



Brand Guidelines

Version 1.3 (A.) 2024





Our Brand





Our Brand

Tone of Voice

Logo

Colour

Typography

Contact

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 العالي لدعم المجتمع المحلي ضمن رؤية مستقبلية مبنية على القيم الإنسانية.



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Our Purpose

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

هدفنا

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



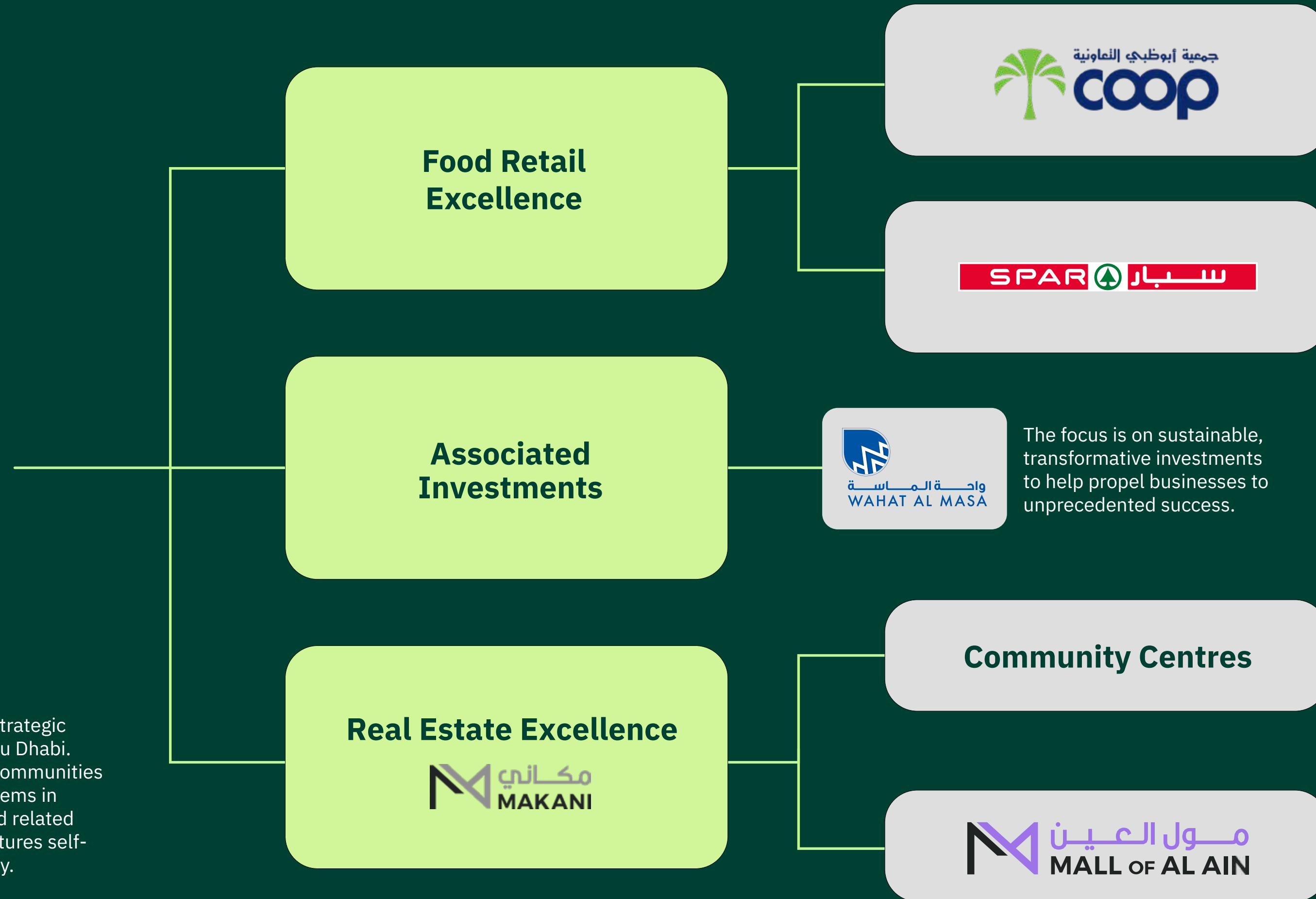
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MAIR and its Subsidiary Businesses

Positioning and Messaging



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.



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 - Abu Dhabi Co-Op 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.

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.



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الرسالة

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 إمكاناتها الكامنة لدعم الرفاهية الاقتصادية والاجتماعية في الدولة.

القيم (مبادئنا الراسخة)

الشراكات الاستراتيجية،
نمو المجتمع، الابتكار والريادة،
تحقيق الفائدة المرجوة، النزاهة.

الرؤية

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



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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



Our Brand Essence

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نثري الحياة،
نبني المستقبـل

Enriching lives,
Building Futures



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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





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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.



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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.



ماير
MAIR



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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.

1



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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.





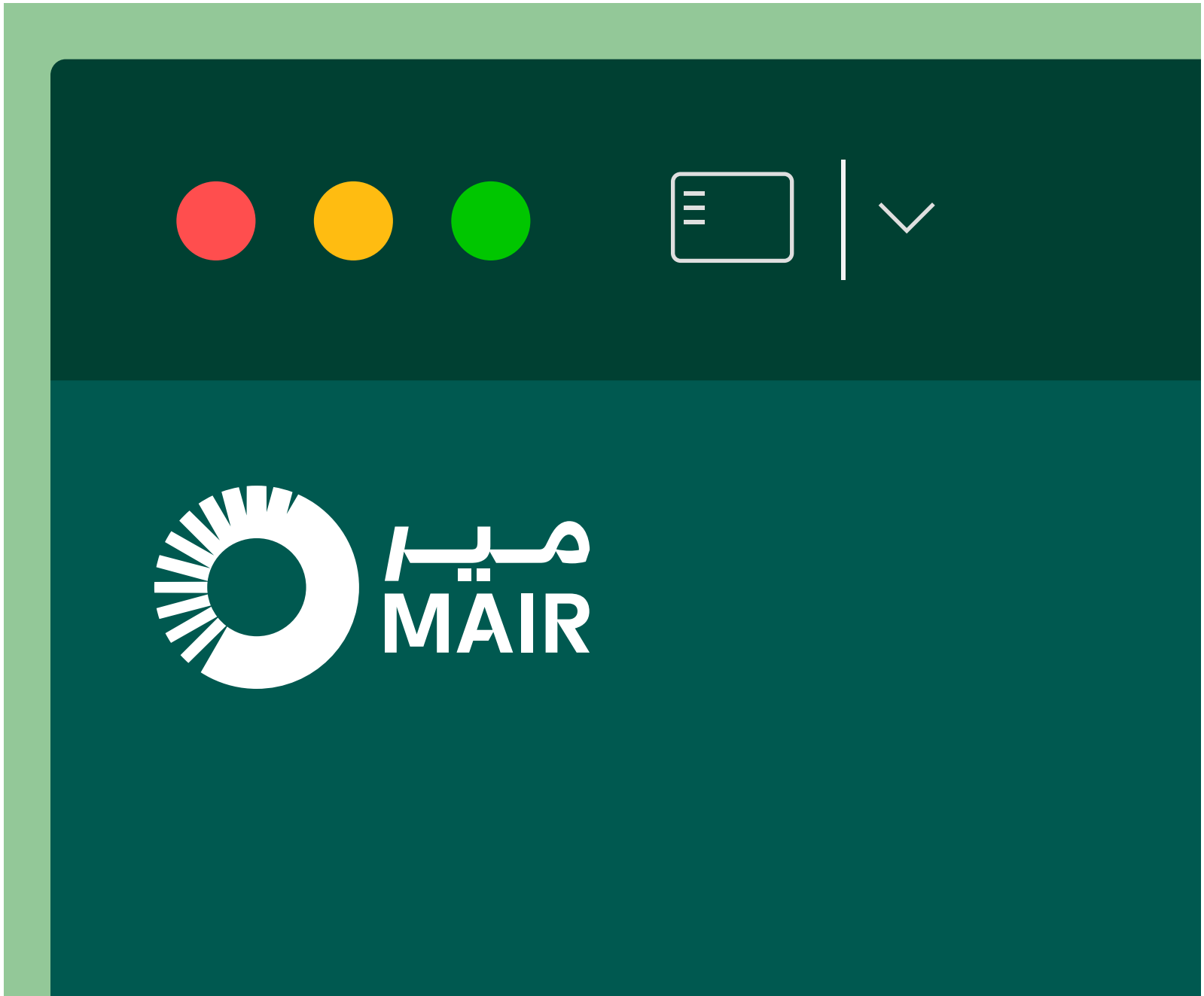
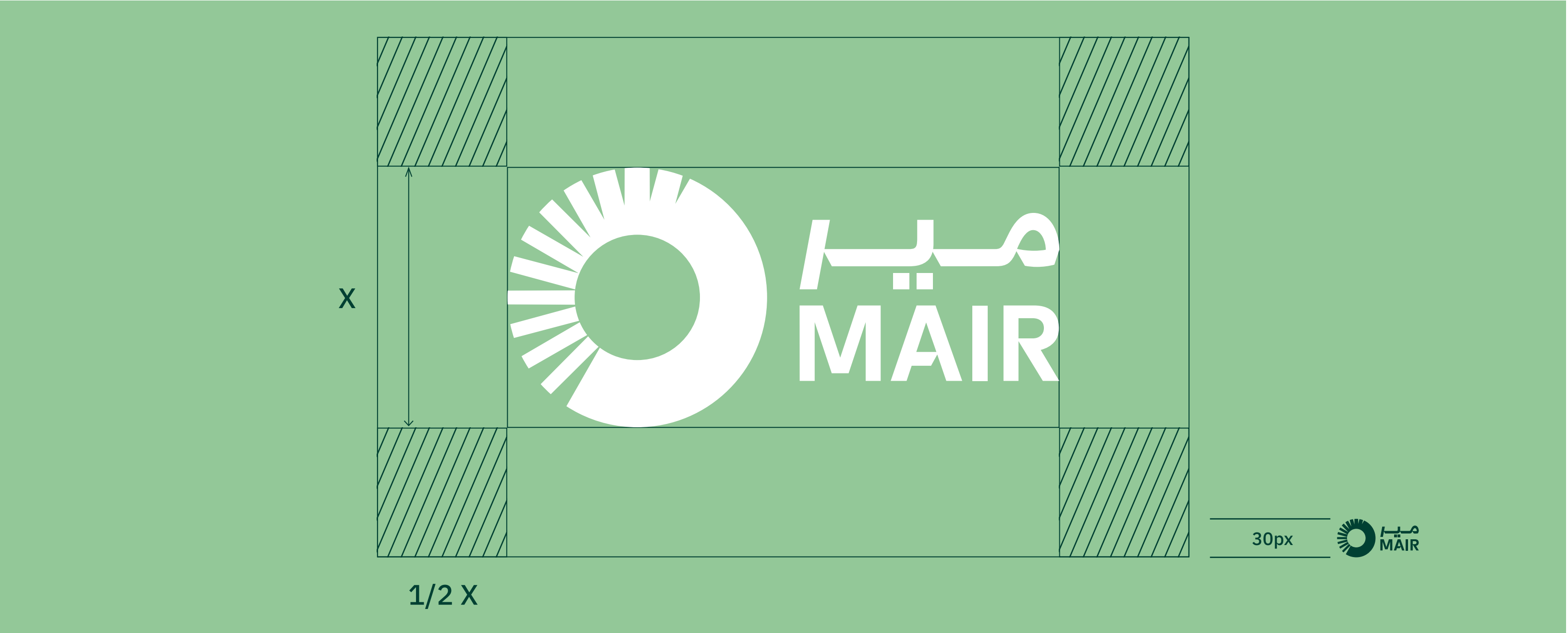
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Identity Exclusion Zone

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.

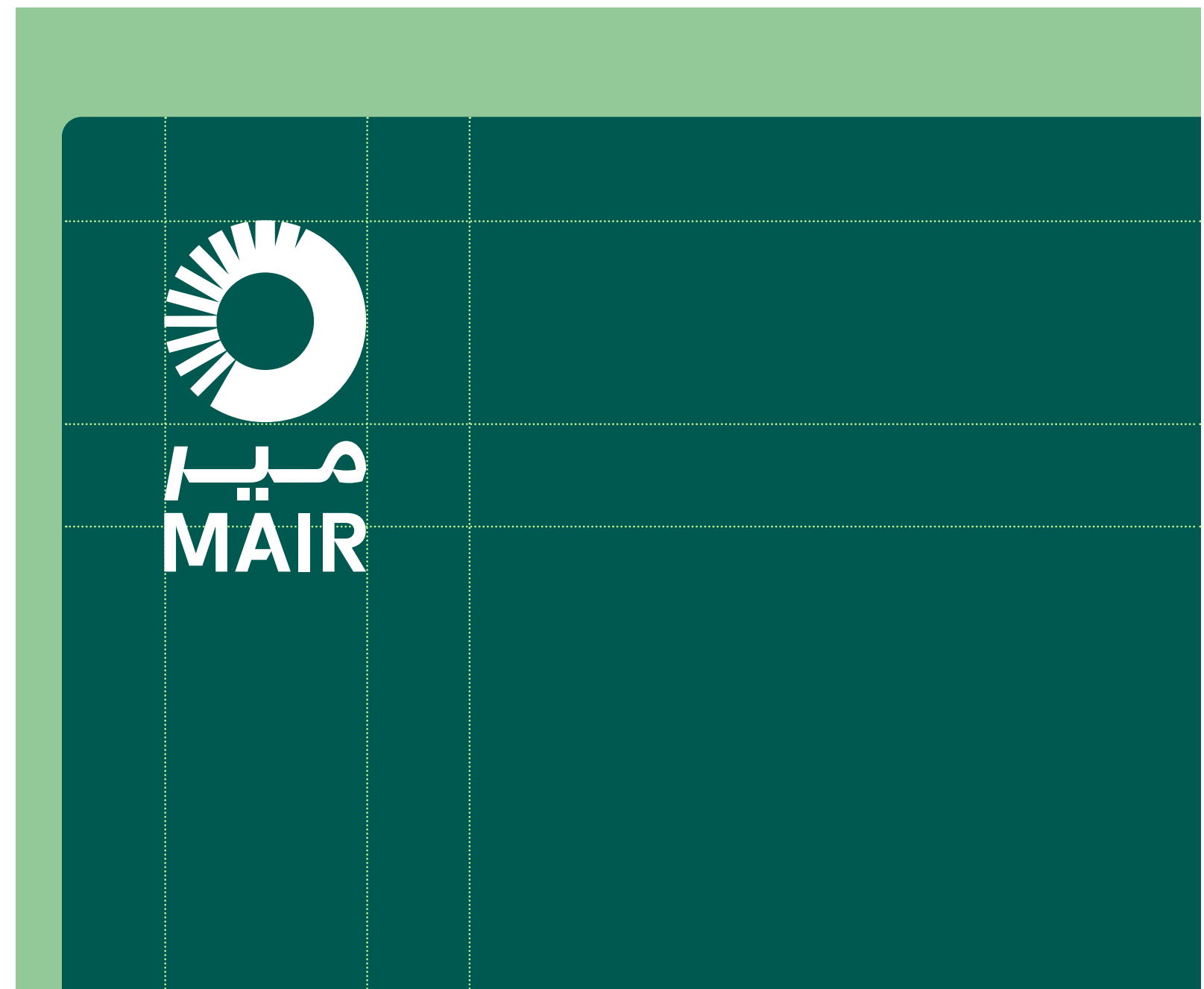




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Identity Exclusion Zone

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

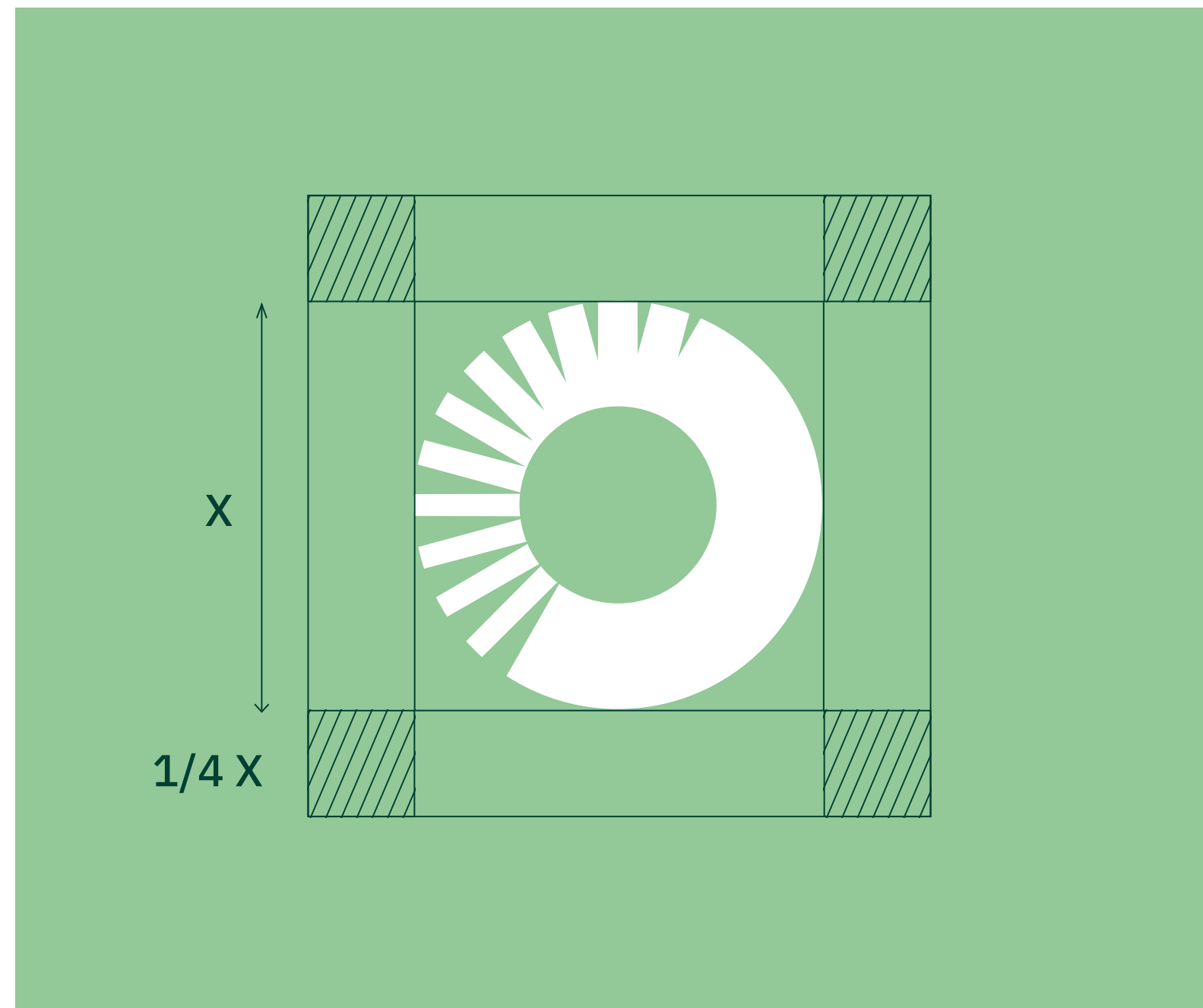




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Our Icon

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.





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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.





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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.

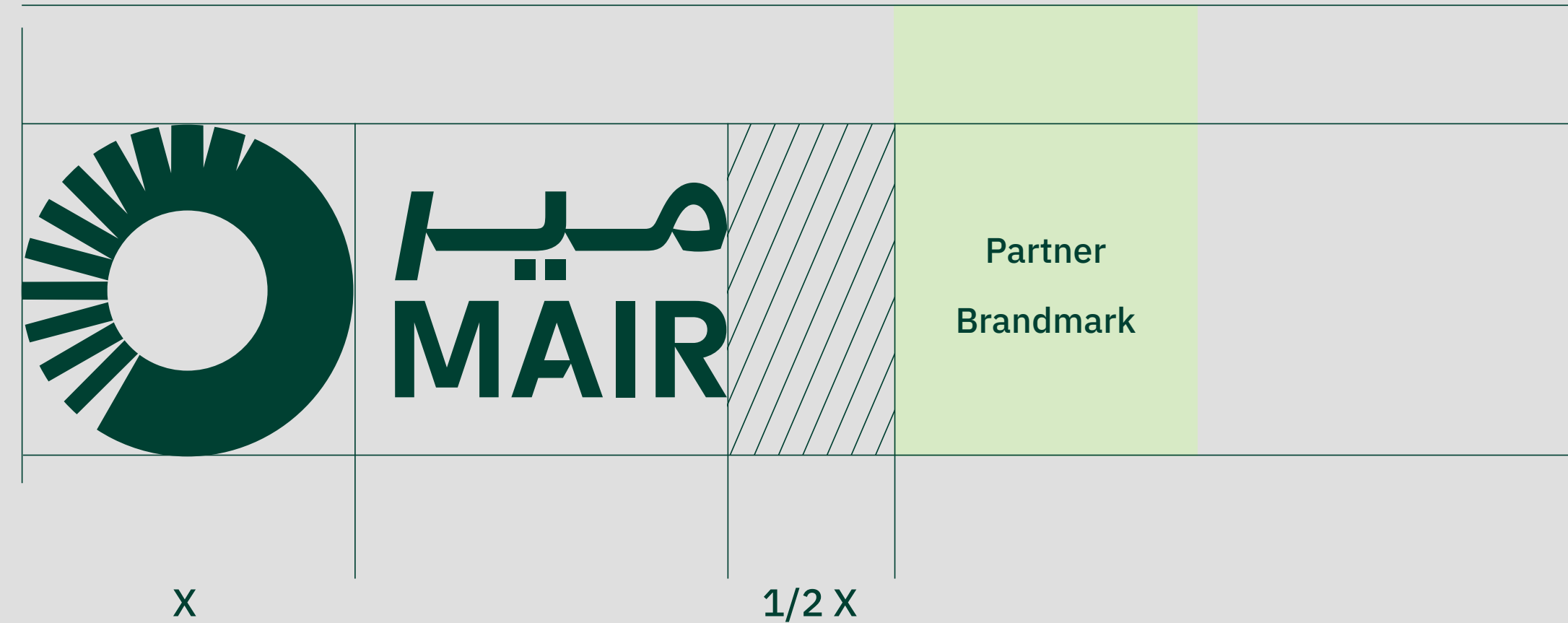
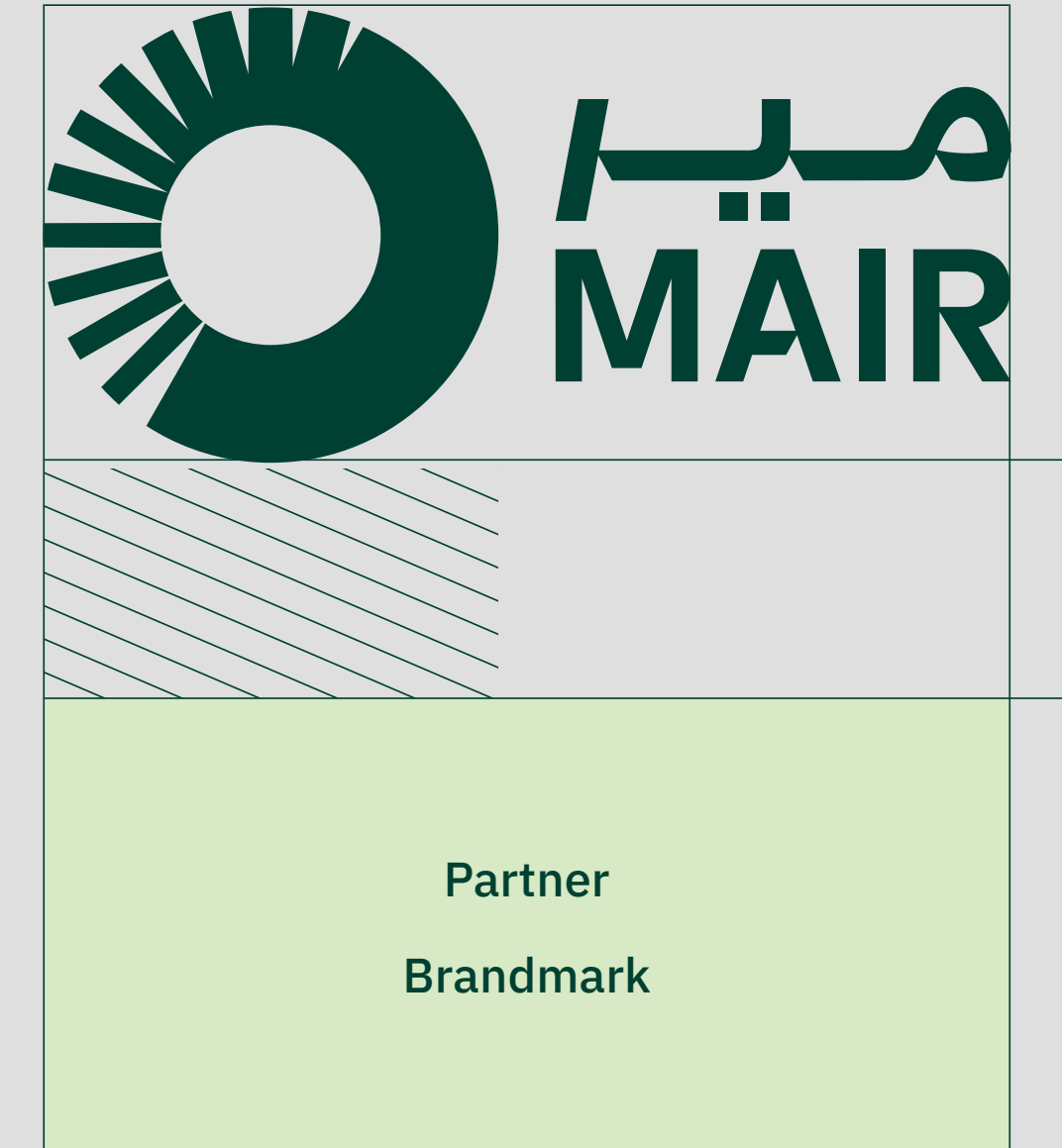
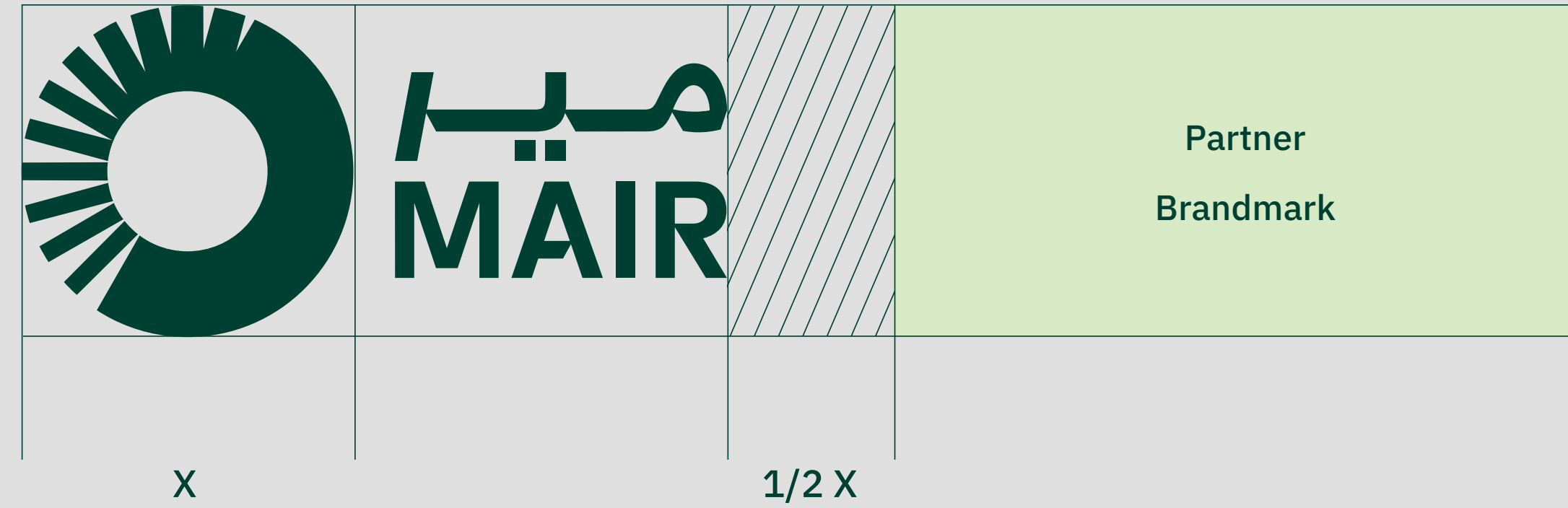
The size of the MAIR brandmark compared to the partnership brandmark varies depending on the partners brandmark.

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.





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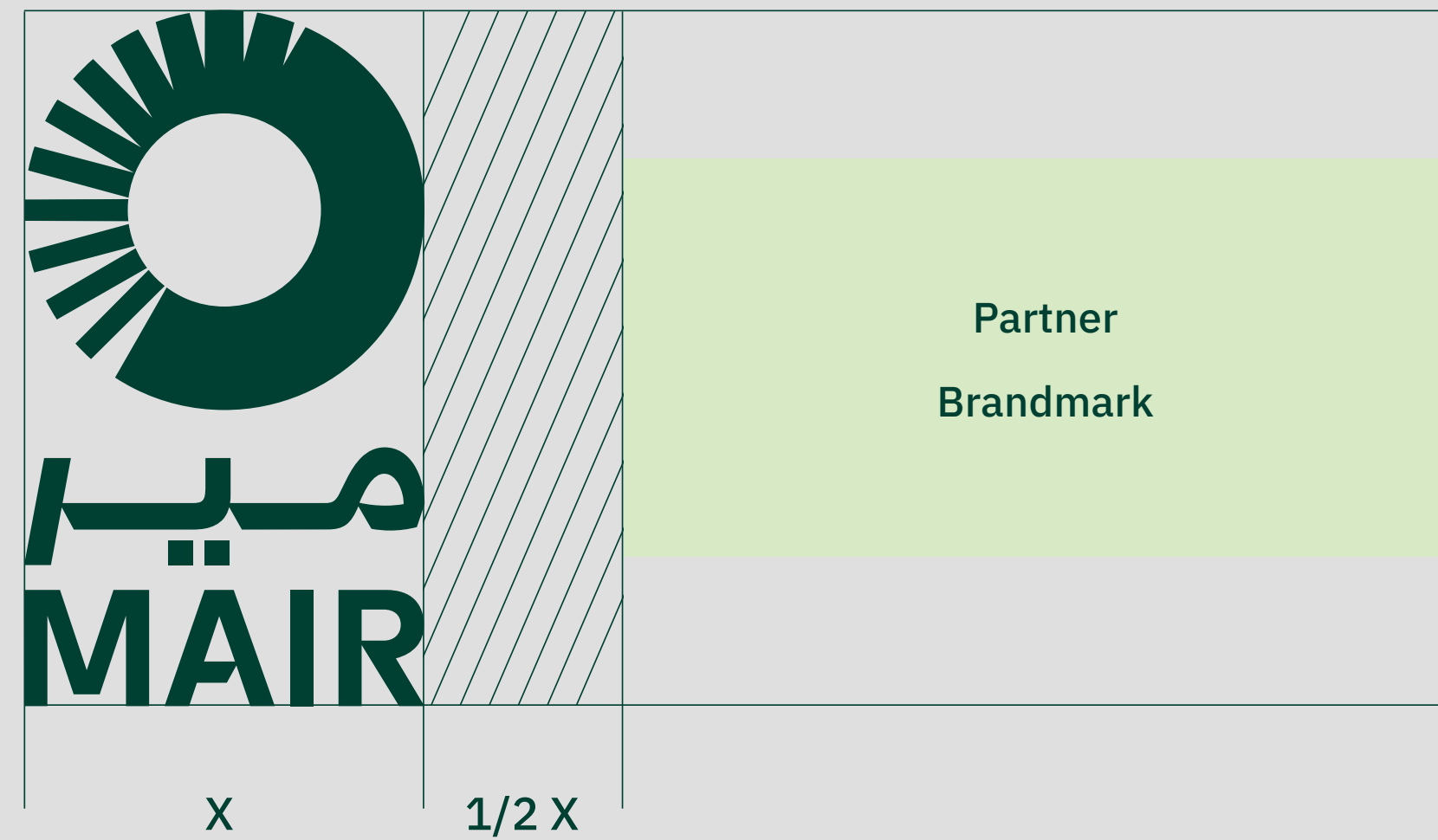
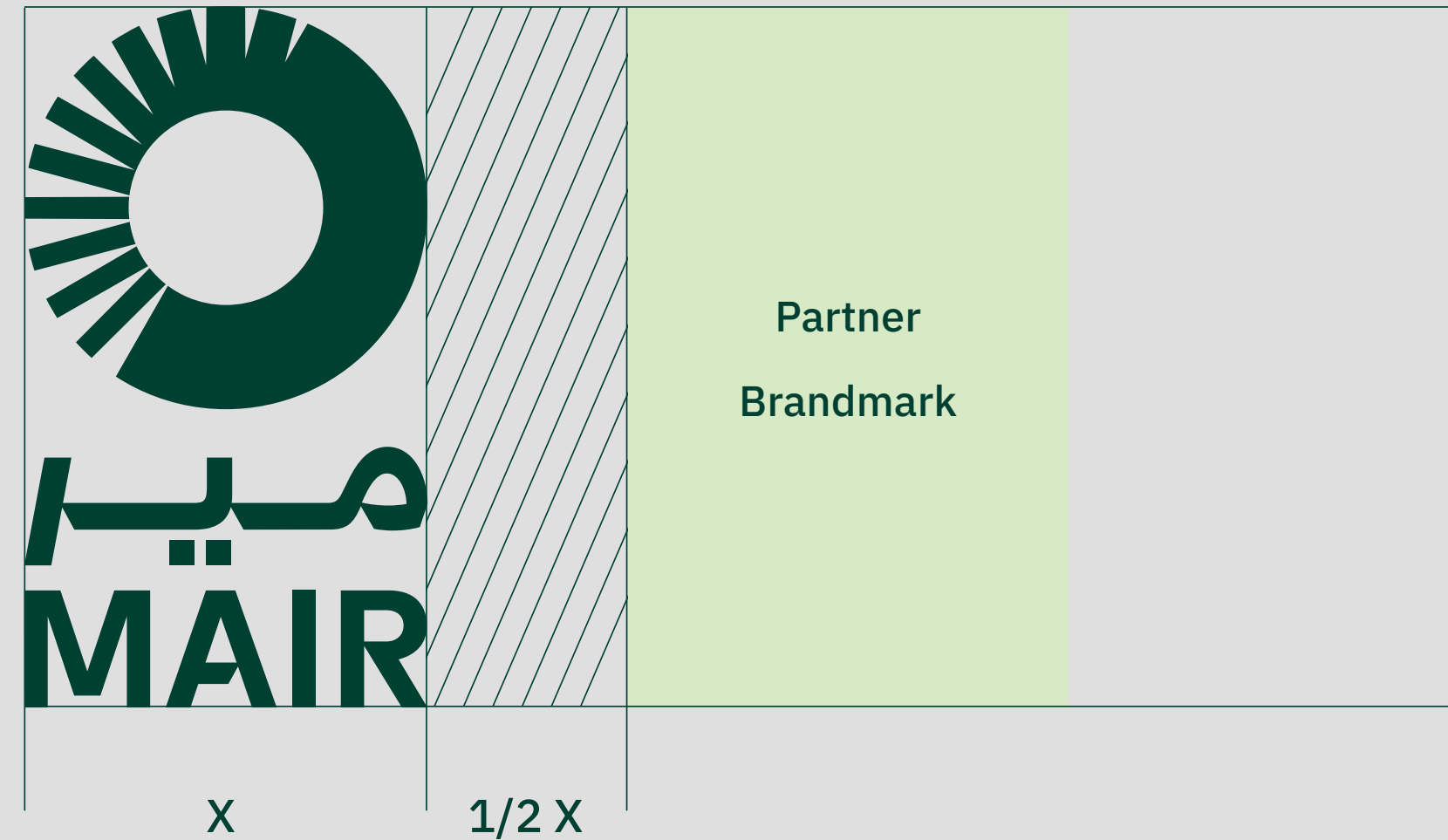
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2 - Horizontal Partner Brandmark

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.





Colour Palette





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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 92 14 67 70
RGB 5 66 54
HEX #064236

SAGE

Pantone 2260 C
CMYK 29 1 32 0
RGB 163 199 153
HEX #A3C79A

KIWI

Pantone 373 C
CMYK 21 0 48 0
RGB 209 245 153
HEX #D1F599



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Secondary Colours

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

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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 48 2 88 9
RGB 140 173 66
HEX #8CAD42

MUSHROOM

Pantone 7528 C
CMYK 5 10 17 16
RGB 163 158 138
HEX #A39E8A

DRAGON

Pantone Cool Gray 1 C
CMYK 4 2 4 8
RGB 222 222 222
HEX #DEDEDE

FRESH

Pantone 2280 C
CMYK 51 0 100 54
RGB 64 105 48
HEX #406930

MANGROVE

Pantone 626 C
CMYK 80 21 60 48
RGB 36 89 82
HEX #245952

FOREST

Pantone 3435 C
CMYK 93 24 85 68
RGB 5 47 20
HEX #052f14



Typography





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Arabic 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
9 8 7 6 5 4 3 2 1 0

[Download fonts here](#)

Arabic Font Family - Weights

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

نثرى الحياة،
نبني المستقبل



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English Typography

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@#%&!*()

[Download fonts here](#)

English Font Family - Weights

IBM Plex Sans Regular

IBM Plex Sans Medium

IBM Plex Sans Bold

Enriching Lives, Building Futures



Components

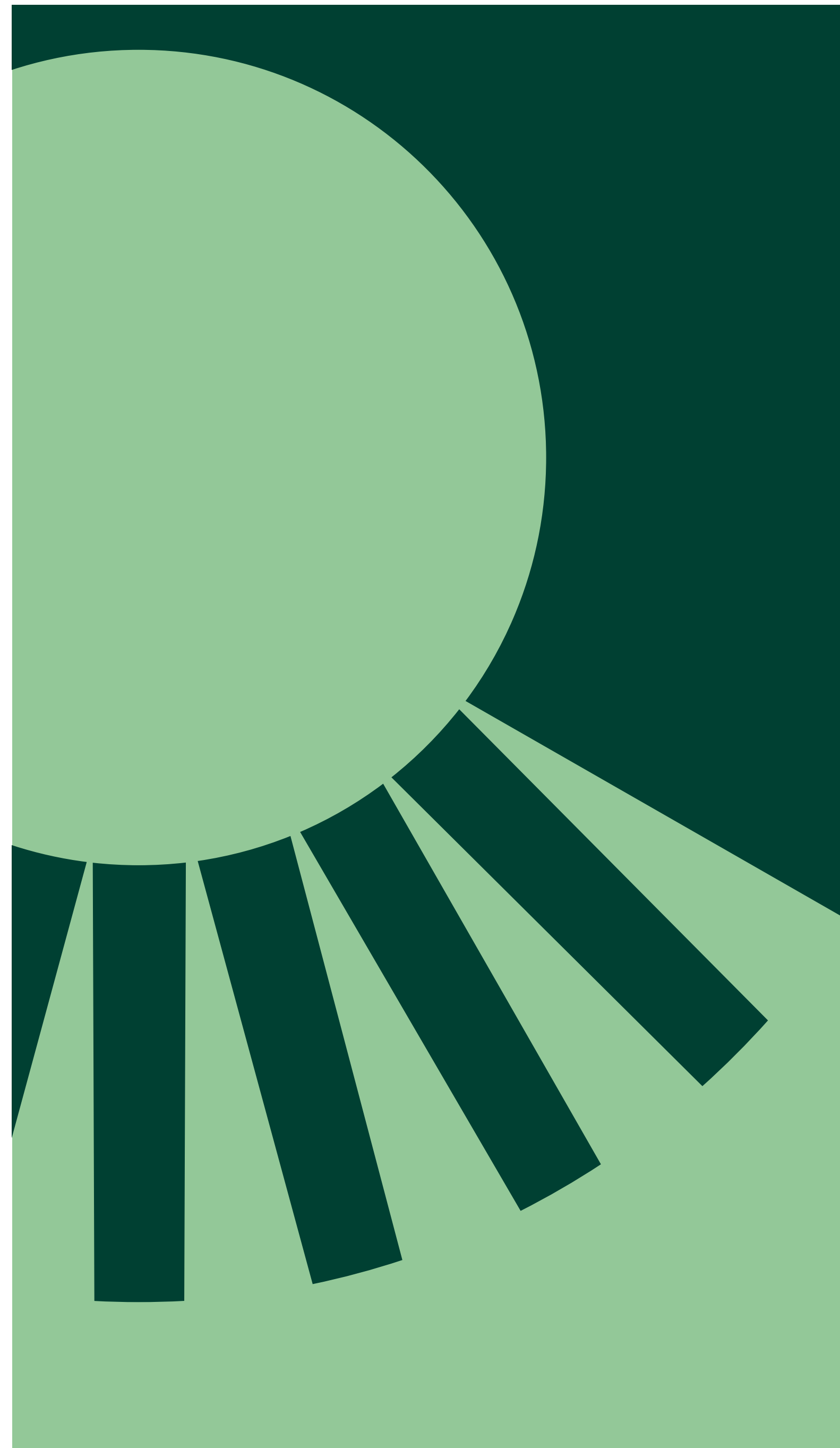




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Supergraphic

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.





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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.

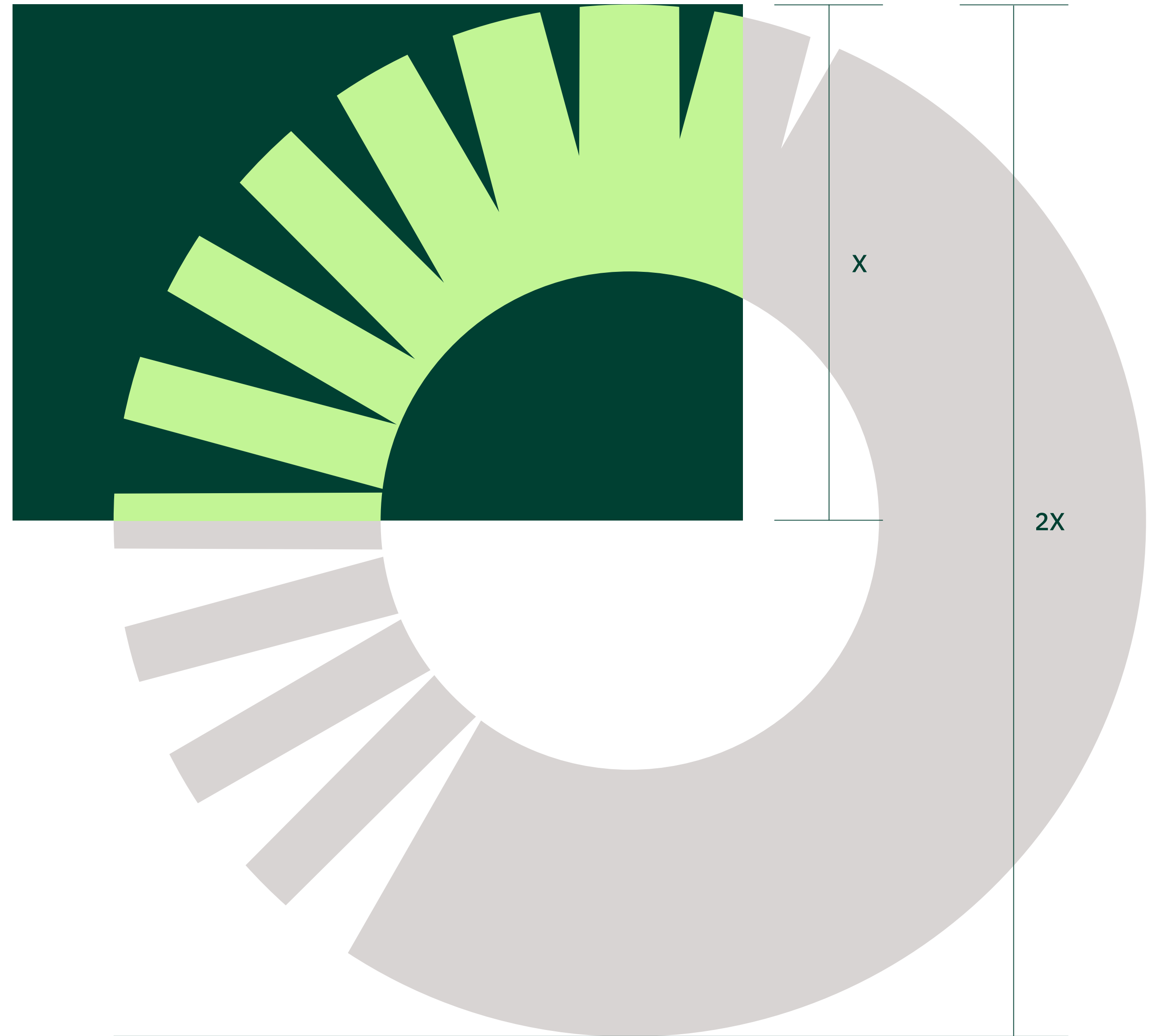




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Supergraphic | Landscape

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.





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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.





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Contact & Additional Information

**For more information contact
the Marketing & Communications
Department at MAIR**

mairgroup.com



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