



DUBAI TO THE WORLD

MEYDAN FREE ZONE
BRAND GUIDELINES

MEYDAN
FREEZONE
BRAND
GUIDELINE

Welcome to the Branding Guidelines for Meydan Free Zone.

We are happy that you are here. Our brand identity was created using a complex methodology that combines a unique value proposition and expert design thinking. It is the skin that holds our corporate body together.

This document contains the rules for our visual communication system. Guidelines within this guide cover treatment of Assets such as the company name, brand vision, mission, essence, logo, company colours, and typography. Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

1. INTRODUCTION	11. ELEMENT TWO
2. OUR LOGO	12. ELEMENT THREE
3. COLORS & VARIATIONS	13. ELEMENT FOUR
4. FONT TYPEFACE	14. ELEMENT FIVE
5. PATTERNS	15. ELEMENT SIX
6. BRAND LOGOS	16. ELEMENT TWO
7. VOICE & TONE	17. LAYOUT TEMPLATE
8. IMAGERY	18. SOUND
9. ICONS	19. WEB ELEMENTS
10. ELEMENT ONE	20. BRAND APPLICATION

01

INTRODUCTION

OUR STORY

OUR VISION

OUR MISSION

BRAND PERSONALITY

BRAND ATTRIBUTES

INTRODUCTION

OUR STORY

We believe in the journey of entrepreneurship.

We understand this journey can be hard. Therefore, we are determined to create an enabling environment for success.

Our world-class facilities and comprehensive business solutions set us apart and above other economic zones in the region, giving us a distinct identity which empowers entities to go from 'Dubai to the World'.



INTRODUCTION

OUR VISION

To be the world-class hub for
entrepreneurship and innovation
in the region.



INTRODUCTION

OUR MISSION

To make entrepreneurship accessible and inspire business growth.

To foster a vibrant and connected ecosystem for entrepreneurs and innovators to create, grow, and lead.

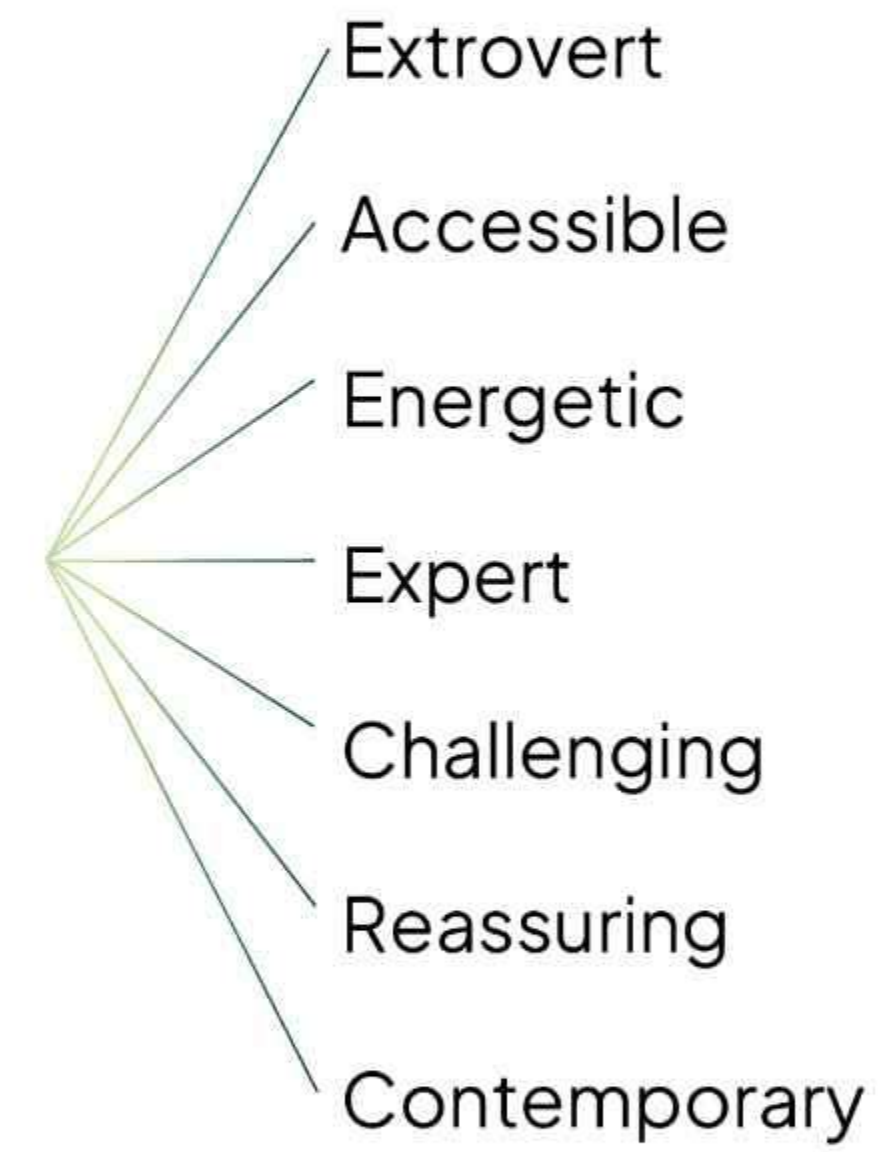


INTRODUCTION

BRAND ATTRIBUTES

Our brand attributes are the standard means by which all of our subsequent branding work would be measured, so it is important to ensure that they truly represent the heart and soul of the company.

Meydan
FreeZone is



INTRODUCTION

OUR VOCABULARY

This state of the superlative is conveyed through the usage of positive -less words, which should be integrated into our messaging to drive home the essence of our brand, and to resonate with our audience.

Our vocabulary includes words like:

Boundless
Ceaseless
Effortless
Endless
Faultless
Flawless
Fearless

Limitless
Matchless
Peerless
Priceless
Relentless
Seamless
Timeless



THE LOGO

OUR TAG LINE

OUR LOGO MARK

ELEMENT OF DUALITY

LOGO VARIATIONS

COLOR VARIATIONS

USAGE ON BACKGROUNDS

LOGO MISUSE

THE LOGO

OUR TAGLINE

Heroes Dubai
as the center
of business

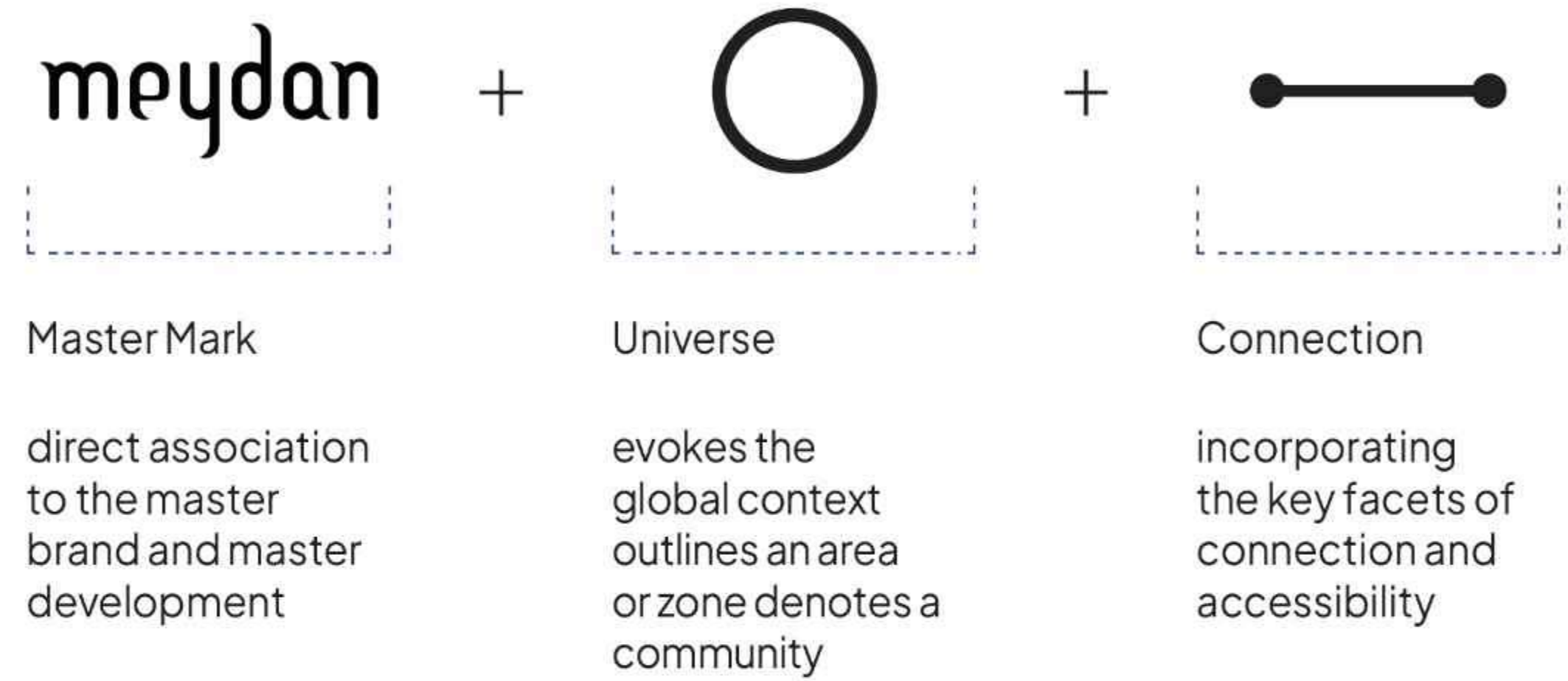


From Dubai to the world.

evokes a bigger ambition refers to a stream of
possibilities and opportunities

THE LOGO

OUR LOGO MARK



THE LOGO

ELEMENT OF DUALITY

Duality Design philosophy creates a connection between two elements. The Duality Design philosophy helps us see both sides of a story and creates compliments from contradictions.

A FREEZONE WITH EVERYTHING FROM DUBAI TO THE WORLD

GROWING SME? GET EVERYTHING YOU NEED FROM	A FREEZONE WITH EVERYTHING FROM	EVERYTHING A DUBAI ENTREPRENEUR NEEDS FROM	GROWING SME? GET EVERYTHING YOU NEED FROM
VALUE TO ADVANTAGE	AFFORDABLE TO CREDIBLE	BUSINESS TO PLEASURE	VALUE TO ADVANTAGE
CREDIBILITY TO	SIMPLE TO SMART	PREMIUM TO AFFORDABLE	CREDIBILITY TO
SUSTAINABILITY	OPPORTUNITIES TO OWNERSHIP	9-5 TO 24/7	SUSTAINABILITY
NETWORKING TO NIGHTLIFE	VISAS TO VISTAS	EFFICIENCY TO	NETWORKING TO NIGHT LIFE
FOCUS TO FREEDOM	WORK TO HOME	ENTERTAINMENT	FOCUS TO FREEDOM
COORDINATION TO	LOCAL TO GLOBAL	LOGISTICS TO LEISURE	COORDINATION TO
COMMUNITY		HIGH-TECH TO HIGH-TOUCH	COMMUNITY

THE LOGO

PRIMARY LOGO



LOGO VARIATIONS

VARITAION 1



VARITAION 2



VARITAION 3



VARITAION 4



VARITAION 5



VARITAION 6



THE LOGO

COLOR VARIATIONS



THE LOGO

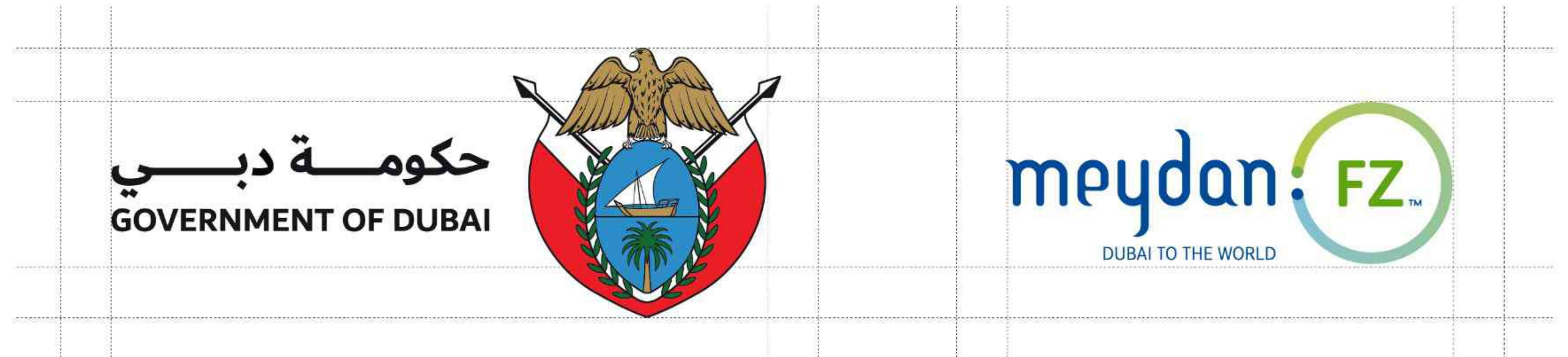
CO-BRANDING SYSTEM



THE LOGO

DUBAI LOGO USAGE

The Meydan Free Zone logo must be placed at a size that is 25% smaller than the size of the Government of Dubai logo, while ensuring symmetry at the level.



THE LOGO

LOGO MISUSE

Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not shuffle around the colors



Do not re-create using any other typeface



Do not use different colors



Do not outline logotype



Do not change the size or position of the ring and logotype



Do not rotate any part of the logo





COLORS & VARIATIONS

BRAND COLORS

ACCENT COLORS

USE OF COLOR WITH
ELEMENTS

Our unique colour palette helps us to stand out and be recognised. It also echoes the bold, directness of our brand.

COLORS & VARIATIONS

BRAND COLORS

Primary Colors

MFZ Blue

Pantone 2945 C
CMYK C-100 M-67 Y-17 K-5
RGB R-0 G-81 B-140
HEX #00518C

MFZ Green

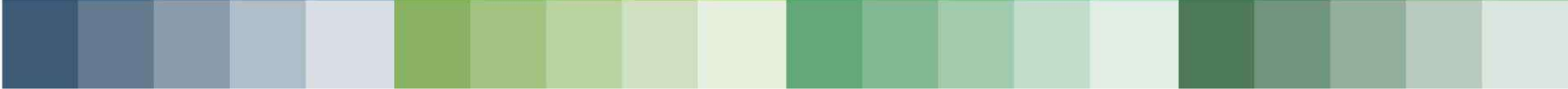
PANTONE 369 CP
CMYK C-67 M-8 Y-100 K-0
RGB R-98 G-168 B-48
HEX #62A830

Light Green

CMYK C-85 M-14 Y-89 K-2
RGB R-2 G-153 B-86
HEX #029956

Dark Green

CMYK C-90 M-36 Y-90 K-31
RGB R-6 G-96 B-58
HEX #06603a



ACCENTS COLORS

Secondary Colors



#c5d344



#d2f0fc



#1f3f76



#6a9dbf



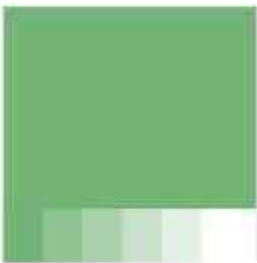
#a8498b



#8b65a4



#64bec7



#75b677



#0b7a9e



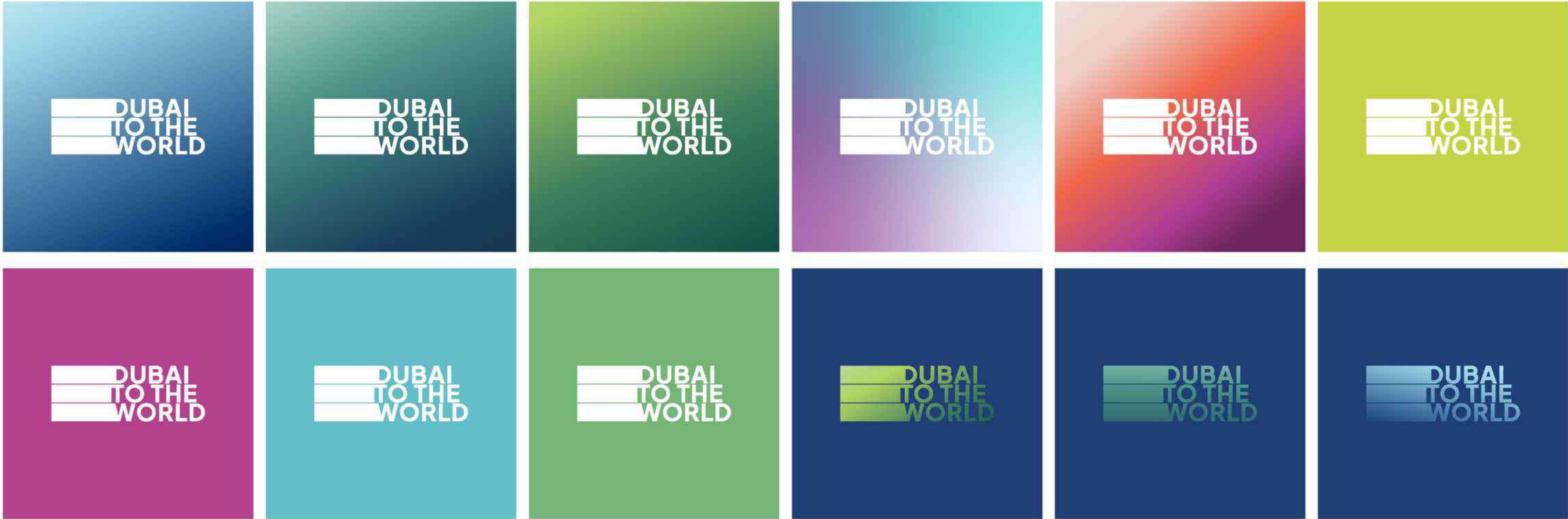
#d26153

Brand Gradients



COLORS & VARIATIONS

COLOR USAGE



A large, stylized outline of the number '04' in a light teal color, positioned on the left side of the image. The background is a gradient of teal and blue with faint, curved lines.

FONT TYPEFACE

ENGLISH TYPEFACE

ARABIC TYPEFACE

TYPE SPECIMEN

FONT TYPEFACE

ENGLISH TYPEFACE

PRIMARY

Plus Jakarta Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Font Family

Light Regular Medium Semi Bold Bold

FONT TYPEFACE

ENGLISH TYPEFACE

SECONDARY (SOCIAL MEDIA USE ONLY)

Roboto Serif

<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
<i>Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>	<i>Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</i>
<i>0 1 2 3 4 5 6 7 8 9</i>	<i>0 1 2 3 4 5 6 7 8 9</i>

Font Family	Light Italic	Regular Italic	Medium Italic	Semi Bold Italic	Bold Italic
-------------	--------------	----------------	---------------	------------------	-------------

FONT TYPEFACE

ARABIC TYPEFACE

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 ی

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 ی

Dubai

خفيف

عادي

متوسط

عريض

Font Family

FONT TYPEFACE

TYPE SPECIMEN

H1
Plus Jakarta Sans SemiBold
36/38

A better way to work

H2
Plus Jakarta Sans SemiBold
24/28

Simpler, more pleasant and more
productive

H3
Plus Jakarta Sans SemiBold
18/21

The kind of thing you don't know you need, but once you have it, you
can't live without it. It feels like the natural evolution of work.

H4
Plus Jakarta Sans Medium
12/15

After all, every organization needs a little bit of simple stuff.

P
Plus Jakarta Sans Light, 12
Kerning, -10 Tracking 7/9

There is an enormous and heretofore unmet demand for an easier way to promote entrepreneurship. That demand
is why Meydan Free Zone is here today. To deliver solutions brilliantly and digitally.

CTA
Plus Jakarta Sans SemiBold

LET'S CONNECT



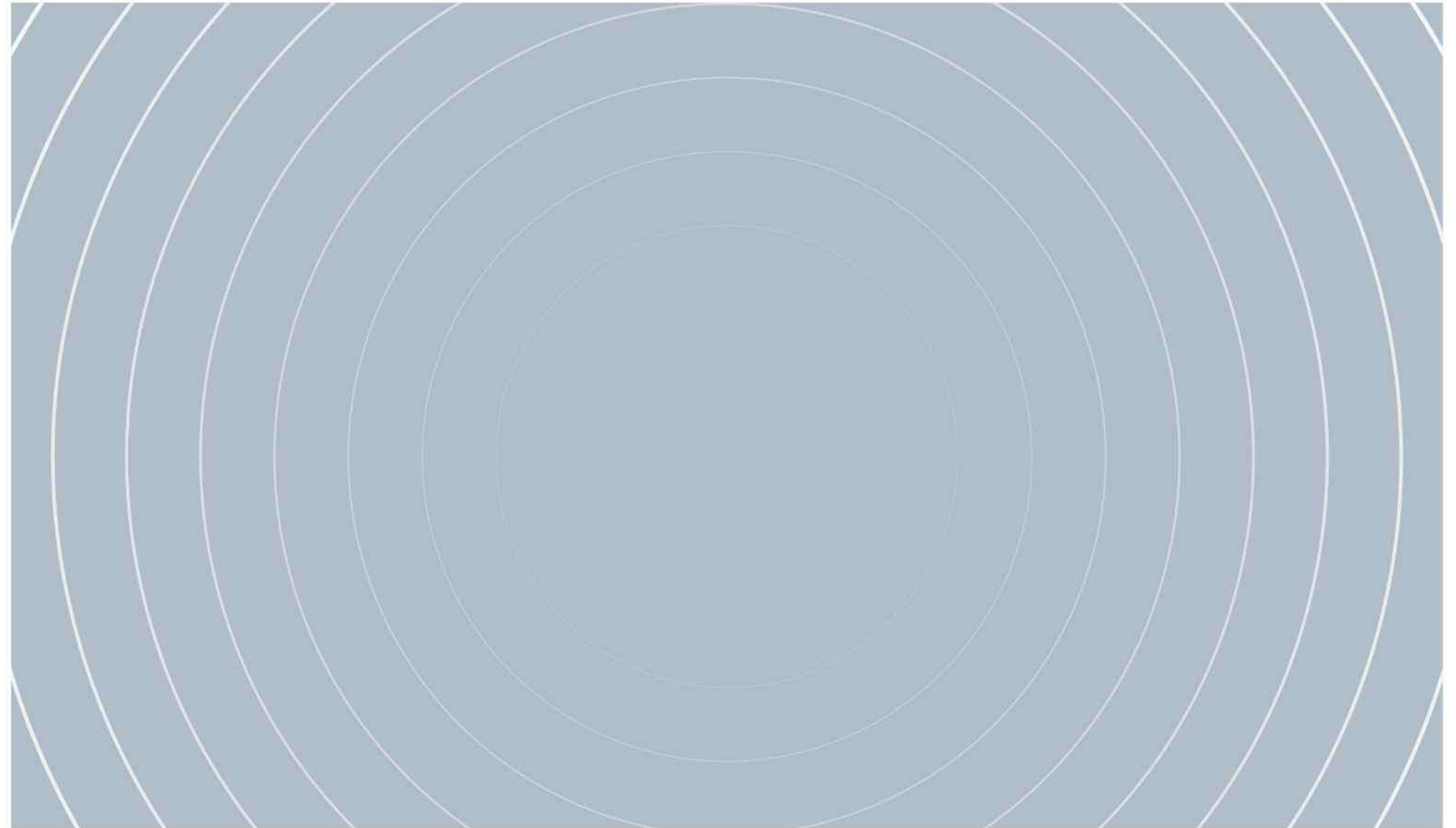
PATTERN

PATTERN VARIATIONS

USAGE

PATTREN VARIATIONS

The Meydan Free Zone's voice is evolving to unite our brand and meet our audience's needs. We're confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices,



PATTREN VARIATIONS

The Meydan Free Zone's voice is evolving to unite our brand and meet our audience's needs. We're confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices,



PATTERN

USAGE

The Meydan Free Zone's voice is evolving to unite our brand and meet our audience's needs. We're confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices,



PATTERN

USAGE

The Meydan Free Zone's voice is evolving to unite our brand and meet our audience's needs. We're confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices,



06

BRAND LOGOS



DUBAI
TO THE
WORLD





VOICE & TONE

VOICE

TONE

TONE OF VOICE IN ACTION

WRITING STYLE GUIDE

WRITING GOALS

WRITING PRINCIPLES

VOICE

The Meydan Free Zone’s voice is evolving to unite our brand and meet our audience’s needs. We’re confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek from us. By using both functional and expressive voices, we’ll create more space for brand relevance, connection and joy. We want to educate people without patronising or confusing them. We impart our expertise with clarity, empathy, and honesty.

We are in the business of opening doors for SME’s hence we can relate to our audience’s challenges and passions and must speak to them in a familiar, warm, and accessible way.

Functional

Functional means helpful—it organizes things in a clear way and anticipates our customer’s needs, to have an easy, enjoyable experience online and at our offices. Used primarily for wayfinding and buying for our services , this copy is so seamlessly integrated that it calls attention to the product—not itself. Functional doesn’t mean sterile; it means clear for SME’s, hence we can relate to our audience’s challenge.

Expressive

Expressive copy is where our brand personality unfurls with day-making thoughts. We use expressive moments on focal products to present a product truth in a fresh, relevant and interesting way. When we have the space, we tell a passionate entrepreneur story. But even with just a few words, our copy can make you inspired!—always taking into account where our audience is interacting with us—and making every word count.

VOICE & TONE

TONE

Our tone is usually informal, but it's always more important to be clear than entertaining. We use active voice and avoid passive voice. We must avoid slang and jargons. Write plain English and use classic Arabic. Our use of language should be positive rather negative.

Tonal Hooks

Straightforward

Do not bombard our consumers with technological speak, they just want to know if what they're buying does what they need it to do. Straightforward language.

Easy

We make it as easy as possible for our audience to setup a company. Our digital innovations help our audience to make their decisions easy.

Reliable

Our audience need the reassurance that what they're investing in is tried tested, and recommended by people whose opinion they trust.

Bright

Our audience gravitate towards brands that brighten up their day. We speak to them like an adult who enjoys that witty spark. We're smart, and so are they – we know that they get it.

WHEN TO BE
FUNCTIONAL,
WHEN TO BE
EXPRESSIVE.

Expressive Messaging (Attract & Engage)

When
Created as inspiration and guidance for touch points such as social and PR, etc.

How
Attract and engage: lead with the witty headline, underpinned by the functional benefit, while lightly touching on the technology.

Why
Inspire consumers and introduce Meydan Free Zone as the easy choice to make.

Functional Messaging (Convert)

When
Created as product information for category and product pages, data sheets.

How
Convert >> turn the engaged audience into believers. Explain the technical detail, expand on the functional benefit, and nod to the emotional benefit.

Why
To prove why Meydan Free Zone is the easy choice.

TONE OF VOICE
 IN ACTION

Attract
 Simple, engaging, to-the-point headlines
 that get the target audience's attention.

Engage
 Why Meydan Free Zone is the Easy
 Choice, e.g. how it makes my life easier.
 The hero tech that makes this a step up.

Convert
 This is where the peace of mind comes
 in. Top highlights, consumer ratings.

Our
 Benefits

Meydan Free Zone offers multiple advantages
 to Global Entrepreneur

We are strategically located catering to the needs of startups
 and global businesses alike with access to exceptional talent,
 entrepreneur expertise, excellent business networks and a
 vast suite of start up support services.

- Complete foreign ownership
- Capital repatriation without restrictions
- 100% exclusion on corporate & personal tax
- Full repatriation benefits on profits & financial assets
- Easy bank account setup
- 2500+ business license activities

LET'S MEET

VOICE & TONE

WRITING STYLE GUIDE

A style guide is a point of reference for grammar, punctuation and spelling. A set of standardised rules mean all communications for Meydan Free Zone, no matter who has written them, will always be consistent.

Headlines should be written in short, concise sentences – two or three words are expected. All copy is to be stylised in capital letters*, using our font family for print executions, and digital executions. Use full stops to punctuate if necessary.

Running Copy including captions, credits, stand firsts, caveats and subheads should all be written in sentence case, using our font family and should always be closed with a full stop.

WRITING GOALS

With every piece of content we publish, we aim to:

Empower

Help people understand what Meydan Free Zone is by using language that informs them and encourages them to that leap of faith called entrepreneurship.

Guide

Think of yourself as a tour guide for our users. Whether you're leading them through our website, email, socials, and communicate in a friendly and helpful way.

Respect

Treat our users with the respect they deserve. We ought to put ourselves in their shoes. Be considerate and inclusive. We do not want to market to people; we want to communicate with them.

Speak truth

Understand Meydan Free Zone's place in our audience's lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

Educate

We want to educate our users on what they need to know about our Free Zone, our products in a way that's inspiring to them, not us!. Give them the exact information they need, along with opportunities to learn more. All call to action must be clear and approachable. Remember that we are the experts of our products and services, and our users don't have access to everything we know.

WRITING PRINCIPLES

In order to achieve those goals, we make sure our content is:

Clear

Understand the topic you’re writing about. Use simple words and sentences.

Friendly

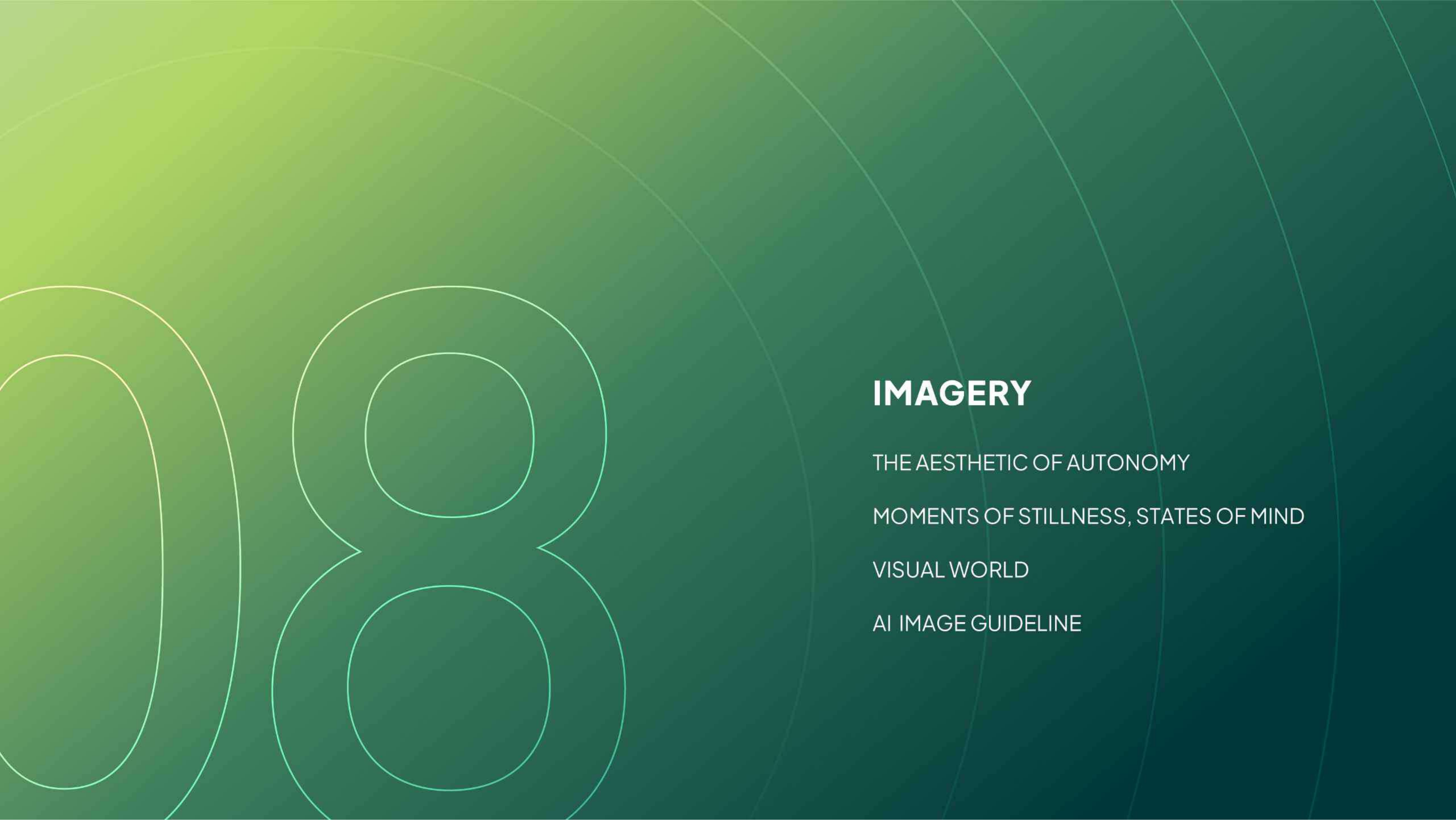
Write like a human. Don’t be afraid to break a few rules if it makes your writing more relatable. All of our content, from splashy homepage copy to system alerts, should be warm and human.

Useful

Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?

Appropriate

Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you’re writing to and what you’re writing about.



IMAGERY

THE AESTHETIC OF AUTONOMY

MOMENTS OF STILLNESS, STATES OF MIND

VISUAL WORLD

AI IMAGE GUIDELINE

IMAGERY

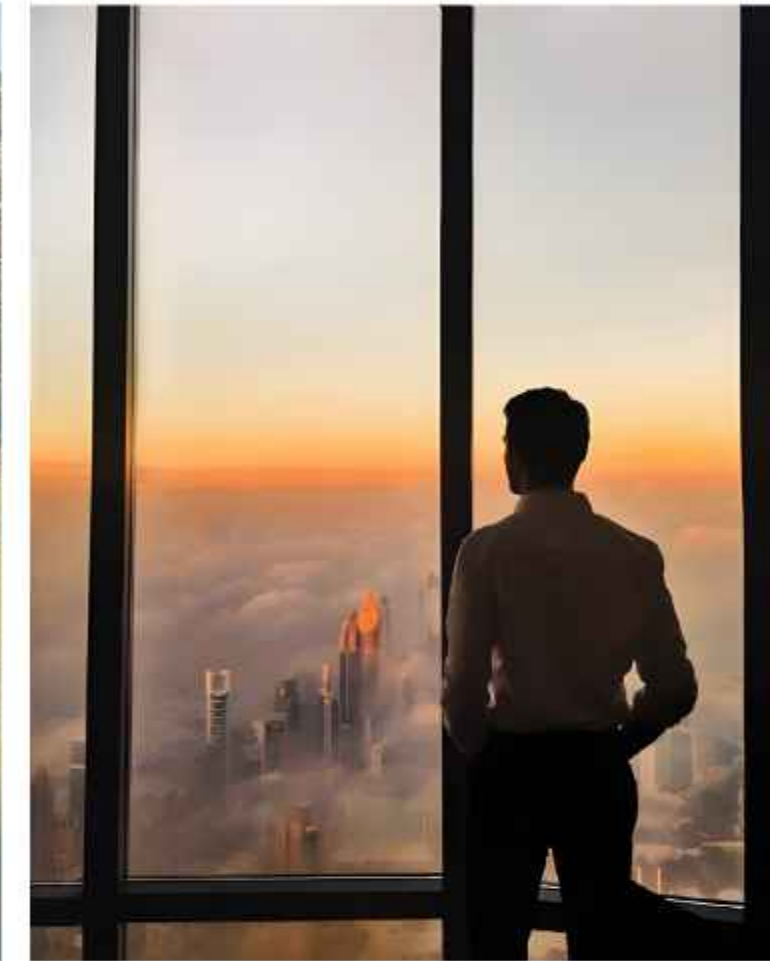
THE AESTHETIC OF AUTONOMY

Effortless Freedom, Quiet Power.

Our imagery captures a lifestyle defined by choice — a life beyond the 9-to-5, free from red tape, grounded in clarity and calm. Each frame reflects the unspoken luxury of time, space, and presence.

The aesthetic is minimal yet meticulous. Nothing feels staged, yet every detail is intentional. Natural light, refined colour tones, and clean compositions convey a premium world that feels both authentic and aspirational.

These are not portraits of wealth — they are expressions of freedom. From fairways to cityscapes, private jets to ocean views, every scene embodies bold independence and quiet confidence. It's not about showing off — it's about showing up for life, on your terms.



IMAGERY

MOMENTS OF STILLNESS, STATES OF MIND

Effortless Depth, Editorial Precision.

This visual style leans into atmosphere — where silence speaks and simplicity reveals emotion. It's less about lifestyle, more about feeling. Less about the external, more about the internal.

Rooted in a minimalist, conceptual aesthetic, every frame is intentional. Light is sculpted, movement is symbolic, and composition is poetic — each image feels like a moment suspended in thought.

Created for editorial and digital platforms, this style offers visual breathing room. It invites reflection, evokes introspection, and connects viewers to the brand's inner narrative.

This isn't storytelling through action — it's through presence. Through solitude and symbolism. A hand reaching toward light. A lone flag in stillness. A figure lost in motion. Each element becomes metaphor.

Paired with spacious layouts and refined typography, this style becomes a visual pause — a moment to feel, before anything is said.



IMAGERY

VISUAL WORLD

Authentic and Extraordinary

Passion, precision and perfection are integral to the visual aesthetic of our images. The style is minimalistic and clear-cut, with the situation in each image depicted in an authentic, assured manner with a focus on the essential. The images don't look at all staged, and yet every single detail is meticulously composed.

The result is exclusive snapshots of authentic situations, perfectly pairing sophisticated lighting with a subtle colour mood. The vehicles look not like exhibition objects, but like part of a natural environment. This allows us to create highquality, emotionally charged images that move and fascinate the viewer, while also expressing our bold, sophisticated and optimistic attitude.

The images are powerful, express understatement with a premium standard, and reflect at the same time a balance between perfection and authenticity.



IMAGERY

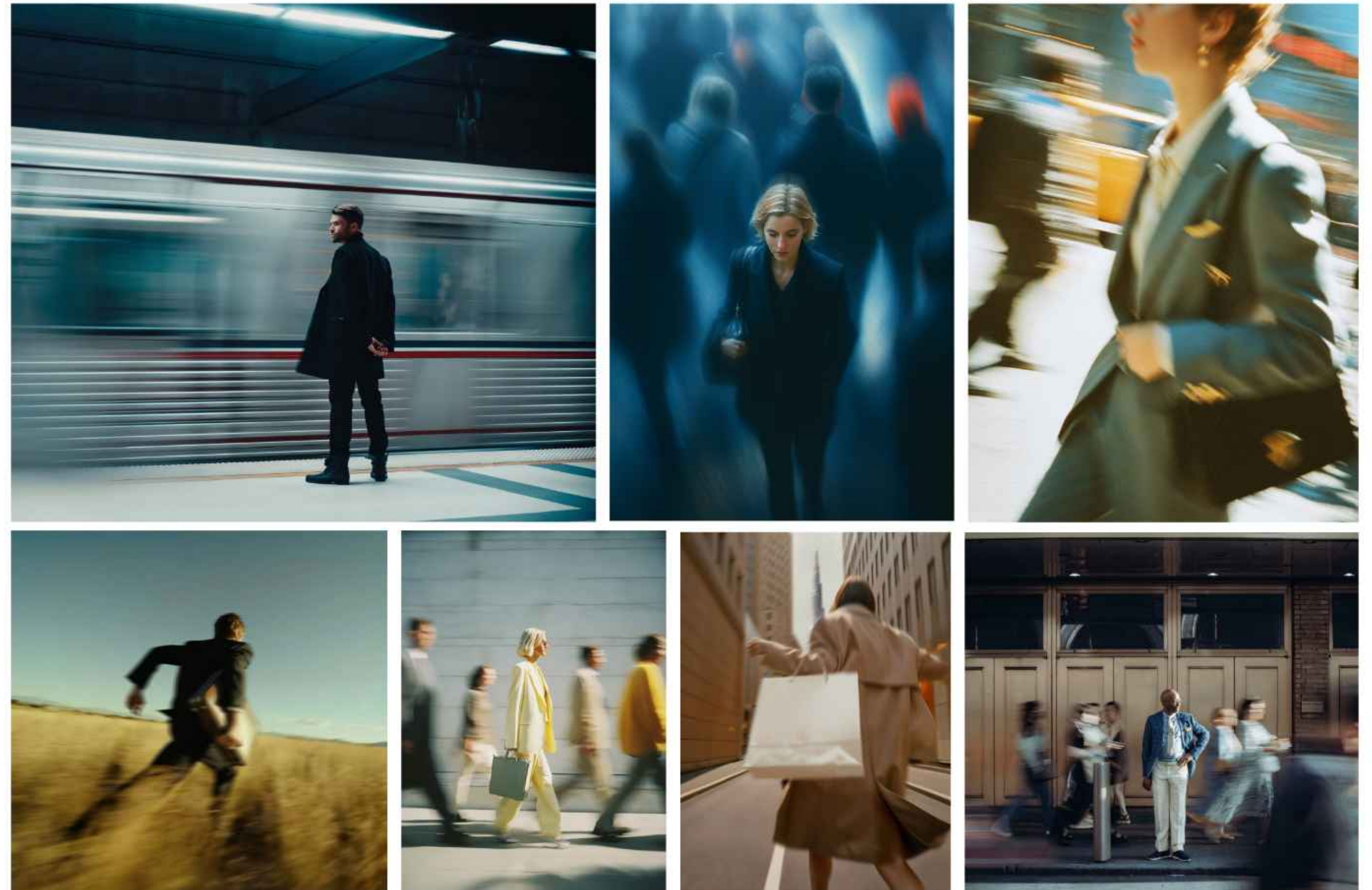
FAWRI

Authentic and Extraordinary

Passion, precision and perfection are integral to the visual aesthetic of our images. The style is minimalistic and clear-cut, with the situation in each image depicted in an authentic, assured manner with a focus on the essential. The images don't look at all staged, and yet every single detail is meticulously composed.

The result is exclusive snapshots of authentic situations, perfectly pairing sophisticated lighting with a subtle colour mood. The vehicles look not like exhibition objects, but like part of a natural environment. This allows us to create highquality, emotionally charged images that move and fascinate the viewer, while also expressing our bold, sophisticated and optimistic attitude.

The images are powerful, express understatement with a premium standard, and reflect at the same time a balance between perfection and authenticity.



IMAGERY

AI IMAGE GUIDELINE Prompt Elements Breakdown

Component	Preferred Style
Subject	Young to middle aged professionals women, confident expression, sharp wardrobe
Wardrobe	Smart casual to formal (suits, blazers, no ties for casual look)
Pose & Expression	Relaxed, smiling, looking away or directly at camera, seated or standing
Setting	Modern Dubai office interiors, skyscraper views, or skyline backdrops
Lighting	Natural daylight or golden hour, soft shadows, high contrast without being harsh
Mood	Confident, successful, optimistic, approachable
Color Palette	Warm neutrals, blues, greys, soft golds (matches brand color harmony)
Camera Angle	Eye-level, ¾ angle, or slightly over-the-shoulder shots
Post-processing	Editorial look, realistic retouching, depth of field, bokeh
Ethnicity	Inclusive mix: European, Middle Eastern, Indian, African, South Asian

Prompt Structure Template

A confident, well-dressed **businessman/businesswoman** in their **30s–50s**, wearing a tailored suit, in a **modern office or outdoor urban setting in Dubai**. Natural lighting with cinematic tones, **golden hour** or soft ambient light. Background includes **Dubai skyline, Burj Khalifa, or blurred high-rise interiors**. Mood: aspirational, composed, successful. Shallow depth of field, high realism, editorial photography style. **85mm lens** perspective, slightly **warm color** grading.



IMAGERY

AI IMAGE GUIDELINE Prompt Elements Breakdown

Component	Preferred Style
Subject	Young to middle aged professionals men, confident expression, sharp wardrobe
Wardrobe	Smart casual to formal (suits, blazers, no ties for casual look)
Pose & Expression	Relaxed, smiling, looking away or directly at camera, seated or standing
Setting	Modern Dubai office interiors, skyscraper views, or skyline backdrops
Lighting	Natural daylight or golden hour, soft shadows, high contrast without being harsh
Mood	Confident, successful, optimistic, approachable
Color Palette	Warm neutrals, blues, greys, soft golds (matches brand color harmony)
Camera Angle	Eye-level, ¾ angle, or slightly over-the-shoulder shots
Post-processing	Editorial look, realistic retouching, depth of field, bokeh
Ethnicity	Inclusive mix: European, Middle Eastern, Indian, African, South Asian

Prompt Structure Template

A confident, well-dressed **businessman/businesswoman** in their **30s–50s**, wearing a tailored suit, in a **modern office or outdoor urban setting in Dubai**. Natural lighting with cinematic tones, **golden hour** or soft ambient light. Background includes **Dubai skyline, Burj Khalifa, or blurred high-rise interiors**. Mood: aspirational, composed, successful. Shallow depth of field, high realism, editorial photography style. **85mm lens** perspective, slightly **warm color** grading.





ICONS

STYLE & STRUCTURE

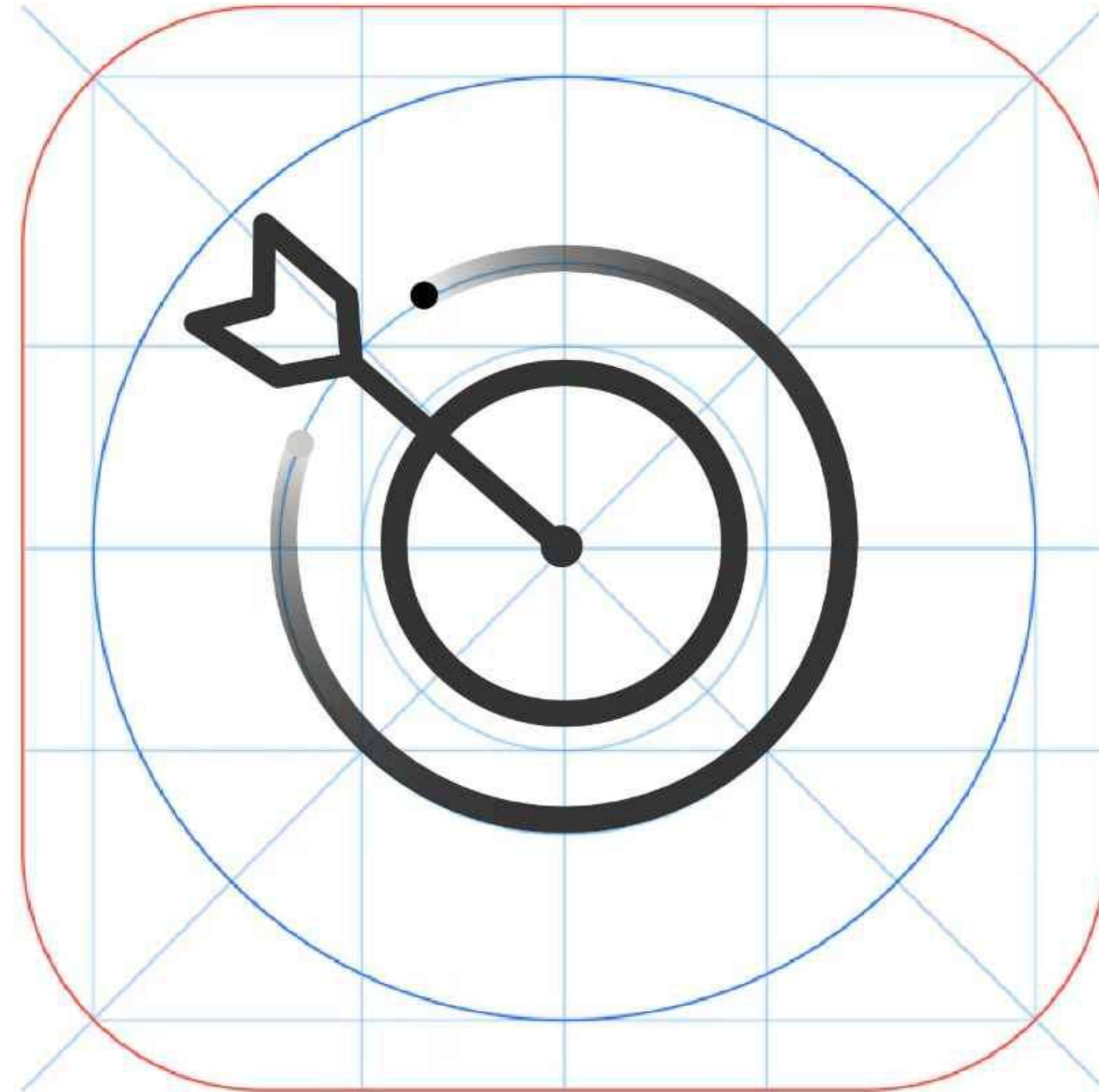
USAGE

Meydan Free Zone icons indicate information and interactions in a simple, direct manner. Their style is derived from technical drawings. Learn how to use them, how they behave and how they are made here or find and download approved icons in the user interface guideline:

ICONS

STYLE & STRUCTURE

Icons are made up of as few elements as possible. The constructed style is created by means of a fine, constant contour thickness of one pixel and the avoidance of filled-in blocks, angles alternate with rounded corners. Icons are generally applied in black and white.







ELEMENT ONE
CORPORATE



ELEMENT TWO
ECOSYSTEM



ELEMENT THREE
COMMUNITY



ELEMENT FOUR
FAWRI



ELEMENT FIVE
DIGITAL



ELEMENT SIX
KNOWLEDGE

10

ELEMENT ONE CORPORATE

THE PROCESS

ELEMENT EVOLUTION

USAGE

ELEMENTS

ALIGNING WITH MEYDAN'S FUTURE-FOCUSED VISION

Circle → Arc

We start with Meydan free Zone's core circle, then stretch and slice it into fluid shapes, mirroring real-world business journeys that rarely move in perfect loops.

High-Contrast Layers

Overlapping bands create depth and motion, allowing us to animate reveals, transitions, and data overlays in video and UI.

Human-Centric Focus

Inserted lifestyle photography (people, collaboration) tempers the abstract geometry, reinforcing that Meydan free Zone ultimately exists for entrepreneurs and teams, not structures.

Scalable System

The circular grid lets us generate endless icons, infographics, and UI backgrounds while keeping brand recognition high — crucial for everything from social tiles to way-finding signage.

ELEMENTS

The Process



ELEMENTS

Element evolution



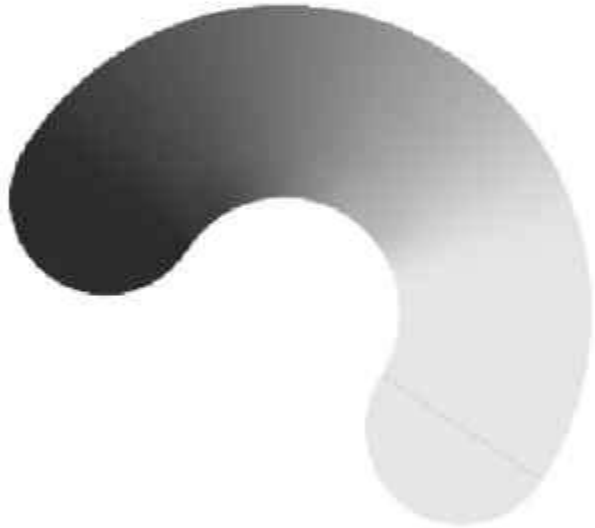
Ecosystem



Partnership



Digital



Speed



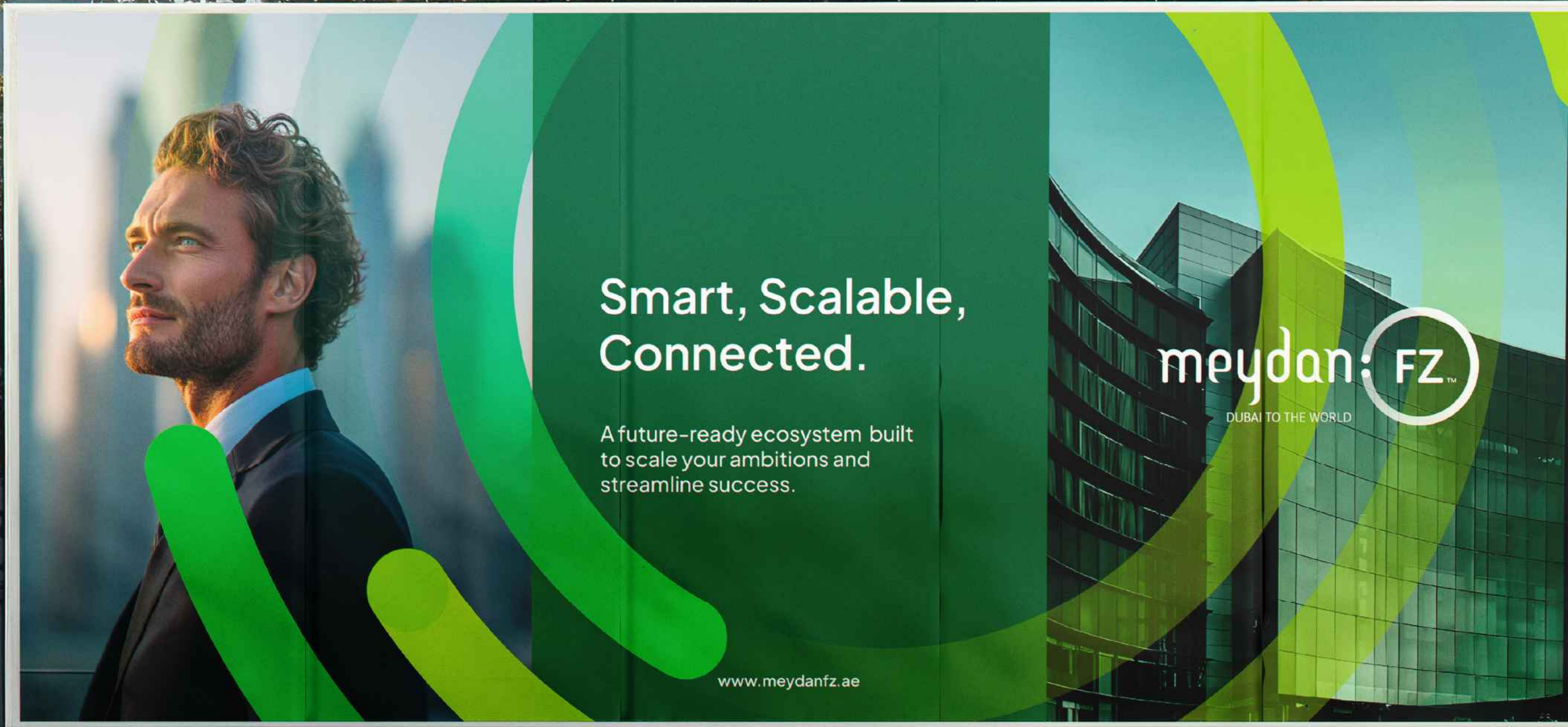
Built for Speed. Designed for Growth.

A future-forward destination
built to keep pace with your ambition.

www.meydanfz.ae

meydan: FZ™
DUBAI TO THE WORLD






Smart, Scalable, Connected.

A future-ready ecosystem built
to scale your ambitions and
streamline success.

meydan: FZ[™]
DUBAI TO THE WORLD

www.meydanfz.ae




**Built for Speed.
Designed for
Growth.**

A future-forward destination
built to keep pace with your ambition.

www.meydanfz.ae

meydan **FZ**
DUBAI TO THE WORLD





Where Business Runs 24x7

Meydan empowers you with nonstop
access to infrastructure,
services, and support.

www.meydanfz.ae

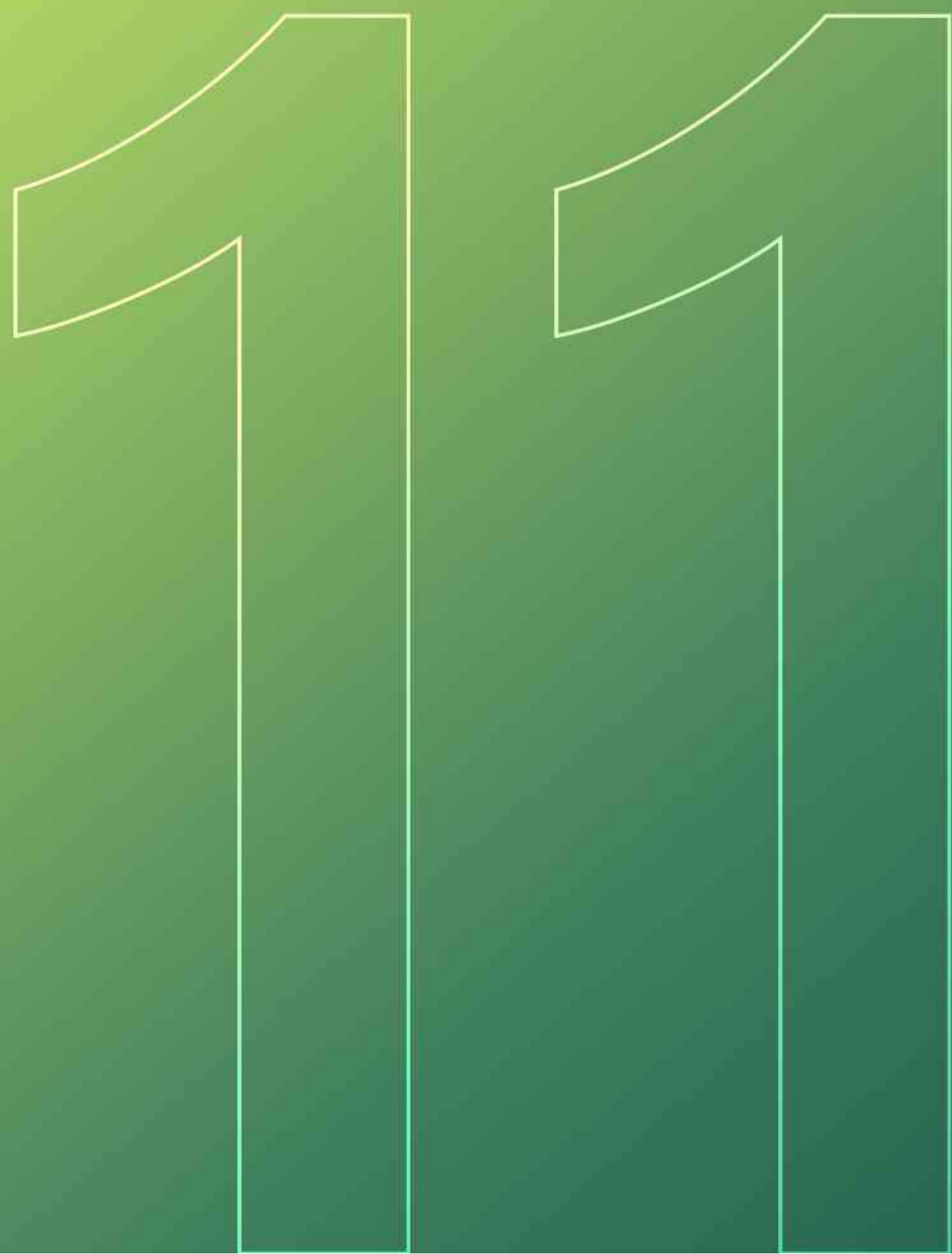
meydan: FZ™
DUBAI TO THE WORLD

USAGE

Composition Logic

Each layout begins with a compelling human portrait on the left to spark emotional connection, anchors the headline and supporting copy on a solid green column in the centre for maximum legibility, and showcases industry-specific imagery on the right to illustrate the topic at hand. Semi-transparent circular bands sweep across all three zones, seamlessly blending the elements into a single, fluid narrative that reinforces Meydan FZ's “circle-to-motion” design system.





SOCIAL MEDIA

STYLES

INSTAGRAM LOOKUP

SOCIAL MEDIA

STYLE 1

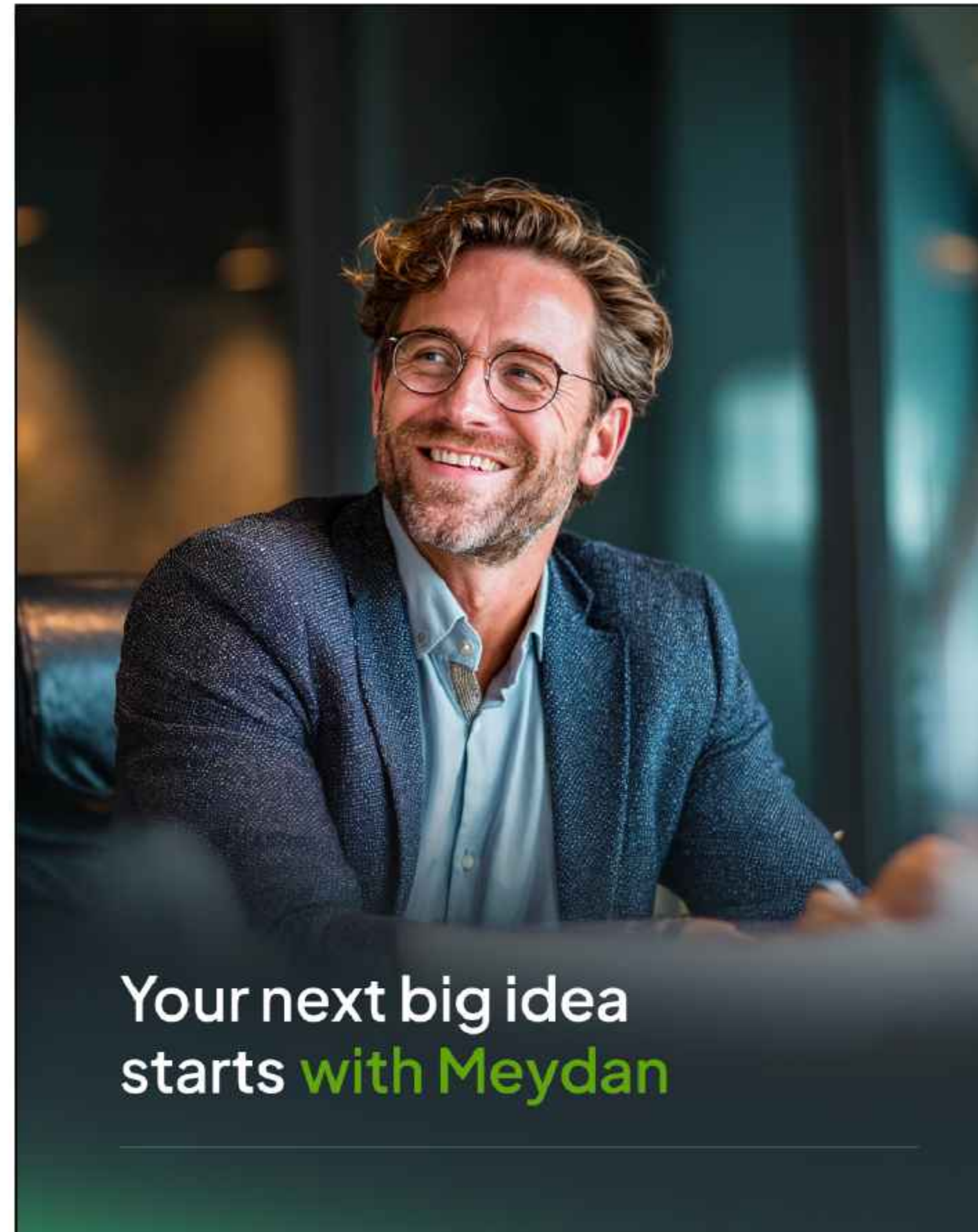
Captures an aspirational lifestyle by contrasting freedom with traditional work constraints. Using high-end, realistic imagery—like golfing or boarding a private jet—it pairs short, bold copy that emphasises liberation (e.g., **no endless meetings**, **no office boundaries**). The minimal text and cinematic visuals evoke success, autonomy, and modern entrepreneurship, making it ideal for luxury, tech, or founder-focused brands.



SOCIAL MEDIA

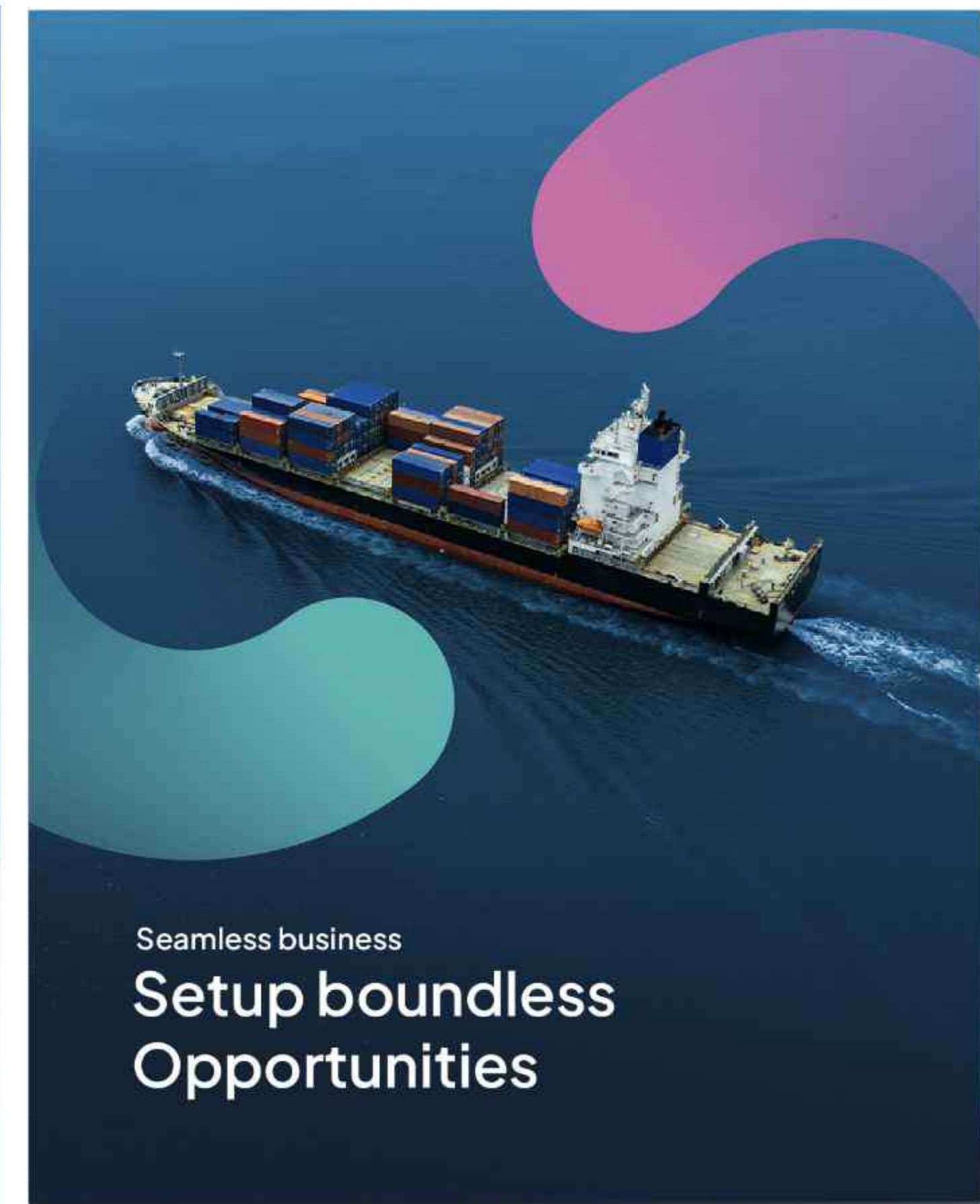
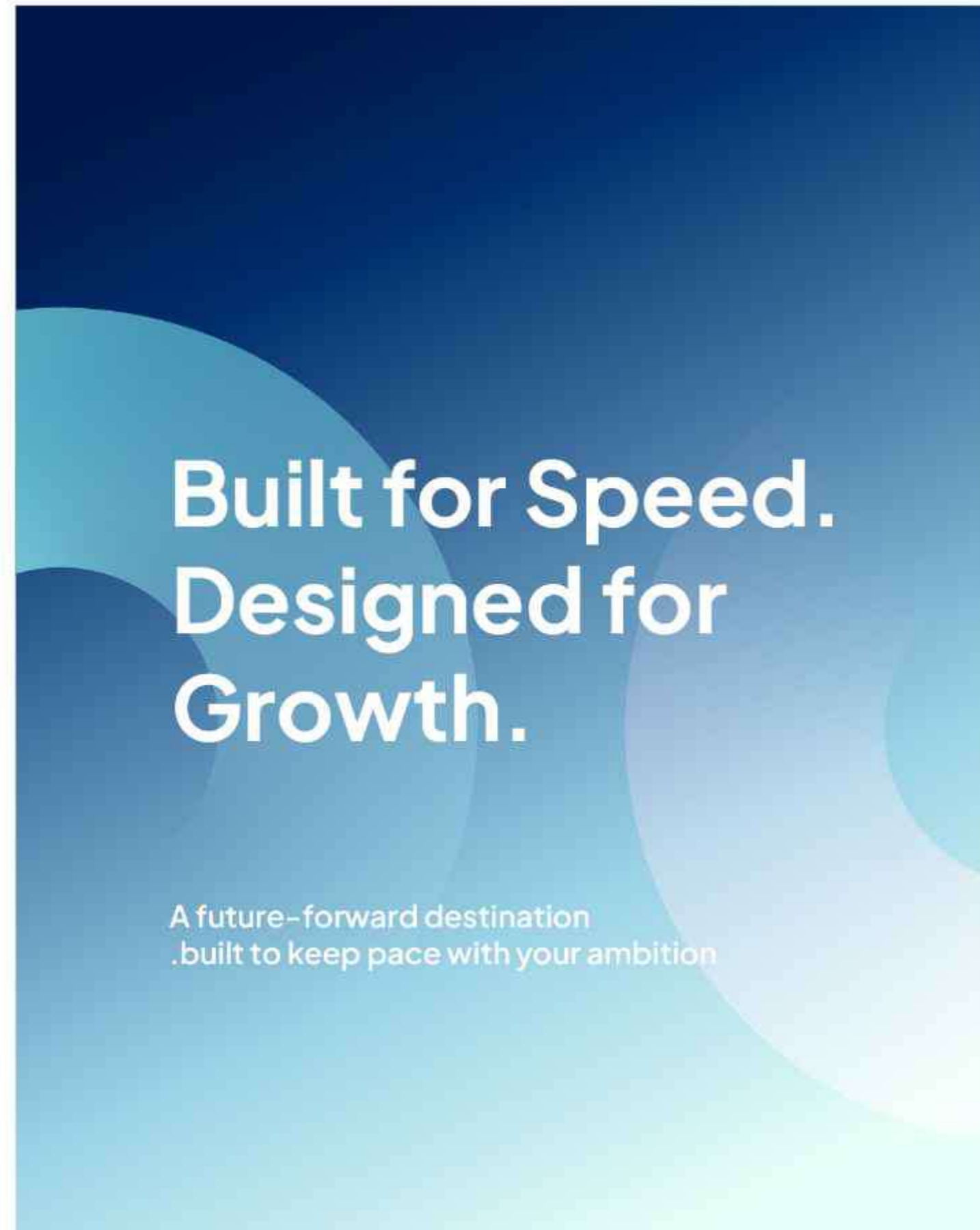
STYLE 2

Focuses on confidence, clarity, and professionalism—featuring poised individuals in sharp business environments. The tone is empowering and direct, using clean layouts and subtle brand elements like gradients or arcs. Messaging is forward-looking (e.g., Your next big idea starts with Meydan) and positions the brand as a launchpad for ambitious entrepreneurs. This style works well for business setup, consultancy, or innovation-focused communications.



STYLE 3

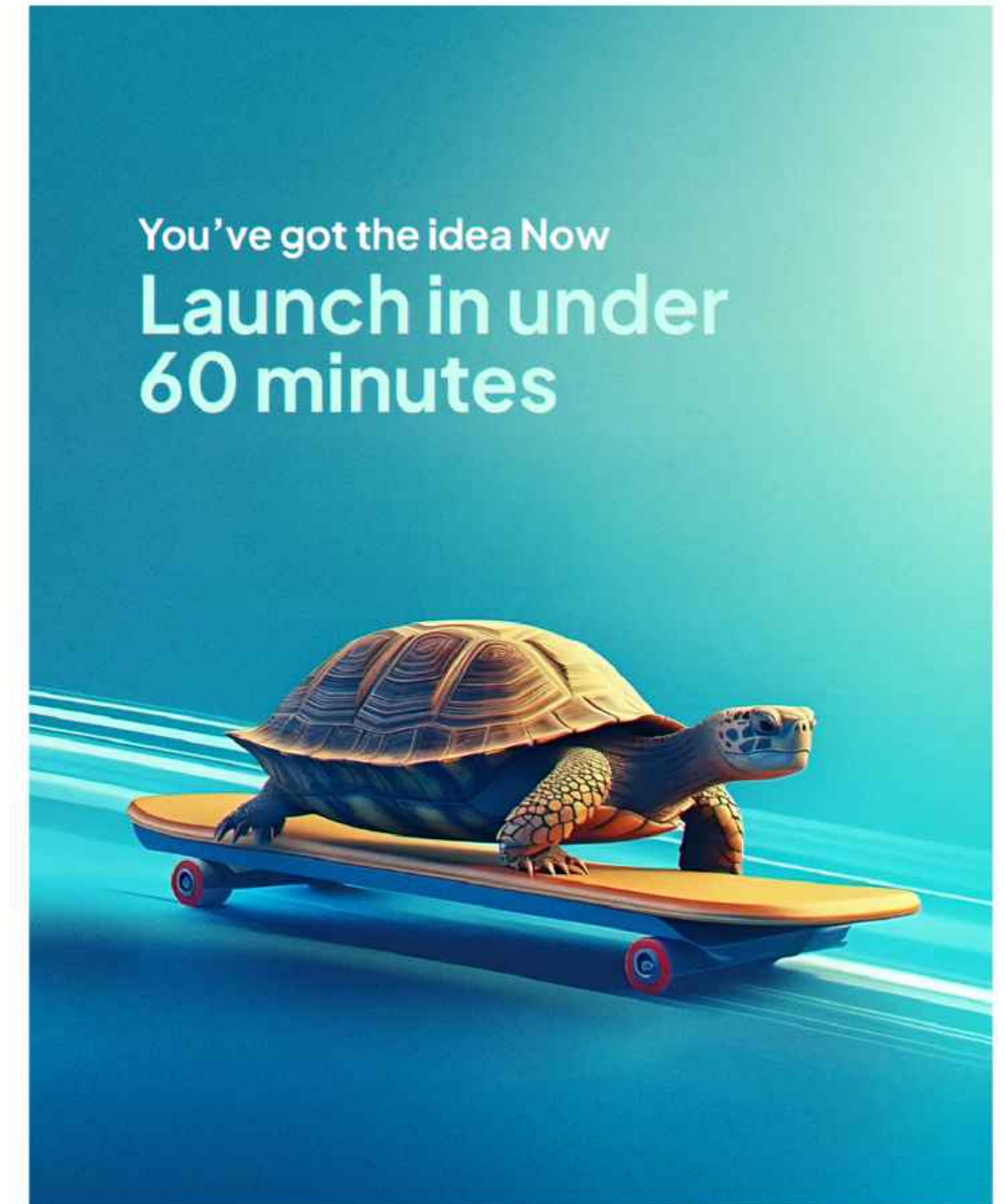
Embraces a modern, corporate aesthetic with clean gradients, fluid shapes, and bold typography. It communicates scale, speed, and future-readiness—ideal for industries like logistics, tech, or infrastructure. With copy like Built for Speed. Designed for Growth., this style projects momentum and ambition. The visuals are graphic-driven or aerial, paired with minimalistic layout and smooth color transitions to highlight innovation and global reach.



SOCIAL MEDIA

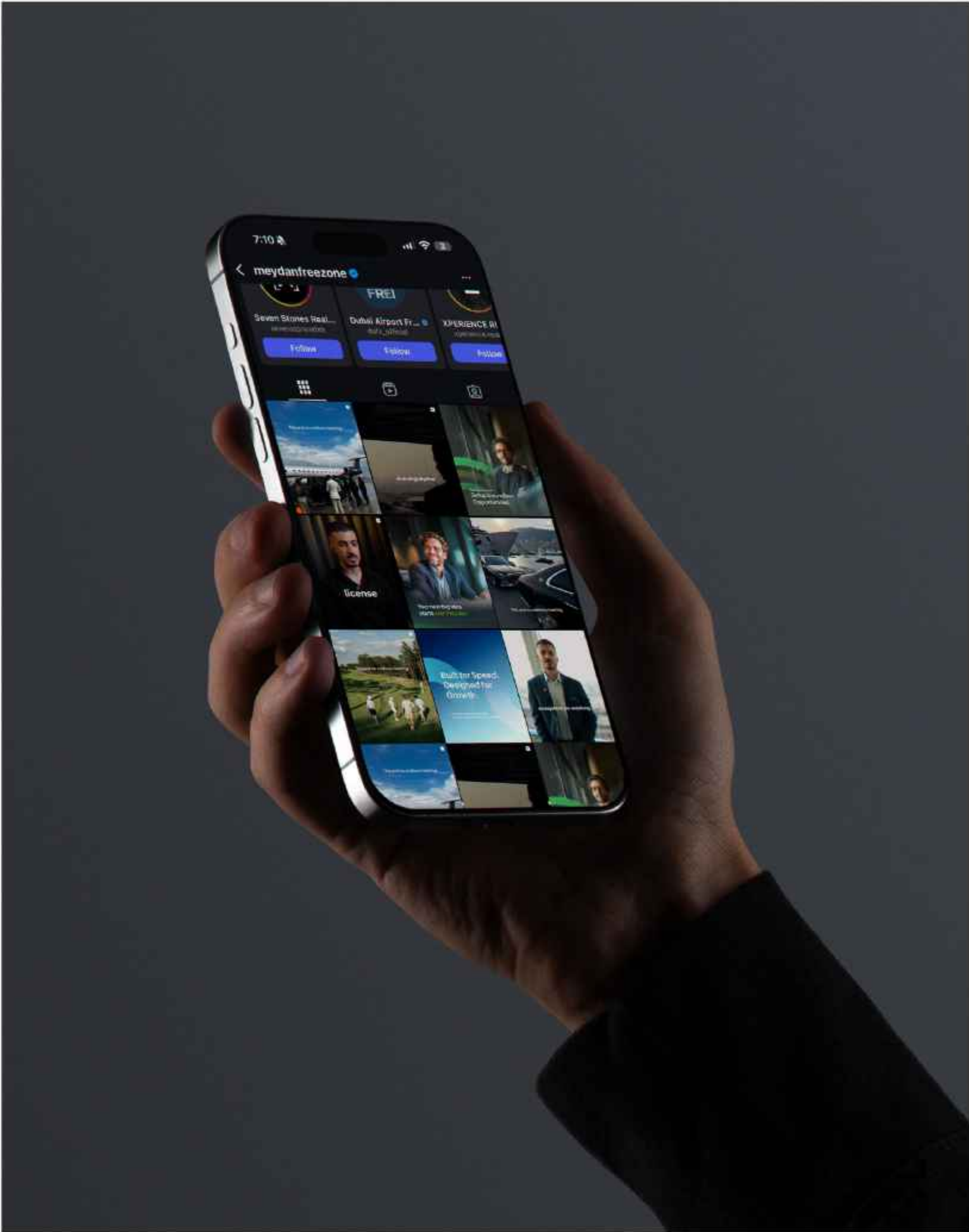
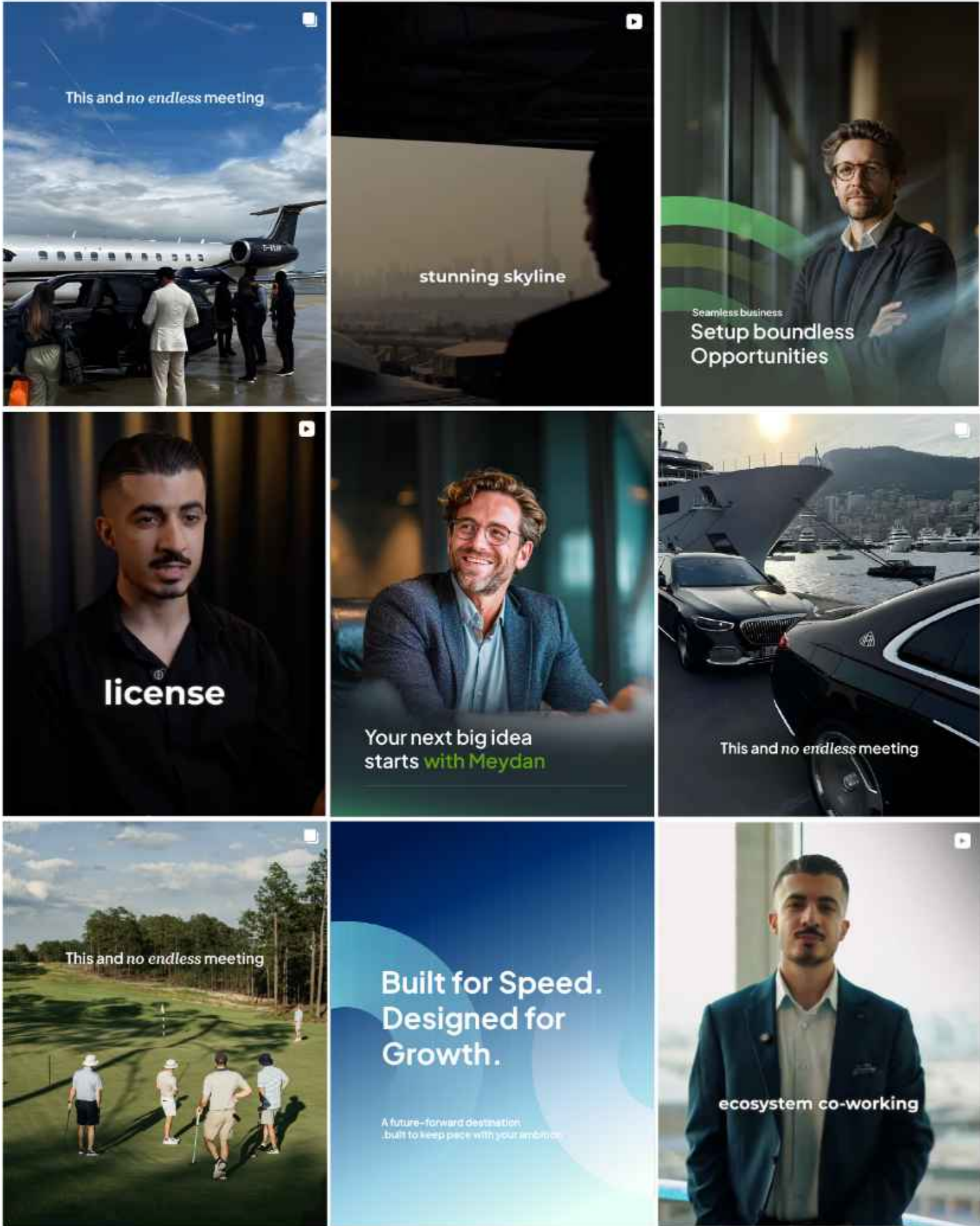
STYLE 4

Embraces a modern, corporate aesthetic with clean gradients, fluid shapes, and bold typography. It communicates scale, speed, and future-readiness—ideal for industries like logistics, tech, or infrastructure. With copy like Built for Speed. Designed for Growth., this style projects momentum and ambition. The visuals are graphic-driven or aerial, paired with minimalistic layout and smooth colour transitions to highlight innovation and global reach.



INSTAGRAM MOCKUP

This section showcases a visual preview of how the curated Instagram posts will appear on the brand's profile grid. It presents a clean, modern aesthetic with a blend of real imagery, confident portraits, aspirational moments, and compelling typography. The content reflects a premium tone—highlighting business readiness, lifestyle, and growth opportunities. This mockup helps visualise the brand's digital presence, ensuring consistency, visual impact, and alignment with the overall narrative when published on Instagram.



12

ELEMENT TWO ECOSYSTEM

THE PROCESS

ELEMENT EVOLUTION

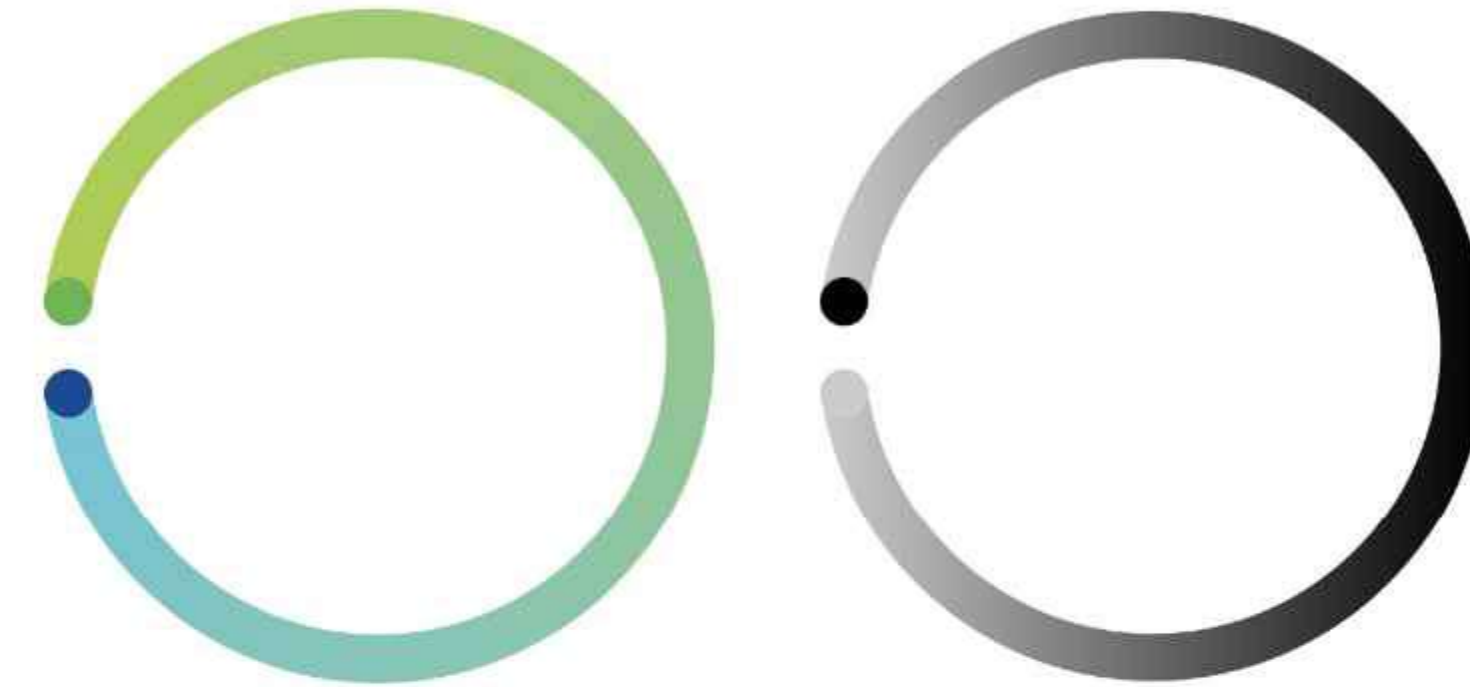
USAGE

ICONS

The Process

What started as a circle has evolved — stretched, reshaped, and reimagined. These new forms speak to the spirit of modern entrepreneurship: fluid, fast-moving, and always adapting.

They stay true to Meydan Free Zone's original mark but push it forward — a visual nod to businesses that cross borders, blur boundaries, and never stand still.



DECONSTRUCTION SHAPE FROM ORIGIN



CONVERT INTO FLUID SHAPE



Element evolution

This isn't just design for decoration—it's design with intention:

Fluidity speaks to the agility
Meydan Free Zone's offers its clients.
Movement reflects the speed and ambition of
doing business in Dubai.
Transformation symbolises how Meydan Free Zone
empowers businesses to scale from local to
global.

Just like Dubai itself, these shapes are
limitless—always shifting, always growing, always
moving forward.



Partnership



Ecosystem



Speed



Digital

**BUILT FOR SPEED.
DESIGNED FOR
GROWTH.**

A FUTURE-FORWARD DESTINATION
BUILT TO KEEP PACE WITH YOUR AMBITION.

**BUILT FOR SPEED.
DESIGNED FOR
GROWTH.**

A FUTURE-FORWARD DESTINATION
BUILT TO KEEP PACE WITH YOUR
AMBITION.



SMART.
SCALABLE.
DIGITAL.

WHERE EVERY INTERACTION,
SERVICE, AND SOLUTION IS
DESIGNED FOR THE DIGITAL AGE.

PARTNERSHIPS THAT POWER PROGRESS



COLLABORATING TO CREATE VALUE,
DRIVE INNOVATION, AND
SHAPE THE FUTURE—TOGETHER.

SMART,
SCALABLE,
CONNECTED

A FUTURE-READY ECOSYSTEM
BUILT TO SCALE YOUR AMBITIONS
AND STREAMLINE SUCCESS.

**WHERE
BUSINESS
RUNS 24X7**

**A FUTURE-READY ECOSYSTEM
BUILT TO SCALE YOUR AMBITIONS
AND STREAMLINE SUCCESS.**

13

SOCIAL MEDIA

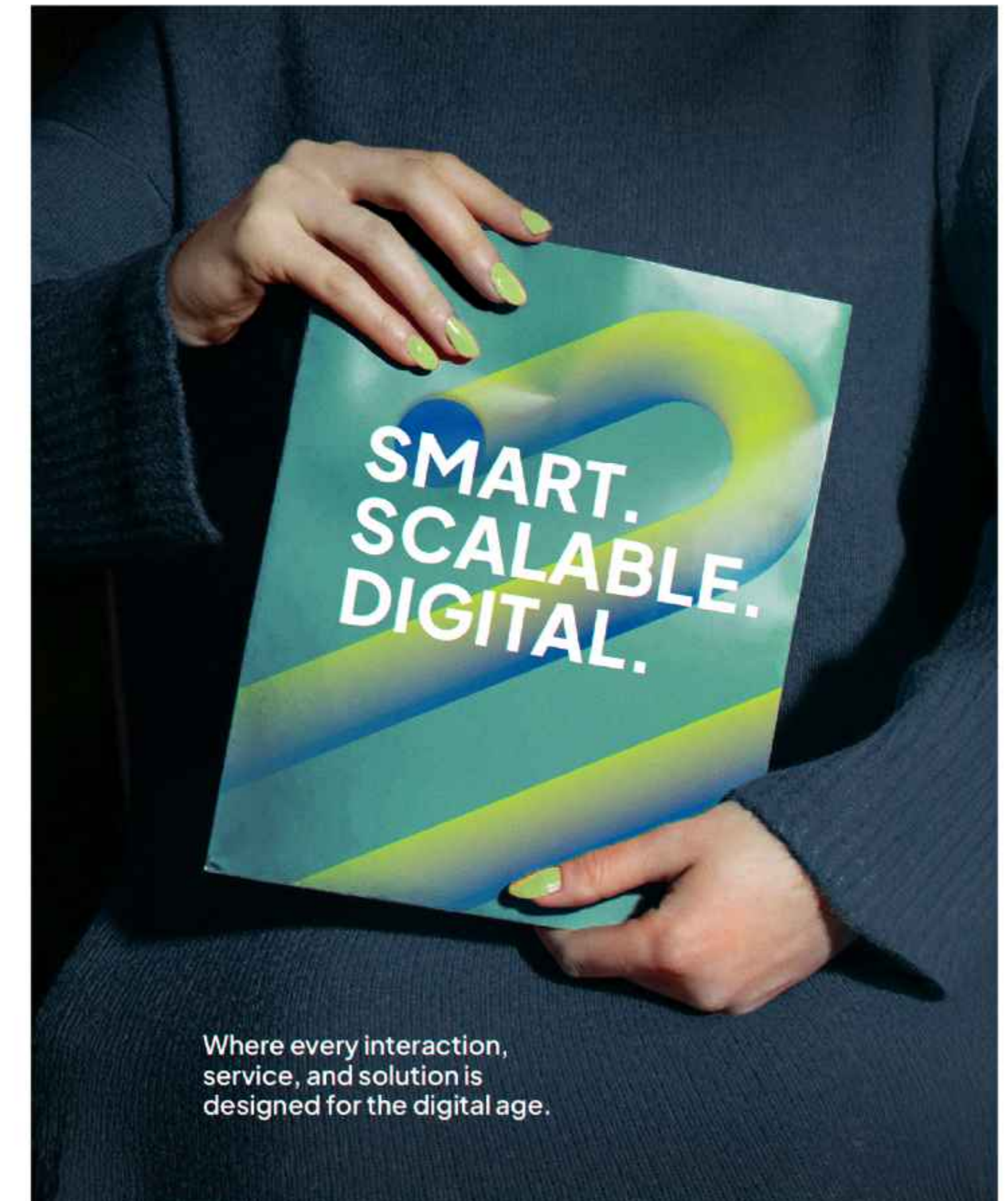
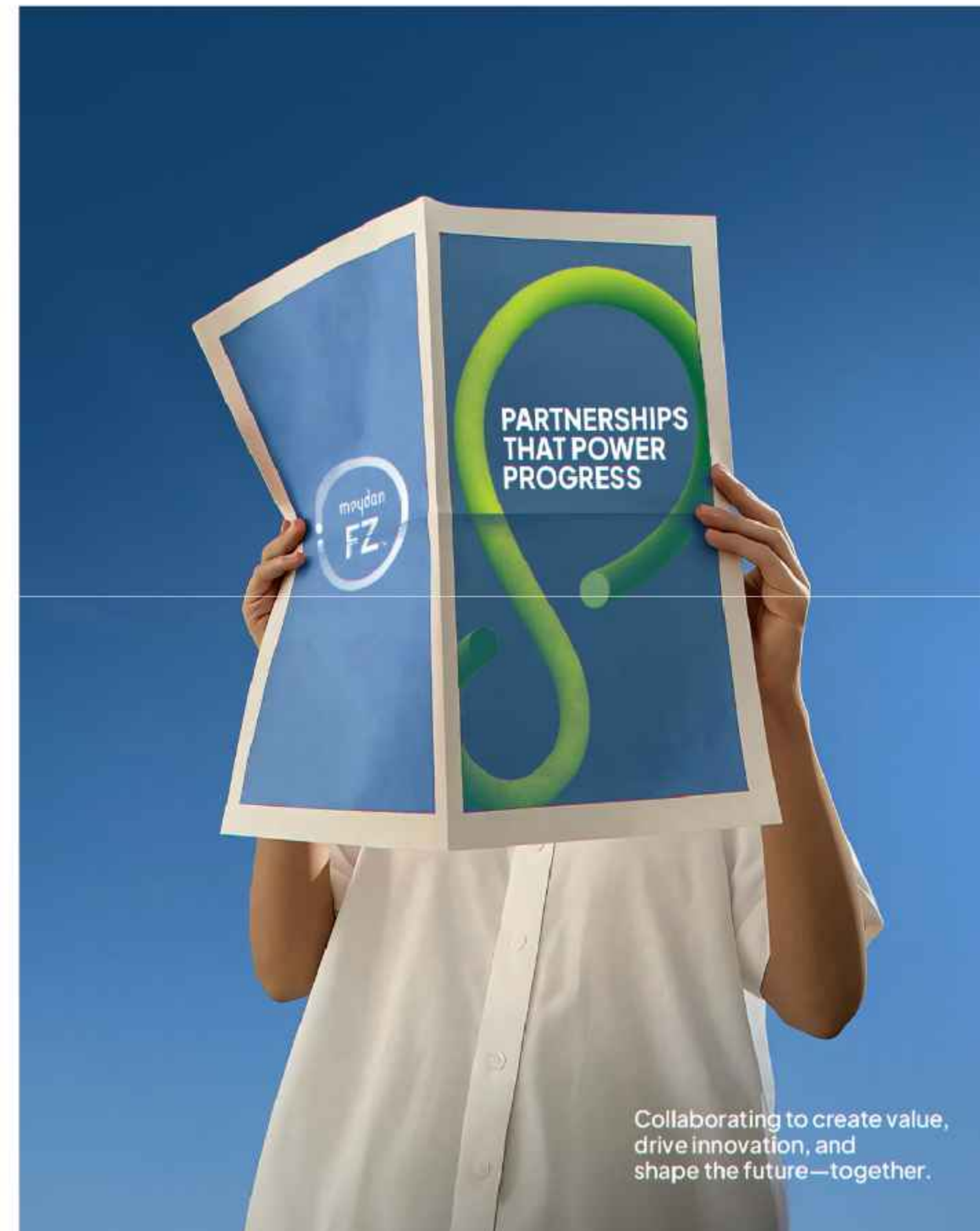
STYLES

INSTAGRAM LOOKUP

SOCIAL MEDIA

STYLE 1

Design-led and immersive: this style places bold messaging directly within a real, physical object—such as a folder, booklet, or printed material—held by a person. The main text is always placed inside the subject, making it feel tangible and embedded in reality. The composition prioritises 80% focus on the main subject and 20% on the human element, ensuring the message remains central while still grounded in human interaction. Subtext is placed beneath or around the subject, depending on the composition. This style is ideal for showcasing brand presence, printed touchpoints, and modern, scalable communication.



SOCIAL MEDIA

STYLE 1

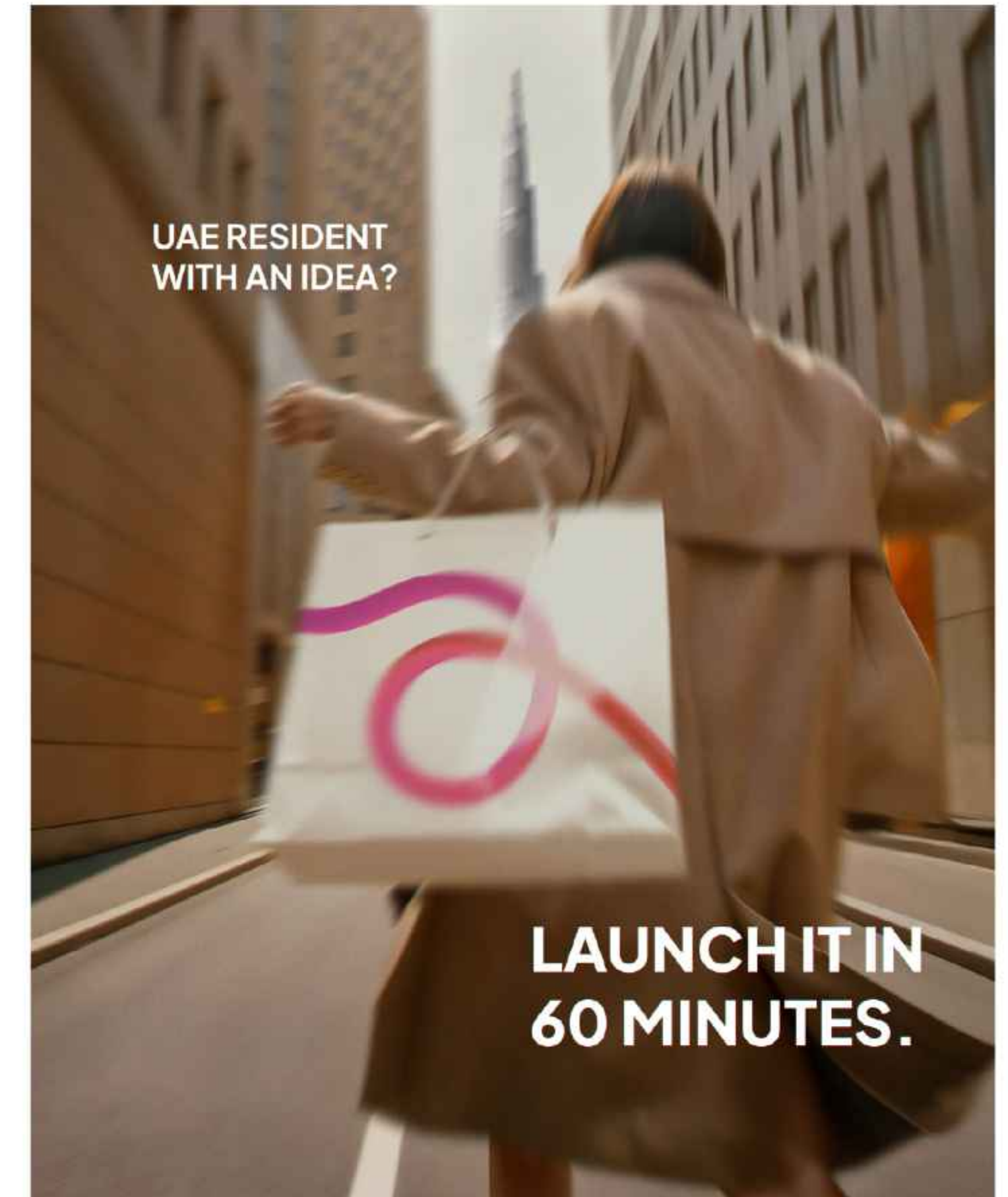
Visually immersive and art-directed: this style uses real outdoor environments with branded backdrops as the hero element. The main graphic and headline text are integrated within a physical setup, creating a strong focal point. The composition follows an 80% emphasis on the backdrop and message, with 20% human presence to maintain relatability without overpowering the brand. Each scene feels curated yet natural—balancing bold typography with aspirational settings. Ideal for campaigns that aim to blend identity, ambition, and lifestyle in one cohesive visual story.



SOCIAL MEDIA

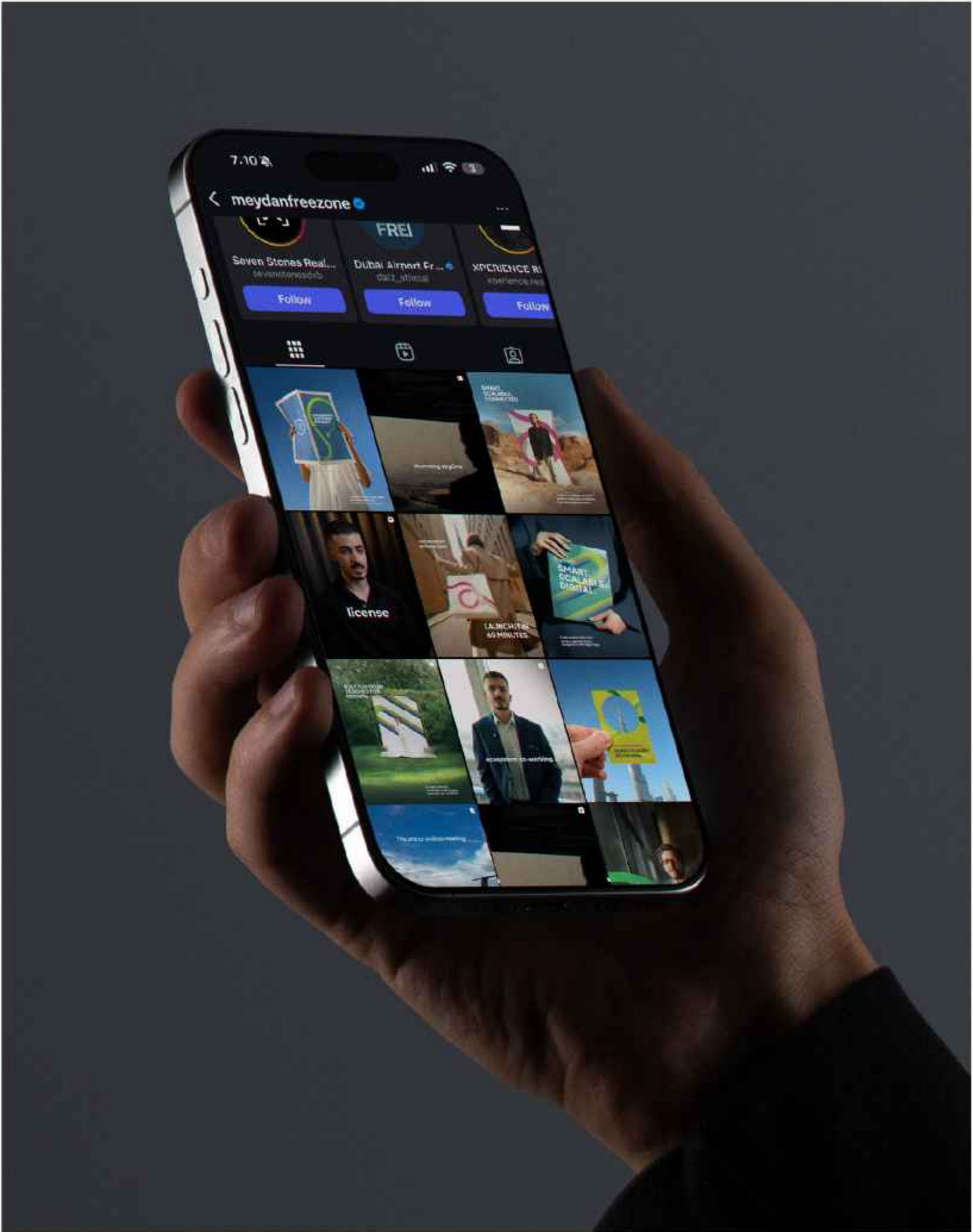
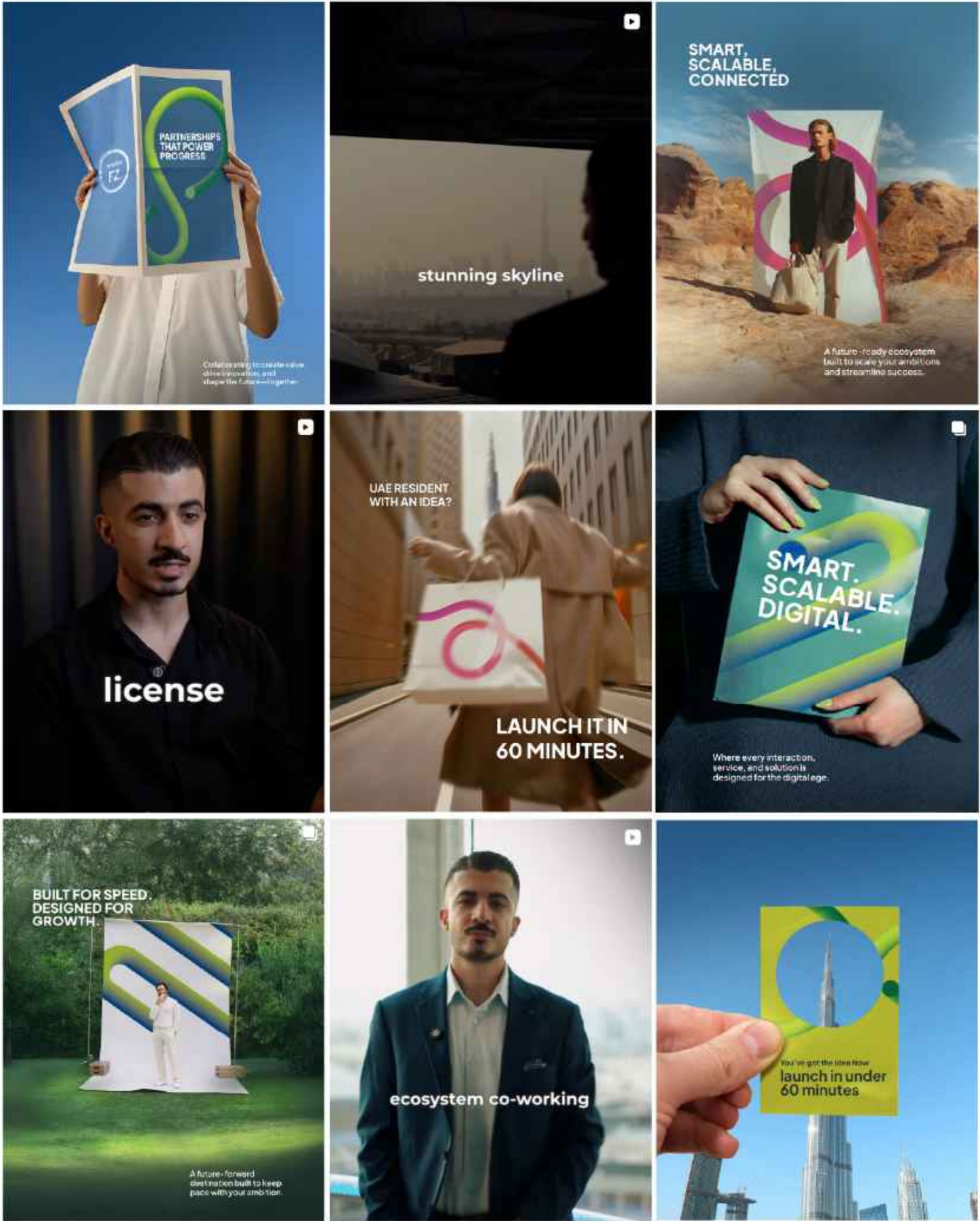
STYLE 1

This style focuses on dynamic, real-world compositions where a physical object becomes the primary frame or focal point. The object is shot in perspective, often interacting with the environment, creating a layered depth and sense of immediacy. The composition is 80% object and 20% human element, keeping the branded piece as the hero while adding life through subtle human presence or motion. Backgrounds are clean and context-driven—urban streets, iconic landmarks, or dynamic settings—making the visuals feel authentic and energetic.



INSTAGRAM MOCKUP

This section showcases a visual preview of how the curated Instagram posts will appear on the brand's profile grid. It presents a clean, modern aesthetic with a blend of real imagery, confident portraits, aspirational moments, and compelling typography. The content reflects a premium tone—highlighting business readiness, lifestyle, and growth opportunities. This mockup helps visualize the brand's digital presence, ensuring consistency, visual impact, and alignment with the overall narrative when published on Instagram.





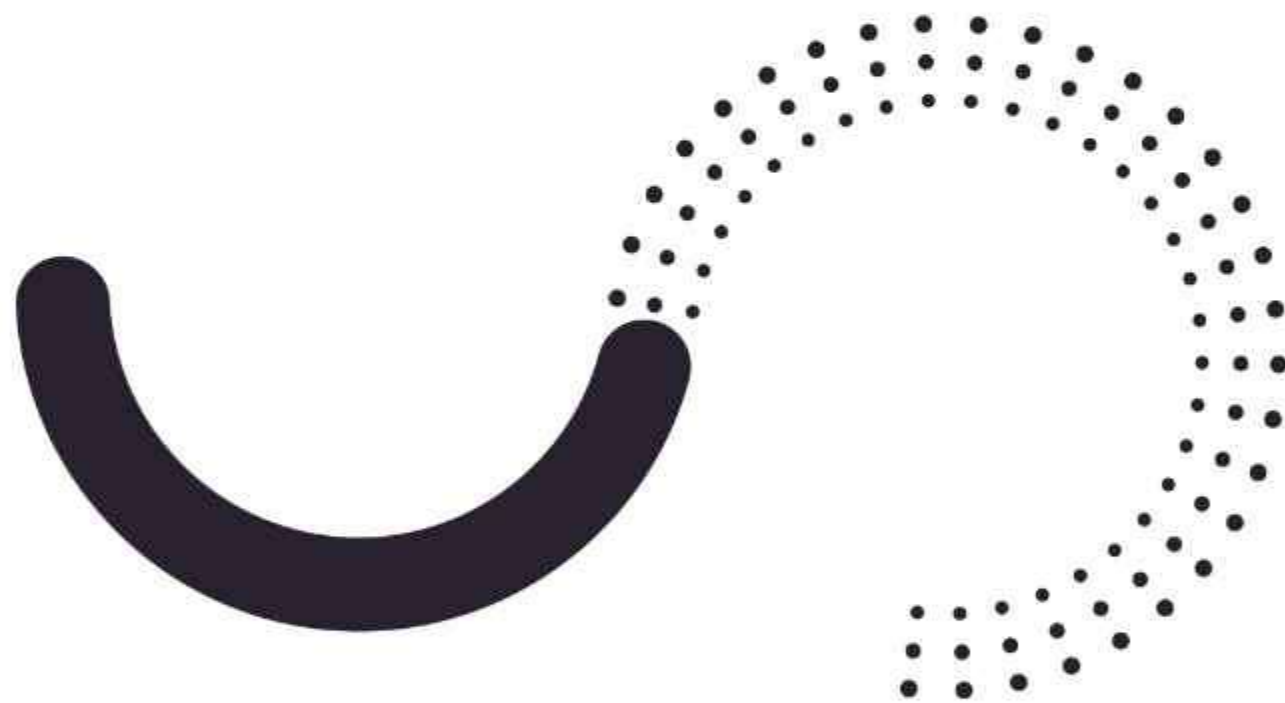
ELEMENT THREE COMMUNITY

VARIATION

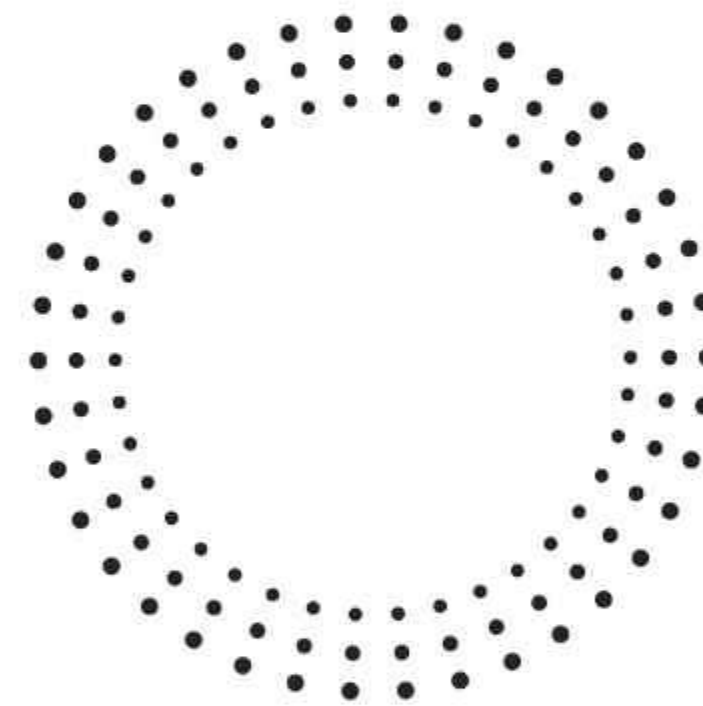
USAGE

PATTERN

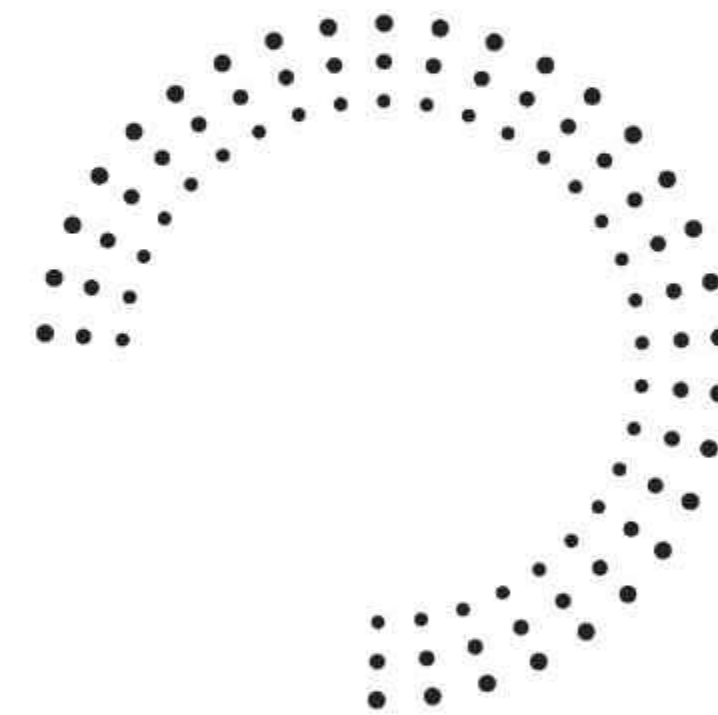
VARIATION



Variation one



Variation two



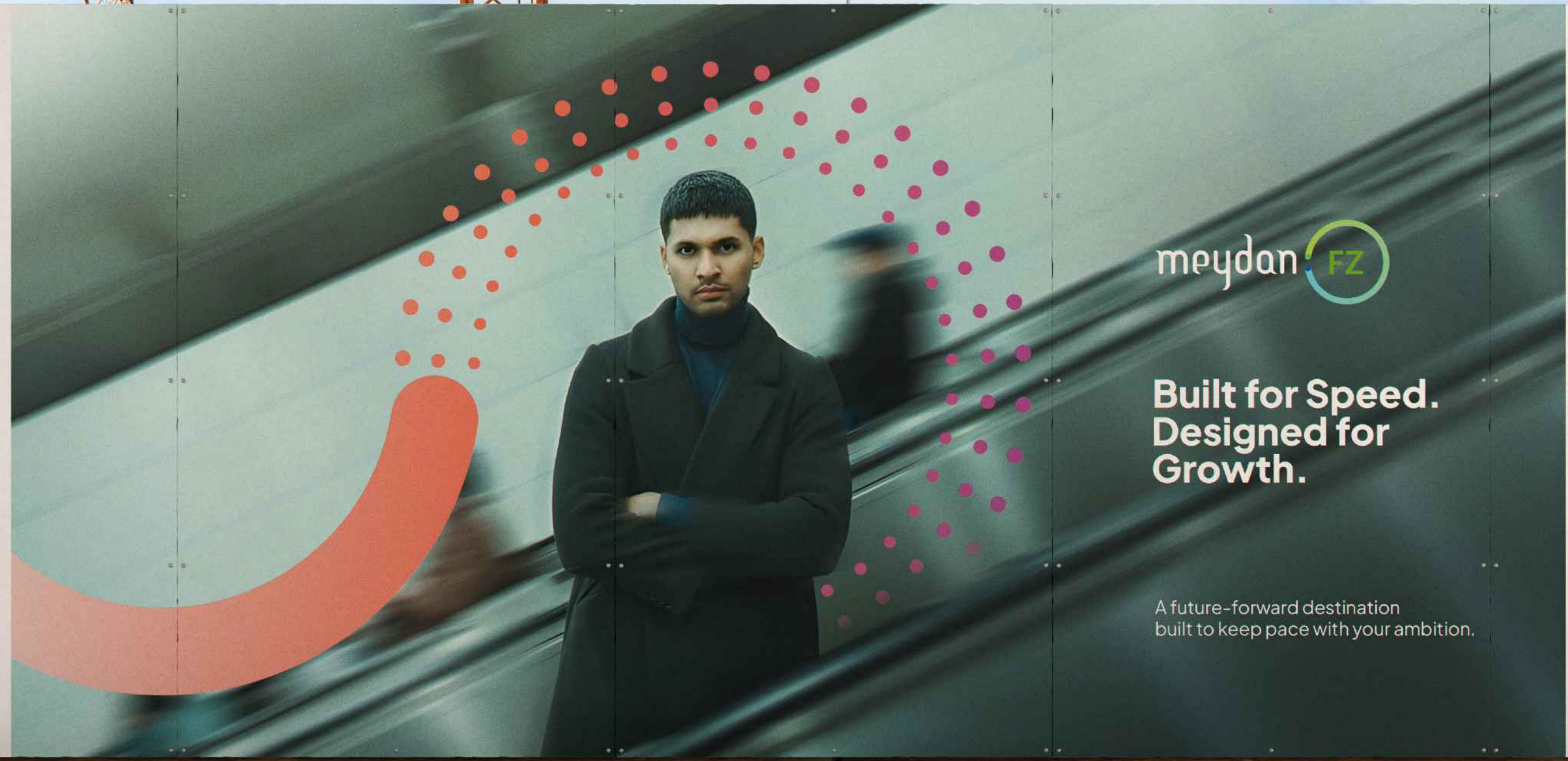
Variation three



A future-forward destination
built to keep pace with your ambition.

**Built for Speed.
Designed for
Growth.**





meydan FZ

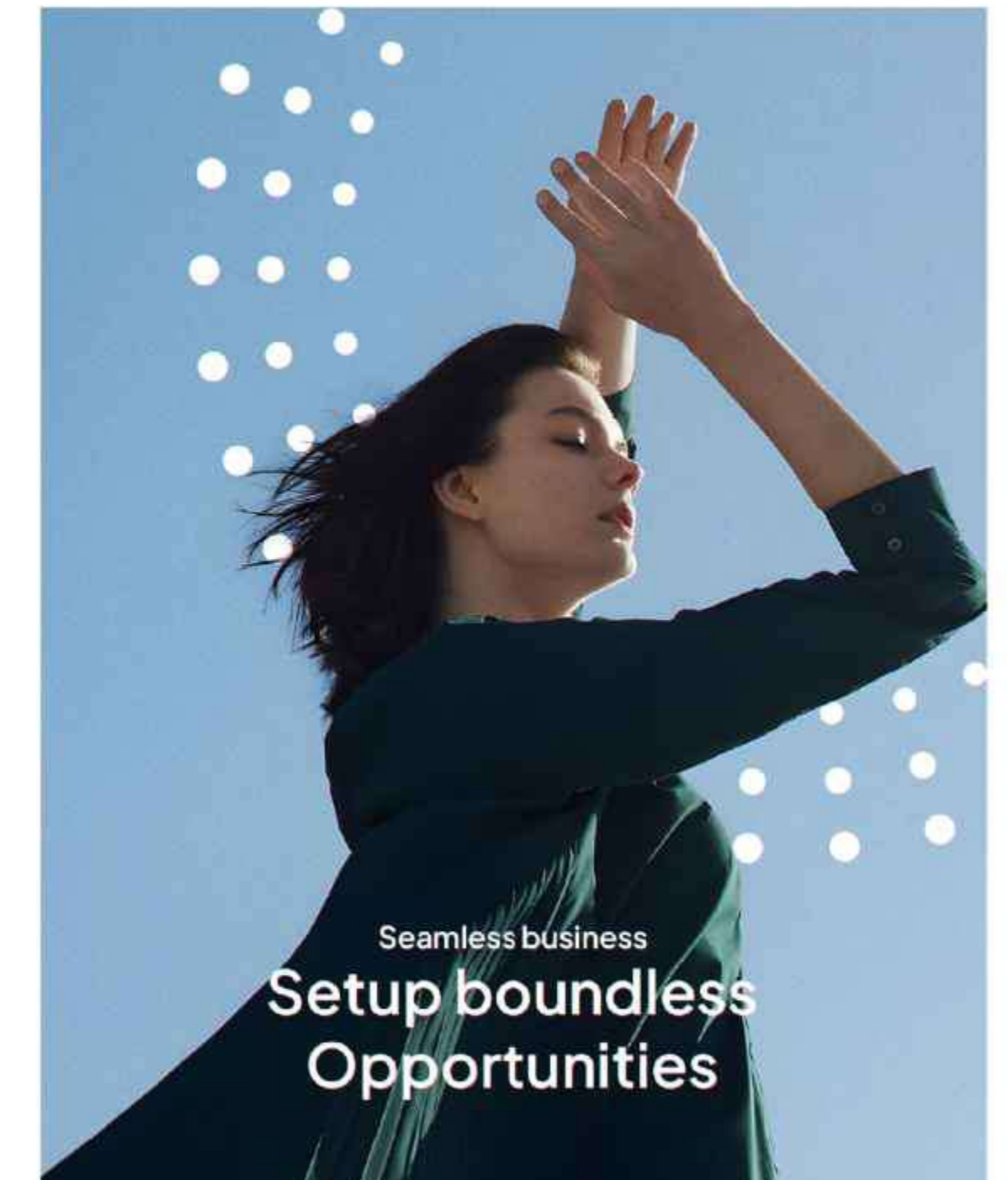
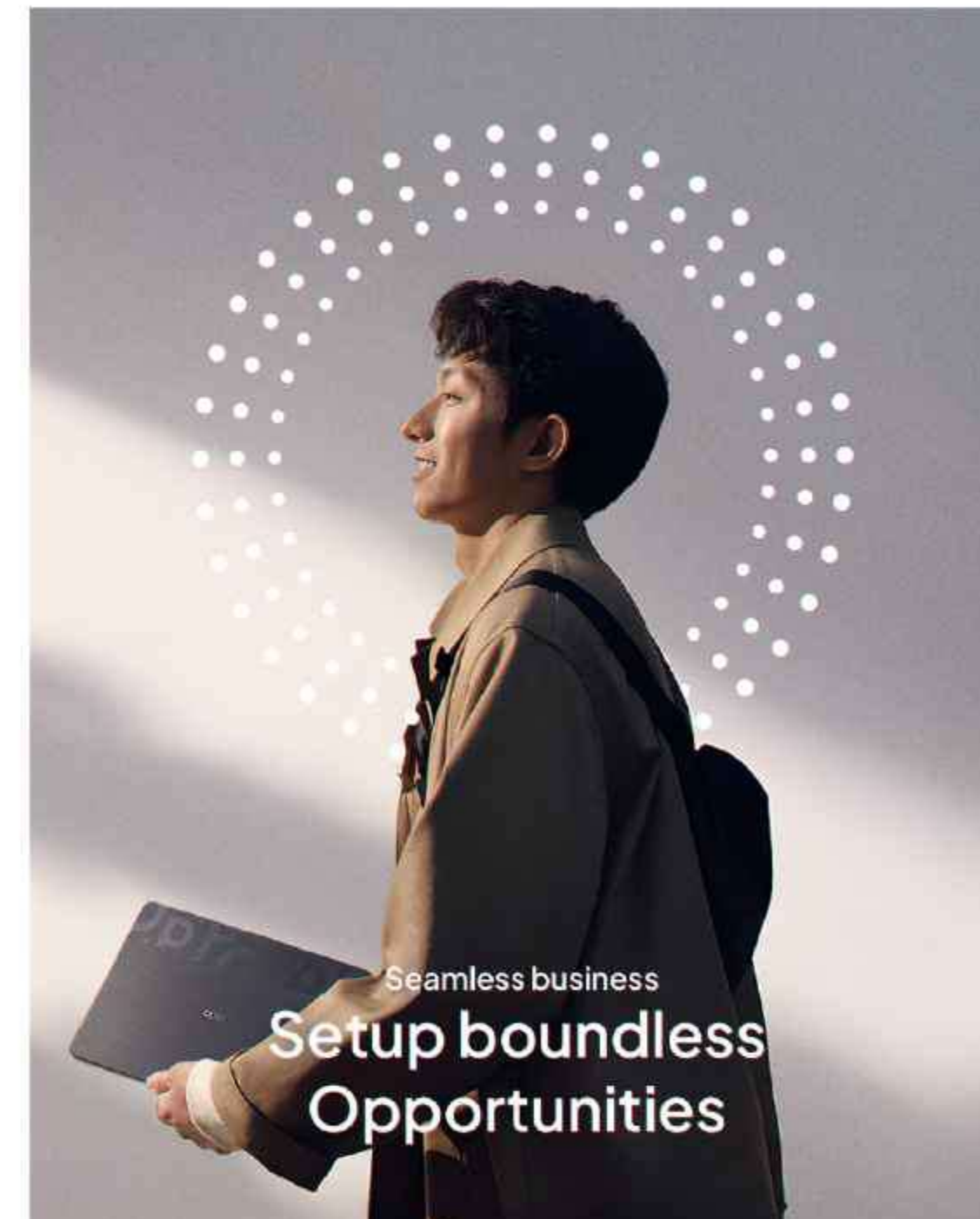
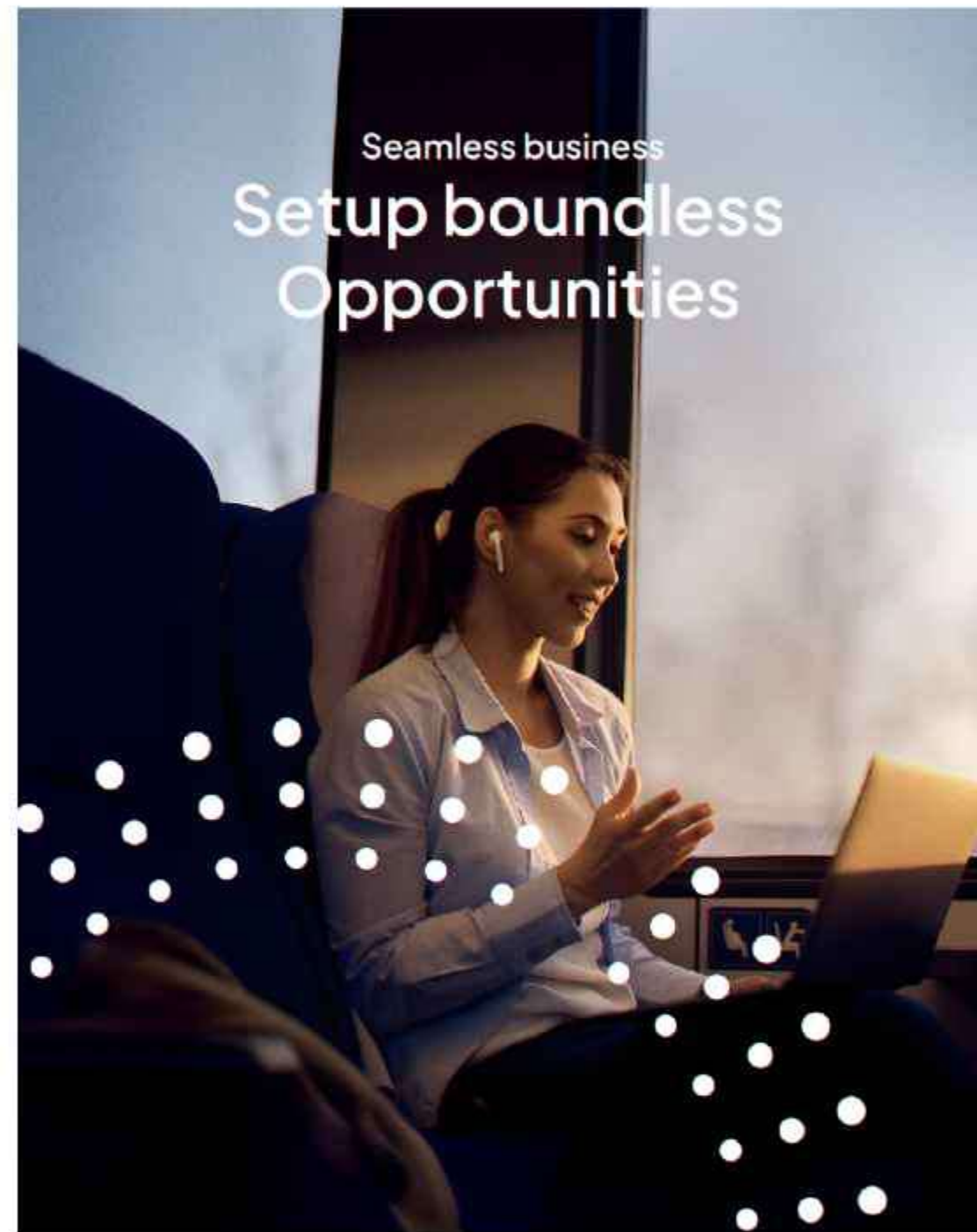
**Built for Speed.
Designed for
Growth.**

A future-forward destination
built to keep pace with your ambition.

ELEMENTS

USAGE

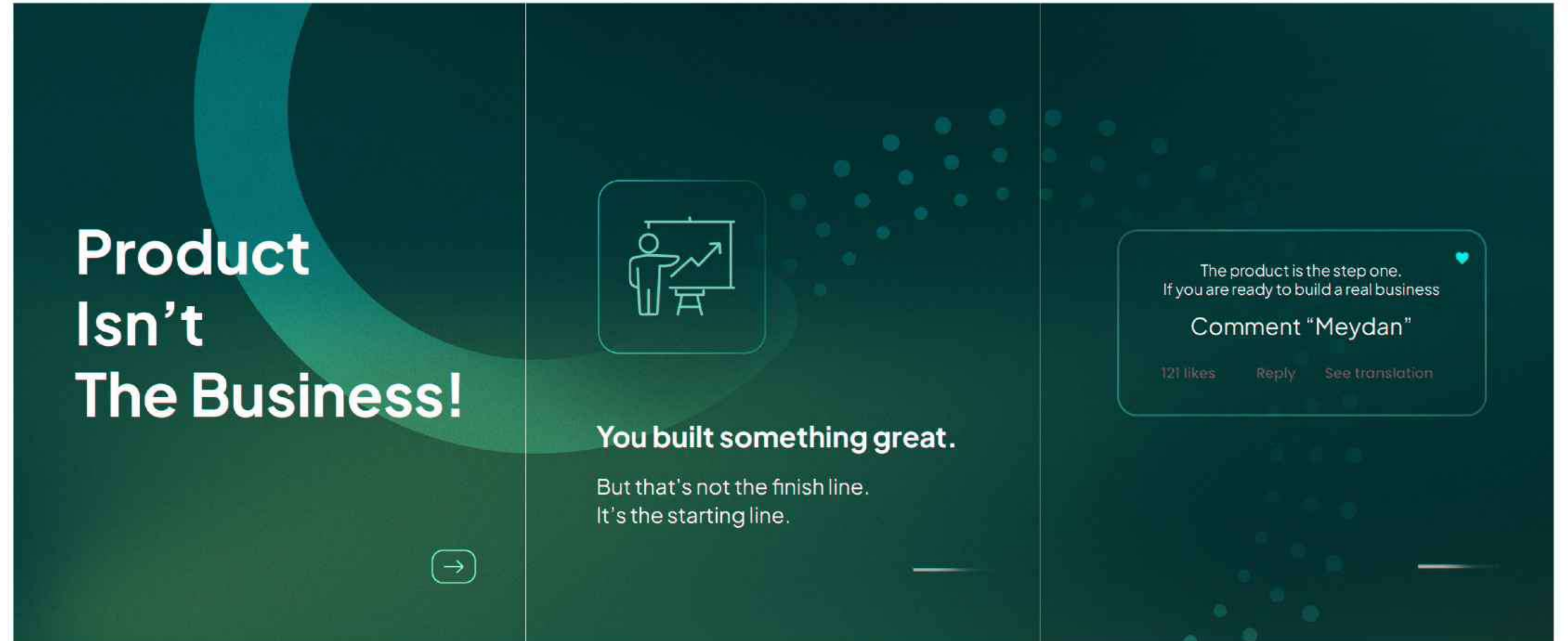
This visual style conveys confidence and ambition through poised individuals in sharp business or lifestyle moments, while the circular dot pattern acts as a subtle brand device that frames subjects and symbolizes growth, innovation, and limitless opportunities—ideal for brand campaigns, business setup, and entrepreneur-focused communications.



ELEMENTS

USAGE

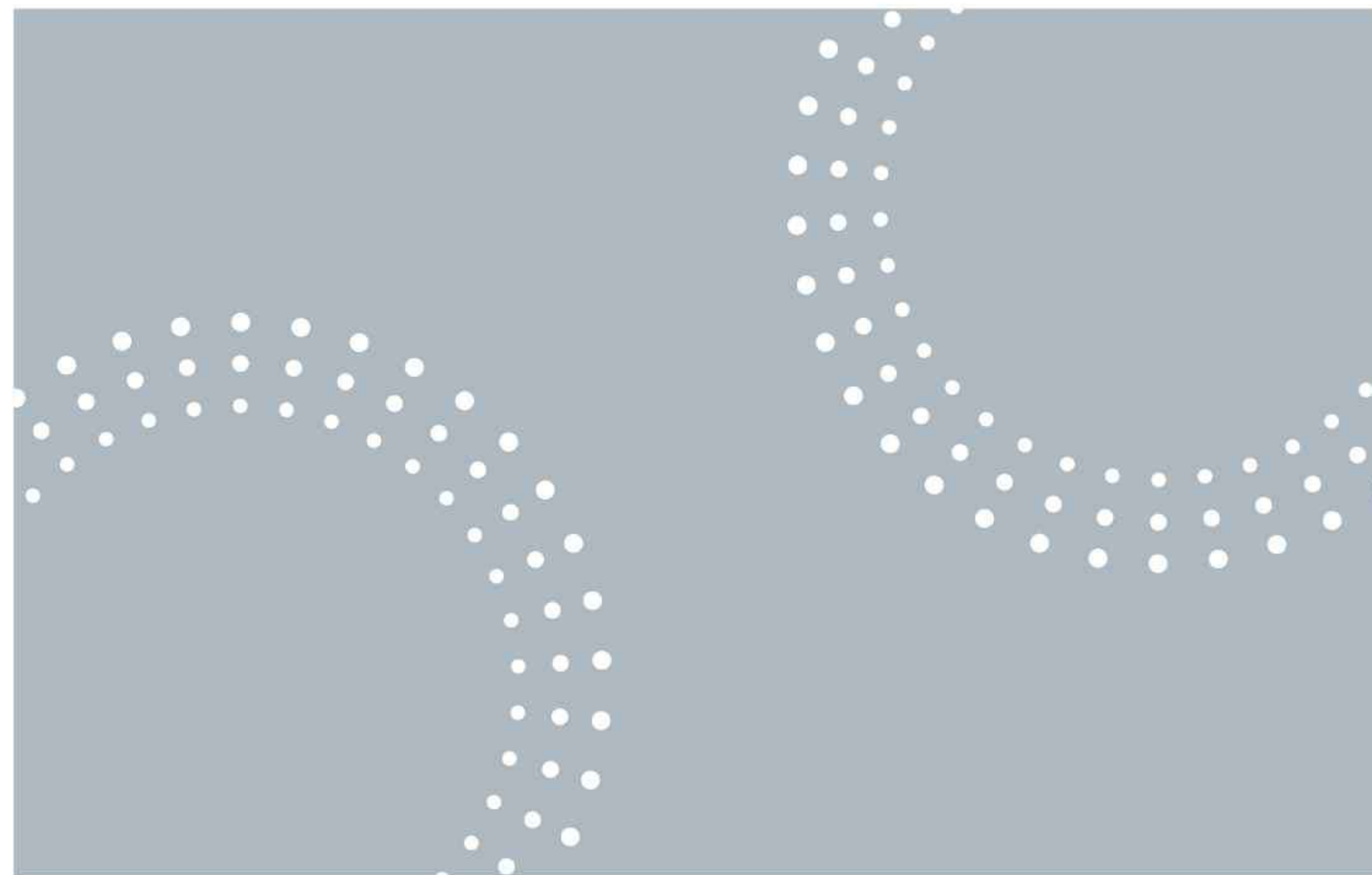
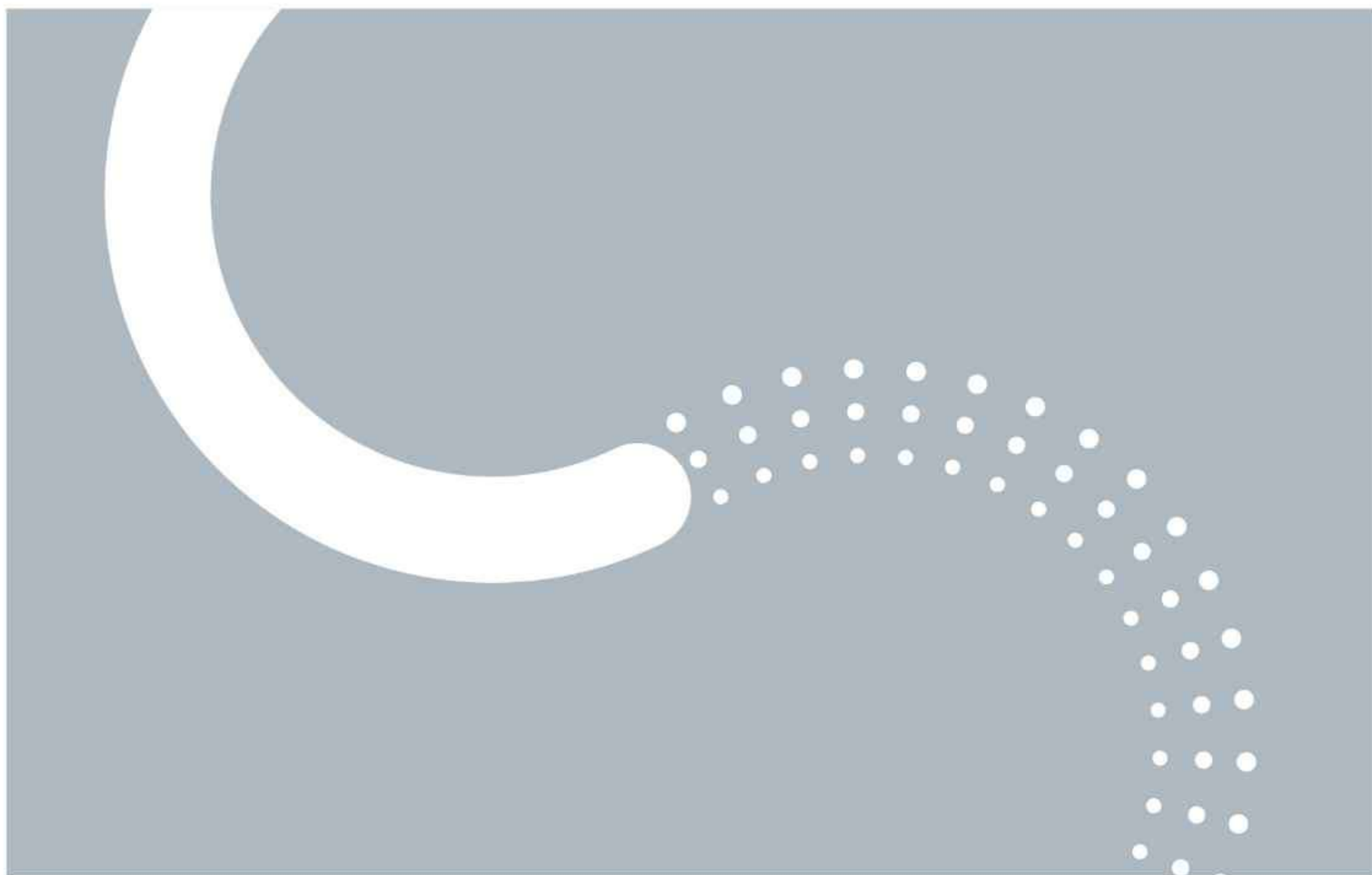
This style uses bold messaging paired with clean layouts and subtle brand patterns—such as arcs and dotted gradients—to guide attention and create flow across carousel frames. The patterns reinforce continuity, add depth, and symbolize progress, making the content feel dynamic and engaging while maintaining a professional and future-focused tone.



ELEMENTS

DOWNLOAD 

PATTERN



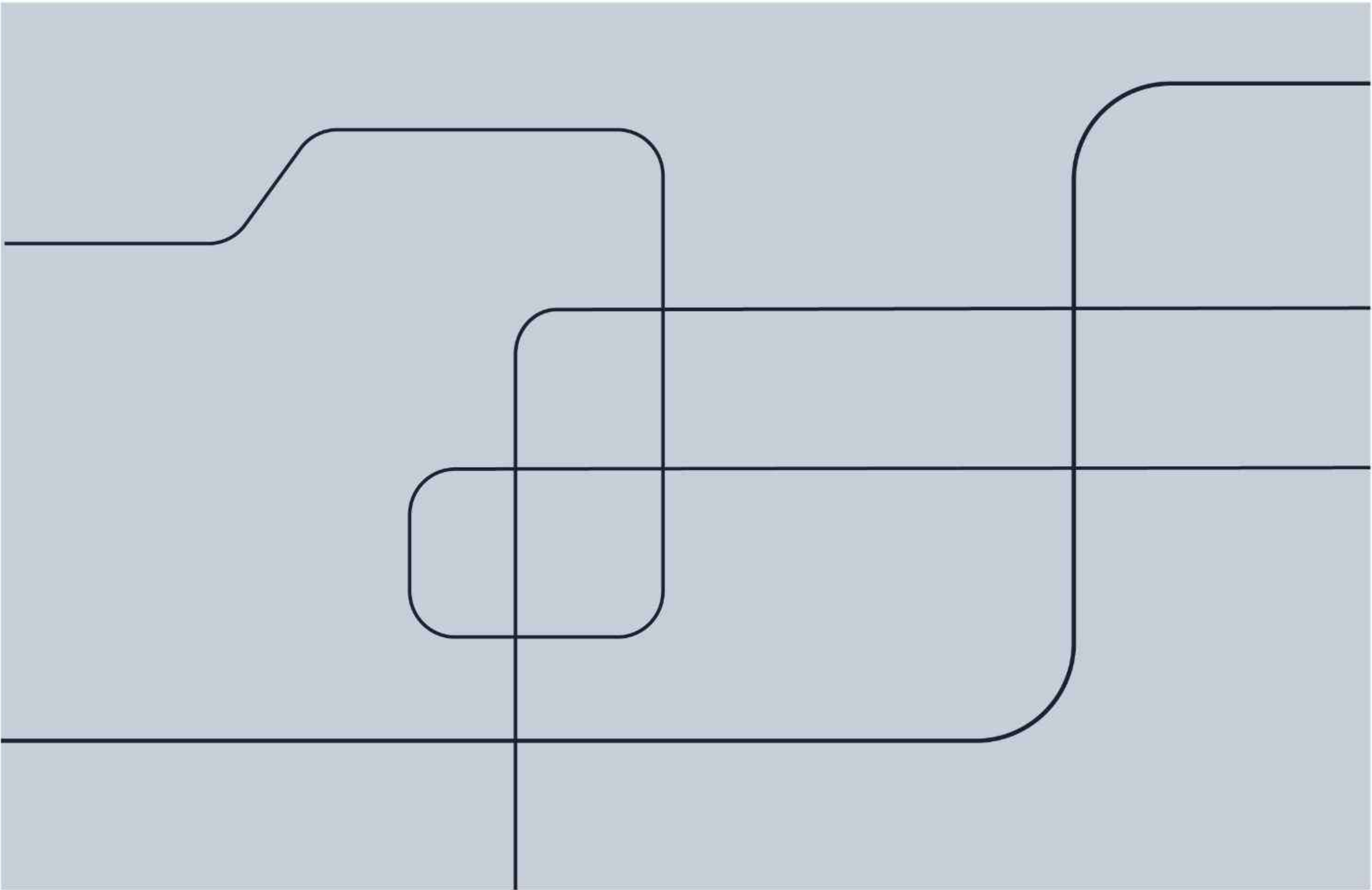
15

ELEMENT FOUR FAWRI

USAGE
PATTERN

FAWRI

This line-based pattern represents speed, efficiency, and seamless flow, visually reinforcing the Fawri promise of obtaining a business license in just 60 minutes. The interconnected, fast-moving lines symbolize momentum, agility, and streamlined processes, making it an ideal brand element for communications that highlight quick setup, innovation, and business acceleration.



A woman with dark hair pulled back, wearing a dark turtleneck and a grey and white plaid coat, stands looking over her shoulder towards the camera. She is positioned next to a high-speed train that is blurred to convey a sense of speed. The train is dark grey or black. In the background, there are orange construction cranes against a clear blue sky. The overall scene is set on a train platform.

**Built for Speed.
Designed for
Growth.**

meydan: FZ[™]
DUBAI TO THE WORLD

A future-forward
destination built to keep
pace with your ambition.

meydan: FZ
DUBAI TO THE WORLD

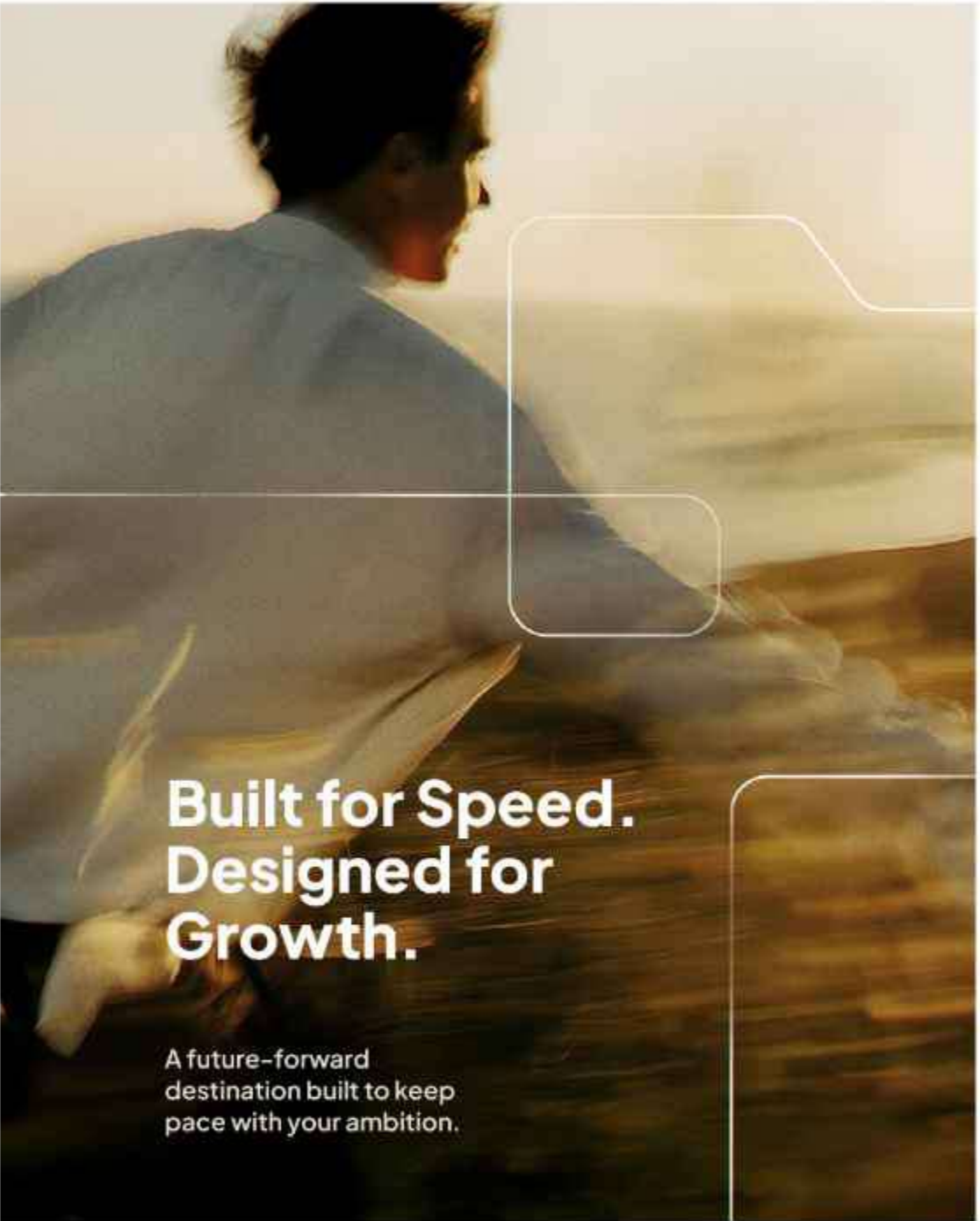
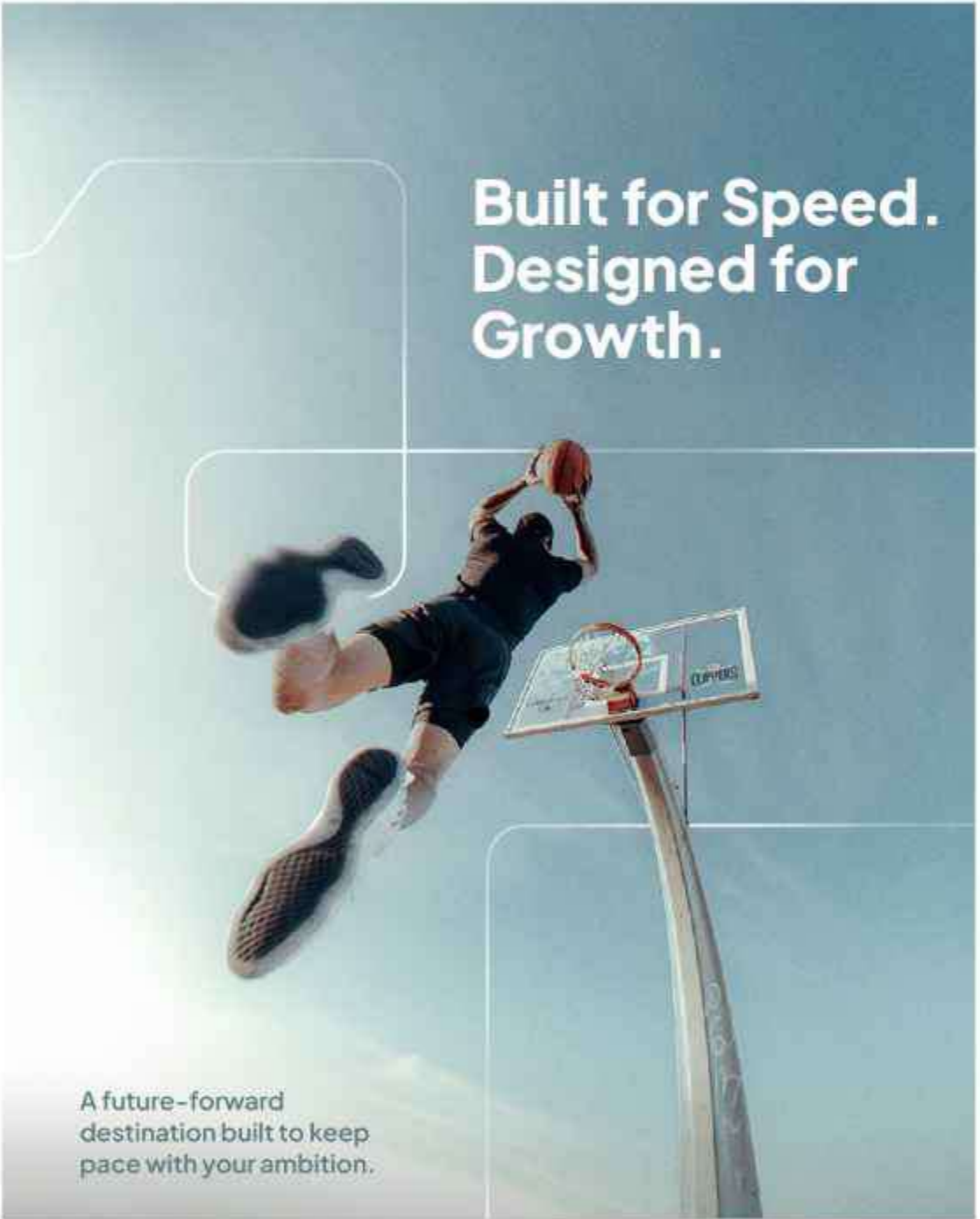
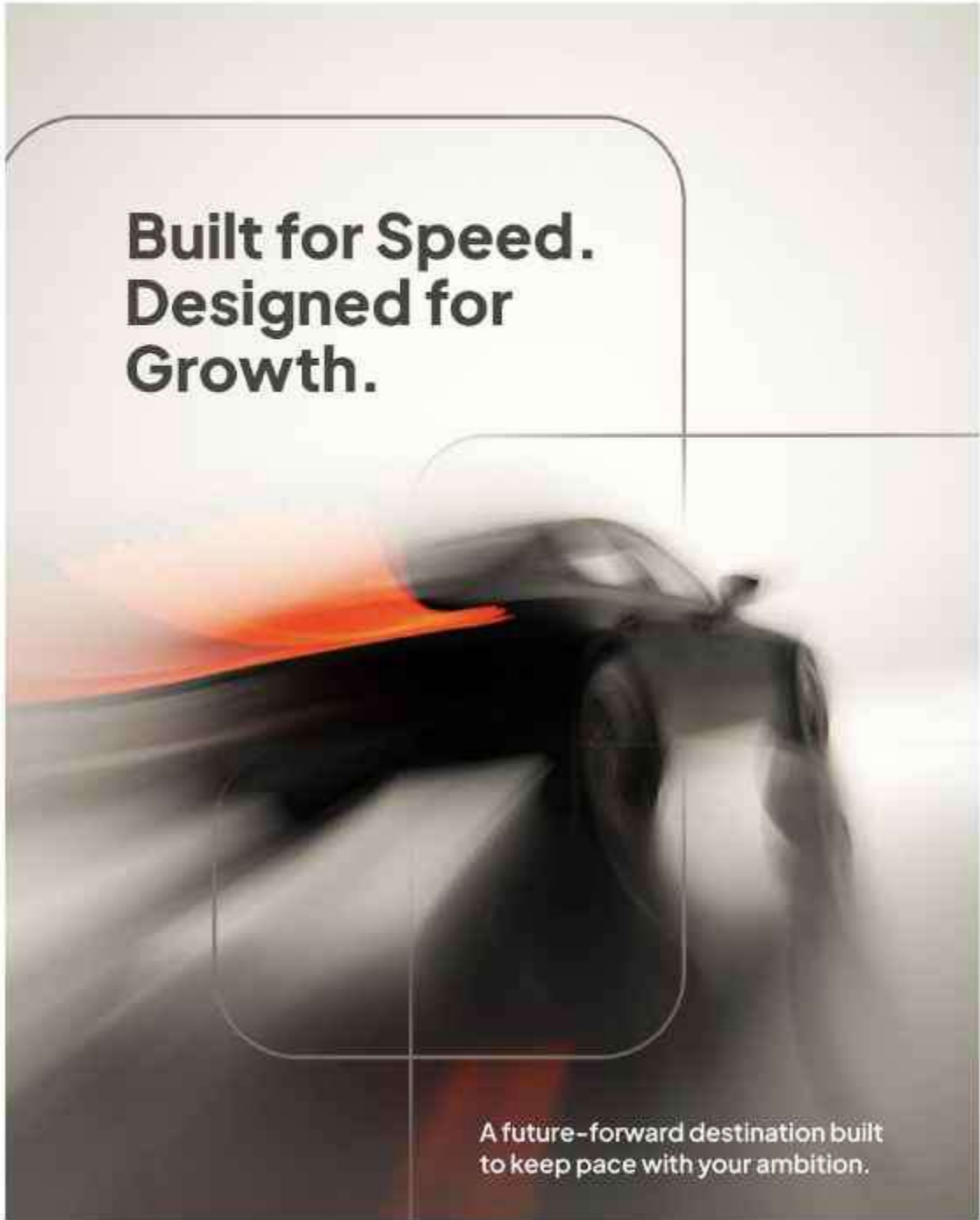
**Built for Speed.
Designed for
Growth.**

A future-forward
destination built to keep
pace with your ambition.

ELEMENTS

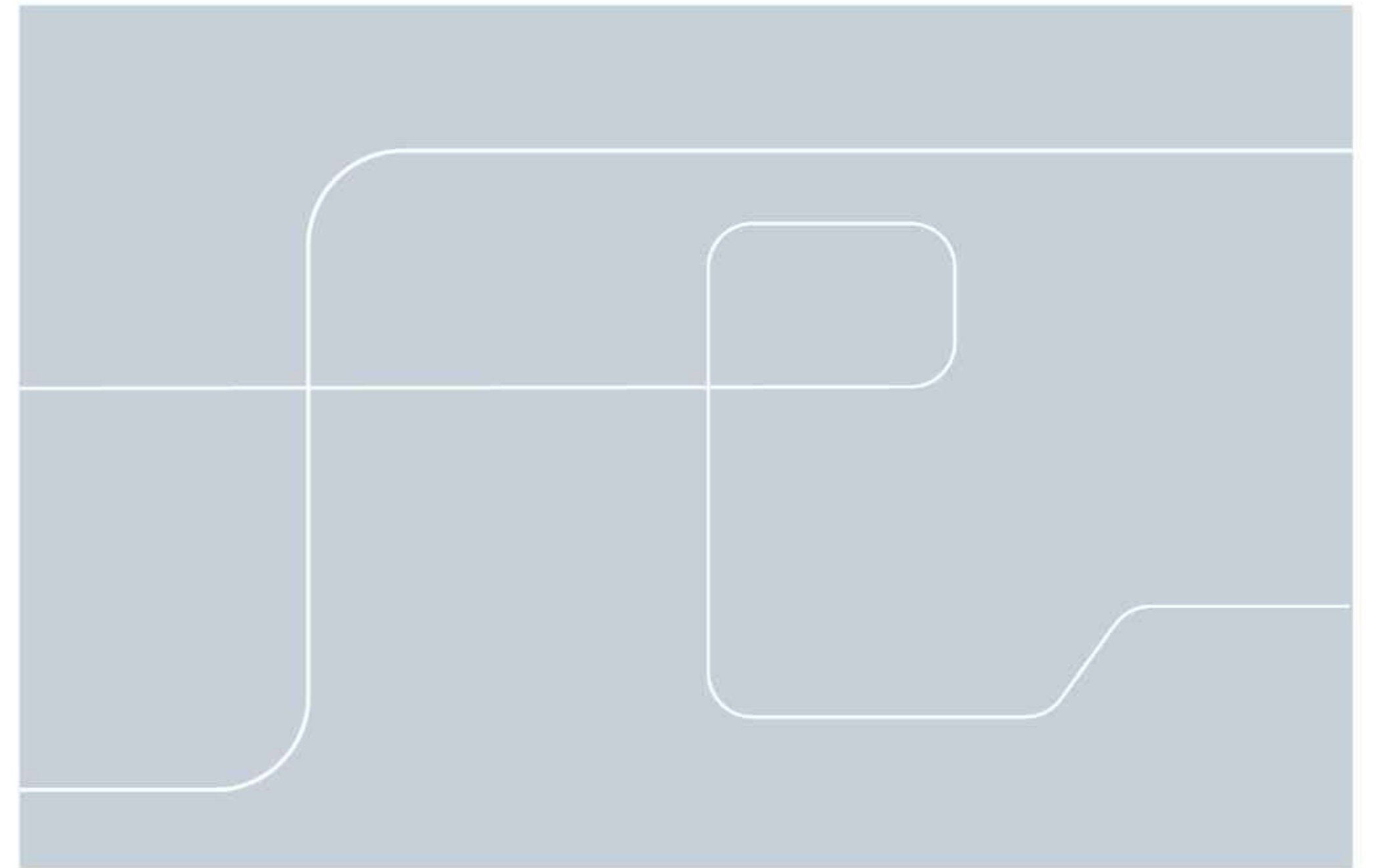
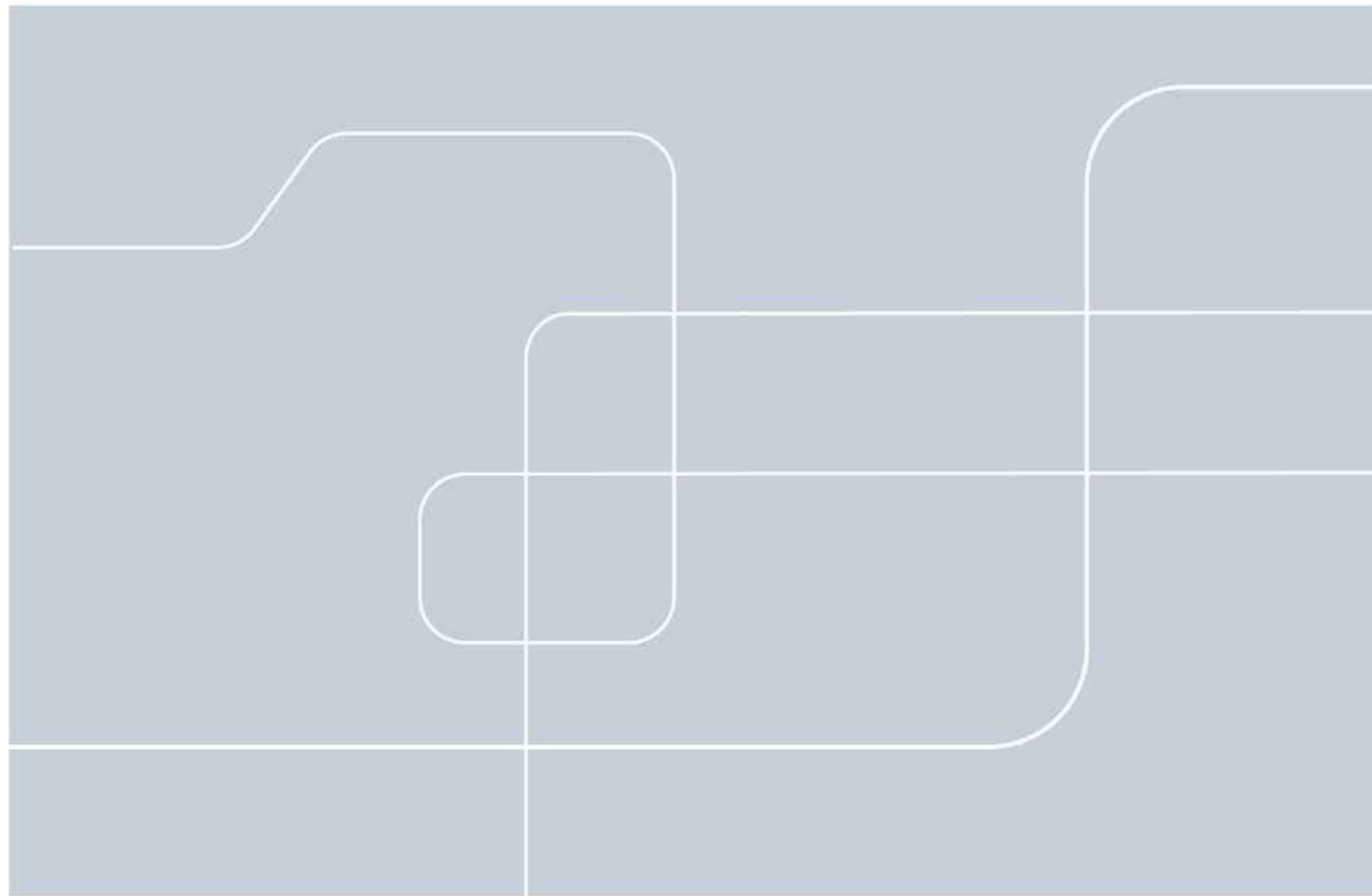
USAGE

In this application, the line pattern overlays dynamic imagery to emphasize speed, energy, and forward momentum, aligning with the brand’s promise of rapid business setup. The intersecting lines create a sense of structure and direction, visually reinforcing progress and growth while keeping the overall design modern and professional. This usage is best suited for campaign visuals and brand storytelling where speed and ambition are central themes.



ELEMENTS

PATTERN



16

ELEMENT FIVE DIGITAL

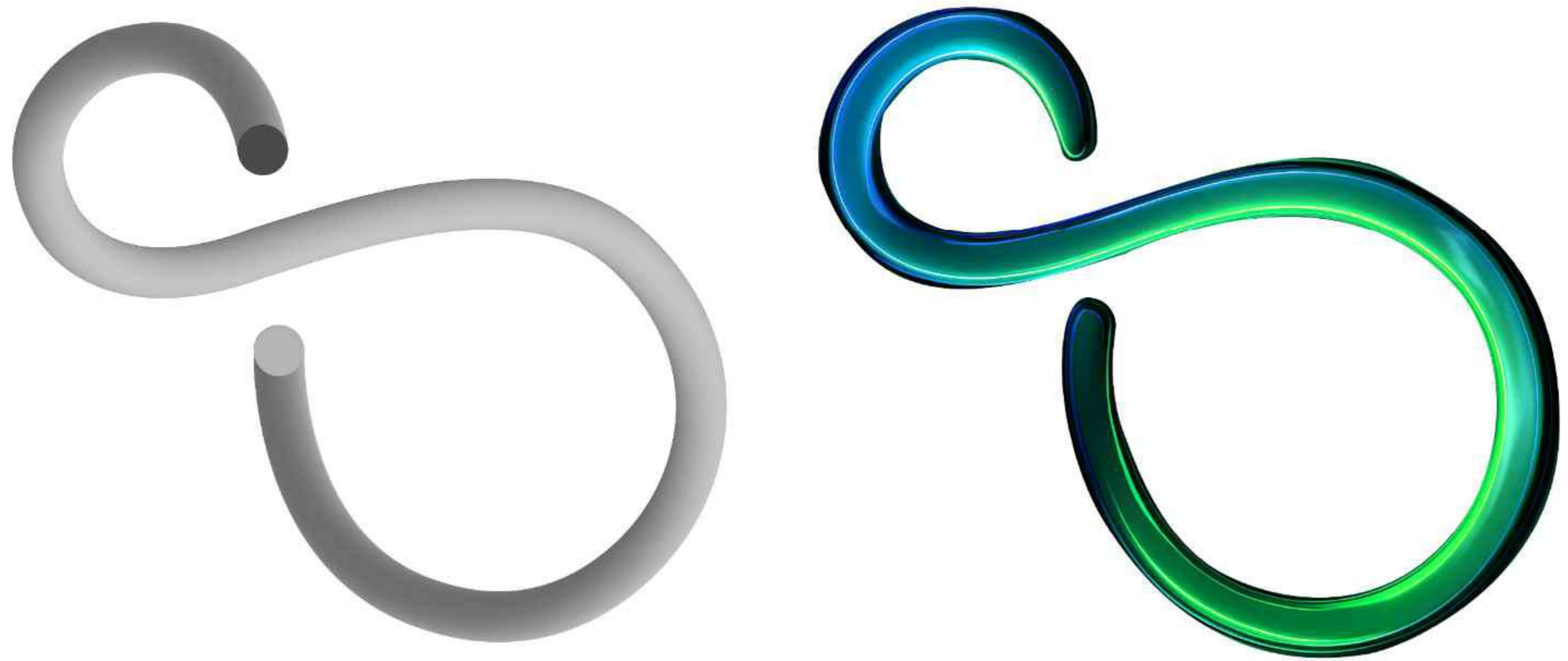
ELEMENT EVOLUTION

USAGE

ELEMENTS

Element evolution

This evolved 3D pattern transforms the brand's existing element into a more dynamic and modern form, symbolizing innovation and adaptability. With its fluid gradients and depth, it adds a sense of motion and digital sophistication, making it particularly suited for UI/UX design, web platforms, and interactive experiences where a contemporary and engaging visual presence is essential.



Meydan Free Zone Where Opportunities Are Endless.

A future-forward destination
built to keep pace with your ambition.

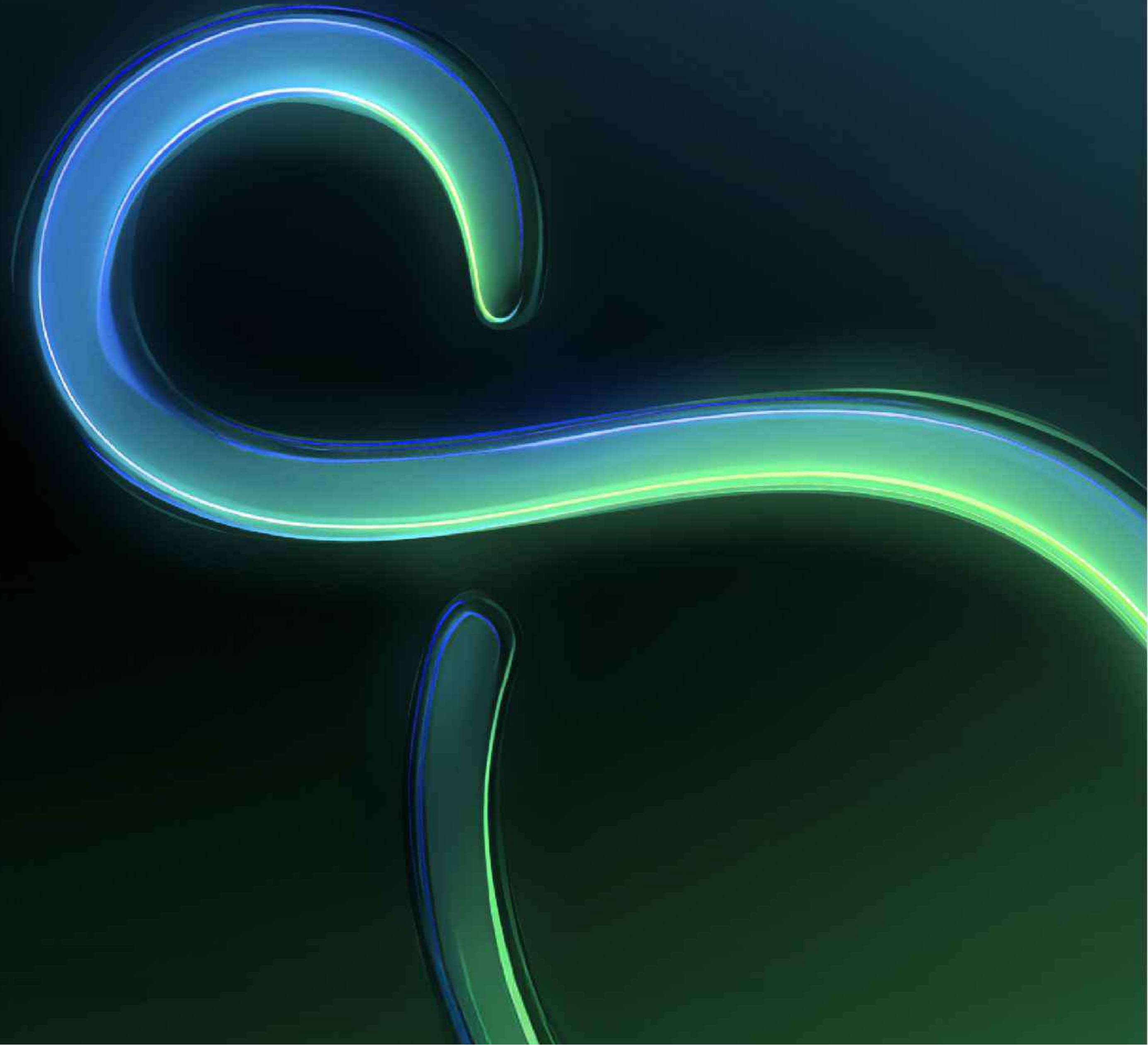
Get Started →



Meydan Free Zone Where Opportunities Are Endless.

A future-forward destination
built to keep pace with your ambition.

Get Started →





30,000+ companies i have
successfully registered with us



I get 24/7 support from
Meydan's team 😎



I get 24/7 support from
Meydan's team



Starting a company in Dubai
has never been so easy

SOCIAL MEDIA

USAGE

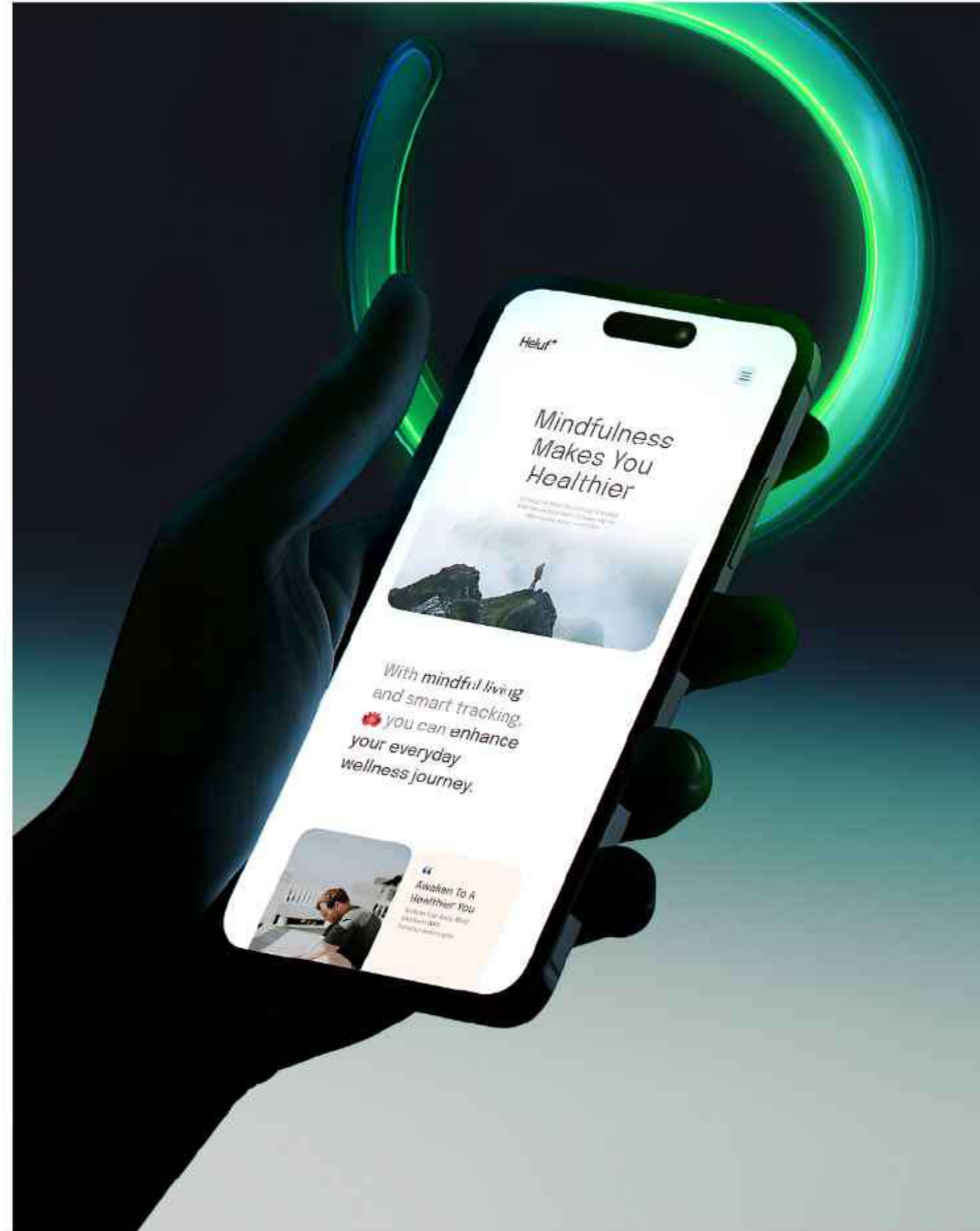
In web applications, the 3D pattern is applied to enhance digital interfaces with a sense of depth and motion, reinforcing themes of speed and growth. The glowing arcs and circular structures guide the user's focus, frame key information, and add a futuristic layer to the design, making the platform feel dynamic, intuitive, and innovation-driven.



ELEMENTS

USAGE

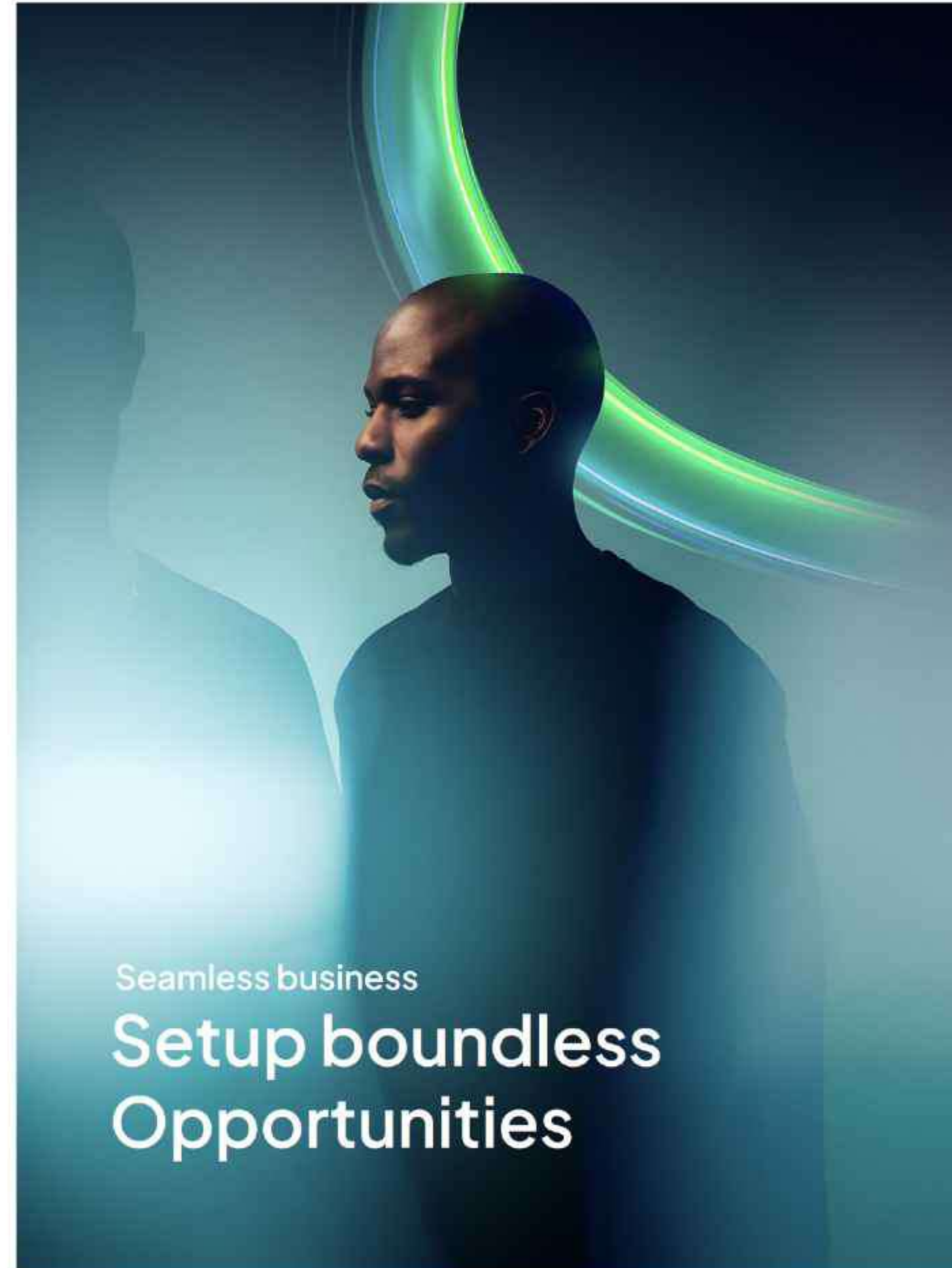
In this usage, the 3D element interacts seamlessly with diverse backgrounds and human subjects, creating a sense of immersion and connection. By blending the glowing arcs with people or digital interfaces, the design highlights ambition, innovation, and opportunity while keeping the visuals dynamic and aspirational. This approach works especially well for social media storytelling and web experiences where human presence and digital sophistication intersect.



ELEMENTS

USAGE

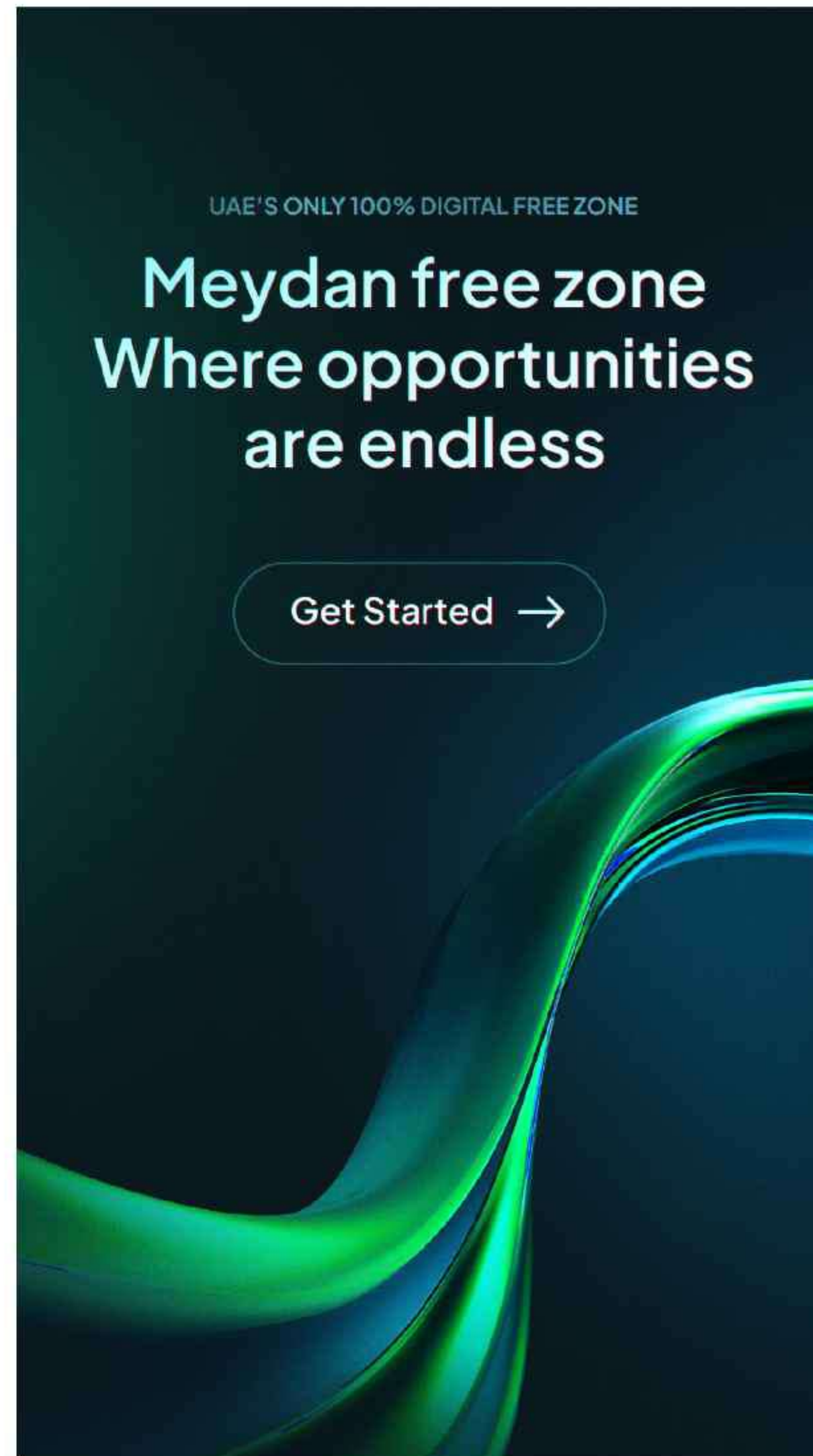
In this usage, the 3D element integrates directly with human-focused imagery, creating a modern and aspirational aesthetic. The glowing arcs frame individuals and enhance the sense of energy, speed, and ambition, while maintaining a professional and futuristic look. This approach is ideal for campaign visuals, social media, and digital storytelling that aim to connect personal ambition with Meydan's promise of growth and opportunity.

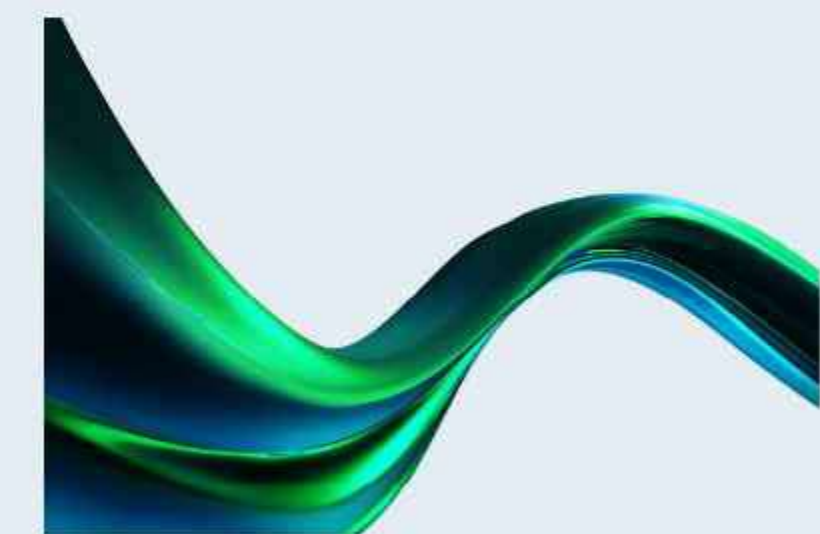
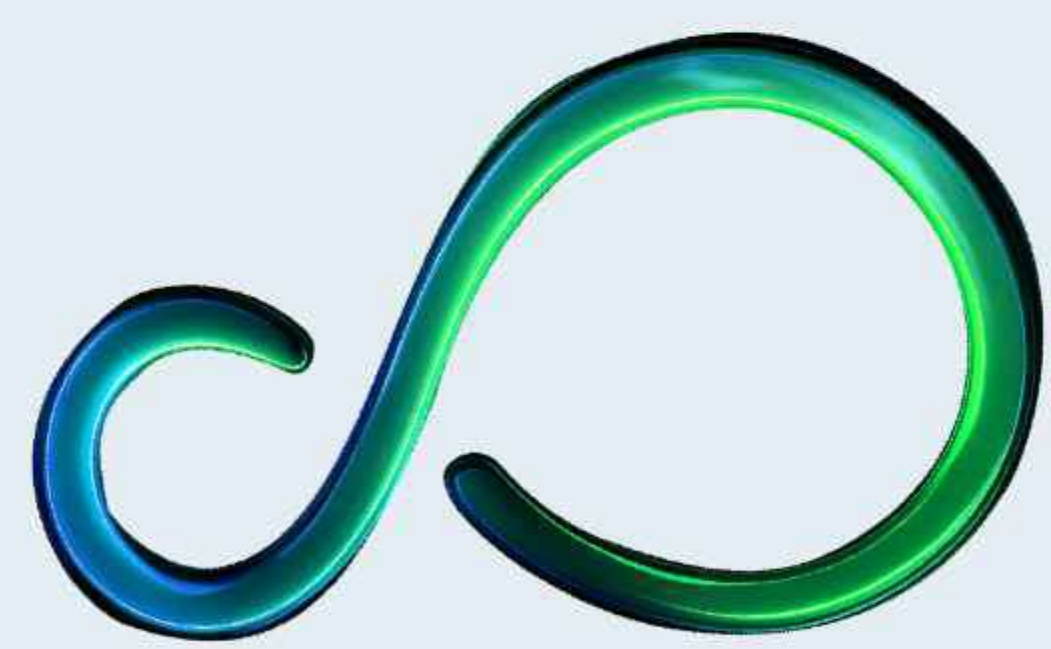


ELEMENTS

USAGE

In this usage, the fluid 3D element is applied as a dynamic background accent, adding depth, movement, and a futuristic tone to layouts. Its flowing form frames key messaging, reinforces Meydan's forward-looking identity, and adapts seamlessly across light and dark themes, making it highly effective for digital campaigns, landing pages, and promotional materials that emphasize endless opportunities.







ELEMENT SIX KNOWLEDGE

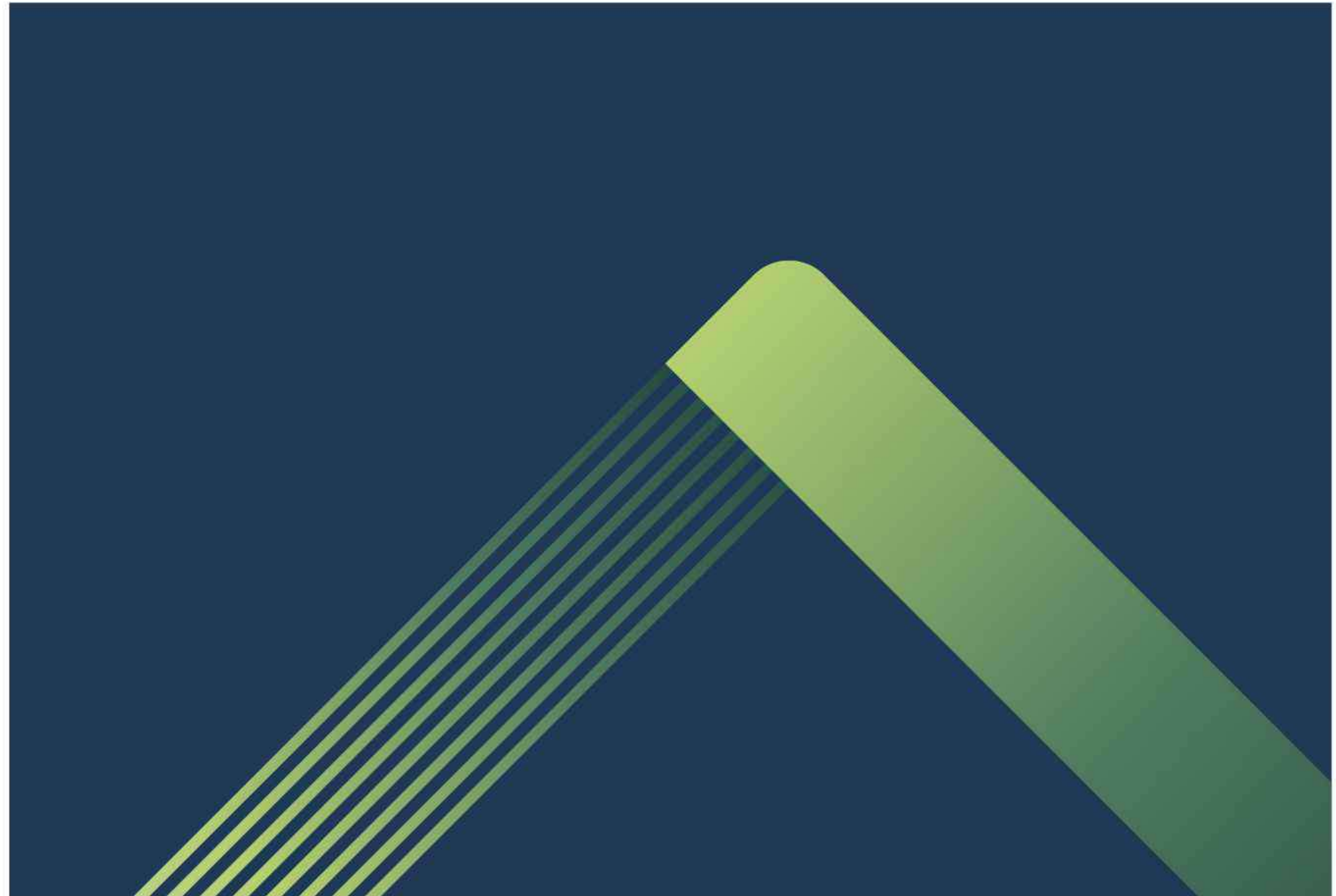
THE PROCESS

ELEMENT EVOLUTION

USAGE

Element

The Knowledge element symbolizes growth through learning, represented as a rising mountain or curve that reflects the journey of progress and achievement. Its ascending form conveys ambition, resilience, and continuous improvement, positioning Meydan as a guide for entrepreneurs navigating their business journey. This element is ideal for education-driven messaging, thought leadership, and content highlighting expertise or advisory services.



A person with a backpack stands on a dark, rocky outcrop. The background is a stylized composition of geometric shapes: a large orange triangle on the left, a series of parallel orange and blue diagonal stripes in the center, and a dark, jagged rock formation on the right. In the top left corner, a construction crane is visible against a blue sky. The overall scene suggests a journey or a climb towards a goal.

Built for Speed. Designed for Growth.

A future-forward destination
built to keep pace with your ambition.



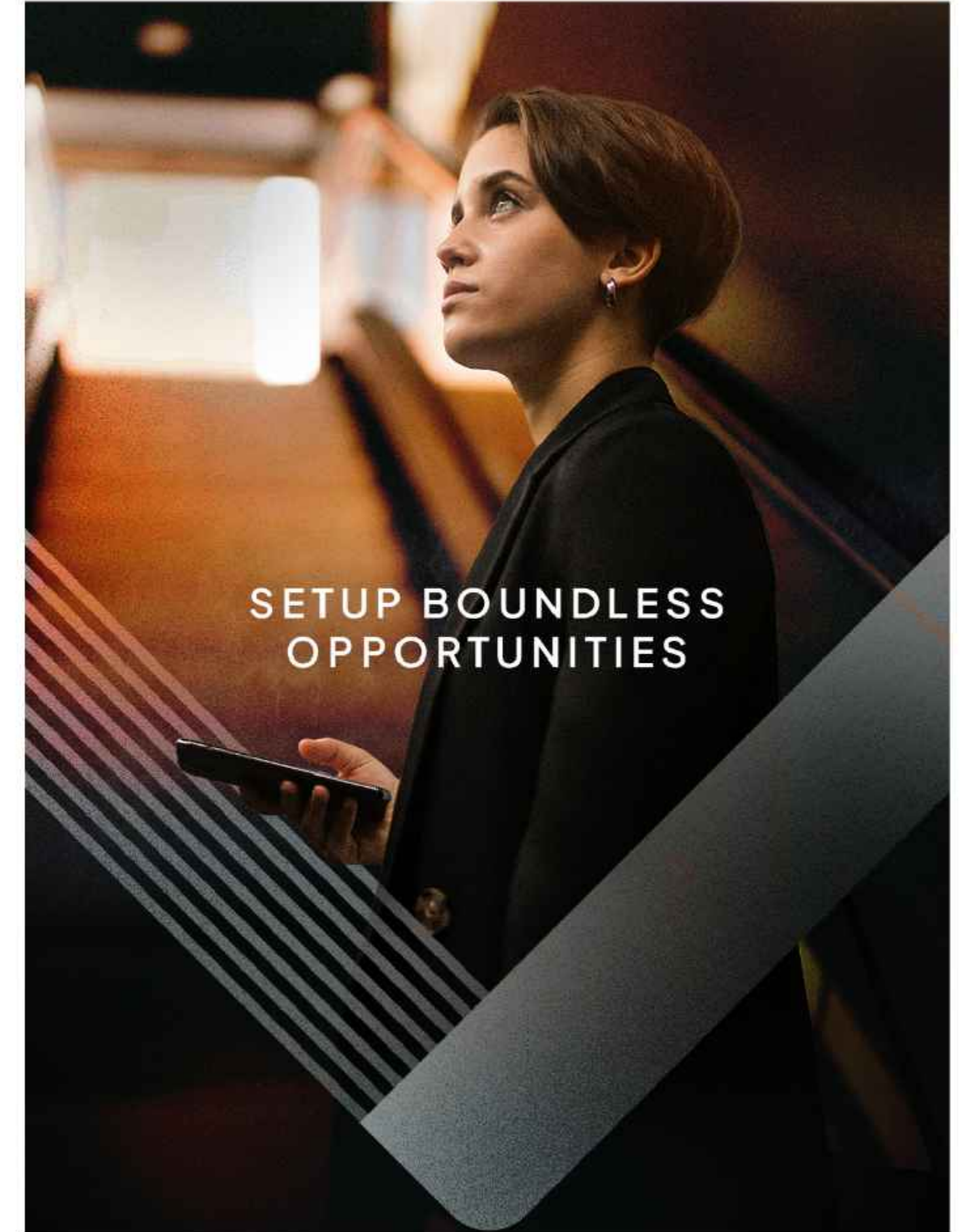
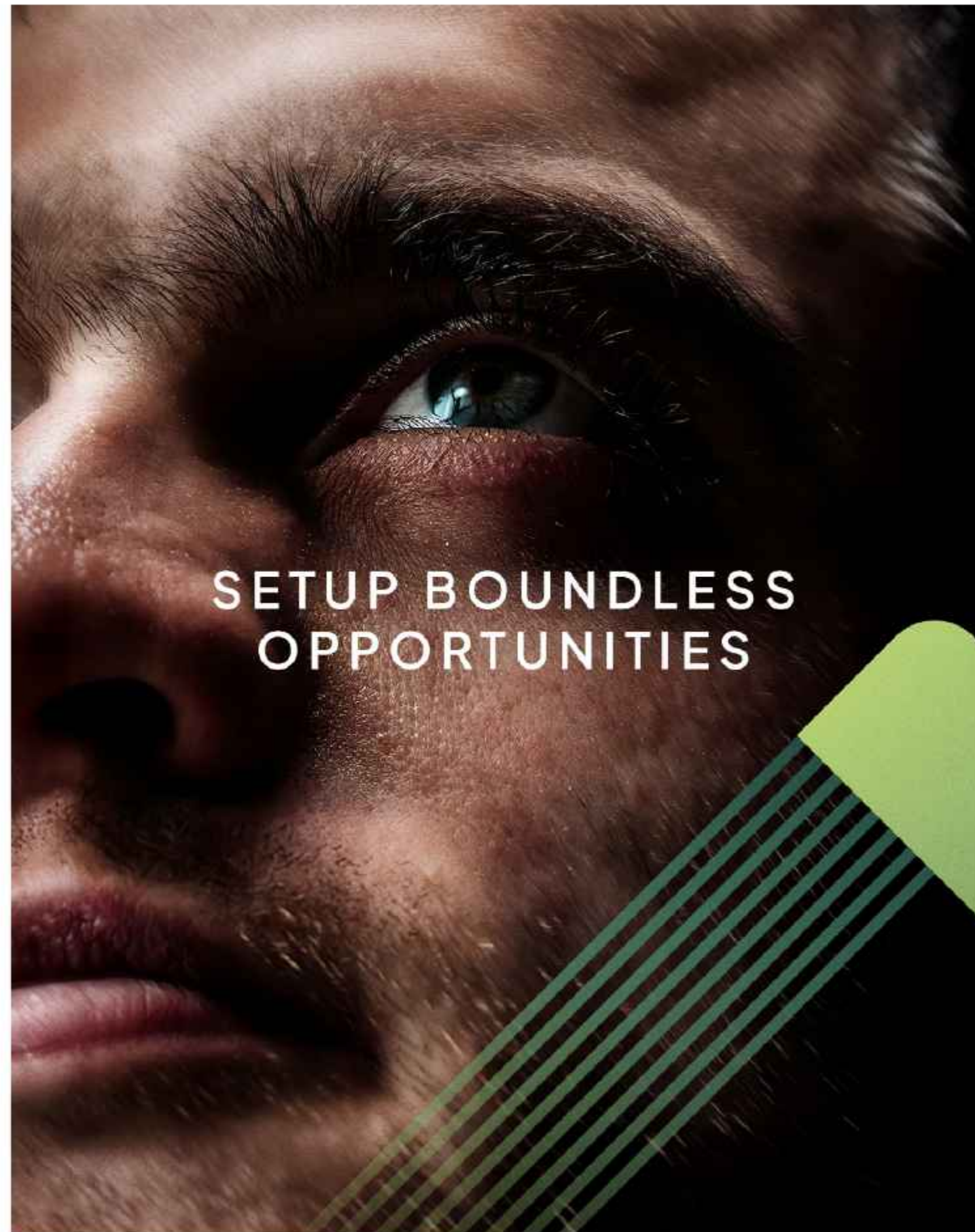
Built for Speed. Designed for Growth.

A future-forward destination
built to keep pace with your ambition.

ELEMENTS

USAGE

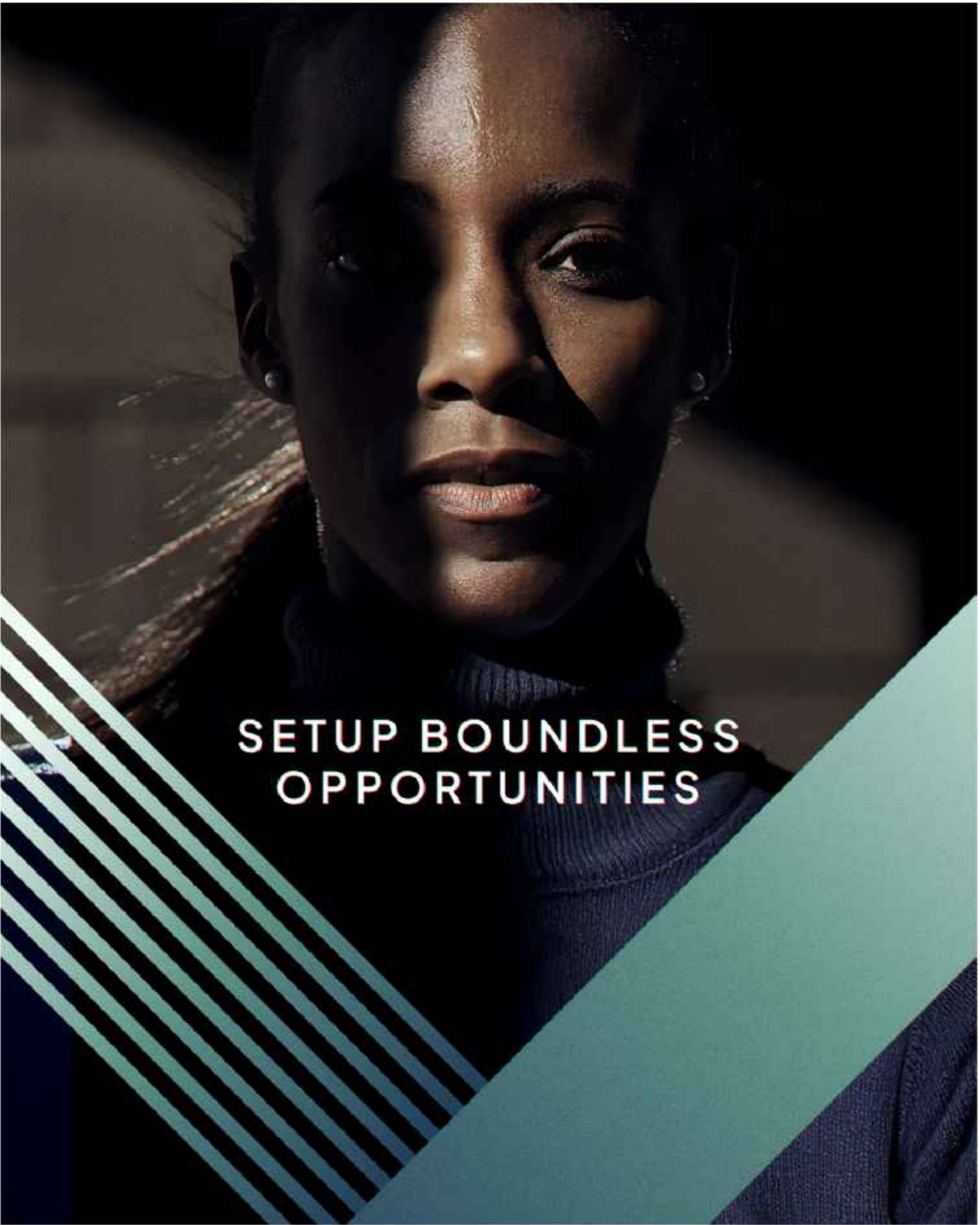
In this usage, the Knowledge element is paired with high-contrast, storytelling imagery to create a bold and aspirational mood. The rising gradient lines overlay human-focused visuals, symbolizing growth, ambition, and the upward journey of entrepreneurs. This style works best for narrative-driven campaigns, brand storytelling, and inspirational communications where personal determination and Meydan's role as an enabler of success are brought to life.



ELEMENTS

USAGE

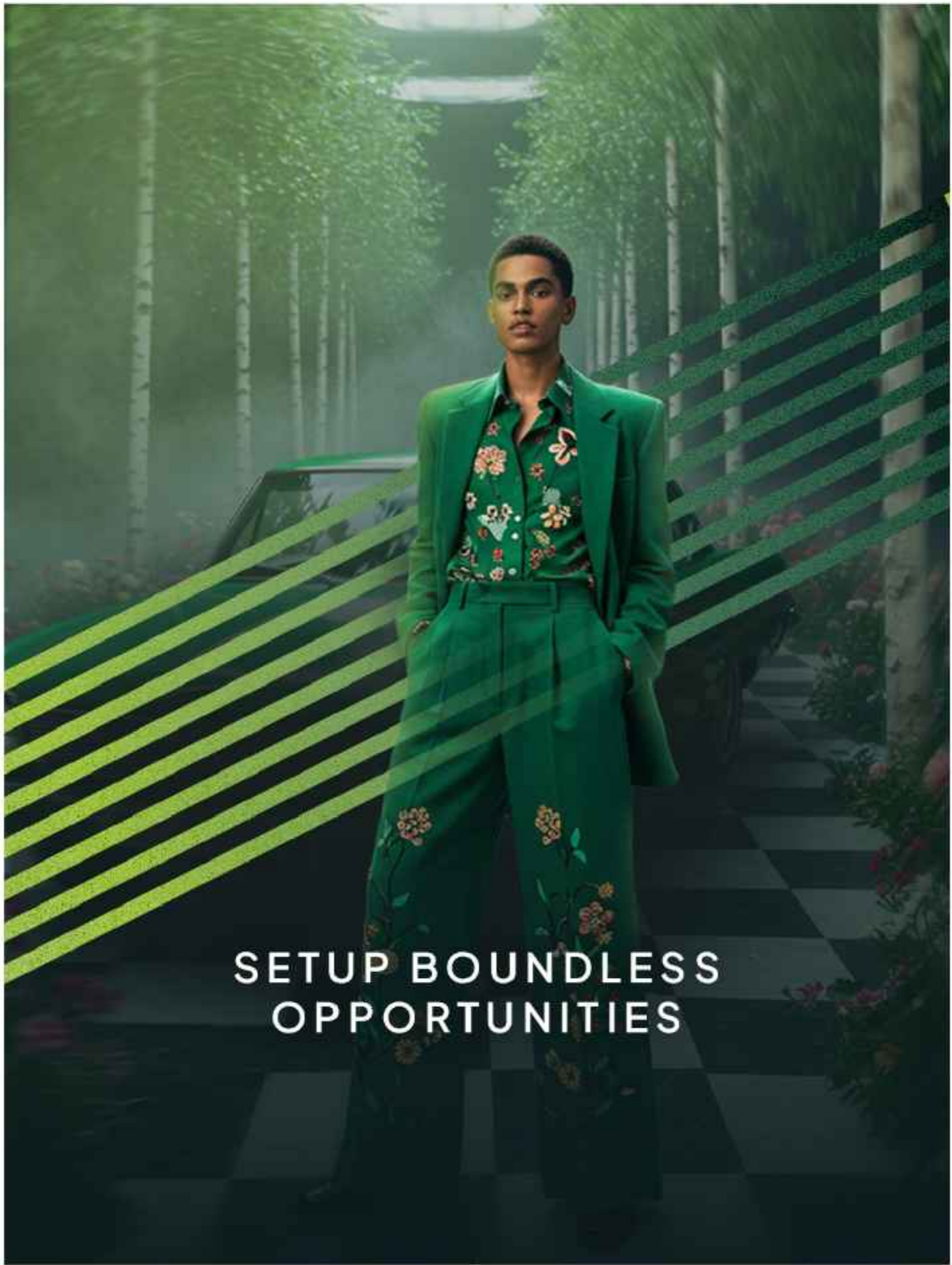
In this usage, the Knowledge element is paired with high-contrast, storytelling imagery to create a bold and aspirational mood. The rising gradient lines overlay human-focused visuals, symbolizing growth, ambition, and the upward journey of entrepreneurs. This style works best for narrative-driven campaigns, brand storytelling, and inspirational communications where personal determination and Meydan's role as an enabler of success are brought to life.



ELEMENTS

USAGE

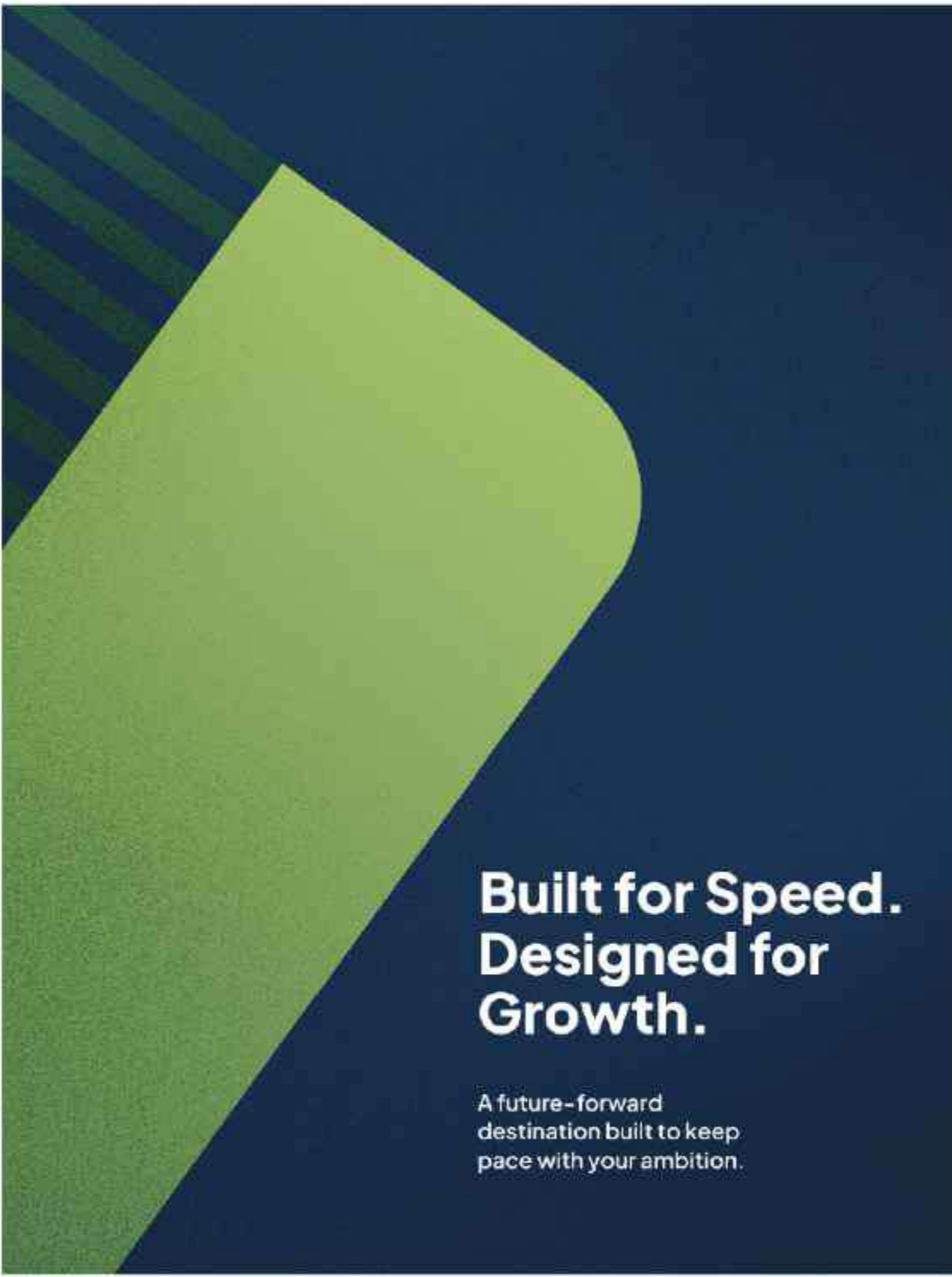
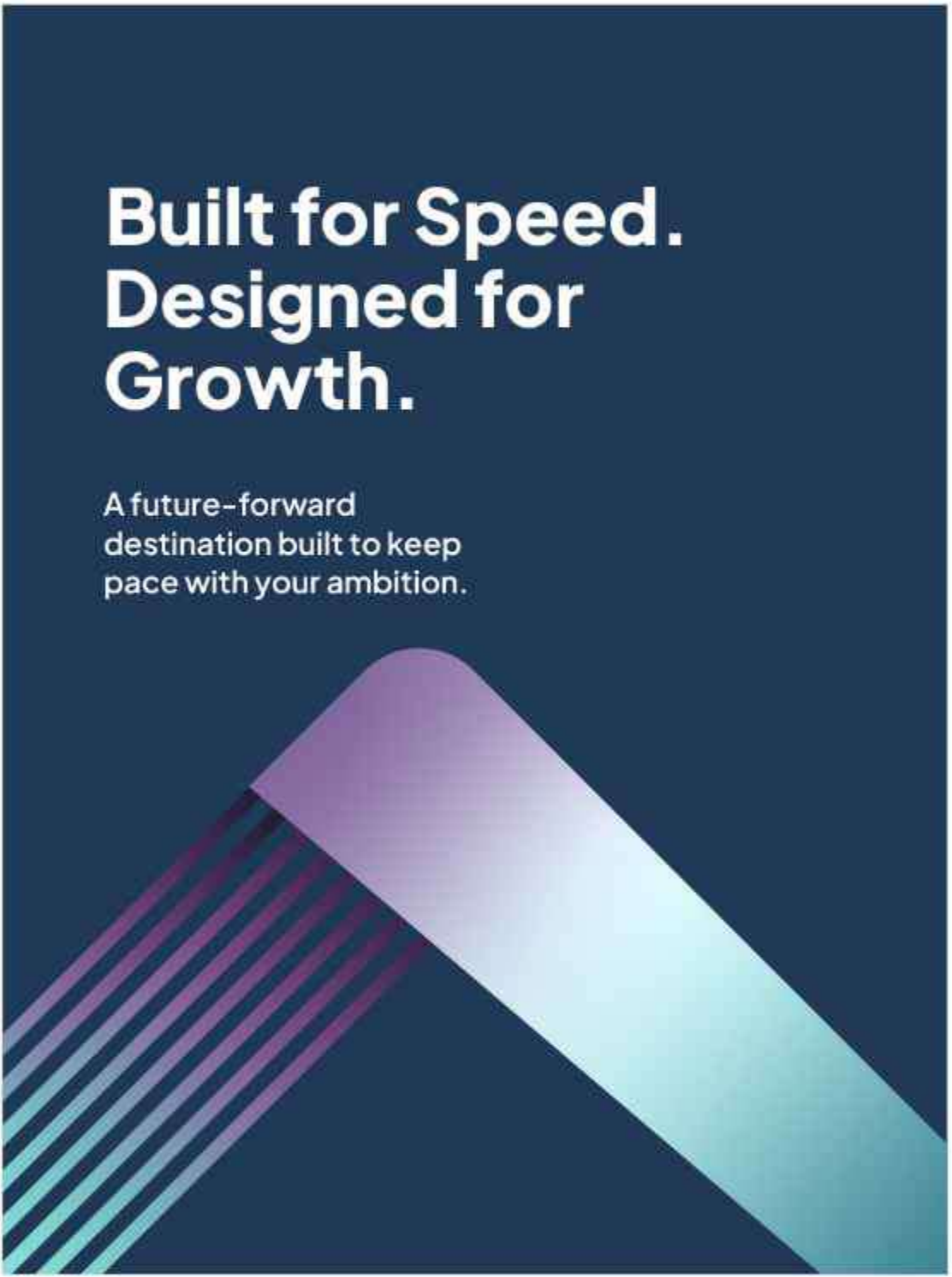
In this usage, the Knowledge element is applied boldly across physical and digital touchpoints, reinforcing the idea of progress and ambition. The angled gradient and rising lines create a strong visual anchor that conveys momentum and direction, while integrating seamlessly with both environments and high-fashion imagery. This approach is well-suited for OOH, event branding, and campaign visuals where visibility, impact, and a sense of growth are key.



ELEMENTS

USAGE 2

In this usage, the Knowledge element takes on a more editorial and structured role, framing layouts with bold geometric forms and gradient transitions. Combined with cityscapes, clean typography, and strong compositions, it conveys authority, clarity, and forward-thinking ambition. This approach works well for editorial content, brochures, corporate reports, and brand communications where professionalism and thought leadership need to be emphasized.





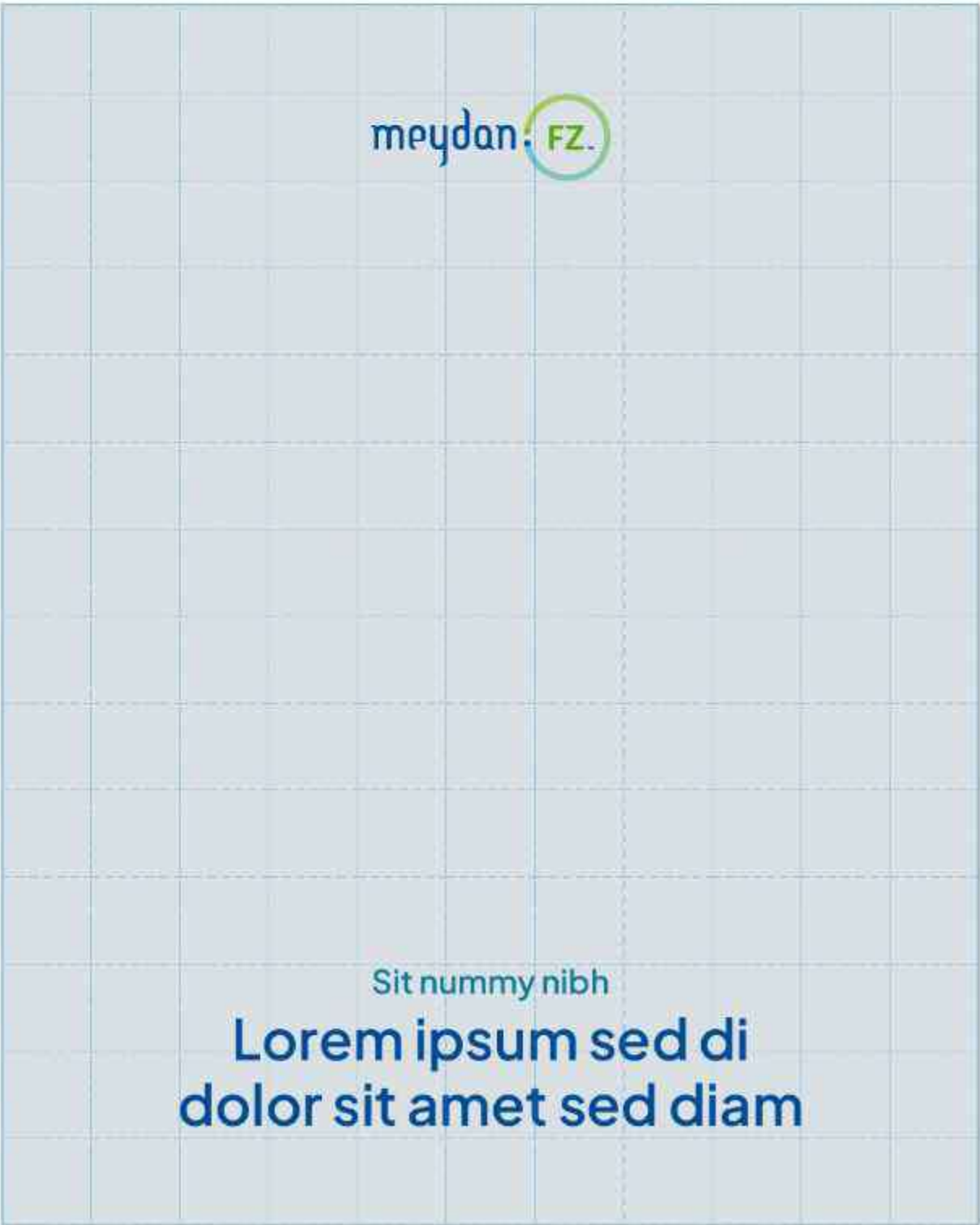
LAYOUT TEMPLATES

LOGO & TEXT PLACEMENT

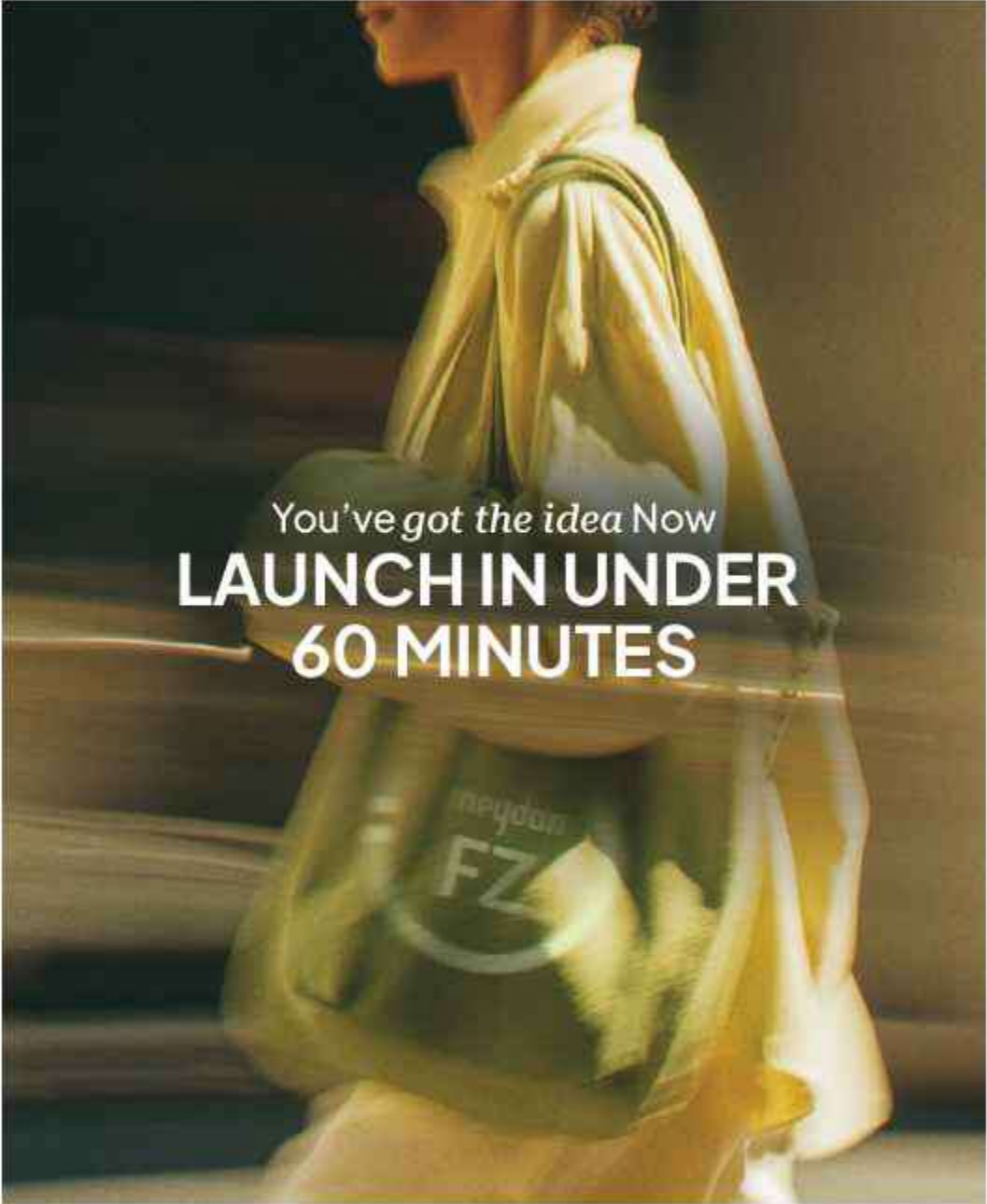
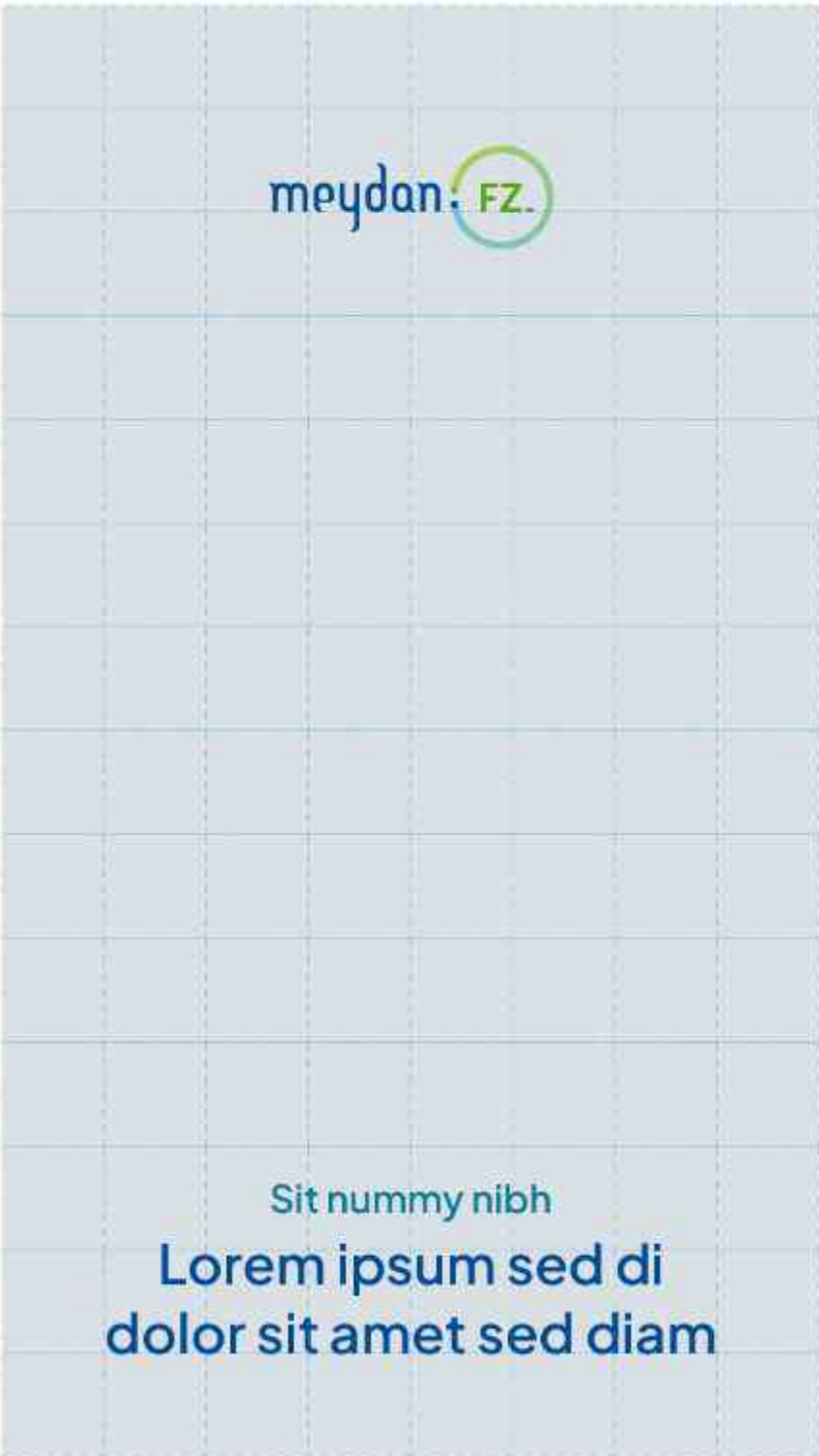
SUBTITLE PLACEMENT

LOGO & TEXT PLACEMENT - 1

Template 1 - Post

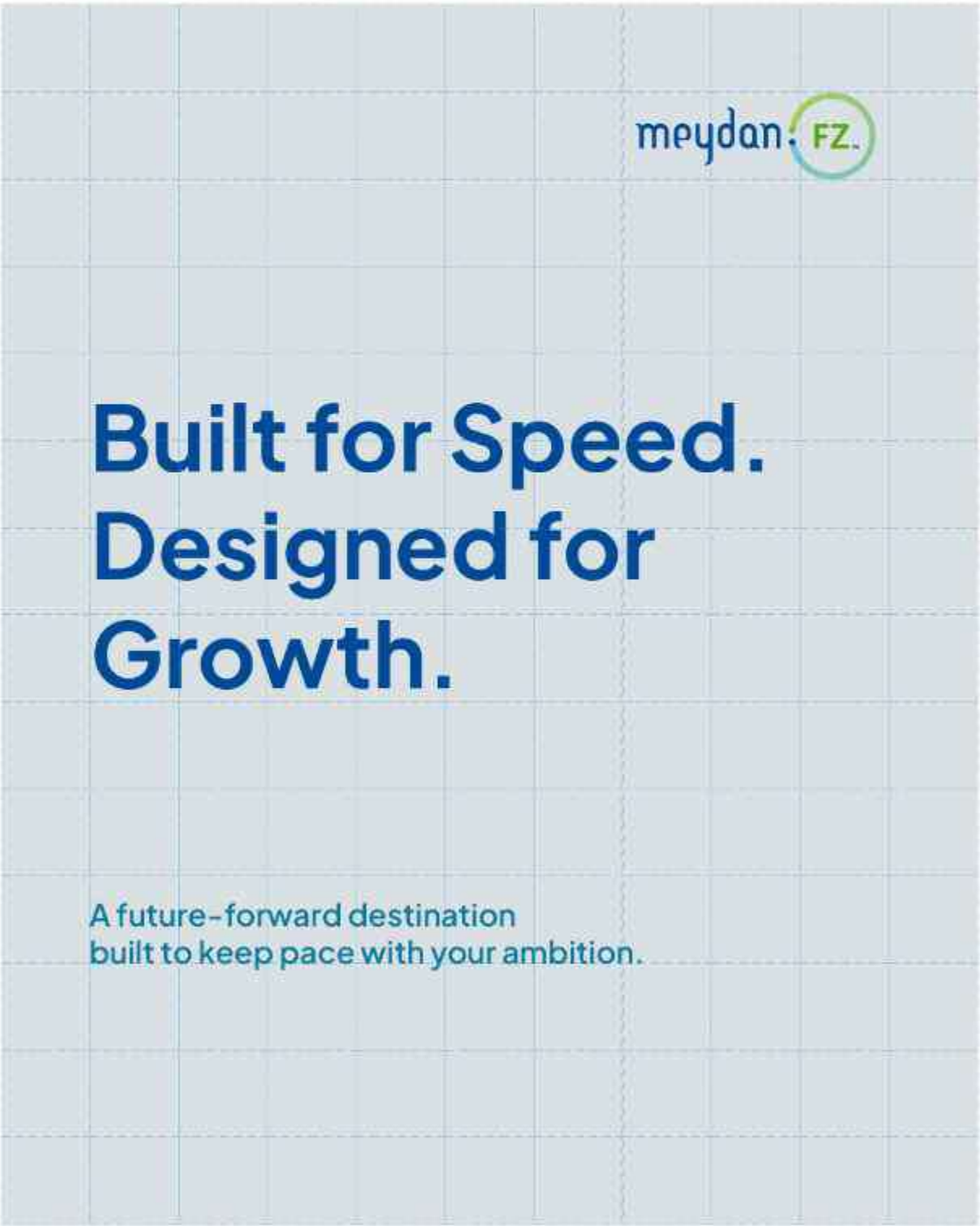


Template 1 - Story

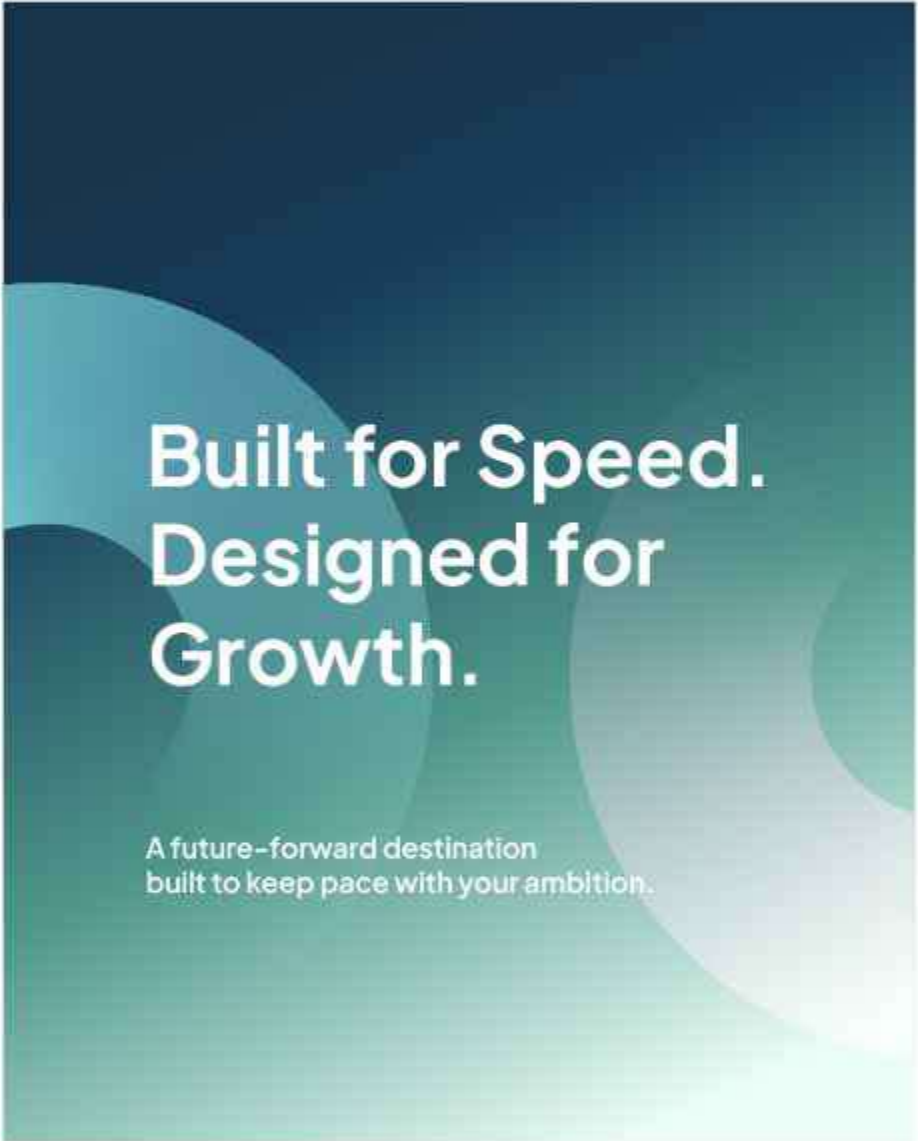


LOGO & TEXT PLACEMENT - 2

Template 2 - Post



Template 2 - Story

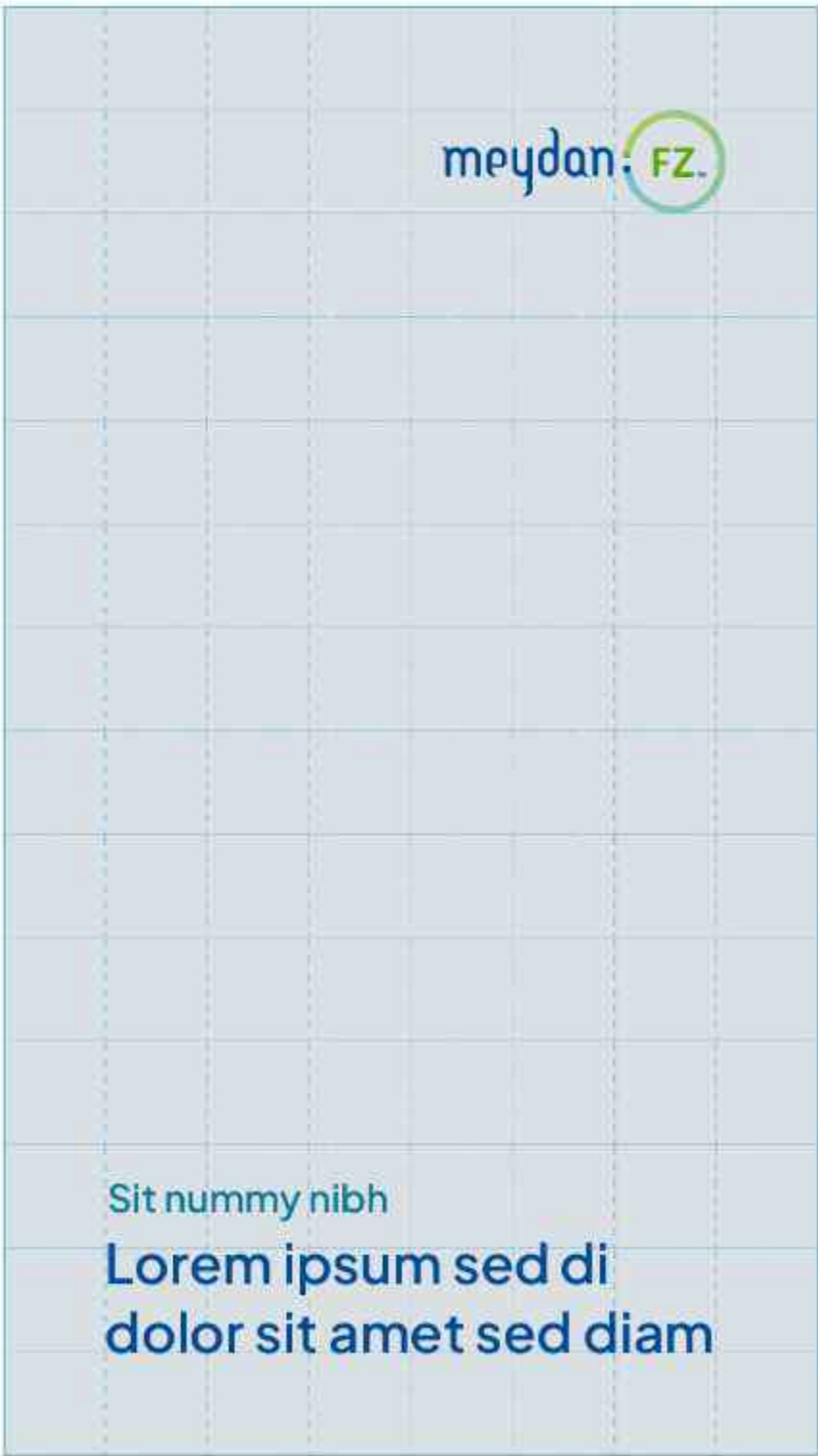


LOGO & TEXT PLACEMENT - 3

Template 3 - Post

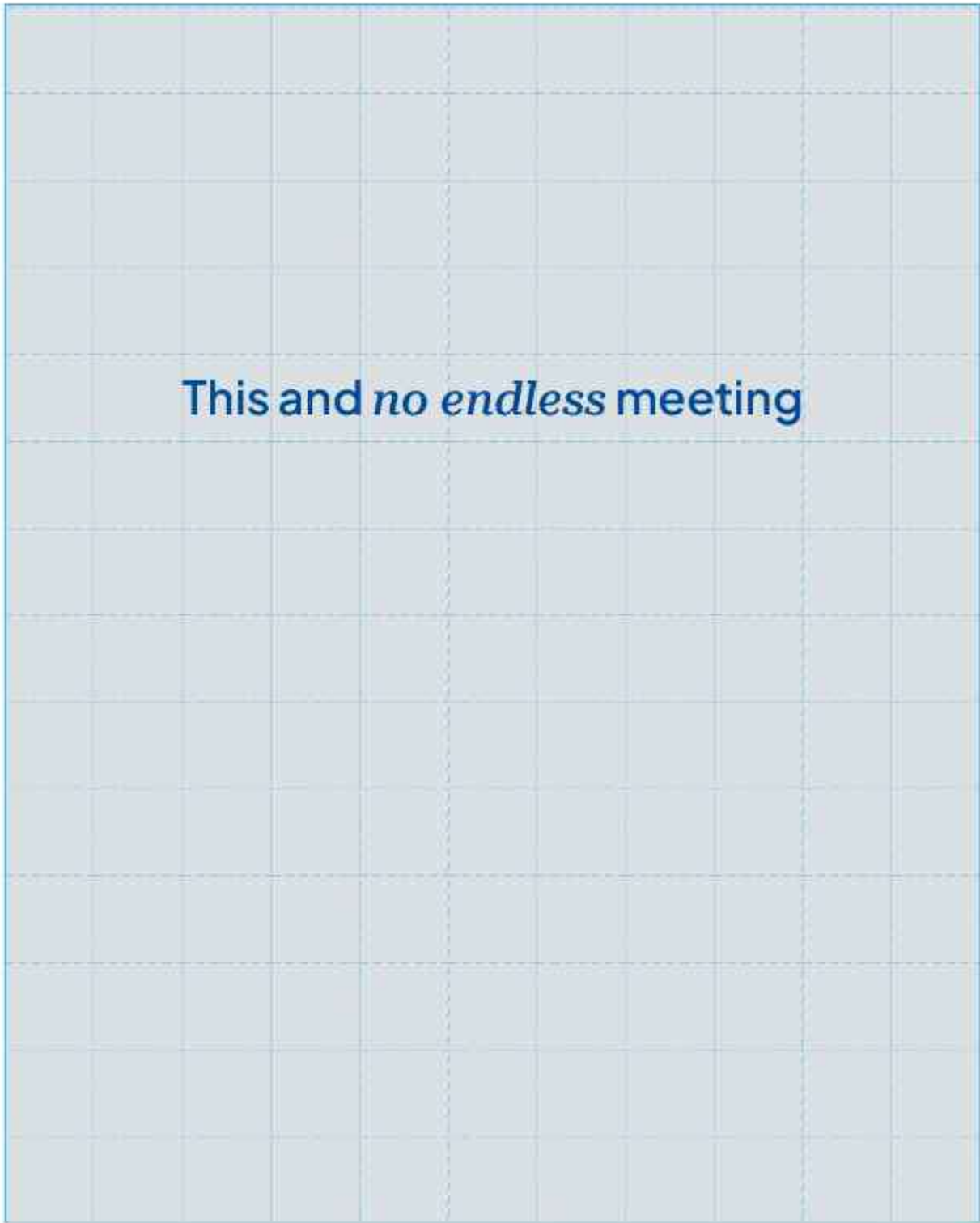


Template 3 - Story

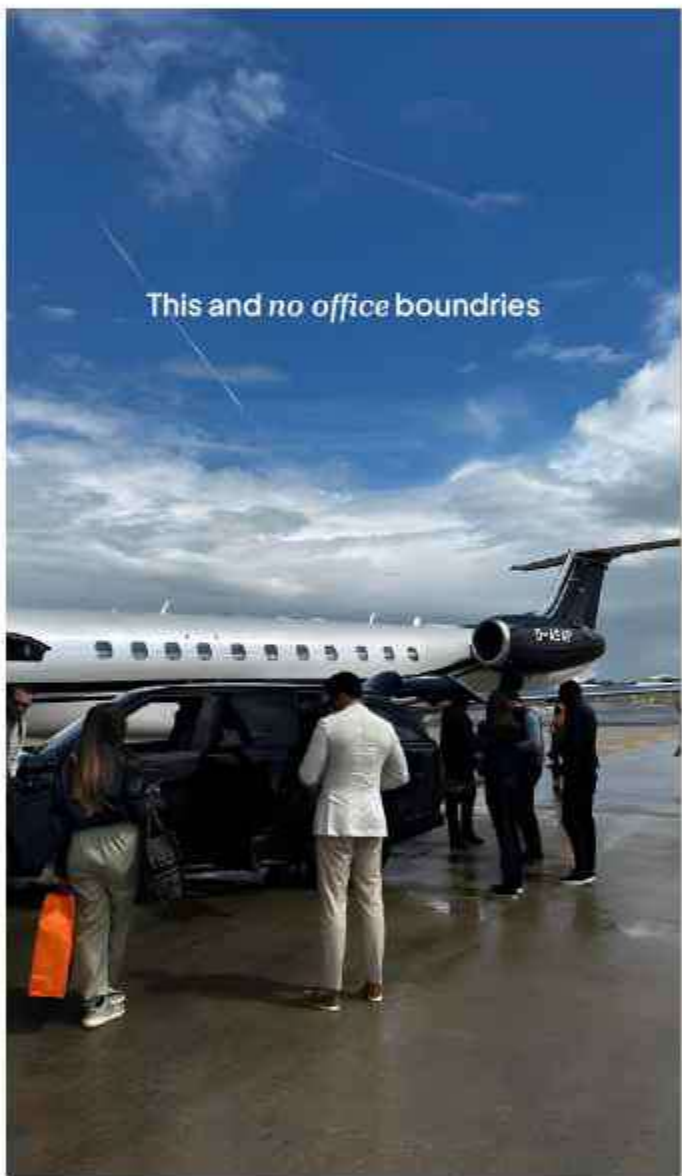
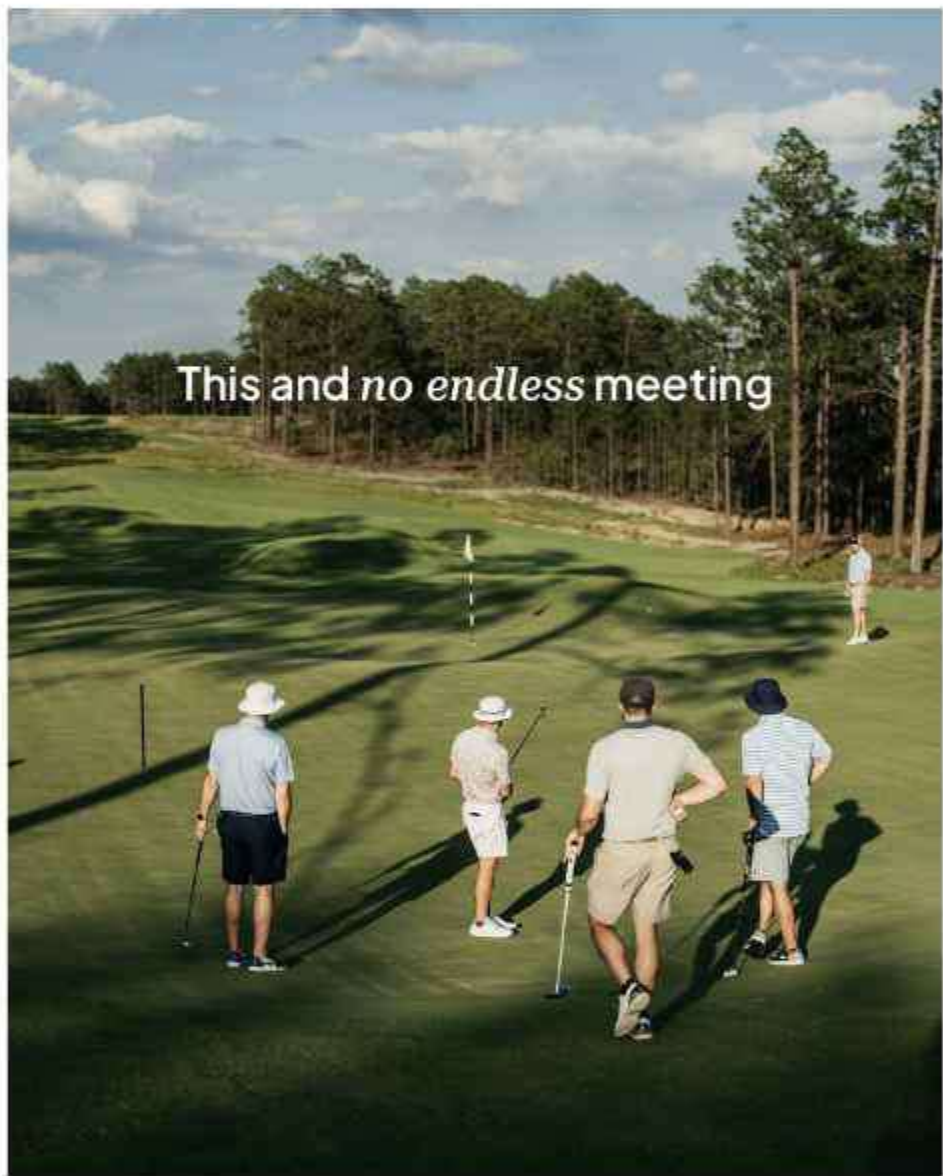
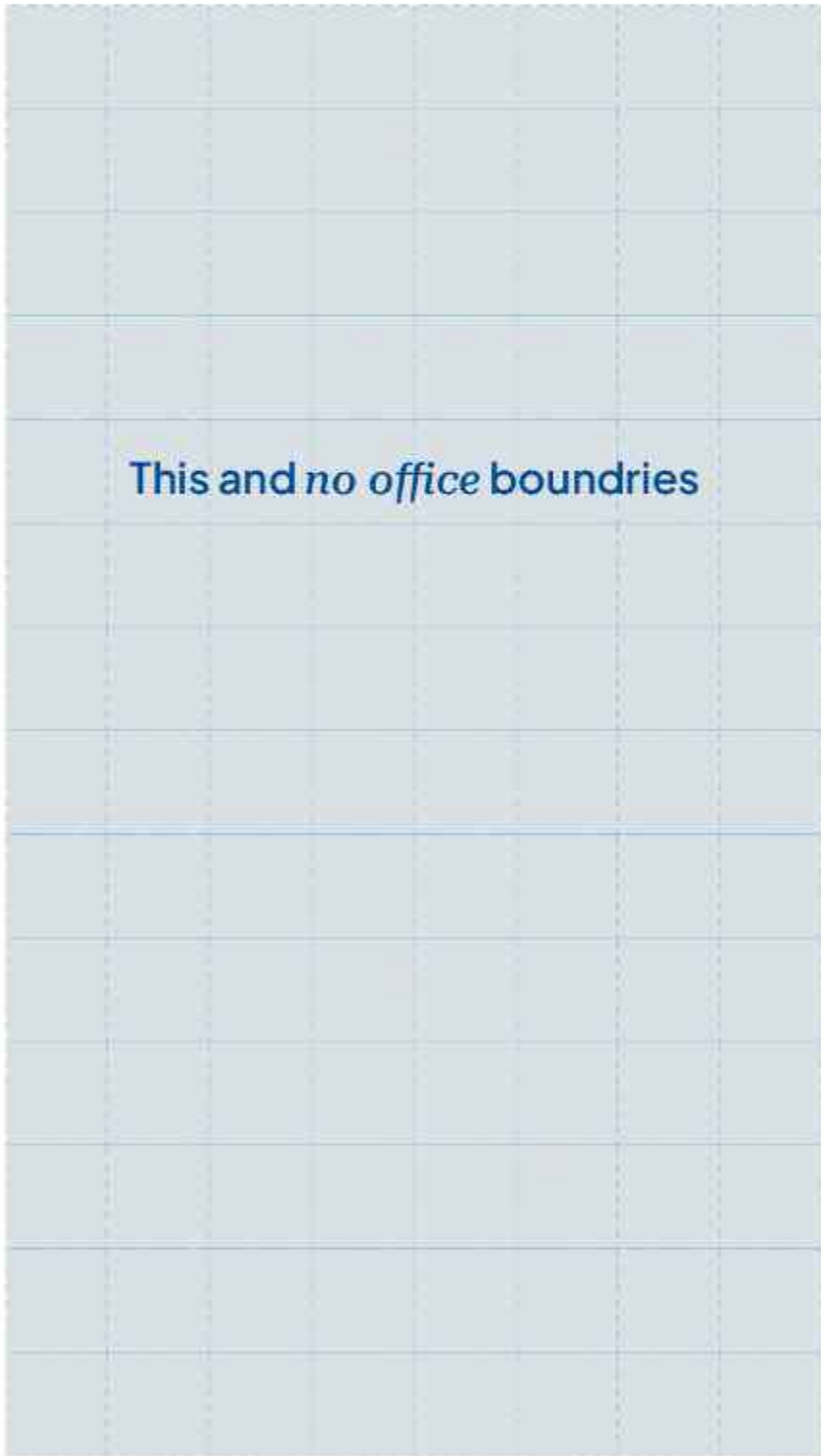


LOGO & TEXT PLACEMENT

Template 1 - Post



Template 1 - Story



LOGO & TEXT PLACEMENT

Template 1 – Post



Template 1 – Story

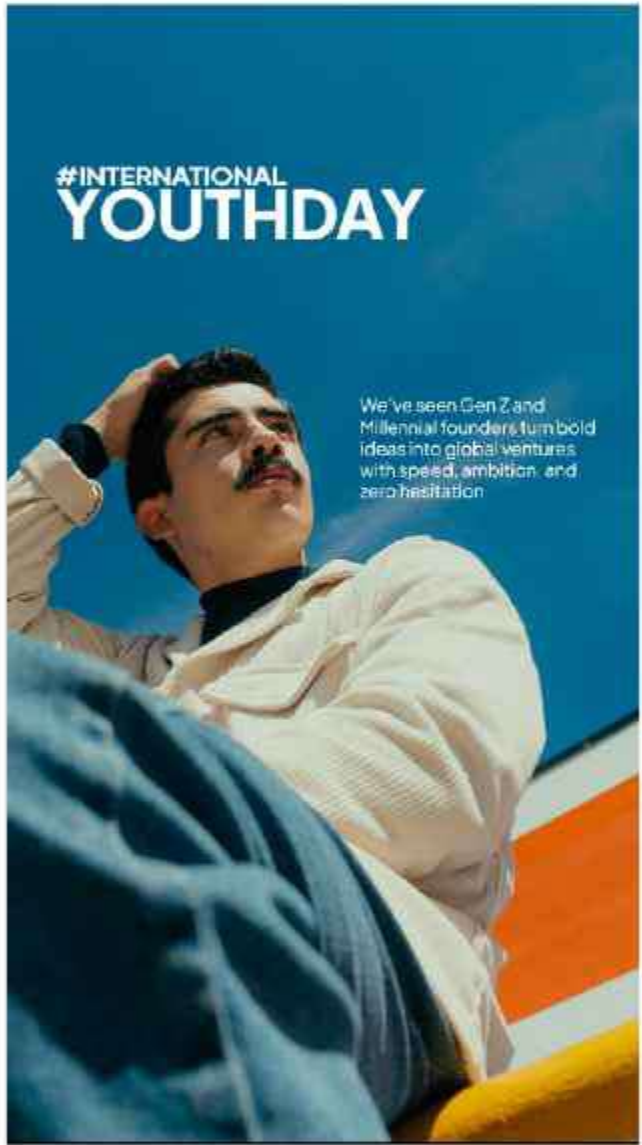


LOGO & TEXT PLACEMENT

Template 1 - Post

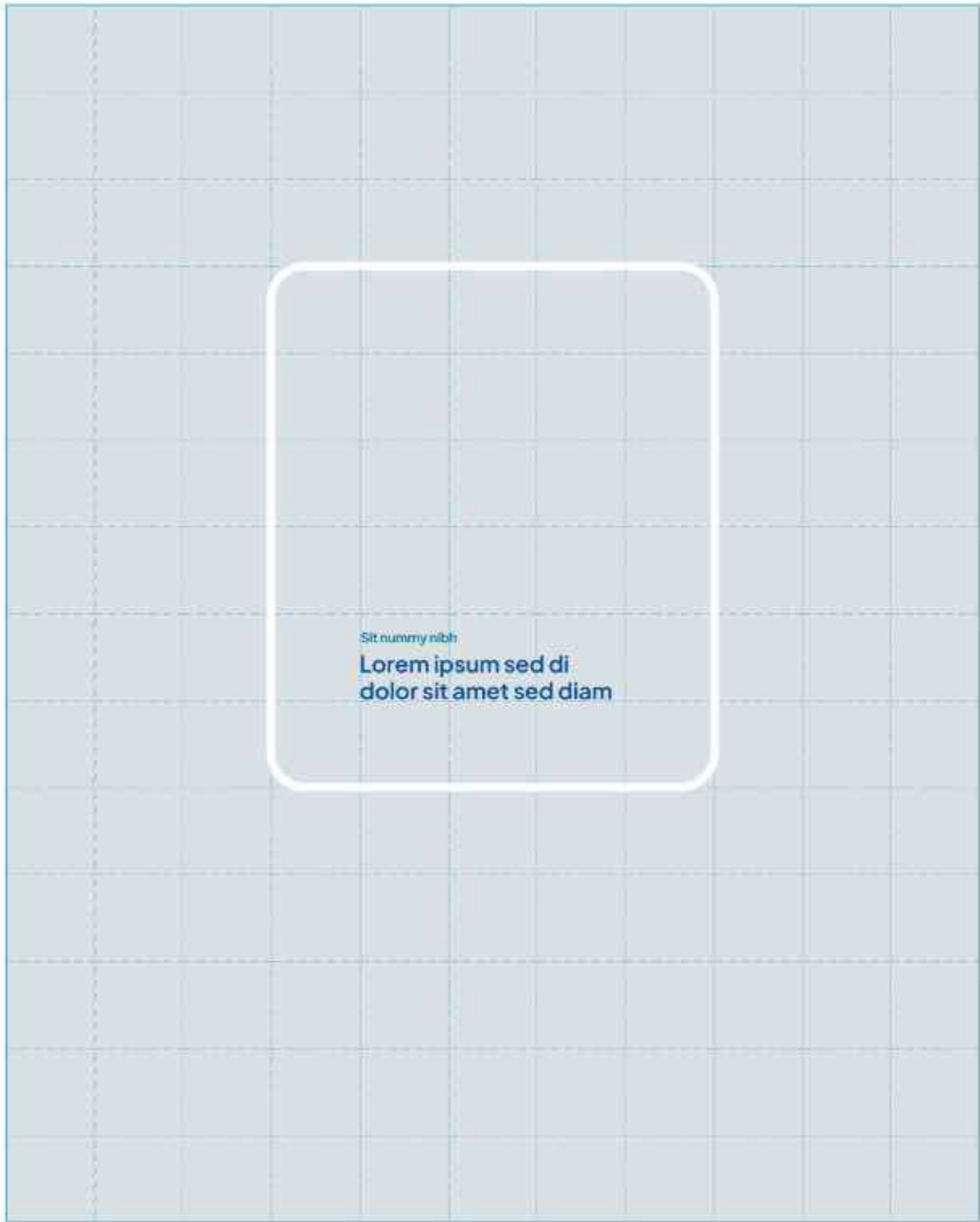


Template 1 - Story

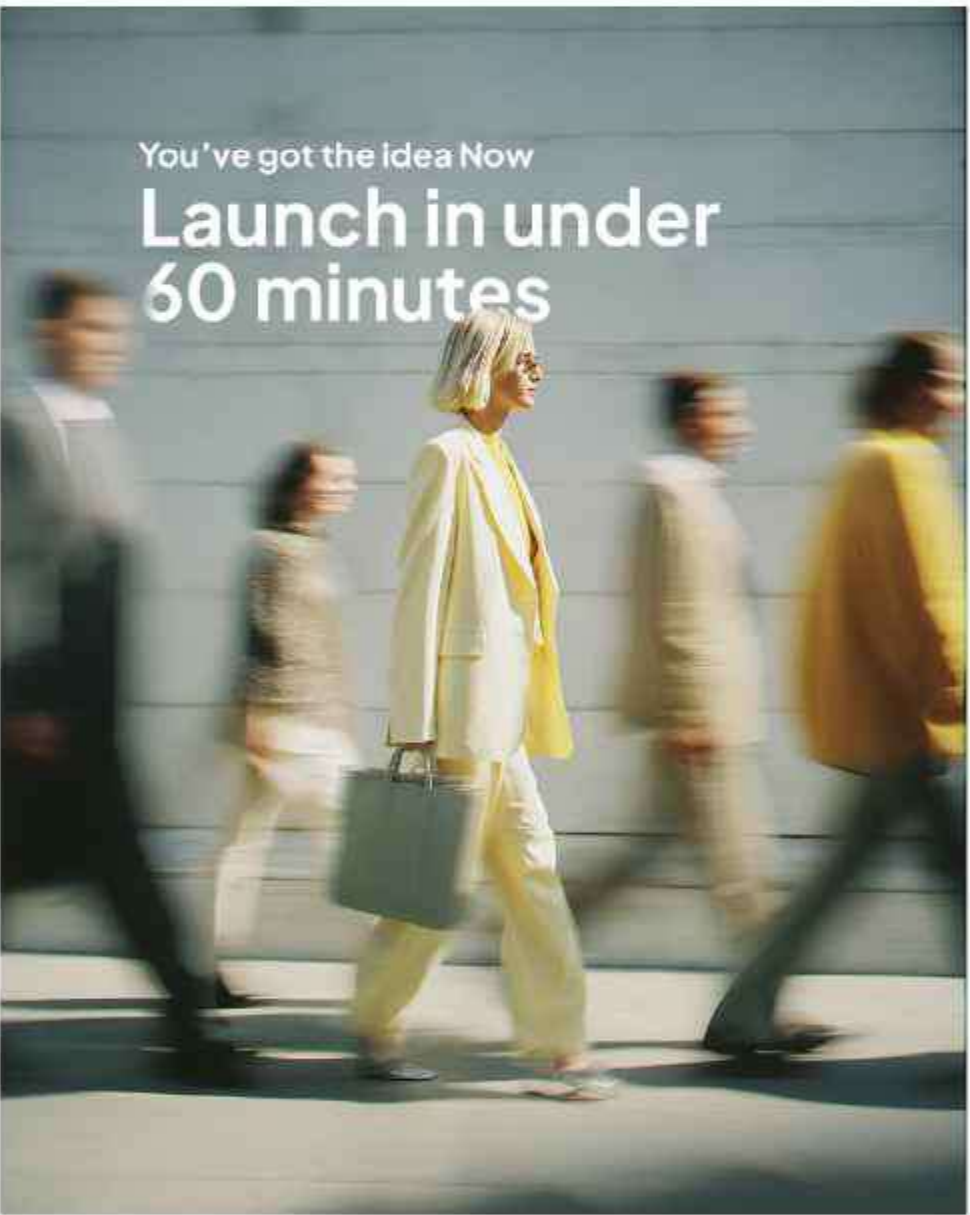
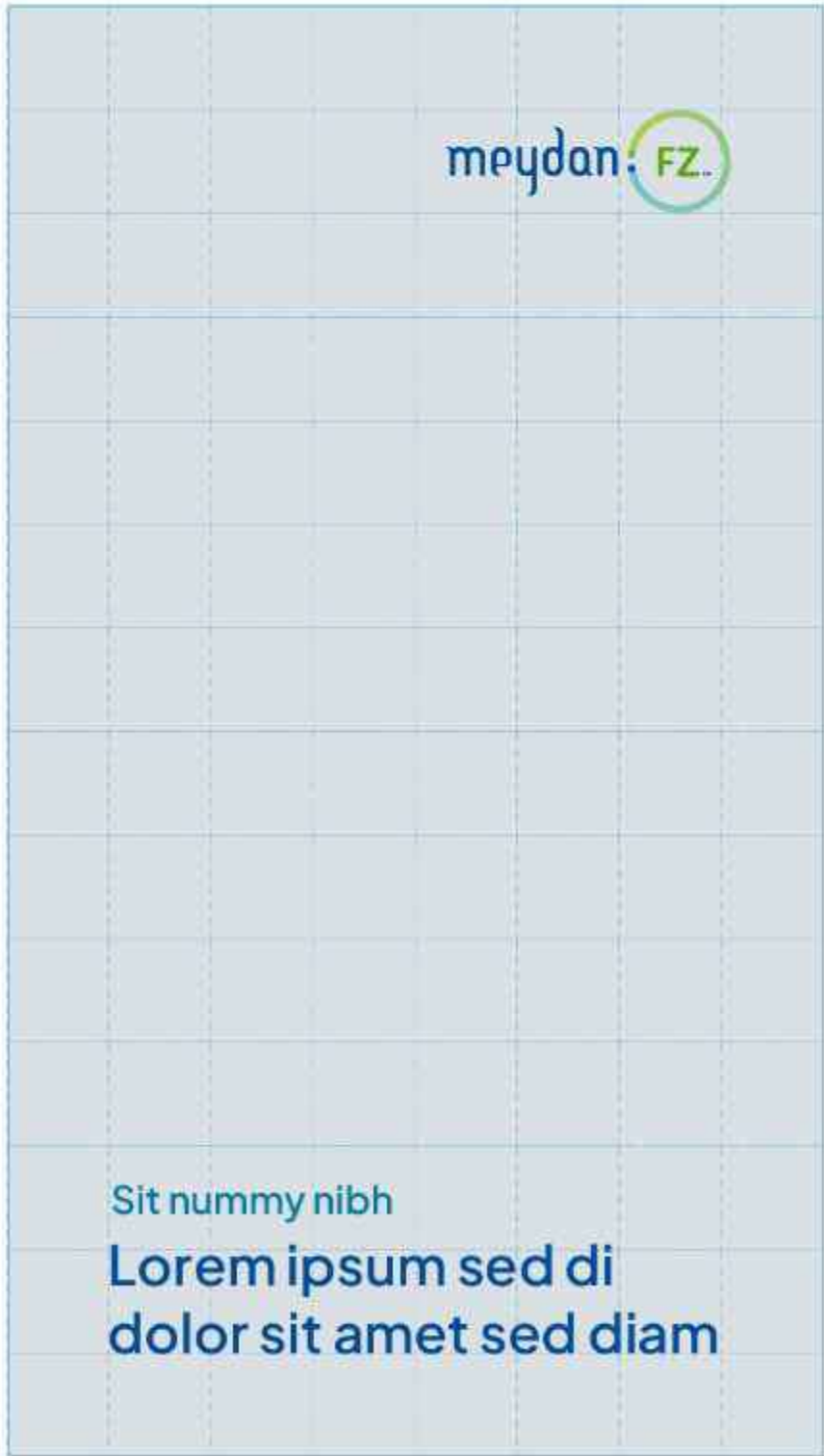


LOGO & TEXT PLACEMENT - 4

Template 3 - Post



Template 3 - Story



LOGO & TEXT PLACEMENT - 5

Template 1

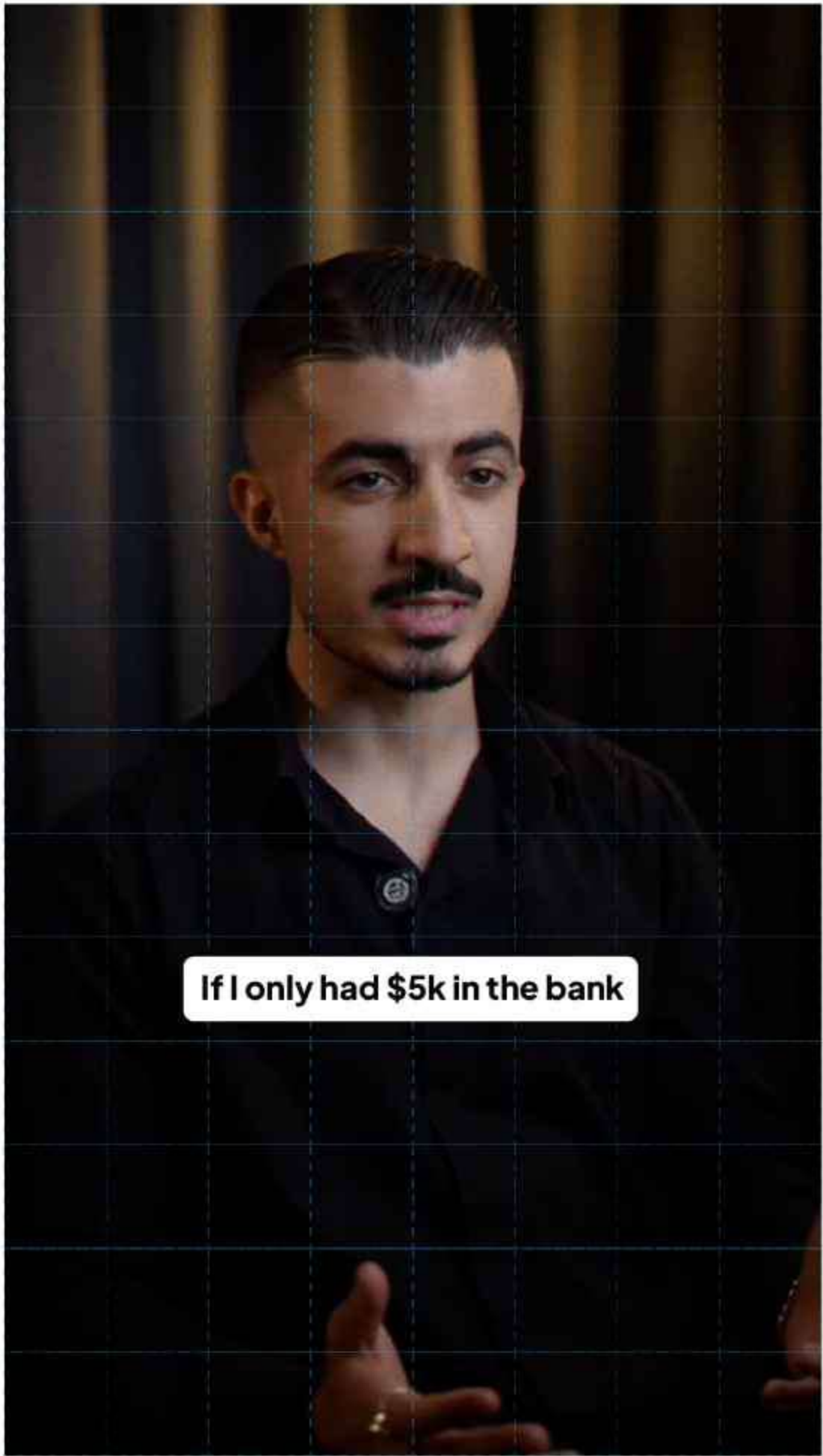
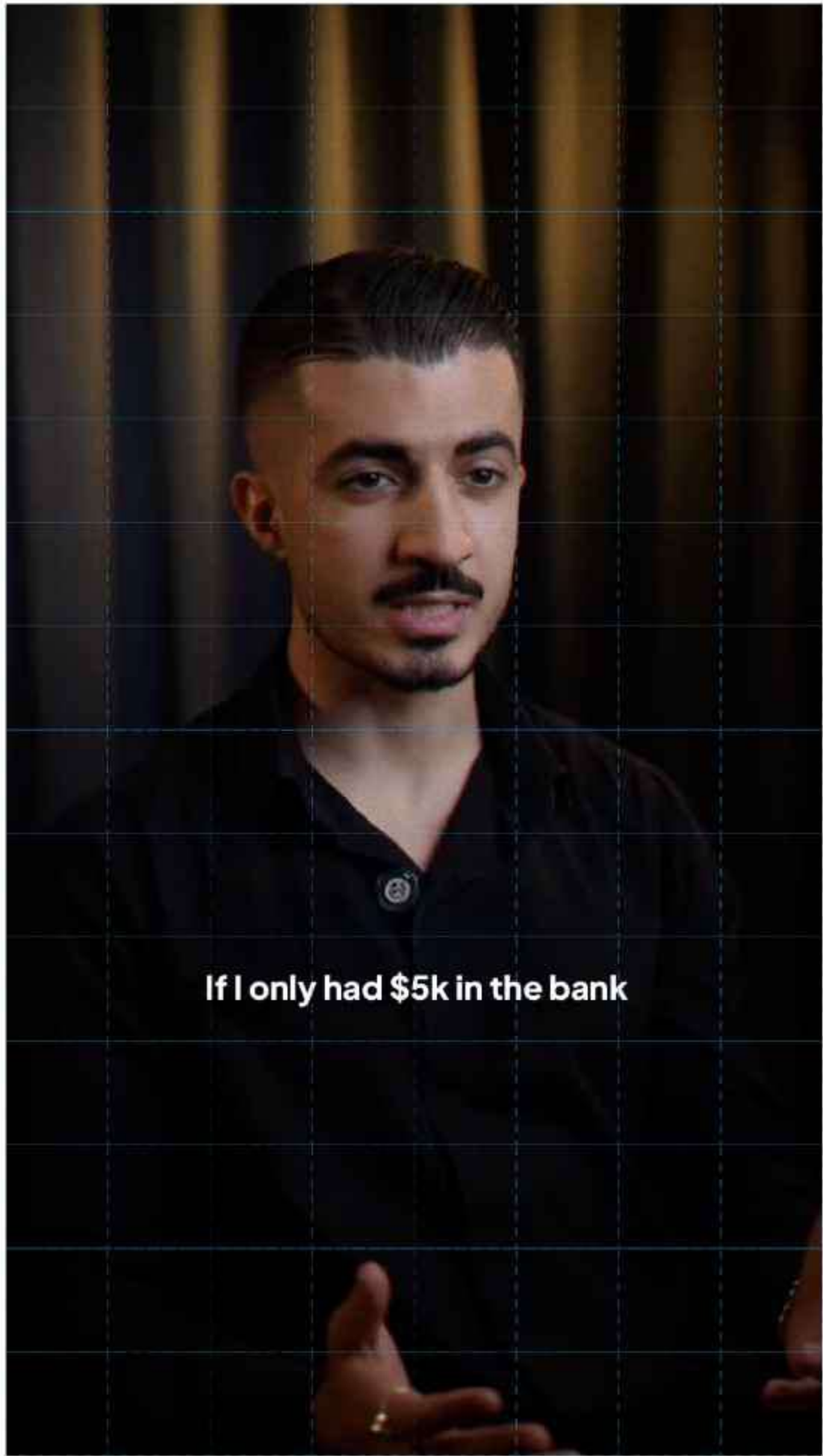


LOGO & TEXT PLACEMENT - 5

Template 2



SUBTITLE PLACEMENT - REELS SIZE



SUBTITLE STYLES

If I only had \$5k in the bank

If I only had \$5k in the bank

SUBTITLE HIGHLIGHT

You can get a legit business license

You can get a legit business license

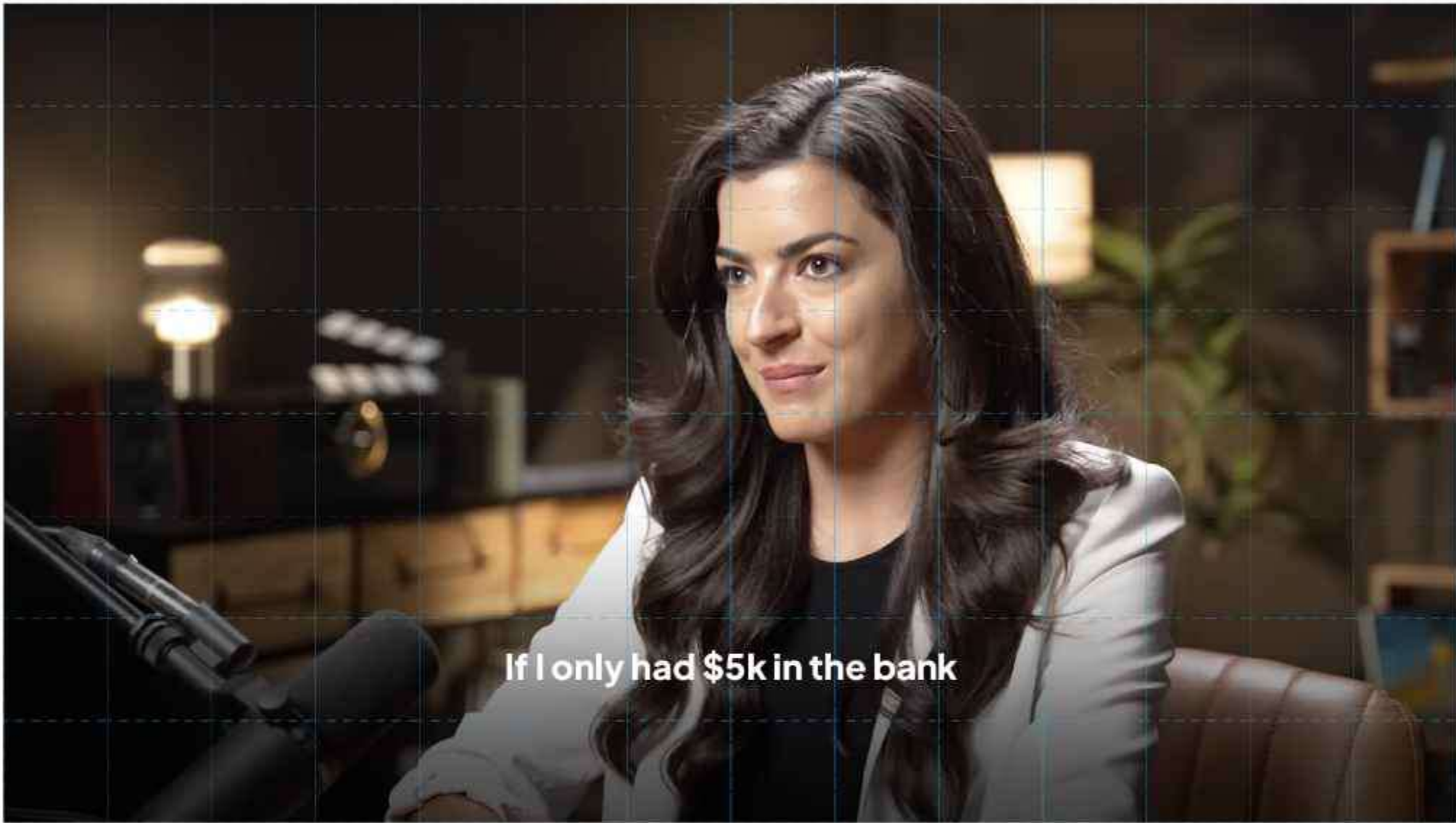
HIGHLIGHT COLORS

You can get a legit business license

You can get a legit business license

COLOR OF THE TEXT BOX CAN BE DIFFRENT AS PER THE BRAND COLORS

SUBTITLE PLACEMENT - HD SIZE



SUBTITLE STYLES

If I only had \$5k in the bank

If I only had \$5k in the bank

10

SOUND

BUTTONS

DROP-DOWN MENUS

FORMS

HEADINGS & SUBHEADINGS

LISTS

NAVIGATION

TITLES

SONIC BRANDING USAGE GUIDE

1. Core Sonic Identity

- **Primary Audio Asset:** The signature Meydan Free Zone sonic logo (____ seconds).
- **Purpose:** To instantly connect the brand’s sound to its vision “From Dubai to the World.”
- **Tone:** Modern, confident, welcoming.
- **File Formats Provided:** WAV (master quality), MP3 (compressed for web), MP4 (visual + audio lockup).

Rule:

Always use the master sonic asset without altering pitch, tempo, or adding effects unless using an approved festive variant.

2. General Usage

- **Placement:**
 - a. As an audio logo at the start or end of any brand content.
 - b. Never exceed one full playback per piece of content unless looping for background.
- **Volume:** Keep at -3dB peak for lead positioning, -12dB to -18dB if used as background under narration.
- **No Voiceover Clash:** Allow 0.5–1 sec of breathing space before/after sonic to avoid overlap.
- **Brand Lockup:** Where possible, pair the sonic with the visual logo reveal.

3. Social Media Guidelines

- **Length**
 - a. Stories/Reels/TikTok: Use the 5–7 sec cutdown or sting version.
 - b. Feed Posts/YouTube Shorts: Use the full sonic logo at end.
- **Placement:**
 - a. Intro: For branded content series (e.g., "Meydan Free Zone Insights"), start with sonic logo + animated logo.
 - b. Outro: For announcements or launches, place sonic at the close.
- **Festive Use on Social:**
 - a. Replace standard sonic with Festive Arabic or Festive Western during relevant holidays (see section 5).

SONIC BRANDING USAGE GUIDE

4. Video Guidelines

- **Corporate Films**
 - a. Open with 2–3 seconds fade-in of sonic under visual intro.
 - b. Close with full sonic logo synced to final visual frame.
- **Explainer Videos:**
 - a. Short 2–3 sec sting at intro, full sonic logo at outro.
- **Festive Campaign Videos:**
 - a. Replace standard sonic with festive variant only for the campaign duration

5. Festive Variants

We have two special versions for seasonal occasions:

- **Festive Arabic Version**
 - a. Tone: Warm, celebratory, culturally rooted.
 - b. Usage: Ramadan, Eid, National Day, other Arabic cultural events.
 - c. Rule: Never mix festive Arabic with standard Western festive cues.
- **Festive Western Version**
 - a. Tone: Bright, cheerful, universal holiday feel.
 - b. Usage: Christmas, New Year, International celebrations.
 - c. Rule: Do not use outside relevant global festive periods.
- **Both festive versions:**
 - a. Must follow the same placement, length, and volume rules as the main sonic logo.
 - b. Only used for maximum 4–6 weeks around the occasion to maintain exclusivity.

6. Do's & Don'ts

- **Do**
 - ✓ Always use master files provided by Meydan Free Zone brand team.
 - ✓ Keep audio clean without unauthorized sound effects.
 - ✓ Match sonic timing with visual brand moments.
- **Don't**
 - ✗ Stretch, speed up, or slow down sonic.
 - ✗ Layer over unrelated music without approval.
 - ✗ Use festive versions in non-festive

AI VOICEOVER GUIDELINES

Prompt Elements Breakdown – Scriptwriting

Component	Preferred Style
Tone & Style	Confident, conversational, and persuasive with a professional edge. Clear, direct sentences. mix of aspirational and practical language, avoiding jargon.
Pacing	Medium-paced delivery; short impactful sentences; pauses after key points for emphasis.
Structure	Hook → Context/Value → Meydan Free Zone solution → Call to Action.
Language	British English spelling and phrasing; contractions for natural flow. Avoid filler words.
Brand Voice	Knowledgeable, approachable, empowering. Speaks as an expert and partner to the listener.
Purpose	Designed to be easily adaptable for multiple voices without losing brand consistency.

Prompt Structure Template – Scriptwriting

Write a 35–40 second voiceover script in British English for a TikTok/Instagram Reels audience. Start with a bold, curiosity-driven hook in the first 3 seconds to immediately grab attention. Keep the tone conversational, persuasive, and confident, as if speaking directly to the viewer. Use short, punchy sentences and natural pauses for emphasis. Avoid jargon and keep language simple but impactful. Introduce the topic quickly, explain the value or opportunity, then position Meydan Free Zone as the solution. End with a clear, action-oriented CTA. The script should be easy to follow when read aloud, with a rhythm that works for video content.

AI VOICEOVER GUIDELINES

Prompt Elements Breakdown – Audio Generation (Eleven Labs)

Component	Preferred Style	Component	Preferred Style
Tone & Style	Conversational, knowledgeable, approachable, empowering. Feels like direct 1:1 advice, not a formal ad. Slightly aspirational but grounded.	Pronunciation Notes	“Meydan Free Zone” pronounced clearly as May–daan Free Zone. British English
Length	35–40 seconds when read aloud at natural pace.	Pacing	Medium–fast TikTok cadence; natural pauses after key points for emphasis.
Hook	Strong, curiosity–driven opening in the first 3 seconds to stop the scroll.	Voice Selection	Use a rotation of British male baritone and female voices for variety. Avoid using the same voice consecutively for multiple scripts.
Structure	Hook → Quick context/value → Meydan Free Zone solution → Clear call to action.	Male Voices	Bradford (ID: NNI6r8mD7vthiJatiJt1), David (ID: rWV5HleMkWb5oluMwkA7)
Language	British English spelling and phrasing. Short, punchy sentences. No jargon.	Female Voices	Jenny (ID: dHZt8yoqTSDwjElzgqey), Jane (ID: RILOU7YmBhvwJGDGjNmP)
Brand Voice	Speaks as a partner, not just a provider.	Audio Quality	High–definition output, no background noise, studio–quality sound.



200

WEB ELEMENTS

BUTTONS

DROP-DOWN MENUS

FORMS

HEADINGS & SUBHEADINGS

LISTS

NAVIGATION

TITLES

WEB ELEMENTS

BUTTONS

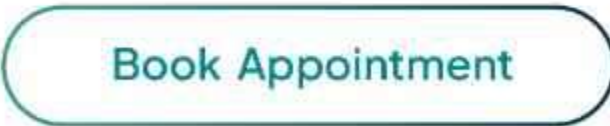
Color Variations



Menu Bar




CTA Buttons




WEB ELEMENTS

MENUS

Header Menu





Setup a Company

Meydan Plus


Eco Systems

Insights


Support

Contact Us


Book An Appointment



Cost Calculator
Enjoy the convenience and flexibility of our included workspace.



Company Name Check
Ensure the uniqueness and availability of your chosen company name.



Business Activities
Explore and choose business activities for your trade license.

Footer Menu

Set up a Company

Cost Calculator

Company Name Check

Business Activities

Channel Partners

Become a Channel Partner

Meydan Academy

Channel Partner Portal

Community

Announcements

Blogs

Case Studies

Refer a Friend

Compliance

UBO

AML

ESR

Rules & Regulations

Terms & Conditions

Freezone Regulations

Cookie & Privacy Policy

FAQs

Intellectual Property

Proposal

Brand Guidelines

mPlus Services

M Residency

M Compliance

M Commerce

MEta

M Startw

M Finance


M Support


M Space




Contact Us

Connect with us

Location Map









© 2024 Meydan Free Zone. All rights reserved.

9:41



Menu

Set up a Company

Meydan Plus

Channel Partner



Insights

Support


Contact us

Book An Appointment


9:41




Set up a Company



Cost Calculator
Enjoy the convenience and flexibility of our included workspace.



Company Name Check
Ensure the uniqueness and availability of your chosen company name.



Business Activities
Explore and choose business activities for your trade license.


FORMS

- 1. Form titles should clearly and quickly explain the purpose of the form.
- 2. Use title case for form titles and sentence case for form fields.
- 3. Keep forms as short as possible.
- 4. Only request information that we need and intend to use. Don't ask for information that could be considered private or personal, including gender. If you need to ask for gender, provide a field the user can fill in on their own, not a dropdown menu.

Enter your full name

John James

Enter phone number

 +971

▼

Enter email address

E-mail address

What can we help you with ?

Select an option

▼

☐ By submitting this form, you agree to the Terms and Privacy Policy of MFZ and consent to MFZ collecting your details and contacting you via email, phone, or WhatsApp. Please be aware that due to our 24/7 operations, you may receive a call after 6pm UAE time

Submit Request →

LISTS

- 1. Use lists to present steps, groups, or sets of information. Give context for the list with a brief introduction. Number lists when the order is important, like when you're describing steps of a process. Don't use numbers when the list's order doesn't matter.
- 2. If one of the list items is a complete sentence, use proper punctuation and capitalization on all of the items. If list items are not complete sentences, don't use punctuation, but do capitalise the first word of each item.

mAccounting

The financial backbone for businesses in Dubai, mAccounting involves financial services including tax consultation, VAT registration, audits, and bookkeeping, ensuring compliance with accuracy for businesses of all sizes.

CT Starter

→

CT 300

→

VAT Registration

→

Liquidation Report

→

Liquidation

→

Financial Audit Report

→

Bookkeeping

→

Check All mAccounting Service

→

WEB ELEMENTS

NAVIGATION

- 1. Use title case for main or global navigation. Use sentence case for sub-navigation.
- 2. Navigation links should be clear and concise.

Main Navigation



WEB ELEMENTS

TITLES

- 1. Titles organise pages and guide readers. A title appears at the beginning of a page or section and briefly describes the content that follows. Titles also tell search engines what a page is about, and show up in search results.
- 2. Titles are written (you guessed it) in title case. Don't use end punctuation in a title unless the title is a question.

About Meydan Academy

Meydan Academy is an exclusive educational platform designed to enhance the professional experiences and solutions of our valued partners. We work alongside you to ensure confidence, proficiency, and ease in facilitating Meydan Free Zone licenses.

Get In Touch →

Our mission is to empower individuals and organisations to:

- ✓ Develop channel partners' knowledge of Meydan Free Zone.
- ✓ Positively impact sales performance through innovative assessment tools and digital training materials.
- ✓ Access valuable data insights and reports with ease, whether by the learner, group, department, or region.

Refer a friend & earn AED 1,500!



Do you want to make the most of your network? We've got a simple and rewarding solution.

Refer a friend to join Meydan Free Zone, and you could earn a generous AED 1,500.

You don't need to be an expert to participate in this lucrative opportunity. Here's how it works:

- ✓ Fill in the referral form on this page.
- ✓ Our team will reach out to you.
- ✓ Enjoy your rewards after the successful completion of the deal.

Refer to our terms and conditions , [click here](#) to read them.

WEB ELEMENTS

EMAIL SIGNATURE

Sultan Ahmad
Associate Marketing Manager
M: +971 50 276 2057 |
E: sultan.ahmad@meydanfz.ae
W: meydanfz.ae

The Meydan Grandstand 6th floor |
Meydan Road, Nad Al Sheba | Dubai U.A.E.



INTRODUCING

FAWRI

YOUR SHORTCUT TO BUSINESS SETUP
IN JUST 60 MINUTES

**DUBAI
TO THE
WORLD**

BUSINESS SETUP
MADE **TIMELESS**

FROM AED 15,000 PER YEAR

*T&C Apply

CAUTION: This email message and any attachments contain information that may be confidential and may be LEGALLY PRIVILEGED. If you are not the intended recipient, any use, disclosure or copying of this message or attachments is strictly prohibited. If you have received this email message in error, please notify us immediately and erase all copies of the message and attachments. We do not accept responsibility for any viruses or similar carried with our email, or any effects our email may have on the recipient computer system or network. Any views expressed in this email may be those of the individual sender and may not necessarily reflect the views of Meydan Free Zone.

WEB ELEMENTS

ERP BANNER

Size _____

W1120 x H 400 Pixel



A large, stylized outline of the number '21' in a light green color, positioned on the left side of the slide. The background features a green-to-teal gradient with faint, curved lines.

BRAND APPLICATIONS

SIGN BOARD

ID CARD

TOTE BAG

FOLDER

BUSINESS CARD

BOOK

FLAG

T SHIRT



**DUBAI
TO THE
WORLD**

meydan FZ





UBAI TO THE WORLD

Adam
Johannson

Project Coordinator

Employee ID
#4424



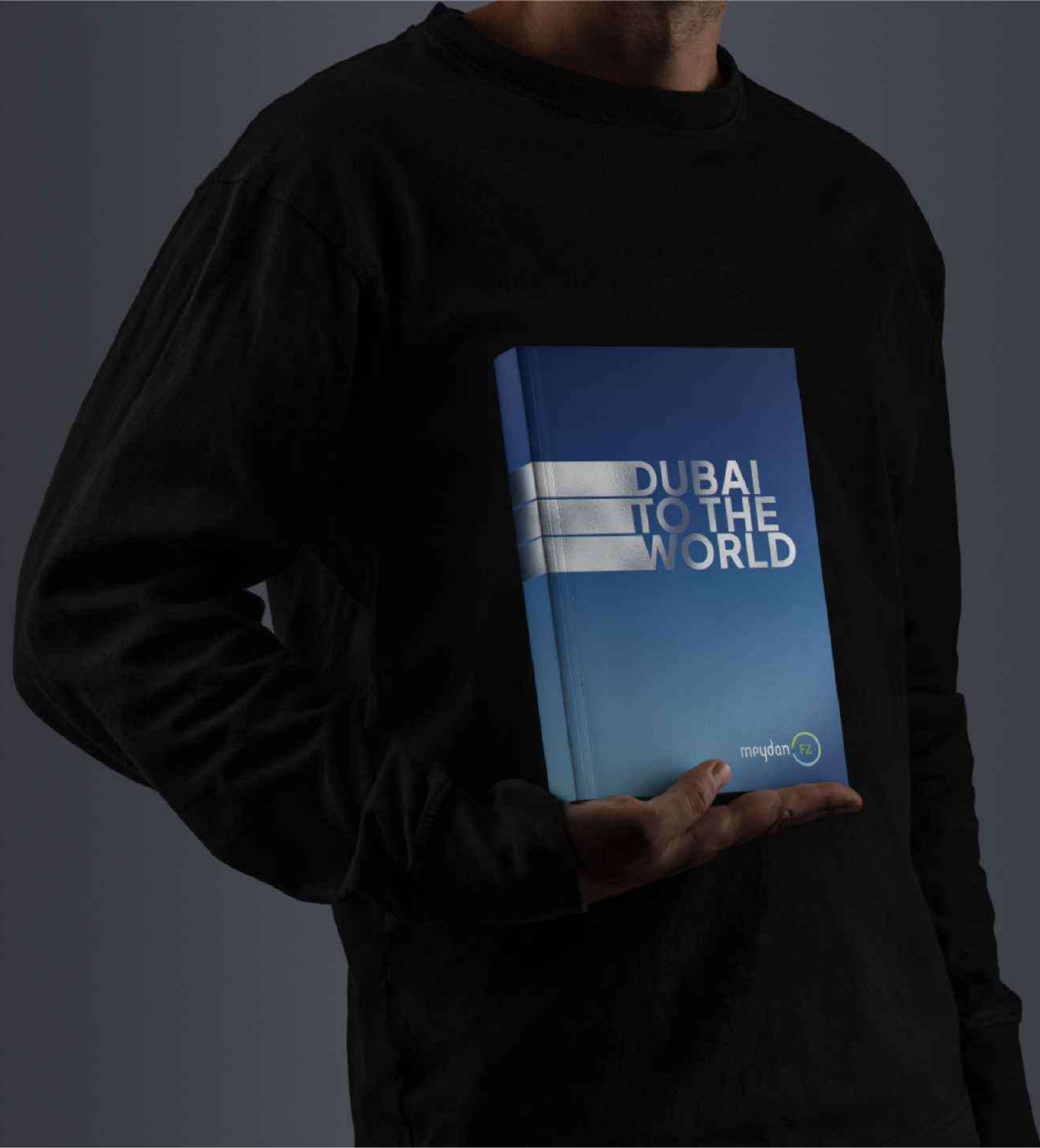
meydan  UBAI TO THE WORLD

DUBAI TO THE WORLD

meydan 
DUBAI TO THE WORLD

DUBAI TO THE WORLD

meydan  FZ



**DUBAI
TO THE
WORLD**

meydan FZ





Where Business Runs 24x7

Meydan empowers you with
nonstop access to
infrastructure,
services, and support.



www.meydanfz.ae

WORK. LIVE. PLAY.

800 FZ1(391)

setup@meydanfza.ae

meydanfz.ae