ĀVIDA

BRAND IDENTITY GUIDELINES

avida.ae

Contents

TARGET AUDIENCE

The Avida Residents

For those who long to put down roots and build connections in a luxurious, holistic community and live a rewarding lifestyle among like-minded fellow residents. Built for community, tailored to you.

The Avida Collective

For those who wish to experience Avida their own way. Enjoy access to Avida's world-class facilities, amenities and experts, within the comfort of your own home and chosen community.

The Avida way
A holistic approach

LIVING

Comfort and luxury through technology and expert design. First-to-market residences offering high-end facilities for safe, active living with a range of exclusive services.

COMMUNITY

Bespoke services, luxury facilities and a range of curated experiences and events to strengthen human connection.

WELLNESS

Ultimate holistic wellness through relaxation, tailored therapies, medical excellence and exclusive partnerships.

WEALTH

Confidential, worry-free wealth and legal management and investment advisory, including member-driven philanthropy, mentoring and succession planning.

THE AVIDA STORY

We have all been told that 'age is just a number'. But many surrender to the notion that getting older means fewer adventures, fewer possibilities and more limits on the lifestyle they crave. As they age, their world gets smaller.

Avida offers the opposite. The Avida way of life is about wanting more, not less. After a busy life of building success, wealth and families, it is about embracing the excitement of shifting to a new chapter. It is about spending your later years thriving in a holistic, safe community of like-minded, young-at-heart people, that prioritizes wellness, arts and culture and travel. Avida is about making the most of your best years in a vibrant environment that fosters innovation, independence and inspiration.

THE AVIDA MISSION

To be the leading provider of luxury community living for successful, like-minded individuals looking for an aspirational lifestyle in their next stage of life. A holistic, vibrant, safe setting that promotes independence, wellness and social engagement.

THE AVIDA VISION

To offer the world's ultimate luxury, where affluent individuals will aspire to spend their later years, enjoying their dream lifestyle in a holistic community tailored to meet their every need.

THE AVIDA VALUES

Confidence

Passion

Innovation

Privacy
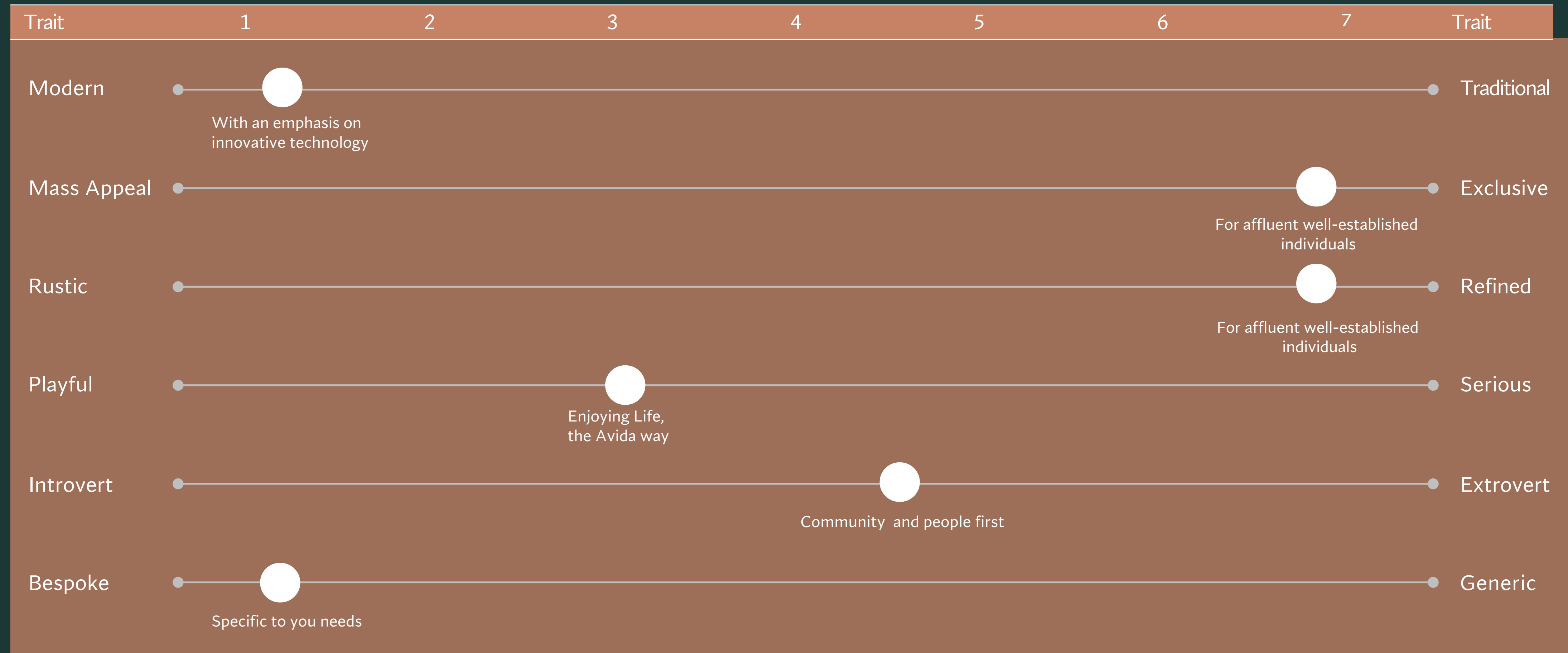
THE AVIDA PERSONALITY

Trait	1	2	3	4	5	6	7	Trait

Modern ———————— Traditional
With an emphasis on
innovative technology

Mass Appeal ———————— Exclusive
For affluent well-established
individuals

Rustic ———————— Refined
For affluent well-established
individuals

Playful ———————— Serious
Enjoying Life,
the Avida way

Introvert ———————— Extrovert
Community and people first

Bespoke ———————— Generic
Specific to you needs

KEY MESSAGES

| Future-proof living	Curated experiences	Smart technology	Exceptional Expertise
A luxury lifestyle in a home that evolves with you	Bespoke, enriching events and activities	Innovation that fosters Independence	World-class experts to support ultimate well-being
Through			
First-to-market premium accommodation in a bespoke home that offers privacy and can be adapted to meet your changing needs A sense of belonging to a vibrant community	Food for the soul –culinary excellence for health and well-being Enriching, curated experiences in travel, arts and culture	Smart technology that's tailored to offer active, safe, independent living	Purposeful partnerships with best-in-class restaurants, chefs, clinics, nutritionists, physiotherapists , spas and gyms. Confidential, worry-free wealth management and legal advisory services
To create a holistic haven for health and happiness in body, mild and soul			

CREATIVE RATIONALE

Avida is a brand that exudes vitality, innovation, luxury and a passion for life.

Our first creative concept aims to reflect these values through clean, curved lines, a sophisticated yet striking palette, natural elements, and aspirational photography.

Circular shapes represent unity and wholeness, curves evoke flexibility and fluidity, while straight lines suggest direction, action and purpose.
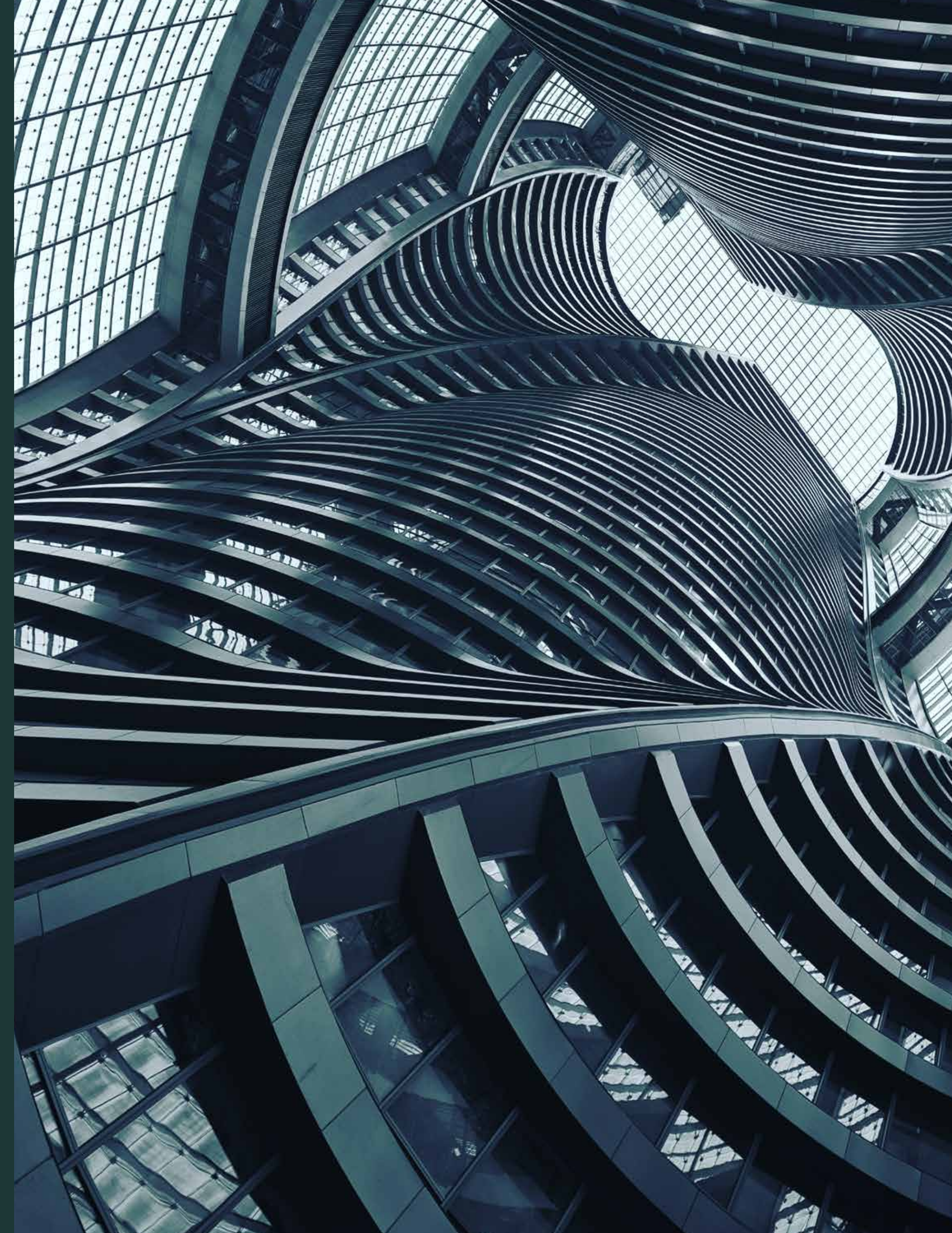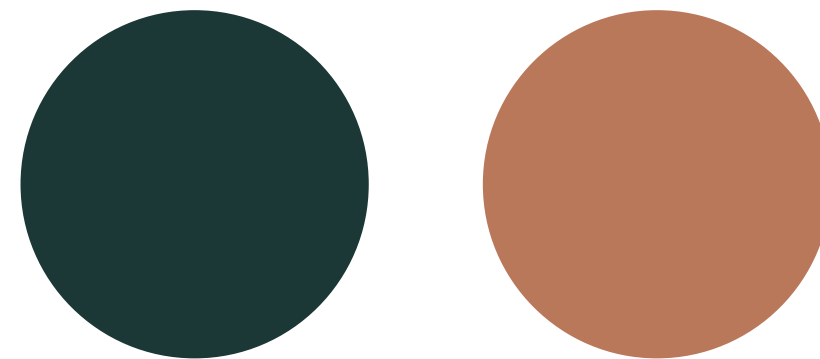
BASIC DESIGN ELEMENTS I OVERVIEW

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 and brand collaerals.

Logo type

REIGNITE YOUR PASSION FOR LIFE

Colour Palette

Brand Collaterals

Photography

Typography

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚℗®†ffi◊™£¢∞§•ªº

AVIDA
LOGO

At the core of our brand identity lies our logo, embodying the heart and soul of our organization. Upon entering a room, it's the initial impression that leaves a lasting impact on our audience. Without the need for words or photographs, it declares our identity and serves as a memorable imprint. Its consistent and correct presentation is essential in upholding our promise of reliability, reaffirming our commitment to delivering our brand's message.
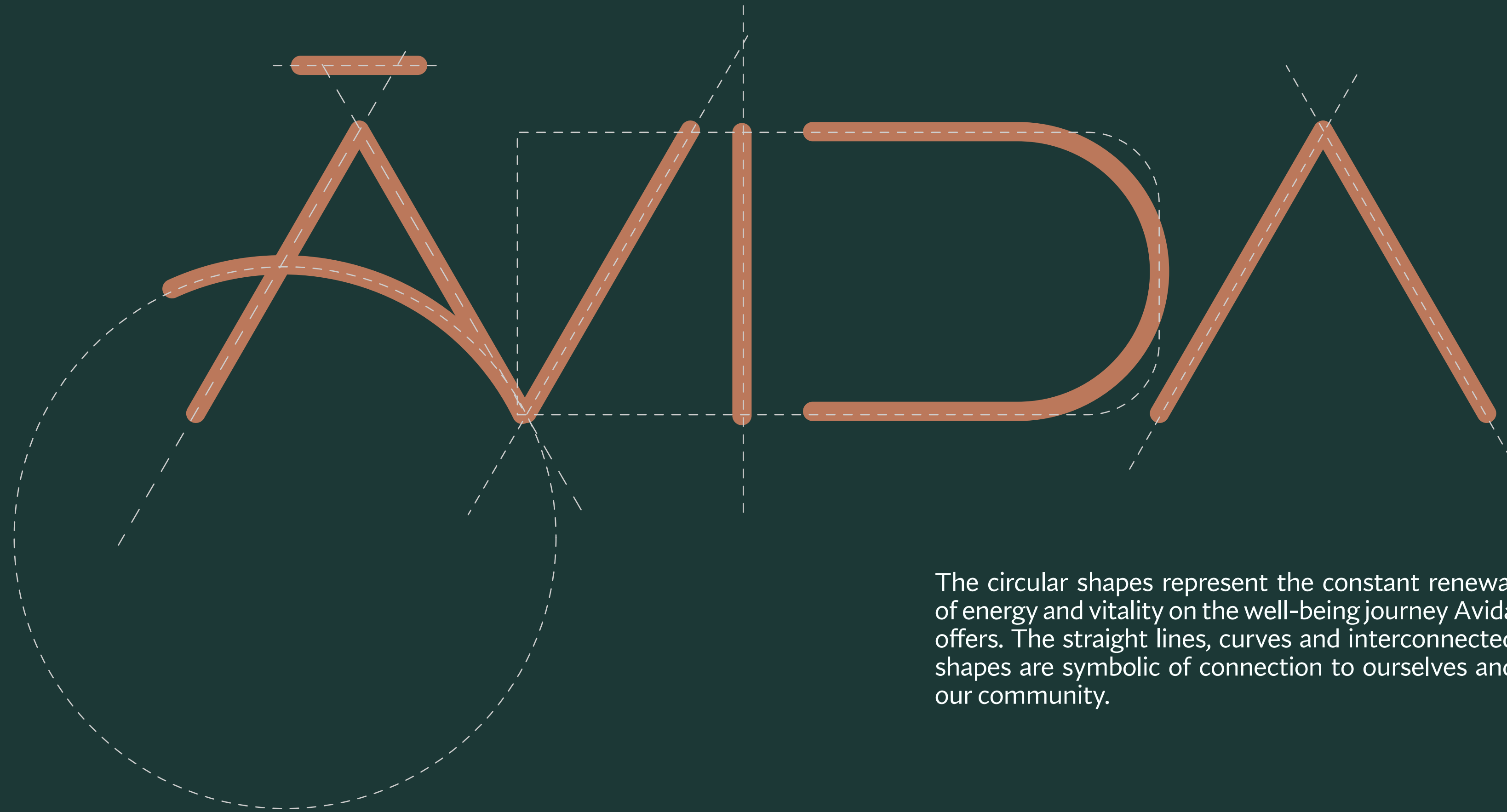
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REIGINITE YOUR PASSION FOR LIFE

AVIDA is a community lifestyle concept designed for successful individuals who are shifting to the next stage of their life.

THE STORY BEHIND THE LOGO

The circular shapes represent the constant renewal of energy and vitality on the well-being journey Avida offers. The straight lines, curves and interconnected shapes are symbolic of connection to ourselves and our community.

PRIMARY LOCKUP I HORIZONTAL CLEAR SPACE

The clear space, or negative space, is the portion surrounding the logo that is free of any other visual element. It plays a vital role in enhancing the logo's visibility amidst other elements on a page and maintaining its legibility, even at small sizes. As a rule of thumb, more clear space results in better visibility.

A minimum of clear space equivalent to the height of the Avida icon is recommended on all sides of the logo. Using an element from the logo as a unit of measurement ensures sufficient clear space, regardless of the logo's size.

AVIDA

REIGNITE YOUR PASSION FOR LIFE

LOCKUP I ASSEMBLY

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

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REIGNITE YOUR PASSION FOR LIFE

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 colour variations for use on different background types, tones, and colours.

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.

One Colour

Two-Colour, Reverse logo

Reverse Black Logo

Black

USING BLACK & WHITE

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.

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Logotype I Additional Version

COMMON ERRORS

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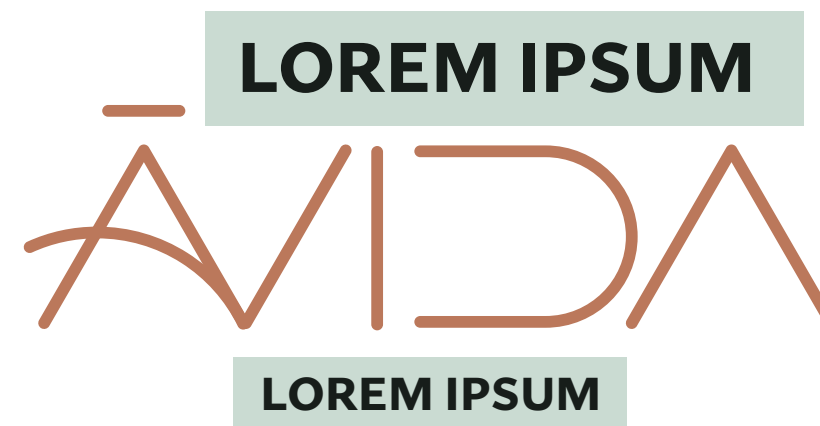

Do not edit the logo colour, use an off-brand color, or reduce the logo opacity.

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.

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BRAND COLOURS

Colour sets us apart &
helps to invoke emotion.

Colour is a distinguishing factor and has the ability to evoke emotions. The colour palette chosen for our brand plays a crucial role in setting us apart from competitors and enhancing brand recognition. Therefore, it is essential that our colours are accurately reproduced and appropriately combined. This section provides detailed guidelines on these aspects. Any colour that falls outside the specified range will not be authorized for use.

COLOUR PALETTE

R 28, G 56, B 54
C 84, M 51, Y 60, K 63
Hex Code: 1c3836
Pantone Solid Uncoated: 343 U
Pantone Coated: 3302 CP

Primary Color

Royal Green

R 187, G 120, B 91
C 22, M 56, Y 62, K 12
Hex Code: bb785b
Pantone Solid Uncoated: 2020 U
Pantone Coated: 471 C

Copper Gold

COLOUR TINTS

We prefer our brand colours used without editing, but some situations require the use of colour 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.
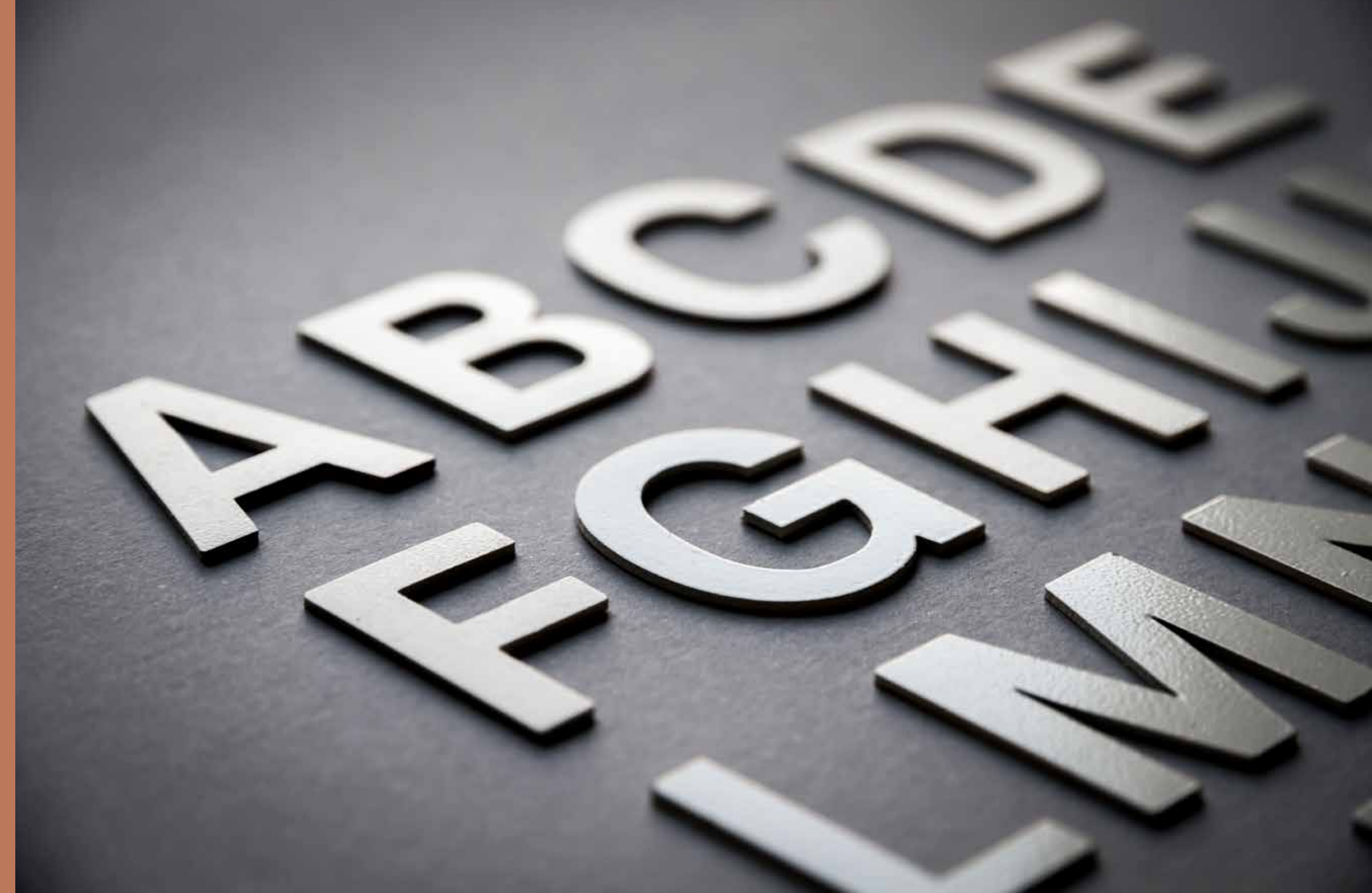
If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%
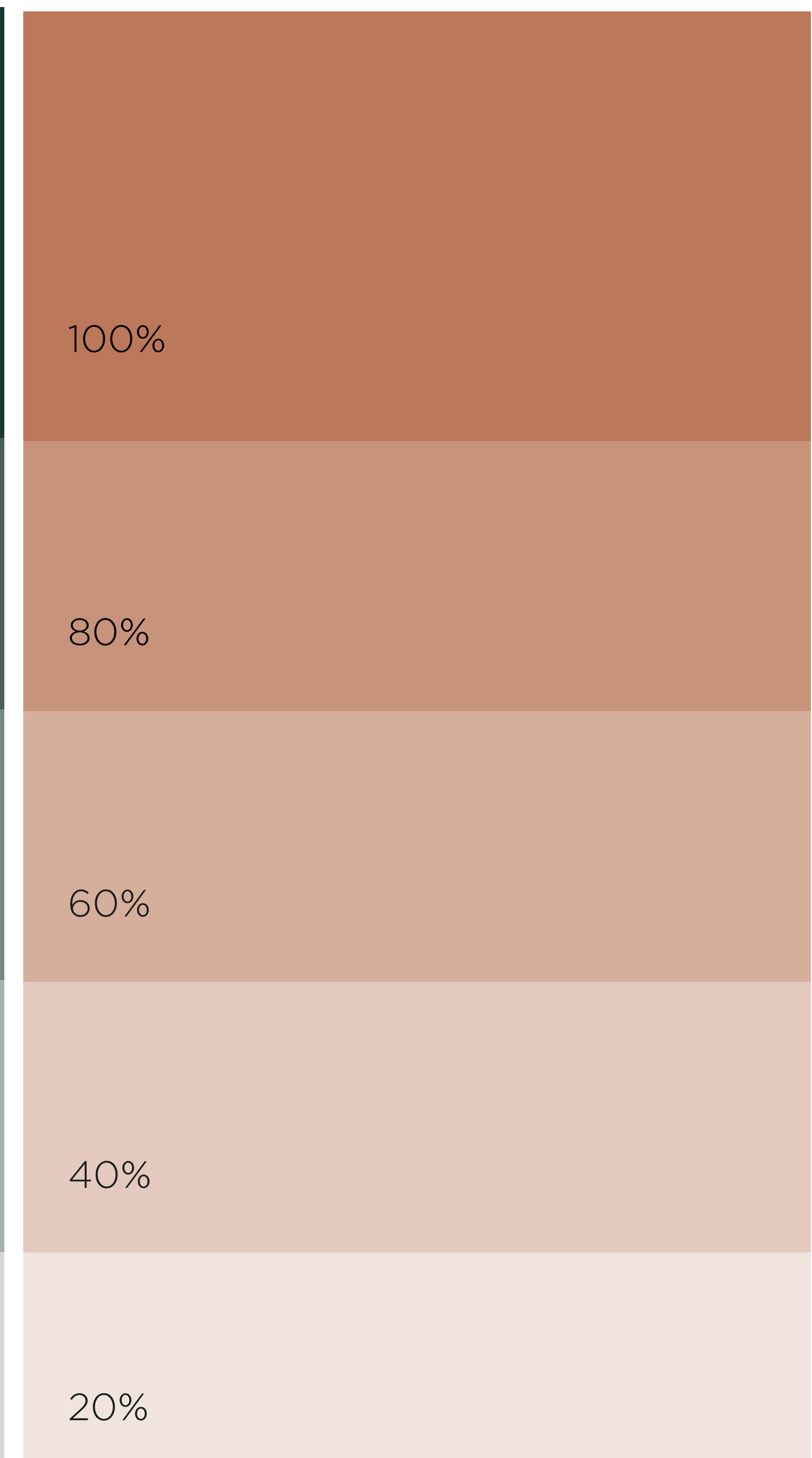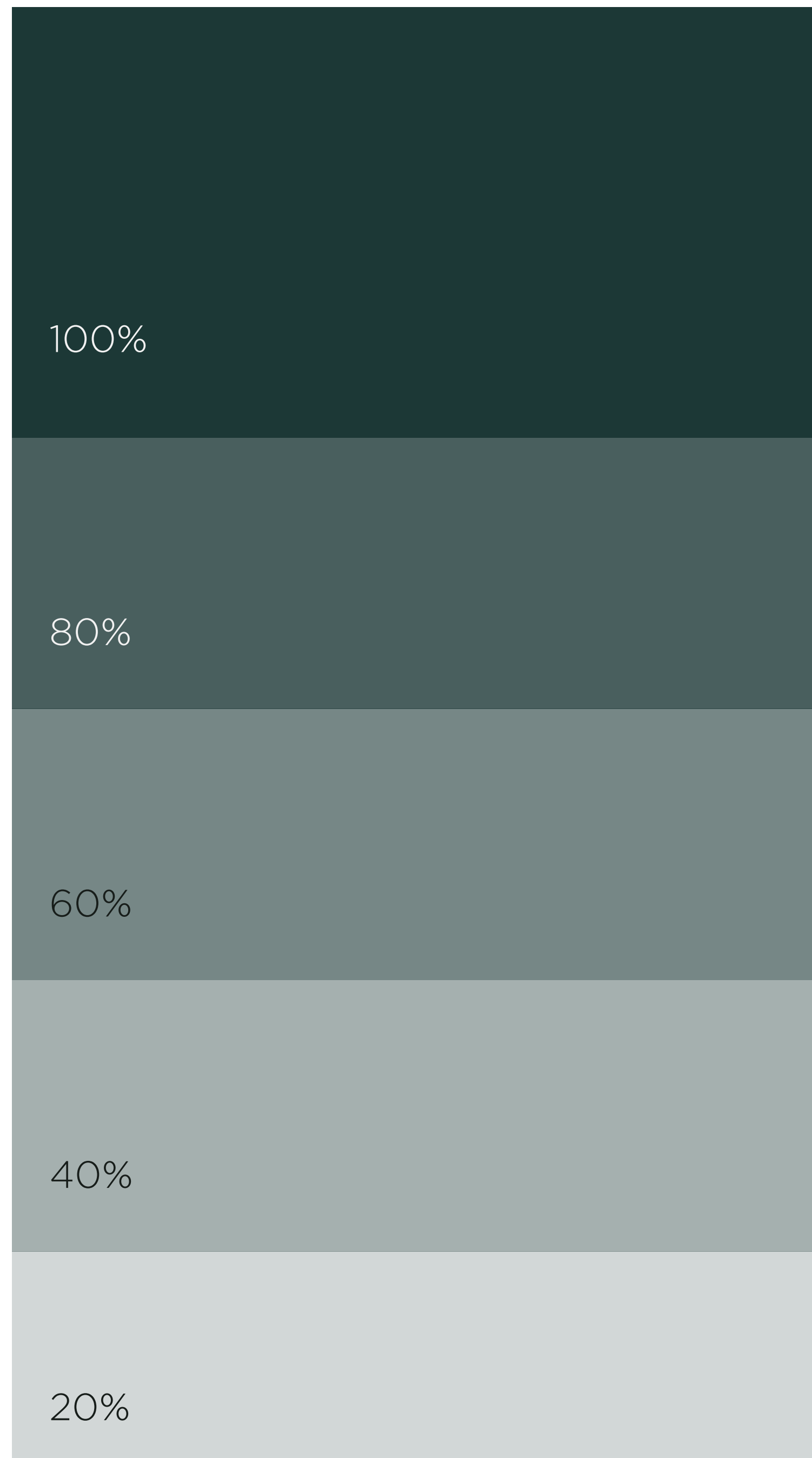
TYPOGRAPHY

We are passionate about the aesthetics of typography.

The arrangement of letters, numbers, and symbols is a crucial aspect that effectively communicates a brand's visual identity. Our belief is that typography should achieve a balance between legibility and creativity. This section focuses on the approved typefaces, how we utilize typography to convey clarity, and offers useful tips on usage. Any other typeface not referenced in this section will be regarded as unauthorized for use.

SEAFORD

The typeface we chose for all brand executions.

Seaford is a sans serif typeface that is rooted in the design of old-style serif text typefaces and evokes their comfortable familiarity. Its gently organic and asymmetric forms help reading by emphasizing the differences between letters, thus creating more recognizable word shapes.

HIERARCHY I & WEIGHT

Seaford 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.

Seaford Regular

aåbcçd∂eéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&© ˙ ˚ Ⓟ®†ffi◊™£¢∞§•ªº

Seaford Bold

aåbcçd∂eéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&© ˙ ˚ Ⓟ®†ffi◊™£¢∞§•ªº

Weights

HIERARCHY I & 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.

GE SS TWO

أبتثجحخدذرز
سشصضطظعغفقكلمنهوي
١٢٣٤٥٦٧٨٩٠1234567890

GE SS MEDIUM

أبتثجحخدذرز
سشصضطظعغفقكلمنهوي
١٢٣٤٥٦٧٨٩٠1234567890

Weights

PHOTOGRAPHY

A picture speaks volumes, and in many cases, it can communicate more than words ever could.

Photography has the potential to transform the course of our business. It is an indispensable element in driving the success of our brand and should be treated with the utmost importance in all our brand executions. This section provides guidance on photographic composition, content, tone, and usage, with a focus on maintaining consistency in our entire image library. Standardizing these elements will ensure a consistent look and feel across all brand materials.

PHOTOGRAPHY STYLE

Photography plays a crucial role in shaping a brand's identity and effectively conveying its personality and values to its audience. To achieve this, it's essential to develop a photography style that is consistent with the brand's overall aesthetic and messaging. This style encompasses several elements such as color palettes, lighting techniques, composition rules, and subject matter. Establishing clear photography guidelines ensures uniformity in a brand's visual identity across all marketing platforms, from social media to advertising campaigns. By adopting a strong photography style, a brand can differentiate itself from competitors and establish a meaningful relationship with its target audience.

BRAND COLLATERALS

Pre-designed layouts, crafted with care

We have developed a range of template files for various print and production materials, including business cards and packaging. This section provides guidelines on how to use these templates to ensure that brand collateral remains standardized. The templates contain most of the necessary instructions, details, and guidelines, making it easier for users to follow the established brand identity.

STATIONERY I 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)

Hafsa Al Ulama
Hafsa@avida.ae I +971504558382

Avida Properties LLC
First Floor, Jumeirah Centre, Jumeirah 1
P.O. BOX 11500, Dubai, UAE
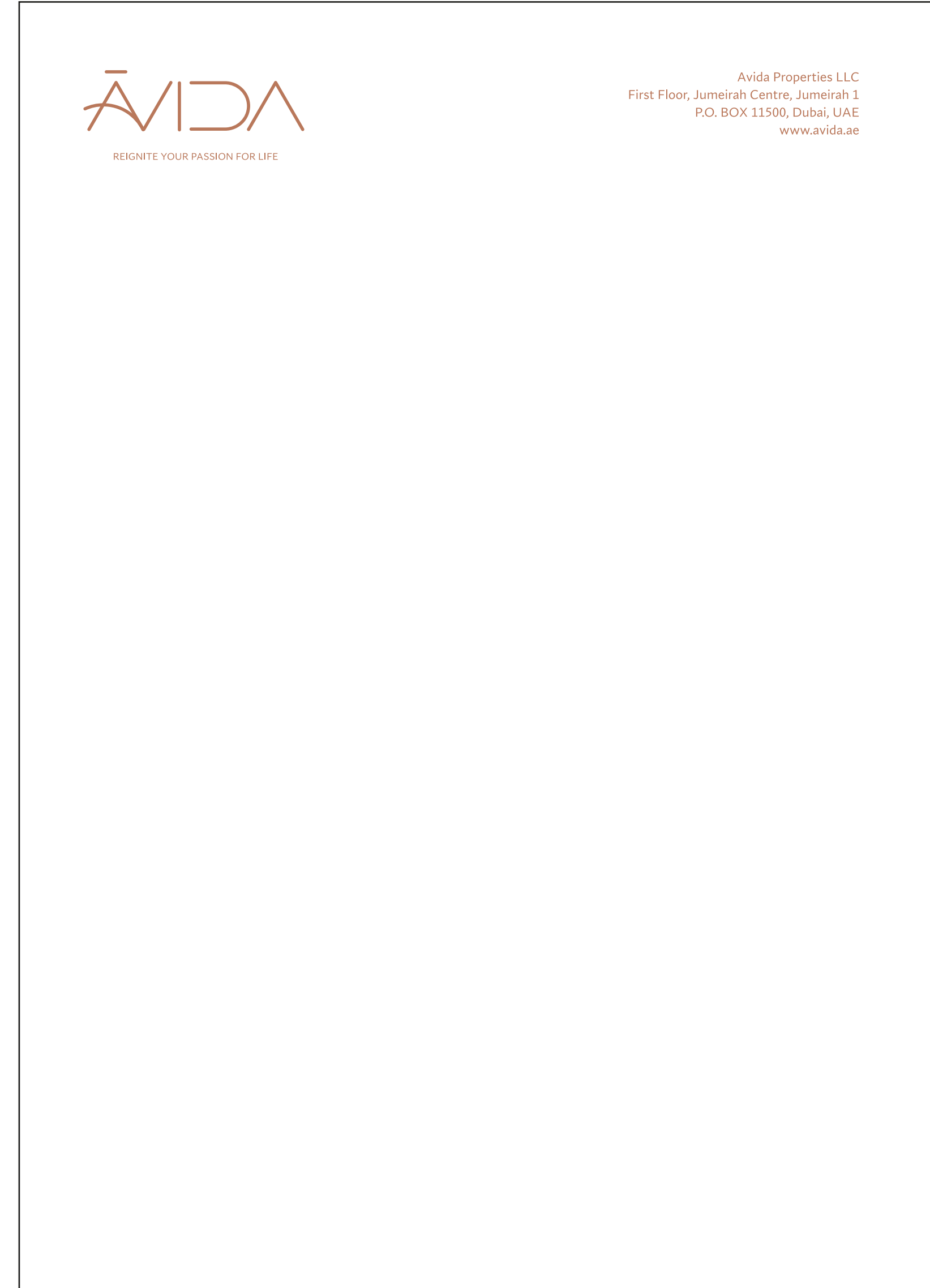www.avida.ae

STATIONERY I 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.

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Avida Properties LLC
First Floor, Jumeirah Centre, Jumeirah 1
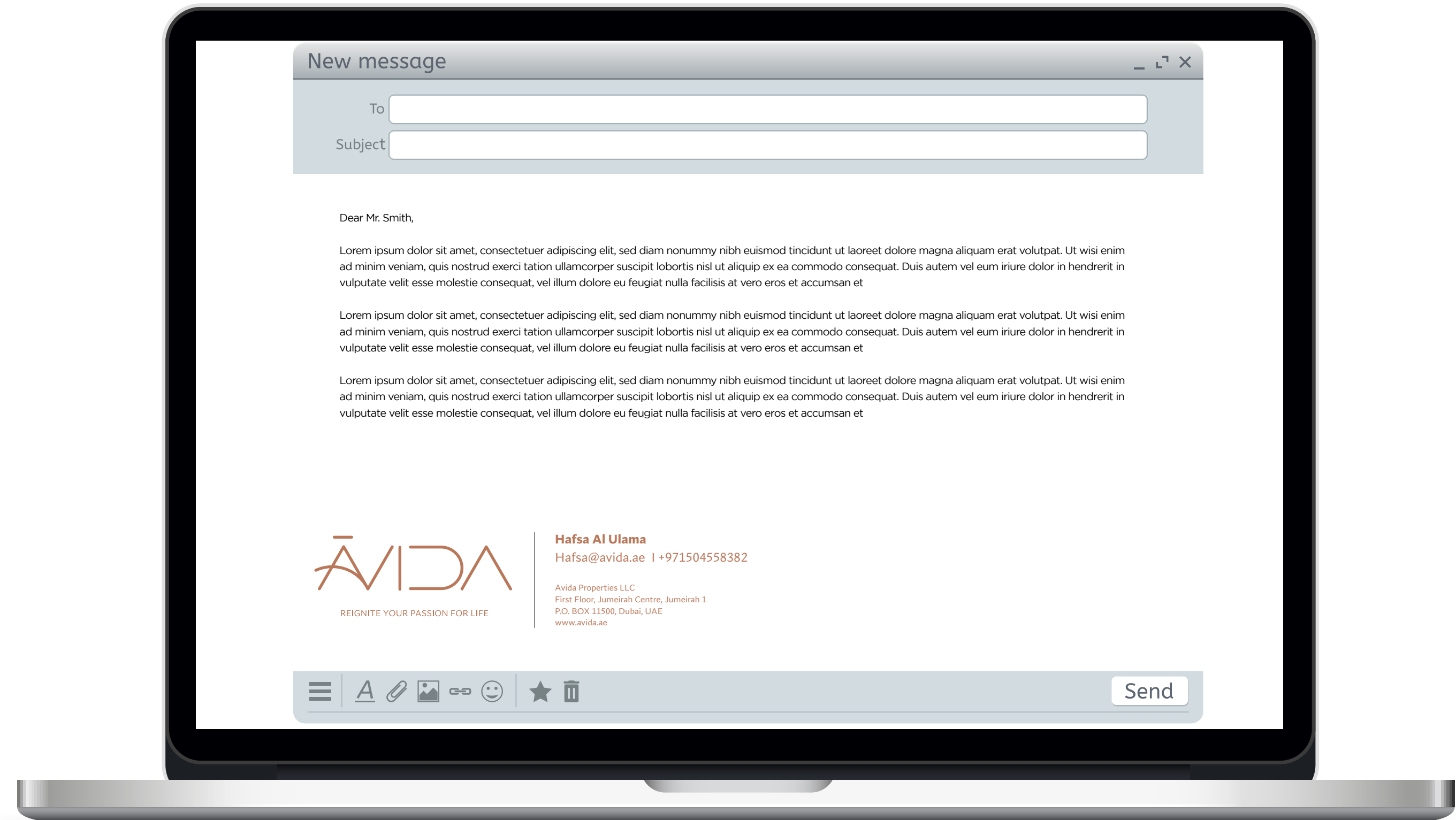P.O. BOX 11500, Dubai, UAE
www.avida.ae

EMAIL SIGNATURE

Every email comes from Avida reflects upon the company. Using one simple, branded email signature across the departments helps strengthen Avida 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.

New message

To

Subject

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et

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Send

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STATIONERY I DL ENVELOPES, CORPORATE LEVEL

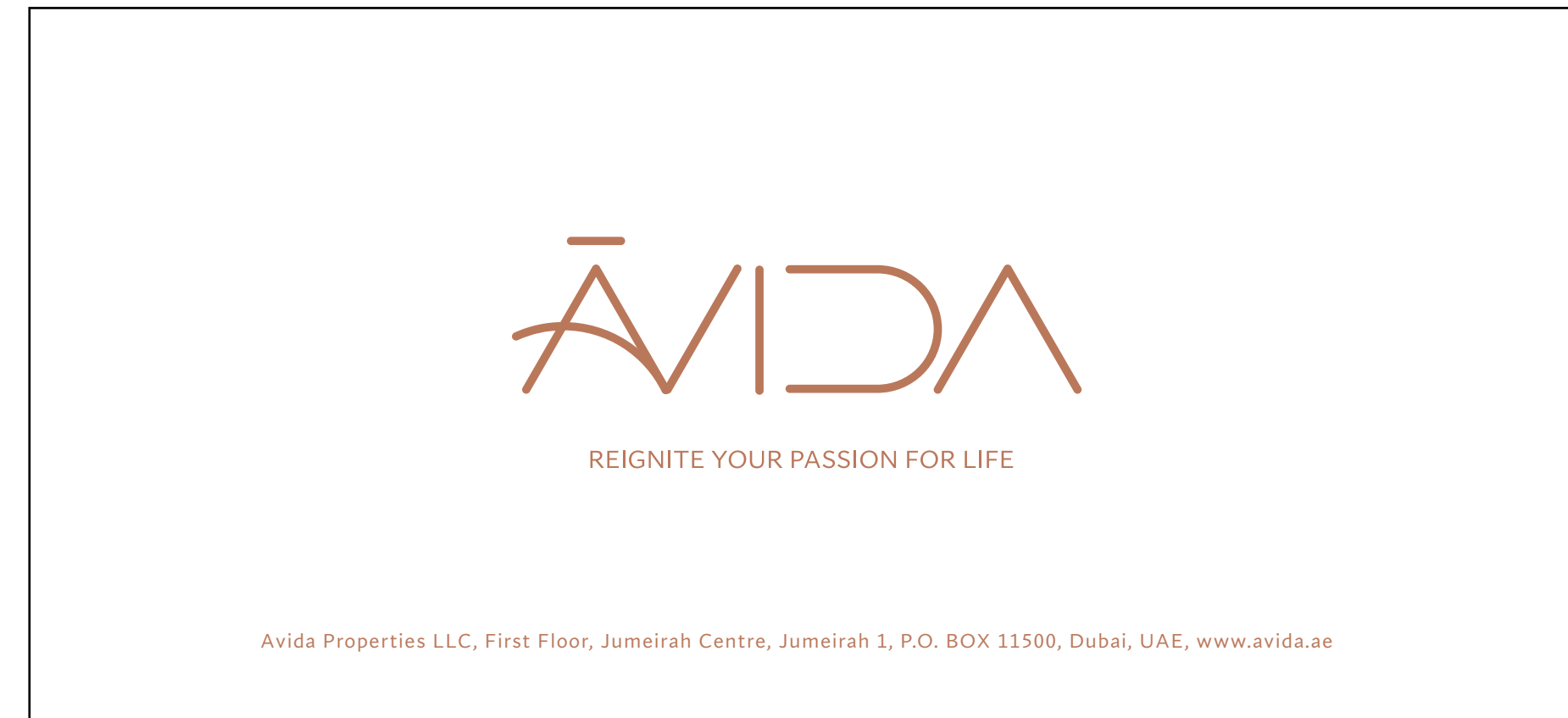Shown opposite is Digital Assets Oasis DL Envelope
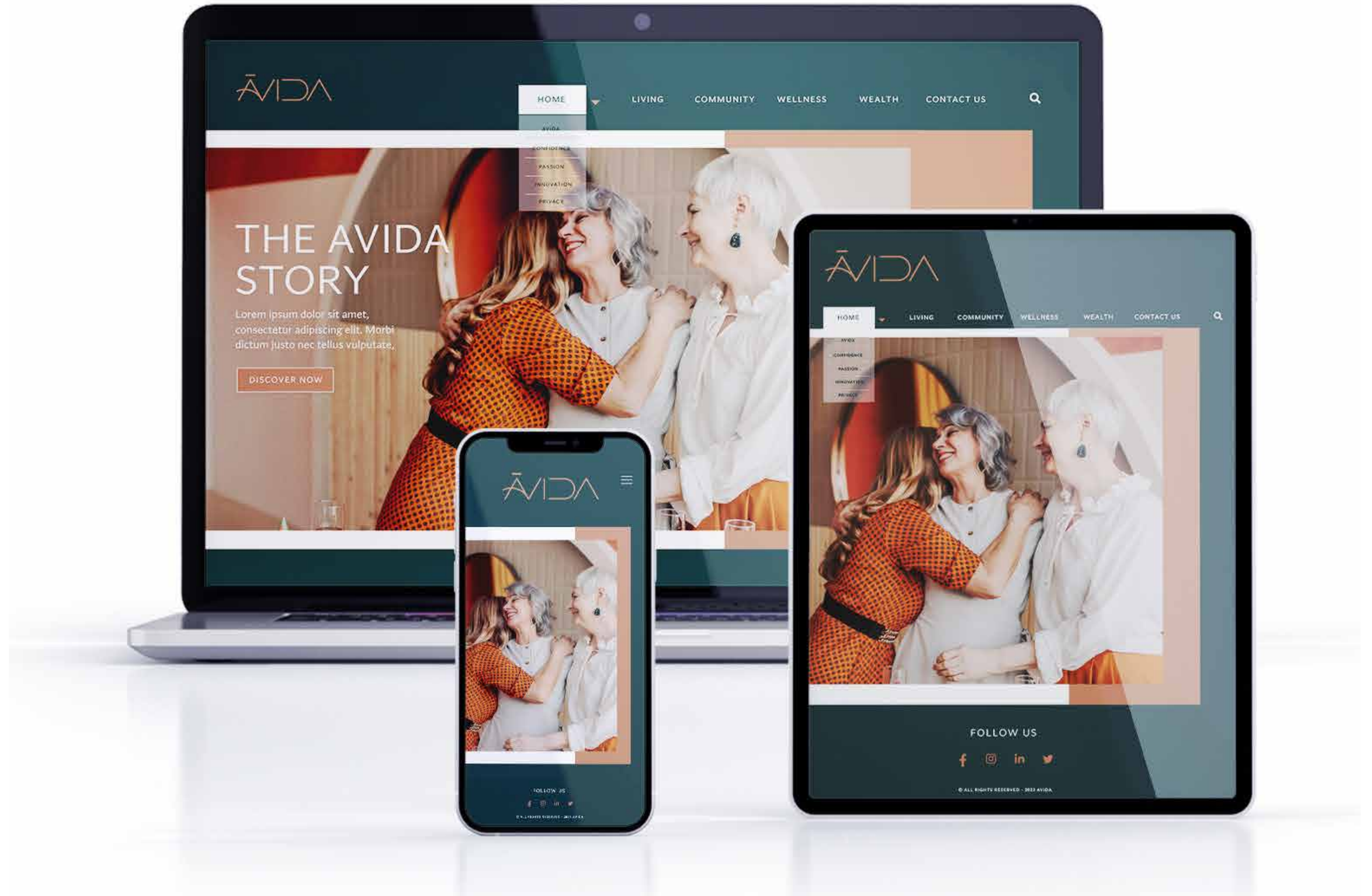
Trimmed size

230mm x 113mm

Print specifications

Paper specifications

120 GSM Diamond White CX22.

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WEBSITE I LANDING PAGE

STATIONERY I A4 ENVELOPE, CORPORATE LEVEL

Shown opposite is Digital Assets Oasis Envelope

Trimmed size

A4 - 210mm X297mm

Print Specifications

R 187, G 120, B 91
C 22, M 56, Y 62, K 12
Hex Code: bb785b
Pantone Solid Uncoated: 2020 U
Pantone Coated: 471 C
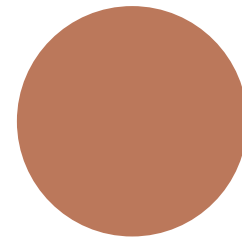
Paper specifications

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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First Floor, Jumeirah Centre, Jumeirah 1 , P.O. BOX 11500, Dubai, UAE
www.avida.ae
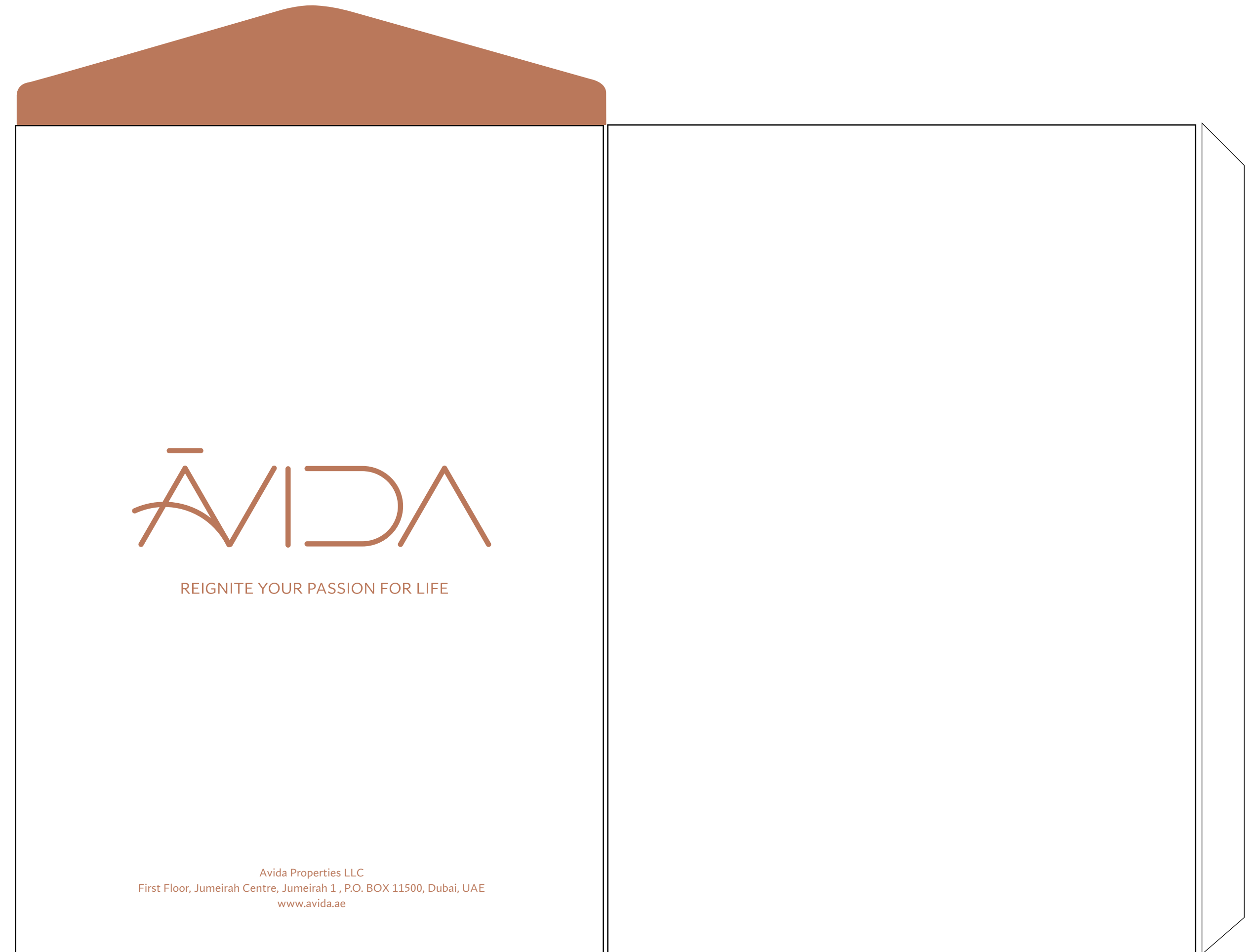
POWERPOINT SLIDE I TITLE, DIVIDERS AND SLIDES

SOCIAL MEDIA COVERS

TwitterCover 1500x 500px

Facebook Cover 640 x 312 px

Facebook Cover 820x 360 px

TwitterCover 1500x 500px

TwitterCover 1500x 360px

LinkedIn Cover 1584x 396px

LinkedIn Profile 315x 315px

LinkedIn Cover 1128x 191px

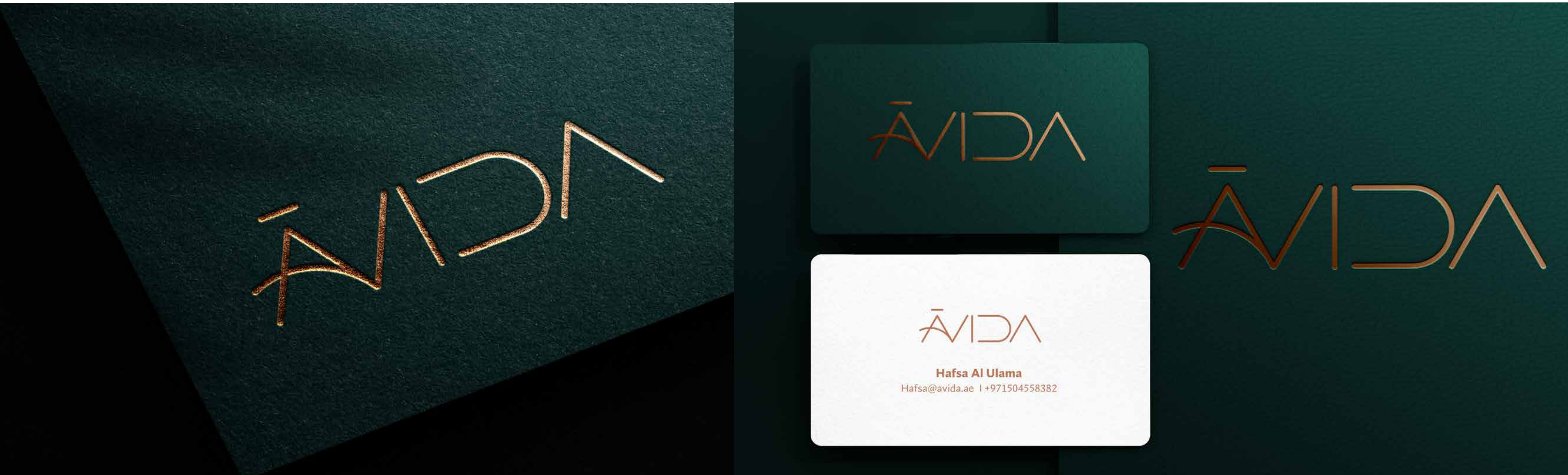LinkedIn Profile 165x 165px

SIGNAGE

PACKAGING

LOGO FOILING STYLE

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 Avida.

Outside approvals may be submitted electronically by emailing the concept to Hafsa Al Ulama at hafsa@avida.ae.

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 Avida.

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