

client artsawa

project CID – Draft 10

date 22.06.08

artsawa is a platform & art space
for regional contemporary world
class talent from the MENA &
beyond with visting Global artists

Brand Statement

Simply... Who are you and what do you do ?

The above statement is to show this and to position you. A broad statement which is not intended to be the final positioning statement.

sawa means **together;** to bring
together everybody by the
language of **art** through the
lens of **their universe**

Naming as Brand

The explanation of the name and why it works.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Dax Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Dax Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Dax Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana Bold

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client	artsawa
sector	Art Gallery
project	CID – Draft 10
board	4
date	22.06.08
location	Dubai, UAE

Dax for all printed material and headers.

Verdana for all digital communications.

abcdefghijklm

Application

Business Cards / Letterhead / Envelope

ة ج ح خ ه ع غ ف ق ث ص ض ك م ن ت ا ل
ب ي س ش و ؤ ا ر ز ا د ع ذ ئ ط ظ
١٢٣٤٥٦٧٨٩٠

GE SS Light

ة ج ح خ ه ع غ ف ق ث ص ض ك م ن ت ا ل
ب ي س ش و ؤ ا ر ز ا د ع ذ ئ ط ظ
١٢٣٤٥٦٧٨٩٠

GE SS Medium

ة ج ح خ ه ع غ ف ق ث ص ض ك م ن ت ا ل
ب ي س ش و ؤ ا ر ز ا د ع ذ ئ ط ظ
١٢٣٤٥٦٧٨٩٠

GE SS Bold

ة ج ح خ ه ع غ ف ق ث

Application

Business Cards / Letterhead / Envelope

Exact percentage sizing can be calculated very easily.
The safe area for the logo = the height of the 'marque'.
Always use the authentic logo. Master artwork should not be modified.
There is a fixed relationship between the 'marque' and the typography which is not to be modified.
In addition, the 'marque' cannot be used independently from the typography.
Colour breakdowns for the logo are shown in detail on the previous page.

client	artsawa
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Full Logotype
Marque + Typography = Logotype



Black and White

For usage on solid black background



Black and White

For usage on solid white background



Special Usage : Single Colour

For usage on solid silver background



Black and White Reversed

For usage on solid black background

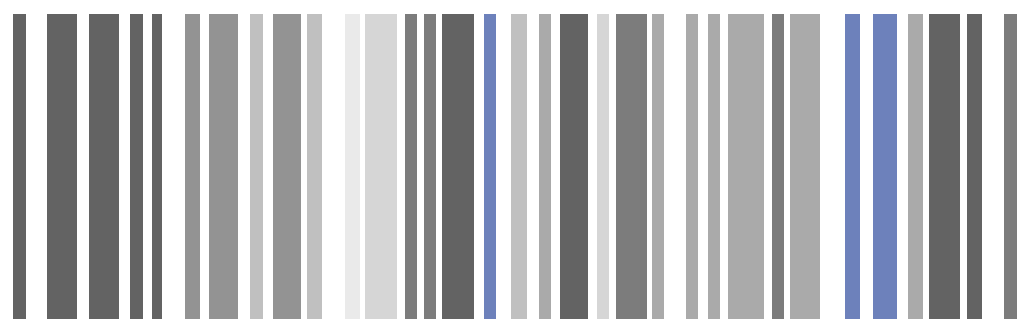
Logotype

Colour Variants

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board	7
date	22.06.08
location	Dubai, UAE

client	artsawa
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board	8
date	22.06.08
location	Dubai, UAE



Male



Female



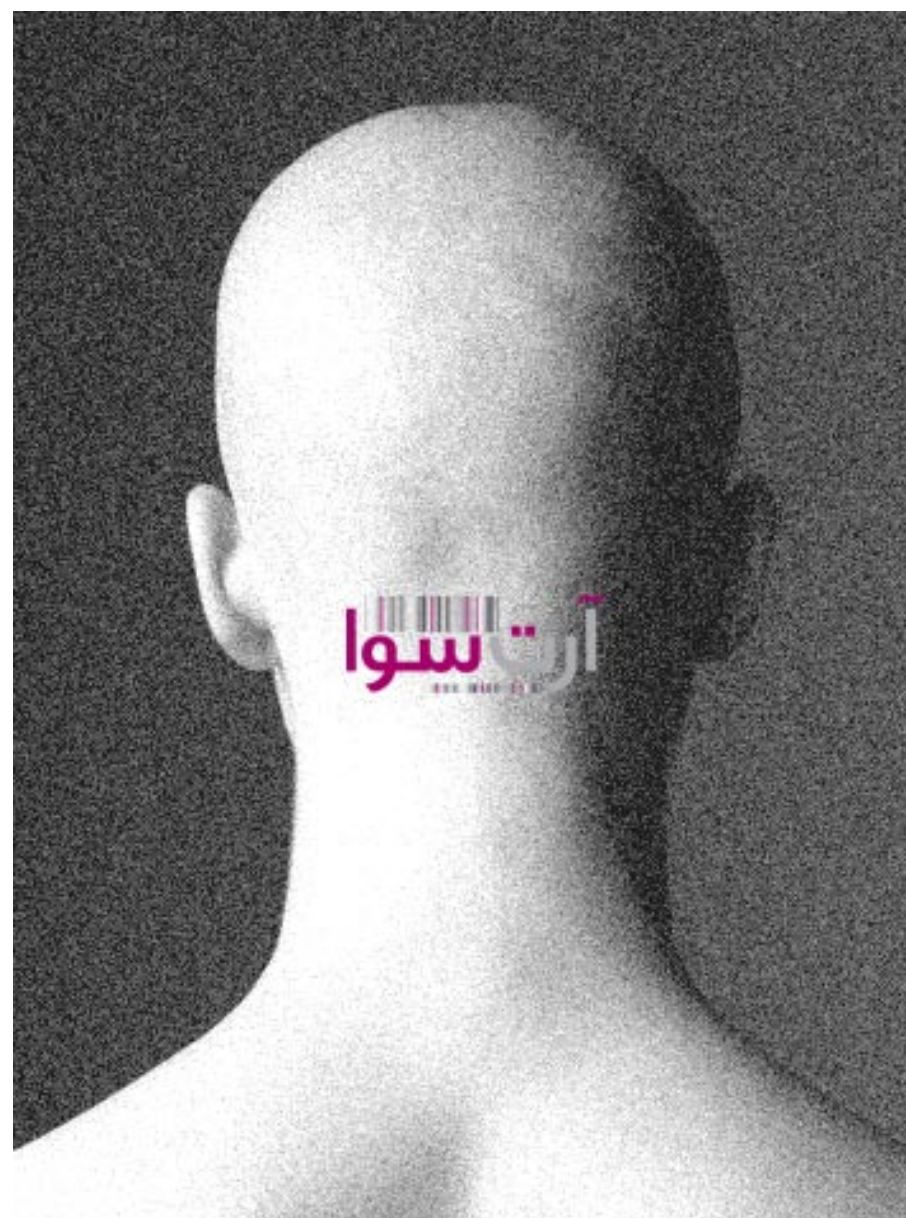
Library



Environment

Colour Bars

Variants Progress



Photography as brand language.
Imagery talks.

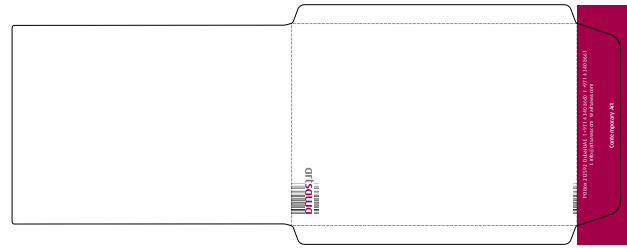
The corporate stationery has been created as digital templates.
Please use the master templates and do not attempt to recreate your own.
The master templates are style sheeted to ensure consistency across all usage.

The preferred paper stock is Conqueror xxxx for all stationery.
Letterheads are at 105gsm with matching envelopes and business cards are sealed after printing. All stationery is printed in two colour Pantone.

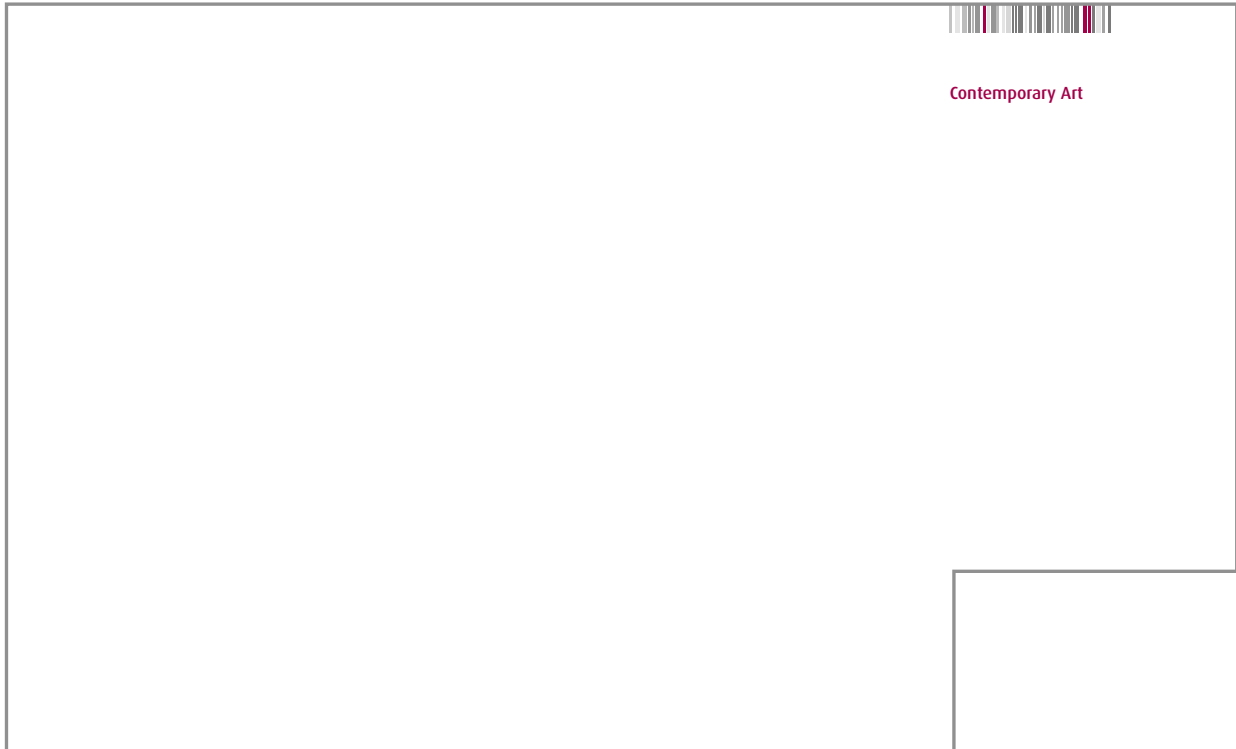
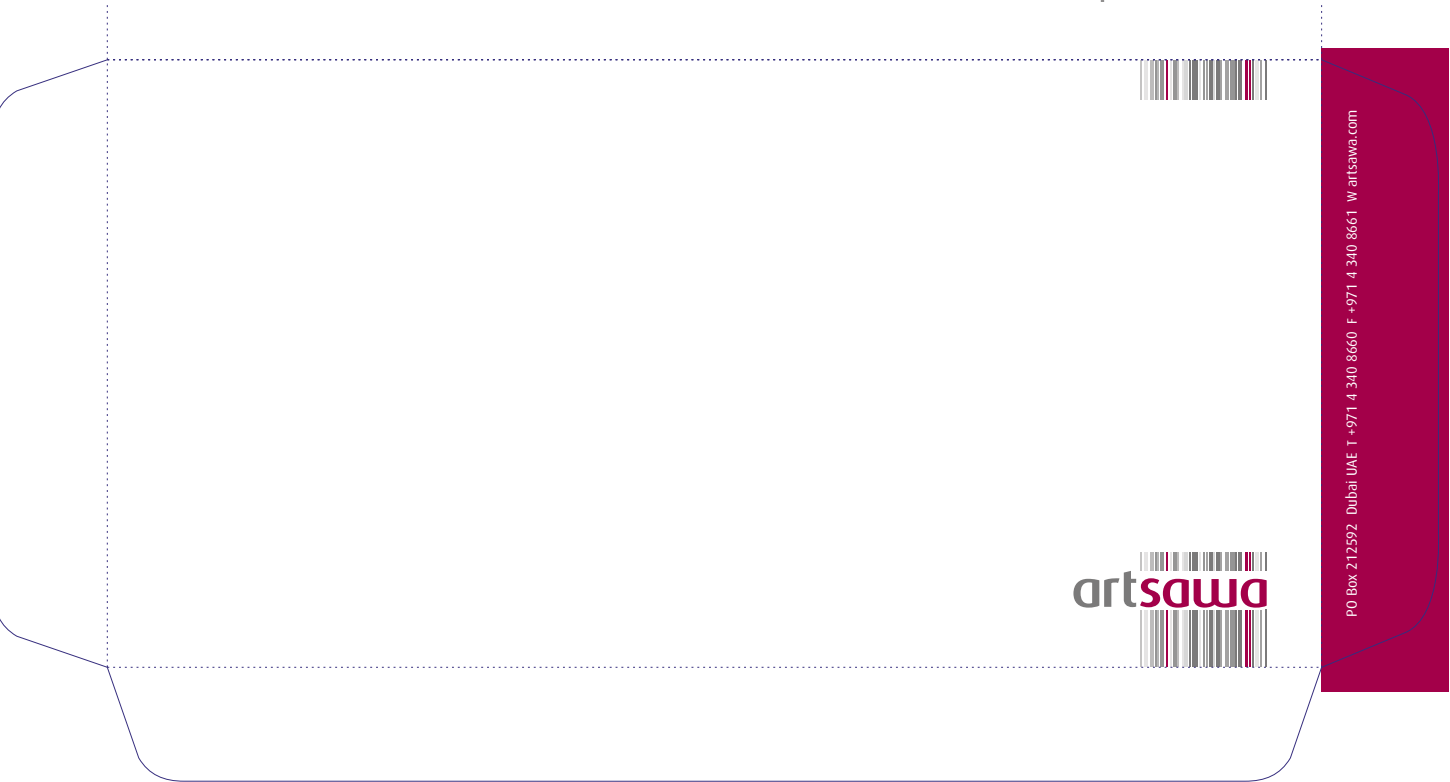
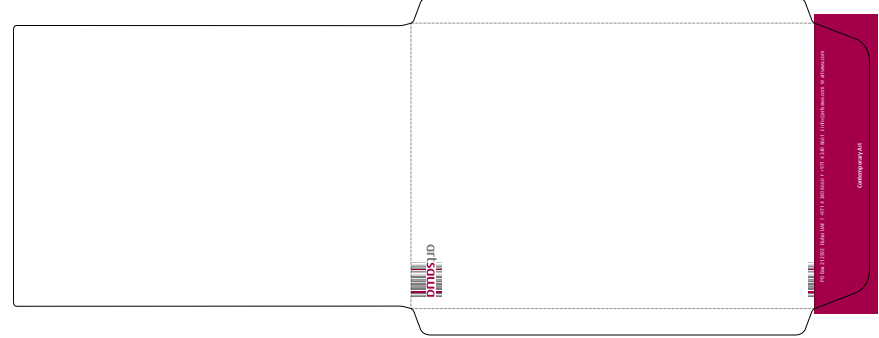
client	artsawa
sector	Art Gallery
project	CID – Draft 10
board	10
date	22.06.08
location	Dubai, UAE



AS6_0005_Envelope_C5_07_01.indd

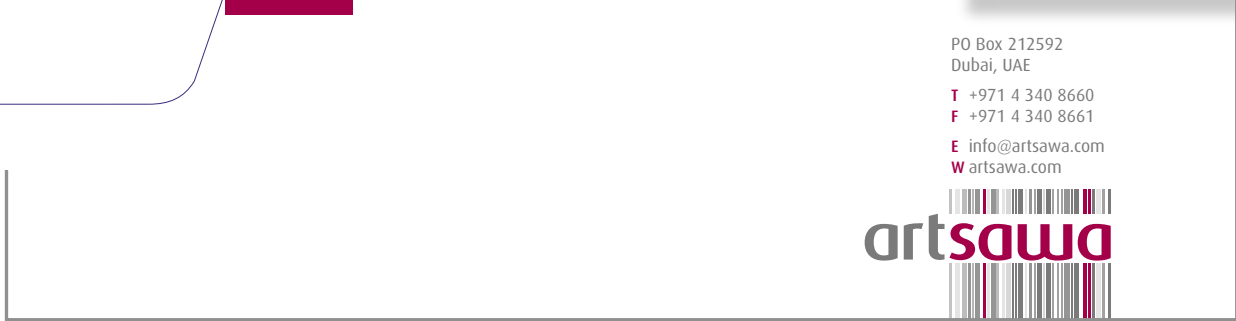
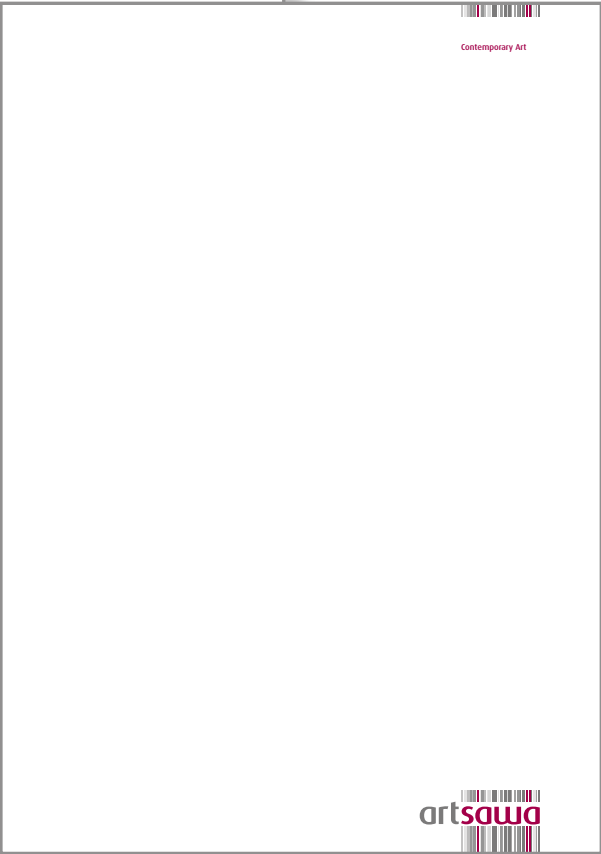


AS6_0005_Envelope_C4_07_01.indd



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Application

Letterhead / Envelope

A bold communication style.

client	artsawa
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board	12
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location	Dubai, UAE



Application

Recruit

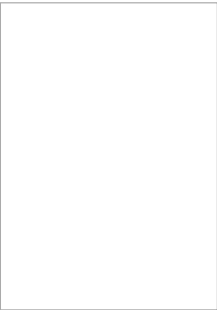
ليص ييل
Private

artsawa

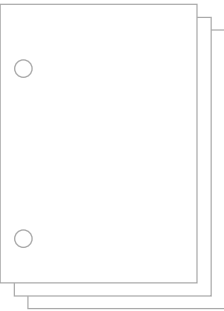
Application

Internal Signage : Wall mounted on 3mm Foamex

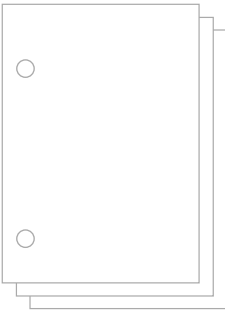
Gallery Brochure Full : Folder



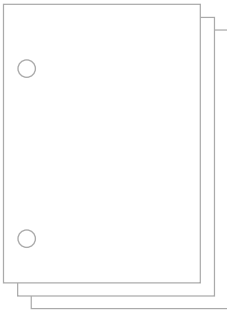
A5 Ring Folder



A5 Inserts
Gallery Specific
2 Colour



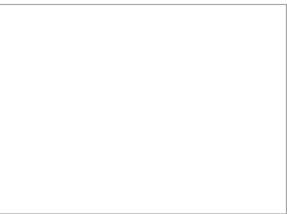
A5 Inserts
Artist
CMYK
15 in total for
Perm Artists
Updates from site



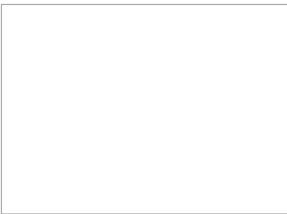
A5 Inserts
Visiting Artist
CMYK
Updates from site

Created as single sided A4 to be folded and inserted into A5 folder.

Invitations and mailouts



A5 Envelope



A5 Invitation
D/S
CMYK

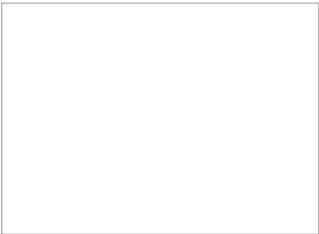


A5 Gallery Card
D/S
CMYK

Front
Single Image of Artists Work
Back
Artist Detail
Gallery Address and Mini map
Exhibition Details
Mail out sticker

All backs are the same but the front cover images will be different so there is a range of cards for each artist.

Totals
15 Perm Artist
Visiting Artists to be decided.

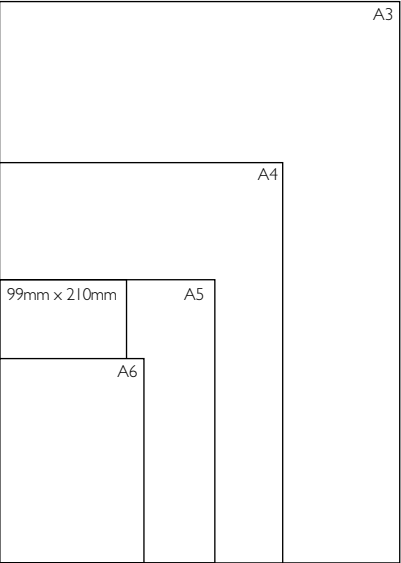


O/S A5 Folder

These will hold the Gallery Card Collectable Range AND
The full range of Artists Gallery Cards

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Communications

How we speak to the world.

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