



BRAND MANUAL

Presenting the
Look & Feel for Aqaba

أقابة
aqaba
RED SEA · WADI RUM

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WELCOME TO THE BRAND MANUAL

The Tourism Directorate of the Aqaba Special Economic Zone Authority (ASEZA) is thrilled to present this creative platform dedicated to shaping the future of Aqaba's tourism.

Aqaba has undeniably flourished into a renowned and highly sought-after holiday destination in recent years. The brand strategy implemented back in 2011 has played a significant role in its success. However, as the world evolves and visitors expectations change, it is crucial for us to evaluate and enhance what has been developed, ensuring that Aqaba maintains its position as an exceptional destination for years to come.

In pursuit of this objective, we have embarked on a comprehensive positioning review process in collaboration with the "Employment-oriented MSME Promotion" project, implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

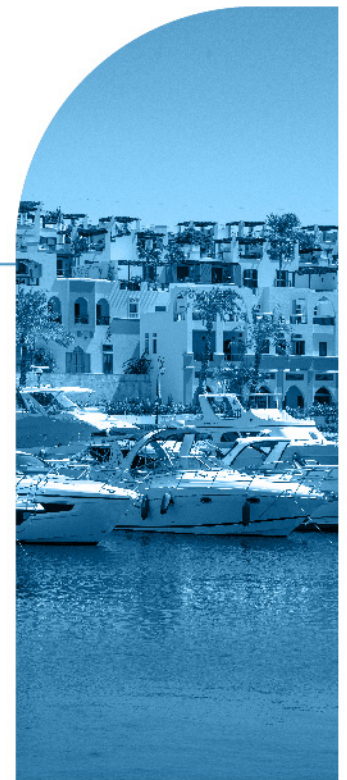
The Aqaba brand manual serves as a pivotal tool in this process. It offers a captivating visual representation of our aspirations and sets the stage for crafting a compelling brand identity and experience. Through this brand manual, we can explore the unique essence of Aqaba, identify its key attributes, and define the visual elements and emotions that will resonate with our visitors.

We invite you to immerse yourself in the Aqaba brand manual, explore its vibrant elements, and join us on this exciting journey of refining and reimagining the Aqaba brand.

Together, let us shape an extraordinary destination that captures the hearts and imaginations of visitors from around the world.

Nayef Hmeidi Al Fayez
Chief Commissioner

Introduction | Purpose and Scope



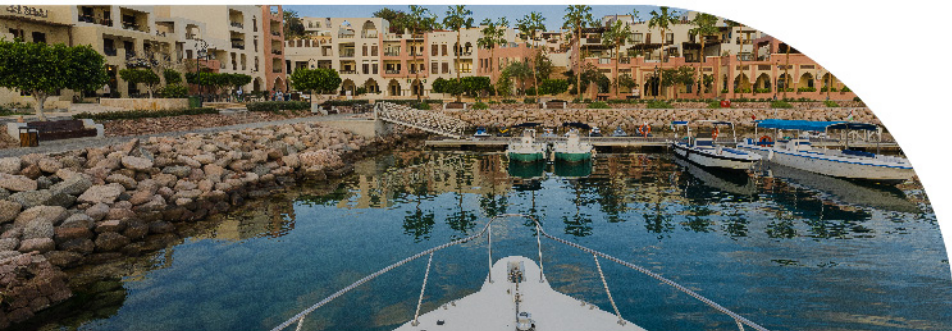
WHY HAVE THE BRAND MANUAL?

A brand manual is essential for Aqaba's branding. It visually represents the desired brand identity and captures the unique essence of the destination.

It helps establish a cohesive visual identity through curated elements like colours, typography, and imagery. The brand manual defines the target audience, aligning the brand's aesthetics with their preferences.

It serves as a creative guide for consistent visual content, ensuring a unified message and desired emotions.

The brand manual fosters collaboration among stakeholders, facilitating a shared vision and understanding of Aqaba's identity. Overall, it shapes Aqaba's perception as a distinctive and desirable tourism destination, contributing to its long-term success.



WHO IS THE BRAND MANUAL FOR?

The brand manual is primarily intended for the stakeholders involved in the tourism development and promotion of Aqaba, such as the Tourism Directorate of the Aqaba Special Economic Zone Authority and their collaborating partners.

These stakeholders, including government officials, tourism authorities, and private sector companies, have a vested interest in the success and growth of Aqaba as a tourism destination.

The brand manual can benefit other key players in the tourism industry who contribute to Aqaba's tourism ecosystem. This includes local businesses, tour operators, hoteliers, and marketing agencies involved in promoting Aqaba locally and internationally. By providing a visual representation of the desired brand image and positioning, the brand manual helps these stakeholders understand and align their efforts with the overall branding and marketing goals of Aqaba.

By having a clear understanding of the desired brand image and positioning, stakeholders can effectively collaborate and coordinate their activities, ensuring a consistent and compelling brand experience for visitors. This includes developing marketing campaigns, designing tourism experiences and implementing sustainable practices.

AUDIENCES

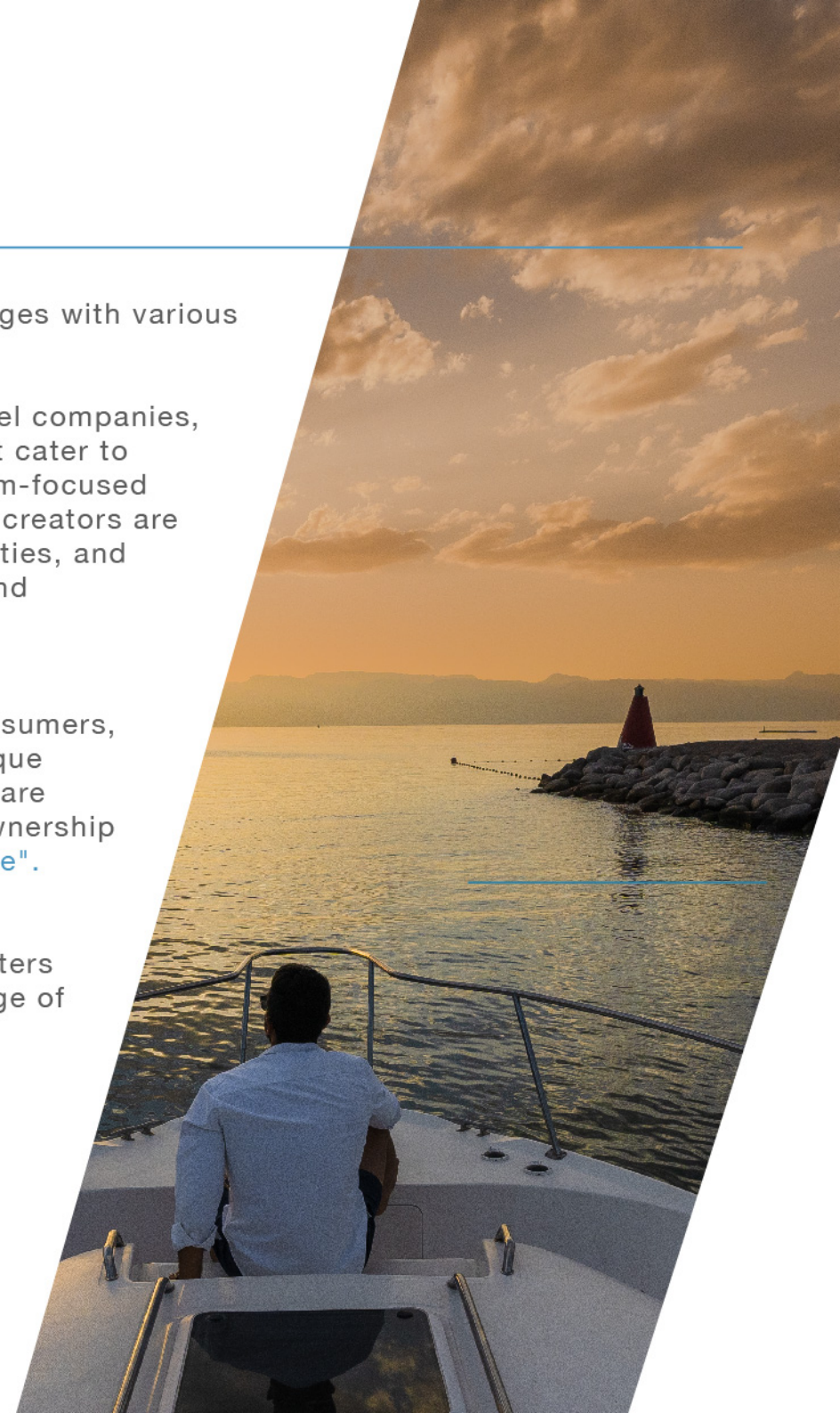
The ASEZA Tourism Directorate, as the owner of the Aqaba brand, engages with various stakeholders to effectively communicate its messages.

These stakeholders include travel trade entities such as authorized travel companies, international travel companies, and accommodation establishments that cater to international visitors. Media outlets, both local and international, tourism-focused organizations, transnational media corporations, and individual content creators are also important stakeholders. Additionally, other organizations, communities, and individuals involved in promoting Aqaba's tourism contribute to the brand communication efforts.

The ASEZA Tourism Directorate targets two distinct consumer groups: international consumers and domestic consumers. For international consumers, the focus is on applying overall claims or taglines that highlight the unique tourism experiences in Aqaba. On the other hand, domestic consumers are targeted with the Arabic tagline, aiming to instil a sense of pride and ownership among the local population towards the brand "[Aqaba - It's in our nature](#)".

Through effective engagement with these target audiences, the ASEZA Tourism Directorate promotes the key highlights of the Aqaba brand, caters to diverse market segments, and creatively communicates the wide range of tourism products available within the experience zones.

Collaboration with the Jordan Tourism Board, Jordanian tourism associations and other tourism stakeholders further strengthens the brand communication efforts in Aqaba and enhances its overall impact.



SYNERGY BETWEEN JORDAN & AQABA

The synergy between Aqaba's "It's in our nature" brand and the Jordan Tourism Board's pillars creates a cohesive narrative showcasing unique tourism offerings.



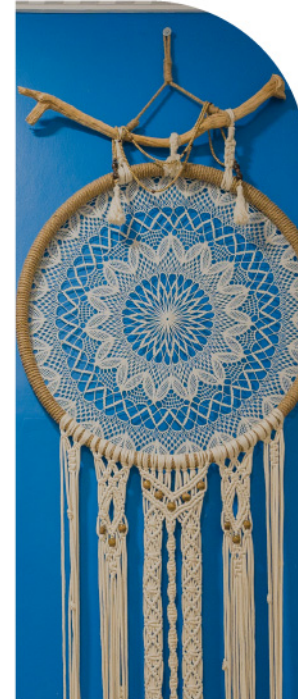
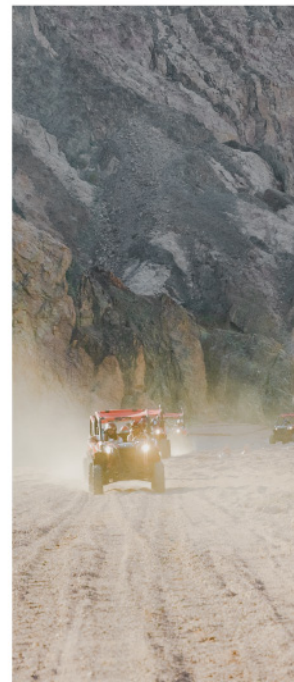
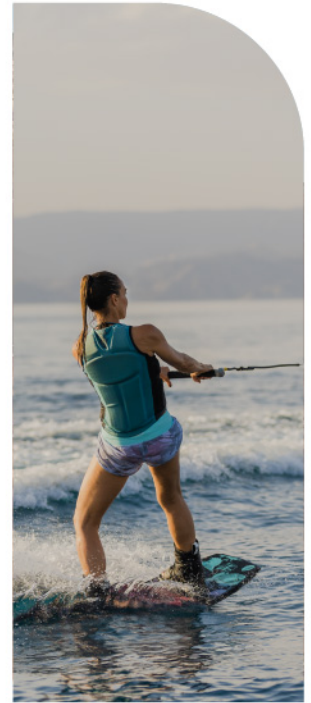
Aqaba's strategic location as a historic port city on the Red Sea aligns with Jordan's "[Infinite history](#)" pillar, highlighting its own historical significance and enriching the overall narrative of Jordan's historical heritage. Furthermore, Aqaba's stunning natural landscapes, including beaches and mountains, reinforce the "[Natural diversity](#)" pillar, complementing Jordan's diverse range of natural wonders. Lastly, Aqaba's accessibility as a premier destination in the Middle East enhances Jordan's "[Accessible Middle East](#)" pillar, positioning it as a welcoming and easily accessible gateway for international visitors.

In summary, Aqaba's brand harmoniously embodies the pillars of "Infinite history," "Natural diversity," and "Accessible Middle East" set by the Jordan Tourism Board. By highlighting Aqaba's historical significance, natural landscapes, and convenient accessibility, the destinations work together to showcase the unique and diverse offerings of Jordan.

Visitors are invited to embark on an unforgettable journey through time, nature, and accessible exploration in Aqaba, embracing the rich heritage, natural wonders, and warm hospitality of the entire country.



BRAND PERSONALITY



PERSONA

Brand Identity

Aqaba - "*by Nature*"

ESSENCE

Aqaba's brand essence, "By Nature," encapsulates the core identity of the brand. It represents the soul of Aqaba in a concise and powerful manner. Aqaba aims to establish an emotional connection with its stakeholders, emphasizing personalization, inclusivity, accessibility, hospitality, and a welcoming atmosphere.

PURPOSE

Aqaba's purpose is to deliver adventurous experiences and evoke emotions through its natural beauty, legendary cultural uniqueness, and accessible attractions. Aqaba offers a wide range of experiences, from exclusivity to simplicity, inspiring travellers and creating lasting memories. The warmth and hospitality of the locals add to the benefits of traveling in Aqaba, inviting visitors to immerse themselves in the unique lifestyle of the region.

VALUES & ATTRIBUTES

Aqaba is both a playground for adventurers and an oasis for relaxation seekers. Its proximity to world heritage sites, rich history, and the breathtaking desert in Wadi Rum make it an ideal destination for exploration. While Aqaba focuses on nature, culture & history, sun & beach, diving, and city tourism, its identity as Jordan's sun & beach destination remains undisputed. To differentiate the brand, Aqaba emphasizes emotional aspects that reflect its core competencies, transforming its attributes into strong and credible images. The identified values that form the foundation of Aqaba's brand are: Iconic, Explorative, Natural, Exclusive, and Personal.

BRAND VALUES



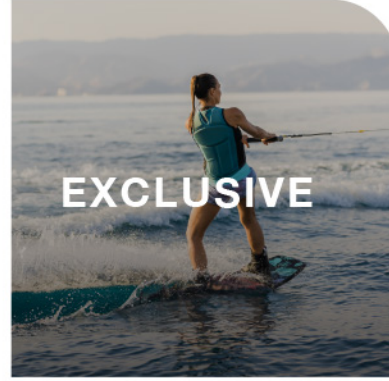
PERSONAL



NATURAL



EXPLORATIVE



EXCLUSIVE



ICONIC

Personal Aqaba is a place of personal encounters, where visitors can connect with locals and experience the warmth and hospitality of the Aqabawi people.

Natural Aqaba's natural beauty is authentic and unforgettable. The desert and maritime landscapes offer visitors a unique and unforgettable experience.

Explorative Aqaba is a place to explore, to discover new things, and to immerse oneself in different cultures and experiences.

Exclusive Aqaba is a place of exclusivity, where visitors can have a personalised and luxurious experience.

Iconic Aqaba is connected to iconic landmarks like Petra and Wadi Rum. These landmarks have been attracting tourists for centuries, and Aqaba should build its brand around them.

STRATEGIC PILLARS

1 Explore Signature Landmarks

Aqaba allows visitors to experience powerful moments by exploring iconic landscapes such as Wadi Rum and Petra. These locations offer a glimpse into the region's oriental beauty and ancient cultural sites, allowing travellers to connect with history and nature.

2 Dive into the Special Nature of the Red Sea

Aqaba provides an authentic Red Sea experience, offering stunning coral gardens and unique marine ecosystems. Travelers can combine their marine adventures with shore excursions to Wadi Rum and Wadi Araba, immersing themselves in the region's natural wonders.

3 Experience Adventure at its Best

As a hub for active adventure tourists, Aqaba offers a wide range of outdoor activities, from water sports to hiking and trekking. Travelers can connect with the local population and enjoy exhilarating experiences while exploring their natural surroundings.



STRATEGIC PILLARS

4

Exclusivity of Aqaba Every Day

Aqaba is a rare jewel, known for its easy accessibility and short distances. It provides a luxurious and exclusive beach destination, offering a variety of accommodations and unique regional offerings. Visitors can enjoy everyday luxuries, from private beaches to delicious local cuisine.

5

Overwhelming Personal Encounters

Aqaba's friendly and diverse residents' welcome tourists with open arms, inviting them into their homes and showcasing Aqabawi hospitality. Aqaba aims to create a space where engaged citizens and tourists can coexist, preserving the region's cultural heritage and providing opportunities for personal connections.



BRAND TONE

In harmony with our tagline, "*by Nature*" our brand exudes:

WARMTH - SIMPLICITY - HUMAN CONNECTIVITY

We wholeheartedly embody a sense of pure, unfiltered friendliness that takes root in the intrinsic warmth of the Aqabawi people. We believe in fostering genuine relationships rather than artificial encounters, embracing the authenticity that stems from shared cultural exchanges and storytelling.

The city of Aqaba is a mosaic of cultures, effortlessly bridging the gap between modernity and antiquity, preserving its historical essence while embracing the winds of change. In our interactions, we reflect this delicate balance. The tone of our brand is reminiscent of a heartfelt conversation with an old friend, comforting and enriching. We believe in the simplicity of genuine human warmth, creating a space that fosters deep-rooted connections.

Our approach is also reflective of the simplicity and purity of our beloved city. We believe that the best experiences are unadorned, unfiltered, and unperturbed. And this simplicity extends to our language, our interactions, and our engagements. We avoid complex jargon, preferring instead the warmth of a simple conversation.

BRAND VOICE

- It's in our *Nature* to make you feel at home.

Our brand is an embodiment of Aqaba's spirit - warm, welcoming, simple, and sincere. It's in our nature to embrace you with open arms, to guide you through our city's treasures, to share with you our culture and history, and to ensure your journey with us is one to remember. We invite you to experience Aqaba, a city where modernity meets tradition, warmth meets hospitality, and nature meets culture.

- The cornerstone of our brand's voice is its warmth and friendliness. We celebrate the conviviality and generosity that the Aqabawis are known for. We encourage open dialogue, facilitate cultural exchanges, and create a space where stories are shared, friendships are formed, and experiences are treasured. This genuine human warmth forms the heart of our brand, turning every interaction into a meaningful exchange.
- We reflect the city's unique blend of classic and modern in our tone. Just like Aqaba, our brand is steeped in history and rich traditions, yet open to the novelties of the present. We respect and celebrate the past while embracing the future, creating a brand that is timeless.



CORE MESSAGING & STORIES

We aim to convey Aqaba's profound respect for nature and commitment to sustainable tourism through tales of its rich marine life, thriving ecosystems, and eco-friendly initiatives. We aspire to highlight Aqaba's dedication to preserving its natural beauty for future generations, in harmony with providing an unforgettable tourist experience.

Moreover, our narrative showcases the city's rich historical and cultural tapestry - ancient Islamic cities, centuries-old churches, bustling markets, traditional music, and culinary delights.

We endeavour to give voice to the traditional craftsmen, the local fishermen, the welcoming hosts, and the proud guardians of Aqaba's history and culture, ensuring that every visitor's experience is an immersion in the heart and soul of the city.

In essence, we aim to encapsulate the spirit of Aqaba - a city that is not just a destination, but a feeling of belonging, warmth, and cultural exchange.



KEY MESSAGES / PRODUCT LINES

Breathtaking
Tanned
A Wonder
Welcoming
Authentic
Adventurous
Delightful

The key messages are intended to
support the visual style of

BY NATURE

Nature and Adventure

- Adventurous by Nature
- Unleash your Spirit, Guided by Nature
- Thrills and Tranquility, United by Nature

History and Culture

- Authentic by Nature
- Kind by Nature
- Culture Crafted by Nature

Sun and Beach

- Tanned by Nature
- Relax by Nature

Food and Cuisine

- Delicious by Nature
- Savory by Nature
- Cuisine Crafted by Nature's Generosity

Vibrant City Life

- Vibrant by Nature
- By Nature: Urban Pulse, Natural Rhythm

Diving and Watersports

- Breathtaking by Nature
- Thrilling Depths by Nature





Urban Pulse, Natural Rythm *by Nature*

Combine the tranquillity of a beach getaway with the vibrancy of a city experience in Aqaba. Stay in stylish boutique hotels and resorts along the coastline, explore the cosy city centre, indulge in shopping at local markets, savour delicious cuisine at trendy restaurants and cafes, and immerse yourself in the nightlife.





Delightful *by Nature*

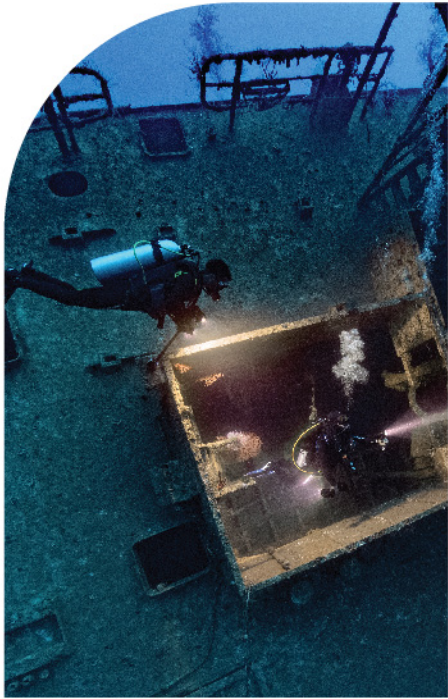
Delight in the tantalizing flavours and culinary delights of Aqaba, Immersing yourself in a gastronomic journey. Indulge in fresh seafood, savour traditional Middle Eastern dishes, explore street food delicacies, and experience fine dining. Join cooking classes, food tours, and tasting events to discover the vibrant and diverse culinary scene that Aqaba offers.





Breathtaking *by Nature*

Dive into the underwater world of the Red Sea, renowned for its vibrant coral reefs and diverse marine life. Embark on scuba diving and snorkelling adventures to explore colourful coral reefs, encounter a variety of marine species, and be awed by the beauty beneath the waves.





Tanned *by Nature*

Soak up the sun and relax on the idyllic beaches of Aqaba, where crystal clear waters and pristine sand await. Relax on beautiful shores, partake in thrilling water activities such as snorkelling and paddleboarding, embark on boat tours, and witness breathtaking sunsets. Let the sun and the beach create moments of pure bliss and relaxation.





Welcoming *by Nature*

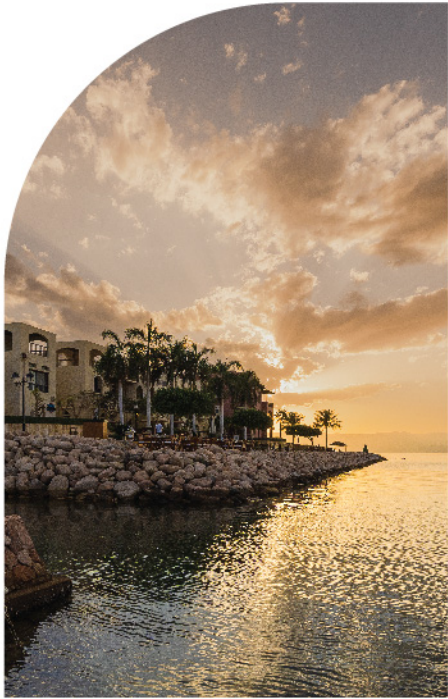
Immerse yourself in Aqaba's rich historical heritage and vibrant culture, unveiling the captivating stories of the past. Discover ancient archaeological sites like the Ayla Ruins and the Islamic Castle of Aqaba. Explore traditional markets, participate in cultural festivals, and engage with the local community to gain insights into their customs and traditions. Let history and culture ignite your imagination.





Breathtaking *by Nature*

Immerse yourself in the breathtaking nature of Aqaba, where you can experience the awe-inspiring beauty of different landscapes. Whether you are watching the mesmerising sunset over the Red Sea, admiring the magnificent colours of the desert or exploring the enchanting underwater world, Aqaba offers a feast for the senses for nature lovers.





Adventurous *by Nature*

Experience the awe-inspiring natural beauty of Aqaba's diverse landscapes while embarking on thrilling adventures. Explore the enchanting desert terrain, conquer majestic mountains, and engage in exciting eco-tours, rock climbing, canyoning, and off-road expeditions. Indulge in the adrenaline rush and immerse yourself in the wonders of nature.





Your Gateway to Petra *by Nature*

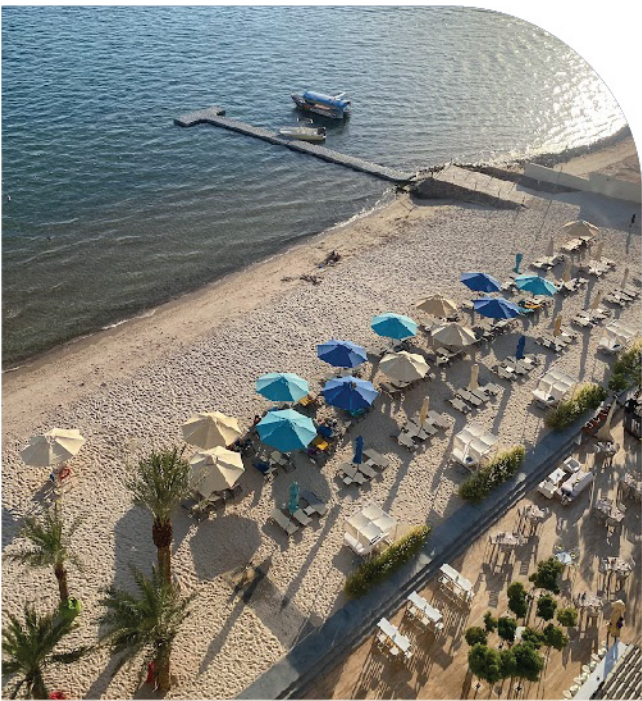
Embark on an enchanting journey through Aqaba, the gateway to Petra, where you will be immersed in its rich history, vibrant culture and captivating stories. Discover the ancient wonders of Petra and explore iconic landscapes that hold powerful moments and secrets waiting to be unravelled. Connect with the locals, immerse yourself in their customs and traditions and gain deep insights that will capture your imagination





Prime MICE Destination *by Nature*

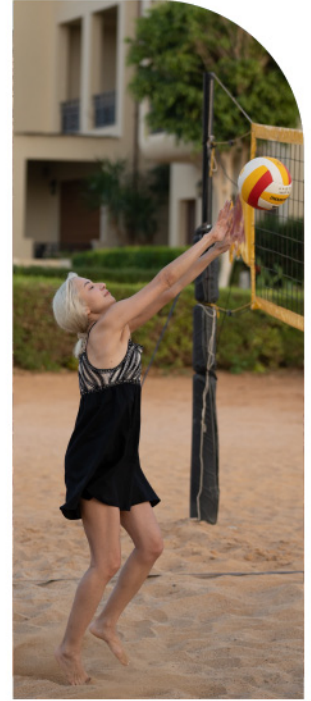
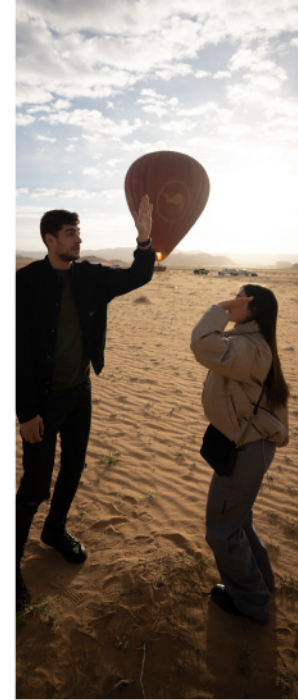
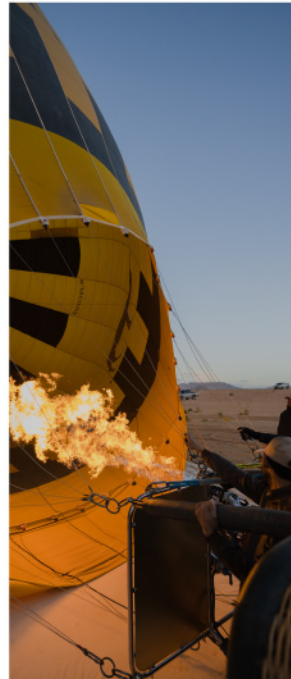
Aqaba, on Jordan's Red Sea coast, is an exceptional MICE (Meetings, Incentives, Conferences, and Events) destination. Its strategic location, modern infrastructure, and stunning natural beauty make it ideal for hosting conferences and events. With luxurious resorts, purpose-built conference centers, and a backdrop of coral reefs and pristine beaches, Aqaba offers an unforgettable blend of business opportunities and post-conference adventures. It is a prime choice for MICE tourism.



Brand GUIDELINES



VISUAL IDENTITY



INTRODUCTION TO BY NATURE GUIDE

A logo functions as a visual cornerstone for a brand, encapsulating its core values and offerings in a single emblem. A logo guide, also known as a brand style guide or identity guidelines, is crucial for upholding the consistency and authenticity of logo usage. This detailed document offers explicit directions on logo variations, color schemes, fonts, spacing, and application across different platforms. Adhering to a logo guide enables companies to preserve the effectiveness and recognition of their logo across diverse contexts, cultivating a cohesive brand image that deeply connects with their desired viewers.

In a world of rapid communication and constant exposure, a logo guide becomes an anchor that keeps a brand's visual identity steadfast and easily recognizable. It ensures that, whether a logo is emblazoned on a billboard, displayed on a smartphone screen, or printed on a business card, it retains its intended impact and resonance. Ultimately, a logo guide isn't just a rulebook; it's a strategic asset that fosters consistency, brand loyalty, and a sense of familiarity among consumers, contributing significantly to a brand's long-term success.

VISUAL IDENTITY

The logo design for Aqaba incorporates the iconic landmarks of Wadi Rum and the Red Sea, with an emphasis on the natural beauty and adventure experiences that Aqaba has to offer. The logo is designed with warm and elegant Arabic calligraphy to evoke a sense of exclusivity and authenticity.



by Nature

ع الطبيعة

By
NAT
URE

AQABA - LOGO

Logo - English Version

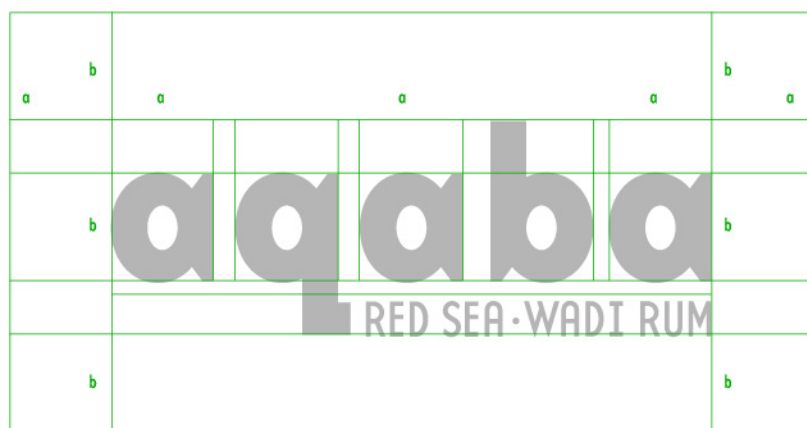
aqaba
RED SEA · WADI RUM

Logo - Arabic Version

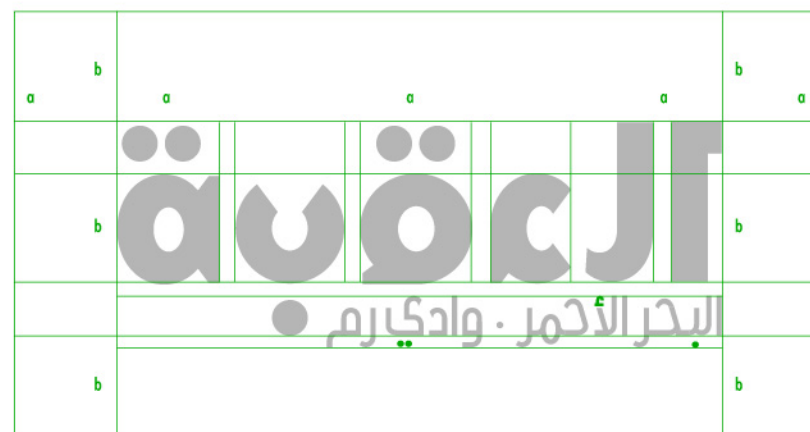
العقبة
● البحر الأحمر · وادي رم

AQABA - LOGO

Logo structure and safe space



Logo structure and safe space



The logo is purely typographic, it consists of the word Aqaba and a tag line Red Sea, Wadi Rum. The tag line on the English version is placed to fit the width of the word Aqaba on the logo, and is aligned with the bottom of the letter q. The logo should have enough space around it not less than a width and b height. a is the width of the a letter on the Aqaba word and b is the height.

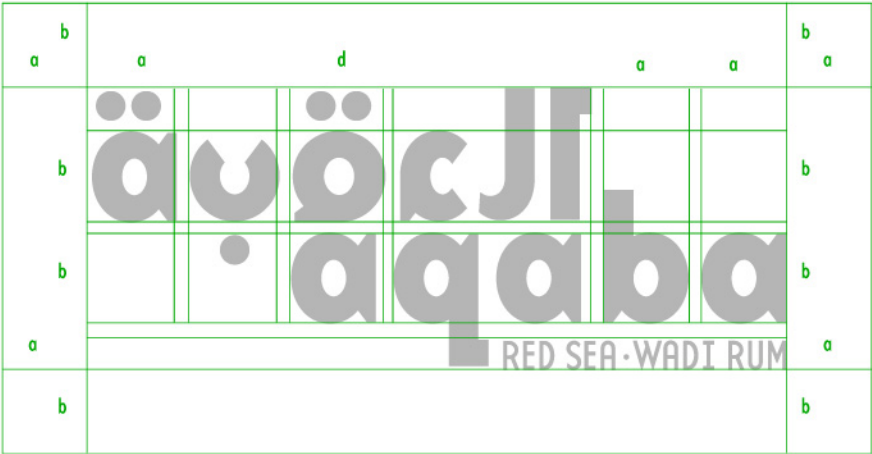
AQABA - LOGO

Logo - Bilingual



The logo is purely typographic, it consists of the word Aqaba and a tag line Red Sea, Wadi Rum. The tag line on the English version is placed to fit the width of the word Aqaba on the logo, and is aligned with the bottom of the letter q .The logo should have enough space around it not less than a width and b height.a is the width of the a letter on the Aqaba word and b is the height.

Logo - Structure & Safe Space



The same rules as the English version apply to the bilingual logo.The logo should have enough space around it not less than a width and b height is the width of the a letter on the Aqaba word and b is the height.It is always preferable to use each logo seperately.The bilingual logo can be used in bilingual materials, when space considerations make using separate logos difficult.

AQABA - LOGO



The logo size depends on the medium you are designing; the minimum size is 1.5cm in height to ensure legibility and clarity.

Aqaba colours



Logo on dark background



Logo on light background



Logo on white background



Logo on image background



If the logo is placed on a dark area of an image, use the white version.

Keep enough contrast between logo and background.

If the logo is placed on a light area of an image, use a dark coloured version.

TAGLINE

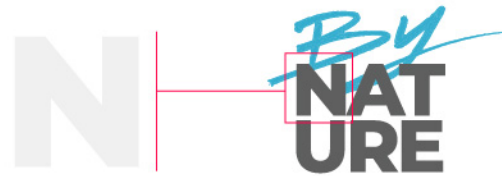
LOGO OVERVIEW

This choice of logo style can also evoke a timeless quality, connecting the brand to traditions of the past while maintaining relevance in the present. The flowing lines and unique shapes created by calligraphy lend an element of individuality to the logo, setting it apart from standardized fonts and contributing to its memorability.



TAGLINE

SAFE SPACE ELEMENT



A "safe space" for a logo refers to the minimum clear area or padding that should be maintained around the logo to ensure its visibility, integrity, and visual impact. This space is free from any text, graphics, or other elements that could crowd or compete with the logo, ensuring that it remains distinct and legible in various contexts.



TAGLINE



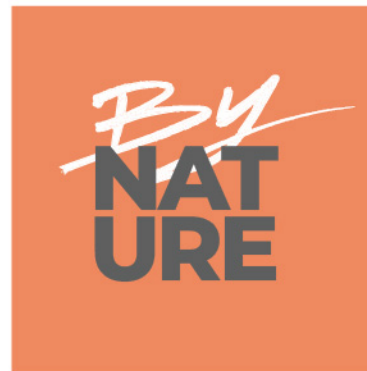
A responsive logo, also known as an adaptable logo or flexible logo, refers to a logo design that can seamlessly adjust its layout, elements, and proportions to suit various digital and physical platforms. The goal of a responsive logo is to maintain its clarity, legibility, and visual impact across a wide range of sizes and contexts.

TAGLINE

WITHOUT COLOURED BACKGROUND



WITH COLOURED BACKGROUND



TAGLINE

#F28C60

#CF682C

#743321

#5F5F5F

#A4D0DE

#37B0D2

#2B8FB1

#5F5F5F

#D5984C

#A48251

#8B5914

#5F5F5F

#F28C60

#CF682C

#743321

#5F5F5F

TAGLINE



DO NOT reposition the elements.



DO NOT modify the scale of the elements.



DO NOT separate the elements.



DO NOT distort the proportions.



DO NOT scale the approved sizes.



DO NOT break the clear space rule.

TAGLINE



DO NOT use the grey when the picture is crowded



DO NOT use the wrong colour for BY on another location



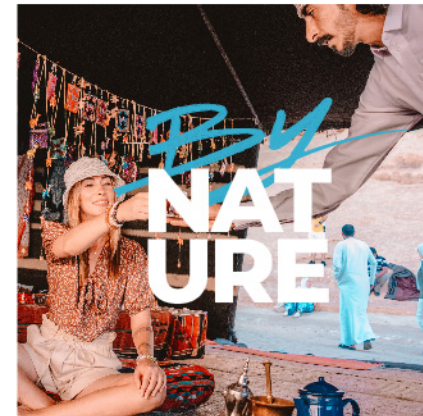
DO NOT cover people faces



Right / use the white when the picture is crowded



Right / use the right colour



Right / shift the picture when needed

TAGLINE

Showcasing the Design

By Nature is a concise and memorable phrase that encapsulates the essence, value proposition, or unique selling point of a brand or product. It's a powerful tool for communicating a brand's message and creating a lasting impression on customers. Crafting an effective tagline involves considering the brand's identity, target audience, and core message. Here are some guides to develop a compelling tagline.



When to use?

01

by Nature

02

By
**NAT
URE**

This will explain the usage of each «By Nature»
and how to utilize it in the best way possible to convey the message needed.

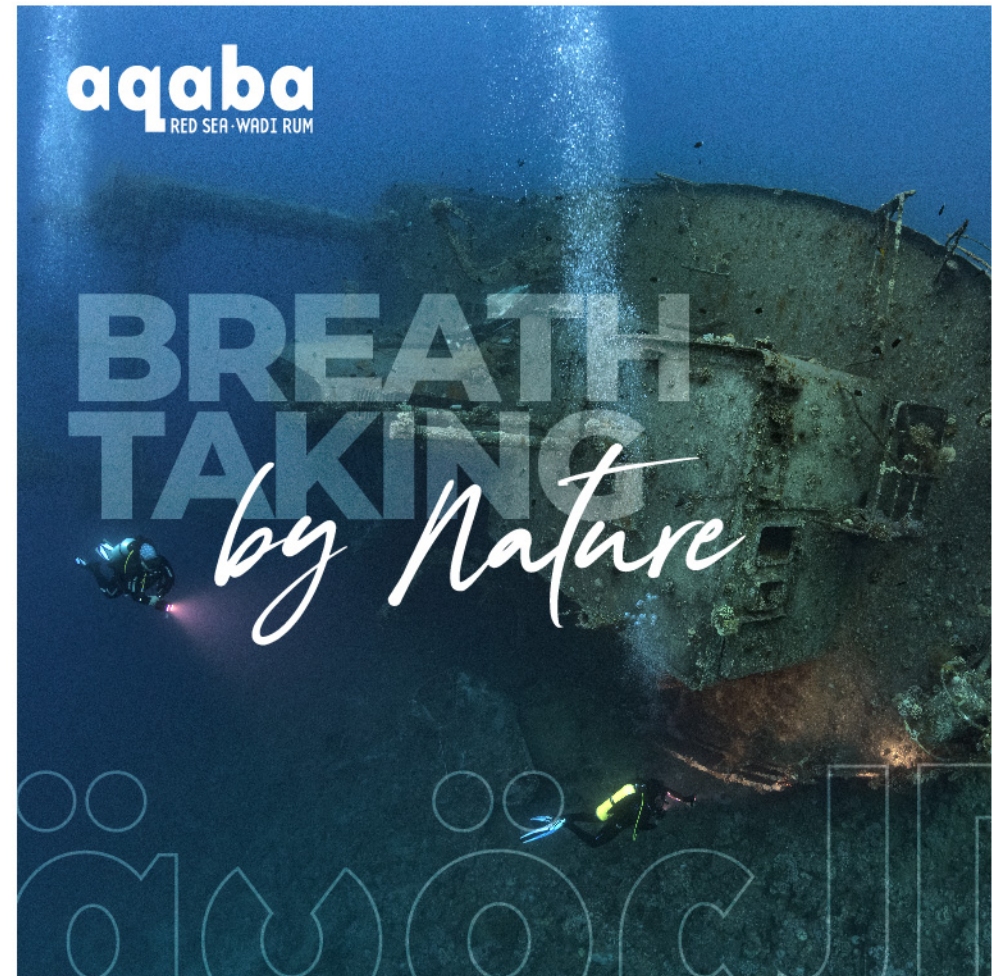
01

by Nature

This text based «By Nature» is used to be underneath the key message with the calligraphic font.

Aqaba logo in arabic outlined in the bottom of the visual.

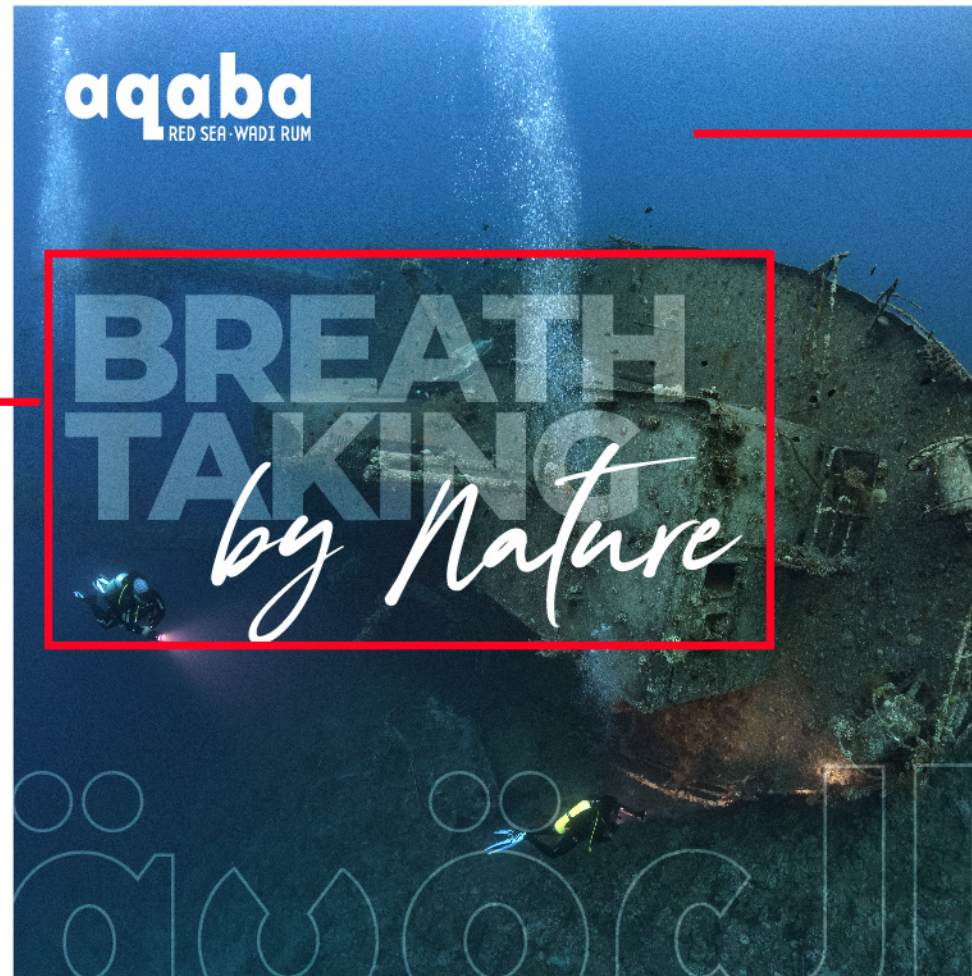
This by nature is to focus on the key messages.



01

**Main
Focus**

**Secondary
Focus**



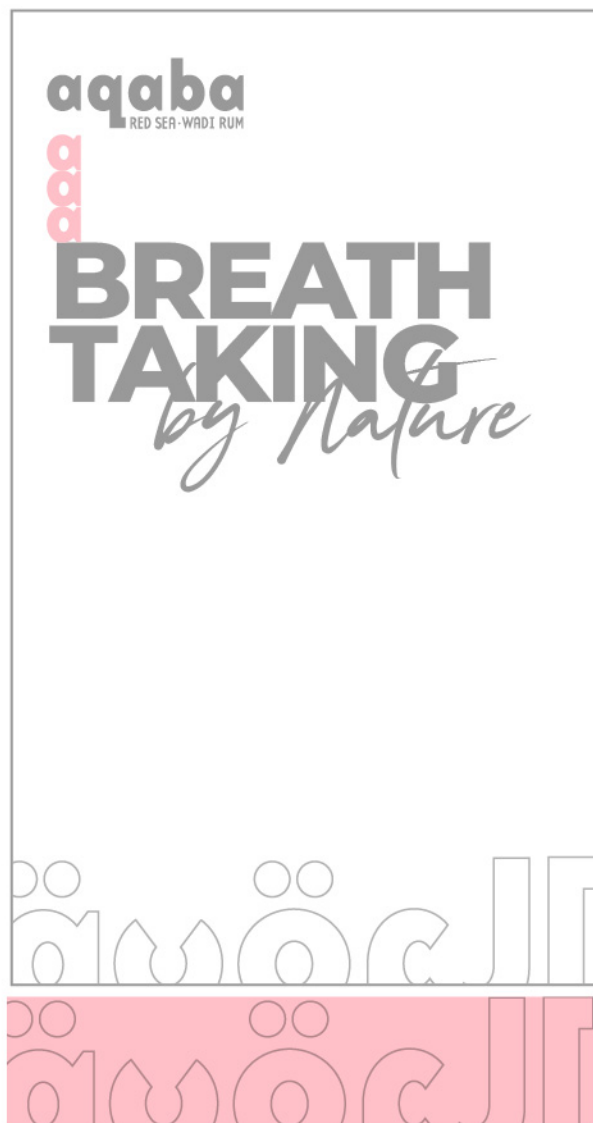
Following the «1, 2, 3 rule» when looking at design, the "by nature" calligraphic font is the main focus following it both the image and the Aqaba logo.

01

Taking the «A» from Aqaba logo and using it as a guide to guide any design given.

This is the part that will be shown in the pattern.

Rectangle



Square



02

By
**NAT
URE**

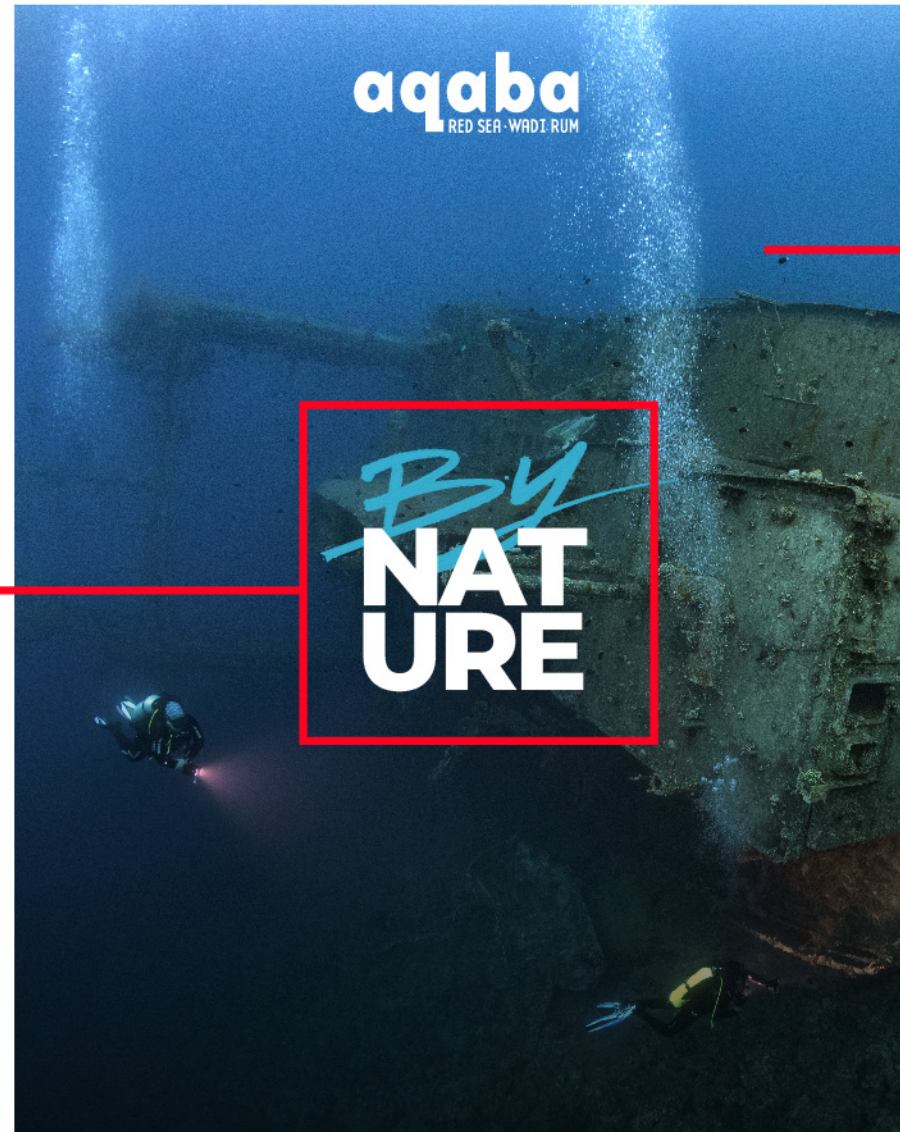
This tagline is designed to showcase the imagery rather than the key messages, this «By Nature» is very crucial to be utilized in documents, invites.



02

**Main
Focus**

**Secondary
Focus**



02

Taking the «A»*4 from Aqaba logo and using it as a guide to any design given.

Rectangle



Square





TAGLINE FONT

The choice of font for a logo is a critical design decision that significantly impacts the brand's identity and perception. Fonts evoke emotions, set the tone, and communicate the brand's personality. When selecting a font for a logo, several factors come into play.

Southima

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

B Shekari

أب ت ت ج ه خ د ذ ر ز س ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
، آ أ إ ؤ ة ؤ

English

Communication Typeface

A communication font, also referred to as a typeface for communication, is a font chosen specifically for conveying written information effectively and with clarity. When selecting a font for communication purposes, such as in documents, presentations, emails, or other written materials, several key factors should be considered.

Aktiv Grotesk Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aktiv Grotesk Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aktiv Grotesk Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

English

Main Headers

Main Headers needs to be presented in a very bold and grounded font therefore this font has a semi formal look to it while also having the natural feel.

Montserrat / Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat / SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat / Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat / Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arabic

Communication Font

The choice of font for a logo is a critical design decision that significantly impacts the brand's identity and perception. Fonts evoke emotions, set the tone, and communicate the brand's personality. When selecting a font for a logo, several factors come into play.

GE Dinar / Light

ا ب ت ث ج ح خ

GE Dinar / Regular

ا ب ت ث ج ح خ

GE Dinar / Bold

ا ب ت ث ج ح خ

Arabic

Main Headers

The choice of font for a logo is a critical design decision that significantly impacts the brand's identity and perception. Fonts evoke emotions, set the tone, and communicate the brand's personality. When selecting a font for a logo, several factors come into play.

GE SS TEXT LIGHT

ا ب ت ث ج ح خ

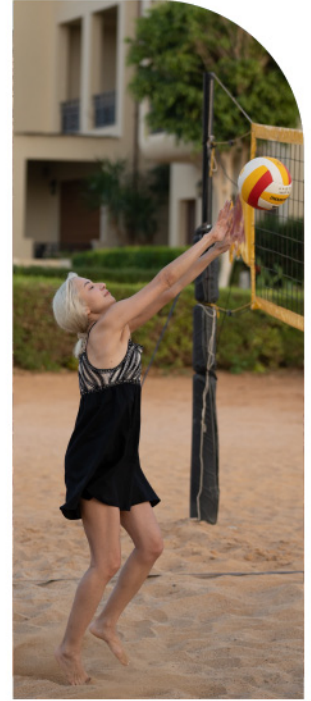
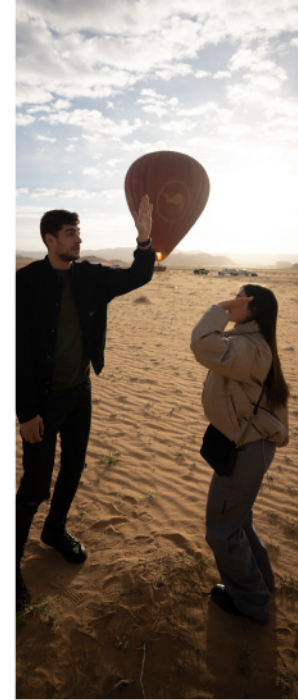
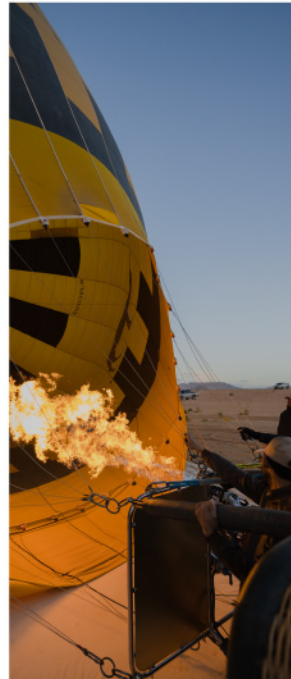
GE SS TEXT Medium

ا ب ت ث ج ح خ

GE SS TEXT Bold

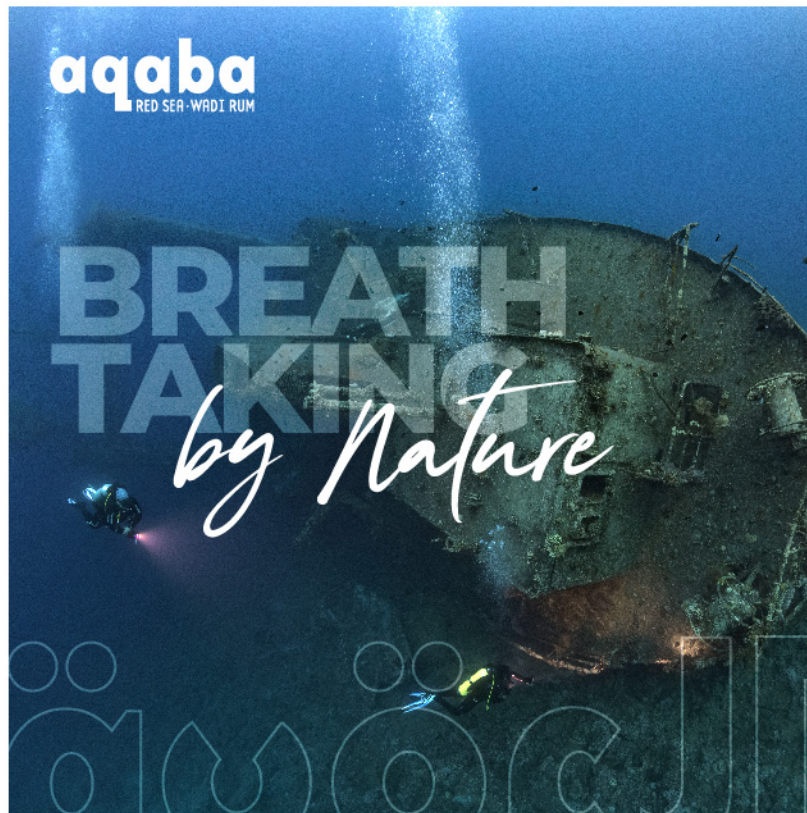
ا ب ت ث ج ح خ

VISUAL ADAPTATION

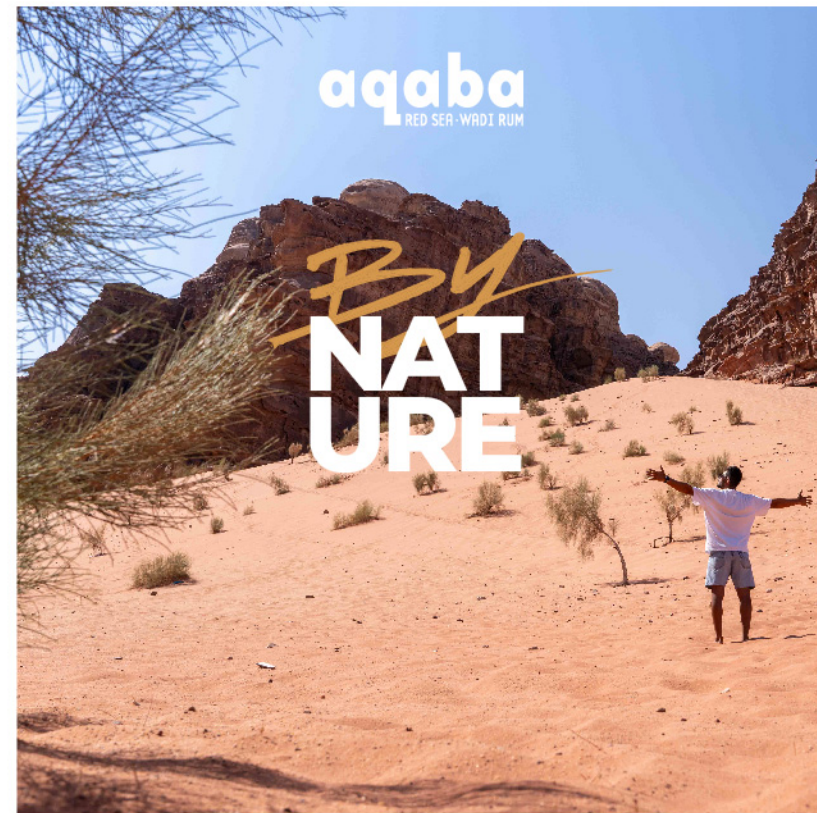


PLACEMENTS

Logo



Either use the Calligraphy of «By Nature»



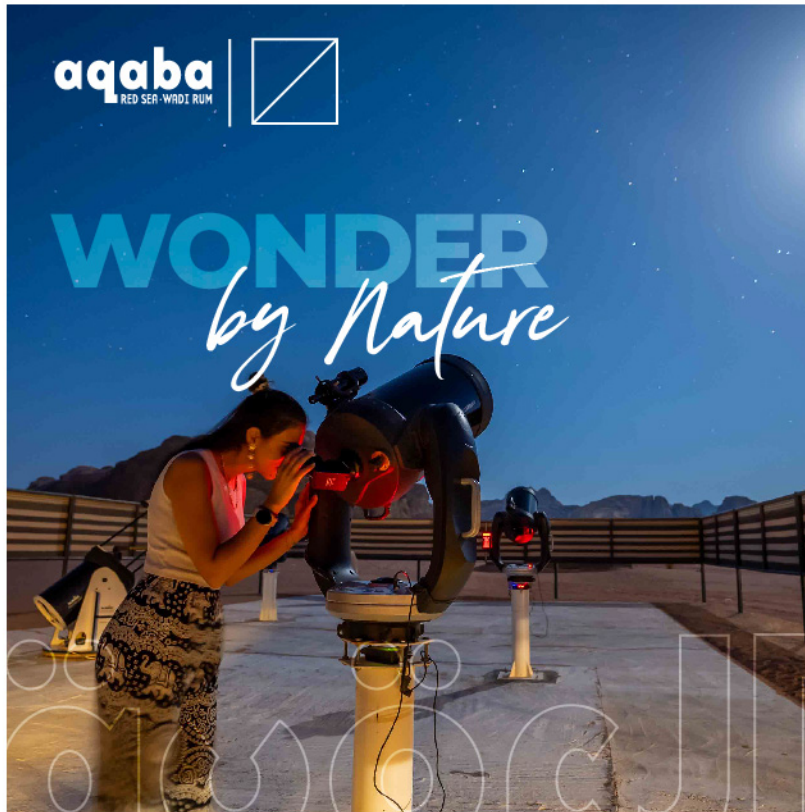
Or the logo and the «By Nature» logo
with no text

Visual Adaptation

PLACEMENTS

Logo

Logo #2



Logo

Logo #2

Logo #3



Using Aqaba besides any other logo
(Sponser, collaboration)

Visual Adaptation

PLACEMENTS





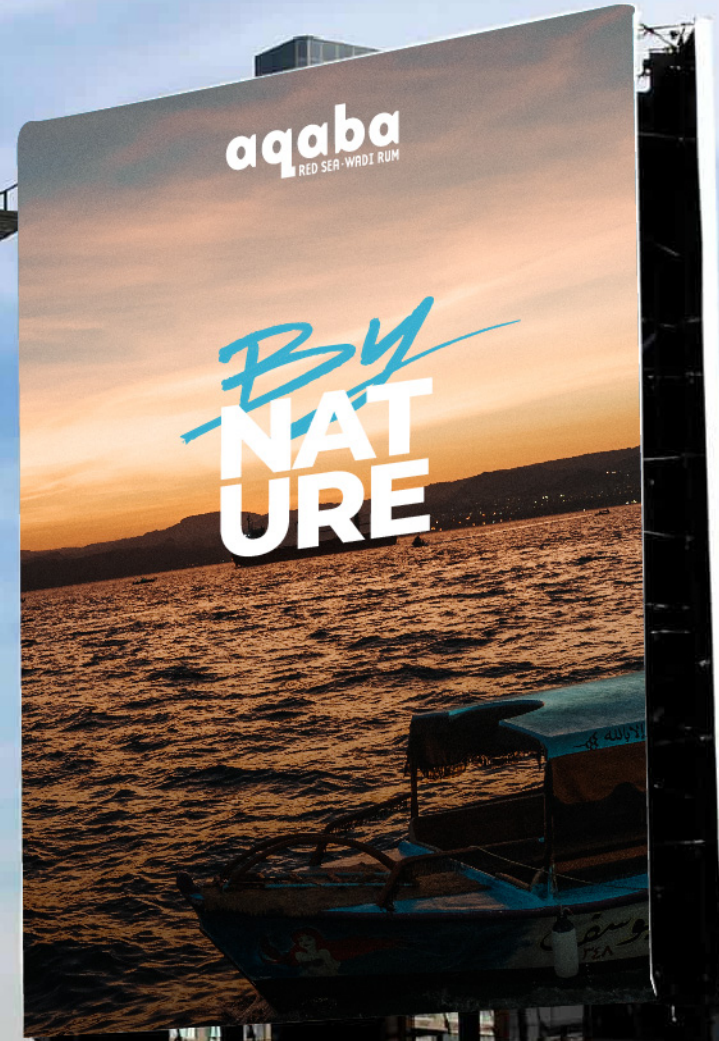
aqaba
RED SEA WADI RUM

By
NATURE

aqaba
RED SEA WADI RUM

WELCOMING
by Nature

WADI RUM





elements can be moved in a cohesive way if needed

aqaba
RED SEA • WADI RUM

BY
NATURE





elements can be moved in a cohesive way if needed

CONTACT

For inquiries, collaborations, and partnerships, please reach out to the ASEZA Tourism Directorate. We inspire overnight trips to the south of Jordan, inviting both tourists and locals to experience the exceptional quality of life and holiday opportunities in Aqaba.

Our goal is to create a deeper connection between visitors and this enchanting destination. Throughout the awareness phase, holidays, and return visits to Aqaba, our brand communication serves as a bridge to reach our audience. We strive to captivate their attention and engage them in the unique experiences that Aqaba has to offer.

For any inquiries or information related to tourism in Aqaba, please contact us using the provided contact details.



Aqaba Special Economic Zone - Tourism Directorate

Address: Aqaba Special Economic Zone Authority Aqaba, Jordan

Phone: +962-32091000 Email: marketing@visitaqaba.com Website: www.visitaqaba.com

ASEZA Tourism Directorate is committed to promoting Aqaba as a remarkable tourism destination. We invite you to explore the wonders of Aqaba, indulge in its vibrant culture, and create unforgettable memories. To learn more about our initiatives, attractions, and upcoming events, visit our website or get in touch with us directly. We look forward to assisting you and ensuring your experience in Aqaba is truly exceptional.