



B R A N D G U I D E L I N E
REVISION B - JULY 2023

SQP-MA-55-0002-App-A (Rev.B)

OUR VISION

To become a leading creator of disruptive advanced manufacturing champions for Abu Dhabi delivering sustainable financial, social and economic benefits.

OUR MISSION

To pioneer the development of advanced manufacturing verticals for Abu Dhabi leveraging global partnerships, disruptive technologies and operational excellence.

OUR VALUES, MY BEHAVIORS

Passionate

I love what I do - I am STRATA's ambassador - I am determined to succeed

Results-driven

I deliver results - I overcome challenges - I am committed to quality & safety

Inclusive

I promote team spirit - I value my colleagues - I embrace diversity

Dependable

I take ownership - I ensure transparency - I exceed customer's expectations

Empowered

I lead by example - I promote excellence through innovation - I embrace learning & development

LOGO

MONOGRAM



A Mubadala Company

WORDMARK

WORDMARK

Logo - Spacing & Size

01



03



01

Strata logo utilises an area of isolation using an X system, where 1X is the height of the logo symbol. This allows the area of isolation to scale proportionately up and down along with the logo.

03

Strata logo can be scaled up and down according to design requirements, and is at the discretion of the designer, however these guides should be followed to ensure the professional image of the company is maintained through continuity of the design style.

Logo - Correct Usage

01 Full color



02 Grayscale



03 Black only



04 Reversed out



Logo - Usage

01 ✗



Don't distort the logo.

02 ✗



Don't use the logo over a illegible color.

03 ✗



Don't use the logo over a distracting background.

04 ✗



Don't add effects to the logo.

05 ✗



Don't alter the proportions of the logo components.

06 ✗



Don't rotate the logo.

07 ✗



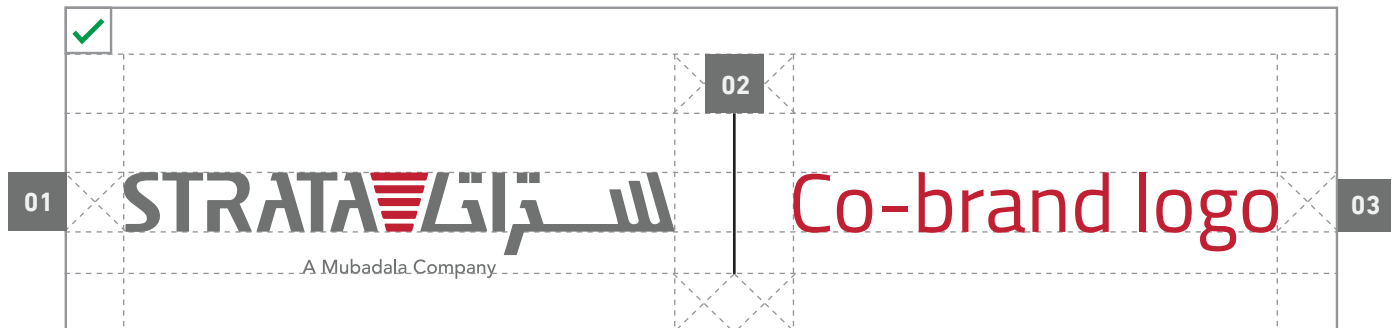
Don't use the monogram as standalone.
It does not represent a logo.

08 ✓



Strata's wordmark "A Mubadala Company" can be adjusted or scale larger in special cases such as embroidery which limits its readability.

Logo - Co-branding



01 Follow the isolation area

02 Divider can be adjusted at the bottom

03 Co-brand logo should be the same height* and never bigger than Strata logo

* Please ask for guidance from the Branding Coordinator if the co-branding is okay or not.

EXAMPLE



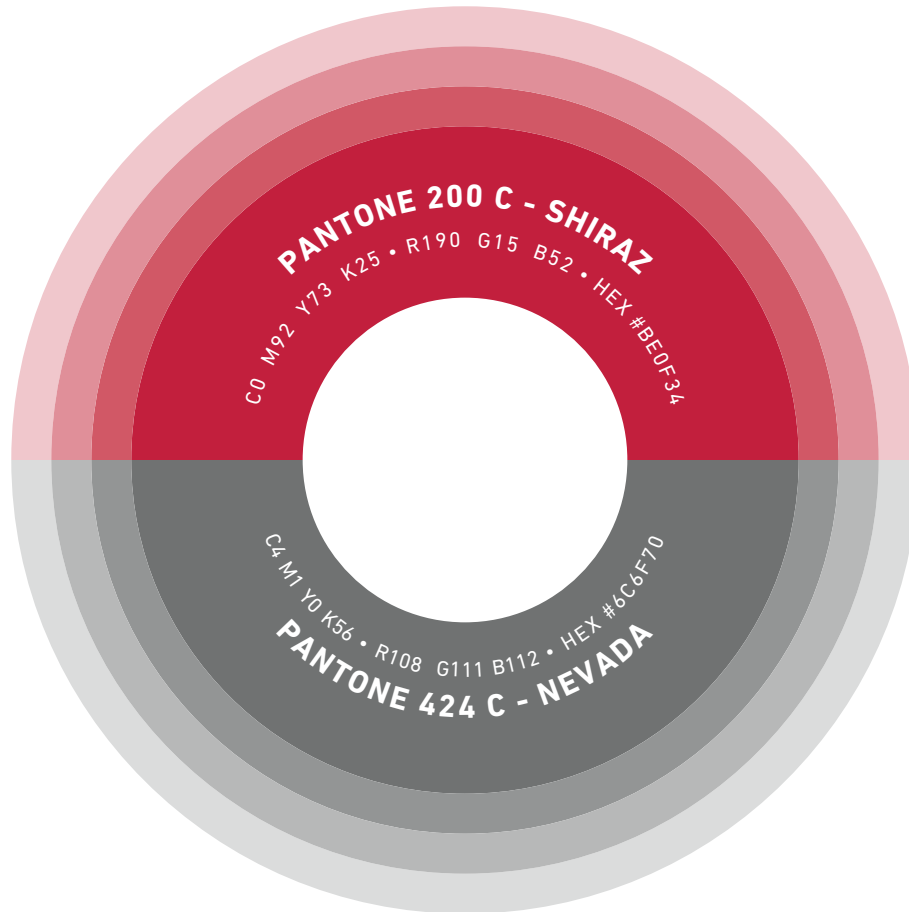
COLOUR PALETTE

Primary Colours



REFERENCE:

- SQP-MA-55-0002-App-B (Rev.A)
- <https://cmyktool.com/pantone-to-cmyk/>



Secondary Colours



REFERENCE:

- SQP-MA-55-0002-App-B (Rev.A)
- <https://cmyktool.com/pantone-to-cmyk/>

PANTONE 877 C OSLO GRAY

C3 M1 Y0 K43
R139 G141 B141
HEX #8D9091

PANTONE 8201 C HORIZON

C41 M16 Y0 K39
R92 G131 B156
HEX #5C839C

PANTONE 378 C FERN FROND

C12 M0 Y69 K63
R84 G95 B29
HEX #545F1D

PANTONE 382 C RIO GRANDE

C11 M0 Y100 K16
R190 G214 B0
HEX #BED600

PANTONE 683 C TAWNY PORT

C0 M66 Y32 K52
R122 G41 B83
HEX #7A2953

PANTONE 3035 C SHERPA BLUE

C100 M24 Y0 K67
R0 G64 B84
HEX #004054

PANTONE 675 C HIBISCUS

C0 M78 Y35 K30
R178 G40 B115
HEX #B22873

PANTONE 313 C PACIFIC BLUE

C100 M24 Y0 K24
R0 G149 B195
HEX #0095C3

PANTONE 160 C HAWAIIAN TAN

C0 M51 Y85 K36
R162 G80 B24
HEX #A25018

PANTONE 318 C RIPTIDE

C38 M3 Y0 K11
R141 G222 B228
HEX #8DDEE4

PANTONE 144 C GOLD DROP

C0 M46 Y100 K6
R239 G130 B0
HEX #EF8200

Program Colours



REFERENCE:

- SQP-MA-55-0002-App-B (Rev.A)
- <https://cmyktool.com/pantone-to-cmyk/>

A330 FTF (101)

**PANTONE 803 C
BROOM**

C0 M0 Y100 K0
R255 G233 B0
HEX #FFE900

A380 FTF (102)

**PANTONE 527 C
PURPLE HEART**

C29 M71 Y0 K36
R117 G47 B164
HEX #763CA9

A350 FSF (152/160)

**PANTONE BLACK 6 C
MIRAGE**

C53 M22 Y0 K86
R17 G28 B86
HEX #1D1D1D

A330 SPOILER (104)

**PANTONE 355 C
GREEN HAZE**

C100 M0 Y60 K40
R0 G150 B57
HEX #009A3D

A339 AILERON (153/154)

**PANTONE 123 C
SUNGLOW**

C0 M22 Y82 K0
R255 G200 B46
HEX #FFC82E

BOEING RIBS (301/302)

**PANTONE 185 C
RED RIBBON**

C0 M100 Y78 K9
R231 G0 B51
HEX #E70033

A35 IBF (156)

**PANTONE 285
SCIENCE BLUE**

C100 M45 Y0 K19
R0 G114 B207
HEX #0072CF

MOVABLES

**RAL 8019
GREY BROWN**

C0 M1 Y1 K8
R64 G58 B58
HEX #403A3A



REFERENCE:

- NOT PART OF APPROVED SQP - BRANDING PURPOSE ONLY
- <https://cmyktool.com/pantone-to-cmyk/>

PILATUS

**PANTONE 318 C
RIPTIDE**

C38 M3 Y0 K11
R141 G222 B228
HEX ##8DDEE4

BOEING VERTICAL FIN

**PANTONE 286 C
INTL. KLEIN BLUE**

C100 M66 Y0 K35
R0 G57 B166
HEX #0039A6

MBRSC

**PANTONE 298 C
PICTON BLUE**

C77 M20 Y0 K11
R52 G182 B228
HEX #34B6E4

FONTS



Typeface to be used for print and web purposes only.

Titillium Web - Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_=[{}];:'"\|,.<>/?

Titillium Web - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_=[{}];:'"\|,.<>/?

Titillium Web - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_=[{}];:'"\|,.<>/?

Titillium Web - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_=[{}];:'"\|,.<>/?

Titillium Web - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_=[{}];:'"\|,.<>/?

Titillium Web - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_=[{}];:'"\|,.<>/?

Primary Typeface - Arabic



Typeface to be used for print and web purposes only.

GE Thameen - Light

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
١٢٣٤٥٦٧٨٩٠!\"#\$%&()*+,-./:;<=>?*[\]^_`{|}~°•¶®©¨ª«»

GE Thameen - Light Italic

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
١٢٣٤٥٦٧٨٩٠!\"#\$%&()*+,-./:;<=>?*[\]^_`{|}~°•¶®©¨ª«»

GE Thameen - Book

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
١٢٣٤٥٦٧٨٩٠!\"#\$%&()*+,-./:;<=>?*[\]^_`{|}~°•¶®©¨ª«»

GE Thameen - Book Italic

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
١٢٣٤٥٦٧٨٩٠!\"#\$%&()*+,-./:;<=>?*[\]^_`{|}~°•¶®©¨ª«»

GE Thameen - DemiBold

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
١٢٣٤٥٦٧٨٩٠!\"#\$%&()*+,-./:;<=>?*[\]^_`{|}~°•¶®©¨ª«»

GE Thameen - DemiBold Italic

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
١٢٣٤٥٦٧٨٩٠!\"#\$%&()*+,-./:;<=>?*[\]^_`{|}~°•¶®©¨ª«»



Typeface to be used for print and web purposes only.

DIN Next LT Arabic - Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

DIN Next LT Arabic - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

DIN Next LT Arabic - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

DIN Next LT Arabic - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

DIN Next LT Arabic - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

DIN Next LT Arabic - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

DIN Next LT Arabic - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=[]{};:'"\|,.<>/?

Secondary Typeface - Arabic



Typeface to be used for print and web purposes only.

DIN Next LT Arabic - Ultra Light

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »

DIN Next LT Arabic - Light

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »

DIN Next LT Arabic - Regular

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »

DIN Next LT Arabic - Medium

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »

DIN Next LT Arabic - Bold

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »

DIN Next LT Arabic - Heavy

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »

DIN Next LT Arabic - Black

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
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & () * , - / : ; < = > ? @ [\] ^ _ { | } ~ ° • ¶ ® © ¨ « »



Typeface to be used for email communications and Microsoft® Office® templates only.

Calibri - Bold

abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri - Bold Italic

abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri - Regular

abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri - Italic

abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri- Light

abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri - Light Italic

abcdefghijklmnopqrstuvwxyz / ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

 Typeface to be used for email communications and Microsoft® Office® templates only.

Arial Arabic - Regular

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
« » " © ® ¶ ° ~ { | } ` ^ [\] @ ? < = > ; : / - , * () & % \$ # " !
1234567890

Arial Arabic - Italic

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
« » " © ® ¶ ° ~ { | } ` ^ [\] @ ? < = > ; : / - , * () & % \$ # " !
1234567890

Arial Arabic - Bold

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
« » " © ® ¶ ° ~ { | } ` ^ [\] @ ? < = > ; : / - , * () & % \$ # " !
1234567890

Arial Arabic - Bold Italic

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
« » " © ® ¶ ° ~ { | } ` ^ [\] @ ? < = > ; : / - , * () & % \$ # " !
1234567890

ICONOGRAPHY

Icons



Below are few samples, other collections or requests can be done through Communications Department.



APPLICATIONS (PRINT & DIGITAL)

Letterhead + Continuation Sheet



Applicable for print and digital.

Letterhead (Bilingual)



ستراتا للتصنيع (شركة مساهمة خاصة)
رأس المال المدفوع ٢٠٠٠٠٠٠٠٠ درهم إماراتي، رقم الرخصة التجارية: NC 1174038

ستراتا للتصنيع ش.م.خ.
ص.ب. ٨٦٥١٩
العين
الإمارات العربية المتحدة
Strata Manufacturing PJSC
P.O. Box 86519
Al Ain
United Arab Emirates
ت: +971 3 707 1300
ف: +971 3 707 1491

www.strata.ae



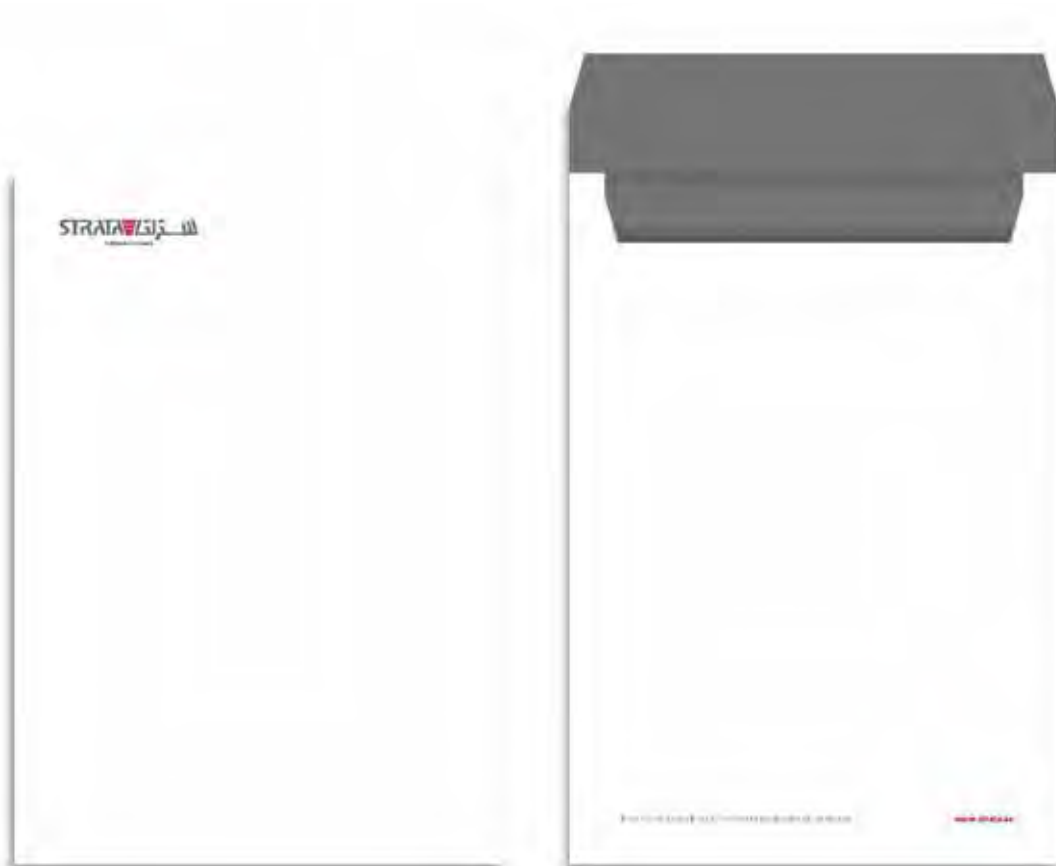
Applicable for print and digital.

DL Envelope



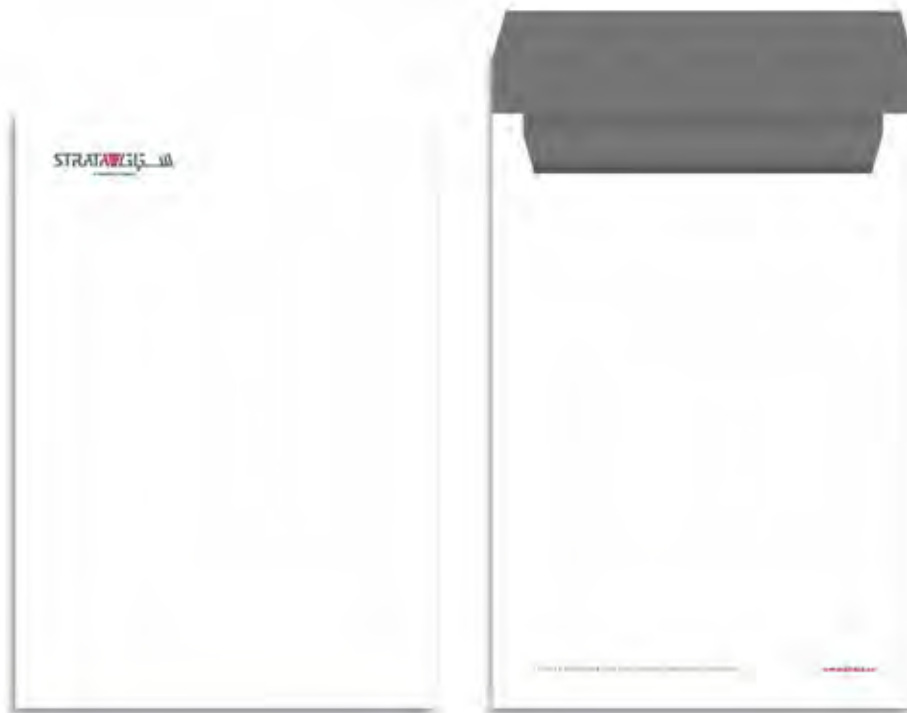
Applicable for print.

A3 Envelope



Applicable for print.

A4 Envelope



Applicable for print.

Business Card







Notepads



Applicable for print.

Paper Bag



Applicable for print.

Files



Applicable for print.

Certificate + Leather Folder



Applicable for print.

Poster Standard Template



Applicable for print and digital.

Advertising Standard Template





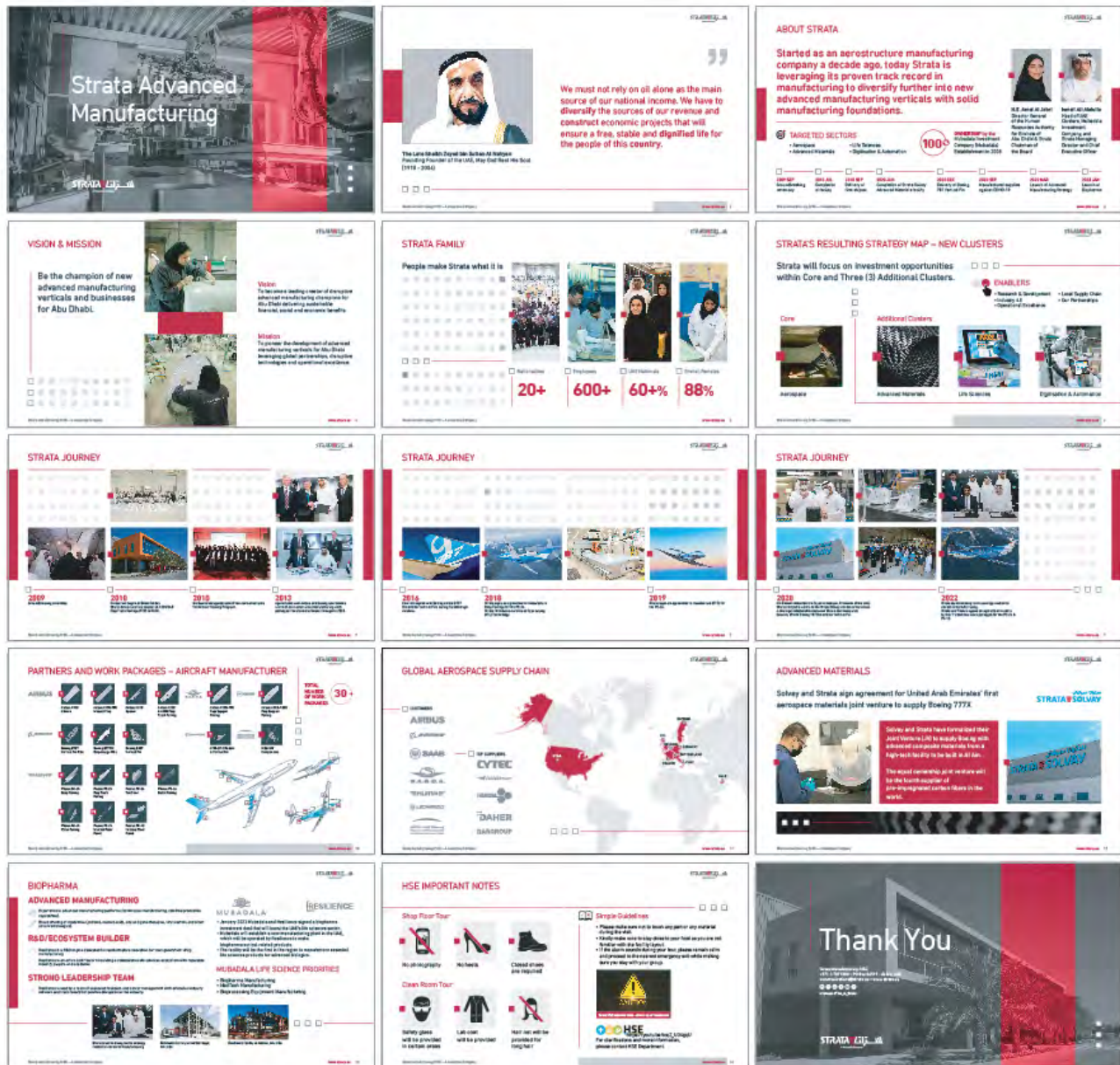


Brochure



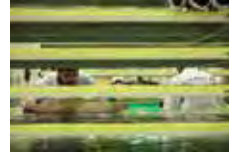
Corporate Profile / PPT Template

Latest corporate profile and template for 2023.

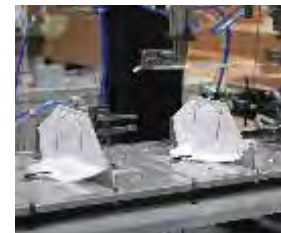


BRAND IMAGERY

Brand Imagery



Strata promotes respect, equality and diversity. It is important to reflect these attributes through all visual communication collateral.



THANKS

Strata Manufacturing PJSC

+971 3 7071300

PO Box 86519 - Al Ain, UAE
communications@strata.ae