



Brand Guideline



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Brand Story | Vision 2050

In line with our Leadership Vision 2050 & based on our experience in sport events management, we have decided to continue our challenges by creating the (2050 Sports Marketing) to support all individuals and private institutions with many creative ideas distinguished projects that will contribute in Abu Dhabi and the United Arab Emirates.

Abdul Salam Fairouz
Chef Executive Officer



Scan to watch Video





Master Identity

Type 1

5 letters of **SPORT** are representing the five continents of the world, united by UAE best Sports Marketing Strategic master minds.

The ribbon type of 2050 font style in circular motion is a universally recognisable symbol representing hope, awareness, strength, unity and high achievements.

It is an attractive and simply way of communicating with local and international sports events, its also show the connectivity for sports culture all around the world.



(R) symbol means that the trademark is officially registered

Type 2

Type 3

For small places



Inverse Logo Styles for backgrounds

Rules for placing logo on a dark and light backgrounds

Light Backgrounds



Dark Background



Color Scheme

Color provides a strong link and logo visually through a wide range of uses. After the proper use of these colors is essential for promote and promotion and protection of identity. It is necessary to adhere specifications of these standards and the use of highquality copies of methods to ensure the stability of the form of the logo.

Orange

The color of Encouragement & Motivation. Representing Emotions, Strenght, Optimistic, Independent, Sports, Fun, Entertainment, Communication , Express Freedom, Fascinate, Stimulate, Draw Attention, Balance, Energy, Adventure



Pantone 7627 C

Pantone 158 C

#f36b24

Pantone 1235 C

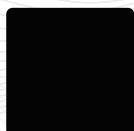
Pantone 7408 C



Gradient

Black

Black color represents Power, Leadership, Strong , Elegance, Sophistication, Authority, Protection, Intimidation, Black can feel overwhelming



Pantone colour ref.

Pantone Black C6

CMYK

C 74% | M 67% | Y 67% | K 89%

RGB

#030303



Typography



Font Name: Helvetica Neue LT Std

Font Name: Serpentine Std Bold Oblique

Serpentine Std Bold Oblique
ABCDE abcdefghijklmnop
qrstuvwxyz 123456789\$@

Font Name: Aguafina Script

Aguafina Script
2050 Abcdefghijklmnopqrstuvwxyz
12345678910

Master Identity Lock-ups

Visually speaking, our logo is one of the most valuable assets we own. Therefore, it should not be altered under any circumstances. To maximize its impact, please use only approved master reproduction art that follows the standards and specifications outlined here. Our logo should always have clear space around it for legibility and integrity, measure clear space from the baseline of the ragline.

Stacked Version



The Master Identity Clear Space is equal to the X height of the Sport letters in the logo. To retain legibility and brand integrity the clear space rules apply and must never be changed.

Horizontal Version





Minimum Sizes and Icons

The Minimum Size of the horizontal versions of the Master Identity is 21 x 60mm



1 Color Version for small places or single color printing



Icon for web and social media



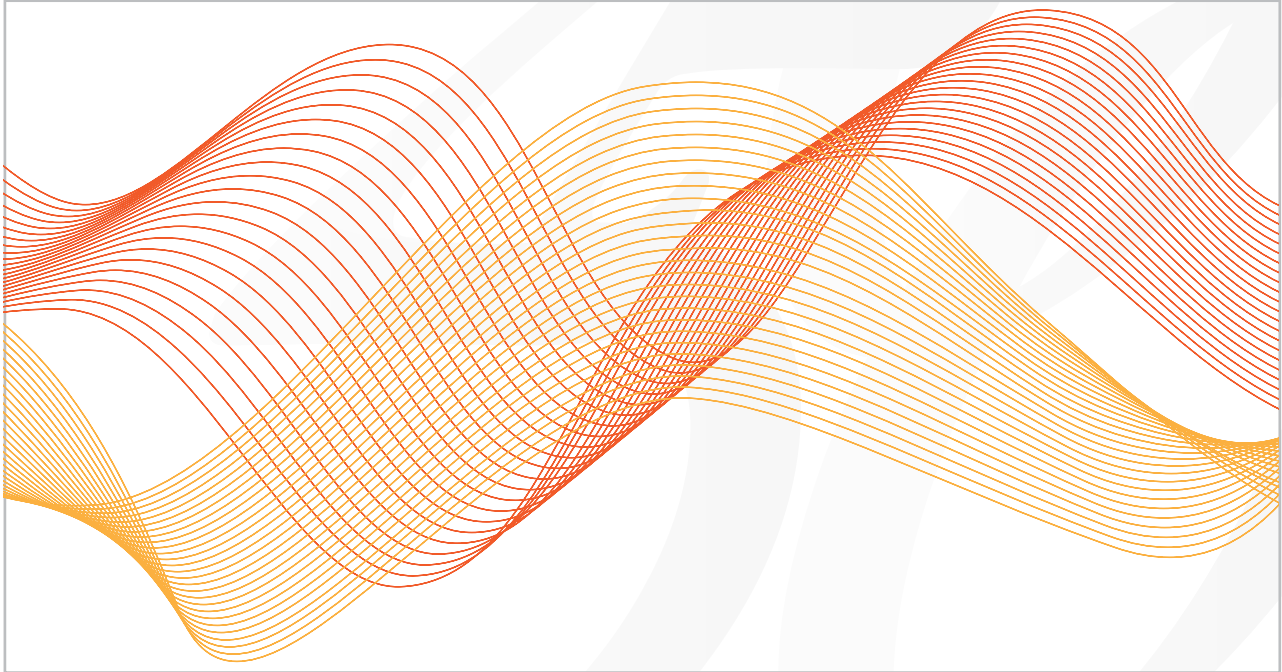
Icon for web and social media

Incorrect Master Identity Usage



Supporting Graphic Elements

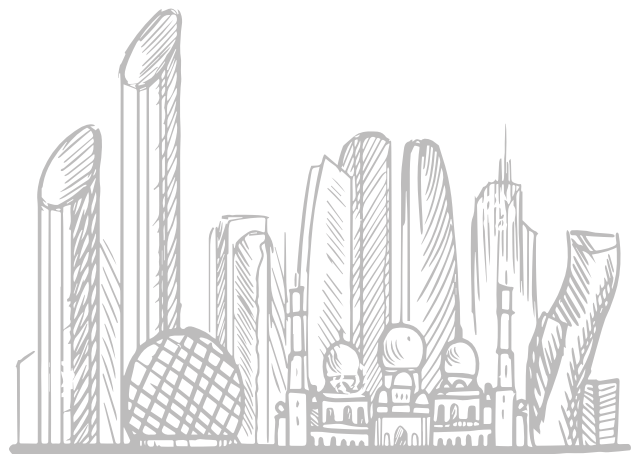
Waves lining art representing the verity of the sports



2050 PATTERN



Abu Dhabi Skyline



Corporate Identity - Visiting Cards

Option 2 - Front side



Backside

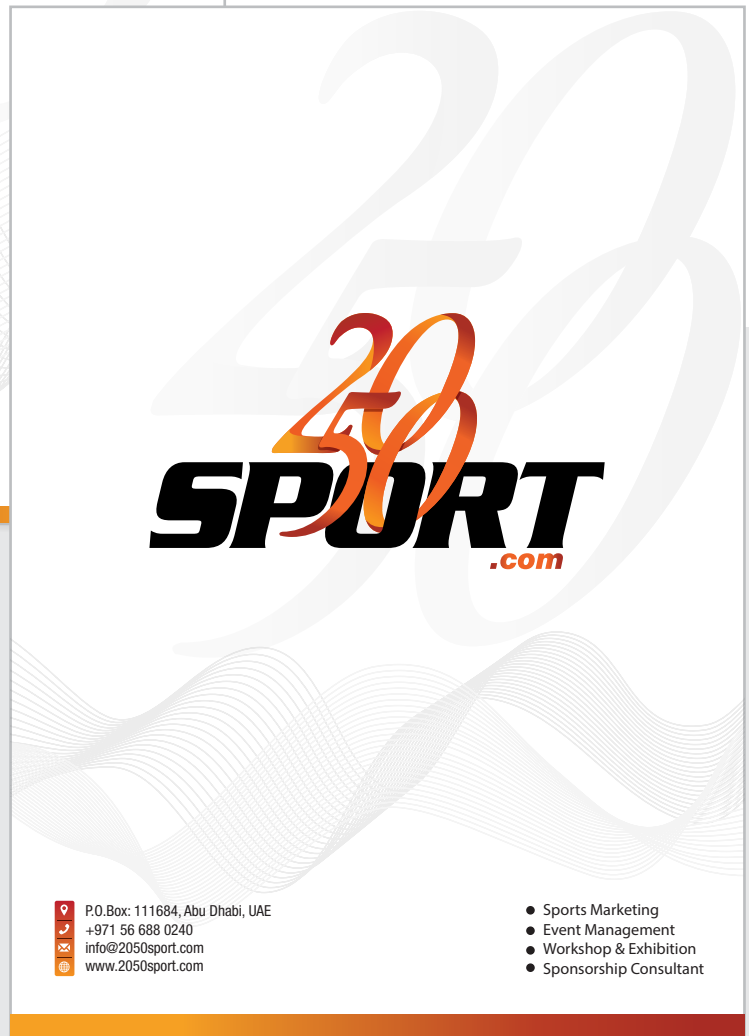


Corporate Identity

Letterhead Design



Title Page for presentations



Corporate Identity - Muakups



Corporate Identity - Rollup



Corporate Identity - Popup Design



Corporate Identity - Street Flags



The logo features the number '2050' in a stylized, flowing font with a gradient from red to orange. Below it, the word 'SPORT' is written in a bold, black, italicized sans-serif font. To the right of 'SPORT', the suffix '.com' is written in a smaller, orange, italicized sans-serif font. The background is white with a large, faint, light gray '2050' watermark and a decorative pattern of thin, wavy lines at the bottom.

2050 SPORT .com



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