



Brand Guidelines.

Scan QR Code:



Index

Preface	3	C5/C4/C3 Envelopes Bi-Lingual	42
Brand Strategy	4	A4 Arabic Brochure/Report Cover Layouts	43
Sheikh Zayed's Quote	5	A4 Arabic Brochure/Report Internal	
Our Vision, Mission and Values	6	Spread Type Hierarchies	44
Brand Positioning	7	A4 Arabic Brochure/Report	
Branding Elements	8	Internal Spread Layouts	45
Government of Abu Dhabi Crest	9	A4 English Brochure/Report Cover Layouts	46
Abu Dhabi Decree Government of Abu Dhabi Crest	10	A4 English Brochure/Report Internal	
Government of Abu Dhabi Crest	11	Spread Type Hierarchies	47
Government Crest Hierarchy	12	A4 English Brochure/Report	
Government Crest Hierarchy	13	Internal Spread Layouts	48
Colour Palette Primary Colours	14	PowerPoint Cover Bi-Lingual	49
Colour Palette Secondary Colours	15	Arabic Social Posts Layouts	50
Inspiration Colour Palette Secondary Colours	16	English Social Posts Layouts	51
Colour Contrast of The Secondary Colour Palette	17	Website Logo Treatment	52
Colour Palette Sectors Colour System	18	Social Media Profiles	53
Logo Anatomy	19	Mobile Applications	54
Lockups	20	Branding an Initiative	55
Horizontal Lockup Specifications	21	Co-Branding	56
Vertical Lockup Specifications	21	Co-Branding Spacing and Scaling	57
Minimum Size Specifications	22	Co-Branding Abu Dhabi Entity Dominant	58
Clear Space Specifications	22	Co-Branding Equal Ownership	59
Logo Placement and Sizing Bi-Lingual	23	Co-Branding Internal Equal Ownership	60
Incorrect Logo Usage	24	Co-Branding Partner Dominant	61
Correct Crest Coloured Backgrounds and Images	25	Signage Systems	62
Special Material and Production Techniques	26	Signage Typography	63
Prohibited Applications	27	Signage Large Format Grids	64
Primary Typeface English	28	Signage Medium Format Grids	65
Primary Typeface English	29	Signage Small Format Grids	66
Primary Typeface Arabic	30	Iconography	67
Government Ink Stamps	31	Iconography Library	68
Departments Ink Stamps	32	Iconography Wayfinding	69
Verbal Language	33	Clear Space Specification	70
Brand Applications	34	Placing Icons Specification	71
Applications	35	Imagery	72
Stationery Checklist	36	Brand Imagery	73
Business Card Bi-Lingual	37	Portrait and Lifestyle	74
Letterhead Arabic	38	Landscape and Architecture	74
Letterhead English	39	Brand Support	75
Compliment Slip Bi-Lingual	40	Brand Compliance and Application	76
DL Envelope Bi-Lingual	41		

Preface

The government of Abu Dhabi brand identity is made up of a number of elements. For consistency of representation, it is important that all government entities understand how the brand elements work together and where flexibility of display applies.

The primary role of these guidelines is to provide a detailed description of the brand's core elements and an understanding of how to apply those elements within a consistent framework.

The following pages outline the rules and provide illustrated examples about how to adhere to the brand in all visible applications of government communications, including stationery, environmental branding and supporting design templates.

For guidance on brand applications that fall outside of the scenarios envisioned in this document, please contact the Brand Support Team at the Abu Dhabi Media Office.

brand@mediaoffice.abudhabi



01

Brand Strategy



**“Those who forget their past,
compromise their future.”**

The late Sheikh Zayed bin Sultan Al Nahyan (may Allah bless his soul)

Our Vision, Mission and Values

Our strategy provides the framework that defines the direction and shape of the Government of Abu Dhabi over the long term. This enables us to focus on the principles infused by the late Sheikh Zayed of hard work, citizenship and commitment that characterise its true wealth, its people, to guarantee its prosperity.



Our Vision

Securing a continually prosperous status while maintaining cultural integrity.



Our Values

Our core values are reflected in everything we do. They are both the principles we set that drive our decisions and the tools used to help bring the brand to life.



Our Mission

To create a unified government committed to excellence through sustainable partnerships, advanced strategic initiatives, while maintaining the well-being of its citizens.

Unity

We aspire to achieve unity within our government and the people we serve.

Wisdom

We encourage continuous development of our skills and expertise to better serve our employees, stakeholders and citizens.

Integrity

We take responsibility for our actions and treat our people with trust and respect.

Strength

We will continue to develop and enhance our strong global presence by highlighting the positive status of the emirate locally, regionally and global

Brand Positioning

First seen on postage stamps as early as 1968, the Government of Abu Dhabi Crest is one of the most recognisable symbols of the emirate of Abu Dhabi. Its core elements are rooted in the history and rich heritage of the Arabian Peninsula and its application signifies a formal affiliation with the government.

The Abu Dhabi Media Office has supervised its modification and now governs its application and design to ensure that the Government of Abu Dhabi presents itself as the ambassador of heritage, culture and knowledge. These are Abu Dhabi's precious gifts for enriching the life and growth of its nation, exercised through the utmost consideration for its people.

By building trust, respect and openness, through their harmonious network of government entities, they are passionately driven to securing social and economic progress that will flourish and yield significant value for generations to come.



02

Branding Elements

Government of Abu Dhabi Crest

The Government of Abu Dhabi Crest is the highest visual symbol of the emirate. It is what differentiates the Government of Abu Dhabi's personality from its neighbouring emirates and reinforces its identity as one that reflects a unique history as well as embracing the future. The Crest symbolises the image of a unified Abu Dhabi and so offers the first impression of what the Government of Abu Dhabi stands for.

Look

Authoritative, Protective of cultural roots.

Think

Wise, Focused, Engaging.

Speak

Humble, Dignified, Respectful.

Government of Abu Dhabi Crest

1

Crest Anatomy

2

Presented here is the Official Crest for the Government of Abu Dhabi. This is to replace all existing Crests, including those used within Abu Dhabi Government entity (ADGE) identities. Technical guidance for ADGEs to update and align to the new Government of Abu Dhabi Brand is outlined within these guidelines.

Falcon

The falcon is a majestic bird that is revered in Emirati culture. The figure is placed at the centre of the emblem and reflects dignity, bravery and composure.

Dagger

Traditional daggers have served an important function in the daily lives of Emiratis for centuries. They are also a decorative symbol of status.



Scroll

The scroll that hangs from the lances has always proclaimed the owner of the emblem. Its contours allude to rounded domes of the Sheikh Zayed Grand Mosque.

Flag

The Abu Dhabi flag dates back to 1820 and has been an integral part of the government emblem since 1968, providing a distinct and colourful background to the proud figure of the falcon.

Abu Dhabi Decree

Government of Abu Dhabi Crest

Law No. (1) of 2013 concerning the amendment of certain provisions of Law No. (5) of 2010 concerning the Emblem of the Emirate of Abu Dhabi

We, Khalifa bin Zayed Al Nahyan, Ruler of Abu Dhabi;

Having reviewed:



Law No. (1) of 1974 concerning the reorganisation of the Governmental Body in the Emirate of Abu Dhabi and its amendments;



Law No. (2) of 1971 concerning the National Advisory Council and its amendments;



Law No. (5) of 2010 concerning the Emblem of the Emirate of Abu Dhabi; and – Based on what was presented to and approved by the Executive Council.

Issued the following law:

Article (1)

The first Article of Law No. (5) of 2010 concerning the Emblem of the Emirate of Abu Dhabi shall be replaced by the following:

“The Emblem of the Emirate of Abu Dhabi shall be in the shape of a falcon with two crossed daggers below it, surmounted from each side by a white and red flag with a banner of rectangular shape bearing the name (Abu Dhabi) itself surmounted by three domes”

The frame of the Emblem may be gold, silver or black.

Article (2)

The second paragraph of the second Article of the aforesaid Law No. (5) of 2010 shall be replaced by the following:

“The Executive Council shall issue the necessary guidance for the use of the Emblem of the Emirate of Abu Dhabi.”

Article (3)

This law shall be published in the Official Gazette and be effective from the date of its issuance.

Khalifa bin Zayed Al Nahyan

Ruler of Abu Dhabi

Issued by us in Abu Dhabi

Date: 20 January 2013

Corresponding to: 8 Rabi Al-Awwal 1434 Hijri

Government of Abu Dhabi Crest

The Government of Abu Dhabi Crest is the official symbol of government leadership, embodying authority, prestige, and a commitment to excellence. Adhering to its usage criteria is essential to maintain its integrity and convey the government's authoritative image.

The criteria for using the Government of Abu Dhabi Crest are as follows:

Official Government Laws:

The Government of Abu Dhabi Crest may be used in official legal documents and laws issued by government councils to symbolize their authoritative and lawful nature.

Announcement of Government Leadership:

The government crest may be used to announce or represent government leadership, emphasizing its role in signifying authority and leadership.



Gathering Events of Multiple Government Entities:

The crest can be used in events that involve the participation of multiple government entities, reflecting their collective efforts and official presence.

Multiple Entities Collaborating on Governmental Projects:

The government crest may be utilized in projects where multiple government entities collaborate, signifying their joint involvement and commitment to the project's goals.

Publications Issued by Abu Dhabi Government:

The Government of Abu Dhabi Crest may be used on publications, including policies and guidelines, created for all government entities to underscore their official and authoritative nature.

In addition to the mentioned criteria, we kindly request that you consult with the brand team at the Abu Dhabi Media Office for any further guidance or inquiries, especially regarding publications issued by the Abu Dhabi Government, including policies and guidelines intended for all government entities. You can reach out to us at brand@mediaoffice.abudhabi. Your collaboration and adherence to these guidelines are greatly appreciated as we work together to maintain the government's prestigious image.

Government Crest

Hierarchy

The hierarchy level of the Abu Dhabi Government entities carefully determines the colour of each Crest.



Reporting to the Ruler
A golden frame for ADG Crest



Reporting to the Crown Prince
A silver frame for ADG Crest



Entities Reporting to the Executive Council
A black frame for ADG Crest



Government Crest

Hierarchy

This diagram illustrates the principle entities in relation to the Government of Abu Dhabi as the master brand.

Reporting Councils and Ruler Representatives

مكتب أبوظبي التنفيذي
ABU DHABI EXECUTIVE OFFICE



المجلس التنفيذي
EXECUTIVE COUNCIL



ديوان ممثل الحاكم
RULER'S REPRESENTATIVE COURT
منطقة العين AL AIN REGION



ديوان ممثل الحاكم
RULER'S REPRESENTATIVE COURT
منطقة الظفرة AL DHAFRAH REGION



المجلس الاستشاري الوطني
NATIONAL CONSULTATIVE COUNCIL



وزارة القضاء
JUDICIAL DEPARTMENT



وزارة المالية
DEPARTMENT OF FINANCE



المجلس الأعلى للشؤون المالية والاقتصادية
SUPREME COUNCIL FOR FINANCIAL AND ECONOMIC AFFAIRS



ديوان ولي العهد
CROWN PRINCE COURT



جهاز أبوظبي المحاسبية
ABU DHABI ACCOUNTABILITY AUTHORITY



Departments and Policymakers

وزارة الطاقة
DEPARTMENT OF ENERGY



وزارة الصحة
DEPARTMENT OF HEALTH



وزارة التنمية الاقتصادية
DEPARTMENT OF ECONOMIC DEVELOPMENT



شرطة أبوظبي
ABU DHABI POLICE



وزارة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES AND TRANSPORT



وزارة تمكين الحكوميين
DEPARTMENT OF GOVERNMENT ENABLEMENT



وزارة الثقافة والسياحة
DEPARTMENT OF CULTURE AND TOURISM



وزارة التعليم والمعرفة
DEPARTMENT OF EDUCATION AND KNOWLEDGE



وزارة تنمية المجتمع
DEPARTMENT OF COMMUNITY DEVELOPMENT

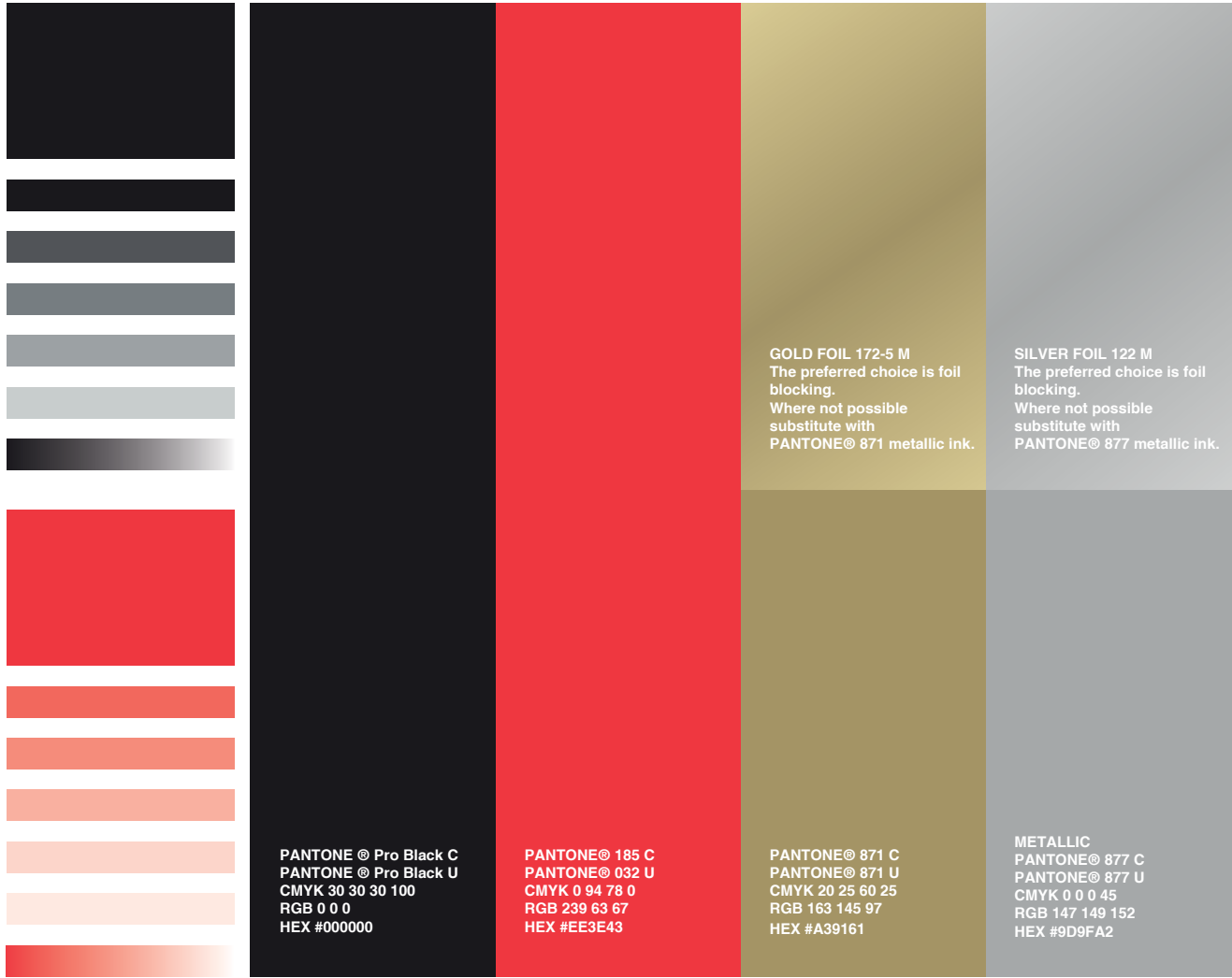


حكومة أبوظبي
GOVERNMENT OF ABU DHABI

Colour Palette

Primary Colours

The colour palette for the Government of Abu Dhabi Crest is fixed and should be reproduced consistently across all media. Individual Abu Dhabi Government entities can create their own colour palettes, but must work in harmony with the Crest colour palette. The colours within this palette must be printed at 100%.



Colour Palette

Secondary Colours

The new secondary color palette for the Abu Dhabi Government is inspired by nature and combines traditional and modern colors to support the government's future vision. These colors contrast nicely with the main palette and can be used in different amounts to add flexibility and diversity.

New Secondary Color	1
Monochromatic	2

NO — 1

<p>HEX #4c565b RGB 76, 86, 91 CMYK 16, 5, 0, 64 HSL 200°, 9%, 33%</p>	<p>HEX #2a3a3a RGB 42, 58, 58 CMYK 28, 0, 0, 77 HSL 180°, 16%, 20%</p>		
<p>HEX #e8e3d9 RGB 232, 227, 217 CMYK 0, 2, 6, 9 HSL 40°, 25%, 88%</p>	<p>HEX #c7bfb5 RGB 199, 191, 181 CMYK 0, 4, 9, 22 HSL 33°, 14%, 75%</p>	<p>HEX #dae3ea RGB 218, 227, 234 CMYK 7, 3, 0, 8 HSL 206°, 28%, 89%</p>	<p>HEX #4b4e53 RGB 75, 78, 83 CMYK 10, 6, 0, 67 HSL 218°, 5%, 31%</p>

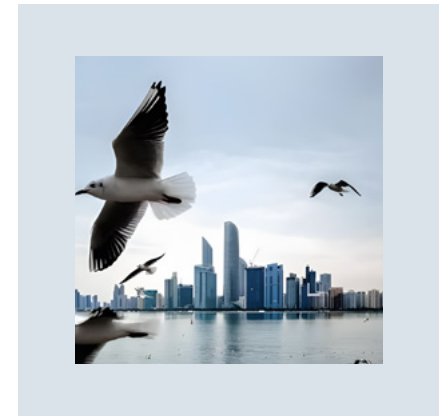
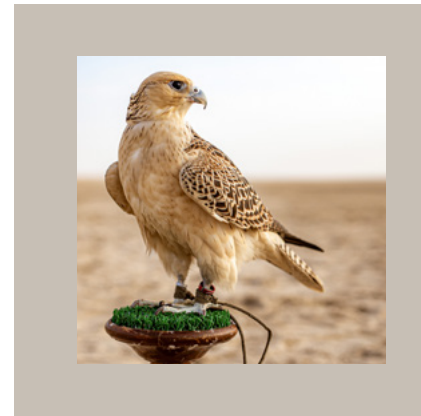
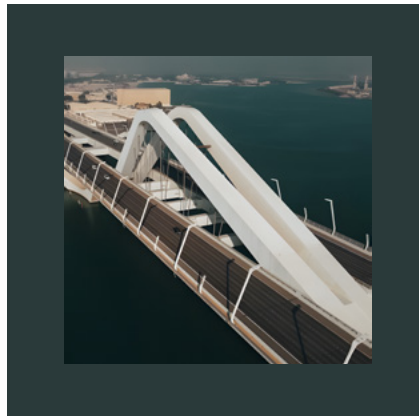
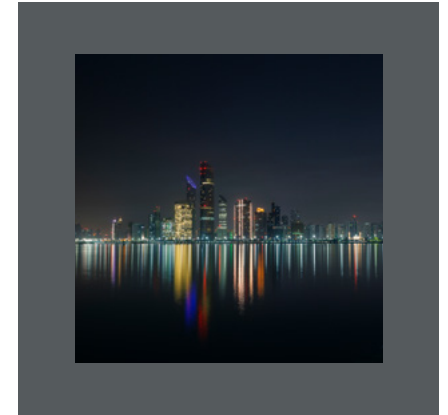
NO — 2



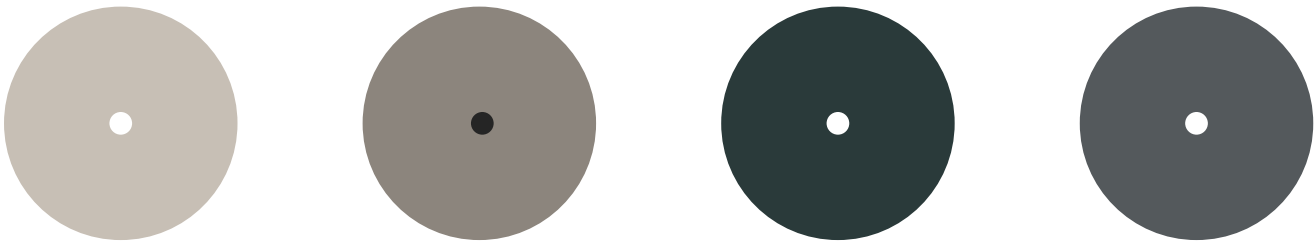
Inspiration

Colour Palette

Secondary Colours



Colour Contrast of The Secondary Colour Palette



NO
1

NO
2

NO
3

NO
4

CMYK 0, 4, 9, 22	CMYK 0, 5, 11, 45	CMYK 28, 0, 0, 77	CMYK 9, 3, 0, 64
RBG 199, 191, 181	RBG 140, 133, 125	RBG 16.5, 22.7, 22.7	RBG 32.9, 34.9, 36.1
HEX #C7BFB5	HEX #8C857D	HEX #2A3A3A	HEX #54595C

Colour Palette

Sectors Colour System

The government sector formulated its colour scheme to fulfill the distinct needs of various businesses, building a recognizable and cohesive visual brand that complements the Crest colour scheme. These colours can serve as solid backgrounds or accentuate the primary colours.

Tints of the colour palette ranging from 10% to 90% may be used on a variety of applications. It is recommended that entities adhere to their designated colour and refrain from utilizing colours designated for other sectors.

The colour palette includes specifications for spot colour, CMYK, RGB and HEX. When printing we recommend you to work with your printer to ensure a good match to the PANTONE colours.

Please note the colours are to be used for communication purposes only and not to replace colours within the Government Crest.

Sectors Color System

1

Sectors Color System-Monochromatic

2

Innovation PANTONE® 2725 C PANTONE® 2725 U CMYK 65 70 0 0 RGB 120 91 217 HEX #785BD9	Social Development PANTONE® 7509 C PANTONE® 7509 U CMYK 15 37 71 1 RGB 215 163 96 HEX #D7A360	Culture and Heritage PANTONE® 4047 C PANTONE® 4047 U CMYK 0 65 58 0 RGB 247 120 96 HEX #F77860	Health PANTONE® 5483 C PANTONE® 5483 U CMYK 78 34 42 6 RGB 59 131 137 HEX #3B8389	Infrastructure PANTONE® 7545 C PANTONE® 7545 U CMYK 33 14 0 61 RGB 68 91 101 HEX #445B65
Economic and Finance PANTONE® 660 C CMYK 76 55 0 0 RGB 68 114 196 HEX #4472C4	Education PANTONE® 313 C PANTONE® 313 U CMYK 79 24 18 1 RGB 13 152 186 HEX #0D98BA	Security PANTONE® 280 C PANTONE® 280 U CMYK 100 93 31 29 RGB 0 32 96 HEX #002060	Energy and Environment PANTONE® 7489 C PANTONE® 7489 U CMYK 64 14 82 1 RGB 107 167 96 HEX #6BA760	Government Support PANTONE® 7685 C PANTONE® 7685 U CMYK 91 74 11 1 RGB 47 85 151 HEX #2C5697

NO — 1



NO — 2

Logo Anatomy

The Crest is the most important element of our visual identity. It must not be altered in any way to ensure that it is always visually recognisable. A range of colours has been created for use. The full colour Crest should always be used.

The colours that make up the Crest can be identified within the primary palette. The Crest can only appear as one of the colours shown here and on the following pages. All colours must all be printed at 100%.



Wordmark



Crest

Arabic Wordmark Typeface: Isra Regular

The primary Arabic typeface is Isra Regular. These typefaces only appear within the master identity and are not used for headlines or body copy.

English Wordmark Typeface: Univers 57 Condensed

The primary English typeface is Univers 57 Condensed. These typefaces only appear within the master identity and are not used for headlines or body copy.

Isra Regular

ف غ ع ط ص ش س ز ر ذ خ ج ث ب أ

ق ك ل م ن ه و ي ء ة

%#@#(:)?!&\$ 0123456789

Univers 57 Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$&!?(;:) @#%

حكومة أبوظبي
GOVERNMENT OF ABU DHABI

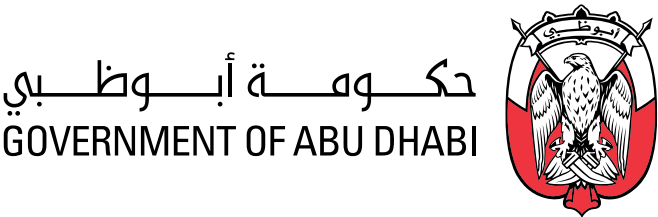
Lockups

All Abu Dhabi government identities consist of two main elements; the Crest and a bilingual Wordmark which are available in two formats — horizontal and vertical. This is to enable flexibility to suit a wide variety of applications. The physical relationship between the identity elements should never change and the Crest must never be altered or redrawn in any way.

Should the Government of Abu Dhabi identity or Crest need to appear on a detailed image, solid black, dark grey or similar dark coloured backgrounds, then the identity must be used within a white holding shape, as illustrated below. The clear space outlined on page 21 should be adhered to.

Horizontal Lockup	1
Vertical Lockup	2

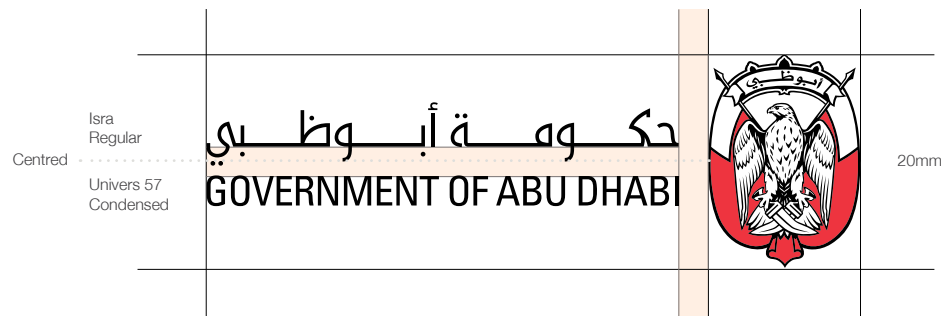
NO — 1



NO — 2



Horizontal Lockup Specifications



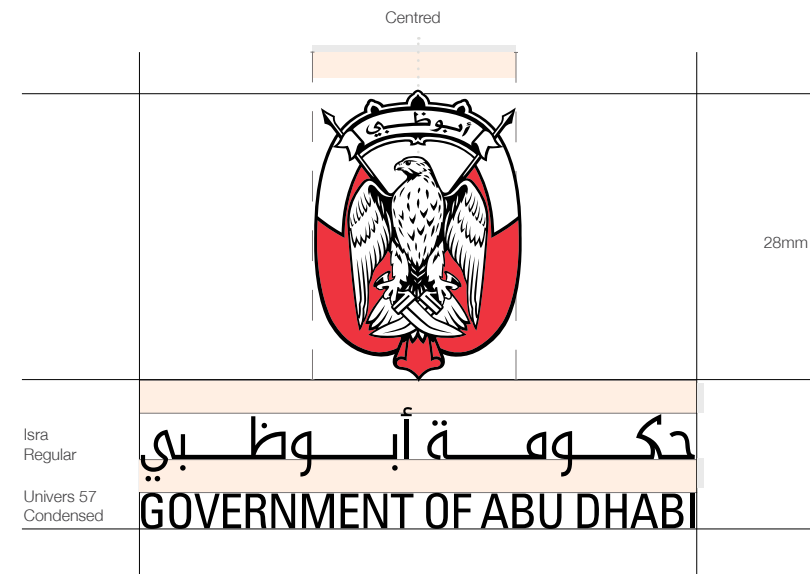
Font and Crest Size

The height of the Crest is 20mm (based on the A4 ratio). The Arabic typeface is Isra Regular and the English typeface is Univers 57 Condensed. The Arabic text must always appear first, then extended and justified to the width of the English text underneath. Logo visual sizes are indicative and not to scale.

Spacing

The cap height of the English text is used to measure the distance between the Arabic and English text. This is measured from the cap height of the English to the baseline of the Arabic. The space between the Wordmark and the Crest is measured by the cap height of the English text rotated as shown in the diagram above.

Vertical Lockup Specifications



Font and Crest Size

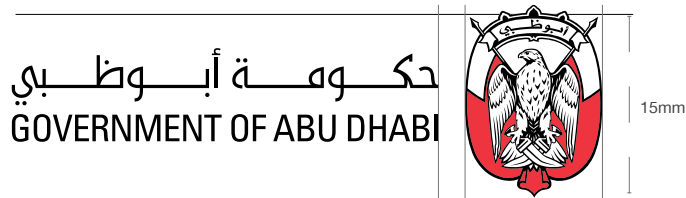
The height of the Crest is 28mm (based on the A4 ratio). The Arabic typeface is Isra Regular and the English typeface is Univers 57 Condensed. The Arabic text must always appear first, then extended and justified to the width of the English text underneath. Logo visual sizes are indicative and not to scale.

Spacing

The cap height of the English text is used to measure the distance between the Arabic and English text. This is measured from the cap height of the English to the baseline of the Arabic. The space between the Wordmark and the Crest is measured by the cap height of the English text rotated as shown in the diagram above.

Minimum Size Specifications

Most reproduction methods have limitations. Ensure the size selected suits the process being used and that the identity is reproduced clearly. The minimum size for both the horizontal and vertical format Crest is 15mm/43 pixels high. Logo visual sizes are indicative and not to scale.



Clear Space Specifications

In order to retain the integrity and legibility of all brand identities, an area of clear space, also known as 'an area of isolation' surrounding the logos has been specified.

The minimum area of 'clear space' surrounding each logo is based on an 'X' value – 'X' being equal to the overall height of the given Crest as demonstrated below and opposite

The minimum area of clear space surrounding horizontal logo has been set at 0.5X..

The minimum area of clear space surrounding vertical logo has been set at 0.3X.



Logo Placement and Sizing Bi-Lingual

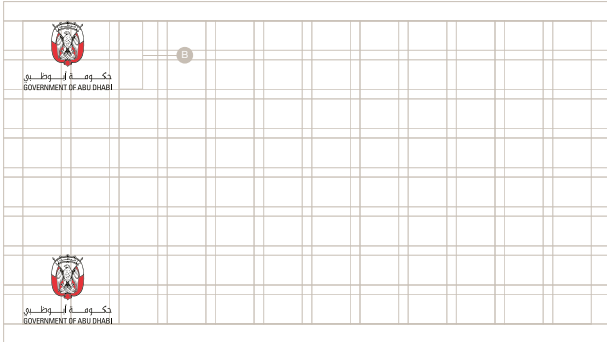
For Arabic applications, the vertical (stacked) version of the logo should be used and be positioned either top right or bottom right locked to the page margins. For PowerPoint application, the logo should be positioned in the top left corner locked to the page margins.

- A.** Social media logo height 160px
- B.** PowerPoint logo height: 220px
- C.** A4 portrait logo height: 35mm

B. PowerPoint Arabic



B2. PowerPoint English



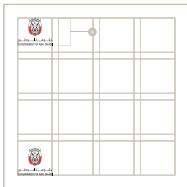
For English applications, the vertical (stacked) version of the logo should be used and positioned either top left or bottom left of the given format locked to the page margins. For PowerPoint application, the logo should be positioned in the top right corner locked to the page margins.

- A2.** Social media logo height 160px
- B2.** PowerPoint logo height: 220px
- C2.** A4 portrait logo height: 35mm

A. Social Square Arabic



A2. Social Square English



C. A4 portrait Arabic



C2. A4 portrait English



Incorrect Logo Usage

The relationship between the Crest and the Wordmark is fixed, as stipulated on page 20. No other versions may be used and you may not alter the artwork or relationship between the elements in any way.

DO NOT alter the colours of Crest or the Wordmark.



DO NOT lock up an ADGE that has its own identity with the Crest identity in isolation.



DO NOT add a drop shadow. An exception to this rule is for TV or digital applications.



DO NOT use the identity typeface. The typeface has been chosen specifically for the Government of Abu Dhabi Brand and is used as part of the identity.



DO NOT add an outlined stroke to the Wordmark.



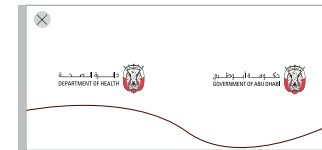
DO NOT outline the Crest identity. This version of the Crest identity is not longer permissible



DO NOT lock up any logos, text or patterns to the identity.



DO NOT use the ADGE Crest identity with the ADG master Crest identity. They cannot appear together within the same application.



DO NOT alter the typography of the Wordmark in any way.



DO NOT alter the lock-up of the Crest and the Wordmark.



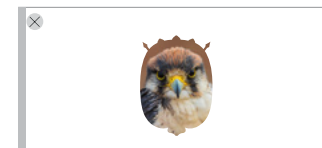
DO NOT alter the size relationship between the Crest and the Wordmark.



DO NOT show or produce the identity below the minimum size of 15mm high, as specified on page 21-22.



DO NOT use any elements of the identity (Falcon, Crest shape, Wordmark, identity typeface etc.) to use as a holding shape for image, pattern, text or colour.



DO NOT separate the Crest from the Wordmark. Only certain applications are authorised to use the Crest in isolation. Consult with the Brand Support Team for further information.



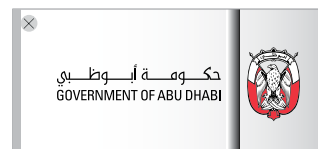
DO NOT distort, condense, stretch or crop the identity.



DO NOT use the identity at an angle.



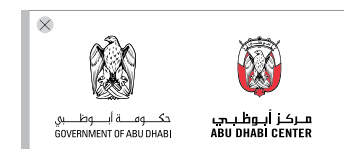
DO NOT split or break up the identity in any way, such as across the openings of doors, windows (including vehicles), box lids, seals, openings etc.



DO NOT place any graphic elements close to the identity. Always ensure that there is clear space around the identity as specified on page 21-22.



DO NOT use any element of the identity (Falcon, Crest shape, Wordmark and typeface etc.) to create new logos or graphic devices.



Correct Crest

Coloured Backgrounds and Images

The preferred background for the identity is white. When this is not possible special care and consideration must be taken to ensure the legibility of the identity, especially against dark colours. The use of tints can be used to help enhance legibility.



NO — 1



NO — 2

Wherever possible the Government of Abu Dhabi identity or Crest should be seen on white or within clear space on an image. In circumstances where this is not possible ensure that the area behind the identity is simple, clear and legible. The examples shown here demonstrate correct ways of placing the identity onto images without losing legibility. Concept is indicative and not to scale.



NO — 3



NO — 4

Special Material and Production Techniques

In some circumstances the Government of Abu Dhabi identity or Crest may be required to be produced using special application techniques such as blind debossing, embossing or etching into materials.

Metal (Engraved)	1
Wood (Engraved)	2
Leather (Blind Debossed or Embossed)	3
Metal (Embossed)	4
Fabric (Stitched or Screen Printed)	5
Paper (Blind Debossed or Embossed)	6



NO — 1



NO — 2



NO — 3



NO — 4



NO — 5



NO — 6

Prohibited Applications

This section covers examples of forbidden items for the Government of Abu Dhabi identity or any of its supporting graphic elements to be placed, printed, produced or associated with. This is not a complete nor extensive list but is to be used as an initial checklist guide.

1. Transport vehicles
2. Disposable items
3. Undesirable items
4. Supporting and recreational equipment
5. Inappropriate clothing apparel
6. Flooring
7. Dangerous items
8. Potentially harmful objects
9. Promotional items

Note: Entities are strictly prohibited from marketing or promoting the government crest.

For further queries or approvals on placing the Government of Abu Dhabi identity and objects, contact the Brand Support Team within the Abu Dhabi Media Office:

brand@mediaoffice.abudhabi



Primary Typeface English

Helvetica

Ma

Primary Typeface

English

The supporting English typeface is the Helvetica LT Pro font family. When producing digital online applications or PowerPoint presentations use Calibri as these are freely available on all computers.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

When producing digital online applications or PowerPoint presentations use Calibri as these are freely available on all computers.

Due to copyright and licensing restrictions, the Abu Dhabi Media Office is unable to distribute any of the typefaces listed.

Corporate Identity

Guideline

NO _____ 1
Helvetica LT Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$&!?(;,:)¢@#%

NO _____ 2
Helvetica LT Pro Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$&!?(;,:)¢@#%

NO _____ 3
Helvetica LT Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$&!?(;,:)¢@#%

Digital

NO _____ 2
Calibri Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$&!?(;,:)¢@#%

NO _____ 3
Calibri Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$&!?(;,:)¢@#%

Primary Typeface Arabic

The supporting Arabic typeface is the Helvetica Neue Arabic font family. The typeface used for numbers in all Arabic text for print is Helvetica Neue Arabic.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

When producing digital online applications or PowerPoint presentations use Calibri as these are freely available on all computers.

Due to copyright and licensing restrictions, the Abu Dhabi Media Oce is unable to distribute any of the typefaces listed.

إرشادات
دليل الهوية
المؤسسية

Light	1
Roman	2
Bold	3

NO — 1
Helvetica Neue Arabic 45 Light

NO — 2
Helvetica Neue Arabic 55 Roman

NO — 3
Helvetica Neue Arabic 75 Bold

Digital

NO — 2
Calibri Regular

NO — 3
Calibri Bold

أ 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 ي ء ؤ
(؛:،.)+/?@&£ 1234567890

أ 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 ي ء ؤ
(؛:،.)+/?@&£ 1234567890

أ 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 ي ء ؤ
(؛:،.)+/?@&£ 1234567890

أ 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 ي ء ؤ
(؛:،.)+/?@&£ 1234567890

أ 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 ي ء ؤ
(؛:،.)+/?@&£ 1234567890



Government Ink Stamps

The Government of Abu Dhabi identity is used as a position guide to illustrate how to apply the ADGE Crest identity.

Government of Abu Dhabi Printed Version Stamp	1
Government of Abu Dhabi Digital Version Stamp	2

Stamp
35mm diameter

Crest
20mm height





Isra Regular
Size: 12.5pt
Tracking: 0pt

20mm

Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt

NO — 1



Isra Regular
Size: 12.5pt
Tracking: 0pt

20mm

Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt

NO — 2

Departments Ink Stamps

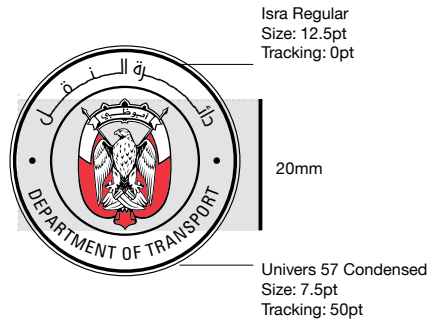
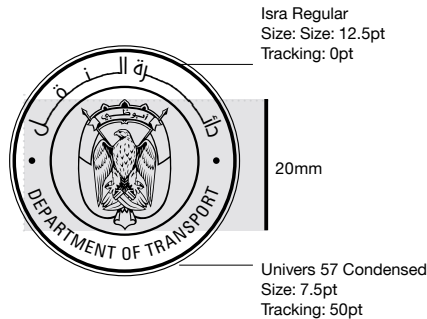
The Government of Abu Dhabi identity is used as a position guide to illustrate how to apply the ADGE Crest identity.

Department Stamp

35mm diameter

Crest

20mm height

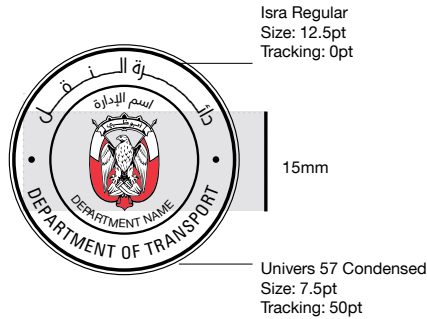
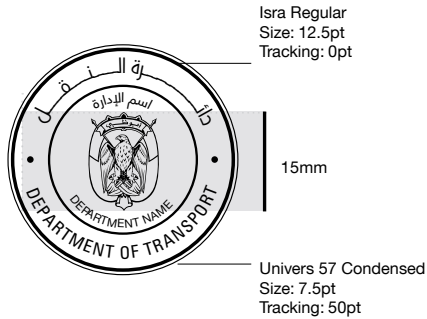


Sections Stamp

35mm diameter

Crest

15mm height



NO — 1

NO — 2

Verbal Language

Language rules: This spread outlines all the dos and don'ts of the language used for the brand's communication.

Dos:

- Consider the platform or medium of the content when writing.
- Cross-check with the legal committee before posting anything that may be controversial.
- Account for language barriers, don't use only the Arabic language.

Don'ts:

- Do not make spelling or typographical errors, always proofread the content.
- Do not use slang or colloquial language that certain audiences may not understand.
- Do not write in all caps.
- Do not use inappropriate or crass language.
- Do not use overly complicated words and sentences that are difficult to understand.

Language Guidelines: Everything we say, every statement we make and every report we put out represents who we are, conveying our brand and our personality building an overall consistent brand image. We must therefore follow the rules more consciously and meticulously.

Vocabulary and terms: The Government of Abu Dhabi uses British English instead of American or International English. For example, we would use traveller rather than traveler. Colour not color, programme, not program.

Audience:The Government addresses a wide audience. It is important to communicate with a voice inclusive of these varying audiences and can yet relate to them personally.

Nomenclature:The Government should always be referred to as The Government of Abu Dhabi, not as the Abu Dhabi Government, AD Gov, Gov of AD or any such format.

Nomenclature:Government entities must only use the Latin numeric system (1,2,3,4) and not the Indian system (1rteo).

Acronyms: Use the acronyms provided below in scenarios where there is a need to use a shorter version of the entity name. The entity name should either exist as the stated acronym or in its full form. Refrain from using any other articulation. These acronyms are to be used only in English. These acronyms should also be reflected in each entity's respective social media handles, websites, and any other official communication where the shortened version of the entity name is mentioned.

See the digital applications section for more detail.

Level 1: The following guide applies to the written use of acronyms for all Level 1 entities. Where possible, it is preferable always to write the full names of entities, but should the use of acronyms be necessary, please follow these rules:

Level 1 acronyms should begin with the initials of Abu Dhabi (AD). The initials of an entity should follow this. Acronyms should have at least four letters.

Example: ADAA - Abu Dhabi Accountability Authority
ADJD - Abu Dhabi Judicial Department
Level 1 acronyms should begin with the initials of Abu Dhabi (AD). The initials of an entity should follow this. Acronyms should have at least four letters.

Example: ADAA - Abu Dhabi Accountability Authority
ADJD - Abu Dhabi Judicial Department

Level 2: The following guide applies to the written use of acronyms for all Level 2 entities. Where possible, it is preferable always to print the full names of entities, but should the use of acronyms be necessary, please follow these rules:

- Level 1 acronyms always start with 'D' for Department. The initials of the Department should follow this.
- Level 2 acronyms only have three letters.

Example: DCT - Department of Culture and Tourism
DMT - Department of Municipalities and Transport

Exceptions: Abu Dhabi Police has a different naming structure and will use ADP as its acronym.

Department Name	
Executive Council	ADEC
National Consultative Council	ADNCC
Supreme Council for Financial and Economic Affairs	ADSCFEA
Ruler's Representative Court - Al Dhafra Region	ADRRRC - Al Dhafra
Ruler's Representative Court - Al Ain Region	ADRRRC - Al Ain
Judicial Department	ADJD
Abu Dhabi Accountability Authority	ADAA
Department of Finance	DOF
Abu Dhabi Executive Office	ADEO
Executive Affairs Authority	ADEAA
Crown Prince Court	ADPCP

Department Name	
Department of Municipalities and Transport	DMT
Department of Energy	DOE
Department of Community Development	DCD
Department of Health	DOH
Department of Education and Knowledge	DEK
Department of Government Enablement	DGE
Department of Culture and Tourism	DCT
Department of Economic Development	DED
Abu Dhabi Police	ADP

03

Brand Applications

Applications

All print and digital applications are built upon a grid — all with varying document sizes and page margins. The logomark should always be either centred with the vertical logo, or right aligned with a horizontal logo.

1. Brochure
2. Letterhead
3. Business Card
4. Social Media
5. Compliment Slip
6. PowerPoint

▼ 01



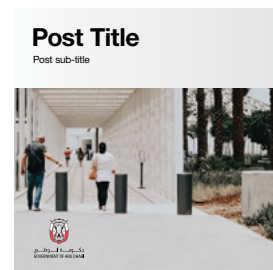
▼ 02



▼ 03



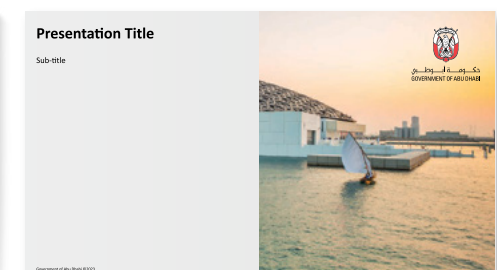
▼ 04



▼ 05



▼ 06



Stationery Checklist

The Government of Abu Dhabi identity is an important element within the governments brand architecture. When used properly it ensures consistency and integrity is maintained throughout all Abu Dhabi Government entities (ADGE) communications.

The following checklist is to assist ADGEs when creating and producing their own stationery.

1. The Government of Abu Dhabi identity

- Ensure the correct coloured Crest is being used for each specific ADGE.
- Ensure that the correct Crest colour breakdowns and production techniques are being used.
- Ensure that the correct Crest size is being used.

2. Bilingual criteria

It is not required to have all stationery text duplicated and translated into both Arabic and English. Only the following essential elements must be duplicated and translated in Arabic:

- Individual names
- Individual job titles
- Entity departments

3. English text

All English text should be written and spelt using British English (e.g. colour, specialised).

4. Numbers

All numbers should be written as Roman numbers (e.g. 1 2 3 instead of 1 2 3).

5. Official individual titles

When official titles such as 'His/Her Excellency' or His/Her Highness' are used, they should be abbreviated and capitalised with no periods required, (e.g. HE, HH).

6. Credentials

For abbreviations that are all capitalised (e.g. MLA, MD, MA) and for those that end in a capital (PhD), no periods are required. Abbreviations that only have an initial capital letter, requires periods, as to avoid confusion with words (e.g. B.Com.).

7. Address

- The correct address order is: location address; P.O. Box; city and country. When written no commas are required between the P.O. Box and the city (e.g. Office building name, office/suite number, P.O. Box 1234 Abu Dhabi, UAE).
- A building or suite number must be given in a number format, followed by the name (if applicable), separated by no commas (e.g. 123 Al Mamoura Building).
- If a floor is indicated then the floor numbers should be followed by superscript of 'st, nd', or 'th' (e.g. 23rd floor). The word 'floor' should not be capitalised.

8. Contact information

In English text the following abbreviations can be made: T-Telephone, D-Direct telephone, M-Mobile.

9. Order of information

The following order of information must be followed throughout all stationery pieces (delete those that do not apply):

- Entity identity/name – Bilingual
- Entity name – Arabic
- Entity name – English
- Individual name – Arabic
- Individual job title – Arabic
- Entity department – Arabic
- Individual name – English
- Individual job title – English
- Entity department – English
- Company telephone number – English
 1. Individual direct telephone number – English
 2. Individual mobile telephone number – English
 3. Entity fax number – English
- Individual email address – English
- Registered entity address/ P.O. Box – English
- Entity website – English

10. Standard sizes

Avoid using custom or bespoke paper sizes.

Choose International Standard:

ISO 216 – A Series paper sizes.

11. Security

Ensure the ultimate level of security and confidentiality.

Use security envelopes, that feature a special security peel 'n' seal strip, letting the receiver know that the envelope has been opened and confidentiality lost.

A coloured tint or pattern printed on the inside of the envelope, prevents light from penetrating, so no content can be read from within the envelope. It is also best practice to shred all used or disregarded stationery.

12. Environmental consciences

- Be environmentally conscious. Use the papers specified within this section, or alternatively choose wood-free recyclable paper.
- Only print and distribute stationery if it is absolutely necessary.
- Always recycle used or discarded printed stationery.

For further assistance contact the Brand Support Team at the Abu Dhabi Media Office: **brand@mediaoffice.abudhabi**

Business Card

Bi-Lingual

The Government of Abu Dhabi identity is used as a position guide to illustrate how to apply the ADGE Crest identity. Concept is indicative and not to scale.

A. Logo height (front of card)

28mm

B. English Name

Helvetica Neue LT 55 Roman
9pt/11pt
Colour: Black

C. English Job Title

Helvetica Neue LT 55 Roman
9pt/11pt
Colour: Black

E. English Personal Email / Mobile

Helvetica Neue LT 55 Roman
9pt/11pt
Colour: Black

F. Arabic Name

Helvetica Neue LT 55 Roman
9pt/11pt
Colour: Black

G. Arabic Job Title

Helvetica Neue LT 55 Roman
9pt/11pt
Colour: Black

H. Website URL

Helvetica Neue LT 55 Roman
7.5pt/10.5pt
Colour: Black

I. QR Codes

20x20mm
Colour: Black



Letterhead

Arabic

The Government of Abu Dhabi identity is used as a position guide to illustrate how to apply the ADGE Crest identity. Concept is indicative and not to scale.

A. Arabic Address

Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

B. English Address / Tel. / Email

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

C. Website URL

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

5mm | 10mm

Arabic: Text Aligned Right


حكومة أبوظبي
GOVERNMENT OF ABU DHABI

العنوان
الشركة
العنوان سطر 1
العنوان سطر 2
التاريخ

عزيزي السيد/السيدة

تعمل دائرة الثقافة والسياحة وفق أهداف واضحة للحفاظ على التراث الثقافي وتعزيز مكانة أبوظبي كوجهة سياحية عالمية، وذلك بقيادة الإدارة العليا والمدراء التنفيذيين الذين يتمتعون بخبرة واسعة تدعم

منذ تعيينه في عام 2015، سعى معالي محمد خليفة المبارك، رئيس الدائرة إلى تنفيذ وتحقيق الأهداف الاستراتيجية للدائرة، والاستفادة من المقومات التي تمتلكها الإمارة كوجهة عالمية ومركز ثقافي مزدهر.

منذ تعيينه في أوائل عام 2020، لعب سعادة سعود عبد العزيز الحوسني، وكيل الدائرة دوراً رئيسياً في تطوير المنظومة الثقافية والسياحية في أبوظبي، حيث قاد العديد من المبادرات الابتكارية وعملية التحول الرقمي المعترف بها عالمياً التي مكنت الدائرة من مواكبة البيئة السريعة التغير والتكيف مع التكنولوجيا الحديثة.

تعمل دائرة الثقافة والسياحة وفق أهداف واضحة للحفاظ على التراث الثقافي وتعزيز مكانة أبوظبي كوجهة سياحية عالمية، وذلك بقيادة الإدارة العليا والمدراء التنفيذيين الذين يتمتعون بخبرة واسعة تدعم

اسم الموقع
العنوان

P.O. Box 769900, Abu Dhabi, UAE
T +971 1 234 5678 / E info@entityname.gov.ae
entityname.gov.ae

Letterhead

English

The Government of Abu Dhabi identity is used as a position guide to illustrate how to apply the ADGE Crest identity. Concept is indicative and not to scale.

A. Arabic Address

Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

B. English Address / Tel. / Email

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

C. Website URL

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black



English: Text Aligned Left



Compliment Slip

Bi-Lingual

The Government of Abu Dhabi identity is used as a position guide to illustrate how to apply the ADGE Crest identity. Concept is indicative and not to scale.

A. Arabic Address

Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

B. English Address / Tel. / Email

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

C. Website URL

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black



Compliment slip 1/3 A4

10mm



DL Envelope

Bi-Lingual

DL envelopes feature sub-brand identities in the top right corner of the given format with the address block positioned bottom right.

Recommended typesetting for address details are shown below and comprise the following:

A. Arabic Address
Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

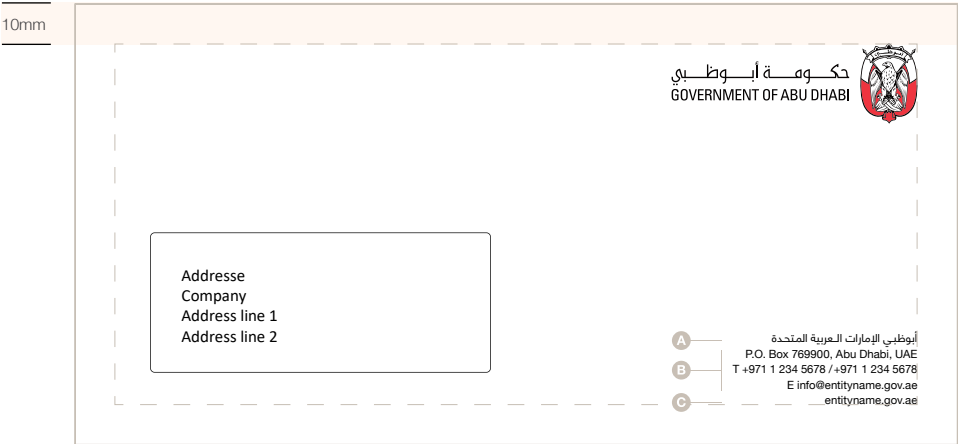
B. English Address / Tel. / Email
Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

C. Website URL
Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

DL Envelope without window



DL Envelope with window



C5/C4/C3 Envelopes

Bi-Lingual

C series envelopes are scaled to work with corresponding A size formats. Identities and address blocks are scaled proportionately to alternate C size envelope formats as shown below:

C5/C4

A. Logo height
20mm

B. Arabic Address

Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

C. English Address / Tel. / Email

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

D. Website URL

Helvetica Neue LT 55 Roman
8pt/11pt
Colour: Black

C3

E. Logo height
25mm

F. Arabic Address

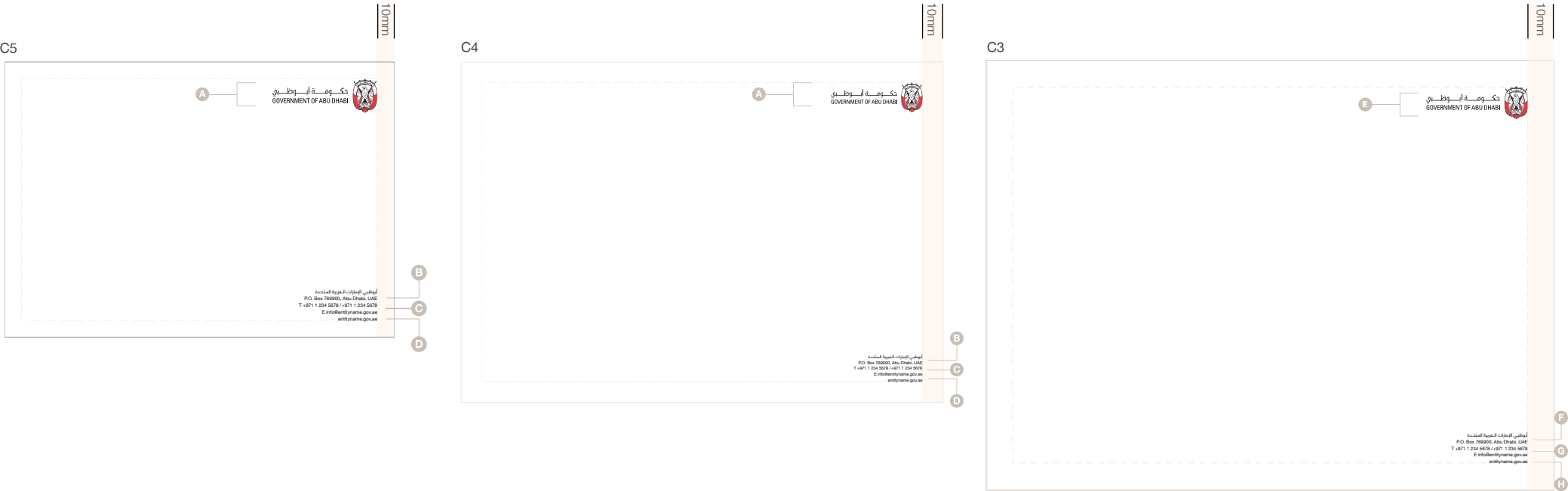
Helvetica Neue LT Arabic 55 Roman
10pt/14pt
Colour: Black

G. English Address / Tel. / Email

Helvetica Neue LT 55 Roman
10pt/14pt
Colour: Black

H. Website URL

Helvetica Neue LT 55 Roman
10pt/14pt
Colour: Black



A4 Arabic Brochure/Report Cover Layouts

The examples below demonstrate the effectiveness of the A4 Arabic brochure/ report cover base grid for ADG entities. The base grid provides creative flexibility whilst retaining visual and informational cohesiveness through fixed placement of signature identity assets, e.g., logotypes.

Note: For A4 Arabic based brochure or report cover layouts, the identity aligns right on the base grid.

1. Full bleed image
2. Lower half image
3. Cover 2/3 image
4. Upper half image



A4 Arabic Brochure/Report Internal Spread Type Hierarchies

A. Lead-in/Sub-heading

Helvetica Neue LT Arabic Regular
20pt/30pt

B. Headline

Helvetica Neue LT Arabic Bold
40pt/58pt

C. Body Headline

Helvetica Neue LT Arabic Bold
10pt/15pt

D. Body Copy

Helvetica Neue LT Arabic Regular
10pt/15pt

E. Page Numbers / Sections

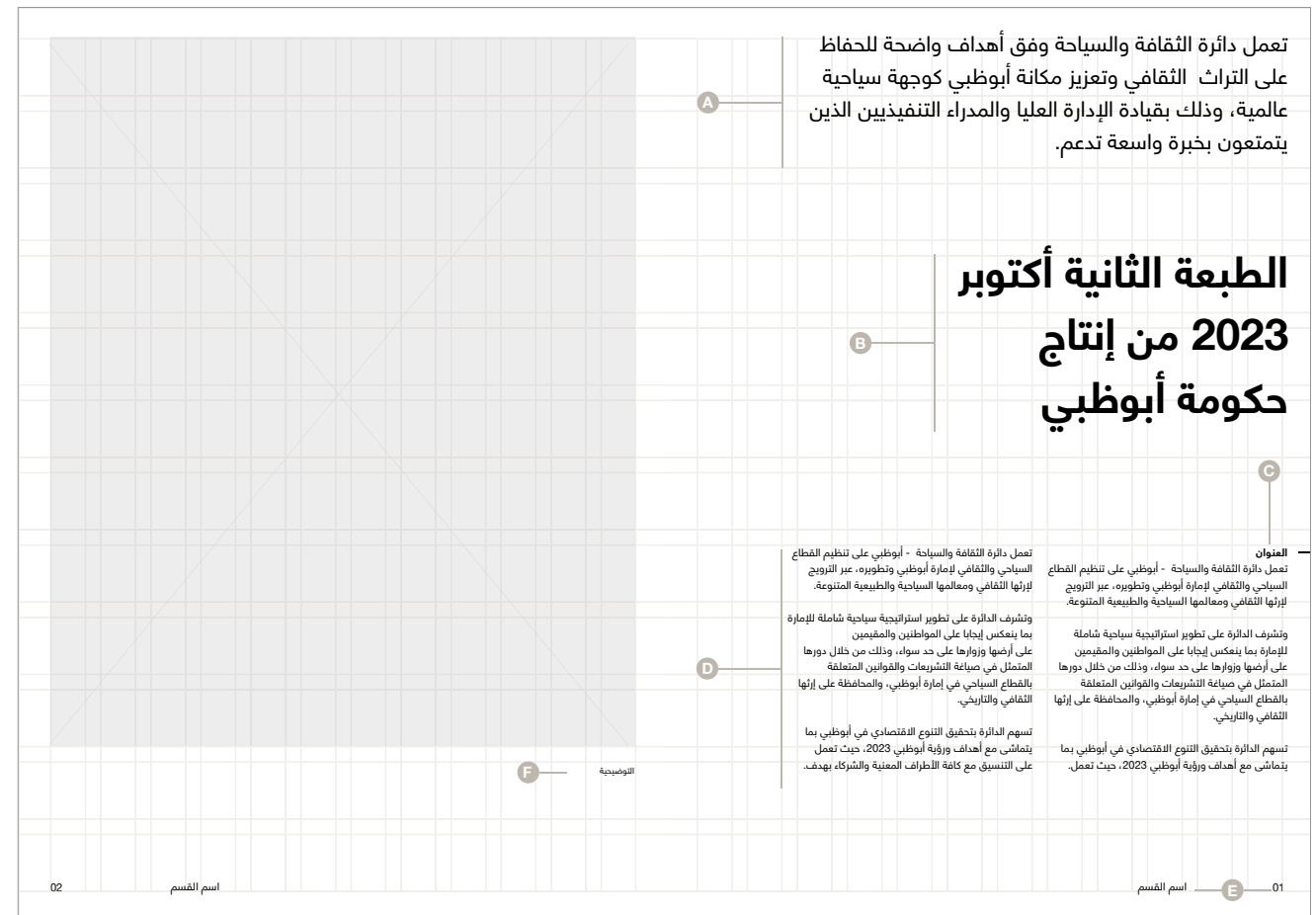
Helvetica Neue LT Arabic Regular
10pt/12pt

F. Captions

Helvetica Neue LT Arabic Regular
8pt/10pt

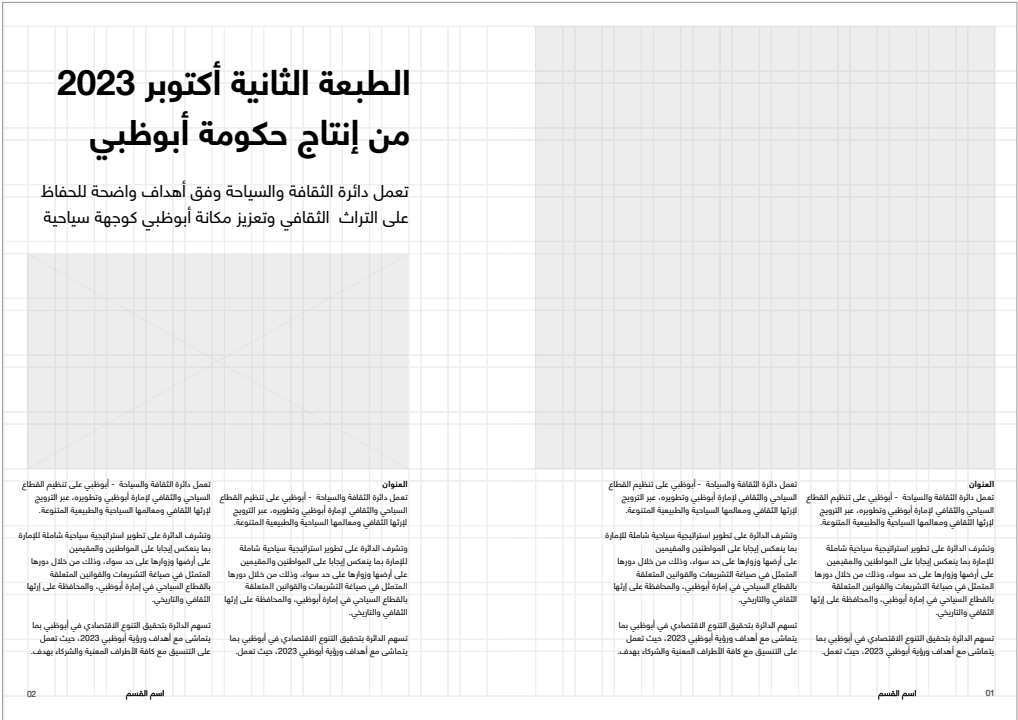
As a means to engage with our stakeholders with greater clarity and purpose, and to deliver well structured and engaging Arabic communications, clear informational hierarchies through placement of text and graphics have been developed.

As a guide, to ensure engaging and effective informational hierarchies, the following type sizes are recommended but may be increased for greater visual impact:



A4 Arabic Brochure/Report Internal Spread Layouts

The examples below and opposite demonstrate the effective use of the standard A4 Arabic brochure/report grid – planned up as a double page spread.

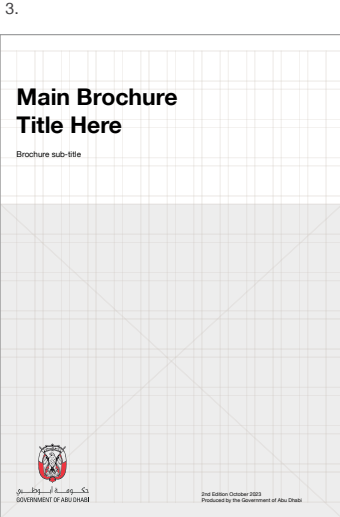


A4 English Brochure/Report Cover Layouts

The examples below demonstrate the effectiveness of the A4 English brochure/ report cover base grid for ADG entities. The base grid provides creative flexibility whilst retaining visual and informational cohesiveness through fixed placement of signature identity assets, e.g., logotypes.

Note: For A4 English based brochure or report cover layouts, the identity aligns left on the base grid.

- 1. Full bleed image
- 2. Lower half image
- 3. Cover 2/3 image
- 4. Upper half image



A4 English Brochure/Report Internal Spread Type Hierarchies

A. Lead-in/Sub-heading

Helvetica Neue LT Regular
Regular 20pt/24pt

B. Headline

Helvetica Neue LT Bold
Bold 40pt/44pt

C. Body Headline

Helvetica Neue LT Bold
Bold 10pt/12pt

D. Body Copy

Helvetica Neue LT Regular
Regular 10pt/12pt

E. Page Numbers / Sections

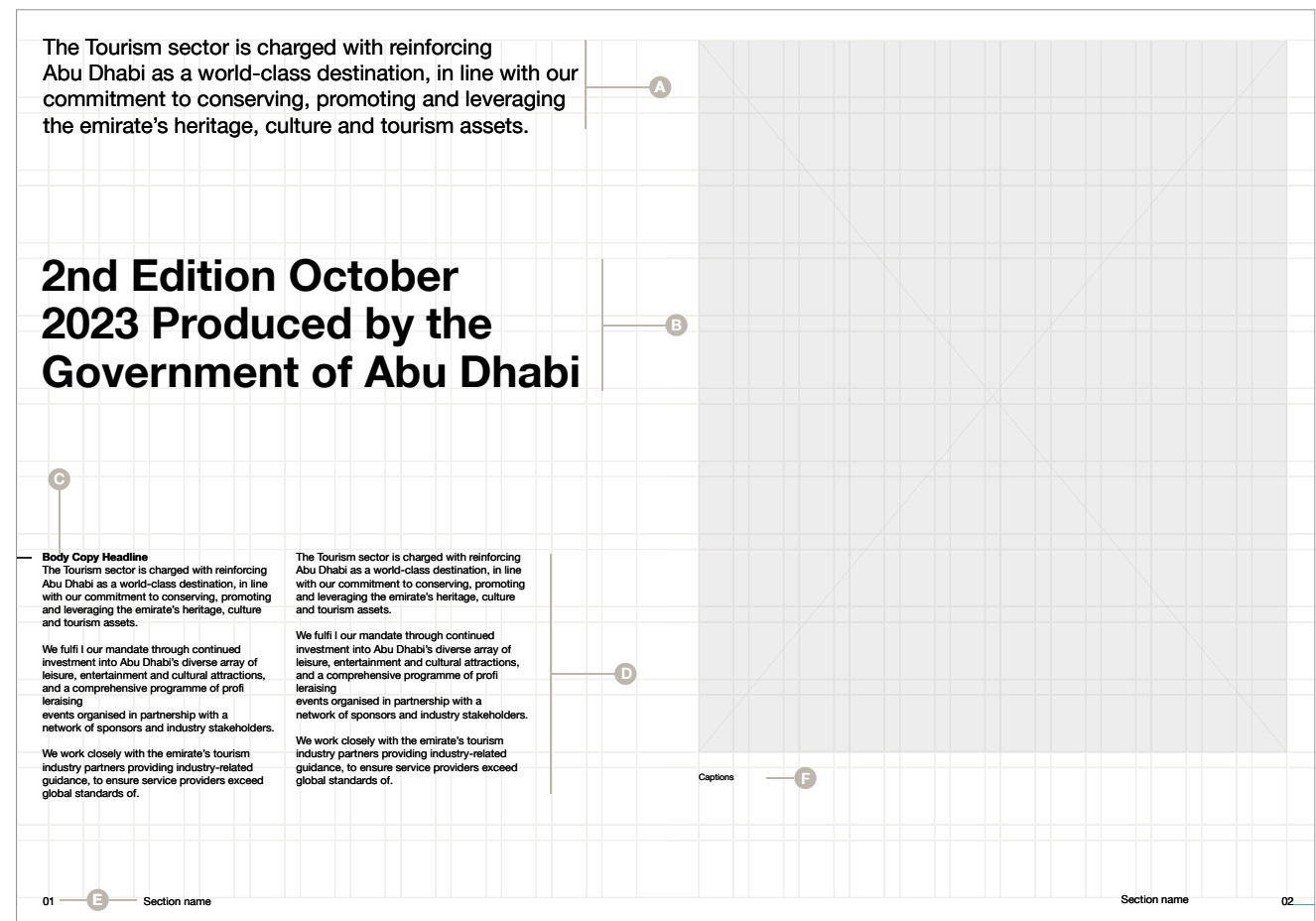
Helvetica Neue LT Regular
10pt/12pt

F. Captions

Helvetica Neue LT Regular
8pt/10pt

To engage with our stakeholders with greater clarity and purpose, and to deliver well structured and engaging English communications, clear informational hierarchies through placement of text and graphics have been recommended.

As a guide, to ensure engaging and effective informational hierarchies, the following type sizes are recommended but may be increased for greater visual impact:



A4 English Brochure/Report Internal Spread Layouts

The examples below and opposite demonstrate the effective use of the standard A4 English brochure/report grid – planned up as a double page spread.

The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

**2nd Edition October 2023
Produced by the
Government of Abu Dhabi**

Body Copy Headline
The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

Captions

Section name

Section name

**2nd Edition October 2023
Produced by the
Government**

The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination

Body Copy Headline
The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

Body Copy Headline
The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

Section name

Section name

**2nd Edition October 2023
Produced by the Government of
Abu Dhabi**

The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination.

**2nd Edition October 2023
Produced by the Government
of Abu Dhabi**

Body Copy Headline
The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets.

We fulfil our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profiling events organised in partnership with a network of sponsors and industry stakeholders.

We work closely with the emirate's tourism industry partners providing industry-related guidance, to ensure service providers exceed global standards of.

Section name

Section name

PowerPoint Cover

Bi-Lingual

Two alternate base grids for Arabic and English PowerPoint cover designs have been created for presentation use. In all instances, the logo appears in its fixed position top left, with recommended fixed placement for the presentation title, subtitle and copyright legal line.

A. Headline

Calibri Bold
80—100px

NO — 1

B. Sub-Headline

Calibri Regular
40—50px

Note:

All digital communications use
Calibri Bold and Regular

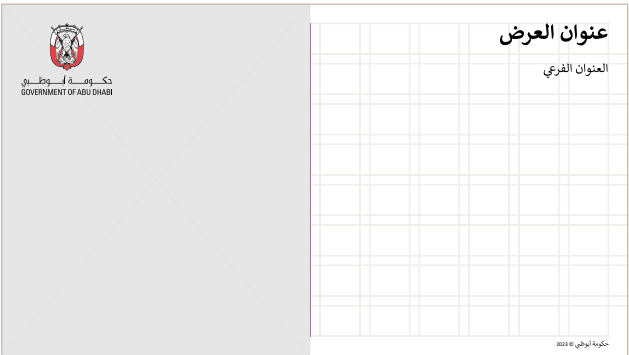
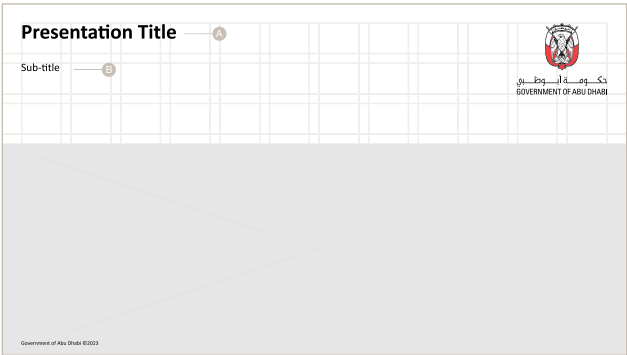
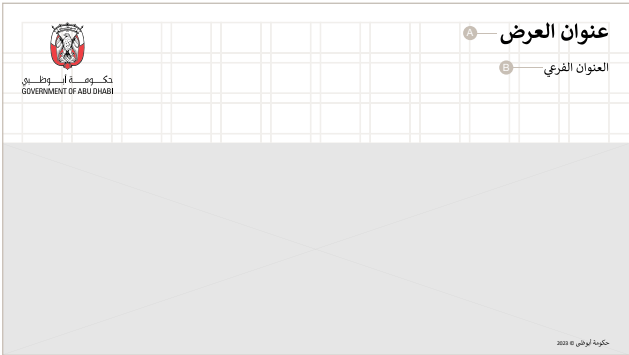
NO — 2

3/4 Full Bleed Image

1

50:50 Horizontal Split

2



Arabic Social Posts Layouts

Social media grids have been developed to ensure creative flexibility whilst maintaining consistency and clarity of informational hierarchies.

Recommended templates:
1:1 or 4:5.

The examples opposite demonstrate flexible layouts for social media leveraging the social media base grid.

Note: fixed positions have been determined for placement of logos as well as the main title and subtitle if required.

1. Full bleed image, logo only
2. 2/3 image, title, subtitle, logo bottom right
3. Full bleed image, title, subtitle, logo bottom right
4. 2/3 image, logo top right, title, subtitle bottom right

A. Headline

Helvetica Neue LT Arabic Bold
80—100px

B. Sub-Headline

Helvetica Neue LT Arabic Regular
40—50px



English Social Posts Layouts

Social media grids have been developed to ensure creative flexibility whilst maintaining consistency and clarity of informational hierarchies.

Recommended templates:
1:1 or 4:5.

The examples opposite demonstrate flexible layouts for social media leveraging the social media base grid.

Note: fixed positions have been determined for placement of logos as well as the main title and subtitle if required.

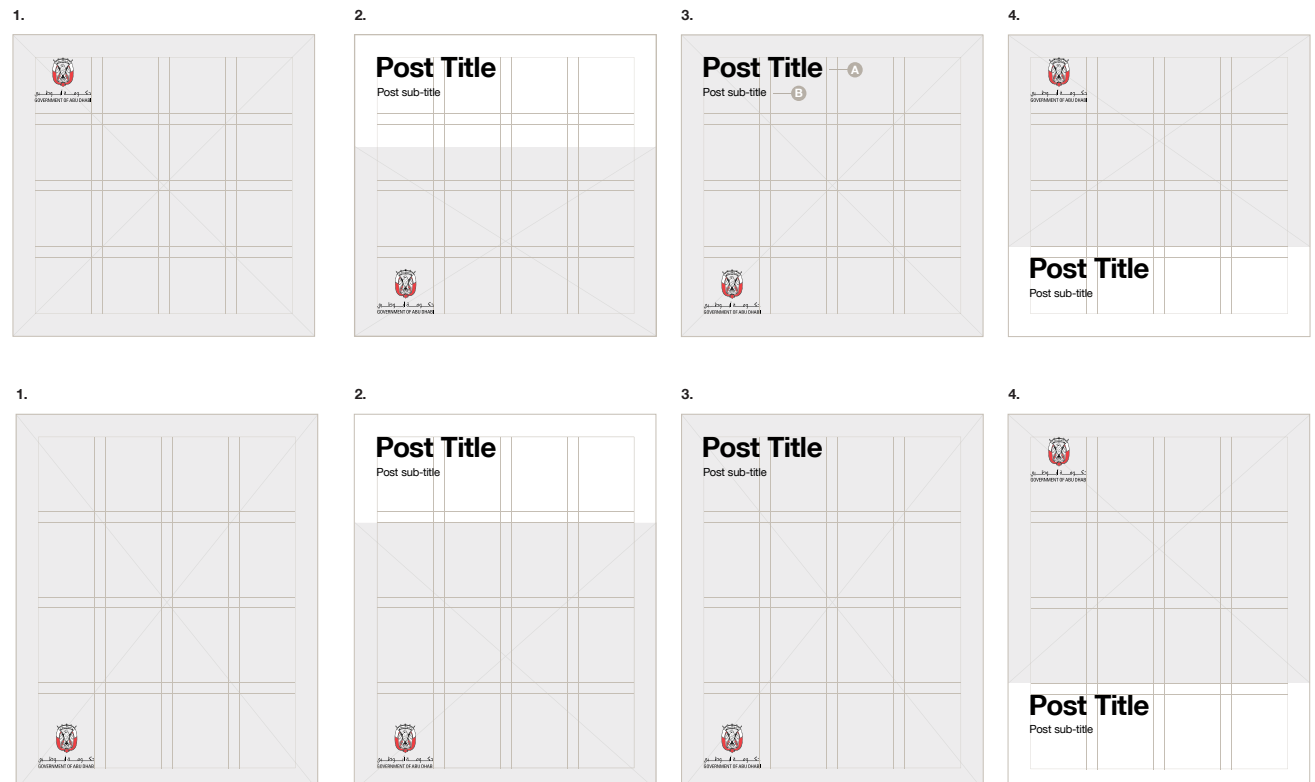
1. Full bleed image, logo only
2. 2/3 image, title, subtitle, logo bottom left
3. Full bleed image, title, subtitle, logo bottom left
4. 2/3 image, logo top right, title, subtitle bottom left

A. Headline

Helvetica Neue LT Bold
80—100px

B. Sub-Headline

Helvetica Neue LT Regular
40—50px



Website Logo Treatment

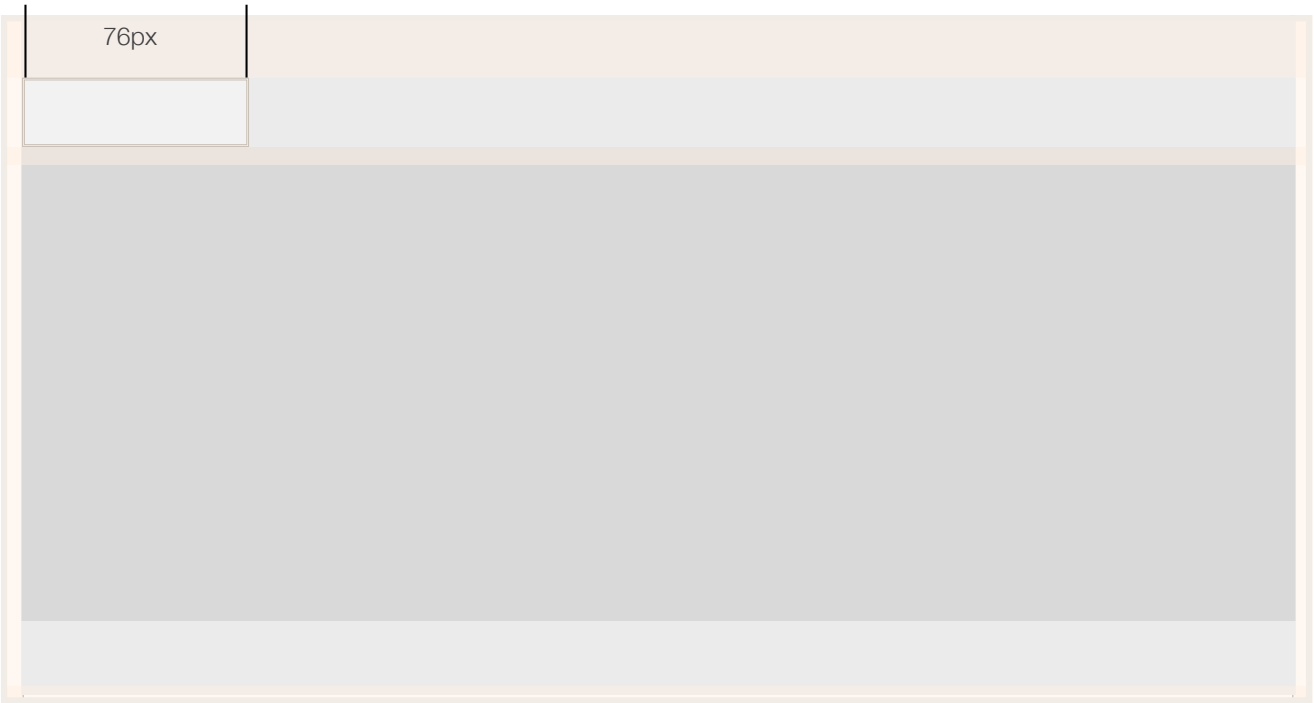


NO — 1

Mobile	1
Desktop	2

The government entity logo structure should appear as a header on an entity website. The white strip has to occupy the entire width of the portal and should appear at the top of every page. (The same official brand structure should be used for both Arabic and English pages).

Note: Always refere to the guideline for the webiste on the sectors color



NO — 2

Social Media Profiles

All departments must use the crest for their display pictures on social media channels such as Instagram, LinkedIn, Twitter, YouTube and Facebook.

The emblem is always in full-colour, centred on a white background with sufficient clear space around it.

- Do not use the single-colour logo or any logo variation containing the wordmarks as the display picture.
- Use the full-colour emblem for official profile display pictures.
- Ensure that the emblem is displayed fully and not cropped in official profile display picture.

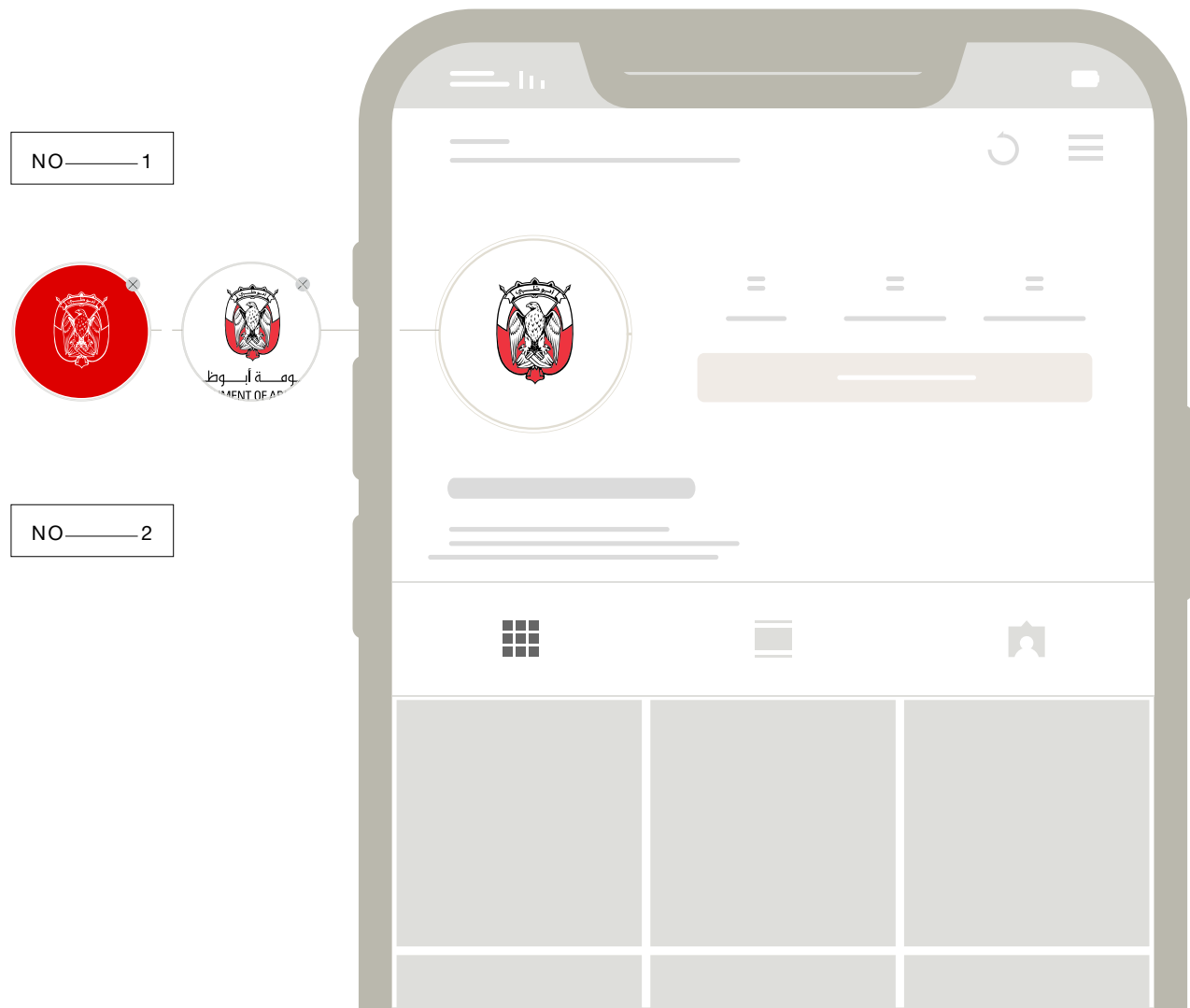
Bio:
Government of Abu Dhabi that are using the crest must use the full Department name in both Arabic and English on the profile information. It has to be short and neat and with no typos.

Profile Picture

1

Bio

2



Mobile Applications

For mobile applications, the full-colour vertical logo may be used inside the app (e.g. splash screen), but not as the app icon. The vertical logo can be used on app splash screens.



Branding an Initiative

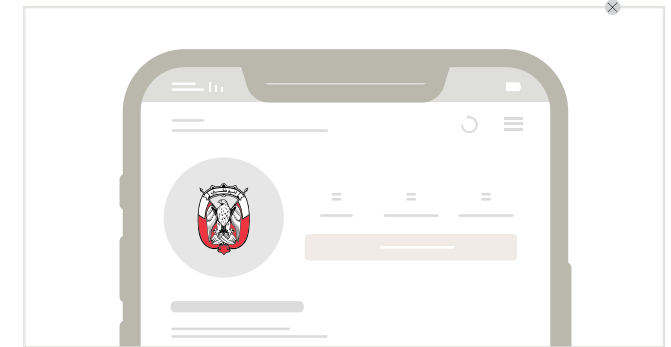
Departments are encouraged to strategically brand their initiatives in order to optimize their effectiveness. In determining the appropriate approach to an initiative's brand, it is important to take into account the goals, scale, duration, and target audience of the initiative. In certain instances, an initiative may necessitate its own logo to effectively meet its business objectives.

Departments intending to undertake any branding initiative or develop a logo must first seek approval and guidance from the ADMO Brand Team.

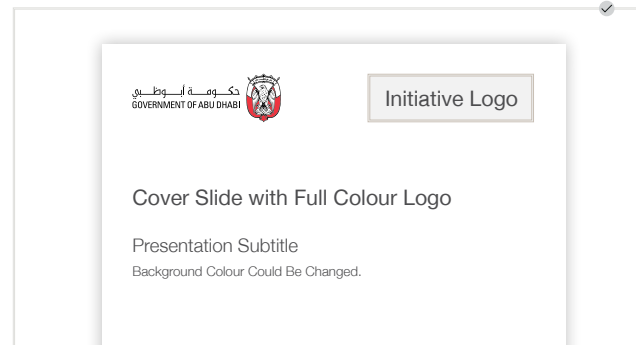
brand@mediaoffice.abudhabi



Use the full-colour logomark for official profile display pictures.

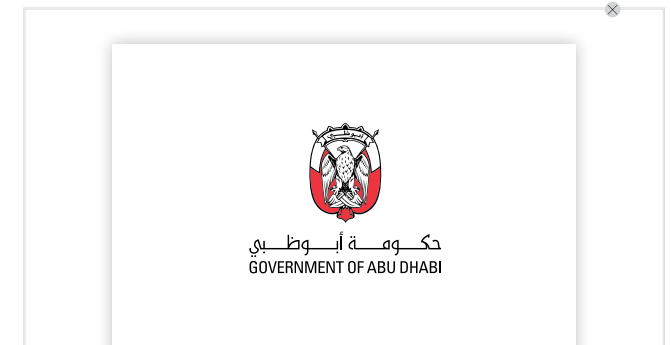


Do not use the government crest as the display picture for any platform.



Items where initiatives must use the government crest strictly as specified in this guideline.

- Microsite header co-branding.
- Certificates.
- MOU signing



Incorrect Applications Items where initiatives are prohibited from using the government crest.

- Paper bags and gift items.
- Vehicles.
- Digital ad banners.
- Social media.
- Co-branding.
- Desktop screens

04

Co-Branding

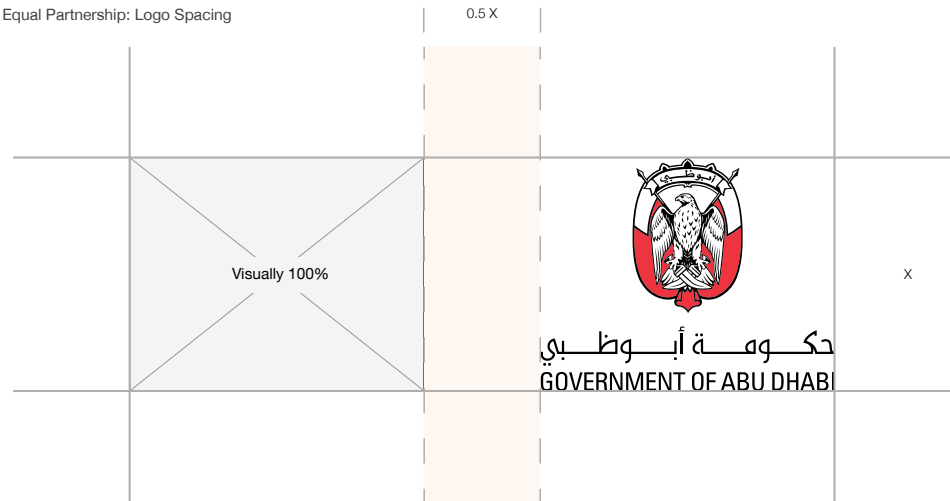
Co-Branding

Spacing and Scaling

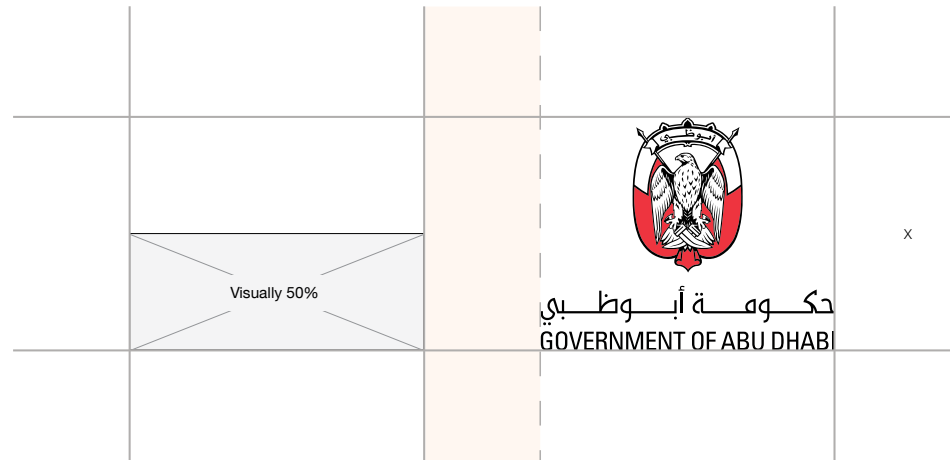
Partner logos should be placed 0.5X ('X' being equal to the overall height of the Crest in the sub-brand identity) away from the sub-brand identity as demonstrated opposite. For equal partnerships, the partner logo should be visually equal in size to the sub-brand identity.

In instances in which the sub-brand is the lead or dominant brand, the partner logo should appear 50% the size of the sub-brand. The exact sizing is left to the discretion of the designer, based on the format of the partner logo and the space available.

Equal Partnership: Logo Spacing



Sub-brand Dominant: Scaling Partner Brand(s)



Co-Branding

Abu Dhabi Entity

Dominant

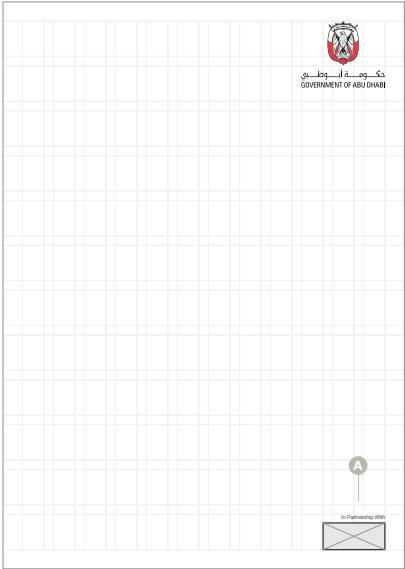
instances in which a program or initiative is led or sponsored by a sub-brand, the entity identity should follow the same sizing and placement principles as outlined for all given formats with the partner logo appearing bottom right at a smaller size. This scale hierarchy ensures clarity with respect to 'ownership' of the program or initiative.

A. Endorsement text

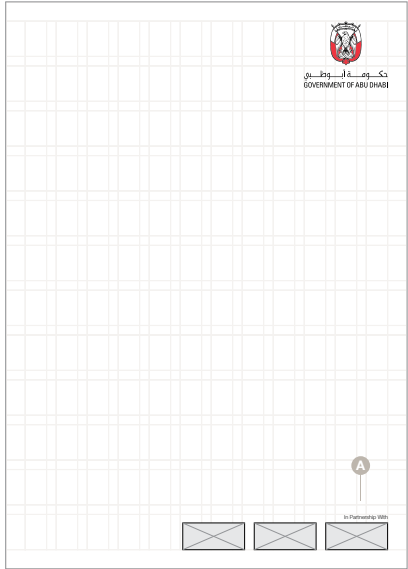
Helvetica Neue LT 55 Roman
8pt
Colour: Black



The example above demonstrates the scale and placement of assets (brand identity and partner logo) ensuring clarity with respect to 'ownership' of the program or initiative.



In those instances where further explanation is required about the relative role of the partner – it may be illustrated with the inclusion of a copy line such as 'In Partnership With'.



In those instances where there are multiple partners, the partner identities should be aligned bottom right, with a 5mm (on an A4 format) clear space between the logos. For larger formats, this specification should be scaled proportionately.

Co-Branding

Equal Ownership

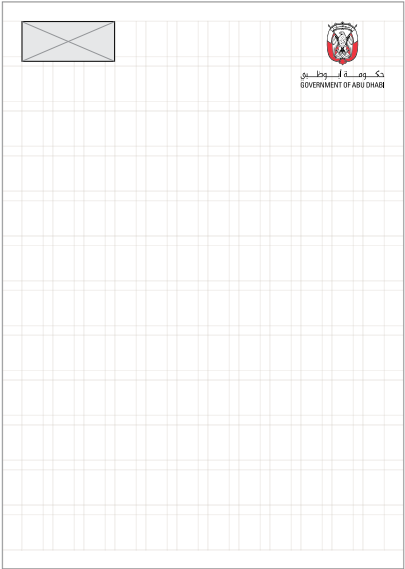
In instances in which a program or initiative is equally sponsored – the following principles with respect to scale and placement of identities should be applied as demonstrated opposite.

A. Endorsement text

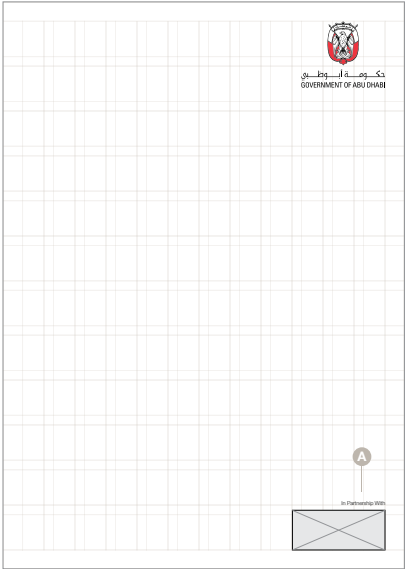
Helvetica Neue LT 55 Roman

8pt

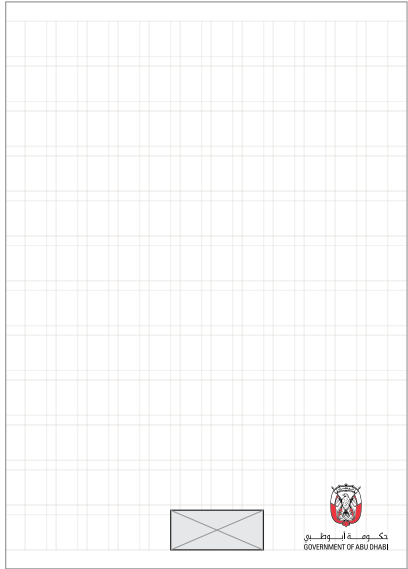
Colour: Black



The example above demonstrates an equal partnership where the respective identities are visually equal in size. The partner logo may be positioned top left or bottom right of the given format aligned to the base grid.



In those instances where further explanation is required about the relative role of the partner – it may be illustrated with the inclusion of a copy line such as 'In Partnership With'.



In those instances in which there is a requirement to position sub-brand identities alongside the partner logo, they should be positioned bottom right as demonstrated below.

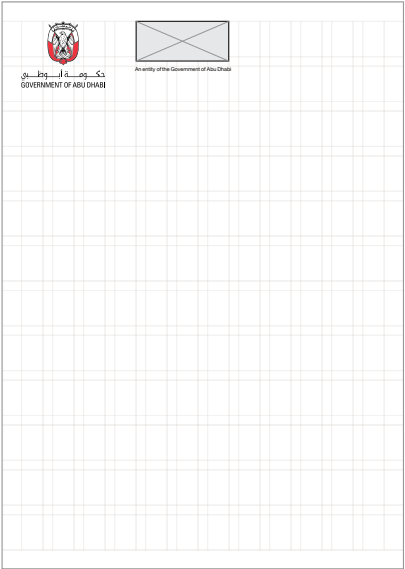
Co-Branding

Internal Equal Ownership

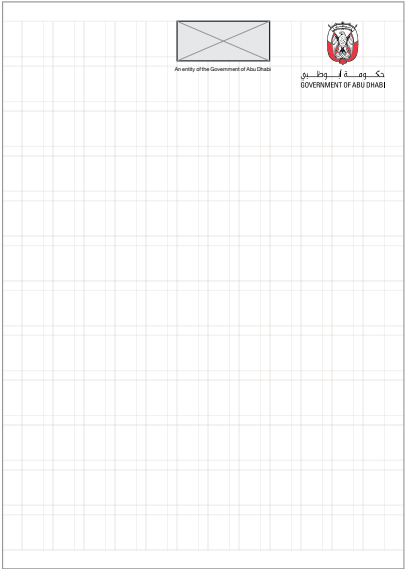
In instances in which a program or initiative is equally sponsored – the following principles with respect to scale and placement of identities should be applied as demonstrated opposite.

A. Endorsement text

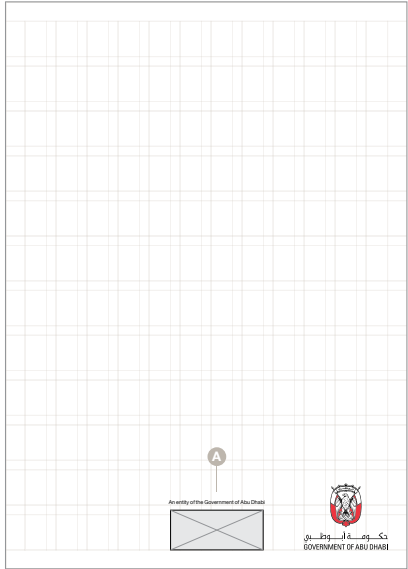
Helvetica Neue LT 55 Roman
8pt
Colour: Black



The example above demonstrates an internal equal partnership where the respective identities are visually equal in size. The internal entity logo may be positioned top left, top right or bottom right of the given format aligned to the base grid.



The following endorsement copy line should be included: 'An entity of the Government of Abu Dhabi'.



Co-Branding

Partner Dominant

In instances in which a program or initiative is being sponsored and led by a partner and endorsed by a sub-brand, the following principles should be applied as demonstrated opposite.

Note: In these instances, the 'look and feel' of the communications piece will be driven by the partner brand where the sub-brand becomes an 'endorser'.

A. Endorsement text

Helvetica Neue LT 55 Roman

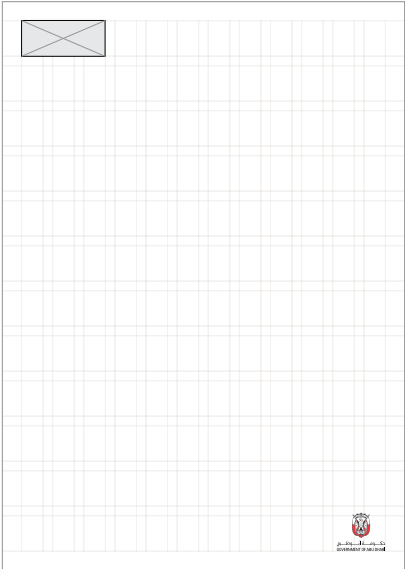
8pt

Colour: Black

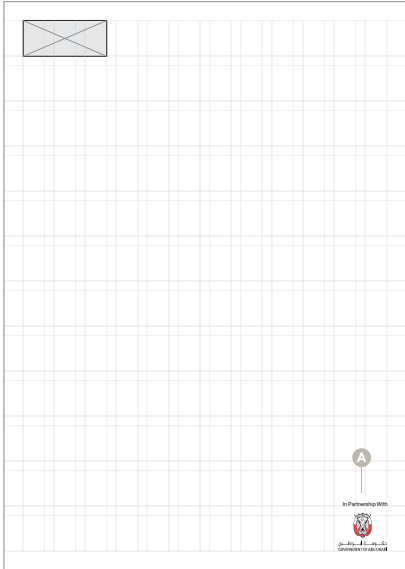
Crest

Minimum Size (height)

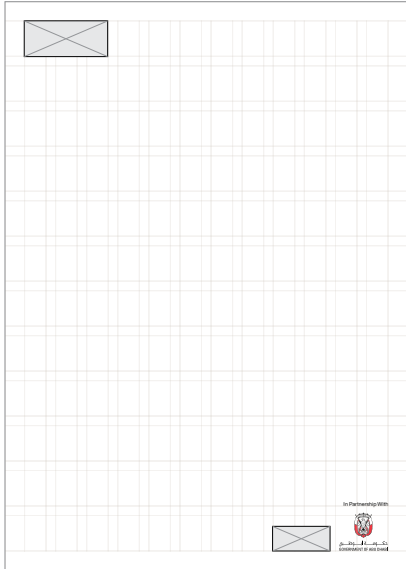
Print: 12mm Digital: 35px



The example above demonstrates the relative scale relationship between the partner dominant brand and sub-brand identity as an endorsement.



In those instances where further explanation is required about the relative role of the partner and sub-brand – it may be illustrated with the inclusion of a copy line accompanying the sub-brand identity such as 'In Partnership With'.



In those instances where a partner leads the initiative but there are multiple endorsers, the lead partner should be positioned top left or right. Endorser identities should be positioned at the bottom of the given format with 5mm (on an A4 format) clear space between the 'endorser' logos. For larger formats, this specification should be scaled proportionately.

05

Signage Systems

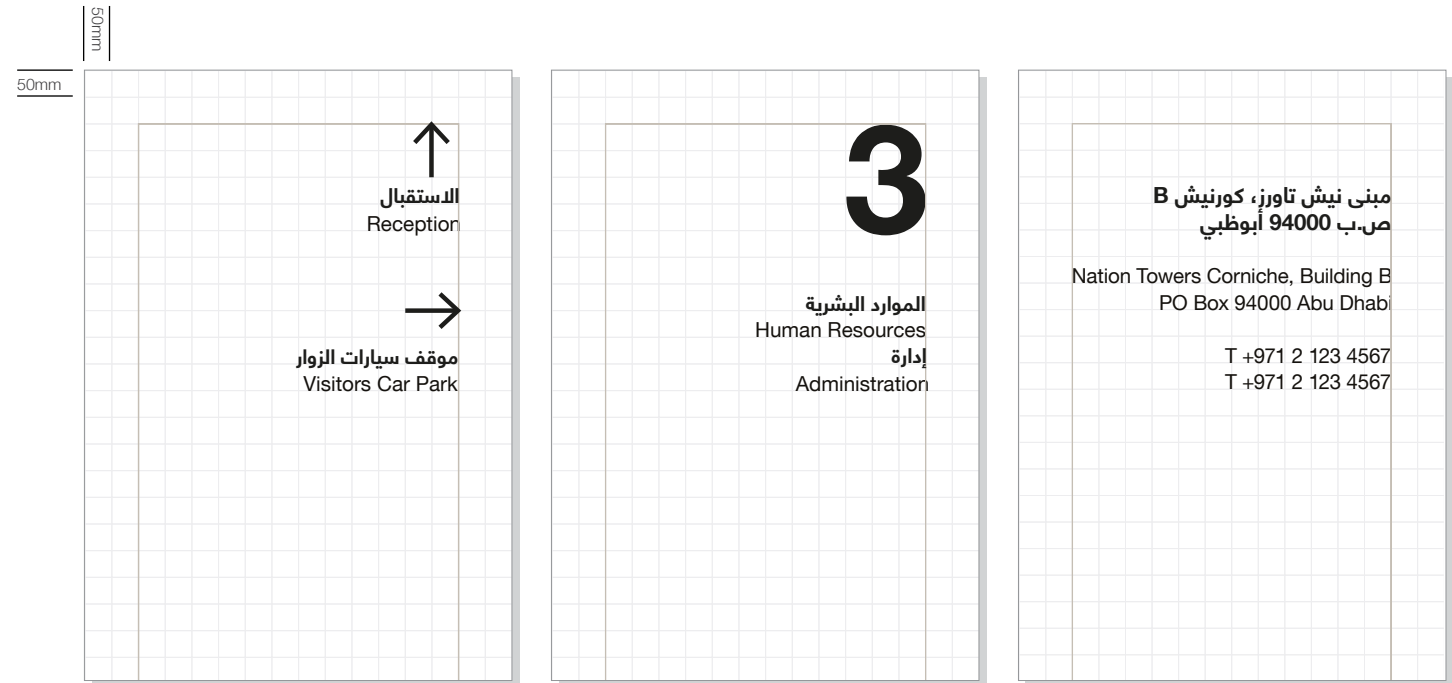
Signage Typography

Signage is 'built' on a grid of squares forming the underlying structure for placement of both type and iconography. All signage uses Helvetica Neue Bold 75 and Helvetica Neue Roman 55 in English and Arabic respectively.

To ensure legibility, Helvetica Neue Bold is used for setting primary level information with Helvetica Neue 55 Roman for all other content.

When setting dual language, Arabic should appear first in Helvetica Neue Bold supported by English set in Helvetica Neue 55 Roman. Title case should be used throughout when setting English content. All caps should only be used to highlight a 'hazard' or 'warning', such as those used to direct traffic.

To create and reinforce clear type hierarchies and provide standout. Type should be aligned right, following an Arabic first approach.



Directional Arrows

The example above demonstrates the use of navigational graphics.

Floor Level

The example above demonstrates the use of large numbers to highlight floor levels or zones.

Addresses

The example above demonstrates the use of the base grid (square modules) for spacing multiple levels of content.

Signage

Large Format Grids

To ensure clarity of purpose and legibility at long distances, the following type setting principles for large format signage should be applied.

A. Logo Height

175mm

B. Large Arabic Title Highlighted

Helvetica Neue LT Arabic 75 Bold

220pt

Colour: Black

Leading: 2 squares

C. Large English Title Highlighted

Helvetica Neue LT 55 Roman

220pt

Colour: Black

Leading: 2 squares

D. Small Arabic Text

Helvetica Neue LT Arabic 75 Bold

110pt

Colour: Black

Leading: 1 square

E. Small English Text

Helvetica Neue LT Arabic 55 Roman

110pt

Colour: Black

Leading: 1 square

F. Graphic Numbers

Helvetica Neue LT 75 Bold

500pt

Active Colour: Black

Inactive Colour: Black

G. Small Arabic Text Active

Helvetica Neue LT Arabic 75 Bold

110pt

Colour: Black

Leading: 1 square

Layout Grids 35

50mm

H. Small English Text Active

Helvetica Neue LT 55 Roman

110pt

Colour: Black

Leading: 1 square

I. Icons

Icons should be positioned on the grid and aligned to the left margins.

They should be set at 1.5 squares high, with 0.5 square space between artwork boxes.

J. Road signage

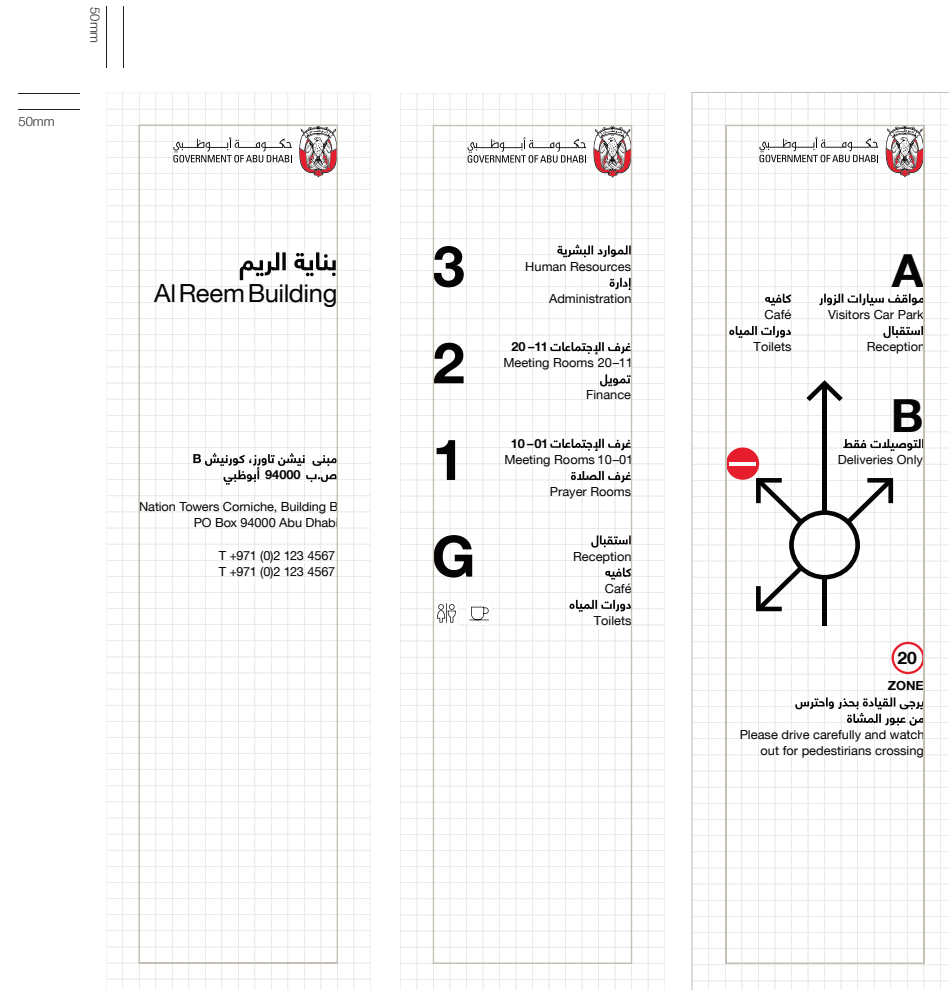
Follow traditional road signage. These can be created using Helvetica Neue to align with our type system.

K. Directional graphics

Directional graphics should be created using a skyline of 30pt.

L. Warnings

Warnings and important information can also be set in All Caps.



Signage

Medium Format Grids

For medium format navigational signage, the following principles should be applied with all content aligned right on the base grid as demonstrated opposite:

A. Logo Height

90mm

B. Arabic Text

Helvetica Neue LT Arabic 75 Bold

110pt

Colour: Black

Leading: 2 squares

C. English Text

Helvetica Neue LT 55 Roman

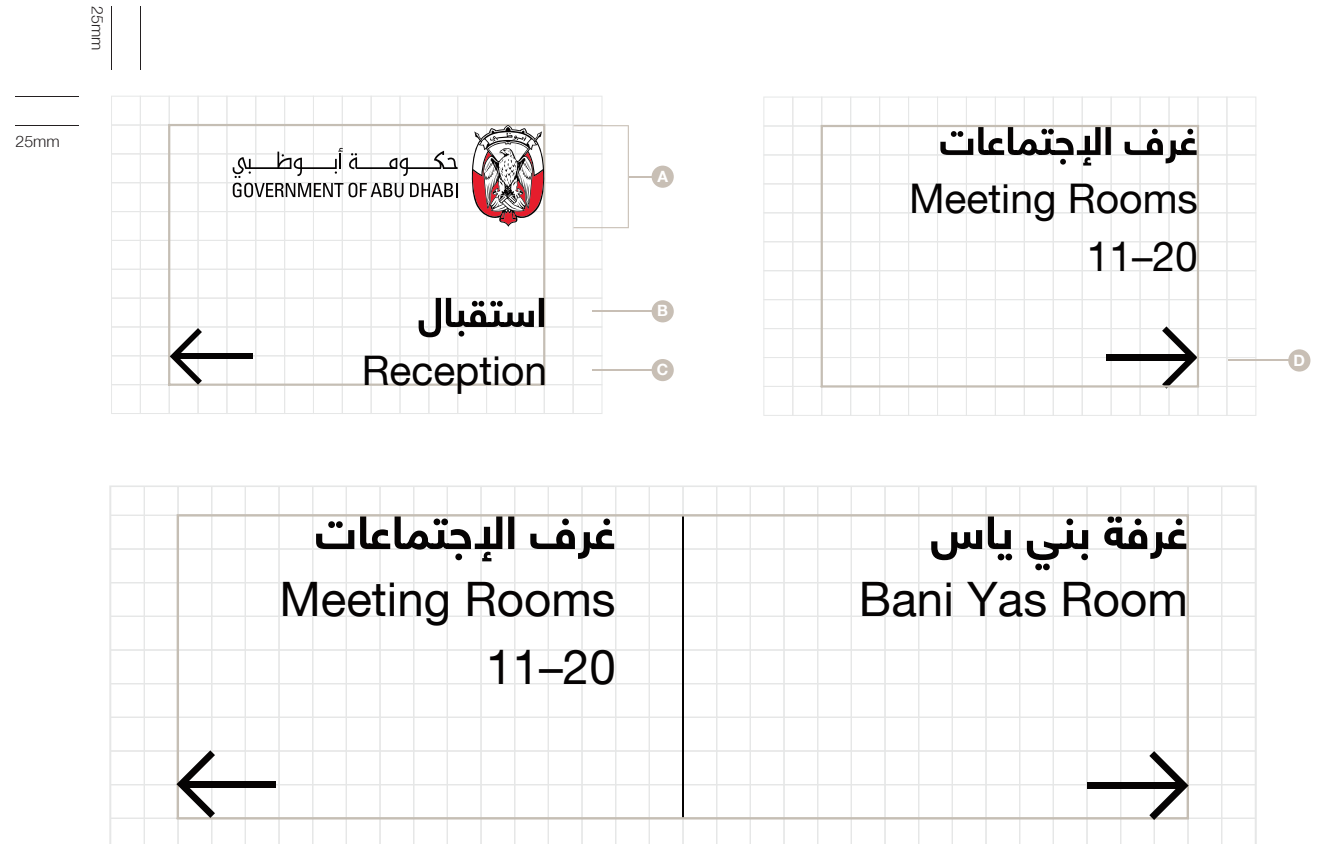
110pt

Colour: Black

Leading: 2 squares

D. Directional Arrows

Arrows are set to 15pt in a 3x2 ratio, with the arrow head 2 squares high and 1 square wide.



Signage

Small Format Grids

Small format informational and navigational signage should implement the following principles on the base grid as demonstrated opposite:

A. Room Number

Helvetica Neue LT 75 Bold
32pt
Colour: Black

B. Icon

Icons should be positioned in a 6x6 grid with one square space left around the icon bounding box (illustrated by the magenta line).

C. Arabic Text

Helvetica Neue LT Arabic 75 Bold
55pt
Colour: Black

D. English Text

Helvetica Neue LT 55 Roman
55pt
Colour: Black

E. Directional Arrows

Arrows are set to 7.5pt in a 3x2 ratio, with the arrow head 2 squares high and 1 square wide.



06

Iconography

Iconography Library

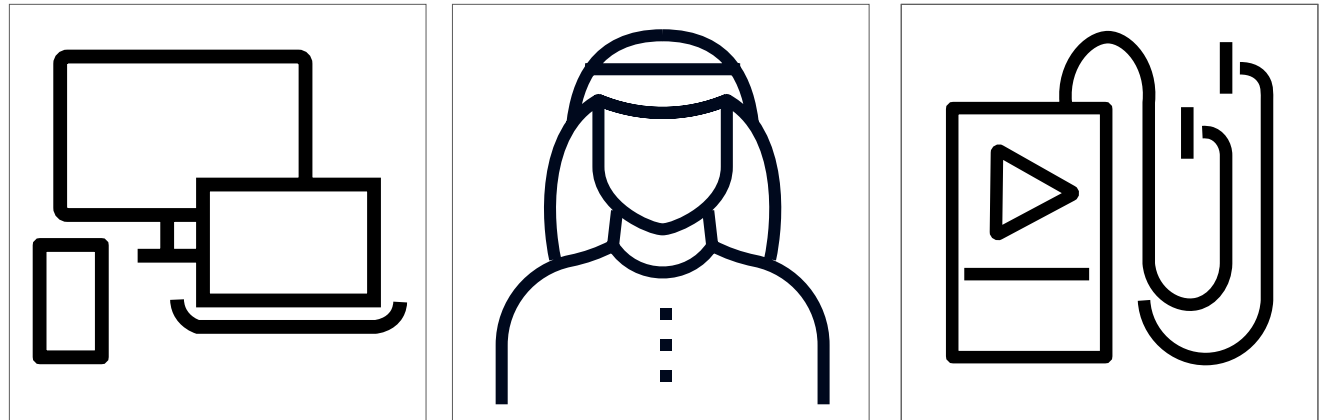
Our library of icons has been developed to support key business areas and functions we communicate including the following:

- Media
- Digital
- Economy
- Education
- Energy
- Business
- Sustainability
- Technology

Iconography provides a clear, concise visual representation of different actions or functions guiding users on a page or interface. They further provide emphasis and transcend language and cultural barriers.

For access to the Icon library please contact the Brand Support Team at the Abu Dhabi Media Office.

brand@mediaoffice.abudhabi



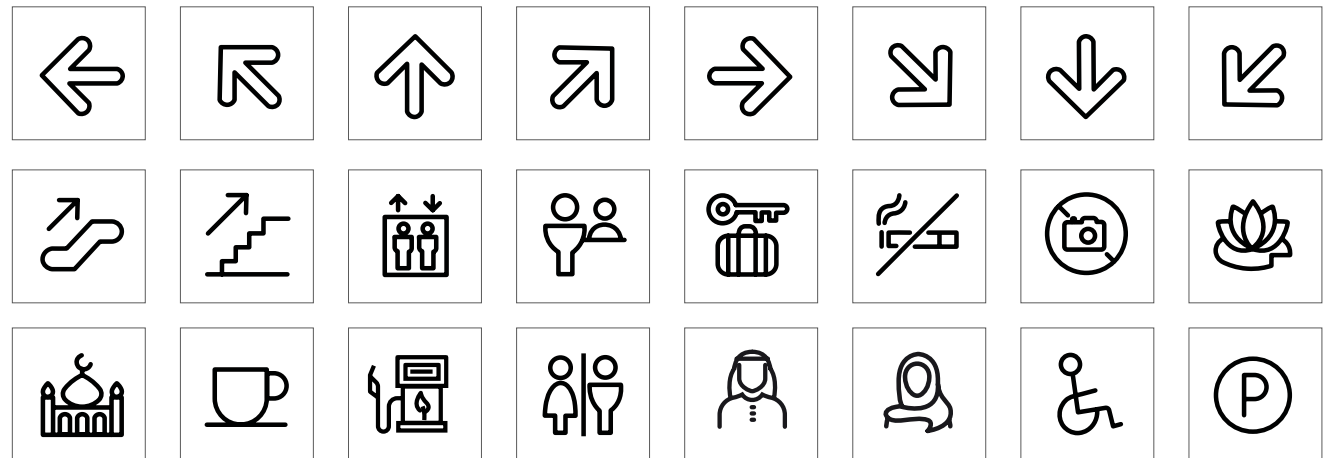
Iconography

Wayfinding

Using icons and arrows enables you to relay information to those who are unable to read or understand a particular language. Below are universal examples that can be incorporated into the signage design.

For access to the Icon library please contact the Brand Support Team at the Abu Dhabi Media Office.

brand@mediaoffice.abudhabi

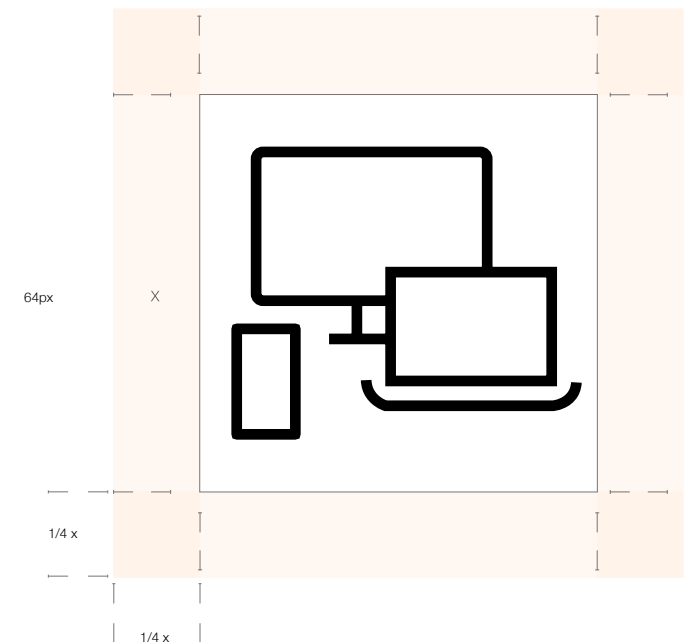
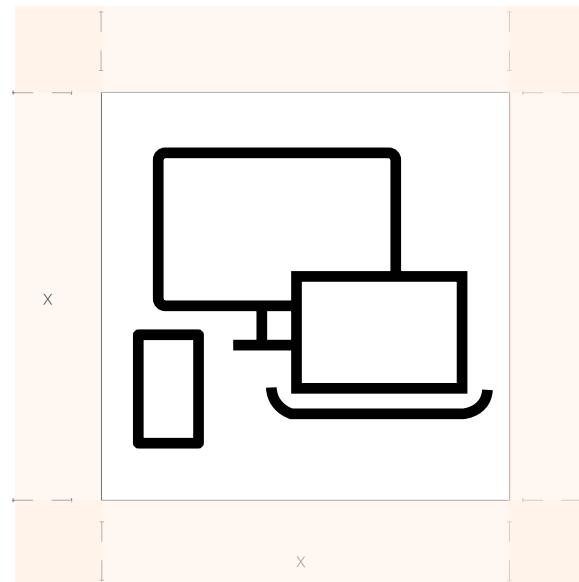


Clear Space Specification

Icons are set within a 64px square 'canvas' with a 1/4x clear space surrounding the icon as demonstrated.

Irrespective of medium, channel or format, when scaling iconography, always ensure they are scaled proportionately.

For digital application, icons should be implemented at sizes that are multiples of 64px. For example, smaller icons sizes are set to 32px and favicon or system icons set to 16px. Larger icons can be set to 128px or 256px respectively.

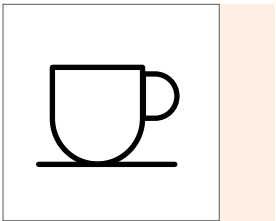


Placing Icons Specification

When implementing icons on signage, they should be aligned on the base square grid and may appear left or right aligned as demonstrated opposite.

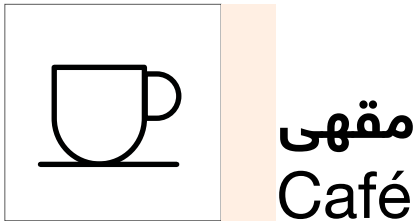
A minimum area of 'clear space' equal to 1 square of the base grid must left between the icon and typography.

Icon left aligned
Text right aligned



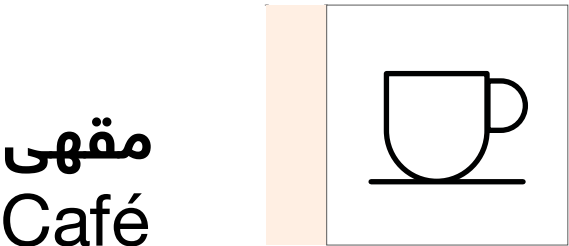
| X |
| 1/4 X |

Icon left aligned
Text left aligned



| X |
| 1/4 X |

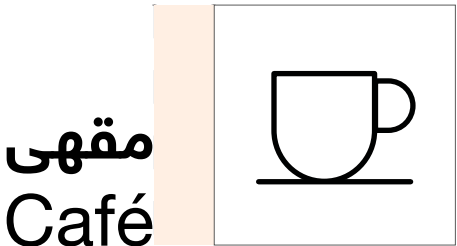
Icon right aligned
Text left aligned



| 1/4 X |

X

Icon right aligned
Text right aligned



| 1/4 X |

X

07

Imagery

Brand Imagery

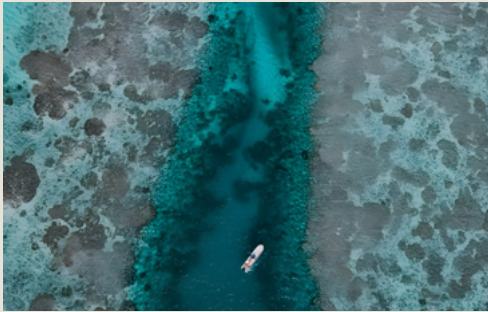
The Government of Abu Dhabi is committed to promoting respect, equality and diversity and it is important to reflect these attributes through all visual communication collateral.



Portrait and Lifestyle

The examples presented here should be used as a guide and a source of inspiration for briefing photographers or sales representations from online image libraries, on the appropriate photographic style required.

Images of people should represent the best of our community, reflective of the brand values of the emirate of Abu Dhabi and the Government of Abu Dhabi, while maintaining cultural authenticity.

**Landscape and Architecture**

The examples presented here should be used as a guide and a source of inspiration for briefing photographers or sales representations from online image libraries, on the appropriate photographic style required.

Make sure all landscape and architectural photographs are taken in the emirate of Abu Dhabi, unless the content of the communication piece depicts otherwise.



08

Brand Support

Brand Compliance and Application

All Abu Dhabi government entities are responsible for ensuring the accurate and consistent applications of the Government of Abu Dhabi identity, with the support of the Brand Support Team at the Abu Dhabi Media Office (ADMO).

Use of any stylized, animated, hand-drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and brand consistency.

All the documents that carry this brand must be aligned with the rules mentioned in the brand guidelines and pre-approved by designated brand guardians.

It is strictly required that any use of the Government of Abu Dhabi crest in any materials, whether digital or physical, must receive prior written approval from Abu Dhabi Media Office. Please send the request to **brand@mediaoffice.abudhabi**

Through the Abu Dhabi Media Office, ADGEs can officially apply for the Government of Abu Dhabi Crest.

Brand Support Team

For brand consultancy and general inquiries, or for necessary approvals required to use the Government of Abu Dhabi Brand please contact the Brand Support Team at the Abu Dhabi Media Office.

For guidance on brand applications that fall outside of the scenarios envisioned in this document, please contact the Brand Support Team at the Abu Dhabi Media Office.

brand@mediaoffice.abudhabi

Brand Support at the Abu Dhabi Media Office.
brand@mediaoffice.abudhabi

