

BRAND GUIDELINES

VERSION 1.0

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A PLACE THAT TAKES NEW FORMS EVERY TIME!



WHO WE ARE

We are a lively Kaleidoscope.

A vibrant place that inspires wonder and evokes excitement every time.

For visitors to the city, a vibrant core beaming with festivals and life. For Granada Mall visitors, a spectrum of options and family functions that keep you guessing and discovering. For Granada Business community, an exciting bustling center at the heart of the conference, innovation and function circuit.

WHAT WE BELIEVE IN

We believe that creating healthy environments where people can experience the bright aspects of life is a noble and worthy cause. We embrace the diversity of people, their pursuits and interests that bring them here. And we also infuse class in everything we touch. Discover keeps us alive and vibrant, we believe that any place worth visiting should ignite this natural attraction to new and interesting things.

OUR VALUES

We believe in the power of happiness, fun and enjoyment!

IMAGINATION

Discovery is in our DNA as human beings. It keeps us alive and vibrant. Any place worth visiting should ignite this natural attraction to new and interesting things.

JOY

We believe in the power of happiness, fun and enjoyment. We believe that creating healthy (nurturing) environments where people can experience the bright aspects of life in all its areas is a noble and worthy cause.

STYLE

We infuse class in everything we touch. We bring trend setting of style to lifestyles and your work lives. We create an address that represents a new contemporary face for our city.

COLOR

Variety is the spice of life. We embrace the diversity of people, their pursuits & interests, and every single reason that brings them here: whether to work, play, eat, meet, or pass the time.

OUR PURPOSE

WE EXIST TO ENRICH LIVES!

We elevate lives with quality amenities
and new, unique, personalized
experiences.

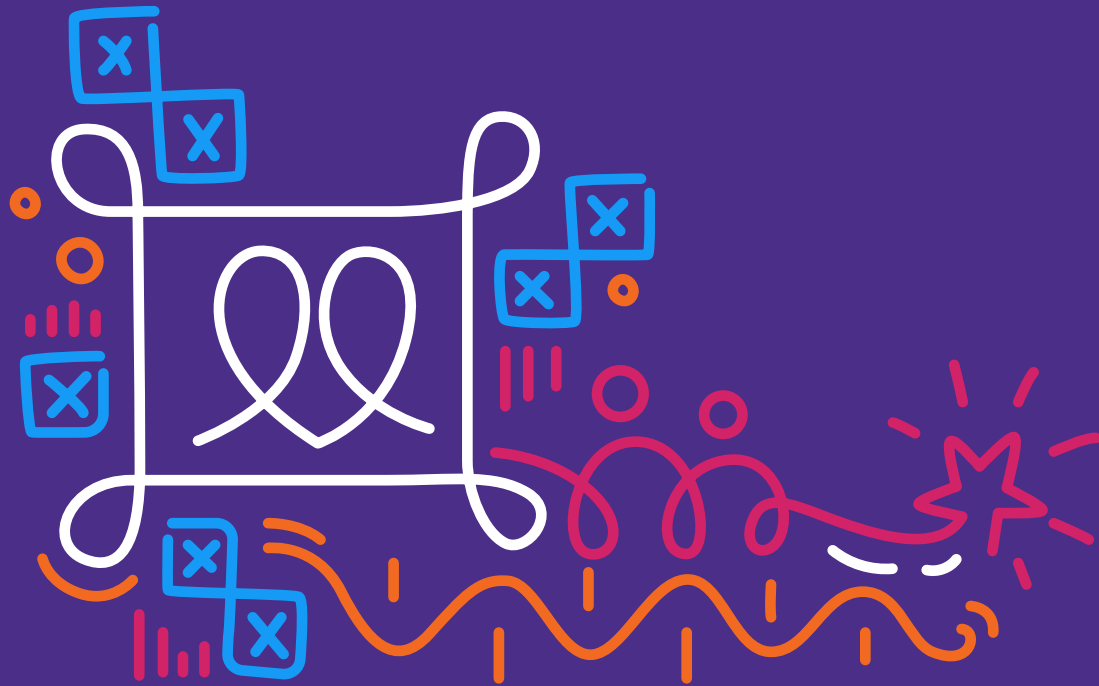


OUR PERSONALITY

BOLD
EXCELLENT
AVANT-GARDE
SURPRISING

We are bold, modern and progressive in our application of every concept. We are excellent, setting the highest quality standards in every aspect. We are avant-garde, pioneering and never content to follow the others. We are surprising, full of original ideas that delight visitors, always new.

1. LOGO



1.1 WORDMARK

Granadia's logo is a hallmark and a visual symbol of the brand. The logo is thoroughly designed to reflect innovation, boldness, joy and enthusiasm, all of which constitute the core elements of Granadia.



غرناطية
GRANADIA

The logo features the Arabic word 'غرناطية' (Gharnatiya) in a bold, stylized purple font. The letters are thick and rounded, with a modern, clean aesthetic. Below the Arabic text, the word 'GRANADIA' is written in a matching purple, uppercase, sans-serif font. The entire logo is centered on the page.

1.2 VERSIONS

It is recommended to use the logo on white or purple backgrounds. The standard logo can be used on backgrounds that contain images but wouldn't affect the logo clarity. The reversed logo can be used on Granadia's purple backgrounds and/or dark imagery. The monochromatic versions are for special monochrome applications, such as foiling or embossing.

01 STANDARD LOGO



02 REVERSED



03 ONE COLOR - BLACK



04 ONE COLOR - WHITE



1.3 CLEAR SPACE

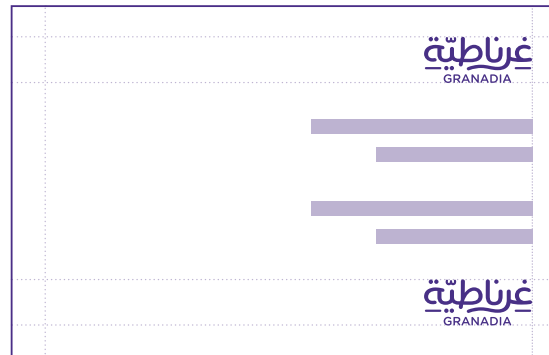
A space of 2x all around the logo should be kept clear of any elements, to ensure the logo has maximum visibility. The standard measurement unit "x" is equal to the width of the logo's horizontal dash.



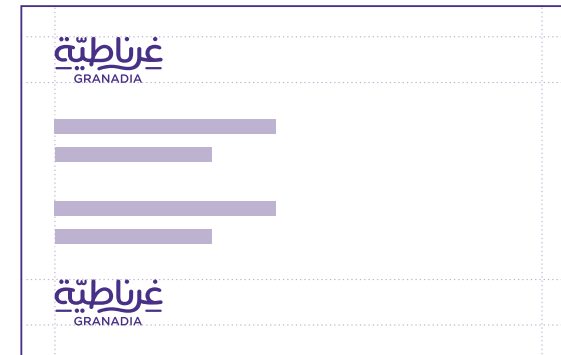
1.4 PLACEMENT

The logo can be placed at the top or the bottom, and it is recommended to align the logo with the text. For example, when using the logo with the Arabic text, right alignment is preferable. The logo can be centered in applications with limited space.

01 RIGHT ALIGNMENT - ARABIC TEXT



02 LEFT ALIGNMENT - LATIN TEXT



03 CENTERED



1.5 INCORRECT USAGE

To maintain consistency throughout our identity applications, it is essential that the brand mark is never altered in any way.



Changing logo proportions



Distorting the logo



Cropping logo



Changing logo Lookup



Tilting or rotating the logo



Adding effects to the logo



Changing logo color



Adding Stroke to the logo

2. TYPOGRAPHY



2.1 PRIMARY LATIN TYPEFACE

Granadia is the primary Latin typeface. It is a friendly and attractive typeface that complements the appearance and personality of Granadia's logo. Granadia is used in caps format in headlines & titles in all applications. Granadia bold is used for headlines, while Granadia book is used for sub-headlines.

GRANADIA

GRANADIA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GRANADIA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

2.2 SECONDARY LATIN TYPEFACE

DIN next Lt Arabic is the secondary typeface. It is used to support Granadia as the primary typeface, and to create a cohesive visual language while making the body text easy to read. DIN next Arabic Bold can be used for highlighting or featuring text segments.

DIN NEXT LT ARABIC

DIN NEXT LT ARABIC BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

DIN NEXT LT ARABIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN NEXT LT ARABIC REGULAR - BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer bibendum, massa ut viverra porttitor, tortor nisi consequat mauris, vestibulum efficitur purus nibh non lacus. Curabitur quis ullamcorper felis, nec volutpat quam. Fusce eu nunc quam. Cras eu sem sit amet enim dapibus sodales. In facilisis turpis vitae vulputate lobortis. Fusce ultricies consectetur mauris, sit amet consectetur purus. Nulla sit amet diam odio. Proin accumsan, dui a interdum accumsan, lectus massa vulputate dui, vel fermentum enim elit vitae diam.

2.3 PRIMARY ARABIC TYPEFACE

Granadia typeface is the primary Arabic typeface. Granadia is used in two weights: bold and book. Granadia bold is used for headlines, while Granadia book is used for sub-headlines.

GRANADIA

GRANADIA BOLD

أ 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 و ي
1234567890

GRANADIA BOOK

أ 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 و ي
1234567890

2.4 SECONDARY ARABIC TYPEFACE

DIN next Lt Arabic is the secondary typeface. It is used to support Granadia typeface as the primary Arabic typeface and is used in the weights regular for body text, and bold for highlighting or featuring text segments.

DIN NEXT LT ARABIC

DIN NEXT LT ARABIC BOLD

أ 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 و ي
1234567890

DIN NEXT LT ARABIC REGULAR

أ 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 و ي
1234567890

DIN NEXT LT ARABIC REGULAR - BODY COPY

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيبسوم لأنها تعطي توزيعاً طبيعياً - إلى حد ما- للأحرف عوضاً عن استخدام هنا يوجد محتوى نصي، هنا يوجد محتوى نصي فتجعلها تبدو (أي الأحرف) وكأنها واقع الحديثة العهد في نتائج البحث. على مدى السنين ظهرت نسخ جديدة ومختلفة من نص لوريم إيبسوم، أحياناً عن طريق الصدفة، وأحياناً عن عمد كإدخال بعض العبارات الفكاهية إليها.

3. COLOR PALETTE



3.1 PRIMARY COLOR PALETTE

Granadia's primary color palette contains a variety of bright colors that constitute Granadia's diverse experiences. Each color is representative of Granadia's sub-brands. The three chief colors include orange for Granada Mall, Rubine Red for Granada Square and Blue for Granada Business.

To ensure the consistent look and to build a recognized image of the brand, Granadia's purple should be used as the predominant color. The other three colors should be used proportionally, or a single color can be used in applications that speak for one of the sub-brands.

Pantone 7671 C Hex #4b3288 CMYK 83-78-0-8 RGB 75-50-136	75%	50%	25%
Pantone 1585 C Hex #f26a21 CMYK 0-61-98-0 RGB 242-106-33	75%	50%	25%
Pantone Rubine Red C Hex #d22268 CMYK 0-100-22-3 RGB 210-34-104	75%	50%	25%
Pantone 2193 C Hex #249cf2 CMYK 92-24-0-0 RGB 36-150-242	75%	50%	25%

3.2 SECONDARY COLOR PALETTE

The secondary color palette consists of the following three colors: white, black and gray. It is used to provide additional colors that complement the primary colors palette. The colors function as layout space fillers and backgrounds for copy and graphic elements when needed.

Pantone 000C - White Hex #ffffff CMYK 0-0-0-0 RGB 255-255-255			
Pantone Black C Hex #222222 CMYK 63-62-59-94 RGB 45-41-38	75%	50%	25%
Pantone 401C Hex #afa99f CMYK 10-11-17-27 RGB 175-169-160	75%	50%	25%

3.3 TERTIARY COLOR PALETTE

The tertiary palette also serves Granadia's sub-brands support colors, in case future color needs arise.

Example for tertiary palette usage:

- Info-graphics when needed.
- Way-finding & color-coding.
- Potential new sub-brands primary colors.

Pantone Medium Yellow C Hex #ffd900 CMYK 0-1-100-0 RGB 254-221-0	75%	50%	25%
Pantone 375 C Hex #93d500 CMYK 46-0-90-0 RGB 151-215-0	75%	50%	25%
Pantone 354 C Hex #00ae42 CMYK 81-0-92-0 RGB 0-177-64	75%	50%	25%
Pantone 3252 C Hex #10cfc9 CMYK 49-0-23-0 RGB 42-210-201	75%	50%	25%
Pantone 2935 C Hex #0055b8 CMYK 100-52-0-0 RGB 0-87-184	75%	50%	25%
Pantone 254 C Hex #9d1d96 CMYK 48-96-0-0 RGB 152-29-151	75%	50%	25%

4. ILLUSTRATIONS



4.1 STROKES OF SURPRISE

The illustration style is colorful, friendly, surprising and portrays the rich and joyful experiences in Granadia. It consists of harmonious colorful line strokes that represent the various components of Granadia's sub-brands. We call them The strokes of surprise.

Please refer to the sections: 7.2, 7.3, 7.1 for how the artwork can be utilized in the design language and reconstructed. Also, there are multiple pre-made compositions in the assets folder to serve your needs in various brand applications.



4.2 STROKES OF SURPRISE ELEMENTS



SHOPPING BAG



CLOUDS



MUSIC



PLATE & UTENSILS



LONDON EYE



RIBBONS



FAMILY



CIRCUS TENTS



FLAGS



BUILDINGS



HEART



BIRDS



RIBBONS



SHOOTING STAR

5. ICONOGRAPHY



5.1 ICONOGRAPHY STYLE

The iconography style is derived from the master illustration style using mono stroke lines with rounded ends. The icons are characterized by their hand-drawn feeling and their open ends.



NEW



MAP



FAVORITE



PARKING



SEARCH

6. PHOTOGRAPHY



6.1 ISOLATED IMAGES

If imagery is required in the application, isolated images on white backgrounds are to be used with the strokes of surprise and the image needs to be the central focus of the composition.

The choice of images must draw from Granadia Brand personality traits; bold professional, avant-garde & surprising.



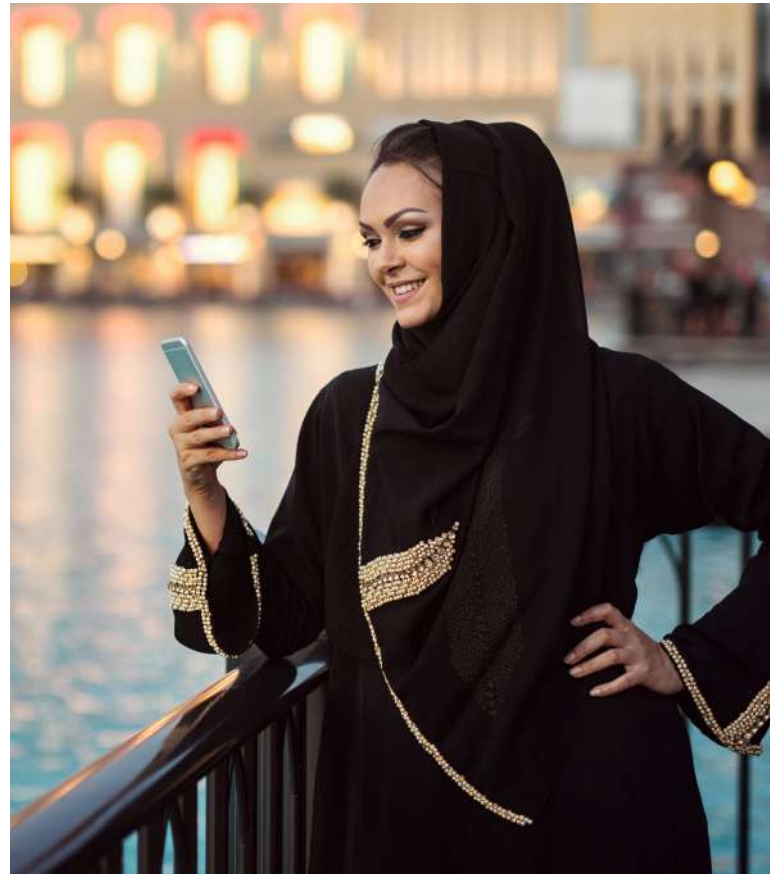
6.2 COLORFUL BACKGROUNDS

Images with bright colored backgrounds and colorful props are fun and tend to stand out. Choice of images should show subjects are active, having fun and enjoying their times.



6.3 LIFESTYLE PHOTOGRAPHY

Lifestyle images capture subjects in real environments and are great story tellers. The colors should be natural and vibrant. The depth of field effect adds warmth to images and makes the subjects be the center of attention.

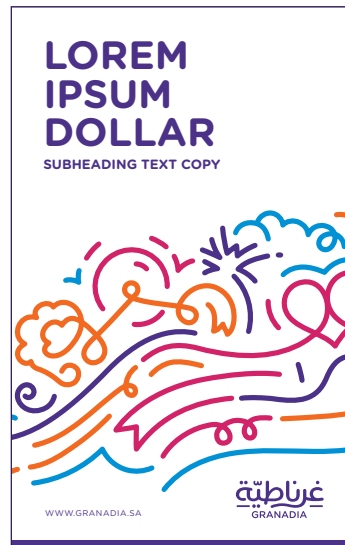


7. DESIGN LANGUAGE



7.1 OVERVIEW

Granadia's design language is composed of a variety of elements that together build a unified look. The design language is composed of mainly two different languages: Strokes of surprise, and crops of surprise. The strokes of surprise use the illustrations as the main element. The loops of surprise use a magnified loop as a mask for image headlines container. Crops of surprise are also crops of magnified ribbons used to mask images or as a headline container, but they are simpler and images are masked completely.



Strokes of Surprise



Loops of Surprise



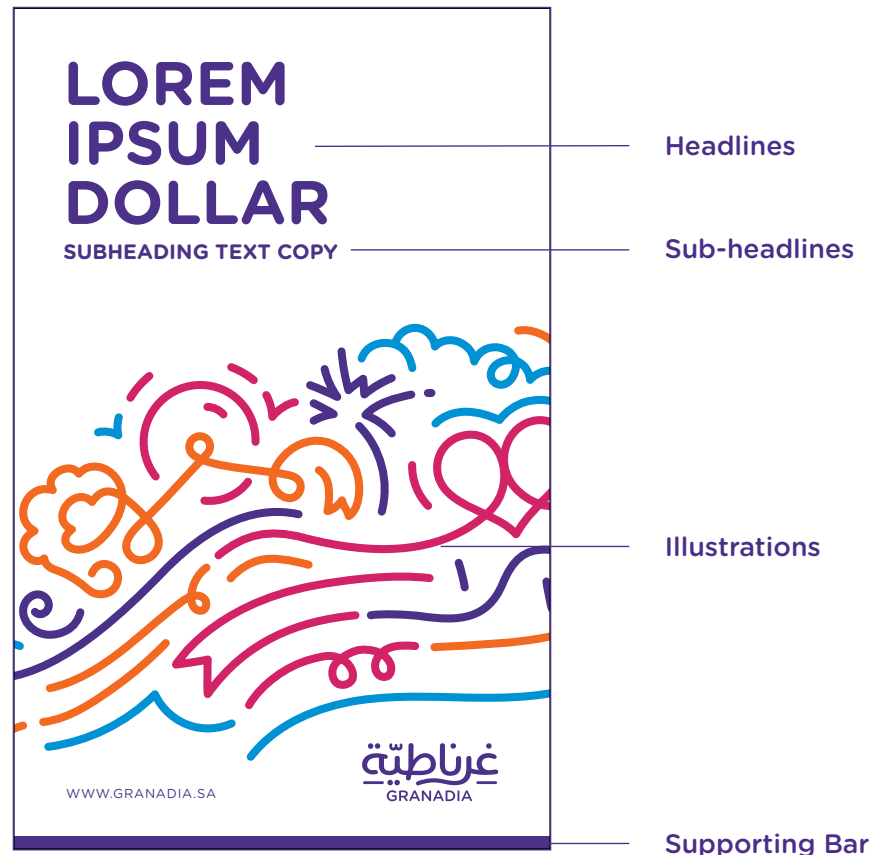
Crops of Surprise

7.2 STROKES OF SURPRISE

Granadia's design language is composed of a variety of elements that together build a unified look. Strokes of surprise are mostly applied on white or purple backgrounds. Also, they can be used with isolated images on white backgrounds.

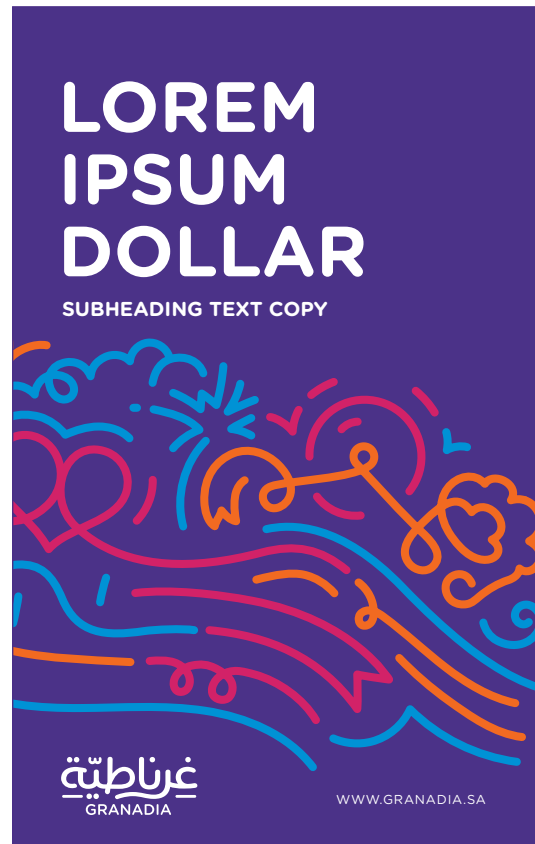
Figures 7.2 A, B, & C show various treatment options using the strokes of surprise language.

(FIG. 7.2 A)

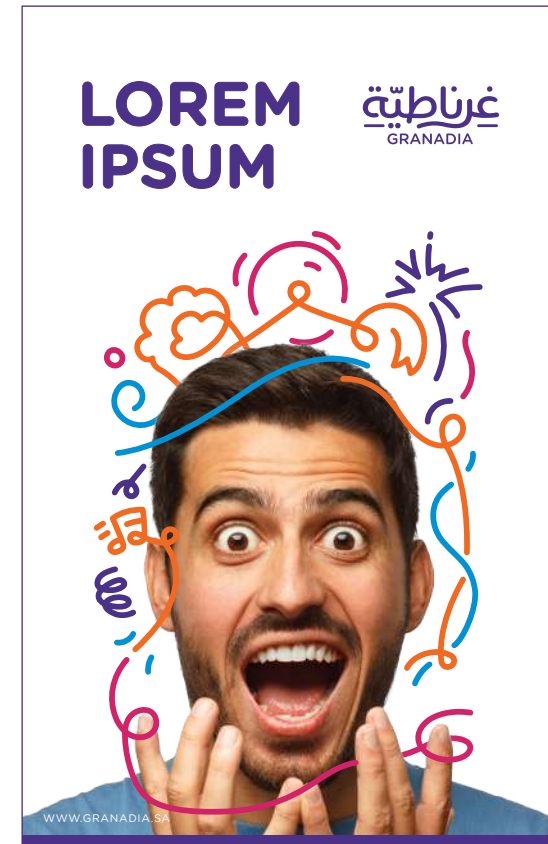


7.2 STROKES OF SURPRISE

(FIG. 7.2 B)



(FIG. 7.2 C)

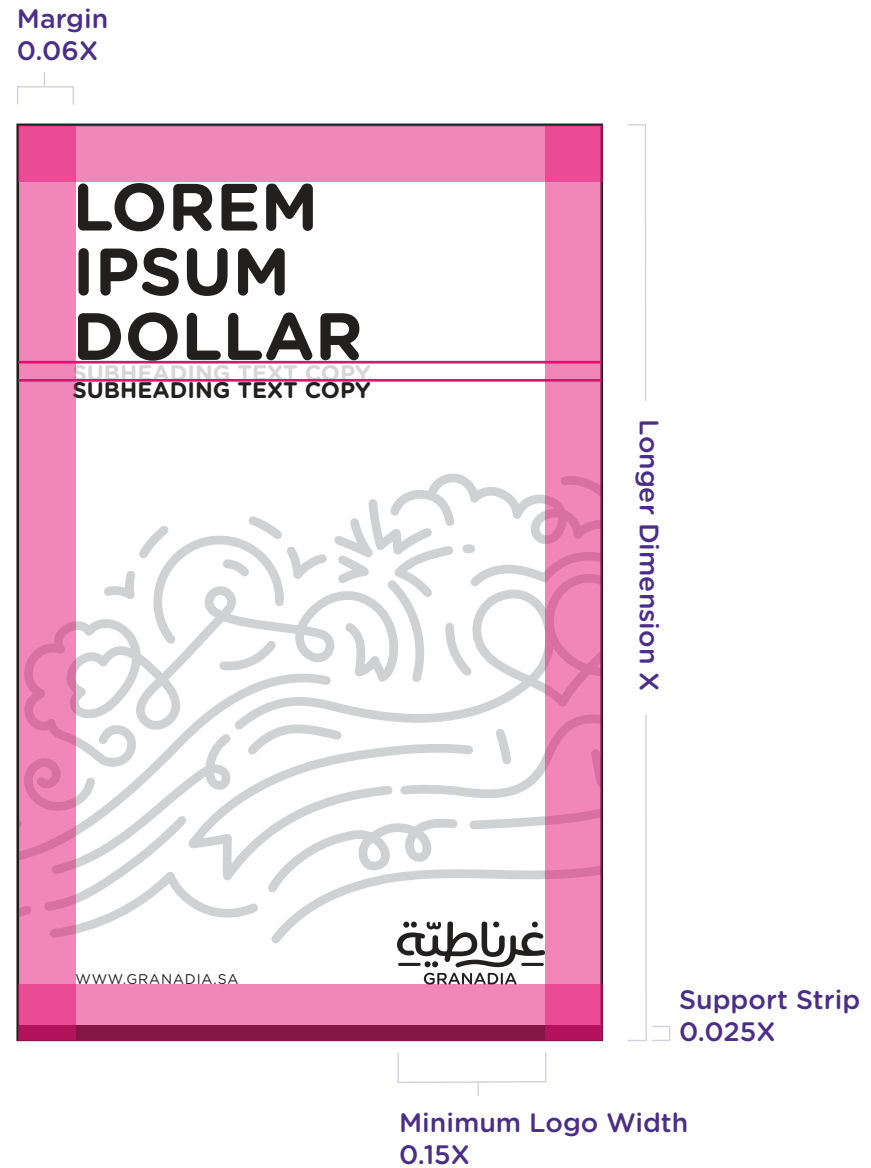


7.3 TEMPLATE CONSTRUCTION GUIDES 1

To reconstruct the language, use the layout's Longer dimension as the guiding measurement, that is the X. The logo width is ideally 15% of that X or in other words 0.15X. In the case where the supporting bar is used, the margin is consistent from all sides and is equivalent to 0.06X.

The supporting strip that is used in this language has a height that is equivalent to 0.025X.

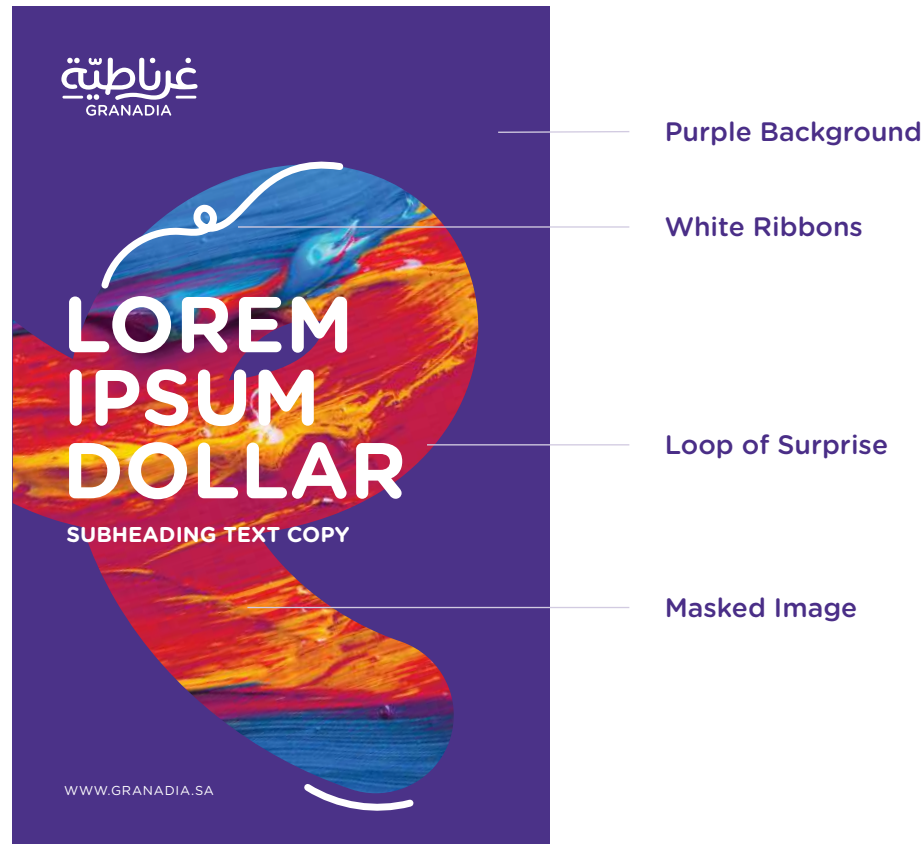
The minimum Space between the headline and the sub-headline is one line of the sub-headline. Headline cannot go vertically beyond the upper margin. However, it can go lower as the artwork needs and as long as the logo's clear space is not affected.



7.4 LOOPS OF SURPRISE

Granadia design language should never be boring. The loops of surprise is another design language that can be used sparingly to keep the identity variable & surprising.

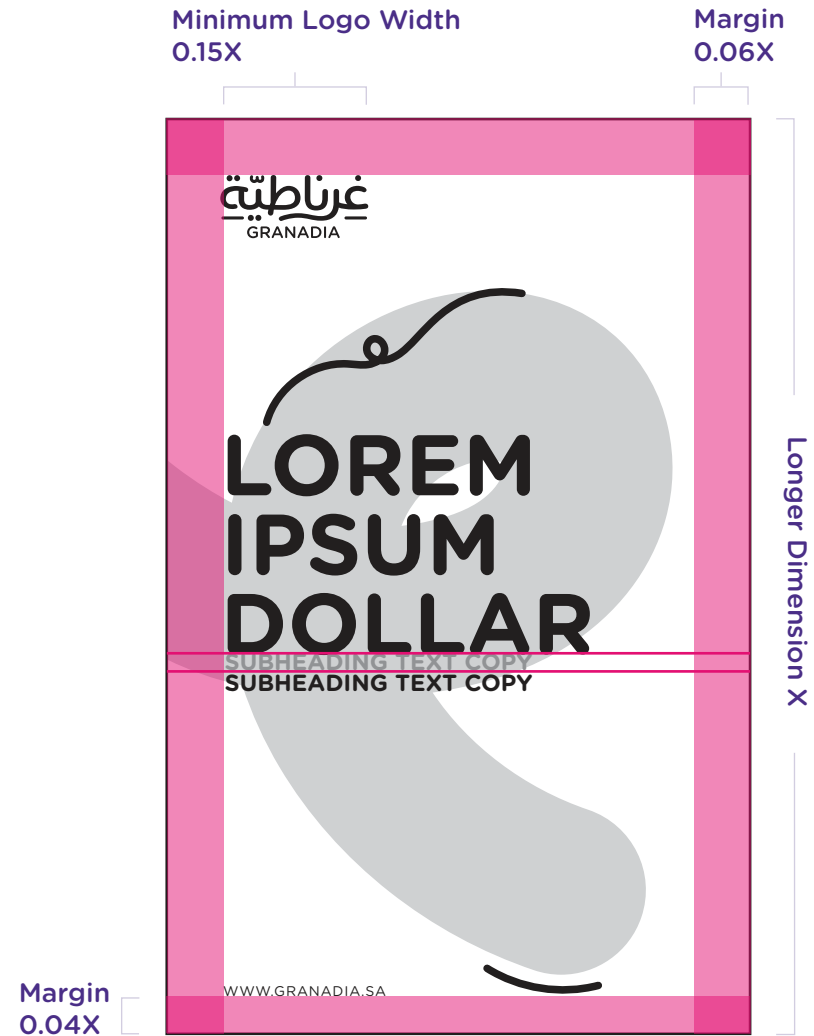
This style magnifies a loop from the strokes of surprise and utilizes it to mask imagery or content. The background is usually purple, and the supporting stroke ribbons are white. When the application is about a specific sub-brand, the color of the sub-brand should be used in the ribbons instead of white.



7.5 TEMPLATE CONSTRUCTION GUIDES 2

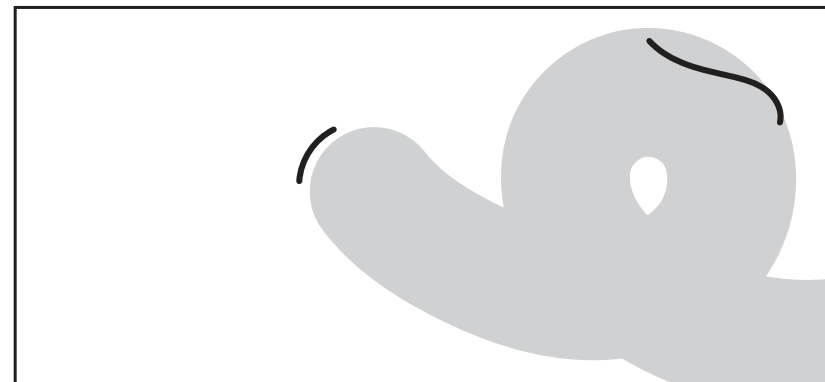
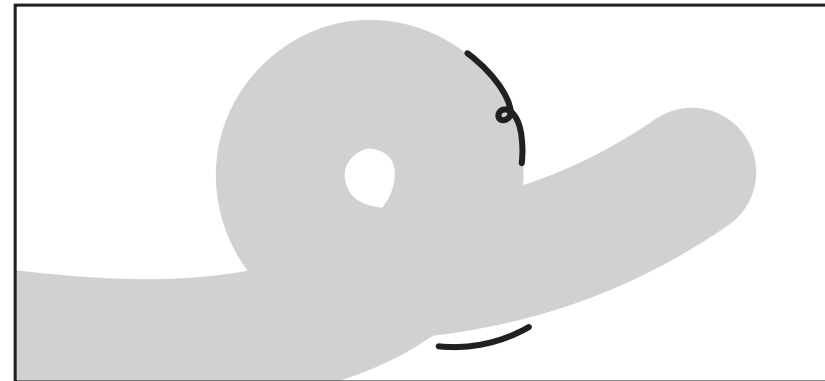
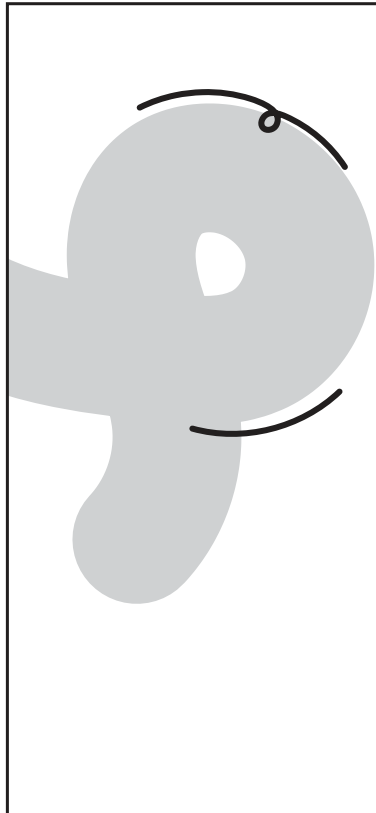
To reconstruct the language, use the layout's Longer dimension as the guiding measurement, that is the X. The logo width is ideally 15% of that X or in other words 0.15X. The margin is equivalent to 0.06X, the footer margin is 0.04X.

The minimum space between the subheading copy and the headline is equal to the height of one line of the subheading.



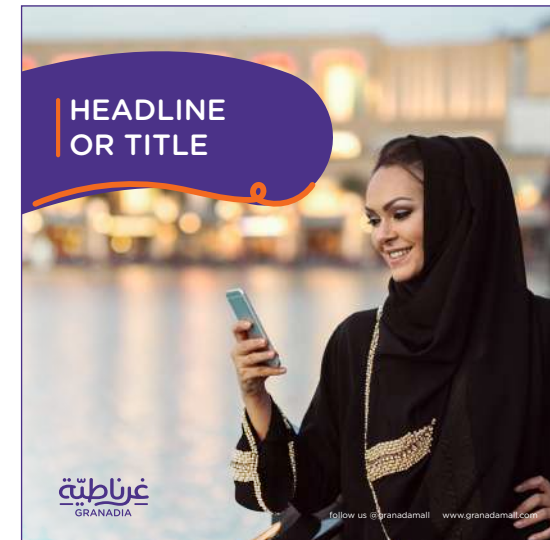
7.6 LOOPS OF SURPRISE EXAMPLE CROPS

Ribbons of surprise are suitable for textual & imagery content. To keep the language interesting and dynamic, various crops should be used. These are various examples for the crops and it is up to the designer's discretion to come with new ones if design layout & functionality requires it.



7.7 CROPS OF SURPRISE

Similar to the loops, the crops of surprise are another derivative of the main style. It should be used to serve as a mask for images or content headlines. The background is usually purple, and the ribbons are white. When the application is about a specific sub-brand, the color of the sub-brand should be used in the ribbons instead of white.

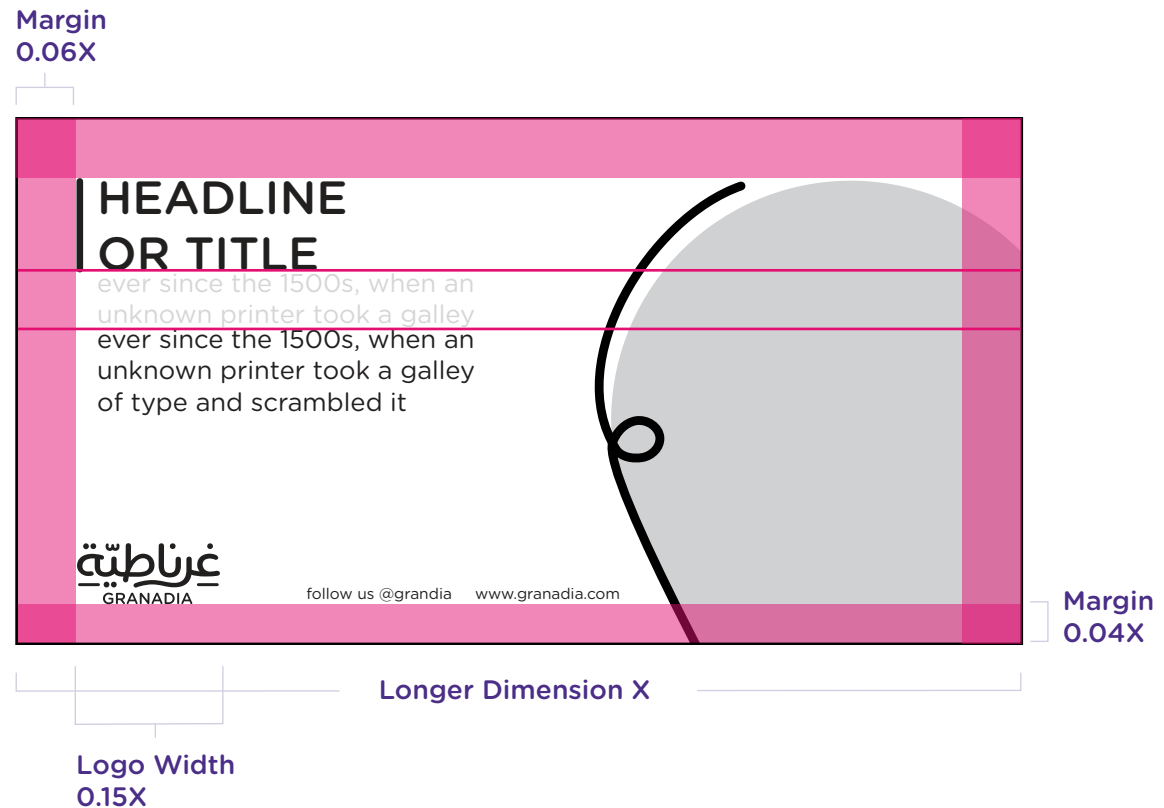


7.8 TEMPLATE CONSTRUCTION GUIDES 3

To reconstruct the language, use the layout's Longer dimension as the guiding measurement, that is the X. The logo width is ideally 15% of that X or in other words 0.15X. The margin is equivalent to 0.06X, the footer margin is 0.04X..

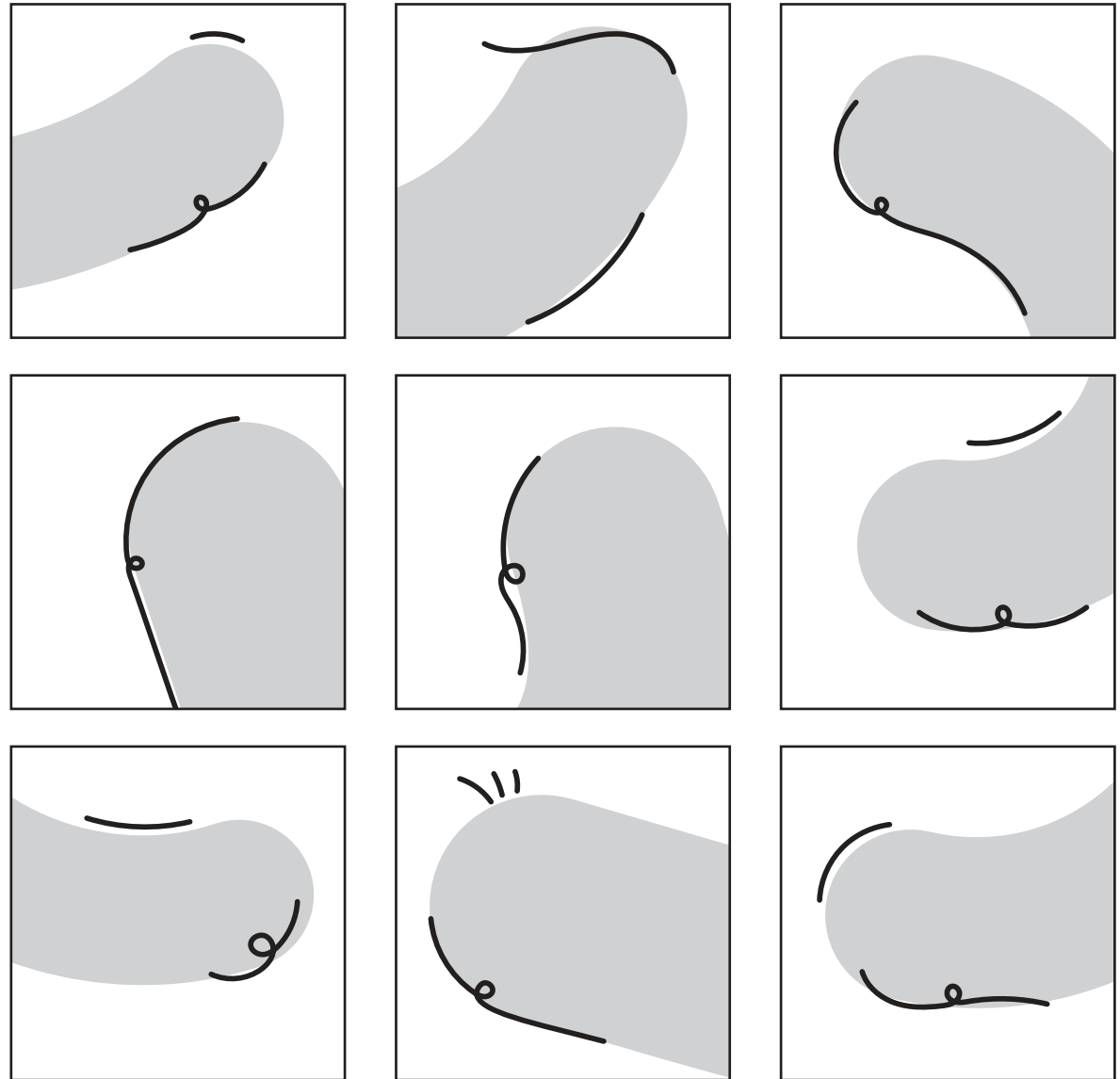
In the crops of surprise a vertical line with rounded ends is used with the headlines. The logo is aligned with the vertical line, and the body copy should be aligned to the headlines text.

The minimum space between the body copy and the headline is equal to the height of two lines of the body copy. Headline cannot go vertically beyond the upper margin. However, it can go lower as the artwork needs and as long as the logo's clear space is not affected.



7.9 CROPS OF SURPRISE EXAMPLES

Ribbons of surprise are suitable for textual & imagery content. To keep the language interesting and dynamic various crops should be used. These are various examples for the crops and it is up to the designer's discretion to come with new ones if design layout & functionality requires it.



7.10 ILLUSTRATIONS INCORRECT USAGE

The strokes of surprise are a major element of the identity and should always look consistent across all applications. This depends heavily on the designer visual sense to keep the proportions between the strokes and layout intact. As a general guide, when reconstructing the strokes, avoid the cases illustrated in figure 7.10 A.

Refer to section 7.11 for the recommended strokes brush size & proportions in relation to layout and media size.

(FIG. 7.10 A)



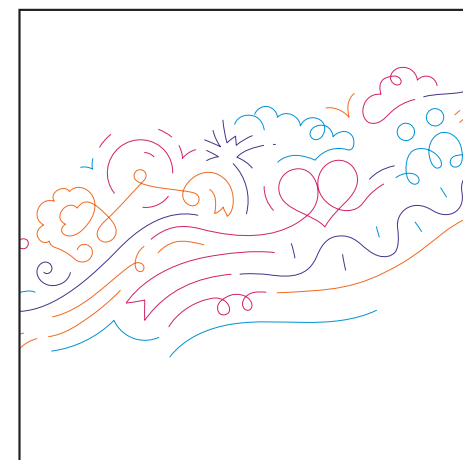
Don't make strokes thickness thinner.



Don't make strokes thickness thicker.



Don't mix stroke thicknesses.



Don't use the illustration composition in small scale in relation to layout and media.

7.11 STROKES OF SURPRISE BRUSH GUIDE

The Strokes brush size is proportional to Granadia Logotype dots and the media size. The dot is referred to as X and it is always recommended for the strokes brush size to be equal to 1.25X.

In very large or irregular media sizes where the logo size is kept smaller proportionally such as in construction hoarding application, case B or C may be used under the designer's discretion.



7.12 TYPESETTING GUIDE

Granadia typesetting style is characterized by its bold and confident voice. Headlines should always be set in all-caps case and their height is proportional to the Arabic logotype height as illustrated.

The sub-headings can be in both all-caps case & sentence case and its line height is half the headlines height. Body copy line height size is recommended to be around 25% of the headlines but it should also consider the standard recommended body copy sizes in proportion to media sizes.

HEADLINE غرناطية] x

The Subheading Size
THE SUBHEADING SIZE] 50% x

The body copy size] 25% x

7.13 TYPE SPACING

The minimum space between the headlines and the sub-headlines is the height of one line of the sub-headlines text. This space is two lines of the body copy between the headlines and the body copy, and one line between sub-headlines and the body copy.

LOREM IPSUM DOLLAR

LOREM IPSUM IS SIMPLY
LOREM IPSUM IS SIMPLY
DUMMY TEXT

LOREM IPSUM IS SIMPLY DUMMY.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

LOREM IPSUM DOLLAR

LOREM IPSUM IS SIMPLY DUMMY TEXT OF THE
PRINTING AND TYPESSETTING INDUSTRY.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

8. APPLICATIONS



8.1 WEBSITE

FILE DIRECTORY:
GRANADIA FINAL ARTWORK > GRANADIA WEBSITE



Granada Mall
Lorem ipsum is a dummy text

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, including versions of Lorem Ipsum. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, Lorem Ipsum, in a dictionary at the bottom of the page, and then took the rest of the text from the same source.

Discover more



Granada Square
Lorem ipsum is a dummy text

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, including versions of Lorem Ipsum. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, Lorem Ipsum, in a dictionary at the bottom of the page, and then took the rest of the text from the same source.

Discover more



Granada Business
Lorem ipsum is a dummy text

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, including versions of Lorem Ipsum. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, Lorem Ipsum, in a dictionary at the bottom of the page, and then took the rest of the text from the same source.

Discover more

GRANADIA MAP
LOREM IPSUM

GRANAD MALL

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type versions of Lorem Ipsum.

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SURPRISING DESTINATION

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ABOUT
LOREM IPSUM DOLLAR CENT

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, including versions of Lorem Ipsum. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, Lorem Ipsum, in a dictionary at the bottom of the page, and then took the rest of the text from the same source.

DESTINATIONS

NIGHT STREET CIRCUS

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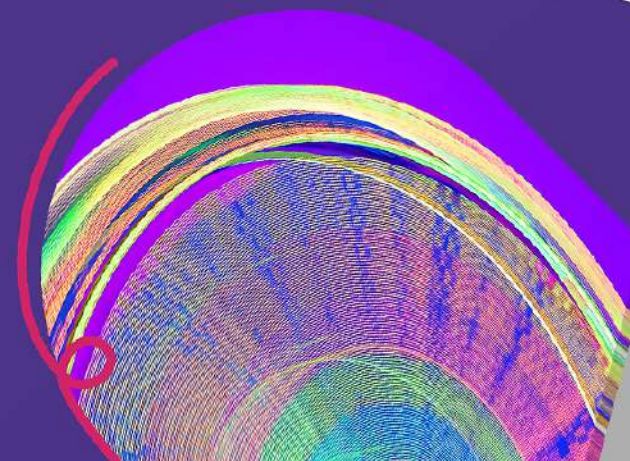
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ABOUT

**LOREM IPSUM
DOLLAR CENT**

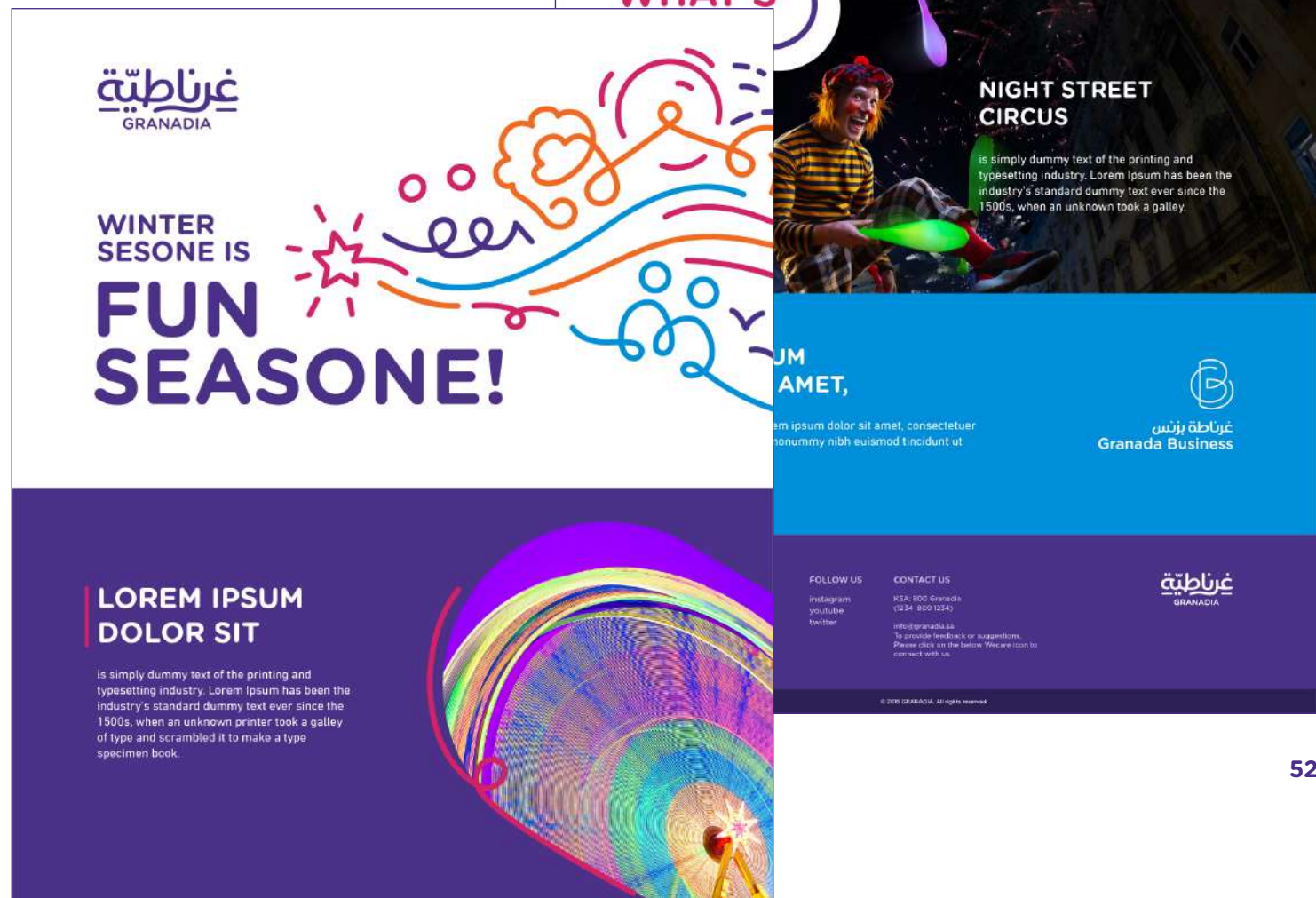
is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged, including versions of Lorem Ipsum. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words,



8.2 EMAIL NEWSLETTER

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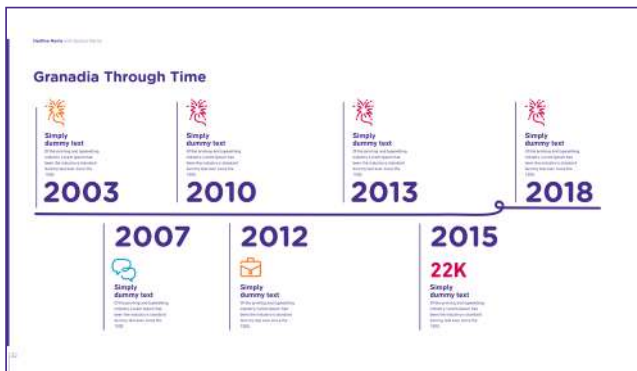
GRANADIA FINAL ARTWORK > GRANADIA EMAIL NEWSLETTER



8.3 DESTINATION BROCHURE

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FOLDER



SUBHEADING TEXT 2019

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22

containing Lorem Ipsum
desktop publishing software like Aldus PageMaker
versions of Lorem Ipsum.

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LOREM
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Lorem Ipsum

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet.

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int anything
All the Lorem Ipsum
redefined chunks as
ator on the Internet.

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FUN



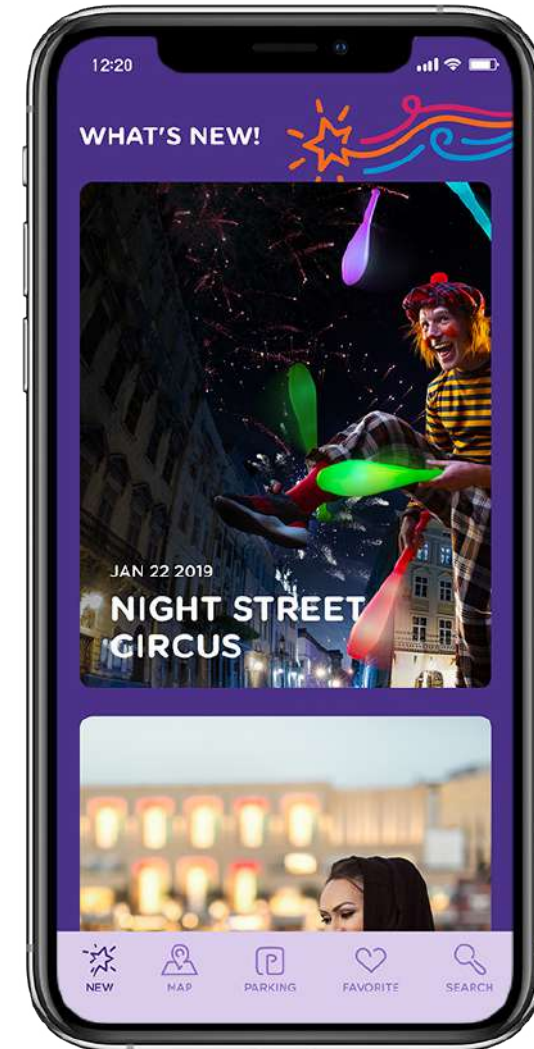
SURPRISING

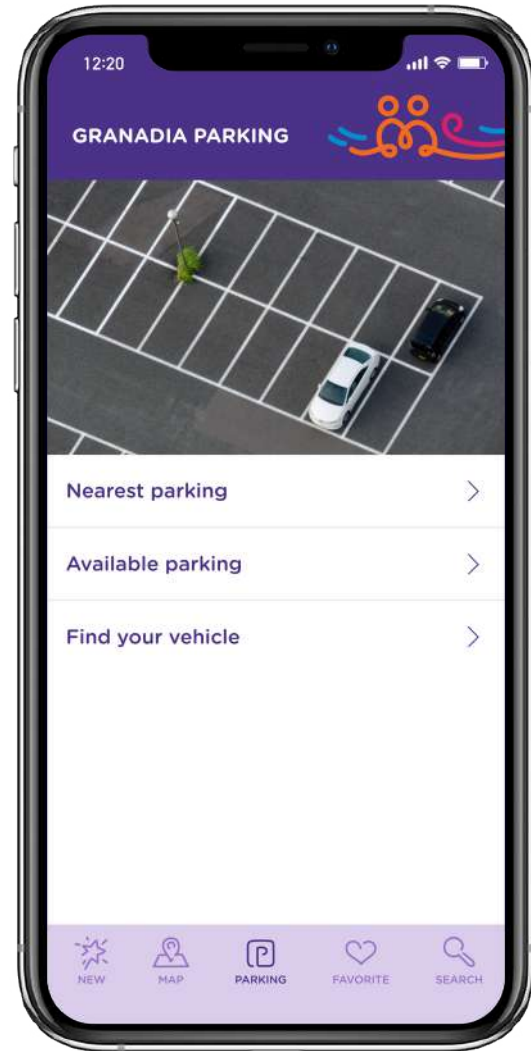
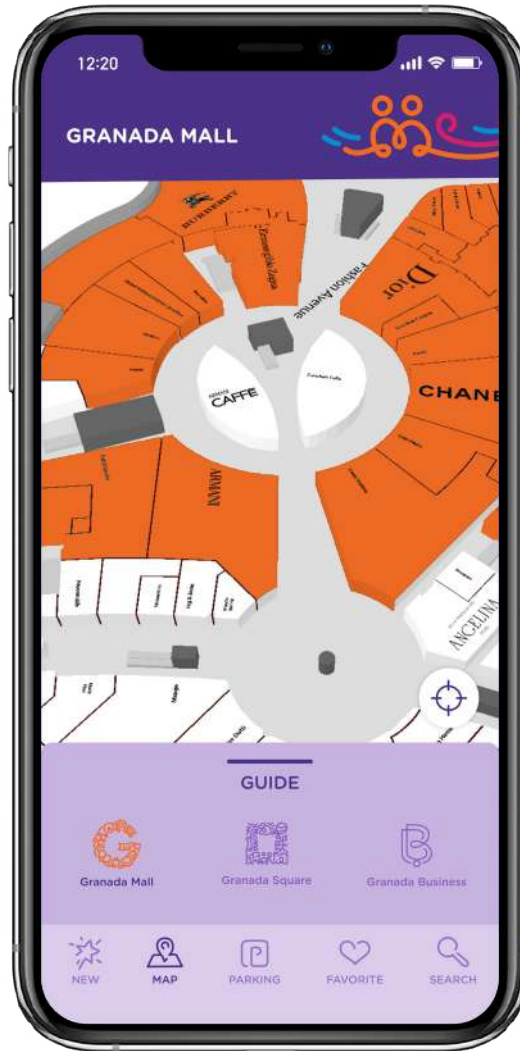


8.4 MOBILE APP

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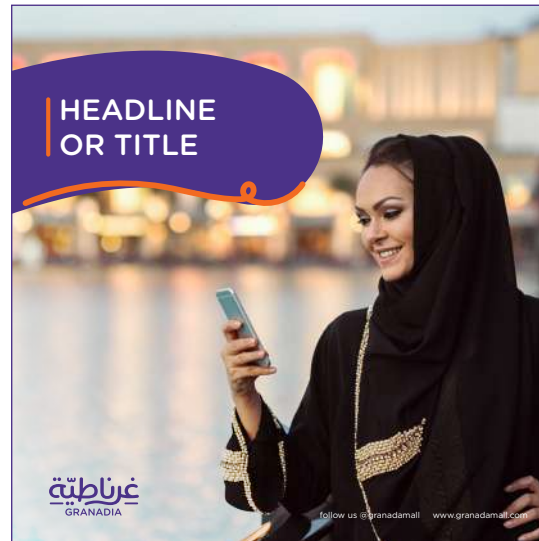


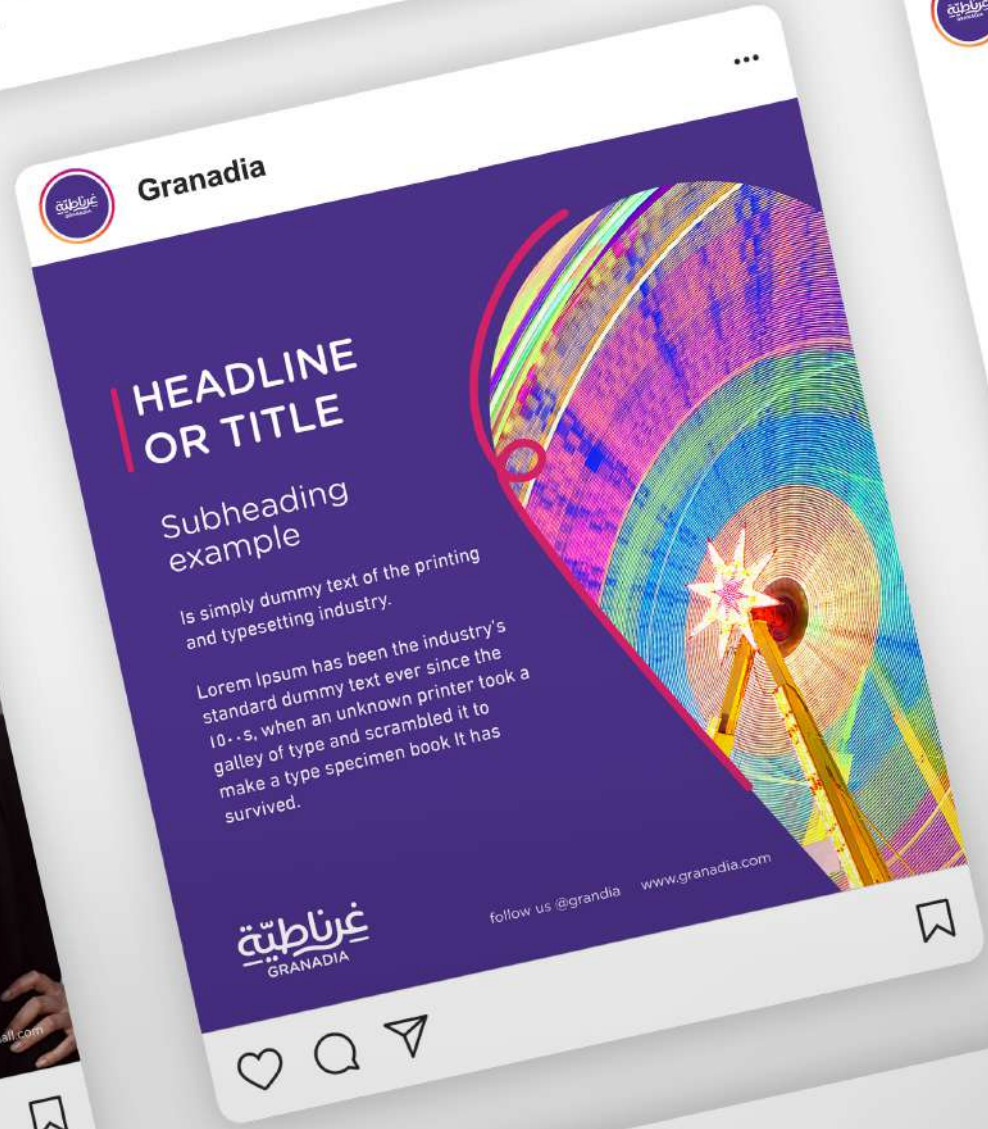


8.5 SOCIAL MEDIA POSTS

FILE DIRECTORY:

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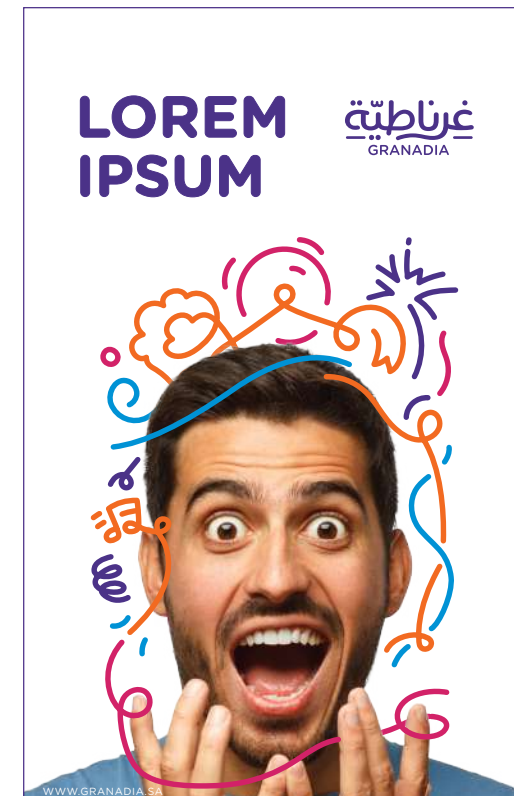
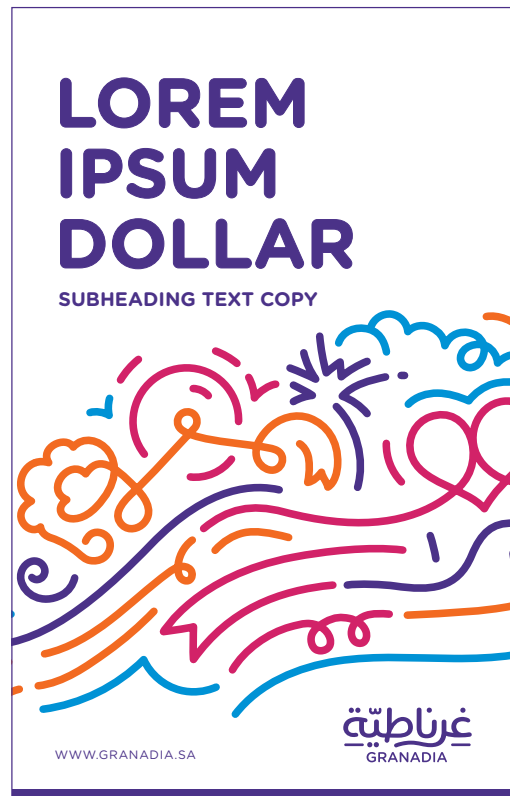




8.6 OUTDOOR MUPI

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8.7 OUTDOOR BILLBOARD

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8.8 OUTDOOR MEGACOM

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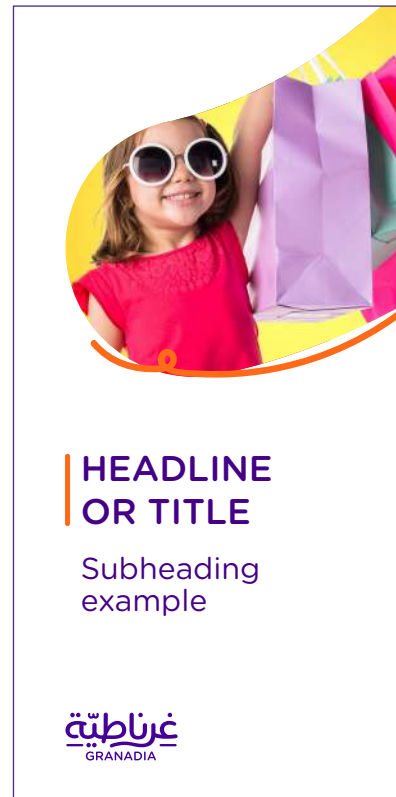
8.9 ONLINE ADS

FILE DIRECTORY:

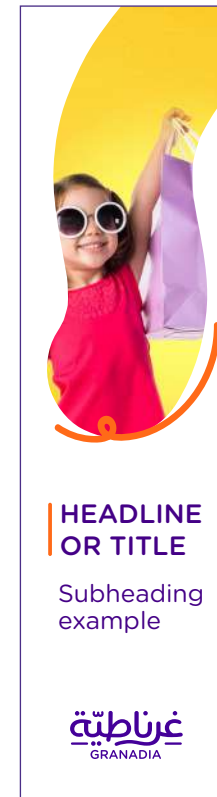
GRANADIA FINAL ARTWORK > GRANADIA WEB BANNERS



Medium Rectangle 300x250 px



Half Page Banner 300x600 px



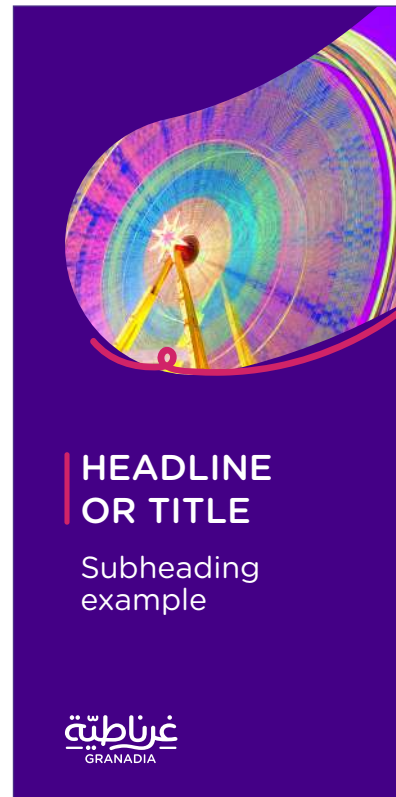
Wide Skyscraper Banner 160x600 px



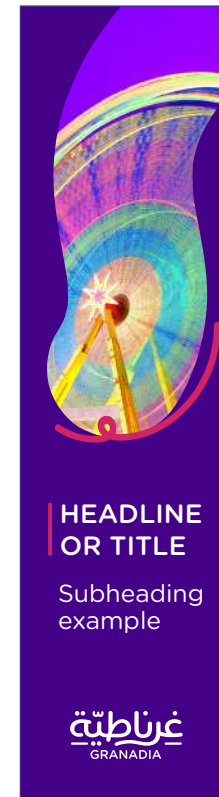
8.9 ONLINE ADS



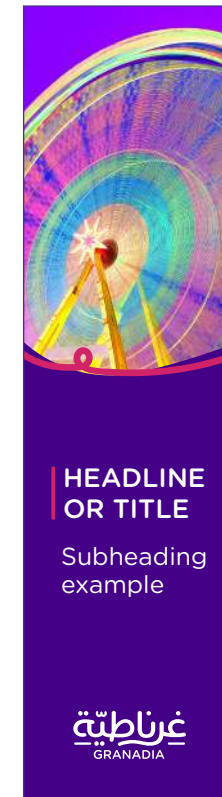
Medium Rectangle 300x250 px



Half Page Banner 300x600 px



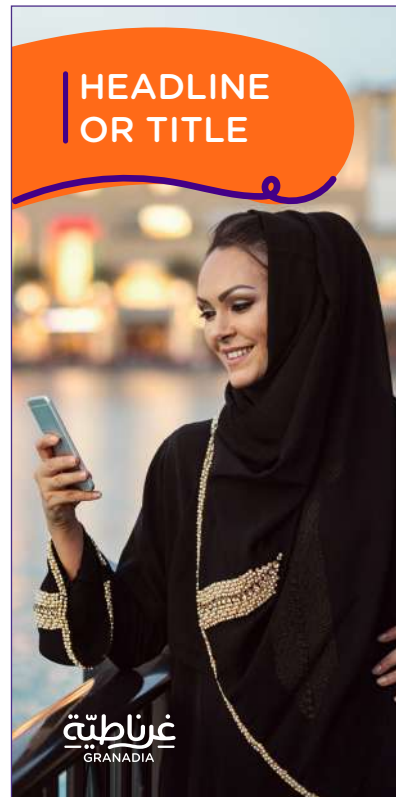
Half Page Banner 300x600 px



8.9 ONLINE ADS



Medium Rectangle 300x250 px



Half Page Banner 300x600 px



Wide Skyscraper Banner 160x600 px



8.9 ONLINE ADS



Leaderboard 728x90 px



Large Mobile Banner 320x100 px

8.10 TRANSPORTATION

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8.10 TRANSPORTATION



8.10 TRANSPORTATION



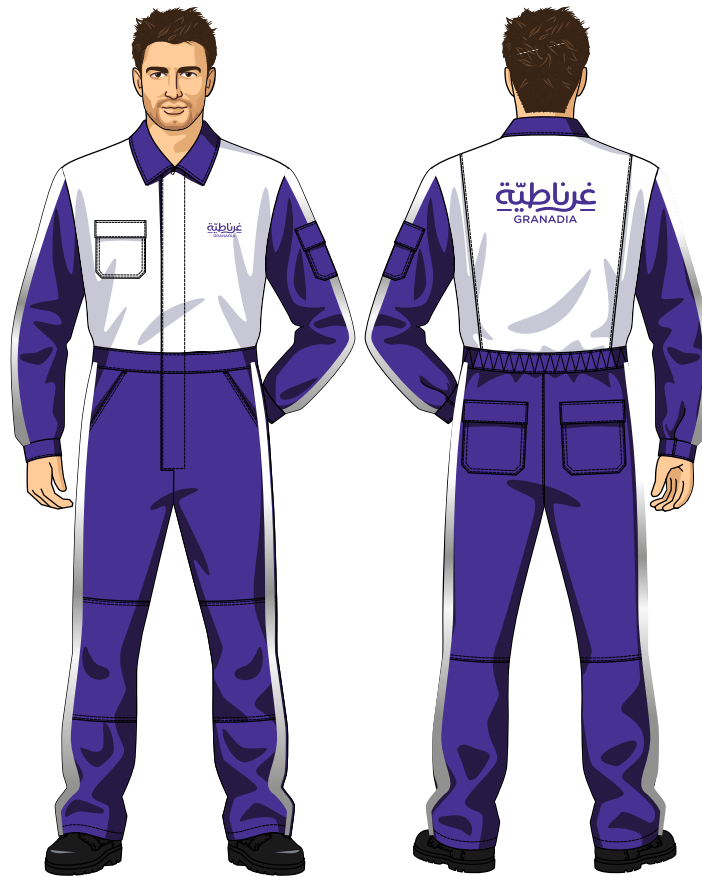
8.11 UNIFORM

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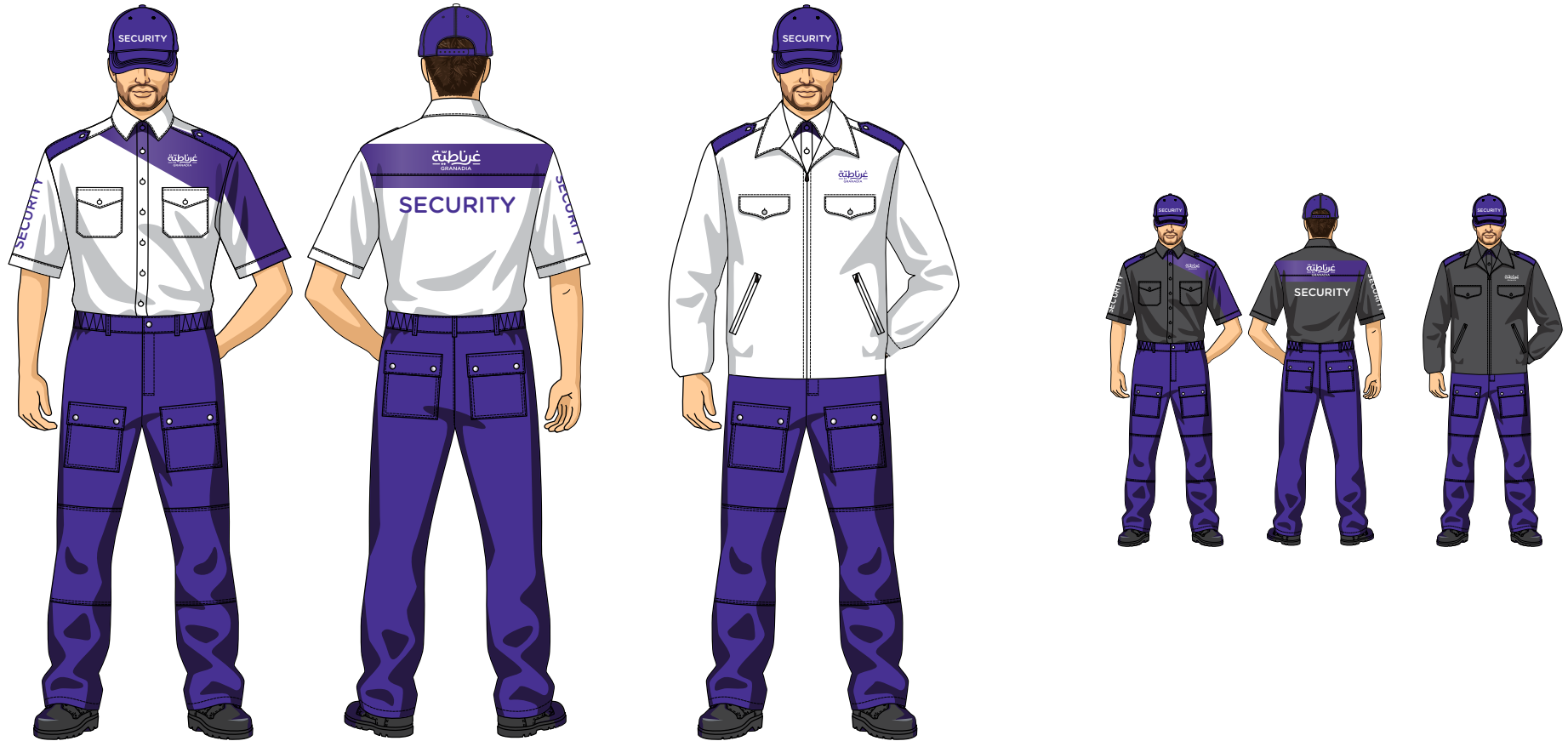
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8.11 UNIFORM



8.11 UNIFORM



8.12 SIGNAGE AND INTERIOR LOOK & FEEL

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INTERIOR_LOOK & FEEL



8.12 SIGNAGE AND INTERIOR LOOK & FEEL



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8.12 SIGNAGE AND INTERIOR LOOK & FEEL





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