

BRAND GUIDELINES

VELA
VIENTO

)(*Dorchester Collection*

DUBAI

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.

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BRAND CODE

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

NARRATIVE

In a city like Dubai, there exists a quality so genuinely precious that only a discerning few truly understand and appreciate.

This distinctive essence is about being different, about true uniqueness - not just within Dubai, but on a global scale. This is what OMNIYAT's VELA VIENTO encapsulates - offering residences as a gateway to an elevated way of life, immersed in beauty and surrounded by energy.

Crafted and curated by OMNIYAT, VELA VIENTO stands as a new landmark for the city, rising higher into new realms of the sublime, claiming the title of the address in Marasi Bay, presenting incredible views in every direction.

Furthermore, within the wonderful care of Dorchester Collection's legendary service, a lifestyle of comfort and ease awaits.

VELA VIENTO elevates its status by introducing exceptional services and exclusive experiences from the sector-leading hospitality brand.

From inspiring architecture, spacious design, and magnificent views that converge to create a place of true beauty, these features distinguish VELA VIENTO and serve as the finishing touches to the perfect address. VELA VIENTO emerges as a truly unique and incomparable destination.

BRANDMARK

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

[LOGO ASSETS CAN BE DOWNLOADED HERE](#)

BRANDMARK WORDMARK

The brandmark is designed to work on all VELA VIENTO, 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
VIENTO

)(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



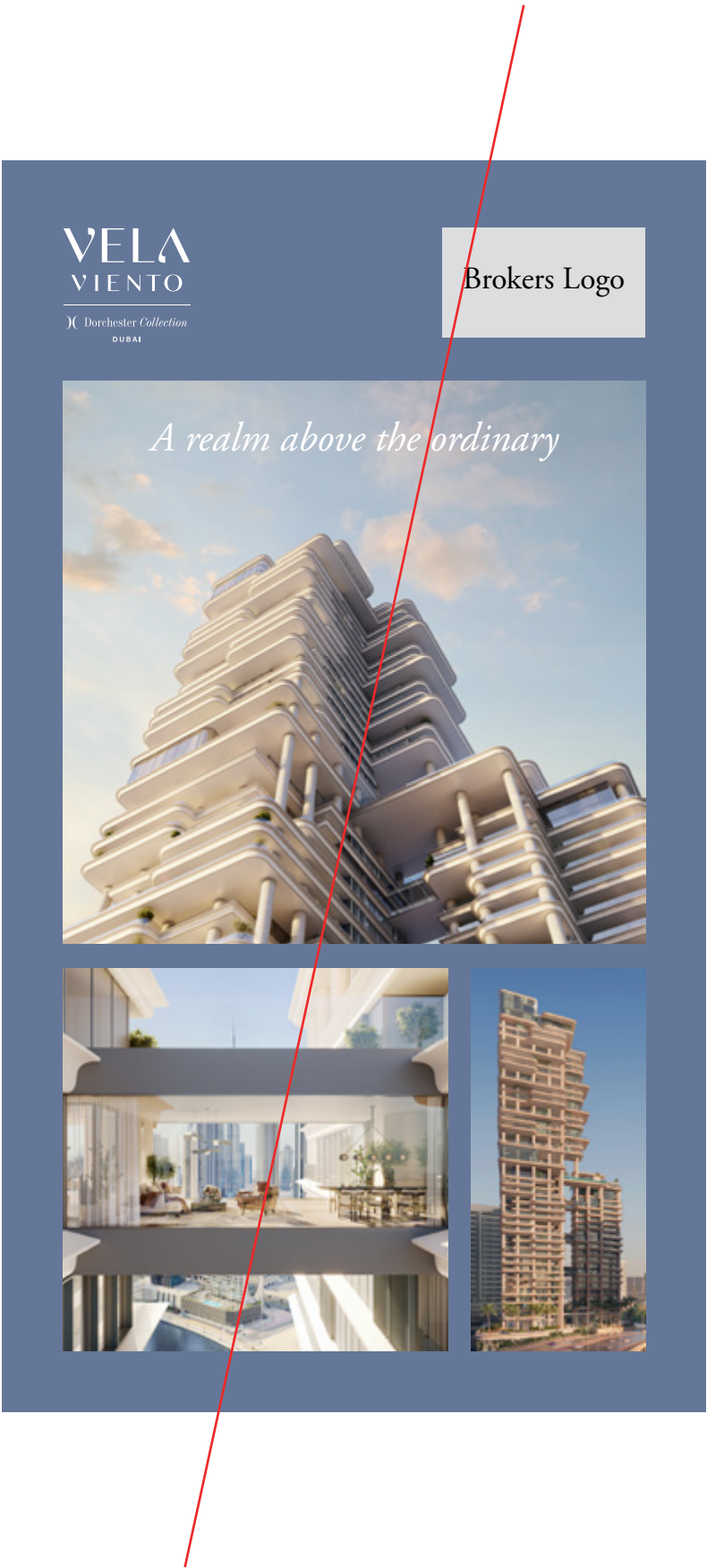
PROPORTION AND ROTATION



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 VIENTO across various social media channels.



Facebook Horizontal
1200 x 630



LinkedIn, Instagram Post
1200 x 1200



Instagram Story
1080 x 1920 (9:16)



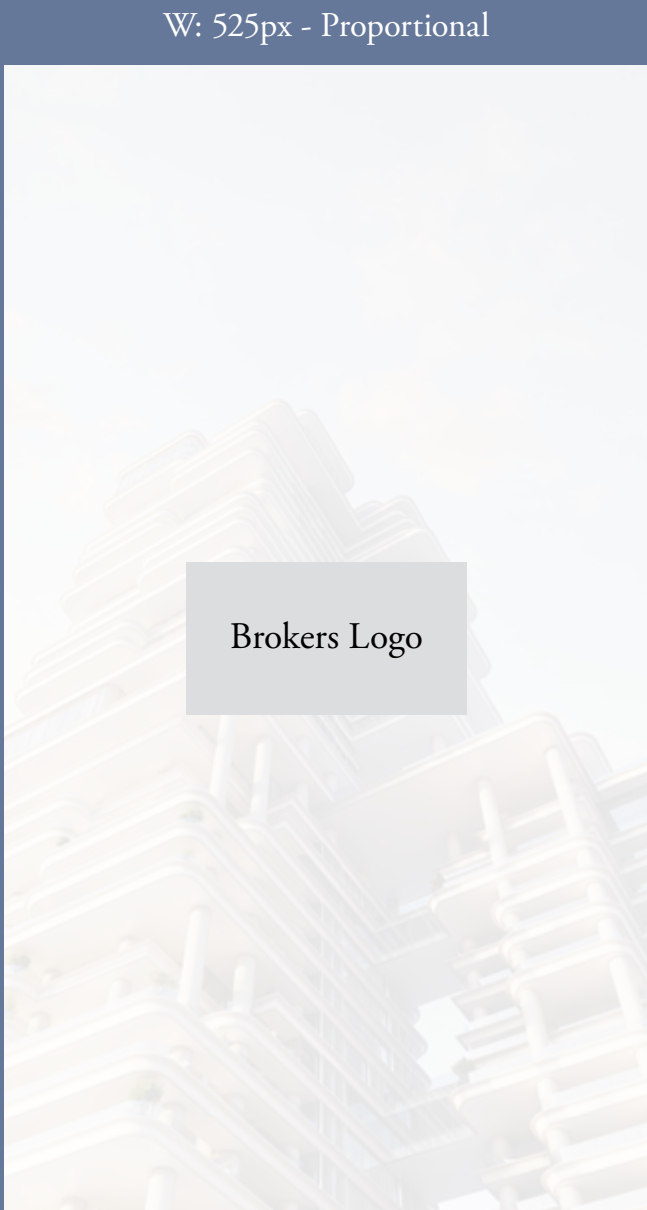
WhatsApp (for Brokers)
1080 x 1920 (9:16)

VIDEO

These examples illustrate how the VELA VIENTO logo should be used in videos. The first frame should always feature the VELA VIENTO 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)



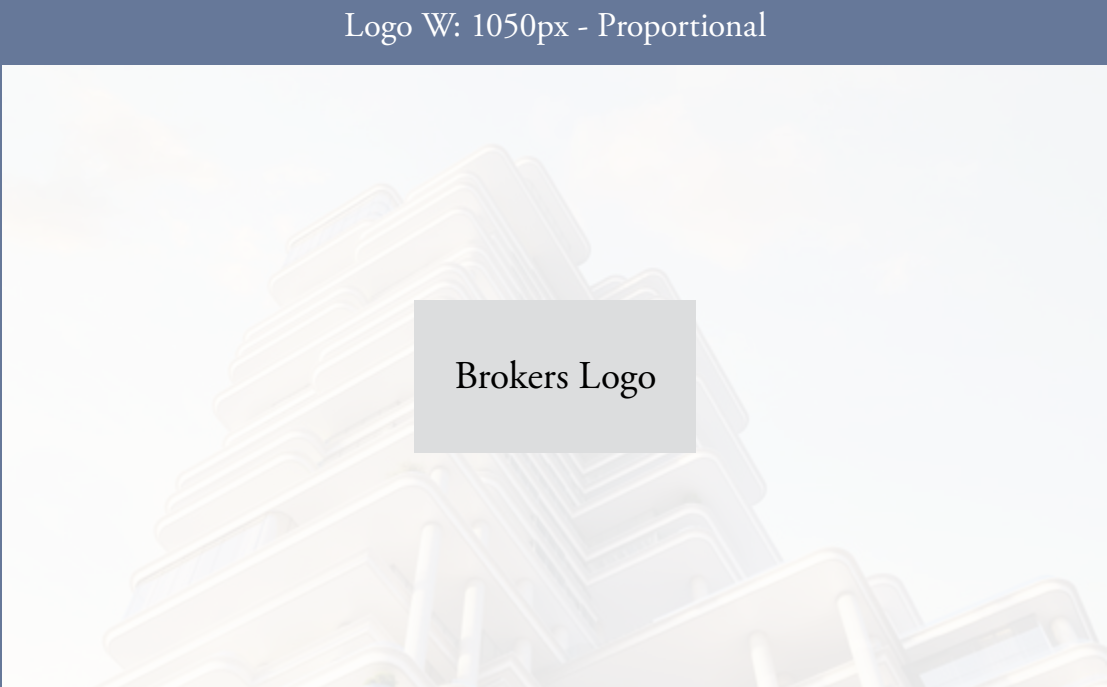
WhatsApp (for Brokers)
1080 x 1920 (9:16)



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

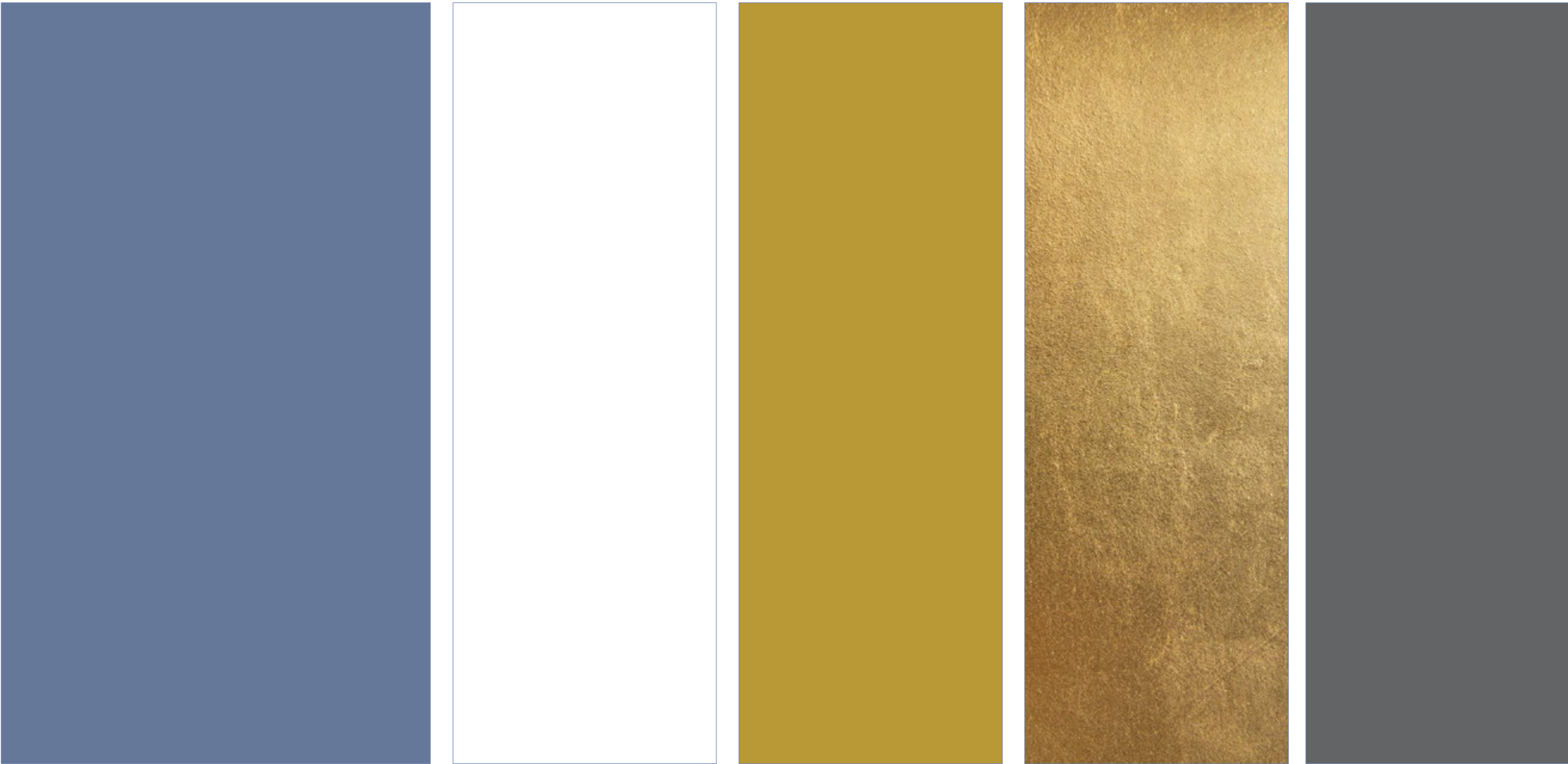
The colours personify the vibrancy of Downtown Dubai with the peace and prestige of the Marasi Bay waterfront. The distinction is created through a stylish and elegant combination of colours of VELA VIENTO's identity.

PRIMARY PALETTE

The brand’s colour palette is exclusive to VELA VIENTO, 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 VIENTO offerings.

The main brand colours are utilised for VELA VIENTO 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



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

TYPOGRAPHY

Our typeface and typographic style give VELA VIENTO distinction and a key difference when communicating across application.

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 VIENTO'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 has been designed on the essence of the property, embodying the Latin meaning for ‘sail’ and ‘wind’. The pattern creates calm, refinement, and elegance.

The brand pattern is the graphic element and should be used to enhance overall layouts. It can be blind embossed, de-bossed, and used as a back drop or supporting image.

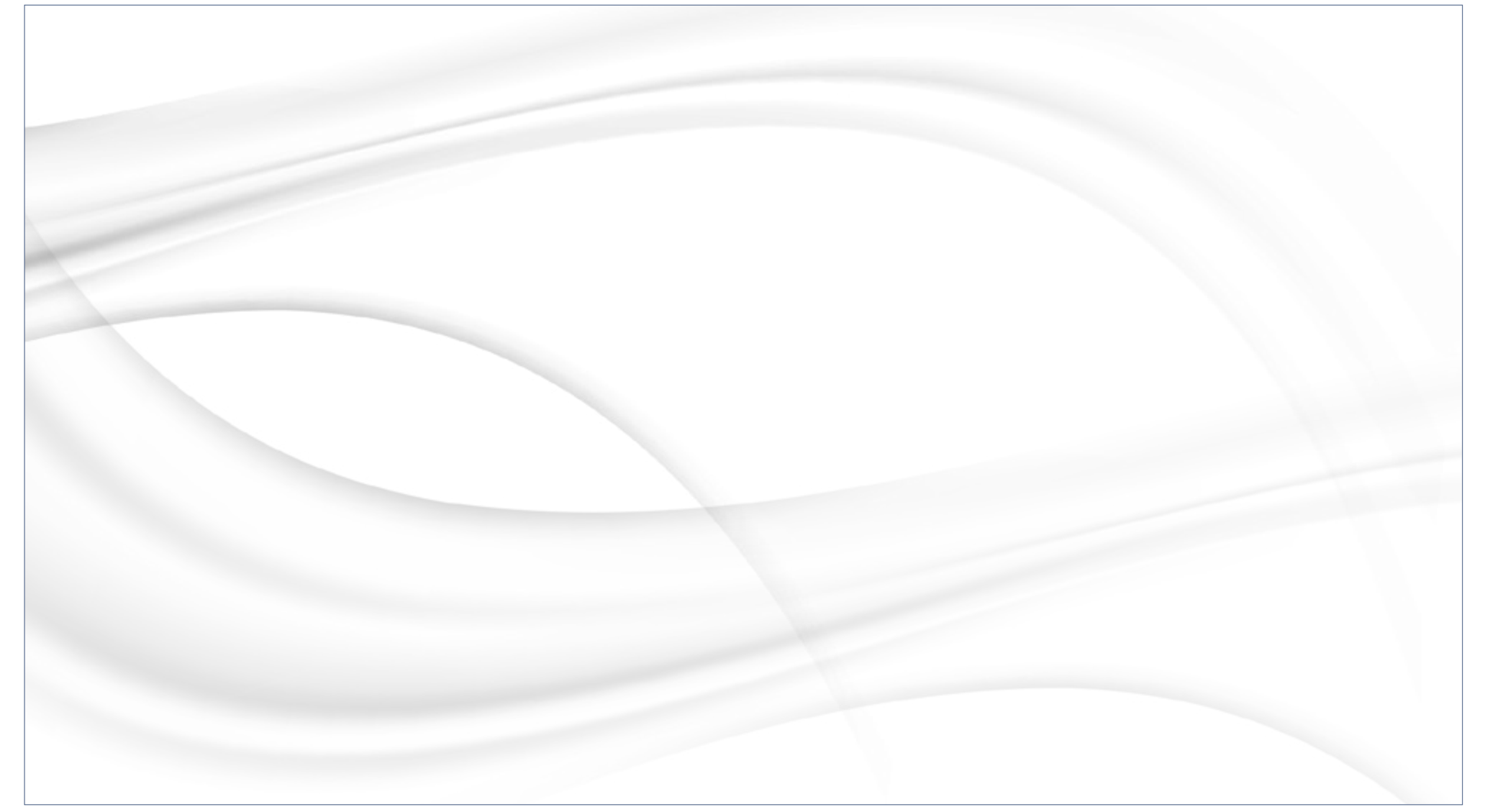


IMAGE BANK

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 VIENTO. 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 VIENTO. 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.



VELA
VIENTO
Dorchester Collection
DUBAI



*A realm
above
the ordinary*

A timeless vision ascends, carving the air with celestial splendour. In a powerfully transformative setting to waterfront living that shines with boundless possibilities VELA VIENTO offers a gateway to a lifestyle where land and water converge beyond compare, borne upon the song of the wind. This is Dubai living magnificently.

OMNIYAT



VELA
VIENTO
Dorchester Collection
DUBAI

*A realm
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the ordinary*

A timeless vision ascends, carving the air with celestial splendour. In a powerfully transformative setting to waterfront living that shines with boundless possibilities VELA VIENTO offers a gateway to a lifestyle where land and water converge beyond compare, borne upon the song of the wind. This is Dubai living magnificently.

OMNIYAT

GRID & LAYOUT

TYPOGRAPHY EXAMPLES

Shown here are a variety of ways that the layout can be utilised when pattens, text and images are used together. The layout is merely a base and supports the striking elements of VELA VIENTO. Headlines are left aligned and brandmark placement is always centred.

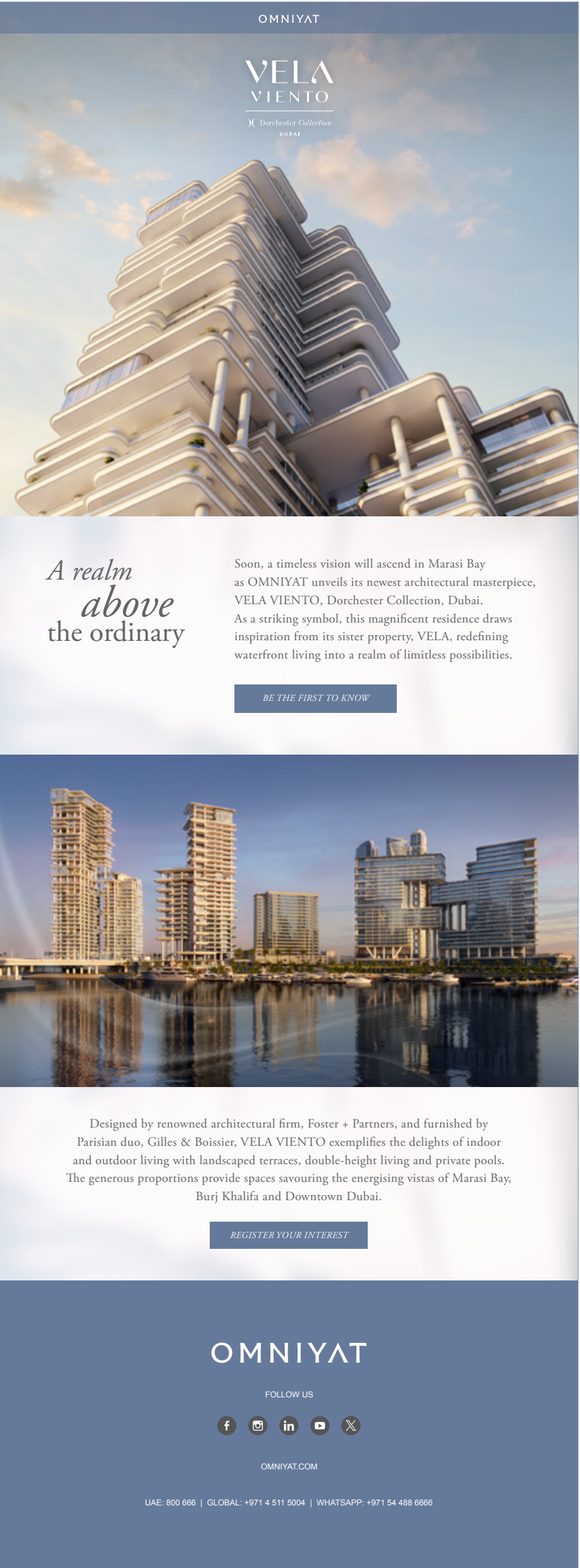


APPLICATION

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 VIENTO 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.



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.

A subtle dark gradient can be added to enhance logo visibility as shown in the first image.



SOCIAL MEDIA

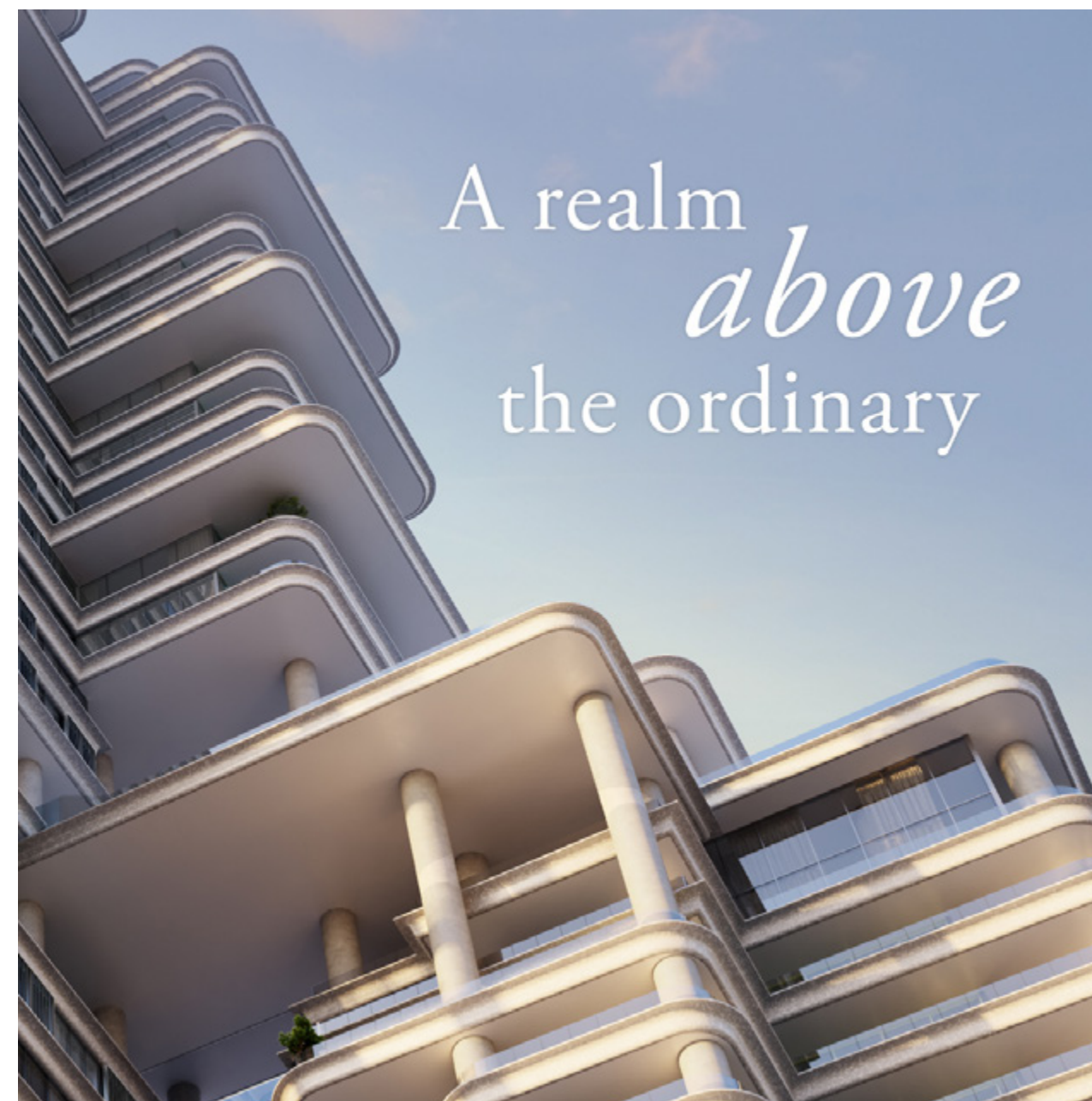
INSTAGRAM EXAMPLES



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 VIENTO logo lockup, and the closing frame should ideally incorporate the OMNIYAT logo.

SOCIAL MEDIA

INSTAGRAM EXAMPLES



OMNIYAT