



M/S

REAL ESTATE

2019 & BEYOND

BRAND GUIDELINES

This sets the guiding principles for MS Real Estate's identity and applications across most of all areas of exposure, be it internal or external. Please note that, the closer you stick to these guidelines, the more synergies you will create in brand communications to continuously shape the world of MS Real Estate and strengthen its equity.

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SHAPING THE FUTURE
AS LIFE STYLE CREATORS



1. Brand Logo

The MS Real Estate logo is a vital component of the brand identity. As such, it needs to be used appropriately and constantly across all printed and on-screen applications. Misuse of the logo will weaken the messaging of MS Real Estate. The proportions and position of the symbol to the logotype should never be altered.

Usage of Tagline

Always use just “MS” logo with the “REAL ESTATE” tagline, wherever it is related to real estate industry.

Use of tagline to be based on need to create the link or not so to be decided on case by case.

Logo Type

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. Please do not try to recreate the logo.



2. Logo Creation | Usage

Background Control

The preferred background color for the MS Real Estate logo is black and white. If using a background color other than black and white, a 10-30% tint is preferred. If the background is darker than 70%, use a Negative or 1-Color Negative logo to increase contrast. Avoid solid color backgrounds that wash out the logo. These tints range between 40-60%.



2. Logo Creation | Clearspace

Clear Space

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

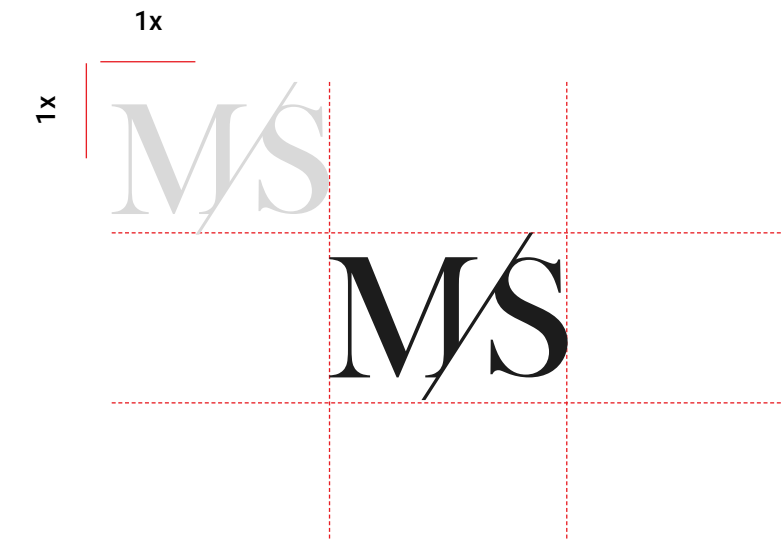
Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.

The English logo should always be surrounded by clear space.

x being equal to the projected height of the “MS” of the word “MS Real Estate” in the logo, this space should be a minimum of 1x.



WITH TAGLINE



WITHOUT TAGLINE

2. Logo Creation | Misuse

Logo Misusage

Do not alter or distort the MS Real Estate logo in any of the following ways.



Do not use just a portion of the logo.
Do not use the tagline separately



Do not change the color of
the tagline or logo.



Do not alter or distort the logo
(zoom in or zoom out or enlarge)



Do not reposition the logo
and the tagline

3. Typography | English | Online usage

BODY TEXT FONT

Playfair Display

For use in titles only. This font to be used for
Business cards and Email signatures in English.

Please note: websites are ever-evolving designed pieces.
If guidelines for a specific use are not outlined here,
please refer to the existing site and creative judgment
for guidance.

Playfair Display Regular to be used for body text.

Playfair Display Bold to be used for headings.

PLAYFAIR DISPLAY REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

PLAYFAIR DISPLAY BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

3. Typography | English | Online usage

BODY TEXT FONT

Roboto

For the website we require usage of Roboto font for English to guarantee the consistency across all systems and for Arabic the font usage shall be Cairo. It also provides editing accessibility for non-creative teams and individuals.

Please note: websites are ever-evolving designed pieces. If guidelines for a specific use are not outlined here, please refer to the existing site and creative judgment for guidance.

Roboto Light to be used for body text.

Roboto Regular to be used for headings.

Roboto Medium to used for sub-headings.

ROBOTO LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

ROBOTO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

ROBOTO MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

3. Typography | Arabic | Online usage

BODY TEXT FONT

Cairo

Cairo font family should be used for the arabic text

Cairo Light to be used for body text.

Cairo Bold to be used for headings.

Cairo Semi Bold to be used for sub-headings.

CAIRO LIGHT

س ز ر ذ د خ ح ج ث ت ب أ
ق ف غ ع ظ ط ض ص ش
ي و ه ن م ل ك
١٢٣٤٥٦٧٨٩٠

CAIRO SEMIBOLD

س ز ر ذ د خ ح ج ث ت ب أ
ق ف غ ع ظ ط ض ص ش
ي و ه ن م ل ك
١٢٣٤٥٦٧٨٩٠

CAIRO BOLD

س ز ر ذ د خ ح ج ث ت ب أ
ق ف غ ع ظ ط ض ص ش
ي و ه ن م ل ك
١٢٣٤٥٦٧٨٩٠

3. Typography | English | General usage

BODY TEXT FONT

Arial

For the website we require usage of Arial font for English to guarantee the consistency across all systems and for Arabic the font usage shall be Cairo. It also provides editing accessibility for non-creative teams and individuals.

Please note: websites are ever-evolving designed pieces. If guidelines for a specific use are not outlined here, please refer to the existing site and creative judgment for guidance.

Arial Regular to be used for body text.

Arial Bold to be used for heading

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

3. Typography | Arabic | General usage

BODY TEXT FONT

Arial

Arial font family should be used for the arabic text

ARIAL REGULAR

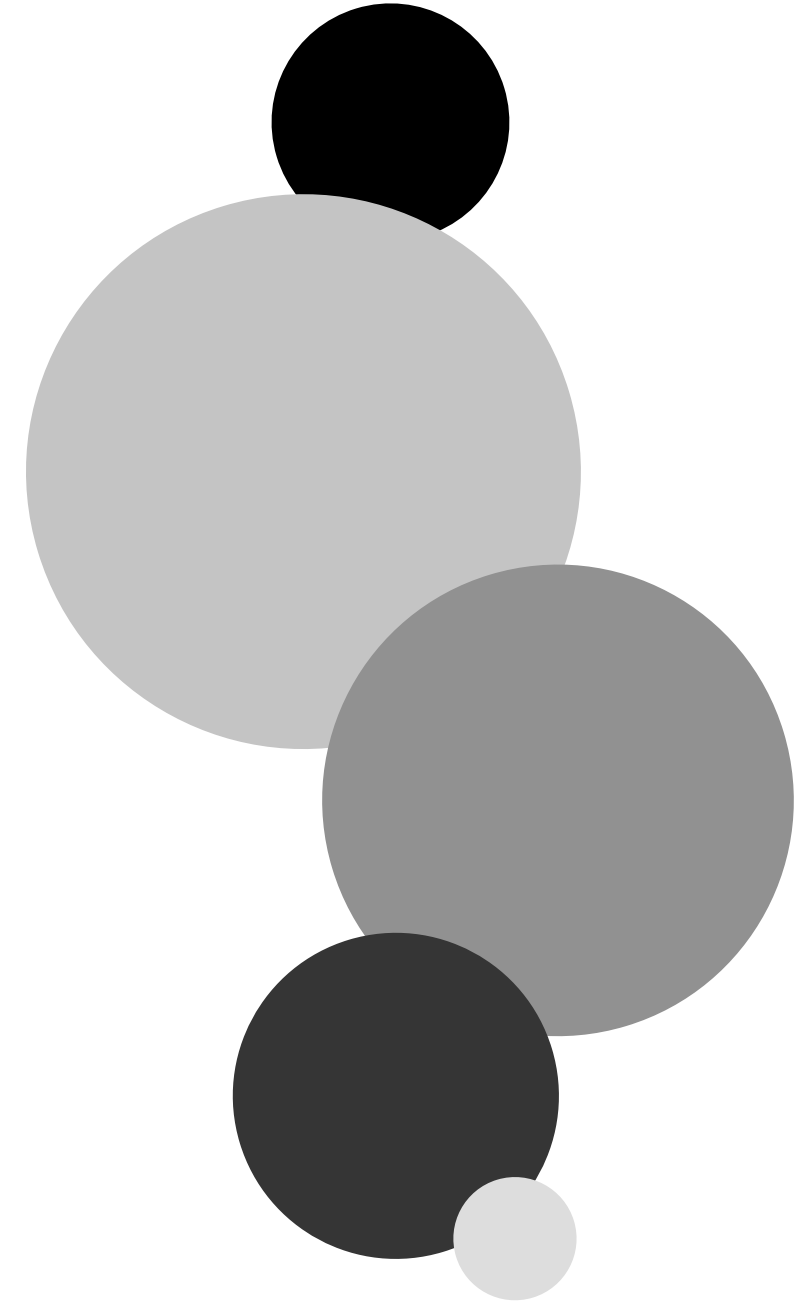
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

ARIAL BOLD

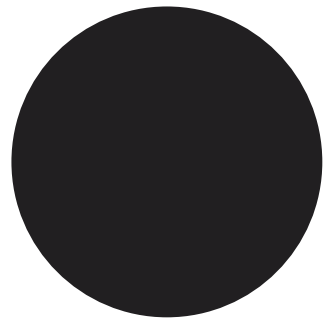
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Arial Regular to be used for body text.
Arial Bold to be used for headings.

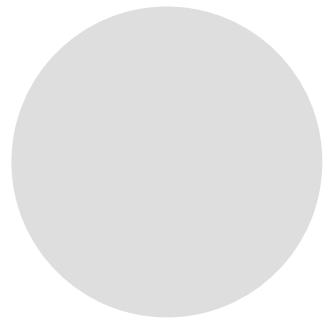
4. Color System



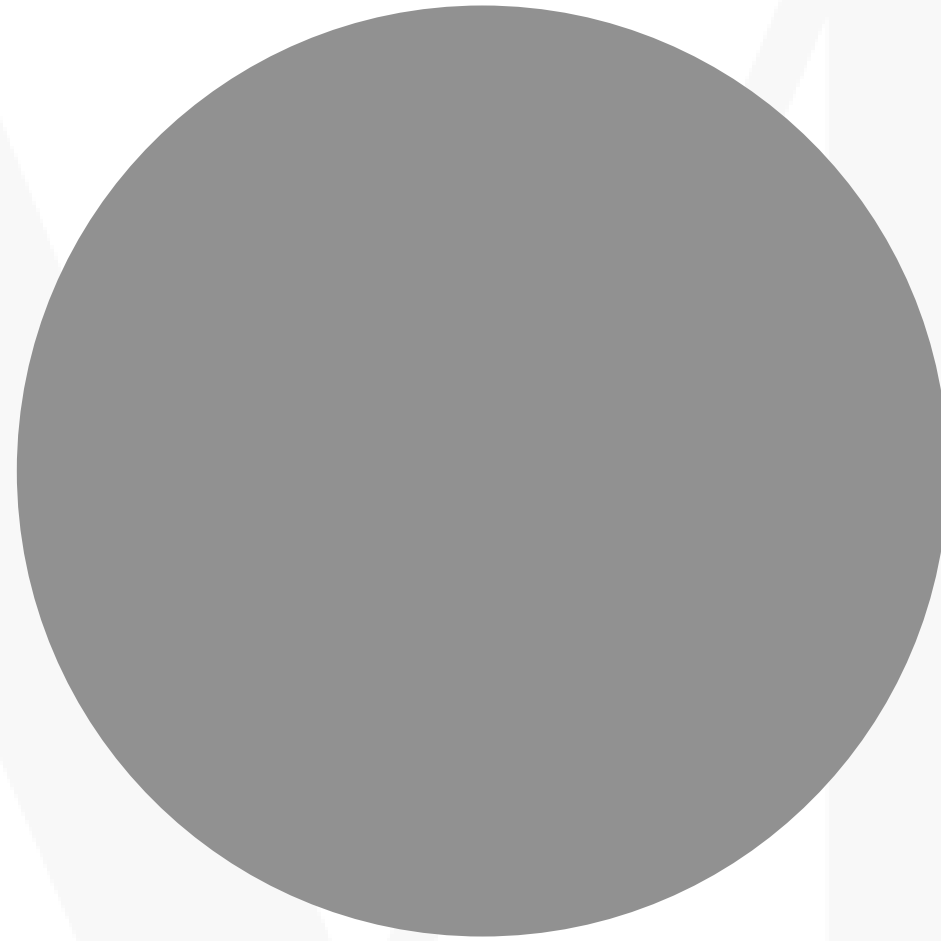
4. Color System



HEX: #211E21



HEX: #DEDEDE



HEX: #919191

5. Pattern & Graphics

Graphic patterns act as a secondary layering technique to add texture and depth, and they should always be used subtly even on bold designs. The graphic elements for MS Real Estate are flexible simple patterns derived from the logo. It can add depth and interest when layered with other brand elements.

Because of the suggested subtle application of this element, the pattern works well for casual and formal designs. The pattern is flexible enough to be used as a background texture or as an accent on marketing materials and may complement designs with a technical or scientific aesthetic.



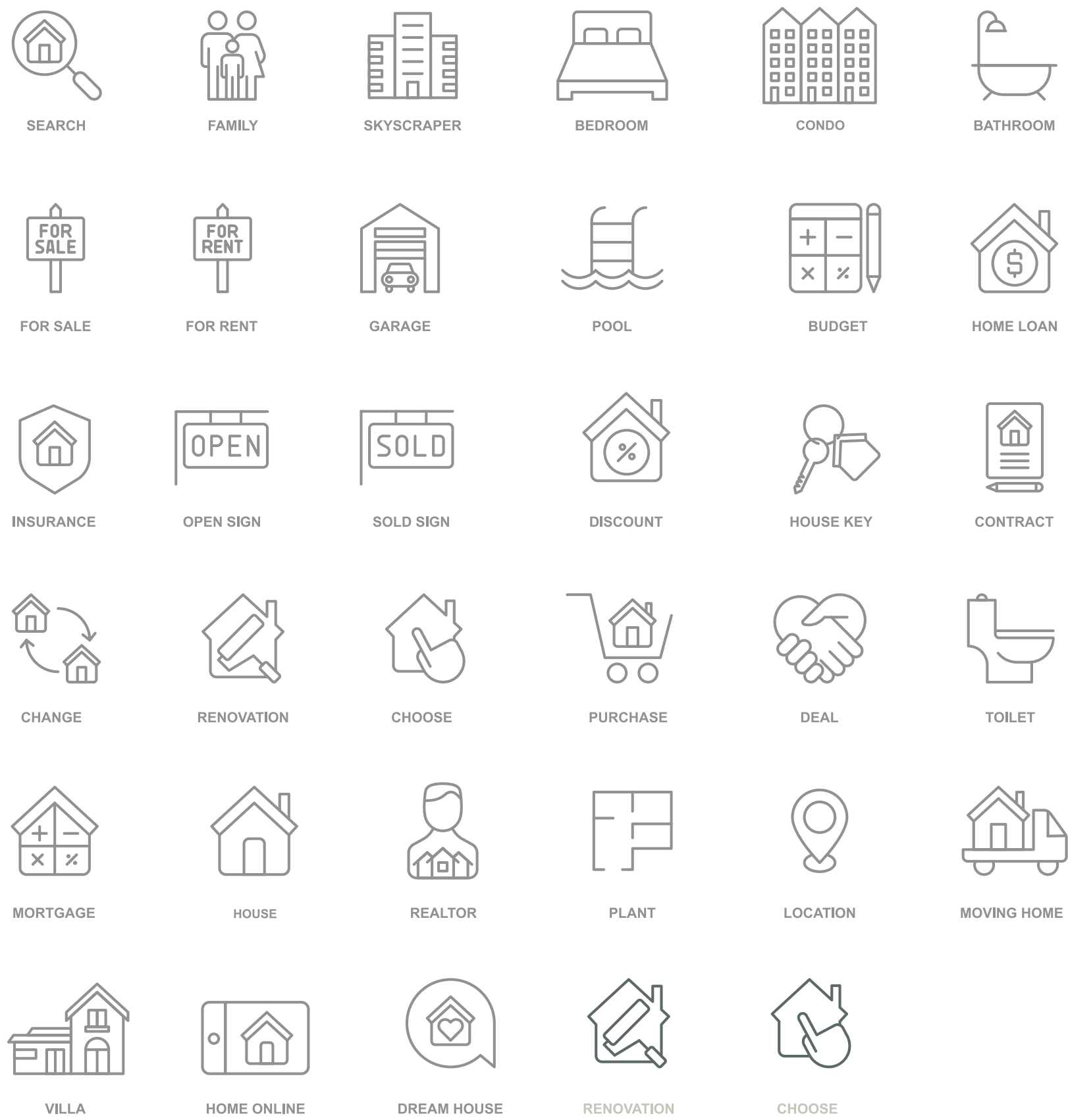
6. Iconography

Icons play a large role in the MS Real Estate website and authority leadership content.

Icon’s primary role is to guide a visitor or a reader through the content.

Do not tamper with the vector files of the icons.

They have been designed to have equal stroke weights and be of equal proportions to one another.



7. Social Media | Creatives

The standard branded MS Real Estate social media template is crafted to deliver a message that conforms to the MS Real Estate signature eloquence, while following our branding guidelines:

Don't modify the fonts: we use Roboto fonts for our template; it is available on all computer operating systems. Stay within the MS Real Estate brand color scheme, embedded into our template.

When placing the MS Real Estate logo on a photographic image, the background should always provide sufficient contrast to the logo. Textured backgrounds should be subdued and should never compete visually with the logo.



8. Photography Usage

Photographs play an important role in MS Real Estate's brand as an integral part of its own brand identity and also part of an authority leadership content MS Real Estate produces. This content includes programs, initiatives, and campaigns; online and live events; reports, white papers, infographics; MS Real Estate website, microsites, print digital publications, marketing and advertising; co-sponsored content, etc. To ensure brand integrity of the MS Real Estate's assets, it is important that the imagery can be described as:

i. Bold

ii. Clever

iii. Practical

iv. Modern

Note: keep cultural sensitivity in mind while selecting



MS

REAL ESTATE

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