

RAK FTZ Corporate Identity Guidelines

Version 2.0 - February 2011



Ras Al Khaimah Free Trade Zone Authority

هيئة المنطقة الحرة برأس الخيمة



1.0 Introduction

Our goal at the Ras Al Khaimah Free Trade Zone Authority is to become the leading free zone in the UAE. Our logo and visual identity are designed to help us achieve this.

The aim of this branding is to help the organisation stand out and to give us an edge in this competitive market. In order to achieve this, however, it is imperative that we use the 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 that 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 to ensure that our branding is appropriately and consistently applied throughout.

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 our partners, employees and potential and existing clients. This will help reassure them that RAK Free Trade Zone is worthy of their trust.

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, follows 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.

2.0 The Logo

Our logo is the key element of 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 that our location promotes.

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 in international advertising. It includes the logo plus the organisation name in English and Arabic.

2.3 Logo Usage



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

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

Do not use any old or outdated version of our logo. If in doubt, 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 any background that 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 that renders it illegible!

Consistent use of our logo will give it more impact and strengthen RAK Free Trade Zone brand recognition. Incorrect use of our 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 reproductions in this document are 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

Typography, as an element of corporate identity, plays an important role in marketing and communications. Any well-planned corporate identity will include a corporate font and directives regarding its use. By using the same typeface for all of its communication, an organisation delivers a uniform visual message, which reinforces the image and impression created by the logo.

3.1 Latin Font Family - Frutiger

Frutiger 47 Light Condensed

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

This version should be used for the main body text of 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 About Frutiger

The Frutiger font 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

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 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.

3.2.1 About - GE SS

The design is based on the modern geometrical style respecting Arabic calligraphy and cultural rules. The addition of linked straight lines to match the Latin baseline level is designed to achieve harmony when used alongside a Latin equivalent typeface like Frutiger.

3.3 Writing Guidelines

- 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~~, ~~RAK-FTZA~~ or ~~RAKFTZ~~
- Quotes and inches are prime quotes: "Hello" he said. 17" or 17-inches
- When writing monetary amounts, use ISO 4217 currency codes instead of symbols before numerical values: USD 99 not ~~\$ 99~~, AED 99, not ~~Dhs 99~~
- Use commas to signify amounts over 1,000: USD 2,495 not ~~USD2495~~
- Use a space between measurements and units: 25 m² not ~~25m²~~
- Use spaces not dashes in contact numbers: +971 7 2077120 not ~~+971-7-207-7120~~

For complete information about this topic read the RAK FTZ Writing Guidelines!

4.0 Colour Palette

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

The correct use of colour is vital to create a distinct and professional 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



Printing
 PANTONE®: 2995 C
 CMYK: 87% 1% 0% 0%

Web/Screen
 RGB: 0, 168, 224
 Hexadecimal: #00A9E0



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

Web/Screen
 RGB: 0, 43, 69
 Hexadecimal: #002B45

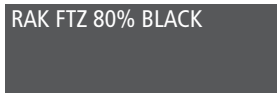
The RAK Free Trade Zone colours should always be present on the front of communications materials.

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.

All web or screen application should reflect the RGB or hexadecimal code.

4.2 Secondary Colour Palette



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

Web/Screen
 RGB: 133, 136, 139
 Hexadecimal: #85888B



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

Web/Screen
 RGB: 255, 88, 0
 Hexadecimal: #FF5800

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 replacements for the primary colours. Secondary colours are designed to support the primary colours.

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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 a hold of a copy of the RAK Free Trade Zone logo?

Copies of our logotypes can be found on www.rakftz.com/corporate.

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

The latest version of the corporate guidelines 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.

I am still confused, whom should I 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

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