



4-Jul-24

## **BRAND GUIDE | PENDING APPROVALS**

*Private and Confidential:  
Internal working document only*

## **Vision**

Expat Sport to become the leading premium sporting experiences & marketing agency for the UAE.

## **Mission**

Expat Sport will provide memorable sporting experiences & engaging business solutions through sport that entertains, inspires and connects likeminded individuals.

## **Values**

- Positive
- Passionate
- Knowledgeable
- Customer-first approach
- Consistent delivery

### **1. Primary target market for sporting experiences: Consumer**

Four personas: Tom, Vivek, Ali, Ahmed

### **2. Secondary target market for sports business solutions & sporting experiences: B2B**

Two personas: Decision-maker & Influential

## TARGET MARKET PRIMARY: CONSUMER

Target market: Consumer	Consumer: Primary	Consumer: Primary	Consumer: Primary
Name	Tom	Vivek	Ahmed
Ethnicity	Western Expat	Indian Expat	Lebanese
Age	50-55	40-50	35-45
Gender	Male	Male	Male
Wealth	HNWI	Good disposable income	Good job, good income
Family	Older kids	Kids 8yrs +	Kids 5yrs +
Profession	Semi-retired/Property investor	Finance/IT Professional	Professional est. career
Location	UAE	Dubai	Dubai
Time in location	15 yrs+	10 yrs+	10 yrs+
Free time	Time rich	Time stretched	Time stretched
Social media	LinkedIn/Facebook	Facebook/LinkedIn/Twitter	All social media
Car	Bentley	Toyota Prado/Nissan Patrol	Range Rover
Other pastimes	Golf	Time with family	Plays football/Time with F&F
Alcohol consumption	Yes	Yes	Yes
Travel	Business Class	Economy	Economy/Business long haul
Brands	Nike, Ralph Lauren	New Balance, Sacoor Bros	Rolex, LV
Wants	Great experiences/memories	Enjoy spare time without family	Enjoy spare time without family
Reason for seeing live sport	Networking/Collective Exp	See great sport	Bragging rights/Collective Exp

## TARGET MARKETS: PRIMARY BUSINESS

Target market: B2B	B2B: Primary	B2B: Primary
Role in process	Influential	Decision Makers
Position	CMO/MktgDir/Sponsorship Head	CEO/MD/CMO/Chairman/Owner
Age	30-45	40-60
Gender	Predominantly female	NA
Location	UAE 5+ years	UAE 10+ years
Wants	Amazing experience for top clients/look good to their boss	Amazing exp for top clients/employees
Needs	ROI / new customers / retention existing customers	ROI / new customers / retention existing customers
Free time	Very busy at work	Very busy at work
Social media	Facebook/LinkedIn/Twitter	LinkedIn/Facebook
Other media	Courses incl LinkedIn Learning/Arabian Business etc	Arabian Business/Forbes/Bloomberg & Arabic media if Ar
Where	Online training / workshops / conferences	Golf course / Business conferences
LinkedIn usage	Highly engaged on LI / wants to be a future thought leader	Trying to be a thought leader on LI
Travel	Economy	First or Business Class

### **Consumer & B2B**

- Sports tourism packages incl flights, accommodation & tickets
- School sports & amateur / professional teams over to UAE – fixtures, accommodation, logistics
- Meet & greets with sporting icons including online
- Own branded events e.g hosted legend dinners
- Sporting event management

### **B2B Only**

- Sports sponsorship, brand representation (rights holders & corporate brands) & activation (events, social media etc)
- Sports strategy, execution & evaluation for corporate brands & UAE governments.
- Securing sports talent for bespoke client engagements.

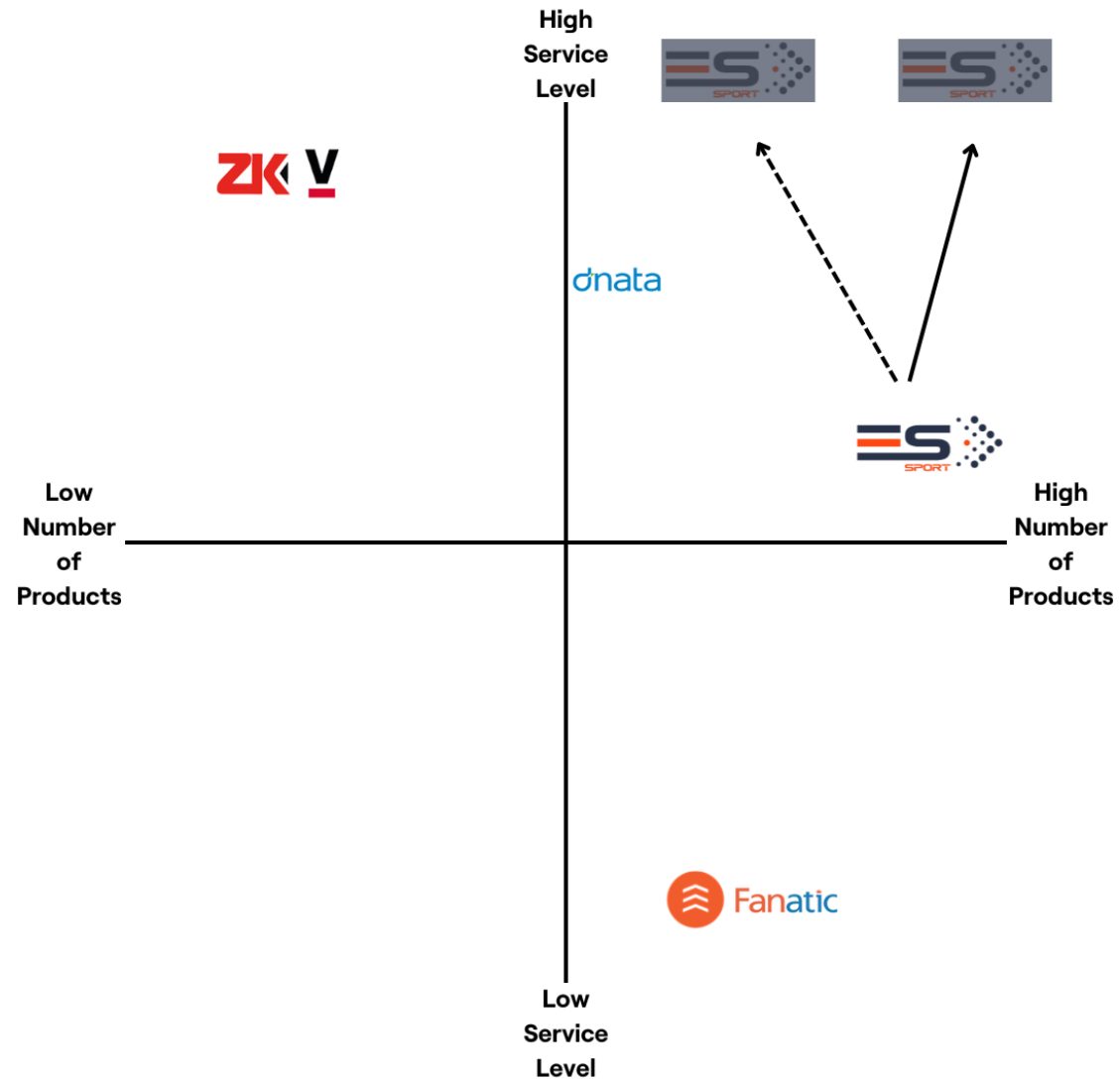
### Sponsorship

1. **Sportfive** sports marketing agency that creates value for brands, rightsholders and media-platforms through contemporary partnerships in sports and entertainment.
2. **Rise** an independent marketing and commercial services consultancy, that works with clients to maximise business and brand returns on their investments.

### Experience

1. **OnLocation** VIP access, premium seating, and exclusive moments at the biggest events around the globe. Global UFC Experiences.
2. **ZK Sport** sports events, travel & marketing agency
3. **Match Hospitality** specializing in Hospitality Tickets, VVIP experiences and Curated tours.
4. **Fanatics** global digital sports platform with database of over 100 million global sports fans, a global partner network with over 900 sports properties.
5. **Dnata Sport** official agent, tickets, accommodation & holidays for sports events,
6. **Silverstone** F1 Packages

# EXPAT SPORT BRAND POSITIONING CHART





## Consumer

Through its **superior customer service** and **unrivalled access**, Expat Sport provides affluent **UAE-based sports enthusiasts** with **quality sporting experiences**, that **connects them with like-minded people** and **creates memories** that last a lifetime.

## B2B

With **over 15 years experience** in the sports market, Expat Sport **provides UAE based entities** with **premium business solutions** through sport.

## EXAMPLES OF HOW NEW PREMIUM BRAND POSITIONING COULD RELATE TO THE BUSINESS FUNCTIONS

Brand Pillars	Area	Translation
Superior customer service	All	Relook at all service processes & procedures to assess and improve. This includes business solutions presentations.
Unrivalled access	MD / Marketing	Assess which events are essential for access for your target mkts (ideally exclusively!) & can gain access to all. For mktg, more focus comms on the key events and these need grading so everyone in agreement what they are. Also need to improve our access to sports talent access, aside from Ian McG obviously!
Quality sporting experiences	Operations	Relook at everything to ensure we pre-empt issues and always go above & beyond. Example of left-hand guest at restaurant!
Create lifetime memories	Operations & Mktg	What special things can we provide to ensure this? e.g. commemorative photo of most famous moment of game sent
Connect them with like-minded people	Operations/MD/ Marketing & Events	For Expat Sport Hosted Dinners need a carefully curated guestlist.
Knowledgeable in sports market	All incl Recruitment	How do we get across our sports industry knowledge in all areas of the business, in a passionate not patronising way? To discuss.



## **SECTION 2: New Visual & Verbal Identity**

The examples in this section demonstrate the visual and verbal identity of the brand to be applied across all collateral and communication.





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The Choose Care logo is our primary brand element.

Please do not attempt to create art for any ESSport logo for any application. Use the files provided with this manual.



—  
Adequate spacing around the ESSport logo is essential to prevent it from competing with other design elements and to preserve its visual prominence. The suggested clear space should be proportional to the size of the logo, equivalent to the double height of the capital 'S' in the logo 'Sport' text .

Aim to maintain at least this amount of clear space to ensure the logo remains clear and distinct. The ES Sport logo should always stand alone and never be incorporated into another logo or symbol.





These are the approved versions of the ESSport logo, and no alternative arrangements or colors are permitted.

The positive version should always be displayed on a white or colored background, while the negative version should be used exclusively on a black background or dark images areas.





## ESSPORT LOGO MISUSE

Inconsistent usage of the ES Sport logo weakens our brand recognition. It is crucial never to distort or alter the fundamental elements of the logo in any manner.

1. Do not change the colour.
2. Do not fill the logo with an image, pattern or gradient.
3. Do not squeeze, stretch, or in other ways distort the logo.
4. Do not place elements in the logo clear space.
5. Do not use a drop shadow or any other effect.
6. Do not add anything.
7. Do not angle the logo.
8. Do not change, enlarge or modify any element of the logo.
9. Do not change the text.



## ES SPORT LOGO BRAND COLOUR PALETTE

Colour plays a vital role in the swift recognition of our brand, making it essential to reproduce our brand colors accurately. We have specified exact values for our colors for both print and digital use. Ensure you follow these guidelines precisely in all applications. Our main color palette features two colors: Gold and Dark Blue.

The secondary palette is designed to enhance our primary colors and used when needed.

Primary <



Secondary <





Our two primary typefaces are Impact and Montserrat.

Both should be used in all communication across both print and digital channels.

Primary (Headlines)

**Impact**

Secondary (Body text)

Montserrat

Regular

Montserrat

*Italic*

*Montserrat*

**Bold**

**Montserrat**

***Bold Italic***

***MonĒserraĒ***

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Maintaining a consistent typographic hierarchy helps unify our messaging and reinforces brand recognition.

Use Impact headlines. Italics are available only in Montserrat and can be used to highlight or emphasize specific parts of the text.

- 1 Headlines  
Impact
- 2 Introduction  
Montserrat  
Regular
- 3 Subheadline  
Montserrat Regular Bold Caps
- 4 Paragraph emphasis  
Montserrat Bold Italic
- 5 Paragraph  
Montserrat  
Regular

① **LOREM IPSUM  
DOLOR SIT AMET**

② Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

③ **LOREM IPSUM DOLOR**

④  *Lorem ipsum dolor siē ameē, consecēēur adipiscing eliē, sed do eiusmod ēempor incididunē uē labore eē dolore magna aliqua. Trisēique magna siē ameē purus gravida quis blandiē ēurpis.*

⑤ Euismod quis viverra nibh cras pulvinar mattis nunc sed blandit. Tincidunt arcu non sodales neque sodales ut etiam sit. Mauris ultrices eros in cursus turpis massa tincidunt dui. Egestas fringilla phasellus faucibus scelerisque eleifend donec. Enim praesent elementum facilisis leo vel fringilla est. Elit ullamcorper dignissim cras tincidunt lobortis feugiat vivamus at augue.



## **SECTION 3: BRAND APPLICATIONS**

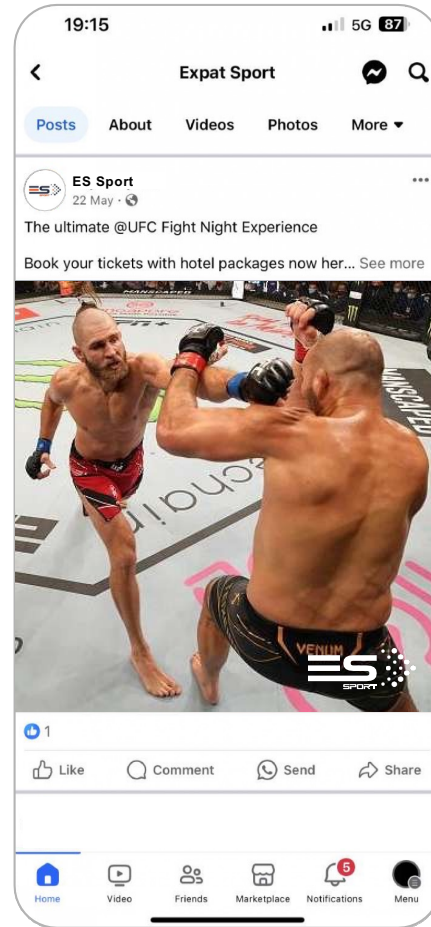
The examples in this chapter demonstrate visual consistency across digital channels, serving as a solid foundation for new projects.

Use them for layout inspiration and as a general guide for placement.

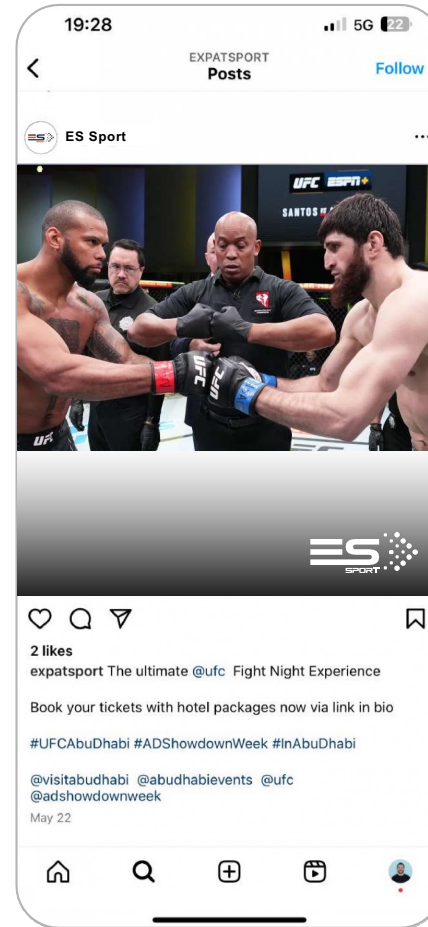


All content we create for social media, excluding external links and content, must follow our visual identity guidelines. The examples show Facebook, Instagram and LinkedIn posts where brand have been used.

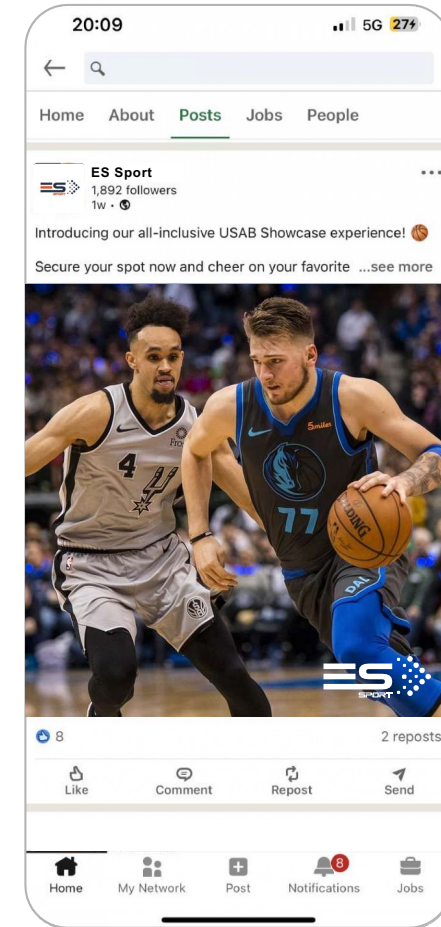
Facebook



Instagram



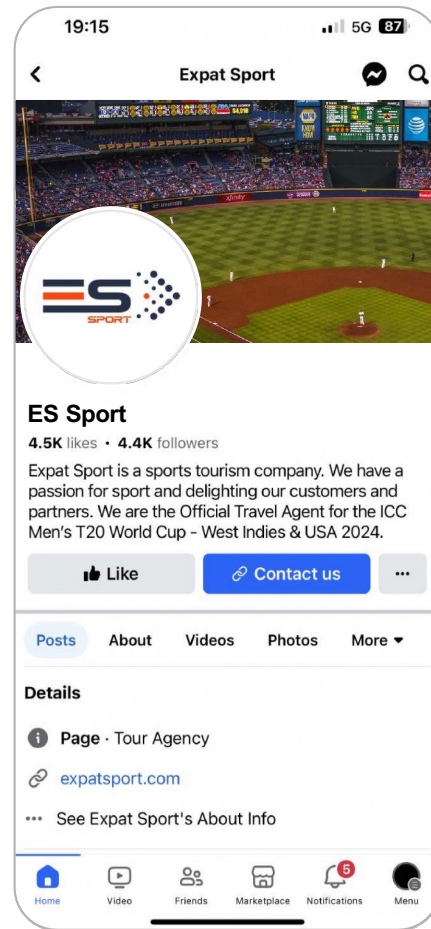
LinkedIn



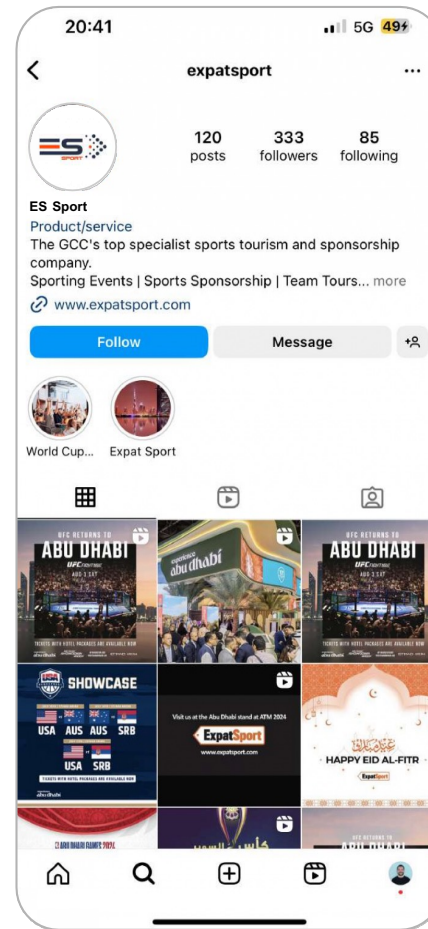
Many social platforms support profile and header/banner images.

When choosing these images, please ensure they are of good quality and in accordance with our brand image style.

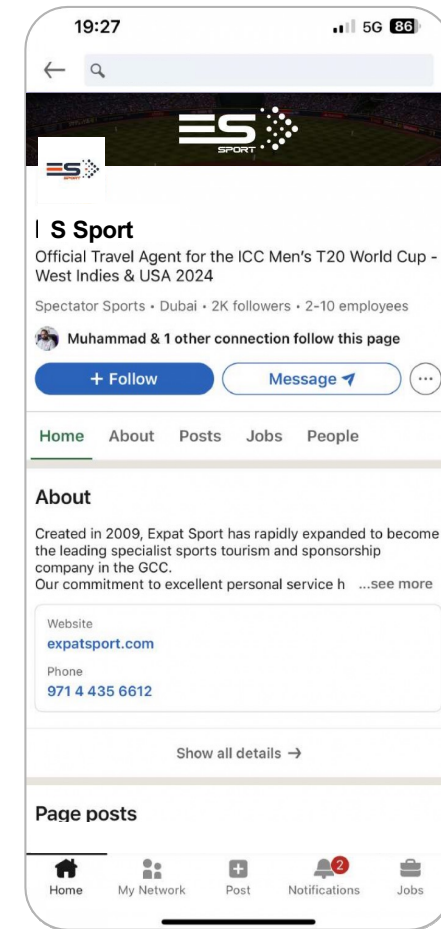
Facebook



Instagram



LinkedIn





## SECTION 4: PHOTOGRAPHY

Photography plays a crucial role in our brand, helping to convey our values and personality.

To enhance recognition and increase our brand's visibility, maintaining a consistent style and quality in our brand photography is essential. High-quality photos are key to creating genuine ESSport communications. When capturing original images, refer to the examples in this manual and adhere to the style guidelines to embody our brand image effectively.



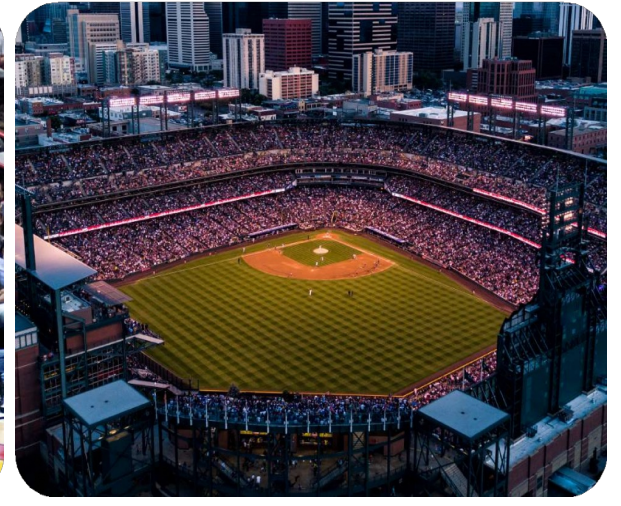
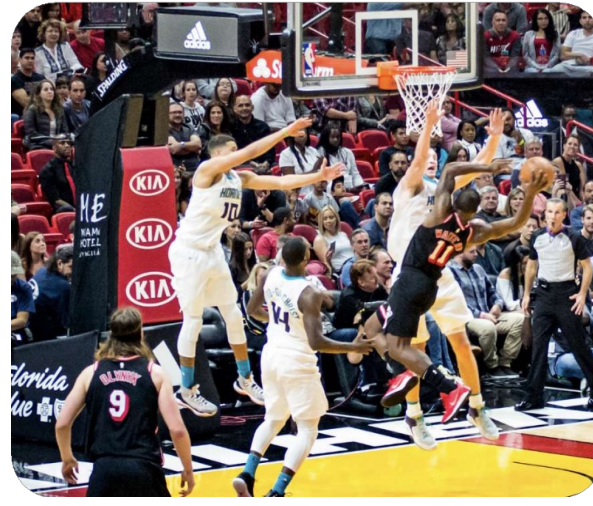


## ESSPORT PHOTOGRAPHY

Our photography style captures the dynamic essence of sports and the vibrant atmosphere of sports venues.

Each image should convey the energy, passion, and authenticity of natural athletic action.

The photos should highlight the intensity of the athletes, and the unique characteristics of the venues, all while maintaining high quality and consistency to reflect our brand's spirit and identity.

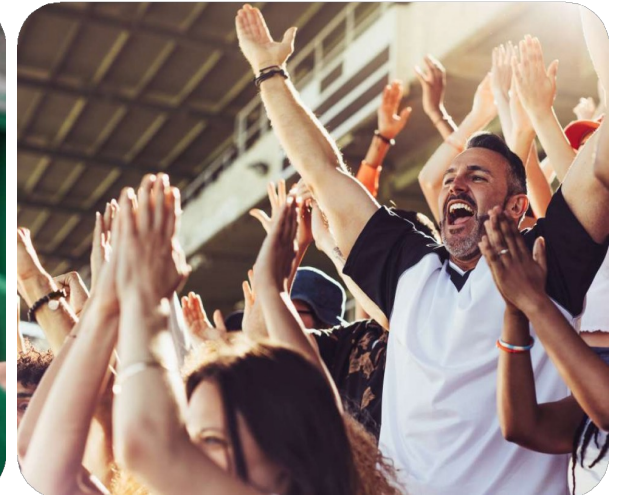


## ES SPORT PHOTOGRAPHY

Also our photography style showcases the genuine enthusiasm of sports fans in their natural element at sports venues and the joy of traveling to their favorite games.

Each image should capture the excitement, passion, and camaraderie of fans, including families and business sportspeople, highlighting their authentic reactions and the vibrant atmosphere of the events.

The photos should also convey the adventure and thrill of the journey, reflecting the unique premium experiences, and emotions associated with being a dedicated sports fan.



1. Premium positioned
2. Show passion e.g. fans and / or participants
3. Celebratory images e.g. goal shot (image shown)
4. Collective not singular people, unless sports professionals
5. Clear, crisp quality images
6. Ideally show a range of demographics
7. Age Range: 25-40 only (ideally) or families

*NB. Always ensure credits used if not own photography.*

### **1. Portray Premium Positioning:**

- Do use high-quality, imagery cropped in and if own photography not good enough, use professional shots but ensure credit the source and that these images are rights free. If in any doubt, ask marketing.
- Do try to select visuals that convey premium experiences e.g. don't show images that are very far back in the stadium in 'cheap seats'.

### **2. Show Passion for Sports:**

- Do feature images that capture the excitement and energy of sports, whether through fans cheering or participants in action.
- Do focus on group images and collective experiences in sports.
- Do feature well-known sports professionals when highlighting individual athletes.
- Do use visuals that evoke emotions and enthusiasm for the sports experiences you offer.

### **3. Incorporate Celebratory Images:**

- Do include images that showcase moments of celebration, victory, or achievement in sports.
- Do use visuals that inspire joy and positivity.

### **4. Highlight Collective Experience:**

- Do feature group settings or collective activities that emphasise the sense of community and camaraderie within sports.
- Do showcase teamwork and togetherness in your visuals.

### **5. Emphasise Clear, Crisp Quality Images:**

- Do use high-resolution, images that are sharp, clear, and well-defined.
- Do prioritise clarity and quality to enhance the visual appeal of your brand.

### **6. Show Range of Demographics (25-40):**

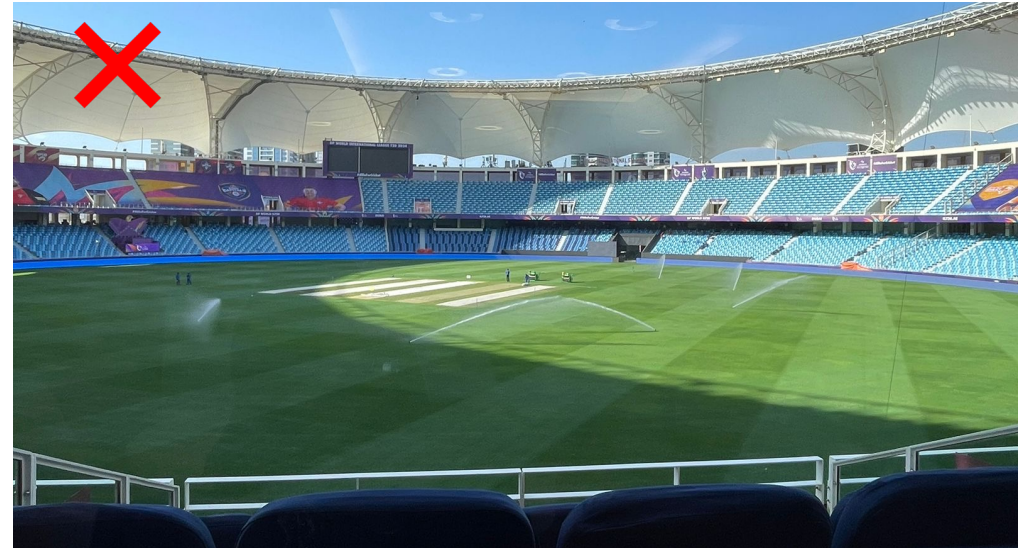
- Do include visuals that represent a diverse range of individuals, ideally within the target age group (25-40) or can be families.
- Do feature people from different backgrounds, genders, and ethnicities to reflect inclusivity.

### **7. Group Image**

- Do focus on group images and collective experiences in sports.
- Do feature well-known sports professionals when highlighting individual athletes.



**Heroic, Winning,  
Celebration - CONFIDENT**



**Empty stadium, no  
excitement.**

## VISUAL IDENTITY EXAMPLES: TEAM MEMBER ATTENDING



**Smiling, happy & in good position in stadium to show we have access.**



**Dim lighting, uninspiring.**

## VISUAL IDENTITY EXAMPLES: GOOD CROP V BAD CROP



Full individual images, happy faces, clearly shows event name, symmetrical angle, full background, no empty spaces.



**Feet, crowd, background cut off, angle, individuals not ready.**



### **1. Demonstrate Knowledge without Patronising:**

- Do provide informative content that showcases your expertise in sports experiences and to that particular sport e.g. mention teams, players etc.
- Do use clear and concise language to explain concepts or details without talking down to the audience.

### **2. Maintain a Premium Tone:**

- Do use language that reflects sophistication and quality.
- Do avoid using exclamation marks or overly casual language that might detract from the premium feel.

### **3. Project Confidence, Not Arrogance:**

- Do express confidence in your services and offerings.
- Do use assertive language that instills trust in your audience without coming across as boastful or arrogant.

### **4. Show Passion for Sports:**

- Do infuse your language with enthusiasm and passion for the sports experiences you offer.
- Do use vivid descriptions and engaging storytelling to convey the excitement of the sport.

### **5. Stay Positive:**

- Do use language that is upbeat and optimistic.
- Do focus on highlighting the benefits and positive aspects of your sports experiences.

### **6. Use UK English:**

- Do ensure that all written content follows UK English spelling and grammar conventions.

**1. Knowledgeable - demonstrates knowledge but not patronising.**

- "Knowing the best seating sections for optimal views and the atmosphere at various stadiums can greatly enhance your game day experience."

**2. Premium e.g. no exclamation marks.**

- "Experience the game from our exclusive VIP seats, offering unparalleled views and premium amenities for a truly unforgettable event."

**3. Confident – presented in a confident but not arrogant way.**

- "Secure your seats now for an exceptional sporting event that promises an unforgettable experience."

**4. Passionate – about whichever sport we are presenting.**

- "Experience the intensity of UFC live with our premium tickets, giving you the best views of every fight."

**5. Positive - never negative with external facing language.**

- "Enjoy the best of live sports with our premium tickets, ensuring a seamless and unforgettable experience from start to finish."

**6. UK English language**

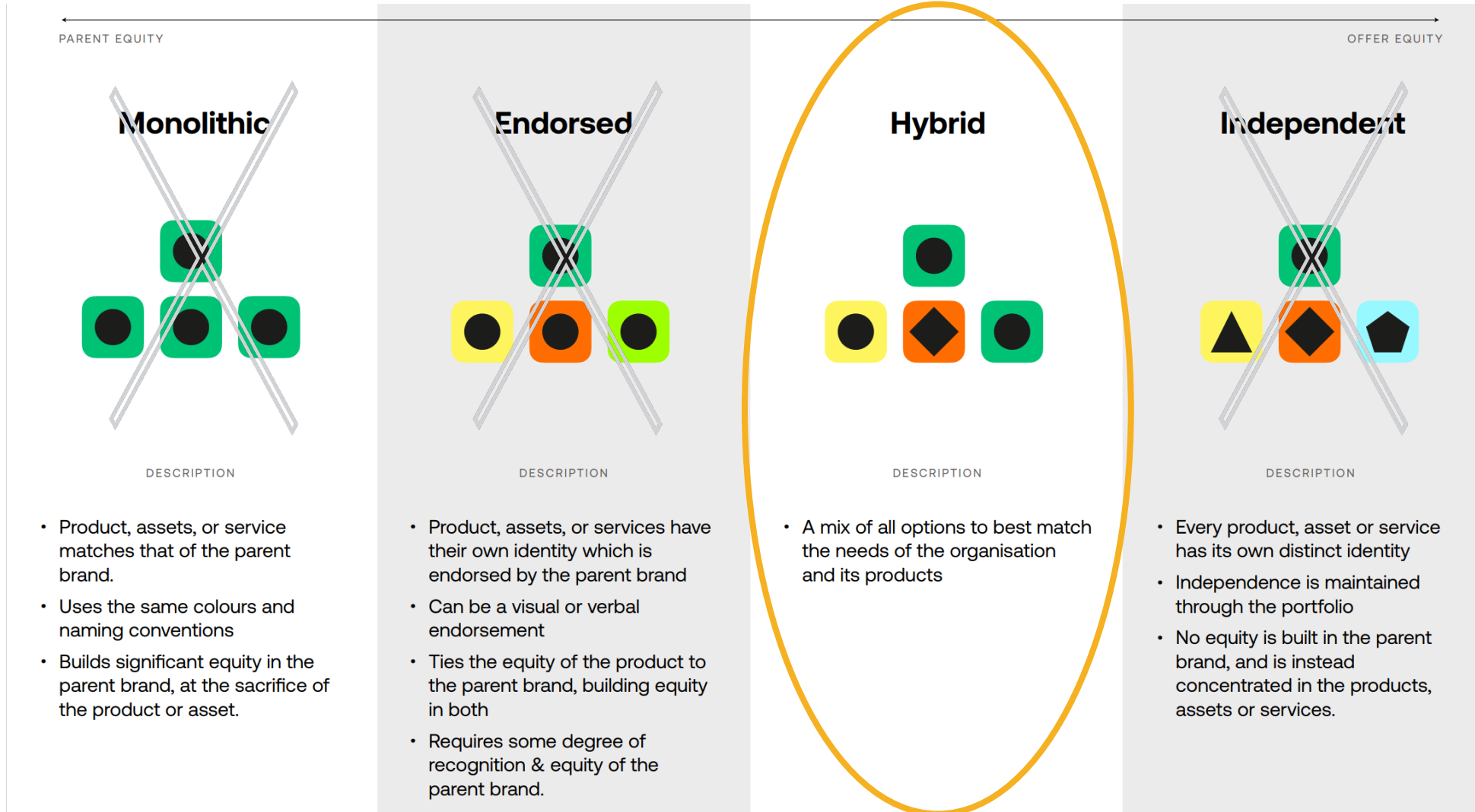
- "Optimise your matchday experience with our premium tickets, ensuring you savour every thrilling moment from the best seats."
- *This sentence uses UK English spelling, with "optimise" and "savour" featuring the "s" instead of the "z", and "ou" instead of "o" that are normally found in American English.*



## SECTION 5: BRAND ARCHITECTURE

Brand architecture is the structure of a brand that helps to explain the relationships between a company's master brand, sub-brands, products, and service lines.

Understanding, visualising, and explaining your brand architecture can help you to manage your brand portfolio more effectively from a marketing perspective and a business growth angle,



ES Sport is the overarching brand name e.g. Parent then decide upon each brand extension between:

**1. Leading with the Expat Sport brand where we are strongest brand name or when we are trying to establish an Expat Sport sub-brand**

- ES Sport Icons Dinner
- ES Sport Icons Meet & Greet
- ES Sport Schools Tour
- ES Sport UFC hospitality packages

**2. When the event brand name is stronger use that first with Expat Sport as the secondary brand**

- UFC hospitality packages by Expat Sport (as from SEO perspective UFC would be most searched term)



## **SECTION 6: SUPPORTING INFORMATION**

This section covers all the extra information that is not immediately relevant but could be used as a reference in the future.

## TARGET MARKET SECONDARY: CONSUMER

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Target market: Consumer	Consumer: Secondary
Name	Ali
Ethnicity	2nd Gen Arab Expat/Emirati
Age	25-35
Gender	Male
Wealth	Family wealth
Family	No kids
Profession	Professional early/mid-career
Location	UAE
Time in location	Grown up here
Free time	Time rich but likes to max time
Social media	Instagram/TikTok
Car	Mercedes G-Wagon
Other pastimes	Time with friends
Alcohol consumption	Yes
Travel	Economy
Brands	Off-White, Air Jordan
Wants	Great experiences/memories
Reason for seeing live sport	Bragging rights/Collective Exp



- 1. Strategic Planning and Consulting:** Developing comprehensive marketing strategies tailored to the specific goals and objectives of clients, whether it's increasing brand awareness, driving ticket sales, or securing sponsorship deals.
- 2. Sponsorship & Activation of Sponsorships:** Facilitating partnerships between brands and sports properties, managing sponsorship agreements, and executing activation campaigns to leverage the sponsorship effectively and achieve mutual objectives.
- 3. Event Management and Promotion:** Planning, organising, and promoting sports events, ranging from small-scale tournaments to large-scale international competitions. This may involve venue selection, logistics management, ticketing, marketing, and media coordination.
- 4. Content Creation and Distribution:** Producing high-quality content such as videos, articles, and social media posts to engage fans, promote events, and showcase sponsors. This may also involve managing digital platforms and distributing content across various channels.
- 5. Digital Marketing and Social Media Management:** Implementing digital marketing strategies to reach target audiences online, including social media advertising, email marketing, influencer partnerships, and search engine optimisation (SEO).
- 6. Market Research and Analytics:** Conducting market research, audience analysis, and performance tracking to measure the effectiveness of marketing campaigns, identify trends, and inform strategic decision-making.
- 7. Expat Sport specific:** Securing sports talent for bespoke client engagements.