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dna
BRANDING SOLUTIONS

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under the microscope



The foundation of a brand determines its success. By understanding exactly what a brand is composed of we ensure that it receives the suitable and adequate dosage of handling to thrive in any market.

AGA DNA Branding Solutions doesn't just manage a brand. We delve into the very structural make-up of a brand, dissecting it to its absolute core and sourcing that key gene that sets each brand apart – its unique genetic code. Only then can we begin treating and building a brand to its optimal prime.

the 4A's effect

This world revolves around everything primary. First place, podium finishes... no one cares for what follows.

The same is said about brands. People respond to the biggest and best and to get to that number ONE position you need an approach that is borne from 4A's thinking.



our branding approach





our work

c.i. standards

al ain zoo & sub-brands



A PRESENTATION BY



a division of:



AL AIN ZOO VISUAL IDENTITY LOOK & FEEL

The Al Ain Zoo logo is a visual combination of what Al Ain as a place and Al Ain Zoo as a destination stands for:

The abundance of date trees and the proposed national tree – the Ghaf tree, a valuable part of the UAE heritage, are symbolic representation of Al Ain, which is literally translated as "The Spring" and is also known as the Garden City due to its lush greenery.

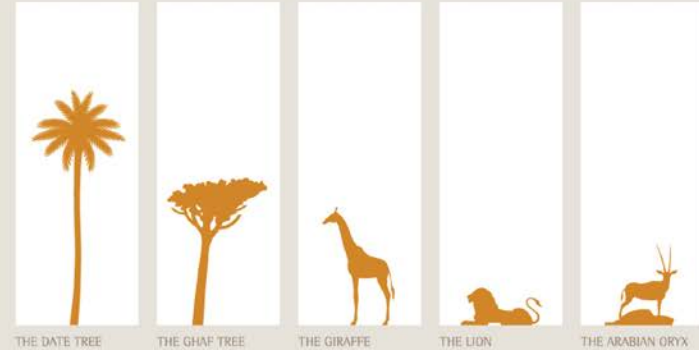
The Zoo is represented by three prominent animals: the long neck of the giraffe for example, symbolizes "striking our necks out" in terms of making connections within family, community, business, creative endeavors and more.

The lions, as one might imagine, primarily symbolizes strength. The fact that it is a nocturnal creature means that the lion is a symbol of authority and command over subconscious thought as in a state of dream.

The Arabian oryx, a native of the desert, with long and straight horns represent a great leader. It also represents Al Ain Zoo's commitment and support to promote a worldwide campaign to raise awareness about saving threatened and endangered species and is also an active player in efforts to prevent the extinction of many of these same animals and is a part of numerous partnerships and programmes – both in the UAE and overseas.

AL AIN ZOO LOGO VISUAL ELEMENTS

THE AL AIN ZOO LOGO VISUAL ELEMENTS



THE AL AIN ZOO LOGO

A soft, round cornered frame that symbolizes the cage-free natural habitat concept of the Al Ain Zoo binds both the iconic symbols and the Arabic (أ) English corporate names to indicate the well defined structure of Al Ain Zoo.

The logo is the most visible element of our identity. It is our universal signature.

Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.



THE AL AIN ZOO LOGO

The logo is the primary identification tool for our brand. Shown here is the grid that forms the basic construction of the Al Ain Zoo signature symbol. The corporate symbol elements that make up the logo must not be separated at any time.

Always use the supplied master artworks.

- Al Ain Zoo corporate logo
- a. corporate symbol
 - b. corporate name
 - c. corporate frame



PROTECTING THE AL AIN ZOO LOGO

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

The protection zone is designed to ensure that the logo type is not obscured by the typography or other graphic elements. The graphic system shows how the clear space is indicated on this page.

Always use the supplied master artworks.

Special case exceptions can be considered by contacting Al Ain Zoo Corporate Branding team.



AL AIN ZOO LOGO MINIMUM SIZE

Shown here is the set minimum size to allow the Al Ain Zoo logo to maintain clarity and legibility.

Always use the supplied master artworks.

Special case exceptions can be considered by contacting Al Ain Zoo Corporate Branding team.



AL AIN ZOO LOGO VERSIONS

Shown here is the approved use of the AGA ADK. See master logo artworks for pantone™, cmyk, rgb, greyscale and mono versions of the master logo.

Always use the supplied master artworks.



Special case exceptions can be considered by contacting Al Ain Zoo Corporate Branding team.

AL AIN ZOO VISUAL IMAGERY

Imageries should reflect the vision of the late Sheikh Zayed for Al Ain Zoo.

Our Vision
To become pioneers in **harmonious living with wildlife and nature.**

Our Mission
To become the pride of our community by providing sustainable, **world-class destinations, where cultures, people and wildlife live in harmony and mutual respect.** This will be achieved through innovative ideas, operational excellence and strategic partnerships.

The choice of images should therefore tell a story, meaningful and heart warming.



The Orange is a power color, it is very stimulating, active, cheerful and sociable. It is one of the healing colors. It is said to increase the craving for food. It also stimulates enthusiasm and creativity. Orange means vitality with endurance. While gray is the true neutral color. Its energy imparts void, emptiness, lack of movement, emotion, warmth and identifying characteristics. Because of this, gray can be restful. Gray can have a cooling effect when placed next to other more vibrant colors. It has a stabilizing effect, making vibrant colors stand out while muting their vibration. This two earth colour combination not only symbolizes vibrance and conservatism, but also represents the beautiful, warm colour shades of the vast desert landscape.

Shown here are the permitted colour options for reproduction purposes. No other colour palette is permitted with use of the logo.

Always use the supplied master artworks.

AL AIN ZOO CORPORATE COLOURS

THE AL AIN ZOO PRIMARY COLOURS

Colours are key identifiers of the Al Ain Zoo brand. The Primary Colours used in the Identity are the "Al Ain Zoo Orange" and the "Al Ain Zoo Gray".

The Primary Colours act as an important identifier to help distinguish the Al Ain Zoo brand and should always match an appropriate Pantone® Reference colour. Whenever possible, reproduction of the Al Ain Zoo colours should be in Pantone® Reference (single colour) for print work. If this is not possible, use the CMYK values listed. For screen based work, website, PowerPoint® presentations etc. use RGB or Hex Values provided.



Al Ain Zoo Orange Pantone® 153 C			
C = 0	M = 46	Y = 100	K = 10
R = 191	G = 105	B = 15	
Hex = #E69A00			

Al Ain Zoo Gray Pantone® Warm Gray 10 C			
C = 0	M = 14	Y = 28	K = 55
R = 116	G = 108	B = 99	
Hex = #766663			

THE AL AIN ZOO IN BLACK & WHITE



THE AL AIN ZOO TIER ONE - COLOUR PALETTE

The Tier One Colour Palette is primarily used for general public facing collateral. It is an upbeat and positive palette describing the brand and representing the diverse activities within Al Ain Wildlife Zoo.

The colours have been selected for their vibrancy to reflect the Al Ain Zoo's values of happiness, learning, innovation and sustainability. The colours can be used as a colour language to define key sections of the development or to describe the AWPR as a collection of entities working together in harmony. They can be used in conjunction with the Tier Two Colour Palette, if required.

The Tier One Colours act as an important identifier to help distinguish the Al Ain Zoo brand and should always match an appropriate Pantone® Reference colour. Whenever possible, reproduction of the Al Ain Zoo colours should be in Pantone® Reference (single colour) for print work. If this is not possible, use the CMYK values listed. For screen based work, website, PowerPoint® presentations etc. use RGB or Hex Values provided.



THE AL AIN ZOO TIER ONE - COLOUR WHEELS

The Tier One Colour Palette, is a selection of complementary colours and can be grouped in a variety of ways. Any 3 adjacent colours on the outside of the wheel will work well together in harmony and will always complement the core colours found on the inner circles. Alternatively, any two colours found across the wheel from one another are complementary. With one colour used as the dominant scheme, the other colour will enhance the effect.

As often as possible the primary Al Ain Zoo colours found on the inner circles should be used.



*P stands for Primary colour and "T" stands for Tier colour



THE AL AIN ZOO TIER TWO – CORPORATE COLOUR PALETTE

The Tier Two Palette is used for corporate public facing collateral. This palette has been developed to serve the institutional needs of the Al Ain Zoo. It is a more sophisticated, subtler palette describing the more commercial aspects of the brand, though it can also be used in conjunction with the Tier One Palette. It has been developed based on the values of Credibility and Trust, Quality and Respect.

This palette has been created with the Corporate Brochure in mind. Its primary use should be in material which describes the Al Ain Zoo as one entity rather than the sum of its parts.

The Tier Two Colours act as an important identifier to help distinguish the Al Ain Zoo brand and should always match an appropriate Pantone® Reference colour. Wherever possible, reproduction of the Al Ain Zoo colour should be in Pantone® Reference colour for print work. If this is not possible, use the CMYK values listed. For screen based work, website, Powerpoint® presentations etc. use RGB or HEX values provided.

	Pantone® 124 C C = 0 R = 236 Hex = #F9A000 M = 28 G = 172 Y = 200 B = 0 K = 6		Pantone® 4085 C C = 0 R = 84 Hex = #4D2224 M = 31 G = 45 Y = 100 B = 35 K = 77
	Pantone® 1796 C C = 0 R = 211 Hex = #D3222A M = 94 G = 24 Y = 200 B = 62 K = 0		Pantone® 502 C C = 10 R = 137 Hex = #602000 M = 0 G = 126 Y = 100 B = 0 K = 46
	Pantone® 491 C C = 0 R = 123 Hex = #703136 M = 79 G = 49 Y = 100 B = 54 K = 52		Pantone® 2435 C C = 100 R = 0 Hex = #004031 M = 0 G = 70 Y = 81 B = 49 K = 56
	Pantone® 7502 C C = 0 R = 212 Hex = #402E5F M = 6 G = 171 Y = 35 B = 148 K = 10		Pantone® 295 C C = 100 R = 0 Hex = #00202F M = 37 G = 46 Y = 0 B = 95 K = 40
			Pantone® 2627 C C = 37 R = 67 Hex = #43105E M = 100 G = 12 Y = 0 B = 84 K = 31

THE AL AIN ZOO TIER TWO – COLOUR WHEELS

The Tier Two Colour Palette, is a selection of complimentary colours and can be grouped in a variety of ways.

Any 3 adjacent colours on the outside of the wheel will work well together in harmony and will always complement the core colours found on the inner circles.

Alternatively, any two colours found across the wheel from one another are complementary. With one colour used as the dominant scheme, the other colour will enhance the effect.

As often as possible the primary AWPR colours found on the inner circles should be used.

	P		T		P
	P		T		P
	P		T		P
	P		T		P
	P		T		P
	P		T		P
	P		T		P
	P		T		P
	P		T		P

"P" stands for Primary colour and "T" stands for Tier colour



Most fonts fit into two basic categories - serif and sans serif. Experts disagree on exactly which fonts are best for readability and legibility, but they do agree on a few things:

Legibility vs. readability

Legibility is concerned with the very fine details of typeface design, and in an operational context this usually means the ability to recognise individual letters or words. Readability however concerns the optimum arrangement and layout of whole bodies of text:

An illegible type, set it how you will, cannot be made readable. But the most legible of types can be made unreadable if it is set to too wide a measure, or in too large or too small a size for a particular purpose.

AL AIN ZOO CORPORATE TYPOGRAPHY

AL AIN ZOO CORPORATE TYPOGRAPHY

The Rotis font family is to be used for all Al Ain Zoo English language communication materials.

AaBb
AaBbCcDdEeFf
AaBb
AaBbCc

Rotis
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()

AL AIN ZOO STATIONERY DESIGN

BUSINESS CARD

4 colour + 1 special (spot UV)
offset printing



LETTERHEAD

4 colour + 1 special (spot UV)
offset printing



ENVELOPES

4 colour + 1 special (spot UV)
offset printing



COMPLIMENTARY SLIP

4 colour + 1 special (spot UV)
offset printing



NOTE PAD

4 colour offset printing
Ghost image will be
8% tint of Pantone 153C



CD / DVD HOLDER & STICKER

4 colour + 1 special (spot UV)
offset printing



POST-IT STICKY NOTE

4 colour offset printing
Ghost image will be
8% tint of Pantone 153C



AL AIN ZOO COLLATERAL DESIGN

BROCHURE



4 colour + 1 special (spot UV)
offset printing

BROCHURE



4 colour + 1 special (spot UV)
offset printing

BROCHURE



4 colour + 1 special (spot UV)
offset printing

BROCHURE



4 colour + 1 special (spot UV) offset printing

BROCHURE



4 colour + 1 special (spot UV) offset printing

BROCHURE



4 colour + 1 special (spot UV) offset printing



FLYER



4 colour + 1 special spot UV
offset printing

T-SHIRT

Silk screen printing



CAP AND SUN-VISOR

Embroidery

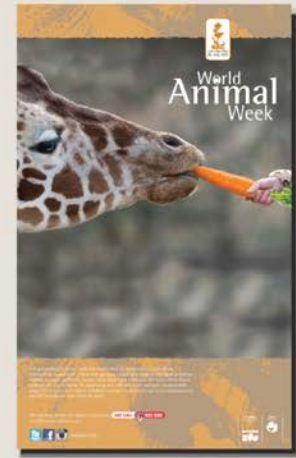


AL AIN ZOO
PRINT AND
OUTDOOR

HALF PAGE AD
Newspapers



FULL PAGE AD
Magazines



MUPI



BILLBOARD





thank you