

# NAKHEEL

## Brand Guidelines

## Welcome

Nakheel is one of the world's leading property developers and a major contributor to realising the vision of Dubai for the 21st century.

This document has been created to provide a practical guide to implement our brand strategy and brand system across the business.

## Nakheel 3.0



<b>01 Brand Strategy</b>	<b>4</b>	<b>Colour Palette</b>	<b>32</b>	<b>Applying the elements</b>	<b>63</b>
Our Story	5	Primary	33	Strong Link - Masterbrand, Services & The Nakheel Collection	64
Our Story - Arabic	6	Primary - In Use	34	Medium Link - The Nakheel Signatures	66
Our Purpose	7	Signatures	35	Weak Link - Nakheel Recommends	68
Our values	8	Signatures - In Use	36	In Summary	69
		Palette Use Aligned to Brand Architecture	37		
		Misuse	38		
<b>02 Brand Tone of Voice</b>	<b>9</b>	<b>Typography</b>	<b>39</b>	<b>05 Brand Applications</b>	<b>70</b>
Introduction	10	Introduction	40	<b>Print Applications</b>	<b>71</b>
Creating a Recognizable Communication Style	11	Primary Font	41	Stationery	72
Tips for when using our Tone of Voice	12	Type Hierarchy	42	Advertising	73
		Logotype Font	43		
		System Font	44	<b>Digital Applications</b>	<b>74</b>
<b>03 Brand Architecture</b>	<b>13</b>	<b>Photography</b>	<b>45</b>	Website	75
Decision Tree	14	Introduction	46	Social Media	76
Overview	15	People	47	PowerPoint Template	77
Portfolio	16	Details	48	Corporate Emailer	78
		Developments	49	Development/Project/Asset Emailer	79
		<b>Pattern</b>	<b>50</b>	<b>Environmental Applications</b>	<b>80</b>
<b>04 Brand Assets</b>	<b>17</b>	Introduction	51	Offices - Exterior Graphics	81
Overview	18	Examples	52	Offices - Interior Messaging	82
		Misuse	53	Offices - Pattern Frosting	83
<b>Nakheel Logo</b>	<b>19</b>	<b>Iconography</b>	<b>55</b>	Wayfinding signage family - NSO	84
Introduction	20	Introduction	56	Wayfinding signage family - Palm Jumeirah	85
Language Variations	21	Construction	57		
English - Exclusion Zone & Minimum Size	22	In Summary	58	<b>06 Brand in Action</b>	<b>86</b>
Arabic - Exclusion Zone & Minimum Size	23	<b>Grid &amp; Layout System</b>	<b>59</b>	Notional Applications - Masterbrand	87
Bilingual - Exclusion Zone & Minimum Size	24	Building the Grid	60	Notional Applications - Nakheel Collection	89
Logo Colour Variations	25	Example	61	Notional Applications - Nakheel Signatures	90
In Use	26	Building the Grid - Narrower Sizes	62		
In Animation	27				
Misuse	28				
Symbol	29				
Symbol - Exclusion Zone & Minimum Size	30				
Symbol - In Use	31				

# Brand Strategy

01

Our brand story is the evocative description of everything that we stand for. Capturing the essence of our brand ambition, it is the creative articulation of the human touch that is integral to our thoughts and actions and the responsibility we feel to hold ourselves to a higher standard than just delivering on a functional and transactional level.

Our focus is not on the bricks and mortar aspects of what we do but how our developments, destinations and touchpoints shape the lives, experiences, and memories of our residents and customers.

Our story is the inspiration and motivation for why we do what we do.

In the future cities will **unlock our potential**, rather than people unlocking the potential of cities. At Nakheel, what we build today will achieve the promise of a better tomorrow.

As master developers, we recognise this need to expand possibilities. We apply breakthrough creativity at scale to transform unrealised commodities – **land and water** – into **vibrant, sustainable cities**. We aim to fulfil the hopes, dreams and needs of all who choose Dubai as a home or a destination.

We go beyond developments: we create **cities where people thrive**. With our partners, we constantly curate the diverse amenities essential to enjoy **an unmatched quality of living**. Designed with convenience in mind, these are all easily accessible, from the green parks and pristine beaches to the cycle tracks and schools, from the restaurants to the hospitals. Tranquillity and peace replace the bustle of the city.

In our hearts, we deliver a different kind of living, so our measure of success is peoples' **happiness and prosperity**. Quality, for us, means more than committing to an architectural blueprint or advertising slogan. Instead, **premium quality is a mindset**, an approach, that is applied to every detail and decision taken.

Come join us. Hayakum! Welcome!

سوف تلعب المدن مستقبلاً دوراً مميزاً في **تحرير طاقات الأفراد** وقدراتهم بدلاً من سعي الأفراد لاستكشاف ما تقدمه المدن لهم. والمدن التي تشيدها نخيل اليوم هي تجسيد لرؤيتنا بتحقيق غدٍ أفضل.

وباعتبارنا شركة رائدة في التطوير والاستثمار العقاري، نحن على دراية تامة بالدور الذي نلعبه في تطوير الإمكانيات، وهذا يدعونا لتطبيق أفكار وابتكارات فريدة من نوعها تتمثل باستخدامنا لموارد لم تكن محط اهتمام من قبل، ونقصد هنا **الرمال والماء**، وجعلها قواماً **لمدن حيوية ومستدامة**. فهدفنا الأسمى هو تلبية آمال وأحلام واحتياجات كل من اختار دبي داراً له.

في نخيل نتخطى مشاريع التطوير العقاري السائدة، **لنبني مدناً ينعم الناس فيها بالرخاء**، ونعمل مع شركائنا يدأ بيد لتزويد ما نبنيه بالمرافق الحيوية والضرورية **للارتقاء بجودة المعيشة**. مرافقنا مصممة خصيصاً لتوفر سبل الراحة ولتكون متاحة للجميع، حيث إنها تربط معالم المدينة، من حدائق رحبة وشواطئ صافية ومدارس ومطاعم ومستشفيات وشوارع مخصصة لاستخدام الدراجات، بعضها ببعض مما يخلق جواً من التناغم والراحة والهدوء بعيداً عن الصخب المعتاد في المدن.

نعمل وبكل جوارحنا على بناء مدنٍ باهيةٍ يقاس معدل النجاح فيها بمستوى **رفاهية** سكانها. فمعايير الجودة لدينا تتجاوز التزامنا بالرسوم المعمارية أو الشعارات التجارية، **الجودة العالية بالنسبة لنا تتحقق بتطبيقنا** لنهجٍ يهتم بكل جزئية، وبكل قرار نتخذه أثناء عملنا.

كونوا معنا، يا مرحبا بياكم!

This is our purpose. It is not a tagline.

It is a statement of intent, driving everything we do as a company; the common thread that runs through all parts of our business, from what we offer externally to the culture we seek to foster internally.

نبني لينعم  
الناس بالرخاء

Building  
Happiness  
and Prosperity

These are our values as a company.

We use these values to help guide how we build new developments and experiences and how we communicate with customers, visitors and internally with our colleagues.

## نتبنى الأفكار الإبداعية

نتبنى الأفكار الخلاقة ونحافظ على قيم التواضع وحسن المعاملة في عملنا، ونركز جهودنا حول غايتنا الأسمى في توفير السعادة والرخاء للناس في دبي، ونعتمد الاستدامة منهجاً لنا اليوم ومستقبلاً.

### We think big

We push limits but we remain humble. Everything we do is in support of our duty to increase people's happiness and prosperity in Dubai. We build sustainably for today and for generations to come.

## نلتزم بإنجاز العمل

نقول ما نفعل ونفعل ما نقول. نوفي بالتزاماتنا تجاه العملاء بكفاءة عالية، ونسعى دائماً لتحقيق النتائج المرجوة في الزمن المطلوب، ونتحمل مسؤولية جميع القرارات التي نتخذها.

### We deliver

We say what we do and we do what we say.  
We strive to get things right the first time and we always take responsibility for our actions.

## نتميز في الخدمة

نعمل على تقديم تجربة فريدة لشركائنا وعملائنا يشعرون من خلالها بأنهم أولويتنا المطلقة، ونسعى إلى كسب ولائهم من خلال تفهم احتياجاتهم والعمل على تلبيةها بدلاً من التركيز على منفعتنا الخاصة.

### We serve

Customers & partners are our absolute priority.  
We believe that loyalty has to be earned.  
We earn it by taking care to address their needs, not solving for our convenience.

## نعمل بروح الفريق

نعمل معاً كفريقي واحد لتحقيق هدف واحد، ونجعل من التشارك وتبادل وجهات النظر أساساً للنجاح في عملنا، ونحرص دائماً على التعامل فيما بيننا باحترام وإنصاف.

### We are one

We work as one team towards one goal. We share and we keep each other informed. We help each other succeed.  
And we treat everyone fairly and respectfully.



# Brand Tone of Voice

02

How the tone of voice ladders up to our brand



Our unique tone will help our brand stand out and create a recognizable communication style for our corporate brand

### 1 Share the bigger story behind what & why we do

Talk about Dubai's vision, happiness, prosperity, sustainability, progress & inspiration for all.

Explain why. People should understand Nakheel's role. Don't be shy about sharing the story of Nakheel 3.0.

1

### 2 Keep it simple

Tell people what they need to know.

Don't over-sell & over-promise.

Don't include unnecessary information or details.

Be straightforward & humble, even if that means admitting faults.

Wherever possible, manage expectations (e.g. closure, delivery, on sorting things out). Work hard to earn people's loyalty.

2

### 3 Connect with your audience - display warmth and empathy

Be thoughtful of people's needs, time and attention span. Tell them what's in it for them.

Use friendly language. Focus on the positives.

Don't leave them with more questions than answers.

Keep it warm and clear, even when writing formal documents.

3

### 4 Connect with your audience - be inclusive

The same principles that apply to external audiences apply internally because for many of us that are not customer-facing our customers can be our colleagues.

Display the same warmth & empathy that we display to our customers and partners. We are one team.

4

Share the bigger story behind what & why we do.

Talk about Dubai's vision, happiness, prosperity, sustainability, progress & inspiration for all. Explain why. People should understand Nakheel's role. Don't be shy about sharing the story of Nakheel 3.0.

### 1 Share the bigger story behind what & why we do

**It is**

At Nakheel, we apply breakthrough creativity at scale to transform unrealised commodities – land and water – into vibrant, sustainable cities.

We aim to fulfil the hopes, dreams and needs of all who choose Dubai as a home or a destination.

**It is not**

Nakheel is a world leading property developer. Our portfolio includes some of the world's most recognisable lifestyle, leisure and retail landmarks. Our developments are now a distinct part of Dubai's landscape.

### 2 Keep it simple

**It is**

We are working hard to make this park better. The new jogging track will be open in 2 weeks. See you soon.

**It is not**

Sorry for the inconvenience

### 3 Connect with your audience - display warmth and empathy

**It is**

We seem to be facing some problems with this service.

We're working hard on resolving the issue. Please try again later.

**It is not**

Our service is currently interrupted.

### 4 Connect with your audience - be inclusive

**It is**

How does Wednesday morning work for you to complete the work? If you need any support, we are here to help.

**It is not**

I expect this work to be sent to us by Wednesday morning.

1

2

3

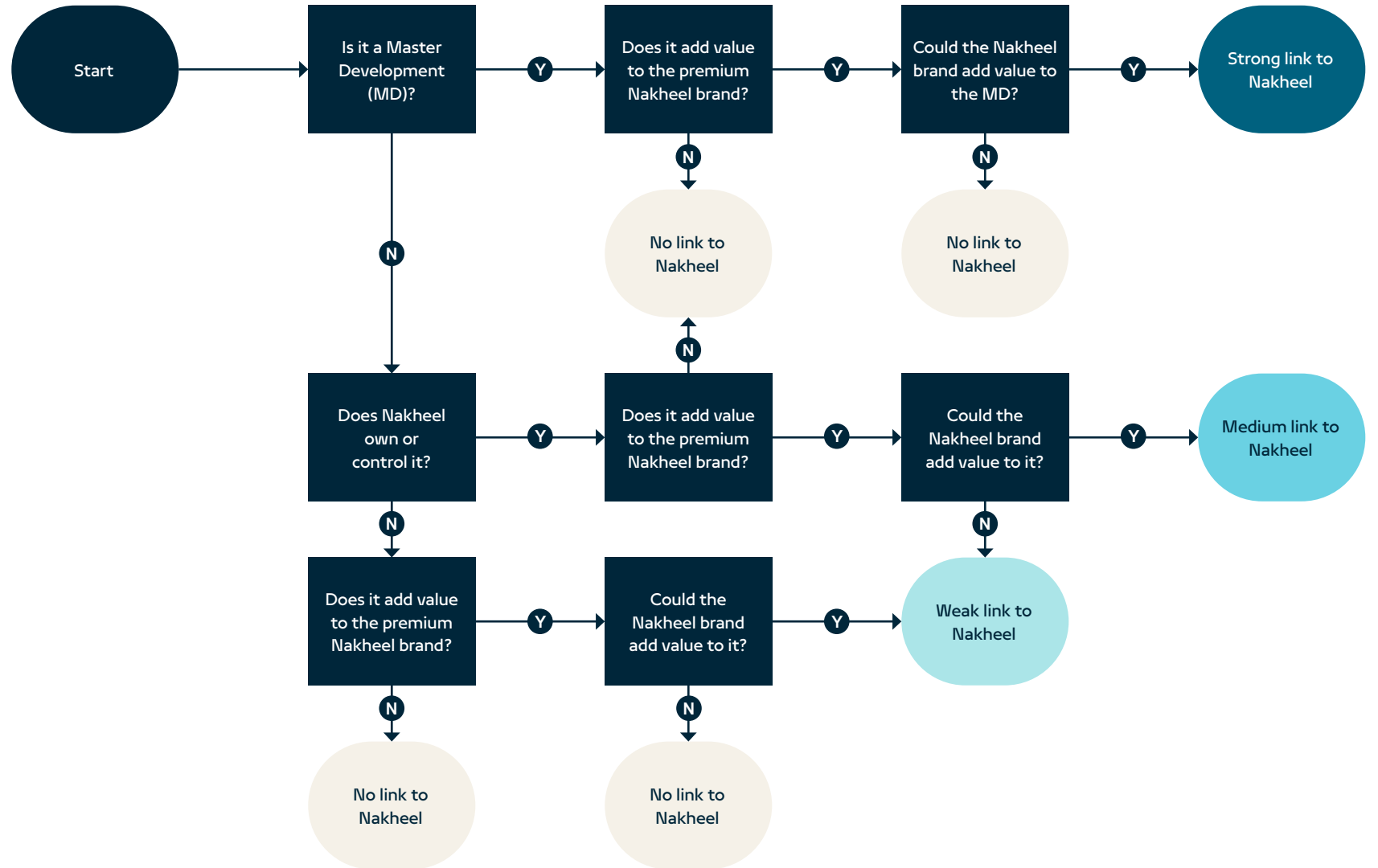
4

# Brand Architecture

03

This decision tree has been created to help you identify what link a new or existing Nakheel development or experience will have to the Nakheel masterbrand.

The closer or further the link to the Nakheel masterbrand will have implications on the logo, colour palette, pattern and typography used for particular development or experience, all of which will be detailed throughout the rest of this document.



**Brand Architecture**

The following details our brand architecture which plays a key role in how we communicate our connection to brand assets from the Master Brand down to projects with a weak or no link to Nakheel.

**Master brand**

This is the lead brand we build equity in.

**Nakheel services**

The various ways in which Nakheel helps consumers and B2B partners.

**The Nakheel collection**

Nakheel's premium master developments that add value to the brand (and vice versa).

**The Nakheel signatures**

A set of premium places & experiences created by Nakheel to enhance people's quality of life in Dubai.

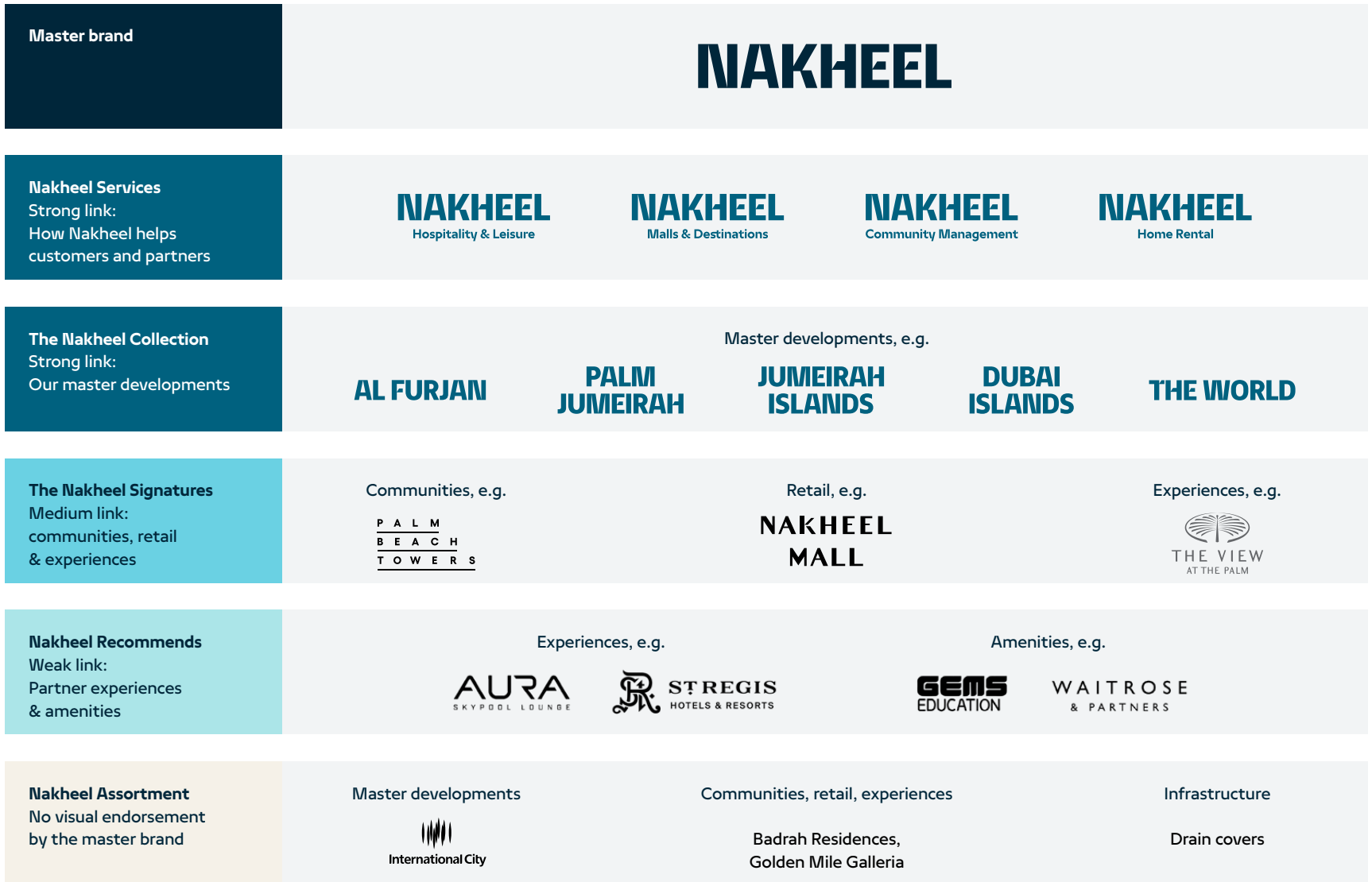
**Nakheel recommends**

Premium brands and experiences that Nakheel does not own or manage but that we have curated that add value to the Nakheel brand. Nakheel adds value to these experiences in terms of location or by driving traffic to these experiences through promotions and the various offers add value to Nakheel because people like living in communities with these amenities at their doorstep.

**Nakheel assortment**

Communities, developments, projects or experiences that are owned and managed by Nakheel but that should maintain visual independence from the master brand.

**Overview**



# ناكheel NAKHEEL

The Nakheel Collection: Strong link: Our master developments

- PALM JUMEIRAH**
- JUMEIRAH ISLANDS**
- JUMEIRAH PARK**
- JEBEL ALI VILLAGE**
- DUBAI ISLANDS**
- THE WORLD**
- AL FURJAN**
- PALM JEBEL ALI**
- THE GARDENS**
- DUBAI WATERFRONT**
- JUMEIRAH VILLAGE Circle**
- JUMEIRAH VILLAGE Triangle**
- TILAL AL FURJAN**
- MUROOJ AL FURJAN**

The Nakheel Signatures: Medium link: communities, retail & experiences



Nakheel Assortment: No visual endorsement by the master brand





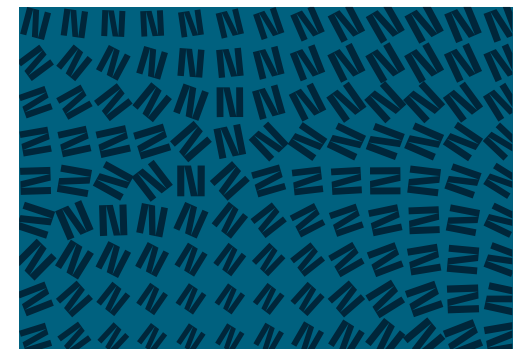
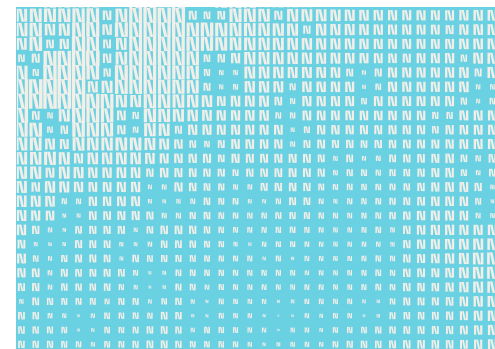
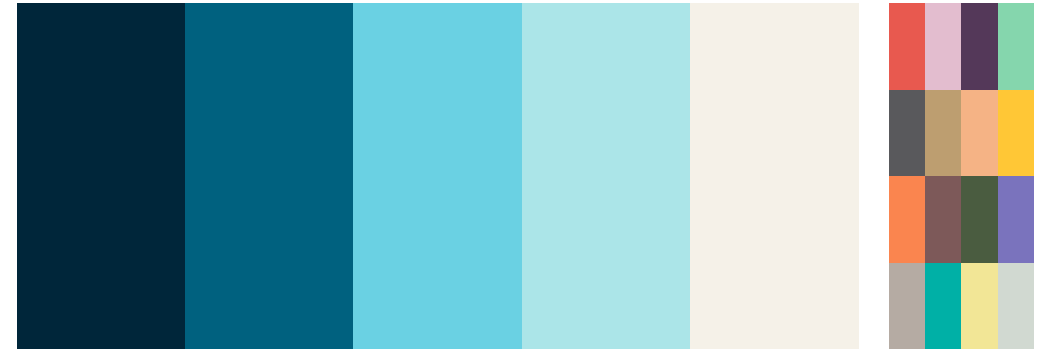
# Brand Assets

04

These are our core brand assets. They include our logos (English, Arabic and Bilingual), colours, photography, pattern and a custom typeface.

The consistent use of these elements across Nakheel communications ensures we maintain a focused and recognisable visual voice going forward.

The following pages detail how to use all these elements to create a consistent Nakheel brand communication across all touchpoints.



# Nakheel Logo

This is our **logo**.

It is bold, contemporary and clean, embodying our values as a company and aligning to our drive to go beyond developments and create cities where people thrive.

It should be used on all Nakheel communications helping to link the Nakheel brand to our key developments and signature experiences.



**NAKHEEL**

## Nakheel Logo

The Nakheel logo is available in three variations.

These are the **English** version, the **Arabic** version and the **Bilingual** version.

The **English** version should be considered our core logo and will be used on a majority of communications.

The **Arabic** version is to be used on Arabic-only communications and digital when the language version of the site or app has been changed to Arabic.

The **Bilingual** version can be used on communications that use both languages and also in instances where both languages need to be present in the logo.

It is important to point out that the Arabic in the **Bilingual** version is a modified version of the Arabic and has been designed specifically to provide a visual balance with the English. Under no circumstances should the individual English and Arabic logos be combined to create a Bilingual version.

Preferred logo for external communications especially signages: **Bilingual logo**.

## Language Variations

English

The English version of the Nakheel logo, featuring the word "NAKHEEL" in a bold, dark blue, sans-serif font.

Arabic

The Arabic version of the Nakheel logo, featuring the word "نخيل" in a stylized, dark blue, sans-serif font.

Bilingual logo

The bilingual version of the Nakheel logo, featuring the Arabic word "نخيل" above the English word "NAKHEEL", both in a bold, dark blue, sans-serif font.

This is the **English** version of our logo and should be considered our core logo and will be used on a majority of communications.

It's placement will most often be top or bottom left or centrally placed within a holding box or on a piece of communication.

The exclusion zone around the mark should be equal to or at least one 'N' height.

As much as possible, the minimum size used should be 25mm (or 100px when used digitally) in width to ensure maximum legibility.

Exclusion Zone



Minimum Size

**NAKHEEL**

25mm / 100px

This is the **Arabic** version of our logo and can be used on communications that are Arabic only and digitally on the site or app when the default language is changed to Arabic.

It's placement will most often be top or bottom right or centrally placed within a holding box or on a piece of communication.

The exclusion zone around the mark should be equal to or at least one 'ن' height.

As much as possible, the minimum size used should be 25mm (or 100px when used digitally) in width to ensure maximum legibility.

Exclusion Zone



Minimum Size



## Nakheel Logo

This is the **Bilingual** version of our logo and can be used on communications that use both languages and also in instances where both languages need to be present in the logo.

Its placement will most often be top or bottom left or right or centrally placed within a holding box or on a piece of communication.

The exclusion zone around the mark should be equal to or at least one 'N' height.

As much as possible, the minimum size used should be 25mm (or 100px when used digitally) in width to ensure maximum legibility.

## Bilingual - Exclusion Zone & Minimum Size

### Exclusion Zone



### Minimum Size





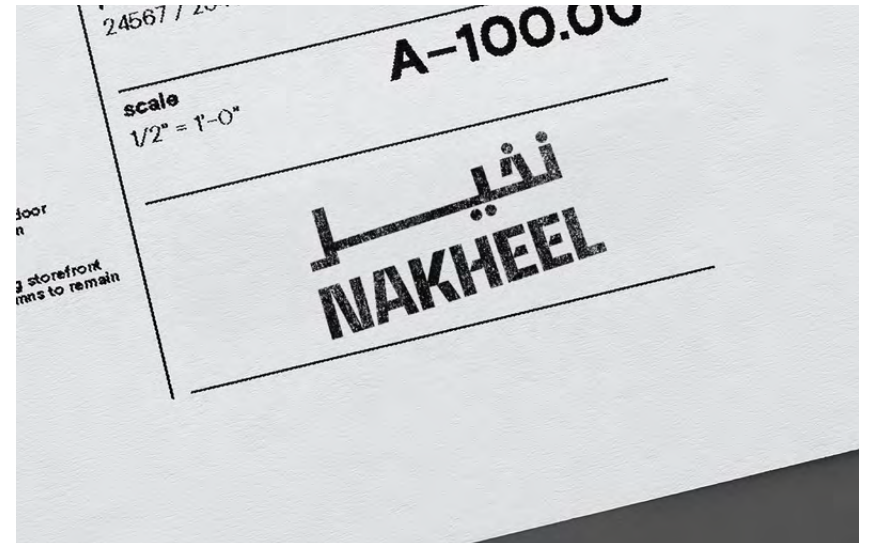
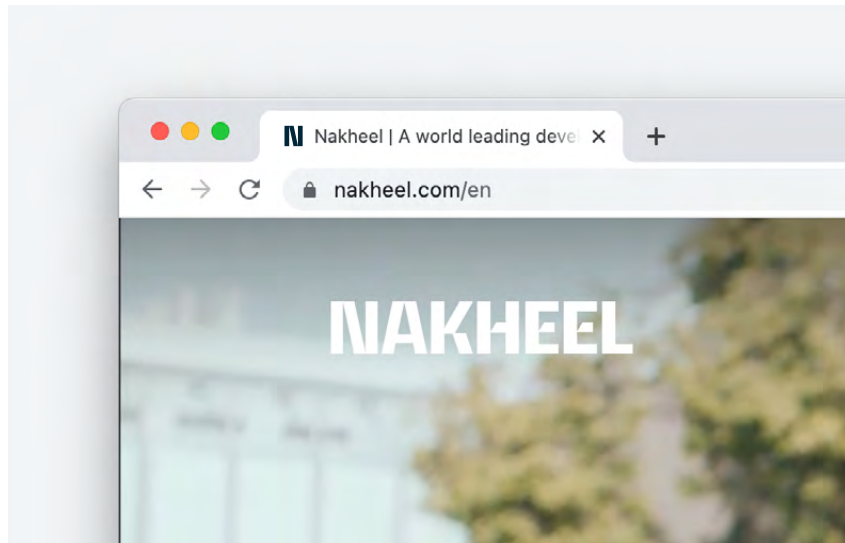
To ensure a consistent voice across all communications we have a set amount of variations the Nakheel logo can be used in.

These rules apply to the English, Arabic and Bilingual logos when used on general Nakheel communications.

1. Navy Blue on White
2. White on Navy Blue
3. Navy Blue on Sand
4. Sand on Navy Blue
5. Navy Blue on Shoreline Blue
6. White on Marine Blue
7. Black/Navy Blue on light image
8. White on dark image



Examples of our Nakheel logo in use across various Nakheel communication touchpoints.



## Nakheel Logo

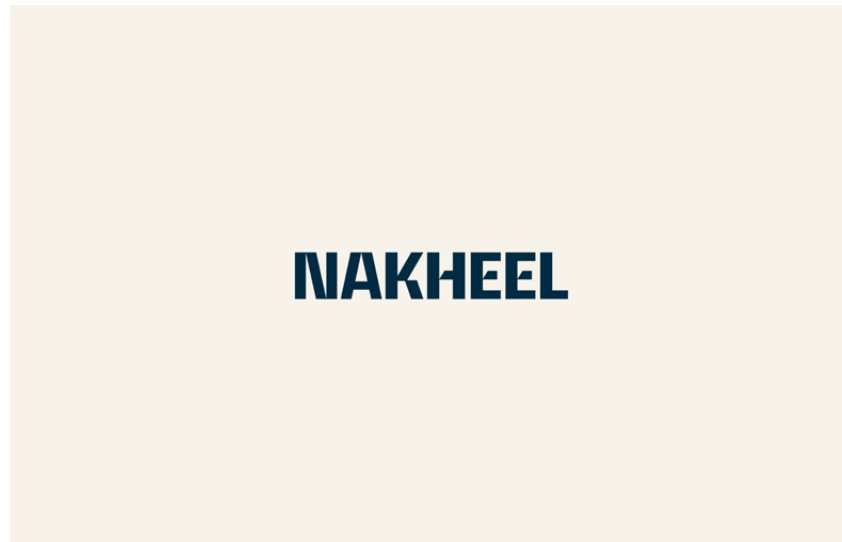
Animation of our logo helps bring it to life and create engaging beginning and end frames to our videos.

Over time these can develop and more will be added to the library, however at the moment we have one key logo animation.

In this the Nakheel logo appears and builds from the left, holds in its final state, and then disappears from the left to a clear state.

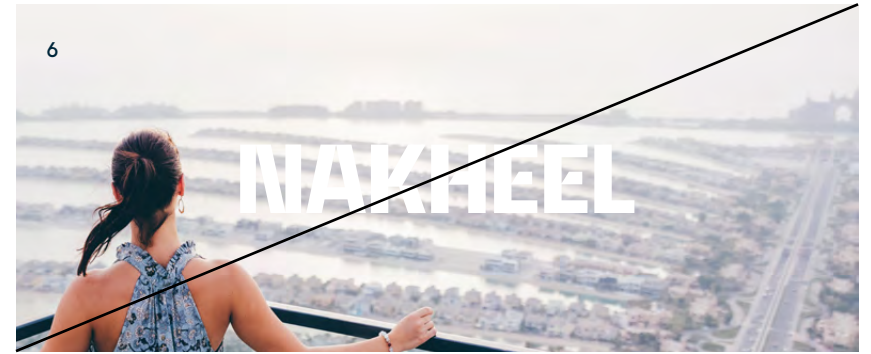
Please contact our brand team if you need versions of this to use in video work.

## In Animation



A few key things to avoid when using our logos.

1. Don't use the logo in any colour other than those specified, even if it is part of our palette.
2. Don't use effects on the logo such as drop shadow, rotation or outlining
3. Don't distort the logo in anyway, such as stretching or squeezing the logo.
4. Don't comp together the individual English and Arabic logos to create a Bilingual version. The Bilingual version has specifically created to create optimum visual balance
5. Don't crop the logo in anyway
6. If using on imagery ensure there is plenty of contrast between the image and the logo to ensure maximum legibility



This is our **symbol**.

It is created using the 'N' from Nakheel.

Its primary use is for touchpoints where space is limited and the full Nakheel logo is too big, such as social media avatars, app icons and website favicons.

It can also be used on internal communications as a shorthand for the main logo.

The symbol plays an important part in our brand patterns, with each pattern being created from repeated 'N's.



The logo will most often be centrally placed within a holding box or a piece of communication.

The exclusion zone around the mark should be equal to or at least half the height of the 'N'.

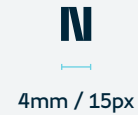
As much as possible, the minimum size used should be 4mm (or 15px when used digitally) in width to ensure maximum legibility.

This exclusion zone and minimum size does not apply to the symbol when it is used within a pattern. Here the size can reduce to zero and the N's used can have no exclusion zone allowing them to touch.

Exclusion Zone



Minimum Size



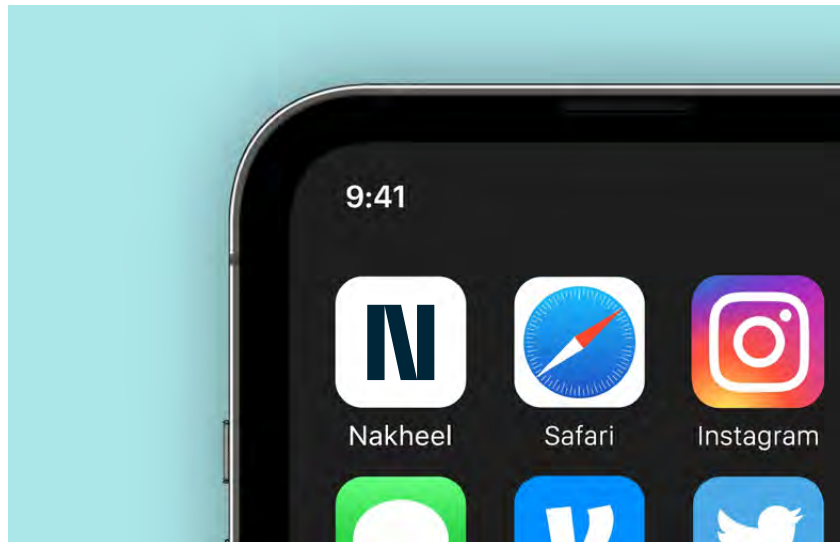
## Nakheel Logo

Examples of our Nakheel symbol in use across various Nakheel communication touchpoints.

More often than not the N symbol alone should only be used on internal collaterals.

Examples shown for illustrative purposes only, in reality (such as the hard hats) the full wordmark may be more appropriate.

## Symbol - In Use



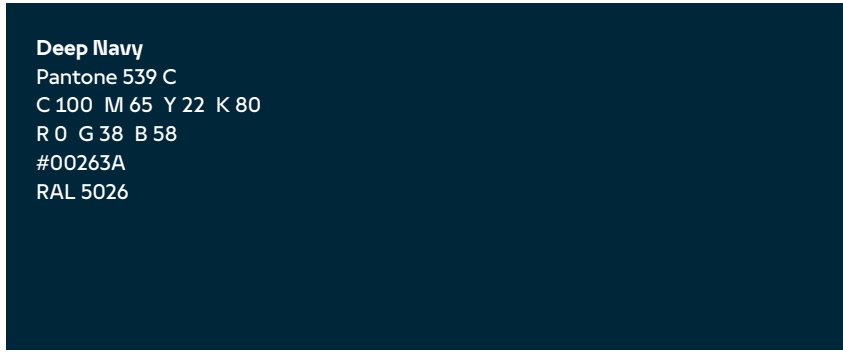
# Colour Palette



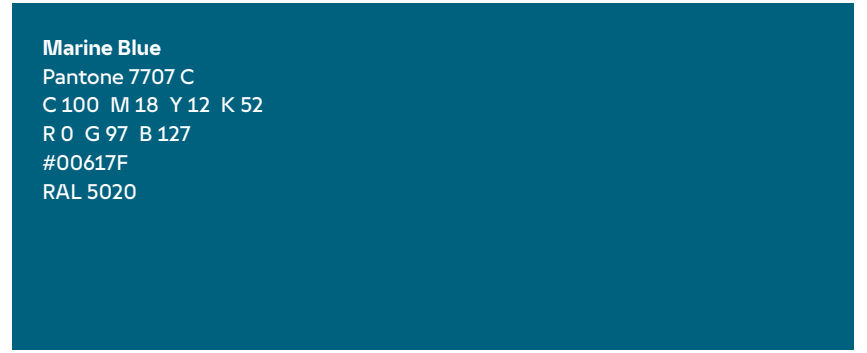
Our **primary** colour palette represents waterside living and is inspired by the turquoise seas and white sandy beaches that are a prominent feature of many of our key developments.

These colours are intended to be used across general Nakheel communications for **Nakheel Collection developments** and corporate documentation across both print and digital, either alone, in combinations, or alongside photography.

Black should only be used in place of Navy Blue in instances where communications will be in black and white and black provides more contrast.



**Deep Navy**  
Pantone 539 C  
C 100 M 65 Y 22 K 80  
R 0 G 38 B 58  
#00263A  
RAL 5026



**Marine Blue**  
Pantone 7707 C  
C 100 M 18 Y 12 K 52  
R 0 G 97 B 127  
#00617F  
RAL 5020



**Turquoise**  
Pantone 310 C  
C 55 M 0 Y 10 K 0  
R 106 G 209 B 227  
#6AD1E3  
RAL 5024



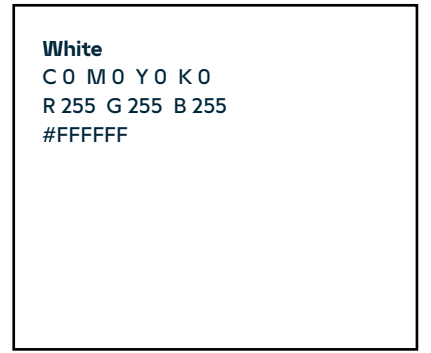
**Shoreline Blue**  
Pantone 317 C  
C 35 M 0 Y 11 K 0  
R 171 G 229 B 232  
#ABE5E8  
RAL 6027



**Sand**  
Pantone Warm Gray 1 C  
C 4 M 4 Y 10 K 0  
R 245 G 241 B 232  
#F5F1E8  
RAL 1013



**Black**  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
#000000

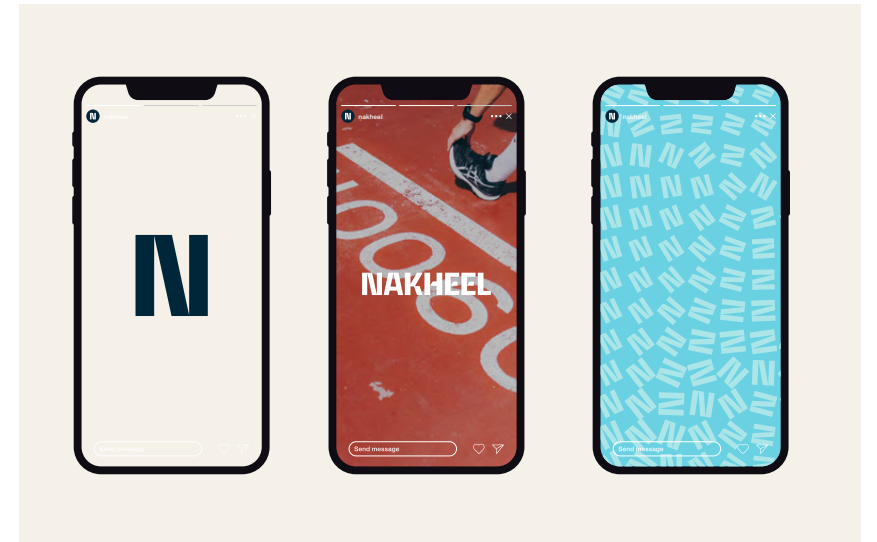


**White**  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
#FFFFFF

## Colour Palette

Examples of our primary colour palette in use across various general Nakheel communication touchpoints.

## Primary - In Use



Our **Signatures** palette is to be used for our signature experiences.

**Signature experiences** are brands that are owned and operated by Nakheel, but stand independently with their own logos and sometimes a different tone of voice or photography style.

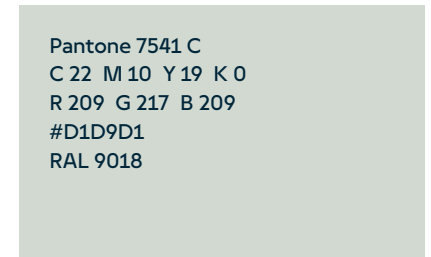
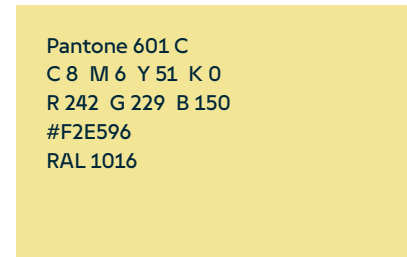
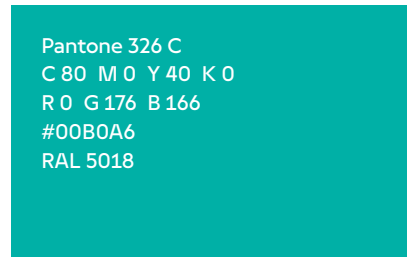
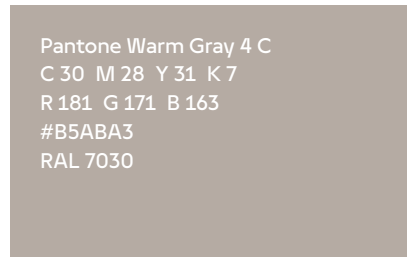
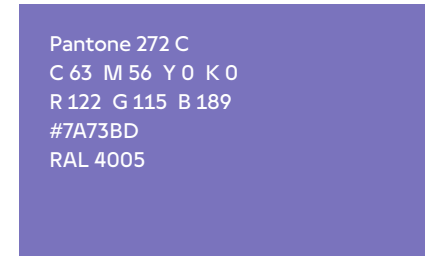
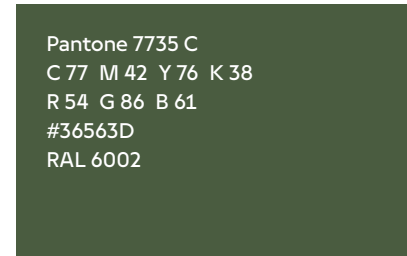
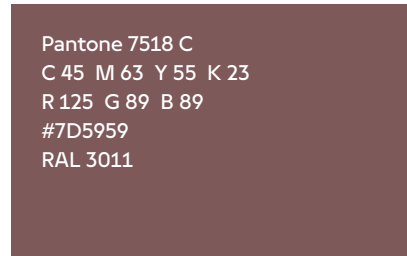
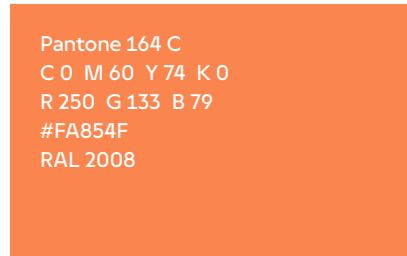
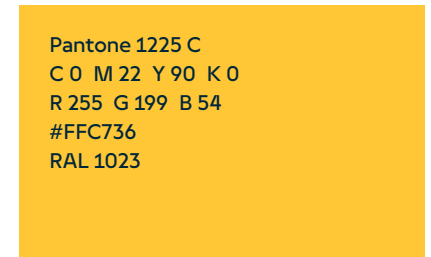
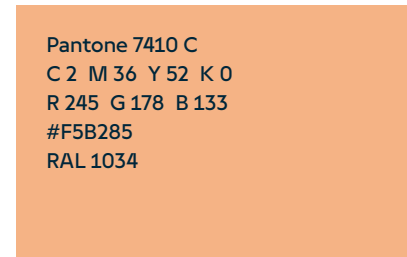
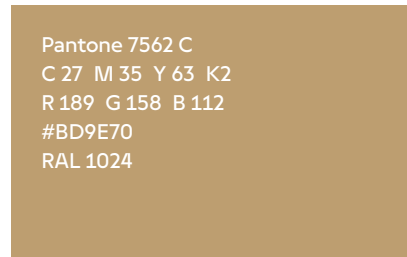
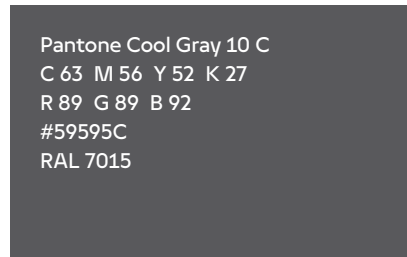
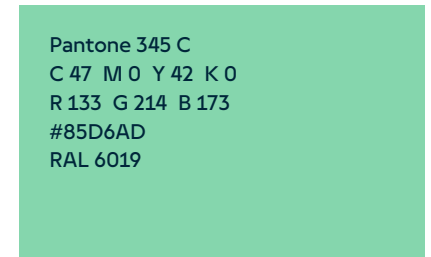
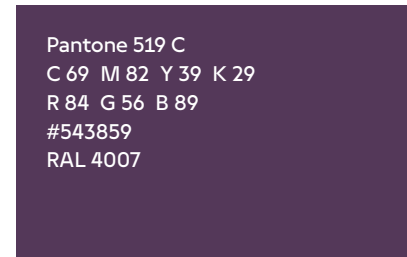
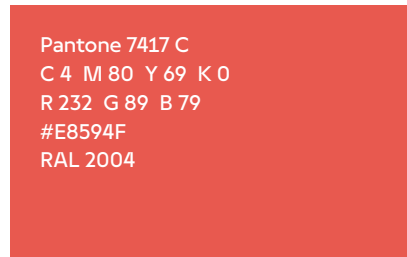
A maximum of two **Signature** colours can be used for a particular signature experience and these colours would always be used in conjunction with Deep Navy, Sand and White from our **Primary** palette.

When selecting the two colours please consider which ones could work well together to create an interesting palette as well as the context of the brand. For instance if the brand has a natural spa theme, a green would be good to include.

Current brands that already have their own colours and equity built around these colours may keep their current palette.

Over time as more signature experiences are developed this palette may need to be expanded upon (inhouse), however for now these colours should provide enough variation to use across existing and future signature experiences.

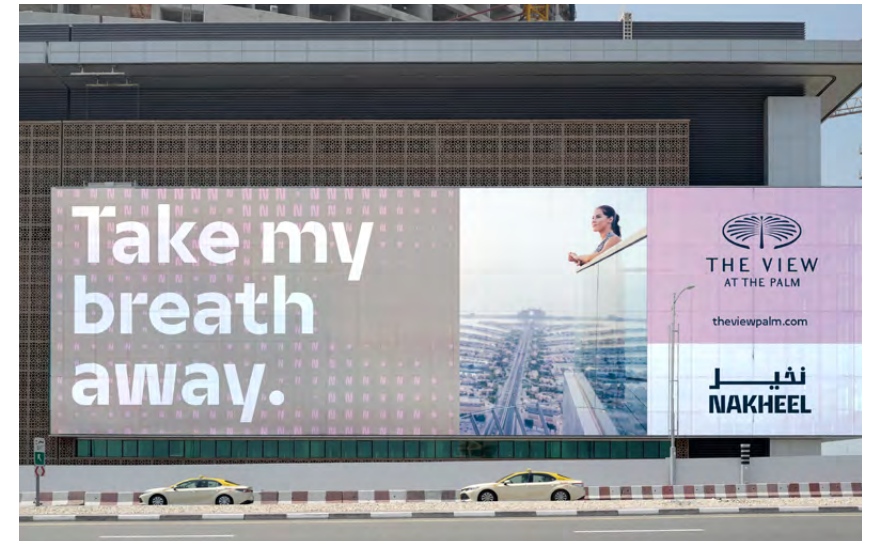
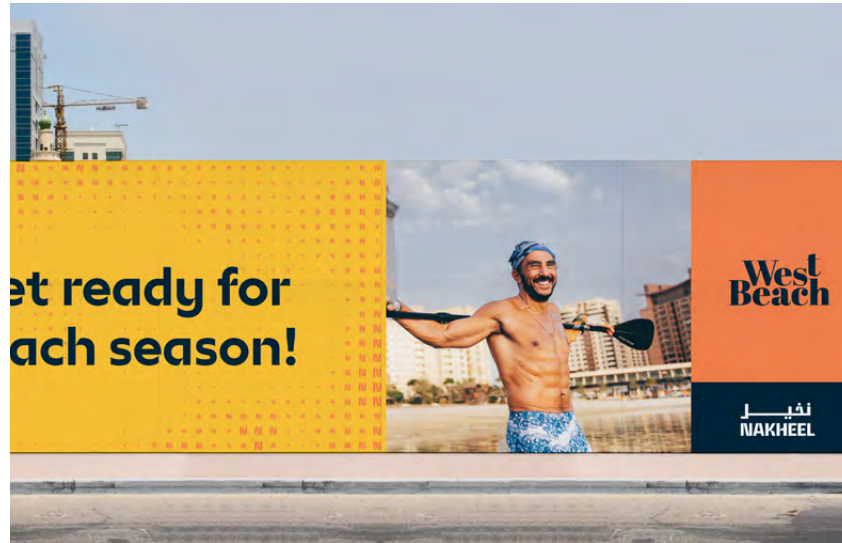
To get a clearer idea of what is, and what could be a signature experience in the future please refer to our brand architecture section.



Examples of our signatures colour palette in use across various general Nakheel communication touchpoints.

Certain Signature brands will have their own pre-existing colour palette that already has brand equity and in these cases the brand can keep its pre-existing palette without needing to adopt colours from our new signature palette. This is detailed more in the 'Applying the elements' section of this document.

\* The examples shown are for illustration purposes only, and don't necessarily reflect the true colour combinations for certain signature experiences



## Colour Palette

The following provides a direct reminder on what brand palette to use when creating communications for a particular brand level, be it for the **Masterbrand** and **Nakheel Collection** or **Nakheel Signatures**.

For a more detailed explanation of what brands fit into each category and how to determine what category future brands will sit in please refer to section **the Brand Architecture**.

## Palette Use Aligned to Brand Architecture

Masterbrand and Nakheel Collection



**NAKHEEL**

**NAKHEEL**  
Community Management

**PALM JUMEIRAH**

This section displays the brand logos for the Masterbrand and Nakheel Collection. On the left, the logos are shown: 'NAKHEEL' in a large, bold, dark blue font; 'NAKHEEL Community Management' in a smaller, medium blue font; and 'PALM JUMEIRAH' in a bold, dark blue font. To the right of the logos is a vertical color palette consisting of five rectangular blocks of color: a dark navy blue, a medium blue, a light blue, a very light blue, and a light beige.

Nakheel Signatures



**PALM  
BEACH  
TOWERS**

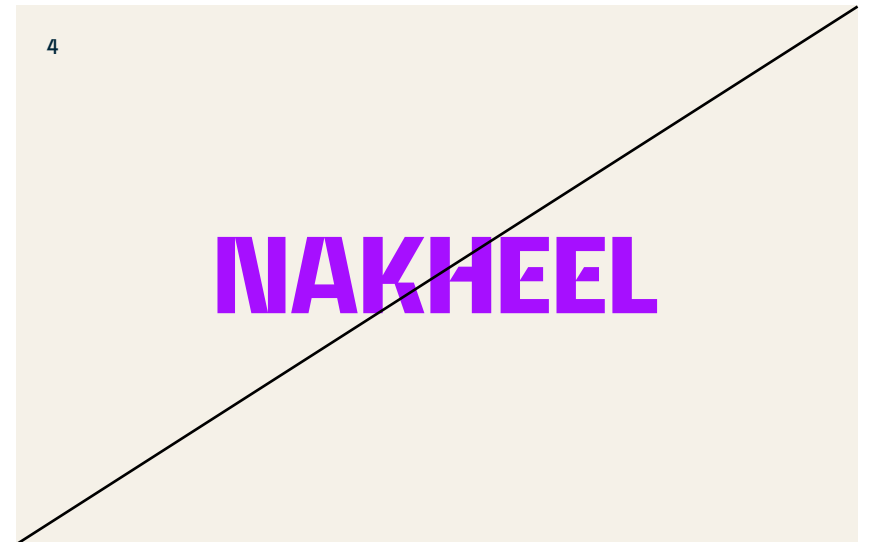
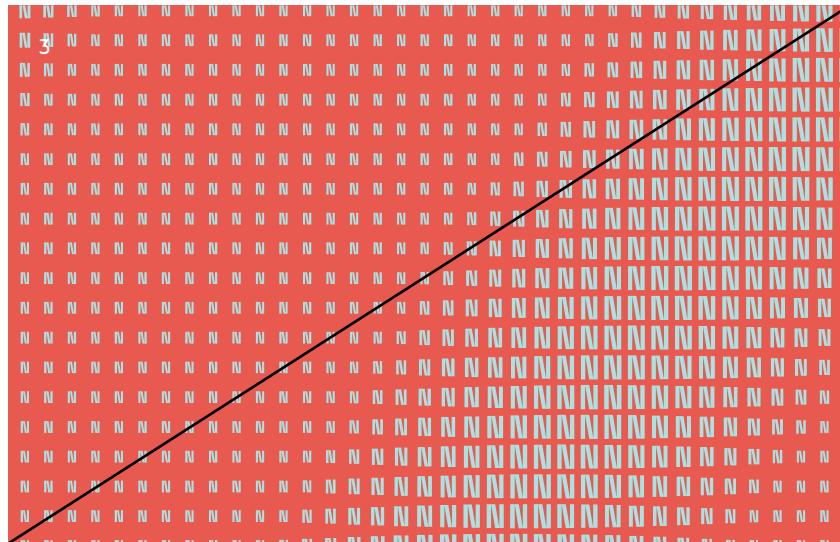
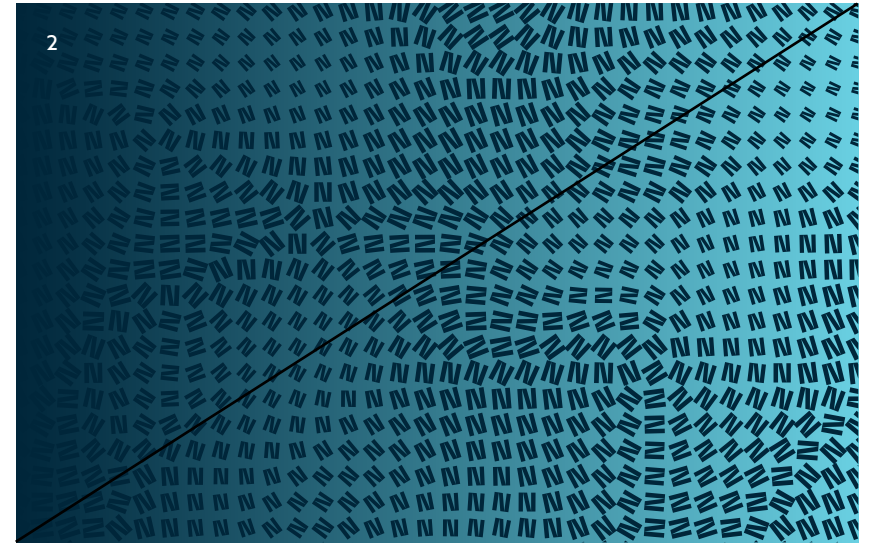
**NAKHEEL  
MALL**

  
**THE VIEW  
AT THE PALM**

This section displays the brand logos for Nakheel Signatures. On the left, the logos are shown: 'PALM BEACH TOWERS' in a stacked, bold, black font; 'NAKHEEL MALL' in a bold, black font; and 'THE VIEW AT THE PALM' with a palm tree icon above the text. To the right of the logos is a 4x4 grid of 16 color swatches in various shades including red, pink, purple, green, grey, brown, orange, yellow, teal, and light grey.

A few key things to avoid when using our colour palettes:

1. Do not use non-specified colours for the logo and its background.
2. Do not create gradients from the colours.
3. Don't combine a primary colour and a secondary colour for a signature experience colour palette. Only use Navy Blue, Sand and White from the primary palette, and only use these for devices to hold the Nakheel logo or text, not for patterns.
4. Do not create custom colours or use tints of the palettes.



# Typography

Our core brand typeface is a custom designed font called Nakheel.

It has been specifically designed to give Nakheel a unique and ownable asset that cements it as a strong and future-facing company within the market.

نبني لينعم  
الناس بالرخاء

Building  
Happiness  
and Prosperity



Our core brand typeface is a custom designed font called Nakheel.

It comes in 4 styles; **Nakheel Headline Bold**, **Nakheel Headline Regular**, **Nakheel Text Bold** and **Nakheel Text Regular**.

**Nakheel Headline Regular**

To be used for headlines only. It can be used as the only headline style, and works best on layouts where the text doesn't want to be too imposing.

**Nakheel Headline Bold**

To be used for headlines only. It can be used as the only headline style, or if Regular is being used as the main headline font, it can be used to provide emphasis on certain words.

**Nakheel Text Regular**

The main body copy font to be used across all forms of communication.

**Nakheel Text Bold**

Best to be used for sub/section headings within body copy and adding emphasis to certain words.

Primary Font

Nakheel Headline Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789 %!&#\*(+=)@£\$^{}'><~≤≥

أ ب ة 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 ي  
 ٩٨٧٦٥٤٣٢١٠ ؛ ، ؟ ( ) \* % ، ،

Nakheel Headline Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789 %!&#\*(+=)@£\$^{}'><~≤≥

أ ب ة 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 ي  
 ٩٨٧٦٥٤٣٢١٠ ؛ ، ؟ ( ) \* % ، ،

Nakheel Text Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789 %!&#\*(+=)@£\$^{}'><~≤≥

أ ب ة 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 ي  
 ٩٨٧٦٥٤٣٢١٠ ؛ ، ؟ ( ) \* % ، ،

Nakheel Text Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy**z**  
 0123456789 %!&#\*(+=)@£\$^{}'><~≤≥

أ ب ة 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 ي  
 ٩٨٧٦٥٤٣٢١٠ ؛ ، ؟ ( ) \* % ، ،

Typographic principles are based on function, format and purpose. They systematic hierarchy will help maintain consistency and legibility of information across all brand touchpoints.

The examples here are to demonstrate type characteristics. There is no hard and fast rules - this is simply to give an idea of how different hierarchical information can be laid out.

**Section header/Call to action**

Would mainly use Nakheel Text Regular or Bold. Type here could be a similar size to the body copy but utilises a different weight, colour, or written in all caps to differentiate it.

**Headline**

Either written in Nakheel Headline Bold or Nakheel Headline Regular. The leading is equal to the font size.

**Paragraph Header**

Most often written in the same size as the body copy, but using Nakheel Text Bold.

**Body Copy**

Would mainly use Nakheel Text Regular. The leading would be set to automatic.

**Captions**

Would mainly use Nakheel Text Regular and be set at a size noticeably smaller than the body copy (for instance if body copy is 9pt, the caption copy is 7pt). A different colour can be used to help differentiate it more. The leading would be set to automatic.

SECTION HEADER

# Unlocking Potential

## In the future, cities will unlock our potential

**Paragraph Header**

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

---

Section header/Call to action

---

Headline

---

Sub-header

---

Paragraph header

---

Body copy

---

Captions

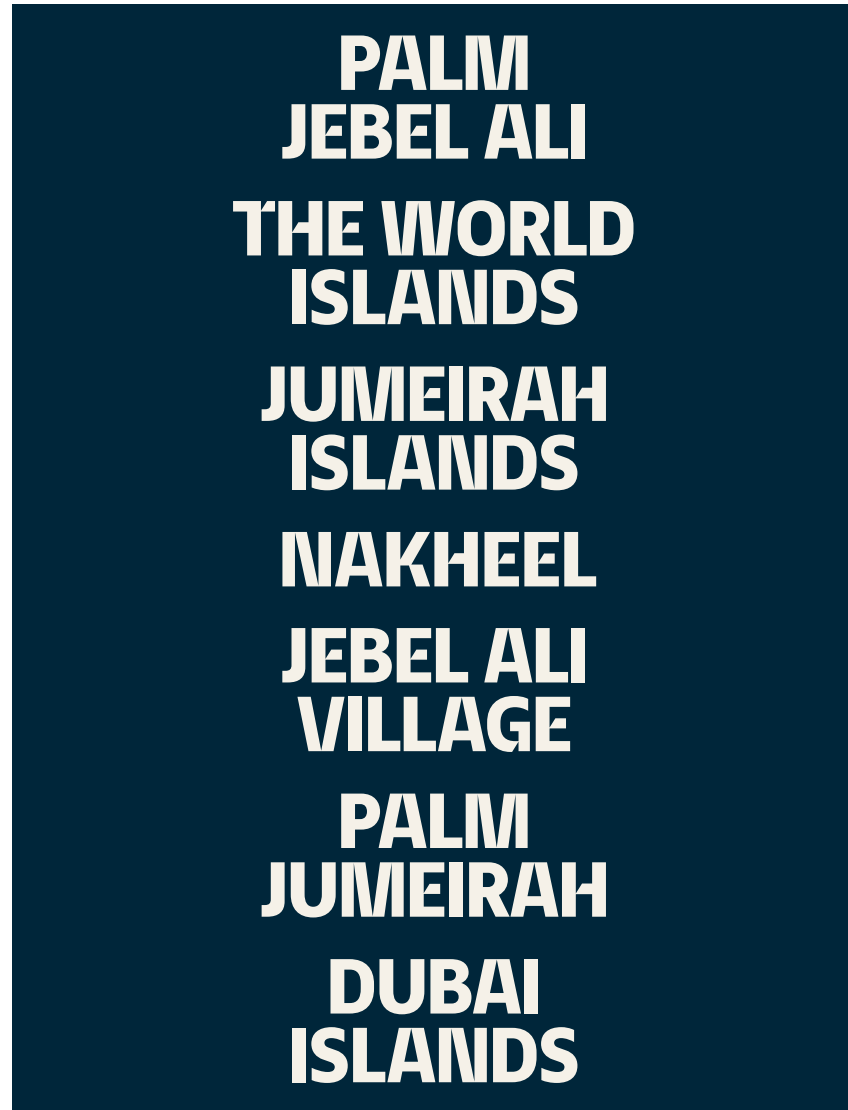
As per our brand architecture system all our key development logos are created to stylistically match our main Nakheel logo - a simple logotype.

To aid with the creation of new key development logos going forward we have crafted a special Logotype Font.

It has limited glyphs, focussing on just the English and Arabic alphabets and numbers with basic punctuation.

When using the Logotype font to create new logos, use the automatic kerning/tracking and a leading of 85.4% of text size.

Try and keep a maximum line length to 12 characters. If the whole name is longer then create the logotype across two lines.



Our system typeface is Tahoma.

It comes in 2 styles; **Tahoma Bold** and **Tahoma Regular**. In most cases the use of these weights should reflect the weights that are used with the primary typeface.

**Tahoma Bold**

To be mainly used on headlines. It can also be used for sub/section headings within body copy and adding emphasis to certain words.

**Tahoma Regular**

To be used for body copy.

Tahoma Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 %!?!&#\*(+=)@£\$^{ }"?><~≤≥**

أ ب ة 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 ي  
 ، % \* . ( ) ؟ ؛ ، ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٩

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 %!?!&#\*(+=)@£\$^{ }"?><~≤≥

أ ب ة 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 ي  
 ، % \* . ( ) ؟ ؛ ، ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٩

# Photography

## Photography

Photography is an integral part of our brand, helping us bring our destinations, the people that live, visit or work at them and our purpose, 'building happiness and prosperity', to life.

we have three photography styles: **People**, **Details** and **Developments**.

**People** aims to document the real people that live, visit or work at our destinations and forms the majority of our photography use across communications.

**Details** are photographs that explore the quieter, hidden moments of what can make a Nakheel destination or experience special. From the fresh smelling flowers lining the streets of Al Furjan to the surf board ready for an early morning session of paddle boarding.

## Introduction



## Photography

This section of photography makes up the majority of our photography used across communications.

We use photography to show the diversity of people and the experiences that are available within Nakheel developments.

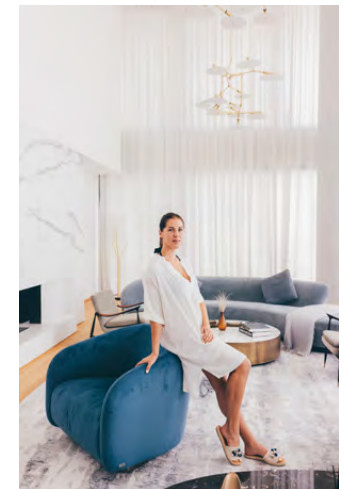
Photography should feel real, candid and in many cases reportage in approach. Simple compositions of people enjoying their surroundings with simple, natural lighting.

It is important to showcase a diverse range of ages and ethnicities.

Portraits and direct eye contact with the camera can be used, but only in limited circumstances.

Images should never be overstylised or feel cliché, either in style or subject.

## People



## Photography

Our **details** images are photographs that explore the quieter, hidden moments of what can make a Nakheel destination or experience special.

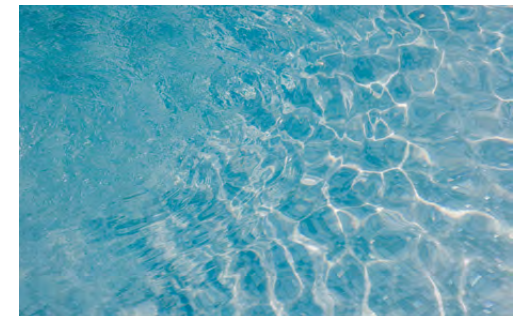
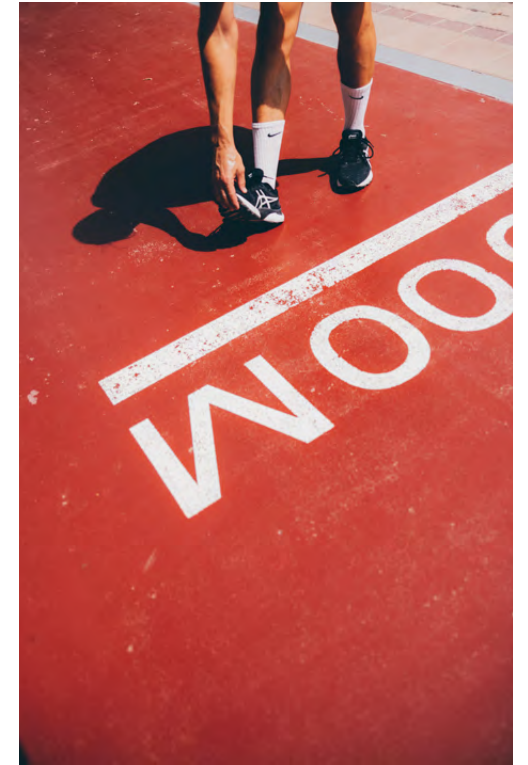
**Details** images are to be used less across our brand communications than People images.

They should almost always be used alongside People imagery, and rarely alone. This allows a piece of communication to show a rich visual documentation of what a Nakheel experience may feel like, showing the people, but also the hidden details.

Stylistically they should match that of our people imagery; simple compositions, no acute angles and mostly use simple, natural light.

People can be present in these images, but they should never be the focus and their faces shouldn't be shown.

## Details





## Photography

Our **Development** images are photographs that explore specific developments of Nakheel both externally and internally to showcase to new and potential customers.

Images should be clean and simple, with no artistic angles, that show our developments in a natural and realistic way.

Many photographs can be simply of the developments themselves or focus on details within those developments and the people that make them.

## Developments



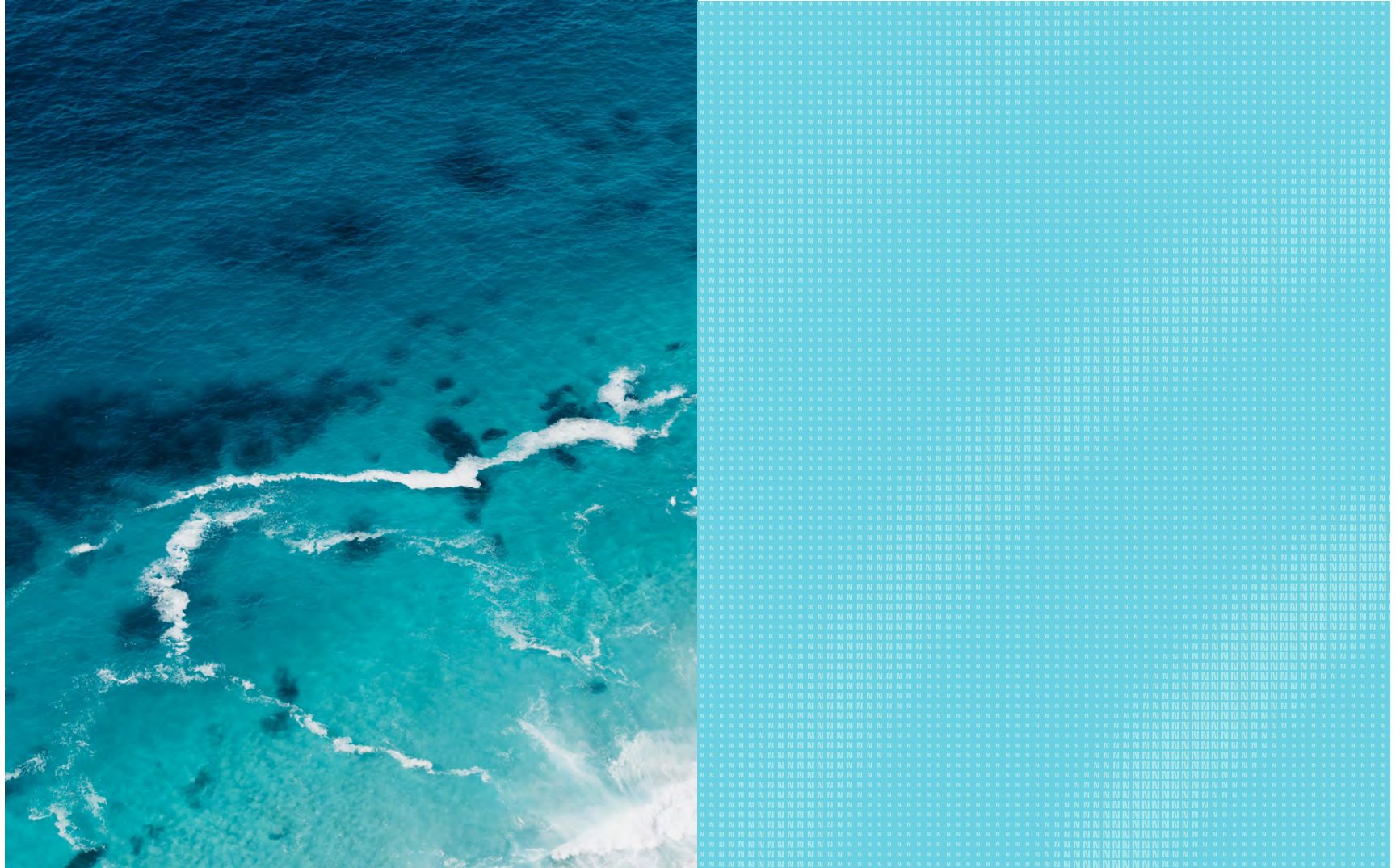
# Pattern

Pattern forms an integral part of our brand look and feel.

We have created a number of different patterns - both static and animated - that seek to embody the movement of water - be it waves or gentle currents, helping us communicate our focus on luxury waterside living in an exciting, unique and dynamic way.

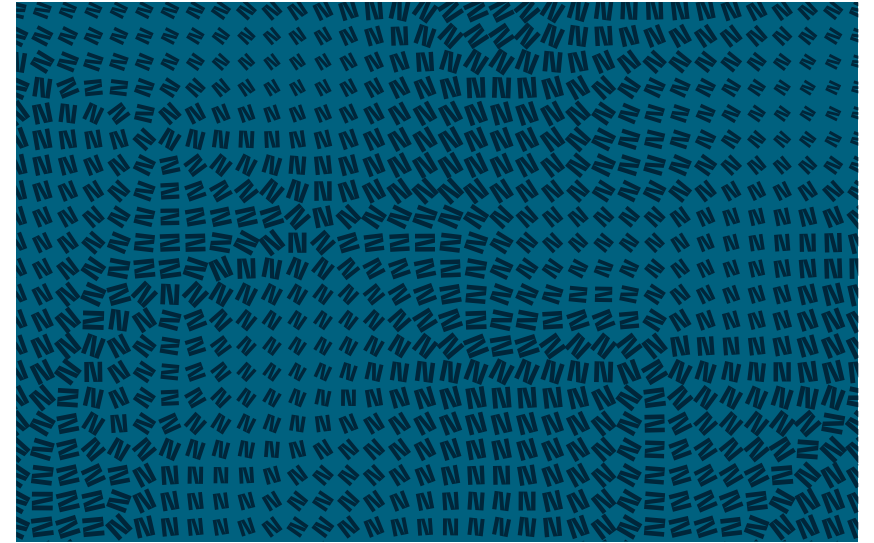
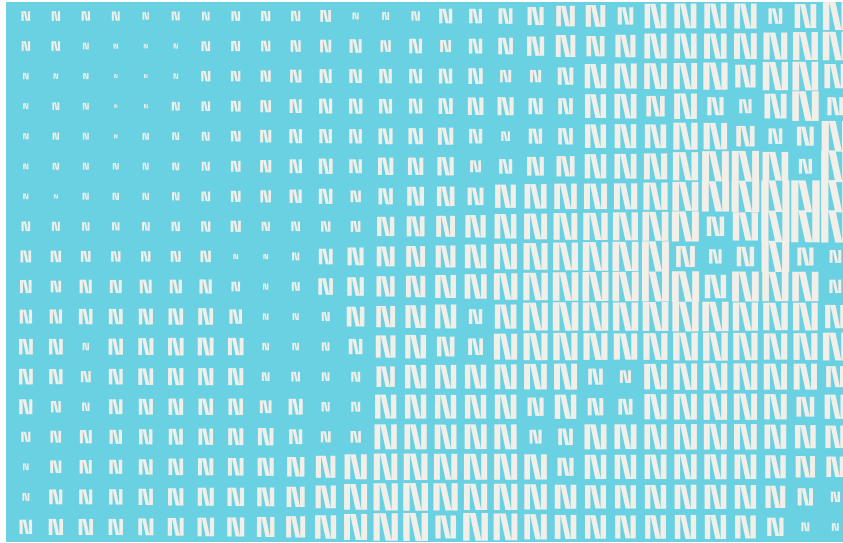
Each pattern is a repeat of our 'N' symbol, creating further visual tie-in to our overall brand.

The pattern usage and rules shown apply to our Masterbrand, Nakheel Services, The Nakheel Collection and The Nakheel Signatures levels.

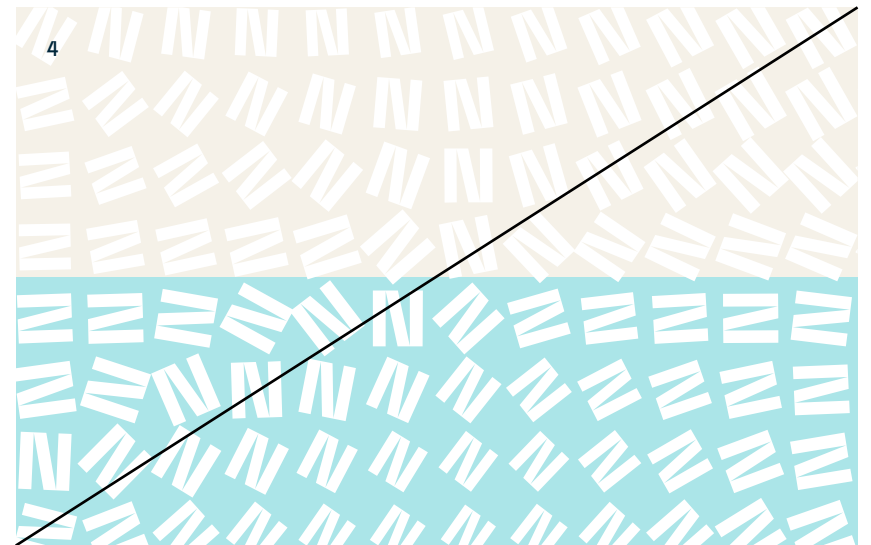
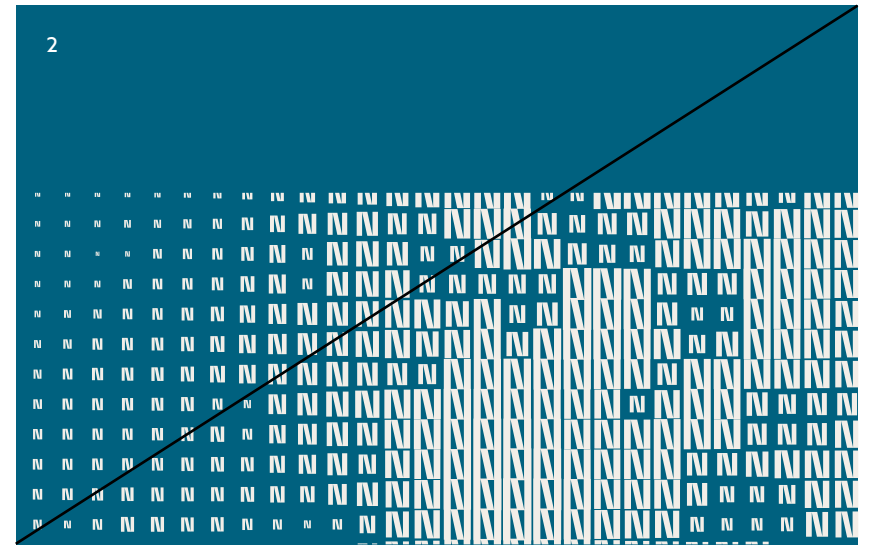


The following details some of the possibilities when combining different patterns and colour combinations, this is however by no means extensive.

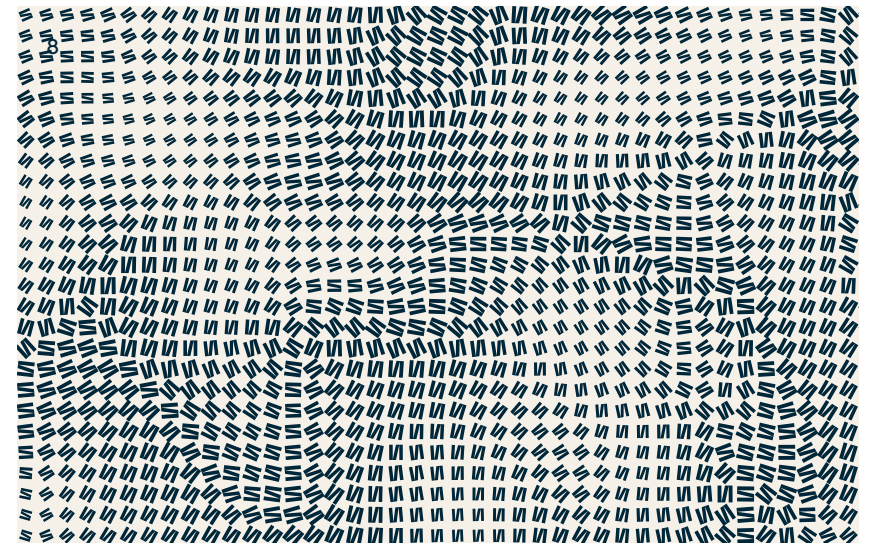
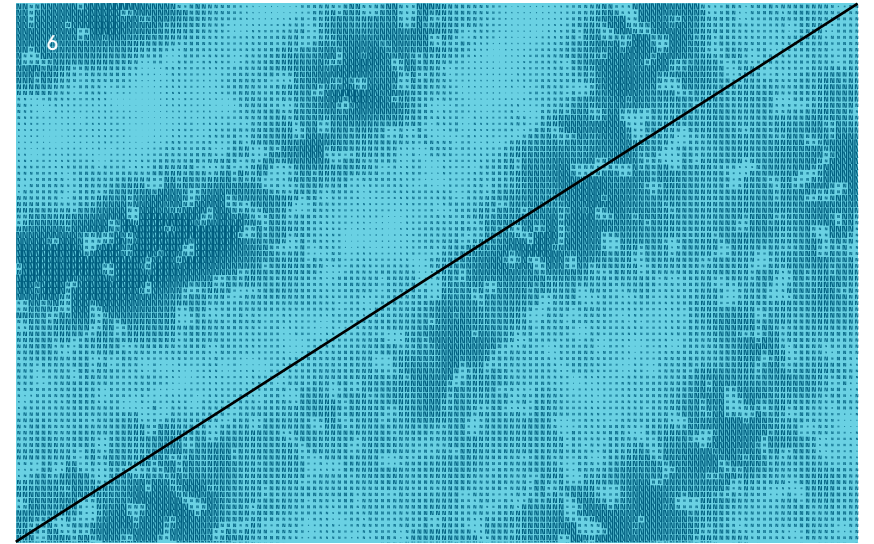
An infinite amount of patterns can be created utilising varying sizes and cropping to create a visual language that never feels repetitive.



1. When creating patterns that sit under content do not use high contrasting colour variations.
2. Do not abruptly crop patterns on a background.
3. Do not use different patterns on a single piece of communication (for instance an advert)
4. Do not continue a pattern across varying colours or images - a pattern should always be contained within a colour box.



- 5. Avoid using pattern over photography. In the rare occasion that it is used ensure that the pattern fades to zero in key focal areas of the photograph (ie someone's face) so that the focal area is clearly visible.
- 6. Don't use patterns that are too small. All the patterns provided are intended to be zoomed into and cropped to create dynamic layouts.
- 7. Do not distort the current patterns in any way.
- 8. Do not flip the pattern.



# Iconography

Iconography can help simplify complex ideas or concepts and make them easier to understand.

Icons can convey information quickly and efficiently. This is especially important in situations where time is limited or where a large amount of information needs to be conveyed in a small space, such as in signage or user interfaces.

In addition icons can often be understood across cultures and languages, making them an effective tool for communication in a globalised city such as Dubai.

Finally, they become another brand touch point. Another tool for us to build brand recognition with those we are communicating with.





The following rules should be adhered to when constructing new icons to ensure consistency in brand style and line thicknesses.

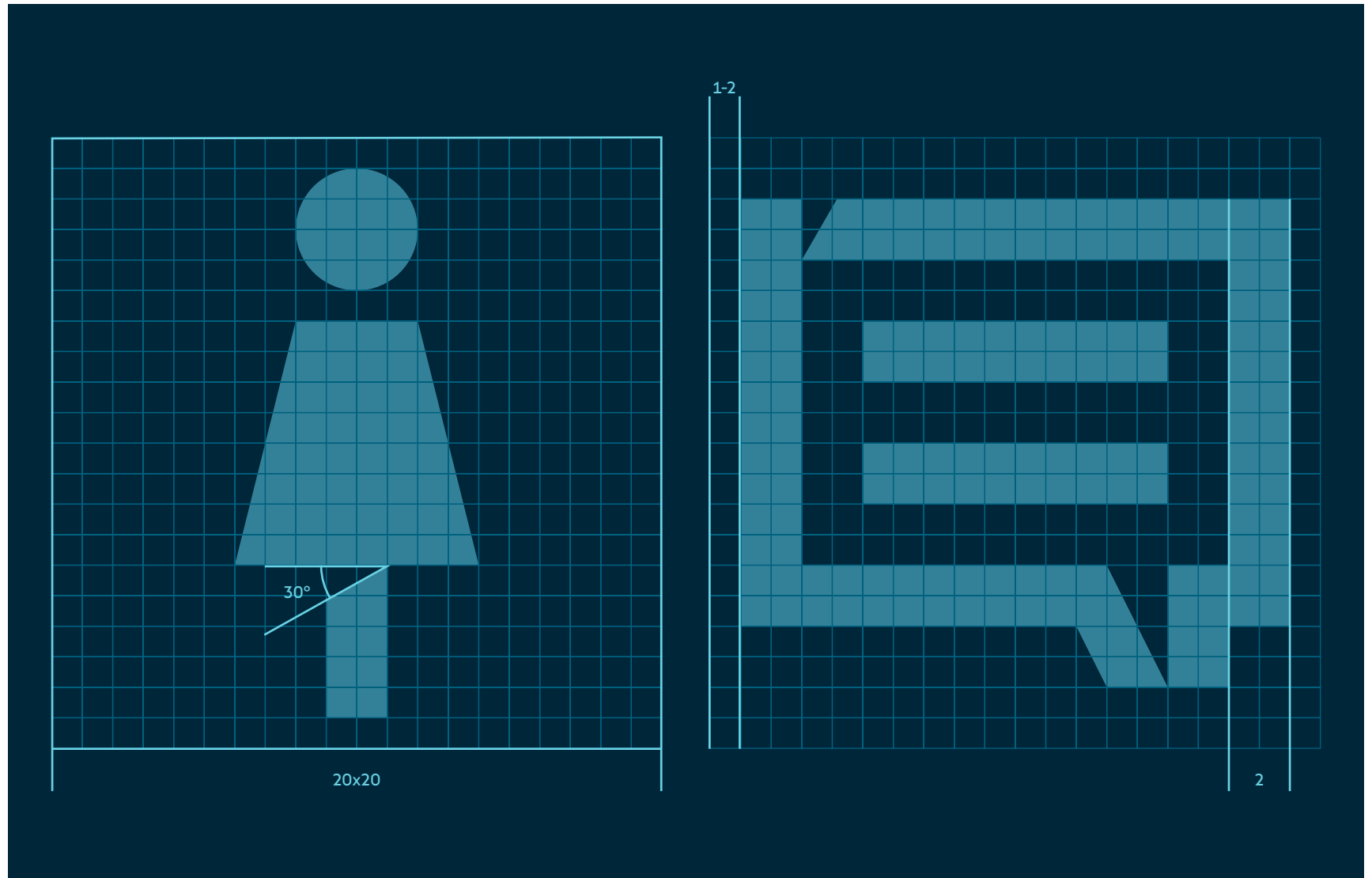
1. **Use a 20x20 grid.** This provides enough flexibility to create a plethora of different icons, yet is restrained enough to ensure that icons do not become too complex or start to look and feel off-brand.
2. **A 30° cut should always be present in an icon.** This is a stylistic element derived from our Nakheel typeface which helps ensure an icon feels part of the Nakheel system.

The cut can be made into either a horizontal or vertical line, however there should only be one used per icon.

3. **Lines should be 2 blocks thick of the 20x20 grid.** This helps give the icons impact whilst also ensuring that line thicknesses are kept consistent.

As much as possible, gaps between elements should be 1-2 blocks.

4. **The outer edge of the longest part of any icon should be either 1 or 2 blocks.** This helps keep all icons at a similar size.



On the left is a series of icons we have created, applying the rules listed on page 55.

These icons can work across signage as well as digital user interfaces.



# Grid & Layout System

To create continuity across all Nakheel collateral, a grid system has been developed. This is to ensure correct alignment for brand assets such as typography and photography.

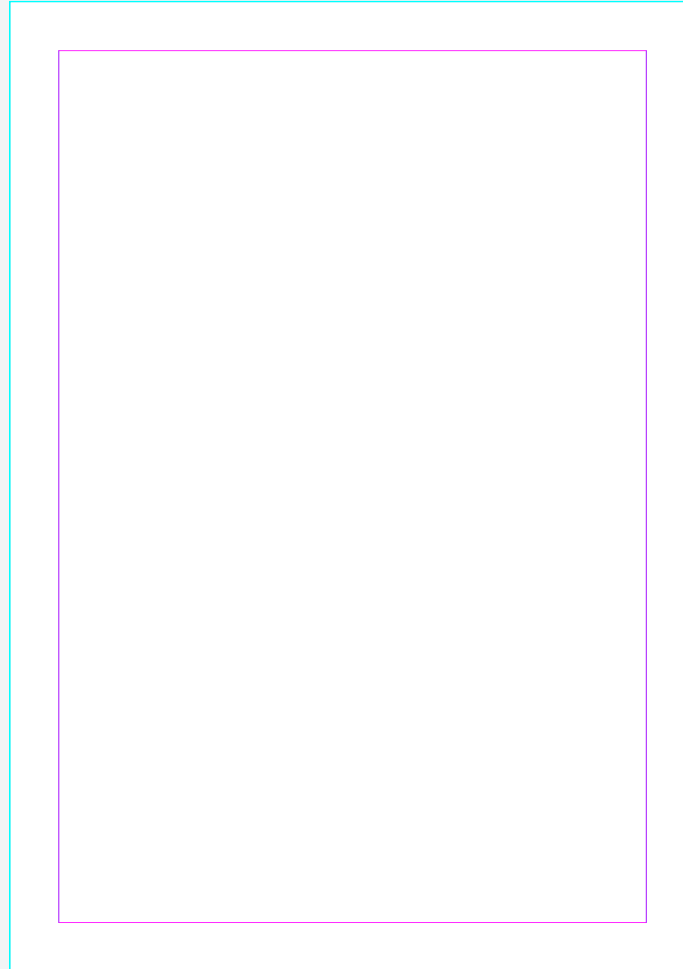
The following is an example of how to build a grid based on an A4 format. When setting up margins larger than A4, adjust the margins accordingly.

For example; an A3 document is double the size of an A4, therefore the margins would also need to be doubled.

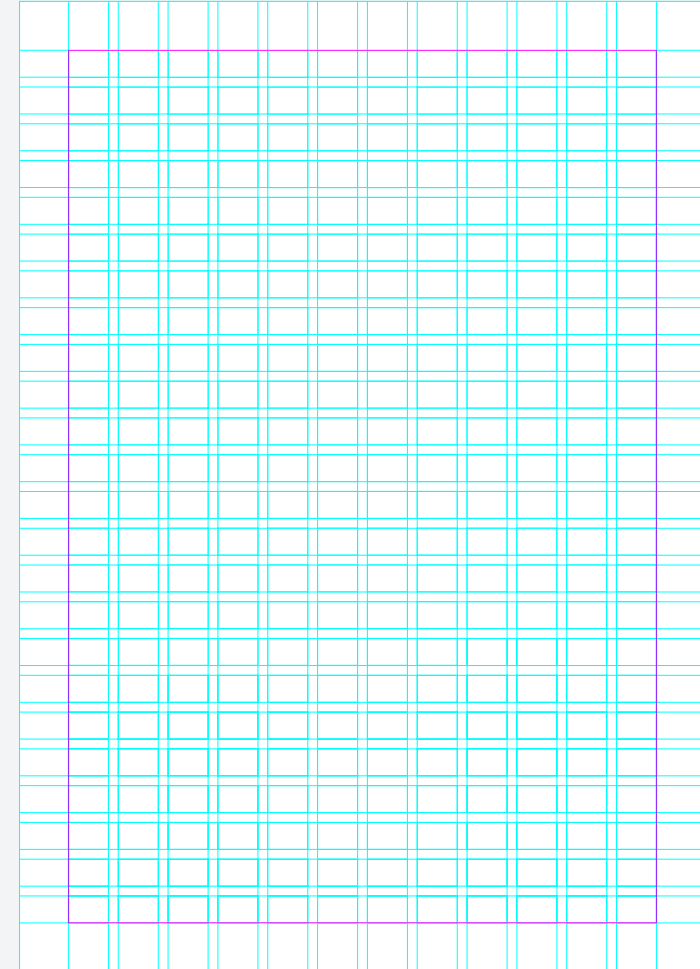
1. Create your A4 size document and create an inside margin of 15mm.
2. Create a guide based on 24 rows x 12 columns and set the gutter to 3mm. Set your guides from the margins rather than the page.

These guides are also applicable for horizontal layouts, but with the row and column numbers flipped. Rows 12 x 24 Columns.

1



2



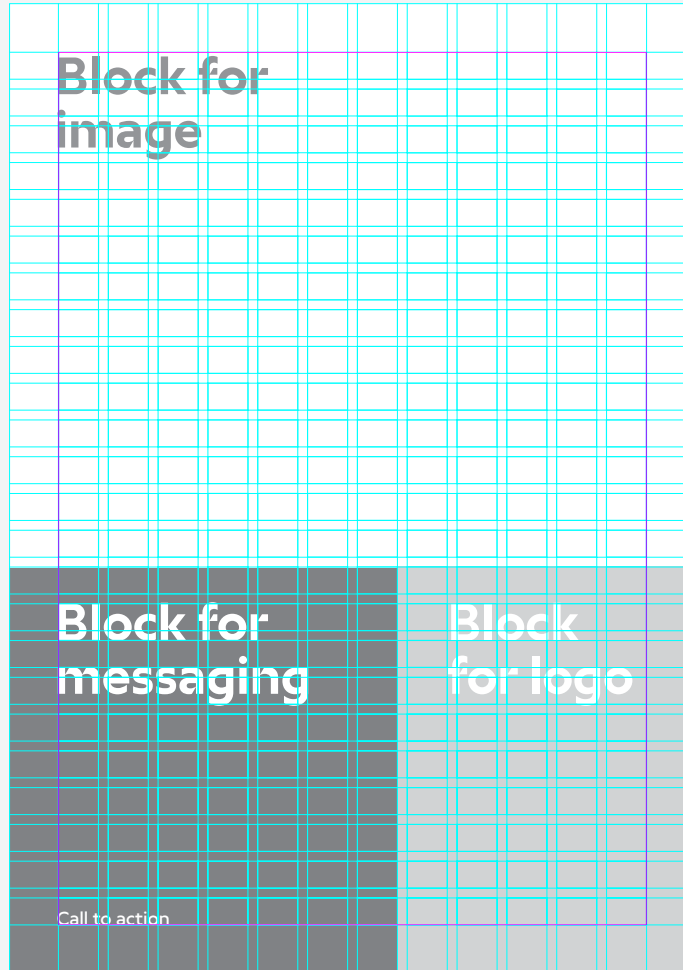
## Grid & Layout System

Shown here are usages of our layout system with a side by side comparison.

In most cases layouts will consist of 3 blocks, one for image, one for messaging and one for the logo.

## Example

Applying the brand elements



The final result



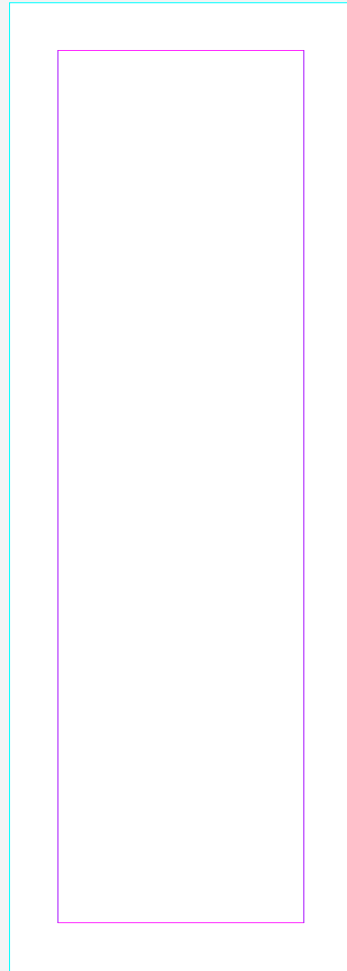
When working with different formats that are noticeably narrower than A4 the grid can be modified to compensate for that.

For instance, on DL or thinner sizes instead of using 24 rows and 12 columns, half the amount of columns to 6.

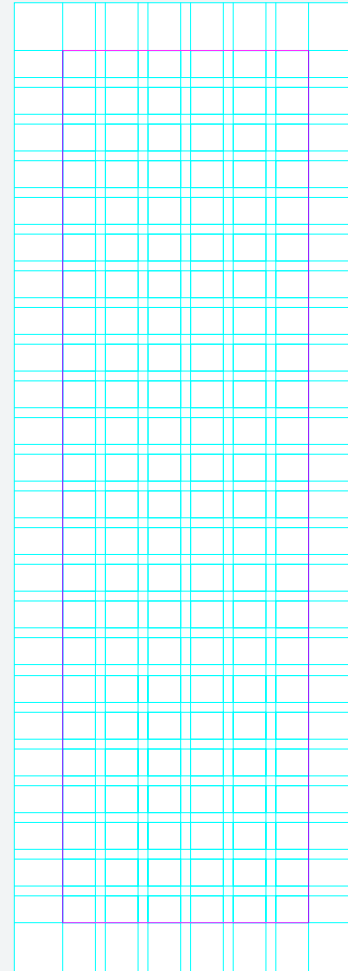
1. Create your DL/thin size document and create an inside margin of 15mm.
2. Create a guide based on 24 rows x 6 columns and set the gutter to 3mm. Set your guides from the margins rather than the page.

These guides are also applicable for horizontal layouts, but with the row and column numbers flipped. Rows 12 x 24 Columns.

1



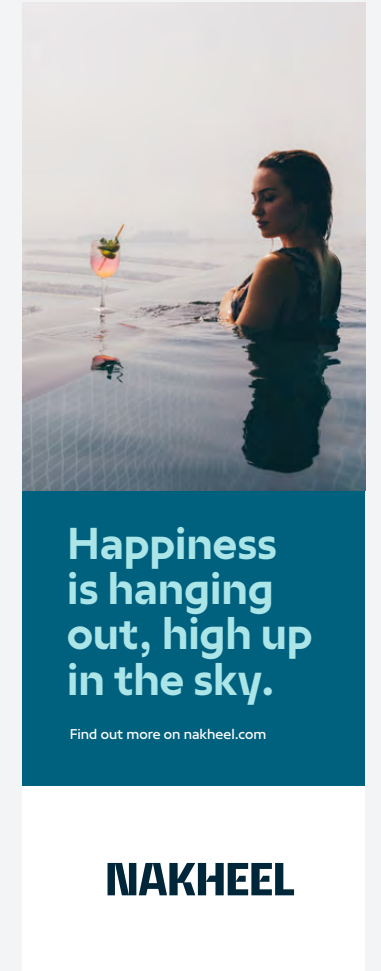
2



Applying the brand elements



The final result



# Applying the elements

The following shows the key brand assets to use for **Strong Link** brands that fall into either the **Masterbrand, Services or The Nakheel Collection** categories, and an example of how they come together to create a piece of communication that is on brand.

When deciding where a new brand would fit into the overall brand architecture please refer to the decision tree earlier in this document.

The following elements should appear in all strong link communications:

1. Nakheel logo
2. Nakheel pattern (not always required)
3. Nakheel typography
4. Nakheel primary typeface

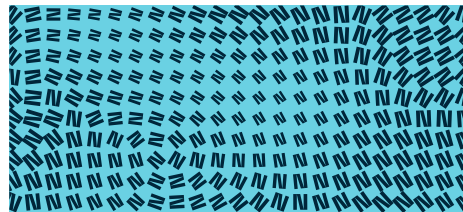
Photography can also play a key role here, however won't need to be present on every piece of Nakheel communication.

Nakheel visual elements

1



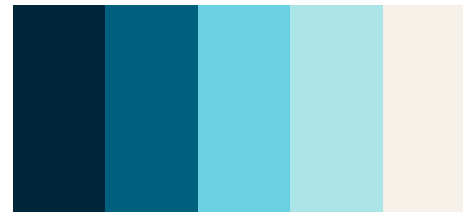
2



3



4



=

Combine to create visual linkage

For example

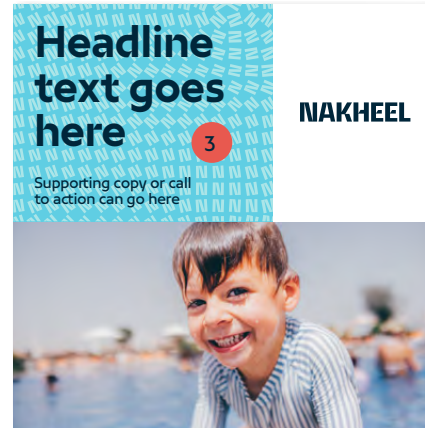
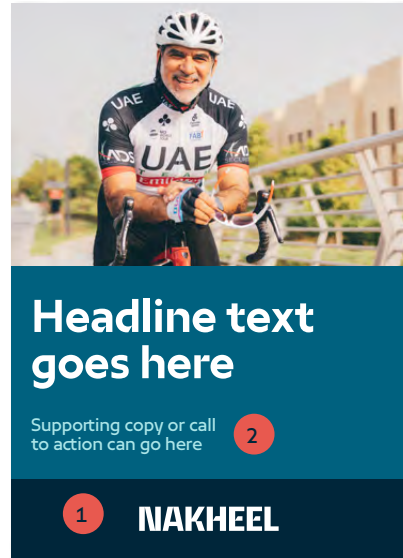




The following rules apply when creating communications for parts of the brand that have a **Strong Link** to Nakheel such as the **Masterbrand, Services and The Nakheel Collection**.

When deciding where a new brand would fit into the overall brand architecture please refer to the decision tree earlier in this document.

1. As much as possible the Nakheel logo should always be held within its own box and the colour variations should not deviate from those specified earlier in this document - logo colour variations. Don't use the patterns in this box.
2. At Strong Link level all holding boxes for messaging should only use colours from the Primary palette, shown earlier in the document. Varying combinations can be used however.
3. Pattern can be used in the boxes used to hold messaging. The colours used should only be from the Primary palette, but always maintain legibility with the messaging laid on top.
4. Pattern doesn't always have to be used. Try and show restraint with its use.
5. At The Nakheel Collection level, the box used to house the Master Development logo can be also used for call-to-action messaging such as website or contact details.
6. We allow for the Nakheel logo to not be used in its own box (however we don't recommend this) - but in all cases the logo should adhere to the logo colour variations shown earlier in the document.



The following shows the key brand assets to use for **Medium Link** brands that fall into the **Nakheel Signatures** category, and an example of how they come together to create a piece of communication that is on brand.

When deciding where a new brand would fit into the overall brand architecture please refer to the decision tree earlier in this document.

1. Asset logo
2. Asset colour palette. Comprising of two signature colours (or original brand colours if the brand has built some equity with its current palette) and Navy, Sand and White from the primary palette.
3. Nakheel Logo
4. Nakheel Pattern
5. Nakheel primary typeface

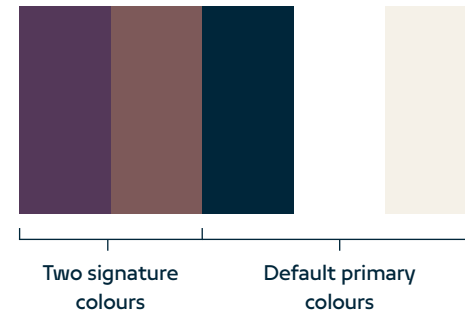
Photography can also play a key role here, however won't need to be present on every piece of Nakheel communication.

Asset visual elements

1



2



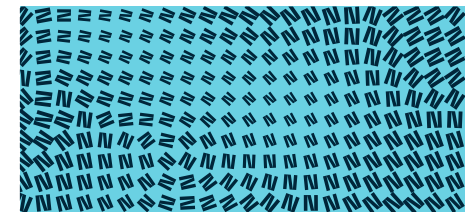
+

Nakheel visual elements

3



4



5



=

Combine to create visual linkage

For example



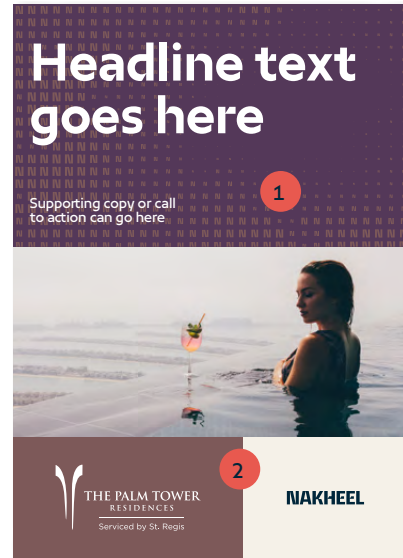
## Applying the Elements

The following rules apply when creating communications for projects or destinations that that have a **Medium Link** to the master brand – known as our **Nakheel Signature Experiences**.

When deciding where a new brand would fit into the overall brand architecture please refer to the decision tree earlier in this document.

1. For The Nakheel Signatures you can use Navy Blue, White and Sand from the Primary palette and 2 colours from the Signature palette detailed shown earlier in the document. Feel free to chose interesting combinations, but colours should feel aligned to the type of experience the Signature experience represents.
2. Signature experience logo boxes and the Nakheel masterbrand logo box should sit together on a layout.
3. In most cases the Primary palette colours should only be used for logo boxes and the Signature colours used for boxes containing messaging.
4. Certain signature brands may already have their own palette that has pre-existing brand equity. In these cases the original palette can still be used.
5. The Primary colours can also be used for Signature experience logo boxes.
6. The box used to house the Signature experience logo can be also used for call-to-action messaging such as website or contact details.

## Medium Link - The Nakheel Signatures



## Applying the Elements

The following rules apply when creating communications for projects or destinations that have a Weak Link to Nakheel. These are the experiences or destinations that Nakheel has curated for our developments or communities. We don't own or operate these but as their offerings or brands are aspirational, associating with them adds value to our brand.

The example shown here is a newsletter from Nakheel to those who have signed up, detailing exciting experiences on Palm Jumeirah.

When deciding where a new brand would fit into the overall brand architecture please refer to the decision tree earlier in this document.

1. Nakheel typography.
2. Nakheel primary palette to be used alongside pattern.
3. Logos of brands Nakheel recommends are used prominently.
4. Nakheel typography used in messaging.
5. Nakheel logo is used small and at the bottom of a piece of communication in the primary palette.

## Weak Link - Nakheel Recommends

### Newsletter



### Signage



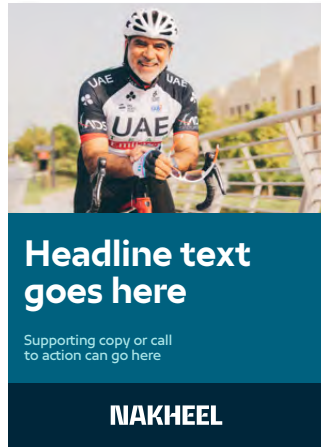
Curated by  
**NAKHEEL**

## Applying the Elements

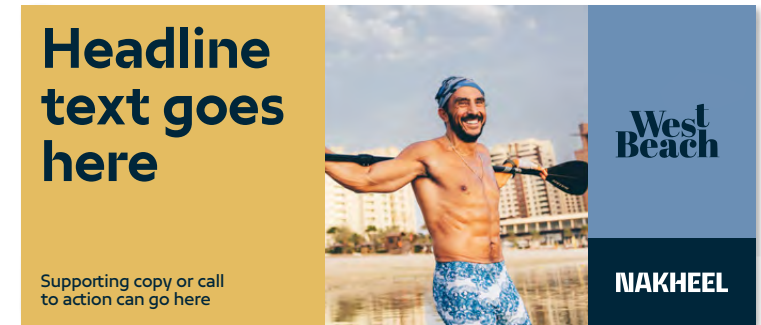
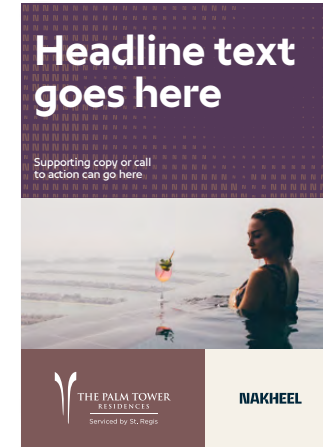
An overview of the brand at the Strong and Medium link levels and how this effects the use of the brand elements.

## In Summary

Strong Link - Masterbrand, Services & The Nakheel Collection



Medium Link - The Nakheel Signatures



# Brand Applications

05

# Print Applications

Design files are available from the brand and marketing team on request.







السعادة  
ليست شيئاً واحداً.

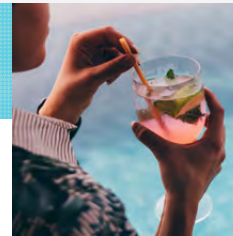


N

Happiness is  
sharing moments  
together.



Happiness is  
no one thing.



N



Happiness is  
reaching your  
goals.

NAKHEEL

nakheel.com

السعادة أن  
تتمتع بقهوة الصباح.

نخيل

nakheel.com

السعادة أن  
تحلم بالمستقبل.

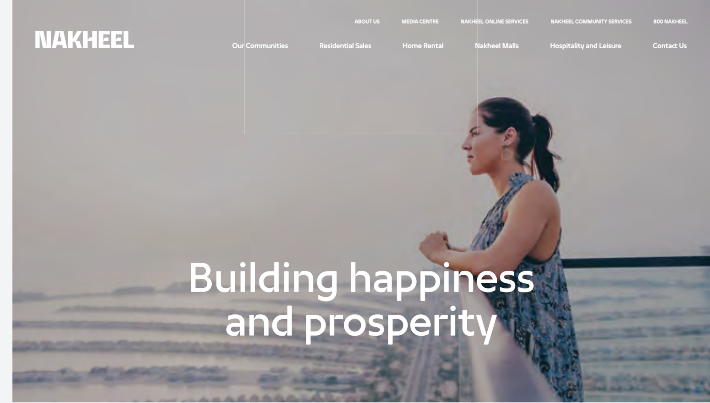
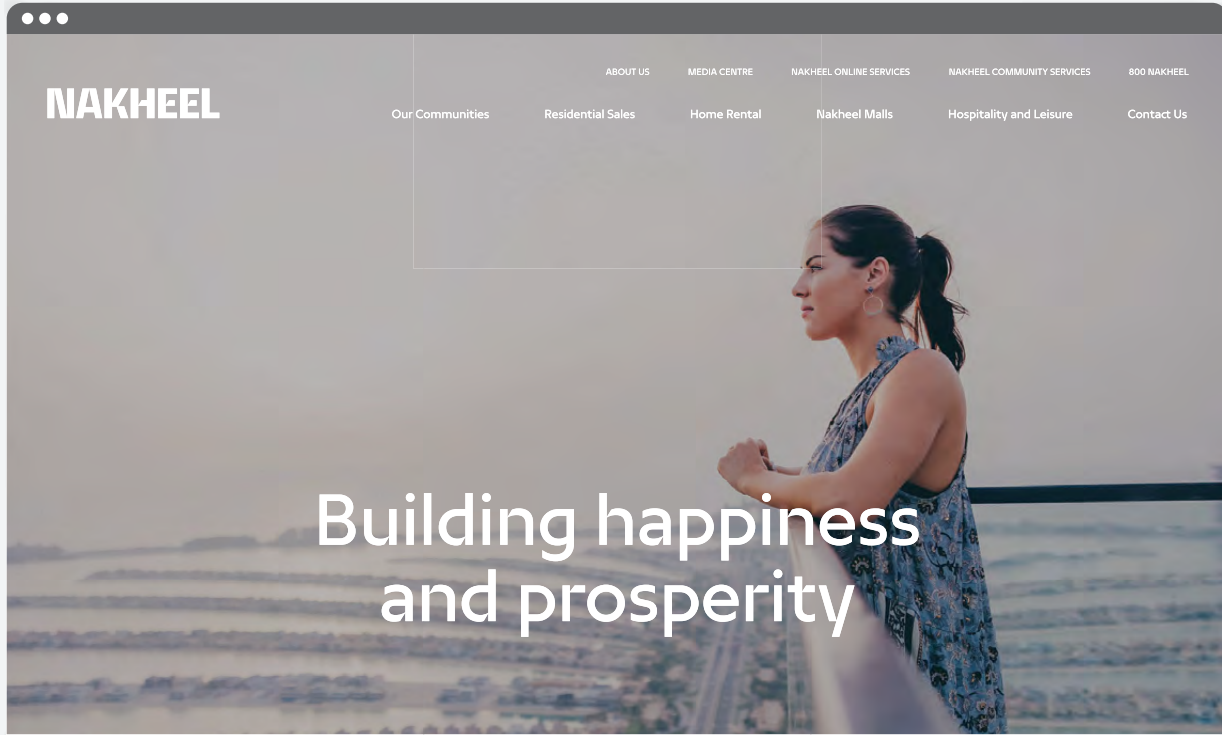
نخيل

nakheel.com

NAKHEEL

nakheel.com

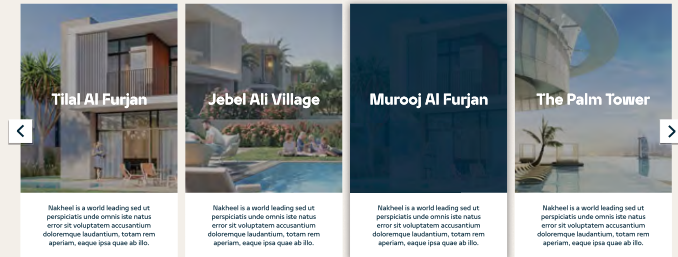
# Digital Applications



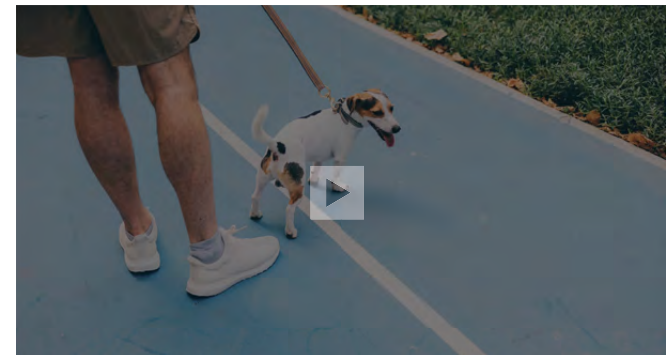
Building happiness  
and prosperity

In the future cities will unlock our potential, rather than people unlocking the potential of cities. At Nakheel, what we build today will achieve the promise of a better tomorrow.

NEW LAUNCHES



WE ARE NAKHEEL



 **nakheelofficial** ⋮



**nakheelofficial** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt [#nakheel](#)


 **nakheelofficial** ⋮

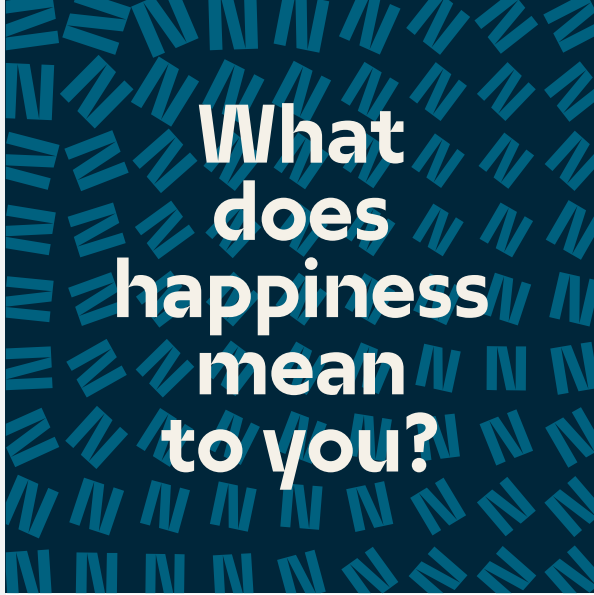


**Happiness is pushing friends to do better.**





   

**nakheelofficial** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt [#nakheel](#)

 **nakheelofficial** ⋮



**What does happiness mean to you?**

**nakheelofficial** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt [#nakheel](#)

**NAKHEEL**

Presentation title here

V 1

**NAKHEEL**

Presentation title here

V 1

Presentation title here

**NAKHEEL**



Page title here

Heading in bold and can spread over two lines if required

Heading in bold and can spread over two lines if required

Heading in bold and can spread over two lines if required

Heading in bold and can spread over two lines if required

NAKHEEL

Section divider

Subtitle text

NAKHEEL

Content slide 2 - Column chart

Chart title

NAKHEEL

Page title here

Heading

This placeholder text is intended to show the correct position and size of the real text used in this location. To ensure that you have the correct size, colour and location of the text it is recommended that you select and overwrite this text.

Note: Use the increase/decrease indent buttons on the formatting toolbar to change between the text level styles.

NAKHEEL

Page title here

Heading here.


Add background image with 50% transparency

NAKHEEL

Two column content 2

This placeholder text is intended to show the correct position and size of the real text used in this location. To ensure that you have the correct size, colour and location of the text it is recommended that you select and overwrite this text.

NAKHEEL





Content slide 3 - Pie charts

Chart title

NAKHEEL

Thank you!

NAKHEEL



24 January 2023

## Get up to 50% off with Nakheel employee discounts

Dear colleagues,

At Nakheel, our purpose is to build happiness and prosperity, and we are starting with you!

Head to our destinations including Nakheel Mall, The Pointe, Ibn Battuta Mall, Palm West Beach, Club Vista Mare, Golden Mile Galleria and the Pavilions for exclusive Nakheel discounts, up to 50% off, at participating dining, shopping, entertainment, and wellness outlets.

### How to avail discounts:

- Browse through all the staff discounts listed [here](#)
- Call ahead to make an appointment, wherever necessary
- At the destination, reconfirm the discount for Nakheel employees
- Present your Nakheel ID card to avail the discount
- Start saving!

Keep checking VisionNet regularly to view the latest, updated offers. Nakheel employee discounts are available only at the outlets of the locations mentioned and presenting the Nakheel ID is mandatory.

Make the most of this employee-only perk as you shop, dine and unwind at Nakheel destinations.

Kind regards,  
Nakheel



17 February 2023

## Experience new levels of luxury living at District One West

Dear colleagues,

We are launching the new phase of Mohammed Bin Rashid Al Maktoum City - District One West, featuring a brand-new selection of residences, on Monday, 20 February 2023, at Nakheel Sales Centre.

The sublime, gated community features an exclusive collection of impeccable homes, ranging from four-bedroom villas to seven-bedroom mansions.

With an abundance of lush outdoor spaces, the dazzling Crystal Lagoon, and an extensive array of world-class amenities, all available exclusively to residents, this inspiring neighbourhood offers unprecedented levels of luxury living.

If you are interested in buying a home, please send an email to [karim.elsayyad@nakheel.com](mailto:karim.elsayyad@nakheel.com) or [muhammad.siddiqi@nakheel.com](mailto:muhammad.siddiqi@nakheel.com). The standard Staff Purchase Policy is applicable.

### Staff Parking

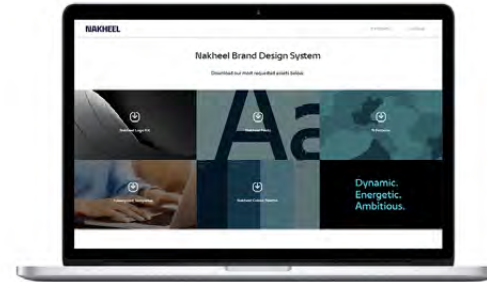
We kindly request your cooperation and support by parking your vehicles at Palm Beach Towers, parking levels 2 and 3. Parking within the Nakheel Sales Office premises will be strictly for customers and top management only. Please refer to the attached location map.

Kind regards,

Nakheel



[www.brand.nakheel.com](http://www.brand.nakheel.com)



## View and download new Nakheel brand assets

Dear colleagues,

Friday, 23 September 2022 will always be remembered as a defining moment in Nakheel's history as the day **Nakheel re-brand** was revealed.

Thank you to all those who joined us at The Gallery at The Meydan Hotel to celebrate and discover the future of Nakheel. The exciting event was marked by the presence of our esteemed **Chairman, H.E. Mohammed Ibrahim Al Shaibani**, who unveiled our new brand along with Board Members, CEO Naaman Atallah and the senior management team.

After months of researching, strategising, dreaming, and designing, we proudly present the new brand purpose: **Building happiness and prosperity.**

Simply put, at Nakheel, what we build today will achieve the promise of a better tomorrow. We will achieve this by pushing our limits, striving to get the best results, and taking care of our customers and partners as one team, to go beyond developments and **create cities where people thrive.**

Press play on the video links below to watch our brand manifesto and brand film.



Our new brand identity is accompanied by a new logo, fonts and colours. Over the next few months, you'll see the new look across our communities and destinations, and it is already active on our website and social media pages.

Please help us in ensuring the correct and consistent usage of the new assets across materials. [Click here](#) to download the brand assets and templates, and kindly consult our Corporate Brand Marketing Team before using them.

Please [click here](#) to download and use the new letterheads.



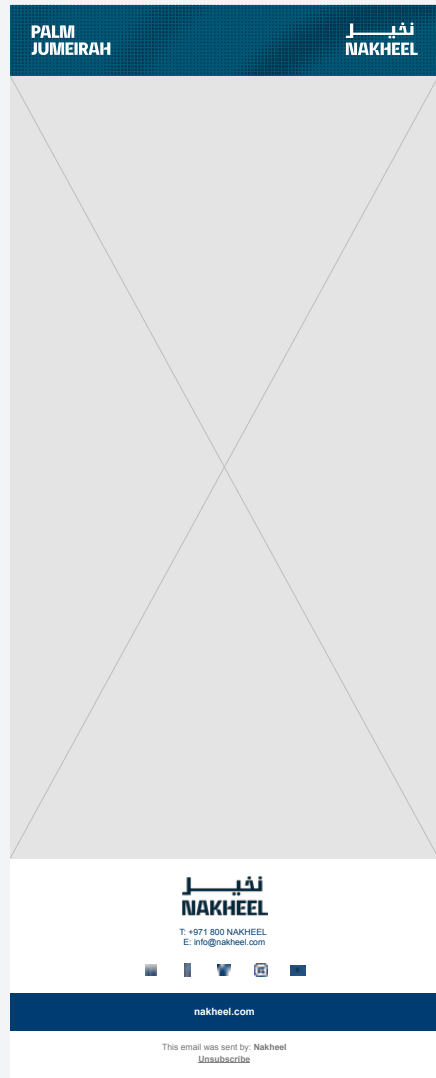
We are also excited to introduce the **Nakheel Font** - a beautiful, trendy and incredibly versatile font especially designed for our business. The custom font has been embedded into our systems and is now available for use. Simply choose the 'Nakheel Font' from the font drop-down menu and start typing.

As Nakheel enters a new era of growth and prosperity, we encourage each and everyone of you to live, breathe and implement our new brand values every day: **we think big, we deliver, we serve, and we are one.** Nakheel Human Resources team will conduct training sessions in the upcoming weeks for more specific actions on behaviours and competencies to help you understand your role in our new brand purpose.

It is an exciting time to be a Nakheel employee, and we hope to see your continued support and efforts during this new phase!

Kind regards,

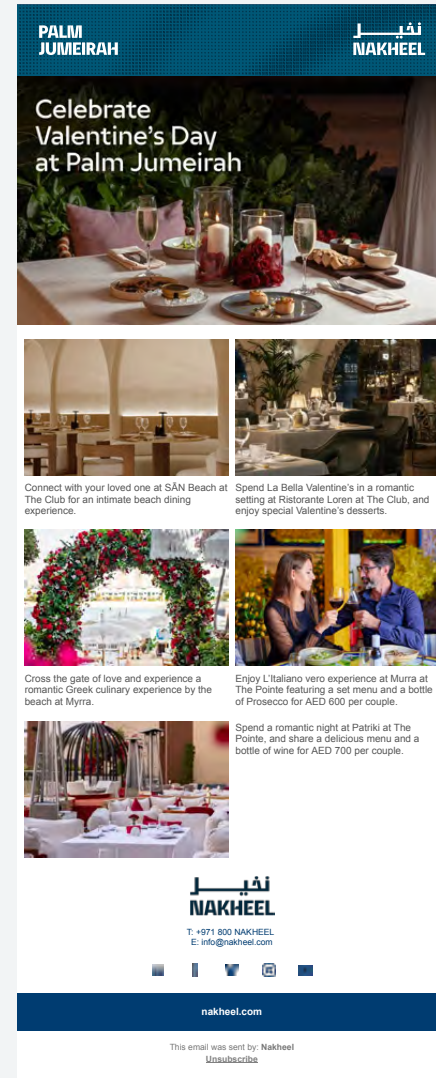
Nakheel Marketing Team



**Header**  
Development/Project/Asset logo + Nakheel logo

Content area

Footer template



# Environmental Applications





# We think big

نتبنى الأفكار الإبداعية




وإنجازهم في كل يوم  
وإنجازهم في كل يوم  
وإنجازهم في كل يوم

We think big and we deliver  
We think big and we deliver  
We think big and we deliver

# We deliver

نلتزم بإجاز العمل



نلتزم بإجاز العمل  
نلتزم بإجاز العمل  
نلتزم بإجاز العمل

We deliver  
We deliver  
We deliver

# We serve

نقدم خدمات متميزة



نقدم خدمات متميزة  
نقدم خدمات متميزة  
نقدم خدمات متميزة

We serve  
We serve  
We serve

# We are one

نعمل بروح الفريق




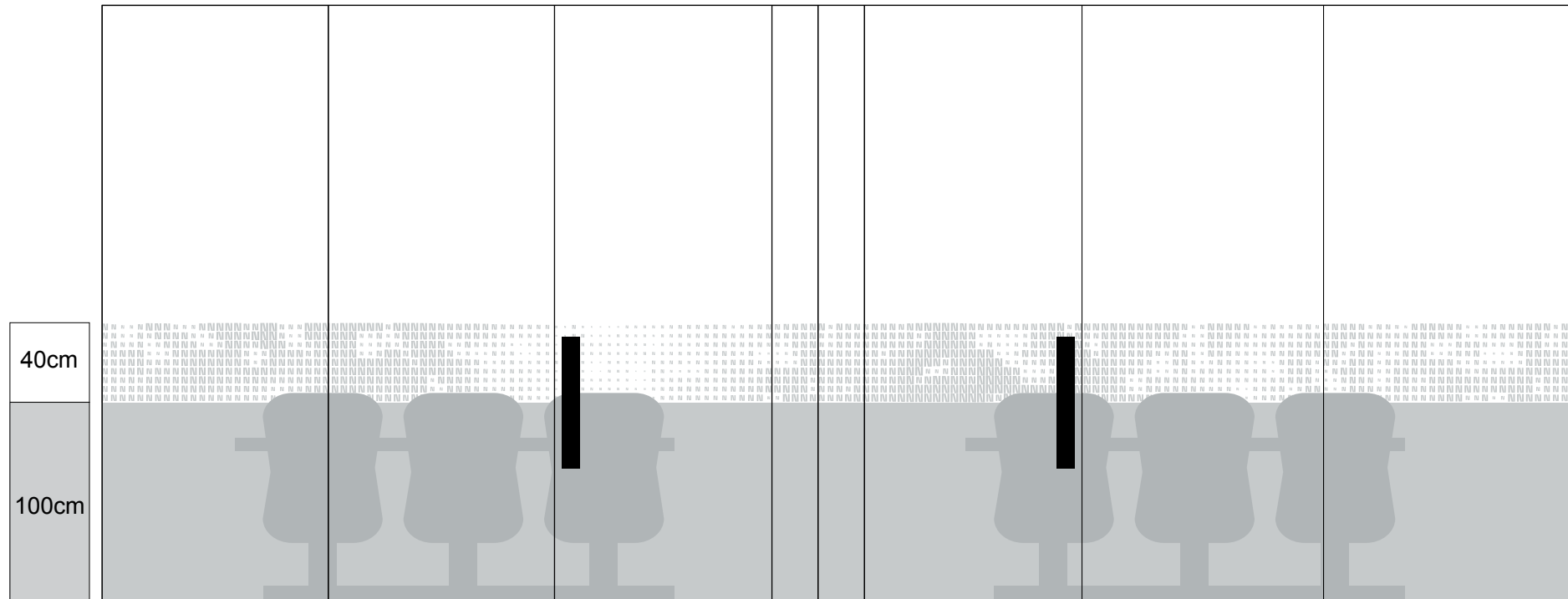
نعمل بروح الفريق  
نعمل بروح الفريق  
نعمل بروح الفريق

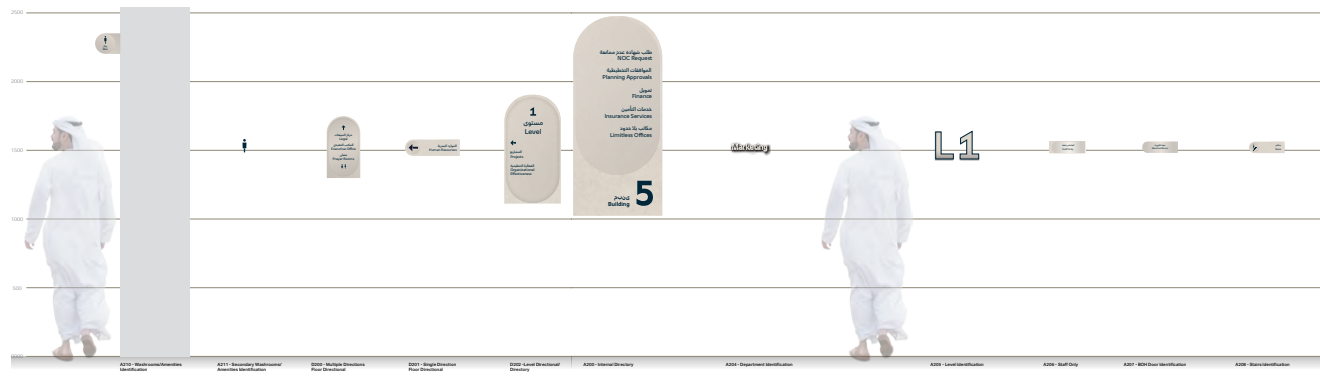
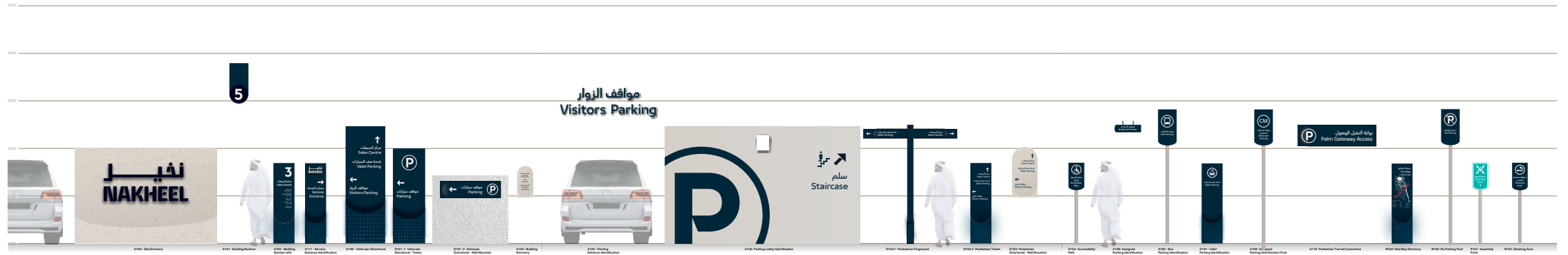
We are one  
We are one  
We are one

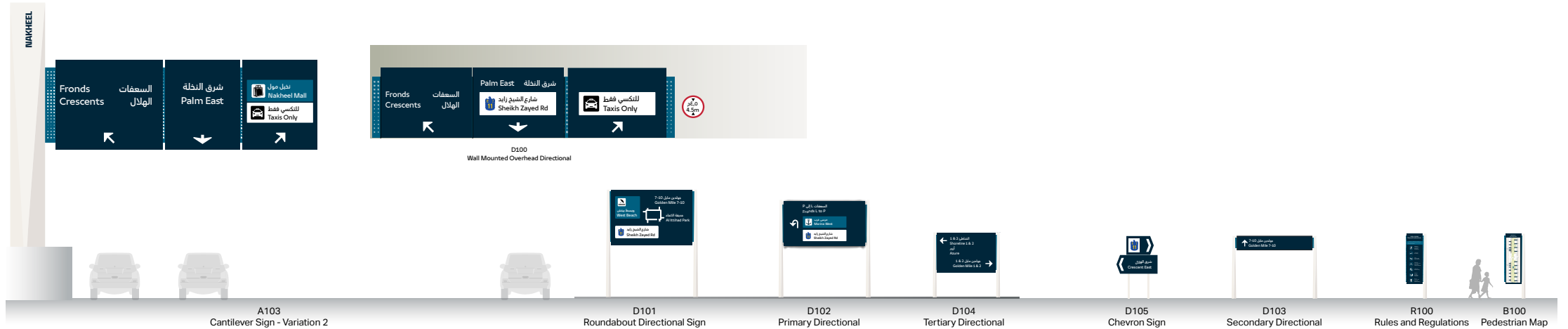
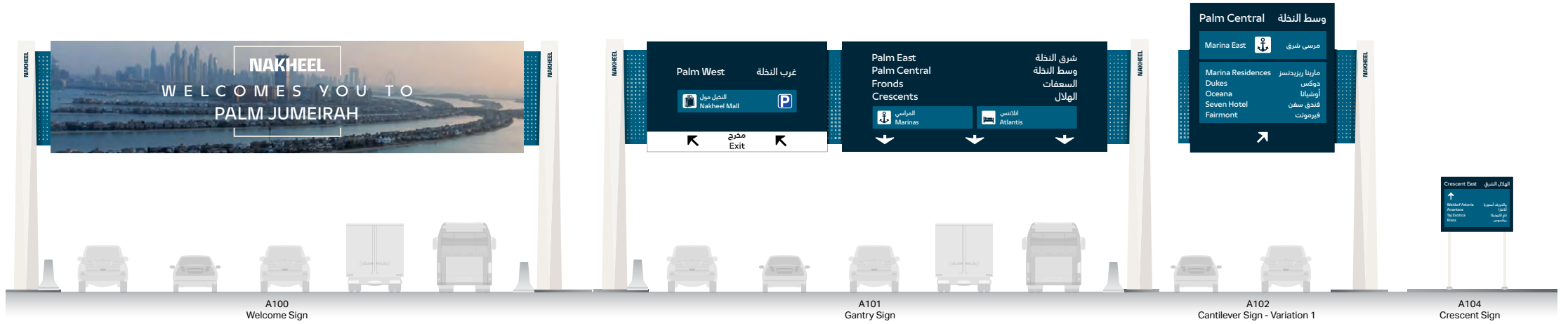
## Building Happiness and Prosperity

نبنى لينعم الناس بالرخاء



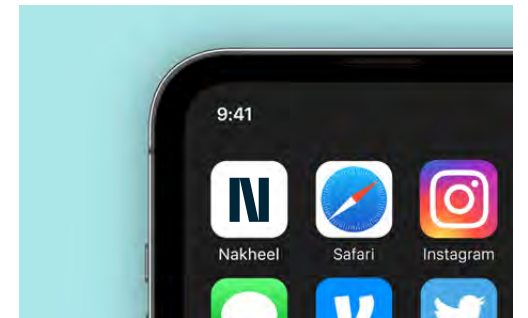
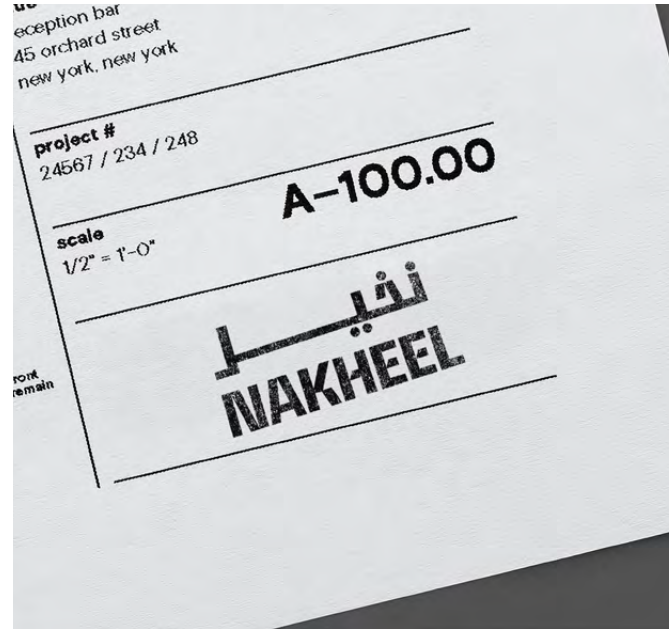
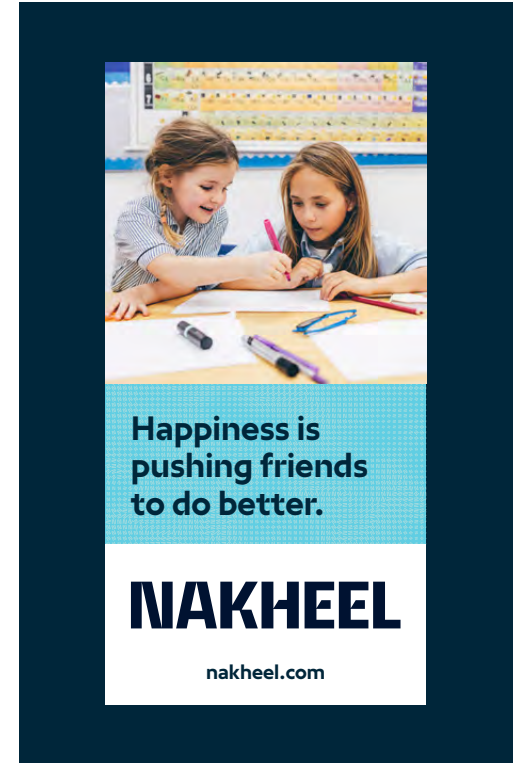


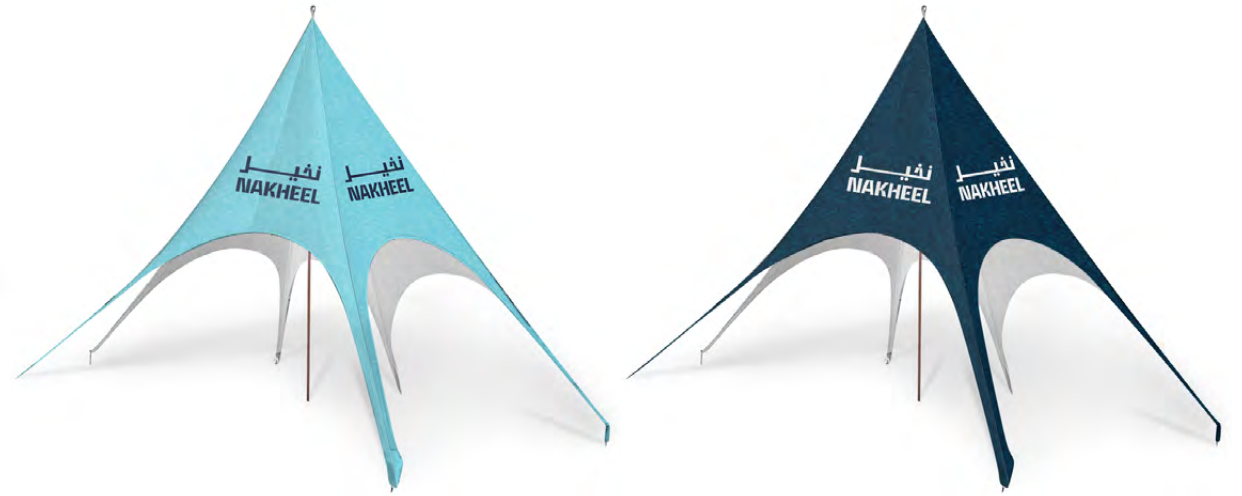




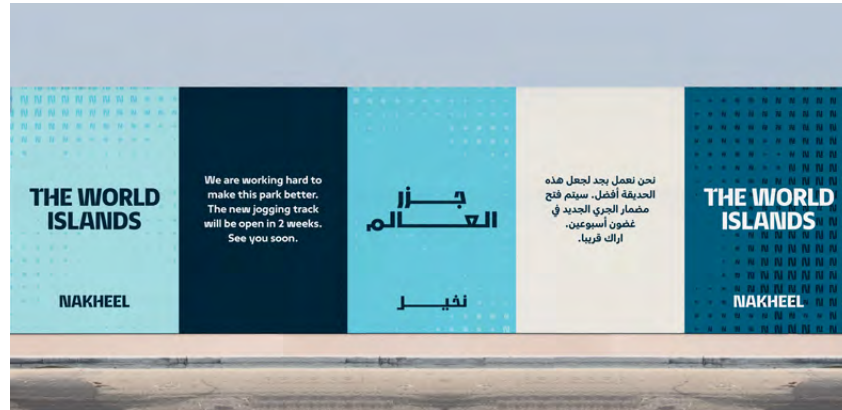
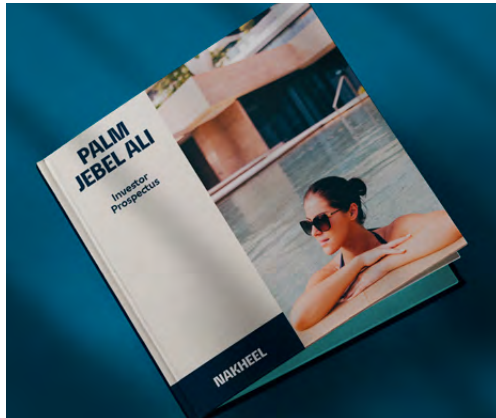
# Brand in Action

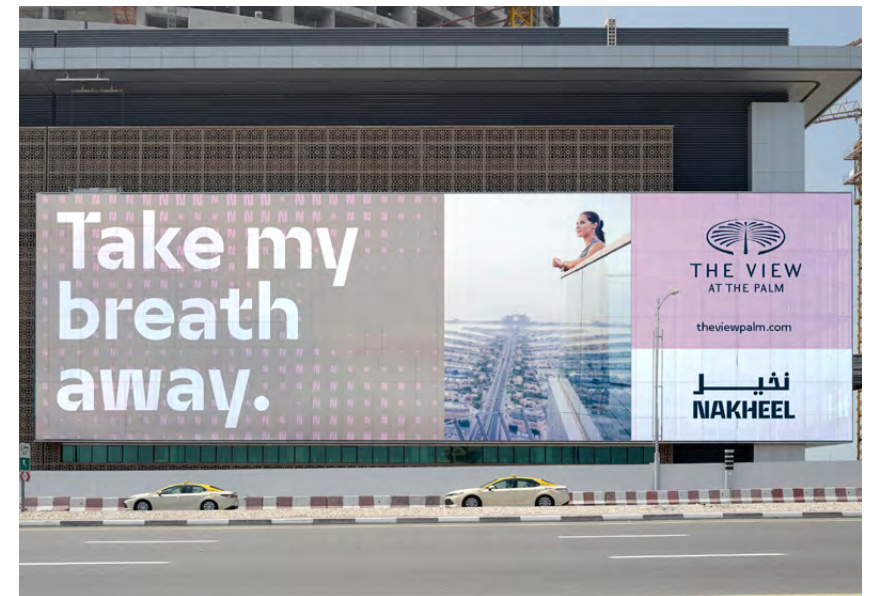
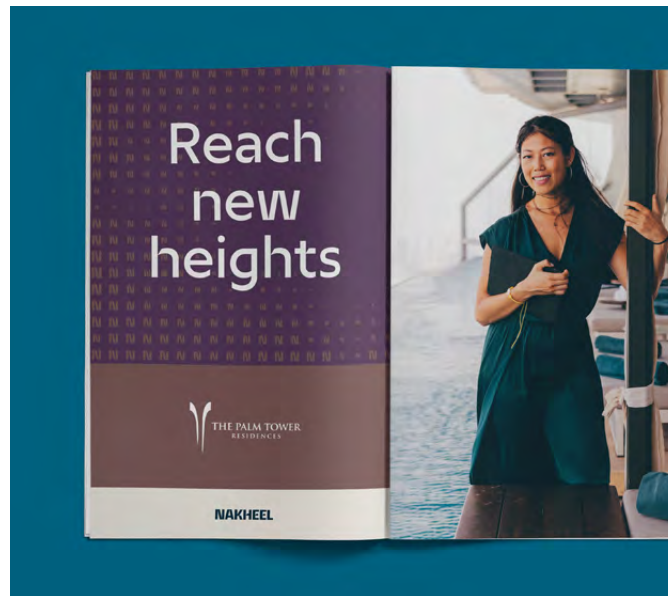
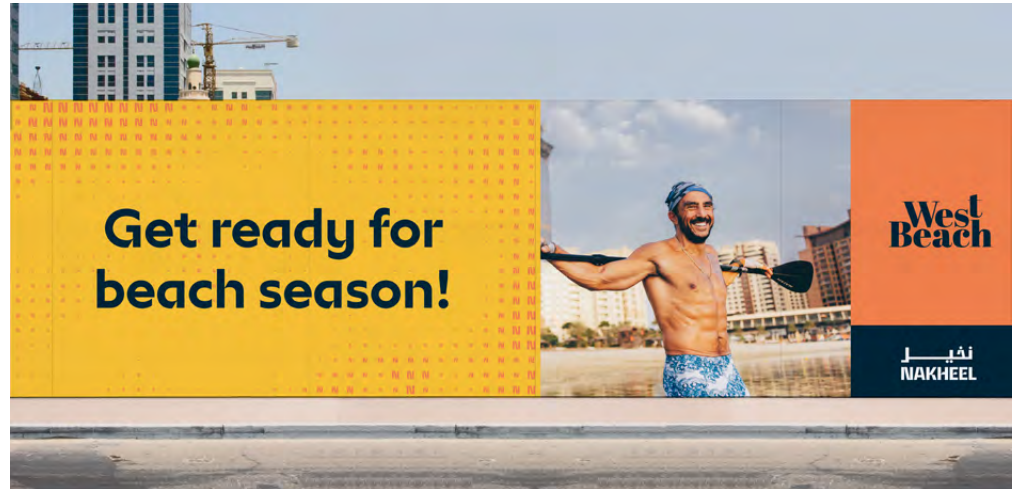
06











# NAKHEEL

Before launching any campaign, it is mandatory to obtain approval from Nakheel Marketing for all promotional materials related to Nakheel. For approval, please contact Sarah Nash at [sarah.nash@nakheel.com](mailto:sarah.nash@nakheel.com)

To access the Nakheel brand-related assets, kindly click on the link provided below:

[www.brand.nakheel.com](http://www.brand.nakheel.com)

# Thank you

