



مدينة الشارقة للإعلام
Sharjah Media City

Sharjah Media City (SHAMS)

BRAND GUIDELINES



مدينة الشارقة للإعلام
Sharjah Media City

This guideline will show a framework for the creation of the brand Shams. It defines the key components of building a coherent identity. With the valuable attributes of a brand, such as clarity and consistency.

Staying “on brand” in every communication is essential in making our brand work.

Brand Tagline

SHAMS

A world-class hub for media
and creativity in the region.

SHAMS

(Arabic: شمس ; pronounced [Shams])

is an Arabic word meaning “Sun”.

Acting as a beacon of light and guidance. We actively help nourish and develop creative ideals and entrepreneurial visions.

LOGO VERSION 1 - MASTER LOGO OVERVIEW

The concept behind Shams, the Sun.

The solar shape of the **Shams** logo communicates how **Shams** emits light like the sun and like a beacon, the light that guides people in their process to establish themselves in the region. The light, and the outwards motion of the solar shape signify positivity and energy.

This logo should be considered as the primary use logo.



LOGO DIMENSION

Understanding the impact of the logo in all kinds of situations.

Using the **Shams** logo on a variety of communication materials requires a clear understanding on the size of the logo in corresponding media. The largest size is not defined. But the smallest size in any media use is defined as long it doesn't affect the logo readability.

The minimum required clear space makes sure there is no interference with the logo from surrounding elements and content. The legibility and the impact of the logo will remain strong and it will always stand out as it is intended.

Even though the minimum clear space around the **Shams** logo makes it possible to place it very large on a canvas, sometimes more impact and an aesthetically pleasing visual is achieved by a smaller application.

MAXIMUM SIZE X HEIGHT



مدينة الشارقة للإعلام
Sharjah Media City

3CM HEIGHT MINIMUM SIZE



LOGO CLEAR SPACE

A system is put in place for consistent use of the logo and subscript.

The “A” of the **Shams** logotype is used as a measurement tool to define the exact placement of the subscript underneath the solar symbol and to define the minimum amount of clear space around the complete logo.

The x-height of the Shams logotype defines the clear space around the complete logo. The exact space is measured by the “A” multiplied by 4 on all sides of the symbol and an extra “A” times 4 when the subscript is included.

The size of the subscript is related to the x-height of the “A” in the **Shams** logotype and not to the width of the circle. The subscript is then placed “Ax4” away from the inner circle. This creates the required freedom in creating sub-divisions in a consistent manner.

On the right it shows clearly what the rules and restrictions are in relation to the logo and the grid.

The “A” in multiplications of 4 defines the clear space around the Shams symbol or complete logo including subscript.

The subscript is placed exactly 4 times the “A” from the inner circle.



LOGO COLOR BUILD-UP

Showing a clear brand presence.

The original **Shams** logo will be used in its brand color, red. Depending on the permutation of media, it can be used “only” in these color variations: the monotoes of warm grey, white, or black.

Master logo color build-up

■ PRIMARY RED

Alternative versions

■ WARM GREY

□ WHITE

■ BLACK

PRIMARY RED



مدينة الشارقة للإعلام
Sharjah Media City

WARM GREY



مدينة الشارقة للإعلام
Sharjah Media City

BLACK



مدينة الشارقة للإعلام
Sharjah Media City

WHITE



مدينة الشارقة للإعلام
Sharjah Media City

LOGO DONT'S

There are a few basic dont's for the logo.
Which have to be followed.

- You cannot use the “**Sharjah Media City**” name without Sun logo.
- The color of the Main Brand logo cannot be changed or altered to any other variation than mentioned in these guidelines.
- The orientation of the **Shams** logo cannot be altered for use in any media.
- The physical qualities of the logo cannot be altered to fit any media.
- Don't give shadows or any other effect to the logo. The logo has to be always in clear space with less distraction in the background.



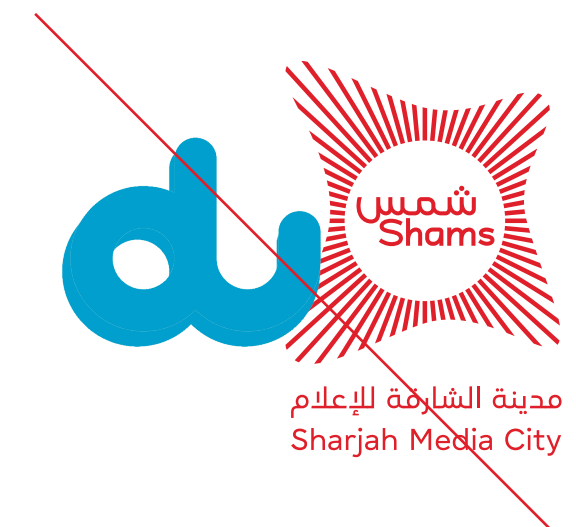
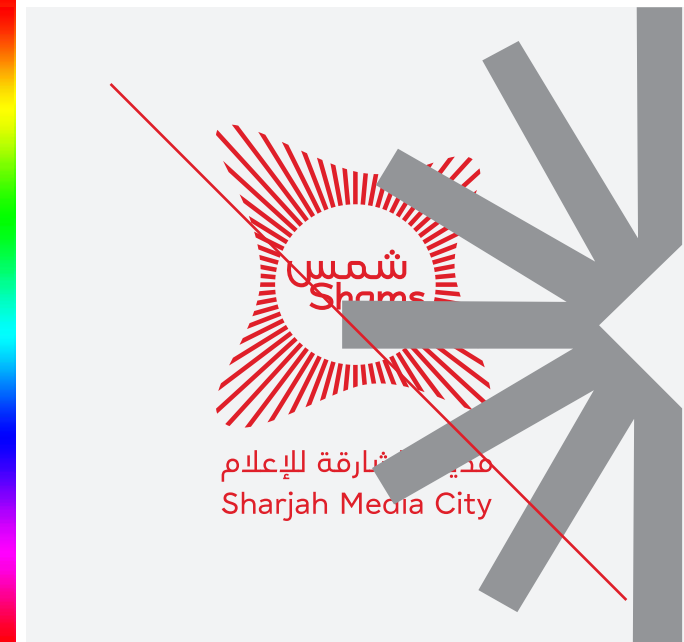
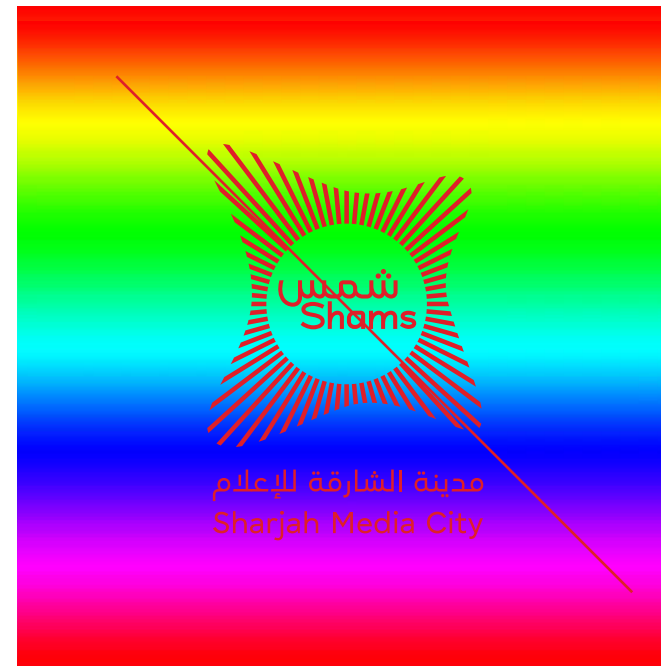
These dont's are applicable to all the logo variations of the brand.

LOGO DONT'S

There are a few basic don'ts for the logo.
Which have to be followed.

- The logo cannot be used on colorful background which gives less contrast for the logo.
- The logo cannot have rays criss crossing the logo. Which will hamper the readability of the brand.
- The logo cannot be used on busy image which gives less contrast for the logo.
- No brand logo should be kept within the safe space of the brand logo.

These dont's are applicable to all the logo variations of the brand.





مدينة الشارقة للإعلام
Sharjah Media City



مدينة الشارقة للإعلام
Sharjah Media City



مدينة الشارقة للإعلام
Sharjah Media City

LOGO VERSION 2 - LOGO OVERVIEW

The concept behind Shams, the Sun.

The solar shape of the **Shams** logo communicates how **Shams** emits light like the sun and like a beacon, the light that guides people in their process to establish themselves in the region. The light, and the outwards motion of the solar shape signify positivity and energy.

This logo shouldn't be considered as the primary use logo.



LOGO DIMENSION

Understanding the impact of the logo in all kinds of situations.

Using the **Shams** logo on a variety of communication materials requires a clear understanding on the size of the logo in corresponding media. The largest size is not defined. But the smallest size in any media use is defined as long it doesn't affect the logo readability.

The minimum required clear space makes sure there is no interference with the logo from surrounding elements and content. The legibility and the impact of the logo will remain strong and it will always stand out as it is intended.

Even though the minimum clear space around the **Shams** logo makes it possible to place it very large on a canvas, sometimes more impact and an aesthetically pleasing visual is achieved by a smaller application.

MAXIMUM SIZE X HEIGHT



3CM HEIGHT MINIMUM SIZE



LOGO CLEAR SPACE

A system is put in place for consistent use of the logo and subscript.

The “A” of the **Shams** logotype is used as a measurement tool to define the exact placement of the subscript underneath the solar symbol and to define the minimum amount of clear space around the complete logo.

The x-height of the **Shams** logotype defines the clear space around the complete logo. The exact space is measured by the “A” multiplied by 4 on all sides of the symbol and an extra “A” times 4 when the subscript is included.

The size of the subscript is related to the x-height of the “A” in the **Shams** logotype and not to the width of the circle. The subscript is then placed “Ax4” away from the inner circle. This creates the required freedom in creating sub-divisions in a consistent manner.

On the right it shows clearly what the rules and restrictions are in relation to the logo and the grid.

The “A” in multiplications of 4 defines the clear space around the Shams symbol or complete logo including subscript.

The subscript is placed exactly 4 times the “A” from the inner circle.



LOGO COLOR BUILD-UP

Showing a clear brand presence.

The original **Shams** logo will be used in its brand color, red. Depending on the permutation of media, it can be used “only” in these color variations: the monotoes of warm grey, white, or black.

PRIMARY RED



WARM GREY



BLACK



WHITE



Master logo color build-up

■ PRIMARY RED

Alternative versions

■ WARM GREY

□ WHITE

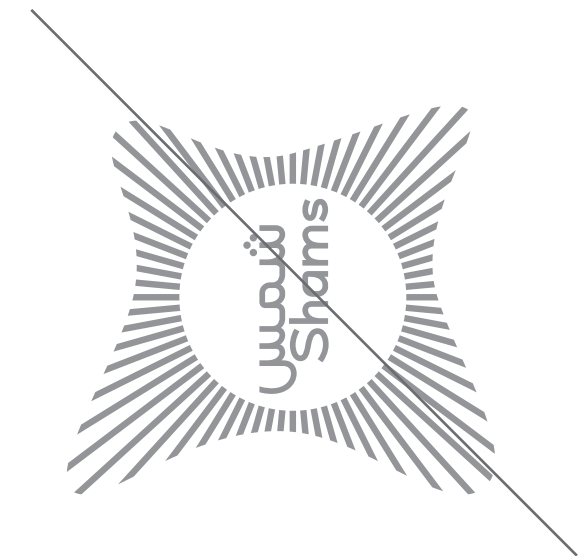
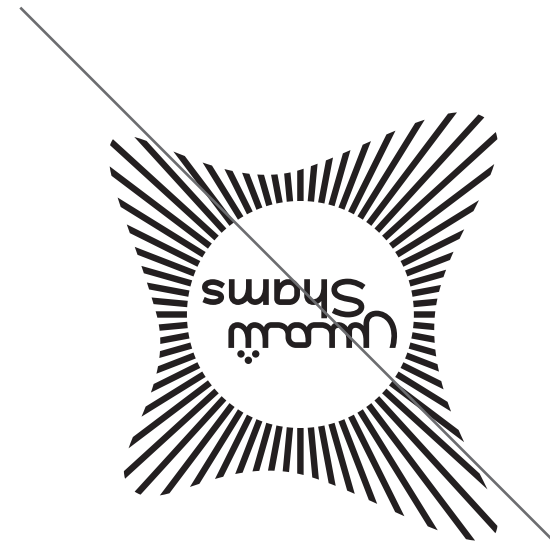
■ BLACK

LOGO DONT'S

There are a few basic dont's for the logo.
Which have to be followed.

- You cannot use the “**Sharjah Media City**” name without sun logo.
- The color of the main brand logo cannot be changed or altered to any other variation than mentioned in these guidelines.
- The orientation of the **Shams** logo cannot be altered for use in any media.
- The physical qualities of the logo cannot be altered to fit any media.
- Don't give shadows or any other effect to the logo. The logo has to be always in clear space with less distraction in the background.

These dont's are applicable to all the logo variations of the brand.

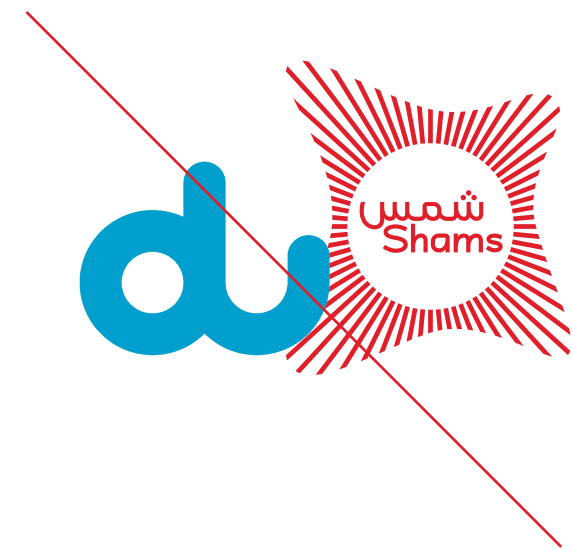
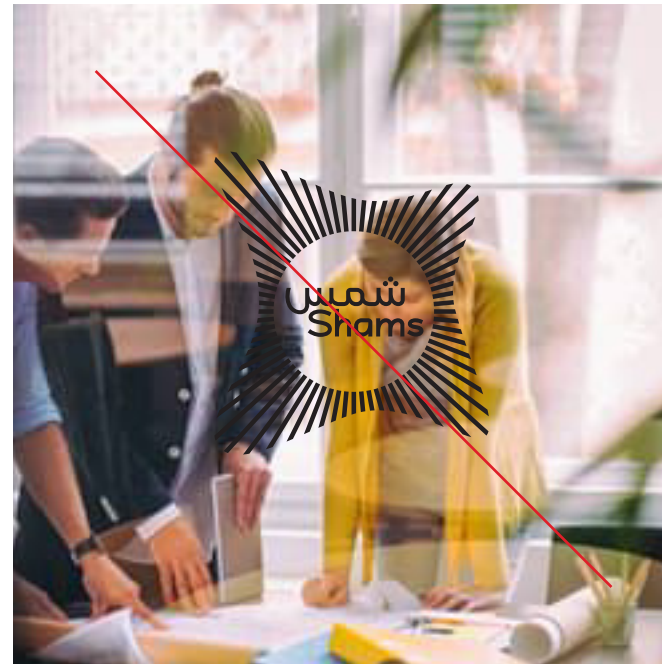
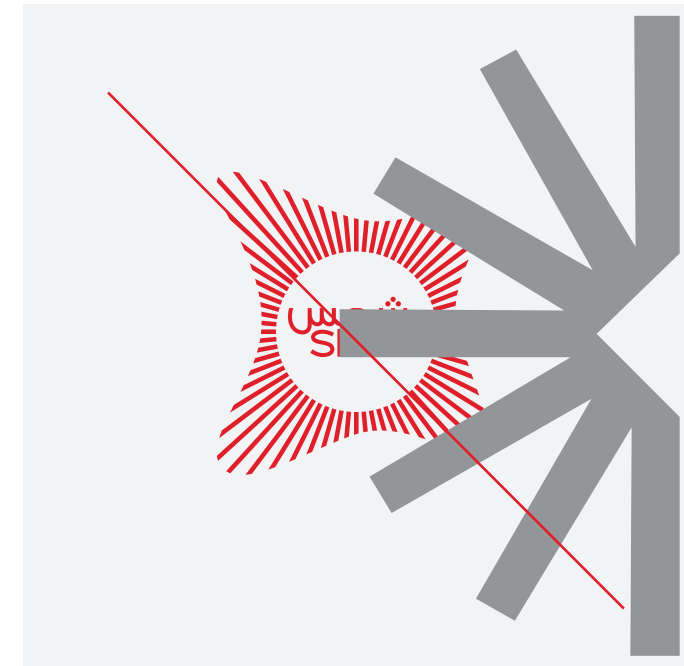
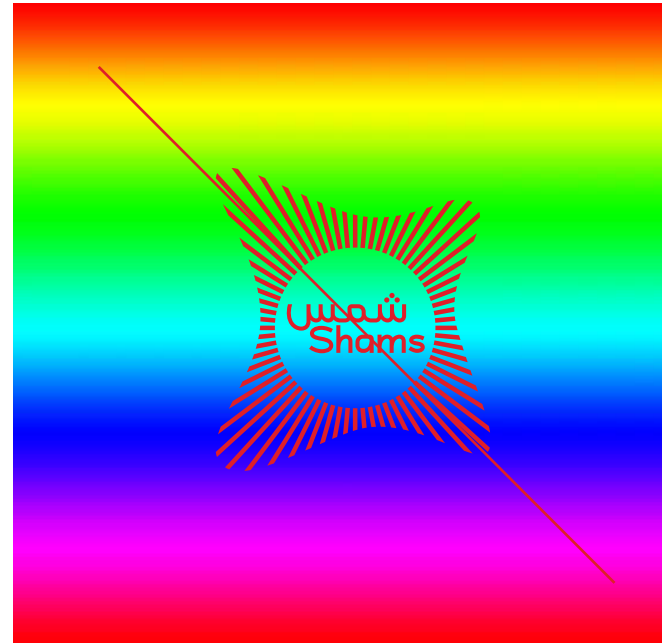


LOGO DONT'S

There are a few basic dont's for the logo. Which have to be followed.

- The logo cannot be used on colorful background which gives less contrast for the logo.
- The logo cannot have rays criss crossing the logo. Which will hamper the readability of the brand.
- The logo cannot be used on busy image which gives less contrast for the logo.
- No brand logo should be kept within the safe space of the brand logo.

These dont's are appliclicable to all the logo variations of the brand.



LOGO VERSION 3 - MASTER LOGO OFFICIAL PURPOSE

The official logo use.

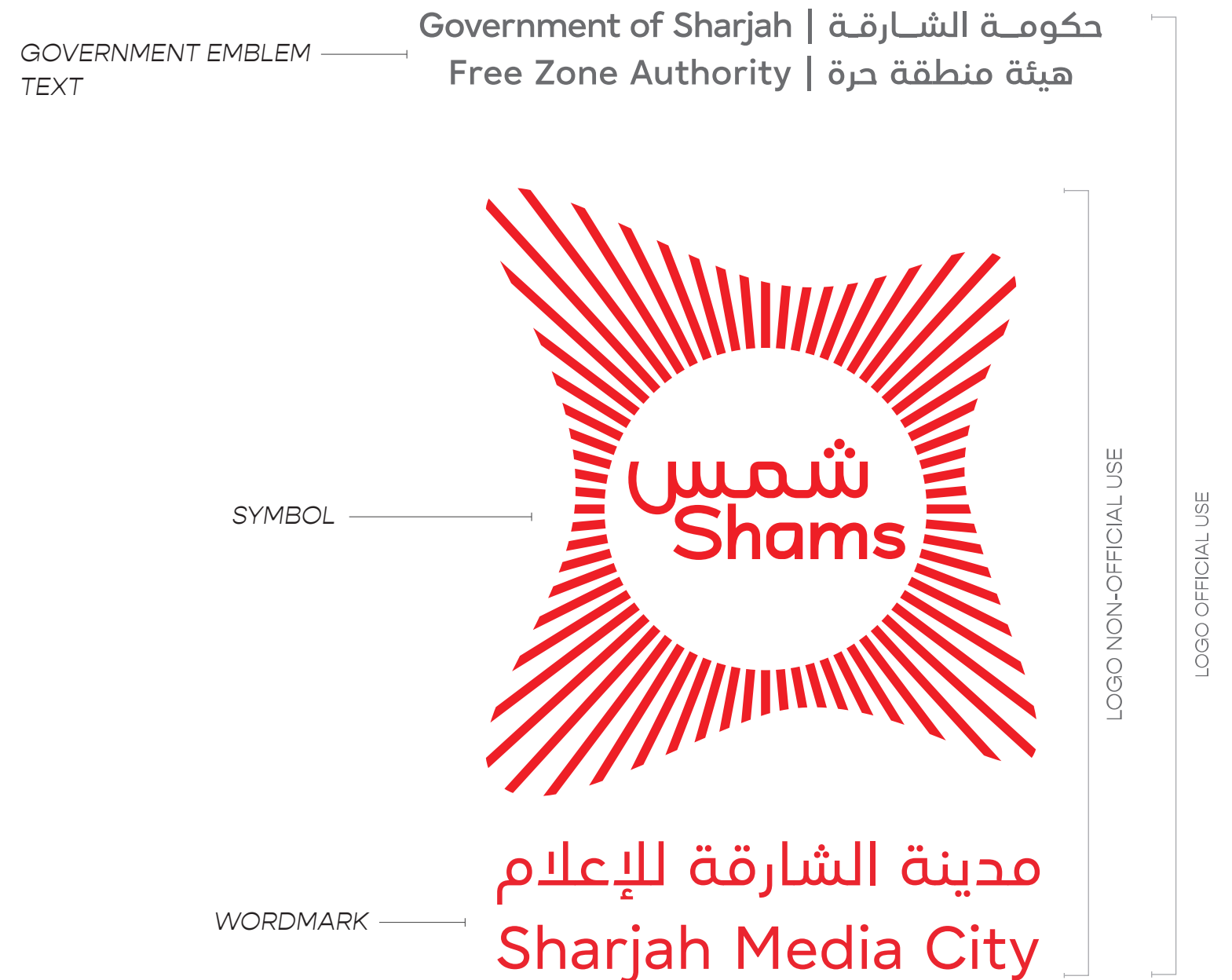
The extension of this alternative logo is for official use of documents. The Government of **Shams** logo is done in **Sharjah Media City** font to have consistency and less variations in fonts.

The use of this logo will be instructed by the marketing team of **Shams**. The logo without the Government Emblem can be used for non-official purpose communication.

PLEASE NOTE:

The logo can be used without the government emblem as well in all the semi or non-official purpose communications.

Also where media doesn't allow the use of small letters.



LOGO DIMENSION

Understanding the impact of the logo in all kinds of situations.

Using the **Shams** logo on a variety of communication materials requires a clear understanding on the size of the logo in corresponding media.

The largest size is not defined. But the smallest size in any media use is defined as long it doesn't affect the logo readability.

The minimum required clear space makes sure there is no interference with the logo from surrounding elements and content. The legibility and the impact of the logo will remain strong and it will always stand out as it is intended.

Even though the minimum clear space around the Shams logo makes it possible to place it very large on a canvas, sometimes more impact and an aesthetically pleasing visual is achieved by a smaller application.

MAXIMUM SIZE X HEIGHT

MINIMUM SIZE 4CM HEIGHT

Government of Sharjah | حكومة الشارقة
Free Zone Authority | هيئة منطقة حرة



مدينة الشارقة للإعلام
Sharjah Media City

Government of Sharjah | حكومة الشارقة
Free Zone Authority | هيئة منطقة حرة



مدينة الشارقة للإعلام
Sharjah Media City

LOGO CLEAR SPACE

A system is put in place for consistent use of the logo and subscript.

The “A” of the **Shams** logotype is used as a measurement tool to define the exact placement of the subscript underneath the solar symbol and to define the minimum amount of clear space around the complete logo.

The x-height of the **Shams** logotype defines the clear space around the complete logo. The exact space is measured by the “A” multiplied by 2 on all sides of the symbol and an extra “A” times 3 when the subscript is included.

The size of the subscript is related to the x-height of the “A” in the **Shams** logotype and not to the width of the circle. The subscript is then placed “Ax4” away from the inner circle. This creates the required freedom in creating sub-divisions in a consistent manner.

On the right it shows clearly what the rules and restrictions are in relation to the logo and the grid.

The “A” in multiplications of 2 defines the clear space around the Shams symbol or complete logo including subscript.

The subscript is placed exactly 4 times the “A” from the inner circle.



LOGO COLOR BUILD-UP

Showing a clear brand presence.

The original **Shams** logo will be used in its brand color, red. Depending on the permutation of media, it can be used “only” in these color variations: the monotoes of warm grey, white, or black

Master logo color build-up

■ PRIMARY RED

Alternative versions

■ WARM GREY

□ WHITE

■ BLACK

PRIMARY RED

Government of Sharjah | حكومة الشارقة
Free Zone Authority | هيئة منطقة حرة



مدينة الشارقة للإعلام
Sharjah Media City

WARM GREY

Government of Sharjah | حكومة الشارقة
Free Zone Authority | هيئة منطقة حرة



مدينة الشارقة للإعلام
Sharjah Media City

BLACK

Government of Sharjah | حكومة الشارقة
Free Zone Authority | هيئة منطقة حرة



مدينة الشارقة للإعلام
Sharjah Media City

WHITE

Government of Sharjah | حكومة الشارقة
Free Zone Authority | هيئة منطقة حرة



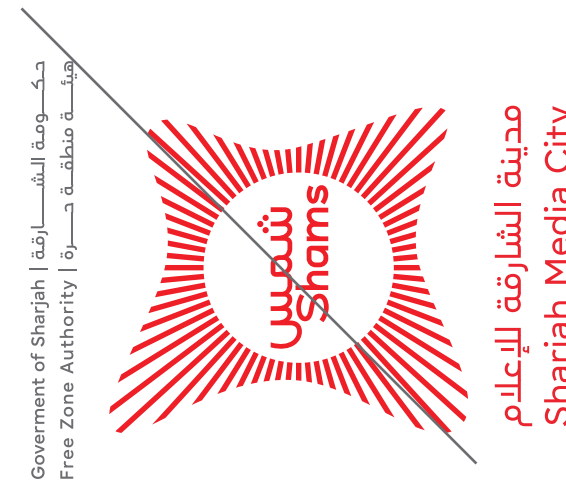
مدينة الشارقة للإعلام
Sharjah Media City

LOGO DONT'S

There are a few basic dont's for the logo.
Which have to be followed.

- The orientation of the **shams** logo cannot be altered for the use in any media.
- The physical qualities of the logo cannot be altered to fit any media.
- Don't give shadows any other effect to the logo. The logo has to be always in clear space with less distraction in the background.
- The lock up of the main logo cannot be broken. Means we cannot separate the government logo and use in different style.
- The government of sharjah logo color cannot be altered apart from the given variation in the guidelines.

These dont's are applicable to all the logo variation of the brand.



حكومة الشارقة | Free Zone Authority | Government of Sharjah
هيئة منطقة حرة

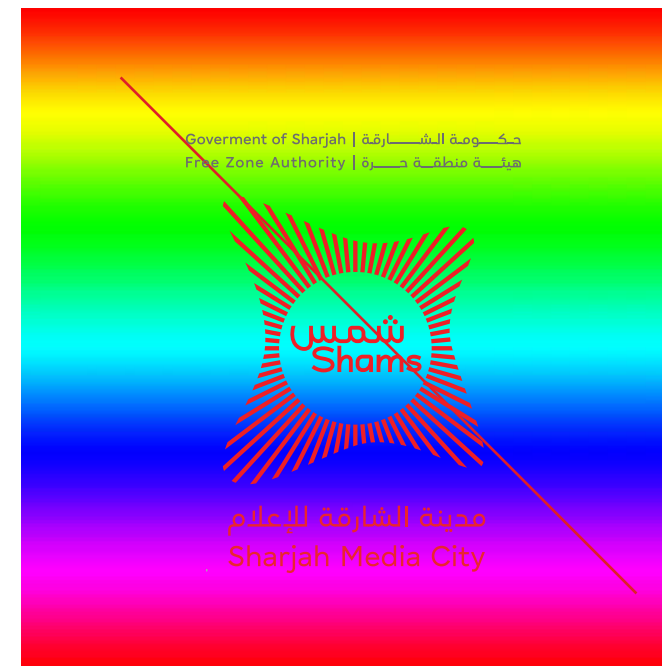


LOGO DONT'S

There are a few basic dont's for the logo. Which have to be followed.

- The logo cannot be used on colorful background which gives less contrast for the logo.
- The logo cannot have rays criss crossing the logo. Which will hamper the readability of the brand.
- The logo cannot be used on busy image which gives less contrast for the logo.
- No brand logo should be kept within the safe space of the brand logo.
- You cannot alter the stacking of the logo and the government emblem.
- Also the spacing between the logo and emblem cannot be changed.

These dont's are applicable to all the logo variations of the brand.



LOGO VERSION 4 - LOGO OVERVIEW

Special circumstances logo. A system is put in place for consistent use of the logo and subscript, even in special circumstances.

The horizontal logo version for Shams is in place **for special circumstance use only**. The use of this version of the logo has to be limited in the scenario where **Shams** is endorsing or sponsoring an event and there are constraints of space. Or if any communication media has visibility for horizontal logo use then the use of this version is permitted.

This logo shouldn't be considered as the primary use logo.

مدينة الشارقة للإعلام
Sharjah Media City



مدينة الشارقة للإعلام
Sharjah Media City

LOGO DIMENSION

Understanding the impact of the logo in all kinds of situations.

A variety of communication materials requires a clear understanding on the size of the logo in corresponding media.

The largest size is not defined. But the smallest size in any media use is defined as long it doesn't affect the logo readability.

The minimum required clear space makes sure there is no interference with the logo from surrounding elements and content. The legibility and the impact of the logo will remain strong and it will always stand out as it is intended.

MAXIMUM SIZE X HEIGHT

MINIMUM SIZE 1.5CM HEIGHT



1.5CM



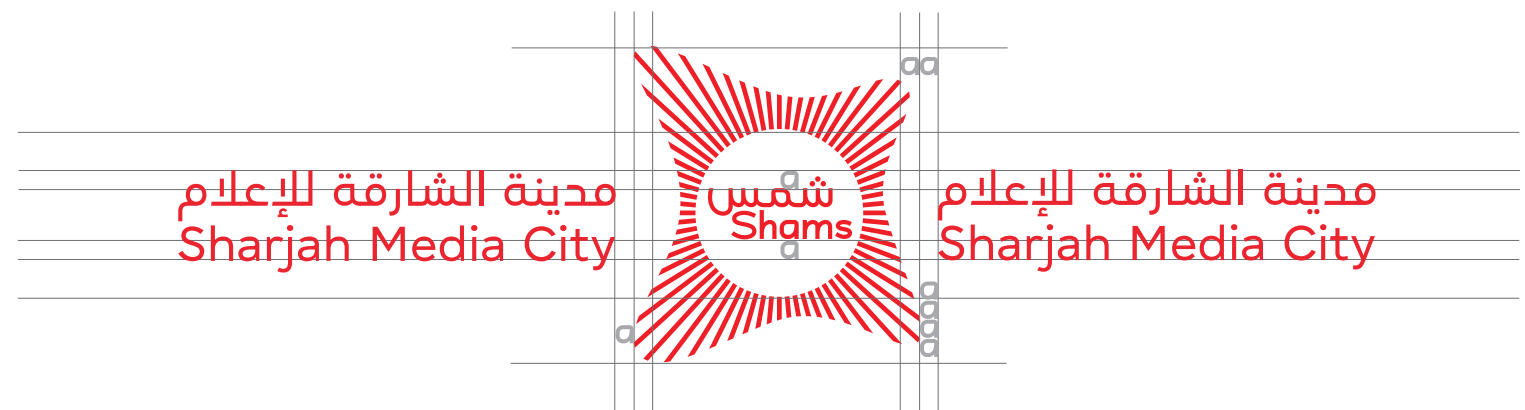
LOGO CLEAR SPACE

The “A” of the **Shams** logotype is used as a measurement tool to define the exact placement of the subscript on either side of the solar symbol and to define the minimum amount of clear space around the complete logo.

The size of the subscript is related to the x-height of the “A” in the **Shams** logotype.

The subscript is then placed “Ax1” on either side from the edge of the logo. This creates the required freedom in creating logo’s with subscript for either **Sharjah Media City** or other subbrands in special occasions.

Special occasions should be rare and whenever possible it is advised to always revert to the master logo with its vertical orientation.



LOGO COLOR BUILD-UP

Showing a clear brand presence.

Similar to the primary **Shams** logo, it will be used in its brand color, red. Depending on the permutation of media, it can be used “only” in these color variations: the monotoes of warm grey, white, or black.

Master logo color build-up

■ PRIMARY RED

Alternative versions

■ WARM GREY

□ WHITE

■ BLACK

PRIMARY RED



WARM GREY



BLACK



WHITE



LOGO VERSION - CO-BRANDING

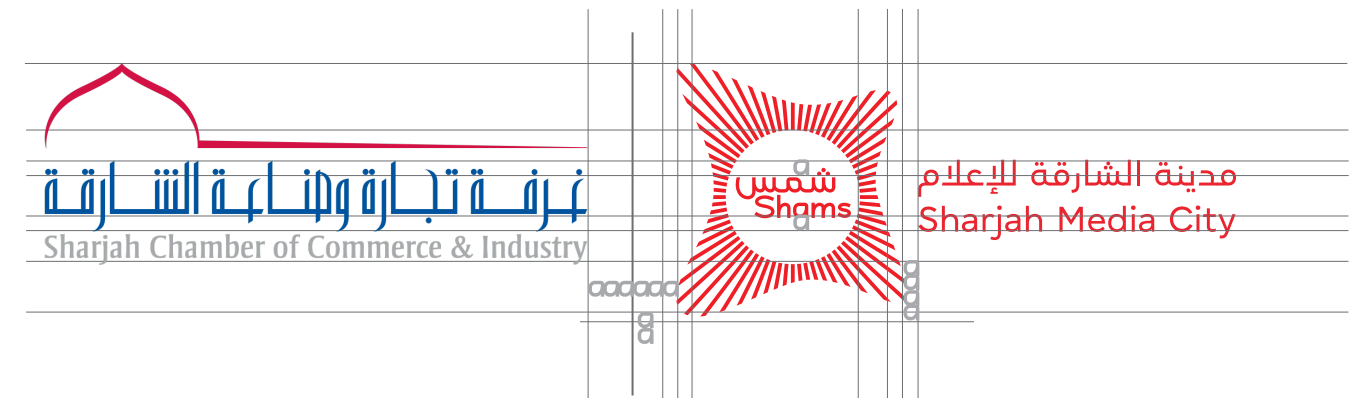
The co-sponsors for the event.

A special case where **Shams** will be co-sponsoring an event or a program. The logo variations we can use are logo version 01 or 02. Similar to the spacing guides we have to arrange the co-company logo within the safe distance of Shams brand.

Depending on the event space we can use either vertical or horizontal logo.

The logo version has to have a spacing of “3xa” similar to the spacing grid of the main brand logos.

The co-sponsored logo can be on the left or right. But the same spacing grid has to be followed.



LOGO VERSION 5 - SHORTHAND

Another special circumstances symbol.

The symbol of **Shams** can be used as a shorthand version of the brand. This logo can be also used on avatars or profile icons or fav icon. **Shams** app can have this as app store icon.

The logo is a special circumstance use only, refrain the use of the logo on any communication medias which are used internal or external.

The use of this specific logo can be seen further in the guidelines. This logo shouldn't be considered as the primary use logo.



شمس
Shams

LOGO DIMENSION

Any size till it makes readable.

The largest size is not defined. But the smallest size in any media use is defined as long it doesn't affect the logo readability.

The minimum required clear space makes sure there is no interference with the logo from surrounding elements and content. The legibility and the impact of the logo will remain strong and it will always stand out as it is intended.

MAXIMUM SIZE X HEIGHT

The logo consists of the Arabic word 'شمس' (Shams) in a stylized red font above the English word 'Shams' in a bold, red, sans-serif font.

MINIMUM SIZE 1.5CM HEIGHT

The logo is enclosed in a thin black rectangular border. To the right of the box, the text '1.5CM' is written vertically, indicating the minimum height of the logo.

LOGO COLOUR BUILD-UP

Showing a clear brand presence.

The logo will be used in its brand color Red. Depending on permutation of media the can be used “only” in these color variations. The main duotone gradient of red and orange. And the monotoes of red, white or black.

Master logo color build-up

■ PRIMARY RED

Alternative versions

■ WARM GREY

□ WHITE

■ BLACK

PRIMARY RED

شمس
Shams

WARM GREY

شمس
Shams

BLACK

شمس
Shams

WHITE

شمس
Shams

SHAMS LOGO INDEX

A variety of logo variation.

This is an overview of the logos **Shams** as a brand used to represent.

Based on the following factors the use of the logo variation can be decided:

- Purpose of communication. Is the media for social, official or brand communication.
- Visibility of the brand. Where depending on the media of the communication. The size of the logo & color can be determined.
- Permutation of the media. Will the media have no issues for the production of logo. Factors like loss of colors, gradient, visibility of the brand.
- The government of sharjah logo with **Shams** logo can be only used under the instruction of Marketing team of Shams

MASTER LOGO



SPECIAL LOGO



SPECIAL LOGO

GOVERNMENT OF SHARJAH
LOGO

SHORTHAND LOGO

TYPOGRAPHY OVERVIEW

Sharjah Font

Sharjah Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

Sharjah Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

Sharjah Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

COLOR PALETTE

PRIMARY COLORS

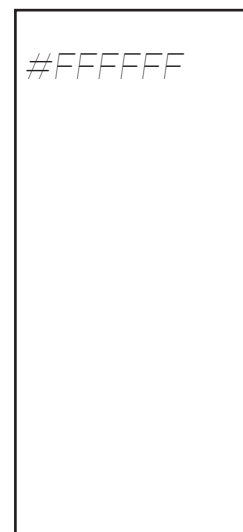
DEEP RED



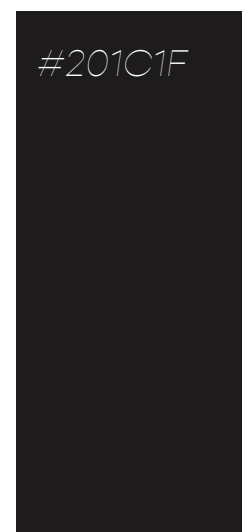
WARM GREY



WHITE



BLACK



SECONDARY COLORS

GRADIENT



ORANGE



DEEP PURPLE



DARK BLUE



TURQOUISE





مدينة الشارقة للإعلام
Sharjah Media City



THANK YOU
