Version 1.5 | DEC 2025



Contents

This document outlines the core elements of the ACTVET visual identity and provides clear guidelines for their consistent application across all branded materials produced by its entities. These include the Institute of Applied Technology (IAT) - Applied Technology Schools (ATS), Fatima College of Health Sciences (FCHS), and Abu Dhabi Polytechnic (AD Poly) and Abu Dhabi Vocational Education and Training Institute (ADVETI).

01	Our Logo
02	About ACTVET
03	Our Vision
04	Lockups & Reverse Lockups
05	Logo Size & Spacing Guidelines
	Color Palette
	Color Variations
	Do's & Don'ts
	Material Examples
06	Logo usage with External Partners
07	Media and Branding Guidelines for all ACTVE and It's Educational System Staff Members



Introduction

This section explains the proper use of the brand guidelines and illustrates the overall structure of the ACTVET brand. It also outlines how stakeholders collaborate to ensure consistent application across all branded materials, thereby strengthening and enhancing the brand's growth.

Expanded Applications

Showcases a wider variety of brand expressions across both print and digital media.

Creative Freedom

While certain applications such as official stationery must adhere to strict design specifications, other areas allow for greater creative flexibility. This enables entities to develop designs that best serve their communication objectives, such as in digital platforms and websites.

How Can the Guidelines Be Useful?

By maintaining a consistent image across all platforms and communications, each ACTVET entity can convey its messages more effectively and strengthen its connection with the intended audiences.



Our Logo

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

Use the same version in different variety of design elements; 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. Lettermark (Initials forming brand identity)
- 2. Wordmark (Brand name in typography)

The following pages cover the correct usage to ensure the logo always looks its best.



Pantone P 1255 C

C30 M45 Y87 K08

RAL 1024

PANTONE®

About this Color

Color Number: 1255 C Color System: Graphics Color Library: Solid Coate Color Family: Yellow



About ACTVET

The Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET) was established under the directive of His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, through Resolution No. 49/2010. 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. The Centre aims to boost training and educational opportunities for young nationals within the qualification framework of the Emirate. ACTVET's ultimate goal is to increasing the number of skilled Emirati youth in rewarding career paths and foster life-long learning and personal development. ACTVET oversees a number of entities that provide accredited educational and vocational training programs, in line with the best international standards, to prepare students for the labor market. The entities are the Abu Dhabi Vocational Education and Training Institute (ADVETI) and the Institute of Applied Technology (IAT).

















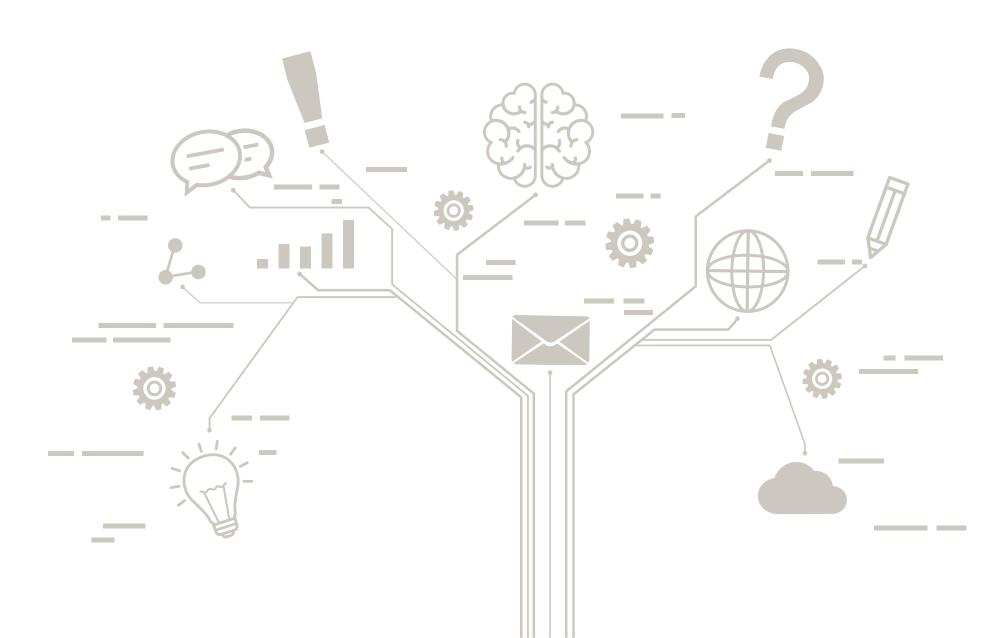












ACTVET Vision

TVET to become the first choice for UAE citizens

ATS Vision

Create a world-class Career Technical Education system that will produce the Scientists, Engineers and Technicians needed for the UAE to build a knowledge-based economy.

AD POLY Vision

To become the UAE's leading institution in technical higher education and applied research.

ADVETI Vision

To be the benchmark of technical and vocational education and training in the UAE.

FCHS Vision

To be the leading provider of health sciences education and research in the region.



Lockups

There are three ways to visually represent the relationship between individual entities and the overall ACTVET brand. The ACTVET logo follows Lockup 1.

































Logo Lockup

In case of lock-up logo usage, ACTVET logo should always be above the entities logo.
In case of single entity usage, ACTVET logo should be on the left-hand side of the entity logo.



Reverse Lockup

A reverse logo lockup is a white version of a logo and its combined elements (the lockup) used on only coloured solid background (not pictures) where the original logo's colors would not be visible or effective.





















Logo Lockup

In case of lock-up logo usage, ACTVET logo should always be above the entities logo.

In case of single entity usage, ACTVET logo should be on the left-hand side of the entity logo.



Logo Size & Spacing Guidelines

Minimum Clear Space: Use the height of the logo's key element (e.g., cap height of "H" or icon width) as the unit "X". Apply X on all sides for isolation.

Recommended Space

• Double the minimum (2X) for optimal breathing room, especially in crowded layouts like email signatures or ads.

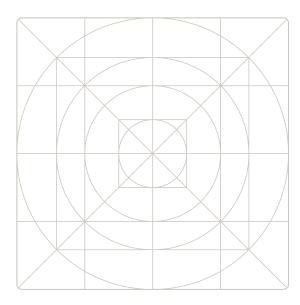
Do's

• Align with grids; scale space with logo size and proportion.

Don'ts

• Place near folds, patterns, or competing elements; reduce below minimum.

Example: If your logo's icon is 50px wide (X=50px), ensure at least 50px clearance on each side.

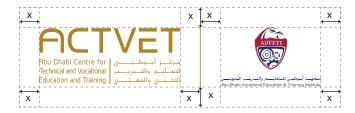




ADVETI Couplet

Clear Space (Defined by 'X')

Maintain a minimum clear space, defined by 'X', around the logo to ensure visibility and impact. No other visual elements should intrude into this area.









Clear Space



NTONE® PANTONE®

About this Color About this Color

Color Number: 201 C Color System: Graphics Color Library: Solid Coated Color Family: Orange Color Harmonies: Learn More



IAT Couplet

Clear Space (Defined by 'X')

Maintain a minimum clear space, defined by 'X', around the logo to ensure visibility and impact. No other visual elements should intrude into this area.









PANTONE®

Color Number: 7688 C Color System: Graphics Color Library: Solid Coated Color Family: Purple-Blue Color Harmonies: <u>Learn More</u>

PANTONE®

PANTONE®

About this Color

Color Number: 1255 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn More



FCHS Couplet

Clear Space (Defined by 'X')

Maintain a minimum clear space, defined by 'X', around the logo to ensure visibility and impact. No other visual elements should intrude into this area.









Clear Space



PANTONE®

About this Color Color Number: 130 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn Mo PANTONE®

About this Color

Color Number: 144 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn More

PANTONE® 18-4006 TCX Quiet Shade

About this Color Color Number: 1255 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn More

PANTONE®

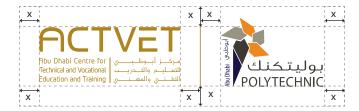
Note: All color modifications and tones are close to Pantone because of a digital display and various screen calibrations.





Clear Space (Defined by 'X')

Maintain a minimum clear space, defined by 'X', around the logo to ensure visibility and impact. No other visual elements should intrude into this area.









Clear Space



PANTONE®



PANTONE® 144 C

About this Color Color Number: 144 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn Mor



PANTONE®



About this Color Color Number: 1255 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn Mor

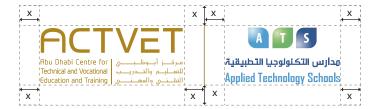
Note: All color modifications and tones are close to Pantone because of a digital display and various screen calibrations



ATS Couplet

Clear Space (Defined by 'X')

Maintain a minimum clear space, defined by 'X', around the logo to ensure visibility and impact. No other visual elements should intrude into this area.









Clear Space



About this Color

Color Number: P 105-16 C Color System: Graphics Color Library: CMYK Coated Color Family: Purple Color Harmonies: Learn More

PANTO

PANTONE® P 109-8C

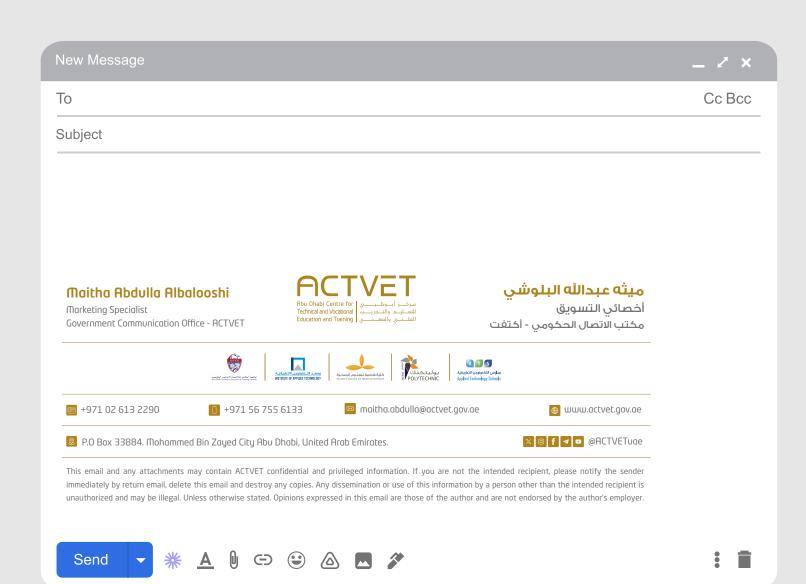
About this Color

Color Number: P 109-8 C
Color System: Graphics
Color Library: CMYK Coated

PANTONE® PANTONE®

About this Color Color Number: 125

Color Number: 1255 C Color System: Graphics Color Library: Solid Coated Color Family: Yellow Color Harmonies: Learn More





ACTVET desktop signature template

Addition of a Event/ Initiative Highlight Banner Under the Main Email- Signature Block

If an upcoming initiative or an event needs to be promoted through the email signature, a highlight banner should be placed below the main signature section, rather than incorporating any logo or text within the official signature block. This approach maintains the integrity and consistency of the standard email signature format while allowing space to promote key initiatives or events in a visually distinct and professional manner.

Do's:

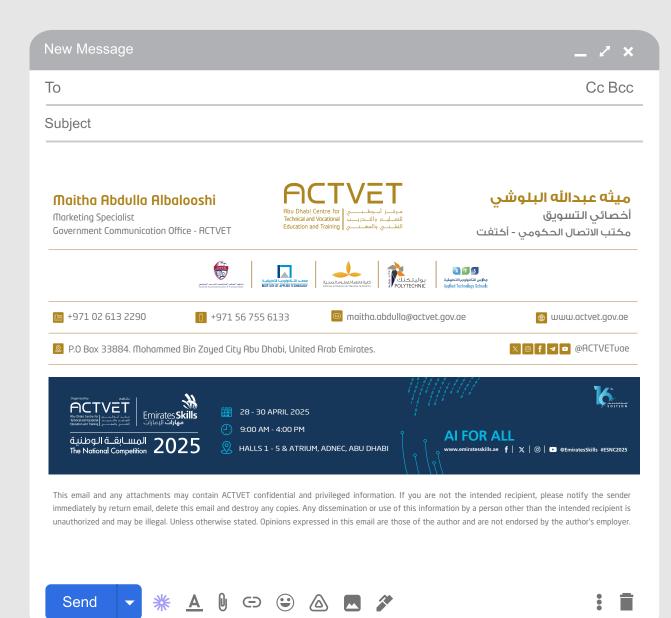
- Use the email signature highlight banner only for key initiatives or major events.
- Ensure the highlight banner is added at least two months before the event date.
- Submit a formal request to the GCO for designing the email signature artwork.
- Use the design only after approval from the GCO.

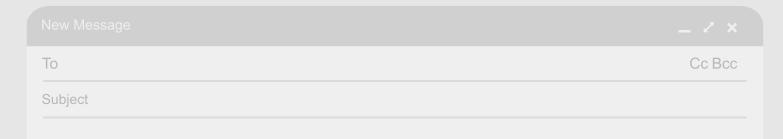
Don'ts:

- Do not alter, edit, or tamper with the official email signature block.
- Do not add unapproved visuals, links, or text to the official signature block.
- Do not use the event highlight for personal or non-official promotions.
- Ensure with IT during deployment that the highlight banner is not resized or distorted, and that the original proportions are maintained.

Specs:

- Width 685 px
- Height should follow the design requirements and must not exceed 130 px.





ADVETI desktop signature



Marketing Specialist Government Communication Office





ميثه عبدالله البلوشي أخصائي التسويق مكتب الاتصال الحكومي

- +971 02 613 2290
- +971 56 755 6133
- maitha.abdulla@actvet.gov.ae
- ⊕ www.adveti.ac.ae

P.O Box 33884. Mohammed Bin Zayed City Abu Dhabi, United Arab Emirates.

🛚 🔘 **f** 🗗 📭 **in** @ADVETI_Abudhabi

This email and any attachments may contain ACTVET confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any dissemination or use of this information by a person other than the intended recipient is unauthorized and may be illegal. Unless otherwise stated. Opinions expressed in this email are those of the author and are not endorsed by the author's employer.











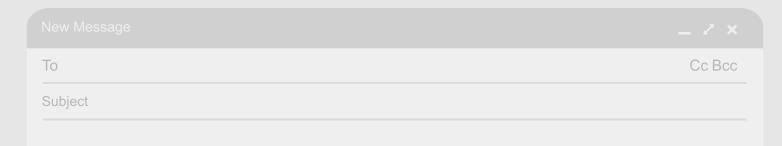












IAT desktop signature

Maitha Abdulla Albalooshi

Marketing Specialist Government Communication Office - ACTVET





ميثه عبدالله البلوشي أخصائي التسويق مكتب الاتصال الحكومي - أكتفت

- +971 02 613 2290
- +971 56 755 6133
- maitha.abdulla@actvet.gov.ae
- www.iat.ac.ae

P.O Box 33884. Mohammed Bin Zayed City Abu Dhabi, United Arab Emirates.

X ◎ f ✓ □ in @IATUAE

This email and any attachments may contain ACTVET confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any dissemination or use of this information by a person other than the intended recipient is unauthorized and may be illegal. Unless otherwise stated. Opinions expressed in this email are those of the author and are not endorsed by the author's employer.





















IAT desktop signature template

Addition of a Event/ Initiative Highlight Banner Under the Main Email- Signature Block

If an upcoming initiative or an event needs to be promoted through the email signature, a highlight banner should be placed below the main signature section, rather than incorporating any logo or text within the official signature block. This approach maintains the integrity and consistency of the standard email signature format while allowing space to promote key initiatives or events in a visually distinct and professional manner.

Do's:

- Use the email signature highlight banner only for key initiatives or major events.
- Ensure the highlight banner is added at least two months before the event date.
- Submit a formal request to the GCO for designing the email signature artwork.
- Use the design only after approval from the GCO.

Don'ts:

- Do not alter, edit, or tamper with the official email signature block.
- Do not add unapproved visuals, links, or text to the official signature block.
- Do not use the event highlight for personal or non-official promotions.
- Ensure with IT during deployment that the highlight banner is not resized or distorted, and that the original proportions are maintained.

Specs:

- Width 685 px
- Height should follow the design requirements and must not exceed 130 px.



Maitha Abdulla Albalooshi

Marketing Specialist
Government Communication Office - ACTVET





ميثه عبدالله البلوشي

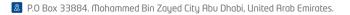
أخصائي التسويق مكتب الاتصال الحكومي - أكتفت













This email and any attachments may contain ACTVET confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any dissemination or use of this information by a person other than the intended recipient is unauthorized and may be illegal. Unless otherwise stated. Opinions expressed in this email are those of the author and are not endorsed by the author's employer.



This email and any attachments may contain ACTVET confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any dissemination or use of this information by a person other than the intended recipient is unauthorized and may be illegal. Unless otherwise stated. Opinions expressed in this email are those of the author and are not endorsed by the author's employer.



























Government Communication Office - ACTVET







ميثه عبدالله البلوشي أخصائي التسويق مكتب الاتصال الحكومي - أكتفت

+971 02 613 2290







P.O Box 107110. Al Mafraq Abu Dhabi, United Arab Emirates.



This email and any attachments may contain ACTVET confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any dissemination or use of this information by a person other than the intended recipient is unauthorized and may be illegal. Unless otherwise stated. Opinions expressed in this email are those of the author and are not endorsed by the author's employer.

























AD Poly desktop signature



























ATS desktop signature



Marketing Specialist Government Communication Office - ACTVET





ميثه عبدالله البلوشي أخصائي التسويق مكتب الاتصال الحكومي - أكتفت

- +971 02 613 2290
- 1 +971 56 755 6133
- maitha.abdulla@actvet.gov.ae
- ⊕ www.ats.sch.ae

P.O Box 33884. Mohammed Bin Zayed City Abu Dhabi, United Arab Emirates.

This email and any attachments may contain ACTVET confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any dissemination or use of this information by a person other than the intended recipient is unauthorized and may be illegal. Unless otherwise stated. Opinions expressed in this email are those of the author and are not endorsed by the author's employer.



















ATS lab gown

Student Lab Gown: Purple-Blue

Student Lab Gown: White

Volunteer Waistcoat: Beige







PANTONE® 7699 C

About this Color

Color Number: 7699 C Color System: Graphics Color Library: Solid Coate Color Family: Purple-Blue Color Harmonies: Learn M



PANTONE® P 14 - 1012 TCX Glided Beige

Color Number: 14-1012 TC Color Name: Gilded Beige Color System: Fashion, Hor

Note: All color modifications and tones are close to Pantone because of a digital display and various screen calibrations.

FCHS lab gown

Student Lab Gown: Blue Turquoise

Teacher Lab Gown: White

Volunteer Waistcoat: Green-Yellow







PANTONE® 416 C

About this Color

Color Number: 416 C Color System: Graphics Color Library: Solid Coated Color Family: Green-Yellow PANTONE®
P 15 - 15217 TCX
Blue Turquoise

About this Cold

Color Number: 15-5217 TCX
Color Name: Blue Turquoise
Color System: Fashion, Home + Interiors
Color Library: Cotton TCX
Color Family: Blue-Green
Color Hampolise: Jean Mova

AD Poly lab gown

Student Lab Gown: Blue

Teacher /Student Lab Gown: White

Volunteer Waistcoat: Green-Yellow







Color Number: 280 C Color System: Graphics Color Library: Solid Coated Color Family: Purple ADVETI lab gown

Student Lab Gown: Blue

Teacher Lab Gown: White

Volunteer Waistcoat: Beige









About this Color

Color Number: 280 C Color System: Graphics Color Library: Solid Coate Color Family: Purple



PANTONE® P 14 - 1012 TCX Glided Beige

Color Number: 14-1012 TCX
Color Name: Gilded Beige
Color System: Fashion, Home + Inter
Color Library: Cotton TCX
Color Family: Yellow







Lockup Examples

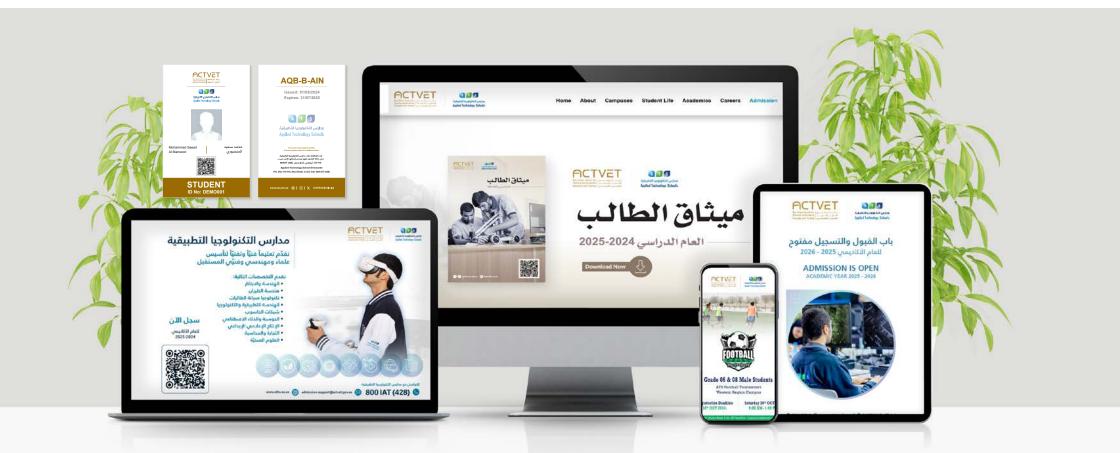












Lockup Examples



















10:00 صياداً - 4:00 مساغ 10:00 am - 4:00 pm



حلية فاطمة العلوم الصحية، المفرق - أبوظبي Fatima College of Health Sciences, Al Mafraq - Abu Dhabi













Lockup Examples









Lockup Examples







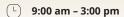


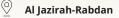
2025 يوم التلمذة المهنية والتوظيف ـــــــــــ

APPRENTICESHIP CAREER DAY



























Logo usage with External Partners

When partnering with other entities, the ACTVET or institution logo should always appear in accordance with the lockup guidelines, ensuring clear visibility, adequate spacing, and placement hierarchy.

The logo must never be altered, distorted, or combined with any other graphic element. External partners are required to seek prior approval from ACTVET's Government Communications Office (GCO) before using the logo on any joint materials, including press releases, event branding, digital campaigns, or promotional content.

Clear Space (Defined by 'X')

Maintain a minimum clear space, defined by 'X', around the logo to ensure visibility and impact. No other visual elements should intrude into this area.

The logo of both entities should be equal size.





Media and Branding Guidelines for all ACTVET and It's Educational System Staff Members

1. Obtain Permission Before Speaking to the Media

No student or staff member is permitted to speak with the media without prior written approval from the Government Communication Office (GCO). All media inquiries must be directed to the GCO for a response.

2. Direct Media Inquiries to the Government Communication Office

If approached by a journalist, reporter, or media representative, politely inform them that they must contact the Government Communication Office for any official statements or interviews. Do not engage in any further conversation about the matter.

3. Represent the Institution Professionally

All individuals, if permitted to engage with the media must be presentable. Students and staff must wear their respective uniforms or formal national costumes, as appropriate, to project professionalism and to reflect ACTVET's image.

4. No Confidential Information

Never disclose any confidential or internal information regarding ACTVET, its institutions, its operations, policies, or personnel. All public statements must be pre-approved by the GCO, who will guide on what can and cannot be shared.

5. Prepare for Pre-Approved Media Interactions

If permission is granted to speak with the media, all topics of discussion must be pre-discussed and cleared with the Government Communication Office. Do not provide any impromptu answers or personal opinions.

6. Keep your line manager informed of any Internal and External communication

In both internal and external communications, please ensure that your line manager is informed before contacting any external entity. Always use approved official names and correct staff designations, maintain a formal tone, and ensure that your message is grammatically accurate by reviewing it before sharing.

7. Obtain prior approval before organising Events and Initiative

Any event or initiative planned by any department or entity irrespective of its scope or size that intends to use ACTVET's logo or branding should be shared with the Government Communications Office for approval before proceeding with the event's organization.

8. Obtain prior approval before using the Brand logo

Any official document, articles, newsletters, social media posts, or any other marketing collaterals created to be circulated internally or externally by any department or entity irrespective of its scope should be shared with the Government Communications Office for approval before proceeding.

For enquiries related to newspapers, press releases, filming requests, collaboration opportunities, soical media, logo and design requirements, courses/registrations/program promotion or any other media request, please email **GCO** and keep the focal points listed below in cc.

Government Communication Office (GCO) Official Email:

gco@actvet.gov.ae

ACTVET

Munmun Lamba

<u>munmun.lamba@emiratesskills.ae</u>

Nawal Almarzooqi

nawal.almarzoogi@emiratesskills.ae

Rajendran Sonasalam

<u>rajendran.sonasalam@emiratesskills.ae</u>

ADVETI

Hamda Salah Ahmed

<u>hamda.ahmed@actvet.gov.ae</u>

Manar Al Naqbi

<u>manar.alnaqbi@actvet.gov.ae</u>

IAT

Syed Noman

sved.noman@actvet.gov.ae

Mariam Saleh Alhammadi

mariam.saleh@actvet.gov.ae

AD POLY

Syed Noman

syed.noman@actvet.gov.ae

Diana Al Haffar

diana.alhaffar@actvet.gov.ae

FCHS

Syed Noman

syed.noman@actvet.gov.ae

Qais Muthana

qais.muthana@actvet.gov.ae

ATS

Syed Noman

syed.noman@actvet.gov.ae

Mariam Saleh Alhammadi

mariam.saleh@actvet.gov.ae

By following these guidelines, we ensure that all communication with the media is handled professionally, consistently, and in accordance with ACTVET's values and procedures.

@ACTVETUAE



تابعوا أحدث أخبار ومستجدات أبوظبي التقني عبر قنواتنا الرسمية Stay connected to never miss an update! Follow us on









