

Our Guidelines

Contents

- ▼ Brand Guidelines
- ▼ Signage Guidelines
- ▼ Ground Services Equipment Guidelines
- ▼ dnatatravel Guidelines
- ▼ dnata4good Guidelines
- ▼ One Safety Guidelines

Brand Guidelines

onata

Overview

Contents:

Basic Brand Elements

Brandmark	3
Colour Palette	22
Typography	25
Tone of voice	34
Graphic Device	40
Photography	49

Look and Feel

Brand Applications	54
--------------------	----

Production

Print Format and Finishing	68
----------------------------	----

Brandmark



Brandmark

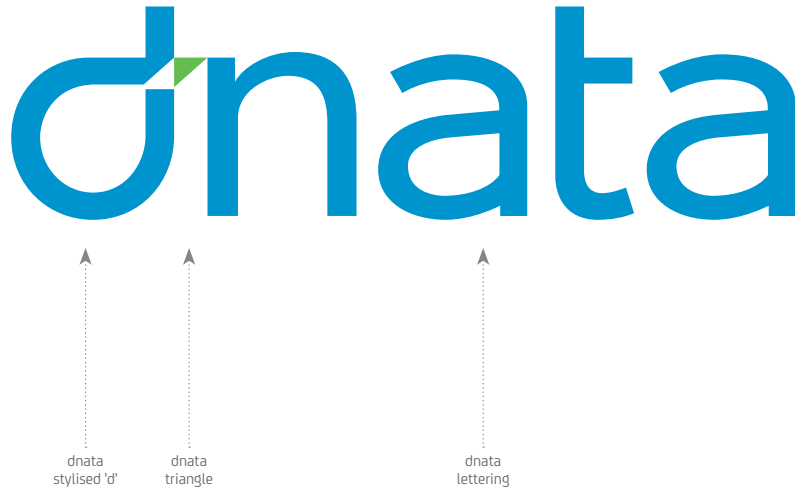
Making the difference

dnata is an international brand. The dnata brandmark represents the company to businesses, consumers and also to our internal teams.

The brandmark consists of three elements; the dnata lettering, the stylised dnata 'd', and the dnata triangle. These elements always appear together and are never used separately to represent the dnata brandmark.

The following chapter explains how to use and apply the brandmark accurately and consistently.

- dnata Brandmark Language Variations
- Clearspace and Minimum Size
- Alignment
- Colour Variations
- Brandmarks on Backgrounds
- Brandmark Misuse
- Artwork File Naming Structure
- Artwork Filing System



Brandmark - Language Variations

dnata is an international brand with its heritage firmly placed in the Middle East region in Dubai.

The dnata brandmark can appear in English (1), Arabic (2), Dual Primary (3) and Dual Secondary (4) formats as shown right.

The English version of the brandmark is the preferred version of the mark and should be used in the majority of applications.

In certain circumstances it may be necessary to use a dual language or Arabic version of the brandmark. The use of these marks is outlined in their respective sections.



The English version of the dnata brandmark, featuring the word "dnata" in a blue, lowercase, sans-serif font. A small green triangle is positioned above the letter 'n'.

1. English



The Arabic version of the dnata brandmark, featuring the word "دناط" in a blue, stylized, sans-serif font. A small green triangle is positioned above the letter 'ط'.

2. Arabic



The Dual Language Primary (DP) version of the dnata brandmark, featuring the word "dnata" in English and "دناط" in Arabic, both in blue, sans-serif fonts. A small green triangle is positioned above the letter 'n' in the English version and above the letter 'ط' in the Arabic version.

3. Dual Language Primary
(DP)



The Dual Language Secondary (DS) version of the dnata brandmark, featuring the word "دناط" in Arabic and "dnata" in English, both in blue, sans-serif fonts. A small green triangle is positioned above the letter 'ط' in the Arabic version and above the letter 'n' in the English version.

4. Dual Language Secondary
(DS)

Brandmark - Clearspace and Minimum Size (English)

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the English brandmark has been allocated an area based on the x-height on the 'n' in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.

Clearspace = x-height of n



Minimum Size

To ensure legibility of the English brandmark in print and on screen there are two minimum sizes that are the limit of their application.

The minimum size that the English brandmark can appear in print is 12mm in width.

The minimum size that the English brandmark can appear on screen is 20mm in width.

English Brandmark Minimum Size
Print



Please note these are not to scale

English Brandmark Minimum Size
On Screen



Please note these are not to scale

Brandmark - Alignment (English)

There are five points that should be considered when aligning type, graphic elements and photography when creating effective layouts.

When aligning elements along a vertical axis use points 1 and 2.

When aligning elements along a horizontal axis use points 3, 4 and 5.

- Example A shows text aligned to the brandmark along point 1.
- Example B shows an image aligned to the brandmark along point 3.

Note: when aligning type, graphic elements or photography it is important to adhere to the brandmark clearspace.



This text is left aligned to point 1. Patum aliquate duis dolestrud moloborem verostismod modio dolesequis autatum ad tin henibh exer senim in er acipsustie volore dolessit etumsan henibh elendio

dnata

Example A



dnata

Example B

Brandmark - Clearspace and Minimum Size (Arabic)

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the Arabic brandmark has been allocated an area based on the x-height of the 'd' (د) in Arabic in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.

Clearspace = x-height of د



Minimum Size

To ensure legibility of the Arabic brandmark in print and on screen there are two minimum sizes that are the limit of their application.

The minimum size that the Arabic brandmark can appear in print is 8mm in width.

The minimum size that the Arabic brandmark can appear on screen is 13mm in width.

Arabic Brandmark Minimum Size
Print



Please note these are not to scale

Arabic Brandmark Minimum Size
On Screen



Please note these are not to scale

Brandmark - Alignment (Arabic)

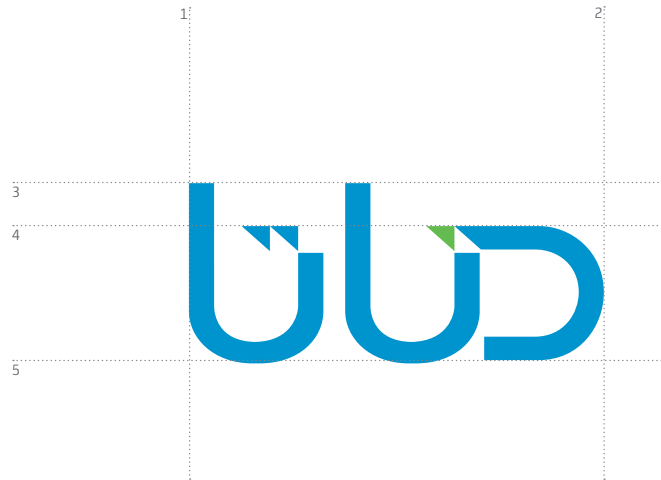
There are five points that should be considered when aligning type, graphic elements and photography when creating effective layouts.

When aligning elements along a vertical axis use points 1 and 2.

When aligning elements along a horizontal axis use points 3, 4 and 5.

- Example A shows text aligned to the brandmark along point 1.
- Example B shows an image aligned to the brandmark along point 3.

Note: when aligning type, graphic elements or photography it is important to adhere to the brandmark clearspace.



This text is left aligned to point 1. Patum
aliquate duis dolestrud moloborem verostismod
modio dolesequis autatum ad tin henibh exer
senim in er acipsustie volore dolessit etumsan
henibh elendio



Example A



Example B

Brandmark - Clearspace and Minimum Size (DP)

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the DP brandmark has been allocated an area based on the x-height of the 'd' (د) in Arabic in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the Dual Language Primary brandmark in print and on screen there are 2 minimum sizes that are the limit of their application.

The minimum size that the DP brandmark can appear in print is 21 mm in width.

The minimum size that the DP brandmark can appear on screen is 35 mm in width.

DP Brandmark Minimum Size
Print



Please note these are not to scale

DP Brandmark Minimum Size
On Screen



Please note these are not to scale

Brandmark - Alignment (DP)

There are five points that should be considered when aligning type, graphic elements and photography when creating effective layouts.

When aligning elements along a vertical axis use points 1 and 2.

When aligning elements along a horizontal axis use points 3, 4 and 5.

- Example A shows text aligned to the brandmark along point 1.
- Example B shows an image aligned to the brandmark along point 3.

Note: when aligning type, graphic elements or photography it is important to adhere to the brandmark clearspace.



This text is left aligned to point 1. Patum
aliquate duis dolestrud moloborem verostismod
imodio dolesequis autatum ad tin henibh exer
senim in er acipsustie volore dolessit etumsan
henibh elendio



Example A



Example B

Brandmark - Clearspace and Minimum Size (DS)

Clearspace

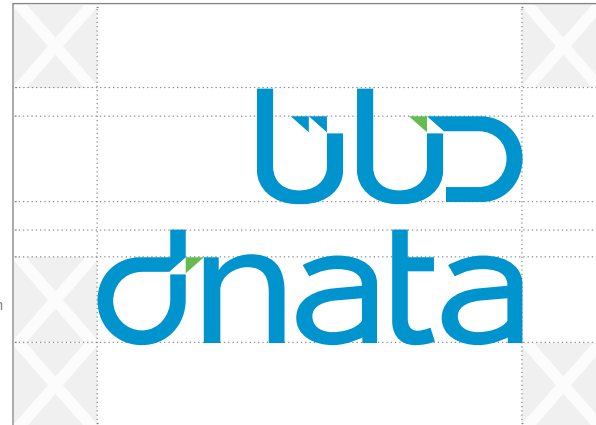
The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the DS brandmark has been allocated an area based on the x-height on the 'n' in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.

Clearspace = x-height of n



Minimum Size

To ensure legibility of the DS brandmark in print and on screen there are 2 minimum sizes that are the limit of their application.

The minimum size that the DS brandmark can appear in print is 12mm in width.

The minimum size that the DS brandmark can appear on screen is 20mm in width.

English Brandmark Minimum Size
Print



12mm

Please note these are not to scale

English Brandmark Minimum Size
On Screen



20mm

Please note these are not to scale

Brandmark - Alignment (DS)

There are five points that should be considered when aligning type, graphic elements and photography when creating effective layouts.

When aligning elements along a vertical axis use points 1 and 2.

When aligning elements along a horizontal axis use points 3 and 4.

- Example A shows text aligned to the brandmark along point 1.
- Example B shows an image aligned to the brandmark along point 3.

Note: when aligning type, graphic elements or photography it is important to adhere to the brandmark clearspace.



This text is left aligned to point 1. Patum aliquate duis dolestrud moloborem verostismod modio dolesequis autatum ad tin henibh exer senim in er acipsustie volore dolessit etumsan henibh elendio



Example A



Example B

Brandmark - Alignment (Prominent Positioning)

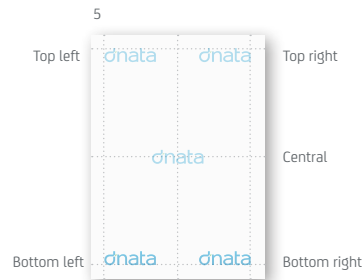
When placing the brandmark by itself or with graphic elements such as type or imagery it is important to be consistent.

- 1 – The preferred positioning for the English brandmark is on the bottom right of a page.
- 2 – The preferred position for the Arabic brandmark is on the bottom left.
- 3 – The preferred position for the primary dual language brandmark is on the bottom right.
- 4 – The preferred position for the secondary dual language brandmark is on the bottom right.

These are the default and prominent positions, however, in certain circumstances it may not be possible to position the brandmark in the preferred position (for example if there was a section of an image that was too cluttered or because of a cut away or overlapping fold).

- 5 – The secondary position for the brandmark is in the opposite bottom corner, the top left or top right as well as the centre.

Note: Always make sure the brandmark clearspace is adhered, ensuring that there is sufficient space between the brandmark and graphic elements or the edge of the page.



Centrally positioned logotype
e.g. internal notebook

Brandmark - Colour Variations

There are four colour variations of the dnata brandmark.

- 1 – **Full colour:** the preferred brandmark for the majority of applications
- 2 – **Two Colour:** used when placing the logotype on dnata primary blue backgrounds or imagery of a light tone
- 3 – **Reverse:** used when placing the logotype on dnata primary and secondary blue backgrounds or imagery of a dark tone
- 4 – **Black:** used when reproduction methods are restricted in the use of full colour e.g. faxing, or when using specialist production methods e.g. used as artwork to produce a die/stencil
- 5 – **White:** used when reproduction methods are restricted in the use of full colour e.g. faxing

Note: when using the different colour variations of the logotype it is essential to use the master artwork files. Do not re-colour or alter the original master artwork in any way.



1 – Full colour



2 – Two Colour



3 – Reverse



4 – Black



5 – White

Brandmark - Full Colour and White-out on Backgrounds



When using the full colour and white-out versions of the brandmark it is important to ensure that the background is of sufficient contrast to allow clear legibility and recognition.

- 1 – **Full colour:** used on white or very light, solid colour backgrounds
- 2 – **Two Colour:** used on white or very light, solid colour backgrounds
- 3 – **Reverse:** used only on the primary and secondary blue colour background
- 4 – **Full colour / Two Colour:** used only on light coloured imagery which must have sufficient contrast to ensure brandmark legibility and recognition
- 5 – **Reverse:** used only on dark coloured imagery which must have sufficient contrast to ensure brandmark legibility and recognition



1 – Full colour on white



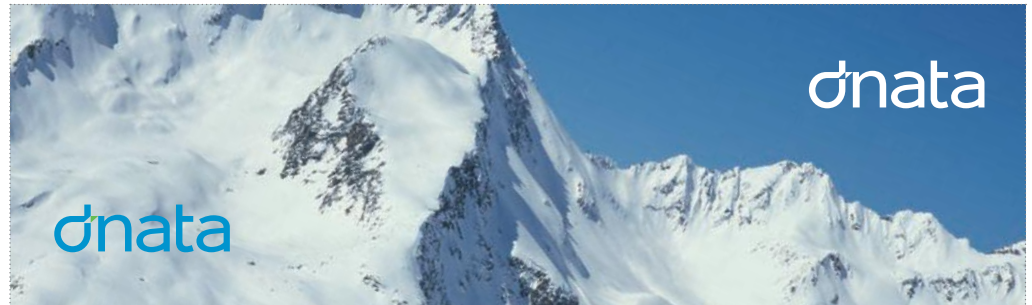
3 – Reverse on primary blue



2 – Two Colour on very light grey



3 – Reverse on secondary blue



4 – Full colour / Two Colour

5 – Reverse



Imagery of a light tone

Imagery of a dark tone

Brandmark - Black and White on Backgrounds

When using the black and white versions of the brandmark it is important to ensure that the background is of sufficient contrast to allow clear legibility and recognition.

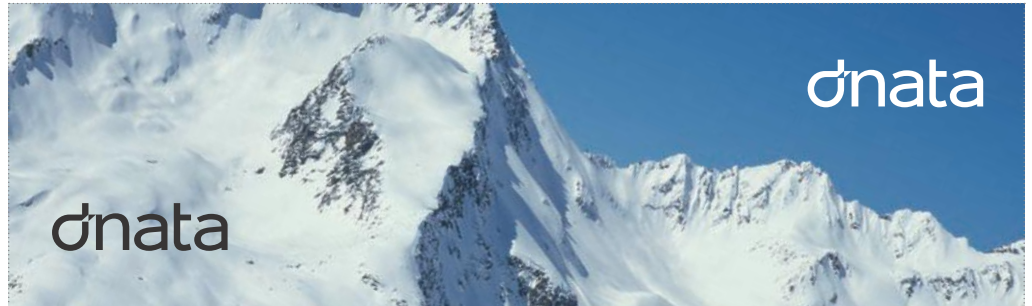
- 1 – **Black:** used only on white or on grey which is less than 50% black
- 2 – **White:** used only on black or on grey which is more than 50% black
- 3 – **Black:** used only on light areas of greyscale imagery
- 4 – **White:** used only on dark areas of greyscale imagery



1 – Black



2 – White



3 – Black on light tones

4 – White on dark tones



0% black

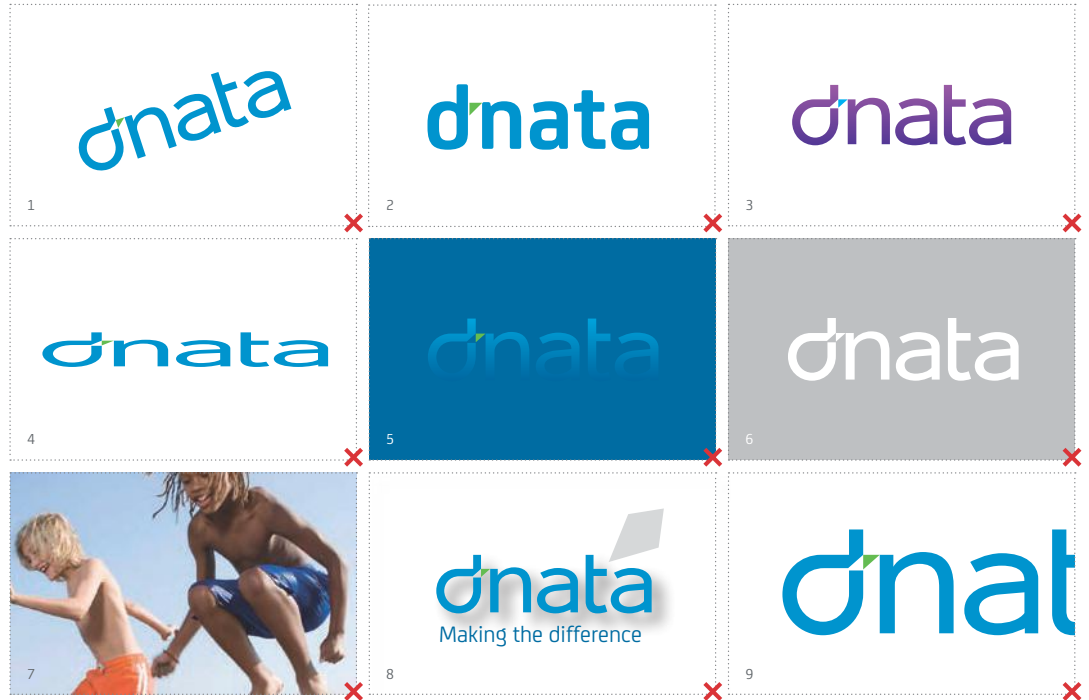
50% black

100% black

Brandmark - Misuse

To ensure consistent and accurate reproduction always ensure that the brandmark guidelines are adhered to. The master artwork files must be used in their original format at all times. Below are a few examples of what not to do:

- 1 – Do not rotate the brandmark
- 2 – Do not try to recreate the brandmark, only use the master artwork files
- 3 – Do not alter the colour of any of the brandmarks
- 4 – Do not scale the brandmark disproportionately
- 5 – Do not place the full colour brandmark on backgrounds of insufficient contrast
- 6 – Do not place the white-out brandmark on backgrounds of insufficient contrast
- 7 – Do not place the brandmark on imagery of insufficient contrast or cluttered areas
- 8 – Do not add graphic devices, straplines or effects to the brandmark
- 9 – Do not crop the brandmark



Brandmark - The dnata 'd'

The dnata Brandmark 'd' can be used in exceptional instances as an icon. It should only be used for some corporate / stationery items only and it is not to be used as a replacement for the look and feel graphic device and language.

Clearspace

The clearspace for the dnata 'd' has been allocated an area based on the width of the ascender of the 'd' and the width of the triangle combined. Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible. The clearspace is included in the master artwork and must be adhered to.

Minimum Size

The minimum size that the dnata 'd' can appear in print is 5 mm in width.

The minimum size that the dnata 'd' can appear in web is 7 mm in width.

Preferred Crop

When using the dnata 'd' as a crop, it should be used as shown (top right). This usage is for a select few items.

Please always consult the dnata Marketing Dpt before using the dnata 'd' on brand applications.

dnata 'd' Icon



Clear Space



Preferred Crop



English dnata 'd' Minimum Size
Print



5 mm

Please note these are not to scale

English dnata 'd' Minimum Size
On Screen



7 mm

Please note these are not to scale

Artwork File Naming Structure

Shown right is an example of file names showing the breakdown of the brandmark naming system.

To ensure file names are not too long, they are abbreviated, therefore it is important that the designer understands the abbreviations so that the correct brandmarks are used at all times.

Each brandmark has its own name and uses abbreviations to create the file name. Never alter the naming system in any way.

There are specific brandmark artworks for all printing techniques and requirements. Do not alter or change the artwork in any way. Never recreate these master artworks. Always use master artwork files provided.

dnata_A_Brandmark_CMYK.ai

Company

Language

Graphic
Element

Colour
System

File
Format

Company

dnata
dnata Cargo
dnata Travel
dnata Ground Handling

Language

A – Arabic
DP – Dual Language Primary
DS – Dual Language Secondary
E – English

Graphic Element

Brandmark
Icon
Graphic Device
Brandmark Holding Device

Colour System

CMYK – standard print reproduction
Pantone – special print reproduction
RGB – on screen application

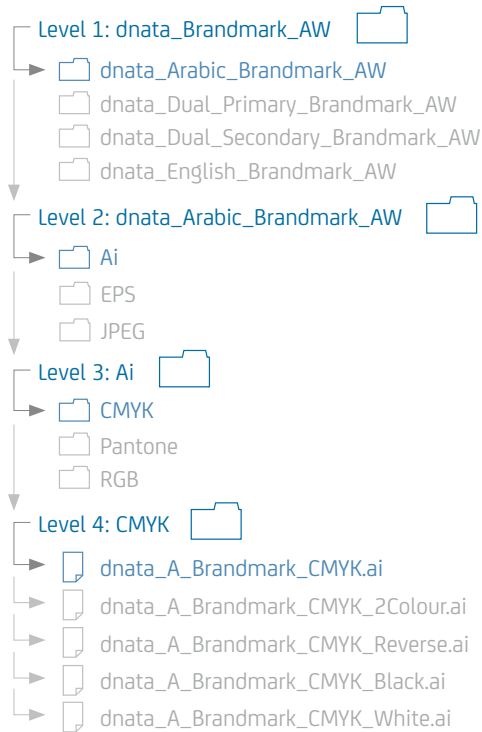
File Format

ai – vector
eps – vector
jpg – pixel

Artwork Filing System

Shown here is an example of how the dnata brandmark folder system works.

Every brandmark is easy to find and is labelled accordingly.



Colour Palette



Colour Palette

The dnata colour palette is a key part of the brand for aiding recognition. The colour palette gives the brand a bright and fresh look, reflecting the dnata approach.

The colour palette consists of four colours and two gradients. The colour palette is divided into primary, secondary and tertiary colours to signify their importance and usage within the brand.

Primary Colours

These are the main colours of the brand and should dominate the colourscape of any application. They are applied mostly to prominent usage such as brochure covers or titles and headlines.

Secondary Colours

These are used as supporting colours to the primary colours. These can be used for blocks of colour or to highlight certain information with copy such as subheadlines.

Tertiary Colours

These colours are used for particular usage within the brand. The grey is used predominantly for text or as a tint for background fills.


Primary Colours



Primary Blue
Bright / Enhancing

PANTONE	CMYK	RGB
Process Blue C	C 100	R 0
	M 13	G 136
	Y 1	B 206
	K 10	


Secondary Colours



Secondary Blue
Strong / Rich

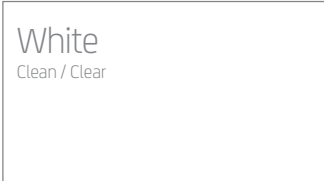
PANTONE	CMYK	RGB
301 C	C 100	R 0
	M 46	G 82
	Y 5	B 147
	K 18	

Tertiary Colours



Grey
Sharp / Practical

PANTONE	CMYK	RGB
424 C	C 30	R 108
	M 20	G 111
	Y 19	B 112
	K 60	



White
Clean / Clear



Green
Fresh / Energetic

PANTONE	CMYK	RGB
368 C	C 67	R 105
	M 0	G 190
	Y 100	B 40
	K 0	

Colour Palette - Colour Selection Guide Charts

Colour selection is extremely important and a very useful way to vary each design and keep the brand fresh.

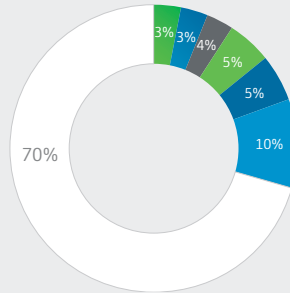
It is important to remember that the brand is predominantly white, and uses accent colours to bring through the vibrant nature of the business - meaning applications have vitality and expression through colour and tone.

Shown here (right) is the brand colour wheel. It dictates – as a guide – the percentage values of colours used for the dnata brand.

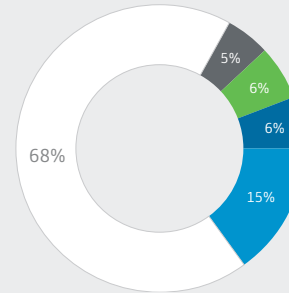
The colour selection charts (right) show three distinct usages for dnata applications. These are defined as corporate, business and consumer. These usages each have varying percentage values for using colour across the brand. In essence the more corporate an application is the less use of colour, and the closer the brand is to a consumer, the more impactful colour can be.

However, it must be remembered at all times that dnata is a white brand with accentuated colour, and the blue and green and grey should be used in an effective way to ensure the overall look and feel remains fresh, clean, uncluttered.

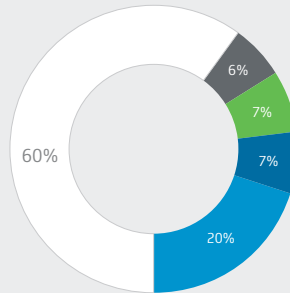
Corporate Colour Selection Usage



Business Colour Selection Usage



Consumer Colour Selection Usage



The colours are as follows:

- White
- Primary Blue
- Secondary Blue
- Green
- Grey

Typography

The dnata brand typography is modern and dynamic. The typefaces and the typographic style give the dnata brand distinction in communications.

F5 Joey and PF Din Arabic are the primary typefaces for the dnata brand. These are used on all communications except where technical restraints limit their use. In such instances, the secondary typefaces are Tahoma and Tahoma Arabic.

Our typography says a great deal about us.

We have a distinct typographic style and expression, based on format, function, and purpose. They maintain a consistent look and feel across all applications.

Typography - Primary Print Typeface (English)

FS Joey is an inventive type, its weights are finely tuned for use both on screen and in print.

Consistency and strength in its geometric construction make FS Joey crisp and distinctive, while being remarkably relaxed in feel. Friendly and energetic, its letterforms are packed with surprising turns, making for an ideal corporate typeface. Their shapes energise the identity, adding freshness and vitality to communications. Joey is formal, but familiar.

FS Joey is available as OpenType and TrueType for Windows and Mac, and should always be used with 'Optical' kerning for print mediums.



Friendly yet Corporate
Simple yet Distinct

FS Joey - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
<.:?<>&%\$@()1234567890

FS Joey - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
<.:?<>&%\$@()1234567890

FS Joey - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
<.:?<>&%\$@()1234567890

The English online typeface is Tahoma and is only used when restrictions do not allow the use of the primary print typeface.

Instances where the use of the primary print typeface may be restricted include html web design, emails and internal communications where the FS Joey typeface has not been licensed.

Note: the English online typeface must never be used in conjunction with, or as a substitute for the primary typeface.

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
«: ? < > & % \$ @ () 1234567890

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
«: ? < > & % \$ @ () 1234567890

Typography - Primary Print Typeface (Arabic)

PF Din Arabic is a contemporary Arabic equivalent font, modern, clean and clear to read.

The Arabic font works together with the English to create a strong / bold typographic style – complimenting the English typeface and visa-versa. PF Din Arabic is friendly, clear, simple and effective in delivering the brand.

Always use Arabic numerals (In English font) when using PF Din Arabic.



جميل وأنيق
بسيط ومميز

PF Din Arabic – Thin

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
«: ? < > & % \$ @ () 1 2 3 4 5 6 7 8 9 0

PF Din Arabic – Medium

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
«: ? < > & % \$ @ () 1 2 3 4 5 6 7 8 9 0

PF Din Arabic – 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
«: ? < > & % \$ @ () 1 2 3 4 5 6 7 8 9 0

Typography - Online Typeface (Arabic)

The Arabic online typeface is Tahoma and is only used when restrictions do not allow the use of the primary typeface.

Instances where the use of the Arabic primary typeface may be restricted include html web design, emails and internal communications where the Pf Din Arabic typeface has not been licensed.

Note: the online arabic typeface must never be used in conjunction with or as a substitute for the primary typeface.

Tahoma Arabic Regular

ا 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
1234567890

Tahoma Arabic Bold

ا 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
1234567890

Typography - Typographic Hierarchy

Clean / Clear / Simple / Straightforward

Shown right is an example of how the typefaces are implemented with the typographic style. The typography uses the font FS Joey and should always remain consistent in terms of its design implementation.

To do this there are typographic hierarchal parameters for the following: 1 Headlines, 2 Subheadlines, 3 Caption Text, 4 Introductory body copy / highlights, 5 Body copy. Within each there can be one or more rules of use which helps to increase or decrease its parameters respectively.

Please note that the same rules apply for the Arabic hierarchy.

1 Headlines

Headlines can use FS Joey Bold

Headlines can use FS Joey Light

Headlines can use FS Joey Light and FS Joey Bold as highlights

2 Subheadlines

Subheadings use FS Joey Bold only

3 Caption Copy

Captions use FS Joey Regular only. Ex eugait, con hendionse delit accum incip et enisit vullaor sit veles ectet

4 Introductory body copy / highlights

Introductory body copy can all be written in FS Joey Light.

Introductory body copy can also all be written in FS Joey Bold.

5 Body copy

Body copy is written in FS Joey Regular. Tueratx eugait, con hendionse delit accum incip et enisit vullaor sit veles ectet, sequat, quat wisit lum veliquip ea faccummy nit augiat. Sandre dit lor tis accipit nisl inci tat, qui tem qui eliq vulputat. Pit wis accum at.

Ex eugait, con hendionse delit accum incip et enisit vullaor sit veles ectet, sequat, quat wisit lum veliquip.

When using various type sizes and weights, they must be clearly differentiated and recognisable. The contrast helps to create clear messaging.

Some typographic Sizing Guides

The examples shown here (right) are simply a guide. Each application should be analysed on an individual basis.

See the next page to see how the type works within an application format. Please note that the type can use all of the brand colours. In addition, further examples can be seen in the brand application chapter.

Headline 100pt
Subheadline 36pt

Body Copy 12 pt
Caption Copy 8pt

Headline 72pt
Subheadline 30pt

Body Copy 12 pt
Caption Copy 8pt

Headline 30pt
Subheadline 18pt

Body Copy 12 pt
Caption Copy 8pt

Typography - Typographic Hierarchy

Typographic hierarchy in practice

Shown right are two examples of how the typographic hierarchy can be used correctly.

Example 1 shows a large headline spanning two columns in FS Joey Bold for maximum impact. Beneath which is the Subheadline which shows secondary information and body copy as well as introductory body copy / highlights. This highlights important points in copy that can be referred to quickly and be used as a summary of the information.

Example 2 shows the headline in light and bold type. The bold type helps to distinguish important information and allows for an engaging headline format. The Subheadline underneath shows the secondary information, in addition to the body, which has more detailed explanatory text.

Hierarchy Example 1

<h1>FS Joey Bold as highlights</h1>	
<p>Subheadings use FS Joey Bold only</p> <p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells. Body copy intro uses FS Joey Light. Pit lamet volobore feo feo feo feo feo feo feo feo feo pinam inche. etum im veliquat sat lac corae labum nibh etur utat, si tem veliquat nibh eugak, ver at in utet, conullummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>	<p>Si tem veliquat nibh eug ait, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num inc icil inl dipit vells.</p> <p>Subheadings use FS Joey Bold only</p> <p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak</p>
<p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>	<p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>

Hierarchy Example 2

<h1>Headlines can use FS Joey Light and FS Joey Bold as highlights</h1>	
<p>Subheadings use FS Joey Bold only</p> <p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>	<p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>
<p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>	<p>Body copy intro uses FS Joey Light. Pit lamet volobore non faccum de feo feo feo feo feo feo feo feo feo im velismor la la conae. etum nibh etur plat, si tem veliquat nibh eugak, ver at in utet, conull ummy nonulla acies. est ulla aut in hent num feicicli nil fipit laortib. uscidunt upate feugak num incilla feugak vells.</p>

Tone of Voice

Tone of Voice – Introduction

Finding our voice

A consistent voice will make data more distinct, memorable and trustworthy.

Most of all, it helps us engage with people better.

It's a simple idea. We just have to decide WHAT to say (content) and HOW to say it (style), then do it consistently every time we communicate.

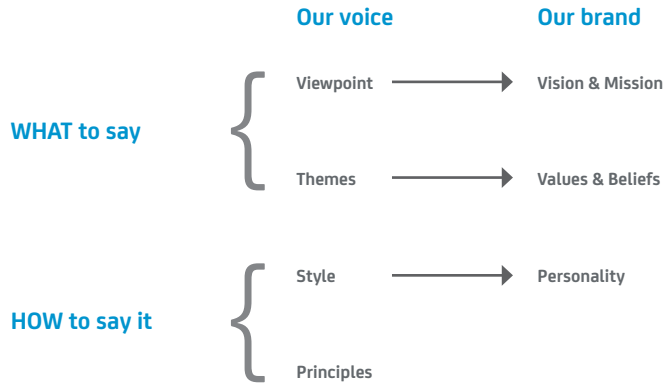
That's not always easy in practice. Which is why we have these guidelines.

Newspaper columnists, novelists, politicians and marketers all understand how to engage their audience for the greatest effect.

- Define a point of view
- Focus your themes around it
- Develop a style your audience responds to
- Use established principles to your advantage

Where does it come from?

We can build our voice from key elements of our brand. We'll look at each voice in turn.



Tone of Voice – Vision / Mission / Values

Vision

“To be the world’s most admired air services provider”

Proving this is at the heart of everything we say or write.

It’s all about focusing on our customers’ needs.

We do it by showing (not telling) people why we’re admired.

Mission

“We deliver the promises our customers make”

The focus is always on how we help our clients succeed.

With authentic stories and facts, we prove that we earn their trust.

When planning what to write, keep our mission in mind.

Themes – WHAT to say

We focus our stories around themes, taken from the values. Try to combine a **functional** and **emotional** theme.

Values

- Safety & Security
- Performance driven
- Service excellence
- Delighting customers
- Imagination
- Respect



Functional

Emotional

Tone of Voice – Themes & Beliefs

Themes – WHAT to say

Each theme, or value, could inspire several stories

Values	Some examples of the kinds of stories these may generate...
Safety & Security	<ul style="list-style-type: none"> – A supervisor explains how his team handled an exceptional situation – An employee remembers a challenging part of training
Performance driven	<ul style="list-style-type: none"> – How a team just surpassed an ambitious goal set a year ago – Go behind the scenes on our travel database and technology
Service excellence	<ul style="list-style-type: none"> – An insight into changes made based on talking to customers – How a regional airport asked us to expand our services
Delighting customers	<ul style="list-style-type: none"> – A customer explains how we went ‘above the call of duty’ – Surprising situations that people would not normally think about
Imagination	<ul style="list-style-type: none"> – Invite the reader to visualise the complexity of our day-to-day work – How we tested something, it failed, we found a surprising solution
Respect	<ul style="list-style-type: none"> – Stories about what we do to minimise our impact on the environment – How our diverse teams work together across cultures and borders

Beliefs

Our beliefs help us find an angle for our stories.

‘We understand and have affinity with those ‘of the air’’

Find something specific that will resonate with our audience.

‘We make a difference to those we touch’

Show how our way of doing things makes an impact.

‘We are experts and we will demonstrate this every day’

Give examples of how our expertise makes us better.

‘We are the ingredient that makes things flow’

Take a process and wrap a story around it.

Tone of Voice – Style

Style – How we say it

Our themes help define our stories and messages. Our style should come through wherever words appear. We define it by our brand personality and key principles of persuasive writing.

Our personality:

Approachable & Engaging

Write naturally

- **A conversational style** is ideal (but not too chatty).
- **Vary sentence length.** Mix in short ones. Even fragments. Like this. (Which don't even use a verb.) But balance them with longer phrases.
- **Use contractions** (...we're, you're, don't...).
- **Generally prefer shorter words.** (Longer words are sometimes more concise, though. Compare 'Get where you want to go' with 'reach your destination'.)
- **Avoid jargon.** It alienates your audience (unless, for them, it's everyday language).
- **Think about rhythm.** Make your words 'swing'. It can really help you get the right stress. (Tip: hear how it sounds by reading aloud).

Insightful & Forward Thinking

Engage your reader

- **Make new connections.** It's where insights come from.
- **Connect with the visual.** Words and images together create a more emotional response ('together' is the key word—avoid obvious statements that add nothing to the image).
- **Use question marks** (in moderation). They involve your readers and give them a voice to hear in their heads.

Confident In Our Abilities

Focus on the process

- **Use strong verbs** to show how dnata takes action.
- **Use imperatives.** But balance them with questions. And use exclamation marks (very) sparingly!

Punctuate for emphasis

- **Use full stops** with short sentences or headlines to show confidence.
- **Use long dashes**—like this—to back up with detail (or use parentheses).
- **Use bullet points** to highlight benefits clearly.

Refreshingly Different

Small, specific details

- **Use facts and numbers** (but don't overload).

Play with expectations

- **Try using negative statements** for effect (again, in moderation).
- **Avoid cliché, unless...**the context puts it in a new light.

Let people speak

- **Use "quotation marks"** to attribute words to people.

Tone of Voice – Principles

Three key principles of persuasive writing

1) Always write with a reader in mind

Make it personal

- Put yourself in their shoes to find an emotional connection
- Use 'you' and 'we' (in preference to 'our customers' and 'dnata')
- Don't overuse the company name—it's all about them, not us

2) Make what you say relevant

For dnata, relevant means making sure it's related to our larger goals

For your reader this means:

- Is it **useful**?
- Is it **interesting**?
- Is it **enjoyable**?

If not, ask yourself (or the person briefing you) why you should include this.

3) Grab, hold and reward your reader's attention

Use storytelling techniques

- Make your reader see/hear/feel/smell it; start in the middle; use suspense, etc.

Engage with metaphors

- Make them distinct and memorable.

Present essential info clearly

- Often (but not always) that means putting it first.

Be logical

- One thing leads naturally to another.

Come full circle

- Tie in sign-off sentences with your opening.

Graphic Device

Graphic Device

The data graphic device is a dynamic and powerful brand tool. It can be used subtly or dramatically depending on individual application requirements.

The graphic device can appear in two ways.

The first is as a coloured shape supplied in the master artwork files.

The second is as a frame to contain imagery.

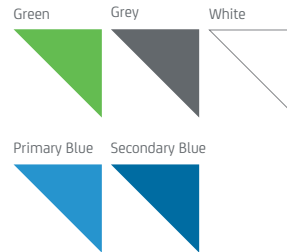


Graphic Device - Artwork Usage

This page identifies the dnata graphic device. These triangles come as green, blue, white or grey triangles.

It is recommended that the solid device is used primarily for large applications of the triangle. Please note the graphic device can all be multiplied as well as used solid. Only use the graphic device in these proportions.

Colour Triangles



Example Usage

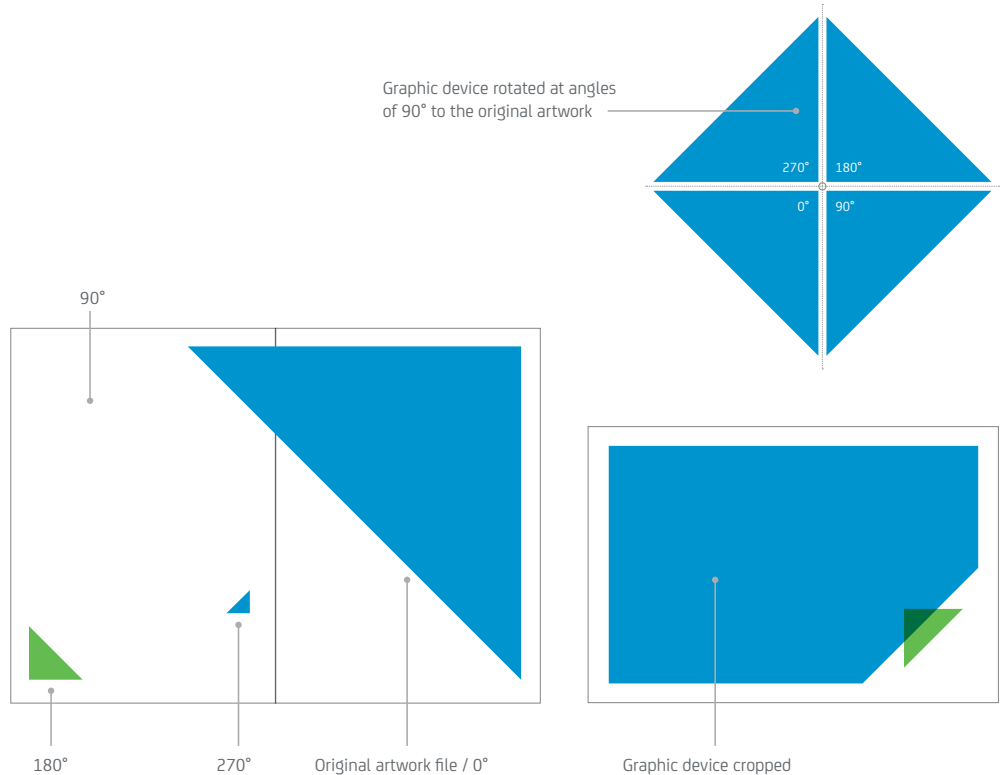


Solid colour
graphic device

Graphic Device - Rotation

To allow flexibility when using the graphic device artwork it can be rotated to fit. It can be scaled to any size within each format for a subtle or dramatic look and feel to suit a variety of application requirements.

The graphic device can only be rotated at angles of 90° to the original artwork files. This is to ensure that the graphic device remains a recognisable element within the brand rather than an arbitrary triangle.



Graphic Device - Usage with Typography

The graphic device and the dnata typography combine in two ways to create effective layouts.

- 1 – The graphic device can act as a frame for typography. It can be used for large type such as headlines or with body copy.
- 2 – The graphic device can be aligned to the type to highlight certain information or sections of copy.

1 – Frame



2 – Aligned



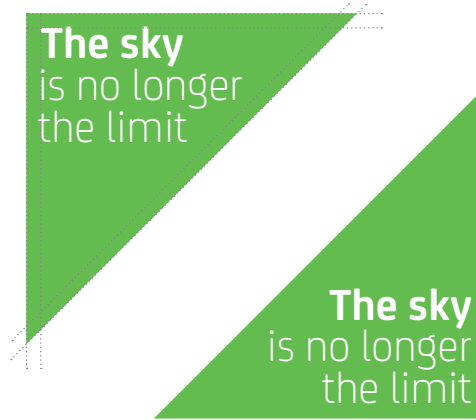
Graphic Device - Usage with Typography

The graphic device can act as a frame for typography. It can be used for large type such as headlines or with body copy to create distinct and recognisable data communications.

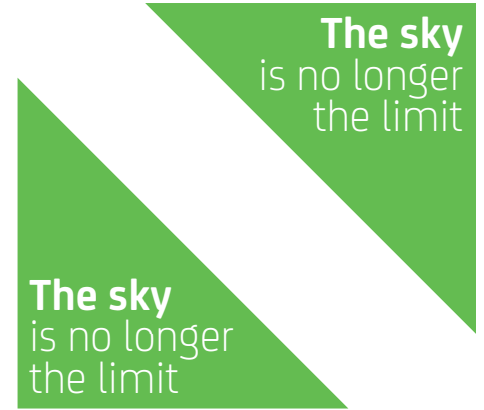
When placing copy within the graphic device ensure that there is sufficient space between it and the graphic device edge. The following are some basic guidelines on how to use the graphic device as a frame for type:

- 1 – The type can be ranged left and aligned with the top along the two perpendicular edges of the graphic device (those that are at 90° to each other).
- 2 – The type can be ranged right and aligned with the top along the two perpendicular edges of the graphic device.
- 3 – The type can be ranged left and aligned with the bottom along the two perpendicular edges of the graphic device.
- 4 – The type can be ranged right and aligned with the bottom along the two perpendicular edges of the graphic device.
- 5 – Do not centre the type
- 6 – Do not justify
- 7 – Do not align with the hypotenuse (the long edge) of the graphic device

1 – Top left



2 – Top right



4 – Bottom right



3 – Bottom left



✗ 5 – Do not centre type

✗ 6 – Do not justify type

✗ 7 – Do not align along this edge

Graphic Device - Usage with Typography

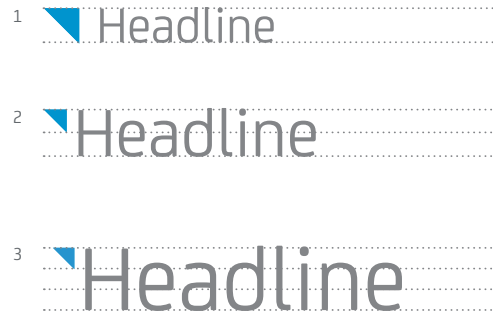
The Graphic Device can be aligned to the type to highlight certain information or sections of copy.

The Graphic Device must be aligned in a consistent manner and although the scaling can vary it must be used in relation to the typography itself.

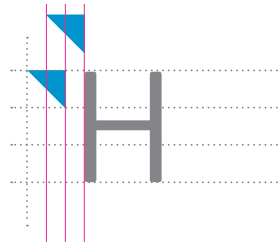
- 1 – The scale of the graphic device is linked to the cap height of the typography.
- 2 – The scale of the graphic device is linked to half of the cap height of the typography.
- 3 – The scale of the graphic device is linked to 1/3 of the cap height of the typography.
- 4 – All graphic devices when locked up with type must half the width of the graphic device – away from the typography.
- 5 – The graphic device extends from the cap height to the baseline of the body copy.

Note: the graphic device can extend from any cap height to baseline as long as it is scaled proportionately. However, it is advised that the graphic device begins and ends at the top and bottom of a paragraph.

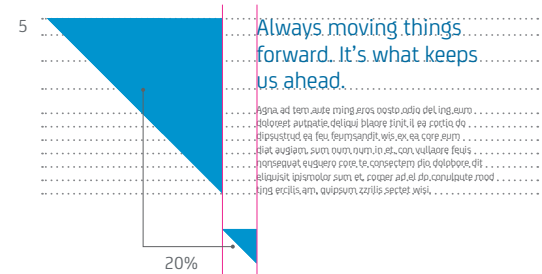
Aligning graphic device to single line of text



4 Graphic device type alignment / clear space



Aligning graphic device to multiple lines of text



Alignment width should be 20% of the graphic device, which is the height of the headline and body text combined. This is an approximation and may vary – but is a good guide when using larger graphic devices, when locked up to a block of typography.

Graphic Device - Usage with Imagery

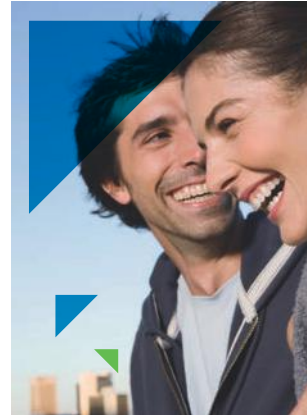
The graphic device can be used with imagery. There are two distinct ways in which the graphic device can work with imagery. These are:

1. Images can look as though they are interacting or people are aware of the graphic device within their environment. This creates a connection between people and the brand.
2. The graphic device can be used on top of our brand imagery. It can be multiplied over the image where appropriate.
3. Shown here is an image pasted inside the graphic device – used as holding device. Always ensure the image is engaging and it is cropped sensitively.

1. Imagery can interact with the graphic device



2. The graphic device can be multiplied on top of imagery



3. Imagery can be used inside the graphic device

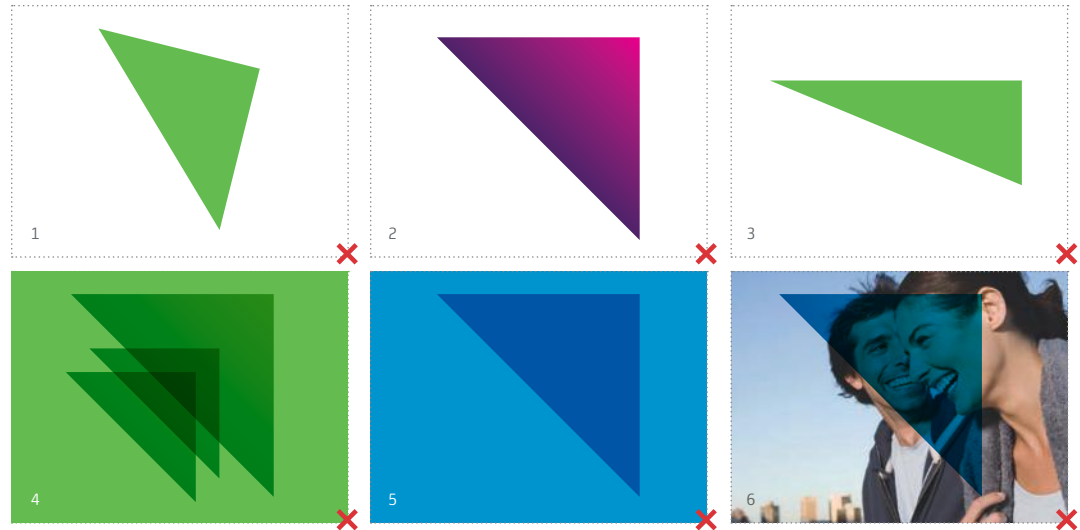


Graphic Device - Misuse

The graphic device must always be used consistently and should adhere to some simple rules – which ensure it is used correctly at all times and has maximum standout and legibility across all applications for which it is used.

Here are some examples of what not to do:

- 1 – Do not rotate the graphic device – unless it is a 90 degree angle
- 2 – Do not alter the colour of the artworks
- 3 – Do not scale the graphic device disproportionately
- 4 – Do not multiply the graphic device on the gradient background
- 5 – Do not place the graphic device on backgrounds of insufficient contrast
- 6 – Do not place the graphic device over the focal point of the imagery



Photography

Photography - Overview

Photography is a key element within the brand look and feel. An image can tell a thousand words and our photographic style must be engaging as well as incorporate the core business divisions of corporate, business and consumer.

Shown here (right) is a breakdown of the style of photography we use at each level of our communications. There is a clear difference from corporate communications all the way through to consumer communications.

Corporate

This imagery uses white and mainly blank backgrounds. The imagery is modern and fresh and is supported by generic landscape and textural images.

Business

This imagery uses bright and light backgrounds and the people and environments should be fresh and engaging. In addition these images are also supported by generic landscape and textural images.

Consumer

This imagery is bright, happy and feel good. The primary imagery uses natural light and is extremely fresh and inviting. It is supported by product specific images such as hotels and locations, as well as campaign imagery which is separate from the stock shot library.

Corporate Brand Imagery

People



Brand Message



Supporting Imagery



Business Imagery

People



Business Environment



Supporting Imagery



Consumer Imagery

Primary Consumer Imagery



Product / Service Specific



Campaign Imagery



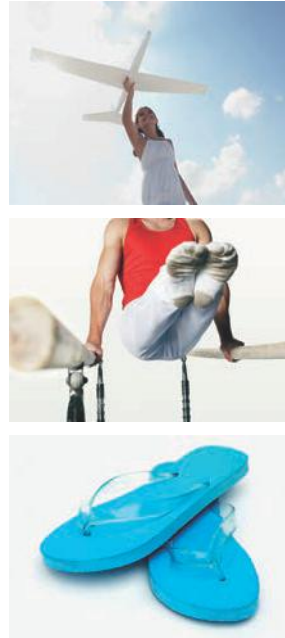
Photography Style - Corporate

Corporate Brand Imagery – dnata People



People – Engaging / Clean / Fresh / Natural / Modern
White Background

Brand Message



People / Objects / Metaphorical
Light Colour Background

Supporting Imagery



Open Spaces / Nature / Freedom
Landscape / Textural

Photography Style - Business

Business Imagery – dnata People / Business Customers / Employees



People – Engaging / In their working Environment / Fresh / Natural
Light & Bright Background

Business Environment



Planes / Cargo / Operations / Travel
On site Airport & Travel Shop
Locations

Supporting Imagery



Open Spaces / Nature / Freedom
Landscape / Textural

Photography Style - Consumer

Primary Consumer Imagery / Enjoying Environment / Non-Location Specific



People – Engaging / Clean / Fresh / Natural / Modern

Light & Bright Background

Product / Service Specific



Destinations / Offers / Deals

Location Specific

Campaign Imagery



Campaign imagery should be driven by the campaign content.

Above is an example of where a campaign could use a series of summer holiday offers which are written in the sand.

This then becomes a theme throughout the campaign and becomes recognisable for the brand within the campaign period.

No stock imagery should be used here, instead a separate image bank for each campaign should be developed.

Brand Applications

In this section, the dnata look and feel comes to life. Using all of the assets we have previously introduced, from the brandmark, colour palette, typography, graphic device, and photography. The following pages are a guide to how applications can look and feel.

Brand Applications - Brochure Cover (Corporate)



Brand Applications - Brochure Cover (Business)



Brand Applications - Brochure Cover (Consumer)



Brand Applications - Brochure Spread (Consumer)

Happy Holidays

The sky is no longer the limit

Always moving things forward. It's what keeps us ahead.

[Faint, illegible text in the right column]

Brand Applications - Brandbook Concept With CD (Corporate)



Brand Applications - Polo Shirt Design (Travel)



Brand Applications - Signage (Outdoor)



Brand Applications - Signage (Outdoor)



Brand Applications - Outlet main outside signgagge





Brand Applications - USB Branding



Print Format & Finishing

Print Format & Finishing - Paper Stock

Mohawk Superfine Ultra White Smooth has been chosen as the brand paper for the dnata. This is an uncoated paper stock and should therefore adhere to all uncoated print requirements.

This range of paper is produced with the utmost care – to both the end product as well as the environment. With a focus on stainability, Mohawk Superfine Ultra Smooth White is 'carbon neutral' - the amount of energy required to make the paper has been greatly reduced and the power used is wind-generated electricity.

Mohawk Superfine Ultra Smooth White is available in eight weights: 432gsm, 352gsm, 324gsm, 270gsm, 216gsm, 148gsm, 118gsm and 104gsm. Please refer to the Information to the right which gives some suggestions on how to select the correct weight.

Please note that this recommendation is based on standard formats. For oversized formats, the weight of the paper will have to adjust accordingly.

Note: There may be exceptions where it is not possible to use the specified uncoated stock. In such cases it is permitted to use a coated stock of a similar colour.

However this should be the exception and special care needs to be taken to ensure consistency of colour and finish.

Mohawk Superfine Ultra White Smooth

432gsm - Heavy weight

For applications that require a heavier gsm.
For example: large format applications, brochure and book covers, business cards, CD covers and folders.

324gsm - Medium weight

For applications that require a medium weight gsm.
For example: small format applications: lightweight brochure cover; brochure inside pages that require a heavier stock to add bulk or sophistication; small staple bound leaflet covers; small format concertina fold leaflets or brochures.

118gsm - Standard weight

For on applications that require a standard weight gsm.
For example: stationery items, letterhead, continuation sheets, facsimile, compliment slip, envelopes; inside pages of brochures and small staple bound leaflets.

104gsm - Light weight

For on applications that require a light weight gsm.
For example: It can be used to add elegance and texture within brochures and books and used for inserts within brochures, books and invitations and leaflets.

Print Format & Finishing - Formats

For general brand literature and communications the use of standard ISO A -series formats are recommended. This will give consistency and ease of use for design and production.

When producing more specific collateral or special cases it is suggested that each format is considered for each particular function. However, the standard ISO A -series formats should be used as the default format and can be used in the range A0 to A6.

Other formats that are based on the A-series can also be used, for example, the DL format is 1/3 the height of A4.

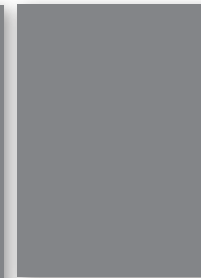
Note: For the standard ISO A -series the corresponding envelope sizes follow the ISO C-series e.g. A3 paper will fit a C3 envelope.



A3 / 420x297



A4 / 297x210



A5 / 210x148



DL / 210x99

Print Format & Finishing - Print Finishes

Print finishes can give a piece of collateral additional stand out from the more general uses of the brand.

These additional finishes or formats should be used only when needed to distinguish collateral from the more generic brand applications. They are for special cases and should be considered on the benefit for each piece.

Acceptable finishes are:

- Matt lamination
- Embossing or debossing
- Die cutting

Note: These print finishes are for special cases where the finish is relevant and adds benefit and should not be used for everyday uses. Additional finishes may be used but must be submitted to the Marketing Team for approval.



Matt laminating



Embossing / Debossing



Die cutting

Signage Guidelines

dnata

Contents:

Logo Usage Guidelines	75	Airport Operations (suspended light box)	98	Sub-department Suspended Signs	154
Brandmark Clear Space	76	Corporate Building Exterior Sculpture	99	Wall Mounted / Facilities	156
Brandmark Colour Variations	77	Corporate Building Exterior Totem	101	Name Plate Signage	160
dnata Colour Reference Guide	78				
Signage System	79	External Signage	103	Graphics	162
Aim	81	Commercial Outlets Exterior	104	Wall Mounted Graphics	163
Signage System - High Visibility	82	dnata Travel Shop – External Signage	105	Corporate Interior / Large Wall Graphic	165
		GSA – External Signage	117	Corporate High Visibility /	
General Guidelines	84	External Wall Protruding Signage	129	Interior / Large Wall Graphic	166
		Doors and Windows Frosting	131		
Material Specs	87	Exceptional Use	132	Standard Use	167
3d Cutout Illuminated	88	The dnata Signage System	133	Signage System	168
Flexface (alternative option)	89	Stadium banner	135	Colour	169
3d Cutout Illuminated for Protruding Signs	90	Extra Large Signage	136	Material	170
3d Cutout Non-illuminated	91	High Level Mounted Building Signage	137	Finish	171
Exterior Totem	93			Inserts	172
Interior Totem	94	Internal Directional Signage	139	Inspiration	173
Ceiling Suspended Interior Signage	95	Wall Mounted Interior Signage	140	Colour	174
Department Names	96	Floor Standing Interior Signage	146	Large Format Graphics	175
Name Plates	97	Ceiling Suspended Interior Signage	151	Material	176

Logo Usage Guidelines

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the English brandmark has been allocated an area based on the x-height on the 'n' in the dnata brandmark.

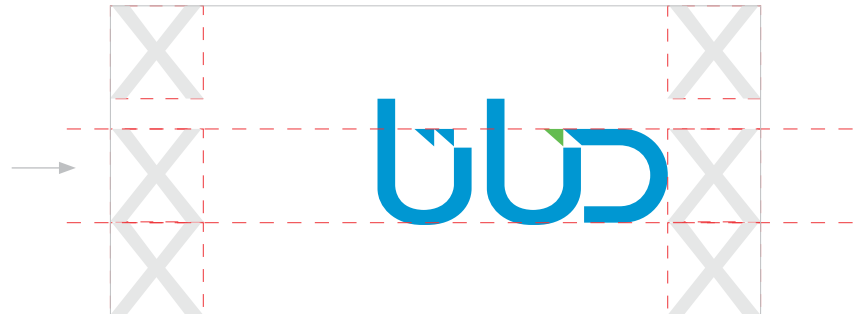
Shown on the right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.

English logo
Clear Space
x-height of n



2nd Language
logo
Clear Space
x-height of n



Brandmark - Colour Variations

There are two colour variations of the dnata brandmark.

- 1 – **Full colour:** used on white or very light, solid colour backgrounds
- 2 – **Reverse:** used only on the primary blue colour background

Note: when using the different colour variations of the logotype it is essential to use the master artwork files. Do not re-colour or alter the original master artwork in any way.



1 – Full colour on white



2 – Reverse on primary blue

Logo Usage Guidelines - Colour Reference Guide

Pantone/4-colour reference

for special cd print/4 colours printing



Green (PMS 368 C)
C 67, M 0, Y 100, K 0



Blue (Process Blue)
C 100, M 13, Y 1, K 10



Grey (Pantone 424 C)
C 30, M 20, Y 19, K 60

Vinyl stickers/decals reference

over individual cutout front lit letters



Green (PMS 368 C)
METAMARK E Series XE3
t- 361 M Grass



Blue (Process Blue)
METAMARK T Series MT
- 651 Olympic



Grey (Pantone 424 C)
C 30, M 20, Y 19, K 60

Powder coated background

for all metal surfaces



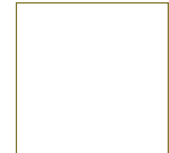
RAL 6018 (PMS 368 C)
C 67, M 0, Y 100, K 0



RAL 240 50 40
C 100, M 13, Y 0, K 10



RAL7005 (PMS 424 C)
C 30, M 20, Y 19, K 60



RAL 9003 (White)

Signage System

Signage is a highly visible platform for communicating our identity in a clear and precise manner. The signage system described in this section is simple and flexible, conveying the confidence of the brand image.

To ensure proper impact, make sure that the signs are installed according to these guidelines, kept clean, properly illuminated and well maintained.

Our Aim

To create a signage system which is:

1. Fresh, Engaging, Modern, Simple, Sophisticated
2. Considers brand elements (look and feel)
3. Bespoke and / or off the shelf
4. Cost effective
5. Clear and easy to use

The dnata Signage System



Signage is a highly visible platform for communicating our identity in a clear and precise manner.

The dnata signage system has three distinct tiers to which it can be applied. Each tier represents a different opportunity to convey information for the dnata brand, from building signage to shop fronts to operational signage in various working environments.

High Visibility

There are two parts to the high visibility tier, but in each situation the signage functions not only to direct and inform but also acts as an opportunity to convey the confidence and clarity of the brand.

- **Corporate:** exterior of HQ / lobby / directional signage in key areas visible to visitors, guests and clients
- **Consumer:** shop front / directional signage / in-store

Standard

The signage at this level is used in operational areas that are not visible to consumers or clients. Often it may be required to adhere to existing office space or regulatory restrictions, in which case, more standardised systems or prefabricated signage will have to be implemented.

Exceptional

This tier refers to the unique and specialised application of the brandmark. Each case must be carefully considered and the materials, finish and scale must be appropriate for each individual scenario.

Signage System - High Visibility

The high visibility signage functions not only to direct and inform but also acts as an opportunity to convey the confidence and clarity of the brand. The high visibility tier works across two touch points:

- Corporate:
exterior of HQ / lobby / directional signage in key areas visible to visitors, guests and clients
- Consumer:
shop front / directional signage in-store

Corporate



Consumer



General Guidelines for External Signage

General Guidelines for External Signage

English Logo (preferred)

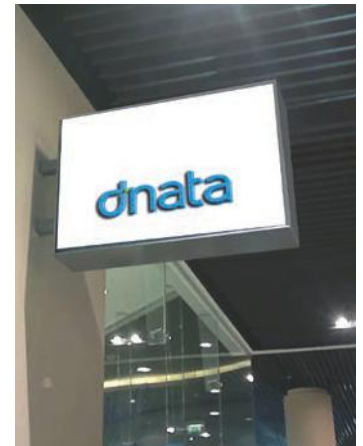
- English only logo to appear on all signage as the most preferred option



Single face; English only logo signage; preferred option



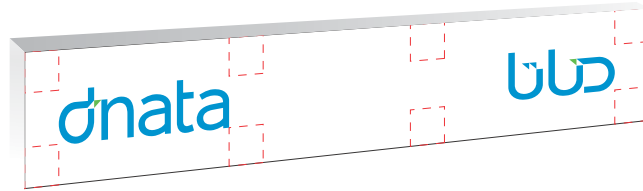
Dual face; English only logo signage; preferred option on both faces



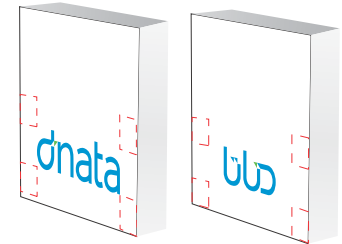
General Guidelines for External Signage

Dual Language (optional)

- Dual language logo to appear **only** when legally required
- Dual language text on signage to appear **only** when legally required
- Where dual language logo must be used, place **as far as possible** from each other within the allotted space. Try to use the two languages on different faces wherever possible using the template guidelines provided herewith
- For double-sided protruding signs, **use separate language logos** on each side. For single-sided light box, try to use **English only** wherever permissible

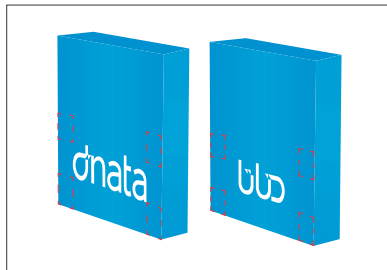


Single face; English and Arabic logo branding where Dual Language are mandatory



Two face protruding sign; English and Arabic logo branding where Dual Language are mandatory

Flat cutout letters in reverse on primary blue



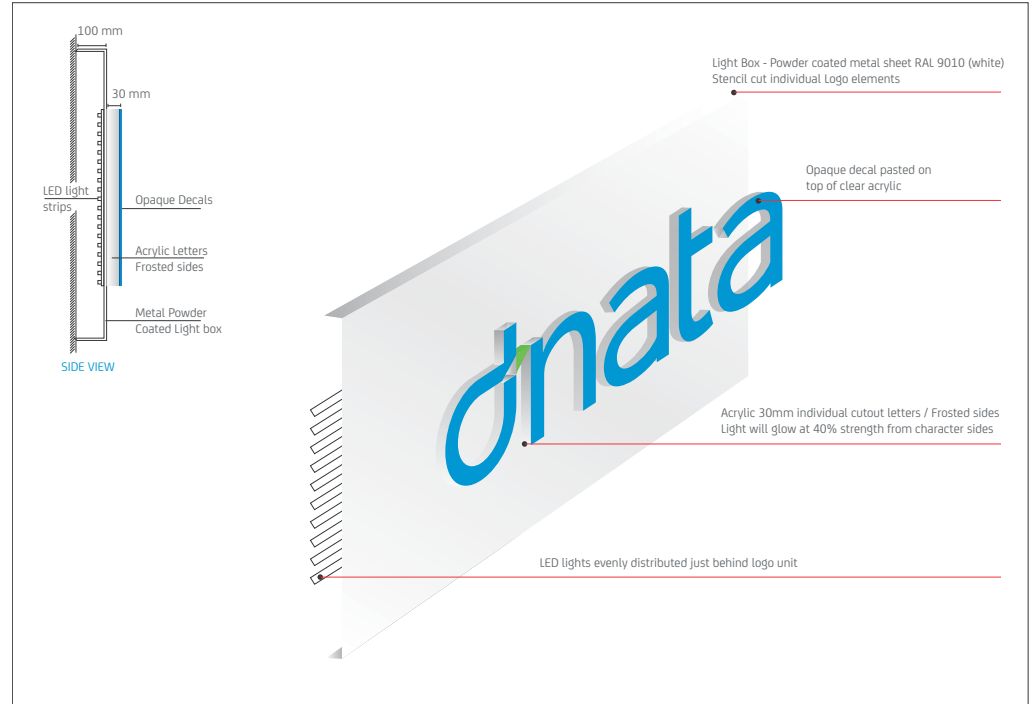
Material Specs

Material Specs - 3d cutout illuminated

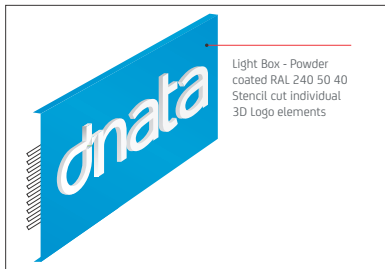
3d cutout letters – 2 colour applications

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used

Section Drawing of 3d cutout letters/gradient backed light box



3d cutout letters backed light box in reverse on primary blue

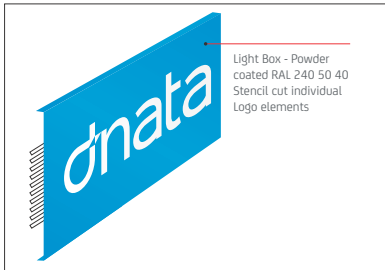


Material Specs - Flexface (alternative option)

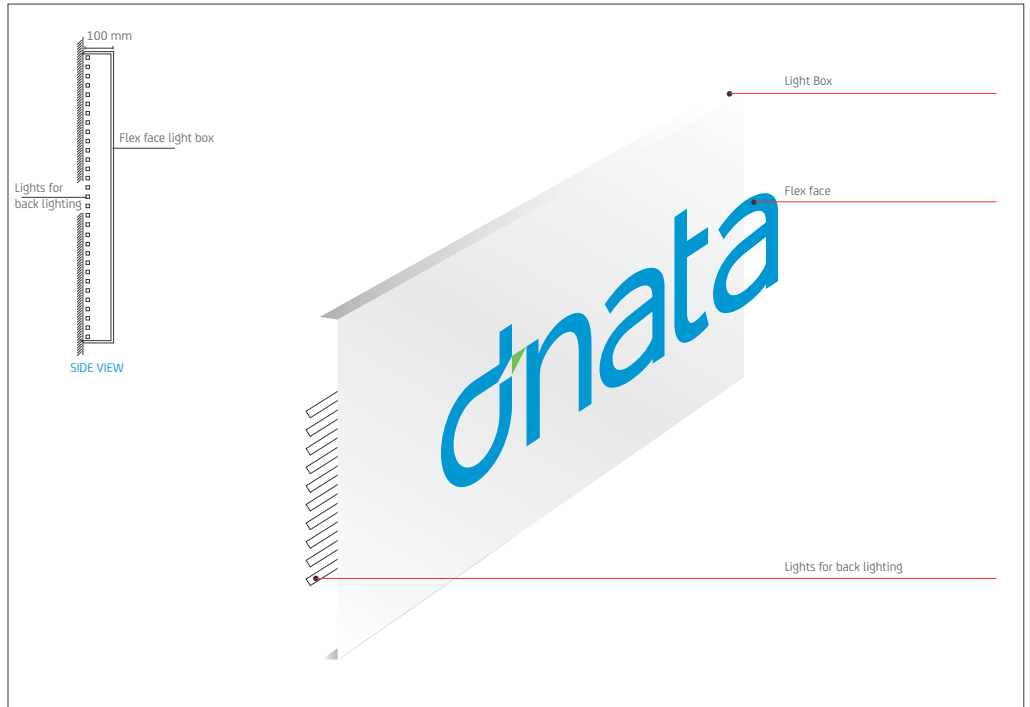
Flex Face light box – 4 colour applications

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used

Flat cutout letters backed light box in reverse on primary blue



Section Drawing of 3d back lit signage box

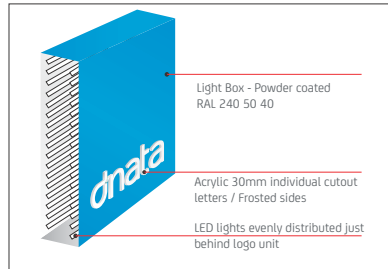


Material Specs - 3d Cutout Illuminated for Protruding Signs

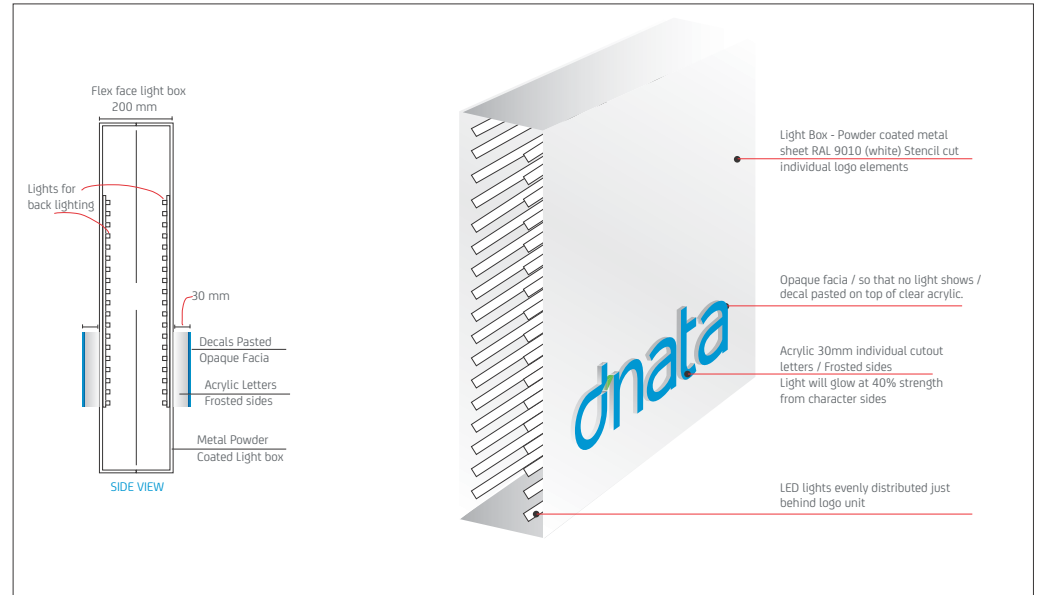
3d cutout letters – 2 colour applications for Protruding Light Box

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used

3d cutout letters backed light box in reverse on primary blue



Section Drawing of 3d back lit Protruding signage box



Material Specs - 3d Cutout Non-Illuminated

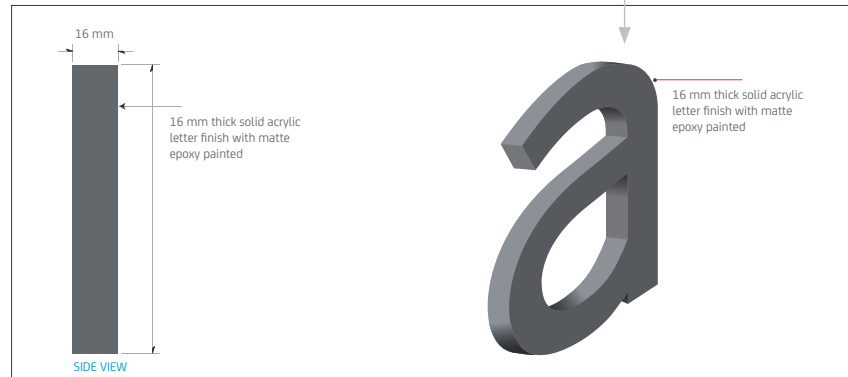
3d cutout non-illuminated (Exteriors e.g. GSA sign boards)

16 mm thick solid acrylic letter finish with matte epoxy painted; Grey (Pantone 424 C) to be fixed on exterior sign boards using suitable adhesive material.

Please refer to dnata Colour Reference Guide (on page78) for more relevant information regarding colours to be used.



Section Drawing of 3d cutout non-illuminated letters



Material Specs - 3d Cutout Non-Illuminated

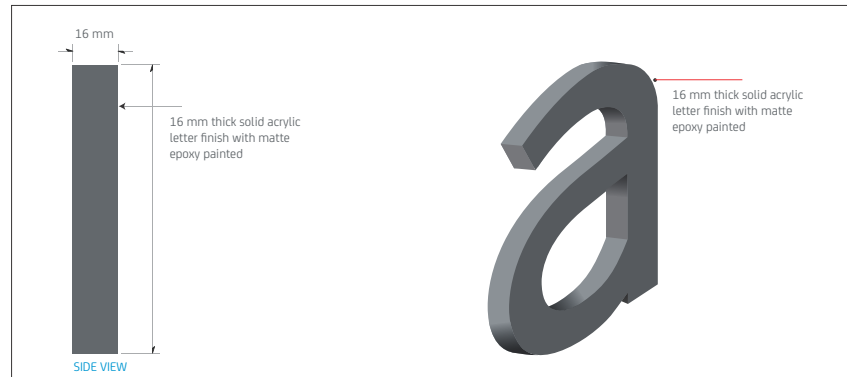
3d cutout non-illuminated (within facility)

16 mm thick solid acrylic letter finish with matte epoxy painted; Grey (Pantone 424 C) to be fixed directly to the existing background / wall using 3M double sided tape or any suitable method.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Section Drawing of 3d cutout non-illuminated letters

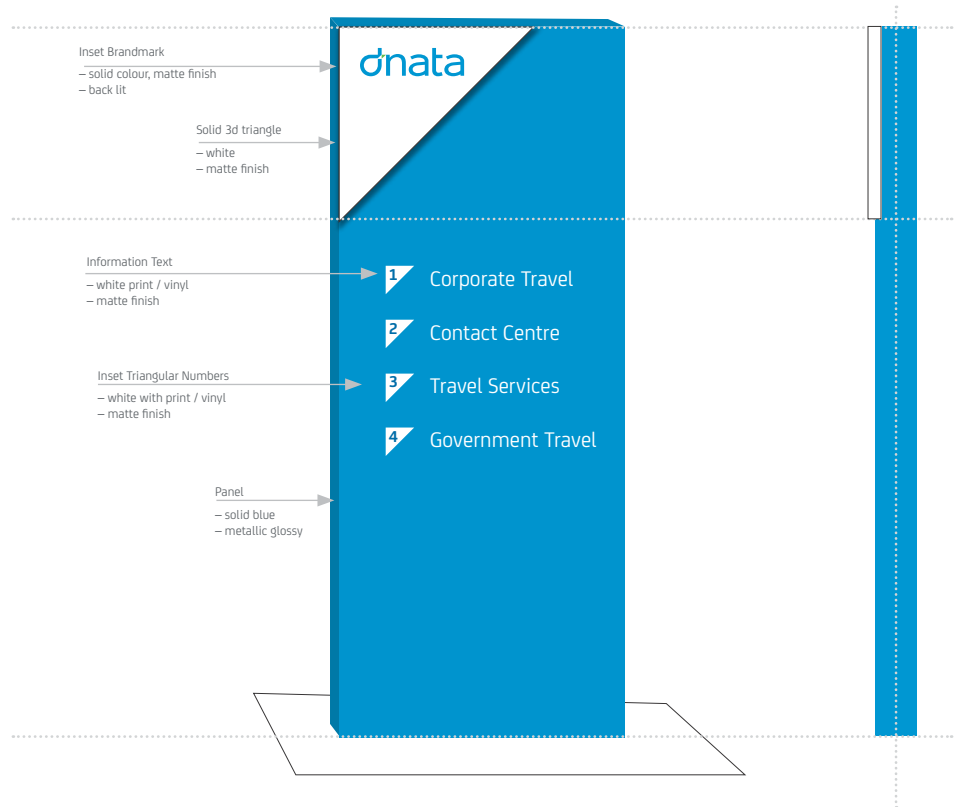


Material Specs - Exterior Totem

Exterior Totem:

- Aluminium tray exterior signage panel with hidden fixing supports
- Front face of sign to have gloss spray finish with stencil cut triangle numbering locators
- Cut-outs backed with white acrylic and blue vinyl numbers applied
- Triangular brand-mark feature formed from folded aluminium with white matte spray finish
- Brandmark lettering constructed from push through internally illuminated acrylic letters with custom gradient vinyl faces
- Illumination supplied through LED fixtures

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

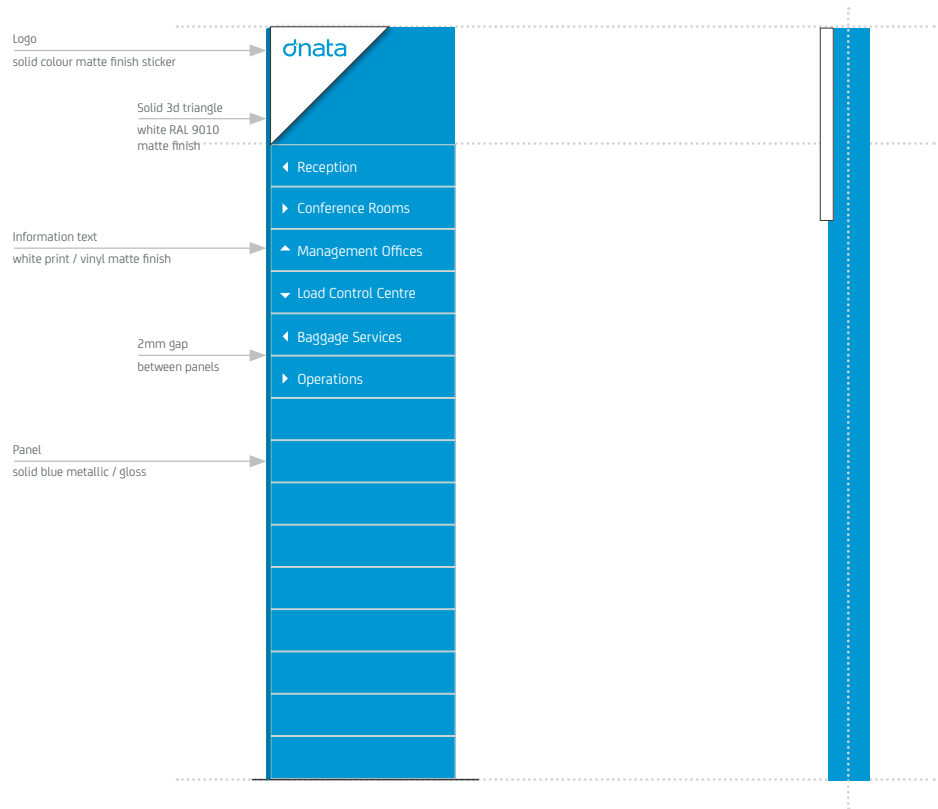


Material Specs - Interior Totem

Interior Totem:

- Mild steel support framework clad with gloss spray finish aluminium panels
- Folded aluminium triangular landmark attached to totem with hidden fixings
- Brandmark applied as vinyl mark. Totem to be floor fixed with hidden fixing plate where possible

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

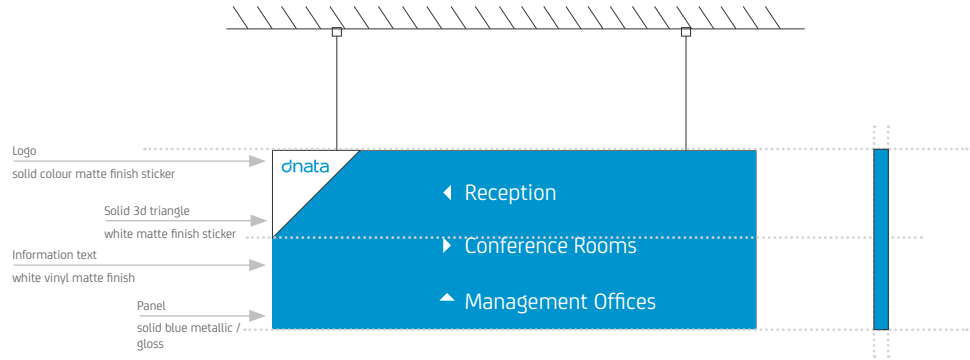


Material Specs - Ceiling Suspended Interior Signage

Ceiling Suspended Signs:

- Mild steel support framework clad with gloss spray finish aluminium panel
- Vinyl application for 3d triangle, logo and text

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

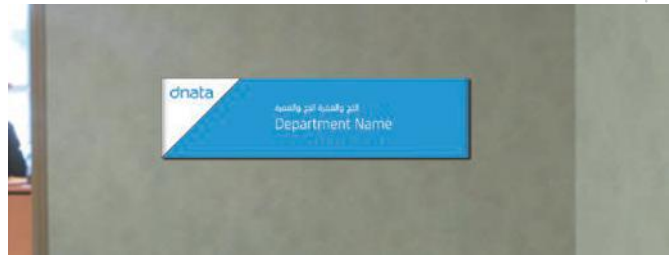


Material Specs - Department Names

Department Name Signs:

- 3mm metal sheet powder coated using RAL 5017 (PMS 301)
- 3d cut triangle and text in white to use RAL 9003
- dnata logo as per decal colours

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

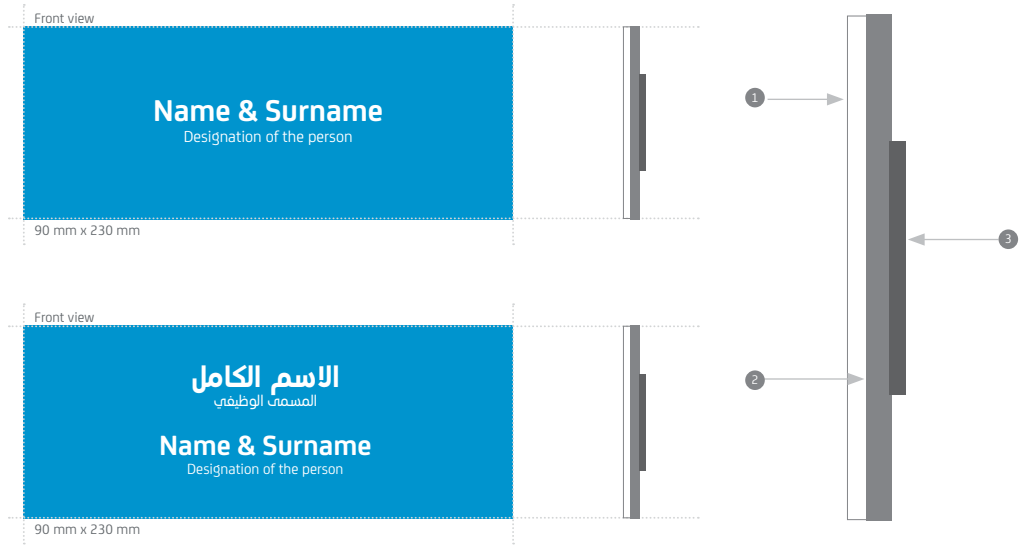


Material Specs - Name Plates (single / dual language)

Single/Dual Language Name Plates: Technical Specifications

- 1 Clear Acrylic cover sheet
- 2 Space to insert printed name cards
- 3 Name Plate holder with wall mounting attachment

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Material Specs - Airport Operations (suspended light box)

Single / Dual language ceiling suspended signs:

– Light box suspended from ceiling using backlit material

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Single Language

Ceiling suspended signs
Backlit material



Dual Language

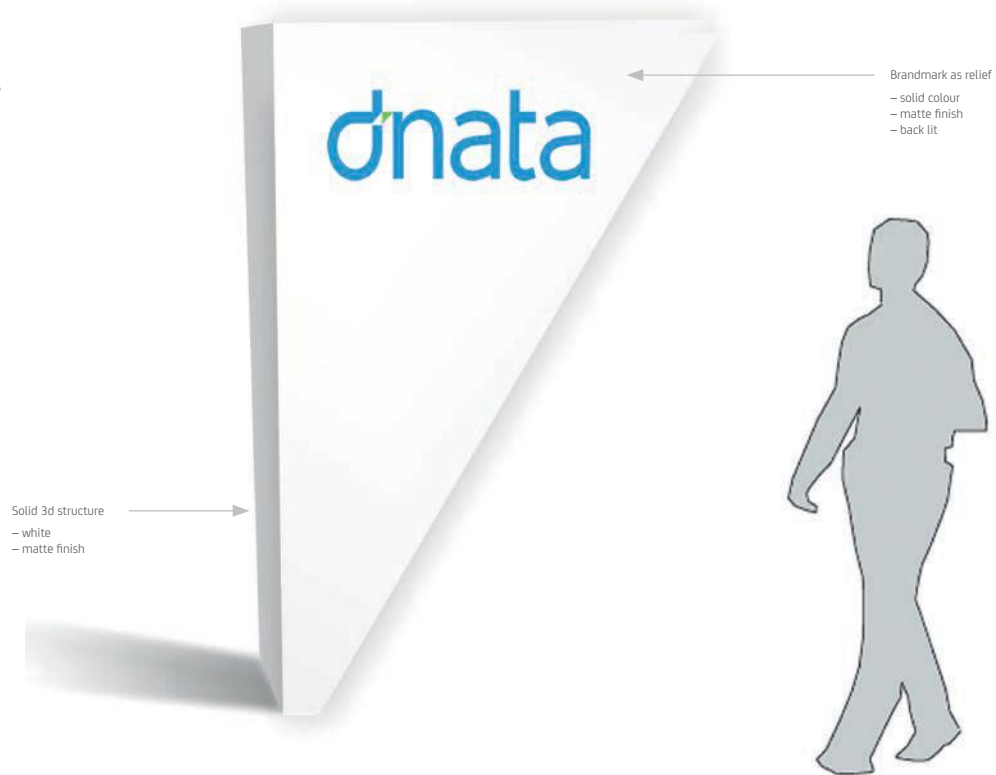
Ceiling suspended signs
Backlit material



Material Specs - Corporate Building Exterior Sculpture

Exterior Sculpture:

- Mild steel support framework clad with matte spray finish aluminium panels with push through back illuminated lettering
- Lettering to have custom gradient vinyl faces
- Steel support to have concealed fixing plate located into existing ground surface

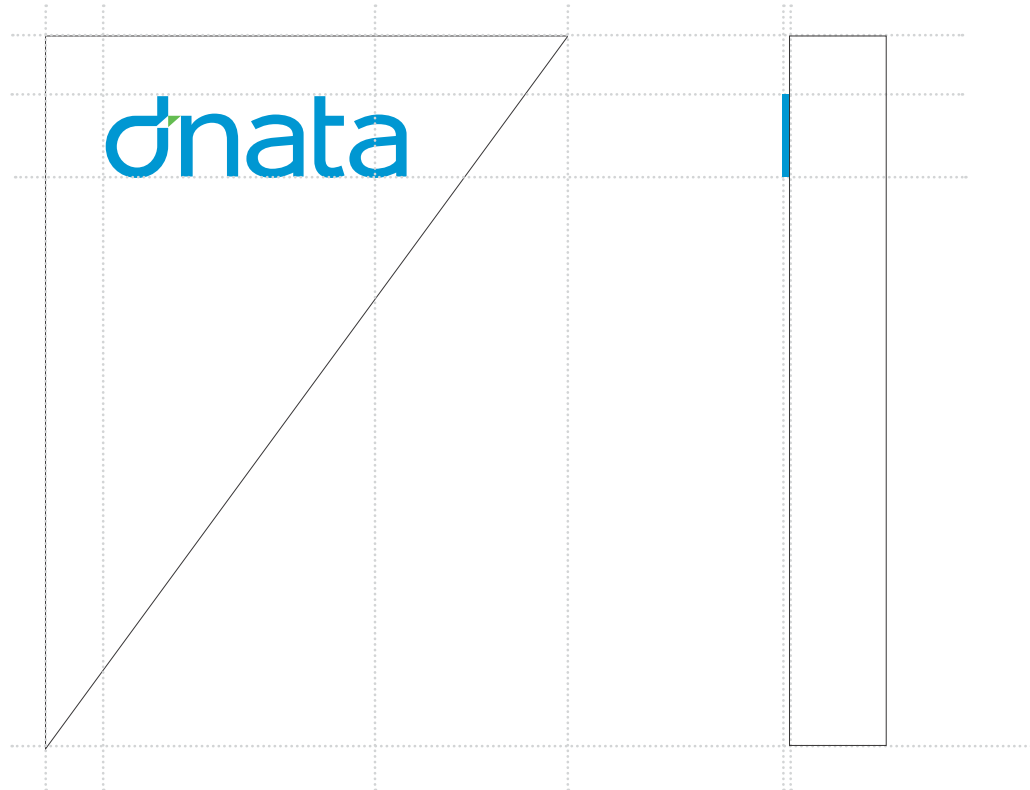


Material Specs - Corporate Building Exterior Sculpture

Exterior Sculpture:

- Mild steel support framework clad with matte spray finish aluminium panels with push through back illuminated lettering
- Lettering to have custom gradient vinyl faces
- Steel support to have concealed fixing plate located into existing ground surface

Please refer to dnata Colour Reference Guide (on page 78) and Material Specifications sheet for more relevant information regarding colours to be used.



Material Specs - Corporate Building Exterior Totem

Building Exterior Totem:

- Aluminium tray exterior signage panel with hidden fixing supports
- Front face of sign to have gloss spray finish with stencil cut triangle numbering locators
- Cut outs backed with white acrylic and blue vinyl numbers applied
- Triangular landmark feature formed from folded aluminium with white matte spray finish
- Landmark lettering constructed from push through internally illuminated acrylic letters with custom gradient vinyl faces
- Illumination supplied through LED fixtures

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Inset Brandmark
solid colour, matte finish
back lit

Solid 3d triangle
white matte finish

Information Text
white print / vinyl matte finish

Panel
solid blue metallic gloss finish

Triangular Numbers
vinyl matte finish

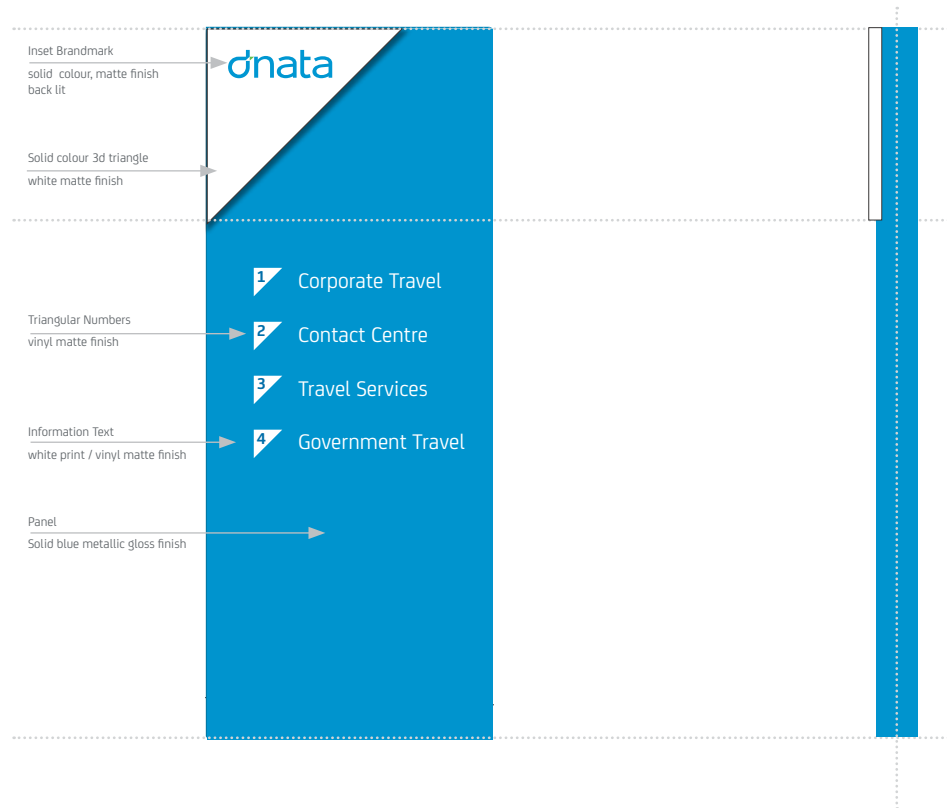


Material Specs - Corporate Building Exterior Totem

Building Exterior Totem:

- Aluminium tray exterior signage panel with hidden fixing supports
- Front face of sign to have gloss spray finish with stencil cut triangle numbering locators
- Cut outs backed with white acrylic and blue vinyl numbers applied
- Triangular brandmark feature formed from folded aluminium with white matte spray finish
- Brandmark lettering constructed from push through internally illuminated acrylic letters with custom gradient vinyl faces
- Illumination supplied through LED fixtures

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage

External Signage - Commercial Outlets Exterior

Commercial High Visibility Exterior:

- Back illuminated individual custom built up letters with back halo illumination applied by LEDS
- Front face of letters to have custom gradient printed vinyl applied
- Letters fixed with steel locators to allow for back illumination effect



Old Signage with old dnata branding



New Signage with new dnata branding

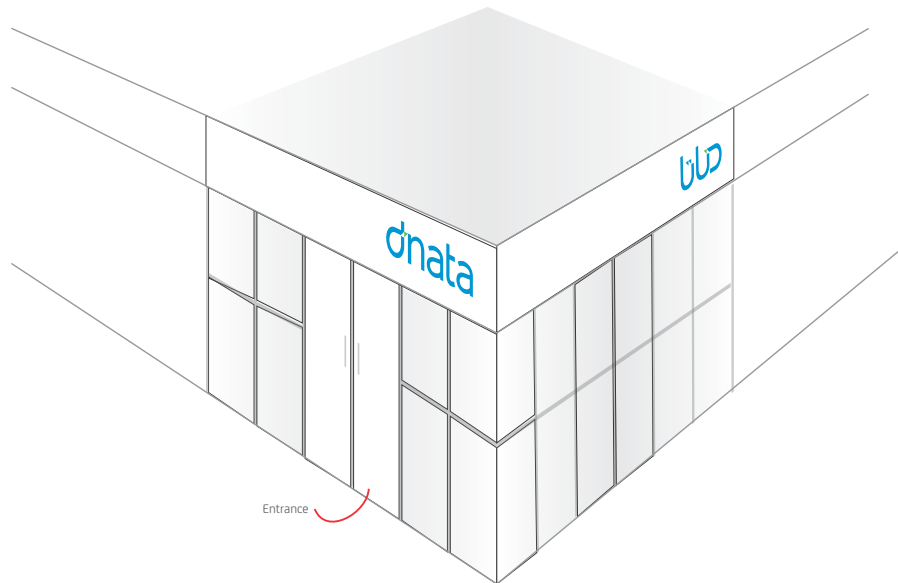
External Signage - dnata Travel Shop

Dual Face/Single Face with Dual/Single Languages – Logo right aligned

Use English logo in the most prominent areas.

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Dual Face with Single Language – Logo right aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

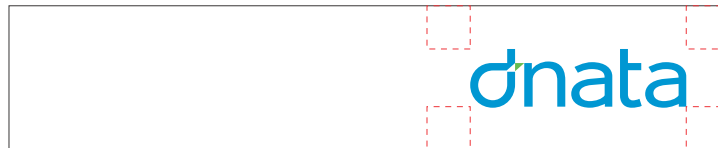
Scale 1:6 or bigger – Face 1



Scale 1:6 or bigger – Face 2



Scale 1:5 – Face 1



Scale 1:5 – Face 2

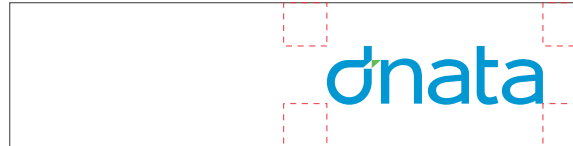


External Signage - dnata Travel Shop

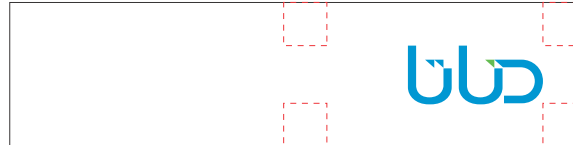
Dual Face with Dual Language – Logo right aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:4 – Face 1



Scale 1:4 – Face 2



Scale 1:3 – Face 1



Scale 1:2 – Face 1



Scale 1:3 – Face 2



Scale 1:2 – Face 2

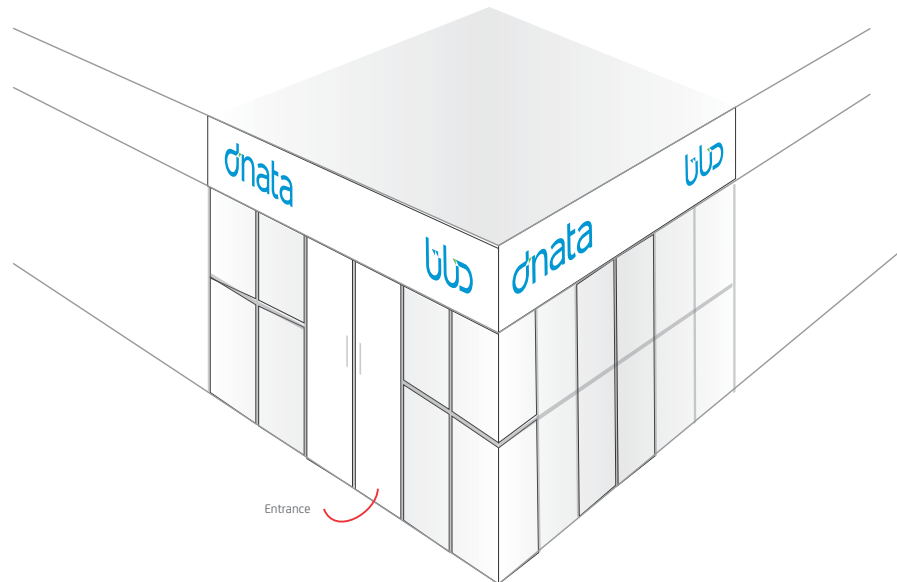


Generic templates for Dual Face with Dual Language

Use English logo in the most prominent areas.

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage - dnata Travel Shop

Single Face with Dual Language

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:6 or bigger



Scale 1:5



Scale 1:4



Scale 1:3



Scale 1:2

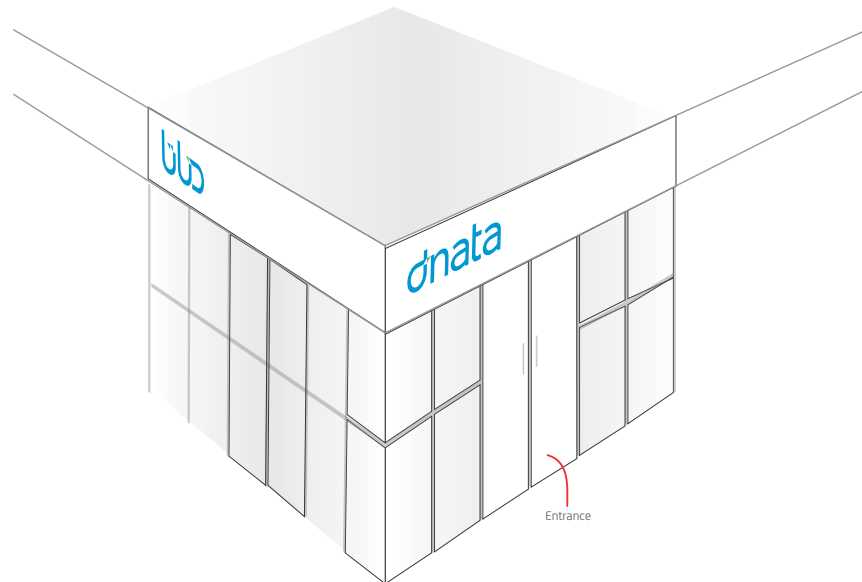


Generic templates for Dual Face with Dual Language – Logo left aligned

Use English logo in the most prominent areas (left aligned to signage area).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customer flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage - dnata Travel Shop

Dual Face with Dual Language – Logo left aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:6 – Face 1



Scale 1:6 – Face 2



Scale 1:5 – Face 1



Scale 1:5 – Face 2



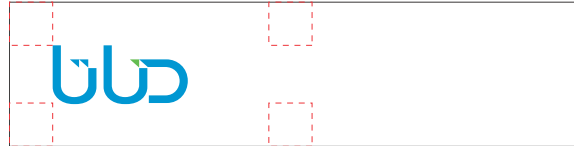
Dual Face with Dual Language – Logo left aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:4 – Face 1



Scale 1:4 – Face 2



Scale 1:3 – Face 1



Scale 1:3 – Face 2



Scale 1:2 – Face 1



Scale 1:2 – Face 2



External Signage - dnata Travel Shop

Generic templates for Three Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area or left aligned as per the position of the entrance).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customer flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Generic templates for Three Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area or left aligned as per the position of the entrance).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customer flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage - dnata Travel Shop

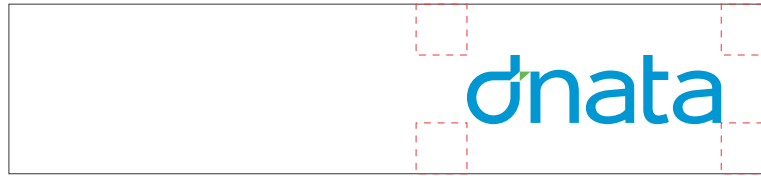
Generic templates for Three Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area or left aligned as per the position of the entrance).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customer flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Face 1



Face 2



Face 3



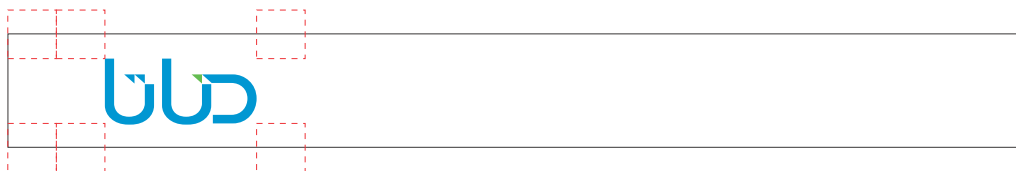
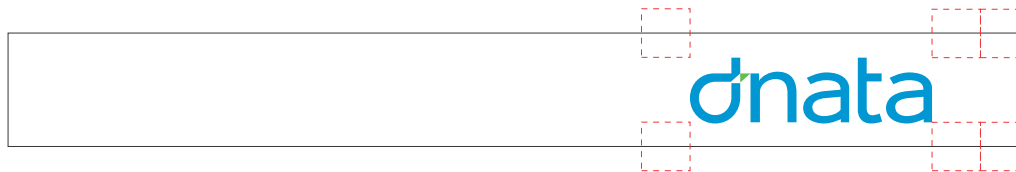
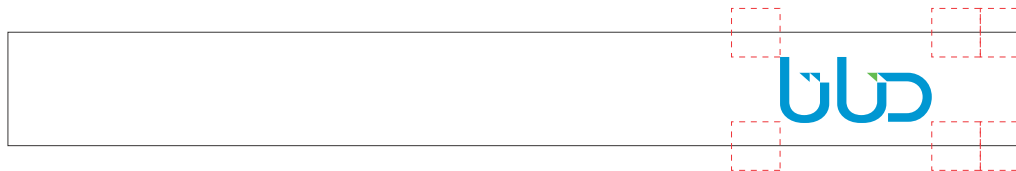
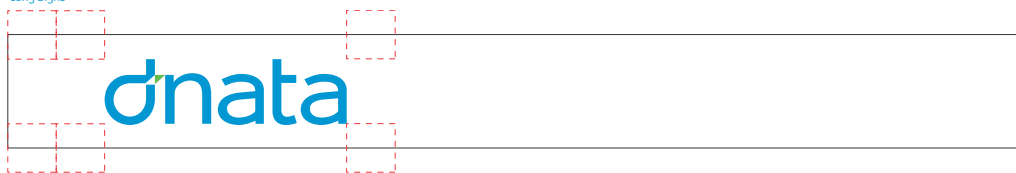
Clear Spaces in exceptional cases

Only in cases of very long spaces or where visibility is low, use 2x clear space from the left and use 1/2x clear space at top and bottom as shown.

There are instances when the area available for signage is very limited. This may affect either the visibility of signage or application details/features. To avoid such situations, the safe space around the dnata logo can be reduced to half as shown.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Long Signs



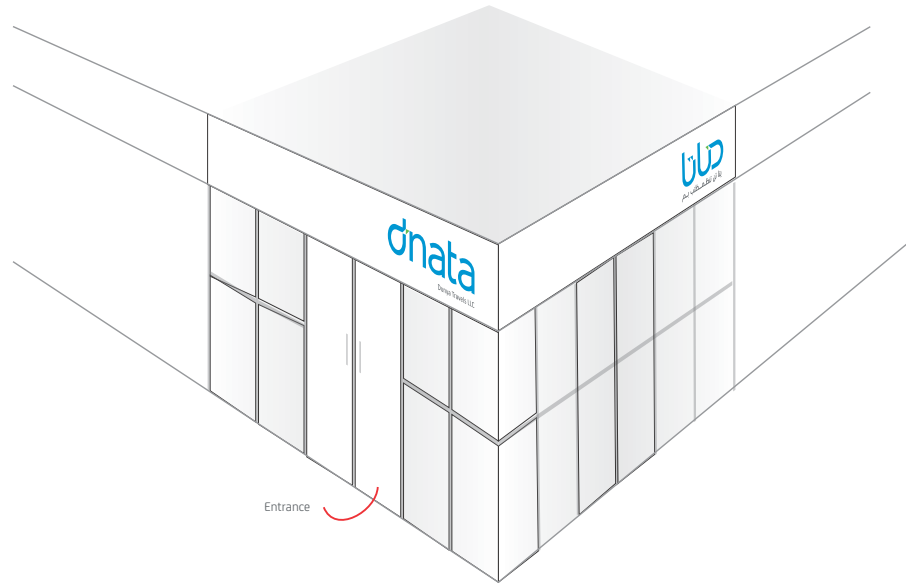
External Signage - GSA

Dual / Single Face with Dual Language – Logo right aligned

Use English logo in the most prominent areas.

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



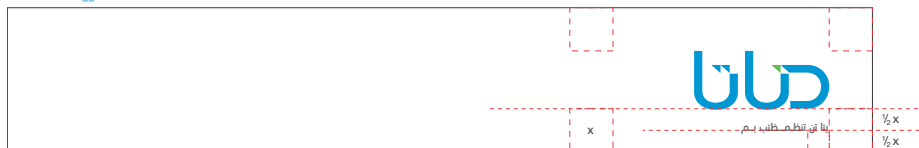
Dual Face with Dual Language – Logo right aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:6 or bigger – Face 1



Scale 1:6 or bigger – Face 2



Scale 1:5 – Face 1



Scale 1:5 – Face 2

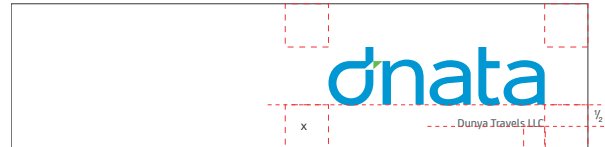


External Signage - GSA

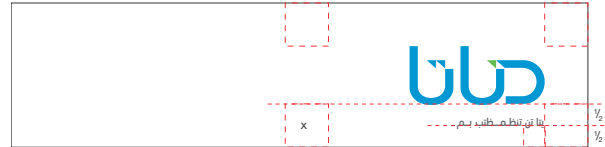
Dual Face with Dual Language – Logo right aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:4 – Face 1



Scale 1:4 – Face 2



Scale 1:3 – Face 1



Scale 1:2 – Face 1



Scale 1:3 – Face 2



Scale 1:2 – Face 2



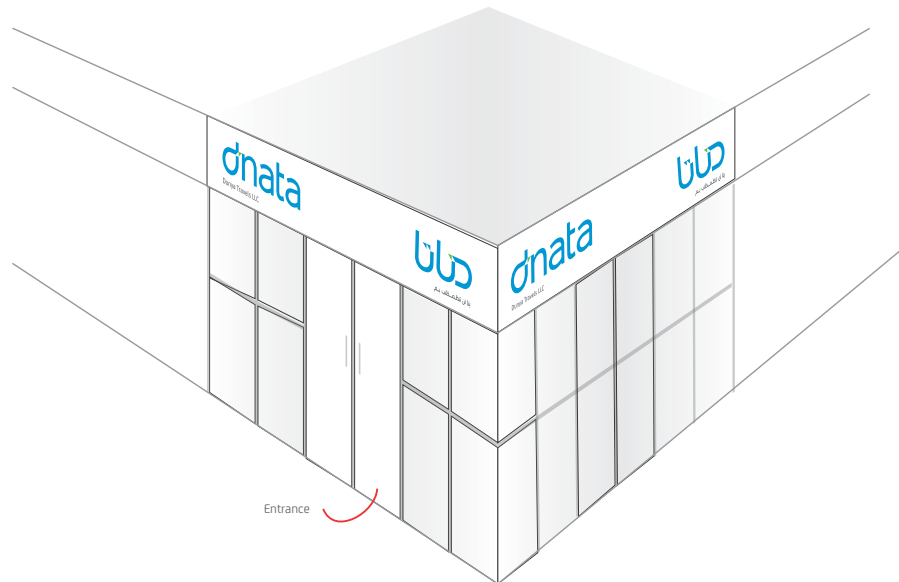
External Signage - GSA

Generic templates for Dual Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage - GSA

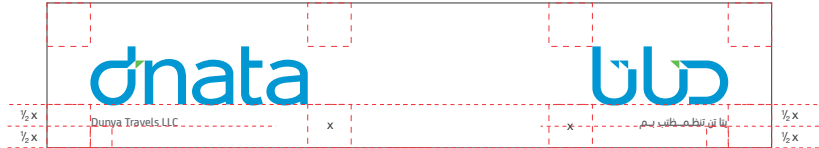
One Face with Dual Language

Please refer to dnata Colour Reference Guide for more relevant information regarding colours to be used.

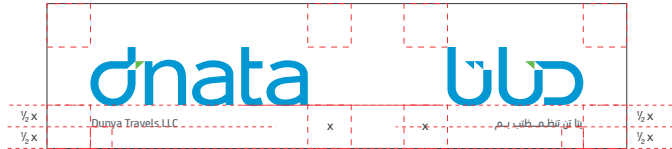
Scale 1:6 or bigger



Scale 1:5



Scale 1:4



Scale 1:3



Scale 1:2

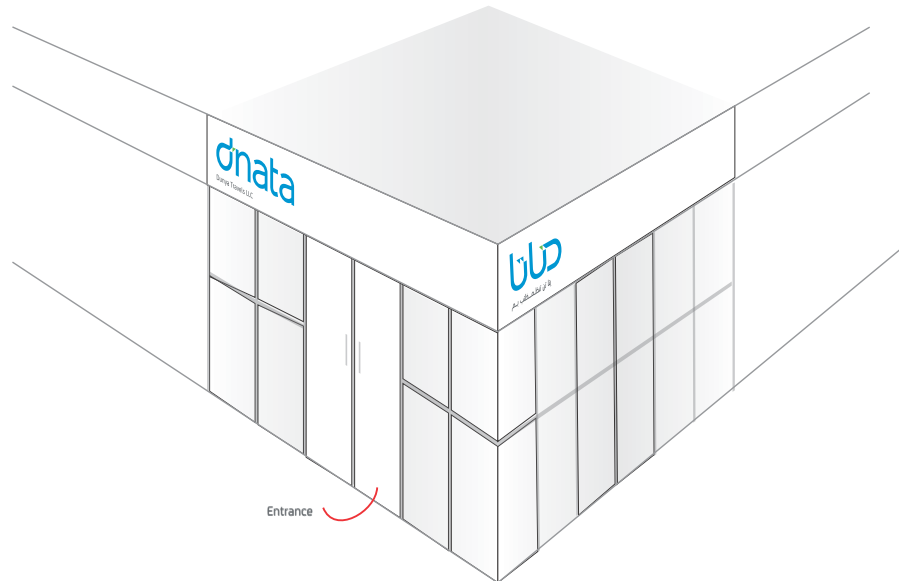


Generic templates for Dual Faces with Dual Language – Logo left aligned

Use English logo in the most prominent areas (left aligned to signage area).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage - GSA

Dual Faces with Dual Language – Logo left aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

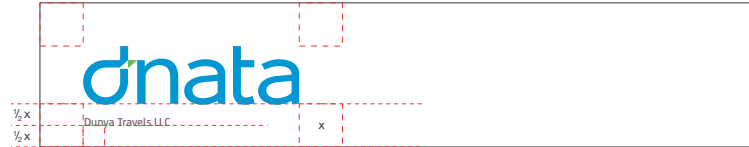
Scale 1:6 – Face 1



Scale 1:6 – Face 2



Scale 1:5 – Face 1



Scale 1:5 – Face 2



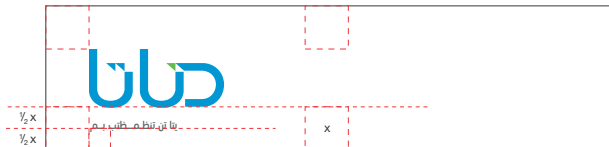
Dual Face with Dual Language – Logo left aligned

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:4 – Face 1



Scale 1:4 – Face 2



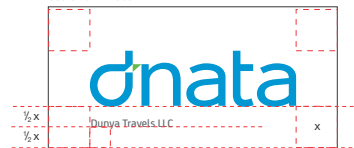
Scale 1:3 – Face 1



Scale 1:3 – Face 2



Scale 1:2 – Face 1



Scale 1:2 – Face 2



External Signage - GSA

Generic templates for Three Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area or left aligned as per the position of the entrance).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Generic templates for Three Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area or left aligned as per the position of the entrance).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



External Signage - GSA

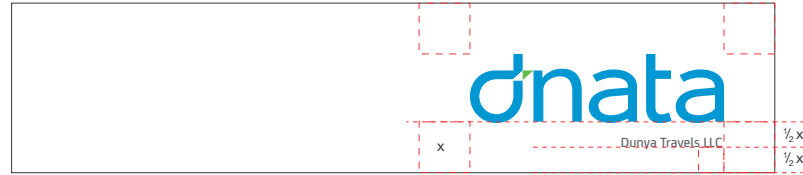
Generic templates for Three Faces with Dual Language – Logo right aligned

Use English logo in the most prominent areas (right aligned to signage area or left aligned as per the position of the entrance).

The following suggestions are subject to the position of the entrance to the travel shop and the direction of customers flow.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Face 1



Face 2



Face 3



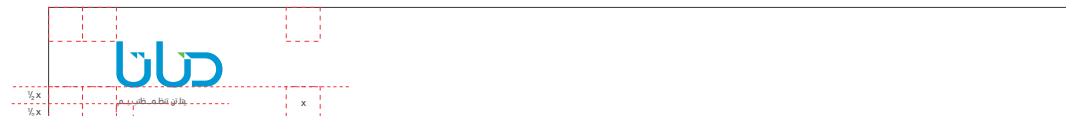
Clear Spaces in exceptional cases

Only in cases of very long spaces or where visibility is low, use $2x$ clear space from the left and use $1/2x$ clear space at top and bottom as shown.

There are instances when the area available for signage is very limited. This may affect either the visibility of signage or application details/features. To avoid such situations, the safe space around the dnata logo can be reduced to half as shown.

Please refer to dnata Colour Reference Guide (on page 78) and for more relevant information regarding colours to be used.

Long Signs

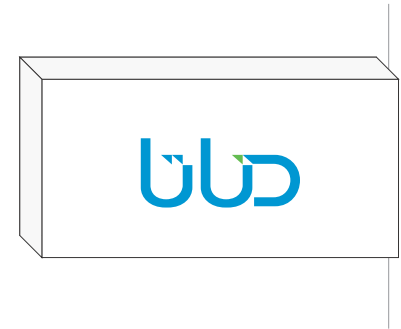


External Signage - Wall Protruding Signage

Generic templates for Wall Protruding Signs

Use English logo in the most prominent areas (Centre aligned to signage area).

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Dual Face Application

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

Scale 1:2 Face 1



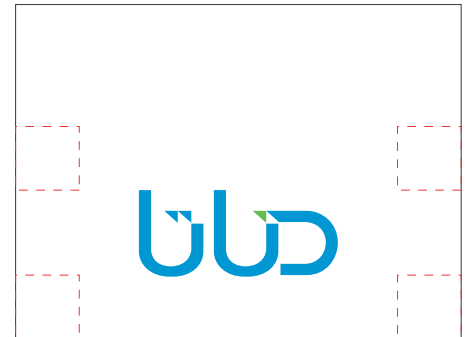
Scale 1:2 Face 2



Scale 3:4 Face 1



Scale 3:4 Face 2

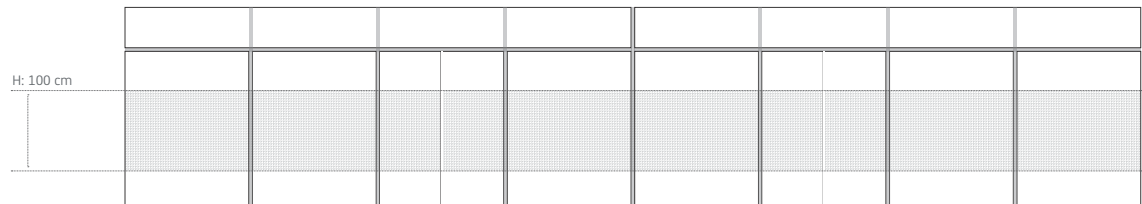
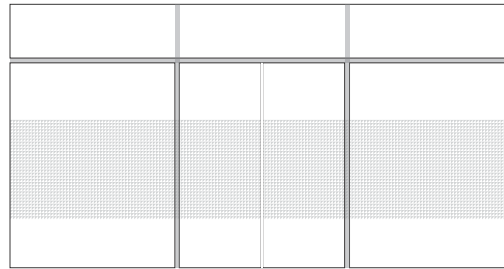


External Signage - Doors and Windows Frosting

Templates for Door and Window Frosting

The dnata graphic device can be utilised to create a pattern for the door frosting.

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Exceptional Use

Exceptional Use - The dnata Signage System

The exceptional use tier refers to the unique and specialised application of the landmark. Each case must be carefully considered and the materials, finish and scale must be appropriate for each scenario.

Exceptional use signage is generally a large format application of the landmark.

The landmark should be used on high-level buildings as individually fabricated and fixed letters.



Exceptional Use - The dnata Signage System



Exceptional Use - Stadium banner

This is one of the few instances the dnata logo can be placed on a blue background on signage. Any other similar use would need to be approved by the dnata corporate communications team in Dubai.



Exceptional Use - Extra Large Signage

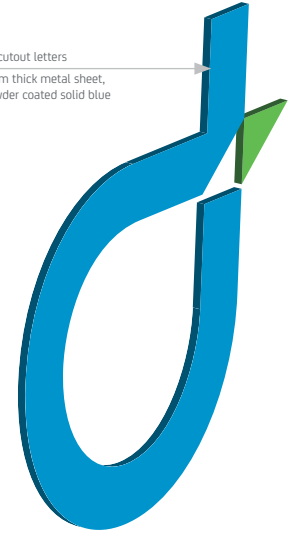
Wall Mounted Flat Graphic:

- Flat cut 5 mm metal sheets with powder coating with appropriate RAL colours
- Letters fixed directly on location with suitable fixers
- Adequate external illumination will have to be provided to ensure the sign is visible after sunset

Please refer to the dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



3d cutout letters
5mm thick metal sheet,
powder coated solid blue

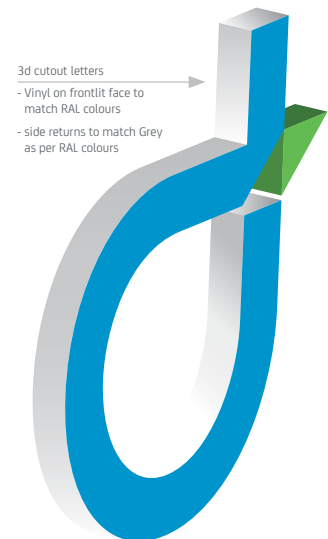


Exceptional Use - High Level Mounted Building Signage

3d Cutout Signage:

- Built up 3d cutout individual aluminium letters with internal LEDS to illuminate front faces
- Faces of letters to have vinyl stickers to ensure accurate colours and visibility both during the day and night
- Aluminium side returns to powder coated to match the grey as per the RAL colour

Please refer to the dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

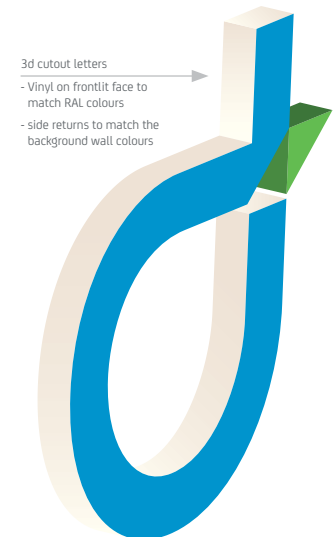


Exceptional Use - High Level Mounted Building Signage

3d Cutout Signage:

- Built up 3d cutout individual aluminium letters with internal LEDS to illuminate front faces
- Faces of letters to have vinyl stickers to ensure accurate colours and visibility both during the day and night
- Aluminium side returns powder coated to match the background wall colour

Please refer to the dnata Colour Reference Guide (on page 78) and for more relevant information regarding colours to be used.



Internal Directional Signage

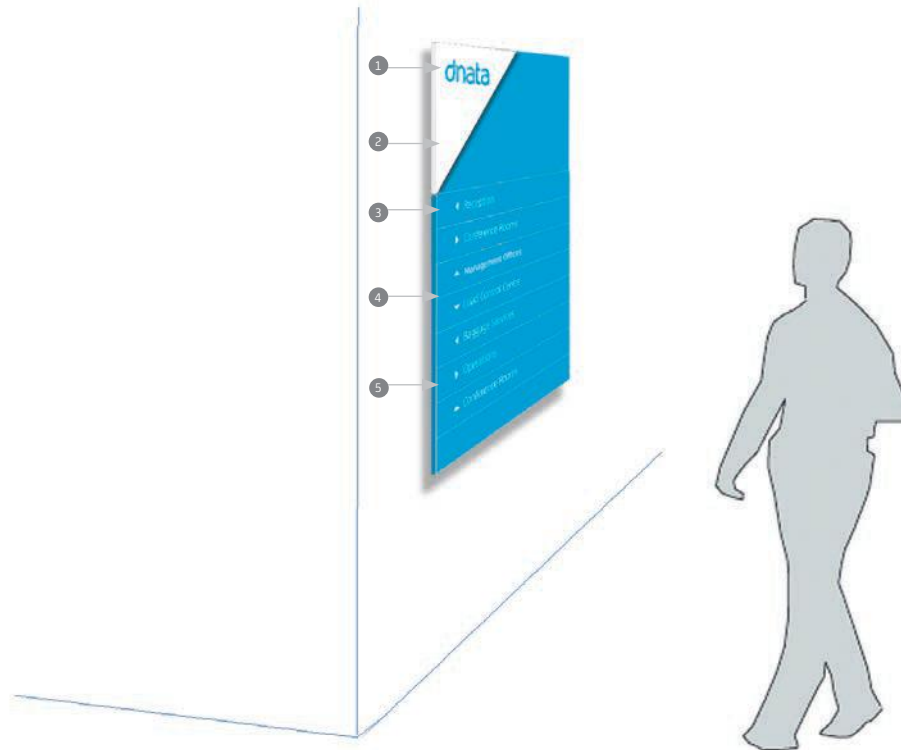
Internal Directional Signage - Wall Mounted Signage

Interior Totem:

- Mild steel support framework clad with gloss spray finish aluminium panels
- Folded aluminium triangular landmark attached to totem with hidden fixings
- Brandmark applied as vinyl mark. Totem to be floor fixed with hidden fixing plate where possible

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss



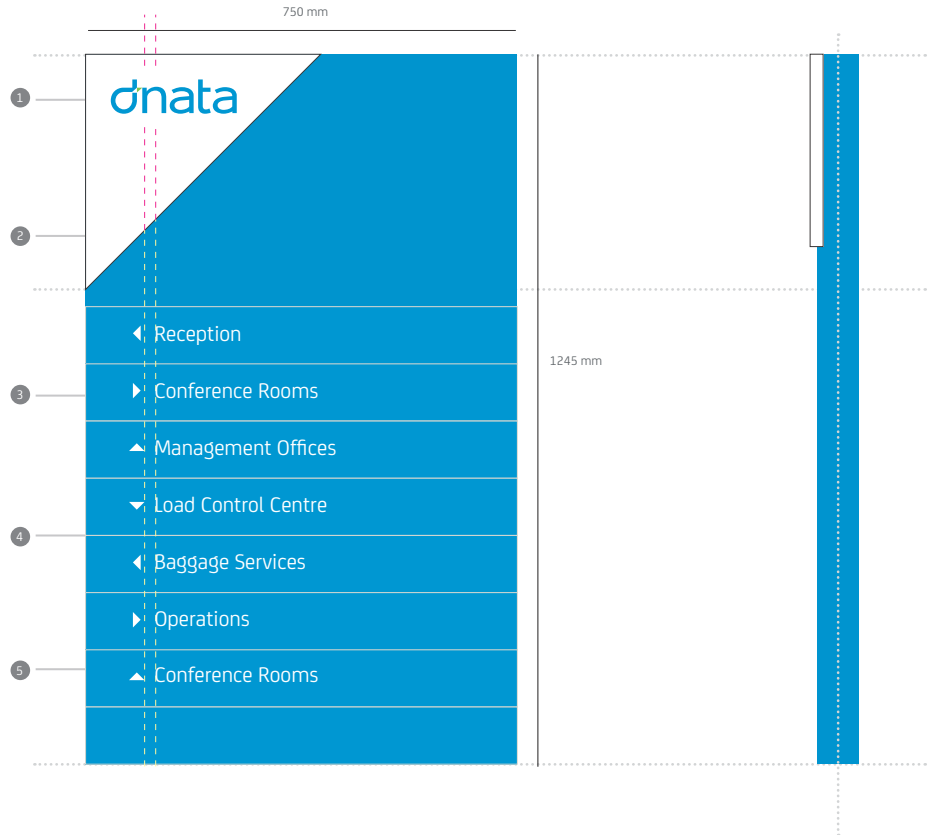
Internal Directional Signage - Wall Mounted Signage

Single Language with Logo

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) and Material Specifications sheet for more relevant information regarding colours to be used.



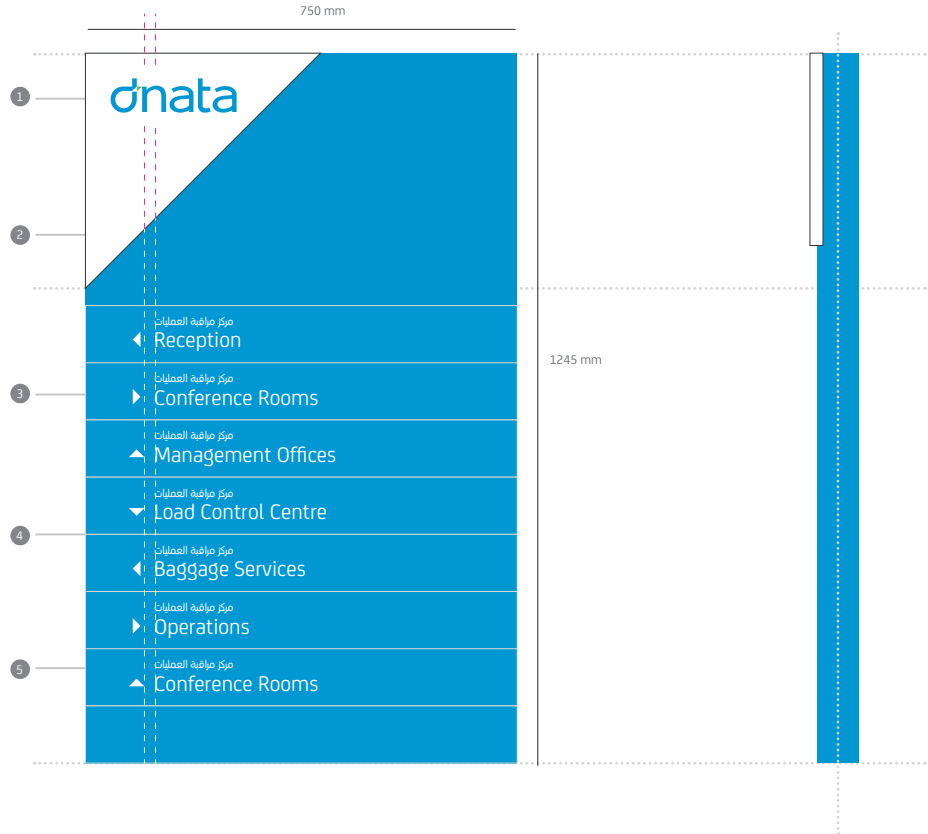
Internal Directional Signage - Wall Mounted Signage

Dual Language with Logo

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Internal Directional Signage - Wall Mounted Signage

Single Language with Floor Indicator:

- Mild steel support framework clad with gloss spray finish aluminium panels
- Folded aluminium triangular brandmark attached to totem with hidden fixings
- Brandmark applied as vinyl mark. Totem to be floor fixed with hidden fixing plate where possible

Technical Specifications

- 1 Floor Indicator
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss



Internal Directional Signage - Wall Mounted Signage

Single Language with Floor Indicator:

Technical Specifications

- 1 Floor indicator
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



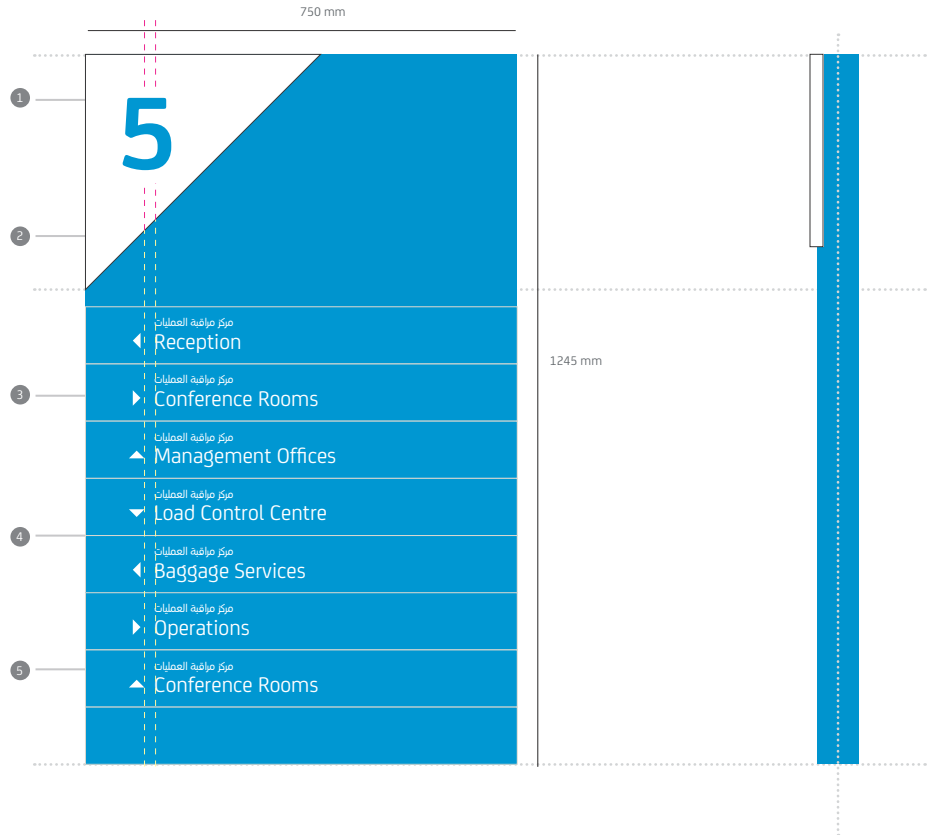
Internal Directional Signage - Wall Mounted Signage

Dual Language with Floor Indicator:

Technical Specifications

- 1 Floor indicator
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Internal Directional Signage - Floor Standing Signage

Single Language with Logo:

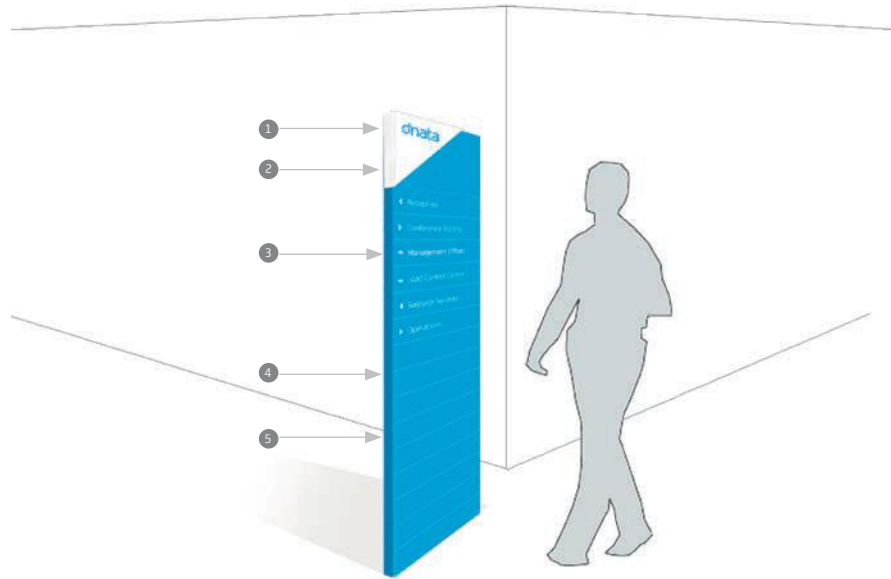
Floor Standing Directory:

- Gloss finish powder coated folded aluminium panel with attached fret cut numbered triangular floor locator
- Stencil cut white backed acrylic directional pointers bonded to front face of sign
- All text applied as white vinyl
- Signs attached with hidden fixings

Technical Specifications

- 1 Logo
Solid colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



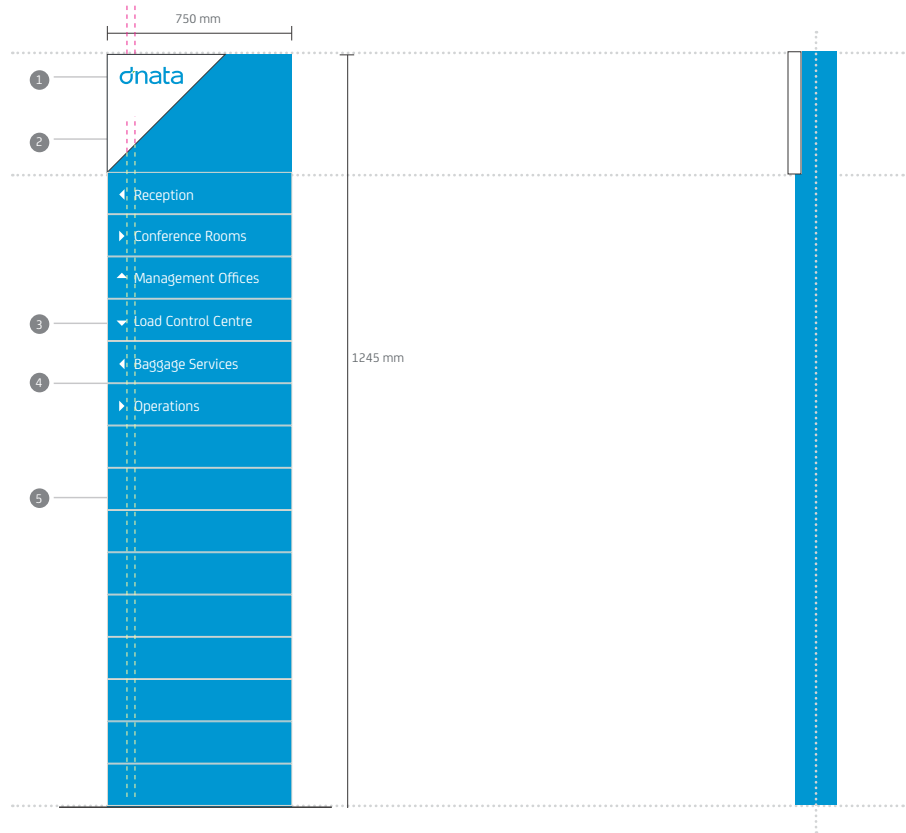
Internal Directional Signage - Floor Standing Signage

Single Language with Logo:

Technical Specifications

- 1 Logo
Solid colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



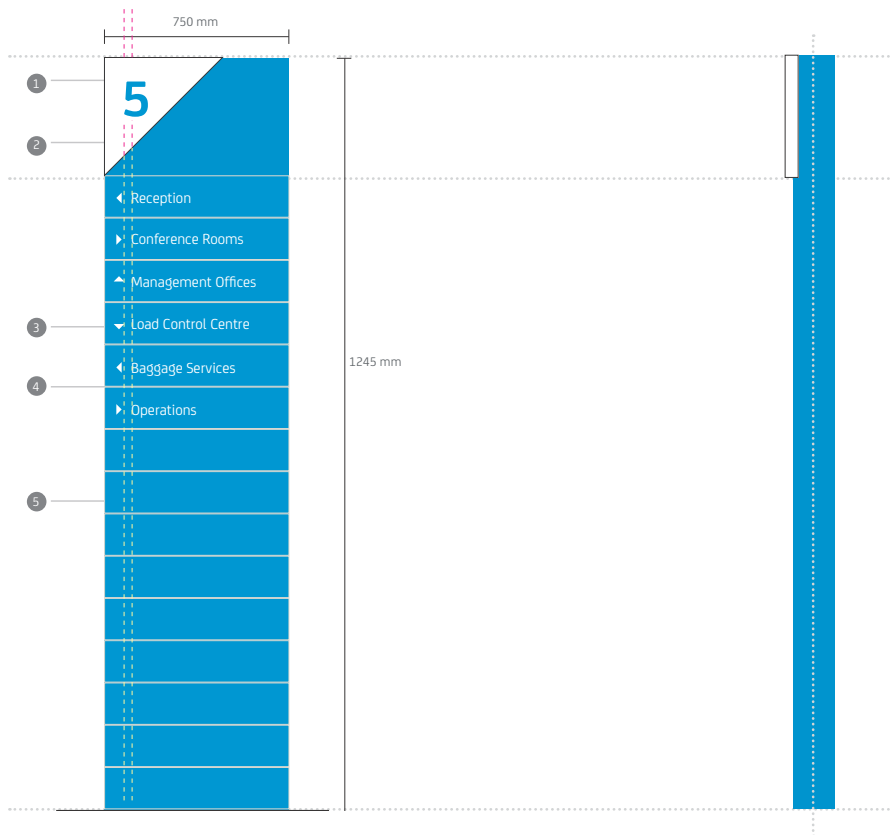
Internal Directional Signage - Floor Standing Signage

Single Language with Floor Indicator:

Technical Specifications

- 1 Floor Indicator
Solid colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



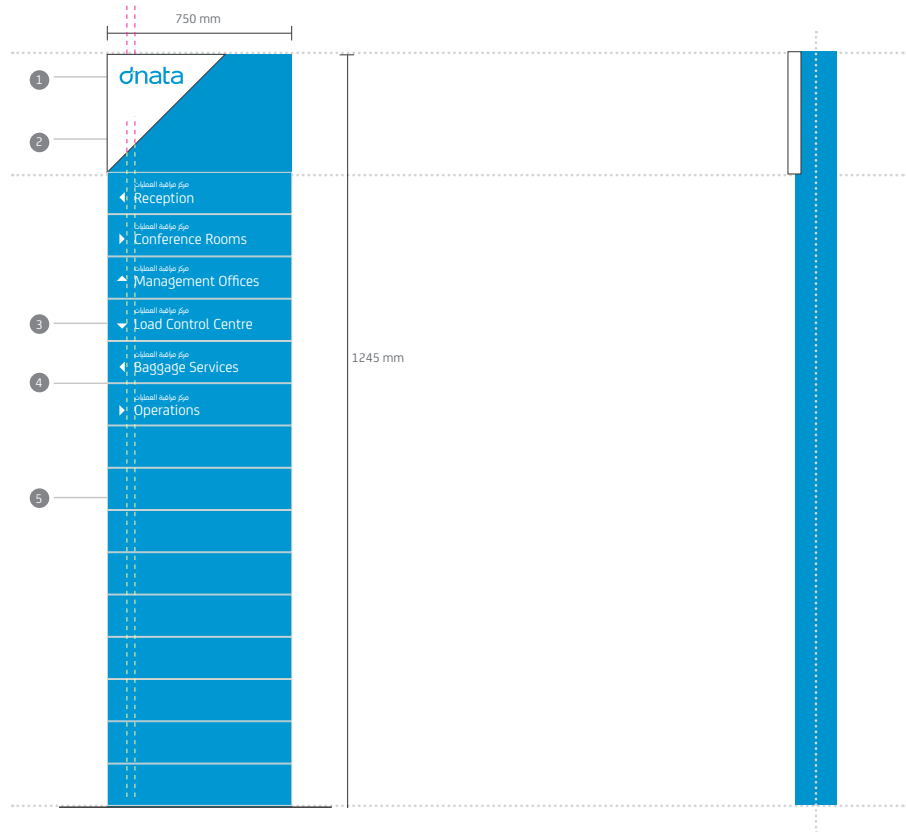
Internal Directional Signage - Floor Standing Signage

Dual Language with Logo:

Technical Specifications

- 1 Logo
Solid colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



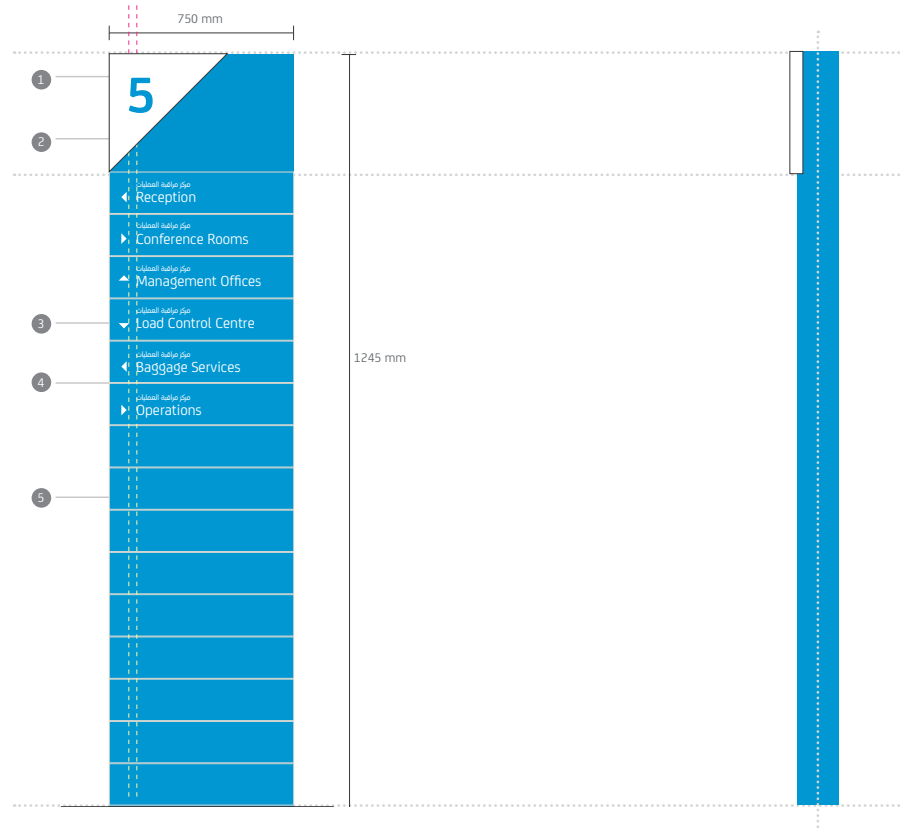
Internal Directional Signage - Floor Standing Signage

Dual Language with Floor Indicator:

Technical Specifications

- 1 Floor indicator
Solid colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 2mm gap between panels
- 5 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

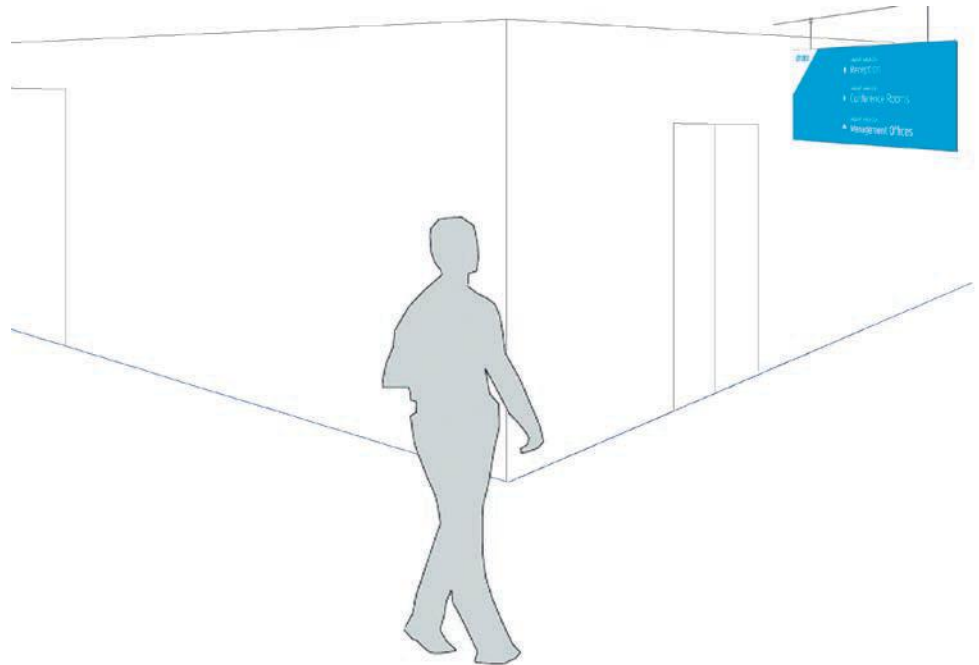
Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Internal Directional Signage - Ceiling Suspended Signage

Ceiling Suspended Signs:

- Gloss finish powder coated folded aluminium panel with attached fret cut numbered triangular floor locator
- Stencil cut white backed acrylic directional pointers bonded to front face of sign
- All text applied as white vinyl
- Suitable hanging fixtures to be concealed inside the ceiling



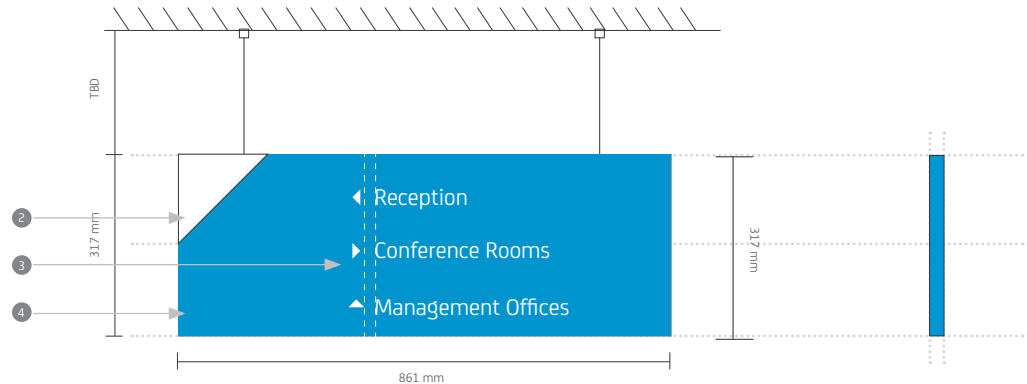
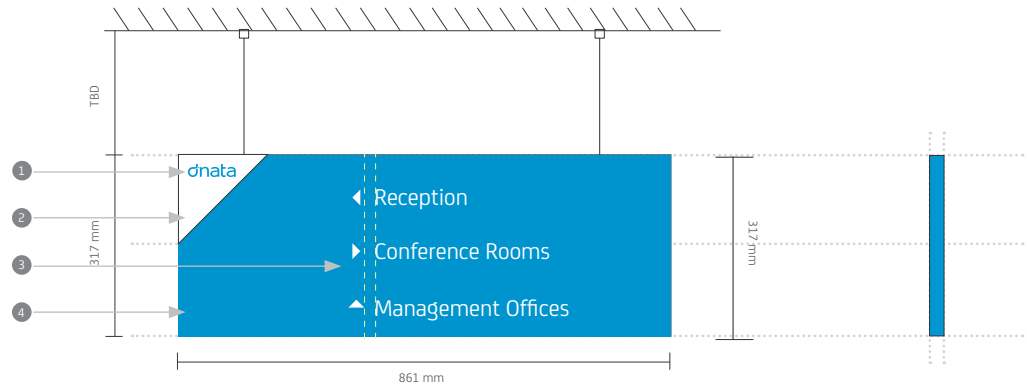
Internal Directional Signage - Ceiling Suspended Signage

Single Language with and without Logo

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



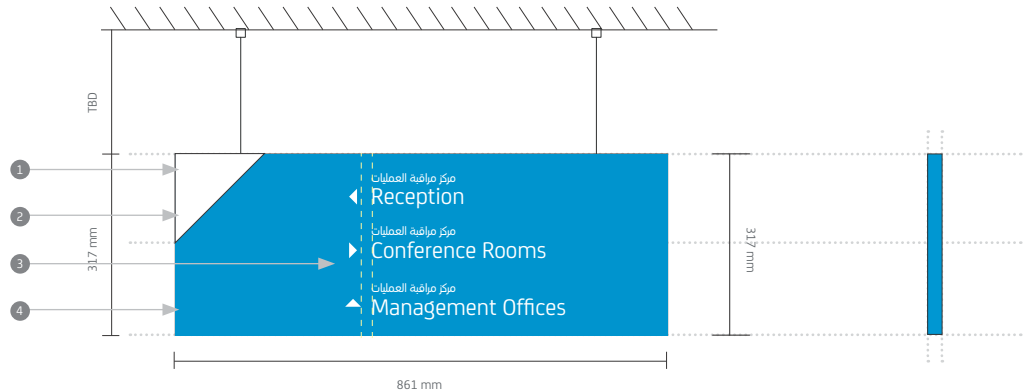
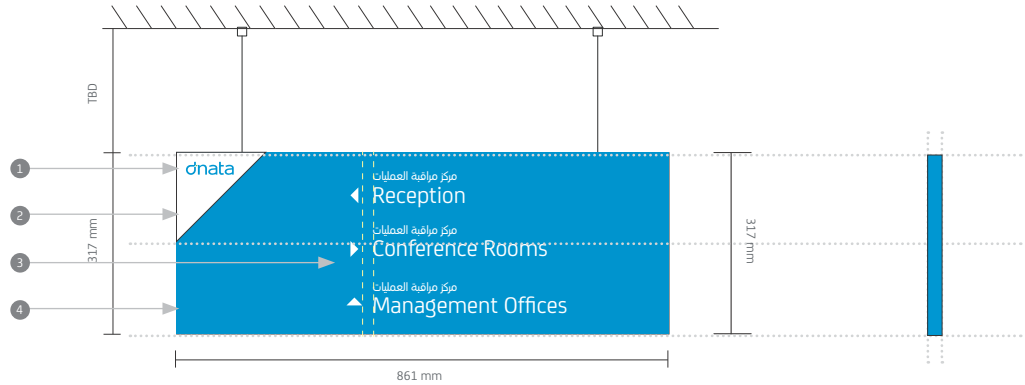
Internal Directional Signage - Ceiling Suspended Signage

Dual Language with and without Logo

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



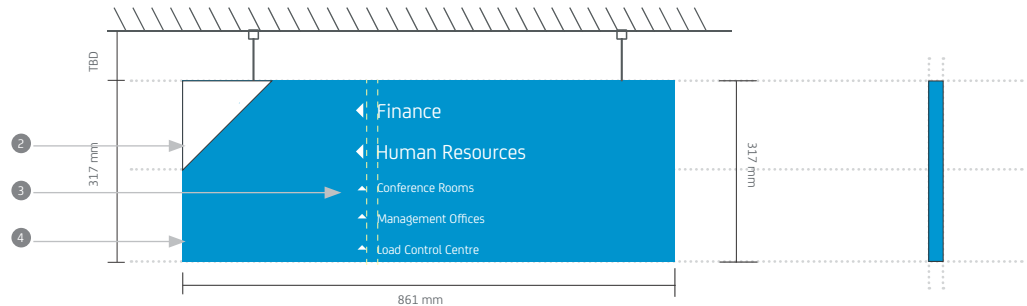
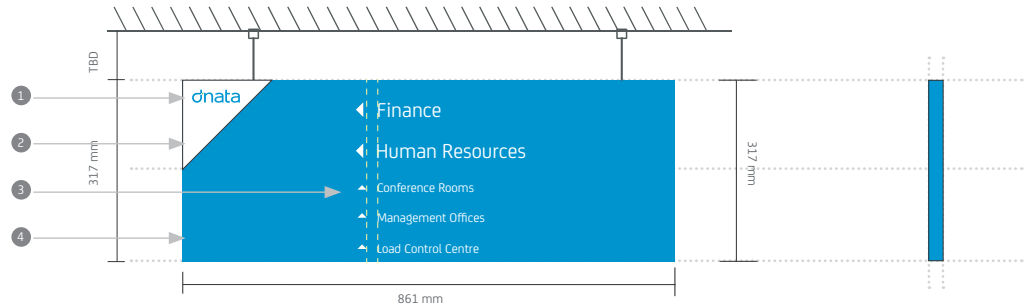
Internal Directional Signage - Sub-department Suspended Signage

Single Language with and without Logo

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



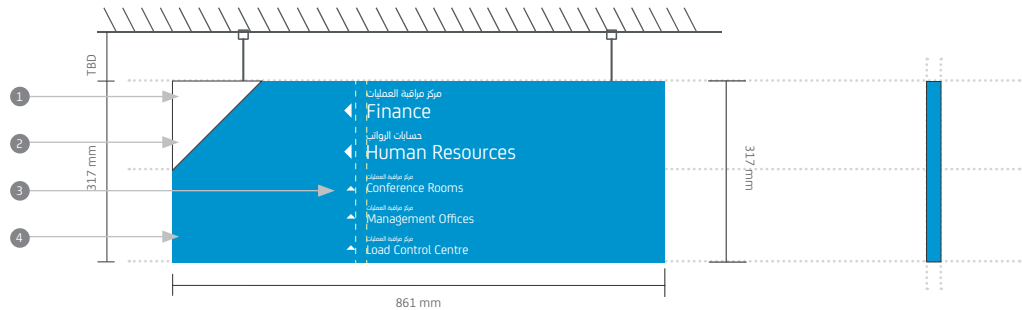
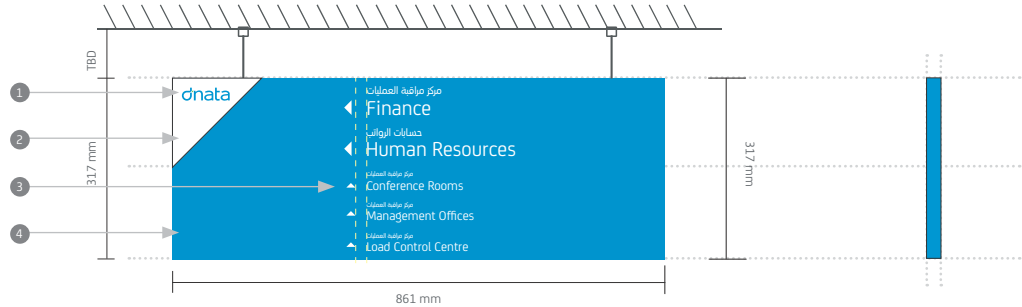
Internal Directional Signage - Sub-department Suspended Signage

Dual Language with and without Logo

Technical Specifications

- 1 Logo
Solid Colour matte finish sticker
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Information text
white print / vinyl
matte finish
- 4 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Wall Mounted Facilities:**Option 1**

- Folded gloss spray finish aluminium tray with triangular fret cut aluminium sign indicator
- All text applied as white vinyl
- Sign mounted onto existing walls with hidden fixings

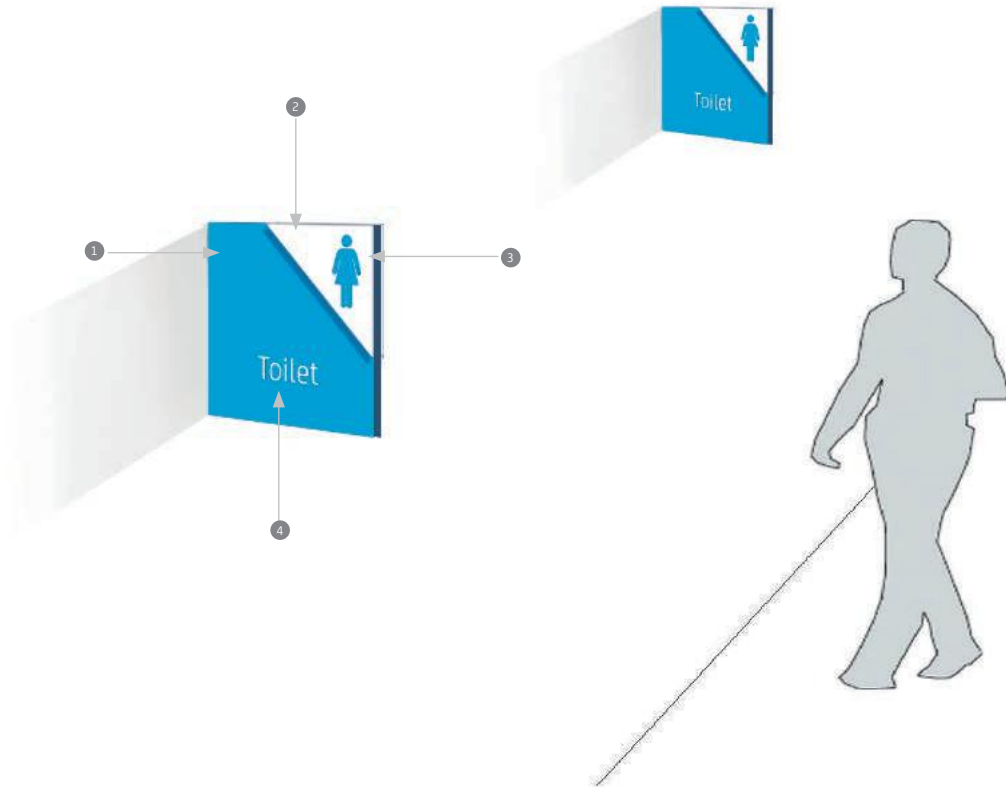
Option 2

- Double sided gloss spray finish aluminium projecting sign attached to wall with formed aluminium triangular bracket in white powder coated finish
- Icon applied to signage front as white vinyl
- All fixings hidden

Technical Specifications

- 1 Panel
solid blue PMS 301 or RAL 5017
metallic / gloss
- 2 Solid 3d triangle
white RAL 9010
matte finish
- 3 Icon
solid blue PMS 301 or RAL 5017
metallic / gloss
- 4 Information text
white print / vinyl
matte finish

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.

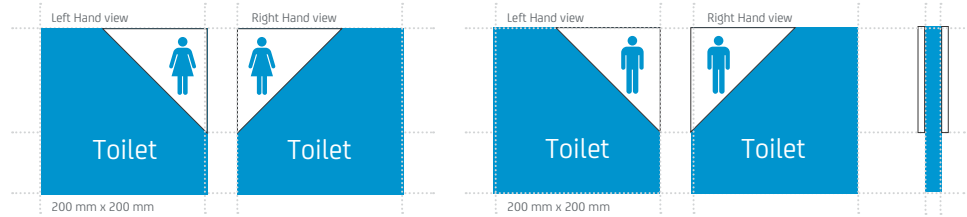


Internal Directional Signage - Wall Mounted / Facilities

Toilet Facilities:

Wall Protruding Signs

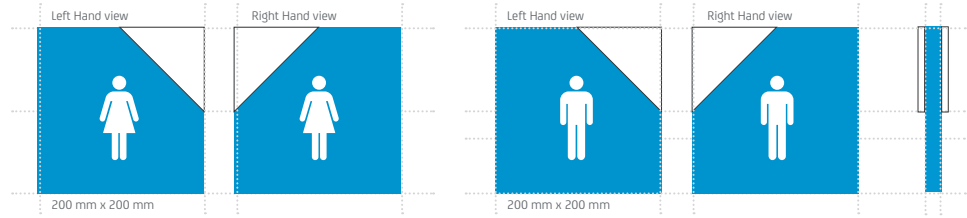
- Double sided gloss spray finish aluminium projecting sign attached to wall with formed aluminium triangular bracket in white powder coated finish
- Icon applied to signage front as white vinyl
- All fixings hidden



Flat Wall Mounted Signs

- Folded gloss spray finish aluminium tray with triangular fret cut aluminium sign indicator
- All text applied as white vinyl
- Sign mounted onto existing walls with hidden fixings

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours and material to be used.



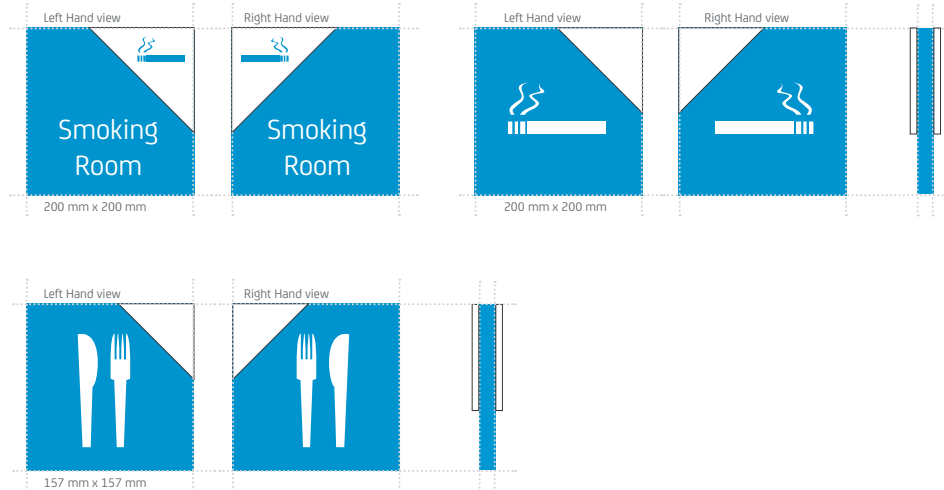
Smoking Areas / Pantry:**Wall Protruding Signs**

- Double sided gloss spray finish aluminium projecting sign attached to wall with formed aluminium triangular bracket in white powder coated finish
- Icon applied to signage front as white vinyl
- All fixings hidden

Flat Wall Mounted Signs

- Folded gloss spray finish aluminium tray with triangular fret cut aluminium sign indicator
- All text applied as white vinyl
- Sign mounted onto existing walls with hidden fixings

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



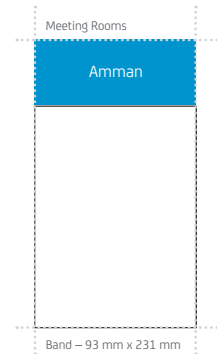
Internal Directional Signage - Wall Mounted / Facilities

Floor No's / Parking Bay / Meeting Room:

Flat Wall Mounted Signs

- Folded gloss spray finish aluminium tray with triangular fret cut aluminium sign indicator
- All text applied as white vinyl
- Sign mounted onto existing walls with hidden fixings

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Single Language Name Plates:

- Name and designation in single language:
(grades 10 and above)
Size: H:90 x W:230 mm
- Name only: (grades 9 and below)
Size: H:60 x W:160 mm

Typography Specs:

English

Name Title: 42/37 pts – FS Joey medium

Designation: 22/27 pts – FS Joey medium

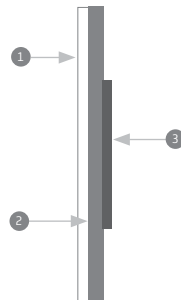
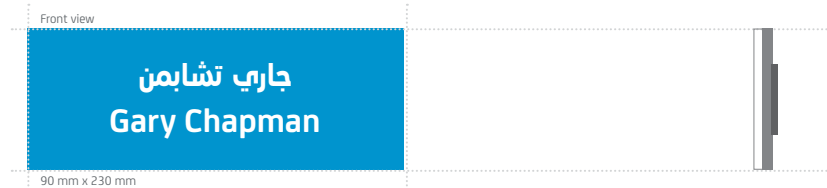
Technical Specifications

- 1 Clear Acrylic cover sheet
- 2 Space to insert printed name cards
- 3 Name Plate holder with wall mounting attachment

Decal Reference:

- RAL 5017 (PMS 301)
– C 100, M 46, Y 5, K 18

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Internal Directional Signage - Name Plate Signage

Dual Language Name Plates:

- Name and designation in Dual Language:
(grades 10 and above)
Size: H:90 x W:230 mm
- Name only: (grades 9 and below)
Size: H:60 x W:160 mm

Typography Specs:

English

Name Title: 42/37 pts – FS Joey medium
Designation: 22/27 pts – FS Joey medium


Arabic

Name Title:
38/37 pts PF DinText Arabic medium
Designation:
22/27 pts PF DinText Arabic medium

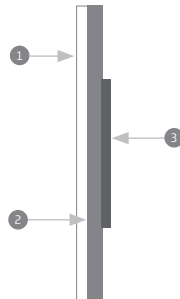
Technical Specifications

- 1 Clear Acrylic cover sheet
- 2 Space to insert printed name cards
- 3 Name Plate Holder with wall mounting attachment

Decal Reference:

 RAL 5017 (PMS 301)
– C 100, M 46, Y 5, K 18

Please refer to dnata Colour Reference Guide (on page 78) for more relevant information regarding colours to be used.



Graphics

Graphics - Wall Mounted Graphics

Canvas

Artistic canvases in the dnata colour palette that illustrate dnata's promises in a refreshing and dynamic style. Their purpose is to add interest to operational areas such as office walls and meeting rooms. Canvases may be used alone or within a series. They may also be used in customer-visible areas.

600 mm x 600 mm



600 mm x 600 mm



600 mm x 600 mm



Graphics - Wall Mounted Graphics

Canvas

Artistic canvases in the dnata colour palette and typography add interest to operational areas such as office walls and meeting rooms. Canvases may be used alone or within a series. They may also be used in customer-visible areas.

600 mm x 600 mm



600 mm x 600 mm



600 mm x 600 mm



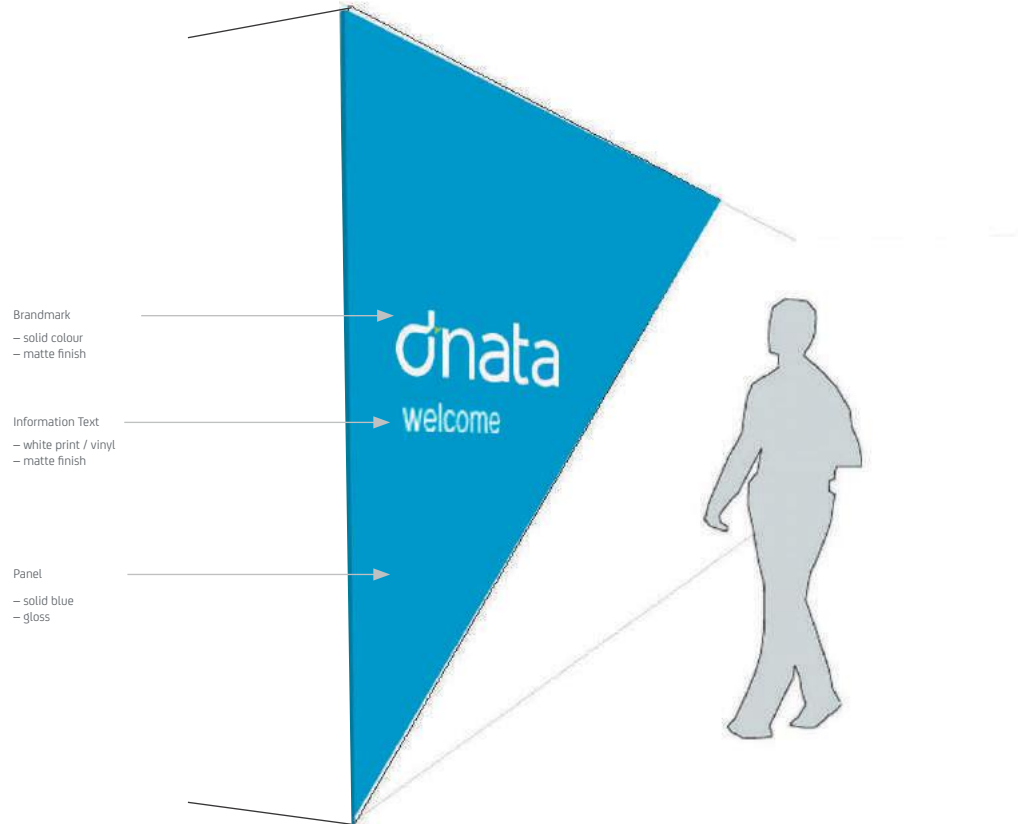
600 mm x 600 mm



Graphics - Corporate Interior / Large Wall Graphic

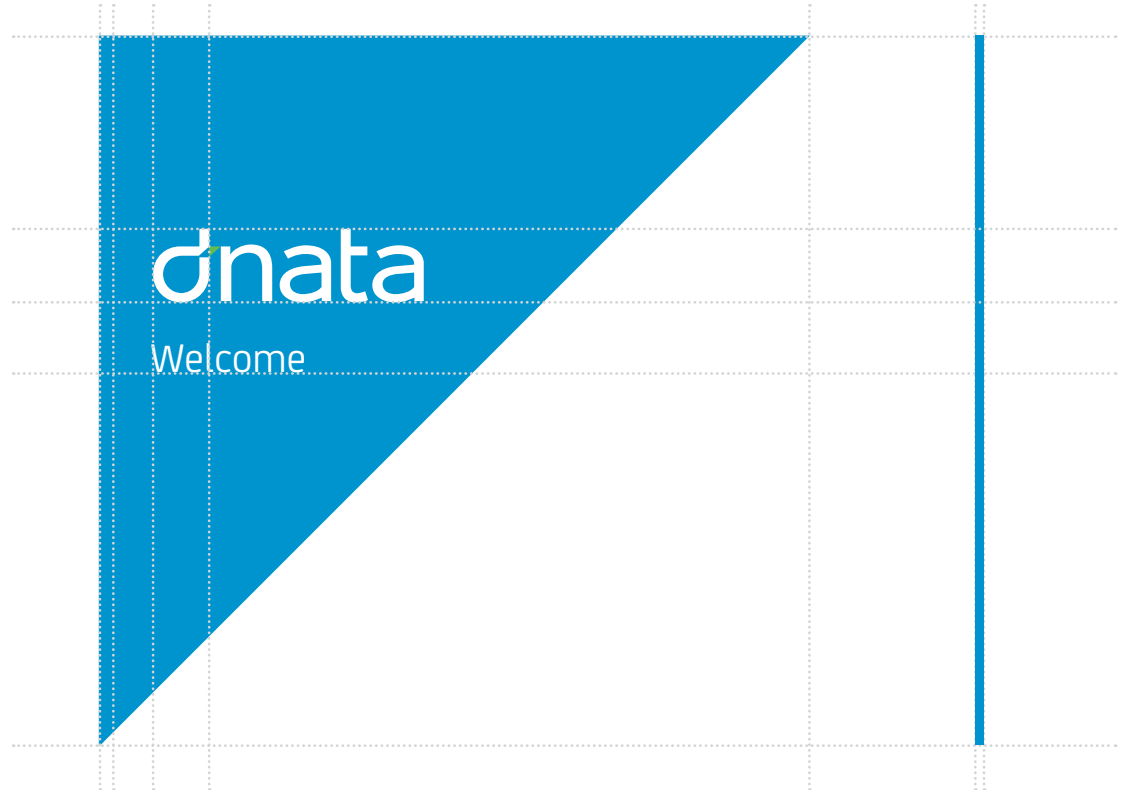
Large Wall Graphic:

- Formed panel bonded to existing wall
- Gloss spray finish to all faces and edges
- Text and brandmark applied as matte vinyl
- Size of panel will vary according to site height constraints



Large Wall Graphic:

- Formed panel bonded to existing wall
- Gloss spray finish to all faces and edges
- Text and brandmark applied as matte vinyl
- Size of panel will vary according to site height constraints



Standard Use

Standard Use - The dnata Signage System

The signage at this level is used in operational areas that are not visible to customers or clients.

Often it may be required to adhere to existing office space restrictions and more standardised systems or prefabricated signage may need to be implemented.

However, it is essential to use standard signage that fits within the parameters of the dnata brand. A consistency of appearance is maintained through the use of specific colours, materials and finishes wherever possible.



Standard Use - Colour

The dnata colour palette is a key part of the brand for aiding recognition. The colour palette gives the brand a bright and fresh look, reflecting the dnata approach.

Where possible the colours of the prefabricated signage should match the dnata colour palette and their use should reflect the colour guide charts.

dnata Colours:

White
Primary Blue – Process Blue C
Secondary Blue – 301 C
Green – 368 C
Grey – 424 C

Please refer to the dnata Colour Reference Guide on page 78 for more relevant information regarding colours to be used.



Different materials have certain properties that make them more suited for different functions. They should also be in-keeping with the overall look and feel of the dnata brand.

- Coated aluminium
- Flat cut acrylics
- Vinyl
- No wood or exposed, uncoated metal



Standard Use - Finish

Depending on the material, the finish must be relevant to its placement i.e. exterior or interior, as well as being consistent with the brand.



When placing inserts into the variety of different signage systems it is important to ensure consistency. This will help aid recognition and legibility and consequently make it easier to navigate the work space.

Typography

The dnata typographic style should be used to create the inserts and can be used to denote information hierarchy, for example: **3rd Floor Finance**

Colour

The preferred colour option for the inserts is to use white type on the primary blue background.

In certain situations where the use of the preferred option is restricted or illegible, it may be necessary to use the primary blue type on a white background.

Please refer to the dnata Colour Reference Guide on page 78 for more relevant information regarding colours to be used.

Paul Smith

3rd Floor Finance

Preferred option

White type on primary blue background

Paul Smith

3rd Floor Finance

Secondary option

Primary blue type on white background



Inspiration

Inspiration - Colour

Colour is effective in helping to aid recognition.

In operational areas that are not customer or client facing it may be advantageous to use colour to help identify areas or zones, for example, in a warehouse or workshop.

- 1 – Subtle use of colour and information hierarchy is prominent.
- 2 – Bold use of colour and large format lettering create clear labelling of a zone.
- 3 – Using simple typographic style allows clear reading of information with subtle use of colour as an indicator.

1



2



3

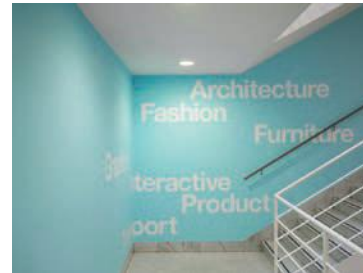
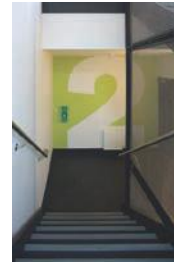


Inspiration - Large Format Graphics

Signage/way finding can be functional as well as decorative.

By using large lettering or expanses of colour it becomes easy to identify and navigate an environment. This can also help bring the brand to life in what could be a sterile and generic space.

The examples here show how the use of vinyl, paint or light boxes can be used to achieve this effect.



To give added significance to certain applications of the brand, the material used may be more bespoke for a particular environment or function.

Specific materials may be used for example to denote the significance of the company HQ, to draw attention in the visually competitive environment of a trade show or for special cases such as a launch event or press conference.

- 1 – Cut-out, sculptural metal work that could reflect the heritage and longevity of the brand.
- 2 – Using light and colour to draw attention.
- 3 – Translucent acrylic for special events that may require more prestige.



Ground Services Equipment Guidelines

dnata

Overview

There is a wide variety of vehicle types, all of which cannot be represented in this guideline. Therefore this document can be used as a general guide for the graphic placement of brand elements, as well as colour palette placement across ground handling equipment.

All vehicles should be consistent and use this system throughout.

Brandmark usage on all livery applications should strictly follow the guidelines explained separately in the 'dnata brandmark' section.

The livery contains the following elements:

1. dnata colour palette
2. dnata brandmark
3. dnata graphic device
4. Text (Tone of Voice)

Contents:

Air Conditioning Unit	184	Medical Lift	204
Air Start Unit	185	Mobile Conveyor Belt	205
Aircraft Appearance Hi-Lift	186	Panel Van	206
Aircraft Washer (with lift)	187	Passenger Step	207
Aircraft Washer	188	Pick-up (1.25 / 1.5 Ton)	208
Baggage Tow Tractor	189	Pick-up (3.5 / 3.8 / 4.2 Ton)	209
Bus 15 Seater	190	Pushback Tractor (E-TBL)	210
Bus 30 Seater	191	Pushback Tractor (TBL 280)	211
Carpet Cleaning Unit	192	Pushback Tractor (TBL 400 / TBL 600)	212
Catering Truck	193	Pushback Tractor (B 1200 / B 700)	213
Container Lifting Transporter	194	Ramp Car	214
De-Icing Truck	195	Rapid Delivery Vehicle	215
Forklift (12 Ton)	196	Recovery Vehicle	216
Forklift (3 Ton / 5 Ton / 7 Ton)	197	Toilet Service Unit	217
Fuel Tanker	198	Towable Conveyor Belt	218
Ground Power Unit (AXA)	199	Transporter 10 Ft	219
Ground Power Unit (Houchin)	200	Transporter 20 Ft	220
High Lift (JLG)	201	Water Service Unit	221
Lower Deck Loader (JBT)	202	Order Chart	222
Main Deck Loader	203		

Brandmark Clearspace and Minimum Size (English)

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the English brandmark has been allocated an area based on the x-height on the 'n' in the dnata brandmark.

Shown on the right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.

Clearspace =
x-height of n



System Information and Criteria Checklist

The system:

All livery types should clearly show the dnata brand where appropriate. It is much more important for customer-facing vehicles to have large scale branding.

It is important to decide which livery types have the most customer interaction and exposure. Also which help satisfy the brand approach, and which may not add anything to brand engagement.

In this document we are only concerned with the primary usage of liveries. These will use the brandmark and the colour palette, while some can use vinyls which display the graphic device or tone of voice. However, on smaller items it might only be possible to use the colour palette or a small brandmark to bring through the look and feel.

The criteria checklist:

Before placing the brandmark on every type of vehicle or piece of equipment, it is important to think about how it affects the brand, and if it will add or detract anything from the brand appearance.

In essence, any equipment can be branded - but it is more important to brand equipment selectively and have a larger impact on those key branded areas.

In addition, we should ensure money is spent where it has most impact, and money is saved where it will have least impact. Customer-facing applications are the most vital to the brand, and vehicles such as passenger steps will inevitably have the most impact airside.

1. Is the equipment customer-facing?
2. Does the equipment add brand value?
3. Does the equipment have a large enough area to support the dnata brandmark and graphics?
4. Does the brand impact justify the cost?

Vehicle Livery Application

Vehicle Body Colour

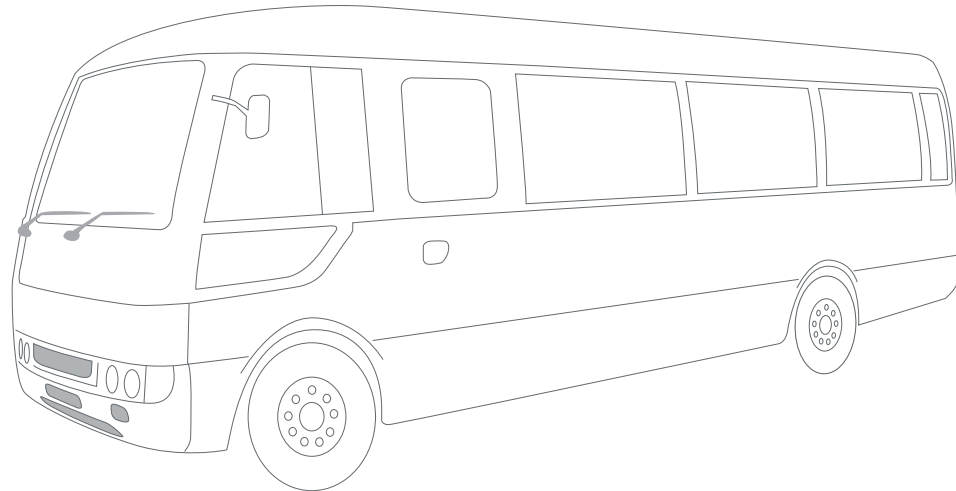
Illustrated here is the Body Paint Colour Guide for all dnata vehicles.

All vehicles should be in white colour with only the landmark as the colourful element to ensure consistency in dnata vehicles worldwide.

The body of the livery should be white.
Wheel caps must be either silver or white.

White RAL 9003

For consistency and for cost purposes, small swatches of the above RAL should be maintained which can be used to maintain consistency on all vehicles.



Decal / Vinyl Sticker Application

Illustrated here is the application of dnata vinyls.

Application of a decal vinyl.

Brandmark decal sizes

For consistency and for cost purposes, a small selection of vinyls should be maintained which can be used on a large number of vehicles, all of which are a set size. The recommended stickers are cut-outs with gloss lamination.

As a general rule, always make sure the supplier positions the sticker in the centre of the allocated area (example shown below). The area is defined when excluding any visual disturbances around it such as door handles, relief, windows etc.

In brief, the sticker should be placed on a flat white area.

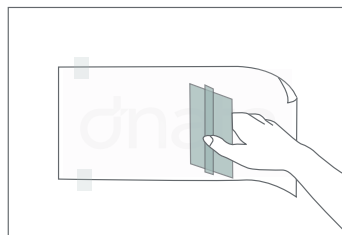
Order reference chart (Page 222)

Vinyl Brandmark Guide

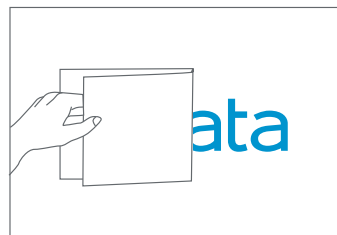
Brandmarks on all liveries should use the two-colour pantone version rather than the gradient – ensuring cost effectiveness and accurate and consistent colour application.

Colour

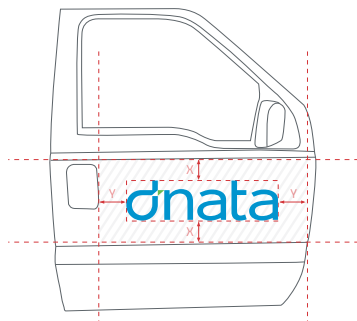
- Blue Pantone Process Blue C
- Green Pantone 368 C
- Grey Pantone 424C



Position the vinyl sticker in a straight angle within the space around it, with masking tape on the left side edges, then press down on the sticker avoiding air bubbles.

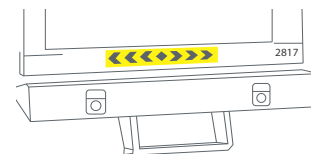


Peel off the carrier tape at an acute angle. If there are any air blisters, prick them with a pin and press down. Letters will appear pasted on surface as individual alphabets.



Labour safety reflective tape

Stores Item code 40005644
- (Size W6 in. x L 50 yards)



Colour	RAL Code	Usage	Store Item Code
 Bright Yellow	927	Safety Sign markings	10018054
 Sun Yellow	928	Front and rear bumper	10029250
 Jet Black	122	General markings / Front and rear bumper	10018018
 Anthracite Grey	7016	Bottom area - Baggage Tow Tractor	40006214

Air Conditioning Unit

The Air Conditioning Unit provides pre-conditioned air to aircraft on the ground during boarding or short stop-overs.

The landmark is positioned in the centre on the right side panel and the back panel of the vehicle.

Order Reference: 40005756

Total vinyl stickers required: 2



Air Start Unit

The Air Start Unit delivers compressed air to start the main engine of the aircraft.

The landmark is placed in the centre of the rear cabin area just under and to the side of the vents on each side of the vehicle.

Order Reference: 40005754

Total vinyl stickers required: 2



Aircraft Appearance Hi-Lift

The Airport Appearance Hi-Lift transports personnel, material and supplies to and from the aircraft.

The Aircraft Appearance Hi-Lift has a yellow plastic bumper on the lower part. The white area above is clear, and the landmark is placed on each side of the rear cabin in the centre of the clear white space.

Order Reference: 40005756

Total vinyl stickers required: 2



Aircraft Washer (with lift)

The Aircraft Washer performs washing operations with a moving boom to aircraft on the ground.

The landmark is placed on each side of the rear cabin in the centre of the clear white space.



Order Reference: 40005756

Total vinyl stickers required: 2



Aircraft Washer

The Aircraft Washer performs washing operations to aircraft on the ground.

The landmark is placed on each side of the rear cabin, in the centre of the large white space.

Order Reference: 40005756

Total vinyl stickers required: 2



Baggage Tow Tractor

The Baggage Tow Tractor tows convoys of baggage trolleys or pallet trolleys to and from the apron and cargo terminal building.

The landmark is positioned centralised within the front area of the Baggage Tow Tractor on each side.

The bottom half of the Baggage Tow Tractor can be painted white or grey. (RAL - 7016 Anthracite Grey)

Order Reference: 40005753

Total vinyl stickers required: 2



Bus 15 Seater

The 15 Seater bus transport staffs on the ramp side.

The staff buses are branded with the landmark centrally placed on each side of the middle panel.

Order Reference: 40005755

Total vinyl stickers required: 2



Bus 30 Seater

The 30-Seater Bus is mainly used by the aircraft appearance team to transport staff.

The staff buses are branded with the brandmark centrally placed on each side of the middle panel. The individual 'd' icon is placed on both sides of rear panel, just above the back tyres. The dnata.com sticker is placed centralized on top of the bus towards the front.



Order Reference: 40005757 / 40005759 / 40005763

Total vinyl stickers required: 7



Carpet Cleaning Unit

The Carpet Cleaning Unit cleans the aircraft interior carpets.

The landmark is positioned centralised within the rear area of the Carpet Cleaning Unit on each side.

Order Reference: 40005757

Total vinyl stickers required: 2



Catering Truck

The Catering Truck transports inflight meals to the aircraft.

The white area has the brandmark positioned in the centre of the clear space.



Order Reference: 40005757

Total vinyl stickers required: 2



Container Lifting Transporter

The Container Lifting Transporter lifts, transports and transfers loads serving the lower decks of all aircraft.

The landmark is positioned centralised within the rear area of the Container Lifting Transporter on each side.

Order Reference: 40005754

Total vinyl stickers required: 2



De-Icing Truck

The De-Icing Truck helps remove frost and ice on the aircraft.

The landmark is placed on each side of the rear cabin in the centre of the clear white space. An optional dnata.com (dnata.ch in Switzerland) sticker is placed on the front of the De-Icing Truck as well as on the rear as seen in the image.



Order Reference: 40005757 / 40005763

Total vinyl stickers required: 4



Forklift (12 Ton)

The Forklift handles a diverse range of cargo for lifting and stacking.

The landmark is positioned centralised within the rear area of the forklift on each side.

Order Reference: 40005754

Total vinyl stickers required: 2



Forklift (3 Ton / 5 Ton / 7 Ton)

The Forklift handles a diverse range of cargo for lifting and stacking.

The landmark is positioned centralised within the rear area of the forklift on each side.

Order Reference: 40005754

Total vinyl stickers required: 2



Fuel Tanker

The Fuel Tanker is used to refuel diesel/petrol for all types of equipment inside the airport.

The landmark is placed a little below the centre of each side of the back carriage to accommodate the sign "mobile diesel tank".

Order Reference: 40005756

Total vinyl stickers required: 2



Ground Power Unit (AXA)

The Ground Power Unit provides external power to aircraft during ground stops.

The brandmark is placed on each side of the rear cabin in the centre of the clear white space.

Order Reference: 40005757

Total vinyl stickers required: 2



Ground Power Unit (Houchin)

The Ground Power Unit provides external power to aircraft during ground stops.

The landmark is placed on each side of the rear cabin in the centre of the clear white space.

Order Reference: 40005755

Total vinyl stickers required: 2



High Lift (JLG)

The High Lift (JLG) is used for the maintenance of high roof facilities.

The brandmark is positioned centralised within the rear area of the High Lift (JLG) on each side.

Order Reference: 40005754

Total vinyl stickers required: 2



Lower Deck Loader (JBT)

The Lower Deck Loader transfers cargo into and out of the lower deck of the aircraft.

The white area above the wheel has the landmark positioned in the centre of the clear space on each side.

Order Reference: 40005755

Total vinyl stickers required: 2



Main Deck Loader

The Main Deck Loader handles the loading and unloading of cargo from the aircraft.

The white area beside the wheel has the brandmark positioned in the centre of the clear space on each side.



Order Reference: 40005755

Total vinyl stickers required: 2



Medical Lift

The Medical Lift transports physically challenged passengers to and from the aircraft to the terminal building.

The Medical Lift has a yellow plastic bumper on the lower part. The white area above is clear, and the brandmark is positioned in the large centralised space within the cabin area.

Order Reference: 40005757

Total vinyl stickers required: 2



Mobile Conveyor Belt

The Mobile Conveyor Belt loads and off-loads baggage and cargo to and from the aircraft holds.

The landmark is centrally placed on each side panel just behind the front wheel.

Order Reference: 40005754

Total vinyl stickers required: 2



Panel Van

The Panel Van transports cargo and baggage.

The white area in between the wheels has the brandmark positioned in the centre of the clear space on each side.

Order Reference: 40005755

Total vinyl stickers required: 2



Passenger Step

The Passenger Step is employed to embark and disembark passengers onto and from the aircraft panel.

The Passenger Steps use a large dnata brandmark on each side panel and have the opportunity for messaging on the inside of the steps. The individual 'd' icon is placed on both sides of the top-most panels. The dnata.com sticker is placed on both sides of the inside area of the top-most

Order Reference: 40005757 / 40005758 / 40005762

Total vinyl stickers required: 6



Pick-up (1.25 / 1.5 Ton)

The Pick-up (1.25 / 1.5 Ton) transports cargo and baggage.

The landmark is positioned in the centre of the clear white space on each side of the front doors.

Order Reference: 40005755

Total vinyl stickers required: 2



Pick-up (3.5 / 3.8 / 4.2 Ton)

The Pick-up (3.5 / 3.8 / 4.2 Ton) transports cargo and baggage.

The brandmark is positioned in the centre of the clear white space on each side of the front doors.

Order Reference: 40005754

Total vinyl stickers required: 2



Pushback Tractor

The Pushback Tractor is used for the gate pushback and low speed towing of the aircraft.

The brandmark is centrally placed between the rear and front wheels in the only clear white space above the centre square of each side panel.

Order Reference: 40005755

Total vinyl stickers required: 2



Pushback Tractor (TBL 280)

The Pushback Tractor (TBL 280) is used for the gate pushback and low speed towing of aircraft.

The brandmark is positioned in the centre panel between the front and rear wheels on each side.



Order Reference: 40005755

Total vinyl stickers required: 2



Pushback Tractor (TBL 400 / TBL 600)

The Pushback Tractor (TBL 400 / TBL 600) is used for the gate pushback and low speed towing of aircraft.

The brandmark is centrally placed between the rear and front wheels in the only clear white space above the centre square of each side panel.

Order Reference: 40005755

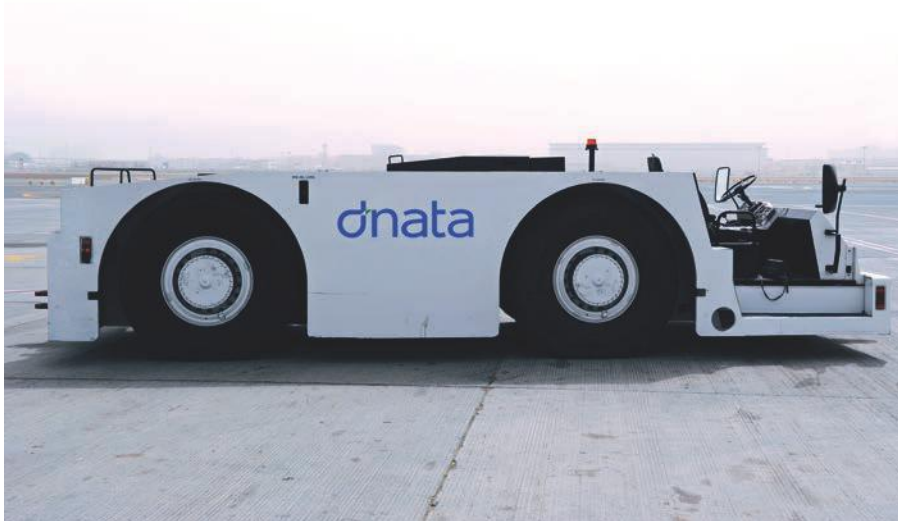
Total vinyl stickers required: 2



Pushback Tractor (B 1200 / B 700)

The Pushback Tractor (B 1200 / B 700) is used for the gate pushback and low speed towing of aircraft.

The landmark is centrally placed between the rear and front wheels in the only clear white space above the centre square of each side panel.



Order Reference: 40005755

Total vinyl stickers required: 2



Ramp Car

The Ramp Car transports staff and Ground Dispatchers.

The Ramp Cars have the brandmark and the url. Brandmark should always be centralised within the space allocated on the front side door of the car. To differentiate customer facing vehicles from regular vehicles, the inclusion of the 'd' as an individual icon is a must.

The dnata.com url sticker to be placed on top of the vehicle.

Order Reference: 40005754 / 40005759 / 40005763

Total vinyl stickers required: 5



Rapid Delivery Vehicle

The Rapid Delivery Vehicle transports priority baggage containers from the aircraft to the terminal.

The brandmark is placed just below the door handle of the side panels on each side of the vehicle.



Order Reference: 40005755

Total vinyl stickers required: 2



Recovery Vehicle

The Recovery Vehicle is used to carry out the recovery of a disabled vehicle.

The brandmark is placed just below the door handle of the side panels on each side of the vehicle.

Order Reference: 40005754

Total vinyl stickers required: 2



Toilet Service Unit

The Toilet Service Unit services the toilet tank of wide and narrow-bodied aircraft.

The brandmark is placed in the centre of the side panels on each side of the vehicle's rear area (flatbed), while accommodating the sign "aircraft lavatory service".

Order Reference: 40005755

Total vinyl stickers required: 2



Towable Conveyor Belt

The Towable Conveyor Belt loads and off-loads cargo to and from the aircraft hold.

The brandmark is placed in the centre of each side of the larger rear white panels.

Order Reference: 40005754

Total vinyl stickers required: 2



Transporter 10 Ft

The 10 Ft Transporter transfers cargo loads not exceeding 7,000 kg on and off Hi-Loaders.

The brandmark is placed on each side of the vehicle side panels.



Order Reference: 40005754 / 40005755

Total vinyl stickers required: 2



Transporter 20 Ft

The 20 Ft Transporter transfers cargo loads not exceeding 20,000 kgs on and off Hi-Loaders.

The brandmark is placed on each side of the vehicle side panels.

Order Reference: 40005754 / 40005755

Total vinyl stickers required: 2



Water Service Unit

The Water Service Unit provides water to all types of wide and narrow-bodied aircraft.

The brandmark is placed on each side of the rear carriage's side panels, a little off-centre to accommodate the 'portable water only' sign.



Order Reference: 40005755

Total vinyl stickers required: 2



Order Chart

Page No.	Equipment	No. of Stickers	Order Reference	Sticker Type	Sticker Size
184	Air Conditioning Unit	2	40005756	dnata	140 cm x 40 cm
185	Air Start Unit	2	40005754	dnata	110.3 cm x 30 cm
186	Aircraft Appearance Hi-Lift	2	40005756	dnata	140 cm x 40 cm
187	Aircraft Washer (with lift)	2	40005756	dnata	140 cm x 40 cm
188	Aircraft Washer	2	40005756	dnata	73.2 cm x 20 cm
189	Baggage Tow Tractor	2	40005753	dnata	35 cm x 10 cm
190	Bus 15 Seater	2	40005755	dnata	110.3 cm x 30 cm
191	Bus 30 Seater	7	40005757	dnata	152 cm x 165 cm
			40005759	d	150 cm x 83 cm
			40005763	dnata.com	100 cm x 16.5 cm
192	Carpet Cleaning Unit	2	40005757	dnata	184 cm x 50 cm
193	Catering Truck	2	40005757	dnata	73.2 cm x 20 cm
194	Container Lifting Transporter	2	40005754	dnata	73.2 cm x 20 cm
195	De-Icing Truck	4	40005757	dnata	184 cm x 50 cm
			40005763	dnata.com	100 cm x 16.5 cm
196	Fork Lift (12 Ton)	2	40005754	dnata	73.2 cm x 20 cm
197	Fork Lift (3 Ton / 5 Ton / 7 Ton)	2	40005754	dnata	73.2 cm x 20 cm
198	Fuel Tanker	2	40005755	dnata	140 cm x 40 cm
199	Ground Power Unit (Axa)	2	40005757	dnata	184 cm x 50 cm
200	Ground Power Unit (Houchin)	2	40005755	dnata	110.3 cm x 30 cm
201	High Lift (Jlg)	2	40005754	dnata	73.2 cm x 20 cm
202	Lower Deck Loader (Jbt)	2	40005755	dnata	110.3 cm x 30 cm
203	Main Deck Loader	2	40005755	dnata	110.3 cm x 30 cm
204	Medical Lift	2	40005757	dnata	184 cm x 50 cm
205	Mobile Conveyor Belt	2	40005754	dnata	73.2 cm x 20 cm
206	Panel Van	2	40005755	dnata	110.3 cm x 30 cm
207	Passenger Step	6	40005757	dnata	184 cm x 165 cm
			40005758	d	150 cm x 83 cm
			40005762	dnata.com	100 cm x 16.5 cm
208	Pick Up (1.25 / 1.5 Ton)	2	40005755	dnata	110.3 cm x 30 cm

Order Chart

Page No.	Equipment	No. of Stickers	Order Reference	Sticker Type	Sticker Size
209	Pick Up (3.5 / 3.8 / 4.2 Ton)	2	40005754	dnata	73.2 cm x 20 cm
210	Pushback Tractor (E-Tbl)	2	40005755	dnata	110.3 cm x 30 cm
211	Pushback Tractor (Tbl 280)	2	40005755	dnata	110.3 cm x 30 cm
212	Pushback Tractor (Tbl 400 / Tbl 600)	2	40005755	dnata	110.3 cm x 30 cm
213	Pushback Tractor (B 1200 / B 700)	2	40005755	dnata	110.3 cm x 30 cm
214	Ramp Car	5	40005754	dnata	73.2 cm x 20 cm
			40005759	d	150 cm x 83 cm
			40005763	dnata.com	100 cm x 16.5 cm
215	Rapid Delivery Vehicle	2	40005755	dnata	110.3 cm x 30 cm
216	Recovery Vehicle	2	40005754	dnata	73.2 cm x 20 cm
217	Toilet Service Unit	2	40005755	dnata	110.3 cm x 30 cm
218	Towable Conveyor Belt	2	40005754	dnata	73.2 cm x 20 cm
219	Transporter 10 Ft	2	40005754	dnata	110.3 cm x 30 cm
			40005755		73.2 cm x 20 cm
220	Transporter 20 Ft	2	40005754	dnata	110.3 cm x 30 cm
			40005755		73.2 cm x 20 cm
221	Water Service Unit	2	40005755	dnata	110.3 cm x 30 cm

Brand Guidelines

dnatatravel.com

we ❤️ travel



Brandmark

dnatatravel Clearspace and Minimum Size



Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the brandmark has been allocated an area based on the x-height on the 'd' in the dnatatravel brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the brandmark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the brandmarks shown here are not to scale



The minimum size that the brandmark can appear in **print** is **25mm** in width.



The minimum size that the brandmark can appear on **screen** is **125pixels** in width.

dnatatravel with url Clearspace and Minimum Size

The clearspace for the brandmark has been allocated an area based on the x-height on the 'd' in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the brandmark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the brandmarks shown here are not to scale



The minimum size that the brandmark can appear in print is 30mm in width.



The minimum size that the brandmark can appear on screen is 125pixels in width.

Clearspace

The trademark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the Arabic trademark has been allocated an area based on the x-height on the (ل) in the dnata trademark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

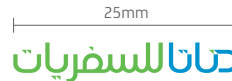
The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the Arabic trademark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the trademarks shown here are not to scale



The minimum size that the trademark can appear in **print** is **25mm** in width.



The minimum size that the trademark can appear on **screen** is **125pixels** in width.

dnatatravel Clearspace and Minimum Size (DS)

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the DS brandmark has been allocated an area based on the x-height on the 'd' in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

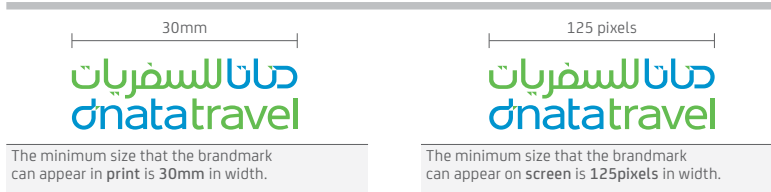
The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the DS brandmark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the brandmarks shown here are not to scale



Applications

PRINT

Poster



الصيف يبدأ الآن، مع عروض مبكرة رائعة

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Tactical Poster in situ



Business cards



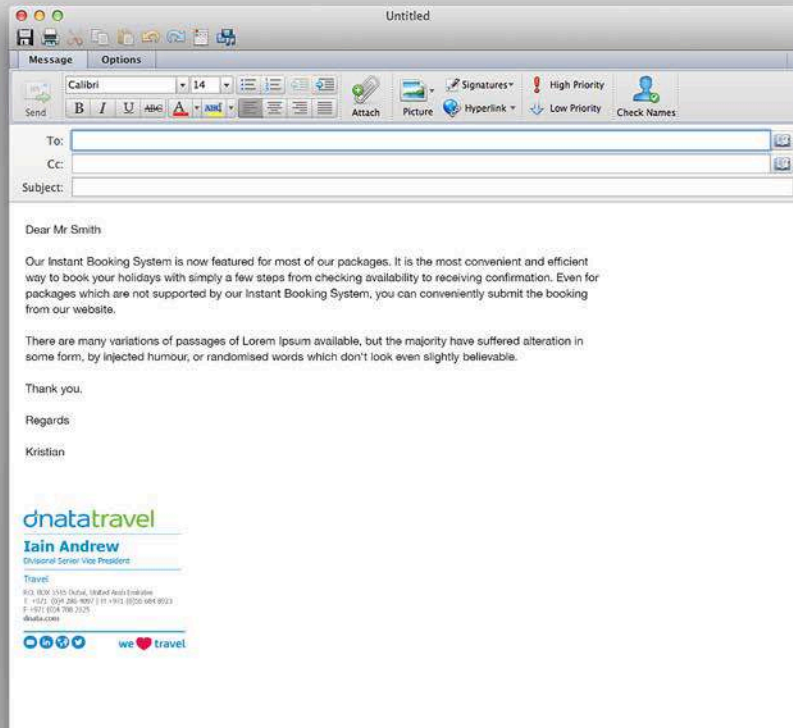
Applications

ELECTRONIC

Business cards



E-mail signature



Brand Guidelines



dnata 4good



Message from the President

Dear Colleagues,

Working in unity across 38 countries, dnata4good is dnata's way of giving back. With your help, together we can make a difference to the welfare of children and wildlife both locally and internationally.

We know that some of you are already doing a huge amount of work for charity. Through dnata4good, we want to make it even easier to get involved.

Our corporate giving initiative aims to bring together real heroes with the people and wildlife that need saving — an initiative that intends to bring hope, happiness and a better quality of life to those less fortunate than ourselves.

dnata4good will be the unifying brand for all charities. From building schools to protecting our wildlife, there are many ways to get involved, whether it's making a donation or giving up some of your free time. With tangible goals in place for every project, you can enjoy watching your goodwill come to life. With dnata4good's pledge to match staff contributions up to AED 1 million in the first year — and up to AED 1 million each year thereafter — the power of collaboration means everyone can make a difference.

dnata4good. It starts with *you*.

Gary Chapman

President, dnata

01	CONTENTS
	Basic Brand Elements
	1.1 Brandmark 245
	1.2 Colour Palette 256
	1.3 Typography 258
	1.4 Graphic Devices 265
02	Look and Feel
	Brand Applications 267

01 Basic Brand Elements

Brandmark

1.1 Brandmark Vertical Lock Up

The brandmark (Vertical) consists of three elements; the dnata brandmark, the stylised '4', and the 'good' lettering. These elements always appear together and are never used separately to represent the 'dnata4good' brandmark. The word 'dnata4good' should always be spelled in lowercase.

The following chapters explains how to use and apply the brandmark accurately and consistently.

- dnata4good Brandmark
- Clearspace and Minimum Size
- Alignment
- Colour Variations
- Brandmarks on Backgrounds
- Brandmark Misuse



1.1 Brandmark (Vertical) Clearspace and Minimum Size

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the brandmark has been allocated an area based on the x-height on the 'd' in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.

Clearspace = x-height of d



Minimum Size

To ensure legibility of the brandmark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the brandmarks shown here are not to scale



The minimum size that the brandmark can appear in **print** is **14mm** in width.



The minimum size that the brandmark can appear on **screen** is **125pixels** in width.

1.1 Brandmark (Vertical) Alignment

There are four points that should be considered when aligning type, graphic elements and photography when creating effective layouts.

When aligning elements along a vertical axis use points 1 and 2.

When aligning elements along a horizontal axis use points 3 and 4.

- Example A shows text aligned to the brandmark along point 1.
- Example B shows an image aligned to the brandmark along point 3.

Note: When aligning type, graphic elements or photography it is important to adhere to the brandmark clearspace.



Example A

This text is left aligned to point 1. Patum aliquate duis dolestrud moloborem verostismod modio dolesequis autatum ad tin henibh exer senim in er acipsustie volore dolessit etumsan henibh elendio



Example B



1.1 Brandmark Horizontal Lock Up

The brandmark (Horizontal) consists of three elements; the dnata brandmark, the stylised '4', and the 'good' lettering. These elements always appear together and are never used separately to represent the 'dnata4good' brandmark.

The following chapters explains how to use and apply the brandmark accurately and consistently.

- dnata4good Brandmark
- Clearspace and Minimum Size
- Alignment
- Colour Variations
- Brandmarks on Backgrounds
- Brandmark Misuse



1.1 Brandmark (Horizontal) Clearspace and Minimum Size

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the brandmark has been allocated an area based on the x-height on the 'd' in the dnata brandmark.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the brandmark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the brandmarks shown here are not to scale



The minimum size that the brandmark can appear in print is 25mm in width.



The minimum size that the brandmark can appear on screen is 200 pixels in width.

1.1 Brandmark (Vertical) Alignment

There are four points that should be considered when aligning type, graphic elements and photography when creating effective layouts.

When aligning elements along a vertical axis use points 1 and 2.

When aligning elements along a horizontal axis use points 3 and 4.

- Example A shows text aligned to the brandmark along point 1.
- Example B shows an image aligned to the brandmark along point 3.

Note: when aligning type, graphic elements or photography it is important to adhere to the brandmark clearspace.



Example A

This text is left aligned to point 1. Patum aliquate duis dolestrud moloborem verostismod modio dolesequis autatum ad tin henibh exer senim in er acipsustie volore dolessit etumsan henibh elendio



Example B



1.1 Brandmark Alignment (Prominent Positioning)

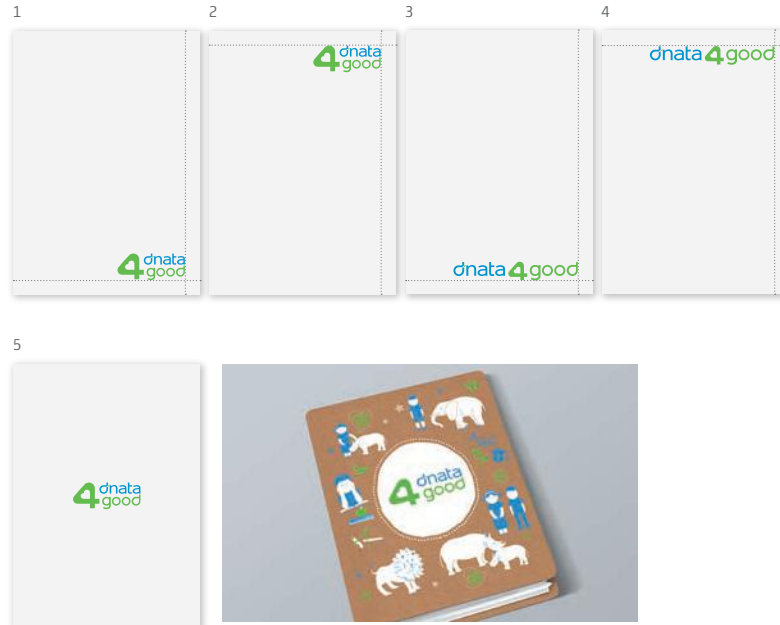
When placing the brandmark by itself or with graphic elements such as type or imagery it is important to be consistent.

- 1 – The preferred positioning for the Vertical brandmark is on the bottom right of a page.
- 2 – The preferred position for the Vertical brandmark is on the top right of a page.
- 3 – The preferred position for the Horizontal brandmark is on the bottom right.
- 4 – The preferred position for the Horizontal brandmark is on the top right of a page.

These are the default and prominent positions, however, in certain circumstances it may not be possible to position the brandmark in the preferred position (for example if there was a section of an image that was too cluttered or because of a cut away or overlapping fold).

- 5 – The secondary position for the brandmark is in the center.

Note: always make sure the brandmark clearspace is adhered, ensuring that there is sufficient space between the brandmark and graphic elements or the edge of the page.



Example: Centrally positioned logotype on flyer

1.1 Brandmark Colour Variations

There are four colour variations of the dnata4good brandmark.

Full colour: the preferred brandmark for the majority of applications



Two Colour: used when placing the logotype on dnata primary blue backgrounds or imagery of a light tone



Reverse: used when placing the logotype on dnata primary and secondary blue backgrounds or imagery of a dark tone



Black: used when reproduction methods are restricted in the use of full colour e.g. faxing, or when using specialist production methods e.g. used as artwork to produce a die/stencil



White: used when reproduction methods are restricted in the use of full colour e.g. faxing



Note: When using the different colour variations of the logotype it is essential to use the master artwork files. Do not re-colour or alter the original master artwork in any way.

1.1 Brandmark On Coloured Backgrounds

Full Colour and White-out

When using the full colour and white-out versions of the brandmark it is important to ensure that the background is of sufficient contrast to allow clear legibility and recognition.

Full colour / Two Colour: used only on light coloured imagery which must have sufficient contrast to ensure brandmark legibility and recognition

Reverse: used only on dark coloured imagery which must have sufficient contrast to ensure brandmark legibility and recognition



Full colour / Two Colour

Reverse

Black and White on Backgrounds

When using the black and white versions of the brandmark it is important to ensure that the background is of sufficient contrast to allow clear legibility and recognition.

Black: used only on light areas of greyscale imagery

White: used only on dark areas of greyscale imagery



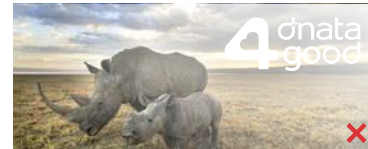
Black on light tones

White on dark tones

1.1 Brandmark Misuse

To ensure consistent and accurate reproduction always ensure that the brandmark guidelines are adhered to. The master artwork files must be used in their original format at all times. Below are a few examples of what not to do:

- 1 – Do not rotate the brandmark
- 2 – Do not try to recreate the brandmark, only use the master artwork files
- 3 – Do not alter the colour of any of the brandmarks
- 4 – Do not scale the brandmark disproportionately
- 5 – Do not place the full colour and the white-out brandmark on backgrounds of insufficient contrast
- 6 – Do not place the brandmark on imagery of insufficient contrast or cluttered areas
- 7 – Do not add graphic devices, straplines or effects to the brandmark
- 8 – Do not crop the brandmark



01

Basic Brand Elements

Colour Palette

1.2 Colour Palette

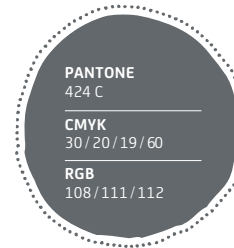
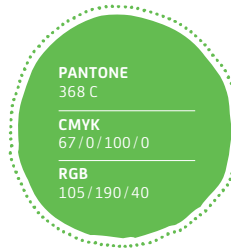
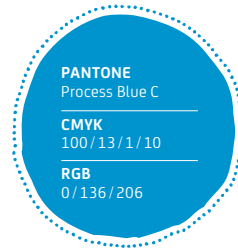
The dnata4good colour palette uses colours of the dnata brand which helps the 'dnata4good' brand to instantly relate to existing visual assets of the dnata brand. At the same time also gets a bright and fresh look, reflecting the dnata approach. The colour palettes are specific to individual initiatives the brand dnata4good is supporting.

Primary Colours/Education programmes:

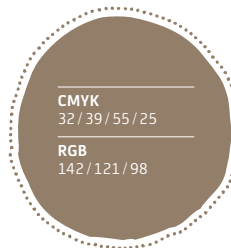
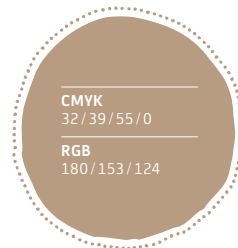
These are the main colours of the brand and should dominate the colourscape of any application. They are applied mostly to prominent usage such as brochure covers or titles and headlines. These colours are to be applied to all messaging relating to the education programmes (Adopt a School) and the 1 Hour 4 Good initiative.

Wildlife Projects: These colours should be applied to all messaging relating to the wildlife programme (Saving the Survivors).

Primary colour palette / Education programmes / 1 Hour 4 Good



Saving the Survivors



01

Basic Brand Elements

Typography

1.3 Typography

The dndata4good typography is distinct and unique, yet coherent to the dndata brand. The typefaces subtly aim to communicate the philosophy of the brand — taking initiative to bring a difference to the welfare of children and wildlife both locally and internationally through collective effort.

1.3 Typography Primary Print Typeface

FS Joey is the primary typeface for the dnata4good brand and to be used on all communications except Wildlife Projects (Saving the Survivors) and where technical restraints limit their use. In such instances, the secondary typeface is Tahoma.

FS Joey is an inventive type, its weights are finely tuned for use both on screen and in print.

FS Joey is crisp and distinctive, while being remarkably relaxed in feel. Friendly and energetic, its letterforms are packed with surprising turns, making for a friendly typeface. Their shapes energise the identity, adding freshness and vitality to communications. Joey is formal, but familiar.

FS Joey is available as OpenType and TrueType for Windows and Mac, and should always be used with 'Optical' kerning for print mediums.

FS Joey – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@\$%&<>?:»

FS Joey – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@\$%&<>?:»

FS Joey – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@\$%&<>?:»

1.3 Typography Secondary Print Typeface

Festivo Letters No.11 is a uniquely friendly and authentic typeface. It has a sense of communities coming together to make a bold initiative. It borrows its characteristics (dots around letters) from the ambition of dnata4good caring for safer faunas and helping to build better communities around the world.

Festivo Letters No.11 should be used for headlines and Festivo Letters No.1 for pull-out texts.

Note: Festivo Letters No.11 and No.1 does not come in lowercase. This is a bespoke lowercase version of 'dnata4good' and should be used in substitute to the default font.

Festivo Letters No.11

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()@\$%&<>?:>>

Festivo Letters No.1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()@\$%&<>?:>>

dnata4good

1.3 Typography Online Typeface

The online typeface is Tahoma and is only used when restrictions do not allow the use of the primary print typeface.

Instances where the use of the primary print typeface may be restricted include html web design, emails and internal communications where the FS Joey typeface has not been licensed.

Note: the English online typeface must never be used in conjunction with, or as a substitute for the primary typeface.

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@\$%&<>?:»

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()@\$%&<>?:»

1.3 Typography Typographic Hierarchy

Bold / Harmonious / Simple / Straightforward

Shown right is an example of how the typefaces are implemented with the typographic style.

The typography uses the font Festivo Letters No.11 and FS Joey and should always remain consistent in terms of its design implementation.

To do this there are typographic hierarchal parameters for the following: 1 Headlines, 2 Subheadlines, 3 Caption Text, 4 Body copy and 5 Caption Copy. Within each there can be one or more rules of use which helps to increase or decrease its parameters respectively.

1 Headline

**HEADLINES USE
FESTIVO LETTERS
NO.11**

**HEADLINES USE
FESTIVO LETTERS
NO.11**

2 Subheadlines

**Subheadlines use
FS Joey Regular only**

3 Caption Text

**PULL-OUT TEXT USES FESTIVO LETTERS NO.1,
WITH A BACK TRACKING OF -20% BETWEEN
TWO WORDS.**

4 Bod copy

Body copy is written in FS Joey Light.
Tueratx eugait, con hendionse delit accum incip
et enisit vullaor sit veles ectet, sequat, quat wisit
lum veliquip ea faccummy nit augiat. Sandre dit
lor tis acipit nisl inci tat, qui tem qui eliq vulputat.
Pit wis accum at.

Ex eugait, con hendionse delit accum incip et
enisit vullaor sit veles ectet, sequat, quat wisit
lum veliquip.

5 Caption Copy

Captions use FS Joey Regular only. Ex eugait, con hendionse
delit accum incip et enisit vullaor sit veles ectet

1.3 Typography Typographic Hierarchy (Sizing Examples)

When using various type sizes and weights, they must be clearly differentiated and recognisable. The contrast helps to create clear messaging.

Some typographic Sizing Guides

The examples shown here (right) are simply a guide. Each application should be analysed on an individual basis.

See the next page to see how the type works within an application format. Please note that the type can use all of the brand colours. In addition, further examples can be seen in the brand application chapter.

HEADLINE 60PT

Subheadline 25pt

Body Copy 9pt

Caption Copy 6.5pt

HEADLINE 40PT

Subheadline 15pt

Body Copy 9pt

Caption Copy 6.5pt

HEADLINE 25PT

Subheadline 12pt

Body Copy 9pt

Caption Copy 6.5pt

01 Basic Brand Elements

Graphic Devices

1.4 Graphic Devices

The dnata4good graphic devices are an extension of the Headline typeface – ‘Festivo Letters No.11’, and borrow the same distinctive ‘dots’ from the typeface around them. The graphic devices can be with or without the dots around them. They can be used subtly or dramatically depending on individual application requirements.

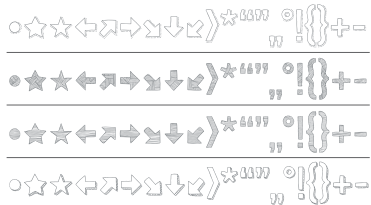
The graphic device can appear in two ways.

The first is as a coloured shape to contain pull-out text whenever necessary.



The second is as a frame to contain photographic imagery. This will help to make the imagery look, visually, in line with the brand typography.

Additional set of graphic devices



02 LOOK AND FEEL

Brand Applications

02 Brand Applications Introduction

In this section, the dnata4good brand visually comes to life. Using all of the assets we have previously introduced, from the brandmark, colour palette, typography, graphic device, and photography. The following pages are a guide to how applications can look and feel.

Flyer Cover



Brochure Spread





Magazine Advert

National Park, Immersion Journeys:
 "Culture, Culture, Wildlife for 10 Days" #2, 2013

TUNISIA Sports:
 The best... also the... a great... ranging... landscape... collection... to the Sa... hundreds... the season... 2013... #3, 2013

Pacific and Oceania

CHILE, FRENCH POLYNESIA Island Hopping:
 Spawning... they immerse... in three... with its 400... islands' Polynesian... and New Zealand... a hike in the world... eat with the... island's legendary... and Disney. "This... ships #16, 2013

NEW ZEALAND Kiwi Romp:
 With a niche in "eco-adventures," the outfit... trips help travelers... skill—from ethnic... ing—in a foreign... island that is New Zealand... much potential for... activity, so this dynamic... trippers develop... glacier-hiking, white-water... kayaking, and even... change—all while traveling... South Island. *Adventure Magazine* #4, 2013; *www...*

new 4good 4good 4good

SAVING THE SURVIVORS TO CREATE HOPE FROM HURT

Starting the Survivor's was started by two vets in South Africa in 2012. To look after animals that have fallen victims to poaching or traumatic incidents, only a few of these animals are taken to their veterinary hospital, most are treated in the bush in their natural environment as transporting these injured animals is just not feasible.

GET INVOLVED:
 dnata 4good is proud to be the new partner we are looking for a network of dnata 4good champions across the world to help us create a real and lasting impact in the lives of animals in need. If you want to make a difference, please contact us at dnata4good@dnata.com

SPECIAL PARTNER CREDITS FINANCER

dnata 4good helps by providing to dnata 4good or dnata 4good a Fundraising Report. Simply email us the link to your 4good campaign and opportunities to make a difference. Visit dnata4good.com for more info.

YOU SHOULD WILL HELP BY FINANCING A WORLD...
 dnata 4good is proud to be the new partner we are looking for a network of dnata 4good champions across the world to help us create a real and lasting impact in the lives of animals in need. If you want to make a difference, please contact us at dnata4good@dnata.com

T-shirts





Tote Bag



Caps



Water Bottles





Tote Bag



Waist Pack



Vehicle Branding GreenKidz



Vehicle Branding Saving the Survivors



Posters



Lapel Pin



Pin Badge



Keychain





Brand Guidelines



Safety
Confidence
Efficiency
Competence
Control
Detail
Motion
Efficient
Visibility

The 'One Safety' landmark is distinct, but still obviously recognisable as a dnata entity or programme.

'One Safety' aligns with the dnata brand while creating a strong emphasis on safety excellence.

'One Safety' strives to set new standards that will shape the industry.

Brandmark

Brandmark Clearspace and Minimum Size

Clearspace

The brandmark is surrounded by an area of clearspace. This space should be kept clear of all other graphic elements and typography to maintain clarity and prominence for the mark on all applications.

The clearspace for the brandmark has been allocated as an area based on a square measuring from the top right corner to the inside ring of the logo.

Shown right is a diagram of how the clearspace has been created. This area is a minimum and should be increased wherever possible.

The clearspace has been built into the master artwork and should be adhered to at all times.



Minimum Size

To ensure legibility of the brandmark in print and on screen there are two minimum sizes that are the limit of their application.

Please note the brandmarks shown here are not to scale



The minimum size that the brandmark can appear in **print** is **10mm** in width.



The minimum size that the brandmark can appear on **screen** is **50 pixels** in width.

Brandmark Misuse

To ensure consistent and accurate reproduction always ensure that the brandmark guidelines are adhered to.

The master artwork files must be used in their original format at all times.

Below are a few examples of what not to do:

- 1 – Do not rotate the brandmark
- 2 – Do not try to recreate the brandmark, only use the master artwork files. 'One Safety' brandmark should always be spelt with lowercase 'o' and 's' and never in Capital letters.
- 3 – Do not alter the colour of any of the brandmarks
- 4 – Do not scale the brandmark disproportionately
- 5 – Do not place the full colour and the white-out brandmark on backgrounds of insufficient contrast
- 6 – Do not place the brandmark on imagery of insufficient contrast or cluttered areas
- 7 – The brandmark should not be used without the white background.
- 8 – Do not crop the brandmark



Brandmark Colour Variations

There are four colour variations of the One Safety brandmark.



Full colour: the preferred brandmark for the majority of applications



Two colour: used when placing the logotype on data primary blue backgrounds or imagery of a light tone



Reverse: used when placing the logotype on data primary and secondary blue backgrounds or imagery of a dark tone



Black: used when reproduction methods are restricted in the use of full colour e.g. faxing, or when using specialist production methods e.g. used as artwork to produce a die/stencil



White: used when reproduction methods are restricted in the use of full colour e.g. faxing

Note: When using the different colour variations of the logotype it is essential to use the master artwork files. Do not re-colour or alter the original master artwork in any way.

Iconography

One Safety Icons



Line of fire



Pinch points



Eyes on path



Eyes on task/hands



Ascending/descending



Lifting & lowering



Twisting



Pushing/pulling



Housekeeping



Overextended/cramped



Repetitive work risk



Posture



Grip/force



Pressure points



Assistance



Selection/condition



Use



Lighting



Storage



Vehicle selection /use



Barricades & warnings



Engage/disengage



Confined entry space



Hot work



Communication of hazards



Pre/post job inspection



Temperature extremes



Head protection



Eyes & face



Hearing



Respiratory



Hand



Body



Fall



Foot



Walking/working surfaces



Industrial hygiene

Photography

Photography

Safety / Confidence / Efficiency / Competence

The image style is consistent with that of dnata corporate in terms of its freshness and brightness. The images should display a sense of confidence and competence. The personnel should always be wearing safety gear when on site.



Photography

Control / Detail / Motion / Efficient / Visibility

Wide View:

The images should display a sense of confidence and competence.
The personnel should always be wearing safety gear when on site.



Detailed View:

The images should display a sense of confidence and competence.
The personnel should always be wearing safety gear when on site.



Applications

High Visibility Jacket



Stationery



Magazine advert



For the aviation industry,
safety is sometimes the
elephant in the room.

Naturally, airline ads focus on
friendly staff, comfortable seats,
fancy entertainment systems
and tasty cuisine.

But when you turn around over
700 aircraft each day, as we do,
there's no avoiding the topic.



Which is why we launched One Safety.

With over 23,000 staff in 38 countries, we needed
a way to align our approach and ensure that everyone
lives and breathes a safety culture.

Our "One Safety" initiative is a big investment that
reinforces safe habits through extensive training and
a simple message: Safety is everyone's business.

All this so our 250 airline customers can be confident
their customers are in safe hands.

We're talking safety at the 2014 Aviation Safety
Culture Summit. **Join us and make our industry safer.**

To learn more about safety at dnata, visit dnata.com
or email us at one-safety@dnata.com

Let's talk about the elephant.

dnata



Flyer



Flyer



Posters



Merchandising Caps



Merchandising



For more information please contact:
dnata Corporate Communications

THANK YOU