

THE STORY OF CLICK

Advertising designed for **action.**

Click is a Dubai-based advertising company built for brands that need attention, action, and measurable growth. A click is never just a digital interaction — it is a moment of decision, connection, conversion, and momentum. This identity reflects speed, clarity, strategy, and creative impact.

Dubai

HEAD OFFICE

Strategy × Creative

DISCIPLINE

Conversion

OUTCOME

Contents

A complete map of the Click identity system
From brand thinking and logo construction to color, type, and real-world application.

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BRAND OVERVIEW

A partner built for momentum.

Click is a Dubai advertising company focused on branding, digital campaigns, paid media, social content, creative strategy, and conversion-led marketing. We turn attention into measurable action for ambitious brands.

MISSION

To ignite creative that moves people from attention to action — measurably, and at scale.

VISION

To be the region's most action-driven advertising partner, where every click compounds growth.

POSITIONING

Strategic-led, digital-first, and conversion-obsessed. Premium creative with accountable outcomes.

VALUES

Clarity. Precision. Boldness. Momentum. Partnership over vendors, results over noise.



MOOD BOARD

The visual temperature.

A field of references that define how Click looks and feels — fast, premium, digital, and unmistakably Dubai.



LOGO CONCEPT

The **click**, made visible.

The logo transforms the idea of a click into a visual symbol of action. The blue letterform becomes the point of interaction, while the negative-space arrow suggests direction, motion, and conversion — the instant attention turns into outcome.

Rounded digital geometry

Bold black wordmark

Blue action mark

Cursor / play-arrow

Modern advertising energy



click



LOGO ELEMENTS

Anatomy of the mark.

Every component of the Click logo is deliberate. Understanding the parts protects the integrity of the whole.



PRIMARY WORDMARK

The complete lockup: black letterforms paired with the blue action mark. The default, preferred expression of the brand.



THE ACTION MARK

The blue 'c' container — the brand's interactive heart.



NEGATIVE-SPACE ARROW

A cursor / play-arrow cut from the mark signalling motion.



BLACK LETTERFORMS

Confident, rounded geometry built for high legibility.



BLUE ACTION AREA

#145FD4 reserved for the point of interaction and emphasis.

LOGO CONSTRUCTION

Drawn on a grid.

The wordmark is constructed on a precise modular grid. Proportions, spacing units, and corner radii are fixed - never redraw or re-space the logo by hand.

1 : 1.4

MARK · CAP

12°

ARROW ANGLE

R = ¼U

CORNER RADIUS

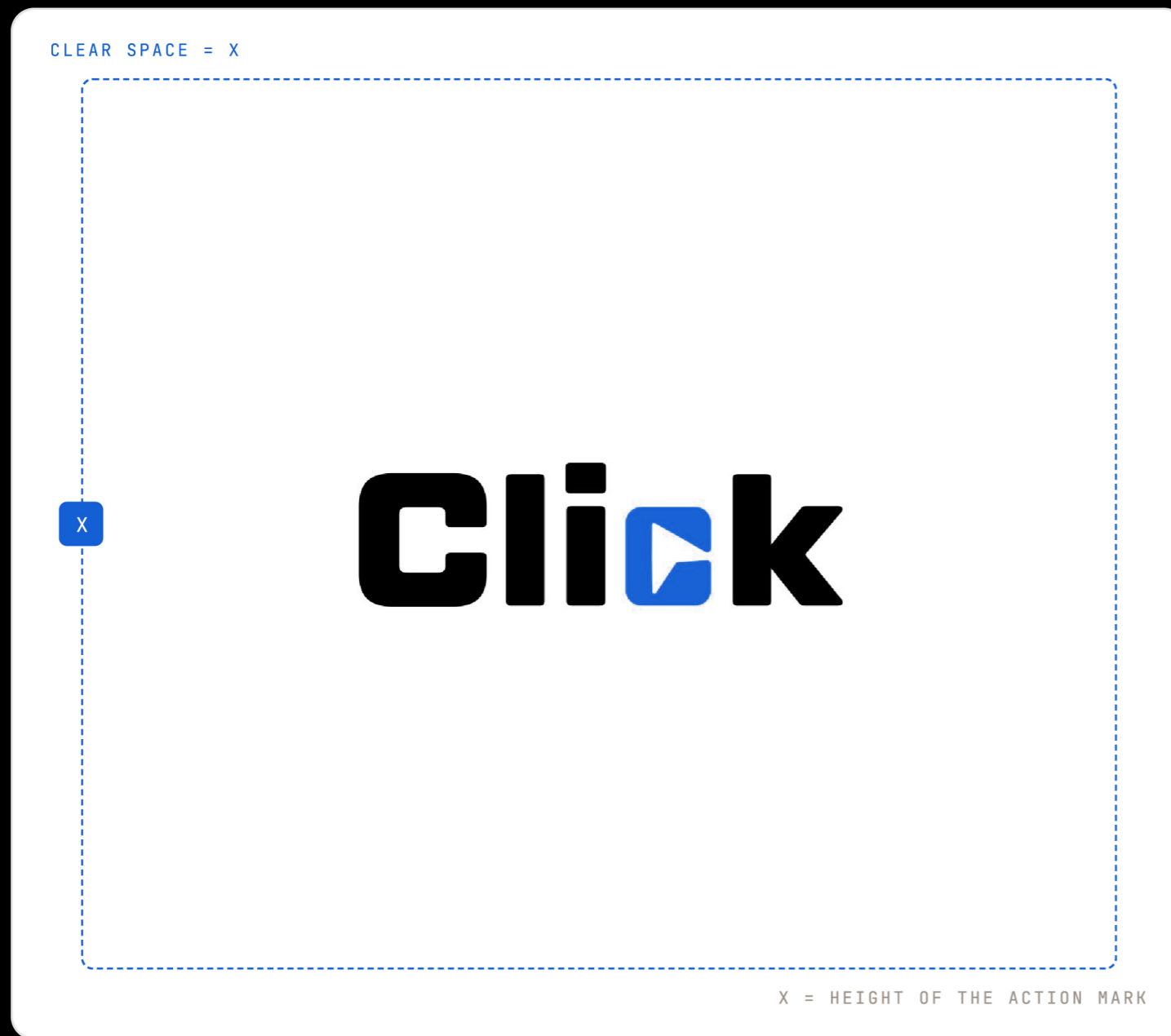
1U

LETTER SPACING



CLEAR SPACE & MINIMUM SIZE

Give the mark room to work.



MINIMUM · PRINT
Full logo legible above

20 mm

MINIMUM · DIGITAL
Screen / web use

80 px

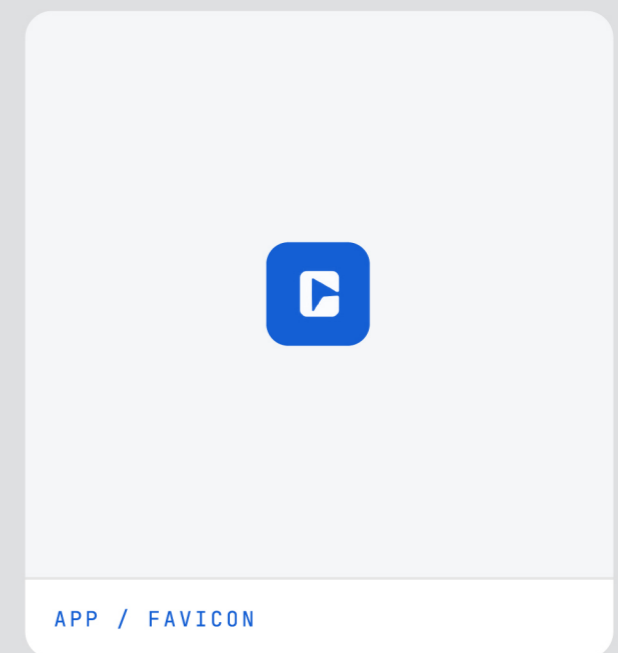
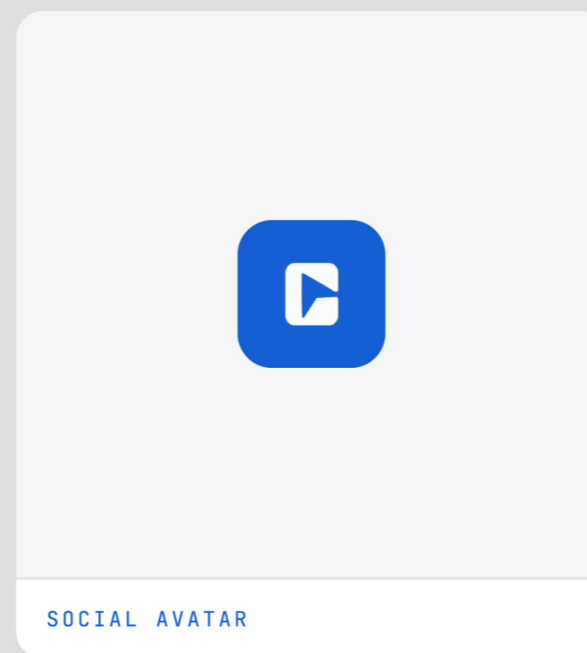
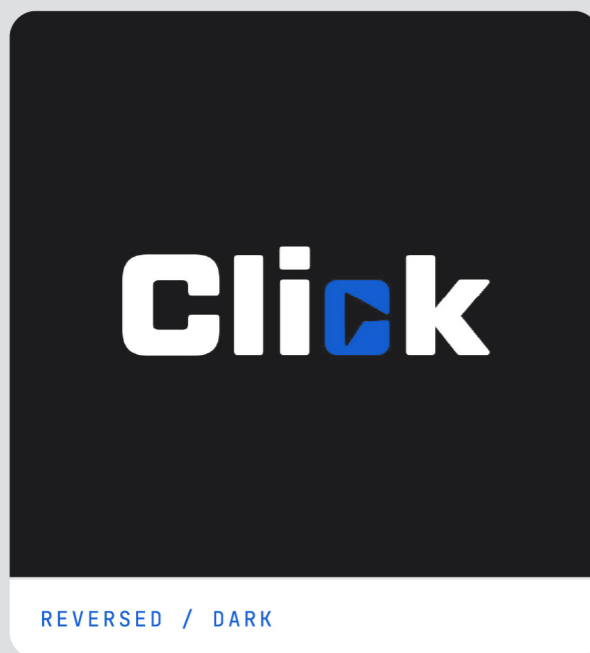
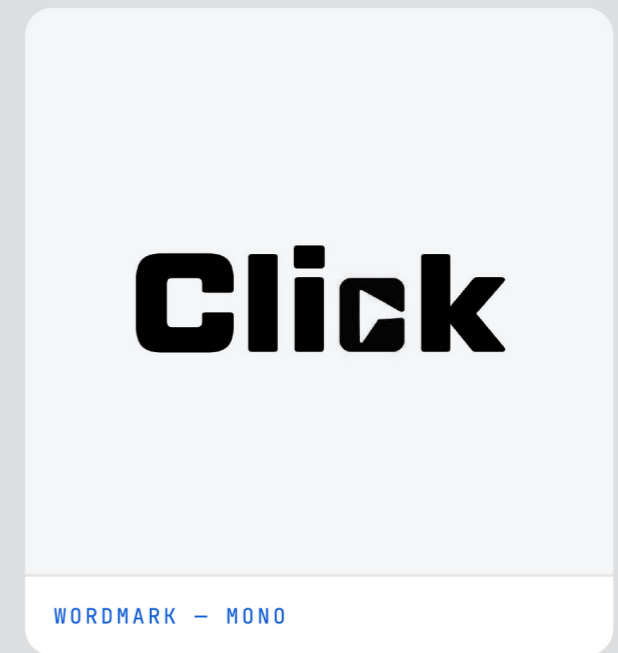
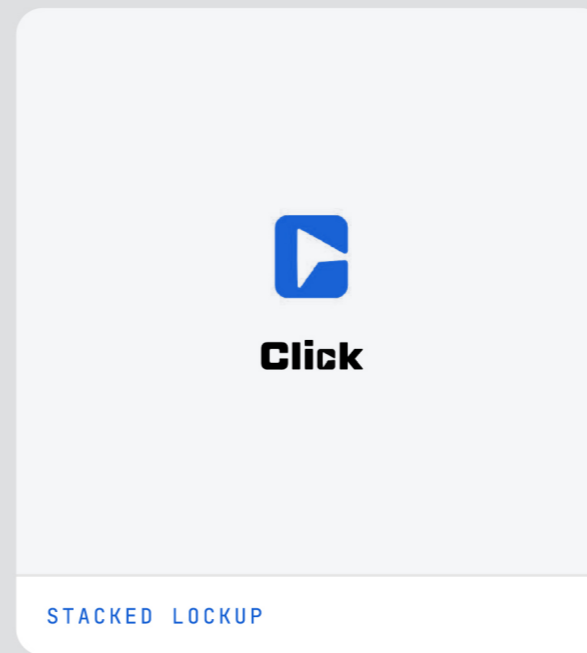
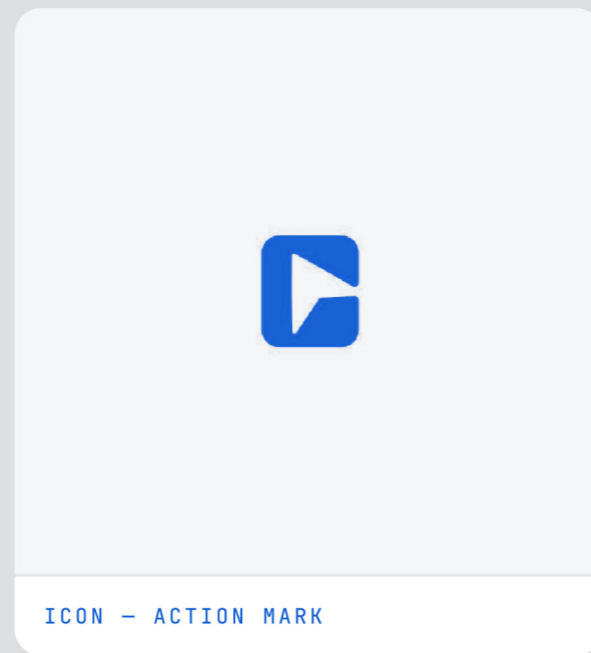
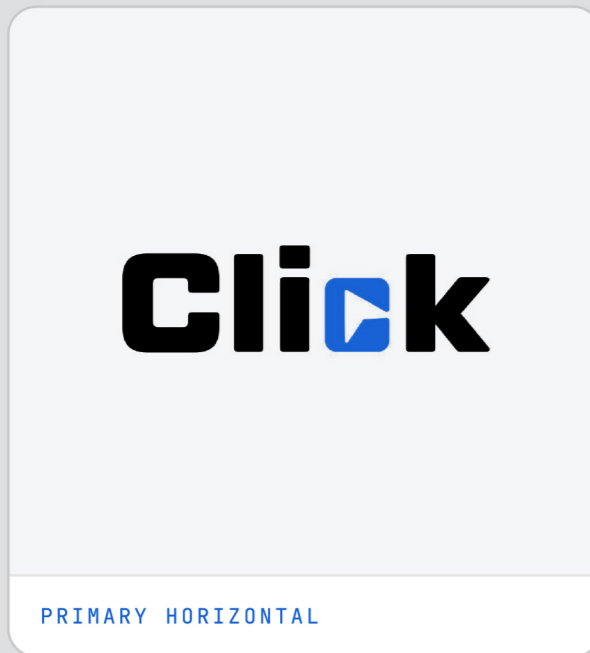
AVATAR SAFE ZONE
Use the icon only

Never crowd, rotate, recolor, stretch, or add effects to the logo. Maintain the X clear space at all sizes.

LOGO LOCKUPS

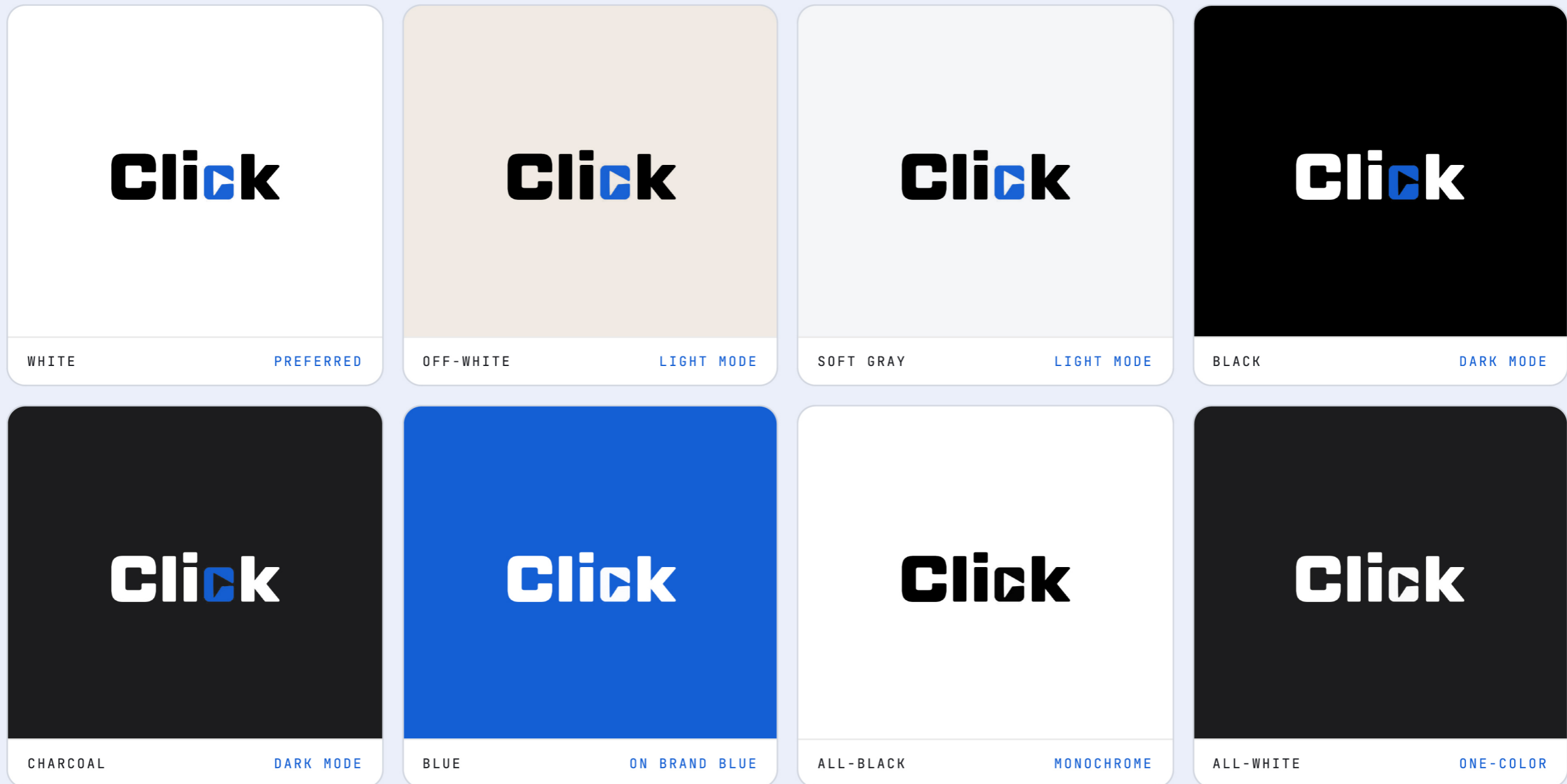
One system, many forms.

Approved configurations for every context — from horizontal headers to a single-glyph favicon.



LOGO COLOR VARIATIONS

Approved on every surface.



Use the full-color logo wherever possible. Reserve monochrome and one-color versions for single-ink print, engraving, or low-contrast restrictions. Never place the full-color logo on busy or low-contrast backgrounds.

COLOR SYSTEM

A disciplined palette.

Click Blue

HEX #145FD4
 RGB 20·95·212
 CMYK 82·55·0·0

Click Black

HEX #000000
 RGB 0·0·0
 CMYK 0·0·0·100

Deep Charcoal

HEX #272827
 RGB 39·40·39
 CMYK 0·0·1·84

Soft Gray

HEX #F4F6F8
 RGB 244·246·248
 CMYK 2·1·0·0

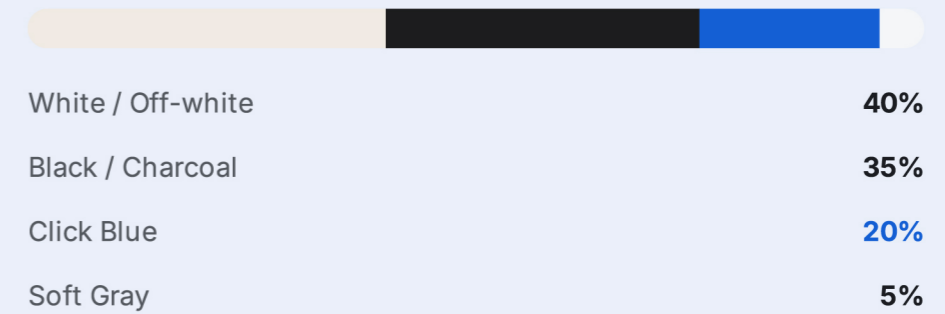
Pure White

HEX #FFFFFF
 RGB 255·255·255
 CMYK 0·0·0·0

Warm Off-White

HEX #F0EAE3
 RGB 240·234·227
 CMYK 4·6·9·0

USAGE RATIO



Click Blue is the signal color — used for action, emphasis, digital interaction, CTAs, highlights, and brand recognition. It should punctuate, never flood. Neutrals carry the system; blue marks the moment of the click.



TYPOGRAPHY

Type with intent.

Aa

DISPLAY

Space Grotesk

Headlines · numbers · statements

Light · Regular · Medium · Bold

Aa

BODY

Inter

Paragraphs · UI · captions

Light · Regular · Medium · Semibold

TECHNICAL / LABELS

JetBrains Mono

01 / CTR · 0.32em

2.0X **Creative That Converts**

1.5X **Dubai Advertising, Built for Action**

1.0X **Every Click Has a Strategy**

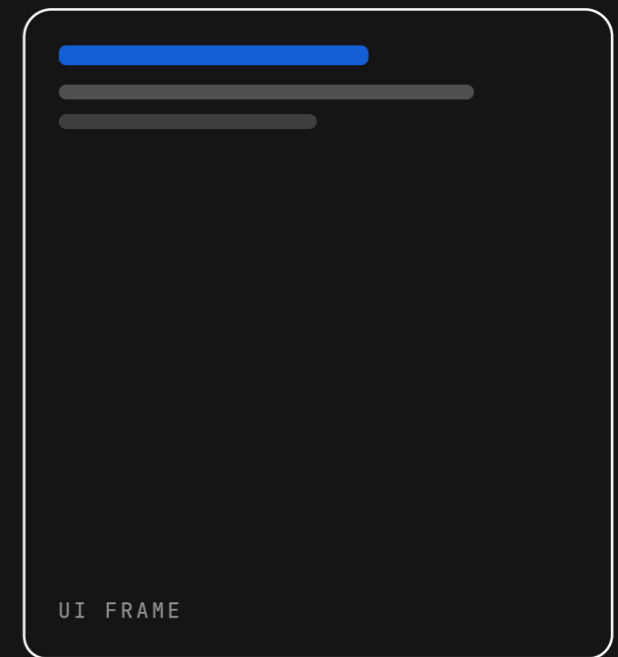
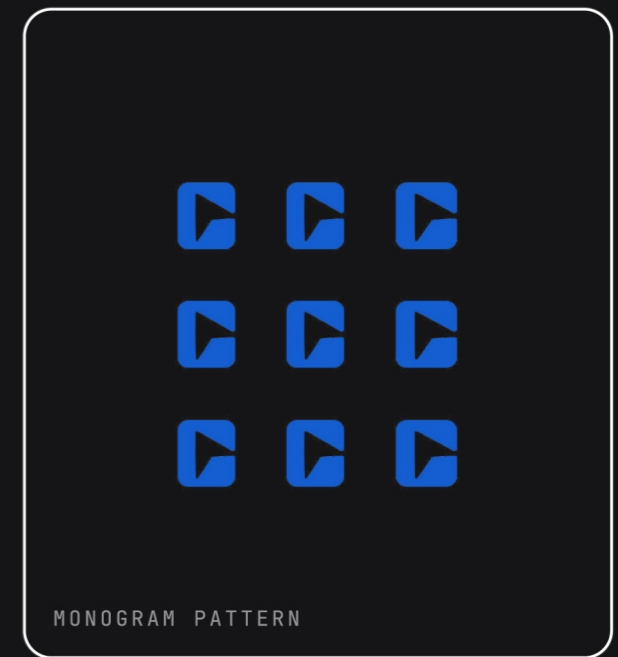
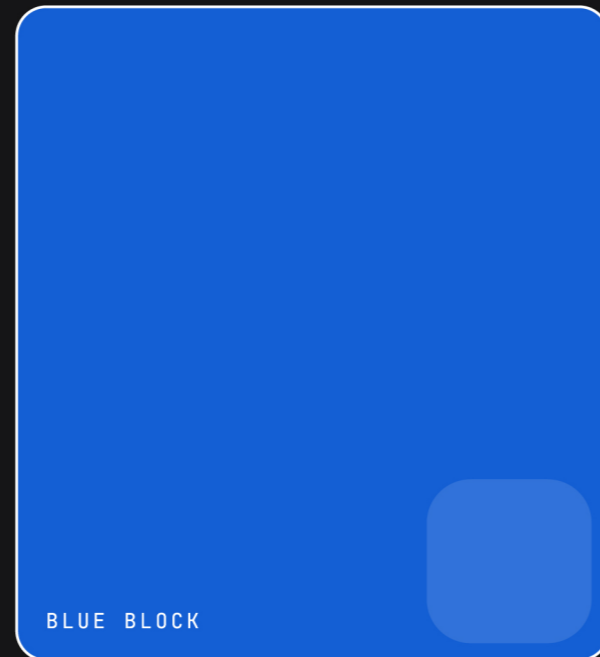
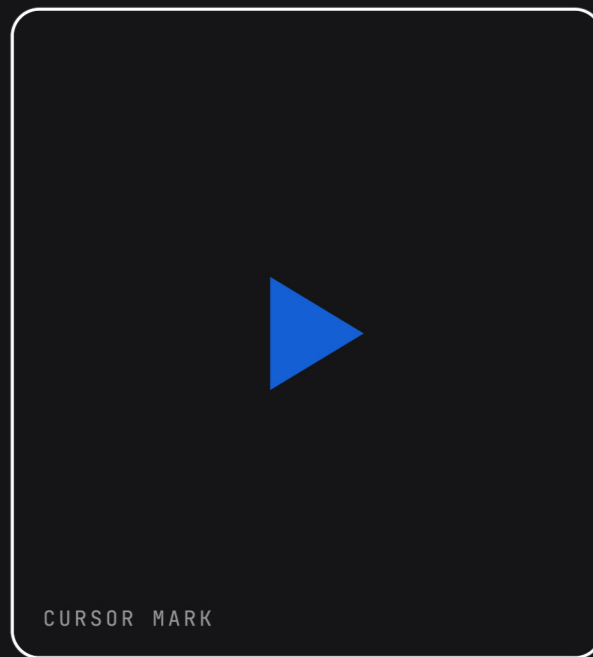
From attention to conversion — body copy is set in Inter for clarity and calm at small sizes, with generous line height for comfortable reading across print and screen.

CAPTION · INTER 0123456789

GRAPHIC ELEMENTS

A modular system.

Cursor shapes, blue blocks, grids, and frames extend the logo into a flexible language for every channel.



STATIONERY

Identity in hand.

Premium black, off-white, and Click-blue stationery — embossed marks, spot-UV detail, and painted blue edges. Tactile proof of a precise brand.



FULL STATIONERY SUITE



BUSINESS CARD • SPOT-UV & BLUE EDGE

SIGNAGE & ENVIRONMENT

The brand, in space.

Dimensional signage with blue LED backlight, frosted-glass vinyl, and architectural branding — the Click mark scaled to the built environment.



BRAND APPLICATIONS

From screen to street.



Click

Advertising Designed
for Action.

Dubai, UAE hello@click.ae www.click.ae