



ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training

مركز أبوظبي
للتعليم والتدريب
التقني والمهني

ACTVET Corporate Brand Guidelines

Implementing ACTVET
brand in communications

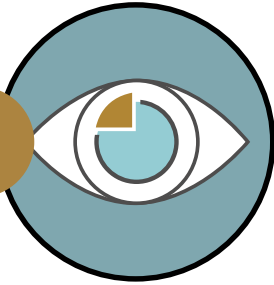
Updated 20 January 2021

About ACTVET

ACTVET was established under the directive of H.H. Sheikh Mohamed Bin Zayed Al Nahyan Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, through Resolution No. 2010/49. ACTVET is committed to establishing policies and standards that effectively regulate technical and vocational educational institutions in the emirate of Abu Dhabi. ACTVET is also responsible for the licensing of trainers and tutors that meet the demands of the UAE's local market.

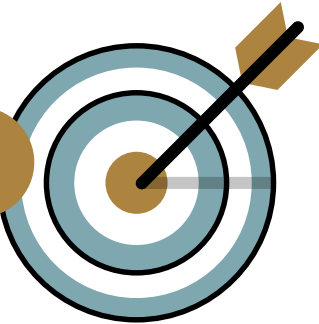
* For more information, please visit our website www.actvet.gov.ae

VISION



TVET to become the first choice for UAE citizens

MISSION



Regulate the TVET sector in the Emirate of Abu Dhabi to build a national workforce that is capable of effectively participating in the sustainable development of the country

LOGO

ACTVET logo is the most visible element of our identity - a universal signature across all ACTVET Media communications. Its guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on the side of our buildings; It's simple, easy to understand, no drop shadows, no glossy reflections, and no flashy graphic effects.

ACTVET logo is made up of two elements:

1. The symbol
2. The logotype

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training

مركز أبوظبي
للتعليم والتدريب
التقني والمهني

■ Pantone P 11 - 16 U

LOGO CLEAR SPACE

EVERYONE NEEDS A LITTLE PERSONAL SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space - free of type, graphics, and other elements that might cause visual clutter - to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logotype or full name is used, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.

50%

25%

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training

مركز أبوظبي
للتعليم والتدريب
التقني والمهني

LOGO CLEAR SPACE

EVERYTHING IN ITS RIGHT PLACE

LOGO CLEAR SPACE

We like to avoid placing the logo smack dab in the middle of an area.

On any given format - landscape or vertical - the preferred logo placement is in any corner position.



COLOR THEME

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

C: 30 M:45 Y:87 K:8

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

C: 47 M:50 Y:42 K:32

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

C: 54 M:22 Y:28 K:4

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

ACTVET

Abu Dhabi Centre for
Technical and Vocational
Education and Training | مركز أبوظبي
للتعليم والتدريب
التقني والمهني

MONOCHROME LOGOS

The preferred color of our logo is one of our vibrant colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. In these instances, we may use a gray version (made as a 75% tint of black) or a one-color black or white logo.

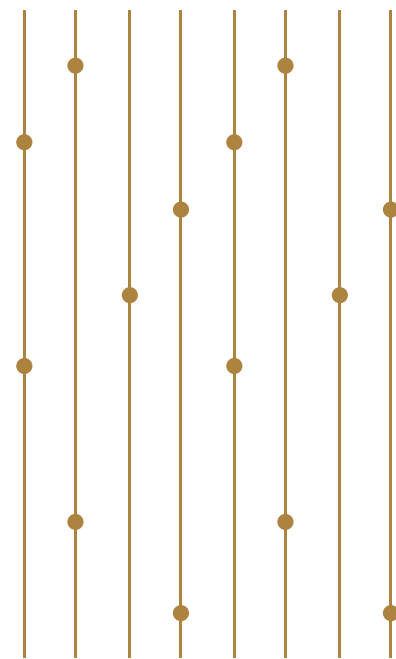
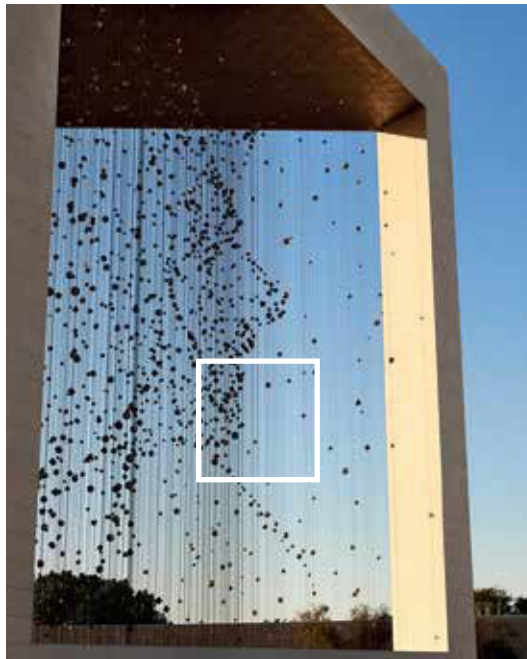


TYPEFACE

Arabic: —● GE SS

English: —● Neo Sans Std

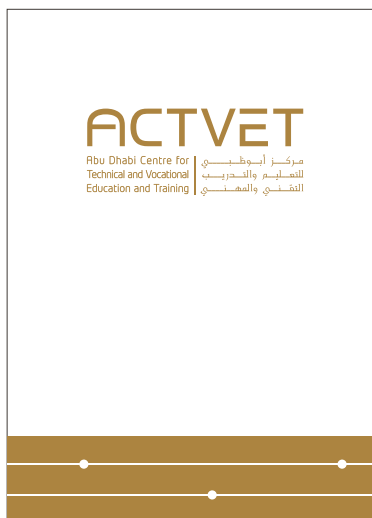
PATTERN LOOK AND FEEL



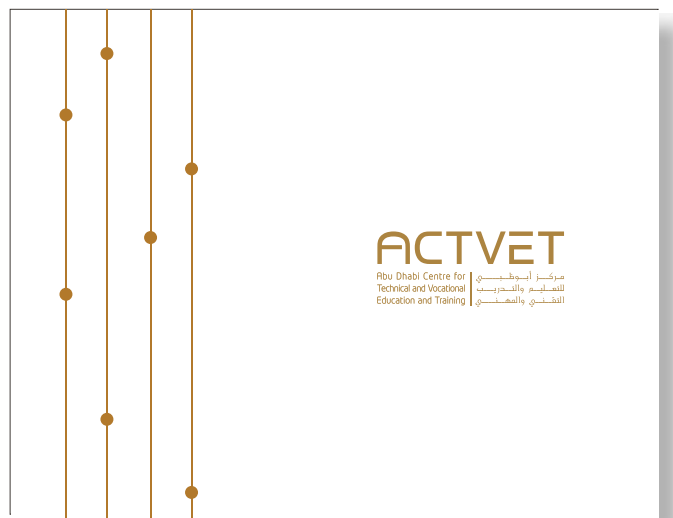
INTERNAL PRINT MATERIALS

Shown on the following pages are hypothetical examples, showing the brand identity applied across various materials.

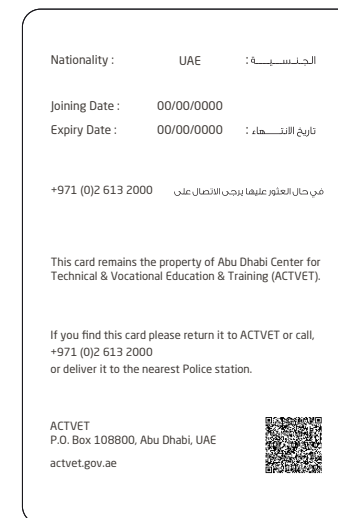
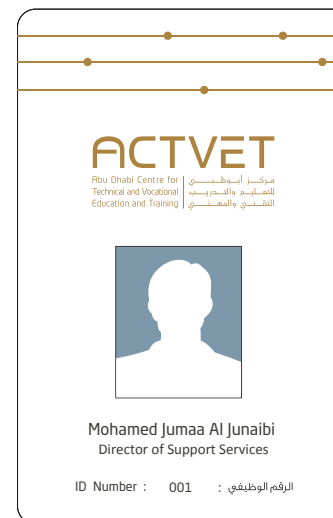
NOTEBOOK:



BOOKLET:



ID CARD:



BACK GROUND IMAGES


ACTVET logo may also be used on an image background with sufficient contrast. Use an all-gray logo for use on light colored backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imaginary, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



Social media lock-up

ACTVET Social media accounts and website are the interface its core business, services, and education system. Three ways to market the official channels as follows:

1 actvet.gov.ae      @ACTVETuae

2     
@ACTVETuae
actvet.gov.ae

3 @ACTVETuae | actvet.gov.ae

HASHTAGE



A diagram consisting of a horizontal brown bar at the top left containing the word 'HASHTAGE' in white. A vertical brown line descends from the bottom of this bar, then turns 90 degrees to the right, ending at a small dark grey circle. A horizontal brown line extends from this circle to the left side of a dark grey rounded rectangle containing the text '#ACTVETuae' in white.

#ACTVETuae

For future inquiries, please contact:

 social.media@actvet.ac.ae  02 613 2128