ARADA

Digital Guideline

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Leadership Team | Aljada

Masaar

مساكن نَشمَة
NASMA RESIDENCES

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masaar

Home | **About Masaar** | **Homes**

Robinia

Kaya

Sendian

الجادة aljada

About Aljada | **Properties** | **Madar** | **CBD**

Typography

English
Desktop Type Scales

Font Source

https://aradabrand.com/wp-content/uploads/2022/01/Arada-logo-2022.zip

Scale Category	Typeface	Font	Size	Case
H1	Arada	Bold	60	Sentence case
H2	Arada	Bold	30	Sentence case
H3	Arada	Regular	24	Sentence case
H4	Arada	Bold	24	Sentence case
H5	Arada	Regular	18	Sentence case
H6	Arada	Bold	18	Sentence case
Button	Arada	Bold	20	Sentence case
Caption	Arada	Bold	24	Sentence case
Body 1	Arada	Regular	18	Sentence case
Body 2	Arada	Light	20	Sentence case
Menu	Arada	Regular	18	Sentence case

English
Mobile Type Scales

Font Source

https://aradabrand.com/wp-content/uploads/2022/01/Arada-logo-2022.zip

Scale Category	Typeface	Font	Size	Case
H1	Arada	Bold	30	Sentence case
H2	Arada	Bold	24	Sentence case
H3	Arada	Regular	24	Sentence case
H4	Arada	Bold	24	Sentence case
H5	Arada	Regular	18	Sentence case
H6	Arada	Bold	18	Sentence case
Button	Arada	Bold	18	Sentence case
Caption	Arada	Bold	24	Sentence case
Body 1	Arada	Regular	18	Sentence case
Body 2	Arada	Light	18	Sentence case
Menu	Arada	Regular	18	Sentence case

Arabic
Desktop Type Scales

Font Source

https://fonts.google.com/specimen/Cairo

Scale Category	Typeface	Font	Size	Case
H1	Cairo	Bold	60	Sentence case
H2	Cairo	Bold	30	Sentence case
H3	Cairo	Regular	24	Sentence case
H4	Cairo	Bold	24	Sentence case
H5	Cairo	Regular	18	Sentence case
H6	Cairo	Bold	18	Sentence case
Button	Cairo	Bold	20	Sentence case
Caption	Cairo	Bold	24	Sentence case
Body 1	Cairo	Regular	18	Sentence case
Body 2	Cairo	Light	20	Sentence case
Menu	Cairo	Regular	18	Sentence case

English
Mobile Type Scales

Font Source

https://fonts.google.com/specimen/
Cairo

Scale Category	Typeface	Font	Size	Case
H1	Cairo	Bold	30	Sentence case
H2	Cairo	Bold	24	Sentence case
H3	Cairo	Regular	24	Sentence case
H4	Cairo	Bold	24	Sentence case
H5	Cairo	Regular	18	Sentence case
H6	Cairo	Bold	18	Sentence case
Button	Cairo	Bold	18	Sentence case
Caption	Cairo	Bold	24	Sentence case
Body 1	Cairo	Regular	18	Sentence case
Body 2	Cairo	Light	18	Sentence case
Menu	Cairo	Regular	18	Sentence case

Colour palette

Arada

#000000
#1D428A
#6BCABA
#CDA788
#AC4FC6
#FF8674
#F65275

Masaar

#A2A568
#393C37
#00263B
#F1D19F
#13342C
#908F8A
#000000

Nasma Residences

#DA7530
#CEA889
#8B7E74
#000000

Aljada

#f26641
#87499c
#082244
#008d6c
#f7abb0
#000000

Iconography

Iconography is used in our communications where a visual cue in the form of an icon can help a consumer more clearly identify what is being communicated.

It can also be beneficial for customers who's understanding of English would be aided through iconography.

Our iconography is to be used predominately across digital applications such as our website and app and signage.

Our iconography style is derived from the bold angles used within our custom Arada Standard and Arada Headline typefaces.

For e.g., This SVG Icons are used in the webpage as. class="ico-phone-black"

Keyline Shapes

Icon grid and keyline
The icon grid establishes clear rules for the consistent, but flexible, positioning of graphic elements.

Keyline shapes are the foundation of the grid. By using these core shapes as guidelines, you can maintain consistent visual proportions across system icons.

Basic shapes
Specific keylines are present for certain shapes: circle, square, rectangle, orthogonals, and diagonals. These basic shapes help unify Google system icons and regulate their placement on the icon grid.

Grid
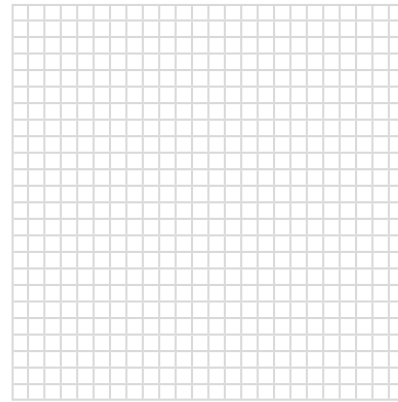
Keyline
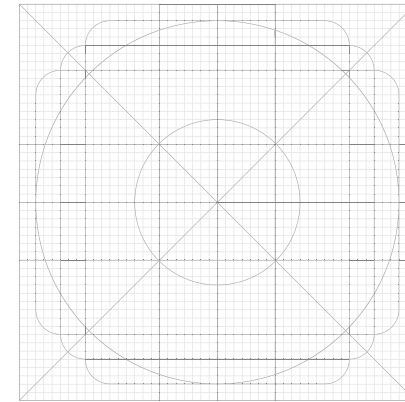
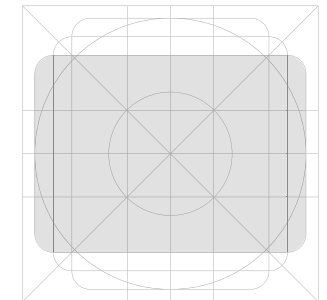**Square**
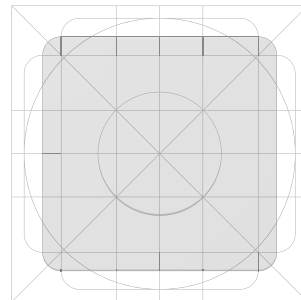
Circle
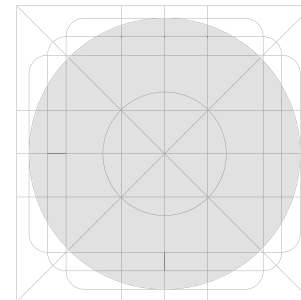
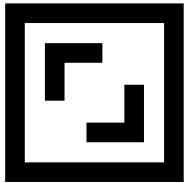**Vertical Rectangle**
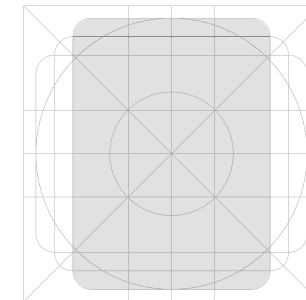
Horizontal Rectangle

Icon shapes are bold and geometric.
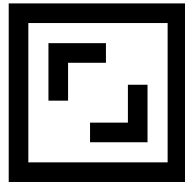They have a symmetrical and consistent look, ensuring readability and clarity, even at small sizes.

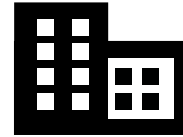## Do.
Make icons
graphic and bold.

Do.
Use consistent stroke weights
and squared stroke terminals.
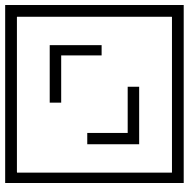
Do.
Make icons
face forward.

Do.
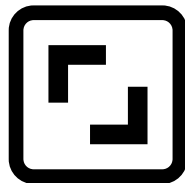Simplify icons for greater clarity and
legibility.

Don't.
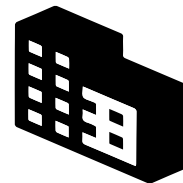Don't use delicate,
thin stroke weights.

Don't.
Don't use inconsistent stroke
weights or rounded stroke terminals.

Don't.
Don't tilt, rotate, or make icons
appear dimensional.

Don't.
Don't use delicate,
thin stroke weights.

Layouts and grids

Our users expect experiences that 'just work' no matter what type of device they're using.

Responsive and fluid grids
There are two main approaches when it comes to building a user interface which reacts seamlessly to different device resolutions.

Responsive grids
Responsive sites use CSS media queries to control the layout and styling of an interface as it scales up or down based on screen size.

Fluid grids
Fluid websites do not have any breakpoints (except possibly a mobile view) or set containers and are considered more user friendly by filling the entire width of the browser window regardless of screen size.

Responsive grid overview

Responsive grid systems change the overall container width and number of columns based on each break point size, rearranging content elements inside the container accordingly in order to suit various screen sizes. We recommend using a 12-column grid layout for large devices.

12 column grids allow for a great deal of design sophistication while being simple to work with, effective in terms of ensuring visual consistency and very flexible in terms of being able to optimise your design at each break point.

For large screens we recommend setting the grid to a maximum width of 1280px@1x, giving a content area of 1256px@1x.

1256 px
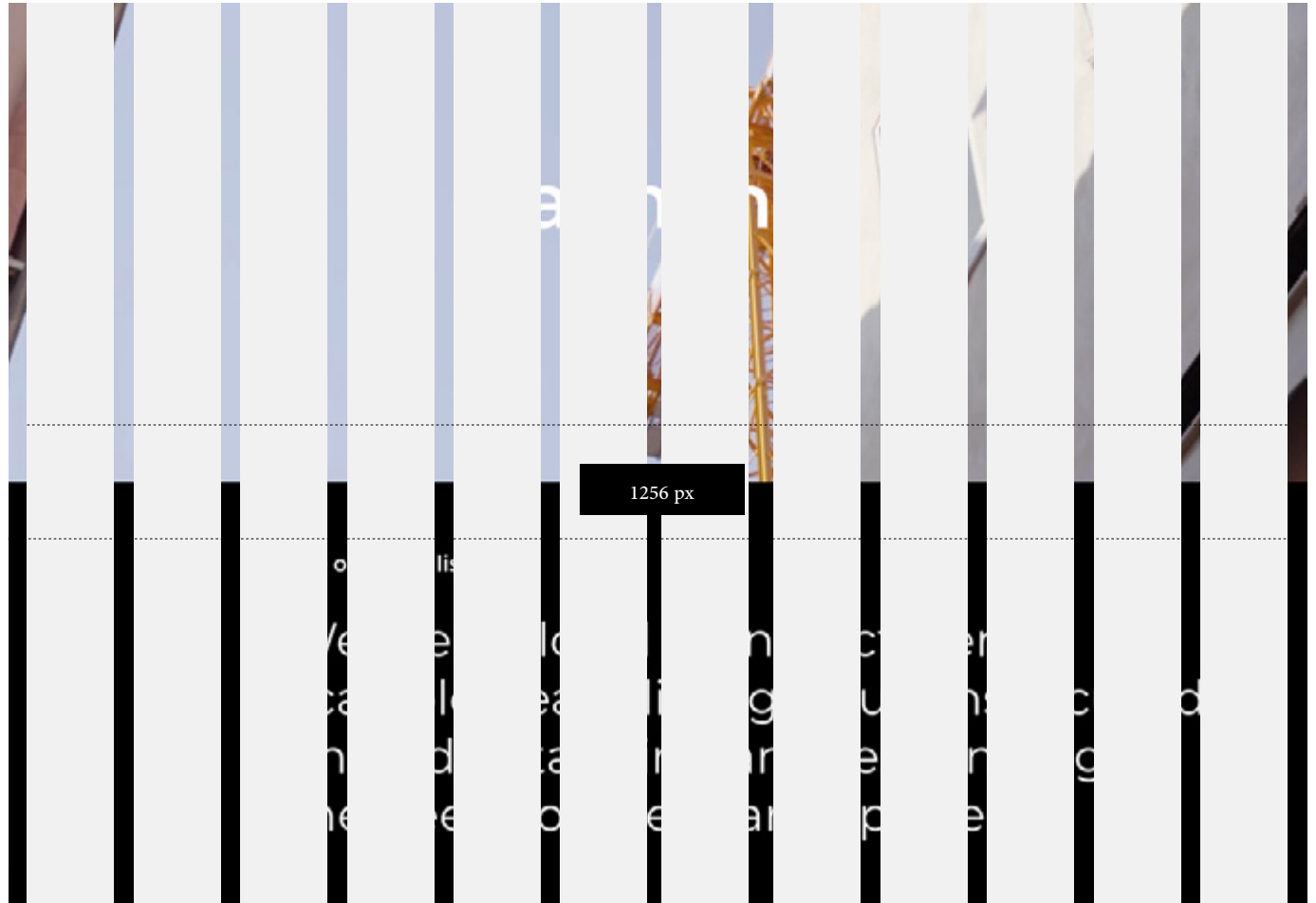
Responsive breakpoint systems

Blow is an example of a common break point system consisting of column number and column width specifications for different screens, devices, and orientations at different break points.

Screen sizes and breakpoints for responsive design

Any responsive web design project should have at least three breakpoints:

Desktop: Desktop is the standard viewport of websites, and where most projects start. A useful recommendation is to think mobile first. As a project approach, this simplifies the desktop experience while also accommodating for better compatibility with other breakpoints.

Tablet (Portrait): Our second view or breakpoint to design for. Note - most websites created with a responsive mindset will naturally scale well into landscape tablet views using the desktop layout.

Mobile (Portrait): Our third view or breakpoint to design for. Note - for ergonomic reasons, most users will browse the web in portrait mode eventually turning their phones to landscape only in specific cases, usually just to visualise media assets such as pictures and videos that are better represented in that mode.

Breakpoint (px)	Columns	Gutter
0	4	16
320	4	16
400	4	16
480	4	16
600	8	16/24[*]
720	8	16/24[*]
840	12	16/24[*]
960	12	24
1024	12	24
1280	12	24

In terms of pixel dimensions the screen widths for each breakpoint are as follows:

Mobile: 320px wide (portrait) and 480px (landscape) - 600px.

Tablet: 600px wide - 1024px.

Laptop and Desktop browsers: 1025+ pixels wide.

Fluid layout overview

Fluid layout (full width) grids define layouts based on percentages. The following describes how to use percentage-based grids to place elements on a web page:

Use percentage-based columns.

Use fixed margins and gutters to help control the proportion and balance of the page.

Place elements and components columns in the layout using columns, making the best use of the space available.

Make sure that the spacing between components and elements is always be at least 8px@1x. This is known as a baseline grid size. This baseline grid size helps to ensure that both the horizontal and vertical alignment and spacing of content is consistent.

100% (One Whole)

1/1

50% (Halves)

1/2	1/2

33.333% (Thirds)

1/3	1/3	1/3

25% (Quarters)

1/4	1/4	1/4	1/4

8.333% (Twelfths)

1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8	1/8

Page layout

Before defining your page layout consider the following:

Context of use (what conditions is the user in when they're interacting with your product?)

Existing data and objectives (what screen resolution is driving conversion)

Intended content (what types of content do you want the user to interact with?)

Users capabilities (are users are likely to have limited technical knowledge?)

What is the main thing they trying to achieve or gain from your product?

Operating system and hardware (what form factor will the experience be used on most?)
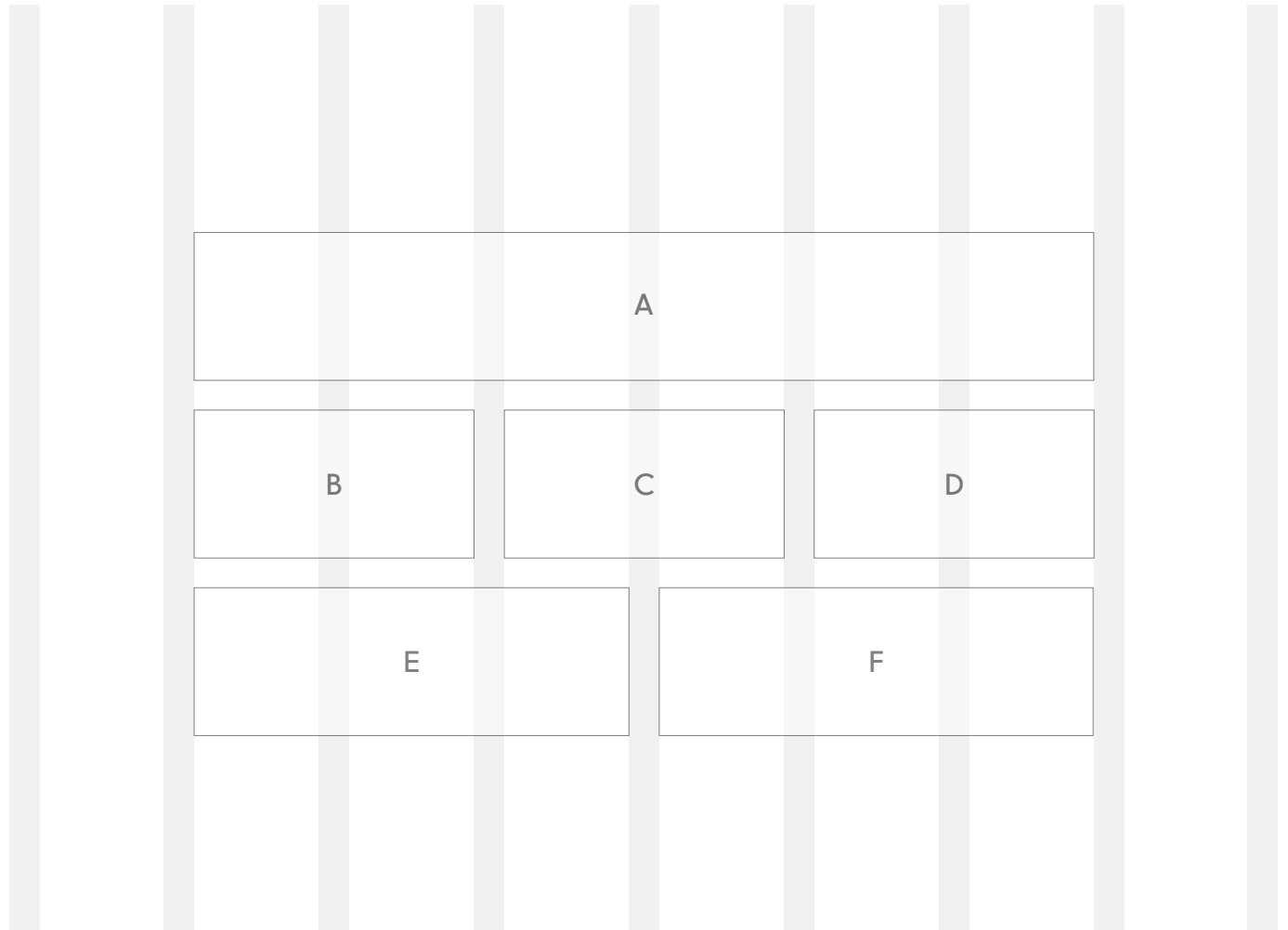
Page layout example:
Use percentage based (fluid grid) or pixel based (responsive grid) values to define column widths, margins and gutters to place your navigation, content and UI elements. Your layout will reflow (adapt) when all columns (plus a defined margin) no longer fit on screen.

Margins and gutters

Responsive grids focuses on consistent margin and gutter widths, rather than column widths. Margins and gutters should use a minimum of an 8px baseline grid size.

You can also use - 8,16,24,40px depending on your particular application. Margins and gutters don't need to be equal.
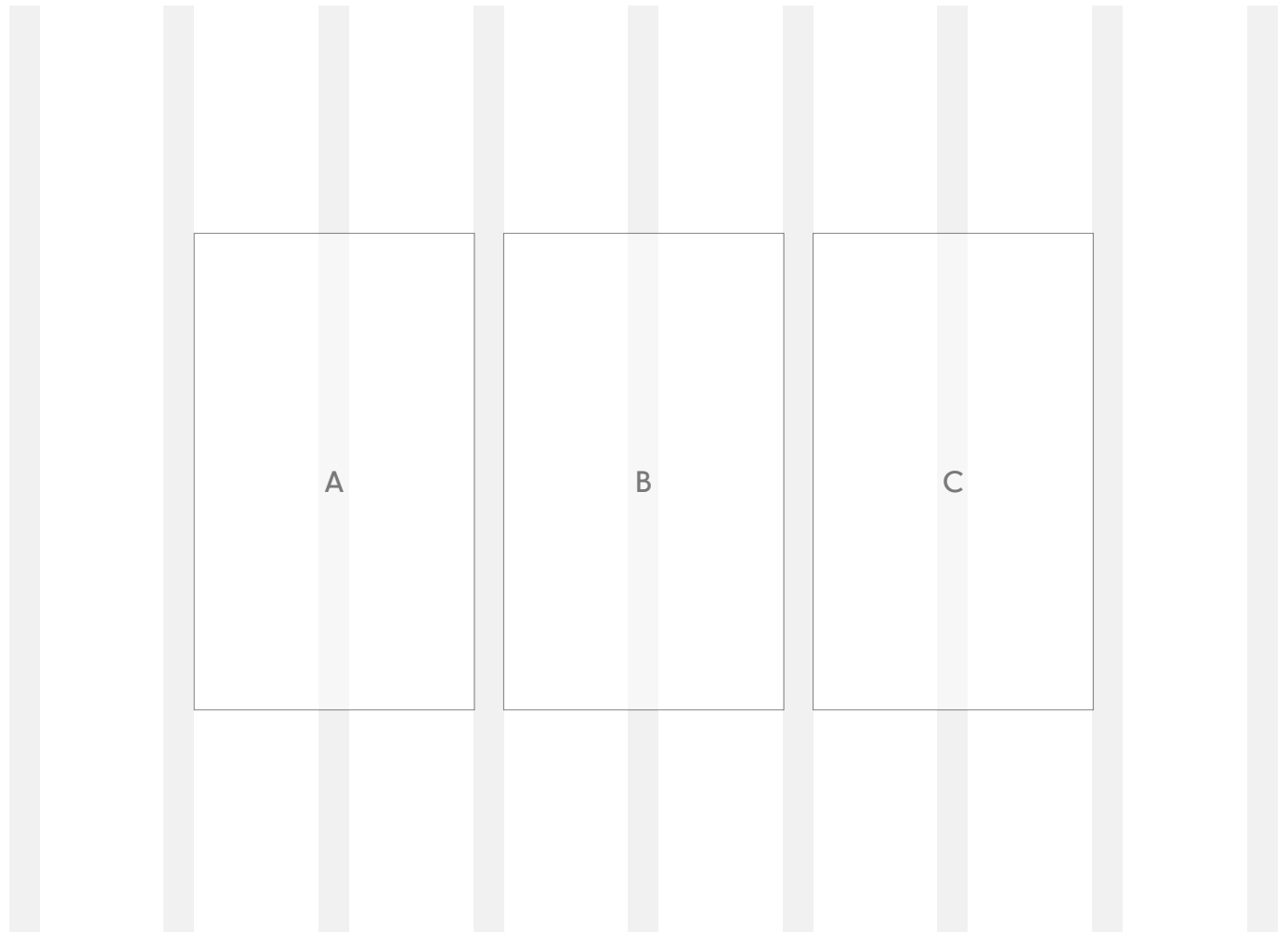
40px@1x margins and gutters.
8px@1x margins and gutters.
16px@1x margins and gutters.
24px@1x margins and gutters.
40px@1x margins and 24px@1x gutters.

A   B   C

Margins on mobile
Margins are the space between content and the left and right edges of the screen.

Margin widths are defined as fixed values at each breakpoint range. To better adapt to the screen, the margin width can change at different breakpoints. Wider margins are more appropriate for larger screens, as they create more whitespace around the perimeter of content.

On mobile, at a breakpoint of 360dp, this layout grid uses 16dp margins.

Header
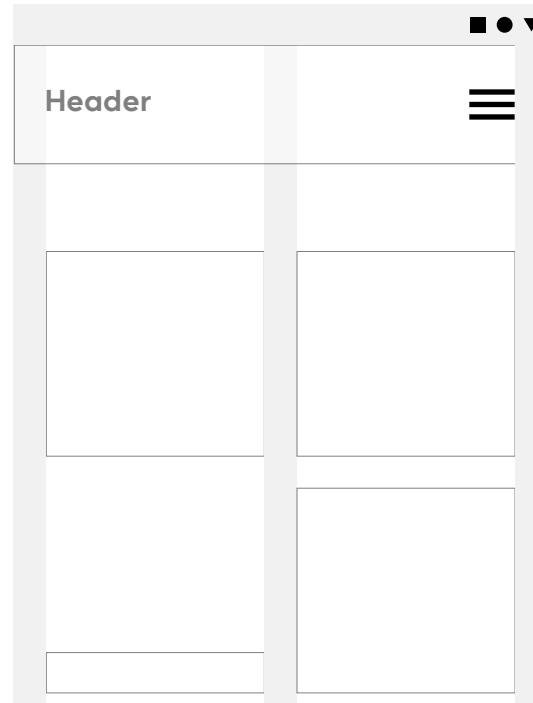
On mobile, at a breakpoint of 360dp, this layout grid uses 4 columns.

Header
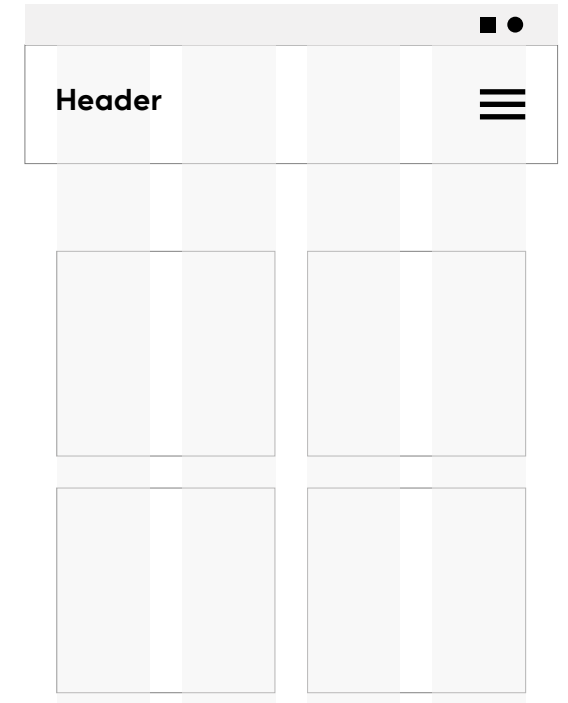
Horizontal grids

The Material Design layout grid can be customized for touch UIs that scroll horizontally. Columns, gutters, and margins are laid out from left to right, rather than top to bottom. The height of the screen determines the number of columns in a horizontal grid.

Horizontally scrolling UIs are uncommon on non-touch and web platforms.

This horizontal layout grid uses four horizontal columns, for a total layout height of 400dp.

Columns

Gutters

Margins
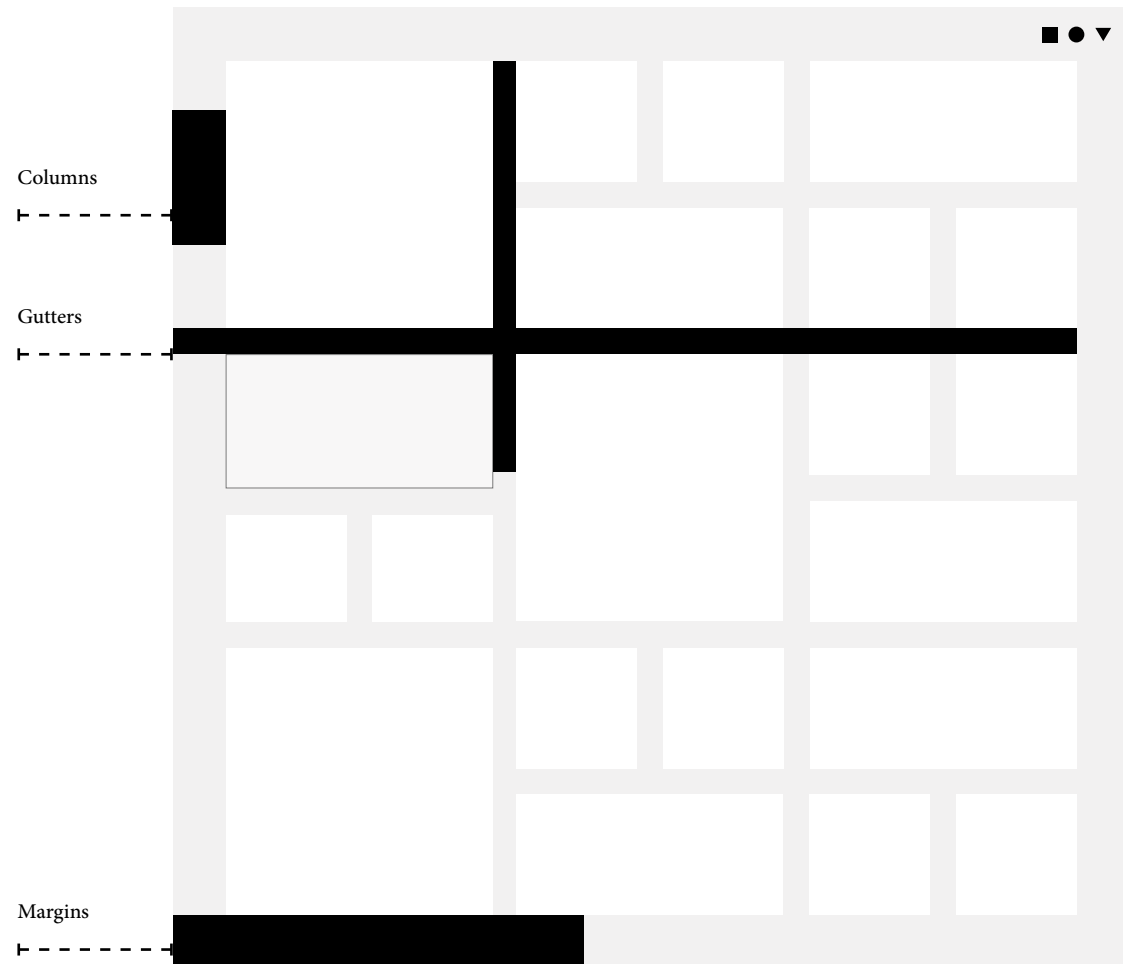
Standard Image List
An Image List consists of several items, each containing an image and optionally supporting content.

Image lists represent a collection of items in a repeated pattern. They help improve the visual comprehension of the content they hold.

Our image lists are best for items of equal importance. They have a uniform container size, ratio, and padding.
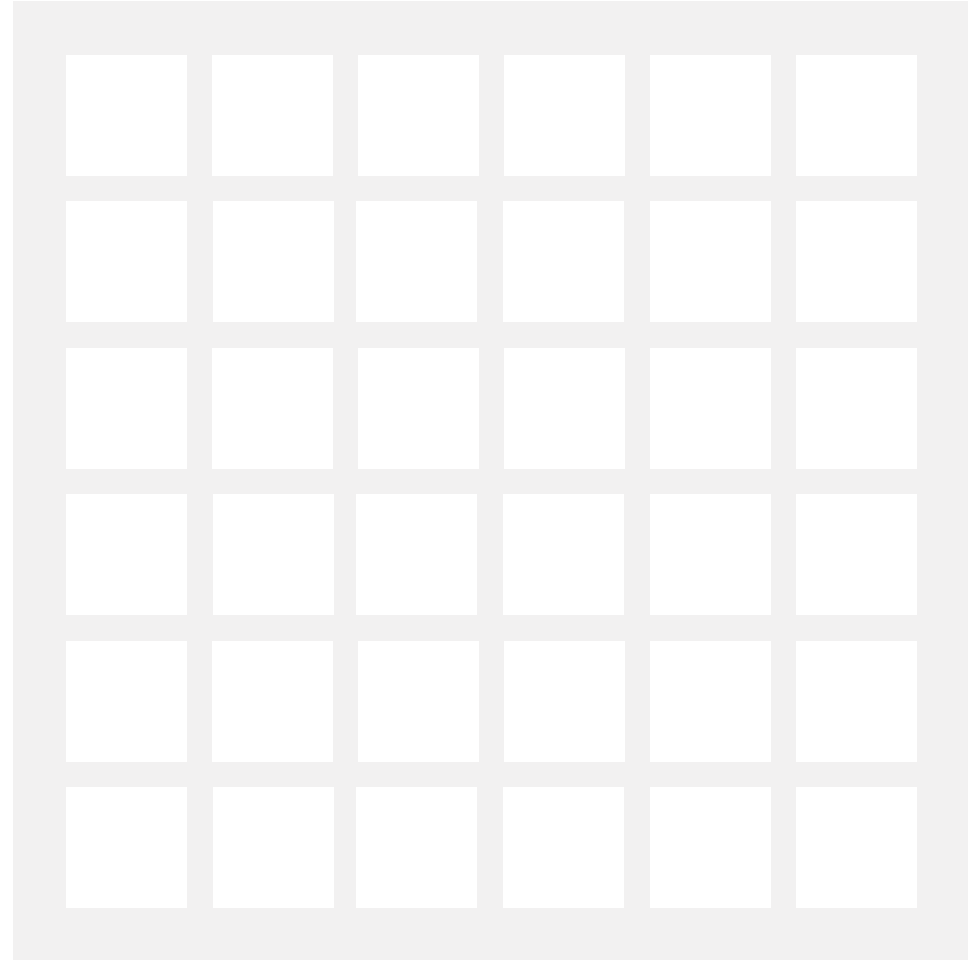
Principles

UIs should use intuitive and predictable layouts, with consistent UI regions and spatial organization. Layouts should use a consistent grid, keylines, and padding.
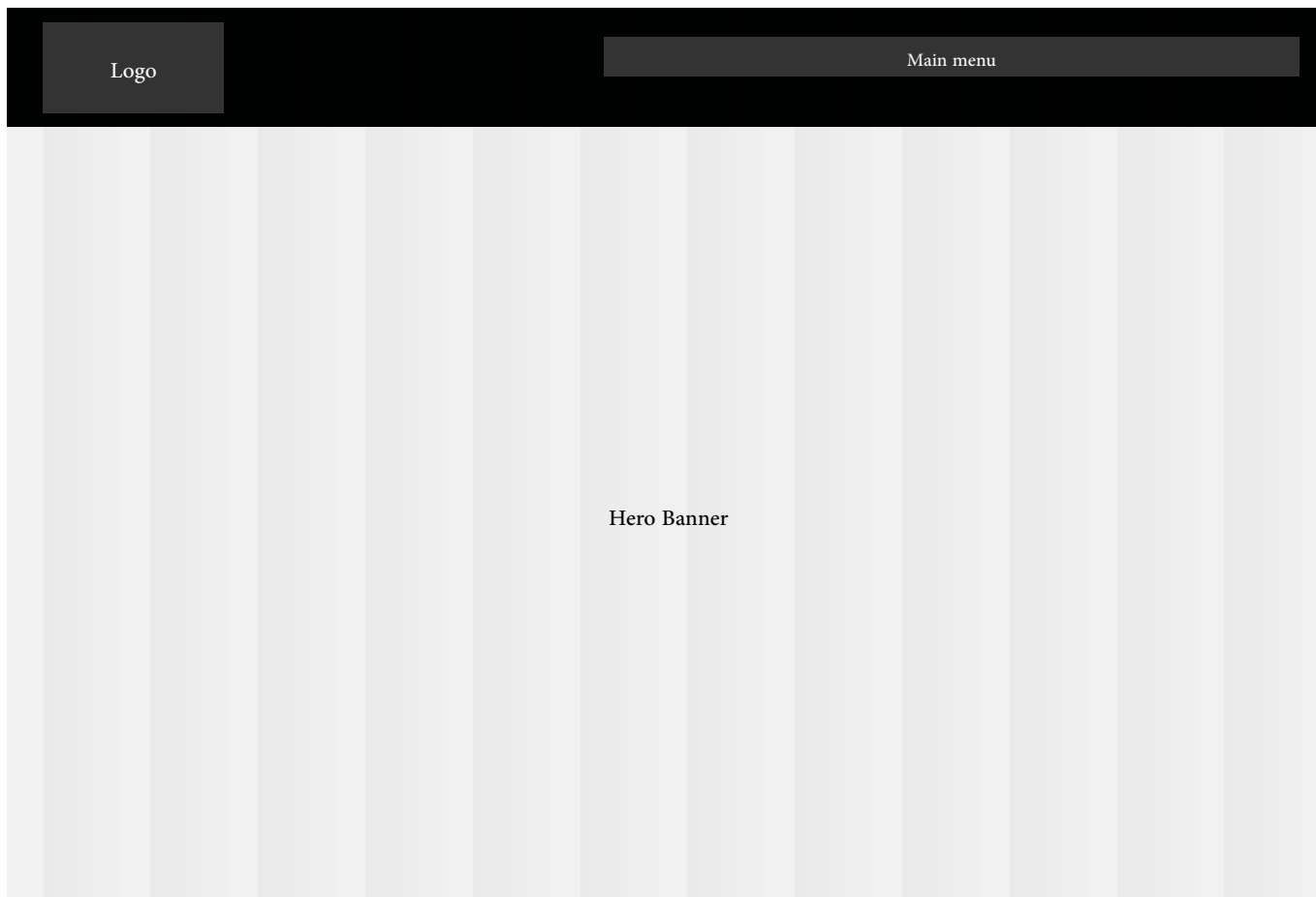
Predictable

UIs should use intuitive and predictable layouts, with consistent UI regions and spatial organization.

Consistent

Layouts should use a consistent grid, keylines, and padding.

Responsive

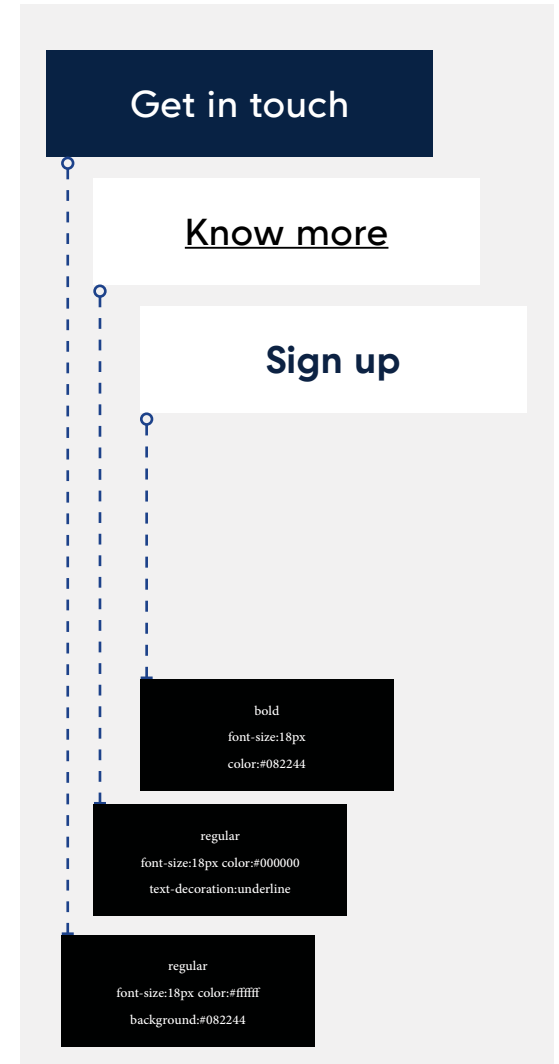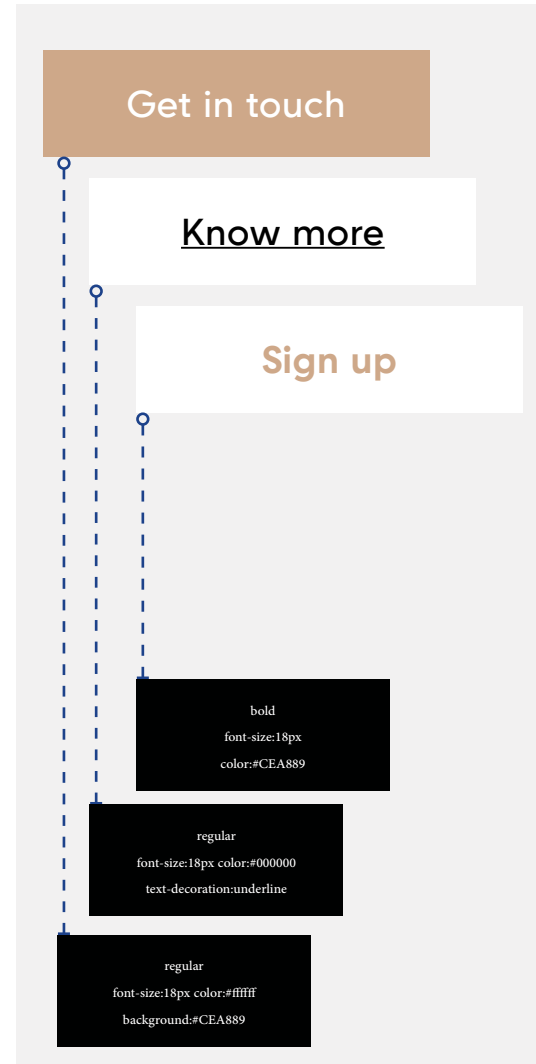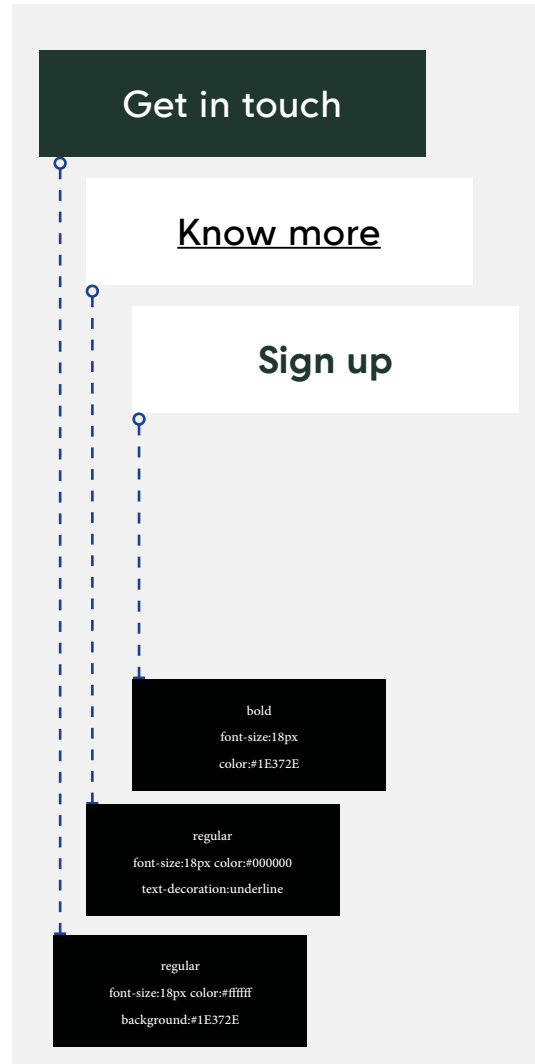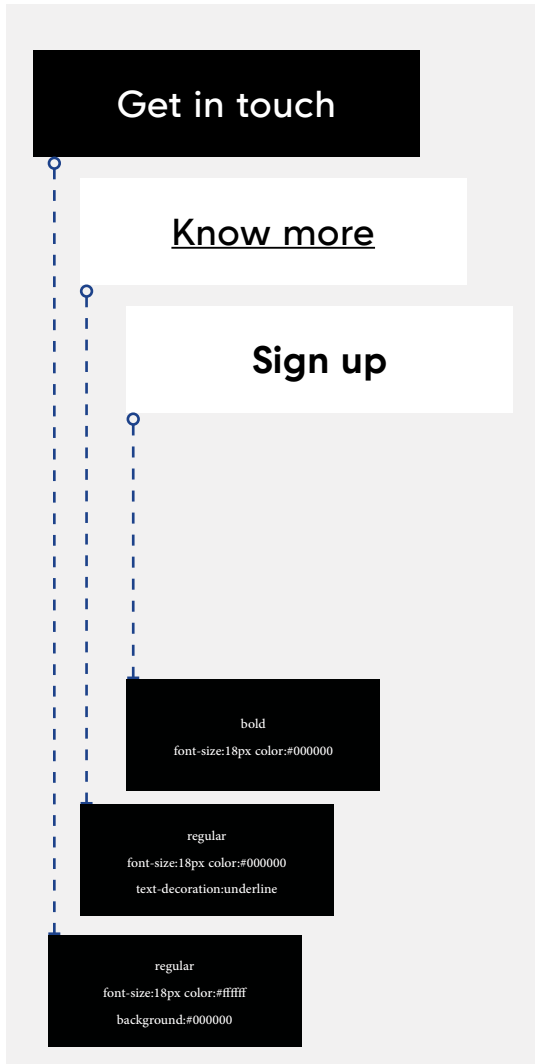Layouts are adaptive and react to input from the user, device, and screen elements.

Logo

Main menu

Hero Banner

Web components

Button

Arada

Get in touch

Know more

Sign up

bold
font-size:18px color:#000000

regular
font-size:18px color:#000000
text-decoration:underline

regular
font-size:18px color:#ffffff
background:#000000

Masaar

Get in touch

Know more

Sign up

bold
font-size:18px
color:#1E372E

regular
font-size:18px color:#000000
text-decoration:underline

regular
font-size:18px color:#ffffff
background:#1E372E

Nasma Residences

Get in touch

Know more

Sign up

bold
font-size:18px
color:#CEA889

regular
font-size:18px color:#000000
text-decoration:underline

regular
font-size:18px color:#ffffff
background:#CEA889

Aljada

Get in touch

Know more

Sign up

bold
font-size:18px
color:#082244

regular
font-size:18px color:#000000
text-decoration:underline

regular
font-size:18px color:#ffffff
background:#082244

Navigation

Navigation is the act of moving between screens of an app to complete tasks. It's enabled through several means: dedicated navigation components, embedding navigation behavior into content, and platform affordances.
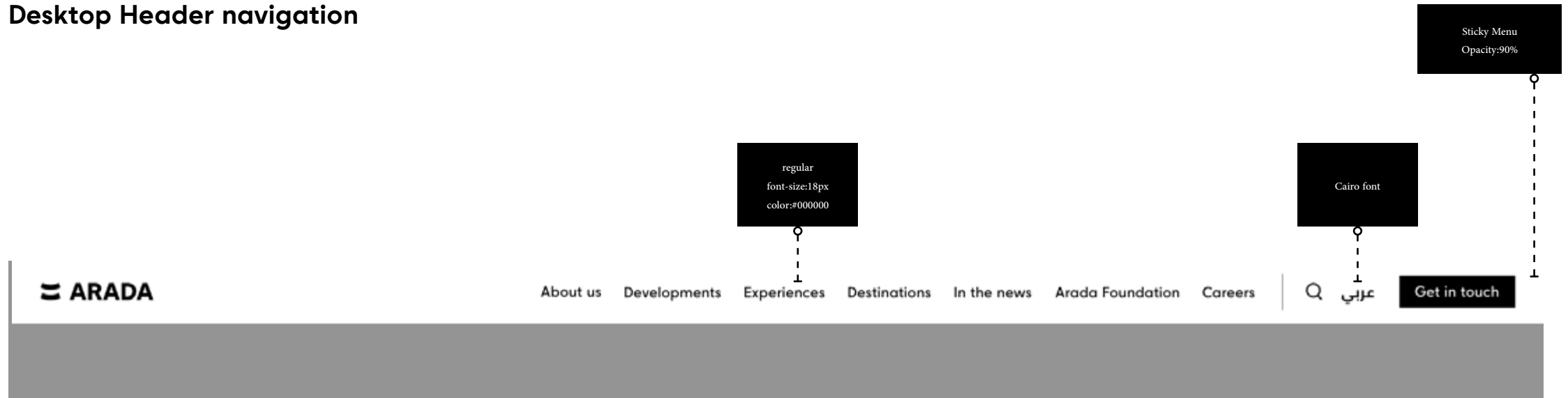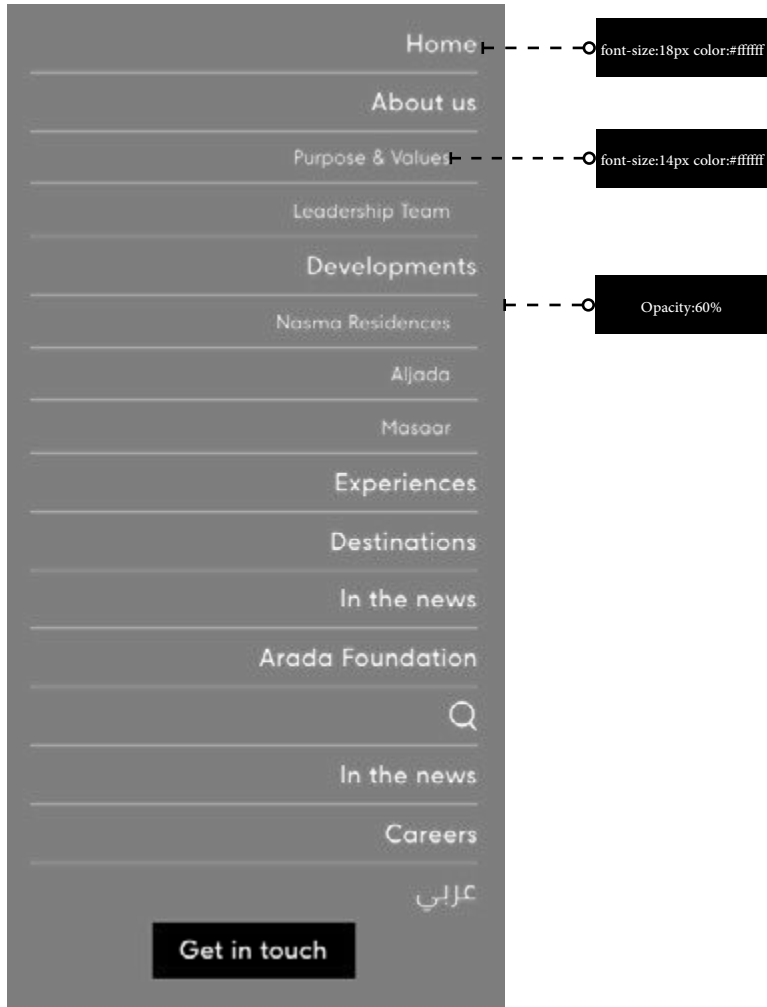
Header navigation

Menus allow users make a selection from multiple options. They are less prominent and take up less space than selection controls, such as a set of radio buttons.

Desktop Header navigation

Sticky Menu
Opacity:90%

regular
font-size:18px
color:#000000

Cairo font

≡ ARADA

About us   Developments   Experiences   Destinations   In the news   Arada Foundation   Careers   🔍   عربي   Get in touch

≡ ARADA   ≡

Mobile Header navigation

Home — font-size:18px color:#ffffff

About us

Purpose & Values — font-size:14px color:#ffffff

Leadership Team

Developments

Nasma Residences — Opacity:60%

Aljada

Masaar

Experiences

Destinations

In the news

Arada Foundation

In the news

Careers

عربي

Get in touch

Navigation is the act of moving between screens of an app to complete tasks. It's enabled through several means: dedicated navigation components, embedding navigation behavior into content, and platform affordances.

Footer navigation

Menus allow users make a selection from multiple options. They are less prominent and take up less space than selection controls, such as a set of radio buttons.
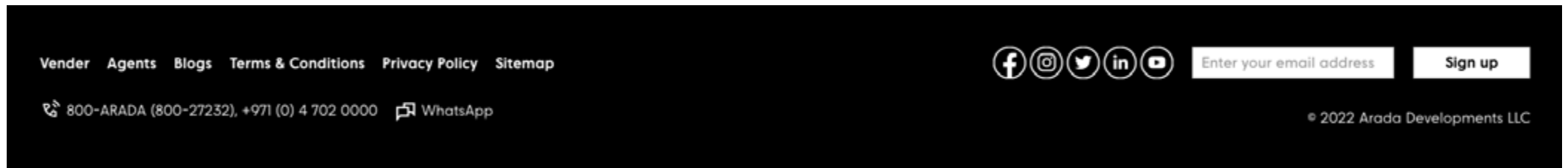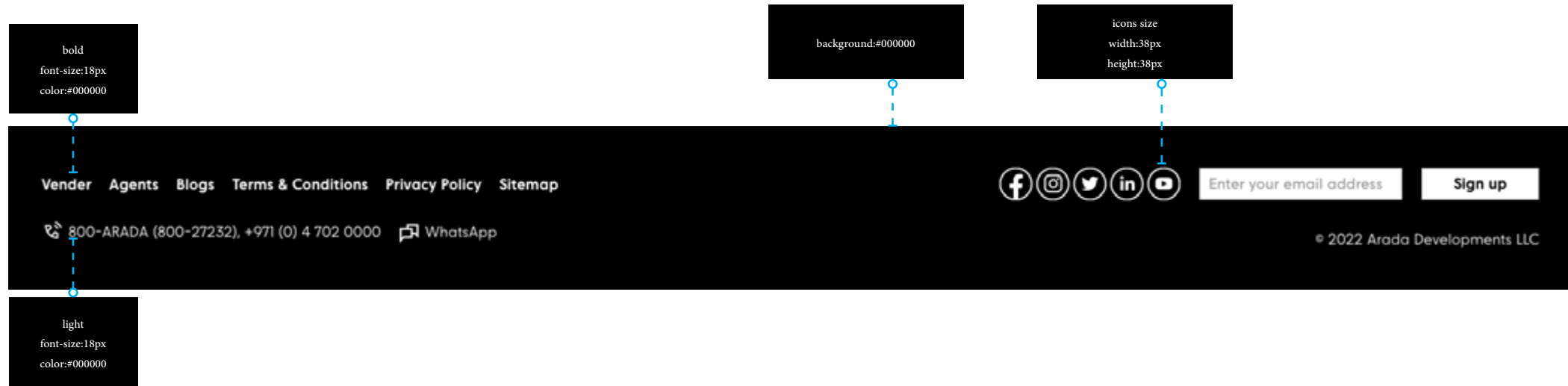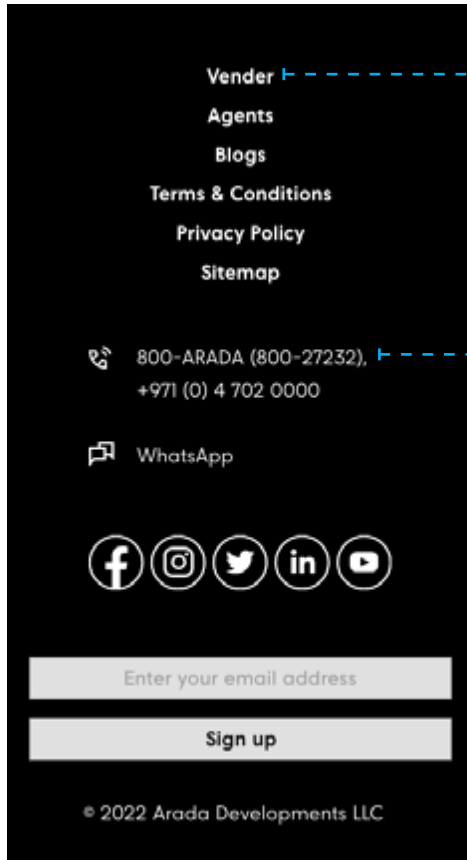
Desktop Footer navigation

bold
font-size:18px
color:#000000

background:#000000

icons size
width:38px
height:38px

Vender Agents Blogs Terms & Conditions Privacy Policy Sitemap

800-ARADA (800-27232), +971 (0) 4 702 0000 WhatsApp

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Enter your email address Sign up

light
font-size:18px
color:#000000

Mobile Footer navigation

Vender

bold
font-size:18px color:#ffffff

Agents

Blogs

Terms & Conditions

Privacy Policy

Sitemap

800-ARADA (800-27232),
+971 (0) 4 702 0000

font-size:14px color:#ffffff

Opacity:60%

WhatsApp

Enter your email address

Sign up

© 2022 Arada Developments LLC
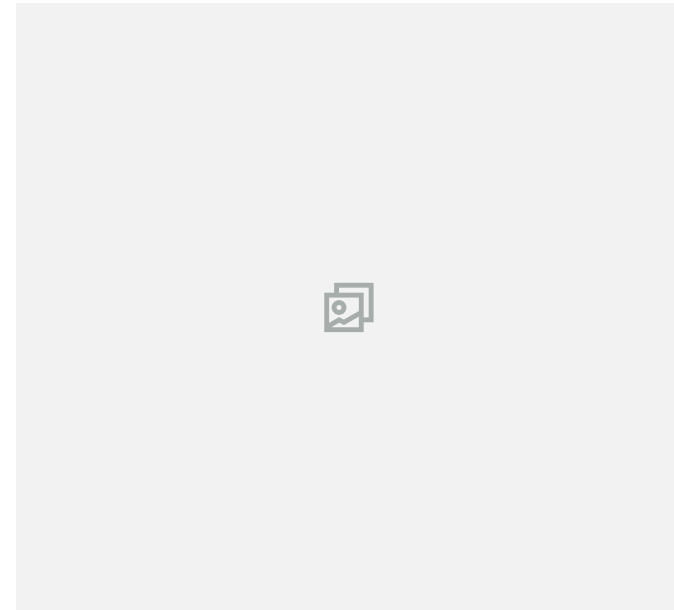
News listing

Desktop

Mobile

Arada awards two contracts totalling AED460 million to build the first residential phase of Masaar, Sharjah's woodland community

News: April 4, 2022

Light
font-size:14px color:#000000

bold
font-size:18px
color:#000000

Arada awards two contracts totalling AED460 million to build the first residential phase of Masaar, Sharjah's woodland community

News: April 4, 2022

Light
font-size:14px color:#000000

bold
font-size:18px
color:#000000

Dos & Don'ts

Don't
use run-on sentences.

Don't.
Forget to Focus on
the Headline

Do.
Button with out having
3D and shadow effect

Do.
Know what the goal is for each news.

Don't.
write content that is too complicated.

Don't.
use bad anchor text.

Do.
Make sure your paragraphs are organized.

Do.
Use bullet points, numbered lists, headers, etc

Don't.
use images that you don't have a legal right to
use.

Don't.
Forget to Be Remarkable

Do.
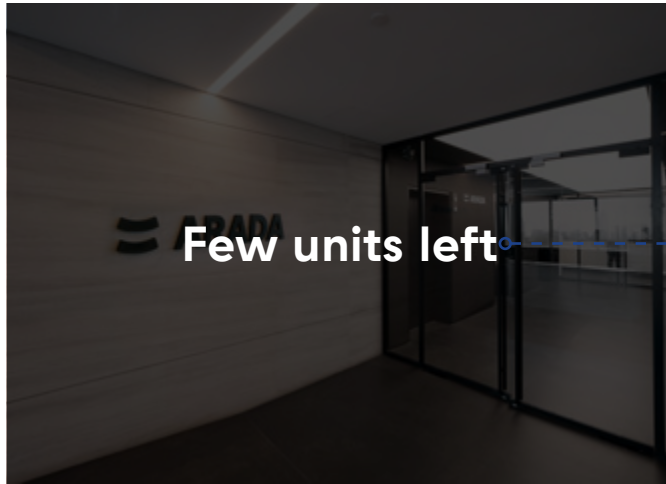Use Keywords

Don't.
Be Inconsistent

Product Listing

Desktop

Mobile

5 Bedroom Sendian Park Villa
from AED 3,417,000

regular
font-size:18px
color:#000000

Know more

regular
font-size:18px color:#000000
text-decoration:underline

5 Bedroom Sendian Park Villa
from AED 3,417,000

regular
font-size:18px
color:#000000

Know more

regular
font-size:18px color:#000000
text-decoration:underline

Overlays

Few units left

background:#000000
opacity:50%

bold
font-size:30px
color:#ffffff

5 Bedroom Sendian Park Villa
from AED 3,417,000

regular
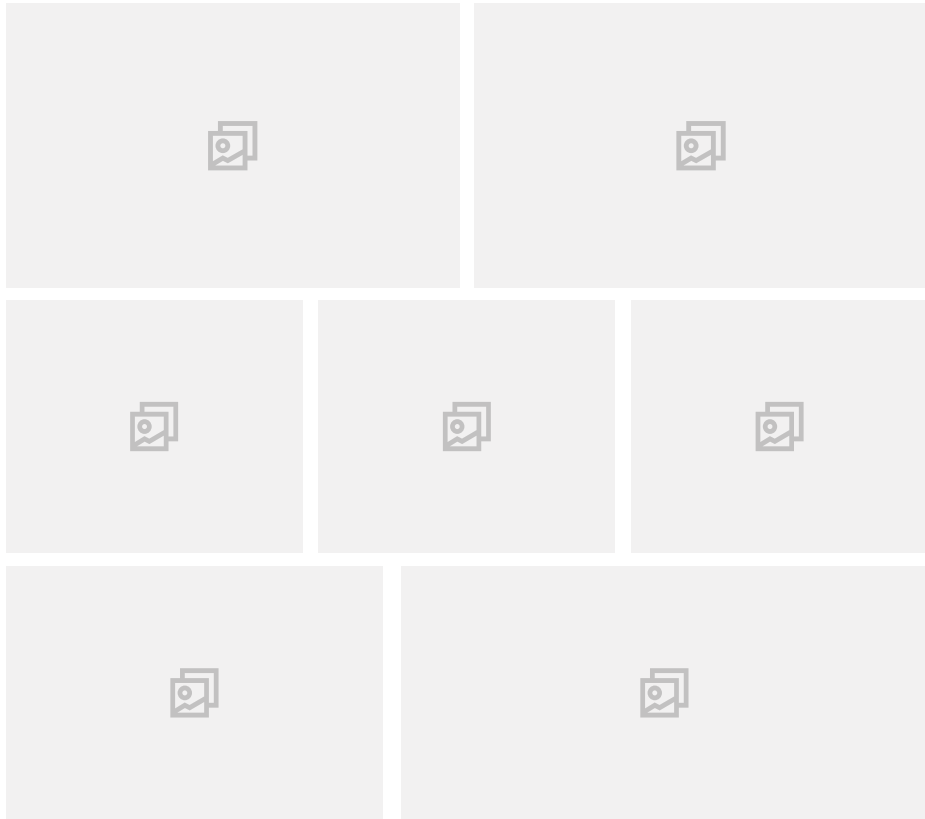font-size:18px
color:#000000

Know more

regular
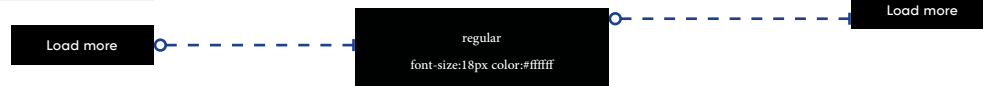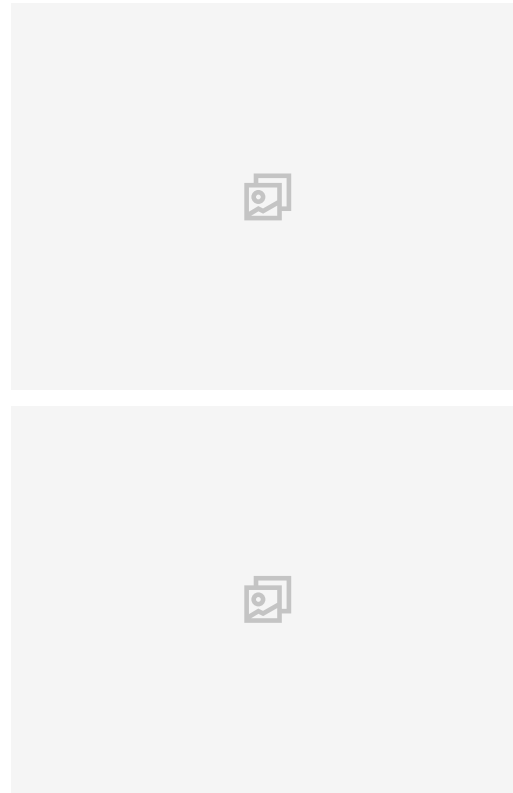font-size:18px color:#000000
text-decoration:underline

Image gallery

Desktop

Mobile

Load more

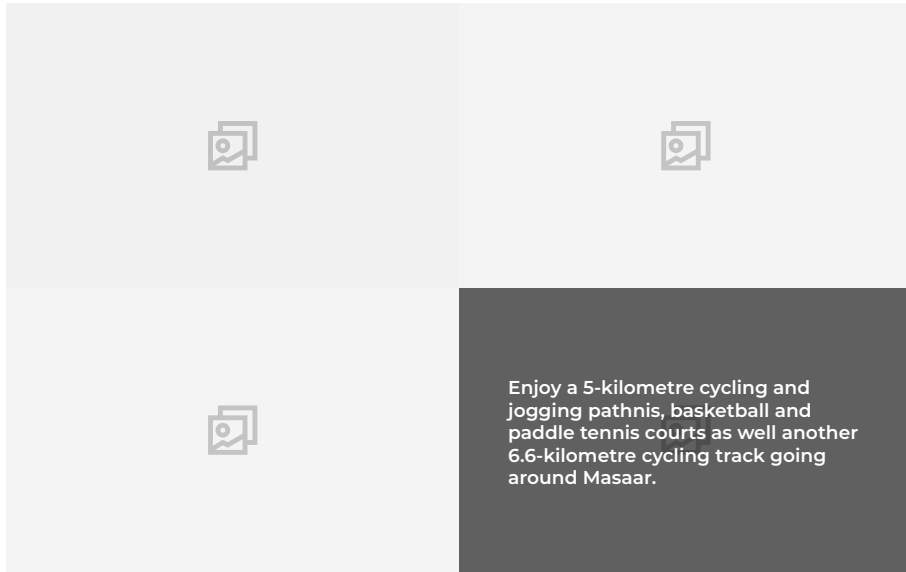regular

font-size:18px color:#ffffff

Load more

Amenities

Desktop

Mobile

Enjoy a 5-kilometre cycling and jogging pathnis, basketball and paddle tennis courts as well another 6.6-kilometre cycling track going around Masaar.

bold
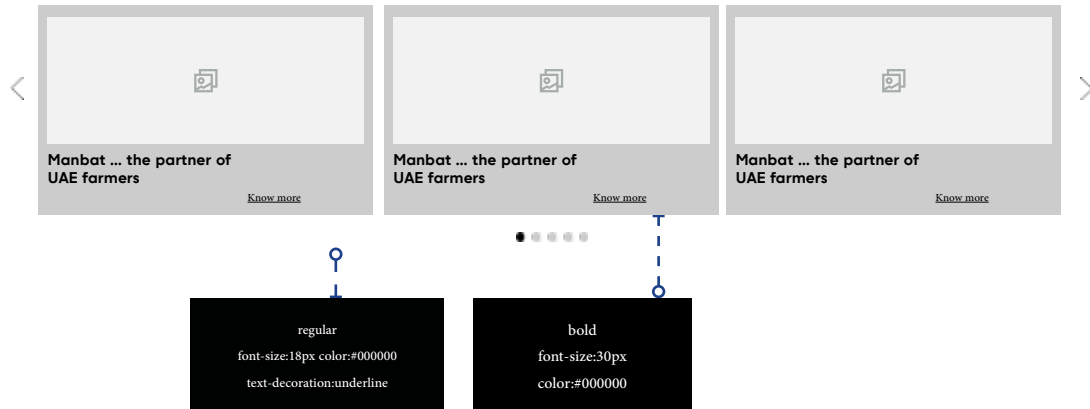font-size:18px
color:#ffffff
background:#000000
opacity:50%

Enjoy a 5-kilometre cycling and jogging pathnis, basketball and courts as well

bold
font-size:18px
color:#ffffff
background:#000000
opacity:50%

Featutred slider

Desktop

Mobile

Manbat ... the partner of
UAE farmers

Know more

Manbat ... the partner of
UAE farmers

Know more

Manbat ... the partner of
UAE farmers

Know more

regular

font-size:18px color:#000000

text-decoration:underline

bold

font-size:30px

color:#000000

5 Bedroom Sendian Park Villa
from AED 3,417,000

Know more

regular

font-size:18px

color:#000000

regular

font-size:18px color:#000000

text-decoration:underline
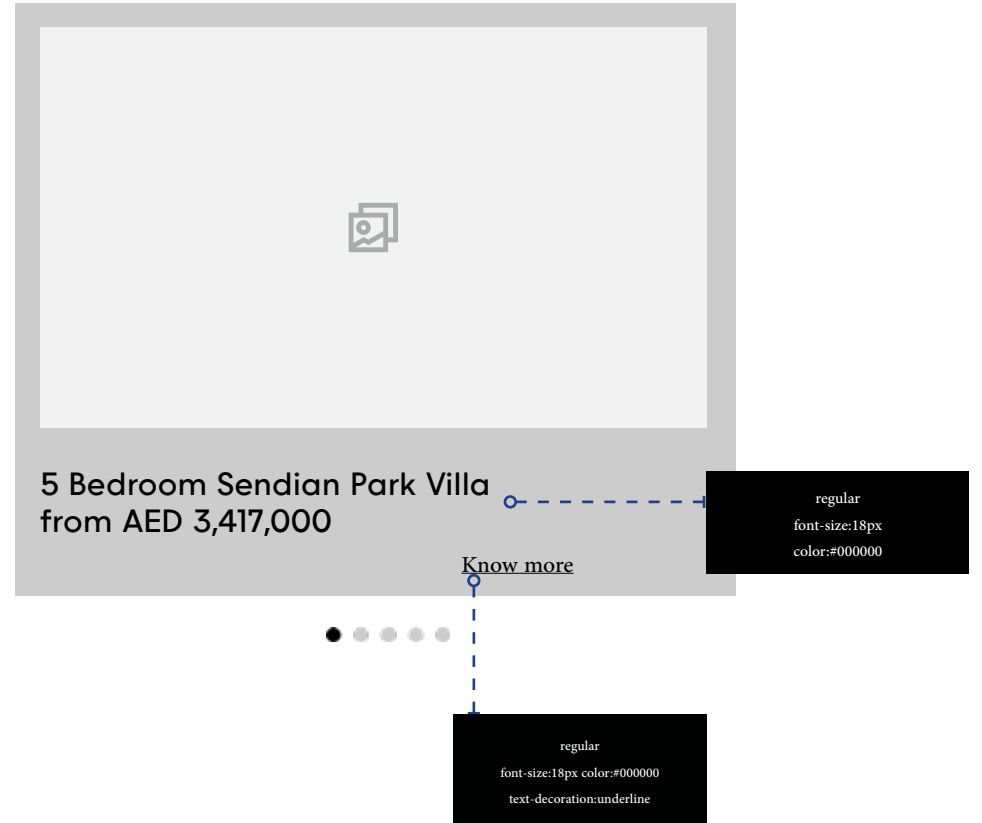
Latest news slider

Desktop

Mobile

Arada awards two contracts totalling
AED460 million to build thetial community

January 6, 2022

Arada awards two contracts totalling
AED460 million to build thetial community

January 6, 2022

Arada awards two contracts totalling
AED460 million to build thetial community

January 6, 2022

light

font-size:18px color:#000000

regular

font-size:18px

color:#000000

Arada awards two contracts totalling
AED460 million to build thetial community

January 6, 2022

regular

font-size:18px

color:#000000

light

font-size:18px color:#000000

Featured Box

Desktop

Mobile

Creating superior your places, spaces and experiences that people can truly enjoy.

bold
font-size:30px
color:#ffffff
opacity:70%

Creating superior your places, spaces and experiences that people can truly enjoy.

bold
font-size:30px
color:#ffffff
opacity:70%

To help us deliver Connected Life, we have three principles that guide how we look, talk, feel and behave – with all people and across all touchpoints.

We are dynamic, we care and we deliver.

light
font-size:18px
color:#ffffff

bold
font-size:24px
color:#ffffff

To help us deliver Connected Life, we have three principles that guide how
we look, talk, feel and behave – with all people and across all touchpoints.

We are dynamic, we care and we deliver.

light
font-size:18px
color:#ffffff

bold
font-size:24px
color:#ffffff

Inner page hero banner
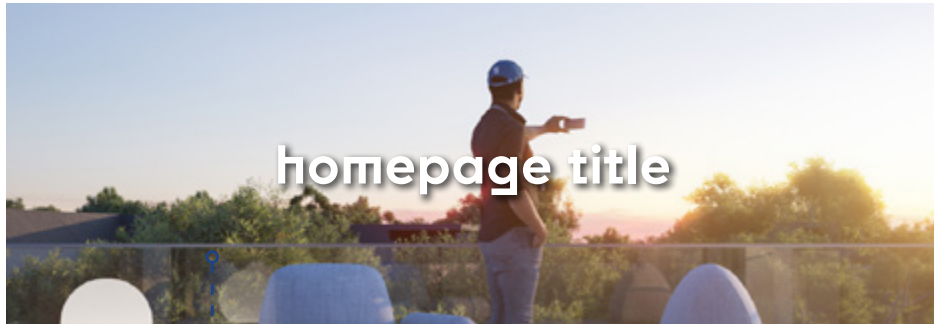
Desktop

in the news

bold
font-size:60px
color:#ffffff

Mobile

in the news

bold
font-size:30px
color:#ffffff

Home page hero banner slider

Desktop

Mobile

homepage title

bold

font-size:60px

color:#ffffff

Slider effect - fade

homepage title
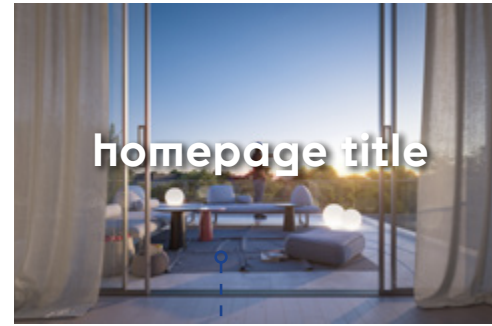
bold

font-size:30px

color:#ffffff

Slider effect - fade

Featutred slider

Desktop

Mobile

bold
font-size:30px
color:#ffffff

Breakthrough spaces and experiences that inspire and engage

Aljada

Nasma Residences

Masaar

bold
font-size:18px
color:#000000

bold
font-size:24px
color:#000000

Breakthrough spaces
and experiences that inspire
and engage

Aljada

regular
font-size:18px
color:#ffffff
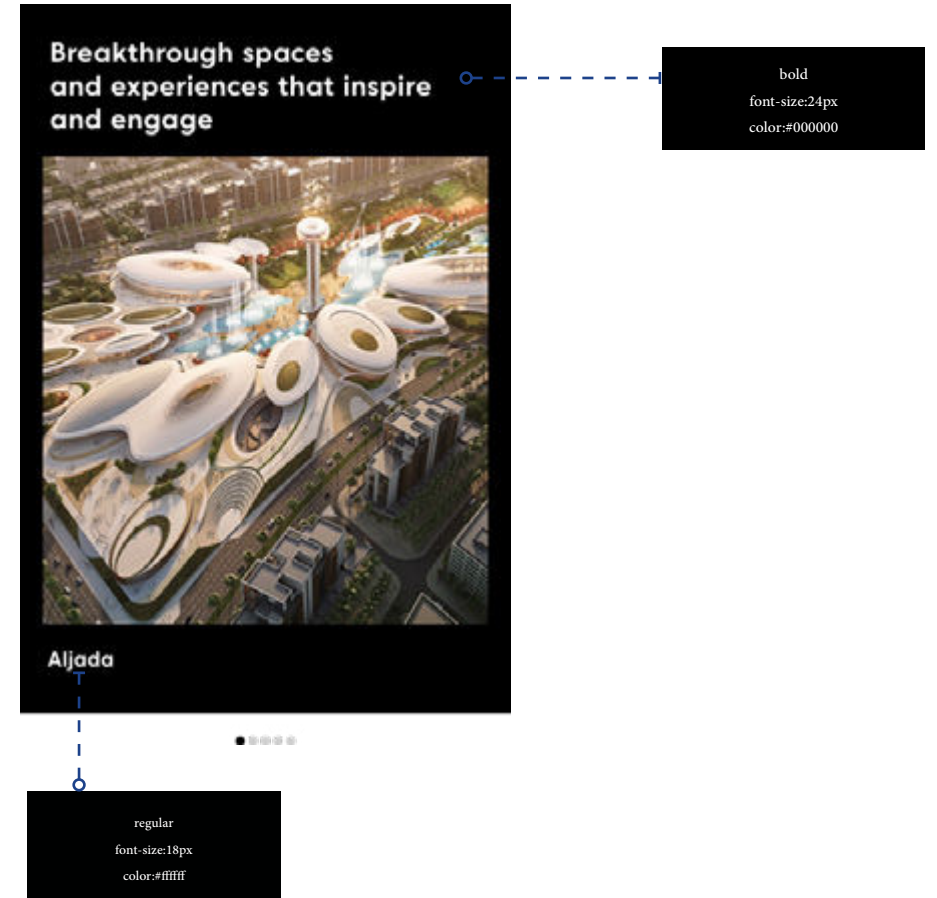
Management listing

Desktop

Mobile

image
250px width
250px height

bold
font-size:18px
color:#000000

regular
font-size:18px
color:#000000

Title
Designation

image
250px width
250px height

bold
font-size:18px
color:#000000

regular
font-size:18px
color:#000000

Title
Designation

Title
Designation
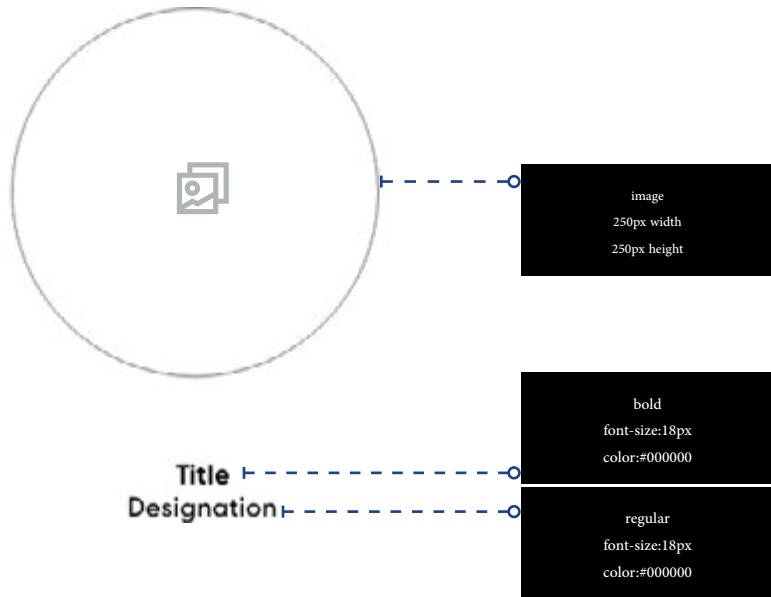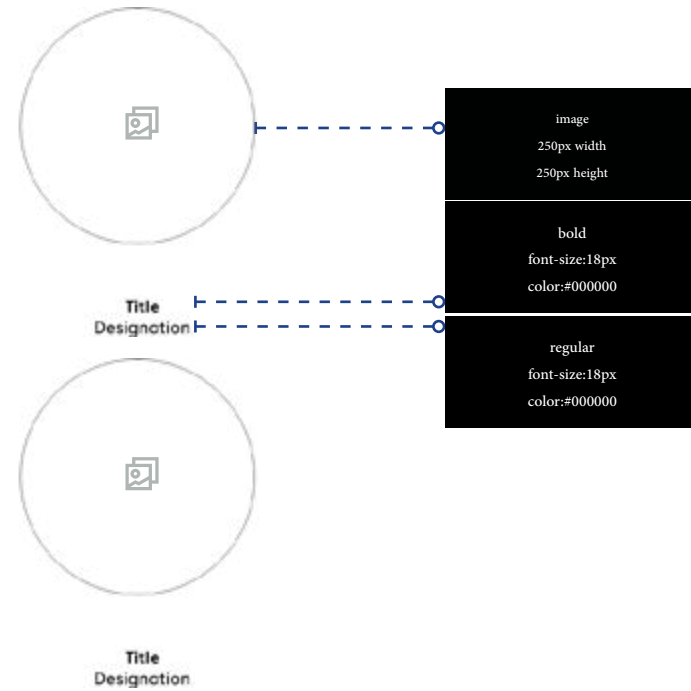
Forms

Desktop

Let's connect

bold
font-size:30px
color:#000000

First Name

Last Name

Email

Company

Light
font-size:18px
color:#000000

Message

Send

regular
font-size:18px
color:#ffffff

Mobile

Let's connect

bold
font-size:24px
color:#000000

First Name

Last Name

Light
font-size:18px
color:#000000

Email

Company

Message

Send

Thank you