Visual Identity Guidelines for Vista Meydan by Dubai Investments

Logo Creation

Graphicshoplb.com

2025

AL VISTA Logo Rationale

CONCEPT OVERVIEW.

AL VISTA logo is a minimalist yet meaningful composition rooted in geometry, symbolism, and duality. At its core is a stylized "V" formed by two distinct but harmonized shapes, representing the dual-tower structure of the development: one residential and one for offices. This duality reflects a lifestyle ecosystem where living and working coexist seamlessly within a unified vision.

Symbolism of the Icon

- **Gold Form (Primary Tower):** Represents the residential tower — aspirational, elegant, and human-centered. Its upward shape suggests growth, prosperity, and a premium living experience.
- **Silver Arc (Secondary Tower):** Symbolizes the office tower — innovative, dynamic, and future-focused. Its curved silhouette adds architectural contrast, reflecting a more fluid and flexible workspace concept.
- **Together, they create a superimposed V, speaking to** AL VISTA — a forward-looking perspective, elevated lifestyle, and strategic integration of function and form.

Typography

- **Bilingual Presence:** Arabic and English logotypes reinforce cultural duality and regional relevance.
- **"AL VISTA"** is set in a contemporary, uppercase sans-serif font denoting confidence and clarity.

AL VISTA identity captures:

> THE ESSENCE OF A DUAL-TOWER DEVELOPMENT: ONE RESIDENTIAL, ONE COMMERCIAL
> A SEAMLESS BLEND OF ELEGANCE AND UTILITY
> A FORWARD-FACING BRAND THAT SPEAKS OF MODERNITY, PRESTIGE, AND INTEGRATION


ALVISTA



Unified Arabic–English Identity



ALVISTA



الڤيستا


الـڤيـستـا
ALVISTA


الـڤيـستـا
ALVISTA



minimum size
2cm

ALVISTA

profile picture



Silver
Vision, Balance, Wisdom

Pantone	R	G	B	C	M	Y	K
877 C	198	198	198	00	00	00	30

Iron
Strength, Courage, Gr owth

Pantone	R	G	B	C	M	Y	K
Cool Grey 11 CP	65	64	66	00	00	00	90

Gold
Prosperity, Sophistication, Ex cellence

Pantone	R	G	B	C	M	Y	K
8960 C	182	138	53	17	38	83	22

TYPOGRAPHY

OVERVIEW

Vista Meydan typographic palette is comprised of three main font families: ModernoFB, Roboto & Garnet Capitals.

ModernoFB is the primary typographic family for the overall brand identity. Working in graphic contrast to the elegant cuts of ModernoFB, the sans serif family Roboto acts as a supporting face to be used mainly for information text. The second supporting sans serif typeface is the Garnet Capitals family that its usage is reduced to the preheaders.

Correct and consistent use of typography is essential in establishing a strong brand identity, whilst expressing the spirit of the brand. Special care should be used to ensure the right balance between the typographic families is achieved.

PRIMARY TYPEFACE – Roboto

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

HEADLINES TYPEFACE –MODERNOFB

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789#$%!?&

SUPPORTING TYPEFACE – GARNET - Capitals thin

ABCDEFGHIJKLMNOPQRSTUVXYZ
0123456789#$%!?&

TYPOGRAPHY

TYPOGRAPHIC STRUCTURE

Our typographic structure outlines the ways in which we style our typography and how we use tracking, leading, case and alignment to maximize legibility, establish tone, and achieve visual balance.

Case and alignment should be followed on all platforms, while leading and tracking must be set as close as possible on web applications that allow for customization.

TRACKING

For all preheaders the tracking should be set to 190 with kerning set to optical.
Main headlines should have a tracking of 75 with kerning set to optical.

LEADING

Headline leading should be kept tight, though exact sizing will vary. As a general rule, headlines should be the same point value as the text size. Body copy should be 2 points greater than the text size.

CASE

Preheader and Headline characters are always uppercase. Subhead and Body copy characters are always sentence case.

ALIGNMENT

Centered alignment style is mainly used for the headlines.

Centered alignment as well is used for copy in most cases.

LOREM IPSUM

LOREM IPSUM

VISTA MEYDAN ,
LOREM
IPSUM

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LIFESTYLE

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TYPOGRAPHY

TEXT HIERARCHY

There are four different styles in our Text Hierarchy. Combined they create a strong, harmonious typographic rhythm, but most importantly they help structure information in a readable and straightforward way.

LOREM IPSUM

LOREM LOREM IPSUM DOLOR SIT LOREM IPSUM DOLOR

Lorem Ipsum Dolor Sit Amet

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PREHEADER

Always set in Garnet Capitals thin

HEADLINE

Always set in ModernoFB Regular

SUBHEADLINE

Always set in Roboto Regular

BODY COPY

Always set in Roboto Light
Bold occasionally

THANK YOU