

VIDA
RESIDENCES
SAADIYAT ISLAND

Inspire the Imagination

BRAND GUIDELINES



*Vida Residences Saadiyat
Island blends contemporary
living with artistic inspiration,
offering design excellence,
seamless hospitality, and a space
for creativity and connections.*

Brand strategy

BRAND STRATEGY

BRAND PURPOSE

*Alive with
possibility*

Switch on your next big idea. From the buzz of cultural spaces to connecting with fellow innovators, everything here is designed to fuel your creativity. Your canvas, your brules - we just make sure it's always alive and inspired.



BRAND STRATEGY

Energy
Design
Creativity
Collaboration

Inspire the Imagination

Cultural hub
Moments
Purpose

BRAND MANIFESTO

Brand identity

BRAND IDENTITY



BRAND LOGO

Our logo is a crucial element of our brand. It is a distinctive and bold symbol representing the Vida brand.

BRAND IDENTITY



LOGO COLOUR

Our logo can be used in various colours, provided there is sufficient contrast and legibility. Select the logo colour based on the elements in your communication piece to ensure maximum contrast and clarity. So that the overall brand feels refreshed, try and be considerate about the light and fresh contrast.



BRAND IDENTITY



LOGO USAGE

The correct logo usage is essential for brand consistency. Always use the logo in its approved forms and colours, ensuring it remains clear and unobstructed. Avoid alterations that could compromise its integrity and impact.

BRAND IDENTITY

TYPOGRAPHY

When crafting and designing copy, refer to the following examples for guidance.

HEADERS

Bodoni Bold

INTRO TO
SAADIYAT ISLAND

BODY COPY

Bodoni Book

Vida Residences Saadiyat Island combines contemporary living with artistic inspiration. Known for design excellence and seamless hospitality, Vida offers more than just a home – it’s a space for creativity, connections, and new possibilities. Here, every detail reflects sophistication and innovation.

NOTES

Arial Book

Balcony Area	Floorplan sizes and dimensions are indicative only and not to scale. Actual may vary. Landscaping not included. Apartment views vary per type.
Suite Area	
Gross Sellable Area	

BRAND IDENTITY



HEX 1d1d1d
R29 G29 B27
C0 M0 Y0 K100



HEX ffffff
R255 G255 B255
C0 M0 Y0 K0

COLOUR PALETTE

The minimal colour palette is to be used across all Vida Residences communications, ensuring a cohesive and recognisable brand identity.



PANTONE 3025 C
HEX 004D71
R0 G77 B113
C100 M50 Y40 K20



PANTONE 7695 C
HEX AEC1CE
R174 G193 B206
C32 M16 Y13 K0



PANTONE SILVER C
HEX 808184
R128 G129 B132
C0 M0 Y0 K60

Imagery styles

IMAGERY STYLES



EVOCATIVE

Scenic imagery, artist expression and moments culminate to create an evocative look and feel that compliments the lifestyle and product photography. This type of imagery should be used sparingly to support the other types photography and stay true to the brand art direction.



IMAGERY STYLES

LIFESTYLE

Our photography is a core element to the brand.
It is crucial to avoid excessive staging in the images, aiming instead for an elevated reality that authentically captures the upscale experience and showcases the best moments guests can expect.

General guidelines

- Natural, bright lighting with minimal editing
- Embrace creative asymmetry and ‘perfect imperfections’
- Always authentic
- Draw the right amount of attention to both subject + surroundings
- Modern chic aesthetic that feels effortlessly sophisticated



IMAGERY STYLES

PRODUCT

We use a mix of interior shots, vignettes, and CGIs to provide our audience with a clear sense of place and space.

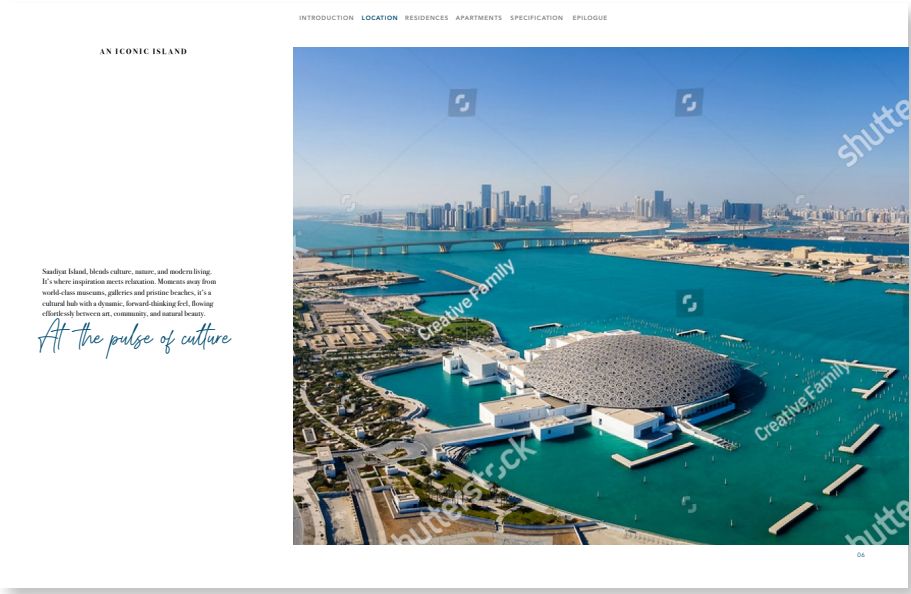
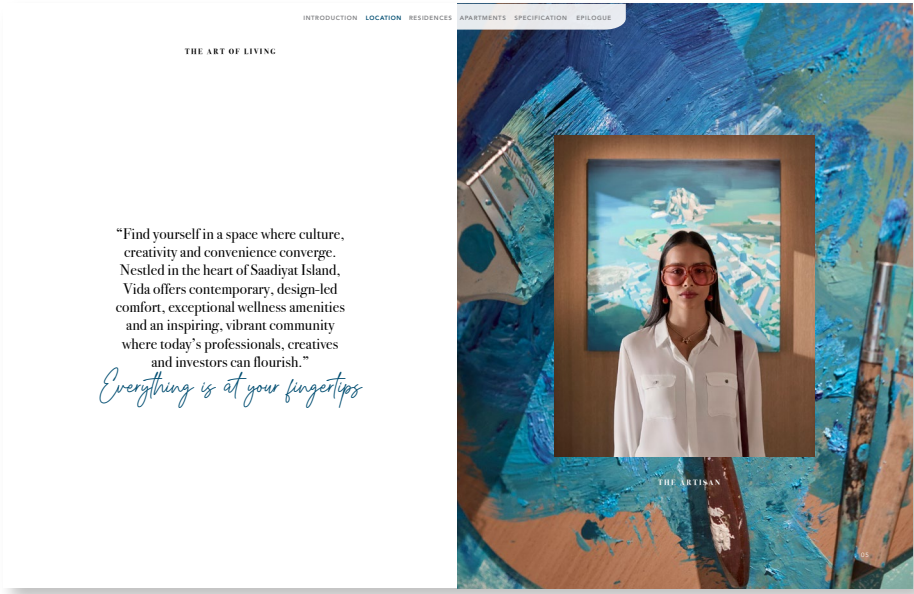
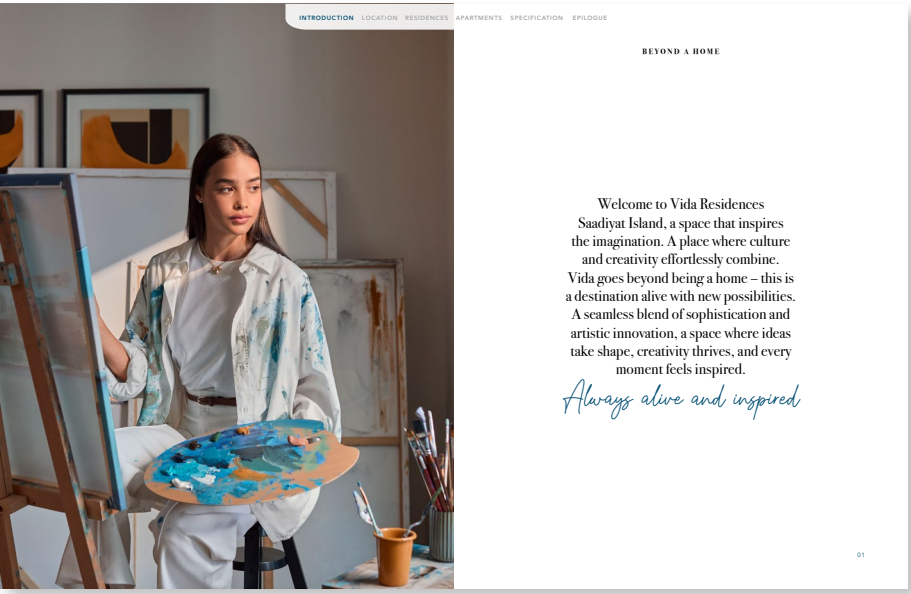
We use interior shots to highlight the precision and sophistication of our residences, showcasing the intricate details and diverse textures that define our design. CGIs are used to show exteriors, amenities and interiors.

Spaces need to be styled minimally to maintain focus on the architecture and functionality of the design. Overcrowding with decor or furniture is to be avoided to ensure the visuals remain sophisticated and aspirational.



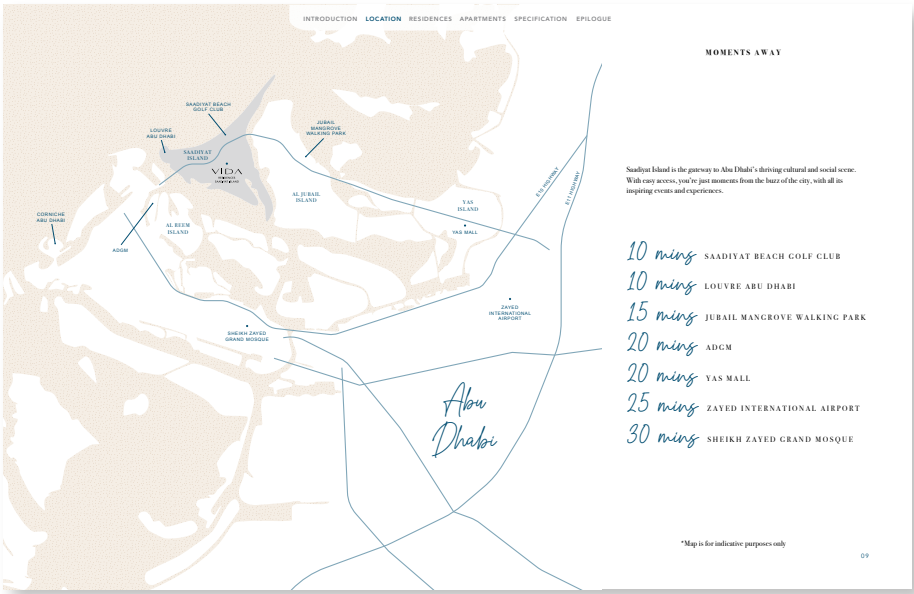
Brand applications

BRAND APPLICATIONS
BROCHURE



These spread examples show how our brand translates into a digital brochure using our colours, photography styles and brand fonts.

The average spread consists of one page photography and the other for copy. For larger blocks of text we centre align the copy within the layouts and use the script font to compliment. For smaller blocks of text we left align.



BRAND APPLICATIONS

SOCIAL POSTS

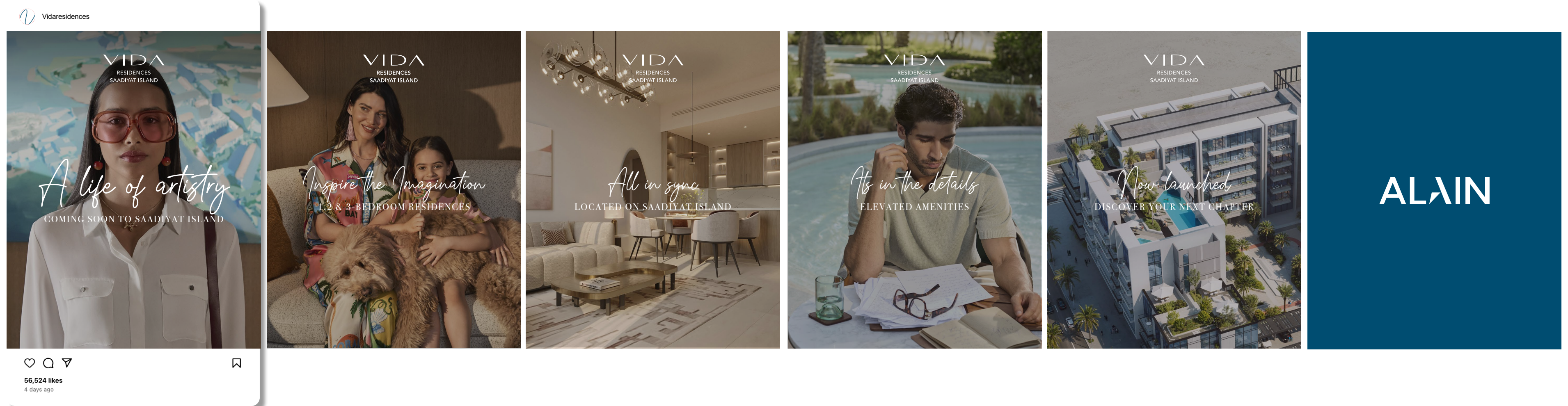
STATIC

When designing static posts we should aim to balance product imagery with lifestyle as much as possible. We can be flexible with how we use brand typography and use 2 fonts for one message to make posts feel more dynamic and designed. Never over populate posts with text or display numbers in our script font. The project logo should always be placed at the top of the frame.



BRAND APPLICATIONS

SOCIAL POSTS



CAROUSEL

When designing carousels we have a chance to spread out key messages and alternate between fonts. The closing frame should always display the ALAIN logo on black.

BRAND APPLICATIONS
SOCIAL POSTS

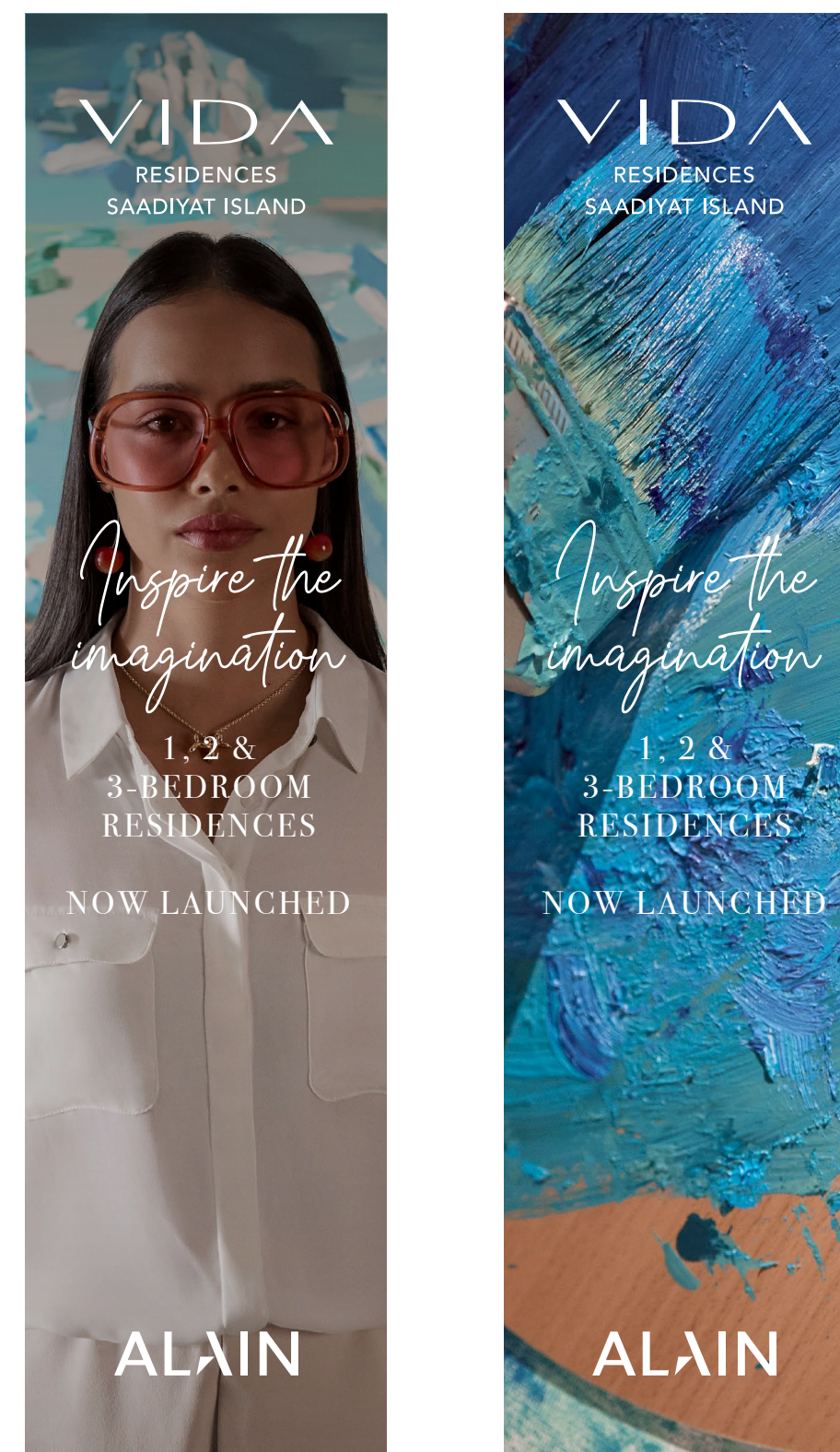
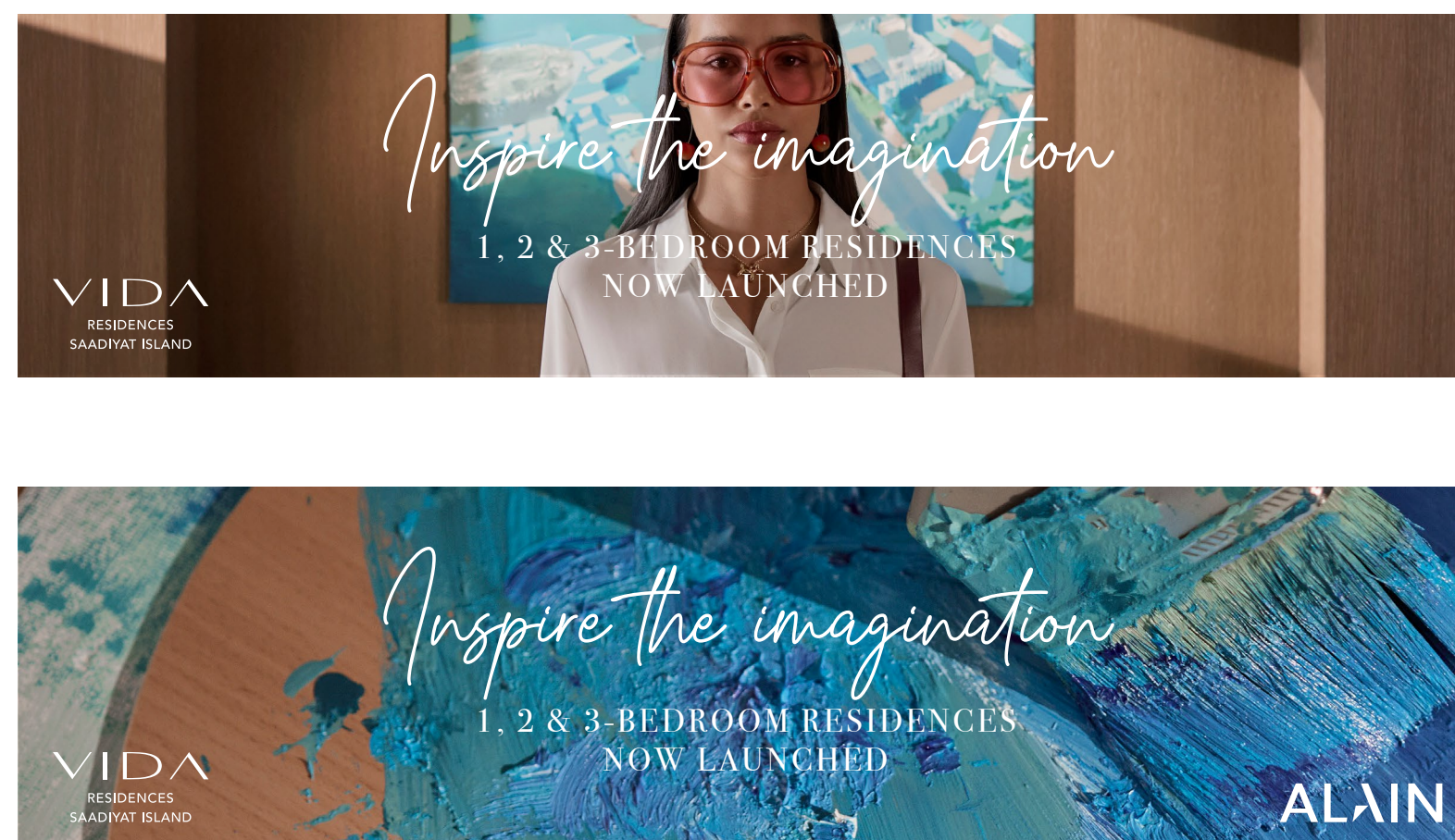


STORIES

Instagram stories should always be animated and feature a mix of both lifestyle and product. Story animations should always close with ALAIN logo.

BRAND APPLICATIONS

DIGITAL BANNERS



STATIC

When designing static digital banners we must include the project logo, manifesto, USP's and ALAIN logo.

VIDA
RESIDENCES
SAADIYAT ISLAND

The details

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DEVELOPED BY

ALAIN

Disclaimer: At exerum que aut harum idust et acil essunt lit etur, sed molupta temolessum serem eum ra andus voloris et la veria inis mosam et ento consequas serum aut eum et il is autate parcium fugiam ra as dem aut mod utatibus quibusa ndusape rspelit ut anis cuptatius costecum eost ommolupta vel magnimporum duntium quae nim re volentia nihiciis commihi lluptate doluptur sit omnis repudic itatios ad milicto tem que sus, ipient eum sum quae nim reris ditaerum, nis exces re parum nustius acceati dolore pereprae ventur? At plabo. Itatem fugit debitem et late od enet as volesequo ilit esserum nem et quiatinction este prenia ommolupta vel magnimporum duntium quae nim re volentia