

SAMPLE BRAND BOARD THREE

Main Logo



Alternate Logo and Submark



Color Palette



RGB: 86, 70, 55
Hex: #564637



RGB: 254, 145, 131
Hex: #fe9183



RGB: 249, 202, 167
Hex: #f9caa7

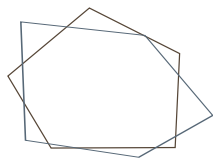


RGB: 159, 122, 66
Hex: #9f7a42



RGB: 72, 87, 100
Hex: #485764

Graphic Elements



(These graphics will change color, as appropriate, to fit the logo color selected.)

Fonts

LOGO

Dubai, Light, All Caps

ABCDEF
GHIJKL
MNOPQR
STUVW
XYZ

HEADERS

Calibri, Light

AaBbCcDd
EeFfGgHhIi
JjKkLlMmNn
OoPpQqRrSs
TtUuVvWw
XxYyZz

BODY

Calibri, Regular

AaBbCcDd
EeFfGgHhIi
JjKkLlMmNn
OoPpQqRrSs
TtUuVvWw
XxYyZz