



MEYDAN FREE ZONE  
**BRAND GUIDELINES**

# MEYDAN FREE ZONE BRAND GUIDELINES

Hello, we are happy that you are here. Our brand identity was created using a complex methodology that combines a unique value proposition and expert design thinking. It is the skin that holds our corporate body together.

This document contains the rules for our visual communication system. Guidelines within this guide cover treatment of assets such as the company name, brand vision, mission, essence, logo, company colours, and typography. Please adhere to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

- 1. INTRODUCTION
- 2. OUR LOGO
- 3. COLOURS & VARIATIONS
- 4. FONT TYPEFACE
- 5. VOICE & TONE
- 6. IMAGERY
- 7. ICONS
- 8. BRAND APPLICATIONS
- 9. WEB ELEMENTS

# INTRODUCTION

OUR STORY

OUR VISION

OUR MISSION

BRAND PERSONALITY

BRAND ATTRIBUTES

OUR VOCABULARY



## INTRODUCTION

## OUR STORY

We believe in the **journey of entrepreneurship**.

We understand this journey can be hard. Therefore, we are determined to create an **enabling environment for success**.

Our world-class facilities and comprehensive business solutions set us apart and above other economic zones in the region, giving us a distinct identity which empowers entities to go from **'Dubai to the World'**.





INTRODUCTION

## OUR VISION

To be the **world-class hub for entrepreneurship** and innovation in the region.





## INTRODUCTION

## OUR MISSION

To make entrepreneurship **accessible** and inspire business growth.

To foster a vibrant and connected **ecosystem for entrepreneurs** and innovators to create, grow, and lead.





## INTRODUCTION

## BRAND PERSONALITY

We are passionate, down to earth and to the point. We like to keep things straightforward, making the complex clear and simple.

While we act boldly and with confidence, we're never boastful.

We like to challenge the status quo, not to be rule breakers but because we believe there's always a better way to get things done.

We represent all things superlative, enabling those in the Meydan Free Zone world to also surpass their competition and attain superlative status.



INTRODUCTION

BRAND ATTRIBUTES

Our brand attributes are the standard means by which all of our subsequent branding work would be measured, so it is important to ensure that they truly represent the heart and soul of the company.

Meydan  
Free Zone is





INTRODUCTION

OUR VOCABULARY

This state of the superlative is conveyed through the usage of positive -less words, which should be integrated into our messaging to drive home the essence of our brand, and to resonate with our audience.

**Our vocabulary  
includes words like:**

Boundless  
Ceaseless  
Effortless  
Endless  
Faultless  
Flawless  
Fearless

Limitless  
Matchless  
Peerless  
Priceless  
Relentless  
Seamless  
Timeless



# THE LOGO

OUR TAG LINE

OUR LOGO MARK

ELEMENT OF DUALITY

LOGO VARIATIONS

USAGE ON BACKGROUNDS

LOGO MISUSE



THE LOGO

OUR TAGLINE

Heroes Dubai  
as the centre  
of business



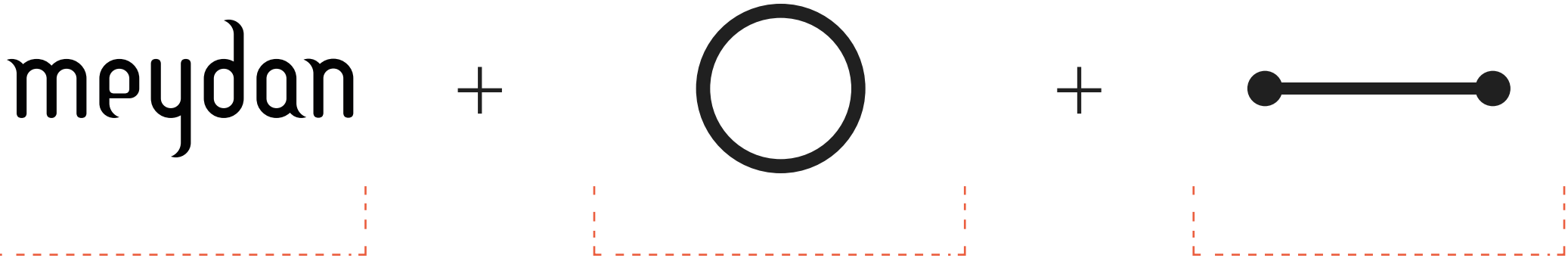
From Dubai to the World



Evokes a bigger ambition, referring to a stream  
of possibilities and opportunities.



OUR LOGO MARK



Master Mark

direct association  
to the master  
brand and master  
development

Universe

evokes the  
global context,  
outlines an area  
or zone that denotes  
a community.

Connection

incorporating  
the key facets of  
connection and  
accessibility





THE LOGO

ELEMENT OF DUALITY

A FREE ZONE WITH EVERYTHING FROM  
DUBAI TO THE WORLD

The Duality Design philosophy creates a connection between two elements. The Duality Design philosophy helps us see both sides of a story and creates compliments from contradictions.

GROWING SME?  
GET EVERYTHING YOU NEED FROM

- VALUE TO ADVANTAGE
- CREDIBILITY TO SUSTAINABILITY
- NETWORKING TO NIGHTLIFE
- FOCUS TO FREEDOM
- COORDINATION TO COMMUNITY

A FREE ZONE WITH  
EVERYTHING FROM

- AFFORDABLE TO CREDIBLE
- SIMPLE TO SMART
- OPPORTUNITIES TO OWNERSHIP
- VISAS TO VISTAS
- WORK TO HOME
- LOCAL TO GLOBAL

EVERYTHING A DUBAI  
ENTREPRENEUR NEEDS FROM

- BUSINESS TO PLEASURE
- PREMIUM TO AFFORDABLE
- 9-5 TO 24/7
- EFFICIENCY TO ENTERTAINMENT
- LOGISTICS TO LEISURE
- HIGH-TECH TO HIGH-TOUCH



THE LOGO

LOGO VARIATIONS





THE LOGO

LOGO USAGE ON BACKGROUNDS

The full colour logo should be used only on a white or light coloured backgrounds, where the colours and shapes are visible and do not merge into the background.





THE LOGO

LOGO MISUSE

Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not shuffle around the colours



Do not re-create using any other typeface



Do not use different colours



Do not outline logotype



Do not change the size or position of the ring and logotype



Do not rotate any part of the logo





# COLOURS & VARIATIONS

BRAND COLOURS

ACCENT COLOURS

USE OF COLOUR WITH ELEMENTS



COLOURS & VARIATIONS

BRAND COLOURS

Logo Colours

MFZ Blue

Pantone 2945 C

CMYK C-100 M-67 Y-17 K-5

RGB R-0 G-81 B-140

HEX #00518C

MFZ Green

Pantone 369 CP

CMYK C-67 M-8 Y-100 K-0

RGB R-98 G-168 B-48

HEX #62A830

MFZ Logo Gradient

Light Green

HEX #c2d500

Light Blue

HEX #1ecad3

Primary Colours

Light Green

CMYK C-85 M-14 Y-89 K-2

RGB R-2 G-153 B-86

HEX #029956

Dark Green

CMYK C-90 M-36 Y-90 K-31

RGB R-6 G-96 B-58

HEX #06603a



## COLOURS & VARIATIONS

## ACCENT COLOURS

## Secondary Colours

CMYK C-29 M-2 Y-100 K-0

RGB      R-194 G-213 B-0

HEX #c2d500

CMYK C-11 M-0 Y-16 K-0

RGB      R-222 G-255 B-224

HEX      #deffe0

CMYK C-18 M-0 Y-1 K-0

RGB      R-203 G-224 B-255

HEX    #cbf2ff

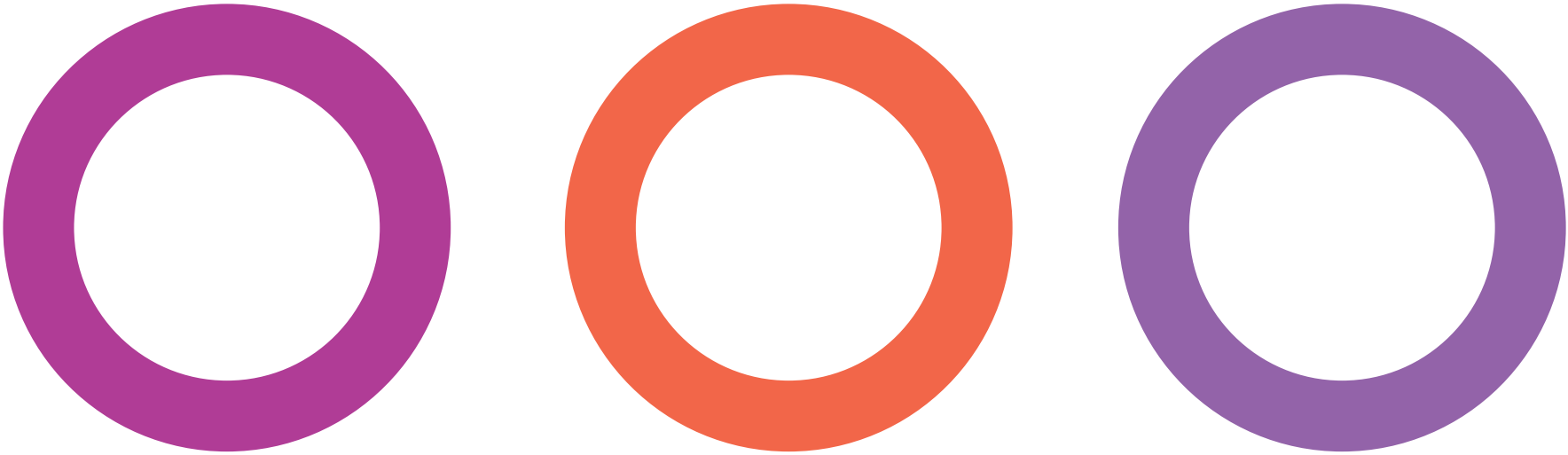


USE OF COLOUR WITH ELEMENTS

Brand Colour



Secondary Colour



Linear Gradient



# FONT TYPEFACE

ENGLISH TYPEFACE

ARABIC TYPEFACE

TYPE SPECIMEN



FONT TYPEFACE

ENGLISH TYPEFACE

Plus Jakarta Sans

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  
0 1 2 3 4 5 6 7 8 9

- Font Family
- Light

Regular

Medium

Semi Bold

**Bold**

FONT TYPEFACE

ARABIC TYPEFACE

Dubai

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

Font Family

خفيف

عادي

متوسط

عريض



TYPE SPECIMEN

H1  
Plus Jakarta Sans SemiBold  
36/38

A better way to work

H2  
Plus Jakarta Sans SemiBold  
24/28

Simpler, more pleasant and more productive

H3  
Plus Jakarta Sans SemiBold  
18/21

The kind of thing you don’t know you need, but once you have it, you can’t live without it. It feels like the natural evolution of work.

H4  
Plus Jakarta Sans Medium  
12/15

After all, every organisation needs a little bit of simple stuff.

P  
Plus Jakarta Sans Light, 12  
Kerning, -10 Tracking 7/9

There is an enormous and heretofore unmet demand for an easier way to promote entrepreneurship. That demand is why Meydan Free Zone is here today. To deliver solutions brilliantly and digitally.

CTA  
Plus Jakarta Sans SemiBold

LET’S CONNECT

# VOICE & TONE

VOICE

TONE

TONE OF VOICE IN ACTION

WRITING STYLE GUIDE

WRITING GOALS

WRITING PRINCIPLES



VOICE

The Meydan Free Zone’s voice is evolving to unite our brand and meet our audience’s needs. We’re confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices, we’ll create more space for brand relevance, connection and joy. We want to educate people without patronising or confusing them. We impart our expertise with clarity, empathy, and honesty.

We are in the business of opening doors for SMEs hence we can relate to our audience’s challenges and passions and must speak to them in a familiar, warm, and accessible way.

Functional

Functional means helpful—it organises things in a clear way and anticipates our customer’s needs, to have an easy, enjoyable experience online and at our offices. Used primarily for wayfinding and buying for our services, this copy is so seamlessly integrated that it calls attention to the product—not itself. Functional doesn’t mean sterile; it means clear.

Expressive

Expressive copy is where our brand personality unfurls with day-making thoughts. We use expressive moments on focal products to present a product truth in a fresh, relevant, interesting way. When we have the space, we tell a passionate entrepreneurial story. But even with just a few words, our copy can inspire—always taking into account where our audience is interacting with us—and making every word count.

TONE

Our tone is usually informal, but it’s always more important to be clear than entertaining. We use active voice and avoid passive voice. We must avoid slang and jargons. Write plain English and use classic Arabic. Our use of language should be positive rather negative.

Tonal Hooks

Straightforward

Do not bombard our consumers with technological speak, they just want to know if what they’re buying does what they need it to do. Straightforward language.

Easy

We make it as easy as possible for our audience to set up a company. Our digital innovations help our audience to make their decisions easy.

Reliable

Our audience need the reassurance that what they’re investing in is tried and tested, recommended by people whose opinion they trust.

Bright

Our audience gravitate towards brands that brighten up their day. We speak to them like an adult who enjoys that witty spark. We’re smart, and so are they – we know that they get it.



WHEN TO BE  
FUNCTIONAL.  
WHEN TO BE  
EXPRESSIVE.

---

**Expressive Messaging** (Attract & Engage)

---

**When**

Created as inspiration and guidance for touch points such as social and PR, etc.

**How**

Attract and engage:  
Lead with the witty headline, underpinned by the functional benefit, while lightly touching on the technology.

**Why**

Inspire consumers and introduce Meydan Free Zone as the easy choice to make.

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**Functional Messaging** (Convert)

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**When**

Created as product information for category and product pages, and data sheets.

**How**

Convert—Turn the engaged audience into believers. Explain the technical detail, expand on the functional benefit, and nod to the emotional benefit.

**Why**

To prove why Meydan Free Zone is the easy choice.

---

TONE OF VOICE  
IN ACTION

Attract

Simple, engaging, to-the-point headlines that get the target audience’s attention.

Engage

Why Meydan Free Zone is the easy choice, e.g. how it makes life easier.

Convert

This is where we lead our audience to take action with persuasive, tactical messaging.

Our  
Benefits

Meydan Free Zone offers multiple advantages to Global Entrepreneurs

We are strategically located catering to the needs of startups and global businesses alike with access to exceptional talent, entrepreneurial expertise, excellent business networks, and a vast suite of startup support services.

- Complete foreign ownership
- Capital repatriation without restrictions
- 100% exclusion on corporate & personal tax
- Full repatriation benefits on profits & financial assets
- Easy bank account setup
- 1,500+ business license activities

LET’S MEET



## WRITING STYLE GUIDE

A style guide is a point of reference for grammar, punctuation and spelling. A set of standardised rules mean all communications for Meydan Free Zone, no matter who has written them, will always be consistent.

**Headlines** should be written in short, concise sentences – two or three words are expected. All copy is to be stylised in capital letters using our font family for print executions, and digital executions. Use full stops to punctuate, if necessary.

**Copy** including captions, credits, standfirsts, caveats and subheads should all be written in sentence case, using our font family. And should always be closed with a full stop.

All content and communications must adhere to **British English** spelling and grammar.

WRITING GOALS

With every piece of content we publish, we aim to:

Empower

Help people understand what Meydan Free Zone is by using language that informs them and encourages them to that leap of faith called entrepreneurship.

Guide

Think of yourself as a tour guide for our users. Whether you’re leading them through our website, emails, socials, communicate in a friendly and helpful way.

Respect

Treat our users with the respect they deserve. We ought to put ourselves in their shoes. Be considerate and inclusive. We do not want to market at people; we want to communicate with them.

Speak truth

Understand Meydan Free Zone’s place in our audience’s lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

Educate

We want to educate our users on what they need to know about our free zone and our products in a way that’s inspiring to them, not us. Give them the exact information they need, along with opportunities to learn more, all call-to-action must be clear and approachable. Remember that we are the experts of our products and services, and our users don’t have access to everything we know.



WRITING PRINCIPLES

In order to achieve those goals, we make sure our content is:

Clear

Understand the topic you’re writing about. Use simple words and sentences.

Useful

Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?

Friendly

Write like a human. Don’t be afraid to break a few rules if it makes your writing more relatable. All of our content, from splashy homepage copy to system alerts, should be warm and human.

Appropriate

Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you’re writing to and what you’re writing about.

# IMAGERY

VISUAL WORLD

ATTITUDE

FREESTYLE PERSPECTIVES



IMAGERY

## VISUAL WORLD

### Authentic and Extraordinary

Passion, precision and perfection are integral to the visual aesthetic of our images. The style is minimalistic and clear-cut, with the situation in each image depicted in an authentic, assured manner with a focus on the essential. The images don't look at all staged, and yet every single detail is meticulously composed.

The result is exclusive snapshots of authentic situations, perfectly pairing sophisticated lighting with a subtle colour mood. The vehicles look not like exhibition objects, but like part of a natural environment. This allows us to create high-quality, emotionally-charged images that move and fascinate the viewer, while also expressing our bold, sophisticated and optimistic attitude.

The images are powerful, and express understatement with a premium standard, and reflect at the same time a balance between perfection and authenticity.





## IMAGERY

## ATTITUDE

**brave | curious | approachable | optimistic**

The attitude of people used in our images is optimistic with a confident, nonchalant way about it – but in a likable and approachable way. We show people with charisma, who radiate determination and curiosity.





## IMAGERY

### FREESTYLE PERSPECTIVES

#### **unseen | courageous | surprising | detailed**

Freestyle perspectives characterise our imagery with their emotional and diverse personality. These shots have charisma and tell a story in a fascinating, refreshing way. These shots surprise with their unseen perspectives and intriguing image cropping, and embody passion with their dynamics. They trigger emotions in the viewer, communicating closeness and warmth, and enabling our details or other design characteristics to be staged in an emotional way.





# AD TEMPLATES

SQUARE

HORIZONTAL

VERTICAL

SQUARE

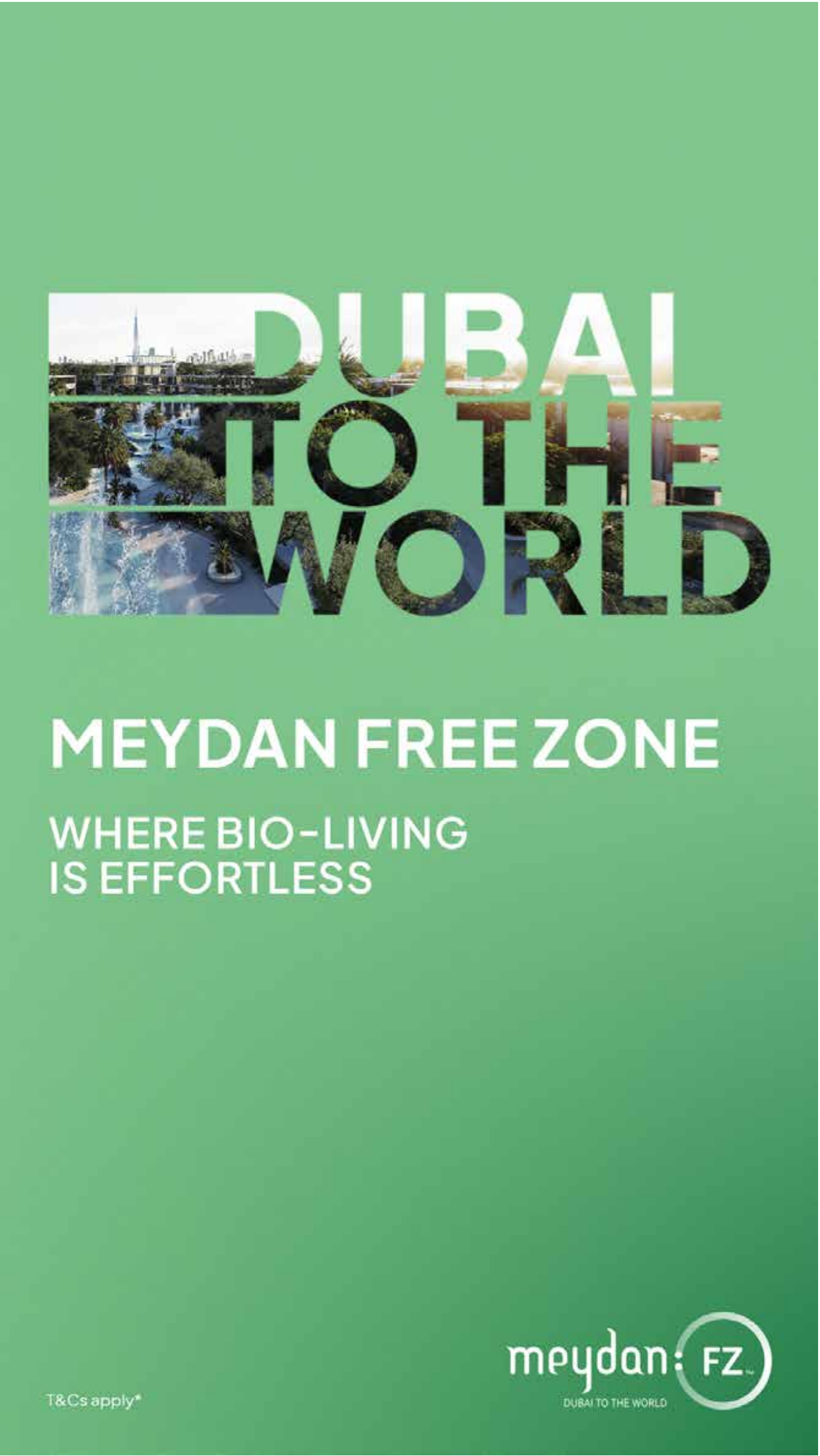
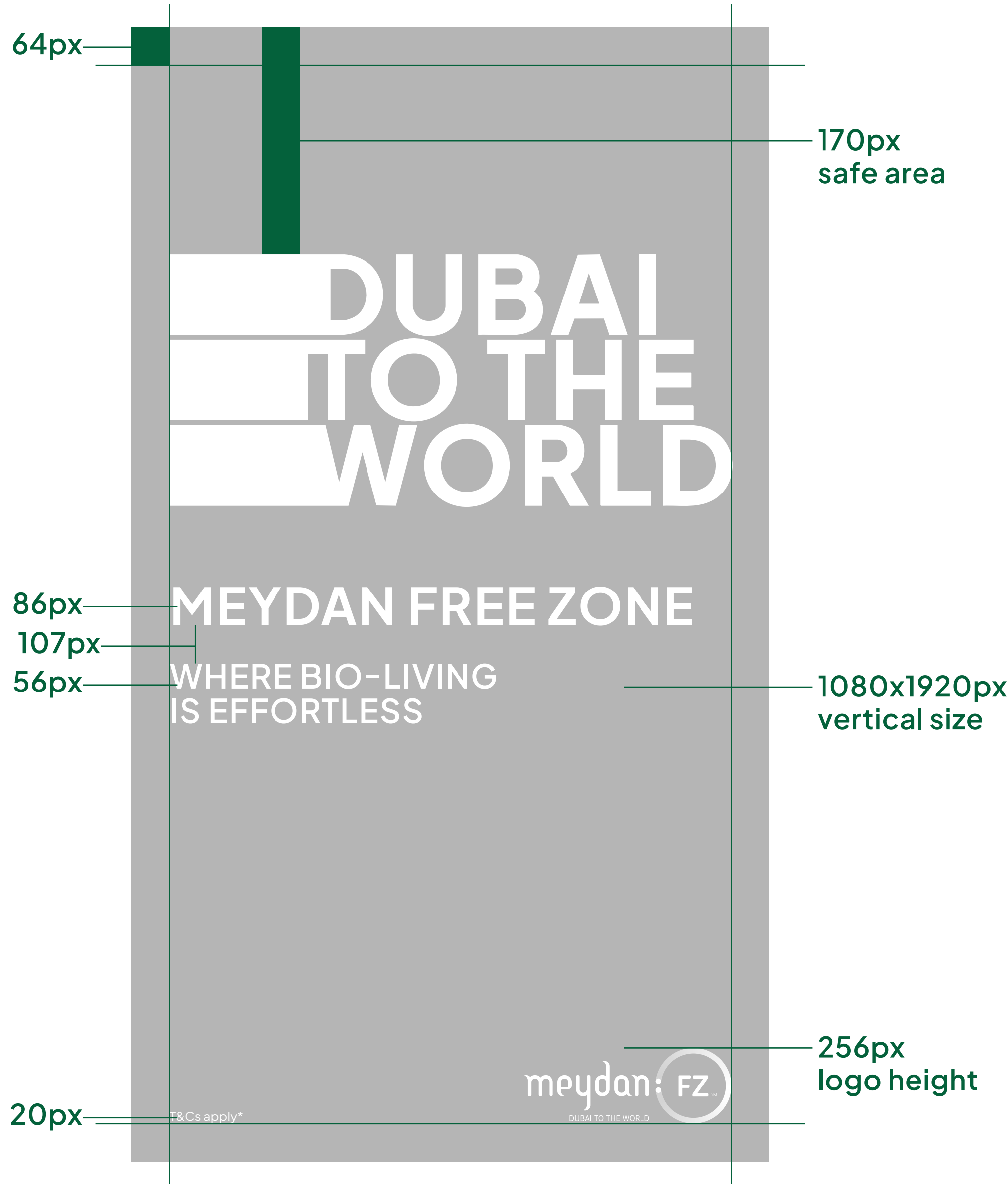


HORIZONTAL





VERTICAL



# ICONS

STYLE & STRUCTURE

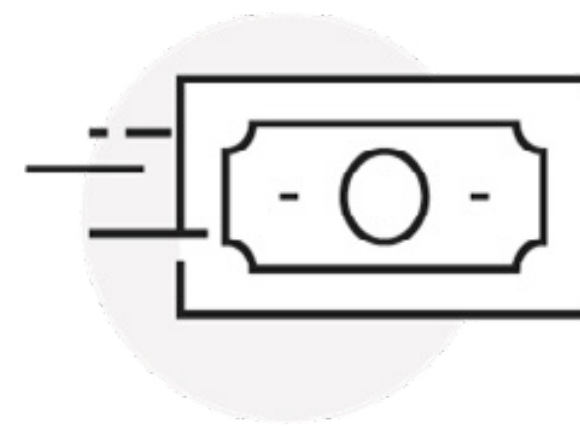
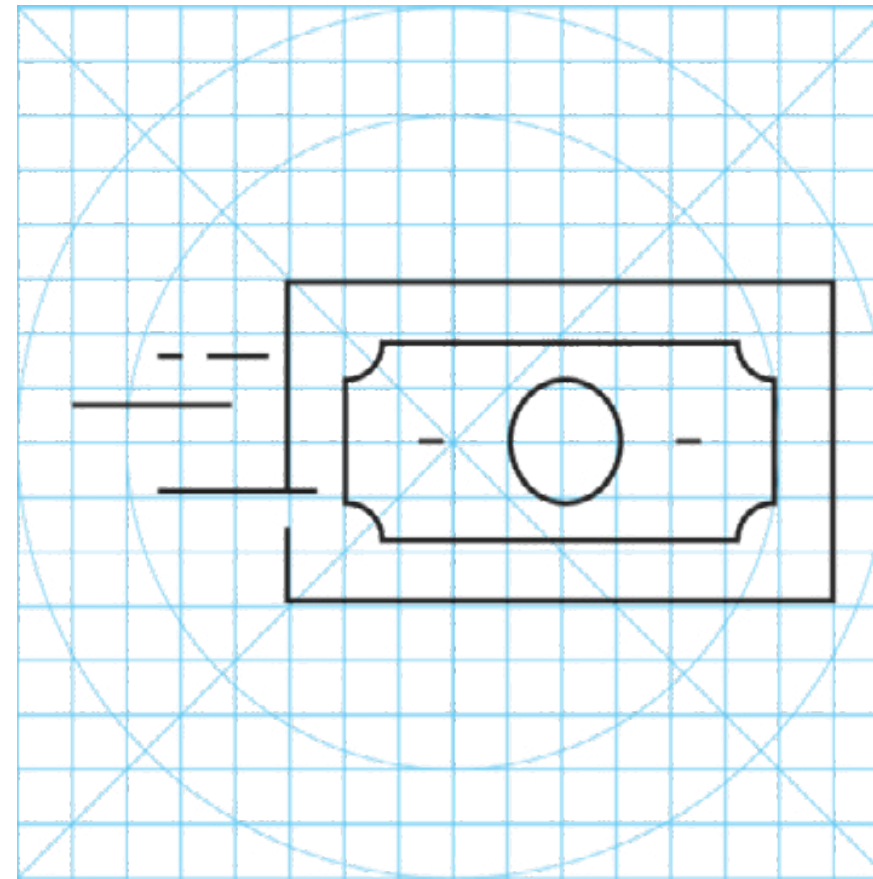
USAGE

Meydan Free Zone icons indicate information and interactions in a simple, direct manner. Their style is derived from technical drawings. Learn how to use them, how they behave and how they are made here or find and download approved icons in the user interface guideline.

## ICONS

### STYLE & STRUCTURE

Icons are made up of as few elements as possible. The constructed style is created by means of a fine, constant contour thickness of one pixel and the avoidance of filled-in blocks, angles alternate with rounded corners. Icons are generally applied in black and white.





ICONS

USAGE

Meydan Free Zone’s icons are used across different brand touchpoints from marketing to environment to product. They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.



# BRAND APPLICATIONS

STATIONARY

BUSINESS CARDS

LETTER HEAD & ENVELOPE

NOTEBOOK & PEN

MUGS

UNIFORM

BRAND APPLICATIONS

BUSINESS CARDS





BRAND APPLICATIONS

LETTER HEAD & ENVELOPE



BRAND APPLICATIONS

NOTE BOOK & PEN



## BRAND APPLICATIONS

### MUGS





BRAND APPLICATIONS

UNIFORMS



# WEB ELEMENTS

BUTTONS

DROP-DOWN MENUS

FORMS

HEADINGS & SUBHEADINGS

LISTS

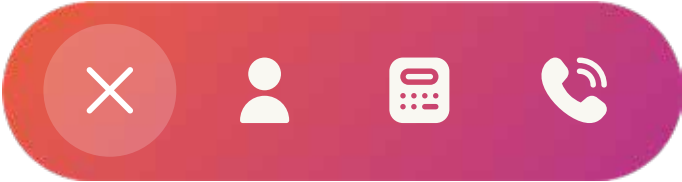
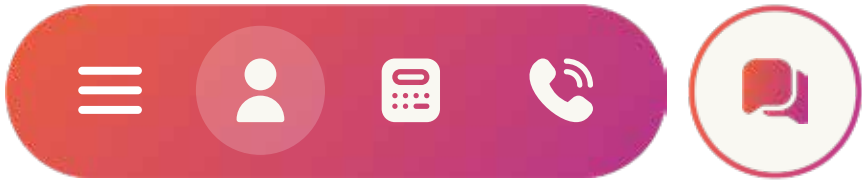
NAVIGATION

TITLES

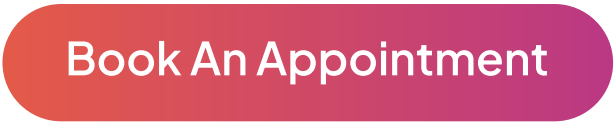
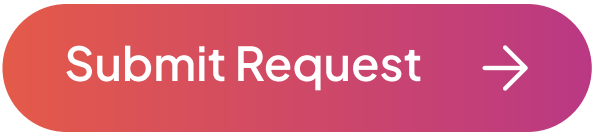
Every piece of content we publish is supported by a number of smaller pieces. This section lays out our style in regards to these web elements, and explains our approach to the tricky art of SEO.

BUTTONS

Menu Bar



CTA Buttons







WEB ELEMENTS

MENUS

Header Menu





Setup a Company

Meydan Plus


Eco Systems

Insights

Support


Contact Us

Book An Appointment




Cost Calculator

Enjoy the convenience and flexibility of our included workspace.



Company Name Check

Ensure the uniqueness and availability of your chosen company name.



Business Activities

Explore and choose business activities for your trade license.

Footer Menu

Set up a Company

Cost Calculator

Company Name Check

Business Activities

Channel Partners

Become a Channel Partner

Meydan Academy

Channel Partner Portal

Community

Announcements

Blogs

Case Studies

Refer a Friend

Compliance

UBO

AML

ESR

Rules & Regulations

Terms & Conditions

Freezone Regulations

Cookie & Privacy Policy

FAQs

Intellectual Property

Proposal

Brand Guidelines

mPlus Services

M Residency

M Compliance

M Commerce

M Elite

M Starter

M Finance


M Support


M Space


Contact Us

Connect with us


Location Map








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Menu

Set up a Company

Meydan Plus


Channel Partner


Insights

Support


Contact us

Book An Appointment






< Set up a Company




Cost Calculator

Enjoy the convenience and flexibility of our included workspace.



Company Name Check

Ensure the uniqueness and availability of your chosen company name.



Business Activities

Explore and choose business activities for your trade license.


# FORMS

- 1. Form titles should clearly and quickly explain the purpose of the form.
- 2. Use title case for form titles and sentence case for form fields.
- 3. Keep forms as short as possible.
- 4. Only request information that we need and intend to use. Don't ask for information that could be considered private or personal, including gender. If you need to ask for gender, provide a field the user can fill in on their own, not a dropdown menu.

Enter your full name

John James

Enter phone number

 +971

▼

Enter email address

E-mail address

What can we help you with ?

Select an option

▼

☐ By submitting this form, you agree to the Terms and Privacy Policy of MFZ and consent to MFZ collecting your details and contacting you via email, phone, or WhatsApp. Please be aware that due to our 24/7 operations, you may receive a call after 6pm UAE time

Submit Request

→

LISTS

- 1. Use lists to present steps, groups, or sets of information. Give context for the list with a brief introduction. Number lists when the order is important, like when you’re describing steps of a process. Don’t use numbers when the list order doesn’t matter.
- 2. If one of the list items is a complete sentence, use proper punctuation and capitalisation on all of the items. If list items are not complete sentences, don’t use punctuation, but do capitalise the first word of each item.

### mAccounting

The financial backbone for businesses in Dubai, mAccounting involves financial services including tax consultation, VAT registration, audits, and bookkeeping, ensuring compliance with accuracy for businesses of all sizes.

CT Starter

→

CT 300

→

VAT Registration

→

Liquidation Report

→

Liquidation

→

Financial Audit Report

→

Bookkeeping

→

Check All mAccounting Services

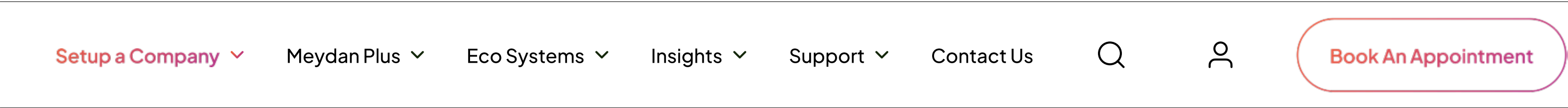
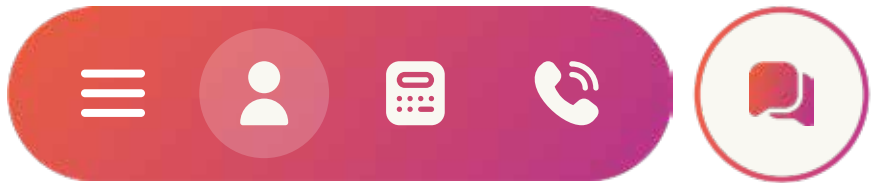
→



NAVIGATION

- 1. Use title case for main or global navigation. Use sentence case for sub-navigation.
- 2. Navigation links should be clear and concise.

Main Navigation



WEB ELEMENTS

TITLES

- 1. Titles organise pages and guide readers. A title appears at the beginning of a page or section and briefly describes the content that follows. Titles also tell search engines what a page is about, and show up in search results.
- 2. Titles are written (you guessed it) in title case. Don’t use end punctuation in a title unless the title is a question.

### About Meydan Academy


Meydan Academy is an exclusive educational platform designed to enhance the professional experiences and solutions of our valued partners. We work alongside you to ensure confidence, proficiency, and ease in facilitating Meydan Free Zone licenses.

Get In Touch →

**Our mission is to empower individuals and organisations to:**

- ✓ Develop channel partners’ knowledge of Meydan Free Zone.
- ✓ Positively impact sales performance through innovative assessment tools and digital training materials.
- ✓ Access valuable data insights and reports with ease, whether by the learner, group, department, or region.

### Refer a friend & earn AED 1,500



Do you want to make the most of your network? We've got a simple and rewarding solution.

Refer a friend to join Meydan Free Zone, and you could earn a generous AED 1,500.

You don't need to be an expert to participate in this lucrative opportunity. Here's how it works:

- ✓ **Fill in the referral form on this page.**
- ✓ **Our team will reach out to you.**
- ✓ **Enjoy your rewards after the successful completion of the deal.**

Refer to our terms and conditions , [click here](#) to read them.

# WORK. LIVE. PLAY.

800 FZ1 (391)

[setup@meydanfza.ae](mailto:setup@meydanfza.ae)

[meydanfz.ae](http://meydanfz.ae)