MAIR

ميـر

Brand Guidelines

Version 2

If you're reading this, you're one of the team helping to bring the MAIR brand to life. Welcome!

In our ever-evolving landscape, the heartbeat of MAIR lies in consistency. Let's create our brand narrative seamlessly across every touchpoint, painting a strong picture of who we are and what we stand for. Remember, our brand guidelines are the canvas upon which we paint our masterpiece.

Let's embrace the journey, ignite your creativity, and let's craft something extraordinary together.

These guidelines are subject to periodic updates to ensure alignment with our evolving strategies. For the most current version, please liaise with the MAIR marketing team.

Our
Brand

تتجلى طموحات مجموعة مير بمواصلة الارتقاء بالمكانة الاقتصادية لدولة الإمارات وتوفير الرفاهية والتطور المستدام للمجتمع، والعمل على تنفيذ هذه الطموحات عبر نقل الخبرات العالمية، ورعاية الابتكارات، وتوظيف الحلول الذكية لتعزيز القدرات الاستراتيجية في قطاعات الأغذية وتجارة التجزئة مدعمة باستثماراتها في قطاع العقارات التجارية والقطاعات ذات الصلة.

Our ambition is to elevate the economic and social well-being of the UAE by injecting global expertise, nurturing innovations, and deploying smart solutions to build strategic capacity in the food business landscape, supported by its food retail, commercial real estate, and associated sectors. Our approach to investments goes beyond financial input; we strategically partner with businesses, providing hands-on guidance to unlock hidden value and foster growth. Beyond adding to the financial prosperity of the local communities, our commercial real estate developments serve as vibrant community hubs, fostering connection and enriching the social fabric of local life. Our mindset is global, our actions local, viewpoint progressive, and values human.

ولا تقتصر استراتيجيتنا على الاستثمار وتوفير التمويل فحسب، بل تتعداها إلى تعزيز النمو وفتح المجال لإطلاق القدرات الكامنة، والعمل على تحقيق ذلك من خلال عقد الشراكات الاستراتيجية وتقديم الإرشادات العملية القابلة للتطبيق بما يساهم في تطوير الأداء وتحقيق النجاح. وإلى جانب دعم الرفاه الاقتصادي في المجتمعات المحلية، فإن مشاريعنا للعقارات التجارية تمثل مراكز مجتمعية حيوية تدعم التواصل في مختلف فئات المجتمع وتثري النسيج الاجتماعي في الحياة المحلية. نوظف منظورنا العالمي لدعم المجتمع المحلي ضمن رؤية مستقبلية مبنية على القيم الإنسانية.

Our Purpose

هدفنا

To enrich and elevate the local economy while bringing lasting value to our stakeholders and shareholders by fostering a legacy of prosperity and growth.

دعم الاقتصاد المحلي والارتقاء به مع تحقيق القيمة المستدامة للمساهمين وأصحاب المصلحة، من خلال تقديم إرث مستمر من الرفاهية والنمو.

MAIR and its Subsidiary Businesses
Positioning and Messaging

MAIR is dedicated to supporting the local economy and ensuring the continuity of its commitment to the community, laser-focused on the food security agenda and long-term sustainability of the industry as a national giant. Through our world-class retail brands - ADCOOP and SPAR - we are positioned as a top five grocery retailer in the UAE.

The focus is on sustainable, transformative investments to help propel businesses to unprecedented success.

MAIR Group is a newly established strategic investment powerhouse based in Abu Dhabi. Our ambition is to enrich the UAE's communities by building robust economic ecosystems in the food, commercial real estate, and related sectors, ensuring every initiative nurtures self-sufficiency, societal growth, and unity.

Associated Investments

Through Makani Commercial Real Estate, MAIR leads the strategic development of the UAE's food and commercial real estate sectors by partnering with businesses to unlock their full potential - fueling economic and social prosperity through an extensive portfolio of neighbourhood convenience centres and community malls.

Real Estate Excellence

Food Retail Excellence

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الرؤيـة

تتمثل رؤيتنا في الإسهام ببناء وطن ينعم بمستقبل
مزدهر مدعم بالاستثمارات الاستراتيجية لتحقيق
الرفاهية والتطور المستدام للمجتمع.

الرسالـة

تحقيق الريادة في التطوير الاستراتيجي لقطاعات الأغذية يدعمها
قطاع العقارات التجارية والقطاعات ذات الصلة بدولة الإمارات،
عبر التعاون مع المؤسسات العالمية الكبرى في المجالات المرتبطة
بقطاعات الأغذية وإطلاق إمكانياتها الكامنة لدعم الرفاهية
الاقتصادية والاجتماعية في الدولة.

القيم (مبادئنا الراسخة)

الشراكات الاستراتيجية، نمو المجتمع، الابتكار والريادة، توليد القيمة، النزاهة.

Our Vision

Our vision for our nation is a future of self-sufficiency, shaped by strategic investments that unite sustainability with prosperity.

Our Mission

To lead in the strategic development of the UAE's food and commercial real estate sectors by partnering with businesses to unlock their full potential and fuel economic and social prosperity.

Value (Our DNA)

Strategic Partnerships, Community Growth, Innovation and Leadership, Value Creation, Integrity

نثــري الحيــاة،
نبــني المستقبـل

Enriching **Lives,**
Building **Futures**

Our Personality

Collaborative, Innovative, Community-Centric, Resilient, Progressive

Our Tone of Voice

Our tone of voice is the reflection of our values, identity and positioning. We always care for a clear, closer and simpler communication with our different audiences.

Assured

Lending an air of reliability and security, assured conjures a promise of certainty and guaranteed success – all built on a solid foundation that enjoys strong roots in the marketplace. Readers will intuitively understand that a bright future beckons for this brand.

Engaging

This pillar implicitly arches back to the core goals of the business, putting people first, and the value of engaging with customers, stakeholders and wider communities. A strong word, it is backed up by its synonymous definitions of 'appeal' and 'drawing favourable interest'. It also suggests constructive dialogue and discussion, providing a perception that communication with MAIR will be a two-way street.

Expert

'Expert' sums up the combined wealth of professional experience brought by dedicated and successful leaders within the food retail space in a simple and direct expression. On a more emotive level, it implies that anyone who associates with this brand is in safe hands, and will benefit from the guidance of informed decision-makers.

Inspirational

Capturing the vitality of the brand, this pillar takes things up a language level. Associated with a positive state of mind it infers fresh ideas, hope for the future and growth. It complements the corporate identity by bringing to mind a movement of change-makers – all acting in concert to redefine the rules of the game. MAIR is inviting you to be a part of the movement, and inclusion is a powerful emotive driver for any brand.

Logo

Our logo sits at the core of our brand. It captures the essence of the MAIR brand and should be used on all of our communications. The following guidelines will support you on how to effectively use our logo and assets.

Our Logo

Our logo, a circle of ascending blocks, symbolizes MAIR's philosophy: growth through strategic, thoughtful investments. It reflects our holistic approach to nurturing prosperous communities and sustainable futures. Each step outward marks our expanding influence, as we turn investments into legacies of wealth and well-being.

It's not just a symbol; it's our promise of unity, focus, and enduring success.

Logo Variations

The MAIR brandmark is available in two formats.

1 - Horizontal Format

The horizontal brandmark is used for instances in which the primary brandmark is not applicable due to legibility issues. Always use the master artworks provided and do not try to create any part of the brandmark.

2 - Vertical Format

The vertical brandmark used for the primary scenario offers the best legibility. Always use the master artworks provided and do not try to create any part of the brandmark.

Note: Do not extract logos from PDF's or other sources. Contact the MAIR marketing team for official brandmarks.

Black & White Logo

The brandmark can be used in positive or negative configuration. The black identity is to be used on one colour print applications on white or light coloured backgrounds.
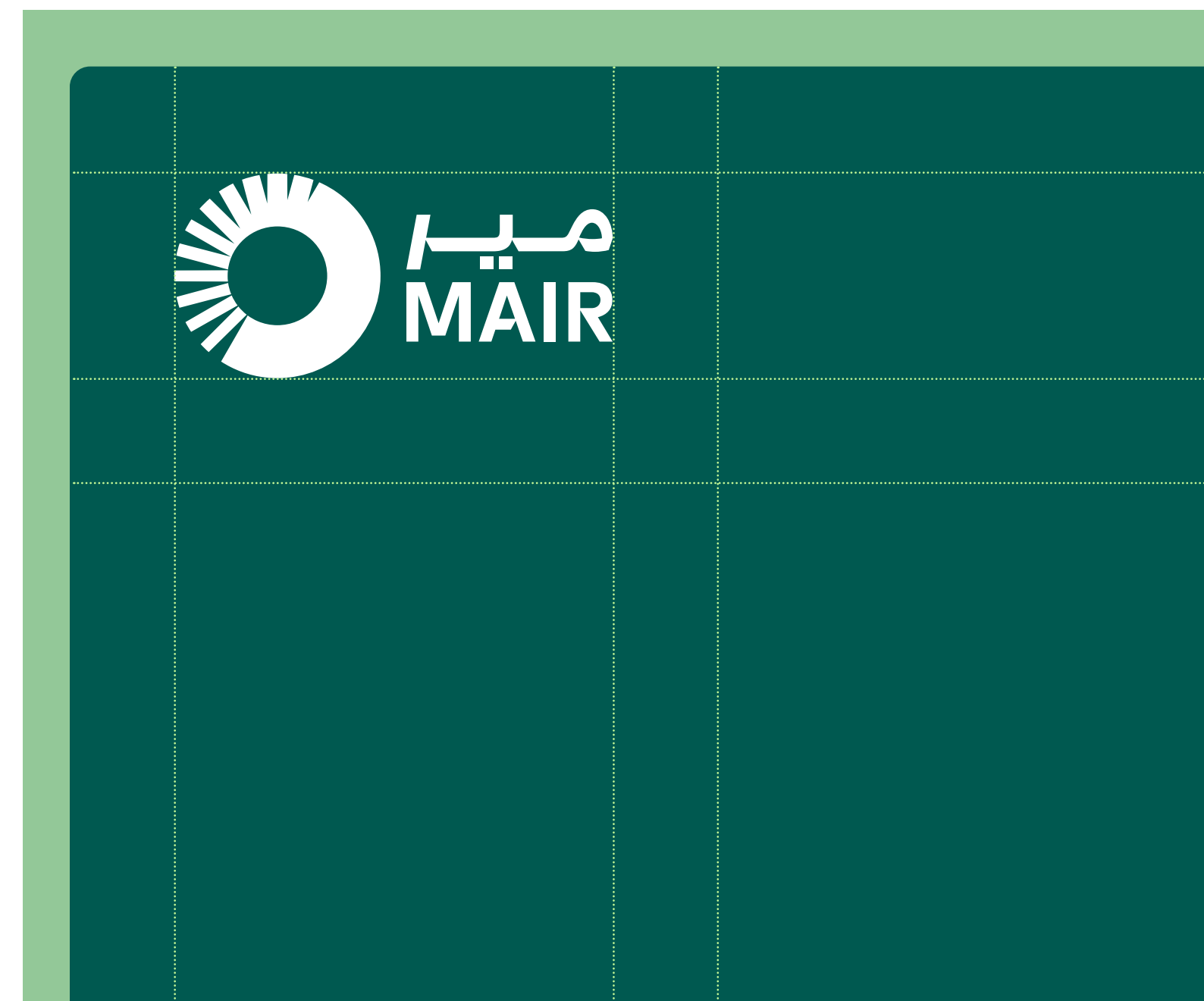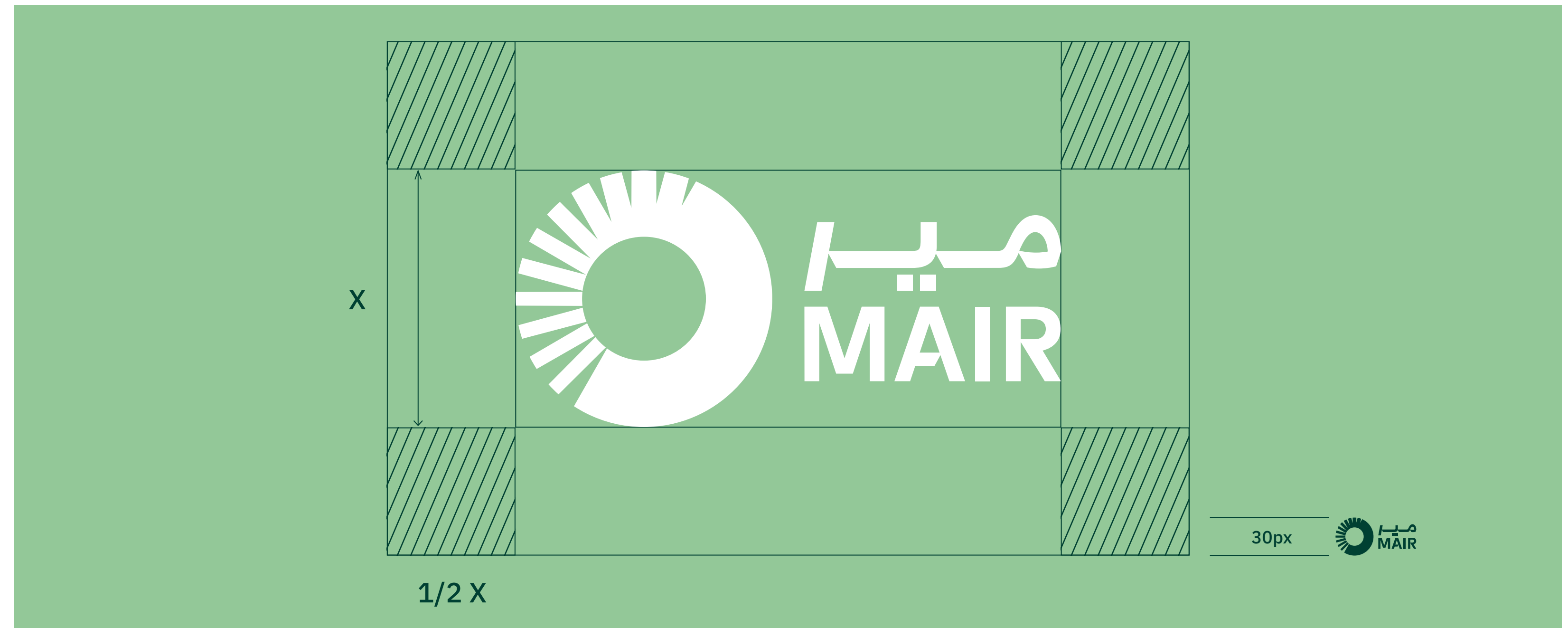
Identity Exclusion Zone

To ensure the MAIR brandmark always has enough space an exclusion area has been created. This area is based on the half width of MAIR's symbol.

The easiest way to decide 'X' is by the half size of the brandmark's height.
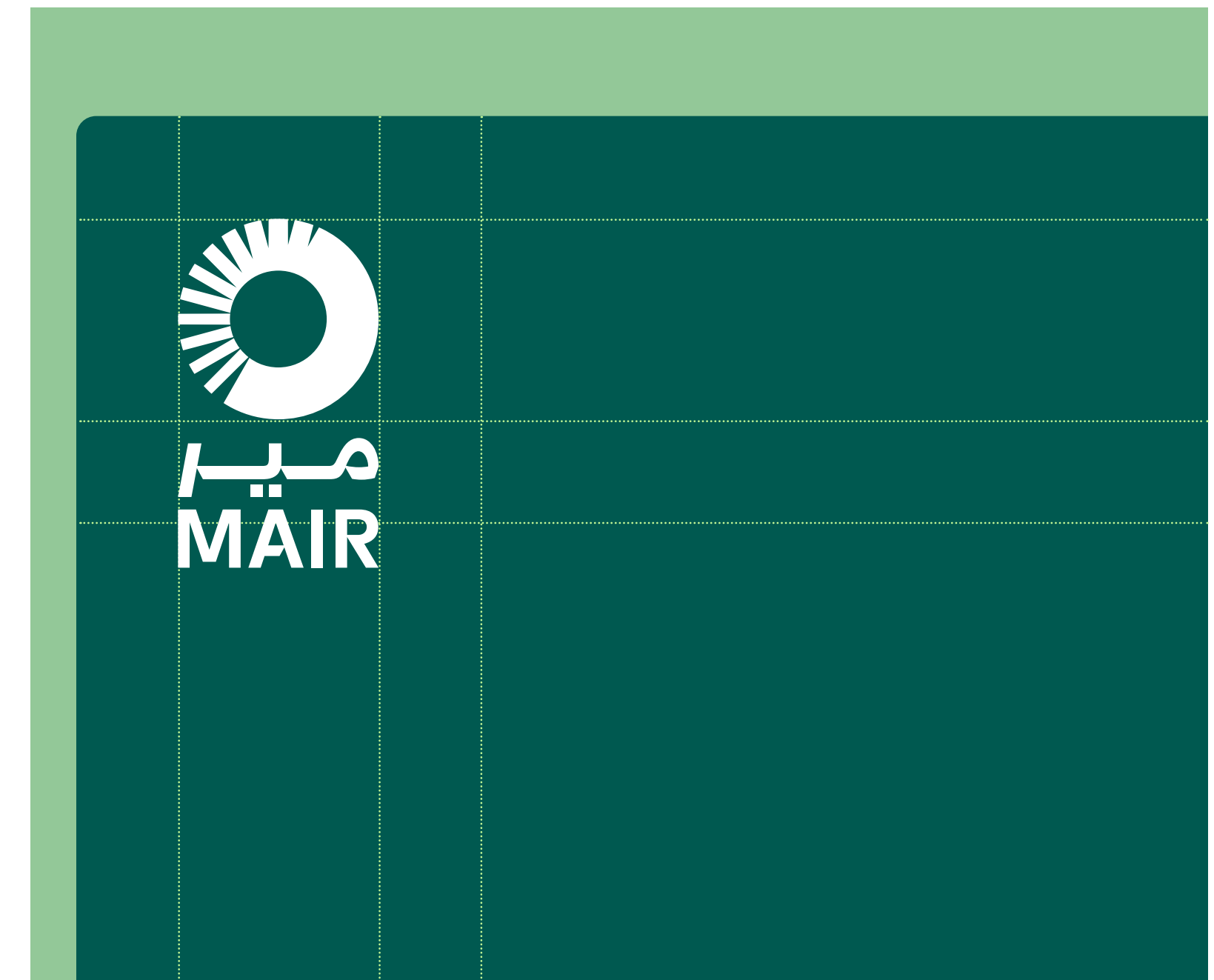
The smallest size that the brandmark can be produces is 30px.
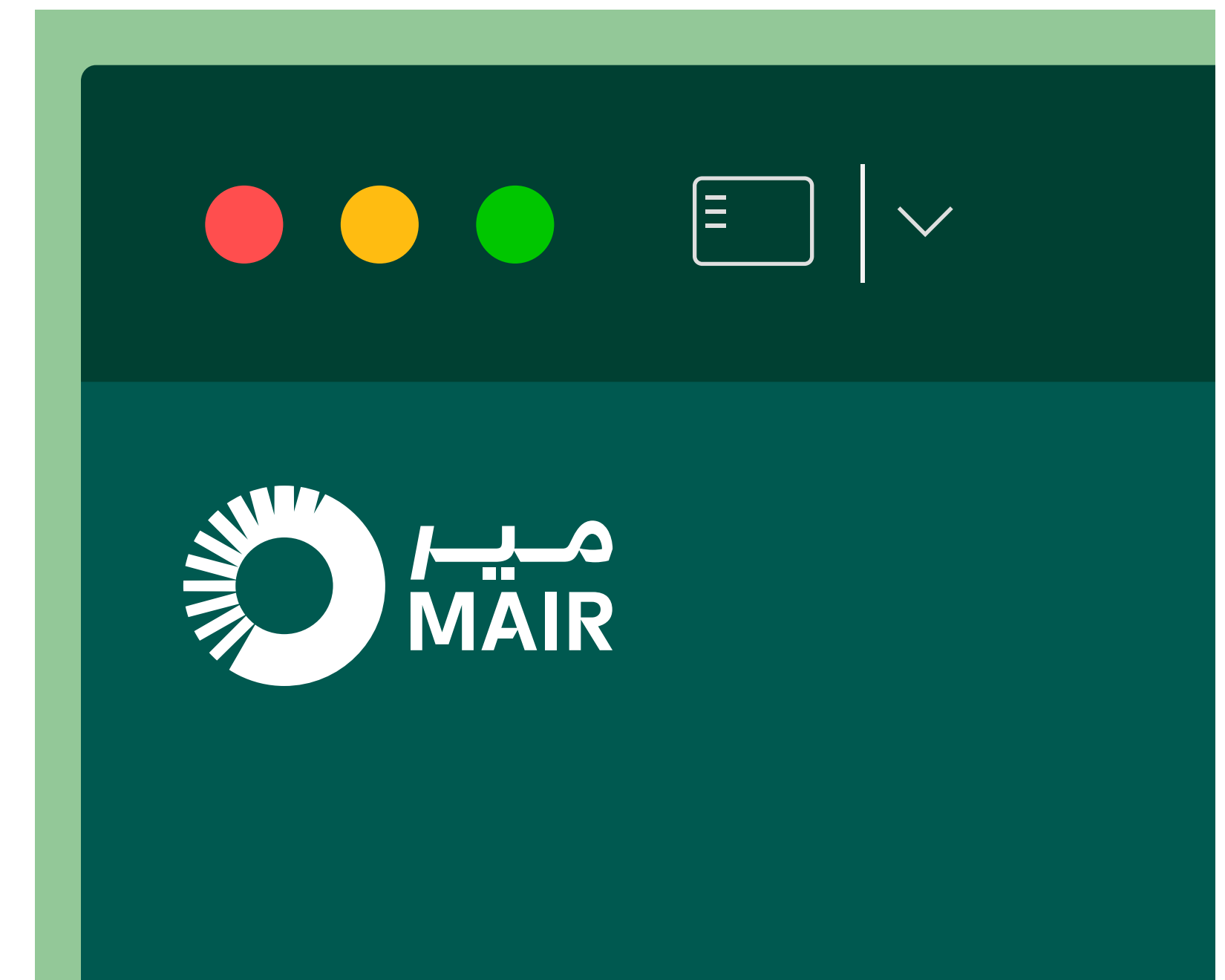
X

1/2 X

30px

Identity Exclusion Zone

The exclusion zone is the same for the portrait brandmark as the landscape version. Make sure that the rules are taken into account.

X

1/2 X

MAIR

Our Icon

The icon can be used on its own in cases where the whole brandmark is not suitable. Make sure that the exclusion zone is taken into account when sizing it on applications. It can be reproduced in any of the primary or secondary colours. However, it should be used in primary colours in the first instance.
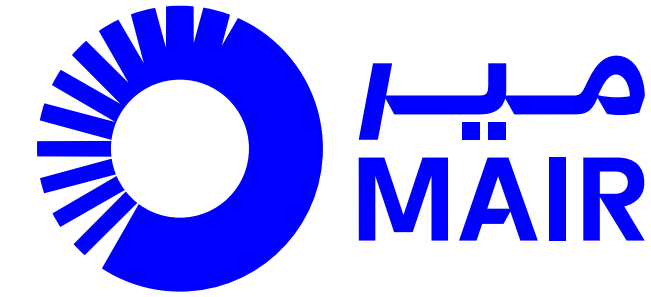
X

1/4 X
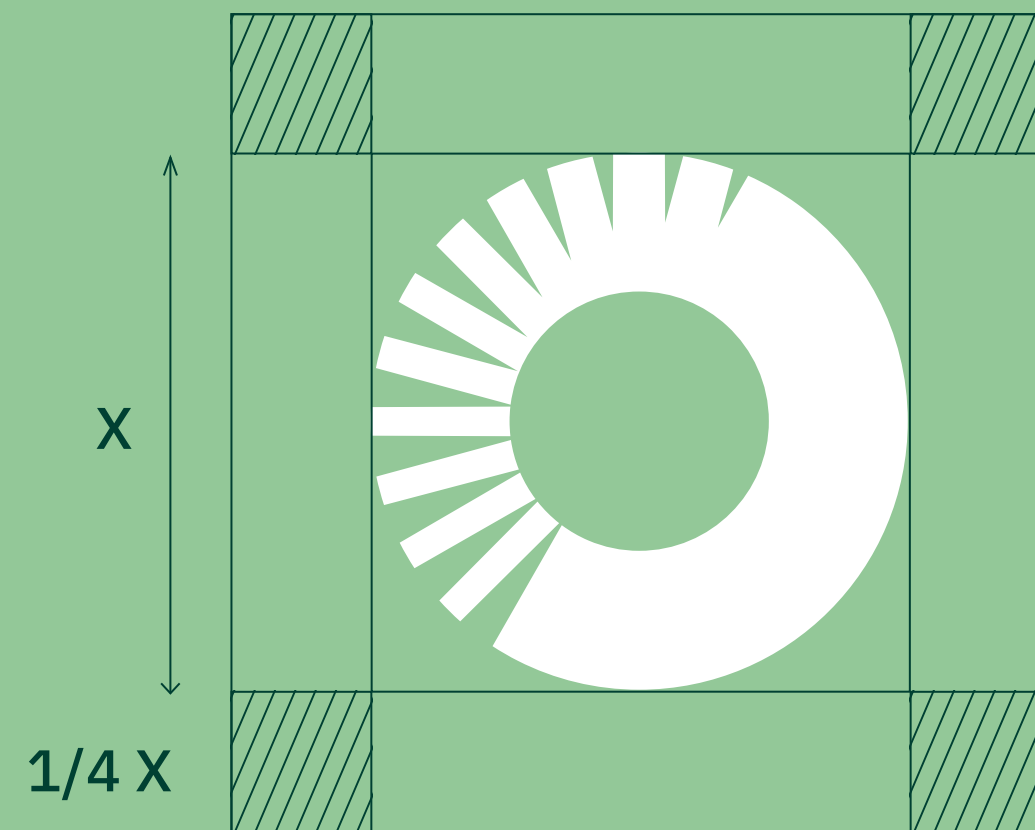
Identity Incorrect Usage

MAIR's Identity must be applied using the master artwork files only, below are examples of incorrect application and usage which must be avoided.

1 Do not change the identity colours.

2 Do not stretch the identity.

3 Do not change the word mark.

4 Do not put the identity on a background with poor contrast

5 Do not tilt the identity.

6 Do not place the Identity on a in-legible background.

Partnerships & Lockups

When the MAIR brandmark is locked up to another brand, care must be taken to make sure both brands are of equal prominence.
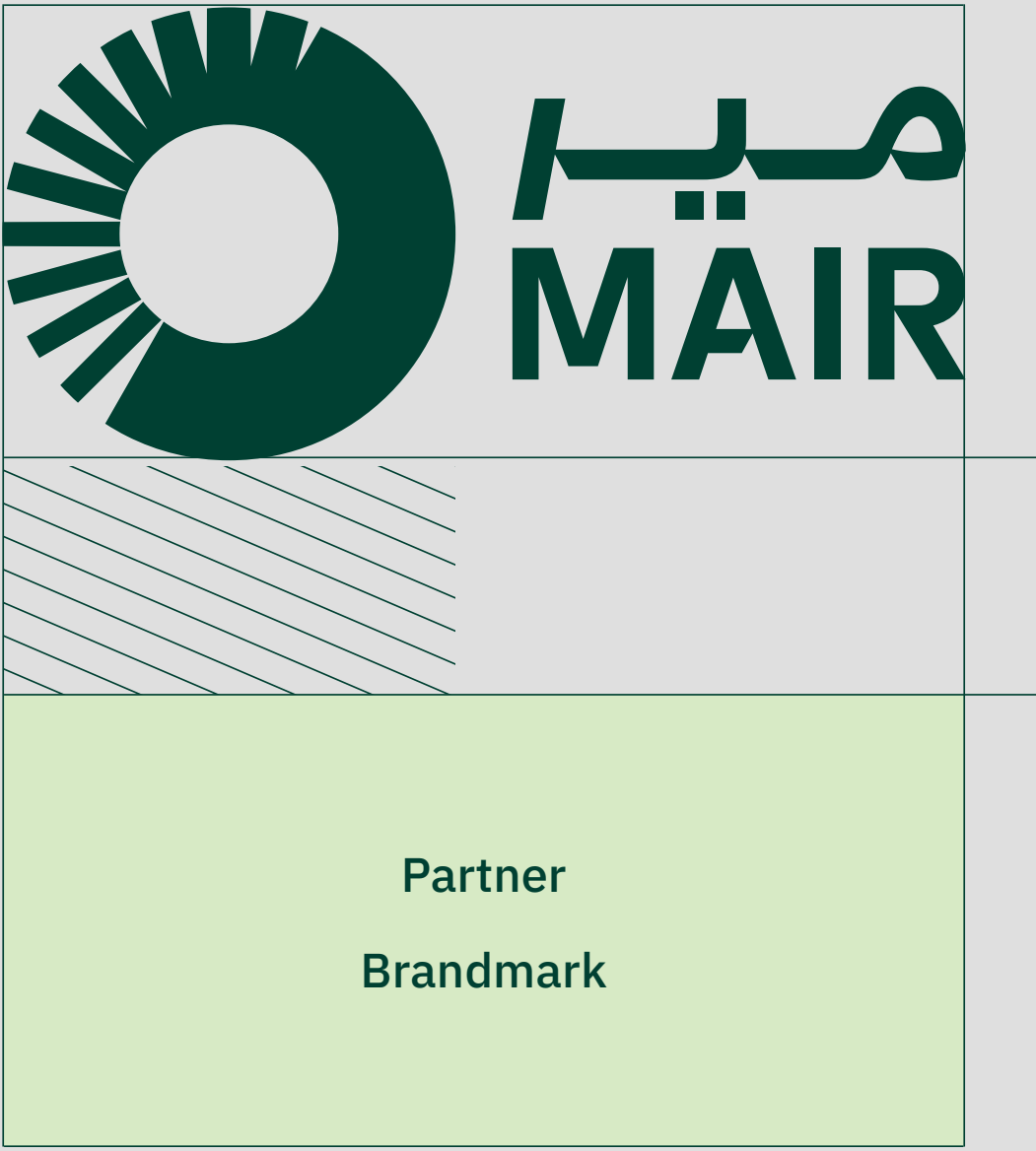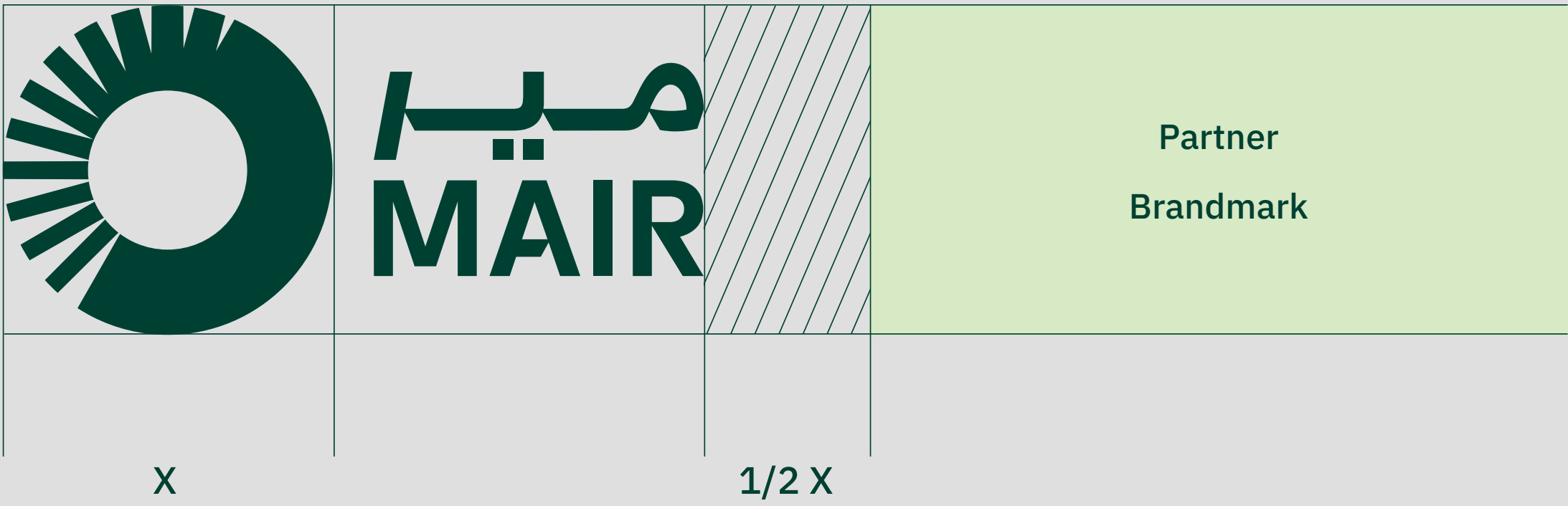
The size of the MAIR brandmark compared to the partnership brandmark varies depending on the partners brandmark.

1 - Vertical Partner Brandmark

When locking the MAIR vertical brandmark up to a vertical brandmark - the height must be equal of the partner. There must also be a space of at least 1/2 X between the two brandmarks.

2 - Horizontal Partner Brandmark

When locking the MAIR horizontal brandmark up to another horizontal brandmark - the height of the partner brandmark must not exceed the height of the MAIR brandmark. There must also be a space of at least 1/2 X between the two brandmarks.

ميـر
MAIR

Partner
Brandmark

X   1/2 X

ميـر
MAIR

Partner
Brandmark

Partner
Brandmark

ميـر
MAIR

Partner
Brandmark

X   1/2 X

Partnerships & Lockups

When the MAIR brandmark is locked up to another brand, care must be taken to make sure both brands are of equal prominence.
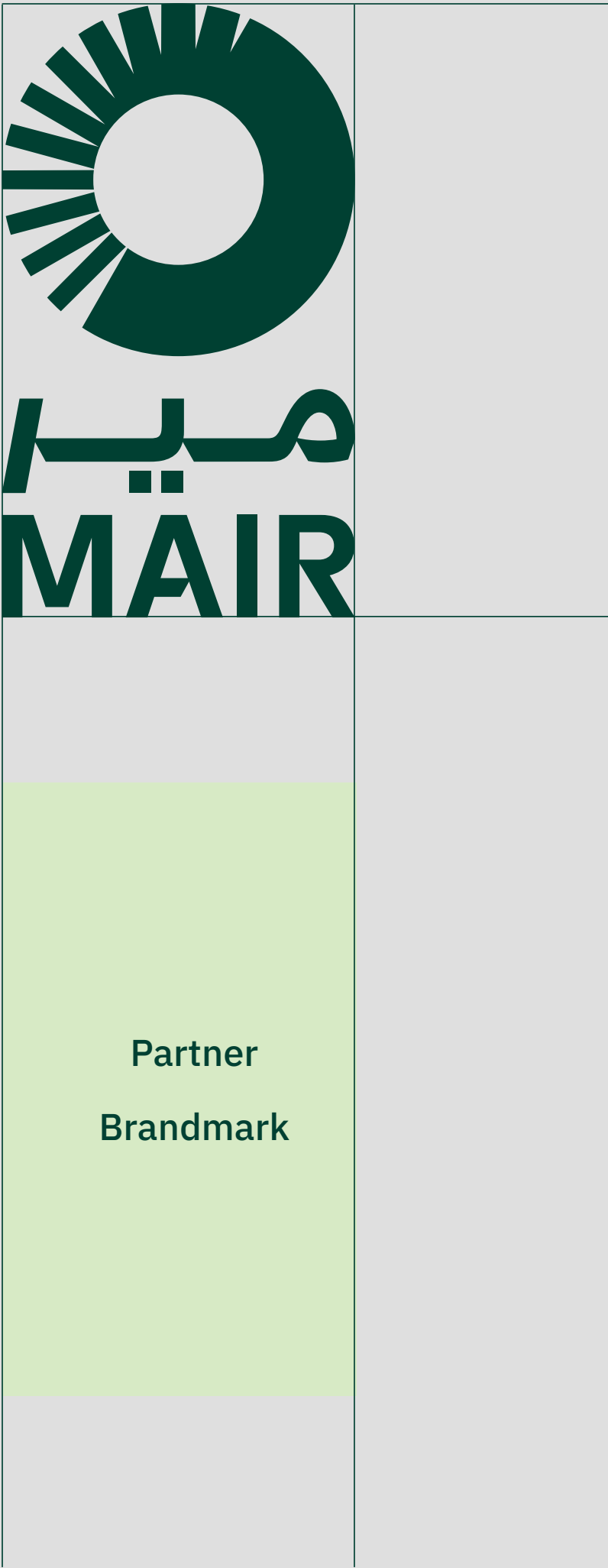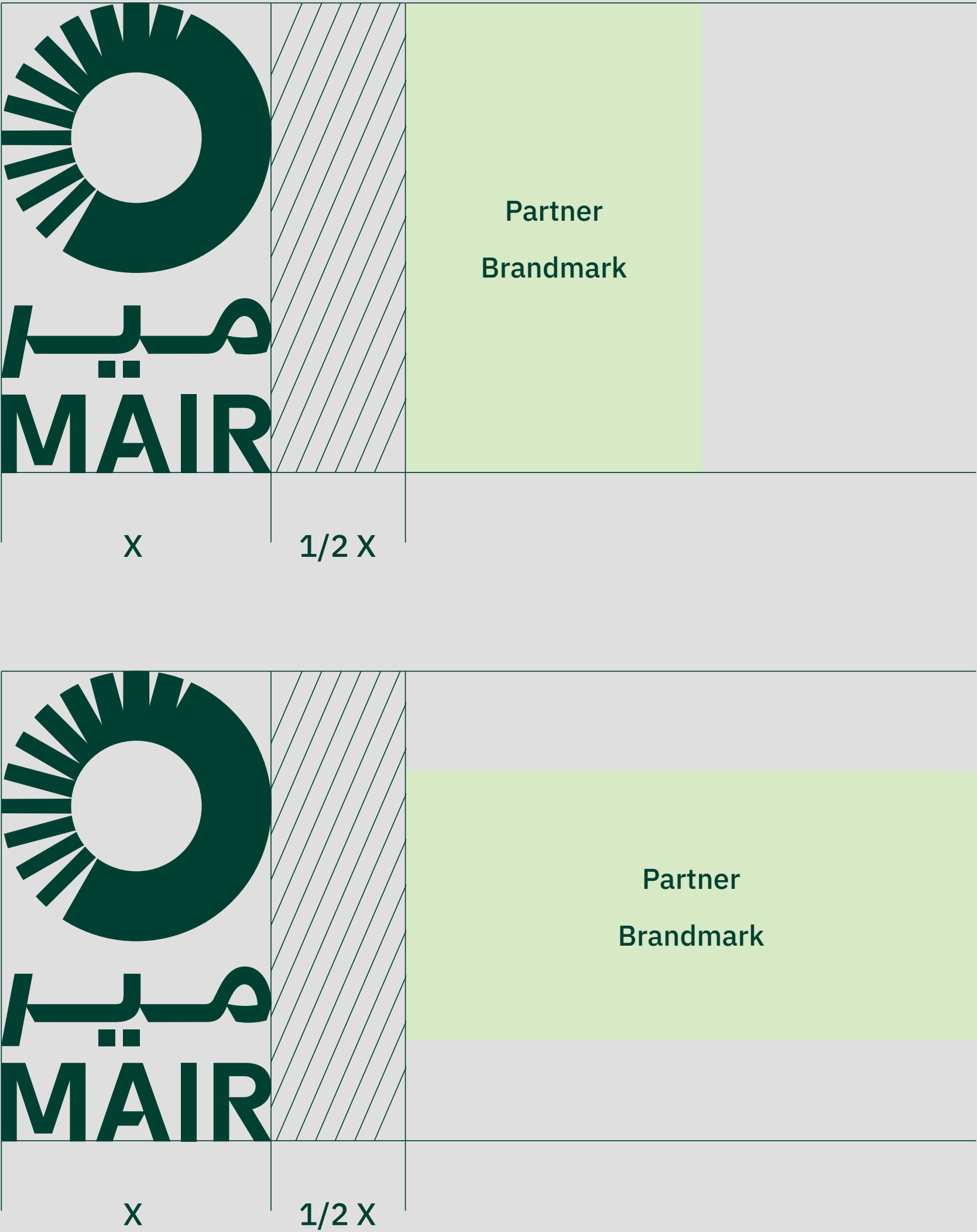
The size of the MAIR brandmark compared to the partnership brandmark varies depending on the partners brandmark.

1 - Vertical Partner Brandmark

When locking the MAIR vertical brandmark up to a vertical brandmark - the height must be equal of the partner. There must also be a space of at least 1/2 X between the two brandmarks.

2 - Horizontal Partner Brandmark

When locking the MAIR horizontal brandmark up to another horizontal brandmark - the height of the partner brandmark must not exceed the height of the MAIR brandmark. There must also be a space of at least 1/2 X between the two brandmarks.

Partner Brandmark

X   1/2 X

Partner Brandmark

X   1/2 X

Partner Brandmark

Colour Palette

Primary Colours

The primary colour palette is used for the brandmark and details throughout the brand look and feel, such as text, graphic device and applications.

For consistent and accurate reproduction of the MAIR brand colours, follow the breakdowns described here.

It is important to use these breakdowns correctly, according to which piece of collateral it's being used on. For print; Pantone colours are used. In events where Pantone can not be used, please use the CMYK values provided. For all digital uses please use the RGB breakdowns provided.

ROYAL

Pantone 3308 C
CMYK 100 42 83 50
RGB 0 64 50
HEX #004032

SAGE

Pantone 2260 C
CMYK 42 16 49 0
RGB 147 200 152
HEX #93C898

KIWI

Pantone 373 C
CMYK 21 0 48 0 !!
RGB 194 245 149
HEX #C2F595

!! This colour should be used as a spot wherever possible to maintain vibrancy and colour consistency.

Secondary Colours

For consistent and accurate reproduction of the MAIR brand colours, follow the breakdowns described here.

It is important to use these breakdowns correctly, according to which piece of collateral it's being used on. For print; Pantone colours are used. In events where Pantone can not be used, please use the CMYK values provided. For all digital uses please use the RGB breakdowns provided.

Primary Colour Palette

The primary colour palette is used for the brandmark and details throughout the brand look and feel, such as text, graphic device and applications.

LEAF

Pantone 4212 C
CMYK 42 13 87 0
RGB 172 184 76
HEX #7DAF35

MUSHROOM

Pantone 7528 C
CMYK 32 27 40 0
RGB 183 177 157
HEX #A7A08A

DRAGON

Pantone Cool Gray 1 C
CMYK 10 7 8 0
RGB 234 233 234
HEX #DFDFDF

FRESH

Pantone 2280 C
CMYK 69 32 90 17
RGB 100 122 65
HEX #1A6928

MANGROVE

Pantone 626 C
CMYK 79 39 59 20
RGB 78 109 100
HEX #005950

FOREST

Pantone 3435 C
CMYK 84 46 91 55
RGB 50 70 43
HEX #002B09

Foil

There are cases where the brandmark needs to look more premium. There are two metallic foils that can be used for this instance. Make sure that the foil is from FoilCo and that the references are correct as different suppliers will have different colours and backing adhesive. These foils have been tested with different paper and textures and are the most suitable to use.

Please do not use cheap equivalent foils and allow procurement time for sourcing the right foils.

923-6734
New Penny
Copper

6420
Stellar
Silver

Typography

IBM Plex Sans Arabic

أ ب ت ث ج ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن و ي
٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Arabic Font Family - Weights

آي بي إم بليكس عادي
آي بي إم بليكس متوسط
آي بي إم بليكس سميك

إثراء الحياة المجتمعية،
صناعة المستقبل

IBM Plex Sans Arabic

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@#$%&!*( )

English Font Family - Weights

IBM Plex Sans Regular
IBM Plex Sans Medium
IBM Plex Sans Bold

ENRICHING LIVES, BUILDING FUTURES

Photography

Photography Style

The photography library has been split into several areas, People, Source and Community, and behind the scenes. When used together they create an overall visual platform of MAIR and reinforce the professionalism and high level of service that is offered.

Adding to the library will require careful selection so that the images are not too clichéd. Images of people shaking hands or pen signing a paper will not fit the overall narrative and should not be selected.

Images can either be used as full colour or as duo-tones depending on the application.

Quality and care of suppliers

Assisting food security

Transportation

The environments created

The purchase environment

Goods ordering and quality control

The people behind the decisions, the team work, and the individuals that make MAIR happen.

The expression of community - families brought together and sharing. The end product

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What not to do

Saturated images of cityscapes or any subject that doesn't fit with our library

Sepia toned images.

Bad models that have incorrect attire and/or are looking to camera with clichéd set up.

Black and white images.

Studio shots of food.

Staged portraits with negative connotations

Photo-shopped grouping of images

Sunburst images or images with bad cropping

The People

People of MAIR are important to show in their environment. These image will follow the whole supply chain from farm to office to store. With a dedicated workforce, we should demonstrate our wide range of skills, expertise and backgrounds whenever possible.

Business photography should capture the dynamic energy of a thriving industry, highlighting the tangible steps of the supply chain. The tone should be upbeat and globally oriented. Every image should feel authentic, creating a genuine emotional connection with the viewer and the campaign's message.

Dedicated workforce

Teamwork

behind the scenes

Credit: FG Trade

Team work

Team work

Quality

Distribution center

No matter the subject, strive to convey a sense of collaboration. When people are the focus, they should be shown working together and engaging with each other.

Credit: Alistair Berg
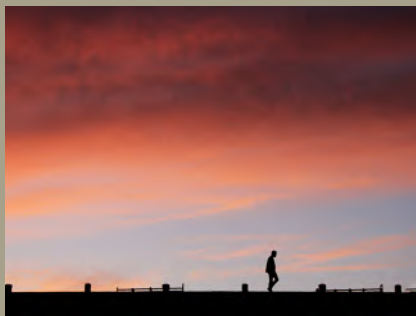
On the shop floor

Management in store

Office

Office environment

Store manager checking product

The Source

Technology

Care

The tone of the photography should be human, natural, and aspirational. Images should be authentic, featuring bright, vibrant colours. They should capture people in their natural environments, engaged in their usual activities, showcasing the quality and action of their skills.

Technology behind the farming

The people behind the food growing

Personal touch

The farming of product

The product

Freshness

Macro shots of the detail that goes into farming or creating the product

Quality

The Community

Family orientated shopping experiences

Different ages of people and family enjoying the ecosystem environment

End product for community with family of all ages

Macro shots of community and what it means

Togetherness experiences

The fun of shopping

These are shopping with family that tell a story

Our Brand
Tone of Voice
Logo
Colour
Typography
Photography
Iconography
Components
Composition
Applications
Contact

People behind
transportation

Manufacture

Architecture

Mall architecture

Quality

Transportation

Distribution centers

Scale

Scale

Mall movement

Transport

Mechanics of transportation

Distribution

Photography Style | Ai

In some instances generic images are more suitable to be used. A macro Ai image is best suited for this case as it shows detail in an abstract way with the inclusion of the brandmark. To create these images we would recommend using Adobe Firefly.

Note: Not every creation will be suitable; use with caution. Images need to reflect the core MAIR messages and brand narrative.
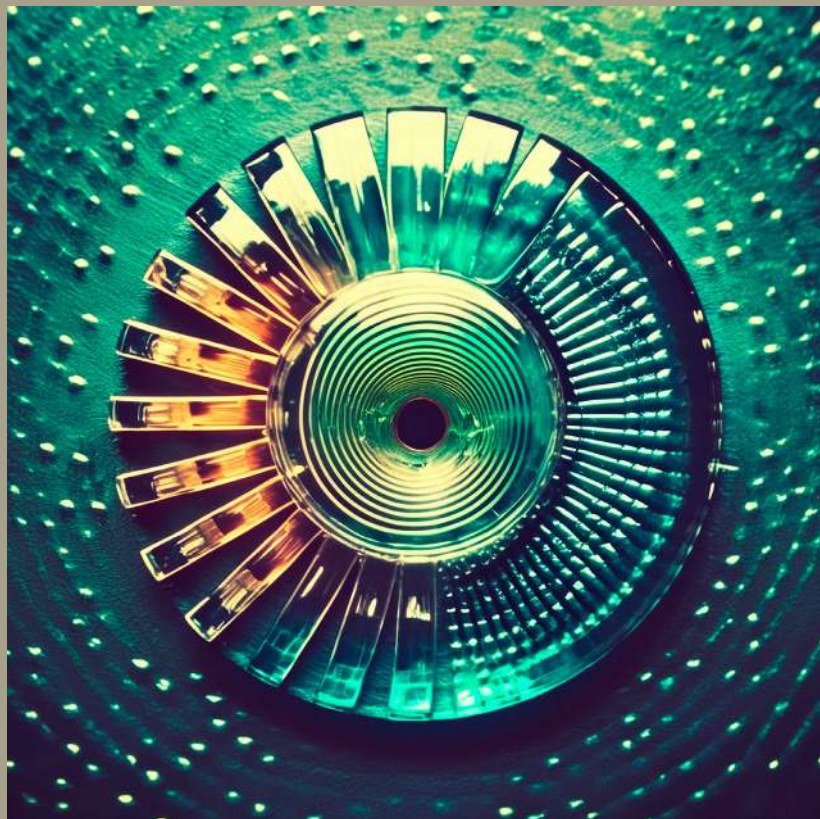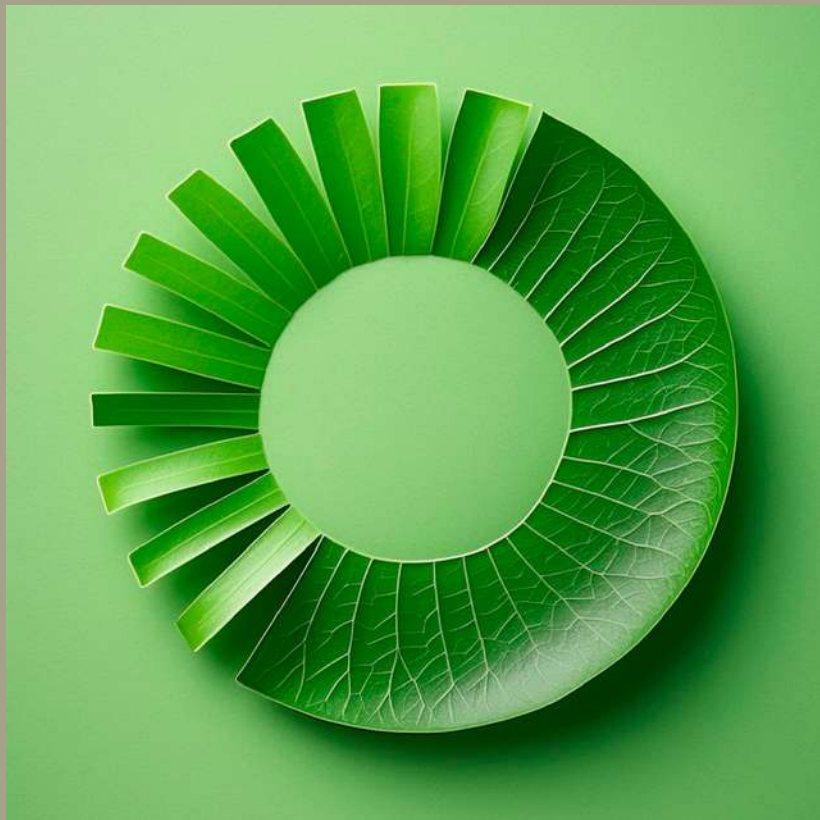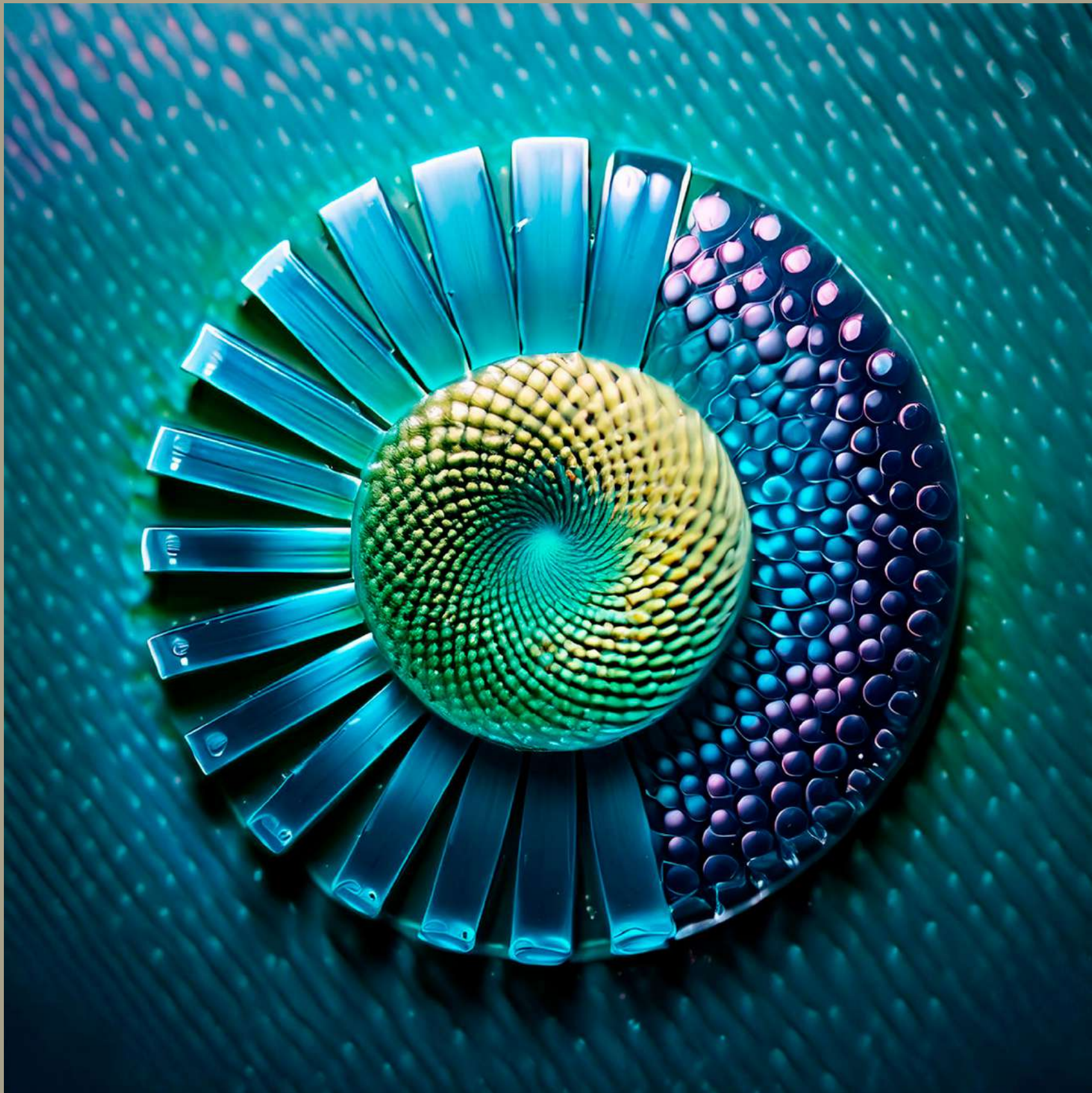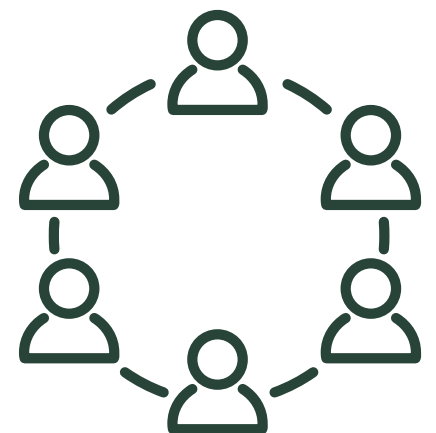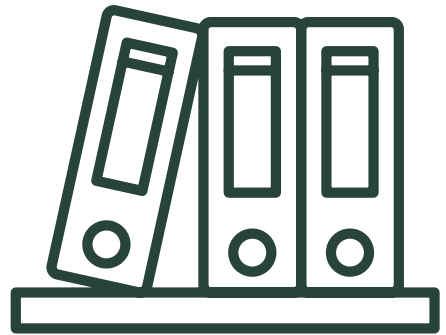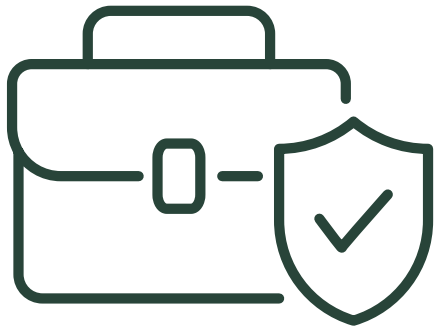
Iconography

Iconography

The icons that make up the brand icon library are fundamental to the construction and use of the brand. The iconography is designed with medium outline, rounded corners, little detail but it is easy to read.
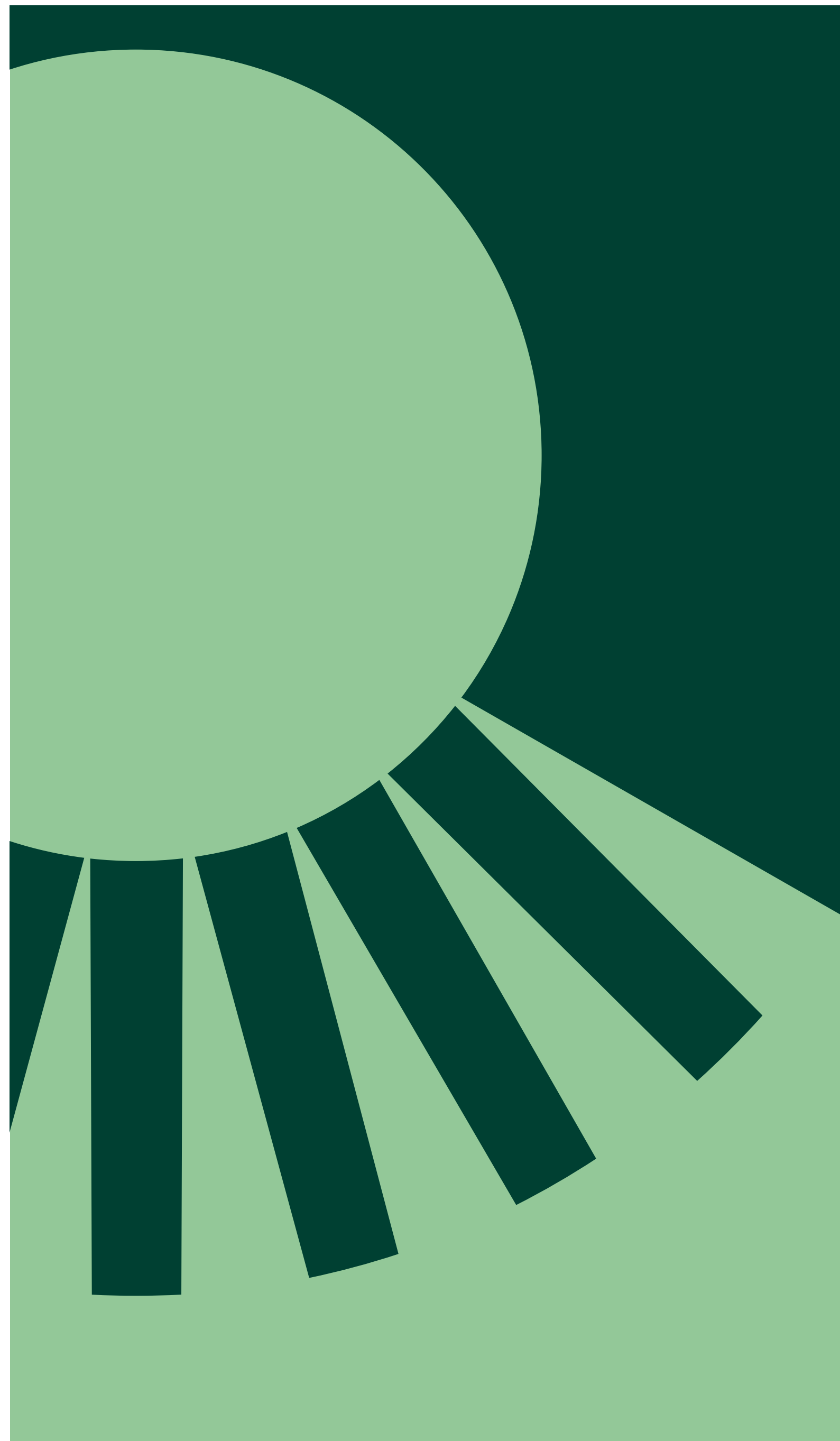
Components

Supergraphic

The supergraphic, or 'sprocket' can be placed anywhere on the page. Make sure that over a quarter of the graphic is used to maintain its power. A filled version is available to be used in conjunction with graphics.

Supergraphic | Portrait

The supergraphic can be placed anywhere on the page. Make sure that over a quarter of the graphic is used to maintain its power. A filled version is available to be used in conjunction with graphics.

X

2X

Supergraphic | Landscape

The supergraphic can be placed anywhere on the page. Make sure that over a quarter of the graphic is used to maintain its power. A filled version is available to be used in conjunction with graphics.

X

2X
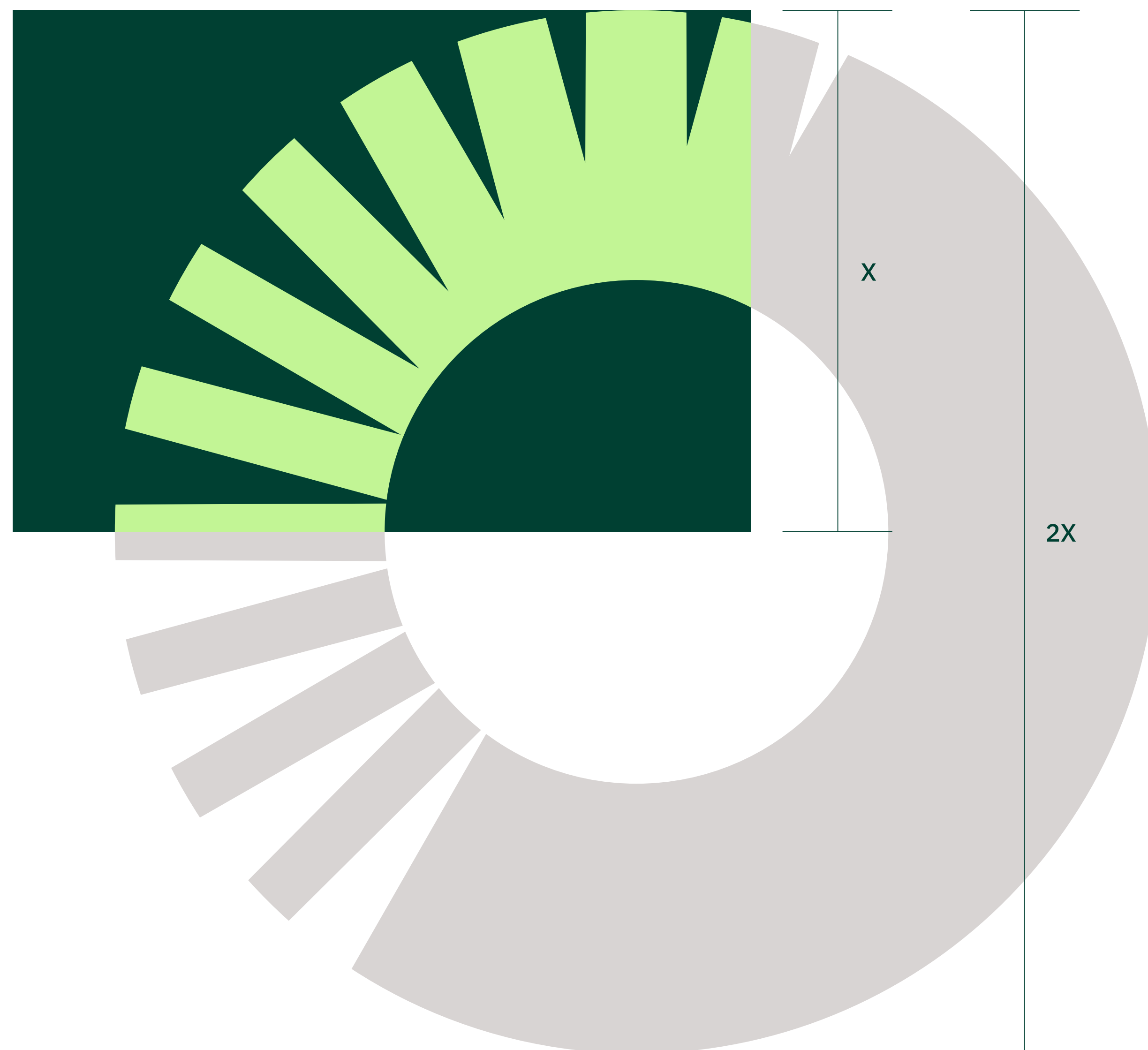
Supergraphic | Images

These are examples on placing an image inside the supergraphic. Make sure that there is enough contrast between the background and the image used.

Contact

Our Brand

Tone of Voice

Logo

Colour

Typography

Photography

Iconography

Components

Composition

Applications

Contact

For more information contact
the Marketing & Communications
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800 MAIRAE
marketing@mairgroup.com

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