

RAK FTZ Visual Identity

Corporate Guidelines Version 1.2 - March 2009



Ras Al Khaimah Free Trade Zone Authority

هيئة المنطقة الحرة برأس الخيمة



1.0 Introduction

The goal of the Ras Al Khaimah Free Trade Zone is to become the leading Free Zone in the UAE. Our logo and visual identity have been redesigned to help us achieve this goal.

The new branding will help the organisation stand out and give us an edge in this competitive market. To achieve it is a must to use the new logo and design principles in a consistent manner, in every situation. This includes presentations, advertising, events, or any other type of communication.

These guidelines have been developed to ensure our new identity is applied consistently and correctly. It will give you the tools to properly communicate our brand in printed and online materials.

Please consult with the Creative Section when working on any type of external communications project.

1.1 RAK FTZ Branding Strategy

The keys to our branding strategy are clarity and consistency. We need to present a clear, unified image to customers and clients. This will help reassure them that RAK Free Trade Zone is worthy of their investment.

Our logo and design principles are the visible side of the RAK Free Trade Zone identity. A consistent visual identity will strengthen the appeal of our

brand, boost sales and marketing efforts and raise our market share. This is why it is so important that every member of RAK Free Trade Zone, including our strategic partners, follow these guidelines.

If you have any questions or requests, please do not hesitate to contact the Creative Section.

1.2 Things to Remember

- Always refer to our organisation as the Ras Al Khaimah Free Trade Zone, RAK Free Trade Zone, Ras Al Khaimah Free Trade Zone Authority or RAK Free Trade Zone Authority.
- Always use the correct logo artwork.
- Never change the logo artwork or attempt to recreate it yourself.
- Ensure there is enough space around the logo.
- Always use our corporate fonts.
- Always use the RAK Free Trade Zone colour palette.
- If you think you may need a different version of the logo, contact the Creative Section.
- If you are unsure of anything, ask the Creative Section.

2.0 The Logo

The RAK Free Trade Zone logo is the key element in our corporate brand. Consistent application of the logo strengthens the company identity in all areas of business and communication. The logo should be used for all general marketing materials, including brochures, direct mail, presentations, sales sheets, sales communications, advertisements, events, emails, etc.

The logo should be used on all formal business documentation, including contracts, Terms and Conditions, invoices, pay checks, purchase order forms, etc.

If you have questions as to what you should use on a particular project, please contact the Creative Section.

2.1 RAK Free Trade Zone Logo



The core design element of the RAK Free Trade Zone Logo is the ripple imagery in the centre. It represents outward expansion and growth, which is the major focus of our organisation. It also represents the calm and soothing environment, which our location promotes.

We have carried this concept through from the old logo to this new design. The ripple effect has been tweaked to give it a more modern look and to symbolise a new perspective.

2.2 Alternate RAK Free Trade Zone Logo



Ras Al Khaimah Free Trade Zone Authority

هيئة المنطقة الحرة برأس الخيمة

This version of the logo is used when space restrictions apply, or when the name of our organisation needs to be clear – such as international advertising. It includes the new logo, plus the organisation name in English and Arabic.

2.3 Logo Usage



The logo should always be printed in colour with a white background. If printing restrictions apply there are black and white versions. The colour versions are provided as four-colour process, PANTONE® and RGB.

The black version and the white version may be used for black and white communications, for example fax and low resolution print (press advertising).

Do not use an old version of the logo - it is outdated now. Contact the Creative Section for the latest version.

2.4 Exclusion Zone and Minimum Size



Give our logo some room. To maximise the impact of our logo, it must be clearly presented in every piece of communication we send out. You must apply the logo exclusion zone, or space, around the logo to help it stand out from other graphic elements. The exclusion zone is equal to twice the height of the 'F' from the logo. Nothing should appear within this space on any application.

For print, the minimum size for the regular logo is 7 mm height.

2.5 Things to Avoid



Do not place the logo on a background which makes it illegible!



Do not change the colour of the logo!



Do not change the positioning of any part of the logo!



Do not change the colour of the logo!



Never add a sub-name to the logo!



Do not distort or squash the logo!



Do not break the exclusion zone rule!



Do not place the logo on an image which renders it illegible!

Consistent use of our logo will give it more impact and strengthen RAK Free Trade Zone brand recognition. Incorrect use of the logo will damage our brand image.

The relative size and component parts of the logo must never vary and should never be redrawn. Always use the logo artwork provided. The logo should always be clear and visible and should never be placed onto a background that makes it difficult to read.

The correct colour palette should always be used - see section 4.0 for colour specifications. The colour reproduction in this document is not accurate. Do not use this document for colour matching. Use the PANTONE® colour swatches for colour matching on press.

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3.0 Typography

Corporate branding is a process of marketing and communications, correct typography plays a big part in this. A well-planned corporate identity includes a strategy for consistent use of typeface. When effectively managed, a corporate font has exceptional unifying power. If the same typeface is used for all internal and external communication, a corporation can be assured that a consistent visual message is being delivered and that corporate culture is strengthened with every document produced.

3.1 Latin Font Family

Frutiger 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890!@#\$%^&*()_+

This version should be used for the main body text of a or any document. It is simple and uncluttered, making it easy to read.

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890!@#\$%^&*()_+

This version is slightly heavier and can be used to highlight text in the body, or for subheadings.

Frutiger 57 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*()_+

This version is much heavier and should be used sparingly, mainly for headings or short lines of information.

3.1.1 Adrian Frutiger

In 1968, Adrian Frutiger was commissioned to develop a sign and directional system for the new Charles de Gaulle Airport in Paris. Though everyone thought he would want to use his successful Univers font family, Frutiger decided instead to make a new sans serif typeface that would be suitable for the specific legibility requirements of airport signage: easy recognition from the distances and angles of driving and walking. The resulting font was in accord with the modern architecture of the airport. In 1976, he expanded and completed the family for D. Stempel AG in conjunction with Linotype, and it was named Frutiger. The Frutiger family is neither strictly geometric nor humanistic in construction; its forms are designed so that each individual character is quickly and easily recognised. Such distinctness makes it good for signage and display work. Although it was originally intended for the large scale of an airport, the full family has a warmth and subtlety that have, in recent years, made it popular for the smaller scale of body text in magazines and booklets.

3.2 Arabic Font Family

GE SS UltraLight

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 و ي
نموذج للكتابة باللغة العربية.
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

This version should be used for the main body text of a or any document. It is simple and uncluttered, making it easy to read.

GE SS 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 و ي
نموذج للكتابة باللغة العربية.
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

This version is slightly heavier and can be used to highlight text in the body, or for subheadings.

GE SS 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 و ي
نموذج للكتابة باللغة العربية.
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

This version is much heavier and should be used sparingly, mainly for headings or short lines of information.

3.3 Special Corporate Rules

- RAK Free Trade Zone services and products are capitalised: Flexi Facilities, Executive Offices, etc
- When using the acronym of our company name, remember to use capitals and include a space: RAK FTZ not RakFTZ or RAK FTZA
- Quotes and inches are prime quotes: "Hello" he said. 17" or 17-inches
- Use money code instead of sign before value: USD 99 not \$99, AED 99, not Dirham 99
- Use commas to signify prices over 1,000: USD 2,495 not USD2495
- Use a space between measurements and units: 25 m² not 25m²
- Use space not dash in contact numbers: +971 7 2077120 not +971-7-2077120

4.0 Colour Palette

The colour palette is another important tool for building recognition for the Ras Al Khaimah Free Trade Zone.

The correct use of colour is vital to create a positive image among consumers. Furthermore, colour plays a huge role in memory recall. It stimulates the senses, instantly conveying a message like no other communication method. In the field of colour psychology, blue signifies that a company is trustworthy, dependable, fiscally responsible, secure and calm.

4.1 Primary Colour Palette

RAK FTZ BLUE

Printing

PANTONE®: 2995 C
 CMYK: 87% 1% 0% 0%

Web/Screen

RGB: 0, 168, 224
 Hexadecimal: #00A9E0

RAK FTZ DARK BLUE

Printing

PANTONE®: 2965 C
 CMYK: 100% 56% 19% 73%

Web/Screen

RGB: 0, 43, 69
 Hexadecimal: #002B45

The RAK Free Trade Zone colours should always be present on the front of communications materials.

There are two primary RAK FTZ colours: RAK FTZ BLUE and RAK FTZ DARK BLUE which are used mainly for the logo.

For all Print, Presentations, Flyers, etc. The blue colours should reflect their PANTONE® values.

For all web or screen applications, it should reflect the RGB or hexadecimal code.

4.2 Secondary Colour Palette

RAK FTZ 40% BLACK

Printing

CMYK: 0%, 0%, 0%, 40%

Web/Screen

RGB: 167, 169, 172
 Hexadecimal: #85888B

RAK FTZ 80% BLACK

Printing

CMYK: 0%, 0%, 0%, 80%

Web/Screen

RGB: 133, 136, 139
 Hexadecimal: #85888B

The secondary palette should be used more sparingly.

RAK FTZ 80% BLACK is used for introductory copy, headings and body copy.

RAK FTZ ORANGE is used for special highlighting purposes.

Note: Do not use secondary colours as replacement for the primary colours. Secondary colours are designed to support the primary colours.

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RAK FTZ ORANGE

Printing

PANTONE®: Orange 021 C
 CMYK: 0%, 68%, 100%, 0%

Web/Screen

RGB: 255, 88, 0
 Hexadecimal: #FF5800

5.0 FAQ

This chapter contains answers to common queries. Please consult this chapter before asking the Creative Section.

5.1 Frequently Asked Questions

How can I get hold of a copy of the RAK Free Trade Zone logo?

This can be found on www.rakftz.com/corporate or email creative@rakftz.com for logo request.

Where can I get the latest version of the corporate guidelines?

This can be found on www.rakftz.com/corporate

Where can I find letterhead and business cards?

Contact the Creative Section for all letterhead and business card needs.

Where can I get royalty-free images of the RAK Free Trade Zone?

Contact the Creative Section.

You are still confused and don't know who to ask?

Contact the Creative Section.

How can I contact the Creative Section?

Email creative@rakftz.com or call +971 7 2041150.



Ras Al Khaimah Free Trade Zone Authority

هيئة المنطقة الحرة برأس الخيمة

Creative Section: creative@rakftz.com

Ras Al Khaimah Free Trade Zone Authority - Government of Ras Al Khaimah - P.O. Box 10055, Ras Al Khaimah, UAE
Telephone: +971 7 2041111 - Fax: +971 7 2280482 - Email: info@rakftz.com - Website: www.rakftz.com