



**DIGITAL
ASSETS
OASIS**

B R A N D I D E N T I T Y G U I D E L I N E S

rakdao.com

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Our purpose

**The free zone of the future,
for companies of the future.**

Our mission

Proudly located in the **Emirate of Ras Al Khaimah** and **supported** by its business-friendly infrastructure, progressive policies, and an international lifestyle offering.

We are the free zone designed specifically to **support & encourage** digital and virtual asset companies. We have created a **tailor-made business eco-system** where companies have everything they need to **imagine, create, execute and thrive.**

Our values

We are... brave

We dare to dream like the companies we work with

We are... bespoke

We are designed specifically for virtual and digital asset companies

We are... brilliant

We focus on what could be, not what is.

Our positioning

Audience

For the game changers, we are the free zone created specifically to support and inspire pioneering digital and virtual asset companies.

Category

Problem our brand solves for audience

Our free zone eco-system is purpose-built, meaning we are designed specifically for the unique needs of your company. At RAK Digital Assets Oasis, you have everything you need to imagine, create and succeed.

Benefit brand gives audience

Benefit brand gives audience

Located in Ras Al Khaimah, UAE, which not only has a robust digital and virtual asset legislative framework, but is the adventurous Emirate with mountains, sandy beaches, green mangroves and outdoor lifestyle, for those who not only want to work and live but thrive too.

Brand Archetype

Brand archetypes are based on Swiss psychologist Carl Jung's theory that humans have a basic tendency to use symbolism to understand the world.

Jung identified 12 archetypes, each with distinct characteristics, values, attitudes and behaviour.

The branding industry has applied these archetypes to brands.

As archetypes represent all personalities then they are both your customer and your brand.

The trick is to identify your customer's personality, then align your brand with the archetype that would most appeal to a desire within your customer (They are often the same but not always).

Primary Archetype

RAK DAO Core Archetype Today

The Creator

The Creator is a dreamer and a doer; the Creator archetype is innovative, inspiring, and original. They're deeply driven idealists who will tirelessly pursue their vision in hopes of creating change. They're not afraid to go against the grain - in fact, they pride themselves on their originality and out-of-the-box ideas.

Creators dare to imagine a better future and pursue it with passion and innovation.

They take pride in their work as they consider it a form of self-expression.

Creator brands may come across as lofty, disruptive and sometimes crazy to others.

Promise: innovation

Voice: inspirational, daring and provocative

Motivators: creation, self-expression, originality, ideation and uniqueness

This represents us, our USP and how we benefit our audience.

Secondary Archetype

RAK DAO Secondary Archetype

The Explorer

The Explorer wants the freedom to forge a unique path and focus on self-discovery and the meaning of life. Although one to criticize the establishment, Explorer brands would rather venture down their own path than put up a fight (as the Hero or Outlaw type might).

Just as Explorer brands crave freedom, they also strive to help others feel free. They are pioneering and often offer products and services that appear unyielding or rugged.

Their goal is to live an exciting and fulfilling life by taking the road less travelled.

Promise: freedom

Voice: exciting, fearless, daring

Motivators: adventure, liberation, to prove their worth through courage and determination

This represents our target audience, and their attributes. It also represents RAK as an Emirate and ties in nicely with RAK's positioning of "Work. Live. Explore."

Summary

Purpose:

The free zone of the future, for companies of the future.

Mission: . Proudly located in the Emirate of Ras Al Khaimah and supported by its business-friendly infrastructure, progressive policies, and an international lifestyle offering.

We are the free zone designed specifically to support & encourage digital and virtual asset companies. We have created a tailor-made business eco-system where companies have everything they need to imagine, create, execute and thrive.

Beliefs/Personality:

Brave

Bespoke

Brilliant

Archetypes:

The Creator

The Explorer

For the game changers, we are the free zone created specifically to support and inspire pioneering digital and virtual asset companies.

Our free zone eco-system is purpose-built, meaning we are designed specifically for the unique needs of your company. At RAK Digital Assets Oasis, you have

everything you need to imagine, create and succeed. Located in Ras Al Khaimah, UAE, which not only has a robust digital and virtual asset legislative framework, but is the adventurous Emirate with mountains, sandy beaches, green mangroves and outdoor lifestyle, for those who not only want to work and live but thrive too.

Tone of Voice



It's not what you said,
it's the way you said it.

Why is how **we write** important?

We communicate in three ways;
how we look

(visual identity), how we talk
(verbal identity), and how we act
**(experience we deliver across all
touch point).**

How we speak is just as important
as how we look and act.

Builds connection

It expresses our personality
and helps create an emotional
connection with digital and
virtual asset companies.

Establishes trust

If something feels familiar, we
are more likely to trust it. A
consistent tone helps create
trust.

Differentiates us

It helps us stand out from the
crowd.

Builds loyalty

People don't remember what
you say or what you do, they
remember how you made them
feel.

Our personality principles

We are... brave

We dare to dream like the companies we work with.

We are... **bespoke**

We are designed specifically for digital and virtual asset companies.

We are... brilliant

We focus on what could be, not what is.

How they translate into **our voice**

Brave



Hopeful

We express our ideas with a dynamic and positive tone.

Bespoke



Clear

We speak in a clear manner which is easy to understand for digital & virtual asset companies.

Brilliant



Purpose-driven

We speak with focus and use human stories, insights and facts to reinforce our points.

Hopeful

We express our ideas with a dynamic and positive tone.

What it means in our writing:

Our excitement for and commitment to digital and virtual asset innovation is in everything we do.

- Make sentences positive, not negative.
- Use active not passive sentences, “Click here to register now” (active) v “Click here to be registered.” (Passive)
- Use present and future tenses, ‘We will’ not ‘We have been’. It creates an active voice and helps avoid sounding indirect or vague.
- Avoid using adverbs as they weaken what we say, use strong verbs and adjectives

instead. ‘Our eco-system is robust!’ (adjective) v ‘Our eco-system is designed robustly’ (adverb).

What we mean:

Bold, proactive, curious

What we don’t mean:

Overpromising, unrealistic, fake.

- Use exclamation marks sparingly and only when they make sense.
- Avoid qualifiers like ‘maybe’ or ‘We believe’.
They make us sound unsure.

How we want our reader/listener to feel

Let’s do this!

Excited to start their journey with us.

Clear

We speak in a clear manner which is easy to understand for digital & virtual asset companies.

What it means in our writing:

We don't speak in jargon or catch phrases. We speak like partners, we have open, honest conversations.

- Know what you want to say before you say it.
- Every word matters. Make sure every word is there for a reason.
- Cut it short. Keep content as short as possible. Edit, delete, cut and edit again.
- Use everyday speech E.g., get, not purchase.
- Use industry relevant jargon and acronyms if they are widely used and understood, e.g, Altcoin, DApp, DeFi.
- Speak like a person. E.g., "Hey Khaled", not "Dear Mr Khaled"
- Use "you" and "we", not "Sir" or "Madam".

What we mean:

Clear, straight-forward.

What we don't mean:

We don't sacrifice understanding for simplicity.

- Use an active-voice that reflects the outcome. E.g., Register here
- Avoid vague, non-actionable text such as "Click here" or "Settings".
- Keep it short and simple. Anything over 15 words in a sentence should be questioned.

How we want our reader/listener to feel

Got it - no further questions.

Purpose-Driven

We speak with focus and use human stories, insights and facts to reinforce our points.

What it means in our writing:

We are sincere and personally invested, both to the work and our partnerships. We see opportunities in everything we do and we are future-focused.

- Ensure writing feels personal and authentic.
- Use the second person “you” or “we”.
- Write how you speak, not how you write.
- Be as informal as you can be without sacrificing professionalism.
- Back up everything we say with a clear fact and call-to-action.

What we mean:

Authentic, agile, collaborative

What we don't mean:

Offensive, non-sensical, forced.

How we want the reader to feel Like an actual person wrote this.

Common Rules

- We use **British English**, colour, centre, etc. Change your computer settings to British English.
- Our name is **Digital Assets Oasis**. We capitalise every word in our name, and we do not shorten our name to DAO.
- **Capitalise names** (Digital Asset Oasis), people (Sameer), places (Ras Al Khaimah), and acronyms (UAE).
- Format dates like **1 January 2023**. No need for 1st, 2nd etc. Add the day to the front if necessary: Sunday 1 January 2023.
- Using “www” is old school, use digitalassetsoasis.com (lowercase). Or, better yet, just add a clickable link.
- Write for the medium, **don't just copy paste**. E.g., what you say in an email should be rewritten and adapted differently for social.
- Contractions: **it's, they'd, isn't, can't, etc. can make copy faster** and more casual but not always easier to understand. Sometimes, they're ok. **Sometimes they are not**. You decide depending on the context.
- **Use conjunctions freely** to mimic everyday speech and help understanding but be careful not to overuse.
- **Headlines** and subject lines are designed to grab people's attention, and they **work together with visuals**, so normal writing and grammar rules don't have to apply. A headline should only be rejected if it is boring, irrelevant or opposite to our tone.

Always do a final copy check!

Read your work out loud to yourself. Did you find a typo? **OUT LOUD** not our loud.

Rewrite as though you're writing to a friend to make it sound more natural.

Explain to a kid what you want to say. This may help you find a more casual and clear way of expressing your thoughts.

We said it once and we will say it again **CUT IT DOWN**. Fewer carefully chosen words will have more impact than waffling on.



DIGITAL ASSETS OASIS LOGO

The heart, soul, and
centre of our brand
identity.

Our logo is the heart, soul and centre of our brand identity.

It is the first impression you make when you enter a room. It is the memorable imprint you leave stays with our audience.

It is the declaration of who we are that doesn't need words or photographs. It is a promise of reliability, which is why it is vital that it is presented correctly and consistently in every execution.



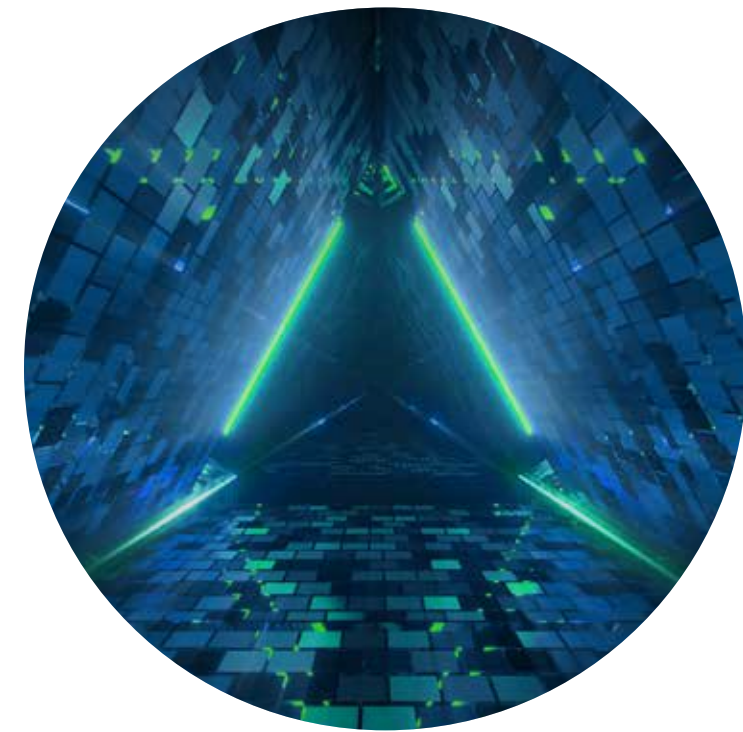
The free zone of the future for companies of the future.

RAK Digital Assets Oasis is the world's first free zone solely dedicated to digital and virtual asset companies innovating in new and emerging sectors of the future.



(HUD) Heads Up Display

+



Colours

+



Blockchain

=



**DIGITAL
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The story behind the logo

The design for this logo was inspired by the futuristic, minimal lines and shapes of HUDs (head-up displays). The colours are commonly found in the world of blockchain and other evolving technology. Together, these eye-catching elements evoke a sense of being at the cutting-edge of innovating.

Primary Lockup | Horizontal Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Rak Digital Assets Oasis icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



Lockup | Assembly

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.



MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 50 PX (H) for print applications and 150px (W) for digital applications.

Colour Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

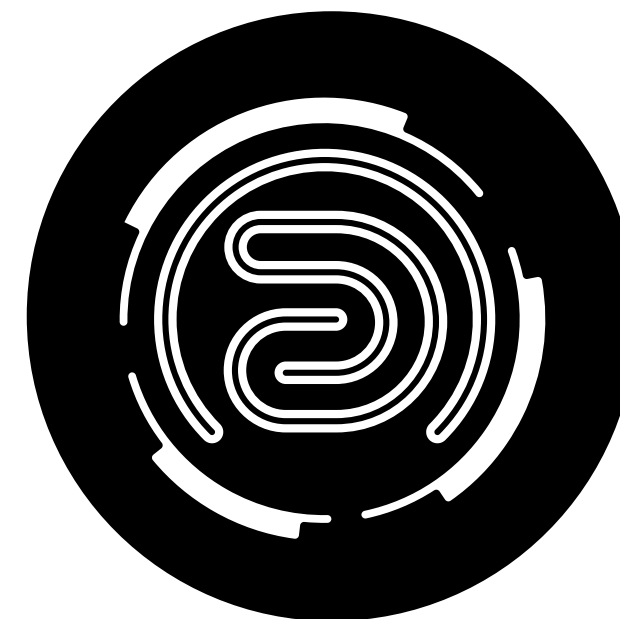
When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

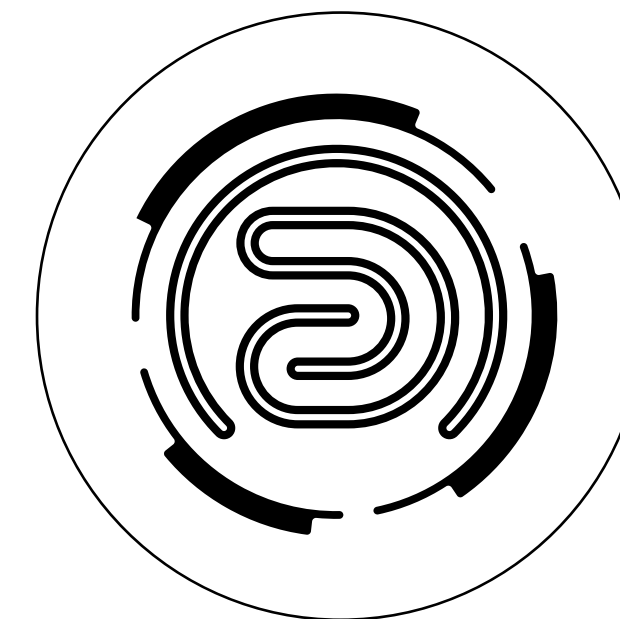
Two-Color, Gradient



Two-Color, Reverse Icon



Reverse Black Icon



Black Icon



2 Color Gradient Icon

Vertical Lockup

Designed specifically to be vertically efficient, the vertical lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.



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Icon- Only Lockup

When space is at an ultimate premium, the icon can be used in place of a full brand logo lockup. When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, an espresso cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce brand recognition. The icon-only lockup should only be used when the primary logo is too complex, too large, or is otherwise unavailable.



Using White & Black

Black and white are vital components to the brand palette. Whenever possible, avoid true black and true white in favor of these subdued tones.

Both white and black are used to define space on the page, on the package, and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.



Logotype | Additional Version

Common Errors



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

DIGITAL ASSETS OASIS

BRAND COLOURS

Color sets us apart & helps to invoke emotion.

Colour sets us apart & helps to invoke emotion. The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colours are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any colour outside of those outlined within this section will be considered unauthorized.

Colour Palette

R 0, G 255, B 175
C 60, M 0, Y 53, K 0
Hex Code: 00ffaf

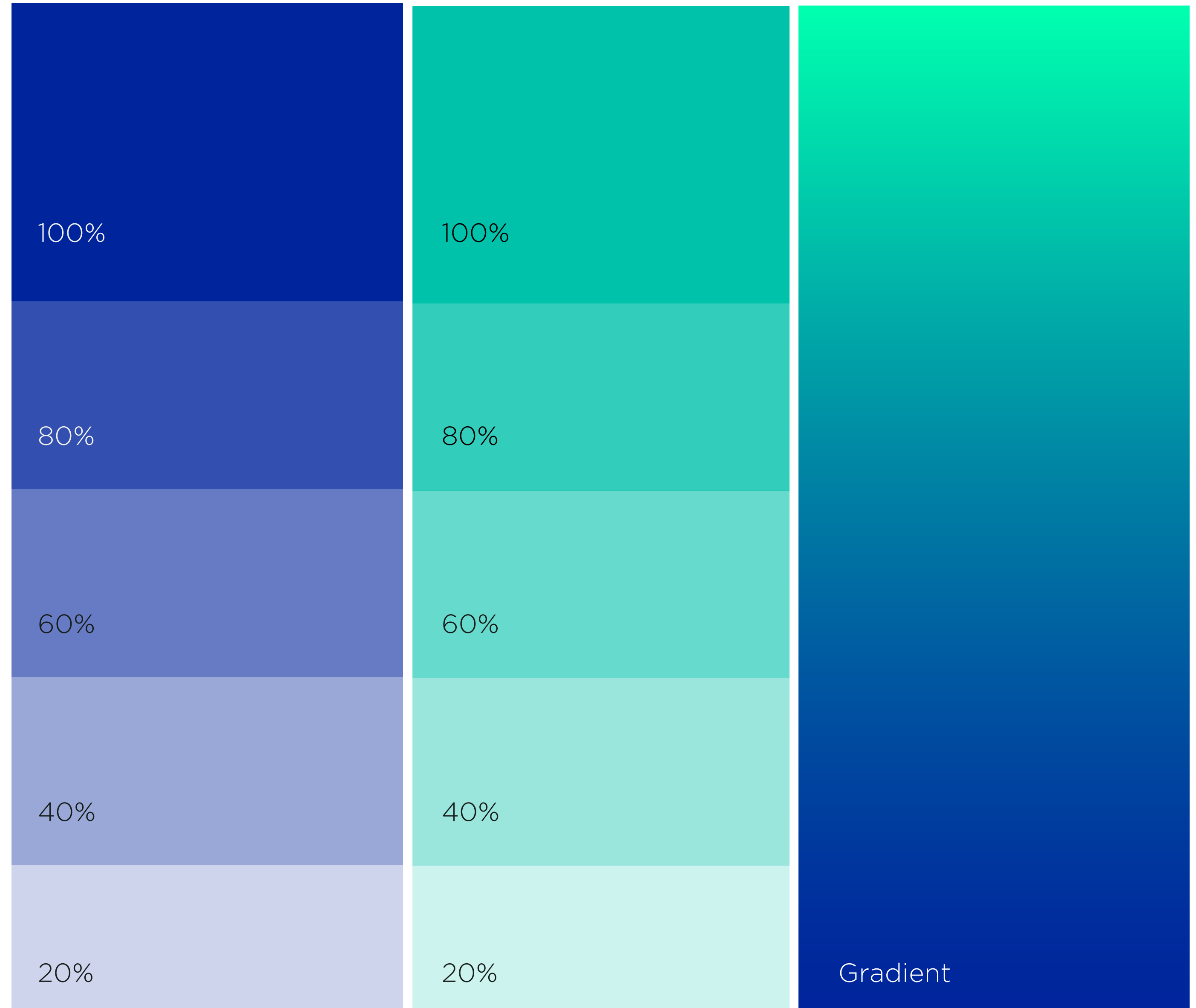
R 0, G 36, B 156
C 100, M 87, Y 11, K 1
Hex Code: 00249c

Gradient

Colour Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

GO

GOTHAM

THAM

GOTHAM

GOTHAM

The typeface we chose for all brand executions.

We are obsessed with the beauty of typography. Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest. This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips. Any typeface not referenced in this section will be considered unauthorized for use.

Gotham is a typeface that was designed by Tobias Frere-Jones in 2000. It is a geometric sans-serif font that is known for its clean, modern, and professional look. The font has a large family with many weights and styles, making it a versatile choice for designers across a range of media. Overall, Gotham is a highly recognizable and widely used font that has become an iconic symbol of modern typography.

Hierarchy | & Weight

Gotham is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Gotham Light aåbcçdðeéffghiîjklmQnñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789º(.,'”-;:!)?&©´°®®†ffi◊™£¢∞§•ªº

Gotham Regular aåbcçdðeéffghiîjklmQnñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789º(.,'”-;:!)?&©´°®®†ffi◊™£¢∞§•ªº

Gotham Medium aåbcçdðeéffghiîjklmµnñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789º(.,'”-;:!)?&©´°π®†≈◊™£¢∞§•ªº

Gotham Bold aåbcçdðeéffghiîjklmQnñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789º(.,'”-;:!)?&©´°®®†ffi◊™£¢∞§•ªº

Weights

Hierarchy | & Weight

GE SS Two is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Gotham 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
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ 1 2 3 4 5 6 7 8 9 0

Gotham Medium

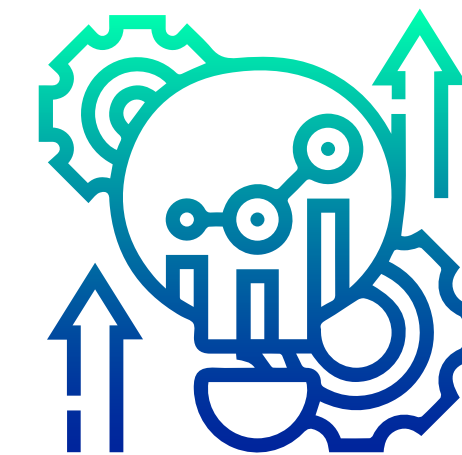
**أ ب ت ث ج ح خ د ذ ر ز
س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ 1 2 3 4 5 6 7 8 9 0**

Iconography **Style**

Iconography is integral part of our company, collaterals, website, and wayfinding.

When it comes to iconography style, we like thick outlines and geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence, ending at a easily recognizable outline.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.



Photography



Photographs: worth more than 1,000 words.

A great photograph can change the entire trajectory of our business. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

Photography Style

Photography is an essential component of brand identity and helps communicate a brand's personality and values to its audience. As such, it's important to define a photography style that aligns with the brand's overall aesthetic and messaging. This style may include specific color palettes, lighting techniques, composition rules, and subject matter. By establishing clear guidelines for photography, a brand can ensure consistency in its visual identity across all marketing channels, from social media to advertising campaigns. Ultimately, a strong photography style can help a brand stand out in a crowded market and establish a deeper connection with its target audience.



Brand Collaterals

**Pre-designed layouts,
crafted with care**

From business cards to packaging, we've created several template files for print and production.

In this section, you will find guidelines on using the accompanying template files for standardized brand collateral.

Most of the specific guidelines, instructions, and details are contained within the template files themselves.

Stationery | Business Card

English Typeface

Business cards are reserved for management and sales roles, and printed on an as-needed bases.

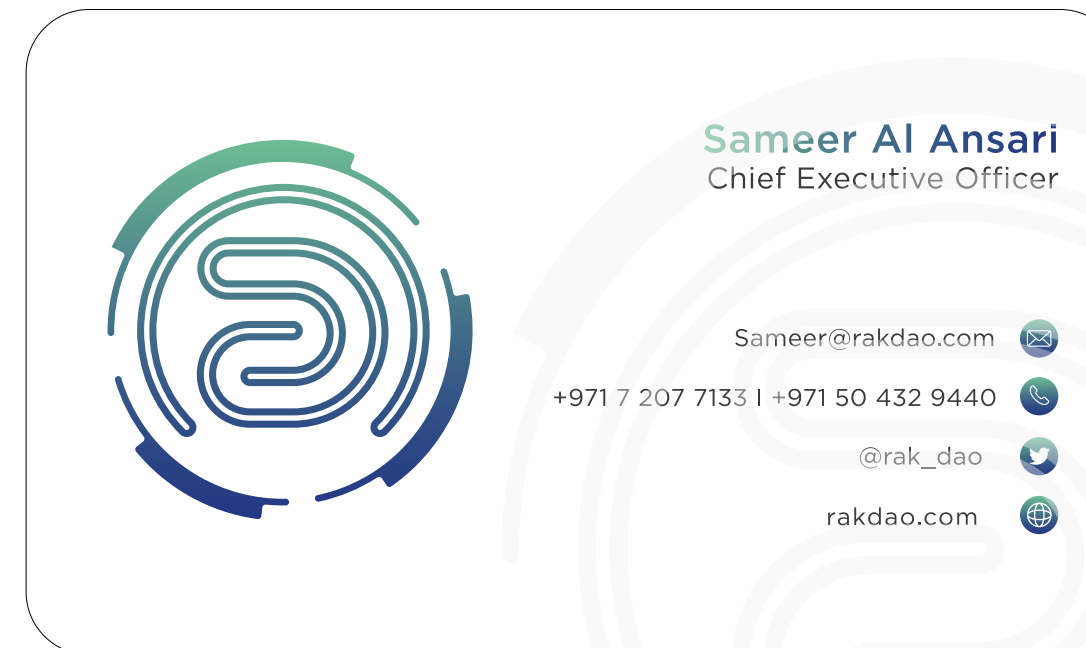
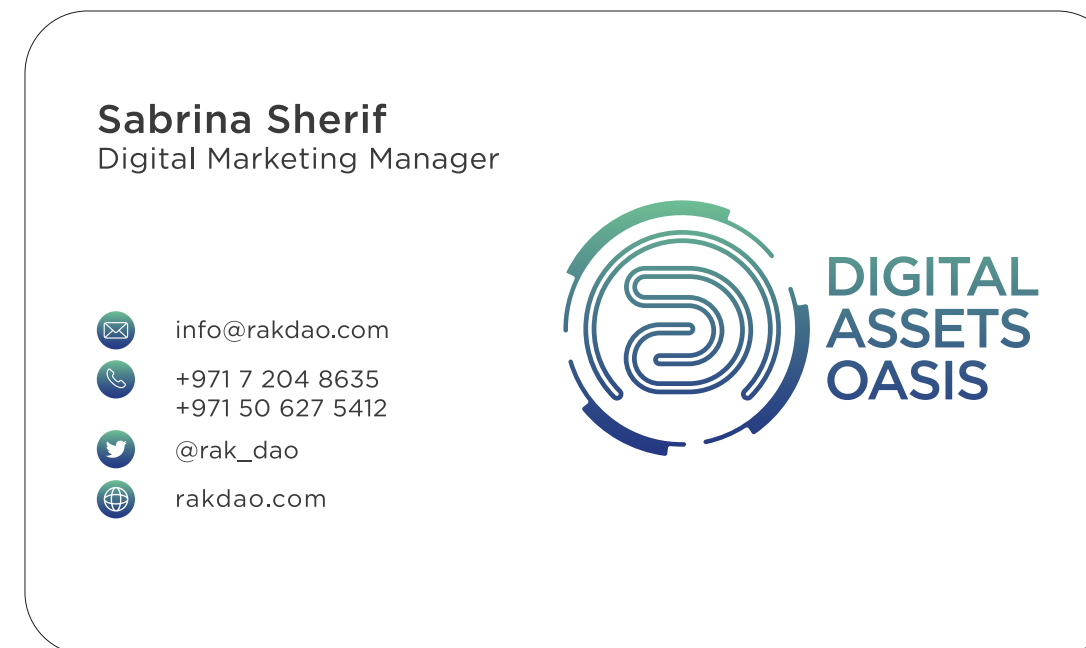
Content on all business cards should follow the included template: nothing should be added or removed.

Size: Standard (8.5 x 5cm)

Paper: Mohawk Strathmore White

Finish: Spot UV or Emboss (Back)

Design 01



Design 02



Duotone

Properties

Hue/Saturation

Preset: Custom

Master

Hue: 0

Saturation: -100

Lightness: 0

Colorize

Gradient Editor

Name: Custom

Type: Solid

Smoothness: 100%

Color: #00249c

Location: 0

Location: 100

Color: #00ffaf

1

2

R 0, G 255, B 175
C 60, M 0, Y 53, K 0
Hex Code: 00ffaf

R 0, G 36, B 156
C 100, M 87, Y 11, K 1
Hex Code: 00249c

Duotone application instruction:
1.) Apply Adjustment Layer under layers palette and choose Hue & Saturation as shown. Saturation slider (-100).
2.) Choose Gradient Editor and change the color to Colour Palette as shown.

Stationery | A4 letterhead Corporate Level

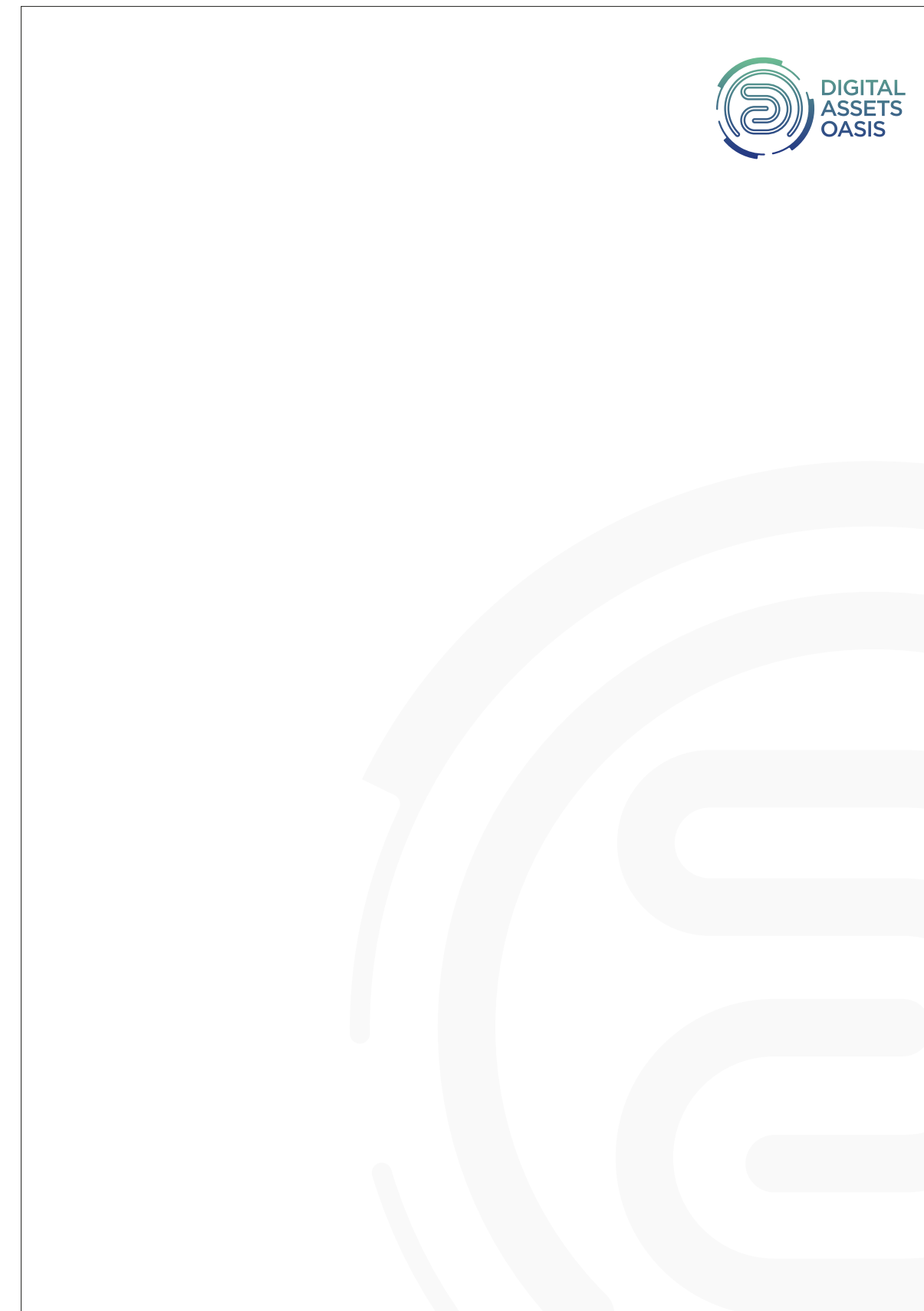
Shown opposite is Digital Assets Oasis letterhead.

Trimmed size

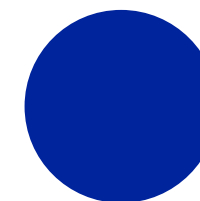
A4 - 210mm x 297mm

Print specifications

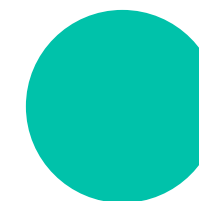
120 GSM Diamond White CX 22.



R 0, G 255, B 175
C 60, M 0, Y 53, K 0
Hex Code: 00ffaf



R 0, G 36, B 156
C 100, M 87, Y 11, K 1
Hex Code: 00249c

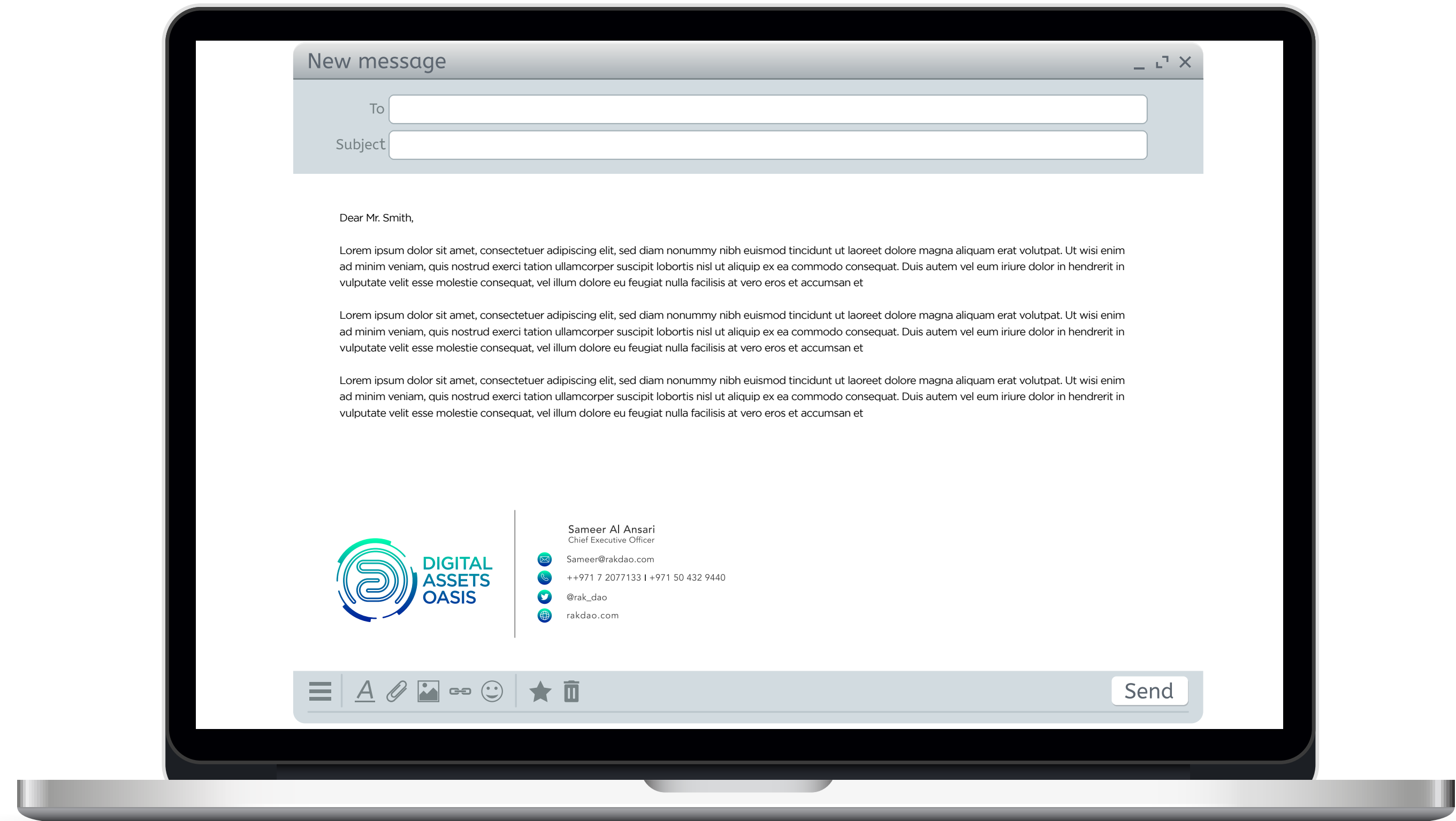


Email | Signatures

Every email comes from Digital Assets Oasis reflects upon the company. Using one simple, branded email signature across the departments helps strengthen Digital Assets Oasis visual identity.

Follow these guidelines to ensure consistent formatting.

1. Do not resize the logo image or change the font colouring of the signature.
2. Do not add anything to the signature file, such as an inspirational quote or additional graphic.
3. Any advertising messages that are to be included in your signature will be provided by Marketing.



Sameer Al Ansari
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- rakdao.com

Social Media Covers



Facebook Cover 640 x 312 px



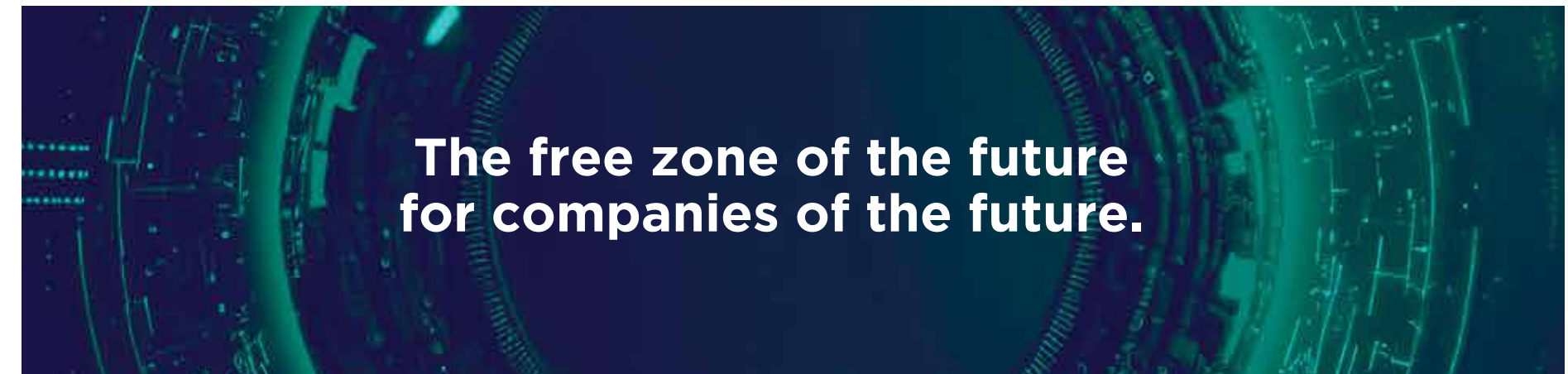
Facebook Cover 820x 360 px



TwitterCover 1500x 500px



TwitterCover 1500x 500px



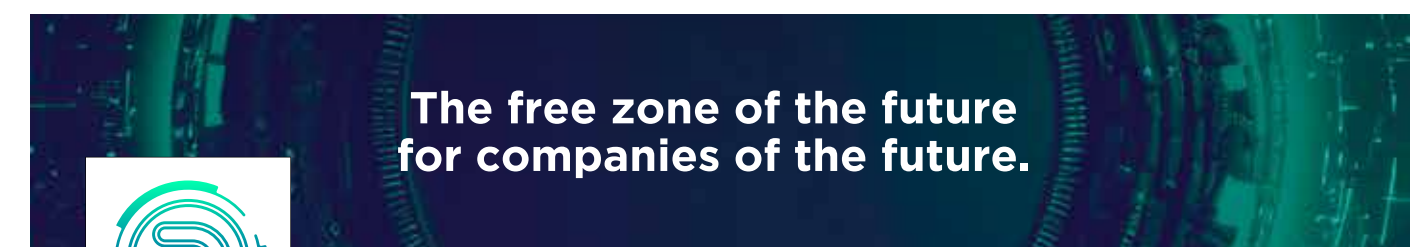
TwitterCover 1500x 360px



LinkedIn Cover 1584x 396px



LinkedIn Profile 315x 315px

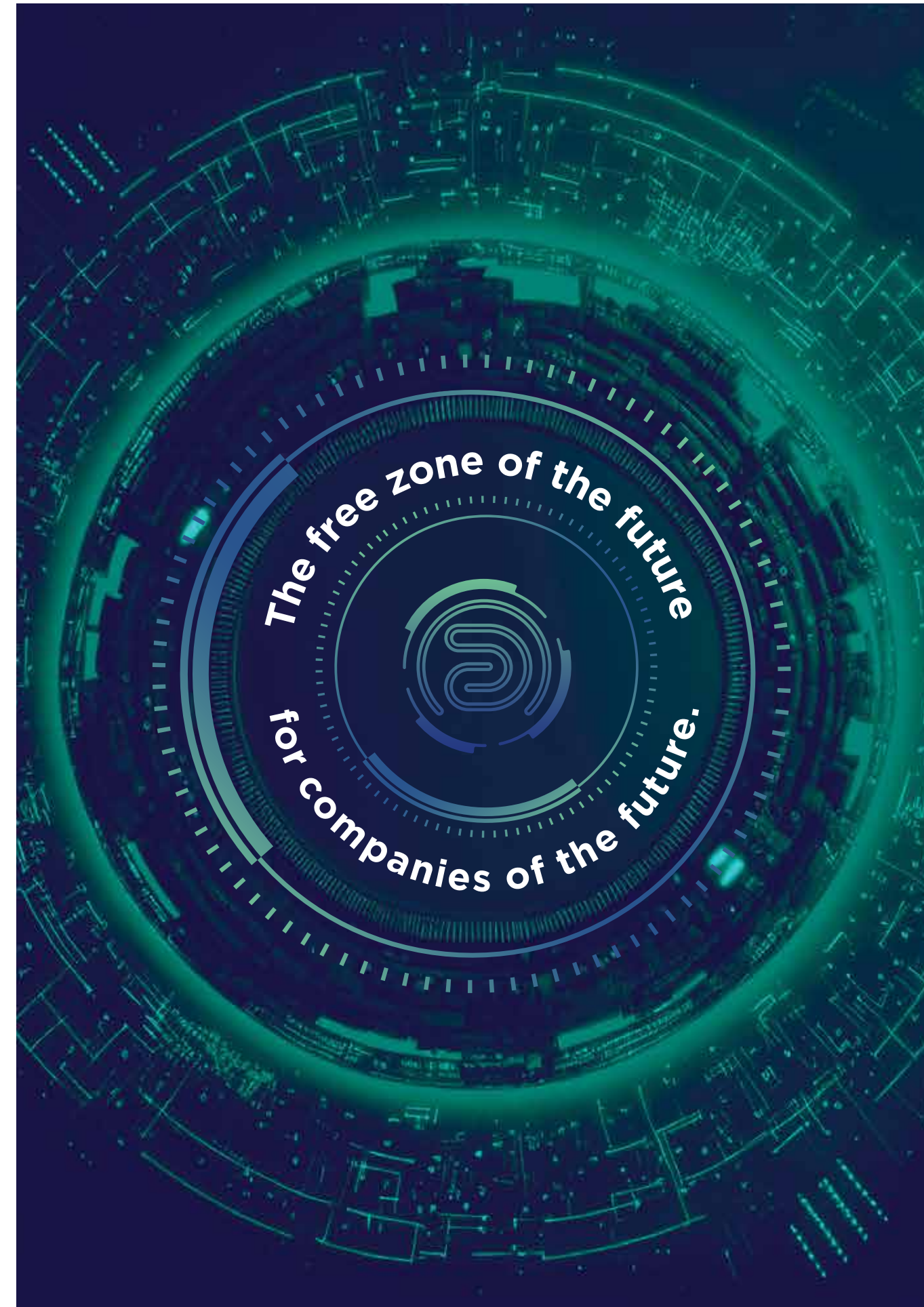


LinkedIn Cover 1128x 191px



LinkedIn Profile 165x 165px

Front & Black Flyer



DIGITAL ASSETS OASIS

The free zone of the future for companies of the future.

257,9386

125,2541

125,2541

Discover RAK Digital Assets Oasis, a purpose-built, innovation-enabling regulated free zone.

Operate with confidence and transparency in a free zone created to serve the companies of the future.

Unlock your potential with the first-ever free zone dedicated to digital and virtual asset companies.

Launching in Q2 2023

RAK Digital Assets Oasis is the world's first free zone solely dedicated to digital and virtual asset companies innovating in new and emerging sectors of the future.

SCAN ME

rakdao.com

Operate with confidence in a regulated free zone purpose-built for the metaverse, blockchain, gaming, NFTs, DAOs, DApp, and other Web3-related businesses.

✉ info@rakdao.com | ☎ +971 7 2077133 | 🐦 @rak_dao

Front & Black Flyer



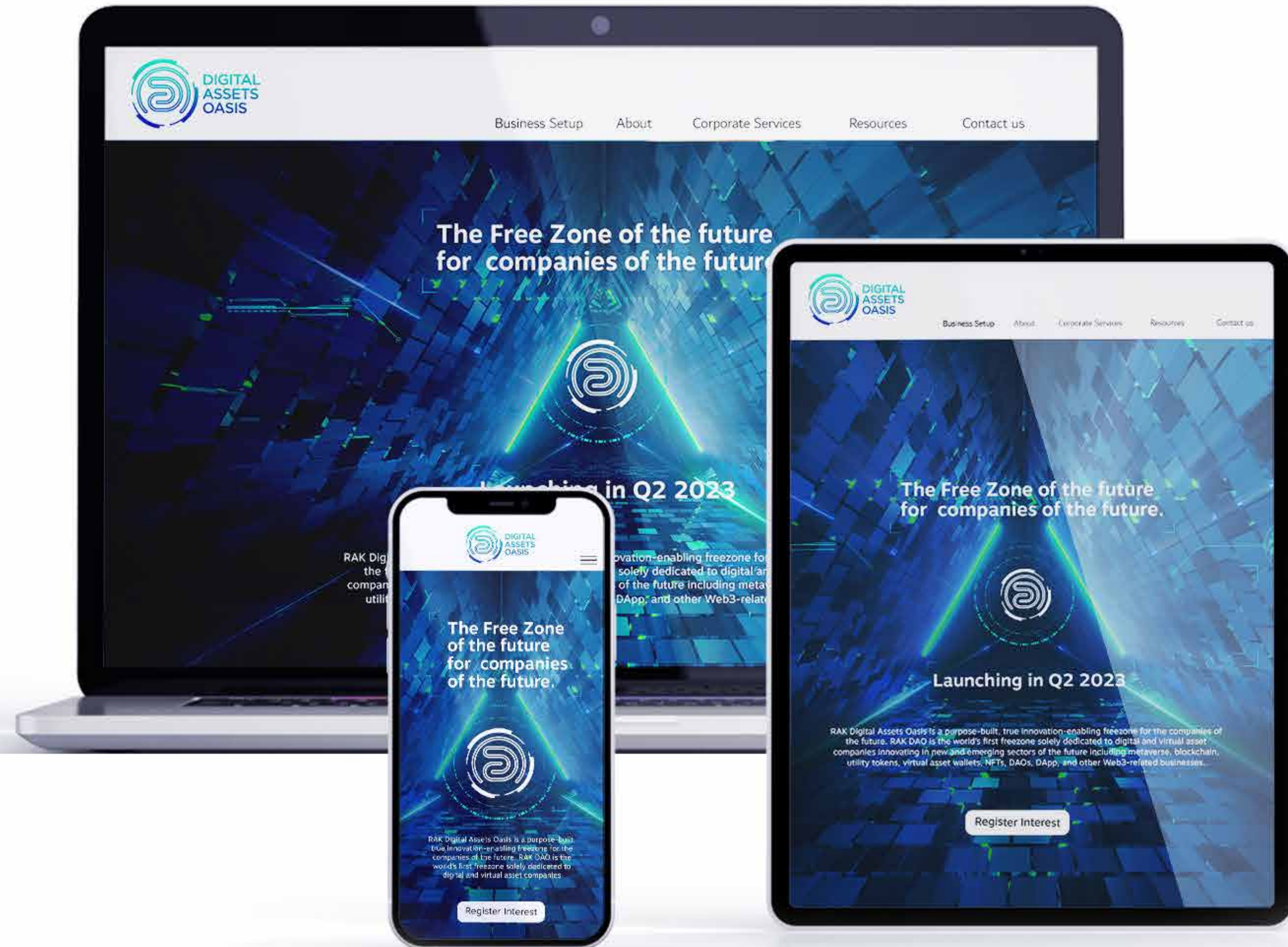
Digital Media | HTML Emailer

To the right is the sample to illustrate the template of the HTML email. There is flexibility to include an image only version, a text/information version or combination of both.

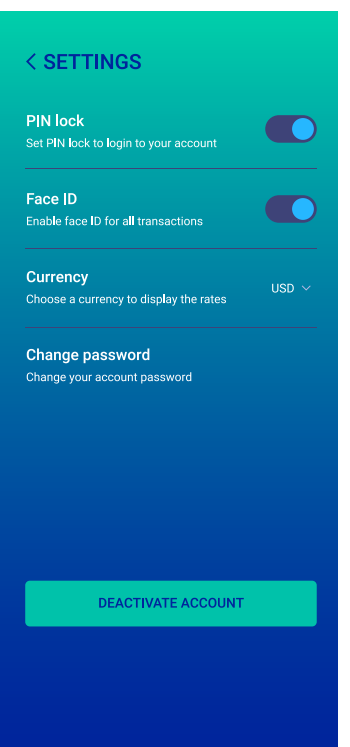
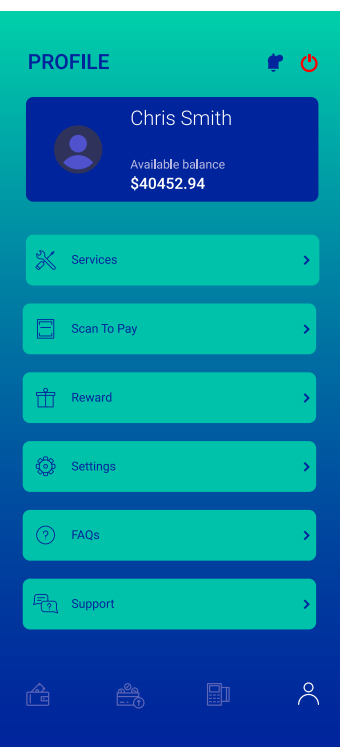
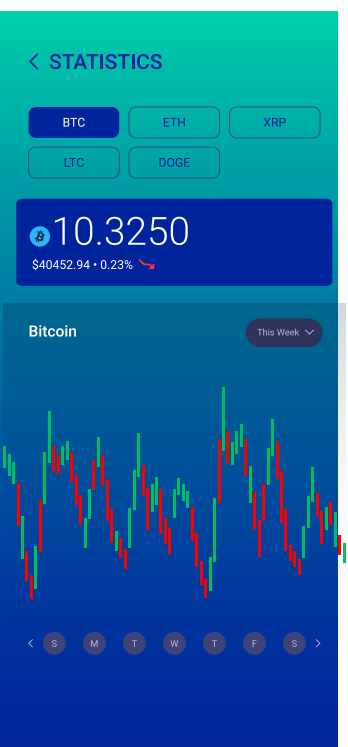
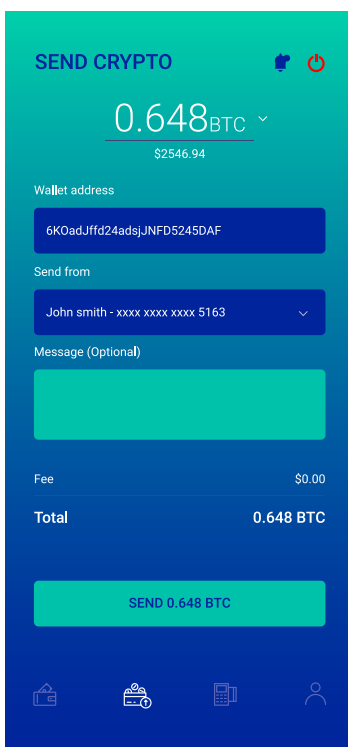
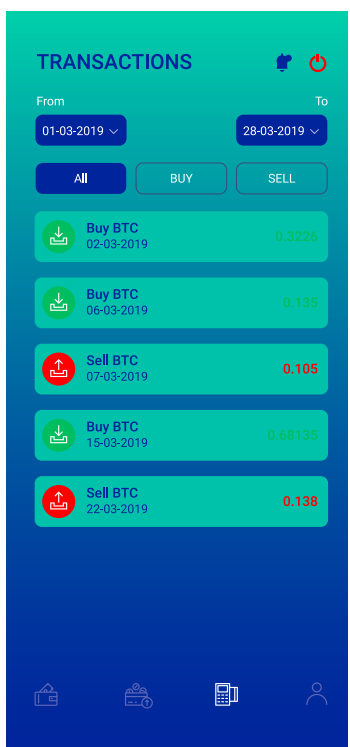
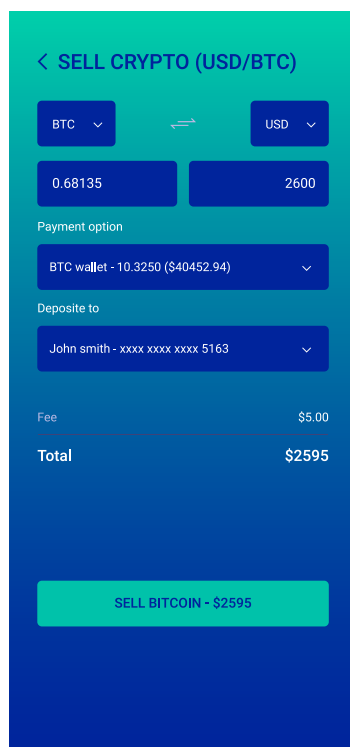
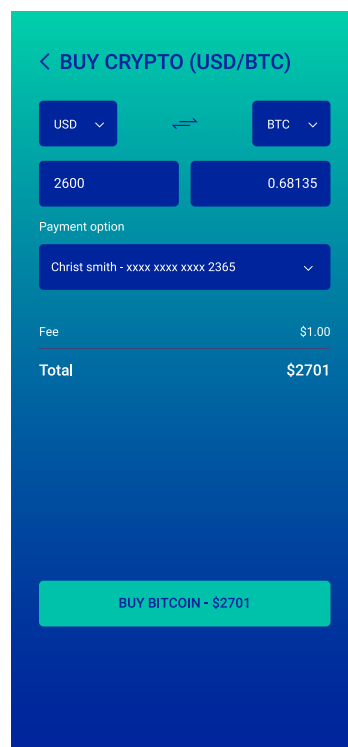
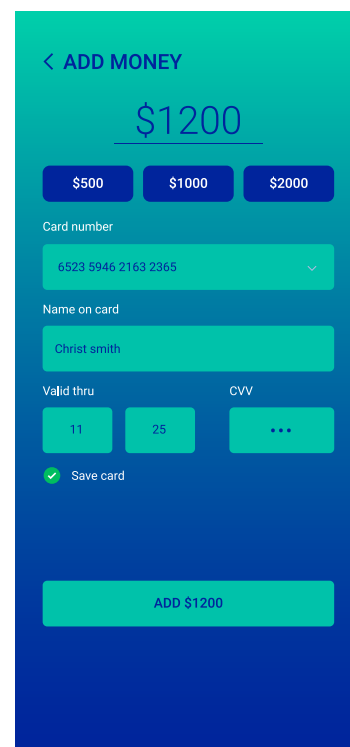
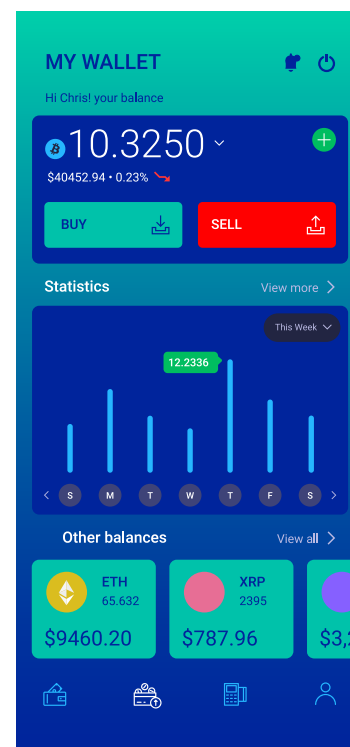
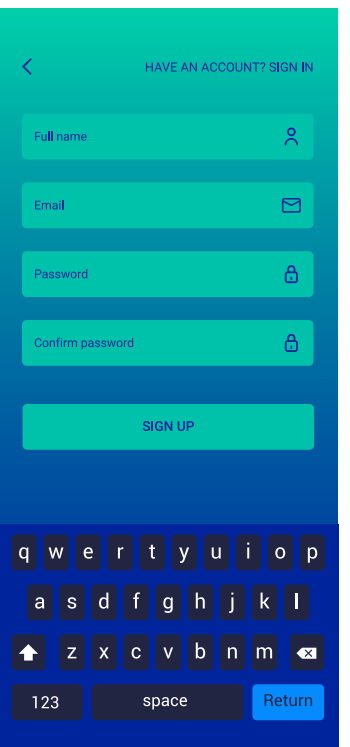
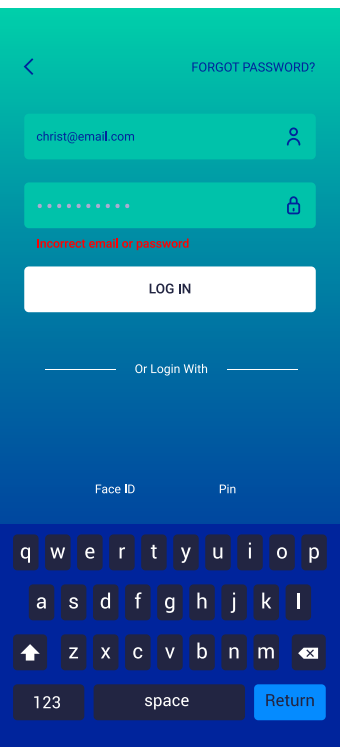
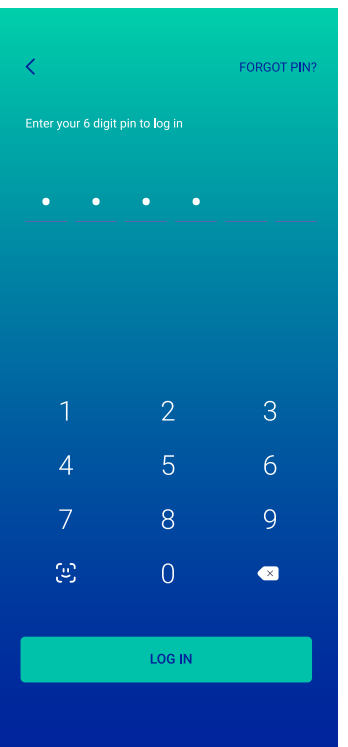
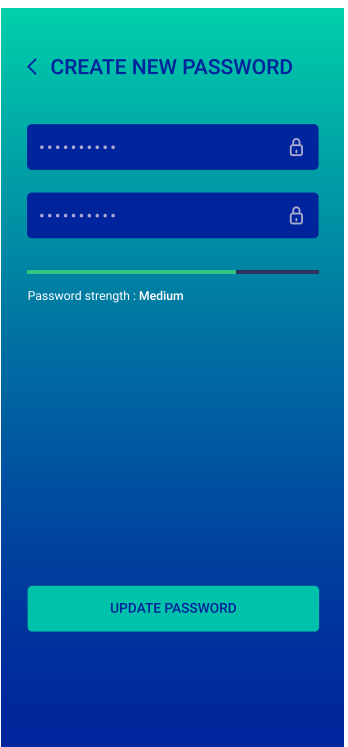
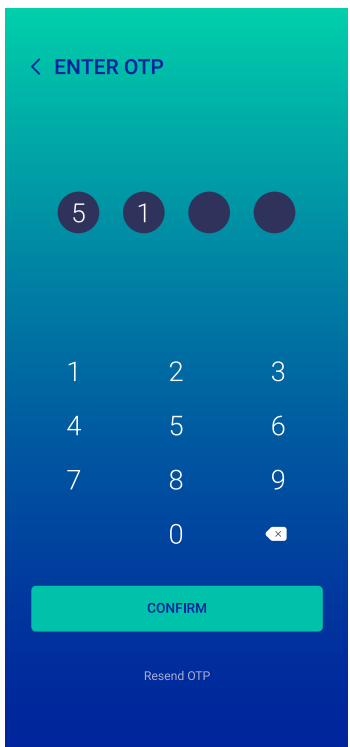
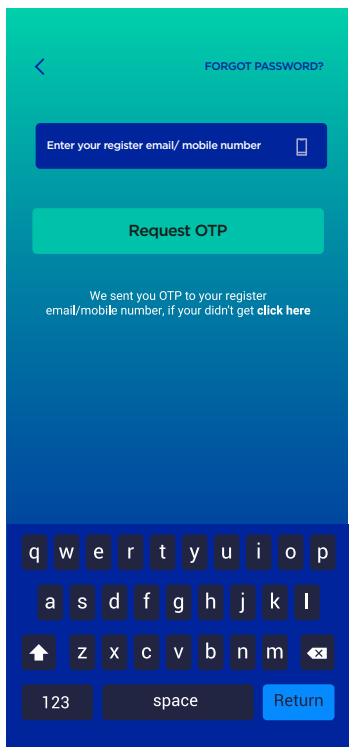
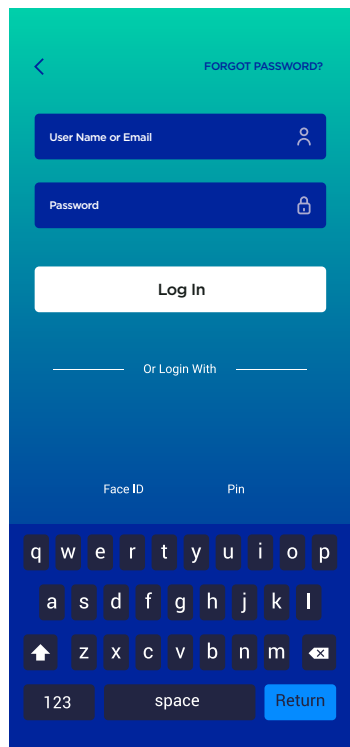
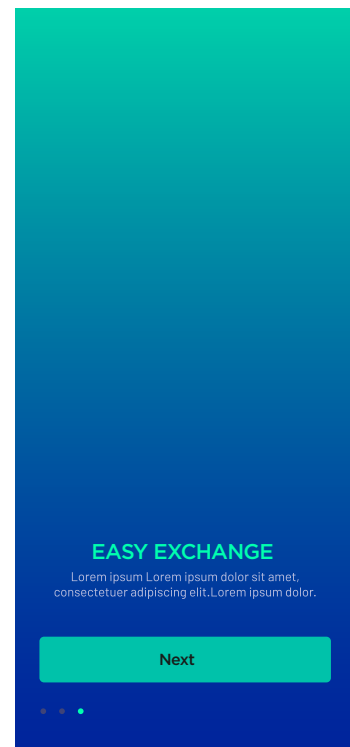
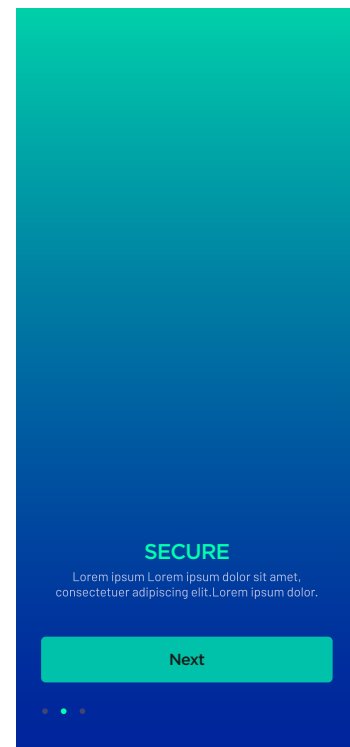
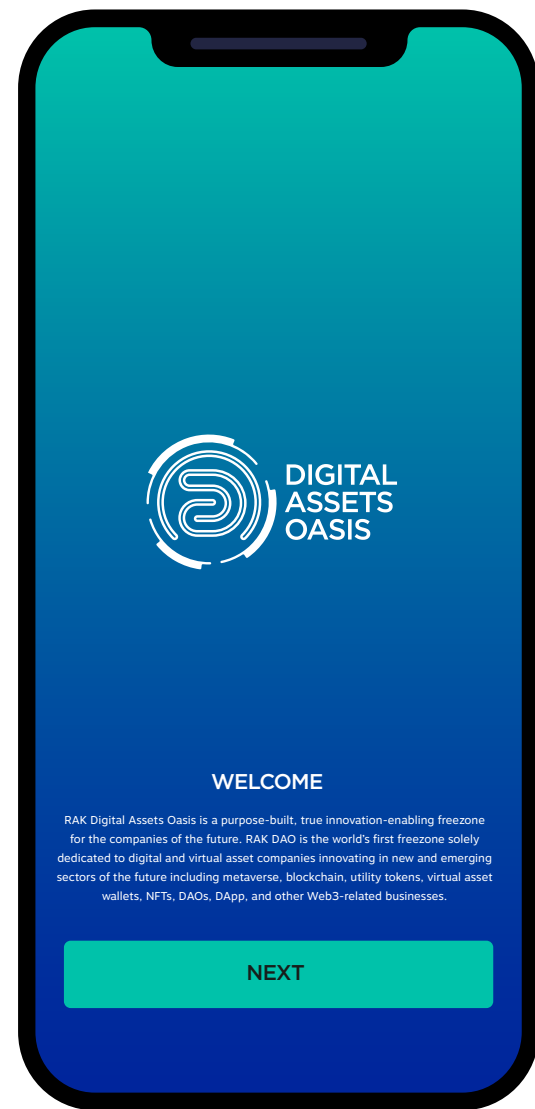
Always use the template provided when creating new emails.



Website | Landing Page



UI / UX Sample



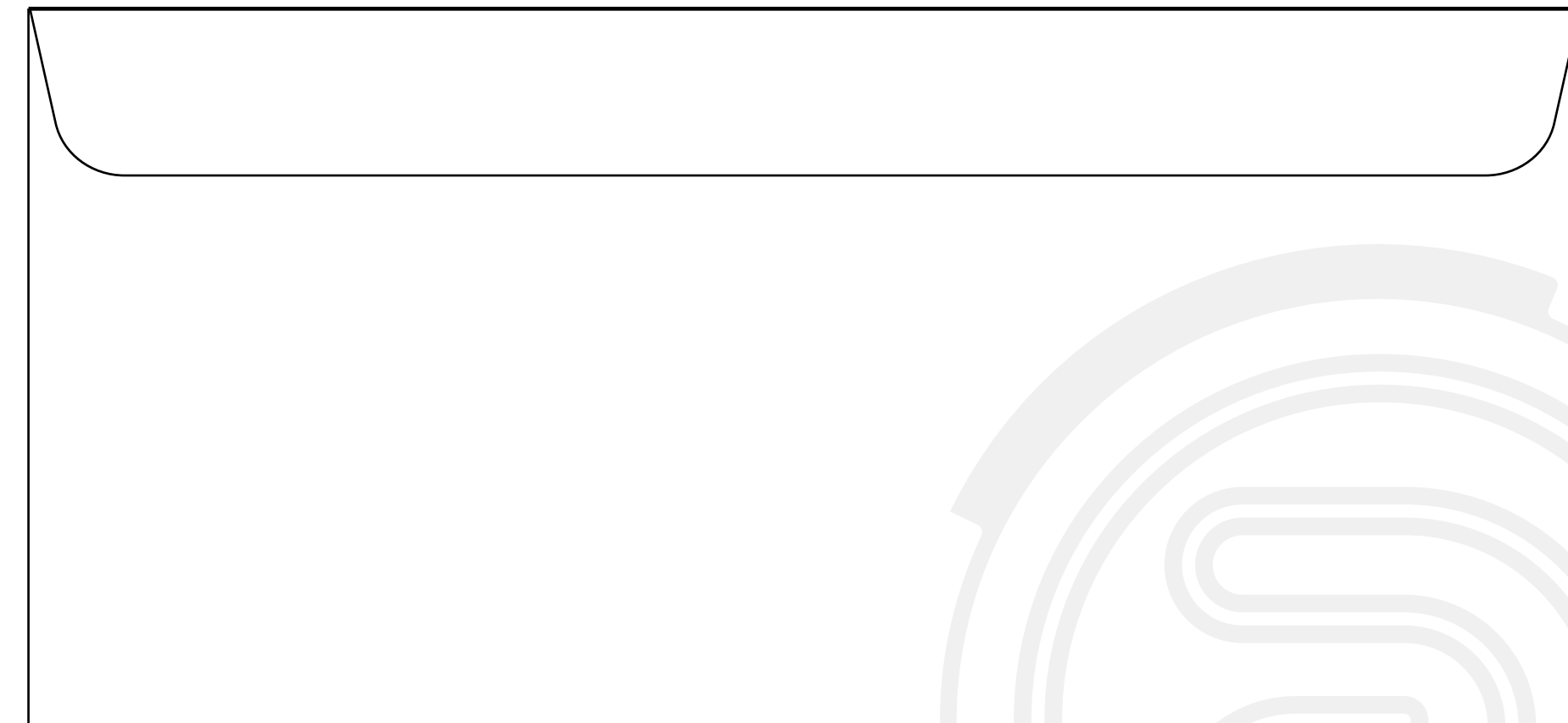
Stationery | DL Envelopes, Corporate Level

Shown opposite is Digital Assets Oasis DL Envelope

Trimmed size
230mm x 113mm

Print specifications

Paper specifications
120 GSM Diamond White CX22.



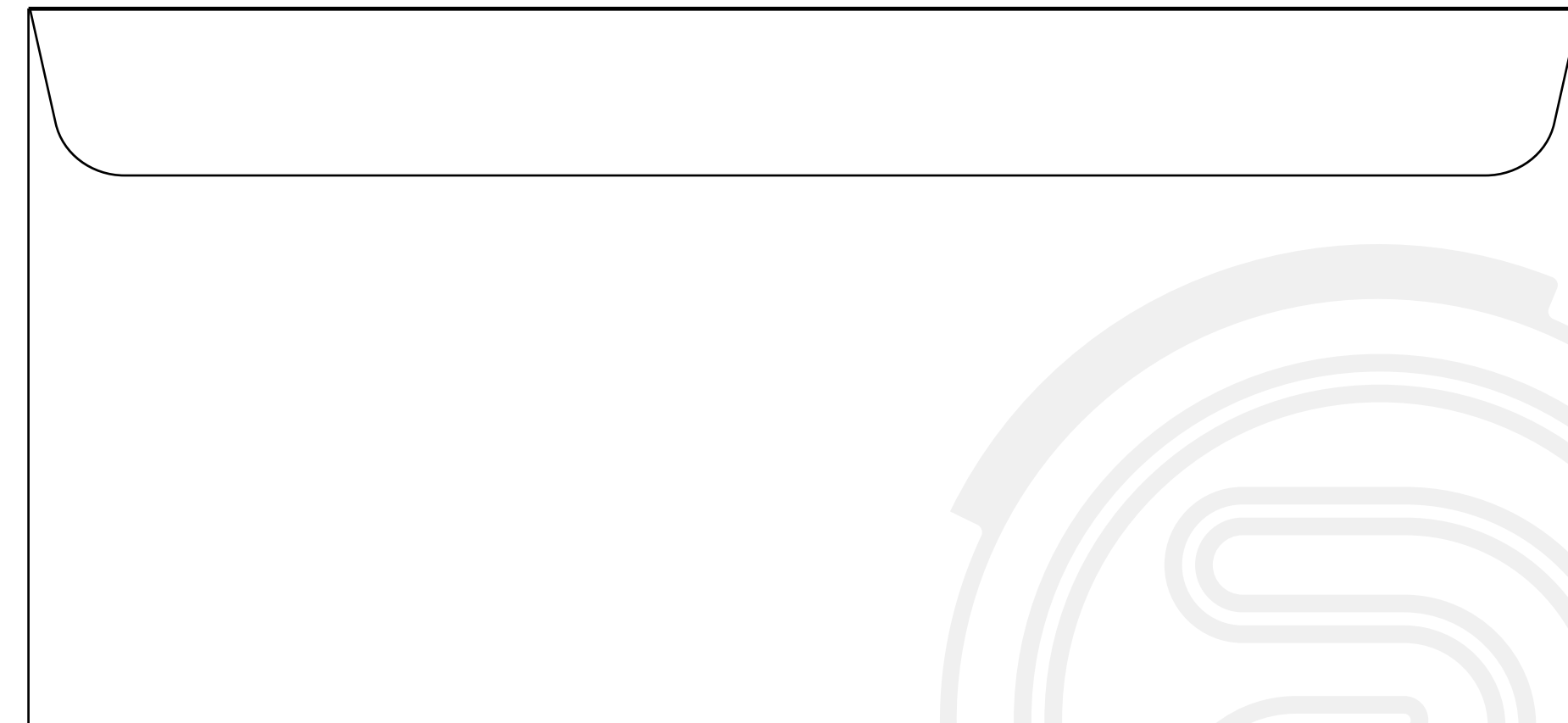
Stationery | DL Envelopes, Corporate Level

Shown opposite is Digital Assets Oasis DL Envelope

Trimmed size
230mm x 113mm


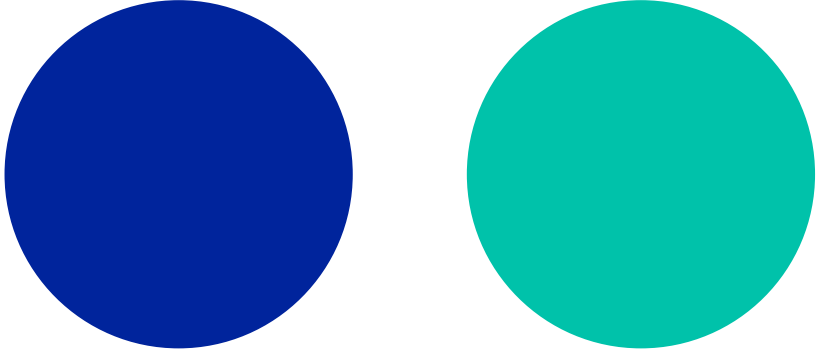


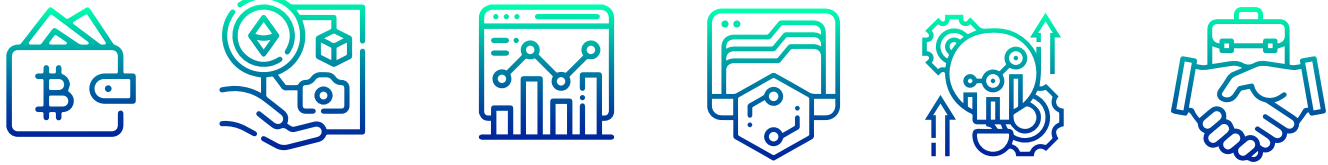
Print specifications

Paper specifications
120 GSM Diamond White CX22.



Basic Design Elements | Overview

This page shows an overview of the basic design elements that make up the 'toolkit' of our brand. They are logotype, the colour palette, our typefaces, the photography style, the supergraphic, our style for iconography.

<p>Logo type</p> 	<p>Colour Palette</p> 	<p>Typography</p> <p>aâbcçdðeéffghiiĵklmQnñoøpqrøstuüvwxyz AÂÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(,,'"';:!)!&©' ° ®+ffi◊™£¢∞§•º</p>
<p>Photography</p> 	<p>Supergraphic</p> 	<p>Iconography</p> 

Stationery | A4 Envelope, Corporate Level

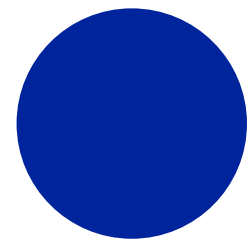
Shown opposite is Digital Assets Oasis Envelope

Trimmed size

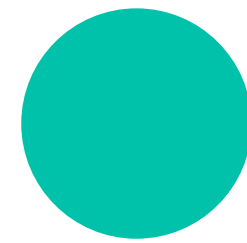
A4 - 210mm X297mm

Print Specifications

R 0, G 255, B 175
C 60, M 0, Y 53, K 0
Hex Code: 00ffaf



R 0, G 36, B 156
C 100, M 87, Y 11, K 1
Hex Code: 00249c



Paper specifications

120 GSM Diamond White CX22.

Trimmed size

A4-210mm x297mm

Print specifications

See opposite PANTONE SWATCHES

Paper specifications

120 GSM Diamond White CXX22.



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+971 50 627 5412
@rak_dao
rakdao.com

Powerpoint Slide | Title, Dividers and Slides



Rak Digital Assets Oasis

RAK Digital Assets Oasis is a purpose-built, true innovation-enabling freezone for the companies of the future. RAK Digital Assets Oasis is the world's first freezone solely dedicated to digital and virtual asset companies innovating in new and emerging sectors of the future including metaverse, blockchain, utility tokens, virtual asset wallets, NFTs, DAOs, DApp, and other Web3-related businesses.

Located in Ras Al Khaimah in UAE, the freezone brings together bespoke, progressive, framework-defining digital asset legislation with world-class infrastructure to create a vibrant ecosystem where innovative technology enterprises thrive.

RAK Digital Assets Oasis' unique lifestyle proposition supports companies with robust, innovation-enabling adaption frameworks, advisory and professional services, hybrid workspaces, accelerators and incubators, sandboxes, access to funding, and an environment that encourages entrepreneurs to imagine, create and evolve.



Strategic Location

Ras Al Khaimah, located in UAE – a global business-friendly hub with political stability, a progressive, supportive and quick-to-adapt regulatory approach, and innovation-enabling environment in a strategic time-zone that fills the gap between financial centres in the West and the East.

A remote-work friendly, globally connected destination for digital and virtual asset companies building innovative business models for the future, well-positioned to tap into the region's emerging markets.

Famous for its scenic landscape of beaches and mountains that host nature retreats and exciting outdoor adventures, Ras Al Khaimah's unique and serene lifestyle enables RAK Digital Assets Oasis entrepreneurs who seek balance and want to enjoy a healthy work-life balance.

Easy proximity to Dubai and Abu Dhabi, and easy international airport connectivity.



Internal Wall | Printed Poster

Below are visuals for internall walls to be used around Digital Assets Oasis offices.



OUR MISSION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



OUR VISION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Closing

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually. That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Rak Digital Assets Oasis.

Outside approvals may be submitted electronically by emailing the concept to Sabrina Sherif, Digital Marketing Manager, at info@rakdao.com.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within Rak Digital Assets Oasis.

Questions prevent mishaps: If you have a question about the use of our brand materials or a brand execution, please do not hesitate to contact us.