



**MANCHESTER CITY**  
YAS RESIDENCES

*by* OHANA

*BROKER GUIDELINES*



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# MARKETING COMPLIANCE REQUIREMENTS

To ensure brand consistency, accuracy, and compliance, brokers must follow these rules when promoting the project:

## Approved Content

Use only developer-approved visuals, videos, and copy.

Do not alter logos, colors, layouts, or branding elements.

All content must reflect the official project name and positioning.

## Messaging & Claims

No price guarantees, ROI promises, or investment performance claims unless officially provided in writing.

Avoid superlatives like “best,” “guaranteed,” or “number one” unless approved.

All descriptions must align with the official project fact sheet.

## Mandatory Disclaimers

Include the developer disclaimer in captions or visuals where applicable.

Label any floor plans, renders, or lifestyle visuals “for illustrative purposes only”.

## Social Media Usage

Tag the official project and developer accounts.

Paid ads require prior written approval from the developer.

Comply with platform policies (Meta, Google, LI, etc.).

## Lead Generation

Direct leads only to approved landing pages or contact channels.

Do not use personal websites or unauthorized lead forms for campaigns.

## Language & Tone

Maintain a professional, premium tone.

Publish content only in approved languages.

Avoid misleading, exaggerated, or speculative language.

## Monitoring & Compliance

Developer may request edits or removal of non-compliant content.

Repeated violations may result in suspension of marketing privileges.

## **MARKETING APPROVAL POLICY**

All marketing materials, including digital, print, paid ads, influencer collaborations, and event materials, require written approval from Ohana Development Marketing prior to publication.



**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

Main Project Logo

# LOGO

The logo of Manchester City Yas Residences by Ohana brings together the official Manchester City logotype with a modern, elegant typeface, designed to harmonise seamlessly with the Manchester City logotype and the Ohana signature, creating a cohesive and refined visual identity.



- DO NOT CREATE OUTLINES.
- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.

**The monogram must not be used as a standalone logo.**

PRIMARY VERSION  
Vertical



**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

SECONDARY VERSION  
Horizontal



**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

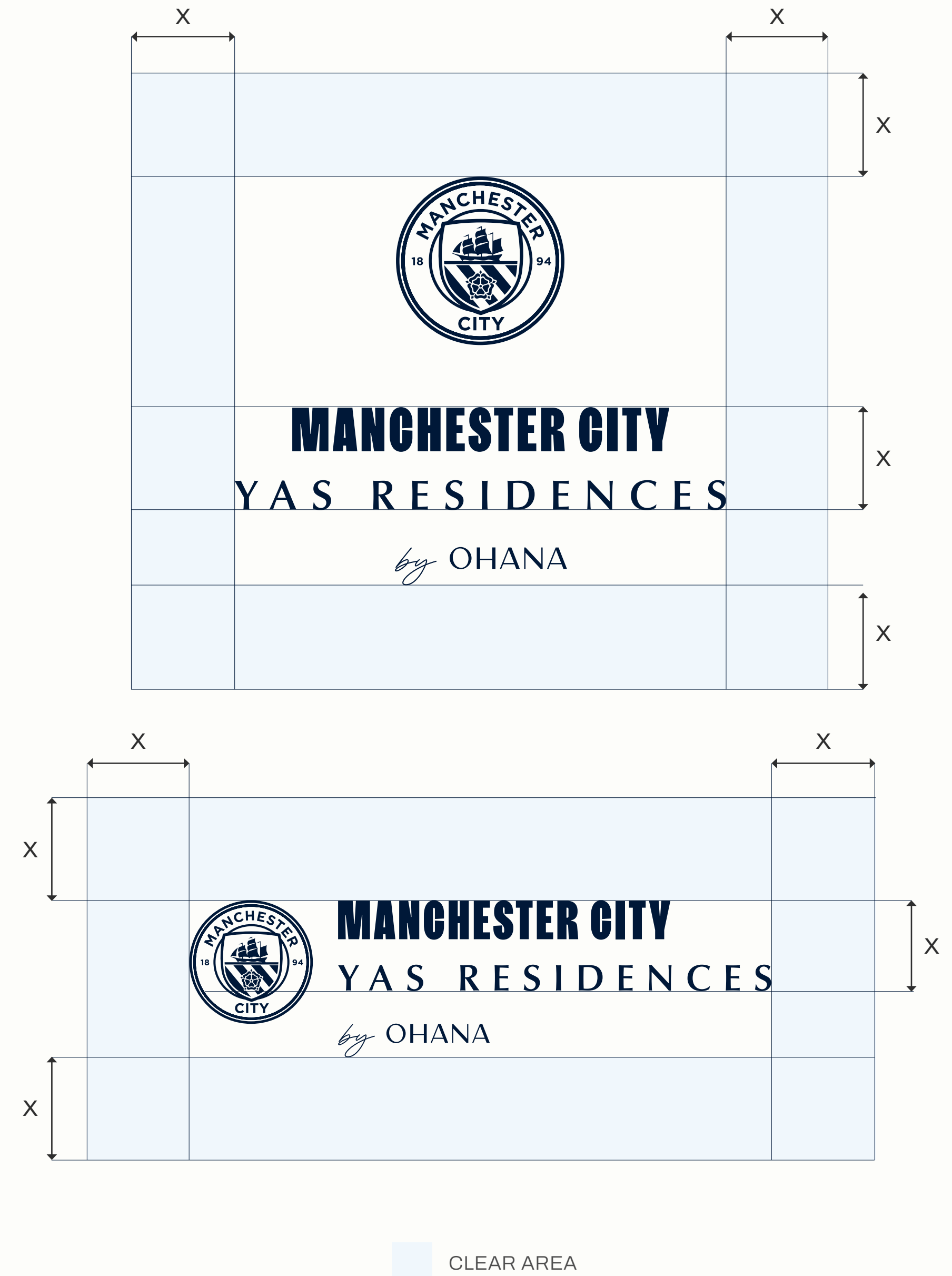
LOGO

# PROTECTED AREA

The logo must be placed within a specific isolation area, or clear space, to protect it and ensure it stands out when used alongside other identity or graphic elements.  
The minimum clear space requirements are defined by the diagram shown here.



- DO NOT CREATE OUTLINES.
- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.



LOGO

# MINIMUM SIZE

A minimum size of the logo has been determined to maintain legibility for both print and digital reproduction.



- DO NOT CREATE OUTLINES.
- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.

PRINT  
minimum size - 1,77” (45 mm)



PRINT  
minimum size - 2,75” (70 mm)



DIGITAL  
minimum size - 180 px



DIGITAL  
minimum size - 280 px



**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

Logotype

# LOGOTYPE

This is the wordmark that accompanies the monogram. The logotype can be used by itself when recalling the brand in a simple and immediate way, when dimensions and/or treatment do not allow an optimal usage of the complete logo.



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- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.

PRIMARY VERSION  
Vertical

**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

SECONDARY VERSION  
Horizontal

**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

LOGOTYPE

# PROTECTED AREA

The logotype must be placed within a specific isolation area, or clear space, to protect it and ensure it stands out when used alongside other identity or graphic elements. The minimum clear space requirements are defined by the diagram shown here.



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- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.



 CLEAR AREA

LOGOTYPE

# MINIMUM SIZE

A minimum size of the logotype has been determined to maintain legibility for both print and digital reproduction.



- DO NOT CREATE OUTLINES.
- DO NOT USE A DROP SHADOW OR ANY OTHER EFFECTS.
- DO NOT DISTORT THE WIDTH OR DEPTH OF LOGO.
- DO NOT CHANGE ELEMENTS SIZES AND POSITIONING.

PRINT  
minimum size - 1,57" (40 mm)



PRINT  
minimum size - 1,57" (40 mm)



DIGITAL  
minimum size - 160 px



DIGITAL  
minimum size - 160 px



COLOUR PALETTE

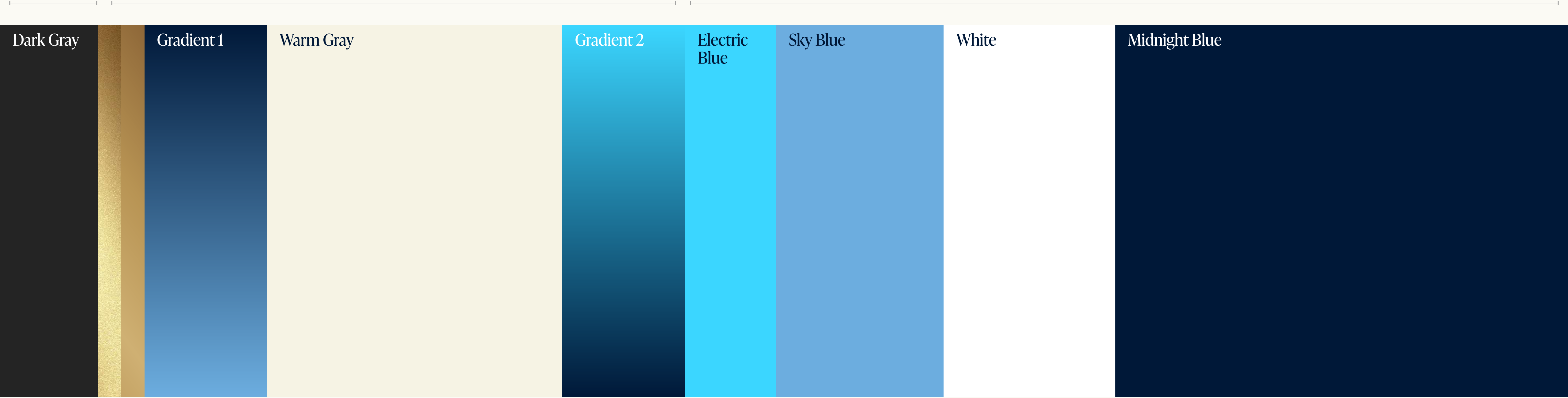
# Different Colours. One Spirit.

ELEGANCE / PASSION / VITALITY / INNOVATION

TEXT

SECONDARY COLOURS

PRIMARY COLOURS



Dark Gray

CMYK 73 64 60 77  
RGB 36 36 36  
PANTONE 447 C  
#242424

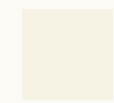


Gold Texture

KURTZ LUXOR® 423  
PANTONE 871 C



Gold Gradient



Warm Gray

CMYK 5 4 13 0  
RGB 246 243 228  
PANTONE WARM GRAY 1 C  
#F6F3E4



Electric Blue

CMYK 74 0 4 0  
RGB 59 214 255  
PANTONE 915 C  
#3BD6FF



Sky Blue

CMYK 55 19 0 0  
RGB 108 173 223  
PANTONE 284 C  
#6CADDF



White

CMYK 0 0 0 0  
RGB 255 255 255  
#FFFFFF



Midnight Blue

CMYK 100 70 0 78  
RGB 0 24 56  
PANTONE 282 C  
#001838

# COLOUR PALETTE

The colours in the project palette can be used in darker and lighter shades.

50%

60%

70%

80%

90%

100%

+10% darker than 100%



COLOUR PALETTE AND LOGO

# COLOUR USAGE

These three elements can be used on light and dark backgrounds. You may choose the version that best suits the required legibility.



- DO NOT USE COLOURS THAT ARE NOT PART OF THE COLOUR PALETTE, UNLESS THEY ARE BLACK AND WHITE.
- DO NOT PLACE ON BACKGROUNDS THAT AFFECT THE VISIBILITY AND/OR READABILITY.
- DO NOT CREATE OUTLINES.
- DO NOT ROTATE.



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**MANCHESTER CITY**  
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GOLD GRADIENT VERSION

# LOGO, MONOGRAM & LOGOTYPE

These three elements are available in a Gold Gradient variant. The Gold Gradient version can be used on light and dark backgrounds.



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COLOUR VERSION

# LOGO, MONOGRAM & LOGOTYPE

These three elements are available in positive colour variants, for the use on light backgrounds, and negative colour variants, designed for use on dark backgrounds.



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YAS RESIDENCES  
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BLACK & WHITE VERSION

# LOGO, MONOGRAM & LOGOTYPE

When it is not possible to use colour, the logo, the monogram and the logotype are available in black and white versions.



- DO NOT PLACE ON BACKGROUNDS THAT AFFECT THE VISIBILITY AND/OR READABILITY.
- DO NOT CREATE OUTLINES.
- DO NOT ROTATE.



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GOLD GRADIENT VERSION

*HORIZONTAL  
LOGO &  
LOGOTYPE*

to be used as: SECONDARY VERSION

These two elements are available in a Gold Gradient variant. You may choose the version that best suits the required legibility. The Gold Gradient version can be used on light and dark backgrounds.



- DO NOT USE COLOURS THAT ARE NOT PART OF THE COLOUR PALETTE, UNLESS THEY ARE BLACK AND WHITE.
- DO NOT PLACE ON BACKGROUNDS THAT AFFECT THE VISIBILITY AND/OR READABILITY.
- DO NOT CREATE OUTLINES.
- DO NOT ROTATE.



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COLOUR VERSION

# HORIZONTAL LOGO & LOGOTYPE

to be used as: SECONDARY VERSION

These two elements are available in positive colour variants, for the use on light backgrounds, and negative colour variants, designed for use on dark backgrounds.



- DO NOT USE COLOURS THAT ARE NOT PART OF THE COLOUR PALETTE, UNLESS THEY ARE BLACK AND WHITE.
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- DO NOT CREATE OUTLINES.
- DO NOT ROTATE.



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**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

**MANCHESTER CITY**  
**YAS RESIDENCES**  
*by* OHANA

BLACK & WHITE VERSION

# HORIZONTAL LOGO & LOGOTYPE

to be used as: SECONDARY VERSION

When it is not possible to use colour, the logo and the logotype are available in black and white versions.



- DO NOT PLACE ON BACKGROUNDS THAT AFFECT THE VISIBILITY AND/OR READABILITY.
- DO NOT CREATE OUTLINES.
- DO NOT ROTATE.



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*by* OHANA

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**YAS RESIDENCES**  
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GOLD PRINT FINISHING

# LOGO & MONOGRAM

Hot foil stamping (gold *KURZ LUXOR 423*)  
on the logo. Embossed logo.



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- DO NOT ROTATE.



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FONTS

# *FREIGHTBIG PRO*

to be used for: HEADLINES  
you can find it in: ADOBE FONT

# ABC

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789*

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789*

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789*

FONTS

# IVYPRESTO HEADLINE

to be used for: QUOTES & BODY COPY  
you can find it in: ADOBE FONT

# aAbBcC

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

SEMIBOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

FONTS

# ARCHIVO

to be used for: SUBHEADS & BODY COPY  
you can find it in: ADOBE FONT

# aAbBcC

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

EXTRALIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

FONTS

# KIPPAX MODERN

to be used for: SUBHEADS  
inherited from the official Manchester City Brand Identity

# aAbBcC

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

EXTRABOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

FONTS

# KIPPAX MODERN CONDENSED

to be used for: SUBHEADS  
inherited from the official Manchester City Brand Identity

# aAbBcC

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789*

MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

EXTRABOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789**

BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789***

FONTS USAGE

# *TYPESSETTING EXAMPLE*

Typography does *not* always have to be applied in the suggested sizes and colours, but these relative values should serve as *guidance* when establishing typesettings.

BODY COPY  
FONT: ARCHIVO  
WEIGHT: THIN  
SIZE: 18 PT  
KERNING: 20  
LINE-SPACING: 26 PT

# Built for Greatness

Orro qui quiatemos natibus apicimi nihillectur senia cus aperspid moditis am alit escipsum earia preptat aut dolorum quatum volesequas untet et hiliquatesto bearchicia suntiuntias dolupti res sam ellupta verias simin cum labor sapiendaest post, ipit ilibusant.

HEADLINE  
FONT: KIPPAX MODERN CONDENSED  
WEIGHT: THIN  
SIZE: 120 PT  
KERNING: 0  
LINE-SPACING: 109 PT

FONTS USAGE

*TYPESSETTING  
EXAMPLE*

Typography does *not* always have to be applied in the suggested sizes and colours, but these relative values should serve as *guidance* when establishing typesettings.

HEADLINE  
FONT: KIPPAX MODERN CONDENSED  
WEIGHT: THIN  
SIZE: 110 PT  
KERNING: -10  
LINE-SPACING: 110 PT

OMNIS DERIO. NUMET,  
DOLUPTATIS ILIA VOLUPTA

CUS, QUOS CONSEQUI ANDITIA SPELICI QUUNT MAXIM AUT DE AUT ESTIS NUM DICTIBUS

SUBHEAD  
FONT: ARCHIVO  
WEIGHT: LIGHT  
SIZE: 15 PT  
KERNING: 50  
LINE-SPACING: 21 PT

FONTS USAGE - LIFESTYLE IMAGES

# *TYPESSETTING EXAMPLE*

Typography does *not* always have to be applied in the suggested sizes and colours, but these relative values should serve as *guidance* when establishing typesettings.

S E D I S T E I M O C O M N I S

SUBHEAD

FONT: KIPPAX MODERN CONDENSED  
WEIGHT: THIN  
SIZE: 14 PT  
KERNING: 1000  
LINE-SPACING: 14 PT  
COLOUR: #FFFFFF

FONTS USAGE - SPORTS IMAGES

# *TYPESSETTING EXAMPLE*

Typography does *not* always have to be applied in the suggested sizes and colours, but these relative values should serve as *guidance* when establishing typesettings.



LOREM ESCID MAIO CONSED MIN  
NECTENTIUR SEQUI DEL MOLORE

SUBHEAD

FONT: KIPPAX MODERN CONDENSED  
WEIGHT: REGULAR  
SIZE: 40 PT  
KERNING: 100  
LINE-SPACING: 55 PT  
COLOUR: GOLD GRADIENT

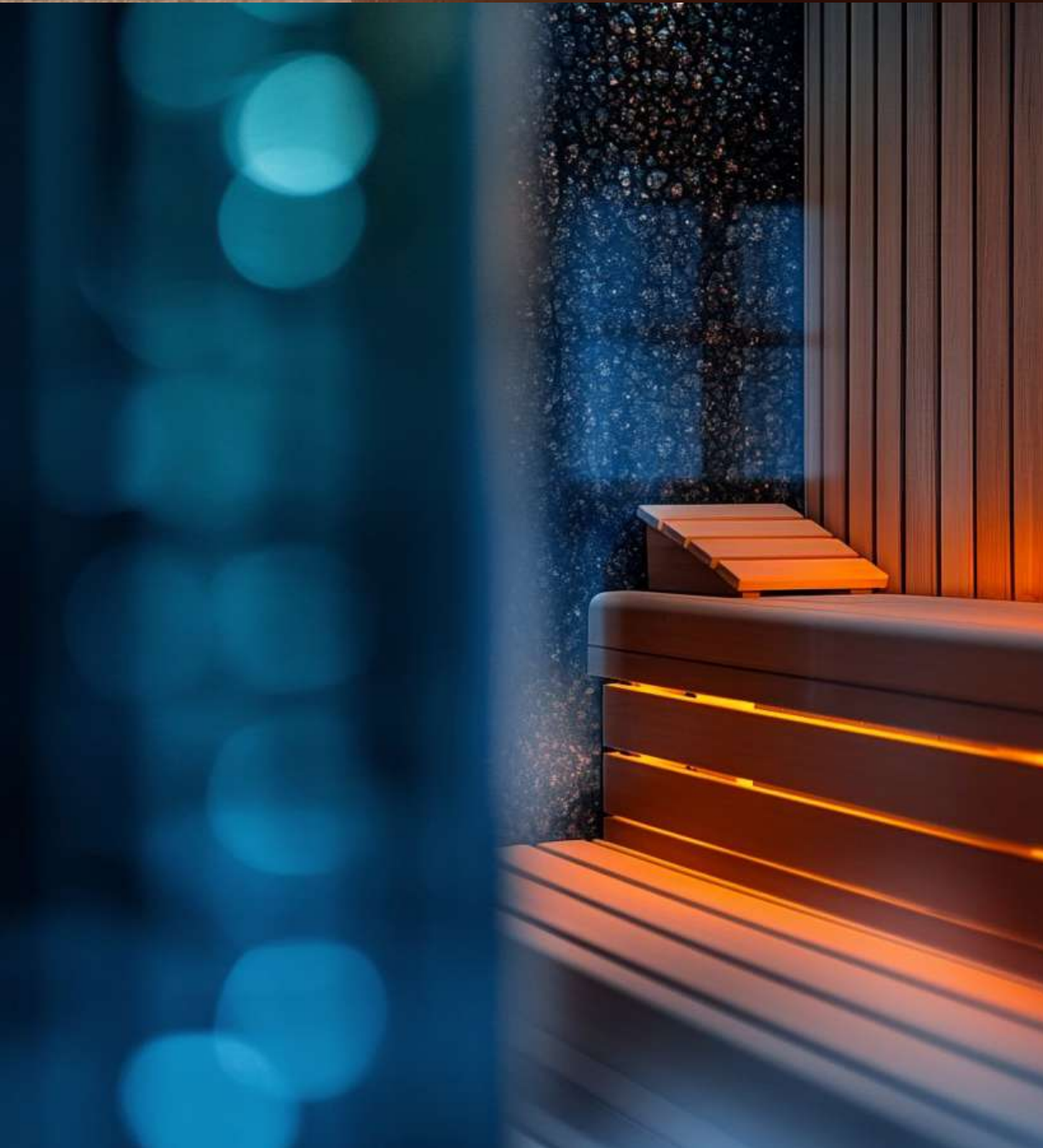
# *IMAGERY*

LIFESTYLE



# *IMAGERY*

AMENITIES



# *IMAGERY*

ARCHITECTURAL





# USAGE OF PLAYERS IMAGERY

It is strictly prohibited from using any Manchester City players in their marketing communications.

The names, images, likenesses, references, or any implied endorsement of Manchester City players - past or present - are the exclusive intellectual property (IP) of Manchester City Football Club and are not authorized for broker use under any circumstances.

Brokers are permitted to use only the official Key Visual (KV) and marketing assets provided directly by Ohana Development.

- \* The KV must not be altered, modified, cropped, recolored, edited, or combined with any other visual elements.
- \* No additional graphics, logos, messaging, or overlays may be added.
- \* No independent content creation featuring players is permitted.

The creation, use, distribution, or publication of any AI-generated, digitally altered, synthesized, recreated, or artificially produced images or content depicting Manchester City players is strictly prohibited.

Any unauthorized use of player-related IP constitutes a breach of intellectual property rights.

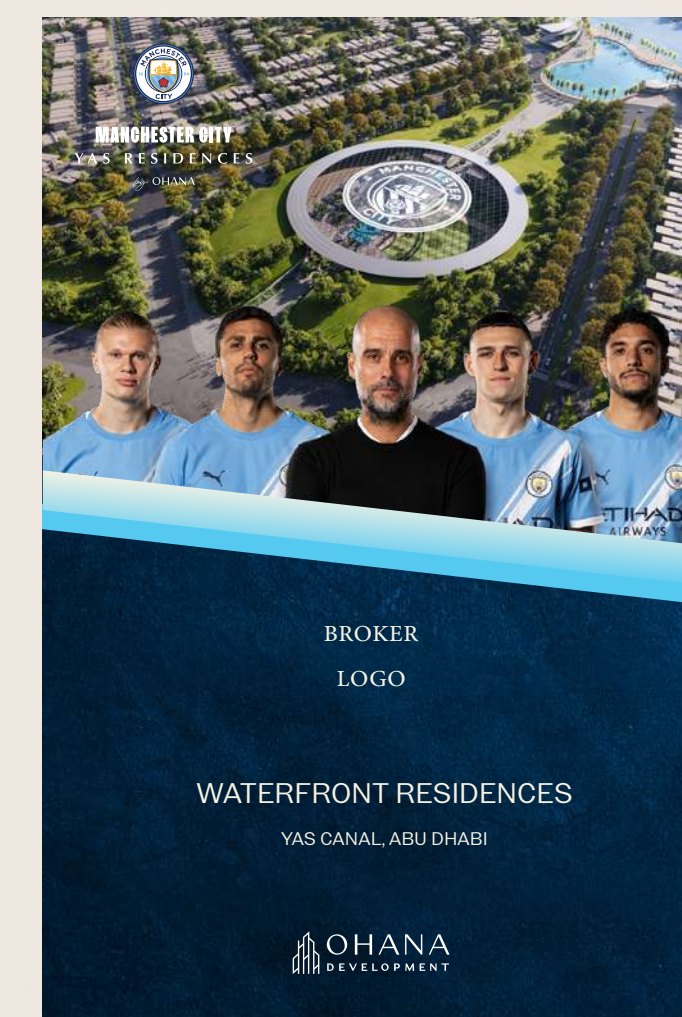
Ohana Development assumes no liability for non-compliant marketing activities undertaken by brokers.

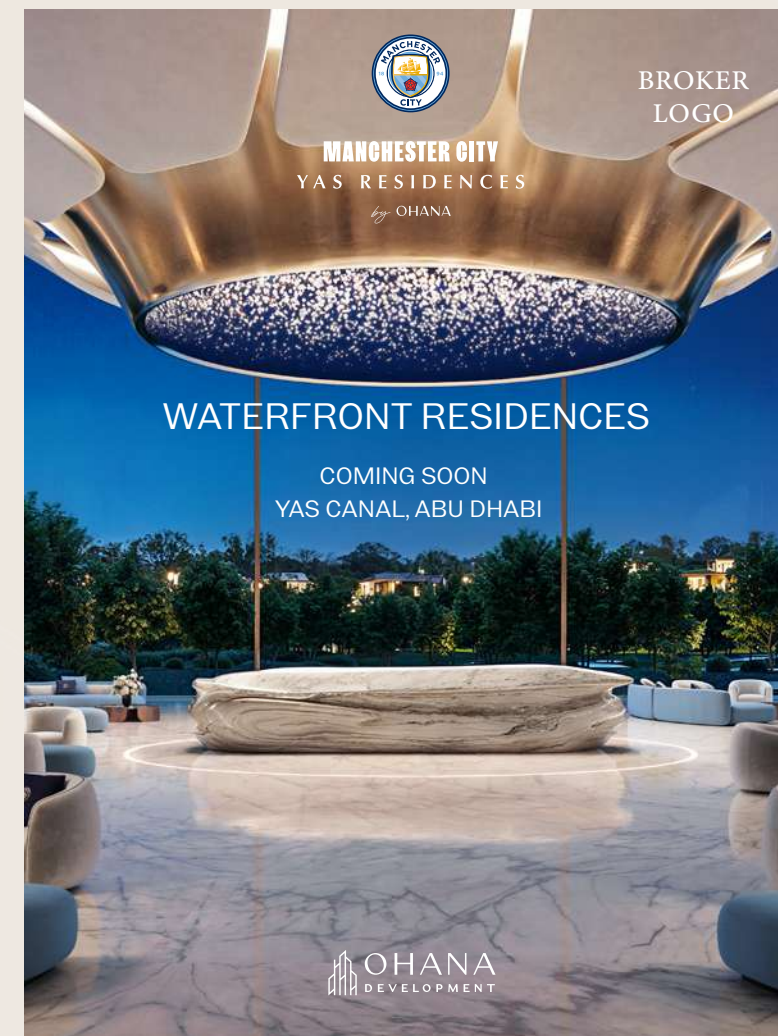
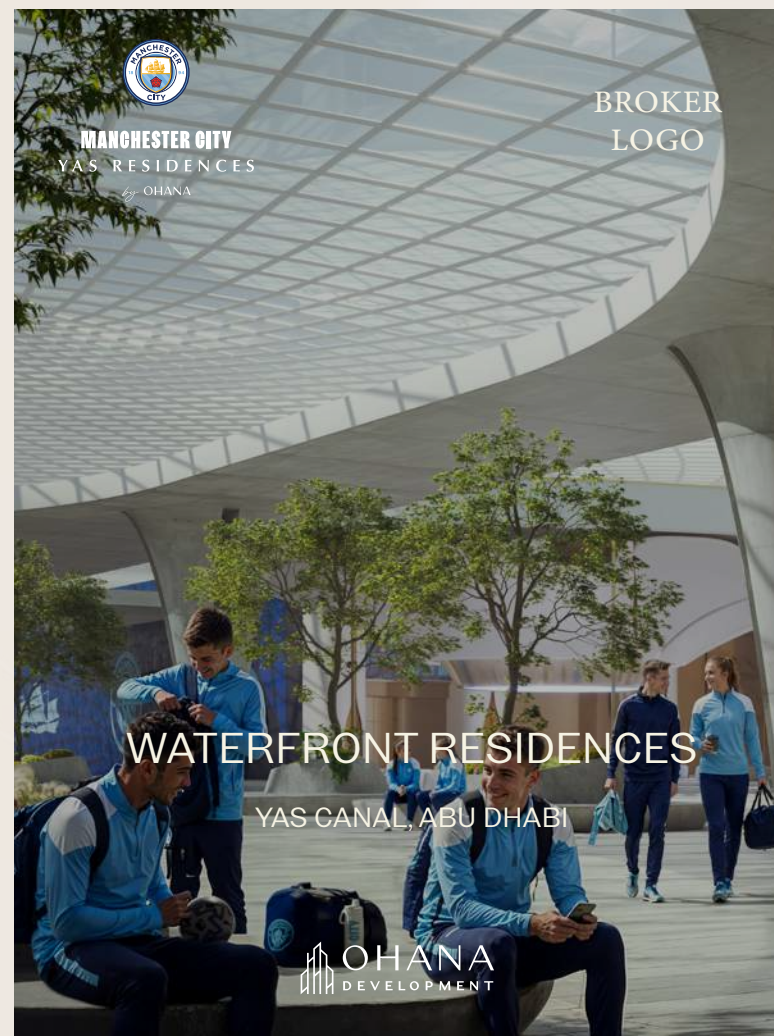
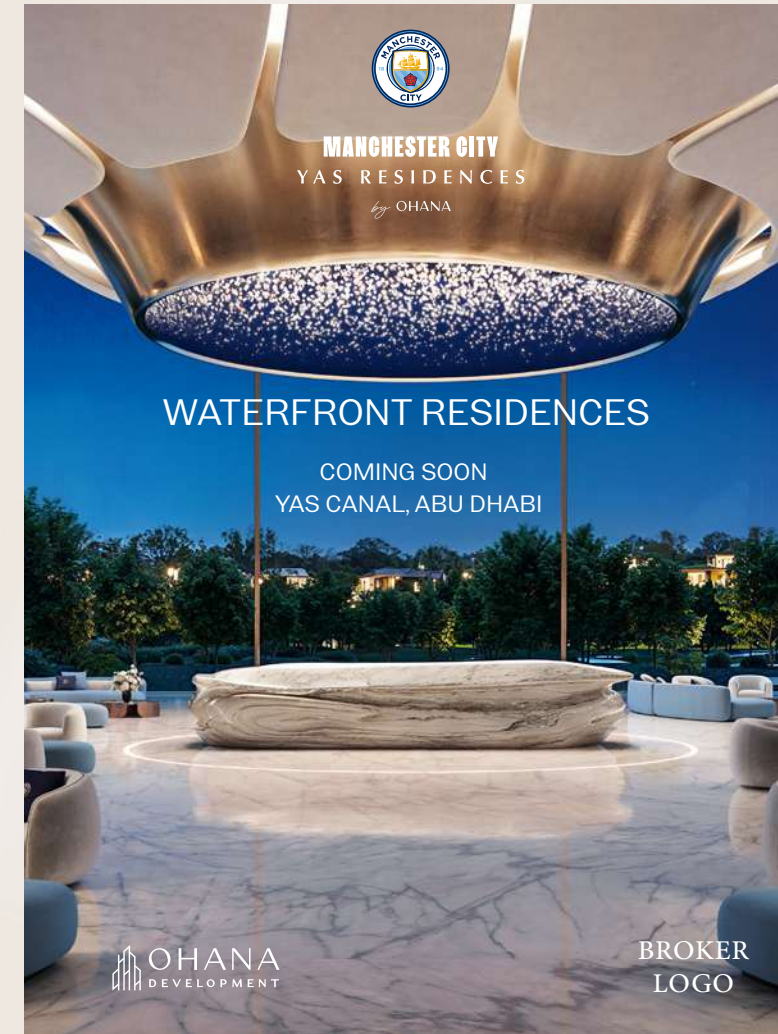
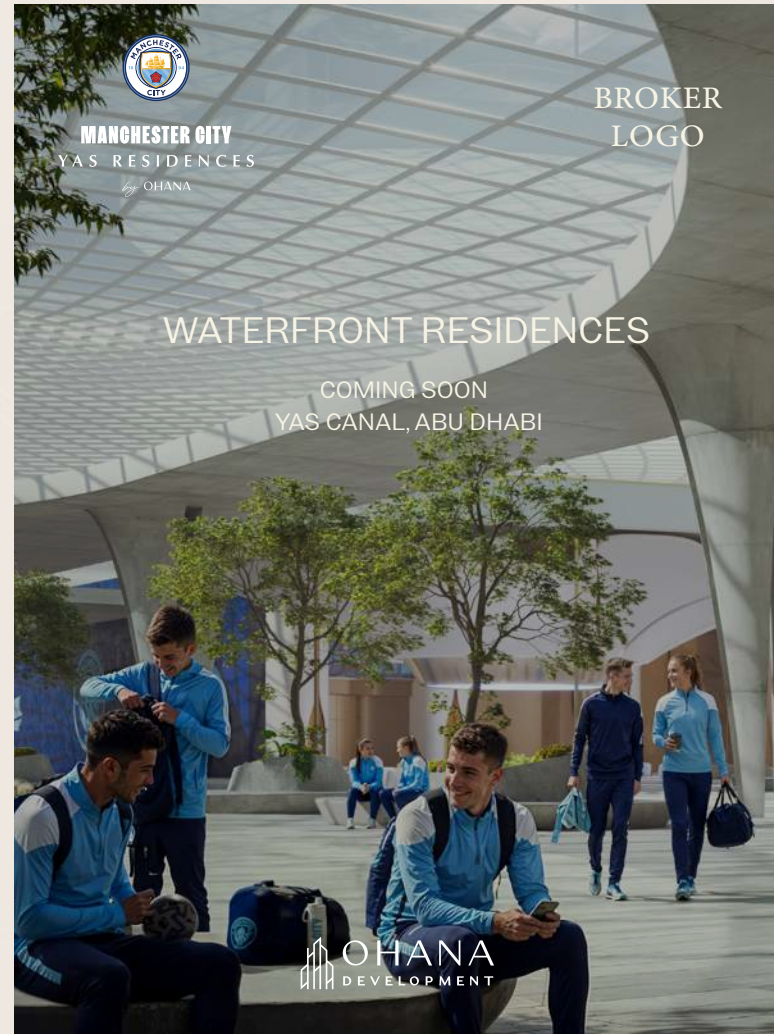
All marketing initiatives must receive prior written approval from Ohana Development.



# SOCIAL MEDIA / WHATSAPP / DIGITAL

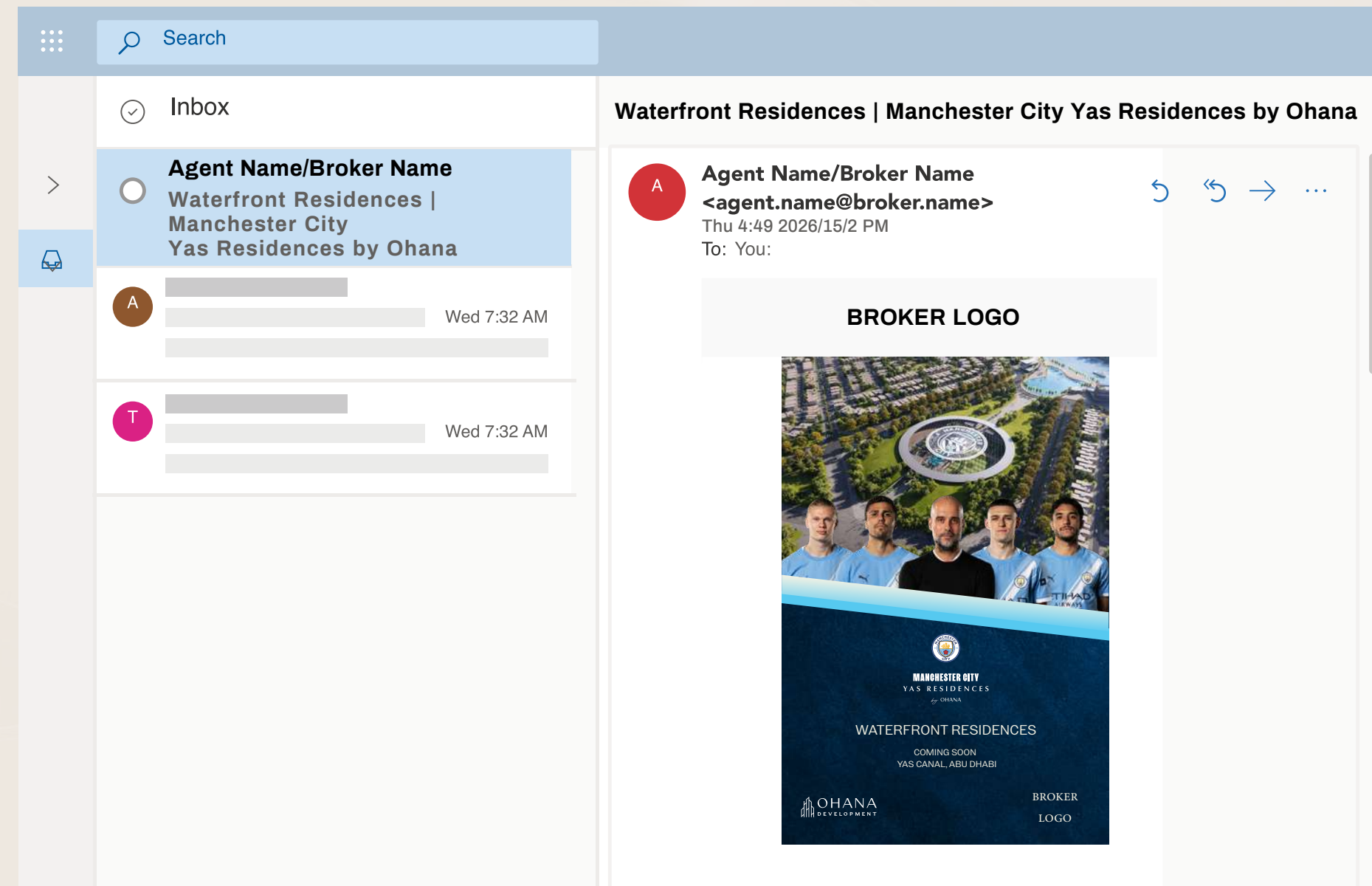
- The project logo and Ohana Development logos must remain clearly visible at all times.
- Both logos should not be the same color as the broker's logo, except for neutral colors such as white.
- Project photos should not be covered by text or obscured with shapes or overlays.
- No background colors should be used other than the approved project and brand colors.



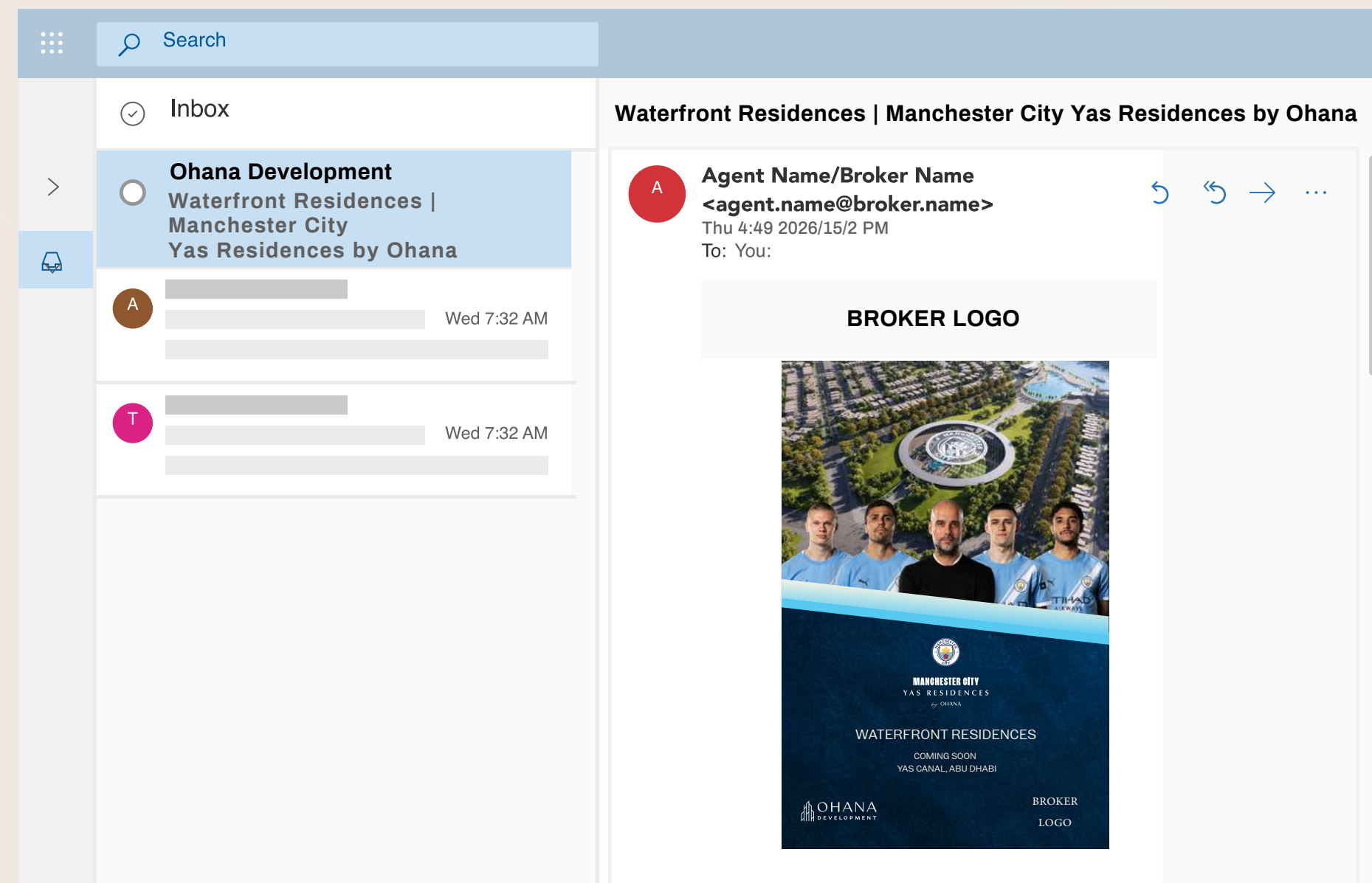


# EMAIL

- Emailer should be sent from the broker domain.  
The Ohana Development and Manchester City names are protected intellectual property and may not be used in third-party domains.
- The Manchester City and Ohana Development logos must remain clearly visible at all times.
- Project photos should not be covered with text or masked with shapes.
- Other background colors should not be used, except for the project and brand colors.



I'm calling from Broker Name



I'm calling from Ohana Development

# BRAND COLLAB GUIDELINES

# TONE OF VOICE & LANGUAGE

All messaging must reflect a premium, refined, and lifestyle-driven tone

## TONE OF VOICE

Sophisticated and confident  
Aspirational and descriptive  
Lifestyle-focused rather than purely sales-focused  
Professional and polished

## LANGUAGE TO USE

Curated, elevated, refined, iconic, signature,  
premium, waterfront, landmark, exclusive, lifestyle-led,  
architectural excellence

## LANGUAGE TO AVOID

Cheap, bargain, best price, discount, urgent sale,  
last chance, guaranteed profit, risk-free investment  
The brand should never sound aggressive, pushy, or informal.

# MESSAGING PRIORITIES

When promoting the project, brokers should prioritize the following themes:

Location Advantage – Yas Island lifestyle, waterfront setting, and proximity to key destinations

Branded Living Experience – the Manchester City brand values of excellence, performance, and wellbeing reflected in lifestyle and amenities

Lifestyle & Amenities – community spaces, wellness, leisure, and social experiences

Architecture & Design – quality, aesthetics, and attention to detail

Investment Value – to be communicated in a factual and compliant manner (never as a guarantee)

Price should not be the main focus of communication unless specifically required and approved.

# VISUAL STYLE GUIDELINES

All visuals should reflect the project's premium positioning.

## PREFERRED VISUAL STYLE

High-quality official renders and photography

Bright, natural, and warm lighting

Elegant, calm, and aspirational mood

Lifestyle moments (residents enjoying amenities, waterfront views, social spaces)

Architecture and design-focused imagery

## AVOID

Low-resolution or unofficial renders

Overcrowded layouts

Excessive text on images

Flashy graphics or discount-style visuals

Only use approved images from the official marketing folder provided by Ohana Development.

# LEGAL & COMPLIANCE NOTES

To ensure compliance with real estate marketing regulations:

- Do not promise or guarantee return on investment
- Do not use misleading or exaggerated claims
- All unit availability and pricing must be confirmed with Ohana Development
- Only approved and verified information may be published
- Marketing materials must not be altered in a way that changes factual meaning
- Non-compliance may result in removal of marketing permissions.

## MANDATORY DISCLAIMERS

The following disclaimer must appear clearly in captions, descriptions, or final slides where applicable:

“Images and information are for illustrative purposes only and subject to change.

Content shared by an independent broker and not directly by Ohana Development.”

## HASHTAGS, TAGS & MENTIONS

Only approved hashtags and official project or Ohana Development accounts may be used.

Unauthorized tagging of brand partners, sponsors, or third parties is not permitted.

## CONTENT APPROVAL

Certain content may require prior approval from Ohana Development’s Marketing Team, including:

- Use of Manchester City branding
- Paid or boosted content
- Campaign or launch-related posts
- Brokers will be informed if approval is required before publishing.

# VIDEO GUIDELINES

## PRE – SHOOT PLANNING

### 1. **DEFINE YOUR OBJECTIVES**

Clearly identify the purpose of the video, such as increasing reach, delivering key messages, generating engagement, or driving leads.

### 2. **CREATE A STORYBOARD**

Develop the sequence of shots and the overall visual mood board for the video.

Specify the key areas you would like to highlight on camera (e.g. amenities, outdoor areas, mock-ups, show villas/apartments, lifestyle elements, etc.).

### 3. **SCRIPT AND OUTLINE**

Prepare a written script in line with Ohana Development's tone of voice and brand guidelines.

The script should include a clear introduction and a strong call to action.

Note: If you plan to feature an Ohana Development sales representative on camera, prior approval from the Ohana Development Marketing Team is required.

### 4. **LOCATION**

Select the location where the video shoot will take place.

Note: Ensure that all necessary location approvals are obtained prior to filming.

### 5. **SHOWCASE OHANA DEVELOPMENT PROJECTS**

Ensure you are fully informed and up to date with accurate information about Ohana Development projects.

Align all content with Ohana Development brand guidelines.

If required, you may request additional materials from the Ohana Development Marketing Team (brochures, renders, videos, floor plans, etc.).

Note: If individuals appear in the video, ensure that all participants have signed a valid model release form.

## **ON-CAMERA PRESENTATION**

Make sure the spokesperson on camera represents Ohana Development in a professional and polished manner. They must be dressed in formal attire, be well-groomed, and have no visible tattoos, brand names, or slogans.

## **VIDEO FORMAT & CONTENT**

All videos should be created with flexible timings, allowing easy adaptation for different social media platforms while maintaining strong visual impact.

The video must clearly highlight the key features of the Ohana Development projects, using carefully planned shots to showcase each project's unique selling points.

## **ART DIRECTION & BRAND CONSISTENCY**

All content must follow Ohana Development's Art Direction. Please refer to the next slide for the approved visual and stylistic guidelines.

# ART DIRECTION AND GUIDELINES

## *Ohana Development Visual Style*

The visual perspective should be first-person and experiential, allowing the viewer to feel immersed in the Ohana Development lifestyle.

The colour space must be soft and warm, with low, emotive lighting, creating a refined atmosphere and intentionally moving away from standard commercial real estate photography.

The craft, detail, and scale of Ohana Development's properties should be captured through a thoughtful mix of wide, ambitious, and expressive angles, combined with closer, more intimate shots that highlight premium materials, textures, and tactile finishes.

# POST SHOOT EDITS AND APPROVALS

## ***ELEGANT FORMAT***

Finalise the video content using Ohana Development's approved brand guidelines and the assets supplied.

## ***BRANDING***

Ensure the Ohana Development logo is present throughout the video and included on the final end frame.

## **DISTRIBUTION**

Keep Ohana Development's Business Development and Marketing teams informed of all platforms selected for content distribution.

## **FEEDBACK & APPROVAL**

Obtain formal approval from Ohana Development's Business Development and Marketing teams before publishing any content on any channel.

THANK YOU