

BAZ STATION



BRAND GUIDELINE



> INTRODUCTION

This visual guide serves as the official reference for the identity of **Baz Station** as the parent brand, ensuring unified use across all subsidiaries and divisions.

Within this document, we define the standards for logo, colors, typography, visual style, and brand .voice – ensuring that the **Baz Station** identity remains consistent, strong, and reflective of our vision

Baz Station is not just a brand; it is an ecosystem that integrates design, industry, technology, entertainment, media, and esports, with the goal of transforming gaming into a complete lifestyle .inspired by innovation and the spirit of Emirati excellence

CORE BRAND VALUES

1.

INNOVATION

constantly pursue new ideas and technologies that place Baz Station at the forefront of the global gaming industry

2.

EXCELLENCE

We are committed to delivering the highest standards of quality in every project, from design to execution

3.

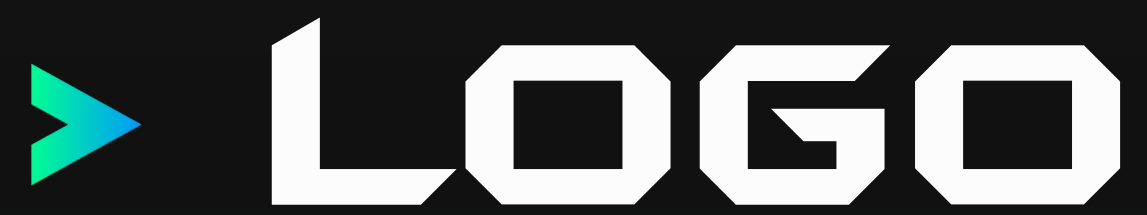
INTEGRITY

We uphold transparency and honesty in all our dealings with clients and partners

4.

EMPOWERMENT OF TALENT

We believe in empowering youth and talent to lead the future of gaming, and we actively support their growth



BAZ STATION



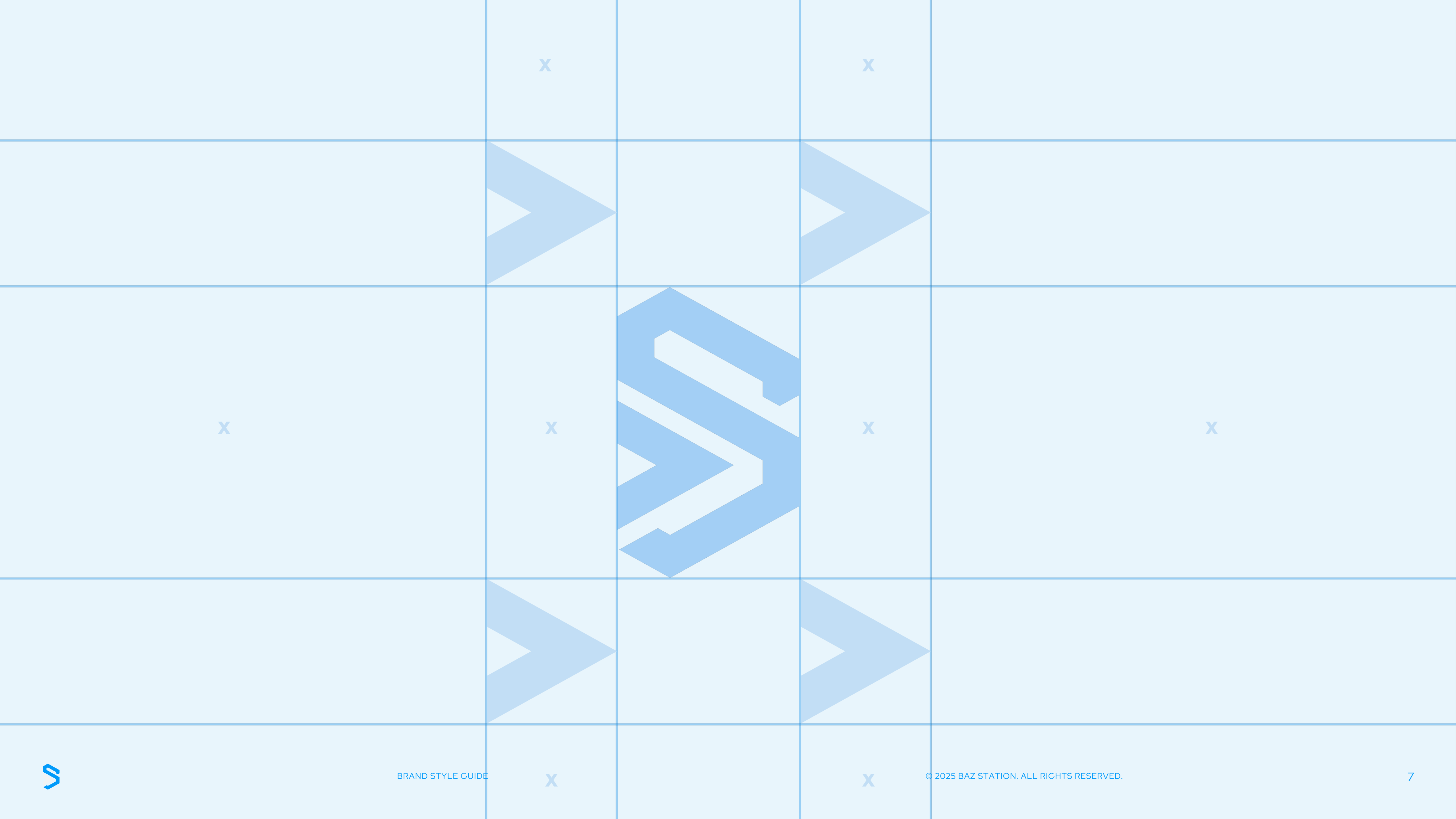
Letter B
Baz

Letter S
Station

→ icon

- modern
- Elegant mark
- monogram







BAZ STATION

BAZ STATION

BAZ STATION





Don't stretch



Don't outline



Don't unapproved colors



Don't apply shadows or effects



Don't rotate



Don't apply patterns



BAZ STATION

BAZ STATION



باز سٹیشن

BAZ > SETUP

باز < ستاب

Specialized in designing and executing **luxury** gaming spaces. BazSetup delivers tailor-made environments that combine functionality with premium aesthetics.

BAZ > LAB



The research and hardware **development** focused on creating original RGB systems, smart devices, and interactive technologies that enhance gaming spaces

BAZ > ARENA

باز < ارينا

A network of high-end gaming arena that merge entertainment, dining, and .community. Baz arena is built on a **franchise**-ready model for global expansion

BAZ > ESPORTS

باز > ايسپورتس

A professional **UAE esports team** dedicated to developing local talent, competing internationally, and representing the nation on the global stage

BAZ > ACADEMY

باز < أكاديمية

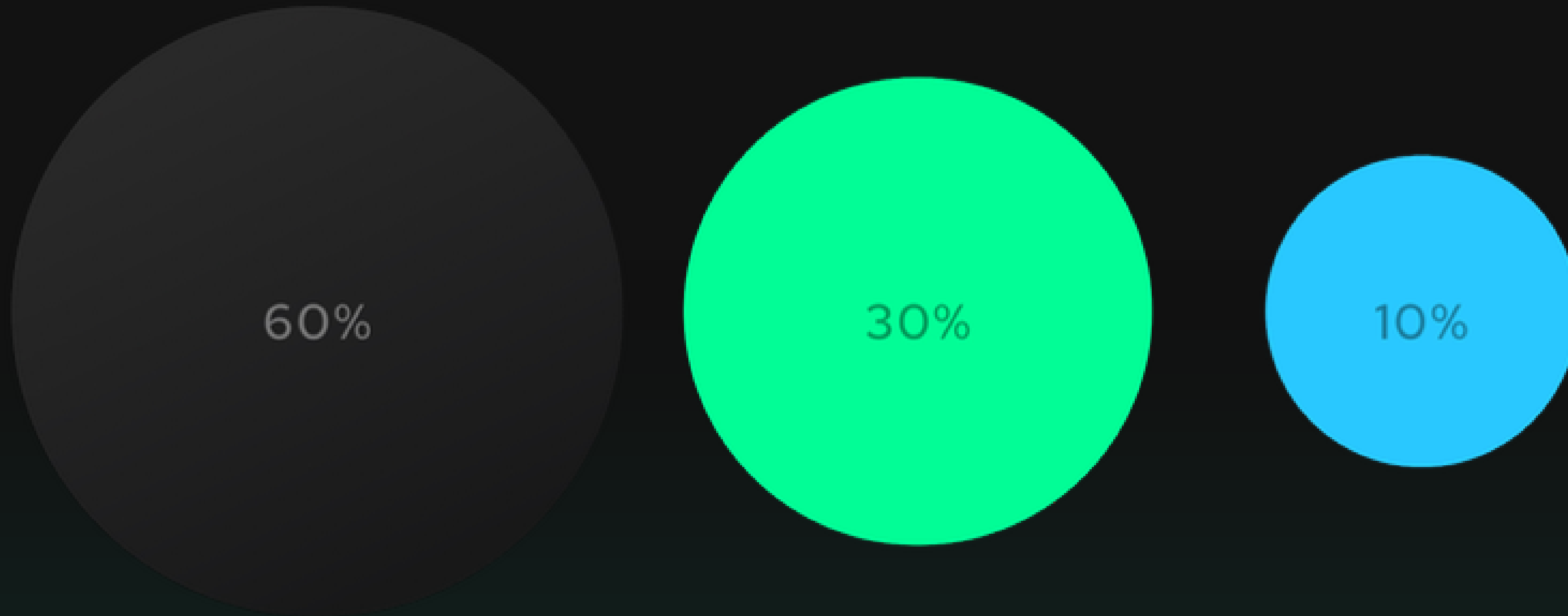
Education & Training Division A future-oriented academy dedicated to **training** designers, engineers, and creators in the art of gaming space design , coding , Esports players empowering the next generation of innovators

BAZ > DIGITAL PLATFORM

باز < جت بل فز

A digital marketplace that provides gaming products, readymade furniture, 3D modes ,
.lighting solutions

> COLORS





**Medium
Spring Green**

HEX: #00FD95
RGB: 0, 252, 149
CMYK: 100%, 0%, 41%, 1%

Dodger blue

HEX: #0099FA
RGB: 0, 153, 250
CMYK: 100%, 39%, 0%, 2%

Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 0%, 0%, 0%, 100%

White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

Cyber Gray

HEX: 6D6D6D
RGB: 109, 109, 109
CMYK: 0%, 0%, 0%, 57%

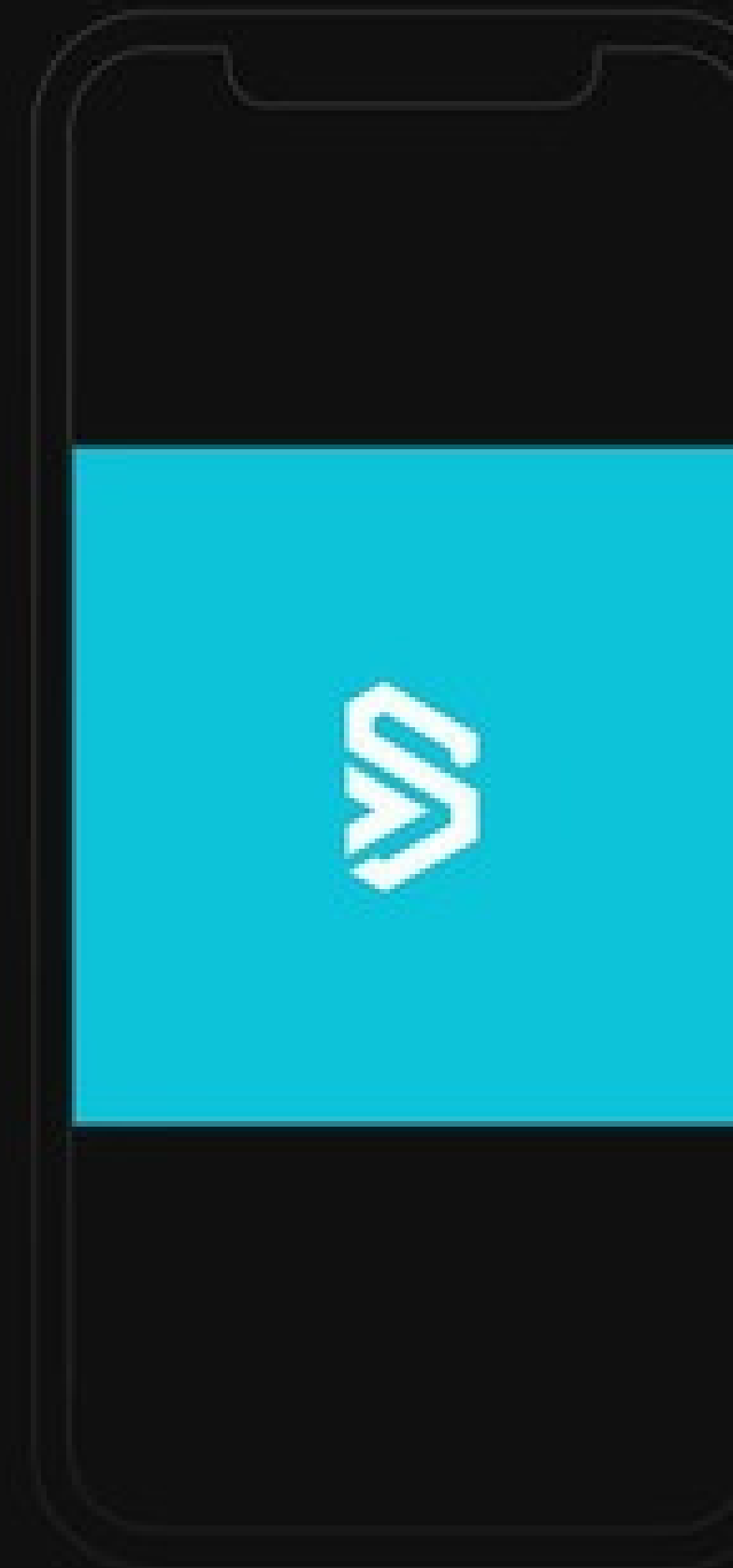
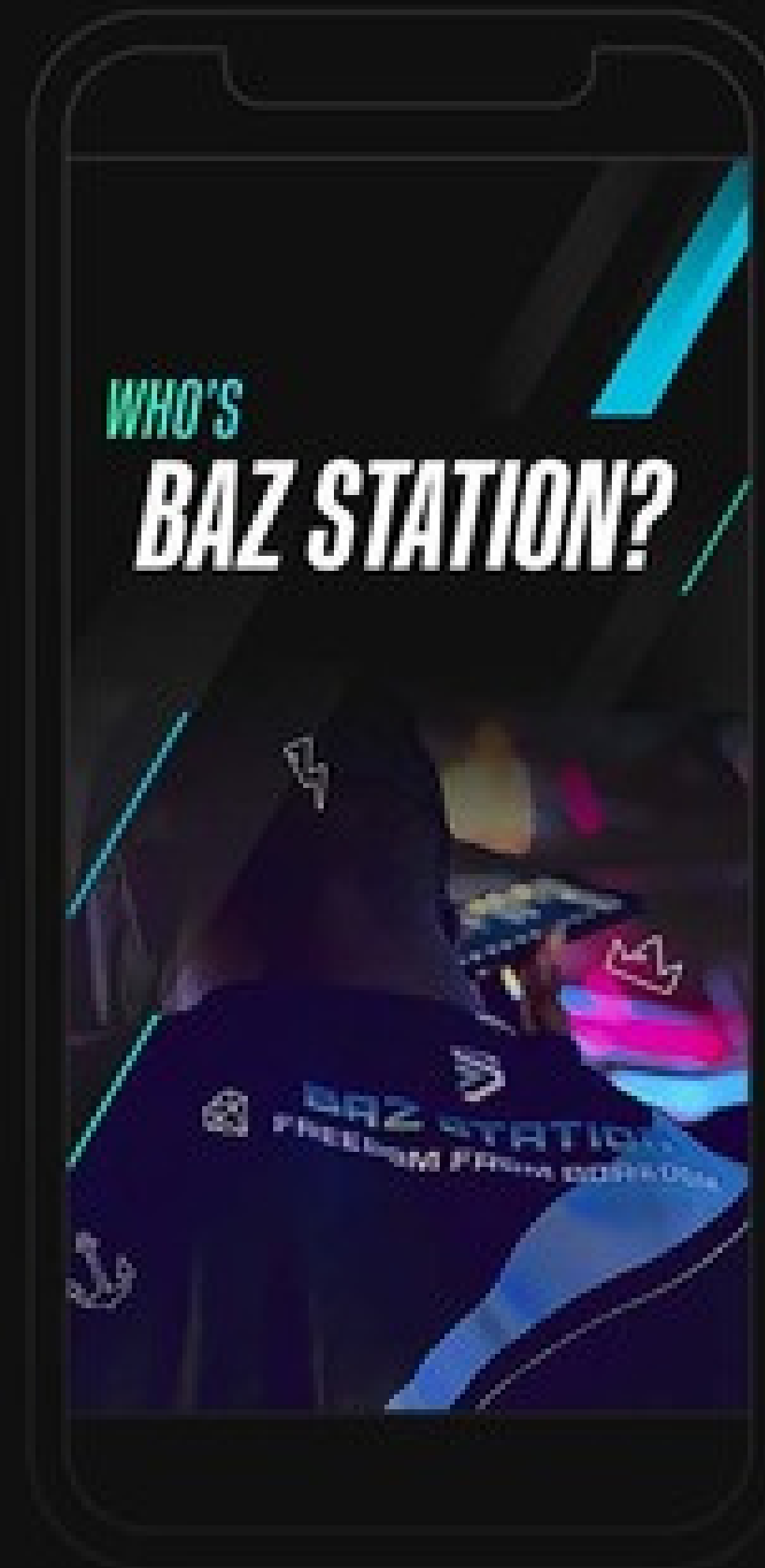
**Baz
Gradient Color**

HEX: #00FD95
RGB: 0, 252, 149
CMYK: 100%, 0%, 41%, 1%

HEX: #0099FA
RGB: 0, 153, 250
CMYK: 100%, 39%, 0%, 2%



> SOCIAL MEDIA





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Baz Station

21 posts



Baz Station

@bazstation

Freedom From Boredom ✨ • Food & Drinks,
🍷 🍹 • Private Rooms, 🎮 🎬 • Movies, Anime, 🎮 🎮 • Gaming Store, 🛒 🛒
☕ Cafe 📍 Abu Dhabi 🌐 bazstation.com 📅 Joined June 2022

129 Following 2,710 Followers

Tweets

Replies

Media

Likes



Baz Station @bazstation · Oct 24, 2022



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FREEDOM FROM BOREDOM

Baz Station محطة باز

@bazstation • 194K subscribers • 49 videos

انضموا الى مجتمعنا وشاركوا في افكارنا الفريدة والهادية. كل يوم نقدم لكم محتوى فريدًا ومميزًا. انضموا الى مجتمعنا وشاركوا في افكارنا الفريدة والهادية. كل يوم نقدم لكم محتوى فريدًا ومميزًا.

instagram.com/bazstation and 2 more links

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المقر الجديد
21K views • 6 months ago

S1 E1 Ultimate Gaming Table
10K views • 9 months ago

ايلافه صدمني !! ما توقعات هذا الكلام !!
19K views • 11 months ago

من وين نجيب افكار تصاميمنا الغريبة !!
31K views • 11 months ago

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24



FREEDOM FROM
BOREDOM

BazStation

Baz station | FREEDOM FROM BOREDOM

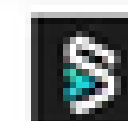
Al Reem Island - Abu Dhabi - UAE • [Contact Information](#)

14.256 Followers • More 600 Contacts

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More



BazStation



Baz Lab



Baz Lounge



Baz Setup



Baz Esport

TYPOGRAPHY

> BATMAN FOREVER <

UPPERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMBERS

1 2 3 4 5 6 7 8 9 0

PUNCTUATION & SYMBOLS

! @ # \$ % ^ & * () _ - + = \ | ? > < ~ " ; { }



RED HAT DISPLAY



UPPERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWERCASE

a b c d e f g h i j k l m n o p q r c t u v w x y z

NUMBERS

1 2 3 4 5 6 7 8 9 0

PUNCTUATION & SYMBOLS

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MAWZOOON



UPPERCASE

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

LOWERCASE

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

NUMBERS

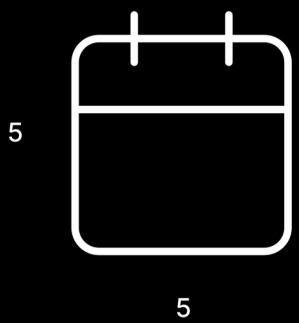
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PUNCTUATION & SYMBOLS

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Rules

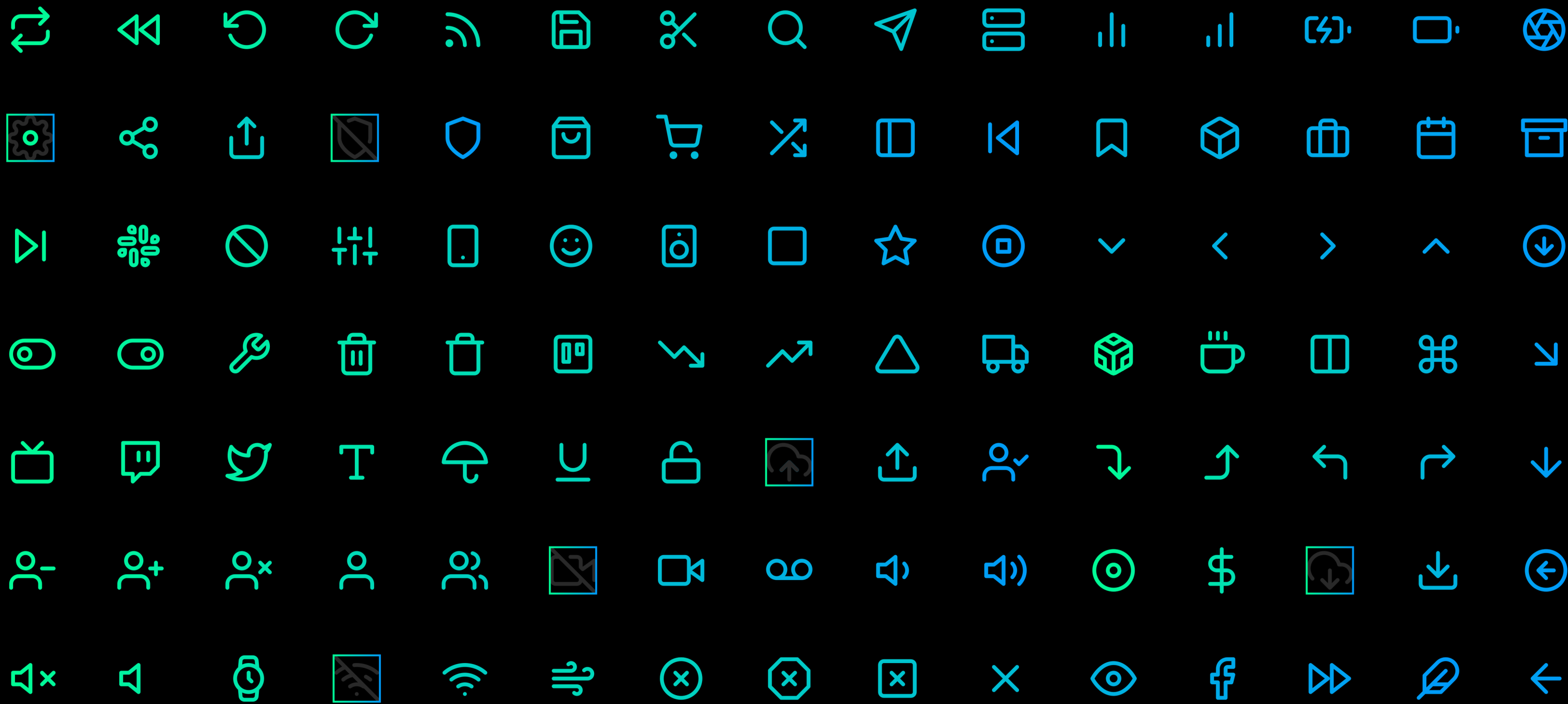


Margins

2 px

Full size

24 px



BRAND ASSETS

Welcome to
the gaming
world!

Game
On..

Gaming:
Thrilling Life.

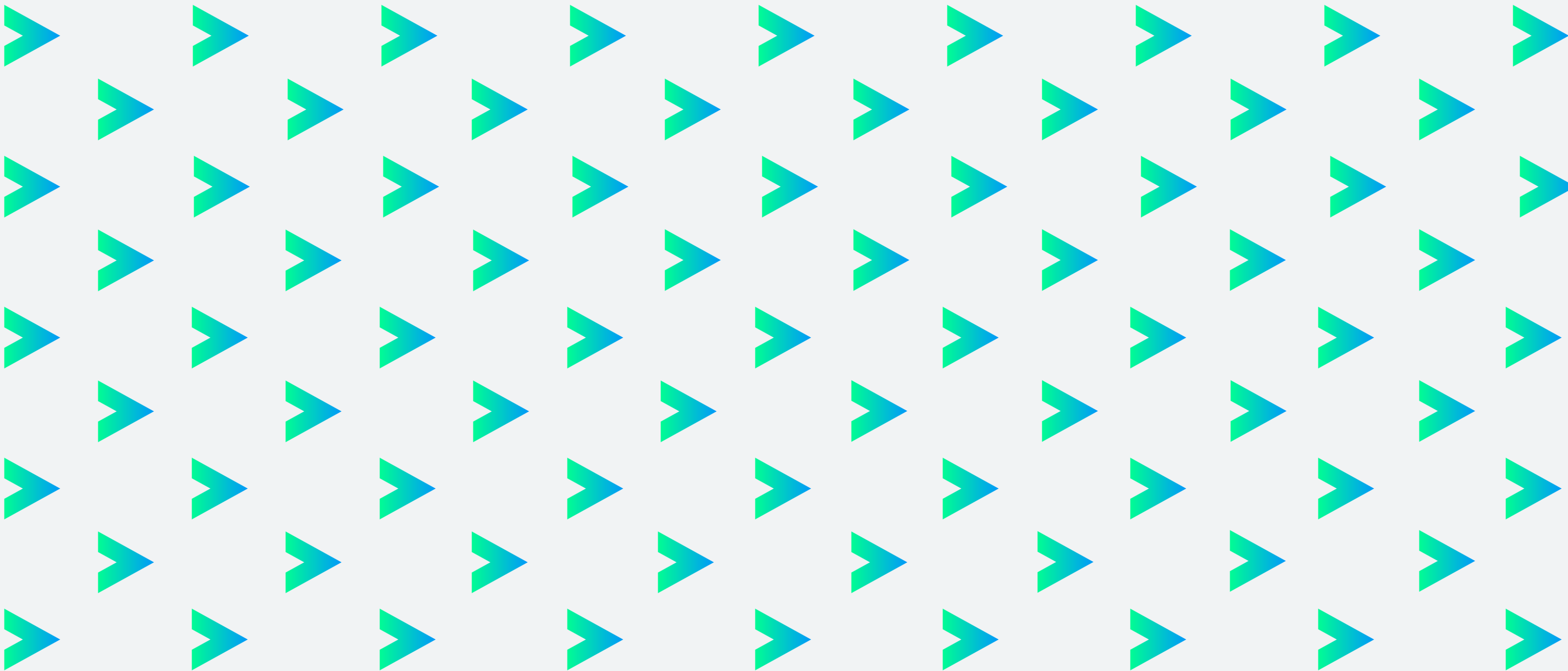


NEW POST!









APPLICATIONS

1. Main Heading

2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatione nullam corporer suscipit lobortis
- Paragraph Heading**

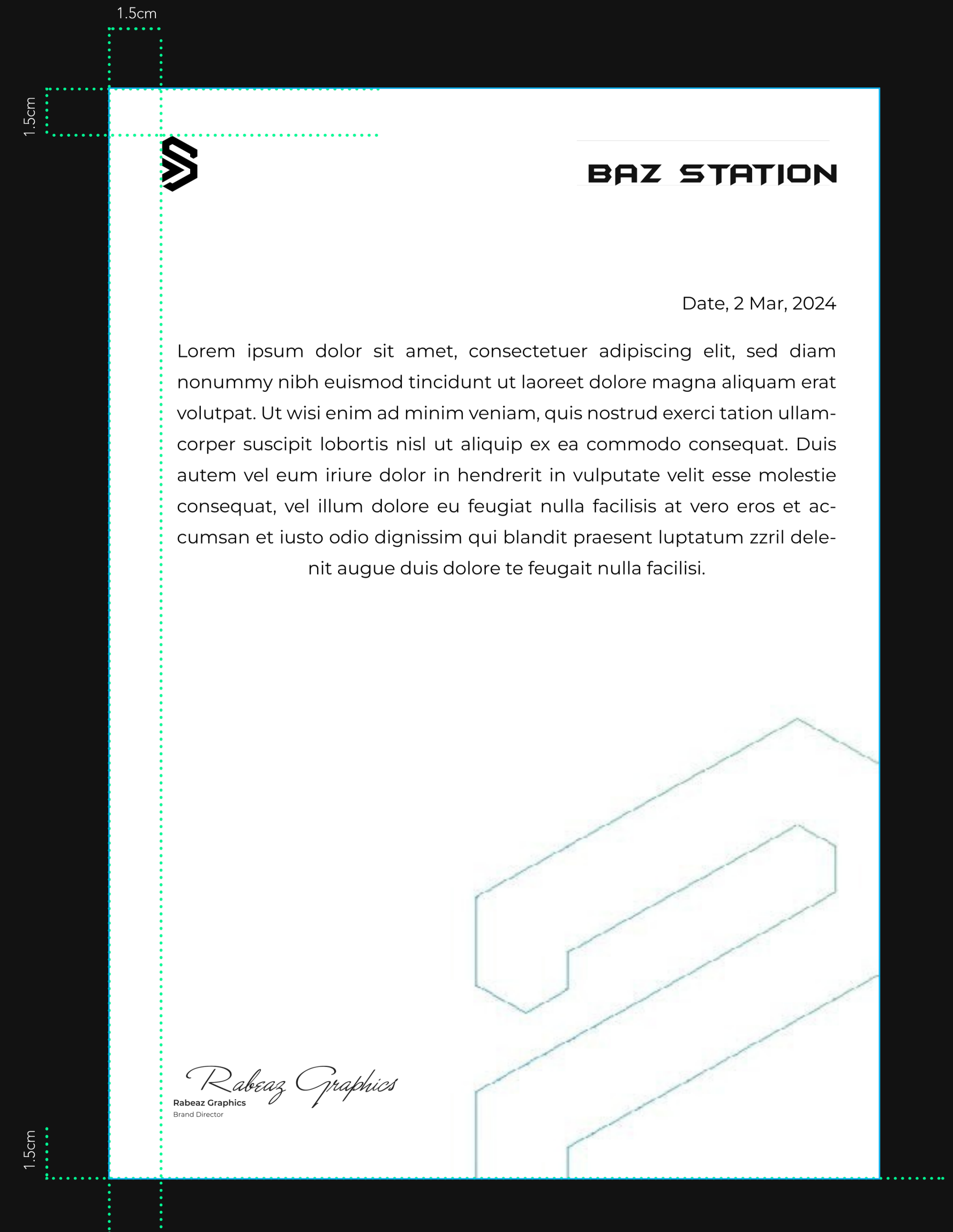
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1. Main Heading

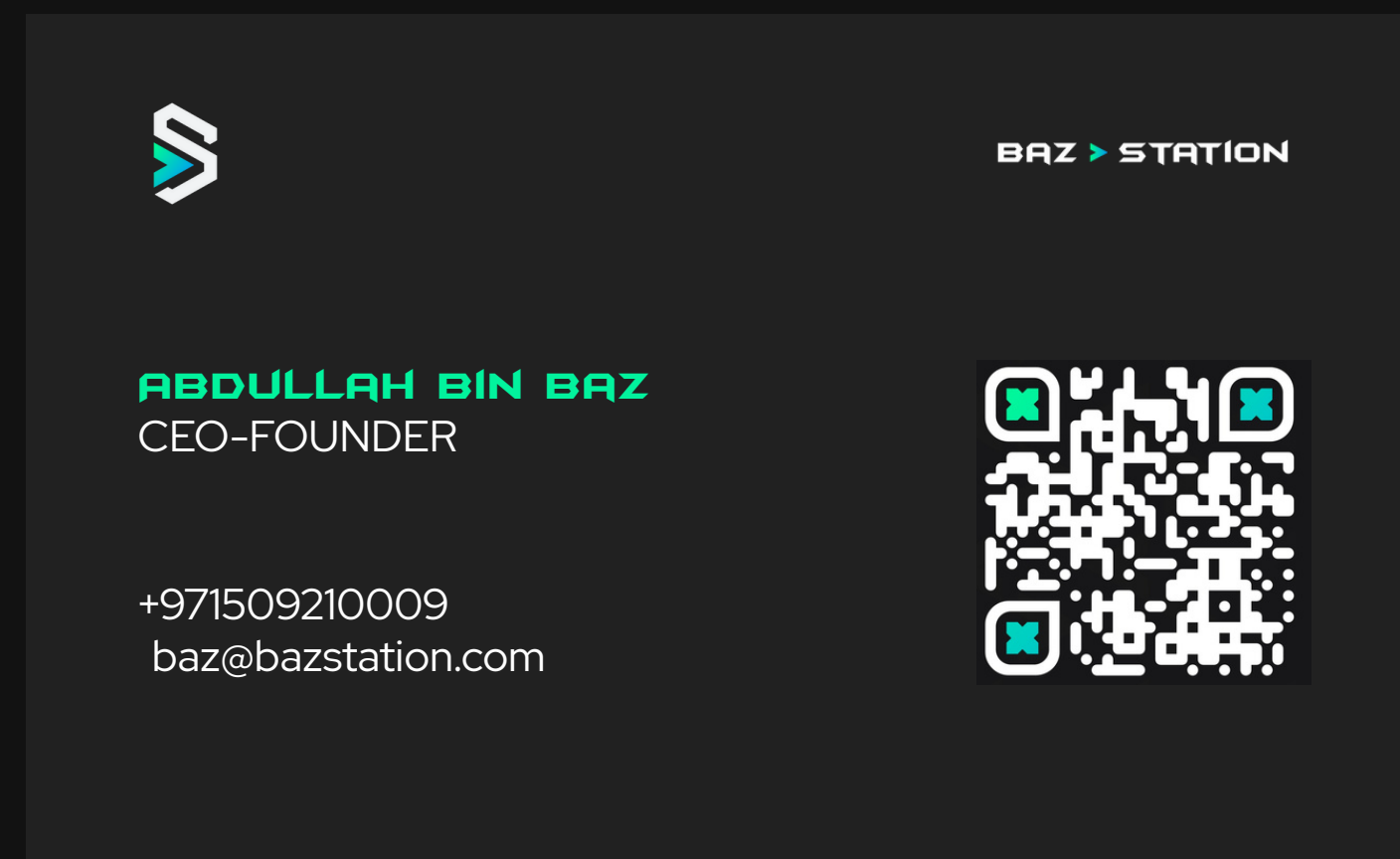
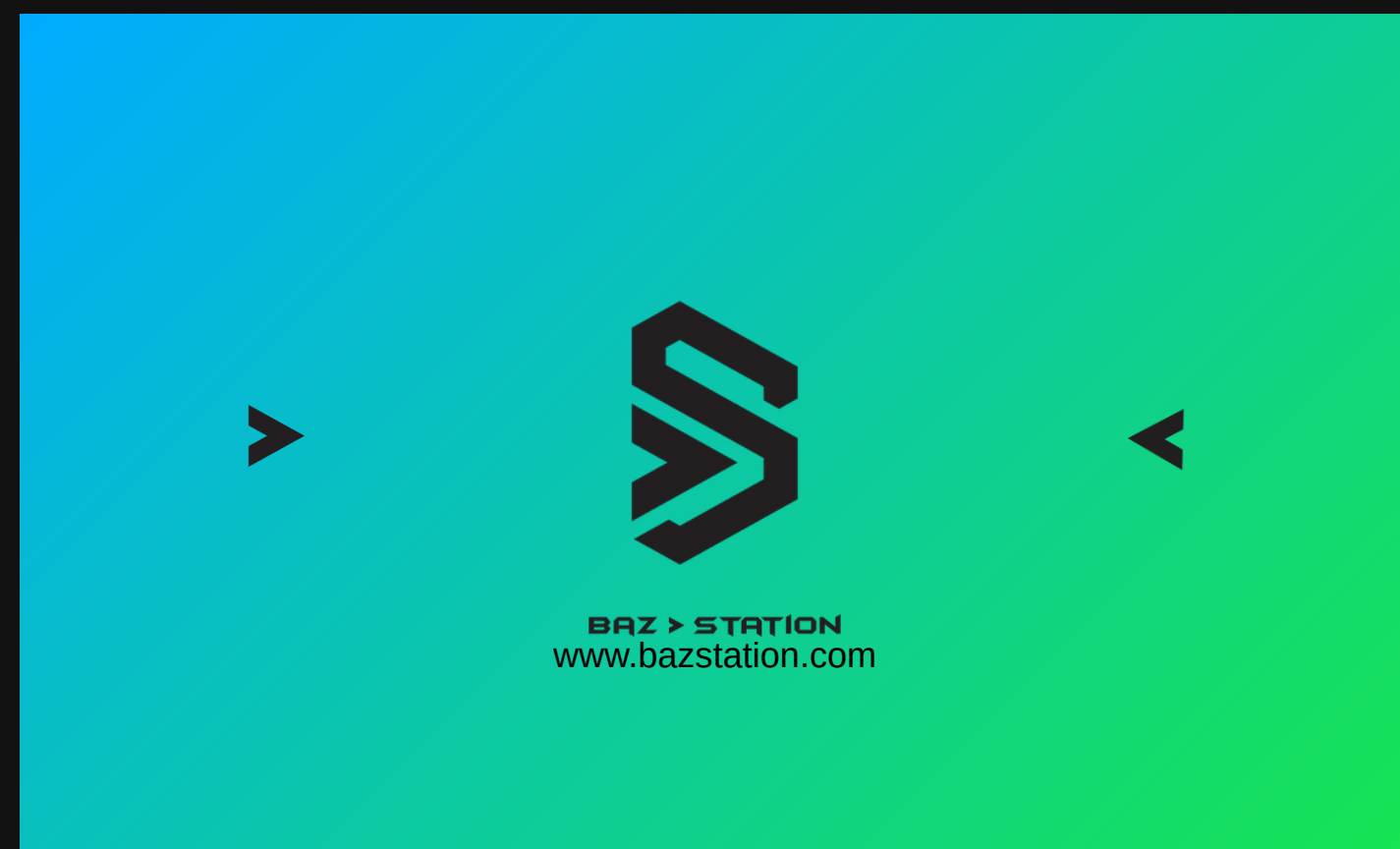
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- Paragraph Heading**

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ture ven

> LETTER HEAD



> BUSINESS CARD





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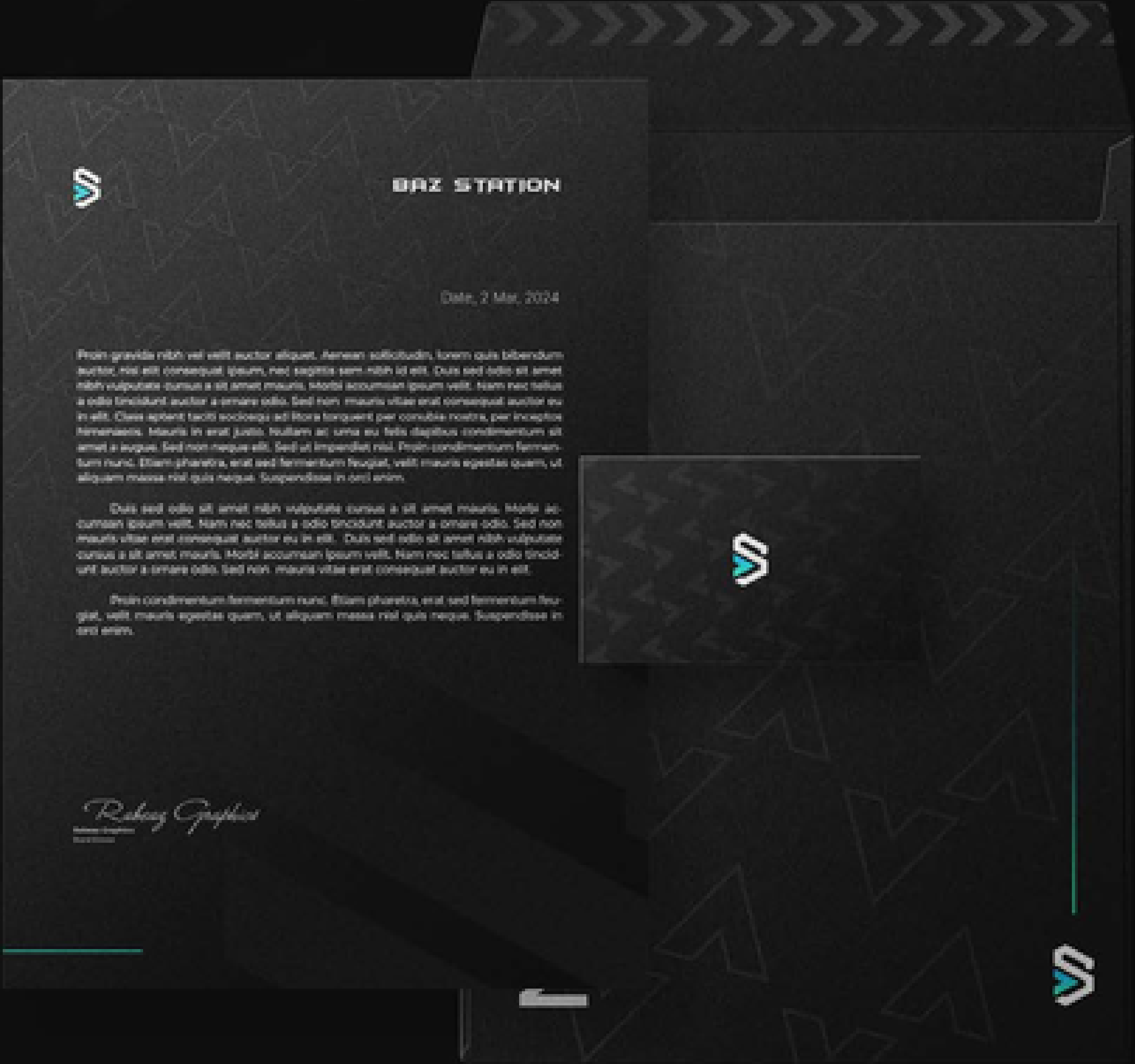
BAZ > JERSEY















THANK YOU!



www.bazstation.com



baz@bazstation.com



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