



BRANDBOOK



Content

Section I. Brand Platform

- 1.1. Positioning
- 1.2. Essence
- 1.3. Mission
- 1.4. Vision
- 1.5. Values
- 1.6. Metaphor and Character
 - 1.6.1. Metaphor
 - 1.6.2. Character
- 1.7. Reasons to Believe
- 1.8. Tone of Voice
 - 1.8.1. Tone of Voice Description
 - 1.8.2. Tone of Voice Adaptation
 - 1.8.3. Verbal DOs and DON'Ts

Section II. Verbal Component

- 2.1. Brand Name
- 2.2. Brand Line

Section III. Visual Identity

- 3.1. Visual Identity Concept
 - 3.1.1. Concept Description
- 3.2. Logo and Symbol
 - 3.2.1. Logo
 - 3.2.2. Symbol
 - 3.2.3. Clear Space
 - 3.2.4. Minimum Size
 - 3.25. Recommended Backgrounds
 - 3.2.6. Unacceptable Logo Use
- 3.3. Colour Palette
 - 3.3.1. Primary and Secondary Colours
- 3.4. Typography
 - 3.4.1. Brand Typeface
 - 3.4.2. Typography Rules
- 3.5. Imagery
 - 3.5.1. Illustrations

- 3.5.1.1. Pool Side View
- 3.5.1.2. Pool Top View
- 3.5.1.3. Lobby
- 3.5.2. Graphic Elements
 - 3.5.2.1. Coral Icon
 - 3.5.2.2. Brand Pattern
- 3.6. Photography

Section IV. Marketing Applications

- 4.1. Business Card
- 4.2. Sales Offer
- 4.3. Catalogue
- 4.4. Trifold Brochure
- 4.5. Box
- 4.6. Hoarding Panels
- 4.7. Banner
- 4.8. Photo Zone
- 4.9. Homepage

BRAND PLATFORM

- 1.1. Positioning
- 1.2. Essence
- 1.3. Mission
- 1.4. Vision
- 1.5. Values
- 1.6. Metaphor and Character
 - 1.6.1. Metaphor
 - 1.6.2. Character
- 1.7. Reasons to Believe
- 1.8. Tone of Voice
 - 1.8.1. Tone of Voice Description
 - 1.8.2. Tone of Voice Adaptation
 - 1.8.3. Verbal DOs and DON'Ts

POSITIONING

THE OPTIMAL WAY TO MAKE DUBAI THEIR OWN FOR THOSE WHO WANT TO BECOME PART OF THE CITY'S STORY

The property offers Dubai's must-have facilities and amenities, elevated with luxury attributes. A light-hearted, ironic attitude ensures that luxury does not feel formal and aloof, but appears approachable and friendly – apt to remove barriers rather than impose them. The project fosters community building, giving a sense of one's own world.

ESSENCE

A BALANCE THAT HELPS TO LIVE LIFE TO THE FULLEST

A balance of luxury and lightness, aesthetics and rationality, a self-sufficient community and openness to the world.

MISSION

HELPING PEOPLE TO CREATE THEIR OWN DUBAI

VISION

Famous cities evoke stereotypical images, resembling polished pictures from travel guides. To truly “experience a city” means to create your own unique image – a blend of the genius loci and a personal view. **We help to “experience Dubai” by merging its celebrated charisma and individual interpretation**, thus shaping one’s own world.

VALUES

AESTHETICS.

We create beauty around us.

RATIONALITY.

We offer optimal, thought-out solutions.

GROWTH.

We pursue continuous improvement and inspire it in others..

FREEDOM.

We embrace unconventionality and openness to new possibilities.

INTERACTION.

We encourage people to connect..

METAPHOR AND CHARACTER

METAPHOR

OPTICS. The project shapes personal reality by fine-tuning the lens of perception.

CHARACTER

EASY-GOING. Quick to find common ground with others

BRIGHT. Attention-catching

IRONIC. Able to treat serious matters with a touch of humour

UNIFYING. Community-focused

SELF-SUFFICIENT. Self-reliant and not confined by the local context

REASONS TO BELIEVE

ARCHITECTURAL AND DESIGN SOLUTIONS

– a “warehouse of luxury”, a suspended marble cube, an infinity pool allusion, and other details.

SPACES FOR INTERACTION

– a coworking space, a restaurant, and public areas that explicitly encourage people to connect (for example, to smile at the person in front of you).

“WHAT IS YOUR DUBAI?” APPROACH,

communicating the project’s benefits.

TONE OF VOICE

TONE OF VOICE DESCRIPTION

Since the concept suggests a balanced duality, the tone of voice should be both approachable and informative.

Light and friendly. We speak freely, without excessive formality, and are open to dialogue.

Bright and creative. The verbal style stands out from typical real estate marketing materials – it is original, up-to-date, and charismatic.

Ironic and confident. By being ironic about the cult of luxury standards, we show confidence in our unique solutions. This makes luxury less aloof and more human.

Informative and detailed. Steering clear of dry, technical descriptions, we offer vivid, clear explanations, focusing attention on numerous unique details of the project.

TONE OF VOICE ADAPTATION

The tone to be used in all brand communications is charismatic and intelligently bold.

The verbal component of visually-oriented media (such as outdoor ads, videos, digital creatives, and presentations) should be aligned with the brightness of the visual identity through the use of concise, catchy slogans (like “Make it yours!”).

On social media and in newsletters, we foster a sense of unity and belonging to a community. We challenge pretentious clichés with subtle irony, aiming to entertain a select circle of aesthetes.

In line with the “Spaces for Interaction” reason to believe, we spark discussions on topics that matter to our audience: technology, aesthetics, art, and lifestyle. We drive engagement by encouraging people to share their opinions and responding wittily to their replies. The “What is your Dubai?” approach is also built on a dialogue.

We reveal new facts about well-known places, show non-stereotypical locations suggested by followers, and use other ways to inspire user-generated content. Thus, we build a genuine communication channel. To enrich these conversations, we collaborate with contemporary artists and creative content creators.

SLOGANS ON A FACADE BILLBOARD / HOARDING PANEL:

WELCOME TO YOUR NEW WORLD!
LUXURY WITHOUT PRETENTIOUSNESS

SOCIAL MEDIA POST ON THE TOPIC “WHAT IS YOUR DUBAI?”:

For some Dubai is all about skyscrapers and palm islands. For us it's about being a part of community, where luxury is not a reason to distance yourself, but a reason to smile. Tell us what does Dubai mean to you?

DESCRIPTION IN A MARKETING BROCHURE:

This residential complex is not just an address in Dubai. It is an entire art-space that combines the city's best facilities: gym, swimming pool, playgrounds and coworking space with unique designer objects. Forget about heavy-handed glamour - everything is friendly and ironic here. Because luxury should be close and accessible, like a good joke in a group of friends.

VERBAL DOS AND DON'TS

DOS:

Be engagingly informative: as the real estate sector involves major investments, create verbal content that strikes a balance of rationality and ease.

Craft a creative, motivational narrative that embraces the idea of “living life to the fullest”.

Spotlight the project’s features: showcase onsite artworks, facilities, and other distinctive details.

Use subtle and sophisticated, yet accessible irony.

DON'Ts:

While being friendly, don’t fall into undue over-familiarity.

Don’t use complicated, dry, technical language.

Don’t touch on sensitive social topics.

While being ironic about the cult of luxury, don’t openly mock competitors.

VERBAL COMPONENT

- 2.1. Brand Name
- 2.2. Brand Line

BRAND NAME

The name VIBE captures the key positioning idea: the creation of a unique atmosphere and community. Used in the slang expression “own vibe”, it is associated with positive emotions, energy, and a sense of belonging. VIBE embodies the concept of “luxury without formality”, emphasizing friendliness, irony, and a special living experience.

BRAND LINE

Make it yours!

The brand line is a call to action – to make Dubai yours by discovering your own place and a unique experience tailored to fit your lifestyle. The slogan speaks to the target audience that values self-expression and a personalized way of living.

VISUAL IDENTITY

3.1. Visual Identity Concept

3.1.1. Concept Description

3.2. Logo and Symbol

3.2.1. Logo

3.2.2. Symbol

3.2.3. Clear Space

3.2.4. Minimum Size

3.2.5. Recommended Backgrounds

3.2.6. Unacceptable Logo Use

3.3. Colour Palette

3.3.1. Primary and Secondary Colours

3.4. Typography

3.4.1. Brand Typeface

3.4.2. Typography Rules

3.5. Imagery

3.5.1. Illustrations

3.5.1.1. Pool Side View

3.5.1.2. Pool Top View

3.5.1.3. Lobby

3.5.2. Graphic Elements

3.5.2.1. Coral Icon

3.5.2.2. Brand Pattern

3.6. Photography

CONCEPT DESCRIPTION

The visual identity of VIBE is a direct reflection of the project's DNA – an audacious fusion of unexpected elements that come together in a unique harmony. The concept draws inspiration from bold interior design, where luxury meets irony and classic forms coexist with bright, unconventional solutions.



LOGO



The logo features the VIBE wordmark, set in the Anek Bangla typeface, and incorporates a graphic symbol of two connected letters V.

SYMBOL



The symbol, formed with two stylized letters V, is the key graphic element of the visual identity. Its design is a reference to the project’s signature artwork – the coral art installation.

The symbol is self-contained and can be used separately from the VIBE wordmark, serving as a strong and recognizable brand mark.

CLEAR SPACE



The minimum clear space surrounding the logo is measured as X, equal to the height of the letter E in VIBE.

No graphic element that is not part of the logo can be placed in the clear area.

MINIMUM SIZE



The size of the logo for print applications should not be smaller than 1.5 cm in height.



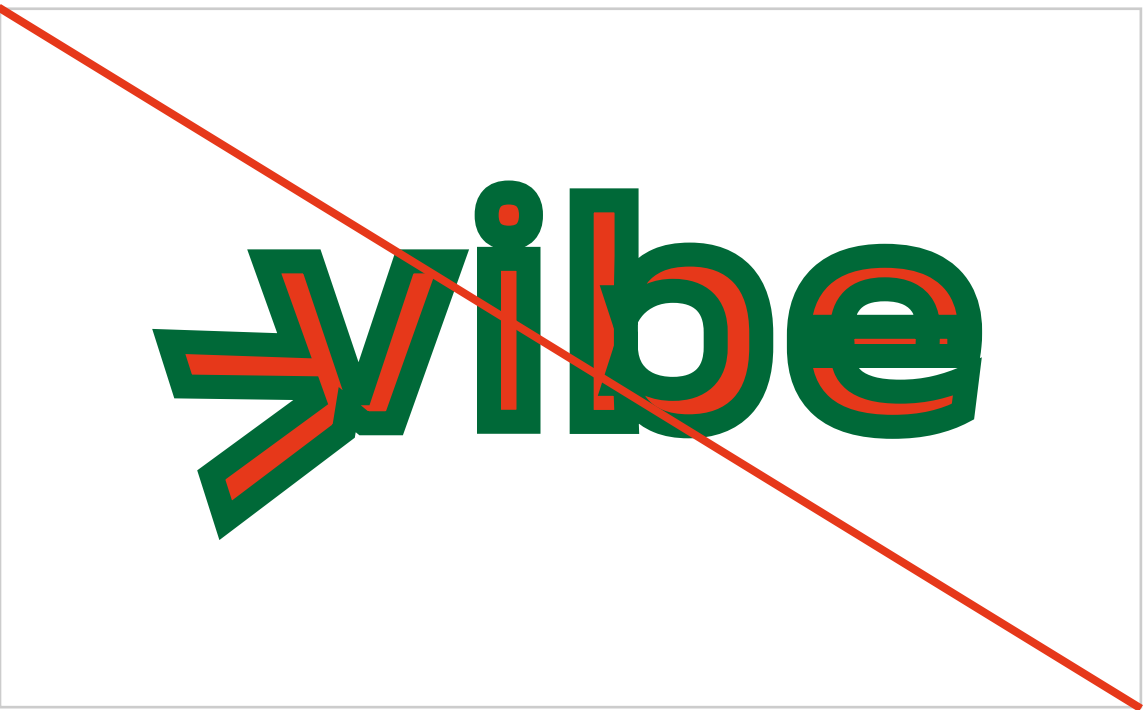
The size of the logo for digital applications should not be smaller than 35 px in height.

RECOMMENDED BACKGROUNDS

Avoid using colour combinations that distort visual clarity of communication materials. Inappropriate colours can have a negative impact on the brand perception and recognition.



UNACCEPTABLE LOGO USE



Don't outline the logo



Don't change the typeface of the VIBE wordmark



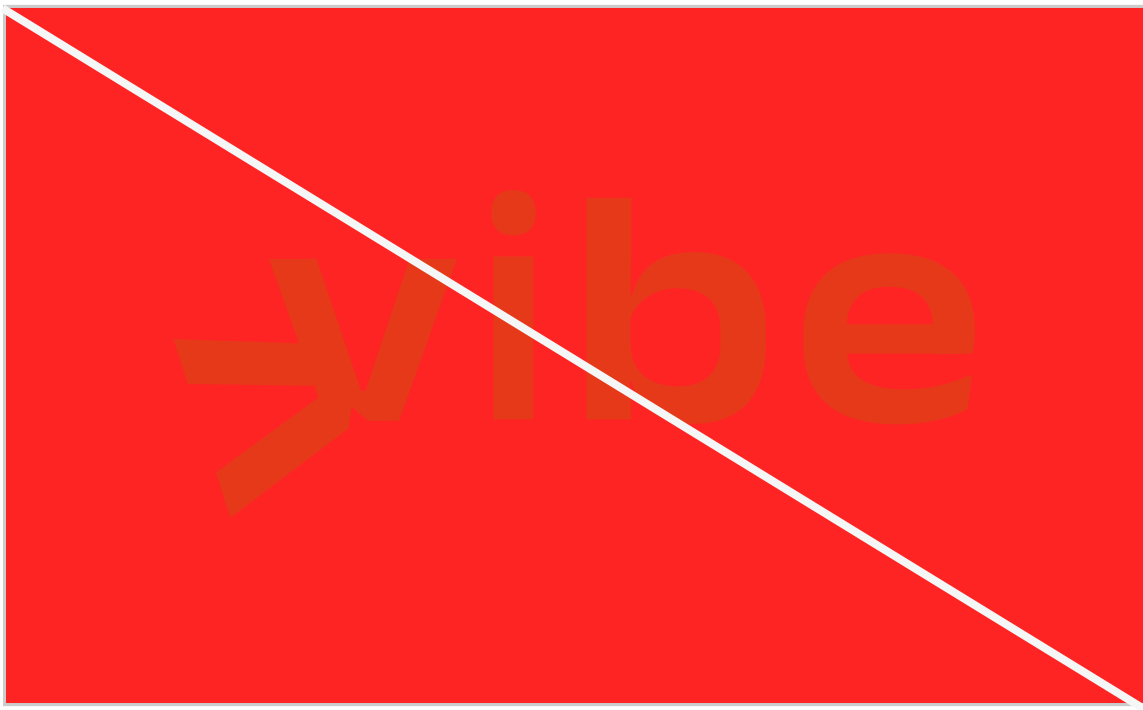
Don't violate the clear space of the logo



Don't horizontally or vertically distort the logo.



Don't use colours other than approved ones.



Don't place the logo on non-contrasting or distracting backgrounds that weaken the brand recognition.



Don't tilt or rotate the logo.



Don't add a drop shadow or other effects to the logo.

3.3.1.

C: 0 R: 230 #e6391b
M: 88 G: 57
Y: 95 B: 27
K: 0

Pantone 179 C

PRIMARY AND SECONDARY COLOURS

RGB – a colour model for digital screens.

CMYK – a colour model used in printing
to achieve high-quality full-colour output.

For the best results, consider making test prints. This inexpensive preliminary step will help to check colour accuracy before a full run, helping to prevent costly reprints.

Avoid using colour combinations that distort visual clarity of communication materials. Inappropriate colours can have a negative impact on the brand perception and recognition.

C: 65 R: 84 #54baa4
M: 0 G: 186
Y: 44 B: 164
K: 0

Pantone 7465 C

C: 3 R: 248 #f8f8fa
M: 2 G: 248
Y: 2 B: 250
K: 0

Pantone 656 U

C: 100 R: 0 #003c3f
M: 45 G: 60
Y: 57 B: 63
K: 58

Pantone 309C

C: 0 R: 234 #ef85b0
M: 61 G: 82
Y: 4 B: 151
K: 0

Pantone 204 C

C: 0 R: 1 #ea5297
M: 80 G: 54
Y: 0 B: 58
K: 0

Pantone 212 C

BRAND TYPEFACE

Esqadero FF CY 4F

The only typeface to be used in all brand communications is **Esqadero FF CY 4F**. Its modern look, rooted in the grotesque type tradition, perfectly reflects the project’s DNA: boldness and harmony of unconventional solutions.

TYPOGRAPHY RULES

HEADINGS

are typed with Esqadero FF CY 4F Regular, in capital letters, aligned left.

SUBHEADINGS

are typed with Esqadero FF CY 4F Regular, in capital letters, aligned left.

Body text is typed with Esqadero FF CY 4F Regular, with the first letter of the sentence capitalized, aligned left.

IMAGERY

The brand imagery shapes the core of the visual identity, conveying the brand concept and mood. It draws inspiration from the actual interior design and architecture of the project. The illustrations feature a minimalist style – simplified and stylized in form, while being bright and bold in colour and visual treatment.

How to use:

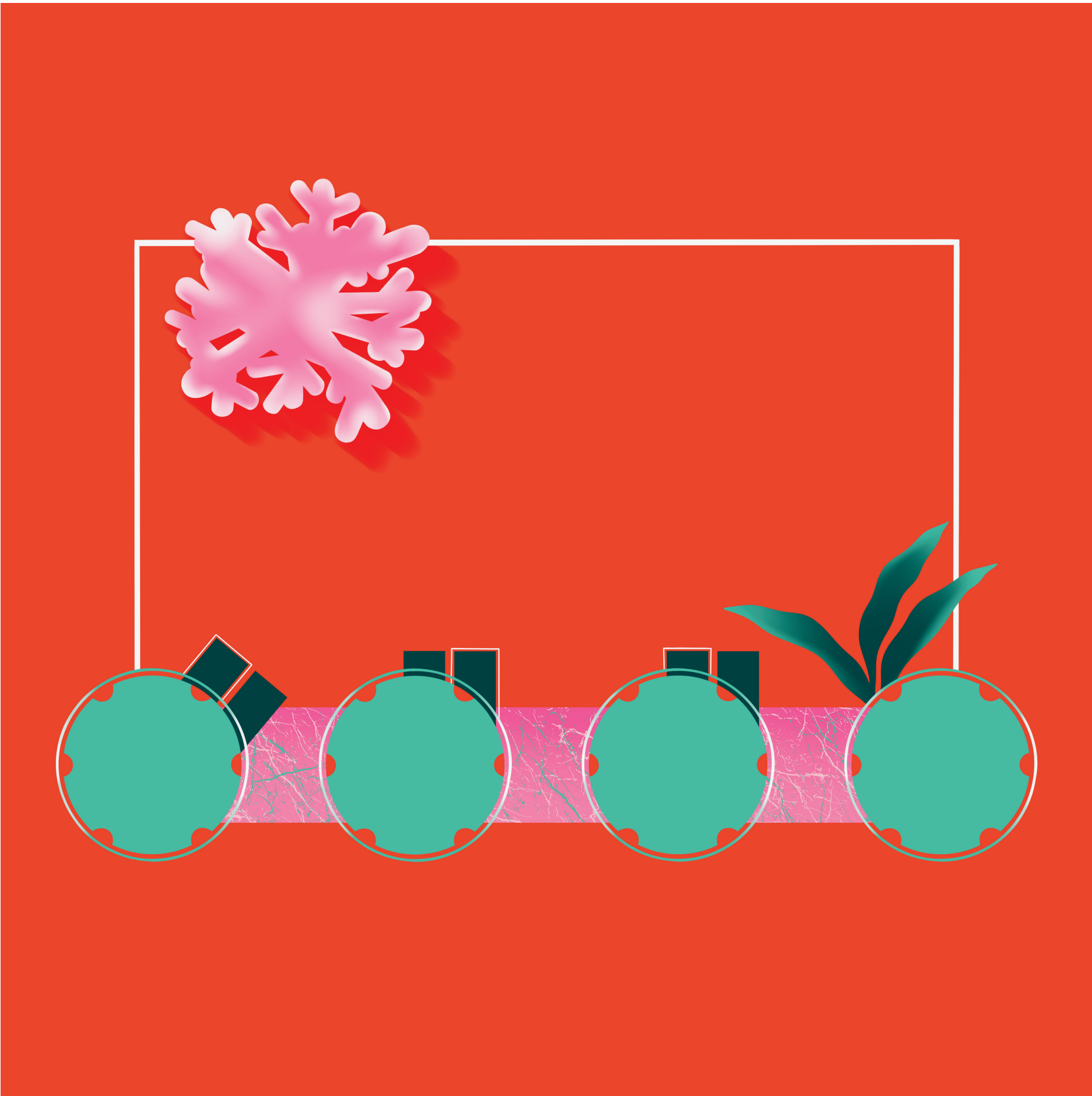
- As entire illustrations
- As sources of graphic elements



ILLUSTRATIONS



Pool Side View

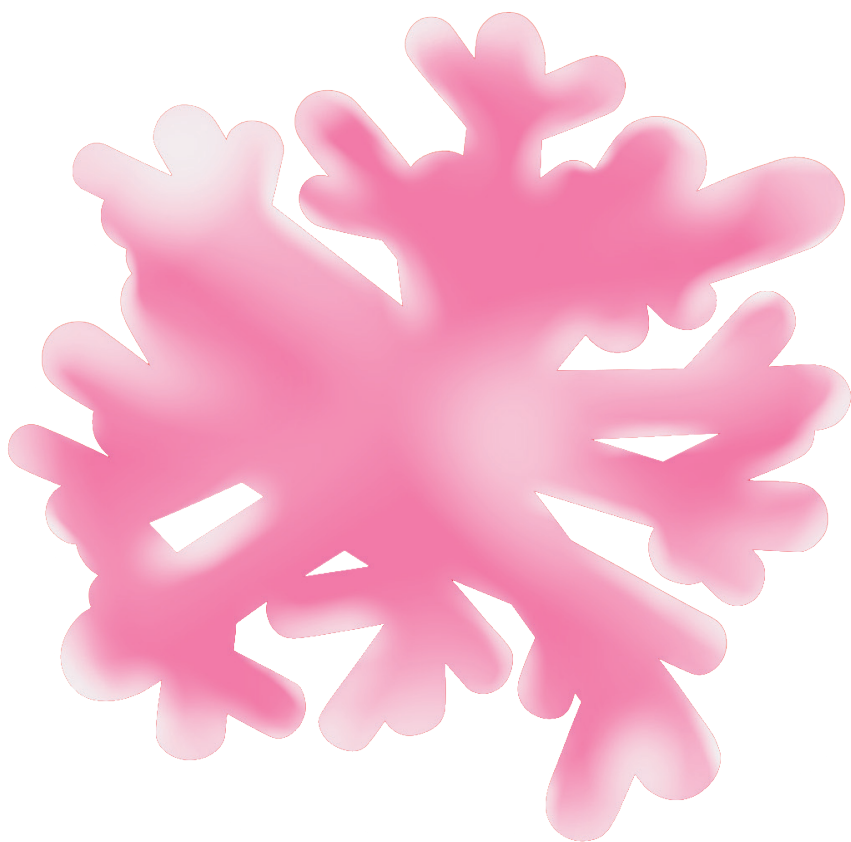


Pool Top View

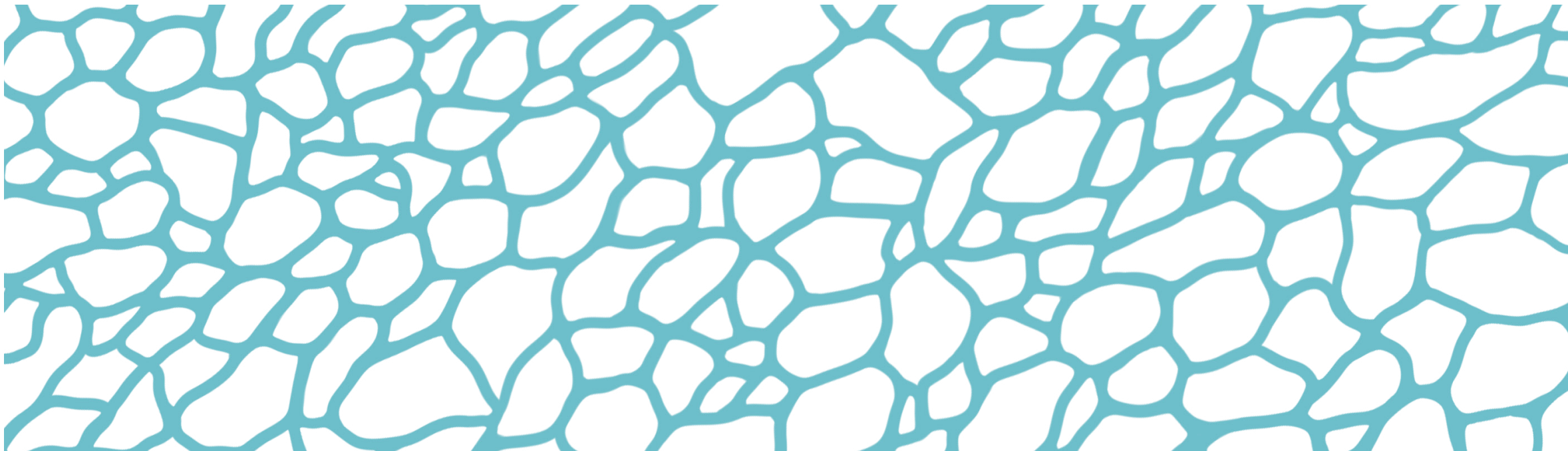


Lobby

GRAPHIC ELEMENTS



Coral Icon



Brand Pattern

PHOTOGRAPHY



The photography is based on high-quality, photorealistic 3D renderings and professional photographs, stylistically unified to maintain the brand coherence and recognition.

MARKETING APPLICATIONS

- 4.1. Business Card
- 4.2. Sales Offer
- 4.3. Catalogue
- 4.4. Trifold Brochure
- 4.5. Box
- 4.6. Hoarding Panels
- 4.7. Banner
- 4.8. Photo Zone
- 4.9. Homepage

BUSINESS CARD



Size: 90 mm × 50 mm.
Double-sided offset printing on 400 gsm paper.

Finished with Soft Touch coating that gives printed materials a velvet-like tactile feel and extra durability.

Marketing Applications

SALES OFFER

DEVELOPER NAME
ARSENAL EAST
PROJECT NAME VIBE
PLOT DETAILS
DIA-RE-0105
LOCATION JUMEIRAH
GARDEN CITY
PROPERTY NUMBER 102
PROPERTY TYPE
APARTMENT
BEDROOM 1 BEDROOM
SIZE 1 379.07 SQ.FT
PARKING 1
SELLING PRICE AED 2 566
388

Application fees to Dubai Land
Department are 4% of the
property selling price +5,250
AED Admin Fee. The Estimated
Completion Date is a mere
estimate and subject to
change from time to time.

1 BEDROOM
BALCONY

CATALOGUE



Size: A4. Printed on thick glossy paper.

TRIFOLD BROCHURE

Size: A4 trifold.
Full-colour, double-sided printing
on 120 gsm glossy paper.

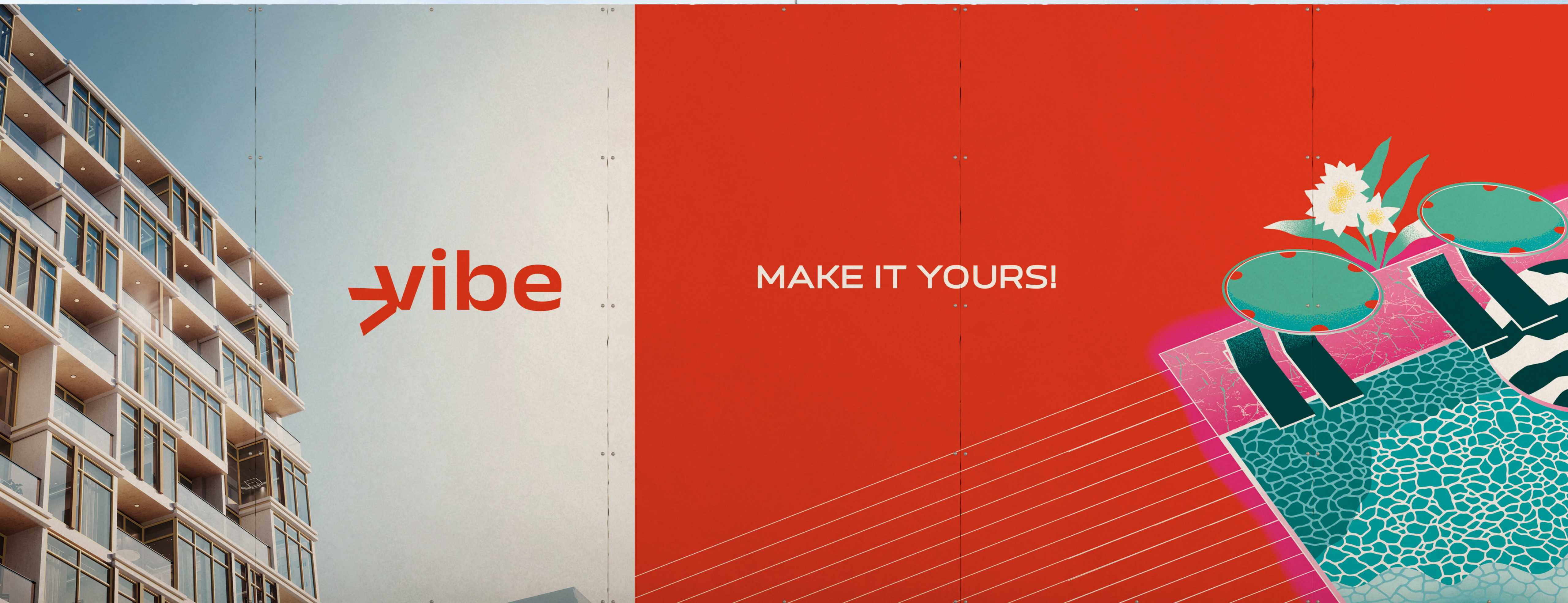
BOX



Size: 175x155x77 mm.
Made of thick matte cardboard

The brand pattern is finished with raised spot UV. The logo is applied with silkscreen printing.

HOARDING PANELS



Size: 6x2 m. Hoarding panels feature project renderings and illustrations, bearing the brand logo and brand line or slogan. The renderings should present medium and close-up views,

shown from unusual, artistic angles, highlighting the aesthetics and prestige of the project. The brand logo and the brand line or slogan are placed side by side.

BANNER



Size: 6x3 m.
Suitable for advertising and branding purposes.

PHOTO ZONE



Size: 3 x2 m

HOMEPAGE

The homepage has a responsive design to ensure correct display across devices. The key elements include intuitive navigation, image sliders, blocks showcasing the project’s benefits, and call-to-action buttons. The visuals combine project renderings and illustrations.

