

The background features a vibrant, stylized illustration of a roller coaster track winding through a cityscape. A large, purple and white robot with pincers is positioned at the top of the track. Below it, a roller coaster car is shown with passengers enjoying the ride. The scene is set against a backdrop of colorful buildings and a bright sky.

# **img** **WORLDS** ***OF ADVENTURE*** **DUBAI**

## PHYSICAL ATTRIBUTES

Largest indoor theme park in Dubai.  
Themed worlds.  
Rides and attractions.  
All year climate controlled.  
Landmark in Dubai.  
State of the art environment.  
Proprietary world class rides.  
Live Dinosaur Experience

Dubai's largest indoor theme park.

## FUNCTIONAL ATTRIBUTES

Integrated theme park destination.  
Six branded themed worlds under one roof. (Lost Valley, Marvel, CN, and IMG Boulevard, Haunted Hotel IMG Kidz Zone)  
Offers rides, attractions, F&B, retail.  
Diverse F&B and retail boulevard.  
Gaming arcade.  
Events arena.  
Theater & Stage.  
Haunted Hotel Experience

Indoor theme park destination with six worlds offering rides, attractions, F&B, retail

## RATIONAL ATTRIBUTES

All day destination.  
ISO certified.  
Certified rides by Dubai Municipality for safety  
Centrally located .  
Exclusive retail and diverse F&B dining experience  
Largest indoor theme park in Dubai.  
International Dynamic and compelling standard IPs  
In-house paramedics and security teams.

Must see touristic and day out destination that is compelling, engaging, safe, and of great value.

## EMOTIONAL ATTRIBUTES

Thrilling and exciting.  
Real life Super Heroes  
All ages and families' location.  
Completely immersive experiences.  
Unforgettable.  
Worlds of adventure.  
Fantastic and imaginary.  
Fine-dining and gathering experience offering: Rides, attractions, F&B, and retail  
Something for everyone.  
Live the epic adventure.  
Memorable Experience

Out of this world, larger than life, fun, exciting and completely immersive worlds of heroes and adventure for everyone.

ENERGETIC | IMAGINATIVE | DARING | EXHILARATING

## Brandmark

Structure - IMG Logo

There are multiple versions of the IMG Worlds of Adventures logo. Below are the main English and Arabic variants.



IMG Worlds of Adventure logo - English



IMG Worlds of Adventure logo - Arabic

Brandmark

Variations - English Logo D



The IMG Worlds of Adventure logos were created to be impactful and exciting while remaining versatile. The visuals below show how to use this version of the logo correctly using various coloured backgrounds.

Positive - IMG Logo Two Colour  
Preferred version



Negative - IMG Logo Two Colour  
Placed on Pantone 2758 background



Positive - IMG Logo Greyscale



Negative - IMG Logo Greyscale  
Placed on a black background



Positive - IMG Logo One Colour

Negative - IMG Logo White  
Placed on Pantone 2758 background

Positive - IMG Logo Black

Negative - IMG Logo White  
Placed on a black background

## Brandmark

Variations - Arabic Logo B



The IMG Worlds of Adventure logos were created to be impactful and exciting while remaining versatile. The visuals below show how to use this version of the logo correctly using various coloured backgrounds.

**Positive - IMG Logo Two Colour**  
Preferred version



**Negative - IMG Logo Two Colour**  
Placed on Pantone 2758 background



**Positive - IMG Logo Greyscale**



**Negative - IMG Logo Greyscale**  
Placed on a black background



**Positive - IMG Logo One Colour**



**Negative - IMG Logo White**  
Placed on Pantone 2758 background



**Positive - IMG Logo Black**



**Negative - IMG Logo White**  
Placed on a black background

## Brandmark

### IMG Worlds Logo Badge

The compact version of the logo is an alternative form of our main logo for maintaining brand recognition on incompatible spaces.



IMG Worlds of Adventure badge - English



IMG Worlds of Adventure badge - Arabic

## Brand Communications

### Exotic Logo Variants

IMG Worlds is all about exciting the imagination of it's audience, and due to the variety of IPs and annual events that it offers, the logo can be themed in accordance with the status quo.



**A prime example of an exotic logo variant. With the warped static effect and dark neon-like look, this logo aims to represent IMG World's annual halloween night (Festival of Fright) which is a modern concert with light and lazer effects in a dark setting.**

## Brandmark

### Misuse

1. Do not use the IMG Worlds type on it's own or without the "Dubai" tag
2. Do not distort
3. Do not change colours
4. Do not rotate
5. Do not write with a different font
6. Do not move elements
7. Do not use filters
8. Do not alter the spacing



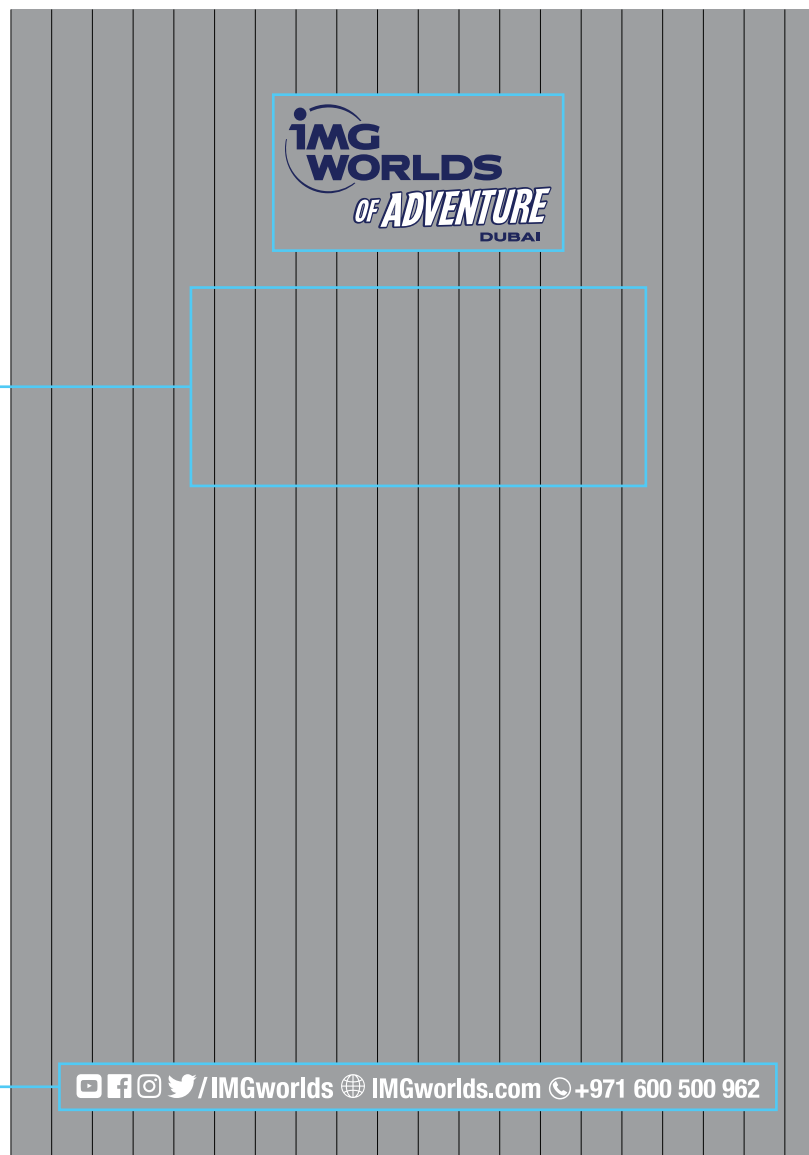
## Brand Communications

Advertising - Logo Position & Padding

Shown opposite is an example of the IMG Worlds of Adventure English advertising template, it conforms to our visual language and uses the grid for positioning elements.



Season/Event Logo



Optional Footer (Print Media)

## Brand Communications

### Partnership Guide

This is a demonstration of how the logo is placed when IMG Worlds promotes a non sponsored partnership



**IMG Worlds is highlighted as the representative, and the third party is placed in a complimentary style next to the IMG Worlds logo with a branded separator in the middle. The scale of the third party logo is always determined by making the logo slightly shorter than the separator and IMG Logo without stretching it. This will help maintain consistency between the two brands and keep IMG Worlds on it's platform as a representative.**

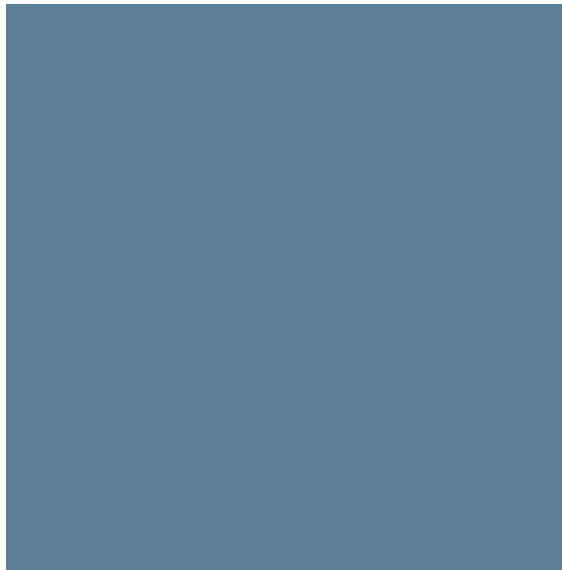
## Brand Communications

IMG Worlds Brand Color Palette

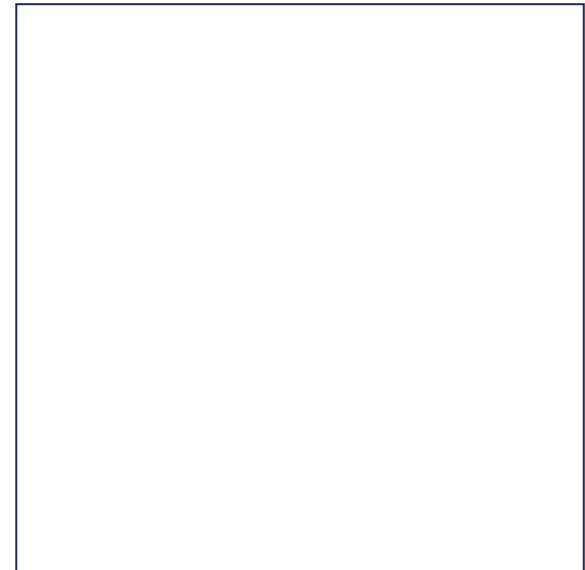
The colors below represent the brand, the palette can communicate our brand easily through vision.



HEX #001E61 (**ROYAL BLUE**)



HEX #5e7e95 (**DEEP SILVER**)



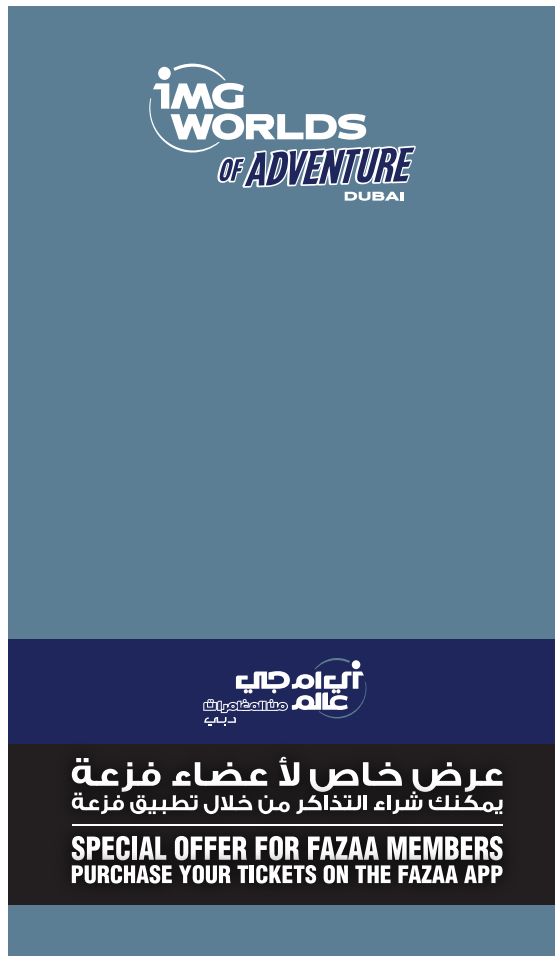
HEX #ffffff (**WHITE**)

## Brand Communications

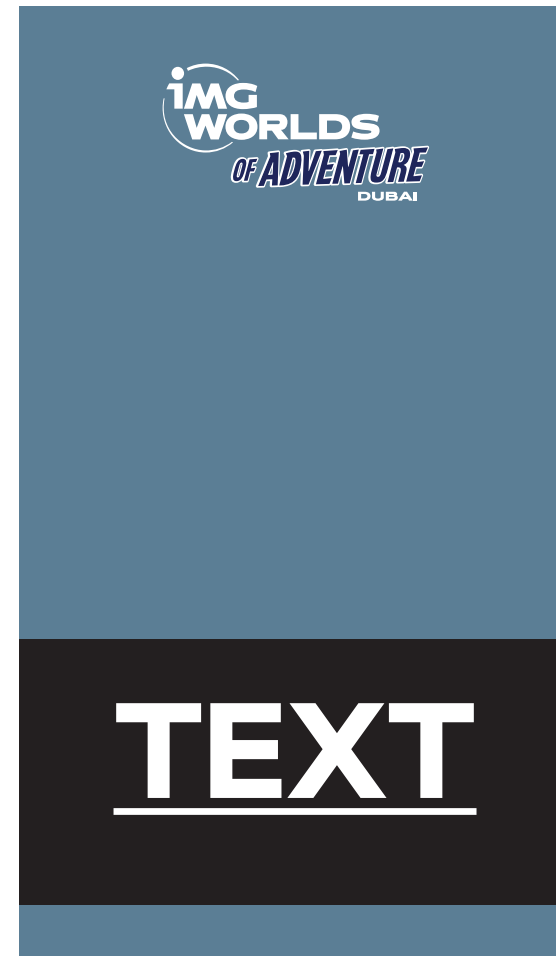
Sales Content Guide - Bilingual Representation



The Arabic and English content can be shared on one canvas if the text can fit the black bar while maintaining clarity through text size and style. The arabic logo would be placed directly above the arabic copy.



If the content description is long then it will compromise the clarity and briefness of the text. In this situation, the content is to be separated between an Arabic canvas and an English Canvas, and that should allow a larger space for the content without hindering the quality of the message.



## Brand Communications

Social Media Story Format

Maximum story length: 10 Seconds.

The story Begins with a quick badge logo animation and it ends with it.

No logo within the content, only during the animation.

