



**MEYDAN FREE ZONE
BRAND GUIDELINES**

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1. Introduction.
2. Our Logo
3. Colors & Variations
4. Font Typeface
5. Voice & Tone
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8. Brand Applications
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Meydan Free Zone Brand Guideline

Welcome to the Branding Guidelines for Meydan Free Zone, We are happy that you are here. Our brand identity was created using a complex methodology that combines a unique value proposition and expert design thinking. It is the skin that holds our corporate body together.

This document contains the rules for our visual communication system. Guidelines within this guide cover treatment of Assets such as the company name, brand vision, mission, and essence, logo, company colours, and typography. Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

Introduction

- 1.1. Our Story
- 1.2. Our Vision & Mission
- 1.3. Brand Personality
- 1.4. Brand Attributes

INTRODUCTION

Our Story

We believe in the **journey of entrepreneurship.**

We understand this journey can be hard. Therefore, we are determined to create an **enabling environment for success.**

Within an enabling environment, the entity feels **empowered and inspired.**

An enabling environment and empowered entity **foster entrepreneurship excellence and growth.**

Our Vision

To be the **world-class hub for entrepreneurship** and innovation in the region.

Our Mission

To **make entrepreneurship accessible** and inspire business growth.

To foster a vibrant and connected **ecosystem for entrepreneurs** and innovators to create, grow, and lead.

Brand Personality

We are passionate, down to earth and to the point. We like to keep things straightforward, making the complex clear and simple.

While we act boldly and with confidence we're never cocky or boastful.

We like to challenge the status quo, not to be rule breakers but because we believe there's always a better way to get things done.

For us being smart means knowing what matters and getting what matters right.

Brand Attributes

Our brand attributes are the standard means by which all of our subsequent branding work would be measured, so it is important to ensure that they truly represent the heart and soul of the company.



The Logo

- 2.1. Our Tag Line
- 2.2. Our Logo Mark
- 2.3. Element of Duality
- 2.4. Logo Variations
- 2.5. Usage on Backgrounds
- 2.6. Logo Misuse

Our Tag Line

Heroes Dubai
as the center of
business

From Dubai to the world.

evokes a bigger ambition
refers to a stream of possibilities and opportunities

[LOGO OPEN FILES](#) ↓

[PNG LOGO](#) ↓

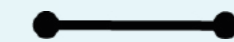
Our Logo Mark

meydan

+



+



Master Mark

direct association
to the master
brand and master
development

Universe

evokes the
global context
outlines an area
or zone denotes a
community

Connection

incorporating
the key facets of
connection and
accessibility



Element of Duality

Duality Design philosophy creates a connection between two elements. The Duality Design philosophy helps us see both sides of a story and creates compliments from contradictions.

A FREEZONE WITH EVERYTHING FROM DUBAI TO THE WORLD

GROWING SME?
GET EVERYTHING YOU NEED FROM

- VALUE TO ADVANTAGE
- CREDIBILITY TO
- SUSTAINABILITY
- NETWORKING TO NIGHTLIFE
- FOCUS TO FREEDOM
- COORDINATION TO
- COMMUNITY

A FREEZONE WITH
EVERYTHING FROM

- AFFORDABLE TO CREDIBLE
- SIMPLE TO SMART
- OPPORTUNITIES TO OWNERSHIP
- VISAS TO VISTAS
- WORK TO HOME
- LOCAL TO GLOBAL

EVERYTHING A DUBAI
ENTREPRENEUR NEEDS FROM

- BUSINESS TO PLEASURE
- PREMIUM TO AFFORDABLE
- 9-5 TO 24/7
- EFFICIENCY TO
- ENTERTAINMENT
- LOGISTICS TO LEISURE
- HIGH-TECH TO HIGH-TOUCH

GROWING SME?
GET EVERYTHING YOU NEED FROM

- VALUE TO ADVANTAGE
- CREDIBILITY TO
- SUSTAINABILITY
- NETWORKING TO NIGHTLIFE
- FOCUS TO FREEDOM
- COORDINATION TO
- COMMUNITY

Logo Variations



Logo usage on backgrounds

The full color logo should be used only on a white or light colored backgrounds, where the colors and shape are visible and do not merge into the background.



Logo Misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colors



Do not use different colors



Do not change the size or position of the ring and logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface



Do not outline logotype



Do not rotate any part of the logo



Colors & Variations

Our unique colour palette helps us to stand out and be recognised. It also echoes the bold, directness of our brand.

- 3.1. Brand Colors
- 3.2. Secondary Colors
- 3.3. Accent Colors
- 3.4. Use of Color with Elements

COLORS & VARIATIONS

Brand Colors & Secondary Colors

Logo Colors

MFZ Blue

Pantone 2945 C

CMYK C-100 M-67 Y-17 K-5

RGB R-0 G-81 B-140

HEX #00518C

MFZ Green

PANTONE 369 CP

CMYK C-67 M-8 Y-100 K-0

RGB R-98 G-168 B-48

HEX #62A830

MFZ LOGO GRADIENT

Light Green

HEX #c2d500

Light Blue

HEX #1ecad3

Primary Colors

Light Green

CMYK C-85 M-14 Y-89 K-2

RGB R-2 G-153 B-86

HEX #029956

Dark Green

CMYK C-90 M-36 Y-90 K-31

RGB R-6 G-96 B-58

HEX #06603a

Accents Colors

Secondary Colors

CMYK C-29 M-2 Y-100 K-0
RGB R-194 G-213 B-0
HEX #c2d500

CMYK C-11 M-0 Y-16 K-0
RGB R-222 G-255 B-224
HEX #deffe0

CMYK C-18 M-0 Y-1 K-0
RGB R-203 G-224 B-255
HEX #cbf2ff

Use of Colour with Elements

Brand Colour



Secondary Colour



Linear Gradient



Font Typeface

- 4.1. English Typeface
- 4.2. Arabic Typeface
- 4.3. Type Specimen

FONT TYPEFACE

English Typeface

General Sans

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
0 1 2 3 4 5 6 7 8 9

Font Family

- Light
- Regular
- Medium
- Semi Bold**
- Bold**

Arabic Typeface

Dubai

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
 9 8 7 6 5 4 3 2 1 0

Font Family

خفيف

عادي

متوسط

عريض

Type Specimen

H1
 General Sans Bold, 36/38

H2
 General Sans Bold, 24/28

H3
 General Sans Bold, 18/21

H4
 General Sans Medium, 12/15

P
 General Sans Light, 12
 Kerning, -10 Tracking 7/9

CTA
 General Sans Bold

A better way to work

Simpler, more pleasant and more productive

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of work.

After all, every organization needs a little bit of simple stuff.

There is an enormous and heretofore unmet demand for an easier way to promote entrepreneurship. That demand is why Meydan Free Zone is here today. To deliver solutions brilliantly and digitally.

LET'S CONNECT

Voice & Tone

Our unique colour palette helps us to stand out and be recognised. It also echoes the bold, directness of our brand.

- 5.1. Voice
- 5.2. Tone
- 5.3. Tone of Voice in Action
- 5.4. Writing Style Guide
- 5.5. Writing Goals
- 5.6. Writing Principles

VOICE & TONE

Voice

The Meydan Free Zone’s voice is evolving to unite our brand and meet our audience’s needs. We’re confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices, we’ll create more space for brand relevance, connection and joy. We want to educate people without patronizing or confusing them. We impart our expertise with clarity, empathy, and honesty.

We are in the business of opening doors for SME’s hence we can relate to our audience’s challenges and passions and must speak to them in a familiar, warm, and accessible way.

Functional

Functional means helpful—it organizes things in a clear way and anticipates our customer’s needs, to have an easy, enjoyable experience online and at our offices. Used primarily for way-finding and buying for our services, this copy is so seamlessly integrated that it calls attention to the product—not itself. Functional doesn’t mean sterile; it means clear. For SME’s hence we can relate to our audience’s challenge

Expressive

Expressive copy is where our brand personality unfurls with day-making thoughts. We use expressive moments on focal products to present a product truth in a fresh, relevant, interesting way. When we have the space, we tell a passionate entrepreneur story. But even with just a few words, our copy can make you inspired!—always taking into account where our audience is interacting with us—and making every word count.

Tone

Our tone is usually informal, but it's always more important to be clear than entertaining. We use active voice and avoid passive voice. We must avoid slang and jargons. Write plain English and use classic Arabic. Our use of language should be positive rather negative.

Tonal Hooks

Straightforward

Do not bombard our consumers with technological speak, they just want to know if what they're buying does what they need it to do. Straightforward language.

Easy

We make it as easy as possible for our audience to setup a company. Our digital innovations help our audience to make their decisions easy.

Reliable

Our audience need the reassurance that what they're investing in is tried and tested, recommended by people whose opinion they trust.

Bright

Our audience gravitate towards brands that brighten up their day. We speak to them like an adult who enjoys that witty spark. We're smart, and so are they – we know that they get it.

When to be Functional, when to be Expressive.

Expressive Messaging (Attract & Engage)

When

Created as inspiration and guidance for touch points such as social and PR, etc.

How

Attract and engage: lead with the witty headline, underpinned by the functional benefit, while lightly touching on the technology.

Why

Inspire consumers and introduce Meydan Free Zone as the easy choice to make.

Functional Messaging (Convert)

When

Created as product information for category and product pages, data sheets.

How

Convert >>turn the engaged audience into believers. Explain the technical detail, expand on the functional benefit, and nod to the emotional benefit.

Why

To prove why Meydan Free Zone is the easy choice.

Tone of Voice in Action

Attract

Simple, engaging, to-the-point headlines that get the target audience's attention.

Engage

Why Meydan Free Zone is the Easy Choice, e.g. how it makes my life easier. The hero tech that makes this a step up.

Convert

This is where the peace of mind comes in. Top highlights, consumer ratings.

Our Benefits

Meydan Free Zone offers multiple advantages to Global Entrepreneur

We are strategically located catering to the needs of startups and global businesses alike with access to exceptional talent, entrepreneur expertise, excellent business networks and a vast suite of start up support services.

- ✔ Complete foreign ownership
- ✔ Capital repatriation without restrictions
- ✔ 100% exclusion on corporate & personal tax
- ✔ Full repatriation benefits on profits & financial assets
- ✔ Easy bank account setup
- ✔ 1500+ business license activities

LET'S MEET

Writing Style Guide

A style guide is a point of reference for grammar, punctuation and spelling. A set of standardized rules mean all communications for Meydan Free Zone, no matter who has written them, will always be consistent.

Headlines should be written in short, concise sentences – two or three words are expected. All copy is to be stylized in capital letters* using Dubai font family(print executions), weighted Medium and Open Sans (digital executions),weighted Medium . Use full stops to punctuate if necessary.

Running Copy including captions, credits, stand firsts, caveats and subheads should all be written in sentence case, using Dubai Light. And should always be closed with a full stop.

Writing Goals

With every piece of content we publish, we aim to:

Empower

Help people understand what Meydan Free Zone is by using language that informs them and encourages them to that leap of faith called entrepreneurship.

Guide

Think of yourself as a tour guide for our users. Whether you're leading them through our website, email, socials, communicate in a friendly and helpful way.

Respect

Treat our users with the respect they deserve. We ought to out ourselves in their shoes, Be considerate and inclusive. We do not want to market at people; we want to communicate with them.

Speak truth

Understand Meydan Free Zone's place in our audience's lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

Educate

We want to educate our users on what they need to know about our free zone, our products in a way that's inspiring to them, not us!. Give them the exact information they need, along with opportunities to learn more, all call to action must be clear and approachable. Remember that we are the experts of our products and services, and our users don't have access to everything we know.

Writing Principles

In order to achieve those goals, we make sure our content is:

Clear

Understand the topic you're writing about. Use simple words and sentences.

Friendly

Write like a human. Don't be afraid to break a few rules if it makes your writing more relatable. All of our content, from splashy homepage copy to system alerts, should be warm and human.

Useful

Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?

Appropriate

Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you're writing to and what you're writing about.

Imagery

- 6.1. Visual World
- 6.2. Attitude
- 6.3. Freestyle Perspectives

IMAGERY

Visual World

Authentic and Extraordinary

Passion, precision and perfection are integral to the visual aesthetic of our images. The style is minimalistic and clear-cut, with the situation in each image depicted in an authentic, assured manner with a focus on the essential. The images don't look at all staged, and yet every single detail is meticulously composed.

The result is exclusive snapshots of authentic situations, perfectly pairing sophisticated lighting with a subtle colour mood. The vehicles look not like exhibition objects, but like part of a natural environment. This allows us to create high-quality, emotionally charged images that move and fascinate the viewer, while also expressing our bold, sophisticated and optimistic attitude.

The images are powerful, express understatement with a premium standard, and reflect at the same time a balance between perfection and authenticity.



Attitude

brave | curious | approachable | optimistic

The attitude of people used in our images is optimistic with a confident, nonchalant way about it - but in a likable and approachable way. We show people with charisma, who radiate determination and curiosity.

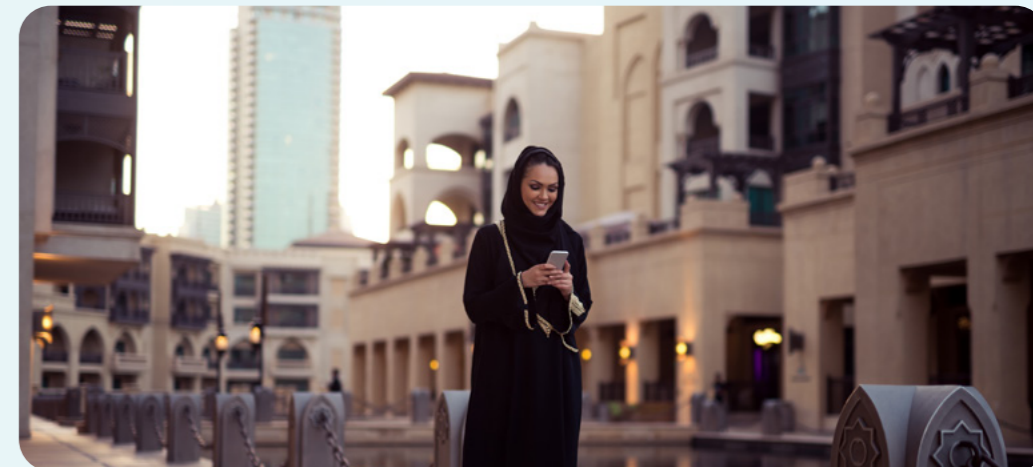


Freestyle Perspectives

unseen | courageous | surprising | detailed

Freestyle perspectives characterise our imagery with their emotional and diverse personality. These shots have charisma and tell a story in a fascinating, refreshing way.

These shots surprise with their unseen perspectives and intriguing image cropping, and embody passion with their dynamics. They trigger emotions in the viewer, communicating closeness and warmth, and enabling car details or other design characteristics to be staged in an emotional way.



Icons

Meydan Free Zone icons indicate information and interactions in a simple, direct manner. Their style is derived from technical drawings. Learn how to use them, how they behave and how they are made here or find and download approved icons in the user interface guideline:

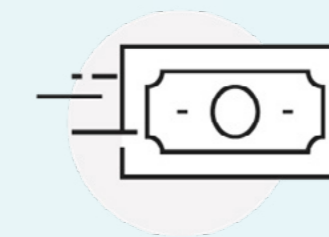
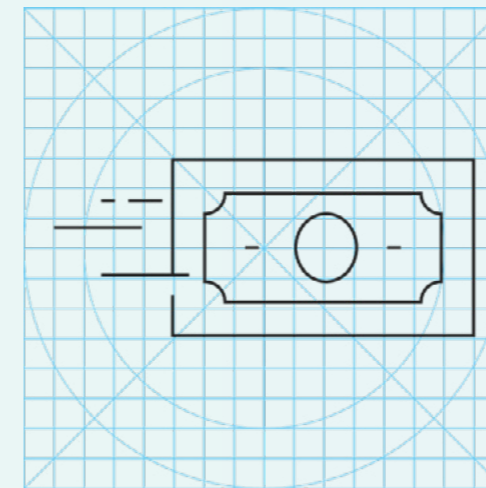
7.1. Style & Structure

7.2. Usage

ICONS

Style & Structure

Icons are made up of as few elements as possible. The constructed style is created by means of a fine, constant contour thickness of one pixel and the avoidance of filled-in blocks, angles alternate with rounded corners. Icons are generally applied in black and white.



Usage

Meydan free Zone’s icons are used across different brand touchpoints from marketing to environment to product. They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.



Brand Applications

- 8.1. Stationary
- 8.2. Business Cards
- 8.3. Letter Head & Envelope
- 8.4. Notebooks & Pen
- 8.5. Mugs
- 8.6. Uniform

Business Cards



Letter Head & Envelope



Note Book & Pen



Mugs



Uniforms

As much as we're told not to, people judge books by their covers. What we wear reflects how we're perceived, and the staff at events are some of the most important brand ambassadors. Keep things casual, but refined.



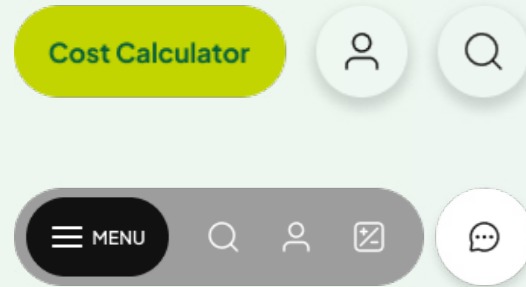
Web Elements

Every piece of content we publish is supported by a number of smaller pieces. This section lays out our style in regards to these web elements, and explains our approach to the tricky art of SEO.

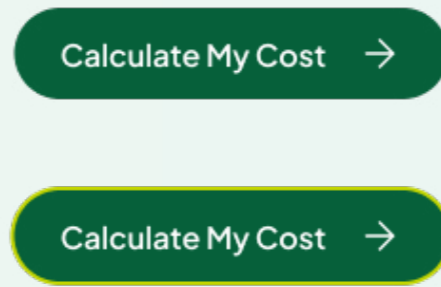
- 9.1. Buttons
- 9.2. Drop- Down Menus
- 9.3. Forms
- 9.4. Headings & Subheadings
- 9.5. Lists
- 9.6. Navigation
- 9.7. Titles

Buttons

Menu Bar

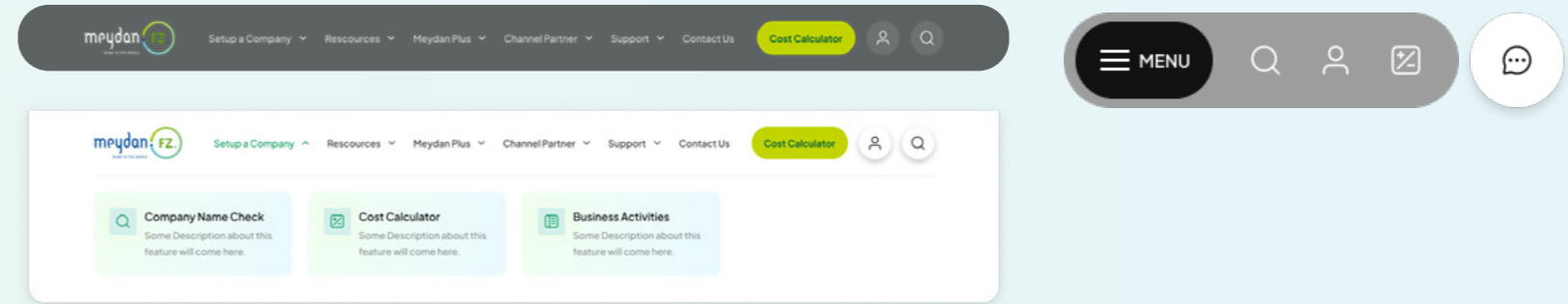


CTA Buttons

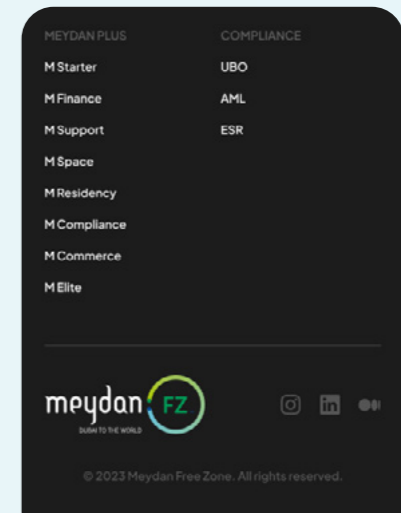
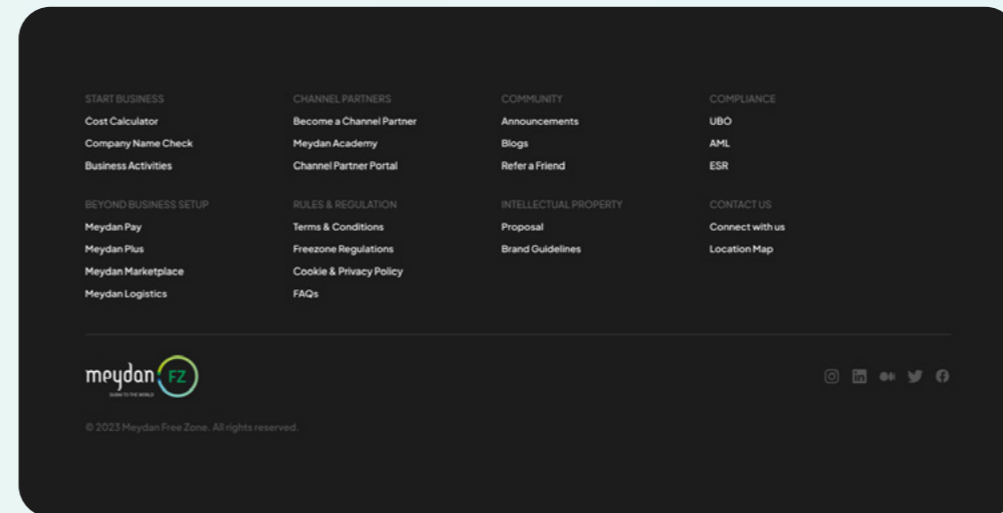


Menus

Header Menu



Footer Menu



Forms

1. Form titles should clearly and quickly explain the purpose of the form.
2. Use title case for form titles and sentence case for form fields.
3. Keep forms as short as possible.
4. Only request information that we need and intend to use. Don't ask for information that could be considered private or personal, including gender. If you need to ask for gender, provide a field the user can fill in on their own, not a drop-down menu.

Contact Us

Enter Your Name

Enter Phone Number

Enter email Id

Please Select any 1 option

You're looking help with ?

Message

Type in any Message or query which you have with Meydan.

Check if you already have a company registered in Meydan Free Zone ?

Submit Form →

By Submitting this form, you agree to the [Privacy Policy](#) and [Terms & Conditions](#) of Meydan Free Zone. I consent to Meydan Free Zone, collecting my name, email, address and phone number also for contacting me either by email address or the number supplied.

Lists

1. Use lists to present steps, groups, or sets of information. Give context for the list with a brief introduction. Number lists when the order is important, like when you're describing steps of a process. Don't use numbers when the list's order doesn't matter.
2. If one of the list items is a complete sentence, use proper punctuation and capitalization on all of the items. If list items are not complete sentences, don't use punctuation, but do capitalize the first word of each item.

Meydan Finance

The financial backbone for businesses in Dubai. It offers financial services, including tax consultation, VAT registration, audits, and bookkeeping. Businesses of all sizes can utilise these services to maintain financial compliance and accuracy.

- Corporate Tax** →
- VAT Registration** →
- Financial Audit Report** →
- Book Keeping** →

Frequently Asked Questions

- What documents are required for the registration of a company ?
+
- What is Included in the package of AED 12500?
+
- What is an establishment card & why do I require it ?
+

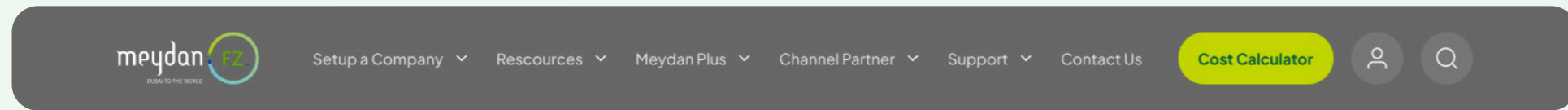
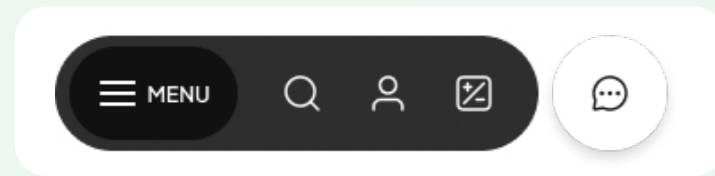
[View all FAQ](#) →

Navigation

Use title case for main or global navigation. Use sentence case for sub-navigation.

Navigation links should be clear and concise.

Main Navigation



Titles

1. Titles organize pages and guide readers. A title appears at the beginning of a page or section and briefly describes the content that follows. Titles also tell search engines what a page is about, and show up in search results.
2. Titles are written (you guessed it) in title case. Don't use end punctuation in a title unless the title is a question.

About Meydan Academy

Meydan Academy is an exclusive educational platform designed to enhance the professional experiences and solutions of our valued partners. We work alongside you to ensure confidence, proficiency, and ease in facilitating Meydan Free Zone licenses.

Our mission is to empower individuals and organisations to:

- Develop channel partners' knowledge of Meydan Free Zone.
- Positively impact sales performance through innovative assessment tools and digital training materials.
- Access valuable data insights and reports with ease, whether by the learner, group, department, or region.

Refer a friend & earn AED 1,500 !

Do you want to make the most of your network? We've got a simple and rewarding solution. Refer a friend to join Meydan Free Zone, and you could earn a generous AED 1,500.

You don't need to be an expert to participate in this lucrative opportunity. Here's how it works:

- Fill in the referral form on this page.
- Our team will reach out to you.
- Enjoy your rewards after the successful completion of the deal.

WORK. LIVE. PLAY.

800 FZ1 (391)

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