

BRAND GUIDELINES

CAPSTONE REAL ESTATE LLC



A quick reference guide to be followed when mentioning Capstone Real Estate in online or offline publications, ads, social media, etc.



Table Of Contents

2	Brand Introduction
4-10	Brand Identity & Positioning
11-12	Logo Usage
13	Color Palette
14-15	Typography
16-17	Voice and Tone
18-20	Legal Guidelines
21	Contact



Brand Introduction

Capstone Real Estate was founded by two visionary Emiratis, Amer Al Ahbabi and Khalifa AlDhaheri. With an unwavering respect for our rich cultural heritage and a keen eye on future innovations, we blend tradition with modernity to offer exceptional real estate brokerage, investment, and property management solutions.





Brand Positioning

Capstone Real Estate is positioned at the intersection of **exclusivity, cultural authenticity, modernity, and professional reliability**. As an Emirati-owned and operated company, Capstone goes beyond traditional agency models. It's not just a brokerage—it's a full-service real estate firm that positions itself as a trusted advisor and long-term partner.

Key Positioning Pillars:

Premium Yet Approachable: Whether a high-net-worth investor or a first-time tenant, Capstone delivers a boutique-style, high-touch experience where professionalism is non-negotiable and every client is treated like a VIP.

Emirati Identity with Global Appeal: Capstone's roots in local values set it apart from faceless international chains. The company proudly wears its national identity, while delivering service that meets and exceeds international standards.

Integrated Solutions Provider: From sales and leasing to property management and investor advisory, Capstone is not just facilitating transactions—it's curating experiences and building legacies.

Tech-forward but Human-centered: The inclusion of AI-powered tools and digital platforms is balanced with deeply human service—experienced agents, tailored guidance, and personal attention.



Brand Personality

Capstone presents itself as elite, professional, and dependable. It seeks to lead, to set the standard in the real estate sector, and to earn the long-term trust of Emirati and international clients..

Archetypes:

- Ruler 70%
- Caregiver 30%

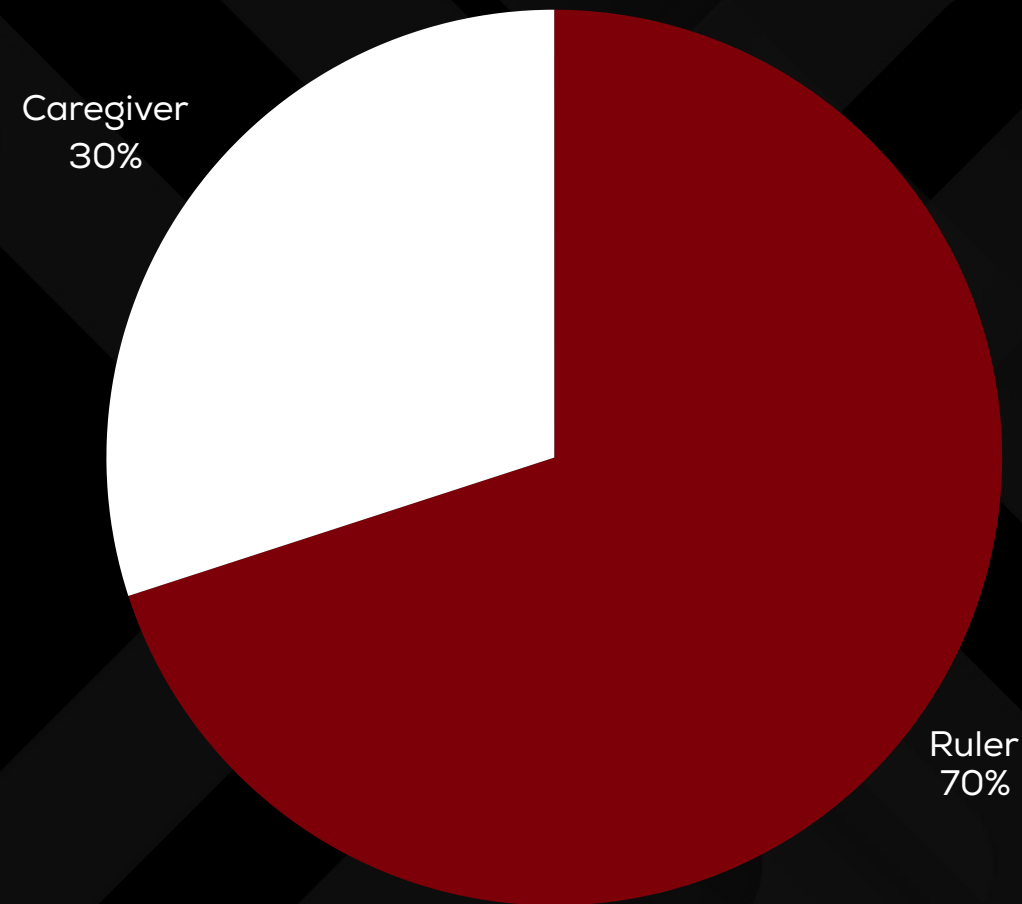
Core Brand Traits:

Professional & Polished: Capstone exudes confidence and reliability. Communication is clear and articulate, visual design is clean and modern, and the team operates with a white-glove, by-the-book professionalism. Everything—from listings to client meetings—feels prepared, organized, and well-executed.

Premium & Elegant: The brand's refinement shows in its simplicity, its attention to detail, and its deep knowledge of the market. Think muted color palettes, concise language, modern typography, and a focus on experience over hype.

Warmly Emirati: Capstone is rooted in UAE values of hospitality, discretion, and respect. This isn't just a marketing angle—it's embodied in the tone, etiquette, and relationships the team builds. The brand conveys trust, respect, and community understanding—especially important in high-stakes real estate decisions.

Brand Personality



Core Brand Traits (contd.):

Client-Centric & Human:

The team listens, adapts, and responds. Reviews and testimonials emphasize how Capstone's agents go "above and beyond," act as guides rather than pushy salespeople, and create a sense of comfort and clarity in what can be a high-stress process.

Insightful & Informed:

Capstone's agents are consultants, not just intermediaries. They bring data-backed insights, deep area expertise, and honest advice—even if it means steering clients away from a deal. The vibe is advisory, not salesy.

In total, Capstone's personality blends the prestige of a private banking firm, the warmth of a local host, and the intelligence of a top-tier consultancy.



Ruler Archetype

Control, Excellence, and Stability

Why it fits Capstone:

Capstone presents itself as elite, professional, structured, and dependable. It seeks to lead, to set the standard in the real estate sector, and to earn the long-term trust of both Emirati and international clients through excellence.

Key Traits:

Leadership and command over the real estate domain.
Emphasis on premium quality, order, and meticulous service.
Strong reputation and authority in the local market.
Clear systems (AI tools, full-service offerings, professional branding).

Visual & Verbal Expression:

Clean, structured layout and elegant typography.
Controlled, confident tone of voice.
Sophisticated, minimal design reflecting "quiet luxury."

Emotional Promise:

"With us, you're in control—even when you're not an expert."

Capstone reassures clients with calm, grounded professionalism that eliminates chaos in property decisions.

Caregiver Archetype

"We take care of your property as if it were our own."

Why it fits Capstone:

Beyond luxury and leadership, Capstone emphasizes service, attentiveness, and loyalty. This is important for: Long-term landlord relationships, Personalized support, to Expats and non-residents who rely on hands-on service from afar

Key Traits:

Empathy and compassion in communication
A hospitality-inspired service mindset
Emphasis on trust and personal relationships
Attentiveness to unique cultural needs (especially for Gulf clients)

Visual & Verbal Expression:

Friendly, professional imagery (agents, families, clean homes)
Warm, supportive tone—never salesy or overly corporate
Testimonials and long-term client narratives

Emotional Promise:

"We're with you, every step of the way."

Whether managing your property or helping you find a home, Capstone is committed to your peace of mind.



Target Market

Capstone Real Estate speaks directly to discerning clients who seek more than a property—they seek confidence, convenience, and cultural alignment in their real estate journey.

1. UAE Nationals and Gulf Investors

- **Why They Choose Capstone:** The founders' Emirati heritage builds automatic trust. Clients know they're dealing with someone who understands their values, expectations, and standards.
- **Typical Needs:** Villa purchases, high-end rentals, investment-grade apartments, family estate portfolios, and long-term leasing with cultural sensitivity.

2. High-Net-Worth Expats and International Investors

- **Why They Choose Capstone:** They want reliable insight, polished service, and a one-stop solution for investing in the UAE. Capstone's bilingual capabilities and international-standard processes create a frictionless experience.
- **Typical Needs:** Turnkey investments, waterfront or downtown luxury apartments, full-service management for remote ownership, and market analytics.

Target Market

Capstone deals with clients of all nationalities for brokerage and property management, both in the UAE and in their home countries.

3. End-Users Relocating Within the UAE

- **Why They Choose Capstone:** Professionalism, punctuality, and access to well-managed listings in top areas.
- **Typical Needs:** Mid-to-high-end apartment rentals or purchases in Reem, Yas, Saadiyat, Khalifa City, etc

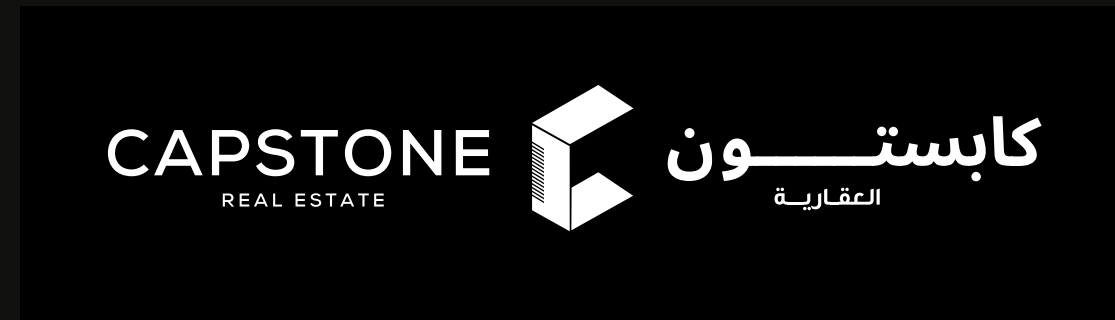
4. Portfolio Owners and Real Estate Asset Managers

- **Why They Choose Capstone:** Property management is a major Capstone vertical. Landlords and investors hand over 10, 20, even 50 units with confidence that Capstone will manage everything—rent collection, tenant screening, maintenance, etc.—professionally and profitably.
- **Typical Needs:** Full-service leasing, marketing, and management of residential or commercial portfolios.

Logo Usage

The Capstone Real Estate logo is a bold and modern visual identity that communicates strength, structure, and trust—reflecting the brand’s premium and professional character.

The logo is built around the letter “C”, abstractly constructed using geometric shapes that resemble the corner of a three-dimensional building or architectural form.



Logo Colour Palette

- "C" for Capstone, immediately tying the shape to the brand name.
- Real estate imagery, suggesting architecture, property development, and structural integrity.

This layered meaning reinforces the brand's domain expertise and premium positioning in the UAE's real estate market.



Red (#b81918) – Positioned on the top face of the "C", the red suggests energy, ambition, and a sense of vision. It adds warmth and vitality, aligning with Capstone's Emirati roots and progressive outlook.



Dark Grey (#737679) & Black (#000000) – These tones form the shadowed and side surfaces, adding depth, gravity, and professionalism. They represent Capstone's grounded nature, trustworthiness, and precision.



Color Palette

Capstone Real Estate's color palette is bold, refined, and purposefully minimal—designed to reflect the brand's core values of professionalism, sophistication, trust, and cultural strength. The chosen colors draw from architectural inspiration and the UAE's rich heritage, balancing strength with elegance.

Tone:
Red

Mood:
Ambition, Energy

Visual Role:
Statement &
highlight color

#B81918

Tone:
Greyscale

Mood:
Trust, Stability

Visual Role:
Infrastructure &
clarity backbone

#737679

Tone:
Black

Mood:
Authority, Focus

Visual Role:
Weight, contrast,
and bold presence

#000000

Tone:
White

Mood:
Elegance, Space

Visual Role:
Breathability,
minimalism

#000000



Typography (English)

We utilize the “Nexa” font meticulously chosen for its readability and elegance. This typographical choice serves to bolster our brand identity and should be consistently applied across all communication channels.

Nexa	
Aa	
abcdefghijklmnopqrstuvwxyz12345&%\$#@!~	
Italic	abcdefghijklmnopqrstuvwxyz1234567890 !@#\$%^&*()
Regular	abcdefghijklmnopqrstuvwxyz1234567890 !@#\$%^&*()
Bold	abcdefghijklmnopqrstuvwxyz1234567890 !@#\$%^&*()
Black	abcdefghijklmnopqrstuvwxyz1234567890 !@#\$%^&*()



Typography (Arabic)

We utilize the “Times New Roman” font for written Arabic communications.

نحن نستخدم خط "times new roman" في الاتصالات المكتوبة باللغة العربية

Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ ٠

Voice and Tone

Our brand voice embodies a blend of professionalism and approachability, underscoring our dedication to delivering outstanding customer service. This tone is flexible, adjusting to suit varied contexts and audiences.

Premium. Persuasive. Personable.

Capstone's voice blends professionalism with energy, luxury with approachability, and Emirati authenticity with global polish. Whether we're speaking to a first-time buyer, a seasoned investor, or a corporate landlord, our tone is always confident, respectful, and human.

We Say (Responsibly):

- "Amazing deal" when backed by real value
- "Act now" to drive attention to time-sensitive opportunities
- "Dream home" for high-quality end-user listings
- "Once in a lifetime" when the listing truly deserves it

These phrases should feel earned, intentional, and supported by imagery or details.

We Avoid:

- Overuse of exclamation marks (!)
- Casual slang ("lol", "crazy good", "super chill")
- Overloading posts with emojis (limit to 1–2 if any)
- Making claims we can't verify

Voice and Tone

Scenario	Tone Style	Example Phrase
Luxury Listing	Elegant, emotive, opportunity-driven	<i>"A once-in-a-lifetime opportunity in Saadiyat's most exclusive enclave."</i>
Instagram Post	Bold, direct, exciting	<i>"Amazing deal on a furnished Reem Island apartment. Act now—limited units."</i>
WhatsApp	Friendly, concise, service-oriented	<i>"Hi! Just listed a new unit you might love—want to take a quick look?"</i>
Investor Deck	Confident, data-backed, strategic	<i>"Capstone-managed units yielded 7.2% ROI in Q2 across key Abu Dhabi zones."</i>
Tenant Call	Respectful, empathetic, supportive	<i>"We understand your concern and are working to resolve this promptly."</i>



Do's



Use Official Color Palette

Please ensure the utilization of the brand's designated colors in all assets.



Typography Consistency

Make sure all written communication follows brand guidelines for fonts and styles.



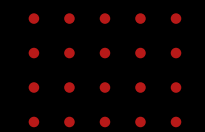
Follow Imagery Style

Utilize photography and illustrations that align with the brand's aesthetic.



Consistent Messaging

Ensure that the conveyed message aligns with our brand values.



Don'ts



Modify the Logo

Please avoid changing logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements inconsistently with the guidelines.



Inappropriate Color Usage

Please avoid using colors outside the official brand palette for representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.



Legal Guidelines

01 Copyright

Materials associated with the brand are protected by copyright. Permission is required before using third-party materials.

02 Trademark

When using trademarks like logos and slogans, follow guidelines for ™ symbols. The Capstone stylized “C” logo is trademarked.

03 Licensing

It is crucial to follow the terms of specific licenses for assets, including usage guidelines, attribution requirements, and restrictions.

04 Unauthorized Use

Avoid the unauthorized or potentially brand-damaging utilization of our brand assets.

05 Objections and Violations

Promptly report any objections or violations concerning our brand to marketing@capstoneuae.com

06 Marketing Material Approval

Marketing materials/Press Releases mentioning Capstone require Capstone’s written approval to ensure compliance with guidelines and regulations before distribution.

Legal Guidelines

07 Backlinking Capstone UAE

When mentioning Capstone Real Estate UAE backlink must be given to the site www.capstoneuae.com or its specific sub-page as per the context of the writeup.

10 Mentions of Founders

When mentioning the founders of Capstone or Vertix or its group companies, written permission is required in advance.

08 Backlinking Capstone UK

When mentioning Capstone Real Estate UK backlink must be given to the site www.capstone-london.co.uk or its specific sub-page as per the context of the writeup.

11 No-Follow or Do-Follow

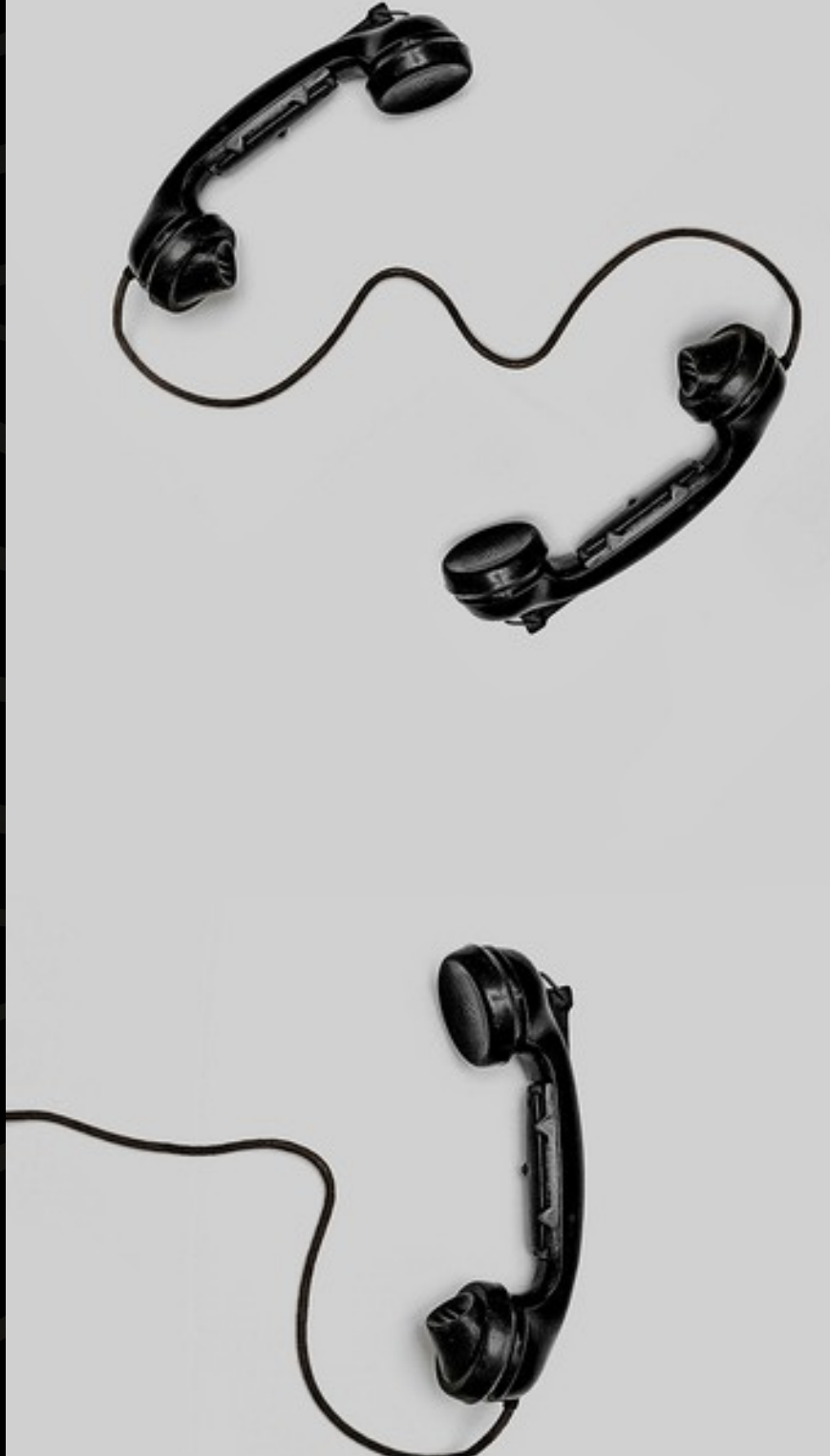
Depending on the context and case, Capstone can request no-follow or do-follow links be added or removed.

09 Attribution for Vertix

Capstone's parent company Vertix Holdings LLC, when mentioned, should be backlinked www.vertixholdings.com or its specific sub-page as per the context.

12 Marketing Material Approval

Marketing materials/Press Releases mentioning Capstone require Capstone's approval to ensure compliance with guidelines and regulations before distribution.



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