



V A Z I R G R O U P

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# INTRODUCTION

Think of a brand. Any brand. It has its own look, doesn't it? A distinctive style which sets it apart from other brands. Right now, the brand is developing its own distinctive style. But while the visual style of the Vazir Group will always be your primary 'ambassador', a verbal identity is just as important a brand asset. Because the way you write for the group and the way you speak, are the elements which will deliver consistency and coherence.

Just as important, the verbal identity must be like no other company or brand operating in the same category. Just as the visual style must have a unique, recognizable identity, so too should the spoken and written language.

You will be communicating on so many different platforms; to your clients, your colleagues and your business partners. Imagine the competitive advantage you'll enjoy if you write with one tone and speak with one voice.

# OUR PURPOSE AND STATEMENT

To provide tailor-made services to High Net Worth Individuals with dedication, transparency and uniqueness.



# VISION & CORE VALUES

To be the top of mind luxury immigration boutique for High Net Worth Individuals, setting trends in the immigration market across the region.



# OUR PERSONALITY & TONE OF VOICE

The journey of a new life starts at our luxurious Dubai office. Every step of the journey will be accompanied by our expert team who will be providing high-end quality services.

Our messagings need to be short, simple, personal, elegant and full of confidence.

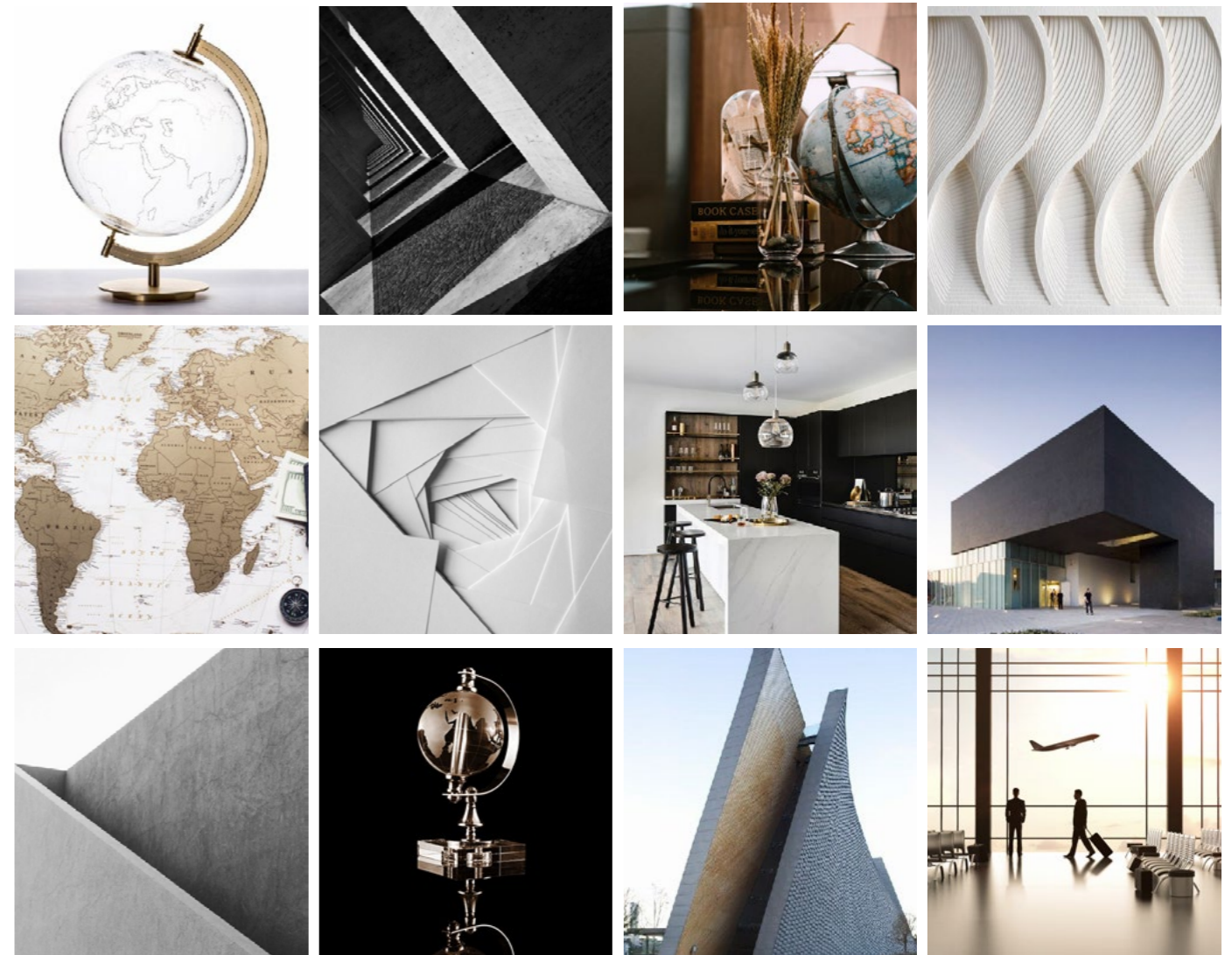
**KEY WORDS:** immigration, dedicated team, boutique, unique, tailor-made, luxury, end-to-end service, trust, comfort, convenience, family

# OUR VISUAL IMAGES

Our visual images are spontaneous and enhance movement with delicateness, gracious and class. We intend to recreate elegance via a journey which is unforgettable through history and a touch of modern.

Our images are very minimalist in order to enhance simplicity in our process to change your future.

In terms of image style, we aim to enhance our colour palette into the image to create a strong harmony within our brand.

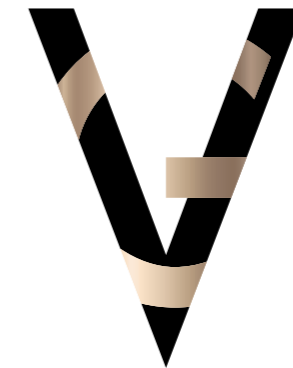


# OUR LOGO

The Vazir Group logo is visually strong, simple, refined and sophisticated. It is a stylish, sophisticated and unique approach. It projects an image of smartness and genuine service, it is resonant with the stature of a category leader. It perfectly reflects and expresses our highly regarded reputation.

## MINIMUM SIZE

A minimum size identity format has been established to maintain optimum legibility and clarity to maintain expression of the Vazir Group logo. The logo should never be implemented at less than 35mm in width (For Print) and 99px in width (For digital), in order to minimize loss of legibility in English typographic wordmark.



VAZIR GROUP

CLEAR SPACE  
1/4 OF THE HEIGHT OF THE LOGO



VAZIR GROUP

MINIMUM SIZE FOR PRINT: 35MM WIDE

MINIMUM SIZE FOR PRINT: 99PX WIDE

# OUR LOGO

## BIG LOGO ON IMAGE AS BACKGROUND

- Vazir group must be aligned towards the bottom of the monogram.
- Vazir group must have a safe space away from the monogram, safe space must be 1/5th of the width of the logo.
- Depending on where Vazir Group is most legible, it can be placed on the left or the right side of the monogram.



## DON'T



Vazir Group can never be center aligned to the monogram



Vazir Group is not legible on the background image.

# OUR LOGO USAGE

The examples here demonstrate some of the common mistakes that should be avoided. Always reproduce the identity using the specifications indicated in these guidelines.

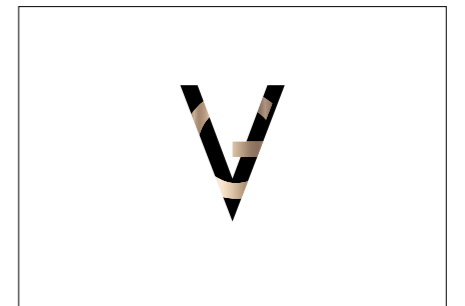
## DO'S



LOGO ON WHITE BACKGROUND



LOGO ON BLACK BACKGROUND



ICON ALONE AS MONOGRAM



LOGO ON IMAGE (option1)



LOGO ON IMAGE (option2)



LOGO ON IMAGE (option3)

## DON'TS



LOGO MUST ALWAYS BE CENTERED



WRONG COLOUR



LOGO ROTATED



LOGO DISTORTED



WRONG BACKGROUND COLOUR



LOGO ON BUSY BACKGROUND

# OUR TYPOGRAPHY

Typography is an important element of the visual system. The consistent use of this selected font family will enhance a consistent feel, and create a professional appearance across every touch point.

## PRIMARY FONT

Some typefaces are mysterious, like this one, Futura BT®, its origins are an enigma wrapped within a riddle, indeed. While its letterforms may be shrouded in secrecy, this design is sure to make a fine addition to any typographic arsenal.

## PRIMARY FONT

A a B b C c 1 2 3

## FUTURA BT FONT FAMILY

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()

### VAZIR GROUP

Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senatia temquit.

### FUTURA BT LIGHT

### VAZIR GROUP

Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senatia temquit.

### FUTURA BT MEDIUM

### VAZIR GROUP

**Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senati.**

### FUTURA BT MEDIUM

# OUR TYPOGRAPHY

## SECONDARY FONT

While many consider it to be the quintessential British type style, the Gill Sans® typeface family has been used in virtually every country – and for every application imaginable. The reason for Gill Sans’ near ubiquity is because it is an exceptionally distinctive design with a potential range of use that is almost limitless.

## SECONDARY FONT

A a B b C c | 2 3

### GILL SANS FONT FAMILY

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()

#### VAZIR GROUP

Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senatia temquit.

#### GILL SANS LIGHT

#### VAZIR GROUP

Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senatia temquit.

#### GILL SANS REGULAR

#### VAZIR GROUP

Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senati.

#### GILL SANS SEMI BOLD

#### VAZIR GROUP

Uderraci enterentes non des inimis, que horunu cum erimandam post alercerum latam cus demus teat ad caudepo sterfiris; hum aci senati.

#### GILL SANS BOLD

# OUR COLOUR PALETTE

Color is a significant brand equity. The correct use of our corporate colours is crucial in retaining the integrity of the brand expression. The use of these colours help to establish a sense of luxury, opulence and extravagance within our branded collaterals.

## PRIMARY COLOURS

<b>BLACK</b>  PANTONE® Black C (95%) C0 M0 Y0 K100 #000000	90%	80%	70%



## SECONDARY COLOURS

<b>TUNDORA BROWN</b>  PANTONE® 412 C C58 M53 Y49 K60 #454040	90%	80%	70%

<b>COOL GRAY</b>  PANTONE® Cool Gray 1 C C14 M11 Y11 K0 #e0dfdf	90%	80%	70%

# OUR COLLATERALS

# OUR BUSINESS CARD

Specifications:

Size - W: 85 mm X H: 55 mm

Finishing - Gold Foil Deboss - Edges gold foil printing

Paper Name: 330g Plike black 3 sheet pasted together

FRONT



85 mm

BACK



55 mm

# OUR LETTERHEAD

Specifications:

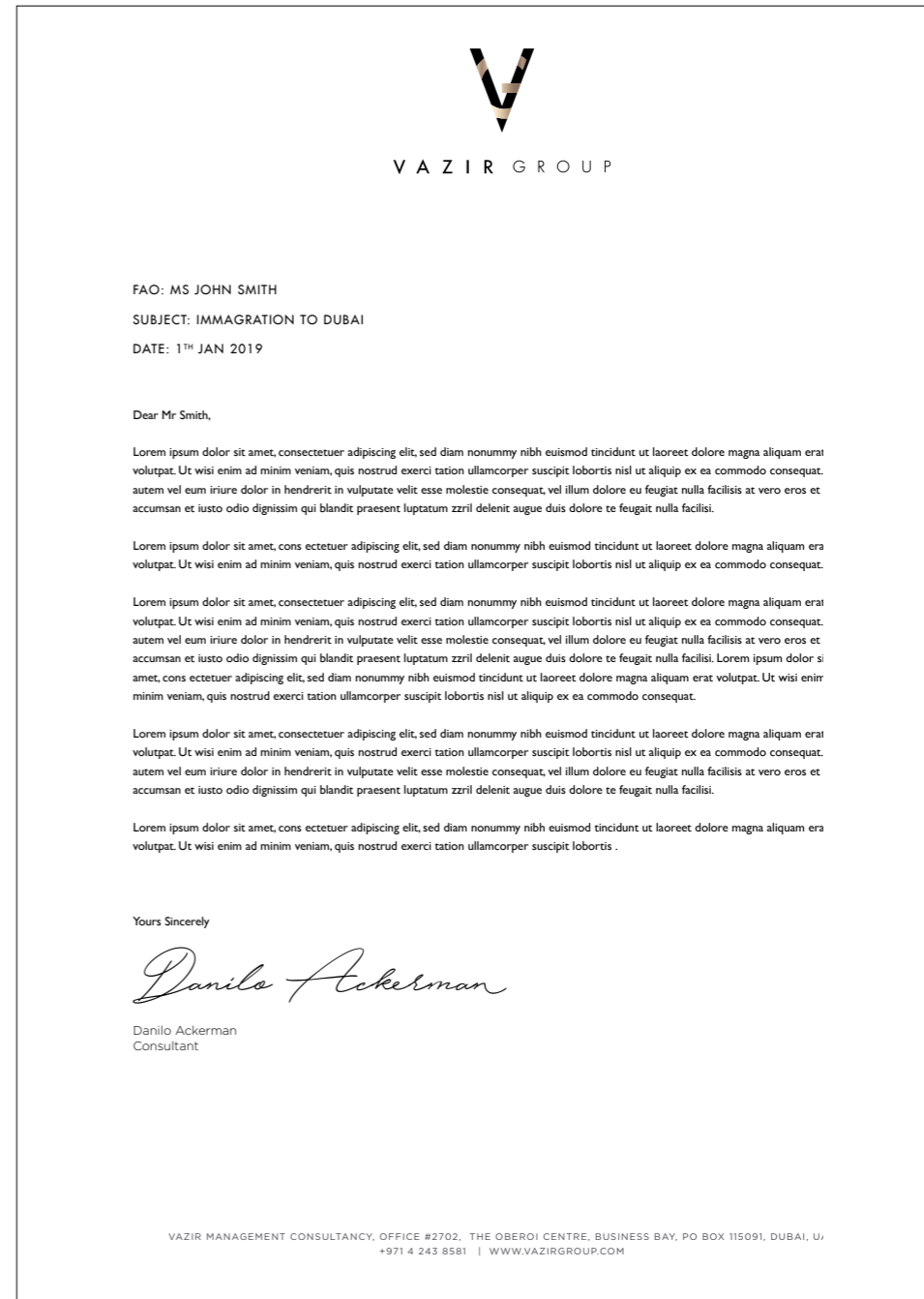
Size - W: 210 mm X H: 297 mm (A4)

Finishing - Gold Foil Deboss

Font:

Gill sans- Regular

Font Size: Minimum 8pt - Maximum 12pt



297 mm

210 mm

# OUR ENVELOPES

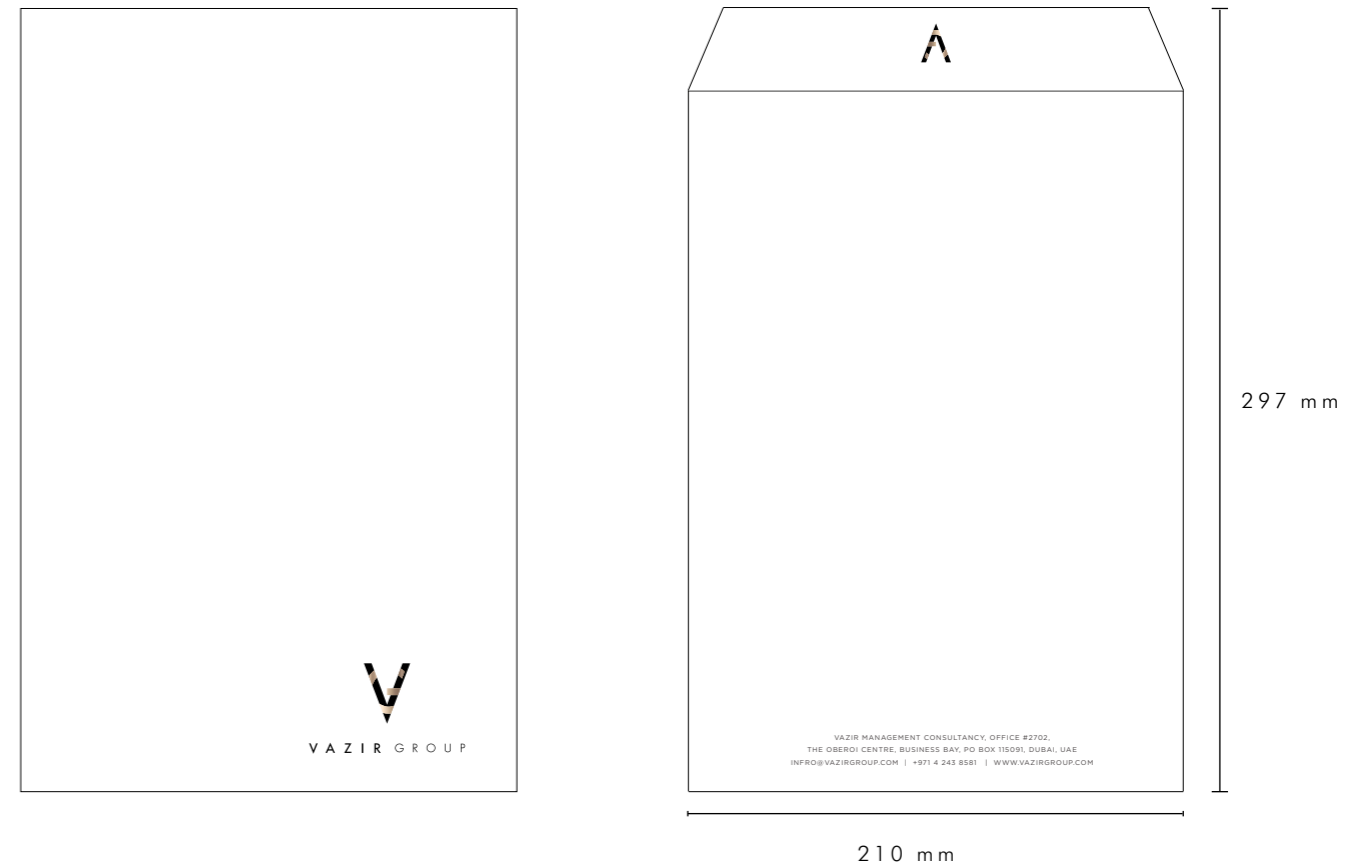
Specifications:

Size - W: 225 mm X H: 114 mm (DL Envelope)

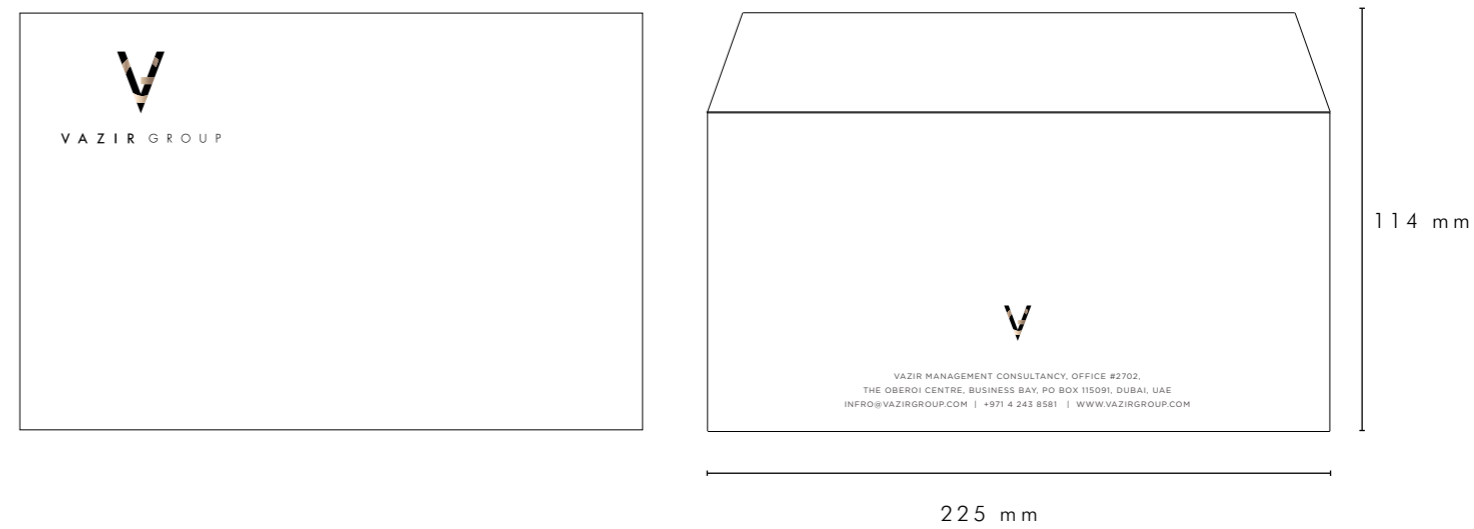
W: 297 mm X H: 210 mm (A4 Envelope)

Finishing - Gold Foil Deboss

A4 Envelope



DL Envelope

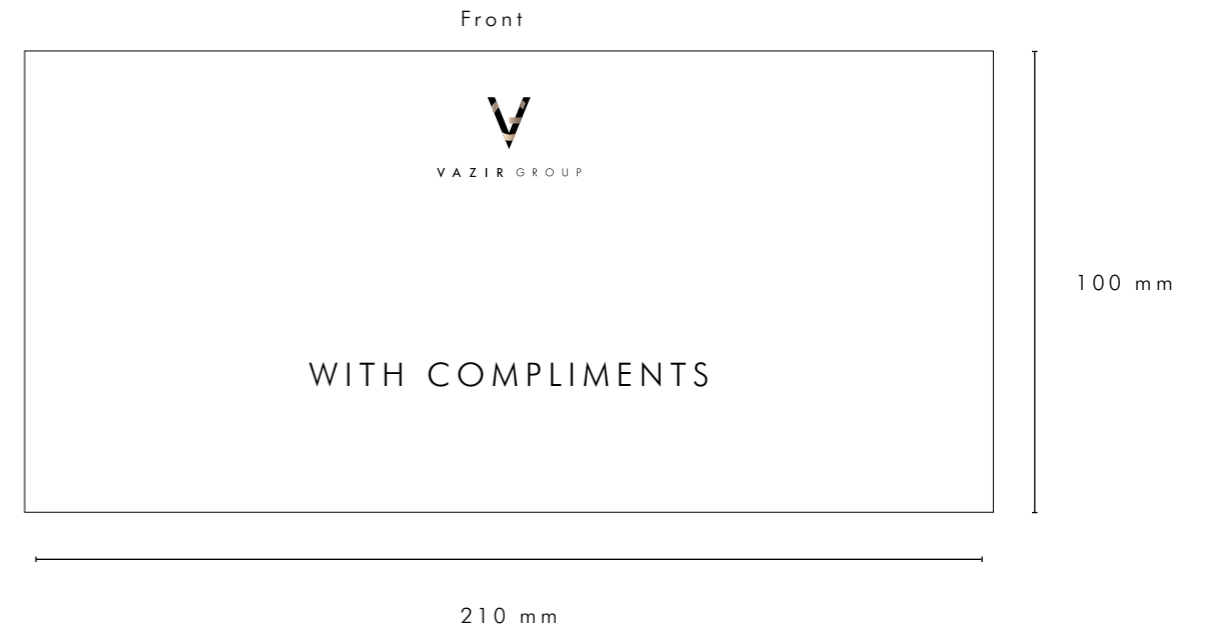


# OUR COMPLIMENTS SLIP

Specifications:

Size - W: 210 mm X H: 100 mm

Finishing - Gold Foil Deboss



# OUR FOLDER

Specifications:

Size - W: 226 mm X H: 330 mm (Closed)

W: 462 mm X H: 330 mm (Open)

Finishing - Gold Foil Deboss

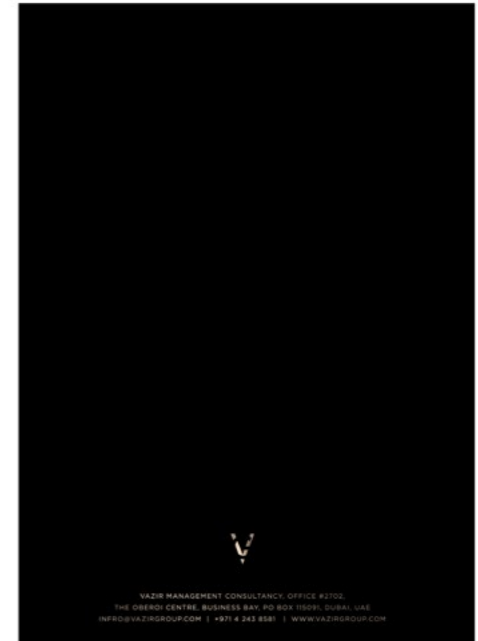
Paper Name:

400g matt with lamination both side and rose gold foiling

Front



Back



226 mm

Open Layout



330 mm

462 mm

# OUR BROCHURE

Specifications:

Size - W: 297 mm X H: 210 mm (A4)

Finishing - Gold Foil Deboss

Paper Name:

Cover – 400g matt with lamination one side

Inside – 200g matt

Cover



Spread



# OUR INSERTS

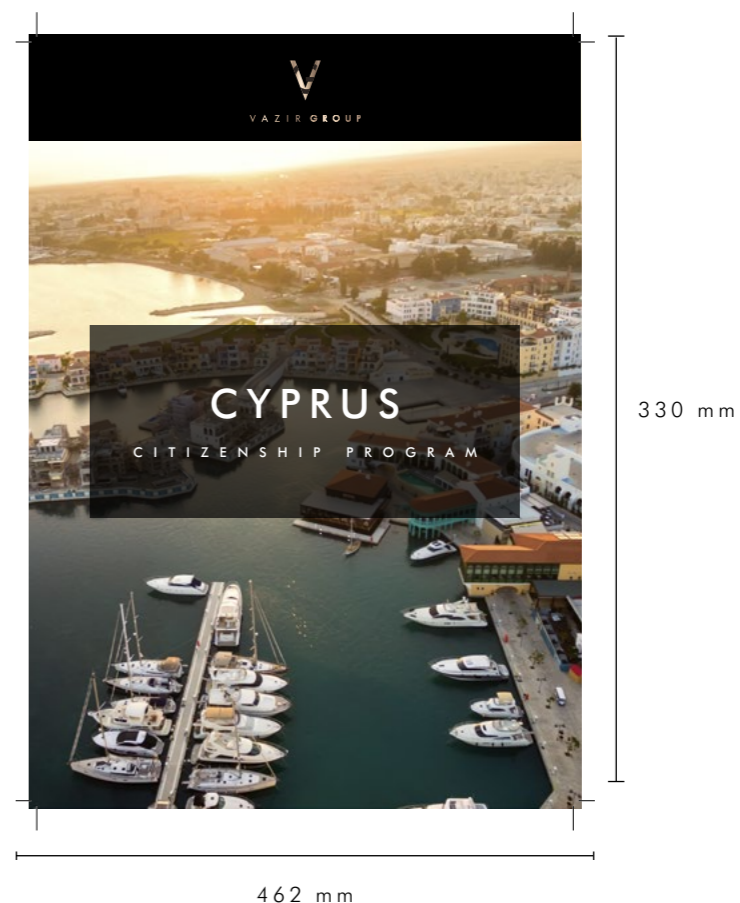
Specifications:

Size - W: 210 mm X H: 297 mm (A4)

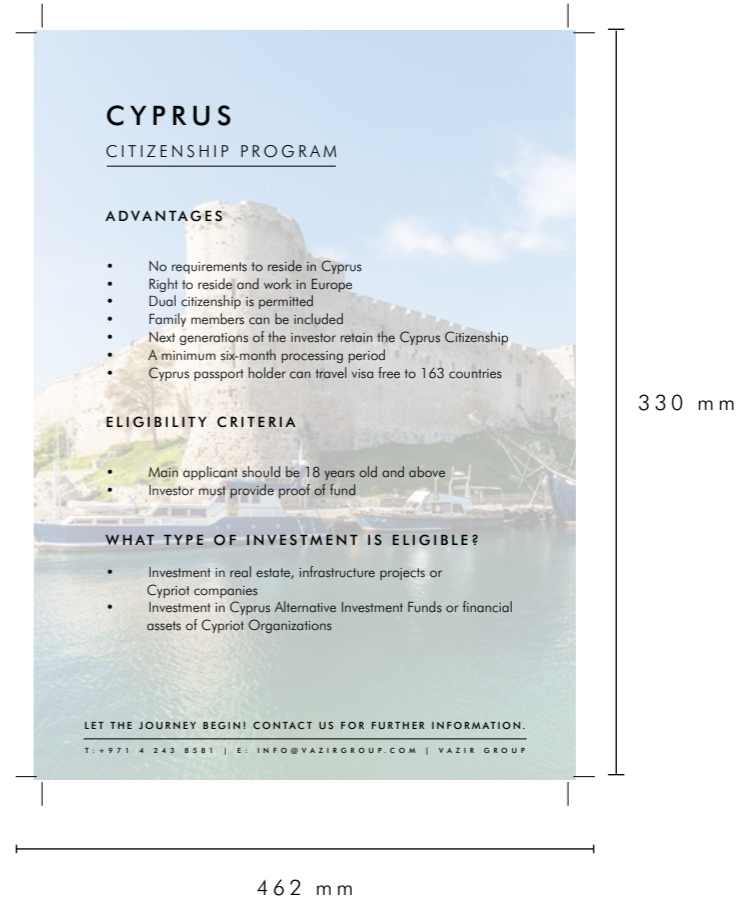
Bleed: 3mm All Around

Paper Name: 350g matt with lamination both side.

Front



Back



# OUR STATIONARY

Specifications:

Notepad Size - W: 148 mm X H: 210 mm (A5)

Gold Foiling on logo

Front



# OUR ADVERTS

Specifications:

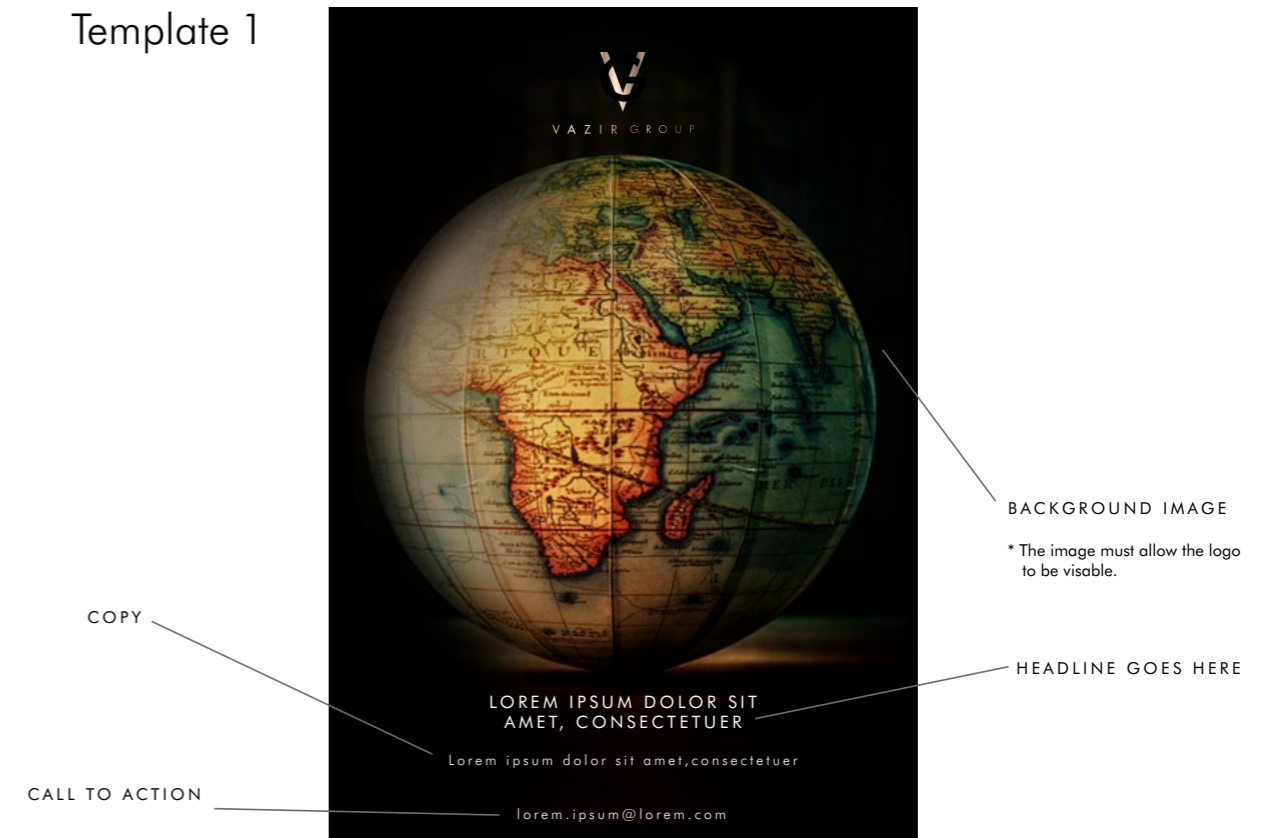
Size - W: 210 mm X H: 297 mm (A4)

\*Sizes may vary

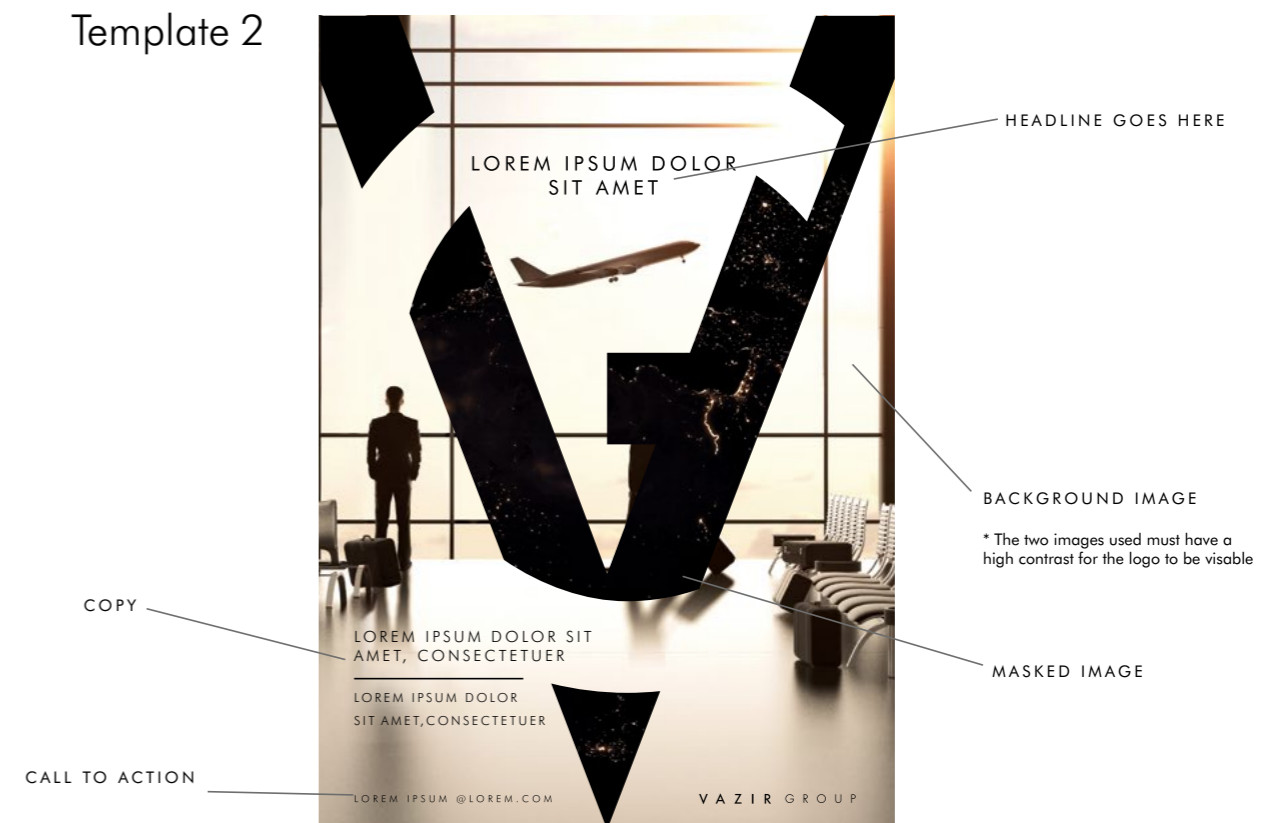
Gold Foiling on logo

## NEWSPAPER-MAGAZINE-ADVERT TEMPLATE

Template 1



Template 2



# OUR ROLL-UP BANNER

Specifications:  
Size - W: 914 cm x H 1828cm

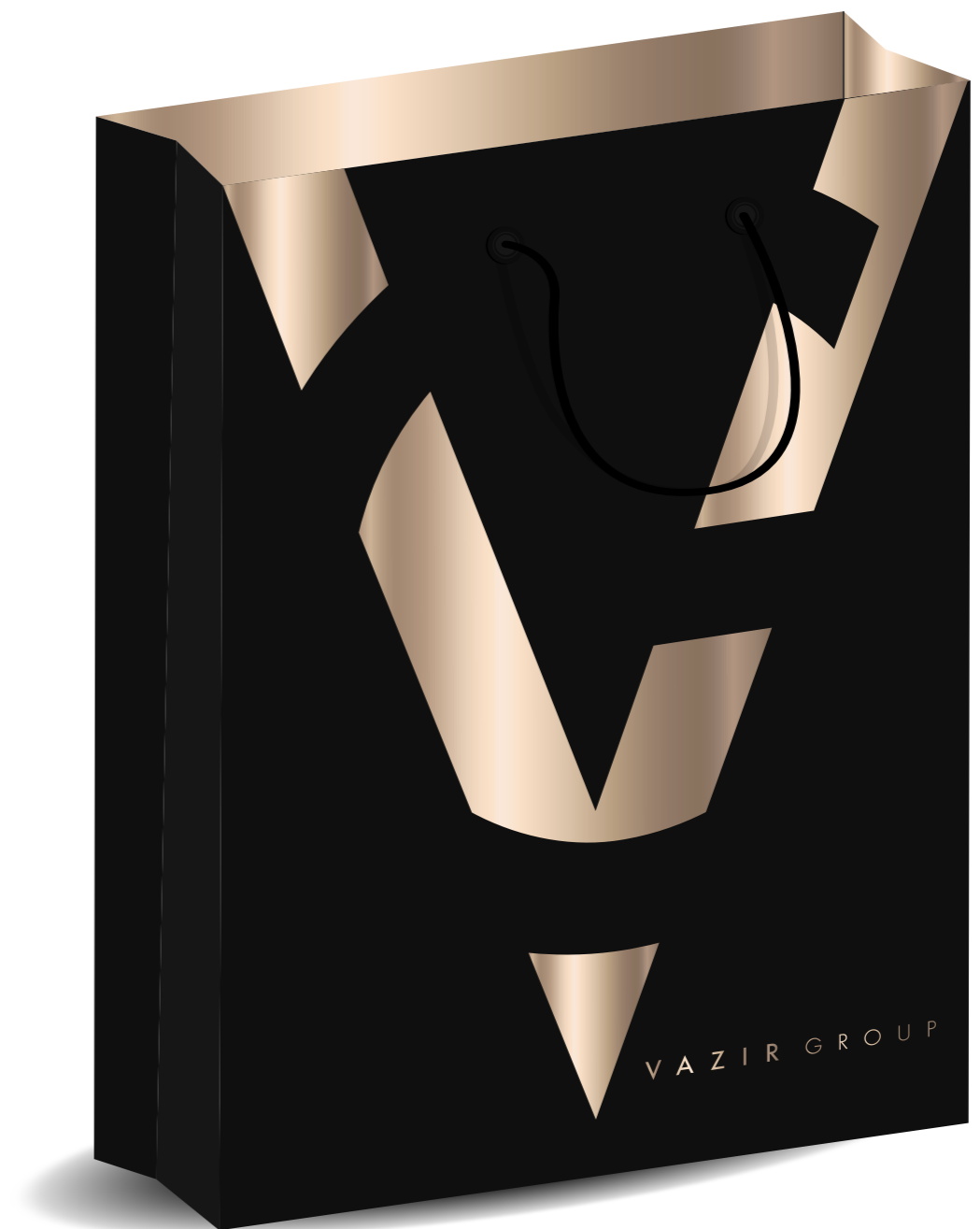
Front



# OUR BAG

Specifications: Sizes vary

Front



# OUR E-SIGNATURE

Specifications:

Size - W: 700 pixels by H: 162 pixels, 72 dpi



# OUR PRESENTATION TEMPLATE

Specifications:  
Size - W: 1920 x 1080 px (standard presentation size)

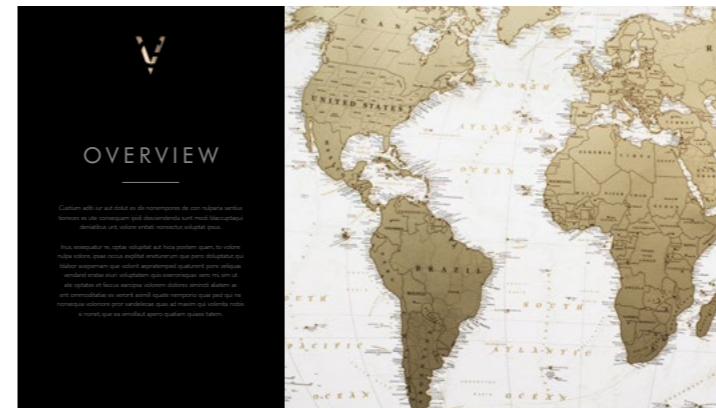
OPENING SLIDE



CLOSING SLIDE



OVERVIEW AND TITLE SLIDE



PAGE BREAK WITH SUBTITLE SLIDE



3 COLOMNS TEXT



SINGLE ROW TEXT

