

World of Atlantis User Guide

ATLANTIS

DUBAI

World of Atlantis

SIGN-UP OR LOG-IN

Enter the following URL into your browser: <https://world-of-atlantis.com/>

ALREADY HAVE AN ACCOUNT?

- Simply log in with your username and password and click Atlantis Partner Login.
- Atlantis Colleagues, please select "Employee Login".

NEED AN ACCOUNT?

- Click on the "Register here" button
- Fill in your details
- You should receive an email to activate your account
- Click the link in the email to activate your account

ATLANTIS
DUBAI

World Of Atlantis

Apply for access by completing the registration form below.

First Name *

Last Name *

Email Address *

Password *

Confirm Password *

Password must be a minimum of 12 characters and contain lower case letters, uppercase letters, numbers and special characters.

Company Name

World of Atlantis

HOME PAGE

Select the Atlantis property you would like to discover from the left-hand column (Atlantis The Palm, Atlantis The Royal, Atlantis Dubai) or scroll down to view the links below each property logo to be taken to the respective Brand Identity Guidelines or Brand Assets.



Atlantis, The Palm

- ▷ Brand Strategy
 - i. Brand Strategy
 - ii. Brand Pyramid
 - iii. Tone of Voice
- ▷ Brand Identity
 - i. Logo
 - ii. Colour
 - iii. Typography
 - iv. Photography
 - v. Brand System
 - vi. Iconography
 - vii. Brand Pattern
- ▷ Brand Assets
 - i. Logo
 - ii. Fonts
 - iii. Photography / Videography
 - Atlantis Aquaventure
 - Atlantis, The Palm
 - iv. Brand Pattern
 - v. Iconography



Atlantis The Royal

- ▷ Brand Strategy
 - i. Our Brand Strategy
 - ii. Our Brand Concept
 - iii. Brand Plus
 - iv. Tone of Voice
 - v. TOV Principles
 - vi. Tone and Style Tips
 - vii. TOV Examples
- ▷ Brand Identity
 - i. Logo
 - ii. Colour
 - iii. Typography
 - iv. Photography
 - v. Brand System
 - vi. Iconography
 - vii. Brand Pattern
 - viii. Co-Branding
- ▷ Brand Assets
 - i. Logo
 - ii. Colour
 - iii. Typography
 - iv. Photography / Videography
 - Atlantis The Royal
 - v. Key Visuals
 - vi. Brand System
 - vii. Iconography
 - viii. Brand Pattern

World of Atlantis

DOWNLOADING ASSETS

1. Select the property.
2. Select "Brand Assets" on the left column.
3. Select the type of asset you are looking for from the options provided (Logo, Font, Photography, Iconography, Brand Pattern).
4. Use the Search Bar or Filter based on the asset category and choose the brand asset(s) you require.

The screenshot displays the 'Brand Assets' interface for 'Atlantis The Palm, Dubai'. On the left, a navigation menu includes 'World Of Atlantis', 'Atlantis, The Palm', 'Atlantis The Royal', and 'Atlantis Dubai'. Below this are sections for 'Guidelines', 'Assets', and 'Support'. The main content area features a search bar at the top with the text 'Search...'. Below the search bar, the title 'Brand Assets' is followed by a filter dropdown menu currently set to 'Suites'. Underneath, it says 'Results' and '39 Assets found'. A grid of asset thumbnails is shown, each with a title and two action buttons: 'Download' and 'Add to collection'. The first row includes: 'Guest Room - Couple', 'Guest Room - Desk', 'Guest Room - Family', and 'Guest Room - King - Bathroom'. On the right side, there are filter sections for 'ASSET TYPE' (with 'Photography' selected) and 'PHOTOGRAPHY' (with 'Atlantis, The Palm' selected). A 'Clear all filters' button is located below these sections. The interface is clean and modern, with a white background and blue accents.

To Download A Single Asset

a. Find the asset from the thumbnails and either download immediately or add to collection.

i Click the "Download" icon or "Add to collection"



Ambassador Lagoon - Dive Discovery

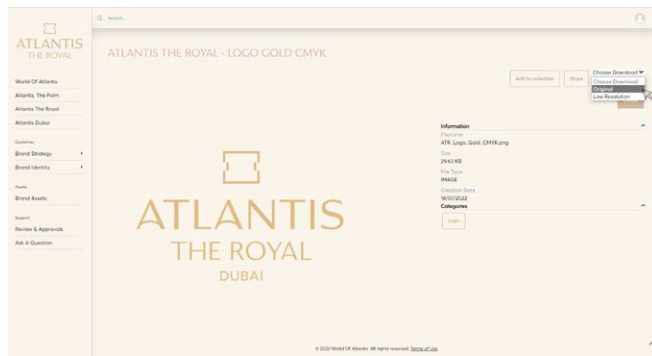
Download
Add to collection

b. The asset can also be viewed at a larger scale by clicking onto the thumbnail image, and then downloaded via the following steps:

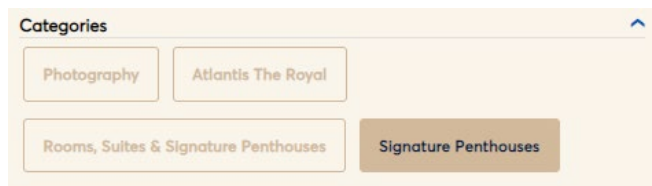
i Click the dropdown on the right "Choose Download" > "Original"

ii Select "Add to collection" > "View Collection" > "Download Collection"

iii The asset will download to your computer.

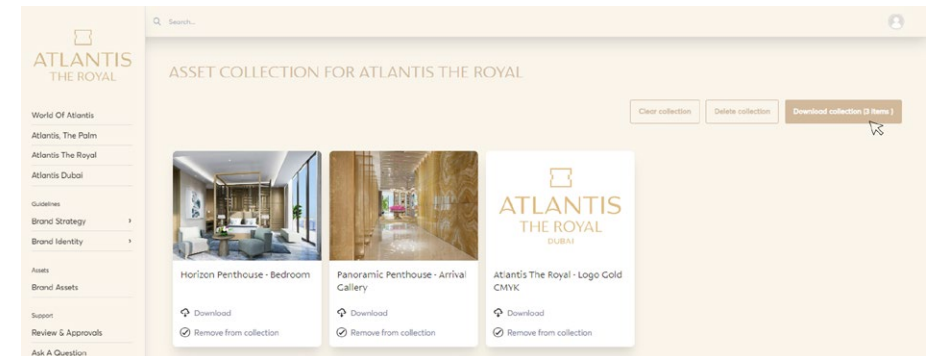


c. To return to the image library, click the browser's Back button or find the "Categories" section and select the bottom-most option. Example below:



To Download Multiple Assets

a. Select "+ add to collection" under the image thumbnails you would like to download to load these into your online basket.
b. When you have all your images added to your collection, click "View Collection" > "Download Collection", and wait for the file/s to download to your computer.



Downloads



[See more](#)

Sharing Assets

1. Select the property.
2. Select "Brand Assets" on the left column.
3. Select the type of asset you are looking for from the options provided (Logo, Font, Photography, Iconography, Brand Pattern).
4. Use the search bar or filter based on the asset category and choose the brand assets you require.
 - a. Select and click the thumbnail image of preferred asset to open the file.
 - b. Click "Share"
 - c. Wait for the pop-up to appear, and either copy the link provided or share the asset directly via email.
 - d. To return to the image page close the pop-up window via the 'x' on the right hand corner or click outside of the pop up.
 - e. To go back to the image library, find the "Categories" section and select the bottom-most option.



SHARE THIS ASSET

Share link URL

<https://world-of-atlantis.com/share/asset?token=82DjFPQhNAWfUmg2C6sWk6-u2AidJ>

Copy link to your clipboard

OR SHARE LINK BY EMAIL

Email

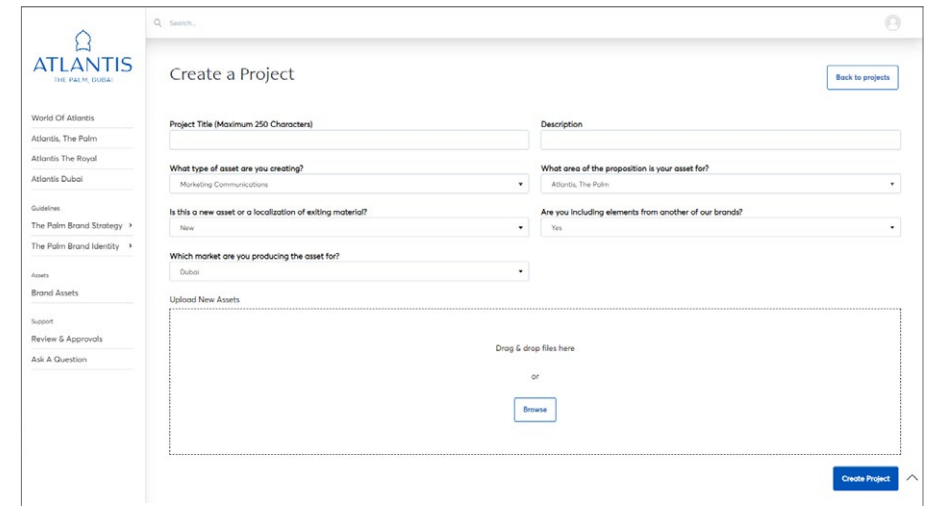
Message

Submit

Project Review & Approval

This is where you can submit work for review or create a new project for approval. All projects and branded communications are directly received by the Atlantis marketing team to facilitate the approval process.

1. Select "Review & Approvals" tab.
2. Select "Create project" button, then select "Review & Approvals" button.
3. Complete the form, and attach your files, images, or videos for review.
4. Submit your project by selecting "Create Project".
5. Wait for the response from the Atlantis Marketing team.



ATLANTIS THE PALM, DUBAI

Search

Create a Project

Back to projects

Project Title (Maximum 250 Characters)

Description

What type of asset are you creating?

Marketing Communications

What area of the proposition is your asset for?

Atlantis, The Palm

Is this a new asset or a localization of existing material?

New

Are you including elements from another of our brands?

Yes

Which market are you producing the asset for?

Dubai

Upload New Assets

Drag & drop files here

or

Browse

Create Project

Ask A Question

This is the area to ask a question, request support or give general feedback. Select a request that best suits your requirements, leave a message, upload files or assets and submit your request.

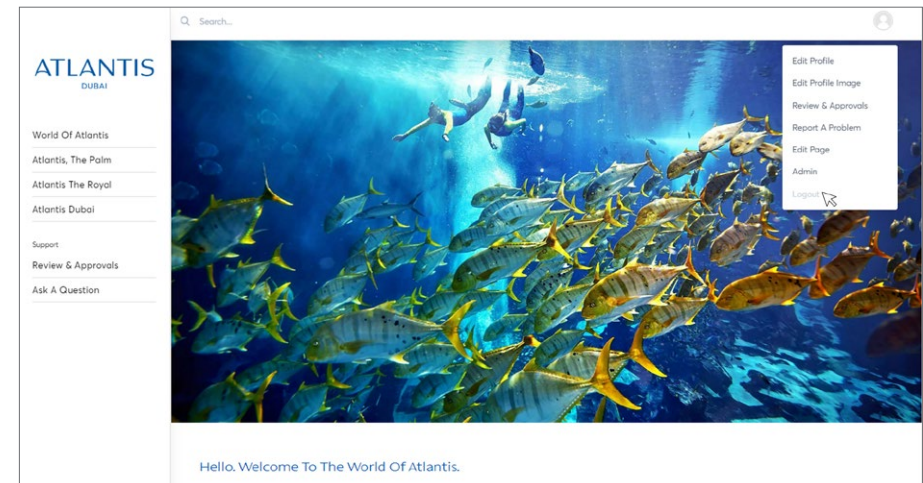
The screenshot shows the 'Ask A Question' form in the Atlantis Dubai user interface. The page title is 'To Send A Request'. The form includes a search bar at the top, a sidebar with navigation links, and a main content area with the following fields:

- QUESTION / SUBJECT:** A dropdown menu with 'General Feedback' selected.
- MESSAGE:** A text area for entering the request details.
- DRAG AND DROP FILE:** A dashed box for uploading files, with the text 'Drag and drop files here or click to upload'.
- Submit your Question:** A blue button at the bottom of the form.

Instructions: 'To send a request, please use the form on the right side that best suits your requirements. The Marketing team will get back to you via email.'

Logout

It is recommended to log out of your session once you have completed your tasks.



For any additional assistance, contact: worldofatlantis@atlantisdubai.com



Thank you