ALMAR WATER SOLUTIONS BRAND GUIDELINES

VERSION 2.0

CONTENTS

OUR STORY

Almar Water Solutions is a specialist provider of technical capabilities and expertise for water infrastructure development, including design, financing and operation. Its dedicated team of accomplished professionals draws on international experience gained in over two decades across 25 international markets in the water industry and is today continuously working to develop integrated solutions to meet the growing needs of both municipal and industrial sectors.

The unique combination of this expertise and its innovative business structure make Almar Water Solutions the preferred partner to develop tailored infrastructure solutions. Almar is also trusted as a reliable partner to operate, maintain and manage the assets after construction, offering sustainable water cycle management solutions in the execution of the projects it develops.

Almar Water Solutions was established as part of Abdul Latif Jameel Energy & Environmental Services in 2016. Abdul Latif Jameel was founded in 1945 and is now one of the most well-respected businesses in the Middle East, North Africa, and Turkey (MENAT region), with operations in more than 30 countries and with over 17,000 employees worldwide.

With a solid financial standing and benefiting from the strong networks and long-established relationships of Abdul Latif Jameel, Almar Water Solutions tackles the challenges of water scarcity, quality and contamination from a uniquely holistic perspective.

By combining expertise and resources with Fotowatio Renewable Ventures (FRV) – Abdul Latif Jameel Energy´s renewable energy business, and a recognized global leader in the sector – the issues of rising energy and water demand can be successfully addressed in a way that both reduces costs and increases availability of these essential resources. Together, they offer the capability to develop and deliver tailored real-world solutions and future developments through the thoughtful application of technology, experience and a highly qualified team.

VISION

To become recognised as an innovative global leader in the water solutions sector, responding to the challenges associated with sustainable development and ensure that current and future generations enjoy a better life.

VALUES

Our values include the excellence in the implementation of our solutions, our commitment to the quality and delivery of projects and the responsibility we undertake to ensure that all business processes meet our high standards in terms of efficiency and competitiveness.

MISSION

To provide tailored solutions that contribute to sustainable economic and social development in the water sector.

INTRODUCTION

The primary role of the Almar Water Solutions Brand Guidelines is to ensure a common look and feel across all manifestations of the Brand. The Guidelines describe the key elements of the Brand Identity System including the logo, typefaces and color palette.

They also give an overview of key applications, such as stationery and publications. In essence, the Brand Guidelines provide a tool-kit to govern usage of the Brand Identity System and the development and production of high quality printed and electronic media used for marketing and communications.

The Guidelines also aim to prevent unauthorized or unprofessional use of the Brand Identity System. No usage of the Brand Identity elements outside the parameters laid down here is permitted. Followed carefully, the Guidelines will enable compelling, readily identifiable, and professional communication materials to be produced consistently and simply.

A PDF version copy of this book along with all marketing and communications assets are available at the global Abdul Latif Jameel Band Portal **brand.alj.com**. Please do not hesitate to contact the Global Brand and Communications team to assist you with accessing the Brand Portal.

ENGLISH LOGO

The Almar Water Solutions logo is an important business asset and must be treated with respect at all times. Always use the approved electronic artwork for implementation and follow the guidelines carefully. The logo is comprised of two primary elements: Almar Water Solutions Wordmark and Symbol, locked together in a fixed relationship.

Almar (Al mar) in Spanish means 'to the sea'. The Symbol combines two elements, the circle which links to the FRV logo as a family, the multi blue colored wave represents clean water. Together, Symbol and Wordmark, symbolize a modern, personable and strong Brand.

Symbol

Wordmark

Logo

ENGLISH LOGO PRINCIPLES

The Almar Water Solutions Logo, shown here, is the preferred logo choice in all instances. Please try this logo in your application before considering the use of any secondary or tertiary logo options.

Our Preferred Logo

Almar Water Solutions Secondary Logo, shown here, is the preferred logo choice in situations where the Primary Brand Logo is unsuitable due to size or layout limitations. Please try this logo in your application before considering the use of any tertiary logo options.

Our Secondary Logo

ARABIC LOGO

The Almar Water Solutions logo is an important business asset and must be treated with respect at all times. Always use the approved electronic artwork for implementation and follow the guidelines carefully. The logo is comprised of two primary elements: Almar Water Solutions Wordmark and Symbol, locked together in a fixed relationship.

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Symbol

Wordmark

Logo

ARABIC LOGO PRINCIPLES

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Our Preferred Logo

Almar Water Solutions Secondary Logo, shown here, is the preferred logo choice in situations where the Primary Brand Logo is unsuitable due to size or layout limitations. Please try this logo in your application before considering the use of any tertiary logo options.

Our Secondary Logo

LOGO PRINCIPLES

Horizontal Black Logo

Horizontal White Logo on Black or Colored Background

Vertical Black Logo

**Vertical White Logo on Black or Colored Background**

LOGO PROTECTION

Clear Space

Our logo should always be surrounded by an area of clear space for maximum stand-out and to ensure that text, images or graphic elements don't overpower it. The minimum clear space around the logo   is defined by the height of the Wordmark (X), as shown right. The area of clear space is a minimum specification and should be increased whenever possible.

Minimum Size

To make sure the logo is always clear and legible in print and on-screen communications, there are prescribed minimum sizes for reproducing Almar logo.
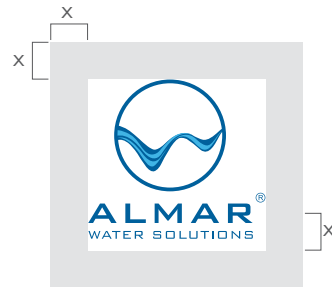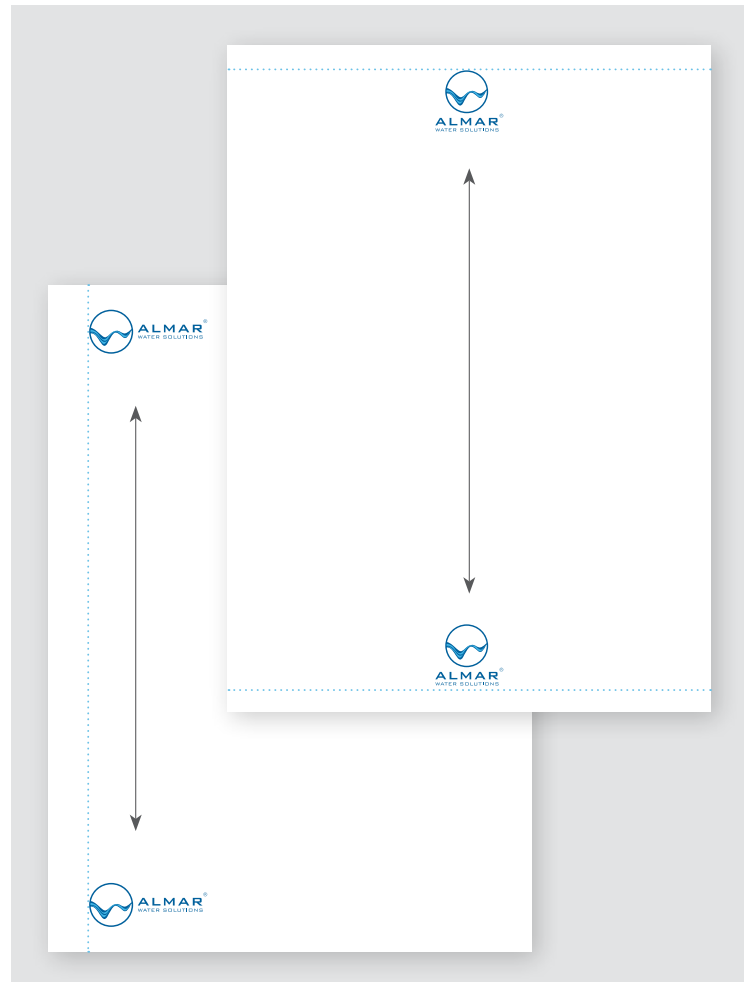
Print: 30mm
Screen: 85px

Print: 15mm
Screen: 48px

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LOGO POSITION

Fixed Positions

For all Almar communications, the recommended position for logo placement is either top left or bottom left as demonstrated opposite. The logos may only appear on the center in exceptional circumstances, and should never be on the right   on our branded communications.

LOGO SIZE AND MARGINS

Recommended Sizes

There are minimum prescribed sizes for the logos when they appear on standard-sized A size formats. The sizes are based on the diagonal length of the page and are scalable for most communications and advertising media.

Size and margins for common formats (all sizes mm)

Format	width	A	B
A4	52	20	10
A3	87	25	15
A2	128	35	22
16-sheet	650	108	130
32-sheet	902	150	180

LOGO INCORRECT USE

Fixed Positions

The examples below show incorrect applications of the Almar Water Solutions logo. Incorrect applications can appear in any number of different types of items. Please review this page carefully and correct any problems immediately.

When reproducing the Almar logo, always use the approved digital artwork provided with this standard and observe the rules for usage to ensure proper reproduction.

LOGO REVERSED-OUT AND SPECIAL USE

For dark and colored backgrounds, the reversed-out version of the logo features a symbol that includes more negative space to improve clarity when reduced in size.

For special print techniques and treatments, the single color black and white version of the logo should be used when full color printing is not available or when special print techniques are required.

As per the reversed out white version, this logo features a symbol that includes more negative space to ensure clarity of reproduction.

OUR TYPOGRAPHY

Logo Typeface

The BankGothic font is only to be used on ''Almar Water Solutions'' Logo. It was chosen for its strong forward lines.

BankGothic Lt BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BankGothic Md BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Print and Web Typeface

Gill Sans is a flexible typeface used for our English communications. To ensure visual hierarchies are achieved, Gill Sans Light is used for large headlines, titles and callouts. Gill Sans Semi Bold is used for setting regular size headlines and Gill Sans Regular is used for standard body copy setting. For on-screen applications where strong branding is key (such as Almar website) use Gill Sans and BankGothic.

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill

Arial – Microsoft Office suite or similar applications
Arial – a standard system font sometimes displayed as Arial MT – is a sans-serif screen typeface. It can be used in regular and bold for email and Microsoft Office Suite (or similar) applications and for body text in HTML.

Arial Regular for HTML body text and PowerPoint

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial bold for HTML body text and PowerPoint

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

OUR COLOR SYSTEM

Logo Palette

This palette consists of two colors: Pantone 3015C and Pantone 298C. White has been included for reversed-out white logo variants and as a background color in our communications.

Pantone	C	M	Y	K	R	G	B	RAL	Web
3015C	100	35	3	21	0	98	155	5017	#006699

Pantone	C	M	Y	K	R	G	B	RAL	Web
298C	67	2	0	0	65	182	230	5024	#33ccff

Communications Palette

To ensure creative flexibility in our brand, the communications palette comprises variants of the Logo palette as well as three colors with their respective family of tints. The secondary colors can be used for backgrounds, typography, infographics and icon keylines.

	C	M	Y	K	R	G	B	Web	75%	50%	25%	10%
Pantone 3015C	100	35	3	21	0	98	155	#006699				

	C	M	Y	K	R	G	B	Web	75%	50%	25%	10%
Pantone 298C	67	2	0	0	65	182	230	#33ccff				

	C	M	Y	K	R	G	B	Web	75%	50%	25%	10%
Pantone Cool Gray 11C	44	34	22	77	83	86	90	#666666				

	C	M	Y	K	R	G	B	Web	75%	50%	25%	10%
Pantone Green C	93	0	63	0	0	171	132	#009999				

	C	M	Y	K	R	G	B	Web	75%	50%	25%	10%
Pantone 1375C	0	45	94	0	255	158	27	#ff9933				

OUR BRAND GRAPHIC

Wave Graphic

There are two alternate versions of the
wave graphic, transparent one to use for dark
backgrounds, and the colored version for
light backgrounds and stationary.

The wave graphic should be positioned always at
the bottom of any marketing materials. Examples of
the different positions and sizes at which it can be
used are shown opposite.
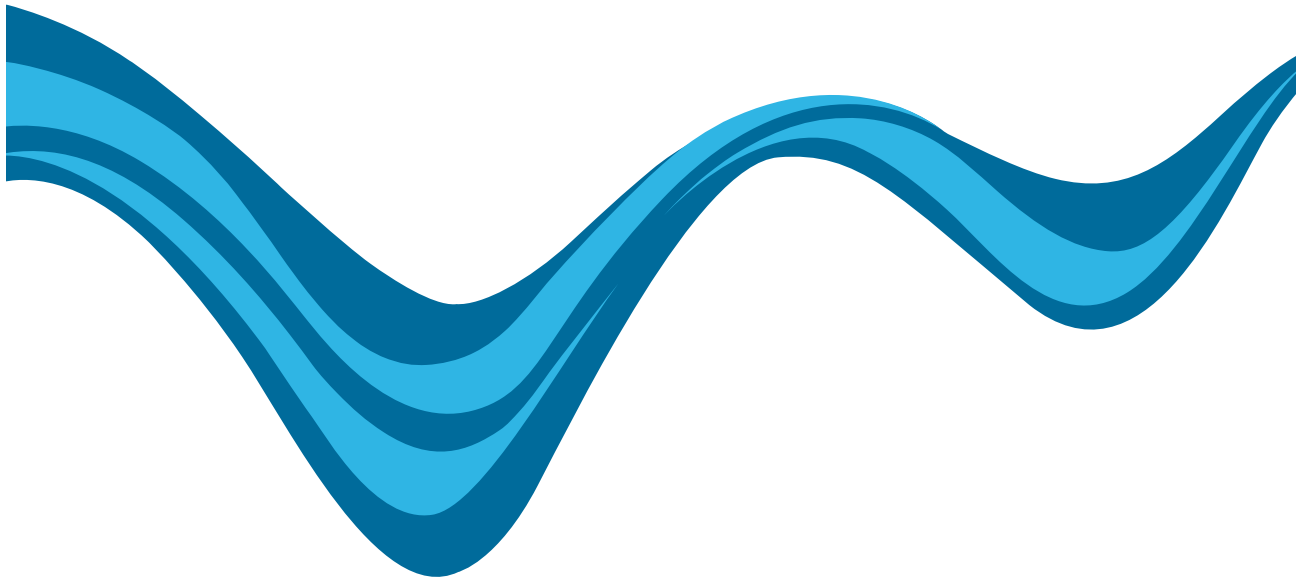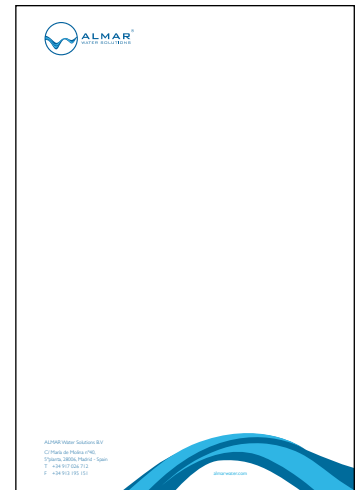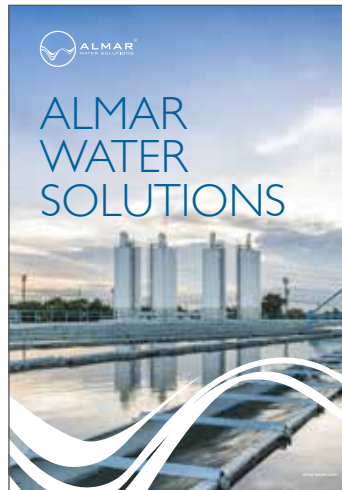
INFOGRAPHIC ICONS

Our proprietary infographics convey topics or concepts quickly, acting as visual shorthand.

Apply the infographics using the following principles:

1   White infographics on dark backgrounds including black, primery and secondary colors.
2   Pantone 3015C color infographics on light backgrounds comprising 50% tints of our secondary colors.
3   Pantone 3015C color infographics on white backgrounds.
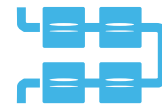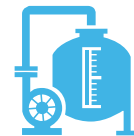
INFOGRAPHIC CHARTS AND GRAPHS

The presentation of information in graphic form is an important element in many of our communications. The style of our charts, graphs and diagrams is clear and precise, conveying content at a glance.

These graphs utilize the Communications color palette and keyline style used in infographics. Our colors, including primary and secondary colors, are used to emphasize a particular area of a chart or graph.
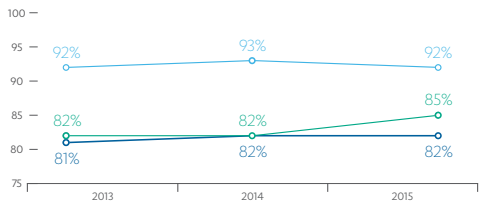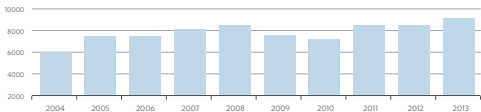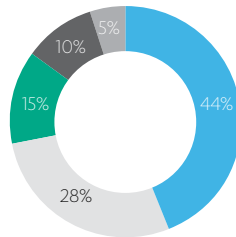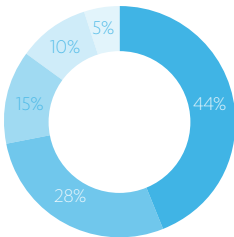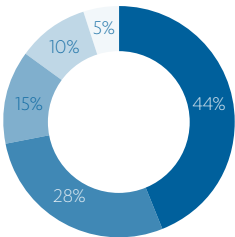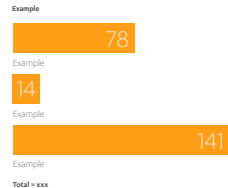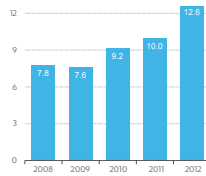
OUR PHOTOGRAPHY

CONCEPTUAL AND OPERATIONS

Conceptual imagery include perspective views of water projects, including desalination plants, waste water treatment plants and water treatment plants. Operational photography includes the facilities and sites in which we operate.

OPERATIONS

PEOPLE

The 'People' photographic theme communicates the human side of Almar Water Solutions and features employees engaged in their work everyday activities.

ENVIRONMENT

Conceptually, these images have a common visual theme:
- We always transmit energy, movement and determination.
- Images are optimistic and positive.
- Images give a feeling of space and light
- Water is an important element that creates the atmosphere of the scene.

We do not limit the representation of water to to cliches.

Key photographic principles include:
1. Perspective images as a key feature reflective of our values.
2. A desaturated and neutral blue color to reflect a more authentic, premium aesthetic.

PRINT COVER AND SPREAD GRID

Formal grids enable the logo and other key brand elements to be correctly positioned on the page, while providing flexibility in layout terms for graphics and imagery. This grid is applicable to either portrait or landscape formats. Please note A is a measure of the left/right margins, while B is a measure of the top/bottom margins.

The 6x6 column grid can be used for internal layouts and double page spreads. This structure allows all elements to be placed with flexibility yet consistency in style. Treat each page separately, allocating margins as shown and applying a 6x6 grid, including gutters.

Format	A	B
A4	10mm	12mm
A3	15mm	18mm

Format	B	C
A4	12mm	3mm
A3	18mm	4.5mm

Print cover 6x6 grid

Print double spread grid
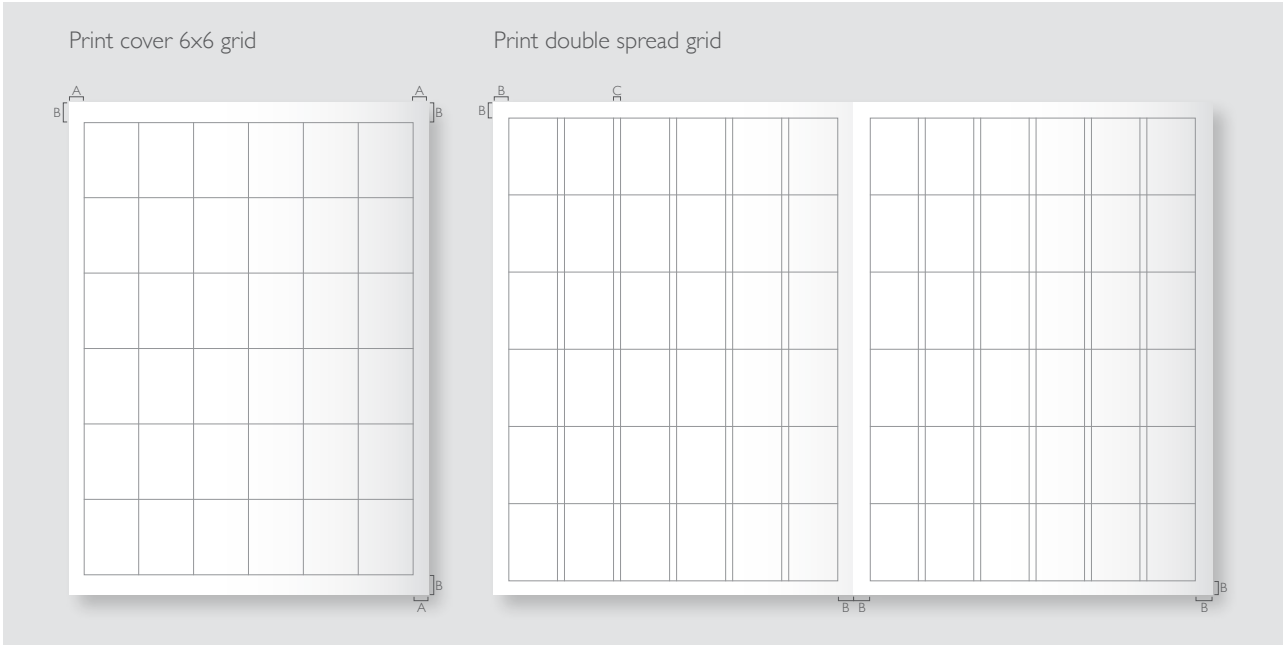
PRINT COVER AND SPREAD GRID USAGE

The logo must be placed precisely on the grid as described in page 8.

Elements such as headlines, body texts, images, captions, URLs etc are positioned and aligned using the grid as a guide. This page shows how similar Cover and double spread layouts can be created while keeping a consistent feel.
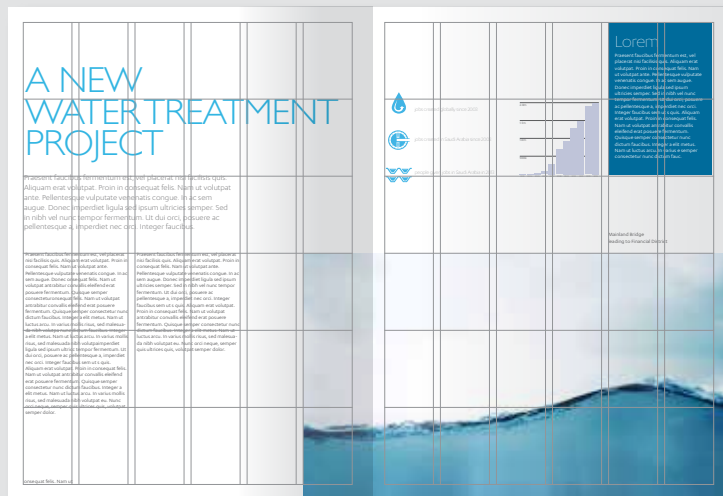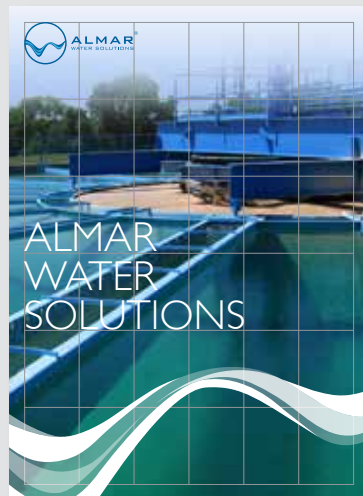
BUSINESS CARD

Business cards are a prime communication element.

Examples shown right demonstrate the use of the Almar logo with the contact deatil. The wave graphic appears on the bottom of the business card.

Stock and format
Size: 85mm (width) × 55 (height)
Stock: Conqueror CX22
Color: Diamond White
Weight: 350gsm
Margins: 5mm all around

Color settings
Printed in two colors:
PMS 3015 C
PMS 298 C

English type settings
Gill Sans
Name Surname: Regular, 8pt, PMS 3015 C
Designation and website: Regular, 7pt, PMS 298 C
All other text: Light, 7pt, PMS 3015 C

ALMAR®
WATER SOLUTIONS

Stakia4water Sl.
C/ María de Molina nº40
5th floor planta | 28006
Madrid | Spain
T   +34 917 026 712
M   +34 000 000 000
F   +34 913 195 151
E   name.surname@almarwater.com

Name Surname
Designation

almarwater.com

30mm   42mm
33mm
18mm
5mm

25mm

LETTERHEAD

This page shows an example of the letterhead template printed on A4.

Stock and format
Size: A4 210mm (width) × 297mm (height)
Stock: Conqueror CX22
Color: Diamond White
Weight: 120gsm

Color settings
Printed in two colors:
PMS 3015 C
PMS 298 C

Pre-printed type setting
Gill Sans
Contact details: Light, 9pt, PMS 3015 C
Website: Regular, 9pt, PMS 298 C

Word type setting
Arial 10pt/13.5pt ranged left
Laser printed black

[INSERT DATE: MM, DD, YYYY]

[SALUTATION] [FIRST NAME] [LAST NAME]
[POSITION NAME]
[COMPANY NAME]
[ADDRESS LINE 1]
[ADDRESS LINE 2]
[POST/ZIPCODE] [CITY] [COUNTRY]

Dear [FIRST NAME] [LAST NAME],

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero te pa que nibeatust mint, ut et rerit vit est et esere voluta consecabor molor res dolenduciur? Cor a voloremod que mille debit liquia comnis rentutre.

[YOURS SINCERELY / YOURS FAITHFULLY]

[FIRST NAME] [LAST NAME]
[POSITION]

ALMAR Water Solutions B.V
C/ María de Molina n°40,
5°planta, 28006, Madrid - Spain
T +34 917 026 712
F +34 9J 3 J95 J5L
almarwatec.com

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ENVELOPES

Our envelopes' artwork are the same as the letterhead, except for position of the contact details which is moved to the top left side.

Stock and format
Size: C3, 458mm (width) x 324mm (height)
Size: C4, 324mm (width) x 229mm (height)
Size: C5, 230mm (width) x 162mm (height)
Size: DL 225mm (width) x 115mm (height)
Stock: Conqueror CX22
Color: Diamond White
Weight: 120gsm

Color setting
Printed in two colors:
PMS 3015 C
PMS 298 C

Pre-printed type setting
Printed in two colors:
PMS 3015 C
PMS 298 C

Size: C3,
Text: 14pt

Size: C4,
Text: 12pt

Size: C5,
Text: 9pt

Size: DL,
Text: 9pt

MEMO AND FAX HEADER

This page shows an example of a fax header, memo and press release.

FACSIMILE

To:	First Name Surname, Second Name Surname
Cc:	Name Surname
From:	Name Surname
Date:	15 January 2015
Ref:	Type Reference Here
Subject:	Type Subject Here

Dear Name Surname

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero te pa que nibeatust mint, ut et rerit vit est et esere voluta consecabor molor res dolenduciur? Cor a voloremod que mille debit liquia comnis rentutre.

End of Memo

Name Surname
Designation

ALMAR Water Solutions B.V

almarwater.com

ALMAR Water Solutions B.V
C/ María de Molina n°40,
5ºplanta, 28006, Madrid - Spain
T   +34 917 026 712
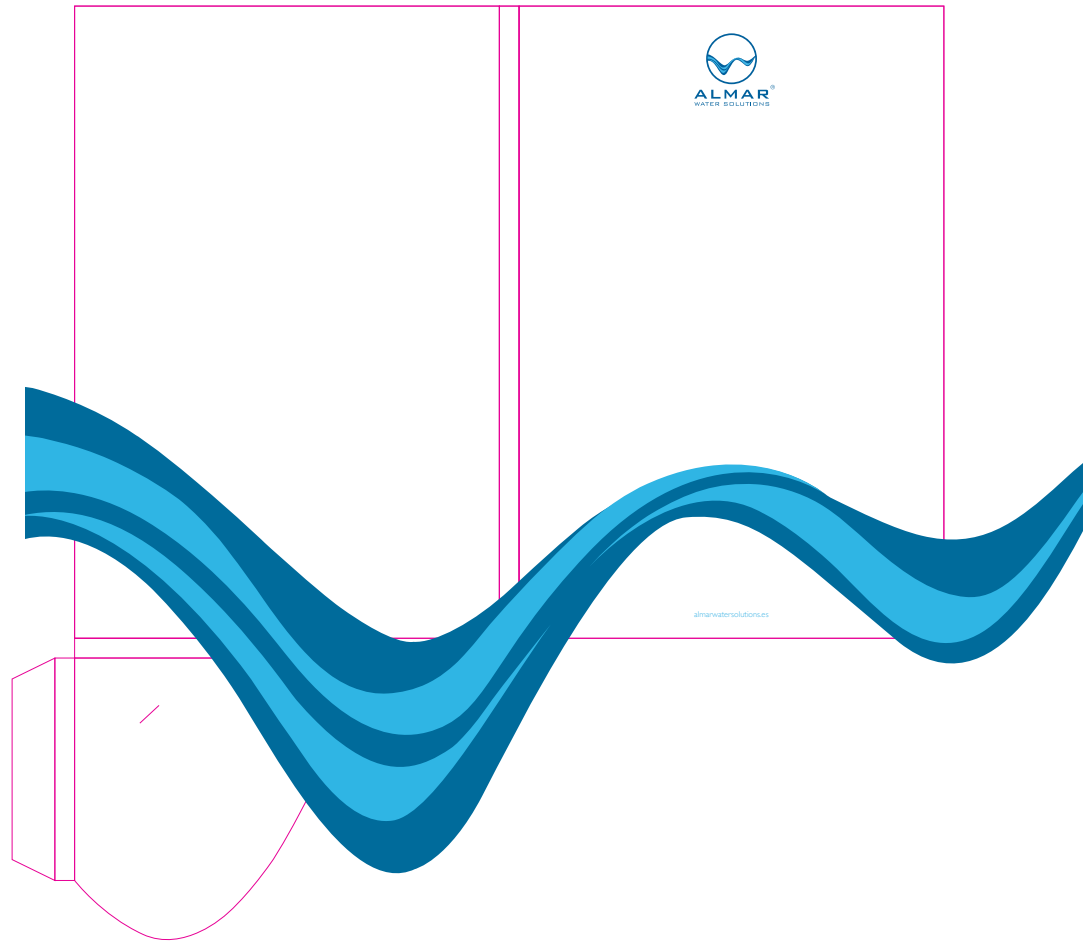F   +34 913 195 151

almarwater.com

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EMAIL SIGNATURE

Almar Water Solutions' e-mail signature is set in Arial size 10pt, (optimized for Microsoft® Outlook).

Please refer to page 14 for the correct color values in RGB.
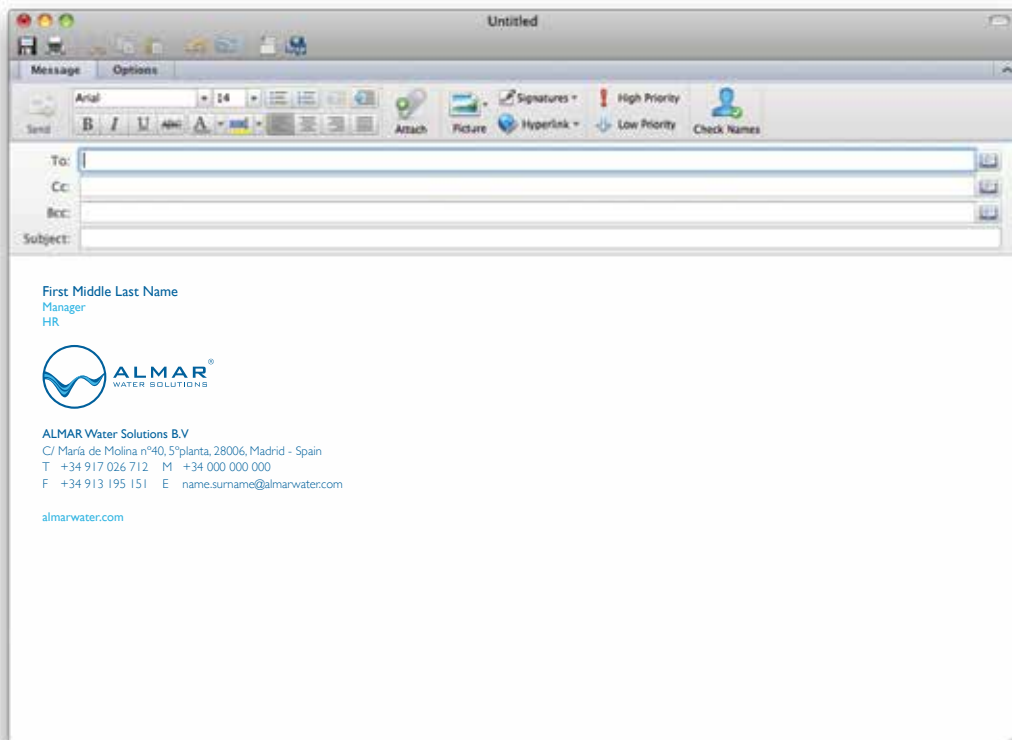
FOLDER

For inquiries regarding usage of, and access to brand elements presented in these guidelines, please contact the Global Brand & Communications Department.

Abdul Latif Jameel
Global Brand & Communications team
P.O. Box 643664
Dubai, United Arab Emirates
brandportal@alj.ae

Please visit our Brand Portal: brand.alj.com
to find all Almar Water Solutions Brand Assets