حكـــومــة أبـــوظـــبي
GOVERNMENT OF ABU DHABI

Brand Guidelines.

Scan QR Code:

Index

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.

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

Our Mission

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

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 a 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 offfers 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.

NO——1

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.

NO——2

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

حكـــومـــة أبـــوظـــبي
GOVERNMENT OF ABU DHABI

مكتب أبوظبي التنفيذي
ABU DHABI EXECUTIVE OFFICE

المجلس التنفيذي
EXECUTIVE COUNCIL

ديـوان مـمـثـل الـحاكـم
RULER'S REPRESENTATIVE COURT
AL AIN REGION منطقة العين

ديـوان مـمـثـل الـحاكـم
RULER'S REPRESENTATIVE COURT
AL DHAFRA REGION منطقة الظفرة

Departments and Policymakers

المجلس الاستشاري الوطني
NATIONAL CONSULTATIVE COUNCIL

دائرة الـقـضـاء
JUDICIAL DEPARTMENT

دائـرة الـطـاقـة
DEPARTMENT OF ENERGY

دائـرة الـصـحـة
DEPARTMENT OF HEALTH

دائـرة الـمـالـيـة
DEPARTMENT OF FINANCE

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

دائرة الـتـنـمـيـة الاقـتـصـاديـة
DEPARTMENT OF ECONOMIC DEVELOPMENT

شرطـة أبـوظـبي
ABU DHABI POLICE

ديوان ولي العهد
CROWN PRINCE COURT

جـهـاز أبـــوظـبي لـلـمـحاسـبـة
ABU DHABI ACCOUNTABILITY AUTHORITY

دائرة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES
AND TRANSPORT

دائرة التمـكـيـن الحـكـومـي
DEPARTMENT OF GOVERNMENT ENABLEMENT

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM

دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE

دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT

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%.

GOLD FOIL 172-5 M
The preferred choice is foil blocking.
Where not possible substitute with PANTONE® 871 metallic ink.

SILVER FOIL 122 M
The preferred choice is foil blocking.
Where not possible substitute with PANTONE® 877 metallic ink.

PANTONE ® Pro Black C
PANTONE ® Pro Black U
CMYK 30 30 30 100
RGB 0 0 0
HEX #000000

PANTONE® 185 C
PANTONE® 032 U
CMYK 0 94 78 0
RGB 239 63 67
HEX #EE3E43

PANTONE® 871 C
PANTONE® 871 U
CMYK 20 25 60 25
RGB 163 145 97
HEX #A39161

METALLIC
PANTONE® 877 C
PANTONE® 877 U
CMYK 0 0 0 45
RGB 147 149 152
HEX #9D9FA2

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

HEX #4c565b
RGB 76, 86, 91
CMYK 16, 5, 0, 64
HSL 200°, 9%, 33%

HEX #2a3a3a
RGB 42, 58, 58
CMYK 28, 0, 0, 77
HSL 180°, 16%, 20%

HEX #e8e3d9
RGB 232, 227, 217
CMYK 0, 2, 6, 9
HSL 40°, 25%, 88%

HEX #c7bfb5
RGB 199, 191, 181
CMYK 0, 4, 9, 22
HSL 33°, 14%, 75%

HEX #dae3ea
RGB 218, 227, 234
CMYK 7, 3, 0, 8
HSL 206°, 28%, 89%

HEX #4b4e53
RGB 75, 78, 83
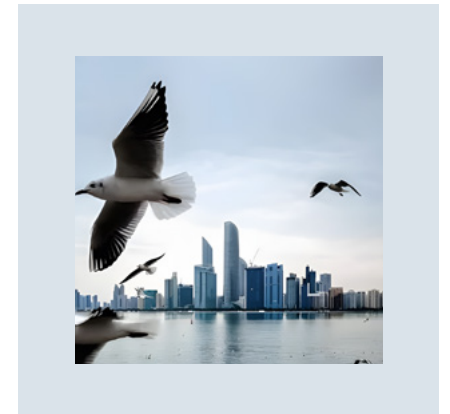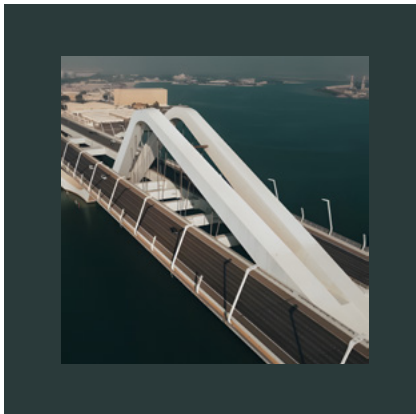CMYK 10, 6, 0, 67
HSL 218°, 5%, 31%

NO———2

Inspiration
Colour Palette
Secondary Colours

Colour Contrast
of The Secondary Colour Palette
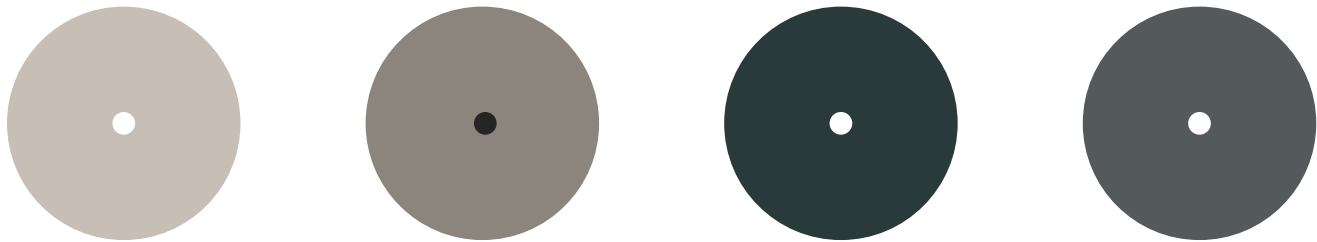
NO——1

NO——2

NO——3

NO——4

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

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

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

أبتثجحخدذرزسشصضطظعغفق كلمنهويءة

%#@¢(;:)?!&$ 0123456789

Univers 57 Condensed

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

Wordmark

Crest

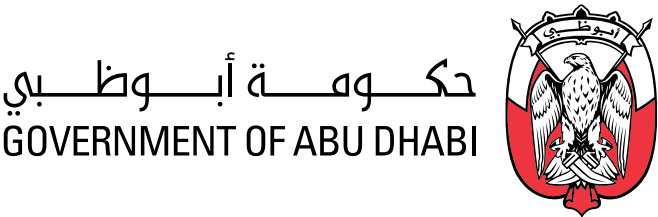حكـــومـــة أبـــوظـبي
GOVERNMENT OF ABU DHABI

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.

NO————1

حكـــــومـــــة أبـــــوظـــــبي
GOVERNMENT OF ABU DHABI

NO————2

حكـــــومـــــة أبـــــوظـــــبي
GOVERNMENT OF ABU DHABI

Horizontal Lockup
Specifications
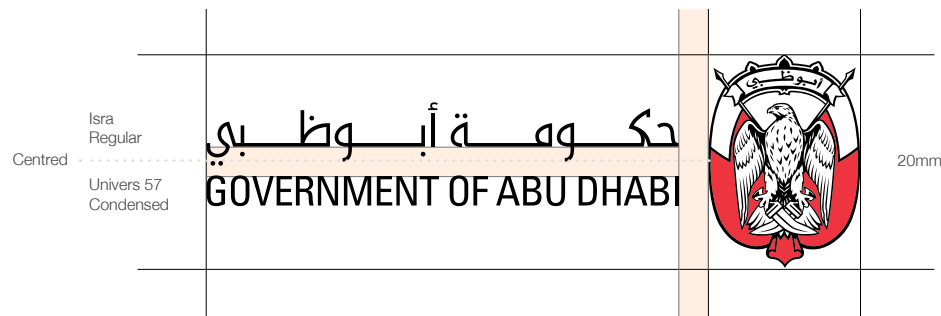

Vertical Lockup
Specifications

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.
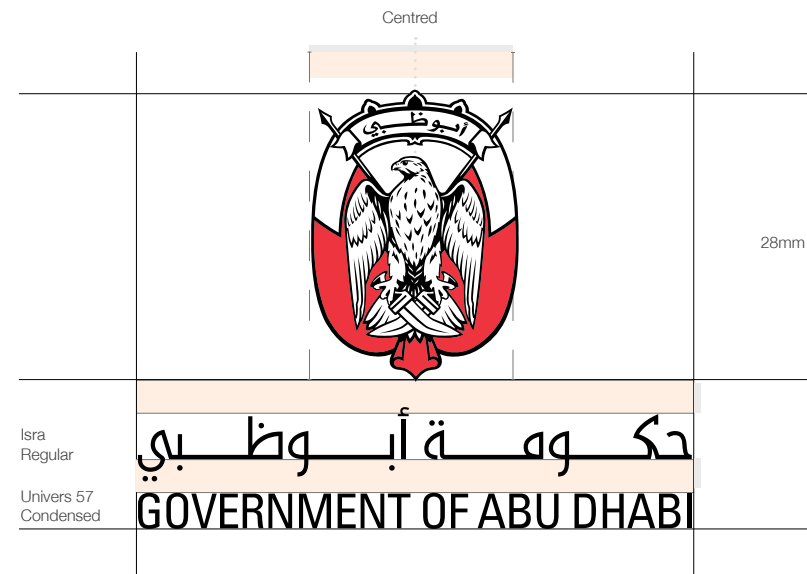
Font and Crest Size

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.

15mm

15mm
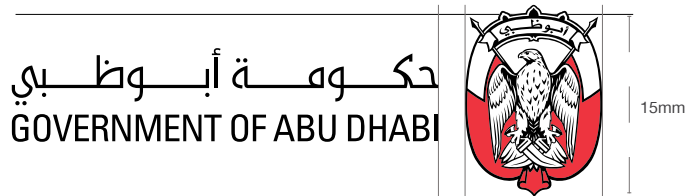
Clear Space
Specifications

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.

1/2 x

1/2 x

x

1/3 x

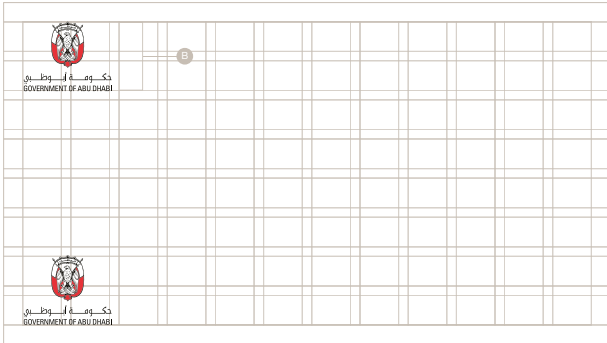1/3 x

x

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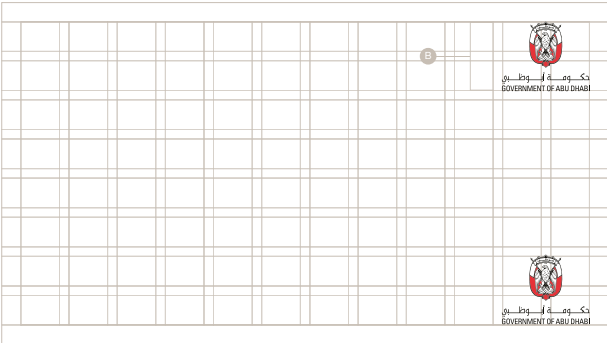
For English applications, the vertical (stacked) version of the logo should be used and positioned either top left or bottom left of the given format locked to the page margins. For PowerPoint application, the logo should be positioned in the top right corner locked to the page margins.

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
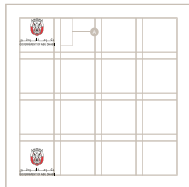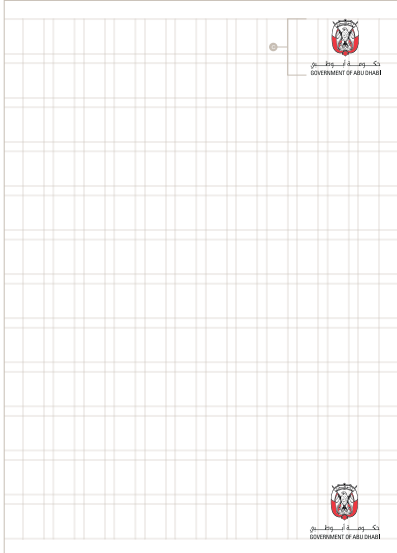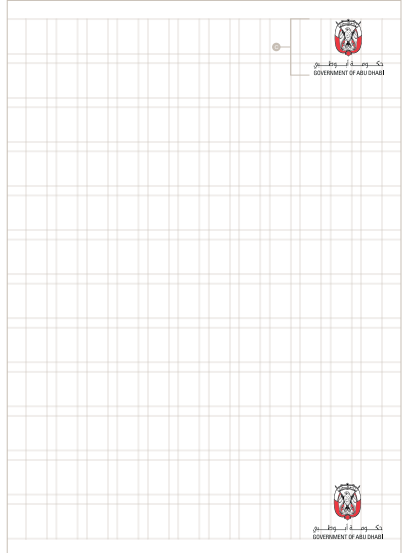
C. A4 portrait Arabic

C2. A4 portrait English

B. PowerPoint Arabic

B2. PowerPoint 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.

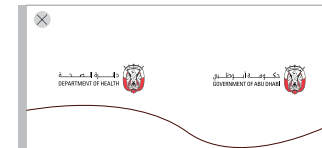DO NOT add an outlined stroke to the Wordmark.

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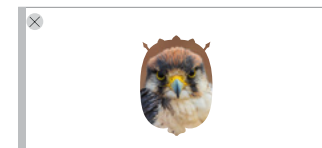
DO NOT separate the Crest from the Wordmark. Only certain applications are authorised to use the Crest in isolation. Consult with the Brand Support Team for further information.

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.
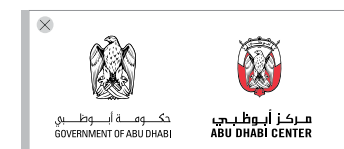
Correct Crest
Coloured Backgrounds and Images

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.

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 loosing legibility. Concept is indicative and not to scale.
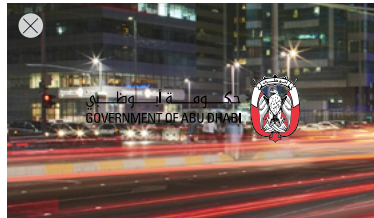
Special Material and Production Techniques

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 it's 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 $&!?(:;)¢@#%

Light	1
Roman	2
Bold	3

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.

إرشـــــــادات دليل الهوية المؤسسية

NO———1

Helvetica Neue Arabic 45 Light

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 ة

(؛:،.)+/!?@&£ 1234567890

NO———2

Helvetica Neue Arabic 55 Roman

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 ة

(؛:،.)+/!?@&£ 1234567890

NO———3

Helvetica Neue Arabic 75 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 ة**

(؛:،.)+/!?@&£ 1234567890

Digital

NO———2

Calibri Regular

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 ة

(؛:،.)+/!?@&£ 1234567890

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 ة

(؛:،.)+/!?@&£ 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

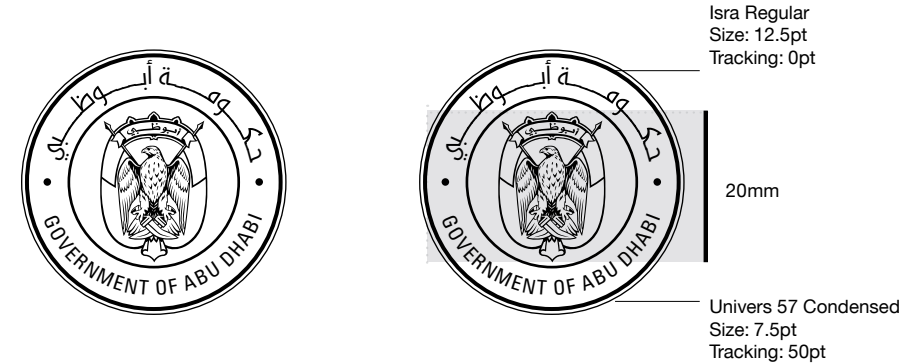Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt
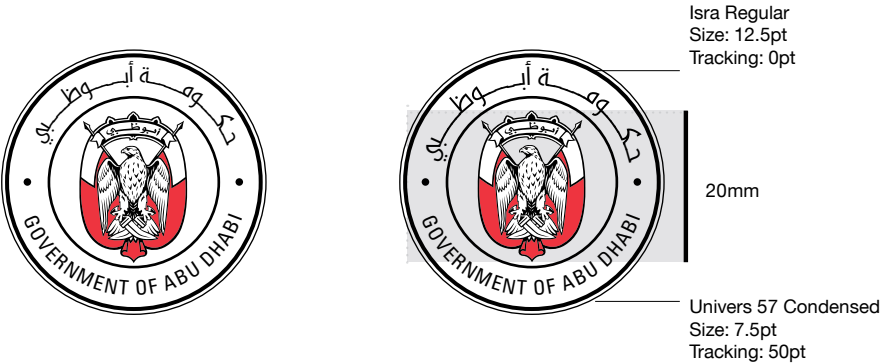
NO———2

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

Isra Regular
Size: Size: 12.5pt
Tracking: 0pt

20mm

Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt

Isra Regular
Size: 12.5pt
Tracking: 0pt

20mm

Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt
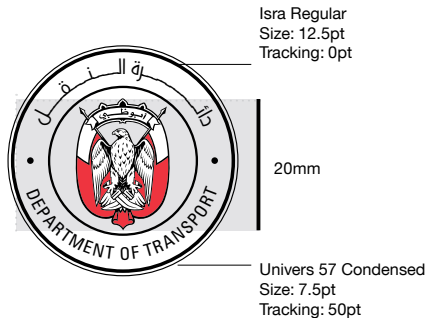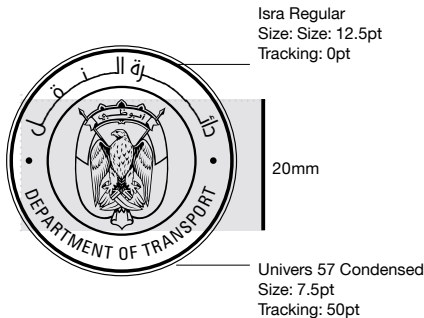
Sections Stamp
35mm diameter

Crest
15mm height

Isra Regular
Size: 12.5pt
Tracking: 0pt

15mm

Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt

Isra Regular
Size: 12.5pt
Tracking: 0pt

15mm

Univers 57 Condensed
Size: 7.5pt
Tracking: 50pt

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 (Irteo).

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	**ADRRC - Al Dhafra**
Ruler's Representative Court - Al Ain Region	**ADRRC - 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	**ADCPC**

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
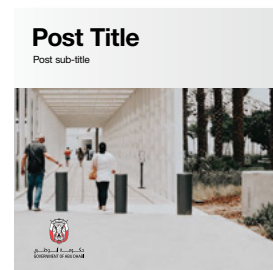4. Social Media
5. Compliment Slip
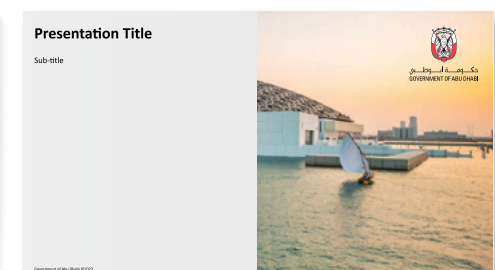6. PowerPoint

▼ 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 much 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 offcial titles such as 'His/Her Excellency' or His/Her Highness' are used, the 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. Offce building name, offce/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 so 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 envelops, 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 Offce: **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

حكـــومــة أبـــوظــبي
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

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

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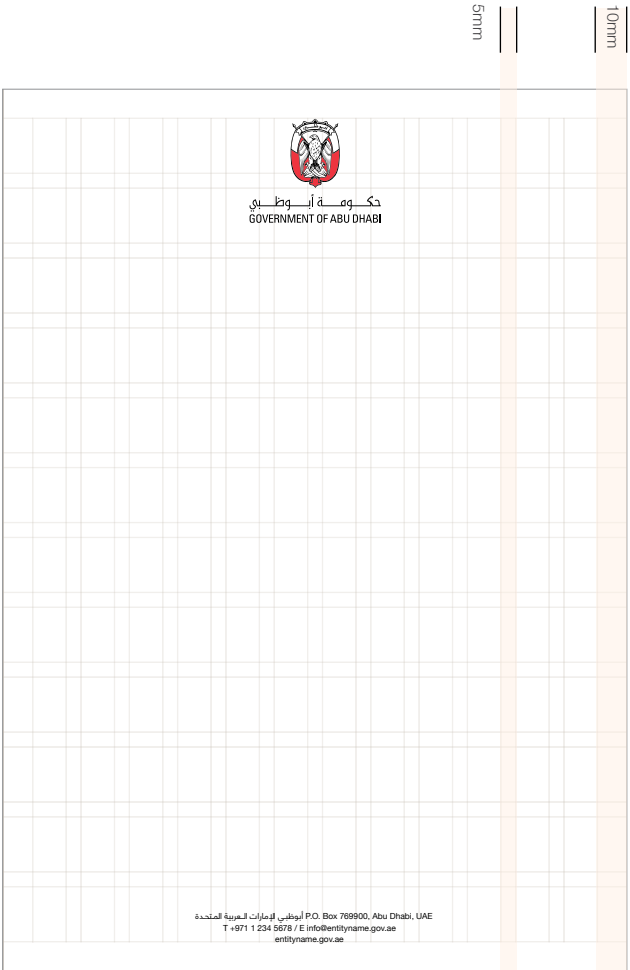
A. Arabic Address
Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

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

5mm   10mm

English: Text Aligned Left

حكــومــة أبــوظـبي
GOVERNMENT OF ABU DHABI

حكــومــة أبــوظـبي
GOVERNMENT OF ABU DHABI

Addresse
Company
Address line 1
Address line 2

Date

Dear Sir/Madam

Editibearum natet am, oditate stisima gnatem ius sequisi dolorpore cuptatendit is esciassitis sinverfero que nos illabore eum il inis essuntur accus ium quodige ndemquat es ilic temolest inis eos doluptatem de porera voluptat. Cum, net audae. Ores audipientem ipsunto taturia simus sus, omnis ipiducit, to volest, tet pore volo qui.

Heading type style
Editibearum natet am, oditate stisima gnatem ius sequisi dolorpore cuptatendit is esciassitis sinverfero que nos illabore eum il inis essuntur accus ium quodige ndemquat es ilic temolest inis eos doluptatem de porera voluptat. Cum, net audae. Ores audipientem ipsunto taturia simus sus, omnis ipiducit, to volest, tet pore volo qui.

Editibearum natet am, oditate stisima gnatem ius sequisi dolorpore cuptatendit is esciassitis sinverfero que nos illabore eum il inis essuntur accus ium quodige ndemquat es ilic temolest inis eos doluptatem de porera voluptat. Cum, net audae. Ores audipientem ipsunto taturia simus sus, omnis ipiducit, to volest, tet pore volo qui.

Yours Sincerely,
Government of Abu Dhabi

Signatory's name
Title

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

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

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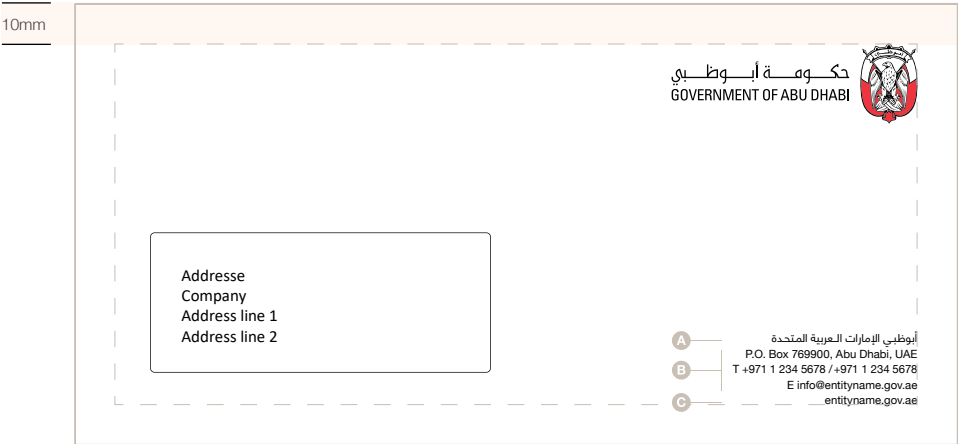Helvetica Neue LT Arabic 55 Roman
8pt/11pt
Colour: Black

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

GOVERNMENT OF ABU DHABI

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T +971 1 234 5678 / E info@entityname.gov.ae
entityname.gov.ae

GOVERNMENT OF ABU DHABI

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

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

حكـــومــــة أبـــوظـــبي
GOVERNMENT OF ABU DHABI

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

DL Envelope with window

10mm

حكـــومــــة أبـــوظـــبي
GOVERNMENT OF ABU DHABI

Addresse
Company
Address line 1
Address line 2

A — أبوظبي الإمارات العربية المتحدة
P.O. Box 769900, Abu Dhabi, UAE
B — T +971 1 234 5678 /+971 1 234 5678
E info@entityname.gov.ae
C — entityname.gov.ae

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
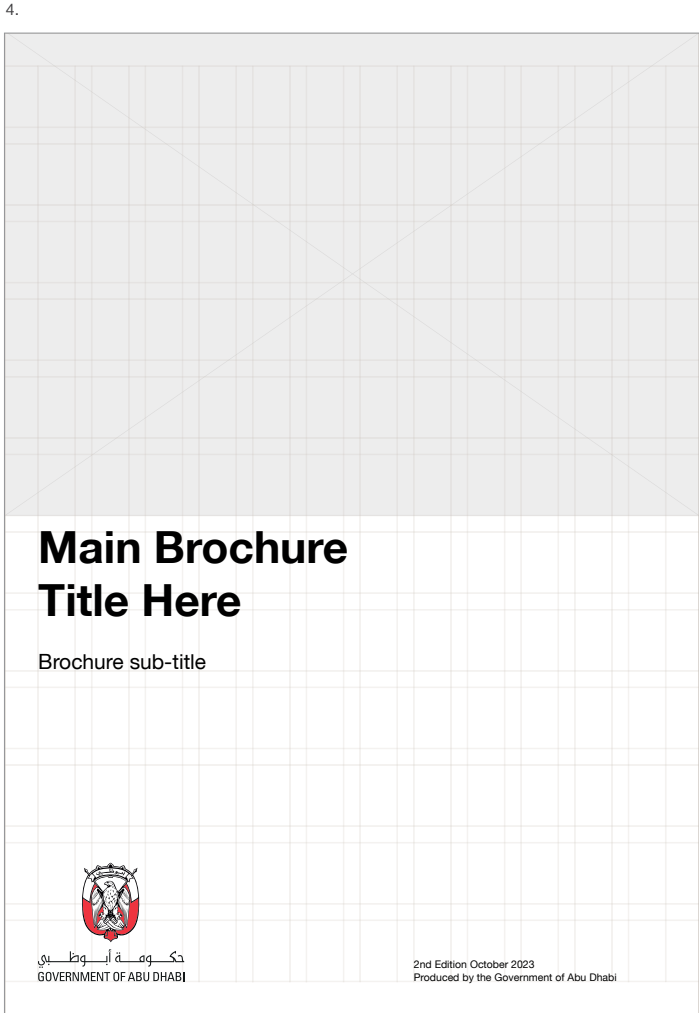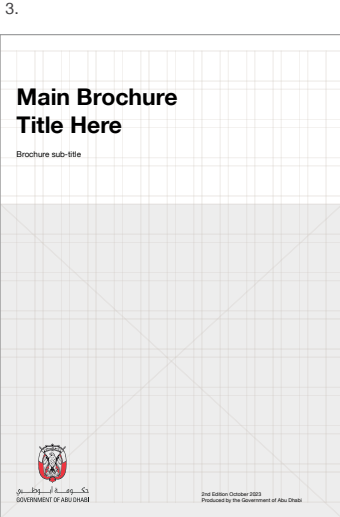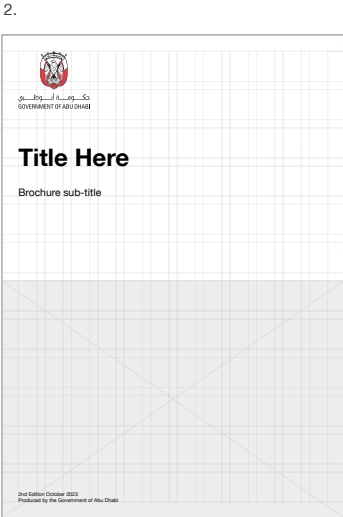Helvetica Neue LT 55 Roman
10pt/14pt
Colour: Black
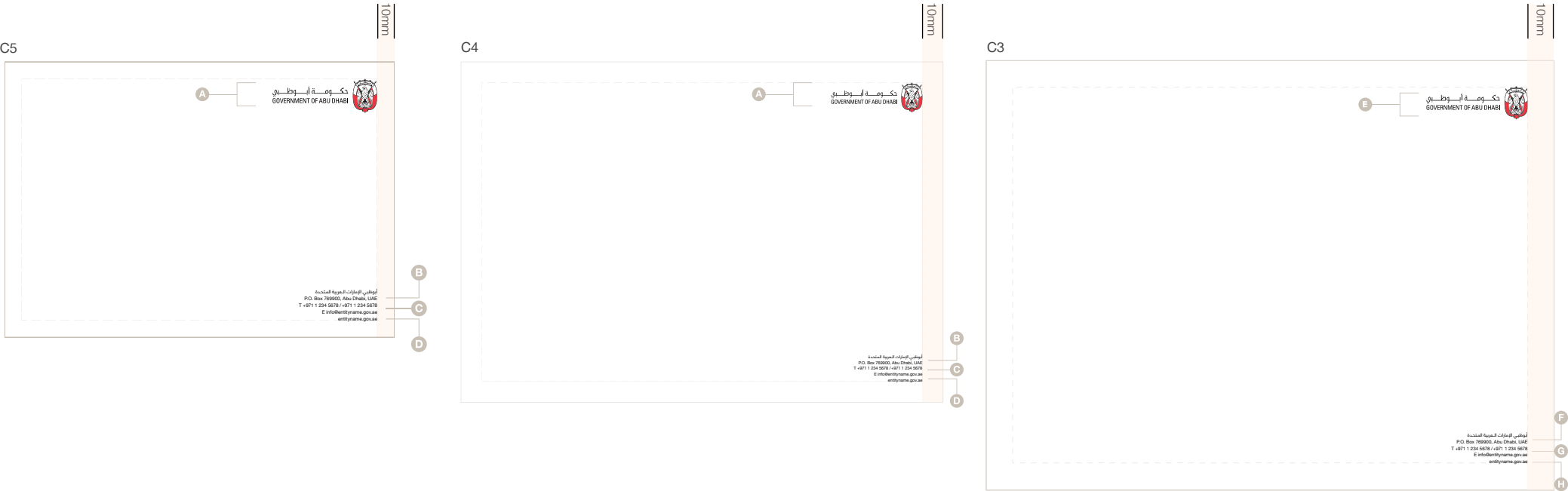
C5

C4

C3

A4 Arabic Brochure/Report
Cover Layouts

4.

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.

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

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

نموذج العنوان
الرئيسي هنا

العنوان الفرعي

1.

نموذج العنوان
الرئيسي هنا

العنوان الفرعي

2.

نموذج العنوان
الرئيسي هنا

العنوان الفرعي

3.

نموذج العنوان
الرئيسي هنا

العنوان الفرعي

الطبعة الثانية أكتوبر 2023
صدر من قبل حكومة أبوظبي

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
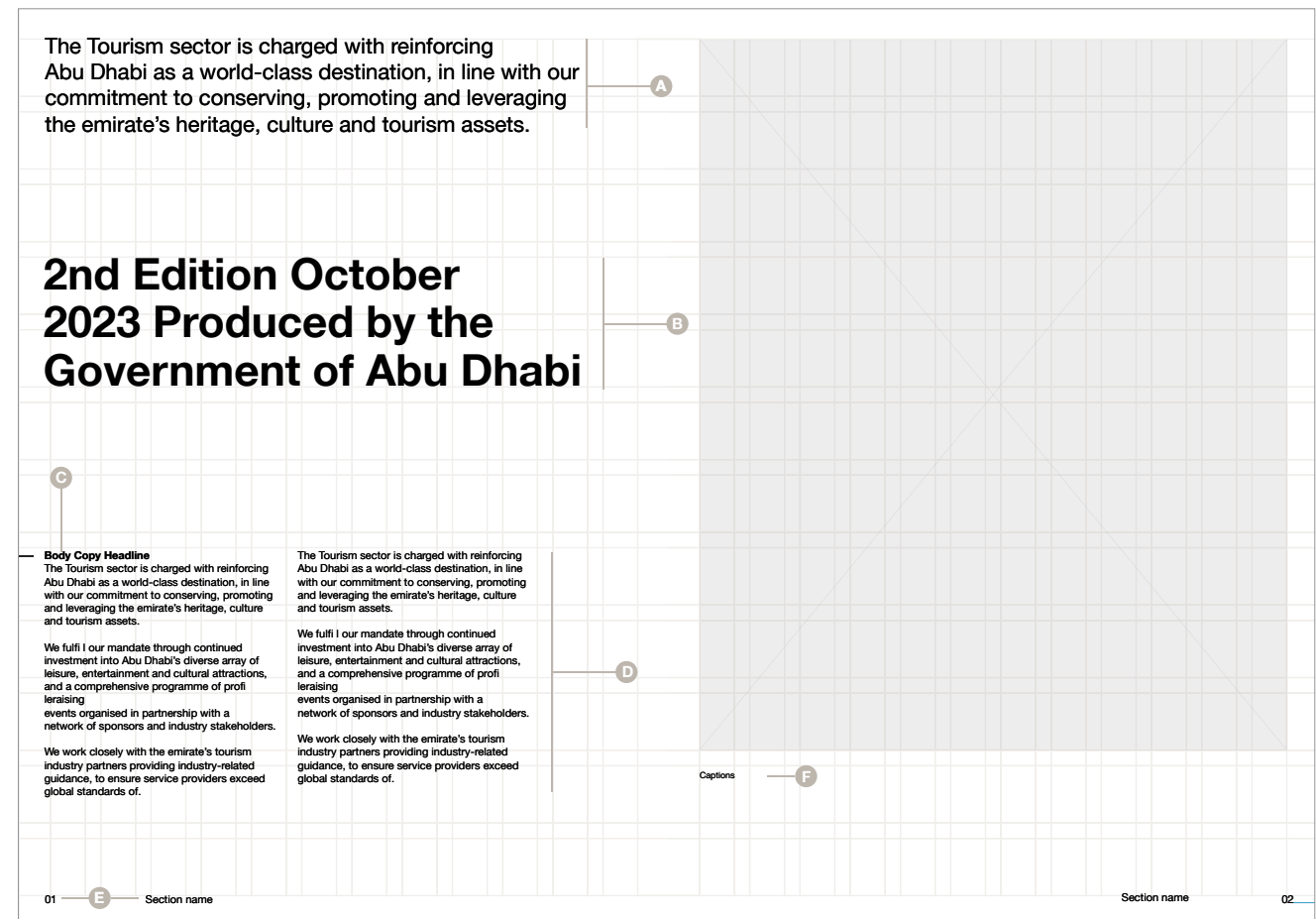Helvetica Neue LT Arabic Regular
10pt/15pt

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:

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.

الطبعة الثانية أكتوبر 2023 من إنتاج حكومة أبوظبي

العنوان
تعمل دائرة الثقافة والسياحة - أبوظبي على تنظيم القطاع السياحي والثقافي لإمارة أبوظبي وتطويره، عبر الترويج لإرثها الثقافي ومعالمها السياحية والطبيعية المتنوعة.

وتشرف الدائرة على تطوير استراتيجية سياحية شاملة للإمارة بما ينعكس إيجابا على المواطنين والمقيمين على أرضها وزوارها على حد سواء، وذلك من خلال دورها المتمثل في صياغة التشريعات والقوانين المتعلقة بالقطاع السياحي في إمارة أبوظبي، والمحافظة على إرثها الثقافي والتاريخي.

تسهم الدائرة بتحقيق التنوع الاقتصادي في أبوظبي بما يتماشى مع أهداف ورؤية أبوظبي 2023، حيث تعمل.

تعمل دائرة الثقافة والسياحة - أبوظبي على تنظيم القطاع السياحي والثقافي لإمارة أبوظبي وتطويره، عبر الترويج لإرثها الثقافي ومعالمها السياحية والطبيعية المتنوعة.

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تسهم الدائرة بتحقيق التنوع الاقتصادي في أبوظبي بما يتماشى مع أهداف ورؤية أبوظبي 2023، حيث تعمل على التنسيق مع كافة الأطراف المعنية والشركاء بهدف.

التوضيحية

02   اسم القسم

اسم القسم   01

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.

الطبعة الثانية أكتوبر 2023
من إنتاج حكومة أبوظبي

تعمل دائرة الثقافة والسياحة وفق أهداف واضحة للحفاظ

الطبعة الثانية أكتوبر
2023 من إنتاج
حكومة أبوظبي

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.

الطبعة الثانية أكتوبر 2023
من إنتاج حكومة أبوظبي

تعمل دائرة الثقافة والسياحة وفق أهداف واضحة للحفاظ
على التراث الثقافي وتعزيز مكانة أبوظبي كوجهة سياحية

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

1.

GOVERNMENT OF ABU DHABI

Main Brochure Title Here
Brochure sub-title

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

2.

GOVERNMENT OF ABU DHABI

Title Here
Brochure sub-title

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

3.

Main Brochure Title Here
Brochure sub-title

GOVERNMENT OF ABU DHABI

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

4.

Main Brochure Title Here

Brochure sub-title

GOVERNMENT OF ABU DHABI

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

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:

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 fulfi l our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profi leraising
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 fulfi l our mandate through continued investment into Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profi leraising
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 Ⓕ

01 Ⓔ Section name   Section name   02

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.

2nd Edition October 2023 Produced by the Government

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

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

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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

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

01   Section name   Section name   02

PowerPoint Cover
Bi-Lingual

3/4 Full Bleed Image   1

50:50 Horizontal Split   2

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.
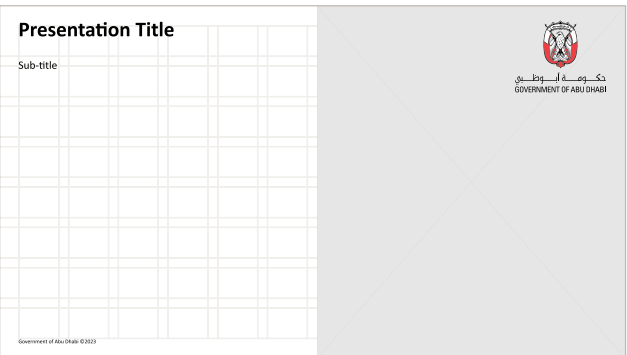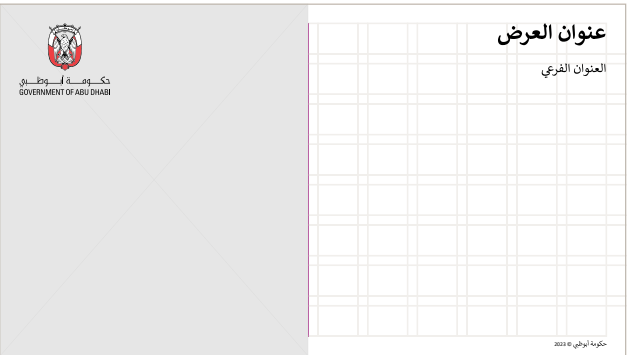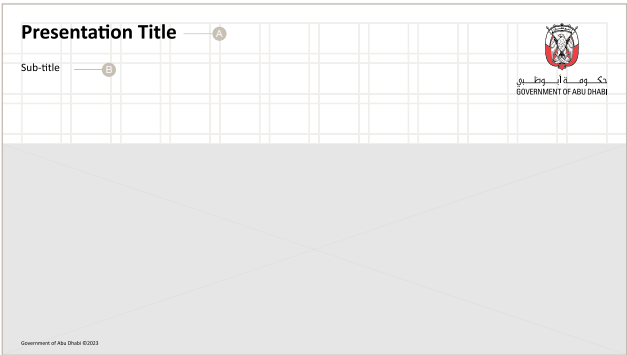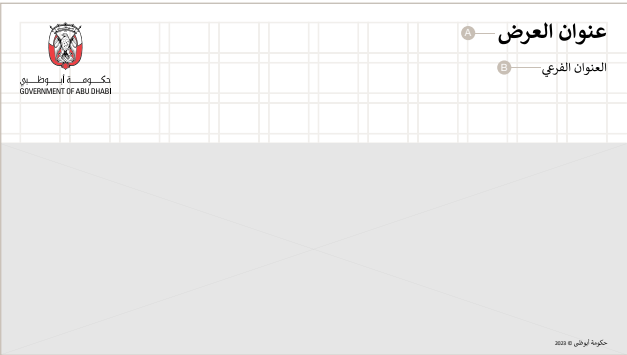
A. Headline
Calibri Bold
80—100px

NO———1

B. Sub-Headline
Calibri Regular
40—50px

Note:
All digital communications use
Calibri Bold and Regular

NO———2

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
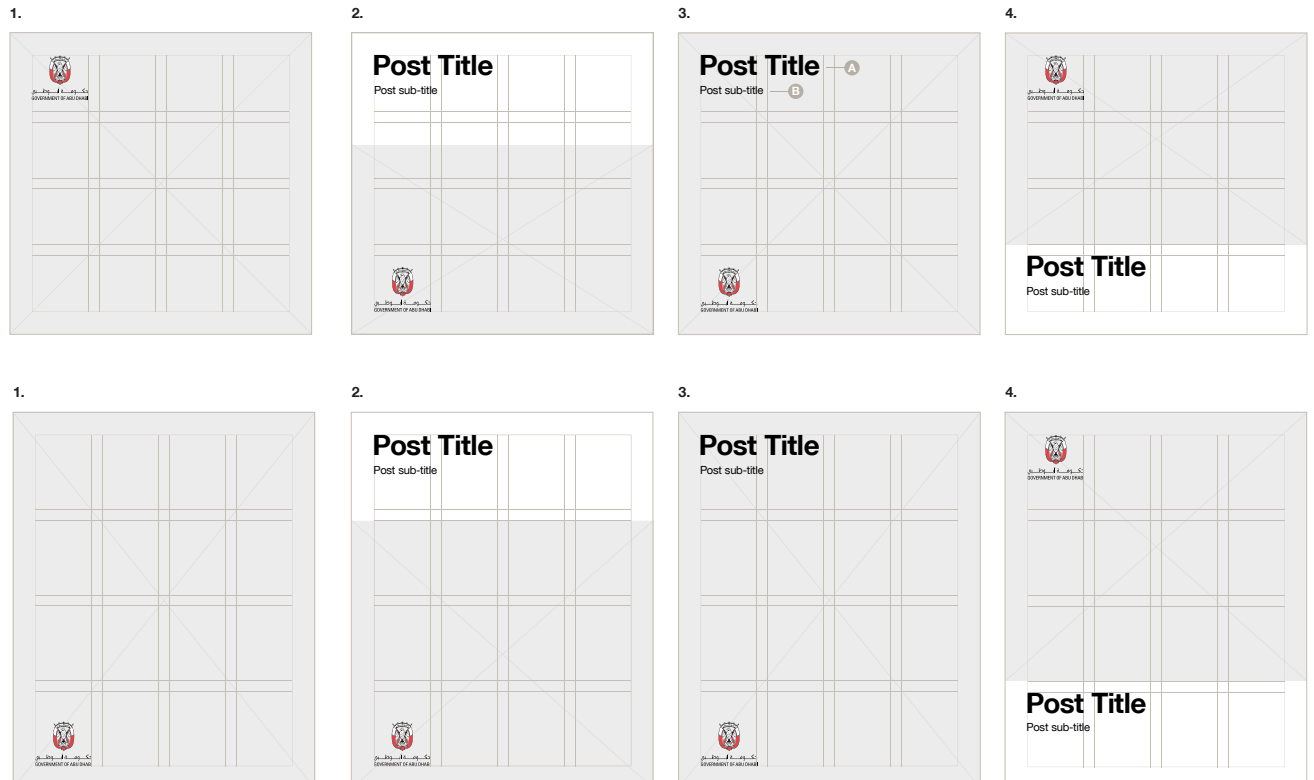
Website Logo
Treatment

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 guidline for the webiste on the sectors color

76px

76px

NO———1
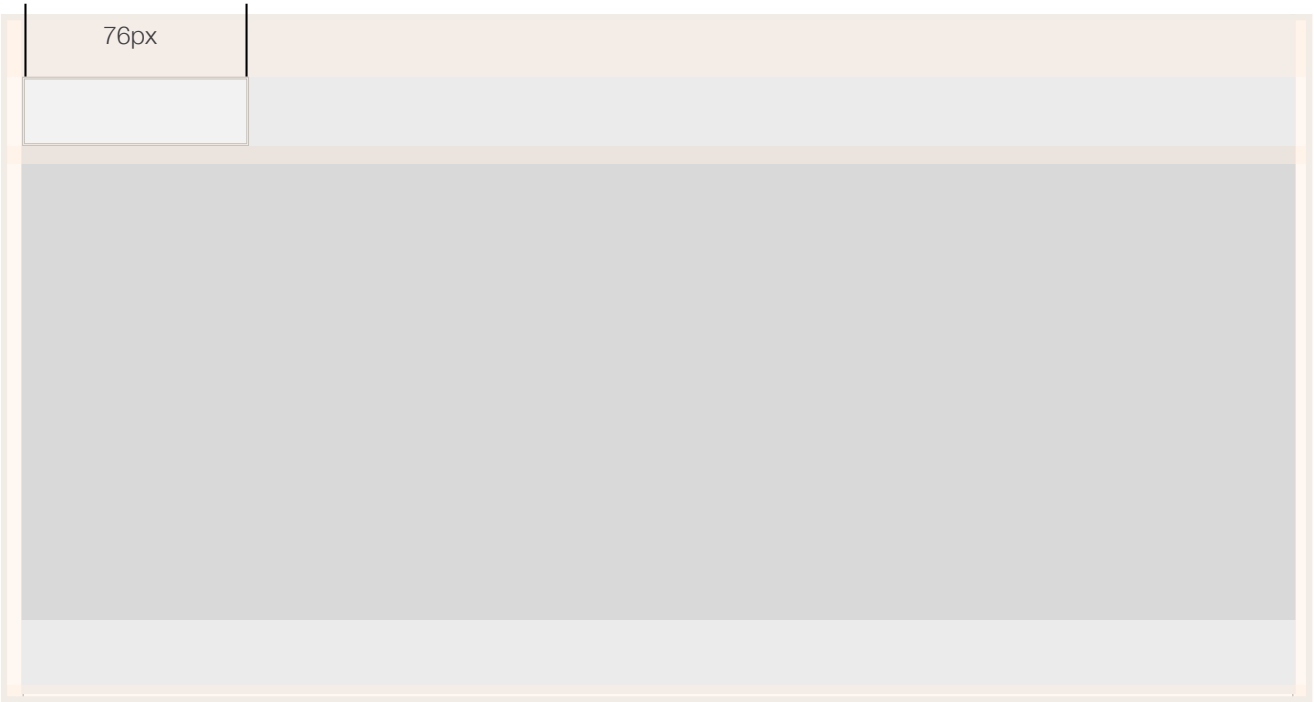
NO———2

Social Media
Profiles

Profile Picture   1

Bio   2

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.

NO————1

NO————2
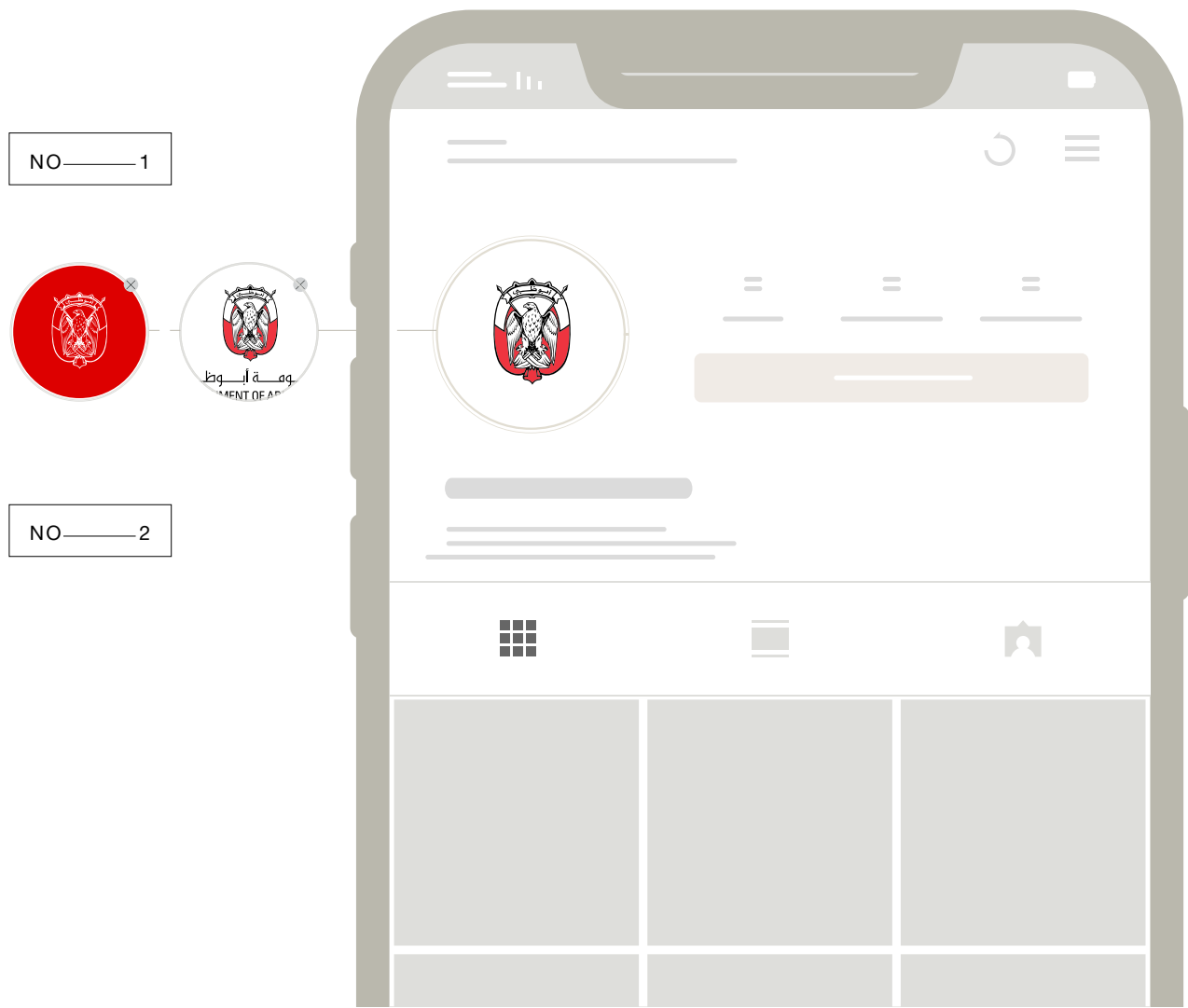
Mobile Applications

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.

حكـــومــــة أبـــوظــبي
GOVERNMENT OF ABU DHABI

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
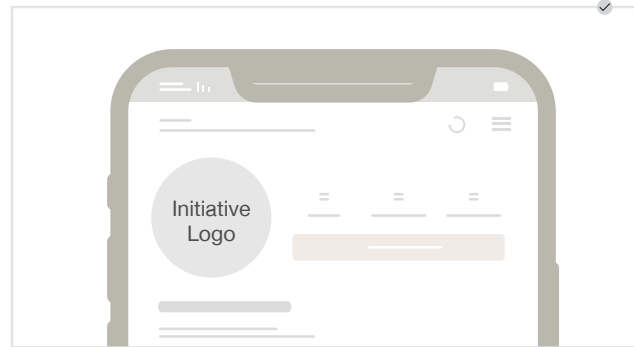
Use the full-colour logomark for official profile display pictures.
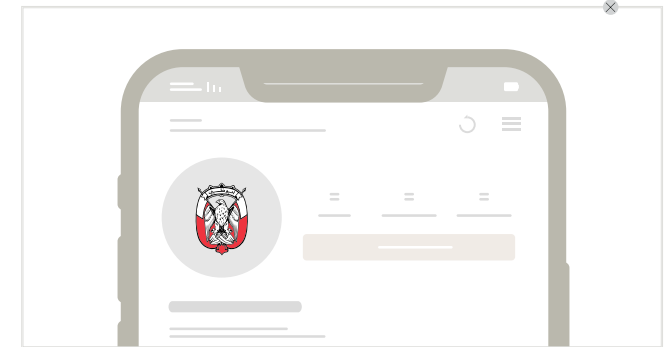
Do not use the government crest as the display picture for any platform.
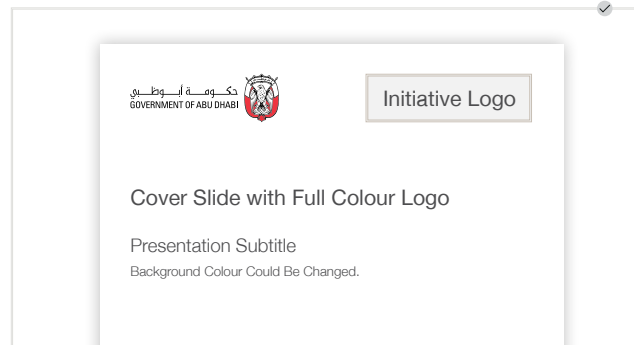
Items where initiatives must use the government crest strictly as specified in this guideline.
• Microsite header co-branding.
• Certificates.
• MOU signing
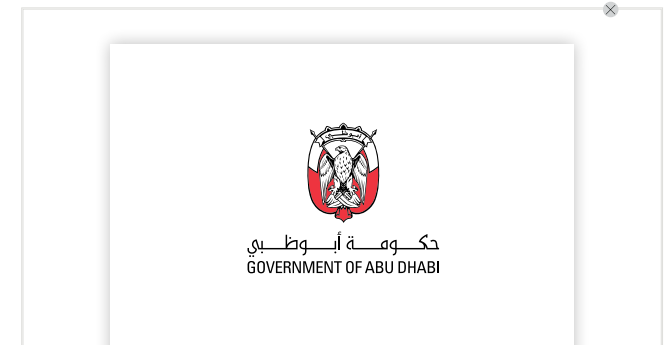
Incorrect Applications Items where initiatives are prohibited from using the government crest.
• Paper bags and gift items.
• Vehicles.
• Digital ad banners.
• Social media.
• Co-branding.
• Desktop screens

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

0.5 X

Visually 100%

حكـــومـــة أبـــوظبـي
GOVERNMENT OF ABU DHABI

X
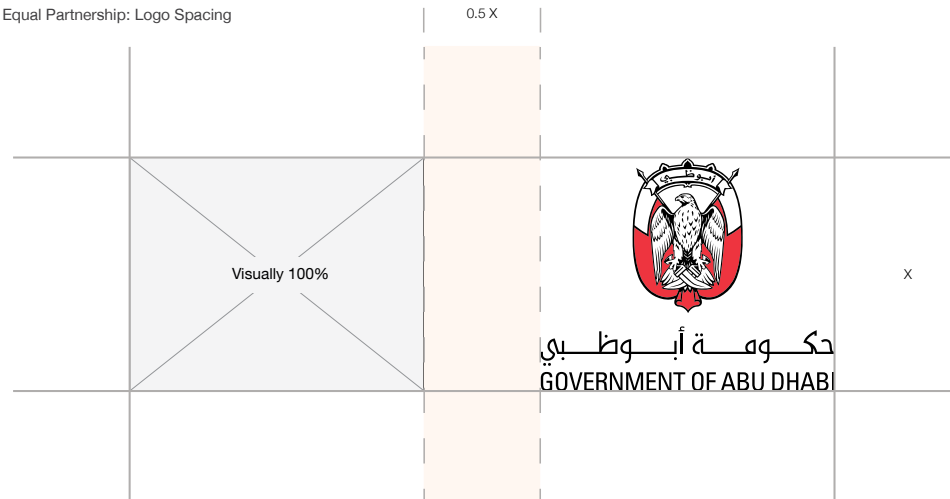
Sub-brand Dominant: Scaling Partner Brand(s)

Visually 50%

حكـــومـــة أبـــوظبـي
GOVERNMENT OF ABU DHABI

X
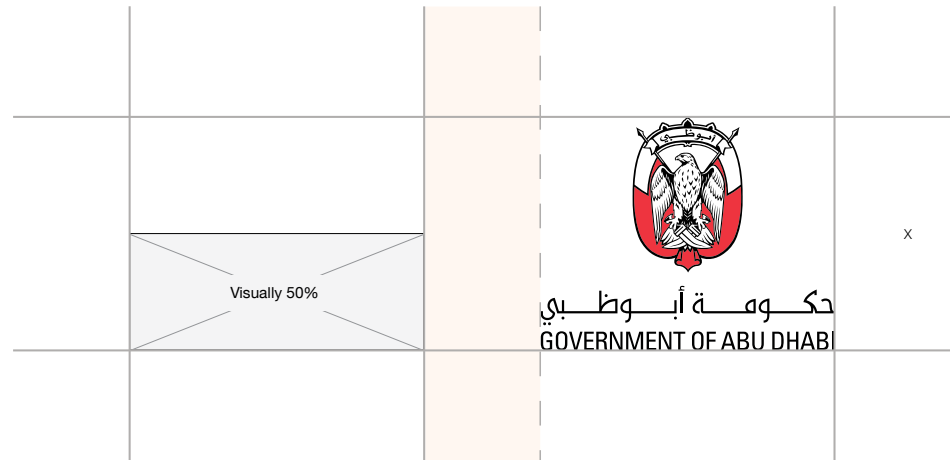
Co-Branding
Abu Dhabi Entity Dominant

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
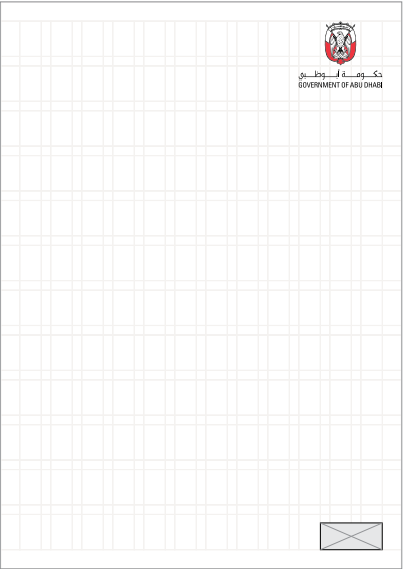
The example above demonstrates the scale and placement of assets (brand identity and partner logo) ensuring clarity with respect to 'ownership' of the program or initiative.
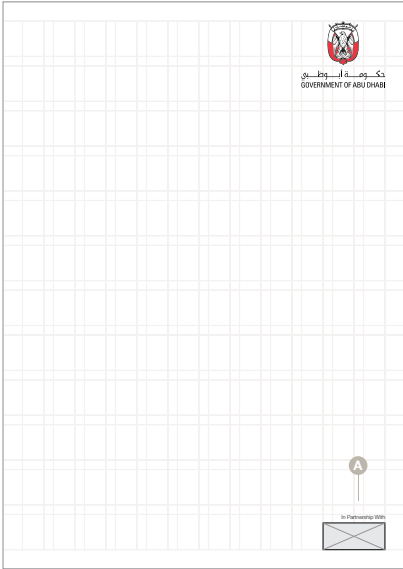
In those instances where further explanation is required about the relative role of the partner – it may be illustrated with the inclusion of a copy line such as 'In Partnership With'.
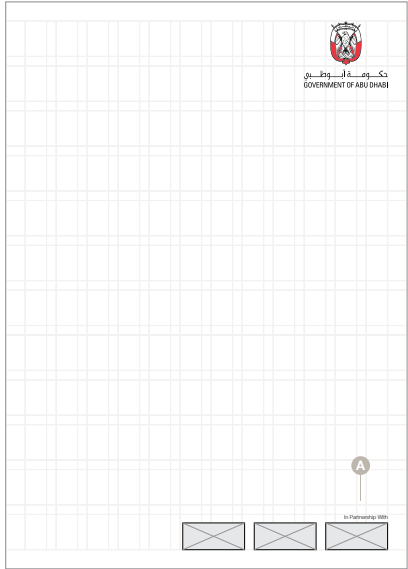
In those instances where there are multiple partners, the partner identities should be aligned bottom right, with a 5mm (on an A4 format) clear space between the logos. For larger formats, this specification should be scaled proportionately.

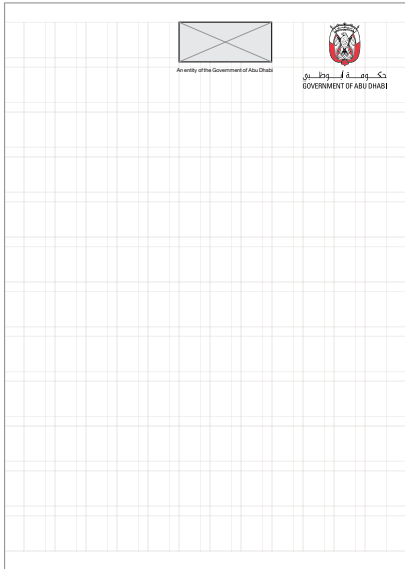# Co-Branding
Equal Ownership

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
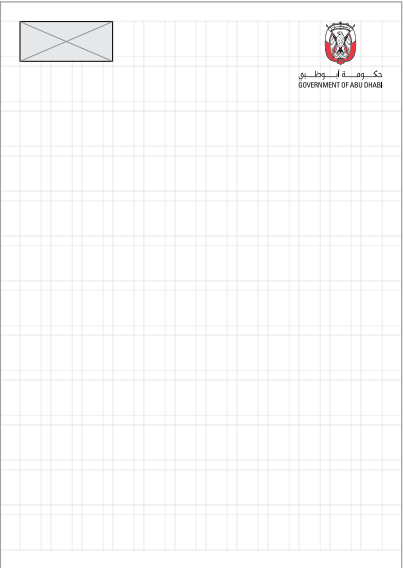
The example above demonstrates an equal partnership where the respective identities are visually equal in size. The partner logo may be positioned top left or bottom right of the given format aligned to the base grid.
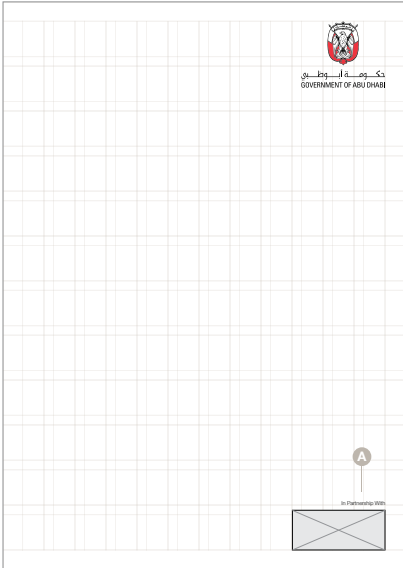
In those instances where further explanation is required about the relative role of the partner – it may be illustrated with the inclusion of a copy line such as 'In Partnership With'.
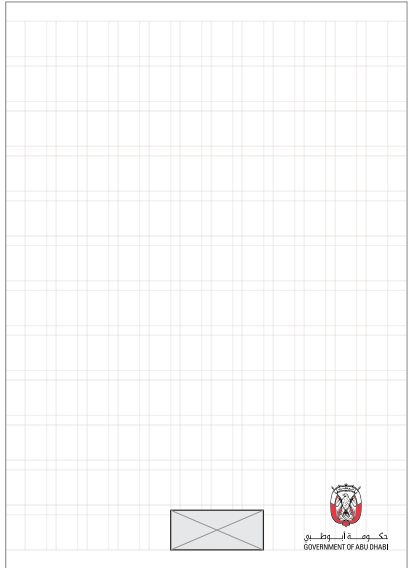
In those instances in which there is a requirement to position sub-brand identities alongside the partner logo, they should be positioned bottom right as demonstrated below.

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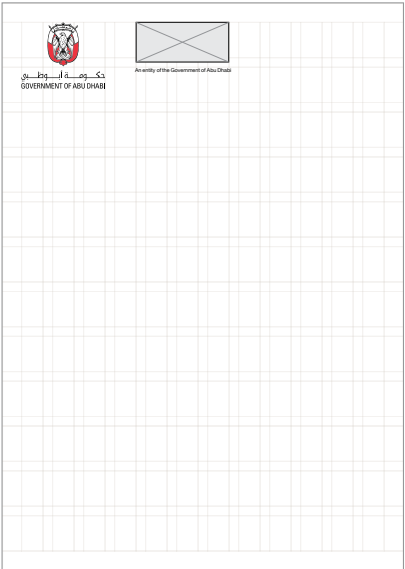
The example above demonstrates an internal equal partnership where the respective identities are visually equal in size. The internal entity logo may be positioned top left, top right or bottom right of the given format aligned to the base grid.

The following endorsement copy line should be included: 'An entity of the Government of Abu Dhabi'.
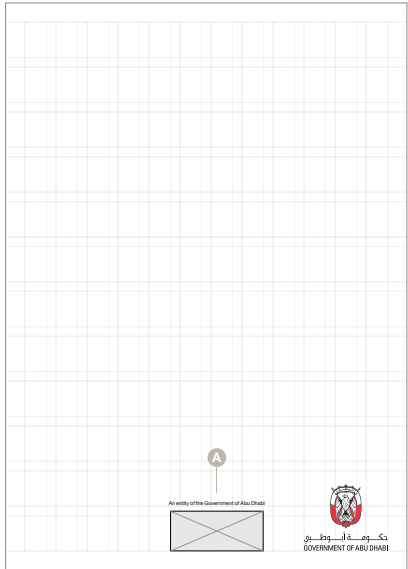
Co-Branding
Partner Dominant

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'.

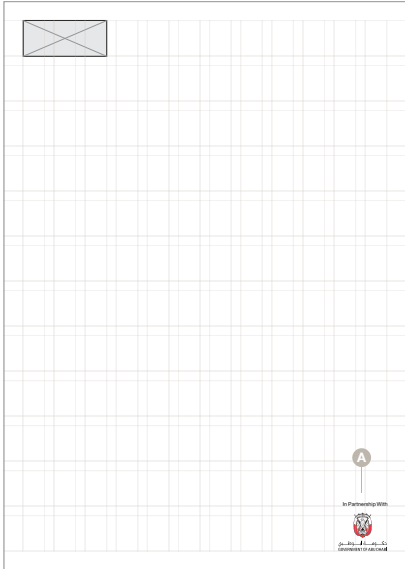**A. Endorsement text**
Helvetica Neue LT 55 Roman
8pt
Colour: Black

Crest
Minimum Size (height)
Print: 12mm Digital: 35px
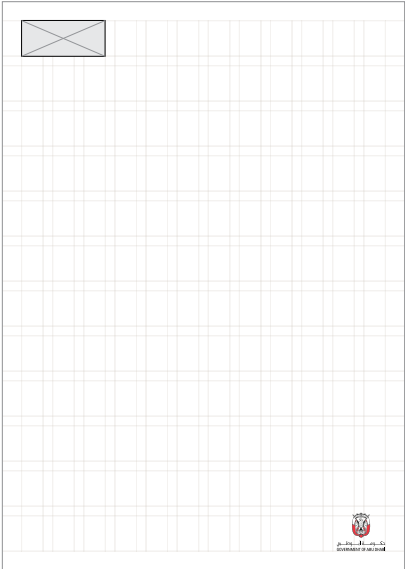
The example above demonstrates the relative scale relationship between the partner dominant brand and sub-brand identity as an endorsement.

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'.
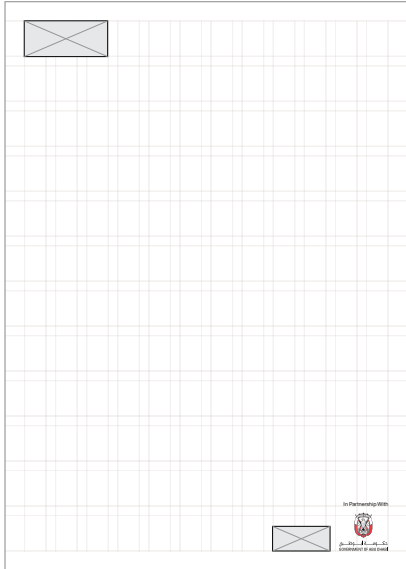
In those instances where a partner leads the initiative but there are multiple endorsers, the lead partner should be positioned top left or right. Endorser identities should be positioned at the bottom of the given format with 5mm (on an A4 format) clear space between the 'endorser' logos. For larger formats, this specification should be scaled proportionately.
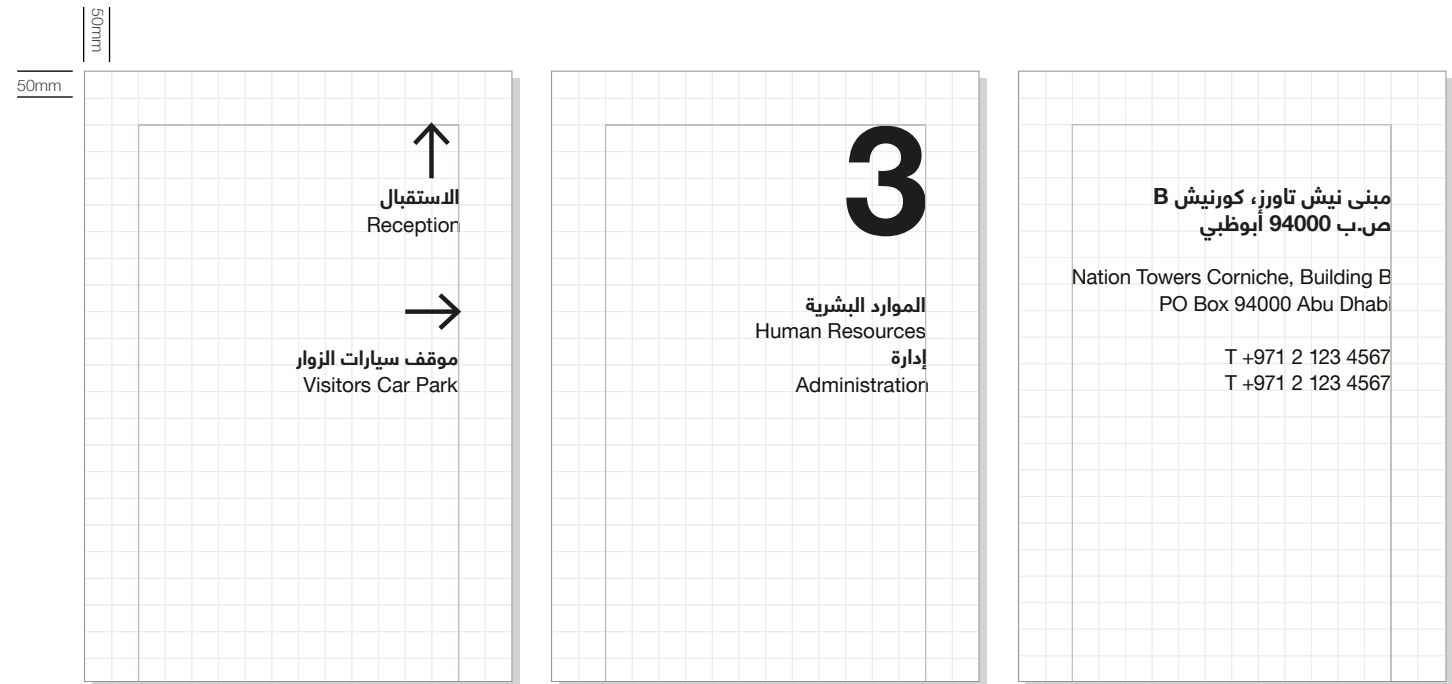
05

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 Boldis 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.

50mm

50mm

الاستقبال
Reception

موقف سيارات الزوار
Visitors Car Park

3

الموارد البشرية
Human Resources
إدارة
Administration

مبنى نيش تاورز، كورنيش B
ص.ب 94000 أبوظبي

Nation Towers Corniche, Building B
PO Box 94000 Abu Dhabi

T +971 2 123 4567
T +971 2 123 4567

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 keyline of 30pt.

L. Warnings
Warnings and important information can also be set in All Caps.
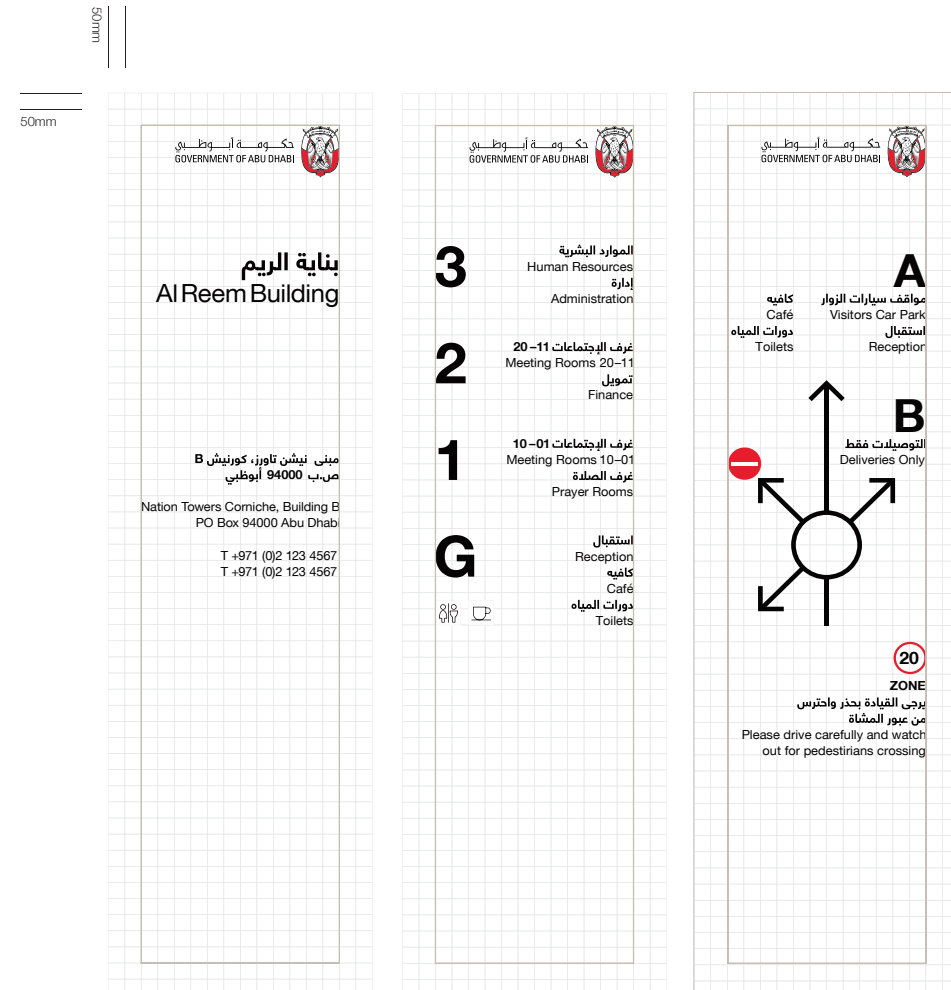
Signage
Medium Format Grids

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

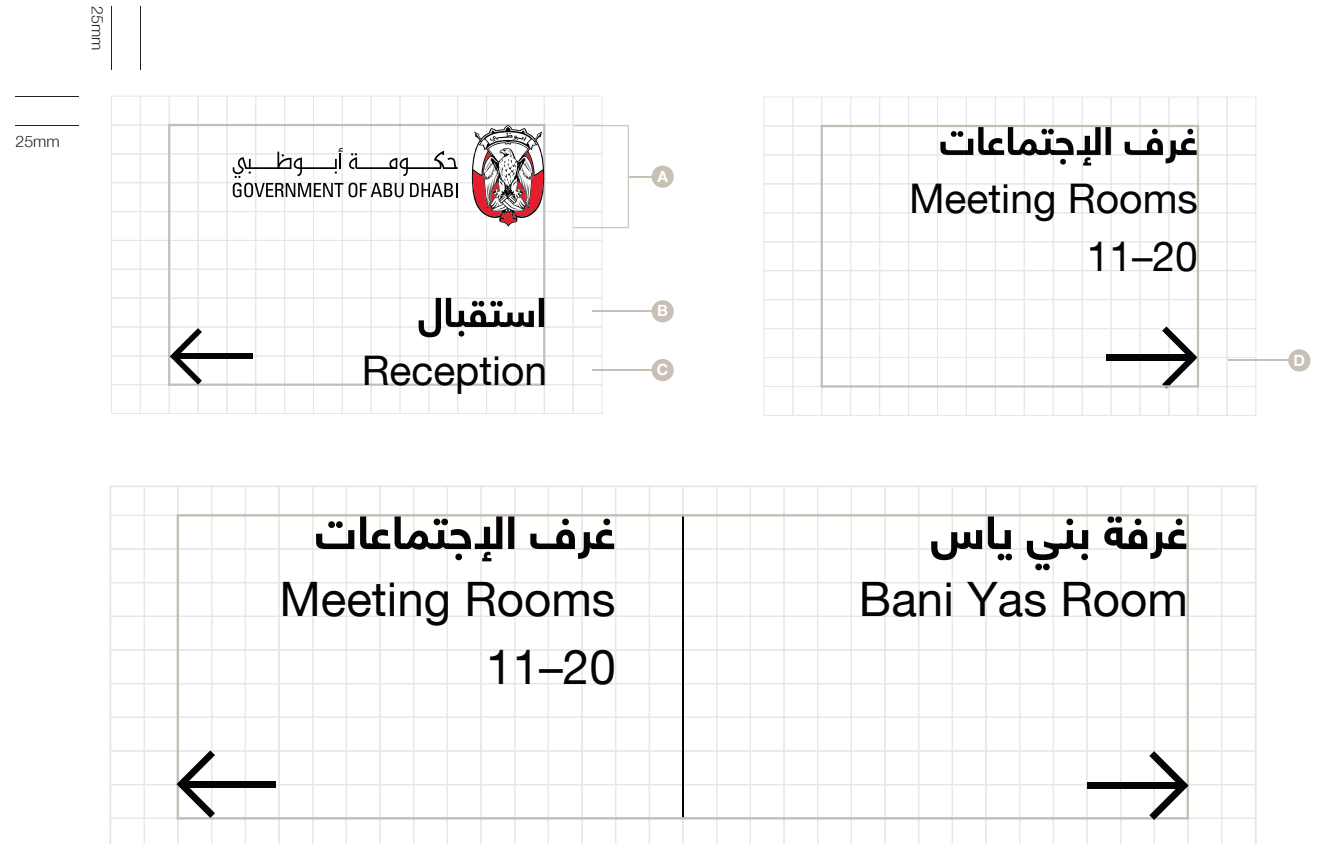**C. English Text**
Helvetica Neue LT 55 Roman
110pt
Colour: Black
Leading: 2 squares

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.

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
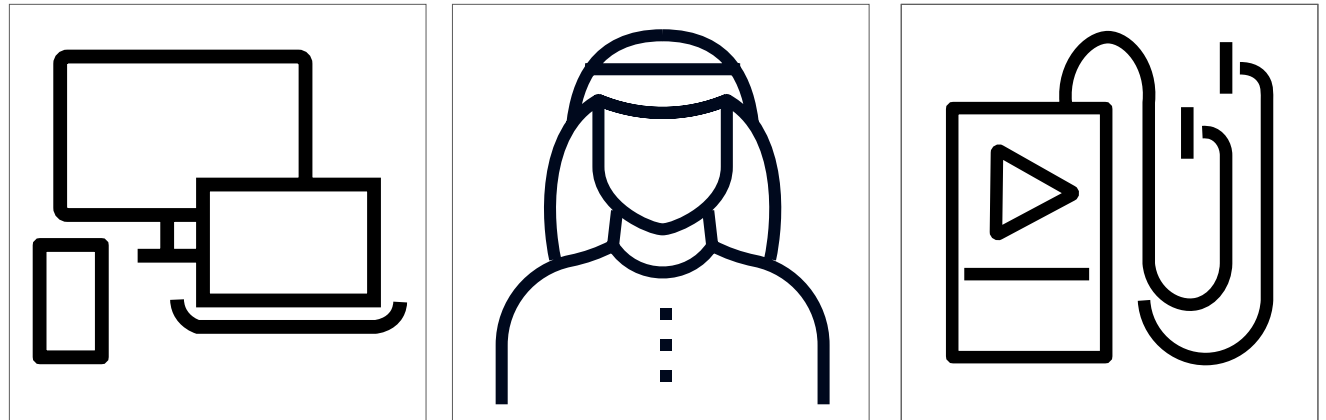
Iconography
Wayfinding

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
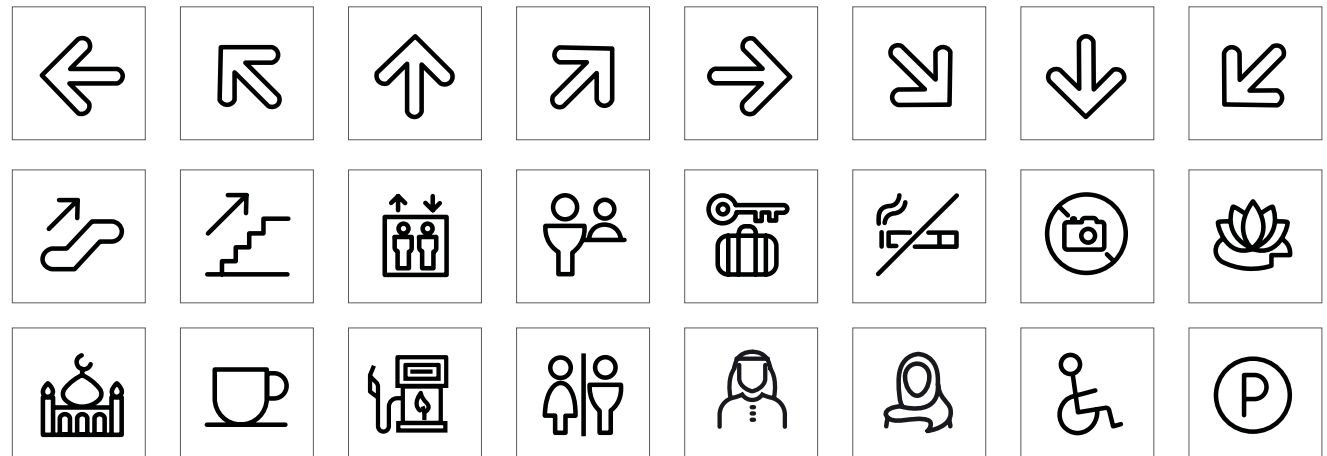
Clear Space
Specification

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.
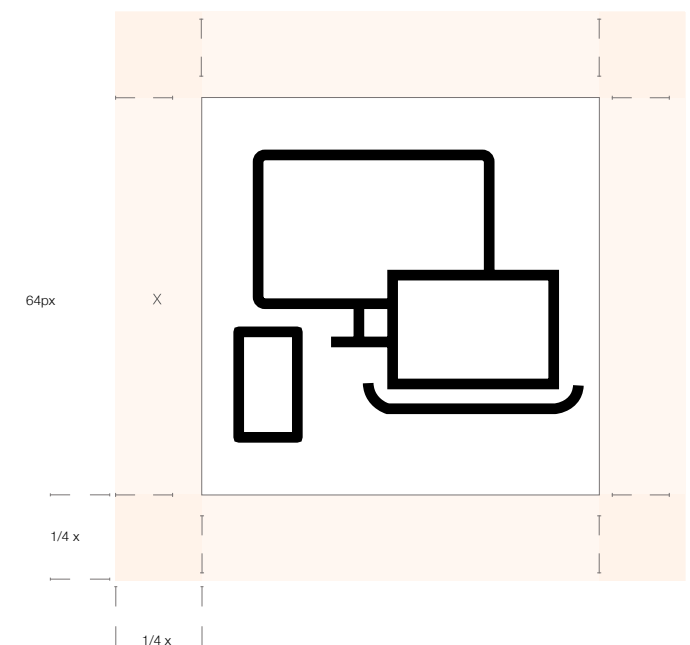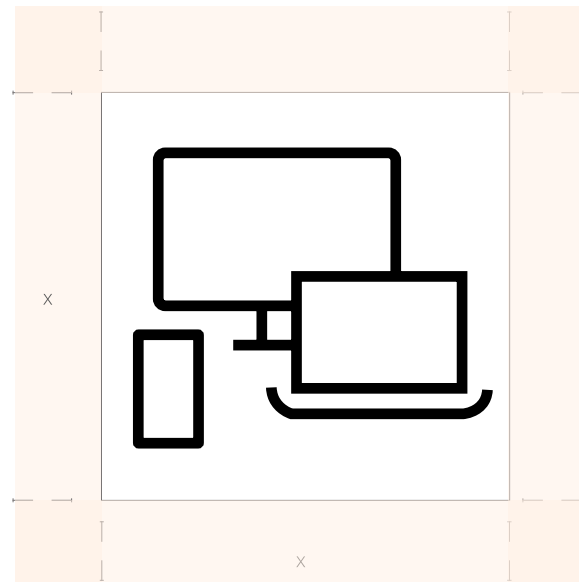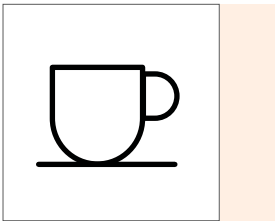
Placing Icons
Specification

When implementing icons on signage, they should be aligned on the base square grid and may appear left or right aligned as demonstrated opposite.
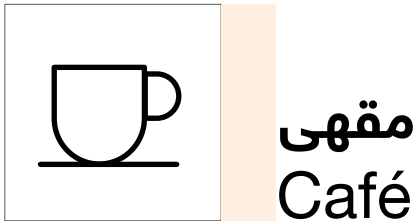
A minimum area of 'clear space' equal to 1 square of the base grid must left between the icon and typography.
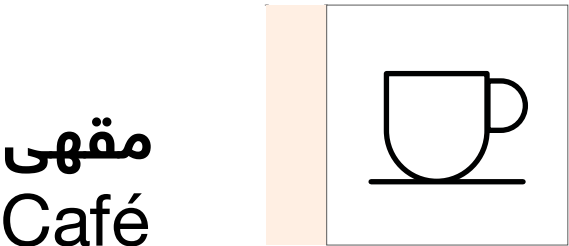
Icon left aligned
Text right aligned

مقهى
Café

X   1/4 X
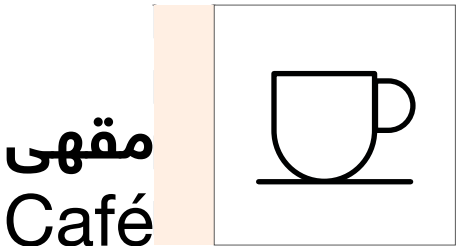
Icon left aligned
Text left aligned

مقهى
Café

X   1/4 X

Icon right aligned
Text left aligned

مقهى
Café

1/4 X   X

Icon right aligned
Text right aligned

مقهى
Café

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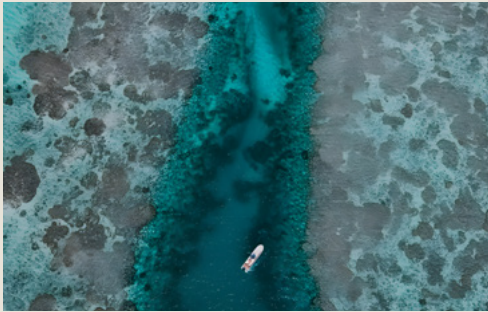
Landscape and Architecture
The examples presented here should be used as a guide and a source of inspiration for briefing photographers or sales representations from online image libraries, on the appropriate photographic style required.

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

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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 unoffcial logo are not permed. 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 write approval from Abu Dhabi Media Office. Please send the request to **brand@mediaoffce.abudhabi**

Through the Abu Dhabi Media Office, ADGEs can offcially 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

حكـــومــــة أبـــوظـــبي
GOVERNMENT OF ABU DHABI