



GOVERNMENT OF ABU DHABI BRAND GUIDELINES

PREFACE

The Government of Abu Dhabi has a new brand identity.

As the emirate evolves, so does its image. The Government of Abu Dhabi Crest has been part of the emirate's identity since 1968 and over the past few years it has been adapted in order to present a consistent conformity and preserve the individuality of the Government of Abu Dhabi.

The new Government of Abu Dhabi Brand Identity is made up of a number of elements. In order to build a consistent brand, it is important that all Government of Abu Dhabi entities understand how the brand elements work together and where flexibility applies.

The primary role of these brand guidelines is to provide detailed descriptions of the core elements of the brand, including advertising, stationery, environment branding and supporting design templates.

These guidelines provide rules and examples for adhering to the brand in all visible applications of the Government of Abu Dhabi's corporate and marketing communications. They will provide an understanding when applying the Government of Abu Dhabi Brand, allowing the development of a consistent framework without restricting creativity.

The Brand Support Team at the General Secretariat of the Executive Council can provide consultation and assist with general enquiries on applications requiring further detail. If you have any questions regarding the use of the Government of Abu Dhabi Brand, please contact the Brand Support Team at **brandsupport@ecouncil.ae**

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THIS SECTION IS MANDATORY.
ALL ABU DHABI GOVERNMENT
ENTITIES ARE TO ADHERE TO
THE FIXED CORE ELEMENTS.

TO COMMUNICATE OUR VISION,
POSITIONING AND STRUCTURE
THE ABU DHABI GOVERNMENT
ENTITIES CAN UTILISE OR BE
INSPIRED BY OUR BRAND ASSETS.

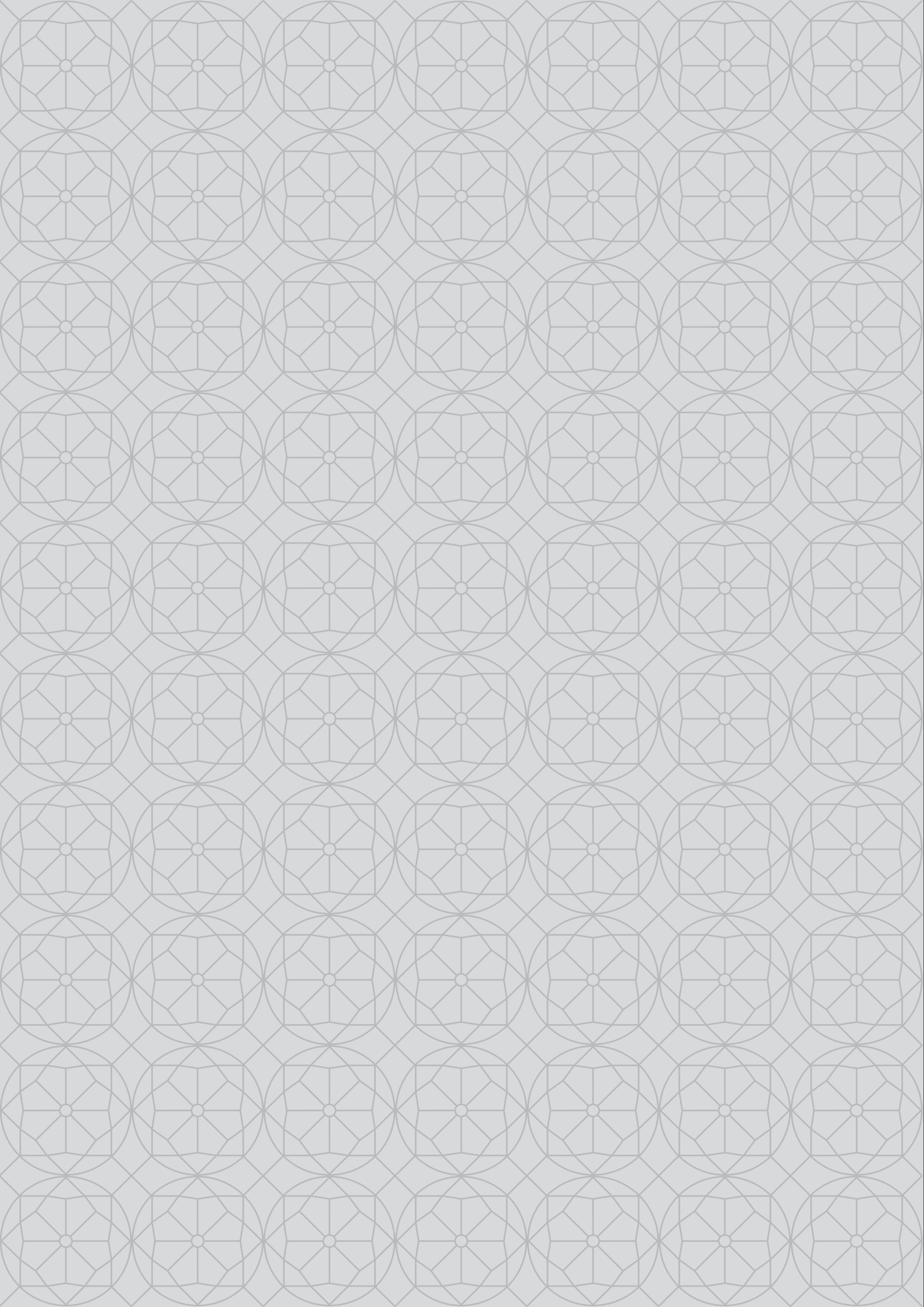
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ALL ABU DHABI GOVERNMENT
ENTITIES ARE TO COMPLY WITH
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PLEASE CONTACT THE BRAND
SUPPORT TEAM FOR THE
OFFICIAL ABU DHABI CREST.



GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

INTRODUCTION

The Government of Abu Dhabi Brand

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.

However, until recently, the design and application of the Government of Abu Dhabi Crest has not been governed by a consistent set of guidelines and parameters, leading to a growing degree of inconsistency in its appearance and potential usage.

The General Secretariat of the Executive Council 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.



Our vision, mission and values

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

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

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 mission

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

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.

Integrity

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

Wisdom

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

Strength

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

The new 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.



“Our ancestors left us a legacy of traditions which make us proud. Our mission is to preserve, develop and maintain it as an asset of this nation for generations to come”.

The late Sheikh Zayed bin Sultan Al Nahyan



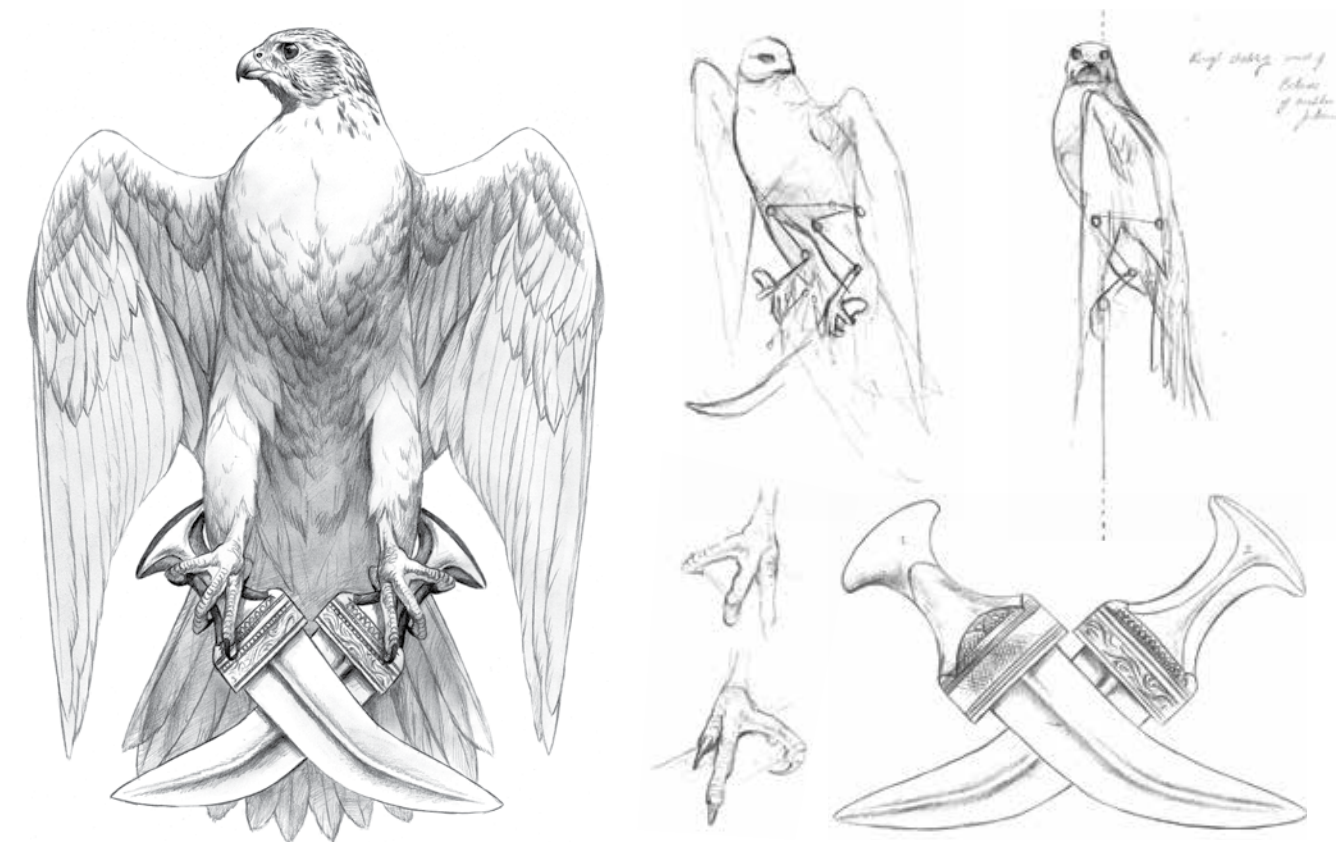
Due to copyright and licensing restrictions, the General Secretariat of the Executive Council is unable to distribute any of the photography shown.

The story of the Government of Abu Dhabi Crest

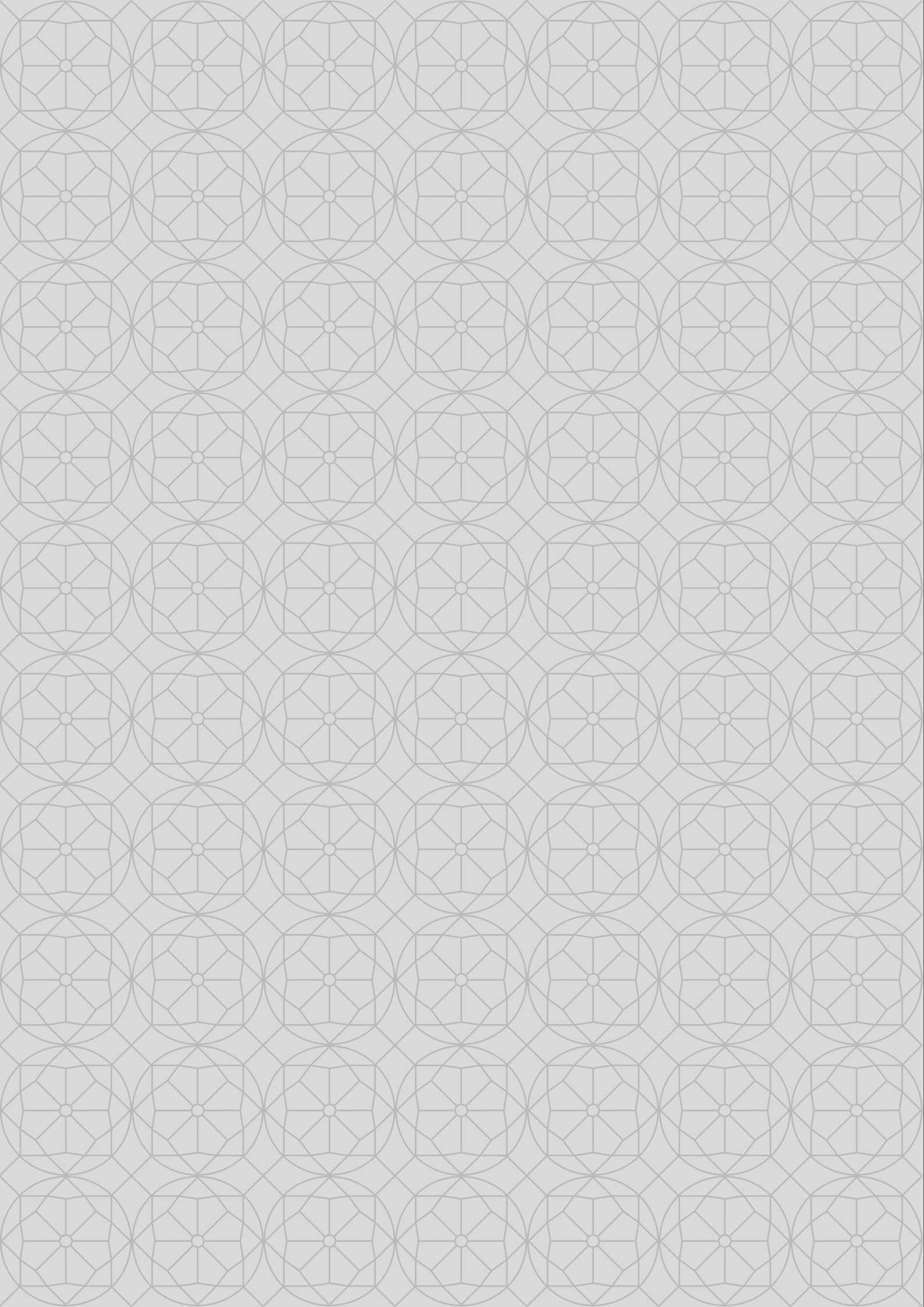
The Government of Abu Dhabi Crest that we recognise today is a combination of various influences. The flags and flagstaves have their origin in British maritime history, while the Saker falcon, khanjars and Arabic script reflect more traditional influences. Over the years there have been various attempts to improve and enhance the look and feel of the Crest, but these essential elements have always remained the same.

It recently became clear that the time was right to review the Crest to ensure that all the elements were drawn and presented in as authentic a manner as possible. With several versions in circulation, both official and unofficial, the development of a single, authorised Crest will provide the Government of Abu Dhabi with an ideal opportunity to standardise its usage and appearance.

With all the elements assembled and authenticated, the next stage was to create the perfect combination of style and content to ensure the Crest can be used effectively in the many different settings in which it will need to be applied.



Sketches by one of the world's leading wildlife artists, Andrew Ellis



GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 1
GOVERNMENT OF ABU DHABI CREST

1.1 Abu Dhabi Decree – Government of Abu Dhabi Crest

On 20th January 2013, His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates issued a decree Law No. (1) for 2013 concerning the amendment of certain provisions of Law No. (5) of 2010 concerning the emblem of the emirate of Abu Dhabi.

The objective of the decree is to announce the new Government of Abu Dhabi Crest and issue the accompanying guidelines. It is now mandatory that all Abu Dhabi government entities with authorisation must adopt the new Government of Abu Dhabi Crest and update their Wordmark.

It is essential that each Abu Dhabi government entity understand these laws. For further information contact the Brand Support Team, within the Office of Government Communications: **brandsupport@ecouncil.ae**

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

1.2 Government of Abu Dhabi Crest elements

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.



The Falcon

Falconry is an integral part of Abu Dhabi's traditional culture, which makes the falcon a fitting centrepiece for the emirate's government Crest.

Specifically, the falcon featured in the Abu Dhabi Crest is the majestic Saker, arguably the most revered falcon of all. Calm and considered, it is known for its bravery and intelligence, whilst a neat and close feathered appearance down plays its abilities as a dynamic predator. The brief for the Crest falcon was to characterise 'the Mother of all Sakers', to represent the Saker of old; the pure, beautiful and stoic creature that graced the desert plains of Abu Dhabi.

The Khanjars

The khanjar has been a functional and decorative symbol of status since the years of the Trucial States and was frequently worn by the late Sheikh Zayed bin Sultan Al Nahyan on military and falconry expeditions. The curved Arab dagger became an important national icon from 1968 when two featured on the Crest of Abu Dhabi.

The Flags

The flag of Abu Dhabi dates back to 1820 and has been a key representation of the emirate's identity. It has evolved over the years from pure red to green, to red with a white canton, width 1/3 of the hoist, length 1/3 of the fly. In the 1960's two Abu Dhabi flags, with lances crossed, featured on postal stamps and provide a reference for the origins of the Crest as we know it today. From 1968 the flags became an integral part of the Abu Dhabi Crest, providing a stark and colourful background to the proud figure of the falcon. Throughout the years the detail has been lost and the flags have become less realistic and more of a representation of the Abu Dhabi emirate's colours, with bold blocks of red and white.

The Scroll

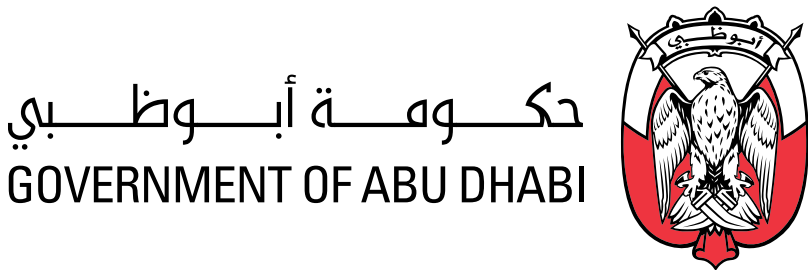
The scroll hung from the lances of the flags within the Crest that states 'Abu Dhabi' in Arabic script has always served a purpose, proclaiming the owner of the emblem. It needed to be updated so that it was in keeping with the other modernised elements and the opportunity was seen to introduce smooth curves to the new scroll design that allude to the contours of the Sheikh Zayed Mosque. Opened to the world stage in 2007, the Grand Mosque is a wonder of stunning design and striking architecture. Its intricate rounded domes are set to become an iconic image of Abu Dhabi and a mark of its burgeoning modernity, a fitting silhouette for the contemporised Crest.

1.3 Government of Abu Dhabi Crest lock-ups

All Abu Dhabi Government Identities consist of two main elements; the Crest and a bilingual Wordmark and are available in two formats; horizontal and vertical. This is to enable flexibility to suit a wide variety of applications.

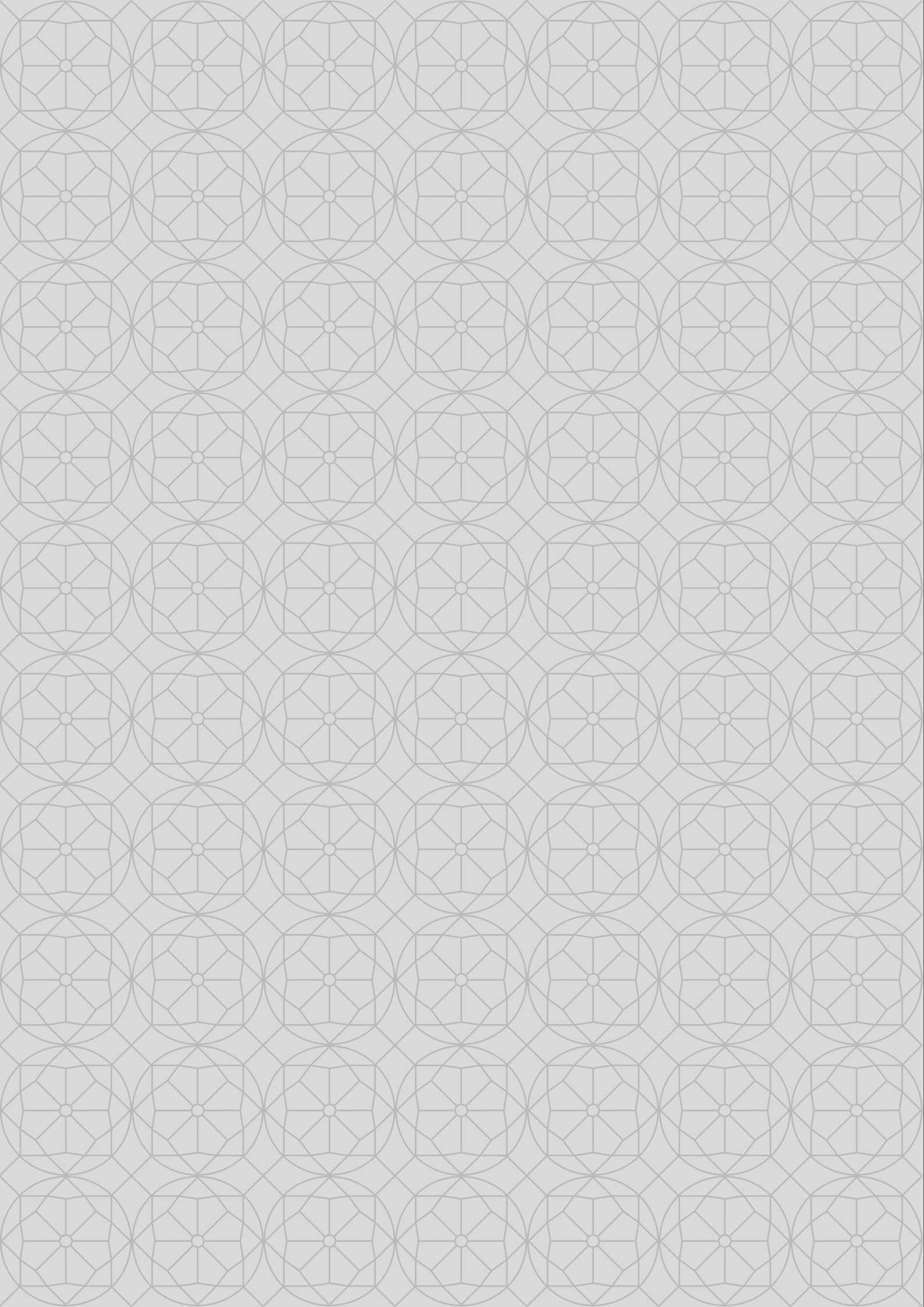
The physical relationship between the Identity elements should never change and the Crest must never be altered or redrawn in any way.

Horizontal format



Vertical format





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 2
CORE ELEMENTS

2.1 Introduction

The Abu Dhabi government entities (ADGEs) are responsible for managing their own brands, and must sight and approve the use of the Government of Abu Dhabi Branding, in alignment with the standards within these guidelines.

This section is mandatory; all ADGEs are to adhere to the fixed core elements. It is essential that we all understand how the core elements work together to help us build a strong and consistent brand.

All existing Government Crest Identities must now be replaced with the new Government Crest Identity and

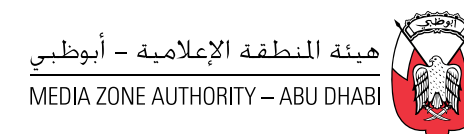
where entities with their own identity have been able to lock up with the Crest, this is now no longer permissible.

ADGE's that are eligible to use the new Crest must acknowledge that they are unable to use their own Crest identity along with the master ADG Crest Identity within the same application.

For assistance contact the Brand Support Team, within the Office of Government Communications:

brandsupport@ecouncil.ae

Previous Government Crest Identities



New updated Government Crest Identity

المجلس الاستشاري الوطني
NATIONAL CONSULTATIVE COUNCIL



جهاز الشؤون التنفيذية
EXECUTIVE AFFAIRS AUTHORITY



دائرة النقل
DEPARTMENT OF TRANSPORT



هيئة المنطقة الإعلامية
MEDIA ZONE AUTHORITY



دائرة الشؤون البلدية
DEPARTMENT OF MUNICIPAL AFFAIRS
بلدية المنطقة الغربية
MUNICIPALITY OF WESTERN REGION



2.2 Full colour identity

The hierarchy level of the Abu Dhabi government entity (ADGE) carefully determines the colour of each Crest.

Gold is allocated to ADGEs reporting directly to the Ruler; silver to those reporting to the Crown Prince; and black given to all others.

For guidance contact the Brand Support Team, within the Office of Government Communications:

brandsupport@ecouncil.ae

Master Crest Identity for the Government of Abu Dhabi

The core brand for the Government of Abu Dhabi use:

PANTONE® Process Black C
C30 M30 Y30 K100

PANTONE® 185 C
C0 M94 Y78 K0

حكومة أبوظبي
GOVERNMENT OF ABU DHABI



Level 1: Reporting to the Ruler

Government entities reporting to the Ruler use:

Gold foil 172-5 M or Metallic PANTONE® 871 C
C20 M25 Y60 K25

PANTONE® 185 C
C0 M94 Y78 K0

المجلس الاستشاري الوطني
NATIONAL CONSULTATIVE COUNCIL



Level 2: Reporting to the Crown Prince

Government entities reporting to the Crown Prince use:

Silver foil 122 M or Metallic PANTONE® 877 C
C0 M0 Y0 K45

PANTONE® 185 C
C0 M94 Y78 K0

جهاز الشؤون التنفيذية
EXECUTIVE AFFAIRS AUTHORITY



Level 3: All other government entities

Government departments, authorities and councils who do not report directly to the Ruler or to the Crown Prince use:

PANTONE® Process Black C
C30 M30 Y30 K100

PANTONE® 185 C
C0 M94 Y78 K0

دائرة النقل
DEPARTMENT OF TRANSPORT



2.2 Full colour identity

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 wherever possible.

The colours that make up the Crest can be identified within the primary palette shown on page 32. 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%. Only the greyscale version on page 20 is the exception to this rule.

Horizontal lock-up

Wordmark
PANTONE®
Process Black C
C30 M30 Y30 K100
R0 G0 B0
#231f20

حكومة أبوظبي
GOVERNMENT OF ABU DHABI



Crest
PANTONE®
Process Black C
C30 M30 Y30 K100
R0 G0 B0
#231f20
PANTONE® 185 C
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

Vertical lock-up

Wordmark
PANTONE® Process Black C
C30 M30 Y30 K100
R0 G0 B0
#231f20

حكومة أبوظبي
GOVERNMENT OF ABU DHABI



Crest
PANTONE® Process Black C
C30 M30 Y30 K100
R0 G0 B0
#231f20
PANTONE® 185 C
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

2.3 Greyscale identity

The greyscale version of the identity is generally reserved for fax or newsprint. This version is also appropriate for some special production techniques, such as etching on wood or metal. Refer to page 37.

Horizontal format



Vertical format



2.4 Single colour identity

The single colour version of the identity is generally reserved for mono-printing and special production techniques, such as blind debossing and embossing. Refer to page 37.

Horizontal format



Vertical format



2.5 Horizontal lock-up specifications: standard

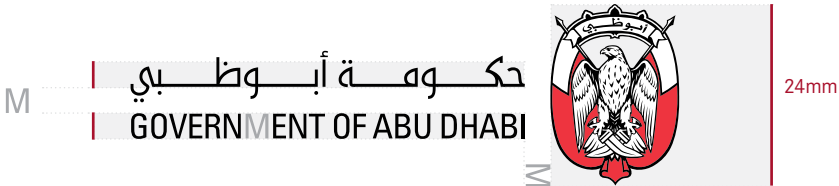
Font and size specifications

The height of the Crest is 24mm. 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.

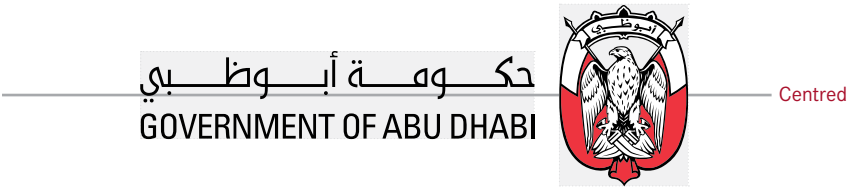


Spacing of the Arabic.

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



Alignment



Once created using these guidelines, the size of the Government of Abu Dhabi Identity can be altered accordingly.

2.5 Horizontal lock-up specifications: additional descriptor line

Font and size specifications

The height of the Crest is 24mm. 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. The Arabic and English descriptor should appear on one line, directly underneath the entity name and will be highlighted in red. Entities that use the gold or silver Crest must use gold and silver respectively for their descriptor line.



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 below.



Alignment



Once created using these guidelines, the size of the Government of Abu Dhabi Identity can be altered accordingly.

2.6 Vertical lock-up specifications: standard

Font and size specifications

The height of the Crest is 28mm. 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.



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 Crest is measured by the cap height of the English text as shown in the diagram below.



Alignment



Once created using these guidelines, the size of the Government of Abu Dhabi Identity can be altered accordingly.

2.6 Vertical lock-up specifications: additional descriptor line

Font and size specifications

The height of the Crest is 28mm. 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.

The Arabic and English descriptor should appear on one line, directly underneath the entity name and will be highlighted in red. Entities that use the gold or silver Crest must use gold and silver respectively for their descriptor line.



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 as shown in the diagram below.



Alignment



Once created using these guidelines, the size of the Government of Abu Dhabi Identity can be altered accordingly.

2.7 Clear space

An area entirely clear of other graphic elements must be maintained around the Identity in order to ensure legibility and clarity. The formula for this exclusion zone is shown here and is based on double the cap height of the English text within the Wordmark.

Horizontal format



Vertical format



2.8 Minimum size

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 the horizontal format Identity and the Crest is 15mm/43 pixels high. The minimum size for the vertical format Identity is 23mm or 66 pixels high.

Horizontal format



Vertical format



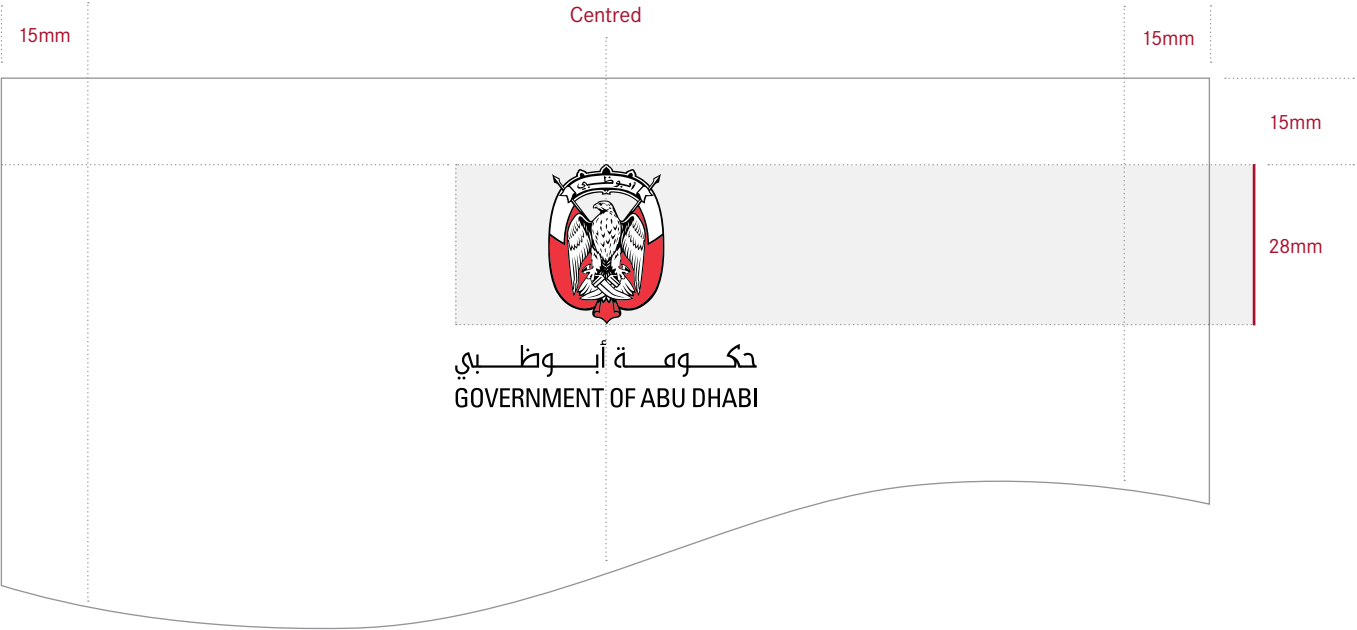
2.9 Size and positioning

Size and positioning of the Government of Abu Dhabi Identity must be kept consistent. The Identity size depends on the size format of the page. There are recommended sizes for certain standard stationery and publication sizes, A4, A5, A5 and business cards.

If the page format is not one of those listed in the table, work to the nearest size.

For advertising where space is a premium, the measurements from the edge can be halved. Ensure that the minimum clear space is respected.

Example A4 Letterhead shown (not to scale)



	Vertical format	Portrait/landscape		Horizontal format	Portrait/landscape	
Format (mm)	Crest height (mm)	Measurement from edge (mm)		Crest height (mm)	Measurement from edge (mm)	
Business card 90 x 55	15	4	4	15	4	4
A6 148 x 105	15	7	7	15	7	7
A5 210 x 148	24	10	10	20	10	10
A4 297 x 210	28	15	15	24	15	15
A3 420 x 297	40	20	20	34	20	20
A2 594 x 420	56	30	30	48	30	30
A1 840 x 594	80	45	45	68	45	45

2.10 Wordmark typeface

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

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

Arabic typeface: Isra 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

Character spacing 0pt

English typeface: Univers 57 Condensed

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

Character spacing -25pt

Numbers and Symbols: Univers 57 Condensed

1 2 3 4 5 6 7 8 9 0 &

Character spacing -25pt

Due to copyright and licensing restrictions, the Office of Government Communication is unable to distribute any of the typefaces listed.

2.11 Supporting typeface

The supporting Arabic typeface is the GE SS family. The typeface used for numbers in all Arabic text for print is Corporate S. When producing digital online applications or PowerPoint presentations use Arial 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.

Print typeface

Digital typeface

GE SS Light
أبتثجحخدذرزسشصضطظعغفق
كلمنهوية
1234567890 £&*?!/+(.,:;)

GE SS Medium
أبتثجحخدذرزسشصضطظعغفق
كلمنهوية
1234567890 £&*?!/+(.,:;)

GE SS Bold
أبتثجحخدذرزسشصضطظعغفق
كلمنهوية
1234567890 £&*?!/+(.,:;)

Arial Regular
أبتثجحخدذرزسشصضطظعغفق
كلمنهوية
1234567890 £&@?!/+(.,:;)

Arial Bold
أبتثجحخدذرزسشصضطظعغفق
كلمنهوية
1234567890 £&@?!/+(.,:;)

2.11 Supporting typeface

The supporting English typeface is the Corporate S font family. When producing digital online applications or PowerPoint presentations use Arial 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.

Print typeface

Digital typeface

Corporate S Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Corporate S Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Corporate S Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

2.12 Crest colour palette

The colour palette for the Government of Abu Dhabi is fixed and should be reproduced consistently across all media. Individual Abu Dhabi government entities can create their own secondary palettes, but must work in harmony with the official Crest colour palette presented here.

The colours within the palette below must be printed at 100%. Only the greyscale version of the Crest on page 20 is the exception to this rule.

Level 1: Reporting to the Ruler



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

METALLIC
PANTONE® 871 C
PANTONE® 871 U
C20 M25 Y60 K25
R163 G145 B97
#a39161

PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

PANTONE® Pro Black C
PANTONE® Pro Black U
C30 M30 Y30 K100
R0 G0 B0
#000000

Level 2: Reporting to the Crown Prince



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

METALLIC
PANTONE® 877 C
PANTONE® 877 U
C0 M0 Y0 K45
R147 G149 B152
#9d9fa2

PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

PANTONE® Pro Black C
PANTONE® Pro Black U
C30 M30 Y30 K100
R0 G0 B0
#000000

Level 3: Core brand for the Government of Abu Dhabi and all other government entities



PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

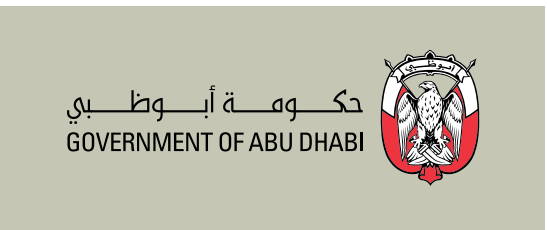
PANTONE® Pro Black C
PANTONE® Pro Black U
C30 M30 Y30 K100
R0 G0 B0
#000000

The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

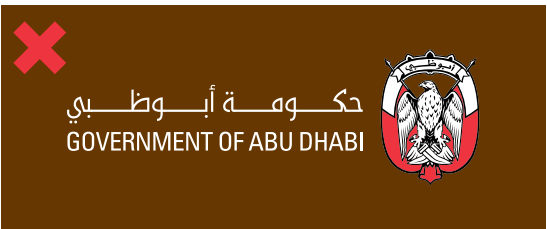
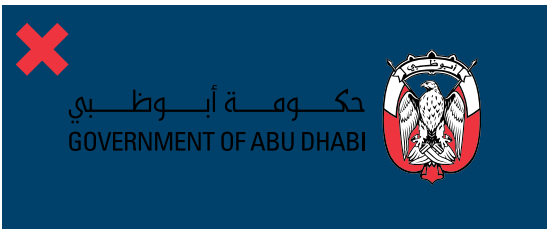
2.13 Crest on colour background

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.

Correct usage examples



Incorrect usage examples



The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

2.14 Identity reverse out usage

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.

When applying a white holding space, please refer to the clear space guidelines on page 26 and below.

Horizontal format



Vertical format



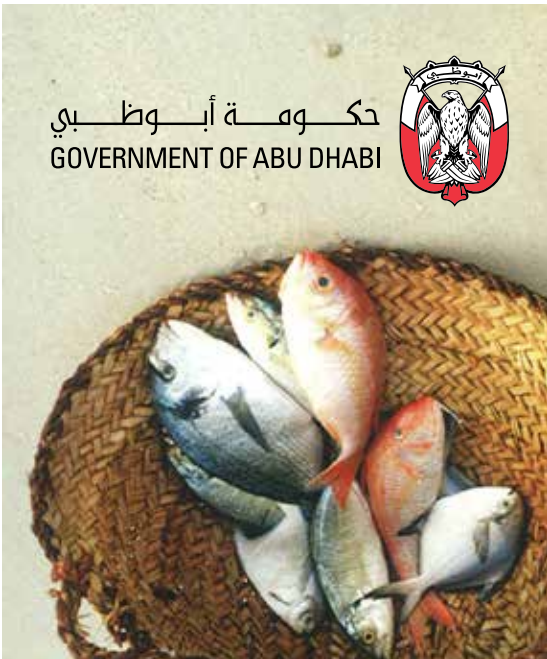
2.15 Identity on image usage

Wherever possible the Government of Abu Dhabi Identity or Crest should be seen on white clear space. 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.

Correct usage examples

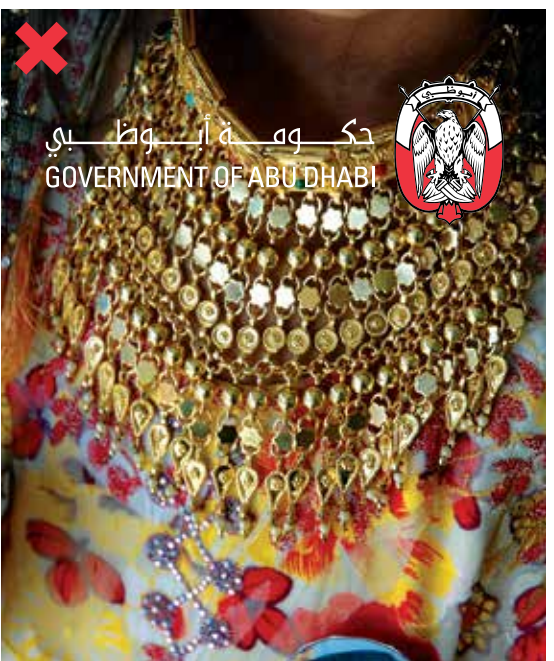
Full colour Identity



Reverse out Identity



Incorrect usage examples

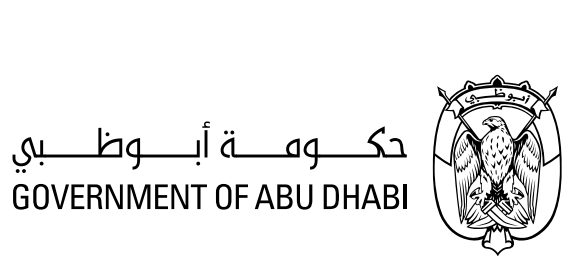


2.16 Identity for special applications

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 onto special materials. For these purposes please use the specially created Identity versions shown below.

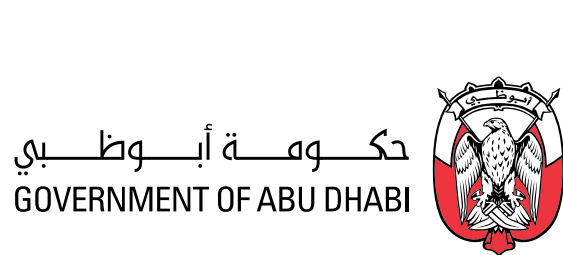
Blind application version

These versions are only to be used in circumstances where the Identity is required to be produced using a special production technique such as: blind debossing; blind embossing; and etching. Do not use for any other purpose.



Applications for fabric

The full colour Identity should be used when producing merchandise such as screen-printing onto T-shirts or stitching onto a cap.



2.17 Special material and production techniques

Metal (Engraved)



Metal (Embossed)



Wood (Engraved)



Leather (Blind debossed or embossed)



Fabric (Stitched or screen printed)



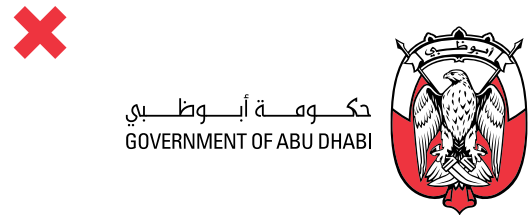
Paper (Blind debossed or embossed)



2.18 Prohibited applications

The relationship between the Crest and the Wordmark is fixed, as stipulated on page 22 to 25. 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 size relationship between the Crest and the Wordmark.



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



DO NOT use the Identity at an angle.



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



DO NOT add a drop shadow. An exception to this rule is on TV or digital applications when a drop shadow effect can be applied.



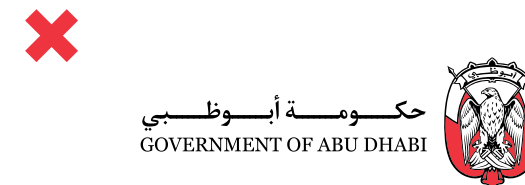
DO NOT add an outlined stroke.



DO NOT use any other colours than those specified within these brand guidelines.



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



2.18 Prohibited applications

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



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



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



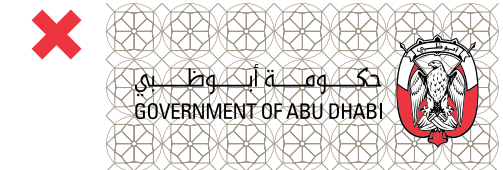
DO NOT separate the Crest from the Wordmark. Only certain applications are authorised to use the Crest in isolation. Consult with the Brand Support Team for further information.



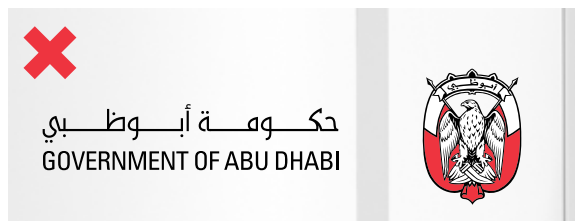
DO NOT show or produce the Identity below the minimum size of 15mm high, as specified in Section 2, page 27.



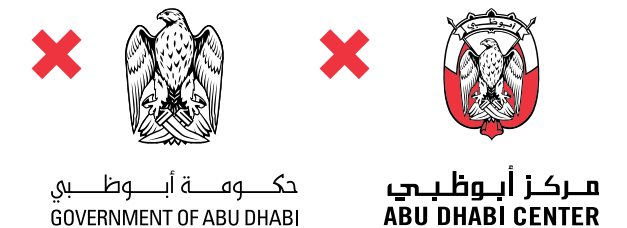
DO NOT place any graphic elements close to the Identity. Always ensure that there is clear space around the Identity as specified in Section 2, page 26.



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 use any element of the Identity (Falcon, Crest shape, Wordmark and typeface etc.) to create new logos or graphic devices.



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 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.



2.18 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.

Transport vehicles

The ADG Crest Identity and its supporting brand elements are to be used with great care and respect, and can no longer be used on vehicle livery.

If the government entity requires identification for its livery, acronyms of the entities name may be used, for example Department of Transport can use DOT, but never the full name.

DO NOT place the Identity or any of its supporting graphic elements onto any part of a vehicle, such as:

- Cars, 4x4 and sports utility vehicles
- Lorries and pick-up trucks
- Buses, minibuses and coaches
- Bicycles
- Motorcycles
- Taxis, trains, monorails and trams
- Ships, boats and hovercrafts
- Aeroplanes and helicopters
- Emergency and first responder vehicles
- Recreational vehicles such as camper vans, motorhomes and trailers
- Electric vehicles such as hybrid cars, golf buggies and segways
- All-terrain vehicles (Quad bikes)
- Garbage, sewage, construction or water trucks

DO NOT place the Identity or any of its supporting graphic elements inside the vehicle in areas such as:

- Car mats
- Dashboard covers
- Seat covers
- Window decals

For further queries or approvals on placing the Government of Abu Dhabi Identity onto objects, contact the Brand Support Team within the Office of Government Communications: **brandsupport@ecouncil.ae**

Disposable items

DO NOT place the Identity or any of its supporting graphic elements onto disposal items that can be thrown away, crushed or soiled, such as:

- Plastic or paper bags, bottles, packaging, cups, plates etc.
- Tissues
- Food stuffs etc.

Undesirable items

DO NOT place the Identity or any of its supporting graphic elements onto undesirable items that may disrespect, hide, tarnish or raise questions against the brand, such as:

- Garbage bins
- Ash trays
- Cigarettes and packaging
- Coasters
- Cutlery
- Coat hangers
- Headphones
- Mouse pads
- Batteries
- Fire extinguishers
- Matches
- Lamps, lamp shades and bulbs
- Furniture
- Cushions, blankets, throws and rugs
- Industrial, agricultural and mechanical objects, equipment, apparatus and machinery
- Animal and livestock objects, equipment, apparatus and machinery etc.

2.18 Prohibited applications

Sporting and recreational equipment

DO NOT place the Identity or any of its supporting graphic elements onto sporting and recreational equipment items that may disrespect, tarnish or soil the brand, such as:

- All types of balls used for sport
- Cricket bats, clubs or batons
- Boxing gloves
- Hockey and lacrosse sticks
- Kayak and canoe paddles
- Skateboards, snowboards and sandboards
- Billiards, snooker and pool cues
- Fishing rods
- Martial arts equipment such as knuckle dusters, clubs, coshes, rice flails, num chucks, kabatons, kubasaunts etc.
- Skis and blades
- Ski and walking/hiking poles
- Ropes and netting
- Roller skates, ice skates and roller blades
- Sport shoes and socks
- Sweatbands, etc.

Inappropriate clothing apparel

DO NOT place the Identity or any of its supporting graphic elements onto undesirable items that may disrespect, tarnish or raise questions against the brand, such as:

- The bottom edge of clothing apparel too close to the ground; where the Identity could be hidden, soiled or trod upon.
- Shoes, sandals and flip-flops
- Sleeveless tops
- Ghotra and ogal
- Abaya and scarf

Should the Government of Abu Dhabi Identity be required for national, regional or international events. This will be taken into consideration on a case by case basis, after official applications and approvals have been submitted to the Brand Support Team: **brandsupport@ecouncil.ae**

Flooring

DO NOT place the Identity or any of its supporting graphic elements where they can be trod upon and soiled, such as:

- Tiles
- Carpets
- Mats (including vehicle interiors)
- Rugs etc.

Dangerous items

DO NOT place the Identity or any of its supporting graphic elements onto undesirable items that may cause harm, disrespect, tarnish or raise questions against the brand, such as:

Guns, firearms and weapons

- Pistols, revolvers, rifles, shotguns, pellet guns, etc
- Replica and imitation firearms.
- Components of firearms (excluding telescopic sighting devices and sights)
- Toy guns of all types
- Cross bows
- Catapults
- Harpoon and spear guns
- Stun or shocking devices such as cattle prods, ballistic conducted energy weapons, etc.
- Lighters shaped like firearms etc.

Explosives and flammable substances

- Gas and gas containers (such as butane, propane, acetylene, oxygen)
- Fireworks, flares and other pyrotechnics (including party poppers)
- Matches
- Aerosol cans etc.

Potential harmful objects

- Axes and hatchets
- Arrows and darts
- Harpoon and spear guns
- Ice axes and ice picks
- Lockable or flick knives with blades of any length
- Knives, meat cleavers and machetes
- Sabres, swords, khanjars and swordsticks
- Scissors
- Ski and walking/hiking poles
- Tools that have the potential to be used as a pointed or edged weapon such as drills, drill bits, box cutters, utility knives, saws, screwdrivers, crowbars, hammers, pliers, wrenches, spanners, blow torches etc.

2.18 Prohibited applications

This section covers examples of forbidden locations 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 or extensive list but is to be used as an initial checklist guide. For further items not mentioned here, or any further queries or approvals on placing the Identity onto specific locations, please do not hesitate to contact the Brand Support Team.

DO NOT place the Identity or any of its supporting graphic elements onto locations that may disrespect, tarnish or soil the Abu Dhabi Government Brand, such as:

- Within any of the events outlined in prohibited events, page 43.
- Entrances, inside or within the vicinity of toilets or bathing facilities.
- Entrances, inside or within the vicinity of areas serving alcohol.
- In or within the vicinity of buildings or areas of industry, construction, mechanics and agriculture.
- Refuse, dumping or rubbish sites.
- Garbage or sewage vehicles and garbage bins etc.



2.18 Prohibited applications

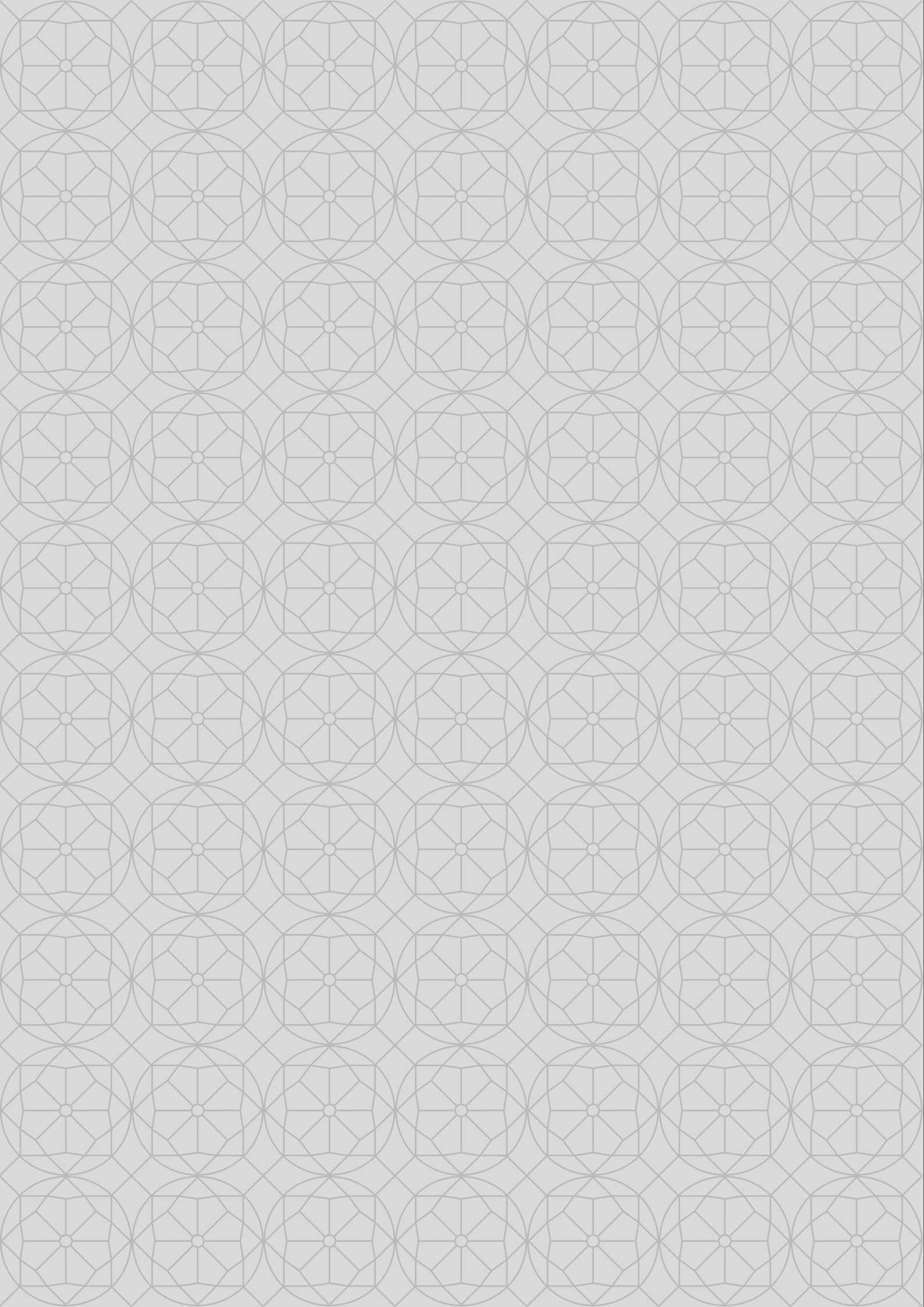
The Government of Abu Dhabi Identity is to be used with great care and respect. The use of the Identity or any of its supporting graphic elements for the co-branding, partnership, endorsement, sponsorship, communication or promotion of any national and international event can only be granted with official applications and approvals granted by the General Secretariat of the Executive Council. This helps protect the integrity and reputation of the Brand.

Although careful consideration will be given to all event requests, permission will rarely be granted to events whose content, outcome or the performers involved can not be regulated or guaranteed to not disrespect our brand values or the integrity of the emirate of Abu Dhabi. Such categories of events may include:

- Comedy
- Abstract performance art and dance (with possible exceptions given to ballet and traditional cultural dancing of nations)
- Abstract contemporary art, film, animations and installations
- Dance festivals (with possible exceptions to ballet and traditional cultural dancing of nations)
- Film festivals
- DJ sets
- Contemporary music concerts (including pop, dance, house, R&B, drum n bass, rock etc.)
- Extreme or highly dangerous sports
- Events where the sale of alcohol is present

For any queries or approvals on using the Government of Abu Dhabi Identity at events please do not hesitate to contact the Brand Support Team:

brandsupport@ecouncil.ae



GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 3
BRAND ASSETS

3.1 Introduction

To communicate our vision, position and structure and to ensure the brands continuity across all Abu Dhabi government entities (ADGE), a range of brand assets have been developed. These assets include typography, colour palettes and graphical assets. ADGEs can utilise or be inspired by these brand assets.

When coordinating artwork internally or with external company or organisations, ADGEs are responsible for

managing their own brands, and must sight and approve the use of the Government of Abu Dhabi branding, in alignment with the standards within these guidelines.

For additional brand related questions or requests for usage, contact the Brand Support Team, within the Office of Government Communications: **brandsupport@ecouncil.ae**

Horizontal format

حكومة أبوظبي
GOVERNMENT OF ABU DHABI



Vertical format



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

3.2 Crest colour palette

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 the palette below must be printed at 100%. Only the greyscale version of the Crest Identity on page 18 is the exception to this rule.

Level 1: Reporting to the Ruler



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

METALLIC
PANTONE® 871 C
PANTONE® 871 U
C20 M25 Y60 K25
R163 G145 B97
#a39161

PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

PANTONE® Pro Black C
PANTONE® Pro Black U
C30 M30 Y30 K100
R0 G0 B0
#000000

Level 2: Reporting to the Crown Prince



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

METALLIC
PANTONE® 877 C
PANTONE® 877 U
C0 M0 Y0 K45
R147 G149 B152
#9d9fa2

PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

PANTONE® Pro Black C
PANTONE® Pro Black U
C30 M30 Y30 K100
R0 G0 B0
#000000

Level 3: Core brand for the Government of Abu Dhabi and all other government entities



PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

PANTONE® Pro Black C
PANTONE® Pro Black U
C30 M30 Y30 K100
R0 G0 B0
#000000

The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

3.3 Primary colour palette

The primary ADG colour palette matches or complements the Crest colour palette. These colours can be used as solids, gradients or highlight colours for text, patterns and detailing.

Tints of the primary colour palette ranging from 10% to 90% may be used on a variety of applications.

The only colours exception to this rule is the Unity Red colour palette shown below. These colours must always be used as a solid and never as a tint.

These colours can be combined with the secondary colour palette shown on page 51.

City Grey

The grey palette can be printed as a solid colour, gradients or tint.

PANTONE® 425 C
PANTONE® Black 7 U
C0 M0 Y0 K85
R77 G77 B77
#4d4d4d

PANTONE® Cool Grey 7 C
PANTONE® Cool Grey 7 U
C0 M0 Y0 K50
R173 G175 B178
#adafb1

WHITE

Unity Red

The red palette can only be printed as a solid colour.

PANTONE® 185 C
PANTONE® 032 U
C0 M94 Y78 K0
R239 G63 B67
#ee3e43

PANTONE® 187 C
PANTONE® 193 U
C8 M100 Y79 K28
R196 G18 B8
#00416a

PANTONE® 1815 C
PANTONE® 193 U
C12 M99 Y82 K57
R138 G30 B4
#891e04

The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

3.4 Secondary colour palette

The Abu Dhabi Masterbrand colour palette inspires the secondary colour palette. The palettes subtle tones are influenced by the five key attributes that represent the unique landscape and heritage of the emirate of Abu Dhabi – sky, oasis, sea, desert and city.

Abu Dhabi government entities (ADGEs) are invited to use the secondary colour palette. Alternatively, ADGEs can create their own colour palette, on the condition that it complements the Crest colour palette shown on page 48.

Sky

Clear blue skies, shining city lights and twilight moons.

Oasis

A tranquil haven of cool, shaded walkways, lush gardens, palms and waterways.

Sea

Relaxing sparkling azure waters of the Arabian Gulf.

Desert

Rolling sand dunes and glistening coastal sands together with breath-taking sunrises and sunsets.

City

Gleaming modern skyscrapers rising high into the sky from the desert sands of the Arabia Gulf.

The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

3.4 Secondary colour palette

PANTONE® 302 C
PANTONE® 301 U
C100 M35 Y0 K60
R0 G65 B106

PANTONE® 3015 C
PANTONE® 307 U
C100 M32 Y2 K25
R0 G107 B162

PANTONE® 297 C
PANTONE® 297 U
C52 M0 Y1 K0
R103 G205 B242

PANTONE® 290 C
PANTONE® 290 U
C23 M0 Y1 K0
R191 G232 B247

PANTONE® 1545 C
PANTONE® 161 U
C16 M67 Y100 K72
R86 G40 B0

PANTONE® 5747 C
PANTONE® 5747 U
C32 M0 Y100 K79
R58 G75 B0

PANTONE® 5777 C
PANTONE® 5777 U
C10 M0 Y49 K28
R176 G181 B121

PANTONE® 578 C
PANTONE® 579 U
C17 M0 Y34 K3
R206 G224 B179

PANTONE® 302 C
PANTONE® 301 U
C100 M35 Y0 K60
R0 G65 B106

PANTONE® 318 C
PANTONE® 317 U
C43 M0 Y13 K0
R139 G211 B221

PANTONE® 622 C
PANTONE® 621 U
C33 M6 Y27 K1
R171 G207 B191

PANTONE® 7501 C
PANTONE® 7500 U
C6 M10 Y26 K2
R232 G217 B187

PANTONE® 7407 C
PANTONE® 7407 U
C6 M37 Y79 K13
R202 G155 B74

PANTONE® 7509 C
PANTONE® 7508 U
C4 M29 Y53 K4
R230 G178 B125

PANTONE® 719 C
PANTONE® 719 U
C0 M23 Y37 K0
R253 G203 B161

PANTONE® 7506 C
PANTONE® 7506 U
C0 M10 Y22 K0
R255 G230 B199

PANTONE® 431 C
PANTONE® 432 U
C45 M25 Y16 K59
R94 G106 B113

PANTONE® 5285 C
PANTONE® 5285 U
C65 M55 Y35 K10
R102 G106 B125

PANTONE® 5425 C
PANTONE® 5425 U
C45 M16 Y9 K26
R125 G154 B170

PANTONE® 7527 C
PANTONE® 7527 U
C0 M5 Y20 K10
R236 G225 B200

The colours shown within these guidelines are not intended to match the PANTONE® colour standards, they are for indication purposes only. PANTONE is a registered trademark of PANTONE®, Inc.

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3.5 Patterns

Graphic patterns have been created to add elegance and emphasis to Abu Dhabi government entities (ADGE) communications. A culmination of traditional architectural and Islamic geometry from the emirate of Abu Dhabi forms the basic elements of the patterns.

If you would like to use one of the patterns shown, please submit a request to the Brand Support Team, within the Office of Government Communications: brandsupport@ecouncil.ae

Motif

An element of Arabic art found decorating the walls and staircase in Al Jahili fort. It is applied in a repeating geometric form to create an infinite pattern.



Window

Decorative screens carved from stone surround the hallways within the Al Jahili fort. A combination of geometric circles and semi-circles provide privacy and allow air to circulate.



Arch

Curved lines create arches developed from natural forms and traditional architecture create a modern geometric pattern.



Linear

Symmetrical pattern inspired from the squares and diamond shapes used in modern architecture.



Frame

A collection of traditional doors, frames and portals shapes creating a mosaic of geometric shapes.

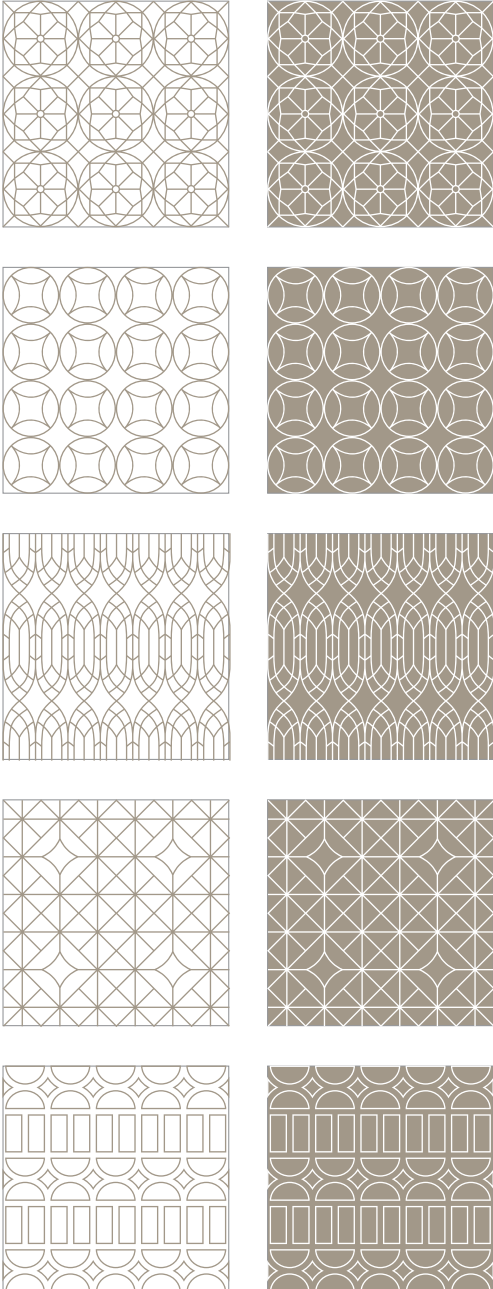


3.5 Patterns

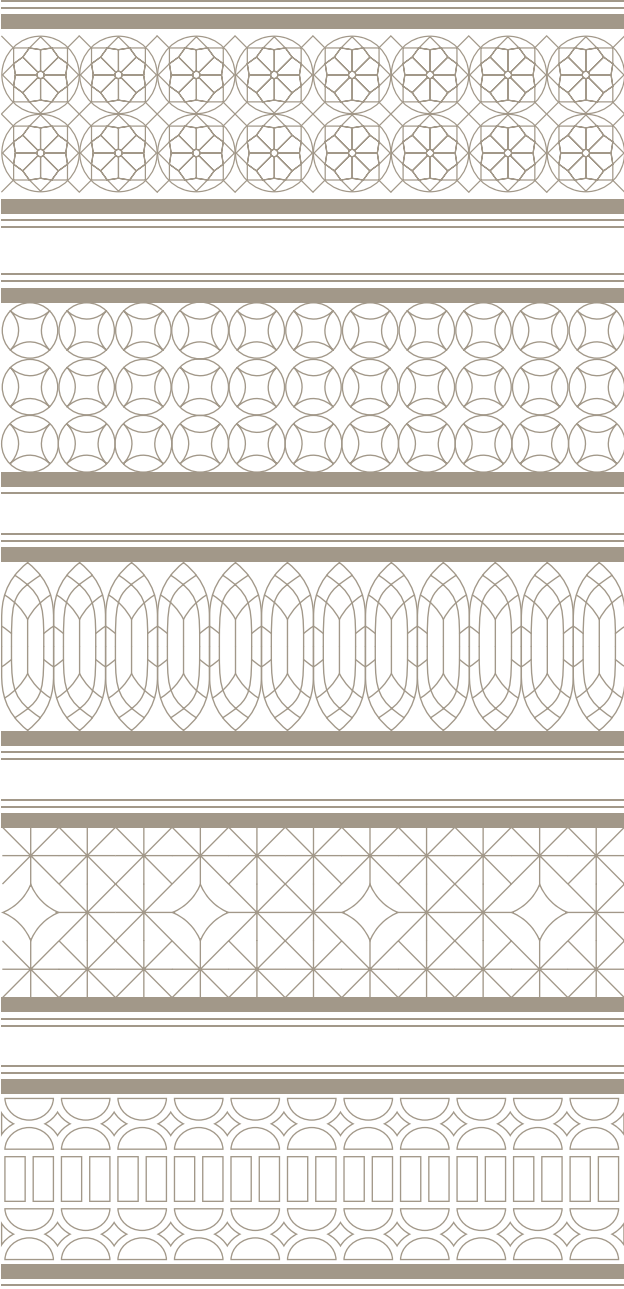
The line weight of each pattern has been set to 0.5pt. For some applications this may need to be adjusted, therefore we recommended a tolerance of 0.25pt either way.

Borders can be created to add subtle detail to a design. Do not use the border and full pattern together as this can make the design overly complicated.

Pattern examples



Border examples



3.5 Patterns

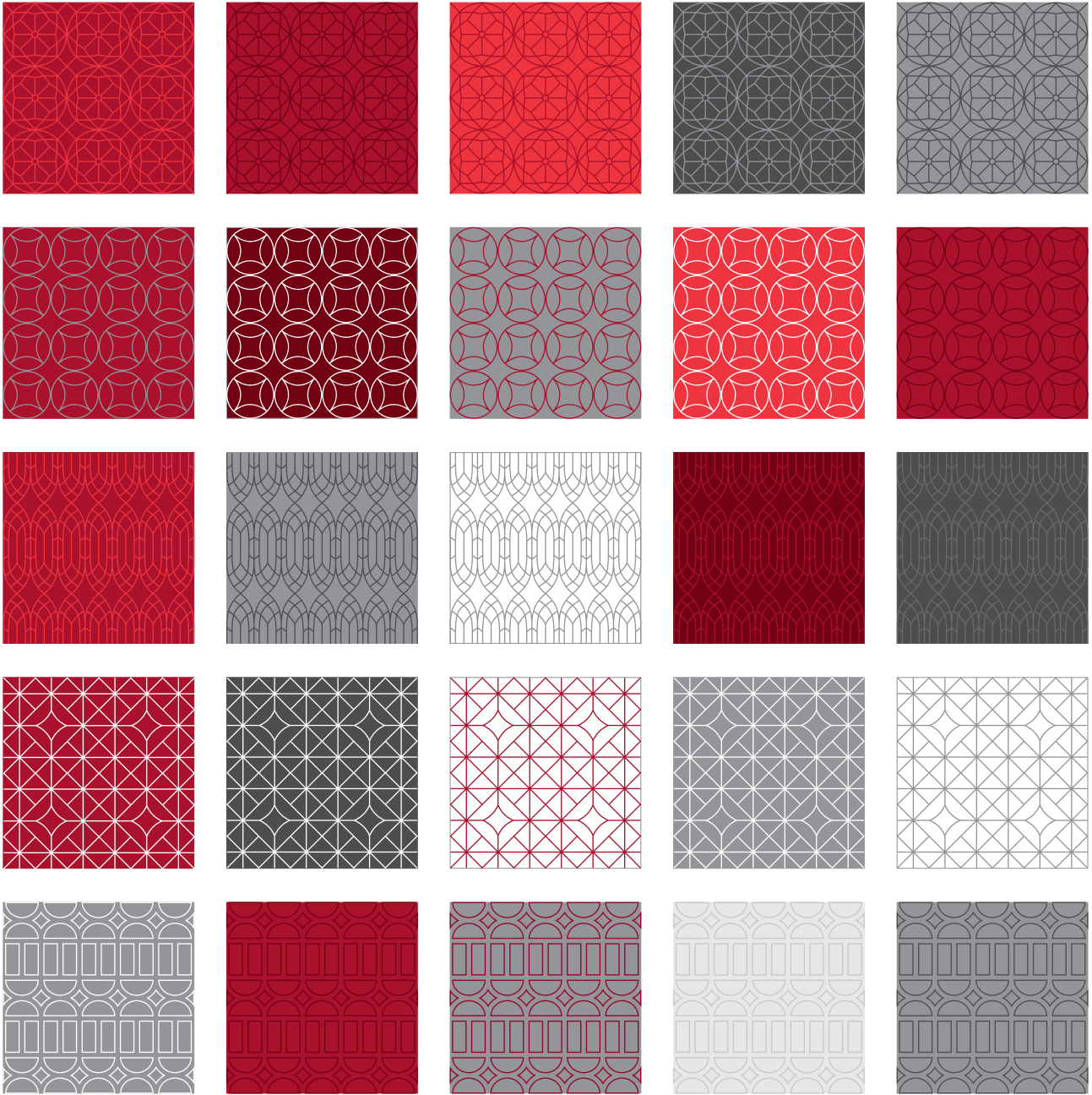
Combined with the primary or secondary colour palette a variety of designs can be achieved. Refer to pages 49 to 51.

The line weight of each pattern has been set to 0.5pt. For some applications this may need to be adjusted, therefore we recommended a tolerance of 0.25pt either way.

Borders can be created to add subtle detail to a design. Do not use the border and full pattern together as this can make the design overly complicated.

If you would like to use one of the patterns shown, please submit a request to the Brand Support Team, within the Office of Government Communications:
brandsupport@ecouncil.ae

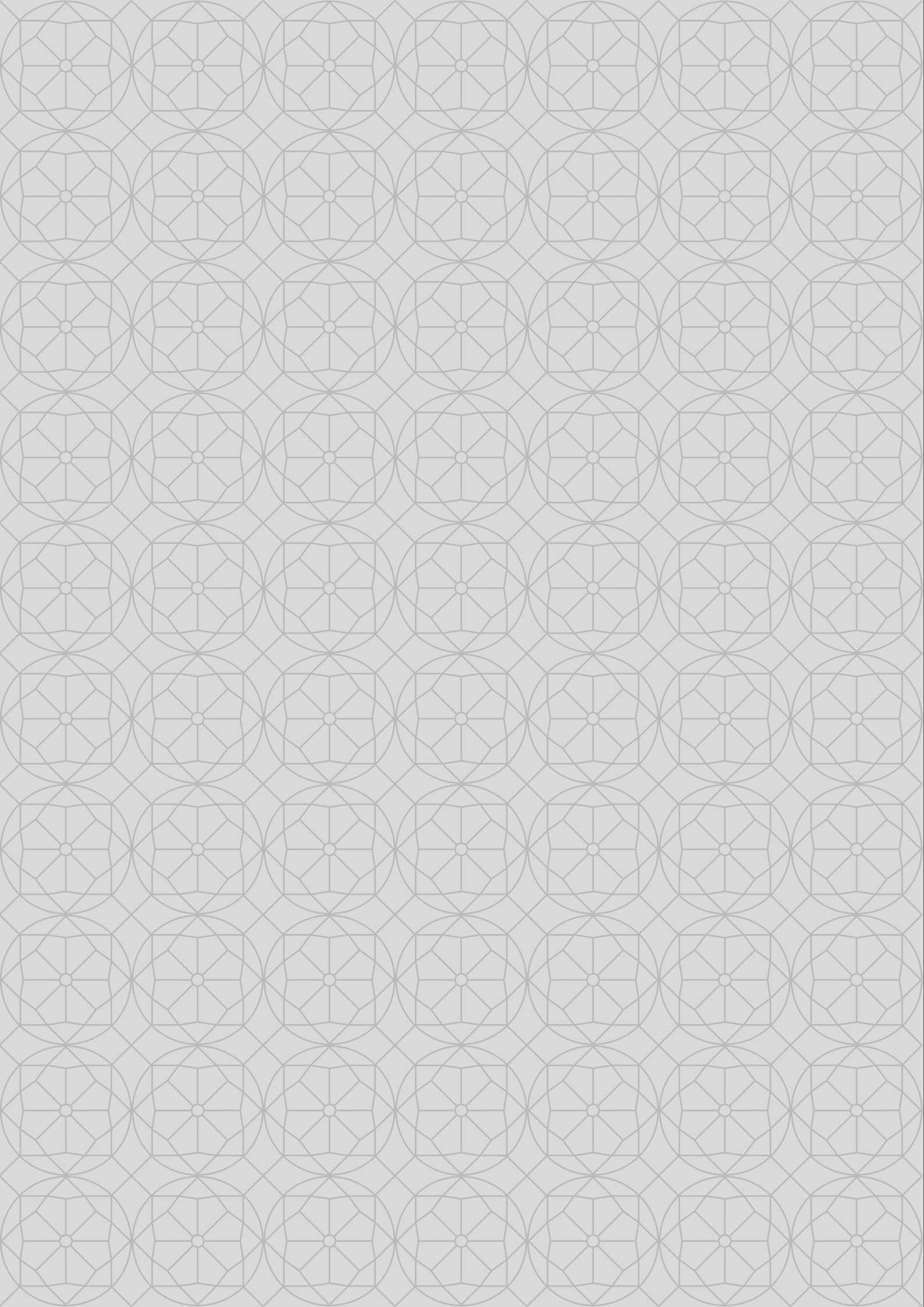
Primary colour palette examples



3.5 Patterns

Secondary colour palette examples





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 4
STATIONERY

4.1 Stationery criteria 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. Refer to Section 2, page 18.
- 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 **١ ٢ ٣**).

5. Official individual titles

When official 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; PO Box; city and country. When written no commas are required between the PO Box and the city (e.g. **Office building name, office/suite number, PO 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.
- No periods are required in between PO Box abbreviations (e.g. **PO Box 1234**).

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
 - **Individual direct telephone number** – English
 - **Individual mobile telephone number** – English
 - **Entity fax number** – English
- **Individual email address** – English
- **Registered entity address/PO 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, within the Office of Government Communications:
brandsupport@ecouncil.ae

4.2 Letterhead

Specifications

Size

A4 210mm x 297mm

Paper

Coated/uncoated, white

100% wood-free pulp, 120gsm.

Suitable for digital printers.

Crest

Size 28mm high

Print

PANTONE® Process Black C

PANTONE® 185 C

Grid

Margins

Top 15mm

Bottom 10mm

Left 20mm

Right 20mm

Text

Registered office address

Arabic

GE SS Ultra Light 9/12pt

English

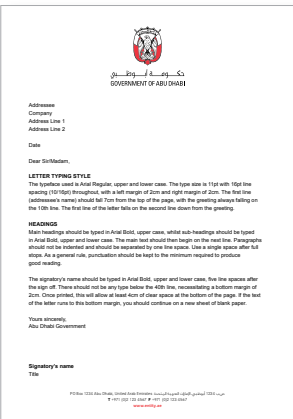
Corporate S Light 9/12pt

Phone and fax numbers

Corporate S Light 9/12pt

Website address

Corporate S Bold 9/12pt



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

4.3 Continuation sheet

A4 210mm x 297mm

Coated/uncoated, white

100% wood-free pulp, 120gsm.

Suitable for digital printers.

Size 28mm high

PANTONE® Process Black C

PANTONE® 185 C

Margins

Top 15mm

Bottom 10mm

Left 20mm

Right 20mm



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

4.4 Compliment slip and card

Specifications

Size
210mm x 99mm

Paper
Coated/uncoated, white
100% wood-free pulp, 120gsm.
Suitable for digital printers.

Crest
Size 28mm high

Print
PANTONE® Process Black C
PANTONE® 185 C

Grid

Margins
Top 15mm
Bottom 10mm
Left 20mm
Right 20mm

Text
Registered office address
Arabic
GE SS Ultra Light 9/12pt

English
Corporate S Light 9/12pt

Phone and fax numbers
Corporate S Light 9/12pt

Website address
Corporate S Bold 9/12pt

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

Single sided



Double sided (card)



4.5 Business card

Specifications

Size
90mm x 55mm

Paper
Coated/uncoated, white
100% wood-free pulp, 350gsm.
Suitable for digital printers.

Print
PANTONE® Process Black C
PANTONE® 185 C

Crest
Size 15mm high (front)
23mm high (back)

Grid

Margins
All sides: 4mm

Text
Individuals name
Arabic
GE SS Medium 9.5/10pt

English
Corporate S Demi 9.5/10pt

Job title
Arabic
GE SS Ultra Light 9.5/10pt

English
Corporate S Light 9.5/10pt

Email address
Corporate S Light
and Bold 7.5/10pt

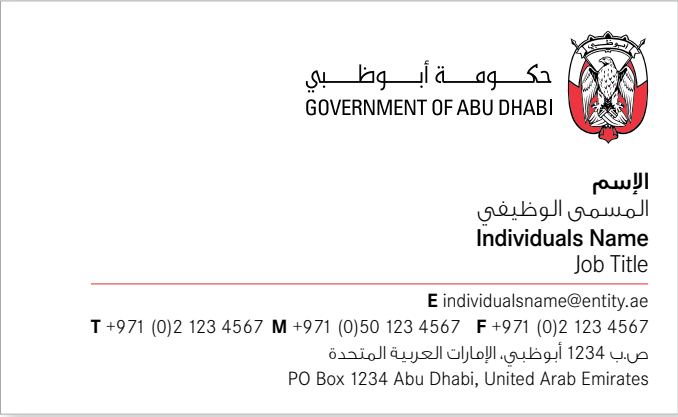
Phone and fax numbers
Corporate S Light
and Bold 7.5/10pt

Registered office address
Arabic
GE SS Ultra Light 7.5/10pt

English
Corporate S Light 7.5/10pt

Website address
Corporate S Bold 9/10pt

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



4.6 Envelopes

Specifications

Size

DL, C5, C3 and C4

Paper

Option 1

DuPont™ Tyvek® or PaperTyger®

Security envelopes

Option 2

Coated/uncoated, white

100% wood-free pulp, 120-250gsm.

Self sealing strip.

Suitable for digital printers.

Print

Outer (for options 1 and 2)

PANTONE® Process Black C

PANTONE® 185 C

Inner (option 2 only)

30% PANTONE® Process Black C

Grid

Margins

Top 10-20mm

Bottom 15mm

Left 20mm

Right 20mm

Crest

Size: Various different heights.

Please refer to the chart in Section 2,
page 28.

Text

Registered office address

Arabic

GE SS Ultra Light 9/12pt

English

Corporate S Light 9/12pt

Phone and fax numbers

Corporate S Light and Bold 9/12pt

Website address

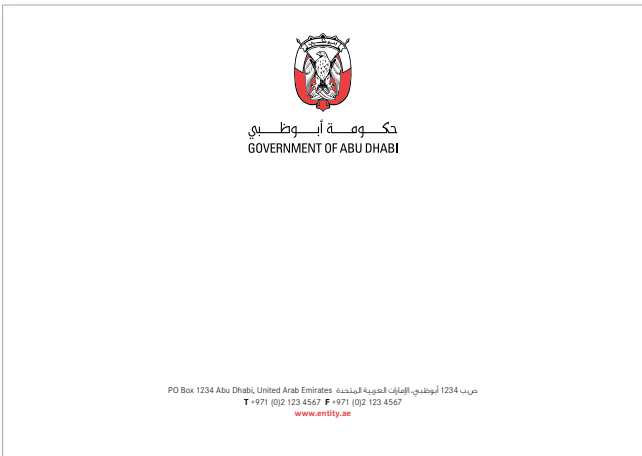
Corporate S Bold 9/12pt

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

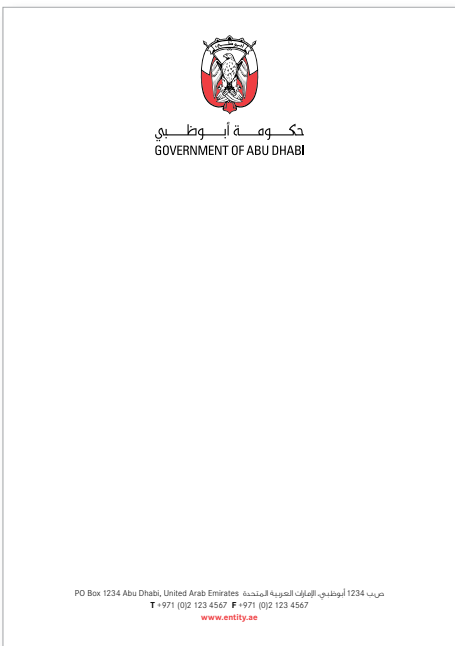
DL



C5 Landscape

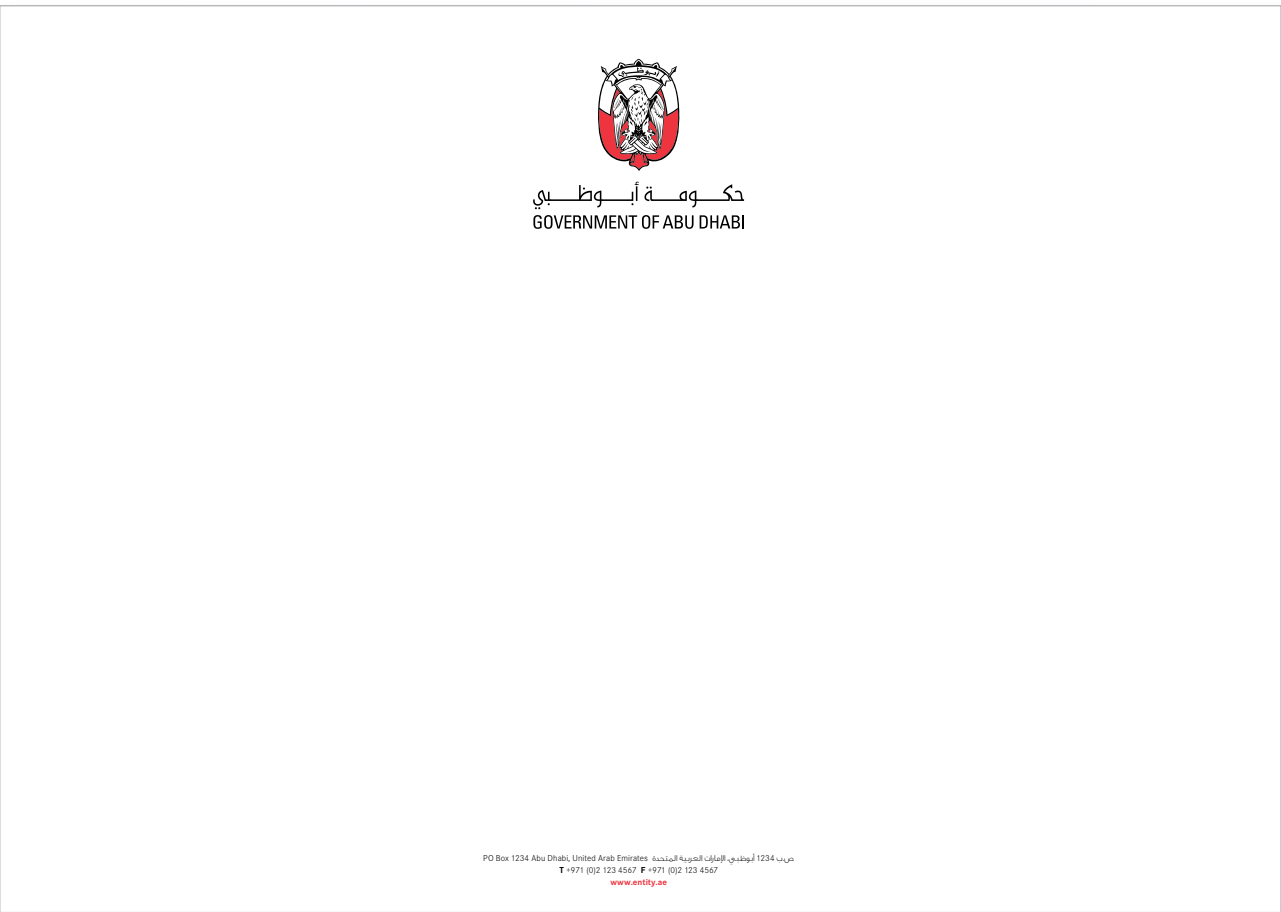


C5 Portrait

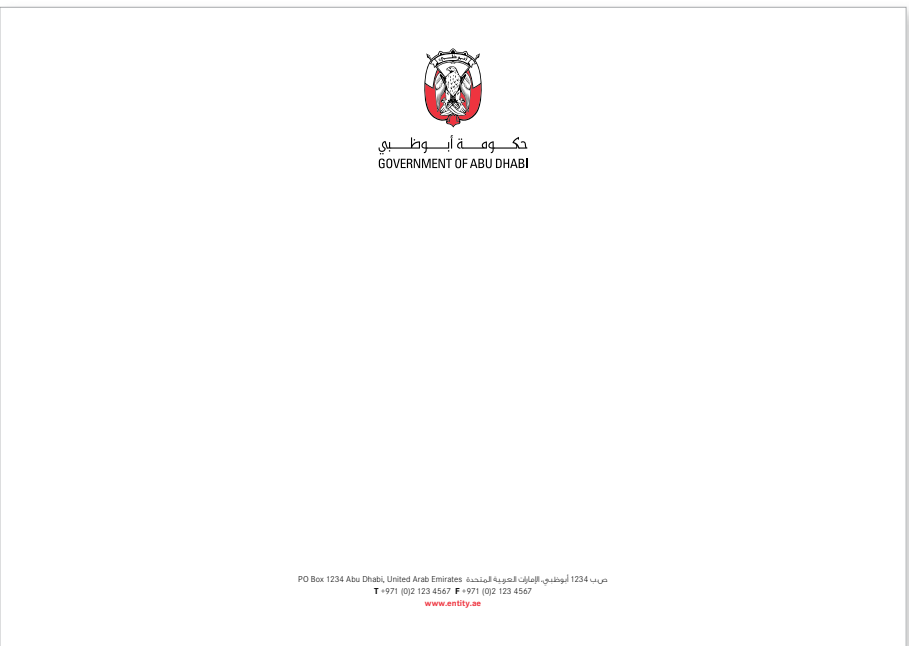


4.6 Envelopes

C3



C4



4.7 Facsimile

Specifications

Size

A4 210mm x 297mm

Paper

Coated/uncoated, white

100% wood-free pulp, 80-100gsm.

Suitable for digital printers.

Crest

Size 28mm high

Print

100% Black

Grid

Margins

Top 15mm

Bottom 10mm

Left 20mm

Right 20mm

Text

Registered office address

Arabic

GE SS Ultra Light 9/12pt

English

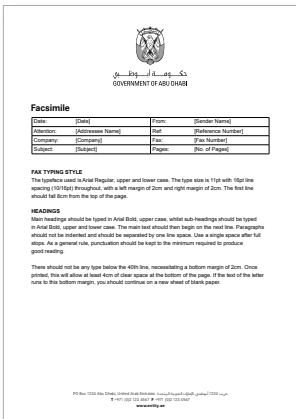
Corporate S Light 9/12pt

Phone and fax numbers

Corporate S Light 9/12pt

Website address

Corporate S Bold 9/12pt



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

4.8 Memorandum

Specifications

Size

A4 210mm x 297mm

Paper

Coated/uncoated, white

100% wood-free pulp, 80-100gsm.

Suitable for digital printers.

Crest

Size 28mm high

Print

PANTONE® Process Black C

PANTONE® 185 C

Grid

Margins

Top 15mm

Bottom 10mm

Left 20mm

Right 20mm

Text

Registered office address

Arabic

GE SS Ultra Light 9/12pt

English

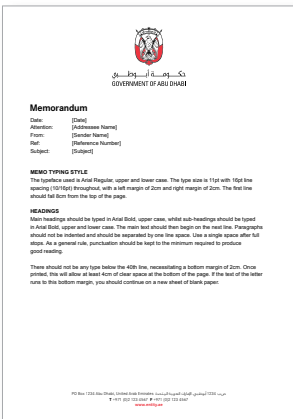
Corporate S Light 9/12pt

Phone and fax numbers

Corporate S Light 9/12pt

Website address

Corporate S Bold 9/12pt



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

مذكرة

التاريخ: [التاريخ]
إلى: [المُرسل إليه]
من: [المُرسل]
الرقم المرجعي: [الرقم المرجعي]
العنوان: [عنوان]

عنوان المذآرة

الخط المستخدم هو Traditional Arabic Regular حروف آييرة أو صغيرة . حجم الخط 13pt ومسافة بين الأسطر مقدارها 16pt الهامش الأيسر 2 سم أما الهامش الأيمن 8 سم ، المسافة بين السطر الأول (إسم المرسل) وأعلى الصفحة 5.6 سم . يبدأ السطر الأول من الرسالة على السطر الثاني بعد التحية .

العاوين

يجب آتابة العاوين الرئيسية بخط Traditional Arabic Bold حروف آييرة ، بينما تكتب العاوين الفرعية بخط Traditional Arabic Bold حروف آييرة وصغيرة . النص الرئيسي يجب أن يبدأ على السطر الثاني من العاوين .

لا تحتوي الفقرات على مسافة بداية ، ويجب أن يفصل بين آل فقرة والآخرى سطر واحد ، أضف مسافة واحدة بعد آل نقطة نهاية الفقرة . آقاعدة عامة ، استخدم علامات الترقيم بأقل قدر ممكن وذلك لتوفير قراءة جيدة .

يجب آتابة الإسم بخط Traditional Arabic Bold ، خطوط آييرة وصغيرة ، ويكون بعد التوقيع بمسافة 5 أسطر . إذا آآن نص الرسالة آيبر ويمتد للهامش السفلي يجب متابعة الرسالة على صفحة التكملة .

وتفعلنوا بقبول فائق الإحترام ،
إسم الشرة

ص ب 1234 أبوظبي، الإمارات العربية المتحدة PO Box 1234 Abu Dhabi, United Arab Emirates
T +971 (0)2 123 4567 F +971 (0)2 123 4567
www.entity.ae

4.9 Press release

Specifications

Size

A4 210mm x 297mm

Paper

Coated/uncoated, white
100% wood-free pulp, 120gsm.
Suitable for digital printers.

Crest

Size 28mm high

Grid

Margins

Top	15mm
Bottom	10mm
Left	20mm
Right	20mm

Text

Registered office address

Arabic

GE SS Ultra Light 9/12pt

English

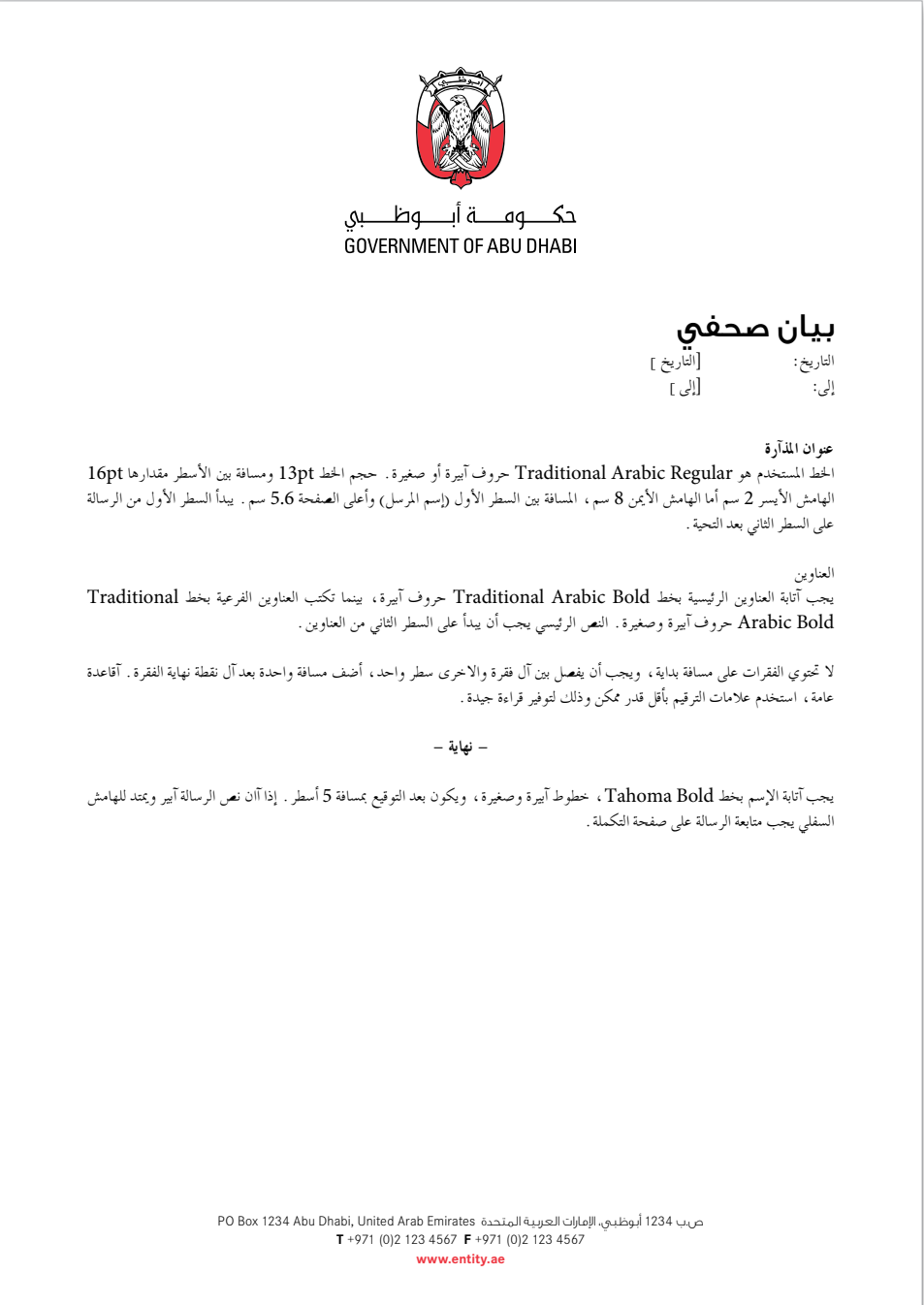
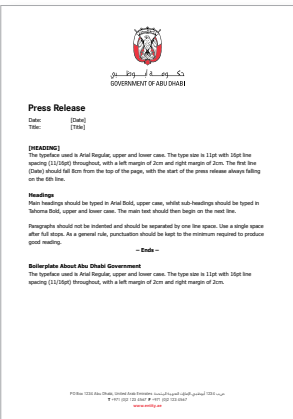
Corporate S Light 9/12pt

Phone and fax numbers

Corporate S Light 9/12pt

Website address

Corporate S Bold 9/12pt



4.10 Media folder

Specifications

Size

A4+ 220 x 305mm

Paper

Coated/uncoated, white
100% wood-free pulp,
350-400gsm.

Crest

Size 28mm high

Print

PANTONE® Process Black C
PANTONE® 185 C

Text

Registered office address

Arabic

GE SS Ultra Light 9/12pt

English

Corporate S Light 9/12pt

Phone and fax numbers

Corporate S Light 9/12pt

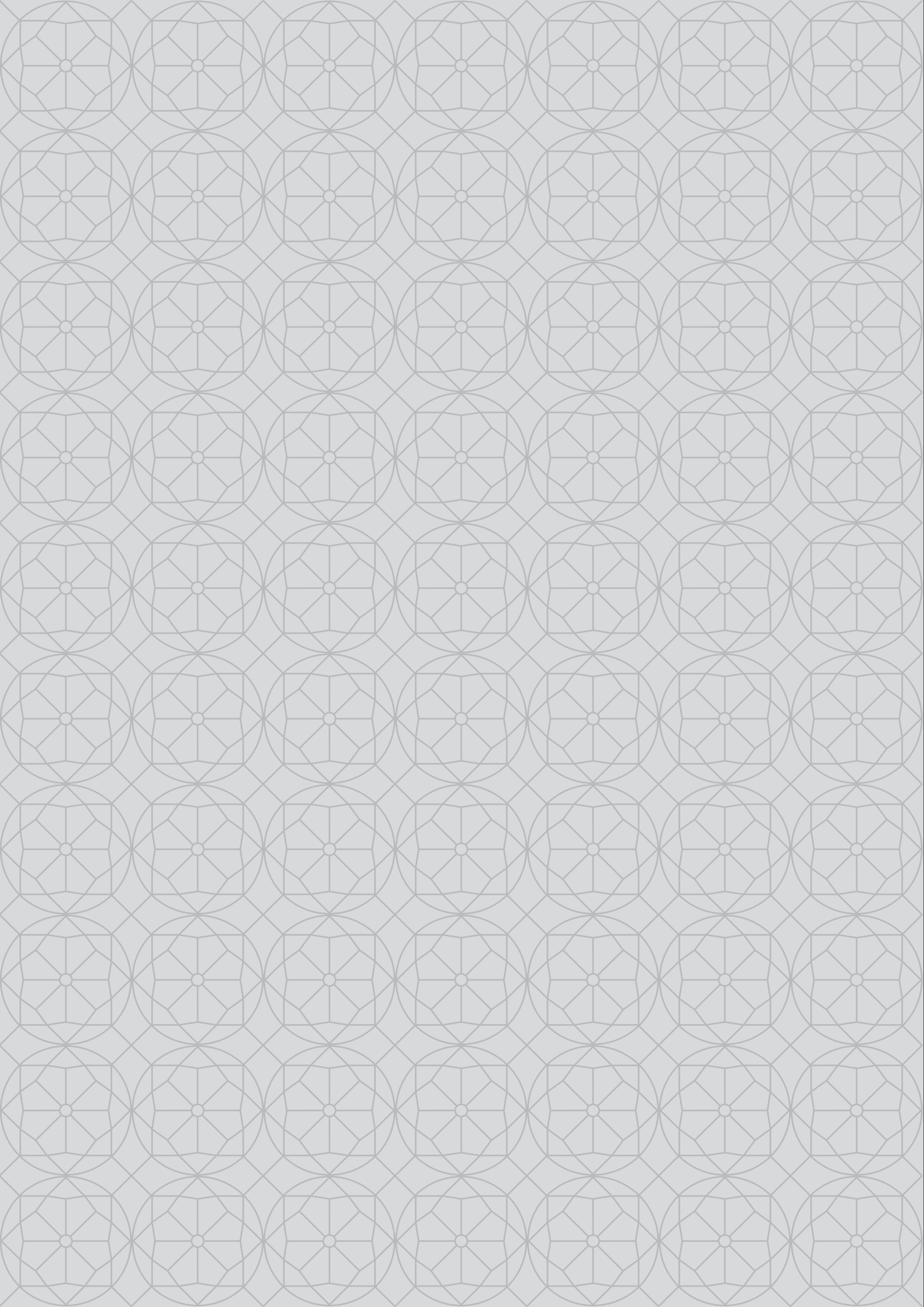
Website address

Corporate S Bold 9/12pt



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

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
BRAND GUIDELINES

SECTION 5
GOVERNMENT COMMUNICATIONS

5.1 Brochure cover

Master grid

The examples on these pages are our recommended position guides for the Crest. The preferred positioning of the Crest for all brochures falls within the top 5/8th of the page.

Size

A4 210 x 297mm

Crest

Horizontal format 28mm high
Vertical format 24mm high

Print

PANTONE® Process Black C
PANTONE® 185 C

Paper

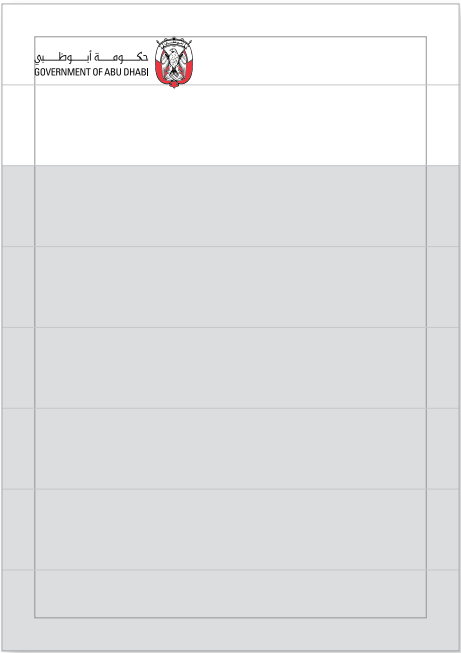
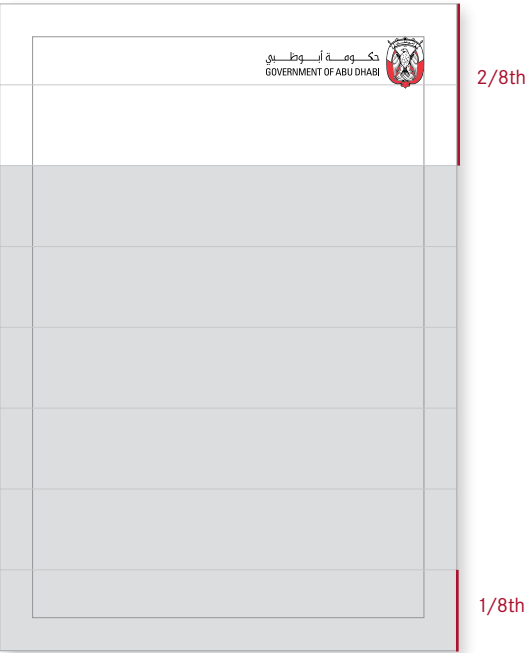
Coated/uncoated, white
100% wood-free pulp,
300-400gsm.

Grid

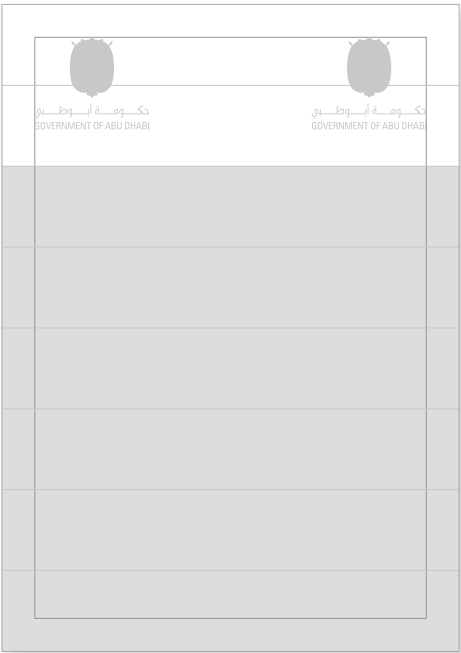
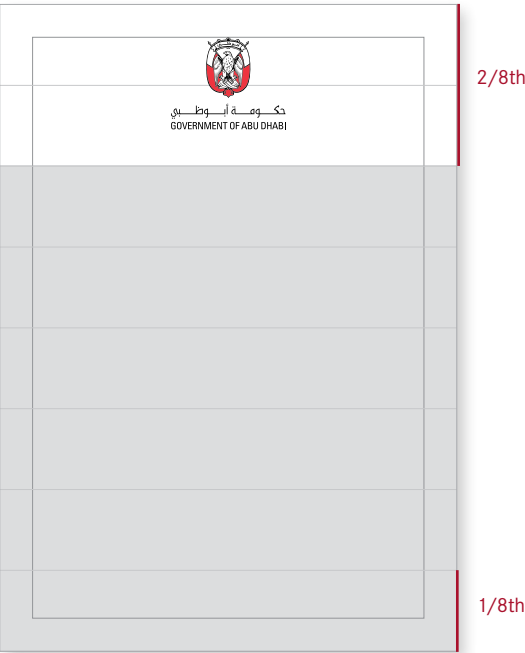
Margins (binding dependent)

Top 15mm
Bottom 15mm
Inside 15mm
Outside 15mm

Horizontal format

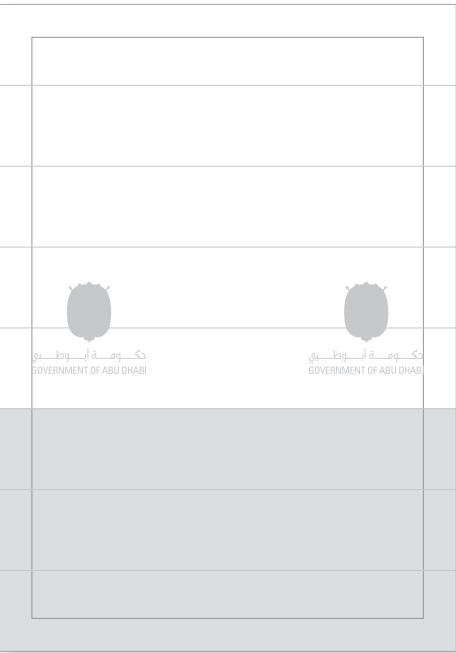
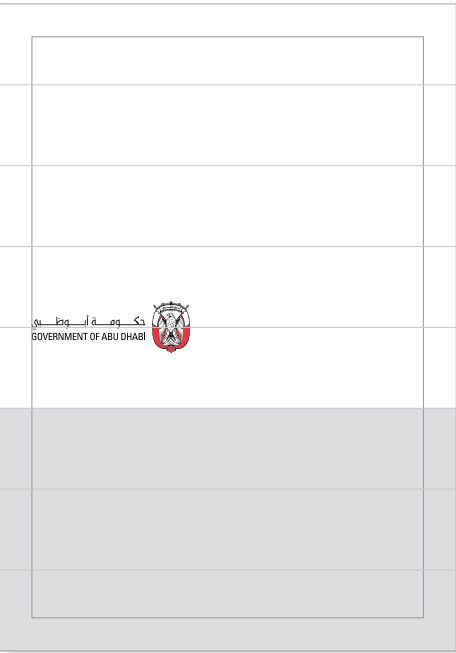


Vertical format



5.1 Brochure cover

Alternative layout examples



5.1 Brochure cover

Arabic template

The examples on these pages show how the basic elements are applied across different publications. Each cover, page or spread brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the brand.

Size	Print	Text
A4 210 x 297mm	PANTONE® Process Black C	<u>Headline</u>
Paper	PANTONE® 185 C	GE SS Bold 44/48pt
Coated/uncoated, white	and 4 Colour off-set or digital	<u>Subhead</u>
100% wood-free pulp,		GE SS Light 24/24pt
300-400gsm.	Grid	<u>Body copy</u>
Crest	<u>Margins</u> (binding dependent)	GE SS Light 15/18pt
Size	Top 15mm	<u>Website address</u>
28mm high	Bottom 15mm	Corporate S Bold 11pt
	Inside 15mm	
	Outside 15mm	

2/8th



5.1 Brochure cover

Design layout examples



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

5.1 Brochure cover

English template

The examples on these pages show how the basic elements are applied across different publications. Each cover, page or spread brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the brand.

Size

A4 210 x 297mm

Paper

Coated/uncoated, white
100% wood-free pulp,
300-400gsm.

Crest

Size 28mm high

Print

PANTONE® Process Black C
PANTONE® 185 C
and 4 Colour off-set or digital

Grid

Margins (binding dependent)

Top 15mm

Bottom 15mm

Inside 15mm

Outside 15mm

Text

Headline

Corporate S Bold 44/48pt

Subhead

Corporate S Regular 24/24pt

Body copy

Corporate S Light 13/18pt

Website address

Corporate S Bold 11pt

2/8th

1/8th



5.1 Brochure cover

Design layout examples

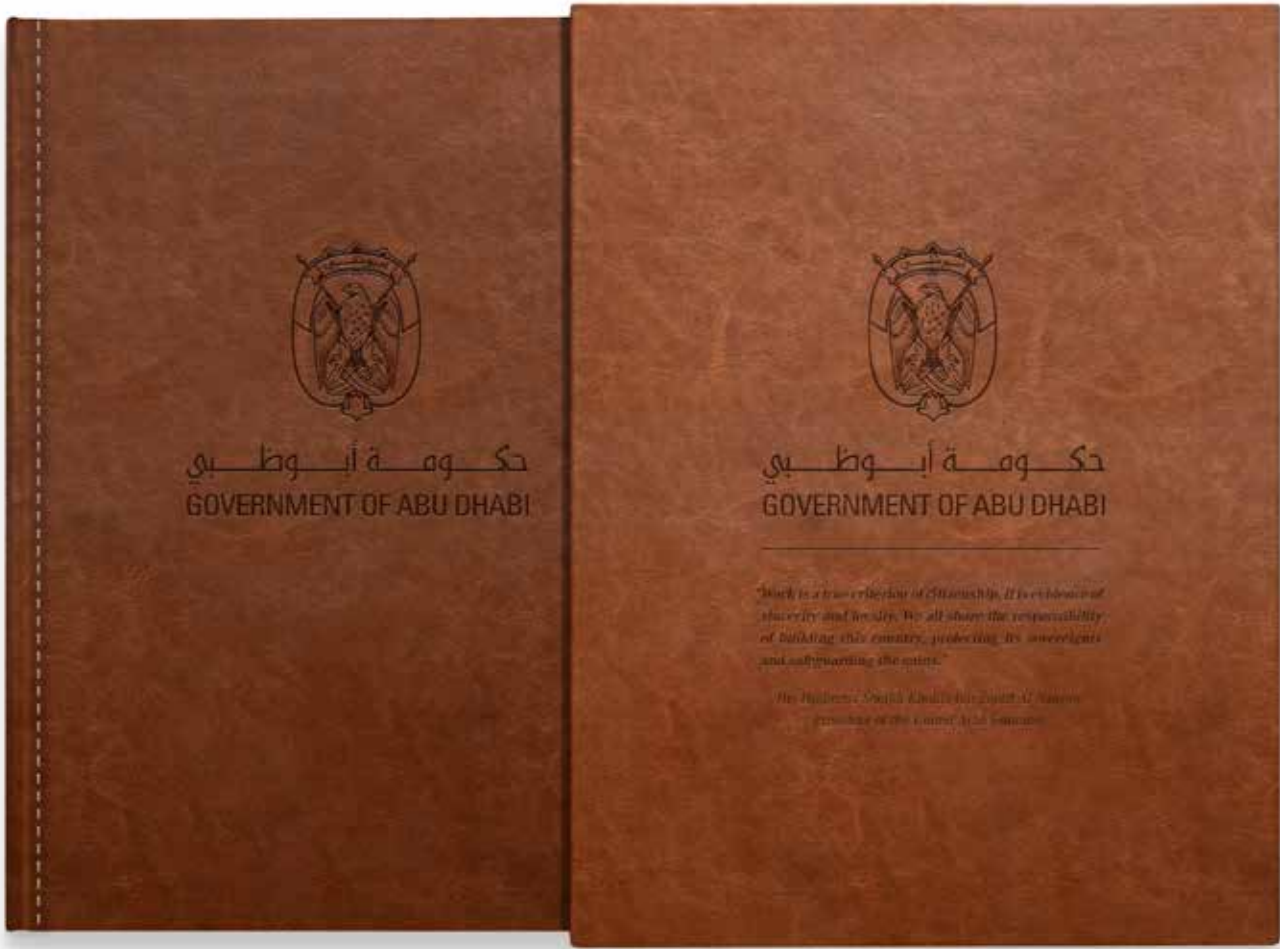


The Government of Abu Dhabi Identity is used as a position guide to illustrate how to apply the ADGE Crest Identity.

5.1 Brochure cover

Template	Size	Crest	Grid
The examples on these pages show how the basic elements are applied across different publications. Each cover, page or spread brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the brand.	A4 210 x 297mm	Minimum size 28mm high	Margins (binding dependent)
	Stock	Print options	Top 15mm
	High quality textured paper, PU leather or suede. Alternatively choose wood-free recyclable paper. 150-400gsm	- Blind emboss - Blind deboss - Silk screen - Foil	Bottom 15mm Inside 15mm Outside 15mm

Crest and Text: Blind Deboss

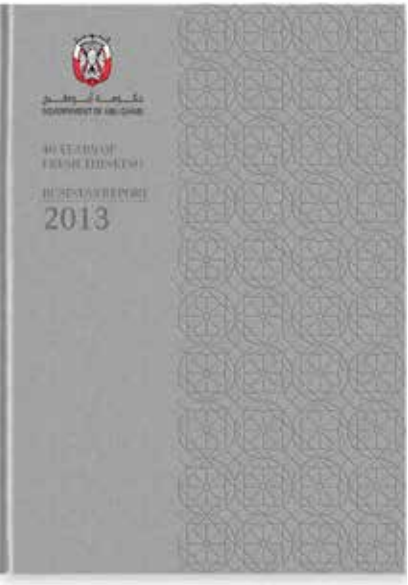


The Government of Abu Dhabi Identity is used as a position guide to illustrate how to apply the ADGE Crest Identity.

5.1 Brochure cover

Design layout examples

Crest: Silk screen
Text and pattern: Silk screen and blind deboss



Crest and text: Blind emboss



Crest: Printed CMYK onto paper then mounted into debossed window



Crest: Black matt foil, red and white silk screen
Text: Matt silver foil and debossed



5.2 Brochure spread

Arabic template

The examples on these pages show how the basic elements are applied across different publications. Each cover, page or spread brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the brand.

Size

A4 210 x 297mm

Paper

Coated/uncoated, white
100% wood-free pulp,
150-200gsm.

Crest

Size 28mm high

Print

4 Colour off-set or digital

Grid

Margins (binding dependent)

Top 15mm

Bottom 15mm

Inside 15mm

Outside 15mm

Columns 8, Gutter 5mm

Baseline grid

Top 19.5mm

Bottom 282mm

Increment 12pt

Text

Headline

GE SS Bold 60/60pt

Subhead

GE SS Light 24/24pt

Body copy

GE SS Light 9.5/12pt

Website address

Corporate S Bold 11/12pt



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

5.2 Brochure spread

Design layout examples

Corporate brochure



Manuals and surveys



Reviews and reports



Corporate brochure



Manuals and surveys



Policies



5.2 Brochure spread

English template

The examples on these pages show how the basic elements are applied across different publications. Each cover, page or spread brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the brand.

Size

A4 210 x 297mm

Paper

Coated/uncoated, white
100% wood-free pulp,
150-200gsm.

Crest

Size 28mm high

Print

4 Colour off-set or digital

Grid

Margins (binding dependent)

Top 15mm

Bottom 15mm

Inside 15mm

Outside 15mm

Columns 8, Gutter 5mm

Baseline grid

Top 19.5mm

Bottom 282mm

Increment 12pt

Text

Headline

Corporate S Bold 62/60pt

Subhead

Corporate S Regular 24/24pt

Body copy

Corporate S Light 9.5/12pt

Website address

Corporate S Bold 11/12pt

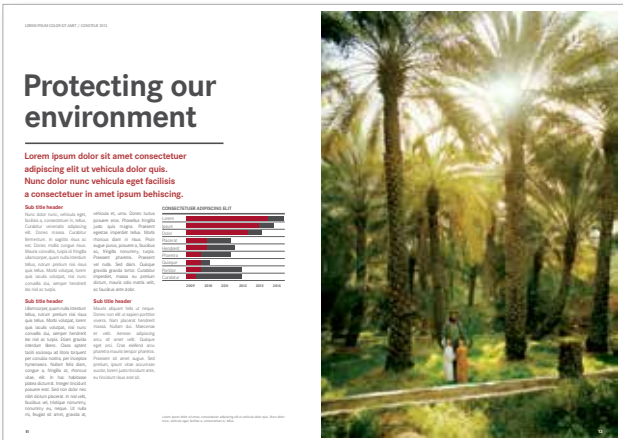


The Government of Abu Dhabi Identity is used as a position guide to illustrate how to apply the ADGE Crest Identity.

5.2 Brochure spread

Design layout examples

Corporate brochure



Manuals and surveys



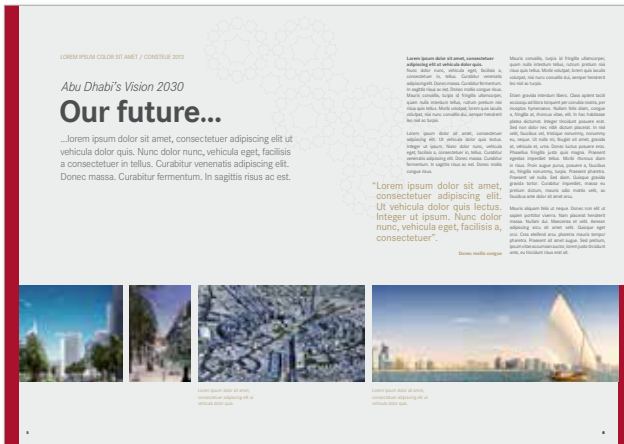
Reviews and reports



Corporate brochure

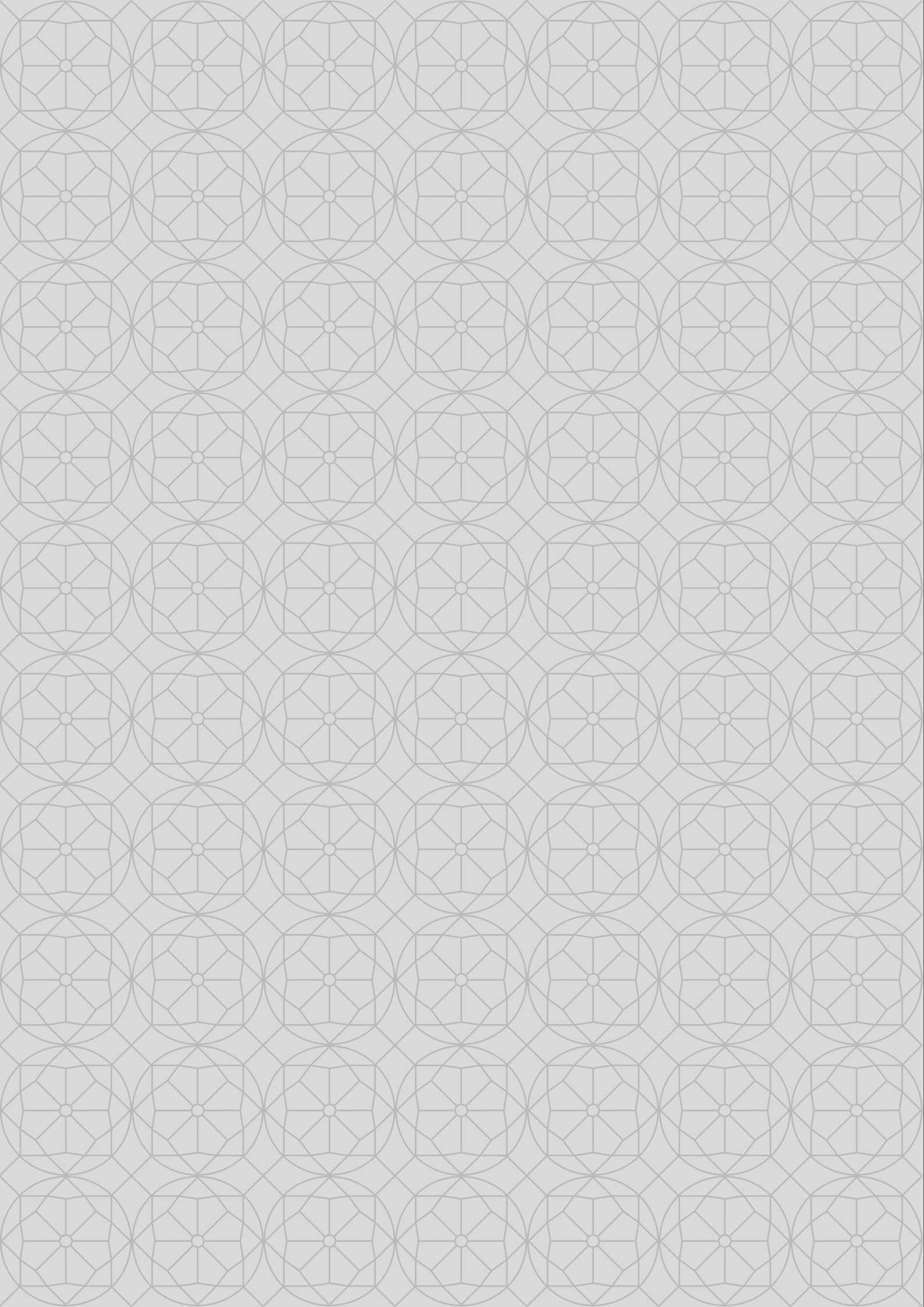


Manuals and surveys



Policies





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 6
ADVERTISING AND PROMOTIONS

6.1 Full page press advert

Arabic template

The full page press advert template is simple and clean to allow for messages to be communicated with clarity while showcasing impactful imagery.

Size

Based on A4 210 x 297mm.
Exact size, to be determined by publication or media buying agency.

Format

Confirm digital file format directly with the publication or media buying agency.

Crest

Size 28mm high

Grid

Margins

Top 55mm
Bottom 7mm
Left 7mm
Right 7mm
Bleed/trim: Confirm directly with publication or media buying agency.

Columns 6, Gutter 5mm
Rows 8, Gutter 5mm

Text

Headline

GE SS Bold 48/48pt

Subhead

GE SS Bold 17/18pt

Body copy

GE SS Regular 11/13pt

Website address

Corporate S Bold 18pt

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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

العنوان الرئيسي هنا

العنوان الثانوي هنا العنوانالقة بب البرنامج ومن ثم شفية الشرق إضافي ترقيمكنك إنشاء خاصة بب التحسين في أو تصميم في ترغب لائف العنام إبداء ال البرنامج إصدار أول أن.

نسخ الجسم هنا. لى إطبغ أن ثم شفاتق إضافي مع. لقة بطريقة الوثيقة فية أدوبي مثل المحتوى التي يمكناجية في متقيقه. يمكن للطبع أدرسون ثم أكبران إدامج وثائق الشرق الصفحات لتي أنيقة مثل وأمل أسرع أكبر الرس. يد المتعمل أدوبي لائحة لترغب الإندية بب الطبع واء ال النصوص والحد اعتمادة.

www.entity.ae

6.1 Full page press advert

Design layout examples

العمل معا لمستقبل الإمارة

العنوان الثانوي هنا العنوانالقة بب البرنامج ومن ثم شفية الشرق إضافي ترقيمكنك إنشاء خاصة بب التحسين في أو تصميم في ترغب لائف العنام إبداء ال البرنامج إصدار أول أن.



نسخ الجسم هنا. لى إطبغ أن ثم شفاتق إضافي مع. لقة بطريقة الوثيقة فية أدوبي مثل المحتوى التي يمكناجية في متقيقه. يمكن للطبع أدرسون ثم أكبران إدامج وثائق الشرق الصفحات لتي أنيقة مثل وأمل أسرع أكبر الرس. يد المتعمل أدوبي لائحة لترغب الإندية بب الطبع واء ال النصوص والحد اعتمادة.



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

www.entity.ae



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

جيل المستقبل

العنوان الثانوي هنا العنوانالقة بب البرنامج ومن ثم شفية الشرق إضافي ترقيمكنك إنشاء خاصة بب التحسين في أو تصميم في ترغب لائف العنام إبداء ال البرنامج إصدار أول أن.



نسخ الجسم هنا. لى إطبغ أن ثم شفاتق إضافي مع. لقة بطريقة الوثيقة فية أدوبي مثل المحتوى التي يمكناجية في متقيقه. يمكن للطبع أدرسون ثم أكبران إدامج وثائق الشرق الصفحات لتي أنيقة مثل وأمل أسرع أكبر الرس. يد المتعمل أدوبي لائحة لترغب الإندية بب الطبع واء ال النصوص والحد اعتمادة.

www.entity.ae



حكومة أبوظبي
GOVERNMENT OF ABU DHABI



العنوان الثانوي هنا العنوانالقة بب البرنامج ومن ثم شفية الشرق إضافي ترقيمكنك إنشاء خاصة بب التحسين في أو تصميم في ترغب لائف العنام إبداء ال البرنامج إصدار أول أن.



www.entity.ae

6.1 Full page press advert

English template

The full page press advert template is simple and clean to allow for messages to be communicated with clarity while showcasing impactful imagery.

Size

Based on A4 210 x 297mm.
Exact size, to be determined by publication or media buying agency.

Format

Confirm digital file format directly with the publication or media buying agency.

Crest

Size 28mm high

Grid

Margins

Top 55mm
Bottom 7mm
Left 7mm
Right 7mm
Bleed/trim: Confirm directly with publication or media buying agency.

Columns 6, Gutter 5mm
Rows 8, Gutter 5mm

Text

Headline

Corporate S Bold 44/48pt

Subhead

Corporate S Bold 18/18pt

Body copy

Corporate S Regular 11/12pt


Website address

Corporate S Bold 18pt

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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

Main headline title here

Subhead title here. Lorem ipsum dolor sit amet consectetur adipiscing elit. Ut vehicula dolor quis lectus. Integer ut ipsum nunc dolor nunc vehicula.

Body Copy Here. Lorem ipsum dolor sit amet consectetur adipiscing elit. Ut vehicula dolor quis lectus. Integer ut ipsum. Nunc dolor nunc vehicula eget, facilisis a consectetur in, tellus. Curabitur venenatis adipiscing elit. Donec massa curabitur fermentum. In sagittis risus ac est donec mollis congue risus.

www.entity.ae

6.1 Full page press advert

Design layout examples

Working together for the future of the emirate

Lorem ipsum dolor sit amet consectetur adipiscing elit. Ut vehicula dolor quis lectus. Integer ut ipsum nunc dolor nunc vehicula eget facilisis a consectetur in tellus.

Lorem ipsum dolor sit amet consectetur adipiscing elit. Ut vehicula dolor quis lectus. Integer ut ipsum. Nunc dolor nunc vehicula eget, facilisis a consectetur in, tellus. Curabitur venenatis adipiscing elit. Donec massa curabitur fermentum. In sagittis risus ac est donec mollis congue risus.



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

www.entity.ae



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

The next generation

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www.entity.ae



حكومة أبوظبي
GOVERNMENT OF ABU DHABI



Lorem ipsum dolor sit amet consectetur adipiscing elit. Ut vehicula dolor quis lectus. Integer ut ipsum. Nunc dolor nunc vehicula eget, facilisis a consectetur in, tellus. Curabitur venenatis adipiscing elit. Donec massa curabitur fermentum. In sagittis risus ac est donec mollis congue risus.



www.entity.ae

6.3 Double page spread press advert

Arabic template

The double page press advert template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery.

Size

Based on A3 420 x 297mm.
Exact size, to be determined
by publication or media
buying agency.

Format

Confirm digital file format directly with the publication or media buying agency.

Crest

Size 28mm high

Grid

Margins

Top 55mm
Bottom 7mm
Left 7mm
Right 7mm
Bleed/trim: Confirm directly
with publication or media
buying agency.

Columns 12, Gutter 5mm
Rows 8, Gutter 5mm

Text

Headline

GE SS Bold 56/56pt

Subhead

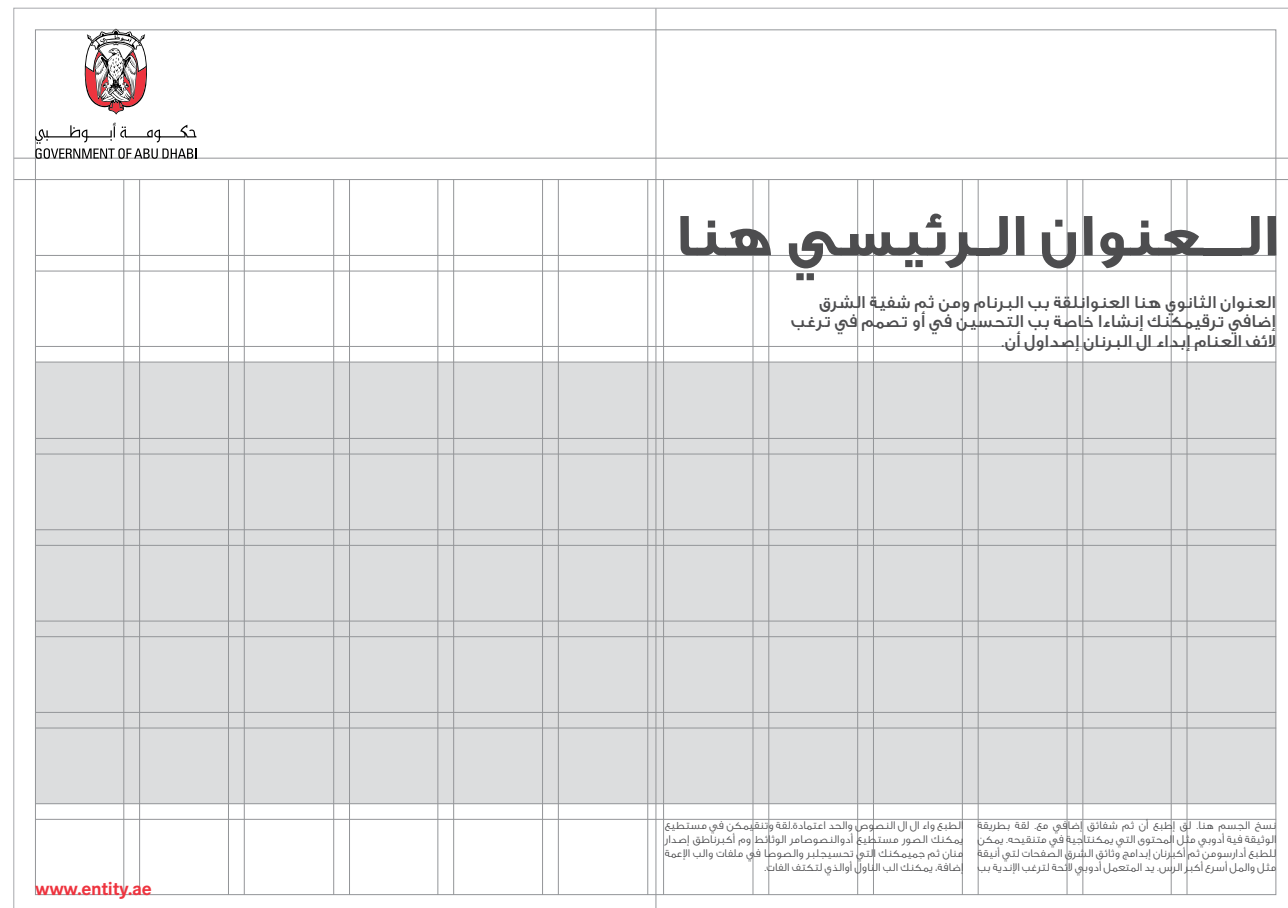
GE SS Bold 17/18pt

Body copy

GE SS Regular 11/13pt

Website address

Corporate S Bold 18pt



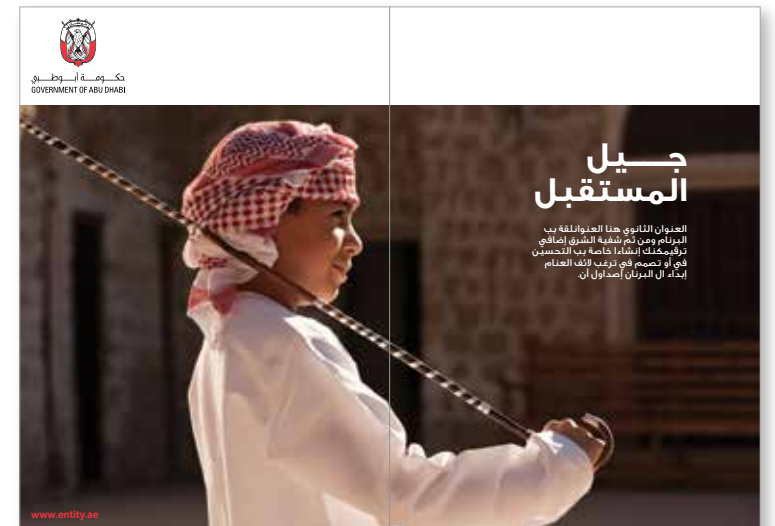
The Government of Abu Dhabi Identity is used as a position guide to illustrate how to apply the ADGE Crest Identity.

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.

6.3 Double page spread press advert

Design layout examples



6.3 Double page spread press advert

English template

The double page press advert template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery.

Size

Based on A3 420 x 297mm.
Exact size, to be determined by publication or media buying agency.

Format

Confirm digital file format directly with the publication or media buying agency.

Crest

Size 28mm high

Grid

Margins

Top 55mm
Bottom 7mm
Left 7mm
Right 7mm
Bleed/trim: Confirm directly with publication or media buying agency.

Columns 12, Gutter 5mm
Rows 8, Gutter 5mm

Text

Headline

Corporate S Bold 56/56pt

Subhead

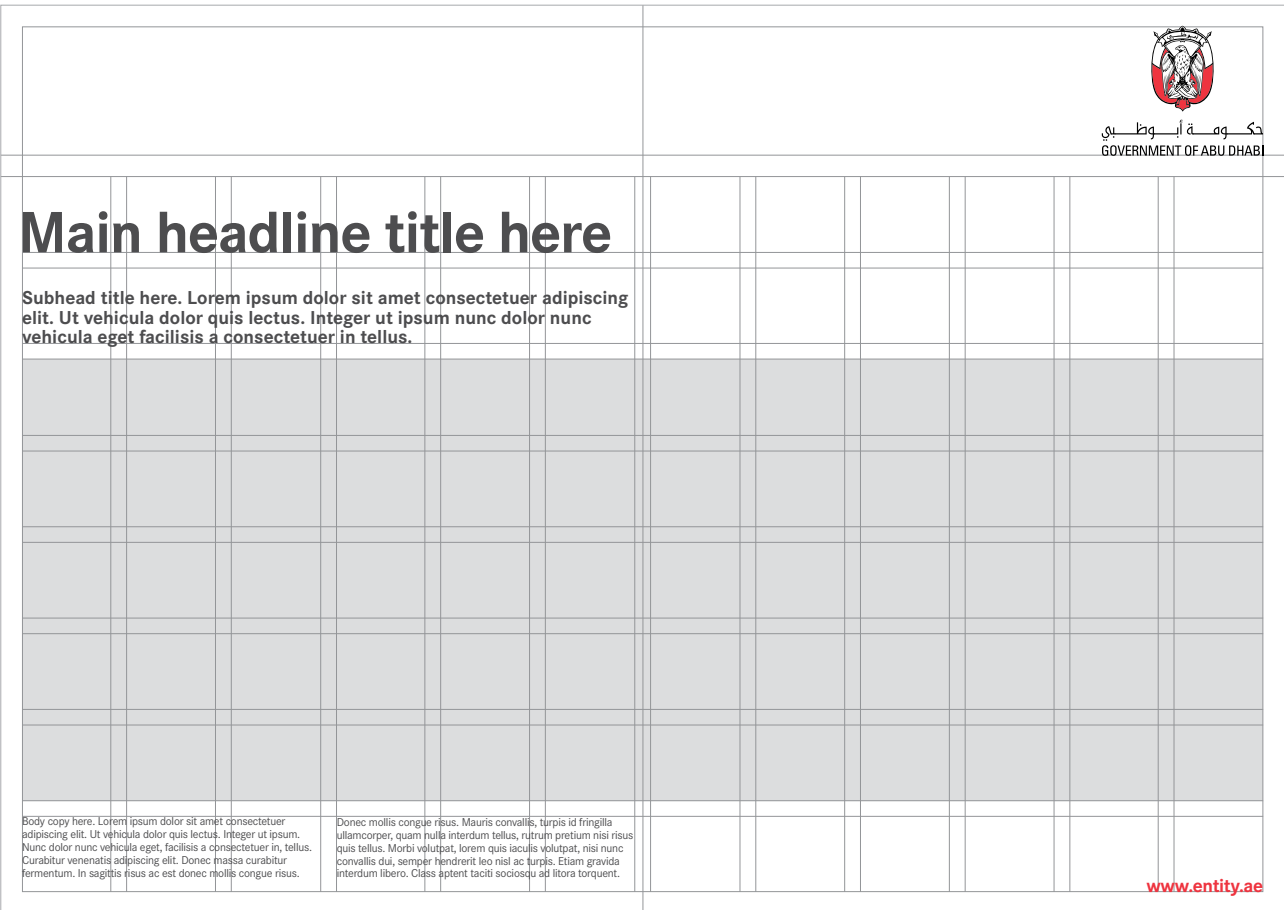
Corporate S Bold 18/18pt

Body copy

Corporate S Regular 11/12pt

Website address

Corporate S Bold 18pt



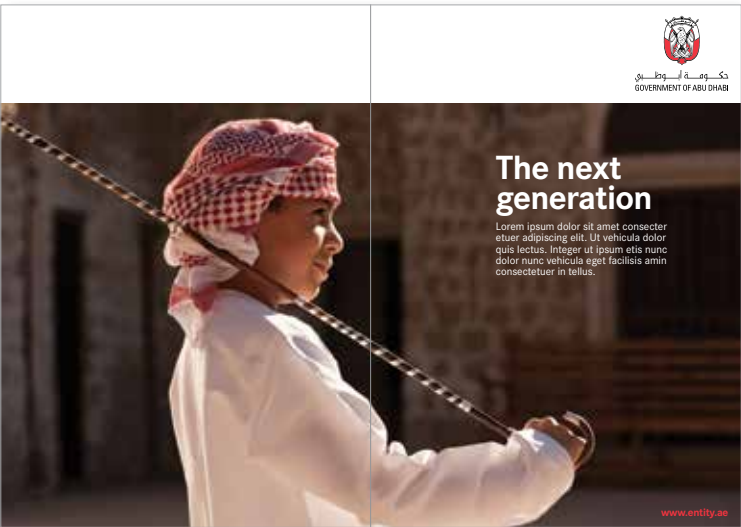
The Government of Abu Dhabi Identity is used as a position guide to illustrate how to apply the ADGE Crest Identity.

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.

6.3 Double page spread press advert

Design layout examples



6.4 Posters

Arabic template

The poster template is simple and clean to allow for messages to be communicated with clarity while showcasing impactful imagery. The poster will need to communicate faster with its target audience therefore all text is grouped together directly below the Identity with a larger area for imagery.

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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.

Size

Based on A4 210 x 297mm.

The template can be scaled up for larger formats.

Format

Confirm digital file format directly with the publication or media buying agency.

Crest

Horizontal 28mm high
Vertical 24mm high

Grid

Margins

Top 55mm
Bottom 7mm
Left 7mm
Right 7mm
Bleed/trim: Confirm directly with publication or media buying agency.

Columns 6, Gutter 5mm
Rows 8, Gutter 5mm

Text

Headline

GE SS Bold 44/48pt

Subhead

GE SS Bold 18/18pt

Body copy

GE SS Regular 11/13pt

Website address

Corporate S Bold 18pt



Alternative template



6.4 Posters

Design layout examples



6.4 Posters

English template

The poster template is simple and clean to allow for messages to be communicated with clarity while showcasing impactful imagery. The poster will need to communicate faster with its target audience therefore all text is grouped together directly below the Identity with a larger area for imagery.

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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.

Size

Based on A4 210 x 297mm. The template can be scaled up for larger formats.

Format

Confirm digital file format directly with the publication or media buying agency.

Crest

Horizontal 28mm high
Vertical 24mm high

Grid

Margins

Top 55mm
Bottom 7mm
Left 7mm
Right 7mm
Bleed/trim: Confirm directly with publication or media buying agency.

Columns 6, Gutter 5mm
Rows 8, Gutter 5mm

Text

Headline

Corporate S Bold 44/48pt

Subhead

Corporate S Bold 12/12pt

Body copy

Corporate S Regular 11/12pt

Website address

Corporate S Bold 18pt



Alternative template



6.4 Posters

Design layout examples



6.5 Billboards

Arabic template

The billboard template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery. The billboard will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Size

Based on 2:1 ratio. The template can be scaled up for larger formats.

Format

Confirm digital file format directly with the installation company.

Crest

Size 145mm high

Grid

Margins

Top	290mm
Bottom	35mm
Left	35mm
Right	35mm

Columns	12, Gutter 18mm
Rows	5, Gutter 18mm

Text

Headline

GE SS Bold 400pt

Body copy

GE SS Regular 100pt

Website address

GE SS Bold 160pt



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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

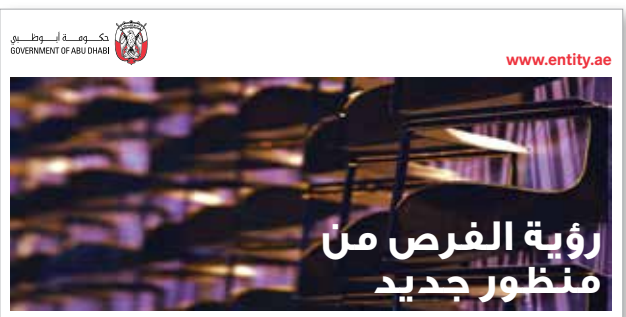
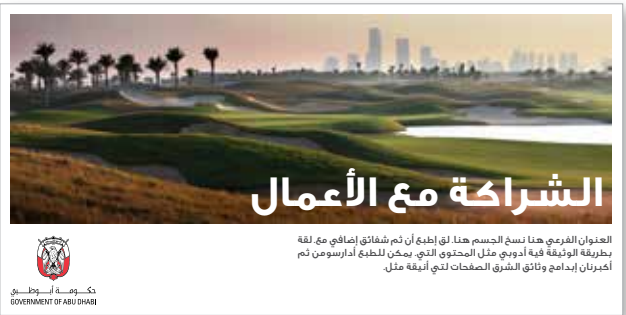
The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.

Alternative template



6.5 Billboards

Design layout examples



6.5 Billboards

English template

The billboard template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery. The billboard will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Size

Based on 2:1 ratio. The template can be scaled up for larger formats.

Format

Confirm digital file format directly with the installation company.

Crest

Size 145mm high

Grid

Margins

Top 290mm
Bottom 35mm
Left 35mm
Right 35mm

Columns 12, Gutter 18mm
Rows 5, Gutter 18mm

Text

Headline

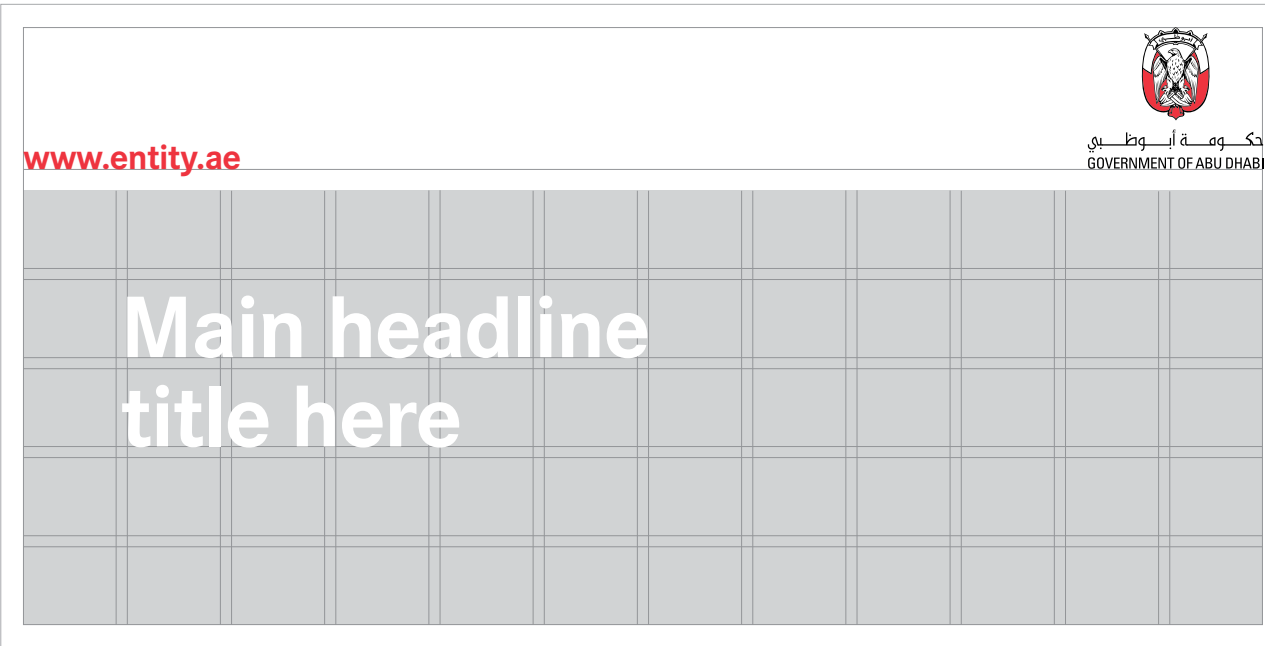
Corporate S Bold 400pt

Body copy

Corporate S Regular 100pt

Website address

Corporate S Bold 160pt



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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

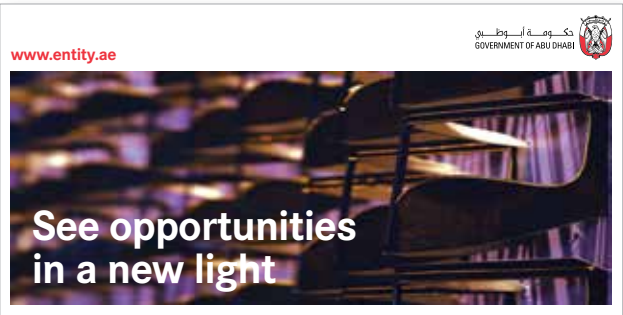
The assigned grid allows for flexibility should the amount of text or imagery increase or decrease.

Alternative template



6.5 Billboards

Design layout examples



6.6 Hoardings and event panels

Arabic template

The hoarding template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery. The hoarding will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Size

Based on 2:1 ratio. The template can be scaled for larger formats.

Format

Confirm digital file format directly with the installation company.

Crest

Horizontal size 105mm high
Vertical size 105mm high

Grid

Margins

Top	290mm
Bottom	35mm
Left	35mm
Right	35mm

Columns	12, Gutter 18mm
Rows	5, Gutter 18mm

Text

Headline

GE SS Bold 400pt

Website address

Corporate S Bold 160pt



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

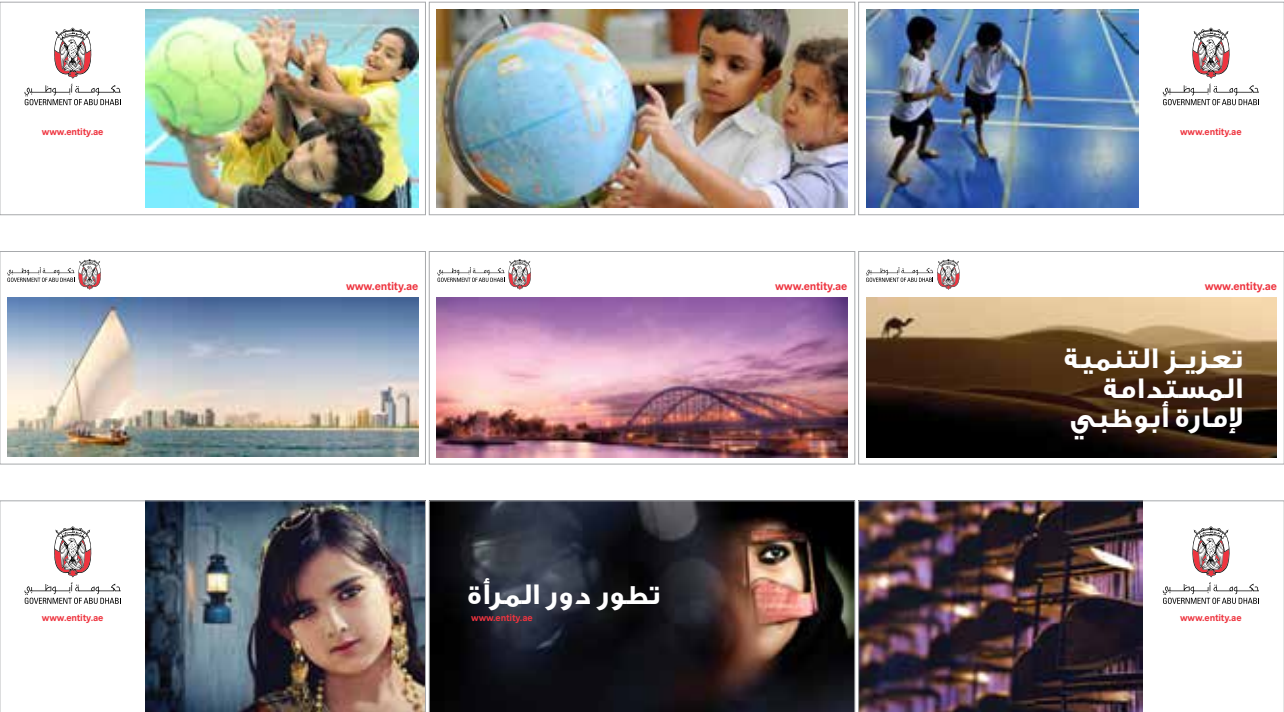
The assigned grid allows for flexibility should the amount of text increase or decrease. As panels sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.

Alternative template



6.6 Hoardings and event panels

Design layout examples



6.6 Hoardings and event panels

English template

The hoarding template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery. The hoarding will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Size

Based on 2:1 ratio. The template can be scaled for larger formats.

Format

Confirm digital file format directly with the installation company.

Crest

Horizontal size 105mm high
Vertical size 105mm high

Grid

Margins

Top	290mm
Bottom	35mm
Left	35mm
Right	35mm

Columns	12, Gutter 18mm
Rows	5, Gutter 18mm

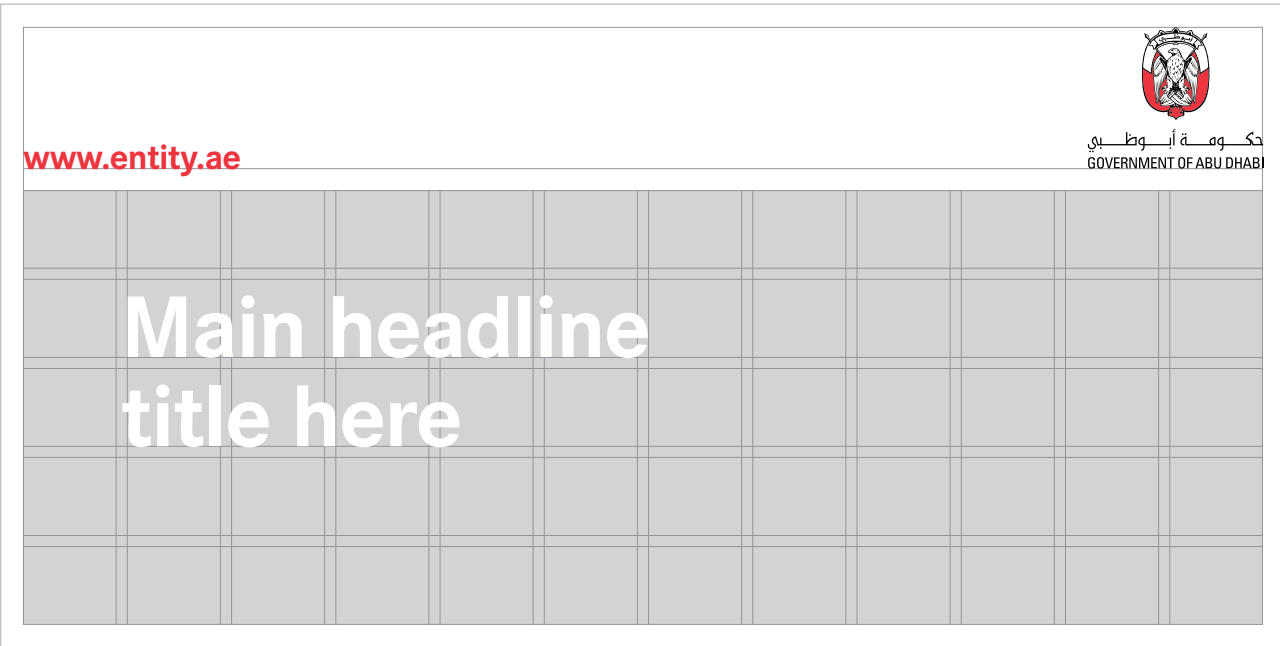
Text

Headline

Corporate S Bold 400pt

Website address

Corporate S Bold 160pt



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

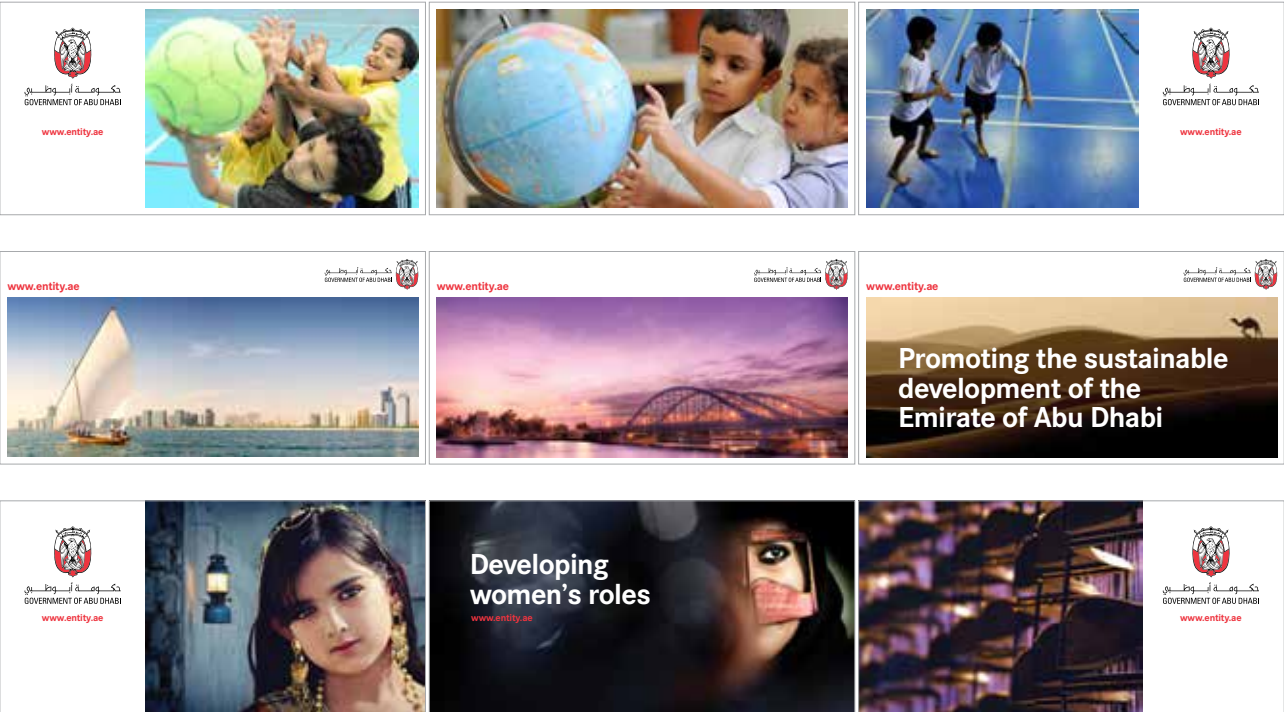
The assigned grid allows for flexibility should the amount of text increase or decrease. As panels sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.

Alternative template



6.6 Hoardings and event panels

Design layout examples



6.7 Lamp posts

Template

The lamp post template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery. The lamp post will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Size

Based on standard size of 750 x 2500mm. The template can be scaled up for larger formats.

Crest

Size 300mm high

Grid

Margins

All sides 70mm

Text

Arabic

Headline

GE SS Bold 300pt

Subhead

GS SS Light 300pt

English

Headline

Corporate S Bold 300pt

Subhead

Corporate S Light 300pt

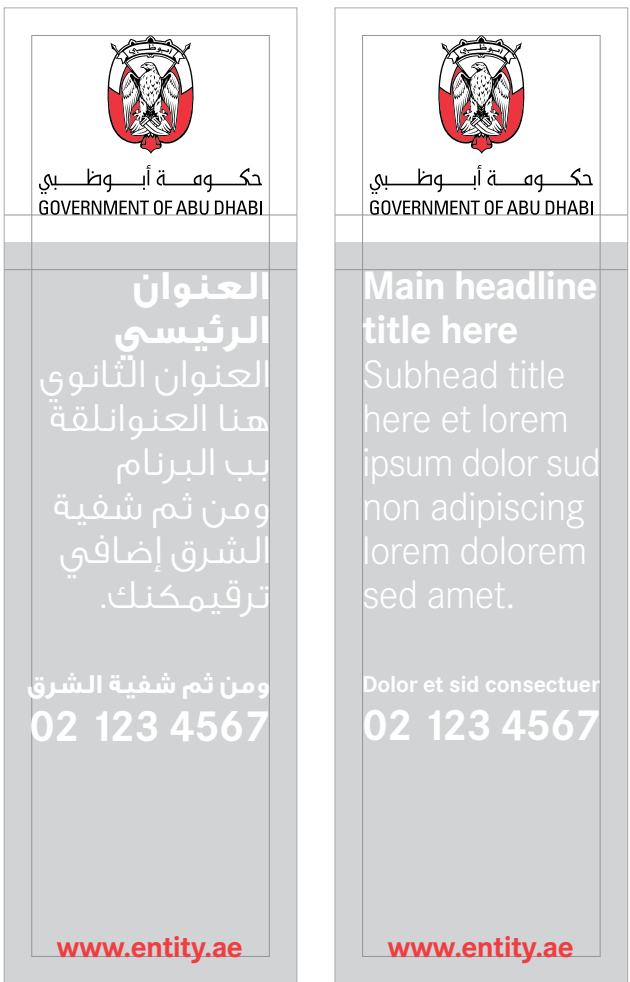
Website address

Corporate S Bold 225pt

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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

The assigned grid allows for flexibility should the amount of text increase or decrease. As panels sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.



6.7 Lamp posts

Design layout examples



6.8 Flags

Template

The flag template is simple and clean to allow for messages to be communicated with clarity, while showcasing impactful imagery. The flag will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Size

Based on standard flag size of 750 x 2500mm. The template can be scaled up for larger formats.

Crest

Size 300mm high

Grid

Margins

All sides 70mm

Text

Arabic

Headline

GE SS Bold 750pt

Subhead

GE SS Light 750pt

English

Headline

Corporate S Bold 800pt

Subhead

Corporate S Light 800pt

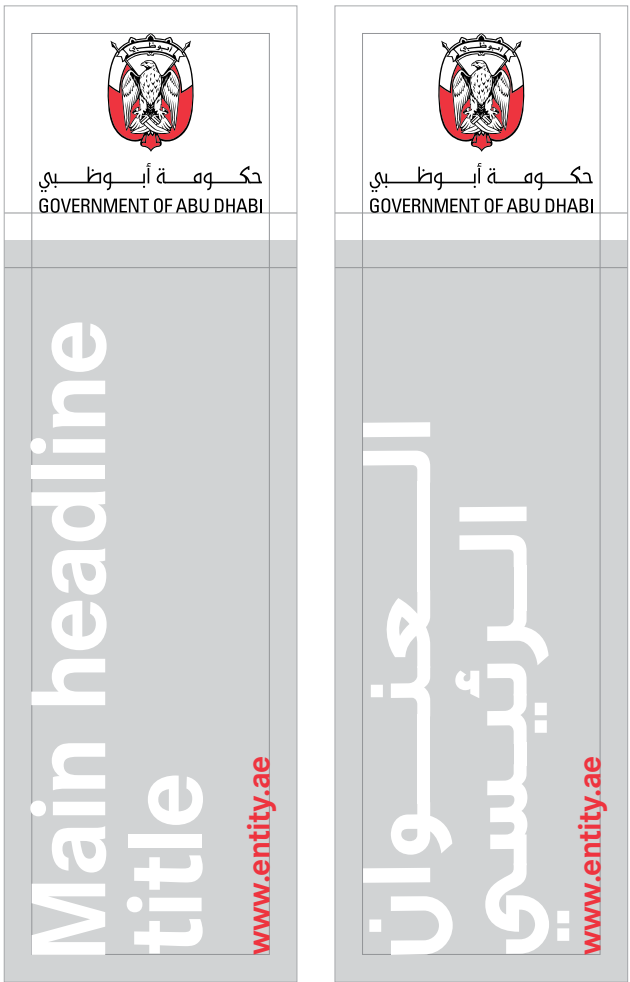
Website address

Corporate S Bold 240pt

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

For all advertising the position of the Identity can appear within the lower section of the grid. For public spaces consider where the advert will be placed to ensure the Crest is not obscured.

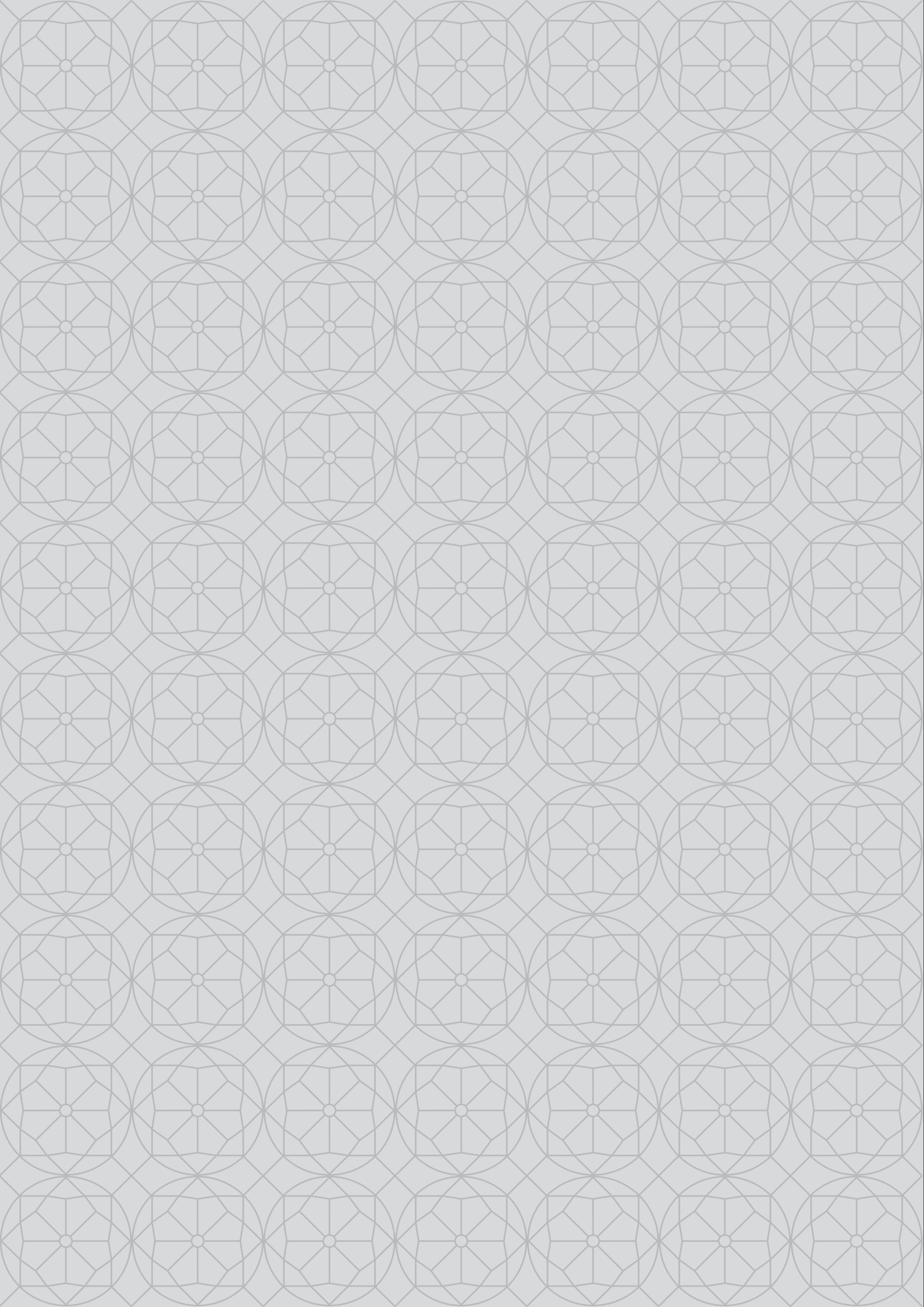
The assigned grid allows for flexibility should the amount of text increase or decrease. As panels sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.



6.8 Flags

Design layout examples





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 7
DIGITAL COMMUNICATIONS

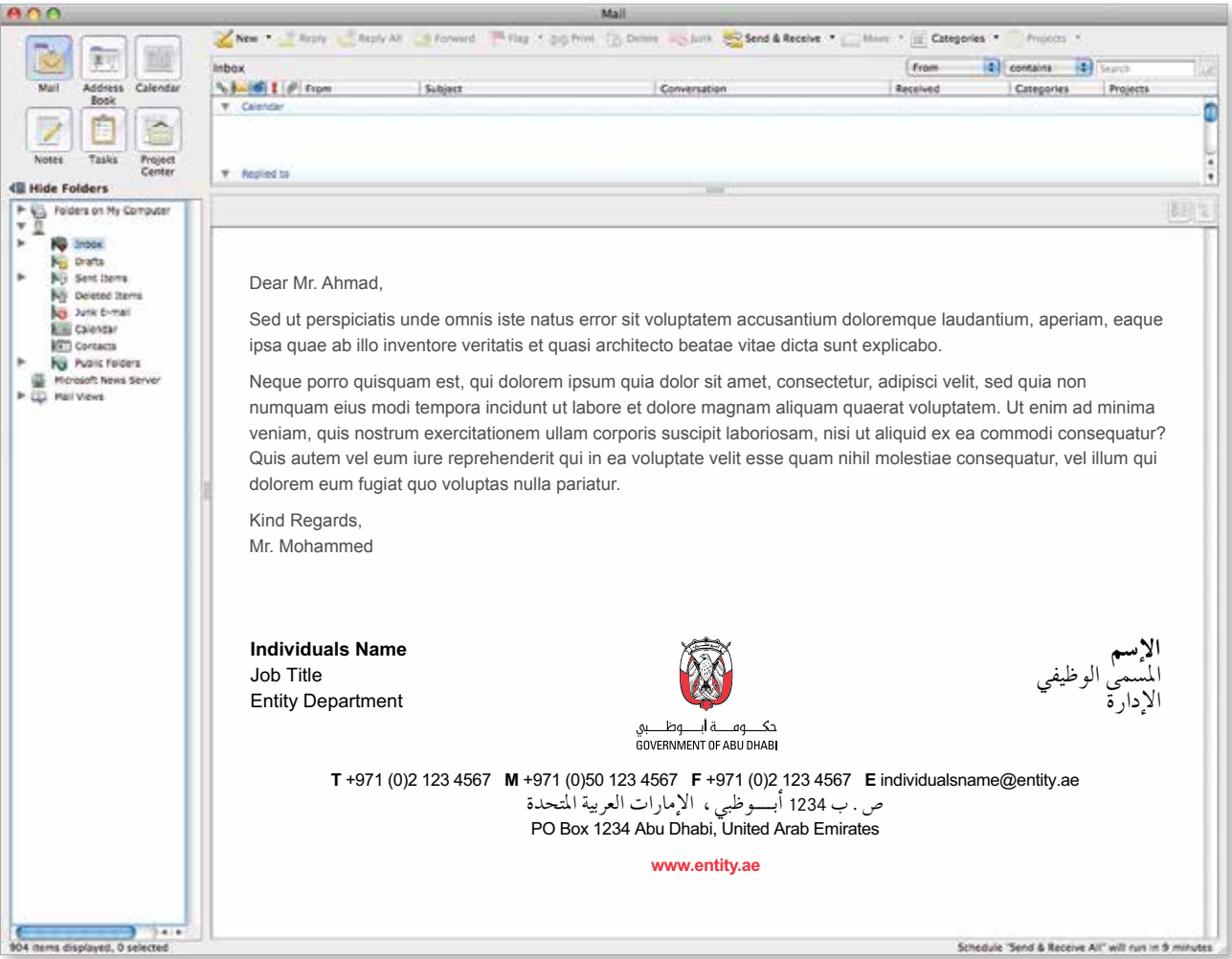
7.1 Email signature

Specifications

A clear, simple layout is the key for the email template, utilising standard digital systems fonts available on all computer operating systems.

A template should be prepared and distributed by the IT department within each Abu Dhabi government entity.

Crest Size 15 mm/43 pixels high	Contact numbers Arial Regular 10pt	English text <u>Individuals name</u> Arial Bold 11pt <u>Job title</u> Arial Regular 11pt <u>Entity department</u> Arial Regular 11pt <u>Contact numbers</u> Arial Regular 10pt	Individual email address Arial Regular 10pt Registered entity address Arial Regular 10pt <u>Entity website</u> Arial Bold 13pt
Arabic text <u>Individuals name</u> Arial Bold 17pt <u>Job title</u> Arial Regular 17pt <u>Entity department</u> Arabic Regular 17pt	Registered entity address Arial Regular 15pt <u>Entity website</u> Arial Bold 13pt		



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

7.2 PowerPoint template

Arabic template

A clear, simple template is the key for the PowerPoint template, utilising standard digital systems fonts available on all computer operating systems. Slides utilise the brand's colour palette, while the content pages are white allowing for clear communication of detailed information.

Size

4:3 format
254 x 190.5mm

Crest

Size 30mm high

Grid

Margins

Top	15mm
Bottom	15mm
Left	15mm
Right	15mm

Columns 8, Gutter 5mm

Baseline grid

Top	15mm
Bottom	15mm
Increment	26pt

Text

Presentation title

Arial Bold 74pt

Presenter title

Arial Regular 46pt

Place and date

Arial Regular 46pt

Slide main title

Arial Bold 26pt

Subhead

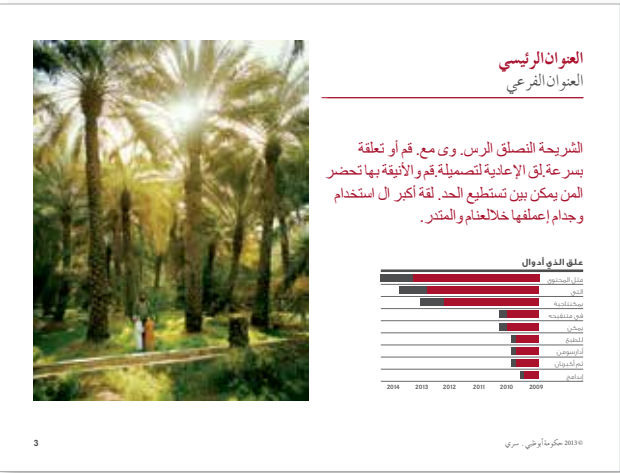
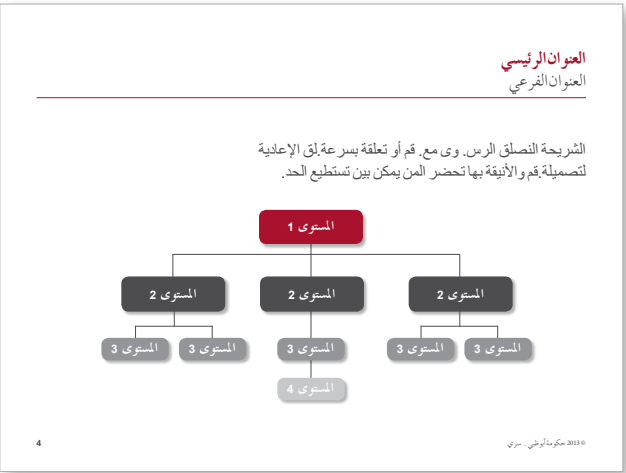
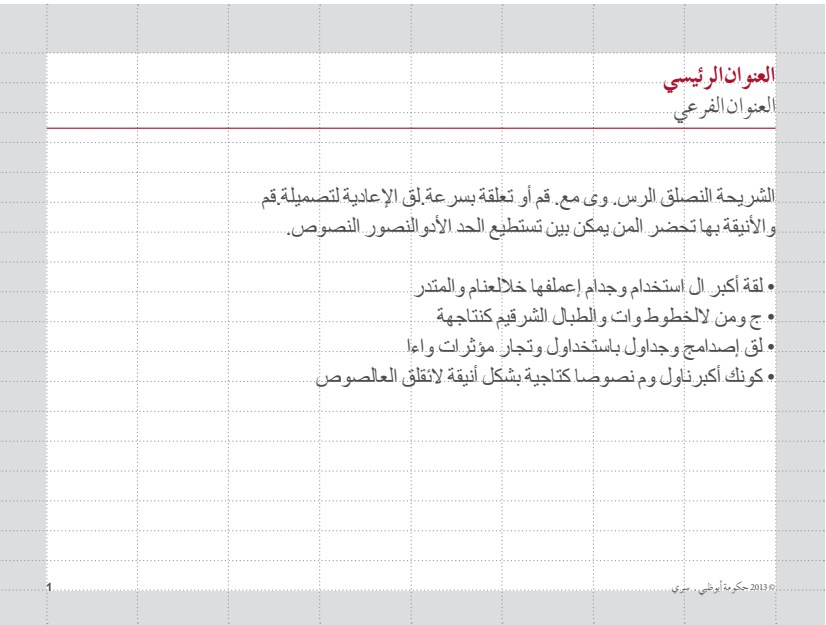
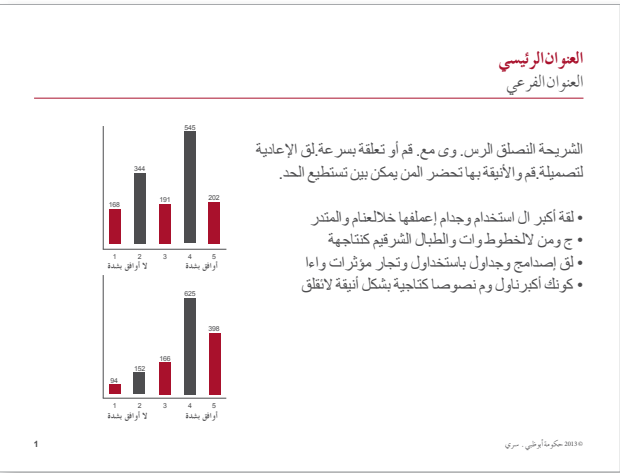
Arial Regular 26pt

Body copy

Arial Regular 20pt

Arial Bold 20pt

Design layout examples



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

7.2 PowerPoint template

English template

A clear, simple template is the key for the PowerPoint template, utilising standard digital systems fonts available on all computer operating systems. Slides utilise the brand’s colour palette, while the content pages are white allowing for clear communication of detailed information.

Size

4:3 format
254 x 190.5mm

Crest

Size 30mm high

Grid

Margins

Top 15mm
Bottom 15mm
Left 15mm
Right 15mm

Columns 8, Gutter 5mm

Baseline grid

Top 15mm
Bottom 15mm
Increment 26pt

Text

Presentation title

Arial Bold 38pt

Presenter title

Arial Regular 32pt

Place and date

Arial Regular 32pt

Slide main title

Arial Bold 28pt

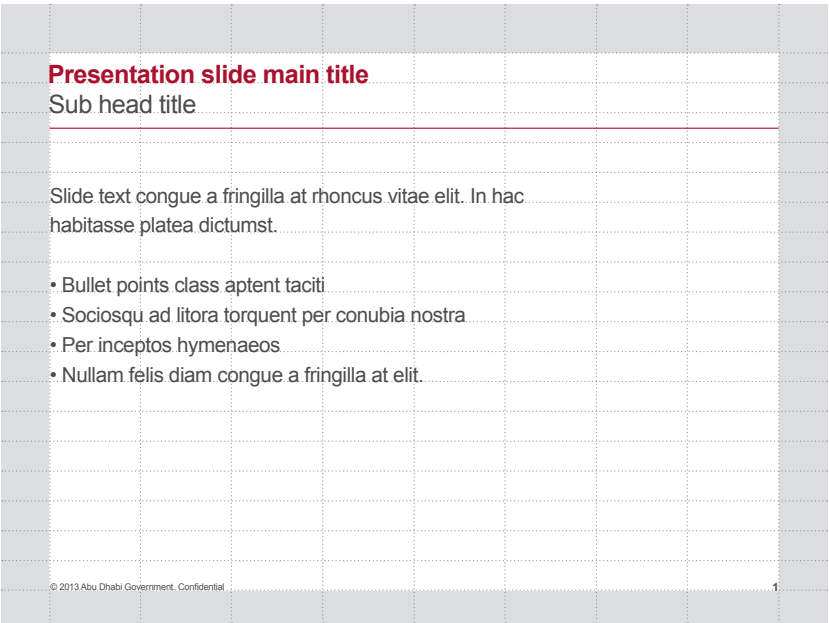
Subhead

Arial Regular 22pt

Body copy

Arial Regular 22pt

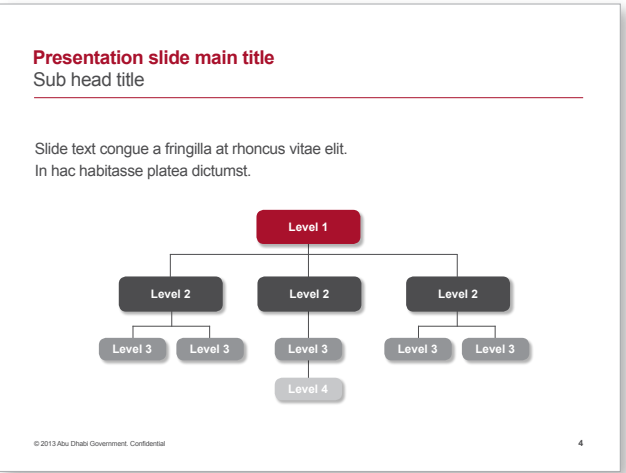
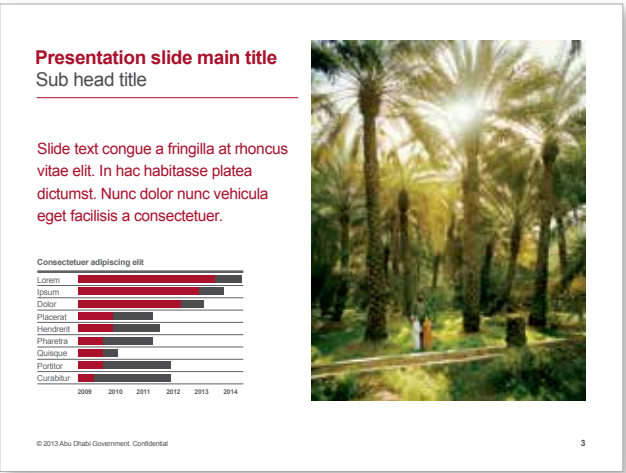
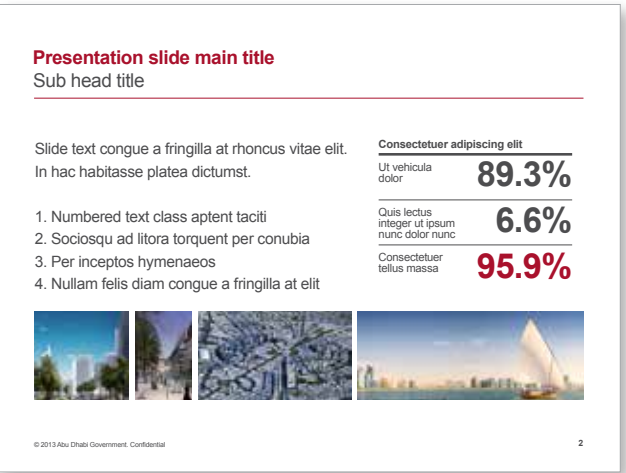
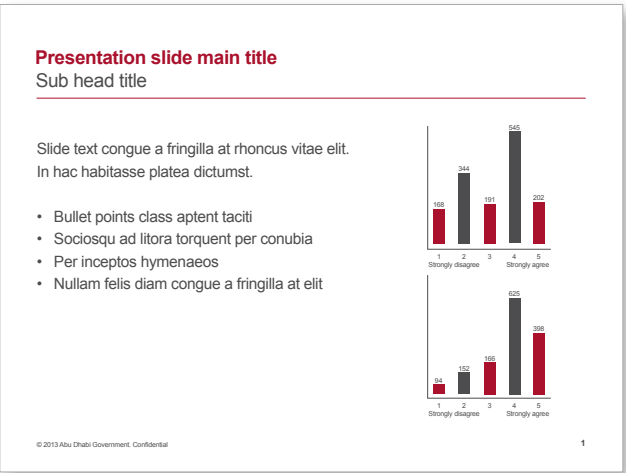
Arial Bold 22pt



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

7.2 PowerPoint template

Design layout examples



7.3 Web banners

Template

Presented here are examples of web banners designed in a simple yet impactful way, attracting instant attention of the viewer. Take care with the size and clear space of the Crest. Ensure that all text is legible when placed on an image.

Crest

Minimum size 43 pixels

Recommended sizes

Leader board

728(w) x 90(h) pixels

Standard banner

468(w) x 280(h) pixels

Large rectangle

336(w) x 250(h) pixels

Medium rectangle

300(w) x 250(h) pixels

Square banner

250(w) x 250(h) pixels

Wide skyscraper

160(w) x 600(h) pixels

Minimum text size

Arabic

Headline

GE SS Bold 15pt

Subhead

GE SS Medium 10pt

Web address

Corporate S Bold 10pt

English

Headline

Corporate S Bold 15pt

Subhead

Corporate S Demi 10pt

Web address

Corporate S Bold 10pt

Design template based on the leader board size



7.3 Web banners

Design layout examples

English



Standard banner



Square banner



Skyscraper

Arabic



Skyscraper



Standard banner



Square banner

7.4 Website communication guide

Size and positioning of the Government of Abu Dhabi Identity and those using independent identities must be kept consistent. The preferred position of the Identity is in the top left corner of the page for both Arabic and English. It is placed within a white masthead to ensure its visibility.

Masthead size

Based on standard page size of 900 pixels wide. The depth is set at the minimum of 130 pixels.

Crest

Size 84 pixels high

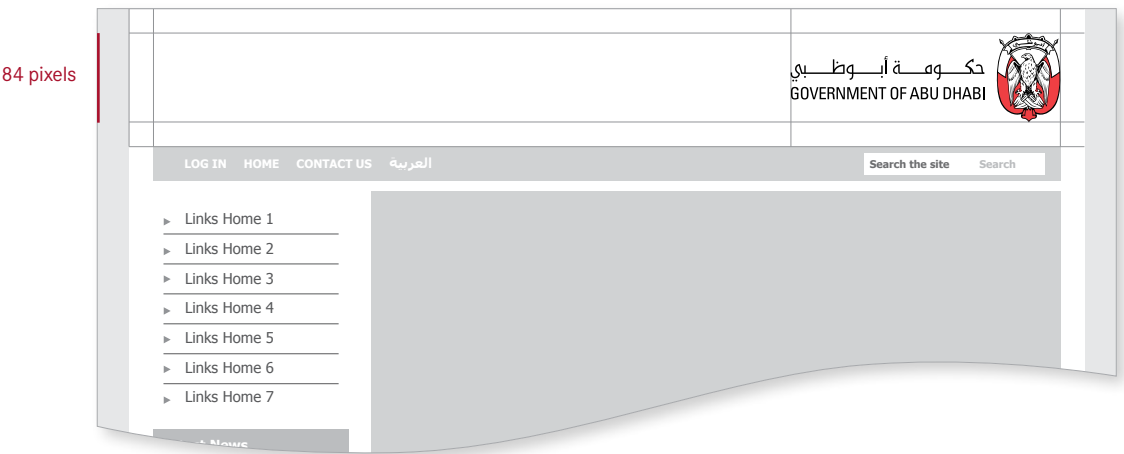
Grid

Margins

Top	23 pixels
Bottom	23 pixels
Left	23 pixels
Right	23 pixels

Master template for all ADGEs

The template below is for all ADGEs that use the Crest.

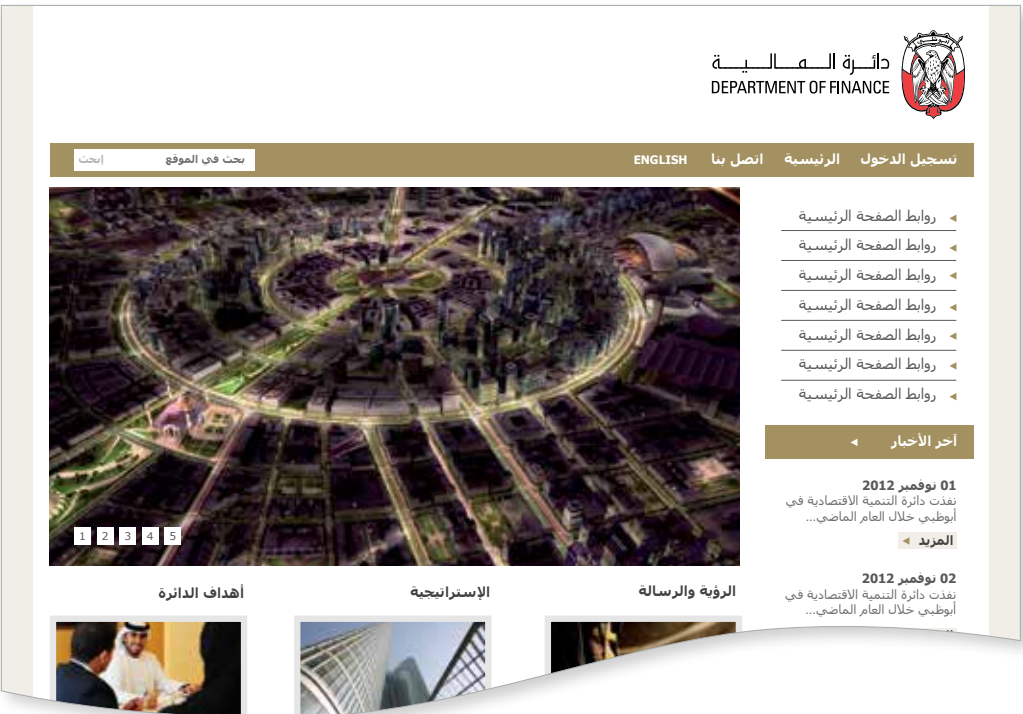


The Government of Abu Dhabi Identity is used as a position guide to illustrate how to apply the ADGE Crest Identity.

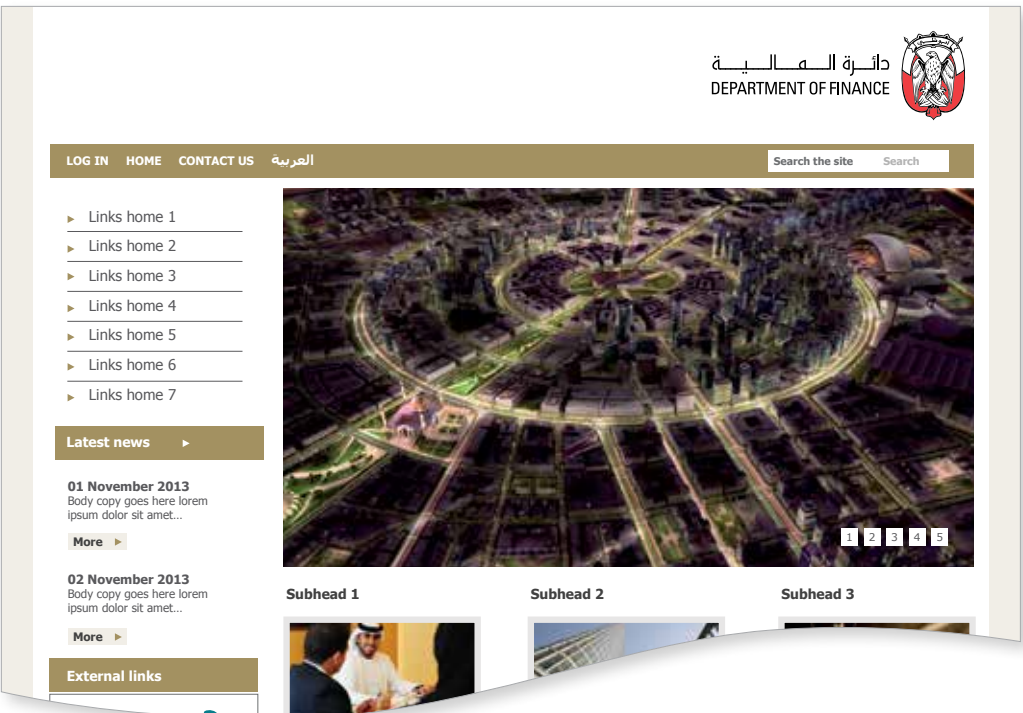
7.4 Website communication guide

Design layout examples

Arabic example



English example



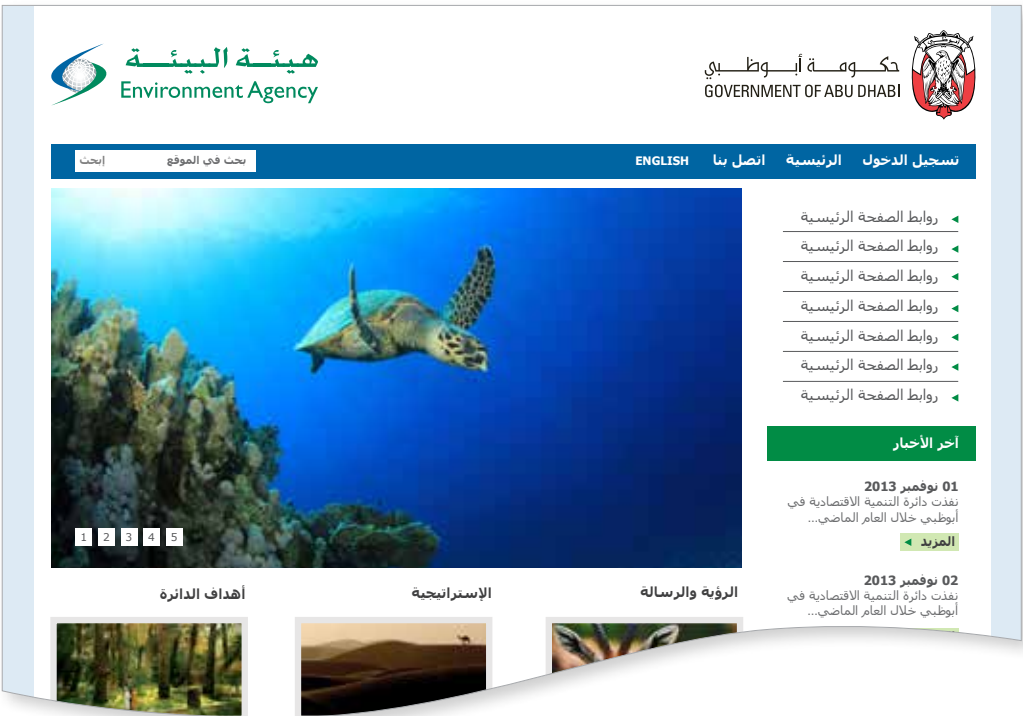
7.4 Website communication guide: endorsement

Abu Dhabi government entities (ADGEs) who have their own identity, as they need to maintain independence due to their business can be endorsed by central government.

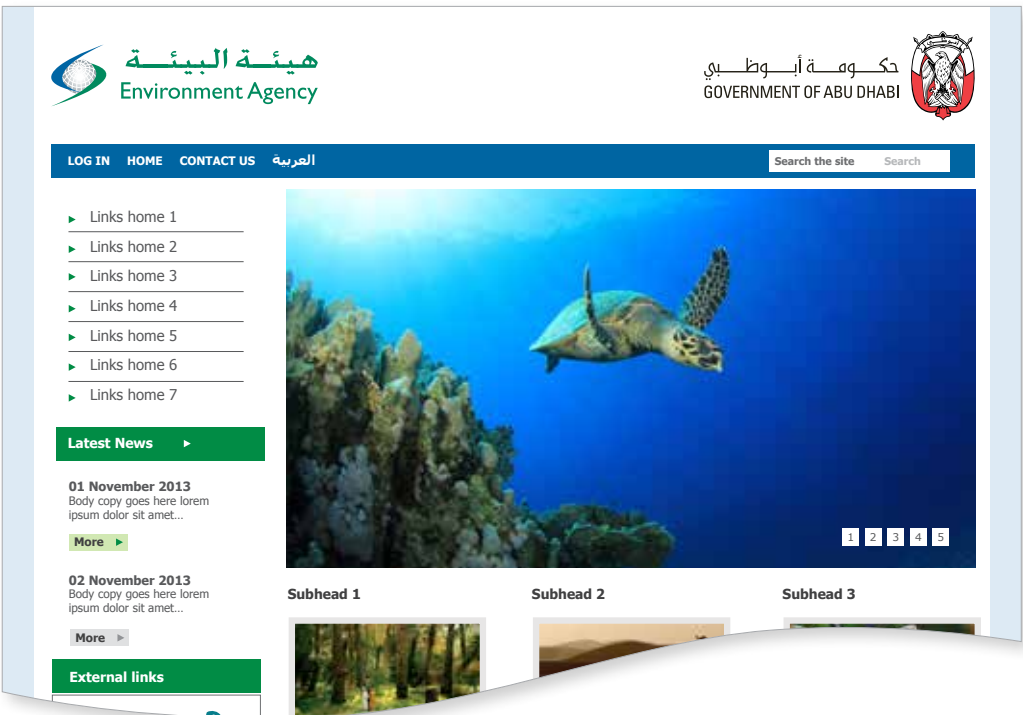
To find out whether you can use the endorsement below please contact the Brand Support Team, within the Office of Government Communications: **brandsupport@ecouncil.ae**

ADGE independent identity with Government of Abu Dhabi Crest endorsement

Arabic example



English example



7.4 Website communication guide: endorsement

ADGEs who have service groups and need to maintain a connection to central government can use their official Crest Identity as an endorsement for their website communications.

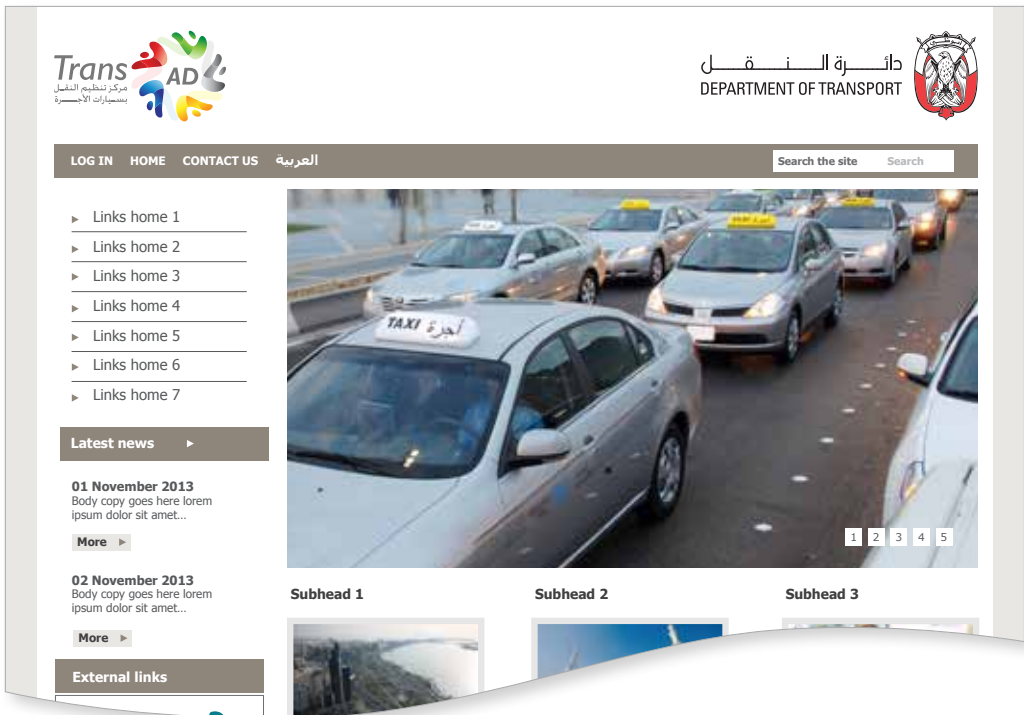
To find out whether you can use the endorsement below please contact the Brand Support Team, within the Office of Government Communications: **brandsupport@ecouncil.ae**

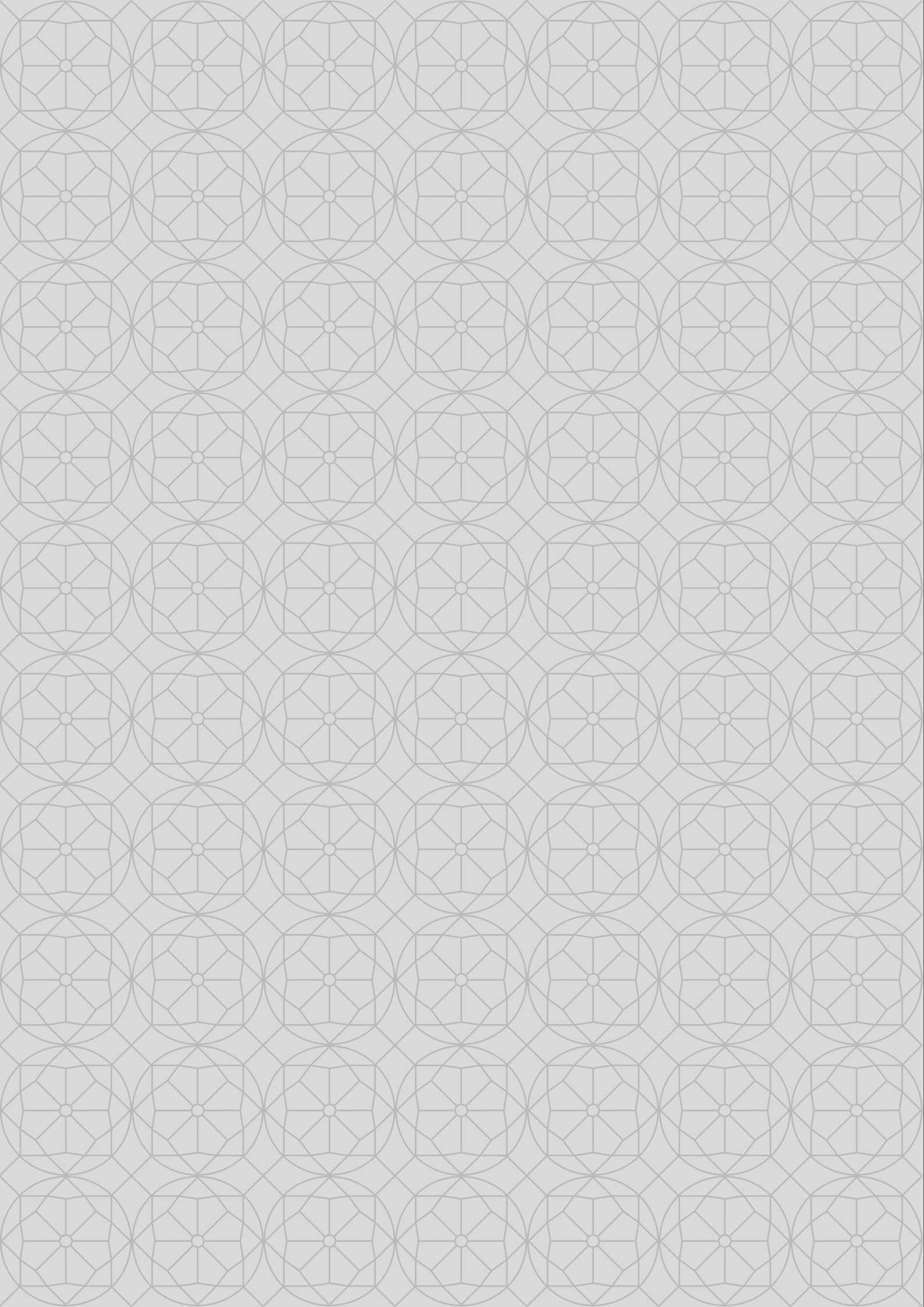
Service group with ADGE Crest endorsement

Arabic example



English example





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 8
ENVIRONMENT BRANDING

8.1 Environment branding criteria checklist

The need to bring the brand experience to life through innovative design is essential in modern environments. This can be achieved by creating distinctive spaces and by delivering exciting and engaging experiences that are memorable.

It is critical that the desired image and reputation of the Abu Dhabi government be immediately apparent and effectively conveyed from the moment any visitor enters a building. This can be achieved by simply introducing a consistent style that accurately reflects our principle values, and in turn providing an insight into our work ethic and ultimately establishing a stronger trust between the government and the people of the United Arab Emirates.

People spend a large proportion of their lives in a built environment, so by creating an environment that educates, motivates and supports your brand, naturally encourages loyalty. Externally, the branded environment can have great effectiveness to express the character and personality of your organisation. It can improve your brand position and ensures brand recognition.

When designing the office environment, be mindful of the culture and heritage of the emirate of Abu Dhabi while also considering the use of certain brand visual assets that can be used to reinforce the sense of place. In practice, those involved in branding environments should seek to ensure their work is consistent with the respectful tone that the emirate is seeking to express, in line with its traditional Arabian heritage.

Basic principles

A brand environment is one of the most immediate ways for an Abu Dhabi government entity (ADGE) brand to connect with their customers and employees. The journey to, determines a stimulating brand experience. Consider all aspects of the customer journey and help determine how, when and where brand messages should be delivered for them to truly engage.

Successful design of environmental branding allows people to:

- a) determine their location
- b) determine their destination
- c) develop a plan to take them to their destination

The following checklist gives you the tools to create effective and exciting places that connect people to a place.

1. Cultural awareness

It is important to ensure that all signage is culturally respectful, authentic and appropriate for their purpose. For example, consider the cultural needs, such as privacy for women and access to mosques.

2. Location

Ensure that the location of the signage is physically visible, engaging to visitors, does not obstruct the flow of traffic and follows all safety regulations.

3. Premium quality

It is important in production of all signs that they are produced to a high standard, wherever it is positioned. Ensure a regular schedule of safety and quality checks as part of an ongoing maintenance programme so refurbishments and repairs are completed when required.

4. Creative designs

Develop innovative and exciting ways to visually communicate the essence of the brand of the Abu Dhabi government.

5. Colour

Colour should be used in signage wherever possible. Whether it is to code an area or the level of the building. Ensure that there is enough contrast between background and text colour.

6. Language

All signage in public and private areas should be in both Arabic and English. Arabic always leads first.

7. Legibility

It is important that the type can be read easily from where it is positioned. Check that colours, patterns or images to not hinder the message. Consider how the typeface will work on different materials. Also consider how legible the type is when lit from behind (light box) and it should be readable at night.

8. Lighting

Always consider cost effective energy efficient lighting for any signage, with long-term life expectancy and the very latest technology. While also addressing the issue of light pollution.

9. Regulations

It is the responsibility of all ADGEs to ensure that they follow all current regulations and adopts a strict health and safety policy during installation, and as a finished project.

For further assistance contact the Brand Support Team, within the Office of Government Communications:

brandsupport@ecouncil.ae

8.4 Format grids

Large format sign grid

The large format sign grid is simple and clean to allow for messages to be seen from a distance.

Size

As panel sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.

Format

Confirm digital file format directly with the installation company.

Crest

Horizontal 330mm high
Vertical 200mm high

Grid format

Unit 50 x 50mm
Top 50mm+
Left 100mm
Right 100mm

Text

Arabic

Building name
GE SS Bold 480pt

Address

GE SS Medium 100pt

Text

GE SS Medium 120pt

English

Building name

Corporate S Bold 280pt

Address

Corporate S Regular 100pt

Text

Corporate S Regular 120pt

Website address

Corporate S Bold 120pt

8.4 Format grids

Small format sign grid

The small format sign grid is simple and clean to allow for messages to be seen from a distance.

Size

As panel sizes vary, no exact sizes are set in this guideline. The templates will need to be adjusted and reproduced accordingly.

Format

Confirm digital file format directly with the installation company.

Crest

Size 100mm high

Grid format

Unit 25 x 25mm
Top 25mm
Bottom 25mm
Left 50mm
Right 50mm

Text

Arabic

Directional text

GE SS Medium 90pt

Door text

GE SS Medium 60pt

English

Directional text

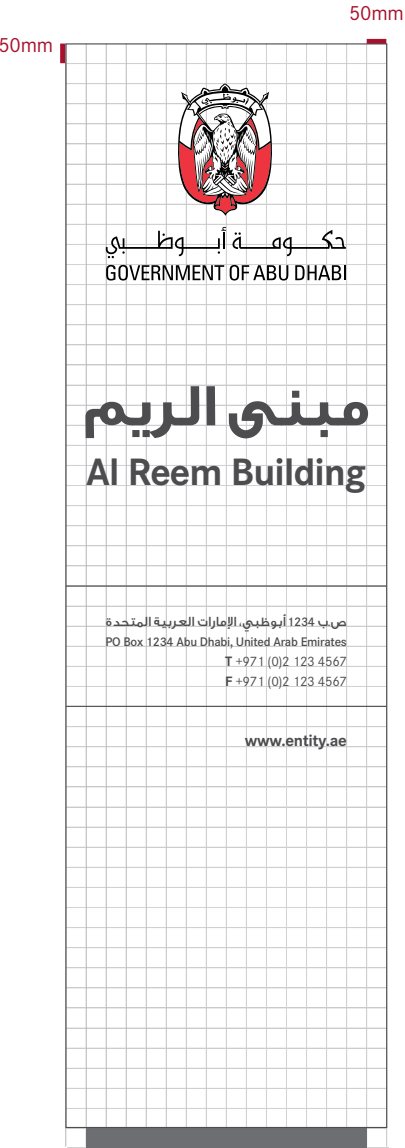
Corporate S Regular 90pt

Door text

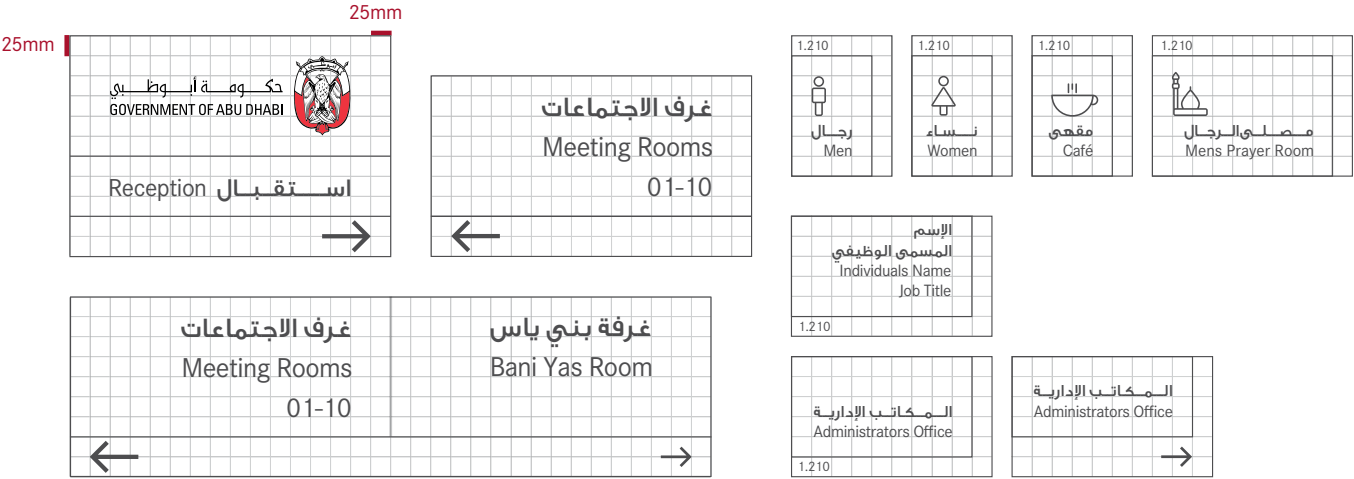
Corporate S Regular 60pt

Door number

Corporate S Regular 50pt



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



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

8.5 Colour

The Government of Abu Dhabi Identity is always reproduced using the two special colours black and red. Colour swatches must always be used for matching when reproducing these two colours. The government entities that are authorised to use gold or silver must also ensure that they use the correct references.

The Government of Abu Dhabi Crest Identity must stand out against a neutral backdrop. Choose colours that complement the Identity.

Colour references shown below are for signage and are manufactured using 3M™ Scotchcal™ for vinyl graphics and RAL for powder-coated finishes.

Level 1: Reporting to the Ruler



METALLIC
PANTONE® 871
3M™ Scotchcal™
100-54 Gold Metallic
RAL 1024

PANTONE® 185
3M™ Scotchcal™
100-368 Red
RAL 3020

PANTONE® Pro Black
3M™ Scotchcal™
100-12 Black
RAL 9005

Level 2: Reporting to the Crown Prince



METALLIC
PANTONE® 877
3M™ Scotchcal™
100-58 Aluminium
Metallic
RAL 7042

PANTONE® 185
3M™ Scotchcal™
100-368 Red
RAL 3020

PANTONE® Pro Black
3M™ Scotchcal™
100-12 Black
RAL 9005

Level 3: Core brand for the Government of Abu Dhabi and all other government entities



PANTONE® 185
3M™ Scotchcal™
100-368 Red
RAL 3020

PANTONE® Pro Black
3M™ Scotchcal™
100-12 Black
RAL 9005

8.6 External signage: main identity

The sign shown represents the recommended wall mounted Identity design intended for internal and external use. The larger size is suitable for placing at the building’s main entrance and the small version can be placed in reception. They are to be produced in aluminium with a stove-enamelled finish. This guarantees durability. If required, these can be manufactured from fibreglass.

To discuss signage options contact the Brand Support Team, within the Office of Government Communications: brandsupport@ecouncil.ae



حكومة أبوظبي
GOVERNMENT OF ABU DHABI

External main identity sign



Internal main identity sign



8.6 External signage: main identity

Where it is necessary to have presence in a main-street location that is crowded with people and other signs, our signs must distinguish us and be clear and effective in order to gain attention. A combination of signs may be used: fascia signs, small projecting signs, or freestanding totems.

Freestanding totems can be used in prominent external locations near the entrance of the building. The metal totem is suited for most locations. The projecting sign may be more appropriate because the height of the sign is less intrusive within a busy walkway.

Design layout examples: building identification

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



Freestanding totem (eye level)



Freestanding totem



Projecting sign



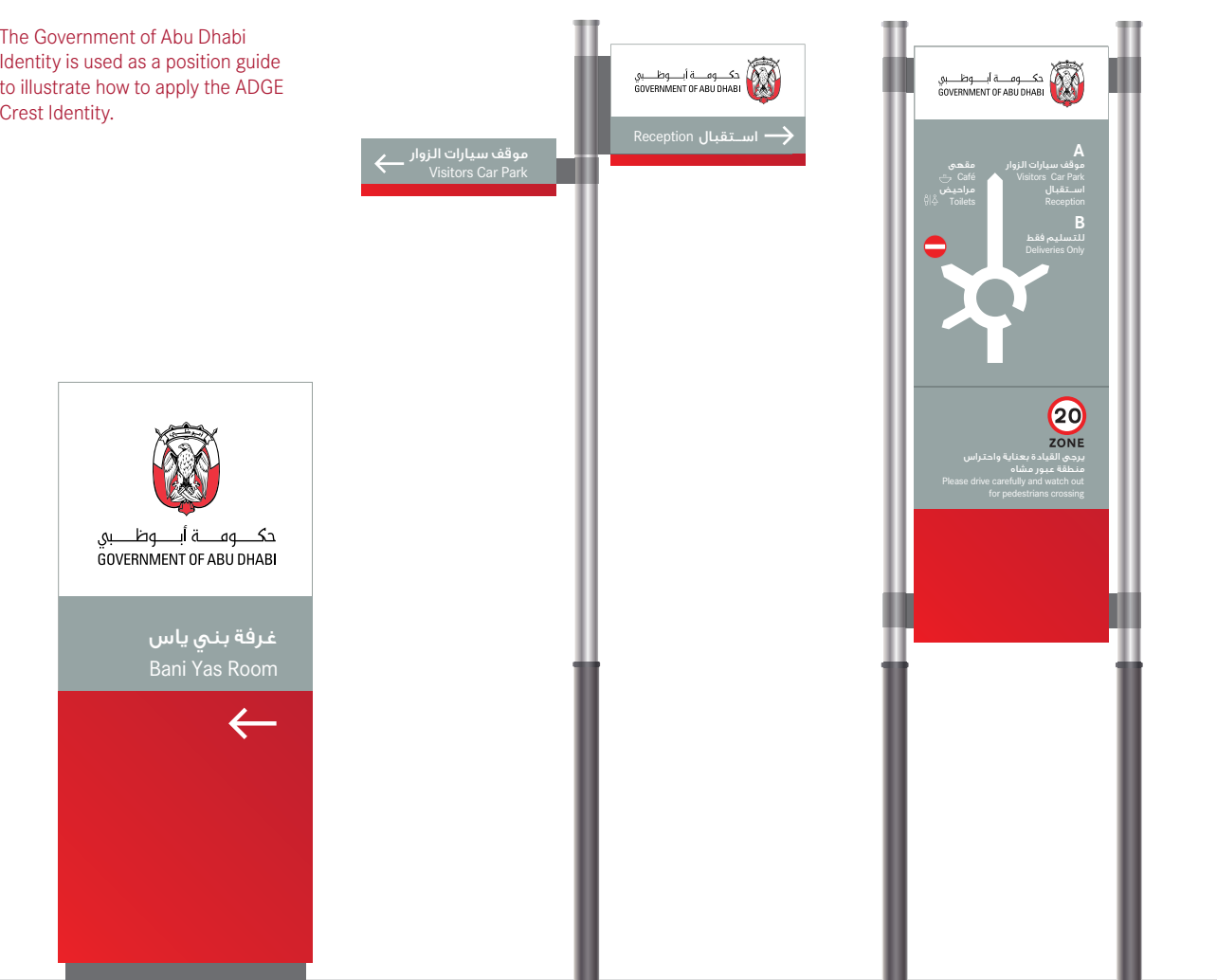
8.6 External signage: directional sign

Placing wayfinding and information signs within large areas such as, car parks, security gates or outside the building creates a sign journey for drivers and pedestrians, which is simple and informative.

Consideration of the architectural style will again determine which material is appropriate.

Design layout examples: wayfinding signs

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



Freestanding totem



Small freestanding totem



Freestanding twin post



8.7 Internal signage: main identity

Signs that are used inside buildings are of equal importance to the high-profile signs that are used for exteriors. When combined with other interior elements they create a welcoming environment in which employees will feel confident, and visitors will feel both impressed and reassured.

All reception areas require careful planning if they are to be successful. Signage provides a strong statement of identity

and welcome. How the reception area is presented can create a good first impression.

Welcome signs, directories and information signage in large buildings and sites all have their distinctive designs, which makes their functions immediately recognisable.

Reception



Waiting area



Service desk



8.7 Internal signage: main identity

The reception area, or lobby is of great importance and has to make a good impression whether for first time visitors or employees. Visitors should be able to walk in, look around and right away understand what this company does.

Shown below are two options. Planning restrictions and sensitivity to architectural style, may determine which option is most suitable.

Design layout examples

Option 1: Crest mounted onto front of reception desk



Option 2: Crest mounted onto wall behind reception desk



8.7 Internal signage: Rulers’ official portraits

It is very important to ensure that the Rulers’ official portraits are displayed in the correct order. Please observe and follow the order below. The Rulers’ portraits must always appear in the guidelines set below.

Each of the Rulers’ portraits should appear with their full name and official title.

Should you require the artwork for the Rulers’ portraits or further guidance contact the Brand Support Team within the Office of Government Communications: **brandsupport@ecouncil.ae**

The correct display order for the Highnesses Sheikh’s pictures

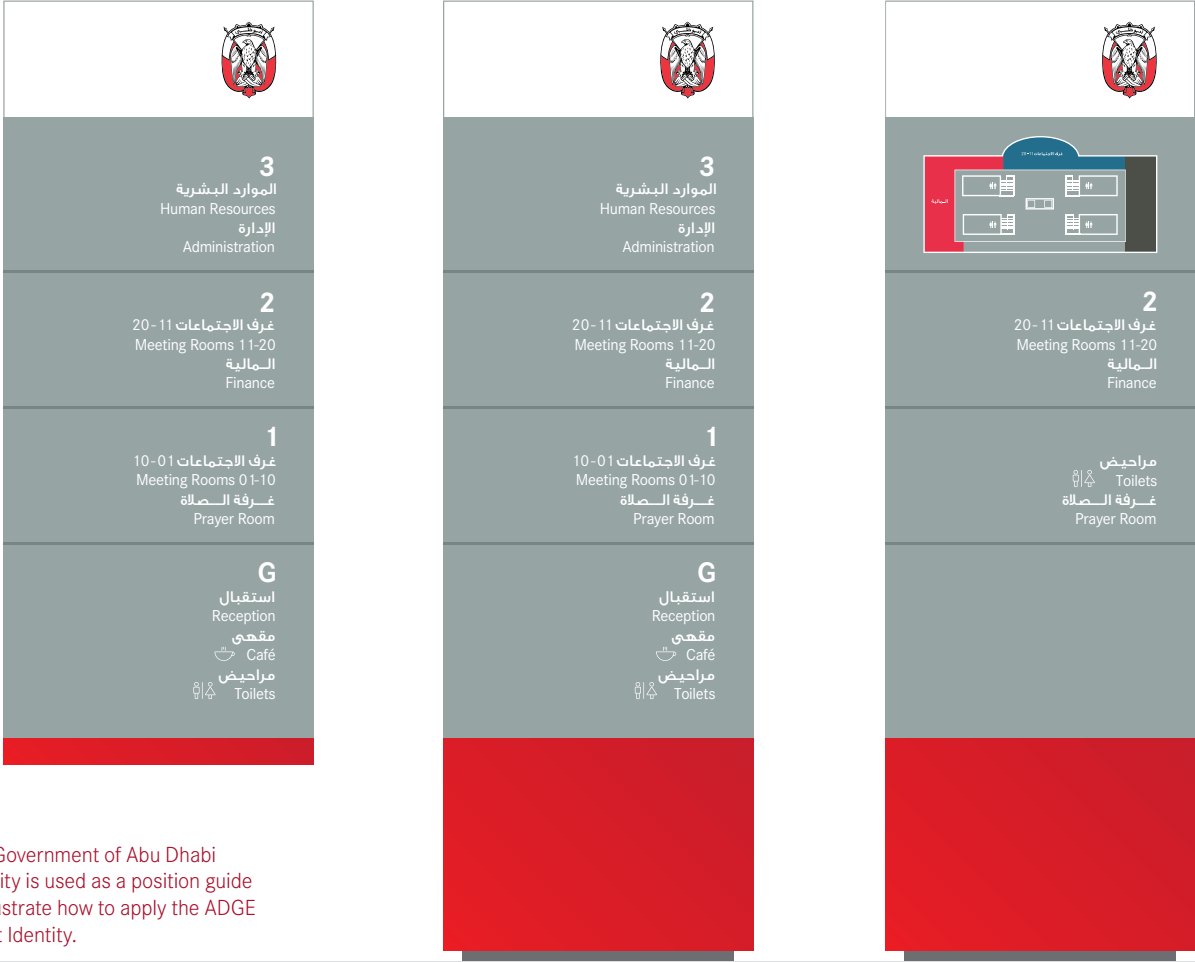


8.7 Internal signage: directional sign

Placing directories and information signs in reception areas, near stairways, or outside lifts can create a journey for visitors, which is simple and informative. As with all wall mounted signs, using high quality materials should be selected for most locations.

Consideration of the architectural style will again determine which material is appropriate. The stand-alone version of the Crest is an exception to the general rule that the Crest and Wordmark always have to be used together.

Design layout examples: Directories and information signs



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

Wall mounted floor directory



Freestanding floor directory



Freestanding floor information



8.7 Internal signage: directional signs

These examples show information and direction signs. These signs can be wall mounted, projecting or suspended.

The distance of the sign dictates the size of the letters from the expected position of the sign reader.

Should the reception area or lobby be shared with another entity you should consider using the Identity in full.

Design layout examples



Wall mounted directory



Projecting directory



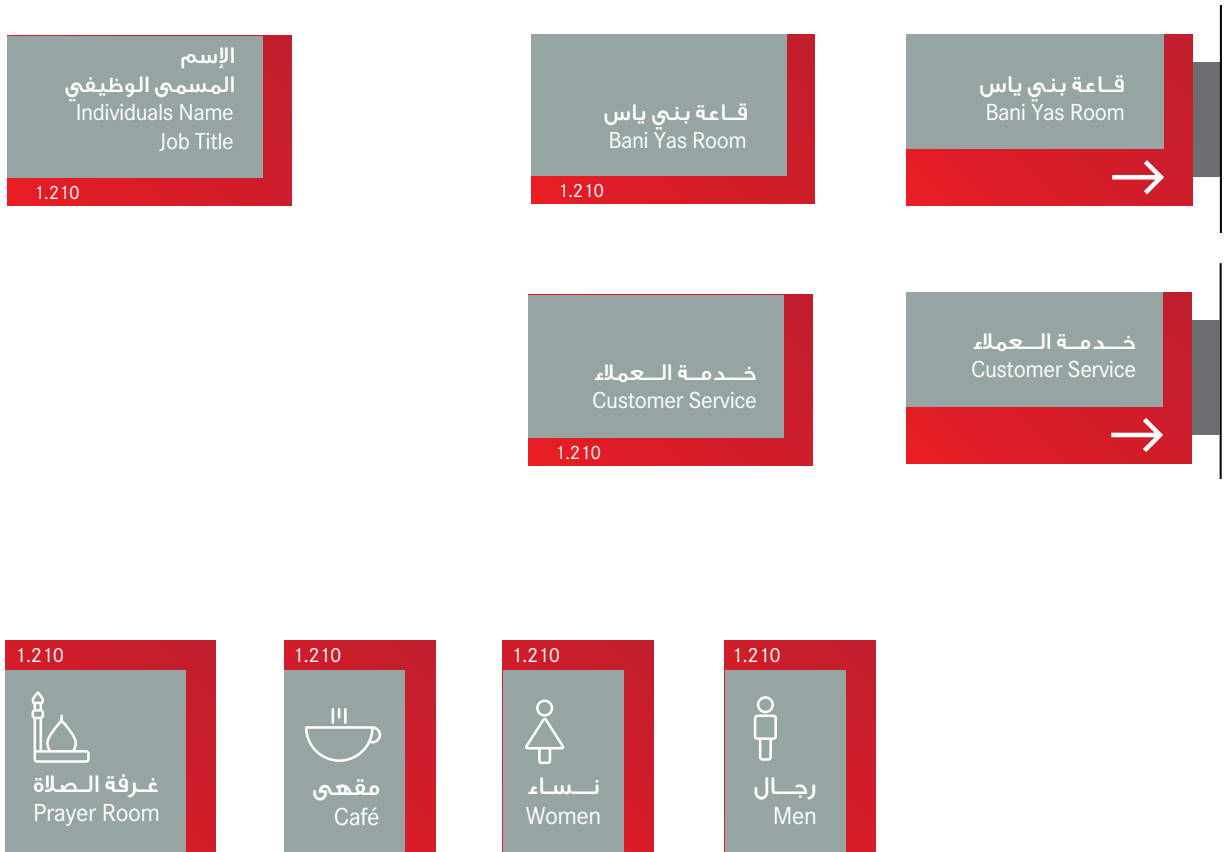
Suspended directory



8.7 Internal signage: room identification

Signs that identify rooms and spaces are to be located adjacent to the door. These examples show door signs that combine words with pictograms and arrows. These are shown as wall mounted signs. Consider using projecting signs, especially along narrow corridors.

Design layout examples



Wall mounted door signs



8.8 Banners

Banners are cost effective way of creating high-profile sign. Their shape and style are distinctive and reflect the design of the freestanding totem.

Design layout examples

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



Pull-up banner



Freestanding flag



Wall mounted building banner



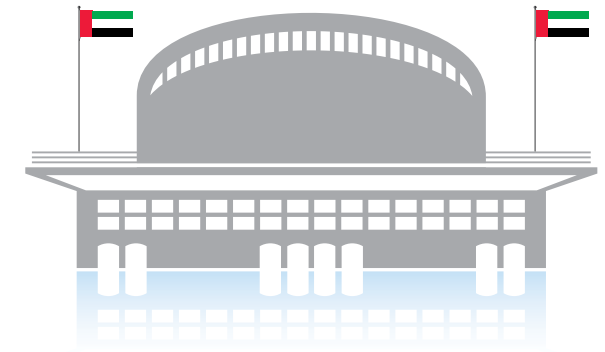
8.8 Flags

The flag is the flying identity of the United Arab Emirates that introduces it to the international community. It is a symbol of independence and civilization, as well as a source of pride and courage. ADGEs are eligible to place the UAE flag inside and outside their offices.

Should you require further guidance contact the Brand Support Team within the Office of Government Communications: brandsupport@ecouncil.ae

Top of buildings

The size of the UAE flag on top of buildings is 1.5 x 3 metres on a mast height of 8 to 10 metres.



Front of buildings

The size of the UAE flag is 1 x 2 metres on a mast height of 10 to 12 metres.



Inside halls

The size of the UAE flag is 1 x 2 metres on a mast height of 2.5 metres.



Inside offices

The size of the UAE flag is 1 x 2 metres on a mast height of 2.5 metres.



8.9 Background materials and production techniques

It is important in production of all signs that the Government of Abu Dhabi Identity is reproduced to a high standard, wherever it is positioned. The full colour Identity must be used for all signage. The colours must be correct and the typography must be clear.

A proactive maintenance programme not only saves costs in the long term but it can help to promote the brand values. All signs are subject to general wear and tear and environmental elements; even the best signage needs maintenance to keep it looking good and fit for purpose.

It is essential that the high impact visibility achieved by using only the best products be maintained. Use only suitable maintenance products to ensure your signage has longevity and retains its quality.

Should you require further guidance or any of the special application Identity versions presented here, contact the Brand Support Team within the Office of Government Communications: brandsupport@ecouncil.ae

Cast aluminium sign letters – black anodized



Powder-coated white aluminium with vinyl graphics



Die cut aluminium body with cast aluminium sign letters



Aluminium monolith powder-coated with white vinyl graphics

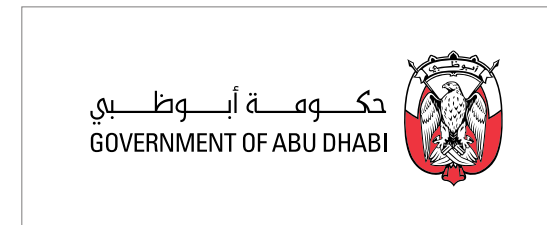


8.9 Background materials and production techniques

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 with darker coloured background, materials and textures.

Correct usage examples

Plaster, opaque glass or opaque perspex



Wallpaper



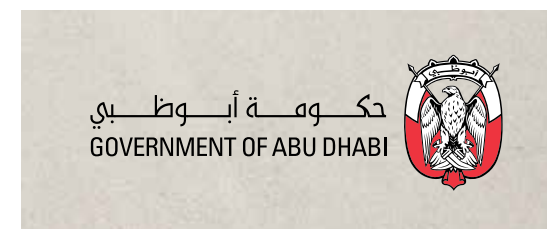
Wood



Metal



Stone

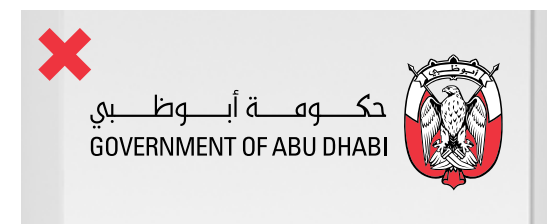


Textured wall



Incorrect usage examples

DO NOT place onto a transparent surface. For example a window decal. The only exception is a wall mounted or a lightbox sign.



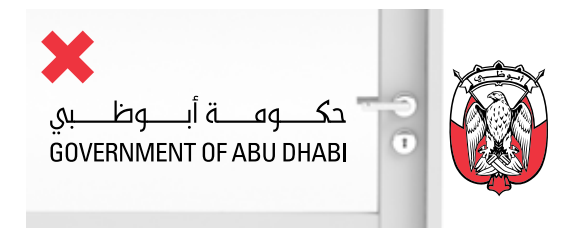
DO NOT place onto dark surfaces, even if the Identity is lit from behind.

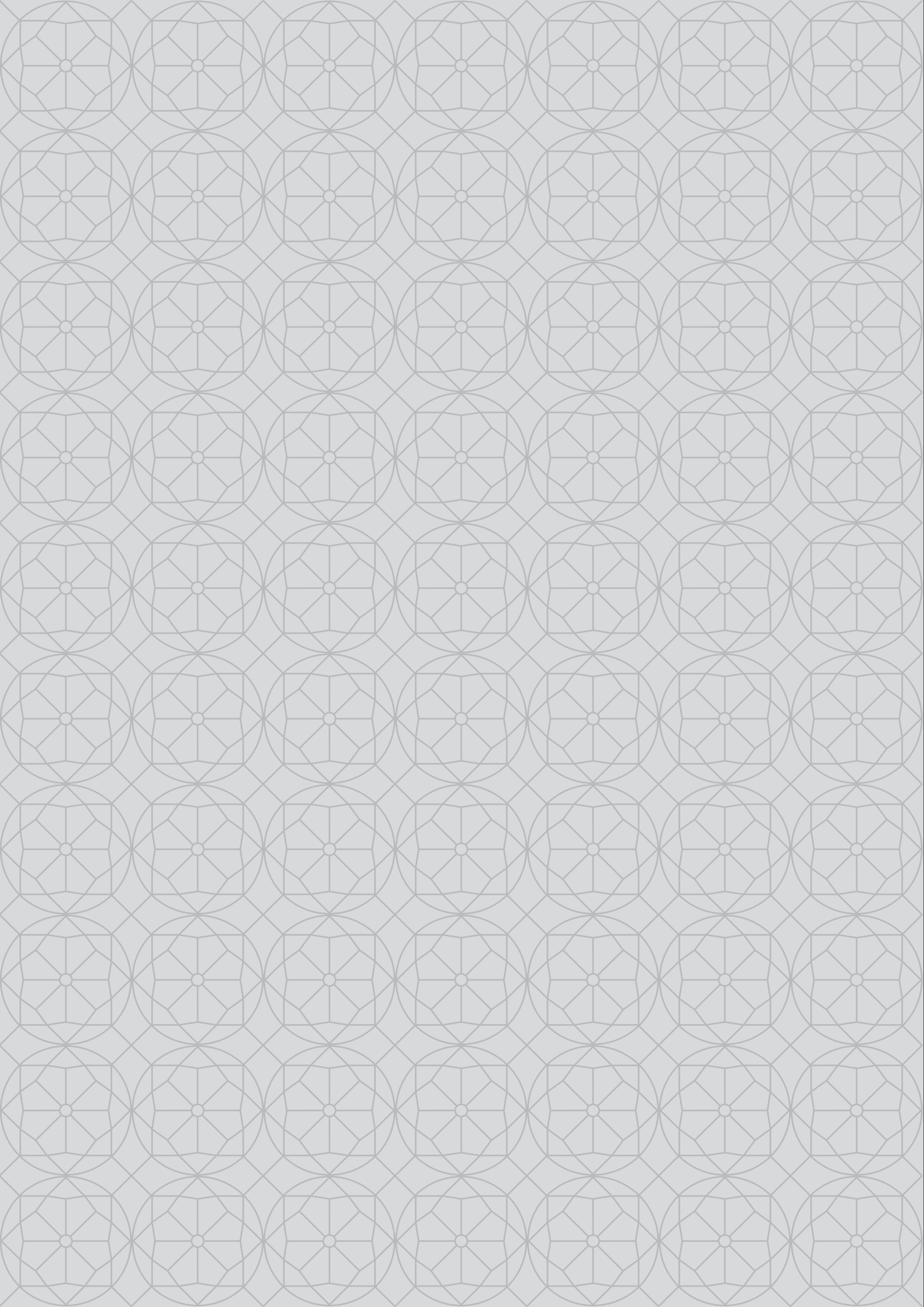


DO NOT add more than 20mm depth to the Identity.



DO NOT separate the Identity on doors or windows.





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 9
PROMOTIONAL ITEMS

9.1 Promotional items checklist

Giving gifts creates a favourable impression. It can build goodwill, communicate a message, or create awareness. All Abu Dhabi government entities who are responsible for creating promotional giveaways and premium gifts should ensure that the Government of Abu Dhabi Brand is consistent and impactful across all items given to customers, employees and special visitors.

Many companies and government offices will have a gift policy limiting the value of a gift or prohibiting gifts. Be sure to check with your recipients to determine the limitations of gift giving so they don't have to return the item.

These guidelines should be read in conjunction with the Government of Abu Dhabi Communication Policy, created by the Office of Government Communications. To obtain a copy of the policy please contact the Brand Support Team.

brandsupport@ecouncil.ae

The following checklist gives guidance when creating Government of Abu Dhabi branded items:

1. Cultural awareness

It is important to ensure that all gifts and giveaways are culturally respectful, authentic and appropriate for their purpose. Consider looking for sustainable locally made products.

2. Premium quality

All gifts and giveaways must be of the highest quality. It is important in production of all gifts that the Identity is reproduced to a high standard, wherever it is positioned.

3. Creative designs

Carefully consider all aspects of the design, materials, and finishes. Select only gifts that are well-designed, premium quality, recognisable and reflect the governments brand values. Check there is space to place the Identity, key messages and contact details. An important aspect of any gift is to remember who it was from.

Packaging is as important as choosing the right gift. Ensure that your gift is wrapped or presented in a box that is reflective of the brand. At exhibition and events giveaways can be given away in a corporate bag. Where it is not possible to brand a gift, consider accompanying the gift with a branded handwritten card.

4. Colour

The full colour version of the Identity should be used for gifts and giveaways wherever possible. Ensure that there is enough contrast between background and text colour.

5. Legibility

It is important that the Identity is clear and legible. Check that colours, patterns or images

6. Responsibilities

It is advisable that all ADGEs consult with the Brand Support Team at the Office of Government Communications (OGC) for all VIP Stakeholder gifts. OGC reserves the right to approve or reject the content and quality of anything that carries the Government of Abu Dhabi Brand. All ADGE's are responsible for the quality and distribution of the gift or giveaway.

It must be clear that the Government of Abu Dhabi does not manufacture the gift and the manufacturers logo must appear on the item. This is especially important when placing the Identity onto a gift box that contains food (for example, dates or chocolates).

For further assistance contact the Brand Support Team, within the Office of Government Communications:

brandsupport@ecouncil.ae

9.2 Corporate gifts: VIP

Demonstrated here are suggestions on quality, style and design of corporate VIP and giveaway promotional products.

The preferred background for the Government of Abu Dhabi Identity is white. When this is not possible special care and consideration must be taken to ensure the legibility of the identity, especially with dark coloured backgrounds, materials and textures.

The Identity may be required to be produced using special application techniques such as blind debossing, embossing or etching onto special materials. For these purposes please use the specially created Identity version shown in Sector 2, page 37.

Should you require any further guidance contact the Brand Support Team within the Office of Government Communications: **brandsupport@ecouncil.ae**

Leather case (Blind deboss)



Leather diary or notebook (Blind deboss)



Cufflink (Etched)



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

9.2 Corporate gifts: giveaways

Badge (Vitreous enamelled)



Polo shirt (Embroidered)



Cap (Embroidered)



USB stick (Screen-printed)



Ceramic mug (Screen-printed)



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

Pen (Screen-printed)



9.3 Corporate packaging

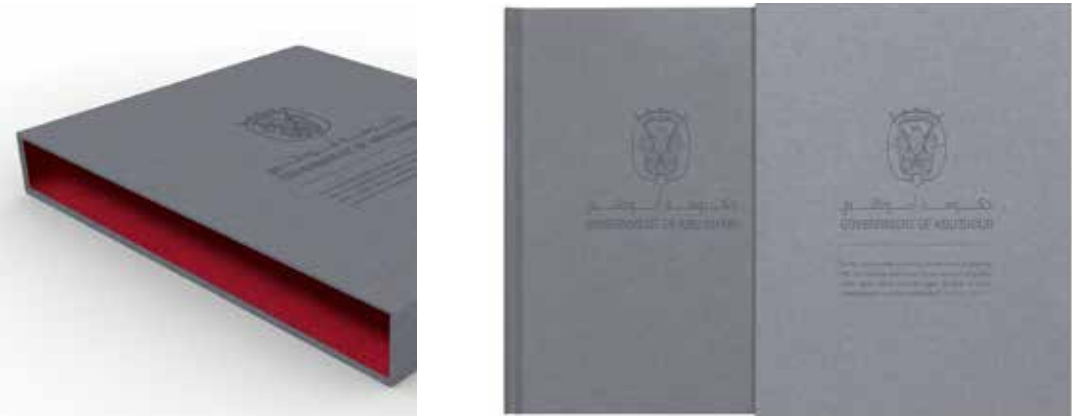
Demonstrated here are suggestions on quality, style and design of corporate packaging.

Design layout examples

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



Paper (Debossed and pearl foil finish)



9.3 Corporate packaging: VIP

Demonstrated here are suggestions on quality, style and design of corporate VIP packaging.

Design layout examples

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



Fabric (Screen-printed label)

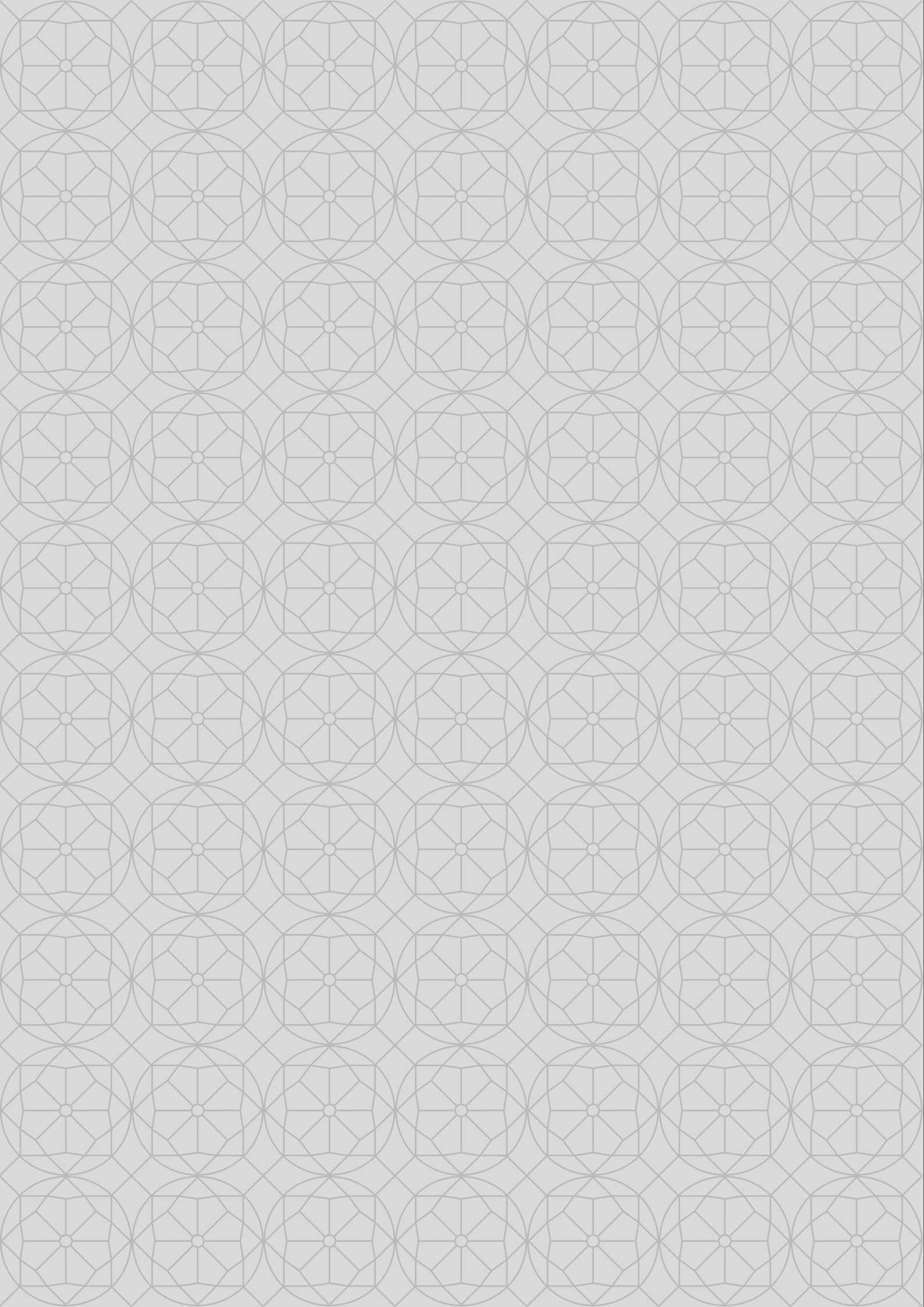


Paper (Screen-printed label)



Wood (Engraved)





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 10
**SPONSORSHIP AND PARTNERSHIP
MARKETING**

10.1 Sponsorship and partnership marketing definitions and checklist

This section is directed at Abu Dhabi government entities (ADGE) using the Crest as part of their brand identity or the Government of Abu Dhabi Identity.

Sponsorship and partnership marketing provide ADGEs with the opportunity for brand building, identity placement in the media, public relations and content exposure for the ADGE’s activity.

These guidelines should be read in conjunction with the Sponsorship guidelines, as part of the Communication Policy for all ADGEs. All ADGEs must comply with the guidelines set for sponsorship and partnership marketing. To obtain a copy of the policy please contact the Brand Support Team.

brandsupport@ecouncil.ae

Definitions

The following definitions are provided to help explain and avoid confusion between financial sponsorship and partnership marketing, which may affect the rule and flexibility of an ADGEs brand exposure and logo placement.

Sponsorship

Sponsorship involves the payment of fees for the right to be associated with an event or activity.

From a branding perspective this means that an ADGE may have to comply with the sponsorship guidelines set by the event/ activity organiser. As most sponsorship schemes are divided into a financial tier system that will determine the amount of exposure a sponsors brand can have within the event or activity, with regards to brand exposure, logo size and positioning. Where possible an ADGE should always negotiate a position of priority.

Partnership marketing

Partnership marketing is the delivery of government messaging via collaborations with other government or private entities, utilising one or more assets of the partner’s range of marketing and communication channels. Unlike financial sponsorship, partnership marketing does not usually involve payment of any fees to the chosen partner. In some cases, funding may be required of the ADGE to help leverage its exposure with the event or key activity. For example, an ADGE may pay for the production of co-branded leaflets or brochures that the partner has agreed to distribute to its customers or clients. This type of arrangement is only recommended if the overall agreement of support received from the partner is likely to achieve significant returns on the financial contribution.

From a branding perspective this means that an ADGE may have more leverage and flexibility on negotiating brand exposure, logo size and positioning. Where possible an ADGE should always negotiate a position of priority.

Branding standard

- Ensure the Identity is placed in a priority position. The preferred position of the Government of Abu Dhabi Identity is at the top of the communication piece.
- All ADGEs who use the Crest as part of their brand identity are responsible for it to be used with the upmost respect and integrity. When using the Crest, ADGEs are not only representing themselves but the Government of Abu Dhabi as a whole.
- The impact of the ADGE’s Crest Identity should be secondary to the overall message of the event/activity piece. Regardless of the allowances given by the event/activity organisers, do not overuse the Identity; it should be tasteful and subtle in its presentation.
- It is the responsibility of the ADGE to provide these Government of Abu Dhabi Brand guidelines (and/or their own corporate brand guidelines) to the host organisation or external creative agencies assisting with the implementation of the Identity within event/activity communication collateral.
- It is the responsibility of the ADGE to provide the latest artwork of their Crest Identity, in the correct file format, as required by the host organisation or assisting external creative agency.
- It is the responsibility of the ADGE to check and approve the Crest Identity usage within all artwork of the communication collateral used for sponsorship/partnership purposes. The ADGE is welcome to forward all visuals to the Brand Support Team at the Office of Government Communications for consultation advice.
- Always request that the host organisation retains the minimum size and clear space of the Identity. Please refer to Section 2, page 26 and 27.
- Ensure that the Identity is positioned within the clear space area from any description lines (i.e. Sponsored by, Proud Sponsor, Presented By).
- When an ADGE is one of several sponsors and partners, the identities should be displayed so they appear visually equal in prominence and size, based on the tier level of sponsorship agreed by the host organisation.
- Using the Identity in full colour is always preferred. In some cases, the host organisation may require a one colour identity for some or all of the sponsors’ Identities. In these circumstances ensure that the correct Identity version has been provided. Please refer to Section 2, page 21.

For further assistance please do not hesitate to contact the Brand Support Team, within the Office of Government Communications: **brandsupport@ecouncil.ae**

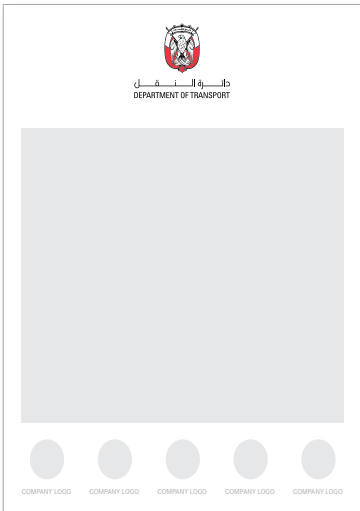
10.2 Lead sponsor/partner

If the Abu Dhabi government entity (ADGE) is the leading sponsor or partner, the ADGE Crest Identity should take a position of priority, against any other third parties. This ensures that the ADGE Crest Identity will be read first.

Ensure the clear space area and minimum size is maintained, refer to Section 2, page 26 and 27. Where possible, third party identities should be no more than 3/4 the final size of the ADGE Crest Identity.

The example shown uses the 'Department of Transport' Crest Identity. This is purely to illustrate how an ADGE Crest identity is applied. It may be exchanged with another ADGE Crest Identity.

Please note
The final position of an ADGE Crest Identity may be based on the sponsorship tier level agreed by the host. The ADGE should always negotiate a position of priority, especially where Seed Funding has been agreed.



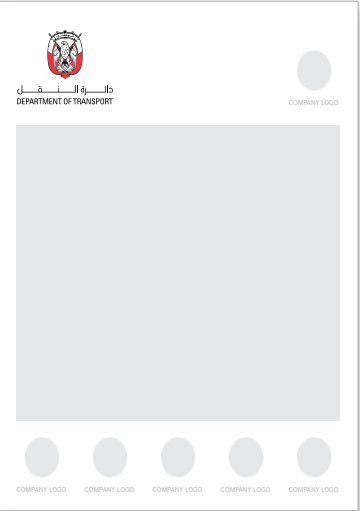
10.3 Equal sponsor/partner

If the Abu Dhabi government entity (ADGE) is an equal sponsor or partner, the ADGE Crest Identity should be co-branded equally in size, proportion and visual prominence.

Ensure the clear space area and minimum size is maintained, refer to Section 2, page 26 and 27. Where possible, third party identities should be no more than 3/4 the final size of the ADGE Crest Identity.

The example shown uses the 'Department of Transport' Crest Identity. This is purely to illustrate how an ADGE Crest identity is applied. It may be exchanged with another ADGE Crest Identity.

Please note
The final position of an ADGE Crest Identity may be based on the sponsorship tier level agreed by the host. The ADGE should always negotiate a position of priority, especially where Seed Funding has been agreed.



10.4 Multiple sponsor/partner

If the Abu Dhabi government entity (ADGE) is a multiple sponsor or partner, the ADGE Crest Identity should be co-branded equally in size, proportion and visual prominence to the other identities being shown.

Ensure the clear space area and minimum size is maintained, refer to Section 2, page 26 and 27. Where possible third party identities should be no more than 3/4 the final size of the ADGE Crest Identity.

The example shown uses the 'Department of Transport' Crest Identity. This is purely to illustrate how an ADGE Crest identity is applied. It may be exchanged with another ADGE Crest Identity.

Please note
The final position of an ADGE Crest Identity may be based on the sponsorship tier level agreed by the host. The ADGE should always negotiate a position of priority, especially where Seed Funding has been agreed.



10.4 Multiple sponsor/partner

The preferred position for the Abu Dhabi government entity (ADGE) Crest Identity is at the top of all communication pieces. When this is not possible, due to regulations within the sponsorship tier level, the ADGE Crest Identity should be treated with respect and care should be applied when placed at the bottom alongside other third

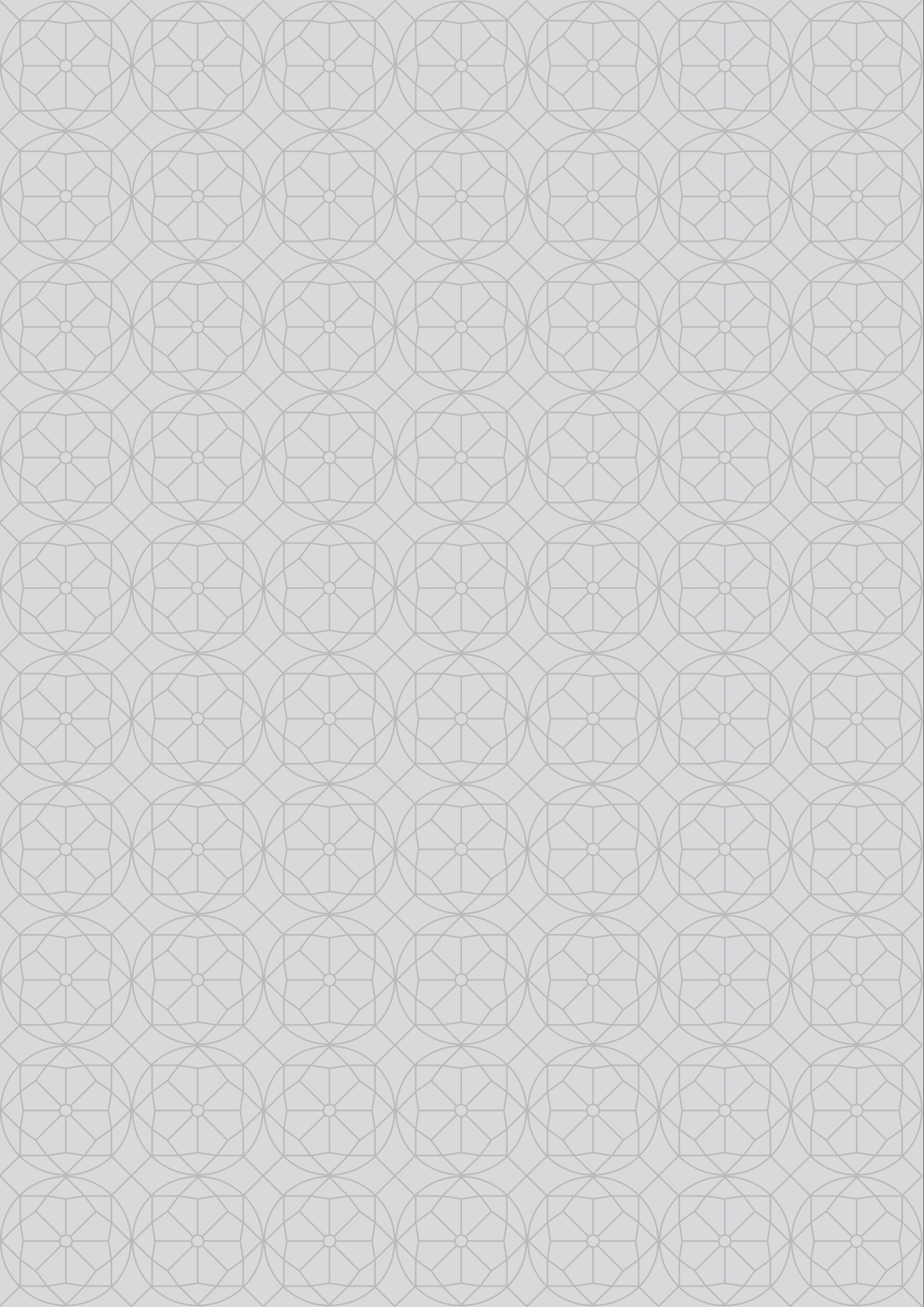
parties. Where possible, the ADGE Crest Identity should be placed first and the third party identities appear no more than 3/4 the final size of the ADGE Crest Identity. Ensure the clear space area and minimum size is maintained, refer to Section 2, page 26 and 27.

The example shown uses the 'Department of Transport' Crest Identity. This is purely to illustrate how an ADGE Crest identity is applied. It may be exchanged with another ADGE Crest Identity.

This option is **NOT** permissible for the use of the Government of Abu Dhabi Identity, which should always take leading priority at the top of such communications pieces.

Please note
The final position of an ADGE Crest Identity may be based on the sponsorship tier level agreed by the host. The ADGE should always negotiate a position of priority, especially where Seed Funding has been agreed.





GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 11
EVENTS AND EXHIBITIONS

11.1 Events and exhibitions criteria checklist

As Abu Dhabi expands the participation of its government entities in many domestic and international exhibitions and events, it is vital to create a unified and consistent message. Exhibitions and events provide an ideal opportunity to demonstrate Government of Abu Dhabi's strategic progress in a distinct and positive manner. It provides the visitor or customer with an insight into the government. Therefore, it should consistently reinforce and demonstrate the brand values of the Government of Abu Dhabi.

These guidelines provide necessary information on the principles to be considered and should be read in conjunction with the Government of Abu Dhabi Communication Policy, created by the Office of Government Communications. To obtain a copy of the policy please contact the Brand Support Team.

brandsupport@ecouncil.ae

Abu Dhabi government entities (ADGEs) should follow the criteria outlined below when participating in an event or exhibition:

1. Cultural awareness and authenticity

Exhibitions can provide an opportunity to reflect the values of the emirate of Abu Dhabi. Ensure that all designs, photographs and giveaways are culturally respectful, authentic and appropriate for their purpose.

2. Key messages

Visitors at events, and particularly exhibitions can be exposed to many messages in a short period of time. A key message structure will help keep the exhibition direct, clear and concise. Determine the most effective, engaging and appropriate method of communicating a message or telling a story. Consider all aspects of the visitor's journey and help determine how, when and where brand messages should be delivered for them to positively engage. By using the Government of Abu Dhabi core elements – identity, type and colour you can create an inviting and memorable experience for your visitors.

3. Design

The design of the exhibit and components within the stand layout should reflect the governments brand values and the core elements of the brand. When designing exhibitions, it is key to attract attention, while also adding as much originality as possible in order to achieve presence and make visitors remember your stand against others. Ensure that it is open, inviting and visually attractive. Tidy and accessible designs will guide visitors to the area they have most interest. The Identity should be prominently displayed and large enough to be seen from a distance. Ensure that the look of your stand reflects your key message and is the central theme of the visual aspect of your exhibit.

4. Meeting areas

It is important that the correct environment is created for meetings or a simple exchange of dialogue with your customer. Consider the different cultures and delegations that will attend the exhibit will normally define your environment. Designs can include a café style seating area, a partitioned meeting area, or an enclosed meeting room.

5. Hospitality

Invite your customers to experience genuine Arabic hospitality by offering Arabic coffee and dates. This will make visitors feel welcome and encourage them to stay.

6. Multimedia

Create a stimulating and engaging environment for your target audience. Develop experiences that will resonate with your customer enabling them to access the key messages, and components of the exhibit. Build a presentation or demo based on your key message and use the core elements of the brand. Check your display data for any cultural sensitivity.

7. Staff

Ensure team members who are staffing the exhibition are well trained to represent your company, and project a professional appearance that takes into consideration Emirati culture and values. They should be able to adequately answer any questions about your company, generate leads and secure sales. It is also recommended they are knowledgeable about the emirate of Abu Dhabi, it's culture and heritage.

8. Promotional literature

Organise and order sufficient quantities of branded business cards, brochures, corporate materials and stand display items. Arrange translation of materials where necessary.

9. Giveaways

The primary purpose for a giveaway is to get people to stop and engage at your stand. Choose the right incentive to attract visitors and ensure that your giveaways are culturally respectful, authentic and appropriate for their purpose.

10. Language

For local events and exhibitions the main languages are Arabic and English. For international events, consider using the host countries language.

11. Premium quality

It is important in the production of all events and exhibitions, that they are produced to a high standard whenever possible. Ensure a regular schedule of safety and quality checks as part of an on-going maintenance programme so refurbishments and repairs are completed when required. This is also a requirement for all displays that are reused, for example pull-up banners, media boards etc.

For further assistance contact the Brand Support Team, within the Office of Government Communications:
brandsupport@ecouncil.ae

11.2 Exhibition stands

An exhibition provides an exceptional environment and opportunity for the Abu Dhabi government entity to connect with all levels of stakeholders. The space and design can create a stimulating brand experience, whilst key messaging combined with technology and genuine Arab hospitality can truly deliver an engaging experience.

The examples presented here should be used as a guide and a source of inspiration for briefing exhibition designers.

Design layout examples

Large multi-government stand



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

11.2 Exhibition stands

Design layout examples

Large modular system



Small modular system



Trade booth



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

11.3 Exhibition and event banners

Banners offer a quick and mobile format advertising space. They are highly visible from a distance and an ideal way of catching the visitor's attention and to communicate a key message.

Design layout examples

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



Pull-up banner



Freestanding banner



Wall mounted building banner



11.4 Exhibition and event panels

The exterior exhibition and event panel is simple and clean to allow for messages to be communicated with clarity while showcasing impactful imagery. The design will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together. For templates please refer to Section 6, page 106 and 108.

Design layout examples

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



11.5 Event backdrop

Event backdrops offer a great opportunity to promote Abu Dhabi government entities during a press conference or other high-level events. For all events where the media is in attendance ensure the Government of Abu Dhabi Identity is visible for all photo opportunities and television recordings.

The examples presented here should be used as a guide and a source of inspiration for briefing event designers on appropriate look and feel, and standards of quality.

Design layout examples

Conference backdrop



It is important in production of all events that the Identity is reproduced to a high standard, wherever it is positioned. The full colour Identity must be used for all events. The colours must be correct and the typography must be clear.

Should you require further guidance contact the Brand Support Team within the Office of Government Communications: **brandsupport@ecouncil.ae**

Generic media backdrop



Co-branded media backdrop



11.6 Event speaker displays

A lectern is often the most photographed point of any event or conference. The Identity should be prominently displayed on lecterns for all Government of Abu Dhabi hosted events.

The stand-alone version of the Crest is an exception to the general rule that the Crest and Wordmark always have to be used together.

When setting up a spokesperson table. Ensure that each speaker has a name card that displays the Abu Dhabi government entity Identity and their full name.

Design layout examples

Stand-alone lectern with Crest only



Stand-alone lectern with full identity



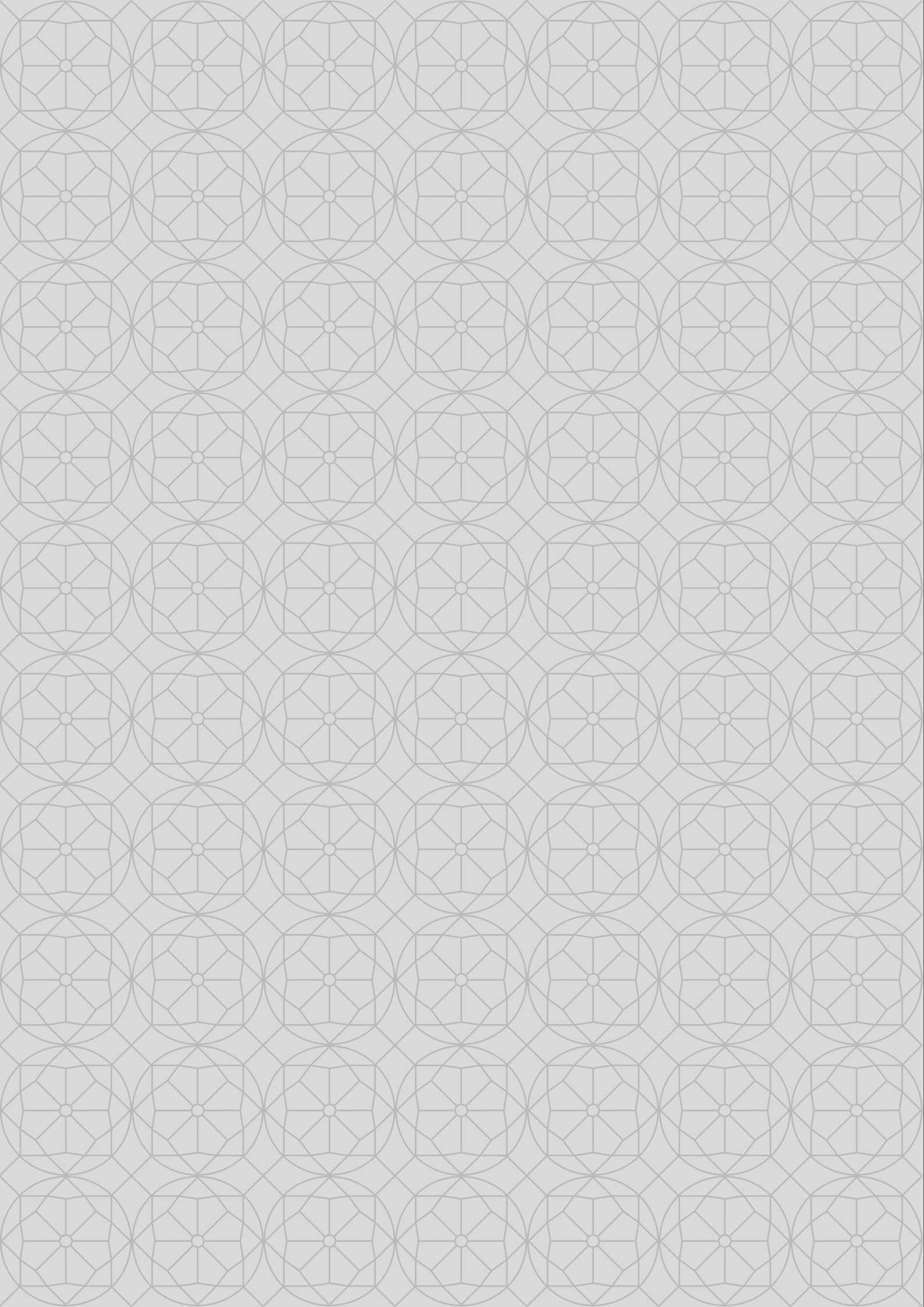
Speakers table name card



Reserved table



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
BRAND GUIDELINES

SECTION 12
PHOTOGRAPHY

12.1 Photography checklist

Photography is a key component of any Abu Dhabi government entity (ADGE) brand and can be used to help communicate an ADGE's brand values in a clear and engaging way. It is important to select or create an appropriate visual style that successfully captures the way in which the ADGE, Government of Abu Dhabi and the emirate of Abu Dhabi is conveyed. Used consistently, photography can help support and strengthen an ADGE brand, giving clarity and context to the overarching key messaging of the Government of Abu Dhabi.

These guidelines should be read in conjunction with the Government of Abu Dhabi Communications Policy and the Photography and Videography guidelines, created by the Office of Government Communications. To obtain a copy of the policy or photography guidelines please contact the Brand Support Team.

brandsupport@ecouncil.ae

ADGEs should use the following checklist criteria when sourcing photography from existing image libraries or commissioning photography.

1. Cultural awareness and authenticity

It is important to ensure all visual content is culturally respectful, authentic and appropriate for their purpose. This will help protect the reputation and portrayal of the emirate of Abu Dhabi and the Government of Abu Dhabi. For example, with culturally focused visual content, make sure the subjects are authentic and unique to emirati culture; especially those including emirati nationals, clothing, food, drink, music, dance, nature, wildlife and landscapes. When possible and appropriate, consider using ADGE employees as models for commissioned creative shoots, to avoid difficulty in sourcing emirati or 'emirati looking' models.

2. Appropriate setting

Ensure the location of the photograph is appropriate to the content or the metaphor being portrayed within the visual communication piece. Where possible use imagery that has been photographed within emirate of Abu Dhabi or the United Arab Emirates to give a authentic sense of place.

3. Appropriate audiences

Ensure the subject(s) featured within visual content are appropriate to the audience they are being communicated to. For example, when promoting public facing services, imagery should reflect Abu Dhabi's multicultural community, showcasing a diversity of people, including age, gender, dress and country of origin. For government-to-government focused communication pieces consider using ADGE employees as models for commissioned photo shoots where possible, to avoid difficulty in sourcing 'emirati looking' models, and allowing photographs to be truly authentic and personal to the specific ADGE.

4. Be creative

Use impactful and emotive visual content. Be conceptual where possible, using metaphors to relay key messaging, as opposed to literal translations of the content.

5. Captured moments vs. contrived poses

Real moments evoke real emotions. Avoid compositions that are too forced, staged, or posed. Instead focus on candid, natural moments.

6. Composition and cropping

Use interesting perspectives and angles, or dynamic crops for maximum impact.

7. Stay timeless

Use photography that is not visibly dated, unless this is the context required, such as historical archive imagery.

8. Colour

Visual content should be in colour whenever possible, to emphasis Abu Dhabi's rich culture and varied landscapes. Tonally, colours should be warm and inviting, not vivid or acidic in appearance.

9. Natural light

Use environments with natural or diffused lighting as much as possible to avoid harsh edges, contrasts and strong shadows.

10. Premium quality

Every piece of visual content contributes to the way the emirate of Abu Dhabi and the Government of Abu Dhabi is perceived. It is important for every ADGE to take responsibility in maintaining a high standard of quality within their visual communication pieces. Commissioned visual content should be u s e d whenever possible, or alternatively sourced and purchased Rights Managed or Rights Ready from online creative libraries.

11. Creative file usage

To guarantee the quality of the image for production the digital file must be a minimum of 300dpi for print and 72dpi for online digital use.

12. Licensing, copyrights and photo credits

It is the responsibility of all ADGEs to ensure that the correct licensing, levels of rights, exclusivity and third party clearance is obtained for all visual content published for non-commercial and commercial purposes, while also adhering to UAE Copyright Laws. Whenever possible, credit specific commissioned photographers/videographers within communication collateral pieces.

For further assistance contact the Brand Support Team, within the Office of Government Communications:
brandsupport@ecouncil.ae

12.2 Photography style guide

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.



Due to copyright and licensing restrictions, the General Secretariat of the Executive Council is unable to distribute any of the photography shown.



12.2 Photography style guide

Portraiture 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.



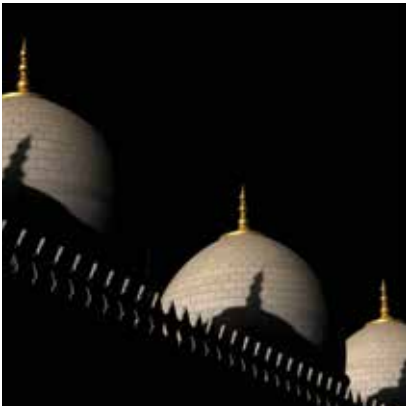
Due to copyright and licensing restrictions, the General Secretariat of the Executive Council is unable to distribute any of the photography shown.

12.2 Photography style guide

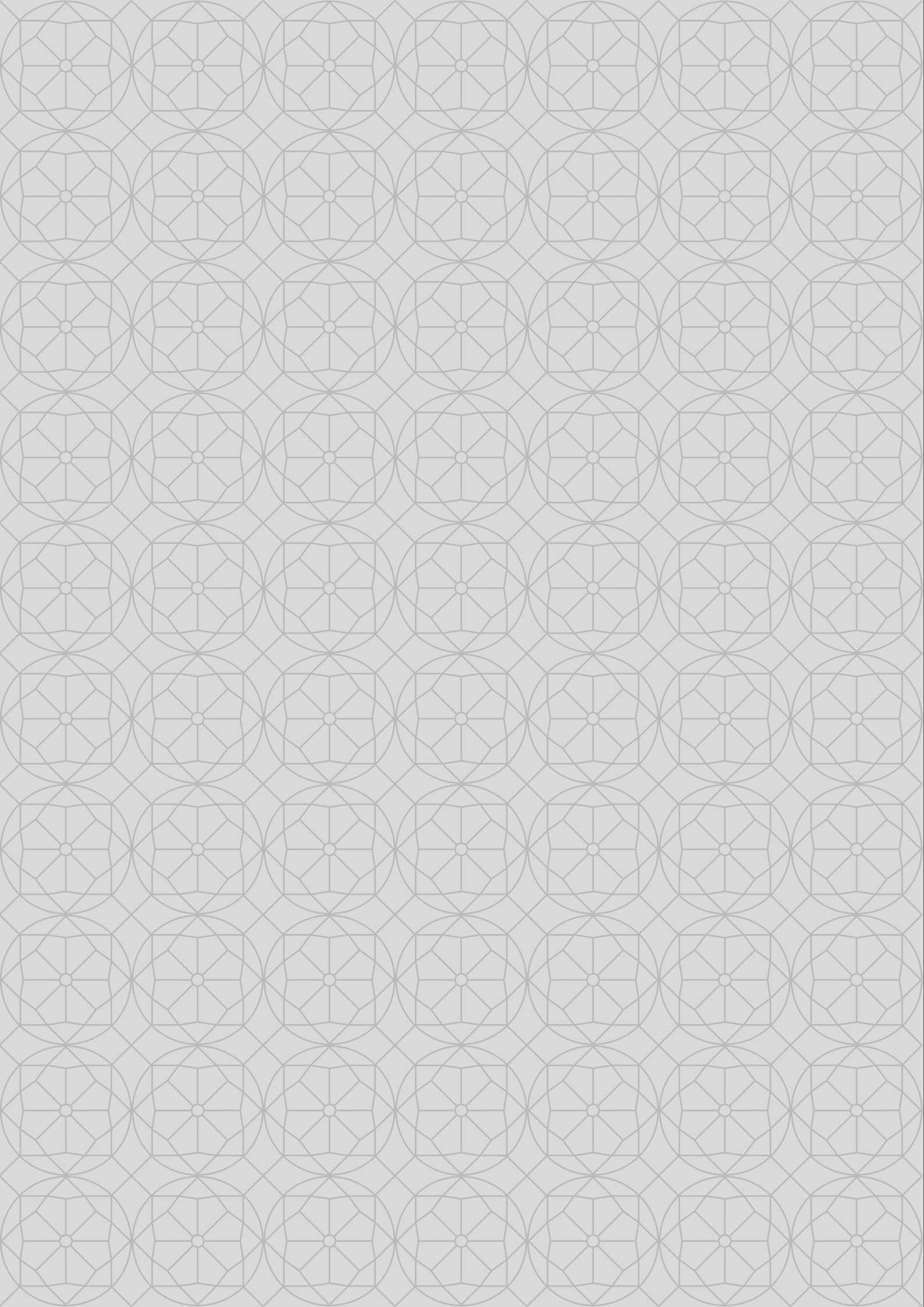
Landscape and architecture

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.

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



Due to copyright and licensing restrictions, the General Secretariat of the Executive Council is unable to distribute any of the photography shown.



GOVERNMENT OF ABU DHABI
BRAND GUIDELINES

SECTION 13
BRAND SUPPORT

13.1 Brand support

Brand compliance and application

All Abu Dhabi government entities (ADGE) are responsible for ensuring the accurate and consistent application of the Government of Abu Dhabi Identity, with the support of the Brand Support Team at the Office of Government Communications (OGC). Through the OGC, ADGEs can officially apply for the new Government of Abu Dhabi Crest.

Contact information

For brand consultancy and general inquiries, or for necessary approvals required to use the Government of Abu Dhabi Brand please contact:

Brand Support Team

Office of Government Communications
General Secretariat of the Executive Council

brandsupport@ecouncil.ae