

RAK

CERAMICS

CORPORATE VISUAL
IDENTITY

RELEASE VERSION | MARCH 27

LOGO USAGE & BRAND ELEMENTS

RAK
CERAMICS

The positive, black colour version is used on light backgrounds, so that it stands out clearly in the visual.

Never use the logo in other colours other than RAK White and RAK Black.

RAK
CERAMICS

It is important to never use our logotype in sizes where the company name might be difficult to read. The minimum size, offline, is set to a width of 15 mm. However, for gift items and the like, smaller sizes are allowed. Online the minimum size is set to a width of 75 pixels at 72 dpi. However, we recommend using a form of vector graphics for online media if possible, such as ".svg"

RAK
CERAMICS

The positive, white colour version is used on light backgrounds, so that it stands out clearly in the visual.

Never use the logo in other colours other than RAK White and RAK Black.

RAK
CERAMICS

It is important to never use our logotype in sizes where the company name might be difficult to read. The minimum size, offline, is set to a width of 15 mm. However, for gift items and the like, smaller sizes are allowed. Online the minimum size is set to a width of 75 pixels at 72 dpi. However, we recommend using a form of vector graphics for online media if possible, such as ".svg"

PRIMARY USAGE

WHITE BGROUND



BLACK LOGO

BLACK BGROUND



WHITE LOGO

SECONDARY USAGE

COLOURED BGROUND



WHITE LOGO

FOR PRINTED & ONLINE MATERIALS

The colour of the logo is dependent on the colour of the background. When applying the logo to printed materials or for online use, the primary versions of the logo should be used where possible.

SECONDARY USAGE

The RAK Ceramics logo can also be used on white, black and appropriate colour backgrounds if required. The lettering should always be full white unless on a white background. Then black should be used.

PRIMARY USAGE



WHITE BGROUND
BLACK LOGO

SECONDARY USAGE



BLACK BGROUND
WHITE LOGO

FOR SHOP FRONT SIGNAGE

When applying the logo for outdoor use, the square logo should be used for consistency, unless the lettering is being applied to a surface separately.

Wherever possible the light version of the logo should be used and always black lettering on pure white background.

In an instance when the darker logo must be used, the lettering should be white on a black background.



FREE AREA

For distances between letters and words, the area measurement surrounding the logotype is based on the width of the stem in the company name, as illustrated above: RAK.

To avoid graphic elements, imagery or text interfering with our logotype, a minimum free area has been defined as a safety zone.

The free area is the absolute minimum clear space.

If possible, other elements should be placed even further away.

SAFETY ZONE

In cases where the logotype is placed on top of an image, choose an area of the image devoid of elements that can distract from the locale such as the open area of a floor or wall.



CORRECT use of the RAK Ceramics logo regarding colour, free area and safety zone.



Do not place the RAK Ceramics logo closer to the edge than the free area allows.



Do not change the spacing in any part of the RAK Ceramics logo.



Do not use the logo in colours other than RAK Warm White, RAK Warm Black, White or Black.



Do not place the RAK Ceramics logo in a crowded area on the image.



Do not go under the minimum size of 17 mm width.

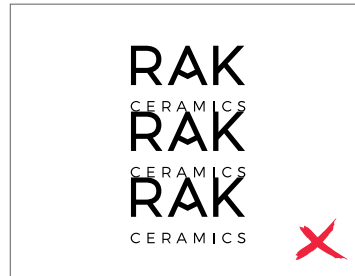


Do not use the RAK Ceramics logo in any shades less than 100%.

LOGO DON'TS



Don't add elements to the logo



Don't stack or group the logo with other elements



Don't stretch or distort the logo



Don't redraw or retype the logo



Don't add graphical styles like drop shadows and gradients



Don't place the logo in a way that groups it too closely with other graphical elements.



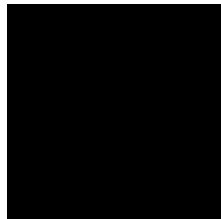
Don't use the logo in a line with text or a URL.



Don't outline the logo to help it stand out - in the event the logo is layered over a photo for the purposes of advertising or communications, place the logo in a neutral, uncluttered space on the photograph. Nothing in the background should distract from the logo.

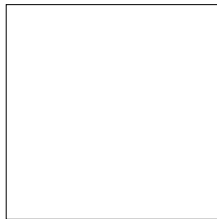
PRIMARY COLOURS

BLACK



C 00 M 00 Y 00 K 100
R 00 G 00 B 00
HEX: #000000
NCS S 9000-N

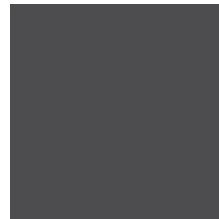
WHITE



C 00 M 00 Y 0 K 00
R 255 G 255 B 255
HEX: #ffffff
NCS S 0300-N

SECONDARY COLOURS

COOL GREY



C 00 M 00 Y 00K 85
R 74 G 74 B 74
HEX: #4a4a4a
PANTONE COOL GREY
NCS S 7500-N

CORPORATE COLOURS

Our colour palette consists of three levels of colours:

PRIMARY COLOURS

The RAK Ceramics primary colours are our basic elements, and a crucial part of our visual identity. Together with our logo, they form the image our customers recognise when entering stores, or viewing ads in a magazine, etc.

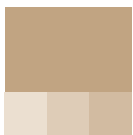
SECONDARY COLOUR

Use this when the number of colours are limited, or because of visibility.

SECONDARY ACCENT COLOURS

The secondary accent colours have been developed as supporting colours and should therefore be used sparingly (only one secondary accent color per application).

SECONDARY ACCENT COLOURS



C 00 M 17 Y 36 K 28R
R 191 G 173 B 141
HEX: #bfad8d
NCS S 2010-Y



C 31 M 38 Y 70 K 00
R 180 G 155 B 98
HEX: #b49b62
NCS S 3030-Y



C 24 M 62 Y 81 K 12
R 163 G 105 B 62
HEX: #a3693e
NCS S 4040-Y30R



C 40 M 60 Y 65 K 55
R 91 G 68 B 56
HEX: #5b4438
NCS S 7010-Y50R



C 08 M 99 Y 88 K 36
R 133 G 26 B 28
HEX: #851a1c
NCS S 3560-Y80R



C 82 M 58 Y 34 K 51
R 50 G 63 B 83
HEX: #323f53
NCS S 6020-R80B



C 47 M 13 Y 00 K 00
R 158 G 192 B 231
HEX: #9ec0e7
NCS S 1030-R80B



C 31 M 04 Y 49 K 70
R 86 G 94 B 70
HEX: #565e46
NCS S 6020-G30Y



C 50 M 24 Y 73 K 28
R 120 G 131 B 81
HEX: #788351
NCS S 4040-G40Y



C47 M 40 Y 41 K 26
R 122 G 120 B 117
HEX: #7a7875
NCS S 5502-R



C 09 M 03 Y 00 K 48
R 149 G 152 B 157
HEX: #95989d
NCS S 4502-B

CORPORATE TYPEFACE

We want to create a classical, elegant graphic identity. The typeface we have chosen is MUSEO. It is modern, international and suitable for any purpose. The letters are elegantly proportioned and strong, complementing our product quality.

Museo sans 100

AEGKNQRSW abefgiknorsy
134579&%?!

Museo sans 300

AEGKNQRSW abefgiknorsy
134579&%?!

Museo sans 500

AEGKNQRSW abefgiknorsy
134579&%?!

Museo sans 700

AEGKNQRSW abefgiknorsy
134579&%?!

Museo sans 900

AEGKNQRSW abefgiknorsy
134579&%?!

RULES FOR HEADLINES

HEADLINE

MUSEO SANS 100 - 900
UPPERCASE
LEADING 120% (However, for headlines the percentage can be decreased to a minimum of 100% for a more compact impression)
LETTER SPACING +100

SUB-HEADING

MUSEO SANS 100 - 900
UPPERCASE
LEADING 120% (However, for headlines the percentage can be decreased to a minimum of 100% for a more compact impression)
LETTER SPACING +25

SECTIONS

MUSEO SANS 100 - 900
UPPERCASE
SIZE FROM 8 - 10 PT
LEADING 120% (However, for sections the percentage can be increased to a maximum of 180% for a lighter impression)
LETTER SPACING +25

BODY COPY

MUSEO SANS 100 - 500
SENTENCE CASE
FROM 8 - 10 PT
LEADING 120% (However, for body copy the percentage can be increased to a maximum of 180% for a lighter impression)
LETTER SPACING +25

CAPTION

MUSEO SANS 100 - 500
SENTENCE CASE
FROM 5 - 7 PT AND FOLLOW THE LEADING FROM THE BODY COPY
LETTER SPACING +25

PRODUCT NAME

MUSEO SANS 100 - 900
UPPER CASE
FROM 5 - 10 PT
LEADING 120%
LETTER SPACING +100
HORIZONTAL OR VERTICAL
STROKES EQUALS COPY-WEIGHT
(LEFT) THE SPACE BETWEEN THE TEXT AND BORDER LINES IS 2X THE HEIGHT OF THE TEXT "COLLECTION NAME"

THIS IS AN EXAMPLE OF A SHORT SUB-HEADING

LOREM IPSUM DOLOR SIT AMET EUMMY NIBH EUGUE ESSIM IRILIQUEISL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in scelerisque diam. Fusce sit amet venenatis augue, at sagittis nulla. Donec consectetur faucibus viverra. Vivamus et metus justo. Praesent pretium leo at dolor euismod, a fermentum lacus faucibus. Suspendce sit amet venenatis augue, at saisse nibh turpis, cursus a commodo id, vulputate vitae nibh. Nam finibustis augue, at sagittis nulla. Donec consectetur fauc pharetra molestie. Praesent sed nulla molestie, commodo magna in, accumsan enimenean.

Fusce et purus id mi sollicitudin porttitor. Quisque dapibus massa posuere purus malesuada, quis pharetra augue fermentum. Suspendisse hendrerit luctus est nec varius.

COLLECTION NAME

COLLECTION NAME

COLLECTION NAME

COLLECTION NAME

COLLECTION NAME

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
0123456789 &%?!\$£

Verdana Regular

AEGMRSaefgily123

Verdana Italic

AEGMRSaefgily123

Verdana Bold

AEGMRSaefgily123

Verdana Bold Italic

AEGMRSaefgily123

OFFICE TYPEFACE

Our corporate typeface cannot be found on every computer. For daily office use, we have chosen VERDANA, supplied by Microsoft in Windows and Office packages (Mac included).

Verdana is chosen as our daily office font thanks to its simplicity and availability.

Verdana is our main office typeface, available on the majority of computers around the globe. Verdana is especially designed to be easy to read even in small sizes on a monitor, or as print on a low-quality office printer. Verdana should be used whenever producing material that is electronically shared in open documents, i.e. mail, MS Office software and the like.

GENERAL OFFICE USAGE

- For headlines and titles, use Verdana Regular in large point size.
- For sub-headlines, use Verdana Bold in small point size.
- For body text, use Verdana Regular.
- For captions and quotes, use Verdana Regular or Italic.

TYPOGRAPHIC TIP

For highlighting a single word in a Verdana body copy, use Verdana Italic or Bold.

For aesthetic reasons, avoid frequent use of Verdana Bold or Bold Italic.

CONCEPT LINE BOX

The concept line always uses upper case lettering and it is always contained inside what we call a concept line box (CLB). The concept line should always be written in Museo sans 900 uppercase, leading 120% and letter spacing +100.

The shape and size of the CLB triangle has been created from the bent middle of the 'A' in RAK. It should never point upwards.

The size of the box depends on the size of the RAK Ceramics logo, which relates to the grid size in each layout. The size of the CLB, is always the same as the RAK Ceramics' logo. However, because of the margin, the width changes when the CLB is placed on the right-hand side of the page. The height of the CLB is always the same height as the RAK Ceramics' logo.

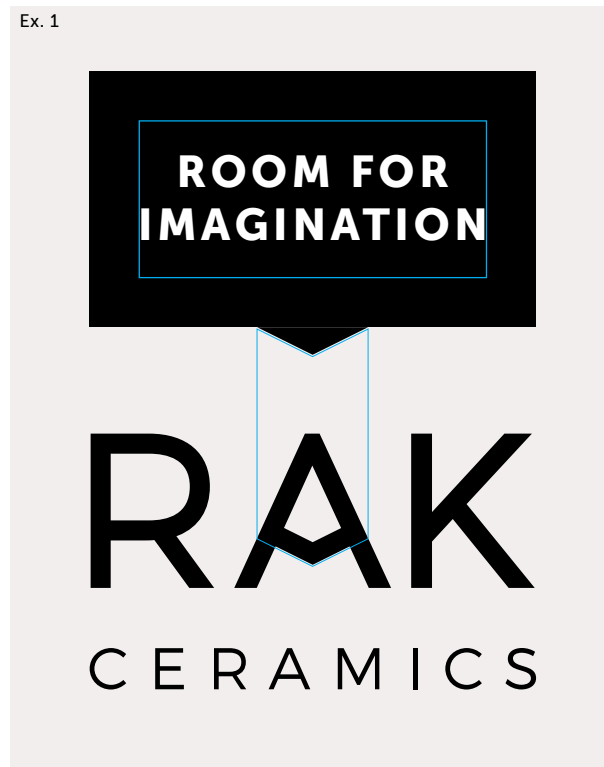
Whether the CLB is centre-aligned horizontally or vertically, the concept line must be centred within the CLB. When the CLB is aligned on the right-hand side of the page, the text should always be left-aligned.

The free space around the concept line should always be a minimum of 1/9 of the width of the CLB and must be placed in accordance with the guidelines for bleed.

Our priority is to make the CLB in RAK Ceramics' primary colours. However, in cases where this is not possible, the accent colours may be used.

The distance between the CLB and the logo can vary. However, the CLB must never be closer to the logo than the logo's free space allows.

Ex. 1

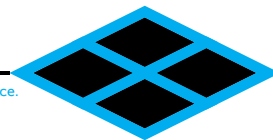
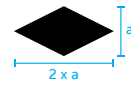


Ex. 2

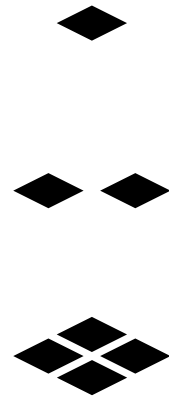


Ex. 3





The height of the stroke is 1/3 of the free space.
The length of the stroke may vary.



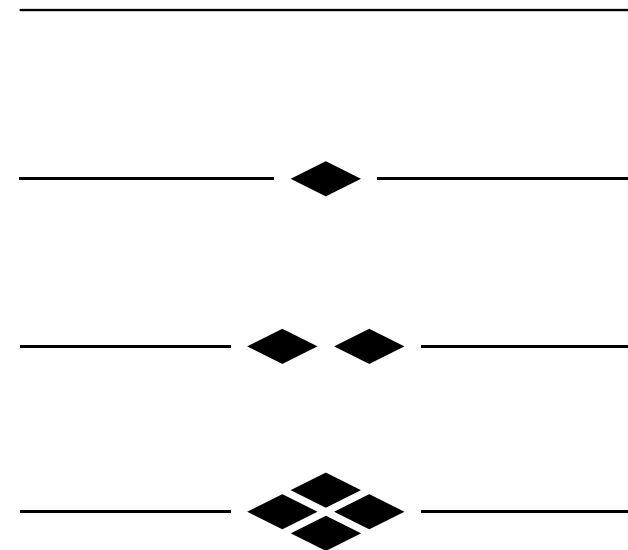
ADDITIONAL GRAPHICAL ELEMENTS

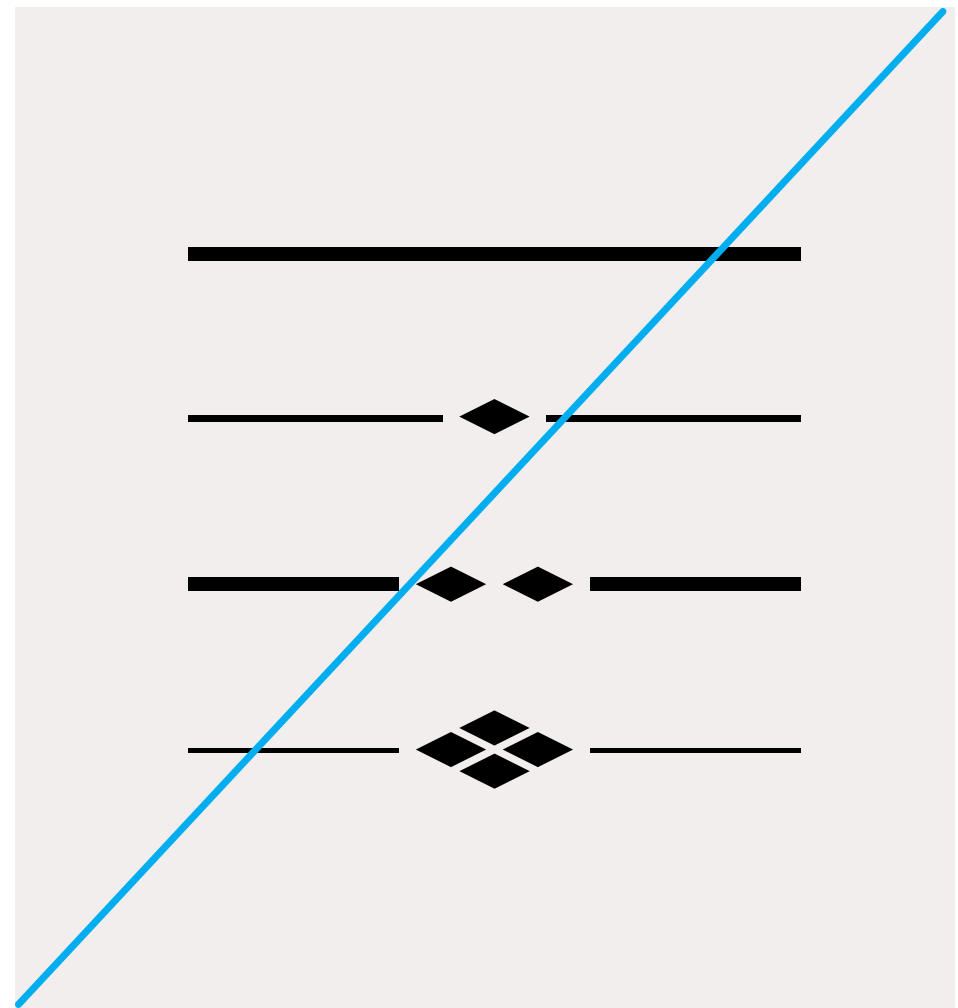
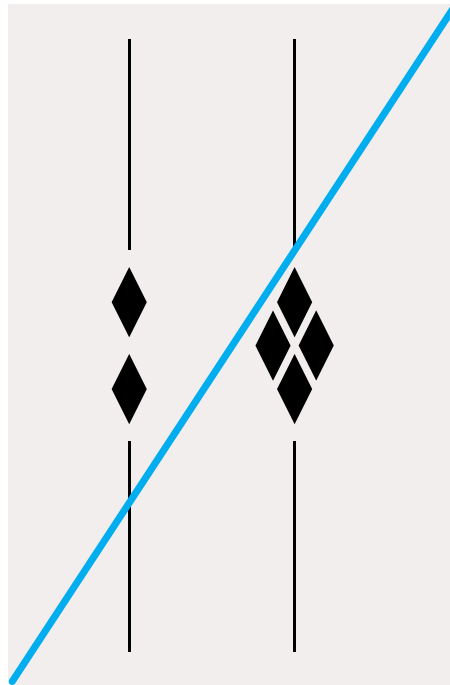
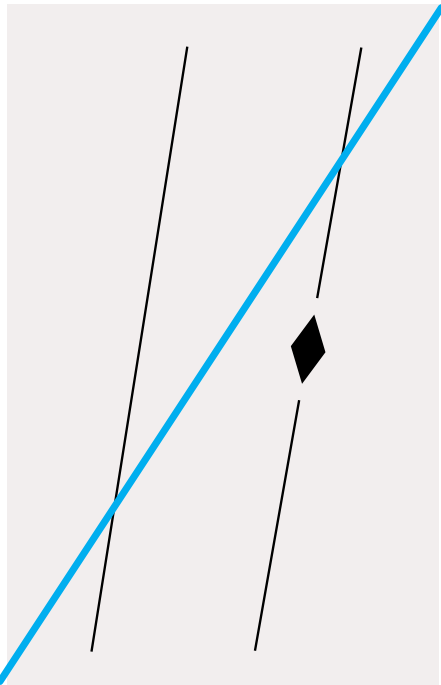
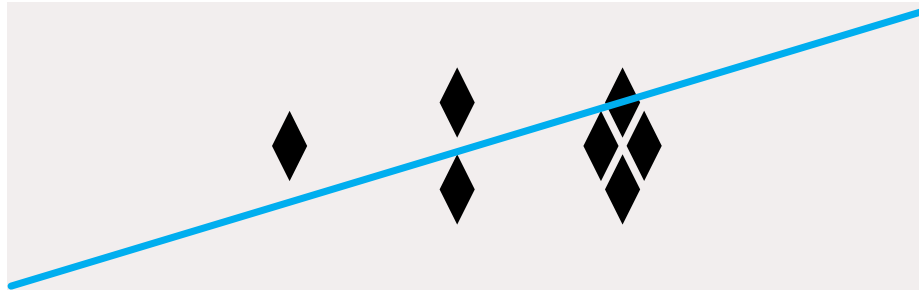
These additional graphical elements support a variety of visual expressions aligned with the RAK visual identity. They are designed to enhance visuals by adding a subtle, extra area of interest.

THE RHOMBUS

The rhombus is an additional element that can be used in circumstances where a simplistic, ornamental detail is fitting. It must always be used horizontally and should be used sparingly (see examples to the right).

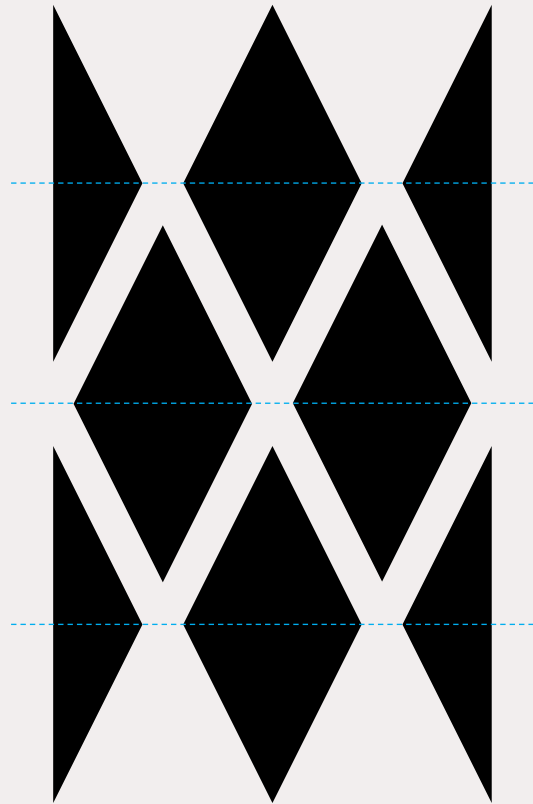
Remember to always use a clean, straight line.





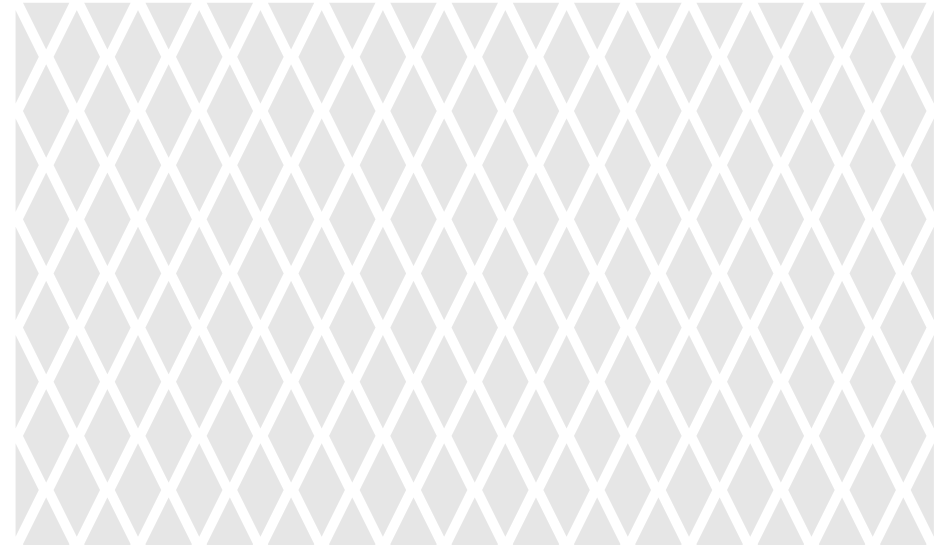
The rhombus and/or the stroke must never be rotated to a vertical or diagonal position.

The stroke must never be scaled higher than the equivalent of 1 pt on A4 format. You may scale it proportionally to match your media.



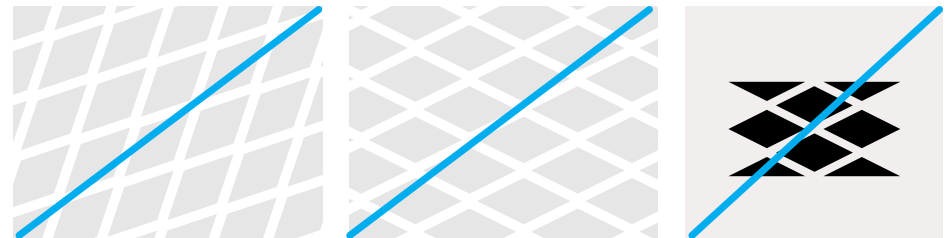
THE FIFTH ELEMENT

The fifth element can be used to elaborate or embellish our visual communication. Its design integrates nicely with the RAK logo and graphic elements. The fifth element may only be cropped horizontally at the broadest points of the rhombus. See examples in section 5.5.



BACKGROUND PATTERN

The rhombus can also be used to create a striking yet subtle graphic element. For example, on a breaker slide, signs, store walls, scarves, jacket linings, or as a watermark on invitations.



The background pattern and the fifth element must never be rotated to a vertical or diagonal position.



SIGNAGE

SIGNAGE SYSTEM



FLAGSHIP SHOWROOM



EXCLUSIVE DEALER

 <p>PREMIUM PARTNER</p>	AL ASHIQA TRADING CO.	مؤسسة الأشقاء التجارية	 <p>شريك مميز</p>
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NON-EXCLUSIVE DEALER

 <p>OFFICIAL DEALER</p>	AL ASHIQA TRADING CO.	مؤسسة الأشقاء التجارية	 <p>موزع معتمد</p>
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INTERNATIONAL SIGNAGE



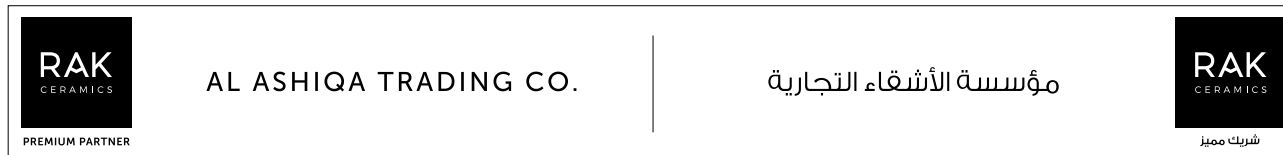
INTERNATIONAL BRANCH



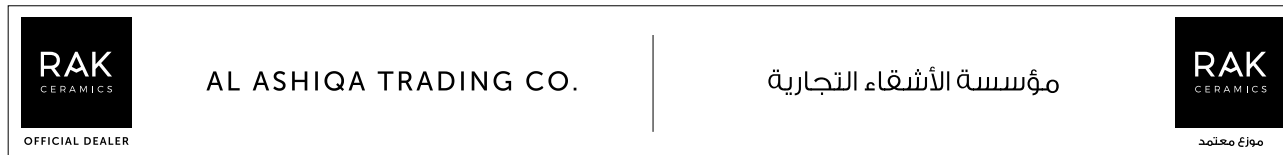
FLAGSHIP SHOWROOM



EXCLUSIVE DEALER



NON-EXCLUSIVE DEALER



INTERNATIONAL SIGNAGE



INTERNATIONAL BRANCH



SIGNAGE MATERIALS

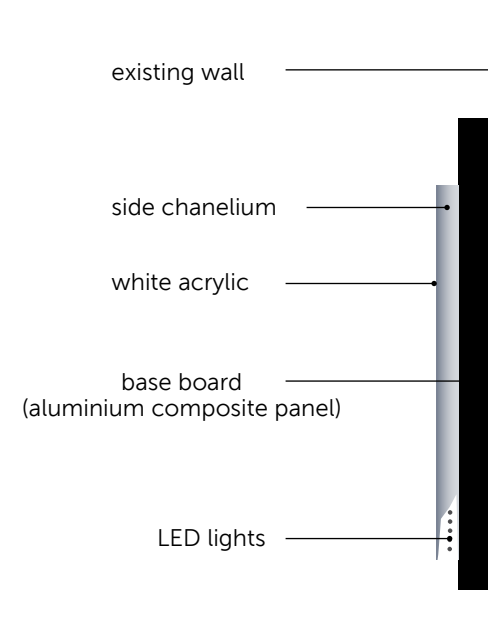
Front view



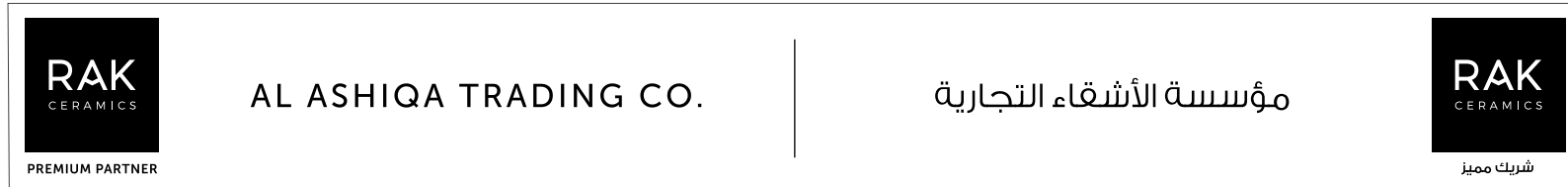
Specification: Letters & amp; Logo made of 1mm thick powder coated aluminum sheet with 70 mm side returns and fascia with 3mm thick white acrylic internally illuminated with high intensity LED (Samsung made by Korea) and electrical accessories.

Logo made of 4mm thick acrylic & aluminum cut out powder coated as per approved colour on a 4mm thick white colour acrylic fascia with side returns of 70mm powder coated aluminum sheet logo and text to be fixed on the composite panel with internal structure Composite panel cladding at the bottom side of the sign to the showroom wall by necessary accessories, LED down light to be fixed on the cladding. Sign board controlled by automatic timer made by Japan.

Isometric view



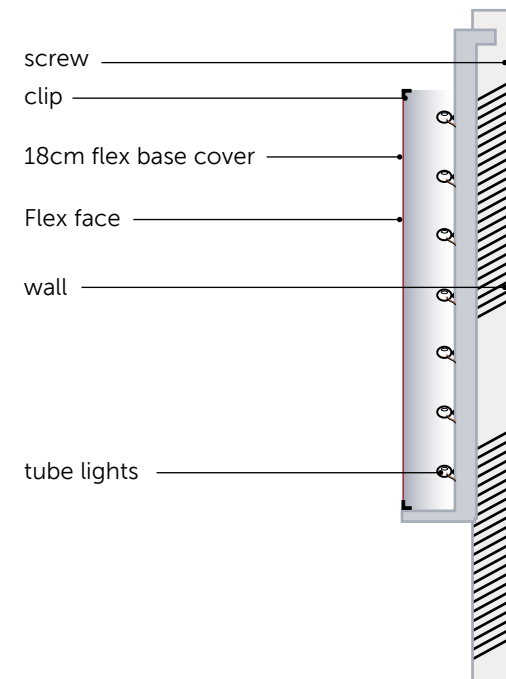
Front view



Illuminated flex face sign, constructed of steel structure claded with 26 g GI sheet metal, duly primed and painted in enamel paint finish, fitted in with European fluorescent tube fixtures for illumination.

Main line of sign board wire should be 4 mm / 6 mm. Sign face will be decorated with digital printed facia and tensioned to the sign box with extruded aluminum tensioning system. Sign fixed direct to existing wall.

Isometric view



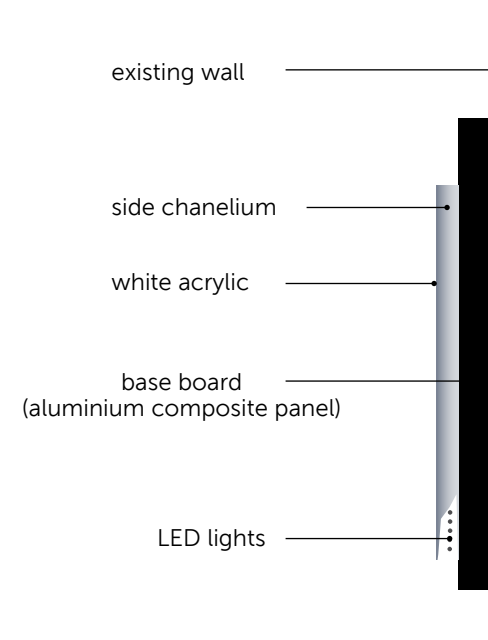
Front view



Specification: Letters & amp; Logo made of 1mm thick powder coated aluminum sheet with 70 mm side returns and fascia with 3mm thick white acrylic internally illuminated with high intensity LED (Samsung made by Korea) and electrical accessories.

Logo made of 4mm thick acrylic & aluminum cut out powder coated as per approved colour on a 4mm thick white colour acrylic fascia with side returns of 70mm powder coated aluminum sheet logo and text to be fixed on the composite panel with internal structure Composite panel cladding at the bottom side of the sign to the showroom wall by necessary accessories, LED down light to be fixed on the cladding. Sign board controlled by automatic timer made by Japan.

Isometric view



LAYOUT PROPORTIONS

SHOWROOM SIGNAGE
MEDIUM LENGTH



Using the rules for the **Free Area** we can find the size of the RAK Ceramics logo for the central square used on most signage. The logo should then always be centred within the square.

The X marker seen above then becomes the unit by which other signage elements are sized proportionally.

SUPPORTING TEXT



RAK CERAMICS

We can determine the height of the supporting RAK CERAMICS text that sits to the left of the logo by using the unit equal to the distance between the letters R and A in the RAK CERAMICS logo.

For medium length showroom signage the RAK CERAMICS supporting text is the height of 4 X markers.



BRANCH NAME



Using the same unit of size we can also determine the branch name that sits underneath the RAK CERAMICS supporting text.

For medium length showroom signage the branch name text is the height of 2 X markers. The width of the branch name should always have kerning of 100 to space the letters out.



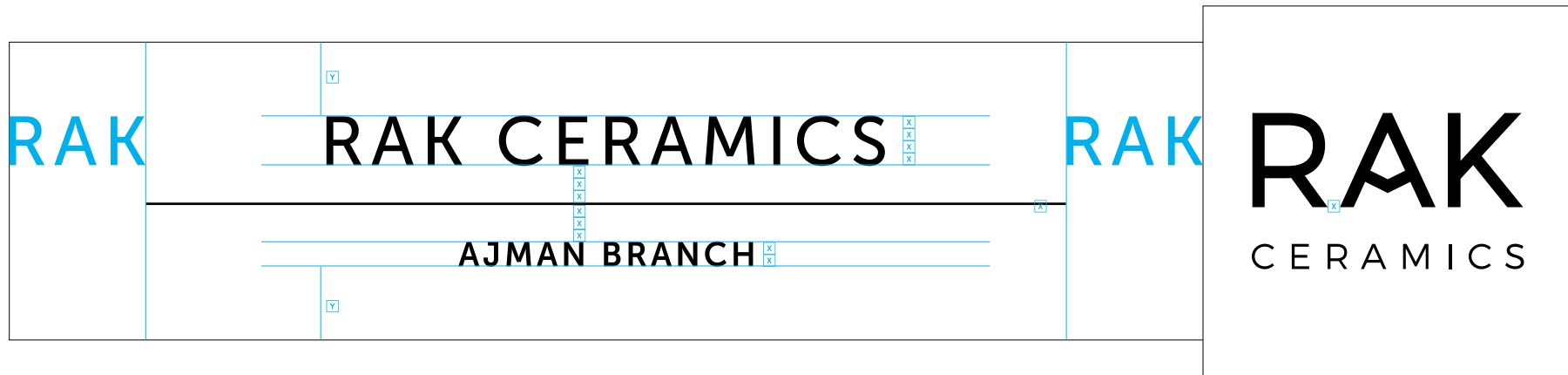
THE DIVIDING LINE

RAK CERAMICS

AJMAN BRANCH



Another key element of the RAK CERAMICS showroom signage is the dividing line that sits between the RAK CERAMICS supporting text and the branch name. The thickness of the line is always 1/5th of the height of the X marker. Another important thing to remember is that the distance between the dividing line and the text is the height of 3 X markers. The 3 elements should all then be centrally aligned to each other. We now have the main proportions of text for medium width signage.



Here we see the remaining measurements to complete the English side of showroom medium length signage.

RAK CERAMICS SUPPORTING TEXT = 4 X MARKERS.

BRANCH NAME = 2 X MARKERS

SPACE BETWEEN TEXT ELEMENTS AND THE DIVIDING LINE = 3 X MARKERS

Y DISTANCE = ALWAYS EVEN

DIVING LINE LENGTH = THE WIDTH OF THE LETTERS *RAK* TAKEN FROM THE SUPPORTING TEXT, FROM THE EDGE OF THE SIGN

Using these measurements will create the correct proportions for the English side of the showrrom signage.

1390cm x 150cm
Logo 187cm 187cm



Here we can see the full length of the showroom signage with the Arabic translations to the right of the logo. To create the correct proportions for the Arabic side we use exactly the same principles as for the English side. Then the Arabic text should be aligned with the English text as per the visual above.

1390cm x 150cm
Logo 187cm 187cm

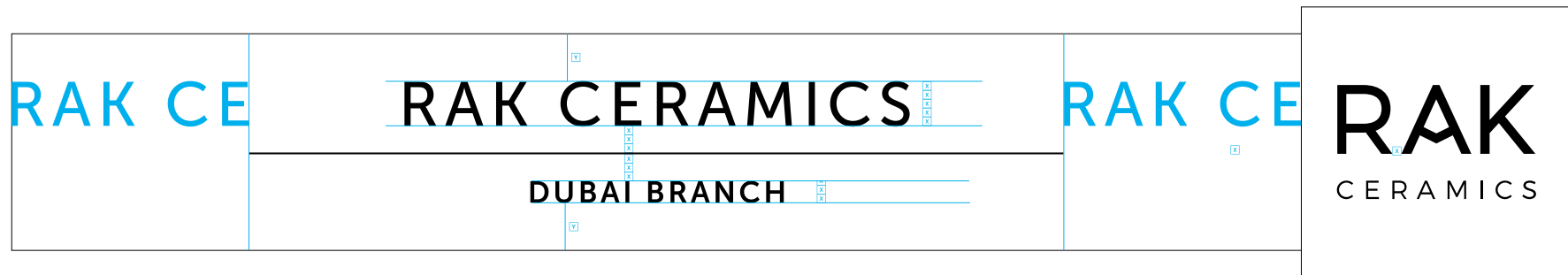


Here we see finalised medium length showroom signage with the correct colouring.



Here we can see exactly the same design principles work for a slightly shorter piece of signage.

SHOWROOM SIGNAGE
LONG VERSION



Using the same process as the previous section we can determine the proportions of all the elements for a piece of long showroom signage.

RAK CERAMICS SUPPORTING TEXT = 5 X MARKERS

BRANCH NAME = 2.5 X MARKERS

SPACE BETWEEN TEXT ELEMENTS AND THE DIVIDING LINE = 3 X MARKERS

Y DISTANCE = EVEN

DIVING LINE LENGTH = THE WIDTH OF THE LETTERS *RAK CE* TAKEN FROM THE SUPPORTING TEXT, FROM THE EDGE OF THE SIGN

These measurements will create the correct proportions for the English side of long showroom signage.

1052cm x 80cm
Logo 100cm x 100cm



Here we can see the full length of showroom signage with the Arabic translations to the right of the logo. To create the correct proportions for the Arabic side we use exactly the same principles as for the English side. Then the Arabic text should be aligned with the English text as per the visual above.



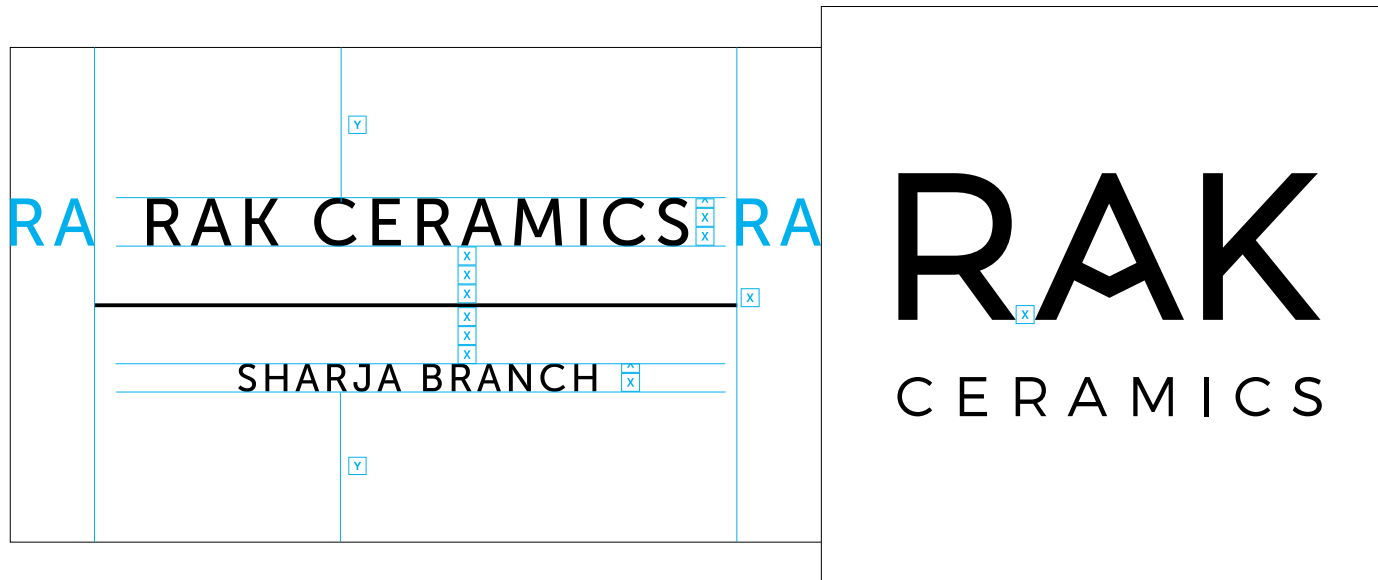
Here we see finalised long length showroom signage with the correct colouring.

2130cm x 144cm
Logo 180cm x 180cm



Here we can see exactly the same design principles work for a slightly longer piece of signage.

SHOWROOM SIGNAGE
SHORT VERSION



Using the same process as the previous sections we can determine the proportions of all the elements for a piece of short showroom signage.

RAK CERAMICS SUPPORTING TEXT = 3.5 X MARKERS

BRANCH NAME = 1.5 X MARKERS

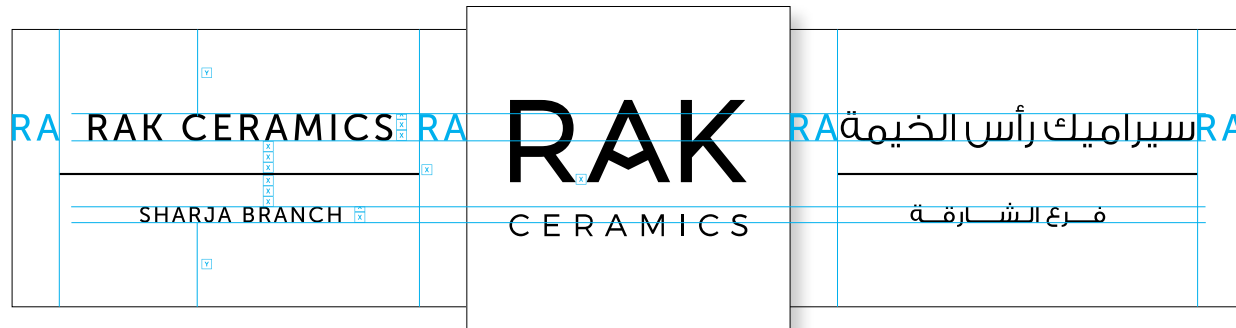
SPACE BETWEEN TEXT ELEMENTS AND THE DIVIDING LINE = 3 X MARKERS

Y DISTANCE = EVEN

DIVIDING LINE LENGTH = THE WIDTH OF THE LETTERS RA TAKEN FROM THE SUPPORTING TEXT, FROM THE EDGE OF THE SIGN

These measurements will create the correct proportions for the English side of short showroom signage.

800cm x 180cm
Logo 210cm x 210cm



Here we can see the full length of showroom signage with the Arabic translations to the right of the logo. To create the correct proportions for the Arabic side we use exactly the same principles as for the English side. Then the Arabic text should be aligned with the English text as per the visual above.



Here we see a finalised short piece of showroom signage with the correct colouring.

DEALERSHIP SIGNAGE



Using the rules for the **Free Area** we can find the size of the RAK Ceramics logo for the use on dealership signage. The logo should then always be centred within the square. Dealership signage should always carry the negative version of the RAK Ceramics logo with %100 black as the base colour.

The X marker seen above then becomes the unit by which other signage elements are sized proportionally.



Using the same process as the previous sections we can determine the proportions of all the elements for a piece of dealership signage.

TRADERS NAME = 6 X MARKERS

LOGO DISTANCE FROM SIGNAGE EDGES = 4 X MARKERS

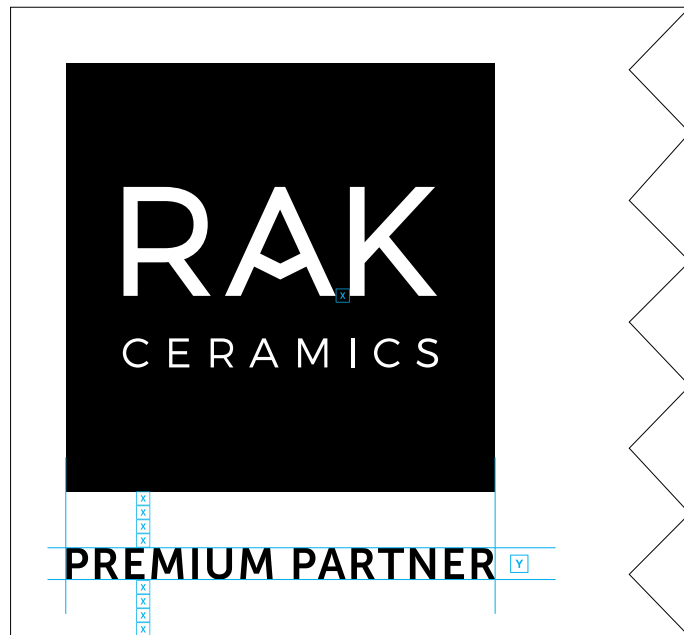
LOGO SUPPORTING TEXT DISTANCE FROM LOGO = 4 X MARKERS

LOGO SUPPORTING TEXT DISTANCE FROM SIGNAGE EDGE = 4 X MARKERS

Y DISTANCE = EVEN

These measurements will create the correct proportions for the English side of long showroom signage.

EXCLUSIVE

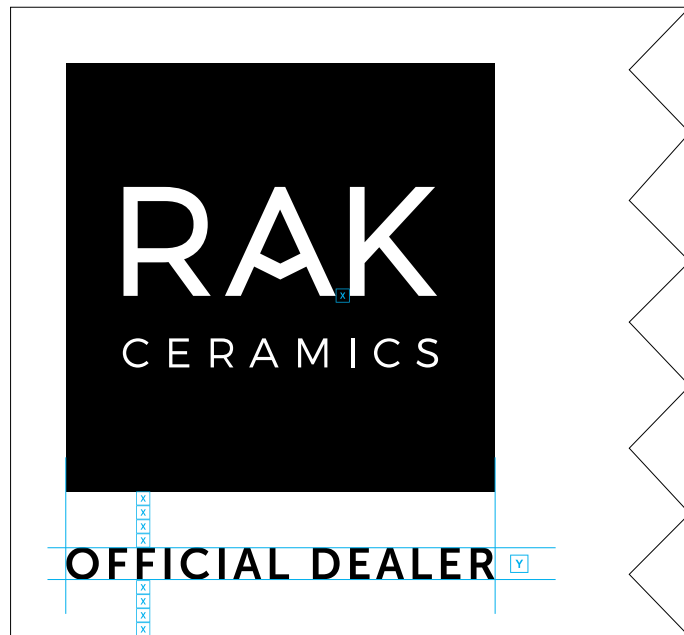


EXCLUSIVE



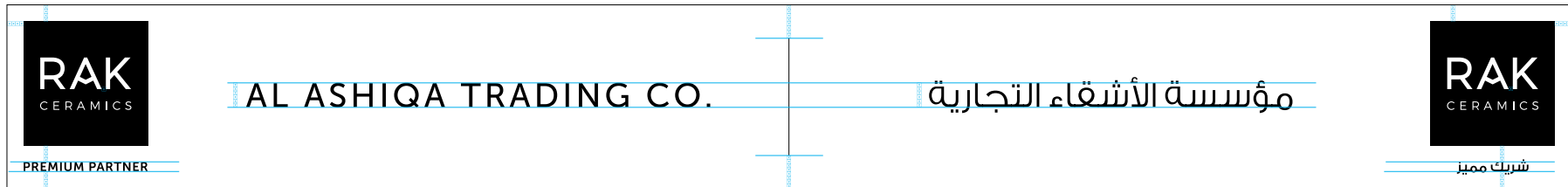
Here we can see the relationship between the RAK Ceramics logo and the dealership title. The English text should be formatted to fill the 'Y' area and align with the edges of the logo. The Arabic version mirrors the English but does not need to align with the edges of the RAK Ceramics logo.

The title used on an **exclusive dealership** should always be **PREMIUM PARTNER** in Museo Sans 700.

NON-EXCLUSIVE**NON-EXCLUSIVE**

Here we can see the relationship between the RAK Ceramics logo and the dealership title. The English text should be formatted to fill the 'Y' area and align with the edges of the logo. The Arabic version mirrors the English but does not need to align with the edges of the RAK Ceramics logo.

The title used on an **non-exclusive dealership** should always be **OFFICIAL DEALER** in Museo Sans 700.



Here we can see the full length of showroom signage with the Arabic translations to the right of the signage. The two languages are split by a dividing line. This line is 1/3rd the thickness of 1 X marker and should always be centred within the artwork. The dividing line should be 8 X markers from the top and 8 X markers from the bottom edge of the artwork. To create the correct proportions for the Arabic side we use exactly the same principles as for the English side. Then the Arabic text should be aligned with the English text as per the visual above.



Here we see finalised dealership signage.

INTERNATIONAL SIGNAGE
BRANCH



Using the rules for the **Free Area** we can find the size of the RAK Ceramics logo for the central square used on most signage. The logo should then always be centred within the square.

The X marker seen above then becomes the unit by which other signage elements are sized proportionally.



Using the same process as the previous sections we can determine the proportions of all the elements for a piece of international branch signage.

RAK CERAMICS LOGO DISTANCE FROM EDGE = 3 X MARKERS

RAK CERAMICS TITLE = 7 X MARKERS

SUPPORTING TEXT = 3 X MARKERS

DISTANCE BETWEEN RAK CERAMICS TITLE AND SUPPORTING TEXT = 6 X MARKERS

SPACE BETWEEN TEXT ELEMENTS = 2 X MARKERS

RHOMBUS = 1.5 X MARKERS

Y DISTANCE = EVEN



Here we see finalised international branch signage with the correct colouring.

INTERNATIONAL SIGNAGE
OTHER



Using the same process as the previous sections we can determine the proportions of all the elements for a piece of international signage.

RAK CERAMICS LOGO DISTANCE FROM EDGE = 3 X MARKERS

RAK CERAMICS TITLE = 7 X MARKERS

SUPPORTING TEXT = 3 X MARKERS

DISTANCE BETWEEN RAK CERAMICS TITLE AND SUPPORTING TEXT = 6 X MARKERS

Y DISTANCE = EVEN



Here we see finalised international signage with the correct colouring.

HEADQUARTERS SIGNAGE



Using the rules for the **Free Area** we can find the size of the RAK Ceramics logo for the central square used on most signage. The logo should then always be centred within the square.

The X marker seen above then becomes the unit by which other signage elements are sized proportionally.




RAK CERAMICS



Using a scale based on the logo **Free Area** we can determine the height of the supporting RAK CERAMICS text that sits to the left of the logo on the headquarters signage.

Here we see the RAK CERAMICS supporting text is the height of 7 X markers.



RAK CERAMICS سيراميك رأس الخيمة

Once we have the height of the RAK CERAMICS supporting text we can determine the height and length of the supporting Arabic text, that sits to the right of the main central logo. Here we see the Arabic text is determined by the height of the character that resembles the letter I in the English version of the logo.

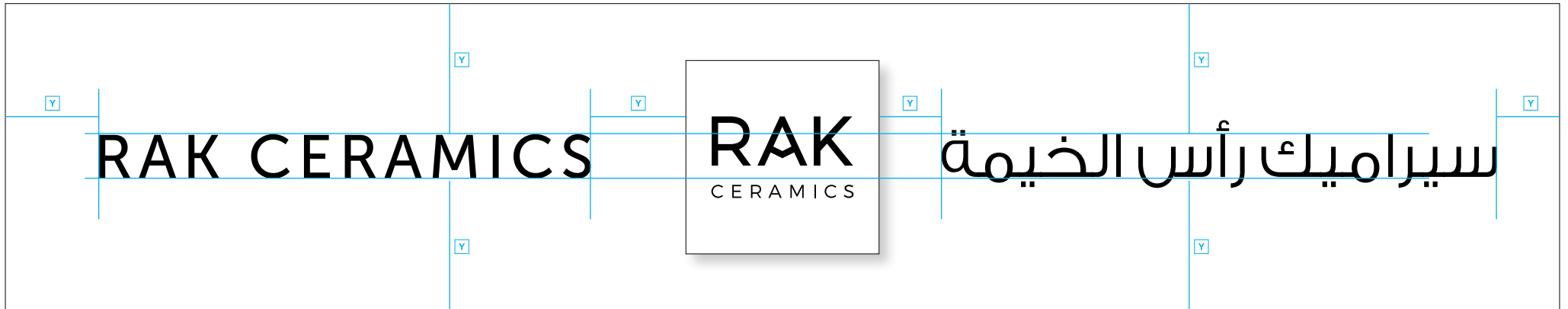
RAK CERAMICS



سيراميك رأس الخيمة

Now we have our main elements in optimum proportion.

2000cm x 400cm
Logo 250cm x 250cm



Here we see all the elements centrally aligned with each other inside the correct dimensions. Y = even distance.

2000cm x 400cm
Logo 250cm x 250cm



Here we see finalised length of the headquarters signage.



Here we see the signage in situ.

PACKAGING

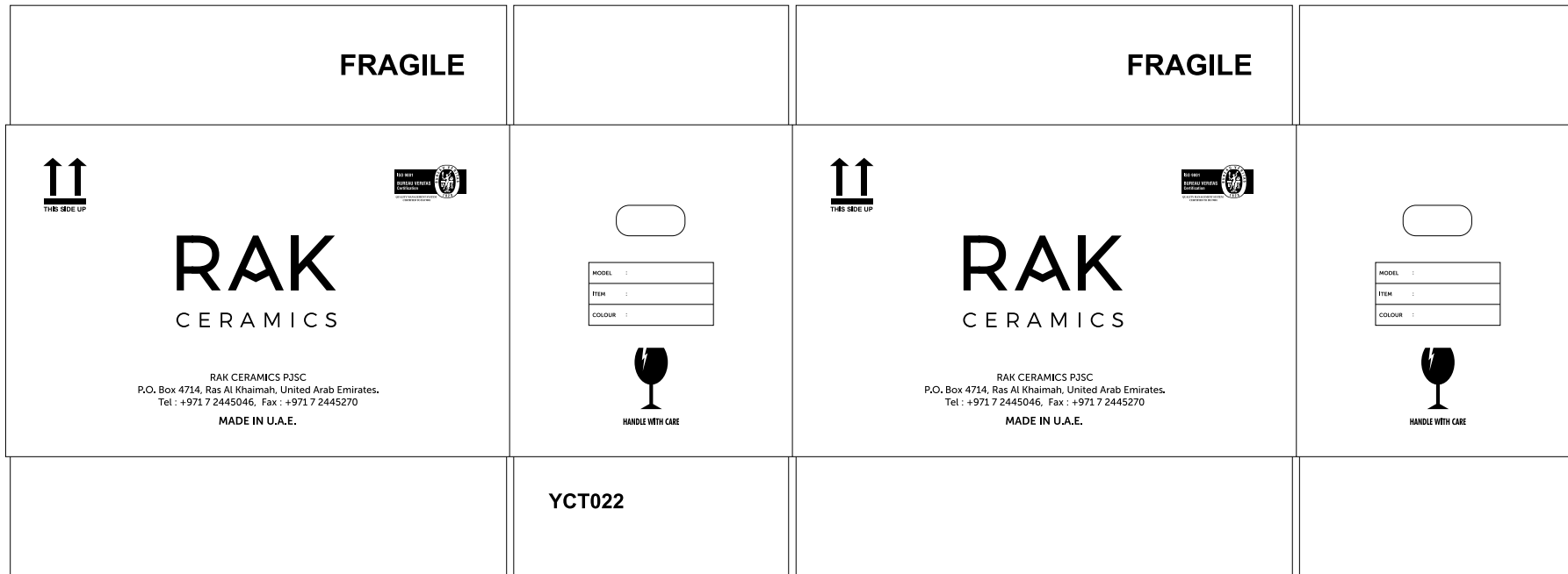


**BOX PACKAGING:
GENERAL RULES**

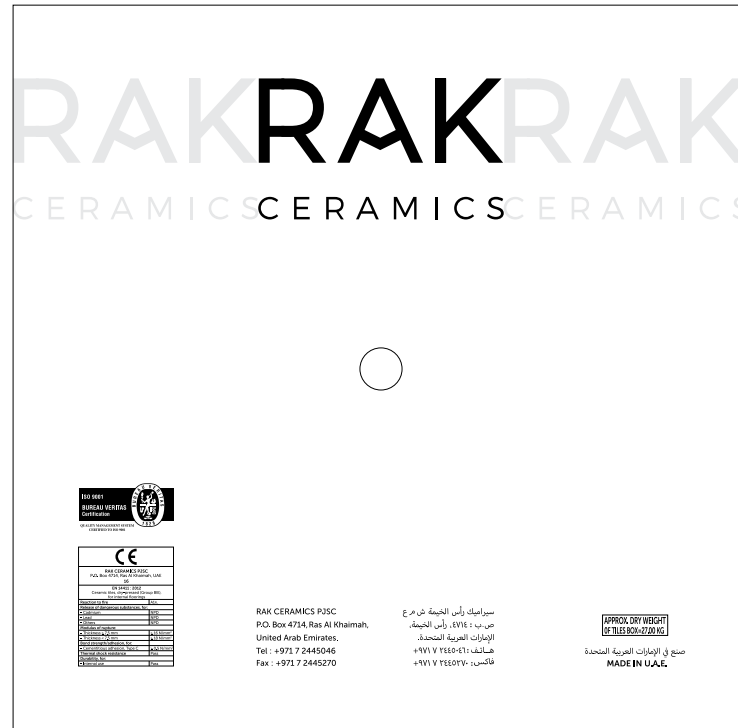
As a general rule, where possible the RAK logo should be black on white and centred in the area.

The size of the RAK logo should be 3 RAK logos width.

The address details in this case should always be centered and additional logos or crests should be placed in opposite corners.



Here we see a typical template for box packaging



TRAY PACKAGING:
GENERAL RULES

Tray packaging may not allow for a central logo. In this case the logo should be centered and positioned towards to the top edge.

The size of the RAK logo should be 3 RAK logos width.

The address and additional crests should be aligned with one another and run along the bottom as shown here.



SIDE PANELS

The RAK logo should be range left following the safe zone rule with any text range left positioned to the far right.



Here we see a typical template for tray packaging



WRAP-AROUND
PACKAGING:
GENERAL RULES

The RAK logo on wrap-around packaging should be centred and positioned towards the top edge

The size of the RAK logo should be 3 RAK logos width.

The address and additional crests should be aligned with one another and run under the logo towards the bottom edge.



RAK CERAMICS PJSC
P.O. Box 4714,
Ras Al Khaimah,
United Arab Emirates.
Tel : +971 7 2445046
Fax : +971 7 2445270

سيراميك رأس الخيمة ش.م.ع
ص.ب. : ٤٧١٤,
رأس الخيمة،
الإمارات العربية المتحدة.
هاتف: +٩٧١ ٧ ٢٤٤٥٠٤٦
فاكس: +٩٧١ ٧ ٢٤٤٥٢٧٠

APPROX. DRY WEIGHT
OF TILES/BOX=23.50 KG

صنع في الإمارات العربية المتحدة
MADE IN U.A.E.



Here we see a typical template for box packaging

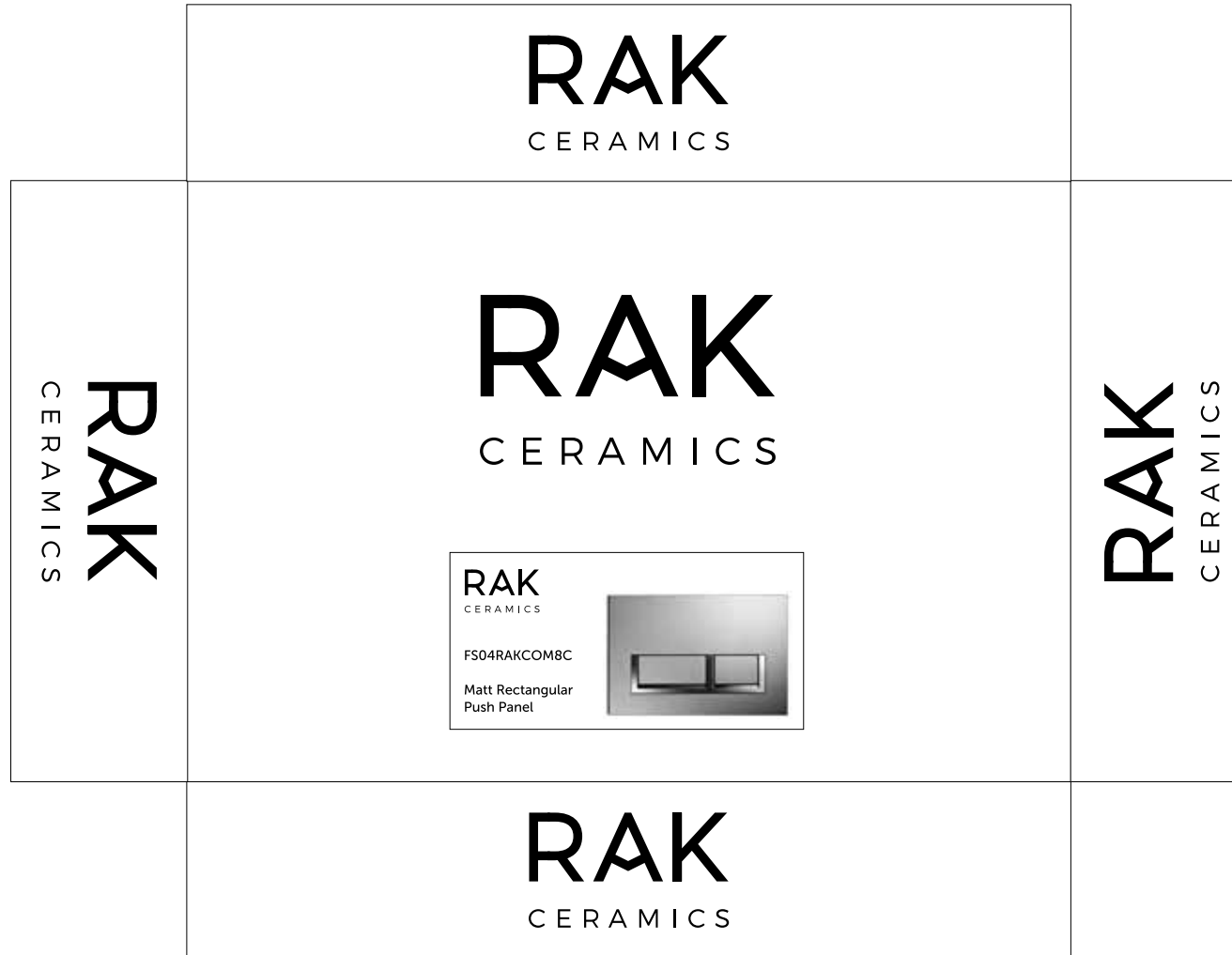
**PRODUCT PACKAGING:****GENERAL RULES**

The RAK logo should be centred. The size of the RAK logo should be 3 RAK logos width and the distance from the edge should be the height of the letter 'A'.

The product information should sit underneath the RAK logo inside it's own box as shown in the diagram.

**SIDE PANELS**

The RAK logo should be centred and 3 RAK logos width.



Here we see a typical template for box packaging




PRODUCT PACKAGING:
GENERAL RULES

As a general rule, where possible the RAK logo should be black on white and centred in the area.

The size of the RAK logo should be 3 RAK logos width.

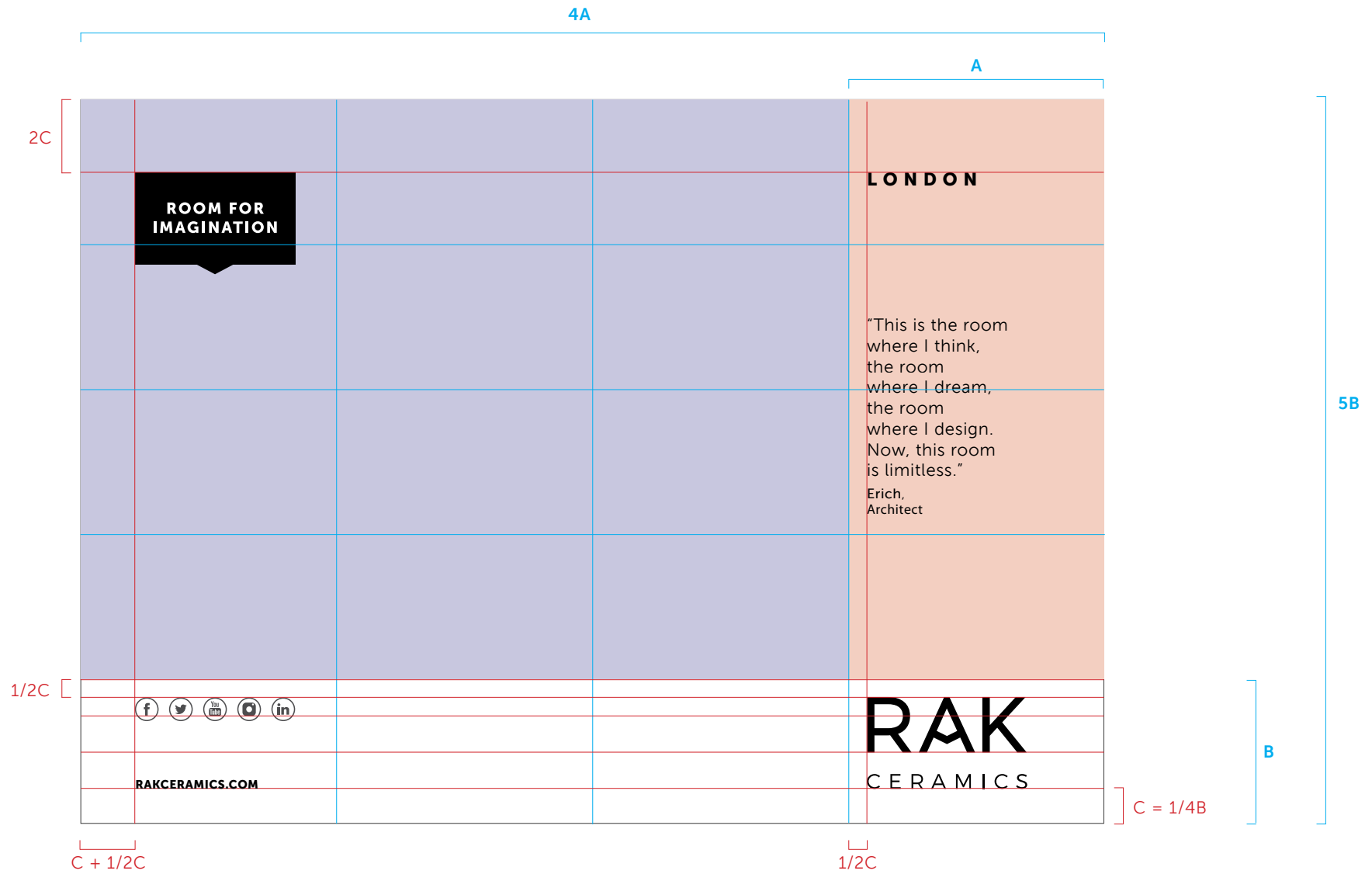
The address details in this case should always be centered and additional logos or crests should be placed in opposite corners.

<div data-bbox="810 477 987 571">  <p>ISO 9001 BUREAU VERITAS Certification QUALITY MANAGEMENT SYSTEM CERTIFIED TO ISO 9001</p> </div> <div data-bbox="472 647 831 858"> <h1>RAK</h1> <h2>CERAMICS</h2> </div> <div data-bbox="338 965 963 1058"> <p>RAK CERAMICS PJSC P.O. Box 4714, Ras Al Khaimah, United Arab Emirates. Tel : +971 7 2445046, Fax : +971 7 2445270</p> </div> <div data-bbox="555 1078 761 1107"> <p>MADE IN U.A.E.</p> </div>	<div data-bbox="1070 1235 1133 1254"> <p>YCT054</p> </div>	<div data-bbox="1205 493 1480 515"> <p>TIPS FOR CLEANING AND CARE</p> </div> <div data-bbox="1205 531 1491 630"> <p>This seat is made of high quality ABS resin (Acrylonitrile Butadiene Styrene Polymer). The smooth non-porous surface is ideal for maintaining hygiene conditions.</p> </div> <div data-bbox="1205 643 1491 1098"> <ol style="list-style-type: none"> 1. We recommend to install the seat cover after completing all the work inside the bathroom. 2. Do not keep the seat cover under direct sunlight. 3. Do not use abrasive cleaning products. 4. Do not use product containing Acid, Chlorine and Thinner, as these may damage the seat cover and hinges. 5. We recommend to use mild detergents with water to clean the seat cover and the hinges. 6. Lift the seat and cover up, whenever strong cleaning products are left in the bowl of the water closet, to prevent damages from vapors. </div> <div data-bbox="1543 480 1928 678"> <table border="1"> <tr> <td>MODEL</td> <td>:</td> </tr> <tr> <td>ITEM</td> <td>:</td> </tr> <tr> <td>COLOUR</td> <td>:</td> </tr> </table> </div>	MODEL	:	ITEM	:	COLOUR	:	
MODEL	:								
ITEM	:								
COLOUR	:								

Here we see a typical template for box packaging

ADVERTISING

CONCEPT CAMPAIGN



ROOM FOR IMAGINATION

LONDON

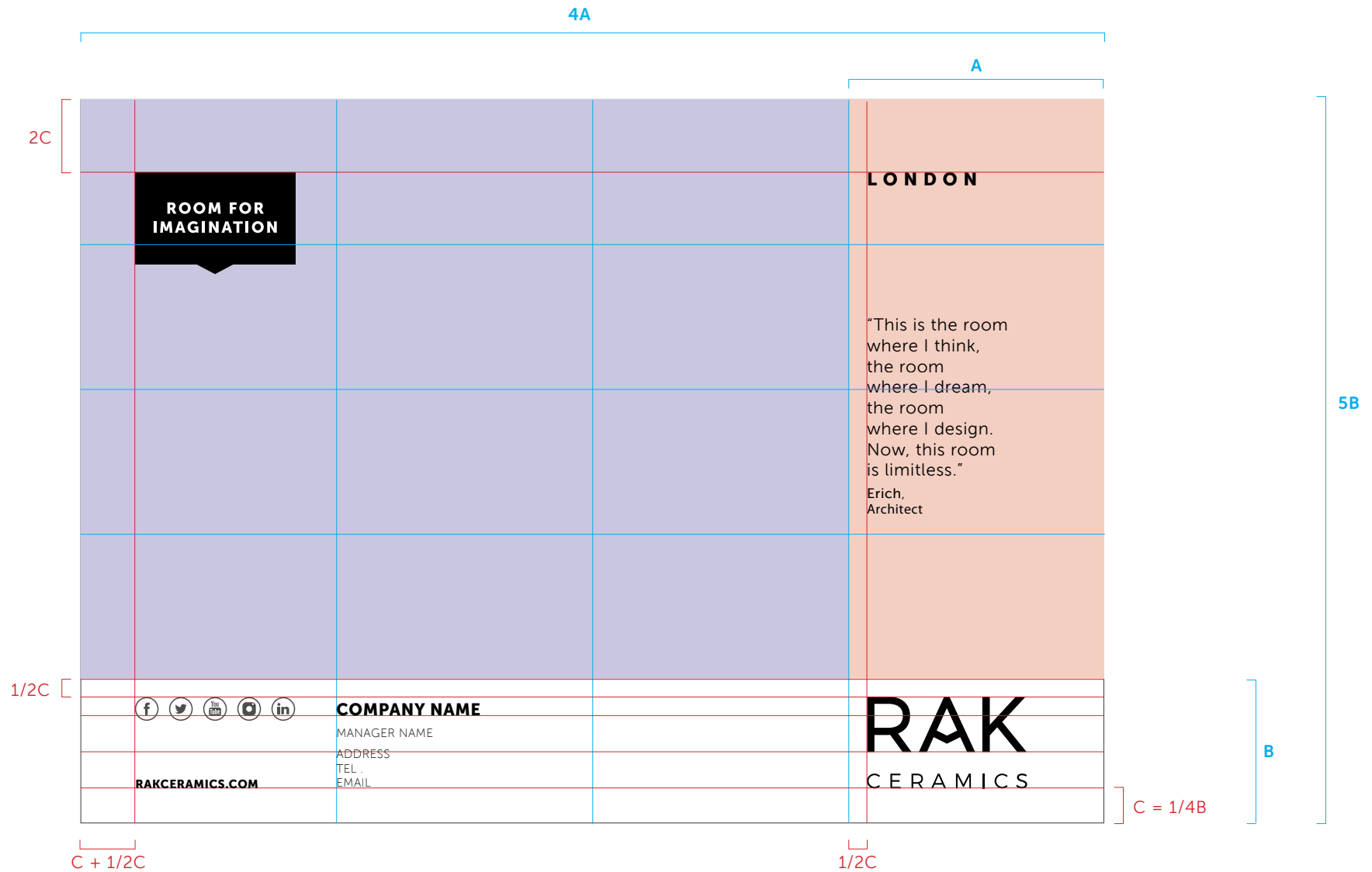
"This is the room where I think, the room where I dream, the room where I design. Now, this room is limitless."

Erich,
Architect

RAK
CERAMICS

RAKCERAMICS.COM

Here we can see how the horizontal ad template should look with all the relevant imagery and text included.



ROOM FOR IMAGINATION

LONDON

"This is the room where I think, the room where I dream, the room where I design. Now, this room is limitless."

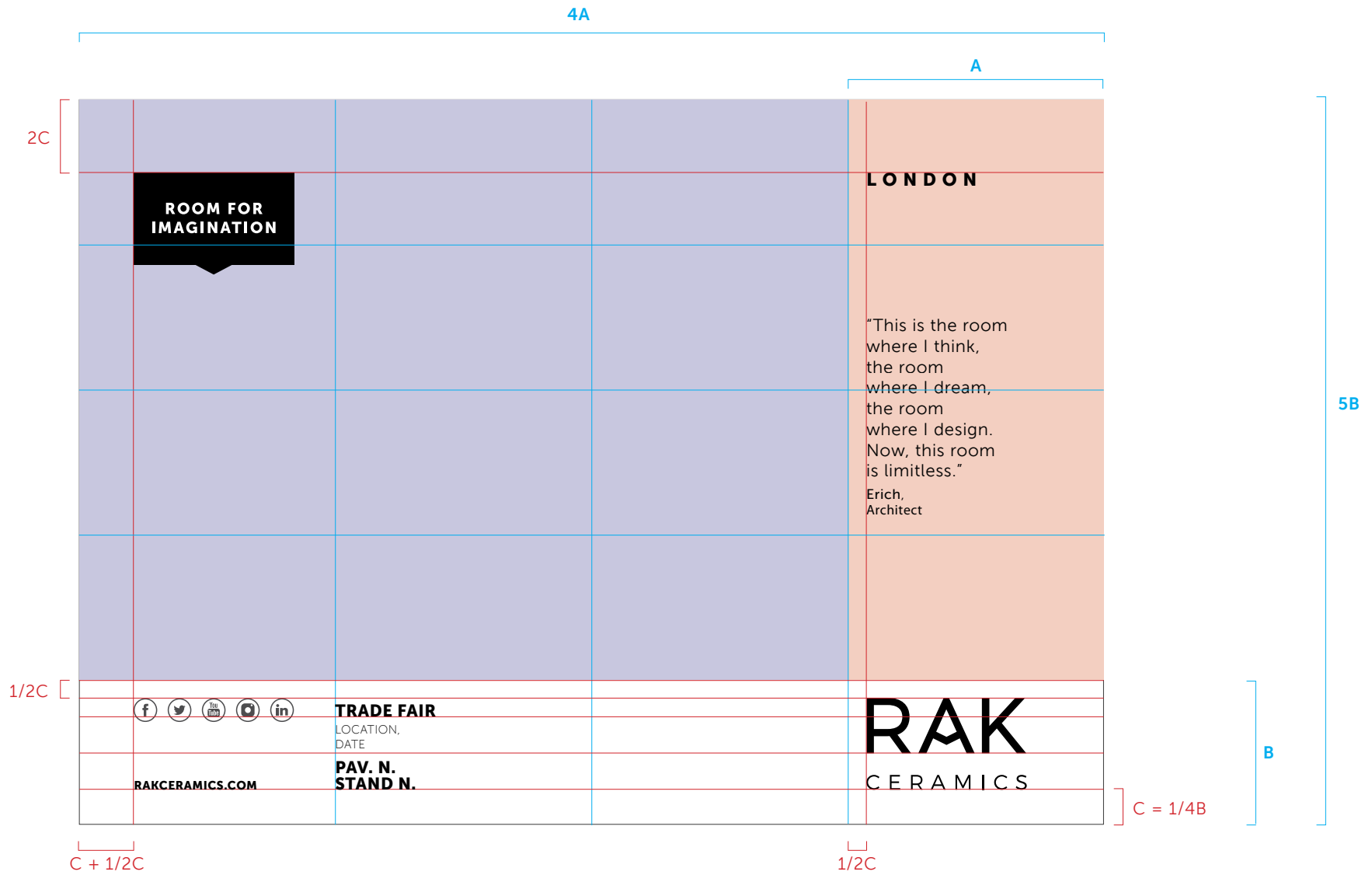
Erich,
Architect

RAK CERAMICS

COMPANY NAME
MANAGER NAME
ADDRESS
TEL.
EMAIL

RAKCERAMICS.COM

Here we can see how the horizontal ad template should look with all the relevant imagery and text included.



ROOM FOR IMAGINATION

LONDON

"This is the room where I think, the room where I dream, the room where I design. Now, this room is limitless."

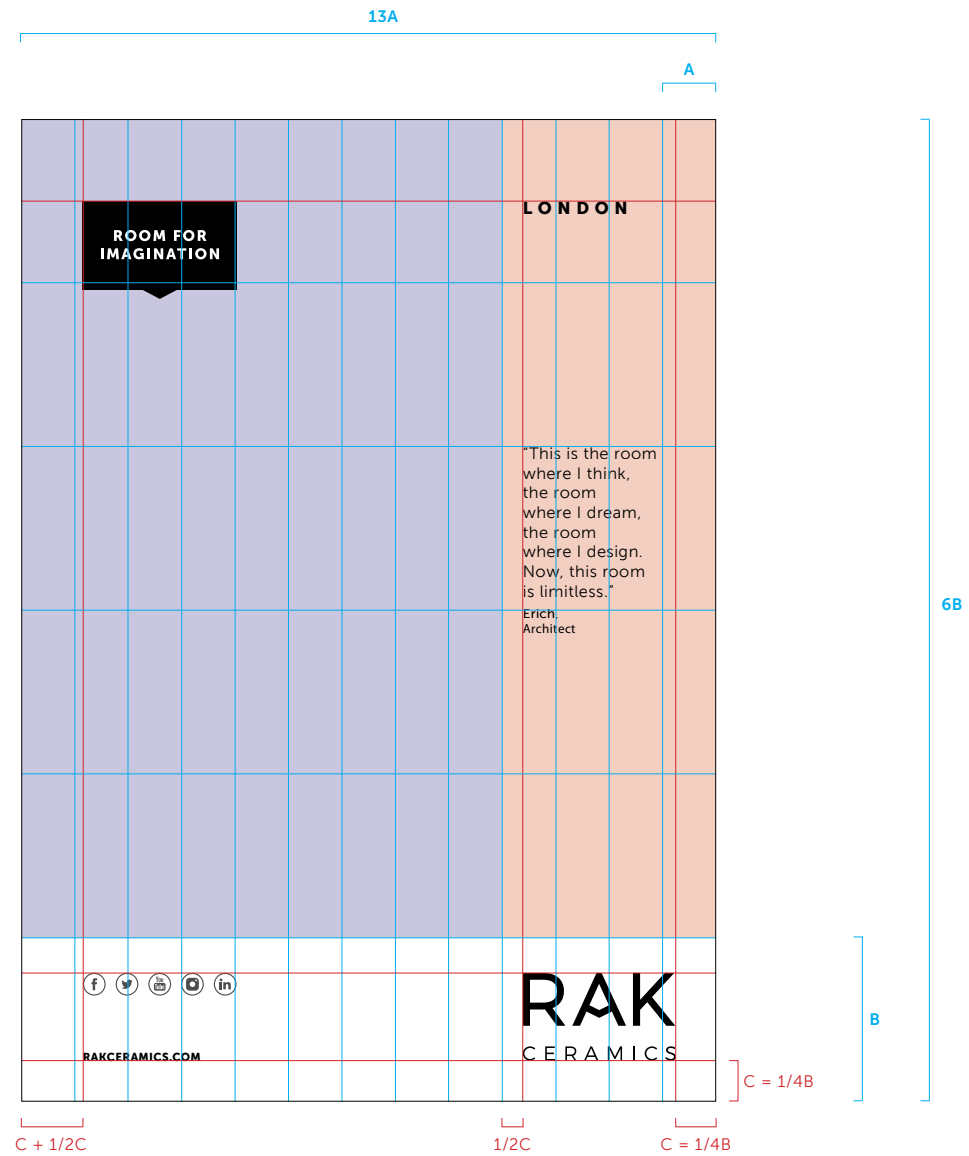
Erich,
Architect

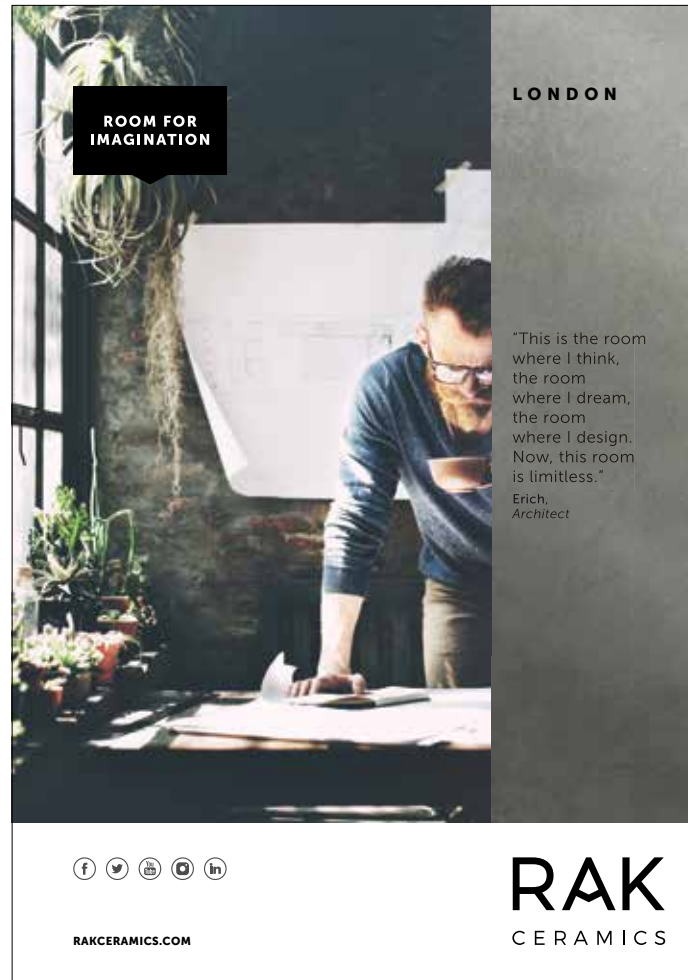
TRADE FAIR
LOCATION,
DATE
PAV. N.
STAND N.

RAK CERAMICS

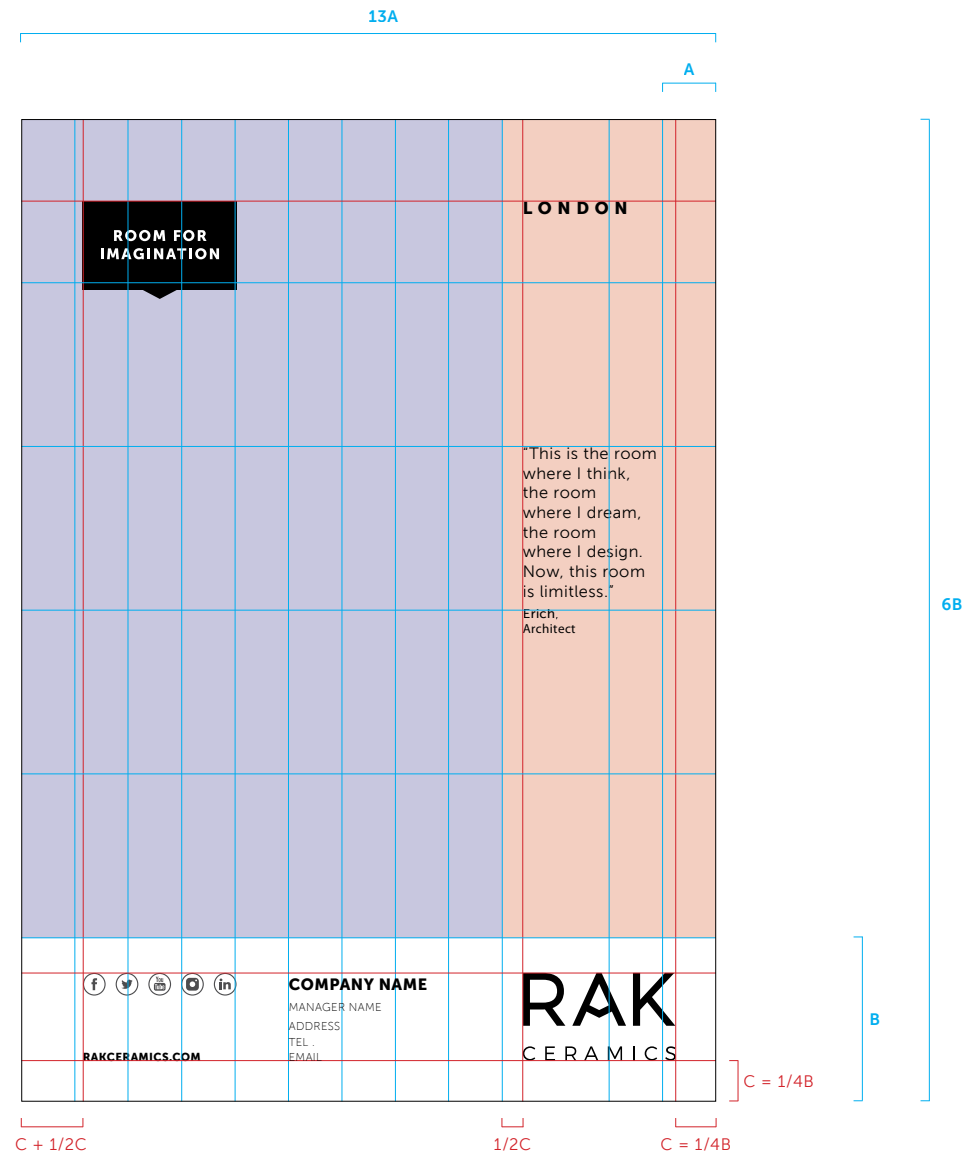
RAKCERAMICS.COM

Here we can see how the horizontal ad template should look with all the relevant imagery and text included.





Here we can see how the verticle ad template should look with all the relevant imagery and text included.



ROOM FOR IMAGINATION

LONDON

"This is the room where I think, the room where I dream, the room where I design. Now, this room is limitless."
Erich,
Architect

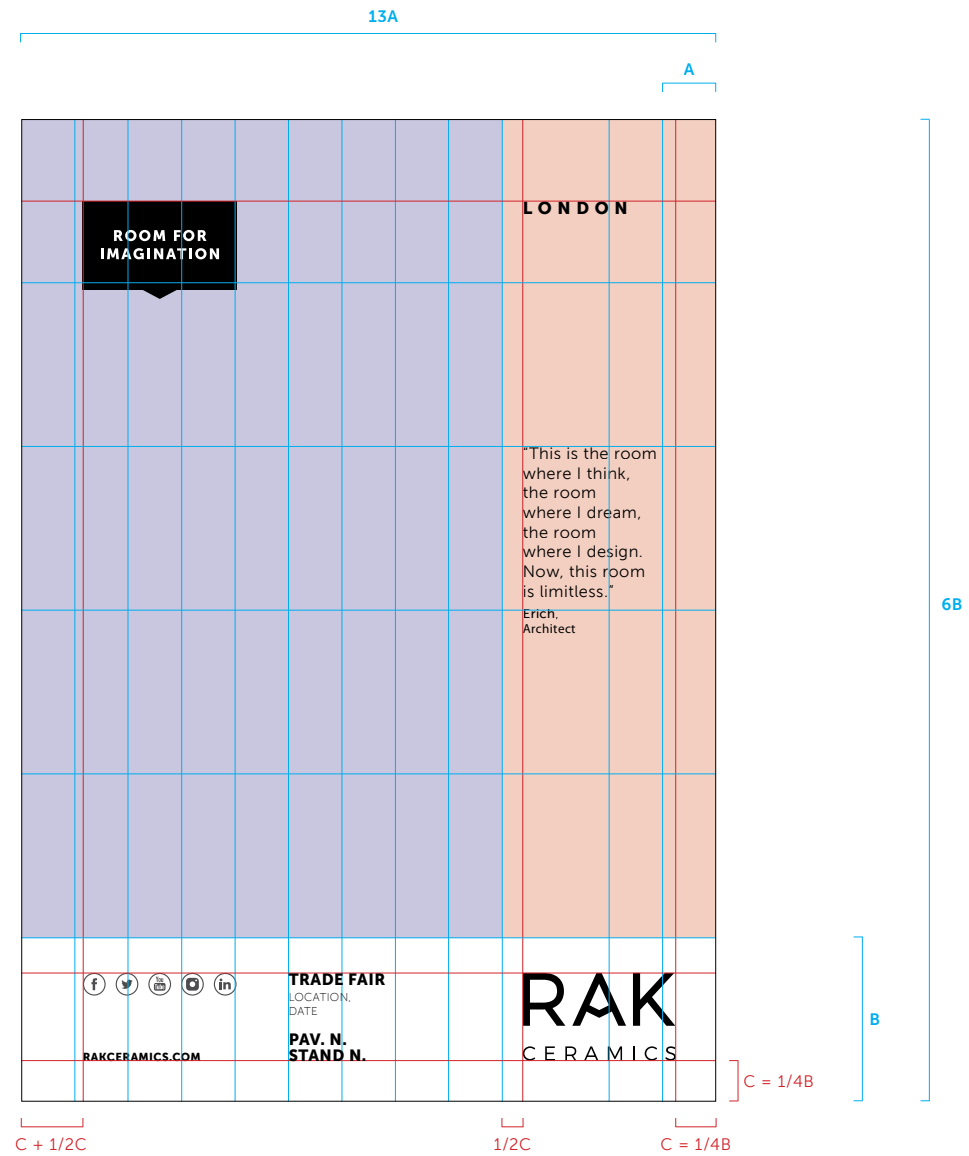
f t yt ig ln

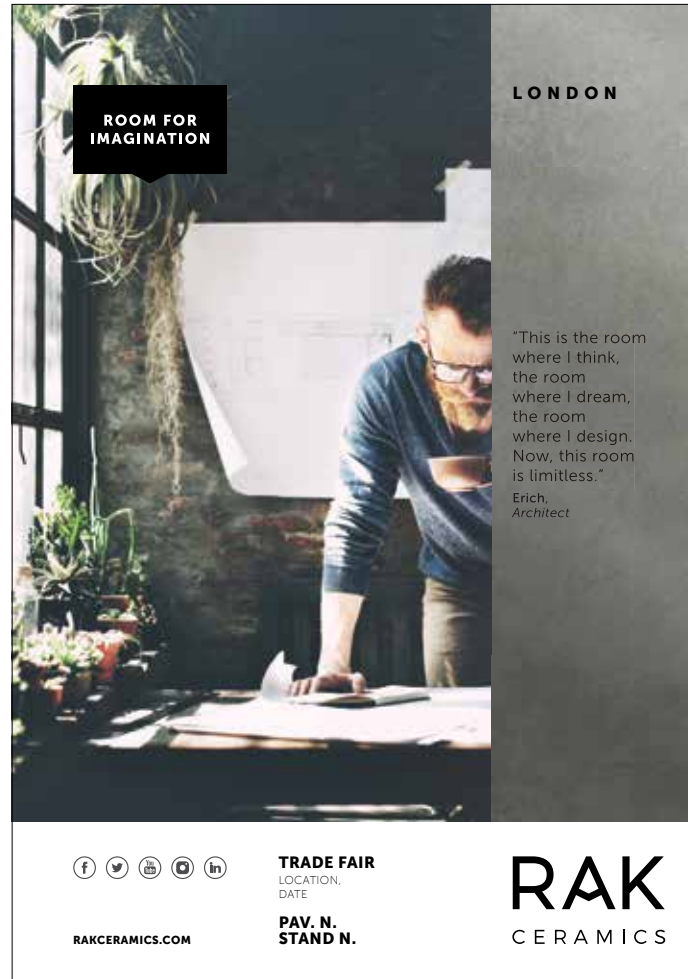
RAKCERAMICS.COM

COMPANY NAME
MANAGER NAME
ADDRESS
TEL.
EMAIL

RAK
CERAMICS

Here we can see how the verticle ad template should look with all the relevant imagery and text included.





Here we can see how the verticle ad template should look with all the relevant imagery and text included.

PRODUCT CAMPAIGN



ROOM FOR IMAGINATION

Materials that inspire ideas. Shapes and hues designed to freely express your style. Unique and inspiring products with unlimited choice. RAK Ceramics gives you limitless imagination.

SANDY STONE

RAK CERAMICS

RAK CERAMICS.COM



ROOM FOR IMAGINATION

Materials that inspire ideas. Shapes and hues designed to freely express your style. Unique and inspiring products with unlimited choice. RAK Ceramics gives you limitless imagination.

CIRCLE WOOD

RAK CERAMICS

RAK CERAMICS.COM



ROOM FOR IMAGINATION

Materials that inspire ideas. Shapes and hues designed to freely express your style. Unique and inspiring products with unlimited choice. RAK Ceramics gives you limitless imagination.

LOFT BRICK

RAK CERAMICS

RAK CERAMICS.COM



ROOM FOR IMAGINATION

Materials that inspire ideas. Shapes and hues designed to freely express your style. Unique and inspiring products with unlimited choice. RAK Ceramics gives you limitless imagination.

WALLS AND FLOORS: ATLANTIS MARBLE. SANITARYWARE: HERSHEL COLLECTION.

RAK CERAMICS

RAK CERAMICS.COM



ROOM FOR IMAGINATION

Materials that inspire ideas. Shapes and hues designed to freely express your style. Unique and inspiring products with unlimited choice. RAK Ceramics gives you limitless imagination.

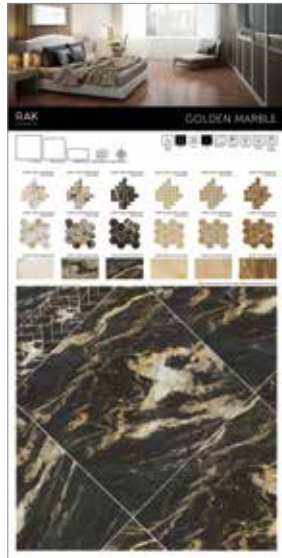
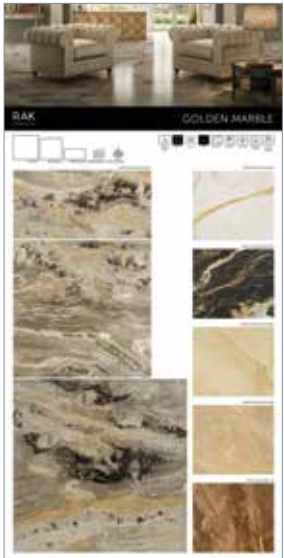
BATHROOM SUITES: RESORT - BABY

RAK CERAMICS

RAK CERAMICS.COM

MERCHANDISING TOOLS

COMMUNICATION PANEL



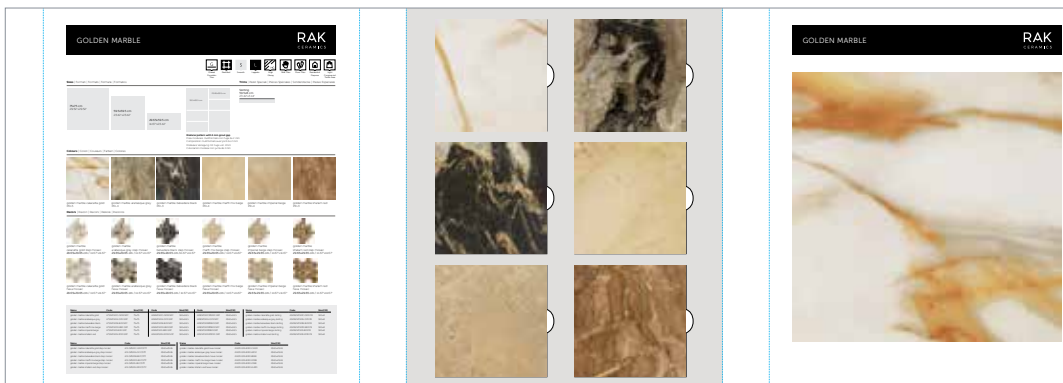
Communication Panel standard sizes:
 100(W) x 201(H) cm
 100(W) x 240.5(H) cm
 100(W) x 280(H) cm

HAND BOARDS



Hand Board standard sizes:
 65(W) x 85(H) cm

TILE FOLDERS



Tile Folder standard sizes:
 Closed size : 27(W) x 32.5(H) cm
 Open size : 87(W) x 32.5(H) cm

Wood Tile Folder standard sizes:
 Closed size : 25(W) x 124(H) cm
 Open size : 78.5(W) x 124(H) cm

FOR WOOD TILES



TILE DISPLAY STAND

Floor tiles display



Wall tiles



small sizes tiles



wood tiles



THANKS!
