

BRAND GUIDELINES



DESIGN ELEMENTS

We outline best practices for the use of MBZIRC brand assets and cite useful examples for everyone's future use.

Our design system is composed of five core elements: logo, typography, colour, image & photography style and a design toolkit with specific shapes, patterns and graphic symbols to be used for various design projects.



SIZE

One of the most important elements of our visual style is ensuring that the logo is prominent and clearly visible on all assets.

This page defines the correct size of the logo in relation to the size and aspect (horizontal or vertical) of the document.

Apart adjusting its size, please do not distort the logo in any way.



26 mm in print
74px on screen



26 mm in print
74px on screen



21 mm in print
58px on screen

English



Arabic



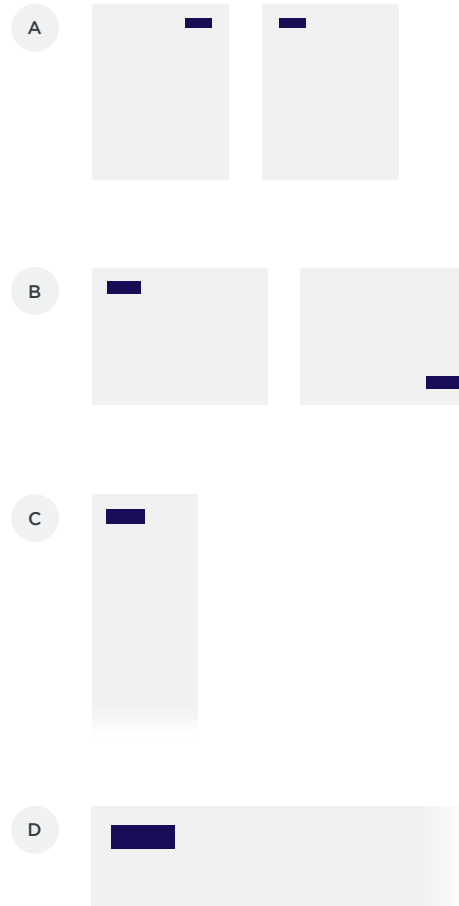
Bilingual



↓ [DOWNLOAD MBZIRC LOGO HERE](#)

PLACEMENT

- A In a standard portrait format, the logo should be 6/1 of the width of the document.
- B In a standard landscape format, the logo should be 7/1 of the width of the document.
- C For unusually long portrait formats (e.g., standees), the logo should be 3/1 of the width of the document.
- D For unusually wide landscape formats (e.g., booth banners), the logo should be 2/1 of the height of the document.

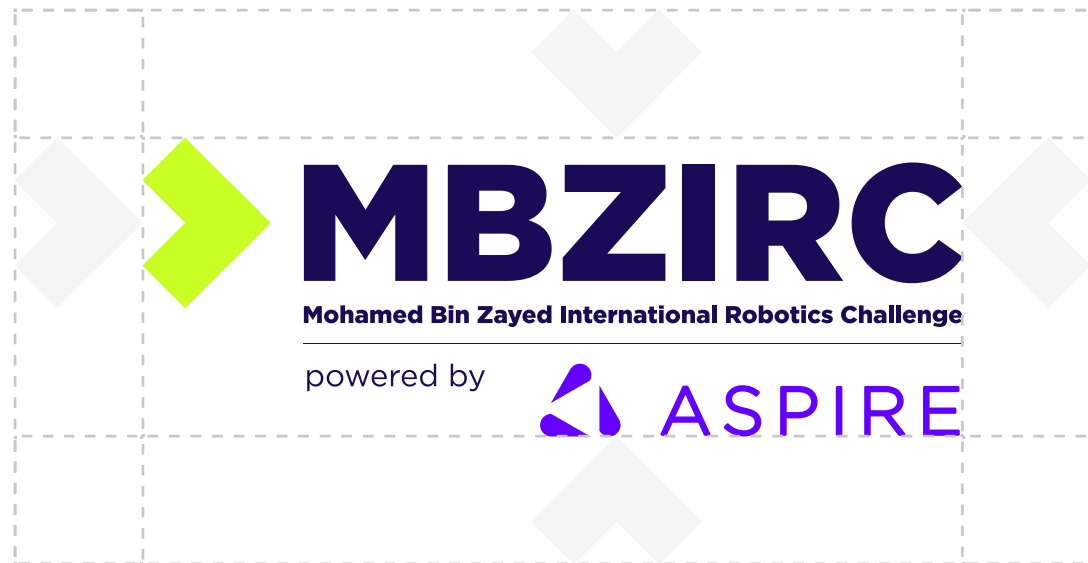


PROTECTION ZONE

The usage of the logo should always **respect the minimum required clear space**.

A protection zone around the logo keeps it clear and prominent on all assets. It is the minimum area around the logo that must be kept free of other graphical elements.

Protection zones are defined using the height of a piece of MBZIRC's logomark. In general, the larger the size of an asset, the larger the exclusion zone in proportion to the logo.



USAGE OF LOGO ON BACKGROUNDS

MBZIRC logos should be used only on white, black, grey or blue coloured backgrounds.

When needed. The logo should be used only on photographs and colour backgrounds within the MBZIRC colour palette.

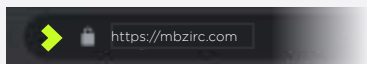


THE MBZIRC LOGOMARK

The logomark can be used as a shorthand for the brand, but it isn't an alternative logo.

It can be used on its own where space is very limited such as an app icon or a pin badge.

The logomark is used as it is or as the foundation for any of the graphic elements suggested in this guide, but never as a replacement of the logo.



Browser favicon

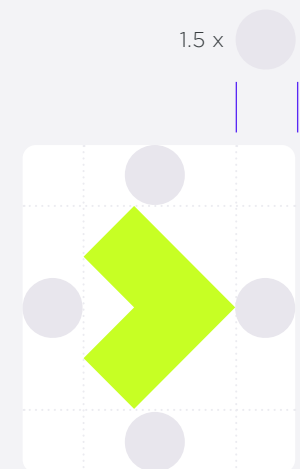


Circle avatar



App icon

Logomark protection zone when displayed with other logos or icons



LOGO MISUSE

Do not change the transparency of the logo



Do not distort the logo



Do not shuffle / rotate the logomark. Except during animation



Do not use drop shadows, bevel and emboss or any other effect



Do not use different colours



Do not re-create using any other typeface



Do not outline



Do not rotate any part of the logo



BRAND COLOUR PALETTE

The brand colour palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

The MBZIRC Blue, sky blue and platinum are closely tied to the colours you see in most of our collaterals, while secondary colours are brought in to represent the colourful content from the users.

MBZIRC Blue

HEX
1A0B56
RGB
26, 11, 86
CMYK
100, 100, 34, 35
Pantone
Pantone 24 C

Electric Lime

HEX
C8FF24
RGB
200, 255, 36
CMYK
30, 0, 100, 0
Pantone
Pantone 2297 C

Megenta

HEX
B51A90
RGB
181, 26, 144
CMYK
31, 100, 8, 0
Pantone
Pantone 241 C

Trypan Blue

HEX
3918A1
RGB
57, 24, 161
CMYK
100, 100, 1, 0
Pantone
Pantone 2370 C

Majorelle Blue

HEX
5052F5
RGB
80, 82, 245
CMYK
79, 69, 0, 0
Pantone
Pantone 2726 C

Violet

HEX
7023C3
RGB
112, 35, 195
CMYK
73, 85, 0, 0
Pantone
Pantone 2090 C

White

HEX
FFFFFF
RGB
255, 255, 255
CMYK
0, 0, 0, 0
Pantone
Process White

Trypan Blue

HEX
3918A1
RGB
57, 24, 161
CMYK
100, 100, 1, 0
Pantone
Pantone 2370 C

Magenta

HEX
B51A90
RGB
181, 26, 144
CMYK
31, 100, 8, 0
Pantone
Pantone 241 C

↓ DOWNLOAD RGB & CMYK SWATCHES

PRIMARY TYPEFACE

MBZIRC's typography consists of one font family using multiple typestyles, Gotham.

Primary Headline Typeface: Gotham Black

Our primary typeface, used for headlines, subheads, body copy highlights, captions, and call to action buttons.

Secondary Typeface: Gotham Book

For our paragraph style we always use Gotham Book to achieve the best legibility.

Primary Headline | Example 29pt / line height: 1 / Letter-spacing 0%

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

Paragraph text | Example 10pt / line height: 1.5 / Letter-spacing 0%

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.

Call to Action →

TYPEFACE DIGITAL DUBSTITUTES

In specific instances (Office use, G Slides, Keynote or Powerpoint) where our brand typeface is not available, please opt for the typeface: Open Sans

Primary substitute Typeface: Arial Bold

Used for headlines, subheads, body copy highlights, captions, and call to action button copy.

Primary Headline | Example 29pt / line height: 1 / Letter-spacing 0%

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

Secondary Typeface: Arial Regular

For our paragraph style we always use Arial Regular to achieve the best legibility.

Paragraph text | Example 10pt / line height: 1.5 / Letter-spacing 0%

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.

TYPEFACE - ARABIC

MBZIRC's Arab typeface consists of one font family using multiple timesteps, GE SS Two

Primary Typeface: GE SS TWO

Our primary typeface, used for headlines, subheads, body copy highlights, captions, and call to action button copy.

Primary Headline | Example 29pt / line height: 1 / Letter-spacing 0%

على الجانب الآخر نشجب
ونسنتكر هؤلاء الرجال
المفتونون بنشوة

Secondary Typeface: GE SS Two

For our paragraph style we always use GE SS Two-Light to achieve the best legibility.

Paragraph text | Example 10pt / line height: 1.5 / Letter-spacing 0%

لكن لا بد أن أوضح لك أن كل هذه الأفكار المغلوطة حول استنكار النشوة وتمجيد الألم نشأت بالفعل، وسأعرض لك التفاصيل لتكتشف حقيقة وأساس تلك السعادة البشرية، فلا أحد يرفض أو يكره أو يتجنب الشعور بالسعادة، ولكن بفضل هؤلاء الأشخاص الذين لا يدركون بأن السعادة لا بد أن نستشعرها بصورة أكثر عقلانية ومنطقية فيعرضهم هذا لمواجهة الظروف الأليمة، وأكرر بأنه لا يوجد من يرغب في الحب ونيل المنال ويتلذذ بالألام، الألم هو الألم ولكن نتيجة لظروف ما قد تكمن السعادة فيما نتحملة من كد وأسى.



دعوة للعمل

↓ DOWNLOAD FONTS HERE

TYPE SPECIMEN: IDEAL STACK

Cultivating a Collaborative Scientific Community

H1

Gotham Black, 29/30

Our Research Areas

H2

Gotham Black, 22/24

Food and Agriculture

H3

Gotham Black, 13/14

We ask the questions that drive creation of future transformative technologies. We frame use-inspired research statements that solve tomorrow's challenges, today, and set grand challenges and international competitions that bring together the best of advanced technology ideation. Responsible for programme management of R&D projects under MBZIRC, we ensure there is a clear innovation path from 'lab to market' for our clients and affiliates.

P

Gotham Book, 10/11

Get Started →**CTA Text**

Gotham Bold, 11/12

IMAGE & PHOTOGRAPHY

This section defines the specific image and photography styles to evoke certain responses that align with the brand language.

At Work Photography:

- Here we show 'behind the scenes' images of the team busy solving problems and performing their services.
- Individuals are deep in concentration and focused on their tasks at hand or are collectively engaged in group tasks.
- The images need to have a feel that they are taken at the spur of the moment - incidental and candid.
- People and objects around the office are used to frame individuals to good effect.



↓ [DOWNLOAD IMAGE LIBRARY HERE](#)

Abstract Maritime Tech:

- Impactful images that relate to the maritime tech ecosystem – abstract visuals that show that tech is more than devices.
- Strong ‘digital lights’ standing out from dark backgrounds. Use of depth of field to tie back in to other photography.

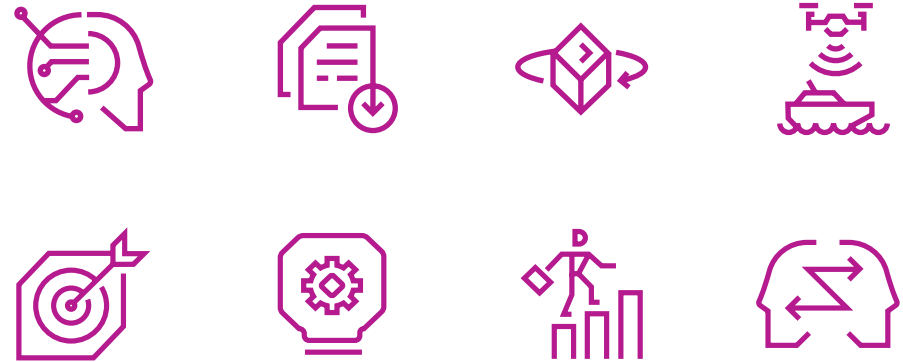


ICONOGRAPHY

Icons can help designs have character and be more visually engaging.

They would always have a consistent line weight, thick enough to be legible and with square corners in order to achieve a more techy look.

The MBZIRC Blue, sky blue, white and onyx colours should only be used for all of these icons.



↓ [DOWNLOAD ICON SET HERE](#)

INFOGRAPHICS

Infographics can be used to add character to the written content.

MBZIRC infographics should be the same lineart style as the icons with a minimum amount of the MBZIRC colour palette keeping the minimalist feel of the overall design.

➤ MARITIME GRAND CHALLENGE - THE TIMELINE

The MBZIRC Maritime Grand Challenge will be held over three phases:



➤ THE PRIZE PURSE

First Prize:
US \$2,000,000

Second Prize:
US \$500,000

Third Prize:
US \$250,000

→ At the end of the simulation phase, a prize of **US \$500,000** will be split among the teams progressing to the demonstration phase.



BACKGROUND AND OVERLAY ELEMENTS

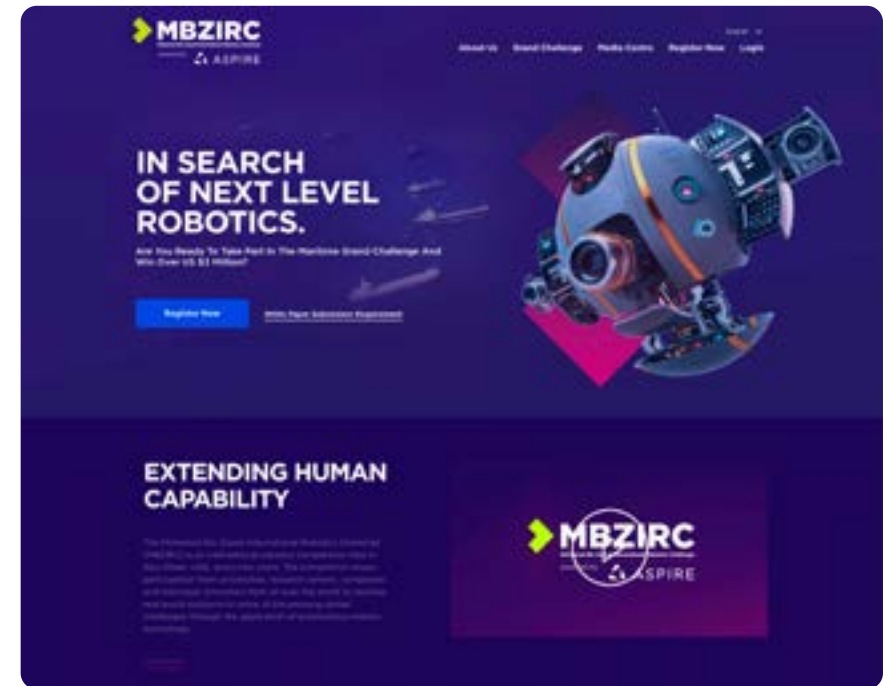
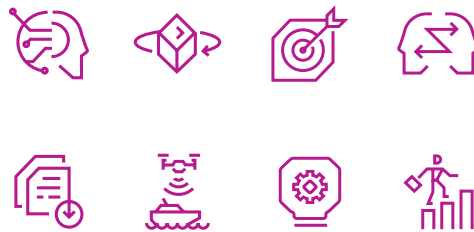
Angular shapes and keylines derived from the MBZIRC logomark can be added to various design projects' backgrounds to give another dimension.

The addition of the linear texture pushes this dimension in a little further.

Do not overuse these elements as it will disrupt the overall theme.

DESIGN RULES

MBZIRC is dark colour dominant when designing our websites and digital assets, and this also makes the neon colours and images stand out and create more recognition. As for presentations and print outputs, we are lighter dominant on the backgrounds to make it more readable for the end users.



COLOUR RULES

Text highlight

Header text and essential copy can be highlighted with the MBZIRC Blue, Lime or Magenta when possible. Do not use the lime colour on light backgrounds.

Avoid colour overload backgrounds

Full-bleed backgrounds work well, but when too many colours are used, it can be overwhelming. Do limit background colour to one brand colour per composition.

Avoid colour overload-Text

MBZIRC Blue can be used to highlight text on white backgrounds. Do not use more than one colour to highlight text. Make it simple and easy to digest.

Create focus

Use brand colours with MBZIRC Blue or onyx background to bring dimension and focus to composition. Never use neutrals as a background..

Text highlight



Do



Don't

Avoid colour overload backgrounds



Do

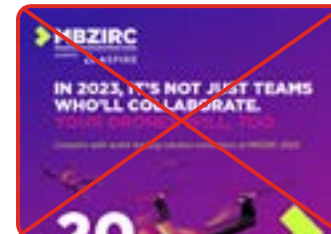


Don't

Avoid colour overload backgrounds



Do



Don't

Create focus



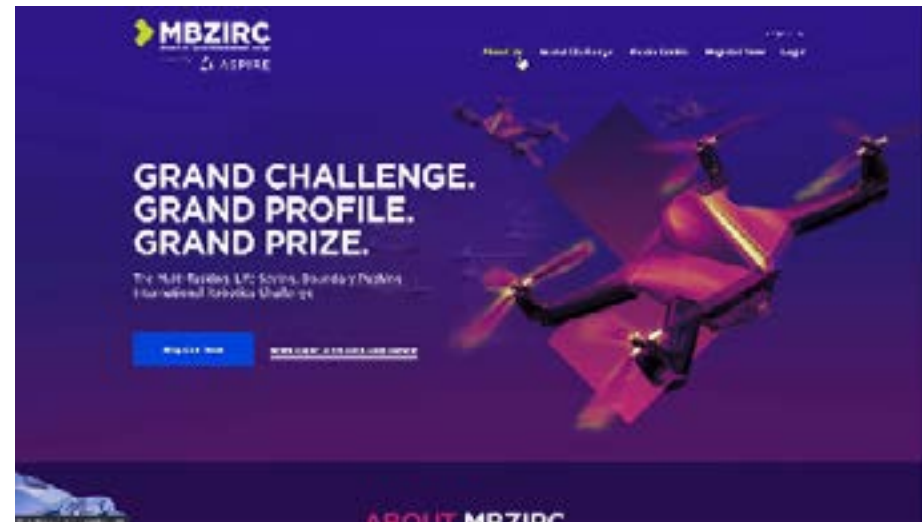
Do



Don't

BRAND ANIMATION RULES

Only follow this animation for the MBZIRC (webpage loader, videos)



VIDEOS

Lower thirds. Design should be clean and clear. Names should be set in Gotham bold, titles in Gotham book and backgrounds set to 80% opacity.

Ending slates. All videos should end with the ATRC, TII, MBZIRC and other partner logos, animated or still.

Watermarked logos. Watermarked logos should be placed in the upper left at 70% opacity.

Make sure all copy have backgrounds/overlay that retains the readability of the text



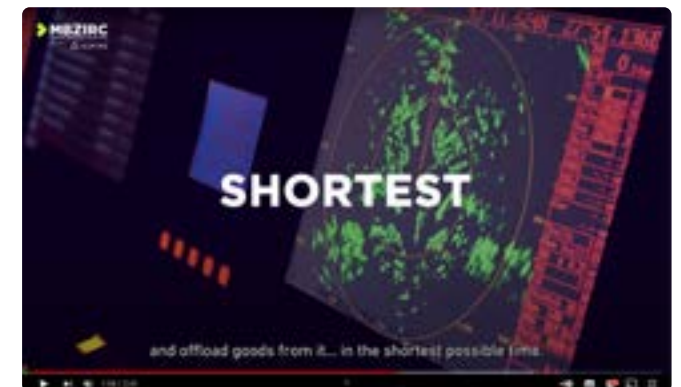
Use an dark or light overlays for copy like below. Opacity for this should be higher to focus on the message



Make sure the copy or any other graphic elements don't interfere with the video controls



Make sure that you use ATRC's colour pallette for all elements in the videos





MBZIRC

تحدي محمد بن زايد العالمي للروبوتات

Mohamed Bin Zayed International Robotics Challenge

بدعم من
powered by



أسباير
ASPIRE

Questions? For any brand inquiries contact [the marketing team](#)