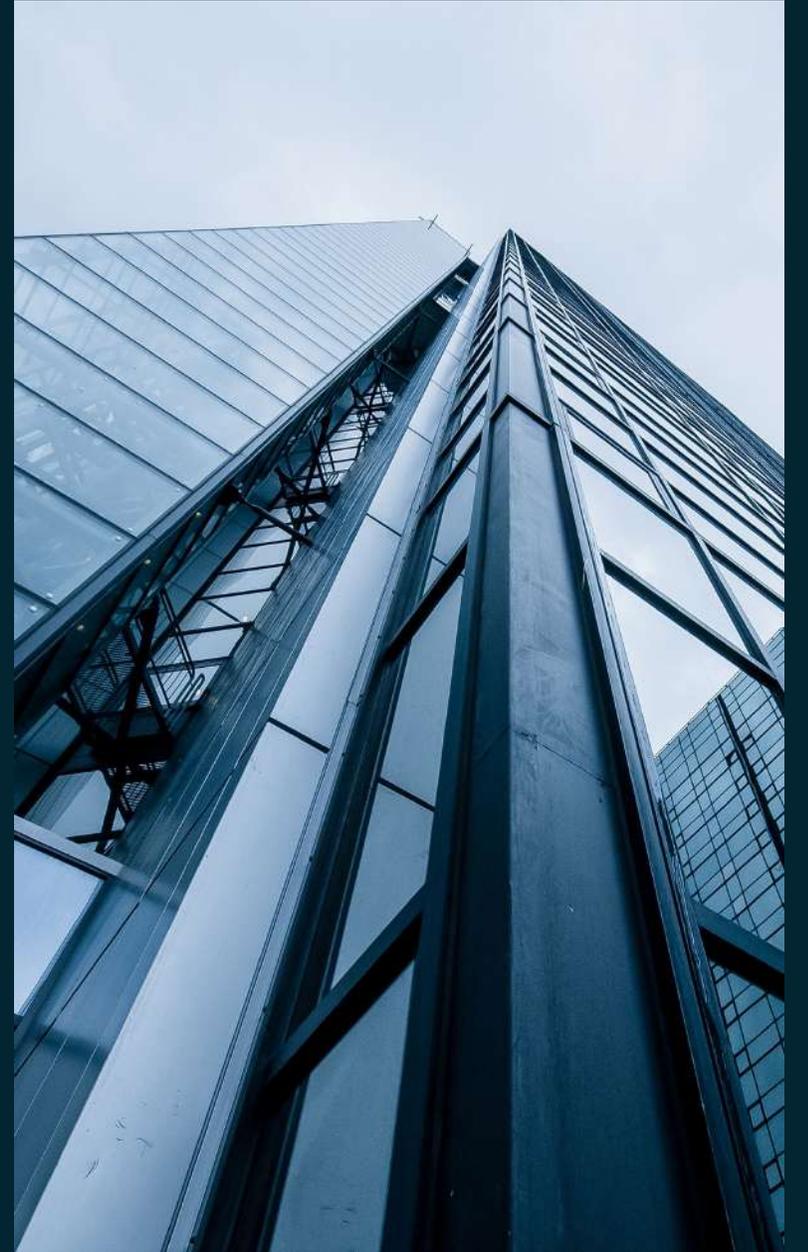# Brand Presentation For DMAXX

Prepared by Xpertise Creative Studio

Contents

We have created this presentation to present you with the specific brand guidelines, including color, typography, keywords and more that will represent your brand. Through extensive research, we have curated a selection of guidelines that will accurately present your brand to potential customers,

Details

Dmaxx

PROPERTIES

EXCELLENCE TO THE MAX

The Brand

" Excellence to the max."

About the Brand

Introducing Dmaxx, your one-stop destination for finding the most sought-after properties in the UAE. With first-class customer service and a selection of premium properties to choose from, you can discover the unlimited potential of real estate in the UAE.

Brand Goal

Create an emotional connection

Making genuine connections with those who interact with your brand is key to sustaining their interest in the long-term.

Develop credibility and trust

By providing top-tier customer service and delivering only excellent results for your client base, your brand will distinguish itself from the competition.

To increase prestige and status

The sophistication of the way your brand communicates with its audience will elevate your status amongst the competition.

The Importance of Setting Clear Goals

Establishing clear brand goals will allow your communication to be purposeful with a long-lasting impact on your consumers.

Keyword

We have curated a selection of relevant keywords through extensive research, that reflects the core values and essence of your brand. These keywords will allow your brand to be identified by your potential consumers, and will accurately represent your brand vision.

| Dependable	Professional
Timeless	Awesome
Elegance	Clean
Opulence	Minimalistic
Unparalleled	Exclusive
Contemporary	Experienced

Logo

Behind the Design

The next slide will introduce the brand logo with a detailed explanation behind its unique design.

The Concept

The intricately designed logo depicts the skyline as seen from the Sheikh Zayed Road along with the letters of the brand name. The skyline represents the modern and sophisticated architecture of Dubai, which is constantly evolving and setting new standards for innovative excellence. The logo symbolizes the limitlessness of the skyline and its sleek and sophisticated design reflects the elegance and novelty of the majestic city.
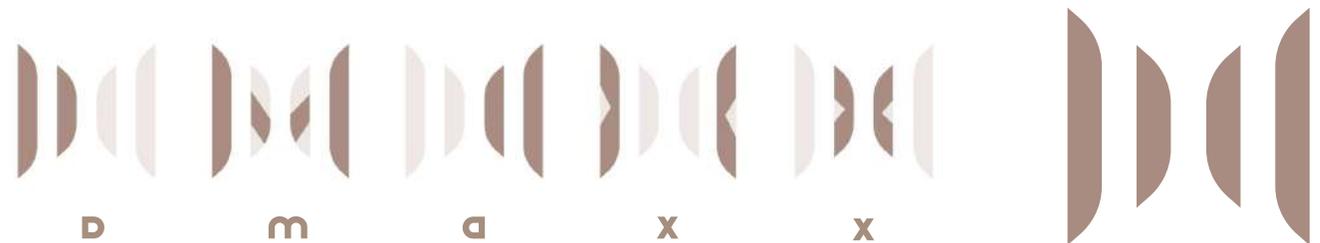
Primary Logo

This primary brand logo will be used on all important print and digital material, and therefore is created with the utmost precision.

Alternative Logo

This logo will provide diversity to your brand communication and allow for more possibilities and variations with which you design your marketing materials.

Black and White Logo

Black and version has been specifically designed to meet some specific digital and printing requirements.

Logo Clear Space

1 H

1 H

1 H

1 H = Clear Space

H = Height of the Logo Mark

Brand Pattern

Patterns will often incorporate an element from a logo, submark or other design element from your branding itself. This helps to build consistency in all marketing material to create a seamless representation of the brand. Using a pattern that is unique to your business will create stronger brand recognition.

Color

Palette and Themes

The next slide will introduce the colors that will represent your brand and will be used in all marketing material.
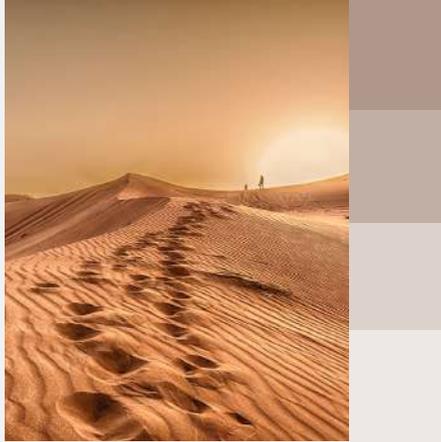
Brand Colors

CMYK

92 / 70 / 56 / 64

RGB

5 / 37 / 49

HEX

#052530

PANTONE

5463 C

CMYK

35 / 44 / 46 / 3

RGB

168 / 140 / 129

HEX

#A88C81

PANTONE

7531 C

Sea & Sand – The landscape of Dubai stretches across the vast desert and the tranquility of the sea.
The theme and colors of the brand reflect these natural elements of Dubai, creating a template that
is both elegant yet timeless.

Typography

In the next slide we will present the official typography chosen to be used in all marketing material.

Primary Typeface

Poppins Font

Aa

Minimal and Timeless

Poppins Font will be the main typeface of the brand. This minimal yet elegant typeface is the perfect selection to reflect the sophistication of the brand.

Imagery

Image Direction

Logo placement in images

The logo will be strategically placed in light and dark images by adjusting its color according to the respective backgrounds, as shown below.
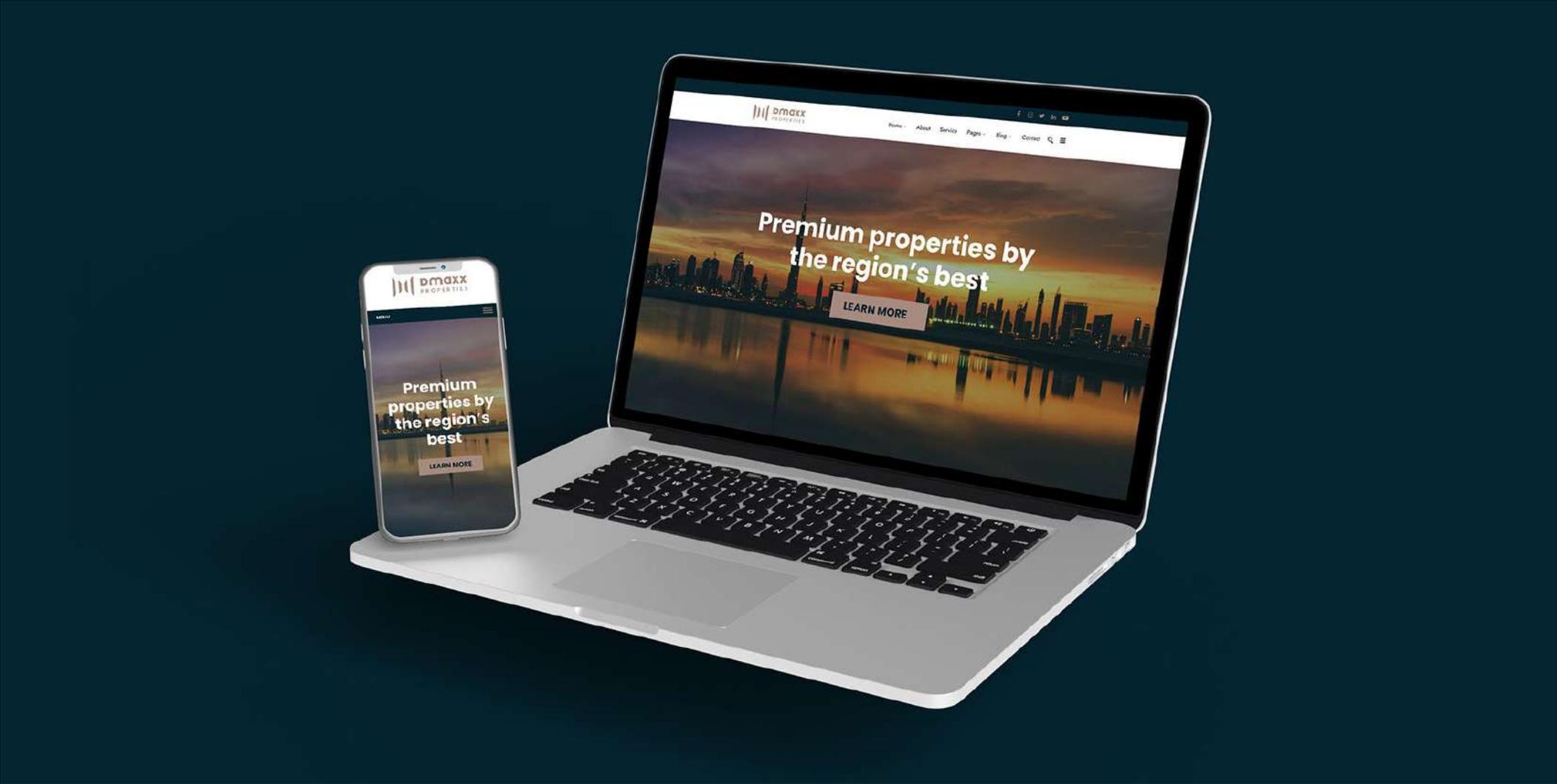
Brand Presentation For DMAXX

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THANK YOU