



ARDEE

BROKER & AGENT ADVERTISING GUIDELINES

How to carry the Fairmont Residences Al Marjan Island brand
in your campaigns — clearly, consistently, and with care.

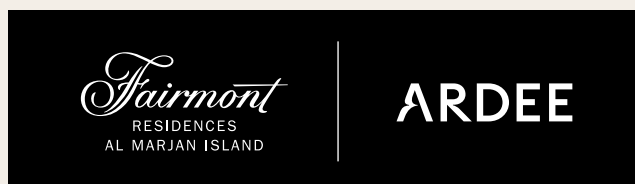


ONE PARTNERSHIP. ONE MARK.

Every advertisement you create for Fairmont Residences Al Marjan Island carries the Fairmont | Ardee lockup. It is supplied to you as final artwork, in black and white versions. Use the files exactly as provided — the lockup is never rebuilt, retyped, or taken apart.



BLACK – ON LIGHT BACKGROUNDS



WHITE – ON PHOTOGRAPHY & DARK BACKGROUNDS

SUPPLIED FILES ONLY

Always place the master artwork. Never redraw the mark, set it in a typeface, or assemble your own version. [Download the lockup here.](#)

KEEP THE PAIR TOGETHER

Fairmont and Ardee appear together, in the fixed proportions of the lockup. Neither logo is used on its own, moved, or resized independently.

CLEAR SPACE

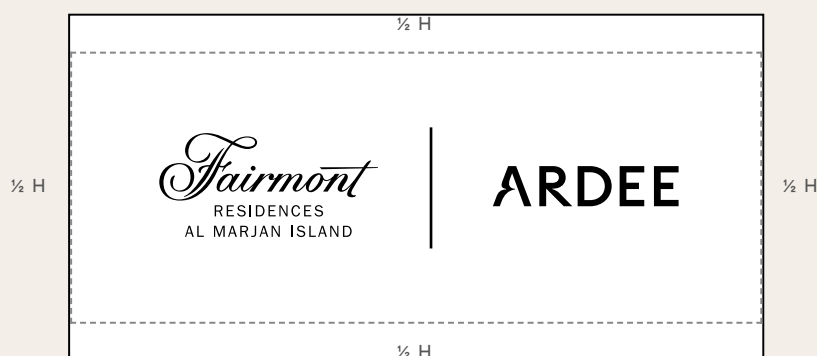
Keep an area equal to half the lockup's height free on all sides. No text, logos, or busy imagery inside this zone.

MINIMUM SIZE

Digital: 120 px wide, and never less than 24 px tall in slim banners. Print: 40 mm wide.

COLOUR & CONTRAST

Black on light backgrounds; white over photography or dark grounds, only where the area behind it is calm and dark enough to read. Never recolour, outline, or add effects.



CLEAR SPACE – HALF THE LOCKUP'S HEIGHT, ALL SIDES

YOUR LOGO CLOSES THE LAYOUT.

The lockup leads every advertisement; your logo signs it off. Place your agency logo at the base of the artwork — it tells buyers who to call, while the property brand stays unmistakably in charge.



THE ANATOMY OF A CO-BRANDED AD

Lockup Leads | Message In The Middle | Your Logo At The Base

POSITION	Always at the bottom of the layout — bottom-left preferred, aligned to the margin. In slim horizontal banners, anchor it to the far right.
SCALE	Always subordinate to the lockup: no wider than 75% of the lockup’s width, and never taller than it.
VERSION	One logo only. Use a single-colour or white version over photography; keep your own clear space around it.
NEVER	Never at the top, never beside or inside the lockup, and never combined with it into a new mark.

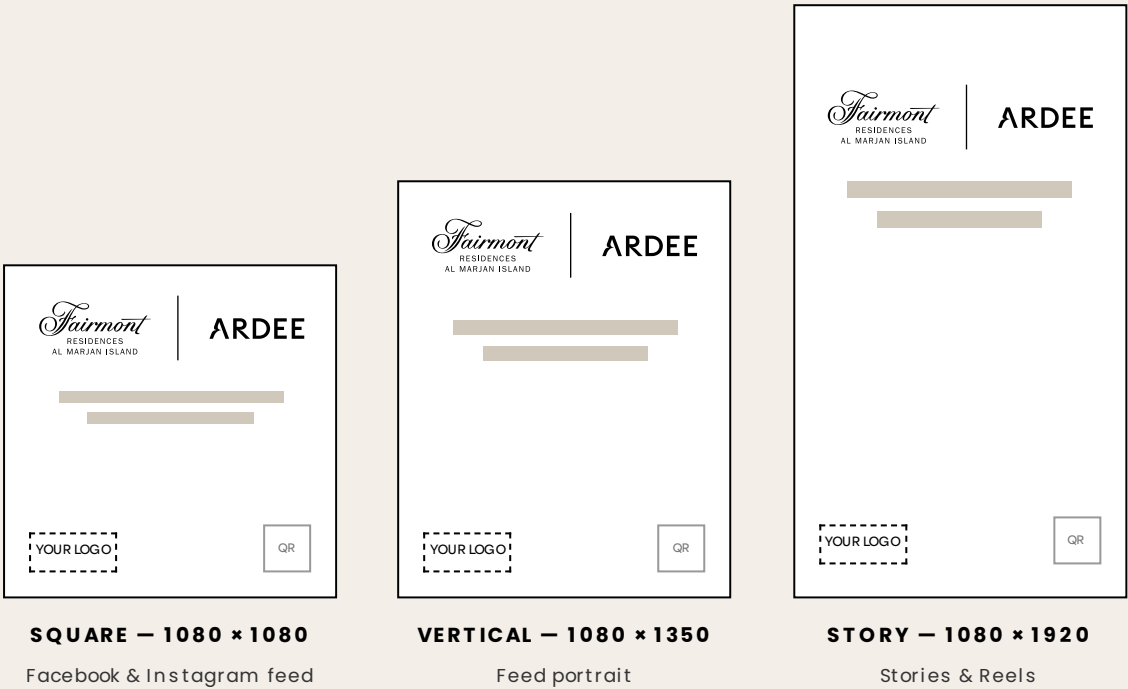
WHY IT MATTERS

Buyers respond to one clear brand story. When every broker ad follows the same hierarchy, your campaigns borrow the full strength of Fairmont and Ardee — and your listings benefit from it.

**DLD QR CODES ARE ONLY FOR UAE TARGETTED ADS

FEED, PORTRAIT & STORIES.

Three master layouts cover every social placement. The lockup sits top-centre at roughly half the canvas width; your logo holds the bottom-left corner; a QR code may sit bottom-right.

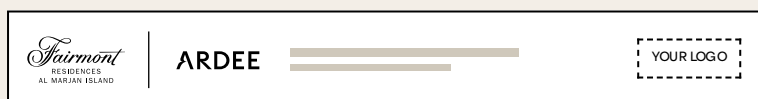
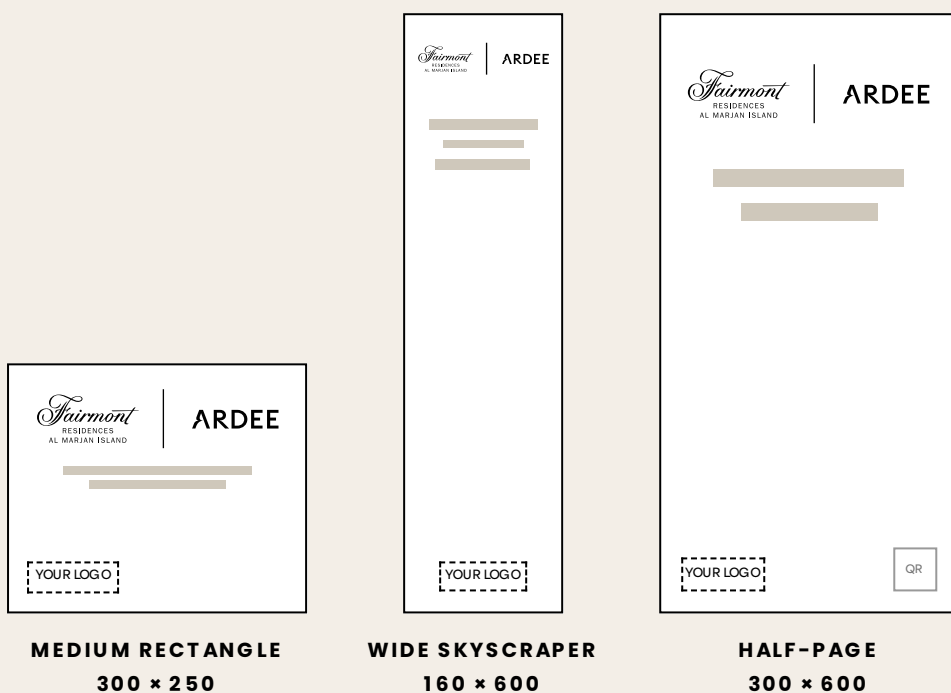


LOCKUP	Top-centre, 45–55% of canvas width. Use the white version over photography.
YOUR LOGO	Bottom-left, no wider than 30% of the canvas. Keep clear of platform UI in stories — hold a safe margin of 250 px top and bottom.

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STANDARD DISPLAY UNITS.

Vertical and rectangular units follow the stacked hierarchy: lockup first, message, then your logo at the base. The leaderboard runs left to right: lockup leads on the left, your logo closes on the right.



LEADERBOARD — 728 x 90

Lockup left · message centre · your logo right

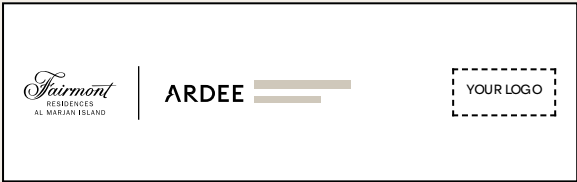
****DLD QR CODES ARE ONLY FOR UAE TARGETTED ADS**

SMALL SPACES, SAME ORDER.

Mobile banners follow the leaderboard logic — lockup left, your logo right. Space is scarce here, so hold the hierarchy and let the message stay short. If the lockup cannot sit comfortably beside a message, drop the message, never the lockup.



MOBILE LEADERBOARD — 320 × 50



LARGE MOBILE BANNER — 320 × 100

THE NEAR-SQUARE RULE

Any placement close to a 1:1 ratio — 320 × 300, 336 × 280, 250 × 250 and similar — does not need its own layout. Scale the supplied 1080 × 1080 square master to fit. One art work, every near-square

MINIMUM LEGIBILITY

The lockup never renders below 24 px tall. In a 320 × 50 unit that means roughly two-thirds of the banner height — plan around it.

YOUR LOGO

Anchored right, never taller than the lockup, with clear space respected on both marks.

DO & DON'T.

DO

Use the supplied lockup files, in black or white only.

Lead with the lockup; sign off with your logo at the base.

Hold the clear space – half the lockup's height, all sides.

Place the white lockup on calm, dark photographic areas.

Keep copy short, factual, and free of hype.

Use approved project photography and renders.

DON'T

Don't retype, redraw, stretch, rotate, or recolour the lockup.

Don't separate Fairmont from Ardee, or use either alone.

Don't place your logo at the top, or larger than the lockup.

Don't add drop shadows, glows, outlines, or gradients.

Don't set the lockup over busy or low-contrast imagery.

Don't alter prices, availability, or claims beyond approved copy.

BEFORE YOU PUBLISH

☐ The correct lockup file is placed, at or above minimum size, with clear space intact.

☐ Your logo sits at the base of the layout and stays subordinate to the lockup.

☐ Imagery, copy, and disclaimers match the approved campaign materials.

☐ Final artwork has been submitted to your Ardee partner manager for approval before going live.

Thank you for representing Fairmont Residences Al Marjan Island with the same care we put into building it. For artwork files, questions, or approvals, speak with your Ardee partner manager.



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