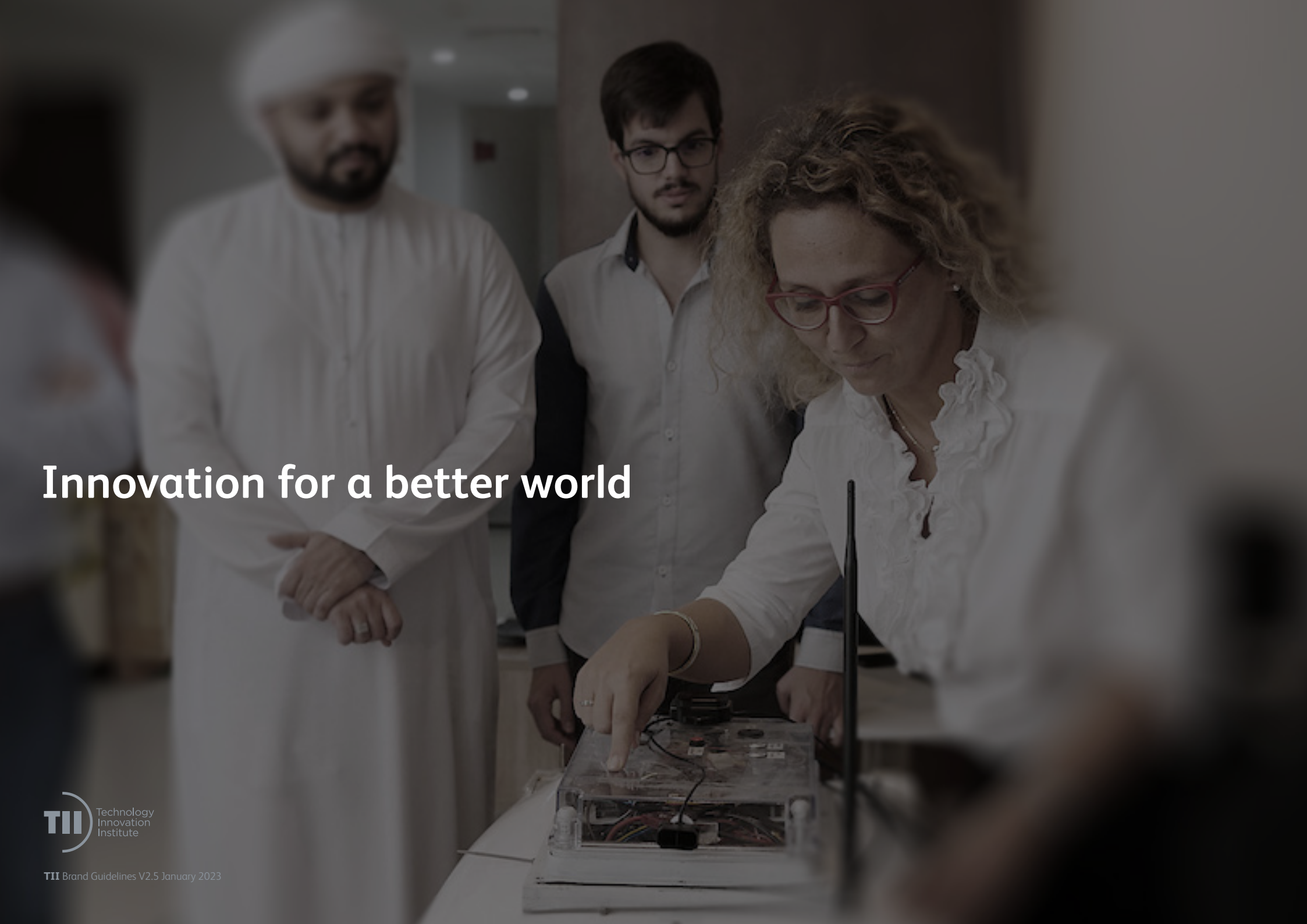


Technology Innovation Institute (TII) Brand Guidelines

www.tii.ae



Innovation for a better world

Contents

OUR BRAND

- 05 Introduction
- 06 Our name
- 07 Our purpose
- 08 Our values
- 10 Our tone-of-voice

MASTER BRAND IDENTITY

- 12 TII Logo English
- 13 TII Logo Arabic
- 14 TII Logo - reverse (white)
- 15 TII Logo - full color (on light background)
- 16 TII Logo - reverse (white)
- 18 TII Logo - full color (on light image)
- 19 TII Logo - positive (black)
- 20 TII Logo clear space

- 21 TII Logo minimum size
- 22 TII Co-branding
- 23 TII Logo - misuse
- 24 TII Logo - positioning
- 25 TII in written format

RESEARCH CENTERS

- 27 Typography
- 28 Positioning

BRAND ELEMENTS

- 30 Typography - English
- 31 Typography - Arabic
- 32 Typography - screen
- 33 TII graphic device
- 36 Primary colors
- 37 Secondary colors
- 41 Photography
- 48 Iconography

BRAND VISUALIZATIONS

- 51 Stationery
- 52 Business cards
- 53 Envelopes
- 54 Stationery
- 55 Employee ID, corporate folder
- 56 Brochure spreads
- 57 Brochure spreads, DL leaflets
- 58 Posters, outdoor
- 59 Corporate advertisement
- 60 Tote bag, roll-up banners
- 61 Powerpoint
- 62 HTML email
- 63 Pens, mugs, paper bags
- 64 Instagram profile
- 65 Social post

Our brand



Introduction

Welcome to the Technology Innovation Institute (TII) Brand Guidelines. These guidelines exist to make us look consistently great! Follow these guidelines as you create marketing materials, internal and external communications across all media channels; in print and digitally.

Our design foundation

Our brand is much more than our logo. Our brand is a design scheme made up of a number of core components and guiding principles that come together to create a distinctive look and feel that is immediately recognisable as **TII**.

These guidelines will help to familiarize you with the core brand elements and assist you in designing and producing dynamic, powerful and compelling communications with a high degree of creative flexibility.

If unsure, just ask us at hello@tii.ae

Our name

We combine vast knowledge, world class skills and expertise with our passion for science to create a proactive, collaborative and multi-disciplinary culture.

Our team of world leading scientists, researchers and academics work in an open, flexible, fast paced environment to deliver discovery science and transformative technologies that will not just prepare us for the future, but create it.

Our purpose

Innovation for a better world

We exist to help create a better world by developing the most advanced, disruptive technological innovations designed to solve society's greatest challenges.

Our values

Our values are a powerful statement of what we believe in as an organization. They set us apart from our competitors and peers and help to inform our culture. Our values go much further, by guiding and shaping not only who we are and what we do, but how we should behave every working day.

Guided by our values, we have the power to connect with our audience and each other in more meaningful ways; making TII the very best place to work, collaborate and innovate.



Our values



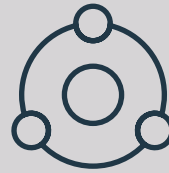
Curiosity

We are innovators who take pride in having restless minds. We ask difficult questions; we don't stop until we get answers. We ask 'Why?', 'Why not?', and 'What if?'. We think bold and imaginative thoughts, even if it means thinking the unthinkable. Because we're continuous improvers, we don't always follow the herd - or the accepted orthodoxy - especially if we can find quicker, better, cheaper, or more effective ways of doing things.



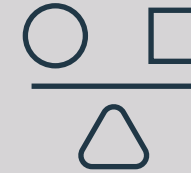
Integrity

We are dedicated to using science and technology to build a better world. We do the right thing – in the right way. We work with diligence and professionalism. We respect and make time for our colleagues, our work, and the work of others. We share and share alike. We stay true to our beliefs and our values. In an ever more competitive world, we don't compromise our individual or collective safety and security.



Excellence

We work at the very top of our profession, making an unshakable commitment to achieve the highest possible level of quality and accuracy in all that we do. We uphold and exceed international standards, and we always look to better ourselves and our work. We take pride in 'owning' our tasks and projects, taking responsibility when things don't go according to plan, and working relentlessly to get them back on track. To us, almost is never good enough.



Respect

At TII, everyone's welcome – and our differences are to be celebrated. We have genuine respect for one another, our partners, and our clients. We're collaborative at heart, working hard to break down barriers between teams and departments, in the spirit of true and open cooperation. Because we work as part of a truly global organisation, based in a city which is an international hub, we are always mindful of the cultures, backgrounds, and beliefs of others.

Our tone-of-voice

Our tone of voice principles derive from our capabilities, values and positioning. They are how we express our brand identity through language.

Enthusiastic

We speak with an energy that reflects our ambition.

If you have a passion for innovation, we speak your language. We are youthful and dynamic, and always engage passionately with people from around the globe. We're ambitious and forever excited about what comes next.

Relevant

We speak the universal language of science, relevant to the problems of today.

Our communications aim to resonate with universally relevant insights that maintain an inclusive tone. We remain practical and driven in our quest for solutions to existing problems and future demands.

Simplification

We are precise and comfortable with simplifying complexities.

In a world full of complexities, we try to keep things simple and concise. We simplify technical knowledge through straightforward communications that resonate. Our command of detail and confidence in discussing complexities, ensures we are universally recognized as thought leaders at the forefront of science.

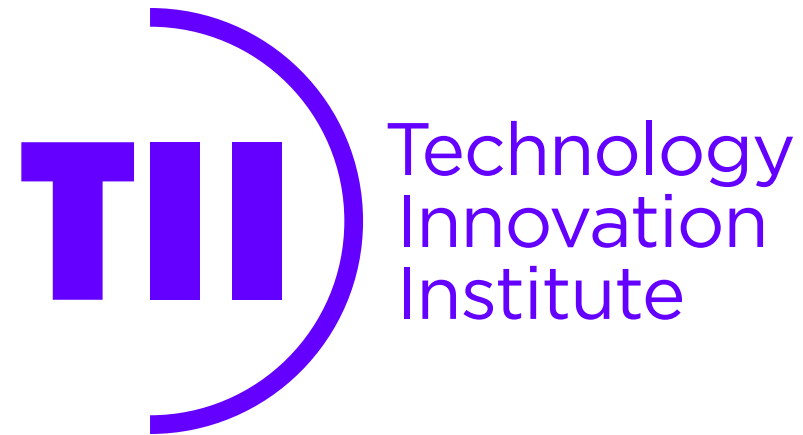
Master brand identity

Master brand identity

TII Logo English

This is the TII English full color master logo that should be present on all of our English communications.

Our logo represents the key visual essence of our brand and its values. It is one of the most recognized components of our brand, representing TII globally. Please do not attempt to re-create the logo yourself. Artwork files for all of our brand assets are available from the marketing team.



Master brand identity

TII Logo Arabic

This is the TII Arabic full color master logo that should be present on all of our Arabic communications.

Our logo represents the key visual essence of our brand and its values. It is one of the most recognized components of our brand, representing TII globally. Please do not attempt to re-create the logo yourself. Artwork files for all of our brand assets are available from the marketing team.

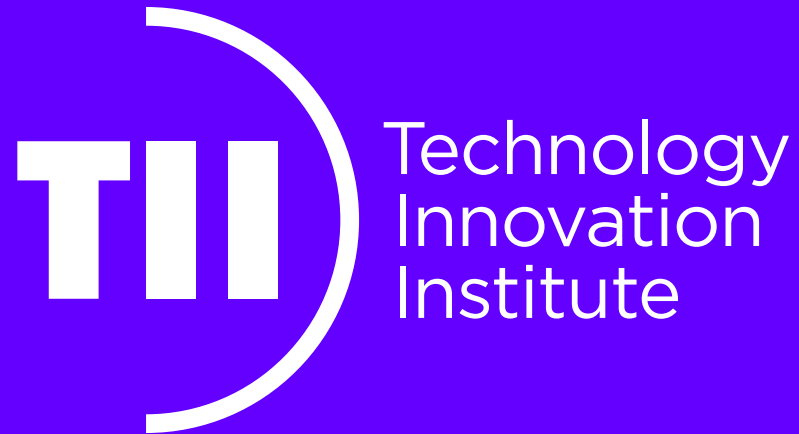


Master brand identity

TII Logo - reverse (white)

This is the TII English reverse out (white) master logo that should be present on all darker background communications.

The single color reversed out (white) version of our logo should be used where the full color version cannot be used for technical reasons or if only a dark background is available as presented here. Here the logo is presented on our key primary brand color Pantone 2098.



Master brand identity

TII Logo - full color (on light background)

This is the TII English full color master logo on a lighter color background.

The single color master version of our logo should be used on all lighter color background communications.



Master brand identity

TII Logo - reverse (white)

This is the TII English reverse out (white) master logo that should be present on all darker background communications.

The single color reversed out (white) version of our logo should be used where the full color version cannot be used for technical reasons or if only a dark background is available as presented here. Here the logo is presented on our other primary brand dark colour, Pantone 7546.



Master brand identity

TII Logo - reverse (white)

This is the TII English reverse out (white) master logo on a darker photographic background.

Where necessary, the single color reversed out (white) version of our logo should be used where the full color version cannot be used for technical reasons or if only a dark background color, or dark background photography is available as presented here.



Master brand identity

TII Logo - full color (on light image)

This is the TII English full color master logo on a lighter photographic background.

The single color master version of our logo should also be used on all lighter color photographic background communications.



Master brand identity

TII Logo - positive (black)

This is the TII English positive (black) master logo on a lighter color background.

Where necessary, the single color positive (black) version of our logo should be used where the full color version cannot be used for technical reasons and for newspapers, facsimile and other applications where only a single colour black greyscale reproduction is possible.



Master brand identity

TII Logo clear space

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always be legible on a clear background.

An exclusion zone has been established around the logo to protect its integrity and ensure its legibility across communications. The space defined should be kept clear of all type, graphic elements, lines and illustrations. The minimum clear space is equivalent to the width of the letter “I” to a multiple of two.



Master brand identity

TII Logo minimum size

It is important that the logotype is clear and legible in all communications.

The minimum recommended size for the masterbrand logo is 25mm wide (95 pixels online). We recommend not reproducing the TII logo any less than the sizes specified here. These guiding principles apply to all TII Centres logos too.

In exceptional circumstances when it has to be used below this size we remove the Technology Innovation Institute wording. It should never be used below 11mm wide (40 pixels online).



25mm
(95 pixels)



11mm
(40 pixels)



Master brand identity

TII Co-branding

It is important that our logotype is clear and legible in when on co-branded communications.

Our logo should always will be placed next to any institution or organisation's logo. Try to ensure that both logos have equal standing and sizing on all co-branded communications. The actual logo placement will vary depending on the co-branded communications.

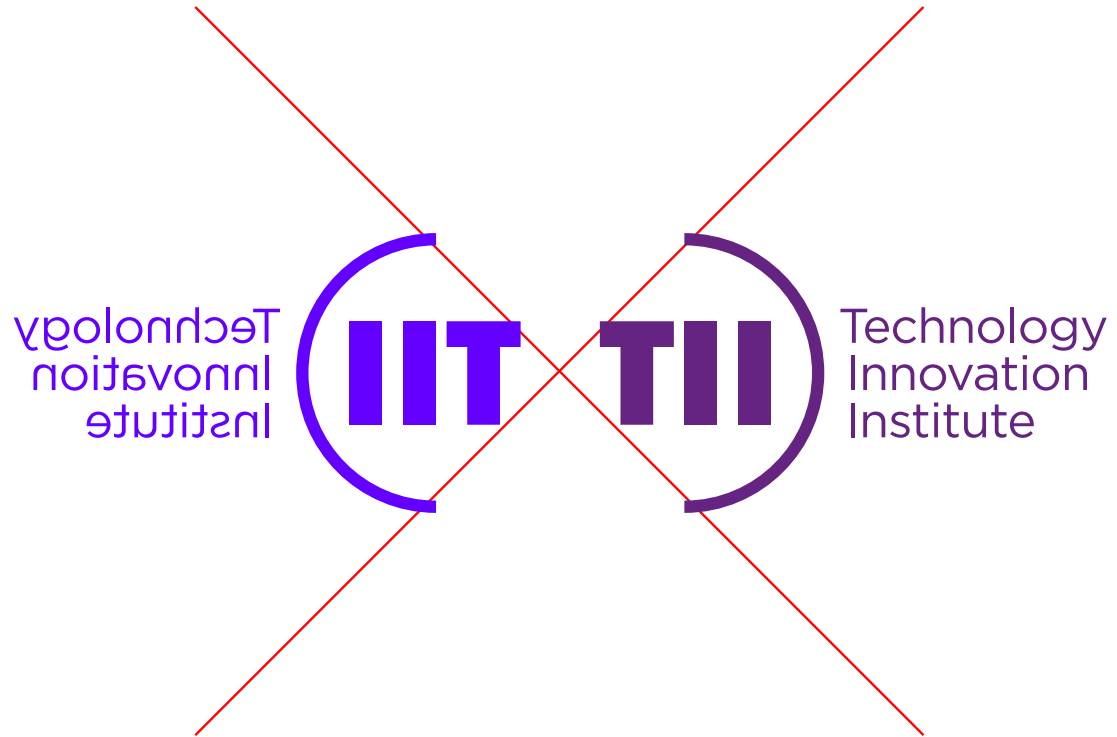


Master brand identity

TII Logo - misuse

To maintain the integrity of our logo, and to promote consistency, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the TII logo that should be avoided across all communication touchpoints. In short, do not attempt to alter, change or tweak the logo under any circumstances.



Master brand identity

TII Logo - positioning

For size and scaling consistency across varied media sizes, our logo should be reproduced using this size guide.

Our logo should generally appear in the top left corner of collaterals. However, as a rule of thumb, the size and location of the logo is down to the discretion of the designer and marketing department of TII. The logo should be positioned and sized in a way that is fit for the purpose of the communication. If there are any doubts, please consult the TII brand marketing team.

A2

Logo width: 125mm
Margins: 50mm



A3

Logo width: 90mm
Margins: 30mm



A4

Logo width: 60mm
Margins: 20mm



A5

Logo width: 45mm
Margins: 15mm



A6

Logo width: 30mm
Margins: 10mm



Master brand identity

TII in written format

When TII is referred to within copy, it should appear as one word with TII using all capital letters.

The first time TII is mentioned in the text, it should appear in full and with each word capitalised: Technology Innovation Institute (TII). All written content should use US English.

The **Technology Innovation Institute (TII)** aims to become a leading global research center dedicated to pushing the frontiers of knowledge. Our teams of scientists, researchers and engineers work in an open, flexible, agile environment to deliver discovery science and transformative technologies that will not just prepare us for the future, but create it.

As part of the Abu Dhabi Government's Advanced Technology Research Council (ATRC), we are committed to pioneering new technologies in eight core research areas, helping society solve some of its most complex challenges.

By attracting and stimulating extraordinary expertise and exceptional talent, and leveraging the power of Artificial Intelligence and Machine Learning, **TII** works towards breakthroughs in autonomous robotics, quantum computing, cryptography, directed energy, digital science, secure systems, advanced materials, and propulsion and space systems.

Research Centers

Research Centers Typography

There are currently ten Research Centers in operation at TII. We invest significantly in the development of our exceptional research facilities and centers.

When in design and production phase for all printed and digital communications that fall under any of the Research Centers', please ensure the naming of the Research Center is clearly written for identity purposes.



Advanced Materials
Research Center

مركز بحوث
المواد المتقدمة

AI and Digital Science
Research Center

مركز بحوث العلوم الرقمية
والذكاء الاصطناعي

Autonomous Robotics
Research Center

مركز بحوث
الروبوتات المستقلة

Biotechnology
Research Center

مركز بحوث
التكنولوجيا الحيوية

Cryptography
Research Center

مركز بحوث
التشفير

Directed Energy
Research Center

مركز بحوث
الطاقة الموجهة

Propulsion and
Space Research Center

مركز بحوث أنظمة
الدفع والفضاء

Quantum
Research Center

مركز بحوث
الكوانتوم

Renewable and Sustainable
Energy Research Center

مركز بحوث الطاقة
المتجددة والمستدامة

Secure Systems
Research Center

مركز بحوث
الأنظمة الآمنة

Research Centers

Positioning

Positioning of the Research Center name should be clear and legible across all communications.

The naming of our Research Centers' is crucial in identifying collaterals for both print and digital communications. The master TII logo should always be prominent, with the Center name clearly typeset and identifiable.



**Advanced Materials
Research Center**



Brand elements

Brand elements

Typography - English

Our primary Latin typeface is FS Albert Pro. Albert is a charismatic type. A warm, sensitive face with a big personality.

It's a friendly sans serif font; shapely, flexible and modern. With the wide range of weights, Albert is a truly versatile face ideal for use in all applications from text to display.

FS Albert Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
\$¢£€¥€+<=>|~±×÷!"
#%&'()*,-./:;?@[\\]^_{}|

FS Albert Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
\$¢£€¥€+<=>|~±×÷!"
#%&'()*,-./:;?@[\\]^_{}|

FS Albert Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
\$¢£€¥€+<=>|~±×÷!"
#%&'()*,-./:;?@[\\]^_{}|

Innovation for a better world

In an era of profound challenge and change, we act as a scientific disruptor and a powerful catalyst for transformation in science, innovation and research. Setting new standards and operating in a spirit of ambition and collaboration, we partner around the world with academic and research centres of excellence, and innovate to help society for good.

In an era of profound challenge and change, we act as a scientific disruptor and a powerful catalyst for transformation in science, innovation and research. Setting new standards and operating in a spirit of ambition and collaboration, we partner around the world with academic and research centres of excellence, and innovate to help society for good.

Brand elements

Typography - Arabic

Our primary Arabic typeface is 29LT Bukra. The 29LT Bukra font family's versatility, uncompromising originality, and breadth of variations accommodates complex text articulation and typesetting.

It marks a milestone in modern type design and further enriches the Middle Eastern editorial and graphic design landscape.

معهد الابتكار التكنولوجي

معهد الابتكار التكنولوجي (TII) هو مؤسسة مستقلة للبحث والتطوير. بدأ المعهد رحلته العلمية في عام 2020 بتمويل من الحكومة الإماراتية، واتخذ من إمارة أبوظبي، عاصمة الإمارات العربية المتحدة مقراً له، و الآن أصبح المعهد موطناً لبوتقة من العلماء المتخصصين والمهندسين وعلماء الرياضيات.

معهد الابتكار التكنولوجي (TII) هو مؤسسة مستقلة للبحث والتطوير. بدأ المعهد رحلته العلمية في عام 2020 بتمويل من الحكومة الإماراتية، واتخذ من إمارة أبوظبي، عاصمة الإمارات العربية المتحدة مقراً له، و الآن أصبح المعهد موطناً لبوتقة من العلماء المتخصصين والمهندسين وعلماء الرياضيات.

29LT Bukra Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
0123456789
"!÷×±~|<=>+€¥£¢\$
{_^[\\]@?;./-,*()'&%#

29LT Bukra Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
0123456789
"!÷×±~|<=>+€¥£¢\$
{_^[\\]@?;./-,*()'&%#

29LT Bukra Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ع غ ف ق ك ل م ن ه و ي
0123456789
"!÷×±~|<=>+€¥£¢\$
{_^[\\]@?;./-,*()'&%#

Brand elements

Typography - screen

Our typeface for office use is Arial. Arial regular, bold and Arial black are only used where it's technically not possible or appropriate to use our primary typeface.

Examples for online and other digital applications, would be email, HTML mailers, powerpoint and other internal correspondence.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
\$¢£¤¥€+<=>|~±×÷!"
#%&'()*,-./:;?@[\\]^_{}
|

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
\$¢£¤¥€+<=>|~±×÷!"
#%&'()*,-./:;?@[\\]^_{}
|

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
\$¢£¤¥€+<=>|~±×÷!"
#%&'()*,-./:;?@[\\]^_{}
|

Innovation for a better world

In an era of profound challenge and change, we act as a scientific disruptor and a powerful catalyst for transformation in science, innovation and research

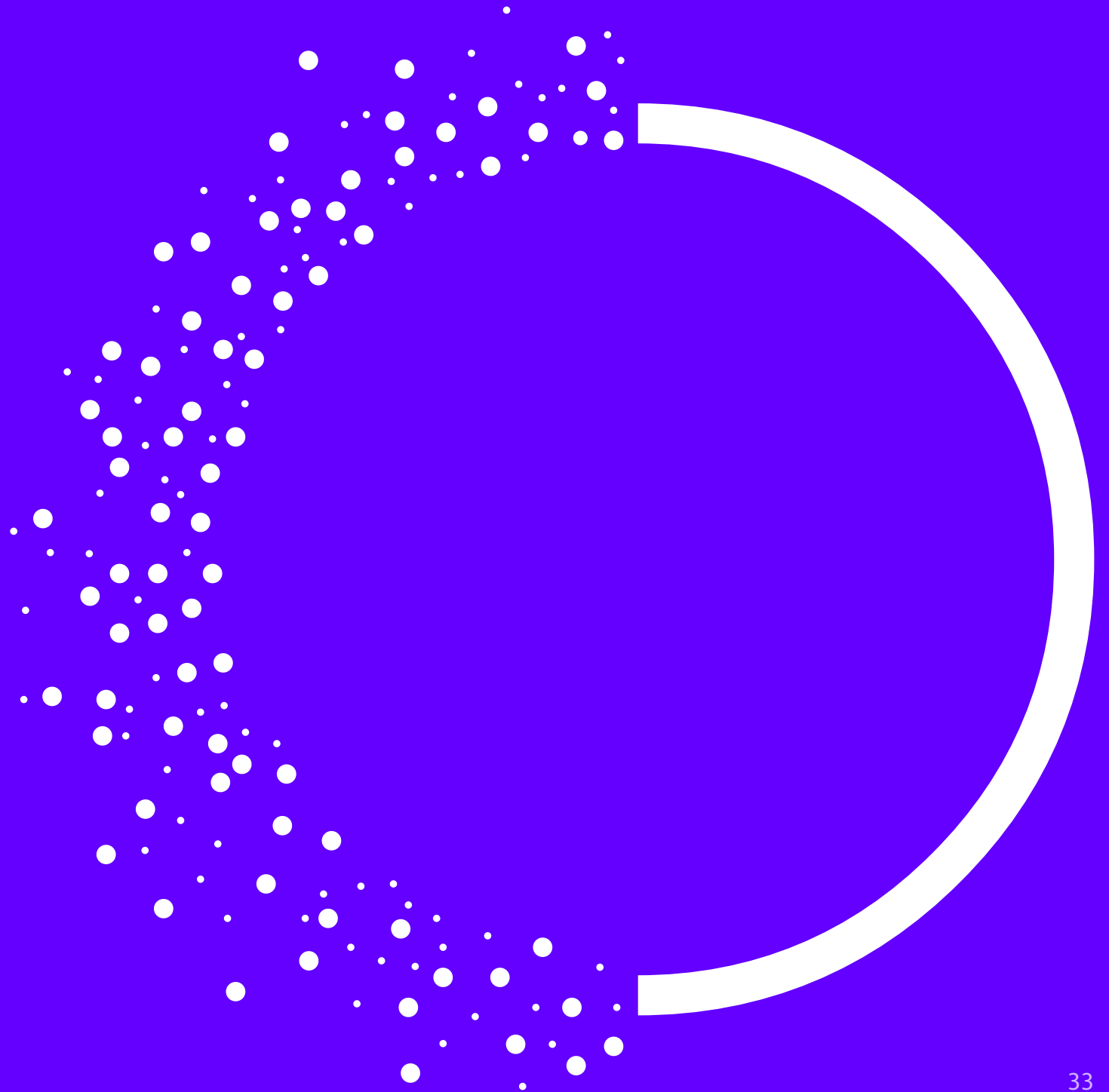
Setting new standards and operating in a spirit of ambition and collaboration, we partner around the world with academic and research centres of excellence, and innovate to help society for good.

Brand elements

TII graphic device

The TII graphic device is an extension of our master brand identity and should be used sparingly and only where appropriate.

Our graphic device has been developed as an extension of our master brand identity. We use it sparingly. It should only be used where appropriate on internal and external communications whereby an extra 'identifier' for our brand is required and to add an element of dynamism to communications.

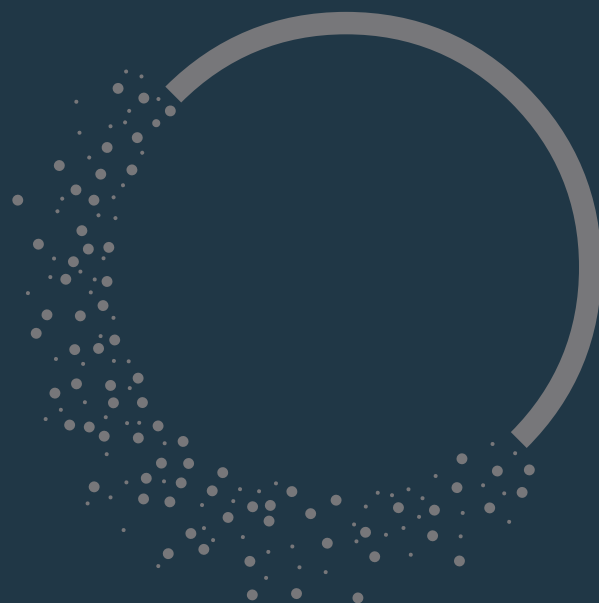


Brand elements

TII graphic device

The TII graphic device is an extension of our master brand identity and should be used sparingly and only where appropriate.

The graphic device can be used and locked up or abstracted in any way, so long as the integrity of the device is not compromised, changed or altered in any way. The device here is colored in our primary Pantone 7471 and Cool Grey 9, on our primary 7546 background.

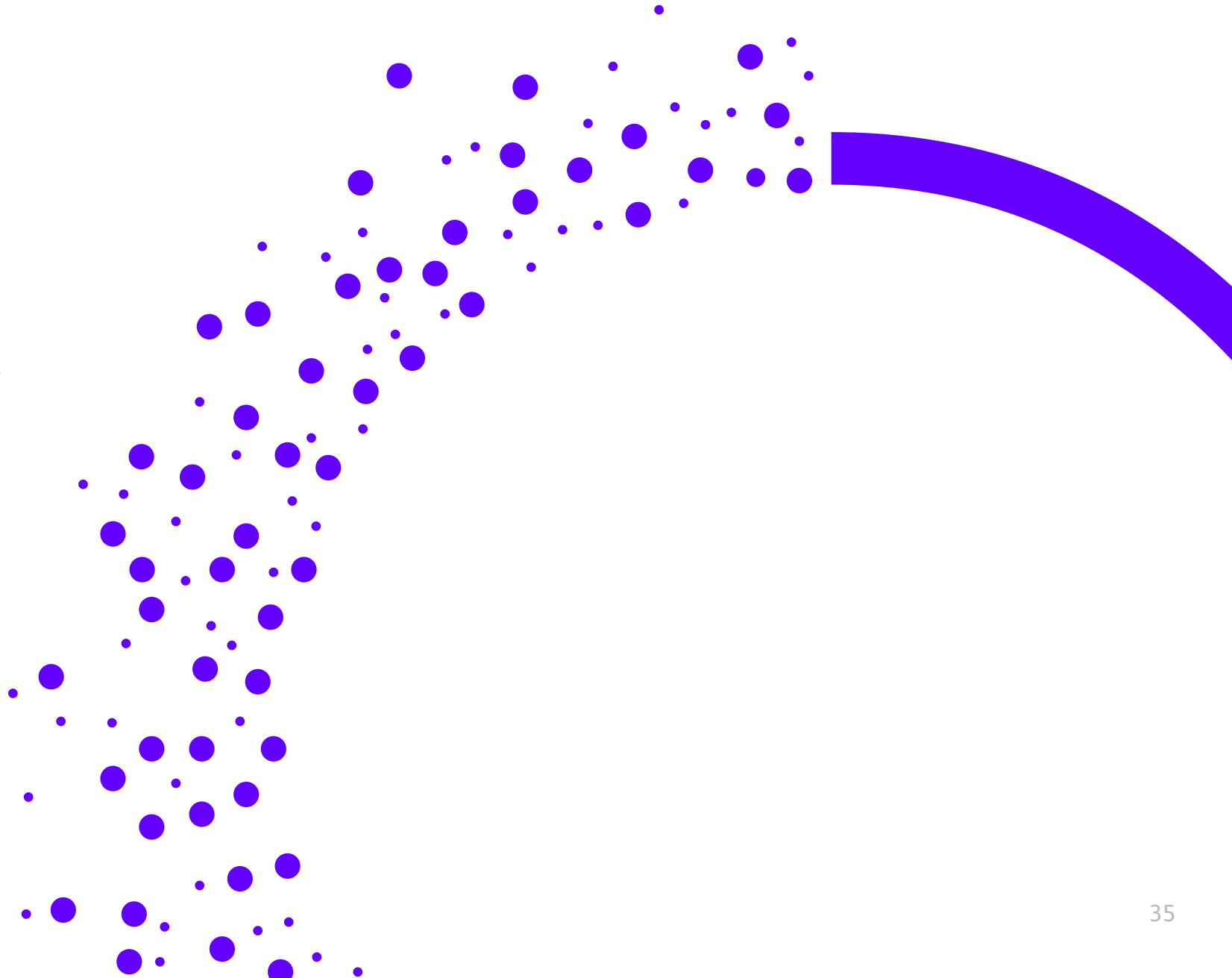


Brand elements

Graphic device

The TII graphic device is an extension of our master brand identity and should be used sparingly and only where appropriate.

The graphic device can be used and locked up or abstracted in any way, so long as the integrity of the device is not compromised, changed or altered in any way. The device here is reproduced in our primary Pantone 2098 on a white background.



Brand elements

Primary colors

Our primary color palette is bold, dynamic and consists of five key colors. We use Pantone 2098 as our master brand color. We also use Pantone Cool Grey 9, 7546, 7471 and White.

Always use the correct colour breakdowns for the colour spaces you are working within. CMYK and Pantone for print (brochures and stationery) and RGB for on-screen (PowerPoint and websites). Please follow all of the latest breakdowns as you see here.

Pantone 2098
CMYK 92C 97M 0Y 0K
RGB 100R 0G 255B

Pantone 7546
CMYK 47C 21M 0Y 73K
RGB 37R 55G 70B

Pantone Cool Gray 9
CMYK 30C 23M 17Y 58K
RGB 117R 120G 123B

Pantone 7471
CMYK 46C 0M 21Y 0K
RGB 126R 221G 211B

Brand elements

Secondary colors

Our secondary color palette is bold, dynamic and consists of eight key colors. Each secondary color should be used solely and as a single accent color in collaboration with our primary palette colors on communications.

Always use the correct colour breakdowns for the colour spaces you are working within. CMYK and Pantone for print (brochures and stationery) and RGB for on-screen (PowerPoint and websites). Please follow all of the latest breakdowns as you see here.

Pantone 2098
CMYK 92C 97M 0Y 0K
RGB 100R 0G 255B

Pantone 7546
CMYK 47C 21M 0Y 73K
RGB 37R 55G 70B

Pantone Cool Gray 9
CMYK 30C 23M 17Y 58K
RGB 117R 120G 123B

Pantone 3395
CMYK 66C 0M 46Y 0K
RGB 0R 195G 137B

Brand elements

Secondary colors

Our secondary color palette is bold, dynamic and consists of eight key colors. Each secondary color should be used solely and as a single accent color in collaboration with our primary palette colors on communications.

Always use the correct colour breakdowns for the colour spaces you are working within. CMYK and Pantone for print (brochures and stationery) and RGB for on-screen (PowerPoint and websites). Please follow all of the latest breakdowns as you see here.

Pantone 2098
CMYK 92C 97M 0Y 0K
RGB 100R 0G 255B

Pantone 7546
CMYK 47C 21M 0Y 73K
RGB 37R 55G 70B

Pantone Cool Gray 9
CMYK 30C 23M 17Y 58K
RGB 117R 120G 123B

Pantone 2655
CMYK 46C 57M 0Y 0K
RGB 150R 120G 211B

Brand elements

Secondary colors

Our secondary color palette is bold, dynamic and consists of eight key colors. Each secondary color should be used solely and as a single accent color in collaboration with our primary palette colors on communications.

Always use the correct colour breakdowns for the colour spaces you are working within. CMYK and Pantone for print (brochures and stationery) and RGB for on-screen (PowerPoint and websites). Please follow all of the latest breakdowns as you see here.

Pantone 2098
CMYK 92C 97M 0Y 0K
RGB 100R 0G 255B

Pantone 7546
CMYK 47C 21M 0Y 73K
RGB 37R 55G 70B

Pantone Cool Gray 9
CMYK 30C 23M 17Y 58K
RGB 117R 120G 123B

Pantone 190
CMYK 0C 58M 16Y 0K
RGB 246R 117G 153B

Brand elements

Secondary colors

Our secondary color palette is bold, dynamic and consists of eight key colors. Each secondary color should be used solely and as a single accent color in collaboration with our primary palette colors on communications.

Always use the correct colour breakdowns for the colour spaces you are working within. CMYK and Pantone for print (brochures and stationery) and RGB for on-screen (PowerPoint and websites). Please follow all of the latest breakdowns as you see here.

Pantone 2098
CMYK 92C 97M 0Y 0K
RGB 100R 0G 255B

Pantone 7546
CMYK 47C 21M 0Y 73K
RGB 37R 55G 70B

Pantone Cool Gray 9
CMYK 30C 23M 17Y 58K
RGB 117R 120G 123B

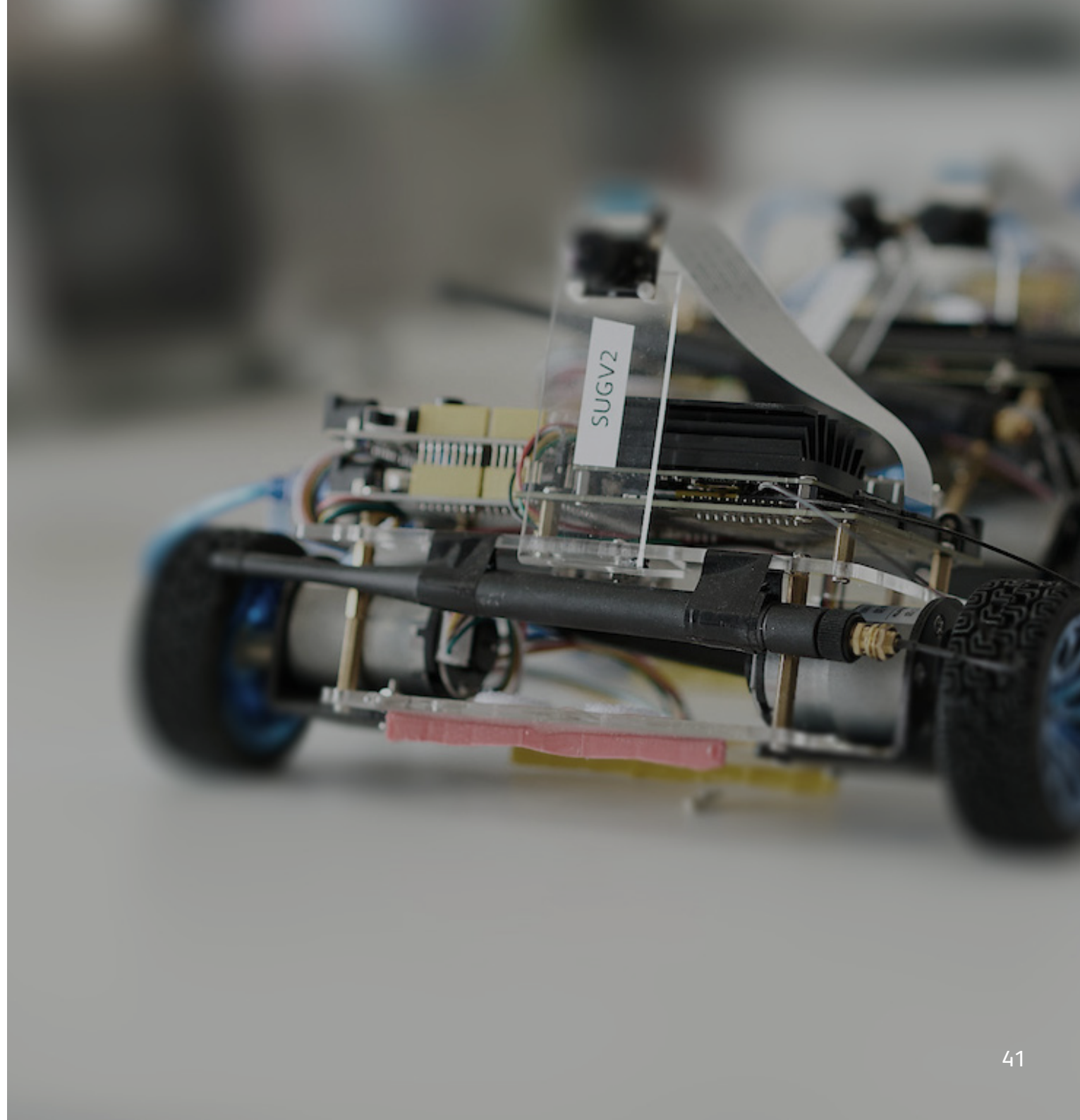
Pantone 7542
CMYK 24C 4M 8Y 13K
RGB 164R 188G 194B

Brand elements

Photography

The TII photography covers all of our Research Centers and operations within each center.

We have a fully comprehensive library of imagery for use across all communications. Our photography has been shot on site and covers all Research Centers. Our photography library is always growing so please ensure you are up to date when reproducing printed and digital communications.



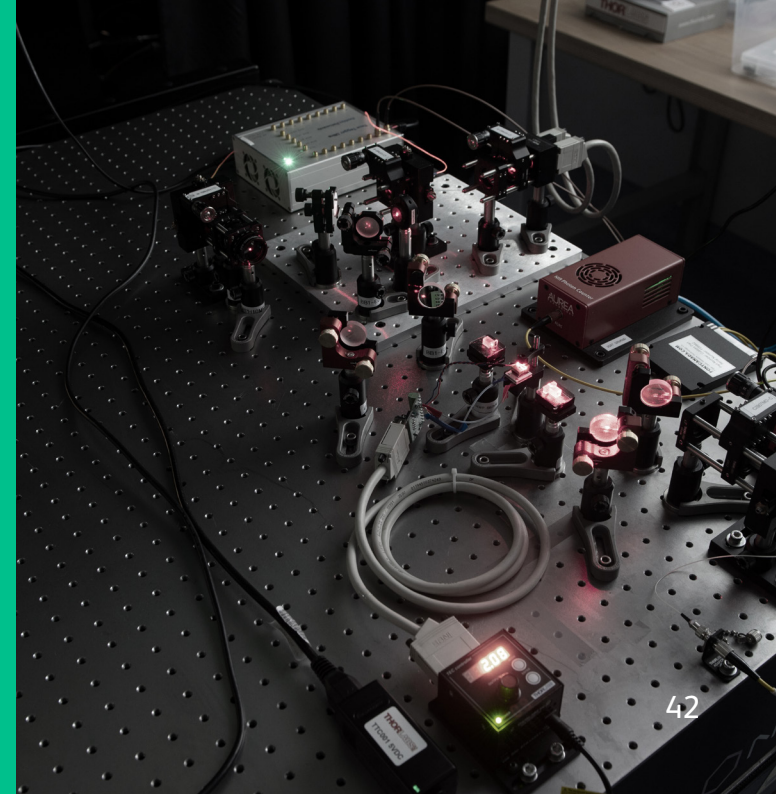
Brand elements

Photography

The TII photography has been shot across our facility and covers all of our Research Centers and the operations within each center.

We use a soft tilt-shift treatment on images where necessary; that is to softly blur the non-contextual aspects of any image, so that the primary subject matter appears ultra sharp and in focus.

We prefer that all image use across communications is utilized alongside our primary and secondary colour palettes to create dynamic and vibrant communications.



Brand elements

Photography

The TII photography has been shot across our facility and covers all of our Research Centers and the operations within each center.

We use a soft tilt-shift treatment on images where necessary; that is to softly blur the non-contextual aspects of any image, so that the primary subject matter appears ultra sharp and in focus.

We prefer that all image use across communications is utilized alongside our primary and secondary colour palettes to create dynamic and vibrant communications.



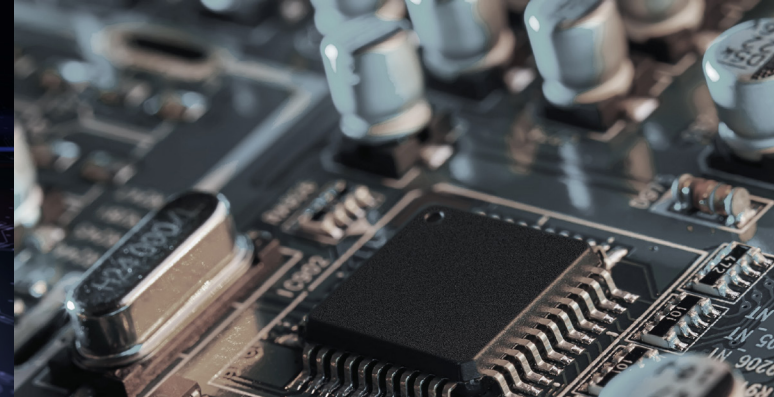
Brand elements

Photography

The TII photography has been shot across our facility and covers all of our Research Centers and the operations within each center.

We use a soft tilt-shift treatment on images where necessary; that is to softly blur the non-contextual aspects of any image, so that the primary subject matter appears ultra sharp and in focus.

We prefer that all image use across communications is utilized alongside our primary and secondary colour palettes to create dynamic and vibrant communications.



Brand elements

Photography

The TII photography has been shot across our facility and covers all of our Research Centers and the operations within each center.

We use a soft tilt-shift treatment on images where necessary; that is to softly blur the non-contextual aspects of any image, so that the primary subject matter appears ultra sharp and in focus.

We prefer that all image use across communications is utilized alongside our primary and secondary colour palettes to create dynamic and vibrant communications.



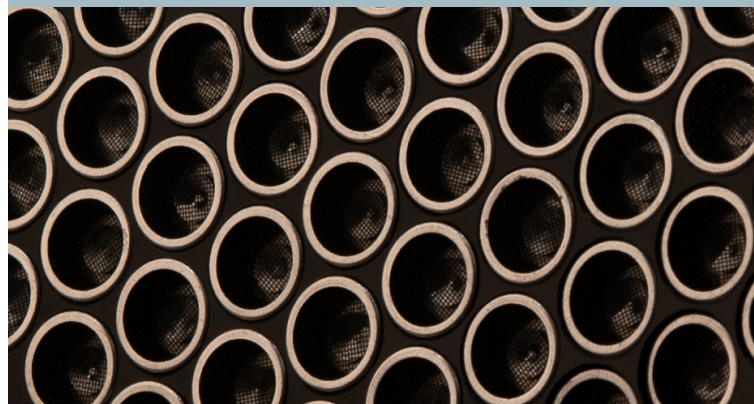
Brand elements

Photography

The TII photography has been shot across our facility and covers all of our Research Centers and the operations within each center.

We use a soft tilt-shift treatment on images where necessary; that is to softly blur the non-contextual aspects of any image, so that the primary subject matter appears ultra sharp and in focus.

We prefer that all image use across communications is utilized alongside our primary and secondary colour palettes to create dynamic and vibrant communications.



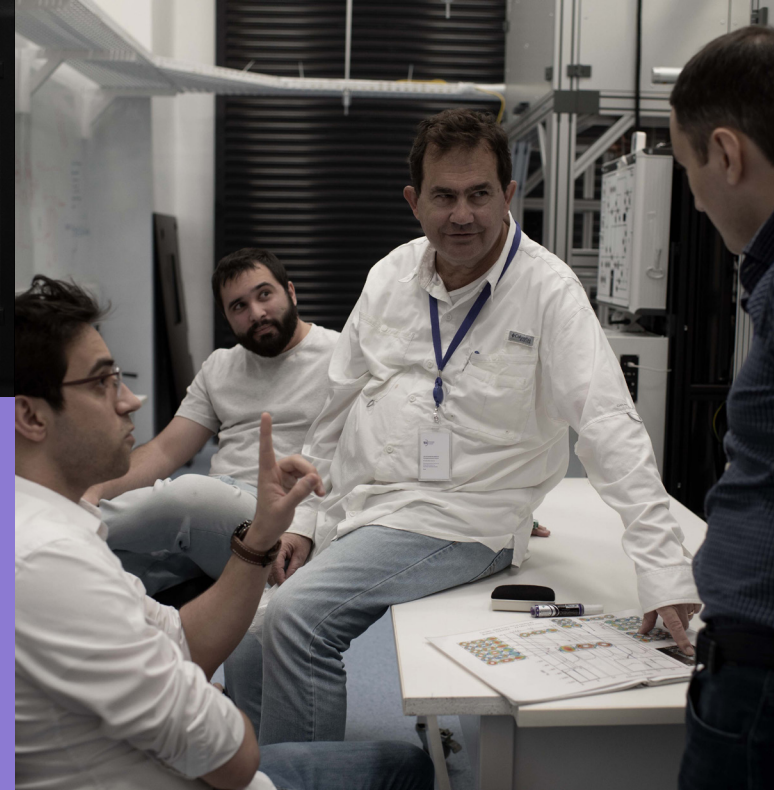
Brand elements

Photography

The TII photography has been shot across our facility and covers all of our Research Centers and the operations within each center.

We use a soft tilt-shift treatment on images where necessary; that is to softly blur the non-contextual aspects of any image, so that the primary subject matter appears ultra sharp and in focus.

We prefer that all image use across communications is utilized alongside our primary and secondary colour palettes to create dynamic and vibrant communications.



Brand elements

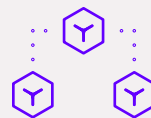
Iconography

TII deploy iconography across all communications where it is deemed necessary to add visual flair or to help with the subject matter.

Iconography should be reproduced across communications at a set line weight. Adherence to the design principles of our suite of icons highlighted here is of paramount importance to the brand - if unsure please consult our marketing department.



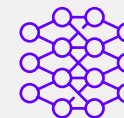
AUTONOMOUS BOAT



BLOCKCHAIN / P2P



DRONE



NEURAL NETWORKS



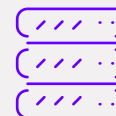
SMART PHONE



COMPUTING



CRYPTOGRAPHY



SERVER



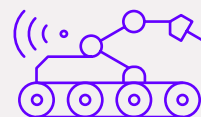
AUTONOMOUS RACING CAR



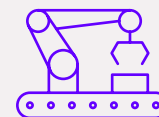
3D PRINTING



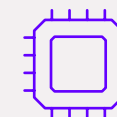
LAZER TECH



AUTONOMOUS ROVER



ROBOTICS



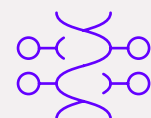
CHIP / ELECTRONICS



ATOM / ENERGY



ADVANCED MATERIALS



BIOTECHNOLOGY



PEOPLE



GLOBAL NETWORK



LAPTOP

Brand elements

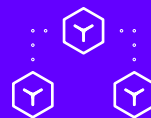
Iconography

The TII graphic device is an extension of our master brand identity and should be used sparingly and only where appropriate.

The graphic device can be used and locked up or abstracted in any way, so long as the integrity of the device is not compromised, changed or altered in any way. The device here in our primary Pantone 2098 on a white background.



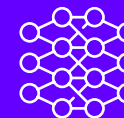
AUTONOMOUS BOAT



BLOCKCHAIN / P2P



DRONE



NEURAL NETWORKS



SMART PHONE



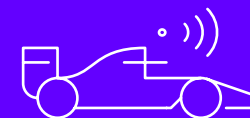
COMPUTING



CRYPTOGRAPHY



SERVER



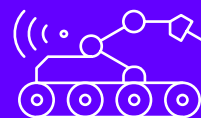
AUTONOMOUS RACING CAR



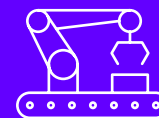
3D PRINTING



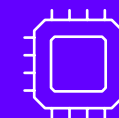
LAZER TECH



AUTONOMOUS ROVER



ROBOTICS



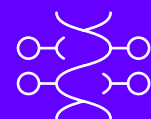
CHIP / ELECTRONICS



ATOM / ENERGY



ADVANCED MATERIALS



BIOTECHNOLOGY



PEOPLE

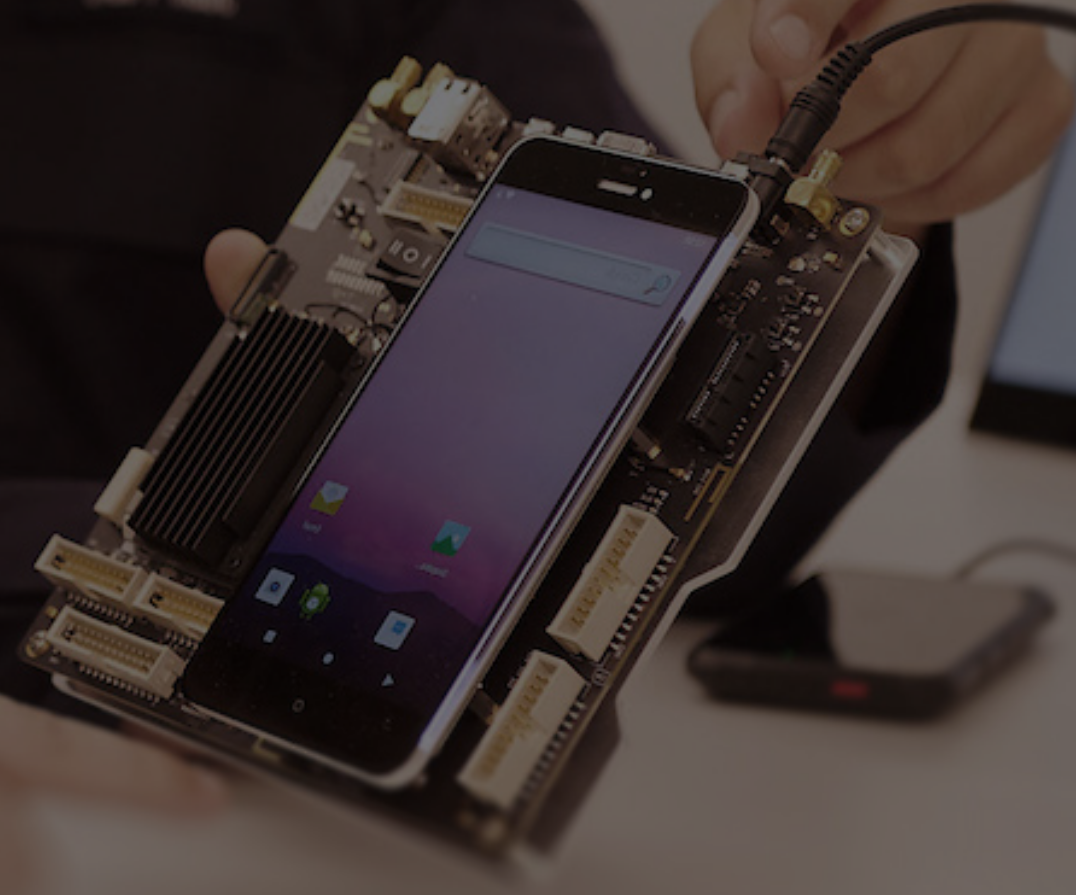


GLOBAL NETWORK



LAPTOP

Brand visualizations





Technology Innovation Institute
P.O.Box: 9639, Masdar City
Abu Dhabi, UAE



Name Surname
Marketing Officer
T +971 0 123 4567
F +971 0 123 4567
name.surname@tii.ae
P.O.Box: 9639, Masdar City
Abu Dhabi, UAE



With compliments

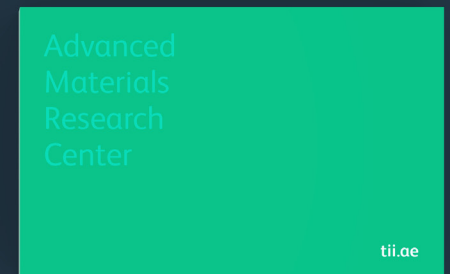
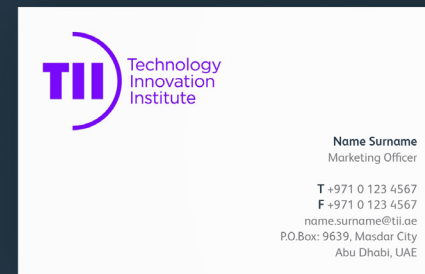
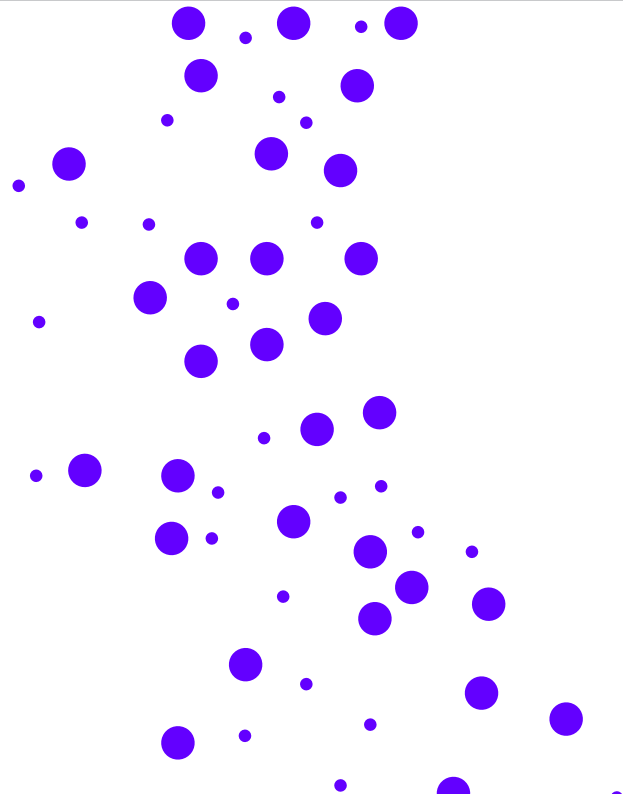
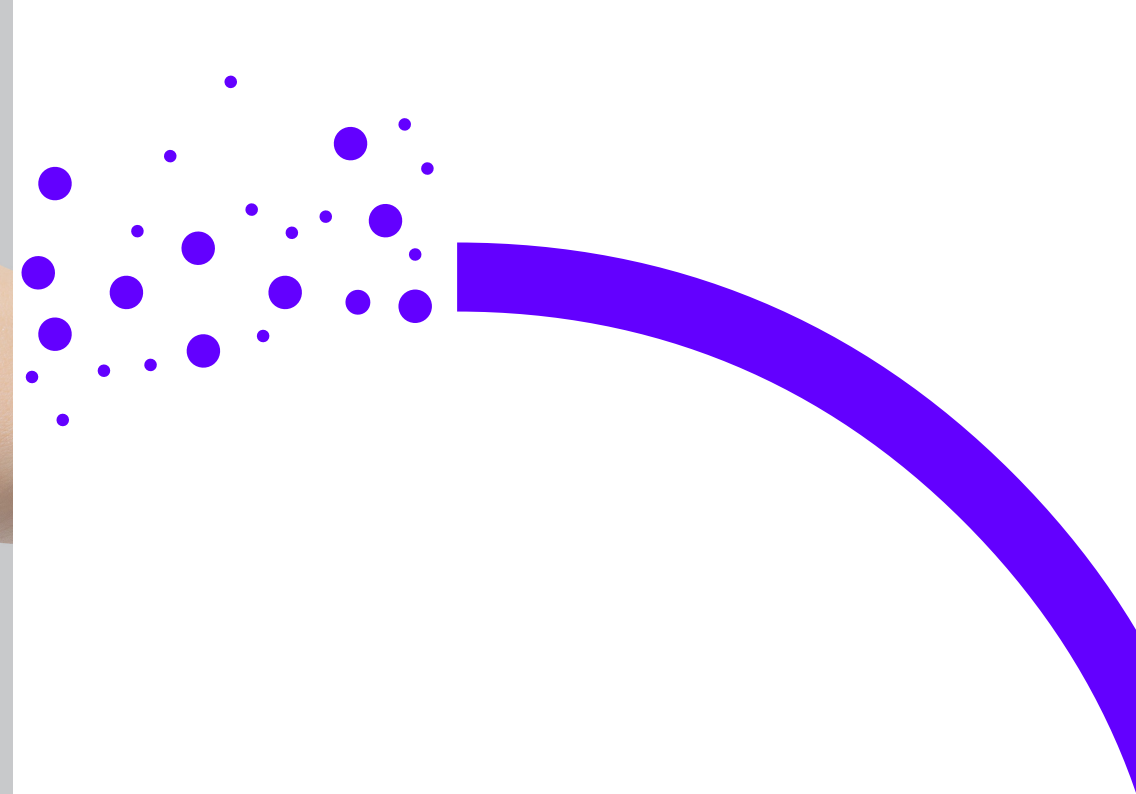
Innovation
for a better
world

tii.ae

tii.ae

tii.ae







Technology Innovation Institute
P.O.Box: 9639, Masdar City
Abu Dhabi, UAE

tii.ae

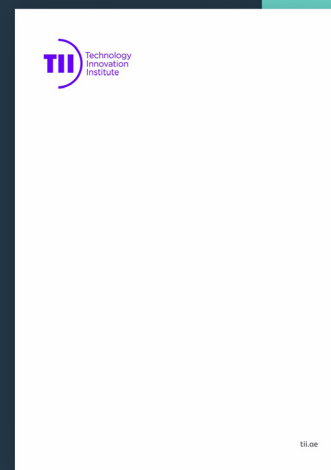


Name Surname
Marketing Officer

T +971 0 123 4567
F +971 0 123 4567
name.surname@tii.ae
P.O.Box: 9639, Masdar City
Abu Dhabi, UAE

Digital
Science
Research
Center

tii.ae



Innovation
for a better
world





is autem vel eum iure
rehenderit qui in ea voluptate

in ipsum dolor sit amet, consectetur adipiscing elit,
o eiusmod tempor incididunt ut labore et dolore
magna aliqua. Nulla posuere magna enim, eget
fermentum diam laoreet ut eiusmod tempor.

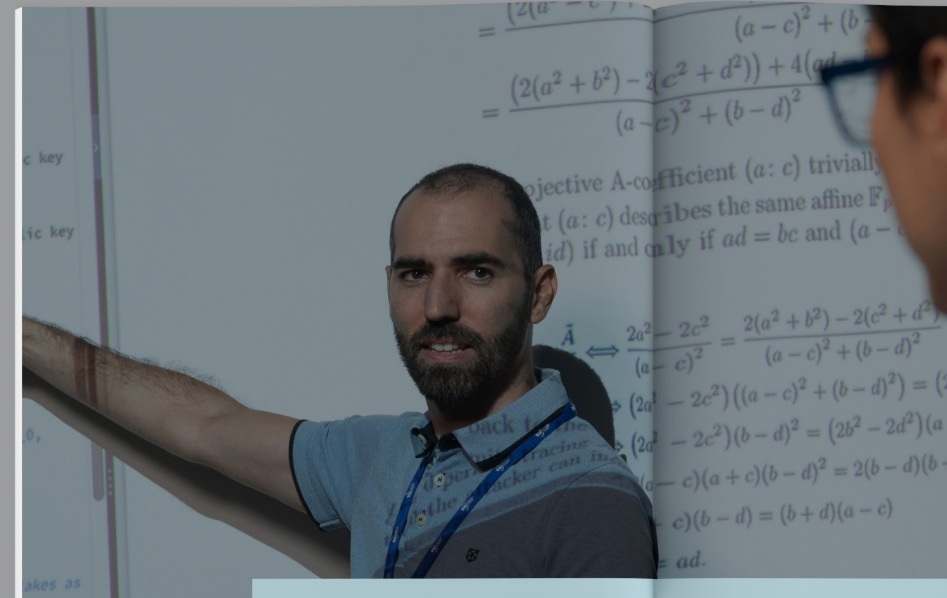
tii.ae



Suspendisse fringilla,
mauris id luctus viverra.
Vivamus congue justo
vel arcu posuere.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Nulla posuere magna enim, eget
fermentum diam laoreet ut eiusmod tempor.

tii.ae



Advanced Materials
Research Centre

Suspendisse fringilla,
mauris id luctus viverra.
Vivamus congue justo
vel arcu posuere.

Lorem ipsum dolor sit amet, consectetur ad
sit amet imperdiet risus vehicula id. Ut posu
eget eleifend felis bibendum et. Cras comm
est sit amet purus semper, quis vehicula nee

Fusce tristique neque lorem, accumsan congu
porttitor fringilla. Praesent laoreet libero vel s
fringilla, eros risus pretium turpis, id rutrum m
fermentum diam laoreet ut. Donec vitae mi u
augue posuere, vulputate velit porttitor, ferme

3

TII - Technology Innovation Institute



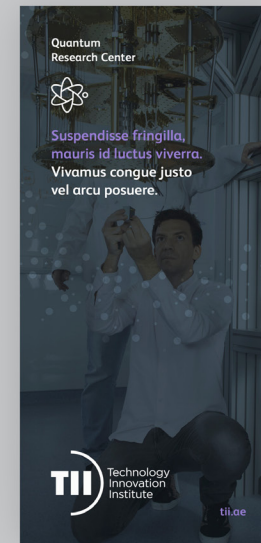
Quis autem vel eum iure reprehenderit qui in ea voluptate

Quantum Research Center

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Nulla posuere magna enim, eget
fermentum diam laoreet ut eiusmod tempor.

tii.ae







Effective Workplace Communication: Our Top Five Tips

Your words shape your reality, so choose the kindest and most compassionate ones when communicating with your colleagues.

Success depends on effective communication. Communication holds us accountable, so we need to be mindful of our words and behavior.

Getting our message across clearly, quickly, and with positive, productive conversations can increase our chances of success at the workplace, whether in person or online.



Practice active listening and be open-minded

Don't just wait for your turn to speak – aim to enter conversations with a flexible, open mind. Pay attention to what others are saying and ask clear questions. And remember: it's OK to be the last one to share your opinion.



Be aware of non-verbal communication

Body language, eye contact, hand gestures, and tone of voice affect perception. A relaxed, open stance and a friendly manner will help people speak candidly with you. A simple smile can go a long way.



Be clear, concise, and confident (the three Cs)

Keep your message short and to the point. Say what you want to clearly, directly, and with confidence, whether you're speaking to someone in person, on the phone, or via email.



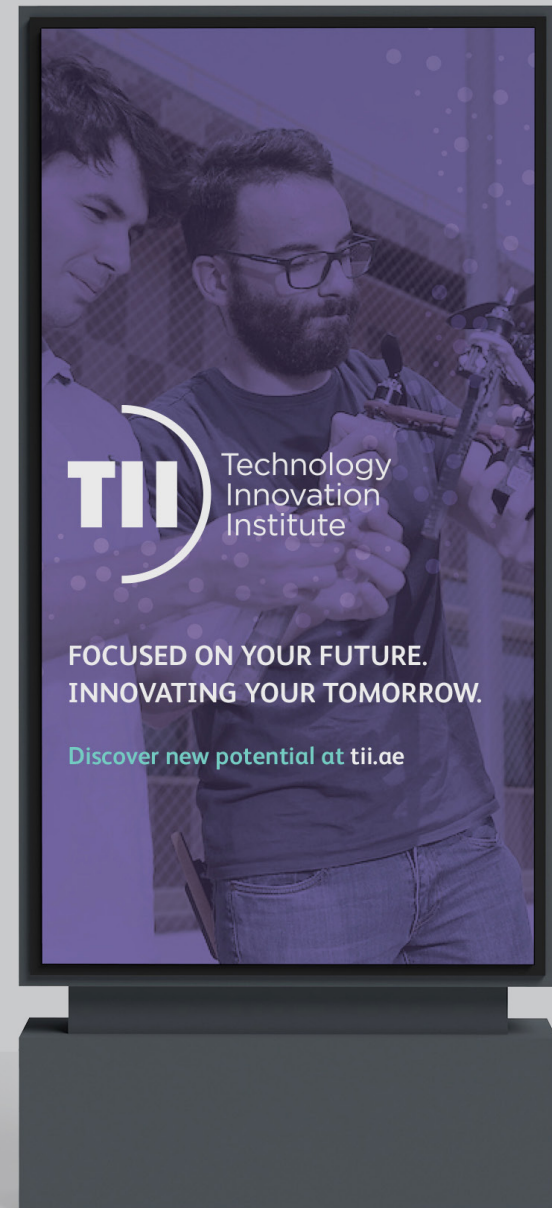
Be respectful

Shouting at someone or making rude comments at work is unprofessional and inappropriate – always avoid such behavior. Select the right environment for a conversation, use a person's name, and make eye contact. Avoid distractions and stay focused on the conversation. And always respect others' time.

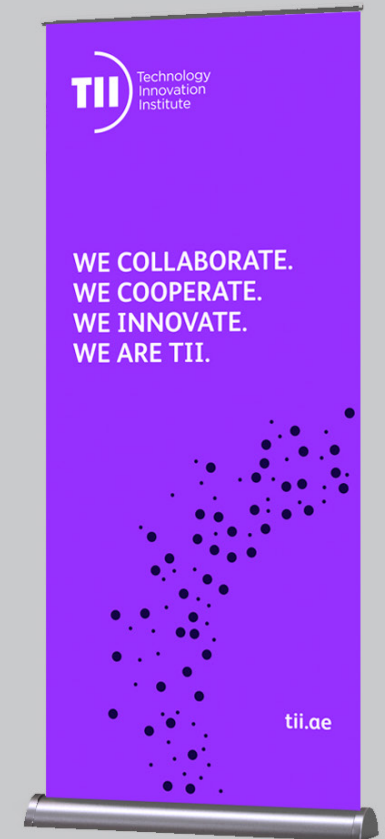
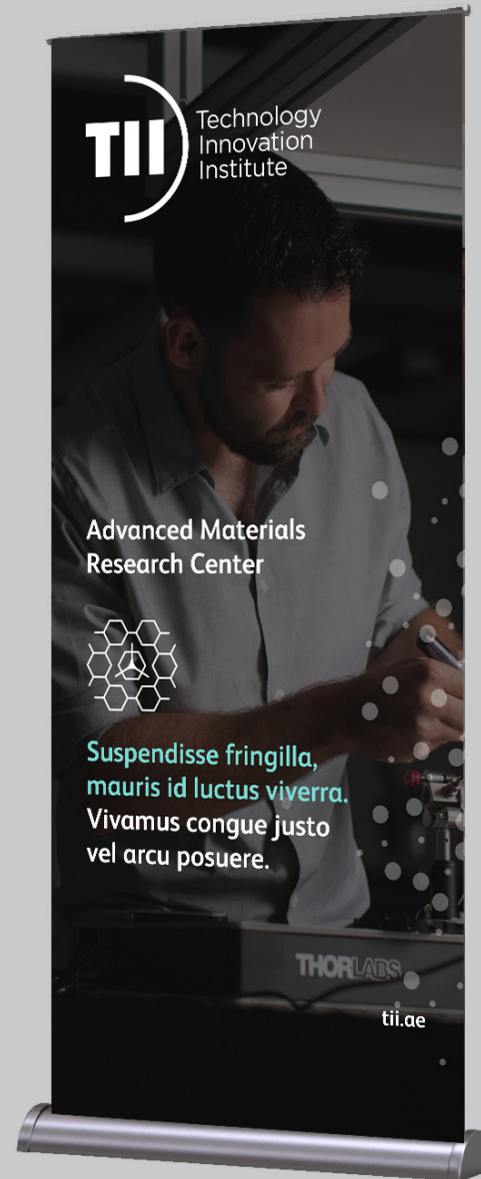


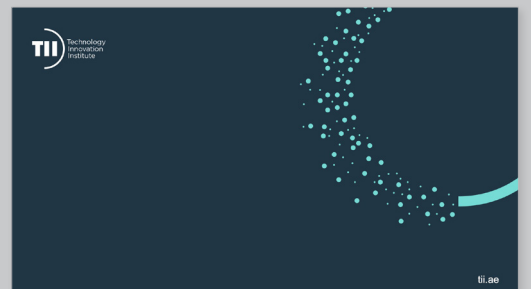
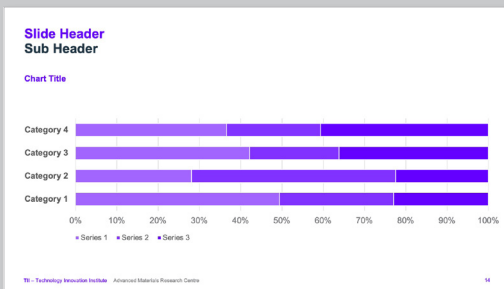
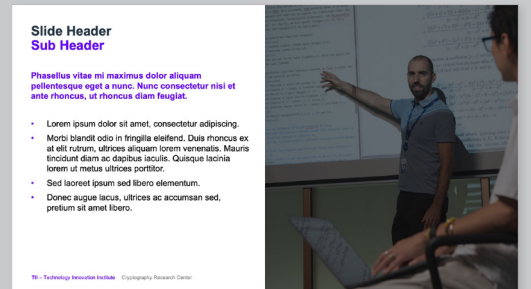
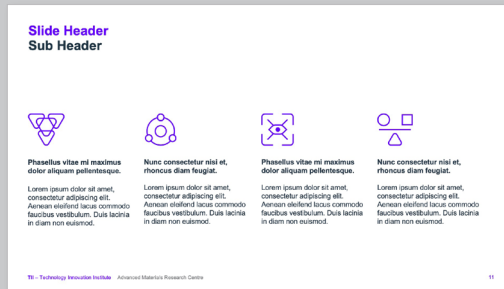
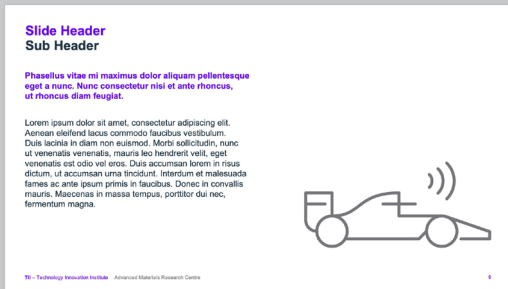
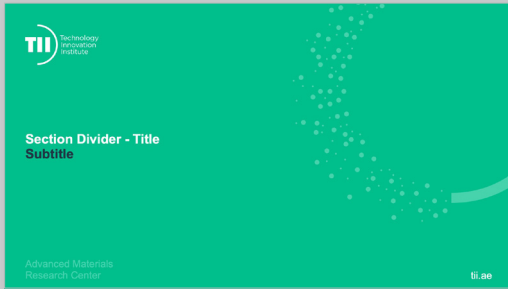
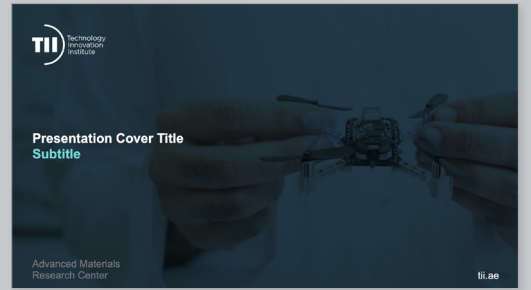
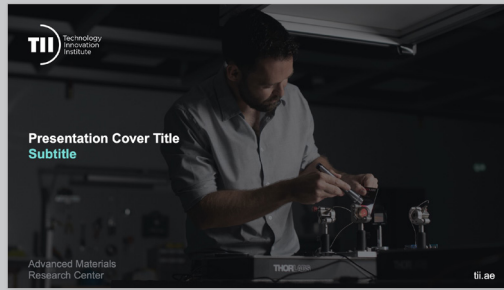
Be empathetic

Handling a disagreement at work can be tricky. Using phrases like "I understand where you're coming from" shows others that you're listening and that you respect their opinions. People will more readily work with you to resolve a disagreement if they feel you share common ground.











Suspendisse fringilla, mauris id luctus viverra. Vivamus congue justo vel arcu posuere.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi
 et risus orci. Fusce auctor erat dui, sit amet imperdiet risus
 vehicula. Ut posuere at eros vel viverra. Integer tempor viverra
 dolor, eget eleifend felis bibendum et. Cras commodo nisi ut
 justo porttitor sollicitudin. Mauris congue est sit amet purus
 semper, quis vehicula neque molestie.

Fusce tristique neque lorem, accumsan congue libero lobortis suscipit.
 Donec imperdiet leo iaculis porttitor fringilla. Praesent laoreet libero
 vel semper pulvinar. Nullam facilisis, felis quis rutrum fringilla, eros
 risus pretium turpis, id rutrum mauris lacus eget tortor. Nulla posuere
 magna enim, eget fermentum diam laoreet.

[READ MORE](#)



Suspendisse fringilla, mauris id luctus viverra. Vivamus congue justo vel arcu posuere.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi
 et risus orci. Fusce auctor erat dui, sit amet imperdiet risus
 vehicula. Ut posuere at eros vel viverra. Integer tempor viverra
 dolor, eget eleifend felis bibendum et. Cras commodo nisi ut
 justo porttitor sollicitudin. Mauris congue est sit amet purus
 semper, quis vehicula neque molestie.

Fusce tristique neque lorem, accumsan congue libero lobortis suscipit.
 Donec imperdiet leo iaculis porttitor fringilla. Praesent laoreet libero
 vel semper pulvinar. Nullam facilisis, felis quis rutrum fringilla, eros
 risus pretium turpis, id rutrum mauris lacus eget tortor. Nulla posuere
 magna enim, eget fermentum diam laoreet.

[READ MORE](#)



Suspendisse fringilla, mauris id luctus viverra.

Fusce tristique neque lorem,
 accumsan congue libero lobortis
 suscipit. Donec imperdiet leo iaculis
 porttitor fringilla.

[READ MORE](#)



Suspendisse fringilla, mauris id luctus viverra.

Fusce tristique neque lorem,
 accumsan congue libero lobortis
 suscipit. Donec imperdiet leo iaculis
 porttitor fringilla.

[READ MORE](#)

TII – Technology Innovation Institute
 P.O. Box 9639, Masdar City
 Abu Dhabi, UAE

Follow us:



You're receiving this email
 because you're on the
 Technology Innovation
 Institute mailing list.

[Unsubscribe](#) | [Update Profile](#)

© Technology Innovation
 Institute 2022.

All Rights Reserved.

[tii.ae](#)





If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our TII communications will be stronger for it. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact hello@tii.ae

Thank you.

