

We are a Private Office of the Royal Family of Dubai, United Arab Emirates.
www.the-private-office.com Our core business is to source (worldwide) and invest in highly innovative and unique technology companies and bring them to Dubai/Middle East and help them to scale up. We are basically a launchpad for highly innovative tech companies.

The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum

المكتب الخاص للشيخ سعيد بن أحمد المكيوم

The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum

The Private Office of Sheikh Saeed Bin Ahmed Al Maktoum owns the Seed Group, which is a group of diversified companies, all belonging to the Royal family.

Seed Group (Main color: Maroon)



Under the Seed Group umbrella, we several have companies, for example:

Seed Mena (Main color: Light blue)



Seed Tech (Main color: Dark blue)



Seed Residences



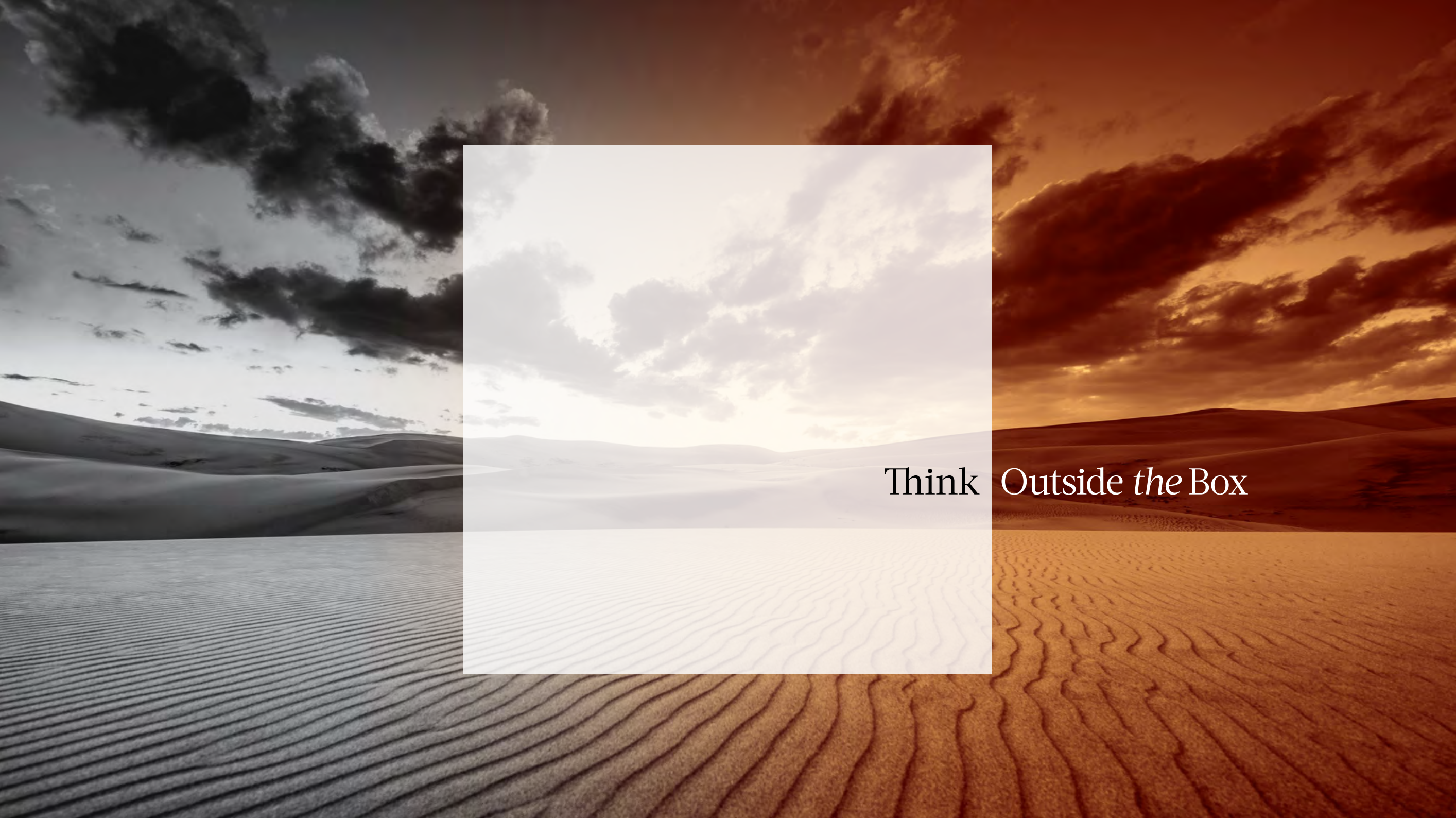
Below you can find some of the brand guidelines of our Group – Seed Group.



Brand Guidelines

When there is a *Window of Opportunity*...





Think *Outside the Box*

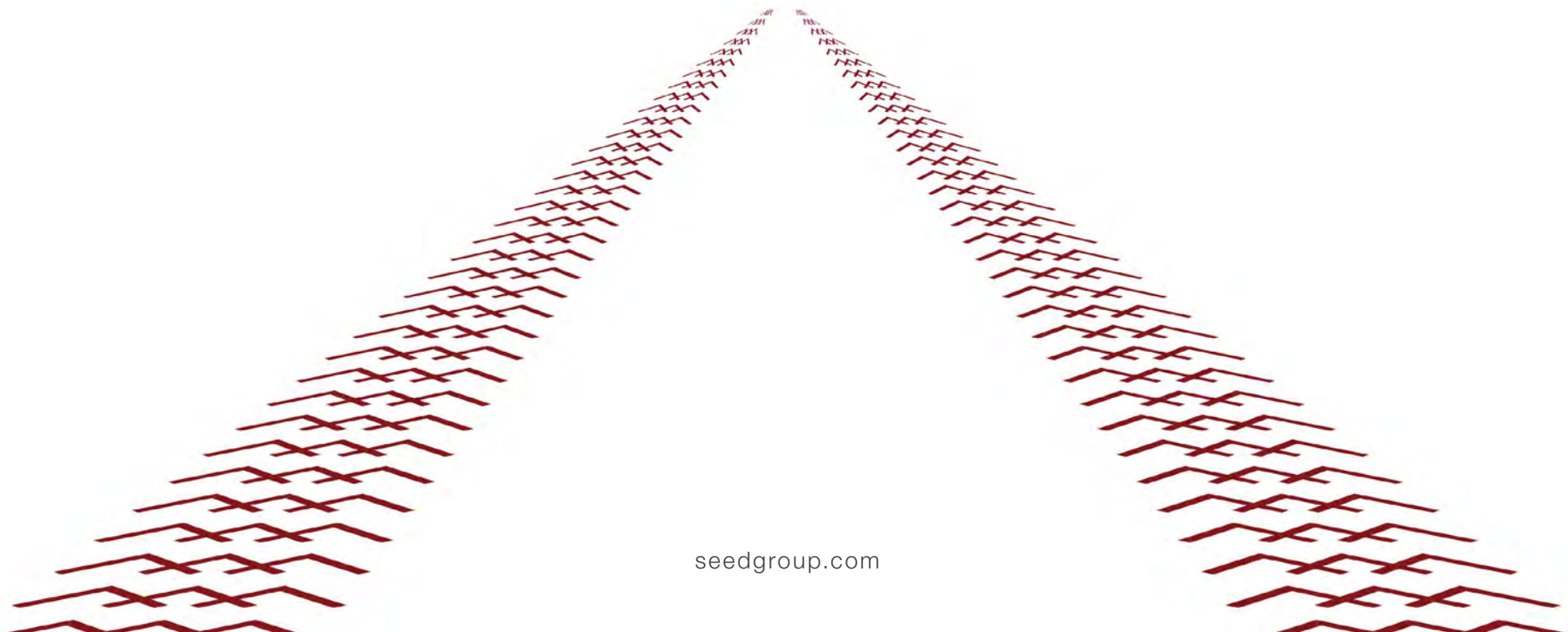


...while focusing on the **BIG** picture.





Let us pave the way.



seedgroup.com

TPO Primary logo + EMBLEM

(Version 1)



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TPO Primary logo

(Version 1)

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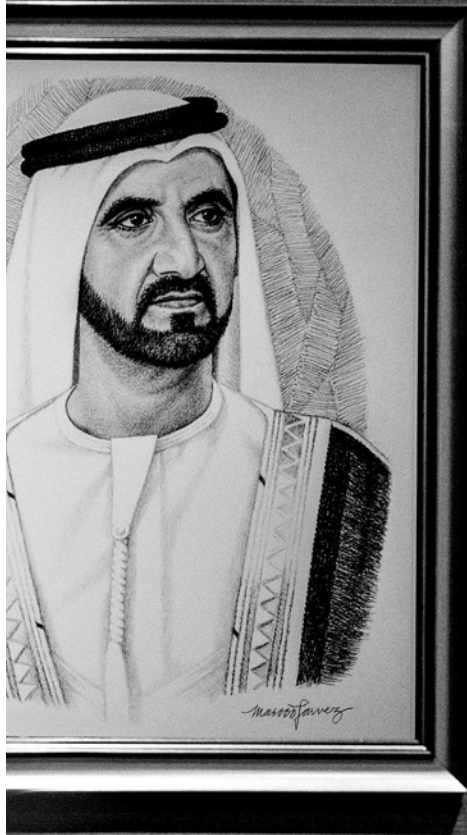


Brand Values

1.0

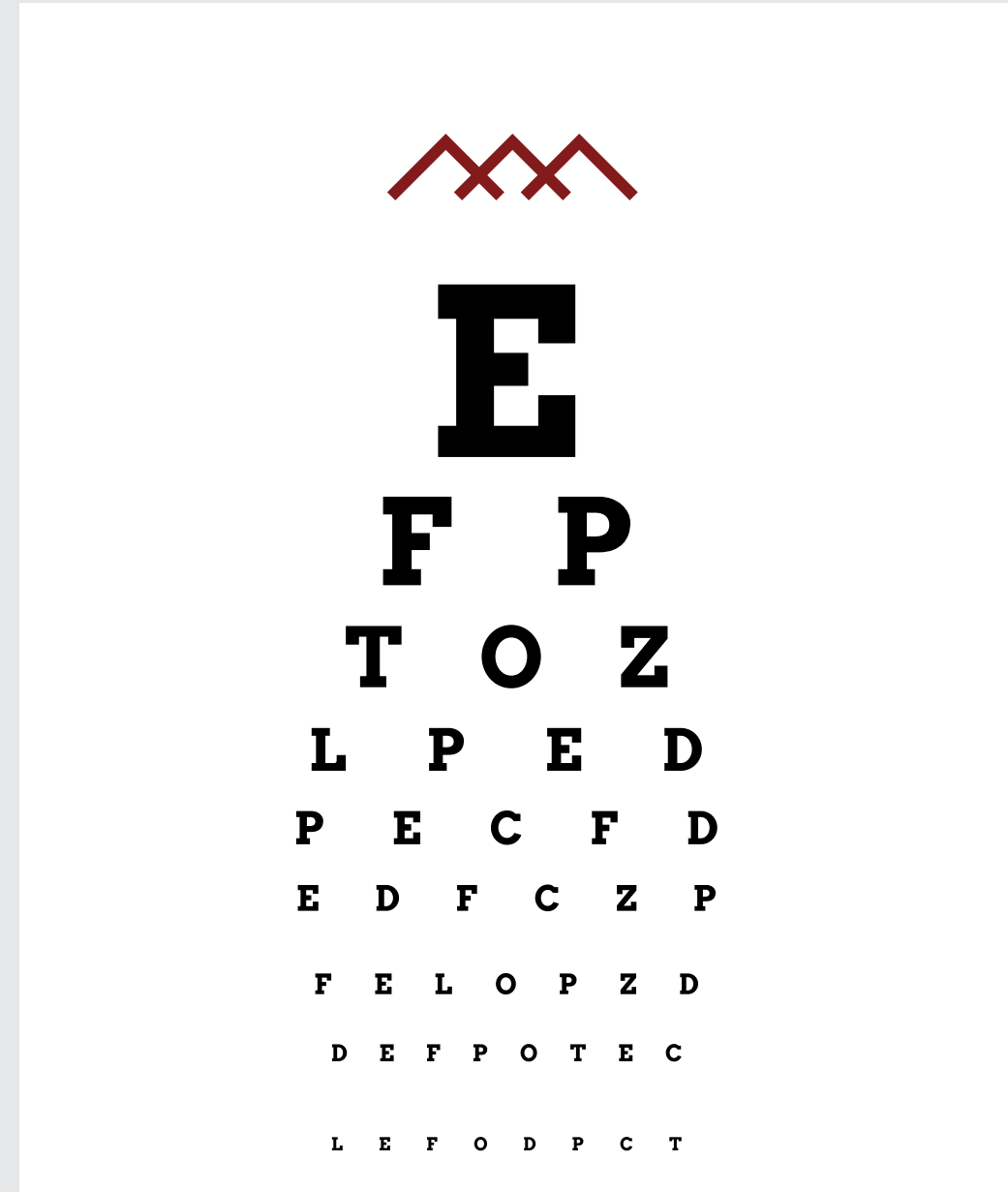
1.1 The Seed Group story started in 2000.

Seed Group is a diversified Group operating in industries including technology, healthcare, tourism & hospitality, and real estate. Since its conceptualization in 2000, the group has transformed into a front-runner in multiple business sectors. Our greatest strength lies in forming strategic partnerships with organizations looking to establish a strong presence in the GCC. Our advantage is the extensive knowledge and invaluable expertise we possess of the MENA business landscape and our commitment to advancing the interests of our partners. We strive to provide service excellence and a unique experience to all clients through our professional and passionate team.



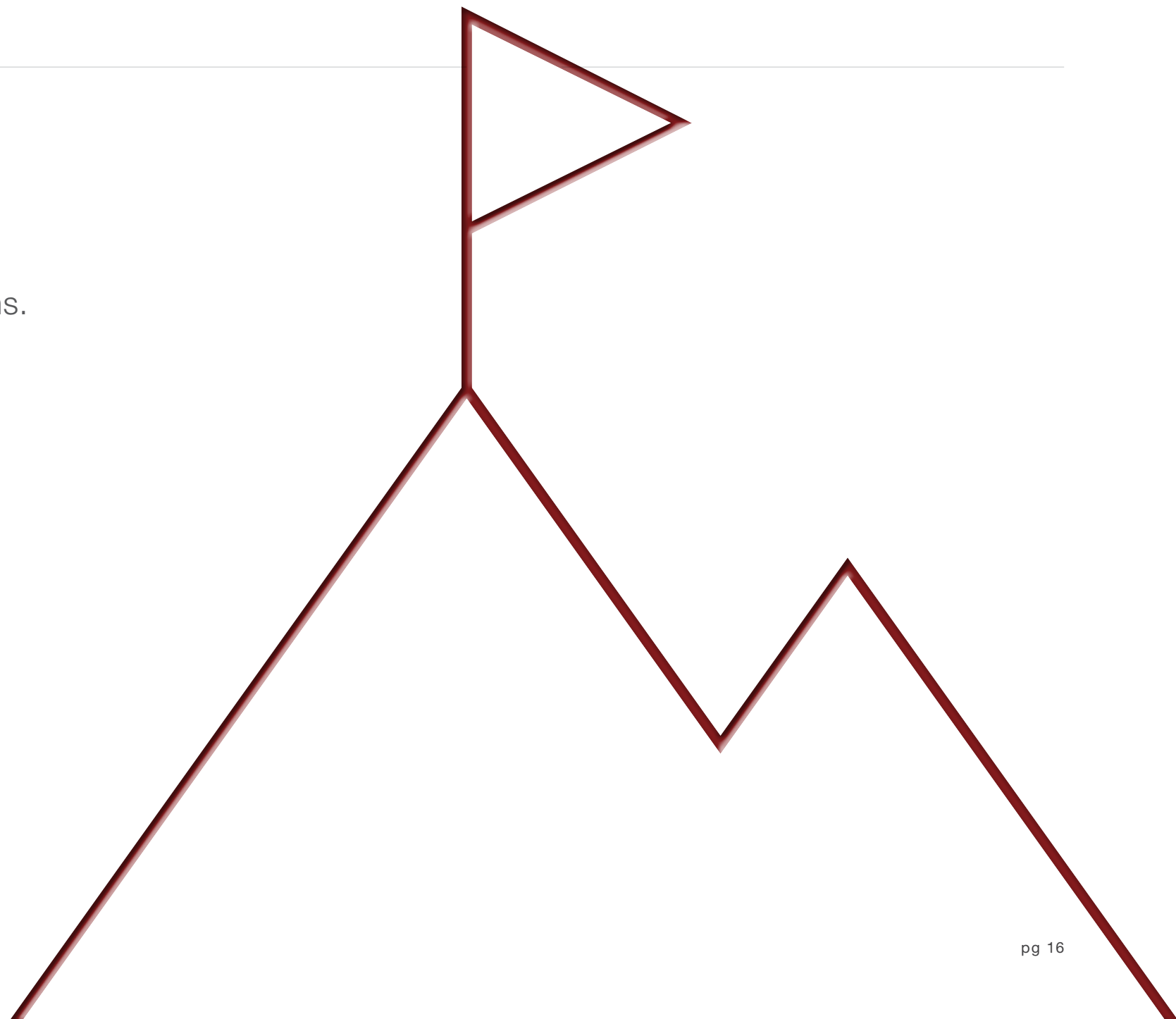
1.2 Our Vision

The group's vision is simple. We seek to improve the quality of life for our partners by continuously improving our products, services, and delivery systems.



1.3 Our Mission

Our mission is to deliver to our partners what we promise them, & strive to exceed their expectations.



Our Personality

- Powerful
- Trusted
- Aspirational
- Visionary
- Innovative
- Delivers on promises
- Determined
- Cares about reputation



Our Logo

2.0

2.0 The Exclusion Zone

To give the logo breathing room and ensure legibility, there should always be a generous amount of space around the logo. A good rule of thumb is that the logo should always be surrounded by a minimum amount of clear space equal to the capital S of the wordmark as shown above.



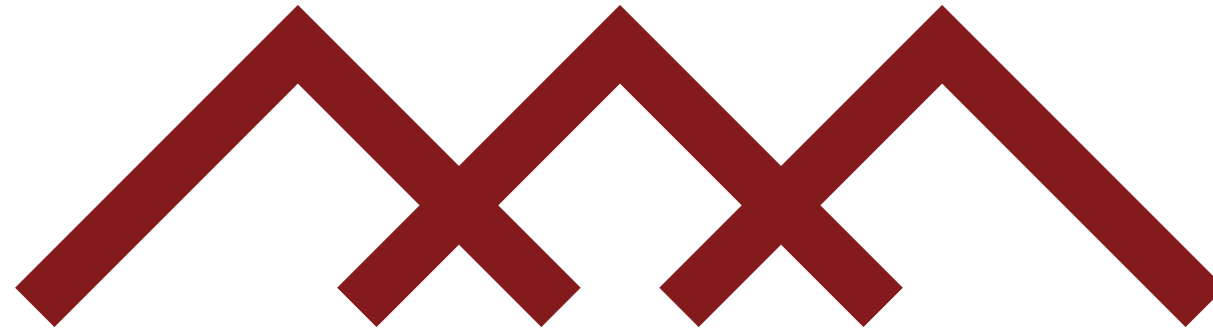




Brand Marque

3.0

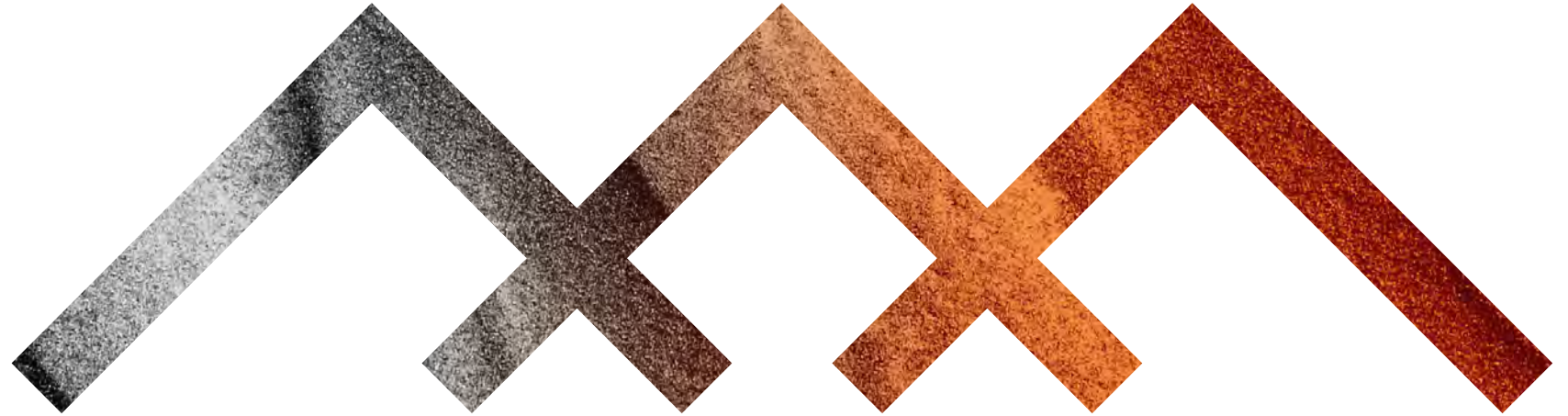
3.1 Brand Marque



3.2 Brand Marque

Masking

The brand mark can be used to mask a image that has orange gradient blending into black & white. The masked photo needs to be abstract.

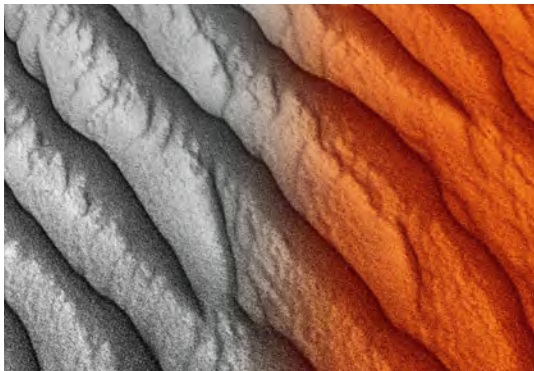


3.2 Brand Marque

Masking

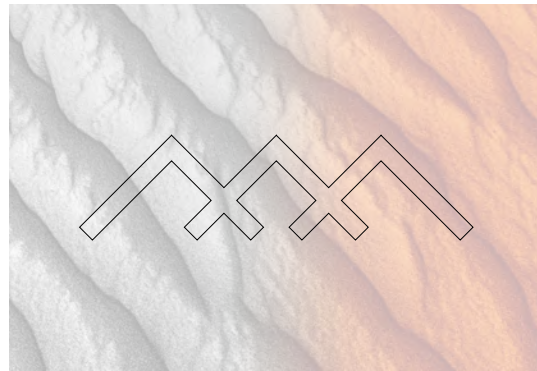
The brand mark can be used to mask a image that has orange gradient blending into black & white. The masked photo needs to be abstract.

1



+

2



+

3



=

4



Orange gradient blending into black & white abstract photo

Final Mask



Colour

4.0

Color plays a small but important part of our visual identity and overall aesthetic. *White* is the predominant color, with the majority of typography in *Black* or *Grey*. *Burgundy* should be used sparingly and should be reserved for display typography and graphic elements only.

5.1 Brand Typefaces

Serif Typeface

Acta Display Book
Acta Deck Book

Sans Serif Typeface

Helvetica Neue LT Std (Roman)
Helvetica Neue LT Std (Light)

5.6 Typography

Application: Acta Display Typeface

First designed for Chilean newspaper La Tercera in 2010, Acta family is a clean and fresh type system, while conservative enough for newspaper setting. The complete Acta Type System contains Acta and Acta Display both with six weights with matching italics; Acta Symbols with an amazing collection of symbols specially designed for newspapers and magazines and Acta Poster, a heavyweight version, elegant and eye catching in three styles with plenty of ligatures and alternates.



Never Stop Dreaming
Never Stop Dreaming

