



CORPORATE IDENTITY

design guideline



Introduction

COMMA's corporate identity manual is a crucial part of its image that gives value and credibility to our services. It is crucial that all communication material generated by COMMA is of high standard, both in design and content. Therefore, this guide lays down a few key elements in the use of the corporate logo including size, and color.

Designed to reflect the ongoing potential and strength of Comma Holding, the new logo is based on an Arabic comma symbol forming a Latin comma symbol at its core; using the deep purple color of PMS 526 signifying the organizations emphasis on leadership, reliability and royalty. The logo uses the purple color 'PMS 526' illustrating the most important features of a company; leadership, trustworthiness and wealth.

Copyright and Authorization

Legal requirements

- 1 The guidelines and the trademarks in this manual are the property of COMMA Holding Group.
- 2 Any use of the trademark by a third party must be done in compliance with the requirements and standards specified in these guidelines and must be approved by COMMA.
- 3 COMMA shall have the right to inspect the manner in which its trademarks are used by a third party and the latter will promptly effect any changes required by COMMA.
- 4 Any third party who is authorized to use a COMMA trademark agrees to never directly or indirectly contest its validity or its registration and agrees to indemnify COMMA against any loss or damage incurred by COMMA as a result of third party usage of the trademark.

The logo colour



The Primary Colour Palate

PMS 526

In 4 colour breakdown (CMYK)

C 72

M 100

Y 17

K 5

In RGB breakdown

R 104

G 33

B 122

Grayscale Percentage

K 75

HEX

#68217A

Formats

There are different formats for the COMMA logo so when a logo is requested, we need to know the following:

- 1) What format the logo is needed: eps file / tif file / jpeg
- 2) What color format the logo is needed: cmyk / 4 color / spot color / rgb color

All the files supplied by COMMA are of hi-resolution and can be used for professional printing. If it's for the web, the format needed is jpeg or tif. For WORD documents or POWERPOINT a wmf format is required.

Incorrect Logo Usage

Misuse of the Comma logo devalues it. When a logo is stretched out of proportion it might be inappropriately distorted (1 & 2) Please ensure that you maintain the aspect ratio when enlarging the logo. The logo must never be rotated (3). The logo must not be printed in any other colour than specified (4). The logo must not be interrupted by images or textures (5). Elements of the logo must not be moved (6).

1



2



3



4



5



6



Correct Logo Usage

When the logo is used over a background color, only these images below (1 - 4) are acceptable;

If the logo itself is used in white color (5) then it must be in a position where the background is dark and even.

Permission must be sought from Comma for any use of the logo outside these guidelines.



Downloading logos

The COMMA logo is available on request in all formats. If you need further guidance in the usage of the logo please contact the Communications Unit on info@comma.ae.

Contact

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