

Branding Book of the New ADIB

2020 BRAND GUIDELINES





Purpose of This Document

Visual identity and style guidelines unify our communications and help make them clear, consistent and intentional. The following guidelines encompass proper use of the ADIB mark and logotype, the ADIB official fonts and colours to reinforce consistent application of visual elements in all our communications.

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OVERVIEW

Different studies show that millennials are looking for ways to live a bank-free existence in the future.


Millennials are constantly looking for a trust-worthy financial partner who understand their needs and what they want. ADIB Money Smart aims to set up this shelter and assist them to get on the right track of their paths.



The combination of core elements makes up the essence of the brand.

Our Values are:

- ▶ We are Transparent
- ▶ We are Shari'a Inspired
- ▶ We keep it Simple and Sensible
- ▶ We work for Mutual Benefit
- ▶ We nurture Hospitality and Tolerance



Our Mission is to become a top tier Islamic Financial Group

To provide sustainable and customer-focused financial solutions by integrating responsible social, environmental and governance commitments into our operations, aiming to create value for our stakeholders.

Identity Origins

The New Identity portraying ADIB's Values

1. The identity's spherical shape symbolizes the global reach and appeal of the brand. Its glass like quality and three dimensional form communicates a sense of transparency, clarity and purity.
2. The overlapping crescent shapes represent community and partnership. These shapes symbolize the phases of the moon which are key markers of the Islamic calendar.
3. The 7 pointed star is symbolic of the 7 Emirates, located at the top right side of the identity. This signifies the brands roots within the Islamic community and region, as the star shape rises and emanates from the East.



1



2



3



ADIB ASSET USAGE

ADIB Logotype



- ▶ ‘THE GLOBE’ symbol never appears alone except in special circumstances, such as certain signage (floor mats for example) and some promotional items.
- ▶ The Horizontal logo is to be used as the primary logo where possible.
- ▶ The Secondary logo is to be used in English communications, it has horizontal and stacked version.

PRIMARY LOGO - Horizontal



SECONDARY LOGO - Stacked



Vertical



مصرف أبوظبي
الإسلامي
ADIB

Exclusion Zone and Minimum Size

Minimum Size 30mm



Minimum Size 45mm



The amount of clear space is calculated as follows:

Clearance to the sides = X

X = 1/2 of the Diameter of 'The Globe' 

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.

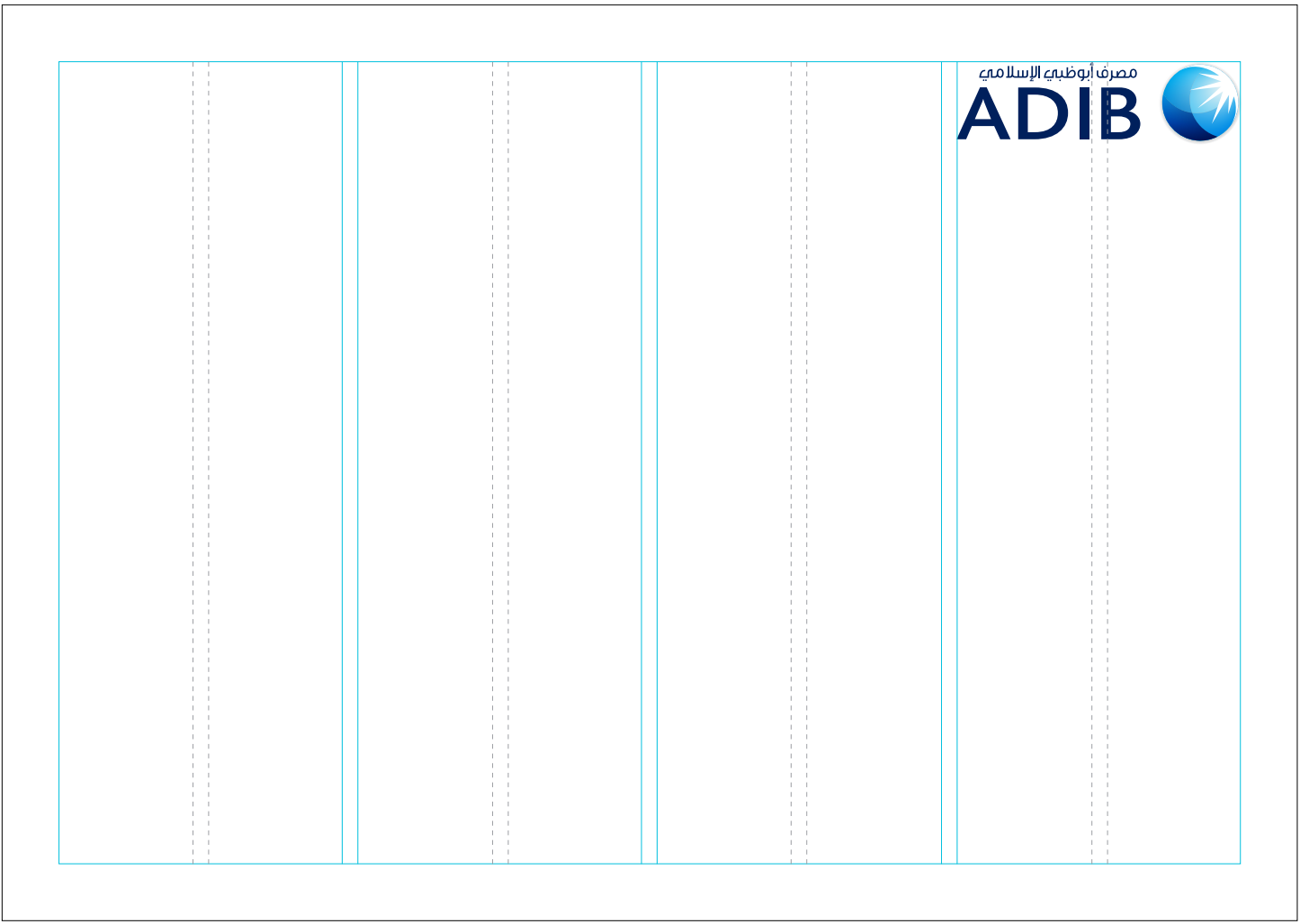
Minimum Size 20mm



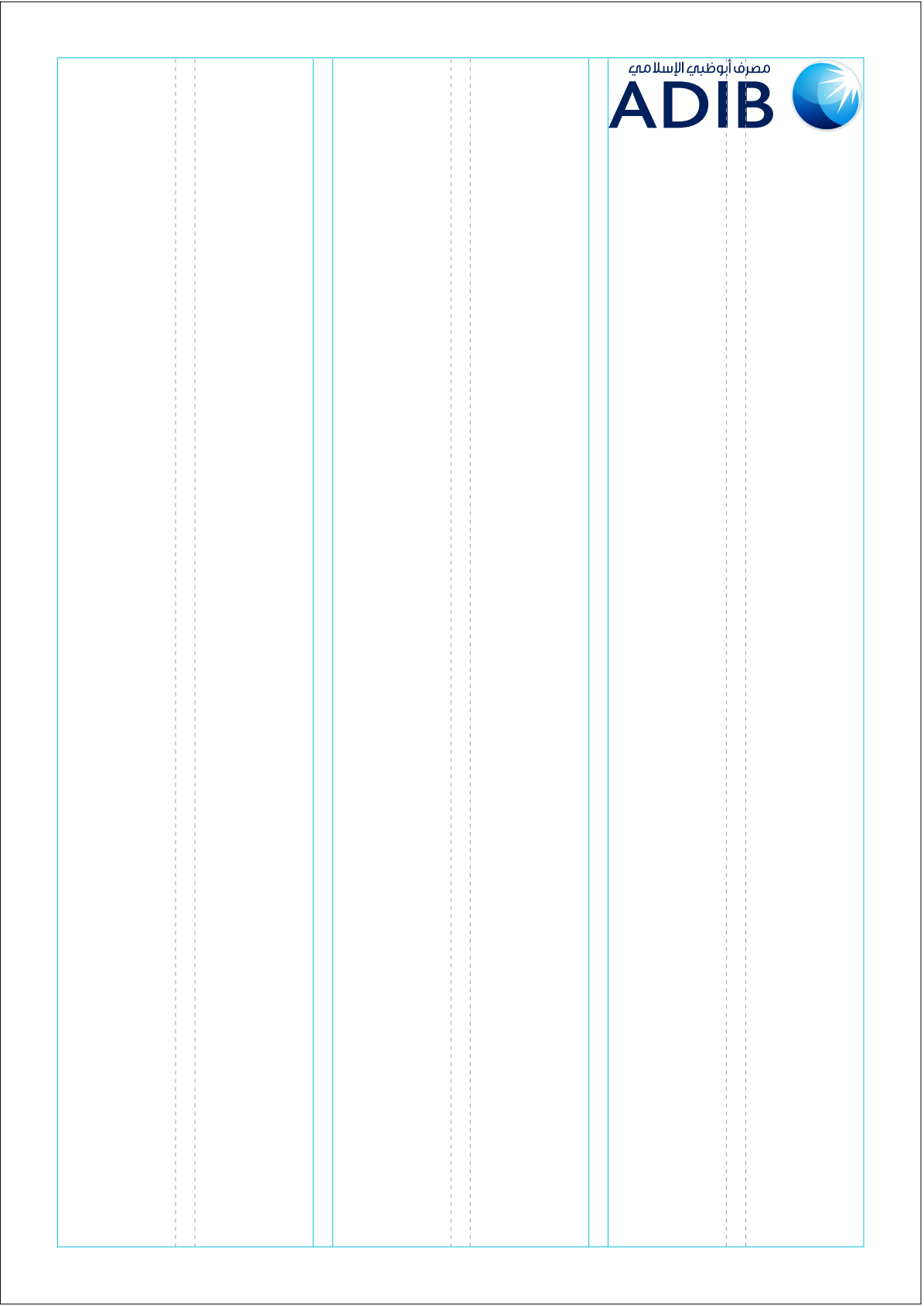
Correct Logo Placement

The ADIB logo should appear in fixed positions across all brand communications. The fixed position should always be the top right hand corner of the given format. Placing the logo in any other way is not allowed.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.



Landscape Orientation



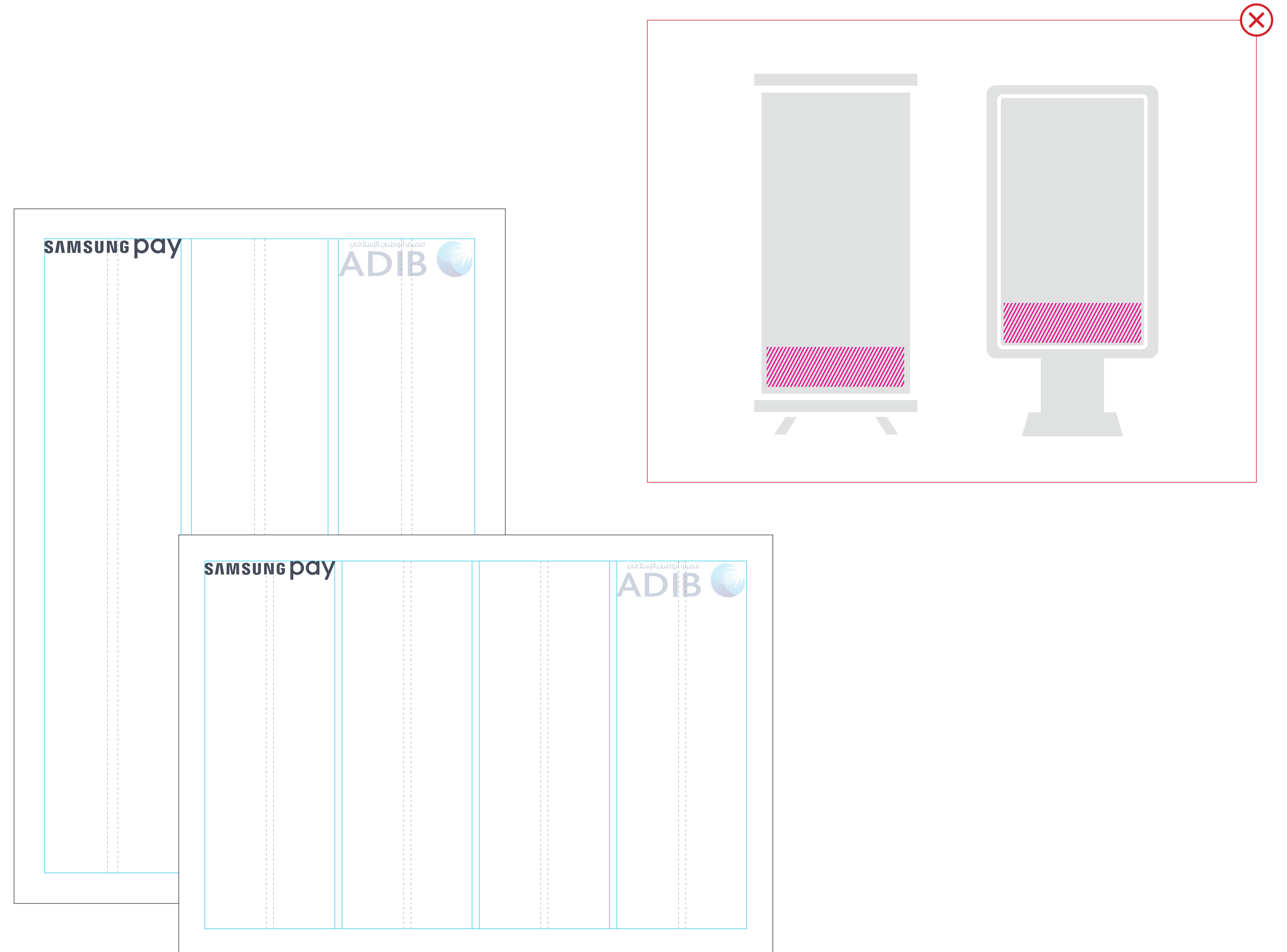
Portrait Orientation

Partner Logo - Correct Placement

The ADIB logo should appear in fixed positions across all brand communications. The fixed position should always be the top right hand corner of the given format. The only exception is for English focused communications where the ADIB logo can be placed in the same fixed position on the left side. Placing the logo in any other way is not allowed.

Logos should not to be placed at the bottom of a roll up or wall banner so that it is not in close proximity to the floor.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.



ADIB Fascia Logotype



This format of the logotype has been created specifically and exclusively for use on bank fascia.



The Halo Gradient

▶ WHITE BACKGROUNDS

On white backgrounds, the globe has a gradiating grey or silver halo.

CMYK

HALO = 30% Black

▶ COLOURED BACKGROUNDS

When the identity sits on a coloured background, the halo is white and must blend into the background colour.

HALO WHITE

ON DARK BACKGROUND



Secondary Logotypes

1



2



3



- 1. Grayscale logotype
- 2. Single-colour brandmark on white background.
- 3. Flat Tint Tri-tone logotype

Secondary Logotypes

▶ ADIB LOGOTYPE IN COLOUR

For maximum impact the ADIB logotype should appear in full colour on a white background.

▶ ADIB LOGOTYPE IN GRAYSCALE

A grayscale version can be used where full colour printing costs are prohibitive or where a special application of the logo is required.

▶ PHOTOGRAPHIC OR TEXTURED BACKGROUND

The ADIB logo must be legible. It should not appear in areas of high contrast or where the background is too close in terms of colour and tone.

▶ COLOUR BACKGROUND

The full colour logotype may be used on coloured backgrounds as long as a light, or dark enough colour is used for enough contrast.



Logotype Misuse

- 1. Do not reposition any of the brandmark elements.
- 2. Do not use the wordmarks without the 'globe' symbol.
- 3. Do not rotate or change the angle of the 'globe' symbol.
- 4. Do not include any text or graphic within the exclusion zone.
- 5. Do not reproduce the mark in a tint or in any other colours.
- 6. Do not expand or condense the brandmark.
- 7. Do not substitute the text with other fonts.
- 8. Do not place logo over backgrounds that do not provide enough contrast for visibility.



Corporate Color Palette

PRIMARY COLORS

- Retail Segment
- Business Segment

SECONDARY COLORS

- Diamond Segment
- Gold Segment
- Women’s Segment

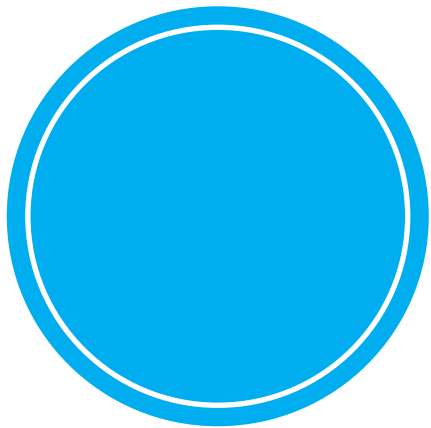
- Tints of the primary colour palette can be used as an accent colours for graphic devices.

- Tints can be used at 10% intervals between 80% and 20%. Avoid tints above 80%, ensure our 100% colours remain distinct. Don’t use tints below 20%, avoids colours that look too weak.



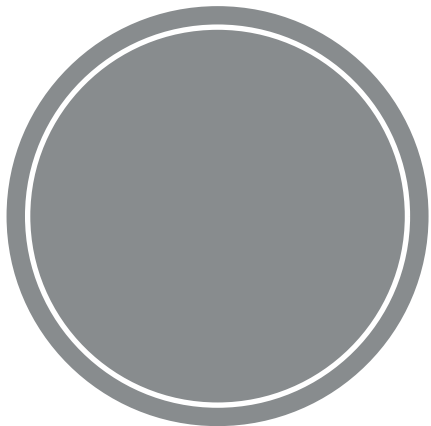
DARK BLUE
Pantone 281

C100 M72 Y0 K32
R0 G57 B120
#003978



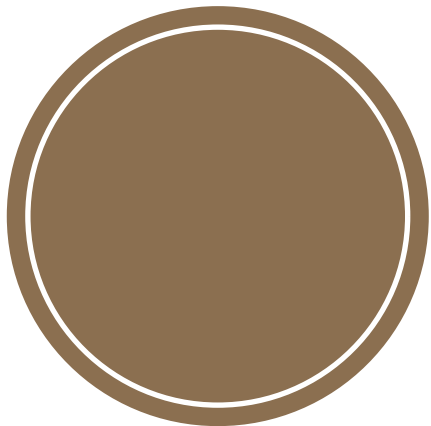
BRIGHT BLUE
Pantone Process Cyan C

C100 M0 Y0 K0
R0 G158 B227
#009EE3



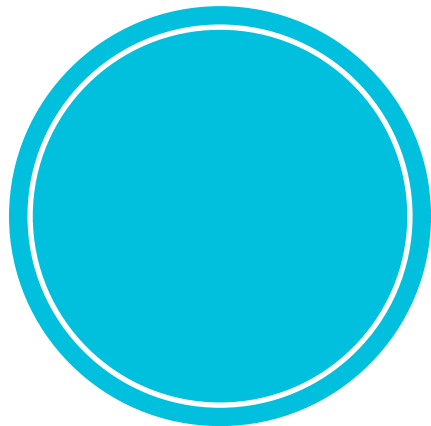
SILVER
Pantone 877

C0 M0 Y0 K30
R198 G198 B197
#C6C6C5



GOLD
Pantone 874

C40 M50 Y75 K18
R140 G112 B75
#8C704B



WOMEN’S BLUE
Pantone 311 C

C69 Y 0 Y12 K0
R0 G193 B222
#00C1DE



Corporate Typography (English)

The primary font for all of our communications including Smart Banking is Bliss, supplied by www.faces.co.uk. Bliss was designed to function equally well as a text face for literature and for display text with ultimate legibility. Bliss bold is used for all copy headers. For body copy Bliss regular should be used.

USE OF ARIAL
Arial should only be used internally for PC applications such as Letter templates, document ABCDEFGHIJKLMNOPQRSTUVWXYZ templates and PowerPoint slides.

▸ Bliss Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890 !@£\$%^&*()+-
▸ Bliss Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890 !@£\$%^&*()+-
▸ Bliss Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890 !@£\$%^&*()+-
▸ Arial	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890 !@£\$%^&*()+-

Corporate Typography (Arabic)

GE SS Two Light

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١
> < ” “ – [\] _ . : ; = ؟ * . / \ () × + , − ! » % ÷

GE SS Two Medium

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١
> < ” “ – [\] _ . : ; = ؟ * . / \ () × + , − ! » % ÷

GE SS Two Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١
> < ” “ – [\] _ . : ; = ؟ * . / \ () × + , − ! » % ÷

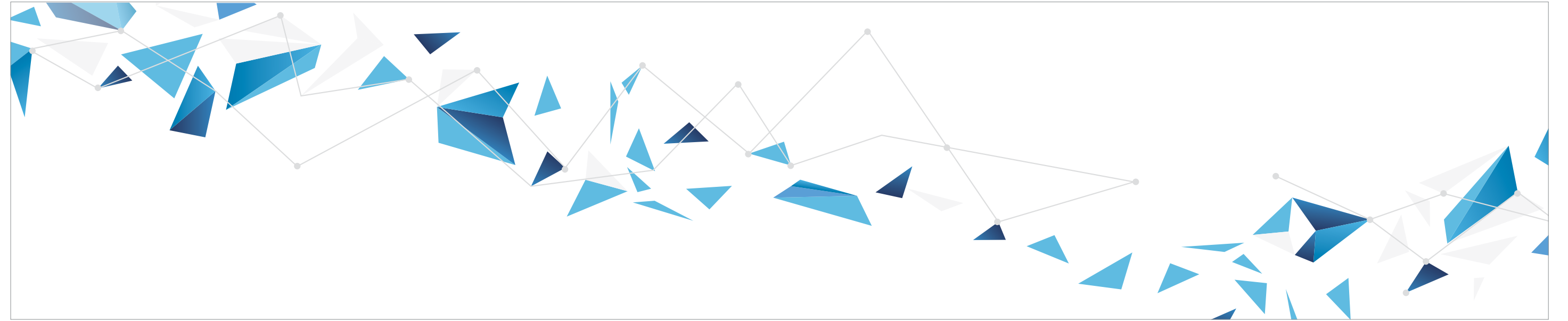


VISUAL LANGUAGE

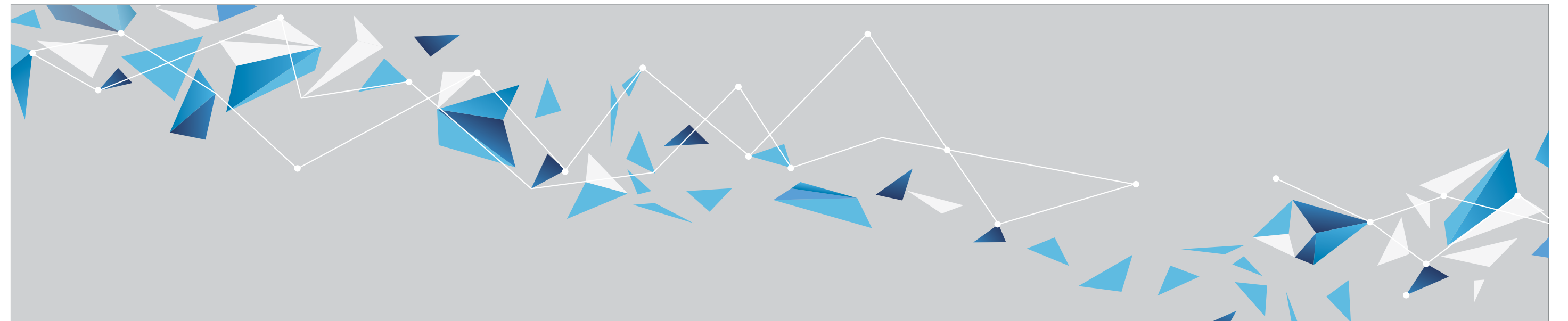
The Polygons

Polygons act as the key visuals to represent the bridging between the new generation and ADIB's smart and innovative solution. The connections between different users, neurones, or "peers" (p2p), are demonstrated visually by 2 main elements: segments formed by polygons and the white synapses".

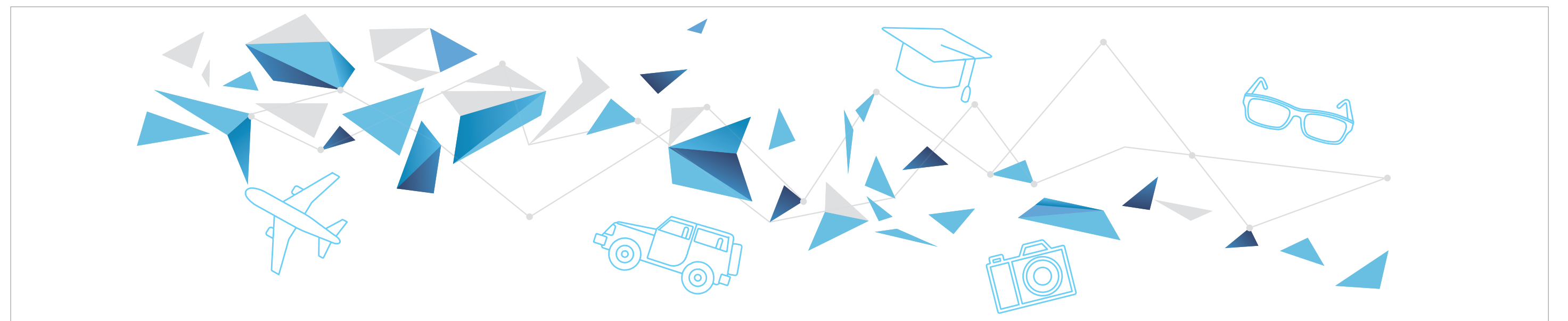
Themed icons which relate to the product being communicated can be used alongside polygons. For example, travel icons such as an airplane, suitcase or passport etc might be used for a bonus miles themed communication.



100% Opacity - Ideal for application on white background



With transparency and white lines -
Ideal for application on top of images or coloured background



The Polygons

Layouts and Examples

The ADIB polygons should not overwhelm the creative or make the copy difficult to read.

The polygons are to be used as a signature element which work around the main visual.

The social media icons need to be positioned at the base of the artwork and in a single colour so as not to distract the eye from the main communication.



The Polygons

Imagery

Another example of how the Polygons can be used for our communication visuals.



The Polygons

Background



For event backdrops this polygon background can be used.

ADIB Corporate Icons



Set 1

Set 2

There are 2 sets of ADIB smart corporate icons:

Set1 is composed by clean thin lines. Set2 is filled with smart gradient color as the background. Both sets should always be shown as front or side views, they should never be shown at an angle (including 3/4 views) or in 3D style.

ADIB Corporate Icons - Bullets

Icons should visually communicate the intended benefit in a clear and recognizable manner.

Bullets

Call to Action

TAKAFUL

مصرف أبوظبي الإسلامي
ADIB



“I go the extra mile to protect my Family”

Sign up for any ADIB Family Takaful product and earn double Etihad Guest miles on your first payment

Our Family Takaful plans are designed to protect you and your family by providing:

-  **Tailored Takaful solutions which cater to your needs at every stage of your life**
-  **Flexible payment options**
-  **Wide range of additional benefits**

Want to know more about our Takaful Products?

Contact our Takaful advisors to sign up today, SMS XXX on 4655 or call 8002882 now.

ADIB terms and conditions apply.
Promotion is valid on all Family Takaful product sign ups within June and July 2019
Etihad Guest Miles will be credited throughout August and September 2019

 facebook.com/ADIB  ADIBstories  ADIB TV  @ADIB_Bank  @ADIBtweets

Photography

Inspirational models are recommended, including Emiratis, young westerners, Asians and Arabs.

Ladies: To be dressed conservatively with no visible hair, heavy make up or nail polish. The Emirati dress code must always be followed and the veil should be worn correctly. Emirati ladies should always be presented in an Abaya with full head scarf “Shayla” in black.

For non-Emiratis: Females above the age of 9 should wear a head scarf and dress conservatively.

Male and females: A comfortable distance should be shown between males and females appearing in the same visual, and a child should always be placed in between them, again allowing a comfortable distance.

Men: Facial hair should follow the cultural norms.

PHOTOGRAPHY DON'TS

Clichéd images should be avoided. Additionally, avoid using images that are overly re-touched and limit the use of blurry and silhouette images.



Sharia'a Compliance

Always ensure that images should be Shari'a compliant and should not offend the local culture values.

- ▶ Ladies and gents can be photographed only in a group with appropriate space between the genders.
- ▶ They can be photographed as a family unit with children in the middle.
- ▶ Both ladies and girls over 12 years of age need to be clothed decently and respecting the Shari'a norms and dress codes.
- ▶ When gents or ladies are dressed in the local costume it needs to follow the local standards and respect the culture.
- ▶ Over embellishment, accessorizing, makeup is not allowed. Simplicity is required.
- ▶ Hands and face gestures should be respectful and decent.



Key Visual & Communication Considerations

Primary

VISUAL

- ▶ Visual to include a human talent looking directly into the camera.
- ▶ Polygons should be present in all visuals (see slide 22).

KEY COMMUNICATION MESSAGE

- ▶ Headlines should communicate the emotional benefit of the product being promoted. This should ideally be communicated as a story and in the first person e.g. **“I go the extra mile to protect my family”**.
- ▶ Headlines should be communicated using “speech marks”
- ▶ Key product benefits should be communicated through a series of short and effective bullet points
- ▶ The overall tone of voice for all communications should be **SIMPLE, FRIENDLY and EFFECTIVE.**

CALL TO ACTION

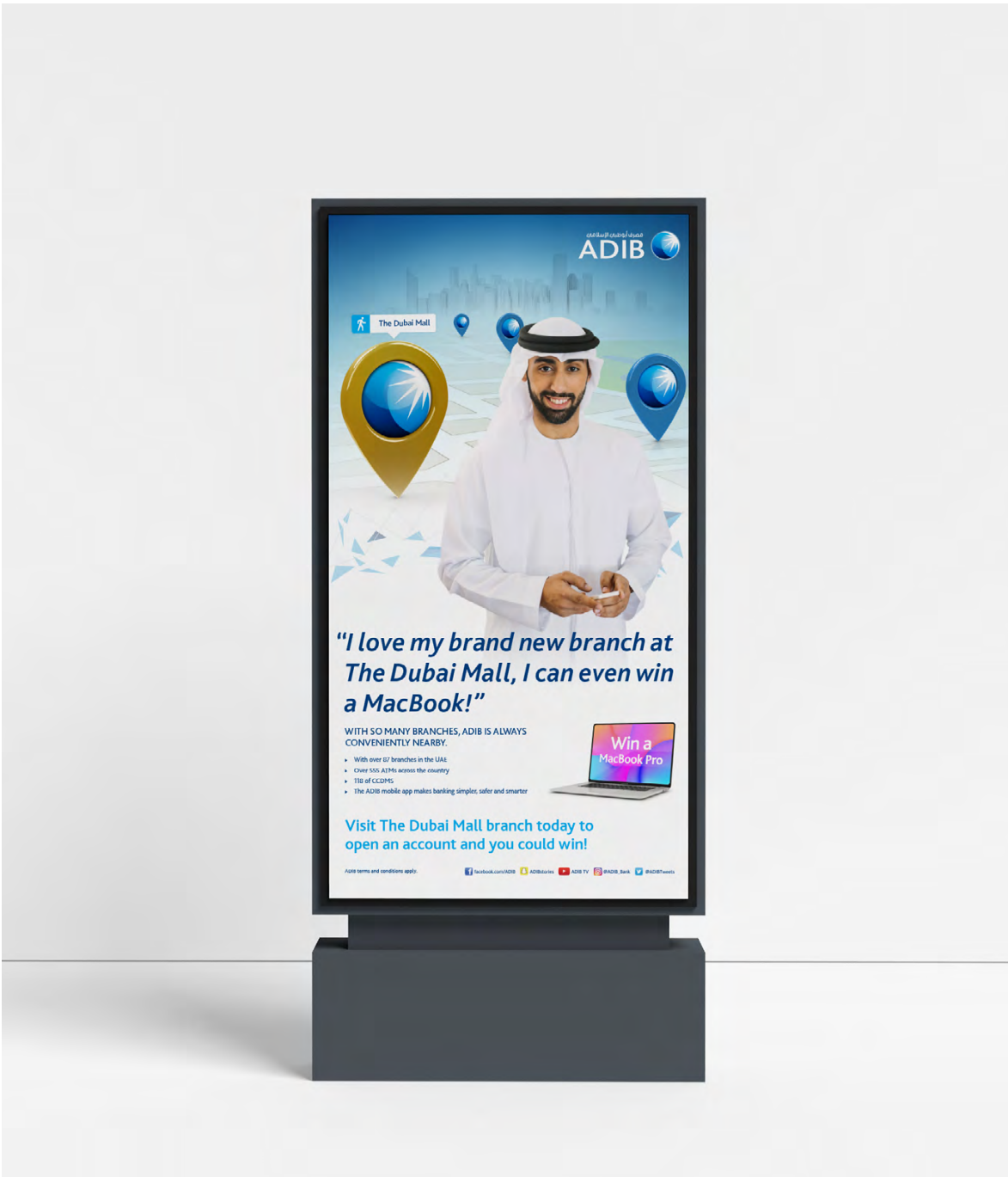
- ▶ Masterbrand creative should use the marketing contact number as a call to action, this will allow the marketing team to track the number of leads. The marketing contact number to be included is 8002882.



These rules should be followed whenever possible across all ADIB banking communications. In exceptional circumstances these rules can be adapted to fit the campaign requirements, but should consider the above as much as possible.

Brand Applications

Primary



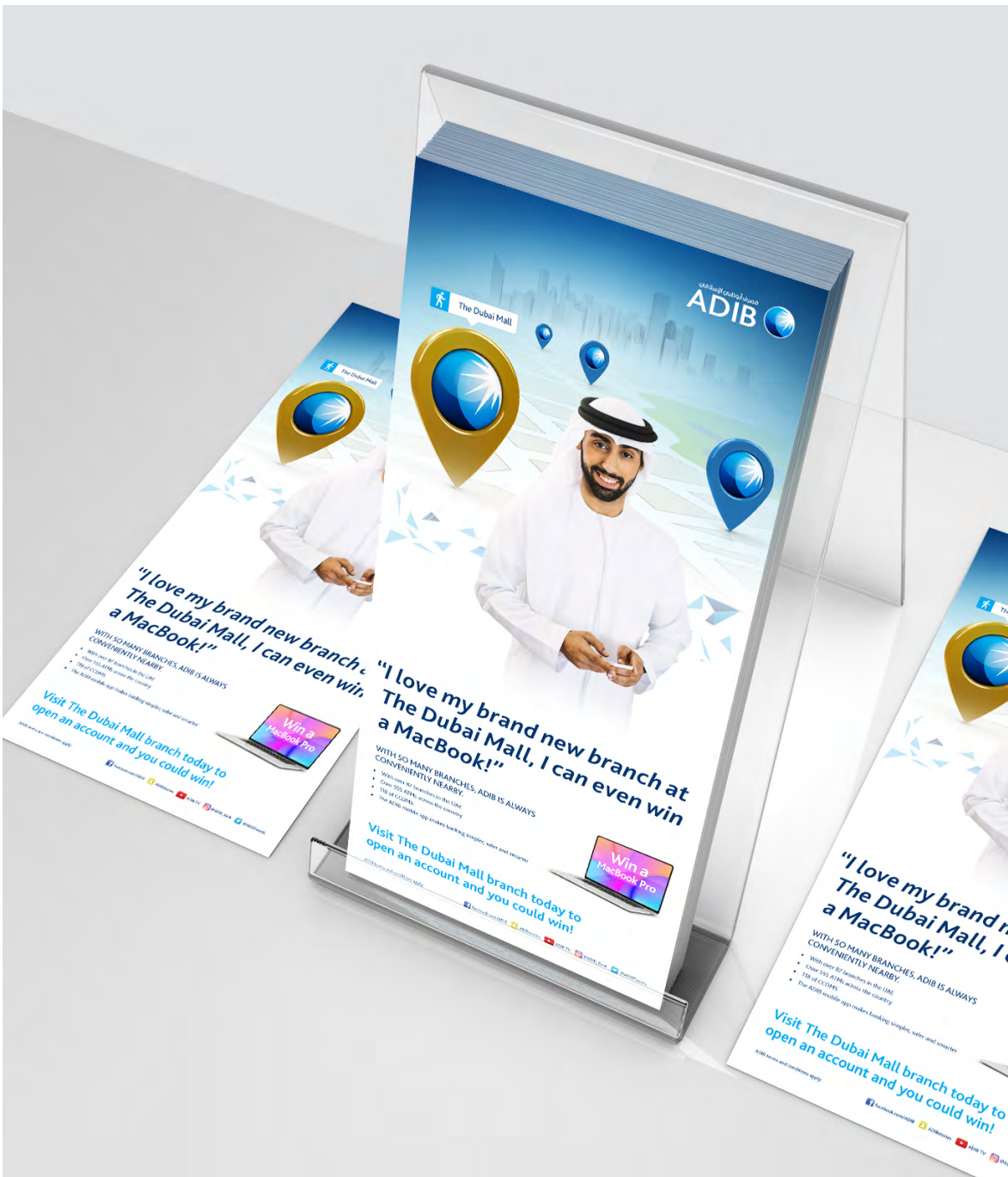
Outdoor Advertisement



Poster



Rollup



Rack Brochure

Key Visual & Communication Considerations

Secondary

The PRIMARY approach should be followed for all campaigns, except in special circumstances where the campaign is not suited and creative may be limited. On these occasions a creative license is given to deviate away from the primary approach but all communications should remain on brand.'

Print Area

Headline

Sub-Headline

Visual

Bullet Points

Call to Action

Brand Applications

Secondary



Indoor Advertisement



Billboard



News Advert

Brand Applications

Secondary



Outdoor Advertiment



News Advert



Outdoor Poster Advertiment



Billboard

Brand Applications

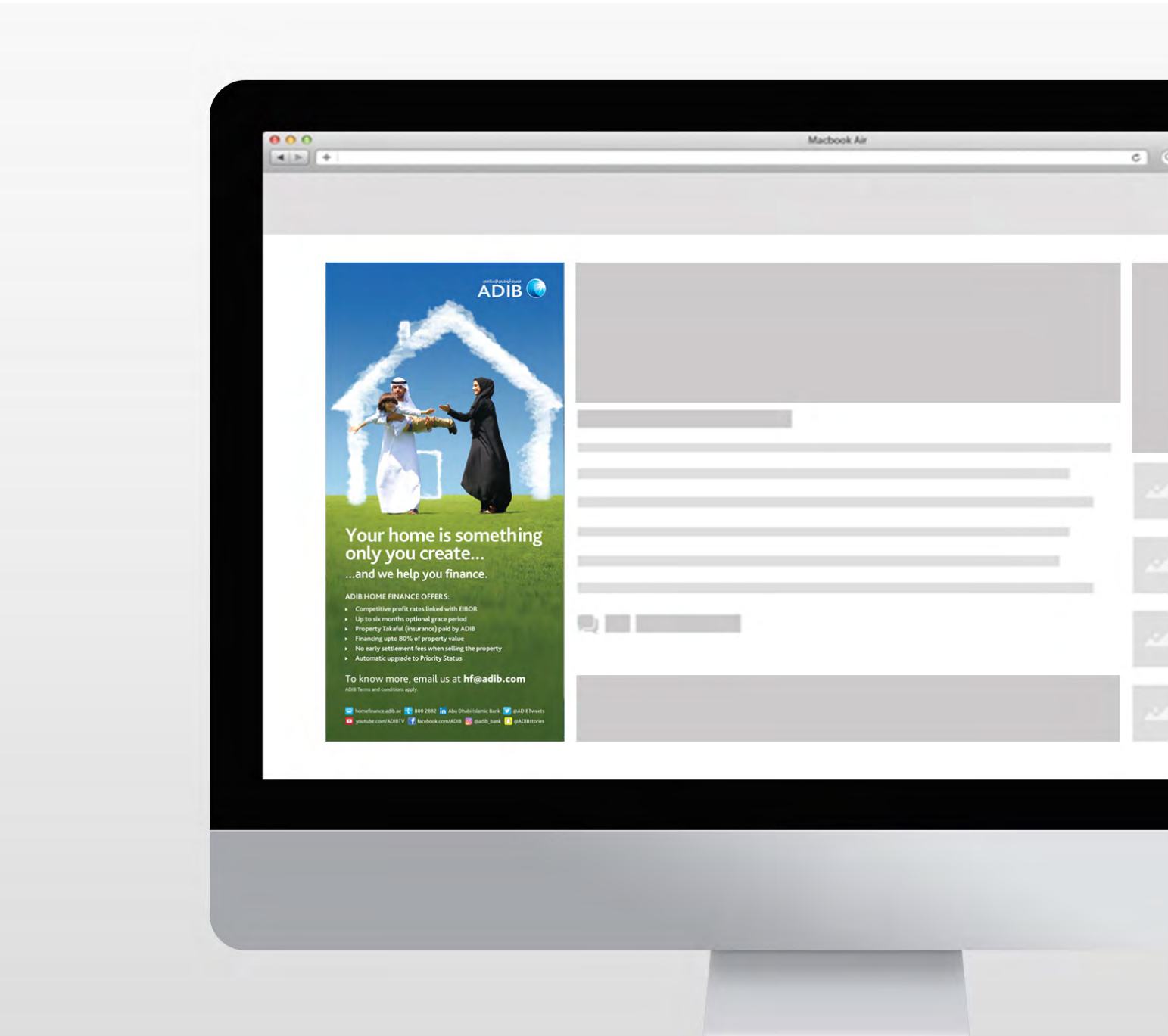
Secondary



Leaflets



Flyers



Online Banner

Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

Dimensions
210 x 297mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Business Card

The business cards will be used for all official contact and communication of ADIB. Place your data into ADIB business cards and give them to your customers and partners.

Dimensions
85 x 55mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Business Card - Side A



Business Card - Side B

DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner



Envelope - Front Side



Envelope - Back Side

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

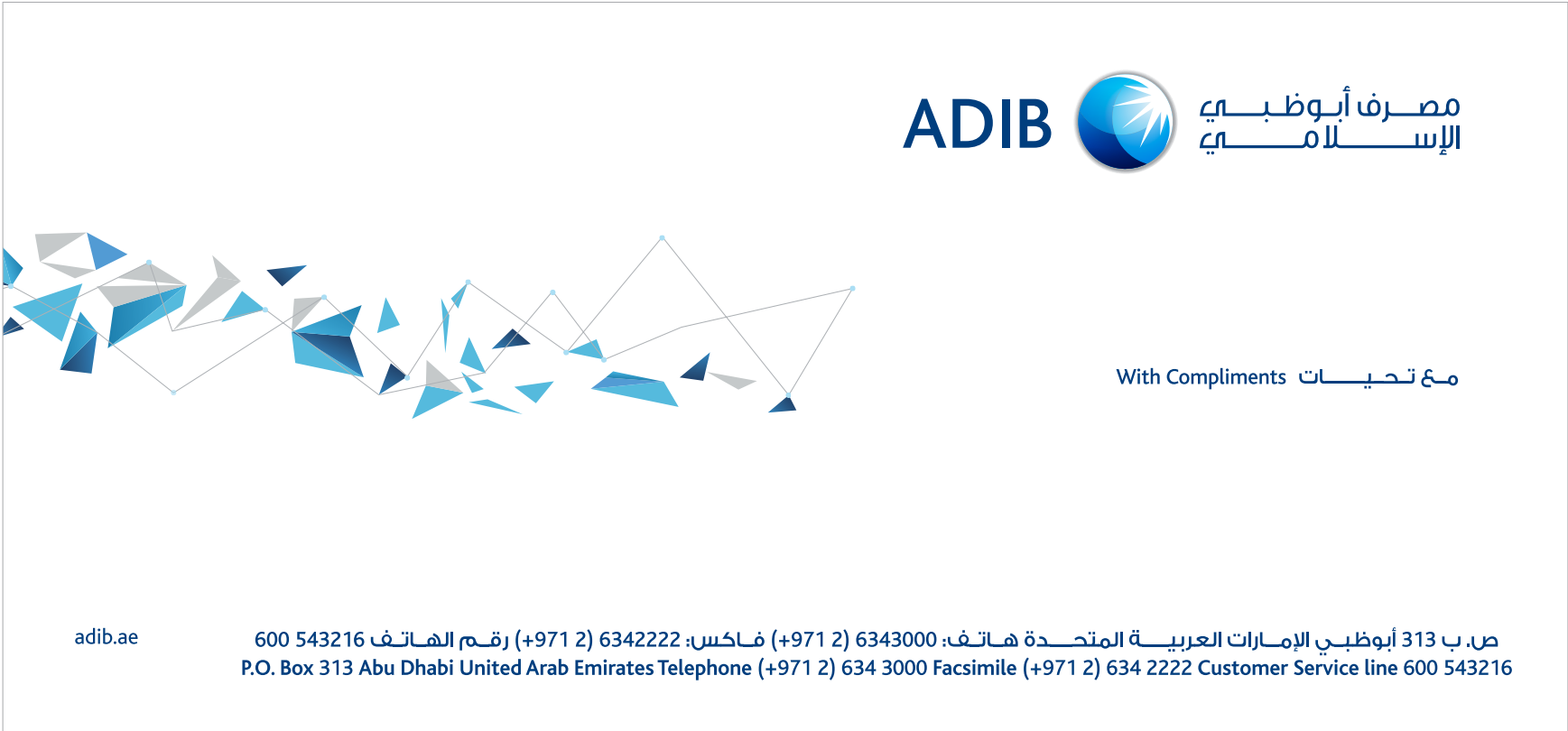
Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

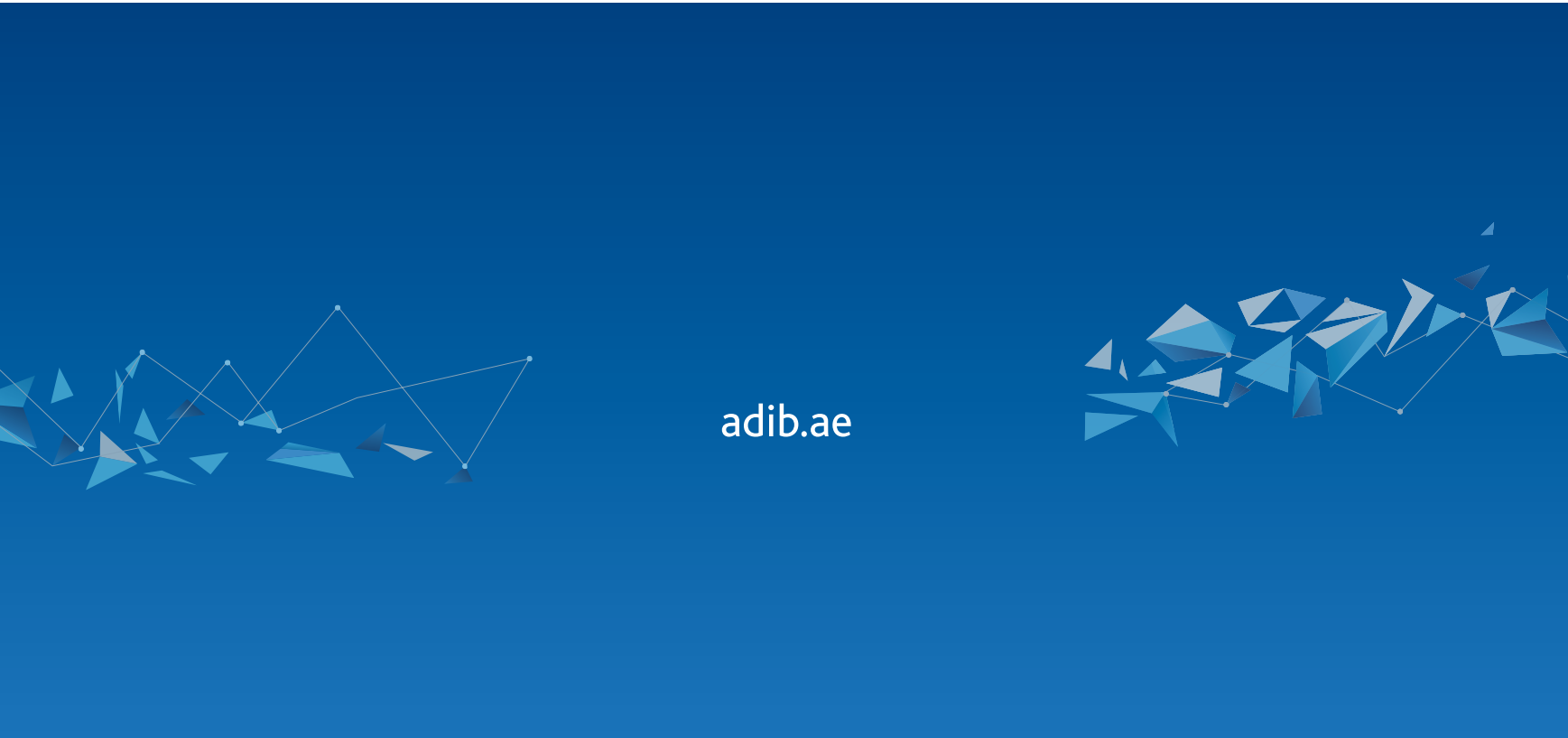
Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

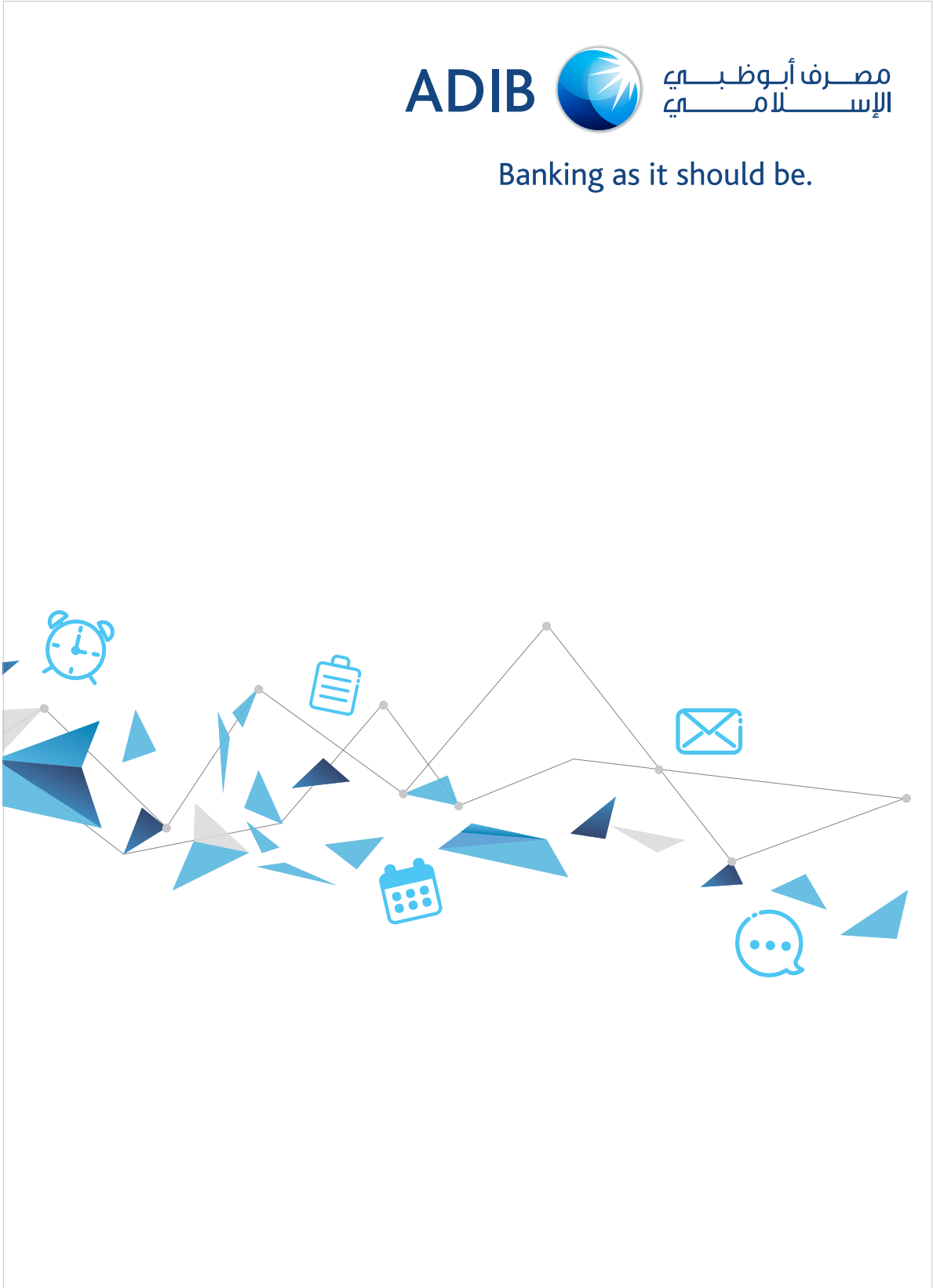
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

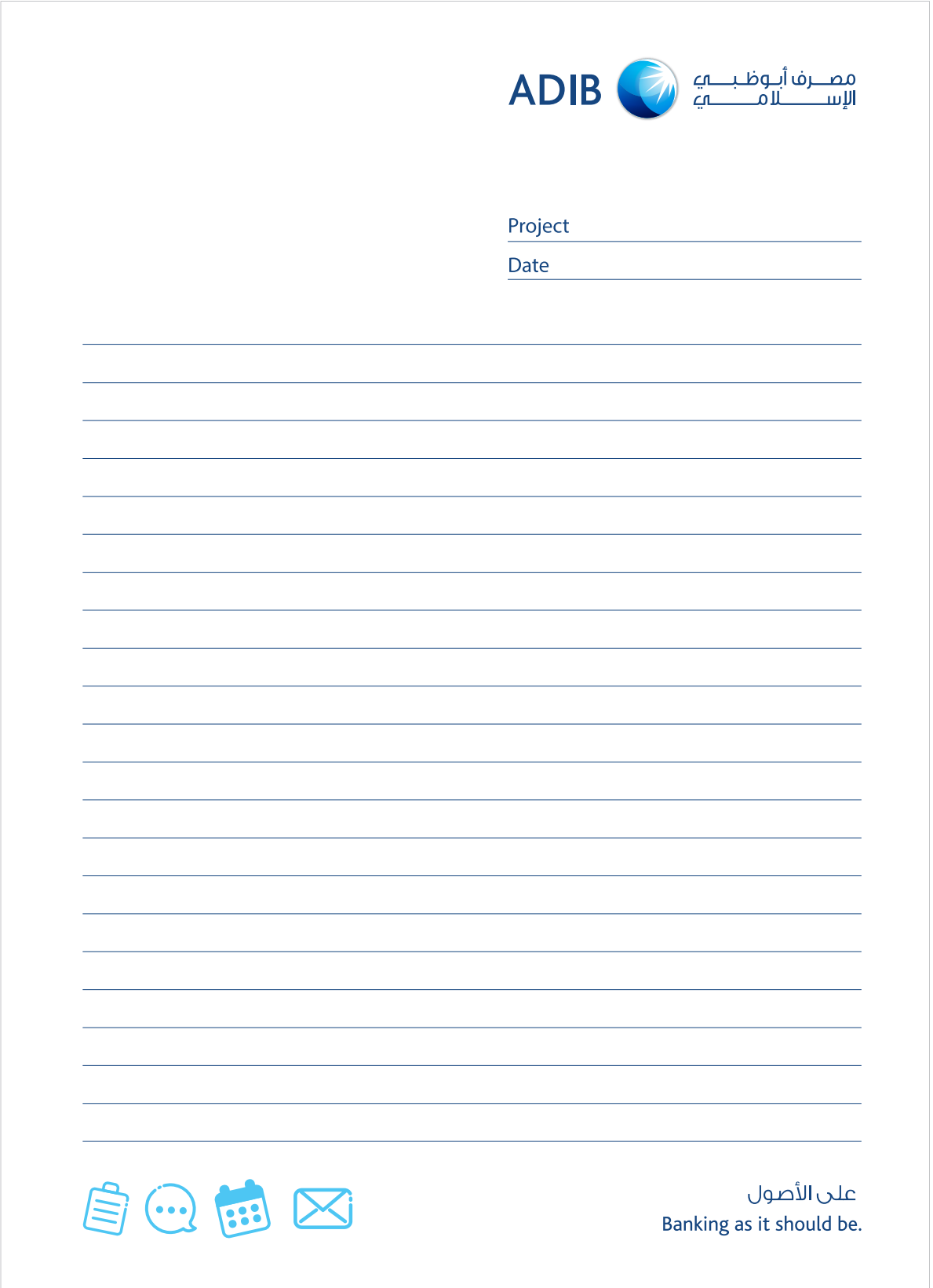
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.

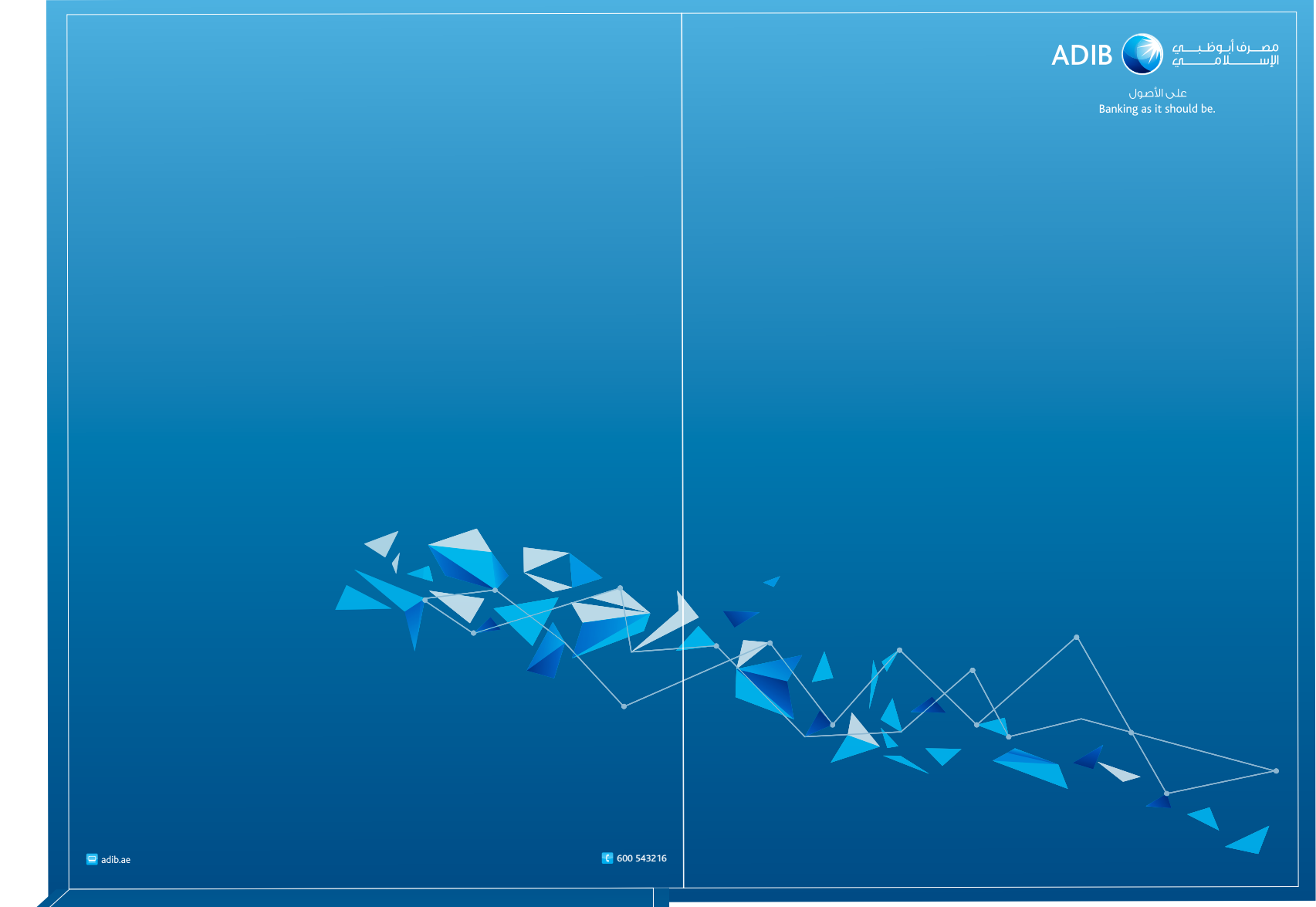
Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Folder - Inner



Folder - Outer

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



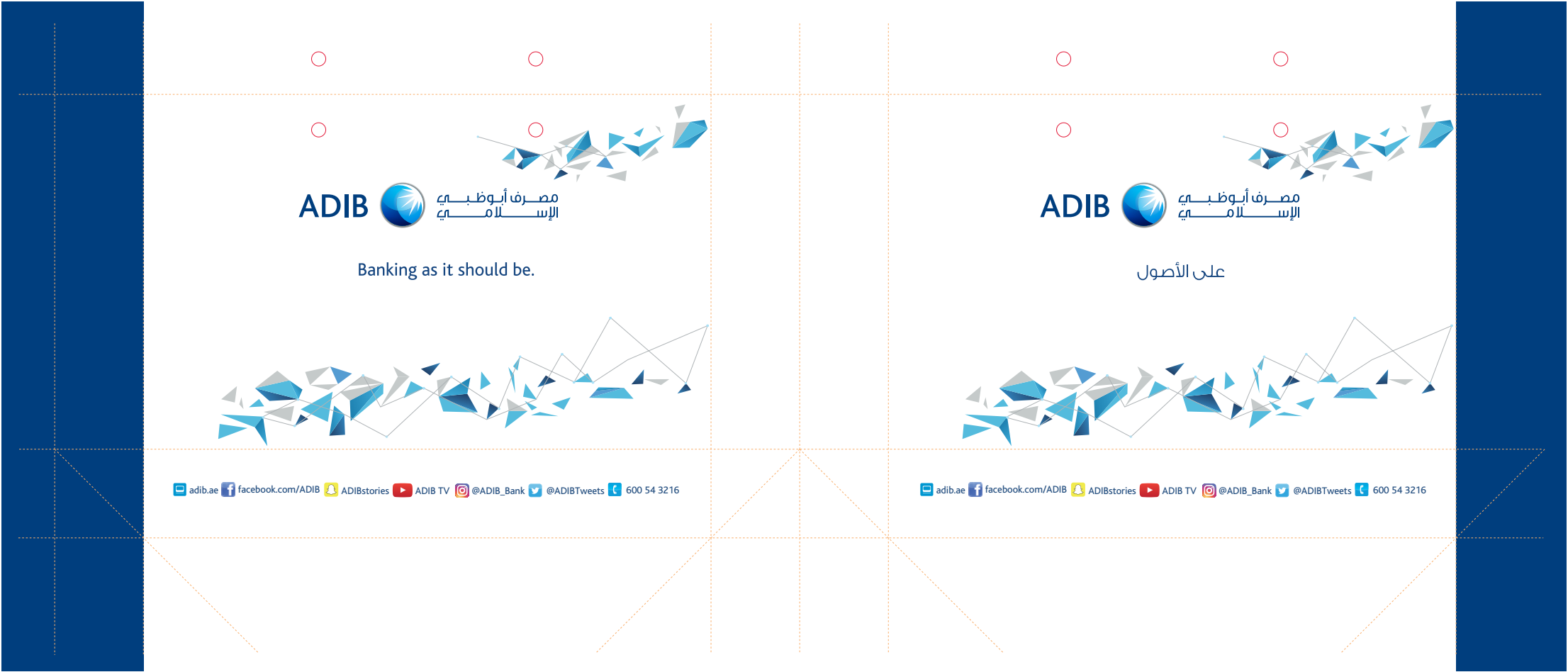
Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

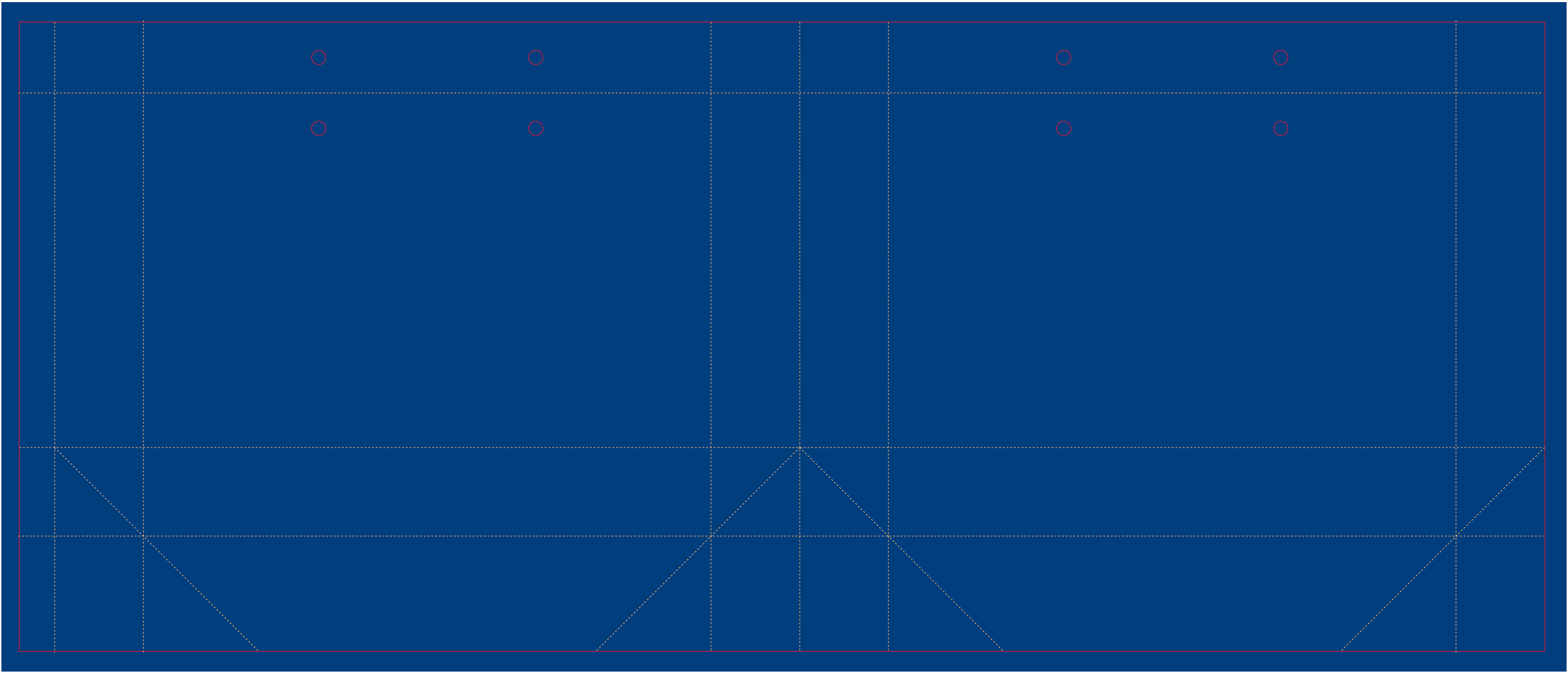
Dimensions
SMALL - 195 x 210mm
MEDIUM - 250 x 320mm
LARGE - 310 x 350mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Bag - Outer



Bag - Inner

Corporate Stationery

DIAMOND



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

Dimensions

210 x 297mm

Weight

100 gsm Uncoated CX22

Diamond White

Print

CMYK



DL Envelope

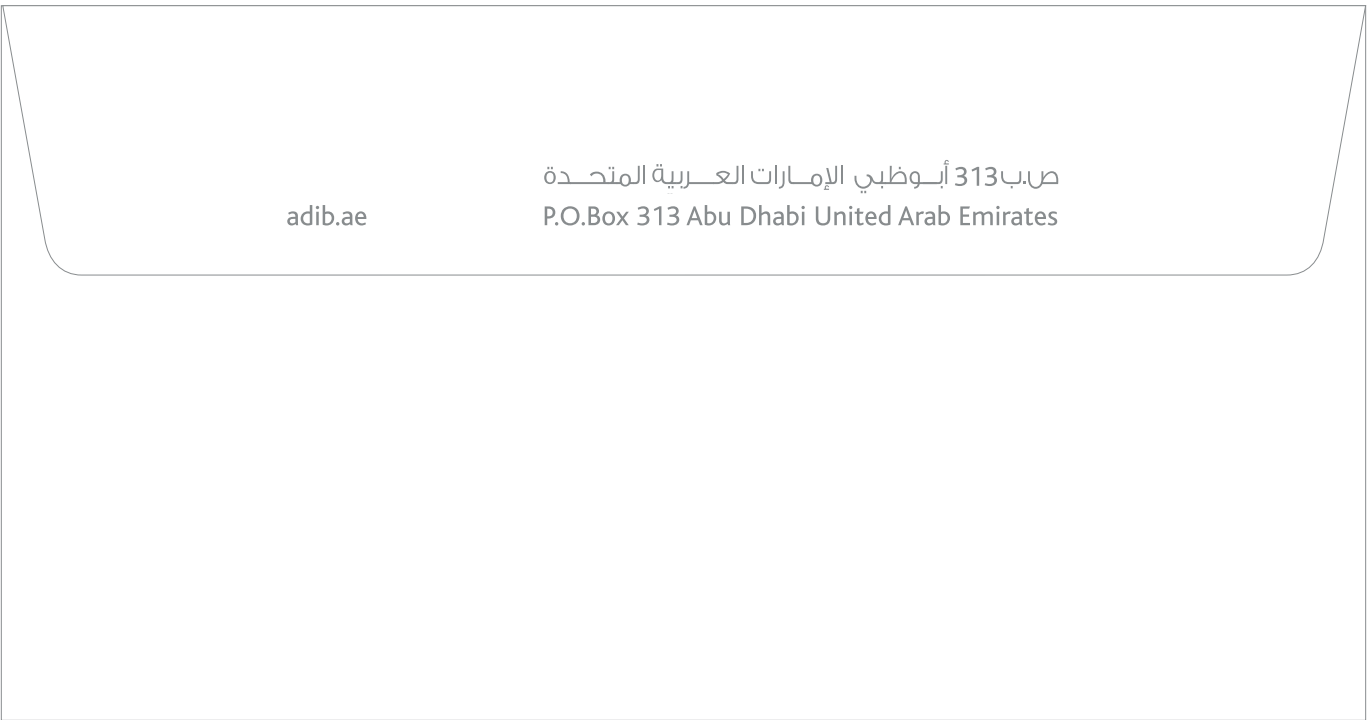
The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner



Envelope - Front Side



Envelope - Back Side

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

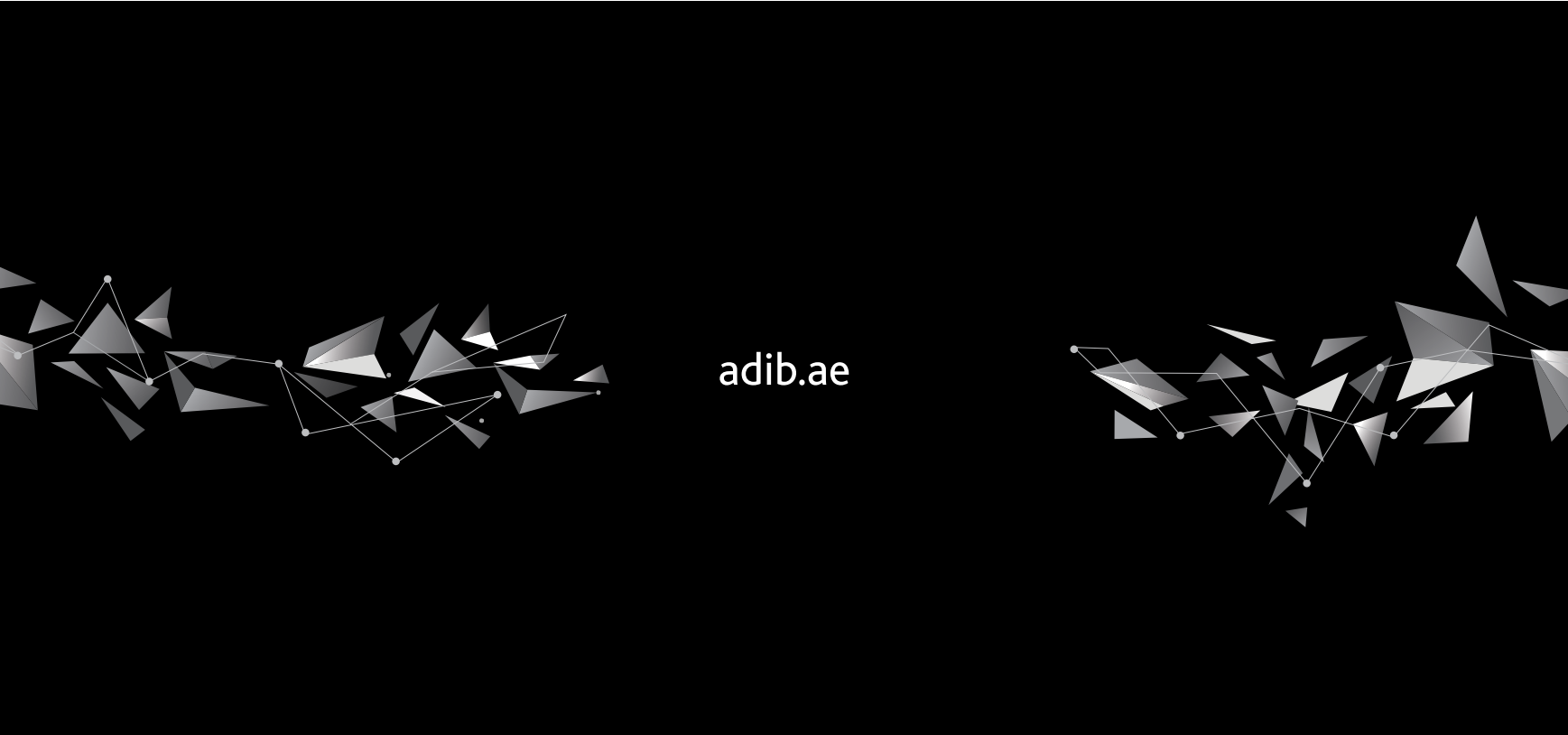
Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

- Dimensions
70 x 150mm
- Weight
300 gsm Uncoated CX22
Diamond White
- Print
CMYK



Front



Reverse

Notebook

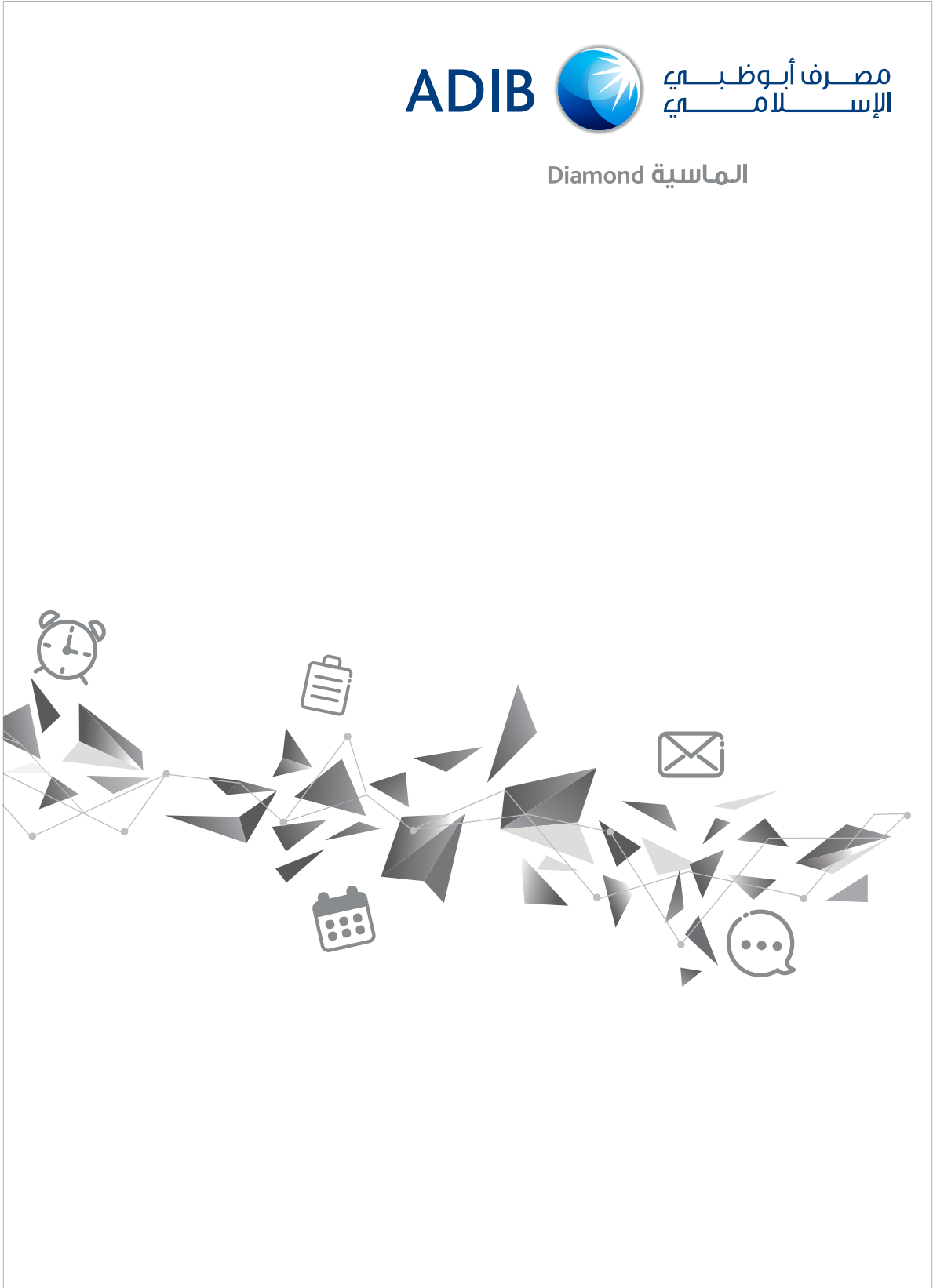
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

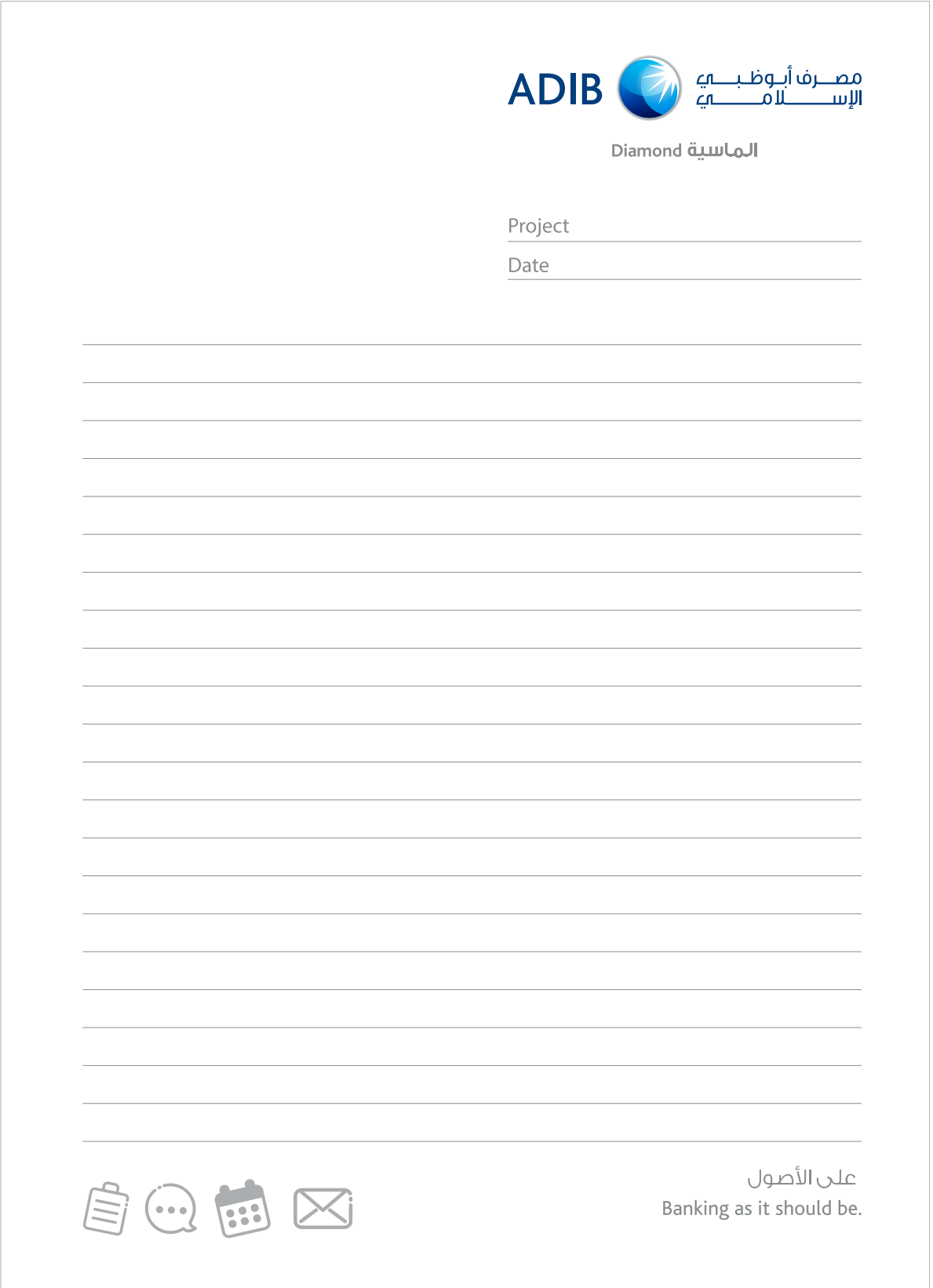
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

Folder

The folder will be used as a convenient place to store necessary files.

Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

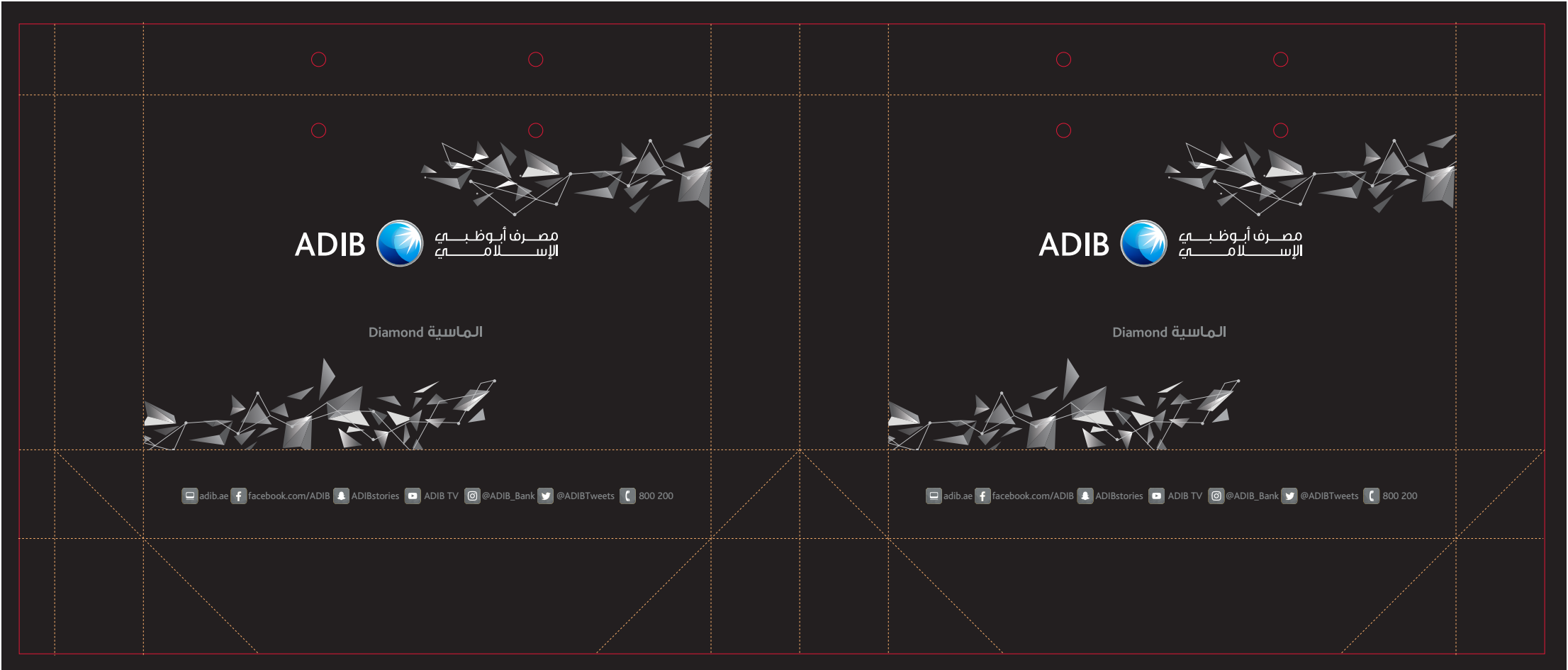
Print
CMYK



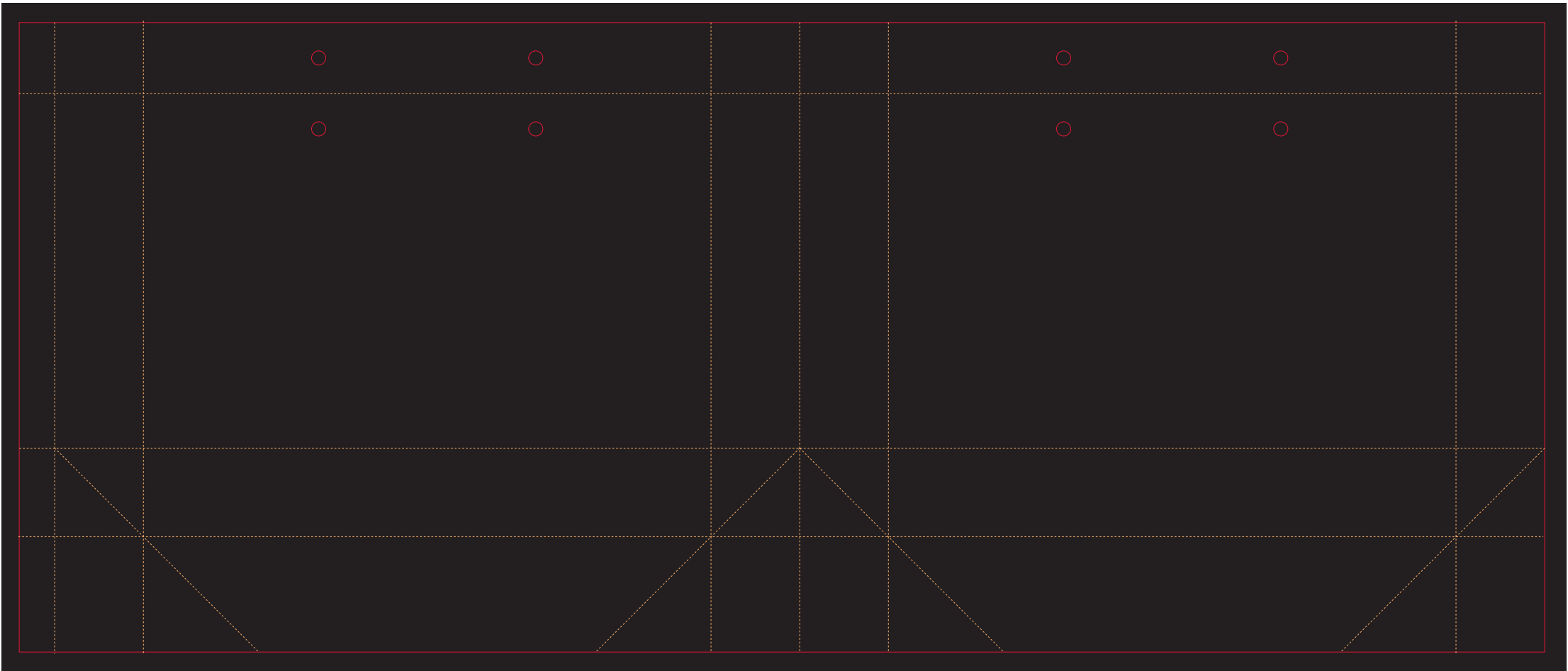
Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

- Dimensions
- SMALL - 195 x 210mm
- MEDIUM - 250 x 320mm
- LARGE - 310 x 350mm
- Weight
- 300 gsm Uncoated CX22
- Diamond White
- Print
- CMYK



Bag - Outer



Bag - Inner

ADIB DIAMOND Imagery



ADIB GOLD Logotype

- ▶ ‘THE GLOBE’ symbol never appears alone except in special circumstances, such as certain signage (floor mats for example) and some promotional items.
- ▶ The Horizontal logo is to be used as the primary logo where possible.

Horizontal



Stacked



Vertical



Corporate Stationery

GOLD



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

Dimensions
210 x 297mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

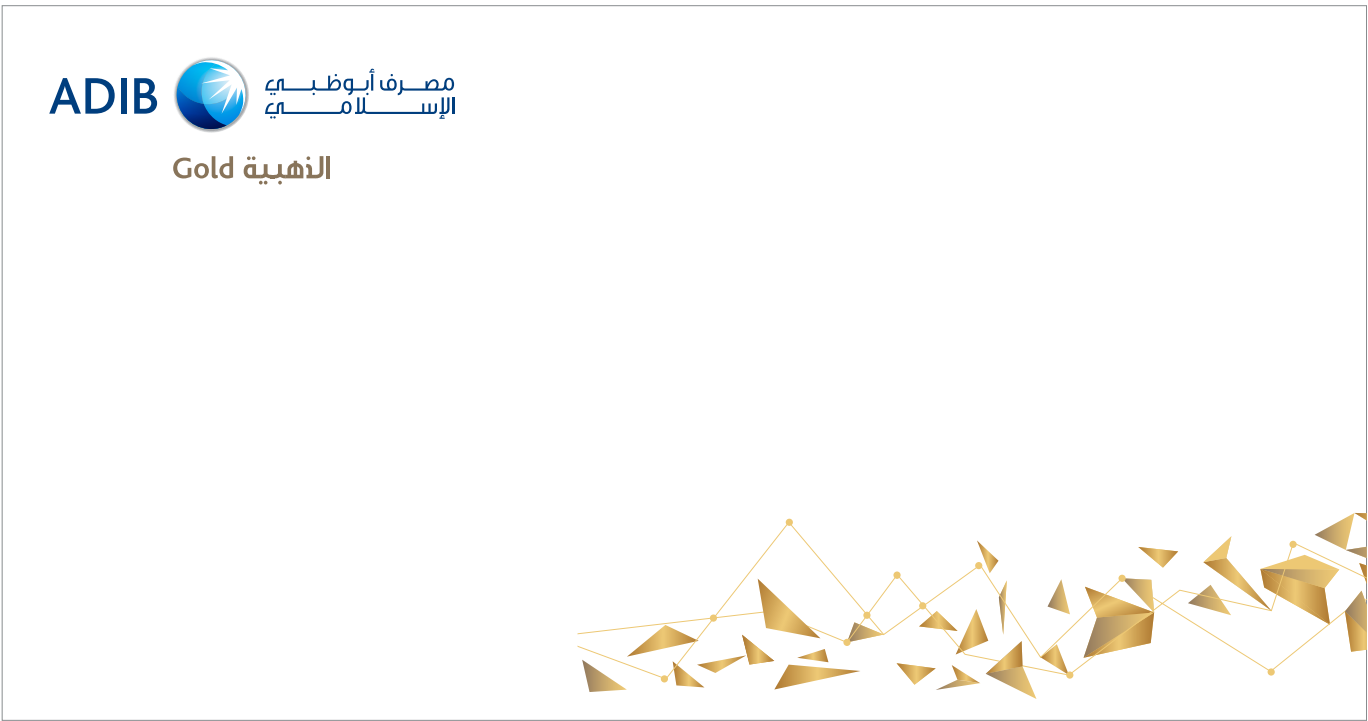


Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

- Dimensions
70 x 150mm
- Weight
300 gsm Uncoated CX22
Diamond White
- Print
CMYK



Front



Reverse

Notebook

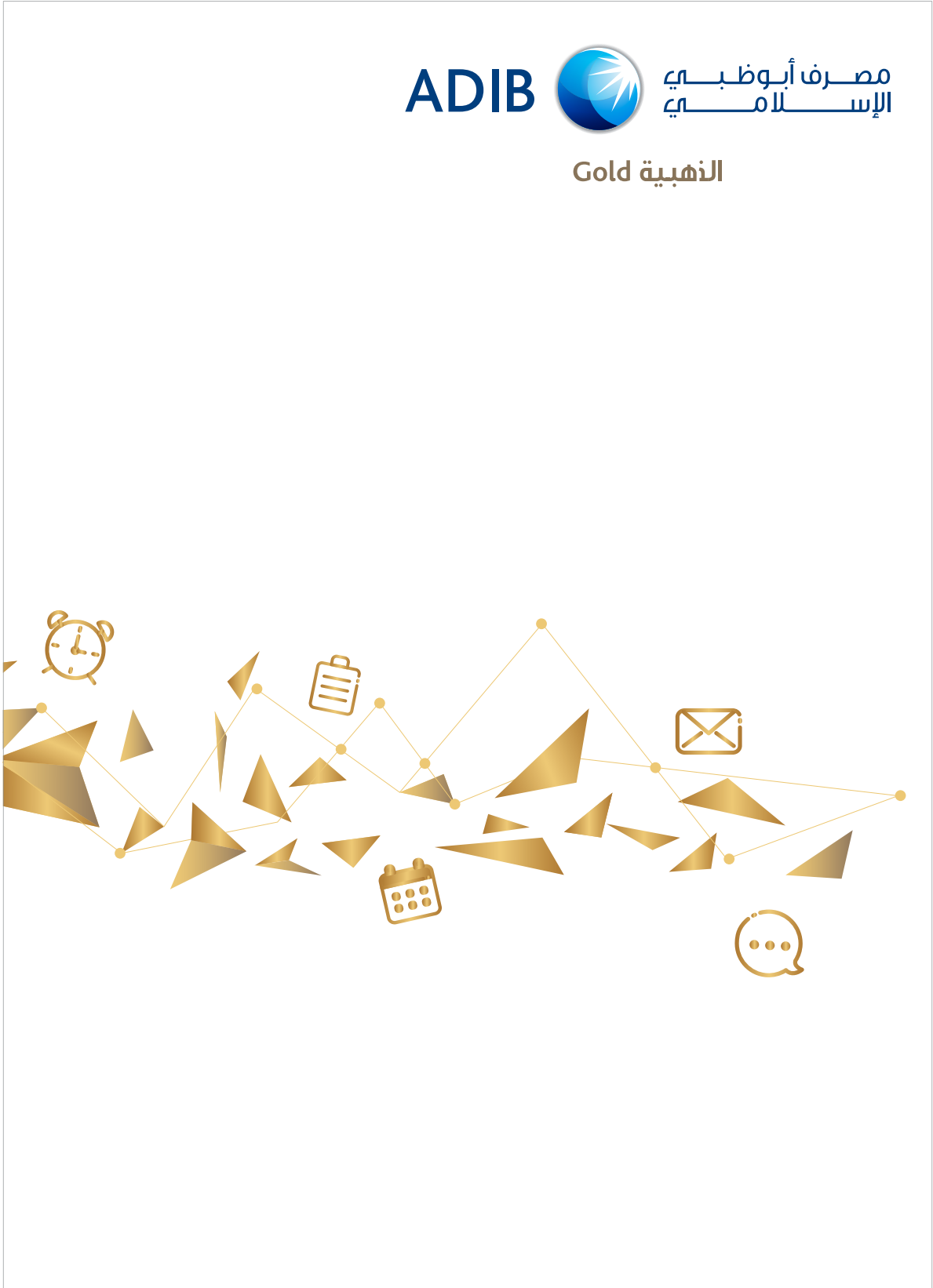
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

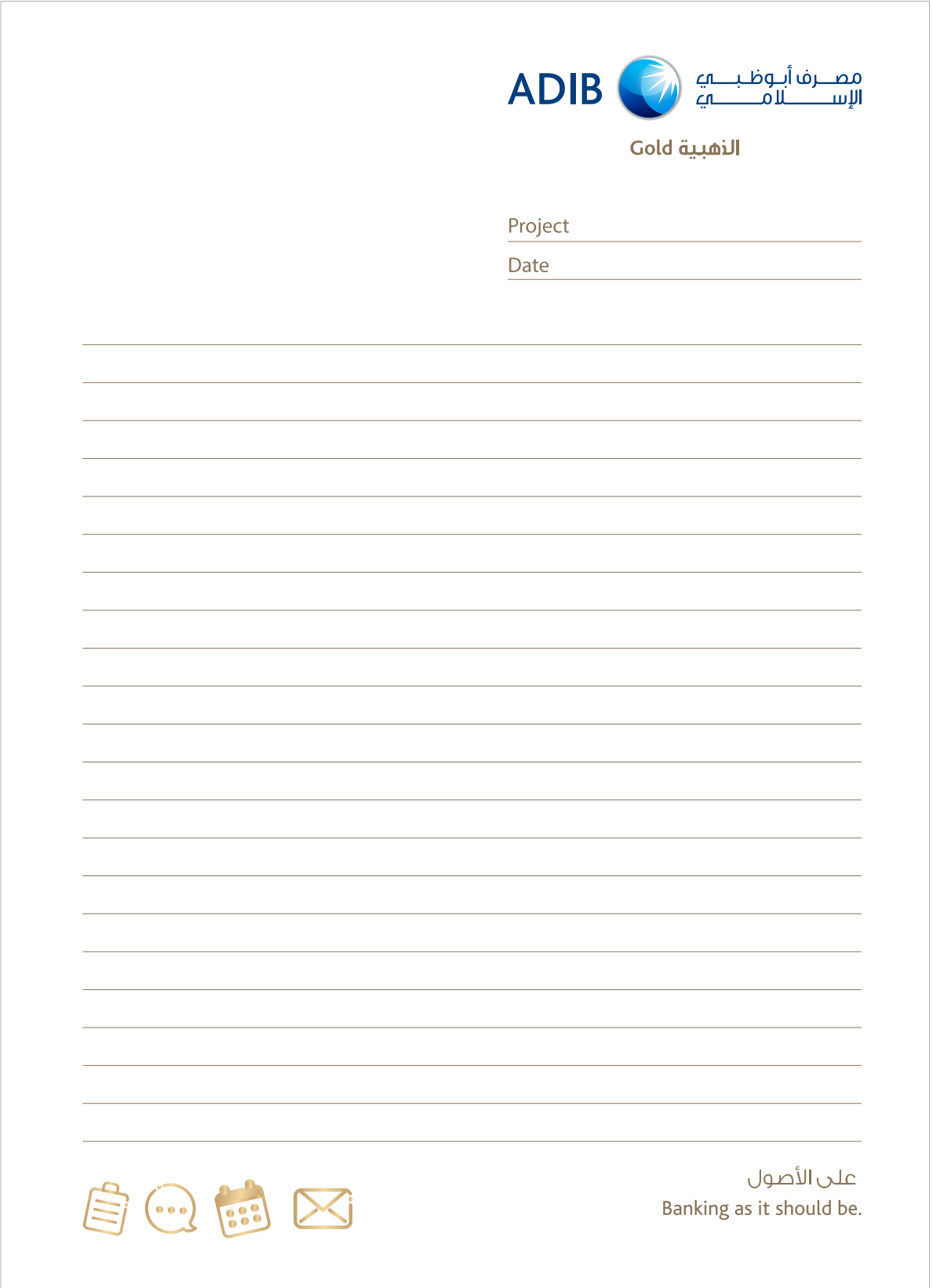
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

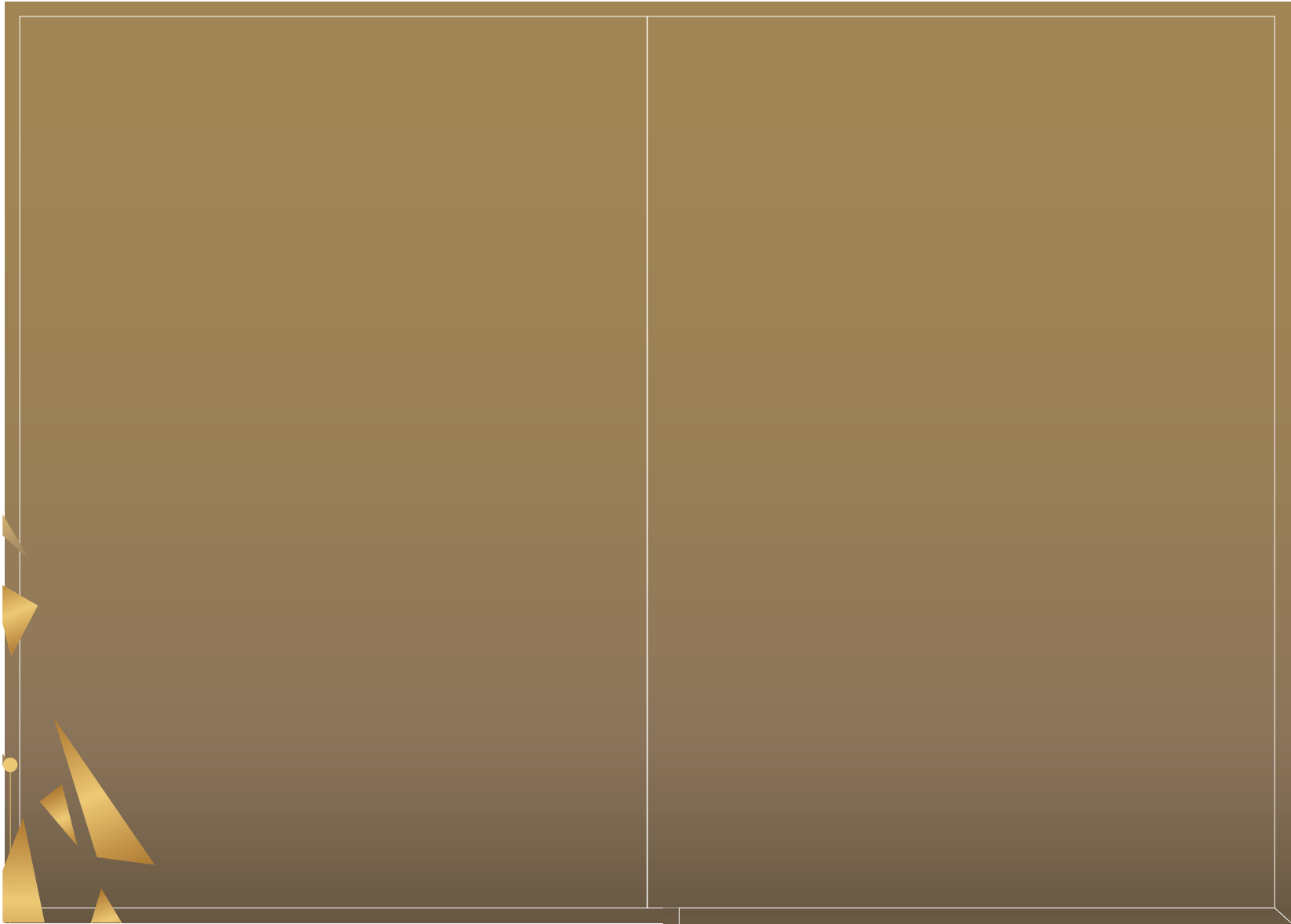
Folder

The folder will be used as a convenient place to store necessary files.

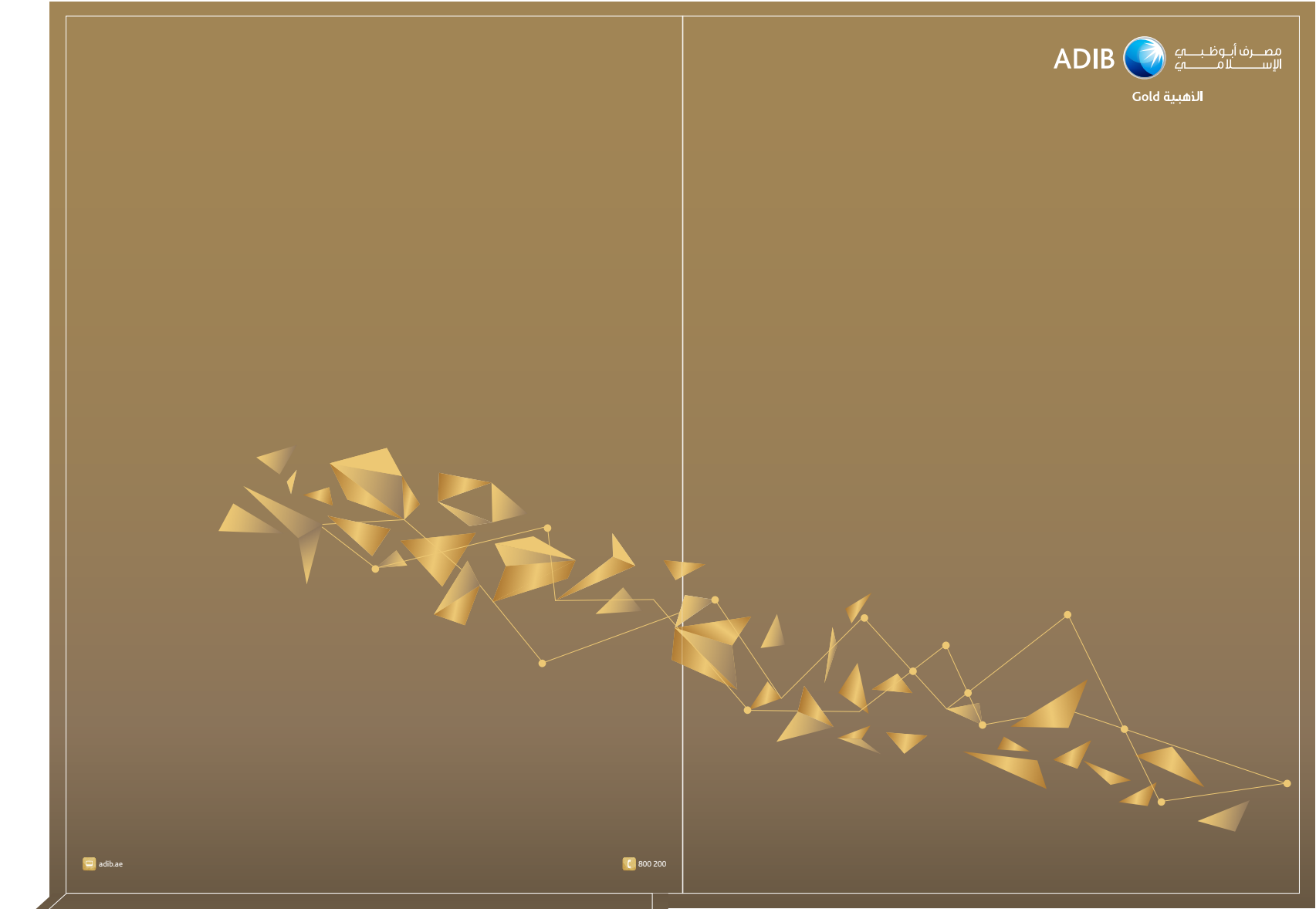
Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Folder - Inner



Folder - Outer

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



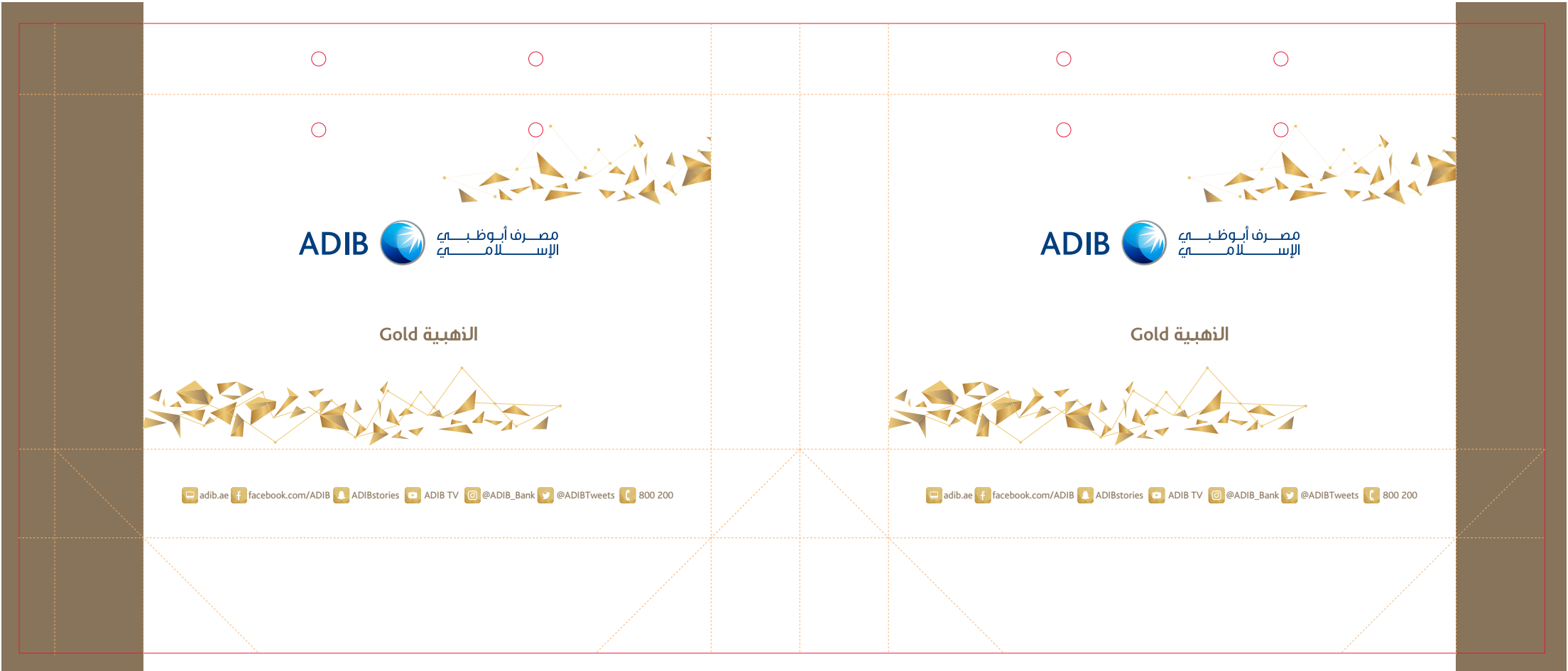
Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

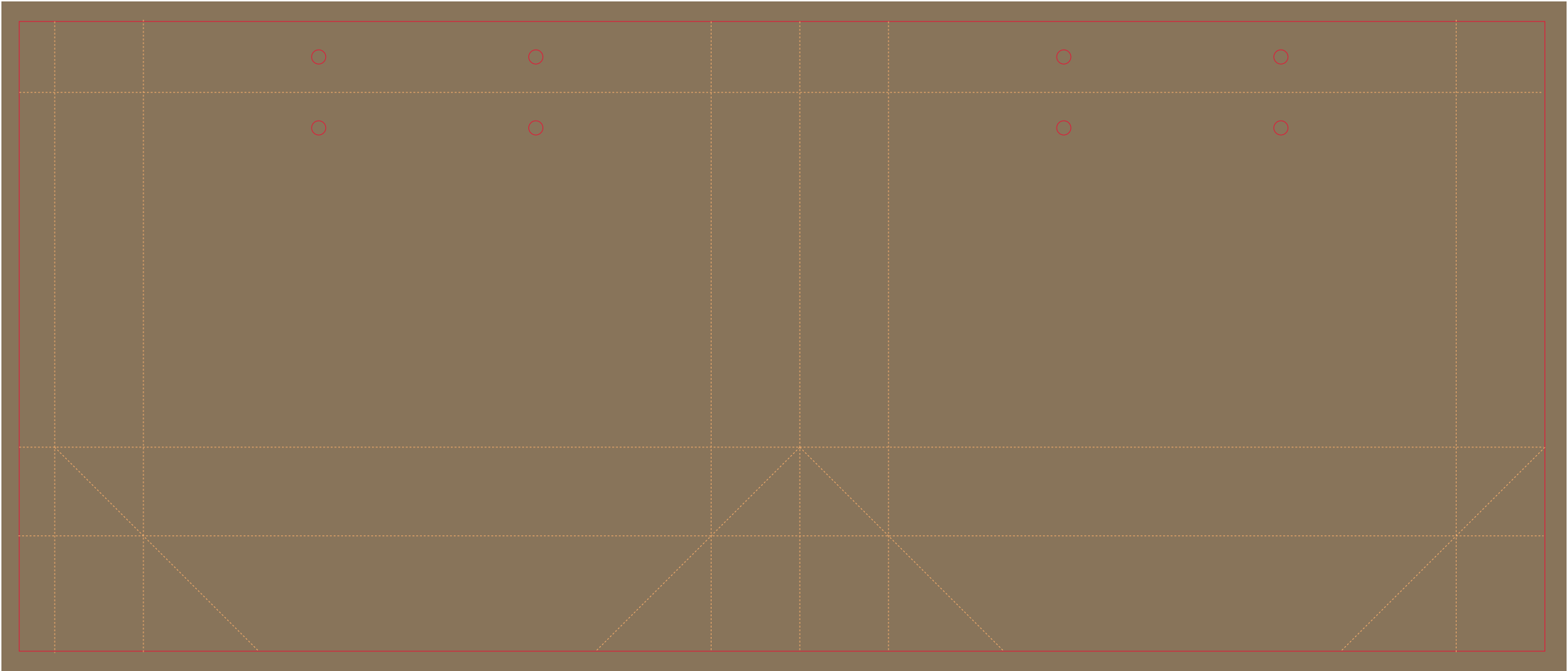
Dimensions
SMALL - 195 x 210mm
MEDIUM - 250 x 320mm
LARGE - 310 x 350mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Bag - Outer



Bag - Inner

ADIB GOLD Imagery





الخدمات المصرفية للسيدات
Women's Banking

DANA - WOMEN'S BANKING

Dana Women's Banking is a new way to bank designed exclusively to cater to the needs of our female customers. An entirely new banking experience carefully designed keeping you in mind. Including special lifestyle privileges, all-women branches, professional female staff and much more!



DANA ASSET USAGE

DANA Primary Logo



- ▶ 'CALLIGRAPHY' symbol never appears alone except in special circumstances, such as certain signage (floor mats for example) and some promotional items.

DANA Logo - English + Arabic

Bilingual



الخدمات المصرفية للسيدات
Women's Banking

English



Women's Banking

Arabic



الخدمات المصرفية للسيدات

DANA Banking Segments



الماسية Diamond



الذهبية Gold

Approved Artwork Variations

► FULL COLOR

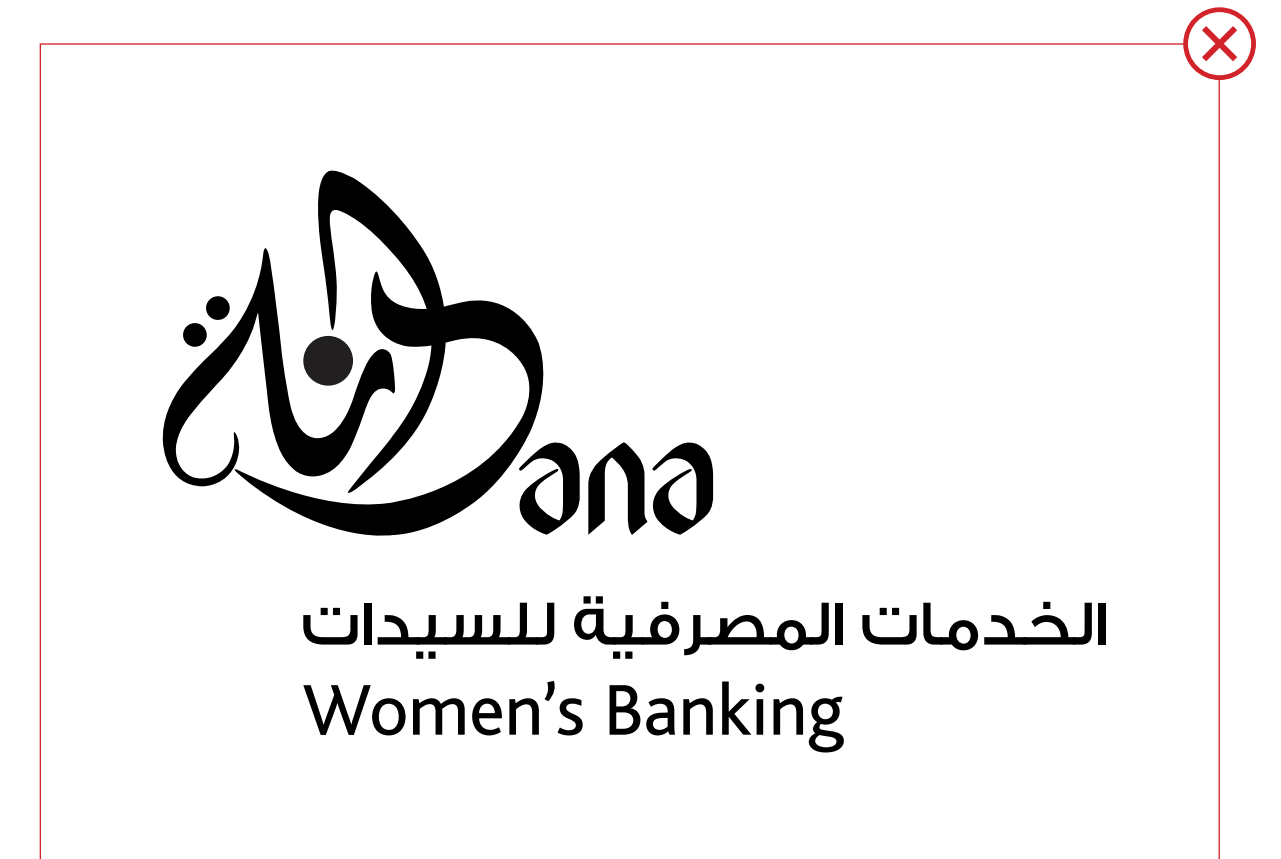
Use whenever possible. It will be used in most applications (Web, Advertising, Print and TV). Reproduce it in either CMYK or RGB.

► FULL-COLOUR REVERSE

The full colour reverse logotype may be used on coloured backgrounds as long as a light, or dark enough colour is used for enough contrast.

► INCORRECT USAGE

Do not reproduce DANA Logo in a tint or in any other colours.



DANA - Color Palette

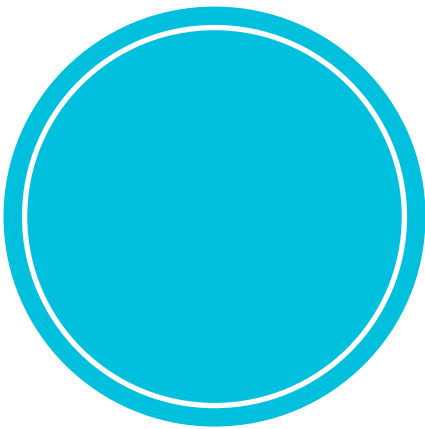
DANA PRIMARY COLORS

- ▶ Retail Segment
- ▶ Business Segment
- ▶ Tints of the primary colour palette can be used as an accent colours for graphic devices.
- ▶ Tints can be used at 10% intervals between 80% and 20%. Avoid tints above 80%, ensure our 100% colours remain distinct. Don't use tints below 20%, avoids colours that look too weak.



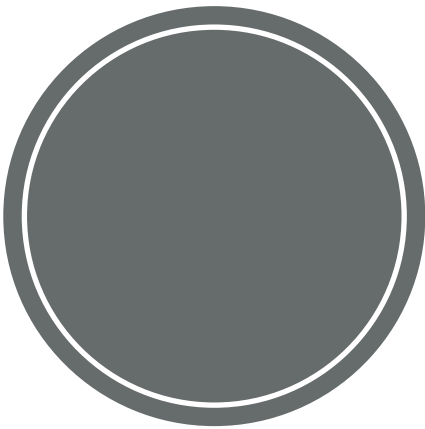
TURQUOISE
Pantone 3242

C54 M0 Y24 K0
R107 G218 B213
#8C704B



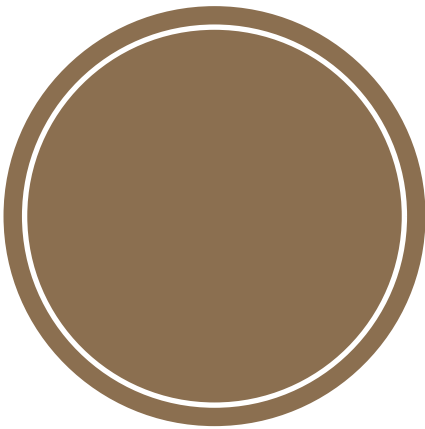
WOMEN'S BLUE
Pantone 311 C

C69 Y 0 Y12 K0
R0 G193 B222
#00C1DE



SILVER
Pantone 424

C54 M42 Y43 K27
R112 G114 B113
#C6C6C5



GOLD
Pantone 874

C40 M50 Y75 K18
R140 G112 B75
#8C704B

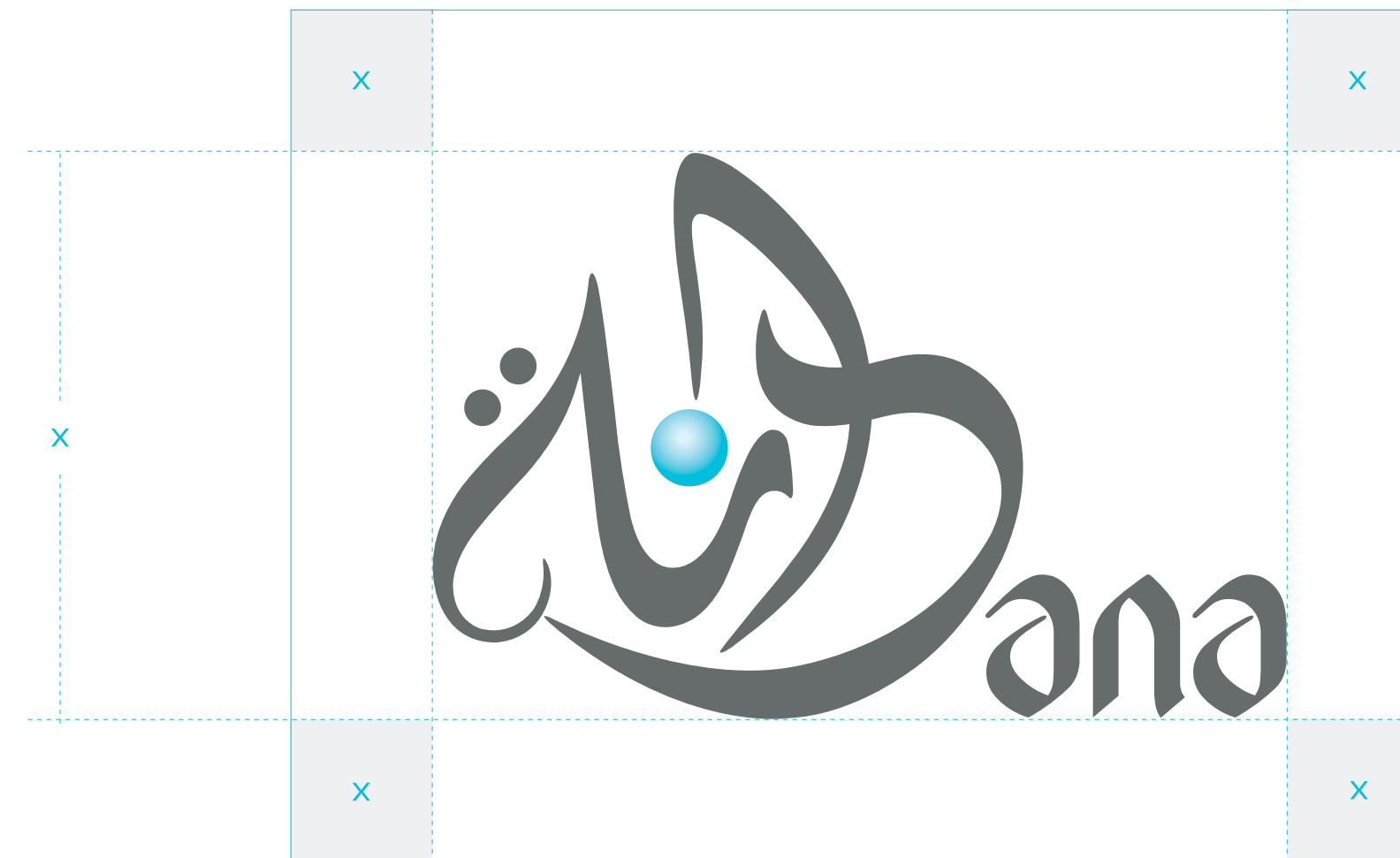
Exclusion Zone and Minimum Size

The amount of clear space is calculated as follow:

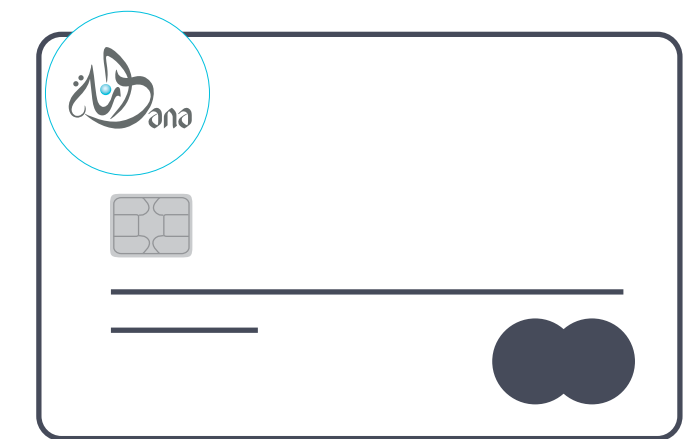
Clearance to the sides = X

X = 1/4 of the height of the 'Calligraphy'

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.



Minimum Size 14 x 9mm

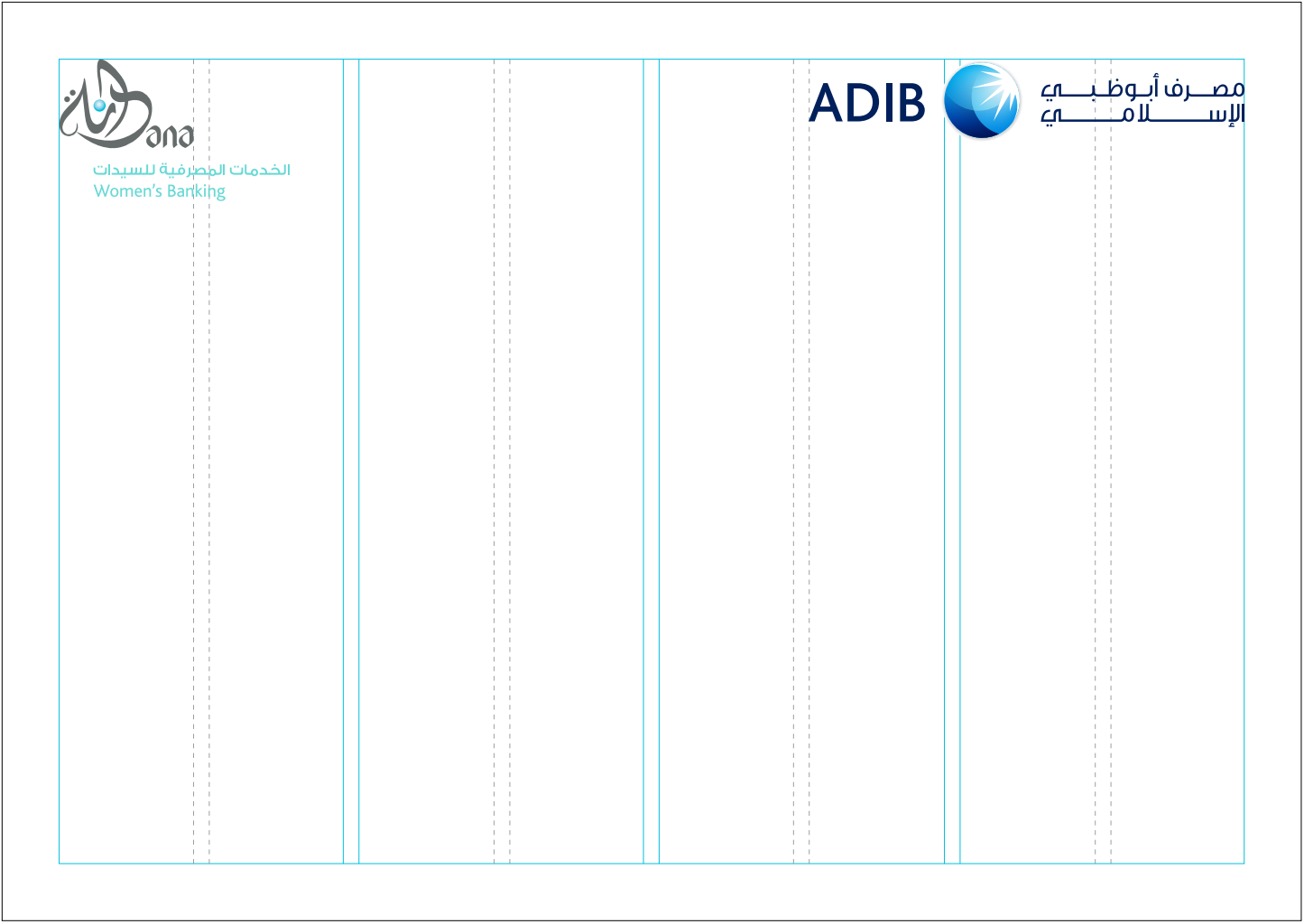


DANA Logo - Correct Placement

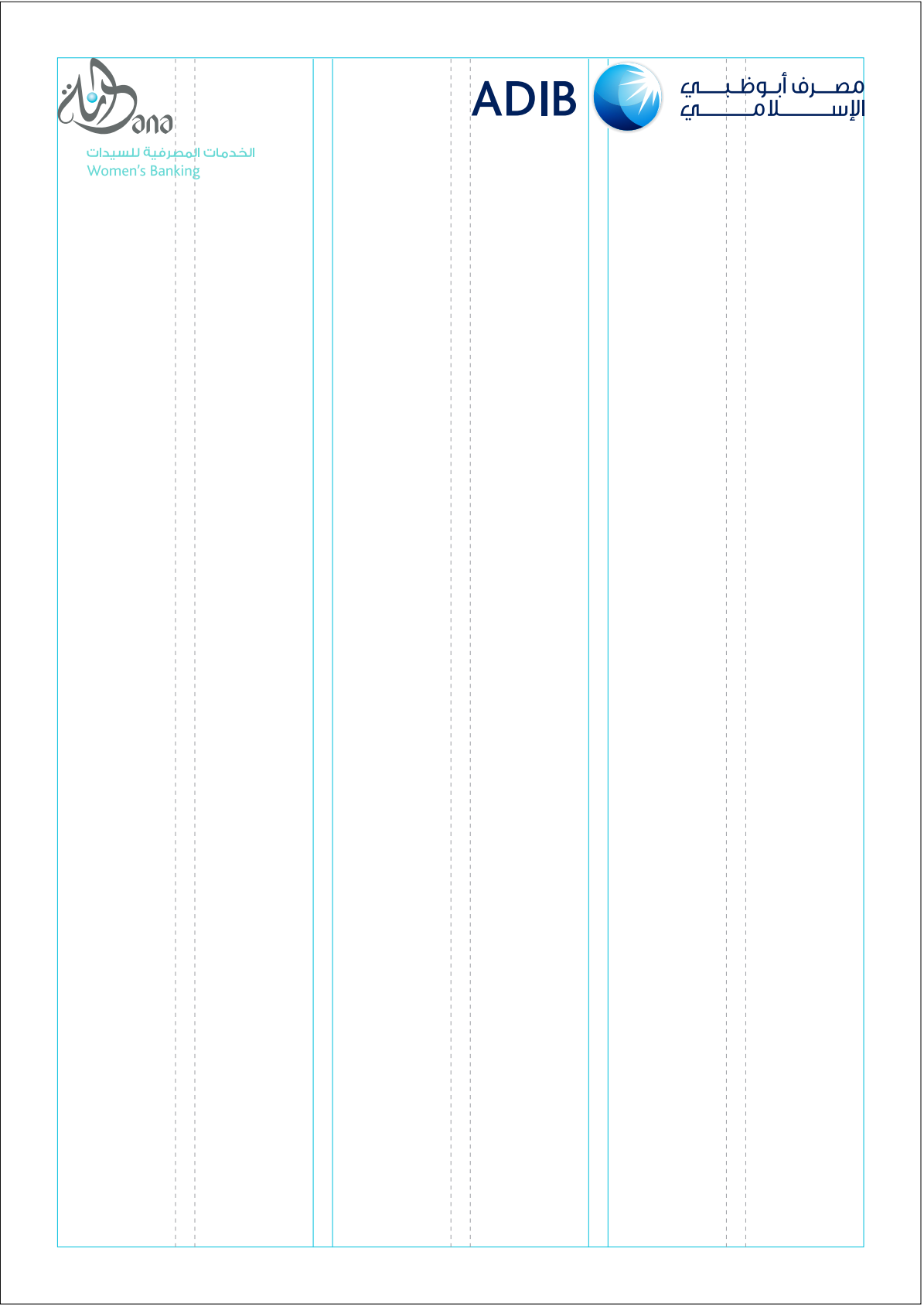
The DANA logo should appear in fixed positions across all brand communications. The fixed position should always be the top left hand corner of the given format. Placing the logo in any other way is not allowed.

ADIB Masterbrand Logo should always be present on the opposite right corner.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.

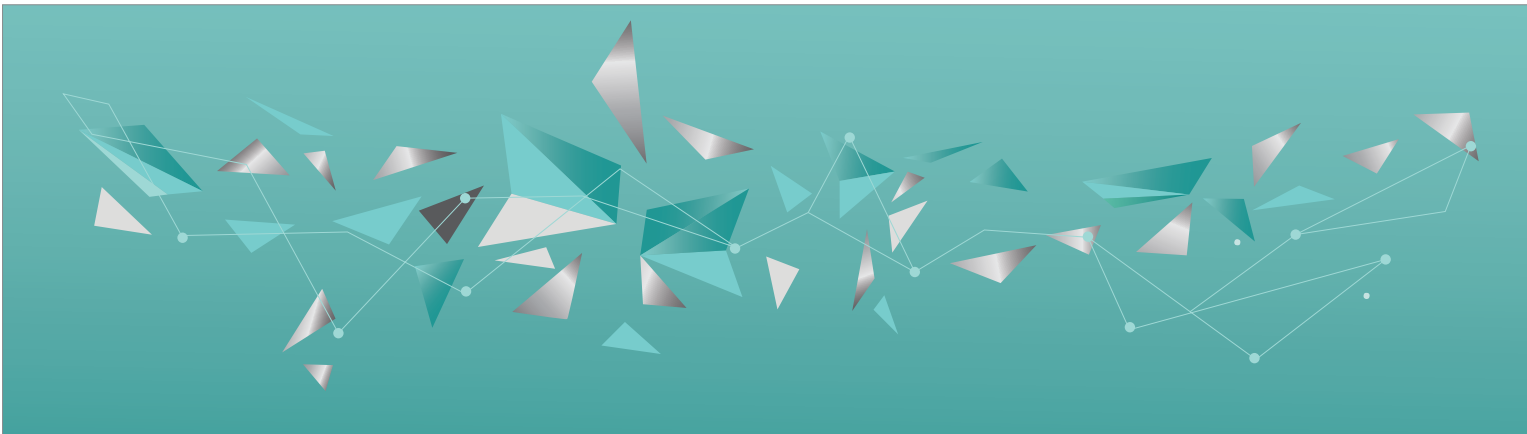
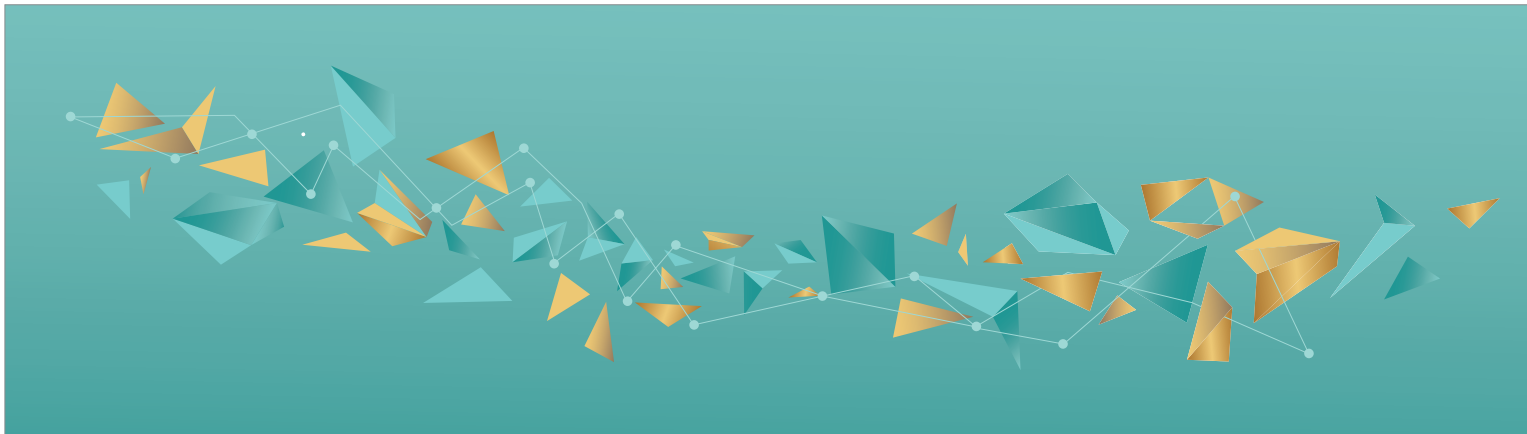
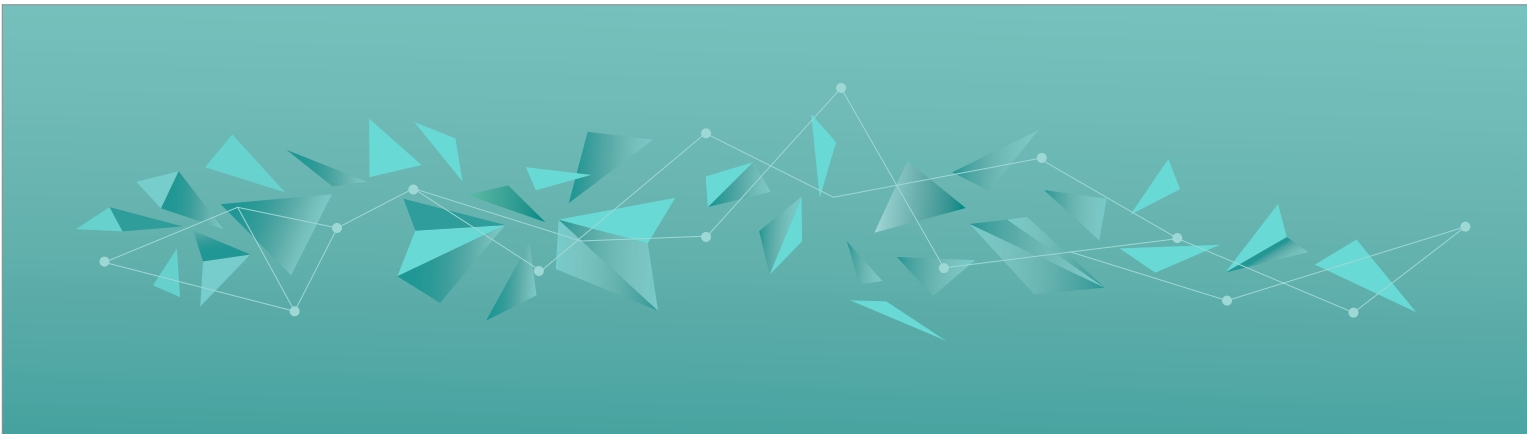
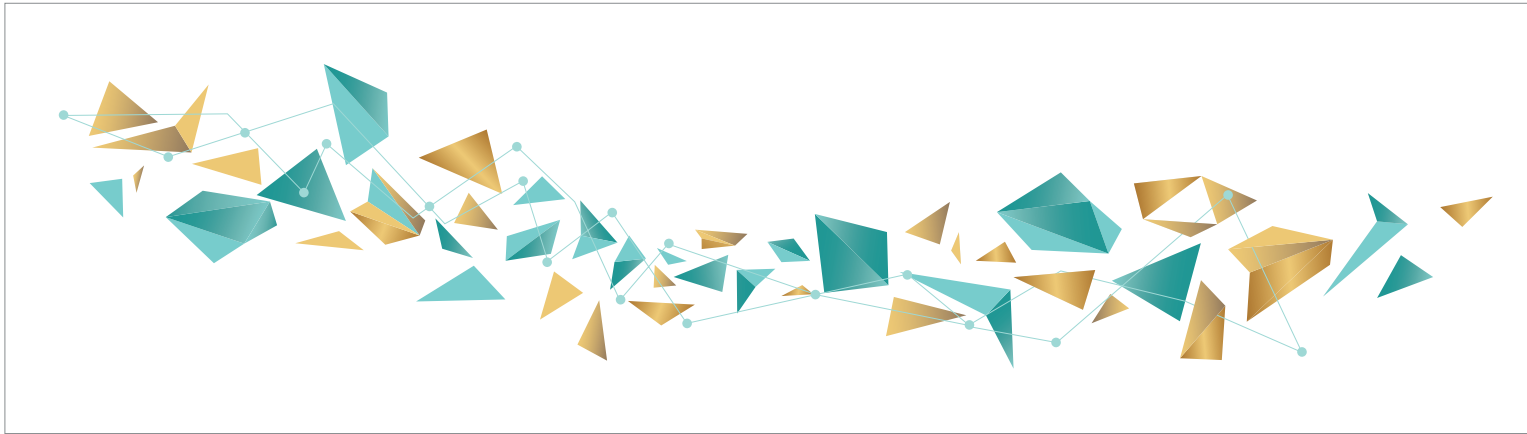


Landscape Orientation



Portrait Orientation

DANA Polygons



DANA

DANA GOLD

DANA DIAMOND

Photography

Emirati models are to be used wherever possible.

Models should be dressed conservatively with no visible hair, heavy make up or nail polish. The Emirati dress code must always be followed and the veil should be worn correctly. Emirati ladies should always be presented in an Abaya with full head scarf “Shayla” in black.

Images should avoid stereotypes wherever possible e.g. Emirati women in coffee shops and shopping malls. If in special circumstances the creative requires to show such images this is allowed e.g. a retail promotion etc.





tone of voice

Communication messaging should connect with the audience in which it is targeting; working professionals, students and mothers. The style of copy used should be **YOUNG, MODERN** and **RESPECTFUL**.

Communication messaging should not be perceived as suggestive, sassy or stereotypical.

Corporate Stationery

DANA



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

Dimensions

210 x 297mm

Weight

100 gsm Uncoated CX22

Diamond White

Print

CMYK



DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

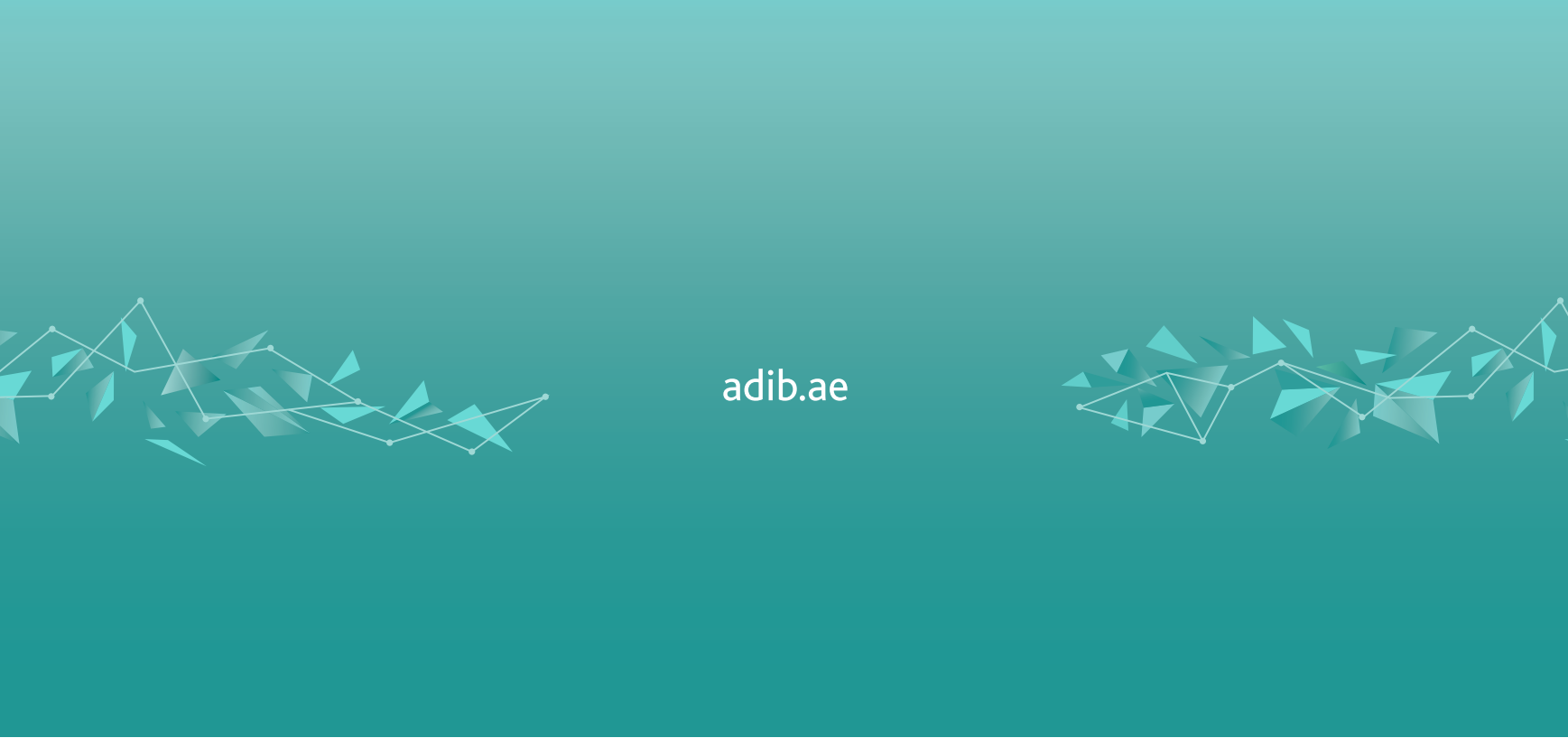
Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

- Dimensions
70 x 150mm
- Weight
300 gsm Uncoated CX22
Diamond White
- Print
CMYK



Front



Reverse

Notebook

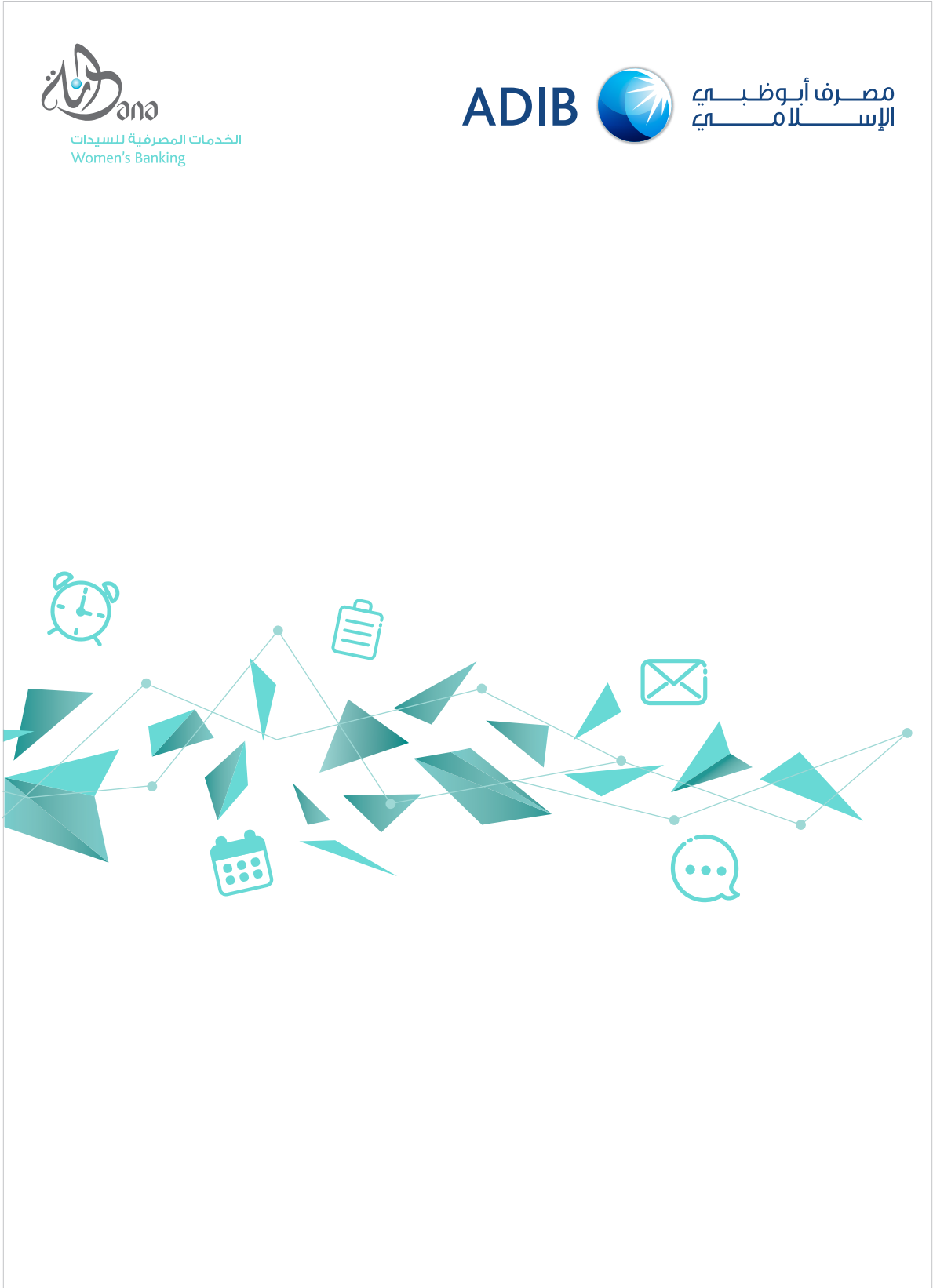
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

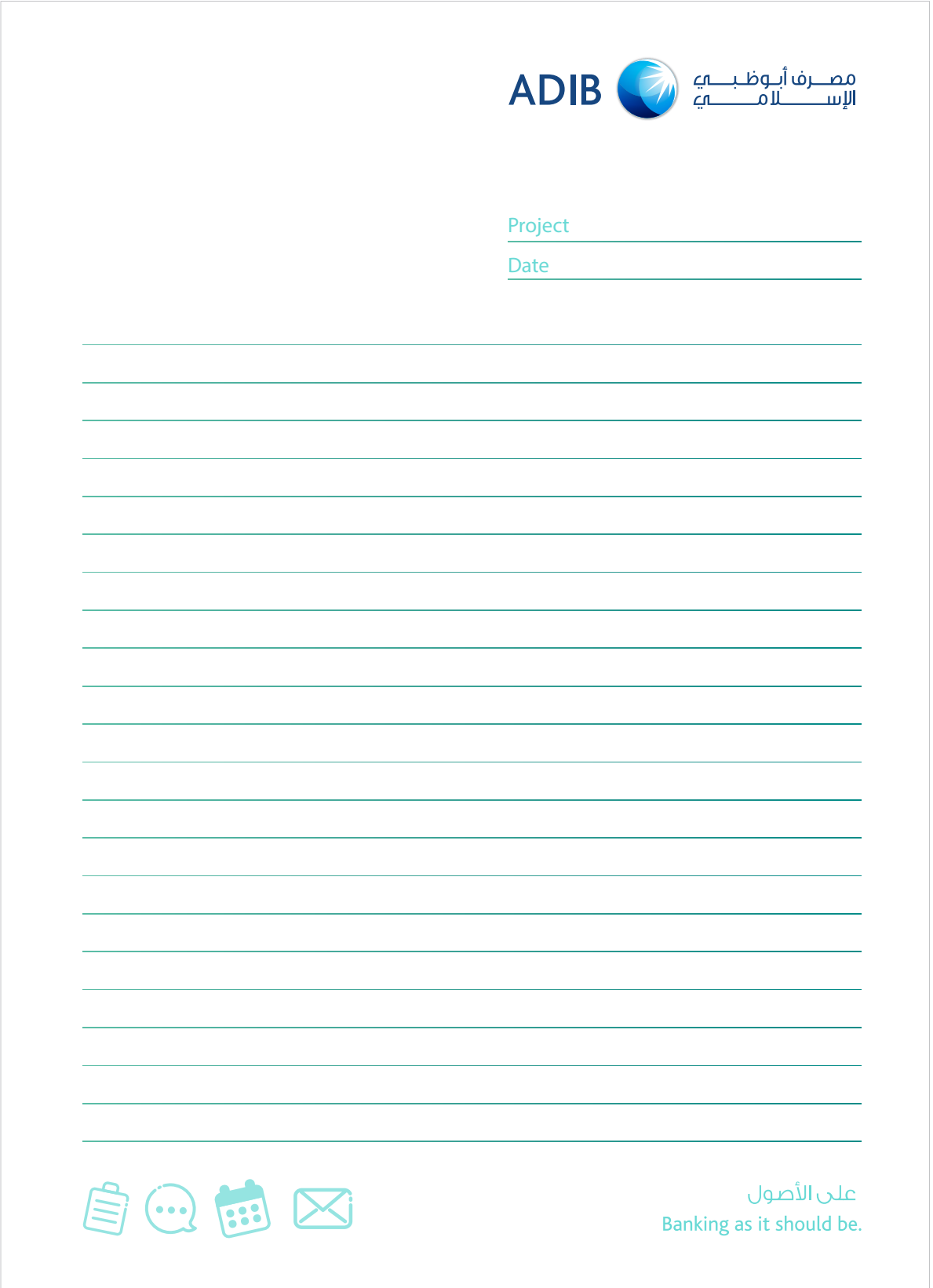
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

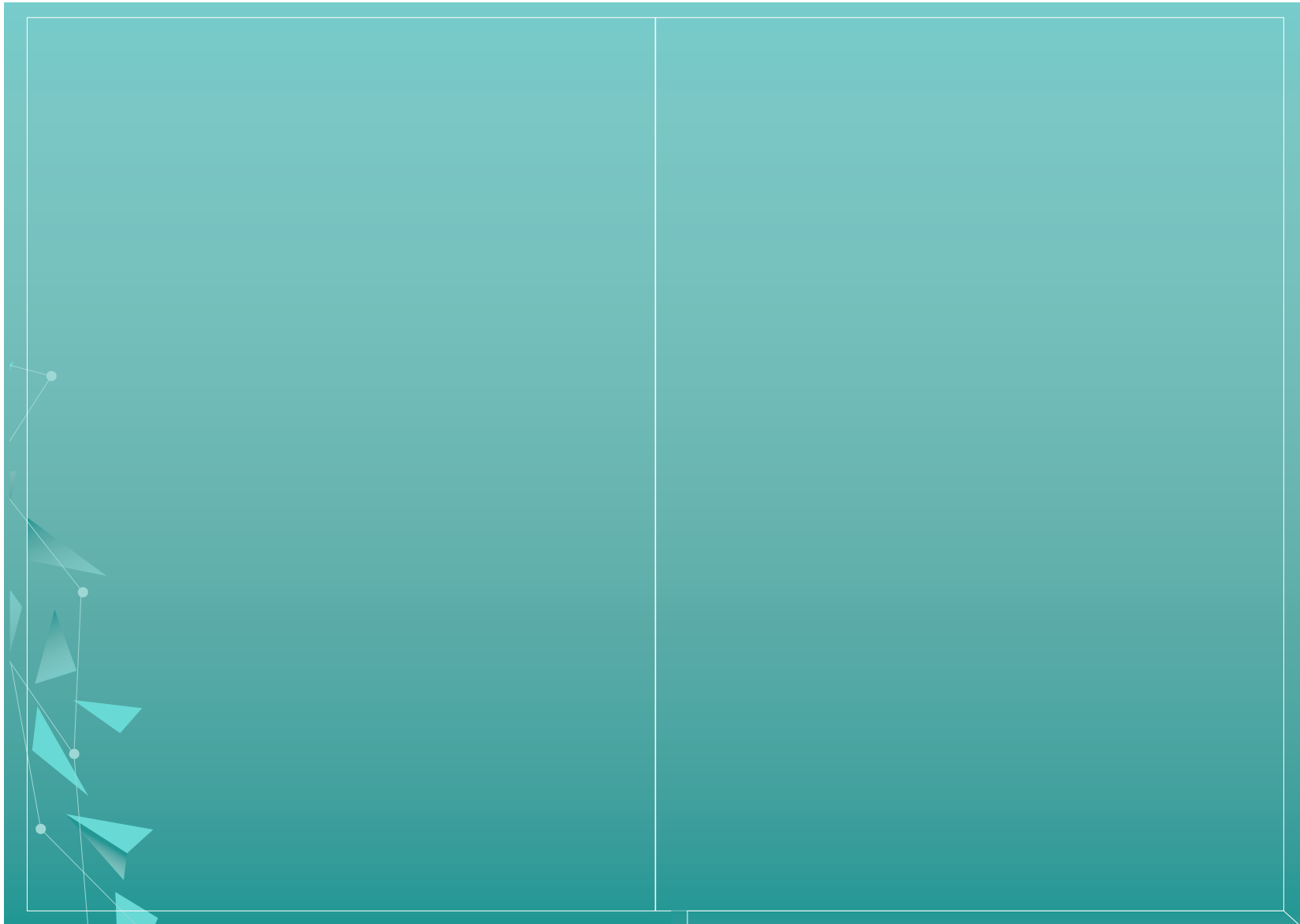
Folder

The folder will be used as a convenient place to store necessary files.

Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Folder - Inner



Folder - Outer

Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

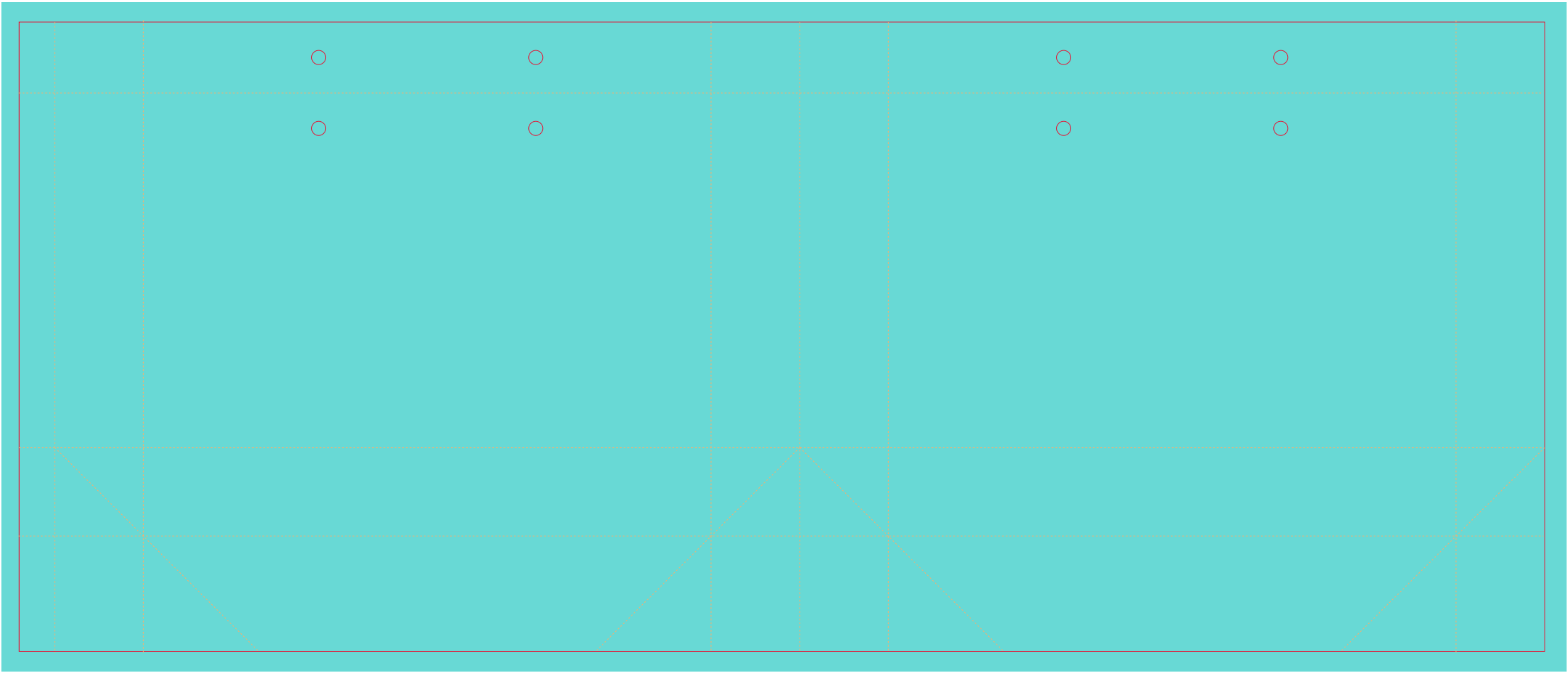
Dimensions
SMALL - 195 x 210mm
MEDIUM - 250 x 320mm
LARGE - 310 x 350mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Bag - Outer



Bag - Inner

Corporate Stationery

DANA GOLD



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

Dimensions
210 x 297mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Front Side

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

Dimensions
70 x 150mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Front



Reverse

Notebook

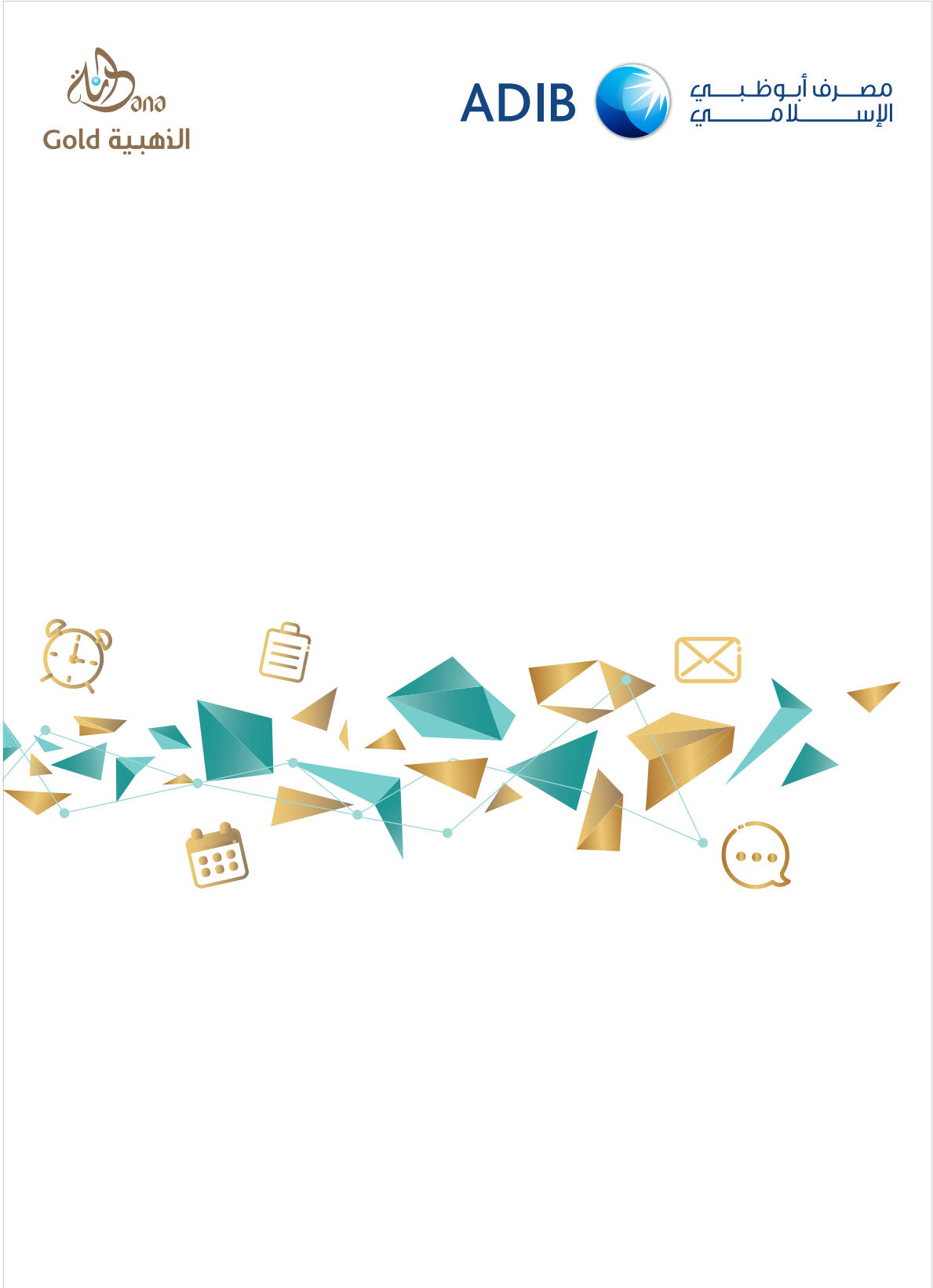
The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

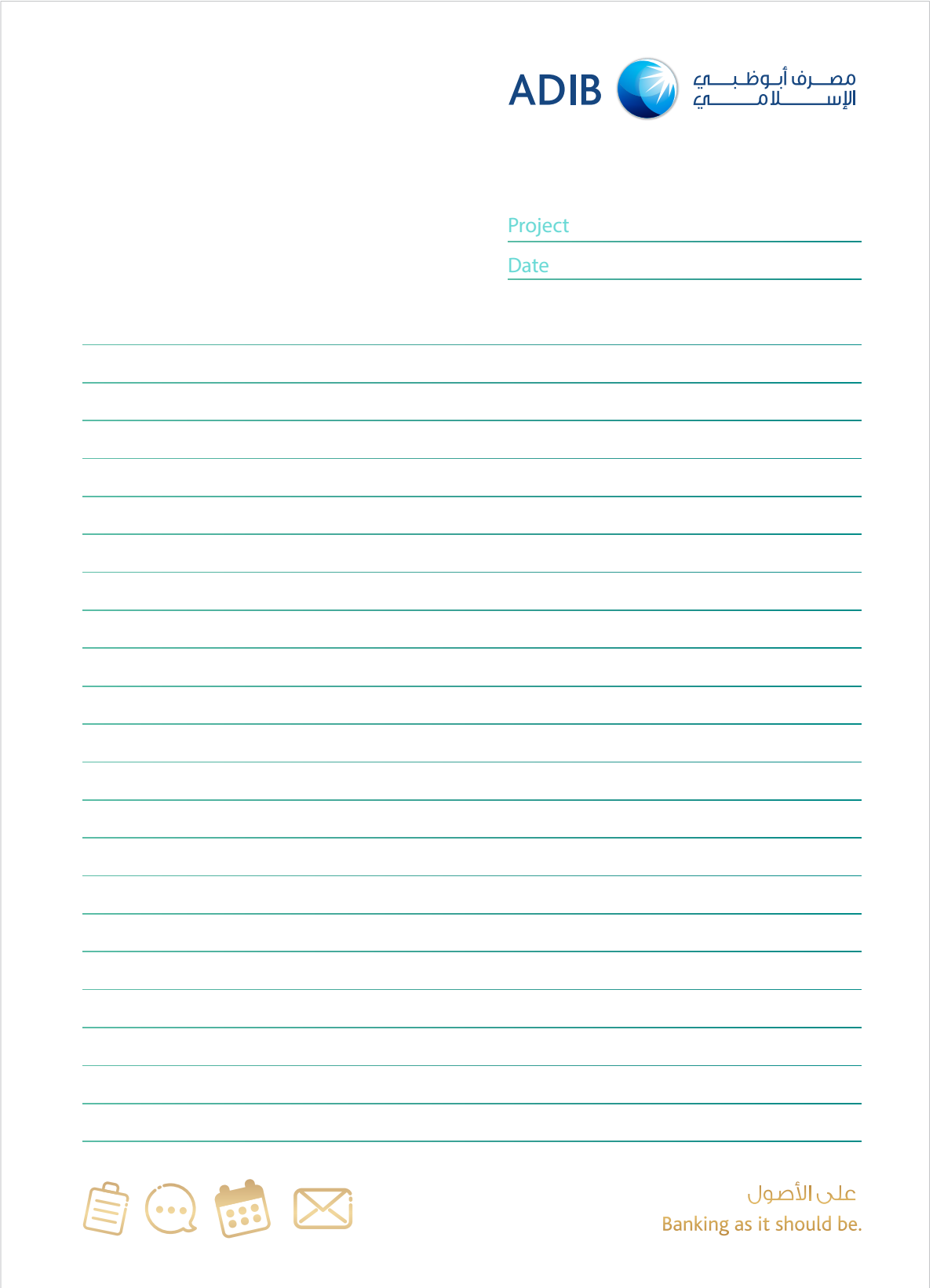
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

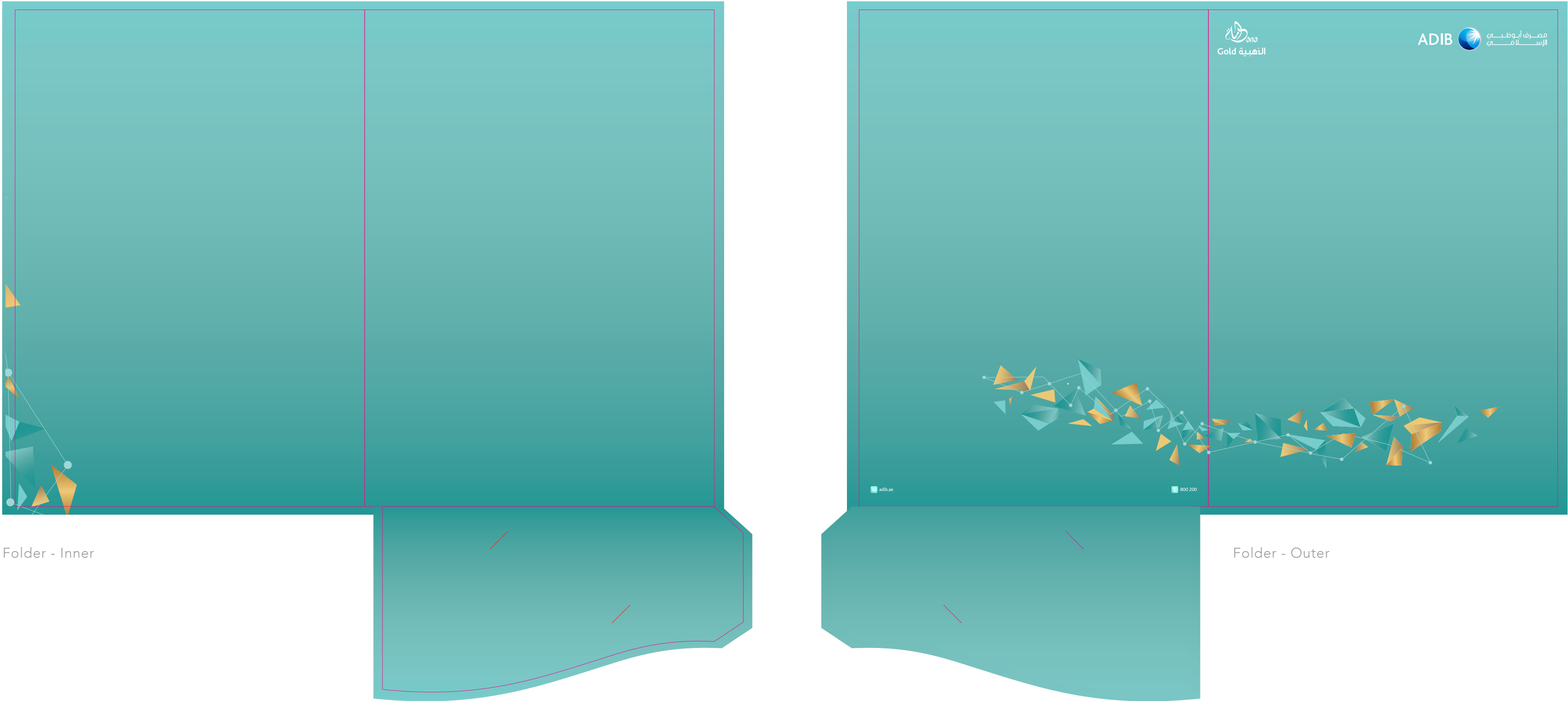
Folder

The folder will be used as a convenient place to store necessary files.

Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

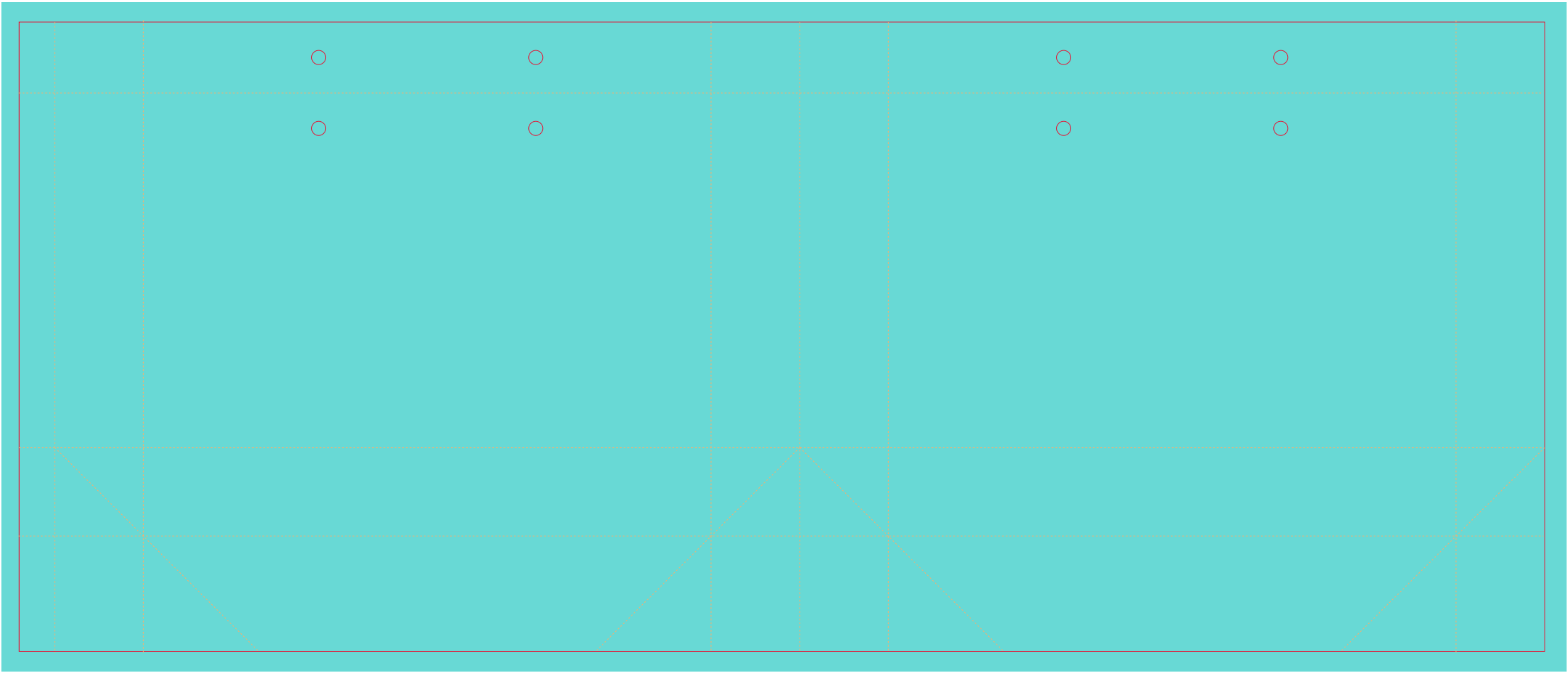
Dimensions
SMALL - 195 x 210mm
MEDIUM - 250 x 320mm
LARGE - 310 x 350mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Bag - Outer



Bag - Inner

Corporate Stationery

DANA DIAMOND



Letterhead

This shows the approved layouts with the primary elements of ADIB stationery. The letterhead will be used for all official communication.

Dimensions

210 x 297mm

Weight

100 gsm Uncoated CX22

Diamond White

Print

CMYK



DL Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.



Envelope - Inner

Dimensions
210 x 110mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side



Envelope - Back Side

A4 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
230 x 325mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

A3 Envelope

The envelope will be used for all official contact and communication of ADIB. Insert ADIB letterhead and send your documents throughout the world.

Dimensions
310 x 415mm

Weight
100 gsm Uncoated CX22
Diamond White

Print
CMYK



Envelope - Front Side

Complimentary Card

The complimentary card will be used to add a personal layer to corporate documents while still reinforcing the ADIB brand.

- Dimensions
70 x 150mm
- Weight
300 gsm Uncoated CX22
Diamond White
- Print
CMYK



Front



Reverse

Notebook

The notebook will be used to document notes in meetings and/or workshop sessions.

Dimensions
155 x 210mm

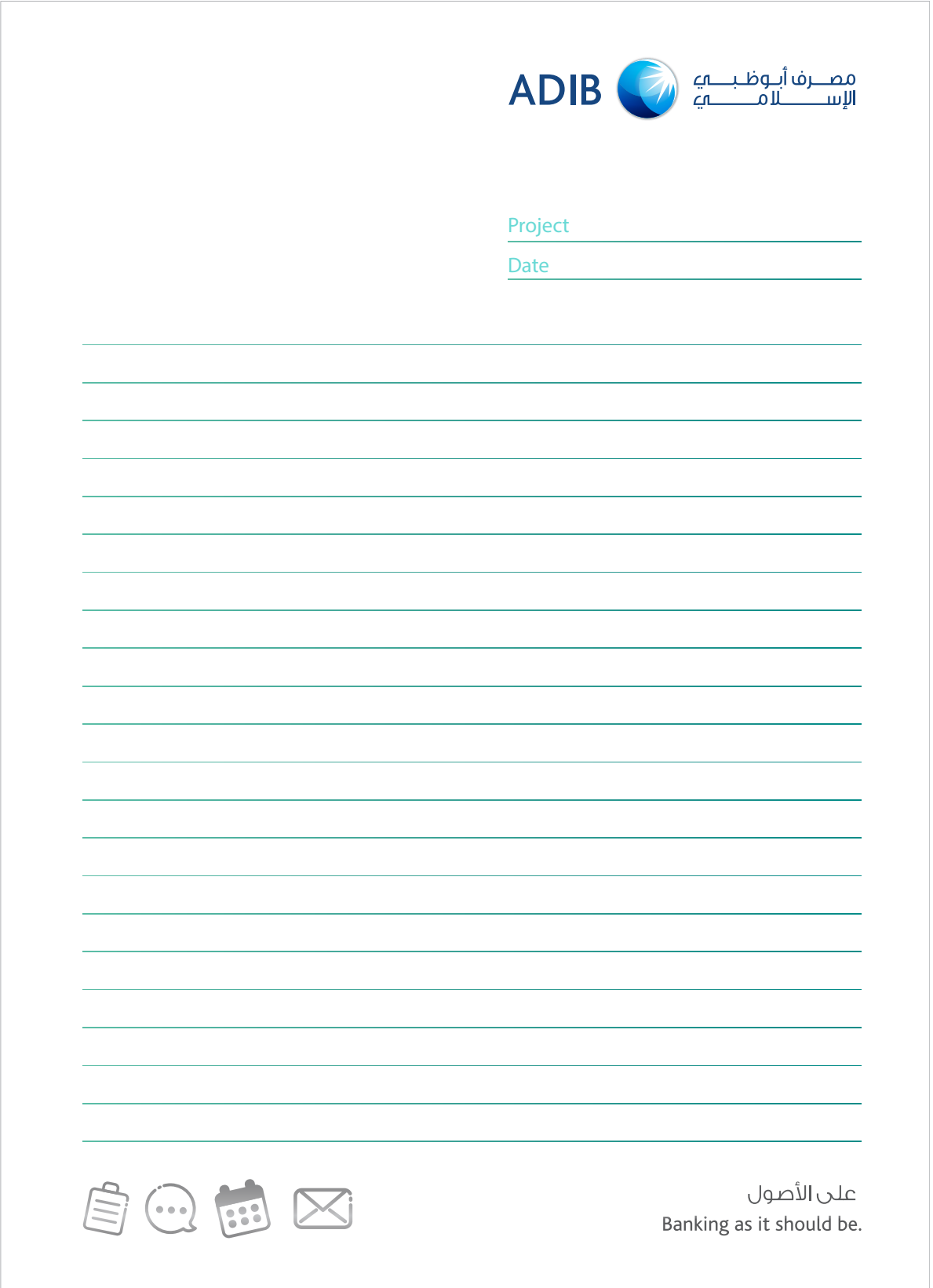
Weight
COVER - 400 gsm Uncoated
CX22 Diamond White

INNER - 100 gsm Uncoated
CX22 Diamond White

Print
CMYK



Outer Cover



Inner Pages

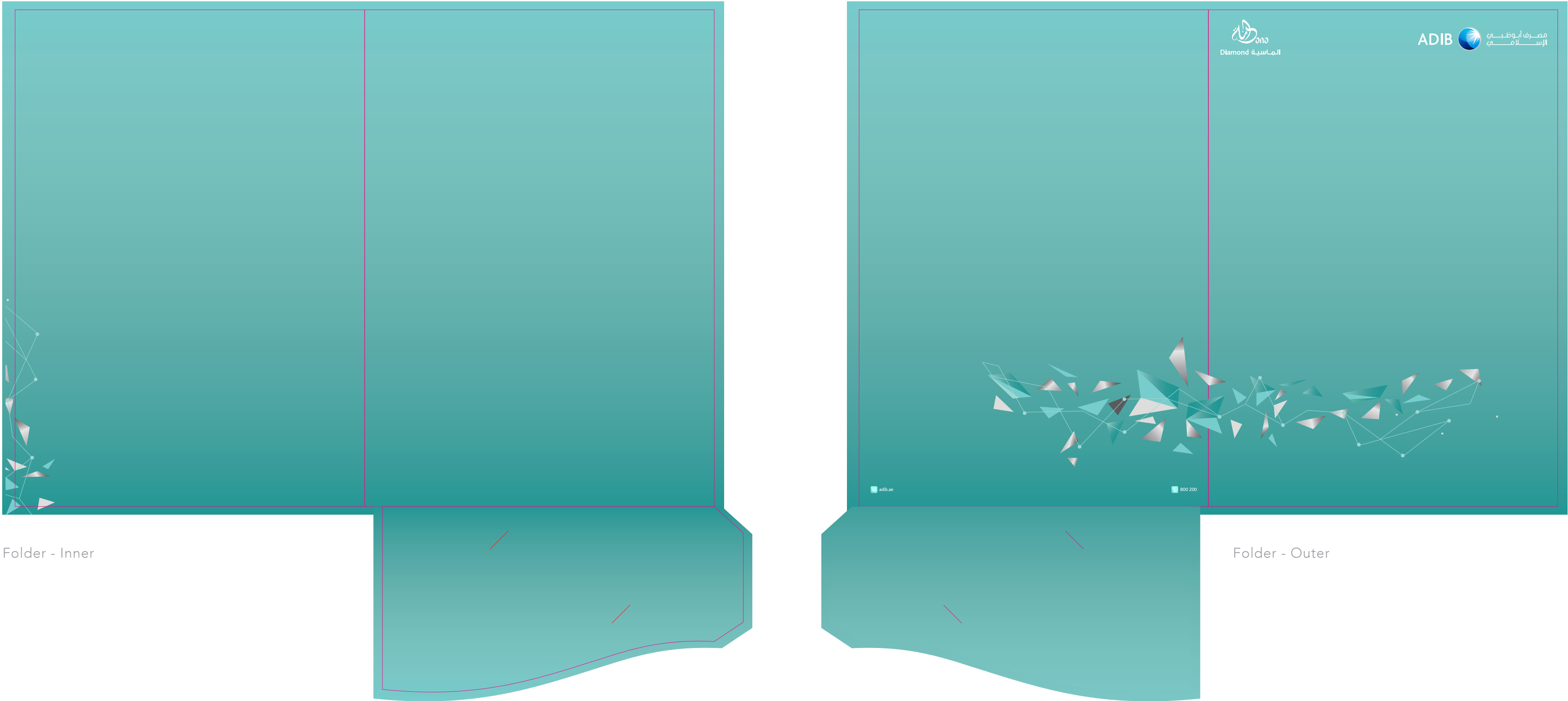
Folder

The folder will be used as a convenient place to store necessary files.

Dimensions
225 x 320mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Certificate

The certificate will be used as a formal document of appreciation for participation or achievement.

Dimensions
210 x 297mm

Weight
400 gsm Uncoated CX22
Diamond White

Print
CMYK



Paper Bag

The paper bag will be used as necessary to distribute documents or other branded items.

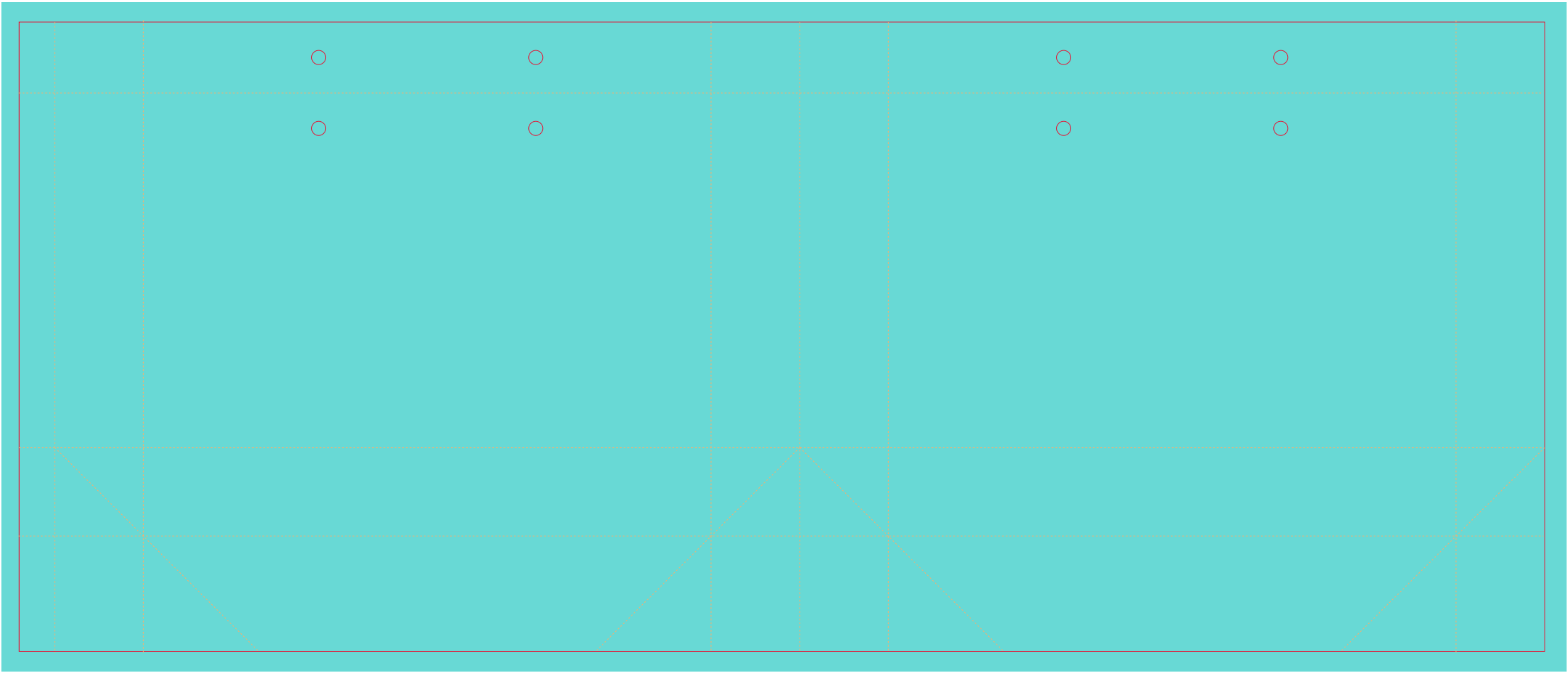
Dimensions
SMALL - 195 x 210mm
MEDIUM - 250 x 320mm
LARGE - 310 x 350mm

Weight
300 gsm Uncoated CX22
Diamond White

Print
CMYK



Bag - Outer



Bag - Inner




الخدمات المصرفية للأعمال

Business

ADIB BUSINESS BANKING

ADIB Business Banking helps businesses to grow and boost their productivity by providing online banking and finance solutions.





ADIB BUSINESS IDENTIFIER USAGE

Business Identifier - English + Arabic

Bilingual

الخدمات المصرفية للأعمال

Business

English

Business

Arabic

الخدمات المصرفية للأعمال

- ▶ To maintain consistency, ADIB Business identifier should not be re-typed or recreated. Kindly seek an open vector format (.ai, .eps etc.).

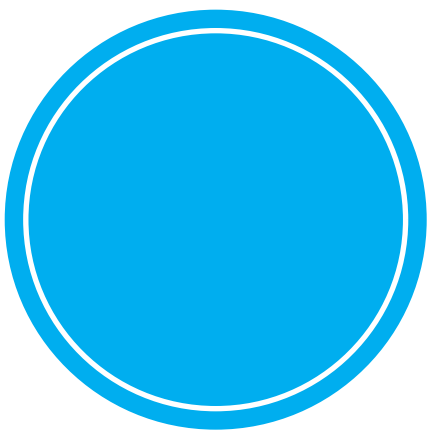
Business Identifier Colour Palette

- ▶ Tints of the primary colour palette can be used as an accent colours for graphic devices.
- ▶ Tints can be used at 10% intervals between 80% and 20%. Avoid tints above 80%, ensure our 100% colours remain distinct. Don't use tints below 20%, avoids colours that look too weak.



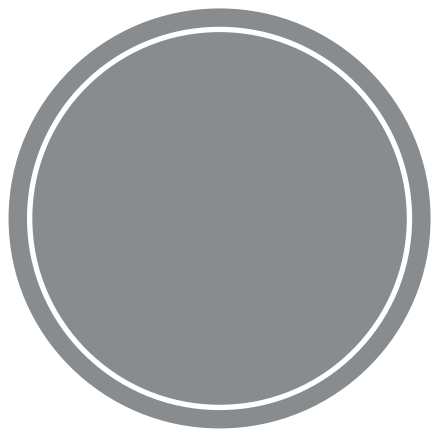
DARK BLUE
Pantone 281

C100 M72 Y0 K32
R0 G57 B120
#003978



BRIGHT BLUE
Pantone Process Cyan C

C100 M0 Y0 K0
R0 G158 B227
#009EE3



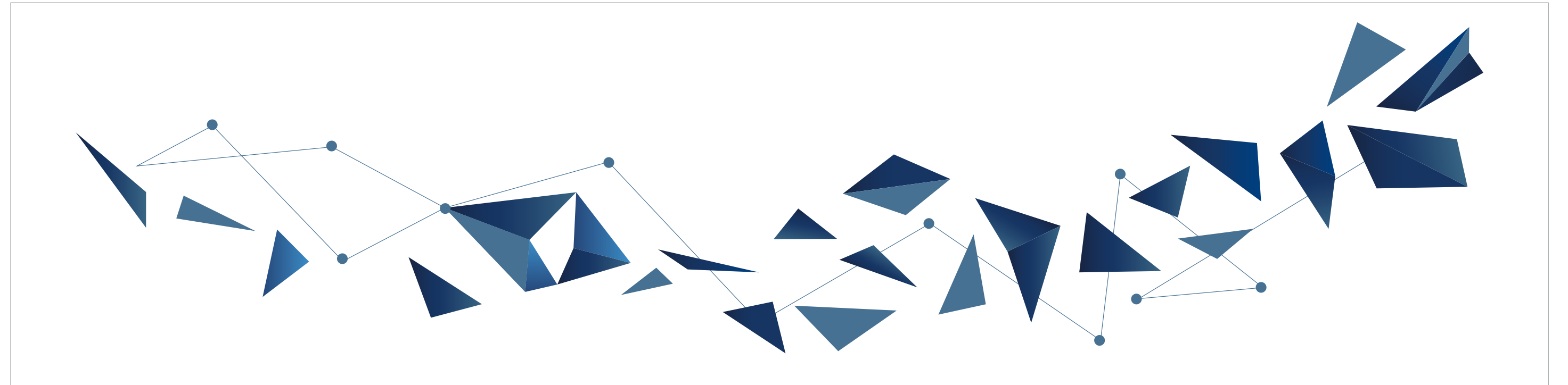
SILVER
Pantone 877

C0 M0 Y0 K30
R198 G198 B197
#C6C6C5



ADIB Business Polygons

Polygons act as the key visuals to represent the bridging between the new generation and ADIB's smart and innovative solution. The connections between different users, neurones, or "peers" (p2p), are demonstrated visually by 2 main elements: segments formed by polygons and the white synapses".



100% Opacity - Ideal for application on white background



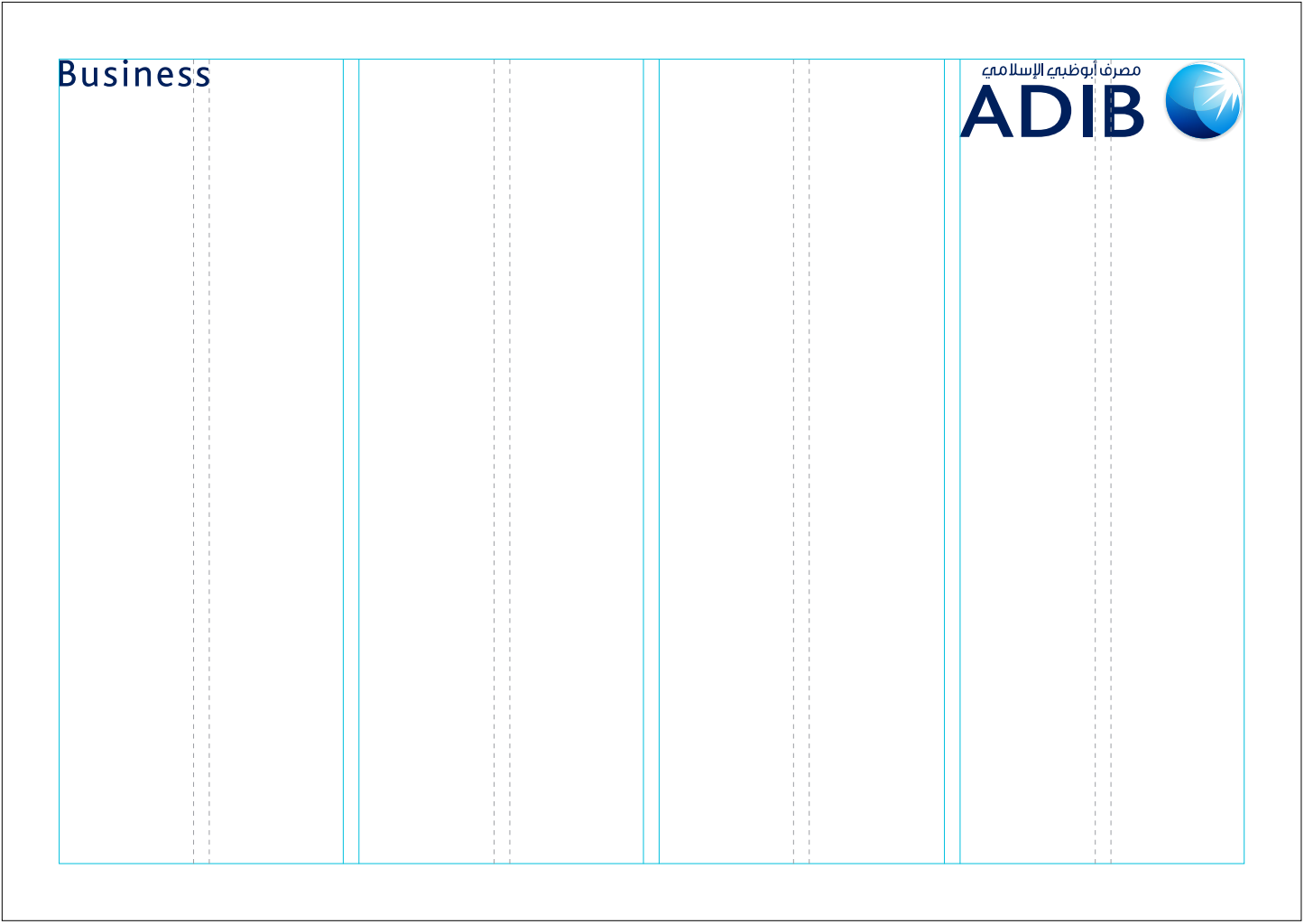
With transparency and white lines -
Ideal for application on top of images or coloured background

Identifier - Correct Placement

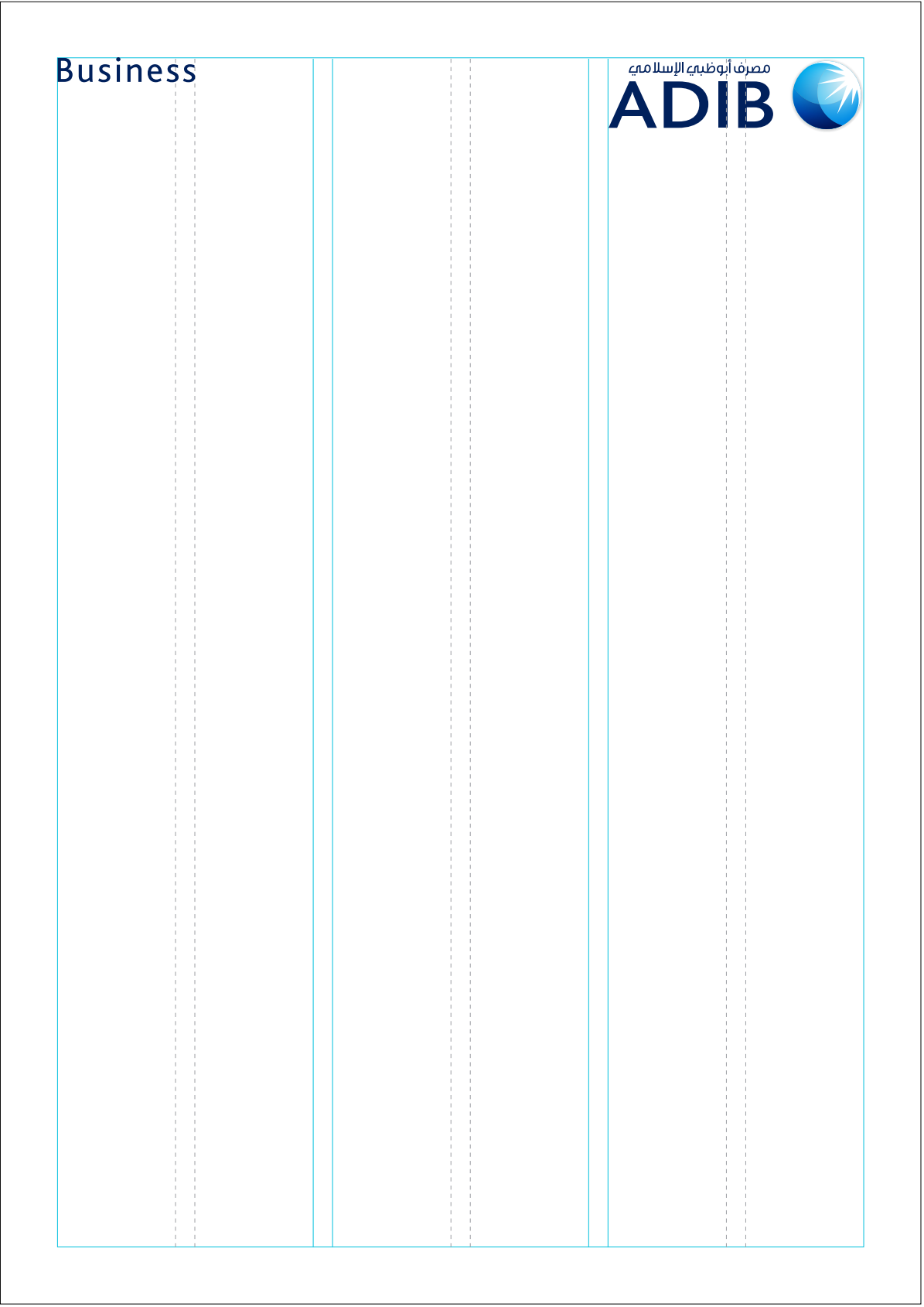
The ADIB Business identifier should appear in fixed positions across all brand communications. The fixed position should always be the top left hand corner of the given format. Placing the logo in any other way is not allowed.

ADIB Masterbrand Logo should always be present on the opposite right corner.

The example demonstrate the construction of a standard A4 grid format with ADIB logo placement.



Landscape Orientation



Portrait Orientation

Key Visual & Communication Considerations

Print Area

Identifier

Headline

Visual

Sub-Headline

Bullet Points

Polygon Variant


Business

ADIB

بنك أبوظبي الإسلامي

Boost your business productivity with Business Internet Banking Platform.


Unlimited and Free Local and International Online Transfers




ADIB Business Internet Banking service offers enhanced features designed to meet your business needs.

- Dual language system
- 'Cheque Imaging' for cheques deposited to or cleared from your account
- Access to day to day transaction (bills payments, standing orders)
- No limits for the amounts been transferred to any account in the world
- Fully integrated with the Wages Protection System (WPS)
- Customizable approval workflow with Unlimited users

Terms and Conditions apply.

 adib.ae/business-banking

 02 657877

Communication Layouts and Examples

Business

ADIB

مصرف أبوظبي الإسلامي

Boost your business productivity with
Business Internet Banking Platform.

Unlimited and Free Local and
International Online Transfers

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- Customizable approval workflow with Unlimited users

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adib.ae/business-banking

02 6578777

Business

ADIB

مصرف أبوظبي الإسلامي

Boost your business productivity with
Business Internet Banking Platform.

Unlimited and Free Local and
International Online Transfers

ADIB Business Internet Banking service offers enhanced features designed to meet your business needs:

- Dual language system
- 'Cheque Imaging' for cheques deposited to or cleared from your account
- Access to day to day transaction (bills payments, standing orders)
- No limits for the amounts been transferred to any account in the world
- Fully integrated with the Wages Protection System (WPS)
- Customizable approval workflow with Unlimited users

Terms and Conditions apply.

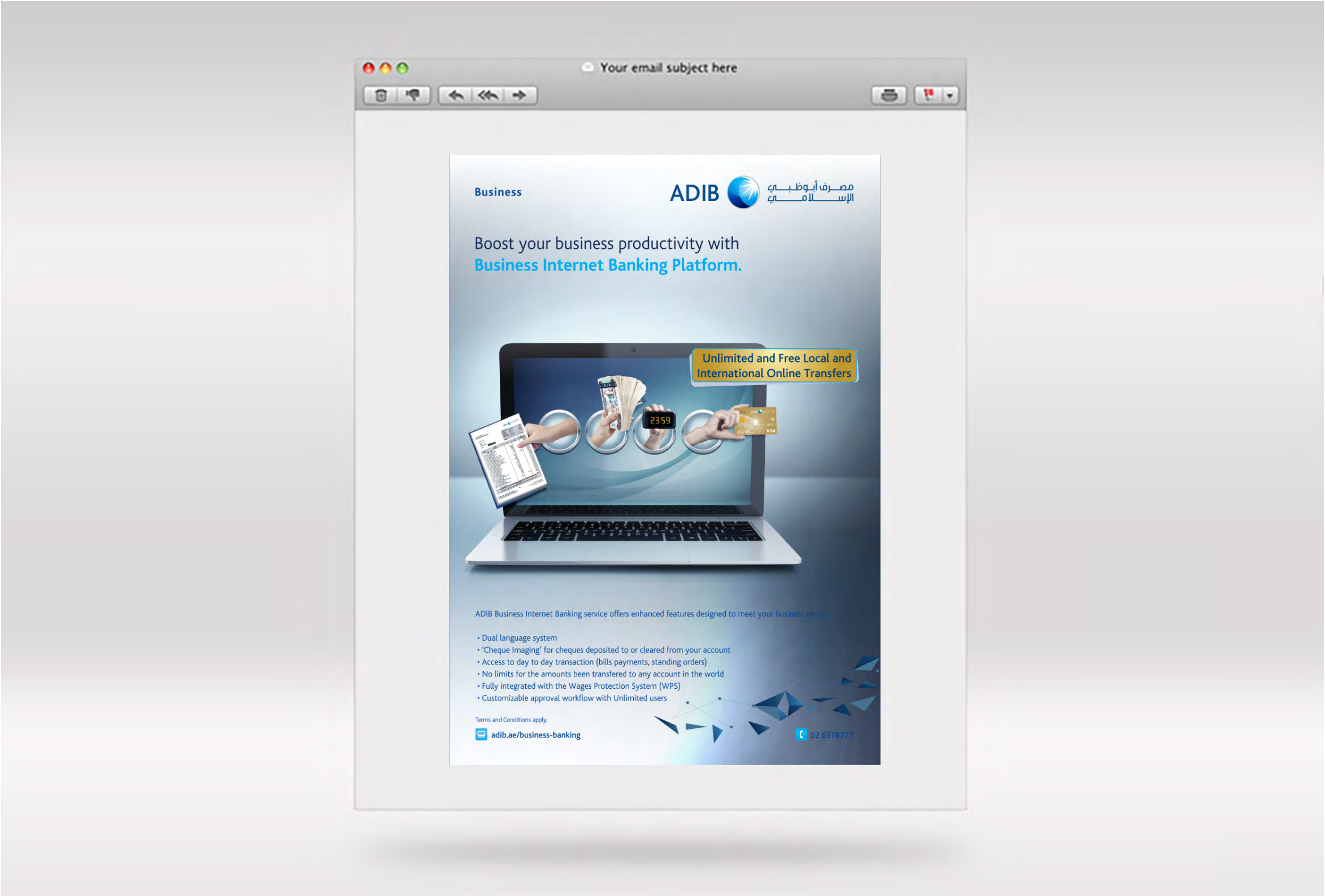
adib.ae/business-banking

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ADIB Brand Guidelines © March 2020 | Version 1.0

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Brand Applications



Emailer



Poster



smart
banking

AN INTRODUCTION TO SMART BANKING

Simple and friendly banking brought to you by ADIB

SMART BANKING ASSET USAGE



ADIB Smart Banking + ADIB Money Smart Logo

The logo of ADIB Smart Banking is composed by 2 main elements:

- ▶ Left: An icon of light bulb, embraced with ADIB's signature globe.
- ▶ Right: "smart" on top, "banking" underneath.

The logo of ADIB Money Smart is composed by 2 main elements:

- ▶ Left: An icon of light bulb, embraced with polygons.
- ▶ Right: "money" on top, "smart" underneath.



Stacked



Horizontal



Stacked



Horizontal

Approved Artwork Variations

► FULL COLOR - STACKED

Use whenever possible. It will be used in most applications (Web, Advertising, Print and TV). Reproduce it in either CMYK or RGB.

► SINGLE-COLOUR BLACK

Used in print applications only when colour cannot be used (e.g., black and white advertisements, etc.) Reproduce it in black only.

► FLAT BLACK

Used only if halftoning cannot be reproduced accurately and colour cannot be used (e.g., fax header, stamping, etc.). Reproduce it in black only.

► FULL-COLOUR REVERSE

The full colour reverse logotype may be used on coloured backgrounds as long as a light, or dark enough colour is used for enough contrast.



Logo Variants (Arabic)



Stacked



Horizontal

The horizontal version of ADIB's moneysmart logo is composed by 2 main elements:

- ▶ Left: An icon of light bulb, embraced with polygons.
- ▶ Right: "ترامس ينوم" is put together as one word, in one line.

The Arabic version of ADIB moneysmart logo is composed by 2 main elements:

- ▶ Left: An icon of light bulb, embraced with polygons.
- ▶ Right: "ينوم" on top, "ترامس" underneath.



Stacked



Horizontal

Logo Variants - Bilingual



- ▶ Tas dolupta quatus cus aut vid eveligentus eos voluptate vellab ilit maiorerro consequ susanis evenist aut fugit officae reiusa cuscii autemos adis se numquatur, nonsequi restia quid maio to quae sunt expedi arunt.
- ▶ Nam, quam esequ nonsect atquos magnam quam, nos sequunt, ea nobita cuscitibus mint as rectur magniet

Exclusion Zone and Minimum Size



Minimum Size 30mm



The amount of clear space is calculated as follow:

Clearance to the sides = X

X = 1/4 of the height of the light bulb

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.



Minimum Size 30mm



Communication Layouts



Portrait Orientation



Landscape Orientation



DL Size Flyer

Digital Layouts



300 x 250 px



300 x 600 px




728 x 90 px



728 x 270 px

Communication Layouts and Examples





**"My bank comes to me
when I have time"**

#thisjusthappened

No queues, just great rewards.

Want a savings account that's also smart? Your ADIB smartbanking account is both and it's free with no minimum balance. Open your account online, pick the card design that fits your personality and be eligible for profit on account balance as little as AED 1. So, sit back and relax. We'll deliver your welcome pack and everything else you need direct to your door.

Simply download the smartbanking app,
open an account and get a chance to
win a Mini Cooper*

Terms and Conditions apply.
*Download the smartbanking app, open an account and get a chance to win a Mini Cooper. For more information on the offer, visit smartbanking.ae. Offer valid until 31st March 2020. Download the smartbanking app today!

Download on the App Store | GET IT ON Google play

smartbanking.ae | adib.ae





**"I can 'text' money
to my friends"**

#getmoney

Instant cash transfers,
to anyone – for free!


I can send money to any UAE mobile number, my money smart friends and any account via my smartbanking account – it's absolutely free. No delay, no hassle – and it'll get there instantly. And, you can even pay your bills easily and send money abroad for free.*

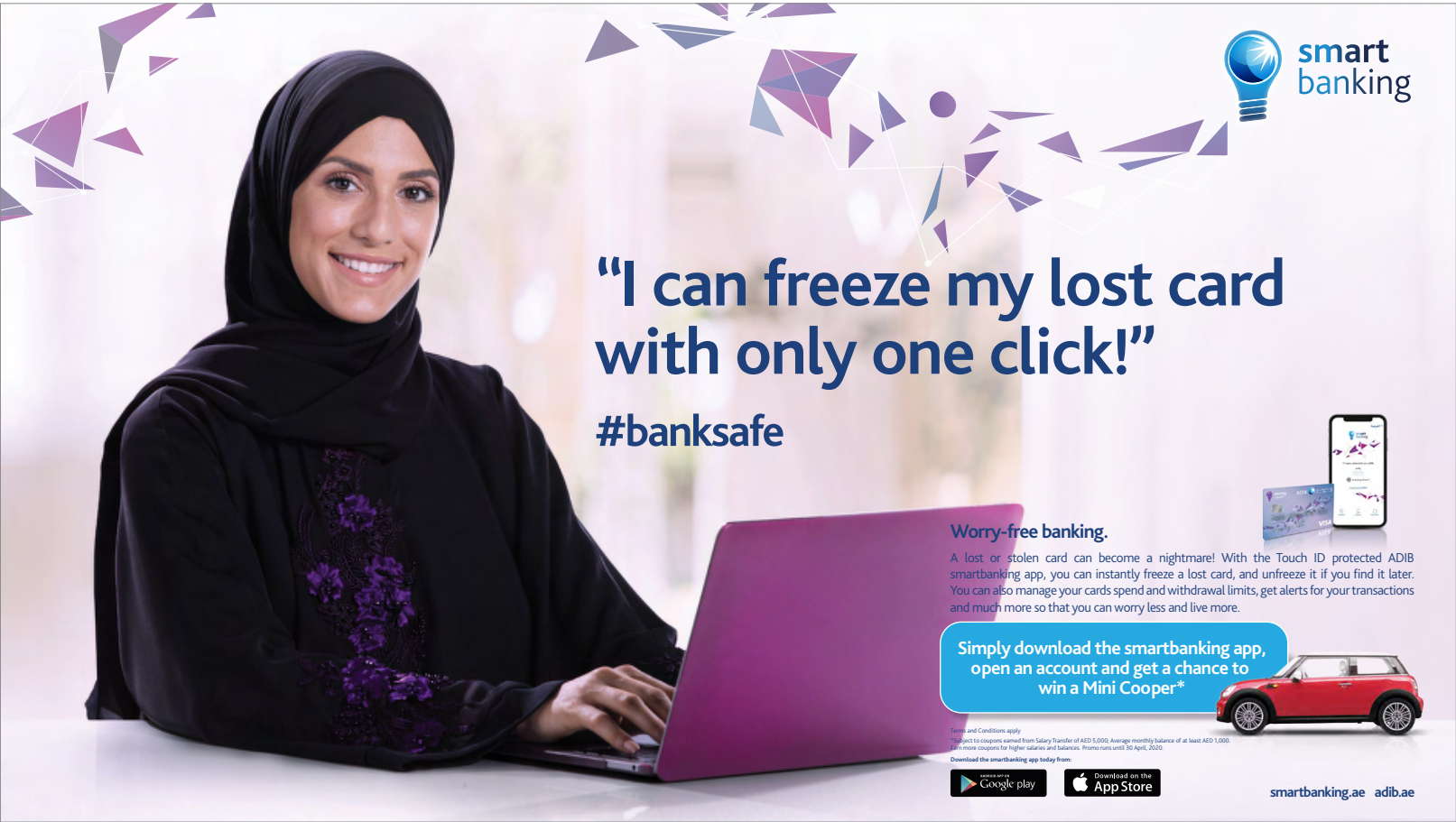
Simply download the smartbanking app,
open an account and get a chance to
win a Mini Cooper*

Terms and Conditions apply.
*Download the smartbanking app, open an account and get a chance to win a Mini Cooper. For more information on the offer, visit smartbanking.ae. Offer valid until 31st March 2020. Download the smartbanking app today!

Download on the App Store | GET IT ON Google play

smartbanking.ae | adib.ae





**"I can freeze my lost card
with only one click!"**

#banksafe

Worry-free banking.

A lost or stolen card can become a nightmare! With the Touch ID protected ADIB smartbanking app, you can instantly freeze a lost card, and unfreeze it if you find it later. You can also manage your cards spend and withdrawal limits, get alerts for your transactions and much more so that you can worry less and live more.

Simply download the smartbanking app,
open an account and get a chance to
win a Mini Cooper*

Terms and Conditions apply.
*Download the smartbanking app, open an account and get a chance to win a Mini Cooper. For more information on the offer, visit smartbanking.ae. Offer valid until 31st March 2020. Download the smartbanking app today!

Download on the App Store | GET IT ON Google play

smartbanking.ae | adib.ae





**"Got my finance,
got my bike!"**

#nowmeansnow

Make the most of life's opportunities
with express finance.

You want finance and you want it right away? Open your smartbanking app, see how much you're approved for. No paperwork, no documentation, no branch visit!

Simply download the smartbanking app,
open an account and get a chance to
win a Mini Cooper*

Terms and Conditions apply.
*Download the smartbanking app, open an account and get a chance to win a Mini Cooper. For more information on the offer, visit smartbanking.ae. Offer valid until 31st March 2020. Download the smartbanking app today!

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Basic Layout Consideration

Here are some basic interpretations for demonstration only, and they are to be used as starting points. The following should always be considered while creating an ADIB layout.

- ▶ Use of approved typographic specifications
- ▶ Use of open space
- ▶ Use of approved branding
- ▶ Use of approved photography



VISUAL LANGUAGE

Smart Banking Polygons

DESIGN CONCEPT

Millennials are dynamic, technology-oriented, and they constantly look for unique experience and efficient communication. The flow of polygons symbolizes the instant connection between ADIB and the millennials. The well-established network remains active without constraints of time and geography. It's guaranteed that the millennials are fed with the latest services and their enquiries will be promptly answered.

ALWAYS CONNECTED, ANYTIME, ANYWHERE.



Card Design

The application of polygons in each card design is closely connected to its corresponding financial personality.



EXPLORER - LOW RISK SPENDER

The application of the refreshing and mild blue color reflects low-risk savers are always curious and drawn to the new and unknown. The distribution of polygons is slightly dynamic, converging to the centre but still exploring towards the edges, symbolising that low risk savers are open-minded and courageous enough to explore enticing financial options.



GUARDIAN - LOW-RISK SAVER

All polygons are placed close to each other, they gather based on a steady path, representing low-risk savers and their ability to make sensible decisions with money as they are dependable. The application of purple strikes a balance between blue and red colors, thus the fact that low-risk savers are not conservative nor aggressive.



ADVENTURER - HIGH-RISK SPENDER

The placement of polygons are rather scattered, showing the dynamic qualities of risk-taking; how it could bring financial opportunities and potential gains. The application of reddish orange color refers to the excitement brought from the adventure.



CHALLENGER - HIGH-RISK TAKER

The combination of the red and green colors indicate how high-risk takers have the vision on the future as well as the courage to step out of their comfort zone and take risks for achieving something bigger and better. The polygons gather closely but combined by different and independent elements to show the solid foundation and qualities from these leaders.

A smiling woman wearing a pink hijab and a light-colored top is the central focus of the image. She is positioned on the right side, looking slightly towards the camera. The background is a blurred beach scene with sand and blue water under a clear sky. In the top-left and bottom-right corners, there are decorative geometric patterns consisting of blue and white triangles connected by thin lines.

TONE OF VOICE

The overall tone of voice for all communications should be **SIMPLE, FRIENDLY and EFFECTIVE.**

Communication messaging should resonate with millennials primarily, therefore the style of copy used should be **YOUNG, TONGUE-IN-CHEEK** and **HUMOROUS.**

AN INTRODUCTION TO ADIB EXPRESS

ADIB Express delivers a new banking experience designed to make your banking even faster. Customers just need to book an appointment at an ADIB Express location for a streamlined banking experience.



ADIB EXPRESS ASSET USAGE

ADIB Express Logo

The vertical version of ADIB's Express logo is composed by 2 main elements:

On the top: ADIB's logo (vertical version)

At the bottom: "express" in Arabic and English.



Primary



Stacked



Horizontal English

ADIB Express Logo Variants



Primary

2-color reversed logo should be used on dark backgrounds.



Horizontal English

Exclusion Zone and Minimum Size



A clear space around our logo helps to ensure it stands out in every layout.

The amount of clear space is calculated as follow:

Clearance to the sides = x

x = 1/4 of the height of the entire logo

- ▶ An exclusion zone is specifically used around the logo for prominence.
- ▶ Minimum size refers to the smallest size that the identity can be reproduce at to ensure legibility.

Minimum Size 50mm wide



Communication Layouts



Pull-up



ATM & CCDM Cladding





مجلس الاستدامة
مصروف أبو ظبي الإسلامي

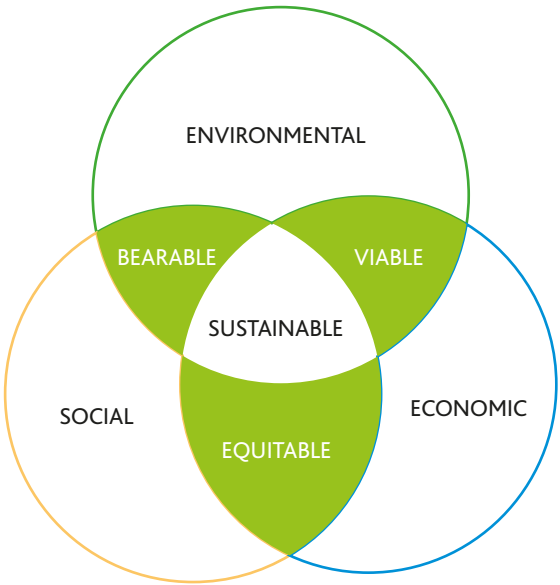
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Brand attributes





Concept inspiration



Brand elements



Brandmark - Overview

On white background



مجلس الاستدامة
مصرف أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

On blue background



مجلس الاستدامة
مصرف أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Brandmark - Variations

Primary version



Secondary version-1



Secondary version-2



Brandmark - On dark backgrounds

Primary version



مجلس الاستدامة
مصرف أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Secondary version-1

ABU DHABI ISLAMIC BANK
ESTIDAMA
COUNCIL



مجلس
الاستدامة
مصرف أبو ظبي الإسلامي

Secondary version-2



مجلس الاستدامة
مصرف أبو ظبي الإسلامي
ABU DHABI ISLAMIC BANK
ESTIDAMA COUNCIL

Brandmark - Clear space & minimum size

Clear space



Minimum size



Clear space

To ensure prominence and legibility, the brandmark is always surrounded by an area of clear space which remains free of other elements, such as type and graphics. The clear space is the minimum and should be increased wherever possible.

Minimum size

To maintain maximum clarity at small sizes, the brandmark should never be used at a size smaller than 30mm.

Brandmark - Incorrect use



Never create a new color version



Never change the gradient directions



Never be distorted



Never use at an angle



Do not frame brandmark



Never make the shadow

The brandmark should always be reproduced from master artworks. They should never be altered, redrawn, recolored or manipulated in any way.

Please ensure that the brand is used correctly at all times.

On photographic backgrounds



When using the brandmarks with a photographic image, care must be taken to ensure that the area of the image behind and around the brandmark is of an even tone, to provide sufficient legibility.

There should also be sufficient contrast between the brandmark and background image to further enhance legibility.

Brandmark - Color palette

Primary colors

Pantone: 281C

C: 100
M: 72
Y: 0
K: 32

Gradient



Secondary colors



Typography – Latin primary

Bliss Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bliss Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bliss Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography – Arabic

GE SS Two Light

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه أ آ ح ا ء ل لا لا لآ
> < ” “ – [\] _ . : ; = ؟ ★ . / \ () × + ، - ! " % ÷ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

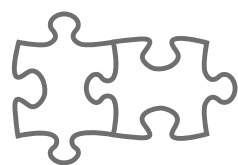
GE SS Two Medium

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه أ آ ح ا ء ل لا لا لآ
> < ” “ – [\] _ . : ; = ؟ ★ . / \ () × + ، - ! " % ÷ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

GE SS Two Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه أ آ ح ا ء ل لا لا لآ
> < ” “ – [\] _ . : ; = ؟ ★ . / \ () × + ، - ! " % ÷ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Icons



CONTRIBUTION



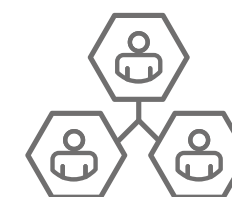
REDUCE



ENVIRONMENTAL



RECYCLE



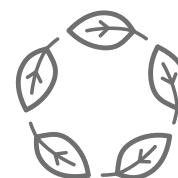
COLLABORATION



PARTNERSHIP



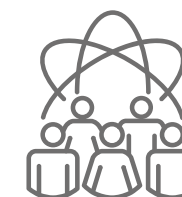
GOALS



REUSE



GROWTH



VALUES



SENSITIVITY



INTEGRITY



SOCIAL



CHARITY



HONESTY

