



THE AGENDA

BRAND STYLE GUIDE

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OUR BRAND:
INTRODUCTION



ENGAGE

EXCITE

ENTERTAIN



THE AGENDA is a world-class destination for planners, producers, visitors, and residents. We know the value and unmatched experience that hosting an event at THE AGENDA can deliver.

THE AGENDA must be presented to the public with a definitive level of detail and distinction that lives up to and enhances the reputation of our venue.

This style guide will be your introduction and guideline for creating and sharing a consistent and cohesive brand experience.

OUR BRAND: VALUES



THE AGENDA generates economic & community benefits for the residents and businesses of the U.A.E by creating a premier event experience through the promotion of THE AGENDA as a world-class destination.



We achieve this mission by incorporating three principles into every aspect of our business:

- We value our people: embracing diversity, maintaining high standards and holding ourselves accountable for what we say and what we do.
- We run a world-class operation: exceeding our customers' expectations, minimizing our impact on the planet, and upholding ethics in all activities.
- We keep the U.A.E economy moving: creating opportunities for economic development, engaging our stakeholders, and partnering with the community.

OUR BRAND:
CUSTOMER SERVICE



THE AGENDA has an internal and external customer service program, that serves as a guide to us delivering world-class service and customer satisfaction.

Our Guiding Principles: A.C.T.O.R

-  **ACCOUNTABILITY**
Ownership and responsibility for our commitments
-  **COMMUNICATION**
Encourage and foster productive interactive dialogue
-  **TEAMWORK**
Showcase shared knowledge, skills, and abilities to achieve customer satisfaction
-  **ORGANISATION**
As an Organisation we hold ourselves to the highest standards of performance & professionalism
-  **RESPECT**
Value the relationships of our customers and colleagues





OUR BRAND:
OUR PROMISE

We're capable of delivering world-class events for our clients. Our venues, people and partners ensure our client's vision becomes a reality.

We make doing business in THE AGENDA seamless. Our people are under one roof working together to ensure high satisfaction for clients.

THE AGENDA is your entertainment ecosystem for world-class experiences that inspire unforgettable moments, engages the local community, and drives the U.A.E economy.

We don't want to just help deliver decent experiences for our client's guests, we want to inspire unforgettable moments that can't be matched in any other venue.

We have established ourselves as an active member of the U.A.E` community, by proactively building and maintaining relationships to support and engage the local community.

We have the privilege of selling the authentic U.A.E experience to clients and their guests- an experience that is both parts powerful and personal. This is our biggest differentiator.



OUR BRAND: IMAGE & VOICE

The identity of our brand is conveyed not only through visual means, but also in the tone and voice presented in all brand communications.

THE AGENDA's brand language should succinctly convey our brand ideals and the characteristics of the venue.

When making any decisions regarding THE AGENDA communications, keep these six brand equities in mind. From design to messaging, these ideas should permeate all public-facing materials.

INNOVATIVE

We are an innovative and modern 21st century brand. We're ambitious, but easy to talk to and approachable. We inspire our clients, residents and visitors to be forward-thinking.

CREDIBLE

We are a credible brand that remains consistent across our of business. Our distinct identity as the face of conventions, entertainment and cultural events keeps us authentic.

ENGAGING

We are an engaging, exciting and entertaining brand that creates connected experiences.

SMART

We are a smart brand driven by smart people. We've got that cool factor.

INCLUSIVE

We are an inclusive brand that is sensitive to the diversity of our clients, audiences and guests. We are also a one-stop-shop where everything is easily accessible

THOUGHT-LEADER

We are industry thought-leaders driven by connectivity and innovation. We influence the conversation across each line of business.

OUR BRAND:

AUDIENCE

We engage with both B2B and B2C audiences across various industries including: conventions and meetings, entertainment and cultural and community stakeholders.



MEETING PLANNERS



EXHIBITORS



ATTENDEES



EVENT PROMOTERS / PRODUCERS



PROSPECTIVE PARTNERS / F&B



MEDIA



COMMUNITY STAKEHOLDERS



OUR BRAND: UNIQUENESS



LOCATION

Right in Dubai Media City, its location, facilities and everything it encompasses, is the primary differentiator for THE AGENDA

VENUES

The venues and properties we offer are unique, innovative, and accessible offering more choices for planners and promoters.

PREMIER EXPERIENCES

We put on more than events, we create experiences for our residents and visitors alike.

QUALITY SERVICE

We deliver premium and reliable service to our clients.

ECONOMIC DEVELOPMENT

We sustain and reposition our assets to create economic benefits for the U.A.E and it's future.

PARTNERS

We leverage our partnerships across the city to ensure that each client, resident and visitor enjoys premier experiences.

PEOPLE

We are professional, experienced, and creative. .

COMMUNITY

We create meaningful connections and opportunities that engage the local community.

LOGO GUIDELINES:

OVERVIEW

OUR LOGO

THE AGENDA logo has been created to align very closely with our identity, so that we can jointly promote our common location and venues above all other interests.

The logo consists of the "A" Arrowhead & THE AGENDA letter forms, set in the informal typographic treatment introduced in THE AGENDA's landmark.

Our primary logo consists of grey letter forms positioned below a yellow "A" Arrowhead

Our alternate primary logo, consists of grey letter forms positioned below a grey "A" Arrowhead

See the detailed color palette on page 12.

The logo files displayed on this and the following pages are provided to enable all members of the team, partners and clients to contribute to a coherent and consistent use of THE AGENDA's most powerful visual symbol, its logo.



Primary Logo:



Alternate Primary



LOGO GUIDELINES: LOGO VERSIONS



LOGO FOR DARK BACKGROUNDS

These logos are only for specific use when the primary or alternate primary logo is not appropriate for dark backgrounds leading to the THE AGENDA typeface or "A" arrowhead of the logo being impaired.

The use of these logos are to be followed under the same guidelines as primary and alternate primary logos.



LOGO GUIDELINES:

MINIMUM SIZE & CLEARSPACE

MINIMUM SIZE

The primary and alternate logo minimum size should be no smaller than a width of 1 inch in print (or 72 pixels on screen). This maintains the legibility of the text.

CLEARSPACE

It is important to maintain a minimum clearspace around the perimeter of the logo to enhance the logo's presentation and legibility.

The margin is equal to (or greater than) the width/height of the distance notes as 1x.

Use this margin, shown in the diagram to the right as a minimum distance between the logo and edges of the page or other design elements.

When the logo artwork is allowed to bleed off one edge of the page, take care to extend the color beyond the edge of the page, without distorting or stretching the logo.





LOGO GUIDELINES:

LOGO MISUSE

THE LOGO "DO NOT" LIST

THE AGENDA logo should never be manipulated or modified in any way.

The integrity of its components and the geometrical relationships between them should never be compromised.

These rules apply to all iterations of THE AGENDA logos.



Do not crop the logo.



Do not "stretch" or "squeeze" the logo; never alter the horizontal or vertical proportions of the logo.



Do not rotate the orientation of the logo in anyway.



Do not alter the logo in any way



Do not change the typeface in the logo.

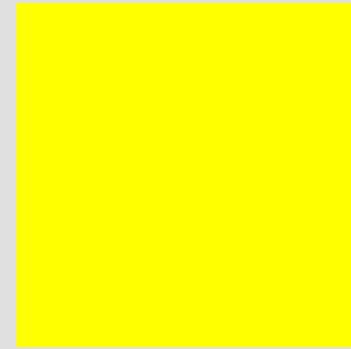


Do not change the colors of the logo.

VISUAL ELEMENTS

COLOUR

The primary color palette is monochromatic GREY tones with accents of YELLOW.



Yellow #1

R: 255

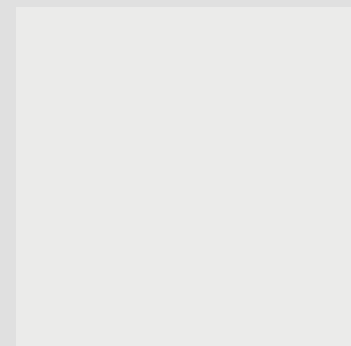
G: 255

B: 0

Web: ffff00

RAL: 1026

Opacity: 100%



Grey #1

R: 235

G: 235

B: 235

Web: ebebea

RAL: 9003

Opacity: 100%



Grey #2

R: 225

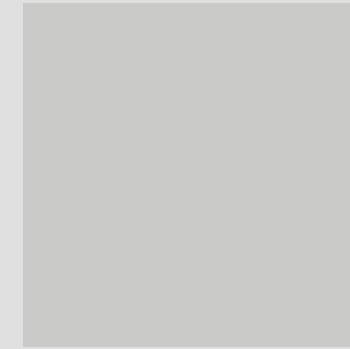
G: 225

B: 225

Web: e0e0e0

RAL: 9003

Opacity: 100%



Grey #3

R: 201

G: 201

B: 201

Web: cacac8

RAL: 7047

Opacity: 100%



Grey #4

R: 95

G: 95

B: 95

Web: 605f5f

RAL: 7012

Opacity: 100%



VISUAL ELEMENTS

TYPOGRAPHY

Bylines & Captions:

Avenir Next LT Pro Bold C All Caps

Headlines:

Avenir Next LT Pro Bold C All Caps

Second Level Heading:

Avenir Next LT Pro Bold C

Book Copy Typeface:

Avenir Next LT Pro Conde



AUTHOR BYLINE OR CAPTION

HEADLINE STYLE FOR MARKETING MESSAGING

But what about secondary headers?

Ebisi dis aut lam cusanti doloreh enistotas quuntius de si con nus
aut utec-tetus, aut delectul parupta temporem uta sincium
quisqui ratio magni rect

COPY GUIDELINES

EDITORIAL

Common Formatting Questions:

There are many ways to punctuate and abbreviate several of the words and phrases that will be commonly found in THE AGENDA messaging.

Here are a few standards to follow, in order to maintain brand consistency.



Web addresses:

theagenda.com

THE AGENDA URL's should be typed all lowercase.

Do not use the www and the http://prefixes

Locations and addresses:

Dubai Media City, Dubai, U.A.E

Phone numbers:

(971) 4 580 9159

Phone numbers should be punctuated as shown

Abbreviations for phone numbers are the first letter of the type of contact it

is, P, F, and M- for Phone, Fax and Mobile

Corporate Names

THE AGENDA

When in lines of copy the corporate names should be typed as shown, in title case.

The corporate name must never be abbreviated.

SOCIAL MEDIA

OVERALL GUIDELINES



TWITTER

Use 120-130 characters. Add value with photos and video. When appropriate, use GIFs.

FACEBOOK

Shorter posts. Pin updates. Highlight posts. Thoughtfully choose headline and Summary text. Size photos correctly. (i.e. newsfeed images - 400x209)

INSTAGRAM

Credit photos to each specific venues. Content on Instagram should be a mix of conferences, theatre, culture, entertainment, food, press, community, sports, esports and thought-leadership updates. (640x640)

INSTAGRAM STORY

Where we feature company, community, venue and entertainment updates. (1080x1920)

SOCIAL MEDIA

SPELLING, GRAMMAR & PUNCTUATION

- Always use an Oxford comma.
- Use emojis on social, but use them deliberately.
- Use active voice. Avoid passive voice.
- Avoid slang and jargon.
- Use positive language rather than negative language.
- Focus your message. Lead with the main point.
- Be concise. Use short words and sentences. Avoid unnecessary modifiers.
- Be specific. Avoid vague language. Cut the fluff.
- Be consistent.
- Spell out numbers when it begins a sentence. Otherwise, use the numeral.

SOCIAL MEDIA

EMOJI USAGE



OVERALL

Place emoji at the end of a line (just before a hard return). Not in the middle or at the beginning.

TWITTER

Use liberally in tweets and replies. Emojis can be especially great when used in place of bullets within lists.

FACEBOOK

Use as needed in updates and replies. Be a bit more reserved with emojis on Facebook versus Twitter. Emojis will typically come at the end of the update text to add some visual interest and pop.

INSTAGRAM

Use at the end of your update text as needed. Use often in replies.

LINKEDIN

No emoji.

SOCIAL MEDIA

HASHTAG USAGE

TWITTER

No more than one to three hashtags per tweet. Use to categorize your tweet

FACEBOOK

No more than one hashtag

INSTAGRAM

No more than two hashtags in the body of the post. Up to 15 hashtags in the first comment on the post. Use hashtags to build community and be unique/ detailed.

LINKEDIN

No more than one to two hashtags per update

REGULARLY USED HASHTAGS:

#theagenda

#theagendadubai



QUESTIONS:

Thank you for consulting this Style Guide.

Please contact the Communications & Marketing Department to obtain logos or imagery.

Contact information for logo requests:

info@theagenda.com

OR

(971) 4 580 9159

To ensure consistency, the Communications & Marketing Department should see the finished product after a request for an electronic version of the logo has been made.