

TROJAN
BRAND IDENTITY
GUIDELINES

—

2023



INTRODUCTION

Trojan Construction Group is a subsidiary of Alpha Dhabi Holding, one of the largest construction services providers in the GCC region., with The Group's multidisciplinary companies haveing in-house capabilities for delivering turnkey projects, with proven expertise in the design and construction of projects across different sectors in the construction industry.

The aim of these branding guidelines is to support the implementation of the visual identity of Trojan Construction Group and to ensure consistency in the delivery of all communication material for both traditional and new media. They contain visual standards for publications and other materials that are distributed to Trojan Construction Group' stakeholders, ensuring the brand and its use are maintained in a professional manner.

This document provides detailed guidelines on how to treat the brand correctly on all communication materials. It is aimed at communication professionals working with Trojan Construction Group supplying design, print or multi-media products and services.



BRAND HIERARCHY

—



Construction



Factory



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Wallpaper / Email Signature / Emailer)

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BRAND STRATEGY

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1



1. BRAND STRATEGY

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▶ **Mission**

—

Focusing on the needs of our nation, we invest in our team of experts to take on big development challenges and strive to see them through, thus creating projects that empower people's lives every day and make a difference in our community.

▶ **Vision**

—

To add value to our community through professional, highly effective and fast evolving business practices, as we expand and contribute to UAE's vision and sustainable growth in the field of construction.



1. BRAND STRATEGY

► Values

Our People:

We trust our team members are our greatest asset and that's why we keep inspiring them and encouraging them to rely on each other.

Rely on each other

Our Quality:

We deliver on our promises with uncompromising commitment and are professional about taking responsibility towards our company's performance, quality, health and safety.

Take Charge

Our Approach:

We are passionate about advancing and exploring new fields as we pursue opportunities for innovation, self-improvement and development of our practices.

Move Forward

Our Philosophy:

We believe in undertaking every project with zeal and pride, as we commit to our principles and are driven by our company's success.

Put Group's interest first

Our Country:

We are proud contributors to the UAE story as we pursue the vision of our leaders through building impactful projects in our society.

Our Partners:

We highly value our network of partnerships that we forged with leading companies around the world, joint venture partners, vendors and subcontractors.



BRAND
BASIC ELEMENTS

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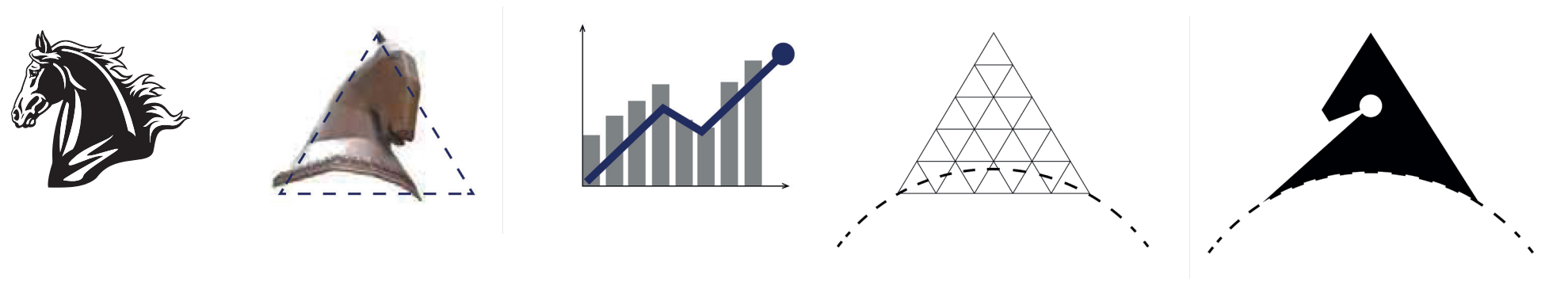
2.0 - 2.6



2.0 LOGO RATIONAL

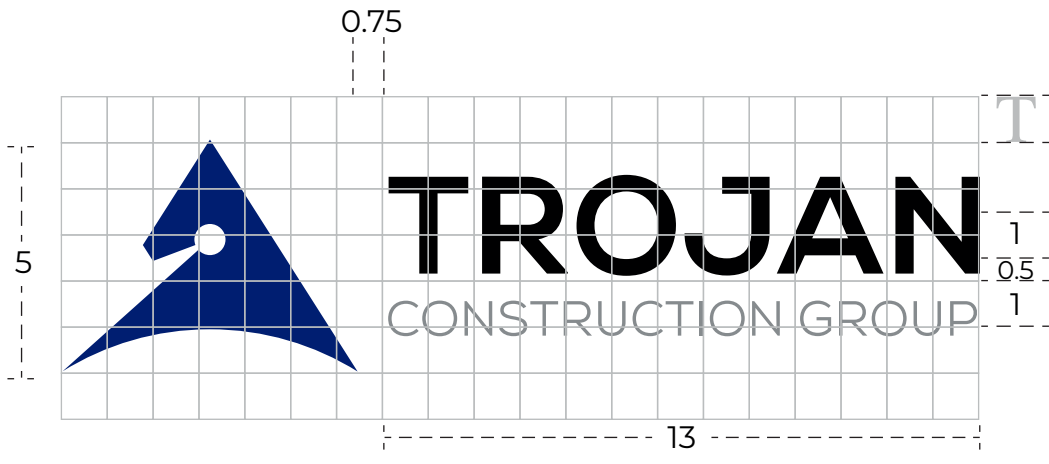
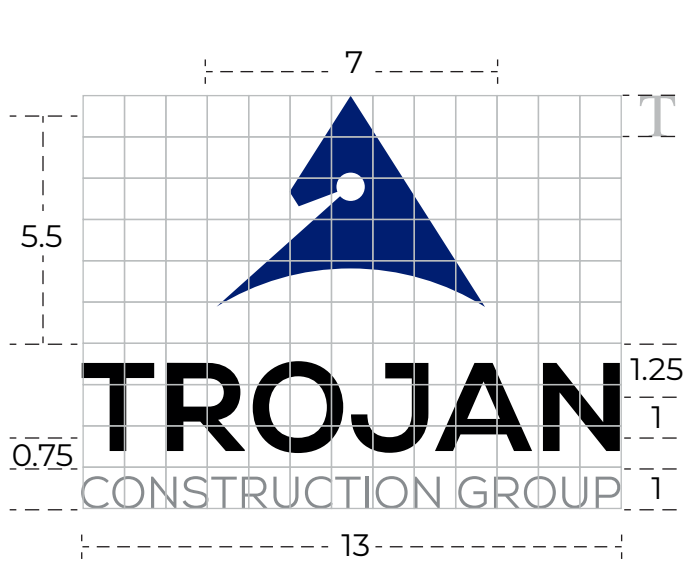
—

The landmark formation was inspired by the images shown. The basic shape of the logo (triangle) was taken from the previous symbol (horse head). The triangle is one of the basic shapes in geometry, it is a very stable shape and also symbolises growth. Another element used is the arrow from the growth chart moving upward. In general, the concept of the icon represents growth inside a stable structure.



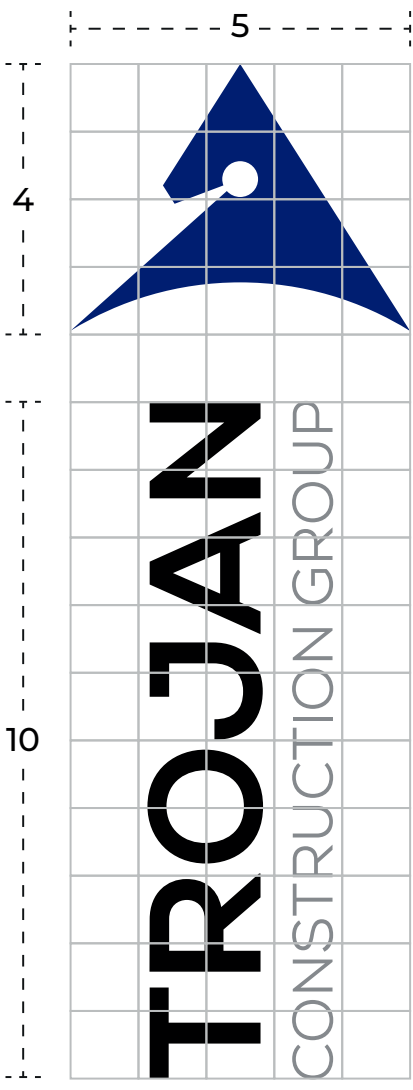
2.1 MASTER LOGO / GRID

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2.2 ORIENTATION OPTIONS GRID / TALL

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2.3 BRAND IDENTITY ORIENTATION AND LOCKUPS

If the logo is used in its standard format then the tagline can be incorporated within the lockup as shown previously. However, if the logo is used in an unorthodox format, the tagline should not be used in the lockup, but, used elsewhere in the design.



2.4 BRAND NARRATIVE

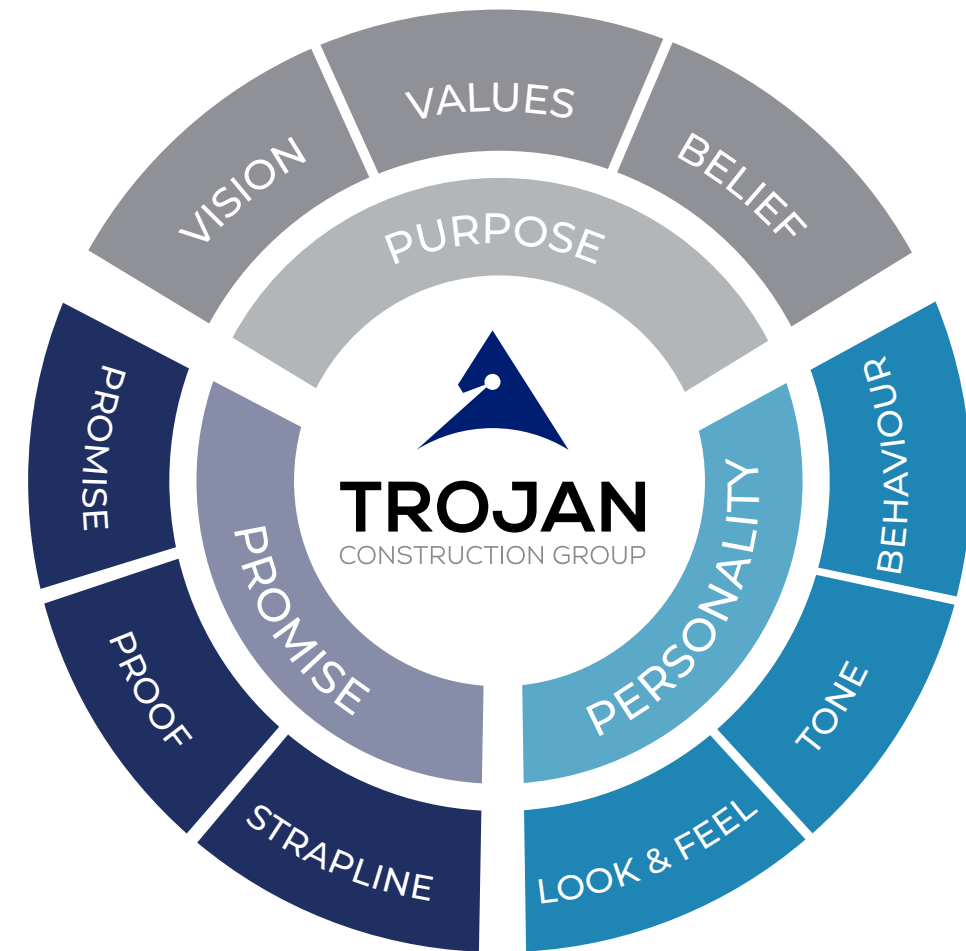
The Brand Narrative is defined by 3 components

- ▶ Verbal
- ▶ Visual
- ▶ Operational / Experiential communication

The Verbal and Visual communication is emanating from the promise and personality indicated in the brand wheel.

The Operational / Experiential is the purpose indicated in the upper part of the brand wheel.

The identity of Trojan Construction Group is shaped by its mission - the basic elements of the brand have been selected to symbolize this role, creating a unique look for Trojan Construction Group and supporting its philosophy. They form the foundation of a distinct and memorable identity that embodies the key values and attributes of Trojan Construction Group. The brand also symbolises Trojan Construction Group's professionalism, aspirations and focus.



2.5 BASIC IDENTITY ELEMENTS

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Trojan Construction Group's visual identity has three key elements:

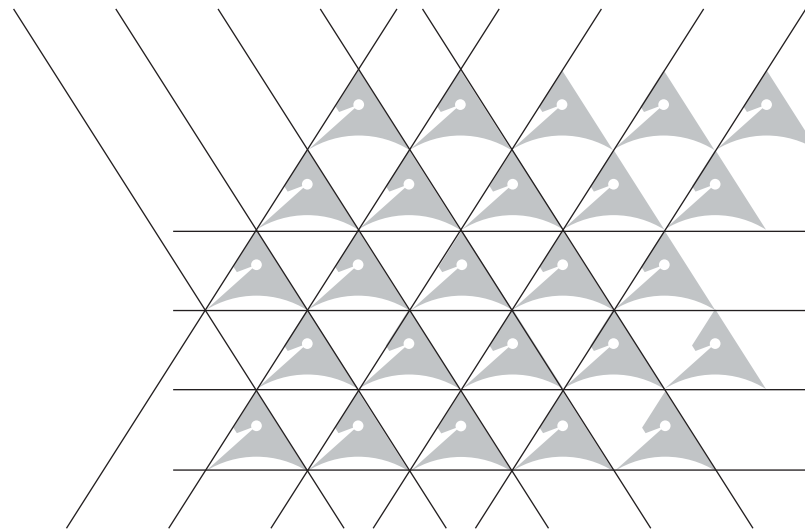
1. Brand identity
2. Pattern

If we use the elements consistently and correctly, they will create a distinctive and recognizable profile for Trojan Construction Group.

Master Logo



Pattern



LOGO
DOs & DON'Ts

–

2 2.6 - 2.15



2.6 OMNIBUS STRIP

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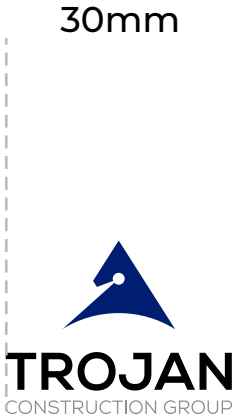
In cases where there is a need to include all the subsidiary logos, always use an omnibus strip to group the logos and at the same time minimize the use of too many elements on the artwork. The omnibus strip is always white.



2.7 SIZE

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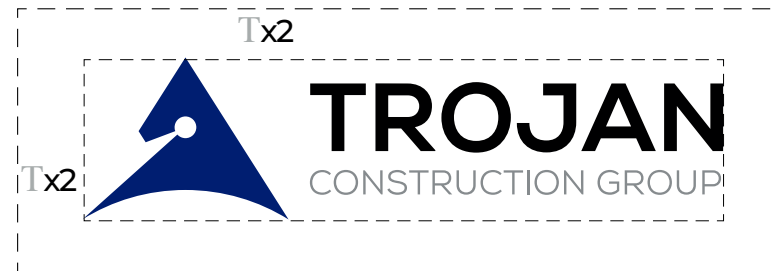
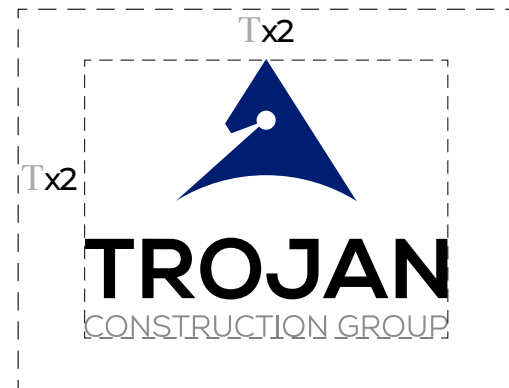
The Trojan Construction Group logo should always be set at a legible size, the recommended minimum size in width is 20 mm or 2 cm.



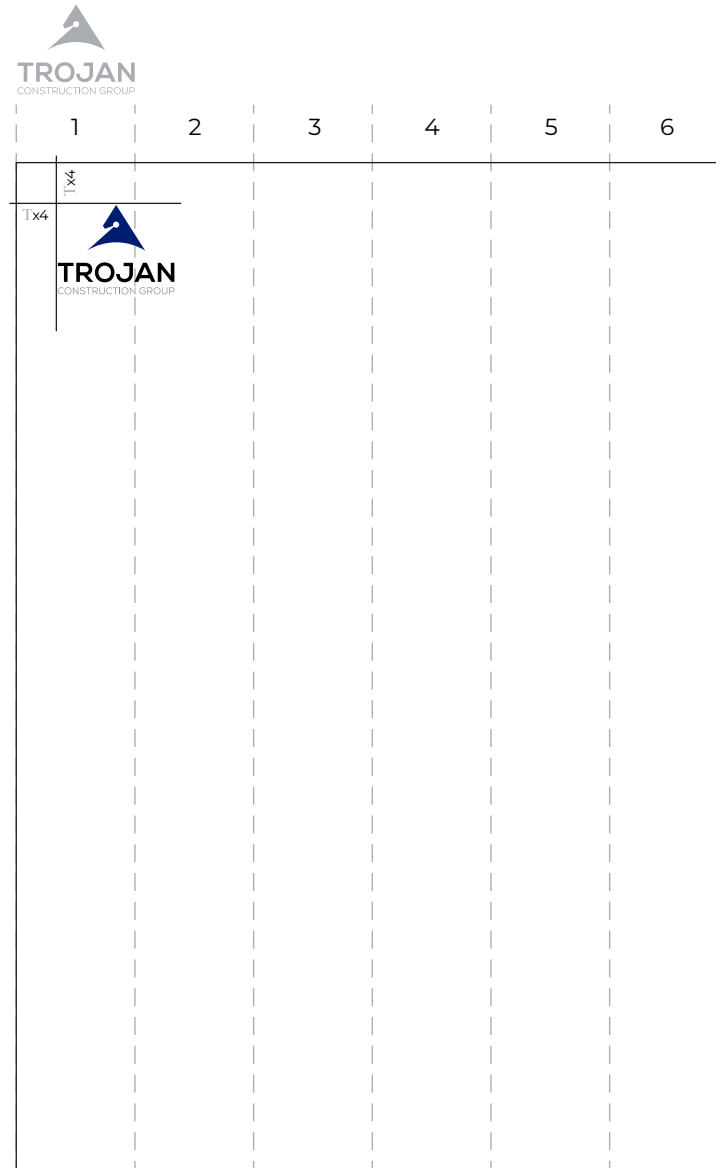
2.8 CLEAR SPACE

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A clear space area equal to 2 x the height of the letter 'T' of the english logotype has been defined around the brand identity which should remain free from other elements (type and graphics). Use the minimum clear space area as a guide to protect the brand identity from distracting elements. It is a minimum and should be increased wherever possible.



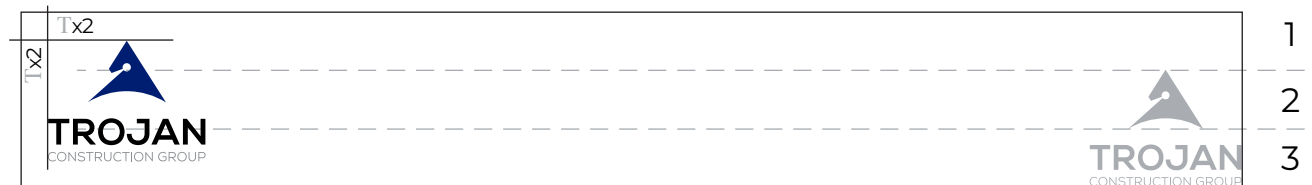
2.9 LOGO PROPORTION / PLACEMENT



The width of the logo should not be smaller than the equivalent of the total work space divided by 6.

In cases where the area is in horizontal orientation or the height is less than the equivalent of the width of the area divided by 6, the proportion of the logo should be based on the height divided by 3. The size of the logo should not be smaller than 1 but not bigger than 2.

The Trojan Construction Group brand identity works best when it is anchored to the left of the layout, either top or bottom. The logo should be inset from the edge at least 4 times the height of the letter 'T' of the english logotype.



2.10 COLOR VERSIONS

—

There are three color variations of the brand identity. The full color version is the primary brand identity and should be used wherever possible.

Version 1 – Full Color

Symbol – Trojan Construction Group blue

Wordmark and endorsement line – Trojan Construction Group black

Version 2 – One Color Blue

Trojan Construction Group blue

Version 3 – One Color Negative



Version 1
Full Color



Version 2
One Color Blue



Version 3
One Color
Negative



2.11 LOGO ON COLORED BACKGROUND

The diagrams on the opposite show which brand identity versions can be used on primary and secondary colored backgrounds.

V1 Full Color



V2 One Color Blue



V3 One Color Negative



2.12 LOGO ON PHOTOGRAPHIC BACKGROUND

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When using the brand identity on an image, select the color version that is most legible, and complements the image. The preferred brand identity colorway is the full color version (1). It should be used wherever possible to reinforce our distinctive primary color palette.

Version 1 Full Color



Version 3 One Color Positive



Version 2 Full Color Negative



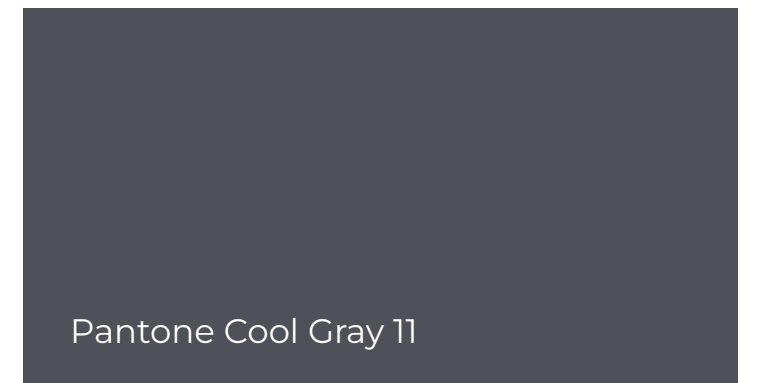
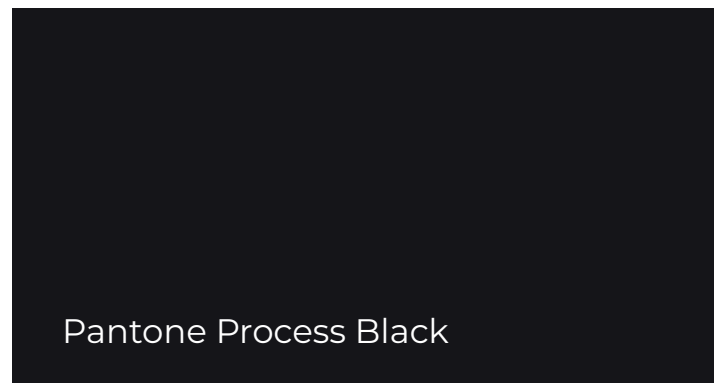
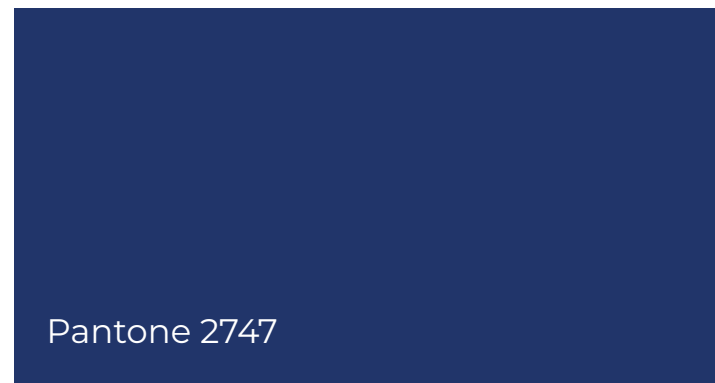
Version 4 One Color Negative



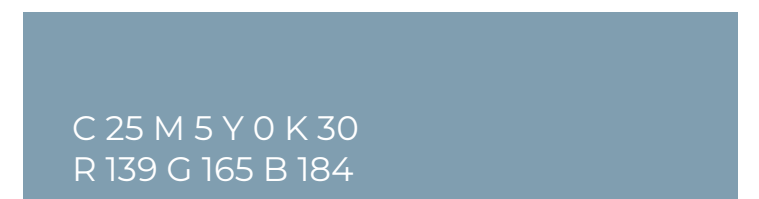
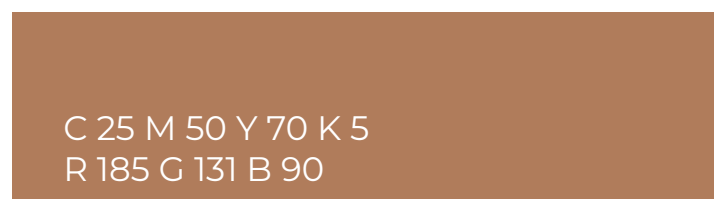
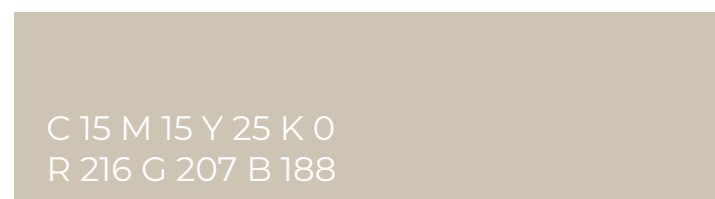
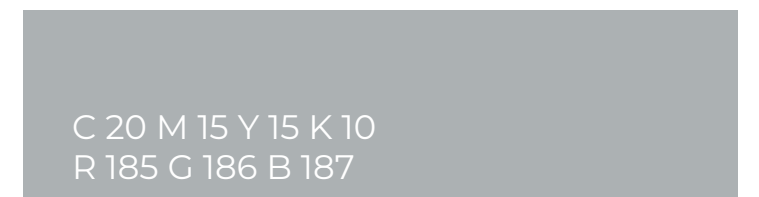
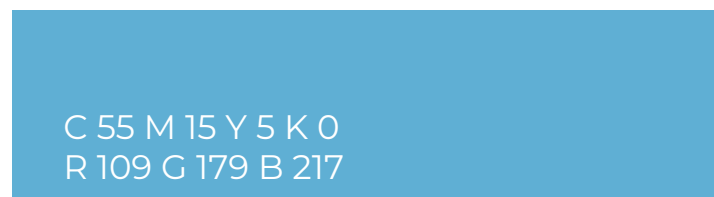
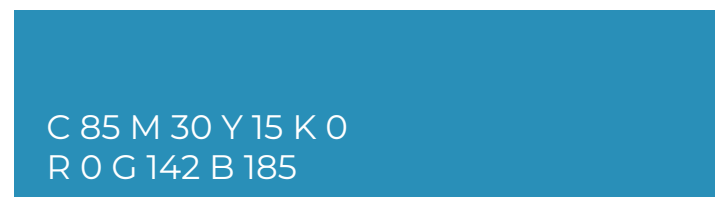
2.13 COLOR SPECIFICATIONS

The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

Primary Colors



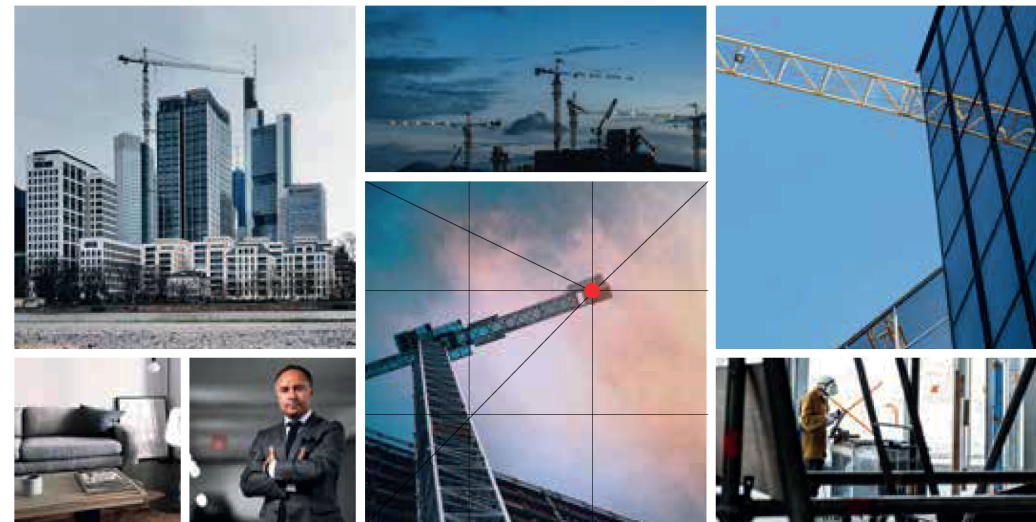
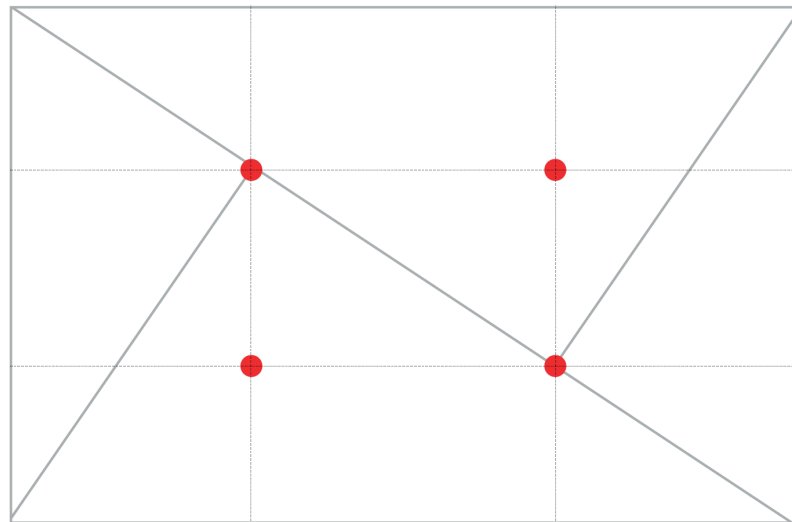
Secondary Colors



2.14 IMAGE STYLE / COMPOSITION

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When selecting images for print and electronic material, the hue should always be in a cool tone, except when showing people or sunsets, where warm tones can be considered. Always consider the 'Golden Triangle' ratio when framing or composing an image.



Please note: the photographic examples on this page are for conceptual and design reference only. The image rights belong to the corresponding sources or authors.



2.15 INCORRECT USAGE

—

When reproducing the brand identity, always use the master artwork. Only use one of the four color versions shown on the guidelines for use on colored backgrounds and images.



Do not change the colors of the symbol and logotype.



Ensure the brand identity is legible when using on an image.



Do not alter or redraw the symbol.



Do not use the full color brand identity on primary colored backgrounds.



Do not rotate the symbol or logotype.



Do not stretch logotype or endorsement line.



Ensure the brand identity is legible when using on an image.
Do not use transparency effects.



TYPOGRAPHY
& PATTERN

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2

2.16 - 2.19



2.16 PRINT TYPEFACE - ENGLISH

—

English Typeface
Montserrat

**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**

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

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

MONTERRAT BOLD

MONTERRAT MEDIUM

MONTERRAT LIGHT



2.17 DIGITAL TYPEFACE - ENGLISH

—

English Typeface
Helvetica Neue

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

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

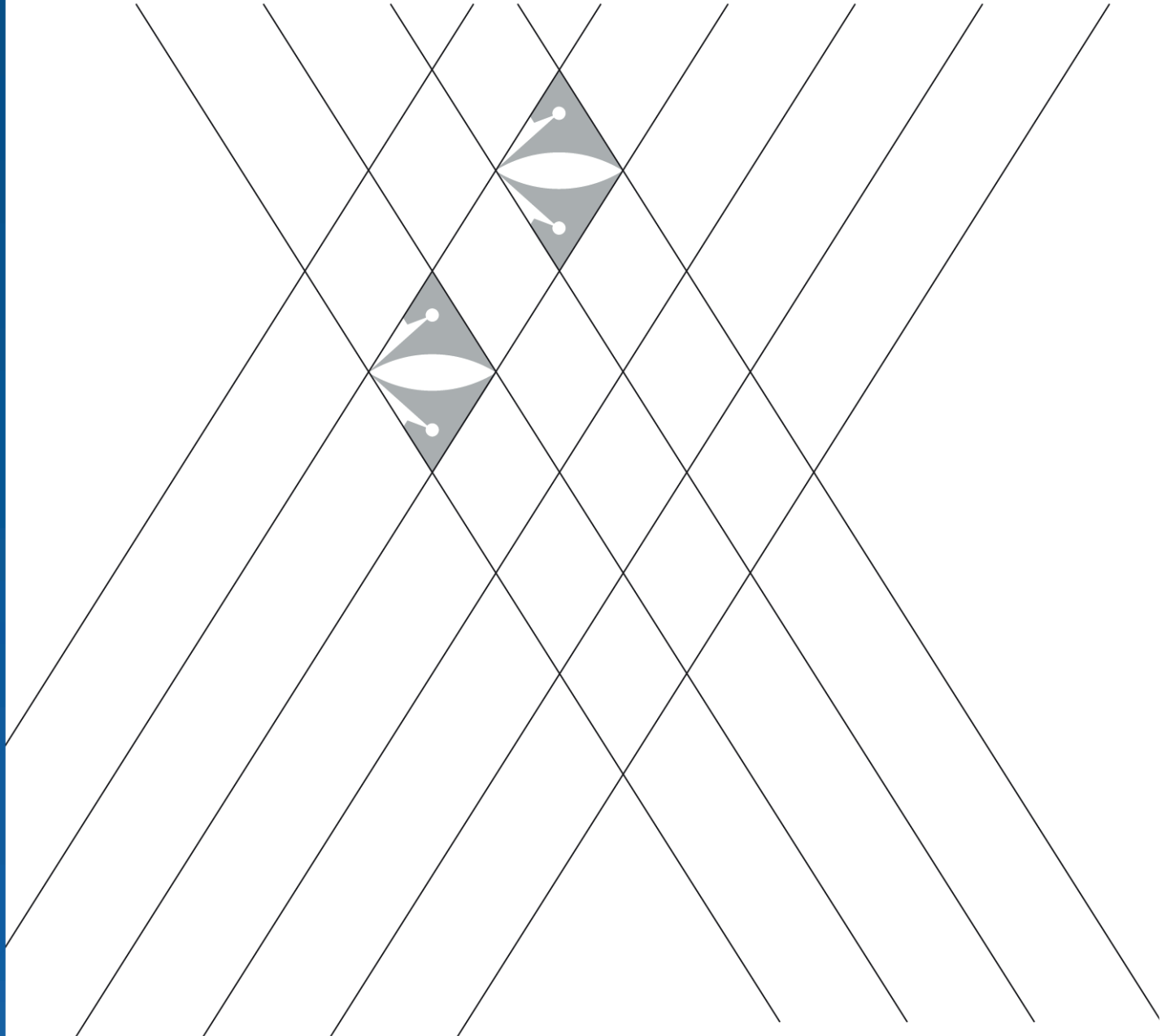
HELVETICA NEUE BOLD

HELVETICA NEUE REGULAR



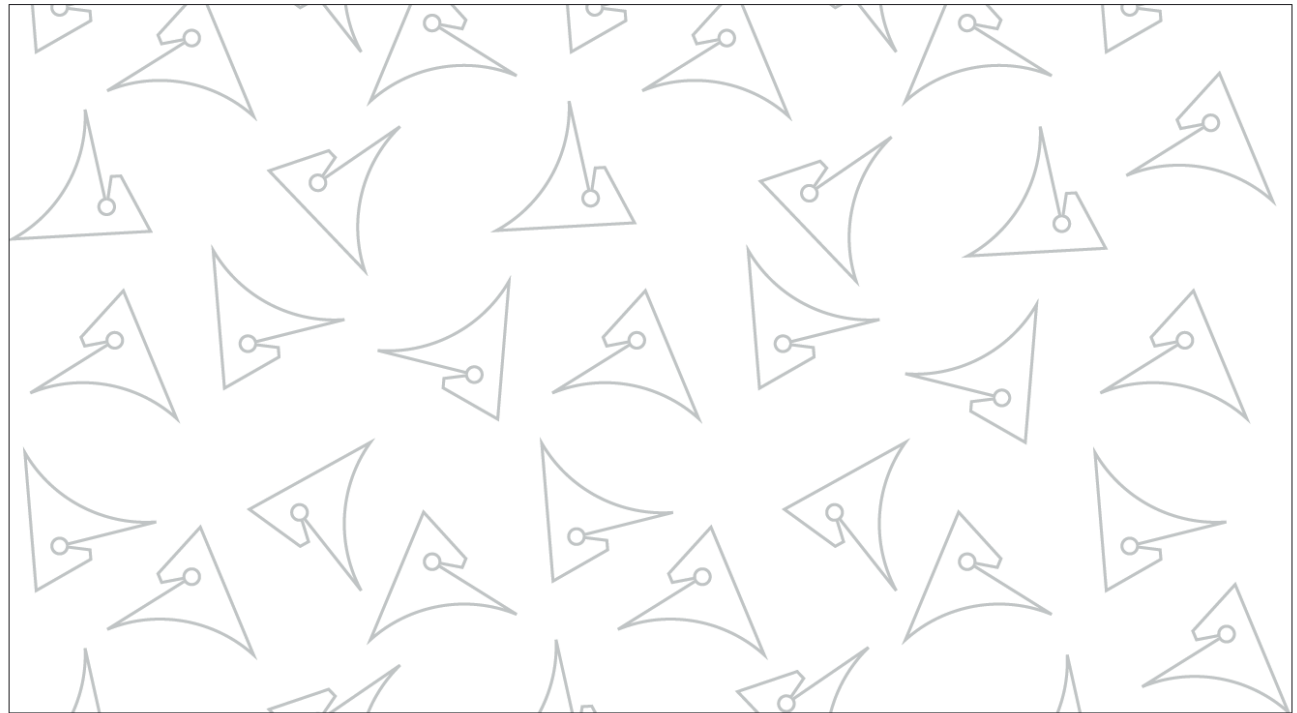
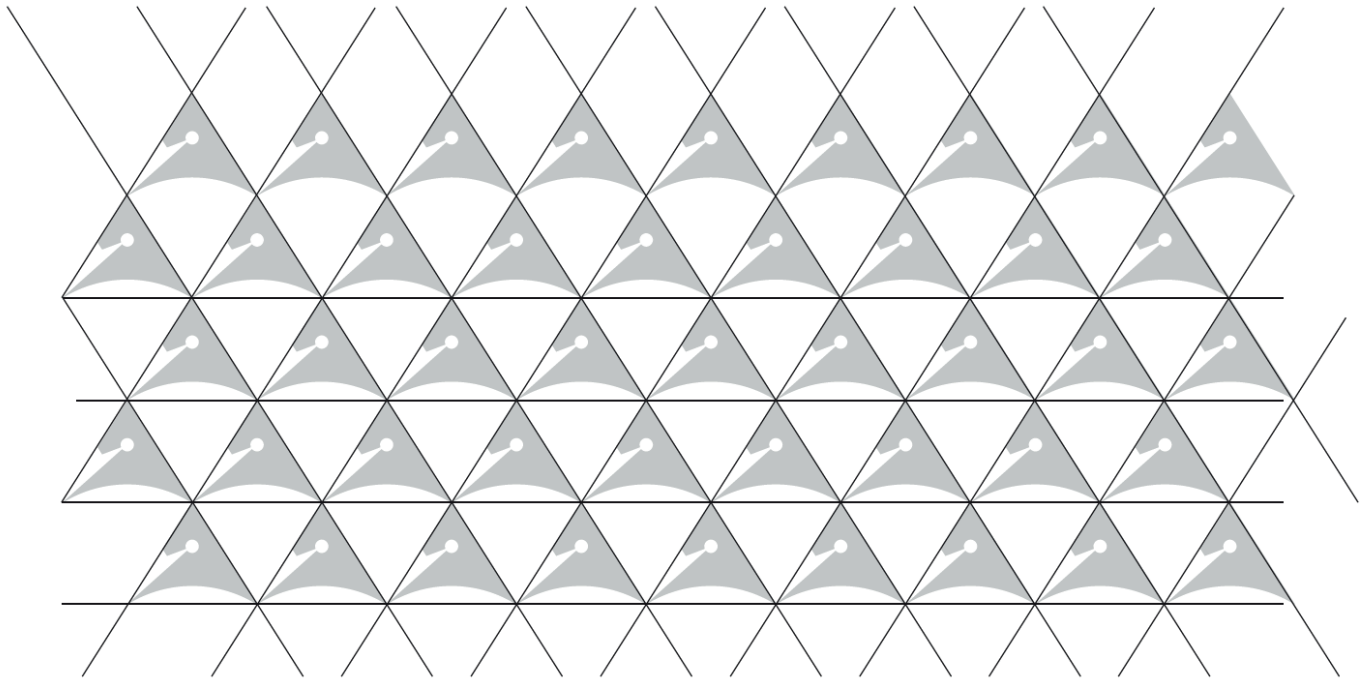
2.18 PATTERN

—



2.18 PATTERN

—



PRINTED STATIONERY
& DIGITAL

—

2 2.19



2.19 CORPORATE STATIONERY / SET 1

—



Business Card - Front

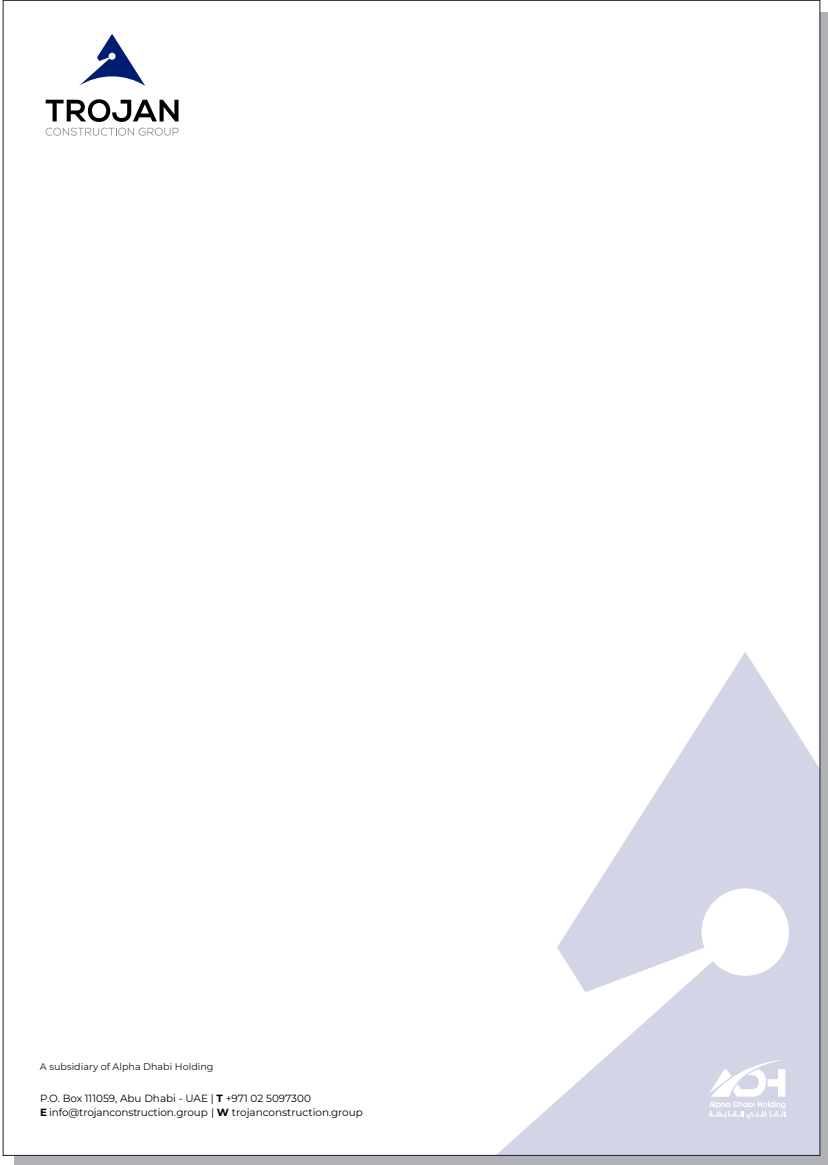


Business Card - Back



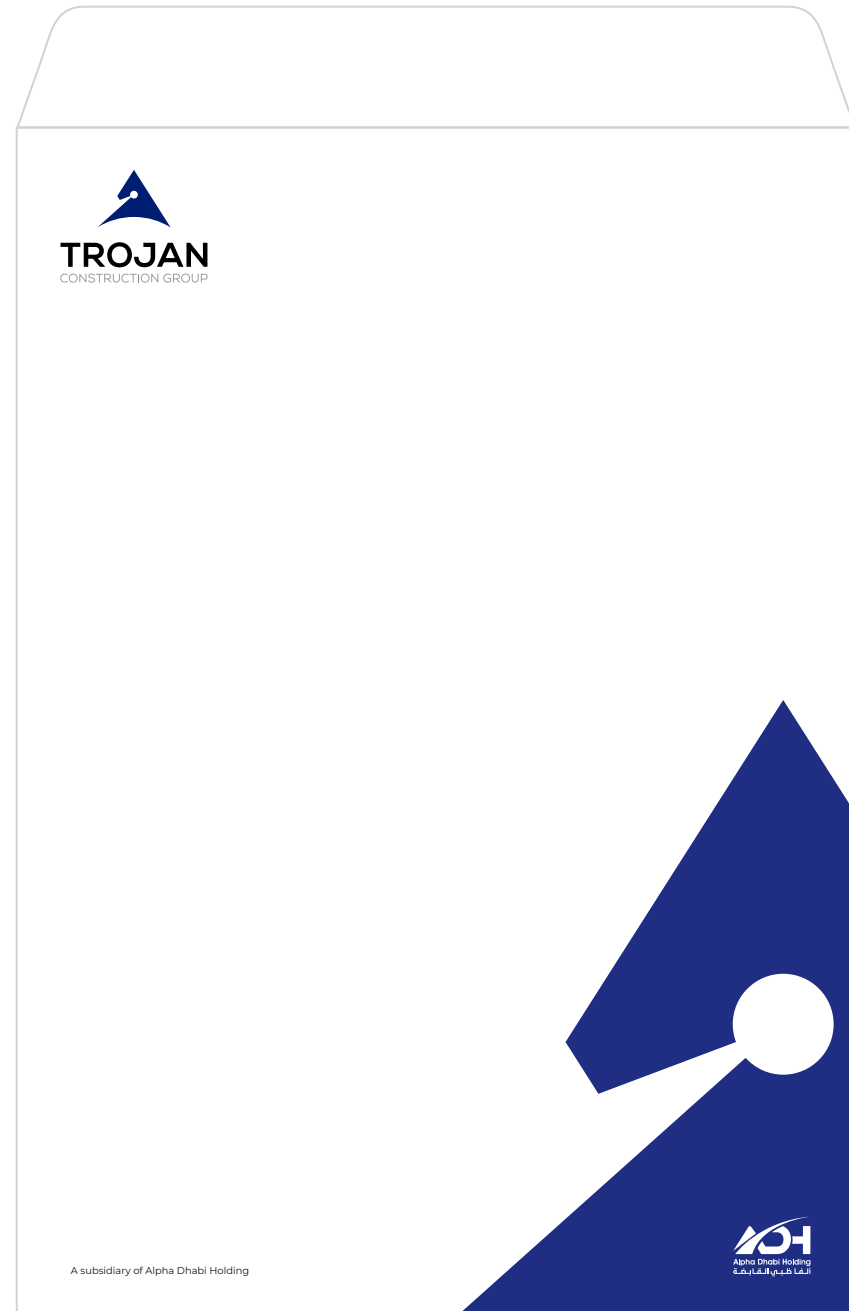
2.19 CORPORATE STATIONERY / SET 1

—



2.19 CORPORATE STATIONERY / SET 1

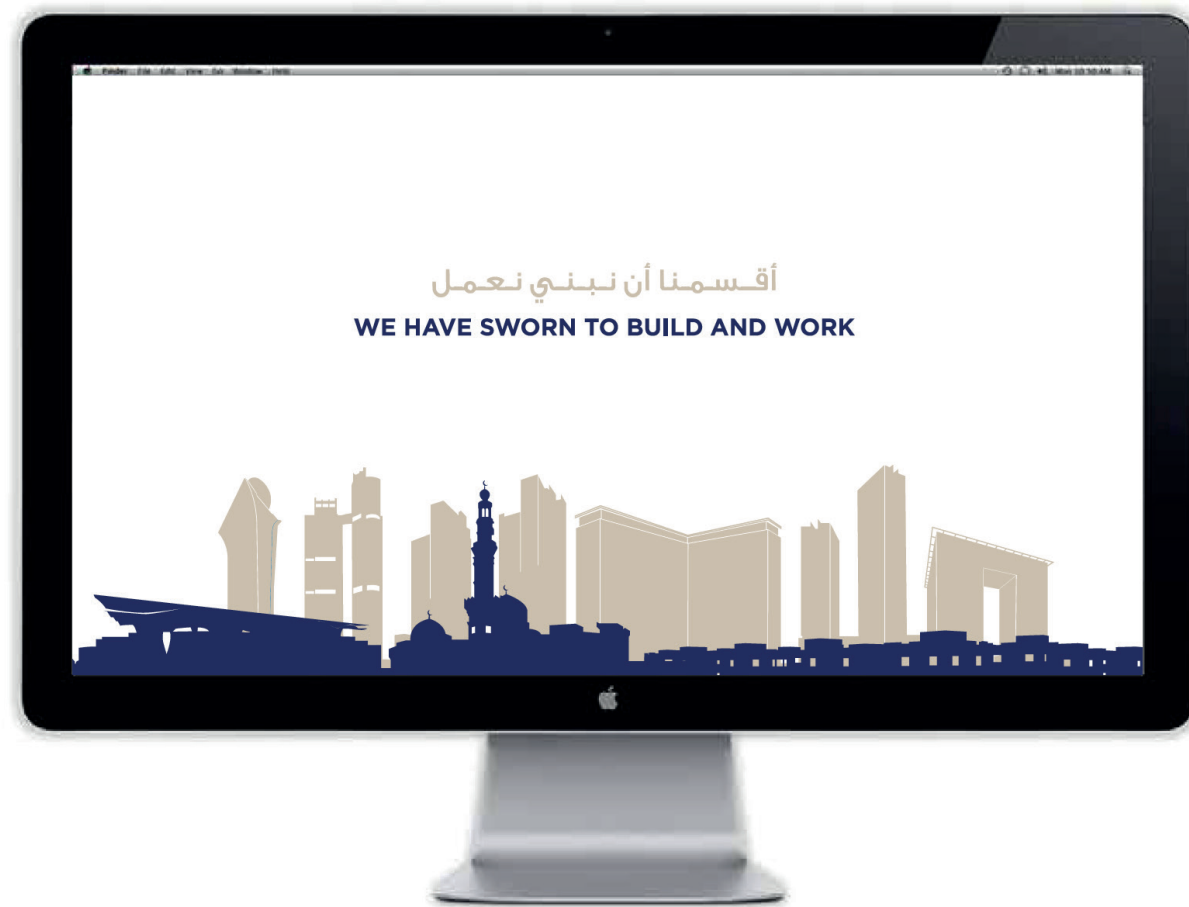
—



2.19 CORPORATE STATIONERY / SCREEN-BASED / SET 1

—

Screen Saver



Wallpaper



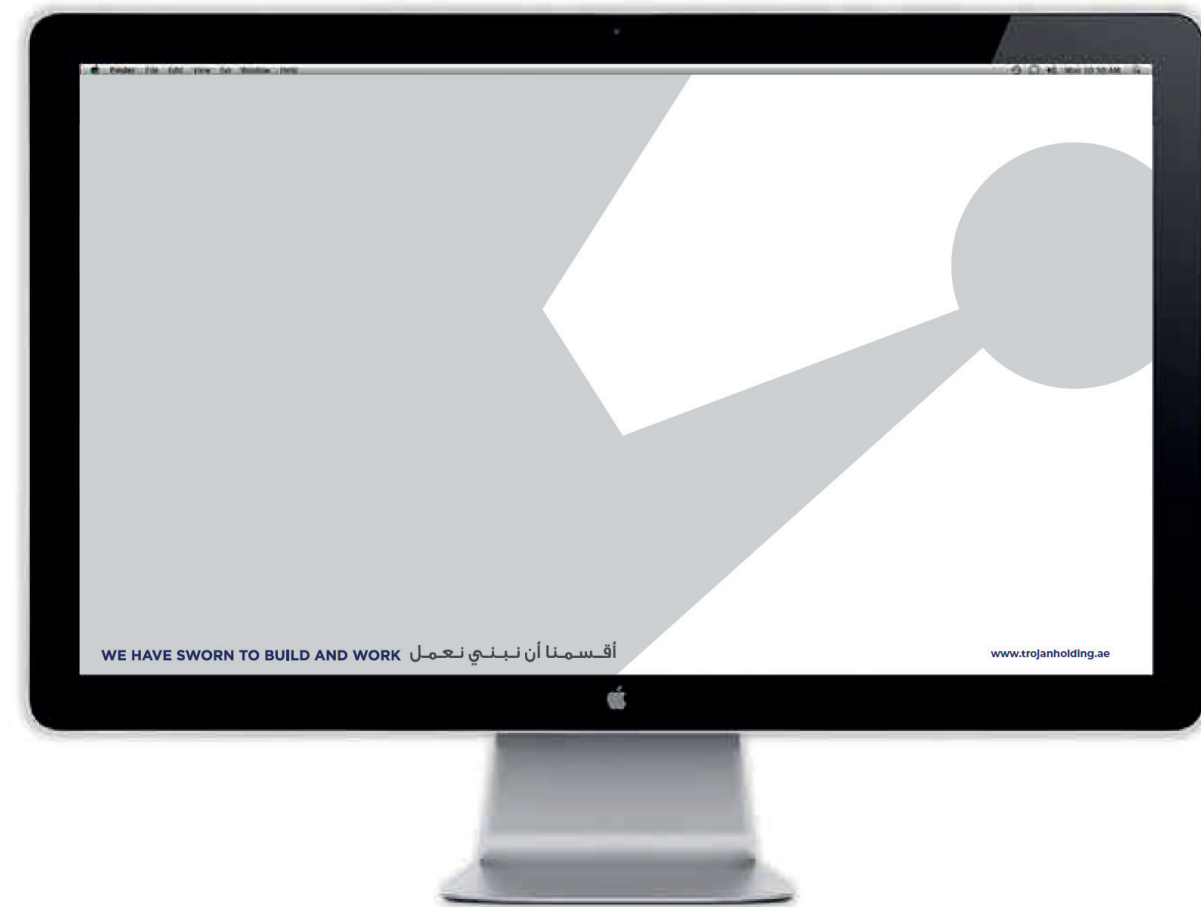
2.19 CORPORATE STATIONERY / SCREEN-BASED / SET 2

—

Screen Saver



Wallpaper



2.19 CORPORATE STATIONERY / SCREEN-BASED

Email Signature

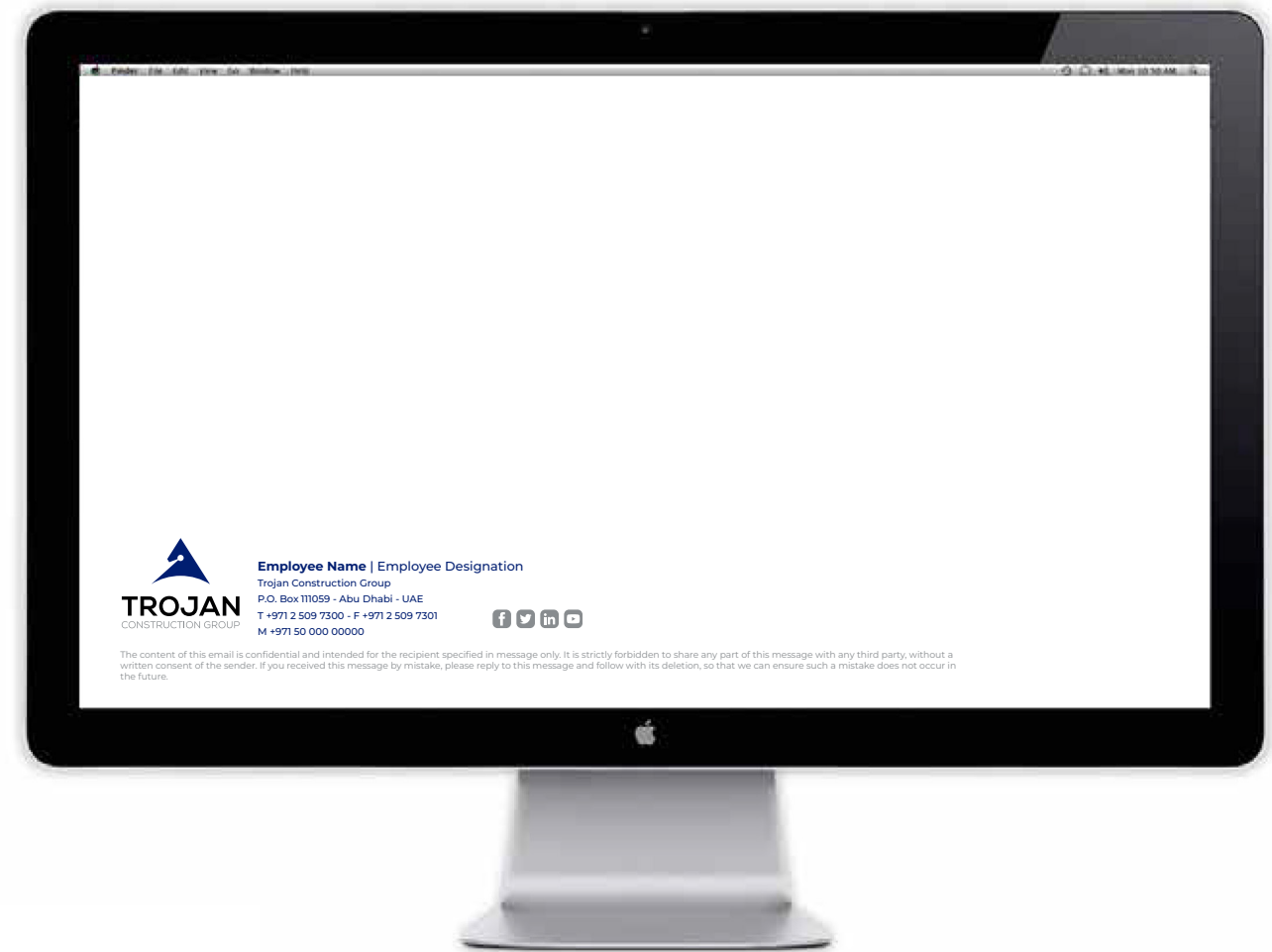


Employee Name | Employee Designation

Trojan Construction Group
P.O. Box 111059 - Abu Dhabi - UAE
T +971 2 509 7300 - F +971 2 509 7301
M +971 50 000 00000



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2.19 CORPORATE STATIONERY / SCREEN-BASED

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Emailer



OTHER
APPLICATIONS

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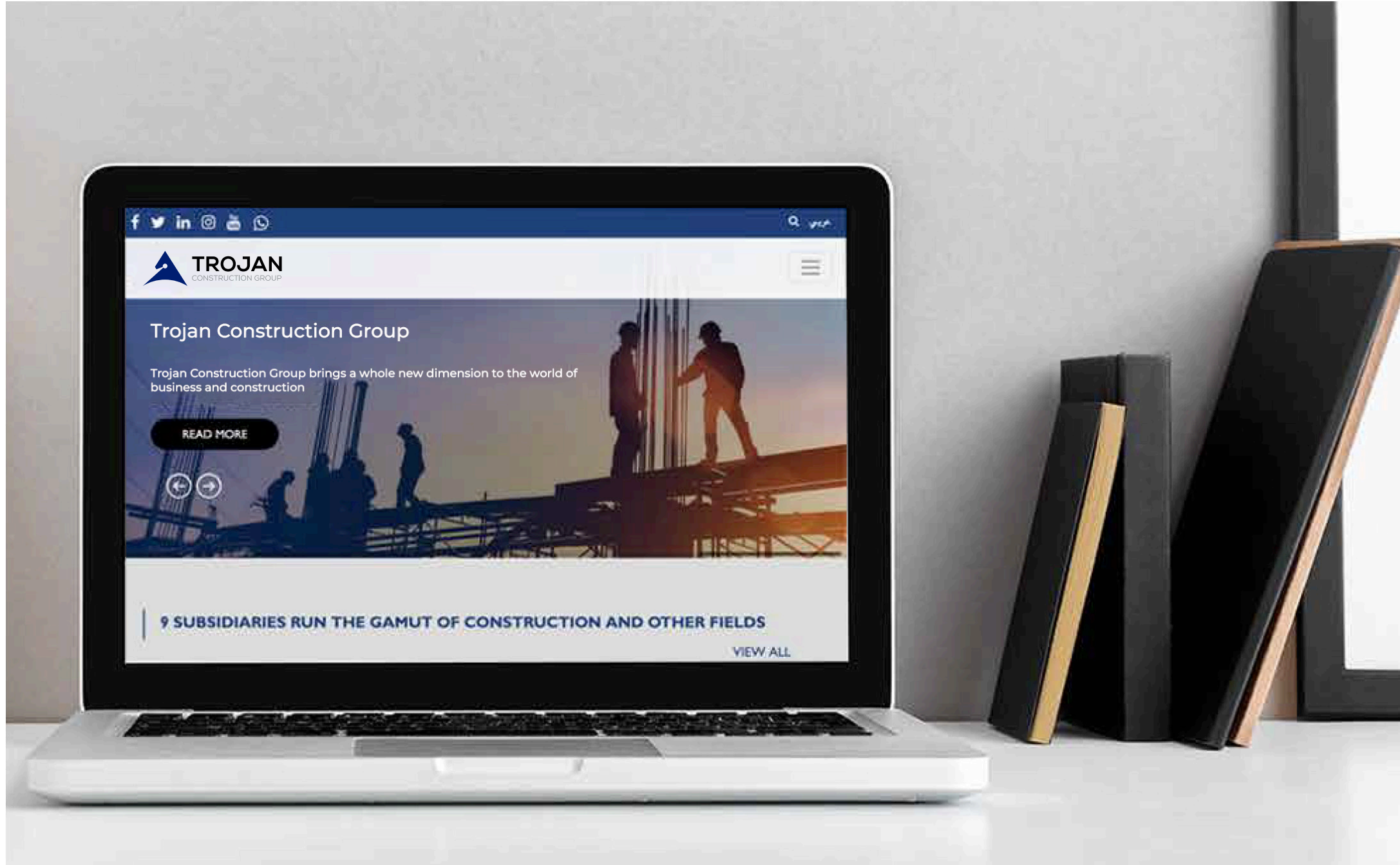
2 2.20 - 2.23



2.20 CORPORATE BROCHURE COVER



2.21 WEBSITE



2.22 OFFICE BRANDING

Building Facade / Option 1



2.22 OFFICE BRANDING

Building Facade / Option 2

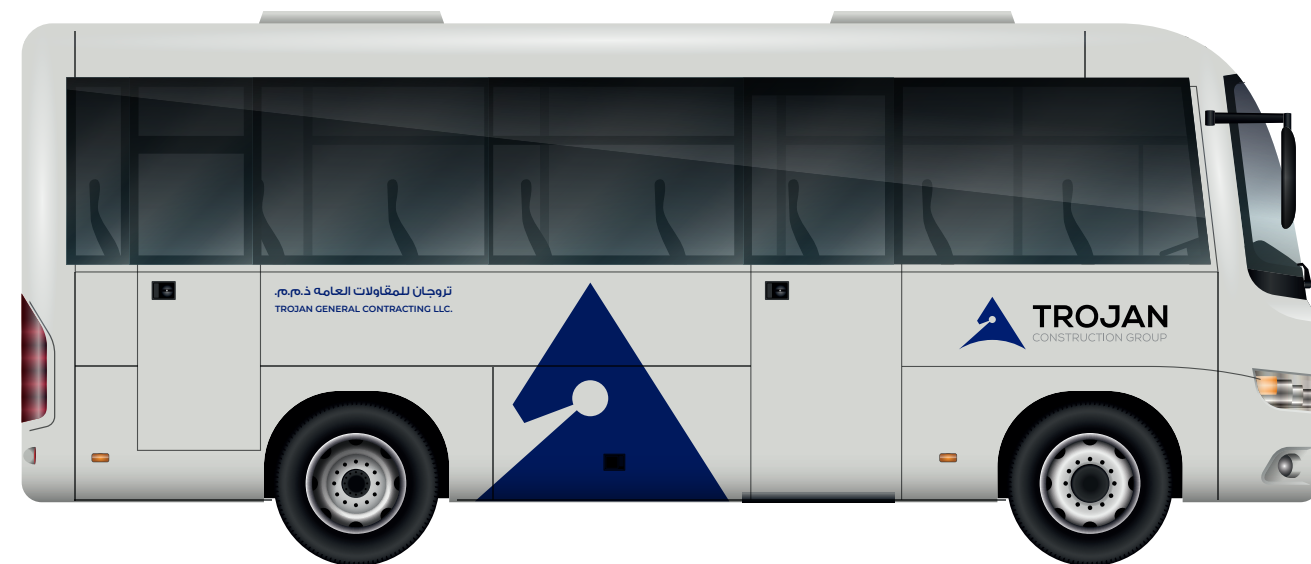


2.22 OFFICE BRANDING

Building Facade / Option 3



2.23 VEHICLE LIVERY

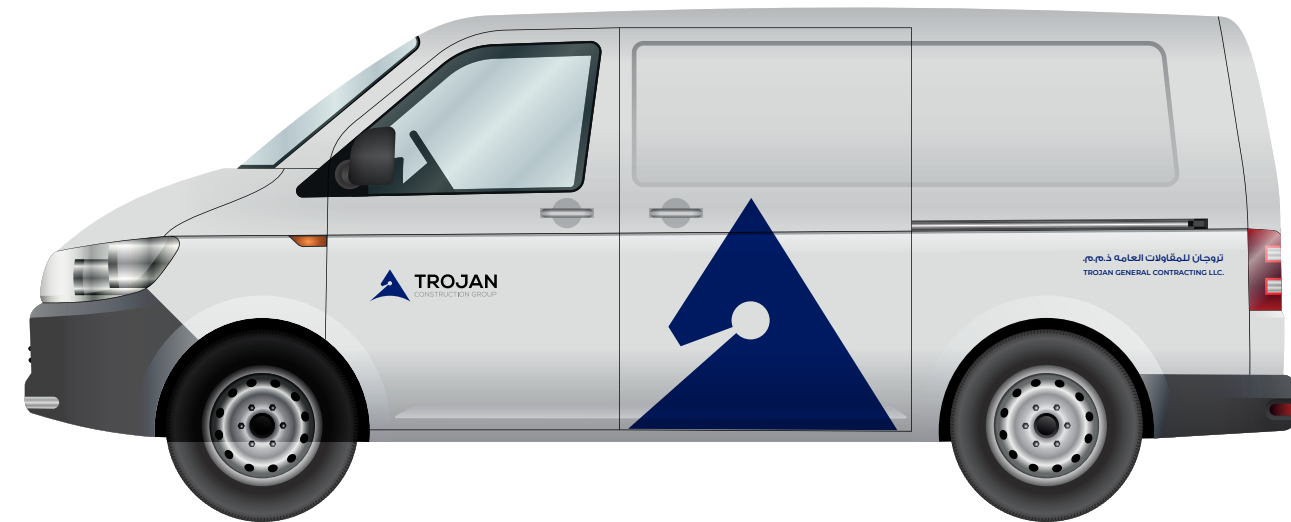


COSTER



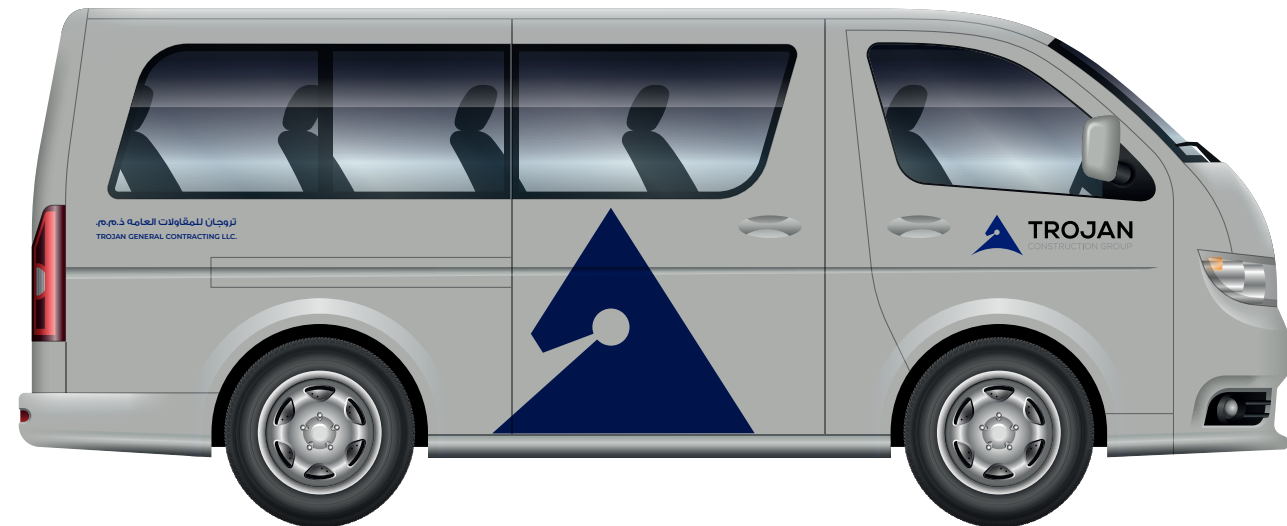
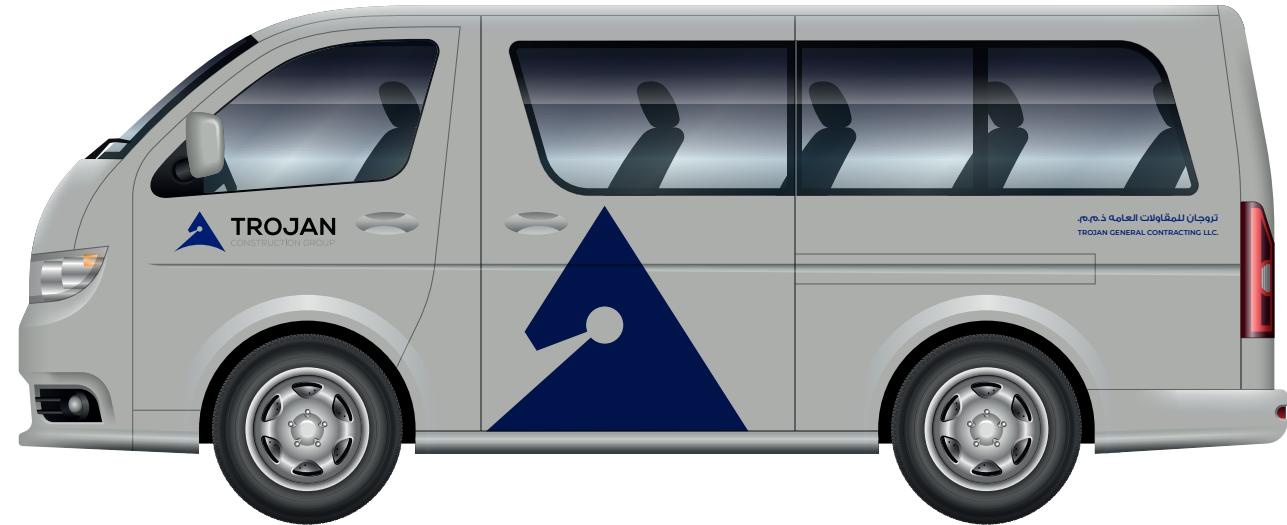
2.23 VEHICLE LIVERY

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HIACE VAN

2.23 VEHICLE LIVERY

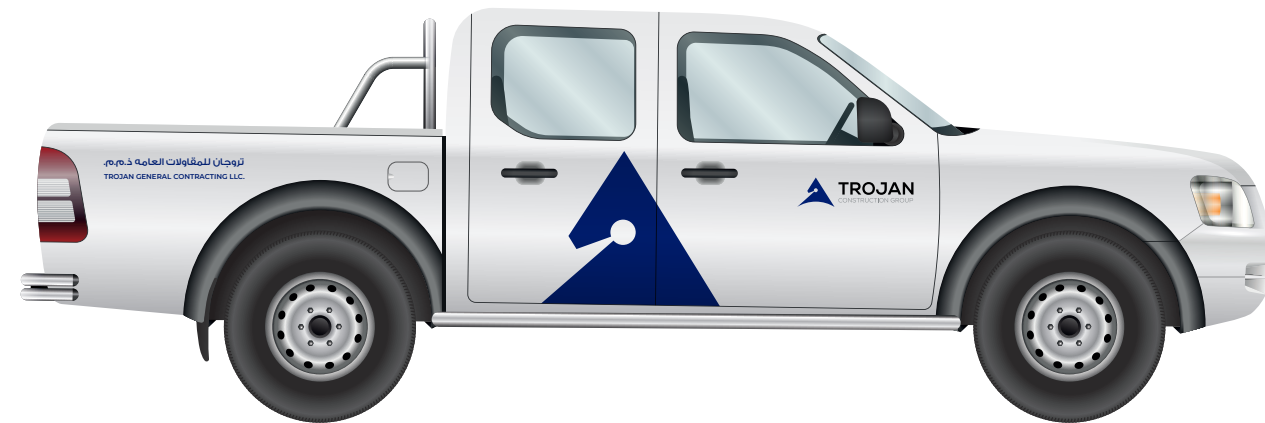
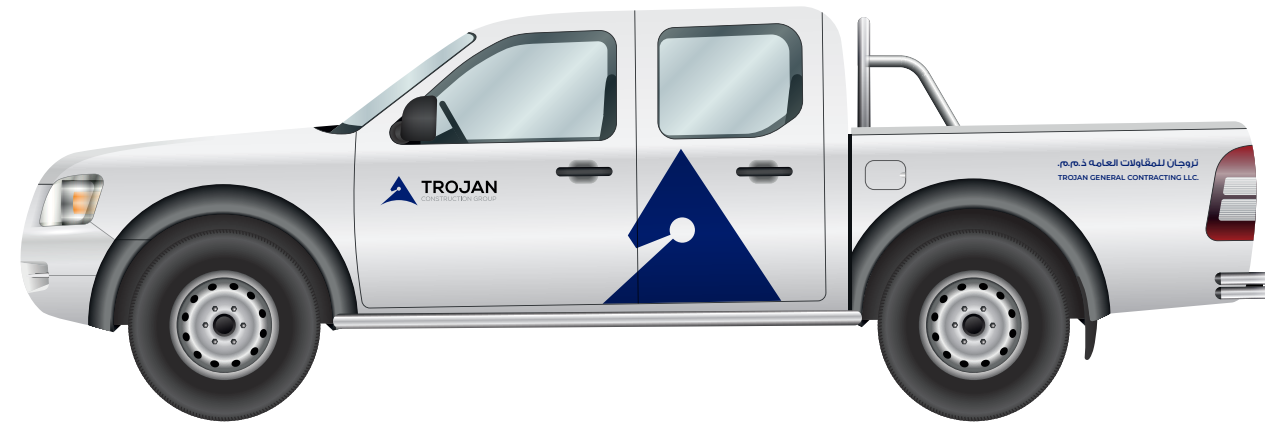


HIACE HIGHROOF



2.23 VEHICLE LIVERY

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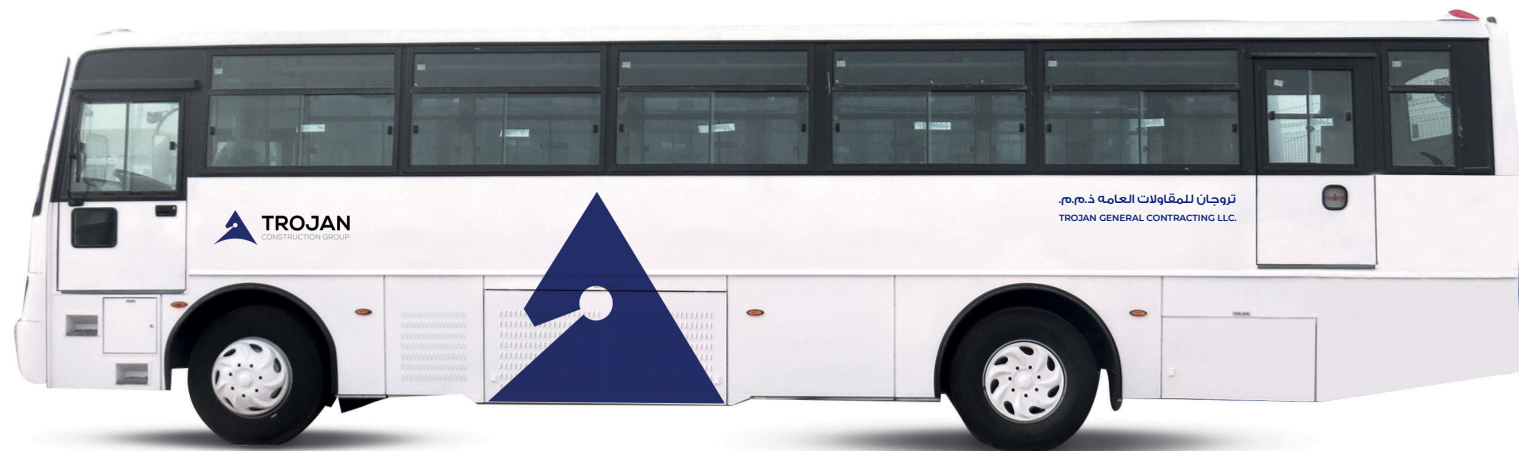


HILUX



2.23 VEHICLE LIVERY

—



TATA BUS



2.23 VEHICLE LIVERY



PICKUP



—

THANK YOU

