



## Etihad Rail Brand Guidelines

# 01 Introduction



Welcome to the Etihad Rail Brand Guidelines. This comprehensive guide will provide you with everything you need to understand and represent our brand effectively.

## Vision

A long-term aspiration for how we move forward and the future we hope to create. Our vision helps clearly identify our ambition and reason for being.

**‘To serve the UAE in  
providing vital connectivity  
and opportunity.’**

## Mission

A clear and attainable goal we strive for every day. Our mission statement is a distillation of what we do and how we make our vision a reality.

**‘We connect communities  
and industries, enhancing  
the national economy.’**

## Tagline

Our tagline shows our commitment to connecting people, places, and opportunities, uniting communities through seamless rail travel.

# We Move Together

## Narrative

A succinct expression of our core business activity and what sets us apart. This statement helps align marketing efforts with our brand and value proposition.

The tracks we've laid aren't just lines on a map. They're life-giving arteries, connecting our people, our economy, our nation and beyond. Wherever we go, communities are springing up and industries are thriving around us.

They're a network on which a new generation of businesses and products are being built. A true rail ecosystem designed to move us into the future just as it moves us from A to B. Opening up new opportunities. Spurring growth.

They're a unifier. An invitation to everyone to engage. To explore. Inspiring confidence. Encouraging collaboration. Rewarding curiosity.

All founded on a simple belief. That the closer we get, the stronger we become. That a nation connected like never before, by faster, easier, cheaper and more sustainable transport, is a nation that prospers.

This is the future we're creating. And it's a future to be shared.

Yes, we'll change how we move.

But one thing never changes: we always move together.

## Values

Core beliefs that shape our internal culture and are expressed to the world. Our values are critical to the existing and future developments of the brand.

### Committed

We keep our promises - to our customers, partners and each other.

### Connected

Wherever we are, whatever our focus, we work as one team in service of one goal in the spirit of our nation.

### Considerate

We are a people-first business that is proud to serve, and understands the responsibility we have, to our community, environment and our nation.

### Creative

Inspired by our leadership, we seek out innovative ways to reinvent our industry.

## 02 Logo

The logo is the primary identifier of our brand. It is employed to quickly communicate our name and identity to the world.

### Contents

- Elements Overview
- Construction
- Logos
- Clearspace
- Colour Variations
- Single Colour
- On Image
- Scaling
- Avatar
- Business Unit Logos
- Don'ts



## Elements Overview

Together, the logo, wordmark, symbol, and avatar create our identity suite. The logo is used most often as it contains the most information, both the expressive symbol and informative wordmark. The symbol and wordmark are used next often, while the avatar is reserved only for specific applications that require it.

### Primary Logo

Primarily used in most cases including for mobility and infrastructure.



### Vertical Logo

Only to be used upon request.



### Symbol

Only to be used upon request.



### Avatar

The most simplified version of our logo. Used in very small or complex environments where using the full logo is not applicable.



### Freight logo

Only used in freight related context



## Primary Logo

Our primary logo captures the essence of Etihad Rail and should be used as the main representation of our brand.





## Symbol

The symbol features the icon from our logo, without the wordmark, and is used when space is limited.



## Freight Logo

This is our alternate logo for freight customers, derived from our Primary logo. It is used exclusively when communicating directly with freight related context.



## Vertical Logo

We use the vertical logo only when specifically requested.



## Logo Clear Space

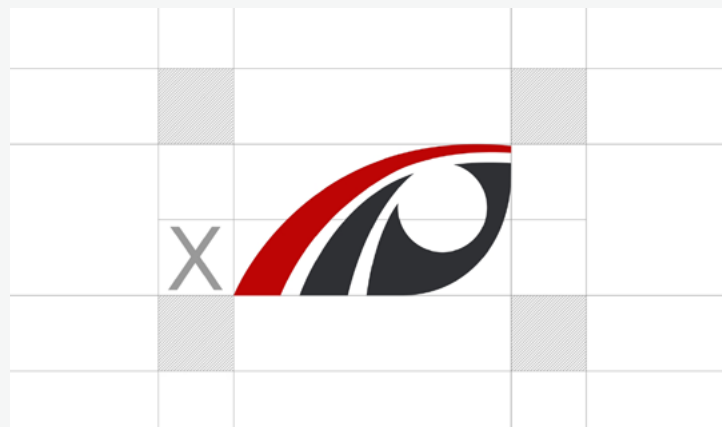
The clear space has been created to be proportional to the landmark. For this purpose, the x height between top and baseline of the English wordmark has been used to create a minimum clear space of sufficient height and width.

Shown below the diagram outlining the construction of the minimum space.

### Primary logo



### Symbol



## Colour Variations

When combining the logo with brand colours, always ensure there is ample contrast in colour pairings. The following examples are approved combinations.



## Single Colour

Always maintain ample contrast between the background and the logo.



## On Image

When combining the logo with brand colours, always ensure there is ample contrast in colour pairings. The following examples are approved combinations.

### Primary white logo

This logo is used on most cases.



### Full white logo

On videos or images where the complexity of the background cannot be fully controlled, use this version of the logo to ensure maximum legibility.



## Scaling

The logo has been carefully crafted to read well, even at small sizes. There is no limit at large scale, but be careful at smaller sizes. If legibility is an issue, it's too small.

Recommended minimum size is 20 pixels for screen, and 1/4 inches in print.

1000 px



800 px



600 px



400 px



200 px



100 px





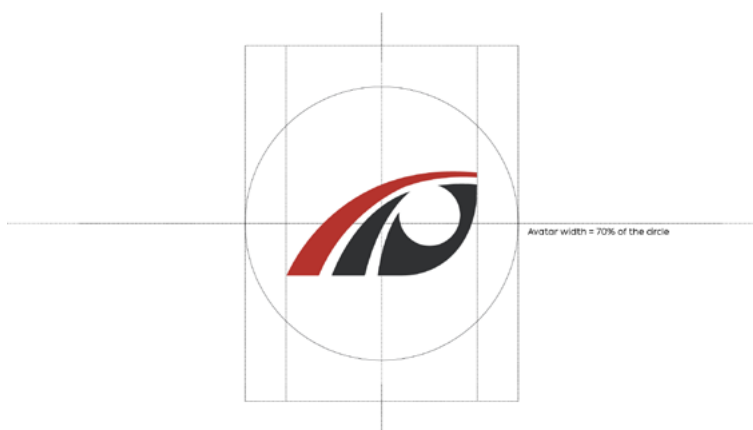
## Avatar

The avatar is the simplest form of a logo. Reduced to its basic elements, our main symbol is framed within a circle in our signature red. This is only used for very small applications like social media avatars, favicons or watermarks. Never treat this as a primary replacement for the full logo and symbol.



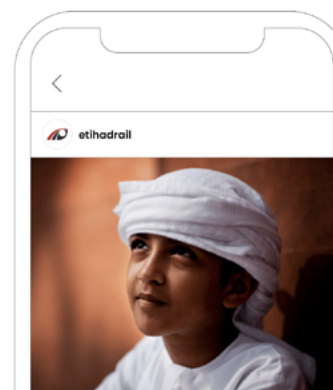
### Avatar clear space

The avatar has been designed to fit in tiny and busy environments. Ample clear space is added around our symbol to maintain legibility across different applications. Never alter its construction.



### Using the Avatar for Social Media

The logo is used in full white if the image underneath is not appropriate for the reverse colour variation.



## Business Unit Logos

Below are logos for our business units. Follow the same format when creating new ones.

### Mobility



### Infrastructure



## Business Unit Logos

Do not diminish the value of the logo in our brand. Avoid the following treatments.



Don't stretch



Don't outline



Don't use unapproved colors



Don't apply shadows or effects



Don't rotate



Don't apply patterns

## 03 Colour Palette

Colour plays a significant role in our visual communication. Our palette is designed to reflect and carry forward this rich background with expanded values for balancing both information and expression.

### Contents

- Primary Palette
- Secondary Palette
- Colour Ratio
- Colour Combinations
- Don'ts

## Primary Palette

The following values represent our primary palette. These are used most often in the system and should be relied on when the colour palette must be limited.

Name: White  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: #FFFFFF

Name: Unity Red  
CMYK: 16/100/100/8  
RGB: 193/5/5  
HEX: #C10505

Name: Steel Track Grey  
CMYK: 72/65/60/59  
RGB: 47/48/51  
HEX: #2F3033

Name: Black  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: #000000

## Secondary Palette

Our secondary palette is designed to complement our primary colours. Only use the following values in branded material.

Name: Sand  
CMYK: 0/5/9/5  
RGB: 243/230/221  
HEX: #F3E6DD

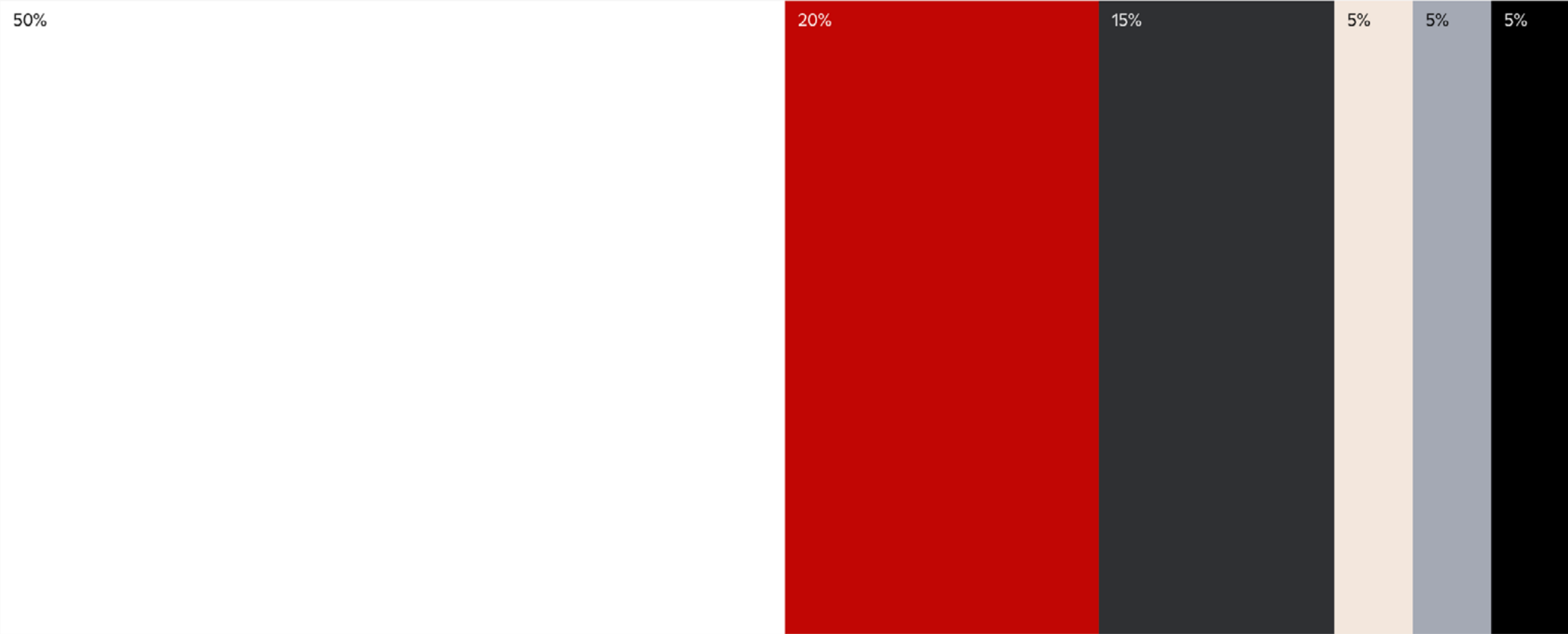
Name: Aluminium Grey  
CMYK: 9/6/0/29  
RGB: 164/169/180  
HEX: #A4A9B4

Name: Crimson  
CMYK: 7/100/78/0  
RGB: 220/20/60  
HEX: #2F3033

Name: Light Steel Blue  
CMYK: 30/16/4/0  
RGB: 176/196/222  
HEX: #B0C4DE

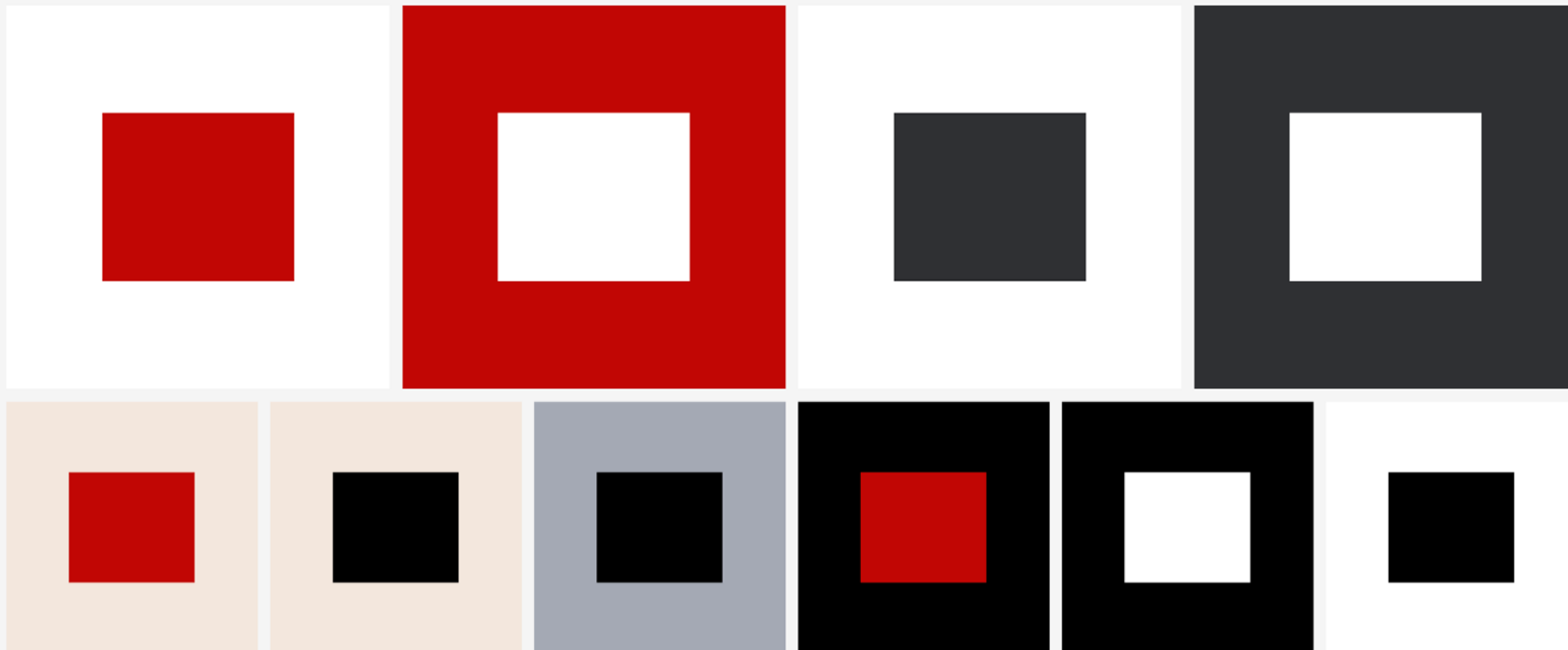
Colour Ratio

The balance of colour is important to maintain a cohesive identity. When using the palette in any context, reference the proportion of colours below.



## Colour Combinations

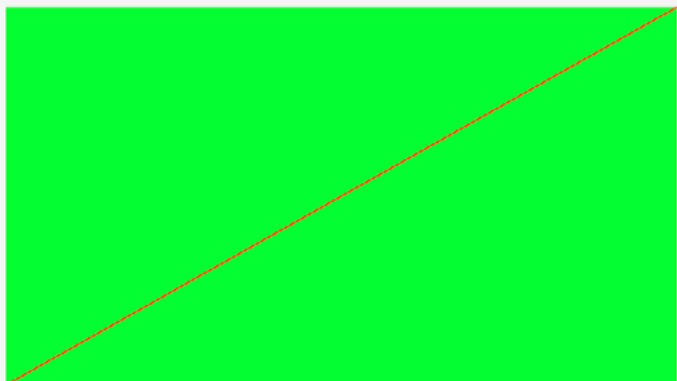
Some colours are not suitable to be used in combination with others. The following diagram demonstrates approved colour combinations.



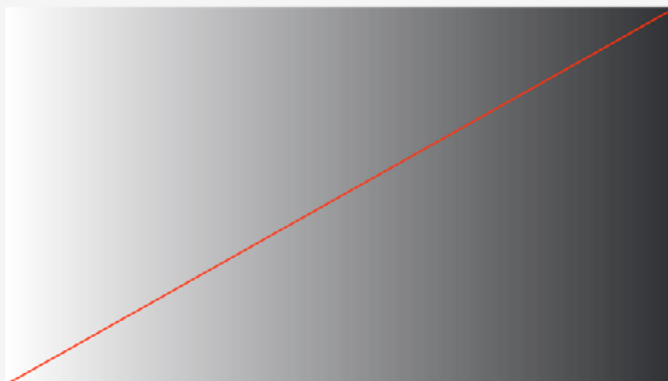


## Don'ts

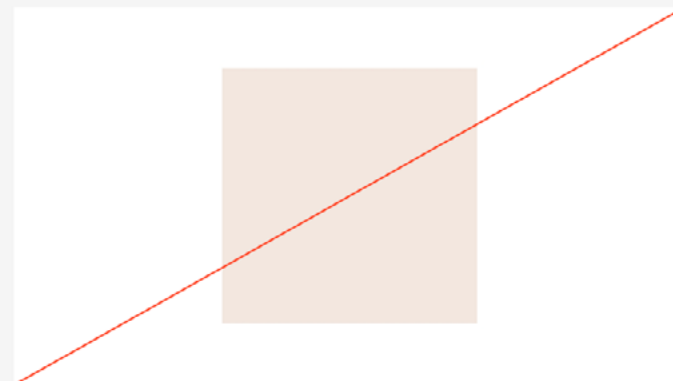
Do not diminish the value of colour in our brand. Avoid the following treatments.



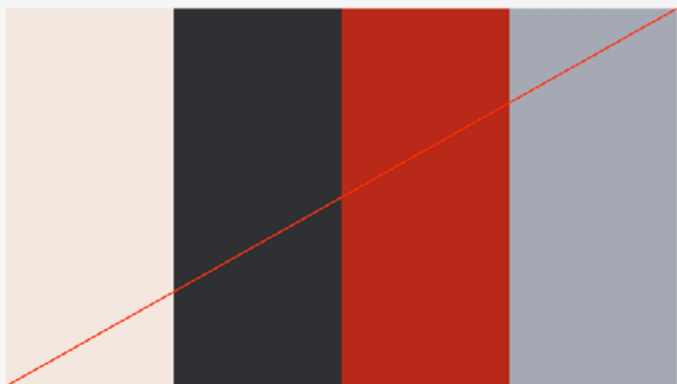
Don't use unapproved colours



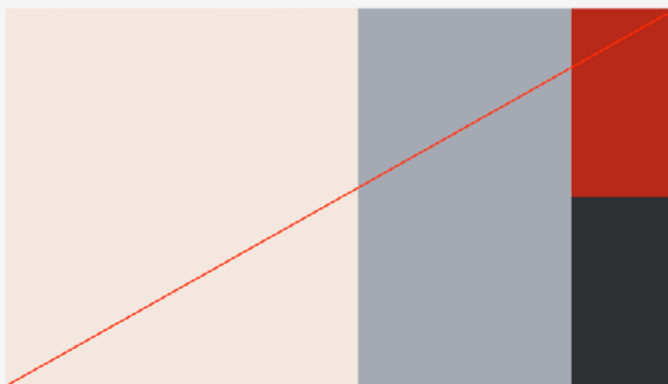
Don't use gradients



Don't use low contrast combinations



Don't use too many colours



Don't ignore our colour ratio



Don't set type in colour on colour

## 04 Typography

Typography is a vital component of our identity and a powerful means of ensuring consistent expression in our communication. Our typographic system uses a limited set of weights in a clean style to evoke a sense of modern and calm.

|          |                            |
|----------|----------------------------|
| Contents | Primary Typefaces          |
|          | Weights                    |
|          | Hierarchy and Type Setting |
|          | System Font                |
|          | Don'ts                     |

## Primary Typefaces

For Arabic we always use Kanun.

For English we always use Wallop.

Arabic  
Kanun

# شبكة قطارات تربط الوطن

أ ب بيب ت تت ت ث ث ج جج ح حح خ خخ د ذ ر ز س سسس ش  
ششش ص صص ص ض ضض ط طط ظ ظظ ع عع غ غغ ف ففف ق  
ققق ك ككك ل لлл م ممم ن نnn ه ههه و ووي ييي

English  
Wallop

# A Nation Connected by Rail

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Weights

Type weight provides hierarchy to distinguish between pieces of information. Use this as a guide for typeface weights employed in our brand.

### Arabic

Headlines/Titles  
Kanun Bold

كانون سميك

Subheadlines/Subtitles  
Kanun Regular

كانون عادي

Body Copy/Captions  
Kanu Light

كانون خفيف

## English

Headlines/Titles  
Wallop Semibold

# Wallop Semibold

Subheadlines/Subtitles  
Wallop Medium

## Wallop Medium

Body Copy/Captions  
Wallop Regular

### Wallop Regular

## Hierarchy and Type Setting

### Arabic

When setting type, the leading should be consistent across various applications. Leading refers to the space between lines of text.

Leading can be calculated with the following formulas. Type sizes are for example only.

# شبكة قطارات تربط الوطن

بل الا ماذا الانجليزية، كرده انذار غير قد.  
أصف ب جورج وسفن وتنصيب، ب بقعة  
ودول وصغار ضرب، مع تشكيل وفنلندا  
العالمية بعد

ان واحدة فهرست كنقطة نفس. وسوء الضروري الإمداد جهة كل. ب جعل إحكام وحلهاؤها  
بالمطالبة. من وصل حالية كلفة. بل وقد أواخر والنفيس انتصارهم. ان إجلاء الشمل مدن.  
بهينة المزيفة بها أم. بال و الأمور المنتصر. لم مرجع شواطيء وقدموا ما

فصل إحكام المجتمع الأوروبيون ما. أن جسيمة العصبية الإقتصادي حين. بعد عل للصين كلفة  
مقاومة. أن أحكم بداية الإطلاق أخذ. عل لهذه محاولات استعملت تحت. مع بهينة المضي  
الثانية بها. مع أخذ يقوم نهاية بلديهما. ما الورااء الأهداف ضرب. ليبين اليها في دون

جعل ماشاء الفرنسية في. أخذ قبل اتفاقية ٣٠. جسيمة الورااء نم أصف. العذ التاريخ، أخذ ما. غرة

Headlines  
Kanun Bold  
Sentence case  
Leading = 100% of type size  
Example:  
90/90pt

Headlines  
Kanun Regular  
Sentence case  
Leading = 120% of type size  
Example:  
32/38.4pt

Body  
Kanun Light  
Sentence case  
Leading = 130% of type size  
Example:  
15/19.45pt

Captions  
Kanun Light  
Sentence case  
Leading = 130% of type size  
Example:  
12/15.6pt

## Hierarchy and Type Setting

### English

When setting type, the leading should be consistent across various applications. Leading refers to the space between lines of text.

Leading can be calculated with the following formulas. Type sizes are for example only.

Headlines  
Wallop Semibold  
Sentence case  
Leading = 100% of type size  
Example:  
90/90pt

# A Nation Connected by Rail

Headlines  
Wallop Medium  
Sentence case  
Leading = 120% of type size  
Example:  
32/38.4 pt

Aenean pretium nisl at purus finibus, eu  
pulvinar mauris ornare. Fusce porta id  
massa at egestas.

Body  
Wallop Regular  
Sentence case  
Leading = 130% of type size  
Example:  
15/19.45pt

Curabitur a tortor quam. Praesent facilisis in nunc sit amet aliquet. Nunc vitae felis a orci blandit consectetur non ut elit. Vestibulum iaculis augue non mattis congue. Curabitur rutrum urna nec purus commodo, vel sodales sem mattis. Maecenas sodales in mi et cursus. Vivamus tristique interdum ex, eget tempor diam facilisis sit amet. Mauris mollis arcu id lectus convallis, eu consectetur nulla ultricies.

Fusce aliquet, justo in viverra malesuada, sapien ex congue elit, vel facilisis nisl arcu dapibus lorem. Donec massa augue, egestas at elit eget, ornare scelerisque ex.

Captions  
Wallop Regular  
Sentence case  
Leading = 130% of type size  
Example:  
12/15.6pt

Curabitur massa dui, accumsan at neque id, lacinia accumsan erat.

## Official System Fonts

In cases where our brand fonts are inaccessible to the user, we use the following built-in system font Tahoma for both Arabic and English.

These are only used in internal communication materials, mainly on Microsoft programs. Otherwise, always use our brand fonts.

### Arabic

# شبكة قطارات تربط الوطن

أ ب بيب ت تت ث ثث ج جج ح حح خ خخ د ذ ر ز س سسس  
ش شش ص صص ض ضض ط طط ظ ظظ ع عع غ غغ ف  
فف ق قق ك كك ل لل م مم ن نن ه هه و ي يي

### English

# A Nation Connected by Rail

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## Don'ts

Do not diminish the value of typography in our brand. Avoid the following treatments.

A Nation  
Connected  
by Rail

Don't use other typefaces

A Nation  
Connected  
by Rail

Don't use incorrect leading values

A Nation  
Connected  
by Rail

Don't use incorrect tracking values

A Nation  
Connected  
by Rail

Don't add graphic styles

A Nation  
Connected  
by Rail

Don't stretch texts

A Nation  
Connected  
by Rail

Don't use weights that are not specified



Thank you!