

DANAH BAY | ALMARJAN BRAND GUIDELINES

MAY 2022

1 FULFILLING OUR MISSION

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1 BRAND ARCHITECTURE & VALUES

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1.1. BRAND ARCHITECTURE



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1.2 BRAND VALUES

HOW WE USE BRAND VALUES

Brand values help to define our brand compass or positioning. A tool which guides the direction of our organizational goals, behaviors and commitments.



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1.2 BRAND VALUES

OVERVIEW

LOCAL SENSITIVITY, GLOBAL SENSIBILITY

Part of the local fabric and culture, yet in tune with the wider world.

RESPONSIBLE & CARING

Caring for hosts and local communities. Committed to preserving the environment and sustainable operations.

CRAFTED EXPERIENCES

An all-encompassing and unique range of experiences to stimulate, energize and restore.

PIONEERING WELLNESS

Delivering the latest and most effective wellness programs and experiences in partnership with leading experts.

EMOTIONAL HOSPITALITY

An emotionally intelligent approach to service that begins with empathy.

FUN & QUIRKY

Aesthetics and experiences which are always unique, often unexpected and sometimes unusual. Delivered out of our constant curiosity and willingness to experiment.

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2 BRAND ELEMENTS

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2.1. OVERVIEW

The Danah Bay brand identity consists of multiple design elements, specified throughout this document. This palette of elements has been created to capture and express the unique qualities of Danah Bay.

Examples of each brand element are illustrated below.

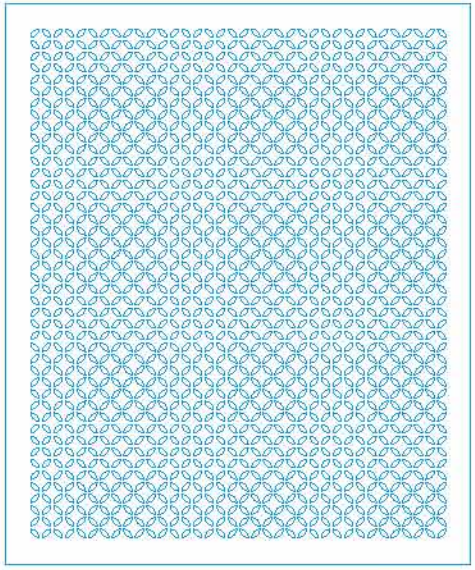
Please always use the supplied digital master artwork and do not try to recreate any of these elements.



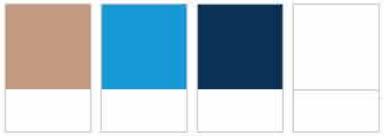
DANAH BAY LOGOTYPE (PAGE XX)



ICON (PAGE XX)



BRAND PATTERN (PAGE XX)



COLOUR PALETTE (PAGE XX)



TYPOGRAPHY (PAGE XX)



PHOTOGRAPHY (PAGE XX)

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3 DANAH BAY LOGOTYPE

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3.1. OVERVIEW

The Danah Bay logotype is the primary representation of the brand identity, and should be used as the main identifying device.

All the elements within the Danah Bay logotype have been carefully considered and crafted and cannot be recreated by typesetting. The Danah Bay logotype is the most valuable asset and it is of utmost importance that its construction and proportions are never altered or distorted in any way.

The Danah Bay logotype should be applied to all communications when the context of Danah Bay is known, when collectively talking about Danah Bay, and when referring to more than one property or product.

For reproduction, please always use the original digital artwork files. Always ensure that the correct version (shown below) is being used.



DANAH BAY ICON (BRANDMARK)

DANAH BAY LOGOTYPE

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3.2.EXCLUSION AREA AND MINIMUM SIZE

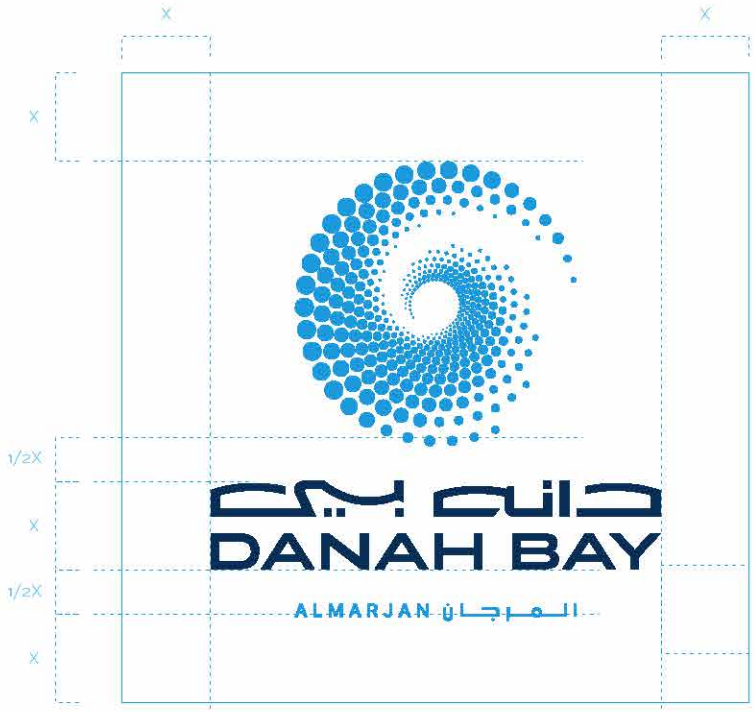
The exclusion area around the Danah Bay logotype ensures that no other graphic elements interfere with its clarity, legibility and integrity.

The minimum clear space around the logotype is determined by 1 times its height (x) from the outermost points. This means that no graphic, text or image may intrude upon this area.

Situations where production or material constraints require a tighter fit are to be dealt with on a case-by-case basis.

In order to maintain detail and legibility, the Danah Bay logotype should not appear in print smaller than 30mm (1.1811 in) in width.

In instances where the production method imposes technical constraints (e.g. etching, embroidery), it is advisable to test that the minimum size of the Danah Bay logotype is acceptable.





The Danah Bay logotype should not appear in print smaller than 30mm (1.1811 in) in width.

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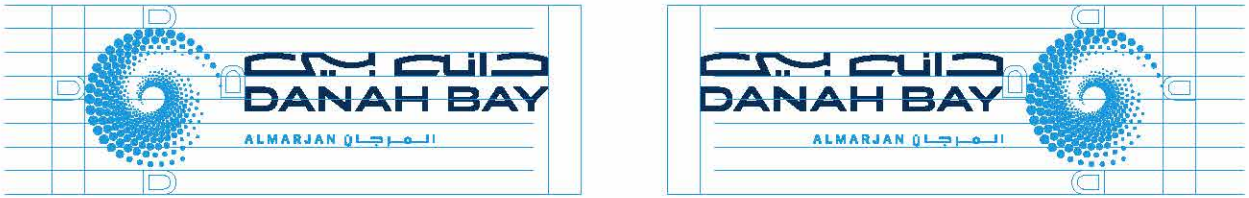
3.3. LOGO VARIARTIONS



DANAH BAY CORPORATE LOGO

The exeptonal horizontal logo should be used only when there is limited height to put in standard logo for the Danah Bay brand communications.

Due to its flexibility the icon can be placed either on the left or on the right.



DANAH BAY EXEPTIONAL HORIZONTAL LOGO

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3.4. SINGLE LANGUAGE LOGO

When the Danah Bay logo should be presented in one language only, these are the only two corporate logos to be used.



DANAH BAY ARABIC CORPORATE LOGO



DANAH BAY ENGLISH CORPORATE LOGO

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3.5. COLOURWAYS

Whenever possible, the Danah Bay logotype should be reproduced as shown.

The same rules apply to the Danah Bay descriptor logotype.

Please note: In all instances the logotype must have a clear contrast and good legibility against the background.



FULL COLOR



INVERSED COLOR



BLACK



WHITE

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3.6. COLOURWAYS – PHOTOGRAPHIC BACKGROUNDS

On photographic backgrounds, the Danah Bay logotype should always appear on a visually uncluttered area and there must be sufficient contrast with the background to ensure that the logotype is fully legible.



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3.8. MISUSE

The examples shown illustrate serious misuse of the logotype, although this is not intended to be a definitive list.

Always use approved master digital artwork and never modify or alter the logotype in any way.

Please note: The same rules apply to the Danah Bay descriptor logotype.



Do not scale any of the elements in the logo.



Do not reproduce the logotype in any other colour than those specified in these guidelines



Do not try to replicate the logotype by typesetting.



Do not flip or rotate the icon.



Do not rotate the logotype.



Do not add a drop shadow or other effects to the logotype.

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4 DANAH BAY ICON

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4.1. OVERVIEW

The Danah Bay icon serves as a supplemental design element to reinforce the Danah Bay brand identity.

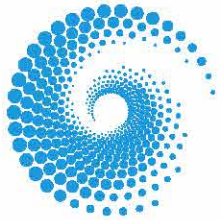
Therefore, it can be used as a secondary accent mark, or instead of the logotype when the full name is not necessary.

It can also be used as a Danah Bay identifying mark in small, restricted spaces such as a bottle cap.

The icon has been specially designed and cannot be recreated.

For reproduction, please always use the original digital artwork files.

It is essential that the specifications detailed in these guidelines are fully understood and correctly implemented.



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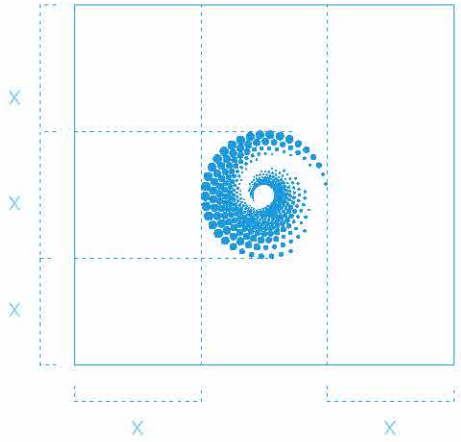
4.2. EXCLUSION AREA AND MINIMUM SIZE

The exclusion area around the Danah Bay icon ensures that no other graphic elements interfere with its clarity, legibility and integrity.

The minimum clear space around the icon is determined by 1 times its height (x) from the outermost points. This means that no graphic, text or image may intrude upon this area.

Situations where production or material constraints require a tighter fit are to be dealt with on a case-by-case basis.In order to maintain detail and legibility, the icon should not appear in print smaller than 4mm (0.1574 in) in height.

In instances where the production method imposes technical constraints (e.g. etching, embroidery), it is advisable to test the desired size of the icon prior to production.



4mm

The icon should not appear in print smaller than 4mm (0.1574 in) in height.

8mm

For items up to A4 size, the icon should not appear in print larger than 8mm (0.3149 in) in height.

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4.3. COLOURWAYS

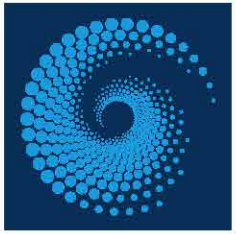
Whenever possible, the Danah Bay icon should be reproduced in its corporate color.

Alternarively, it can be applied in the additional colorways shown.

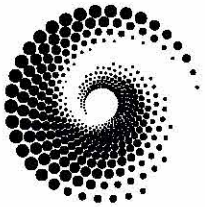
Please note: In all instances the logotype must have a clear contrast and good legibility against the background.



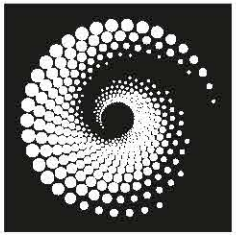
PRIMARY USE



REVERSED USE



LIMITED USE
BLACK ON WHITE



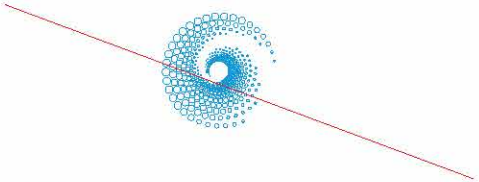
LIMITED USE
WHITE REVERSED OUT OF BLACK

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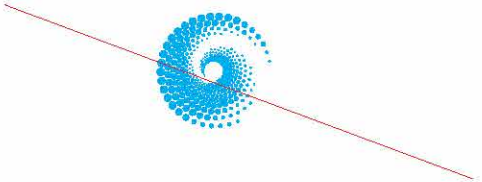
4.5. MISUSE

The examples shown illustrate serious misuse of the icon, although this is not intended to be a definitive list.

Always use approved master digital artwork and never modify or alter the logotype in any way.



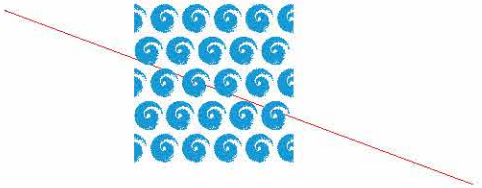
Do not outline the icon.



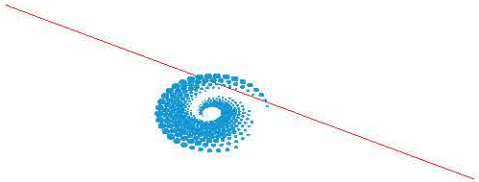
Do not reproduce the icon in any other colour than those specified in these guidelines



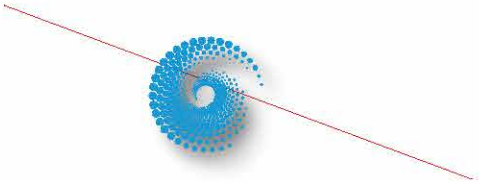
Do not use the icon as a background or watermark under the typography.



Do not use the icon as a pattern.



Do not distort the icon.



Do not add a drop shadow or other effects to the icon

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5 DANAH BAY COLOUR PALETTE

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5.1. SPECIFICATIONS

Colour is one of the primary devices used to distinguish Danah Bay from other brands.

The Danah Bay colour palette has been carefully considered in order to communicate its elegant and exclusive personality.

The primary colour palette for the overall brand identity is comprised of three colours: Dark Blue, Light Blue, Beige and White.

SHADES & TINTS

The shades & tints palette supports the primary palette and gives our brand a greater visual flexibility. It can be used for a wide range of collaterals to complement the basic identity. Yet, they should never replace the primary palette in designs and communications.

Use the colour values as listed. This palette has been adjusted for the best outcome for both in print and on screen results.

PRIMARY

Pantone 2925c

DB LIGHT BLUE
Hex #009cde
CMYK 100|30|00|13
RGB 0% R
61.18% G
87.06% B

SHADES & TINTS

#009cde



PRIMARY

Pantone 7521c

DB BEIGE
Hex #C09C83
CMYK 00|19|32|25
RGB 75.29% R
61.18% G
51.37% B

SHADES & TINTS

#C09C83



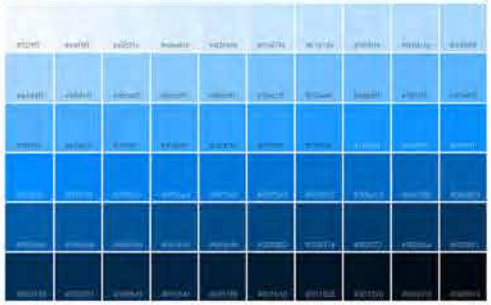
PRIMARY

Pantone blue 540c

DB DARK BLUE
Hex #003057
CMYK 100|77|38|36
RGB 0% R
48% G
87% B

SHADES & TINTS

#003057



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6 DANAH BAY TYPOGRAPHY

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6.1. OVERVIEW

PRIMARY TYPEFACE – BASKERVILLE MT

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9 # $ % ! ? &

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9 # $ % ! ? &

TAGLINES TYPEFACE – RAINBOW PAPER

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

ARABIC PRIMARY TITLES TYPEFACE – GE HILI

حتى هاربر موسكو ثم, وتقهقر المنتصرة حدة عل, التي فهرست واشتدّت أن
أسر. كانت المتاخمة التغييرات أم وفي. ان وانتهاءً باستحداث قهر.
١٠٩٨٧٦٥٤٣٢١

SUPPORTING TYPEFACE – SF COMPACT TEXT

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9 # $ % ! ? &

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9 # $ % ! ? &

ARABIC SUPPORTING TYPEFACE – BAHIJ THESANSARABIC

حتى هاربر موسكو ثم, وتقهقر المنتصرة حدة عل, التي فهرست واشتدّت أن
أسر. كانت المتاخمة التغييرات أم وفي. ان وانتهاءً باستحداث قهر.
١٠٩٨٧٦٥٤٣٢١

حتى هاربر موسكو ثم, وتقهقر المنتصرة حدة عل, التي فهرست واشتدّت أن
أسر. كانت المتاخمة التغييرات أم وفي. ان وانتهاءً باستحداث قهر.
١٠٩٨٧٦٥٤٣٢١

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6.2. BASKERVILLE MT

Embodying the spirit and the style of the Danah Bay logotype, Baskerville MT is the primary typographic family for the overall brand identity.

This elegant serif typeface should be used for all primary brand messaging (including large headings, statements and body copy).

Depending on the usage, Baskerville MT (Regular) can appear capitalised or as sentence case. Line and letter spacing will be subject to the copy's nature (heading, intro paragraph, body copy, etc).

Baskerville MT Italic should not be used capitalised.

Please note: No other cuts of Baskerville should be used, and the fonts should not be made bold.

BASKERVILLE MT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
9 8 7 6 5 4 3 2 1 0 # $ % ! ? &

BASKERVILLE MT ITALIC

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
9 8 7 6 5 4 3 2 1 0 # $ % ! ?

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6.3. SF COMPACT TEXT

SF Compact Text is a secondary sans serif typeface used to support Baskerville MT. SF Compact Text is to be used for information text or when legibility could be an issue (small sizes, on photographic backgrounds etc.).

Generally, SF Compact Text should be used capitalised. However, in certain instances, the use of sentence case might be necessary (e.g. within a text-heavy table).

Generally, when typesetting copy in SF Compact Text, the line spacing should be set at two points above the type size. Letter spacing in InDesign should be set to Optical +15pt tracking for both uppercase sentence case.Examples of informative text include: annotations, information within tables, map details, terms & conditions copy, captions, etc.

SF COMPACT TEXT LIGHT

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
9 8 7 6 5 4 3 2 1 0 # $ % ! ? &

SF COMPACT TEXT MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
0 1 2 3 4 5 6 7 8 9 # $ % ! ? &

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6.4. RAINBOW-PAPER.REGULAR

Rainbow paper regular is a secondary stylish, cute, friendly, and genuine handwritten font.

Generally, Rainbow paper regular should not be used capitalised.

It's generally used for taglines and independent sentences.

RAINBOW PAPER REGULAR

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
9876543210#$%!?&

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6.7. ARABIC TYPEFACE

TITLE USE

The GE Hili Book font is a great choice to increase the prominence in the project. Although the typography is traditional, the basic elements are great.

The GE Hili Book font is perfect for branding projects, housewares designs, product packaging, or simply as a stylish text overlay on any background image.

ARABIC PRIMARY TITLES TYPEFACE – GE HILI BOOK

حتى هاربر موسكو ثم, وتقهقر المنتصرة حدة عل, التي فهرست واشتدّت أن
أسر. كانت المتاخمة التغييرات أم وفي. ان وانتهاءً باستحداث قهر.
١٠٩٨٧٦٥٤٣٢١

BODY TEXT

Bahij TheSansArabic is the Typeface Family to be used for all forms of Danah Bay Arabic communication.

ARABIC SUPPORTING TYPEFACE – BAHIJ THESANSARABIC

حتى هاربر موسكو ثم, وتقهقر المنتصرة حدة عل, التي فهرست واشتدّت أن
أسر. كانت المتاخمة التغييرات أم وفي. ان وانتهاءً باستحداث قهر.
١٠٩٨٧٦٥٤٣٢١

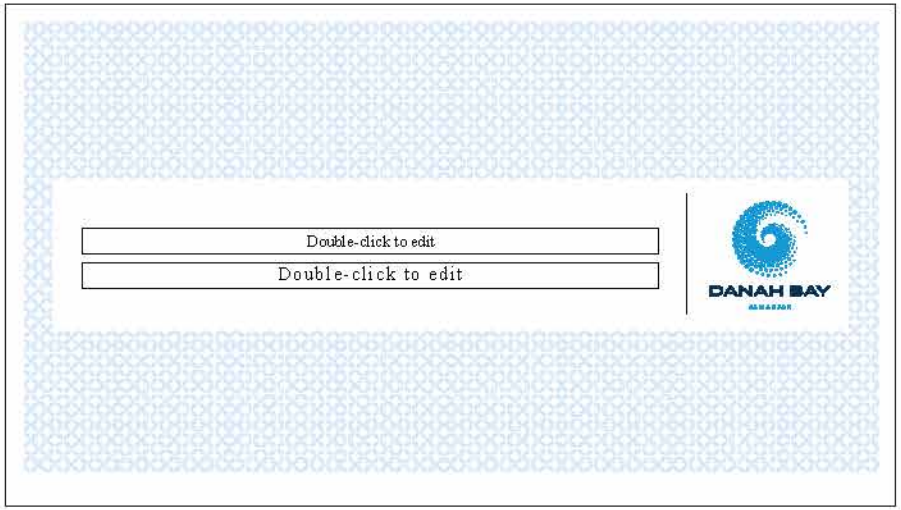
حتى هاربر موسكو ثم, وتقهقر المنتصرة حدة عل, التي فهرست واشتدّت أن
أسر. كانت المتاخمة التغييرات أم وفي. ان وانتهاءً باستحداث قهر.
١٠٩٨٧٦٥٤٣٢١

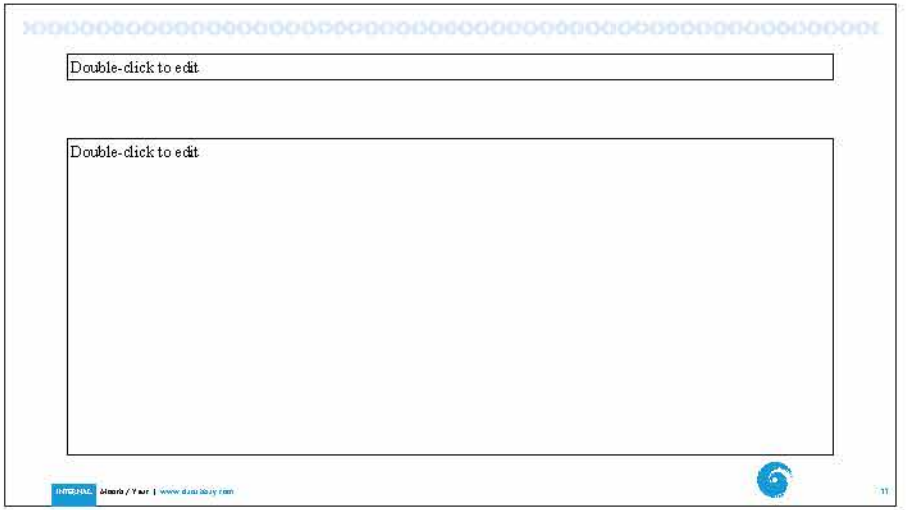
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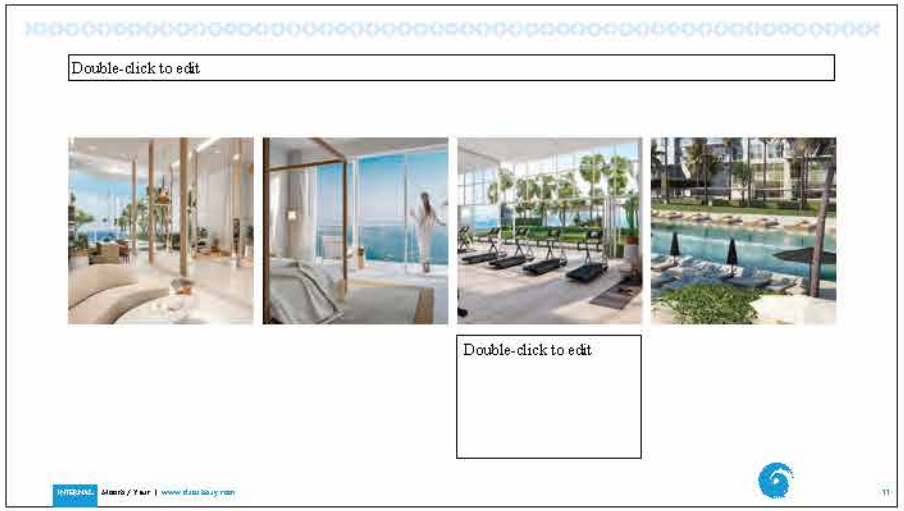
7 BRAND APPLICATIONS

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7.3. POWERPOINT PRESENTATION TEMPLATE - INTERNAL









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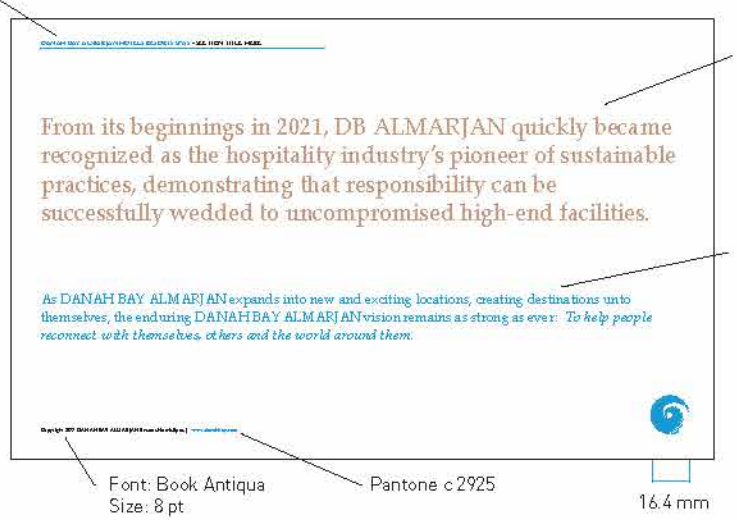
7.3. POWERPOINT PRESENTATION TEMPLATE - EXTERNAL

ON SCREEN SHOW

Size : 1680px x 1050px

On-screen show (16:10)

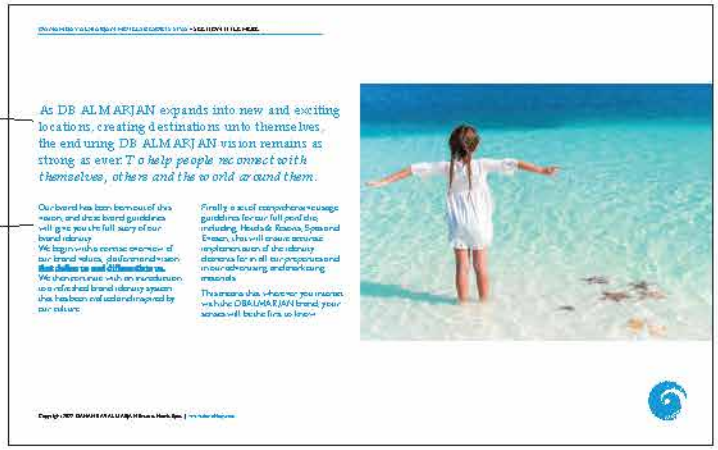




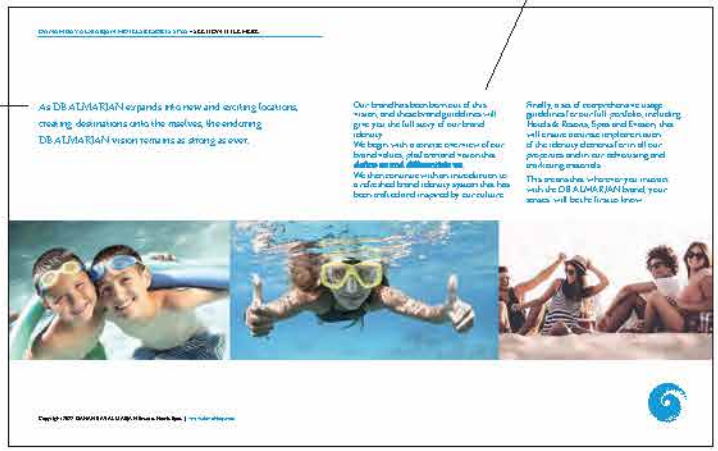




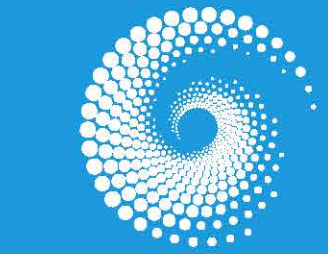
7.3. POWERPOINT PRESENTATION TEMPLATE - EXTERNAL











دانة بي
DANAH BAY
ALMARJAN المرجان

THANK YOU