

BRAND GUIDELINES

Version 1.0 - June 2022



HELLO

Welcome to our new brand guidelines. Although, in truth, while they may be called ‘**guide**’lines, they are actually a stringent set of **rules** that everyone needs to follow. “Oh, boring, I despise rules. Tell me why I have to follow them?” Well, since you asked, if we want to be a world-class and, more importantly, a world-famous brand, then, put simply, we need to be **designed like one.**

Now, you're probably not wondering how all the best brands in the world are designed. But, just in case we still have your attention...

They are clean, not **cluttered.**

They are ruthlessly

**consistent.
consistent.
consistent.
consistent.
consistent.**

They have **one** or **two** colours.



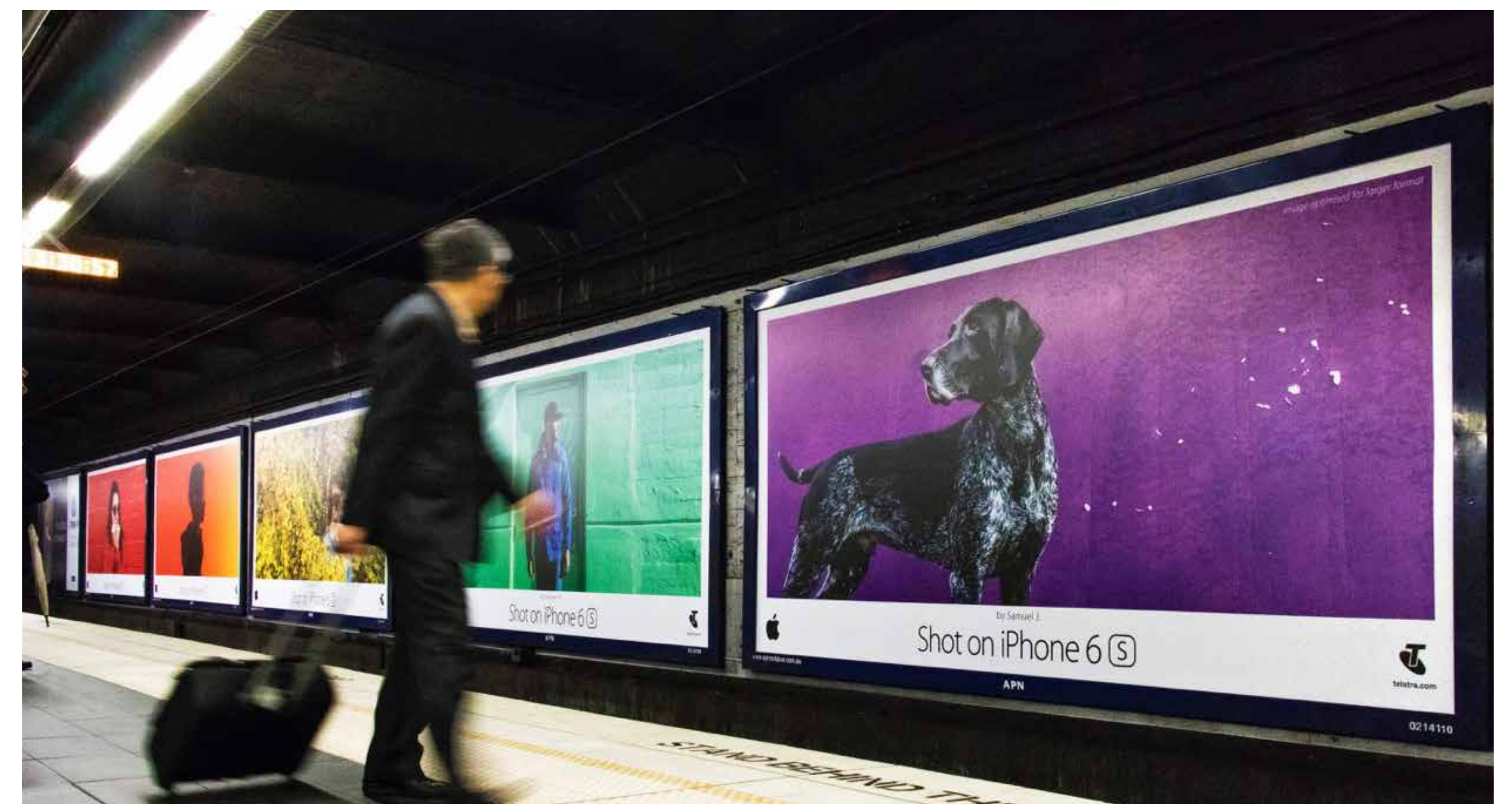
They talk like **human**
beings, not like a
product or robot.



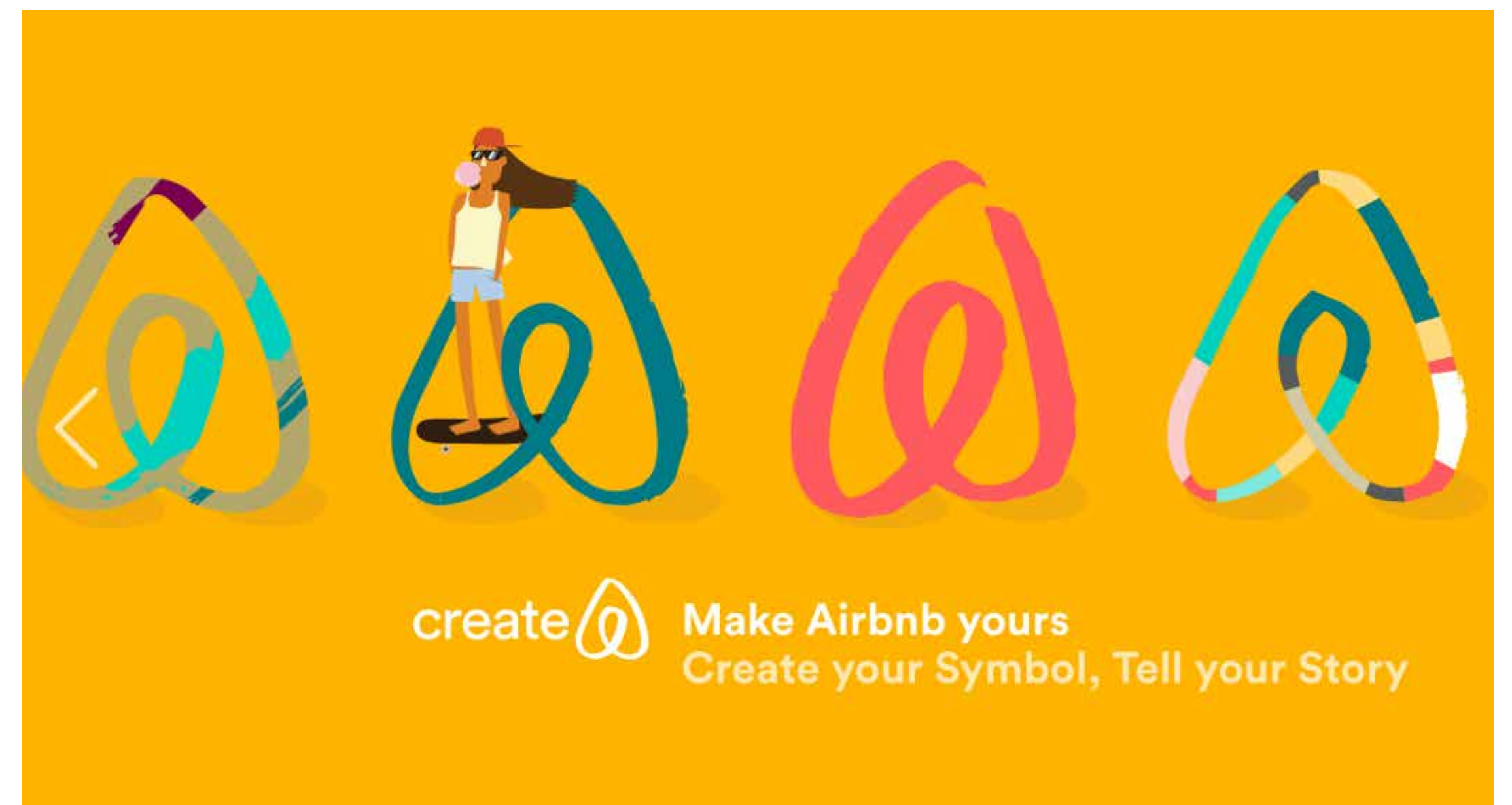
If we want people #Customers to remember and recognise us and if we want to stand out from the thousands of other brands, then it's best that we don't change our design look too often. And buy **'often'**, we're talking at least...

...the next  years.

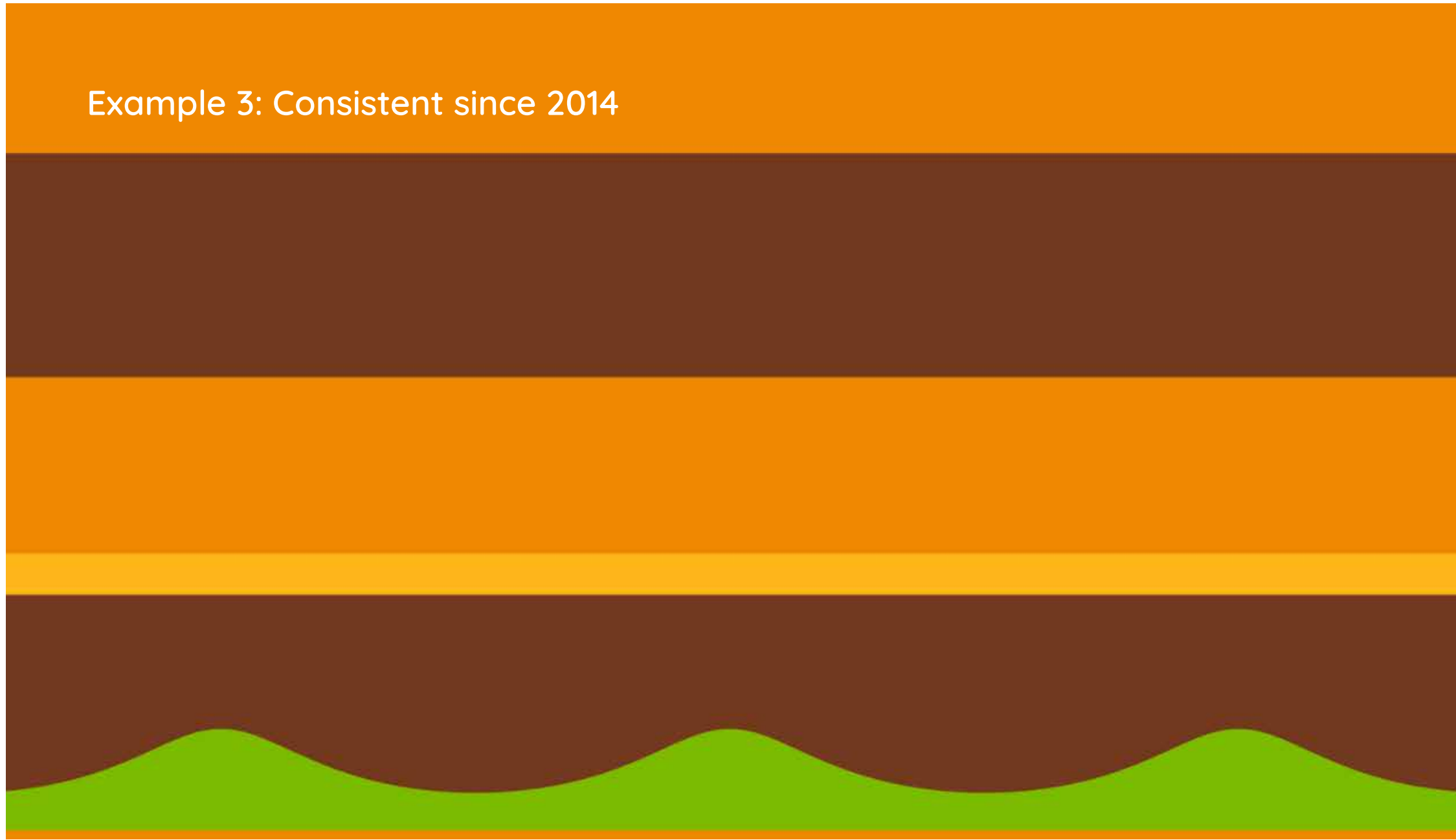
Example 1: Consistent since 1997



Example 2: Consistent since 2009



Example 3: Consistent since 2014



Today, not many brands in the region would be considered world-class from a design and branding POV.

Because most brands
are **incredibly inconsistent.**

From tomorrow, let's be the first to stand out from the poor quality design and branding work by simply being **cleaner**, more **consistent**, and, of course, more...



...GORGEOUS.

But before we get to what **gorgeous** looks like, let's look at our new brand purpose and brand line **#ImportantBit.**



Our Brand Ambition

To transform a retail resort to an urban lifestyle destination that offers 360° living

Our Brand Purpose

To make communities flourish

Our Brand Values

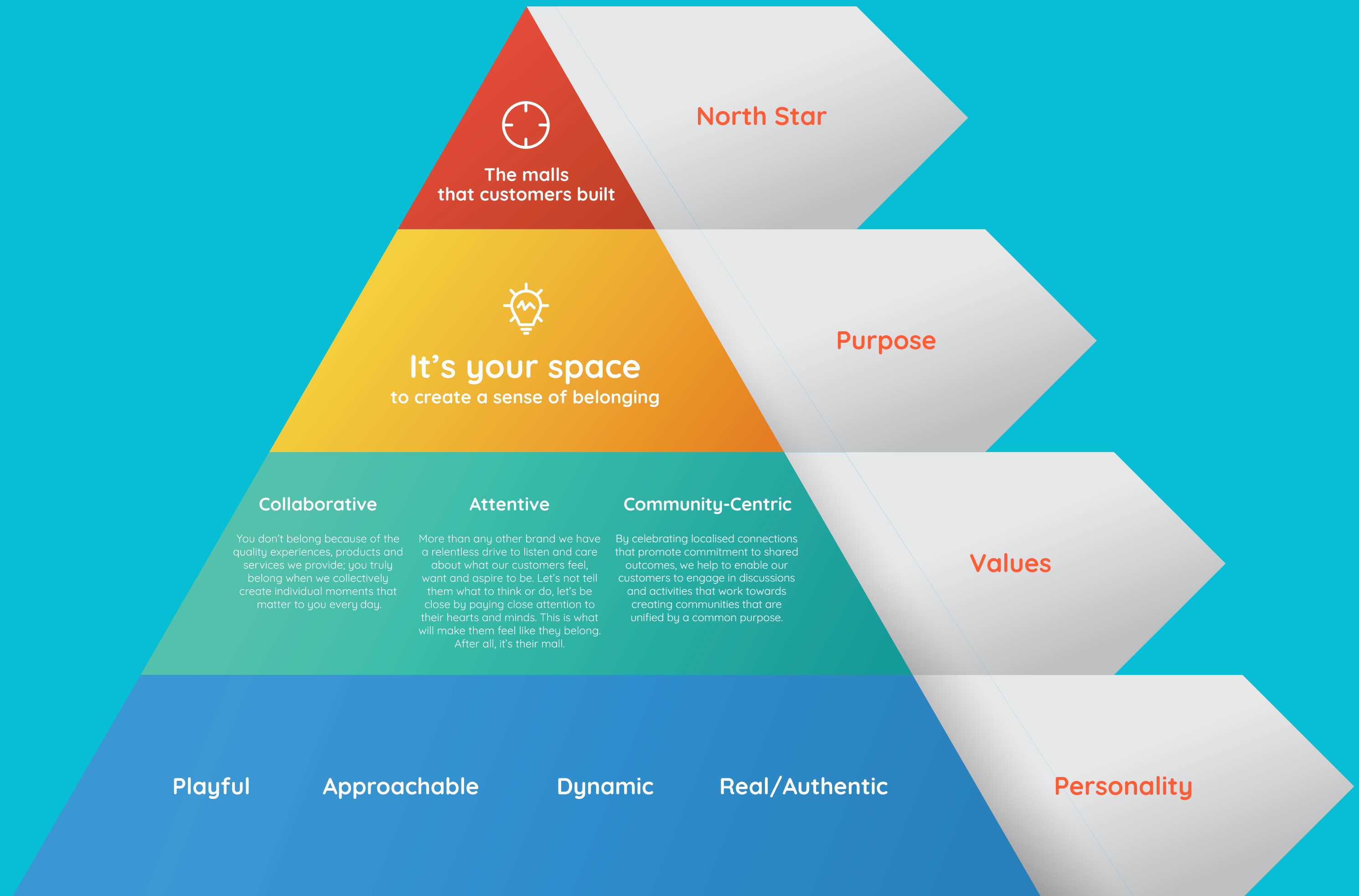
- Democratic
- Empathetic
- Imaginative
- Optimistic

Our Brand Personality

You'll know us by our C: Our brand mark is fresh, approachable, flexible and scalable. Our colours are bluebird, flame and saffron, colours that signal fun-loving, happy, inclusive, playful and optimistic. Quicksand is our go-to font because it gives us a friendly personality that lives well in the on and offline worlds.

When we talk, it's always natural, approachable, and friendly – with a dash of wit.

Our Brand Equity Pyramid



OK, let's get back
to our **gorgeous** new
brand identity.

Brand Guideline section:

Section 1. Our new logo lock-up

Section 2. Our new colours

Section 3. Our new fonts

Section 4. Our new tone of voice

Section 5. Our new photographic style

Section 6. Our new design approach

Section 7. The Big CC Vote

Section 8. Golden rules

Section 9. Contact



Section 1

Our new
logo lock-up

To create a sense of belonging

We can't tell our customers, tenants, and partners to belong, they have to feel it.

We don't set out to create brand loyalists, but rather mall loyalists. We create deeper, more personal relationships through community co-creation, creating **meaningful connections** and empowerment in everything we do.

Master CC logo



Safe space guide

The logo safe space comes from the height of the uppercase 'C' of 'City Centre'.



Legibility guide

Below are some examples of how **NOT** to use the logo. These examples apply to all formats.





CITYCENTRE

It's your space

Master CC logo



سیتی سنتر

هنا مكانك

Master CC Arabic logo



سیتی سنتر

CITYCENTRE

It's your space هنا مكانك

Master CC bilingual logo

Secondary logos



Partnership logos

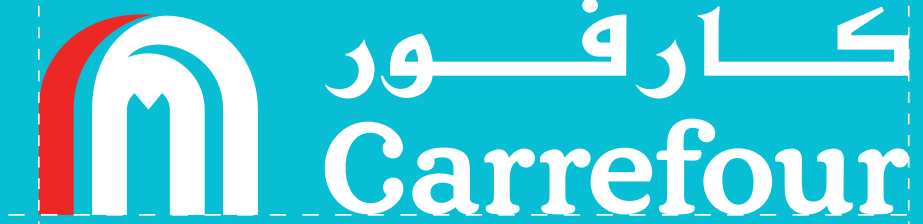


15 DEC 2021 - 30 JAN 2022



It's your space

External partnership brands



It's your space

MAF partnership brands

Section 2

Our new colours



Colours and emotions are closely linked. By adding colours into the mix, we can further establish our brand identity, eliciting the right emotions and familiarity.

Primary colour palette



**PANTONE
3115C**

Pantone 3115C can be associated with friendship, love, joy, intuition, loyalty, emotional balance, spiritual grounding, patience, wisdom, energy, creativity, wholeness, and youth.



**PANTONE
171C**

Pantone 171C A red-based orange, Pantone Flame is gregarious and fun-loving. The strong magenta value brings in empathy combined with the happiness of its yellow values.



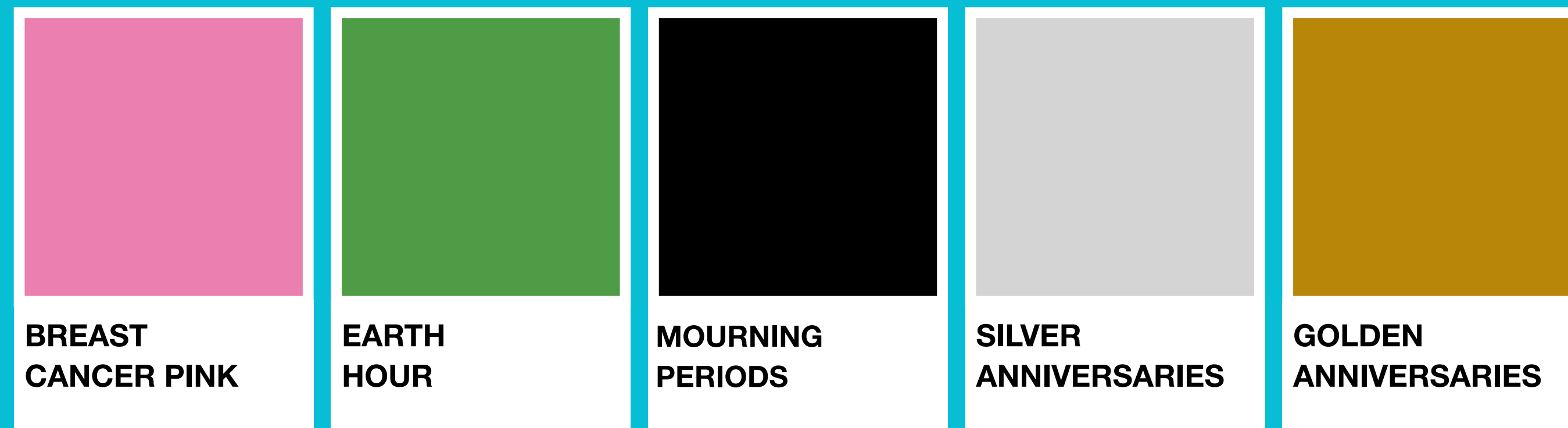
**PANTONE
136C**

Pantone 136C A colourful update that adds brilliance to the palette, this pungent shade brings out optimism, inclusivity, and playfulness.

Exceptions

The below colours could be used to support content or to highlight different occasions for functional reasons.

For example: Breast Cancer Month, Earth Hour, Mourning Periods, Silver and Golden Anniversaries, etc.



Section 3

Our new fonts



We need to refresh our fonts so that they are even more approachable and friendly.

And yes, a font can be
approachable :)

Or

ORLANDA

Or

2020

And many other things too...

In the past, we have used the font **Gotham**, which has nothing to do with Batman, or his scary adversaries.

We have selected a new, modern and approachable font called **Quicksand**. The rounded terminals of the font give it a friendly personality. Its design is great for legibility, even at tiny sizes. Plus, it's a Google font, which makes it perfect for social/digital.

Quicksand

01

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.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

Quicksand Light
Quicksand Regular
Quicksand Medium
Quicksand SemiBold
Quicksand Bold

Section 4

Our new tone
of voice



Let's talk tone of voice. In the past, we've been guilty of being overly **verbose** and somewhat **inconsistent**. This issue has arisen from having too many writers and not enough writing rules. A great brand tone of voice is like any great book – it should only have one author and maybe a good proofreader. The same is true for all brands and their communications.

A few golden writing rules:

- Cut once, twice and thrice if necessary.
- Write the way you talk. Naturally.
- There's no need to exaggerate or use exclamation marks!!
- Write in an approachable and friendly way.
- Be playful, fun and a little witty.

Our new copy rules are simple:

10 words for headlines

20 words for body copy

I'm a headline, and never more than ten words.

I'm body copy. Unfortunately, 80% of people never read me. So the shorter you keep me, the better! One more thing, never use exclamation marks.

Section 5

Our new
photographic style



Great photographers and retouchers can help to increase your brand value by adding a quality look and feel to everything. Our challenge is that we don't always have the time or the big budgets to hire world-class photographers. Instead, we tend to rely on stock libraries for our images.

So how can we ensure our communications ooze quality when we don't have the highest quality photographs or images?

By applying a few more simple rules:

- Keep the composition clean and simple.
- Use a maximum of one or two models or one or two products per ad.
- Allow plenty of breathing space around models/products.
- Find strong, bold, graphical props for models/products.
- Ensure images are retouched professionally and to a high standard.
- Ensure images are retouched to sit, reflect and blend with our brand colours.

When we apply these golden rules, we ooze quality and look more sophisticated.

Before



After



Before



After



Now let's add our **copy** and **messaging** into the mix.

Model reference



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Section 6

Our new
design approach



Let's look back before we look forward...

Here's a snapshot of the last eight or so years.

Your Whole School Year Needs at One Place

School year starts here

Learn, play, shop at one, convenient address. Start at City Centre before you start school. We have everything you need for your little one's school year. From backpacks to lunchboxes, we have it all. And more. So you can get everything you need in one place. Visit our website for more information.

CITYCENTRE
ALEXANDRIA

UNITED ARAB EMIRATES | DUBAI | JEDDAH | LONDON | SOHO

MONDAY

Ladies, Monday is your day

Enjoy offers you'll be talking about every Monday

Treat yourself to exclusive discounts and fabulous gifts, every Monday throughout the day. Head over to the month's Customer Service Desk and grab your special voucher booklet. Invite your friends and indulge in a day full of fun, food and shopping.

Date: 00-00

CITYCENTRE
SOHO
OUR WORLD IS YOU

UNITED ARAB EMIRATES | DUBAI | JEDDAH | LONDON | SOHO

A world of more

Uncover new gifts every day with 'City Rewards' booklet

Make the most of your visits to our dining, entertainment, fashion and beauty destinations with 'City Rewards' booklet. Visit Customer Service Desk and purchase a \$CASH Mall GiftCard to receive your exclusive copy while stocks last.

June 1 - September 30

CITYCENTRE

When you choose to play, Be on the winning side

Looking to play and win instant prizes? Head to the East Court, Level 2 to open the lucky door and get Mall GiftCards and instant prizes.*

January 14 - 27
10am until midnight

*Terms and conditions apply.

Enjoyed shopping? Now, win your spend back

July 31

Your Whole School Year Needs at One Place

Sub-headline goes here

CITYCENTRE

You'll Lose Yourself

Sub-headline goes here

CITYCENTRE

There's always something to do

Sub-headline goes here

CITYCENTRE

Take your kids on a new journey

Visit our new cosmic playground

PLANET
COSMIC PLAYGROUND

Spin to win instantly this Eid Al Fitr

Until June 8

Today, 3D renders are a little old-fashioned from a design point of view.

You might say it's a design trend, much like a fashion trend, that's had its day. One day, like many fashion trends, it may come back into style. But for now, it's a bit like polka dot dresses and stonewashed jeans.

So it's time to move to something **simpler, cleaner** and **more stylish** that's more fitting for today and for an aspiring world-class brand.

Important bit:

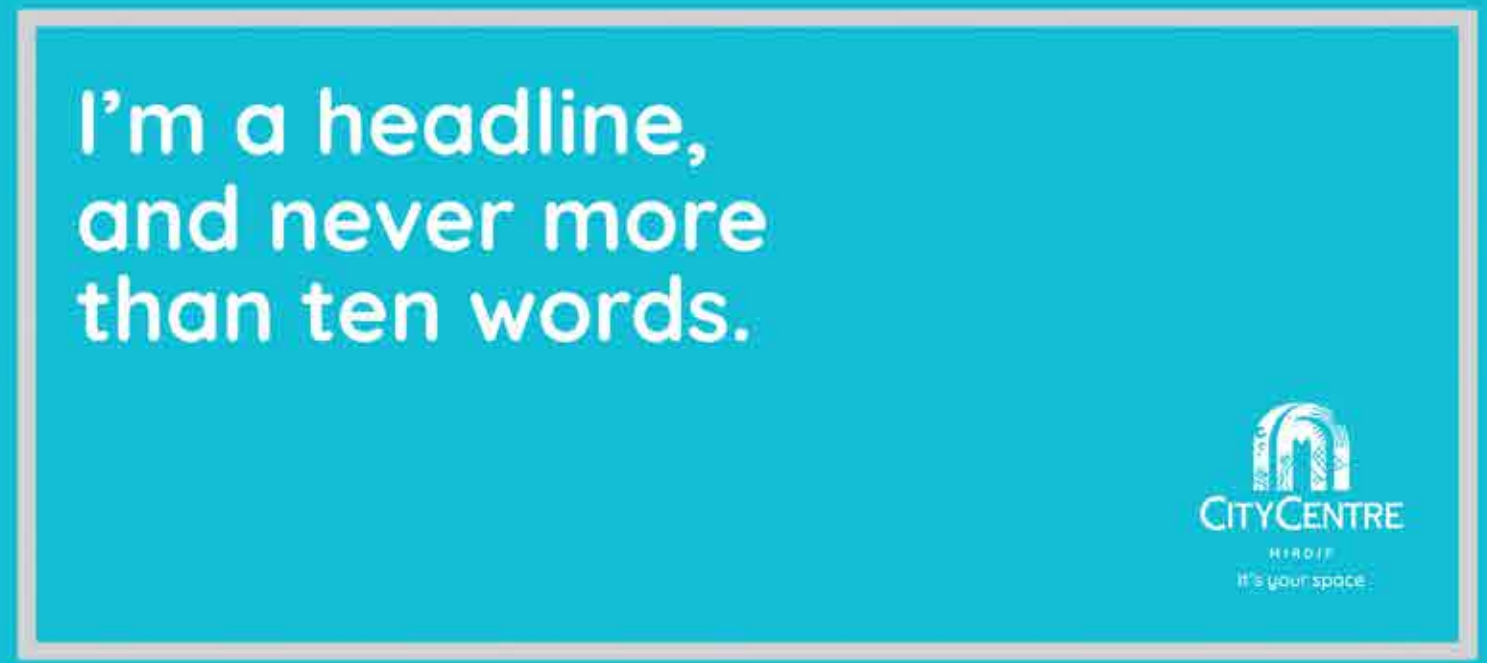
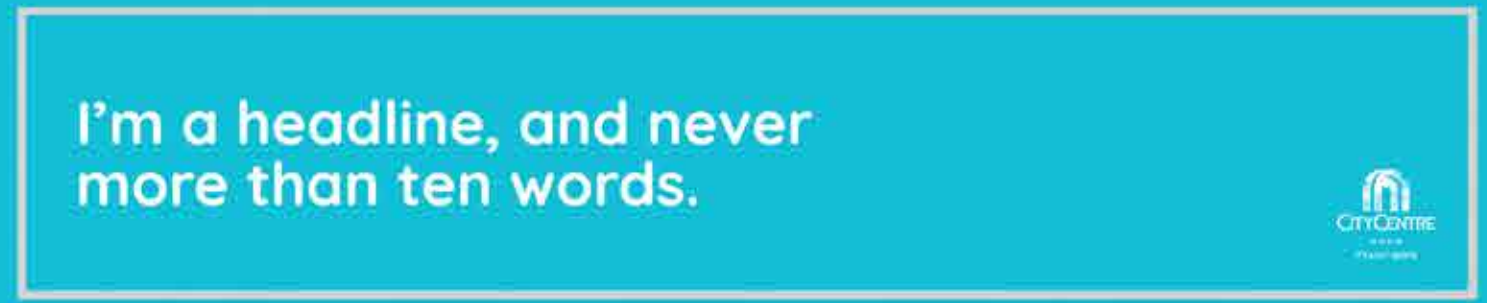
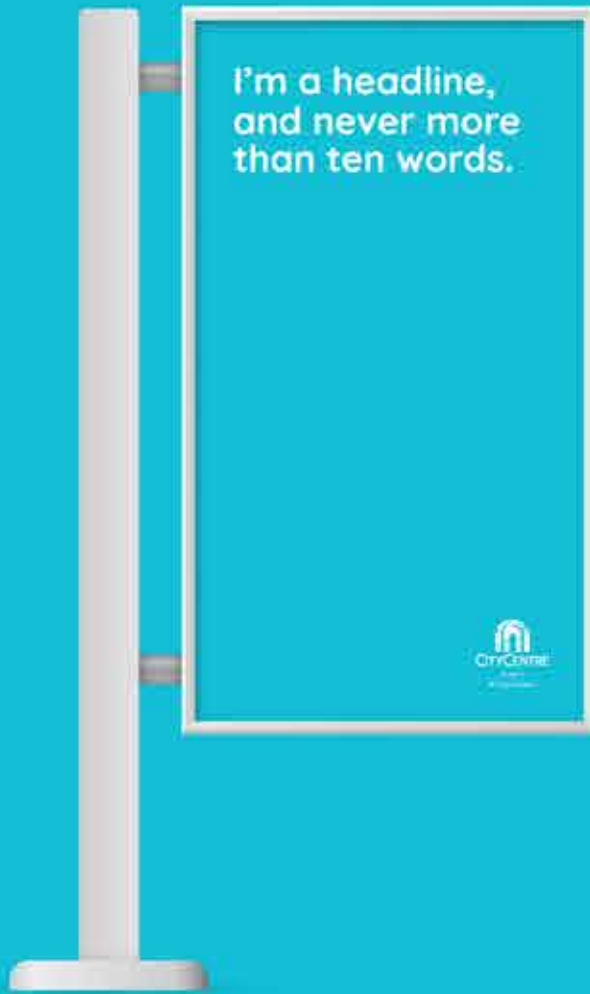
Our new 'C' shouldn't ever need to shout. Shouting is rude, whether you are a person or a brand. Instead, let's make our C the foundation and building block for all our communications, an omnipresent brand mark that is endlessly flexible, fresh and fun. Its job is to support our advertising messages, deals and offers without overpowering them or, worse still, constraining our creativity. Our new C is a super stylish background element that complements our foreground campaign assets and ideas, whether they be fashion items, models, products or SHARE offers/deals.

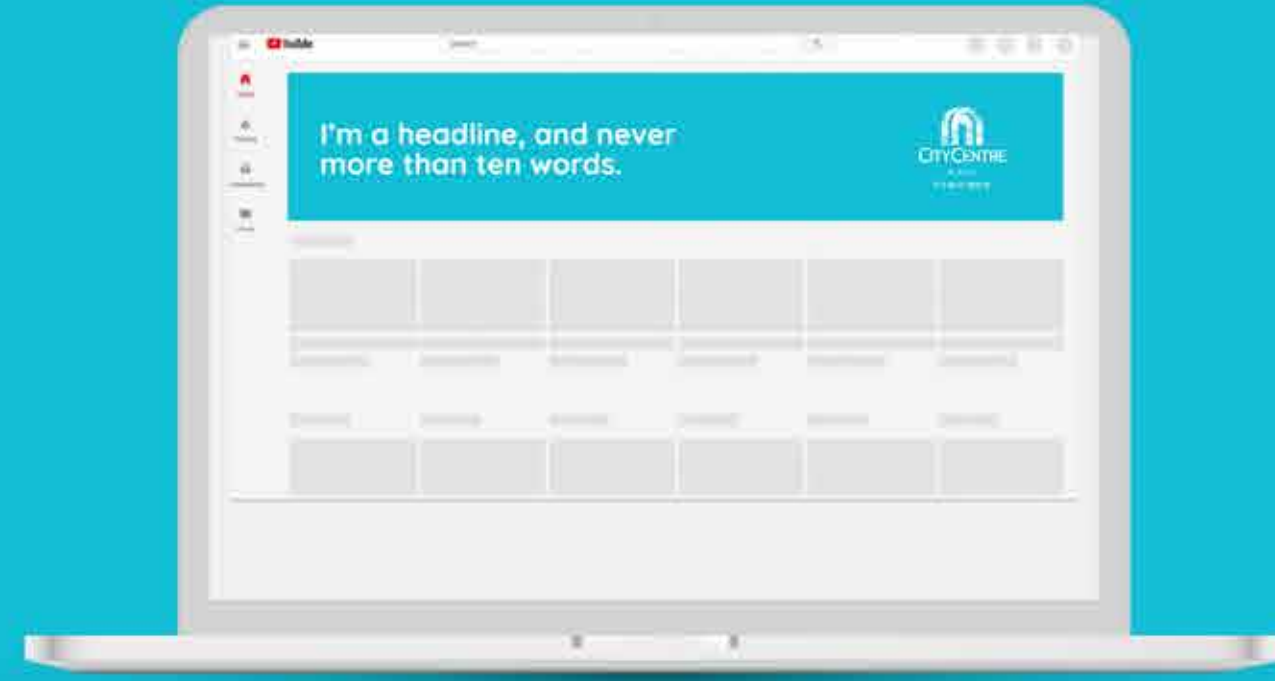
Ok, let's bring **everything that we've seen to life...**

Rule 01

Our background is always our new primary blue.

PANTONE
3115C





Rule 02

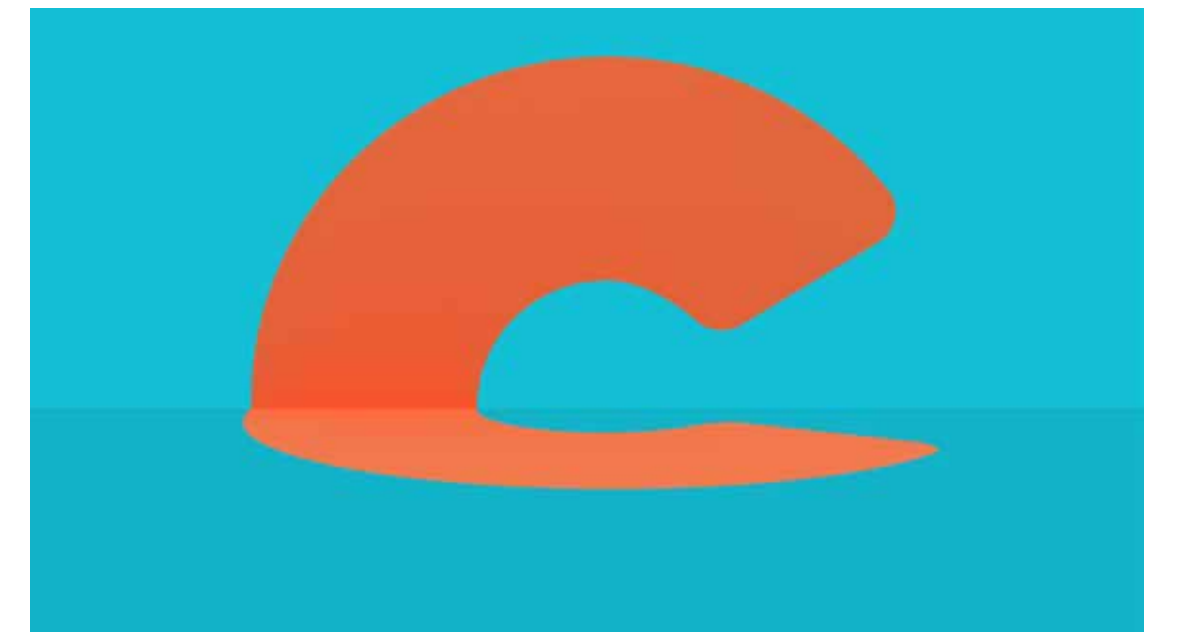
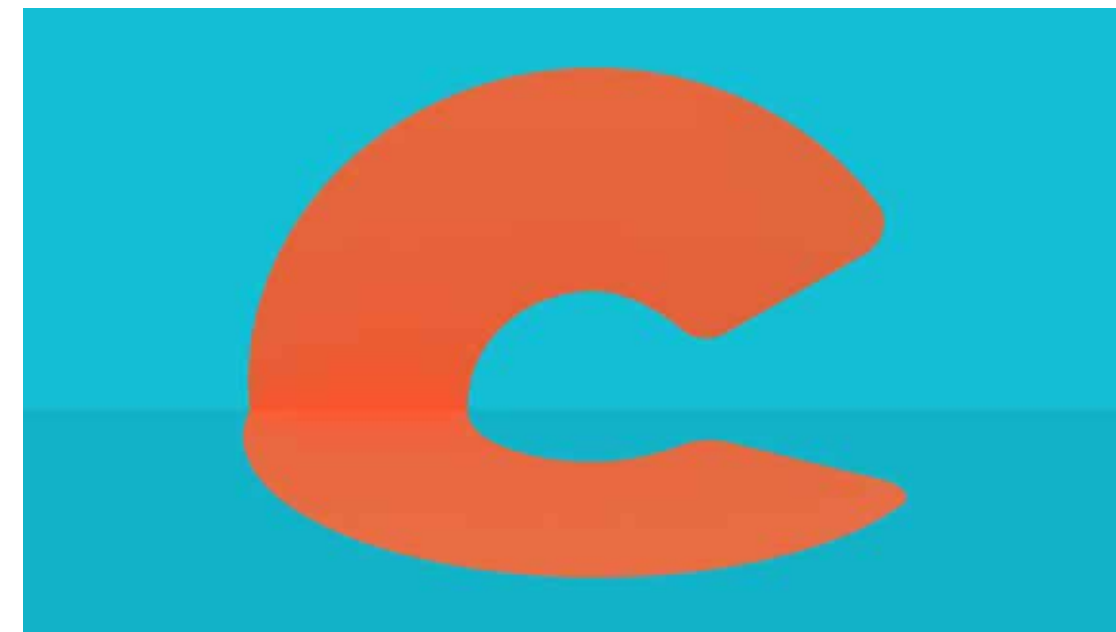
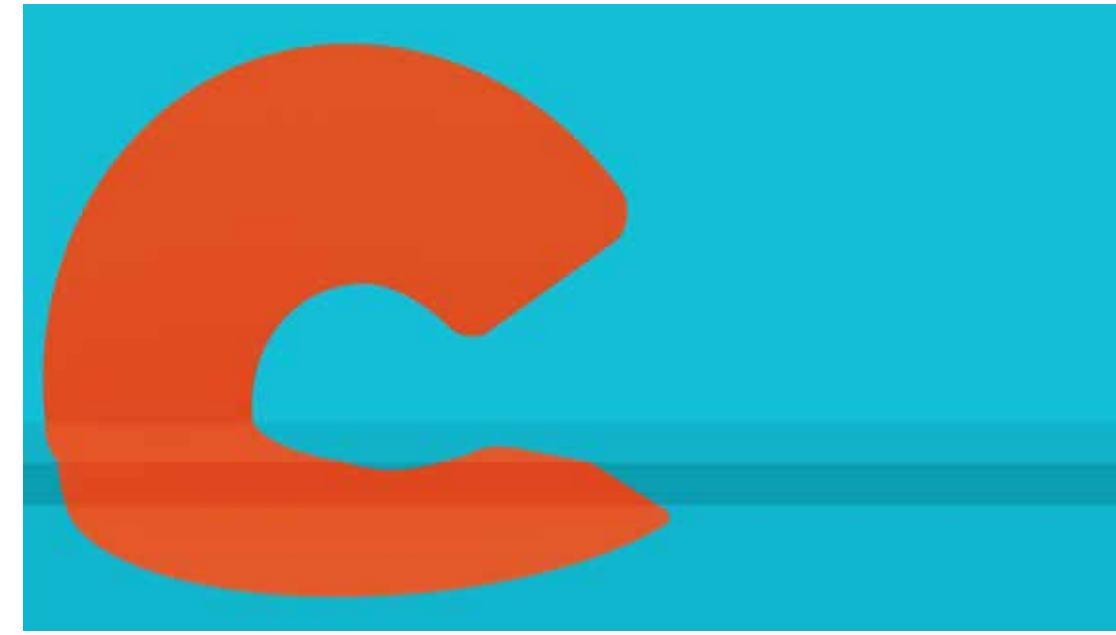
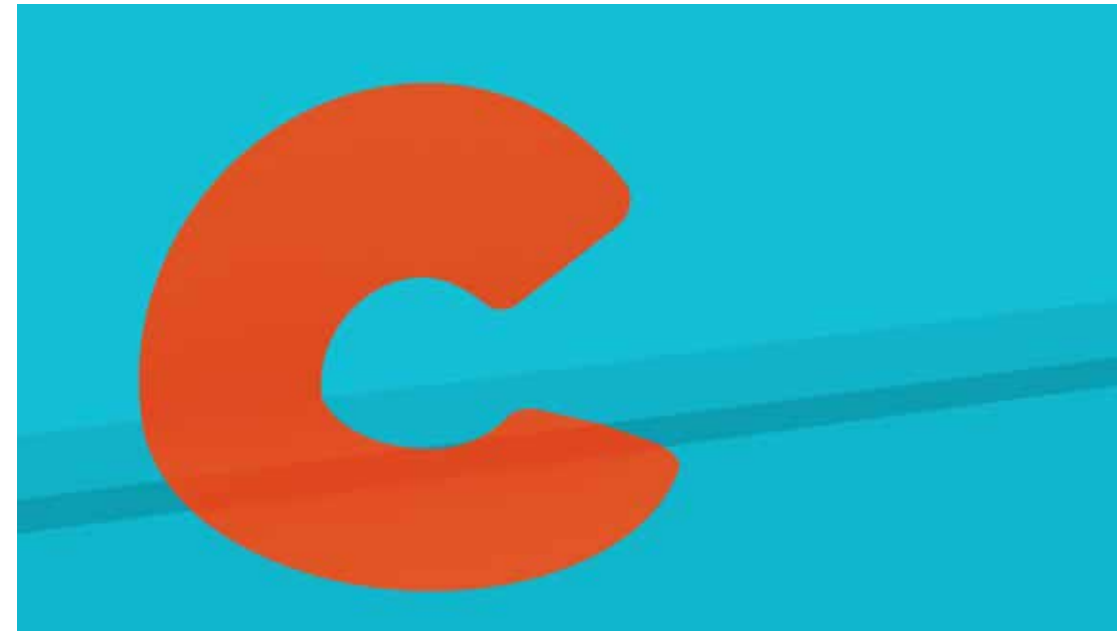
Our C is always our new primary orange.





But, our C is **endlessly flexible**.

So we can **crop it, bend it, and flip it** to turn one simple C into a hundred different yet instantly recognisable templates.



It can be obviously, visibly, clearly a C.

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and never more
than ten words.**

I'm body copy. Unfortunately, 80% of people
never read me. So the shorter you keep me, the better!
One more thing, never use exclamation marks.

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Or more subtle and just a shape, template or background.

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CITYCENTRE
MIRQIF
It's your space

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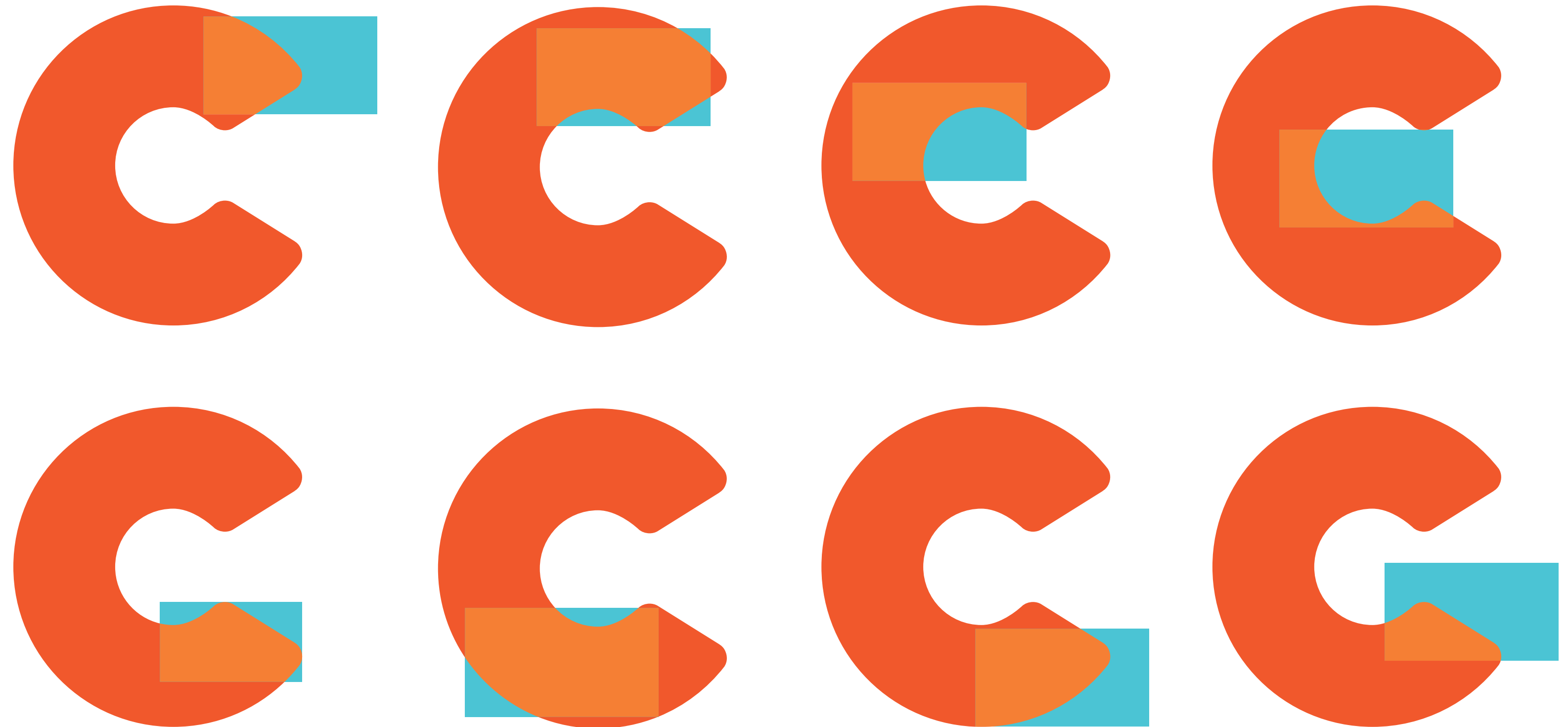
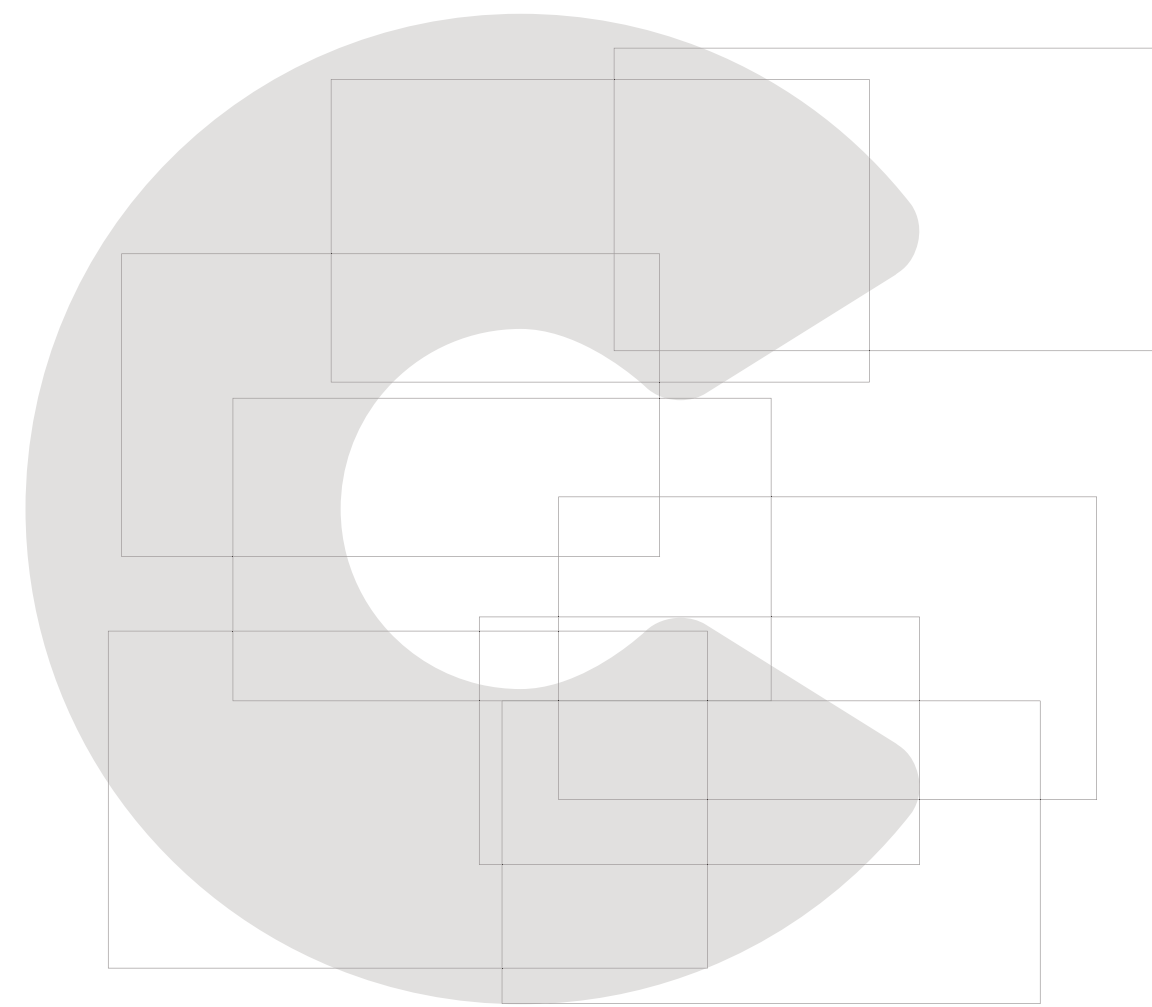
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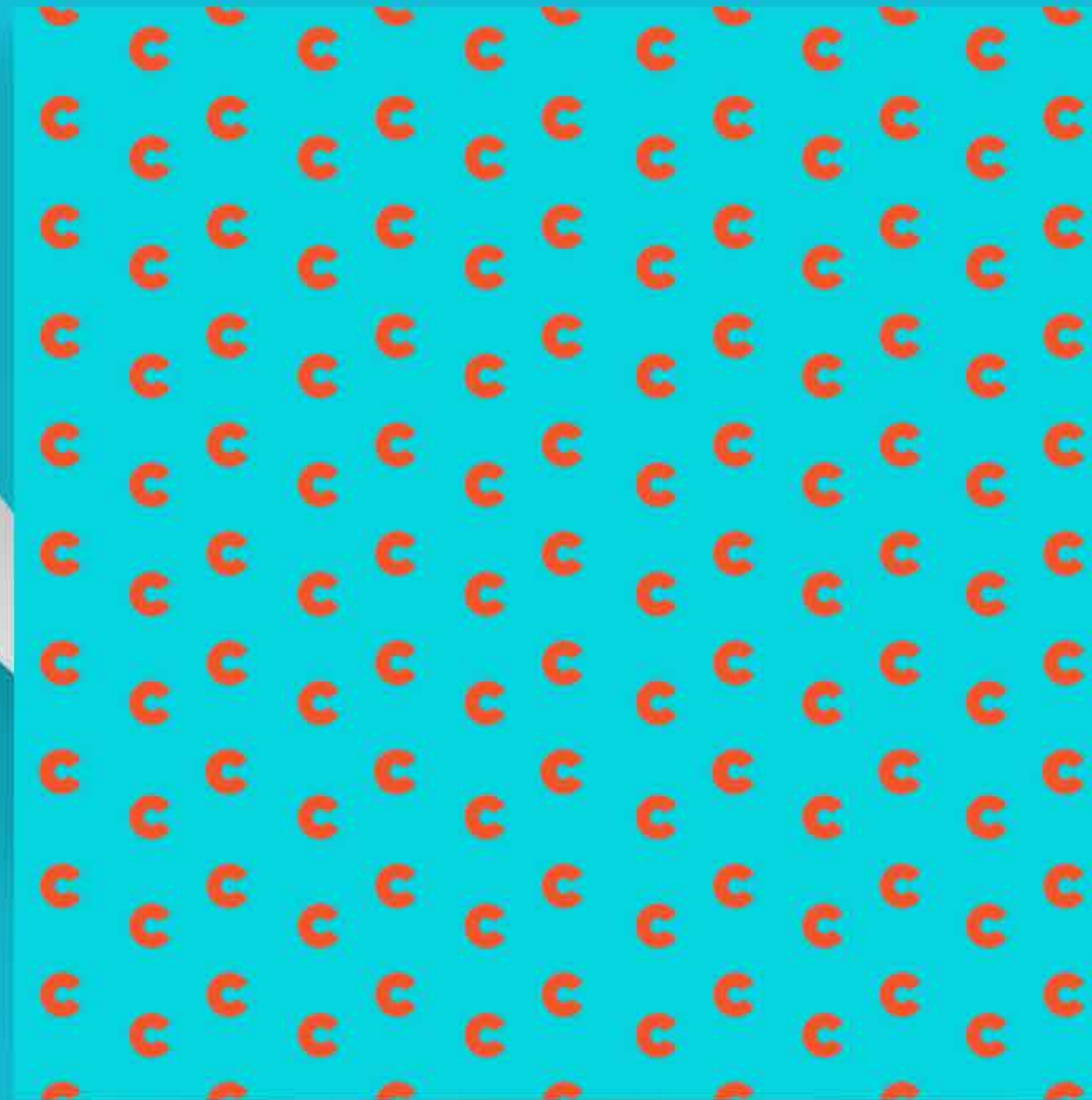
Sample guide to play around with the different parts of the C



It can also be a pattern for fashionable bags that our customers will love to keep...



...or stylish wrapping paper for that perfect gift.



Or even a 3D rendered catwalk for models to strut on.



And it can be a brand mascot at events for kids.



And a digital character for a thousand different messages that are super socially friendly and just perfect for in-mall digital screens.

Here's a few examples, but feel free to ask us to make more!







Rule 03

Our foreground images... our photographic elements should always be cutouts.

Remember:

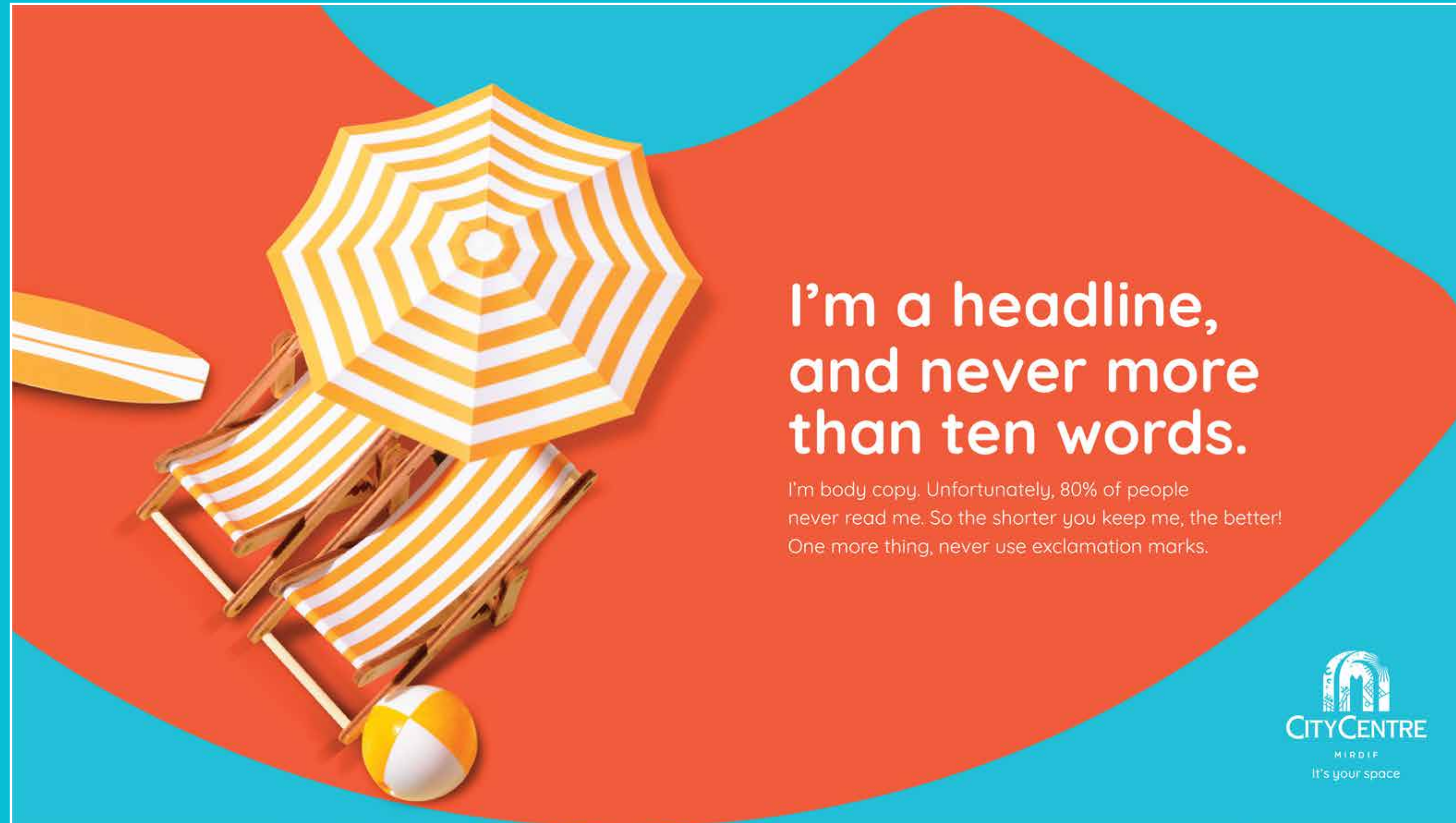
Our C's job is to support our advertising messages, deals and offers without overpowering them or, worse still, constraining our creativity. Our new C is a super stylish background element that complements our foreground campaign assets and ideas, whether they be fashion items, models, products, or SHARE offers/deals.

But our cutouts, whether they be for fashions, food, products, or SHARE offers/deals, need to look amazing. So wherever possible, they should always be just one carefully selected complementary colour as

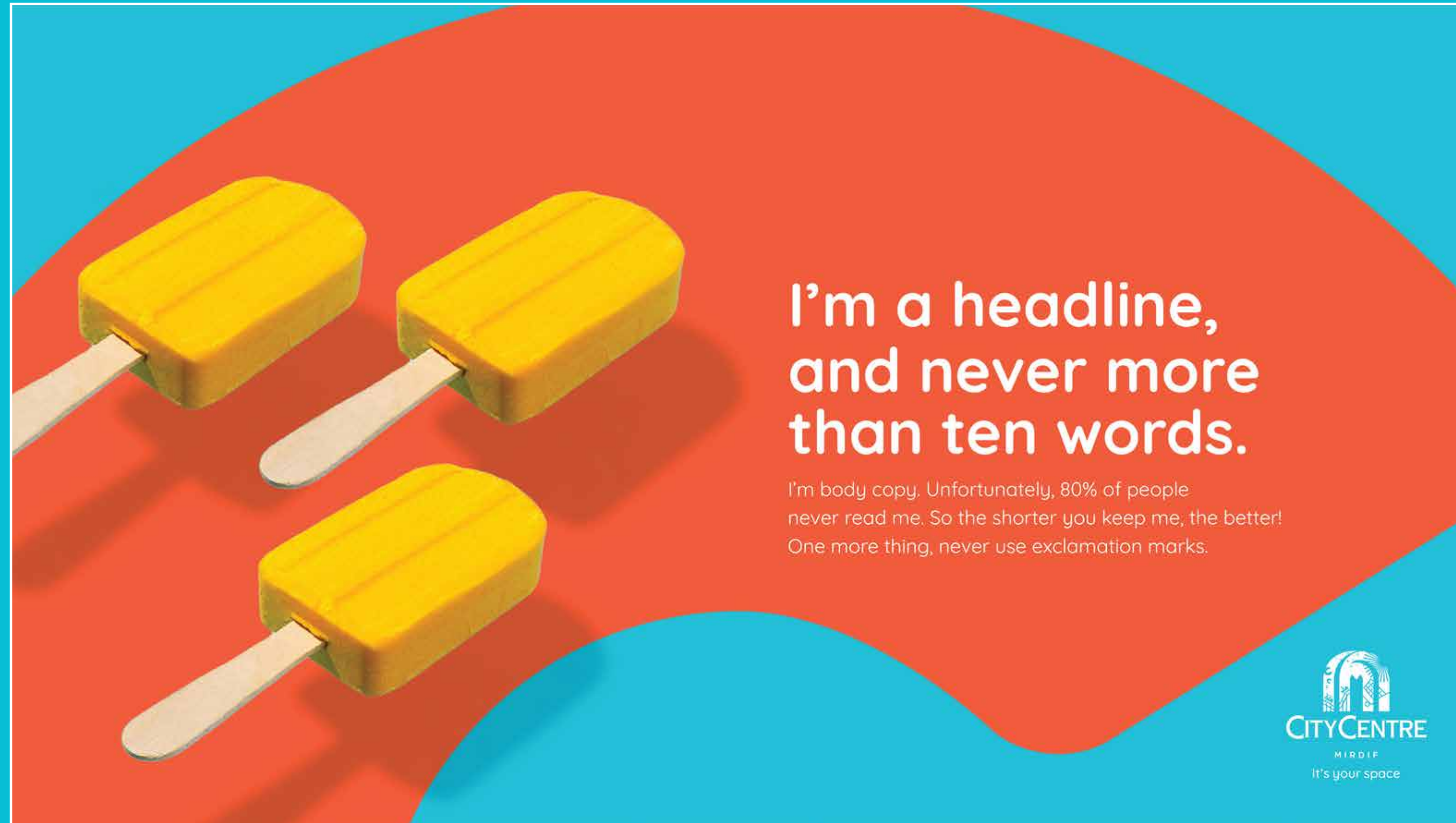
1. They look a lot more stylish that way, and
2. It gives us a 'look' and it gives our ads consistency.

So, for example:

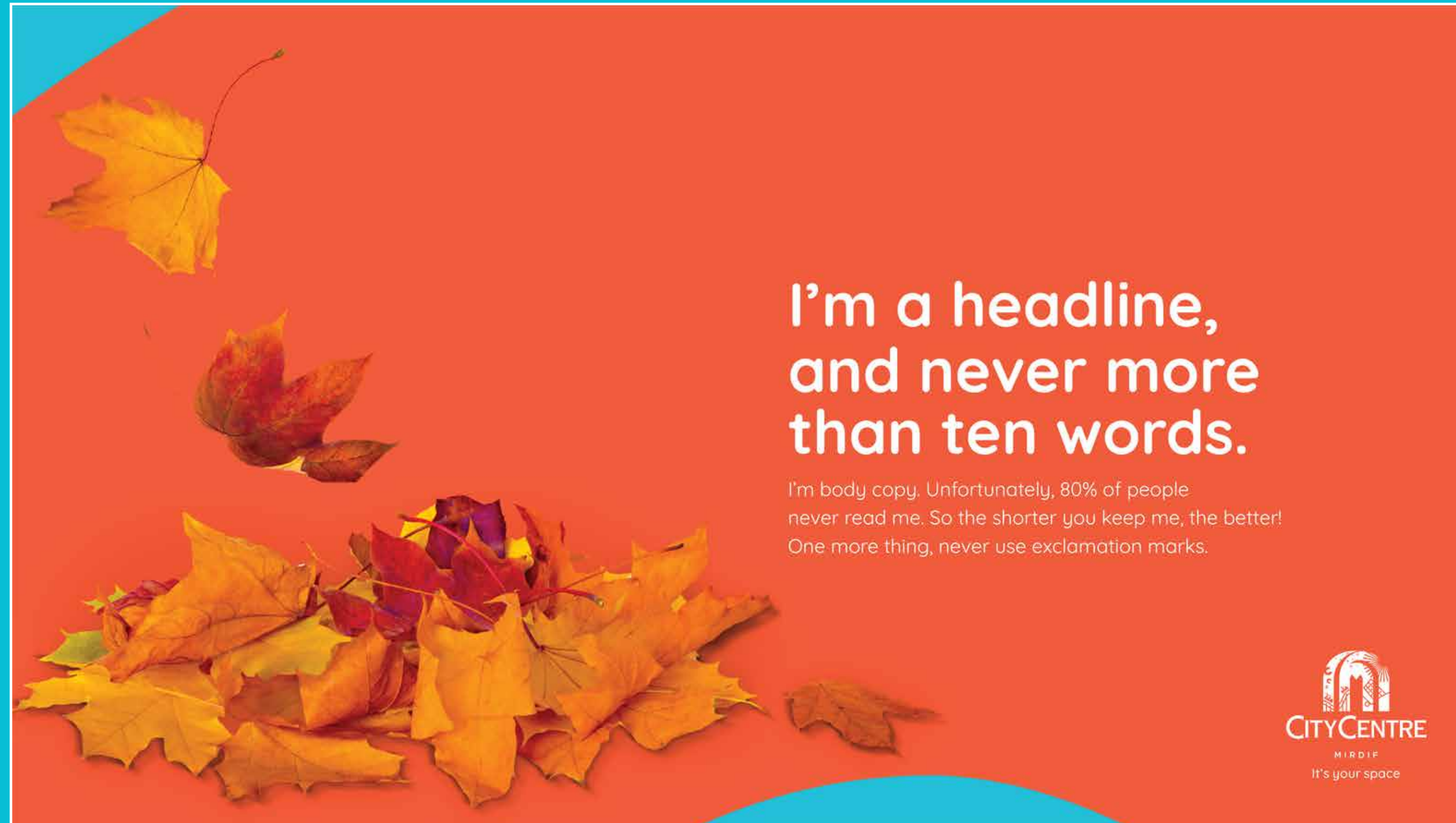
Our spring-summer tactical campaign messages, deals and offers could have a vibrant, complementary sunny yellow with eye-catching beach cutouts.




Or equally, summer messaging could be as simple as an eye-catching and mouth-watering vibrant yellow set of popsicle cutouts.



Autumn-winter messaging could be a simple, autumnal leaf.




Pre-travel season shopping deals and offers could look as simple and stylish as this.




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CITYCENTRE
MIRAFLORES
It's your space

And cosmetics messaging could look as luscious, red and sexy as this.

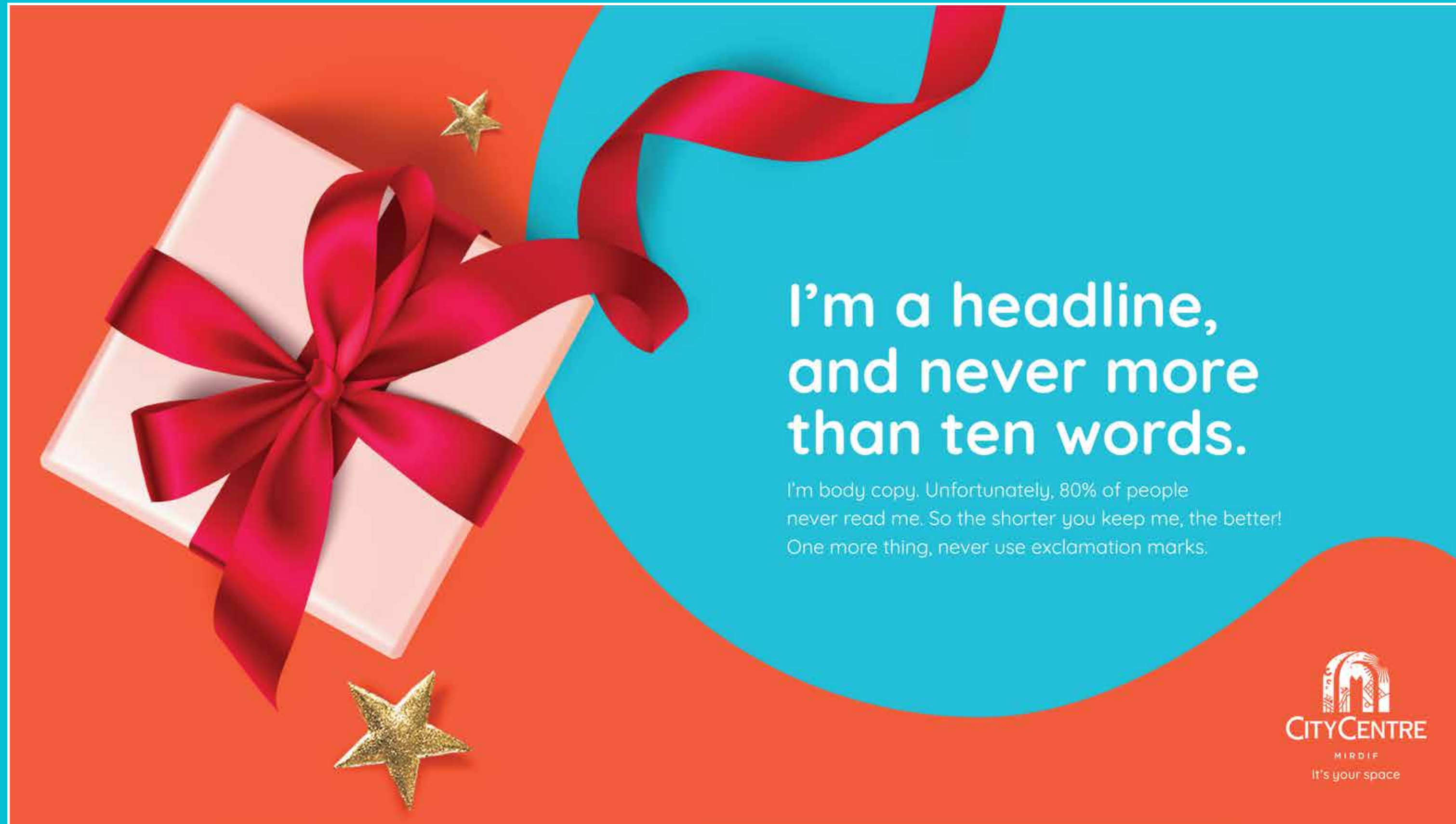


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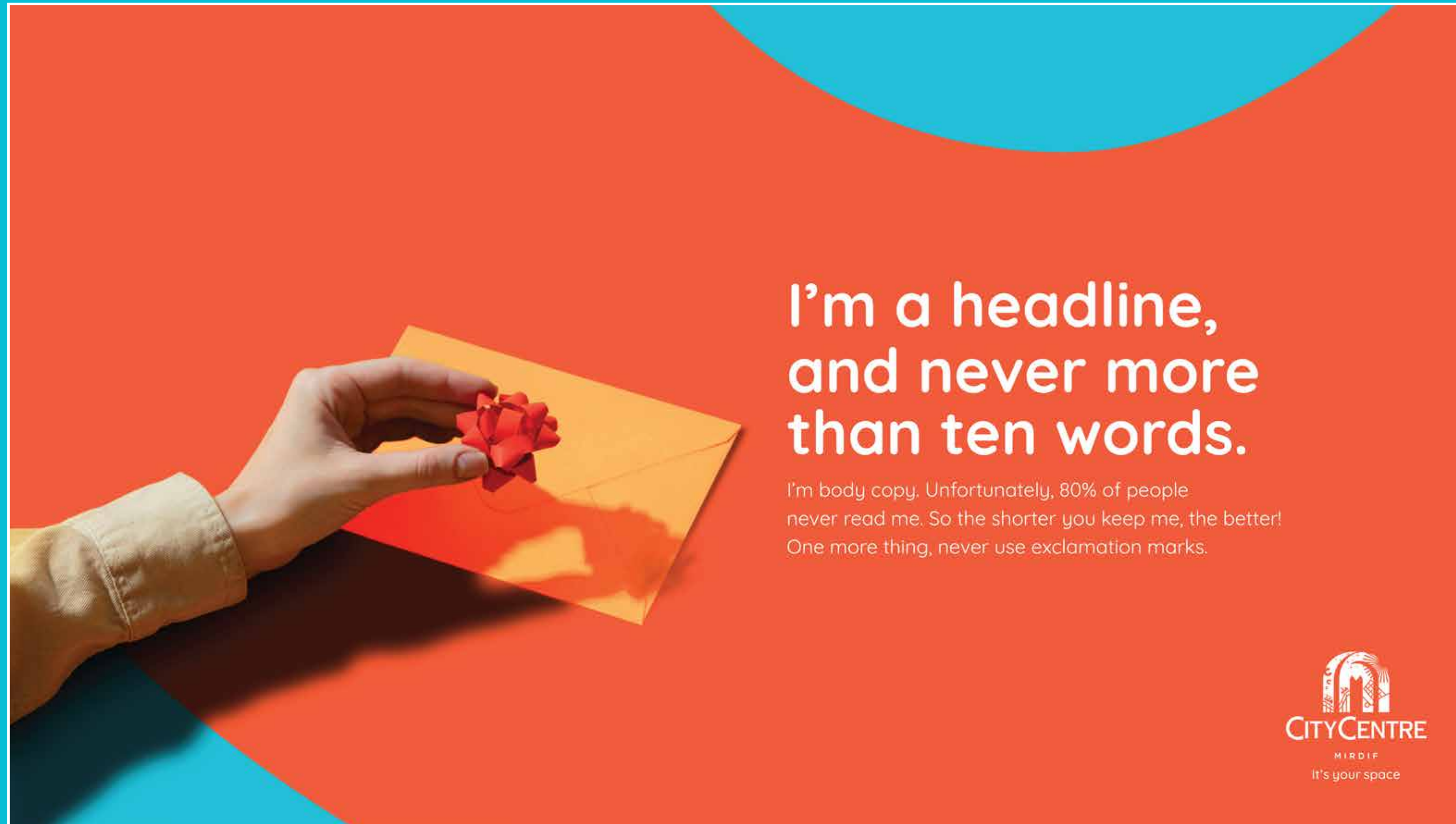
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CITYCENTRE
MIRAFLORES
It's your space

Gift-related messaging could be like this...



...or, equally, like this.



Shopping deals and rewards should be as simple and as easy to understand at a glance as this.




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CITYCENTRE
MIRAFLORES
It's your space

F&B cutouts can make burgers or any other food look way more delicious.



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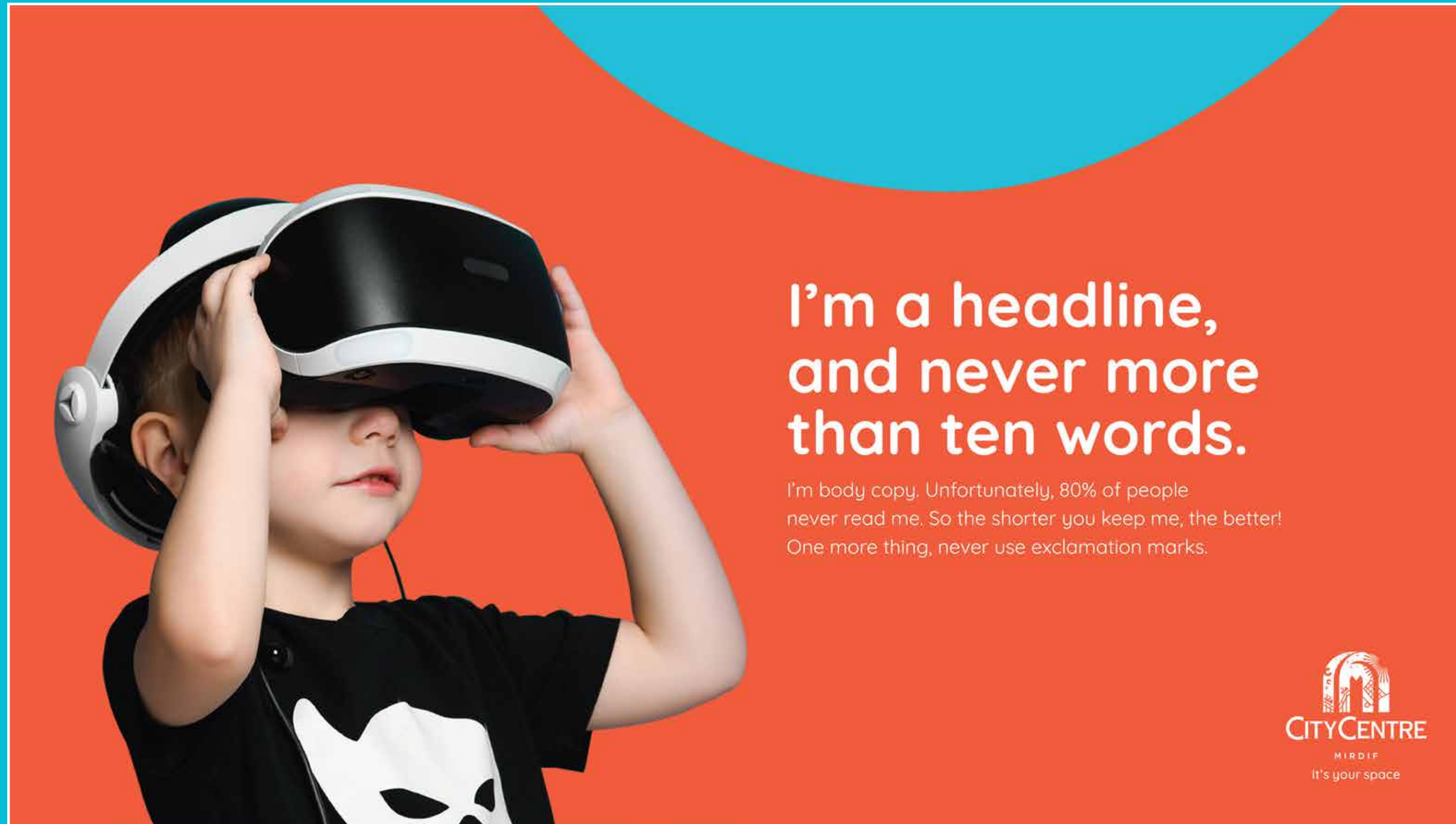


CITYCENTRE
MIRAFLORES
It's your space

L&E cutouts can make our cinema ads, messages and deals pop a little more than our competition's.



And our tech messaging could easily look slicker, simpler and more stylish.





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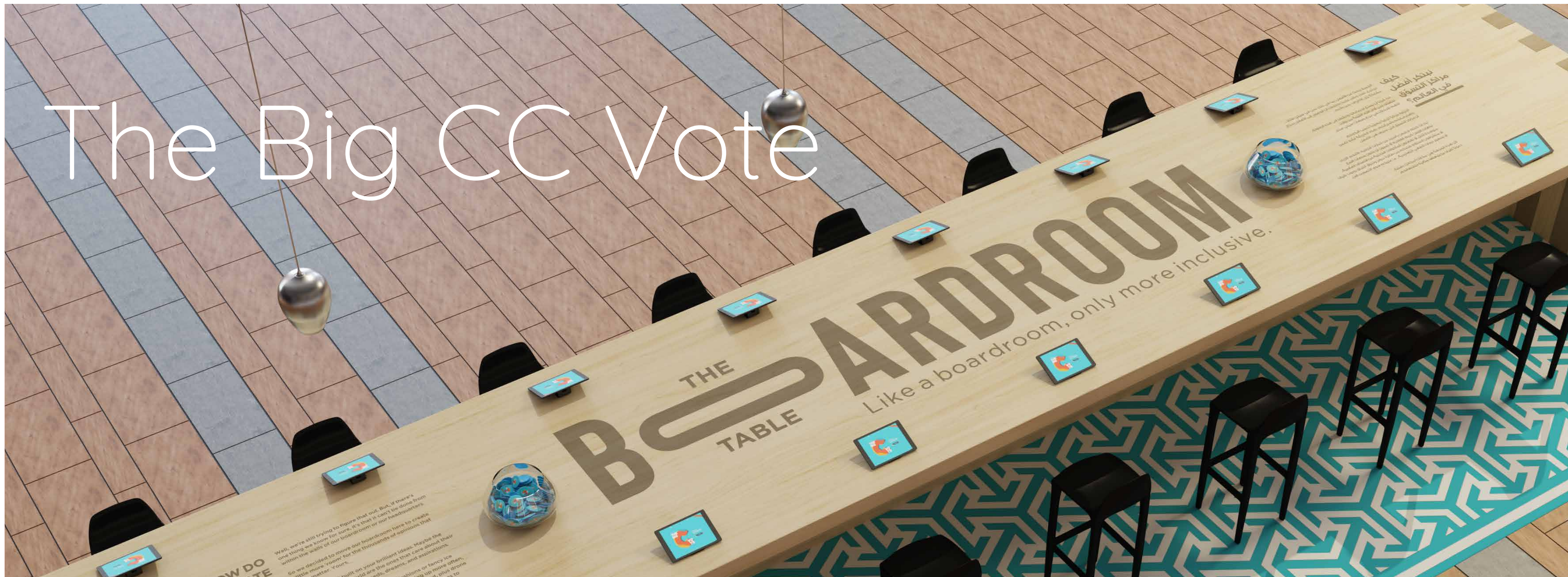

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Section 7

The Big CC Vote



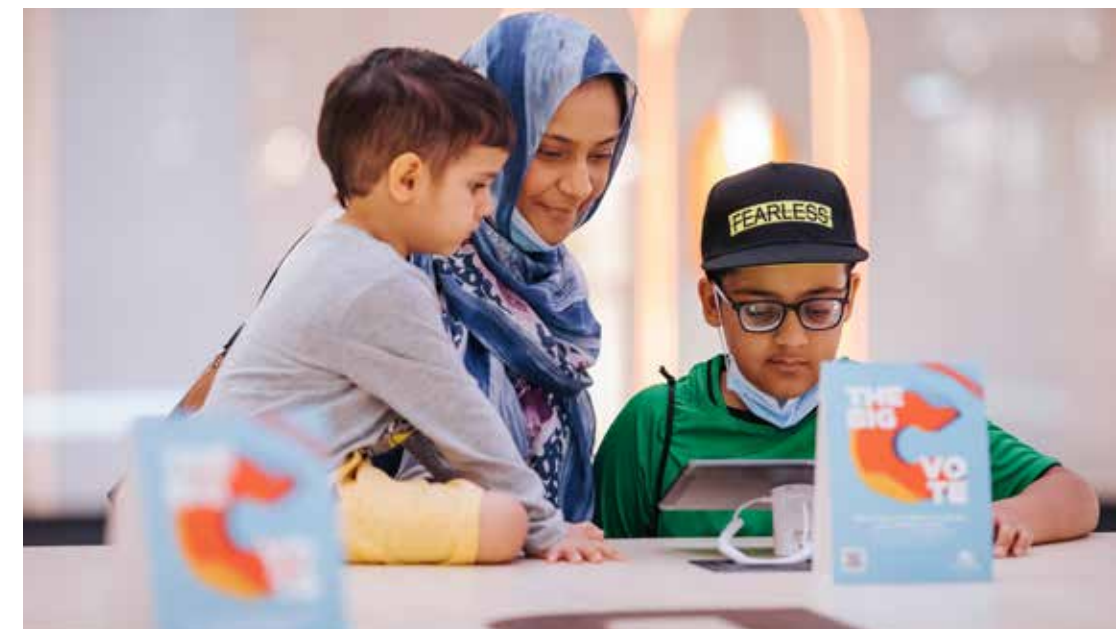
What is the perfect positioning for City Centre that will create a powerful **'Why us'** that we can own for the next decade? Imagine if we started thinking of our customers and tenants as partners who can help to build our malls and a brighter future.


Our North Star and ten-year vision is simple: **'The malls that customers built'**. Let's differentiate our 27 malls from the others by making them malls that do one very basic thing differently. Let's ask our customers what they want, care about, like, or would love more of.

This is the key to our success, and it can be our key differentiator.

**THE
BIG**

**VO
TE**



You  oted for:

We aim to create a true sense of **belonging** by inviting customers to build their perfect places. Because if we can make it feel like their space, then they'll happily spend thousands more hours there.



You oted for:
The most experiential
food festival

May 2 - 15



You oted for:
A home makeover

Get a chance to win one of the three looks from Home Centre, plus earn instant cashback in SHARE points with a purchase of AED 200 or more.*

April 2 - May 4

*Terms and conditions apply.



05 @ CITYCENTREAJMAN.COM



You oted for:
Bigger prizes, a bit like
this Suzuki Jimny


SHARE Members, shop for AED 200 anywhere in the mall for your chance to win a Suzuki Jimny and lots more weekly prizes.*

April 2 - May 4

*Terms and conditions apply.




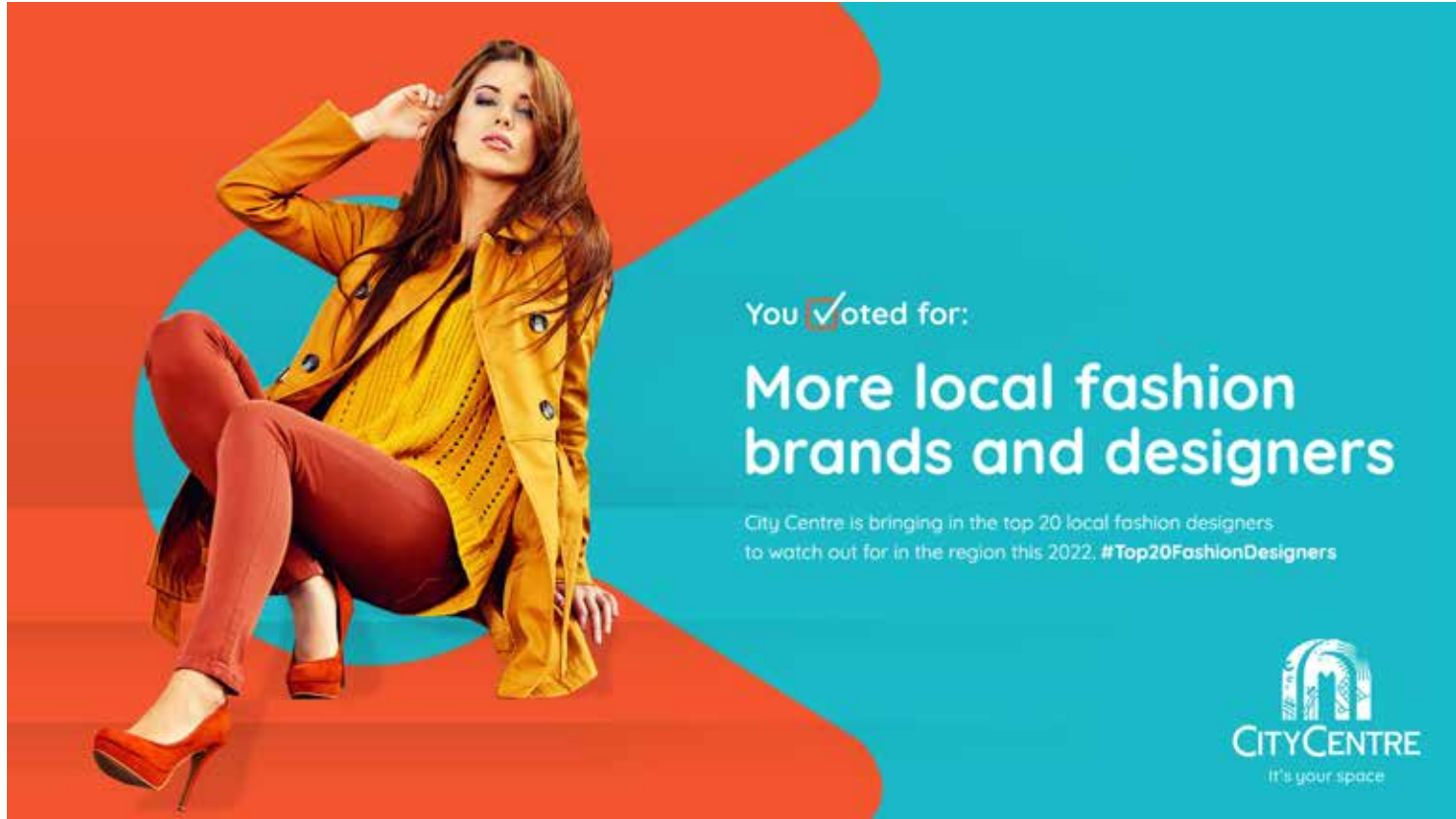
05 @ CITYCENTRESHARJAH.COM



You oted for:

The brightest and most colourful Diwali


Come visit our light installations at City Centre in celebration of the festival of lights **#TheBrightestDiwali**

You oted for:

More local fashion brands and designers

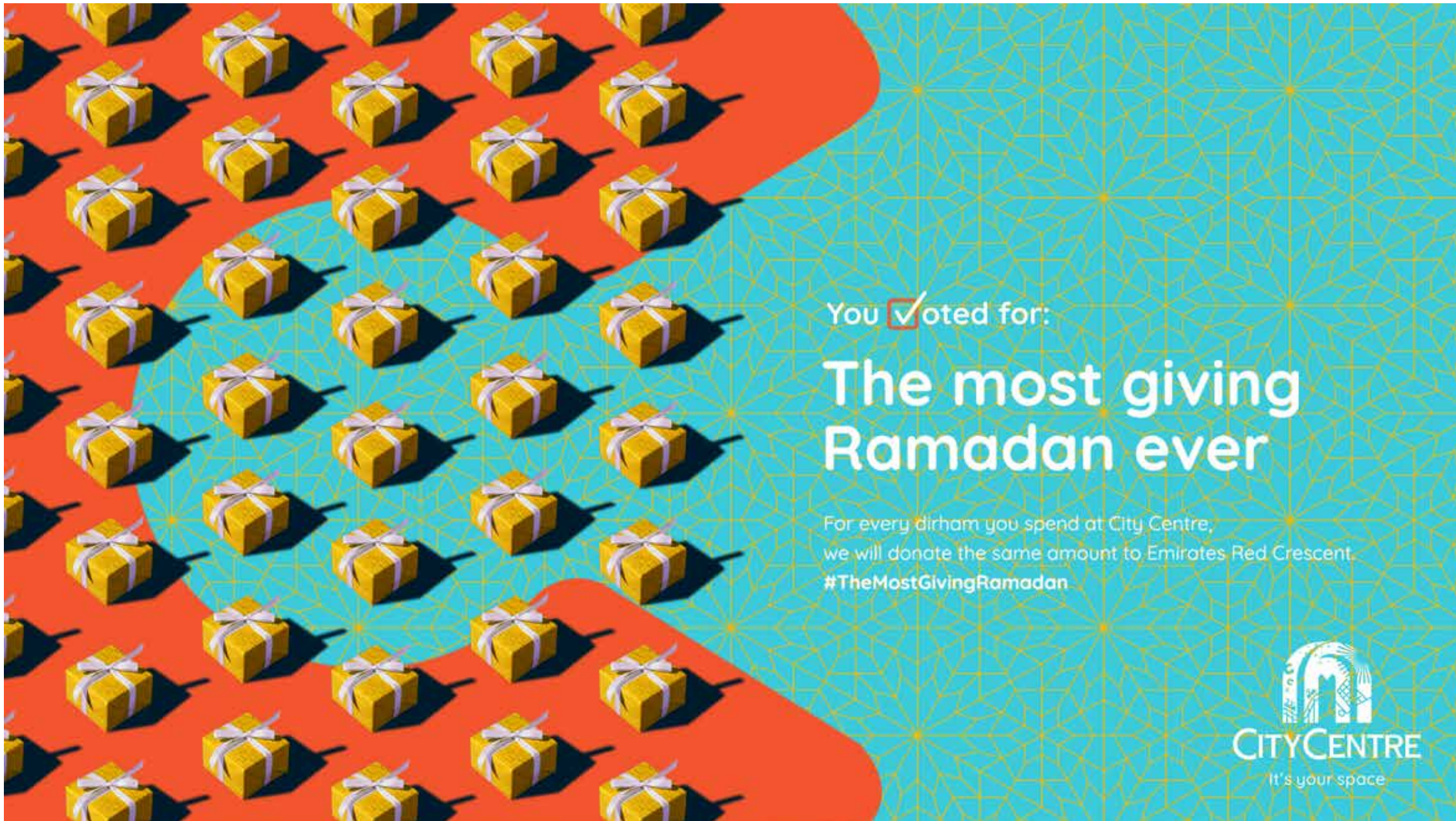
City Centre is bringing in the top 20 local fashion designers to watch out for in the region this 2022. **#Top20FashionDesigners**




You oted for:

The most giving Ramadan ever


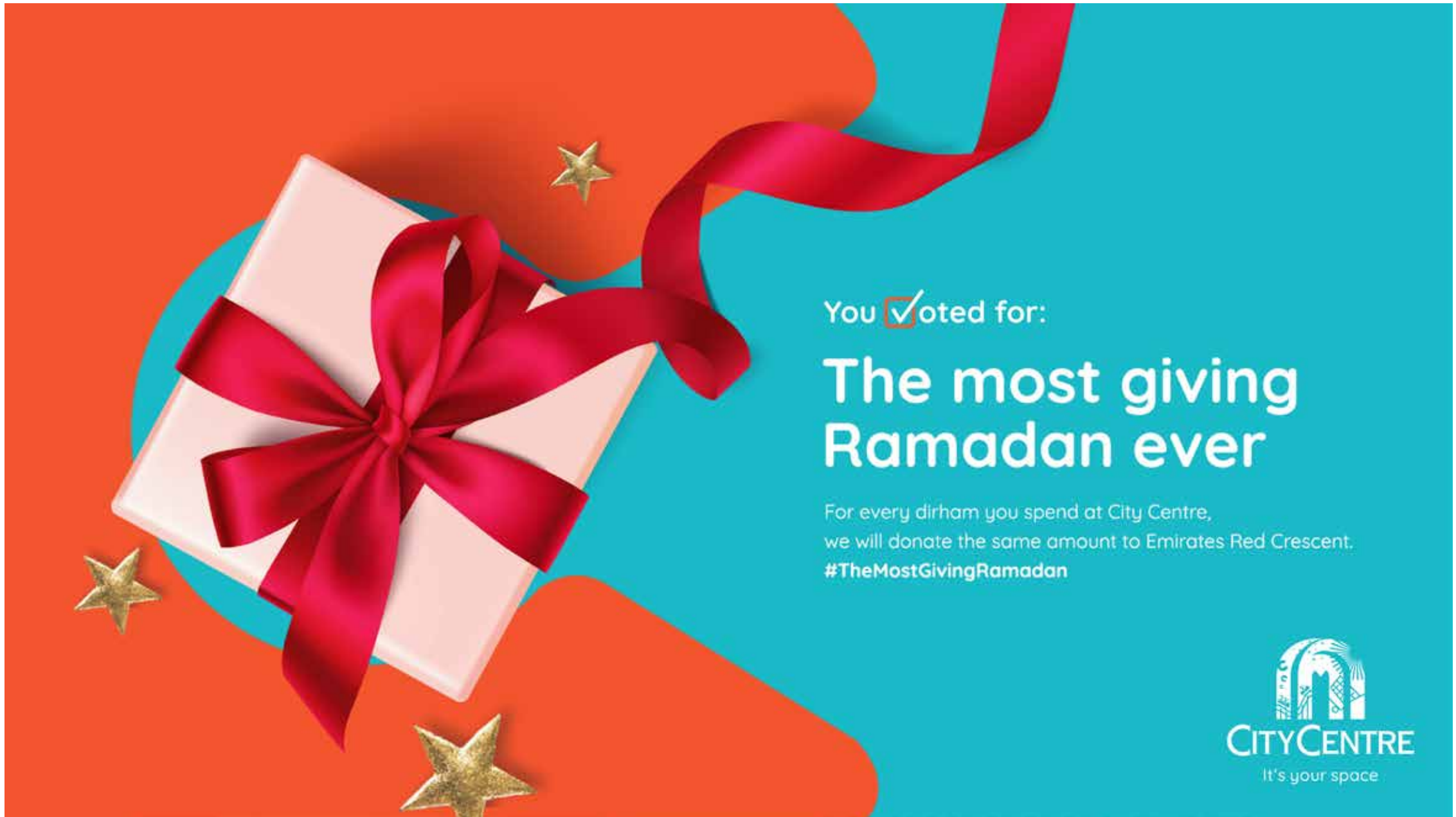
For every dirham you spend at City Centre, we will donate the same amount to Emirates Red Crescent. **#TheMostGivingRamadan**

You oted for:

The most giving Ramadan ever


For every dirham you spend at City Centre, we will donate the same amount to Emirates Red Crescent. **#TheMostGivingRamadan**

You oted for:

The most giving Ramadan ever

For every dirham you spend at City Centre, we will donate the same amount to Emirates Red Crescent. **#TheMostGivingRamadan**



Section 8

Golden rules



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.

