



**BRAND GUIDELINES**  
**2013**



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# ***BASIC BRAND ELEMENTS***



## **BASIC BRAND ELEMENTS**

### **PRIMARY BRANDMARK**

The key emphasis of this brandmark is to portray a hurricane as the centre of rugby within the UAE region. The eye of the storm is a representation of the 'Dubai Hurricanes' spirit - starting from something small gathering momentum to creating something big.

The Dubai Hurricanes brandmark is our most important asset and should always be applied correctly.

Always ensure that the Dubai Hurricanes brandmark is scaled consistently to avoid distortion.

The following pages outline the basic specifications needed to ensure the Dubai Hurricanes brandmark is applied correctly and consistently across all applications.





## BASIC BRAND ELEMENTS

### PRIMARY VARIATIONS

To the right are various versions of the brandmark which are used and applied to specific applications.

1 - Solid brandmark - To be used in print and on-screen applications. Available as CMYK, Spot & RGB.

2 - Solid brandmark - To be used on a solid colour background.

3 - Greyscale brandmark - For use on black and white applications. eg fax, newspaper print.

1



2



3





# BASIC BRAND ELEMENTS

## BRANDMARK CLEAR SPACE & MINIMUM SIZING

To ensure prominence and legibility, the Dubai Hurricanes brandmark is always surrounded by an area of clear space which remains free of other elements such as type and imagery.

The minimum area of clear space is defined by the pink dashed line containing the brandmark.

The construction of the clear space is based on the cap height of the combined wordmark.

The clear space is the minimum and should be increased wherever possible. Do not confuse the clear space area with a guide for positioning the brandmark on applications.

To ensure legibility the brandmark minimum size when printing is 20mm and for web it's 80px as shown on the right.



Not to scale\*



Not to scale\*



## BASIC BRAND ELEMENTS

### BRANDMARK MISUSES

To the right are examples of how the brandmark should not be used, all of which should be avoided to help maintain brand consistency.

- 1 - **Always** use the brandmark supplied.
- 2 - **Never** rotate or distort the brandmark
- 3 - **Never** alter the colour of the brandmark
- 4 - **Never** alter the positioning of brandmark elements
- 5 - **Never** alter the wordmark of the brandmark
- 6 - **Never** apply shadowing to the brandmark
- 7 - **Never** flip/reverse the brandmark

1



2



4



6



3



5



7





**BASIC BRAND  
ELEMENTS**  
**CO - BRANDING**

To ensure the Dubai Hurricanes brandmark has equal presence among other brandmarks it should be positioned correctly.

On the right demonstrates various positioning when presented with co-branding.

*Left Aligned*



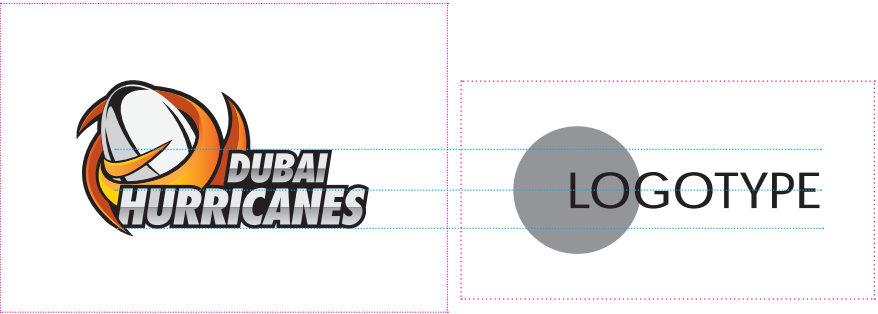
*Centred*



*Right Aligned*



*Horizontal Lock-up*







# ***COLOUR PALETTE***



COLOUR PALETTE

The colour palette uses bright and vibrant colours to provide a high level of stand out.

PANTONE 1655 C

C-0 M-74 Y-98 K-0

R- 251 G- 79 B- 20



PANTONE 116C

C-0 M-14 Y-100 K-0

R- 254 G- 203 B- 0



PANTONE COOL GRAY 10C

C-40 M-31 Y-20 K-70

R- 97 G- 99 B- 101



PANTONE 1655 C

C-0 M-74 Y-98 K-0

R- 251 G- 79 B- 20

PANTONE 116C

C-0 M-14 Y-100 K-0

R- 254 G- 203 B- 0



# ***TYPOGRAPHY***



**TYPOGRAPHY**  
**TYPEFACE**

Futura has been chosen for its clean and impactful look.

Futura is a very legible font that has a variety of weights. Dubai Hurricanes will use two weights out of this family - extra bold condensed oblique and book.

These are the only two weights Dubai Hurricanes should use.

**FUTURA EXTRA BOLD  
CONDENSED OBLIQUE - HEADLINE COPY**

**Aa**

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

**0123456789**

**FUTURA  
BOOK - BODY COPY**

**Aa**

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

0123456789

