

**Brand
Guidelines**



ADGM Design Guidelines

Welcome to ADGM's brand Guidelines. This resource will provide you with a clear guidance on the ADGM brand, including the logo, logo usage, language and the visual and graphic assets you need for Marketing and PR activities.





Path to Forward

للمستقبل نهج

Together with our clients, we choose to not only move forward but set the course for meaningful progress.

We are not simply willing to wait for the future to happen, but we are determined to will it into being.

While the future of your business isn't written yet, its path is clearly laid right before you.

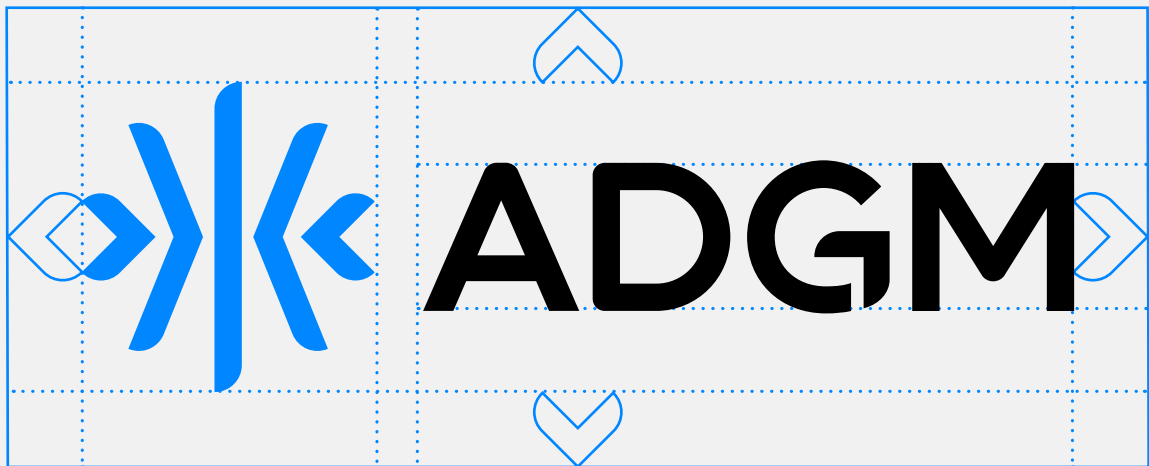
ADGM is that path.



The ADGM Logo

Primary Logo

The primary logo is a visual expression of ADGM and is our most identifiable asset. It should feature prominently when used, and the minimum amount of clear space should always be applied. The logo should never appear smaller than the examples shown here as this will compromise its quality and legibility.



50px



Minimum Size - Digital

10mm



Minimum Size - Print



The ADGM Logo

Dual Language Logo

The dual language version of the ADGM logo should be used where Arabic is required. For example, official documents and dual language/Arabic collateral, as well as buildings and road signage. The logo should never appear smaller than the examples shown here as this will compromise its quality and legibility.



Minimum Size - Digital



Minimum Size - Print



The ADGM Logo

Logo colour variations



The ADGM Logo

Logo Do's and Dont's

Please avoid making these common mistakes with our logo. Only use the supplied logos, as they are supplied to you. They shouldn't be edited or altered.



1. Don't rescale elements of the logo
The relationship between the emblem and wordmark should not be changed.



2. Don't distort the logo
The logo should never be manipulated, stretched or distorted.



3. Don't recolour the logo
The logo should never be recoloured. Please use the logo as it is supplied and refer to the 'Colour' section for guidance.




5. Don't crop the logo
Avoid cropping into the logo. Ensure it always appears in full with the correct exclusion zone as detailed in the 'Do' section



6. Don't rotate the logo
Rotated text is less legible. Please use the logo as it is supplied.



7. Don't place the logo on unsuitable colours
Ensure our logo has stand-out. Use the correct logo to ensure strong contrast with the background.



4. Don't add visual effects or embellish the logo
The logo should never be embellished. Avoid shadows, outlines, strokes and transparency.

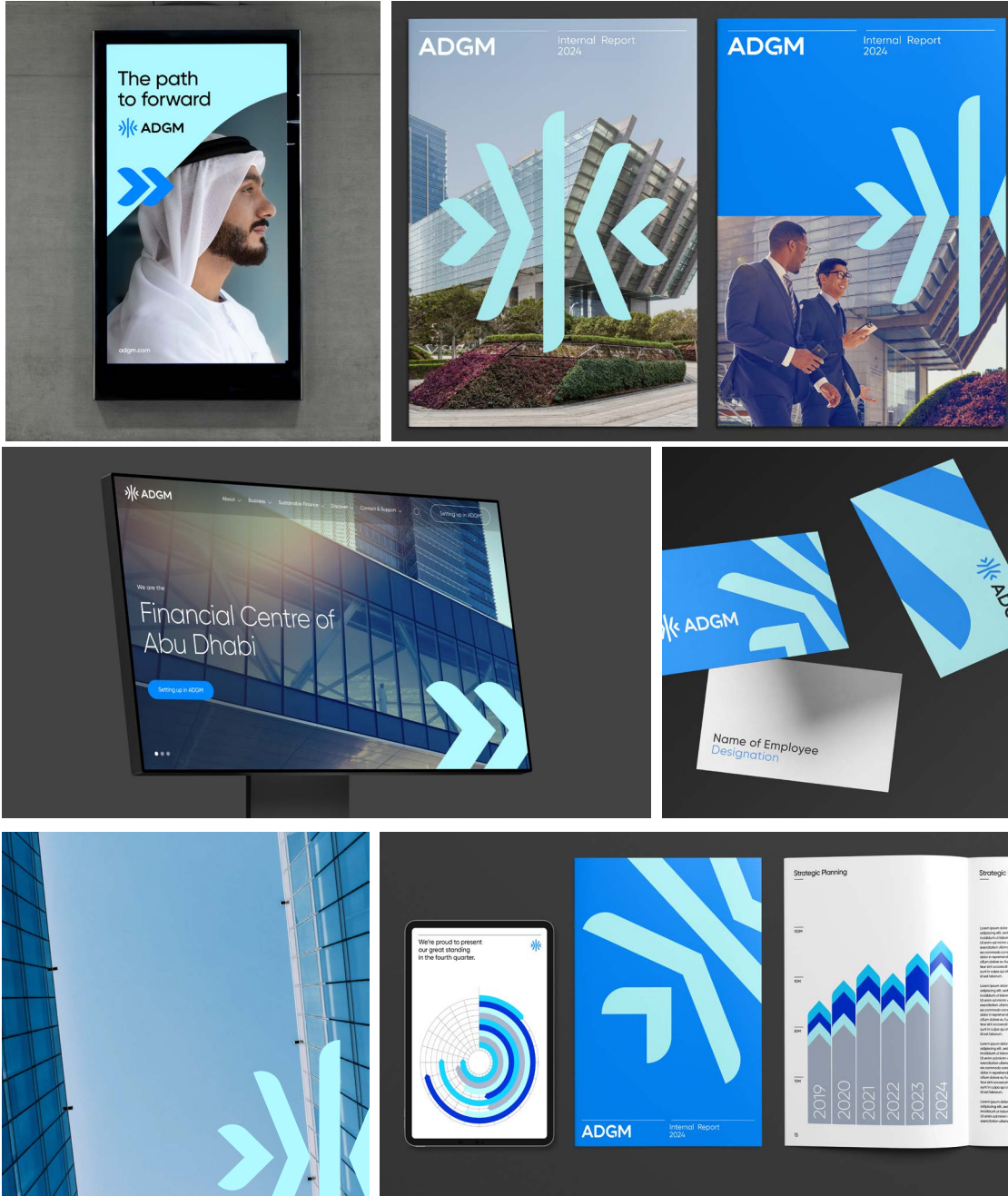


8. Don't place on busy imagery
Take care when placing the logo over an image. It should never obscure the focus of the photograph or footage.



The ADGM Gallery

Print and Digital Gallery



Brand Partnerships

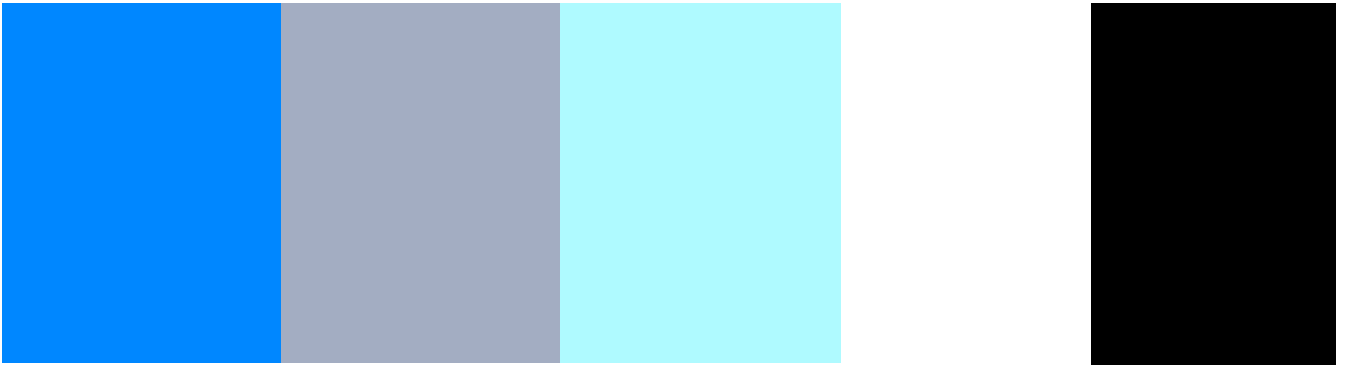
ADGM Logo | Partner Logo

When pairing the wordmarks with partner logos, maintain balanced spacing and clear hierarchy. Avoid placing logos too close to one another, ensuring sufficient space to preserve clarity and visual impact. Ensure each logo is displayed at an appropriate size, uses its approved color format, and is not distorted or altered in any way.

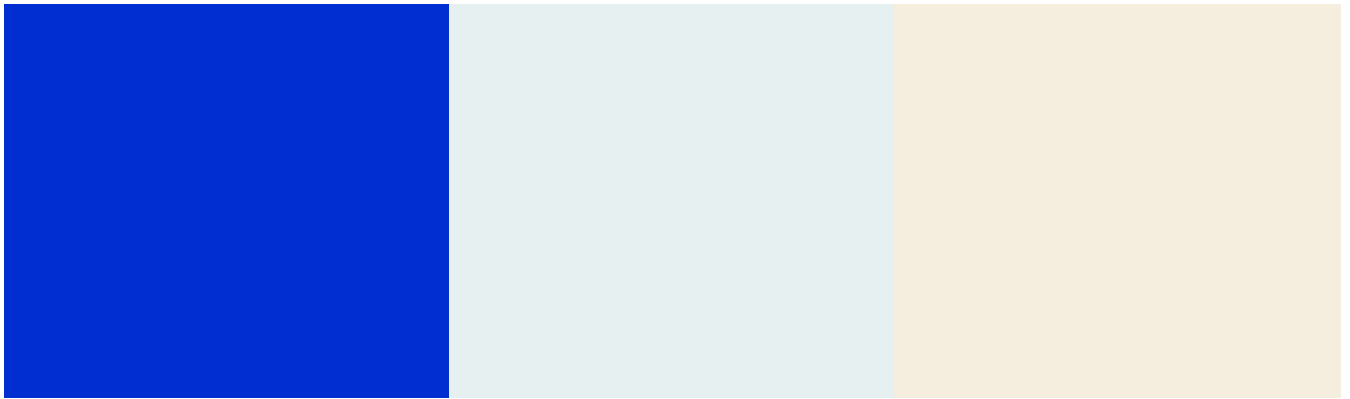


Colour's

Primary Colours



Secondary Colours



Typography

Primary Typeface

Gilroy is our primary typeface for all applications.

Its modern proportions and geometric appearance allow the brand to appear contemporary whilst maintaining an air of authority.

It works very well in both print and digital, allowing us to unify the look and feel of our brand across all of our communications and products.

Gilroy is a versatile typeface that is available in ten weights, our visual identity focuses on the use of regular, medium and semi bold weights.

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Our secondary typeface is Aptos. In situations where we cannot ensure all users or recipients of a digital application will have access to Gilroy, such as in an email or shared Microsoft Office document, we use Aptos instead.

When we share presentations and documents using the Aptos fonts, we can be assured that other users and viewers will have the fonts on their systems – this means that the fonts will not be replaced by other defaults and the users can view these communications as they were intended.

Aptos is available as part of Microsoft 365 office suite (2023 update) and is ADGM's recommended system font.

Aptos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Typography

Arabic

Madani Arabic should be used where Arabic text is required. It is a modern monoline typeface that shares similar characteristics with our primary typeface, making it the perfect match when paired together.

مدني - Madani Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل
م ن ه و ي ء ة لا ئ إ و ؤ ك ل ع ع ق م م ش ث ل ا ط ء ي

ADGM Press Releases

ADGM will be officially referred to as ADGM instead of the full name – Abu Dhabi Global Market, emphasising our role as a dynamic global financial centre. All future mentions to reflect the official name, ADGM – no full form mentioned.

بموجب إطلاق هذه الهوية المؤسسية الجديدة، يجب المباشرة باعتماد التسمية التالية للمركز المالي، وهي: **أبوظبي العالمي (ADGM)**، في كافة الأخبار والمقالات التي تتضمن ذكراً للمركز المالي العالمي لأبوظبي والتوقف عن استخدام المسمى القديم، أي «سوق أبوظبي العالمي».



ADGM Boiler Plate

ADGM is the international financial centre (IFC) of the capital city of the United Arab Emirates, which opened for business on 21 October 2015. ADGM augments Abu Dhabi's position as a leading financial centre and a business hub serving as a strategic link between the growing economies of the Middle East, Africa, South Asia, and the rest of the world.

Operating within an international regulatory framework based on the direct application of English Common Law, ADGM governs the entirety of Al Maryah Island and Al Reem Island collectively designated as the financial free zone of Abu Dhabi.

ADGM is ranked as one of the most preferred and top-ranking IFCs in the Middle East and Africa region. Its progressive and inclusive business ecosystem fosters growth, resilience, and optimism, for global financial and non-financial institutions. Growing synergies between ADGM and multiple jurisdictions have positioned the centre as one of the world's most advanced, diverse, and progressively governed financial hubs.



For more details on ADGM, please visit www.adgm.com
or follow us on LinkedIn and Instagram: @ADGM X: @adglobalmarket

For media queries please contact: media@adgm.com

For marketing and branding queries contact: marcomms@adgm.com