

## RAS AL KHAIMAH INTERNATIONAL CORPORATE CENTRE (“RAK ICC”) Logo Usage Policy

This policy provides our requirements regarding use of the RAK ICC logo (the “Logo”). The permission to and use the Logo is subject to the following terms and conditions, in addition to applicable laws and regulations in the United Arab Emirates.

### Permitted Usage

The Logo may be used on a non-exclusive basis for marketing purposes only. The permission granted herein is non-transferrable nor assignable to any person and/or entity. All reasonable steps shall be taken to ensure that the Logo shall only be used for those purposes set forth herein and that no unauthorized use of the Logo shall be permitted.

The Logo shall not be used without the prior written consent of RAK ICC and shall only be used in strict accordance with the guidelines as provided by RAK ICC in Appendix 1.

### Restriction on Usage

- a) The Logo shall not be used on any merchandised items such as t-shirts, mugs, souvenirs, cards, and/or other manufactured goods without the prior written consent of RAK ICC.
- b) Unless otherwise provided herein, the Logo shall not be used in any advertising or marketing materials whatsoever without the prior written consent of RAK ICC.
- c) The Logo shall not be used and/or reproduced in any manner which will or is likely to damage or bring into disrepute the good name, image and reputation of the Emirate of Ras Al Khaimah, the United Arab Emirates and/or RAK ICC.
- d) The Logo shall not be used in any manner which is will or is likely to cause association with any material and/or content which is politically sensitive, inconsistent with the laws and public policies of the United Arab Emirates.
- e) The Logo shall not be used in a manner which implies association with or endorsement by the Emirate of Ras Al Khaimah, the Ras Al Khaimah Government or RAK ICC of any company, products or service without the prior written consent of RAK ICC.
- f) The Logo shall not be altered, cropped, re-touched, edited and/or transformed in any manner whatsoever. No derivative Logo may be created which include and/or are based upon the Logo without the prior written consent of RAK ICC.
- g) RAK ICC reserves all rights with respect to the Logo not mentioned herein and shall have the right to fully restrict the use of the Logo and/or place additional restrictions with respect to the use of the Logo on a case by case basis.

### Intellectual Property

Unless otherwise stated, all Intellectual Property Rights (including trademarks and copyrights) pertaining to the Logo are owned and/or controlled by RAK ICC.

#### RAK ICC Rights

- a) RAK ICC shall have the right to inspect each use of the Logo, and, at its sole discretion, require modification and/or immediate removal of the Logo from any materials (whether in digital form and/or printed media).

b) RAK ICC may, at any time, require that you immediately cease all further use of the Logo, and at RAK ICC’s option, return to RAK ICC or destroy or delete all materials bearing the Logo, or, at RAK ICC option, take all reasonable measures to ensure the removal of the Logo and any copies of the Logo in circulation. Upon such notice, any rights to the Logo granted hereunder shall immediately cease and without further act or instrument revert to the Logo.

### **Limitation of Liability**

Under no circumstances whatsoever, will RAK ICC be liable for any accidental, indirect, special, or punitive damages that may arise as a result of your use or inability to use the Logo, including but not limited to the loss of income or expected profits, loss of reputation, loss of business, loss of data, computer malfunction, or any other damages.

### **Termination**

RAK ICC reserves the right, in its sole discretion, to restrict, suspend or terminate your permission to use the Logo at any time for any reason without prior notice or liability. Except as otherwise expressly stated in these Policy, RAK ICC shall not be liable to you or to any third party for any modification, termination, suspension or discontinuation of the Logo.

### **Accepted and Acknowledged by:**

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Date:

# RAK ICC Corporate Identity Guidelines



# 1.0 Introduction

Our goal at the RAK International Corporate Centre is to become the leading hub for international businesses 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.



# 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.

## 2.1 RAK International Corporate Centre Logo



Standard Logo



Minimal Logo

## 2.2 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 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.



## 2.3 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 'R' from the logo. Nothing should appear within this space on any application.

For print, the minimum size for the regular logo is 15 mm width.



## 2.4 Things to Avoid



Do not place the logo on any background that makes it illegible!



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 change the positioning of any part of the logo!



Do not change the colour of 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 International Corporate Centre 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 CMYK colour swatches for colour matching on press.

# 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 DAXCompact Font Family

### DAXCompact-Light

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.

### DAXCompact-Regular

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

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

## 3.2 Arabic Font Family - GE SS

### GE SS UltraLight

أ 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

أ 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.

# 4.0 Colour Palette

The colour palette is another important recognition-building tool for RAK International Corporate Centre.

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

### RAK ICC - Primary 1

#### Printing

CMYK: 32% 37% 0% 40%

#### Web/Screen

RGB: 120, 111, 144

Hexadecimal: #786f90

### RAK ICC - Primary 2

### RAK ICC - Primary 2

#### Printing

CMYK: 0% 19% 52% 10%

#### Web/Screen

RGB: 235, 198, 131

Hexadecimal: #eac683

#### Printing

CMYK: 32% 37% 0% 10%

#### Web/Screen

RGB: 171, 156, 195

Hexadecimal: #ab9cc3

#### Printing

CMYK: 0% 0% 0% 80%

#### Web/Screen

RGB: 88, 88, 90

Hexadecimal: #58585a

The RAK International Corporate Centre colours should always be present on the front of communications materials.

There are four primary RAK ICC colours, which are used mainly for the logo.

For all print, presentations, flyers, etc., the colours should reflect their CMYK values.

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

## 4.2 Secondary Colour Palette

### RAK ICC - Secondary 1

#### Printing

CMYK: 25%, 33%, 12%, 10%

#### Web/Screen

RGB: 186, 166, 185

Hexadecimal: #b9a5b8

### RAK ICC - Secondary 2

#### Printing

CMYK: 9%, 24%, 370%, 10%

#### Web/Screen

RGB: 217, 187, 156

Hexadecimal: #d9bb9c

The secondary palette should be used more sparingly.

Secondary 1 is used for introductory copy, headings and body copy.

Secondary 2 is used for special high-lighting purposes.

Secondary 3 is used for lined elements (e.g. tables) and less important text parts like footnotes and similar.

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

The colour reproductions of the marks in this document are not accurate. Do not use this document for colour matching.

### RAK ICC - Secondary 3

#### Printing

CMYK: 0%, 0%, 0%, 65%

#### Web/Screen

RGB: 124, 126, 128

Hexadecimal: #7c7e80



RAK International Corporate Centre - Government of Ras Al Khaimah

+971 7 207 7177    info@rakicc.com    www.rakicc.com