Visual Identity Guidelines for UAE Federal Government Entities

Temporary Federal Councils
This document sets the standards for applying the UAE government’s visual identity on the branded materials that may be produced by temporary federal councils.
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Introduction

This section introduces how to effectively use the guidelines document. It also illustrates the structure of the UAE federal government’s brand and how all federal entities collectively contribute to the government brand’s success through consistent application across all branded materials.
Update Highlights

These guidelines are designed to help all government entities—from federal ministries and authorities to national programs and initiatives—to apply the UAE government’s visual identity more efficiently for the years to come.

Expanded Applications
Introducing a wider range of brand applications across digital and print.

Room for Creative Freedom
While there are strict design restrictions on some applications (e.g. official stationery), federal entities will find more freedom in other cases to create designs that best serve their communication objectives (e.g. website).

Improved Usability
The guidelines are more adapted for digital use and are simpler to navigate.

How Will the Guidelines Help?

The UAE federal government’s visual identity serves as a reference for people to associate content and materials by federal entities with the UAE government.

When all government entities communicate with a unified image across all channels and materials, each entity’s messages are carried more powerfully to resonate with the relevant audiences.

Useful Resources

Online Portal
Offers an online and latest version of these guidelines.

Download Centre
Access all necessary brand assets (e.g. logos, fonts) and many design templates to get you started with your designs.
Guideline Features

A Breadcrumbs
Indicate where you are in the manual. You can click breadcrumbs to navigate the document more easily.

B Tip! / Keep in mind...
Provide useful information on how you can deal with certain aspects of the visual identity.

C Links
Appear in blue and take you to relevant sources, such as other pages within the guidelines or external links such as the download centre.

Tip! / Keep in mind...
Entities are encouraged to share a copy of this document with third party business partners, such as advertising agencies and design firms, to ensure consistent brand application.
Brand architecture clarifies the structure of the UAE government and guides the application of its visual identity across the different federal government entities.

Keep in mind...
This document is for temporary councils. You may request the guidelines of other entities from the UAE Government Media Office, or find them on the online portal.
Temporary Federal Councils  | Introduction

Lockups

There are three ways to visually indicate the relationship between a federal entity and the larger UAE federal government brand. Temporary federal councils follow Lockup 3.

Lockup 1
Applies to: Ministries, Minister of State
The federal emblem is part of the entity logo and the entity completely follows UAE federal government brand.

Lockup 2
Applies to: Temporary Councils, Federal Committees
Entity adopts UAE federal government brand (sub-brand) but has limited applications.

Lockup 3
Applies to: Authorities, National Programs and Strategies, Permanent Councils, Federal Entities Affiliated to Ministries
Entity has an independent brand. The federal emblem may be paired with the entity logo and must be used on official applications.

Keep in mind...
Each federal entity has its own set of guidelines according to its corresponding lockup. Remember to use the correct guidelines for your entity.
For any questions related to these guidelines or the UAE government’s visual identity, you can always contact the UAE Government Media Office at gov.brand@gmo.gov.ae.
This section introduces the building blocks of the visual identity: Logo, typography and colours. It is crucial for all government entities to apply the brand elements as specified in these guidelines to ensure consistent application across all branded materials.

Remember to download the brand assets from the online portal.
Logo
Logo Structure

A temporary federal council’s logo is a wordmark derived from the UAE government brand; all temporary federal councils must adhere to the same standards in creating their wordmarks to maintain consistency and establish their association with the UAE government brand.

Council Name
• The council’s name is set in both Arabic and English.
• The Arabic name is set on the first line, English on the second.

Fonts
• Arabic: AXT Manal in Bold.
• English: Cronos Pro in Semibold all caps.

Composition
• The line spacing between the two lines is equal to one U character (in Cronos Pro from the baseline).
• The council’s name in Arabic must always be equal in width to the council’s name in English; use kashidas as necessary.

Colour
• The wordmark is set in Gold for both languages. See p.29 for more information about colours.

Keep in mind...

All federal council logos must first be approved by the UAE Government Media Office.
Pairing With the Federal Emblem

This chapter explains the fundamentals of pairing a temporary federal council’s logo with the federal emblem in order to establish its association with the UAE government.
The UAE Federal Emblem

The Falcon
Watchful, prepared and firmly grounded, the falcon embodies our strength and unity in the present, our pride in our past, and our agility to soar high into the future.

The Seven Stars
The seven stars represent the seven Emirates, united around the UAE flag and linked together as one by an unbreakable ring.

Calligraphy
The "United Arab Emirates" is etched on a red banner, weaving together the richness of our heritage and the elegance of our progress.

Gold
Pantone 8960 C
R 182 G 138 B 53 C 17 M 38 Y 83 K 22

Green
Pantone 348 C
R 0 G 132 B 61 C 96 M 02 Y 100 K 12

Red
Pantone 186 C
R 200 G 16 B 46 C 00 M 100 Y 85 K 06

Black
Pantone Black C
R 0 G 0 B 0 C 10 M 10 Y 10 K 100
Logo-Emblem Pairing Lockup

The council’s logo and the federal emblem always follow the same pairing lockup.

- The federal emblem is always placed to the right of the council’s logo.
- The distance between the emblem and logo must be at least equal to the emblem’s height (x).
- The logo is aligned to the middle of the emblem.
- The ratio of the height of the logo to the height of the emblem is equal to 3:7.

For example, if the height of the emblem is equal to seven “U” characters in Cronos Pro, the height of the logo is three “U” characters, leaving two “U” characters above and below the logo.
Clear Space

The logo-emblem pairing lockup should never be crowded by copy, other logos or any other graphic elements; and must not be too close to the edges of any design area.

As a general rule, the minimum clear space around the logo-emblem pairing lockup on all sides is equal to $\frac{1}{3}$ of the federal emblem’s height.
Alignment and Minimum Size

Always align the logo and emblem to the header margins, with the logo flushed to the left and the emblem to the right.

The minimum width of the emblem is 1.2 cm.
Federal Emblem Misuse

It is crucial that the federal emblem appears consistently across all applications; it is best to use the emblem as it is, without any manipulation or modification.

- Do not manipulate the federal emblem in any way (colours, effects, stretching, flipping, shadows...).
- Do not use the federal emblem on its own without the council logo. The UAE federal emblem on its own may only be used by the president and prime minister.
- Do not use any elements of the federal emblem to create new graphics such as patterns or new marks.
- Do not change the logo-emblem pairing alignment.
- Do not recolour the emblem or use the single-colour logo against a white background.
- Do not place the emblem above or below the council’s wordmark logo.

Avoid using the federal emblem on images, photos, or videos.

When resizing the logo, always resize the emblem as well in order to maintain the composition and proportions of the logo-emblem pairing.
Typography
Typefaces

Typography is a powerful brand tool that distinguishes the UAE government brand and adds visual meaning to communication materials. Ultimately, the aim is to establish logical hierarchies that are clear and legible for the audience to read and understand.
Primary Typeface

Univers is a timeless neo-grotesque sans-serif typeface family. It was designed by Adrian Frutiger and released by Deberny & Peignot in 1957. The type family is versatile and rich in its weights, allowing for high legibility and contrast in typographic hierarchies in both Arabic and English.

“In the UAE, our aspirations are high... Our motivations are high... More importantly, our government is flexible and proactive... and our team of talented professionals is responsible and dedicated to our goals”

— His Highness Sheikh Mohammed bin Rashid Al Maktoum

Keep in mind...

Always use Arabic numerals (keyboard English) to display numbers in both languages.
Primary Typeface
Application Examples
Formal Pairing

Cronos Pro (Latin) and AXT Manal (Arabic) are counterparts and are always paired together; this pairing is used for federal wordmarks and on official stationery such as business cards, stamps and document footers.

Cronos Pro and AXT Manal may also be used to complement Univers to add a sense of formality and establish a more direct association with the UAE government brand.

“IN THE UAE, OUR ASPIRATIONS ARE HIGH... OUR MOTIVATIONS ARE HIGH... MORE IMPORTANTLY, OUR GOVERNMENT IS FLEXIBLE AND PROACTIVE... AND OUR TEAM OF TALENTED PROFESSIONALS IS RESPONSIBLE AND DEDICATED TO OUR GOALS”

—His Highness Sheikh Mohammed bin Rashid Al Maktoum

Keep in mind...

Do not use Cronos Pro and AXT Manal for body text; these typefaces are best used for titles, headlines, and captions.

Tip!

Use Arial as an alternative font for Univers, Cronos Pro or AXT Manal when needed.

AXT Manal Bold

абistinguishable from the typeface text

Cronos Pro Semibold

абistinguishable from the typeface text

AXT Manal Black

абistinguishable from the typeface text

Cronos Pro Bold

абistinguishable from the typeface text
Typography Principles

The following typography principles help to provide a quick reference for maximising legibility and readability.
Body Text

Two of the most important factors when it comes to body text are legibility and readability. So Arial is used instead of Cronos Pro or AXT Manal for body text in both Arabic and English.

Hierarchy

Establishing logical visual hierarchies is one of the core functions of typography; it clarifies structure and helps readers identify the priority order for reading and understanding content. You can use tools such as size, weight, colour, contrast and spacing to create hierarchies that communicate your message effectively.

The Title

When all text blocks are treated similarly, with the same font size, weight, colour, alignment... things get a little confusing. Does every component have the same level of importance? Is nothing a subset of anything else?

A Subtitle

Without clear hierarchies, you would not be giving the reader useful information to help them understand the structure of our content.

The Title

It’s good to think of hierarchy in terms of how you want to guide the reader’s eyes. Where do you want them to look first? Where do you want them to look next? Type is a terrific tool to communicate logically.

A Subtitle

Clearly differentiating between text blocks helps readers navigate. Everything is clear, everything is in its place.

Headline

More stylized fonts surely have their use. But using such fonts for body text can get a little too much to read seamlessly.

Some typefaces just get too burdensome to read in longer formats and smaller sizes. Keep it simple, and keep it clear.

Headline

Body text, in most cases, is there to be read by someone. So, function criteria become essential: legibility and readability.

Univers and Arial are clean sans-serifs which are easy for the reader to see, read and comprehend.
Leading

A comfortable white space between each line gives your text room to breathe. Leading should be set tight, but not too tight. Too little space between each line makes it difficult for the eye to track from one line to the next, and too much space makes the text seem disjointed and more difficult to read.

When lines are not clearly separated and they are crammed together, it becomes difficult to read and easy to skip a line or read the same line again. With time, it can become painful and irritating.

When lines are too far apart, the flow of ideas from one word to the next and one sentence to the next begins to feel disjointed.

Comfortable leading helps readers follow your text without much strain on their eyes. The trick is to always aim for legibility and readability; lines should not compete with other lines for space, and they should not be so far apart that they might be understood as separate text blocks.

Alignment

Text is easier to read when spaces, words and letterforms are even. Aligning text with the direction of reading maximises readability and is preferred over justifying, especially for longer forms of text.

Justified text creates rivers of white space in your paragraphs. Additionally, it makes characters, words, and sentences look disjointed and uneven.

Aligning your text with the direction of reading reduces strange spaces between letters and words, allowing the reader to identify words and process sentences more naturally.
Colours

PANTONE®
COOL GRAY 11 CP
Iron

PANTONE®
8960 C
Gold

PANTONE®
877 C
Silver

PANTONE®
2154 C
Sapphire Blue
Colour Palettes

When used appropriately, colour is one of the most efficient ways to make sure that all government entities deliver a cohesive, consistent federal image.
The design language utilises a lot of white space (60% or more in most cases). Silver and Iron occupy around 15% of the design space each, and gold around 5%.

<table>
<thead>
<tr>
<th>Primary Colour Palette</th>
<th>White</th>
<th>Silver</th>
<th>Iron</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purity, Openness, Peace</strong></td>
<td><strong>Vision, Balance, Wisdom</strong></td>
<td><strong>Strength, Courage, Growth</strong></td>
<td><strong>Prosperity, Sophistication, Excellence</strong></td>
<td></td>
</tr>
<tr>
<td>R G B</td>
<td>225 225 225</td>
<td>R G B</td>
<td>198 198 198</td>
<td>R G B</td>
</tr>
</tbody>
</table>
Secondary Palettes

Additional colours may be introduced to support the design in subtle ways, like bringing focus to design elements such as buttons or highlights. Remember to use only one of the three colour palettes—never mix!

- Sapphire Blue
  - Pantone 2154 C
  - Pantone 2196 U
  - R 0, G 75, B 185
  - C 100, M 70, Y 00, K 00

- UAE Red
  - Pantone 186 C
  - R 200, G 16, B 255
  - C 00, M 100, Y 85, K 06

- UAE Black
  - Pantone Black C
  - R 0, G 0, B 0
  - C 10, M 10, Y 100, K 100

- UAE Green
  - Pantone 348 C
  - R 0, G 132, B 61
  - C 96, M 02, Y 100, K 12
Secondary Palette Examples

[Graphs and charts showing color palette examples for UAE Federal Government Entities]
While the previous section covers the elements of the UAE government’s visual identity, this section showcases the application of these elements on letterheads and presentations for temporary federal councils.

Remember to download the design templates and use them to your advantage!
This chapter sets the standards for applying the UAE government’s visual identity on a temporary federal council’s branded items. Temporary federal councils may only produce the items shown in these guidelines. For inquiries, please contact the UAE Government Media Office at gov.brand@gmo.gov.ae.
Letterhead

**Document Title**

To whom it may concern,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat.

Kind Regards,

**Sender Name**

**Footer Text**

- Arabic: AXT Manal Regular 30 pt.
- English: Cronos Pro Regular 11 pt.
- The wordmarks in Arabic and English are aligned to the same baseline.
- Use Arabic numerals (keyboard English) for both languages.
- Website URL: Cronos Pro Bold 11 pt.

**Paper Specifications**

- Stock: FEDRIGONI, CONSTELLATION, SNOW EE 33 RASTER.
- Weight: 130 gsm.

**Tips!**

You can also use letterheads as the foundation for various applications, including reports and forms.

For continuation pages, simply use the letterhead without the footer.
PowerPoint and Presentations

Entities are encouraged to select presentation designs that best suit their communication needs.

The federal emblem may be used on a presentation’s cover slide, placed in the top-right corner, following the proper logo-emblem pairing lockup on p.15.

Notes
- The federal emblem may only be used on the cover page.
- The logo must not be used on inner slides.
- Include social media handles on the last slide.

This document is published and distributed by the UAE Government Media Office.

Visit the online portal to access these guidelines online or download design templates and other brand assets.

For more information, please contact gov.brand@gmo.gov.ae.