



Dubai Limited
Investment LLC

DLI Brand Guidelines

Created by: DLI Corporate Communications

www.dli.ae





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Introduction.

Message from the Managing Director

There is a window I want to see through. It is the window of communication, which shows the power to construct. A power, which I believe, can even touch infinity. And also, shows us, why brand image is the corner stone of any communication paradigm.

I want you to see how communication can talk lucidly about who we are, how we work, what are the core values and creates a personified image of an organization as an institution in itself. That is the brand, which people know as a company.

At all times through interactions with various medias that carry our brand imagery, our stakeholders are creating a perceived image of our company, which is critically important for us to be just right and in sync with way we want to project our company.

The beauty of this process is that everything is happening at the sub-conscious level, through colors, through fonts, through logos and even through the shapes of envelopes and through every piece of communication that forms a part of our corporate identity.

Hence, I also believe that building the perfect brand image is a challenging task. But just as Rome wasn't built in a day, building the same will also require time. But with years of focused communication, the desired brand image can be ingrained in the stakeholders, which can then last for centuries.

Remember, our brand stands for we, the people of DLI Group. And it is our collective responsibility to add to its value by keeping communication consistent.

May the Brand Book empower you – the brand ambassadors of our DLI Group.

Jamal Alsuwaidi
Managing Director, DLI Group

Here is a book of answers you can refer to, when you have even the slightest of doubt about managing the visual identity of our brand. This Brand Book gives a detailed account of how to express the brand across various media.

This book is exhaustive directive, which helps individuals from various fields maintain consistency and unity while expressing the brand in their respective areas. The book has been deliberately designed to have a user-friendly interface, and hence uses a simple language, supported by true to scale illustrations, which make understanding easy.

It's a book which essays our brand's visual identity with reason, logic, foresight, as we endeavor to sustain a unified brand image. For your convenience the entire manual has been created in soft version, so it can be referred any time.

We hope you find it useful and look forward towards your co-operation.



Corporate Communications

A brand new future

A bold step in redefining our brand

Since inception, we've grown substantially. And now, building on our impeccable record, we're entering a new phase in our history with a new strategy, a new look, and a new brand, and we're counting on you to embrace this new identity of ours, and to be just as committed as you have always been, to making it happen.

Raising the bar

Striving to do, and achieve more

We're innovative. We're forward-thinking. We're committed to quality, and to making ideas happen. We're dynamic. We're integrated. We're efficient and agile, and we strive to deliver true value and the highest quality with absolute integrity, technical skill, efficiency and scrupulous attention to detail.

Building for others.
Making for ourselves

Our culture guides and shapes us

Our culture is of unity and quality, and we work hard to enable the exchange of experience and foster professional relationships. We collaborate creatively, transforming ideas into reality with insight, thought and advanced technology.

Expertise. Ethics.
Dependability.

Our full-spectrum expertise

We are proud of our in-house expertise in healthcare, IT, hospitality, facilities management, travels and laundry sectors. We guarantee quality. We deliver excellent services. Our strong client base is a testament to our quality service. And our ethical practice defines everything we do.



Brand Logo.

DLI House Pattern

DLI has a definite directions as to how it wants to project its brand. It wants to be seen as a progressive company, which can be trusted and relied for its solidity. And when it comes to communicating this orientation across various media, the concerned interfaces are governed by the critical elements of corporate identity.

Corporate identity is the visual translation of a company's brand image. Certain key elements, like the official logo, color, typefaces form its supporting pillars. These elements play a crucial role in communicating the desired orientation, because their selection signifies a special meaning. Also, in various permutations and combinations they help in sustaining the consistency of the corporate identity, as with time these elements gets intrinsically associated with the brand.

Even we have chosen these elements keeping the desired orientation in mind. This section will help you understand them better.



Our Logo

A renewed, strengthened approach

The official logo is the face of the DLI Group brand. The logo design, with the choice and arrangement of characters signifies solidity, sharpness, attention to details and reliability. The angular stroke inside the logo 'D' represents our progressive inclination.

Though being one of the smallest element, our logo is easily the most important part of our brand identity. Not only does it help us in differentiating from our competitors, but it also offers us tremendous flexibility in terms of usage. While, it can be reproduced clearly on different inputs of variable sizes, the 'D' in the logo instantly spell out the brand to the audience.

The official DLI Group logo is made of the logo and the typeface, 'Dubai Limited Investment LLC'. Together they form the logo unit. The logo unit has a special significance and areas of application. Like in displays and in media of Corporate Communications.

English Logo



Bilingual Logo



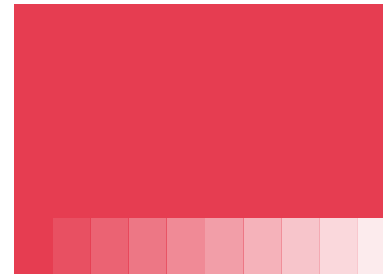
Primary Color Palette

Colors are the mainstay of any corporate identity and contribute hugely towards its formation. Each color has a special significance and hence something particular to say. Also, with time color gets intrinsically associated with the company and if used appropriately can act as great brand reminders.

Based on what they signify, DLI Corporate identity is expressed through two main official colors: DLI Red and DLI Grey.

DLI Red: Red denotes passion, energy and action-oriented in one's area of operation. This in turn translates into an undeniable message of authority and signifies flair, which comes with power.

DLI Grey: Grey signifies dignity and professionalism. In our line of business, it is extremely essential for us to portray dependability and integrity.



Pantone 710 C

C: 4, M: 90, Y: 65, K: 0

R: 229, G: 62, B: 81



Cool Grey

C: 5, M: 0, Y: 0, K: 60

R: 120, G: 127, B: 132

At times it can be restricting, if layouts and designs have to be executed by only using the specified hue of our corporate colors. Hence, designers are permitted to use the shades and tints of our corporate colors, which will give them the freedom to explore possibilities while still using the corporate colors.

Note: The shades and tints can never be used when expressing crucial aspects like the DLI Logo, logo unit and the likes. They can only be used while creating design elements of a layout.

Logo Clear Space

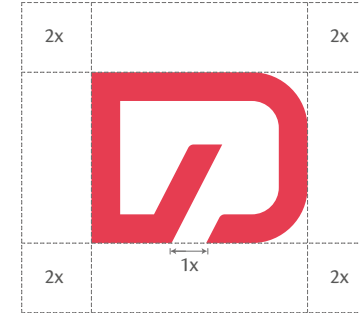
Line, color, materials and skill

It is imperative to have the defined clear space around the logo.

Logo Minimum Clear Space



Brand Mark Minimum Clear Space



Logo Usages

Logo variation 01
On white background



Logo variation 02
On brand color background



Logo variation 03
On grey background



Logo variation 04
On black background



Logo Limitations

Do not change the color of the logo



Do not distort or skew the logo for it to fit in any shape



Do not introduce any kind of un-necessary shadows to the logo



Do not respace the icon or increase weight of the logo icon



Logo Minimum Size



3.5 cm minimum



6 cm minimum



135 pixels



600 pixels



Typography.

Primary Fonts- English

Primary English Font - **Minerva Modern Bold**

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary English Fonts - **Cronos Pro - Regular**

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cronos Pro - Semi Bold / Bold

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Primary Arabic Font- Univers Next Arabic

ا ب ت ث

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

Secondary Arabic Font- Neo Sans Arabic

ا ب ت ث

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

Neo Sans Arabic Regular

ا ب ت ث

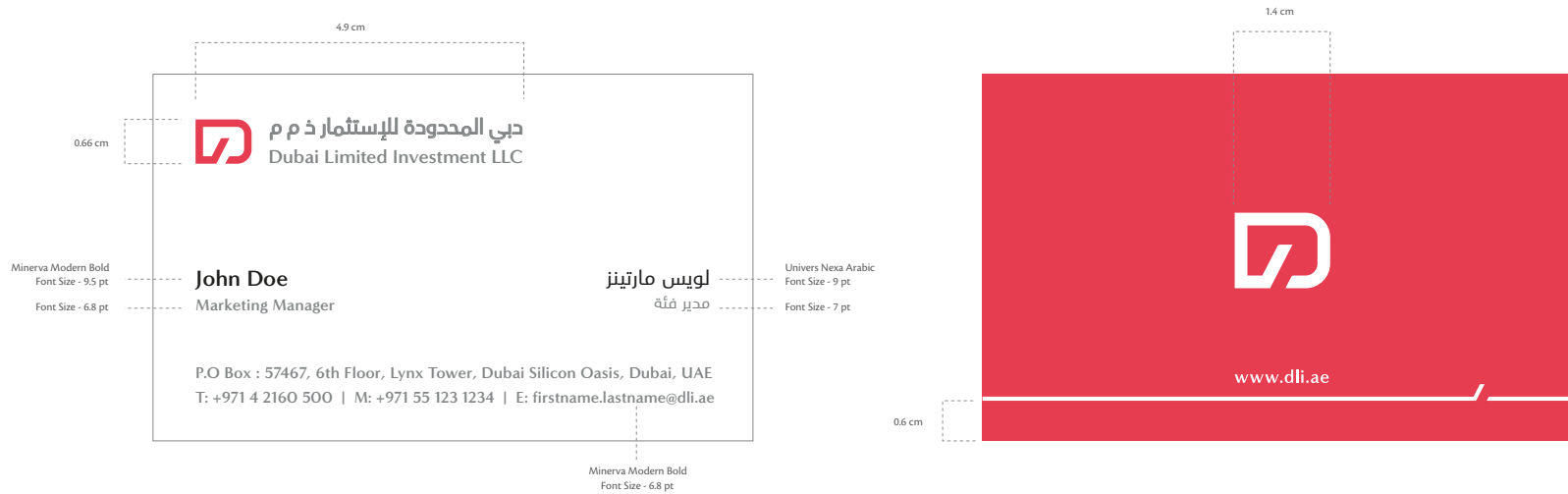
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي



Logo Applications.

Business Cards

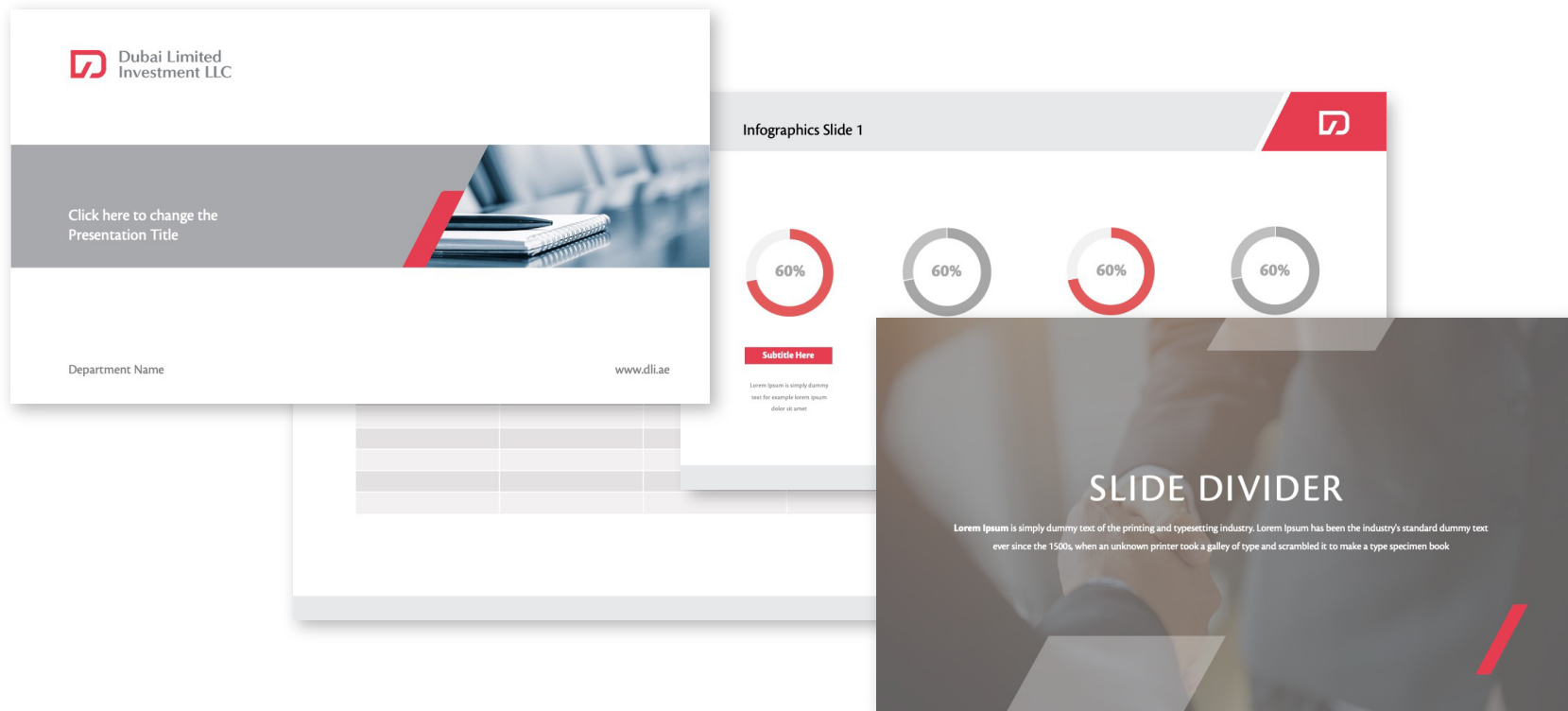
Size : 9 cm (w) x 5.5 cm (h)



Letterhead & Envelope



Powerpoint Templates



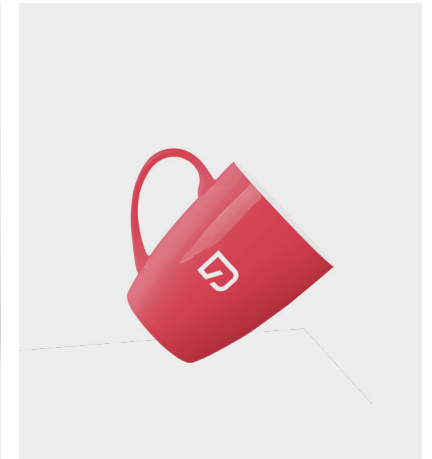
Corporate Gifts



Face Mask



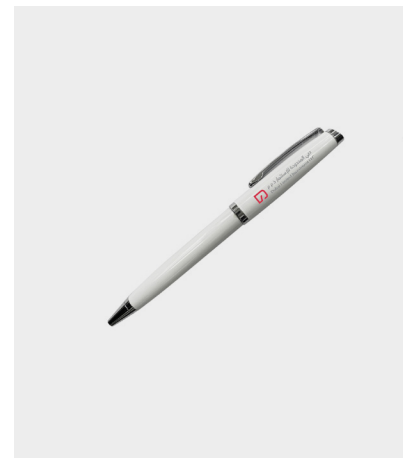
Water Bottle



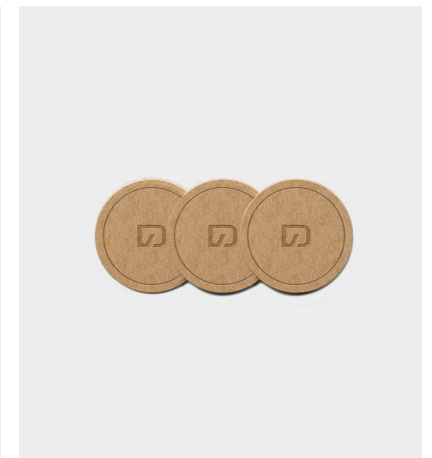
Mug



Mouse Pad



Pen

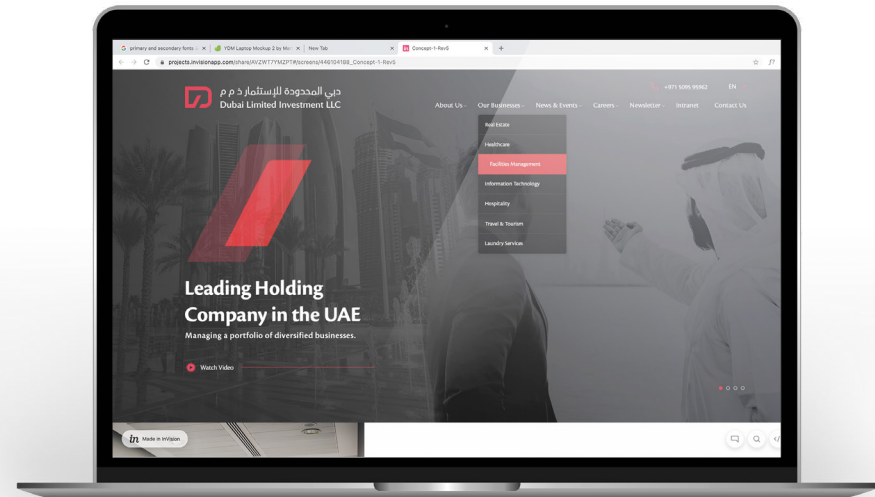
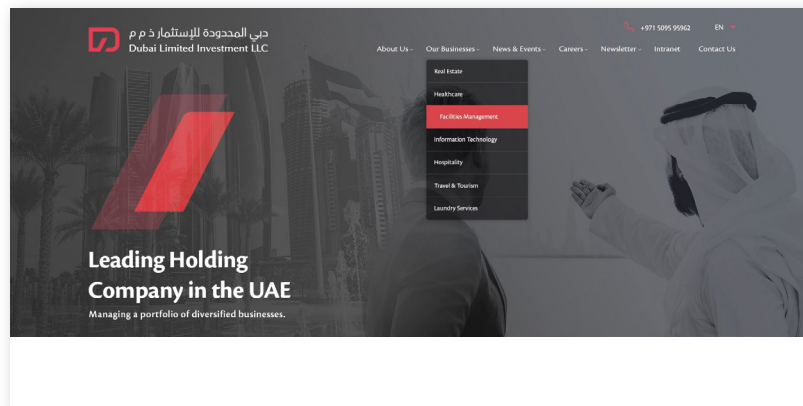


Tea Coaster

Uniform - T Shirt



Website Templates



Email Signature

Font Calibri (outlook default)
Font Size : 11 pt

Best Regards

Employee Name
Designation

M : +971 55 123 1234 | E : firstname.lastname@dli.ae



Dubai Limited
Investment LLC

P.O Box : 57467, 6th Floor, Lynx Tower
Dubai Silicon Oasis, Dubai, UAE
www.dli.ae



Social Media Profile

Square Shape



Round Shape



App Logo



Vehicle Graphics





**Embracing
Change.**

Growing our business

Strengthening our brand

As the DLI Group fast develops into a diversified investment holding company, and with our decades of delivery at the highest level to our esteem clients and customers, we've developed a strong bond, but now the time has come for us to build our brand even further – for ourselves, for our stakeholders, and our customers.

The way we work, works

Honoring our strengths

As we embark on this journey, we need to be unified in our understandings of what we stand for, and of the path that lies ahead of us. We are an open and friendly company, with a high level of trust in our vision and capability.

As we grow and define ourselves, we need to reinforce that loyalty and respect that we have earned over the years. We want to attract and retain the best people, ensure consistency across all our markets and projects, and above all, to maintain the feeling and personal commitment that characterizes our business.

Grasping the opportunity

Telling our full story

As we implement our new image, we need to communicate that we are more than a holding company. We want to proclaim that we have the ability to take on not only the sectors we are serving in, but also has the potential to venture into other territory and that we understand both local traditions and global trends.

We want to show that we can stand proudly among the best companies in the world, that we make ideas happen with agility and responsiveness, and that we provide integrated solutions that always put the customer first.

Delivering at 101%

**One unified voice.
One unified vision.**

We want our vision to be inspiring for everyone. We understand that only as a team, working together, united by one vision, will we be able to deliver above the bar, at 101%

We all have a valuable role to play in delivering on our customer-centric promise, our ethos, and our determination to exceed expectations. This is just the beginning – exciting times lie ahead for all of us.

Corporate Communications Team

Vivek Gangurde
Nabeel Ahammad
Naureen Akbar

Thank You.

For any clarifications please email us at corpcomm@dli.ae