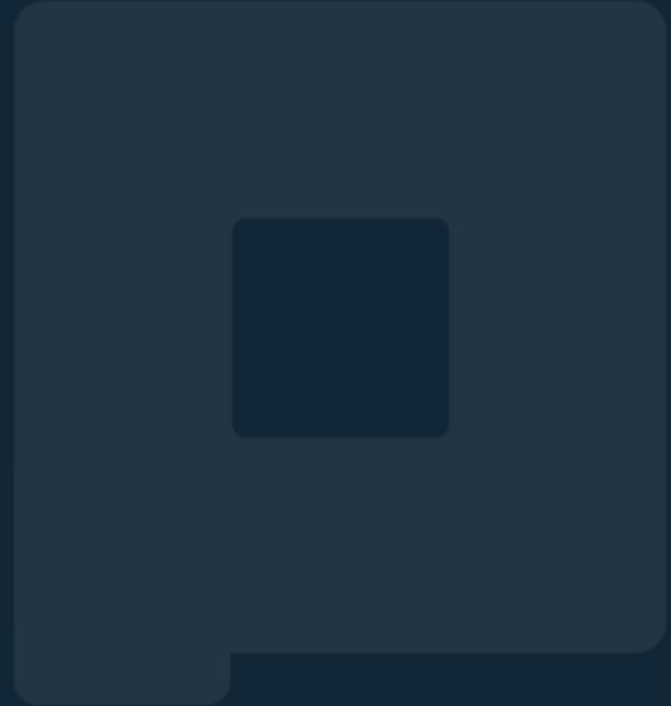




Brand
Identity
Guidelines

PRIORITY ONE

Priority One Holding's, experts specialize in Abu Dhabi properties . Company combines experience in real estate management and providing camp services to meet the diverse needs of its clients, whether they are looking for solutions to manage their real estate properties or all camp services or catering services.



 **PRIORITY ONE**
PROPERTIES

 **PRIORITY ONE**
CATERING

 **PRIORITY ONE**
HOTELS

INTRODUCTION

The new identity reflects Expats.cz. It is challenging, distinctive and innovative. However, the new identity can only make a positive impact if it is used consistently and correctly.

The Identity Style Guide has been developed to provide a comprehensive understanding of the new Expats.cz identity. It shows how to correctly implement the new design elements offline and online.

01 - Logo

02- Font

03- Color palette

04-Graphics

Priority one Holding



Priority one Properties



Priority one Catering



Priority one Hotels



Priority one Holding

LOGO 01



Priority one Properties



Priority one Catering



Priority one Hotels





FONTS

1. Primary font
2. Secondary fonts

Font

Primary Font

Barlow Bold 46pt

Barlow Bold 26pt



Secondary Font

Barlow Medium 20pt

Barlow Bold 13pt



Our primary font is **Barlow** .

A modern geometric font, it is interesting enough for headlines and legible enough in small sizes for bodycopy.

It is free to use from Google.

Note:

The font Barlow Bold can be used for all the designed logos



COLOR PALETTE



COLOR PALETTE



RGB: rgb (17 38 56) CMYK
Red: 17 C: 92%
Green : 38 M: 75%
Blue : 56 Y: 52%
 K: 58%

HEX Code : #112637



RGB: rgb (186 71 8) CMYK
Red: 186 C: 20%
Green : 71 M: 83%
Blue : 8 Y: 100%
 K: 10%

HEX Code : #ba4708



RGB: rgb (72 149 45) CMYK
Red: 72 C: 92%
Green : 149 M: 75%
Blue : 45 Y: 52%
 K: 58%

HEX Code : #48952d



RGB: rgb (34 139 186) CMYK
Red: 34 C: 80%
Green : 139 M: 34%
Blue : 186 Y: 10%
 K: 0%

HEX Code : #228bba

GRAPHICS





Business Card



ID Card Badge

PRIORITY ONE
PROPERTIES

Thomas Smith
Designer

P : 971 xx xxxx xxx
W : www.yourwebsitename.com
A : ABU DHABI, ALDHAFRAH

Date : 24 November, 2025

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PRIORITY ONE
CATERING

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Your Street Address
New York City Zip - 00

PRIORITY ONE

PRIORITY ONE
PROPERTIES

PRIORITY ONE
CATERING

PRIORITY ONE
HOTELS

Head Letter

Uniform



Flag

Delivery Van





UNIFORM



GIFT BOX



COLLECT

BRANDS

Light

Reguler

Real Estate



PRIORITY ONE

BELOVED CLIENT

Mockups can help you be more efficient and creative. They allow you to show parts of your design in a way that makes it easy for others to understand how your project will look like. Mockups can help you be more efficient and creative. They allow you to show parts of your design in a way that makes it easy for others to understand how your project will look like.

SPECIAL ONE

Understand how your project will look like. Mockups can help you be more efficient and creative.

ABOUT

Mockups can help you be more efficient and creative. They allow you to show parts of your design in a way that makes it