



2024

MAY

**RABDAN  
ROYAL**

Corporate  
Identity  
Guidelines

## RABDAN ROYAL

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## ELEGANT SIMPLICITY

Royal Rabdan Investment embraces a clear, straightforward approach to distinguish itself in the investment sector. By sidestepping the complexities common in our industry, we establish ourselves as a symbol of accessible luxury and efficient service.

## VISIONARY LEADERSHIP

We lead with forward-thinking strategies that set market trends, defining the future of investing. Our advanced analytical methods and client services ensure we are recognized as pioneers in the investment field.



## ASPIRATIONAL EXCELLENCE

Our aim is to appeal to both active and potential investors by showcasing the exceptional quality and potential of our offerings. Royal Rabdan Investment is about crafting an inspiring vision, making us the first choice for investors and enhancing the pride of our clients.

## INTEGRITY AND INSIGHT

Trust at Royal Rabdan comes from our commitment to transparency and detailed insights. We provide thorough analyses and clear data to back our claims, fostering a reliable and respected investment environment where clients can invest confidently.

# 1.00

## Core Values

Royal Rabdan Investment is dedicated to standing out in the investment industry with distinct core values. We ensure that all our marketing and communications consistently promote these values, reinforcing our unique brand identity and commitment to excellence.

The gray color behind the logo marks the original hand-drawn draft, foundational to the logo's design process, while the gold color represents its professional finalization.

# 1.01

## **The Guidelines and How To Use Them**

These guidelines are designed to introduce the corporate identity of Royal Rabdan Investment and to clarify the use of the icon and logo that together represent the brand.

Maintaining consistency in the corporate identity is crucial to enhancing the overall visual impact. It is recommended that this manual be consulted for any marketing and/or design decisions. Upholding a consistently strong brand image will maximize benefits across all marketing efforts, contributing significantly to the success of Royal Rabdan Investments.

**Please contact Rabdan Royal marketing department.**

1.02

**Key Elements**

## KEY ELEMENTS

The subsequent sections detail the logo, its application, and the elements that combine to define the brand's voice.





# 1.03

## **Permitted Variations**

The Royal Rabdan Investment logo consists of three key elements: the Royal Rabdan name, the Falcon symbol, and the Investment designation.

This image displays the logo in its standard, authorized portrait format. The proportions between the symbol and the logotype are fixed and must always be maintained as illustrated here.

A horizontal version of the logo exists for use in exceptional circumstances where space constraints or design considerations necessitate its use; however, the preferred and default orientation is the portrait version to ensure brand consistency.

# 1.04

## Protecting the Logo

The logo should be isolated in its own clear space, separate from other images and text. It requires a minimum clear zone around it, as illustrated. This clear space is essential to preserve the logo's prominence and ensure it remains visually distinct.



CLEAR ZONE  
FOR THE LOGO  
IS DOUBLE THE  
WIDTH OF THE  
LETTER R



Logogram can be used in isolation up to any height.



Logogram can be used in isolation down to a minimum of 10mm.

# 1.05

## Principle Elements - The Icon

The icon, shaped as a falcon, is a distinctive emblem that embodies Rabdan Royal's commitment to excellence and leadership in its diverse business domains.

In the UAE, the falcon is a revered symbol traditionally associated with the wealthy, denoting prestige and status. This falcon symbolizes growth, adaptability, and strategic foresight—qualities essential for thriving in dynamic markets.

The emblem reflects our dedication to soaring above competition and preserving value across our ventures.



HYPERSPACE RACE - HEADINGS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&\*()

*BELL MT ITALIC - SUB HEADINGS*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890!@£\$%^&\*()*

MONTERRAT REGULAR - BODY COPY (PRINT)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&\*()

LATO REGULAR - BODY COPY (WEB)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&\*()

# 1.06

## Corporate Typestyles

Hyperspace Race is used for headings in all caps with wide tracking. Bell MT Italic is designated for subheadings. For printed materials, body copy is set in Montserrat Regular, while Lato Regular is used for web content to ensure clarity and consistency across mediums.

# 1.07

## Logo Reproduction

The logo should only be used in the designated colors as approved and shown in our branding guidelines.

It is crucial to ensure that the logo appears in these permitted colors to maintain visual consistency and uphold the integrity of our brand identity.



# 1.08

## Logo Reproduction

Mono and Single Colour

### 1. Black & White Logo

When used for press advertisements or single colour printing, the logo must appear in this format. The corporate logotype may be used in a spot UV and EMBOSSED format.

### 2. Reversed

The logo requires careful consideration if it appears out of a solid black or tinted background.





# 1.09

## Stationery

## Printing Instructions

All these items are printed offset litho in corporate Rabdan Royal Gold and text in Black, on a 120 GSM stock.

Business Cards are printed on 350 GSM with a Gold foil stamp on the logo. Business Cards to be printed in Royal Blue, as specified, and text in Black.

### To Whom it May Concern:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce facilisis est a malesuada tempor. Maecenas auctor gravida ipsum, ac laoreet purus vestibulum eget. Praesent dapibus eleifend turpis ac gravida. Suspendisse potenti. Cras id magna velit. Maecenas pharetra ullamcorper lacus, non facilisis turpis convallis in. Nullam pharetra tempus justo. Integer efficitur congue lobortis. Suspendisse auctor ipsum a consequat vehicula. Morbi fermentum viverra sem eget accumsan. Fusce pulvinar, libero vel fringilla vulputate, libero nulla tincidunt ante, quis dapibus ligula libero et dolor. In vel ante luctus lectus vehicula molestie. Suspendisse scelerisque cursus vehicula.

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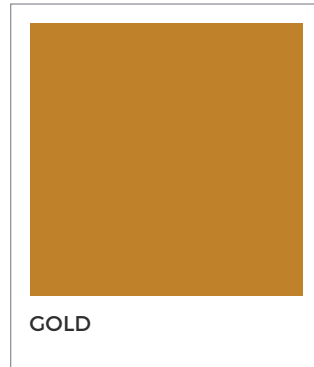
**RABDAN ROYAL**  
INVESTMENTS

**Bringing value to  
50 million clients  
worldwide**

For all investors only. Your eligibility to invest depends on your personal circumstances. The value of your investments can go down as well as up, so you may get back less than you invest.

# 1.10

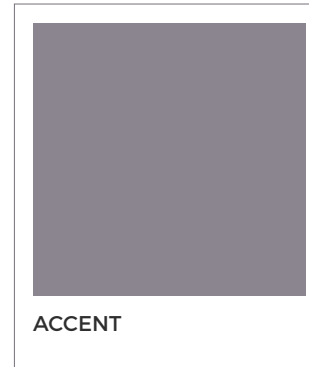
## Colour Palette



HEX	bf812b
R	191
G	129
B	43
C	23%
M	51%
Y	100%
K	5%



HEX	1f386b
R	31
G	56
B	107
C	100%
M	87%
Y	30%
K	18%



HEX	8a868f
R	138
G	134
B	143
C	71%
M	65%
Y	64%
K	61%