STRATA ستراتا

A Mubadala Company

BRAND GUIDELINE

REVISION D - OCTOBER 2026

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

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

UPDATE NOTICE

Every two years, this brand guideline should be updated to take into account any modifications made to the designs and artwork.

BRANDING APPROVAL

The purpose of the branding approval guide and template we have supplied is to give all staff members and departments, especially those handling artwork from suppliers and vendors, a clear grasp of the branding approval procedure.

Our brand will stay unified, polished, and consistent with our company principles if we adhere to this procedure.

The documents are “Branding Approval Guide for Employees and Departments” and “Branding Approval Template”, both created from 10 October 2024.

LOGO

Master 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



05 Reversed out
Monogram retain



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 emboidery which limits its readbility.

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.

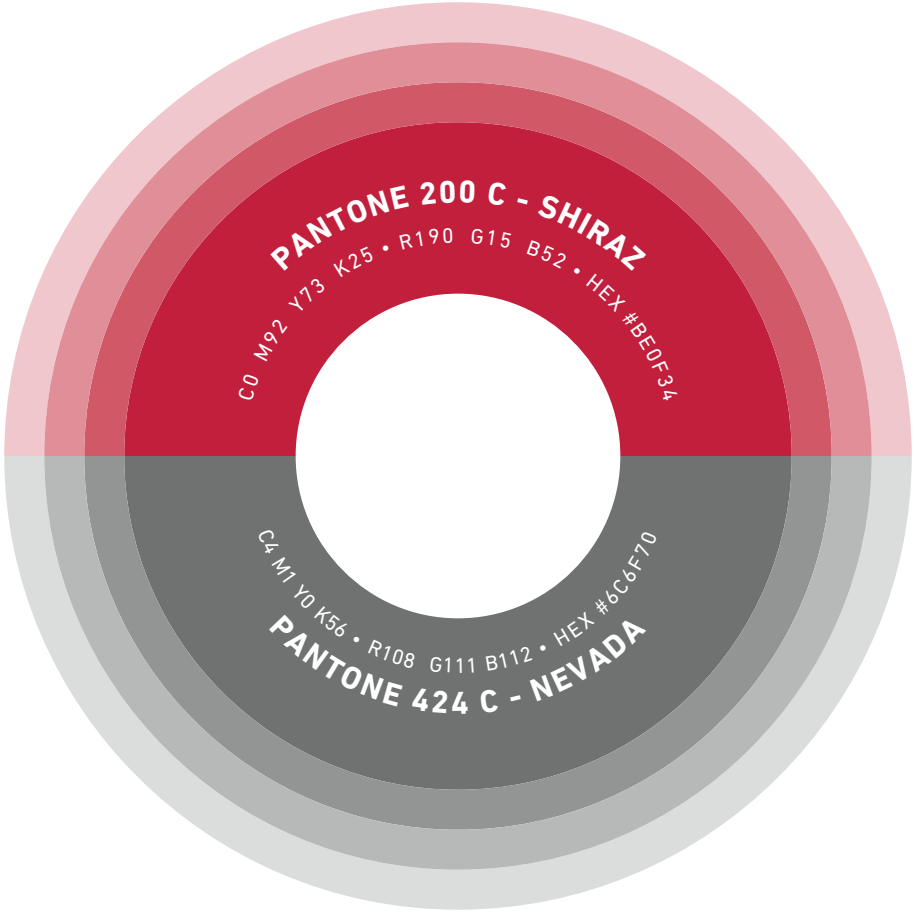
EXAMPLE



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

FONTS

Primary Typeface - English

Typeface to be used for print and web purposes only.

Titillium Web - Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Titillium Web - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Titillium Web - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Titillium Web - Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Titillium Web - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Titillium Web - Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Typeface to be used for print and web purposes only.

GE Thameen - Light

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

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

GE Thameen - Light Italic

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

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

GE Thameen - Book

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

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

GE Thameen - Book Italic

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

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

GE Thameen - DemiBold

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

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

GE Thameen - DemiBold Italic

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

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

Typeface to be used for print and web purposes only.

DIN Next LT Arabic - Ultra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

DIN Next LT Arabic - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

DIN Next LT Arabic - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

DIN Next LT Arabic - Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

DIN Next LT Arabic - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

DIN Next LT Arabic - Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

DIN Next LT Arabic - Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - _ = + [ ] { } ; : ' " \ | , . < > / ?

Typeface to be used for print and web purposes only.

DIN Next LT Arabic - Ultra Light

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

DIN Next LT Arabic - Light

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

DIN Next LT Arabic - Regular

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

DIN Next LT Arabic - Medium

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

DIN Next LT Arabic - Bold

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

DIN Next LT Arabic - Heavy

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

DIN Next LT Arabic - Black

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ
1234567890!"#$%&()*,-/:;<=>?@[\]^`{|}~°•¶®©¨«»

Secondary Typeface - English

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

Secondary Typeface - Arabic

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

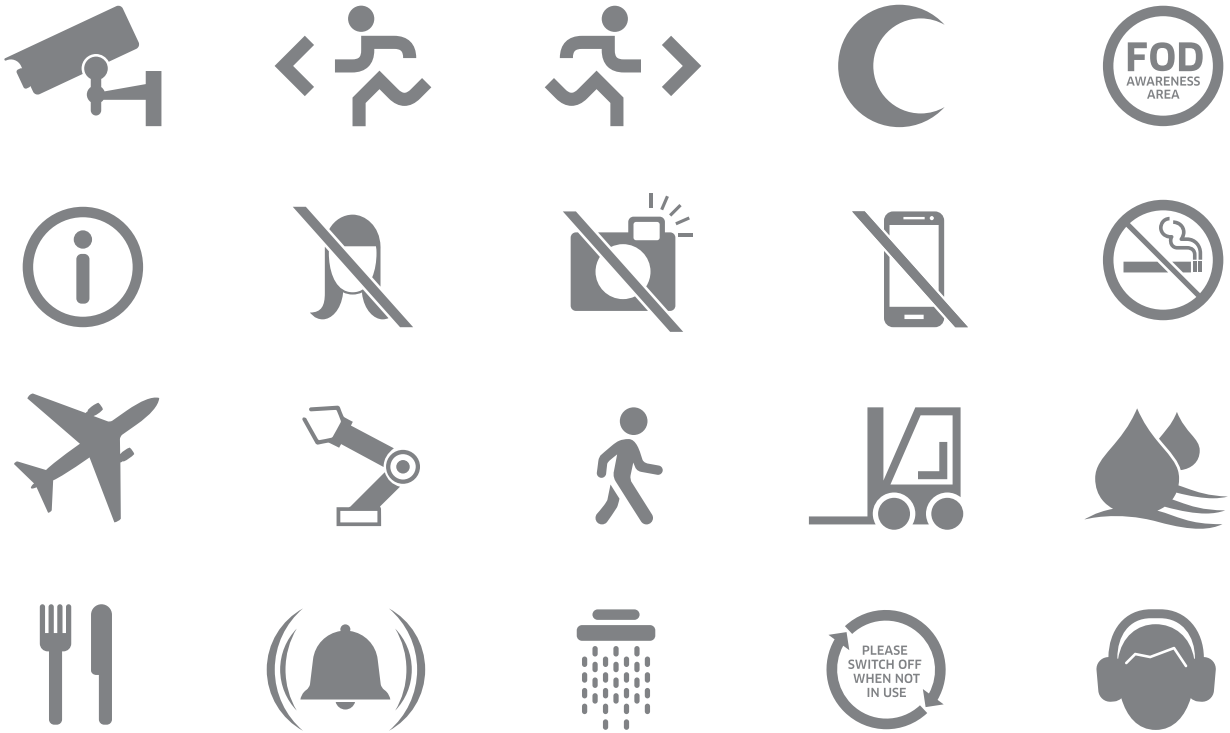
« » ¨ © ® ¶ • ° ~ { | } ` ^ [\ ] @ ? < = > ; : / - , * ( ) & % $ # " !

1234567890

ICONOGRAPHY

Icons

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



BRAND IMAGERY

Brand Imagery















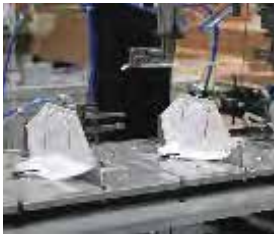






Strata is promotes respect, equality and diversity. It is important to reflect these attributes through all visual communication collateral.





Gallery is available upon request.

THANKS

Strata Manufacturing PJSC

+971 3 7071300
PO Box 86519 - Al Ain, UAE
communications@strata.ae