BRAND GUIDELINE V2.0

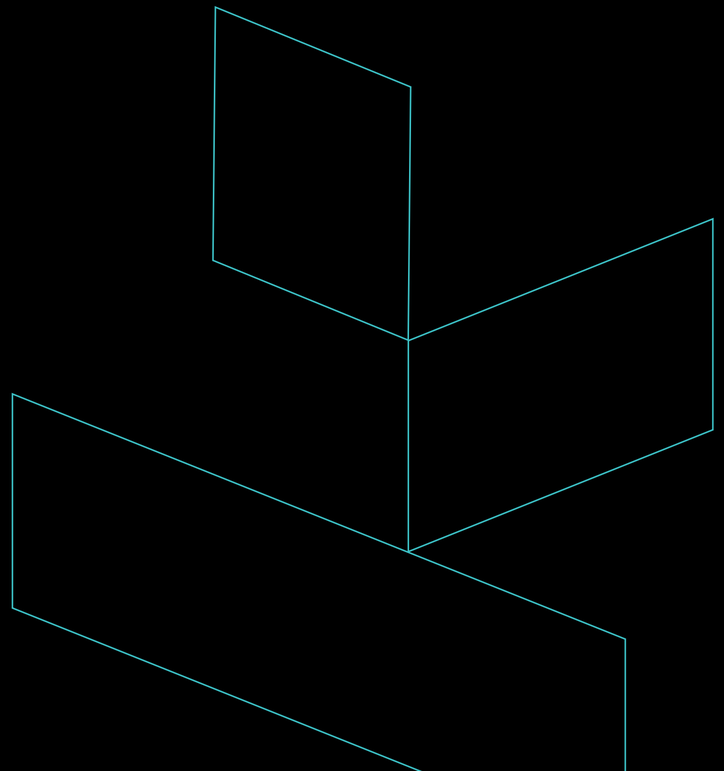


# WHAT IS THE BRAND?


OUR STORY

OUR VISION

OUR MISSION

Welcome. In the pages ahead, you will find the building blocks of the Dubai South Business Hub Free Zone identity. The standards that guide how we communicate, how we appear, and how we behave as a brand.

The guidelines ensure every interaction feels consistent and reflects a free zone built with structure and designed for long-term growth. The framework sets out a clear approach on how the brand is communicated across every channel and format.

That consistency is what builds reliability.

# OUR STORY

A new economic corridor has risen in Dubai South; a district positioned between two major cities and built to welcome the next wave of businesses driving the UAE's future. This is where opportunity is shifting, and where founders are finding the place to begin.

Dubai South Business Hub Free Zone is created for founders who like to get things moving. A place of possibility, where ideas become real because the environment enables it.





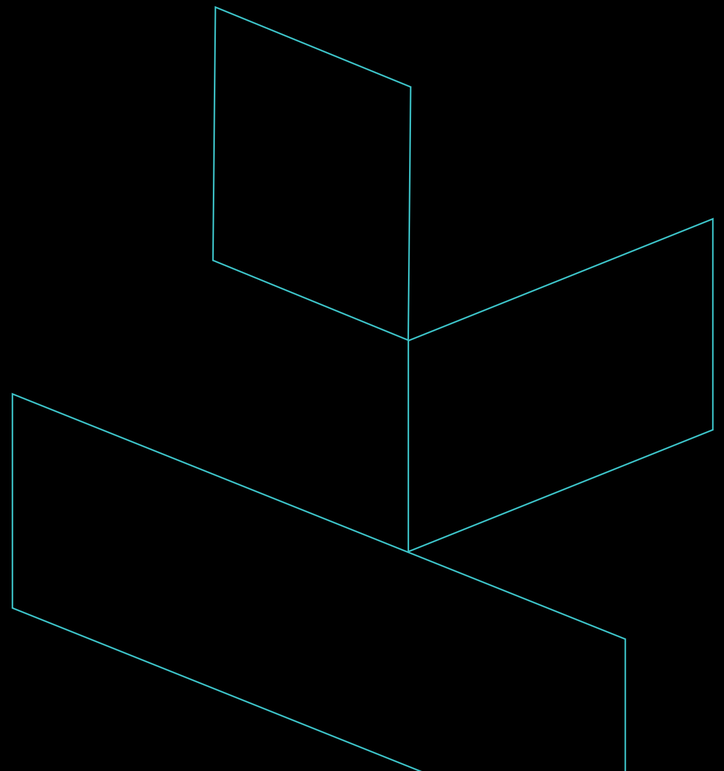
# AIM

To establish a free zone aligned with the UAE's strategic direction, where sustainable growth is made possible through integrated infrastructure, modern technology, and solutions designed for forward-thinking businesses. It is an environment where entrepreneurs and investors can begin, operate, and expand, supported by digital services, sector-specific expertise, and a connected trade network that evolves with them.

## HOW THE BRAND

# BEHAVES?

- BRAND PERSONALITY
- BRAND ATTRIBUTES
- OUR VOCABULARY



# BRAND PERSONALITY

Dubai South Business Hub Free Zone helps founders make informed decisions through clear communication. We explain how the business setup works, what is required at each stage, and how early decisions affect future operations.

We focus on getting the fundamentals right: selecting the appropriate license, structuring activities correctly, understanding compliance requirements, and planning for future changes such as additional visas, new business activities, or changing the business structure.

Our role is to provide:

- **INNOVATION WITH PURPOSE**
  We integrate digital systems to simplify the business setup journey. These systems reduce paperwork, limit repetition, and shorten processing time, improving accuracy and overall efficiency.
- **PROCESSES YOU TRUST**
  Processes are defined and followed consistently. Requirements are communicated upfront, making timelines more realistic, and predictable. This helps founders avoid guesswork or revisit decisions unnecessarily.
- **SUPPORT THAT DELIVERS**
  Support is practical and efficient. Founders receive guidance when selecting business activities, preparing documentation, and completing formal steps such as licensing, visas, and post-setup requirements.
- **PLATFORM THAT EVOLVES**
  The free zone is structured to adapt to changes. Business licenses, activities, and services are designed to help businesses scale. This ensures early decisions support operations as the business evolves.
- **NO SURPRISES**
  Processes do not change without reason, and standards are applied evenly for founders and expanding businesses. Consistency allows founders to plan with confidence and avoid operational disruption.



# BRAND ATTRIBUTES

These attributes describe how Dubai South Business Hub Free Zone behaves in practice and how founders experience the brand. They are visible in everyday interactions, from the first enquiry, to growth and long-term operations. This is what founders can expect when setting up and running their business here.

## MOMENTUM.

We enable progress without unnecessary delay. Decisions and processes are designed to move businesses forward efficiently, while ensuring requirements are addressed correctly from the start.

## STRUCTURE.

Clear systems guide how businesses are set up and operated. Steps are defined, requirements are explained upfront, and processes follow a logical order that supports growth.

## CONNECTIVITY.

The free zone operates within a connected business environment. Direct access to major logistics corridors supporting regional and global trade. strengthens how businesses operate and expand.

## SUPPORT.

Guidance is practical and focused on completion. Founders receive clear direction at key stages, helping them take action without confusion or unnecessary follow-up.

## CONSISTENCY.

Processes are applied in a clear and consistent way. Standards are stable, allowing businesses to plan confidently and adapt without disruption caused by sudden changes.

# OUR VOCABULARY

Our vocabulary reflects the way Dubai South Business Hub Free Zone works. It is direct, measured, and built around words that mean something. We avoid exaggeration and informal phrasing, keeping an evocative language that is dependable across every channel.

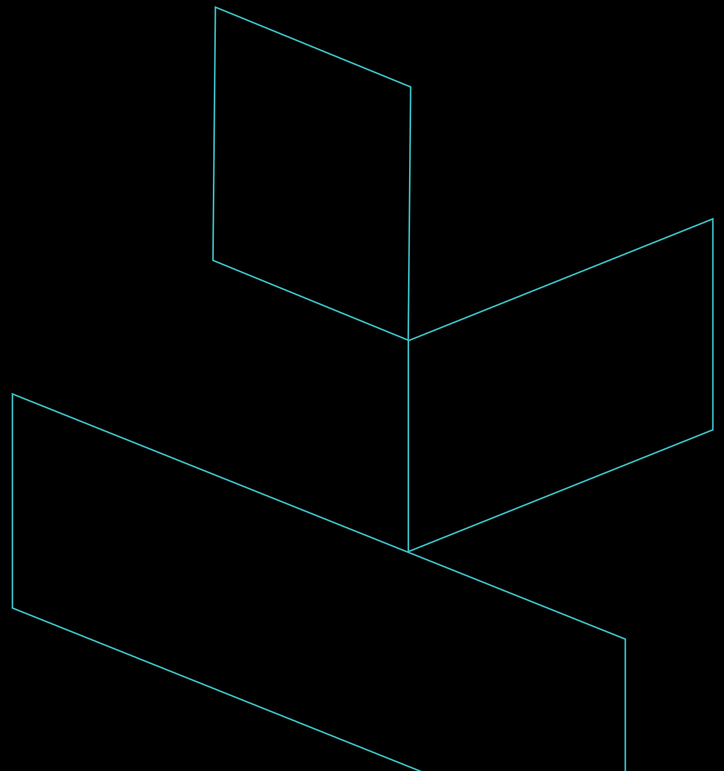
These words guide how we describe movement, structure, and the environment founders build within.

CORE.
BUSINESS.
FOUNDER.
STARTUPS.
TONE.
PLACE.
CONNECTIVITY.

# WHAT MAKES THE BRAND

# UNIQUE.

- CORE DIFFERENTIATORS
- BRAND ARCHETYPE



# CORE DIFFERENTIATORS

Dubai South Business Hub Free Zone sits within a master-planned city built around aviation, logistics, and trade. These differentiators define how the free zone operates and what founders can expect when they choose to build and manage their business here.

## DIRECT ACCESS TO MULTIMODAL TRADE CORRIDORS

Positioned close to Al Maktoum International Airport, Jebel Ali Port, Etihad Rail, and major road networks, the free zone sits within a dynamic aerotropolis. This proximity supports the steady movement of goods across air, sea, and land routes, linking businesses directly into the region's trade network.

## SPACE DESIGNED TO GROW WITH THE BUSINESS

Customisable warehouses, scalable workspaces, and proximity to the Mohammed Bin Rashid Aerospace Hub form part of a planned industrial landscape. Each element is designed to operate within a connected district where infrastructure supports both modern operations and global business needs.

## STRUCTURED PATHWAYS TO SETUP

Company formation, licensing, and visa processes are designed to be clear and structured, with each step managed digitally. Founders can move from planning to operation with fewer touchpoints, supported by expert guidance and a streamlined experience.

## BACKED BY DUBAI'S ECONOMIC VISION

Dubai South Business Hub Free Zone is part of a city aligned with the UAE's long-term focus on trade, aviation, and economic diversification. Businesses operate within an environment developed by national priorities for growth, innovation, and global connectivity.

## ACCESS TO AN EXPANDING GLOBAL GATEWAY

As Al Maktoum International Airport advances into its next phase, businesses based in the free zone remain close to a growing global gateway. This access delivers long-term advantages across trade routes, movement of people, and growing trade volumes.

# BRAND ARCHETYPE

Dubai South Business Hub Free Zone is defined by an Architect approach, guided by an Explorer mindset, and positioned as a Challenger within the business setup landscape. The brand is built on structure, foresight, and digital systems that support businesses over time, while recognising that founders often move through unfamiliar territory when setting up or restructuring their operations.

As an Architect, the free zone prioritises clear pathways and well-defined processes. Decisions are made with long-term impact in mind, ensuring businesses have a foundation that holds as they grow or evolve.

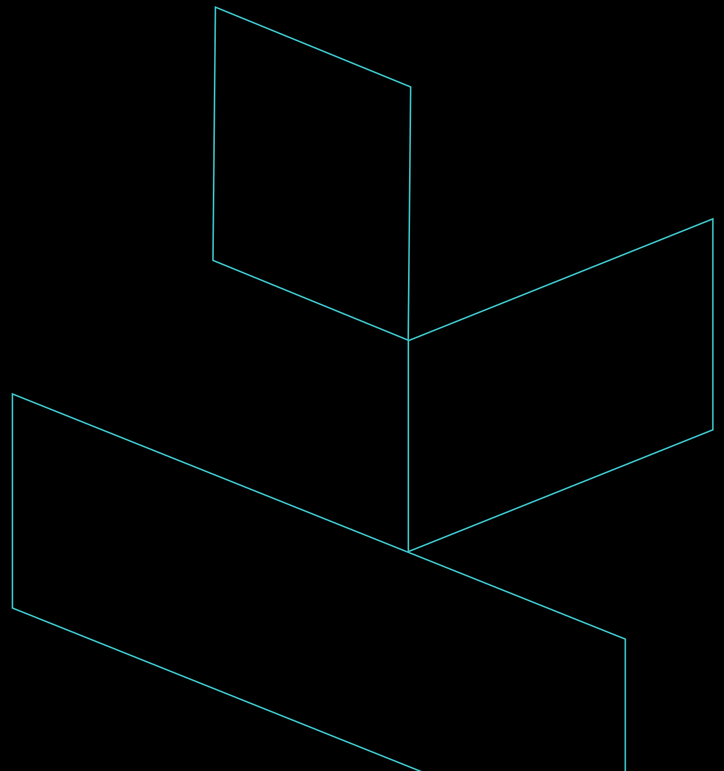
Guided by an Explorer mindset, the brand enables progress without resistance. It supports movement, adaptation, and informed risk-taking, while maintaining the structure needed to function with control and confidence.

Together, this balance defines the brand's Challenger position. Rather than focusing on speed or promotion alone, Dubai South Business Hub Free Zone challenges the typical transactional setup models by prioritising informed decision-making, structured growth, and long-term viability.

The result is an ecosystem that allows founders to move forward with clarity, knowing they are building within a free zone designed for stability, adaptability, and sustained success.



# WHO THE BRAND SPEAKS TO.



# AUDIENCE

Dubai South Business Hub Free Zone is built for people making considered business decisions. It supports founders at different stages, from those starting out to businesses that are growing, restructuring, or formalising their operations within a connected district.



## PRIMARY AUDIENCE

These are new founders, startups, and SMEs at the beginning of their business journey. They are looking for a reliable environment to start and operate with clear guidance, defined processes, and a straightforward setup that removes uncertainty and supports early momentum.



## SECONDARY AUDIENCE

Established businesses entering their next phase of growth. They require a stable operating base, systems that hold as their activity increases, and the ability to expand without disrupting existing operations. This includes businesses in e-commerce, trade, consultancy, and digital services that need structure to scale.

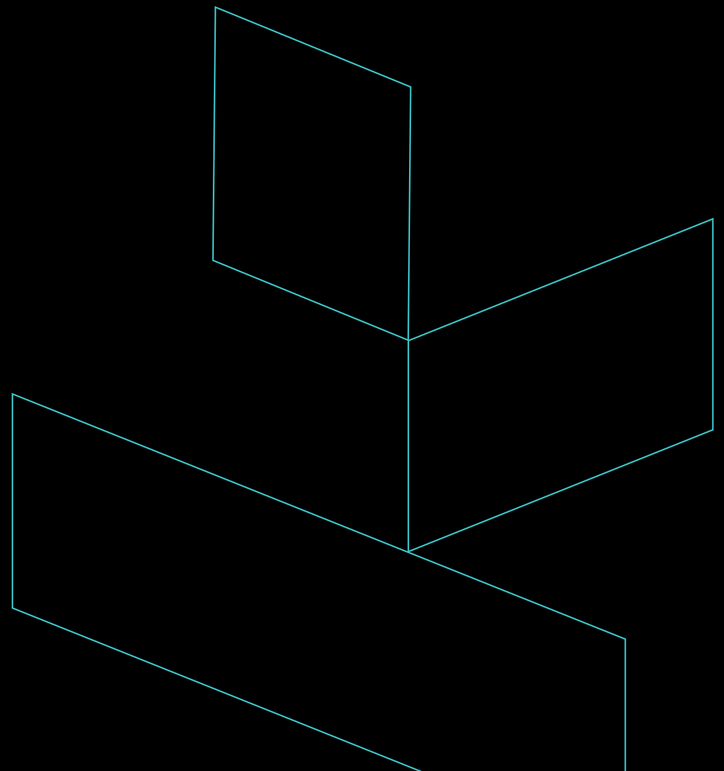


## THIRD AUDIENCE

Experienced or mature businesses setting up Special Purpose Vehicles (SPVs) or holding companies to structure ownership, separate risk, manage assets, or consolidate group entities. This audience is focused on well-rounded governance, streamlined control, being compliant, and planning long-term. They value clarity, data-driven planning, and an environment designed for efficient structural decisions.

# WHAT THE BRAND

# SAYS.

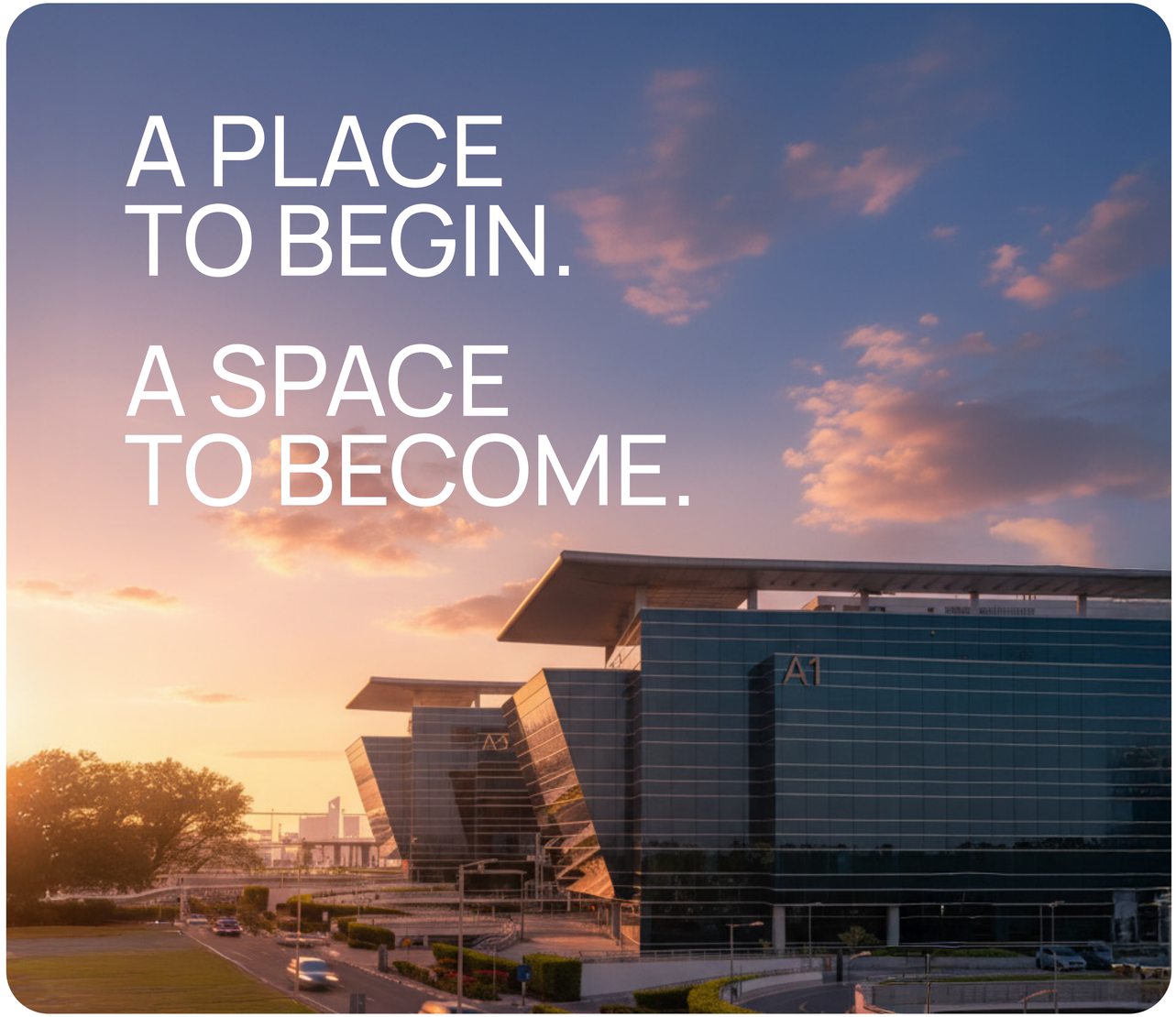


# OUR CORE MESSAGING

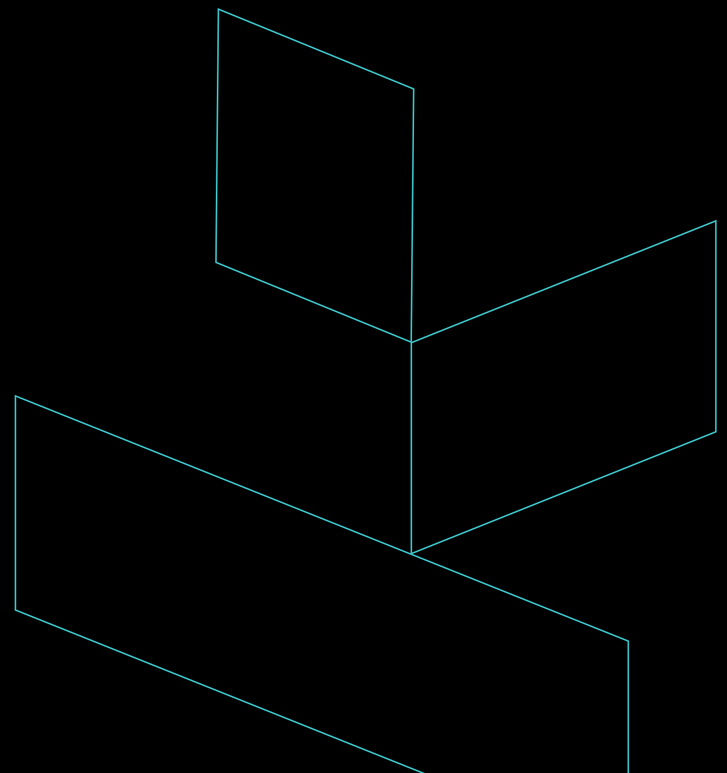
The free zone offers founders a way to establish their business, supported by a clear pathway to get licensed, flexible visa options, multiple business activities, and an environment shaped for steady progress. Every message shared reinforces that this is a free zone designed to strengthen business foundations from day one.

To communicate this consistently, our messaging focuses on:

- **SIMPLIFIED COMPANY FORMATION**
  A streamlined business setup experience, with licensing arranged to help founders easily begin.
- **FLEXIBLE BUSINESS NEEDS**
  Multiple business activities, scalable visa allocations, and scalable solutions that adapt as businesses grow.
- **ENVIRONMENT DESIGNED FOR STEADY PROGRESS**
  Digital systems, defined processes, and guidance that reduce obstacles and keep progress steady.
- **CONNECTIVITY WITHIN A MASTER-PLANNED CITY**
  Proximity to major transport routes and a growing economic corridor that supports daily operations and long-term planning.
- **SUPPORT TO STRENGTHEN A FOUNDER'S JOURNEY**
  Access to partners, services, and expertise that simplify banking, compliance, and important operational steps.
- **FOUNDATIONS DESIGNED FOR GROWTH**
  A free zone designed with foresight, giving startups and growing businesses room to build steadily.



# HOW THE BRAND IS EXPRESSED.

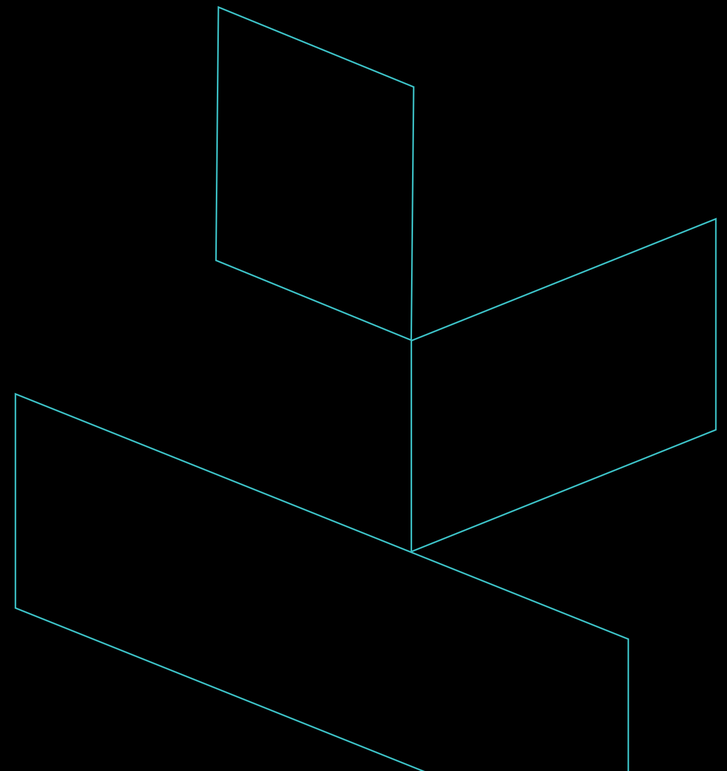


# OUR CONTENT BUCKET

These content buckets organise our story around what founders value most: how they begin, how they operate, where they build, and the support that surrounds them. The content bucket keeps our messaging clear, practical, and aligned with the strengths of Dubai South Business Hub Free Zone.

- **THE FOUNDER JOURNEY**
  Guiding founders through every step of starting their business.
- **OPERATIONAL INFRASTRUCTURE**
  Showcasing structured systems that support consistent and scalable operations.
- **LOCATION ADVANTAGE**
  A strategic base connected to major economic routes.
- **GROWTH ENABLEMENT**
  Flexible options that allow businesses to expand over time.
- **BUSINESS SUPPORT ECOSYSTEM**
  Specialised services that reduce complexity, strengthening a founder's journey.
- **SECTOR-SPECIFIC OPPORTUNITIES**
  Spotlighting key industries and emerging businesses.
- **THE DUBAI SOUTH ECONOMIC STORY**
  The long-term value building within a city, designed for future growth.

# WHERE THE BRAND COMMUNICATES.



# OUR COMMUNICATION CHANNELS

## ONLINE

Dubai South Business Hub Free Zone uses a set of channels to communicate its messaging to its target audience about the free zone, the process of setting up, and the environment they are entering. Each platform has its own role in helping the target audience find the information they want, and in the format they prefer to see it in.

## PERFORMANCE AND ORGANIC

Online communication is delivered through performance and organic channels. Performance uses paid campaigns on Google, Meta, YouTube,TikTok, X, and Bing to reach the target audience. On the other hand, organic content on LinkedIn, Meta, YouTube, TikTok, Google, and X builds understanding and long-term awareness.

We use these channels:

### LinkedIn

A platform to reach founders, partners, and industry stakeholders with clear information and timely updates. We use it to share structured guidance, announcements, and insights that support confident decision-making.

### Meta (Instagram & Facebook)

A visual channel that introduces the offering and the environment. Here, we highlight how the free zone works, showcase the space, and communicate key information in a clear, visual format.

### YouTube

A platform for deeper explanation and search-driven discovery. We use it to share long-form walkthroughs, stories, and process-led content that helps founders understand how the free zone works and the opportunities within the Dubai South.

### Google/Bing

This is a platform where people search for reliable information. Being present here allows us to address key details around a business setup, licensing, and costs at the point they are being explored.

### TikTok

A short-form platform used to explain processes clearly. We highlight key benefits and show how the free zone works using concise, visual storytelling.

### X

A real-time communication channel for updates and announcements. Here, we share timely information and guidance that helps people stay aware of the brand.



## PR (Digital)

A channel that strengthens visibility through news, articles, and feature stories across online publications. We use it to share updates, milestones, and information that helps people understand the free zone through trusted and authorised domains.

## OFFLINE

### EVENTS AND WORKSHOPS

The activations help build awareness by giving founders a clear understanding of setup, licensing, and the opportunities within Dubai South Business Hub Free Zone. These sessions share practical insights, supporting materials, and access to well-informed experts, helping founders understand the environment they are entering.

### PRINTED MATERIALS

Guides, brochures, roll-up banners and handbooks that explain the free zone's processes and offerings in a format founders can refer back to. These materials provide a reliable point of reference throughout setup and expansion.

### BUSINESS PUBLICATIONS

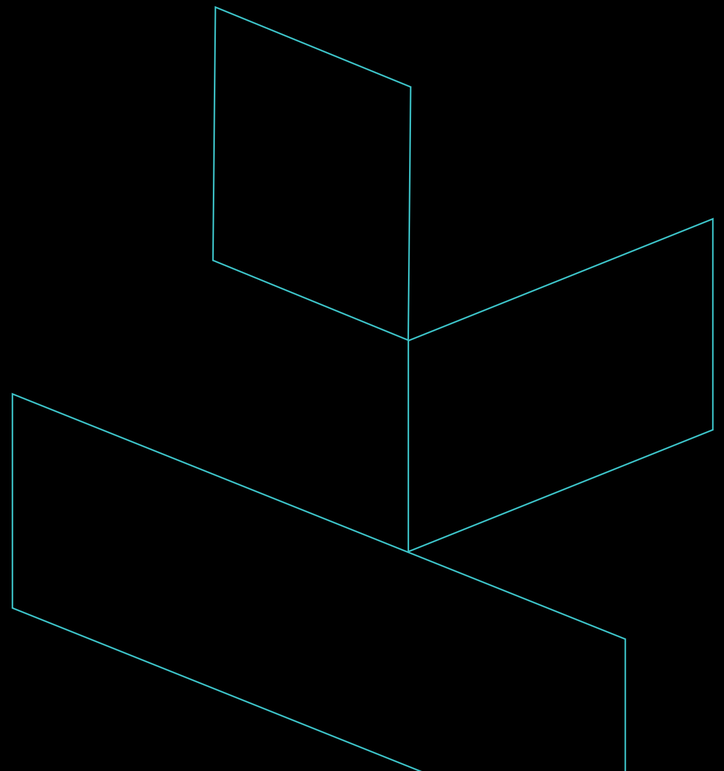
Communication through business magazines, news dailies, and industry newspapers to share structured updates and information with readers who follow business and economic news.

### PARTNER TOUCHPOINTS

The free zone develops presentations and supporting materials to engage potential partners and open conversations around collaboration. This channel reinforces the principles of clarity, structure, and support. This is all done while meeting founders where they discover, learn, and make informed decisions.

OUR

# GLOSSARY.



# OUR GLOSSARY

These terms appear across our communication. They help maintain consistency in the way we describe the free zone, its structure, and the environment designed for founders. Each word used reflects how Dubai South Business Hub Free Zone operates.

## FREE ZONE & BUSINESS SETUP TERMS



**Free Zone**
A designated area where businesses operate under its own licensing system and regulatory framework.

**Business License**
A document that allows a company to operate legally within the free zone. It identifies the company, its ownership, and the category of activities it operates.

**Trade License**
A specific type of business license issued for companies involved in trading activities, such as importing, exporting, or distributing goods.

**Business Activities**
The specific services or operations a company is permitted to perform under its license.

**Multi-Activity License**
A license that allows a company to combine more than one approved business activity under one structure.

**Visa Allocation**
The number of visas a company can apply for to hire employees or add partners, determined by license type and workspace.



**Establishment Card**
A document that allows a company to process visas and interact with immigration services.

**Company Formation**
The process of registering a new business; choosing activities, submitting documents, receiving approvals, and obtaining a business or trade license.

**Setup Pathway**
The sequence of steps founders follow from initial application to being fully operational.

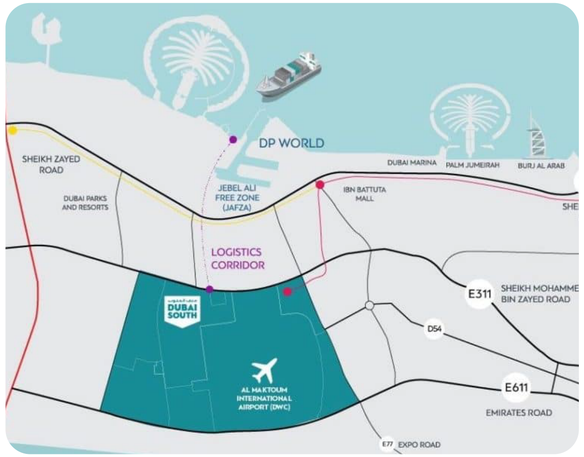
**Digital Services**
Online portals and systems used for applications, payments, renewals, and operational requests.

**Renewal**
The yearly process of extending the validity of a company's license.

**Compliance**
Meeting the legal, administrative, and operational requirements needed to run a business in the free zone.

**Corporate Structure**
The legal formation of a business, including ownership and management arrangements.

# OPERATIONAL & DISTRICT TERMS




**Master-Planned City/District**
A city or area developed with long-term planning, where infrastructure, mobility, and services are arranged to support businesses and residents.

**Economic Corridor**
A connected area/zone that supports trade, logistics, and commercial movement across major routes.



**Aerotropolis**
An urban and business ecosystem built around a major airport using air connectivity as its main economic engine for aviation and logistics.

**Multimodal**
Used to describe transport or logistics that combine more than one mode of movement, such as air, sea, and road, within a connected network.



**Connectivity**
The physical and digital systems that support business operations, such as roads, utilities, and online platforms.

**Infrastructure**
The transport and service networks that keep businesses running, including roads, rail, power, water, and connectivity.




**Workspace**
The office, warehouse, or facility a company selects to operate from within the free zone.

**Daily Operations**
The routine tasks a business manages, including payments, renewals, staffing, and compliance steps.

# FOUNDER & ECOSYSTEM TERMS



**Founders**
People who start or lead a business, from first-time entrepreneurs to growing teams.

**Early-Stage Businesses**
Companies in the initial phases of setup and growth.



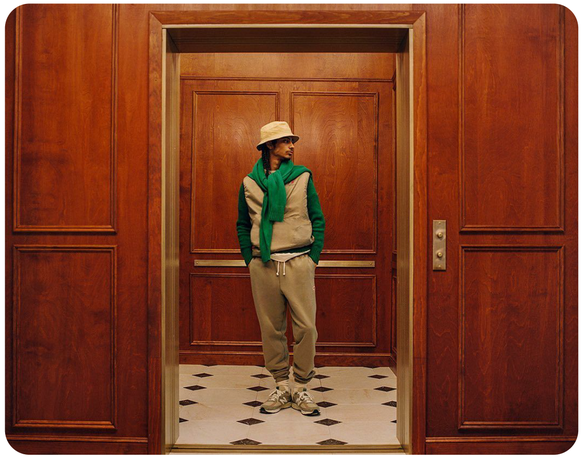
**Momentum**
The forward movement a business experiences when processes and support work smoothly.

**Support Services**
Practical help available to businesses, including banking support, compliance assistance, tax guidance, and visa processing.



**Ecosystem Partners**
A network of banks, third-party logistics providers (3PLs), service partners, and affiliated organisations supporting businesses across the free zone ecosystem.

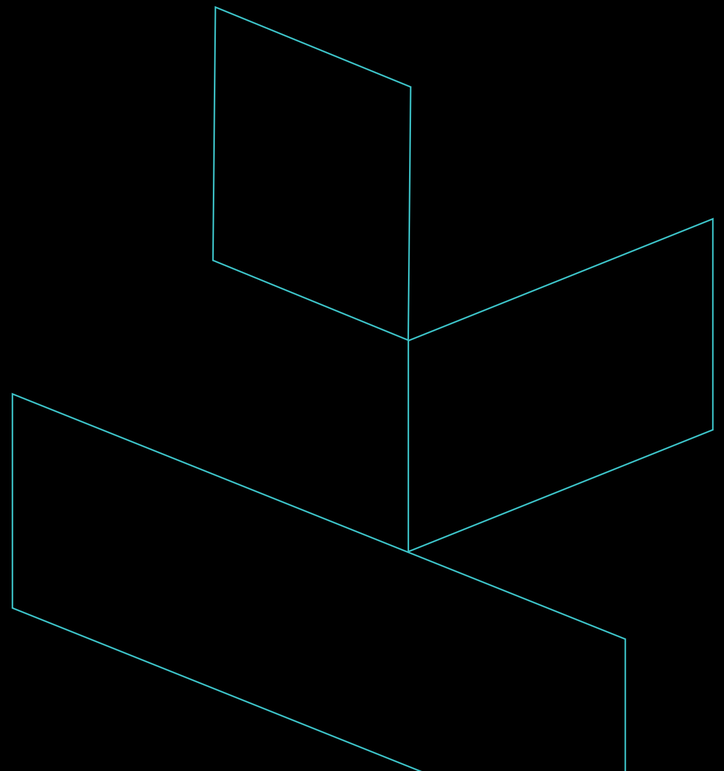
**Sector Pathways**
Options created to help key industries, such as e-commerce, trade, consultancy, and digital services to establish and operate efficiently.



**Scalability**
A business's ability to expand its team, activities, or operations over time.

**Setup Support**
Guidance provided to founders during the formation process, from choosing activities to completing registration.

# DO’S AND DONT’S



# DO'S AND DONT'S

These points keep the brand consistent, clear, and aligned with how Dubai South Business Hub Free Zone communicates.

## DO'S ✔

Use UK English, with US spelling only for approved words such as license, dependent, and program. This is for SEO purposes.M

Keep writing simple and direct. Say only what needs to be said.

Follow the brand vocabulary so our communication aligns everywhere.

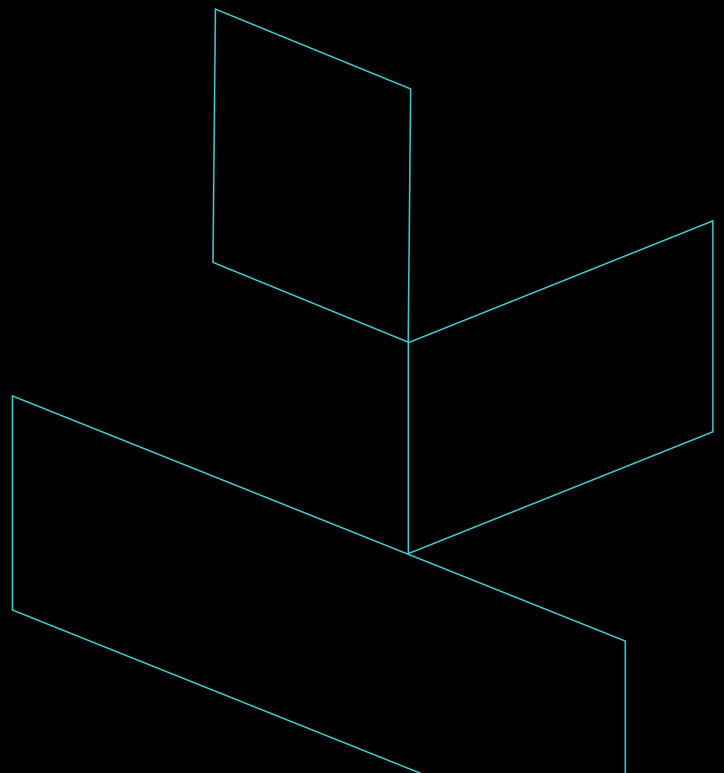
Present information in a logical order, especially when describing processes.

## DONT'S ✘

- Don't use an overly expressive, dramatic, or sales-driven language.
- Don't use slang, casual phrasing, or conversational tones.
- Don't mix writing styles or introduce new terms that shift the tone. lean instead of small to define a company size.
- Don't complicate sentences. Clarity of information is more important than length.

# LOGO.


- OUR TAGLINE
- LOGO AND TAGLINE
- THIRDPARTY LOCKUPS
- CHEAT SHEET

# OUR TAGLINE

Our tagline carries emotional depth and narrative continuity. It reflects the brand as a supportive enabler of transformation, not a prescriber of success, and connects in a way that feels human and memorable.

A PLACE TO BEGIN.

A SPACE TO BECOME.

# OUR LOGO MARK

The Dubai South Business Hub Free Zone logo must be given sufficient breathing space from surrounding graphic elements to maintain visibility and impact.

The recommended clear space is defined by the height and width of the letter “D” within the logo, as illustrated.

To maintain legibility and consistency across applications, the logo must not be reproduced at a size smaller than 20mm.




VERTICAL

# COLOUR VARIATIONS

The full-colour logo is intended for white or light backgrounds where contrast is maintained, and the logo is clearly visible.

One-colour, positive, and negative versions should be used only where full-colour reproduction is not suitable. All colour variations shown here apply to the stacked logo format and must follow the same clear space, size, and placement rules.

FULL COLOUR




ONE COLOUR




POSITIVE




NEGATIVE



# OUR LOGO MARK

The single line horizontal version of the Dubai South Business Hub Free Zone logo must be given sufficient clear space from surrounding graphic elements to maintain visibility and impact. The recommended clear space is defined by the height and width of the letter “D” within the logo, as illustrated.

To maintain clarity and consistency across applications, the logo must not be reproduced at a size smaller than 20mm.






# COLOUR VARIATIONS

The full-colour logo is intended for white or light backgrounds where contrast is maintained and the logo is clearly visible.

One-colour, positive, and negative versions should be used only where full-colour reproduction is not suitable. All colour variations shown here apply to the single-line logo format and must follow the same clear space, size, and placement rules.

FULL COLOUR




ONE COLOUR




POSITIVE




NEGATIVE



# LOGO VARIATIONS

The Dubai South Business Hub Free Zone logo is available in a set of approved formats to support different layout requirements across print and digital applications. These variations ensure the logo remains clear, balanced, and recognisable across a range of formats and orientations.

All logo variations shown here must be used exactly as presented and follow the same clear space, size, and colour rules outlined in this guide.

## VERTICAL




## HORIZONTAL




## VERTICAL STACK



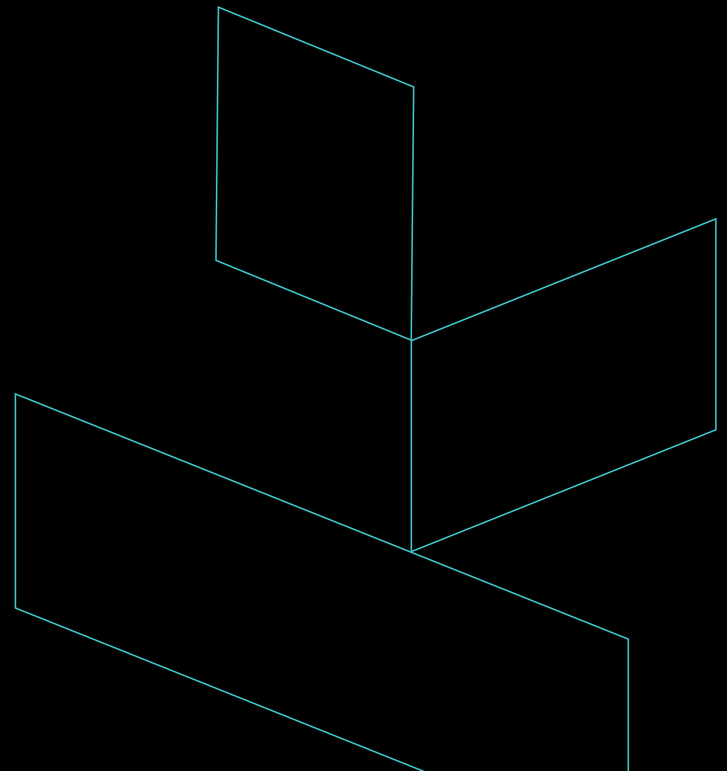

## HORIZONTAL STACK



LOGO

# CO-BRANDING.

- HORIZONTAL & VERTICAL
- WITH PROJECT NAME
- PLACEMENT & SPONSORSHIP
- DOS AND DONTS

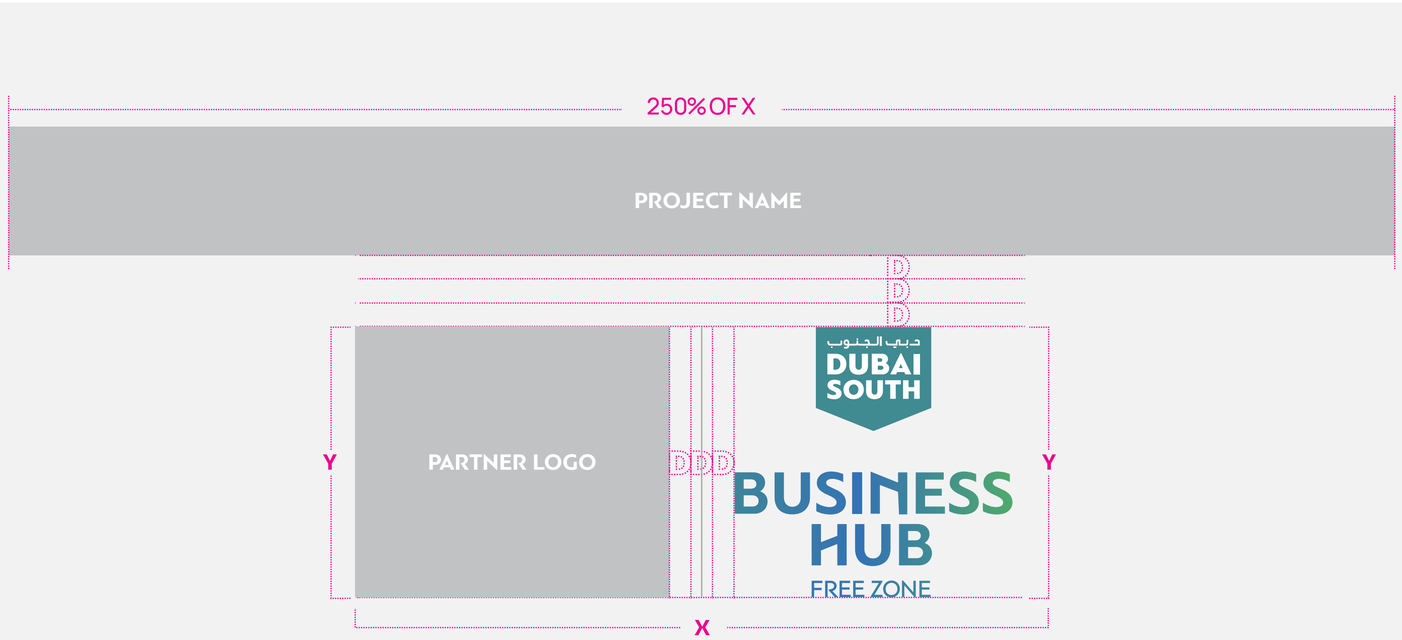


# CO-BRANDING WITH PROJECT NAME

The project name appears above the partner and Dubai South Business Hub Free Zone logos and must span a width equal to 250% of X, where X represents the combined width of the partner logo and our brand logo, as illustrated.

A minimum clear space of 3xD must be maintained between the project name and the logos below. D is derived from the height of the “D” in our brand logo. The partner logo is positioned to the left of the Dubai South Business Hub Free Zone logo and separated by a distance of 3xD.

The logos must be centre-aligned beneath the project name and must not exceed a total height of Y, where Y represents the full height of the Dubai South Business Hub Free Zone logo, as shown in the diagrams. These spacing and alignment rules apply across digital platforms, print materials, signage, and other physical branding.






# CO-BRANDING COMPANY LOGO PLACEMENT

In co-branding applications, the Registered Company Logo appears first, with “at Dubai South Business Hub Free Zone” shown as a secondary line below to indicate location or association.

X refers to the full width of the Registered Company Logo.

Y refers to the height of the letter “D” in the Dubai South Business Hub Free Zone logo.

The Registered Company Logo is placed above the “at Dubai South Business Hub Free Zone” line and centre-aligned. A clear space of 2Y must be maintained between the two elements. The width of the “at Dubai South Business Hub Free Zone” line must be 75% of X. This vertical layout is the preferred format and should be used wherever space is provided.

If vertical space is limited, a horizontal layout may be used. In this case, the Registered Company Logo is placed to the left of the “at Dubai South Business Hub” line, bottom-aligned, and separated by a clear space of 2Y. All size and proportion rules remain the same.

Text Format:
“at” will be featured in Manrope Regular.
“Dubai South Business Hub Free Zone” is set with the font Manrope Bold.






# CO-BRANDING SPONSORSHIP

In sponsorship applications, the Dubai South Business Hub Free Zone logo is presented as a supporting brand using the label “Supported by”.

X refers to the width of the Dubai South Business Hub logo.

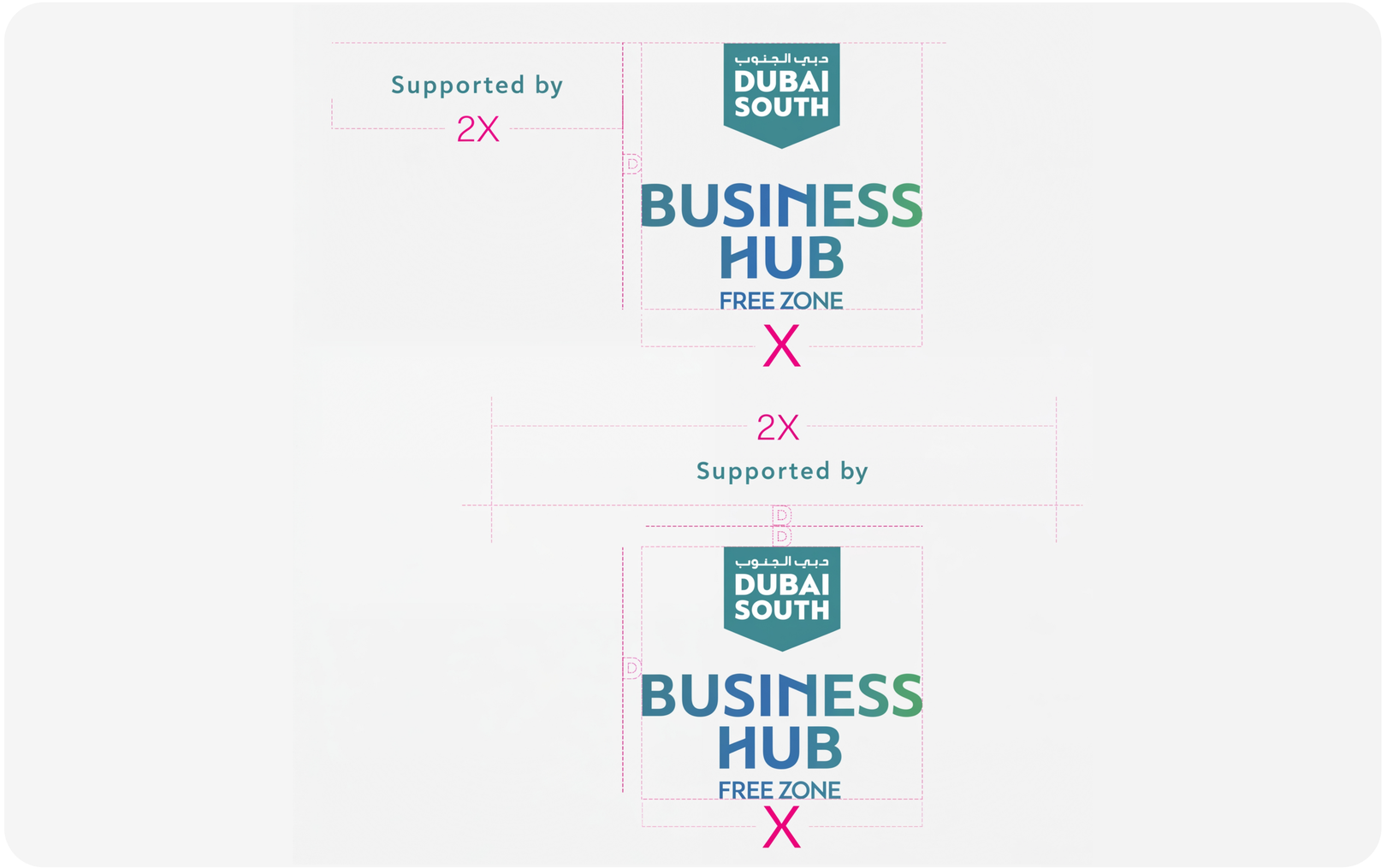
D refers to the height of the letter “D” within the logo.

### Horizontal Layout

“Supported by” appears to the left of the Dubai South Business Hub Free Zone logo. The text is separated from the logo by a distance equal to D. The width of the “Supported by” text must not exceed 2xD.

### Vertical Layout

“Supported by” appears above the Dubai South Business Hub Free Zone logo.
A clear space of 2D must be maintained between the text and the logo. The width of the text must not exceed 2xD.



# LOGO MISUSE

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colours



Do not use different colours



Do not change the size or position of the arrow and logotype



The logo should always be placed in the middle or top right of a visual, never in the lower half



Do not distort the logo



Do not use drop shadows or any other effects



Do not recreate using any other typeface



Do not outline logotype

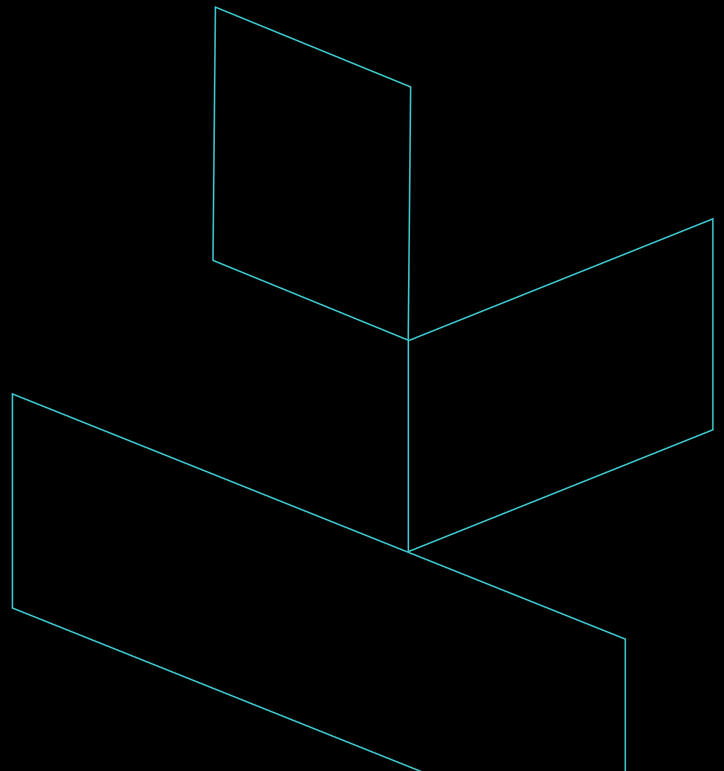


Do not rotate any part of the logo



# COLOURS.

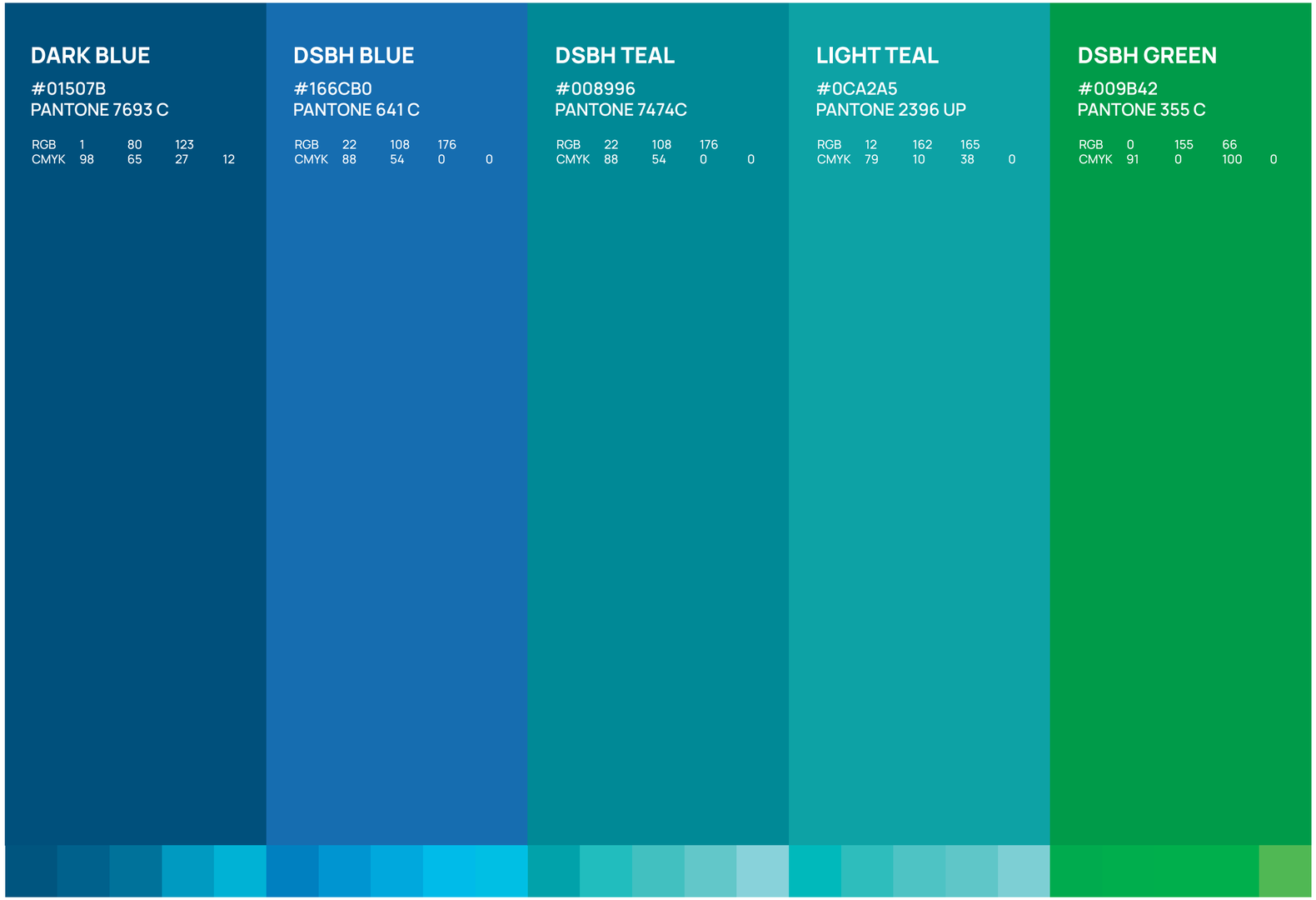

BRAND COLOURS
ACCENT COLOURS
USE OF COLOURS

# BRAND COLORS

The Dubai South Business Hub Free Zone colour palette is designed to support clear and consistent brand expression across all applications.

The core colours anchor the brand across collaterals that include digital, print, and physical. Supporting tones provide flexibility for layouts and backgrounds, allowing the brand to adapt across different formats without losing consistency. Colours should be applied with restraint to maintain a unified and professional appearance across all touchpoints.



# ACCENT COLORS

Accent colours are used to draw attention to where they are needed. They help highlight important information, guide the eyes, and support communication without overpowering the core colour palette. These colours should be applied selectively to elements such as key figures, highlights, labels, indicators, or supporting graphics. Their role is to add emphasis, not decoration. Accent colours should never dominate a layout or replace the primary brand colours.

## RED
#ED1C24
PANTONE 485 C

| | | | | |
|---|---|---|---|---|
| RGB | 237 | 28 | 36 | |
| CMYK | 0 | 99 | 97 | 0 |

## ORANGE
#EF4824
PANTONE 172 C

| | | | | |
|---|---|---|---|---|
| RGB | 239 | 72 | 36 | |
| CMYK | 0 | 87 | 99 | 0 |

## MAGENTA
#E4175F
PANTONE 1925 C

| | | | | |
|---|---|---|---|---|
| RGB | 228 | 23 | 95 | |
| CMYK | 4 | 100 | 45 | 0 |

## LIGHT BLUE
#00BDF2
PANTONE 306 C

| | | | | |
|---|---|---|---|---|
| RGB | 0 | 189 | 242 | |
| CMYK | 67 | 3 | 0 | 0 |

## YELLOW
#FBEE23
PANTONE 107 C

| | | | | |
|---|---|---|---|---|
| RGB | 251 | 238 | 35 | |
| CMYK | 5 | 0 | 93 | 0 |

## BLACK
#000000
BLACK 6C

| | | | | |
|---|---|---|---|---|
| RGB | 0 | 0 | 0 | |
| CMYK | 75 | 68 | 67 | 90 |

## GREY
#E6E7E8
656 C

| | | | | |
|---|---|---|---|---|
| RGB | 230 | 231 | 232 | |
| CMYK | 9 | 6 | 6 | 0 |

## WHITE
#FFFFFF
656 C

| | | | | |
|---|---|---|---|---|
| RGB | 255 | 255 | 255 | |
| CMYK | 0 | 0 | 0 | 0 |

# COLOUR USAGE

Primary brand colours form the foundation of all visual communication. They should be used first and most frequently across layouts, backgrounds, and key brand applications.

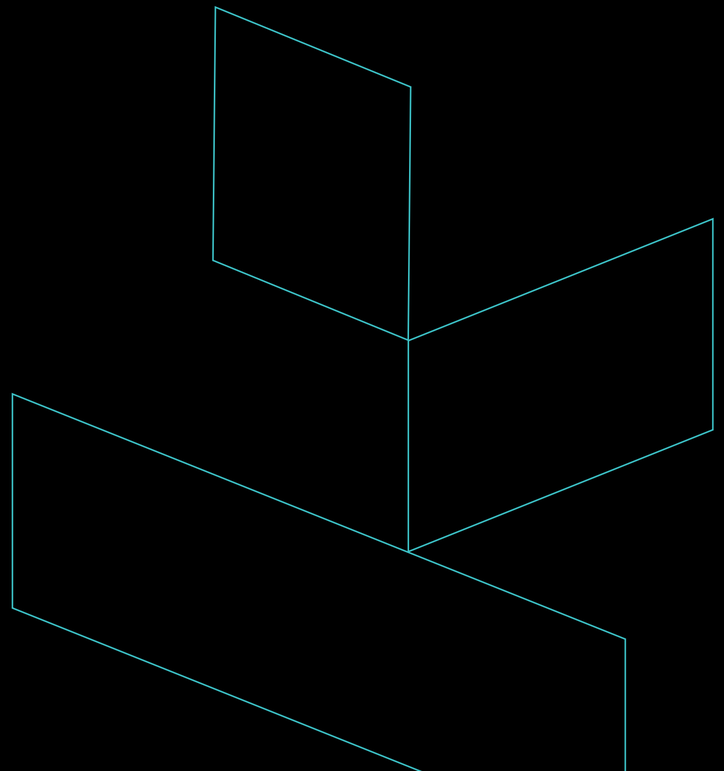
Accent colours should be introduced selectively to highlight specific elements or draw attention to important information.

Contrast between background and logo must always be maintained. The logo should be visible against all approved colour backgrounds shown here. Without colour combinations, it reduces readability and visual balance.



# TYPOGRAPHY.

- FONT - ENGLISH
- FONT - ARABIC
- HIERARCHY



# TYPEFACE ENGLISH

Manrope is the primary English typeface used across all Dubai South Business Hub Free Zone communications. It is selected for its versatility across digital and print applications. The typeface ensures copy is easy to read at different sizes and across formats.

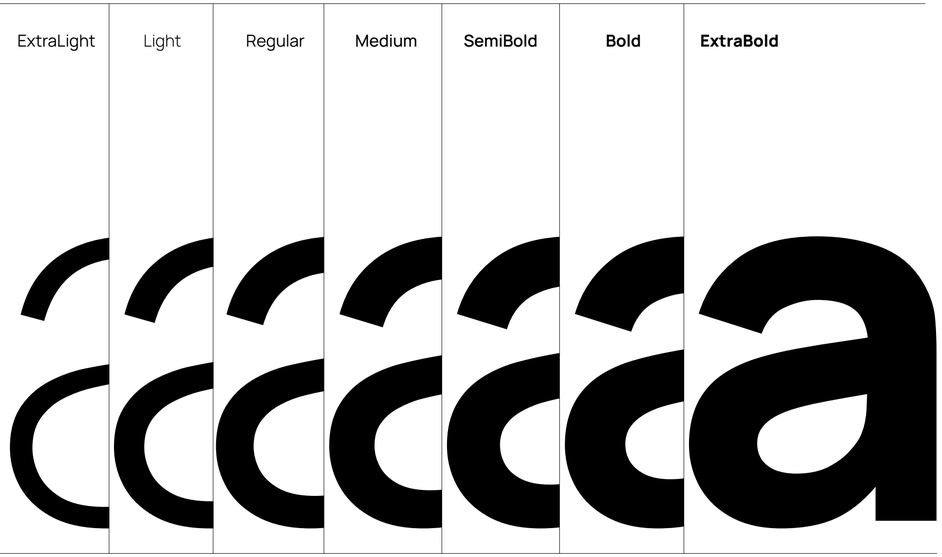
A full range of weights is available and should be used to define the hierarchy. Lighter weights are suited for supporting text and longer reading formats. Medium and bold weights are reserved for emphasis, headlines, and key information. Overuse of heavy weights should be avoided to maintain visual balance.

Typography should remain consistent across all materials. Mixing typefaces or introducing decorative fonts is not permitted.

# Manrope

**ExtraLight** Regular **SemiBold** **ExtraBold**
Light Medium **Bold**

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&*()_?



# TYPEFACE ARABIC

The Dubai typeface is used for all Arabic communication. It supports clear reading across digital and print formats while maintaining consistency with the brand's structured and formal tone. The typeface is applied across headlines, body copy, and functional information in Arabic.

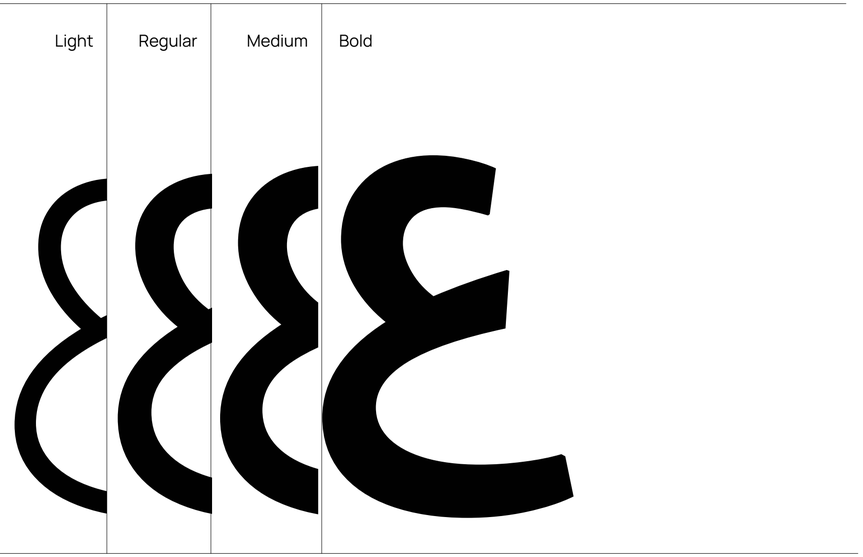
A limited range of weights is used to establish hierarchy and emphasis. Lighter weights support longer text structures while heavier weights are reserved for headlines or key information. The typeface should always be used with adequate spacing and alignment to maintain readability.

Dubai typeface is reserved specifically for Arabic content to ensure linguistic accuracy and visual consistency.

# Dubai

Light
Regular
Medium
**Bold**

ا 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 ى



# TYPEFACE HIERARCHY

Typeface is structured to guide reading and decision-making. Hierarchy is established through weight, size, and spacing rather than decorative styling.

### Headlines (H1)
Manrope ExtraBold is used for primary headlines. Headlines are set in uppercase to create a stronger presence, especially in key brand and informational moments.

### Subheadlines
Manrope Bold is used to introduce sections and support navigation through longer copy. Subheadlines create structure without competing with the headlines.

### Body Copy
Manrope Regular is is used in this section. Copy is set at a smaller font size than headlines to support comfortable reading across digital and print formats. Line spacing is increased to maintain openness and avoid visual congestion.

### Links and Functional Copy
Links and functional elements such as buttons follow the same hierarchy rules. Emphasis is created through weight or underline rather than colour changes that could distract from the main copy.

Manrope Medium — Subheaders

**THIS HEADLINE IS UPPERCASE STYLE W/ MANROPE EXTRA BOLD** — H1 — Line height 110% — Sample = 40 pts

This body text is 30% the point size of headlines, using Fira Sans. Regular for a clean and highly legible modern look and feel. For hyperlinks, white underlines can be used. — Body Text — Line height 150%

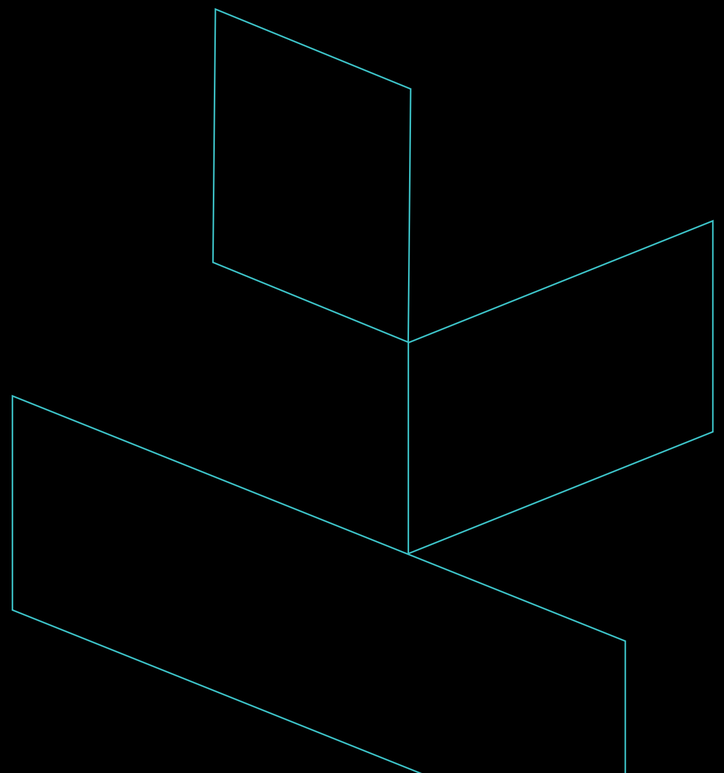
Learn more | GET A QUOTE — CTA Buttons



## THE START-UP RUNNER

# VISUAL DIRECTION.

- THE START-UP RUNNER IMAGERY
- DO'S & DONT
- LAYOUTS
- SOCIAL MEDIA



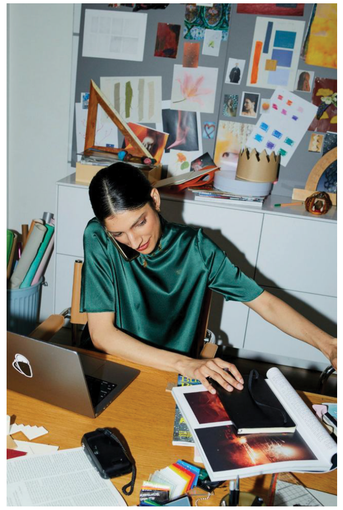
Our wordmark and logomark are the most recognisable expressions of our brand. They are timeless symbols that represent our heritage, craftsmanship and design language. Used with intention, they ensure we have brand recognition across all executions – from print to digital. Consistency in scale, placement, and colour preserves their integrity while allowing flexibility across contexts.

# THE START UP RUNNERS IMAGERY

This runners imagery reflects founders at the beginning of their business journey, shown in real working environments rather than formal offices. Visuals focus on individuals working independently or in small setups. Elements around them are visible, reinforcing a sense of active preparation.

Subjects are captured mid-task rather than posed. Clothing is every day and practical, avoiding corporate styling. Lighting is natural, and the frames are candid. The overall tone is calm and grounded, showing progress through effort rather than outcome. This visual direction supports the brand's role at the earliest stage of a business setup, where structure is being formed, decisions are being made, and momentum is being set.








# DO'S & DONT'S

For founders at the starting stage, these Do's and Don'ts ensure the visual communication reflects the reality of early business formation. The focus is on real work settings where decisions are made, structures are formed, and businesses transition from a place of uncertainty towards something real.

This guide keeps the focus on people in motion, learning, building, and figuring things out, reinforcing the brand's role as a structured but accessible starting point.

## DO'S





What it is:

- On location RAW
- Tells a story
- A moment in time
- Candid/cool
- Relaxed energy
- Dynamic angles
- Shot strong flash
- Subject as a hero

## DONT'S





What it is not:

- Stiff/overly posed
- Too many off-brand colours
- Crowded/messy compositions
- Studio shoot
- Directed

# CAMERA - ANGLES

The angles are intentionally raw and slightly misaligned, breaking visual symmetry to reflect real working conditions and active decision making. Frames are not centred or perfectly parallel by design, amplifying a sense of 'work in progress' feeling that is common at the early stages of a business setup. While the composition feels informal, it is driven with a purpose. This approach strengthens the idea that structure is being formed in an ever-evolving environment.





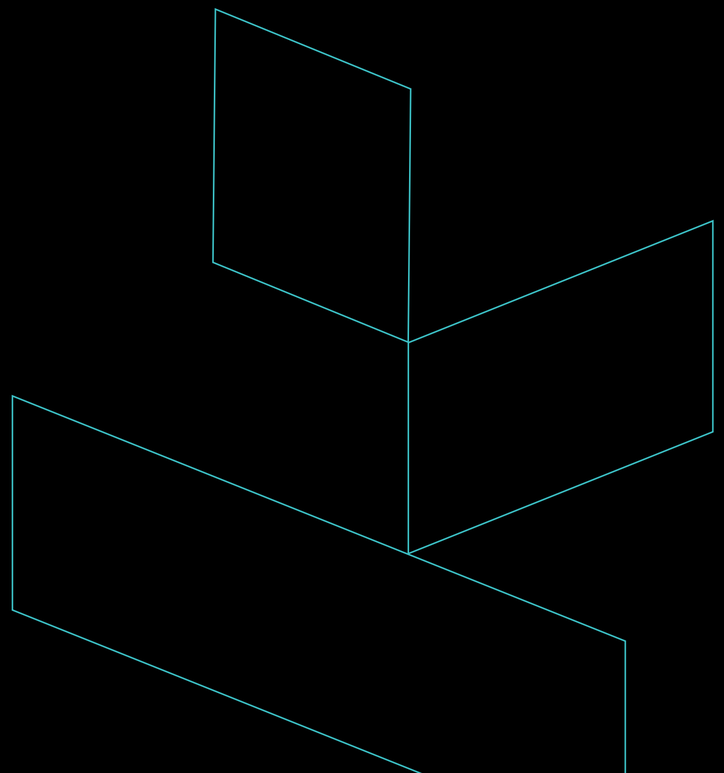


# LIGHTING

Images are shot using a direct flash with minimal post-processing. Lighting is flat and unrefined, creating hard shadows and visible imperfections within the frame. This approach reflects real work settings and early-stage conditions, where function takes priority over presentation. The result avoids staged or overly produced visuals, supporting an honest portrayal of businesses at the point where foundations are being established.

# LAYOUTS.

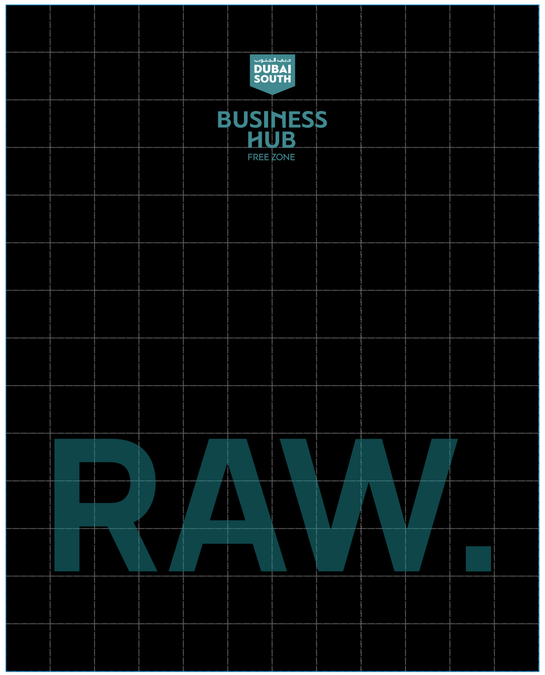
- ELEMENT PLACEMENT
- COPY PLACEMENT



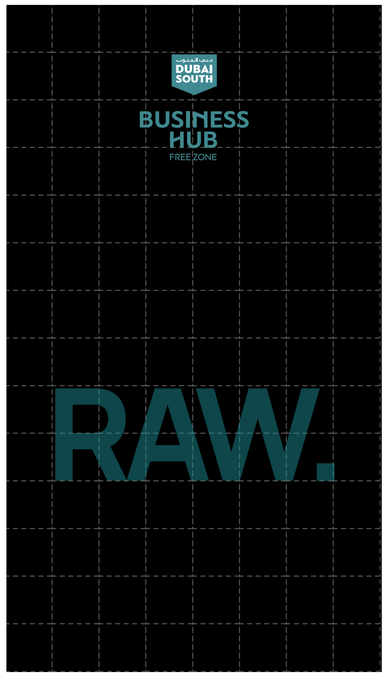
# PLACEMENT TEMPLATE -1

This template introduces clear structure within raw, unfiltered imagery. A defined grid, consistent margins, and controlled spacing create a stable frame that keeps layouts organised. The structure anchors the brand visually, allowing imagery and copy to feel natural without becoming disordered. Even when the copy appears informal, there is order in its placement, reinforcing the message while the imagery carries the emotion.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY






# PLACEMENT TEMPLATE FOR CAMPAIGN -2

This template prioritises the message while maintaining the same underlying structure. Typeface and colour lead the communication, supported by a consistent grid that aligns across all formats. By reducing visual clutter and tightening composition, the layout keeps attention on the idea being communicated, drawing a clear and emotional response to the campaign.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY

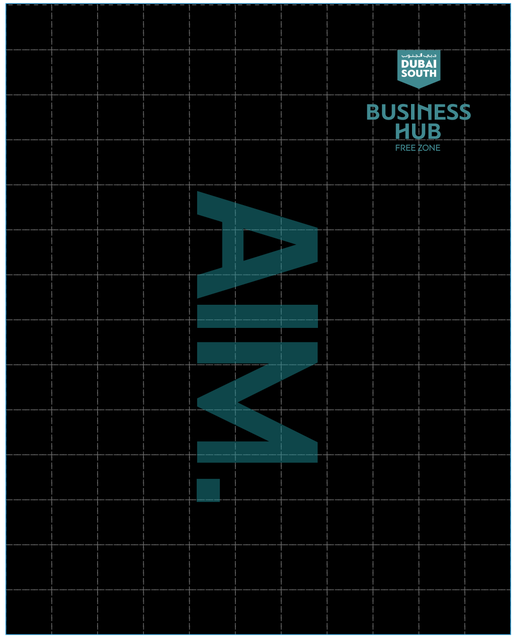




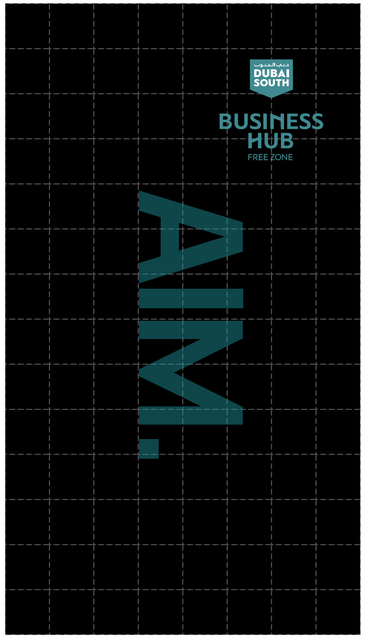

# PLACEMENT TEMPLATE -3

This template introduces dynamic movements within the structured layout. While the grid and spacing remain consistent, typeface orientation is adjusted to create a clear visual structure across the frame. The approach reflects how founders operate at early stage; working within defined constraints while adapting to changing needs. The result signals progression and urgency without losing recognisable brand structure.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY

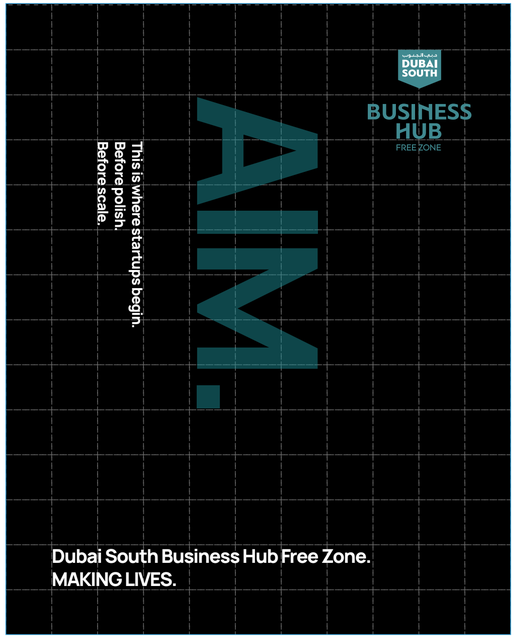





# PLACEMENT TEMPLATE FOR CAMPAIGN -4

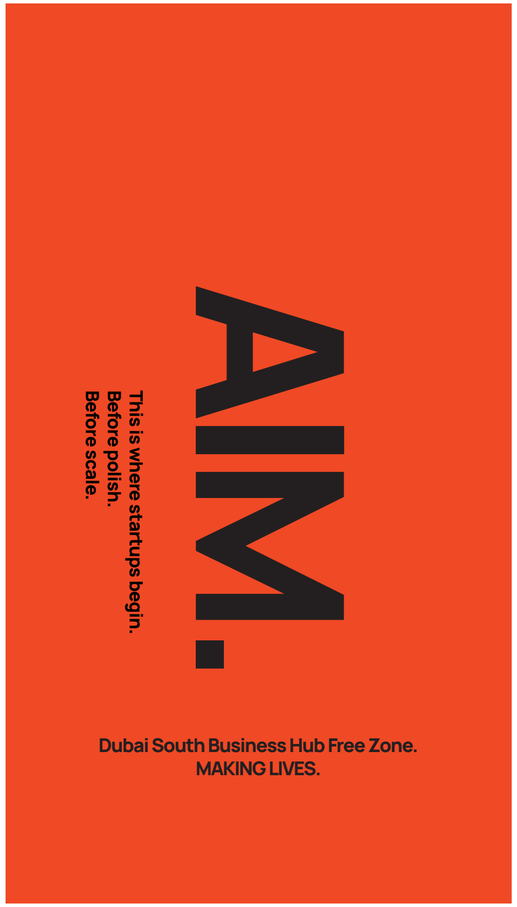
This layout allows the scale and direction of the typeface to change across posts and stories, while keeping margins, spacing, and alignment consistent. Copy may appear larger, smaller, horizontal, or vertical depending on the format, but it always sits within the same grid. This ensures an orderly structure to the brand that is recognisable, even when the composition feels unconventional.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY



# PLACEMENT TEMPLATE FOR CAMPAIGN -5

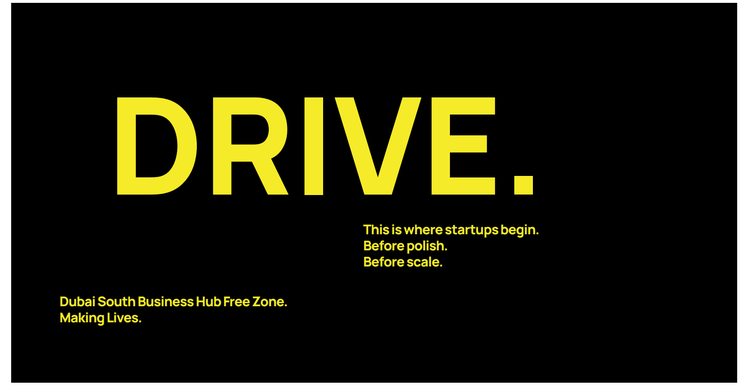
This template places a single, direct word at the centre of the composition, allowing it to sit either within a grid-led layout or directly over the imagery. The word interacts with real working scenes rather than staged moments, prioritising action over presentation. Colour is used in a bold way to create contrast and emphasis, while spacing, logo placement, and hierarchy follow the controlled practice. The result is a layout that feels lively and assertive, but grounded in structure, keeping the message focused and recognisable across formats.









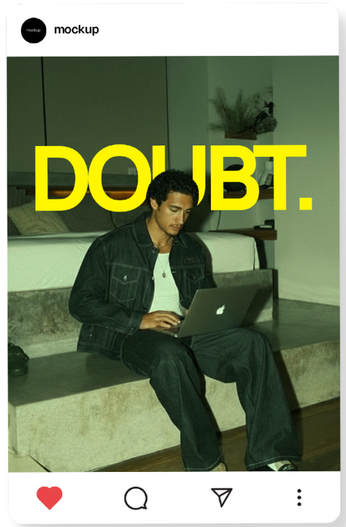



# SOCIAL MEDIA POSTS I CAROUSEL

This format is designed to mirror the emotional moments founders experience at the start of their journey. Whether it is used as a single post or across a carousel, each execution focuses on one idea at a time, pairing raw working imagery or high contrast colour fields with direct language.

In carousels, the sequence should create a smooth pace, allowing thoughts to unfold gradually. In single posts, the message should land at once without causing confusion. Across both formats, structure is preserved through consistent typeface, spacing, and logo placement, ensuring the copy feels grounded while reflecting the real tension and momentum of early-stage decision-making.

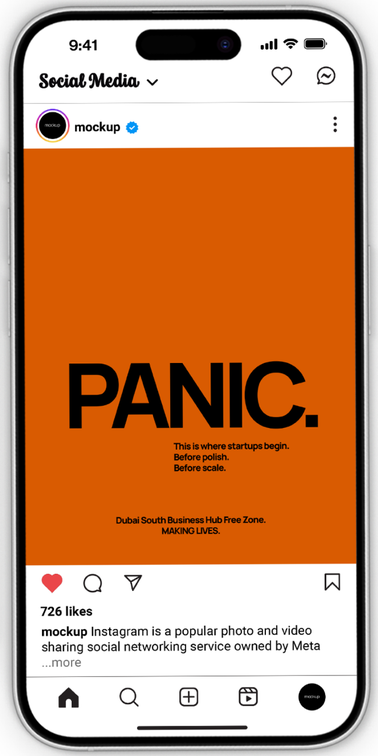
# RUNNERS.









# SOCIAL MEDIA STORIES

Stories are used to capture founders in the middle of work, not during a completion phase. Visuals show people focused, seated, moving, or thinking, often framed off-centre and cropped close to the action. The format should feel immediate and informal, reflecting the pace and pressure of early-stage decision-making.

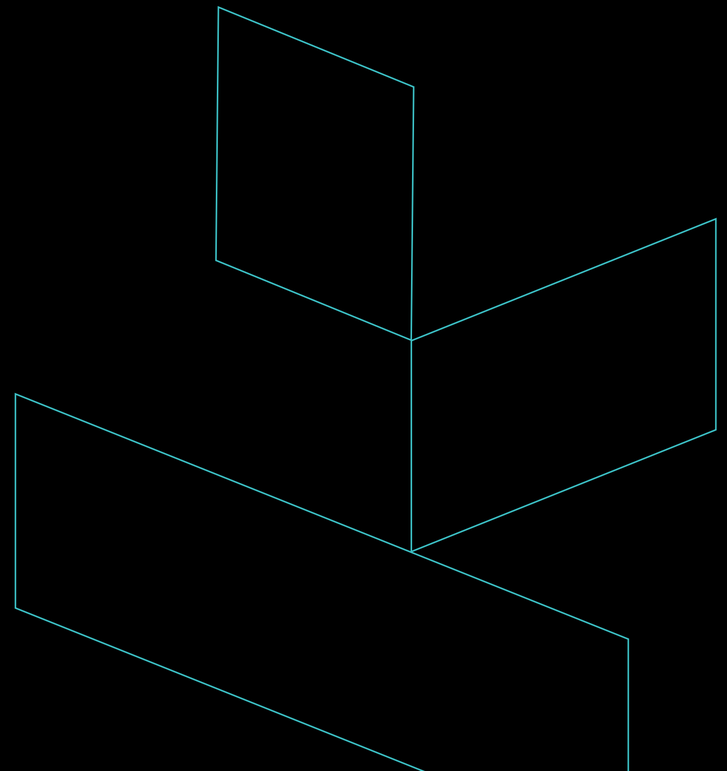
Strong, single-word statements take visual priority, while supporting copy and branding is kept minimal. This keeps attention on the message without overcrowding the frame. The structure allows copy to feel energetic without becoming chaotic. These stories are meant to reinforce the brand's role to the point where founders are figuring things out, staying focused, and pushing forward in their business journey.



THE STARS

# VISUAL DIRECTION.

- THE STARS IMAGERY
- DO’S & DONT
- LAYOUTS
- SOCIAL MEDIA



# THE STARS IMAGERY

The stars imagery reflects founders who are firmly set up and actively running their business. These visuals show individuals who have moved beyond the setup phase and are now operating with control and ownership. Workspaces appear established and organised, with clear routines and systems in place.

Subjects are composed and self-assured, captured during moments of execution and oversight rather than exploration or discovery. The tone is confident and assured, reflecting businesses that are already functioning, focused on sustaining performance, making informed decisions, and planning the next phase of business expansion.










# DO'S & DONT'S

For founders who are fully operational, the Do's and Don'ts ensure imagery reflects a stable authority in control. Visuals at this stage should signal that the business is established, decisions are being executed, and operations are efficiently running.

This guide avoids visuals that feel experimental, casual, or depict uncertainty, which would undermine the credibility of an established business. The goal is to present founders as leaders within a functioning business. A subject that is composed, assured, and in command. This reinforces the brand's role as a platform that supports structured businesses, and momentum that has matured into a performance phase.

## DO'S





What it is:

- On location RAW
- Tells a story
- A moment in time
- Candid/cool
- Relaxed energy
- Dynamic angles
- Shot strong flash
- Subject as a hero

## DONT'S





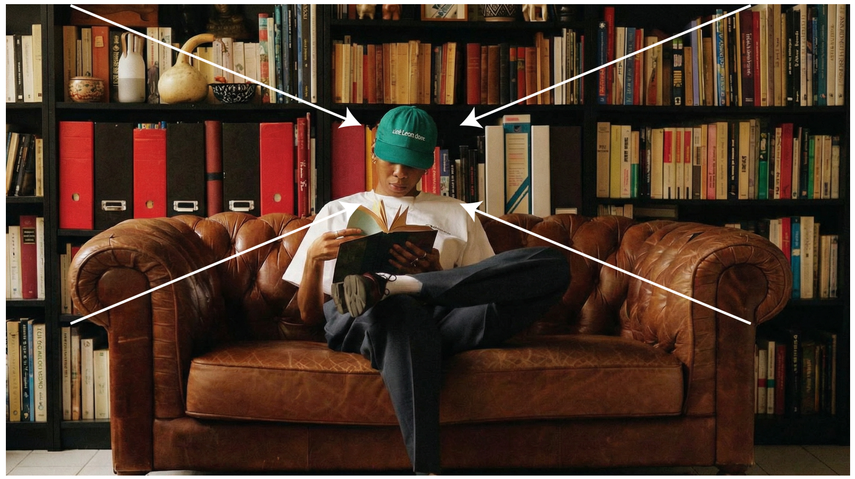
What it is not:

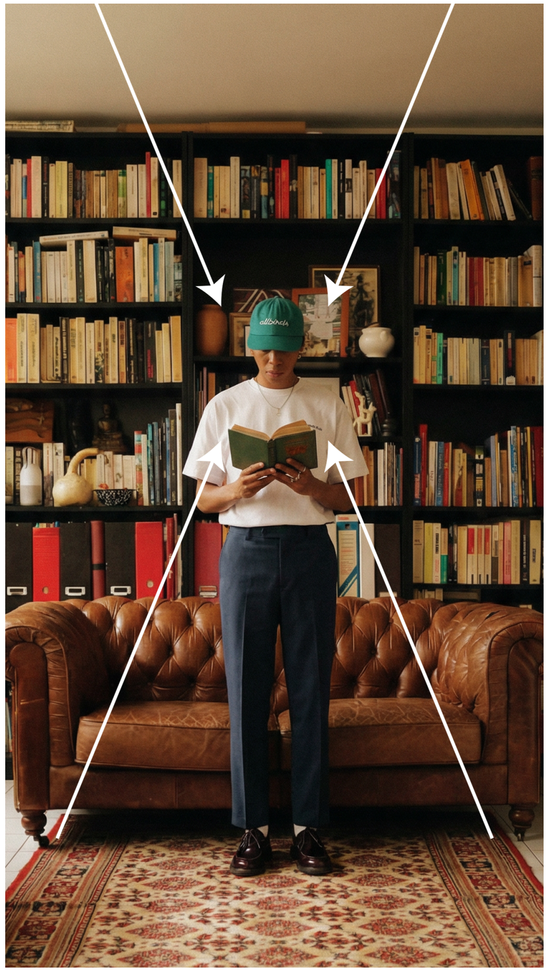
- Stiff/overly posed
- Too many off-brand colours
- Crowded/messy compositions
- Studio shoot
- Directed

# CAMERA - ANGLES

Camera angles are aligned, centred, and properly balanced. Subjects are framed with symmetry , reinforcing a sense of order and confidence. Shots should feel like the subjects are settled, in control, and aware of their role. The camera observes rather than being an interruption, reflecting founders who are firm in their position and in command of their working environment. Avoid angles that look like accidental blurry shots or feel rushed.







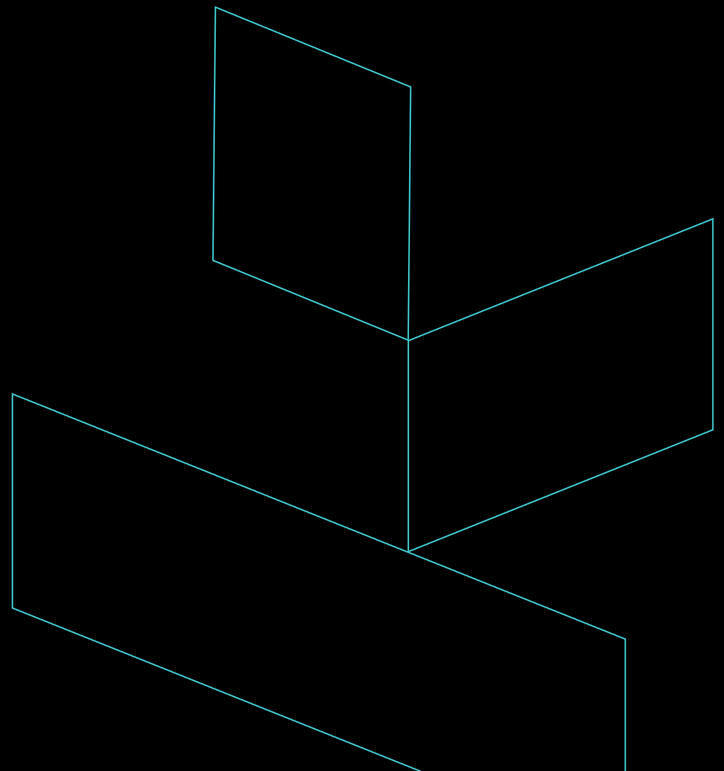
# LIGHTING

The lighting is clean and uniform. Exposure is balanced to reveal every detail without harsh contrast or visible imperfections. Natural or controlled artificial light should be used to create a calm, professional tone. Shadows are softened; true colours should appear and not be too dramatic.

The goal is not creating a mood or tension, but a sense of clarity. These visuals should communicate reliability, focus, and continuity, reflecting businesses that are already functioning and moving forward with purpose.

# LAYOUTS.

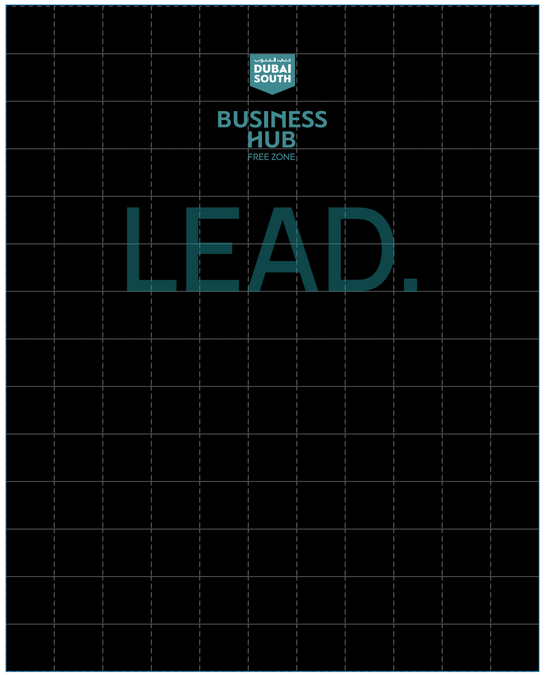
- ELEMENT PLACEMENT
- COPY PLACEMENT



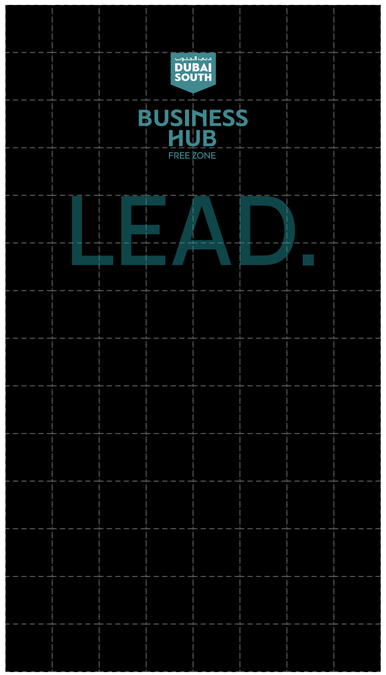
# PLACEMENT TEMPLATE -1

This template shows layouts that are clean, balanced, and properly structured, using consistent margins and spacing to reinforce stability and order. The typography sits clearly within the grid, allowing key messages to be visible without competing with the imagery. Visual hierarchy should mirror the established founders who are no longer experimenting but executing. Nothing feels rushed or improvised. The result is a layout that communicates confidence, regular work routines, and a business that is already functioning.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY



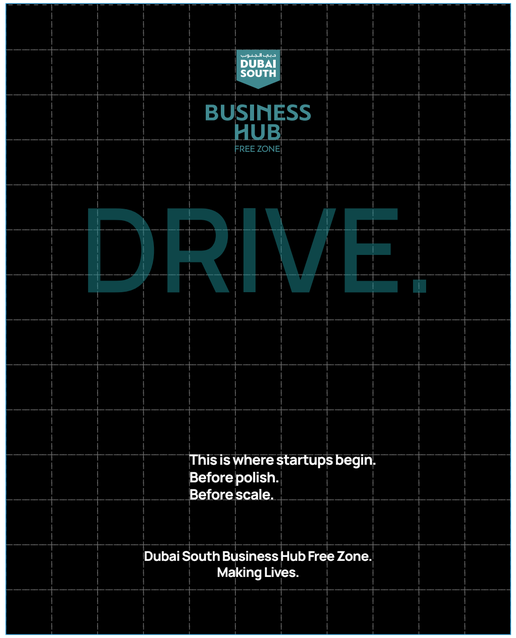



# PLACEMENT TEMPLATE FOR CAMPAIGN -1

The grid is defined and consistently applied across posts and stories. Margins, spacing, and alignment allow key messages to be placed easily without visual tension. Typography is clear and the primary message placed in the centre with clear hierarchy. This supports copy in a defined manner within the grid. Nothing competes for attention or breaks structure. Each element has a reason to be where it is.

When colour is introduced, it strengthens contrast without disrupting the layout. The composition ensures that the brand is recognisable across all formats. This template communicates decisive-ness and operational maturity, reflecting founders who are no longer figuring things out, but running their business with complete control.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY



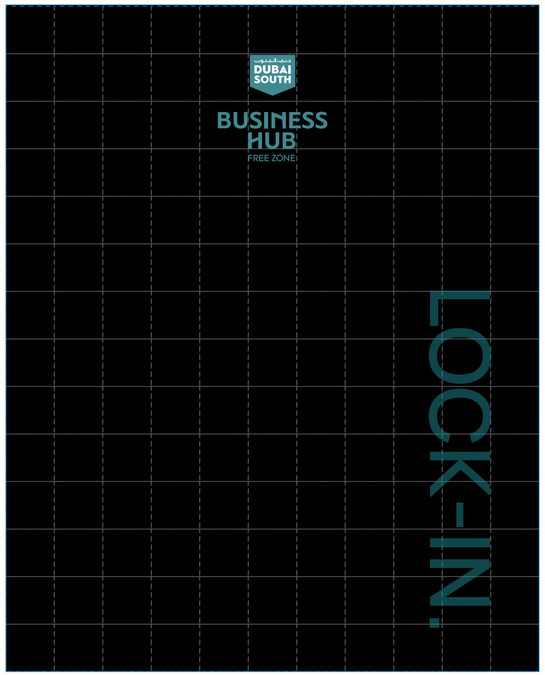



# PLACEMENT TEMPLATE -2

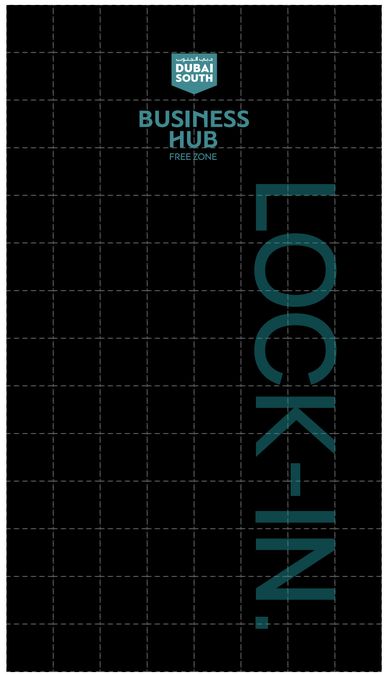
This template introduces controlled variations within a fixed structure. While the grid, margins, and spacing remain consistent, typography is allowed to rotate vertically to create emphasis without disrupting order to the whole image. The layout should depict confident subjects rather than those experimenting.

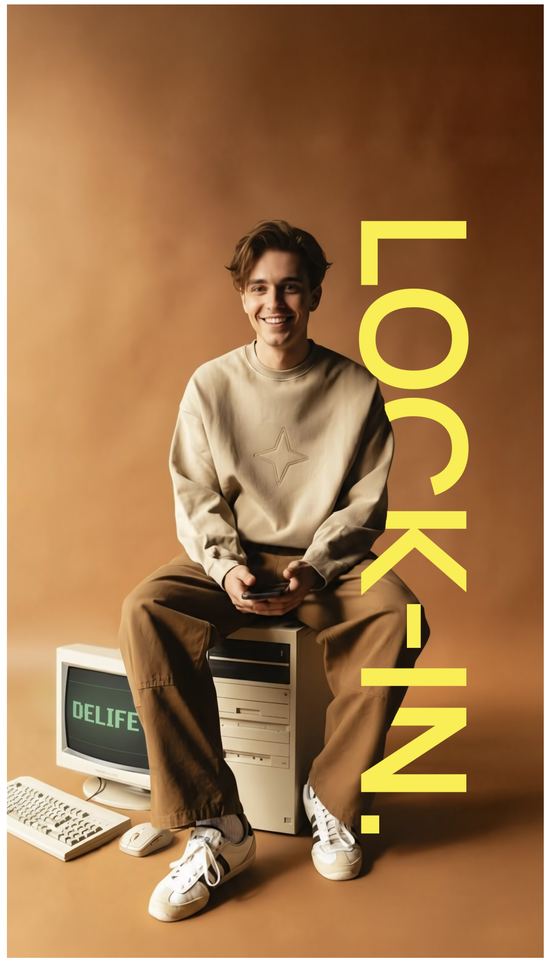
The vertical placement of the primary word adds a strong presence, working alongside the imagery with established workspaces. This approach shows founders who are no longer adjusting to their work surroundings but directing and executing. The result is a layout that communicates maturity and command, reinforcing the brand's role at a stage where businesses are actively running, managing teams, and driving outcomes.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY

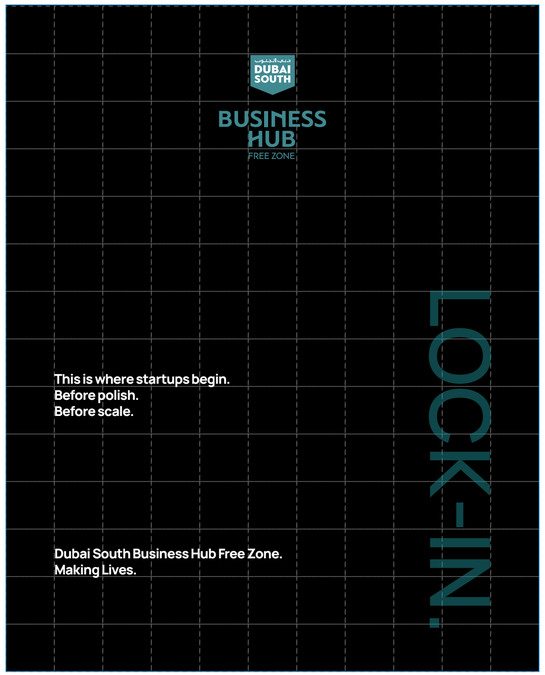


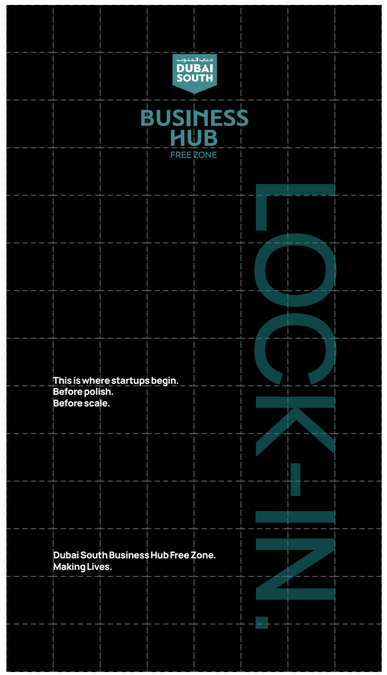
# PLACEMENT TEMPLATE FOR CAMPAIGN -2

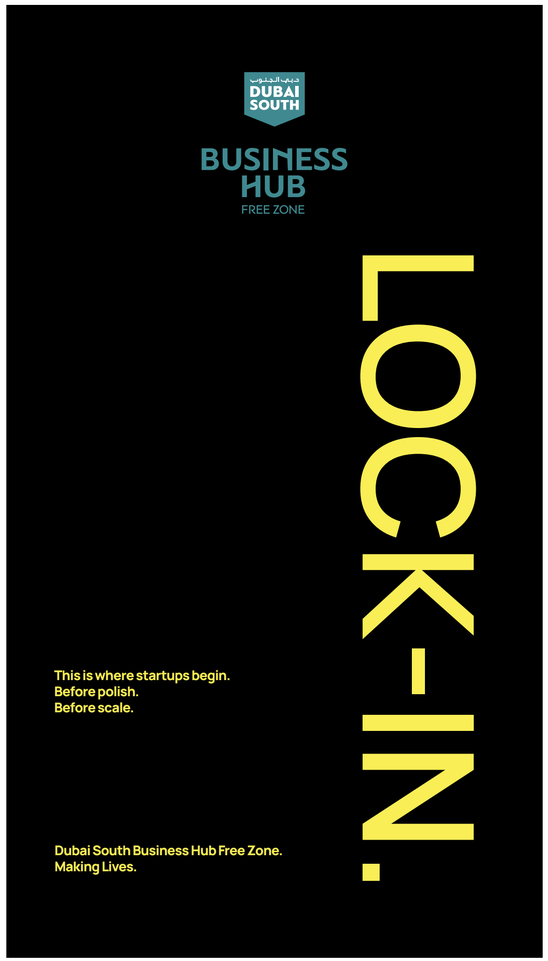
This template places a single, direct word at the centre of the composition, allowing it to sit either within a grid-led layout or directly over the imagery. The word interacts with real working scenes rather than staged moments, prioritising action over presentation. Colour is used in a bold way to create contrast and emphasis, while spacing, logo placement, and hierarchy follow the controlled practice. The result is a layout that feels lively and assertive, but grounded in structure, keeping the message focused and recognisable across formats.

TEMPLATE 1 - POST




TEMPLATE 1 - STORY



# SOCIAL MEDIA POSTS I CAROUSEL

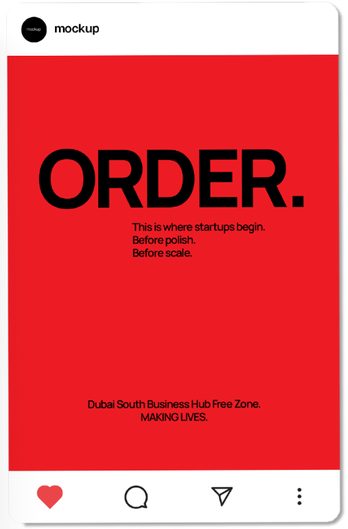
This format reflects founders who are already operating, leading, and making decisions at their own pace. Visuals feature established work surroundings and composed subjects, paired with bold, direct language that signals authority.

In carousels, the sequence should feel like a smooth progression that drives the intended idea rather than depicting a mode of discovery. Each frame builds on the last, reinforcing direction and focus. In single posts, the message lands immediately, without over explanation or excess detail.

Across both formats, consistency in typography, spacing, and logo placement keeps structure, while colour and scale are used to command attention. The result is communication that reflects a business that is no longer finding their footing, but actively engaging in markets, teams, and opportunities.

# STARS.









# SOCIAL MEDIA STORIES

Stories at this stage reflect founders who are already in motion and confidently operating their business. Visuals show people leading conversations, reviewing work, and making decisions in established environments. The focus is on action and presence, not process or experimentation.

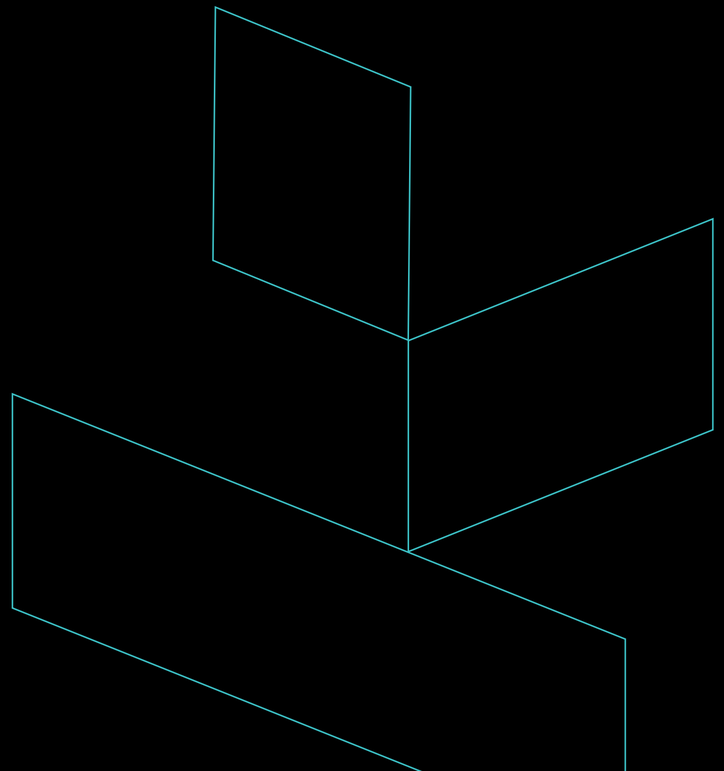
Strong, single-word statements are used to anchor the frame, strengthening authority. Supporting copy and branding are minimal, allowing the message to land clearly without being a distraction. Composition feels composed rather than raw, with controlled framing and balanced spacing. These stories communicate controlled momentum. They reinforce the brand's role at a point where businesses are no longer finding their footing, but actively shaping outcomes, managing growth, and setting up the next direction for their business.



VIDEO

# STYLING.

- SUPER AND TITLES
- SUBTITLES

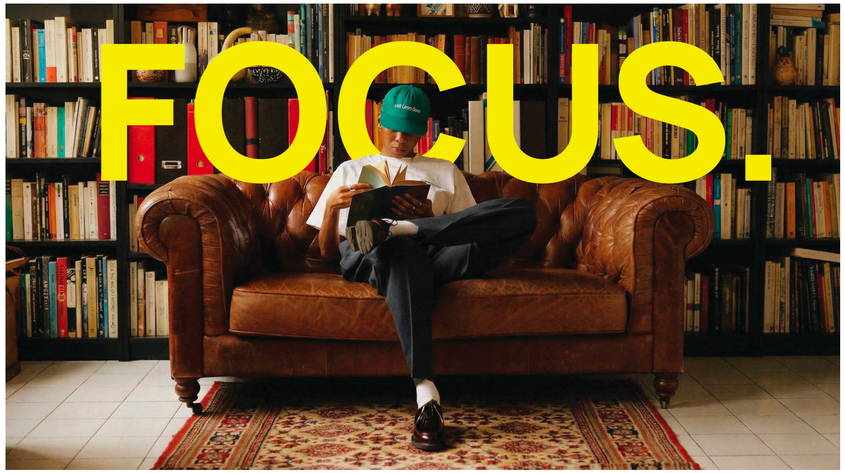


# SUPERS & SUBTITLES

Supers and subtitles are types of copy that appear as strong, confident statements placed directly over composed videos. The typography is bold and is meant to interact with the subject without overpowering it. Supers are clear and readable with placement of keywords or phrases that deliver intended messages. Subtitles sit within the frame giving a clear outline of the required messages in detail, often as complete sentences. There is balance and order across layouts.

This approach spotlights founders who are already operating with authority, where communication is direct and free from over explanation.






# REEL SUPERS & SUBTITLES PLACEMENT

Supers and subtitles are placed clearly within the frame. In portrait mode, it should be readable, and consistent across reels. They sit within the grid, either centred or offset slightly, but never floats randomly without structure. Copy is kept simple and direct, supporting spoken information without competing with the visuals. Placement remains steady from frame to frame, ensuring the subtitles or supers feel controlled.

This approach supports clear communication for founders who value precision and order, strengthening the brand's role in explaining information in a straightforward and bold manner.



# VIDEO SUPERS & SUBTITLES PLACEMENT

Supers and subtitles are placed clearly within the frame. In landscape mode, it should be readable, and consistent across reels. They sit within the grid, either centred or offset slightly, but never floats randomly without structure. Copy is kept simple and direct, supporting spoken information without competing with the visuals. Placement remains steady from frame to frame, ensuring the subtitles or supers feel controlled.

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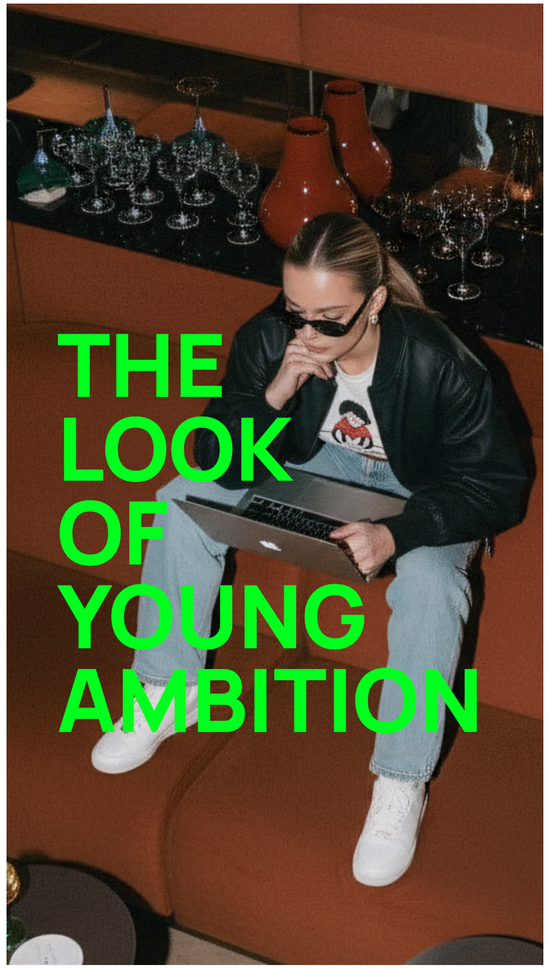





# SUPERS & SUBTITLES

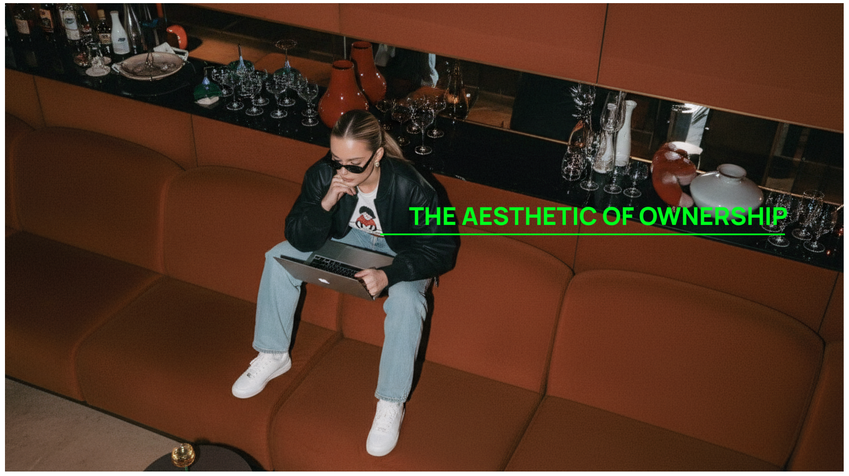
Supers and subtitles are used to strengthen key messages without overpowering the image. They are set in a clear typography and placed to highlight key phrases or words, either anchoring the frame or interacting directly with the subject and space.

Language is short and decisive, not decorative or expressive. They respect the composition of the layout, working with the environment rather than covering it. The colour and position of copy may shift, but the approach should be consistent.





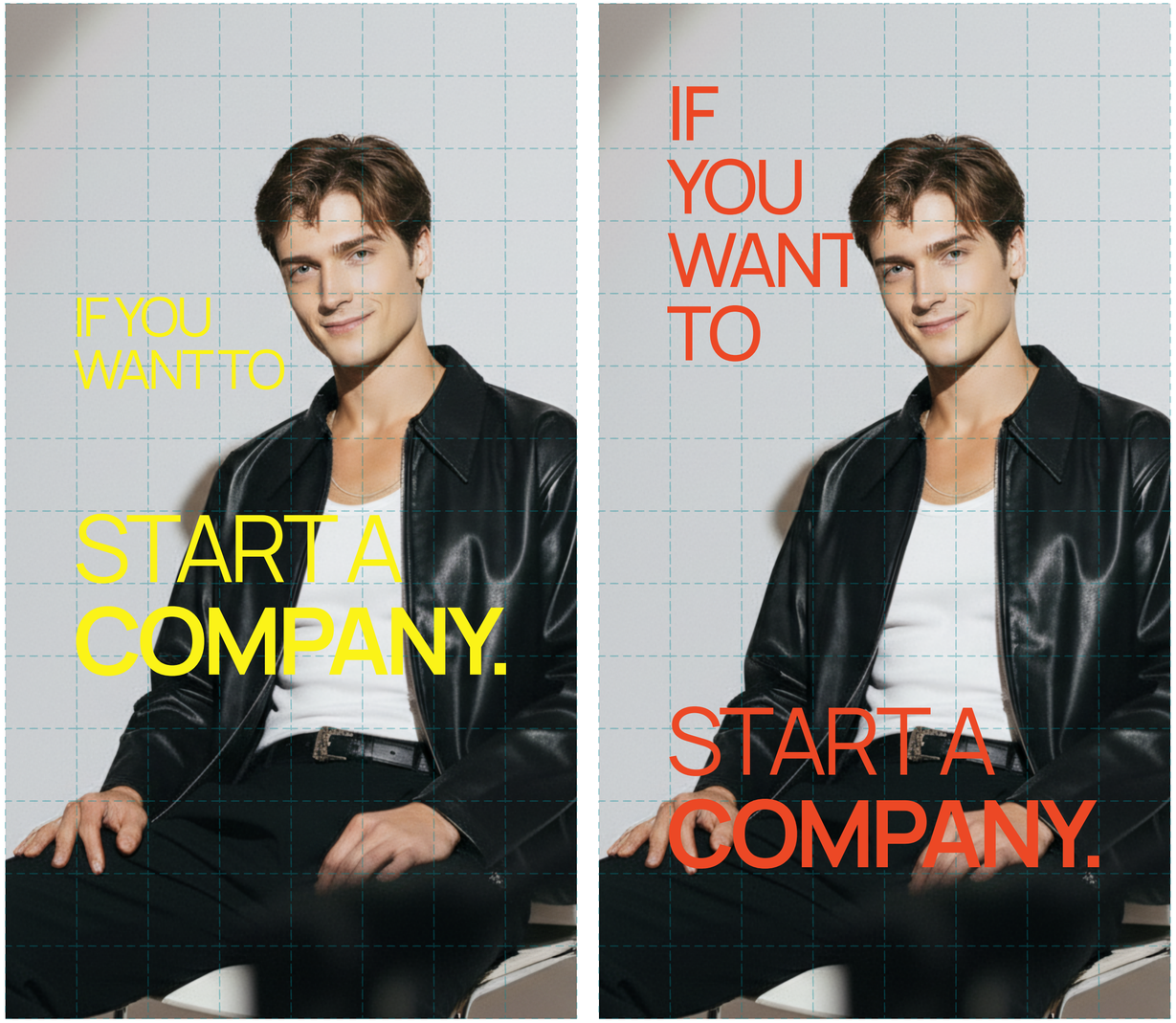




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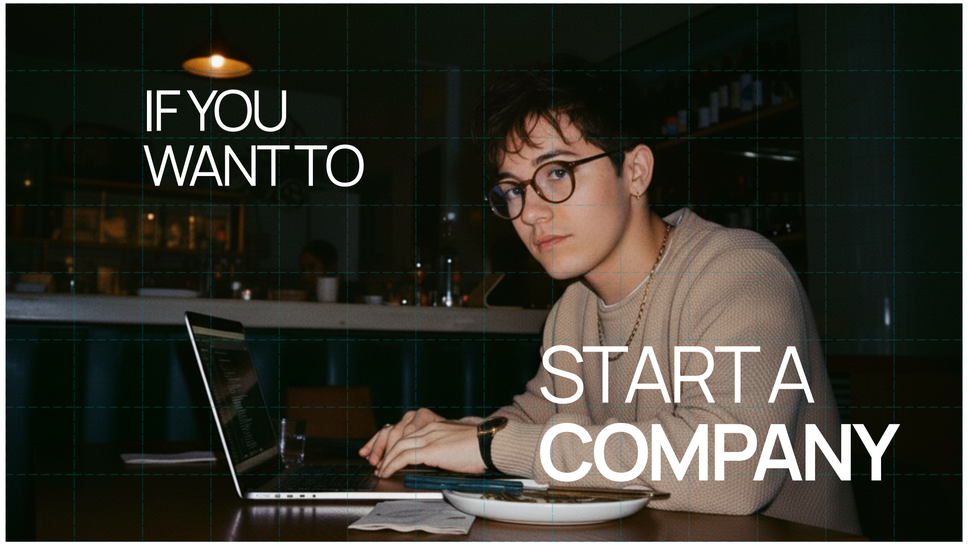
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# VIDEO SUPERS & SUBTITLES PLACEMENT

Supers and subtitles are placed clearly within the frame. In landscape mode, it should be readable, and consistent across reels. They sit within the grid, either centred or offset slightly, but never floats randomly without structure. Copy is kept simple and direct, supporting spoken information without competing with the visuals. Placement remains steady from frame to frame, ensuring the subtitles or supers feel controlled.

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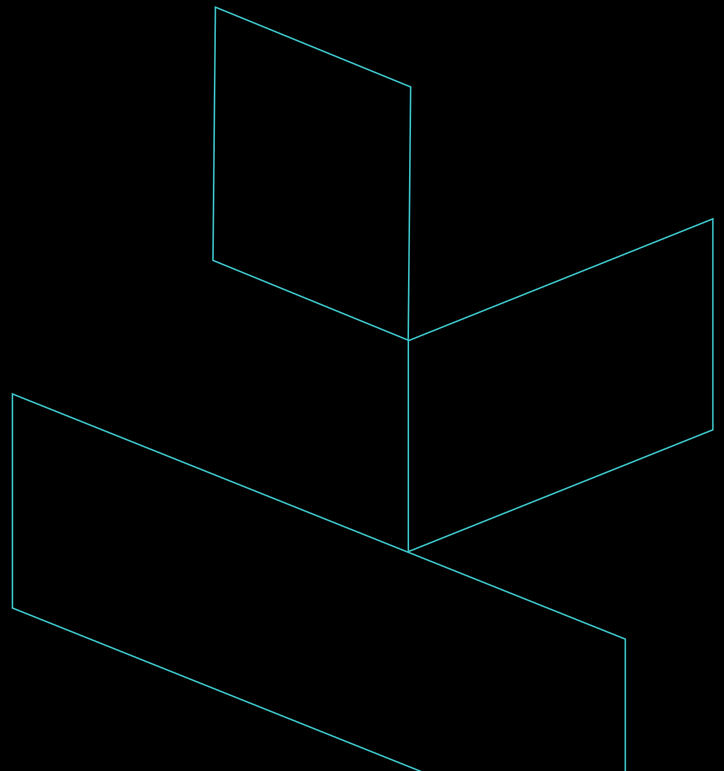





## WEBSITE AND DIGITAL

# APPLICATION.

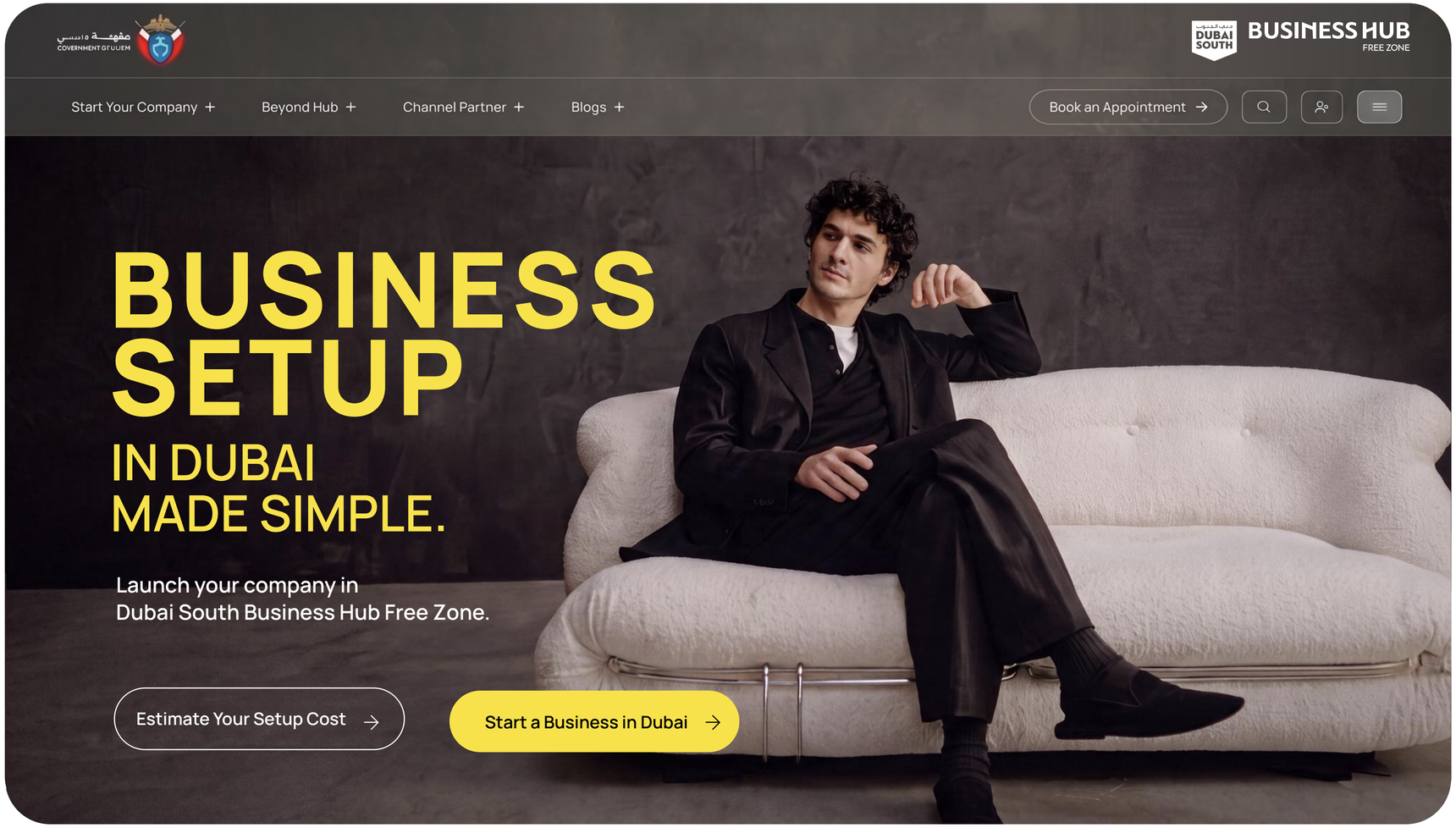
- WEBSITE
- NEWSLETTER



# WEBSITE

The website presents Dubai South Business Hub Free Zone as a structured place to start and operate a business. Visuals focus on real work settings, paired with clear information that explains why the location matters and how it supports long-term operations.

Copy is concise and organised to help founders understand the environment, the opportunities within Dubai South, and the role the Free Zone plays, without overwhelming them with too much information. The experience is built to highlight credibility and build trust by providing support to make informed decisions rather than quick persuasion.



# WEBSITE

The website experience is structured and clearly planned, guiding founders through each step of their business journey. The copy, layout, and calls to action are arranged in a sequential order to support decisions without causing distractions. This helps users always know what to do next with an interface that is organised and composed.



# NEWSLETTER

Newsletter visuals represent founders who are already established and operational. Imagery focuses on control, ownership rather than experimentation or discovery. Subjects are shown as composed and settled individuals within their working environments, reinforcing credibility and an already built routine.

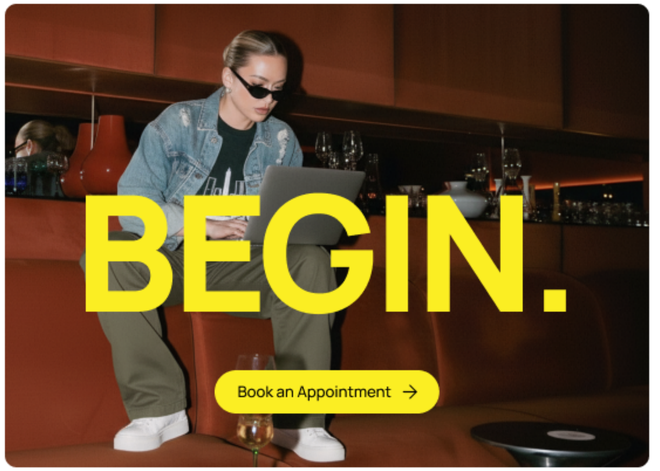
The layout is structured with headlines that are direct and minimal. The copy highlights transparency over persuasion. The supporting copy is concise and functional, providing guidance without causing distraction. This reflects Dubai South Business Hub Free Zone's role at this stage: a stable platform for businesses that are already stars and working towards long-term expansion.




DUBAI SOUTH BUSINESS HUB
FREE ZONE ECOSYSTEM

We provide comprehensive digital support, instant client processing, and transparent tracking, enabling you to grow your business with confidence.

Become a Channel Partner




you've received this email because you are on our mailing list. if you would like to unsubscribe, Click here. Heads up, we don't reply to emails from this address.

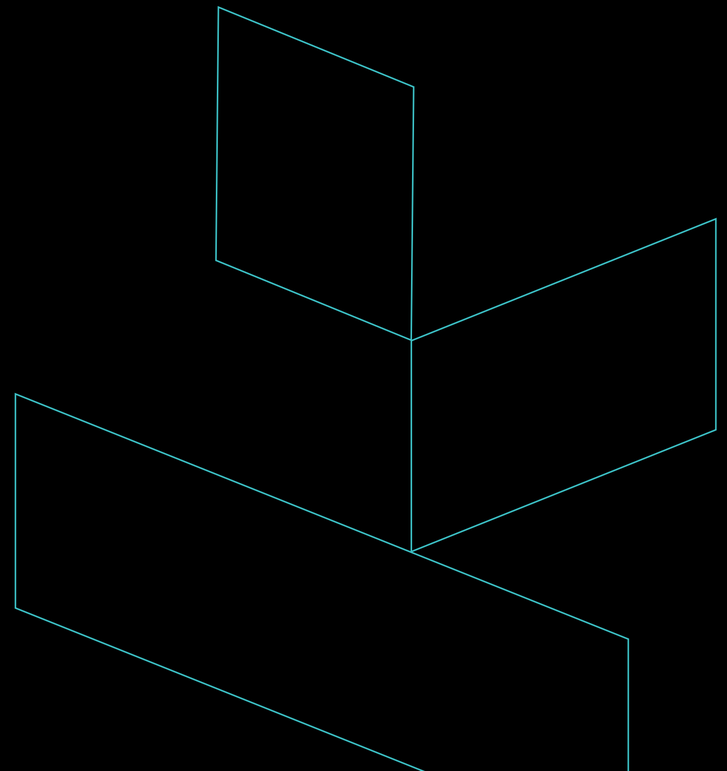
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PR

# DIRECTION.

- IMAGE DIRECTION
- COLOUR USAGE
- CO-BRANDING LOGO
- MESSAGING GUIDELINE



# THE START UP RUNNERS IMAGERY

This runners imagery reflects founders at the beginning of their business journey, shown in real working environments rather than formal offices. Visuals focus on individuals working independently or in small setups. Elements around them are visible, reinforcing a sense of active preparation.

Subjects are captured mid-task rather than posed. Clothing is every day and practical, avoiding corporate styling. Lighting is natural, and the frames are candid. The overall tone is calm and grounded, showing progress through effort rather than outcome. This visual direction supports the brand's role at the earliest stage of a business setup, where structure is being formed, decisions are being made, and momentum is being set.










**DO'S**




What it is:

- On location RAW
- Tells a story
- A moment in time
- Candid/cool
- Relaxed energy
- Dynamic angles
- Shot strong flash
- Subject as a hero

**DONT'S**




What it is not:

- Stiff/overly posed
- Too many off-brand colours
- Crowded/messy compositions
- Studio shoot
- Directed

# THE STARS IMAGERY

The stars imagery reflects founders who are firmly set up and actively running their business. These visuals show individuals who have moved beyond the setup phase and are now operating with control and ownership. Workspaces appear established and organised, with clear routines and systems in place.

Subjects are composed and self-assured, captured during moments of execution and oversight rather than exploration or discovery. The tone is confident and assured, reflecting businesses that are already functioning, focused on sustaining performance, making informed decisions, and planning the next phase of business expansion.









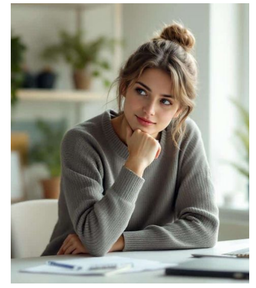

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## DONT'S

What it is not:

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- Crowded/messy compositions
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- Directed

# COLOUR USAGE

Primary brand colours form the foundation of all visual communication. They should be used first and most frequently across layouts, backgrounds, and key brand applications.

Accent colours should be introduced selectively to highlight specific elements or draw attention to important information.

Contrast between background and logo must always be maintained. The logo should be visible against all approved colour backgrounds shown here. Without colour combinations, it reduces readability and visual balance.

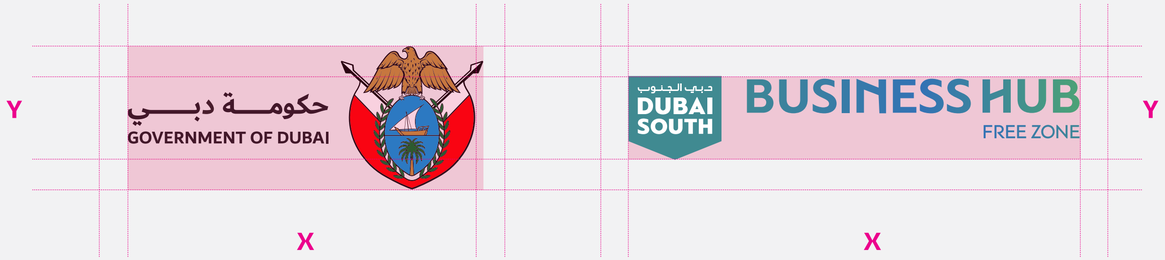


# CO-BRANDING GOVERNMENT LOGO

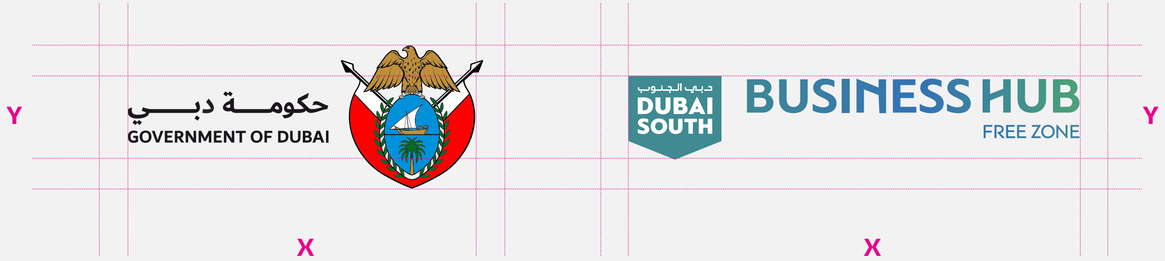
When co-branding with government entities, the Dubai South Business Hub Free Zone logo must be presented with clear hierarchy, alignment, and spacing to maintain consistency across all applications.

The partner logo may be arranged horizontally and must be separated by a minimum clear space of 3xD, where D is derived from our brand logo. The partner logo must align to the text baseline of our brand logo, and its height and width must not exceed the limits defined by X and Y, as indicated in the diagrams.

These rules apply across digital platforms, print materials, signage, and other physical branding.




**Entity Logo has to be 25% smaller than Government of Dubai Logo**




**Website and Print Co-branding logo Arrangement**



# MESSAGING DIRECTION

## PRIMARY MESSAGING IN THE MEDIA

Dubai South Business Hub Free Zone is positioned as a structured platform that supports a business setup and long-term operations. Messaging focuses on how businesses are formed, how well they are governed, and the support provided beyond the point of licensing.

Operating within Dubai South, location is communicated as a functional advantage. Messaging highlights access to logistics and trade corridors in terms of operational advantages with long-term value.

The brand communicates its role in enabling informed decisions through defined processes, clear requirements, and consistent standards. It emphasises doing things correctly from the start, rather than offering shortcuts or promotional promises.

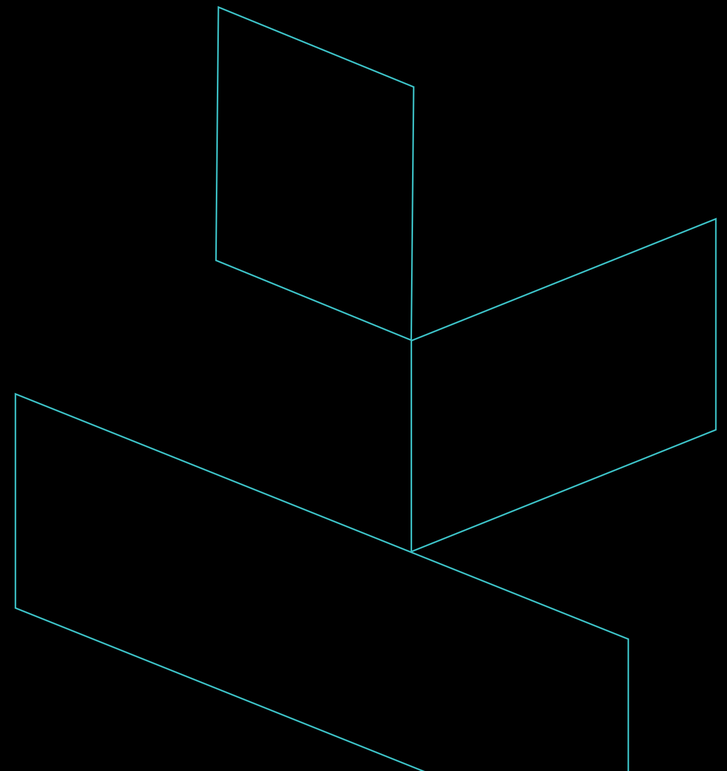
## PRIMARY MESSAGING PRINCIPLES:

- Business setup is presented as a structured, well-defined governed process
- Decisions are framed around long-term operations, not quick outcomes
- Processes and requirements are communicated clearly and upfront
- Compliance and credibility are positioned as enablers, not obstacles
- Guidance replaces promotion; information replaces persuasion

PRINT

# APPLICATION.

- BUSINESS CARD
- NOTEBOOK
- TOTE BAG
- LETTERHEAD AND ENVELOPE
- CERTIFICATE
- TROPHY



# BUSINESS CARD

The business card follows the same visual approach as the rest of the brand. Typography is presented clearly, with hierarchy and generous spacing. The design is simple and functional, intended for everyday professional use.



# NOTEBOOK

The notebook is designed with an outer layout that is clean and minimal; this also covers the logo which is applied clearly and consistently. Colour use is limited, and graphic elements are subtle, ensuring the notebook feels professional and functional.



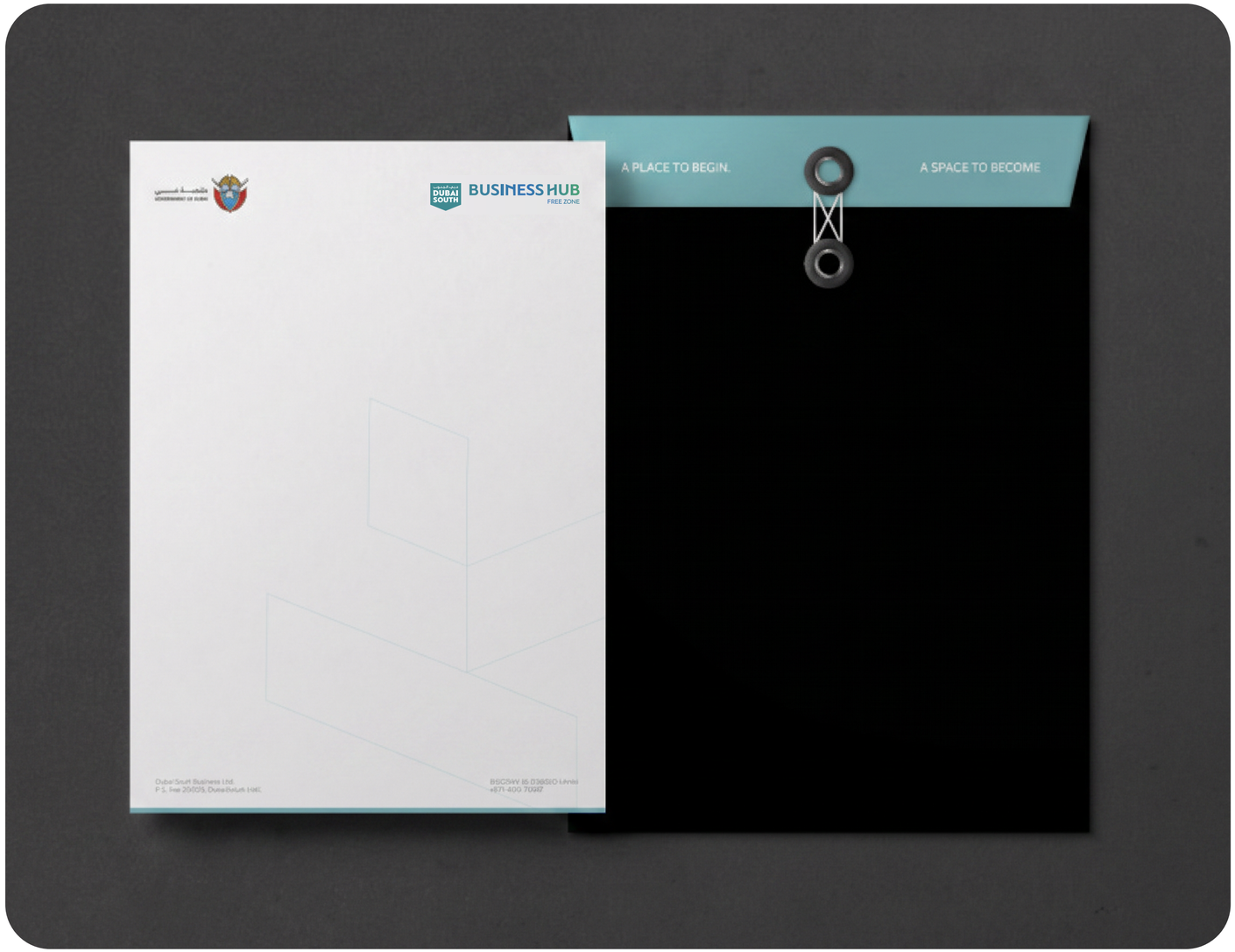
# TOTE BAG

Branding on a tote bag is applied with minimal graphics and controlled colour use to keep the focus on function rather than decoration.



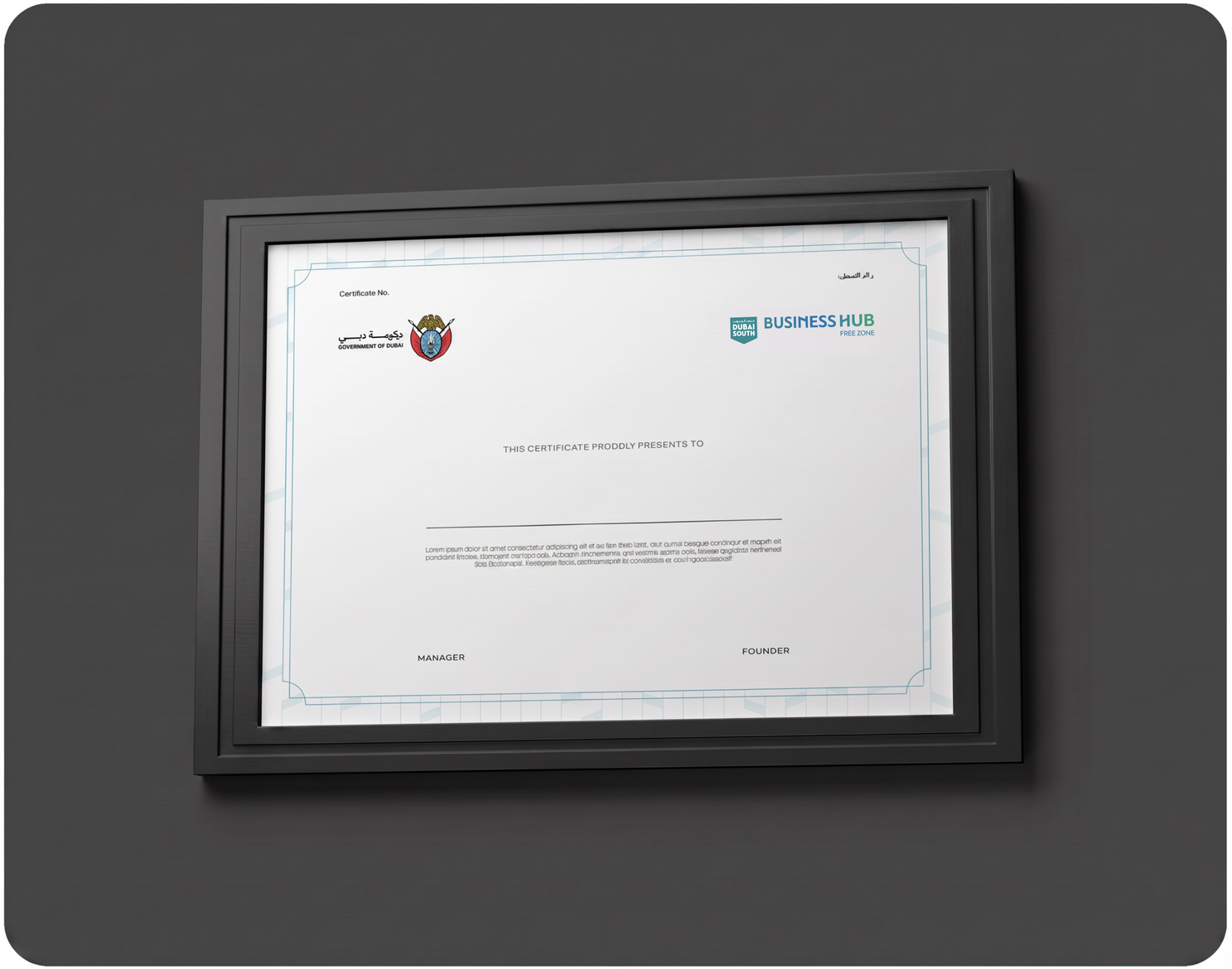
# LETTERHEAD & ENVELOPE

This stationery is designed for formal business communication. The layout is clean, with clear hierarchy, and generous spacing. Branding is subtle and consistent, allowing official correspondence to feel credible, composed, and appropriate for regulatory, financial, and partner-facing use.



# CERTIFICATE

This certificate is designed to formalise business milestones and official recognition. The layout is precise and balanced, with clear hierarchy for names, authorities, and validation details. Branding is kept minimal to ensure the document carries credibility.



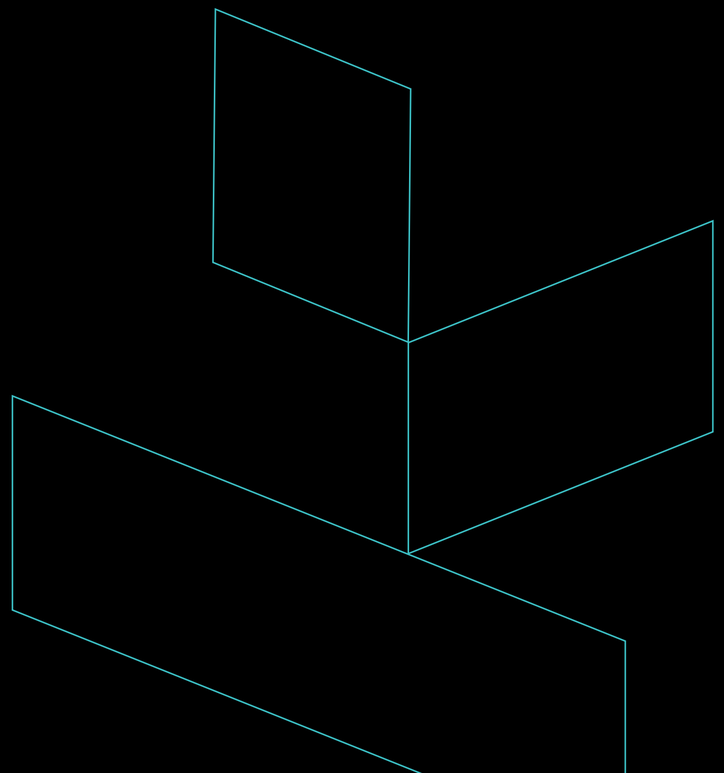
# TROPHY

The trophy represents recognition earned through performance and partnership. The branding is composed and kept minimal to let the achievement speak for itself. It signals credibility, progress, and acknowledgement within a professional context.



PRINT

# OOH.



# OOH 01

Out-of-home executions are bold and minimal, designed to be understood at a glance. Messaging is reduced to a single, confident idea, supported by simple imagery and strong Typography. These placements signal credibility in public and professional spaces. They focus on depicting subjects who have achieved their goal of starting a business and are already in motion.



# OOH 02

This placement execution uses contrast to interrupt attention in high-pressure urban surroundings. A moment of tension is introduced to create an immediate visual impact, while the subject stays composed. As attention is drawn in, the overall scene communicates reassurance and confidence. The message is not urgent but the absence of it. It is reinforcing that even in demanding phases of business, panic is not part of the experience.



# OOH 03

This placement execution uses stripped-back imagery and minimal language to reflect the earliest stage of entrepreneurship. The visuals are intentionally unpolished, capturing moments before refinement.

Single, out-of-context words are used to interrupt attention and spark curiosity, drawing viewers in without explanation. The simplicity reinforces the idea that this is where businesses begin before structure is put in place.



BRAND GUIDELINE V2.0

