

# wasl

Broker Toolkit

## 1.1 Introduction

The following guidelines are designed to ensure that all promotional materials align with Wasl's brand identity. They provide clear instructions on branding, marketing approvals, and the correct promotion of Wasl projects, helping you maintain consistency while showcasing Wasl's developments effectively. By adhering to these standards, you will help preserve the integrity of Wasl's brand and foster a successful collaboration.



1.2  
Broker Toolkit  
Whats included?

Your broker toolkit includes links to all the Wasl branded resources you need. This will enable you to implement and deliver effective and on-brand marketing materials in line with the Wasl brand identity.

Only use the authorised links included below and do not use any third-party sources to download broker toolkit materials. Failure to do this will jepordise the integrity of our brand.

Brochures

Digital collateral to assist in the promotion and marketing of specific properties.

Download

- Use only the authorised files and/or links provided by Wasl.
- Ensure all brochures downloaded are relevant to the property you are marketing and ensure all files are in the correct format (e.g., high-resolution PDFs or editable files as required).

Factsheets

Relevant information containing facts and key points about a property.

Download

- Use only the authorised files and/or links provided by Wasl.
- Ensure all factsheets downloaded are relevant to the property you are marketing and ensure all files are in the correct format (e.g., high-resolution PDFs or editable files as required).

Floorplans

Drawings containing important details, key elements and property dimensions.

Download

- Use only the authorised files and/or links provided by Wasl.
- Ensure all floorplans downloaded are relevant to the property you are marketing and ensure all files are in the correct format (e.g., high-resolution PDFs or editable files as required).

Photos and Logos

Authorised images and brand identity materials.

Download

- Use only the authorised files and/or links provided by Wasl.
- Ensure all photos and logos downloaded are relevant to the property you are marketing and ensure all files are in the correct format (e.g., high-resolution PDFs or editable files as required).

# 1.3

## Approval Process

### Steps

All broker marketing and promotional materials for Wasl projects must go through an approval process to ensure brand consistency and compliance with Wasl’s identity and messaging standards. No broker campaign may be launched without prior approval from the Wasl Broker Management team.

This process ensures that all communication aligns with Wasl’s values, visual guidelines, and project-specific selling points.

### Create Artworks

Create promotional materials using Wasl-approved assets and project information.

#### Guidelines

- Design all promotional collateral following the Broker Toolikt guidelines.
- Use only the project logos, images, and information provided by Wasl.
- Ensure the content reflects Wasl’s tone of voice, professionalism, and customer-centric approach.

### Submit for Approval

Submit materials at least three working days before the campaign start date.

#### Guidelines

- Send the final artwork, including all visual and written elements, to the Wasl Broker team for review.
- Collateral should be submitted at least 3 working days before the intended campaign launch.
- Ensure all files are in the correct format (e.g., high-resolution PDFs or editable files as required).

### Receive Approval

Receive approval from the Wasl Broker team before proceeding with the campaign.

#### Guidelines

- The Wasl Broker Team will review the materials and provide feedback or approval.
- If revisions are required, make the necessary changes and resubmit for final approval.
- Only once you have received written approval from the Wasl Marketing Team can the materials be used in your campaign.

# 1.4

## Wasl Projects Promotion

### Logos Endorsment

For all promotional materials, it is essential to feature both the Wasl Project logo and the Broker’s logo in a clear and professional manner.

In line with Wasl’s brand guidelines, the Wasl Project logo must always take precedence, occupying the primary position in the visual hierarchy. Meanwhile, the Broker’s logo should be placed in the sign-off position, ensuring appropriate attribution and ownership of the promotion.

— Always adhere to the approval process for all promotional items to ensure compliance with Wasl’s brand guidelines and standards.

Full Bleed Image



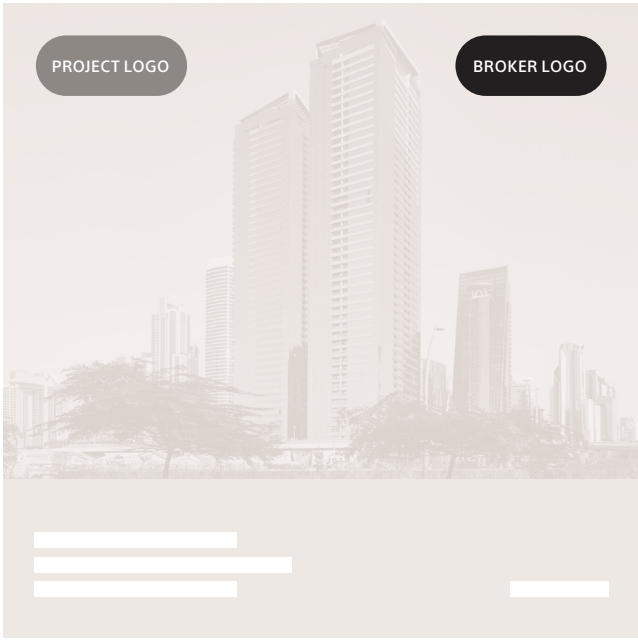
In a vertical endorsement place the Wasl project logo at the top left to lead the design, and position the broker’s logo at the bottom left as the sign-off. Ensure both logos are clearly visible and maintain their integrity.

Full Bleed w/ Headline



In a vertical endorsement with a headline copy, adhere to the Wasl brand’s typography hierarchy for consistency. Place the Wasl project logo at the top left to lead the design, and position the broker’s logo at the bottom left as the sign-off. Ensure both logos are clearly visible and maintain their integrity. Additionally, ensure the copy and logos do not overlap or clutter the photo, maintaining a clean, balanced, and professional layout.

Full Bleed w/ Information Footer



In a horizontal endorsement with information in the footer area, position the Wasl project logo at the top left to lead the design and place the broker’s logo at the top right as the sign-off. Ensure both logos are clearly visible and maintain their integrity. To avoid clutter and ensure clear communication, confine all additional information to the designated footer area, following the Wasl brand’s typography hierarchy for consistency and professionalism.

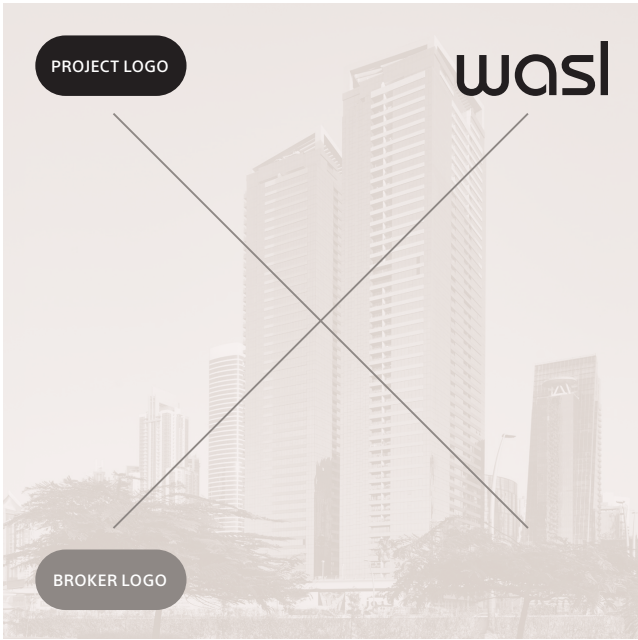


# 1.5

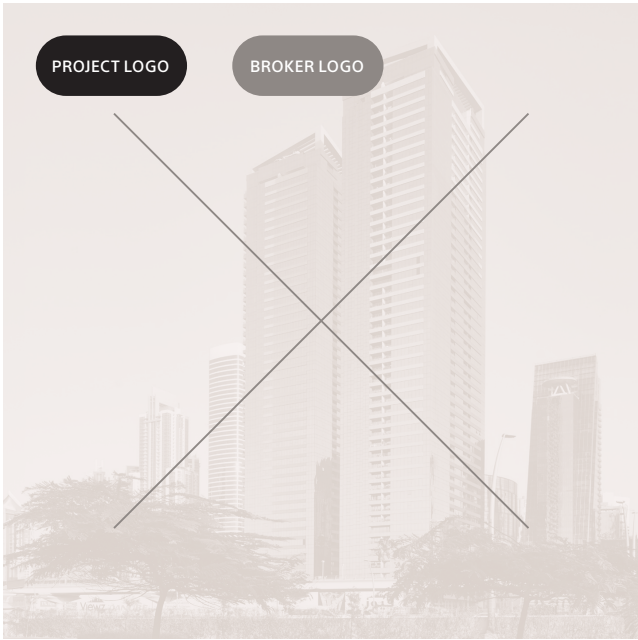
## Wasl Projects Promotion

### Logo and Layout Misuse

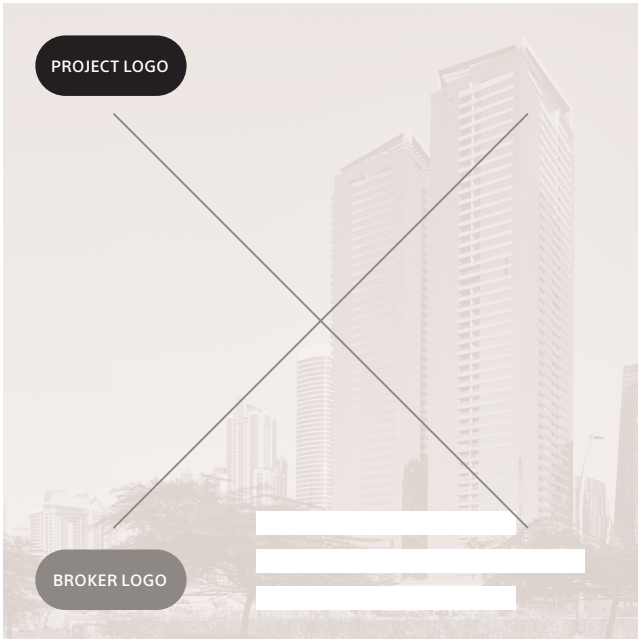
Proper use of logos and layouts is critical to maintaining brand integrity and ensuring a professional presentation. Misuse of the Wasl project logo, broker logo, or overall layout compromises the visual identity and clarity of the materials. This section highlights common errors to avoid, providing clear guidelines to uphold consistency and alignment with Wasl’s brand standards.



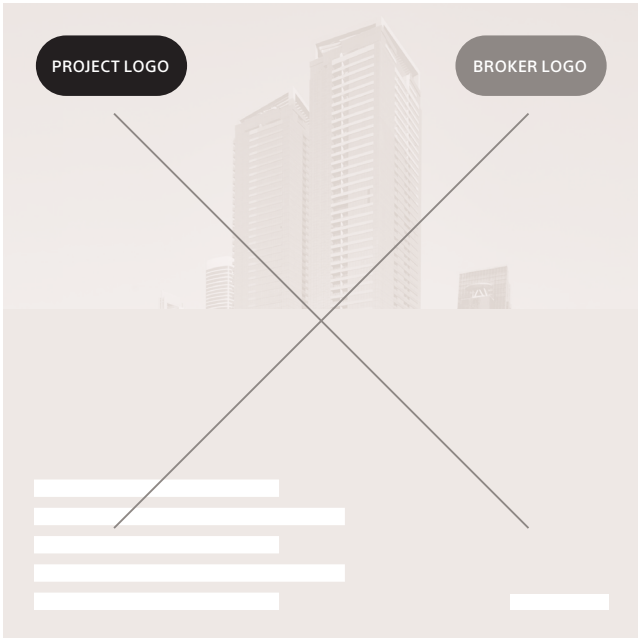
**Do Not** use the Wasl master logo in broker promotional materials. Only the Wasl project and broker logos are allowed.



**Do Not** alter the predefined logo placements.



**Do Not** alter the predefined copy placement.



**Do Not** modify the predefined footer area or crop the photography.

# 1.6

## Wasl Projects Promotion

### Mailer Endorsement Guide

Wasl property mailer templates are carefully designed to integrate broker branding when needed. These templates include designated areas for the Wasl project logo, Broker logo, and Broker contact information, ensuring a cohesive and professional presentation. The Wasl Marketing Team will provide authorised templates to ensure consistency and alignment with brand guidelines.


It is mandatory that all templates feature both the Wasl project logo and the broker’s logo, adhering strictly to the predefined placements to maintain clarity, balance, and brand integrity.

Always utilise the approved templates provided by the Wasl team to guarantee professionalism, compliance, and seamless integration of broker identity within the promotional materials.

— Always adhere to the approval process for all promotional items to ensure compliance with Wasl’s brand guidelines and standards.

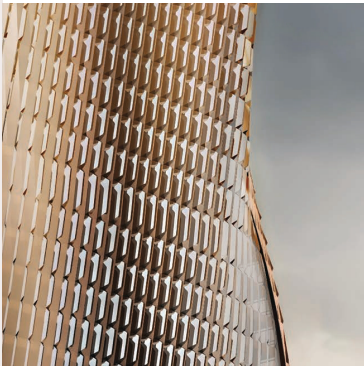
PROJECT LOGO

BROKER LOGO



### Wasl Tower

A benchmark in luxury, sustainability and architectural brilliance




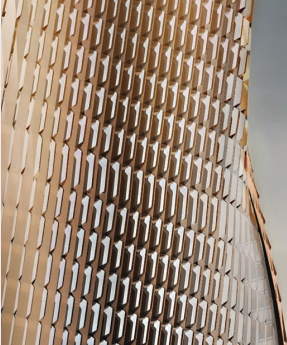
#### A design marvel

Rising all the way up to 303 metres, the tower features a unique design that sets new standards in sustainability.

#### The pinnacle of luxury

The tower brings together every feature that makes it synonymous with elegance and exclusivity.






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#### AMENITIES STEEPED IN LUXURY

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Register Now

Send us your details and we will get back to you

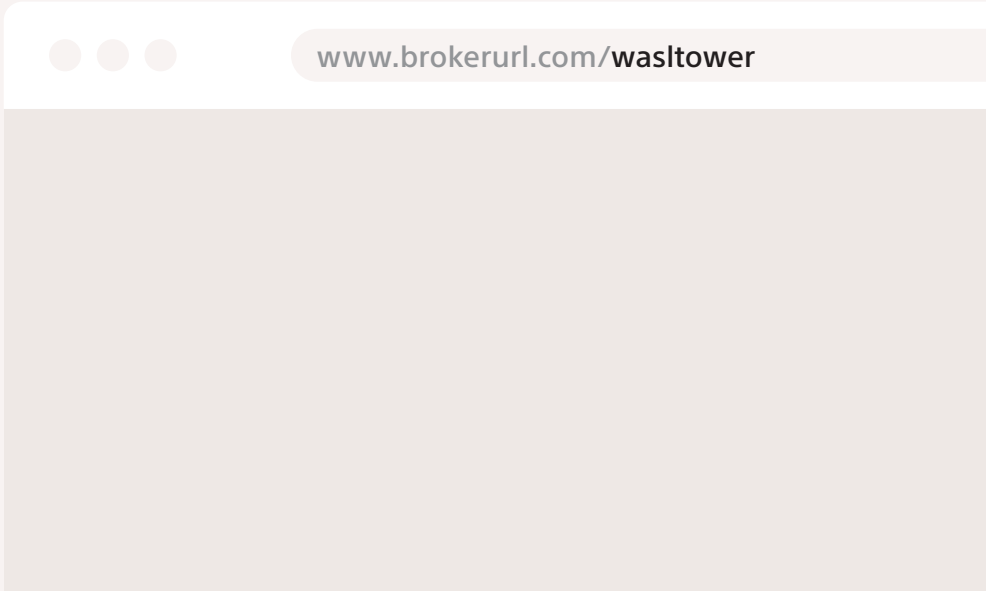


BROKER LOGO

# 1.7

## Broker's Website & Campaigns

Wasl Project brand names must not appear as the primary domain name in any website URL used in broker communications. Wasl Project brand names are legally trademarked by Wasl and are protected to ensure their proper use. Brokers are only permitted to reference Wasl project brand names as subfolders within their existing domains.



**Do**  
Wasl Project name as subfolder within existing domain



**Don't**  
Wasl Project name as primary domain name



# Contact

For any help or assistance,  
please contact the Wasl Broker Management Team:

E – [broker@wasl.ae](mailto:broker@wasl.ae)

Wasl Experience Center  
Al Safa 2, Sheikh Zayed Road  
Dubai, UAE

**wasl.ae**

