

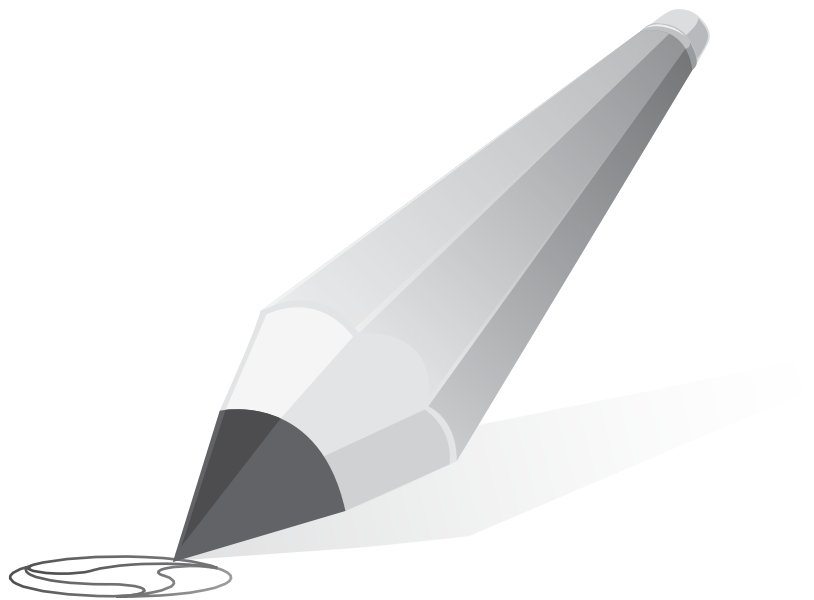


**BRAND
GUIDELINES** | Emirates National
Facilities Management



Our brand is one of our most important assets. It is our reputation, our public image and our company culture. It's what people recognize us for and it is how we sell our propositions and services.

Our brand is something that we must respect and remain true to in all that we do and say as a company.



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01 | LOGO

Our logo is the face of our brand. It is our signature and symbolizes our commitment to every interface on which it appears. It is sacrosanct and we must take great care to adhere to the rules governing its usage. The logo must always be reproduced from the master artworks provided.

The Logo

The ENFM logo expresses the essence of our new brand identity – the joy of energy. The 'Round' symbol represents through its fluid shape, the vitality of life. To the discerning viewer, the carefully crafted typography communicates the same commitment to expert, world-class standards that our facilities offers. The simplicity of the overall design cues the professional and personal care that our clients experience at ENFM. To complete the look, a vibrant red, green and black colour vignette, that symbolises UAE National Flag has been used to leave onlookers with a proud and joyous feeling.



الإمارات الوطنية لإدارة المرافق
Emirates National Facilities Management

Relationship between the symbol and logotype

This is the standard stacked lockup between the "Round" symbol and logotype as used in most of the applications. But under no other circumstance should this relationship be changed.



THE SYMBOL

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LOGOTYPE

DO NOT

✘ Do not reduce the symbol size.
Always scale the symbol and logotype proportionately

✘ Do not alter the relationship between the symbol and logotype

✘ Do not stretch or distort the logo

✘ Do not change the orientation of the logo



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Permitted versions of the logo



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Permitted versions of the logo

LOGO IN REVERSE



LOGO IN REVERSE



LOGO IN GREYSCALE



LOGO IN BLACK AND WHITE



Full colour logo

This is the Master logo. It is used in most of the applications like Communication collateral, Stationery, stand-alone signs, etc.



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GRADIENT

Refer to the Brand Colours section for specs

BLACK

CMYK 0-0-0-100

DO NOT



Do not try to alter/recreate the gradient of the symbol



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Do not use the logo over coloured backgrounds or images



Do not apply effects like drop-shadow or glow to the logo



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Do not use the gradient in the letters of the logotype



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02

BRAND COLOURS

Colour is the most widely recalled element of any brand identity. Colour is specified using a set of codes that differ according to the processes and interface.

Primary Colours



CMYK:0-0-0-84
RGB: 79-79-81
Web: #4F4F51

CMYK:0-0-0-100
RGB: 35-31-32
Web: #231F20



CMYK:89.41-30.59-100-27
RGB: 0-106-54
Web: #006A36

CMYK:97.76-38.43-100-39.22
RGB: 0-86-44
Web: #00562C



CMYK:0-81-92.97-0
RGB: 281-88-44
Web: #F1582C

CMYK:0-100-92.97-20
RGB: 196-21.34
Web: #C41522



03

TYPOGRAPHY

Typography does more than create a message. It gives our brand a distinctive tone of voice. It is also often the least understood or misused element of brand expression. Typography is both art and science. While it requires flair and imagination, there are also well - defined and time - honoured rules that should be adhered to in its usage.

Primary Typeface

Emirates National Facilities Management
- Arial Rounded MT Bold

الإمارات الوطنية لإدارة المرافق
- GE Dinar

elegant
versatile
contemporary
distinctive

CLEAR

Fonts we used is extremely legible at reduced sizes, or for a large body of text- as may be the case for documents, etc.

VERSATILE

Fonts we used is also highly versatile- allowing easy readability from a distance in the case of signage whilst being very legible at small point sizes.

FRIENDLY

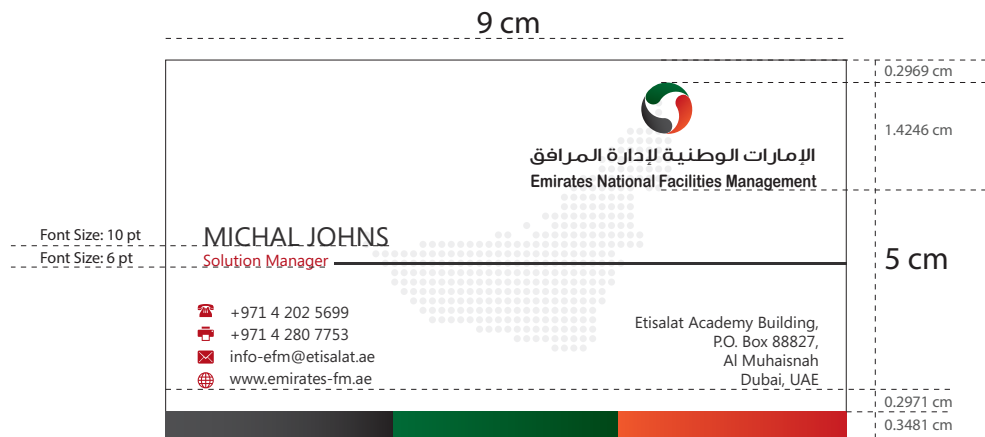
Font's characters are based on the human handwriting making it a humanist typeface. Also, its clean and elegant letterforms connotes expertise and professionalism.

04 | VISUAL IDENTITY

The Logo gradient is used in distinctive ways as a graphic device to add another dimension to all communication collateral.



04 VISUAL IDENTITY



Business Card Size:
9 Cm X 5 Cm

Name Title English:
Segoe

Name Title Arabic:
GE Dinar One Medium

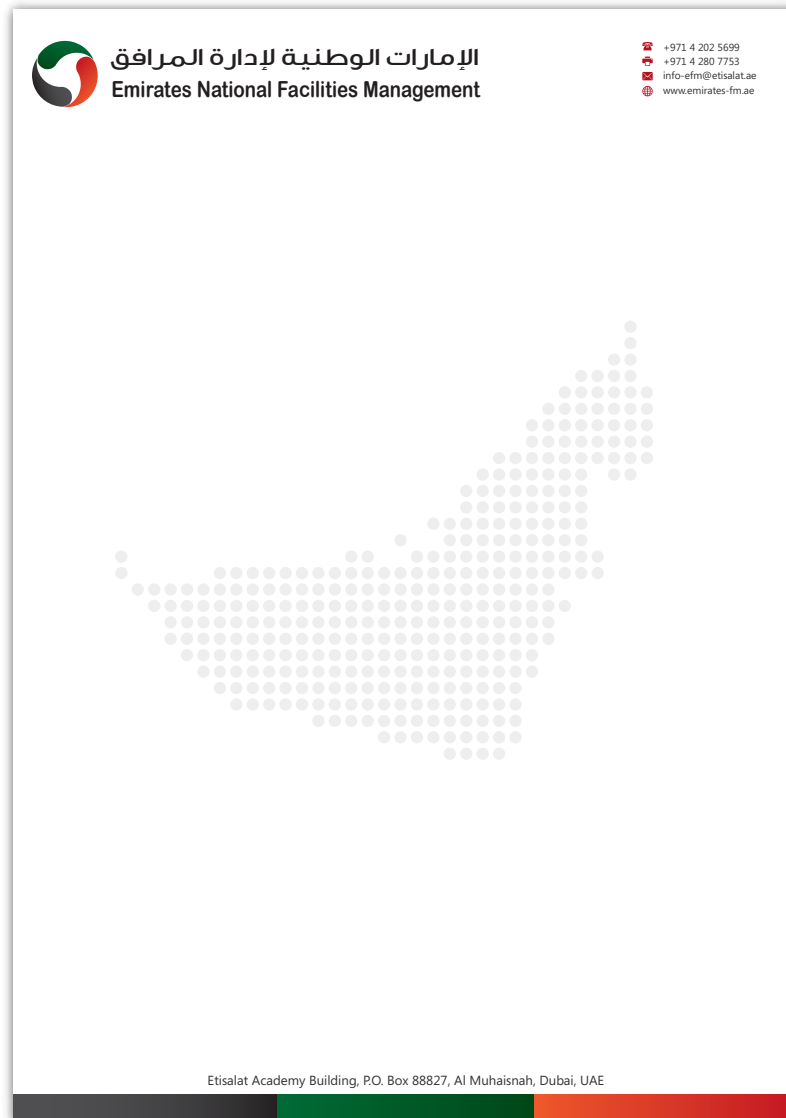
Job Title English:
Segoe

Job Title Arabic:
GE Dinar One Medium

Colors:
Ref Page Primary Colors(Page no.10)

Paper:
Ice Gold
350 gsm

04 VISUAL IDENTITY



04 VISUAL IDENTITY

الإمارات الوطنية لإدارة المرافق
Emirates National Facilities Management

+971 4 202 5699
+971 4 280 7753
info-efm@etisalat.ae
www.emirates-fm.ae

Header Size:
1.403 cm

Letter Head Size:
A4(210 mm X 290mm)


Paper:
100gsm Conqueror
Color:White

Colors:
Ref Page Primary Colors(Page no.10)

Etisalat Academy Building, PO. Box 88827, Al Muhaisnah, Dubai, UAE

Footer Size:
0.6936 cm

04 VISUAL IDENTITY



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Emirates National Facilities Management

+971 4 202 5699
+971 4 280 7753
info-efm@etisalat.ae
www.emirates-fm.ae

Invoice

From:

Invoice Number	
Order Number	
Invoice Date	
Due Date	
Total Due	

To:

Hrs/Qty	Service	Rate/Price	Adjust	Sub Total

Sub Total	
VAT	
Total	

Etisalat Academy Building, PO. Box 88827, Al Muhaisnah, Dubai, UAE

04 VISUAL IDENTITY

 الإمارات الوطنية لإدارة المرافق
Emirates National Facilities Management





**ONE-STOP
FM SOLUTION
SERVICE PROVIDER**

**SINGLE-POINT OF CONTACT
FOR YOUR TOTAL FM**

Emirates National Facilities Management (ENFM) provides Integrated Facilities Management Services with the backing of more than 7 years experience in this field.



HELPDESK & CUSTOMER CARE
+971 4 202 5594

 **Cleaning Services**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

 **Office Support**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

 **Security Services**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

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04 VISUAL IDENTITY



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