

BRAND GUIDELINES

نحن
الإمارات
WE THE UAE
2031



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The Visual Identity Guideline has been created to guide and help in creating unified and consistent brand communications across the next 10 next years.

BRANDMARK

1.1 SIGNATURE MARK

1.2 FORMAL BRANDMARK

1.3 GENERAL BRANDMARK

1.4 EXCLUSION ZONE

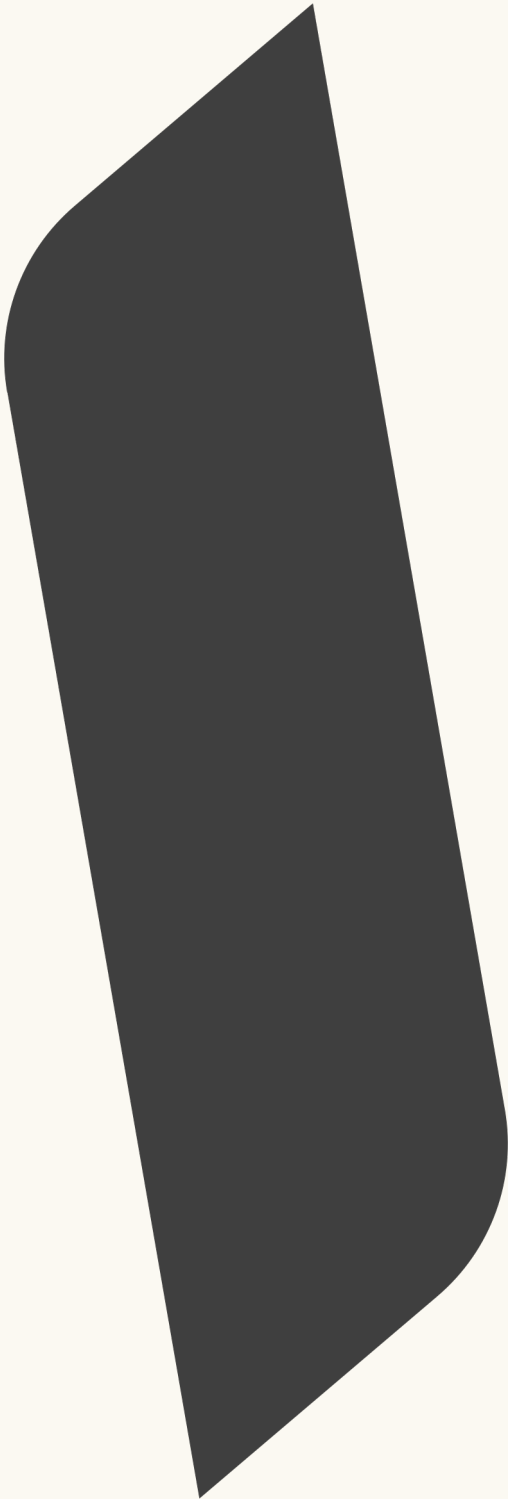
1.5 MINIMUM SIZE

1.6 SUB BRAND

SIGNATURE MARK

The signature mark of the brand identity is known as “**The Window**”. The mark is adopted from the UAE Nation Brand’s 7 lines.

We call it ‘The Window’ because it signifies an opening to all new possibilities and opportunities driven by progress, , innovation, excellence and boundless aspirations in our journey forward while we move forward in the next 10 years.



FORMAL BRANDMARK

The primary brandmark is reserved for use in government communications only.

Additional Colors:



GENERAL BRANDMARK

The general brandmark is reserved for public usage across print and digital media.

Additional Colors:



EXCLUSION ZONE

No other graphic media should enter the exclusion zone surrounding the perimeter of the brandmark. Provide adequate space around the brandmark when applying it.



Primary



Secondary

MINIMUM SIZE

When applying the logo in print or digital contexts, use appropriate minimum sizing to ensure legibility of the brandmark.

Print:



17.5mm



17.5mm

Digital:



50px



50px

SUB- BRANDS – PILLARS

The identity’s sub brand is used for We, The UAE’s 4 pillars. ‘The Window’ is adapted to reflect each pillar.

Future sub brands might use the same concept.



SUB-BRANDS – INITIATIVES

Other forms of sub brands uses 'The Window' as a way to familiarize the public with new initiatives in the next 10 years.

Use the primary type from the general identity for names.

إسكان المواطنين
Emirati Housing



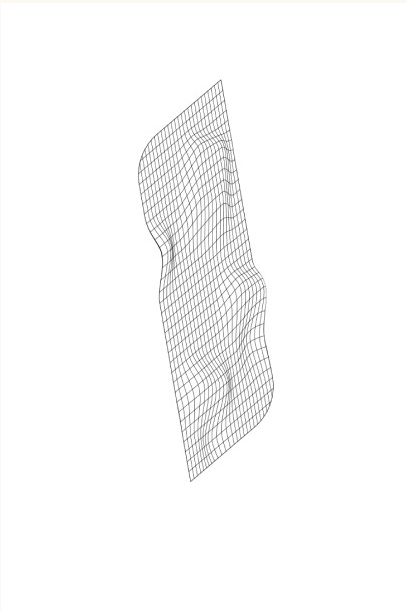
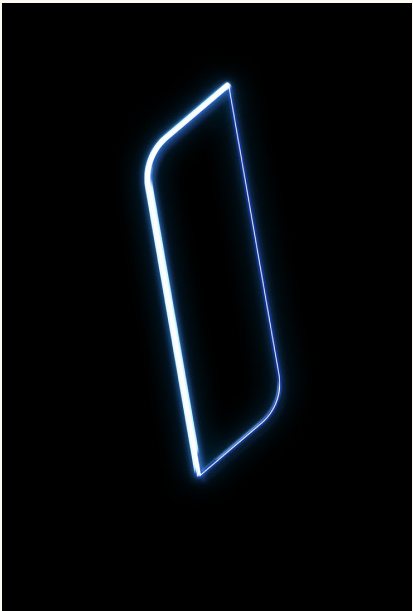
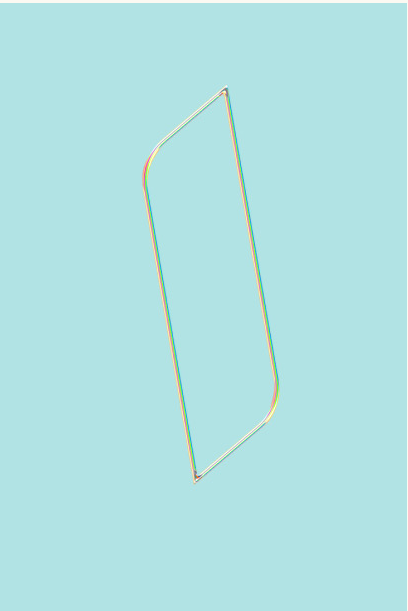
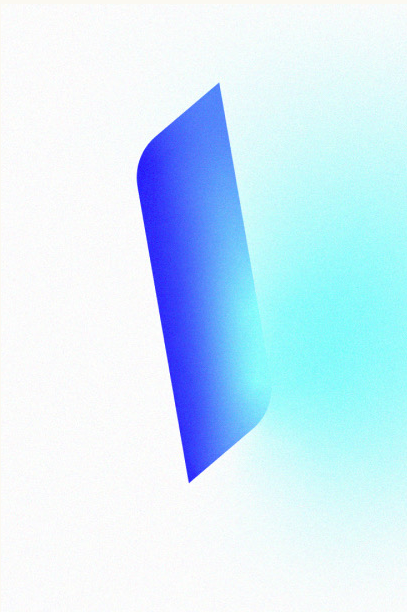
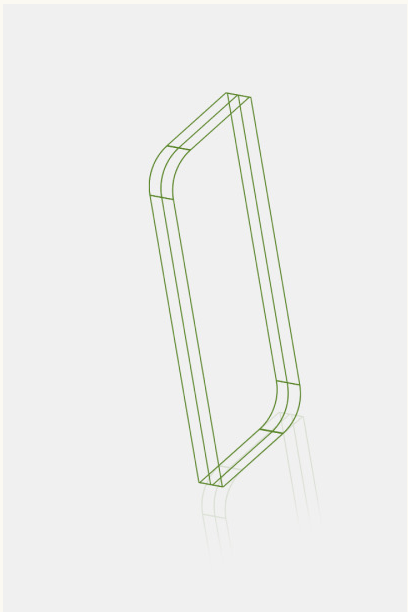
مشروع الإمارات
لاستكشاف المريخ
The Emirates
Mars Mission



SUB BRANDS – ACTIVATIONS

We, The UAE 2031 connects deeply to the nation, involving everyone including the young, the youth and established designers. ‘The Window’ is an expressive mark that the nation can take part in designing. Different colors, textures and formats can be used to express express that sentiment beyond the brand guideline.

They are widely used for advertising purposes.



COLOR PALETTE

FORMAL IDENTITY

2.1 COLOR PALETTE

GENERAL IDENTITY

2.2 COLOR STORY

2.3 COLOR PALETTE

COLOR PALETTE (FORMAL)

The formal identity color palette is directly inspired by Official UAE Government Brand guideline with minor adjustments. The formal identity uses only 3 colors: Golden Future, Flag Black & White.

The color palette is only used for Government-Identity branding purposes.

GOLDEN FUTURE

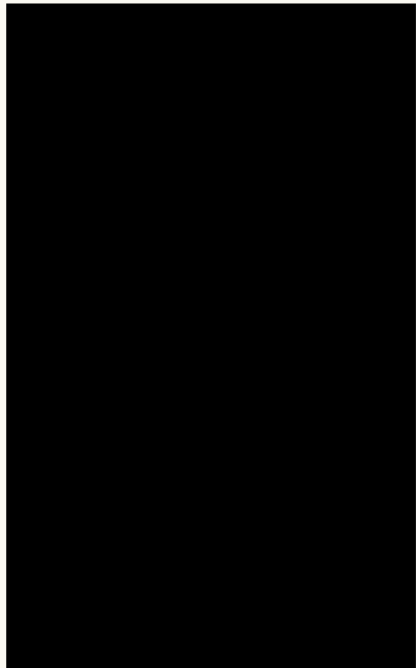
Wealth, High quality,
Excellence



PANTONE 8960 C
C17 M38 Y83 K22
R182 G138 B53
#B68A35

FLAG BLACK

Dignity, Formality,
Authority, Elegance



PANTONE BLACK C
C10 M10 Y10 K100
R0 G0 B0
000000

WHITE

Purity, Openness,
Trasnparency, Peace



PANTONE WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

COLOR STORY (GENERAL)

The color palette of We, The UAE’s general color palette is inspired by 4 different symbols that tell the nation’s story.

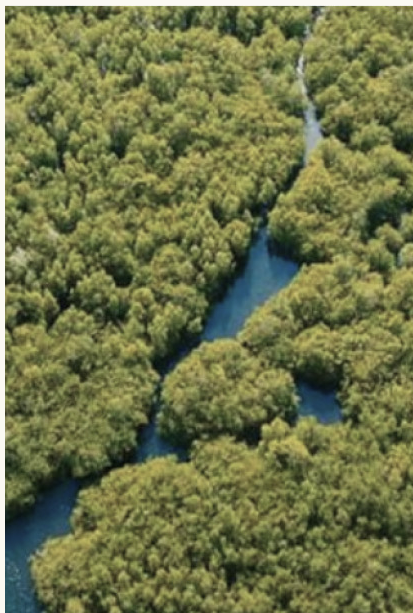
Harvest Green to signify the abundance of good, and the thriving nature we aim for, for the people of the UAE.

Sand Yellow to highlight the historic and ancient wisdom of this land and this civilization

Sea Sky Blue speaks to the mighty nature of the people, and the fearlessness with which they face challenges, and their deep generosity no matter the odds.

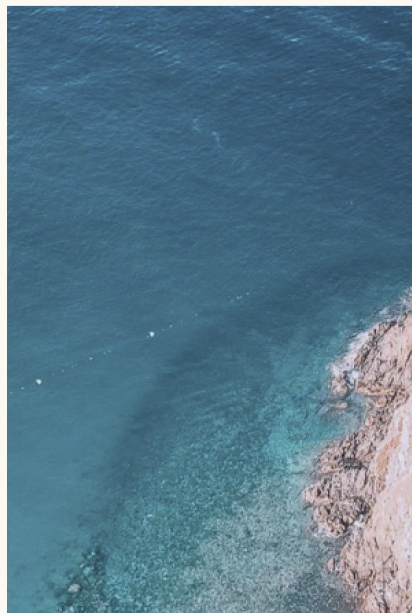
Earth Brown reiterates the sturdy and grounded society of our country, that holds its members dear and is deeply rooted in a shared sense of morals and values.

HARVEST GREEN



Abundant, Lush, Thriving

SEA SKY BLUE



Majestic, Mighty, Generous

SAND YELLOW



Ancient, Wise, Enduring

MOUNTAIN BROWN



Strong, Grounded, True

COLOR PALETTE (GENERAL)

The Public identity of Vision 2031 uses a distinctive color palette. Primary colors with darker secondary colors are used accross the brand.

Graphite, Dune & Pearl are used to control tonality.

HARVEST GREEN



PANTONE 8321 C
C4 M0 Y9 K44
R134 G143 B120
#868F78



PANTONE P 178-15 C
C2 M0 Y4 K68
R77 G81 B70
#4D5146

SEA SKY BLUE



PANTONE P 108-5 C
C33 M19 Y0 K38
R74 G111 B159
#4A6F9F



PANTONE P 173-15 C
C5 M5 Y0 K69
R64 G66 B78
#40424E

SAND YELLOW



PANTONE 4525 U
C0 M6 Y23 K24
R193 G177 B134
#C1B186

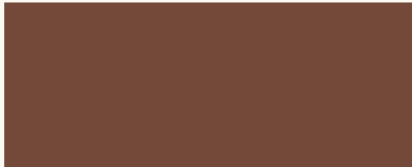


PANTONE 1265 U
C0 M6 Y22 K42
R147 G131 B90
#93835A

MOUNTAIN BROWN



PANTONE 725 U
C0 M19 Y30 K42
R147 G99 B71
#936347



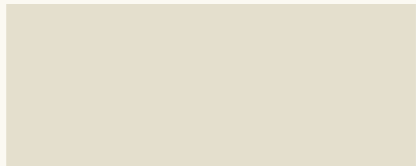
PANTONE 4705 C
C0 M17 Y23 K55
R116 G73 B57
#744939

GRAPHITE



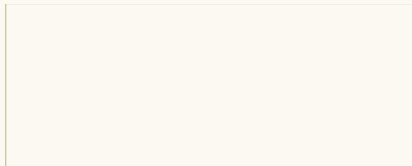
PANTONE P 179-14 C
C0 M0 Y0 K75
R63 G63 B63
#3F3F3F

DUNE



PANTONE 7527 CP
C0 M2 Y9 K1
R228 G223 B205
#E4DFCD

PEARL



C0 M1 Y4 K2
R251 G249 B242
#FBF9F2

TYPOGRAPHY

FORMAL IDENTITY

3.1 PRIMARY TYPE

3.2 SECONDARY TYPE

GENERAL IDENTITY

3.3 PRIMARY TYPE

3.4 SECONDARY TYPE

PRIMARY TYPE (FORMAL)

The formal identity’s primary typography for We, THE UAE 2031 adheres to the Official UAE Government Brand guideline.

For full comprehensive guidelines around type, please refer **here**, page 17.

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm ?!() @ 1234567890

Cronos Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl ?!() @ 1234567890

Cronos Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl ?!() @ 1234567890

Cronos Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl ?!() @ 1234567890

AXT Manal Regular
أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ه و ء ()

AXT Manal Bold
أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ه و ء ()

AXT Manal Black
أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ء ()

SECONDARY TYPE (FORMAL)

The formal identity’s secondary typography for We, The UAE 2031 adheres to the Official UAE Government Brand guideline.

For full comprehensive guidelines around type, please refer **here**, page 17.

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.

Univers Next Arabic Light

ABCDEFGHIJ abcdefghijkl ? ! () @ 1234567890 @ () ؟ ! م ق ف غ ظ ش ز س ذ ر

Univers Next Arabic Regular

ABCDEFGHIJ abcdefghijkl ? ! () @ 1234567890 @ () ؟ ! م ق ف غ ظ ش ز س ذ ر

Univers Next Arabic Bold

ABCDEFGHIJ abcdefghij ? ! () @ 1234567890 @ () ؟ ! م ق ف غ ظ ش ز س ذ ر

PRIMARY TYPE (GENERAL)

The general identity’s primary typography for We, The UAE 2031 adheres to the Official Nation Brand guideline.

For full comprehensive guidelines around type, please refer **here**, page 31.

Suisse Int’l is the primary Arabic typeface. **Codec Pro** is the primary English typeface. These official typefaces will be mainly used for display text, headlines and body text.

Latin - Codec Pro		Arabic - Suisse Int'l	
Codec Pro – Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£\$#%&*()!?	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$#!؟ ١٢٣٤٥٦٧٨٩٠	Suisse Int'l – Light
Codec Pro – News	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£\$#%&*()!?	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$#!؟ ١٢٣٤٥٦٧٨٩٠	Suisse Int'l – Regular
Codec Pro – Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£\$#%&*()!?	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$#!؟ ١٢٣٤٥٦٧٨٩٠	Suisse Int'l – Medium
Codec Pro – Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£\$#%&*()!?	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$#!؟ ١٢٣٤٥٦٧٨٩٠	Suisse Int'l – Bold
Codec Pro – Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:;@£\$#%&*()!?	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$#!؟ ١٢٣٤٥٦٧٨٩٠	Suisse Int'l – Black

SECONDARY TYPE (GENERAL)

The general identity’s secondary typography for We, The UAE 2031 adheres to the Official Nation Brand guideline.

For full comprehensive guidelines around type, please refer **here**, page 31.

Greta Text Arabic is the secondary Arabic typeface. **Publico Headline** is the secondary English typeface. These official typefaces will be mainly used for main headlines on adverts and short messaging on many forms of communication such as adverts and promotional material.

Latin - Publico Headline

Publico Headline – Roman	ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:@£\$#%&*()!/?
Publico Headline – Medium	ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:@£\$#%&*()!/?
Publico Headline – Bold	ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 .,:@£\$#%&*()!/?

Arabic - Greta Text Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$.#?! ١٢٣٤٥٦٧٨٩.	Greta Text Arabic – Regular
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$.#?! ١٢٣٤٥٦٧٨٩.	Greta Text Arabic – Medium
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي -+()*^%\$.#?! ١٢٣٤٥٦٧٨٩.	Greta Text Arabic – Bold

