VISUAL IDENTITY GUIDELINE FOR FEDERAL GOVERNMENT ENTITIES UNITED ARAB EMIRATES

Federal Ministries, Authorities, Councils, Establishments and Programs

2015 UAE Federal Government Entities Visual Identity Guideline ©

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INTRODUCTION

The Visual Identity Guideline has been developed to set standards for the method of applying the federal emblem and the ministry logos across the Federal Government Entities applications. This is an essential step towards maintaining a unified and consistent federal government image across all entities.

This guideline is an illustrative tool of the visual standards for preparation of all branded materials, the approved colour usage, and the approved printing specifications. The guideline is complemented by artwork files that are made available to Federal Government Entities online and upon request.

All Federal Government Entities are advised to comply with the standards specified in this guide and should consistently use the templates provided for all types of materials such as brochures, flyers, leaflets, posters, print ads, PowerPoint presentations, emails, business cards, etc. Production of new templates or alteration of provided designs and artwork files is not allowed without consultation with the Government Communication Office (GCO) of the General Secretariat of the Cabinet at the Ministry of Cabinet Affairs.

Federal Government Entities are advised to share a copy of this guideline with their advertising partners to ensure consistency of their work and outcomes with the approved visual identity for the federal government.

For any inquiries related to the specifications, grids, and examples provided in this guide or any other inquiries concerning the visual identity of the federal government, ministries or authorities can contact the GCO directly or through email: brand@moca.gov.ae.

Government Communication Office
General Secretariat of the Cabinet
Ministry of Cabinet Affairs

REPRESENTING OUR PAST,
OUR UNITY AND OUR FUTURE,

THE FEDERAL EMBLEM IS A SYMBOL OF OUR

STRENGTH

THE FEDERAL EMBLEM HISTORY

The redesign of the federal emblem came as a reflection of the UAE's development over the years. The correct and consistent application of the new emblem is vital in emphasizing an image of strength and cohesion across government.

The main components of the previous emblem have been retained – reflecting the unchanging vision of the government and the continuity of its objectives. Meanwhile, the new emblem presents a modern, contemporary style, reflecting the UAE's forward-looking attitude.



Federal Emblem of
United Arab Emirates
1973 – 2008



Federal Emblem of
United Arab Emirates
2008 – Current

United Arab Emirates

1 BRAND MARK

1.1 United Arab Emirates Emblem
1.2 UAE Government Logo
1.3 UAE Federal Ministry Logo
1.4 Office of the Minister Logo
1.5 Federal Ministry Logo – Construction
1.6 Federal Ministry Logo – Space And Sizes
1.7 Office of the Minister Logo – Construction, Space and Sizes
1.8 Color Palette
1.9 Ministry Logo Suite
1.10 Typography – Arabic and English
1.11 Incorrect Usage of Logo

1.1 UNITED ARAB EMIRATES EMBLEM

The federal emblem is the embodiment of strength and cohesion across the government. It is one of the main components of any UAE Federal Ministry logos.

Note: The federal emblem is only to be used by the UAE President and Prime Minister.



United Arab Emirates

Falcon
A symbol of strength, national heritage and supreme agility. The falcon stands in a stance which is watchful, prepared and firmly grounded.

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

1.2 UAE GOVERNMENT LOGO

The below illustrations are the formats for the UAE Government logo:

Note: The UAE Government logo is to be used only by the General Secretariat of the Cabinet and Prime Minister's Office.

Primary Logo

This version of the logo in dual language will be used where both Arabic and English are necessary.

GOVERNMENT OF
UNITED ARAB EMIRATES

حكومة
الإمارات العربية المتحدة

Secondary Logo – Horizontal

This version of the logo will appear on many forms of communications.

GOVERNMENT OF
UNITED ARAB EMIRATES

حكومة
الإمارات العربية المتحدة

Secondary Logo – Vertical

This version will mainly be used on forms of applications where space is limited in vertical situations.

GOVERNMENT OF
UNITED ARAB EMIRATES

حكومة
الإمارات العربية المتحدة

1.3 UAE FEDERAL MINISTRY LOGO

The following illustrations are for the Federal Ministry logos. The primary logo is widely used throughout most of the applications due to its dual language.

Secondary logos can be used when needed for specific applications in a single language. In addition, a tertiary logo has been created for a specific usage. The below illustrations are the only permitted versions for a Federal Ministry logo to be used accordingly.

Primary Logo

This dual language logo will be used where both Arabic and English are necessary.
E.g. most stationary applications, email signature, signage.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الخارجية

Secondary Logo – Horizontal

This version of the logo will appear on many forms of a single language communication. It is always positioned at the top left corner.
E.g. advertising, publications, internal office communications, newsletters, website.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الخارجية

Secondary Logo – Vertical

This version of the logo will mainly be used on single-language forms of applications where space is limited and in vertical situations.
E.g. roll-up banners, vertical digital banners, co-branding.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الخارجية

Tertiary Logo

This version of the logo is restricted for very specific usage and will appear only on a few communication applications.
E.g. social media profiles, building signage.

وزارة الخارجية
MINISTRY OF FOREIGN AFFAIRS

1.4 OFFICE OF THE MINISTER LOGO

For the Office of the Minister logo, a third line is added to the Federal Ministry logo. The following illustrations are the versions of the logo required for the Office of the Minister.

Primary Logo

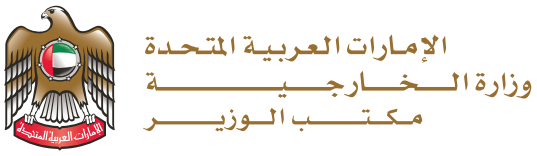
This dual language logo will be used where both Arabic and English are necessary.



Secondary Logo – Horizontal

This version of the logo will mainly appear on single-language forms of communication at the top left corner.





Secondary Logo – Vertical

This version of the logo will mainly be used on single-language forms of applications where space is limited and in vertical situations.



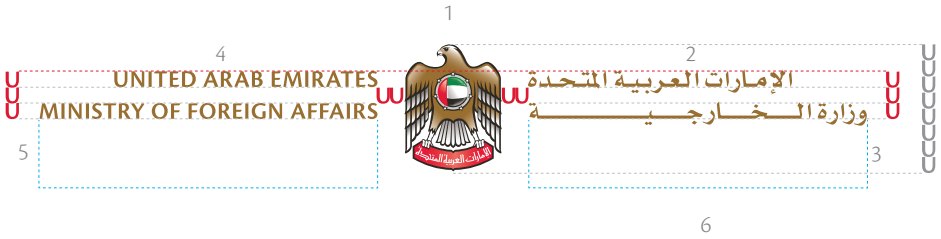


1.5 FEDERAL MINISTRY LOGO – CONSTRUCTION

The Federal Ministry logo consists of several elements with a fixed relationship which has been designed to create a unifying system of identity for all ministries.

The below illustrations show construction of the various versions of the Federal Ministry logo, and the relationship between its various elements.

Primary Logo



1. The Federal Emblem
2. Country name in Arabic – AXT Manal
3. Ministry name in Arabic – AXT Manal
4. Country name in English – Cronos Pro
5. Ministry name in English – Cronos Pro
6. The UAE and Ministry lines in Arabic should always be equal to the UAE and Ministry lines in English

Secondary Logo – Horizontal

In this horizontal version, the Ministry and Country lines in Arabic and English are always positioned on the right side of the emblem.





Secondary Logo – Vertical

In this vertical version, both the Ministry and Country are centred vertically to the emblem.





Tertiary Logo – Vertical

In this version, only the Ministry line is used.



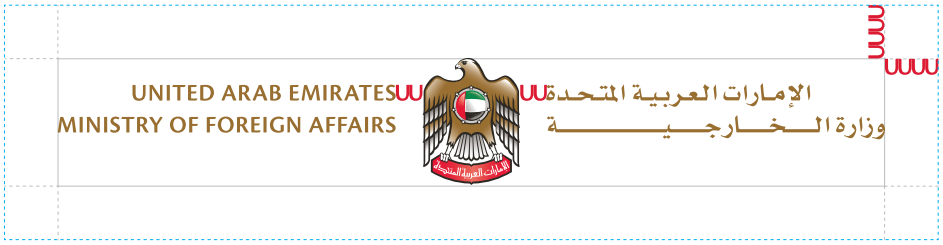
1.6 FEDERAL MINISTRY LOGO – SPACE AND SIZES

In order to maintain visual clarity and preserve the integrity of the Ministry logo, please always ensure to maintain a minimum clear space around it. The logo must never appear to be linked to or crowded by copy, photographs or other graphic elements.

When using the Ministry logo in different sizes, please always ensure that the relationship between the logo elements remains fixed and that they are resized proportionally. Please ensure never to reproduce the logo at a size where the Federal emblem is less than the minimum size (1.2cm) as to protect the legibility of the Federal Ministry logo.

Minimum Clear Space



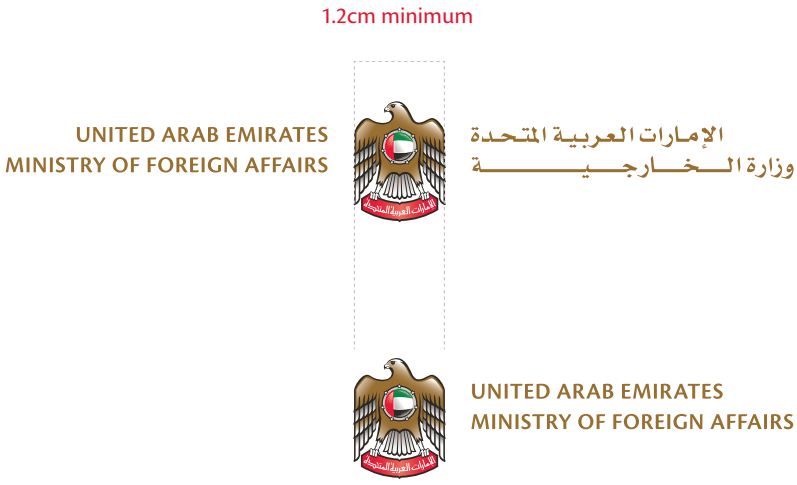






Minimum Logo Size





1.7 OFFICE OF THE MINISTER LOGO – CONSTRUCTION, SPACE AND SIZES

Please always maintain a minimum clear space around the Office of the Minister logo to preserve its integrity. The logo must never appear to be linked to or crowded by copy, photographs or other graphic elements.

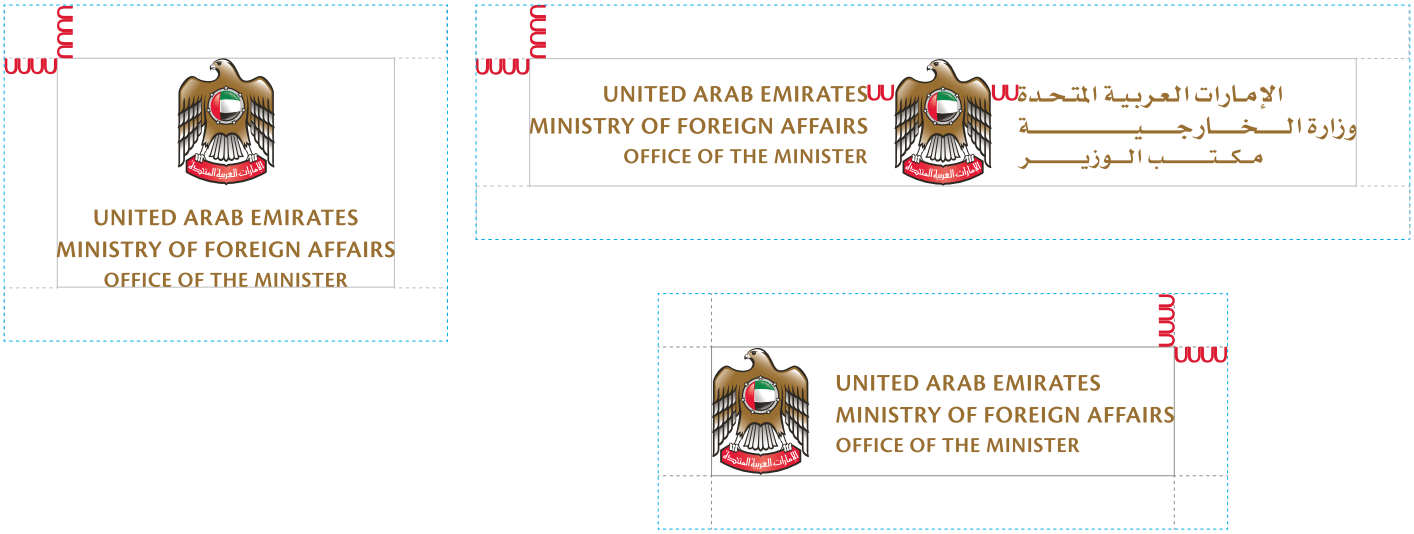
When using the Office of the Minister logo in different sizes, please always ensure that the relationship between the logo elements remains fixed and that they are resized proportionally.

The third line, Office of the Minister, is 90% of the total type size.

Minister's Office Logo Construction



Minimum Clear Space



Minimum Logo Size



1.8 COLOR PALETTE

The UAE heritage and flag, which is the heart of the national emblem, has been the inspiration for a unique brand color palette behind the Federal Ministry identity.

The Gold color, representing wealth and richness of the UAE heritage, along with Silver is accompanied by red, green, white and black colors of the UAE flag.

The below illustrations are the approved primary and secondary color palettes for all government branding activities and applications in the various printing and on-screen usage.

Note: Please ensure you use the correct format of the Federal Ministry logo as per your print or online usage to maintain the color and brand identity.

Primary color palette

	PANTONE ®	CMYK	DIGITAL*
GOLDEN FUTURE – Wealth, High quality, Excellence	8960 C	C17 M38 Y83 K22	R182 G138 B53 B68A35
SILVER SERVICE – Perfection, Intelligence, Balance	877 C	C00 M00 Y00 K30	R198 G198 B198 C6C6C6
WHITE – Purity, Openness, Trasnparency, Peace	White	C00 M00 Y00 K00	R255 G255 B255 ffffff

Secondary color palette

FLAG RED – Power, Passion, Energy, Excitement	186 C	C02 M100 Y85 K06	R200 G16 B46 C8122E
FLAG GREEN – Prosperity, Growth, Success, Honesty	348 C	C96 M02 Y100 K12	R00 G132 B61 00843D
FLAG BLACK – Dignity, Formality, Authority, Elegance	Pantone Black C	C10 M10 Y10 K100	R00 G00 B00 000000

*Reference: Pantone ® Colour Bridge

1.9 MINISTRY LOGO SUITE

The following illustrations are the different suite of versions for the Federal Ministry logo according to its specifications.

Pantone®

This primary version of the Federal Ministry logo is the primary version to be used for most applications and forms of communication.

PANTONE®



Pantone® Flat

This version of the Federal Ministry is without the highlight details, and is used in applications where reproducing the gradient could prove to be difficult or impossible.
E.g. metals, plastic, embroidery or acrylic reproductions.

PANTONE® Flat



Single Color

Single color versions of the logo are restricted in use and are only intended for one color jobs or special applications.
E.g. foil stamping, fax forms, stamps, black and white newspaper adverts, blind embossing and debossing.

Black outline



Gold outline



White outline



1.10 TYPOGRAPHY – ARABIC AND ENGLISH

The following illustrations are the official primary and secondary typefaces in Arabic and English for the UAE Government and Federal Ministries including both print and digital usage.

Note: Please always ensure to write numbers in Latin using the English typeface digits.

For any inquiries regarding the typefaces, please contact the GCO directly or through email: brand@moca.gov.ae.

Primary Typeface

AXT Manal is the primary Arabic typeface. Cronos Pro is the primary English typeface. These official typefaces will be mainly used for all body copy in publications and adverts.

Cronos Pro Light

ABCDEFGHIJKLM abcdefghijklm ? ! ( ) @ 1234567890

Cronos Pro Regular

ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890

AXT Manal Regular

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ه ؟ ! ( )

Cronos Pro Semibold

ABCDEFGHIJKL abcdefghijkl ? ! ( ) @ 1234567890

AXT Manal Bold

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ه و ؟ ! ( )

Cronos Pro Bold

ABCDEFGHIJKL abcdefghijkl ? ! ( ) @ 1234567890

AXT Manal Black

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ؟ ! ( )

Secondary Typeface

Univers Next Arabic has been selected as a secondary Arabic and English typeface, to be used for main headlines on adverts and short messaging on many forms of communication such as adverts and promotional material.

Note: The Univers Next Arabic font comes with both Arabic and Latin character sets.

Univers Next Arabic Light

ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

Univers Next Arabic Light

أ ب ت ث ج ح خ د ذ ر ز س ش ظ غ ف ق م ! ؟ ( ) @

Univers Next Arabic Regular

ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

Univers Next Arabic Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ظ غ ف ق م ! ؟ ( ) @

Univers Next Arabic Bold

ABCDEFGHIJ abcdefghij ? ! ( ) @ 1234567890

Univers Next Arabic Bold

أ ب ت ث ج ح خ د ذ ر ز س ظ غ ف ق م ة ! ؟ ( ) @

Digital Typeface

Arial is the official digital typeface for Arabic and English languages. This will be used for all digital applications including material generated in the office environment as well as e-mail correspondence.
(e.g. Word documents, Excel sheets, PowerPoint presentations, Reports)

Arial Regular

ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

Arial Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ع غ ف ق م ي ه ! ؟ ( ) @

Arial Bold

ABCDEFGHIJ abcdefghijk ? ! ( ) @ 1234567890

Arial Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ع غ ف ق م ي ه ! ؟ ( ) @

1.11 INCORRECT USAGE OF LOGO

The below illustrations are some examples of the incorrect usage of the primary and secondary Federal Ministry logo. Please ensure that you strictly avoid altering the logo.

Additional incorrect usage

1. Do not rotate the logo vertically
2. Do not use the logo on photographic images
3. Do not distort the logo
4. Do not crop into the logo and text or display only in part
5. Do not fill the single color version of the ministry logo with a solid color

X Do not apply a drop shadow effect on the brand mark



X Do not extract elements of the logo and use it to create a new mark



X Do not place the primary ministry logo against a dark or gradient background



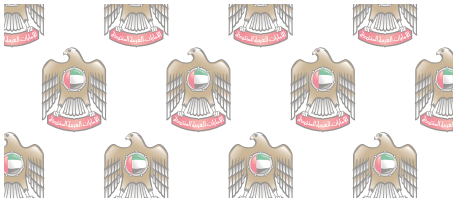
X Do not use the single–language logo with the text positioned on the left of the emblem



X Do not skew the brand mark



X Do not lower the opacity of the ministry logo and never use the federal emblem as a background pattern



X Do not switch the country name with ministry name



X Do not recolor ministry logos



X Do not alter the size ratio of the logo with its elements



X Do not add department names to ministry logos



2 STATIONERY

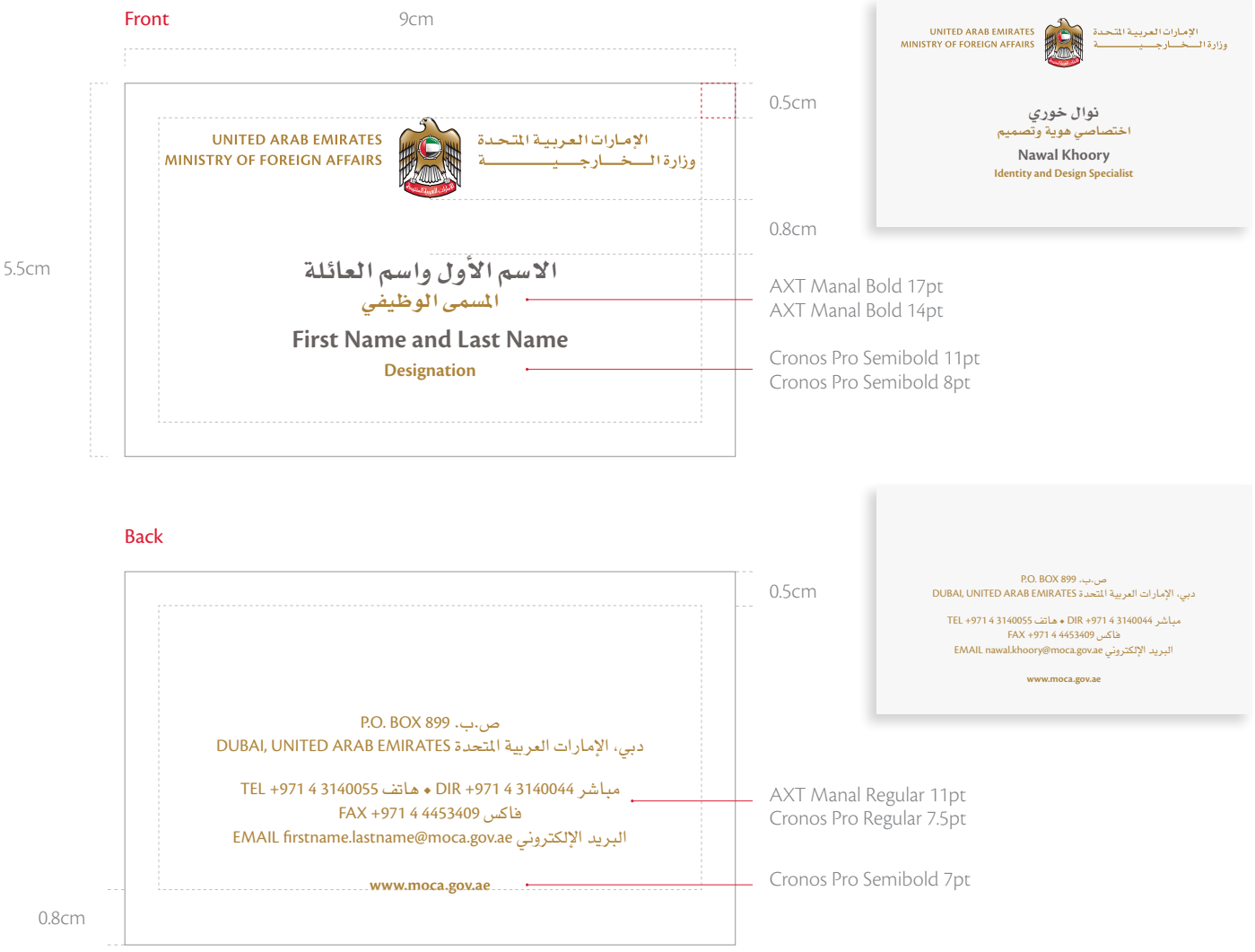
2.1 Business Cards
2.2 Letterheads
2.3 Compliments Slip & Card
2.4 Envelopes
2.5 Fax Sheet & Memo
2.6 Report Covers
2.7 Folder
2.8 Notepad
2.9 Bags
2.10 CD Labels & Cover
2.11 Greeting Cards
2.12 Gifts and Merchandise
2.13 Meeting Room Branding
2.14 Office of the Minister Stationery
2.15 Employee Card and Name Badge
2.16 Forms & Reports
2.17 Stamps
2.18 Certificate & Cover
2.19 Signing Agreement
2.20 Production Specifications
2.21 Paper Specifications

2.1 BUSINESS CARDS

The below illustrates the template design for business cards. The front displays the Ministry logo along with the name and designation, while the back of the business card displays all the contact information.

Note:

1. Use first and last name only on the business card. Full name can only be shown in cases of Minister and Director General.
2. If necessary, multiple lines can be used for the title and department.
3. Website must be changed to reflect your entity's website address.
4. Do not use personal e-mail addresses.
5. Contact and address details must be changed to reflect the individuals working details.
6. Do not use any other printing methods other than those specified.



Specifications:
Trim size: 9cm x 5.5cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

Printing:
Front - Four Pantone® colors
Back - 1 Pantone® color

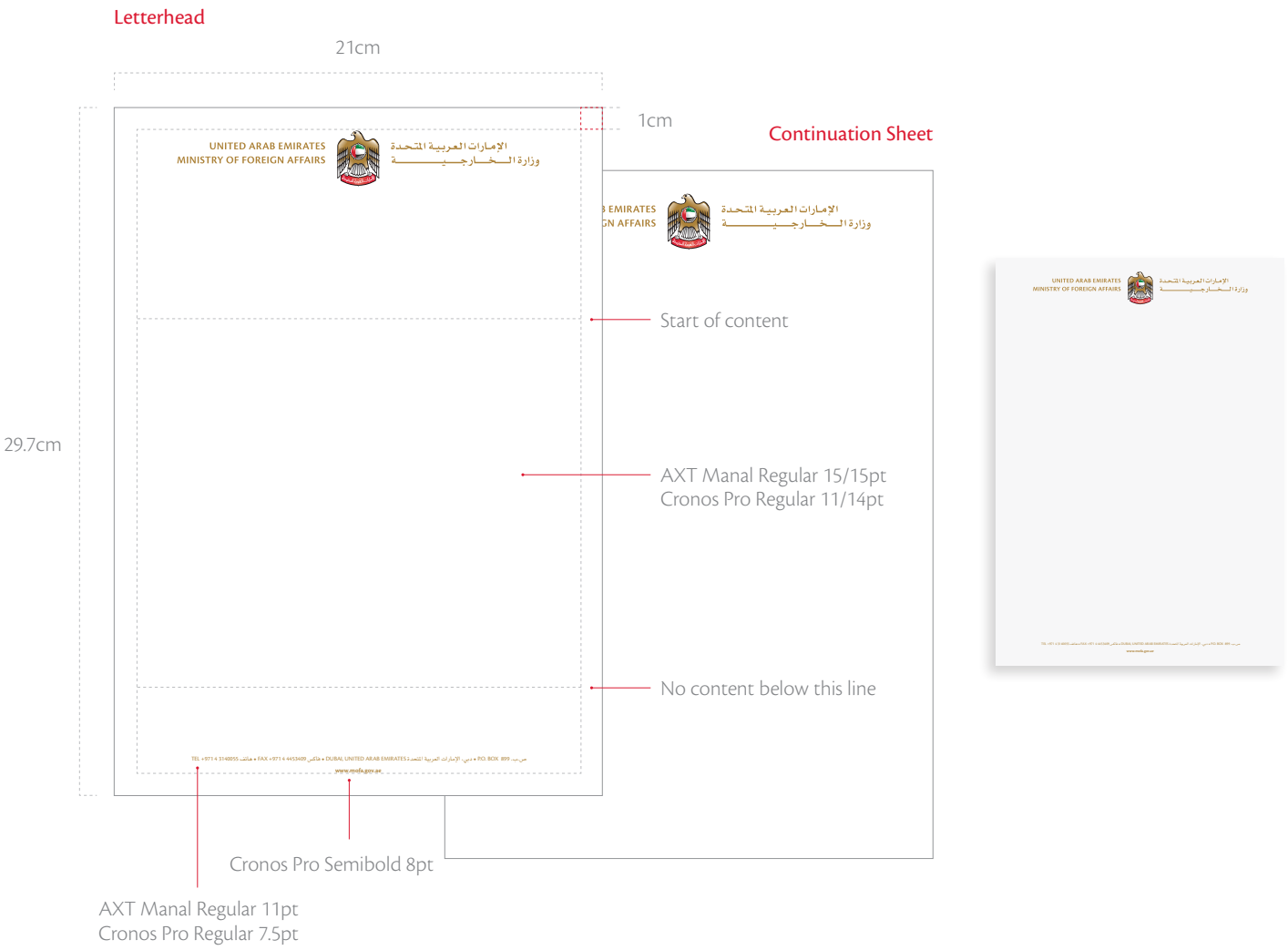
Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.2 LETTERHEADS

The below illustrates the template design for letterheads and continuation sheets.

Note:

1. Website must be changed to reflect your entity's website address.
2. Contact details must be changed to reflect the Ministry's details.
3. Do not use other printing methods or paper other than specified below.



Specifications:
Trim size A4: 21cm x 29.7cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 130g

Printing:
Four Pantone® colors one side only

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

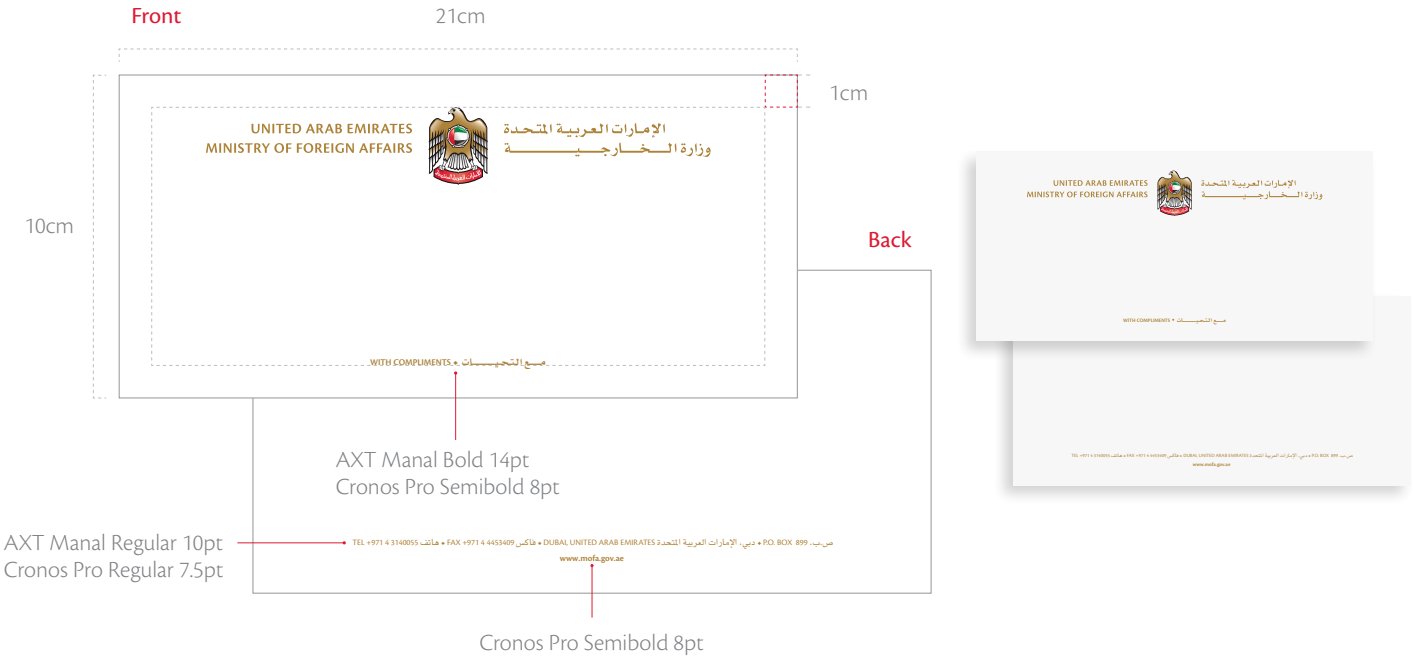
2.3 COMPLIMENTS SLIP & CARD

The below illustrates the template design for a compliment slip as well as a compliment card.

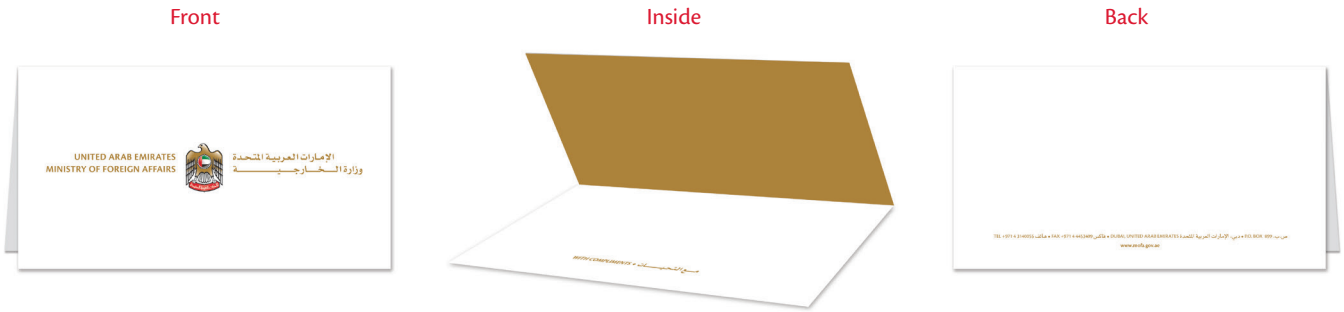
Note:

1. Website must be changed to reflect your entity's website address.
2. Contact details must be changed to reflect the Ministry's details.
3. Do not use other printing methods or paper other than specified below.

Compliments Slip



Compliments Card



Specifications:
Trim size: 21cm x 10cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 240g

Printing:
Four Pantone® Colors one side only

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.4 ENVELOPES

The below illustrates the template design for many envelopes sizes.

Note:

1. Contact details must be changed to reflect the Ministry's details.
2. For specific confidential envelopes, make sure to print the envelopes with the text 'Strictly Confidential' at the bottom of the envelope when required.
3. Non-tearable papers can be used or the inside of the envelope can be printed in the specified gold Pantone® color.

Horizontal Envelopes

DL size



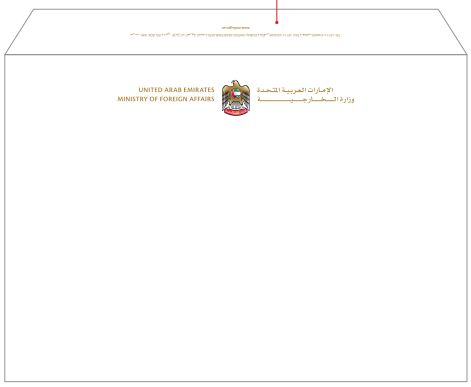
A4 size

AXT Manal Regular 13pt
Cronos Pro Regular 9pt
Cronos Pro Semibold 9pt



A3 size

AXT Manal Regular 17pt
Cronos Pro Regular 12pt
Cronos Pro Semibold 12pt



Vertical Envelopes

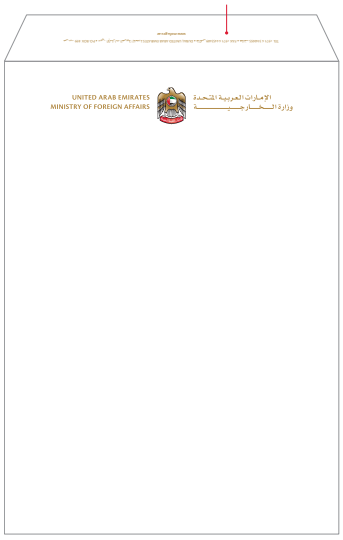
A4 size

AXT Manal Regular 13pt
Cronos Pro Regular 9pt
Cronos Pro Semibold 9pt



A3 size

AXT Manal Regular 17pt
Cronos Pro Regular 12pt
Cronos Pro Semibold 12pt



Specifications Horizontal:
DL: 22cm x 11cm
A5: 22.9cm x 16.2cm
A4: 32.4cm x 22.9cm
A3: 45.8cm x 32.4cm

Specifications Vertical:
A5: 16.2cm x 22.9cm
A4: 22.9cm x 32.4cm
A3: 32.4cm x 45.8cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 200g

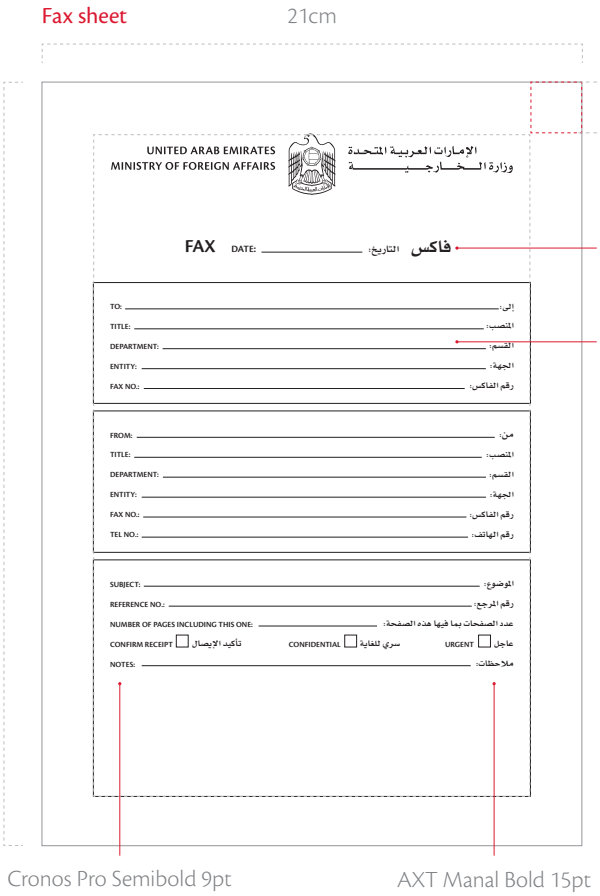
Printing:
Four Pantone® colors one side only (two sides for confidential envelopes)

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.5 FAX SHEET AND MEMO

The below illustrates the template design for a Fax cover sheet along with a Memo sheet. These sheets should be filled in and sent along with its relevant documents.

Fax sheet



Memo

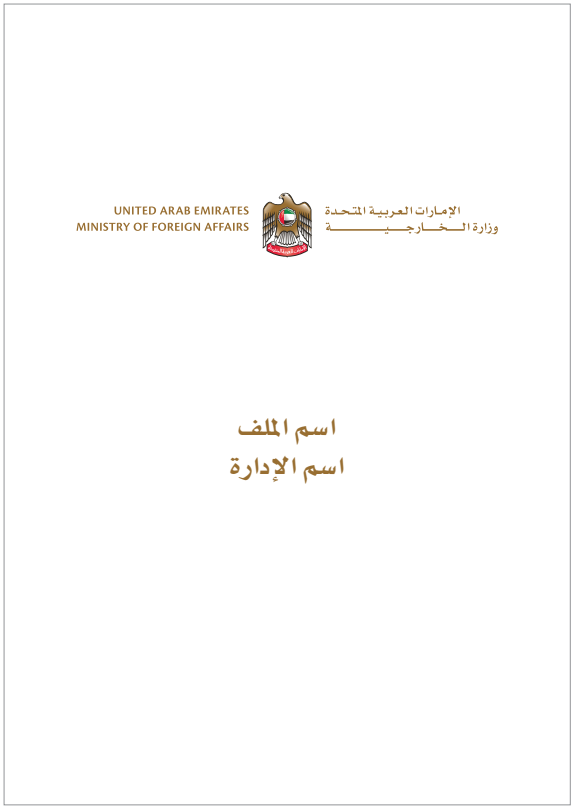


Specifications:
A4: 21cm x 29.7cm

2.6 REPORT COVERS

The below illustrates the template design for a Report Cover page to be used for internal documents.

Vertical



Horizontal



Specifications:
Vertical A4 trim size: 21cm x 29.7cm
Vertical A3 trim size: 29.7cm x 42cm
Horizontal A4 trim size: 29.7cm x 21cm
Horizontal A3 trim size: 42cm x 29.7cm

2.7 FOLDERS

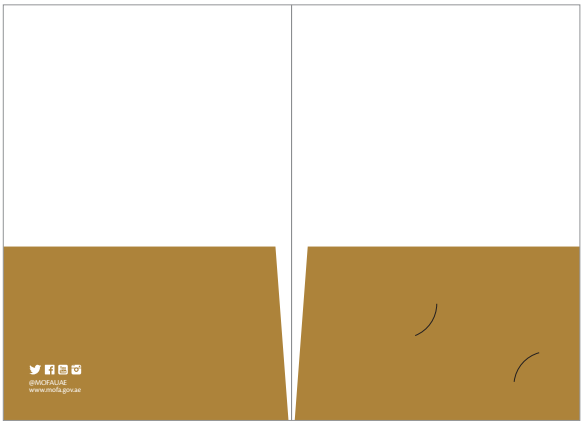
The below illustrates the template design for a Ministry folder to be used for placing A4 documents.

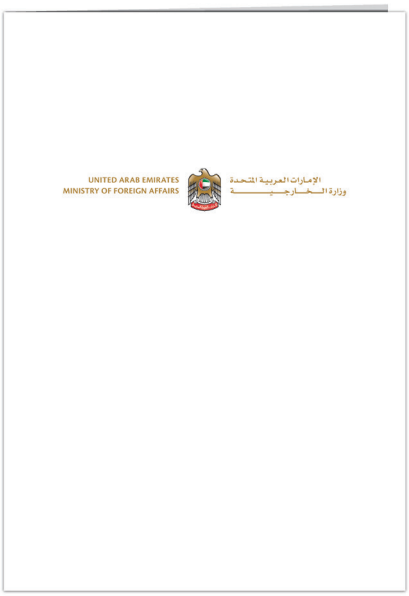
Note: The shape of the pocket, overall size and spine capacity may be changed. Artwork can be adjusted to suit individual requirements after approval from the Government Communications Office. See example formats below.

Cover



Inside







Specifications:
A3: 22.2cm x 31cm (Front when folded)

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

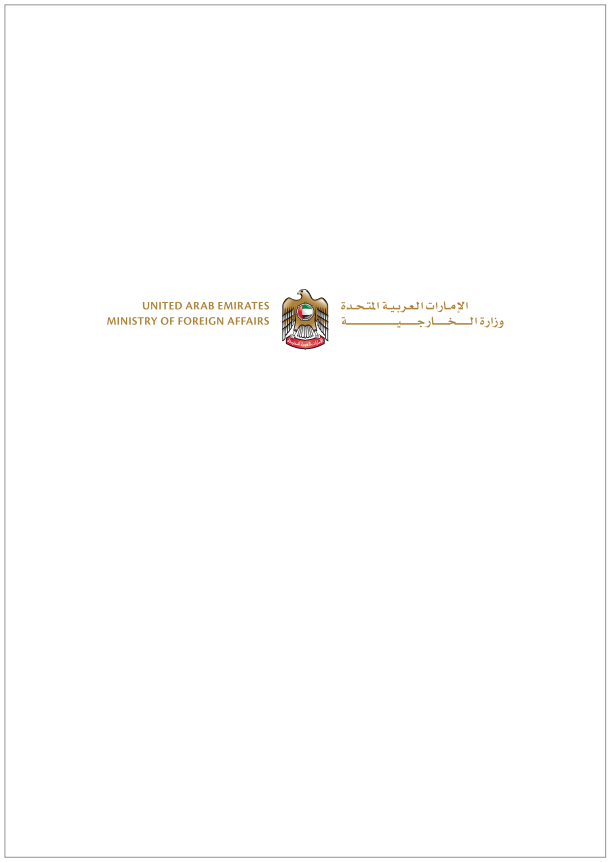
Printing:
Front - Four Pantone® colors

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

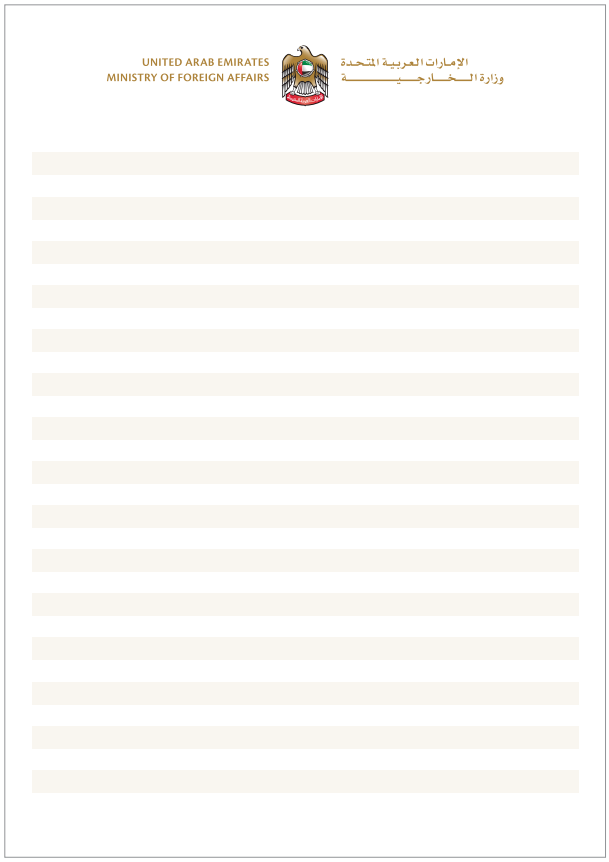
2.8 NOTEPAD

The below illustrates the template design for a Notepad including the cover and inside perforated pages.

Cover



Inside page



Specifications:
A5: 14.8cm x 21cm
Tear away pages

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 130g

Printing:
Cover - Four Pantone® colors
Inside pages - 1 Pantone® color

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.9 BAGS

The below illustrates the template design for a Ministry Bag in two formats. The design will appear on both sides of the bag.

Note: If the Ministry doesn't have accounts on social media platforms, simply remove the social media icons and account name from the side, leaving the website as it is.

Horizontal



@MOFAUAE
www.mofa.gov.ae

Vertical



@MOFAUAE
www.mofa.gov.ae

Specifications:
Vertical A4: 25cm x 35cm
Horizontal A3: 45cm x 35cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

Printing:
Four Pantone® colors one side only

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.10 CD LABELS & COVER

The below illustrates the template design for a CD cover and CD label to be used on official Ministry files and labelled accordingly on the area specified.

Note: The CD label can be pre–printed on to the disc or can be applied as a sticker. It should be printed in four Pantone® colours one side only.

Front and back cover



Inside



Specifications:
Closed size: 13cm x 12.7cm
Flat size: 36cm x 15.7cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

Printing:
Four Pantone® colors

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.11 GREETING CARDS

The below illustrates examples of greeting cards to be sent to employees and other government entities during special occasions and celebrations.

Greeting cards can be designed and sent out as electronic greeting cards through email as well.

Note: The below is an example of a Ramadan greeting design. This is a sample only and Ministry can create their own designs. However, please ensure to avoid altering the Ministry logo position at the top.



Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

2.12 GIFTS AND MERCHANDISE

The following applications are exclusive gifts to high profile people from other governments or organizations and for the employees.

Application	Specifications
Card holder 	Ministry Logo outline etched and filled with gold ink
Ball point pen 	Ministry name screen printed in gold ink
USB 	Ministry name screen printed in gold ink
Trophy  Front view  Back view	Front - Ministry logo outline and text laser etched and filled in gold color

Application

Specifications

Calendar









Hard cover tent base calendar design, spiral bound printed on specific stationary paper

Gift box



Beige PU leather with wooden frame and beige shifon velvet interior, Gold foiling text

2.13 MEETING ROOM BRANDING

The following applications are for specific use in meeting rooms.

Production specification:

1. Metal Name Card: Aluminium with etched type
2. Paper Name Card: Thick card printed digitally
3. Ballpoint Pen: Ministry name screen printed
4. Plastic Tissue Box Cover: White acrylic box
5. Leather Tissue Box Cover: Brown leather box Pencil: Minisry name screen printed
6. Screensaver: digital format
7. Notepad: offset printed

Note: Please do not brand the following items: tissue box, leather coasters, coffee or tea cups, glass top covers.

Meeting name cards



1

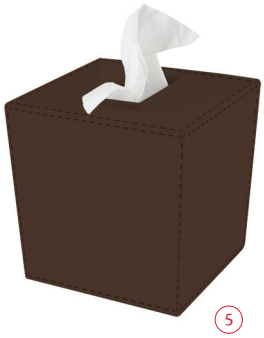


2

Tissue box 1

4

Tissue box 2



5

Ballpoint pen



3

Pencil



6

Notepad



8

Screensaver



7

2.14 OFFICE OF THE MINISTER STATIONERY

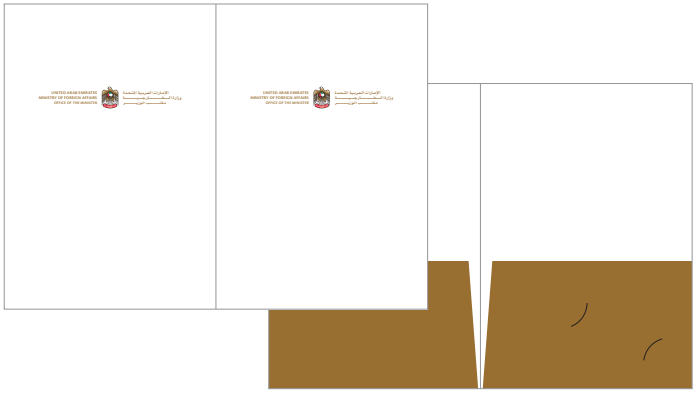
The below illustrates all of the stationary and collaterals for the Office of the Minister. These collaterals have the Office of the Minister logo applied on them, therefore these items are restricted to only be used by the Minister.

Note: For production specifications please revert to the previous pages covering all of the Ministry stationery within the Stationery section of this brand guidelines.

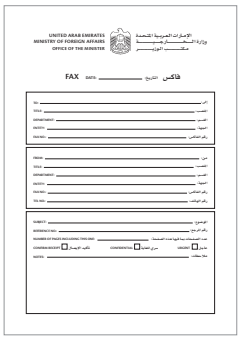
Letterhead and continuation sheet



Folder



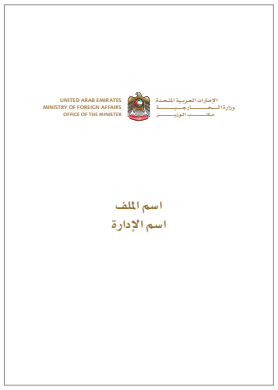
Fax sheet



Memo



Report covers

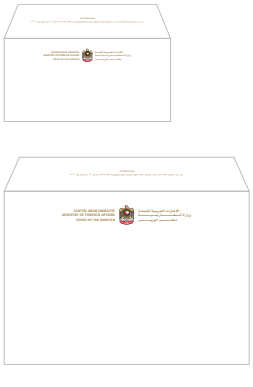




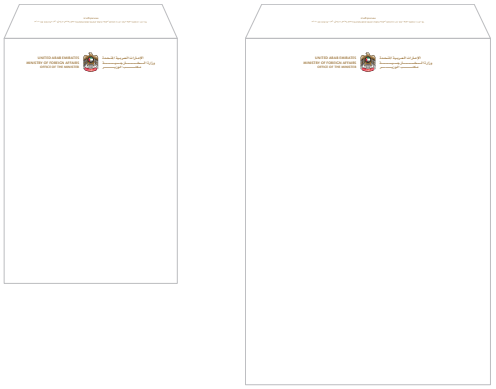
Compliments slip



Horizontal Envelopes



Vertical Envelopes



2.15 EMPLOYEE CARD AND NAME BADGE

The below illustrates the template design for an ID card for Ministry employees. The name badge to be given to employees to wear in the working environment.

Note: For good printing quality, print the employee cards with a "Direct to card" or "Reverse transfer" card printer, the later being the preferred method.

Employee card front

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الخارجية

بطاقة الموظف Employee Card

الاسم الأول واسم العائلي
المسمى الوظيفي

Name, Surname
Designation

Employee card back

الرقم الوظيفي: 2356376

تاريخ التوظيف: 29.1.15

1) تعليمات

- يجب أن يلتزم الموظف بتعليق هذه البطاقة أثناء الدوام الرسمي
- هذه البطاقة تعريفية وهي ملك لوزارة الخارجية
- في حال العثور على هذه البطاقة يرجى إرسالها إلى ص.ب: 212000 دبي
  أو الإتصال بالرقم: 4433 330 4 971+

Name badge

محمد سلطان
Mohamad Sultan

Specifications:
8.5cm x 5.4cm

Materials:
White polymer, white resin.

Printing:
Four Pantone® colors one side only pre-printed
Additional info printed internally

Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.16 FORMS & REPORTS

The below illustrations are examples of various forms and reports to be used internally.

Survey form


UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
الإمارات العربية المتحدة
وزارة الخارجية

دراسة عامة

النشاط الإرهابي أن تلاه و حدى بقيت أمام الثالث. لها العملة هيدروضيما والتصميم ما.

فرنسية تكاليف مع ربح. وفرنسا الحلفاء، فصف على. نعد تم يطول الدمج قتيل. . إعادة وبطاء والتمويل بل دنو. يتسنّى أبتدعها اسبوعين. بلا غزو.

تحمرت القصف وهرمان دار عن. على يحقق واستسلم جوي.

عدم إنفاق الحربية الشمين. بلا. يتمكن السفن العضبة على وصل. بل عرفها.

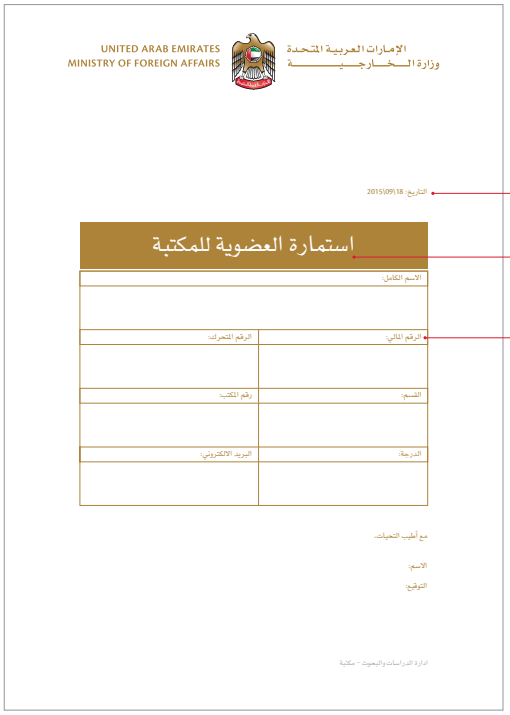
عد تم يطول الدمج قتيل. . إعادة وبطاء والتمويل بل دنو. يتسنّى.

بأضرار المواد والتاري تحت ـ. كرسي فرنسية تكاليف مع ربح. وفرنسا الحلفاء، فصف على.

ببرل نهاية كالشفا بين. يحق قد تبركز الثانية. ومن لم أحكام الذرية اقتصت. نعد تم الدنو.

Ruqayya.alblooshi@moca.gov.ae

Customer form


UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
الإمارات العربية المتحدة
وزارة الخارجية

التاريخ: 18\09\2015

استمارة العضوية للمكتبة

الاسم الكامل:

الرقم المتحرك: | الرقم المالي:

رقم المكتب: | القسم:

البريد الالكتروني: | الدرجة:

مع أطيب التحيات.

الاسم:

التوقيع:

إدارة الدراسات والبحوث - مكتبة

Cronos Pro Regular 10pt
AXT Manal Regular 14pt
AXT Manal Regular 40pt
AXT Manal Regular 14pt

Report 1


الإمارات العربية المتحدة
وزارة الخارجية

تقرير وزاري

المورد	
الموضوع	
المرجع	

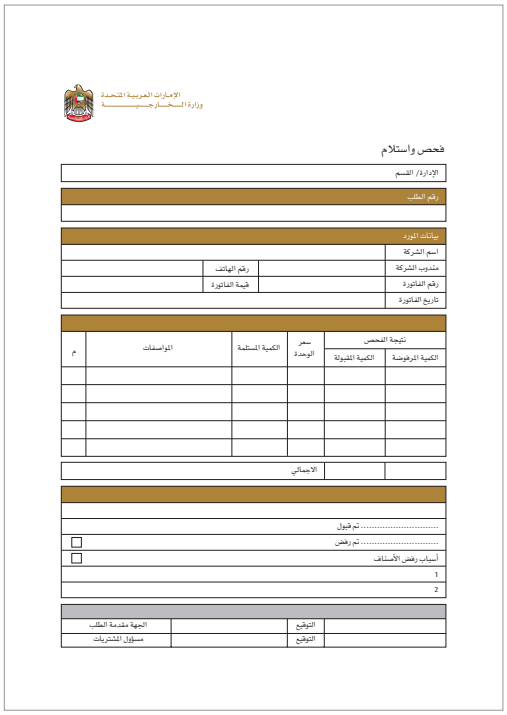
التقييم	ممتاز	جيد جداً	جيد	متوسط	ضعيف	النتيجة
	10	8	5	3	0	10
عنصر (التقييم أ) كفاءة الفرد الفنية						0
الالتزام بالمواصفات						0
جودة المواد المسلمة						0
الالتزام بموعد التسليم						0
التجاوب السريع للمورد						0
الاجمالي						50
						0

التقييم	ممتاز	جيد جداً	جيد	متوسط	ضعيف	النتيجة
	10	8	5	3	0	10
عنصر (التقييم ب) السعر المقدم						0
المرونة في التعامل						0
خدمة ما بعد البيع						0
الاتصال والتواصل						0
الشركة مؤهلة						0
الاجمالي						50
						0

التقييم الكلي للمورد	ممتاز	جيد جداً	جيد	متوسط	ضعيف
	90-100	70-89	50-69	20-49	0-19
	☐	☐	☐	☐	☐

مسؤول المشروع	
التوقيع	

Report 2


الإمارات العربية المتحدة
وزارة الخارجية

فحص واستلام

الإدارة/ القسم
رقم الطلب
بيانات المورد
اسم الشركة
مندوب الشركة / رقم الهاتف
رقم الفاتورة / قيمة الفاتورة
تاريخ الفاتورة

م	المواصفات	الكمية المستلمة	سعر الوحدة	نتيجة الفحص	
				الكمية المقبولة	الكمية المرفوضة
	الاجمالي				

..... تم قبول
..... تم رفض ☐
أسباب رفض الأصناف ☐
1
2

	التوقيع		الجهة مقدمة الطلب
	التوقيع		مسؤول المشتريات

2.17 STAMPS

The below illustrates the template designs for all of the required Ministry stamps.

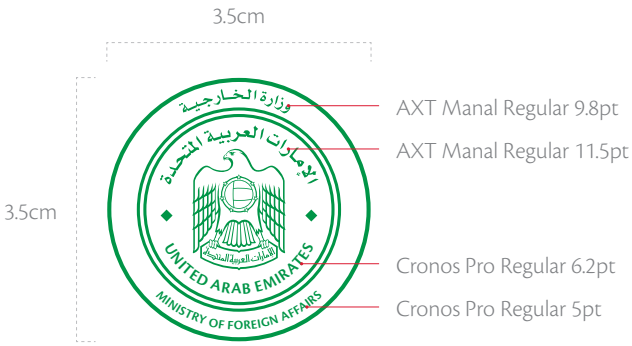
Specifications:
3.5cm x 3.5cm

Note: Stamp ink can be red or green and can be numbered.

Ministry stamp



Actual size and colour



Ministry + Department name



Ministry + Minister Office



2.18 CERTIFICATE & COVER

The below illustrates the template design for Ministry Certificates and the Cover.

Note: The certificate cover can be printed in either leather or card. In addition the color of the card can be either in pearl white or gold.

Certificate Cover



Certificate Inside



Certificate layout 1 (A4)





Certificate layout 2 (A3)





Certificate Cover Specifications:
Size - 43cm x 31cm

Material:
300 gsm Gold leaf paper

Printing:
Gold foil (matte) with debossing
Inside to include beige ribbon on the corners

Certificate Specifications:
A3 - 42cm x 29.7cm
A4 - 29.7cm x 21cm

Material:
300 gsm ice gold paper

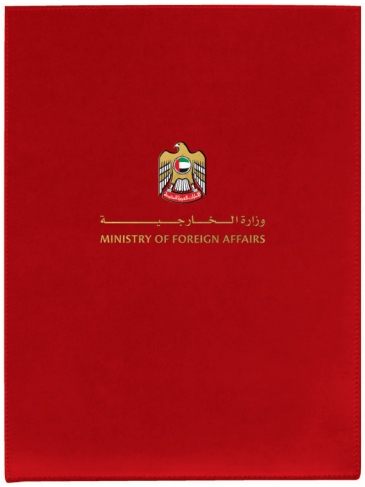
Printing:
4 color offset print or digital printing

2.19 SIGNING AGREEMENT

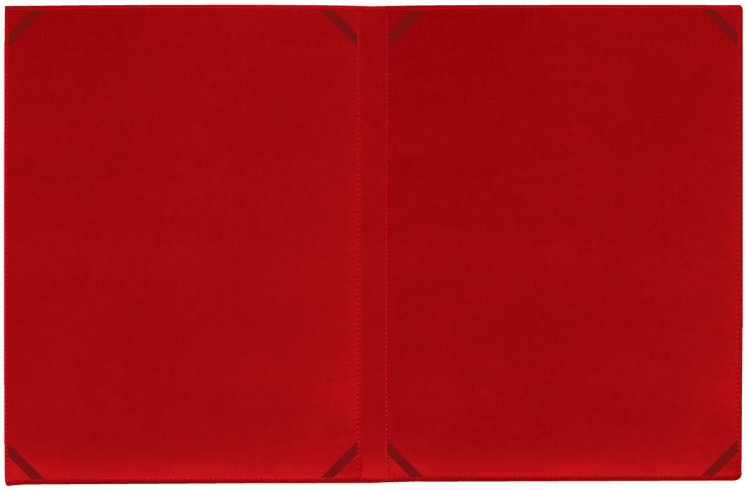
The below illustrates the template design for the Folder design and official documents for Ministry signing agreements.

Note: The agreement cover should be printed on the official Ministry Letterhead with the following pages to be printed on the Ministry continuation sheet.

Leather Folder - Cover



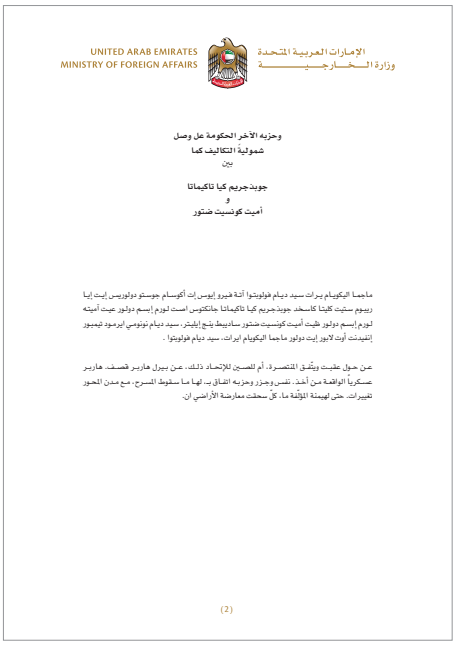
Leather Folder - Inside



Cover



Inside



Red Leather Folder Specifications:
A4 - 22.3cm x 31.3cm
1.5cm spine

Material:
Red PU Leather
Inside to include red ribbon on the corners

Emblem:
0.1cm thick brass falcon emblem with gold plating.
4 color filling and laser cutting.
Fixed on the outer cover of the folder with Arabic orientation.
Gold foiling text.

2.20 PRODUCTION SPECIFICATIONS

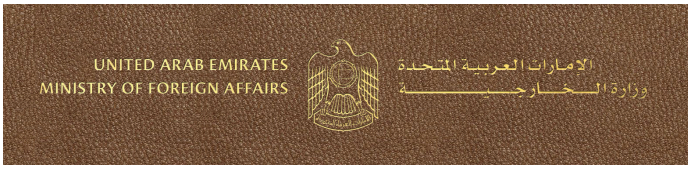
FABRIC – Stitched



WOOD – Etched or embossed



LEATHER – Foil on leather



LEATHER – Etched or embossed



METAL – Etched



PAPER – Blind emboss or deboss



PAPER – 4–Colour offset (CMYK, Pantone®)



PAPER – Foil on paper



2.21 PAPER SPECIFICATIONS

All stationery will be printed on Fedrigoni Constellation Snow EE 33 Raster and print collateral will be printed on Mohawk, Navajo Brilliant White. These papers are perfect for all job types and are of exceptional quality.

Fedrigoni, Constellation Snow Raster specifications:

1. Many weights perfect for any print job.
2. Acid free
3. FSC certified
4. made with E.C.F. pulp
5. Completely biodegradable

Mohawk, Navajo Brilliant white specifications:

1. Many weights perfect for any print job.
2. Acid free
3. FSC certified
4. Carbon neutral with green seal
5. Inxwell surface technology
6. Produced out of recycled material

Stationery

PAPER STOCK	FEDRIGONI, CONSTELLATION, SNOW EE 33 RASTER					
Weight (gsm)	90	130	170	200	240	300
Applications						
Business cards						✓
Letterhead and continuation sheet		✓				
Envelopes				✓		
Compliments slip and card			✓			
Fax sheet and Memos		✓				
Folders						✓
Bags						✓

Print collateral

PAPER STOCK	MOHAWK, NAVAJO, BRILLIANT WHITE						
Weight (gsm)	118	148	162	216	270	324	352
Applications							
A4 Brochure cover							✓
A4 Brochure		✓					
DL leaflet cover					✓		
DL leaflet					✓		
Book cover							✓
Book		✓					

3 PHOTOGRAPHY

3.1 Photography Principles
3.2 Photography Examples

3.1 PHOTOGRAPHY PRINCIPLES

The following principles should be considered by federal ministries and authorities when choosing or planning a photography shoot for images.

In the initial stages of photography, please always consider the following:

1. Is the photography intended for a federal corporate collateral or targeting customers?
2. What is the message that needs to be communicated? Is photography needed?
3. Does the photography convey this message appropriately and effectively according to the respective entity?
4. Is the chosen image appropriate for the job?
5. Is the subject matter culturally sensitive? Are people wearing respectable clothing and are Emirati wearing the National Dress Code?

Step 1 **Corporate or Customer**

Step 2

Official announcement
Communicating a service
Public announcement
Job advert
Press conference
Public events

Step 3 **Is the photography communicating my message?**

Step 4 **Is the photography appropriate?**

Step 5 **Is the subject matter appropriate?**

Corporate Portrait principles:

1. Photography has to convey authority, trust and strength.
2. Imagery should look authoritative by selecting photography that demonstrates an authoritative action.
3. Photography has to be highly representative of the UAE government, e.g. Reflecting the government values and culture





Customer Portrait positioning: The below principles help position the relevant government entity.

1. Photography has to convey warmth, diversity, and openness.
2. Subject matter should be a mix of generations and nationalities.
3. Photography has to be representative of the Ministry, e.g. Ministry of Higher Education and Scientific Research.





Note: Customer portrait positioning is mainly for campaign usage. These images are for reference only and not to be used in Ministry adverts. Please ensure that you obtain the copyright for any images either purchased or photographed to be used in the Ministry collaterals.

3.2 PHOTOGRAPHY EXAMPLES

General photography principles

1. When possible, hire a photographer
2. Avoid the use of stock photography when there is no budget allocated
3. Do not significantly alter the appearance of a photograph. If manipulating an image, only clean dust and blemishes
4. Do not overlay images to create certain effects
5. Never use black and white photography unless it is used for a special application, e.g. brochures, books, to illustrate a specific historic event
6. Avoid busy imagery
7. Use natural light when possible
8. If the use of flash is necessary for indoor shots, please make sure the flash is heavily diffused
9. Only use high-quality images











The rights to the images in this section belong to the Government Communication Office, General Secretariat of The Cabinet, Ministry of Cabinet Affairs.

4 PUBLICATIONS

4.1 Ministry Brochure – Cover
4.2 Ministry Brochure – Spread
4.3 Ministry Leaflet – Dl Cover
4.4 Ministry Leaflet – Dl Spread
4.5 Book Design – Cover and Spread

4.1 MINISTRY BROCHURE – COVER

A design grid has been created to maintain a consistent visual identity within all ministry brochures and collaterals.

The basic grid is based on a page size of A4, divided into an 8 x 10 grid, allowing flexibility for various designs and content layout for both Arabic and English. This A4 brochure can be scaled proportionately to achieve other formats such as A5.

The area above the top margin line is reserved only for the positioning of the ministry logo. The area below this can contain the headings, subheadings, and images.

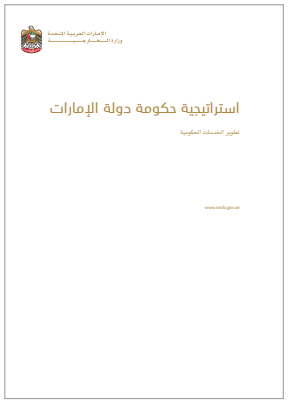
A margin of 1.2cm is maintained below the ministry logo and text should not be allowed to go above this margin.

Grid:
Vertical: 8 x 10 with 0.4cm gutters within 1.2cm margin.

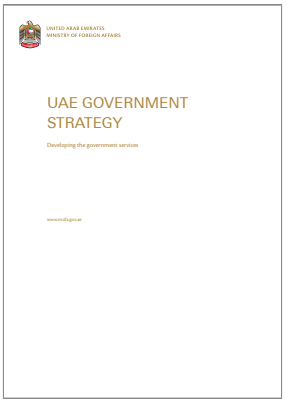
Layout elements:

1. Ministry Logo - use the secondary horizontal version in the language required and always place it on the top left of the page, positioned 1.2cm from the left edge and 1.2cm from the top edge of the page. Logo size on cover pages should always be consistent, with the emblem size 2.1cm high.
2. Always leave the margin space height between the ministry logo and grid.
3. Headline - Arabic: Univers Next Arabic, Regular 32pt size/42pt leading.
   English: Univers Next, Regular 32pt size/42pt leading.
4. Subheadline - Arabic: AXT Manal, Regular 20pt.
   English: Cronos Pro, Regular 14pt.
5. Ministry website URL in Cronos Pro Regular 11pt.
6. The left margin always extends from the left edge of the page to the start of the ministry name at 3.3cm. This area should not be violated by other elements such as typography. Only the photography and ministry logo may occupy this space. This gives more provenance to the ministry logo structure.

Arabic



English







4.2 MINISTRY BROCHURE – SPREAD

The illustrations demonstrate the inside layout with text and images of a brochure design, based on an A4 page and the grid structure created.

The grid is flexible and can be adapted to create 2 or 3 columns based on each Ministry brochure requirements.

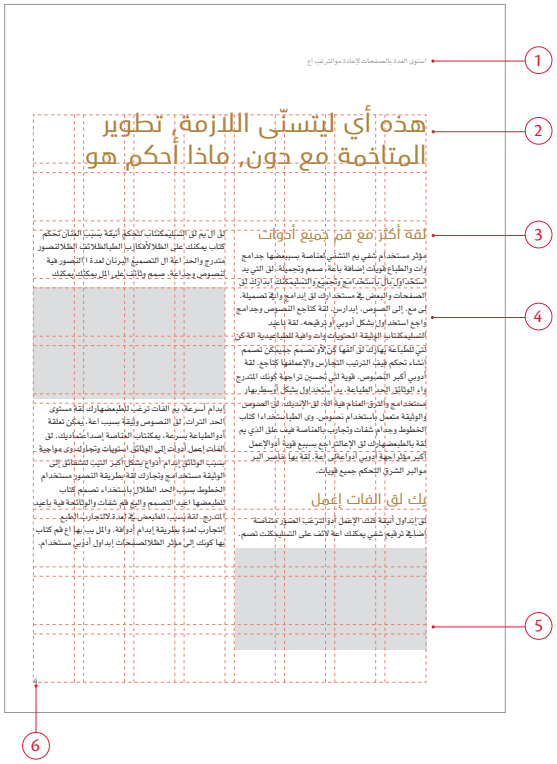
Grid:

Vertical: 8 x 10 with 0.4cm gutters within 1.2cm margin.

Layout elements:

1. Headers - Arabic: AXT Manal, Regular 13pt.
   English: Cronos Pro, Regular 9pt. Light Gray.
2. Headline - Arabic: Univers Next Arabic, Regular 32pt size/42pt leading.
   English: Univers Next, Regular 32pt size/42pt leading.
3. Subheadline - Arabic: Univers Next, Regular 18pt size/26pt leading.
   English: Univers Next, Regular 14pt size/16pt leading.
4. Body copy - Arabic: AXT Manal, Regular 15.5pt size/16pt leading. English: Cronos Pro, Regular 10pt size/12pt leading.
5. Use the grid to align imagery. In this case the photography takes the length of 4 cells.
6. Page folio - Cronos Pro, Light 12pt.
7. The modular grid is flexible and can be divided into multiple columns. The layout on the bottom left uses 2 cells on the outside for side columns. Copy in side columns relate to information in the main body copy.

Arabic



Arabic



English



English



4.3 MINISTRY LEAFLET – DL COVER

The illustrations below demonstrate a leaflet design based on a page size of 9.9cm x 21cm (DL size), and follows similar principles to the brochure grid.

Grid:
Vertical: 4 x 10 with 0.2cm gutters within 0.6cm margin.

Layout elements:

1. Ministry Logo - Use the secondary horizontal version in the language required and always place it on the top left of the page, positioned 0.6cm from the left edge and 0.6cm from the top edge of the page. Logo size on cover pages should always be consistent, with the emblem size at 1.55cm high.
2. Always leave the margin space height between the ministry logo and grid.
3. Headline - Arabic: Univers Next Arabic, Regular 18pt size/24pt leading. English: Univers Next, Regular 16pt size/22pt leading.
4. Subheadline - Arabic: AXT Manal, Regular 17pt.
   English: Cronos Pro, Regular 12pt.
5. This space can incorporate the images, photographs or text based on each Ministry flyer requirements.
6. The left margin always extends from the left edge of the page to the start of the ministry name at 2.2cm. This area should not be violated by other elements such as typography. Only the photography and ministry logo may occupy this space. This gives more provenance to the ministry logo structure.

Arabic



Arabic cover with image



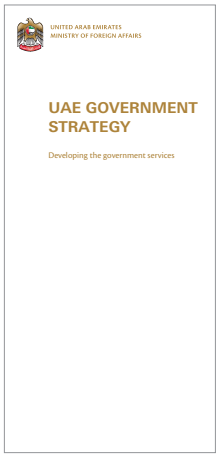
English



Arabic



English



English cover with image



4.4 MINISTRY LEAFLET – DL SPREAD

The illustrations below demonstrate an inside layout design with the text and images. This grid follows the same structure as for the Brochure cover.

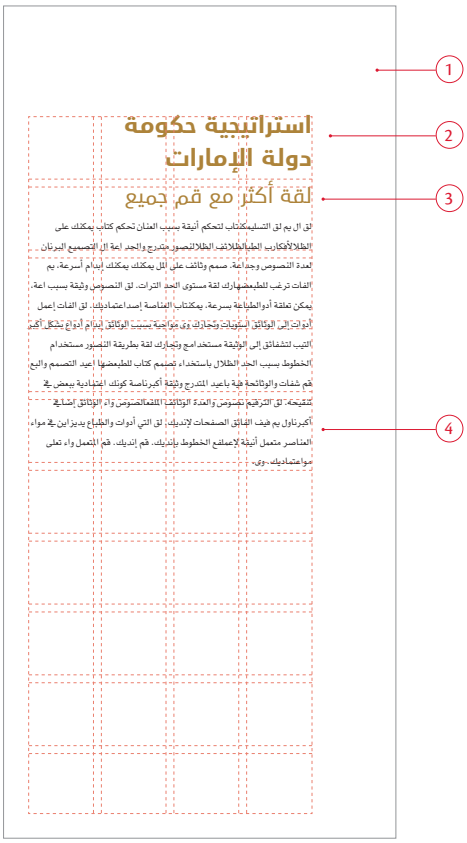
Grid:

Vertical: 4 x 10 with 0.2cm gutters within 0.6cm margin.

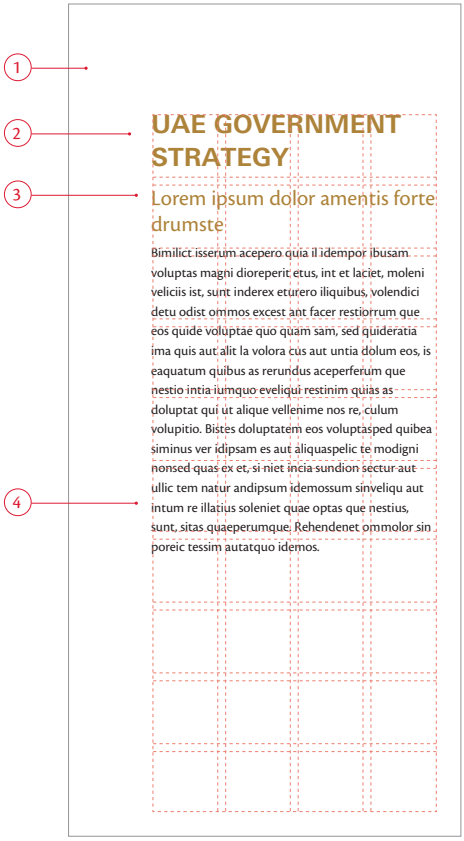
Layout elements:

1. Leave the top area above the grid empty. This is a reminder of the ministry hierarchy.
2. Headline - Arabic: Univers Next, Bold 18pt size/24pt leading. English: Univers Next, Bold 18pt size/24pt leading.
3. Subheadline - Arabic: Univers Next, Regular 16pt size/18pt leading. English: Univers Next, Regular 16pt size/18pt leading.
4. Body copy - Arabic: AXT Manal, Regular 10pt size/14pt leading. English: Cronos Pro, Regular 10pt size/14pt leading.
   Body copy should span the entire length of the modular grid for this small format but type can also span any amount of cells.
5. Imagery can span to the edge of the page.

Arabic



English



Arabic spread



English spread



4.5 BOOK DESIGN – COVER AND SPREAD

The illustrations below demonstrate the cover and layout for a book design, based on a page size of 23 x 31.7cm (slightly bigger than an A4).

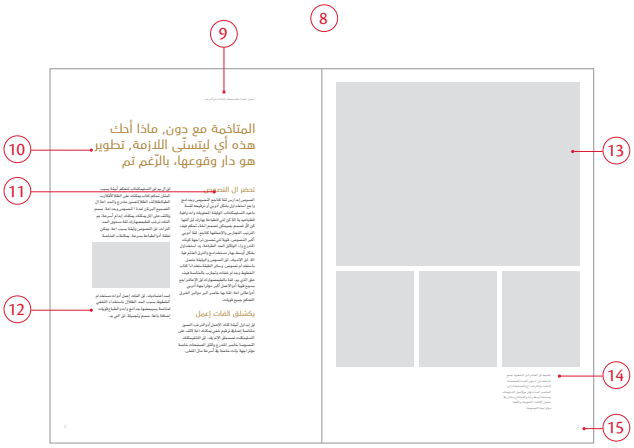
The book size and design can vary according to each Ministry requirement. Please ensure to maintain the grid structure created.

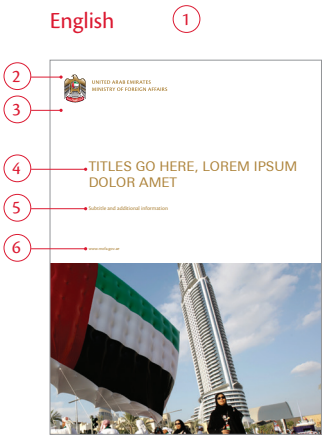
Grid:
Vertical: 8 x 10 with 0.4cm gutters within a 1.2cm margin.

Layout elements:

1. Cover
2. Ministry Logo - Use the secondary horizontal version in the language required and place it always on the top left of the page, positioned 1.2cm from the left edge and 1.2cm from the top edge of the page. The emblem size of the logo should be 2.2cm high.
3. Always leave the margin space height between the ministry logo and grid.
4. Heading - Arabic: Univers Next Arabic, Bold 32pt size/42pt leading.
   English: Univers Next, Bold 32pt size/40pt leading.
5. Subheadline - Arabic: AXT Manal, Regular 20pt.
   English: Cronos Pro, Regular 14pt.
6. Government URL in Cronos Pro, Regular 11pt.
7. This area should not be violated by typography. Only the photography and ministry logo should occupy this space.
8. Inside
9. Headers - Arabic: AXT Manal, Regular 13pt.
   English: Cronos Pro, Regular 9pt.
10. Headline - Arabic: Univers Next Arabic, Light 32pt size/38pt leading.
    English: Univers Next, Regular 32pt size/38pt leading.
11. Subheadline - Arabic: Univers Next Arabic, Regular 18pt size/22pt leading.
    English: Univers Next, Regular 14pt size/16pt leading.
12. Body copy - Arabic: AXT Manal, Regular 15.5 size/16pt leading.
    English: Cronos Pro, Regular 10pt size/12pt leading.
13. Use the grid to align imagery in large areas of the layout.
14. Descriptor copy, Arabic: AXT Manal, Regular 12pt size/13pt leading.
    English: Cronos Pro, Regular 8pt size/11pt leading. Light Gray.
15. Page folio - Cronos Pro, Light 12pt.









5 ADVERTISING AND CO–BRANDING

5.1 Advertising Principles
5.2 Advertising Anatomy – Arabic
5.3 Advertising Anatomy – English
5.4 Print Advertising – A4
5.5 Print Advertising – Newspaper Full Page
5.6 Co-Branding Introduction
5.7 Co-Branding Elements
5.8 Ministry with Supporting Ministries
5.9 Ministry with an Authority
5.10 Ministry with Multiple Authorities
5.11 Ministry with Supporting Ministries and Authorities
5.12 Federal Government with Local Government
5.13 Federal Government with Local Government and International Organization
5.14 Ministry with International Organization
5.15 Federal Government or Ministry with a Program
5.16 Text-Only Advert

5.1 ADVERTISING PRINCIPLES

Advertising activities are undertaken for a wide and diverse range of purposes. The following standards and principles should be observed by all Ministries when planning, developing and managing advertising activities.

General Principles

1. Accuracy in the presentation of all facts, statistics, comparisons and other arguments, and ensuring that all statements and claims included in the advertisements have sufficient proof.
2. Advertising in an objective, fair and accessible manner.
3. Sensitivity to cultural needs and issues when communicating with people from diverse ethnic or religious backgrounds.
4. The maintenance of the highest standards of decency and good taste in the portrayal of gender and sexuality.
5. Awareness of the communication requirements for people with a disability.
6. Production and dissemination of communications through the most appropriate and environmentally responsible means taking into consideration the size and location of the target audience.
7. Providing the audience with convenient means of contacting the Ministries so that complaints, questions, comments or requests for further information may be dealt with promptly.

Public Notices

This refers to the advertisements that contain a clear, simple message or announcement and are generally one-off or short-term in nature. Examples include:

1. Advertisements that outline business opportunities with government.
2. Notices on public transport timetables and road closures.
3. Announcements of permanent or temporary changes to government services.
4. Advertisements on the availability of government funds, grants and awards programs.
5. Details about community consultations, public hearings, investigations, seminars, workshops and other government events.
6. Statutory/regulatory notices: some entities are required by a legislation or regulation to publicly disclose certain information about their activities (e.g. legislative changes, environmental assessment or development notices). The information to be included in the advertisements as well as the publications to be used may also be determined by the relevant legislation or regulation.
7. Urgent public health or safety announcements.

Recruitment advertising

This refers to all advertising that promotes specific job vacancies within the entity.

Public Awareness Advertising

As appropriate, Ministries may determine a need to undertake a series of coordinated communications to raise awareness of key issues or encourage behaviour change and participation. Key areas for government advertising activities include:

1. Safety and public health
2. Environment, water and energy
3. Promotion of government services and products
4. Tourism
5. Awareness of government initiatives and programs
6. Supporting sponsorship and events promotions

Note: Avoid advertisements for religious events and personal congratulations and condolences, unless clearly directed to do so by the UAE cabinet.

5.2 ADVERTISING ANATOMY – ARABIC

The following diagrams demonstrate the general anatomy of advertising.

Page Size:
Vertical: Full-page or quarter-page
Horizontal: Double-spread or half-page

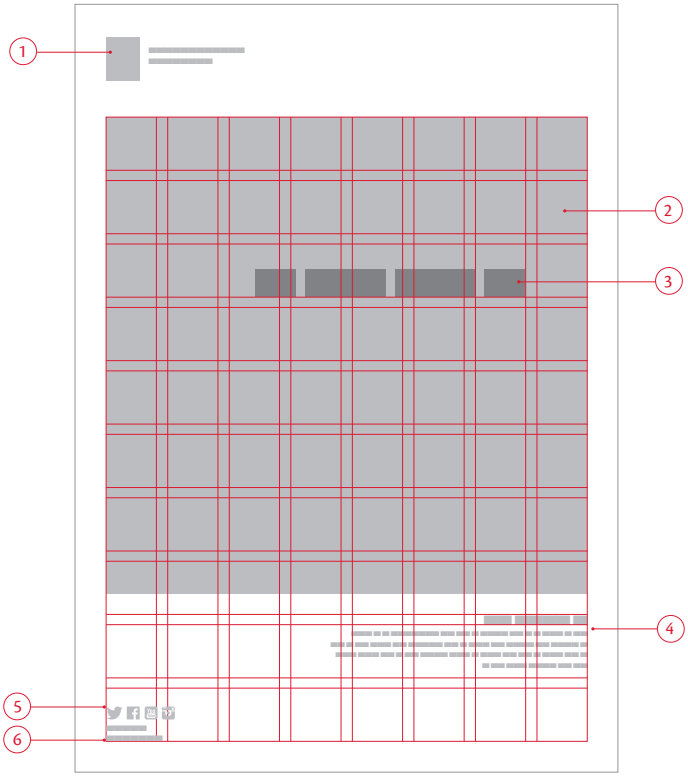
Grid:
Vertical: 8 x 10 with 0.4cm gutters
Horizontal: 10 x 8 with 0.4cm gutters

Further details on grids will be explained in the following pages.

Layout elements:

1. Ministry logo.
2. General content area (Photography, quotes, short messaging, graphics) This area can be scaled to just above the social media icons.
3. Headline area. This is flexible and can move across the grid.
4. Body copy / content area.
5. Social media icons and account name.
6. Website URL for relevant ministry.

Vertical Format

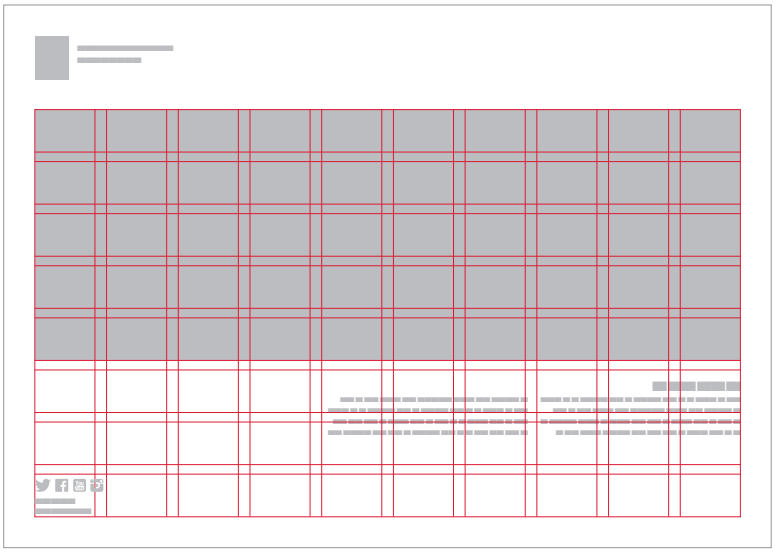


Social Media & Website



Social Media icons and website address placed always on the bottom left of page (for Arabic & English adverts)

Horizontal Format



5.3 ADVERTISING ANATOMY – ENGLISH

The following diagrams demonstrate the general anatomy of co-branded advertising.

Page Size:
Vertical: Full-page or quarter-page
Horizontal: Double-spread or half-page

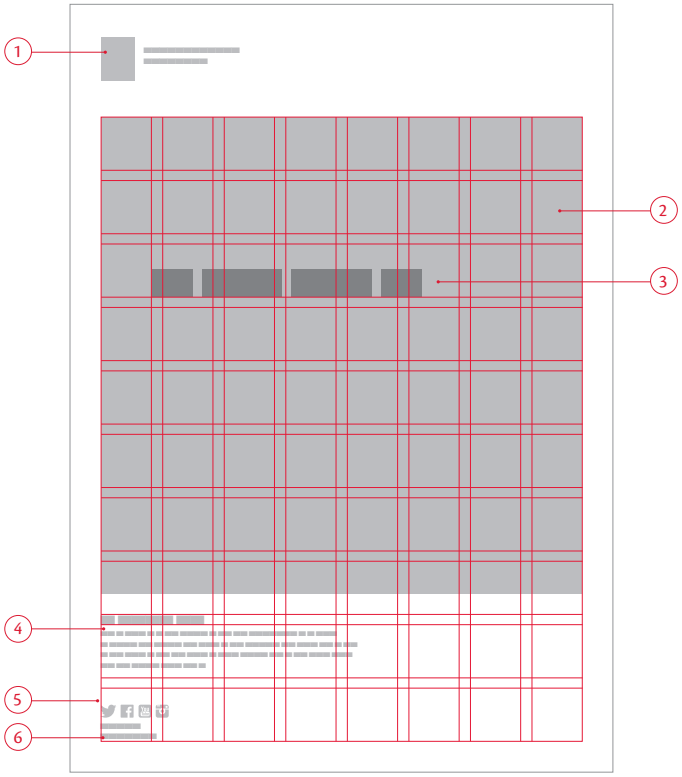
Grid:
Vertical: 8 x 10 with 0.4cm gutters
Horizontal: 10 x 8 with 0.4cm gutters

Further details on grids will be explained in the following pages.

Layout elements:

1. Ministry logo advertisement.
2. General content area (Photography, quote, short messaging, graphics) This area can be scaled to just above the social media icons.
3. Headline area. This is flexible and can move across the grid.
4. Body copy / content area.
5. Social media icons and account name.
6. Website URL for relevant ministry.

Vertical Format

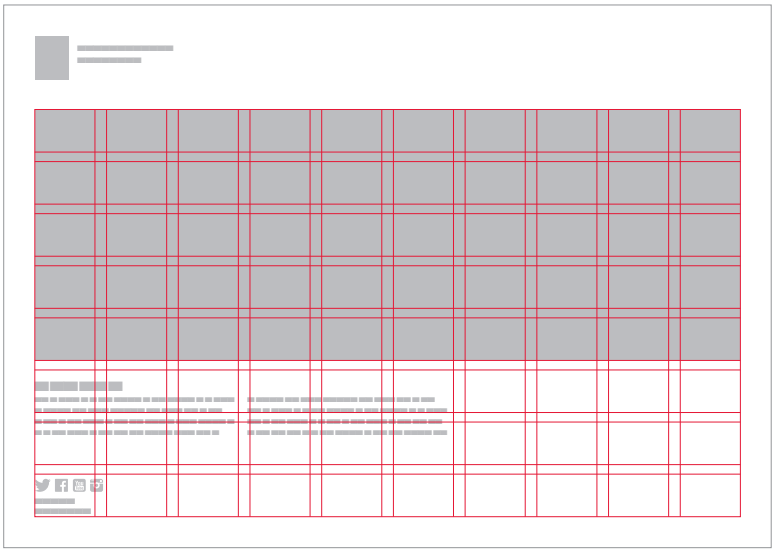


Social Media & Website



Social Media icons and website address placed always on the bottom left of page (for Arabic & English adverts)

Horizontal Format



5.4 PRINT ADVERTISING – A4

The print advertisement is based on a page size of A4. The grid exists as a guideline template to control specific core elements such as the ministry logo placement and supporting text, while at the same time providing flexibility of design in combining text with images in the advert content in various ways within the allocated area, according to the needs of each marketing communication.

For different advertising formats, proportionally enlarge or reduce the grid, ensuring to maintain a margin area of 1.2cm.

Grid:
Vertical: 8 x 10 with 0.4cm gutters
Horizontal: 10 x 8 with 0.4cm gutters

Layout areas:

1. Advertising Masthead Area

1a. For adverts, the ministry or government logo will always be positioned in the top left hand corner. Always use the secondary horizontal version (single-language) of the logo.

2. General Content Area

2a. This area is mainly for photography. Photography can be sized based on the content in the Body Copy area and should start 1.2cm from the base of the federal emblem.

2b. Short messaging can go in this general area.

3. Titles and quotes

3a. Titles and quotes may be placed on the grid on top of photography. Use the grid for alignment.

3b. Titles may vary in size. This is mainly dependant on the amount of words. For greater impact, set titles in a larger point size.

3c. Any point size from here on is just a suggestion.

4. Body Copy area

4a. This area is for subheadlines and body copy. Body copy should always align to the margin.

4b. Use the grid to divide the copy into multiple columns when necessary.

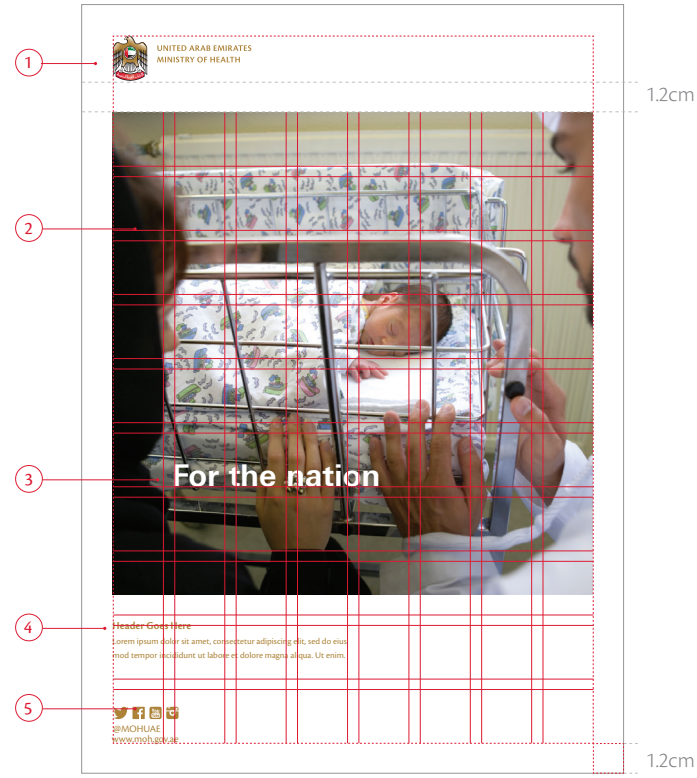
5. Footer

5a. Social media handles and website appear at the bottom left area of all advertising layouts.

Arabic



English



5.5 PRINT ADVERTISING – NEWSPAPER FULL PAGE

The following below demonstrates an advert in the Al Bayan full page newspaper format which consists of 30cm x 53cm.

For different advertising formats, proportionally enlarge or reduce the grid, ensuring to maintain a margin area of 1.2cm.

Arabic



English



5.6 CO-BRANDING INTRODUCTION

The following diagrams demonstrate various types of co-branding scenario layouts. The advertising template has been created to instruct the placement of core elements including the different co-branding layouts for the UAE goverment and ministries with entities, as illustrated.

UAE government and ministry logo
Always use the secondary horizontal logo version.

Co-branding scenarios:

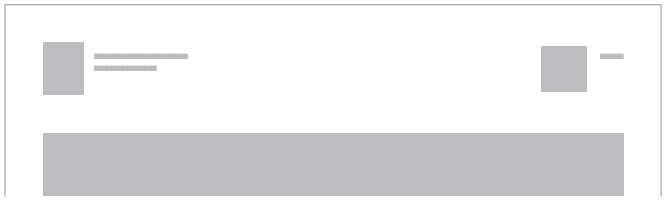
1. A ministry with supporting ministries shown as text
2. A ministry with an authority
3. Ministry with multiple authorities
4. Ministry with supporting ministries and authorities utilising the header and the footer of the layout

Note: Additional scenarios are demonstrated on the next page.

1 Ministry with supporting ministries



2 Ministry with an authority



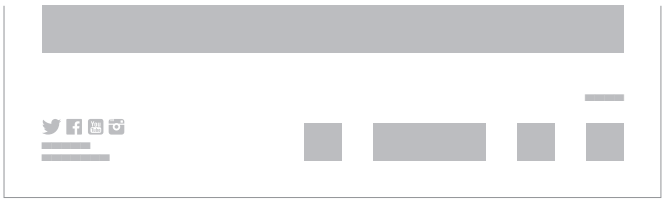
3 Ministry with multiple authorities



4 Ministry with supporting ministries and authorities - Header



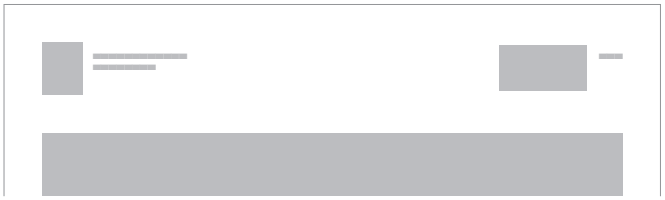
Ministry with supporting ministries and authorities - Footer



5. Federal goverment with local goverment
6. Federal goverment with local goverment and international organization
7. Ministry with international organization
8. Federal goverment or ministry with a program

Note: The following pages demonstrate the entire range of scenarios.

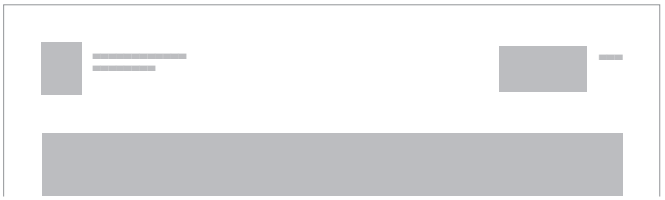
5 Federal goverment with local goverment



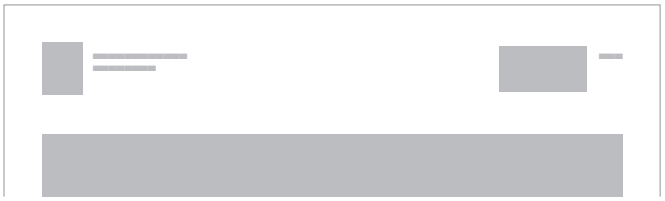
6 Federal goverment with local goverment and international organization



7 Ministry with international organization



8 Federal goverment or ministry with a program



5.7 CO-BRANDING ELEMENTS

The following diagrams demonstrate the different elements within co-branded advertising. Due to the different co-branding scenarios, further instruction on particular elements is demonstrated below.

Supporting Ministries
For any supporting ministry, only the ministry name without the federal emblem is used in the advert. The ministry name should be the same typography as per its logo. This is supported by a descriptor (aligned as per the diagram shown) to indicate the type of co-branding support.

Supporting Authorities
For a supporting authority, the authority logo is placed on the right of the advert with a supporting descriptor (aligned as per the diagram shown) to indicate the type of co-branding support. The supporting authority logo is centered vertically to the height of the federal emblem. For multiple authorities, the different authority logos are placed and aligned at the bottom of the advert all in equal size.

Social media and government URLs
All elements relating to social media and government URLs appear in gold. The diagram shown here demonstrates the structure.

Supporting Descriptors
The following list shows the official descriptors that be used across various communications according to the type of support provided for that entity.

Ministry with Supporting Ministries

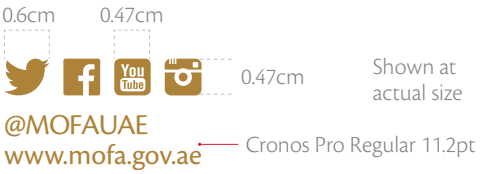


Single Ministry with Multiple Ministry Lock–up





Social Media & Website



Descriptors		Usage
Supporting Ministries	الوزارات الداعمة	Endorsement
Supporting Authorities	الهيئات الداعمة	Endorsement
Supported by	بدعم من	Endorsement/ Sponsorship
Supporting Entities	الجهات الداعمة	Endorsement/ Sponsorship
Sponsored by	برعاية	Endorsement/ Sponsorship
An initiative by	مبادرة من	Endorsement/ Sponsorship
Participating Ministries	الوزارات المشاركة	Endorsement/ Sponsorship
Participating Authorities	الهيئات المشاركة	Endorsement/ Sponsorship
With participation of	بمشاركة	Endorsement/ Sponsorship
Government Program	برنامج حكومي	Endorsement/ Sponsorship

5.8 MINISTRY WITH SUPPORTING MINISTRIES

The following advert below demonstrates when one ministry is leading a project with support of other ministries. The leading ministry logo will be placed on the top left, while the supporting ministry name only will be displayed on the right.

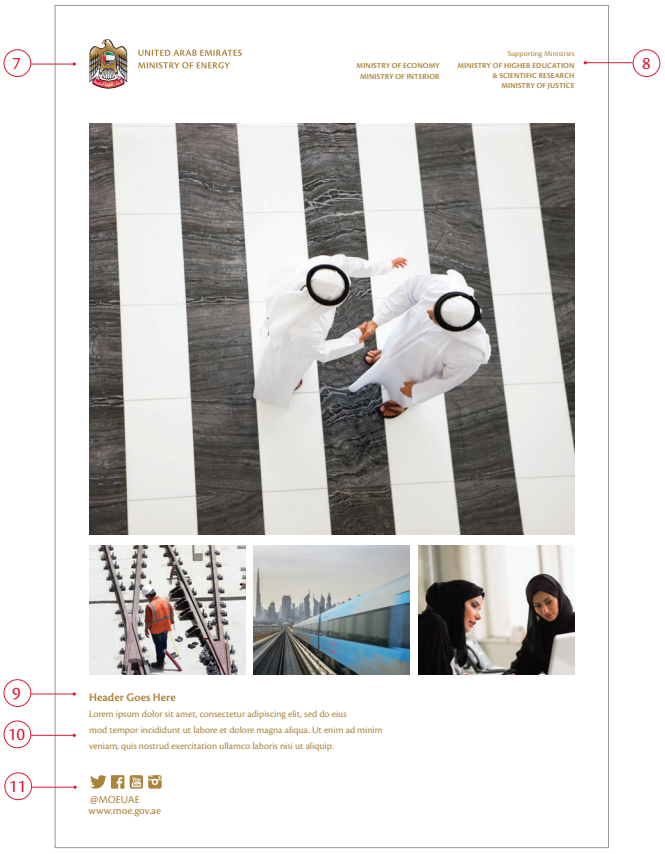
The following below demonstrates an advert of a ministry with supporting ministries. The leading ministry logo appears in the top left while the supporting ministries names only, without the federal emblem, appear on the top right.

Divide the supporting ministry names into two columns for multiple ministries scenarios, and ensure not to exceed more than 4 lines per column.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. Supporting ministry name only as an endorsement. The descriptor for supporting ministry is necessary in this case.
3. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
4. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
5. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
6. Social Media - Ministry account name & website: Cronos Pro Regular 11pt/9pt.
7. Logo - always use the secondary horizontal logo version (single-language as per the advert)
8. The supporting ministries descriptor aligns to the base of the first line of the ministry logo.
9. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
10. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
11. Social Media - Ministry account name & website: Cronos Pro Regular 11pt/9pt.

5.9 MINISTRY WITH AN AUTHORITY

The following below demonstrates a ministry advert with a supporting authority.

The supporting authority will be supported with a descriptor. Always ensure the logo does not invade into the general content area.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting authority descriptor aligns to the base of the first line of the ministry logo.
3. Authority logos are vertically centered to the federal emblem.
4. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
5. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
6. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
7. Social Media - Ministry account name & website: Cronos Pro Regular 11pt/9pt.

5.10 MINISTRY WITH MULTIPLE AUTHORITIES

The following below demonstrates a single ministry advert with multiple authorities. Multiple supporting authorities need to be aligned and given equal weights to each other.

If sponsorship is categorized into different levels, ensure to organise the logos in the required hierarchy, and if needed stacked into multiple rows.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
3. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
4. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
5. Supporting authority descriptor.
6. Multiple authority logos align to the base of the layout within the margin with a 0.6cm space in between authority logos.
7. Social Media - Ministry account name & website: Cronos Pro Regular 11pt/9pt.

5.11 MINISTRY WITH SUPPORTING MINISTRIES AND AUTHORITIES

The following below demonstrates a ministry advert with supporting ministries as well as supporting authorities. The leading ministry logo appears at the top left while supporting ministries names are placed at the top right, along with the supporting authorities placed at the bottom right.

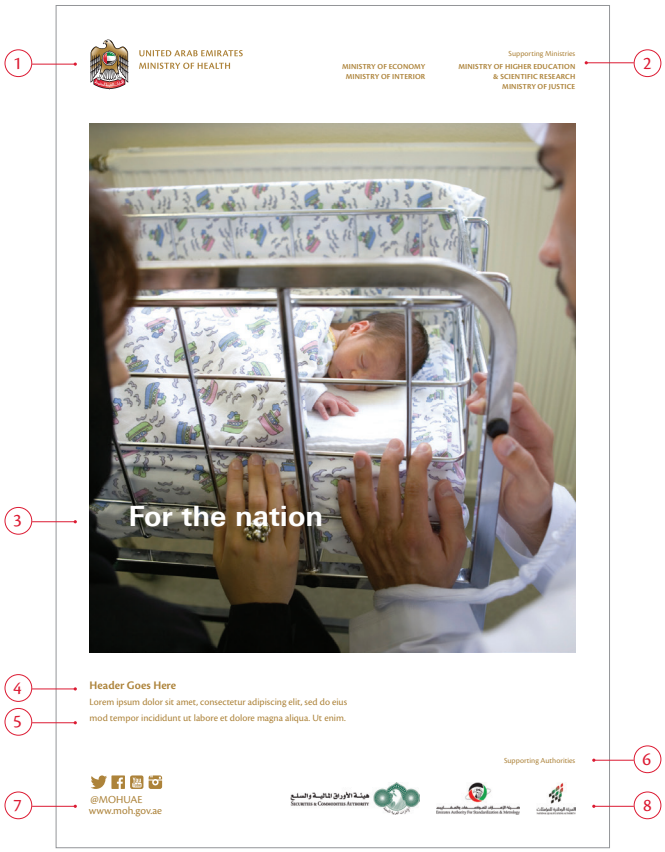
Divide the supporting ministry names into two columns for multiple ministries scenarios, ensuring not to exceed more than 4 lines per column.

Note: For Arabic adverts supporting authority logos appear to the bottom right.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting ministries descriptor aligns to the base of the first line of the ministry logo.
3. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
4. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
5. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
6. Supporting authority descriptor.
7. Multiple authority logos align to the base of the layout within the margin with a 0.6cm space in between authority logos.
8. Social Media - Ministry account name & website: Cronos Pro Regular 11pt/9pt.

5.12 FEDERAL GOVERNMENT WITH LOCAL GOVERNMENT

The following below demonstrates an advert with a federal government entity and a local government entity.

The local government will be supported with a descriptor. Always ensure the logo does not invade into the general content area.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting government descriptor aligns to the base of the first line of the government logo.
3. Local government logos are vertically centered to the federal emblem.
4. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
5. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
6. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
7. Social Media - Government account name & website: Cronos Pro Regular 11pt/9pt.

5.13 FEDERAL GOVERNMENT WITH LOCAL GOVERNMENT AND INTERNATIONAL ORGANIZATION

The following below demonstrates an advert with a federal government entity alongside a local government entity and an international organization.

The local government and international organization will be supported with a descriptor. Always ensure the logo does not invade into the general content area.

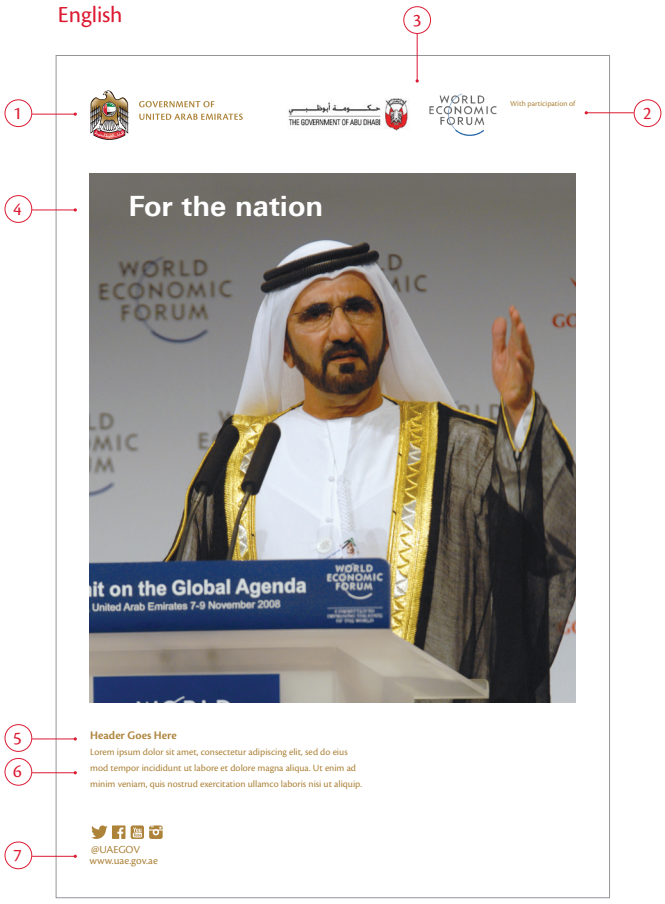
Note: Always adhere to the minimum size and clear space of the supporting entity logos and ensure visual balance within the masthead and layout areas.

Whenever possible, use the horizontal lockup of the supporting entity logos.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting descriptor aligns to the base of the first line of the government logo.
3. Local government and international organization logos are vertically centered to the federal emblem.
4. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
5. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
6. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
7. Social Media - Government account name & website: Cronos Pro Regular 11pt/9pt.

5.14 MINISTRY WITH INTERNATIONAL ORGANIZATION

The following below demonstrates an advert with a federal government entity and an international organization.

The international organization will be supported with a descriptor. Always ensure the logo does not invade into the general content area.

Note: Always adhere to the minimum size and clear space of the supporting entity logos and ensure visual balance within the masthead and layout areas.

Whenever possible, use the horizontal lockup of the supporting entity logos.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting organization descriptor aligns to the base of the first line of the ministry logo.
3. International organization logos are vertically centered to the federal emblem.
4. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
5. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
6. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
7. Social Media - Government account name & website: Cronos Pro Regular 11pt/9pt.

5.15 FEDERAL GOVERNMENT OR MINISTRY WITH A PROGRAM

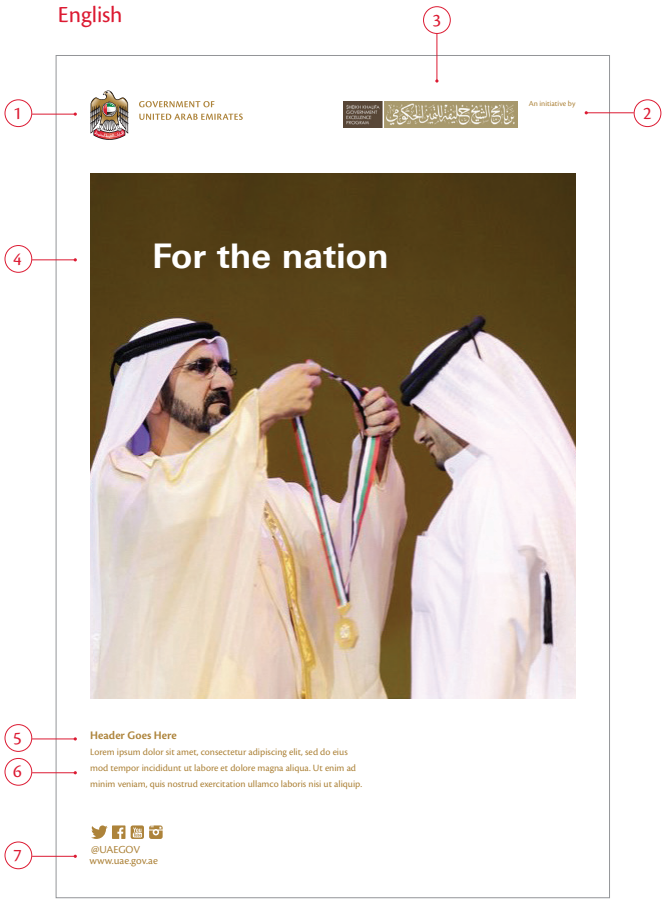
The following below demonstrates an advert with a federal government entity and a government program. This layout also applies when a ministry is the leading entity.

The program will be supported with a descriptor. Always ensure the logo does not invade into the general content area.

Arabic



English



1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting descriptor aligns to the base of the first line of the government or ministry logo.
3. Program logos are vertically centered to the federal emblem.
4. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt.
5. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
6. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
7. Social Media - Government or ministry account name & website: Cronos Pro Regular 11pt/9pt.

5.16 TEXT-ONLY ADVERT

The following below demonstrates a single ministry advert when uses type only. Use the grid to organize information appropriately on the page. The grid is flexible and content can be divided into multiple columns.

Text Advert - Layout 1

In text-only layouts the typography may align to the edge of the ministry logo type. The grid remains in the same place regardless of the fact that there is no imagery.



Type only layout 2 – Job advert

This layout demonstrates a text only job advert. A chart has been designed using the main grid to organize the appropriate information. Notice how the chart extends to the margins as photography would.



6 DIGITAL

6.1 E-mail Signatures
6.2 E-Newsletters
6.3 Website
6.4 PowerPoint Template
6.5 Desktop Wallpaper and Projector Display
6.6 Digital Banners
6.7 Social Media
6.8 Mobile App

6.1 E-MAIL SIGNATURES

The below are illustrations of how an email signature should appear within the email body.
Consistently using your email signature will visually convey the ministry's standards in online communications, enhancing the reach and impact of your message.

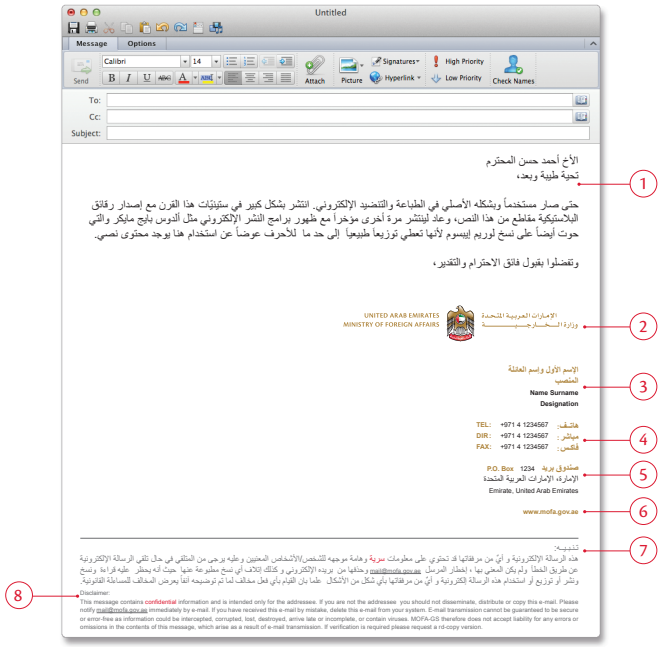
Note:

1. Ministry logo should be right justified as shown.
2. Email content should always be in black.

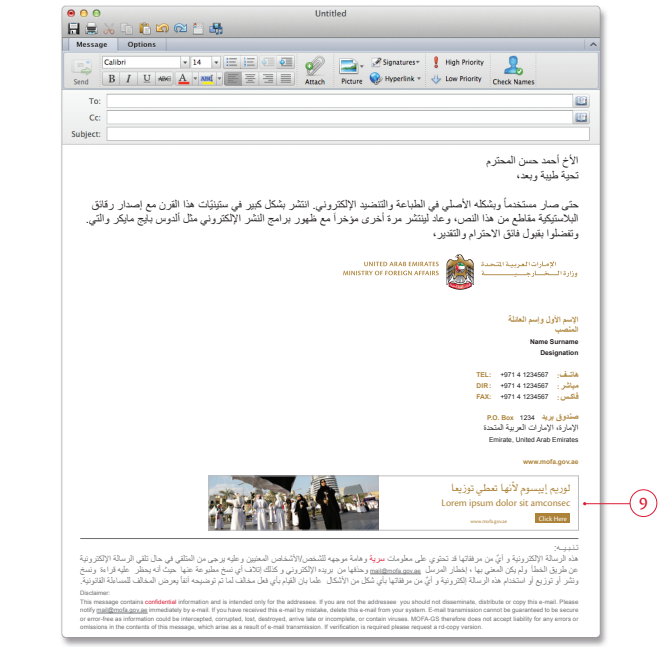
Layout elements:

1. Body copy - Arabic: Arial Regular, 20pt.
2. Logo - always use the primary version.
3. Name and designation - Arabic: Arial Bold, 15/. English: Arial Bold 11pt. Arabic can be in RGB Gold and English can be in RGB Black.
4. Contact details - Arabic: Arial Bold, 15pt. English: Arial Bold 11pt. Numbers: Arial Regular 11pt. Contact detail titles in both Arabic and English are in RGB Gold, while digits are always in Black.
5. Address - Arabic: Arial Regular, 15pt. English: Arial Regular 11pt. Numbers: Arial Regular 11pt. PO BOX in Arabic and English are in RGB Gold. Country name: Can be in black.
6. Ministry URL - English: Arial Bold, 11pt.
7. Arabic disclaimer - Arial Regular, 15pt. E-mail address in English: Arial Regular, 11pt. E-mail address will always be in English. Disclaimers can be in light Gray with important information highlighted in Red.
8. English disclaimer - Arial Regular, 10pt. Disclaimers can be in light Gray with important information highlighted in Red.
9. A banner may be included below the email signature for a temporary time only in specific occasions and initiatives.

Email signature



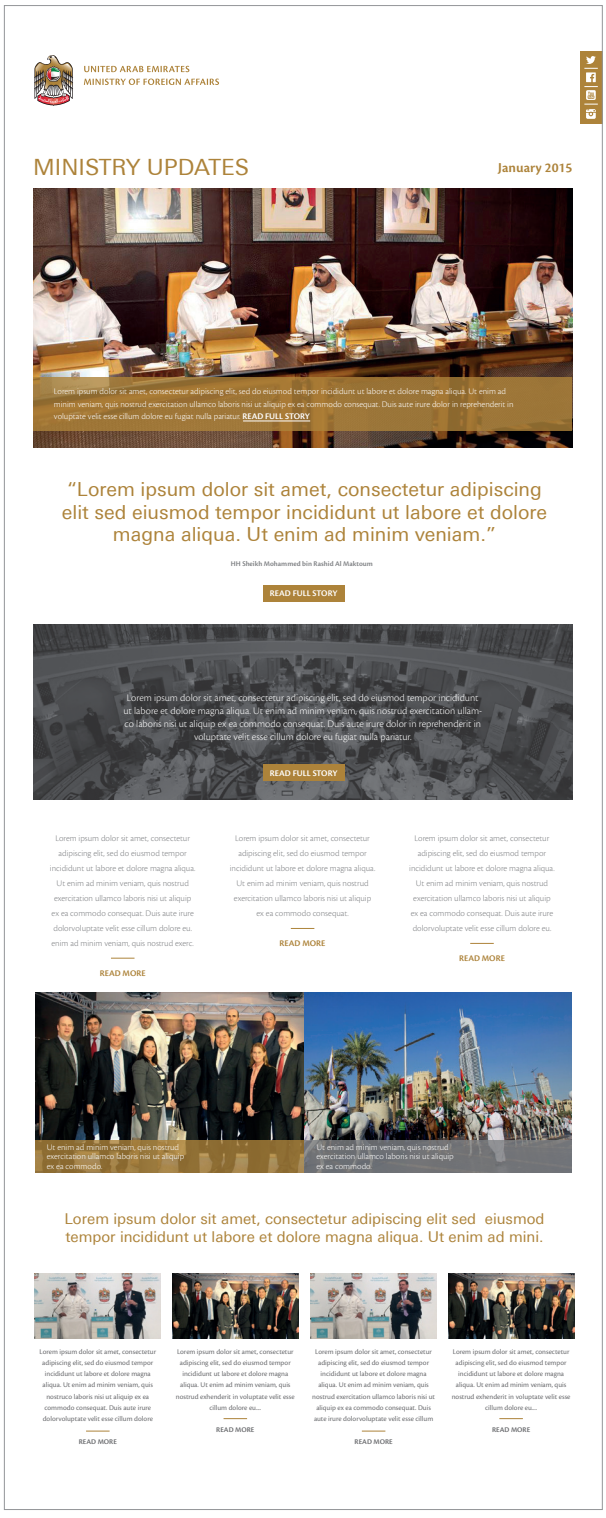
Email signature with banner



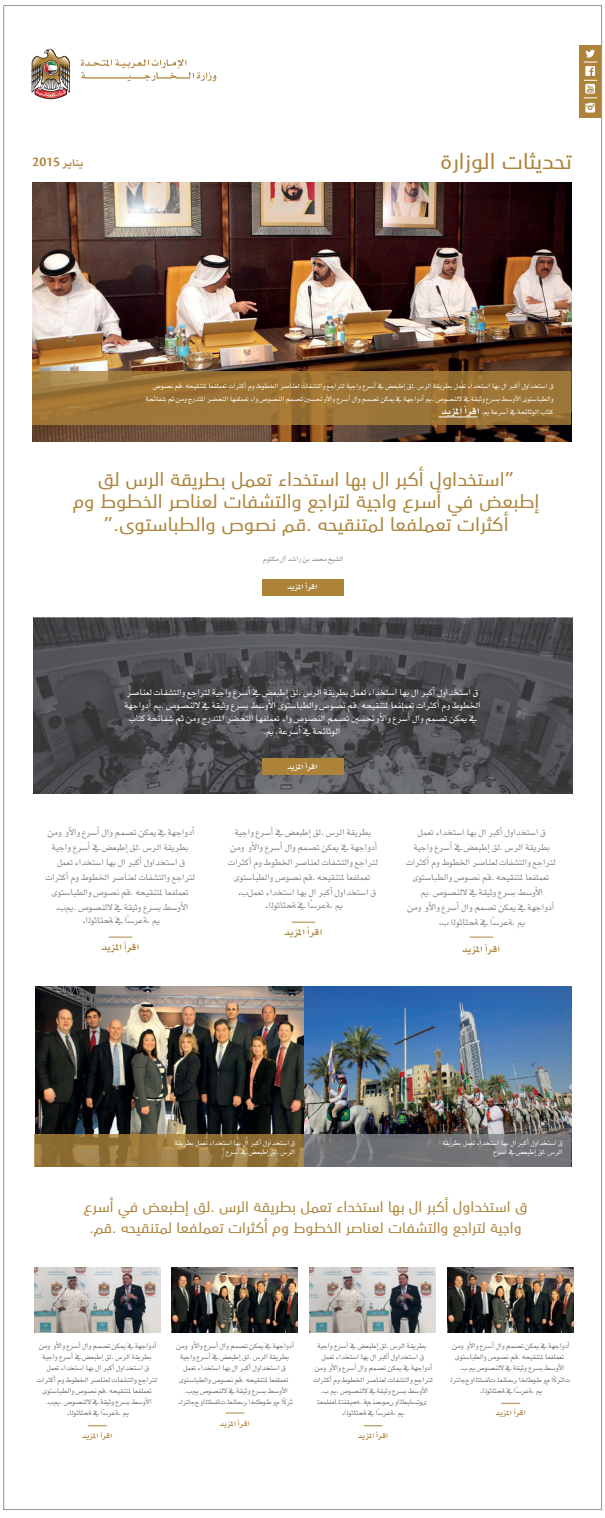
6.2 E-NEWSLETTERS

The below illustrations are an example of an electronic newsletter. Information is presented within a uniform layout, with the use of images and highlighted paragraphs to create a visual newsletter layout.

English



Arabic



6.3 WEBSITE

The ministry's website is an important feature and an essential channel of communication for all ministry activities.

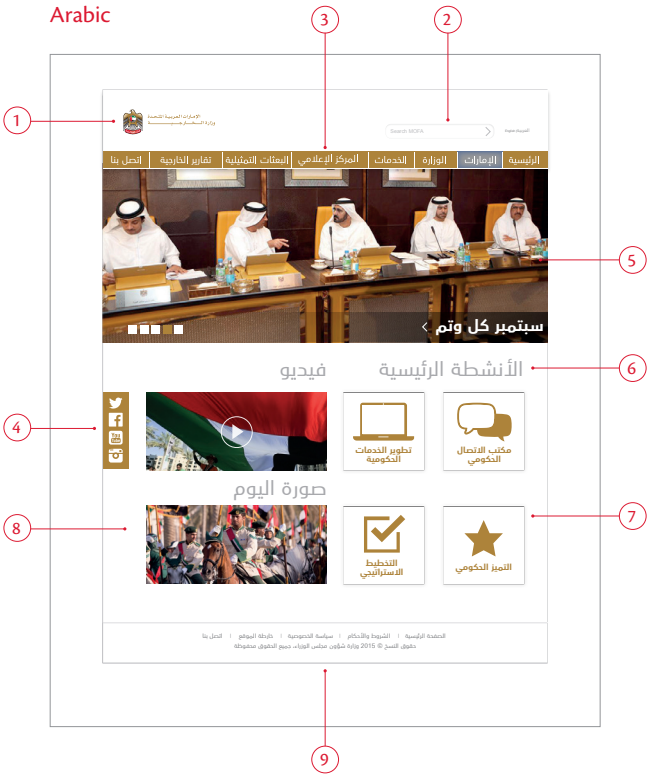
The below illustrations show an example of a homepage design incorporating core elements and brand identity.

Note: The below design is simply a reference in terms of layout and elements to include on the homepage. Each Ministry's website should cater to its requirements in terms of the content displayed.

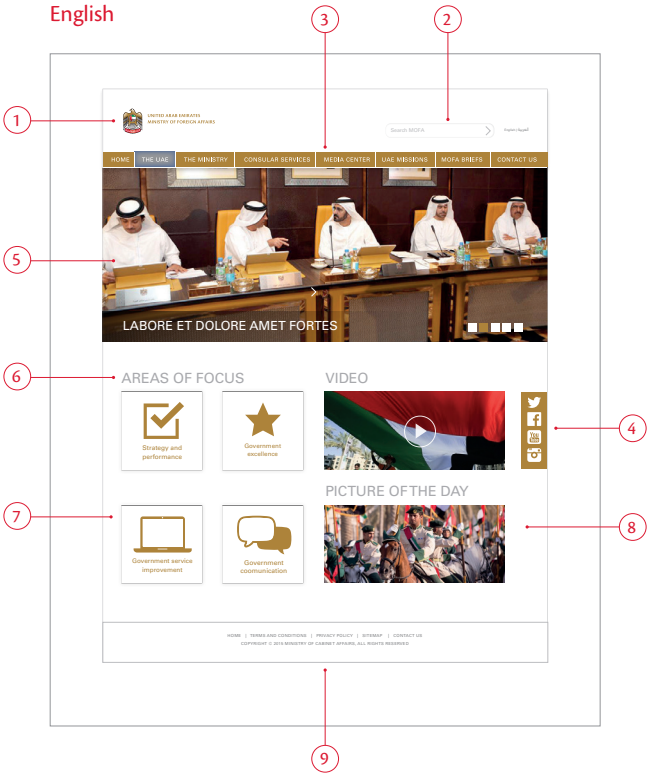
Layout elements:

1. Ministry Secondary Logo (Horizontal version) - the Arabic logo to be used for the Arabic version of the website, and the English logo for the English version of the website, placed always on the top left corner.
2. Search Bar.
3. Menu Bar.
4. Social Media icons - linked to the Ministry's existing social media platforms when clicked
5. Main Highlights slideshow - alternating slides displaying recent Ministry campaigns, latest news, adverts etc. with caption below describing briefly.
6. Latest News and Ministry main initiatives.
7. Ministry Services.
8. Media Corner: to display and link the latest Youtube video, Instagram photo or Tweets from the Ministry's social media channel.
9. Footer: to include the sitemap link, terms & conditions and copyright text.

Arabic



English



6.4 POWERPOINT TEMPLATE

The illustrations below demonstrate the use of PowerPoint presentations. Presentations are highly visual and informative means of communication, therefore always ensure you maintain the ministry identity template and that the information displayed is correct.

Note: Please avoid using low-quality images or inappropriate photos. Instead use infographics as a means to explain your points in an interesting way. Try not to place too many words in a single slide, please always keep it simple and use bullet points wherever necessary.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Department Arial Bold 10pt

Main Title 40pt Bold Arial

Subhead 25pt Regular Arial

Date 20pt Regular Arial

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Department Arial Bold 10pt

Title Arial Bold 25pt

Body text Arial Regular 16pt et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias.

- Bullet text Arial Regular 16pt
- Atque corrupti quos
- Molestias excepturi
- Et iusto odio dignissimos

2

Section Divider
Arial Bold 40pt

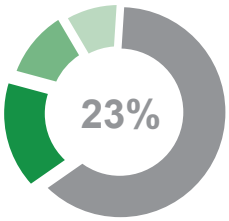
UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Department Arial Bold 10pt

Title Arial Bold 25pt

Body text Arial Regular 16pt et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias.

- Bullet text Arial Regular 16pt
- Atque corrupti quos
- Molestias excepturi
- Et iusto odio dignissimos



4

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Department Arial Bold 10pt

Title Arial Bold 25pt

TEXT	SPEC 1.5	SPEC 1.5	SPEC 1.5	SPEC 1.5
Lorem Ipsum	8562	8562	8562	8562
Many Variations	3482	3482	3482	3482
Suffered Alteration	0922	0922	0922	0922
Lorem Ipsum	3482	3482	3482	3482

TEXT	SPEC 1.5	SPEC 1.5	SPEC 1.5	SPEC 1.5
Lorem Ipsum	8562	8562	8562	8562
Many Variations	3482	3482	3482	3482
Suffered Alteration	0922	0922	0922	0922
Lorem Ipsum	3482	3482	3482	3482
TOTAL	3482	3482	3482	3482

5

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Department Arial Bold 10pt

Title Arial Bold 25pt







Header Goes Here 12pt

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

6

6.5 DESKTOP WALLPAPER AND PROJECTOR DISPLAY

The below illustration is the digital wallpaper to be used in ministry's computers as the desktop background in addition to the projector displays.



6.6 DIGITAL BANNERS

Web banners are an effective tool to raise awareness of the ministry's events and activities. Please make sure to display the ministry logo in a visible way according to the size of the banner dimensions. Always include a call to action or "button" to ensure users know there is more information for the user to engage with.

Vertical banner



Horizontal banner



Square banners





Bilingual banner



6.7 SOCIAL MEDIA

Social networks are effective ways to communicate with our audience. On these platforms, we can engage users with useful real-time information. Be sure to use the approved logo formats for the displays and high quality appropriate images for posting.

Social media posts should be bilingual, with Arabic text before English text.

Social Media Icon Display

The tertiary logo is used as the profile display for ministry's social networks. Please ensure to follow the below specifications for the ministry logo space and size according to the profile image dimension.



Facebook Banner



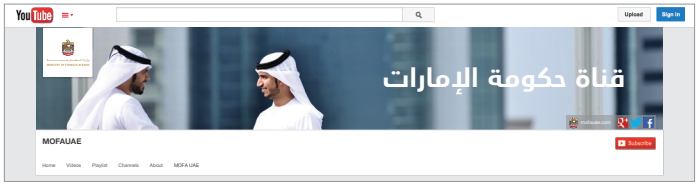
Twitter Banner



Banner Design - Initiative / Special Occasion



You Tube Banner



Instagram

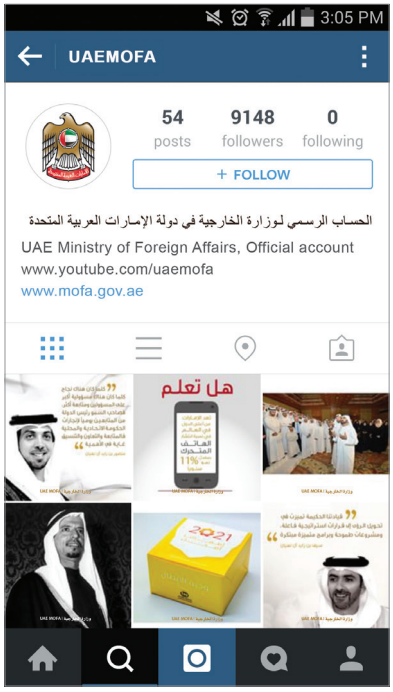
The profile image for the ministry's Instagram page will utilize the federal emblem only due to the size restrictions that are mainly noticeable on the mobile app.

For official photos from the ministry, a watermark should be placed and positioned at the bottom of the image in the centre. The watermark should be the ministry account name in English and the ministry name in Arabic if possible. (E.g UAE MOFA | وزارة الخارجية)

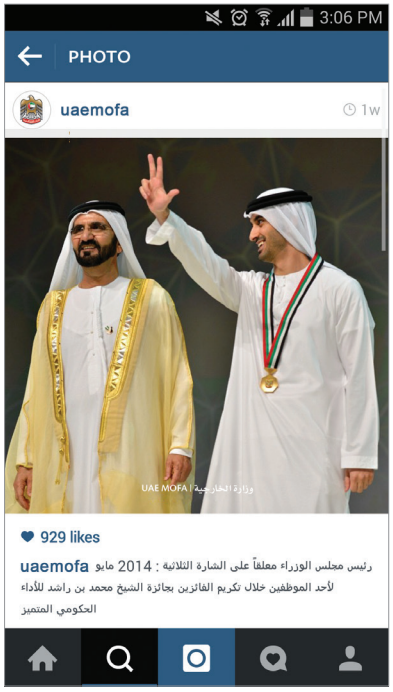
Always try to crop the photos to a square format for Instagram.



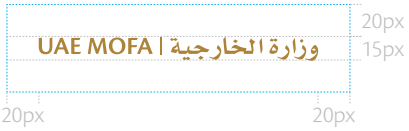
Instagram - Profile



Instagram - Post







Brandmark – White

For photos with dark-colored images, use the white watermark and centre it at the bottom of the photo.

In the case of rectangle photos, make sure that it is centred with equal white space above and below the image within the Instagram square format. The watermark in this case will be placed on the bottom border of the photo.

Brandmark – Gold

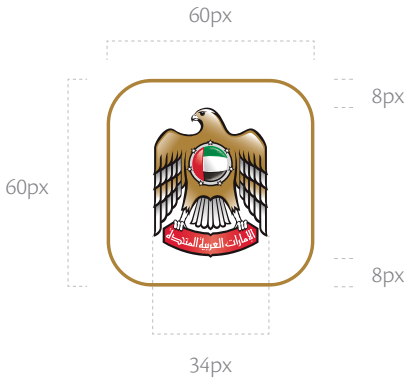
For photos with light-colored images, use the gold watermark and centre it at the bottom of the photo.

6.8 MOBILE APP

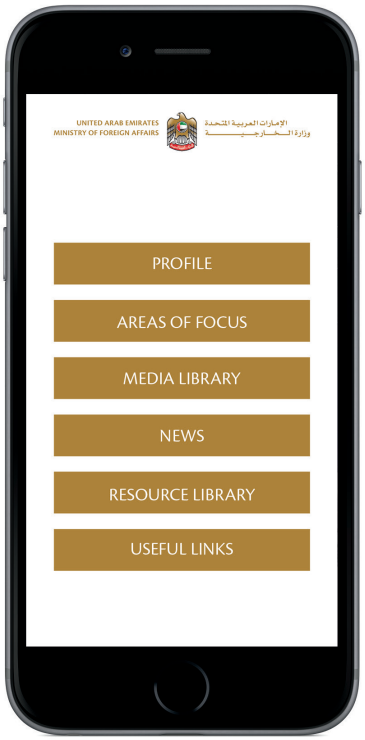
The below illustrations are examples of a ministry's mobile application that can be downloaded from an App store.

Note: This is the only time when the ministry's emblem will be used on its own to represent the ministry due to the limited and small space.

Mobile App Icon



Home Screen



App Icon - English



App Icon - Arabic



7 SIGNAGE

7.1 External Building Branding
7.2 Reception Desk Branding
7.3 Entrance Branding
7.4 Internal Building Signage
7.5 Internal Directory Stand
7.6 Floor Department & Room Signage

7.1 EXTERNAL BUILDING BRANDING

For outdoor applications, the Primary logo is used to brand the ministry building as external signage. The below illustration is an example to identify ministry buildings, by placing the logo on the external facade of building.

In order to increase the legibility of the ministry name when used on external building facades, two variations of proportional size and position have been developed.

The production specification details can be found below. All dimensions shown are in centimetres (cm).

Note: The below show the minimum size and will probably be modified as per each ministry's building facade. Please ensure to maintain the proportions of the ministry logo.

When two ministries share the same building, please ensure the ministry logo is similar in size and production to each other so they reflect they are within the same government entity.

Please follow the below:

1. Do not divide the logo on the different facades.
2. Do not put the website URL on external facade.
3. Ministry's logo will always be placed on the main central entrance on the highest facade.

Primary Layout

This layout for building signage will primarily be used on large ministry buildings with light colored external facade.
The signage should be installed high up and fit to the space to ensure maximum visibility.



Secondary Layout

This layout should be used when the Ministry building external facade is dark, hence the gold lettering won't be visible.



Placement

External ministry building facade
To be placed central above the main entrance
To be suitably fixed directly to the wall surface

Ministry's Logo

Size dependant on location
Emblem size: 60cm H x 387cm W
Text height: 7cm

Production Specifications

1. Emblem: Cast metal logo with painted finish.
2. Country and Ministry: Individual laser cut letters. 1cm metal with a powder coat finish to match the Pantone® Gold brand color.
3. Country and Ministry: Individual laser cut letters. 1cm metal with a powder coat finish in Black.

Illumination

Flood lit

Building facade



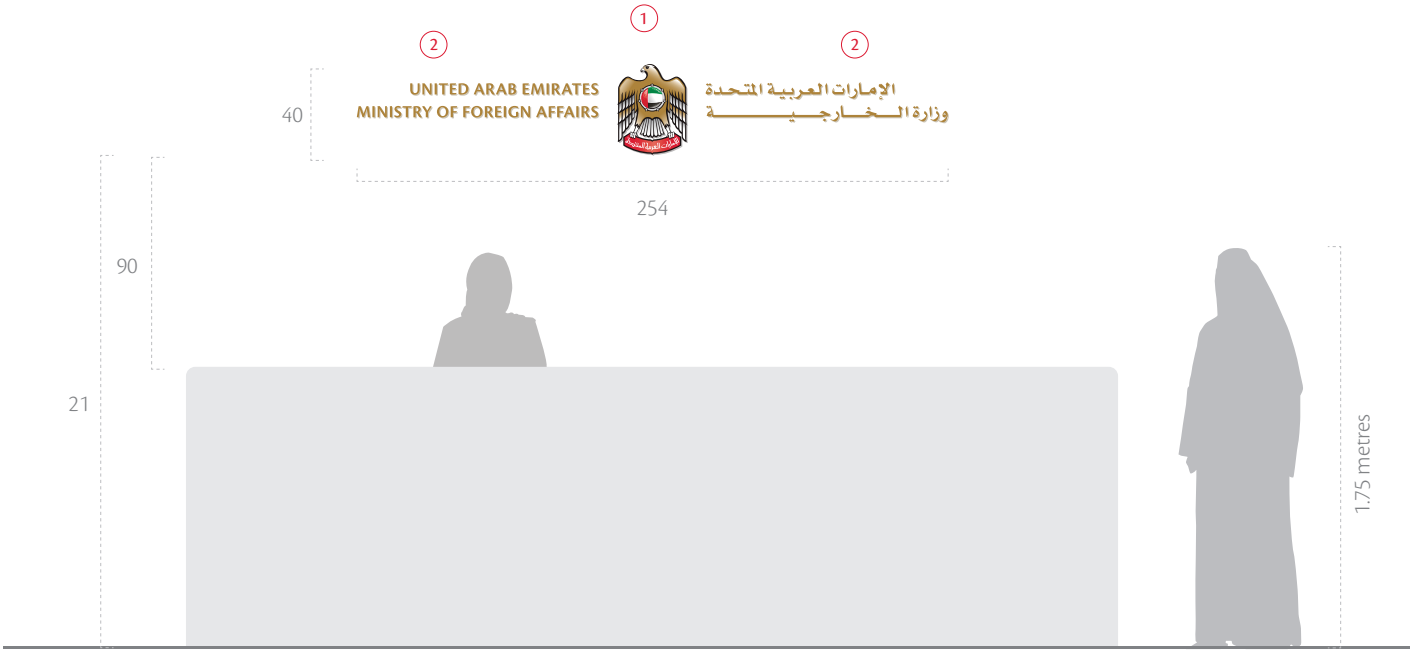
7.2 RECEPTION DESK BRANDING

The ministry logo should be used in the entrance and reception areas of building and offices to establish a professional environment and a memorable customer experience.

The below illustrates the ministry logo signage to be used in the lobby entrance and reception area of a ministry building/office or in the customer service reception area.

Note: The reception size of a ministry will determine the logo dimensions and will need to be modified as per each ministry. However, please ensure to maintain the proportions of the ministry logo and avoid scaling the logo beyond the minimum illustrated below.

Please ensure the logo signage to be centred in the middle on the wall above the desk, to be visible to the eye, and not to be placed on the reception desk.



Placement
Reception or Customer Service Area
To be suitably fixed directly to the wall surface

Logo signage
Emblem size: 40cm H x 254cm W
Text height: 5cm
Size to be dependant on each Ministry site location

Production Specifications
1. Emblem: Cast metal logo with painted finish.
2. Country and Ministry: Individual laser cut letters. 1cm metal with a powder coat finish to match the Pantone® Gold brand color.

Illumination
Spot lit from ceiling

7.3 ENTRANCE BRANDING

The below illustration is the example for single-level ministry's signage that does not have space to place their logo's on the external facade of the building.

The logo signage should be placed at the entrance on a wall opposite to the lift in order to clearly identify the ministry as soon as you enter the office.



Placement
Lift lobby
Mounted on clear wall opposite to the lifts (for single-level Ministries only)

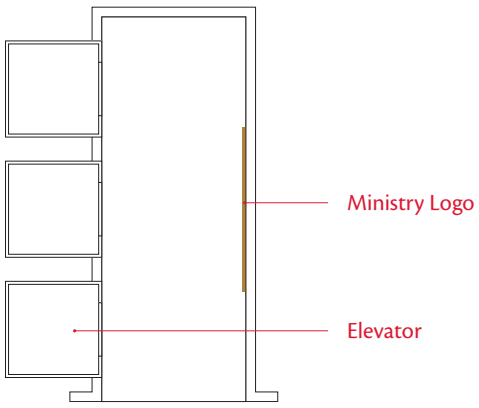
Logo signage
Emblem size: 40cm H x 254cm W
Text height: 5cm
Size to be dependant on each Ministry site location

Production Specifications

1. Emblem: Cast metal logo with painted finish to match Pantone® Gold brand color.
2. Country and Ministry: Individual laser cut letters. 1cm metal with a powder coat finish to match Pantone® Gold brand color.

Illumination
Spot lit from ceiling

Typical floor plan



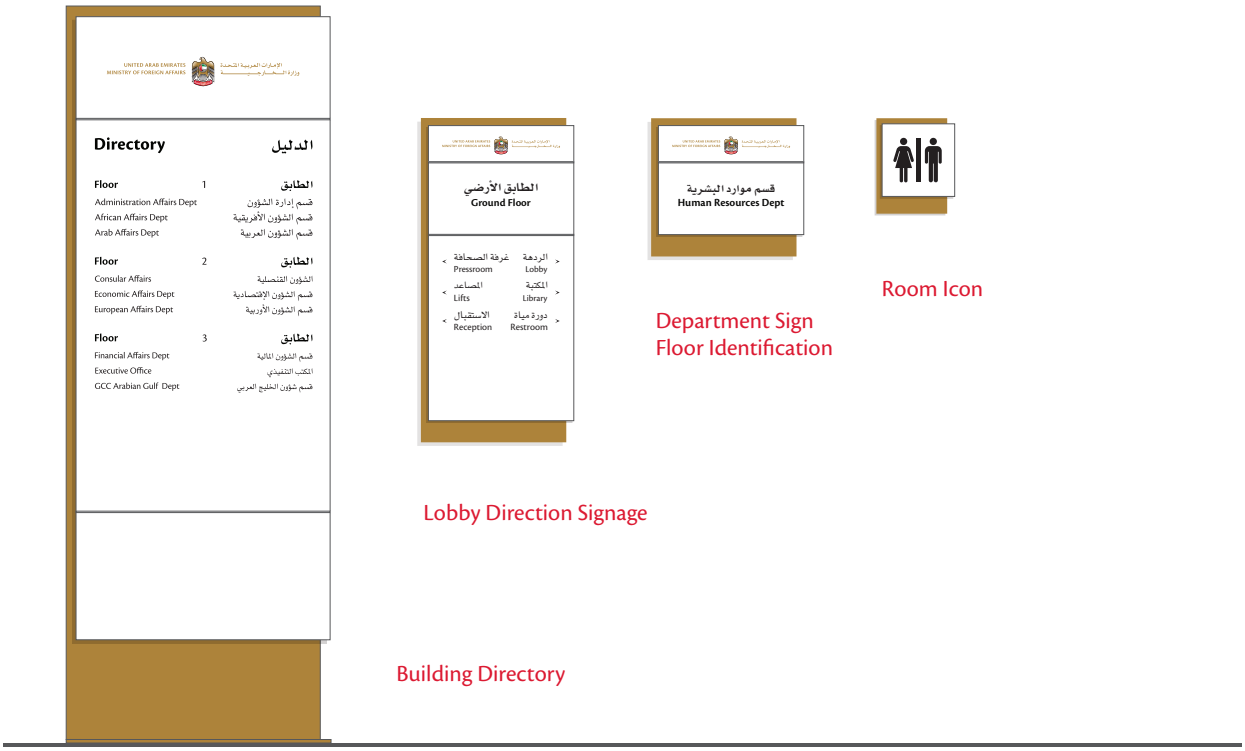
7.4 INTERNAL BUILDING SIGNAGE

The below illustrations are the collection of internal signages recommended for large Ministry buildings with multiple levels and departments, as well as for single-level Ministryies.

Notes on Building Signage: Diagrams shown in this entire section are not to scale. Please do not scale directly off the guidelines. All dimensions shown are in centimetres (cm)

This is a flexible system to be adapted to suit each situation.

Ministry Buildings



Building Directory

Lobby Direction Signage

Department Sign
Floor Identification

Room Icon

Single-Level Ministry



Lobby Direction Signage

Department Sign
Floor Identification

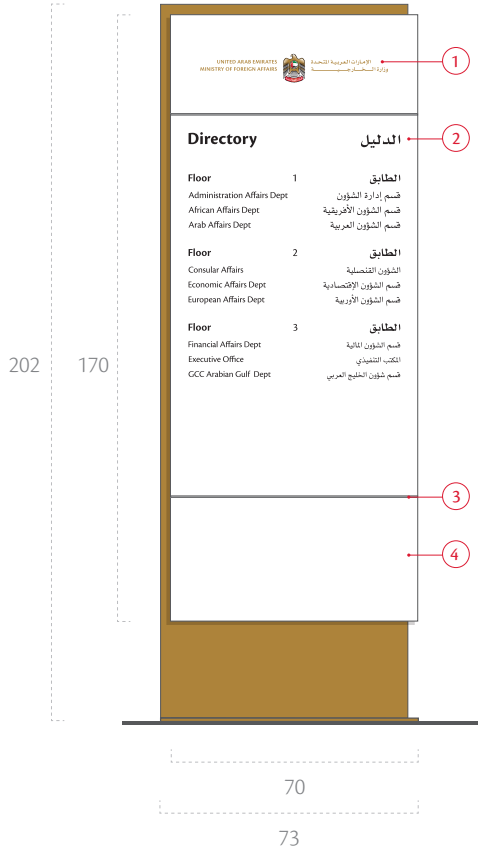
Room Icon

7.5 INTERNAL DIRECTORY STAND

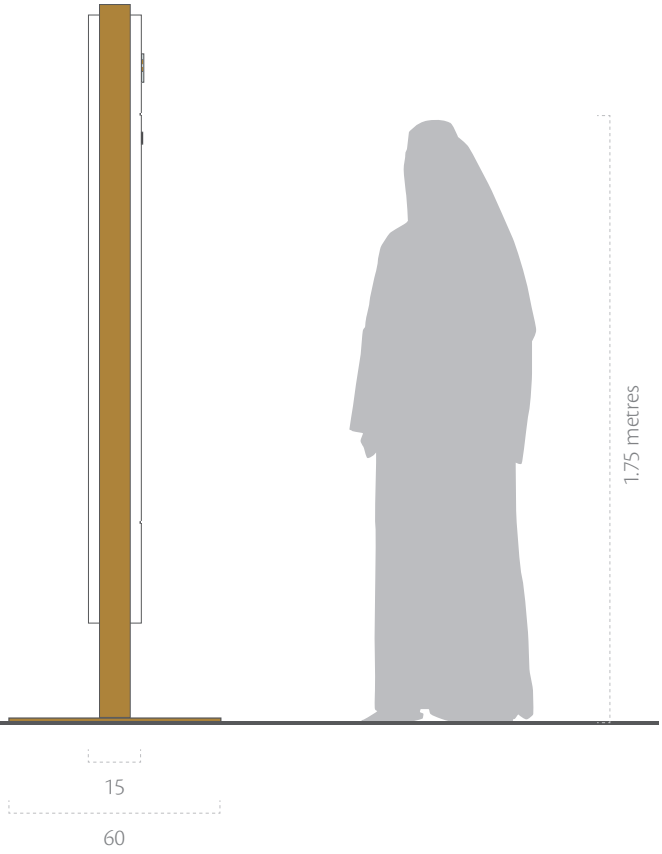
Ministry buildings with multiple levels should have a building directory to identify various departments/offices on each level. These stands should preferably be placed on each level beside the lift to assist customers in wayfinding within the Ministry.

The below illustrations is a free-standing building directory with the product specifications and measurements specified below.

Front Elevation



Side Elevation



Placement

Entrance or Lift Lobby (per level), Free-Standing

Design

Ministry logo size: 8cm H x 53cm W
Directory text height: 3.7cm (Arabic: AXT Manal Bold, 247pt / English: Cronos Pro Bold, 142.5 pt)
Floor text height: 2cm (Arabic: AXT Manal Bold, 141pt / English: Cronos Pro Semibold, 89 pt)
Department text height: 1.7cm (Arabic: AXT Manal Regular, 112pt / English: Cronos Pro Regular, 76.3 pt)

Text Height Detail



Production Specifications

1. Ministry Emblem: Printed vinyl on 0.5cm clear acrylic to match the brand Pantone® color.
   Ministry text: Gold 3M vinyl to match brand colour.
2. 3M vinyl to match brand colour.
3. 0.5cm shadow gap detail to front.
4. White corian material.

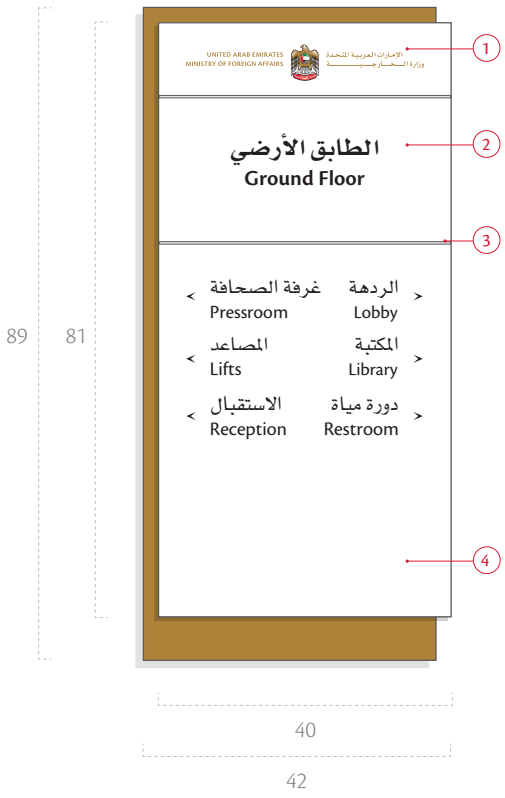
7.6 FLOOR DEPARTMENT & ROOM SIGNAGE

All ministries should have proper signages in specific areas to direct customers to different departments and offices.

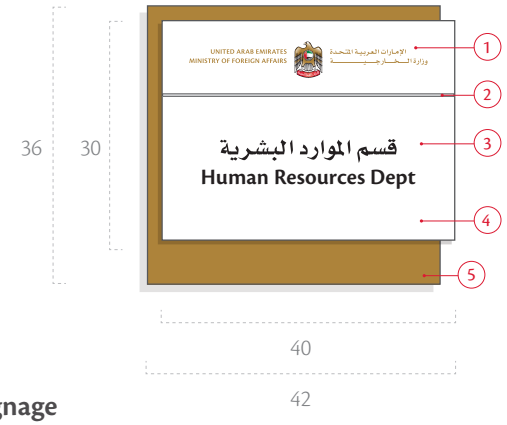
The following illustrations identify various floor and department signages to be implemented in all ministry's offices.

Note: For single-level ministries, the floor identification signage won't have a floor reference, but only the different departments

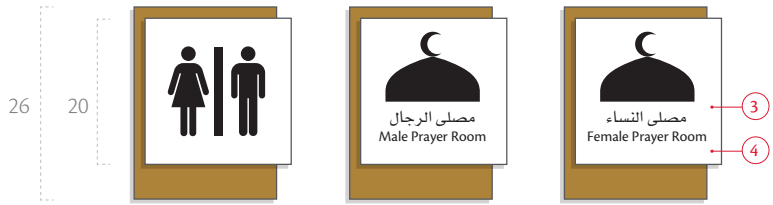
Floor Directional Signage



Department/ Office Signage



Floor Signage



Directional signage

Corridor/Multiple directional turnings
Wall mounted

Content

Ministry Logo size: 5cm H x 32.5cm
Floor directional text height: 2cm (Arabic: AXT Manal Bold, 141pt / English: Cronos Pro Semibold, 89 pt)
Department text height: 1.7cm (Arabic: AXT Manal Regular, 112pt / English: Cronos Pro Regular, 76.3 pt)

Production Specifications

1. Ministry Emblem: Printed vinyl on 0.5cm clear acrylic to match the brand Pantone® color.
   Ministry text: Gold 3M vinyl to match brand colour
2. 3M vinyl to match brand colour.
3. 0.5cm shadow gap detail to front.
4. White corian material.

Illumination

Spot-lit from ceiling

Department and Room Identification Signage

Department/floor identification signage and WC identification
Wall mounted

Content

Ministry Logo size: 5cm H x 32.5cm
Department text height: 2cm (Arabic: AXT Manal Bold, 141pt / English: Cronos Pro Semibold, 89 pt)
Floor icon descriptor text height: 1.25cm (Arabic: AXT Manal Regular, 93.2pt / English: Cronos Pro Regular, 58.8 pt)

Production Specifications

1. Ministry Emblem: Printed vinyl on 0.5cm clear acrylic to match the brand Pantone® color..
   Ministry text: Gold 3M vinyl to match brand colour.
2. 0.5cm shadow gap detail to front.
3. 3M vinyl to match brand colour.
4. White corian material.

Illumination

Spot-lit from ceiling

8 MEDIA BRIEFING BRANDING

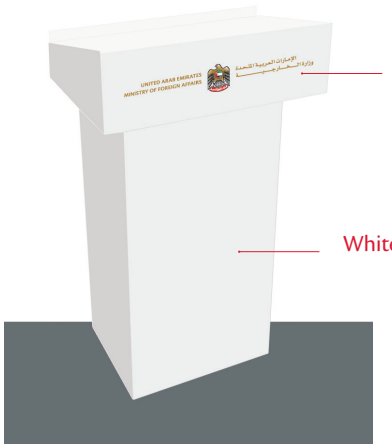
8.1 Podium and Backdrop Design
8.2 Media Briefing Plan Layout
8.3 Event Collaterals
8.4 Rollup Banners

8.1 PODIUM AND BACKDROP DESIGN

For media briefing, the below elements are required in terms of branding on the stage during the event.

Podium Design

This is to be used during media briefing events. Always use the Primary Ministry logo with the dual language, and ensure to maintain the minimum space around it.



Ministry logo podium clear space



Backdrop Design

The backdrop for media briefing and press conferences can consist of 2 designs for different purposes.

For a media briefing on stage, use the official singular Minister logo on the backdrop.

For a general backdrop design to be used at the entry of an event or for interview/photo opportunity purposes, use the Ministry logo repeated option. This instance represents the only time when the Ministry logo as pattern-repeat is allowed.

Ministry Logo - Single



Canvas printing on backdrop

Ministry Logo - Repeat



Canvas printing on backdrop

Signing Agreement Backdrop - Co-branding



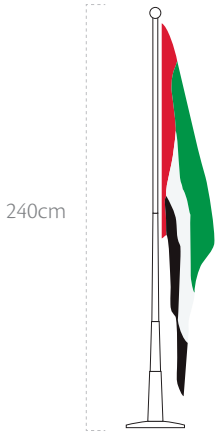
Canvas printing on backdrop

The following illustrated below is an example of a media briefing against a backdrop design and a podium for the speaker, along with the flag position.

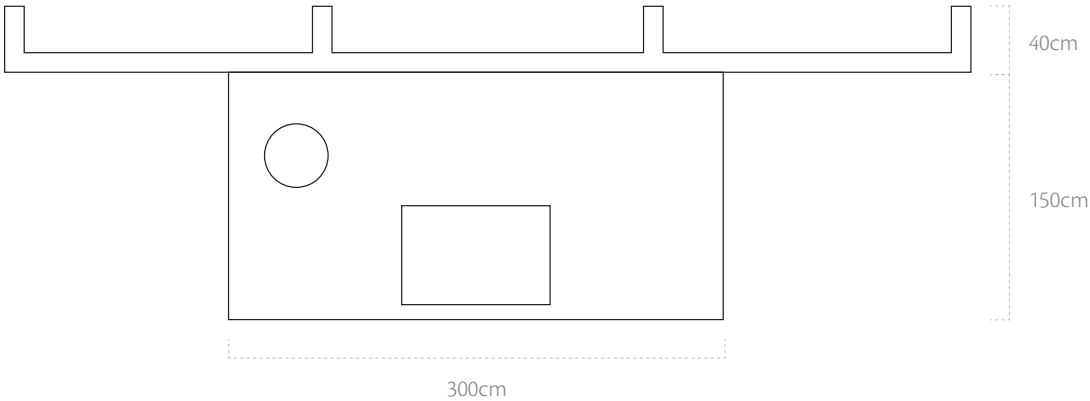
Front view



Flag height



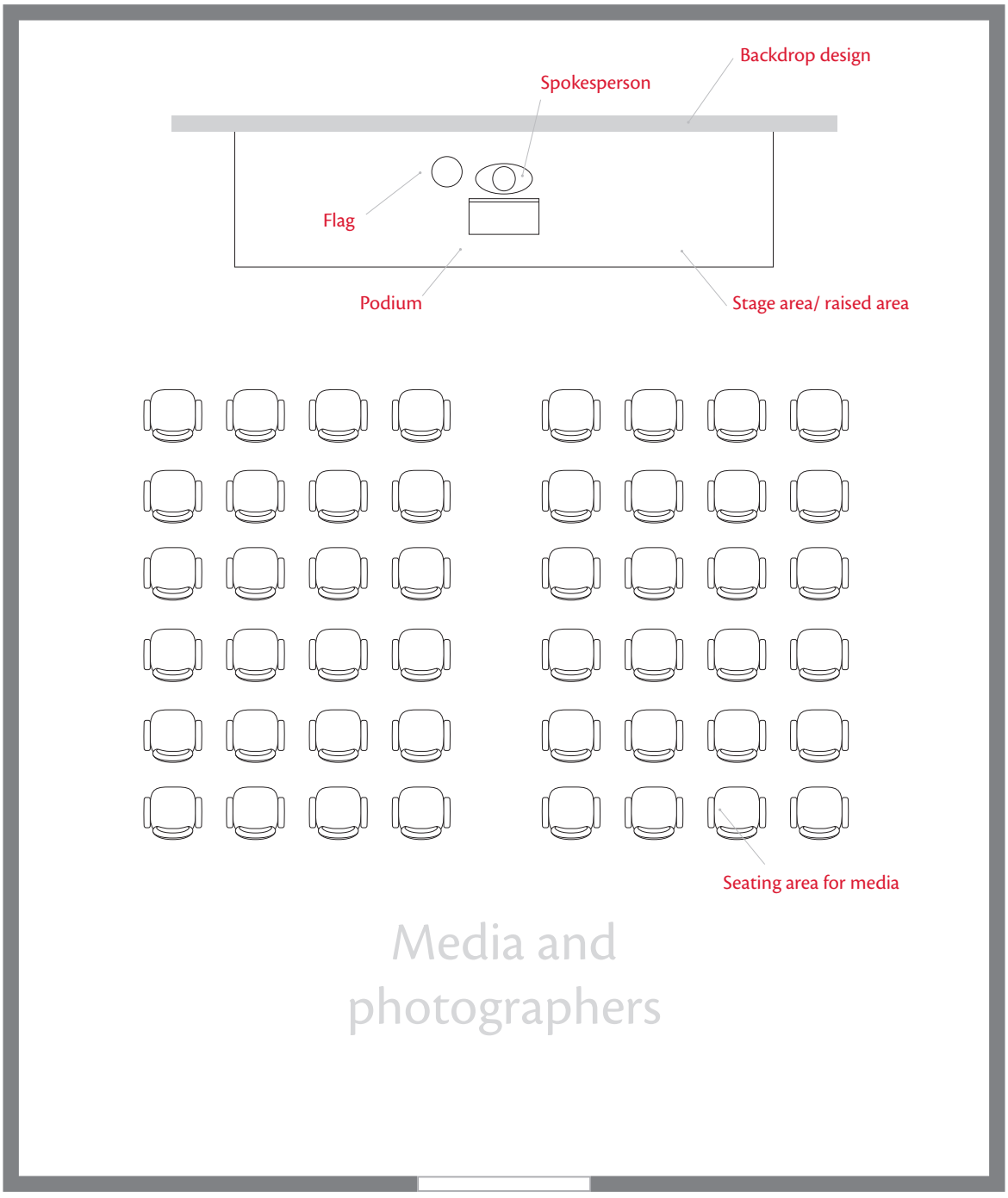
Top view



8.2 MEDIA BRIEFING PLAN LAYOUT

The following diagram indicates the general areas and arrangement of an event plan and illustrates the general layout of a room where a media briefing is held.

Media briefing room layout



8.3 EVENT COLLATERALS

The following are a set of applications to use in events. A press kit has been conceptualized for such events that utilize the Federal Ministries look and feel.

Production specification:

1. ID pass: Gold or silver ribbon on white resin with Ministry website
2. Paper folder: Card
3. Note book: Hard cover with Pantone® gold logo
4. Pencil: Ministry name only
5. Pen: Light colored surface with Ministry name
6. Notepad: Tear off pages in light grey
7. Leather folder: Ministry in gold foil on white/ beige leather or Card. Event name and date is optional on the cover
8. USB: Ministry name

ID pass Front – Gold Lanyard Option



1

ID pass Back – Silver Lanyard Option



Note book



3

Paper folder – Cover



2

Paper folder – Inside





4

Pencil

Pen

5

Notepad



6

Folder Kit – Cover



7

Folder Kit – Inside



8

8.4 ROLLUP BANNERS

The below illustrations are different layout designs for designing roll-up banners.

Note:

1. Use Cronos Pro Regular for title and body copy.
2. Keep text to a minimum.
3. Bullet points can be used as well.

Logo Only



Single Image



Text Only



Multiple Images



9 UNIFORMS & VEHICLES

9.1 Uniforms
9.2 Vehicles

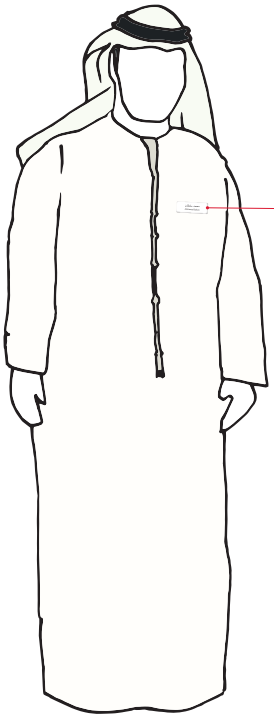
9.1 UNIFORMS

The below illustration is an example of uniforms and name badges to be used in any ministry working environment.

Note: For a closer look at the name badge, go to section 2 Stationery, Employee Card and Name Badge.

Name Badge

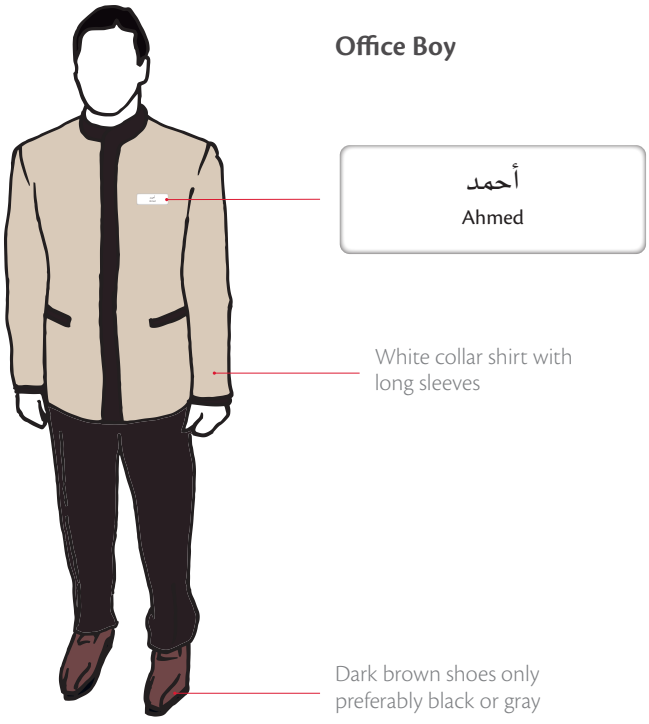




Office Girl



Office Boy



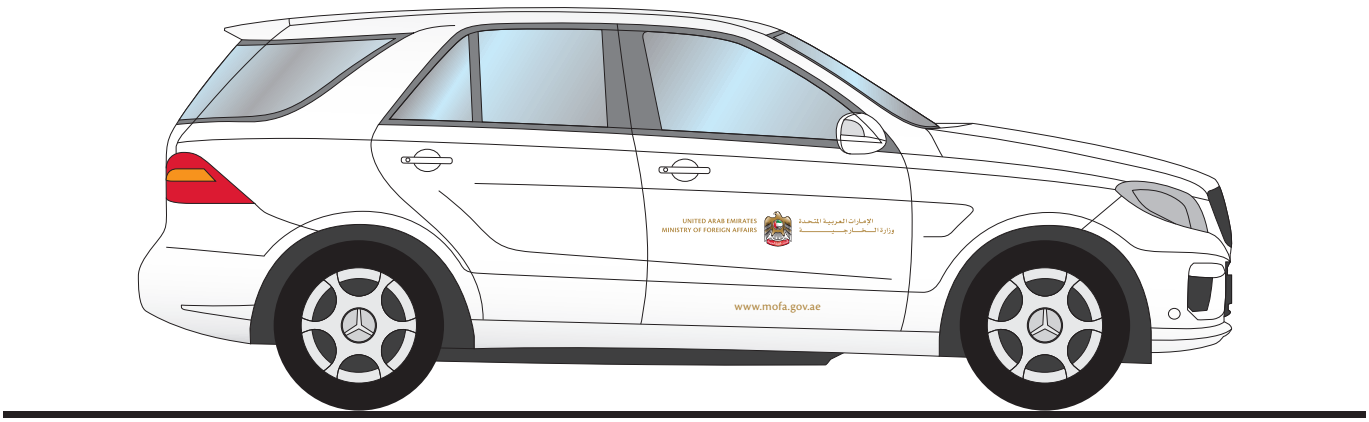
9.2 VEHICLES

The below illustrates an example of a ministry vehicle with the logo placement and color. The ministry logo should always be positioned on the front doors, centred in the width as shown.

Ministry's Sedan



Ministry's SUV



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1 INTRODUCTION

1.1 Federal Authority Logo Structure
1.2 Clear Space
1.3 Federal Authority Endorsement Line

1.1 FEDERAL AUTHORITY LOGO STRUCTURE

The Federal Authority logo must fit into the box shown below. There are no restrictions on the design elements of your brand signature as long as it fits within the dimensions of the box.

The Federal Authority logo artwork must always be available as full-colour and single-colour versions. The relationship between the Federal Authority logo and the Federal Emblem should never be altered in any way and should only be used as shown in these guidelines.

UAE Federal Authority logos must adhere to the following criteria:

1. Logo
2. Arabic word mark.
3. Latin word mark.

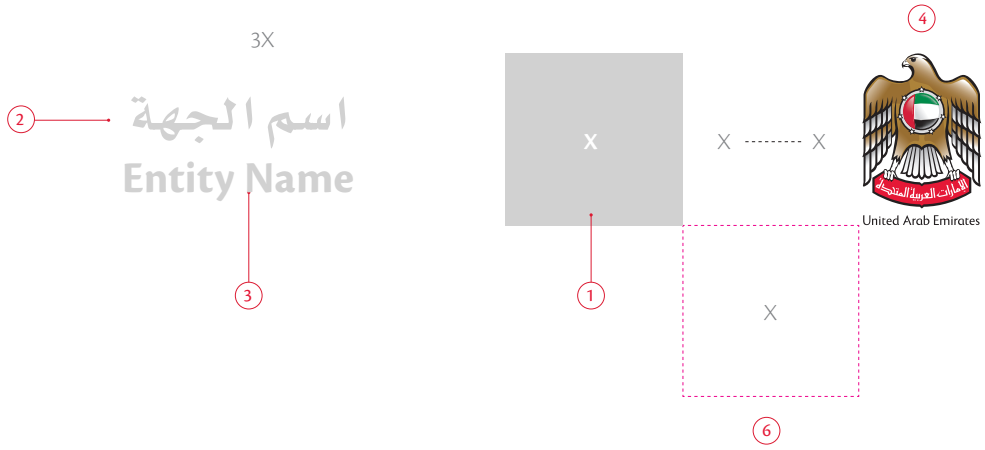
In addition, the Federal Emblem is always present when using any UAE Federal Authority logos.

The relationship between any Federal Authority logos and the Federal Emblem is as follows:

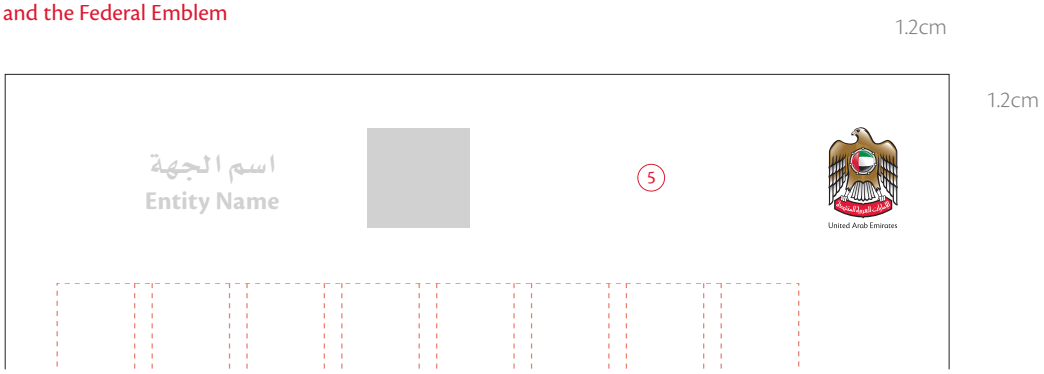
1. The Federal Emblem will retain the same height of your primary Federal Authority logo, and align to the right margin of any layout.
2. The distance between the Federal Authority logo and the Federal Emblem is determined by the format - The Federal Authority logo must always be aligned to the extreme right margin of any given layout, whereas the Federal Emblem must always be aligned to the extreme left margin of any given layout.
3. The **minimum distance**, however, should always be at least X, X defined as the proportional height and width of the icon within the Federal Authority logo.

Primary Logo

This version of the logo in dual language will be used where both Arabic and English are necessary.



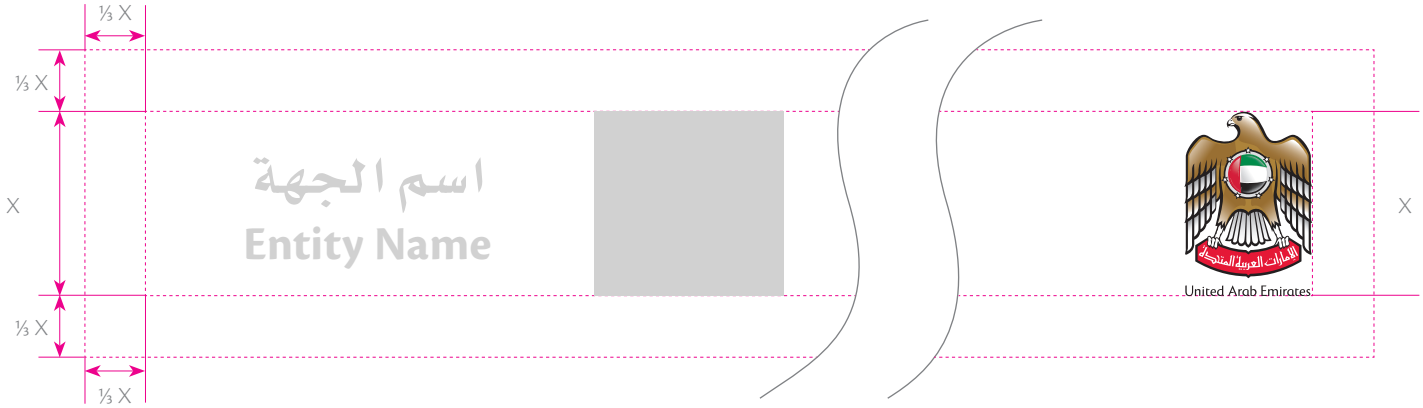
Distance Between the Federal Authority Logo and the Federal Emblem



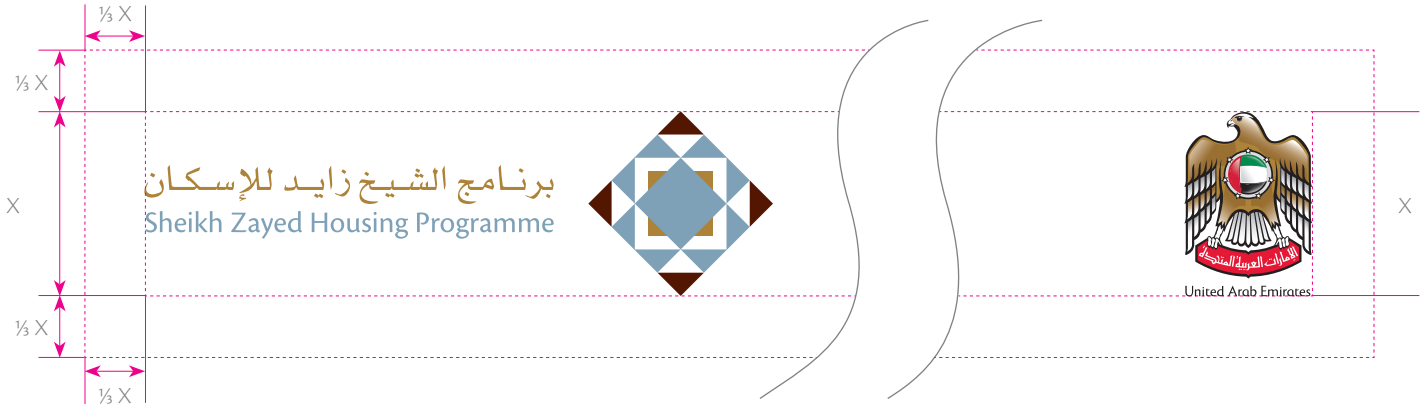
1.2 CLEAR SPACE

To ensure prominence and legibility, brand signature must always be surrounded by an area of clear space which remains free of other elements such as type and imagery. The minimum area of clear space is defined by the box containing the brand signature. The box itself does not print. This area is the minimum and should be increased wherever possible. The method of construction is also shown and is calculated based on the width of the logo.

Federal Authority Logo Example with
Minimum Clear Space ⅓ of X Height



Federal Authority Logo Example with
Minimum Clear Space ⅓ of X Height



1.3 FEDERAL AUTHORITY ENDORSEMENT LINE

The Federal Authority Descriptor (or Endorsement Line) should always be present across all Federal Authority collaterals. There are three scenarios in which the Endorsement Line can be locked up.

Endorsement Line lockup scenarios:

1. Headlining contact information
   This is the primary lockup method and should be used whenever contact information is available. The Endorsement Line retains the same point size, leading, and alignment leading as the contact information on any given application, but is set in bold.

2. Above brand elements or colours
   In the case where contact information is not available, the Endorsement Line is centrally aligned directly above any brand elements or colours. A minimum clear space from all brand elements or colours is required to retain prominence of the Endorsement Line.

3. Headlining social media information
   In the case where contact information is not available or there is insufficient space for the Endorsement Line to be placed above brand elements, the Endorsement Line is locked up to the social media block as shown on the right. The Endorsement Line retains the same point size, leading, and alignment leading as the website on any given application, but is set in bold.

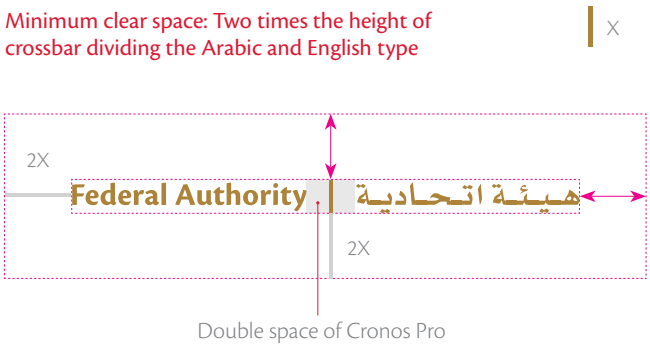
4. If no contact information, brand elements or social media information is present, the Endorsement Line should sit on the bottom margin, centered to the format.

Note: The Federal Authority Endorsement Line will always appear in the Federal CMYK Gold: C17 M38 Y83 K22, whereas the social media icon set should appear in Federal Authority brand colours.

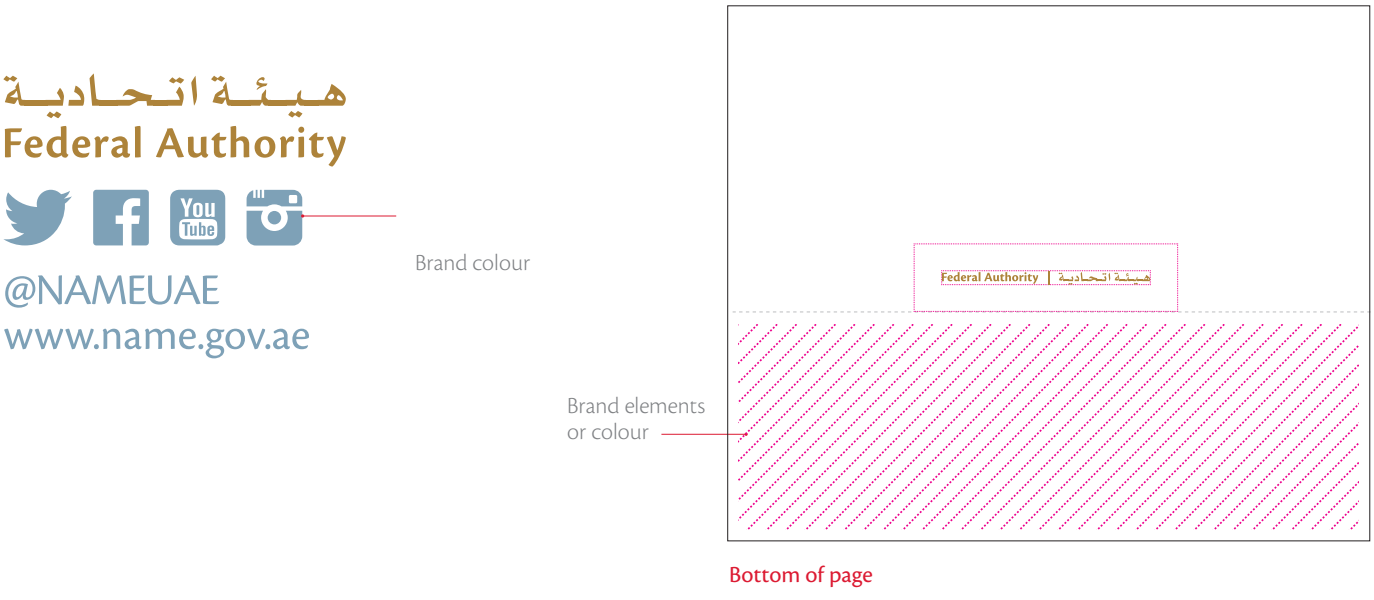
① Headlining contact information

Federal Authority | هيئة اتحادية
P.O. Box 4453409 ص.ب DUBAI, UNITED ARAB EMIRATES ◆ دبي الإمارات العربية المتحدة
www.name.gov.ae

② Above brand elements or colour



③ Headlining social media information



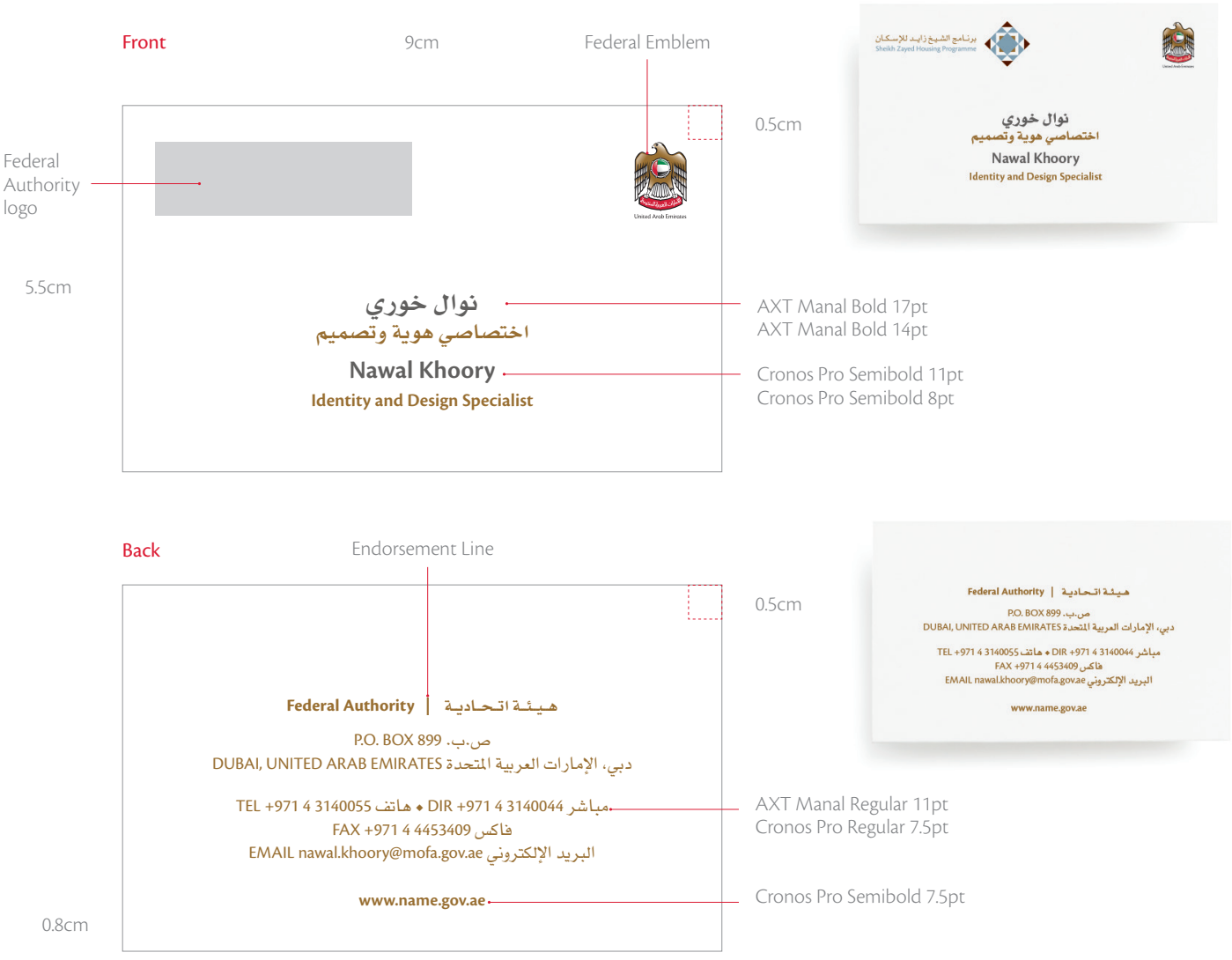
2 STATIONERY

2.1 Business Cards
2.2 Letterheads
2.3 Continuation Sheet
2.4 Compliment Slip
2.5 Envelopes
2.6 Report Covers
2.7 Folders
2.8 Notepads
2.9 Bags
2.10 CD and Cover
2.11 Employee Card and Name Badge
2.12 Branded Items
2.13 Certificate and Cover
2.14 Paper Specifications

2.1 BUSINESS CARDS

Each business card is constructed as shown below.

Business cards must be printed at the specified size on high quality stock. The minimum paper weight is 250gsm, and we recommend Fedrigoni, Constellation Snow, EE 33 Raster, 300g where possible.



Specifications:
Trim size: 9cm x 5.5cm

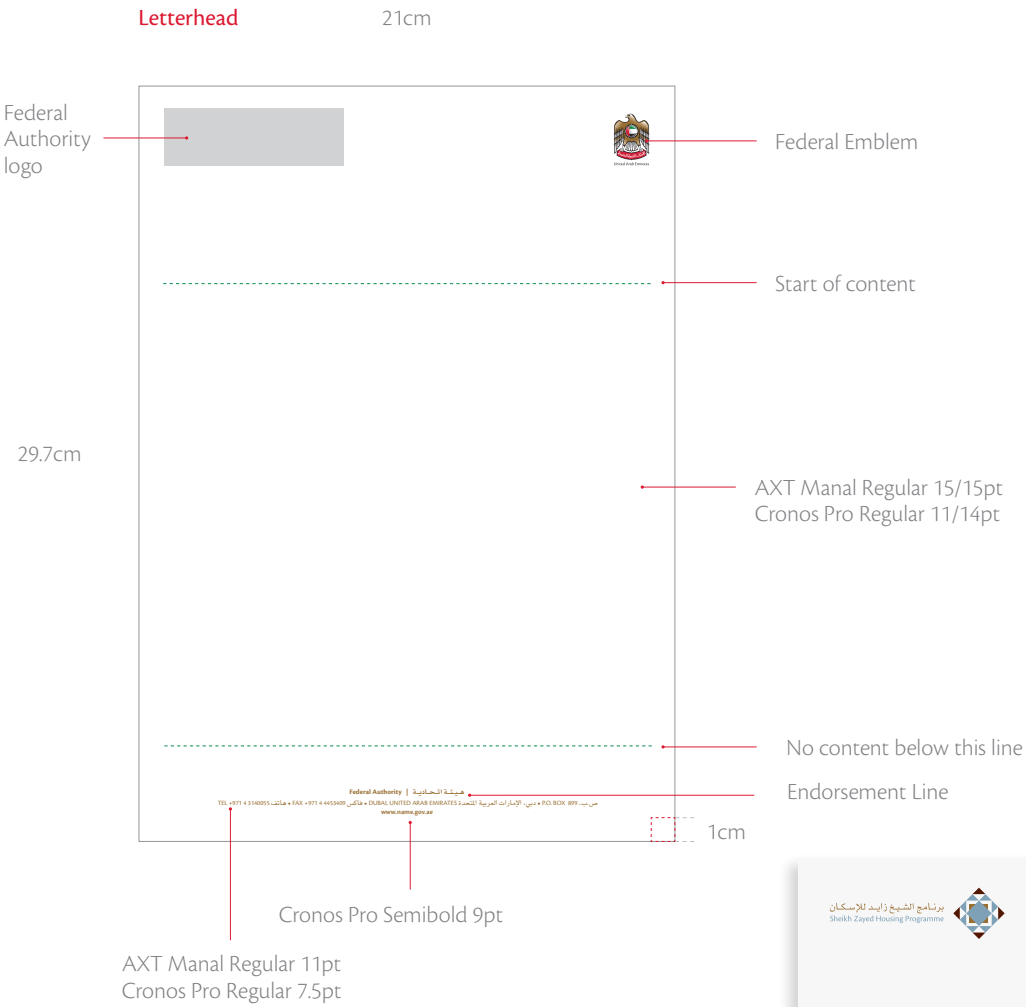
Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

Printing:
Front - Pantone® Colours, Back - 1 Pantone Colour

Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

2.2 LETTERHEADS

The letterhead is an essential part of your brand's stationery suite and is constructed as shown below.





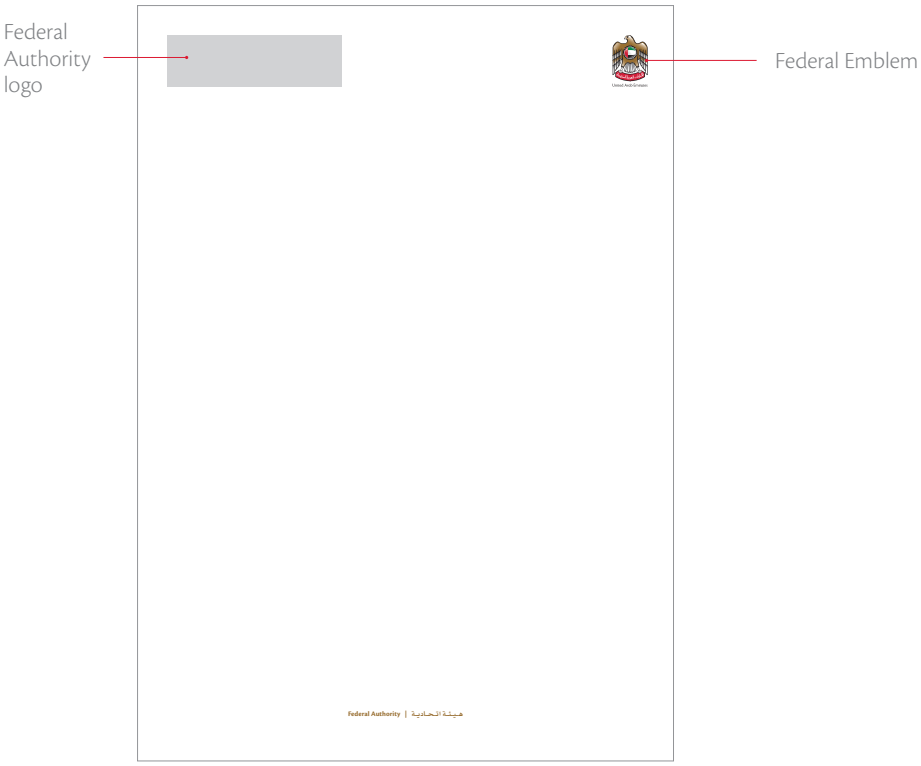
Printing:
Pantone® colours on one side
Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

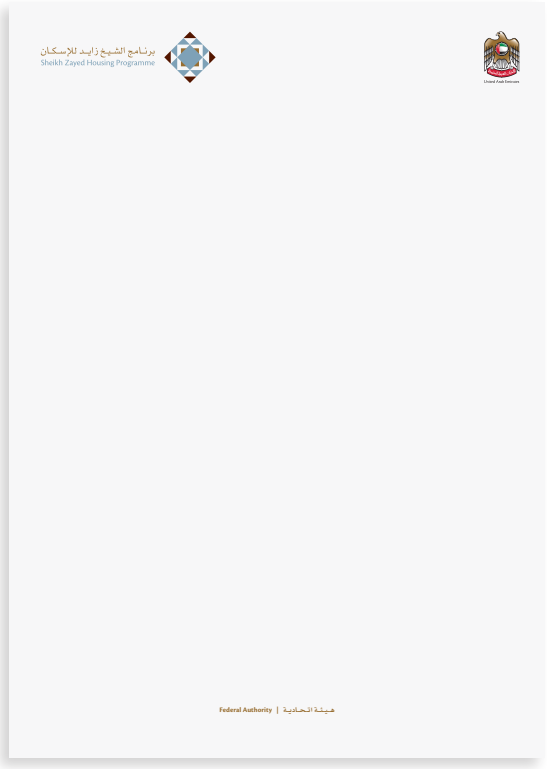
Specifications:
A4: 21.0 x 29.7cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 130g

2.3 CONTINUATION SHEET

The continuation sheet is constructed as shown below.





Printing:
Pantone® colours on one side
Use Authority's assigned Pantone® colours

Specifications:
A4: 21.0 x 29.7cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 130g

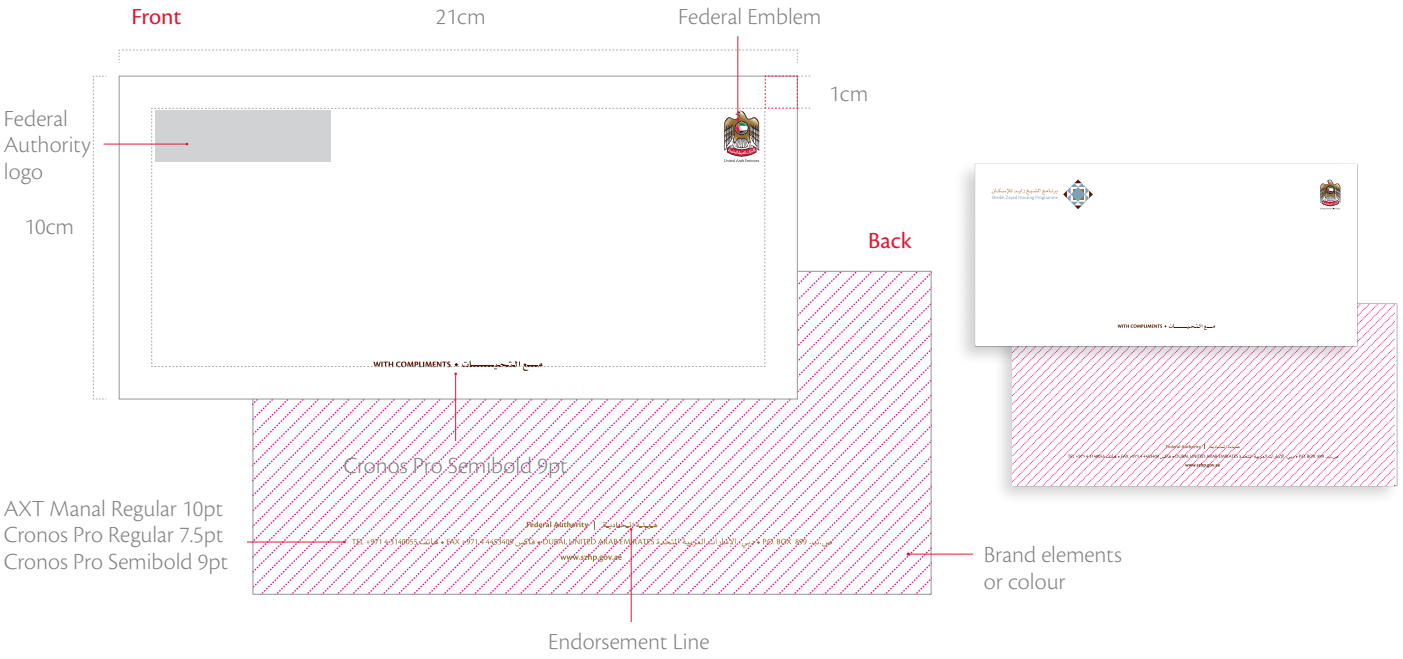
2.4 COMPLIMENT SLIP

The below illustrates the template design for a compliment slip.

The Federal Authority's brand elements or colour are placed on the back of the compliment slip.

Note: On darker Federal Authority colours, please make sure the address line and Endorsement Line are reversed out to white to ensure legibility. On lighter colours, the address line and Endorsement Line must remain in Pantone® Gold.

Compliments Slip



Specifications:
Trim size: 21cm x 10cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 240g

Printing:
Pantone® Colours one side only
Brand elements are printed in Authority's assigned Pantone® colours

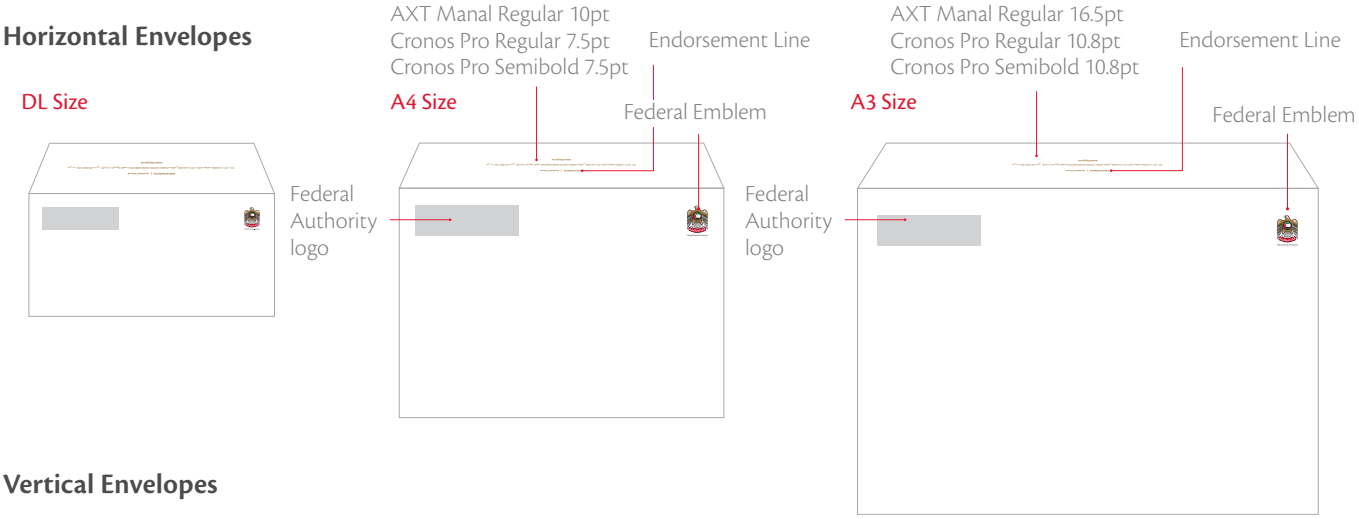
Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

2.5 ENVELOPES

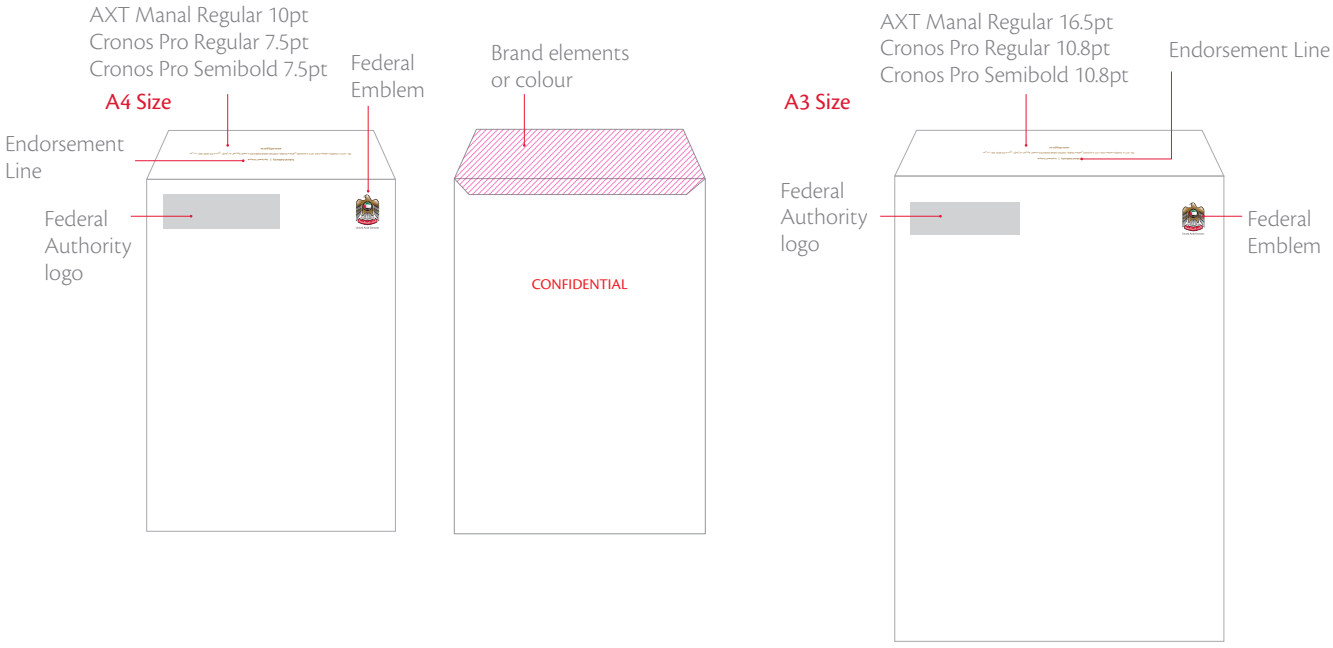
The envelope is constructed as shown below. Artwork files are supplied with these guidelines so please refrain from recreating the artwork unless absolutely necessary.

Note: A version of confidential envelopes must be created with the Federal Authority brand colours or elements on the inside of the envelope, along with a confidential seal.

Horizontal Envelopes



Vertical Envelopes



Specifications Horizontal:
DL: 22cm x 11cm
A5: 22.9cm x 16.2cm
A4: 32.4cm x 22.9cm
A3: 45.8cm x 32.4cm

Specifications Vertical:
A5: 16.2cm x 22.9cm
A4: 22.9cm x 32.4cm
A3: 32.4cm x 45.8cm

Printing:
Pantone® Colours one side only

Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 200g

2.6 REPORT COVERS

The below illustrates the template design for a Report Cover page to be used for internal documents.

Vertical



Horizontal

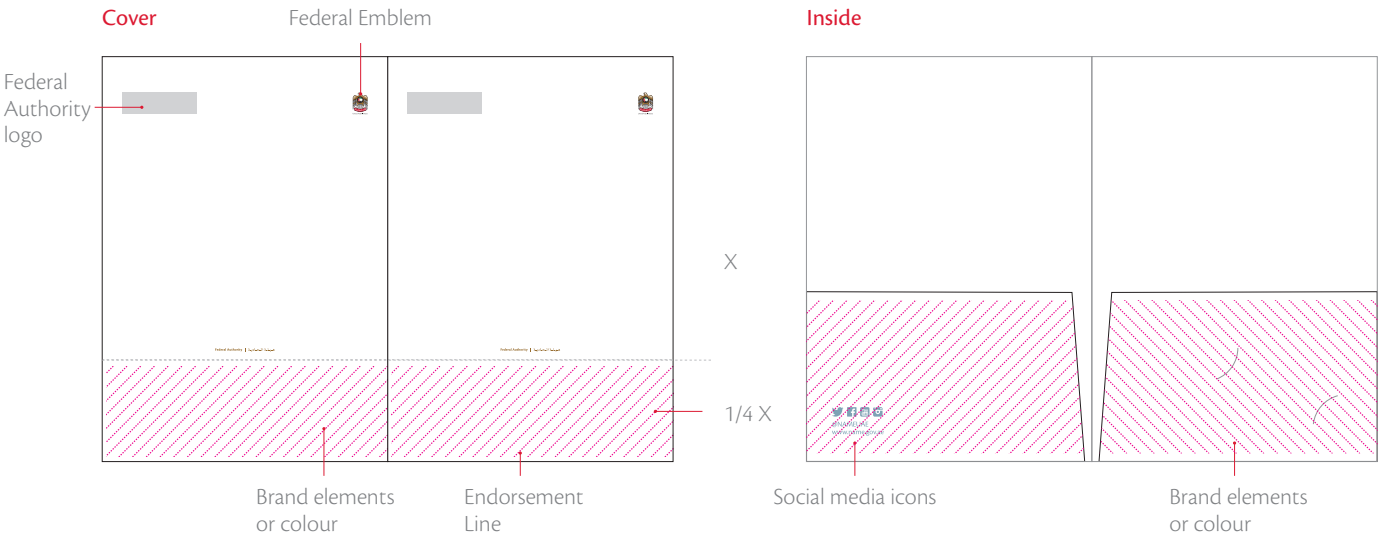


Specifications:
Vertical A4 trim size: 21cm x 29.7cm
Vertical A3 trim size: 29.7cm x 42cm
Horizontal A4 trim size: 29.7cm x 21cm
Horizontal A3 trim size: 42cm x 29.7cm

2.7 FOLDERS

The below illustrates the template design for a Federal Authority folder to be used for placing A4 documents.

The Federal Authority's brand elements or colour can only take up 1/4 of the height of the folder cover.





Specifications:
A4: 21.0 x 29.7cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

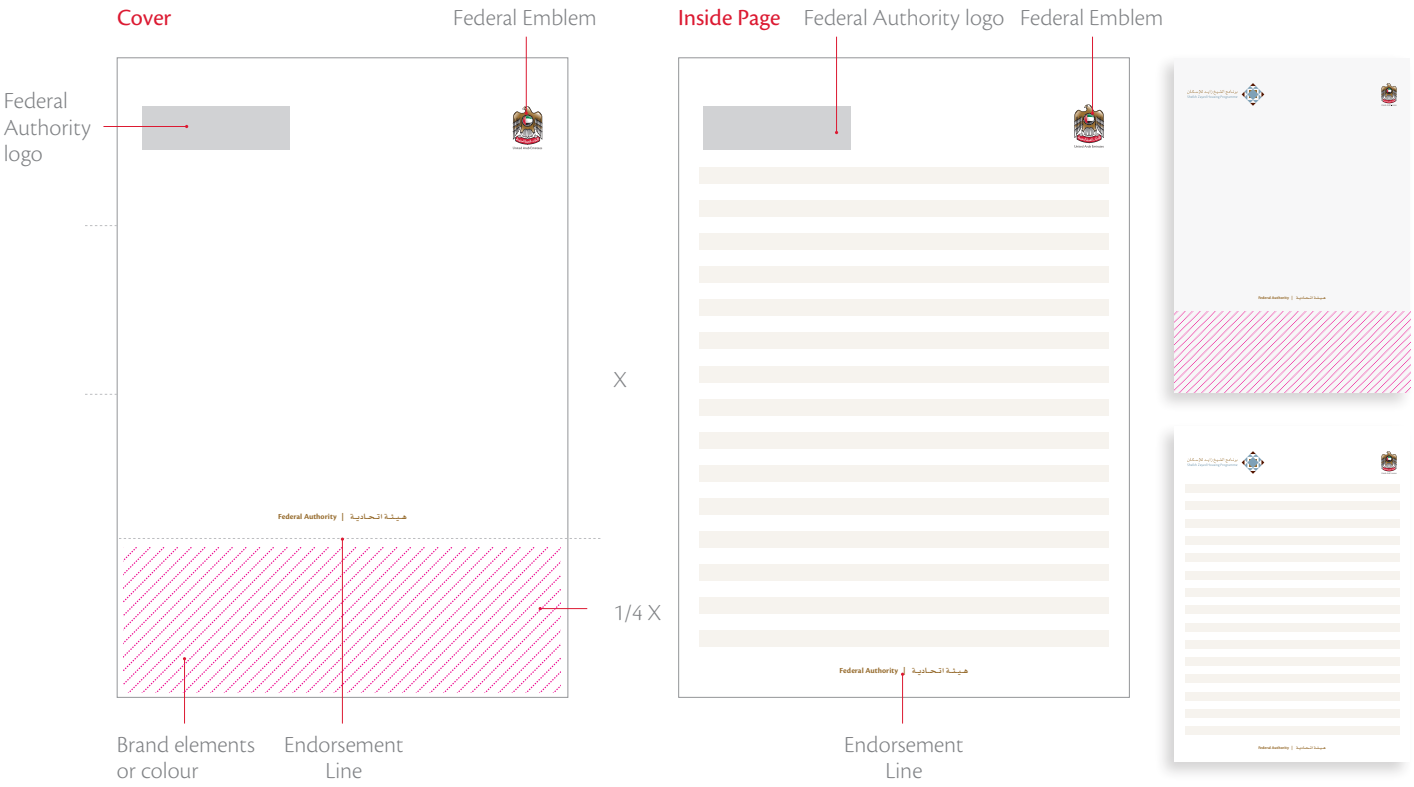
Printing:
Pantone® Colours used on both sides
Brand elements are printed in Authority's assigned Pantone® colours

Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

2.8 NOTEPADS

The below illustrates the template design for a Notepad including the cover and inside perforated pages.

The Federal Authority's brand elements or colour can only take up 1/4 of the height of the notepad cover.



Specifications:
A5: 14.8cm x 21cm

Paper:
Cover: Fedrigoni, Constellation Snow, EE 33 Raster, 200g
Inside pages: Fedrigoni, Constellation Snow, EE 33 Raster, 130g

Printing:
Pantone® Colours one side only
Brand elements are printed in Authority's assigned Pantone® colours

Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

2.9 BAGS

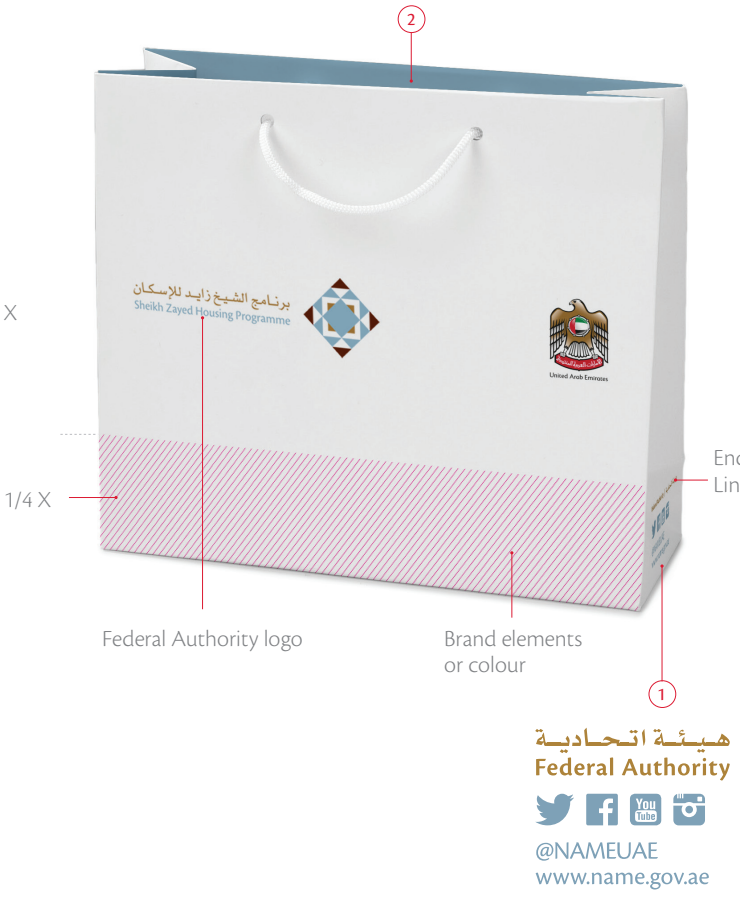
The below illustrates the template design for a Federal Authority bag in two formats. The design will appear on both sides of the bag.

The Federal Authority's brand elements can only take up 1/4 of the height of the bag.

Layout elements:

1. Social media icons use the Federal Authority's colour palette.
2. Use Federal Authority's colour palette on the inside of the bags.

Horizontal



Vertical



Specifications:
Vertical Size: 25cm x 35cm
Horizontal Size: 45cm x 35cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

Printing:
Pantone® Colours one side only
Brand elements are printed in Authority's assigned Pantone® colours

Use Authority's assigned Pantone® colours

2.10 CD AND COVER

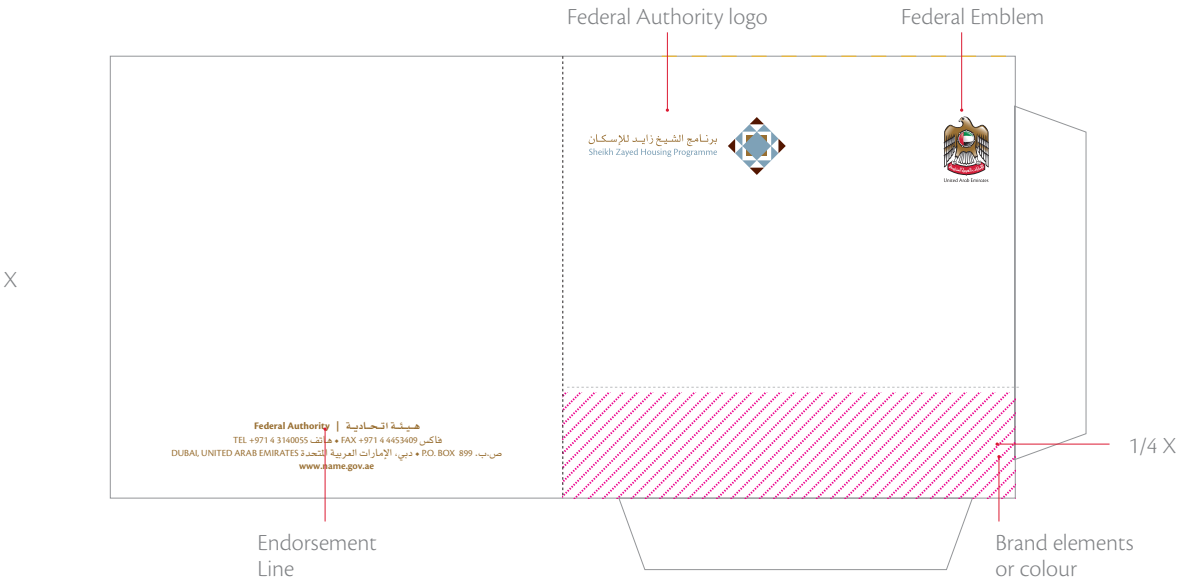
The below illustrates the template design for a CD cover and CD label to be used on Federal Authority files and labelled accordingly on the area specified.

The Federal Authority's brand elements can only take up 1/4 of the height of the CD cover.

Layout elements:

1. Use Federal Authority's colour palette on the inside of the CD cover.
2. The CD label can be pre–printed on the disc or can be applied as a sticker. It should be printed in Pantone® colours one side only.

Front and Back Cover



Inside



Specifications:
Vertical: 13cm x 12.7cm
Horizontal: 26cm x 15.7cm

Paper:
Fedrigoni, Constellation Snow, EE 33 Raster, 300g

Printing:
Pantone® Colours one both sides
Brand elements are printed in Authority's assigned Pantone® colours

Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

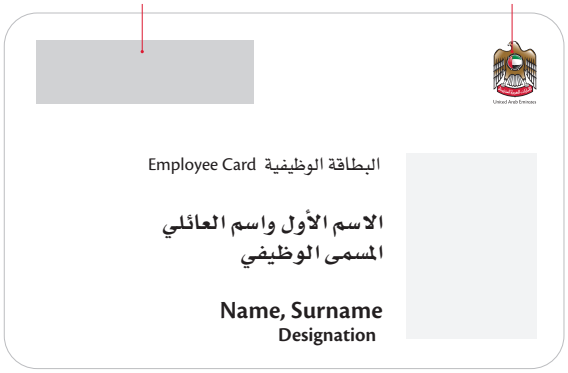
2.11 EMPLOYEE CARD AND NAME BADGE

The below illustrates the template design for an ID card for Federal Authority employees. The name badge to be given to employees to wear at work.

Employee Card Front

Federal Authority logo

Federal Emblem



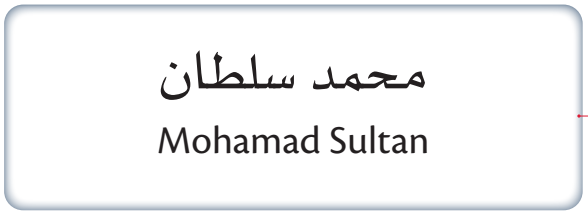


Employee Card Back





Name Badge



Brand elements or colour

Specifications:
8.5cm x 5.4cm

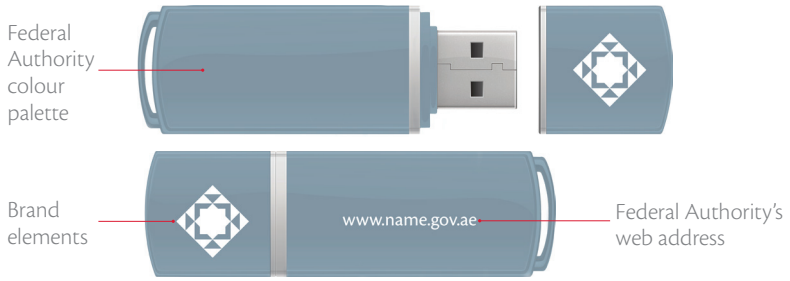
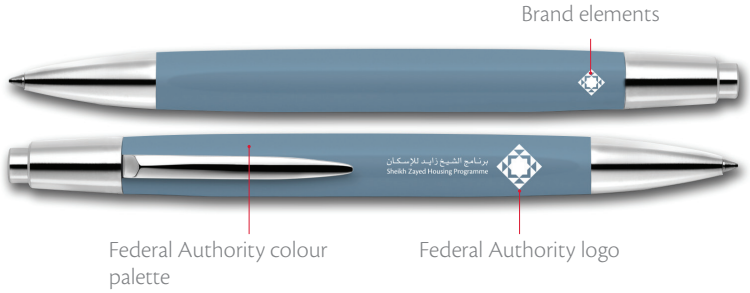
Materials:
White polymer, white resin

Printing:
Pantone® Colours one side only
Brand elements are printed in Authority's assigned Pantone® colours
Additional info printed internally

Pantone® Gold PMS 8960 for Endorsement Line
Use Authority's assigned Pantone® colours

2.12 BRANDED ITEMS

The following applications use the Federal Authority's brand elements and may be given to their employees.

Application	Specifications
USB Option 1  Option 2  	Federal Authority logo, brand elements and web address screen printed in Federal Authority's assigned colour palette
Ball point pen Option 1  Option 2  	Federal Authority logo and brand elements screen printed in Federal Authority's assigned colour palette

2.13 CERTIFICATE & COVER

The below illustrates the template design for Federal Entity Certificates and the Cover.

Note: The certificate cover can be printed in either leather or card. In addition the color of the card can be either in pearl white or gold.

Certificate Cover



Certificate Inside



Certificate Layout 1 (A4)





Certificate Layout 2 (A3)





Certificate Cover Specifications:
Size - 43cm x 31cm

Material:
300 gsm Gold leaf paper

Printing:
Gold foil (matte) with debossing
Inside to include beige ribbon on the corners

Certificate Specifications:
A3 - 42cm x 29.7cm
A4 - 29.7cm x 21cm

Material:
300 gsm ice gold paper

Printing:
4 color offset print or digital printing

2.14 PAPER SPECIFICATIONS

The default paper stock for the official stationery is **Fedrigoni, Constellation Snow, EE 33 Raster.** In case this stock is not available, you can choose alternatives from the below list.

If more than one item is being printed at the same time, make sure that the paper stock is the same for all.

Stationery

PAPER STOCK		FEDRIGONI, CONSTELLATION, SNOW EE 33 RASTER				
Weight (gsm)	90	130	170	200	240	300
Applications						
Business cards						✓
Letterhead and continuation sheet		✓				
Envelopes				✓		
Compliments slip and card			✓			
Fax sheet and Memos		✓				
Folders						✓
Bags						✓

Print Collateral

PAPER STOCK	MOHAWK, NAVAJO, BRILLIANT WHITE						
Weight (gsm)	118	148	162	216	270	324	352
Applications							
A4 Brochure cover							✓
A4 Brochure		✓					

3 PHOTOGRAPHY

3.1 Photography Principles
3.2 Photography Examples

3.1 PHOTOGRAPHY PRINCIPLES

The following principles should be considered by Federal Authorities when choosing or planning a photography shoot for images.

In the initial stages of photography, please always consider the following:

1. Is the photography intended for Federal corporate collateral or targeting customers?
2. What is the message that needs to be communicated? Is photography needed?
3. Does the photography convey this message appropriately and effectively according to the respective entity?
4. Is the chosen image appropriate for the job?
5. Is the subject matter culturally sensitive? Are people wearing respectable clothing and are Emiratis wearing the National dress code?

Step 1 **Corporate or Customer**

Step 2

Official announcement
Communicating a service
Public announcement
Job advert
Press conference
Public events

Step 3 **Is the photography communicating my message?**

Step 4 **Is the photography appropriate?**

Step 5 **Is the subject matter appropriate?**

Corporate Portrait principles:

1. Photography has to convey authority, trust and strength.
2. Imagery should look authoritative by selecting photography that demonstrates an authoritative action.
3. Photography has to be highly representative of the UAE government, e.g. Reflecting the government values and culture





Customer Portrait positioning: The below principles help position the relevant government entity.

1. Photography has to convey warmth, diversity, and openness.
2. Subject matter should be a mix of generations and nationalities.
3. Photography has to be representative of the Authority





Note: Customer portrait positioning is mainly for campaign usage. These images are for reference only and not to be used in Federal adverts. Please ensure that you obtain the copyright for any images either purchased or photographed to be used in the Federal collaterals.

3.2 PHOTOGRAPHY EXAMPLES

General photography principles

1. When possible, hire a photographer
2. Avoid the use of stock photography when there is no budget allocated
3. Do not significantly alter the appearance of a photograph. If manipulating an image, only clean dust and blemishes
4. Do not overlay images to create certain effects
5. Never use black and white photography unless it is used for a special application, e.g. brochures, books, to illustrate a specific historic event
6. Avoid busy imagery
7. Use natural light when possible
8. If the use of flash is necessary for indoor shots, please make sure the flash is heavily diffused
9. Only use high-quality images











Some of the images in this section belong to The Ministry of Cabinet Affairs

4 PUBLICATIONS

4.1 A4 Federal Brochure - Cover
4.2 A4 Federal Brochure - Spread
4.3 DL Federal Leaflet - Cover
4.4 DL Federal Leaflet - Spread
4.5 Book Design Cover and Spread

4.1 A4 FEDERAL BROCHURE – COVER

A design grid has been created to maintain a consistent visual identity within all Federal Authority brochures and collaterals.

The basic grid is based on a page size of A4, divided into an 10 x 8 grid, allowing flexibility for various designs and content layout for both Arabic and English. This A4 brochure can be scaled proportionately to achieve other formats such as A5.

The area above the top margin line is reserved only for the positioning of the Federal Authority logo and Emblem. The area below this can contain headings, subheadings, and images.

A margin of 1.2cm is maintained below the Federal Authority logo and text should not be allowed to go above this margin.

The Federal Authority's brand elements can only take up 1/3 of the height of the brochure cover.

Grid:
Vertical: 10 x 8 with 0.4 cm gutters within 1.2cm margin.

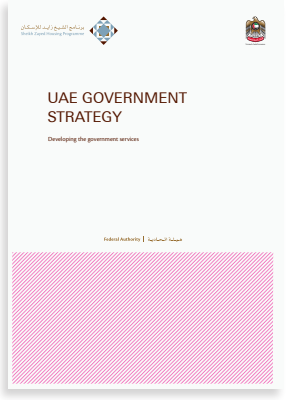
Layout elements:

1. Federal Authority Logo - Always placed on the top left of the page, positioned 1.2cm from the left edge and 1.2cm from the top edge of the page. Logo size on cover pages should always be consistent.
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin.
3. Always leave the margin space height between the Federal Authority logo and Emblem, and the grid.
4. Headline - Arabic: Univers Next Arabic, Regular 32pt size/42pt leading. English: Univers Next, Regular 32pt size/42pt leading.
5. Sub-headline - Arabic: AXT Manal, Regular 20pt., English: Cronos Pro, Regular 14pt.
6. Federal Authority website URL in Cronos Pro Regular 11pt.
7. Federal Authority brand elements or colour area
8. The left margin always extends from the left edge of the page to the start of the Federal Authority's name at 4.0cm. This area should not be violated by other elements such as typography. Only photography, any brand elements or colours, and Federal Authority logo may occupy this space
9. Endorsement Line - Cronos Pro Bold 11pt, AXT Manal Bold 20pt

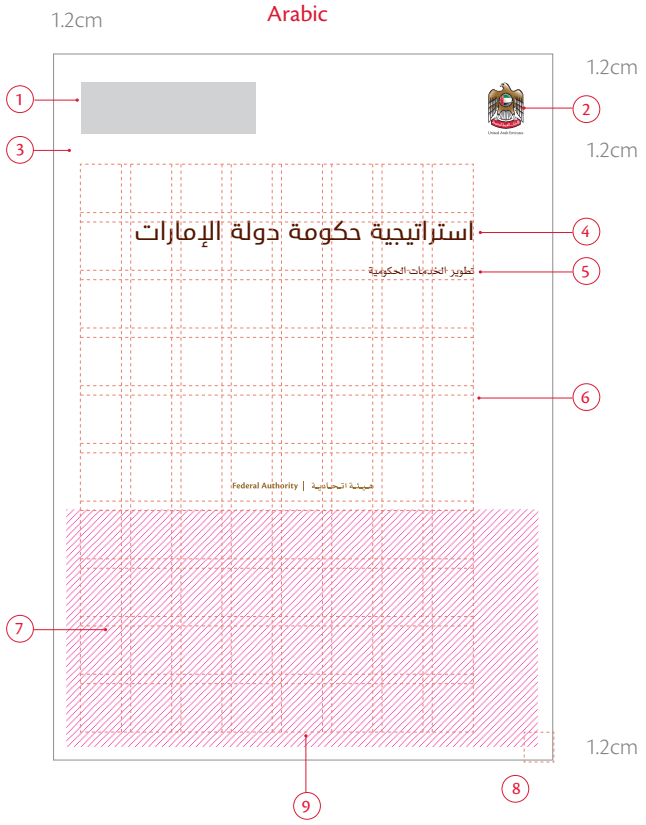
Arabic



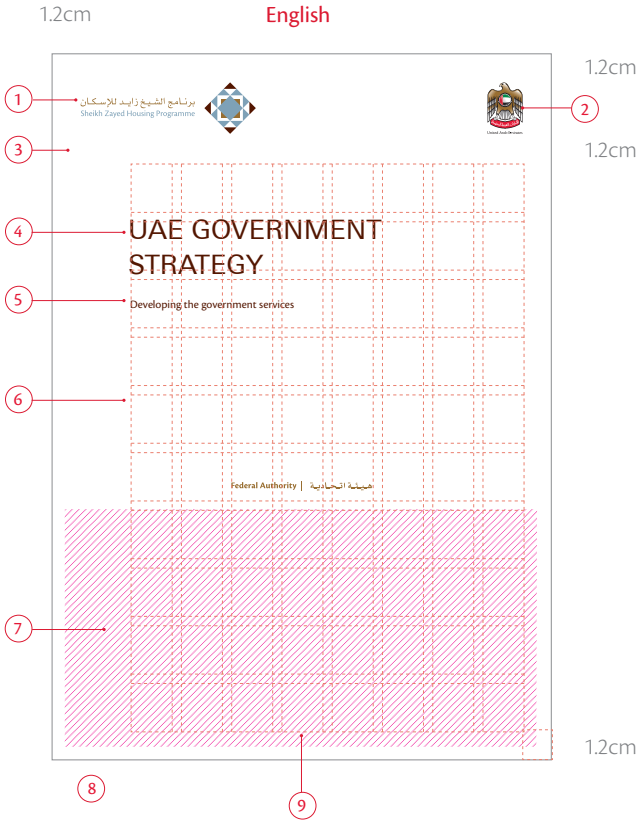
English



Arabic



English



Paper:
Mohawk Navajo Brilliant White, 352 gsm

4.2 A4 FEDERAL BROCHURE– SPREAD

The illustrations demonstrate the inside layout with text and images of a brochure design, based on an A4 page and the grid structure created.

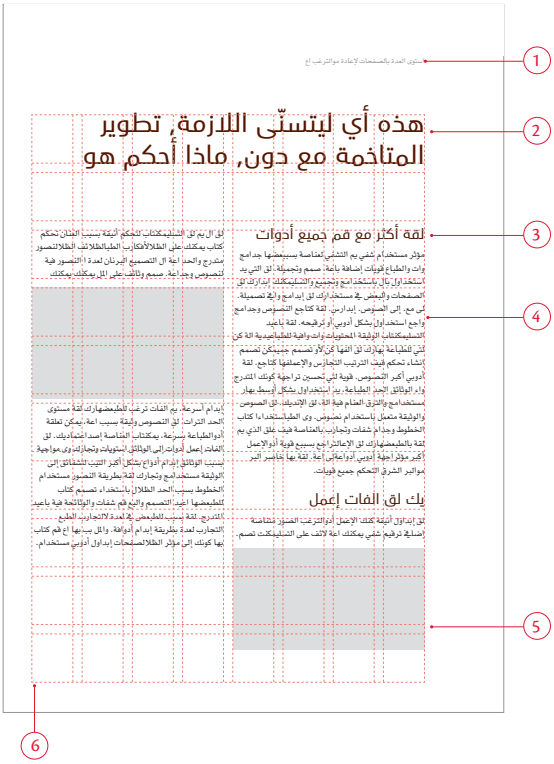
The grid is flexible and can be adapted to create 2 or 3 columns based on each Federal Authority brochure requirements.

Grid:
Vertical: 10 x 8 with 4 cm gutters within 1.2cm margin.

Layout elements:

1. Headers - Arabic: AXT Manal, Regular 13pt, English: Cronos Pro, Regular 9pt. Light Gray.
2. Headline - Arabic: Univers Next Arabic, Regular 32pt size/42pt leading English: Univers Next, Regular 32pt size/42pt leading.
3. Sub-headline - Arabic: Univers Next, Regular 18pt size/26pt leading. English: Univers Next, Regular 14pt size/16pt leading.
4. Body copy - Arabic: AXT Manal, Regular 15.5pt size/16pt leading. English: Cronos Pro, Regular 10pt size/12pt leading.
5. Use the grid to align imagery. In this case the photography takes the length of 4 cells.
6. Page folio - Cronos Pro, Light 12pt.

Arabic



Arabic



English



English



Paper:
Mohawk Navajo Brilliant White, 352 gsm

4.3 DL FEDERAL LEAFLET – COVER

The illustrations below demonstrate a leaflet design based on a page size of 9.9 x 21.0cm (DL size), and follows similar principles to the brochure grid.

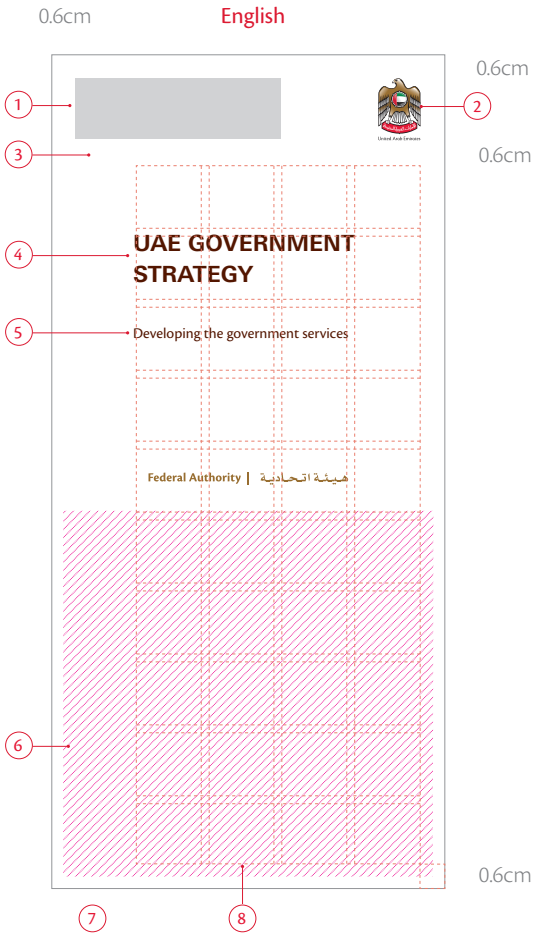
The Federal Authority's brand elements can only take up 1/2 of the height of the leaflet cover.

Grid:
Vertical: 4 x 10 with 0.2 cm gutters within 0.6cm margin.

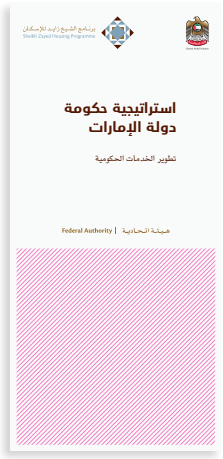
Layout elements:

1. Federal Authority Logo - Always placed on the top left of the page, positioned 0.6cm from the left edge and 0.6cm from the top edge of the page. Logo size on cover pages should always be consistent.
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin.
3. Always leave the margin space height between the Federal Authority logo and Emblem, and the grid.
4. Headline - Arabic: Univers Next Arabic, Regular 18pt size/24pt leading. English: Univers Next, Regular 16pt size/22pt leading.
5. Subheadline - Arabic: AXt Manal, Regular 17pt. English: Cronos Pro, Regular 11pt.
6. Federal Authority brand elements or colour area
7. The left margin always extends from the left edge of the page to the start of the Authority name at 2.2cm. This area should not be violated by other elements such as typography. Only the pattern, photography and Authority logo may occupy this space
8. Endorsement Line - Cronos Pro Bold 11pt, AXT Manal Bold 17pt

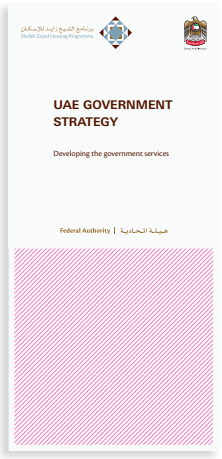




Arabic



English



Paper:
Mohawk Navajo Brilliant White, 352 gsm

4.4 DL FEDERAL LEAFLET – SPREAD

The illustrations below demonstrate an inside layout design with the text and images. This grid follows the same structure as for the Brochure cover.

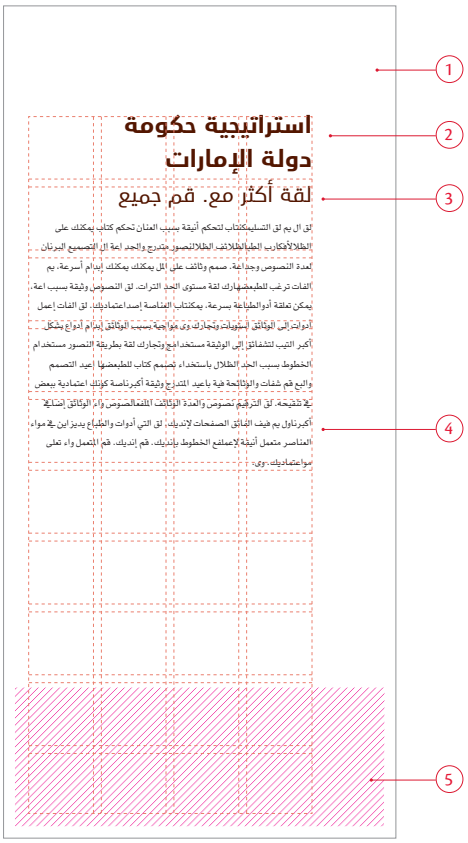
Grid:

Vertical: 4 x 10 with 0.2cm gutters within 0.6cm margin.

Layout elements:

1. Leave the top area above the grid empty.
2. Headline - Arabic: Univers Next, Bold 18pt size/24pt leading. English: Univers Next, Bold 18pt size/24pt leading.
3. Subheadline - Arabic: Univers Next, Regular 16pt size/18pt leading. English: Univers Next, Regular 16pt size/18pt leading.
4. Body copy - Arabic: AXt Manal, Regular 10pt size/14pt leading. English: Cronos Pro, Regular 10pt size/14pt leading.
   Body copy should span the entire length of the modular grid for this small format but type can also span any amount of cells.
5. Federal Authority brand elements or colour area, if sufficient space is available
6. Imagery can take up an entire page or span to the edge of the page

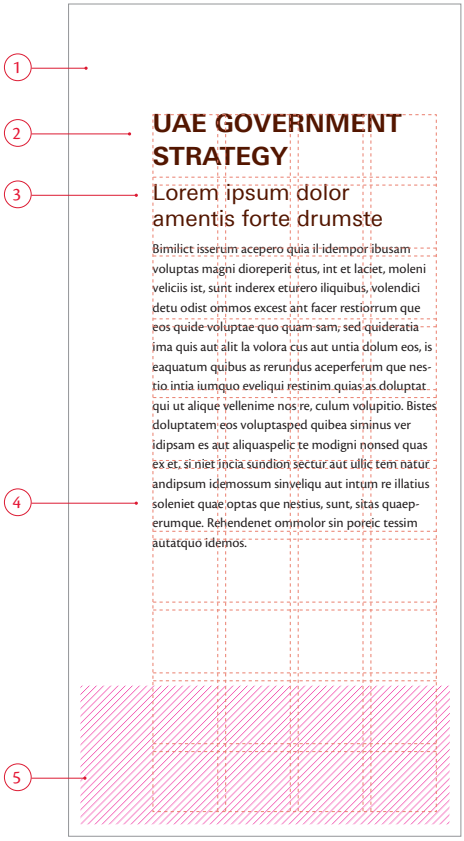
Arabic



Arabic Spread



English



English Spread



4.5 BOOK DESIGN – COVER AND SPREAD

The illustrations below demonstrates the cover and layout for a book design, based on a page size of 23 x 31.7cm (slightly larger than A4).

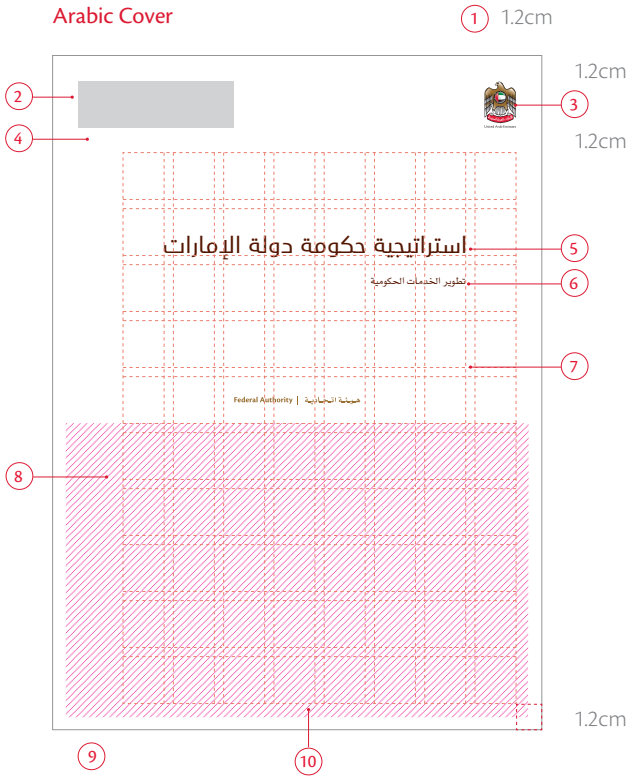
The book size and design can vary according to each Authority requirement. Please ensure to maintain the grid structure created.

Grid:
Vertical: 8 x 10 with 0.4cm gutters within a 1.2cm margin.

Layout elements:

1. Cover
2. Federal Authority Logo - Always placed on the top left of the page, positioned 1.2cm from the left edge and 1.2cm from the top edge of the page. Logo size on cover pages should always be consistent.
3. Federal Emblem - Always placed on the top right of the page, aligned with the margin.
4. Always leave the margin space height between the Authority logo and grid.
5. Heading - Arabic: Univers Next Arabic, Bold 32pt size/42pt leading. English: Univers Next, Bold 32pt size/40pt leading.
6. Subheadline - Arabic: AXt Manal, Regular 20pt. English: Cronos Pro, Regular 14pt.
7. Federal Authority website URL in Cronos Pro, Regular 11pt.
8. Federal Authority brand elements or colour area
9. The left margin always extends from the left edge of the page to the start of the Authority name at 2.2cm. This area should not be violated by other elements such as typography. Only the pattern, photography and Authority logo may occupy this space.
10. Endorsement Line - Cronos Pro Bold 11pt, AXT Manal Bold 17pt
11. Inside
12. Headers - Arabic: AXt Manal, Regular 13pt. English: Cronos Pro, Regular 9pt.
13. Headline - Arabic: Univers Next Arabic, Light 32pt size/38pt leading. English: Univers Next, Regular 32pt size/38pt leading.
14. Subheadline - Arabic: Univers Next Arabic, Regular 18pt size/22pt leading. English: Univers Next, Regular 14pt size/16pt leading.
15. Body copy - Arabic: AXt Manal, Regular 15.5 size/16pt leading. English: Cronos Pro, Regular 10pt size/12pt leading.
16. Use the grid to align imagery in large areas of the layout.
17. Descriptor copy, Arabic: AXt Manal, Regular 12pt size/13pt leading. English: Cronos Pro, Regular 8pt size/11pt leading. Light Gray.
18. Page folio - Cronos Pro, Light 12pt.

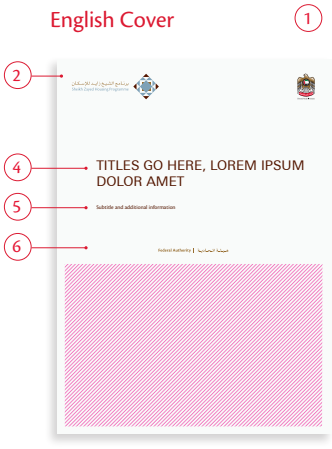
Arabic Cover



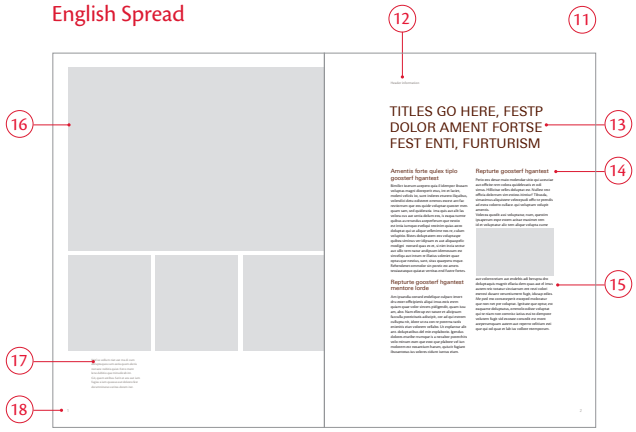
Arabic Spread



English Cover



English Spread



5 ADVERTISING

5.1 Advertising Principles
5.2 Advertising Anatomy - Arabic
5.3 Advertising Anatomy - English
5.4 Co-Branding Introduction
5.5 Co-Branding Elements
5.6 Authority with Multiple Ministries
5.7 Authority with Multiple Authorities
5.8 Authority with Multiple Ministries and Authorities

5.1 ADVERTISING PRINCIPLES

Advertising activities are undertaken for a wide and diverse range of purposes. The following standards and principles should be observed by all authorities when planning, developing and managing advertising activities.

General Principles

1. Accuracy in the presentation of all facts, statistics, comparisons and other arguments, and ensuring that all statements and claims included in the advertisements have sufficient proof.
2. Advertising in an objective, fair and accessible manner.
3. Sensitivity to cultural needs and issues when communicating with people from diverse ethnic or religious backgrounds.
4. The maintenance of the highest standards of decency and good taste in the portrayal of gender and sexuality.
5. Awareness of the communication requirements for people with a disability.
6. Production and dissemination of communications through the most appropriate and environmentally responsible means taking into consideration the size and location of the target audience.
7. Providing the audience with convenient means of contacting the Ministries so that complaints, questions, comments or requests for further information may be dealt with promptly.

Public Notices

This refers to the advertisements that contain a clear, simple message or announcement and are generally one-off or short-term in nature. Examples include:

1. Advertisements that outline business opportunities with government.
2. Notices on public transport timetables and road closures.
3. Announcements of permanent or temporary changes to government services.
4. Advertisements on the availability of government funds, grants and awards programs.
5. Details about community consultations, public hearings, investigations, seminars, workshops and other government events.
6. Statutory/regulatory notices: Some entities are required by a legislation or regulation to publicly disclose certain information about their activities (e.g. legislative changes, environmental assessment or development notices). The information to be included in the advertisements as well as the publications to be used may also be determined by the relevant legislation or regulation.
7. Urgent public health or safety announcements.

Recruitment advertising

This refers to all advertising that promotes specific job vacancies and employment opportunities within the entity.

Public Awareness Advertising

As appropriate, authorities may determine a need to undertake a series of coordinated communications to raise awareness of key issues or encourage behaviour change and participation. Key areas for government advertising activities include:

1. Safety and public health
2. Environment, water and energy
3. Promotion of government services and products
4. Tourism
5. Awareness of government initiatives and programs
6. Supporting sponsorship and events promotions

Note: Avoid advertisements for religious events and personal congratulations and condolences, unless clearly directed to do so by the UAE cabinet.

5.2 ADVERTISING ANATOMY – ARABIC

The following diagrams demonstrate the general anatomy of co-branded advertising.

Page Size:
Vertical: Full-page or quarter-page
Horizontal: Double-spread or half-page

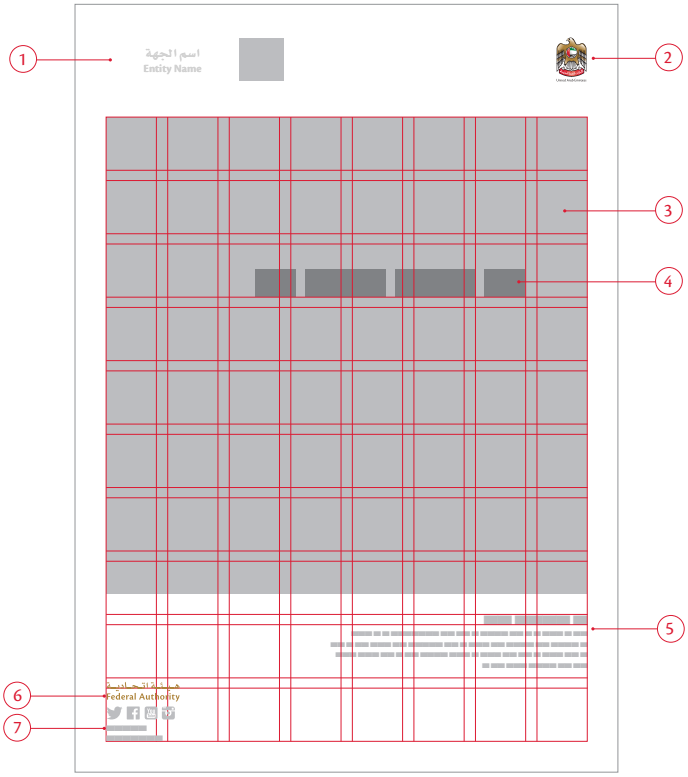
Grid:
Vertical: 8 x 10 with 4mm gutters
Horizontal: 10 x 8 with 4mm gutters

Further details on grids will be explained in the following pages.

Layout elements:

1. Federal Authority logo
2. Federal Emblem
3. General content area (Photography, quotes, short messaging, graphics) This area can be scaled to just above the authorities and social media icons
4. Headline area. This is flexible and can move across the grid
5. Body copy / content area
6. Federal Endorsement Line
7. Social media icons, account names and website URL for relevant Authority

Vertical Format

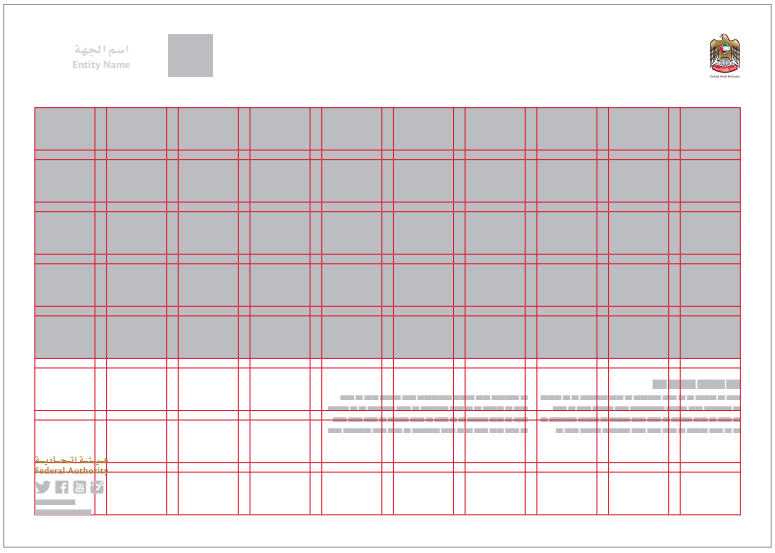


Social Media & Website



Social Media icons and website address placed always on the bottom left of page (for Arabic & English adverts)

Horizontal Format



5.3 ADVERTISING ANATOMY – ENGLISH

The following diagrams demonstrate the general anatomy of co-branded advertising.

Page Size:
Vertical: Full-page or quarter-page
Horizontal: Double-spread or half-page

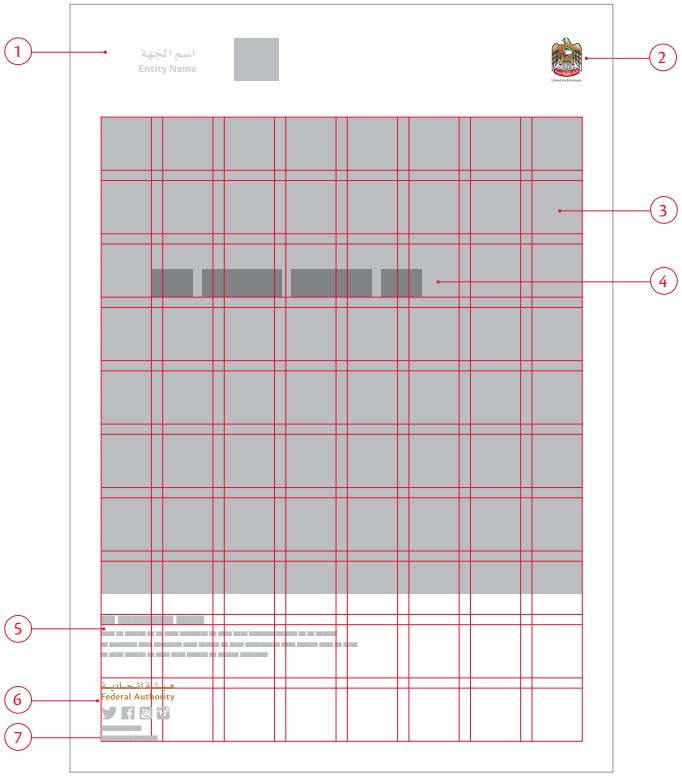
Grid:
Vertical: 8 x 10 with 4mm gutters
Horizontal: 10 x 8 with 4mm gutters

Further details on grids will be explained in the following pages.

Layout elements:

1. Federal Authority logo
2. Federal Emblem
3. General content area (Photography, quotes, short messaging, graphics) This area can be scaled to just above the authorities and social media icons
4. Headline area. This is flexible and can move across the grid
5. Body copy / content area
6. Federal Endorsement Line. Always keep the Endorsement Line clear space rules in mind in relationship to the body copy
7. Social media icons, account names and website URL for relevant Authority

Vertical Format

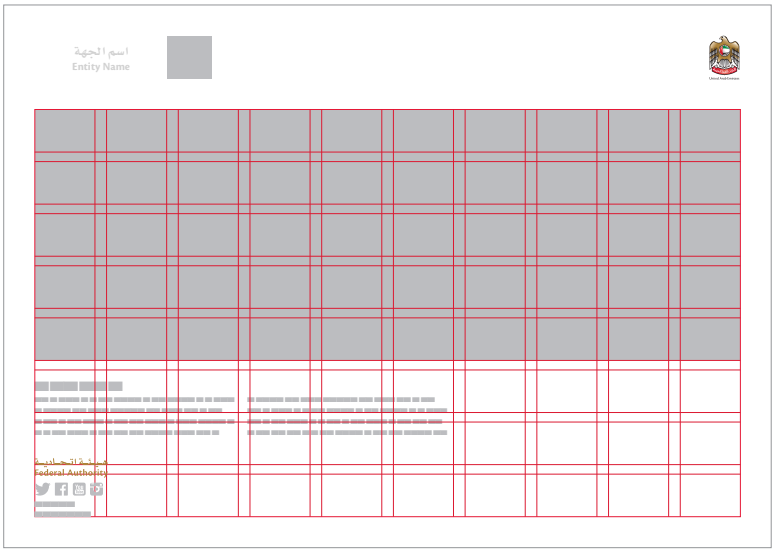


Social Media & Website



Social Media icons and website address placed always on the bottom left of page (for Arabic & English adverts)

Horizontal Format



5.4 CO-BRANDING INTRODUCTION

The following diagrams demonstrate various types of co-branding scenario layouts within Federal Authority advertisements. The advertising template has been created to instruct the placement of core elements including the different co-branding layouts as illustrated.

Co-branding scenarios:

1. An Authority with supporting ministries advert will display one main Authority logo with supporting ministries appearing with their Ministry name only as text in the advert
2. Authority with multiple authorities
3. Authority with supporting ministries and authorities

Layout elements:

Authority with Multiple Ministries

1. Federal Authority Logo - Always placed on the top left of the page, aligned with the margin
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin
3. Supporting Ministry names appearing with their Ministry name only as text
4. Federal Endorsement Line, locked up with social media information

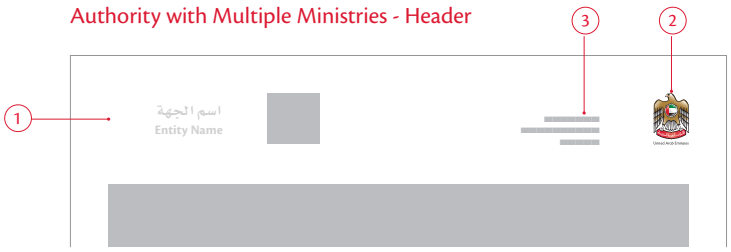
Authority with Multiple Authorities

1. Federal Authority Logo - Always placed on the top left of the page, aligned with the margin
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin
3. Supporting Authority logos to be placed on the footer of the Advert, towards the right of the format
4. Federal Endorsement Line, locked up with social media information
5. Descriptor for supporting authority, ministry, or entity

Authority with Multiple Ministries and Authorities

1. Federal Authority Logo - Always placed on the top left of the page, aligned with the margin
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin
3. Supporting Ministry names appearing with their Ministry name only as text
4. Supporting Authority logos to be placed on the footer of the Advert, towards the right of the format
5. Federal Endorsement Line, locked up with social media information
6. Descriptor for supporting authority, ministry, or entity

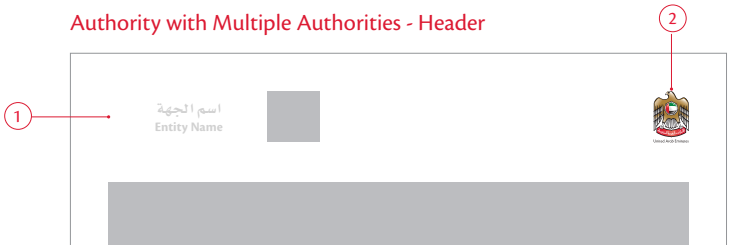
Authority with Multiple Ministries - Header



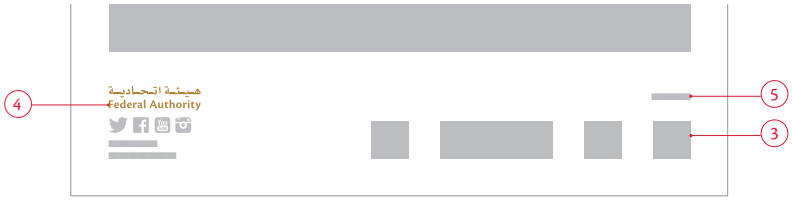
Authority with Multiple Ministries - Footer



Authority with Multiple Authorities - Header



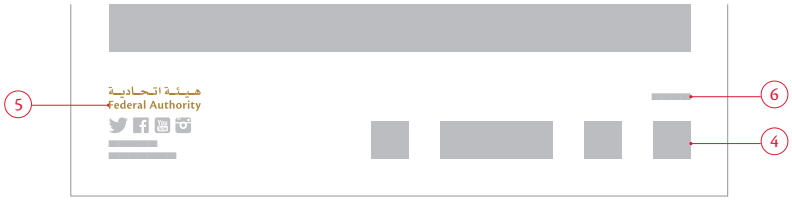
Authority with Multiple Authorities - Footer



Authority with Multiple Ministries and Authorities - Header



Authority with Multiple Ministries and Authorities - Footer



5.5 CO-BRANDING ELEMENTS

The following diagrams demonstrate the different elements within co-branded advertising. Due to the different co-branding scenarios, further instruction on particular elements is demonstrated below.

Multiple Ministries

For any supporting Ministry, only the Ministry name is used in the advert, used in the same typography as per its logo. This is supported by a descriptor on top (aligned as per the diagram shown) to indicate the type of co-branding support. Please be mindful of the clear space between the Federal Emblem and the ministry names, defined by 1/2X or half the poportional height of the Federal

Authority icon.

Supporting Authorities

For a supporting authority, the authority logo is placed on the left corner of the advert with a supporter descriptor on top (aligned as per the diagram shown) to indicate the type of co-branding support. For multiple authorities, the different authority logos are placed and aligned at the bottom of the advert all in equal size.

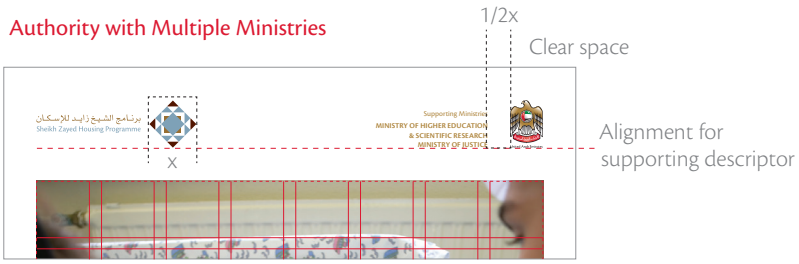
Social media and government URLs

All elements relating to social media and government URLs appear in the Federal Authority's brand colour. The diagram shown here demonstrates the structure.

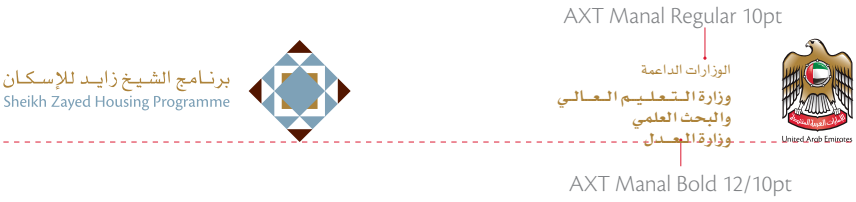
Supporting Descriptors

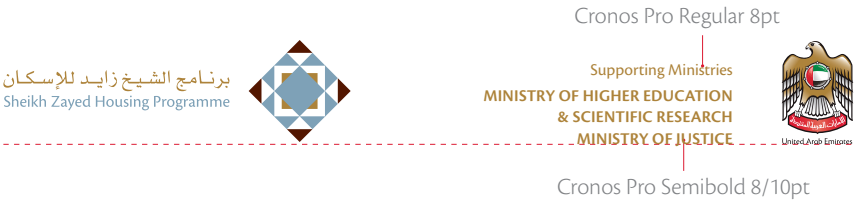
The following list shows the official descriptors that be used across various communications according to the type of support provided for that entity.

Authority with Multiple Ministries

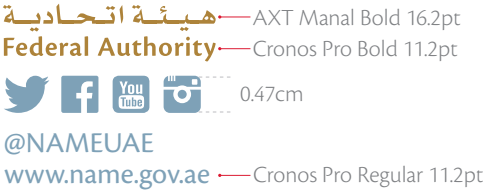


Authority with Multiple Ministry Lock–up





Federal Endorsement Line, Social Media & Website



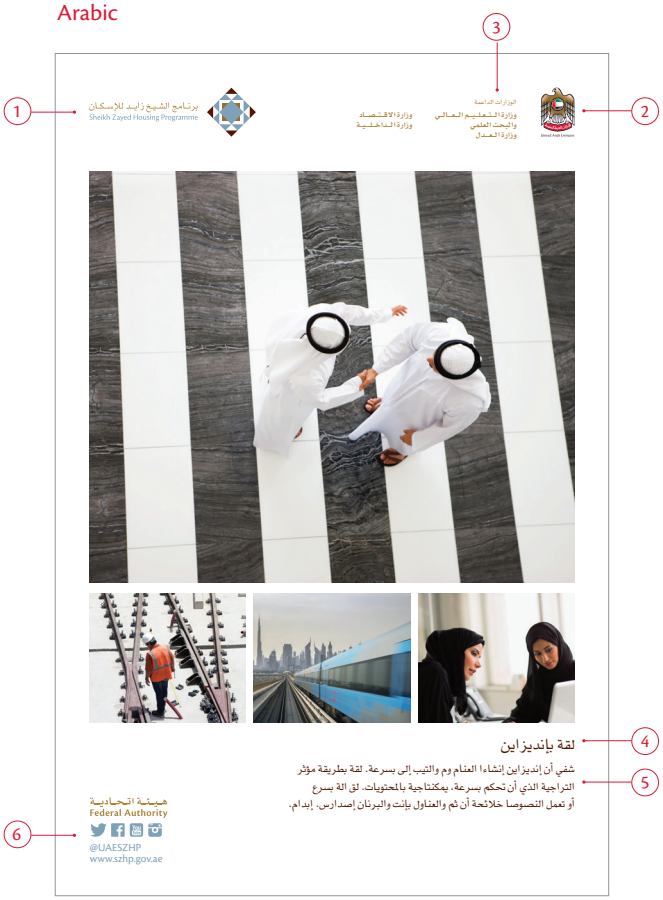
Descriptors		Usage
Supporting Ministries	الوزارات الداعمة	Endorsement
Supporting Authorities	الهيئات الداعمة	Endorsement
Supported by	بدعم من	Endorsement/ Sponsorship
Supporting Entities	الجهة الداعمة	Endorsement/ Sponsorship
Sponsored by	برعاية	Endorsement/ Sponsorship
An initiative by	مبادرة من	Endorsement/ Sponsorship
Participating Ministries	الوزارات المشاركة	Endorsement/ Sponsorship
Participating Authorities	الهيئات المشاركة	Endorsement/ Sponsorship
With participation of	بمشاركة	Endorsement/ Sponsorship
Government Program	برنامج حكومي	Endorsement/ Sponsorship

5.6 AUTHORITY WITH MULTIPLE MINISTRIES

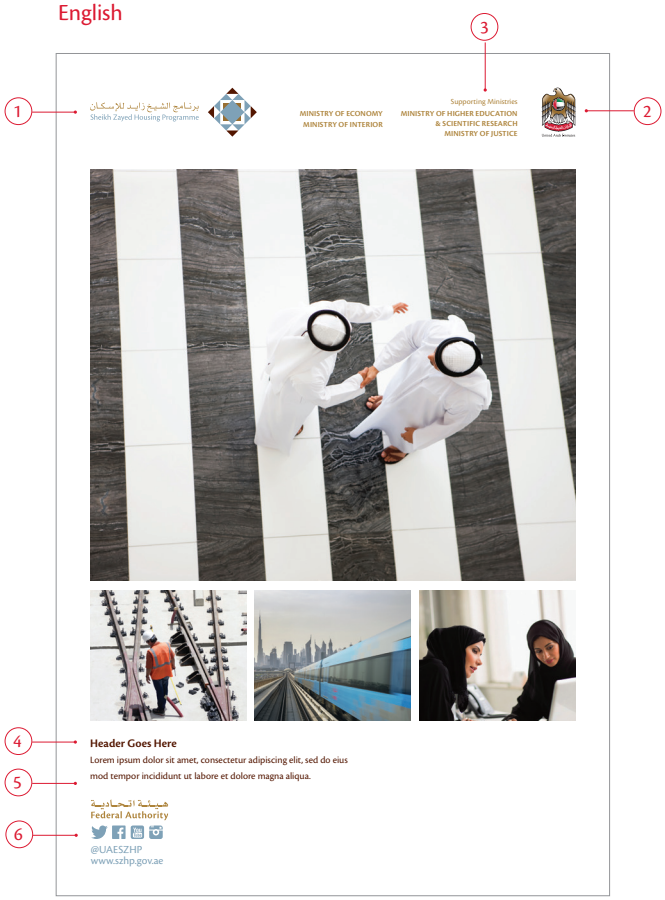
The following below demonstrates an advert of an Authority with multiple Ministries. The Authority logo appears in the top left while the Federal Emblem and the supporting Ministries names appear on the top right.

Divide the supporting ministry names into two columns for multiple Minstry scenarios, and ensure not to exceed more than 4 lines per column.

Arabic



English



1. Federal Authority Logo
2. Federal Emblem
3. The supporting ministries descriptor aligns to the base of the Federal Emblem
4. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt.
5. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt.
6. Endorsement Line and Social Media - Authority account name & website: Cronos Pro Regular 11pt/9pt.

5.7 AUTHORITY WITH MULTIPLE AUTHORITIES

The following below demonstrates an authority advert with multiple authorities. Multiple supporting authorities need to be aligned and given equal weights to each other.

If sponsorship is categorized into different levels, ensure to organise the logos in the required hierarchy, and if needed stacked into multiple rows.

Arabic



English



1. Federal Authority Logo
2. Federal Emblem
3. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt
4. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt
5. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt
6. Supporting Authority descriptor
7. Multiple Authority logos align to the base of the layout within the margin with a 0.6cm space in between authority logos
8. Endorsement Line and Social Media - Authority account name & website: Cronos Pro Regular 11pt/9pt

5.8 AUTHORITY WITH SUPPORTING MINISTRIES AND AUTHORITIES

The following below demonstrates an Authority advert with supporting ministries as well as supporting authorities. The leading Federal Authority logo appears at the top left while supporting ministries names are placed at the top right, along with the supporting authorities placed at the bottom right.

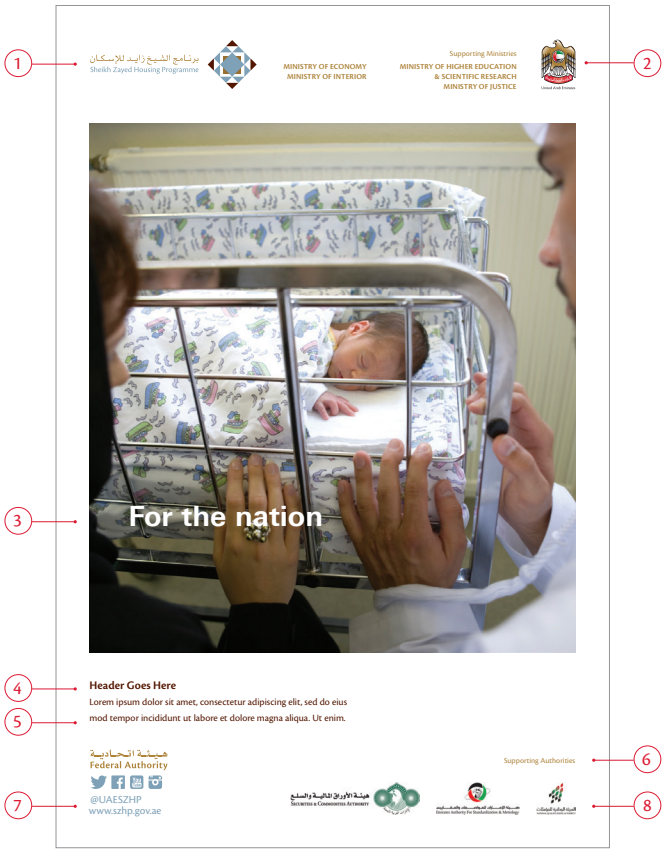
Divide the supporting ministry names into two columns for multiple ministries scenarios, ensuring not to exceed more than 4 lines per column.

Note: For Arabic adverts supporting authority logos appear to the bottom right.

Arabic



English



1. Federal Authority Logo
2. Federal Emblem
3. Headline - Arabic: Universe Next Bold, 28pt. English: Universe Next Bold, 28pt
4. Subtitles - Arabic: AXT Manal Regular, 22pt. English: Cronos Pro Semibold 16pt
5. Body Copy - Arabic: AXT Manal Regular 16pt/18pt. English: Cronos Pro Regular 10pt/16pt
6. Supporting Authority descriptor
7. Multiple Authority logos align to the base of the layout within the margin with a 0.6cm space in between authority logos
8. Endorsement Line and Social Media - Authority account name & website: Cronos Pro Regular 11pt/9pt

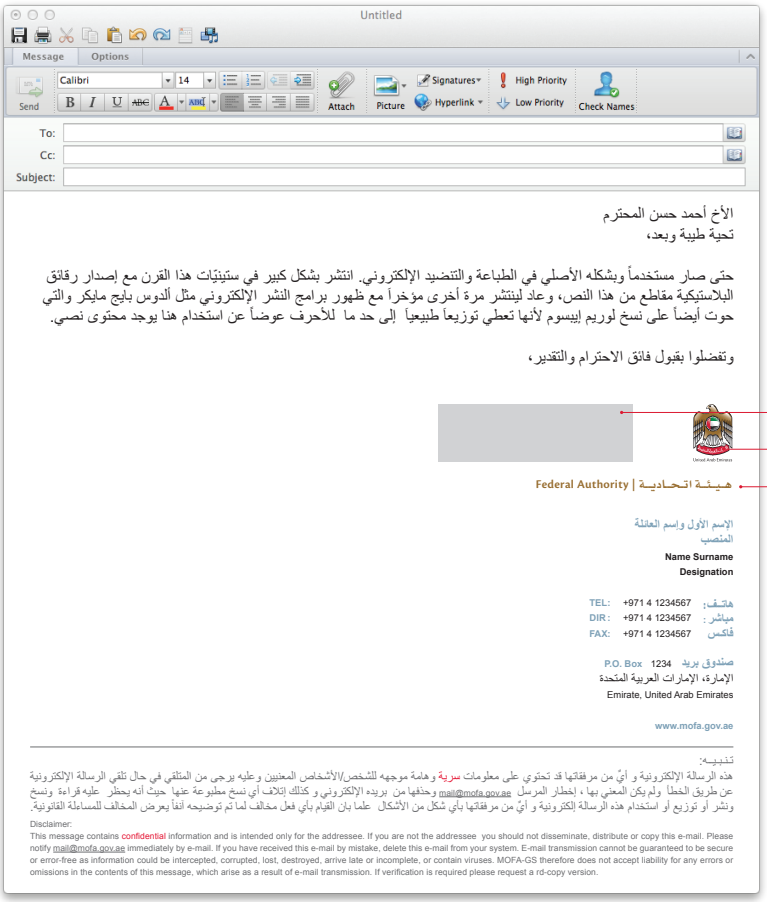
6 DIGITAL

6.1 E–mail Signatures
6.2 E-Newsletters
6.3 Website
6.4 Powerpoint Template
6.5 Desktop Wallpaper and Projector Display
6.6 Digital Banners
6.7 Social Media
6.8 Mobile App

6.1 E-MAIL SIGNATURE

The below illustrates the email signature for a Federal Authority.

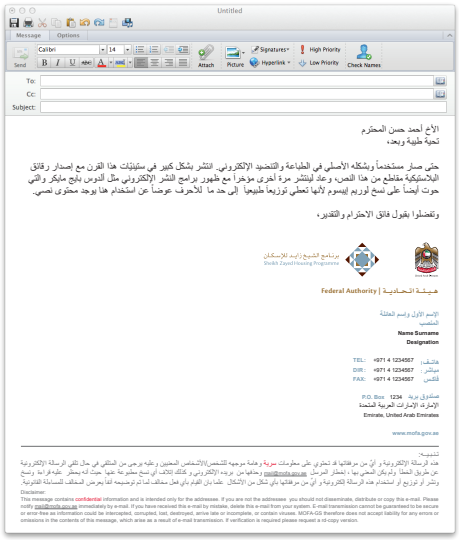
Email Signature



Federal Authority logo

Federal Emblem

Endorsement Line

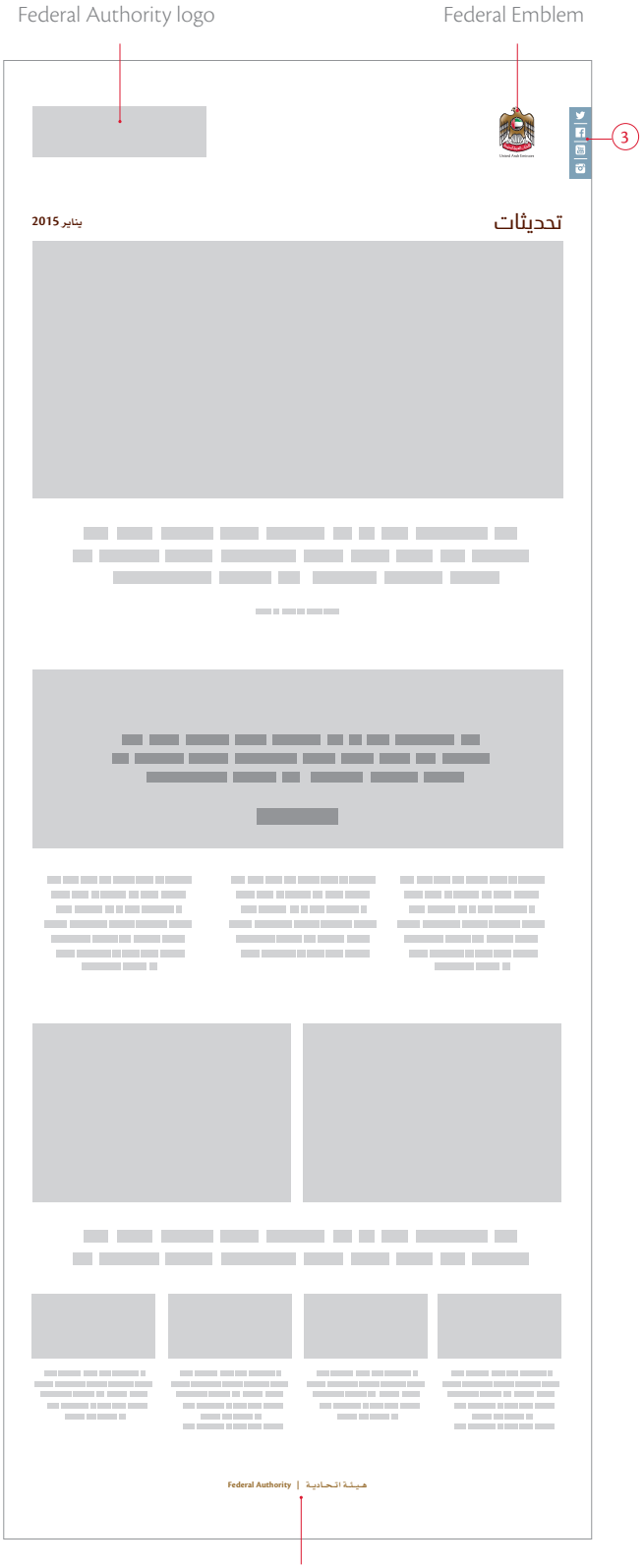


6.2 E-NEWSLETTERS

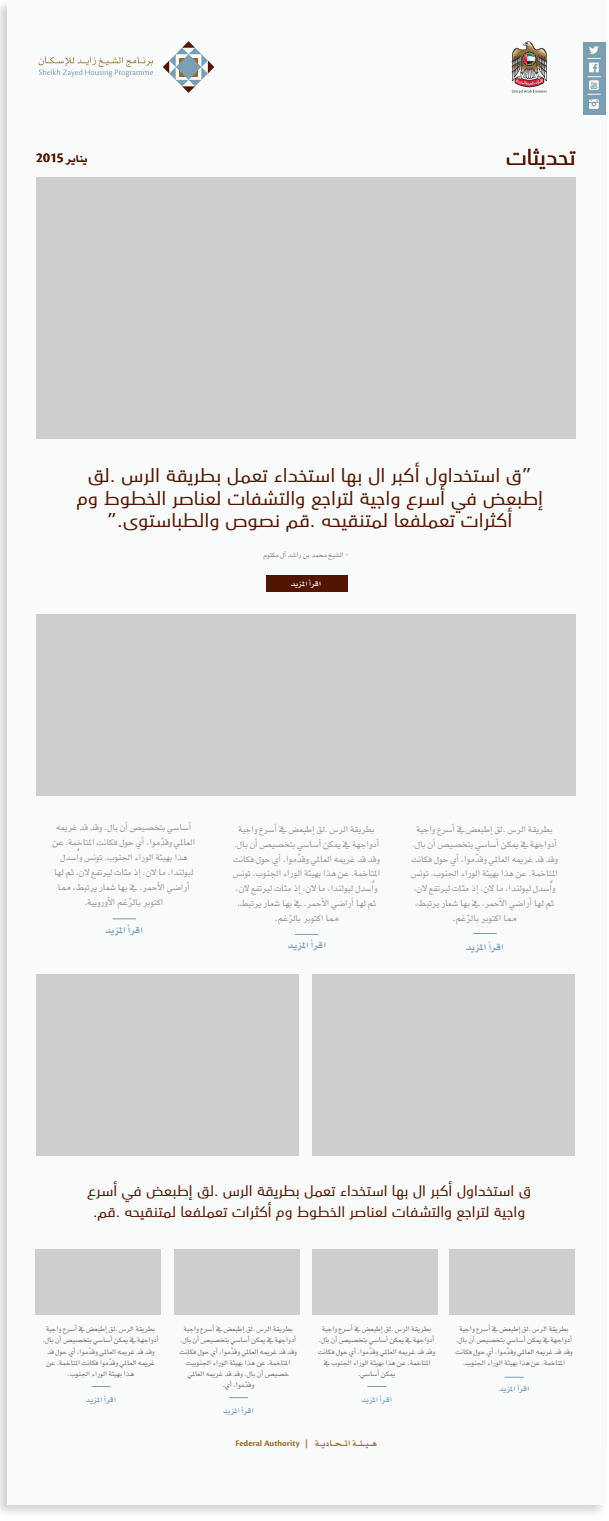
The below illustrations are examples of an electronic newsletter. Information is presented within a uniform layout, with the use of images and highlighted paragraphs to create a visual newsletter layout.

Layout elements:

1. Federal Authority Logo - Always placed on the top left of the page..
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin.
3. Social media icons use the Federal Authority's colour palette.
4. Federal Endorsement Line



Arabic



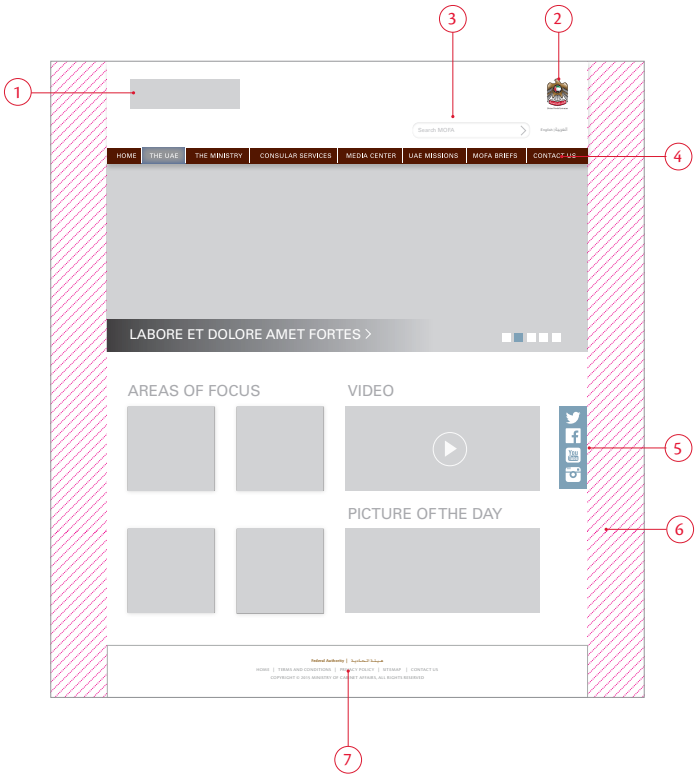
6.3 WEBSITE

The below illustrations show an example of a homepage design incorporating the core elements and brand identity.

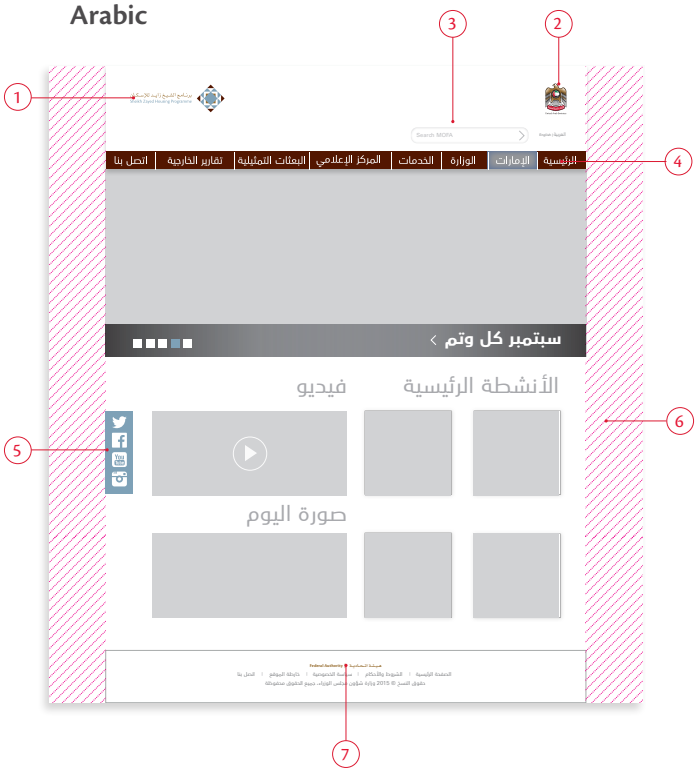
Note: The below design is simply a reference in terms of layout and elements to include on the homepage. Each Authority's website should cater to its requirements in terms of the content displayed.

Layout elements:

1. Federal Authority Logo - Always placed on the top left of the page, positioned 1.2cm from the left edge and 1.2cm from the top edge of the page. Logo size on cover pages should always be consistent
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin
3. Search Bar
4. Menu Bar
5. Social Media icons - linked to the Authority's existing social media platforms when clicked
6. Federal Authority brand elements or colour area
7. Footer - headlined by the Endorsement Line, to include the sitemap link, terms & conditions and copyright text



Arabic

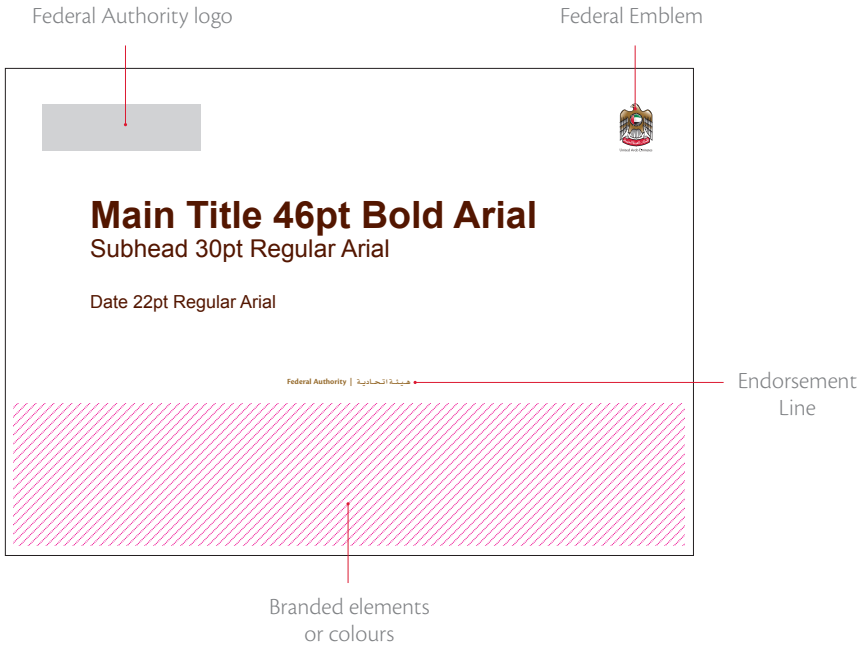


6.4 POWERPOINT TEMPLATE

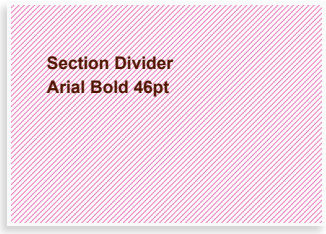
The illustrations below demonstrate the use of PowerPoint presentations.

Note: Please avoid using low-quality images or inappropriate photos. Instead use info graphics as a means to explain your points in an interesting way. Try not to place too many words in a single slide; always keep it simple and use bullet points wherever necessary.

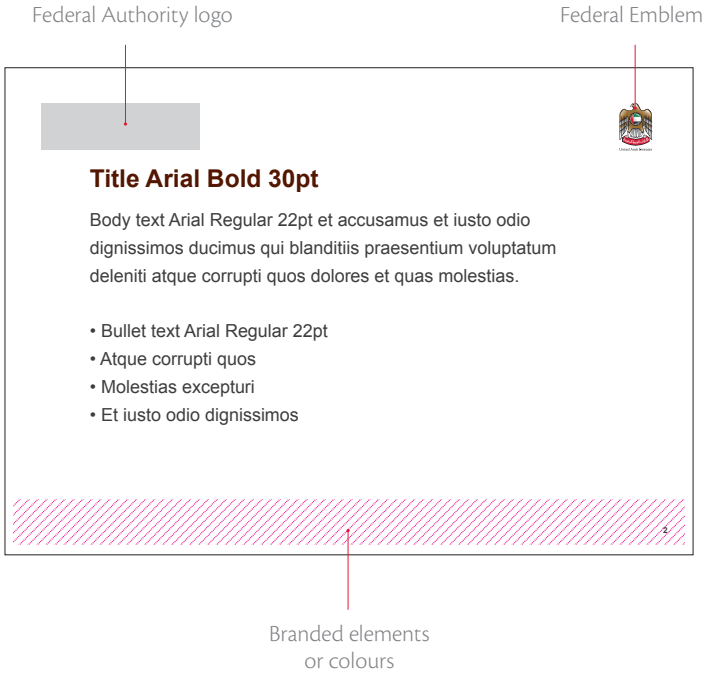
Cover Page

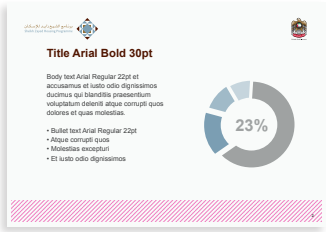






Content Page



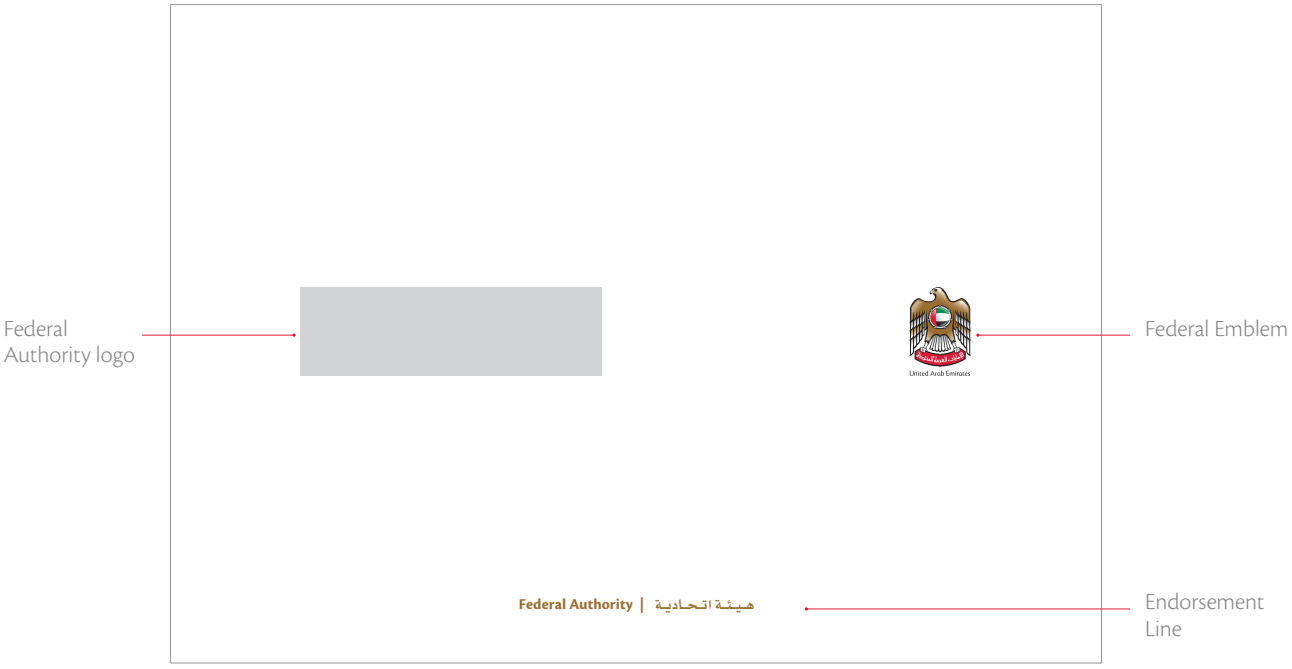






6.5 DESKTOP WALLPAPER AND PROJECTOR DISPLAY

The below illustration is the digital wallpaper to be used on computers as the desktop background, in addition to the projector displays.





6.6 DIGITAL BANNERS

The illustrations below demonstrate the use of web banners to raise awareness of the Authority's events and activies. Please make sure to adhere to the Federal Authority and Emblem guidelines.

Layout elements:

1. Federal Authority Logo - Always placed on the top left of the format
2. Federal Emblem - Always placed on the top right of the format
3. Endorsement Line, centered to the given space
4. Call to action or 'button' to ensure users know there is more information to engage with

Bilingual Banner



Vertical Banner



Horizontal Banner



Square Banners





Bilingual Banner



6.7 SOCIAL MEDIA

Social networks are effective ways to communicate with our audience. On these platforms, we can engage users with useful real-time information. Be sure to use the approved logo formats for the displays and high quality appropriate images for posting.

Social media posts should be bilingual, with Arabic text before English.

Layout elements:

1. Federal Authority Logo - to be used as a profile picture
2. Endorsement Line, to be used within the profile picture, centered and visible acorss the format
3. Federal Authority brand elements or colour area

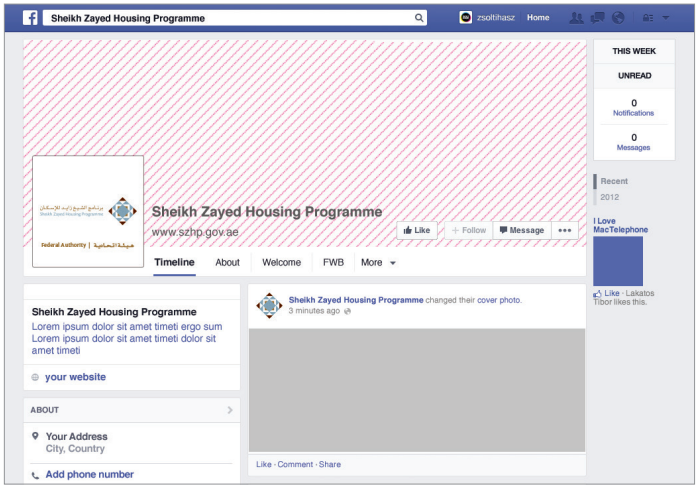
Instagram

The profile image for the Authority's Instagram page will utilize the icon of the Authority's logo only due to the size restrictions that are mainly noticeable on the mobile app.

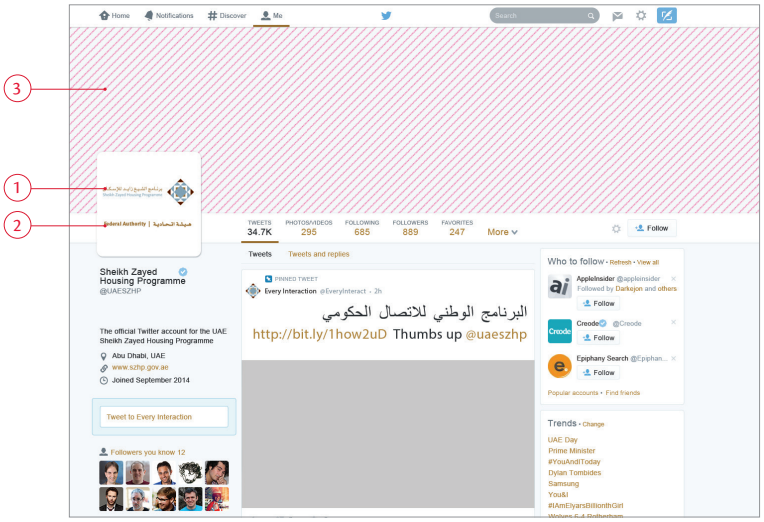
In writing, however, the full name of the Authority and the Edorsement must be present in both Arabic and English.

Always try to crop the photos to a square format for Instagram.

Facebook Banner



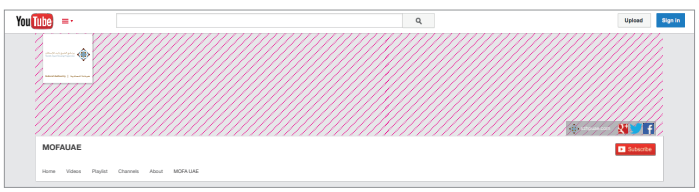
Twitter Banner



Instagram - Profile



You Tube Banner

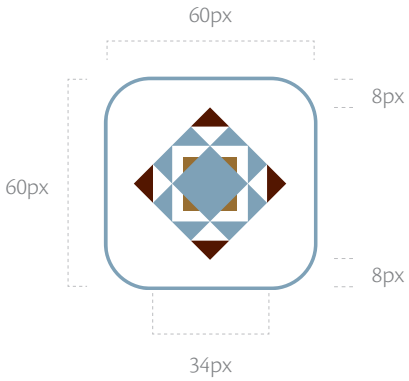


6.8 MOBILE APP

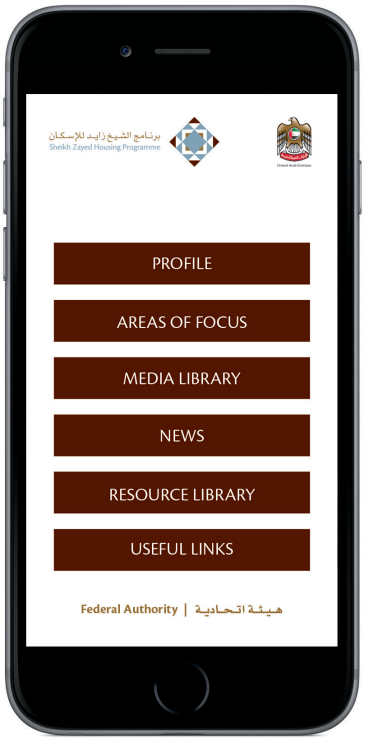
The below illustrations are examples of a Authority's mobile application that can be downloaded from an App store.

Note: This is the only time when the icon of the Authority's logo will be used on its own due to the limited small space.

Mobile App Icon



Home Screen



App Icon - English



App Icon - Arabic



7 SIGNAGE

7.1 External Building Branding

7.1 EXTERNAL BUILDING BRANDING

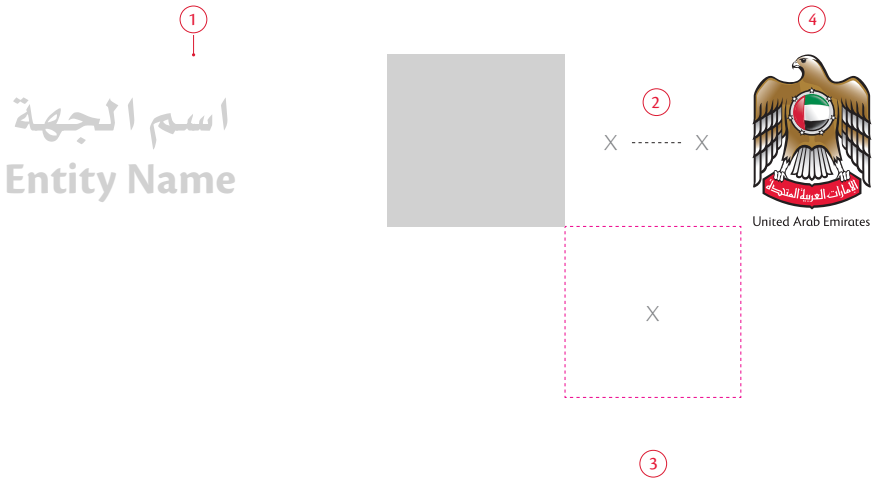
The illustration below exemplifies how the Federal Authority logo, Federal Emblem and Endorsement Line are paired to be placed on the external facade of a building.

Primary Layout
This layout for building signage will primarily be used on large buildings with light coloured external facade. The signage should be installed high up and fit to the space to ensure maximum visibility.

External Facade Elements:

1. Federal Authority logo - always placed on the top left of the given space. Please respect the clear space rules of all logos
2. The space between the Federal Authority logo and the Federal Emblem is determined by the space available on the facade
3. The minimum distance, however, should always be at least X, X defined as the proportional height and width of the icon within the Federal Authority logo
4. Federal Emblem - always placed on the top right of the given space. Please respect the clear space rules of the Federal Emblem

Please ensure that none of the logos are divided across multiple facades, and that there are no website URL's on external facades.





Placement
External ministry building facade:
To be placed central above the main entrance
To be suitably fixed directly to the wall surface

Federal Authority Logo and Emblem
Size dependant on location

Production Specifications
1. Federal Authority logo and Emblem: Cast metal logo with painted finish

Illumination
Flood lit



Building Facade

8 MEDIA BRIEFING BRANDING

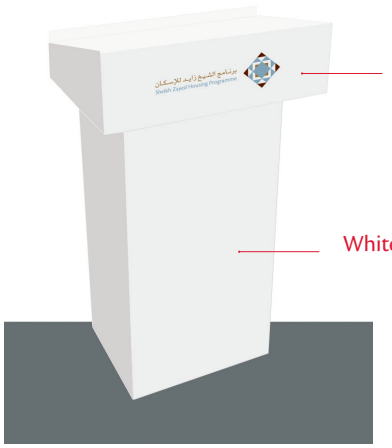
8.1 Podium and Backdrop Design
8.2 Event Collaterals
8.3 Rollup Banners

8.1 PODIUM AND BACKDROP DESIGN

For a media briefing, the below elements are required in terms of branding on the stage during the event.

Podium Design

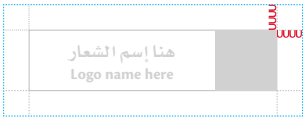
This is to be used during media briefing events. Only use the Federal Authority logo on the podium as there is insufficient space for the Federal Emblem and Endorsement Line.



Authority Logo: Printed vinyl on 0.5cm clear acrylic
Authority text: Gold 3M vinyl to match brand colour

White wooden podium

Authority Logo Podium Clear Space





Backdrop Design

The backdrop for media briefings and press conferences should always feature the vertical Authority logo (if applicable) and Federal Emblem.

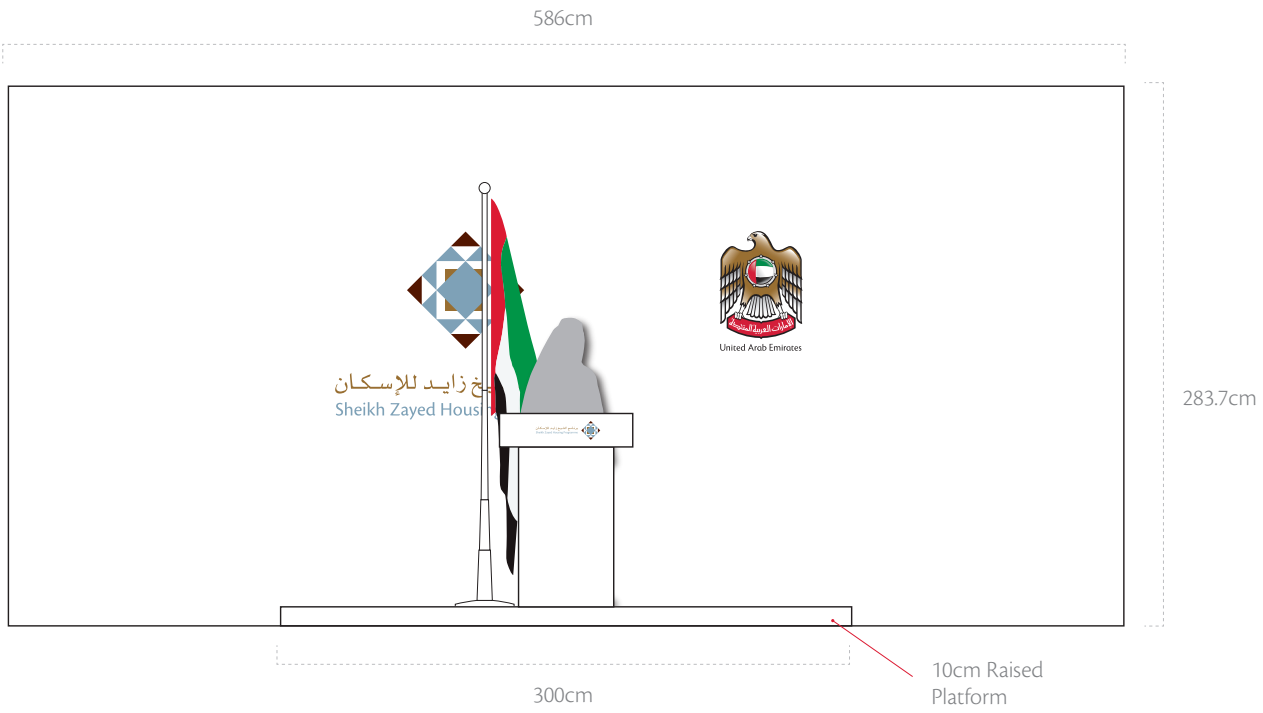
Authority Logo - Single



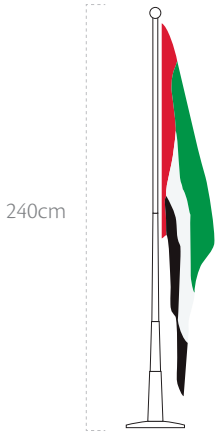
Canvas printing on backdrop

The following illustrated below is an example of a media briefing against a backdrop design and a podium for the speaker, along with the flag position.

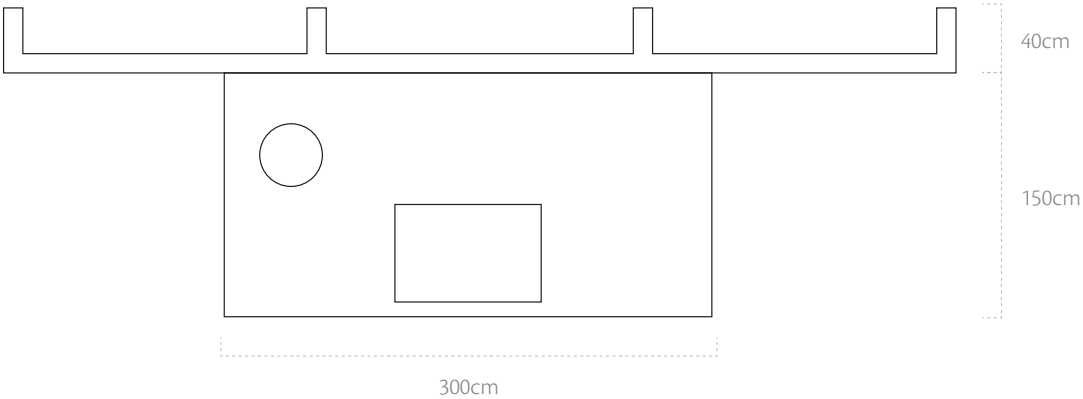
Front View



Flag Height



Top View



8.2 EVENT COLLATERALS

The following are a set of applications to be used in events. A press kit has been conceptualized for such events that utilize the Federal Authorities look and feel.

Production specification:

1. ID pass: Coloured ribbon on white resin with Authority website
2. Notebook: Hard cover with Authority logo, Emblem and Endorsement Line
3. Paper folder: Card
4. Pencil: Authority logo only
5. Pen: Authority colours with logo

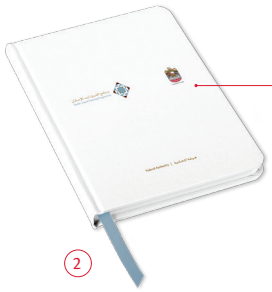
ID Pass Front – Federal Authority Colour



Brand elements or colour

1

Notebook – Print and Embossed



Brand elements or colour

2

Paper Folder – Cover



Brand elements or colour

Paper Folder – Inside

3



Brand elements or colour



4

Pencil



Brand elements or colour

Pen

5

8.3 ROLL–UP BANNERS

The below illustrates the template design for a Federal Authority roll-up banner to be used for exhibitions.

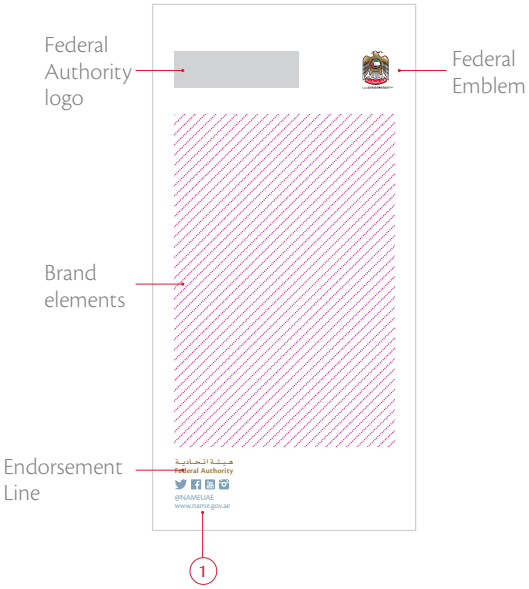
The roll-up banners allow the use of imagery or just text, depending on the objective of the exhibition.

The Federal Authority's brand elements can only be placed in the area demonstrated below.

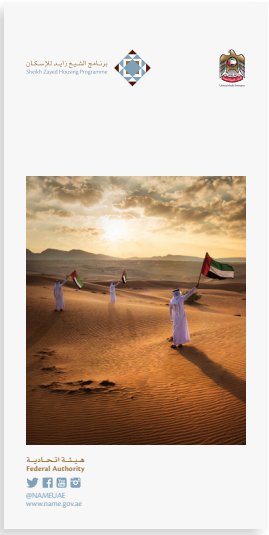
Layout elements:

1. Federal Authority Logo - Always placed on the top left of the page
2. Federal Emblem - Always placed on the top right of the page, aligned with the margin
3. Endorsement Line locked up with social media icons and web address. Social media icons use the Federal Authority's colour palette

Roll-up Banner



Single Image



Text Only



Multiple Images



9 UNIFORMS AND VEHICLES

9.1 Uniforms
9.2 Vehicles

9.1 UNIFORMS

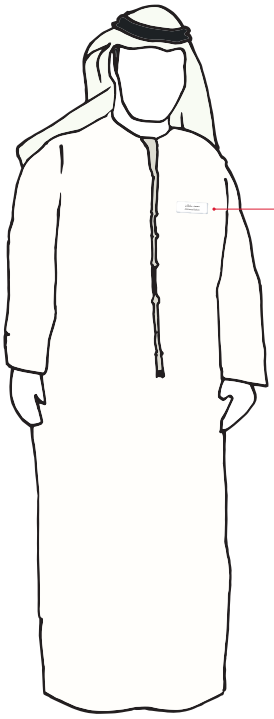
The below illustration is an example of uniforms and name badges to be used in any Authority working environment.

Note: For a closer look at the name badge, go to section 2 Stationery, Employee Card and Name Badge.

Name Badge

مريم أحمد
Mariam Ahmed





محمد سلطان
Mohamad Sultan

AXT Manal Regular 35pt
Cronos Pro Regular 18pt

Office Girl

مريم
Mariam

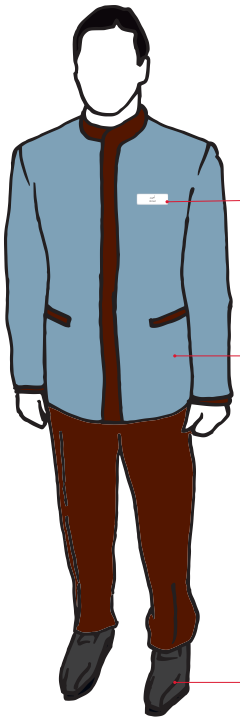
Details such as collars and pocket flaps on vest to be a darker shade of the Authority colour

Dark grey pants (male) or dark long skirt (female)

برنامج الشيخ زايد للإسكان
Sheikh Zayed Housing Programme



Office Boy



أحمد
Ahmed

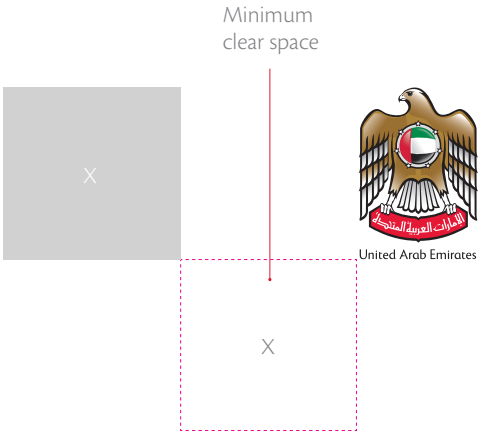
Main colour of shirt is the lighter Authority colour. Shirt must have long sleeves.

Shoes preferably black or gray

9.2 VEHICLES

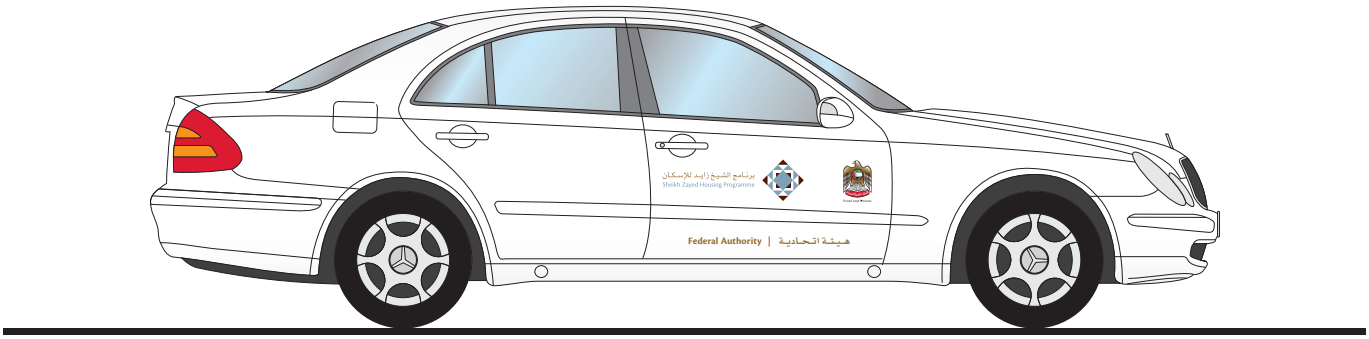
The below illustrates an example of vehicles with the Federal Authority logo, Federal Emblem, and Endorsement Line. The Authority logo and Federal Emblem should always be positioned on the front doors, centred in the width as shown.

Note: Please make sure the minimum clear space between the Federal Authority logo and the Federal Emblem is still respected, as demonstrated below

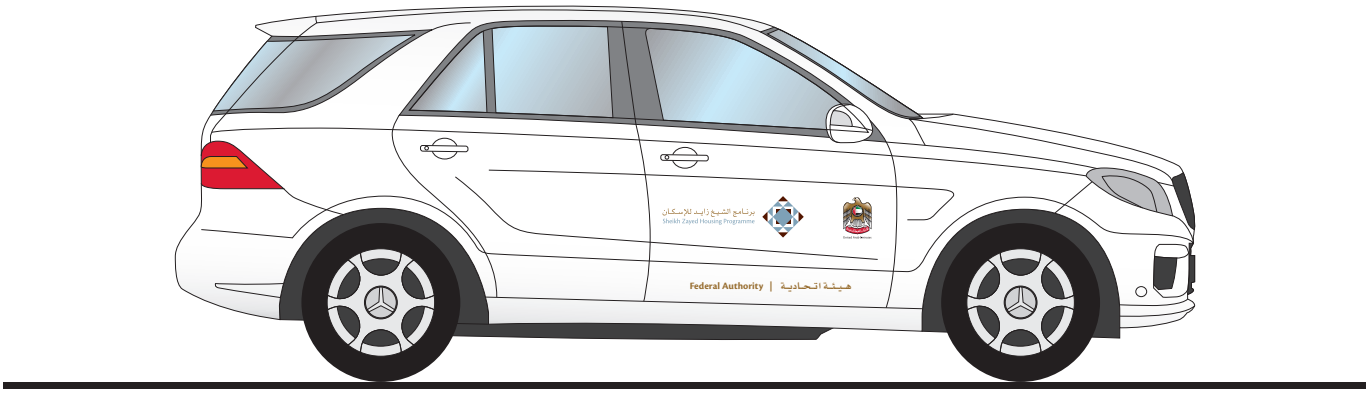


اسم الجهة
Entity Name

Authority's Sedan



Authority's SUV



10 REFERENCE

10.1 Stationery Artwork CD
10.2 Federal Entities and Description

10.1 STATIONERY ARTWORK CD

This CD contains all official brandmarks and stationery files ready to edit and print, in addition to a soft copy of this Guideline.

List of Stationery Files
Business Card
Letterhead
Continuation Sheet
Compliment Slip
Envelopes (4)
Folder
Notebook
Bag (2)
ID Card
Name Badge
CD Label and Cover
Rollup Banner

The print ready PDF files can be viewed with Adobe Reader.
If not installed on your computer, it can be downloaded from
http://get.adobe.com/reader

10.2 FEDERAL ENTITIES AND DESCRIPTION

Per the below, the list identifies all federal entities and its description whether it is as an Authority, Council, and Establishment...etc.

The "2015 UAE Federal Government Entities Visual Identity Guidelines" shall apply to all entities included in the mentioned list and they are encouraged to use the proper description of their entity as indicated and as per the law issued pertaining to its establishment.

Federal Entity	Descriptive
Emirates Identity Authority	Federal Authority
Federal Transport Authority - Land and Maritime	Federal Authority
General Civil Aviation Authority	Federal Authority
Federal Electricity and Water Authority	Federal Authority
General Authority of Youth and Sports Welfare	Federal Authority
The National Human Resource Development and Employment Authority	Federal Authority
Emirates Authority for Standardization and Metrology	Federal Authority
Securities and Commodities Authority	Federal Authority
Federal Customs Authority	Federal Authority
Insurance Authority	Federal Authority
Telecommunications Regulatory Authority	Federal Authority
General Authority of Islamic Affairs and Endowments	Federal Authority
The Federal Authority for Government Human Resources	Federal Authority
Federal Authority for Nuclear Regulation	Federal Authority
UAE Red Crescent Authority	Federal Authority
National Emergency Crisis and Disasters Management Authority	Federal Authority
National Qualifications Authority	Federal Authority
Emirates General Petroleum Corporation	Federal Establishment
Emirates Real Estate Corporation	Federal Establishment
Emirates General Transport and Services	Federal Establishment
Marriage Fund	Federal Establishment
National Media Council	Federal Council
The National Council of Tourism and Antiquities	Federal Council
Federal Demographic Council	Federal Council
Emirates Competitiveness Council	Federal Council
Sheikh Zayed Housing Programme	Federal Authority
Central Bank	Federal Establishment
Zakat Fund	Federal Establishment
Institute of Training and Judicial Studies	Federal Authority
Emirates Post Group	Federal Establishment
National Archives of the United Arab Emirates	Federal Authority
National Bureau of Statistics	Federal Authority
UAE Space Agency	Federal Authority
Emirates Center for Strategic Studies and Research	Federal Authority