



Brand Presentation

Initial Brand Identity

Uplux
Properties

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Mar
27



**Welcome to the Uplux Properties brand presentation.
This presentation is designed to help you bring
the Uplux Properties brand to life.**



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Uplux Properties Brand

- Our Story
- Strategy
- Visual Overview



Our Story

Luxury is not one-size-fits-all. It's deeply personal. The most successful individuals don't just buy homes—they invest in legacies. Uplux Properties was created to offer more than just luxury homes—it offers a tailored real estate experience.



Why Do We Exist?

Born from a legacy of excellence, the rebrand represents a refined approach, catering exclusively to investors, end-users, and elite clientele. With access to off-market properties, private listings, high-in-demand developer inventory, combined with discreet negotiations, Uplux Properties ensures an unparalleled level of service and privacy.

Where Are We Headed?

This rebranding sets the stage for enhanced operations within Dubai real estate, and for it to become synonymous with elite living, while attracting international buyers looking for top-tier investments. With a strong legacy and a forward-thinking, experience-driven approach, Uplux Properties is primed to become a leader in Dubai's luxury real estate scene earning top broker awards with respected developers.

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Who Do We Serve?

Uplux Properties caters to discerning investors, end-users, and elite clientele seeking exclusivity, prestige, and long-term value in Dubai's high-end real estate market. Our clients don't just buy homes—they invest in legacies.

What Sets Us Apart?

Uplux Properties is more than a real estate firm—it's a gateway to elite living. With exclusive access to prestigious properties, personalized client services, and collaborations with luxury brands, we craft experiences that embody sophistication, privacy, and investment excellence.

What Do We Stand For?

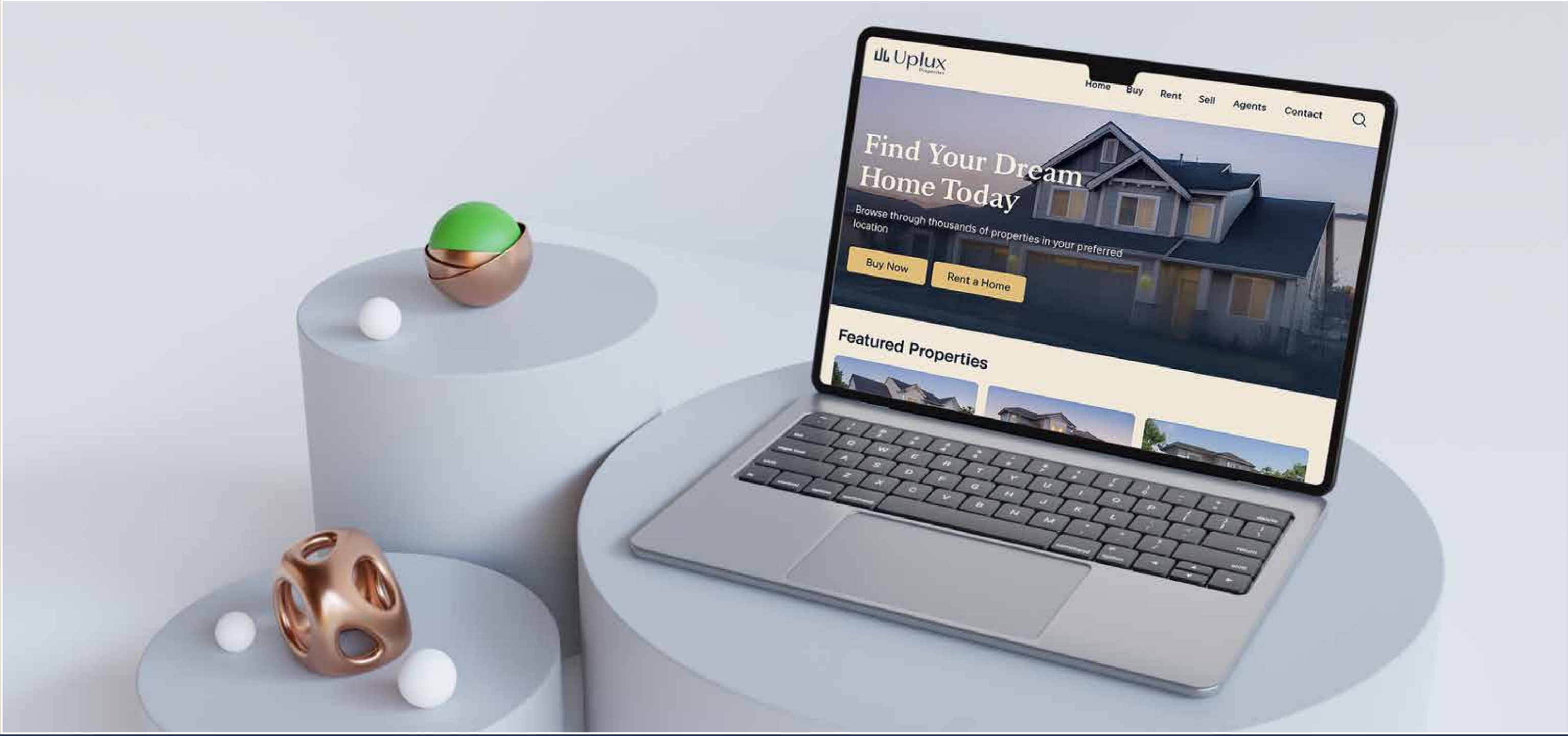
Uplux Properties stands for integrity, exclusivity, and sophistication. We believe luxury is not just about high-end properties but about personalized experiences, lasting value, and trust. Our commitment to excellence, discretion, and tailored services sets us apart in the luxury real estate sector.

How Do We Lead?

By offering a refined, concierge-style real estate experience that blends market expertise, discreet negotiations, and access to off-market and high-in-demand developer inventory. We redefine luxury transactions into bespoke lifestyle investments.

Visual Overview

The "Visual Overview" section serves as a comprehensive guide, consolidating all the key graphic elements that comprise the distinct visual identity of the Uplux Properties brand. From the iconic Wordmark to the font treatment, the recognizable UL, the unique photo style, and the versatile container shape, this section provides a holistic understanding of the visual elements that brings the Uplux Properties brand to life.





The Wordmark & Icon

- Wordmark Breakdown
- Visual Breakdown
- Logo Breakdown
- Visual Breakdown
- Logo in Action



Our Wordmark

The Uplux Properties wordmark is a key element of the brand's visual identity. Designed to be clean, versatile, and impactful, it reflects the brand's core values of signifying growth, aspiration, prestige, and progress. The wordmark is intended to be highly legible across all mediums, from digital screens to printed materials, ensuring consistent brand recognition. Its typography has been carefully chosen to convey the essence of the brand which is offering experiences that are works of art, statements of success, and reflections of the finest craftsmanship, reinforcing the brand's message at every touchpoint. The wordmark should be used consistently across all brand materials to maintain a cohesive visual identity.





Visual Breakdown

The name "Uplux" blends "Up" (signifying growth, aspiration, prestige, and progress). "Lux" (short for luxury, opulence and grandeur), captures the essence of the brand which is offering experiences that are works of art, statements of success, and reflections of the finest craftsmanship.

Uplux Properties isn't just selling homes—it's curating bespoke lifestyles, iconic residences, and world-class experiences with the aim to build long-term value, heritage and exclusivity.

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Typeface

The wordmark uses a modern, elegant sans-serif typeface that conveys sophistication and clarity.

Kerning & Spacing

The letters are evenly spaced, ensuring readability while maintaining a sleek appearance.

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Layout & Composition

- The horizontal layout makes it adaptable for different branding applications (signage, business cards, digital platforms).
- The “Properties” subtitle in a smaller font ensures that the focus remains on “Uplux” while still clarifying the industry.



Our Logo

"U" for Up (Growth & Elevation):

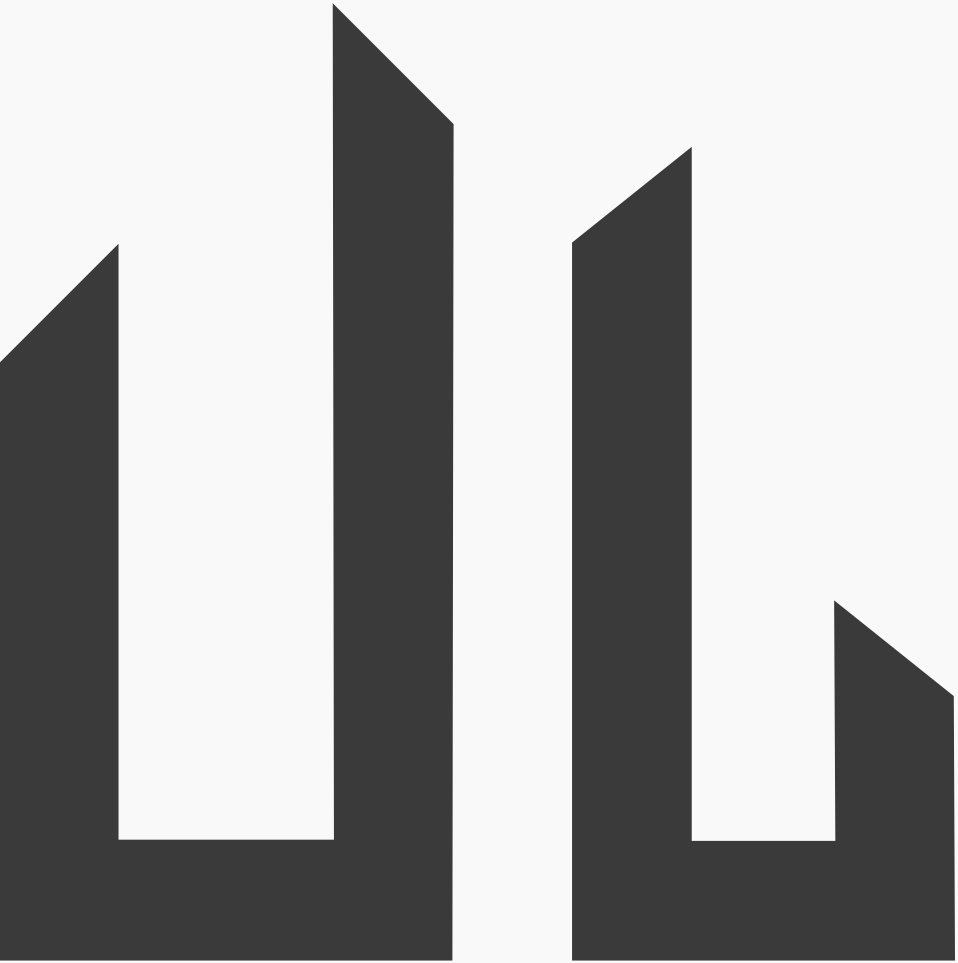
The tall structure represents upward movement, success, and high-end investments.

"L" for Lux (Luxury):

The sleek and refined design embodies premium living and exclusivity.

Vertical Lines (Properties Representation):

The vertical lines in the logo represent Dubai’s skyline, reflecting the brand’s connection to high-end urban real estate and the city's iconic architectural excellence.





Visual Breakdown

U & L Representation

U & L Representation: The design subtly incorporates the letters U (Up) and L (Lux), reinforcing the brand’s name and its commitment to elevated living.

Dubai Skyline Influence: The vertical lines in the logo mirror Dubai’s iconic skyline, symbolizing the brand’s deep connection to high-end real estate in the city.

Crown-Like Form: The arrangement of the lines also evokes the shape of a crown, representing exclusivity, success, and the premium nature of Uplux Properties.

Minimalist & Geometric

The clean, structured design reflects modern architecture and premium aesthetics.

Strong Vertical Lines

Evoke stability, reliability, and long-term value in the real estate market.

Symmetry & Balance

Creates a visually harmonious mark, emphasizing professionalism and trust.



Logo in Use

The Uplux Properties logo is a versatile and powerful representation of our brand identity. Whether displayed on packaging, digital platforms, or printed materials, it consistently communicates growth, aspiration, prestige, luxury, opulence and grandeur ensuring brand recognition and impact across all touchpoints.



Tagline

We chose the tagline "**The Pinnacle of Prestige**" for Uplux Properties because it encapsulates the essence of our brand—offering the highest standard of luxury, exclusivity, and investment excellence in Dubai's real estate market.

"**Pinnacle**" signifies reaching the highest point, reflecting Uplux's commitment to elevating real estate experiences.

"**Prestige**" emphasizes exclusivity, sophistication, and status, aligning with our elite clientele and high-end property offerings.

This tagline reinforces Uplux Properties as a leader in luxury real estate, curating bespoke lifestyles and iconic residences that define success and legacy.

The Pinnacle of Prestige



Colour Selections

- Colour Pairings
- Pantone
- Colour Packaging
- Colour in Use

Colour Selections

The color scheme reflects luxury, trust, and sophistication.

Primary Colors:

- Deep Navy Blue (#1C2A48) – Represents trust, reliability, and professionalism.
- Soft Gold (#DBC089) – Evokes luxury, exclusivity, and success.
- Elegant White (#F9F9F9) – Clean, modern, and minimal.

Secondary Colors:

- Charcoal Gray (#3A3A3A) – Adds depth and neutrality.
- Soft Beige (#EAE0D5) – Complements the luxurious feel.



Soft Gold Hex: #DBC089 RGB: 219, 192, 137 CMYK: 15, 22, 53, 0		Deep Navy Blue Hex: #1C2A48 RGB: 28, 42, 72 CMYK: 94, 83, 44, 44
Elegant White Hex: #F9F9F9 RGB: 249, 249, 249 CMYK: 2, 1, 1, 0	Charcoal Gray Hex: #3A3A3A RGB: 58, 58, 58 CMYK: 69, 62, 61, 52	Soft Beige Hex: #EAE0D5 RGB: 234, 224, 213 CMYK: 7, 10, 14, 0

Pantone

Pantone colors are used to ensure color consistency and accuracy across all brand materials, whether in print or digital formats. The Pantone Matching System (PMS) provides a universal standard that designers, printers, and manufacturers can use to reproduce colors exactly the same, regardless of the medium or location.



Gold



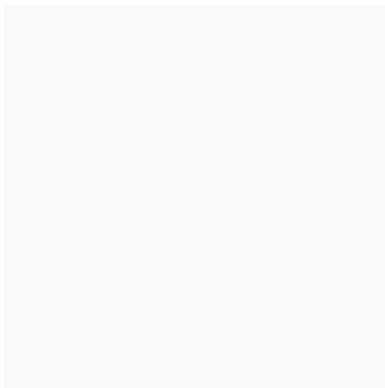
PANTONE
7501 C

Deep Navy Blue



PANTONE
2767 C

Elegant White



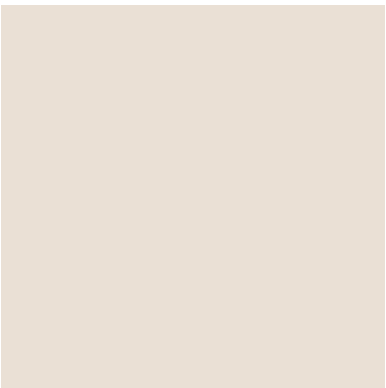
PANTONE
11-0601 TPX

Charcoal Gray



PANTONE
446 C

Soft Beige



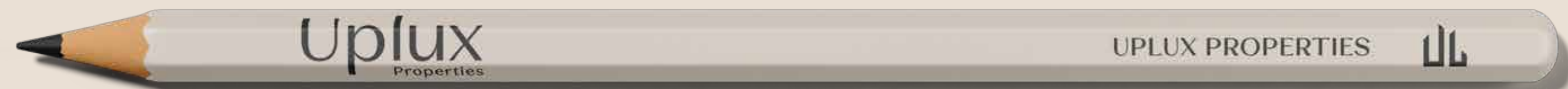
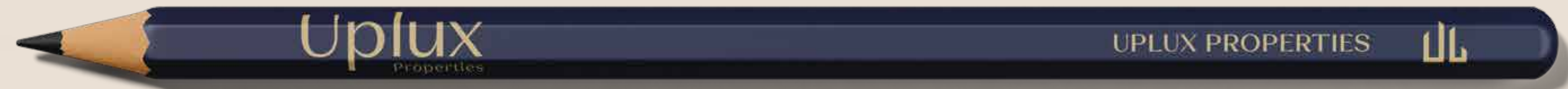
PANTONE
7527 C

Colour Packaging

Pantone Soft Gold (7501 C)



Pantone Deep
Navy Blue (2767 C)



Pantone Soft Beige (7527 C)

Packaging in Action

Our packaging is designed to reflect Uplux Property's core values of exclusivity, excellence, Innovation, and personalization.

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Typography Choices

- Primary Type
- Secondary Type
- Type in Use



Primary Type

Luxenta – Chosen as the primary typeface for Uplux Properties due to its balance of modern sophistication and timeless elegance. Luxenta exudes a sense of exclusivity and refinement, aligning perfectly with the brand’s emphasis on luxury real estate. The font’s sleek yet commanding letterforms enhance brand recognition and reinforce a high-end visual identity.



Luxenta by Yukita Creative

AaBbCc

The Pinnacle of Prestige

Luxenta Semi Bold

abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ
1234567890!@#\$%^&*

Luxenta Bold

abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ
1234567890!@#\$%^&*



Secondary Type

Lato – Selected as the secondary font for Uplux Properties due to its versatility and readability. Lato provides a clean, modern, and professional look that complements Luxenta without overpowering it. Its well-balanced proportions and friendly curves make it ideal for digital and print applications, ensuring clarity and ease of communication across various brand touchpoints.



Lato by Google Fonts

AaBbCc

The Pinnacle of Prestige

Lato Semi Bold

abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890!@#\$%^&*

Lato Bold

abcdefghijklmnopqrstuv
wxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890!@#\$%^&*

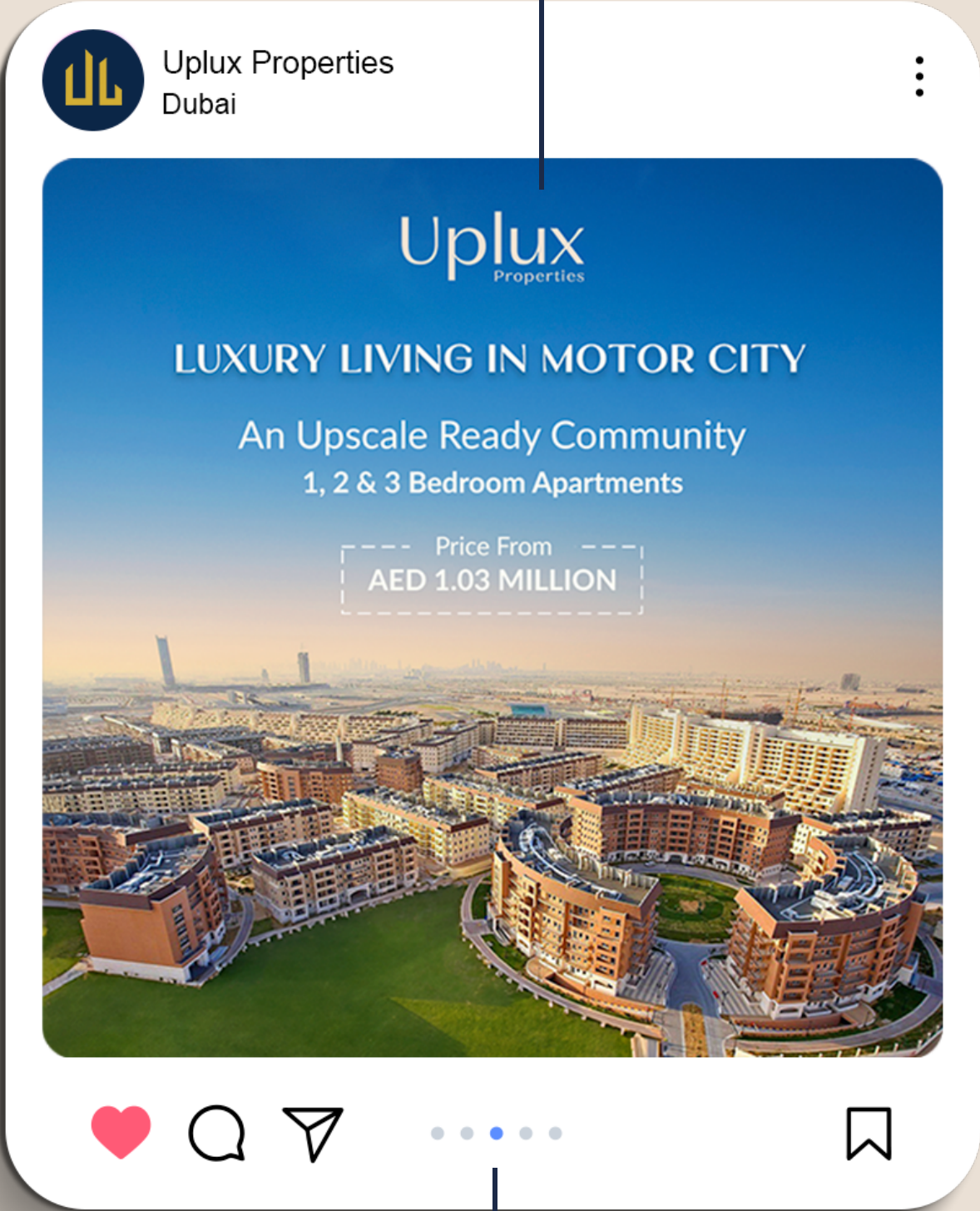


Type in Use

Our logo with wordmark



Our wordmark



Luxenta and Lato type in use





Brand In Action

- Identity in Use











Thank You

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