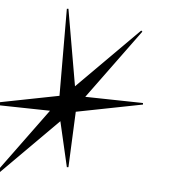


BRAND GUIDELINES

ARDEE



01.

STRATEGY

Positioning

Brand mantra

Purpose

Promise

Brand narrative

Values

Manifesto

Tone of voice

OUR NAME IS OUR NORTH STAR

‘Ardee’ derived from ‘Ard’.

One of the oldest words in human language.

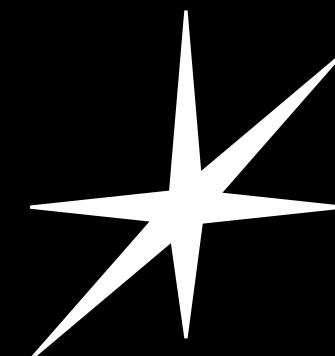
Before borders were drawn, we shared the same word for the thing we all seek: a place to call our own.

With that comes the pride of ownership, of saying this is mine, this is where I am from, this is what I have built. And yet land is never truly owned alone, it is shared, inherited and passed between generations. Ard holds both truths at once: deeply personal and fundamentally collective.

My land. My place.

It is the most universal word we have. **And the most intimate.**

ARDEE



BELONG TOGETHER

Our land, our people, our places. This is where it begins.
The growth comes from within, where we nurture to prosper.
Where we cultivate for experience and begin life through story.
Designed for togetherness, open to more.

PURPOSE

We believe in a commitment to people. Their lifestyles, their enjoyment, their future selves. No matter the stakeholder, we speak to you, with your mindset, to ensure we are thoughtful in considering the betterment of life.

We create must-see, must-experience destinations.
We design and curate moments that matter.

Our true inspiration is people. Always first. Always at the heart. And no matter the development, we believe that together, we build belonging in spaces turned into places.

**BUILD
BELONGING**

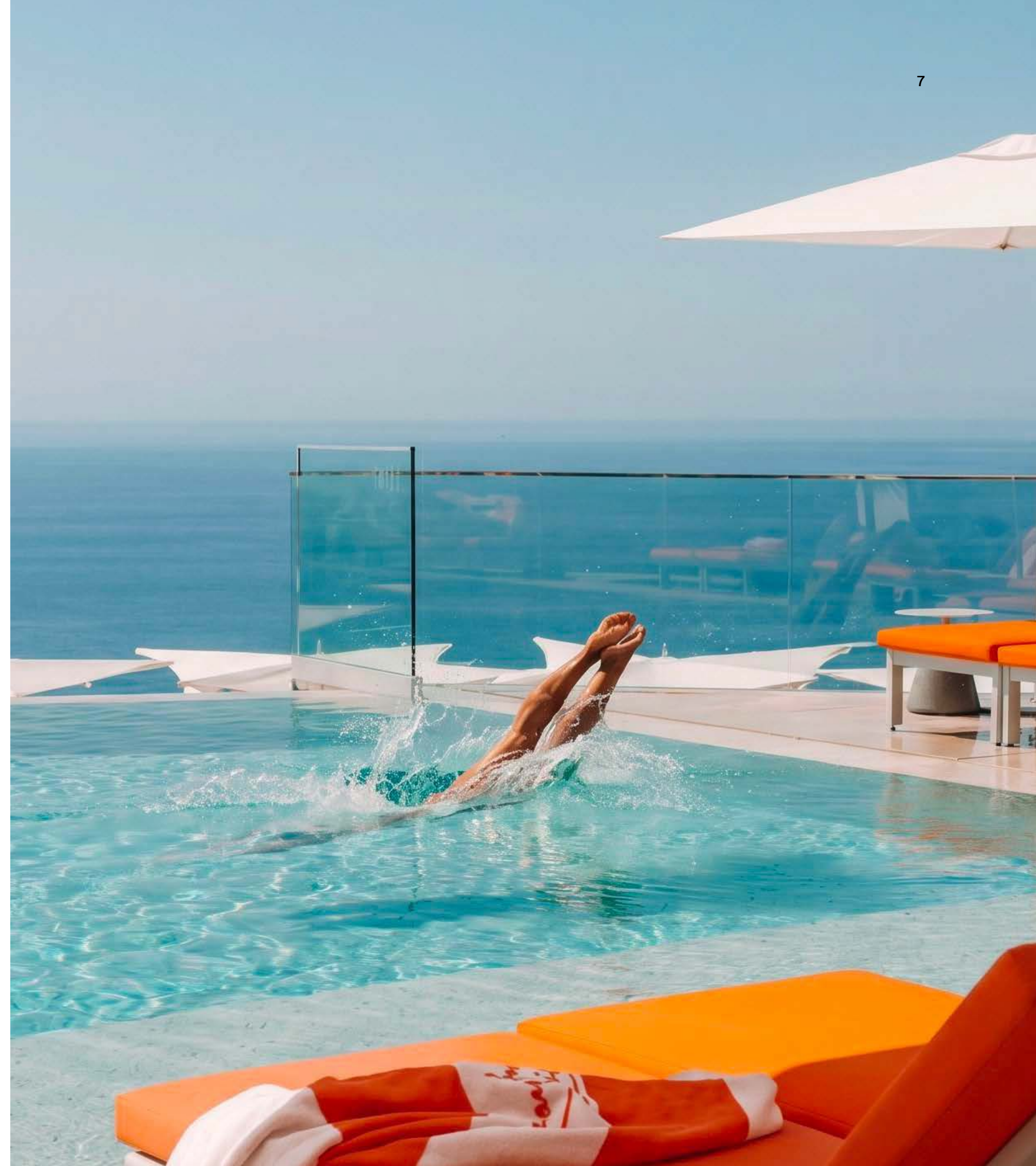
PROMISE

MADE TO EXPERIENCE

We create stories.

Stories to be told. Stories we tell. Stories we build.
Stories are experience. The experience of life.

Through unique destinations, thoughtful of futures and the people who shape them, every place we create is designed as a world of its own. We are confident in our decisions, patient in our ambition, and unwavering in a belief that lasting value is never built at the expense of people. What we create is designed to remain. What we build is built to endure.



ARDEE. BELONG TOGETHER.

Our name is our north star. Ardee means my land.
A name rooted in pride, in ownership and in the belief that the land is the opportunity for everything we build onto it.

We care for the betterment of living, moving, meeting and we design for that to last through legacies. We bring the care of a boutique developer to the ambition of a masterplanner. Details are earned, spaces are considered and materials are chosen for timelessness. We do this to scale because we believe culture needs a complete place: places to live, to work, to gather, to discover, to return to.

We build for futures. Through global partnerships and innovative thinking, we pursue smarter ways of designing, delivering and caring for the places we create. And what carries our name, we stay to protect. Guardians of the communitieswe create, the value we grow and the belonging we foster.

Ardee means my land and what we build on it, we build for everyone.

Images are for reference and illustrative purposes only.



02.

BRAND VALUES & CULTURE

Who Are We | Positioning Statement

Our Values

Tone of Voice

Brand House

Team Culture

POSITIONING STATEMENT

Who are we? What do we solve? And who do we do it for?

ARDEE.

For everyone seeking more from places, we are a developer that creates innovative communities by placing the human experience at the centre of every decision. Through considered design and partnerships rooted in shared ambition; we build inclusive places people are proud to belong to.

OUR VALUES ARE
WHAT WE BELIEVE.

Committed

Progressive

Valued

Enhanced

Considered

Real

Intelligent

Responsible

Inviting

WE DID NOT START WHERE
EVERYONE ELSE DID.
WE STARTED WHERE WE
BELIEVED. AND OUR BELIEFS
CONTINUE TO SHAPE US.

THIS IS HOW WE SPEAK, BUILD AND BEHAVE.
AND THIS IS WHAT WE ASK OF EVERYONE WHO
STANDS WITH US.

COMMITTED
Act as a guardian

We create for lifetimes. We do not chase quick wins. Our commitment to quality is our commitment to the future. Every material, every space, every decision is made with the understanding that what we create must build for becoming and serve communities that have not yet found each other.

PROGRESSIVE
Stay evolving

Our decisions are rooted in a forward motion. We look at new methods, new ways of thinking, new ways of building. We never settle for what already exists, we are continuously innovative in design, process and curation. We only move towards what is possible.

VALUED
Be inclusive

The language of every stakeholder matters. We build worlds, and those worlds incorporate different people, different needs and different voices. We see everyone, we are inclusive and let them inspire our way forward. A world that does not work for everyone is not a world worth building.

ENHANCED
Add more than we take

Everything we create should become better with our involvement. More connected, more prosperous, more capable. We contribute, elevating what we touch. The places, the partnerships, the people. Continuously ensuring that our presence raises the standard.

CONSIDERED
Boutique to scale

We always ask, what do we want people to enjoy? We study movement, routine and need to earn every detail. Always designing with the human in the centre. Every corridor, sight-line, conversation and interaction should be thoughtful and meaningful.

REAL
Culture needs place

Culture is made by people and people carry it with them. We create the conditions where that culture takes root, by understanding who we are designing for, how they experience and what they care about. We design for the human and their life.

INTELLIGENT
Learn before you lead

We research, we listen and we study until we are confident in the decision. We surround ourselves with progressive partners to compound our knowledge. Confidence comes from clarity, when we move we move informed and when we commit, we commit with certainty.

INVITING
Start from within

We believe that places become meaningful when people feel they are welcome in them. We foster community through opening the door and designing for togetherness, planning for encounter, and creating the conditions where people choose to stay, to return, to invest in each other. How we speak, how we listen and how we welcome.

RESPONSIBLE
Be proud of our name

To carry a name that means the ownership and pride of land is to carry the responsibility of everything build upon it. The decisions, outcomes and impact are experienced through our name and so we must make it proud. We are accountable for what we create, we are the guardians of every world we bring to life and every community that grows within it.

THIS IS ARDEE.

WE OWN OUR PROMISE BY CREATING
COMMUNITIES WITH STORY AND SOUL
IN SERVICE OF BELONGING.

tone of voice

grounded

We speak the way we build: with intention and warmth. Our voice is confident but never loud. It earns attention through substance. We do not hide behind jargon, we do not inflate with superlatives and we do not perform. We speak like people who believe in something and want you to feel it. Our name means my land and our voice carries the same pride, ownership and care.



Big idea

Ardee Brand house

Belong together

Our land, our people, our places. This is where it begins. The growth comes from within, where we nurture to prosper.
Where we cultivate for experience and begin life through story. Designed for togetherness, open to more.

Vision			Mission		
Build belonging			Made to experience		
Our true inspiration is people. Always first. Always at the heart. And no matter the development, we believe that together, we build belonging in spaces turned into places.			We create stories. Stories to be told. Stories we tell. Stories we build. Stories are experience. The experience of life.		
Values			Principles		
Committed			Act as a guardian		Be inclusive
Progressive			Stay evolving		
Enhanced			Add more than we take		Boutique to scale
Intelligent			Learn before you lead		Culture needs place
					Start from within
Character			Tone of voice		
Hero. Everyman.			Grounded		
			Intentional, warm, confident. We speak the way we build. Our voice carries the same pride, ownership and care.		
Points of difference					
A category defining masterplanner.		The tenacity to match ambition with scale.		Powerful partnerships with leading global brands.	
One of the first new developers in the UAE to launch with a masterplan as its debut.		The largest and only fully integrated mixed-use development on Marjan Island.		Fairmont Residences	
				Proprietary human-centric methodology that embeds belonging.	
				Designing and innovating for enjoyment and unified approach.	
Reasons to believe					
Our name		The origin		The methodology	
The brand’s entire philosophy of belonging, ownership and pride is embedded in the name.		Starting in RAK, is proof of trust and a willingness to start where others have not.		Confidence that our developments will deliver on community needs. We believe the land holds opportunity and our design will unlock it to serve people and place.	
				The leadership	
				A team where warmth and expertise sit side by side. People who are personally invested and truly believe in what they are building..	

ARDEE TEAM CULTURE



ACCOUNTABILITY

We take ownership.

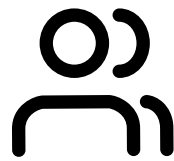
Committed to delivering on our promises, taking responsibility for our actions, and striving for excellence.



COMMUNICATION

We connect with clarity and purpose.

Open, thoughtful communication - listening with intent, sharing ideas, and building stronger connections.



TEAMWORK

We achieve more together.

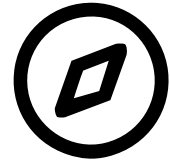
Collaborating across teams, valuing different perspectives, and supporting one another toward a shared vision.



CUSTOMER FOCUS

We put people at the heart of every decision.

Creating experiences guided by understanding, empathy, and a commitment to exceeding expectations.



PROBLEM SOLVING

We find solutions that move us forward.

Approaching challenges with curiosity, creativity, and a proactive mindset to deliver meaningful outcomes.

03.

BRAND IDENTITY

Logo System

Brand Hierarchy

Clear Space & minimum size

Colour Palette

Incorrect Logo Usage

Typography

STANDALONE APPLICATIONS

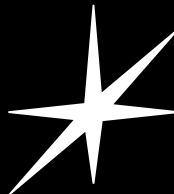
For Ardee-only communications, the wordmark takes the lead, while the logomark is used independently to complement the composition rather than as part of a fixed lockup.

This flexible approach creates a more confident and contemporary visual expression while maintaining a cohesive and recognisable brand identity.

ARDEE



ARDEE



FULL LOGO
LOCK-UP

The full logo lockup is used when Ardee is presented as an endorsement, reinforcing the connection between the masterbrand and its developments, partnerships and external communications.

Using the complete mark creates a clear expression of brand ownership while maintaining consistency across all public facing touchpoints.

ARDEE

ARDEE

DEVELOPER RELATIONSHIP

The full logo lock-up is used when Ardee is presented alongside a development or partner brand. It reinforces the relationship between the Ardee masterbrand and the development, providing a clear expression of ownership while maintaining a consistent brand presence across communications.



ARDEE



ARDEE

PROJECT-LED HIEARCHY

For project communications, the development brand should always take visual priority. The Ardee logo acts as the developer brand, maintaining a clear association while allowing the project identity to lead the communication. Careful consideration should be given to size, spacing and alignment to ensure a clear and balanced brand hierarchy.

Also see 04 Project-led campaigns

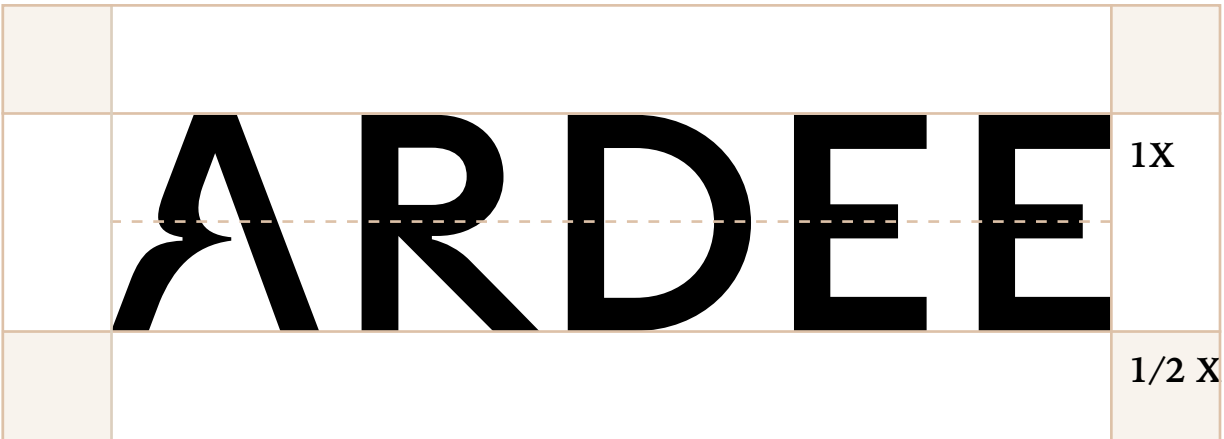


CLEAR SPACE & MINIMUM SIZE

The clear space around the Ardee wordmark is defined by the unit “X”. X is equal to the height of the wordmark.

A minimum clear space of 1/2 X must be maintained on all sides of the wordmark at all times. No text, graphics, or other visual elements should enter this area.

The minimum size for the wordmark is 60 px in width for digital applications. For print applications, it must not be reproduced below 15 mm in width to ensure clarity and legibility.



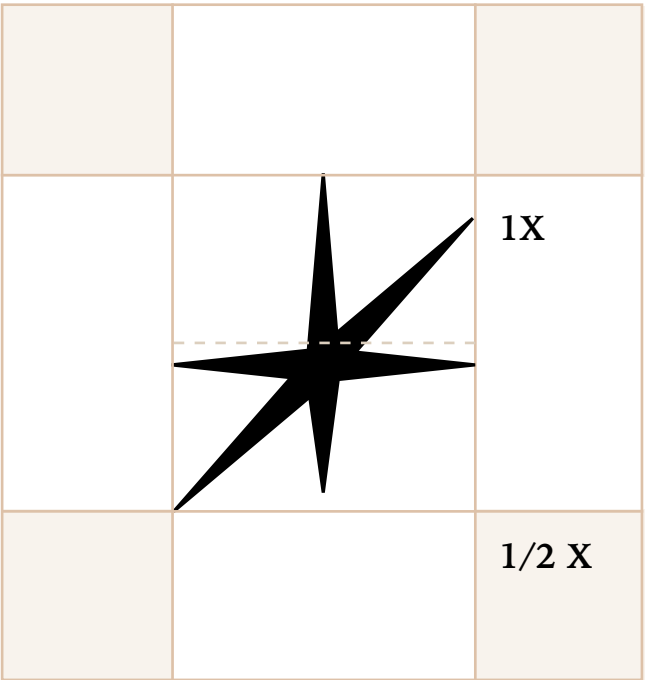
ARDEE 60 px / 15 mm

CLEAR SPACE & MINIMUM SIZE

The clear space around the Ardee logomark is defined by the unit “X”. X is equal to the height of the logomark.

A minimum clear space of 1/2 X must be maintained on all sides of the logomark at all times. No text, graphics, or other visual elements should enter this area.

The minimum size for the logomark is 20 px in width for digital applications. For print applications, it must not be reproduced below 5 mm in width to ensure clarity and legibility.



 20 px / 5 mm

PRIMARY COLOUR PALETTE

A timeless palette of black and white forms the foundation of the brand, with colour brought to life primarily through photography.



WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX ffffff
Foil: Foilco 701 Pristine White

BLACK

Pantone Black 6 C
C40 M30 Y30 K30
R0 G0 B0
HEX 000000
Foil: Foilco 700 Just Black

SECONDARY COLOUR PALETTE

For print specific collateral, gold foil can be applied to the logomark to add a premium touch and elevate key brand elements.

Where an off white finish is preferred, premium off white paper stocks should be considered. Alternatively, the recommended Pantone reference can be matched to achieve a consistent colour across printed materials.

COASTAL GOLD

Foilco 6213 Coastal Gold

STALACTITE

Pantone 11-4101 TCX
Stalactite

OFF-WHITE

Premium off-white paper
stocks can be considered

TYPOGRAPHY

Ardee uses Area Normal for headings and subheadings, and Iowan Old Style for body copy. Together, these typefaces create a balance of contemporary clarity and timeless elegance.

Headings and subheadings should be set in Area Normal Extra Bold and in uppercase. Extra, Bold and Semi Bold weights may be used where appropriate to create hierarchy.

Body copy should be set in Iowan Old Style Roman. Bold and Italic styles may be used where emphasis is required while maintaining readability and consistency.

AREA NORMAL EXTRA BOLD

BELONG
TOGETHER

SUBHEADERS

AREA NORMAL EXTRA BOLD
AREA NORMAL BOLD
AREA NORMAL SEMI BOLD

OUR TRUE INSPIRATION
IS PEOPLE. ALWAYS FIRST.
ALWAYS AT THE HEART.

BODY COPY

Iowan Old Style Bold
Iowan Old Style Roman
Iowan Old Style Italic

Ardee. For everyone seeking more from places, we are a developer that creates innovative communities by placing the human experience at the centre of every decision.

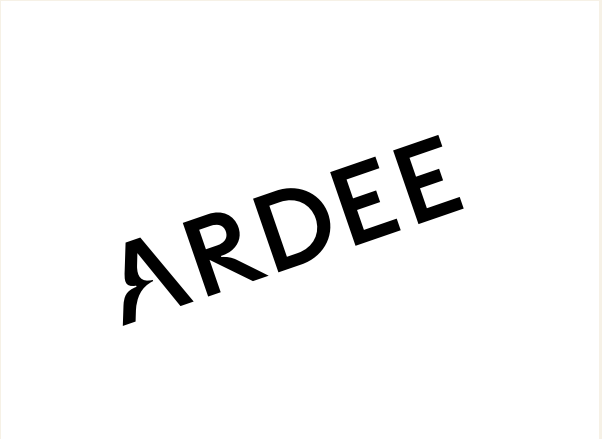
INCORRECT
LOGO USAGE

Proper logo usage is essential for maintaining a consistent brand identity. Always use the logo in its approved forms and colours, and avoid any alterations that may compromise its integrity.

The logo may be placed on colour or photographic backgrounds, provided it remains clear, legible, and maintains sufficient contrast.



Do not stretch or distort the logo



Do not rotate the logo



Do not change the logo colours



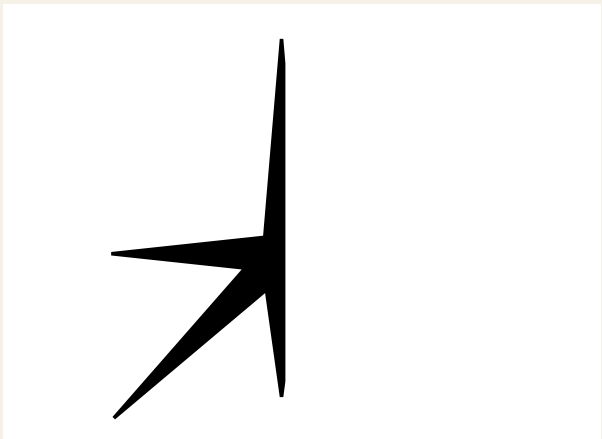
Do not rearrange the logo lockup



Do not add effects, shadows, or outlines



Do not use on low-contrast backgrounds



Do not crop the logo



Do not alter the logo



Do not place the wordmark and logomark too close when used separately

04.

PHOTOGRAPHY

COLOUR THROUGH IMAGERY

Colour within the imagery should feel natural, considered and effortless. Rather than relying on an extensive brand palette, visual richness comes from the photography itself. Colour is introduced through carefully curated moments, from styling and interiors to architecture, materials and light, creating a sophisticated and timeless expression that feels authentic to each environment and experience.

Talent & styling

Interiors & materials

Architecture & environment

Light & atmosphere

Objects & experiences

Images are for reference and illustrative purposes only.







Talent & styling

Colour can be introduced through considered wardrobe choices, accessories and lifestyle details, adding personality while remaining sophisticated and curated.



Interiors & materials

Natural materials, furniture, artwork and decorative elements can provide subtle colour accents that complement the brand palette.



Architecture & environment

Colour may emerge from architectural details, landscaping, water, sky, surrounding nature or destination-specific features.



Light & atmosphere

Natural light, reflections, shadows and time of day can introduce warmth and tonal variation, creating depth without relying on overt colour treatments.



Objects & experiences

Food and beverage, amenities, leisure activities and curated lifestyle moments can provide controlled moments of colour that enrich the visual story.

05.

PROJECT-LED CAMPAIGNS

DISTINCTIVE PROJECT EXPRESSION

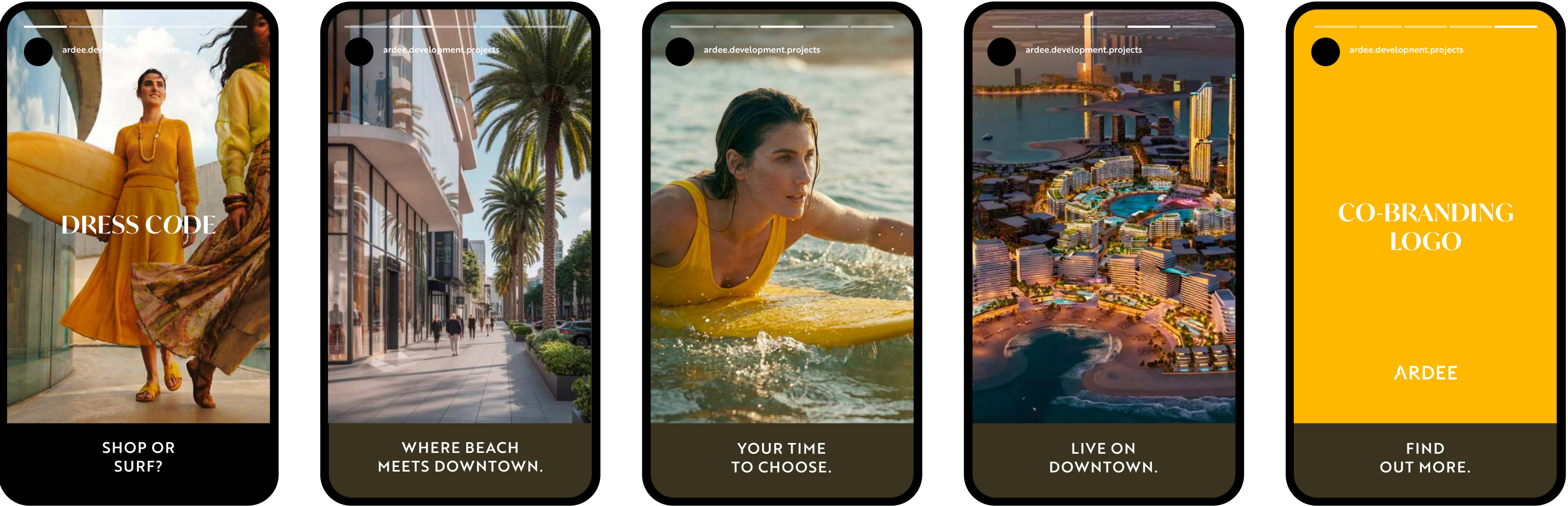
For project specific campaigns, the development's own colour palette, typography and imagery take the lead, creating a distinctive identity that reflects its character, positioning and audience. These brand elements may become the dominant visual expression across campaign materials, allowing each development to establish its own presence and personality.

As the project identity leads the communication, only the Ardee wordmark should be used across the campaign, acting as a subtle sign off rather than competing with the project brand.





ARDEE



This example shows how a project specific colour palette can lead the visual expression of a campaign, creating a distinctive identity that reflects the character and positioning of the development.

Images are for reference and illustrative purposes only.





This example shows how a project specific colour palette can lead the visual expression of a campaign, creating a distinctive identity that reflects the character and positioning of the development.

Images are for reference and illustrative purposes only.

06.

APPLICATIONS

Corporate stationery

VIP stationery

VIP invitation examples

VIP gift examples

Staff pin

Interior signage

Presentation template

Landing page

Social media

Print advertising

Out-of-home advertising

Recommended print finishes

BUSINESS CARD

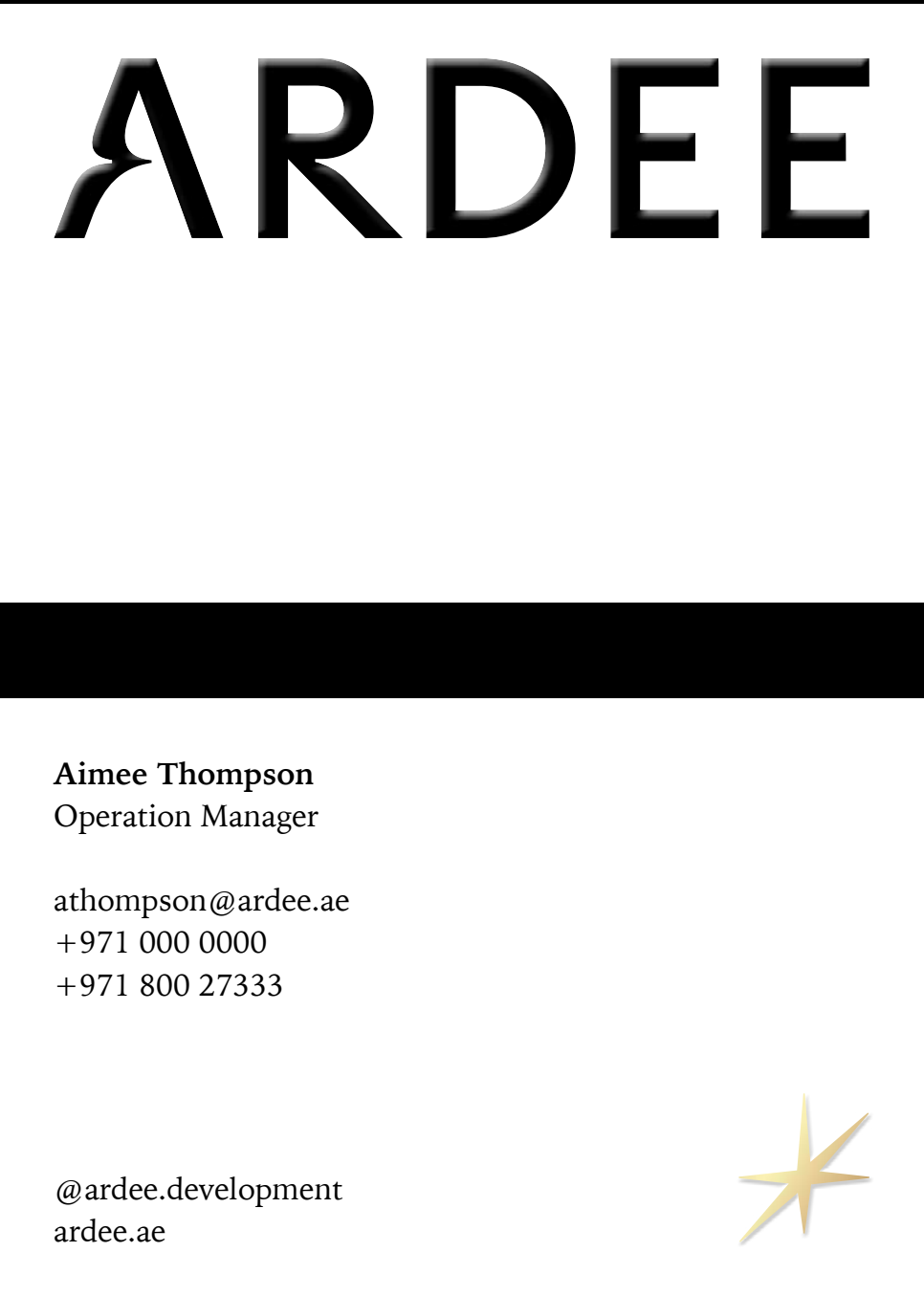
Size: 85×55 mm

Black foil wordmark and gold foil logomark.*

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

*Embossing should be carefully considered in relation to the stock weight and emboss depth. The printer should advise on the optimum specification to achieve a clean, tactile finish with no visible show through on the reverse.



ENVELOPE

Size: 220×110mm

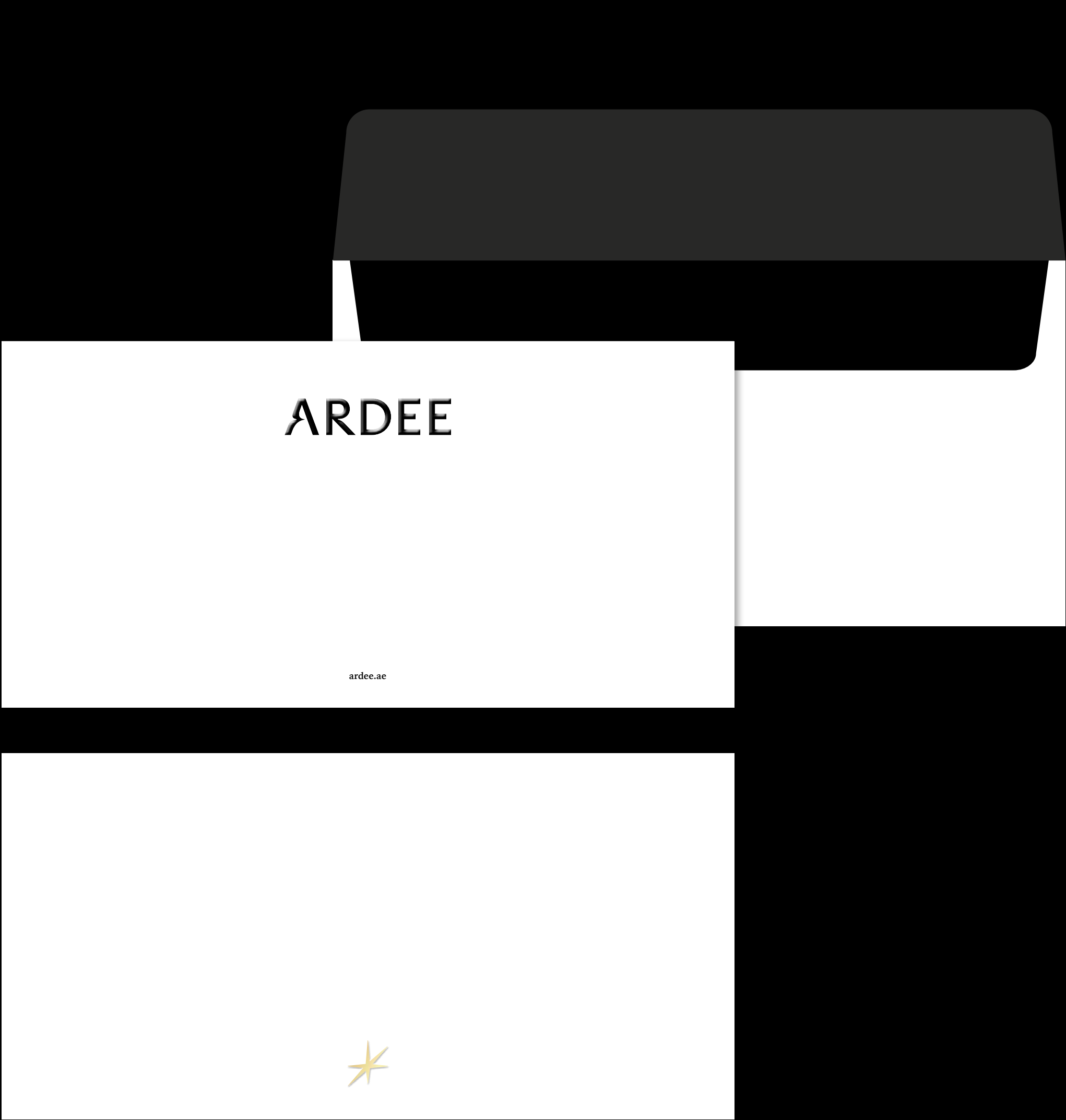
White exterior with black paper interior.

Black foil wordmark and gold foil logomark.*

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

*Embossing should be carefully considered in relation to the stock weight and emboss depth. The printer should advise on the optimum specification to achieve a clean, tactile finish with no visible show through on the reverse.



LETTERHEAD

Size: A4

ARDEE

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ARDEE

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ARDEE

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ARDEE

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ardee.ae



LETTERHEAD

Size: A4

ARDEE

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ARDEE

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FOLDER

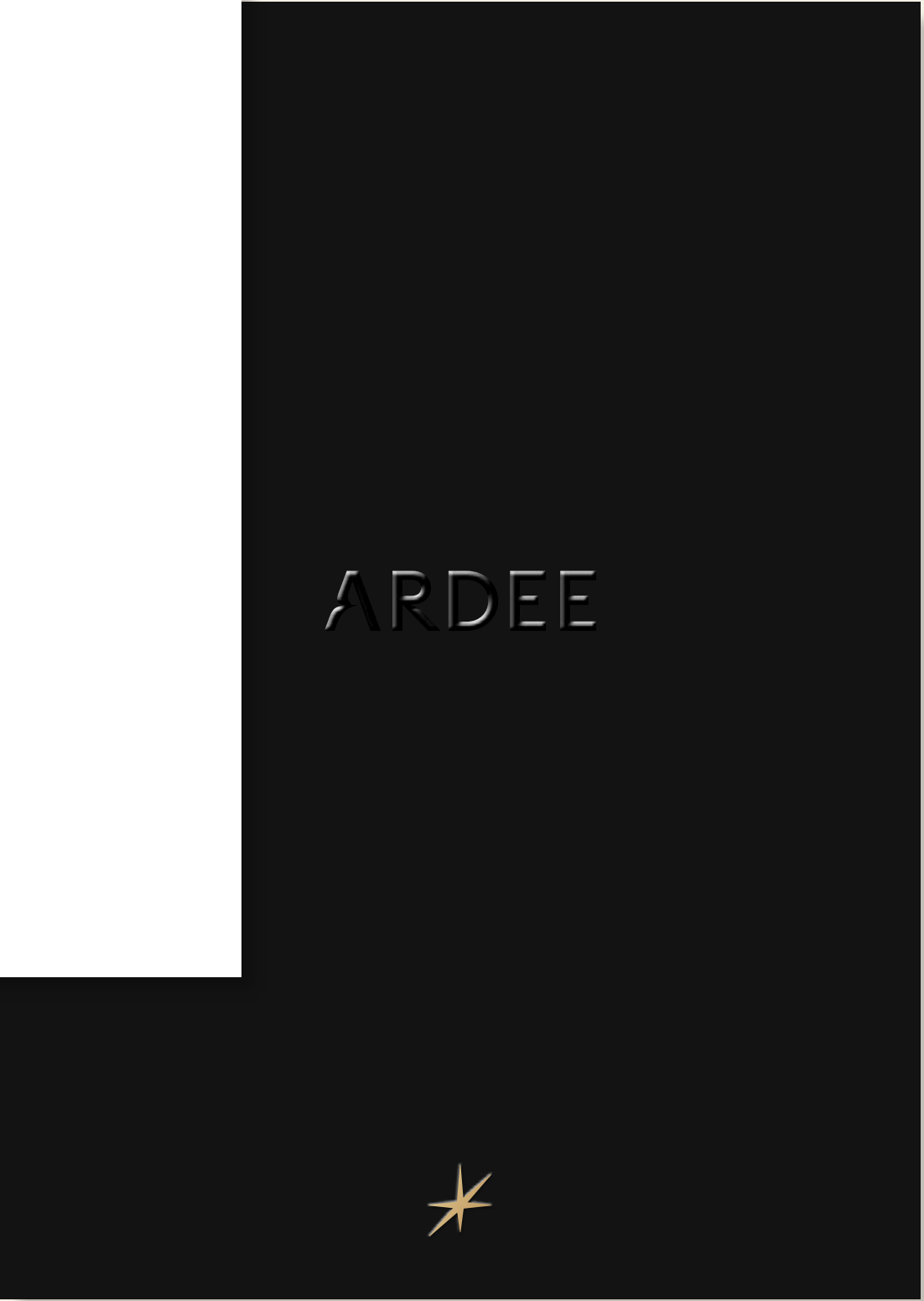
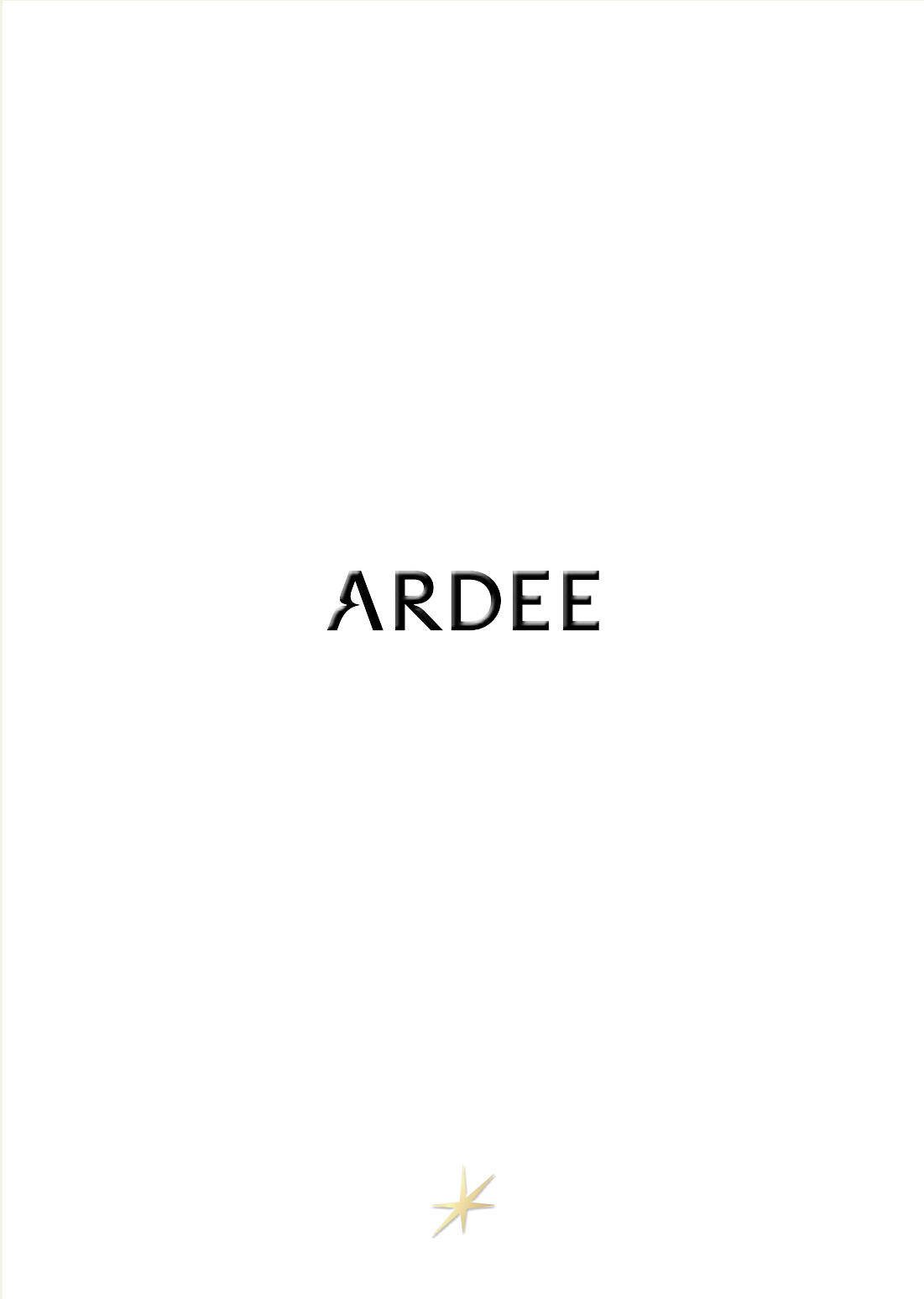
Size: Oversized A4 to fit A4 sheet

Black foil wordmark and gold foil logomark.*

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

*Embossing should be carefully considered in relation to the stock weight and emboss depth. The printer should advise on the optimum specification to achieve a clean, tactile finish with no visible show through on the reverse.







LEATHER NOTEBOOK

Size: 148x210 mm

Hardback leather cover with debossed wordmark and gold foil logomark.

Mock-ups are for visual reference only.



VIP RING BINDER FOLDER

Debossed frame with black foil embossing wordmark and gold foil logomark.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.





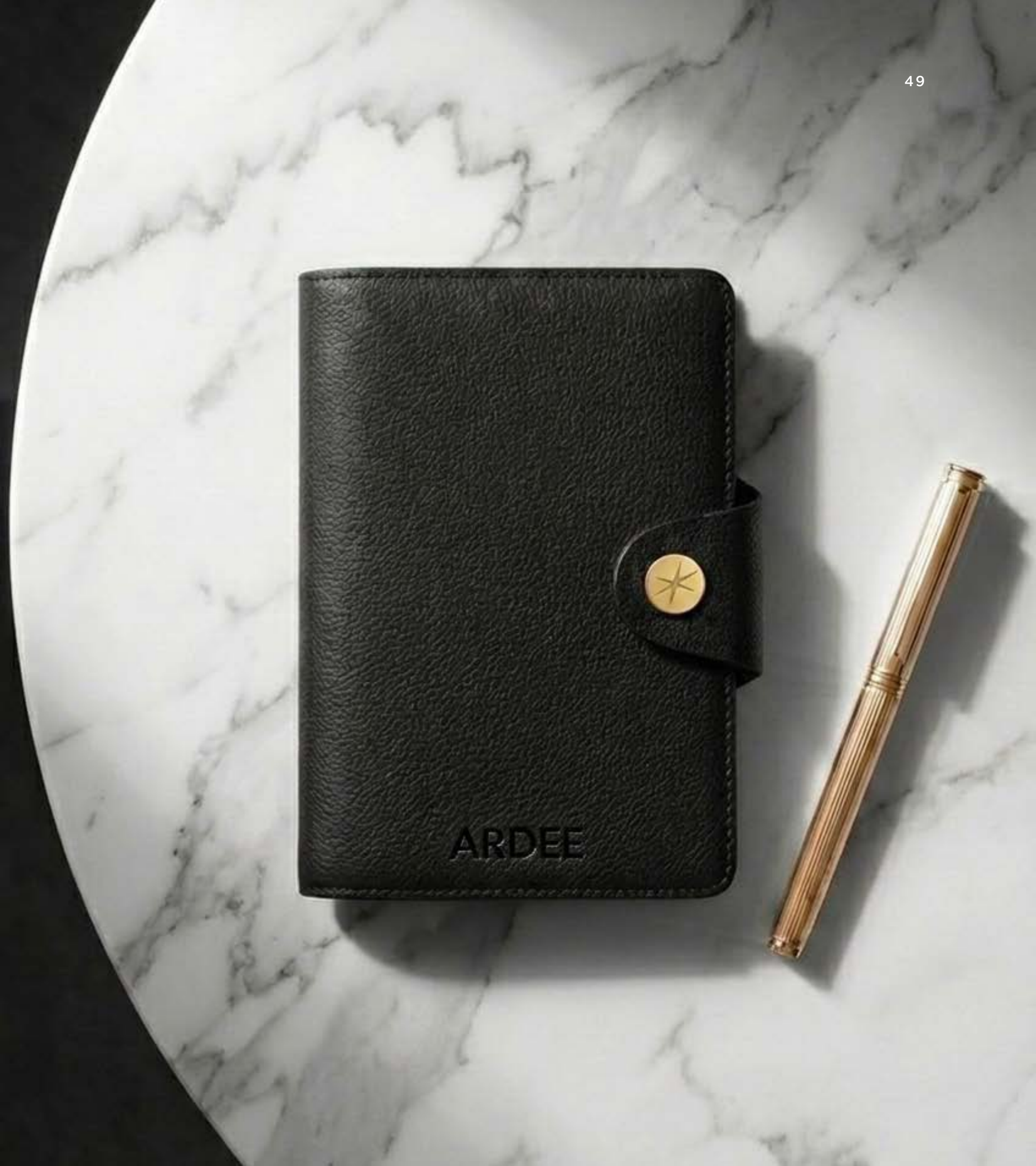
VIP LEATHER NOTEBOOK

Size: 148x210 mm

Leather cover with debossed wordmark.

Finished with a gold button closure featuring the logomark.

Mock-ups are for visual reference only.



VIP LEATHER NOTEBOOK

Size: 148x210 mm

Leather cover with debossed, black foil debossed wordmark and gold foil debossed logomark.

Finished with gold edge detailing.

Mock-ups are for visual reference only.



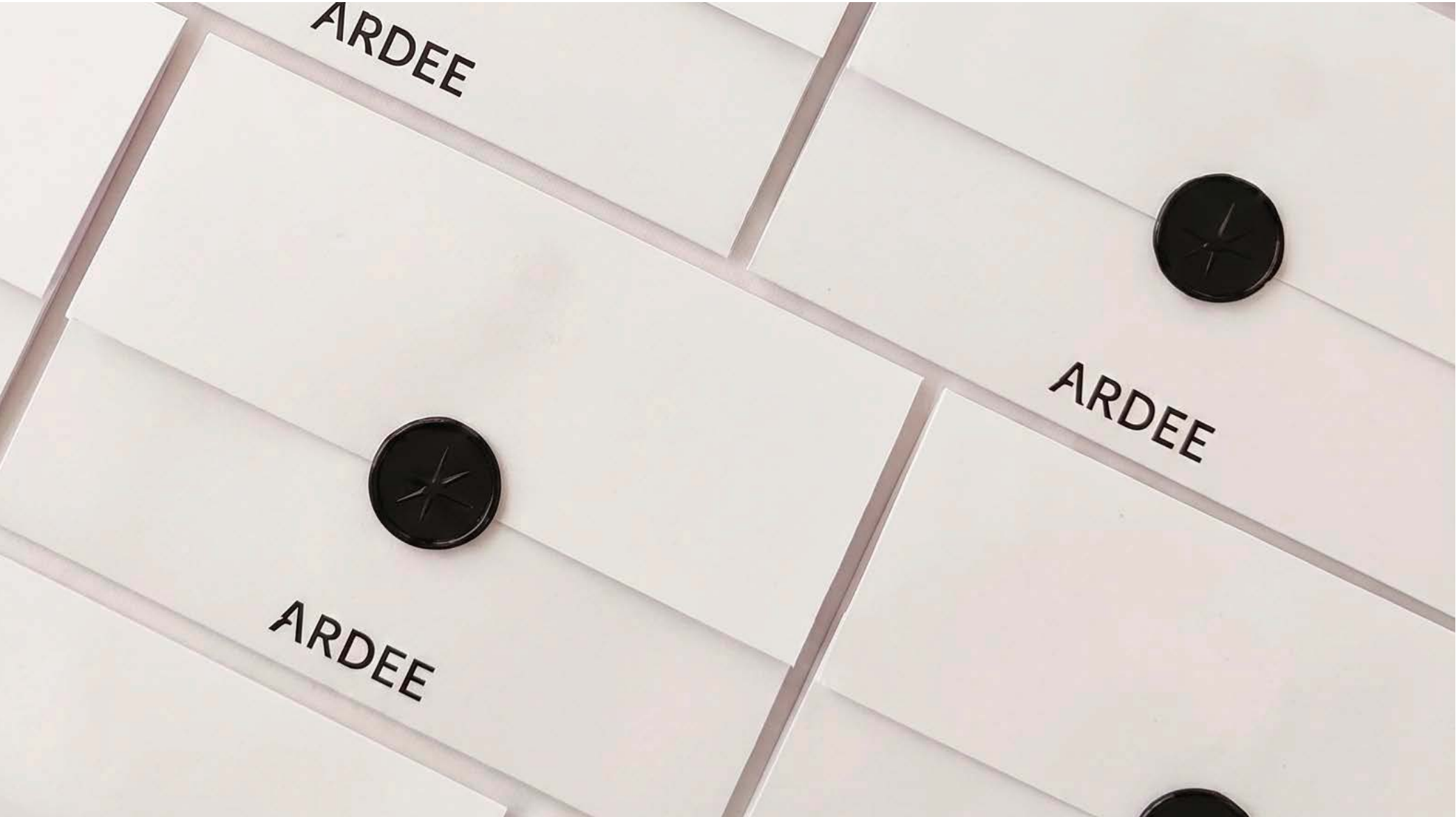
VIP INVITATION ENVELOPE

The following examples showcase the VIP invitation suite and its application across key touchpoints.

- Straight flap envelope with black foil embossing wordmark.
- Gold or black wax seal featuring the logomark.
- Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



VIP INVITATION SET

Gummed flap envelope with black foil embossing wordmark.

Black invitation card featuring gold foil logomark and printed event information.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



VIP INVITATION SET

Steep gummed flap with gold sticker seal featuring the embossed logomark.

Card featuring black foil embossing wordmark.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



VIP GIFT BAG

Debossed frame with black foil embossing wordmark and gold foil logomark with black grossgrain ribbon handles.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



VIP GIFT BAG

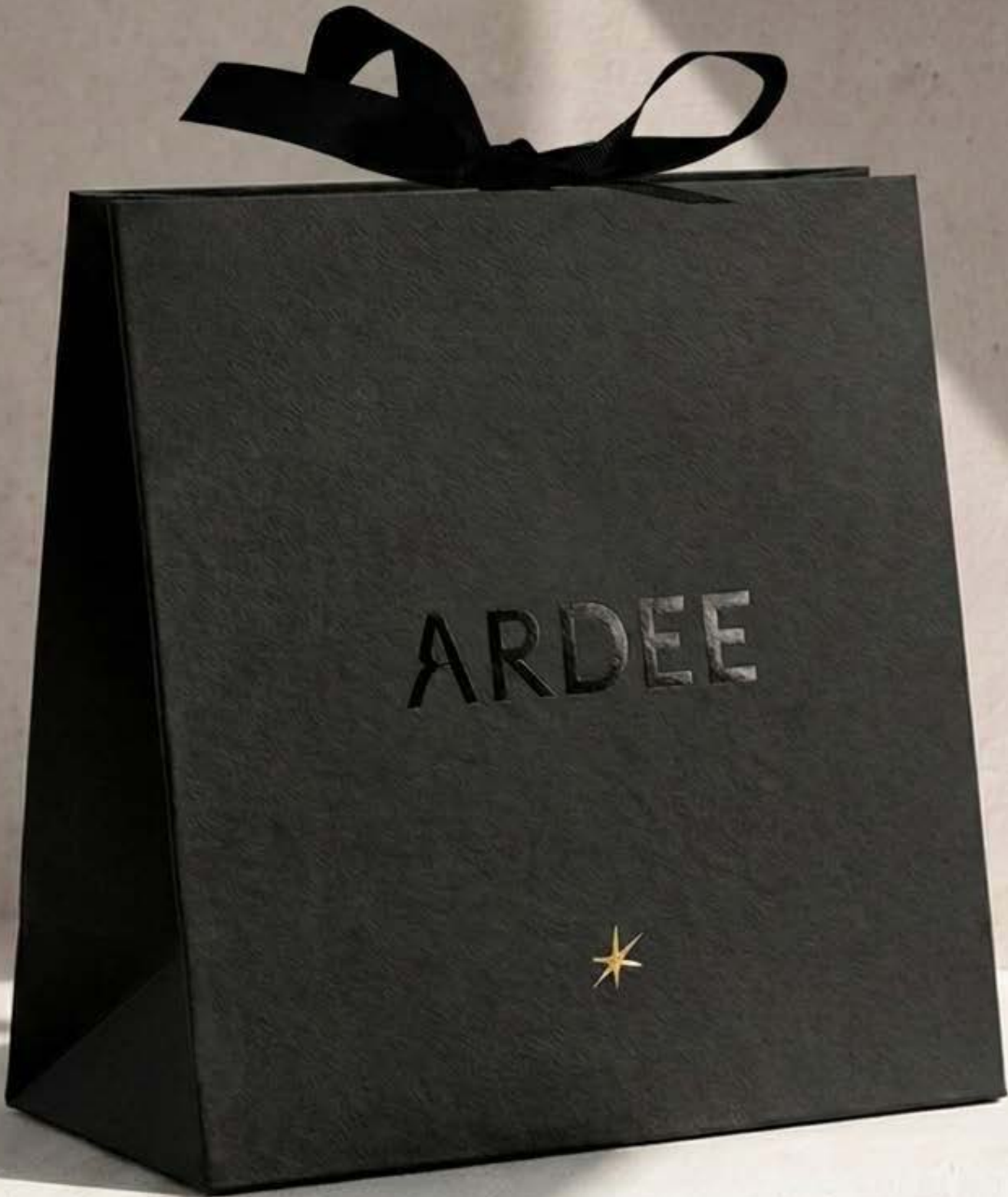
Black foil embossing wordmark and gold foil logomark with black grossgrain ribbon closure positioned at the top.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.





VIP GIFT BOX

Square rigid gift box with lid.

Debossed frame with black foil embossing wordmark and gold foil logomark.

The box may also be sealed with a wax seal featuring the logomark.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.





Mock-ups are for visual reference only.



VIP GIFT BOX

Square rigid gift box with lid featuring black foil debossed wordmark.

Strap detail wrapping one side of the box, secured with a gold pin featuring the logomark.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



VIP GIFT BOX

Black foil embossing wordmark positioned on the side (not front-facing).

Black grossgrain ribbon with cross-wrapping detail.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



VIP GIFT BOX

Round rigid gift box with a textured finish, finished with a black foil embossing wordmark on the front face.

Black silk cord wrapped around the lip, securing a gift card beneath it.

Gift card features a gold foil logomark.

Printers to advise on available paper stock.

Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.





Mock-ups are for visual reference only.



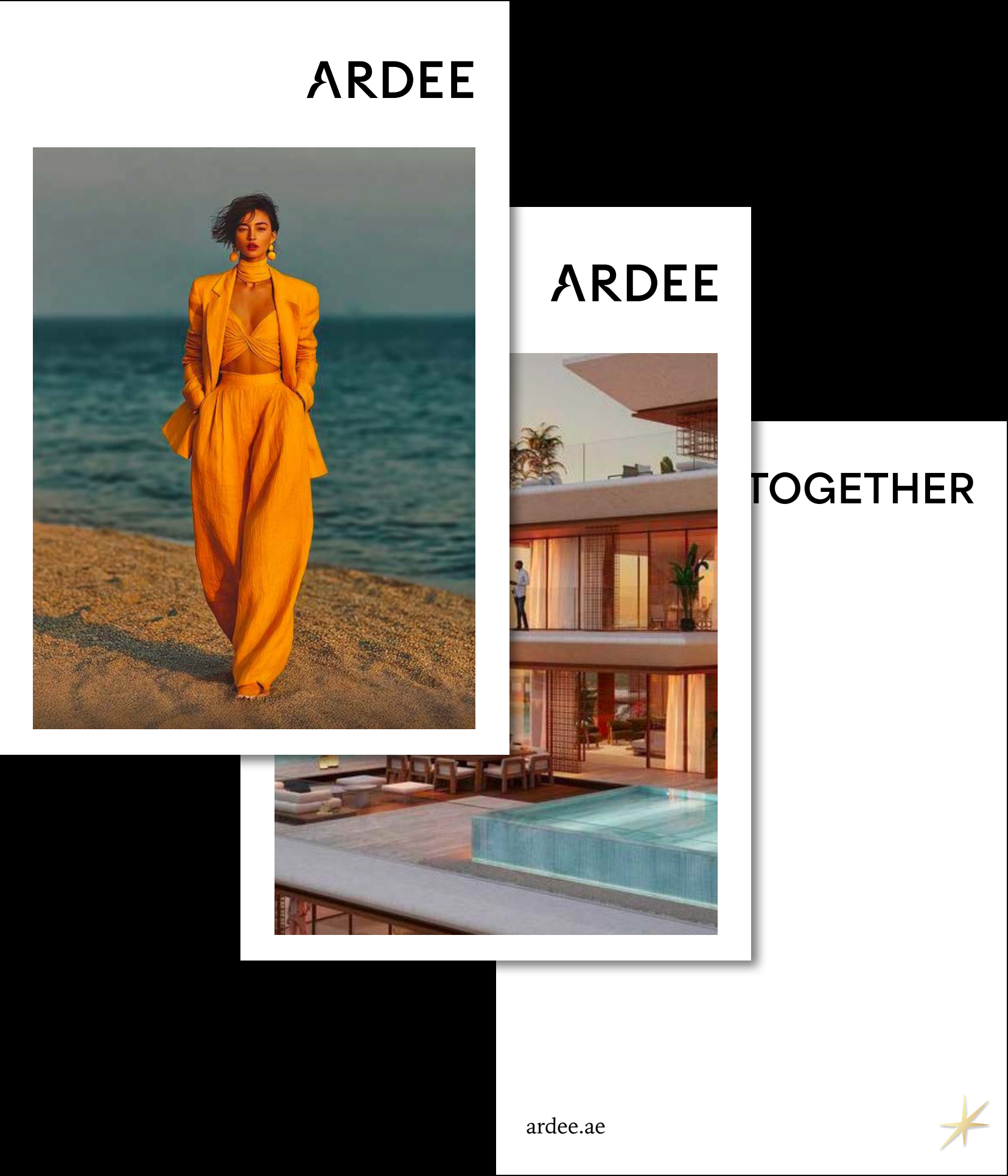
POSTCARD

Offset printing.

Black foil wordmark on the front and gold foil logomark on the back.

Printers to advise on available paper stock.

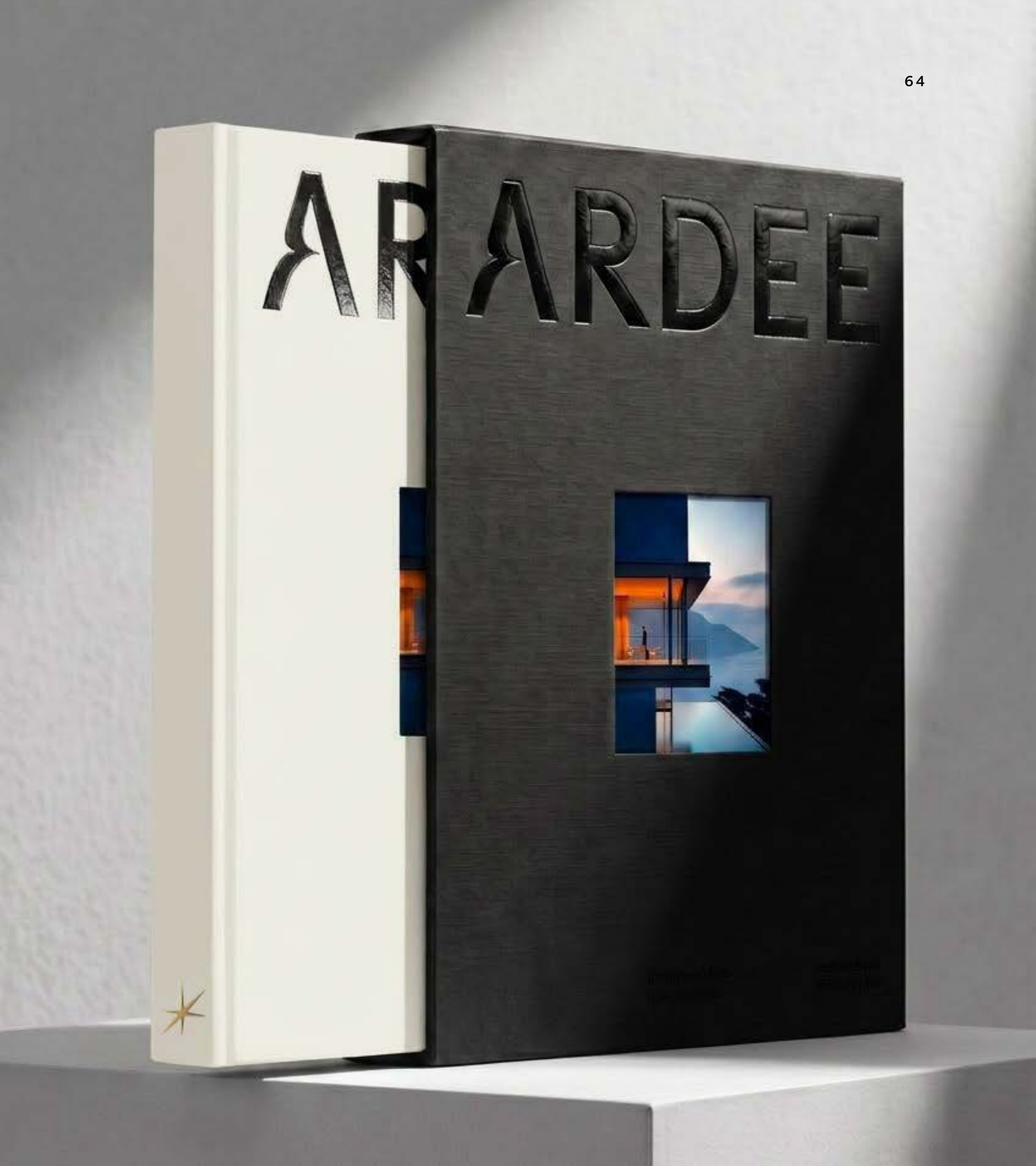
Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.



COFFEE TABLE BOOK

- Hardcover coffee table book with a durable, textured cover finish.
- Protective slip sleeve featuring a black foil wordmark.
- Cover features a debossed square with a mounted printed image inset (tip-on image).
- Gold foil logomark applied to the spine.
- Printers to advise on available paper stock.
- Premium tactile or textured stocks should be considered to elevate the overall finish and brand experience.

Mock-ups are for visual reference only.



RECOMMENDED PRINT FINISHES

The wordmark is recommended to be produced using black foil, creating a refined tonal finish with subtle reflectivity. This application reinforces the brand's understated aesthetic while maintaining strong legibility.

For a more tactile expression, the wordmark may also be applied using an embossed or debossed finish.



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RECOMMENDED PRINT FINISHES

The logomark is recommended to be produced in gold foil, serving as a premium accent that enhances the brand’s distinctive identity.

For a more tactile expression, the logomark may also be applied using an embossed or debossed finish.

Mock-ups are for visual reference only.

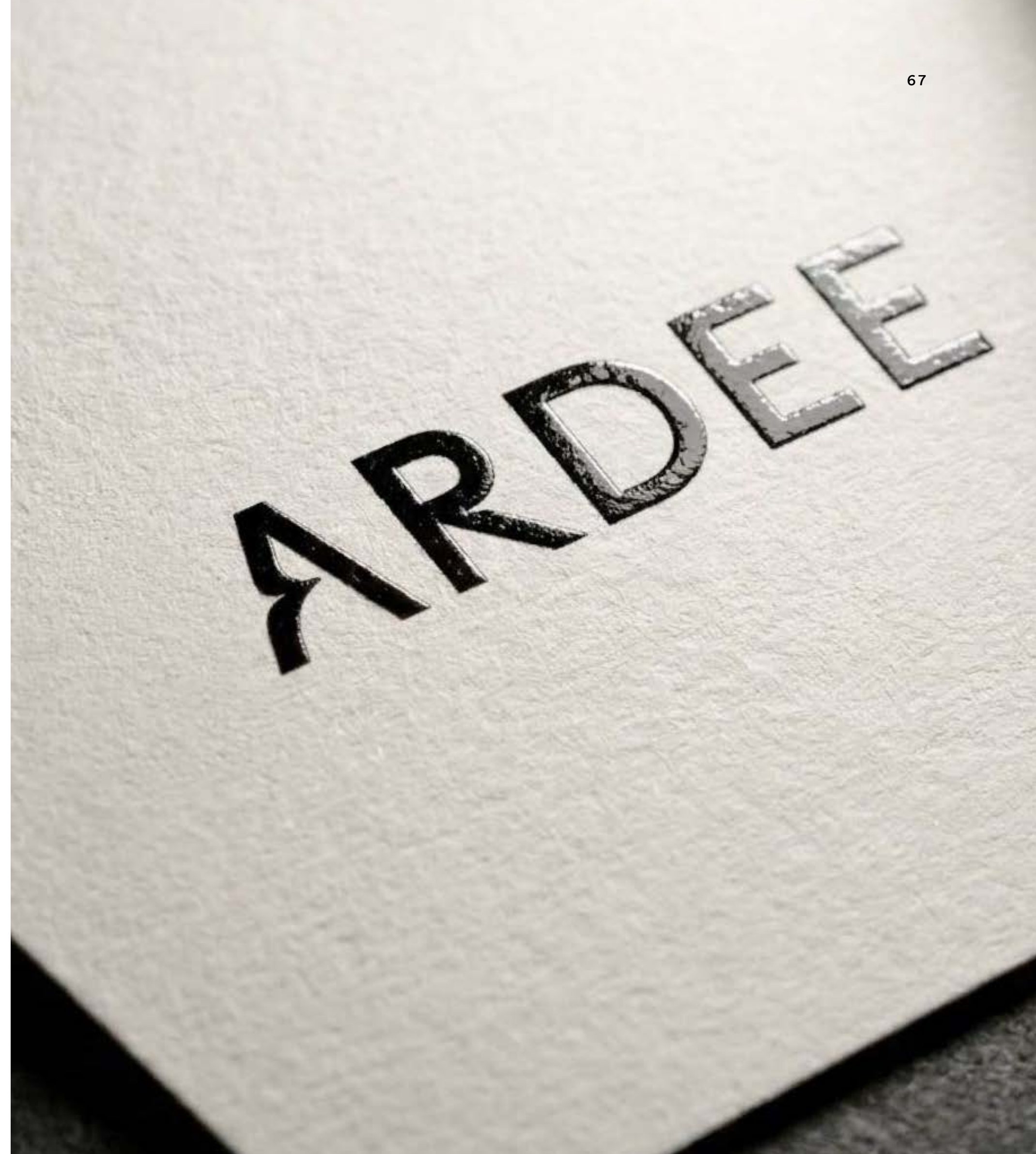


RECOMMENDED PRINT FINISHES

The logo lock-up recommended to be produced using black foil to achieve a cohesive and elegant presentation.

For a more tactile expression, the logo may also be applied using an embossed or debossed finish.

Mock-ups are for visual reference only.



STAFF PIN

The staff pin features the logomark in a gold finish. It is used as a subtle brand marker for staff, reinforcing identity in a refined and understated way.

20 mm diameter (top)
Polished gold metal finish with butterfly clutch backing.

18 mm width (bottom)
Die-struck logomark with recessed detailing.



INTERIOR SIGNAGE

Interior signage uses the full Ardee logo lockup to ensure strong and consistent brand presence across spaces. It is produced in black stainless steel with backlit illumination, creating a contemporary and refined expression of the brand within the built environment.

Mock-ups are for visual reference only.

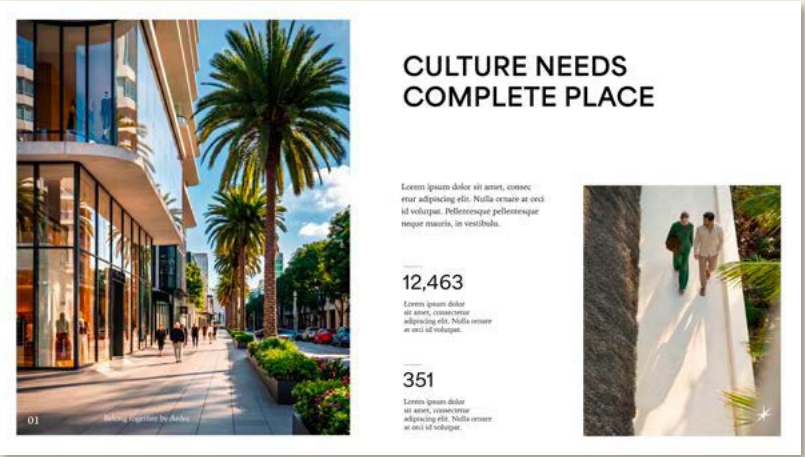


PRESENTATION TEMPLATE

The presentation template is designed to ensure clarity and consistency across all internal and external communications.

White is used as the primary background colour to enhance clarity and create a clean, refined layout system.

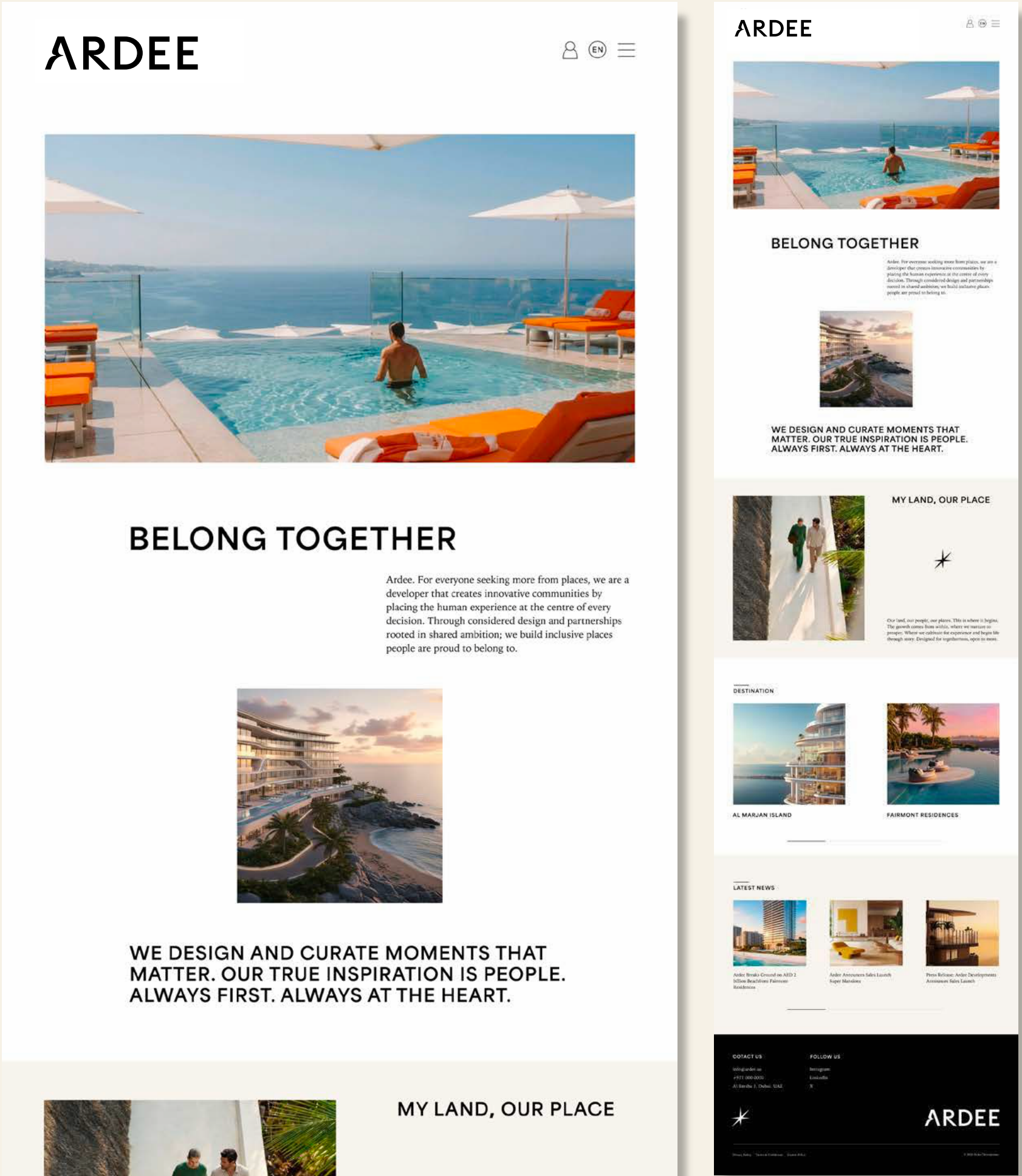
Images are for reference and illustrative purposes only.

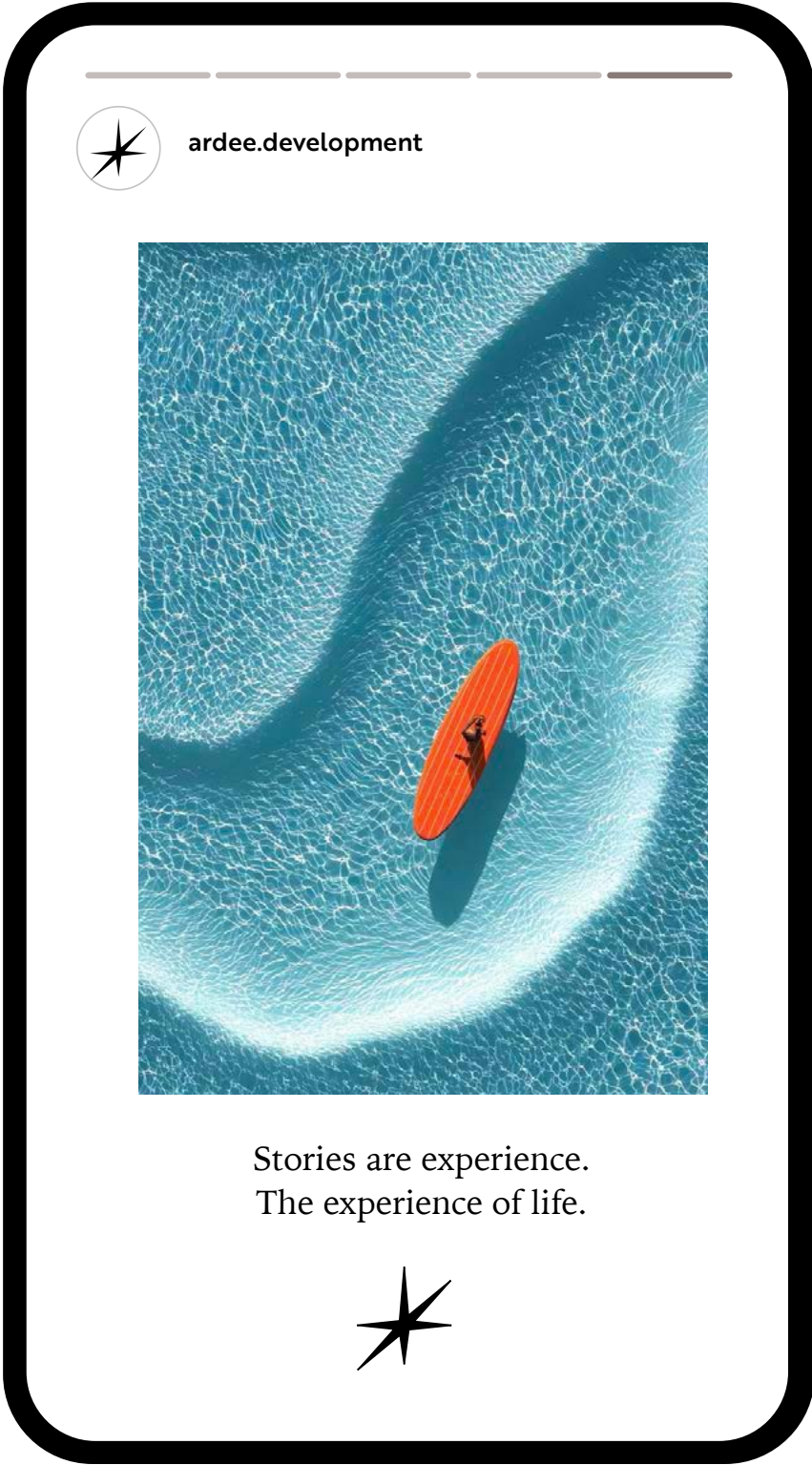
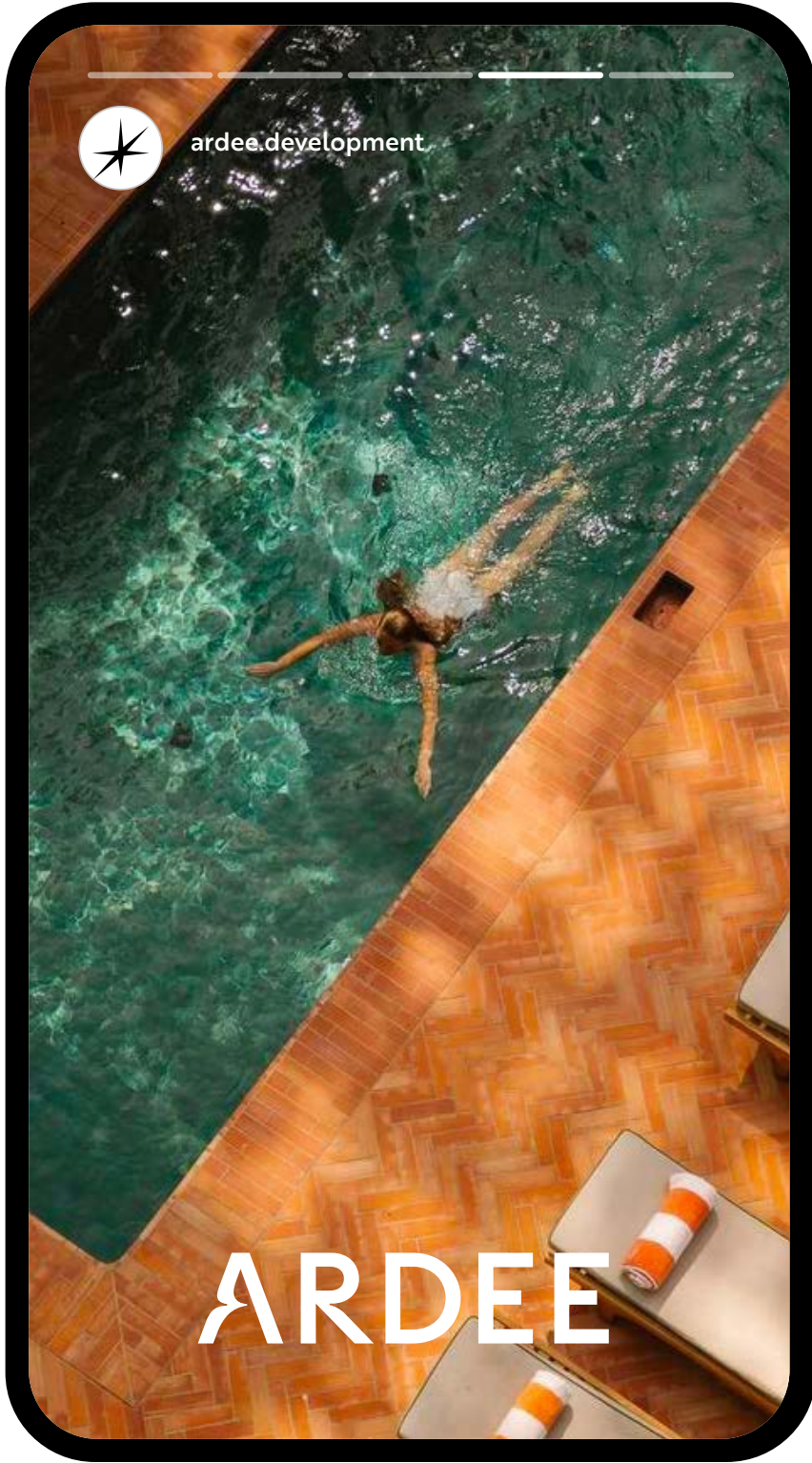
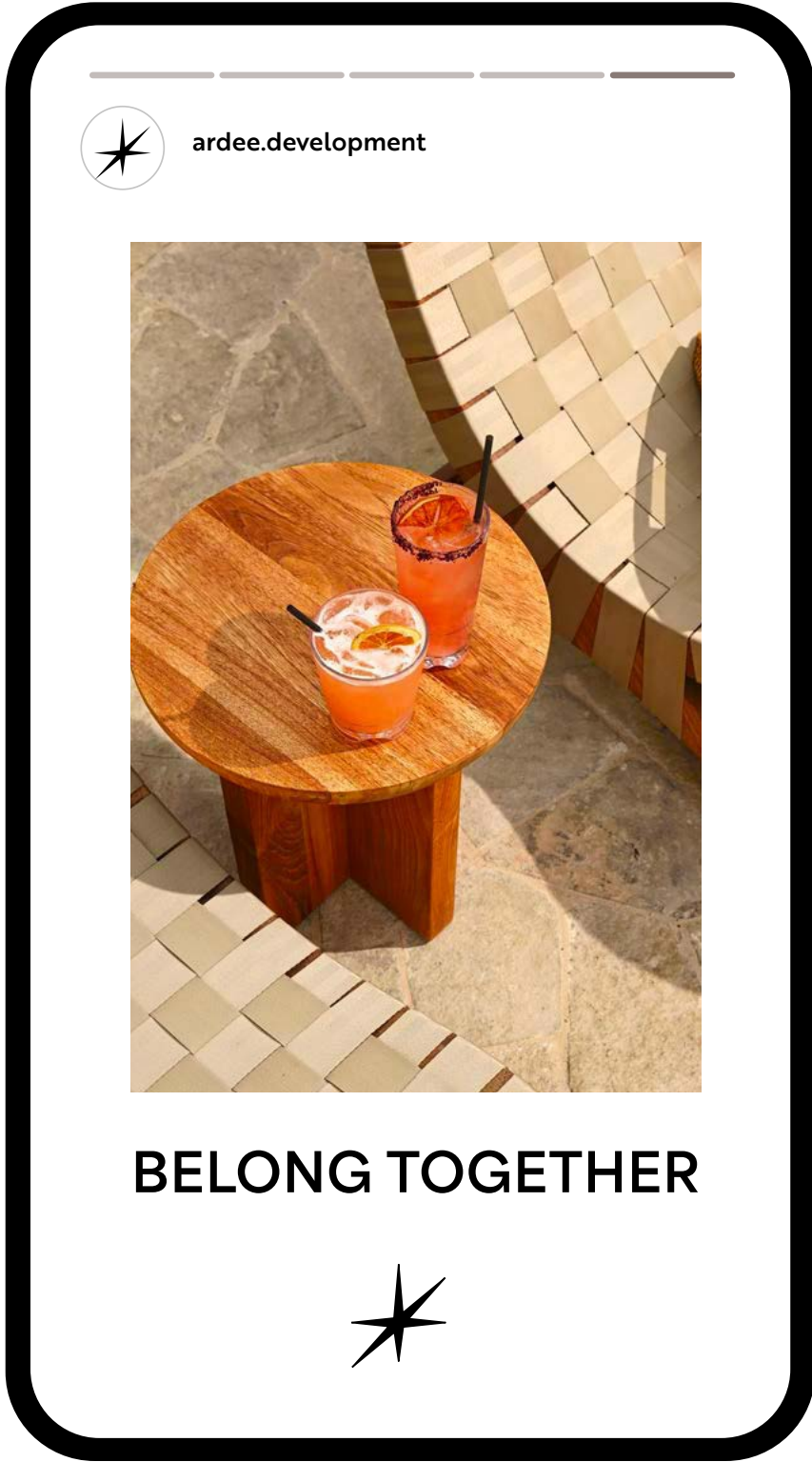


LANDING PAGE

The Ardee landing page serves as the primary digital entry point to the brand, designed to establish tone, clarity, and visual identity from the first interaction.

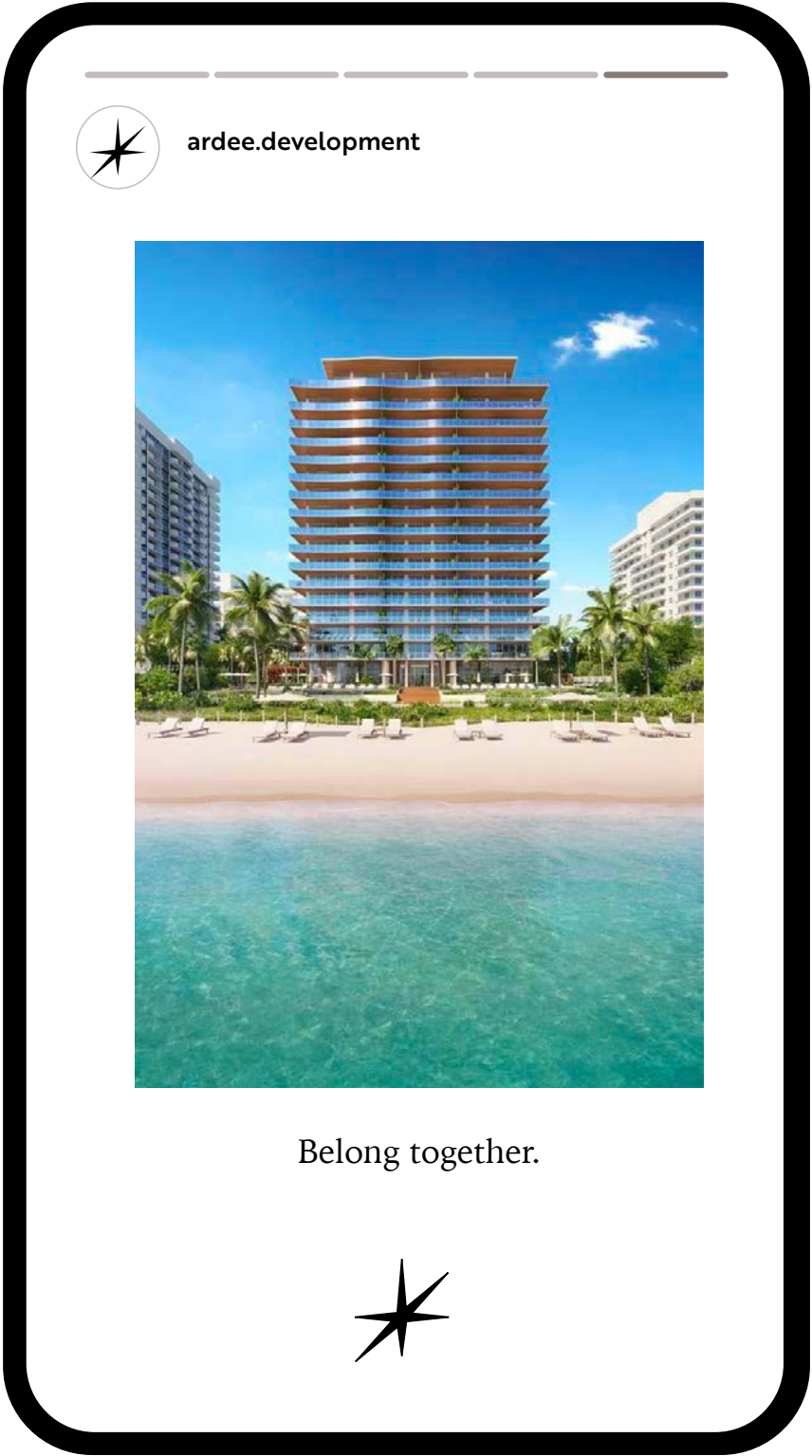
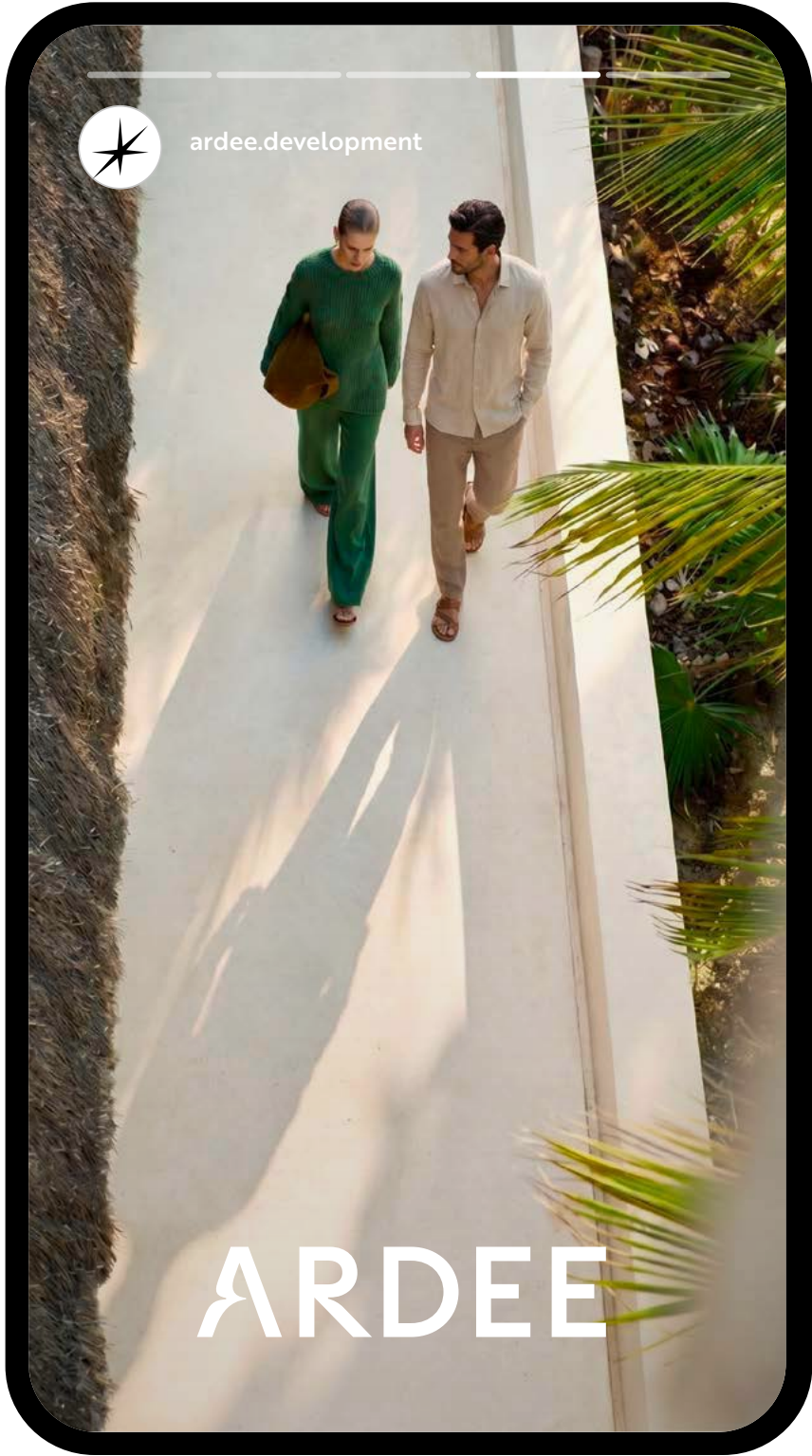
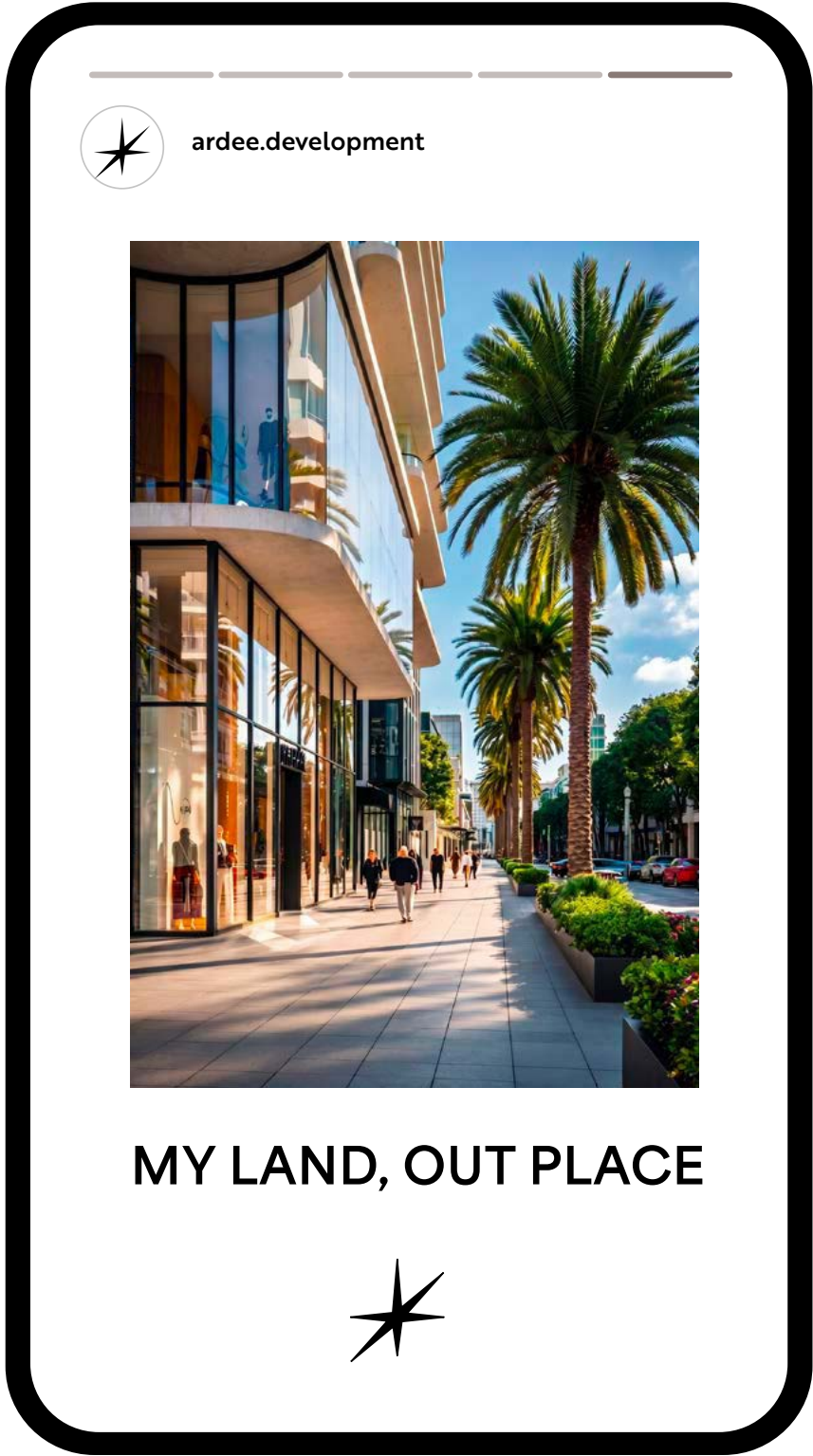
Images are for reference and illustrative purposes only.





The following examples show how static posts are displayed when designing within our guides.

Images are for reference and illustrative purposes only.



PRINT ADVERTISING

Ardee print advertising is designed to communicate the brand with clarity, impact, and refinement across editorial and out-of-home formats.

The wordmark and logomark may be used separately within layouts to create flexibility and visual balance, provided overall brand clarity and hierarchy are maintained. The logo must always remain clear, legible, and correctly applied.

Images are for reference and illustrative purposes only.

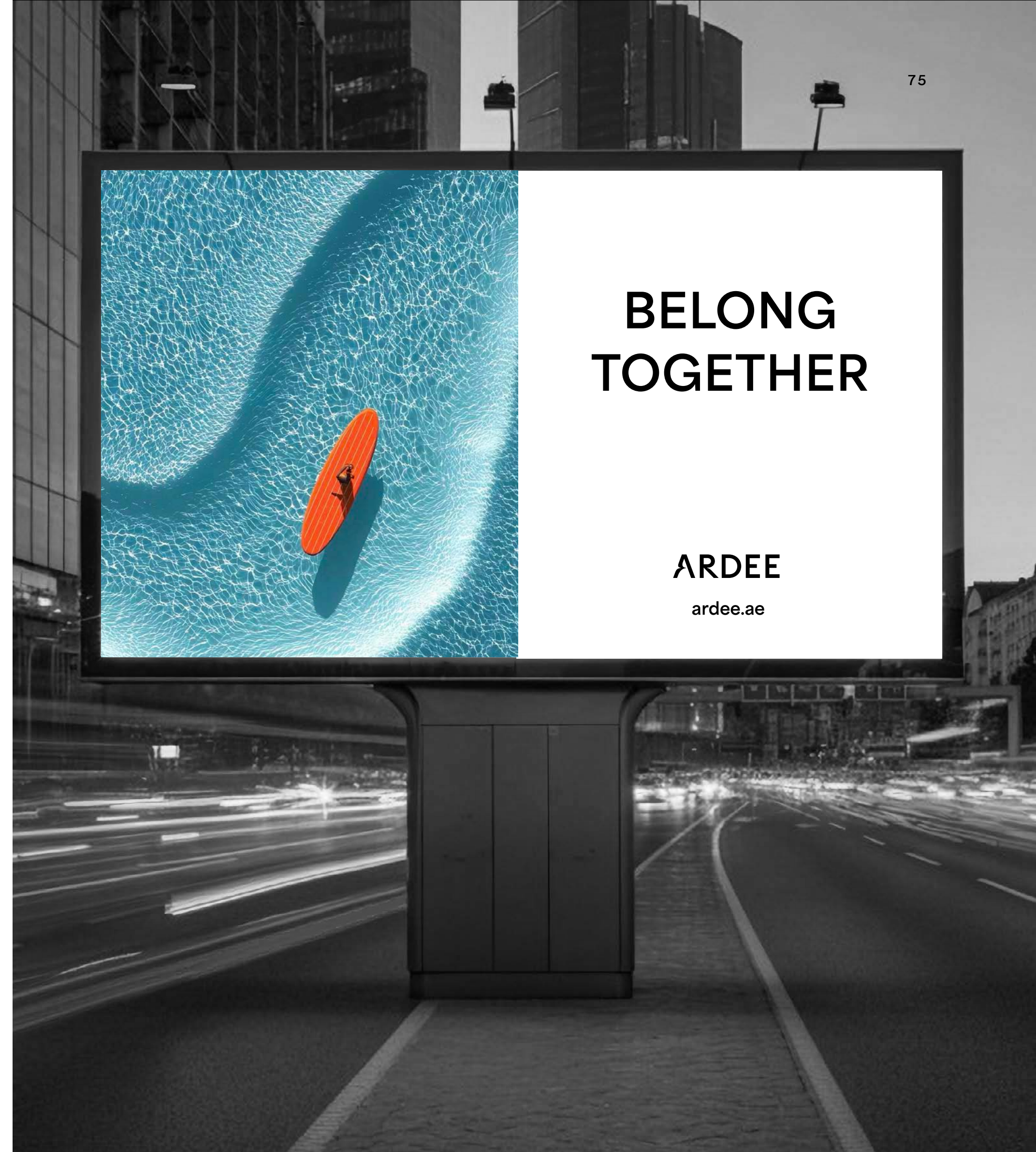


OUT-OF-HOME ADVERTISING

Ardee out-of-home applications prioritise impact, clarity, and immediate brand recognition.

The full logo lockup should be used with strong contrast and simple, bold layouts to ensure legibility at distance.

Images are for reference and illustrative purposes only.



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