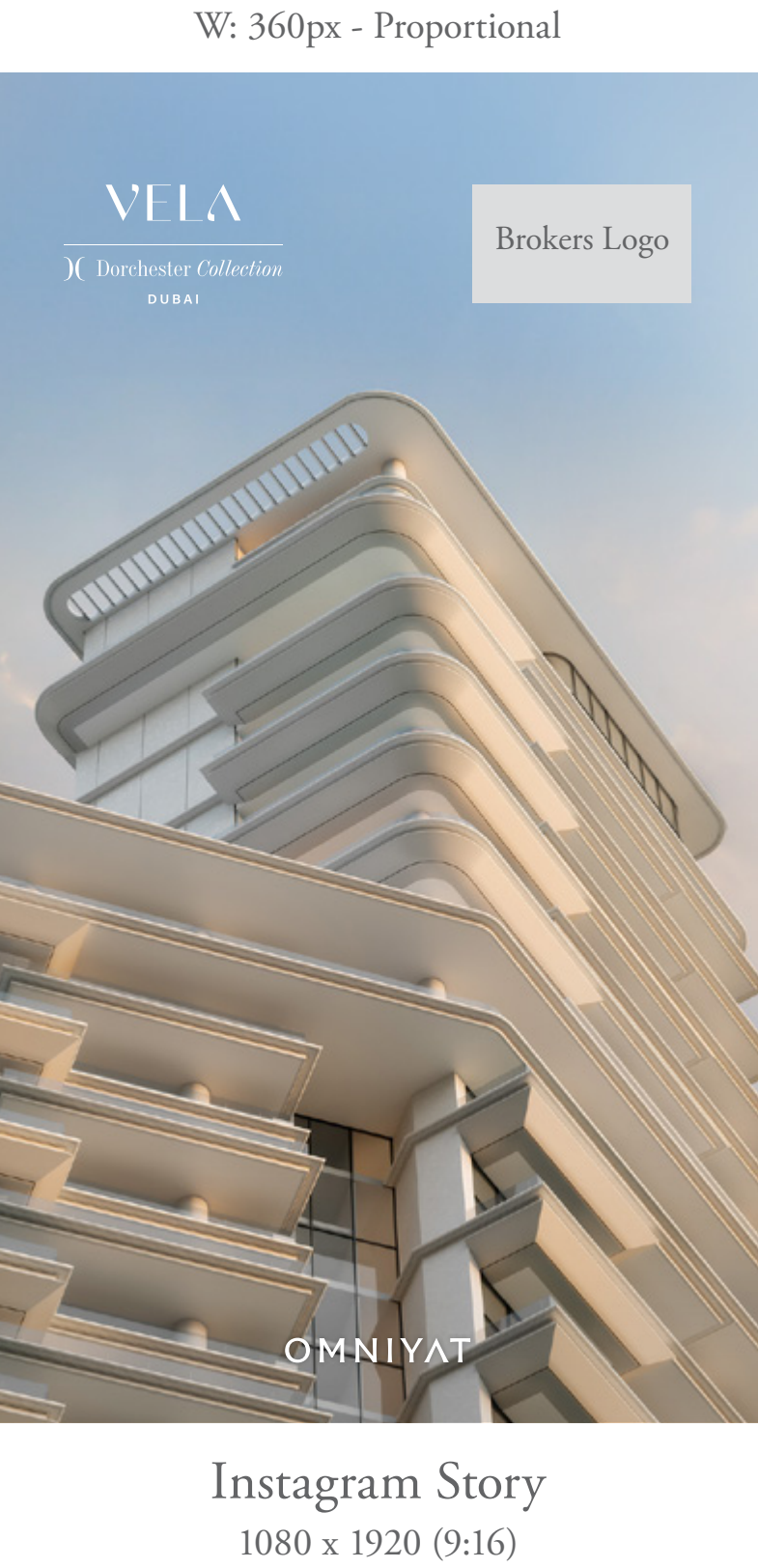


This page demonstrates the appropriate use of logos with regard to cropping and layout of where the logo, patterns and text can be applied.



STATIC IMAGES

These examples showcase how the logo can be effectively utilised on images of VELA across various social media channels.

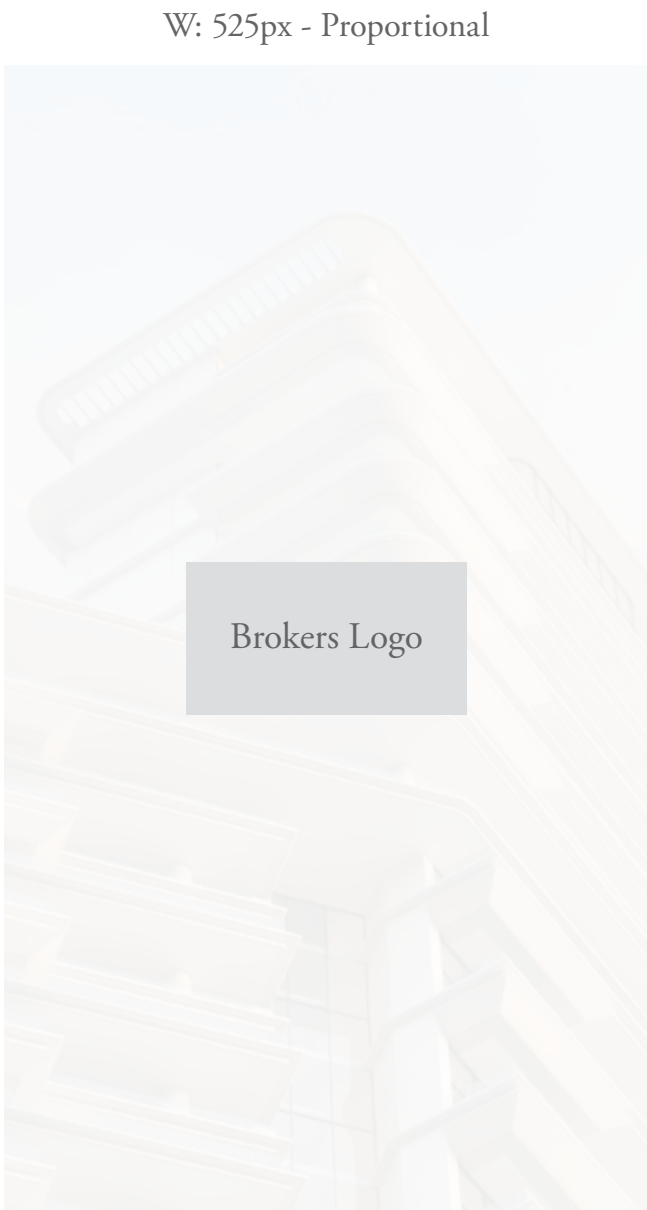


VIDEO

These examples illustrate how the VELA logo should be used in videos. The first frame should always feature the VELA logo lockup, the second frame should display the broker’s logo, and the end frame should incorporate the OMNIYAT logo.



WhatsApp (for Brokers)
1080 x 1920 (9:16)



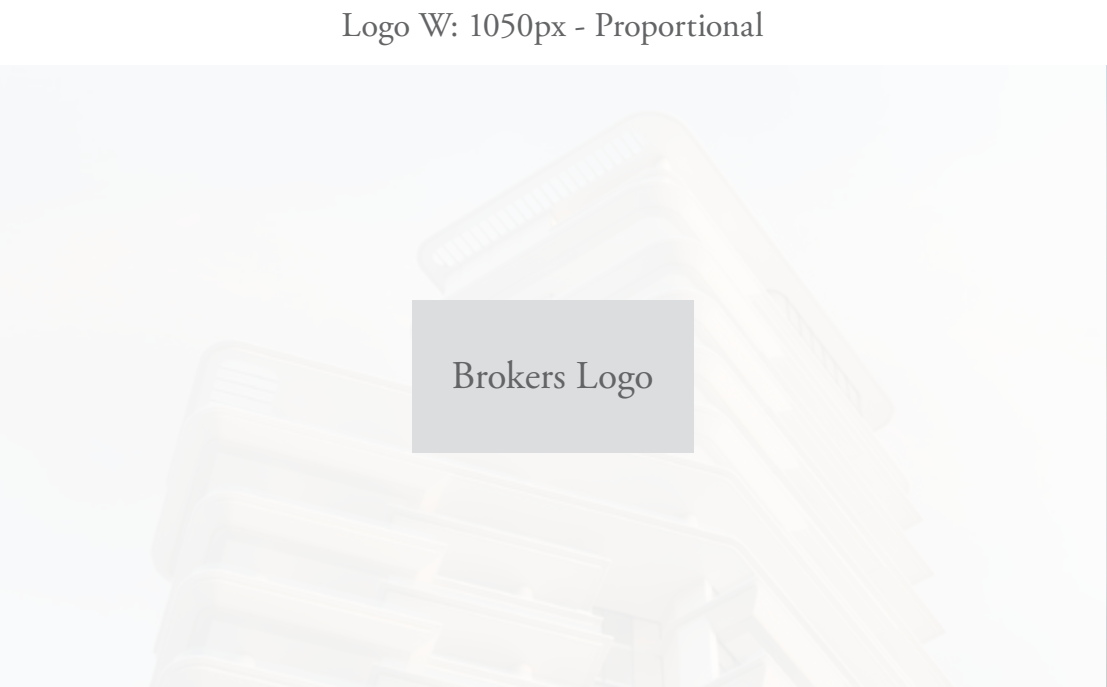
WhatsApp (for Brokers)
1080 x 1920 (9:16)



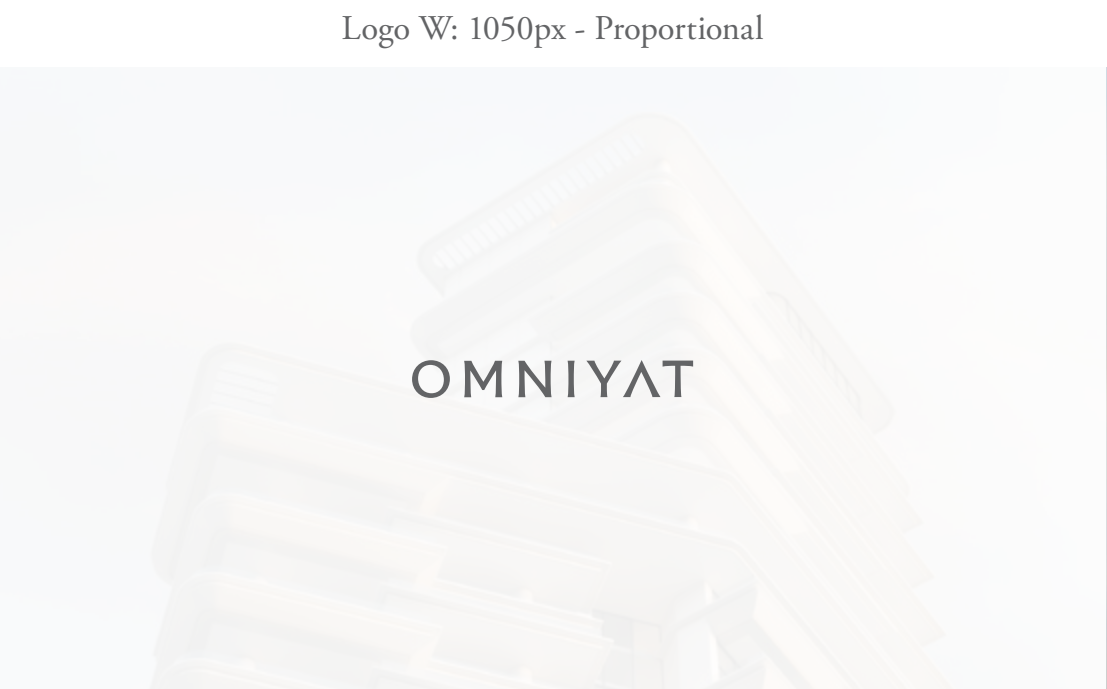
WhatsApp (for Brokers)
1080 x 1920 (9:16)



Video Opening Frame 1
3840 x 2160



Video Opening Frame 2
3840 x 2160



Video End Frame
3840 x 2160

COLOUR PALETTE

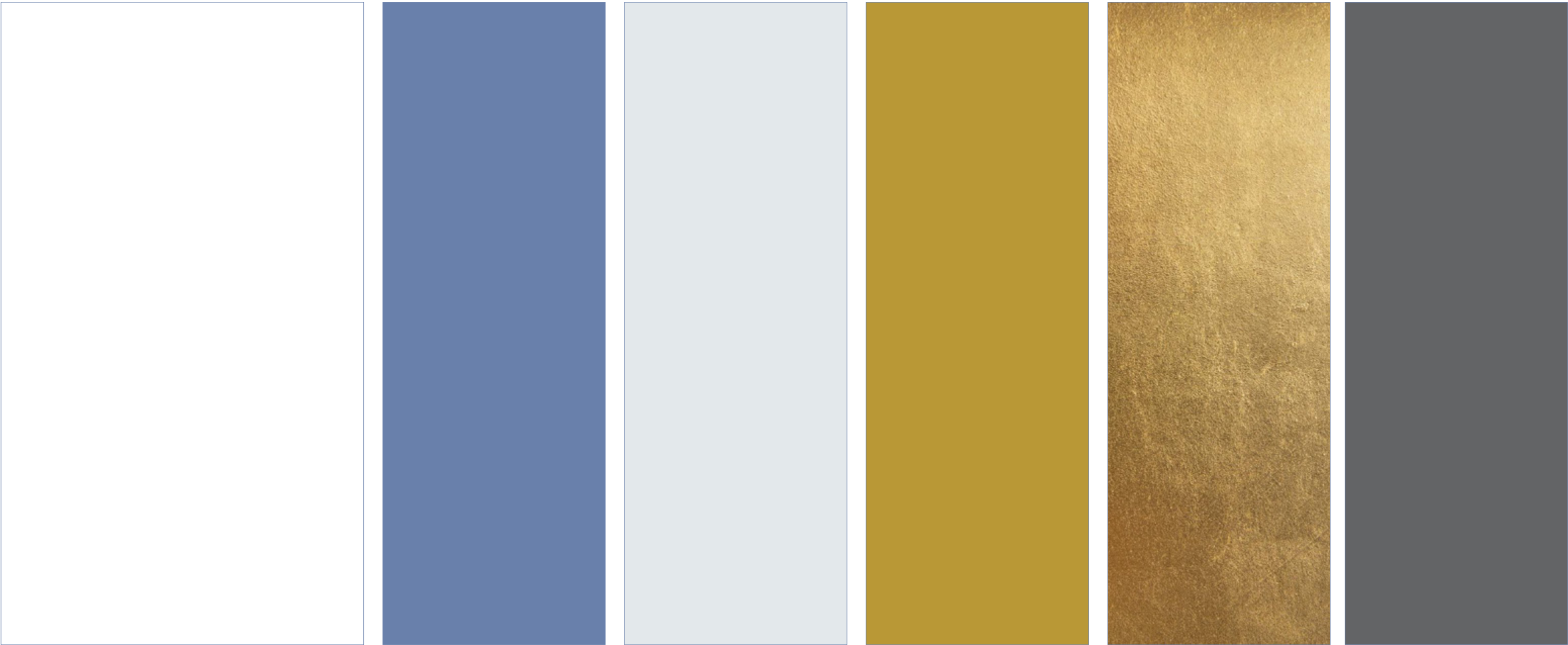
The colours personify the vibrancy of Downtown Dubai with the peace and prestige of the Marasi Bay waterfront. The distinction is created through a stylish and elegant combination of colours of VELA's identity.

PRIMARY PALETTE

The brand’s colour palette is exclusive to VELA, Dorchester Collection, Dubai. This palette captures the elegance and duality of the city and sea. Cool, light, and soft tones complement each other across the VELA’s offerings.

The main brand colours are utilised for VELA as a whole. However, the secondary colours (mustard, gold, grey) come into play when we specifically communicate about the gentle flow of Marasi Bay, and the sublime celebration of contemporary waterfront living in Dubai.

MAIN BRAND COLOURS



WHITE 255 255 255	BLUE 105 128 171	LIGHT BLUE 227 232 235	GOLD 185 152 54	GOLD TEXTURE	GRAY 99 100 102
CMYK 0 0 0 0	CMYK 64 46 14 0	CMYK 10 5 5 0	CMYK 28 36 97 3		CMYK 0 0 0 75
HEX FFFFFF	HEX 6980AB	HEX E3E8EB	HEX B99836		HEX 636466

TYPOGRAPHY

Our typeface and typographic style gives VELA distinction and a key difference when communicating across applications.

1 2 3 A a B b

PRIMARY TYPEFACE

Adobe Garamond Pro is our primary Latin typeface. It is eclectic yet modern and has sense of luxury and classic elegance. It is distinct yet subtle, and leans towards opulence.

PRIMARY TYPEFACE MINIMUM SIZE

Adobe Garamond Pro: 7pt

HEADLINE TYPEFACE

ADOBE
GARAMOND PRO

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789
&\$!@:()[]{}.

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789
&\$!@:()[]{}.

PATTERN

VELA's brand pattern is a perfect way to add subtle detailed touches across brand collateral to give them a different sense of refinement and tactility. It embellishes the sophisticated and elegant look and feel established.

BRAND PATTERN

The pattern is modelled on the letter ‘V’ in the VELA wordmark. The shape and form embody the essence of the property — Latin for ‘sail,’ VELA draws us upwards to new heights of refinement, beauty, and design. The pattern creates calm, refinement, and elegance.

The brand pattern is a secondary graphic element and should be used sparingly for special moments. It can be foiled, blind embossed, de-bossed, and used in all the colourways established for the brandmark on page 11.

The brand pattern should be used full bleed when placing it on applications.



IMAGE BANK

The following image bank is a curated collection of photographs that cater to specific themes, styles, and brand guidelines, providing a convenient resource when selecting images for VELA. This image bank plays a crucial role in maintaining a cohesive and professional appearance across various communication channels.

When utilising photography from the image banks, it is crucial to emphasise the key Unique Selling Points (USPs) and distinctive features of VELA. Avoid making alterations to the pictures in terms of rotation or directional changes. Additionally, exercise caution when cropping images, ensuring that the selected portions align with the specific aspects you intend to highlight.

INTERIOR HERO IMAGES



EXTERIOR HERO IMAGES



GRID & LAYOUT

Grids bring order to the page; they allow for the consistent organisation of text, graphics and photographic elements.

In both print and digital communications, they allow key elements space to breathe and come together in a refined manner.

GRID & LAYOUT

A simple layout system is utilised to ensure the placement of the brand assets is always consistent. The idea here is to ensure the brand is structured and easy to work with when it is placed with text, but also provides enough flexibility to create a vast number of varied layouts.

OMNIYAT



VELA

⌋(Dorchester *Collection*

DUBAI

The Duality of City and Sea

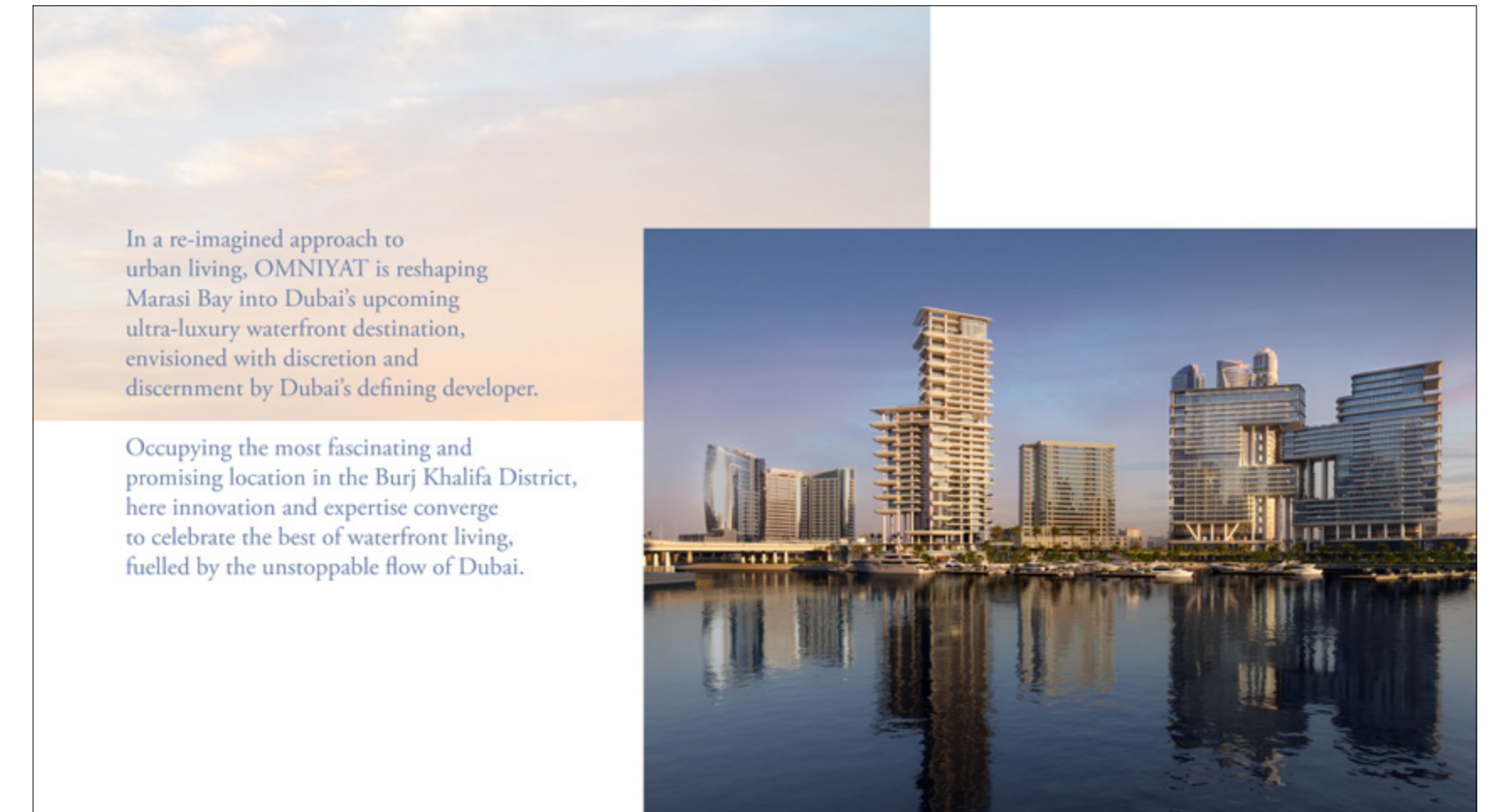
Reimagine the doorway to an elevated way of life immersed in beauty, surrounded by energy. Rising high above the gentle flow is a sublime celebration of contemporary waterfront living in Dubai, embracing the spirit and freedom of its masterful design and prestige. VELA is designed for the discerning few who seek a life without boundaries.

vela.ae

GRID & LAYOUT TYPOGRAPHY EXAMPLES

Shown here are a variety of ways that the layout can be utilised when patters, text and images are used together. The layout is merely a base and supports the striking elements of VELA.

Headlines are left aligned and brandmark placement is always centred.



APPLICATION

The following pages showcase examples of how our visual identity system can be used and applied across a selection of collaterals and communication channels. These elements have been brought together to demonstrate the visual impact of VELA and provide inspiration for design exploration.

EDM

The EDM utilises a 9 column grid to ensure consistency. Divided in 3 primary sections. Hero image with main headline, secondary information and footer which includes partners and social links.

VELA

Dorchester Collection

DUBAI



Announcing the Groundbreaking of VELA, Dorchester Collection, Dubai

The official groundbreaking and construction of VELA, Dorchester Collection, Dubai, has commenced, building upon the success of the launch in June of this year. In conjunction with OMNIYAT’s acquisition of Marasi Bay Marina in September, these milestones mark a significant step towards our bold vision of creating an ultra-luxury waterfront destination.

DISCOVER VELA





Beyond the horizontal lines and smooth curves, VELA will soar to 150 meters, spanning 270,000 sq. ft. across 30 floors, embracing the vastness of indoor and outdoor living, with landscaped terraces, L-shaped corner pools, and double-height spaces.

Being a testament to the collaborative vision of OMNIYAT, the design expertise of Foster + Partners and Gilles & Boissier, and the hospitality legacy of Dorchester Collection, VELA will deliver the ultimate waterfront living experience.

FIND OUT MORE

“

To be announcing that the groundwork for VELA is already underway, given we only launched it four months ago, is incredible. This moment also marks the beginning of Marasi Bay Marina’s transformation into an elevated destination that pushes the boundaries of conventional luxury. Together with our existing masterpiece, The Lana, Dorchester Collection, we are committed to creating a place that empowers discerning individuals to live their best lives. We look forward to sharing further developments in the future.

”

Mahdi Amjad

Founder & Executive Chairman

OMNIYAT

FOLLOW US

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DIGITAL BANNERS

Shown here are a variety of ways that the grid can be utilised in digital mediums. The amount of columns used will depend on the proportion of the digital banner.



SOCIAL MEDIA

INSTAGRAM EXAMPLES

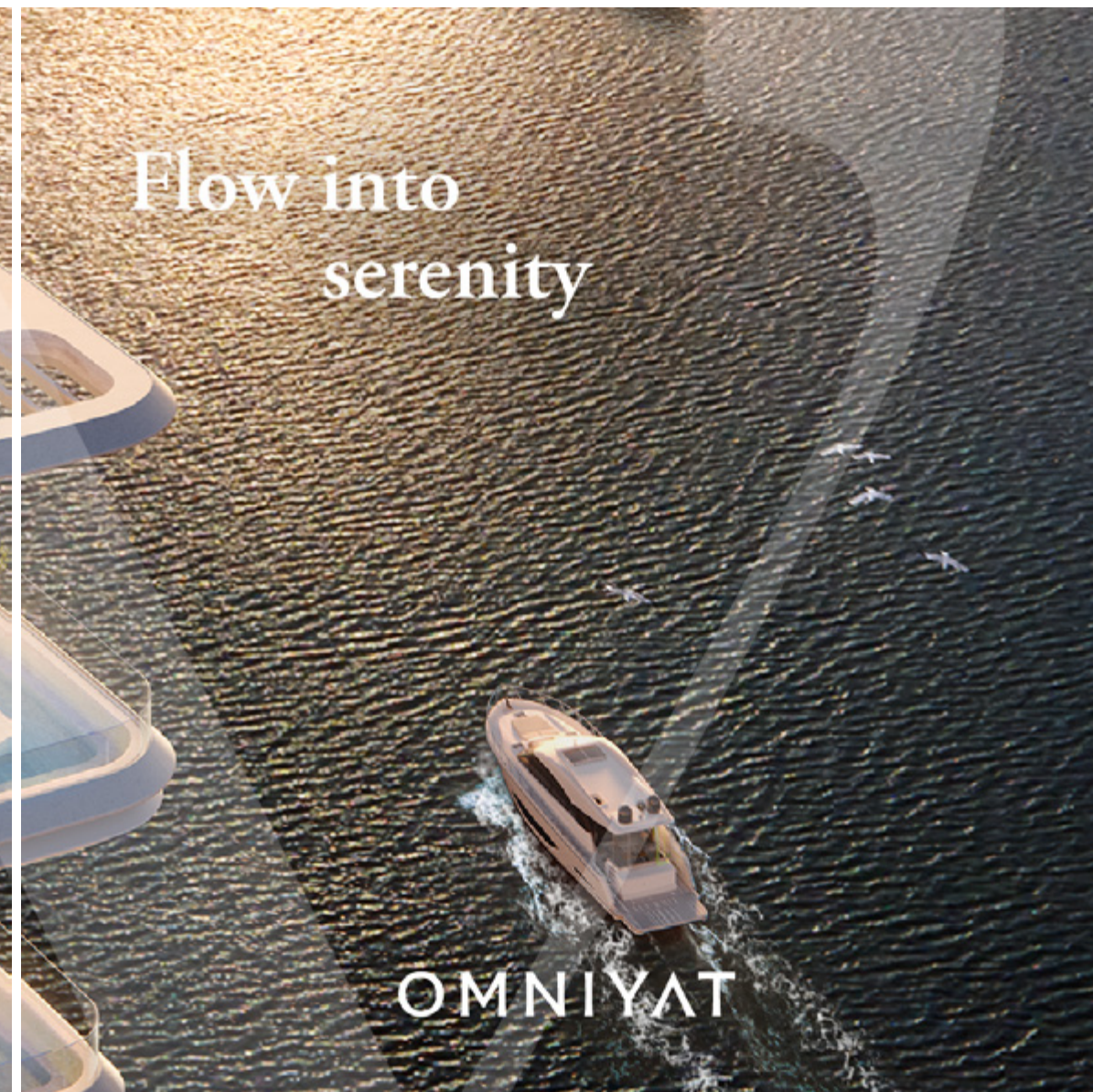
TEXT SPACE FOR
INFORMATION



For social media carousel posts, images should be posted in a square frame with the preferred ratio, as shown below. The first frame should feature the VELA logo lockup, and the closing frame should ideally incorporate the OMNIYAT logo.

SOCIAL MEDIA

INSTAGRAM EXAMPLES



OMNIYAT