



CITYVIEW

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01 – PROJECT NARRATIVE

1.1 Tagline

1.2 About us

1.3 Vision & Mission

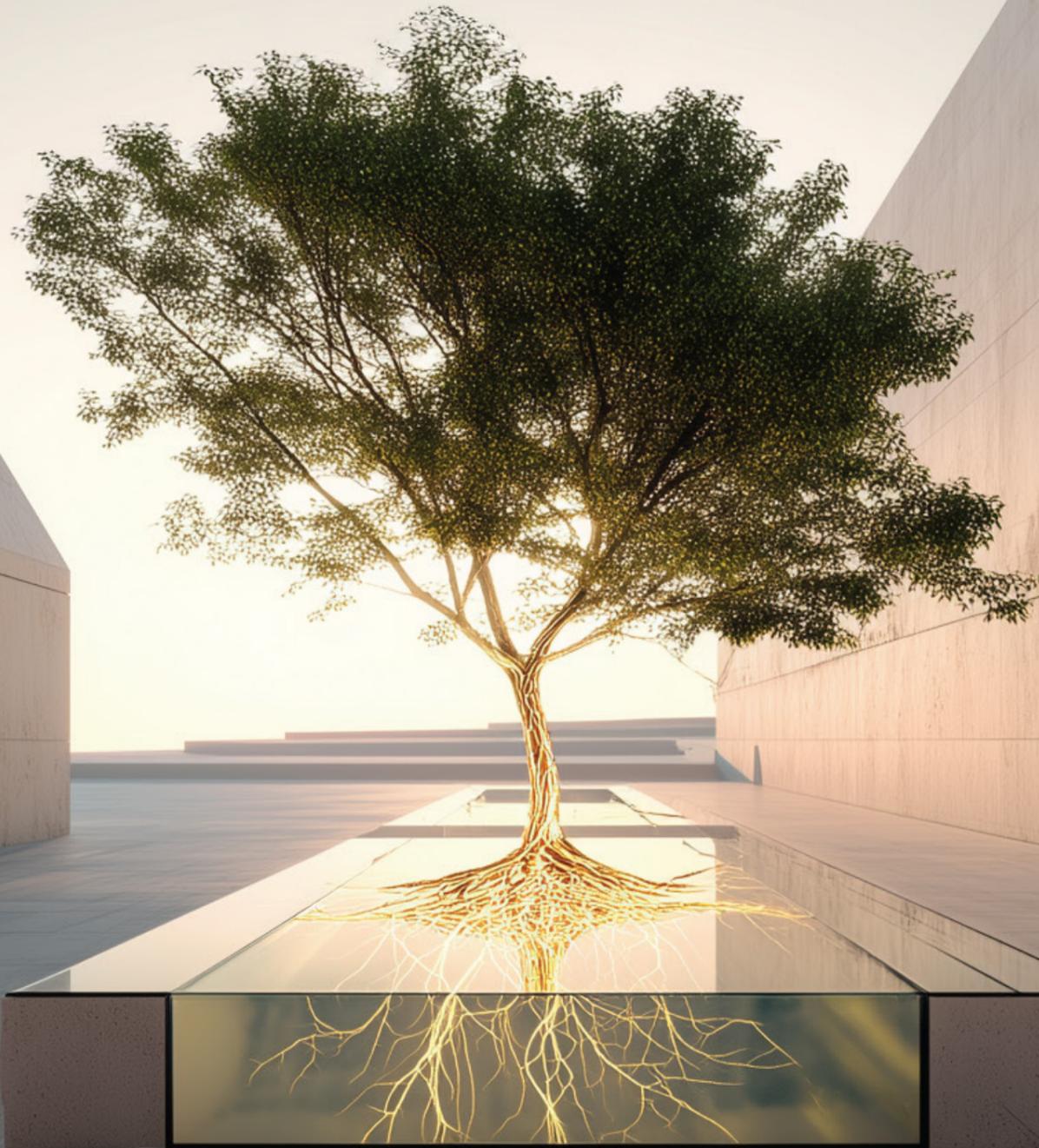
1.4 Values

1.5 Pillars

TAGLINE | CENTRE OF LIFE

“Centre of Life” carries a dual meaning. It reflects CITYVIEW’s developments as the heart of urban living, strategically placed in the most vibrant areas.

At the same time, it speaks to how these spaces become a hub pulsating with life, where residents find connection, purpose, and a place to grow.



ABOUT US

CITYVIEW Developments is a UAE-based real estate developer with a global presence, renowned for its fresh and creative approach to residential, commercial, and hospitality spaces.

Through strategic collaborations with top global brands and award-winning architects, CITYVIEW creates dynamic developments that are strategically located and crafted to inspire, connect, and evolve with the changing needs of modern urban life.



VISION

To be renowned for contemporary developments that offer distinctive and dynamic living experiences

MISSION

To create exceptional developments through intelligent design, strategic locations, and a commitment to quality. CITYVIEWW delivers vibrant communities that meet the evolving needs of urban living.



VALUES

EXPERIENCE-DRIVEN

CITYVIEW develops spaces with a deep understanding of how residents will experience every aspect, from indoor and outdoor amenities to features, finishes, and fittings.

RELIABILITY

CITYVIEW delivers on every promise, backing each commitment with action to ensure transparency, accountability, and consistency in every project.

QUALITY

CITYVIEW ensures longevity, functionality, and distinct design, crafting spaces that adapt to how people live, work, and connect.

DESIGN-DRIVEN

CITYVIEW creates homes that residents feel proud of—distinctive, thoughtfully designed properties that stand out as a true signature in the landscape.



PILLARS

UNIQUE DESIGNS

Thoughtfully crafted spaces with a focus on functionality, aesthetics, and long-term value.

STRATEGIC LOCATIONS

Developments in high-growth, well-connected areas across the UAE.

CUSTOMER-CENTRIC APPROACH

Homes designed around real needs, offering comfort, livability, and investment value.

INTEGRATED COMMUNITIES

Residential environments with amenities and experiences that enhance lifestyle, convenience, and well-being.



MANIFESTO

The Centre

Throughout history, cities have always been at the heart of everything.

The center of knowledge, culture, and progress.

The center is not just a place—it's a movement.

It's where communities thrive, where the future unfolds.

At CITYVIEW, we understand the essence of city living.

We design homes that are not just strategically placed, but are the center of your experience—

built to endure, adapt, and always be where life happens.

At CITYVIEW, we create vibrant centers of life—

The place where ideas converge, connections happen,

and where everything aligns to create lasting impact.



02 – TONE OF VOICE

2.1 Elevated & Refined

2.2 Warm & Human

2.3 Assured but Approachable

2.4 Story-Led & Purposeful

ELEVATED & REFINED

Elegant and intentional, CITYVIEW voice embodies quiet luxury—never loud, always poised. Every word reflects precision, clarity, and a high regard for detail.

Application: Use polished, minimal language. Avoid exaggeration and clichés. Let the sophistication speak through restraint.

CONFIDENT YET APPROACHABLE

Confident in tone, yet grounded in purpose. CITYVIEW speaks with the calm authority of a brand that knows its worth but doesn't need to shout.

Application: Maintain a tone of trust and intelligence. Avoid over-selling—let the thoughtfulness of the work shine.

WARM & HUMAN

CITYVIEW communicates with warmth and openness, reflecting the brand's community-first approach. The voice welcomes with ease and reassures with sincerity.

Application: Use inclusive, accessible language. Evoke a sense of comfort, belonging, and everyday beauty.

STORY-LED & PURPOSEFUL

CITYVIEW tells stories that go beyond buildings—stories of lifestyle, connection, and transformation.

Application: Use narrative to create emotional resonance. Highlight meaningful experiences, values, and moments that shape the brand's urban philosophy.

03 – BRAND LOGO

3.1 Primary Logo

3.2 Colour Variations

3.3 Clear Space

3.4 Minimum Size

3.5 Incorrect Use

3.6 Digital Avatars



CITYVIEW



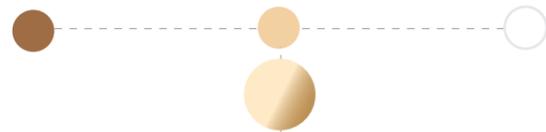
CITYVIEW

LOGO COLOURS

The primary logo colour is Copper gold gradient (Icon/Insignia) and White (on dark backgrounds) or Rich Blue (on light backgrounds).

Mono colours (Black and White) are the secondary colour options.

RAW UMBER #9E6C44 SUNSET #F3D0A2 WHITE #FFFFFF



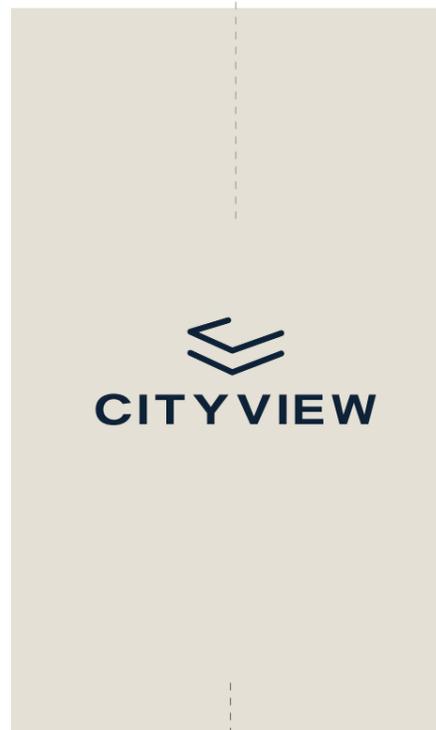
RICH BLUE #0D2137



MONO COLOURS (BLACK & WHITE)



#0D2137
RICH BLUE



#E4E0D5
ALABASTER



#0B0B0B



CLEAR SPACE

A certain amount of space is needed around the logo to prevent it from becoming cluttered by surrounding artwork, images, or the edge of a page. The minimum padding is equal to the height & width of "insignia/icon" in the CITYVIEW logo.



MINIMUM LOGO SIZE

The badge logo should be used in isolation for smaller formats, with a minimum size of 117 pixels for digital applications.

CITYVIEW logo should maintain a minimum width of 117 pixels for optimal performance in digital communication.

For print communication, CITYVIEW logo requires a minimum width of 2.2 cm, while CITYVIEW logo can be reduced to a minimum width of 1.8 cm in extreme cases.

These minimum size requirements ensure clarity and visibility across all formats.



INCORRECT USE

Our logo is the visual embodiment of our brand identity and serves as a powerful symbol of who we are. To maintain its integrity and ensure consistent representation, it is essential to adhere to the following guidelines regarding logo usage and limitations.



Do not resolve the logo in secondary colours.



Do not distort or warp the logo in any way.



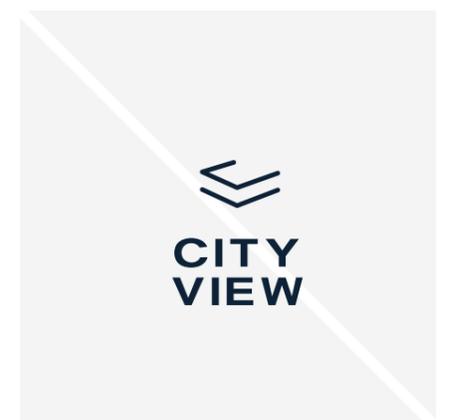
Do not rotate the logo.



Do not adjust the position or size of the logo elements.



Do not resolve the logo in an outline.



Do not break the wordmark.

SOCIAL MEDIA LOGOS

All social media accounts must use the CITYVIEW logo. Do not modify CITYVIEW logo in any way.

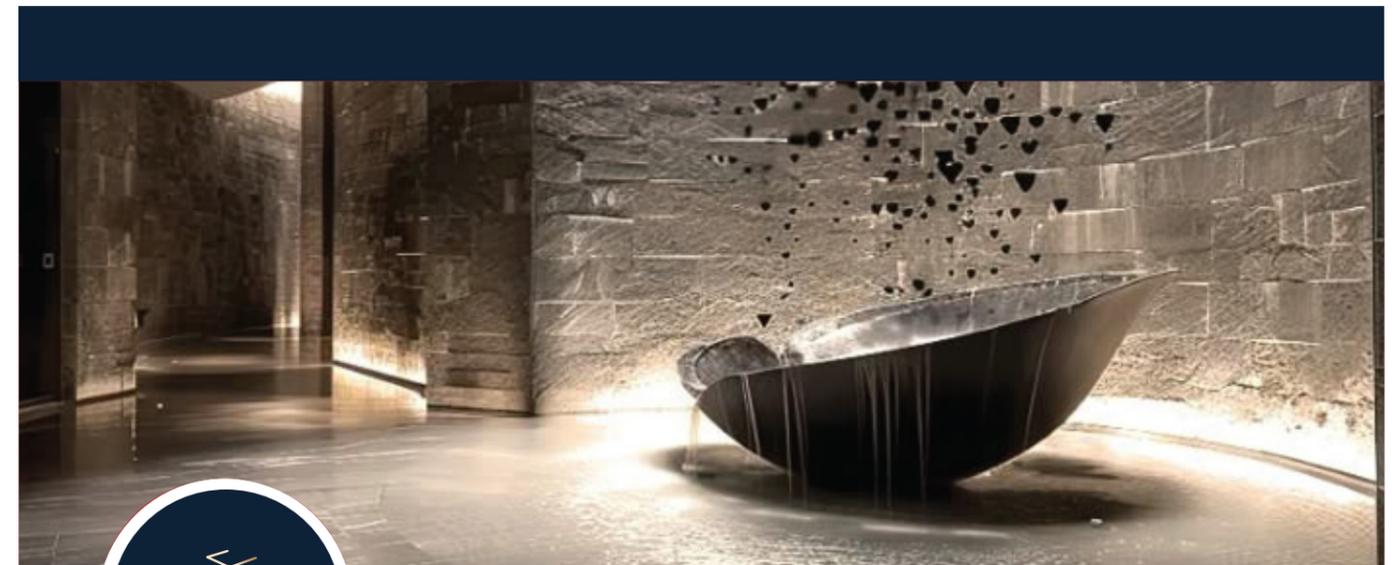
AVATAR

Specific dimensions for each profile picture, cover photo and video sometimes change, so check the platforms usage guidelines for the most current specifications.

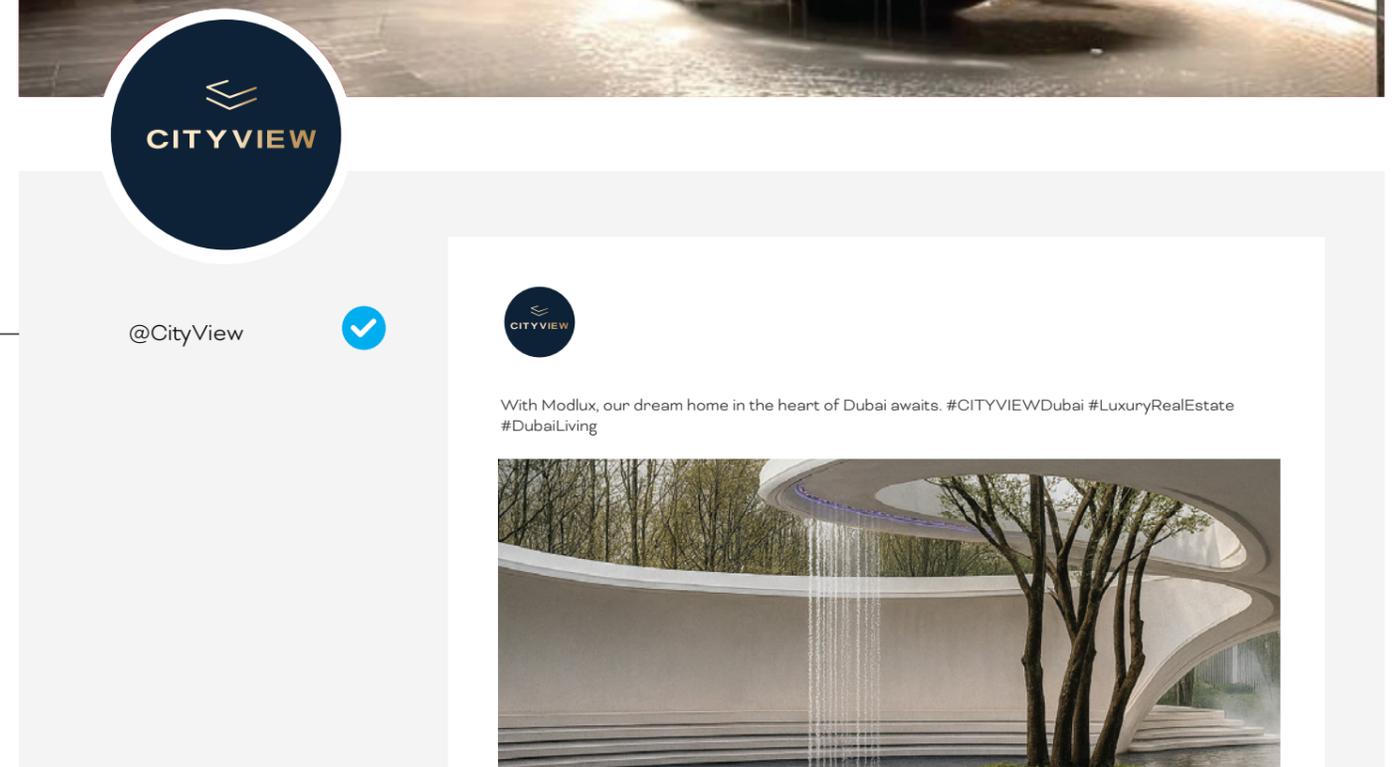
Logos



Avatar



Nomenclature



05 – COLOUR PALETTE

COLOUR SYSTEM

The brand's colour palette is a refined fusion of gradient warmth and solid clarity. The gradient—featuring Sunset and Raw Umber—evokes a tactile elegance, blending the softness of light with the grounded richness of earth tones. This pairing radiates modern sophistication while rooting the brand in organic authenticity.

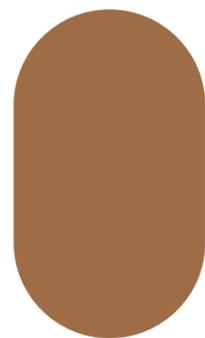
The solid tones, such as Rich Blue, Alabaster, and Eerie Black, establish a strong yet versatile core—each hue offering contrast, clarity, and a timeless aesthetic. Lighter tones like Aqua Light and Seasalt bring a breath of freshness, enhancing visual spaciousness and calm.

Note: For digital applications, it is advised to slightly desaturate Rich Blue to ensure readability and visual consistency across screens.



GRADIENT (COPPER GOLD)

#F3D0A2 + #9E6C44



RAW UMBER
#9E6C44



SUNSET
#F3D0A2



RICH BLUE
#0D2137



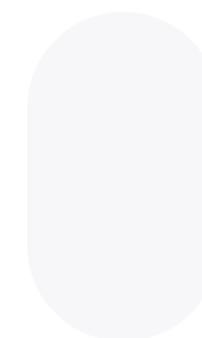
ALABASTER
#E4E0D5



EERIE BLACK
#1D1D1F



AQUA LIGHT
#D7EFF4



SEASALT
#F7F6F9

06 – TYPOGRAPHY

PRIMARY FONT & SECONDARY FONT

TT Drugs and Bicyclette are the primary and secondary fonts, respectively.

TT Drugs is used for main headers, and Bicyclette is used for body text or subheadings.

When TT Drugs and Bicyclette are not available, we have chosen two system fonts to maintain a consistent and harmonious brand appearance across all platforms.

Montserrat is the primary system font for body text and the headlines.

TT Drugs

Primary Font

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bicyclette

Secondary Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

Primary Font

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Regular

Secondary Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY FONT & SECONDARY FONT (ARABIC)

Montserrat Arabic and Montserrat Light are the primary and secondary fonts, respectively.

Montserrat Arabic is used for main headers, and Montserrat Light is used for body text or subheadings.

Montserrat Arabic

Primary Font

مونتسرات اراييك

ا 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 ء

0123456789

Montserrat Light

Secondary Font

مونتسرات اراييك لايت

ا 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 ء

0123456789

07 – THE GRAPHIC DEVICE

THE VANTAGE STRIDE

A graphic signature of clarity, scale, and vertical ambition.

The Vantage Stride is more than a mark—it's a motif of upward vision. Echoing the rhythm of rising skylines and layered perspectives, it captures the spirit of elevation that defines CITYVIEW.

Inspired by architectural contours and the interplay of light and shadow in urban spaces, this device reflects CITYVIEW's core philosophy: to offer perspectives that expand—visually, spatially, and aspirationally.

Its form flexes confidently across environments—part symbol, part space-maker. Whether used subtly or boldly, it anchors the brand in motion and meaning, a stride forward in every application.

Note: The minimum opacity of the fade-out for the graphic device should not drop below 20%, ensuring legibility and maintaining brand presence across all formats.



HOW TO USE

Placement

Use the Vantage Stride as a subtle accent or dynamic focal point. Place it within compositions to frame content or emphasize movement, always allowing for generous negative space to preserve elegance.

Colour

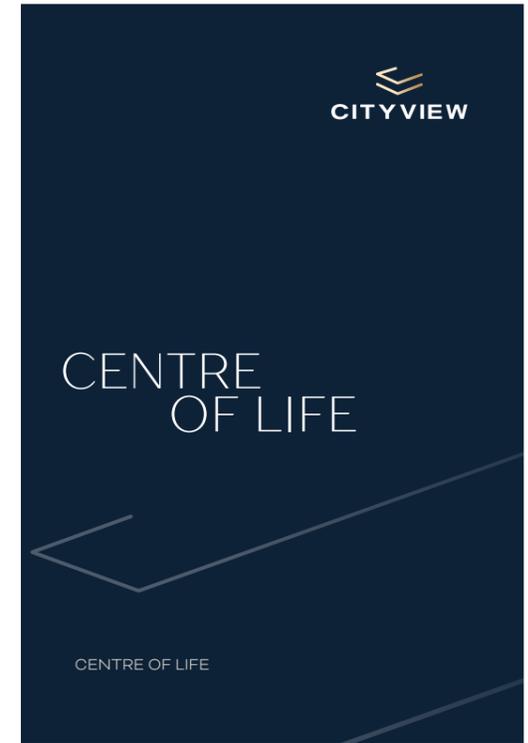
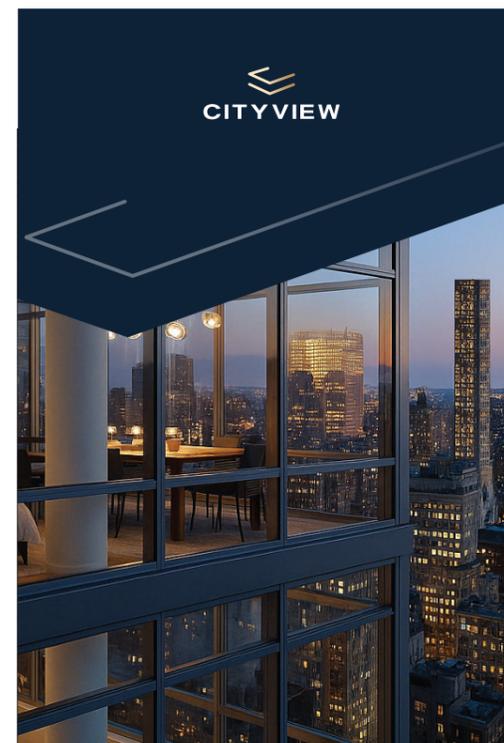
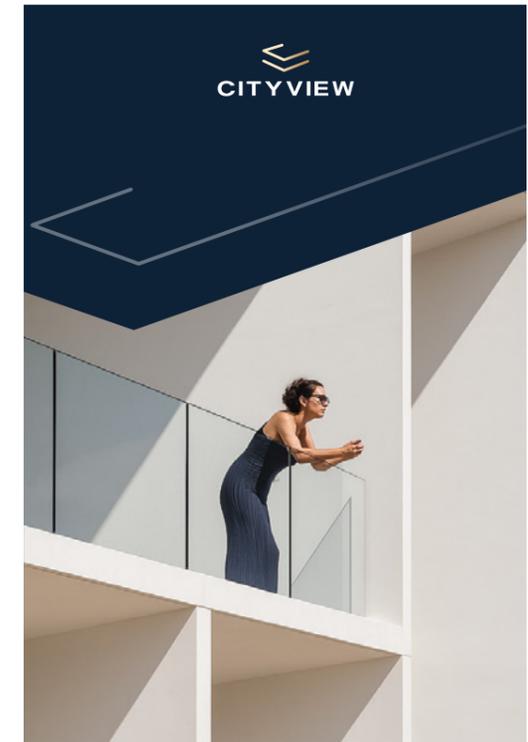
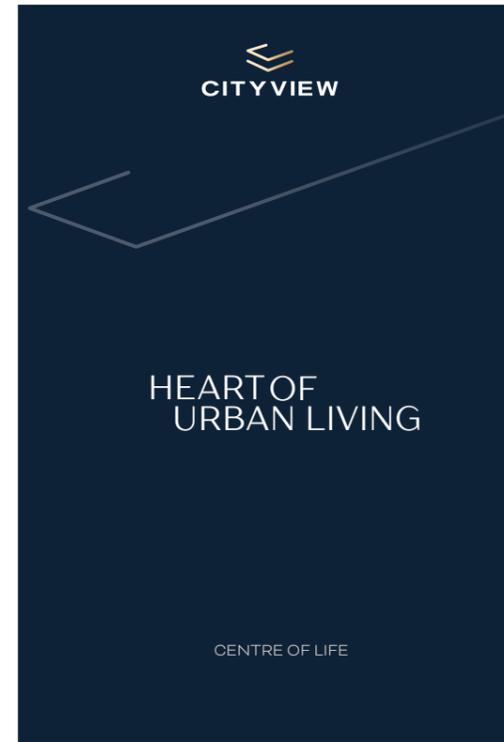
Apply in brand-approved tones—deep navy, ivory, or soft metallic gradients. Use gradients to suggest light shifts or depth, keeping the overall effect minimal and elevated.

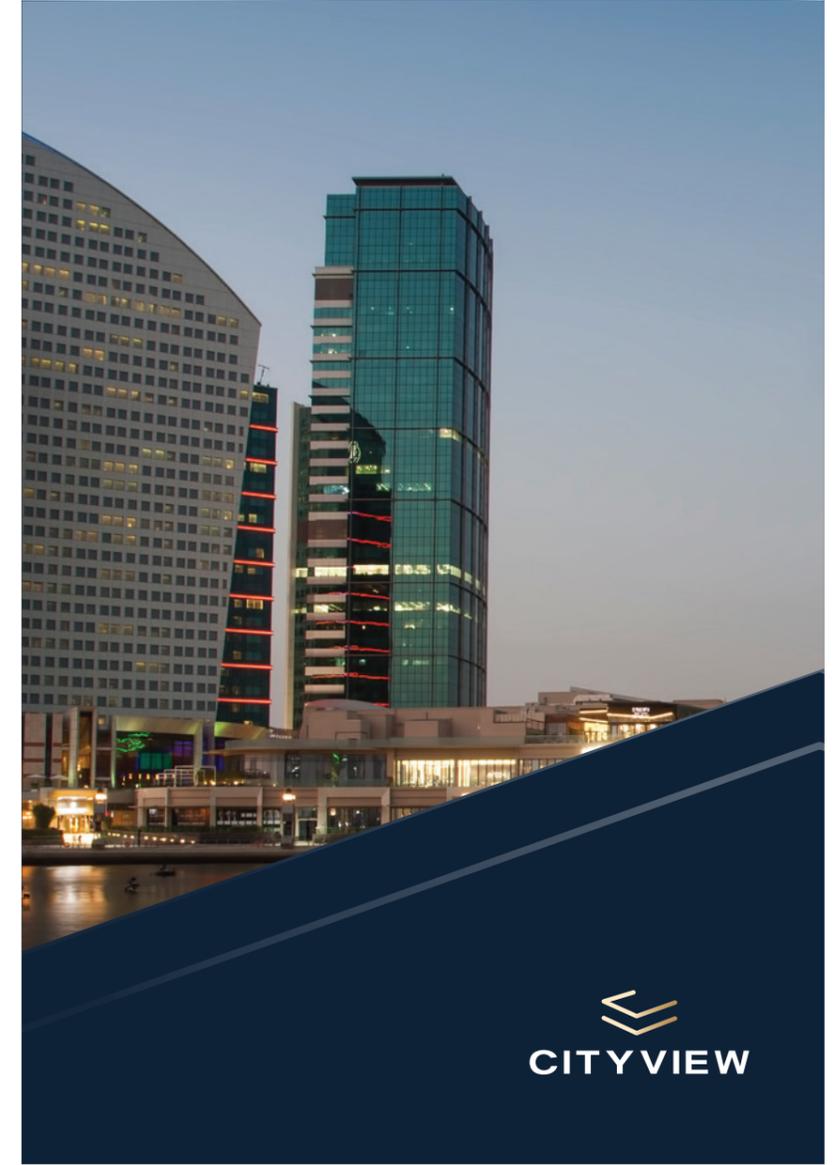
Layering

Overlay the device with low-opacity to add dimensionality, or scale it sharply for dramatic contrast. It should enhance, not overpower—acting as a visual breath between content elements.

Alignment

Align the Stride with key architecture lines or layout grids to maintain spatial harmony. Its angles are designed to echo structural rhythm, making it feel instinctively at home across all brand touchpoints.





06 – IMAGERY

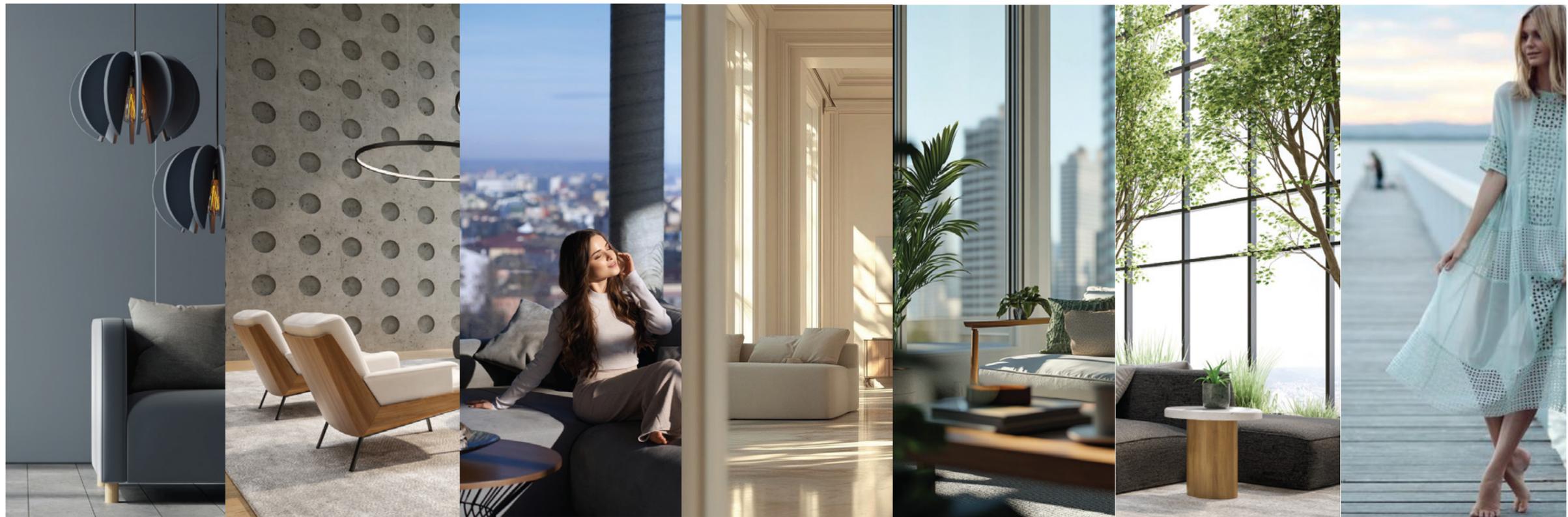
IMAGERY

The imagery breathes in light and speaks in calm tones — where luxury is quiet, and every scene feels intentional.

From sculpted interiors to sunlit silhouettes, each frame is curated to reflect the rhythm of refined living: elegant, elemental, and emotionally grounded.

Whether it's architectural form, organic textures, or effortless human presence, these visuals echo a life well-composed — modern, tactile, and timelessly serene.

Together, they form a visual language of graceful confidence — rooted in detail, softened by space.



08 – APPLICATIONS

2.1 Print

2.2 Digital

2.3 Others





Date : 25-10-25

Subject: Lorem ipsum dolor sit amet, consectetur

Dear Revanth,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Regards,

Level 15, Tower One,
Downtown Dubai, UAE

+971 4 123 4567
+971 4 123 4589

info@cityview.ae
www.cityview.ae

White



Date : 25-10-25

Subject: Lorem ipsum dolor sit amet, consectetur

Dear Revanth,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Regards,

Level 15, Tower One,
Downtown Dubai, UAE

+971 4 123 4567
+971 4 123 4589

info@cityview.ae
www.cityview.ae

Letterhead (A4 Size, Quality Double A4 Premium 80 GSM)






CITYVIEW

Level 15, Tower One,
Downtown Dubai, UAE

+971 4 123 4567
+971 4 123 4589

info@cityview.ae
www.cityview.ae

Envelope Design:

Sizes

C4, C5, DL and Legal.

Color

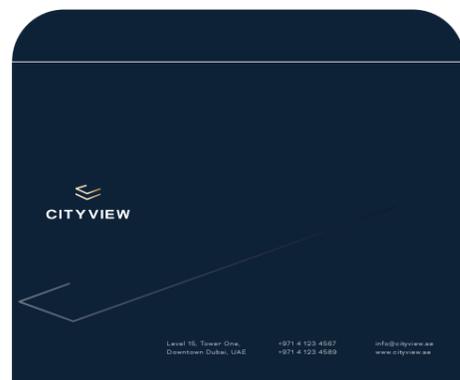
Pen Blue (Base) and Alabaster

Paper Quality

Minimum 120 GSM



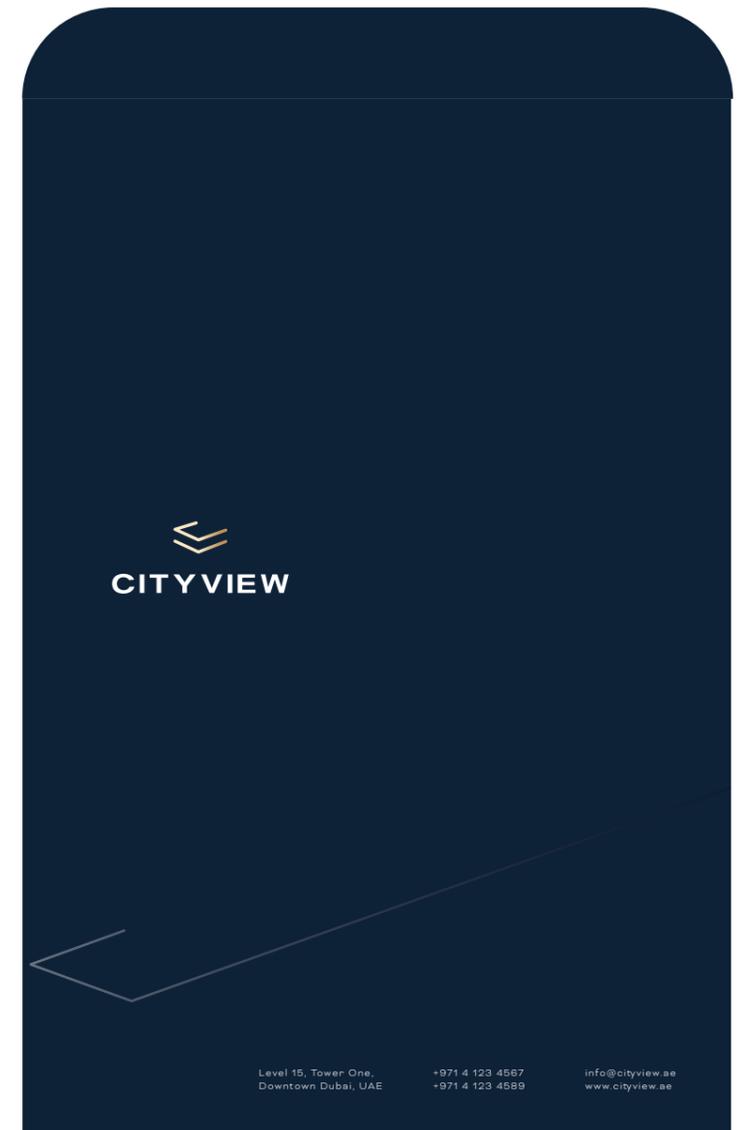
DL



C5



C4



LEGAL

PAPER BAG



ENAMEL PIN



DIARY/NOTEBOOK



MUG



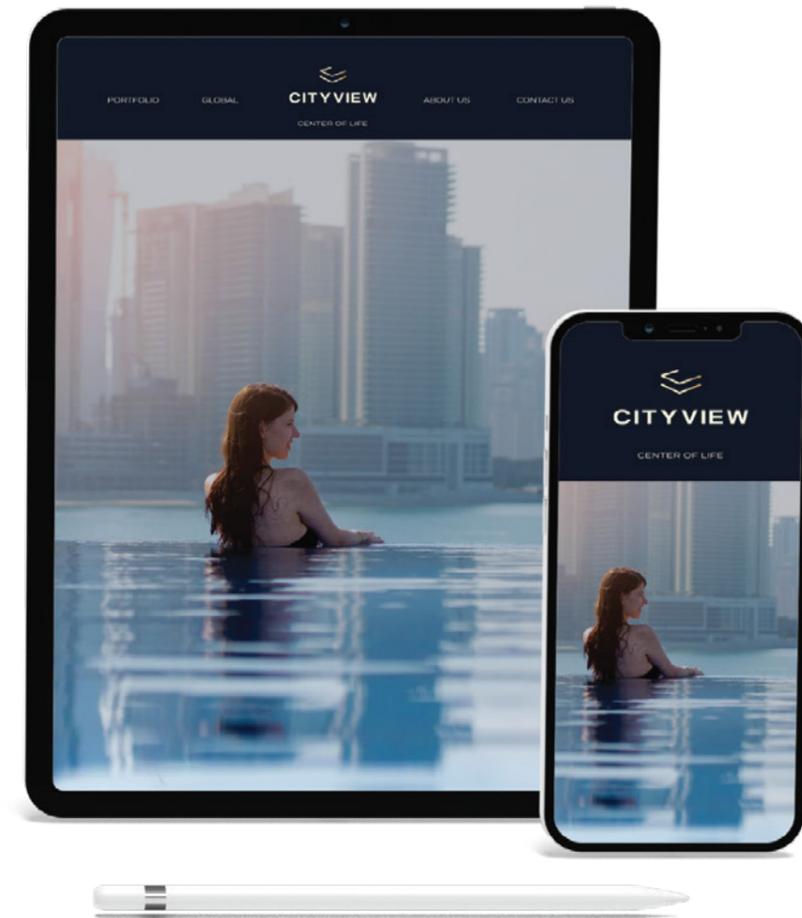
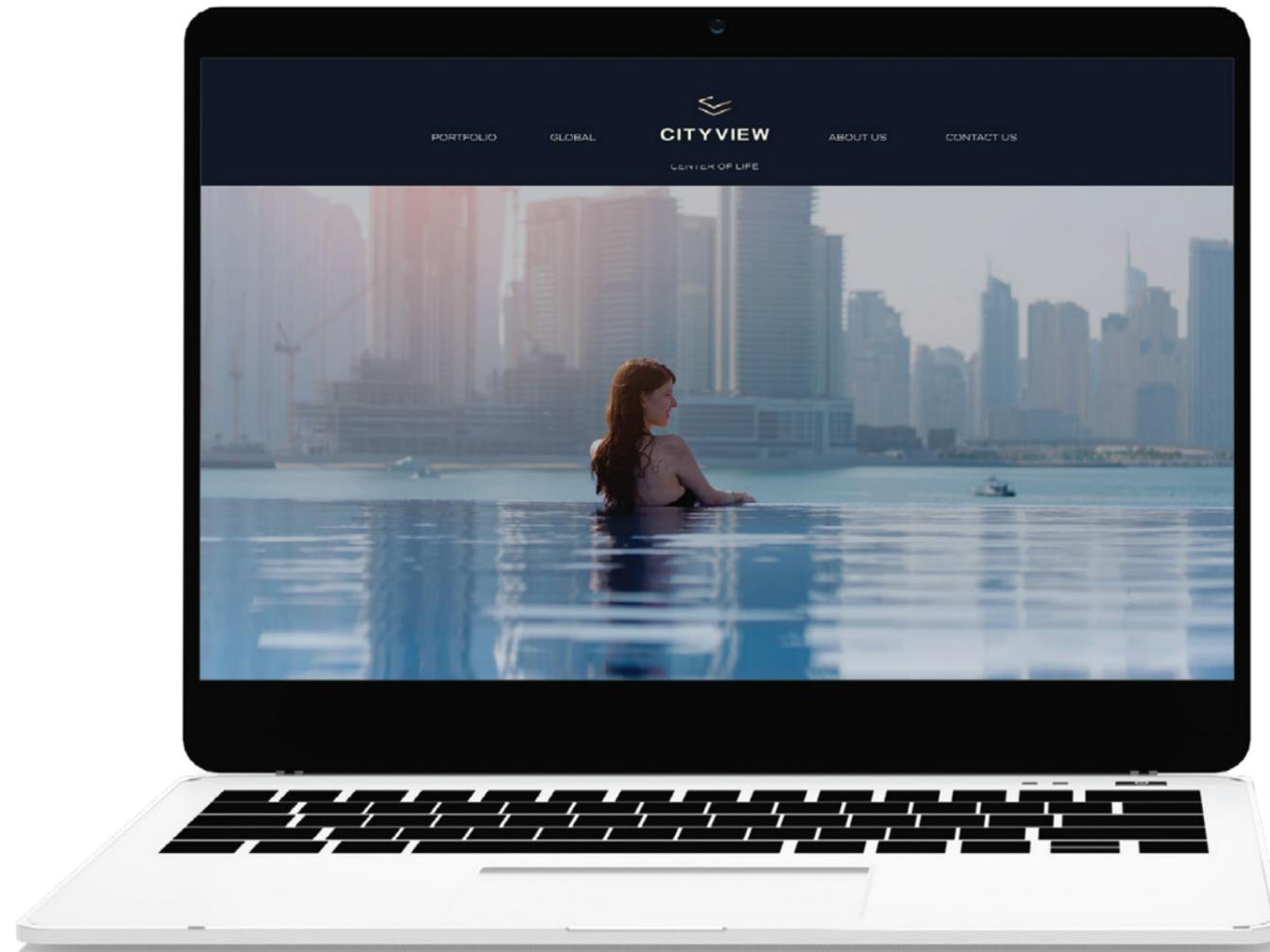


POLO SHIRT



Presentations should communicate with clarity, consistency, and purpose.

Typography, layout, and visuals must reflect the brand's tone and visual language across all digital touchpoints.





CITYVIEW