
Visual Identity Guidelines for UAE Federal Government Entities

Federal Ministries

This document clarifies the core elements of the UAE government's visual identity, and sets the standards of its application across all branded materials produced by federal ministries.

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Introduction

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

Update Highlights

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

Expanded Applications

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

Room for Creative Freedom

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

Improved Usability

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

Keep in mind...

This document is for federal ministries, ministers’ offices (p.76); ministers of state affiliated to specific ministries (p.77); and initiatives (p.134). You may request the guidelines of other entities from the UAE Government Media Office, or find them on the online portal.

How Will the Guidelines Help?

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

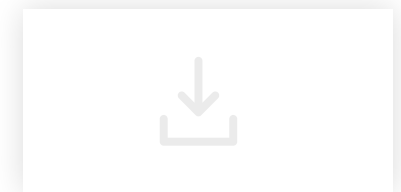
When all government entities communicate with a unified image across all channels and materials, each entity’s messages are carried more powerfully to resonate with the relevant audiences.

Useful Resources



[Online Portal](#)

Offers an online and latest version of these guidelines.



[Download Centre](#)

Access all necessary brand assets (e.g. logos, fonts) and design templates to give you a head start with your designs.

A

Guideline Features

A Breadcrumbs

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

B Tip! / Keep in mind...

Provide useful information on how you can deal with certain aspects of the visual identity.

C Links

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

Remember to [download the assets](#) and use them to your advantage!

C

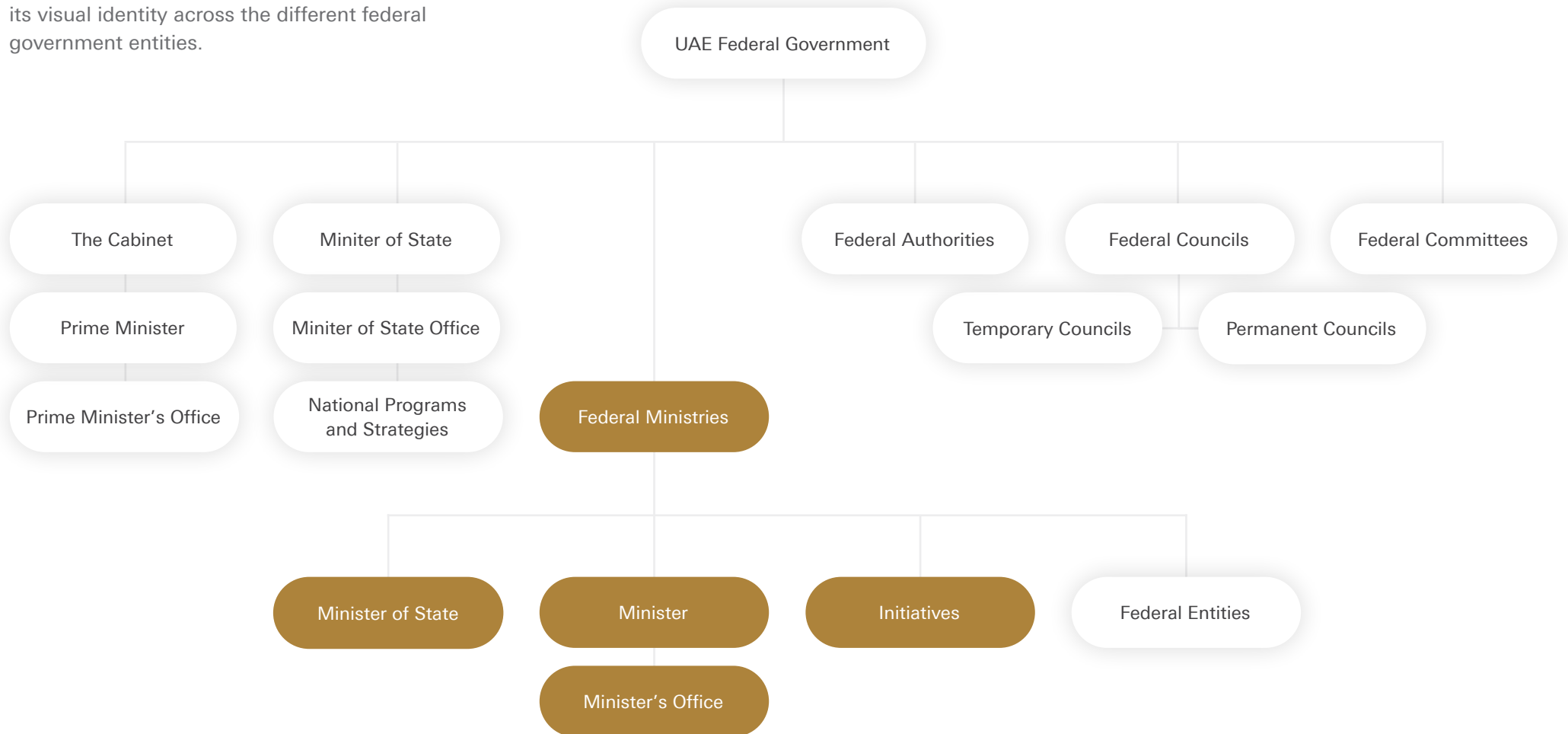
B

Tip! / Keep in mind...

Entities are encouraged to share a copy of this document with third party business partners, such as advertising agencies and design firms, to ensure consistent brand application.

Brand Architecture

Brand architecture clarifies the structure of the UAE government and guides the application of its visual identity across the different federal government entities.



Keep in mind...

This document is for federal ministries, ministers' offices (p.76) and ministers of state affiliated to specific ministries (p.77). You may request the guidelines of other entities from the UAE Government Media Office, or find them on the [online portal](#).

Lockups

There are three ways to visually indicate the relationship between a federal entity and the larger UAE federal government brand. Federal ministries follow Lockup 1.



Lockup 1

Applies to: **Ministries**, Minister of State

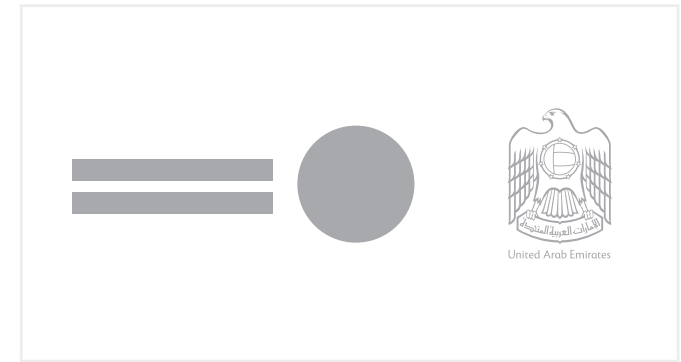
The federal emblem is part of the entity logo and the entity completely follows UAE federal government brand.



Lockup 2

Applies to: Temporary Councils, Committees

Entity adopts UAE federal government brand (sub-brand) but has limited applications.



Lockup 3

Applies to: Authorities, National Programs and Strategies, Permanent Councils, Federal Entities Affiliated to Ministries

Entity has an independent brand. The federal emblem may be paired with the entity logo and must be used on specific official applications.

Keep in mind...

Each federal entity has its own set of guidelines according to its corresponding lockup. Remember to use the correct guidelines for your entity.

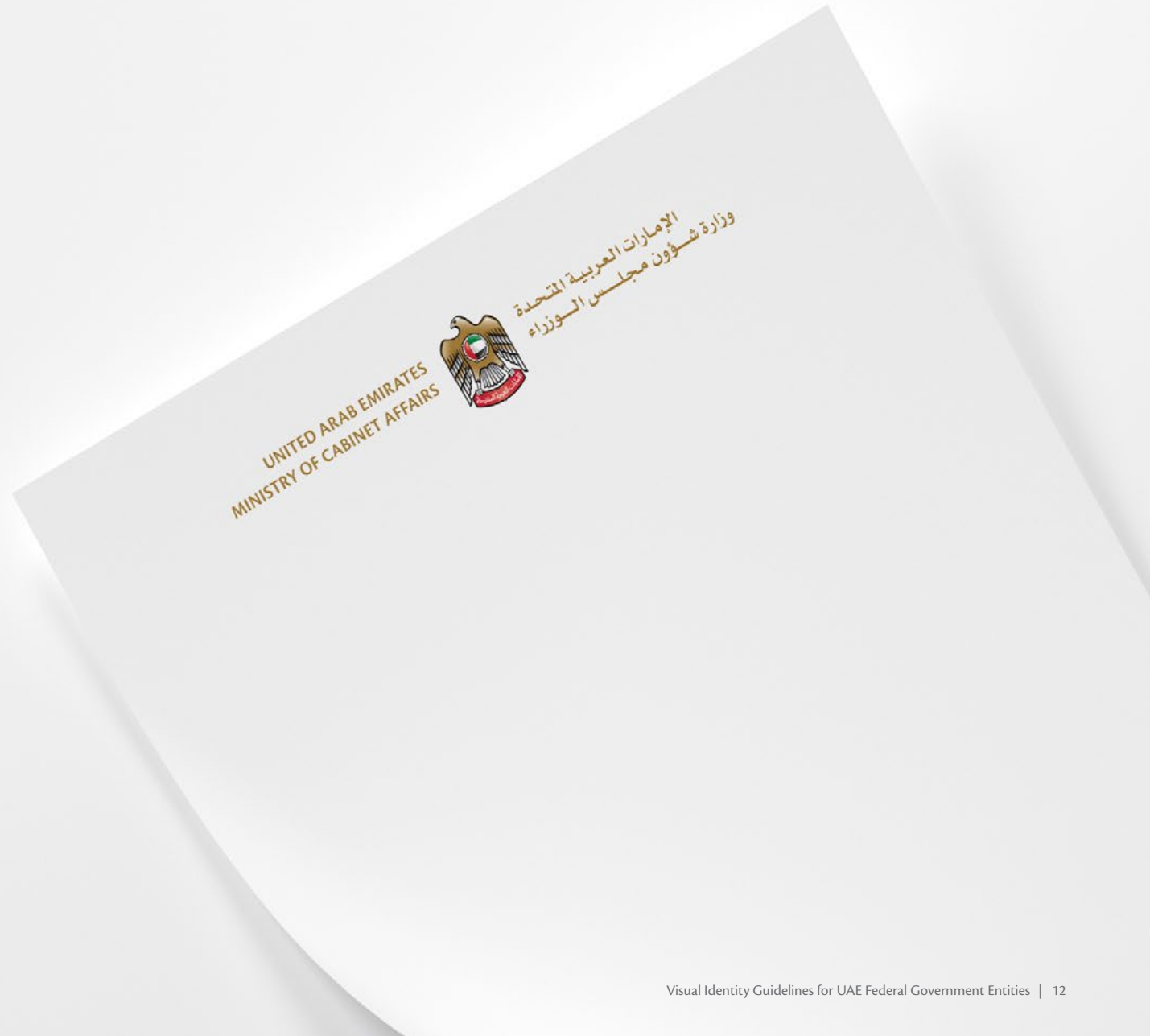


Brand Elements

This section introduces the building blocks of the UAE government's visual identity: Logo, typography, colours, photography and pattern. It is crucial for all government entities to apply the visual identity as specified in these guidelines to ensure consistent application across all branded materials.

Remember to download the brand assets from the online portal.

Logo



Logo Anatomy

The federal ministry logo helps establish its association with the UAE government. It is crucial to apply the logo as specified in these guidelines to ensure that it looks its best on every touchpoint.

UAE Federal Ministry Logo

The Federal Emblem

The Wordmark

Primary Logo Construction

UAE Federal Ministry Logo

The federal ministry logo is composed of two main components—the federal emblem and the wordmark.

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS



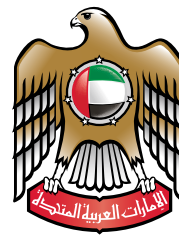
الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء

Keep in mind...

The Ministry of Cabinet Affairs logo is used as an example throughout this manual; all other ministry logos adhere to the same guidelines.

The Federal Emblem

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS



الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء

The Falcon

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

The Seven Stars

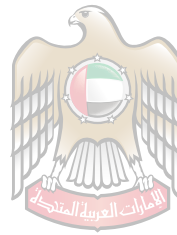
The seven stars represent the seven Emirates, united around the UAE flag and linked together as one by an unbreakable ring.

Calligraphy

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

The Wordmark

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الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء

Wordmark as a Logo

The wordmark is a key identifier of all UAE ministry logos, with the hierarchy indicating that the ministry is a representative of the UAE government. The country name is placed on the first line while the ministry name is placed on the second line under it.

Typefaces

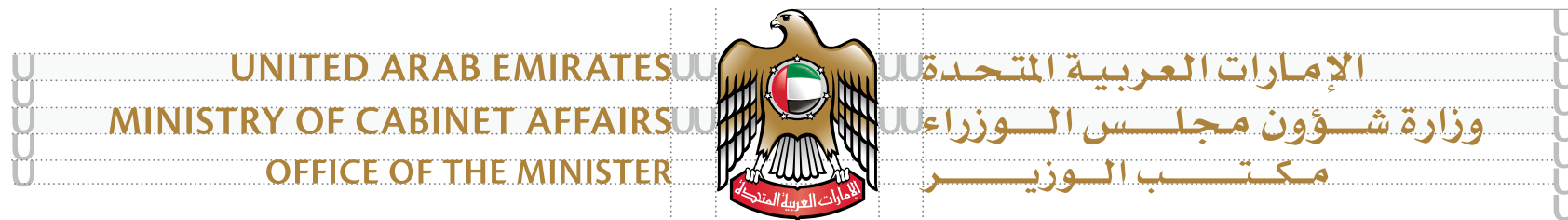
The Arabic and English typefaces are clean, modern and elegant, set on both sides of the emblem to embody the ideas of symmetry and balance.

Colour

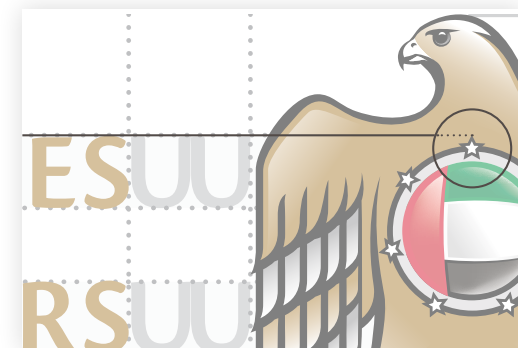
The gold typography symbolises the UAE's prosperity, sophistication and the sand dunes among which our nation stands as a thriving oasis.

Primary Logo Construction

The primary logo brings the federal emblem and wordmarks together to capture the UAE's strength, elegance, and balance.



- The emblem is placed in the centre of the composition, with the Arabic wordmark to its right and English to its left.
- The country name is set on the first line of the wordmark, and the ministry name on the second.
- The Arabic wordmark is placed to the right of the emblem, set in the AXT Manal typeface and left aligned.
- The English wordmark is placed to the left of the emblem, set in the Cronos Pro typeface in all caps and right aligned.
- The line spacing between the country and ministry names is equal to one U character (in Cronos Pro from the baseline).
- The ratio of the wordmark height (including line spacing) to the emblem height is 3:8.
- The lines in Arabic should always be equal in width to the lines in English to maintain a balanced composition; use kashidas as necessary.
- The distance between the wordmarks and the emblem is equal to two U characters (in Cronos Pro).
- For office of the minister logos, a third line is added at 90% the font size of the wordmark.
- The top of the wordmark is vertically aligned to the top point of the top-centre star in the emblem.



Logo Usage

This chapter showcases various logo arrangements which allow the federal ministry logo to adapt to different contexts.

Logo Arrangements

Logo Variation Construction

Logo on Different Backgrounds

Logo on Different Materials

Scaling and Minimum Size


Clear Space

Logo Misuse

Tip!

Consider which logo arrangement works best for your design. The aim is to maximise the logo's impact and legibility, while maintaining harmony with its surrounding.

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS



Cabinet Highlights
02 Apr 2020

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

-HH Sheikh Mohammed bin Rashid Al Maktoum

[Read More](#)

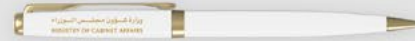


وزارة شؤون مجلس الوزراء
MINISTRY OF CABINET AFFAIRS

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الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء

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MINISTRY OF CABINET AFFAIRS

2020 Annual Communication Report

MINISTRY OF CABINET AFFAIRS | COMMUNICATIONS DEPARTMENT

Logo Arrangements

Primary

The winged logo—with the Arabic and English wordmarks on either side of the emblem—is the preferred composition to use whenever possible.



Secondary: Horizontal

Used for single-language communication, such as on websites.

The emblem is placed to the left, with the wordmark to its right in both the Arabic and English variations.



Secondary: Vertical

Used in designs and layouts where horizontal space is restricted.

The bilingual vertical logo does not include the country name; only the ministry name in both languages.



Wordmark

Used in cases where using the emblem is not permissible (e.g. on an image) or space is limited.

The wordmark is bilingual, with the ministry's name in Arabic set on the first line and English on the second. The country name is dropped.



Tip!

You may use the single-colour version of the logo in any of these arrangements. Refer to p.22 for more information.

Logo Variation Construction

Horizontal Arrangements

- The emblem always placed to the left, with either the Arabic or English wordmark to its right; the wordmark is always aligned left in either language.
- The country name is set on the first line of the wordmark and the ministry name on the second.
- The line spacing between the country name and the ministry name is equal to one U character (in Cronos Pro from the baseline).
- The wordmark height (including line spacing) to the emblem height ratio is 3:8.
- The top of the wordmark is vertically aligned to the top point of the top-centre star in the emblem.
- The distance between the wordmarks and the emblem is equal to two U characters (in Cronos Pro).



Vertical Arrangements

- The emblem is always placed above of the wordmark.
- The emblem and wordmark are always centre-aligned.
- The distance between the bottom of the emblem and the top of the wordmark is one and a half U characters (in Cronos Pro).
- In single-language vertical arrangements, the line spacing between the first and second lines of the wordmark is one U character (in Cronos Pro).
- In the bilingual vertical arrangement, drop the country name and use the ministry name only: Arabic on the first line and English on the second. In this case, the line spacing between the first and second lines of the wordmark is one and a half U characters (in Cronos Pro).



Keep in mind...

The Arabic line width must always match the English line width in all arrangements; use kashidas as necessary.

Logo on Different Backgrounds

When choosing the most appropriate logo treatment on different backgrounds, always aim for maximum contrast for maximum visibility, legibility and impact.



White Backgrounds

Use the full-colour versions of the federal emblem and entity logo on white backgrounds.



Dark Backgrounds

Use the white single-colour versions of the federal emblem and entity logo on dark backgrounds.



Light Backgrounds

Avoid using light backgrounds unless necessary. In such cases use the black single-colour emblem and logo on light backgrounds.



Images

Avoid placing the emblem on images and photographs. In cases where the logo is needed to appear on an image, you may:

- Use the wordmark (without the emblem) in either black or white—whichever provides maximum contrast and legibility, or;
- Create a white full-bleed banner at the top or bottom of the images to serve as a white background for the logo. In this case, use the full-colour logo.

Keep in mind...

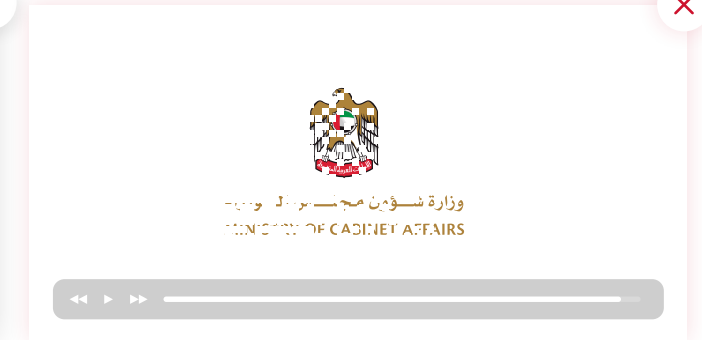
These standards apply to all logo arrangements—winged, horizontal, vertical and the wordmark.

Logo in Videos

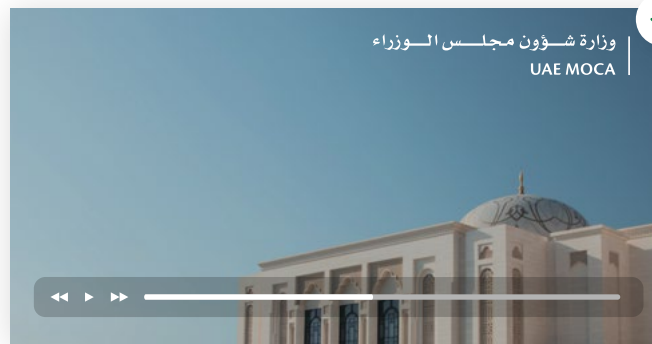
The logo may be used in videos to indicate the entity's ownership or endorsement. As a rule, the logo (with the emblem) only appears in outros; if a watermark is needed for the duration of the video, then the wordmark is used instead.



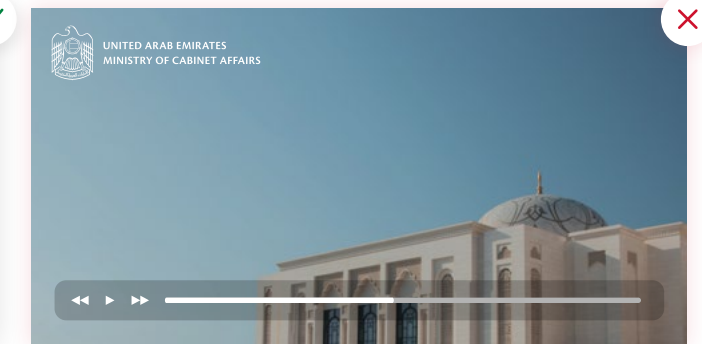
The logo (with the emblem) may appear in the outro of the video.



Do not animate the logo or any of its components; only simple transition effects, such as fading in and out, are allowed.



The wordmark consisting of the full ministry name in Arabic and abbreviated ministry name in English (without the emblem) may be used as a watermark on video footage placed in the top-right corner.



Never use the logo (with the emblem) as a watermark on video footage.

Keep in mind...

In co-branding situations, logos may only appear in the outro of the video, following the Co-Branding guidelines (p.28).

Logo on Different Materials

Paper
4-colour offset
(CMYK, Pantone)



Paper
4-colour Pantone
Flat



Paper
Blind emboss
or deboss



Paper
Gold foil stamping



Metals
Etching



Leather
Etching or emboss



Leather
Gold foil stamping



Leather
3D with Gold
metallic finish



Wood
Etching or emboss

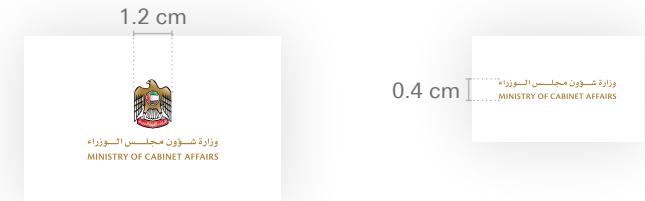


Fabric
4-colour stitching



Scaling and Minimum Size

The logo scales up or down according to where it appears, but the federal emblem must never be smaller than 1.2 cm wide in order to maintain its legibility and impact.



The minimum emblem width is 1.2 cm.

The minimum height of the wordmark is 0.4 cm, used instead of the federal emblem when space is limited.

Keep in mind...

Always maintain the logo's composition when resizing it: Ensure that the relationship between the logo elements remains fixed and that they are resized proportionally.

Clear Space

The logo in any arrangement should never be crowded by copy, other logos or any other graphic elements.

As a general rule, the minimum clear space around the logo is equal to the width of four U characters (in Cronos Pro) from all sides.



Tip!

Clear space is the minimum safe distance between the logo and any other visual element or edge. You may increase the distance of clear space, but do not reduce it.

Logo Misuse

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



Ensure the standard graphic appearance of the logo; do not change its opacity or add graphic effects such as drop shadows, colour filters or any other effects.



Maintain the composition of the logo; do not stretch, rotate, flip or skew it.



Maintain enough clear space between the logo and other marks; no visual elements should invade the logo area.



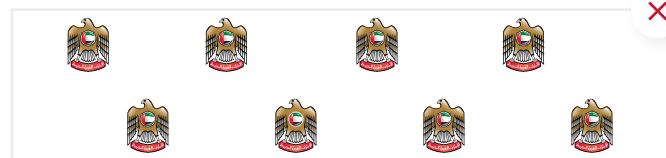
Preserve the structure of the logo. Do not alter the order of the country name and the ministry name.



Do not add department names to ministry logos.



When resizing the logo, always resize both the emblem and wordmark(s) as one unit and maintain the composition and proportions of the logo.



Do not use any of the logo elements to create new graphics such as patterns or new marks.



Do not recolour the logo.



Do not use the federal emblem without the wordmark; the federal emblem may only be used by the UAE President and Prime Minister.

Co-Branding and Sponsorships

This chapter covers the most common co-branding cases and sets the standards for co-branding applications. In all cases, the aim is to maximise consistency and cohesion among the co-branding logos.

Co-Branding Basics

Endorsement Lines

Ministry as a Host

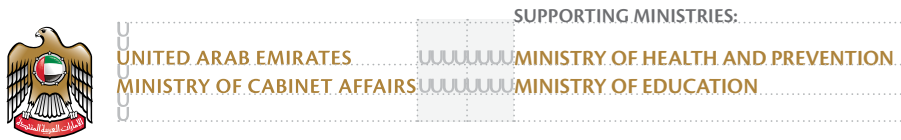
Ministry as a Sponsor

Best Practices

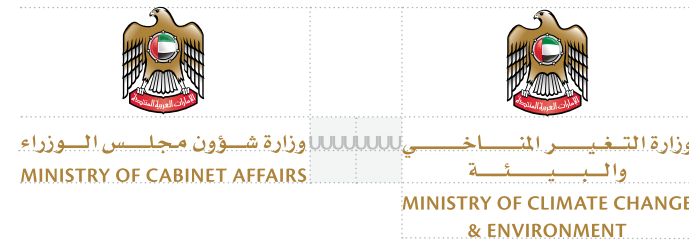
Co-Branding Basics

When placing multiple logos together, always aim for maximum consistency: The logos are all vertical or all horizontal—never both. Always ensure there is sufficient and consistent spacing between logos. Refer to p. 25 for more information about clear space.

Co-Branding Ministries



If a host ministry is supported by other ministries, the names of supporting ministries are listed to the right of the host ministry logo, using the appropriate alignment, scale and endorsement line.



If multiple ministries appear as partners, ensure the logos are consistent in arrangement, scale and alignment using the emblems as a reference.

Co-Branding Federal Entities and Local Governments



When several federal and local government entities appear together, the logos appear in this order.



When co-branding more than three government logos, display the logos in silver (except ministries and local governments) to provide a sense of cohesion among the entities, in addition to reducing visual clutter.

Endorsement Lines

Endorsement lines are used to clarify the roles of the entities involved in a co-branding situation.

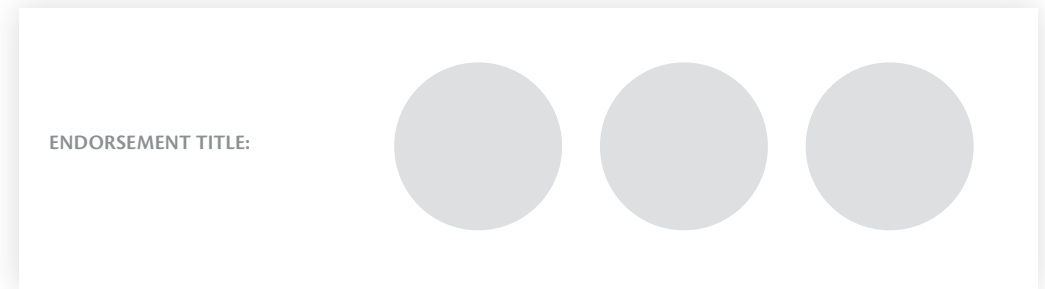
There are three ways to place the endorsement line, and you are encouraged to choose the one that works best with your design.

Endorsement Line Specifications

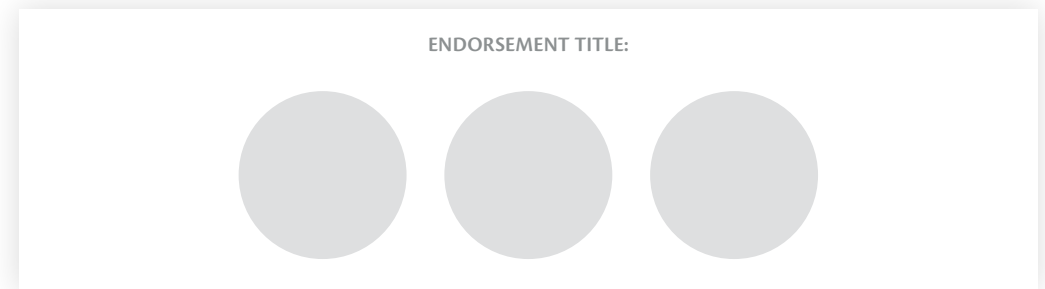
- Type: Cronos Pro Semibold Silver all caps.
- Ensure that the size is readable and compatible.
- Ensure that the endorsement line does not intrude on the supporting logos by maintaining sufficient clear space around each logo.

Recommended Endorsements

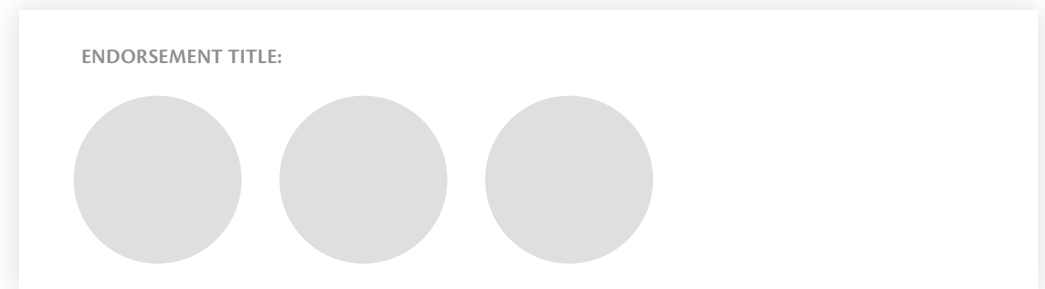
SUPPORTING MINISTRIES	الوزارات الداعمة
SUPPORTING AUTHORITIES	الهيئات الداعمة
PARTICIPATING MINISTRIES	الوزارات المشاركة
PARTICIPATING AUTHORITIES	الهيئات المشاركة
SUPPORTED BY	بدعم من
SPONSORED BY	برعاية
WITH PARTICIPATION OF	بمشاركة



Aligned to the middle of the supporting logos, and placed to the left if the layout is in English and to the right if it is in Arabic.



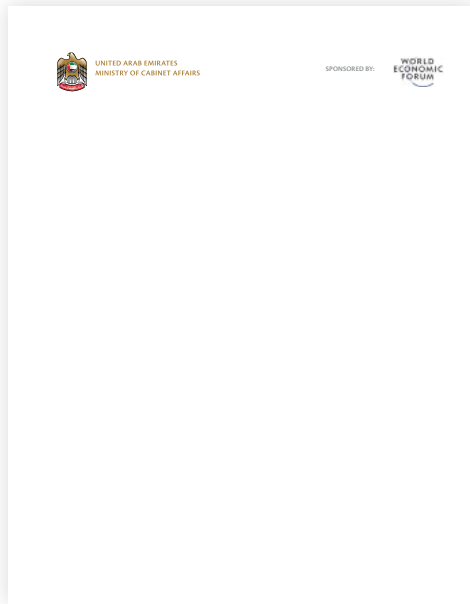
Centred above the supporting logos. This arrangement is most suited for bilingual layouts.



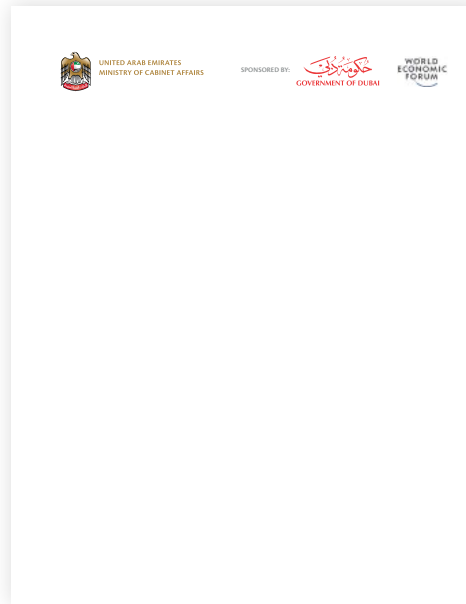
Aligned to the top, aligned to the edge of the supporting logos; aligned to the left if the layout is in English and to the right if it is in Arabic.

Ministry as a Host

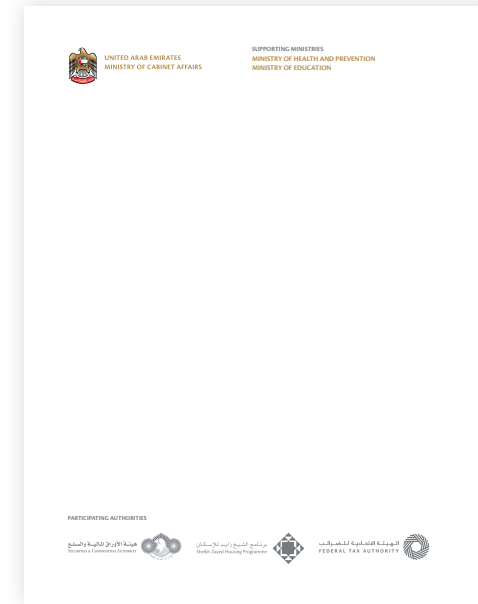
When a ministry is the leading “host brand”, its logo always occupies the top-left corner of the area; supporting entity logos are placed in the top-right or bottom of the area.



Ministry hosting (or being supported) by one entity.



Ministry hosting multiple entities.



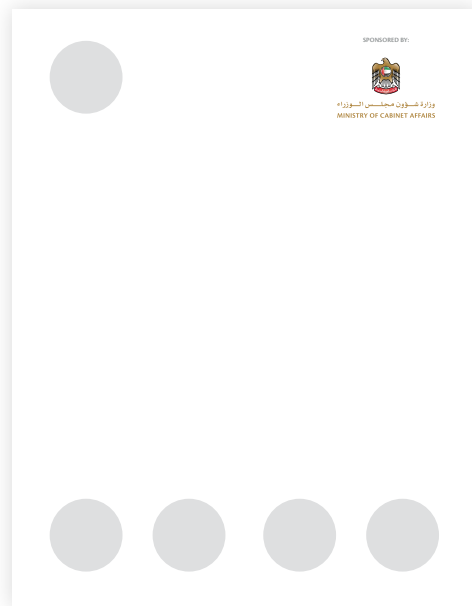
Ministry hosting multiple ministries and multiple authorities. In this case, we use separate endorsement lines for each set of supporting logos; one in the top right of the area and another in the bottom.

Keep in mind...

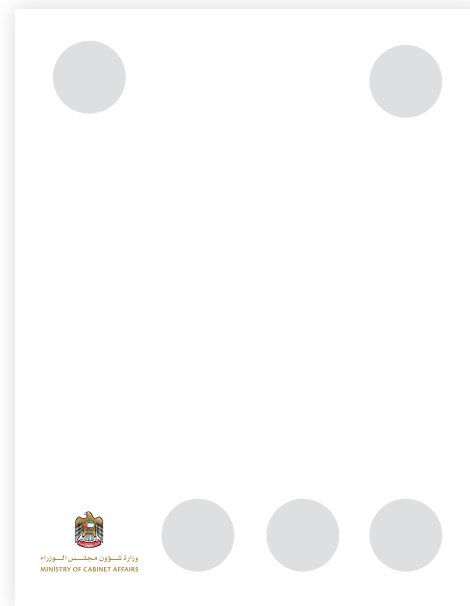
Always use the appropriate endorsement lines (p.29). Always scale and align logos according to the ministry logo.

Ministry as a Sponsor

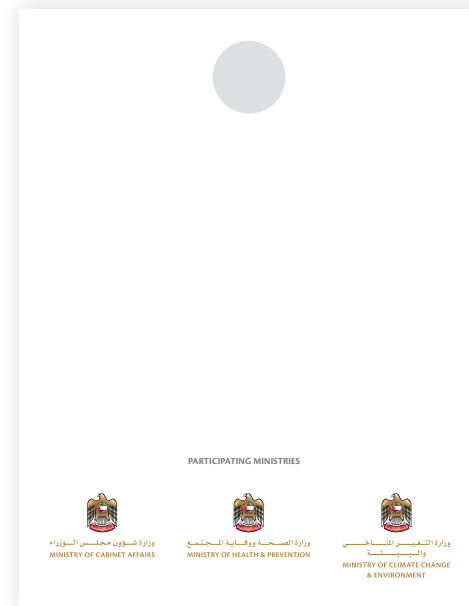
When the ministry is not the lead or host brand, either place the logo in the top-right corner of the layout or in the bottom-left. In both cases, the logo is paired with the appropriate endorsement line, centre-aligned above the emblem.



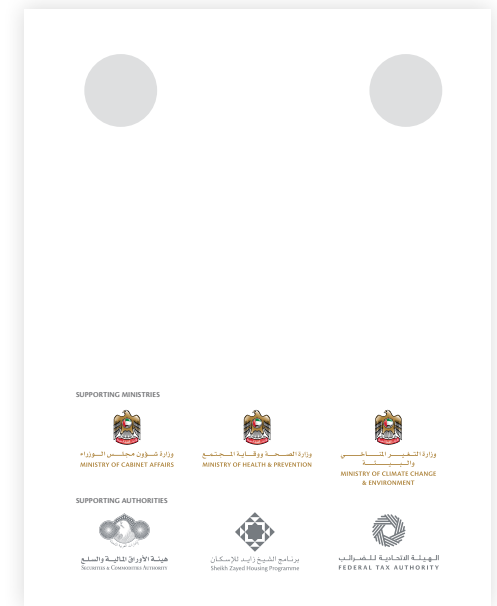
The ministry is a high-tier a sponsor, placed in the top-right corner.



The ministry is a sponsor, placed in the bottom-left corner.



Multiple ministries are supporting, appearing consistently in the bottom of the area.



Multiple ministries and federal entities are supporting, appearing in the bottom of the area. The federal entities appear in monochrome.

Keep in mind...

All logos must be legible and clear. A logo should never breach into another logo's space or be too close to it to cause confusion.

Co-branding Misuse

In co-branding situations, it is important to protect each logo's impact while maintaining a design that portrays the paired logos as a single cohesive unit.



Do not pair ministry logos in different sizes; always apply consistent emblem and wordmark sizes for all ministry logos.

Do not pair logos in different arrangements; logos must all be in either vertical arrangements or horizontal—never a mix of both.

Do not apply different colour treatments to co-branding logos. They are all in full-colour or all in single-colour—never a mix of both.

Typography

Font name: Cronos						Font weight: Semibold			
A	B	C	D	E	F	G	H	I	
K	L	M	N	O	P	Q	R	S	
U	V	W	X	Y	Z				
a	b	c	d	e	f	g	h	i	
l	m	n	o	p	q	r	s		



Font weight: Regular									
ح	ج	ث	ت	ب	أ	7	8		
ط	ض	ص	ش	س	ز	/	*		
ه	ن	م	ل	ك	ق	()		
ـ	ء	ى	ئ	آ	إ	[]		
				”	”	Ê	Ñ		
0	1	2	3	4	5	6	7	8	9
.	,	:	;	'	”	\	/	*	=
!	?	-	-	#	%	&	()	+
@	<	>	~	{	}		[]	

Typefaces

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

Primary Typeface

Formal Pairing

Primary Typeface

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

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

— His Highness Sheikh Mohammed bin Rashid Al Maktoum

“في الإمارات تطلعاتنا كبيرة.. وهممنا عالية.. والأهم من ذلك أن حكومتنا مرنة واستباقية.. وكفاءاتنا وفرق عملنا على قدر المسؤولية”

— صاحب السمو الشيخ محمد بن راشد آل مكتوم

Univers Next Pro Light

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 9 8 7 6 5 4 3 2 1 0
 A B C D E F G H I J K L M N O P Q R S T
 U V W X Y Z a b c d e f g h i j k l m n o p
 q r s t u v w x y z

Univers Next Pro 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 9 8 7 6 5 4 3 2 1 0
 A B C D E F G H I J K L M N O P Q R S
 T U V W X Y Z a b c d e f g h i j k l m n
 o p q r s t u v w x y z

Univers Next Pro Bold

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 9 8 7 6 5 4 3 2 1 0
A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m
n o p q r s t u v w x y z

Keep in mind...

Always use Arabic numerals (keyboard English) to display numbers in both languages.

Primary Typeface Application Examples

الطابق الأرضي
GROUND FLOOR

← Pressroom
غرفة الإعلام

Lifts
المصاعد

Reception
الاستقبال

الردهة ↗
Lobby


المكتبة
Library

دورة مياه →
Restroom

Page
Title

>Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip ex ea commodo
consequat.

DOCUMENT FOOTER



UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS

Today, the UAE is more prepared
for the future... More optimistic
about our future generations...

His Highness Sheikh Mohammed bin Rashid Al Maktoum



Formal Pairing

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

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

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

—His Highness Sheikh Mohammed bin Rashid Al Maktoum

**“فِي الإمارات تطلعاتنا كبيرة.. وهممنا
عالية.. والأهم من ذلك أن حكومتنا مرنة
واستباقية.. وكفاءتنا وفرق عملنا على قدر
المسؤولية.”**

— صاحب السمو شيخ محمد بن راشد آل مكتوم

Keep in mind...

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

Tip!

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

AXT Manal Bold

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 9 8 7 6 5 4 3 2 1 0

Cronos Pro Semibold

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

AXT Manal Black

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 9 8 7 6 5 4 3 2 1 0

Cronos Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

Formal Pairing Examples



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www.moca.gov.ae

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS



الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء

CERTIFICATE OF PARTICIPATION

Offer my sincere appreciation to

Dr. Ahmed Abdulla

On completing the Government Excellence Program appreciating his national efforts, and wish that he will be an honorable example for all citizens.

Fatima Safwan
HEAD OF COUNCIL GOVERNMENT DEPARTMET

أحمد عبدالله

مدير إدارة الاتصال الاستراتيجي

AHMED ABDULLA

Director of Strategic Communication Unit

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www.moca.gov.ae

Typography Principles

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

Hierarchy

Body Text

Leading

Alignment

Hierarchy

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

The Title

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

A Subtitle

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

The Title

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

A Subtitle

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

Body Text

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

Headline

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

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

Headline

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

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

Leading

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

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

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



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

Alignment

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

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



Aligning your text with the direction of reading maximizes its readability: It reduces strange spaces between letters and allows the reader to identify words and process sentences more naturally.

Colours



Colour

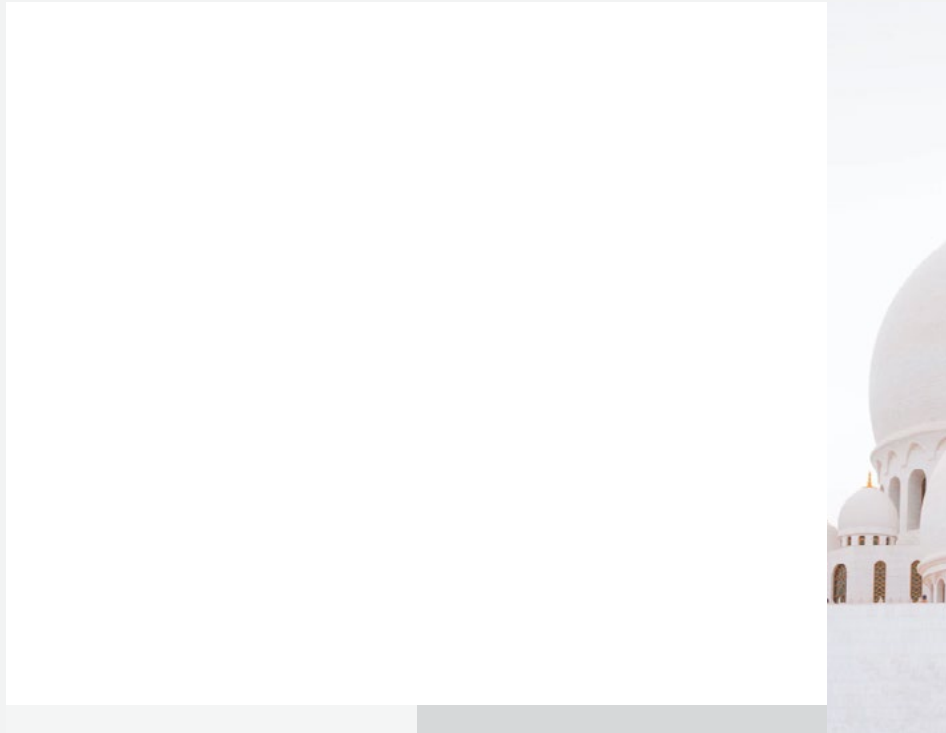
When used appropriately, colour is one of the most efficient ways to make sure that all government entities deliver a cohesive, consistent federal image.

Primary Colour Palette

Secondary Palettes

Secondary Palette Examples

Primary Colour Palette



White
Purity, Openness, Peace

R	G	B	C	M	Y	K
225	225	225	00	00	00	00

The design language utilises a lot of white space (60% or more in most cases). Silver and Iron occupy around 15% of the design space each, and gold around 5%.



Silver
Vision, Balance, Wisdom

Pantone	R	G	B	C	M	Y	K
877 C	198	198	198	00	00	00	30



Iron
Strength, Courage, Growth

Pantone	R	G	B	C	M	Y	K
Cool Grey 11 CP	65	64	66	00	00	00	90

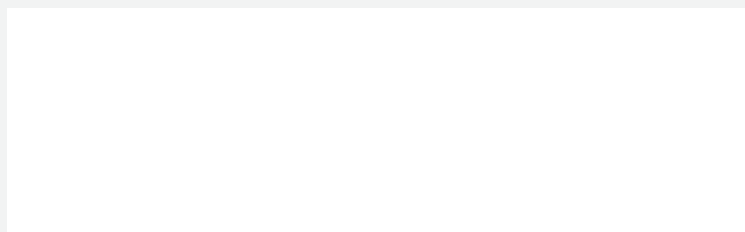

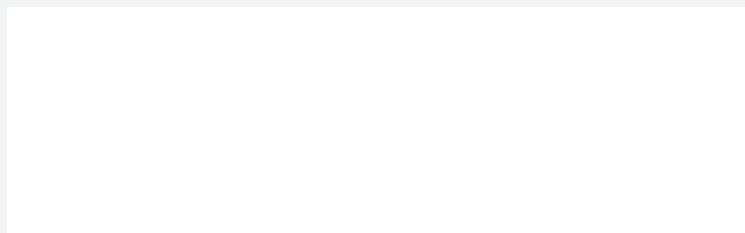

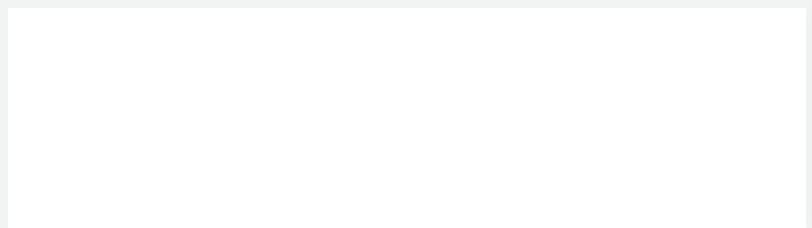



Gold
Prosperity, Sophistication, Excellence

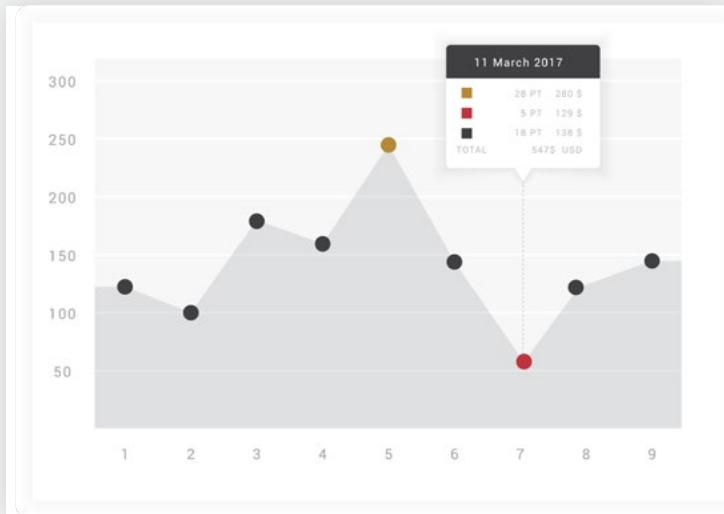
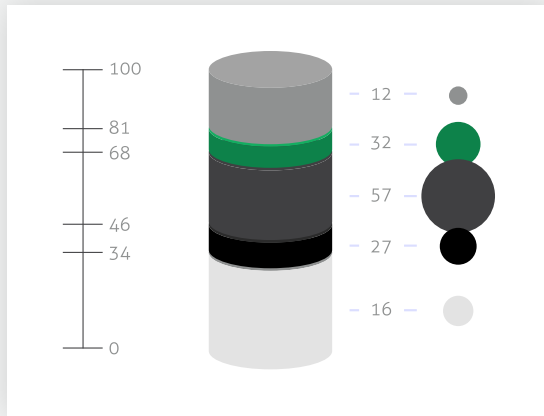
Pantone	R	G	B	C	M	Y	K
8960 C	182	138	53	17	38	83	22

Secondary Palettes

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

		+	<p>Sapphire Blue</p> <table border="0"> <tr> <td>Pantone 2154 C</td> <td>R</td> <td>G</td> <td>B</td> <td>C</td> <td>M</td> <td>Y</td> <td>K</td> </tr> <tr> <td>Pantone 2196 U</td> <td>0</td> <td>75</td> <td>185</td> <td>100</td> <td>70</td> <td>00</td> <td>00</td> </tr> </table>	Pantone 2154 C	R	G	B	C	M	Y	K	Pantone 2196 U	0	75	185	100	70	00	00																
Pantone 2154 C	R	G	B	C	M	Y	K																												
Pantone 2196 U	0	75	185	100	70	00	00																												
		+	<p>UAE Red</p> <table border="0"> <tr> <td>Pantone 186 C</td> <td>R</td> <td>G</td> <td>B</td> <td>C</td> <td>M</td> <td>Y</td> <td>K</td> </tr> <tr> <td></td> <td>200</td> <td>16</td> <td>255</td> <td>00</td> <td>100</td> <td>85</td> <td>06</td> </tr> </table>	Pantone 186 C	R	G	B	C	M	Y	K		200	16	255	00	100	85	06																
Pantone 186 C	R	G	B	C	M	Y	K																												
	200	16	255	00	100	85	06																												
		+	<p>UAE Black</p> <table border="0"> <tr> <td>Pantone Black C</td> <td>R</td> <td>G</td> <td>B</td> <td>C</td> <td>M</td> <td>Y</td> <td>K</td> </tr> <tr> <td></td> <td>0</td> <td>0</td> <td>0</td> <td>10</td> <td>10</td> <td>10</td> <td>100</td> </tr> </table> <p>UAE Green</p> <table border="0"> <tr> <td>Pantone 348 C</td> <td>R</td> <td>G</td> <td>B</td> <td>C</td> <td>M</td> <td>Y</td> <td>K</td> </tr> <tr> <td></td> <td>0</td> <td>132</td> <td>61</td> <td>96</td> <td>02</td> <td>100</td> <td>12</td> </tr> </table>	Pantone Black C	R	G	B	C	M	Y	K		0	0	0	10	10	10	100	Pantone 348 C	R	G	B	C	M	Y	K		0	132	61	96	02	100	12
Pantone Black C	R	G	B	C	M	Y	K																												
	0	0	0	10	10	10	100																												
Pantone 348 C	R	G	B	C	M	Y	K																												
	0	132	61	96	02	100	12																												

Secondary Palettes Examples



Photography



Approach

Photography plays a key role in bringing communication messages to life, helping to resonate with the relevant audiences. This chapter clarifies how to capture the federal ministry's brand using powerful images and photography.

People Photography

Landscape and Culture

People Photography

Finding the humanity in our stories helps us connect to our audiences in powerful ways. As ministries, our photos capture the best of our community and portray our values, culture and responsibilities.



People Photography



Strength and Authority

- Expertise
- Confidence
- Reliability
- Intelligence
- Directness



Trust and Warmth

- Exchange
- Unity
- Community
- Assurance
- Positivity



Openness and Diversity

- Different generations
- Various backgrounds
- Authenticity
- Collaboration
- Emotivity

Landscape and Culture

Landscape and cultural photos can elevate the ministry's message, especially when they are relevant to the subject matter. These photos portray the UAE's elegance, cultural richness and advancement.



Landscape and Culture

Craftsmanship and Tradition

Mastery
Intricacy
Uniqueness



Nature and Heritage

Richness
Pride
Openness



Vision and Modernity

Innovation
Development
Infrastructure



Photography Principles

Whether photographing people or landscapes, the following principles make it easier to produce or choose quality photos that complement and elevate the ministry's messages.

Lighting

Subject and Setting

Composition

Treatment

Meeting Room Photography

Selection Checklist

Lighting

Use natural light to capture the subject matter as realistically as possible.

When it is necessary to use flash photography (e.g. indoor shots), diffuse the flash to soften the harsh, concentrated bursts of light to create a more even and flattering light on the subject.



Natural or diffused light



Artificial light and high exposure



Natural highlights and shadows



Exaggerated highlights and shadows

Subject and Setting

When photographing people, always aim to capture genuine moments that do not feel posed or contrived.

Object shots or the setting can (and should) be used in a supporting role when possible.



Genuine expression



Staged expression



Front-facing or profile



Facing away

Composition

Ensure that all images are clear, clean and comfortable to look at, maintaining balance and symmetry to ensure that each photo is visually harmonious.

It is good practice to ensure that all the elements in a photo are necessary for the idea or story you are delivering.



Comfortable angle



Tight angle



Uncrowded composition



Crowded composition

Treatment

As a general rule, it is always better to start with excellent quality images that require no (or minimal) manipulation.



No manipulation



Heavy manipulation



In-focus

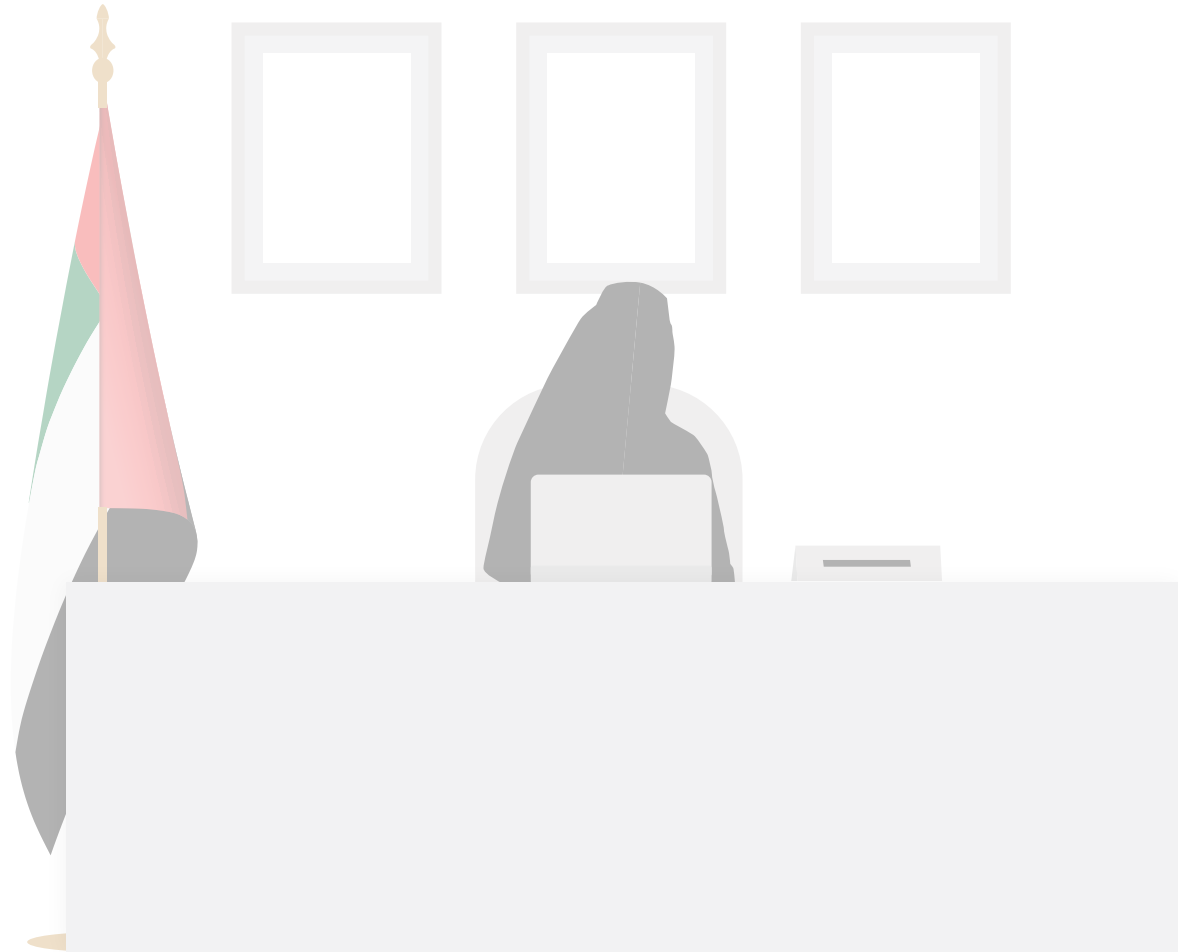


Out-of-focus

Meeting Room Photography

Be sure to meet these standards when taking photos or videos in meeting rooms.

- ❑ The UAE floor or table flag is neat and in good condition.
- ❑ The light source is aimed at the subject, not shining from behind them.
- ❑ The backdrop is appropriate, displaying official portraits in the correct order.
- ❑ The desktop is free of clutter, only displaying the appropriate and necessary items.



Photography Selection Checklist

To select the right images and plan your photo shoot, consider these questions to ensure that your selection is as powerful and relevant as it can be:

- What is the message I wish to communicate, and how can photography elevate my message and deliver it more effectively?
- Is the photo that I selected compatible with the message, and does it complement the overall design?
- Are there any unnecessary elements in the photo that I can remove?
- Does the photo feel fake or genuine?
- Is the photo cropped in the best way to emphasise the subject matter?
- Does the photo represent our community at its best and most authentic?
- Is the subject matter culturally sensitive, and are people wearing respectable clothing and are Emiratis wearing the national dress code?
- Do I have the licensing and rights for the photos I'm using?

Tip!

It is always a good idea to consult or hire a professional photographer when possible and avoid using stock images.

Pattern



Pattern

The pattern is as a graphical element that can be used to add visual interest and dynamism to federal ministry designs and further differentiate branded materials such as notebooks, envelopes and giveaways.

Inspiration

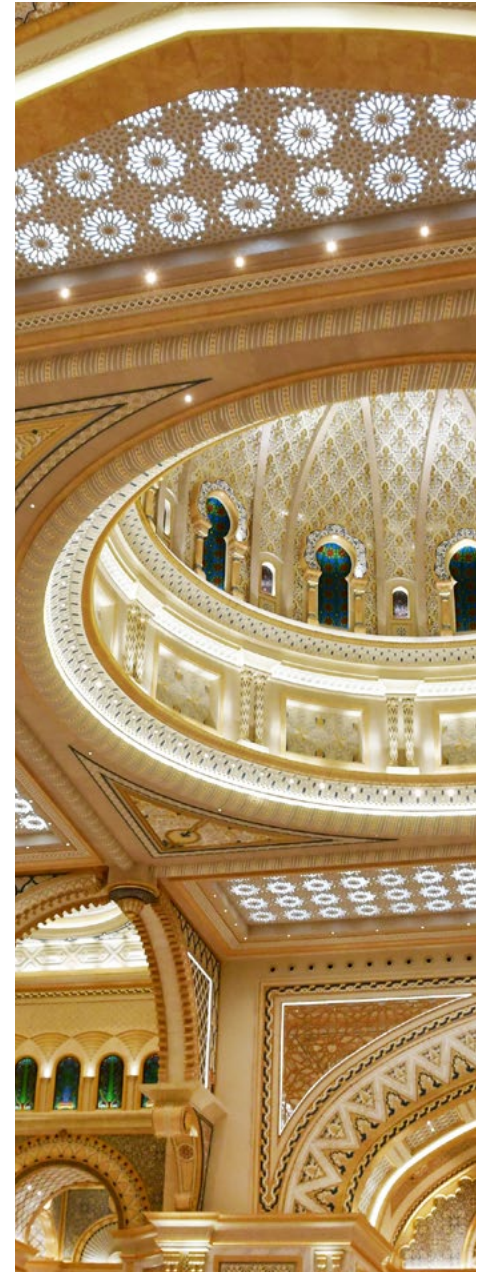
Pattern Element

Pattern Misuse

Pattern Application Examples

Inspiration

More than just a traditional palace, Qasr Al Watan is an exquisite architectural masterpiece that showcases Arabian heritage and artistry. It combines the rich culture and history of the UAE with the country's craftsmanship and high ambition.



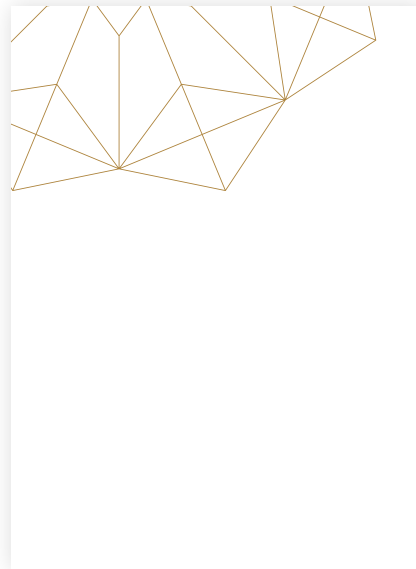
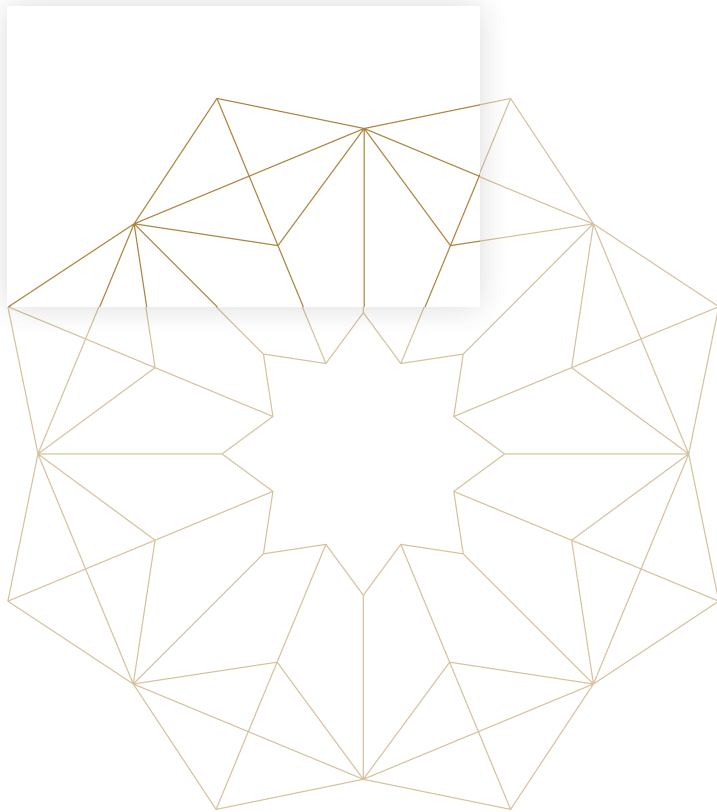
Pattern Element

The pattern element is an intricate design that may be used in a specific way: It is placed cropped on the edges of various items, which can result in a variety of forms for various page proportions.

The pattern can be applied using three different colour variations, and may only be used on specific applications.

Pattern Application Items:

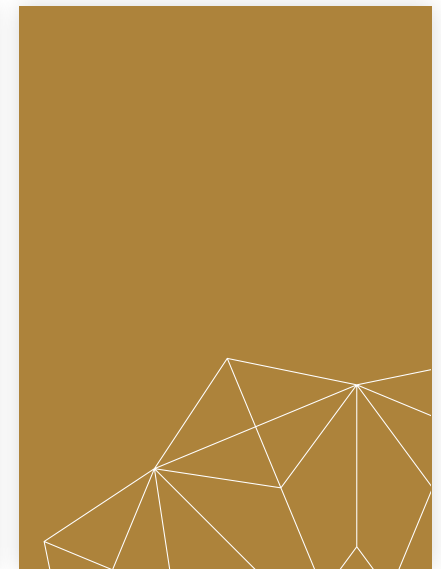
- Stationery items.
- Gift items.
- Books and publications.
- Packaging items.
- Digital displays.



Gold on white



Gold on iron



White on gold

Pattern Misuse

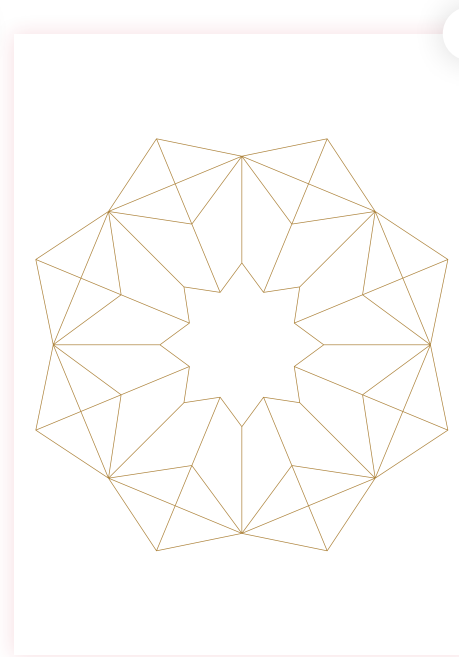
While ministries have the freedom to use the pattern in a variety of ways to elevate their designs, some applications are strictly prohibited.



Do not use the pattern on any official stationery such as letterheads, business cards or email signatures.



Do not use the pattern with the ministry logo on the same page. You may place the pattern on the back side if there is no logo on it.



Do not place the pattern element on its own, and do not show the pattern element without cropping it properly.



Do not crop the pattern in a way that exposes the core star in the centre of the pattern element.

Pattern Application Examples





Brand Applications

While the previous section covers the elements of the visual identity, this section clarifies how these elements come together to bring federal ministry brands to life.

It is crucial to produce a ministry's official materials, such as stationery and stamps exactly as specified in the guidelines. However, when it comes to a newsletter or an Instagram post, there is more room to be creative, and the guidelines act as a reference to the design language.

Stationery

Essentials

Branded Collateral



Stationery

Essentials

Email Signature

Email Signature Misuse

Business Card

Letterhead

Envelopes

Compliments Card and Folder

PowerPoint and Presentations

Office of the Minister Stationery

Minister of State Exceptions

Email Signature

A Desktop

Baseline grid height: 20 px.

B Mobile

Baseline grid height: 18 px.

C Disclaimer

- Body Text: Silver.
- Highlights: Red.
- Arabic: Regular 12 pt.
- English: Regular 10 pt

	English Text	Arabic Text
1	Regular 22 pt all caps.	Regular 27 pt.
2	Bold 17 pt.	Bold 17 pt.
3	Regular 17 pt.	Regular 17 pt.
4	Regular 10 pt all caps.	Regular 15 pt.
5	Regular/Bold 17 pt.	Regular/Bold 22 pt.
6	Regular 14 pt/gold.	

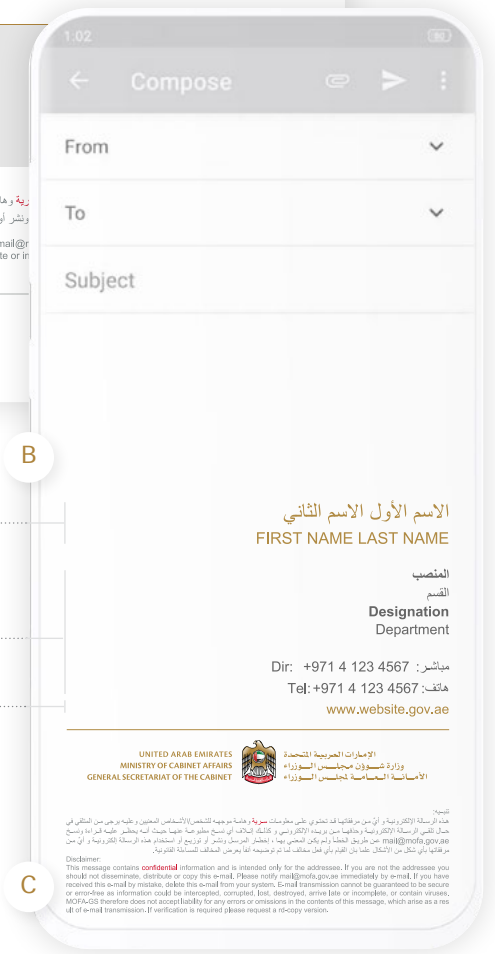
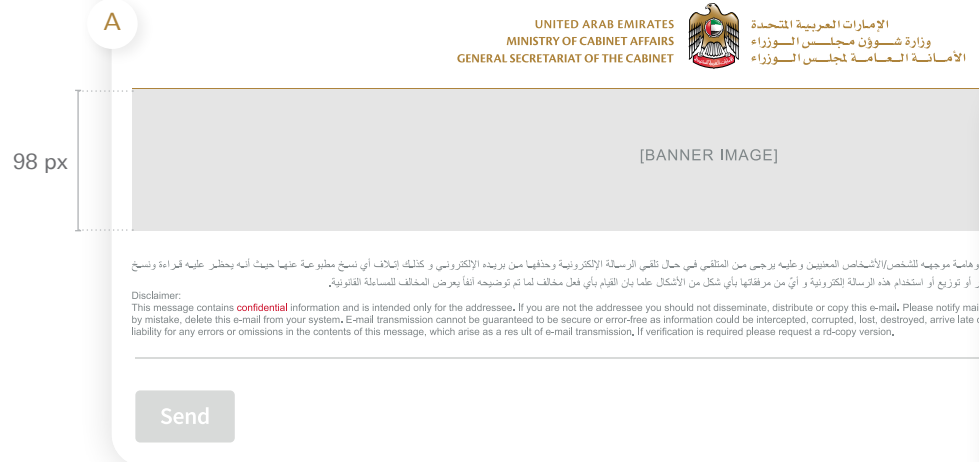
FIRST NAME LAST NAME

Designation
Department

Tel: +971 4 123 4567 :هاتف

Entity Website

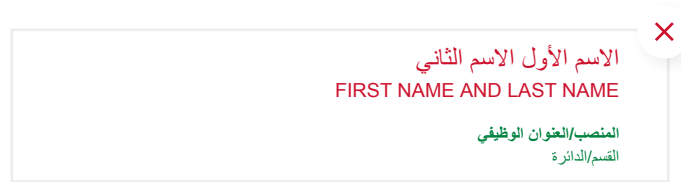
- 1 الاسم الأول الاسم الثاني
- 2 المنصب
- 3 القسم
- مباشر: Dir:+971 4 123 4567



Keep in mind...

Email signatures are always bilingual, using the font Arial for both body text and signatures in both languages.

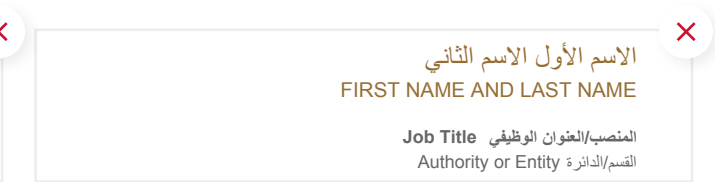
Email Signature Misuse



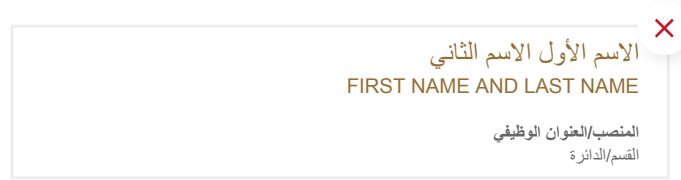
Do not recolour the text or any other elements.



Do not use fonts other than Arial.



Do not rearrange the text or realign languages.



Do not use one language for the email signature; it must always be bilingual.



Do not resize the logo or alter its proportions.



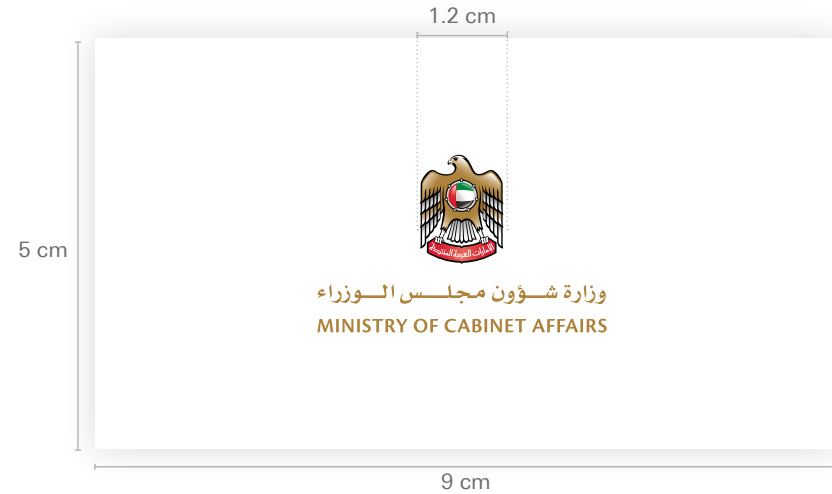
Only use the primary (winged) logo: Do not use other logo arrangements.



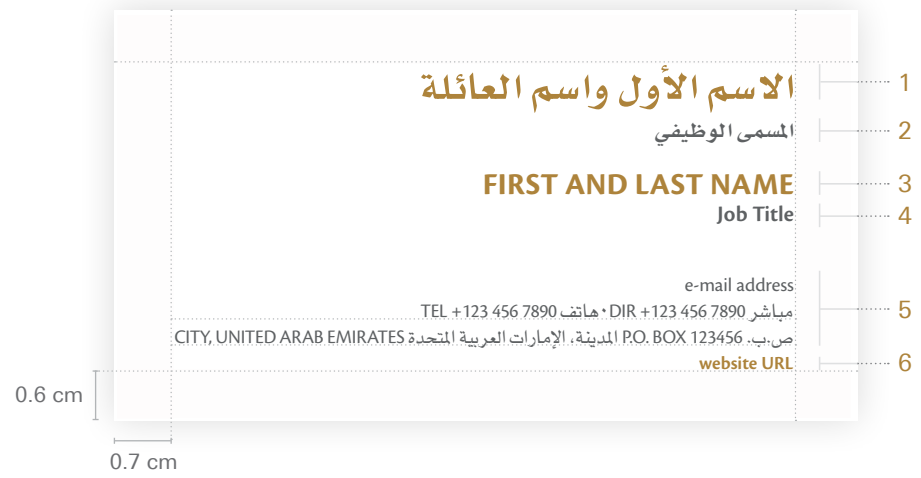
Do not use the single-colour or wordmark logo variations.

Business Card

- Only use an individual's first and last names on the business card. Full names may only be used for the Minister and Director General.
- Titles and honorifics (e.g. Dr.) may be added to the business card holder's name where applicable.
- The appropriate website URL must be used.
- Do not use printing methods other than specified.



- 1 AXT Manal Bold 25 pt.
- 2 AXT Manal Bold 12 pt.
- 3 Cronos Pro Bold 11 pt all caps Gold.
- 4 Cronos Pro Semibold 9 pt
- 5 English: Cronos Pro Regular 7/8 pt | Arabic: AXT Manal Regular 10 pt.
- 6 Cronos Pro Semibold 7 pt.



Letterhead

The letterhead template is shown with the following dimensions and content:

- Header Section:** 1.7 cm wide, 1.5 cm high. Contains the logo of the United Arab Emirates Ministry of Cabinet Affairs and the text:

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS

الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء
- Body Section:** 5 cm high. Contains the following text:

Date: 12/03/2020

Document Title

To whom it may concern,

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

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Kind Regards,

[Handwritten Signature]

SENDER NAME
Sender Title
- Footer Section:** 1 cm high. Contains the following text:

Dubai, United Arab Emirates الإمارات العربية المتحدة P.O. BOX 123456 • ص.ب. 123 456 7890 • تليفون TEL +123 456 7890 • هاتف 123 456 7890 • مباشر DIR +123 456 7890 • www.moca.gov.ae

Dubai, United Arab Emirates الإمارات العربية المتحدة P.O. BOX 123456 • ص.ب. 123 456 7890 • تليفون TEL +123 456 7890 • هاتف 123 456 7890 • مباشر DIR +123 456 7890 • www.moca.gov.ae

Footer Text

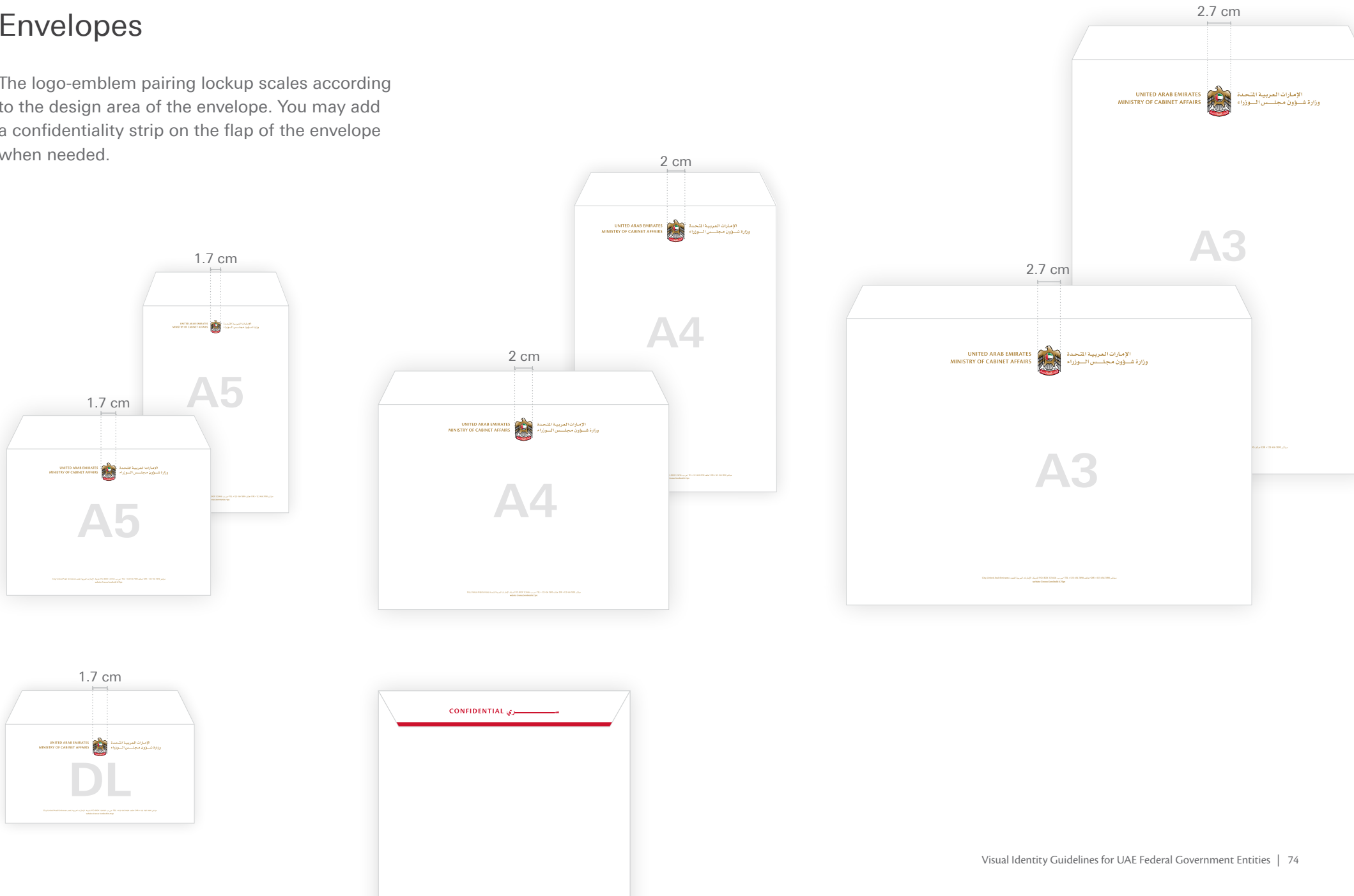
- Arabic: AXT Manal Regular 30 pt.
- English: Cronos Pro Regular 11 pt.
- Arabic and English text are aligned to the same baseline.
- Use Arabic numerals (keyboard English) for both languages.
- Website URL: Cronos Pro Bold 11 pt.

Tip!

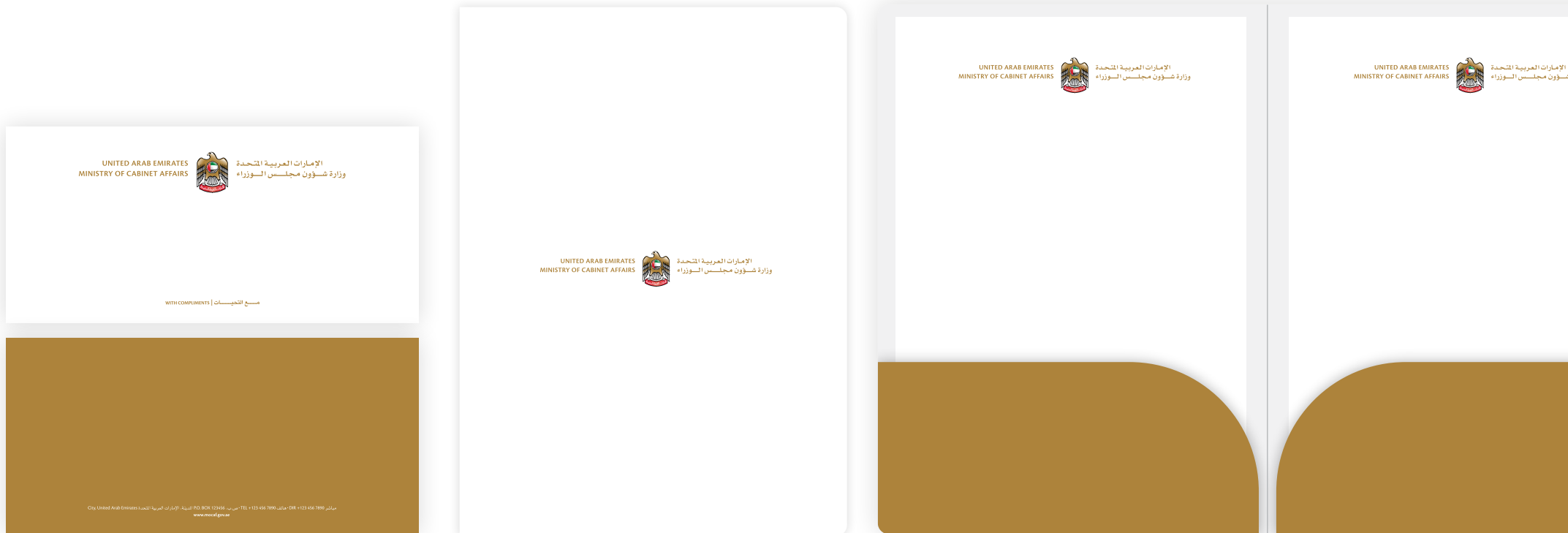
You can use letterheads as the foundation for various applications, including reports and forms. For continuation pages, simply use the letterhead without the footer.

Envelopes

The logo-emblem pairing lockup scales according to the design area of the envelope. You may add a confidentiality strip on the flap of the envelope when needed.



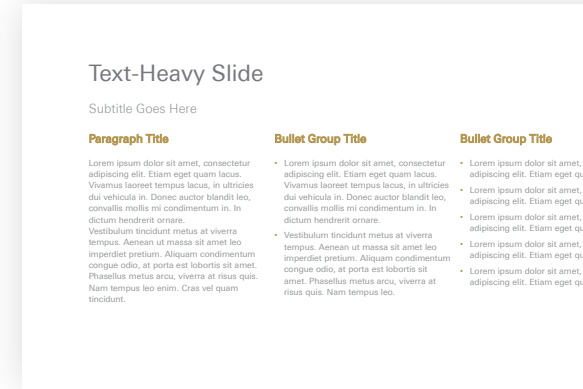
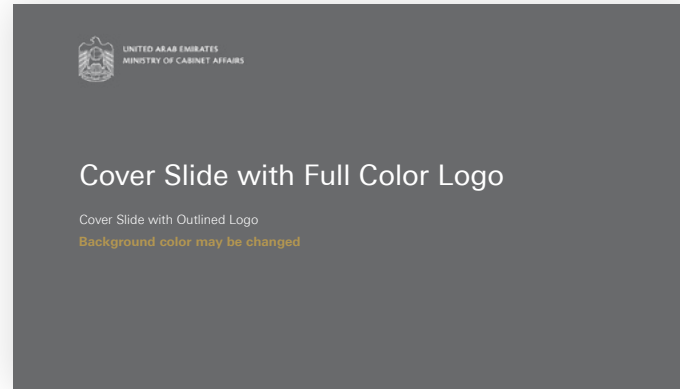
Compliments Card and Folder



- Apply the footer text consistently as specified on the letterhead page (p.72).
- Primary logo size on applications: 1.7 cm
- For paper specifications, refer to p.89 or download the template from the online portal.

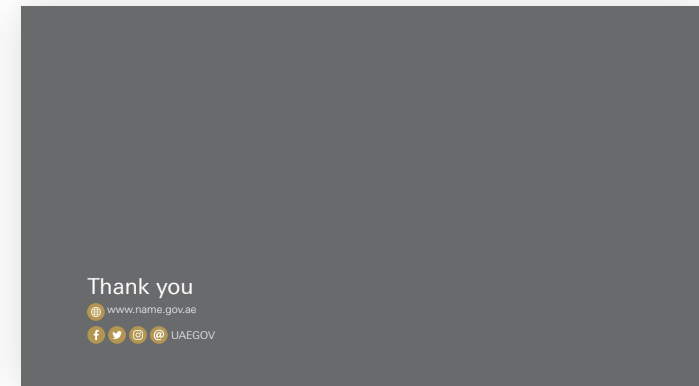
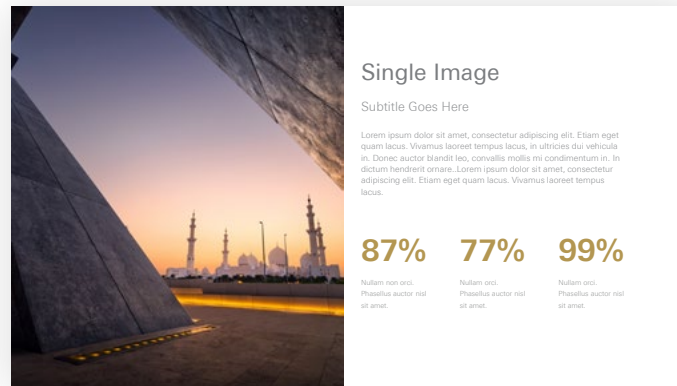
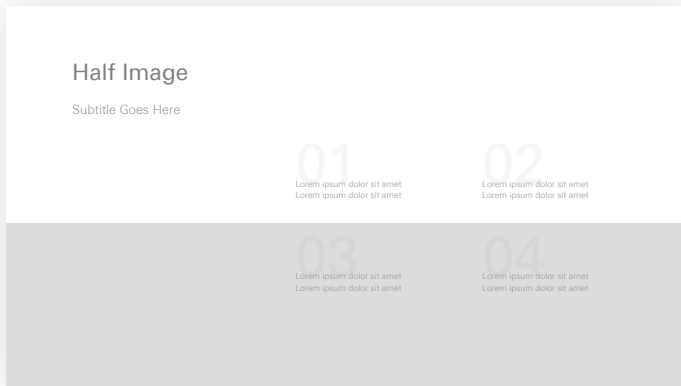
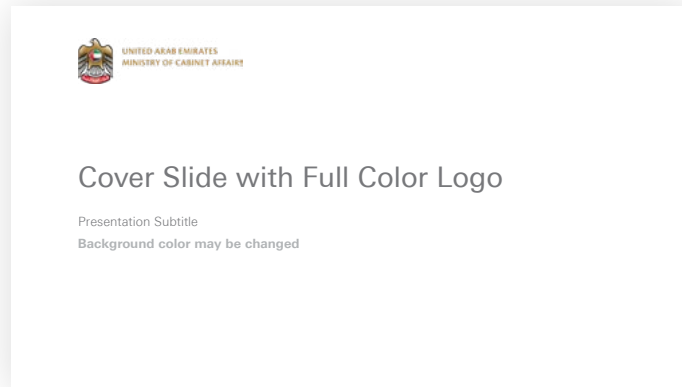
PowerPoint and Presentations

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



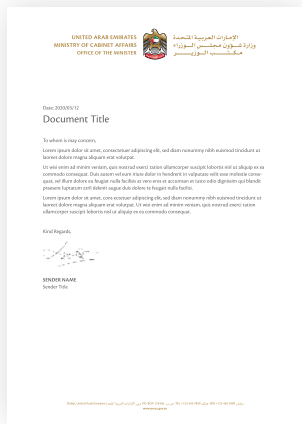
Notes

- The logo is placed in the top-left corner of the cover slide.
- The logo must not be used on inner slides.
- Include social media handles on the last slide.



Office of the Minister Stationery

A minister’s office may produce its own branded items, limited to letterheads, envelopes, folders, compliments cards and stamps. These items are restricted and are only to be used by the minister.



Letterheads

May be used as the foundation for various applications, including reports and forms.

For continuation pages, simply use the letterhead without the footer.



Envelopes



Folders



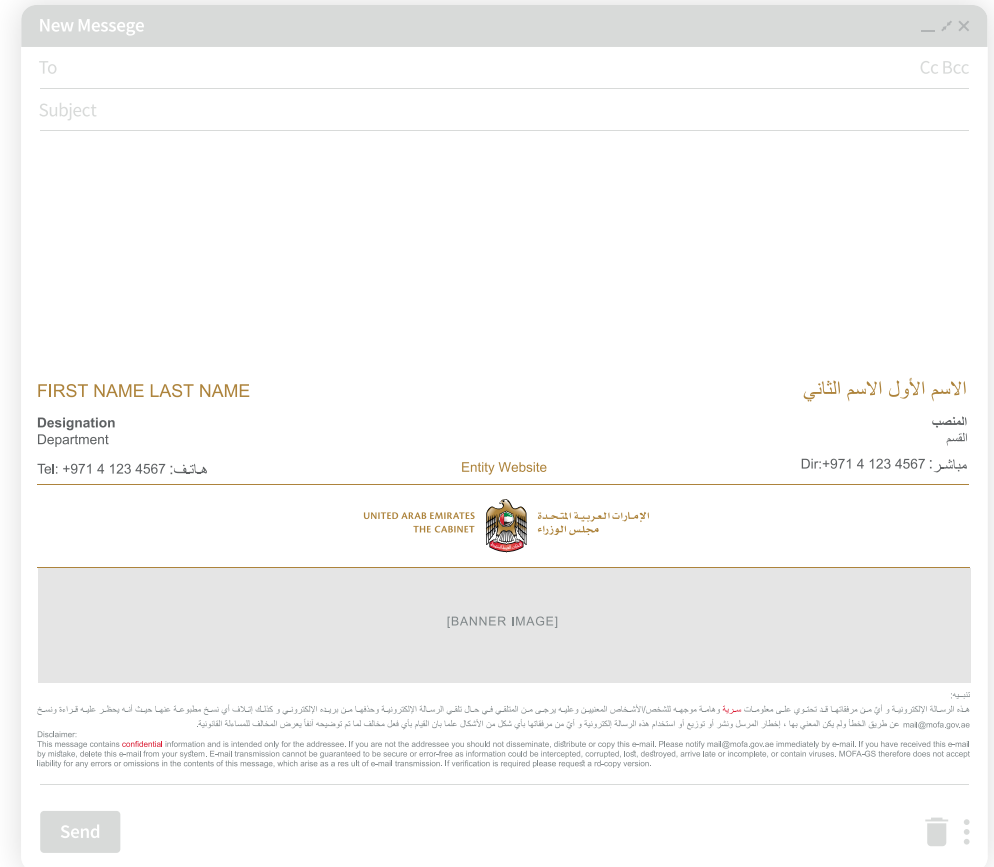
Compliments Cards



Stamps

Minister of State Exceptions

In general, ministers of state who are affiliated to specific ministries must adhere to the ministry guidelines for creating all branded materials. The business card and email signature are the only exceptions, where the cabinet logo is used instead of the ministry's.



Keep in mind...

The ministry name must be included in the job title.

The Cabinet logo is used on minister of state business cards and email signatures; the ministry logo is used in any other cases.

Stationery

Office Items

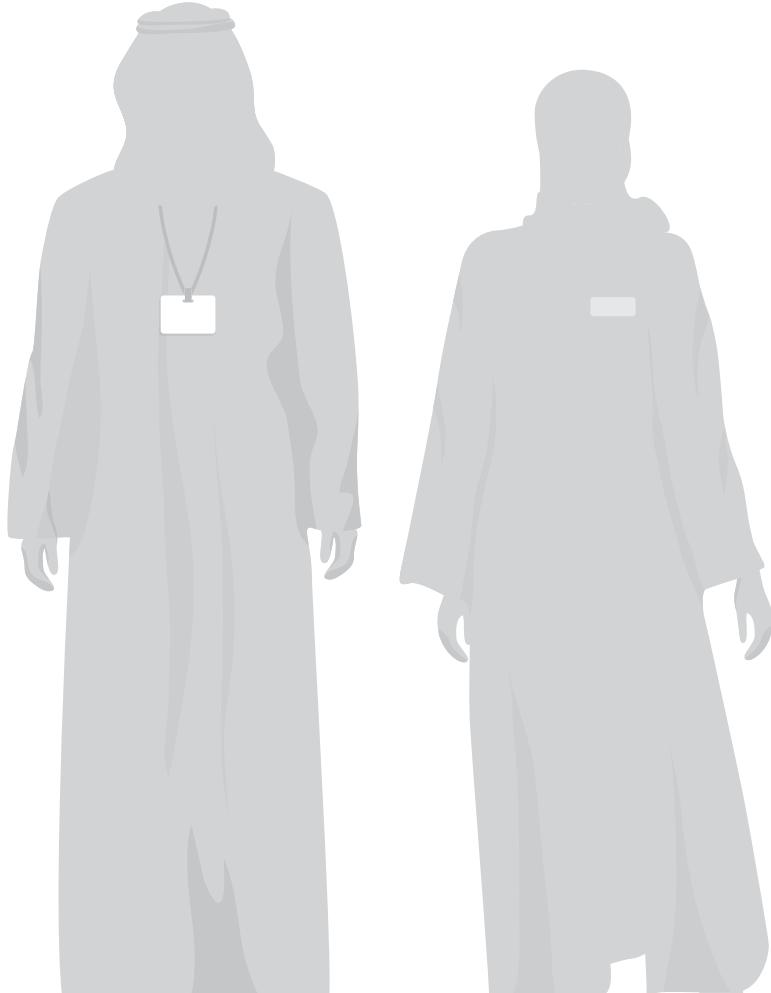
Employee ID and Name Badge

Stamps

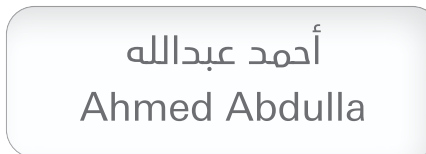
Barcode Sticker

Meeting Room Items

Employee ID and Name Badge



Employee Card Front



Employee Name Badge

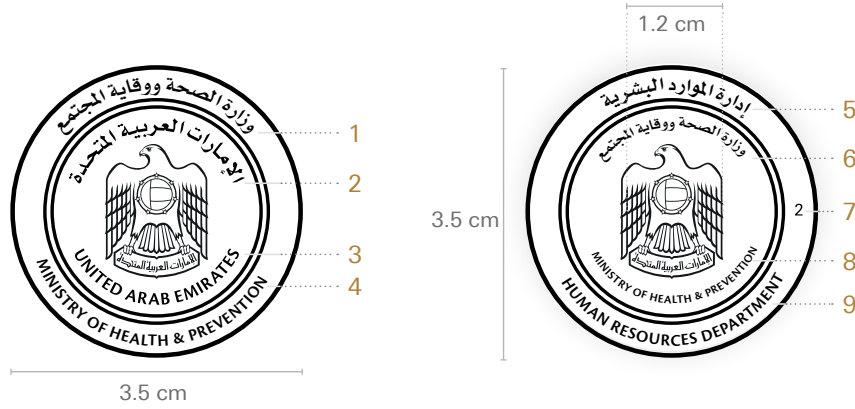
Used only for customer-facing employees.



Employee Card Back

- 1 Arial Regular 12 pt Gold.
- 2 Arial Regular 7 pt Silver.
- 3 Arial Regular 8 pt all caps Gold.
- 4 Arial Regular 6 pt Silver.
- 5 Arial Regular 7 pt Black.
- 6 A: Arial Regular 8 pt Black.
E: Arial Regular 7 pt Black.

Stamps



Official Stamps

- 1 AXT Manal Regular 9.8 pt Black.
- 2 AXT Manal Regular 11.5 pt Black.
- 3 Cronos Pro Regular 6.2 pt Black.
- 4 Cronos Pro Regular 5 pt Black.
- 5 AXT Manal Regular 9.8 pt Black.
- 6 AXT Manal Regular 8 pt Black.
- 7 Cronos Pro Regular 5 pt Black*.
- 8 Cronos Pro Regular 4.5 pt Black.
- 9 Cronos Pro Regular 5 pt Black.

- Ink may be red or green and stamps may be numbered.
- Do not use the ministry logo and only write the name of the ministry.
- Use the official font pairing for stamps.

**Used for entities with multiple departments, determined according to business requirements.*



Office Stamps (optional)

Stamp width: 6 cm.

Keep in mind...

Ministries are encouraged to use the official stamp and avoid producing separate stamps for its departments.

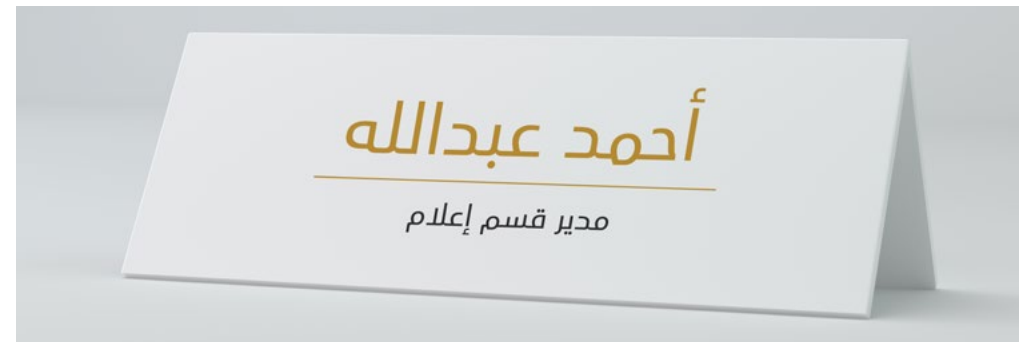
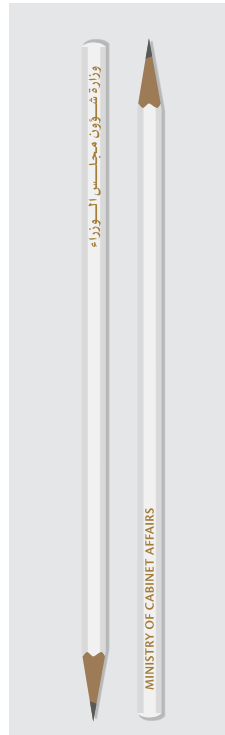
Barcode Sticker



Keep in mind...

Barcode stickers help identify items and supplies that belong to the ministry. Do not use the emblem on barcode stickers—only the wordmark.

Meeting Room Items



Keep in mind...

Do not brand any other items in a meeting room, such as tissue boxes, leather coasters, beverage cups or any other disposable items.

Stationery

Branded Collateral

Certificates

Trophy

Gifts and Giveaways

Vehicle Branding

Certificates



A A3 Size

- Margins: 1.2 cm.
 - Border: 2 pt Gold.
 - Primary logo; or horizontal if co-branding.
 - Emblem width: 1.8 cm.
- 1 Cronos Pro Semibold all caps Gold 48 pt.
 - 2 Cronos Pro Regular Silver 18 pt.
 - 3 Univers Next Regular Silver 12 pt.
 - 4 Name in Univers Next Bold Silver 14 pt.
Title in Univers Next Regular all caps 12pt.

B A4 Size

- Margins: 0.75 cm.
 - Border: 1.5 pt Gold.
 - Primary logo; or horizontal if co-branding.
 - Emblem width: 1.5 cm.
- 5 Cronos Pro Regular all caps Gold 24 pt.
 - 6 Cronos Pro Regular Silver 28 pt.
 - 7 Univers Next Regular Silver 12 pt.
 - 8 Name in Univers Next Bold Silver 12 pt.
Title in Univers Next Regular all caps 10 pt.

Keep in mind...

The partner's logo is always placed on the top-right of the certificate.



Certificate Cover

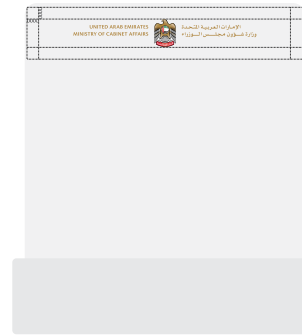
- Leather with matte logo embossing.
- Inside to include matching ribbons on the corners.

Trophy

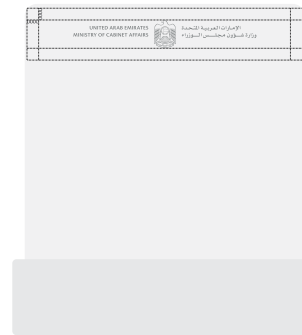
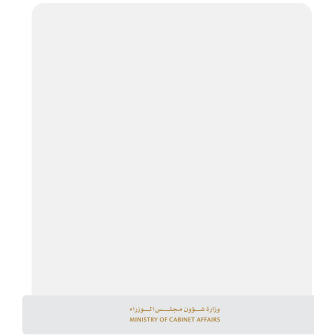
Trophies may be produced to express appreciation and reward exceptional teams and individuals.

Ministries may select the most appropriate shape for a trophy, by may never use the emblem (falcon) as the shape.

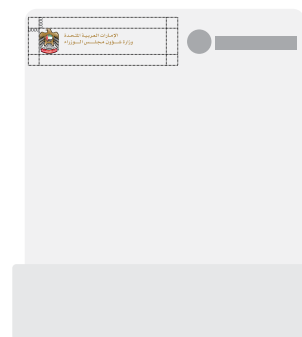
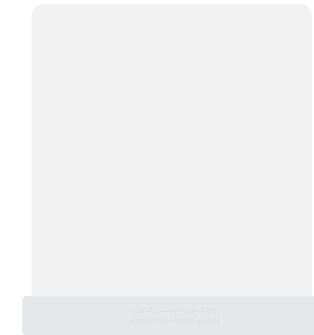
The logo can be placed on the top or bottom of the trophy, according to the space available and what is most suitable for the overall design of the trophy.



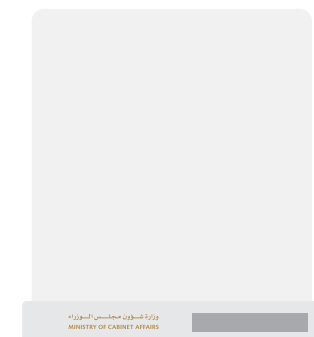
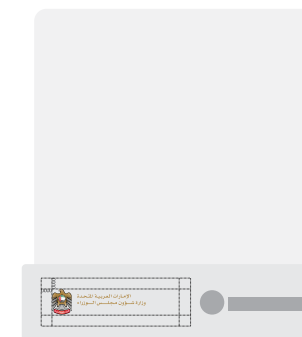
Single ministry



Single ministry - engraved logo



Ministry with another entity



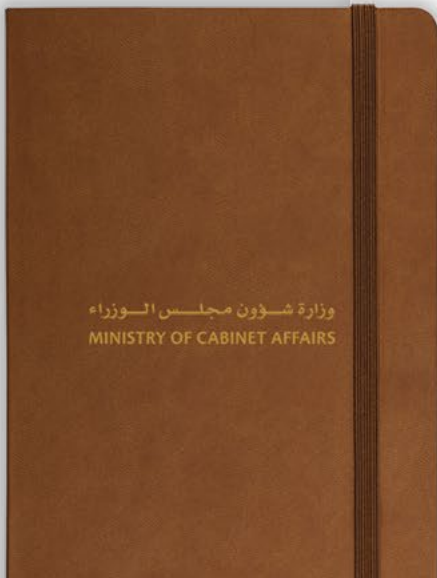
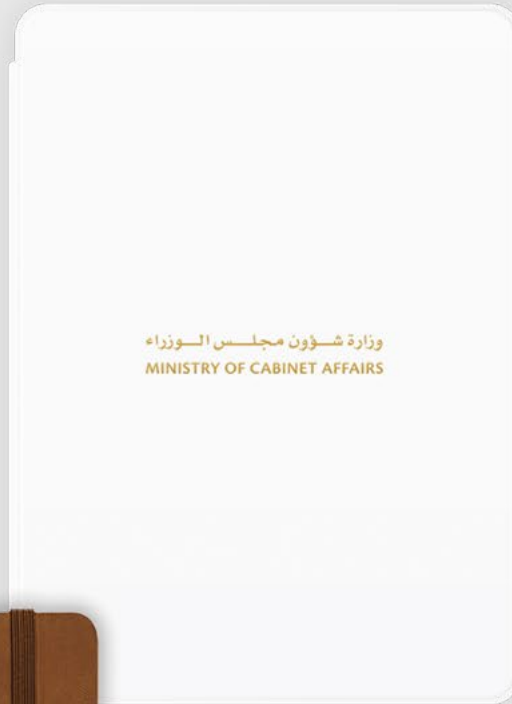
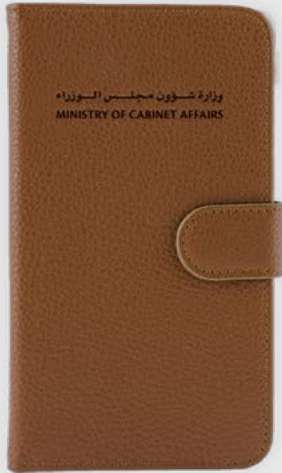
Keep in mind...

It is important that the logo is scaled according to the shape and size of the trophy. Always follow the logo (p.18) and co-branding (p.27) guidelines when designing trophies.

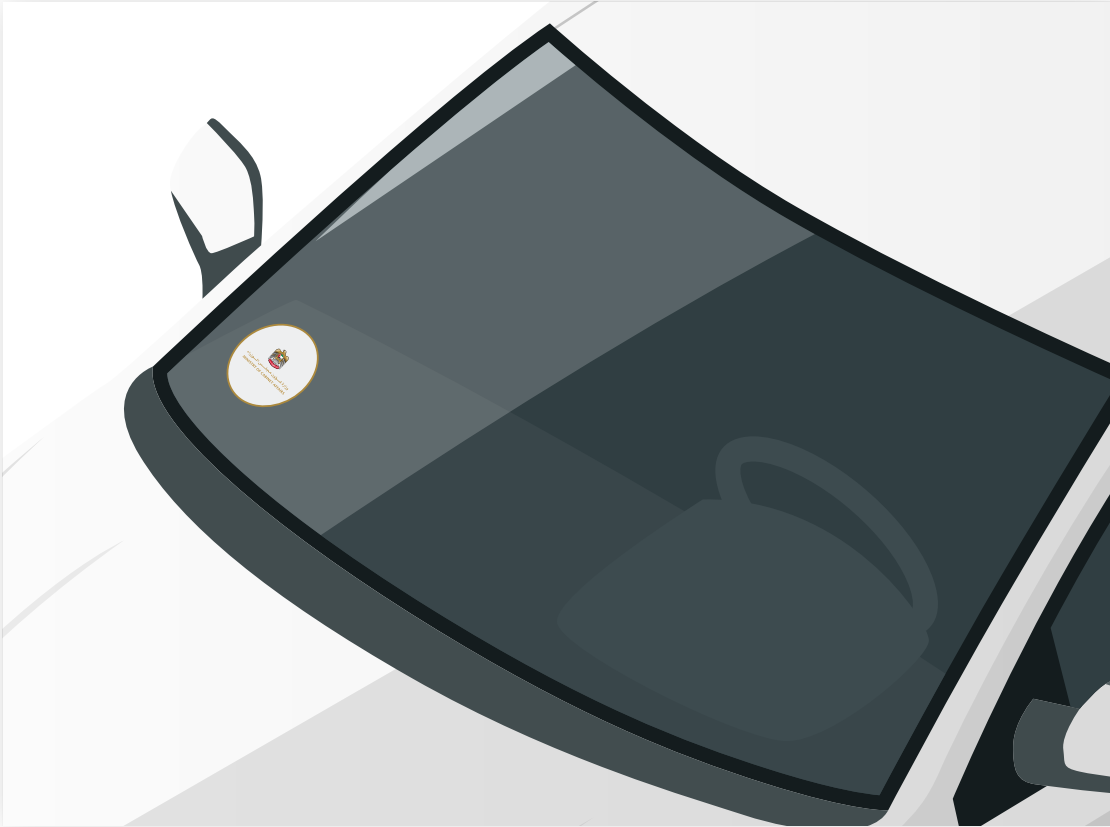
Gifts and Giveaways

Keep in mind...

Consider the positioning of your entity and its target audience when selecting gifts and giveaways. Remember to never use the federal emblem on these items and use the wordmark instead.



Vehicle Branding



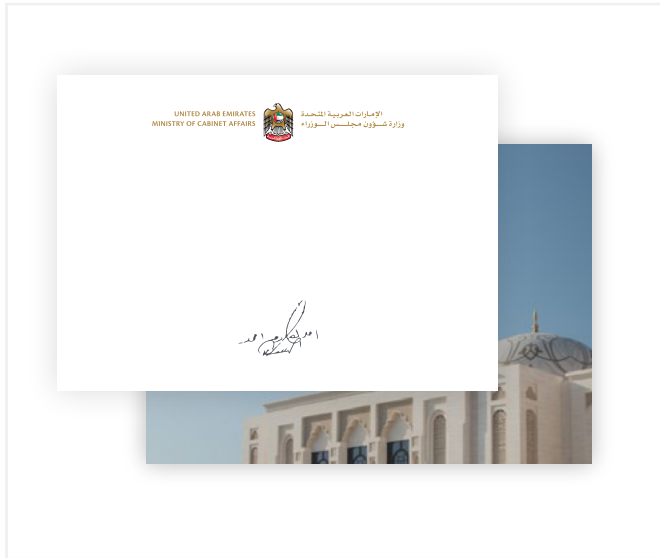
Windshield Sticker

For operational cars that require access, a sticker may be placed on the windshield using the full-colour, bilingual vertical logo arrangement.

Keep in mind...

Do not use the ministry logo to brand vehicles. For ministry initiatives, use the initiative's branding instead (p.135).

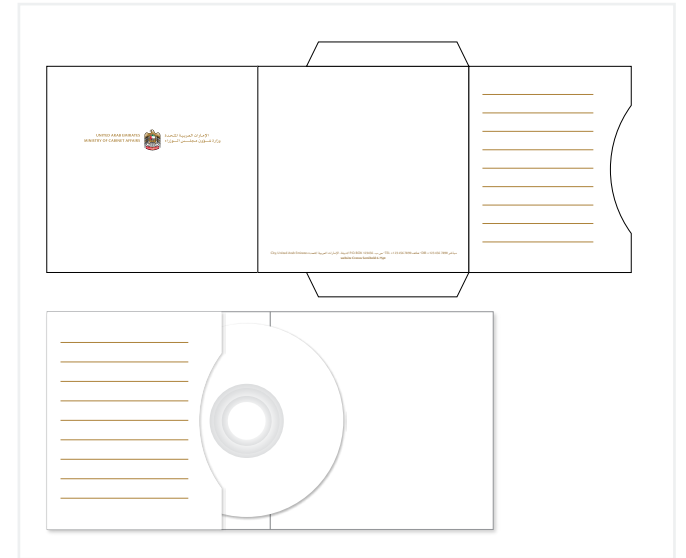
Other Branded Items



Greeting cards



Paper bags



CD cover

Paper Specifications

Paper Stock: FEDRIGONI, CONSTELLATION, SNOW EE 33 RASTER

	Weight (gsm)					
	90	130	170	200	240	300
Business Cards						●
Letterhead And Continuation Sheet		●				
Envelopes				●		
Compliments Slip and Card			●			
Folders						●
Bags						●
Certificate Paper Cover					●	
Certificate			●			

Publications



Publications

This chapter highlights the approach to designing publications and showcases various examples of possible layouts. The design must always complement the content and deliver it in the most clear and efficient way possible.

Production

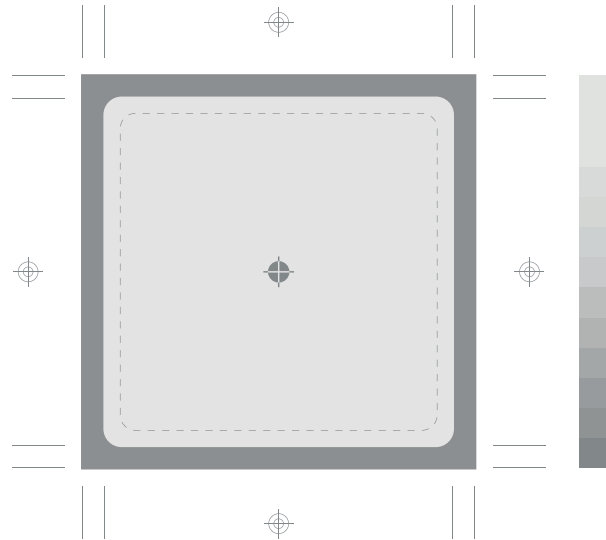
Page Layout

Ministry Brochure

DL Leaflet

Books

Newsletter



Production

From graphic design and printing techniques to sizes and materials, entities are free to explore the ideal production solutions within their budgets to meet their objectives.

Keep in mind...

The ministry logo is used only on the book cover. If inner pages needed branding, use the ministry name in the running headers instead.

Page Layout

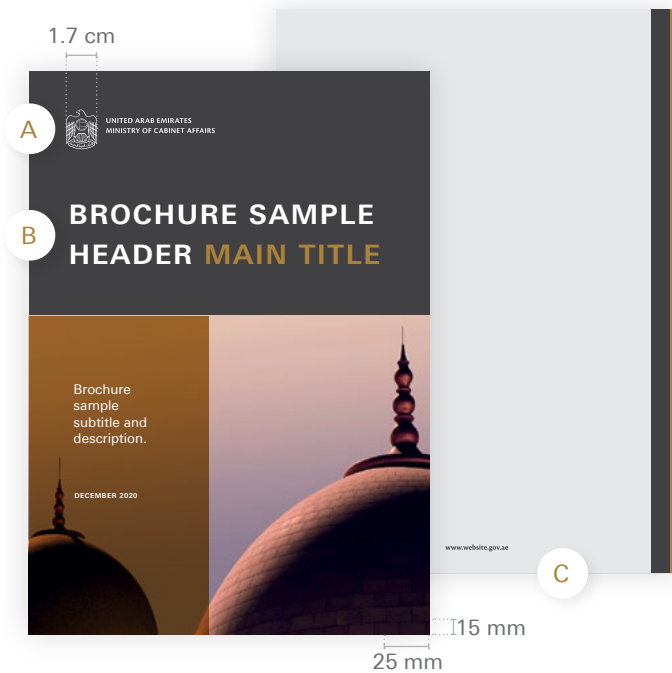
When designing editorial materials, following a grid system helps to guide how information is divided and arranged on the page. This presents content in a neat layout and makes the content easier to follow and understand.

The size of the grid depends on the page size, information density and the layout that works best for the design. Regardless of the grid size, always maintain margins from all edges to give the content room to breathe.

Ministry Brochure

Cover Design

The cover of a ministry brochure contains several key components. This example shows some recommended styles for an A4-sized cover.



A Logo

- Horizontal, single-language logo corresponding to the brochure's language, placed in the top-left corner of the page.
- Keep a clear space below the logo, equal to the emblem height.

B Headline

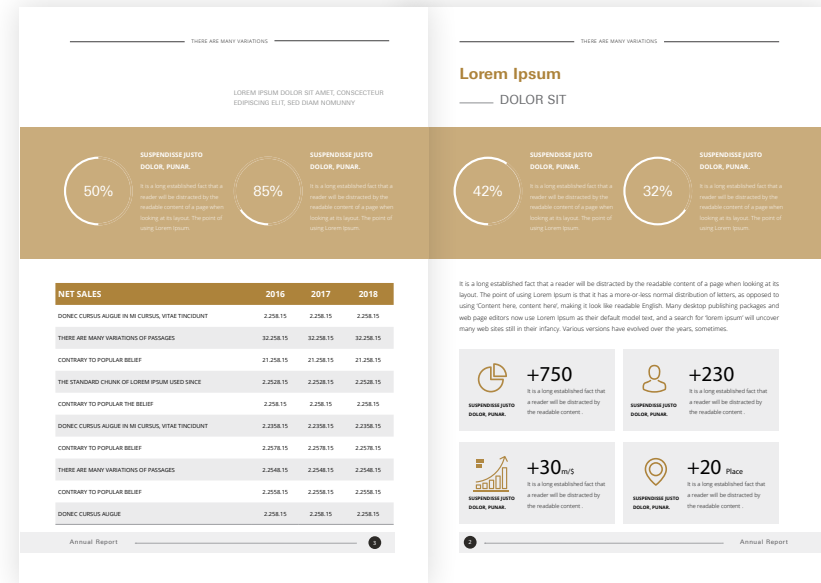
- Main: Univers Next Light 48 pt size, 48 pt leading.
- Sub: Univers Next Regular 16 pt size, 42 pt leading.

C Ministry Website URL

- Cronos Pro Regular 11 pt size.

Inner Spreads

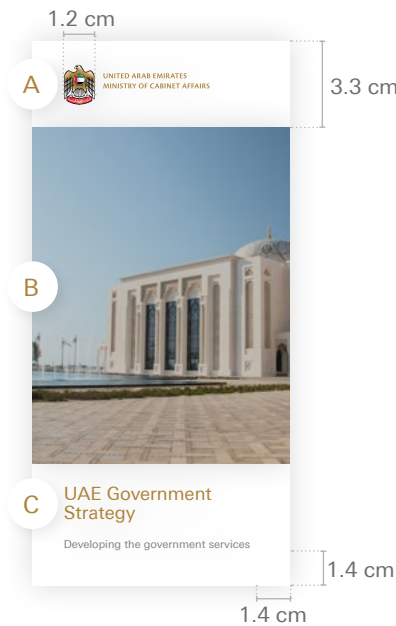
For inner pages, create a dynamic grid to produce a variety of layouts that best suit the content of the brochure.



DL Leaflet

Cover Design

The cover of a ministry leaflet contains several key components. This example shows some recommended styles for a DL-sized cover 99 x 210 mm).



A Logo

- Horizontal, single-language logo corresponding to the brochure’s language, placed in the top-left corner of the page.
- Keep a clear space below the logo, equal to half the emblem height (7 mm).

B Content Area

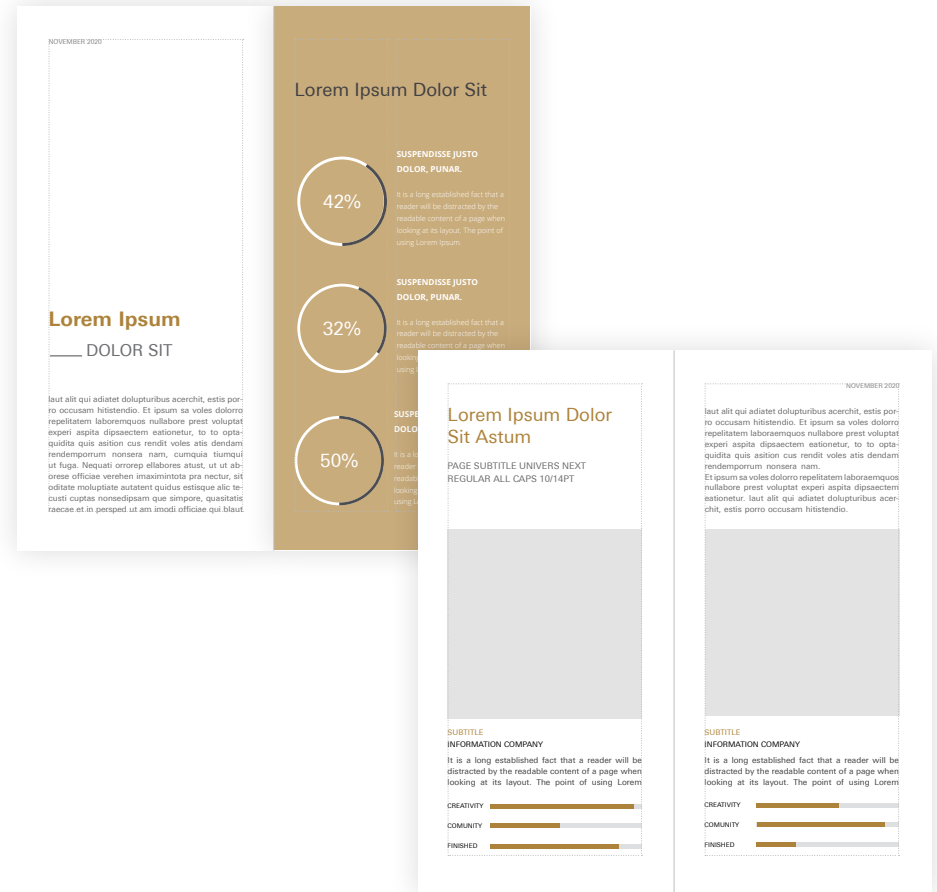
- The main content area is placed in the middle of the layout and may be a full-bleed image which can go beyond the margins.

C Headline

- Main: Univers Next Regular, 20 pt size, 20 pt leading.
- Sub: Univers Next Regular, 12 pt size, 14 pt leading.

Inner Spreads

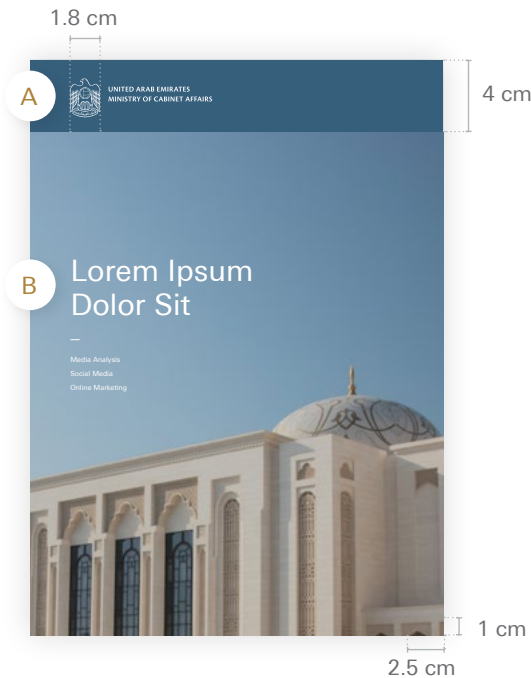
For inner pages, create a dynamic grid to produce a variety of layouts that best suit the content of the leaflet.



Books

Cover Design

The cover of a ministry book contains several key components. This example show some recommended styles for page size of 23 x 31.7 cm (slightly bigger than an A4).



A Logo

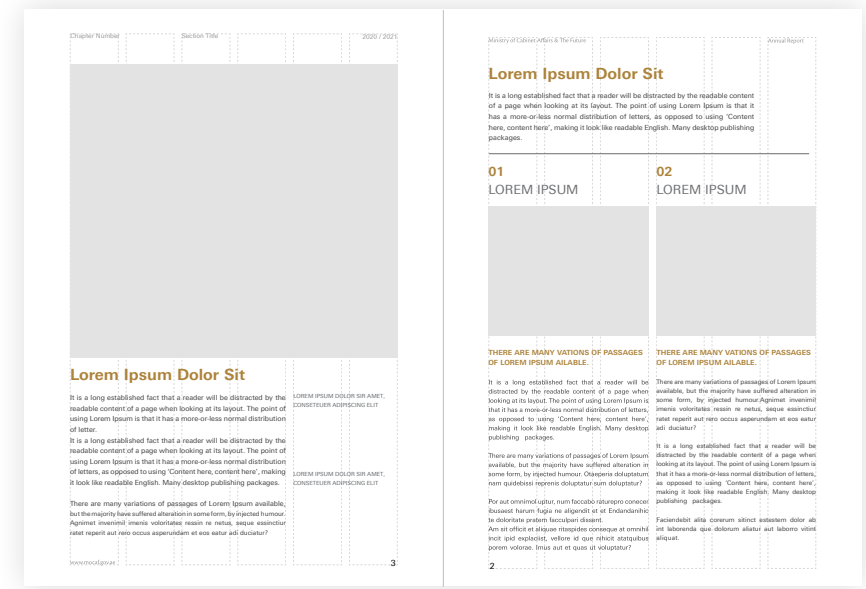
- Horizontal, single-language logo corresponding to the book's language, placed in the to-left corner of the page.
- Keep a clear space below the logo, equal to half the emblem height (7 mm).

B Content Area

- Main: Univers Next Light 48 pt size, 48 pt leading.
- Sub: Univers Next Regular 16 pt size, 42 pt leading.

Inner Spreads

For inner pages, create a dynamic grid to produce a variety of layouts that best suit the content of the book.



Tip!

For books where the logo does not have to appear on the cover (e.g. children's books), you can place the wordmark logo on the bottom-centre of the back cover.

Newsletter

The newsletter should cater to the ministry's requirements in terms of content. However, there are several essential components to always include:

A Margins and grid

- Always create margins to allow for some clear space around the design area.
- Divide the design area into a six-column grid.

B Logo

- Place the full-colour logo in the top banner and align it to the left of the grid.
- Remember to use the appropriate logo (e.g. to match content language).
- In cases where there are coloured backgrounds instead of white, remember to use the white single-colour logo on dark backgrounds and the black single-colour logo on light backgrounds. [Please refer to p.22 for more details.](#)

C Content Area

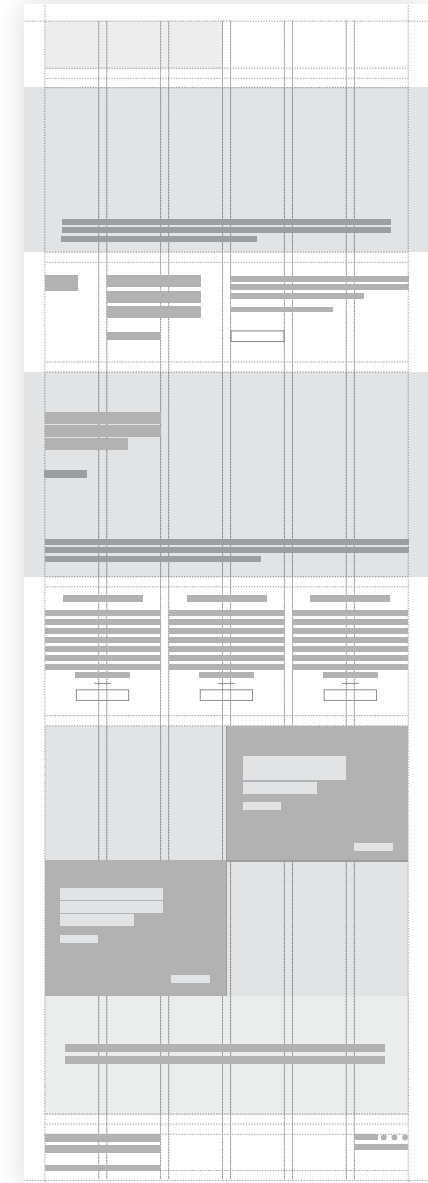
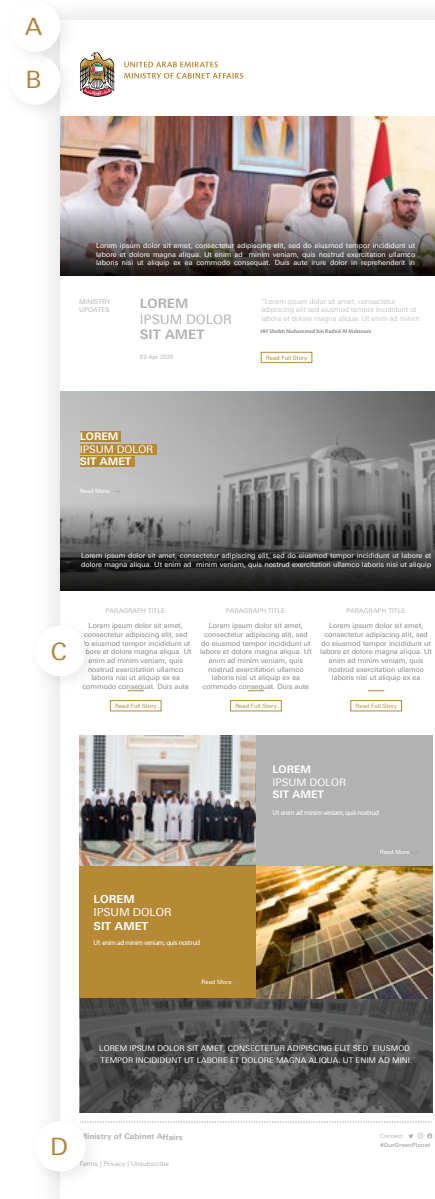
This is the area where there is most freedom for creativity; follow the grid to create layouts that best represent the content.

D Footer

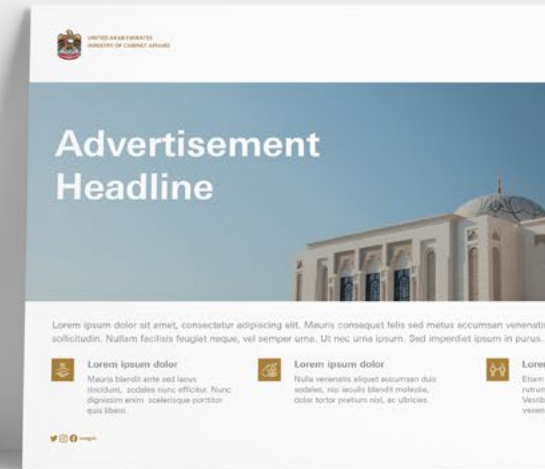
Create a banner at the bottom of the newsletter to include relevant information and links, such as the ministry name, social media accounts, website URL, contact information, privacy policy...

Tip!

You may break out of the grid to use full-width images in your design.



Advertising



Advertising

Advertising allows UAE government entities to interface directly with the public and the outside world. So, it is essential that all entities communicate with one unified spirit that embodies the government's values.

Advertising Principles

Advertising Layout

Advertising Examples

Main Content Area

Margins

Masthead Area

Body Copy

Footer

Advertising Tips

Advertising Principles

Advertising allows UAE government entities to interface directly with the public and the outside world. So, it is essential that all entities communicate with one unified spirit that embodies the government's values.

Modernity

Our advertising carries the elegance and forward-thinking of the UAE. Our choice of imagery, messaging and layout is clean, harmonious and elegant.

Inclusion

The UAE is wonderfully rich in its cultural diversity, and our communication creates an environment where people from all walks of life can feel a sense of belonging.

Types of Advertising

- Safety and public health.
- Environment, water and energy.
- Promotion of government services and products.
- Tourism.
- Awareness of government initiatives, programs, and strategies.
- Sponsorships and events promotions.

Empathy

We are considerate of our audience's experiences and how our language and communication can impact the way they absorb and respond to our messages.

Objectivity

We always aim for 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.

Environmental Responsibility

We always consider the impact of the production and dissemination of our materials through the most appropriate and responsible means.

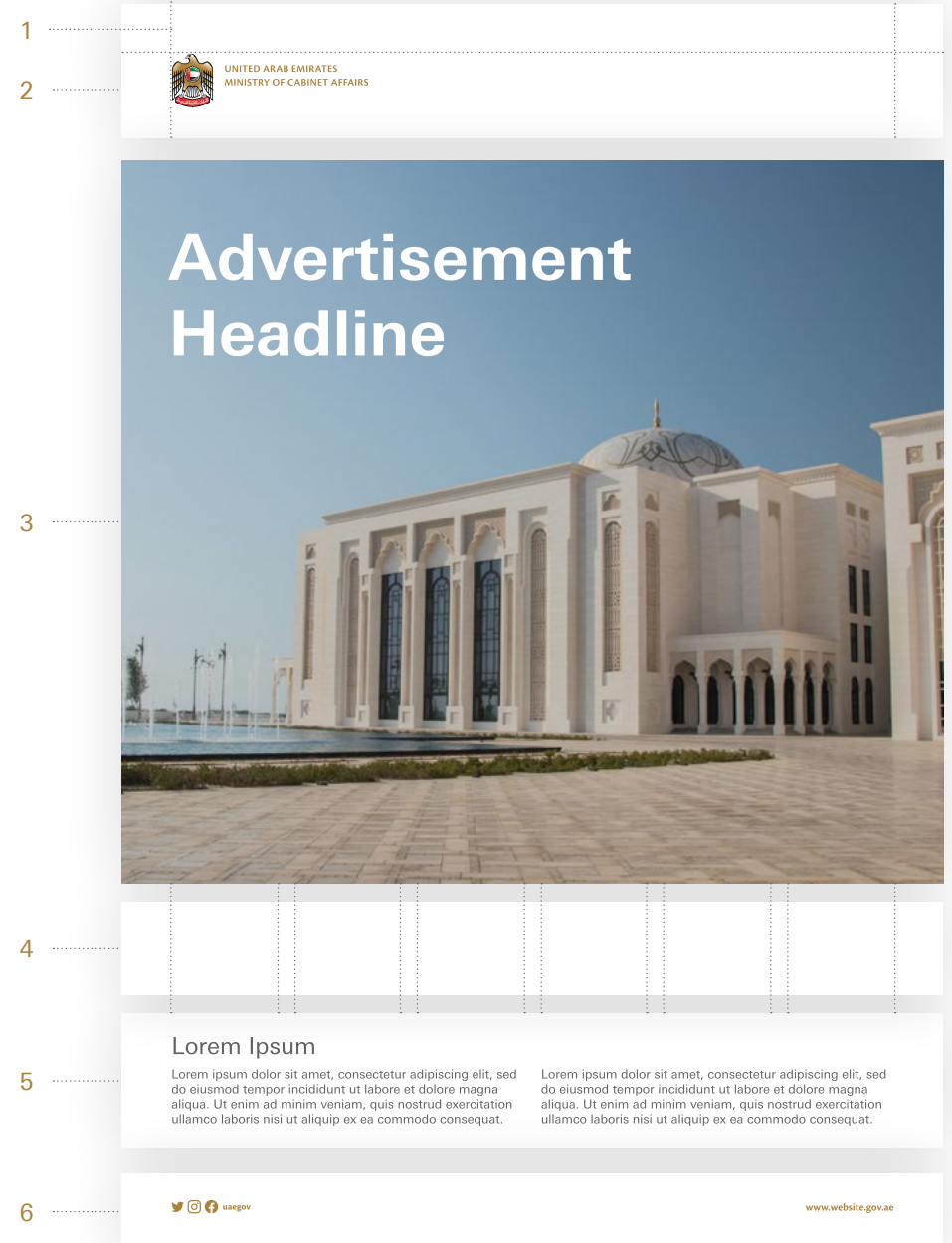
Keep in mind...

Avoid advertisements for religious events and personal congratulations and condolences—unless directed by the UAE Government Media Office.

Advertising Layout

The layout of an entity's advertisements has six main components: Together, they ensure consistency, build familiarity, and help entities to resonate with the relevant audiences.

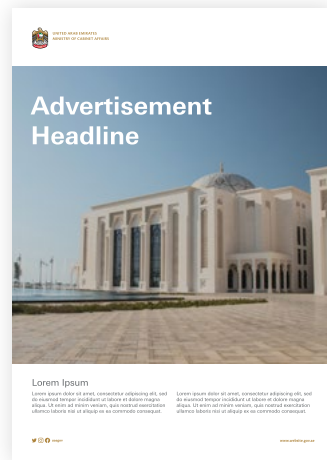
- 1 Margins (clear space).
- 2 Masthead area (logo).
- 3 Main content area (main message).
- 4 Grid (alignment).
- 5 Body copy (supporting content).
- 6 Footer (contact information; social media and website URL).



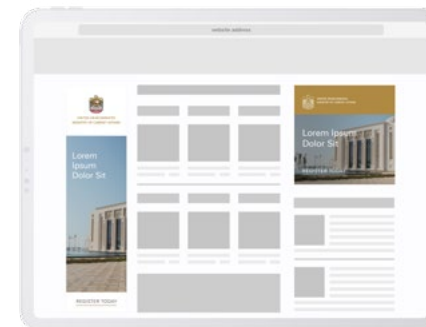
Advertising Examples



Black and white text advertisement



A4-sized advertisements



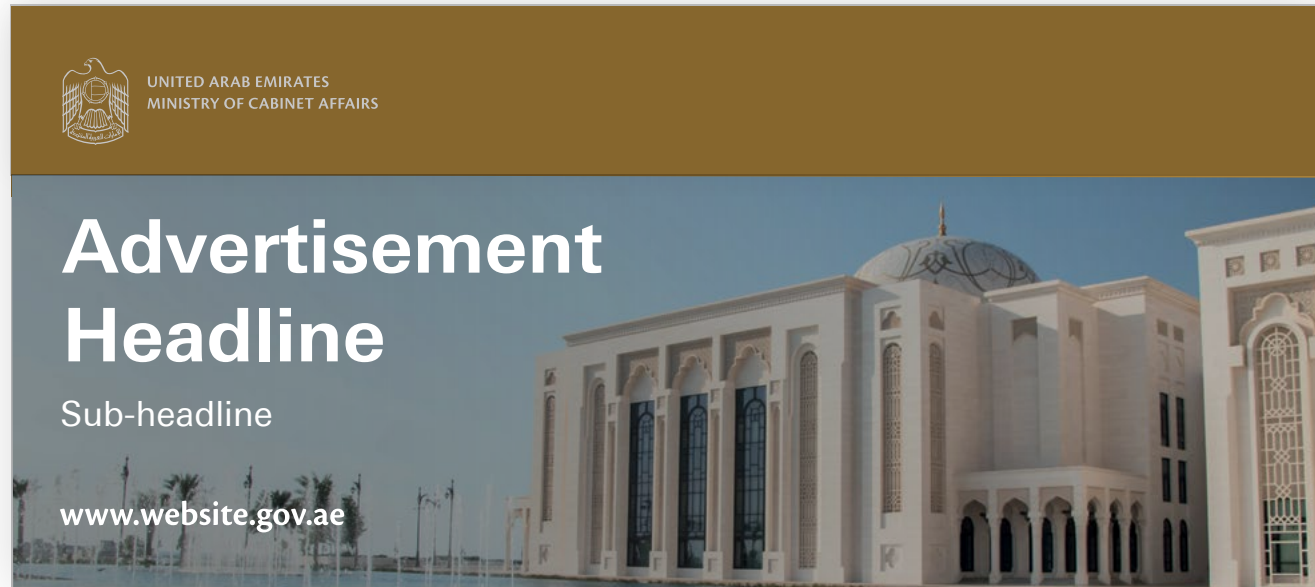
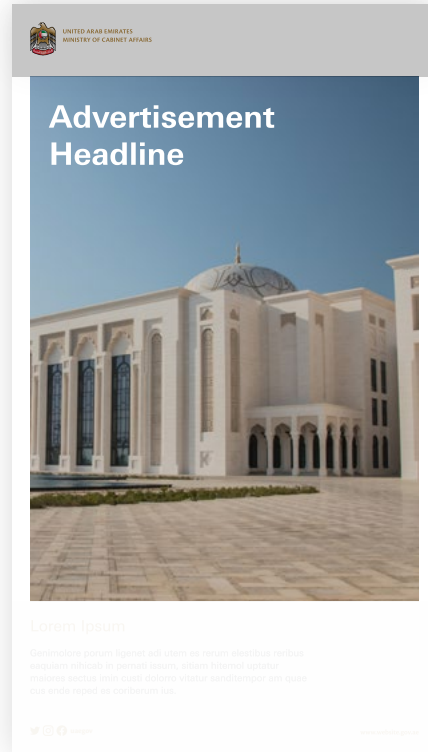
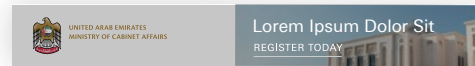
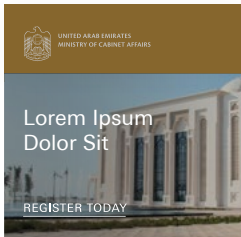
Digital banners

Out of home

Main Content Area

This is the first thing the audience sees. The area contains an image and a short message or a headline set in larger font sizes.

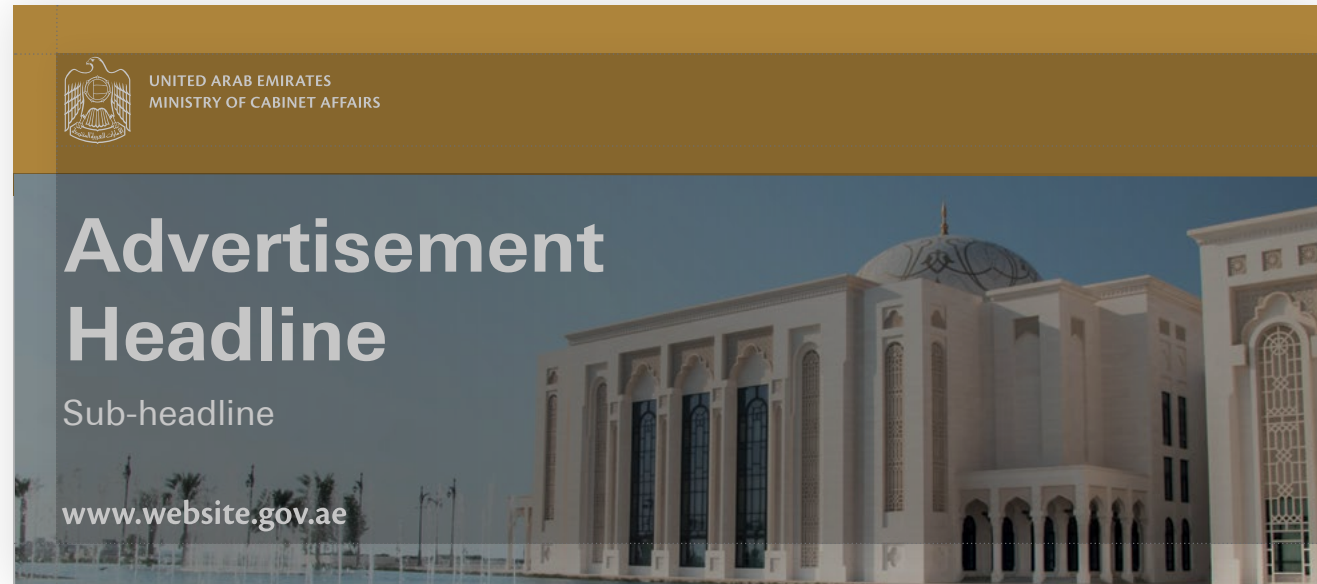
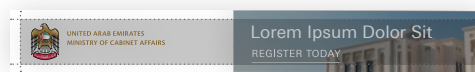
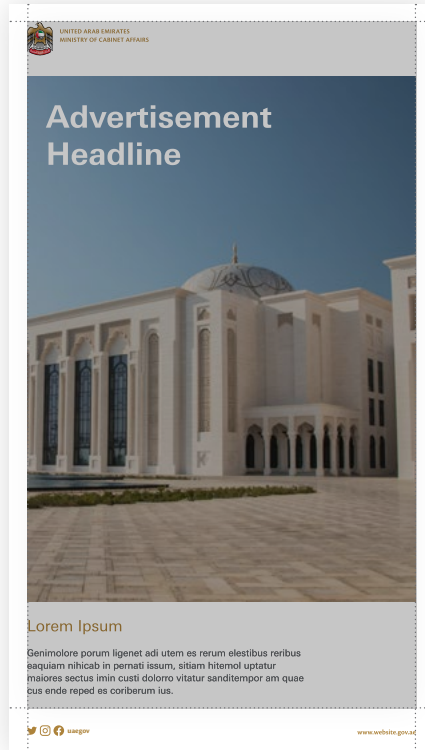
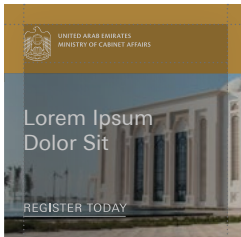
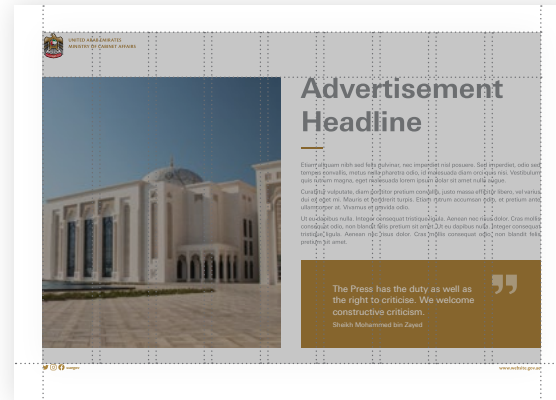
In some cases, text-only advertisements may be produced, without any images.



Margins

Create margins equal to 6% of the page width to give the design some breathing room.

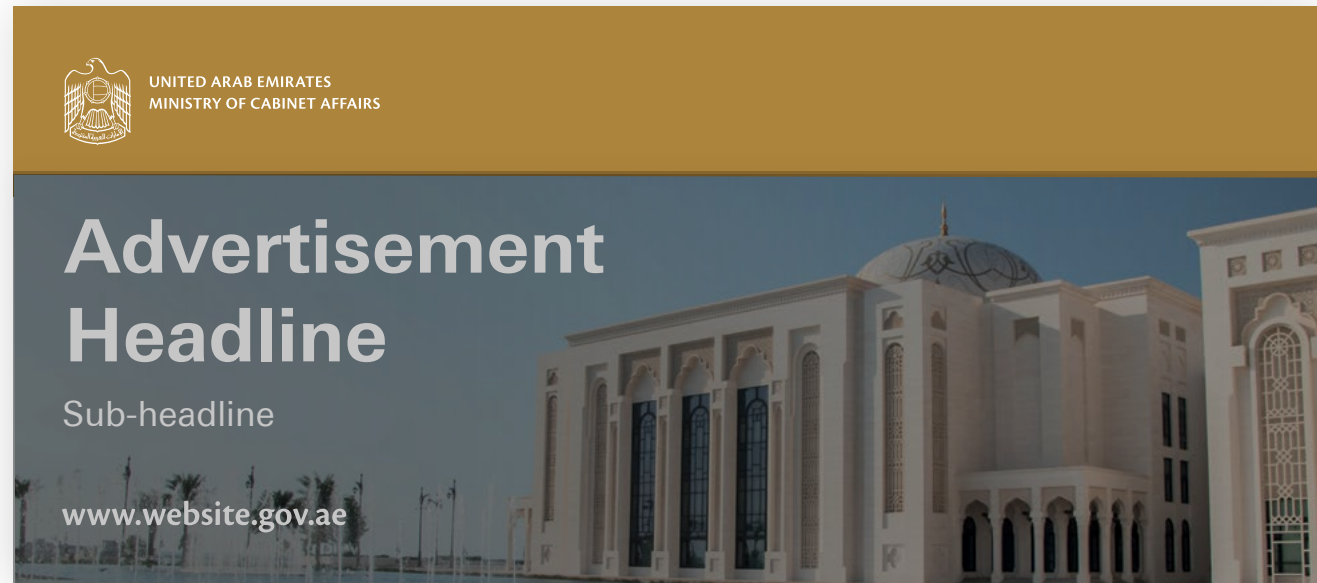
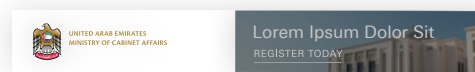
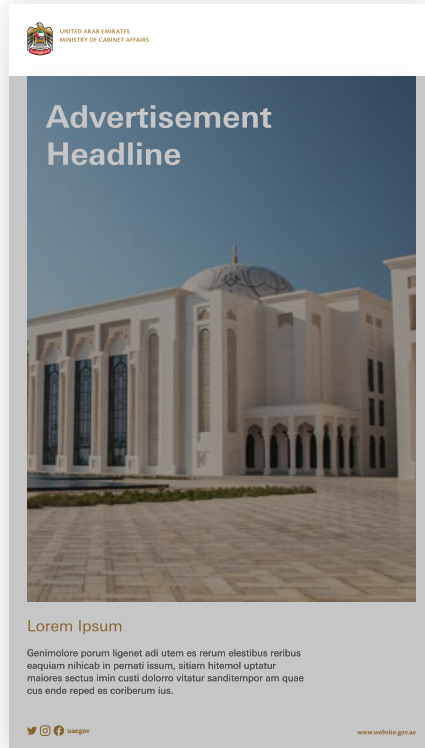
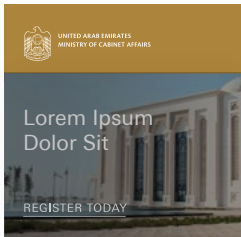
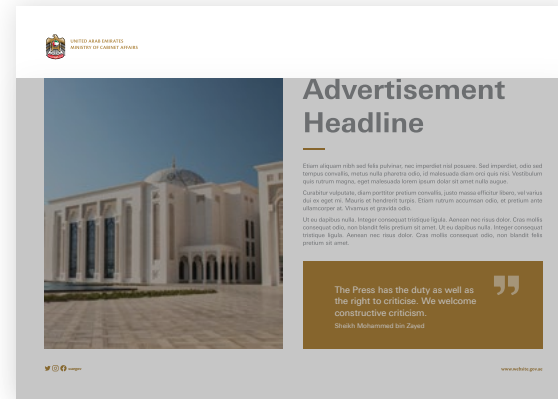
Nothing should invade into the margins area except full-bleed images and solid colour banners.



Masthead Area

Create a white banner at the top of the design to host the full-colour logo. For coloured banners, refer to p.22 for proper the logo application on different backgrounds.

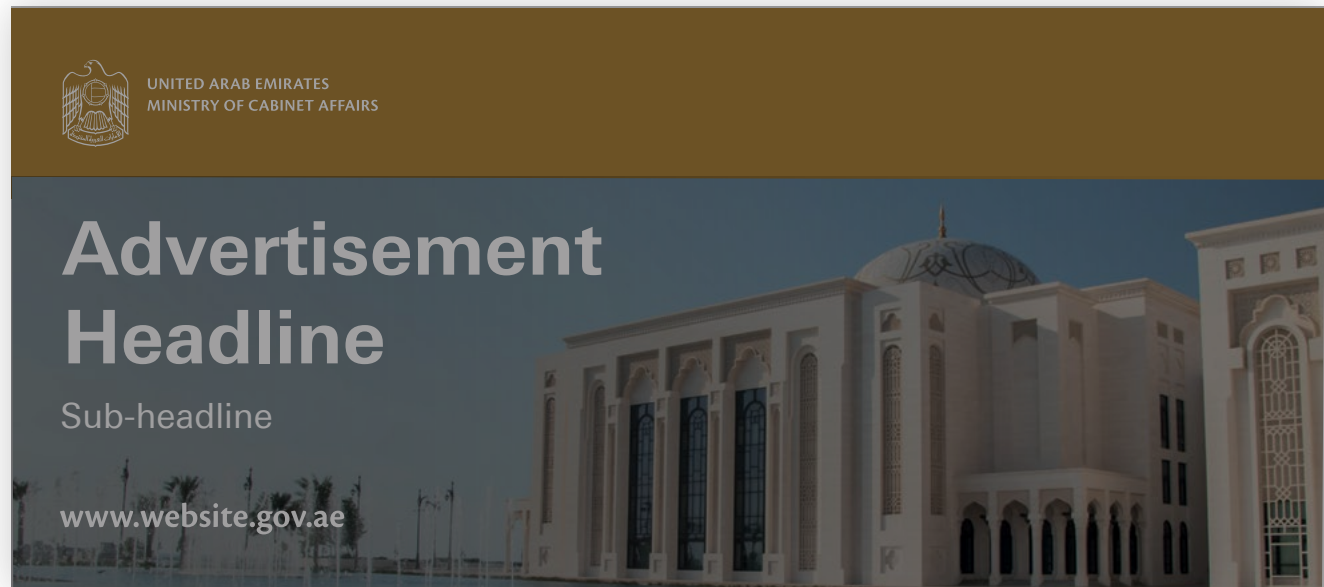
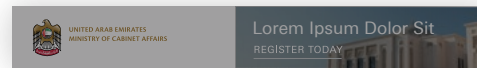
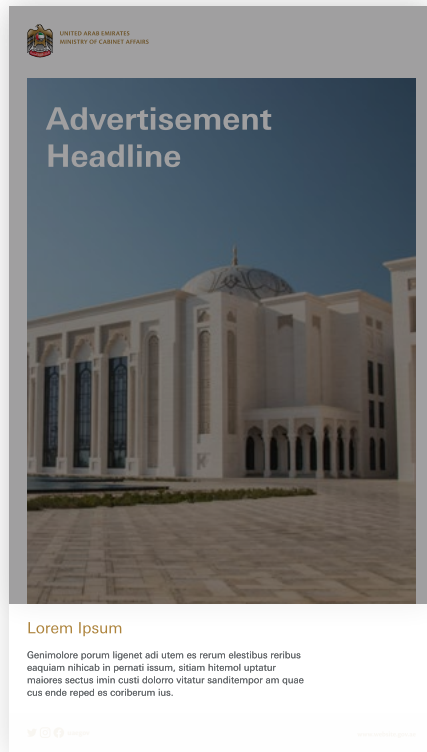
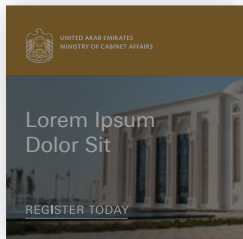
Remember to use the appropriate logo for the language of the advertisement, and always place it in the top-left corner of the design area.



Body Copy

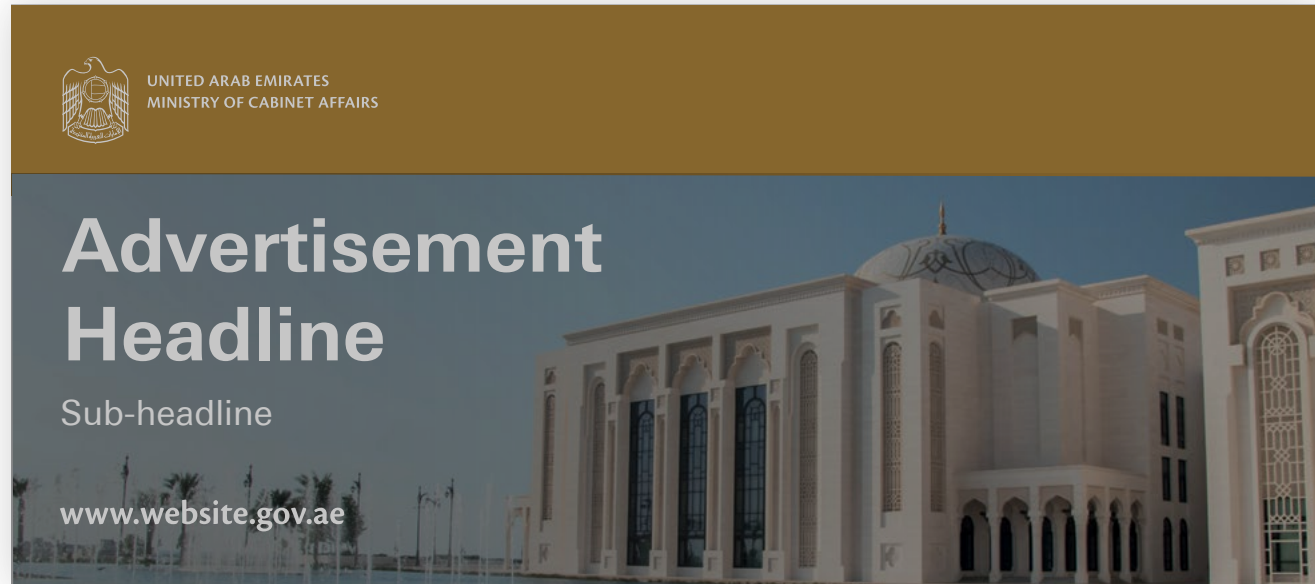
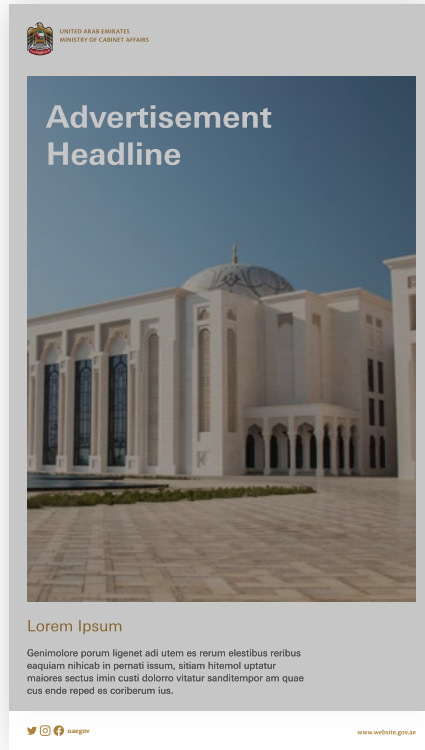
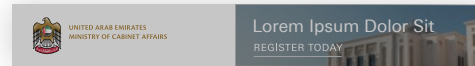
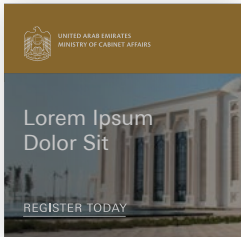
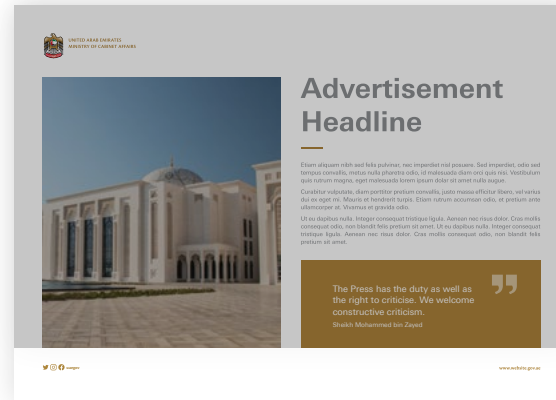
Use smaller font sizes for body copy and make sure it is aligned properly on the grid.

Text may be split into multiple columns, which is especially useful when fitting large amounts of text in restricted spaces.



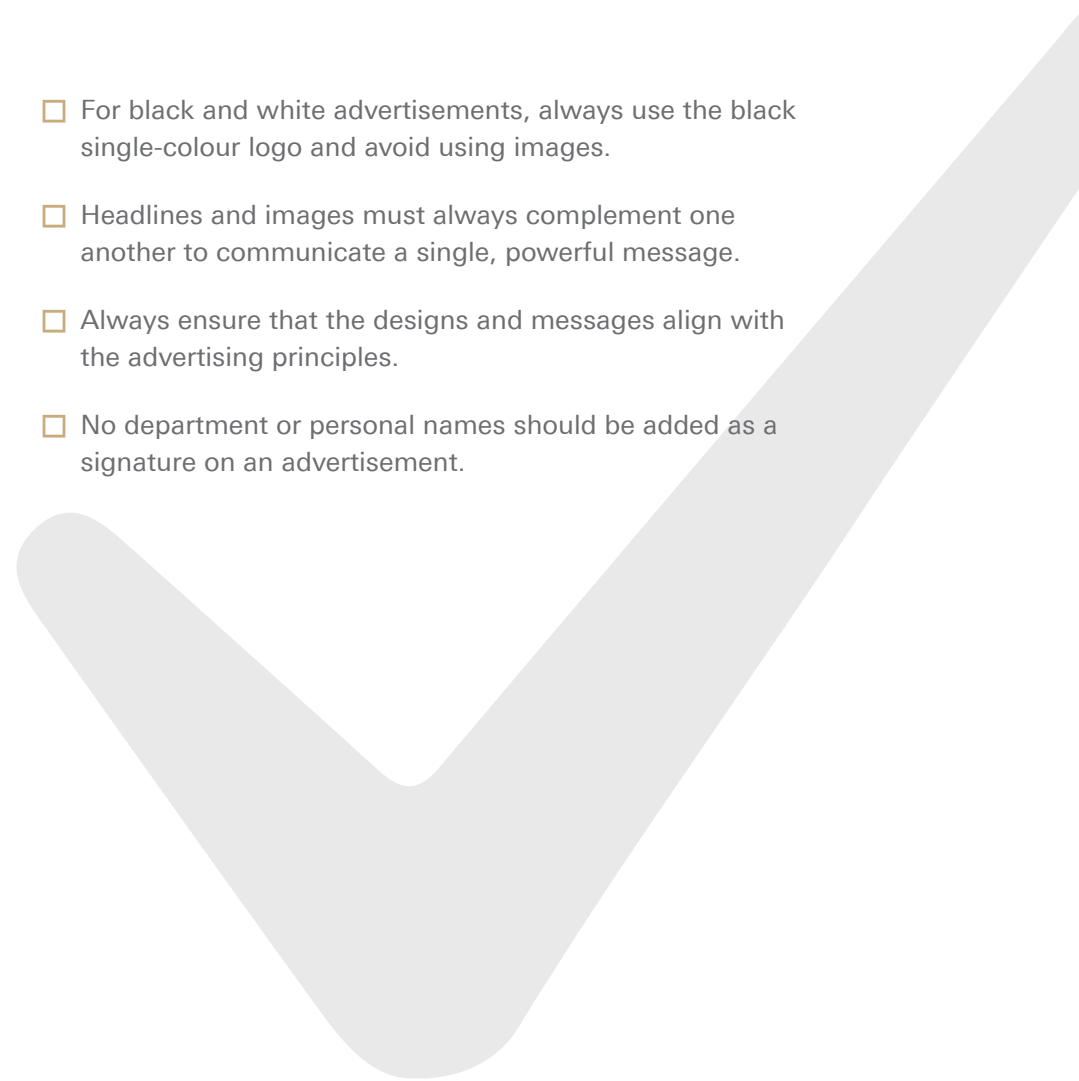
Footer

Create a white banner at the bottom of the design area to place social media icons and account handles in the bottom-left corner, and the website URL in the bottom-right.

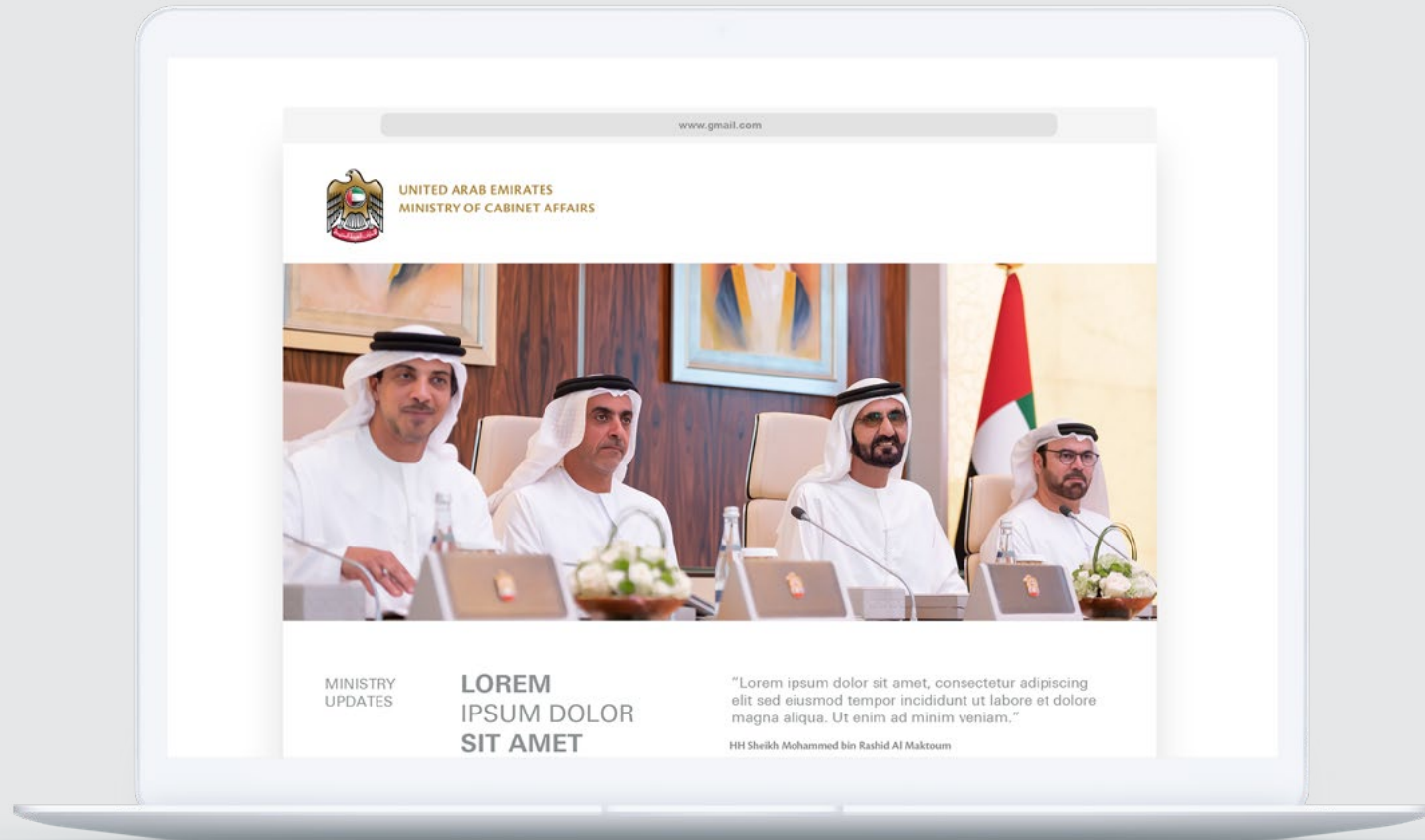


Advertising Tips

- Use the latest official social media icons.
- Use the grid to divide body copy into columns when necessary to maintain high legibility and readability.
- Text-only advertisements can be useful when the design does not contain an image or the headline fully occupies the main content area.
- Not all ads must contain a footer. For example, there is no need to include contact information on clickable web banners.
- For black and white advertisements, always use the black single-colour logo and avoid using images.
- Headlines and images must always complement one another to communicate a single, powerful message.
- Always ensure that the designs and messages align with the advertising principles.
- No department or personal names should be added as a signature on an advertisement.



Web and Social



www.gmail.com



UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS



MINISTRY
UPDATES

**LOREM
IPSUM DOLOR
SIT AMET**

"Lorem ipsum dolor sit amet, consectetur adipiscing elit sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam."

HH Sheikh Mohammed bin Rashid Al Maktoum

Web and Social

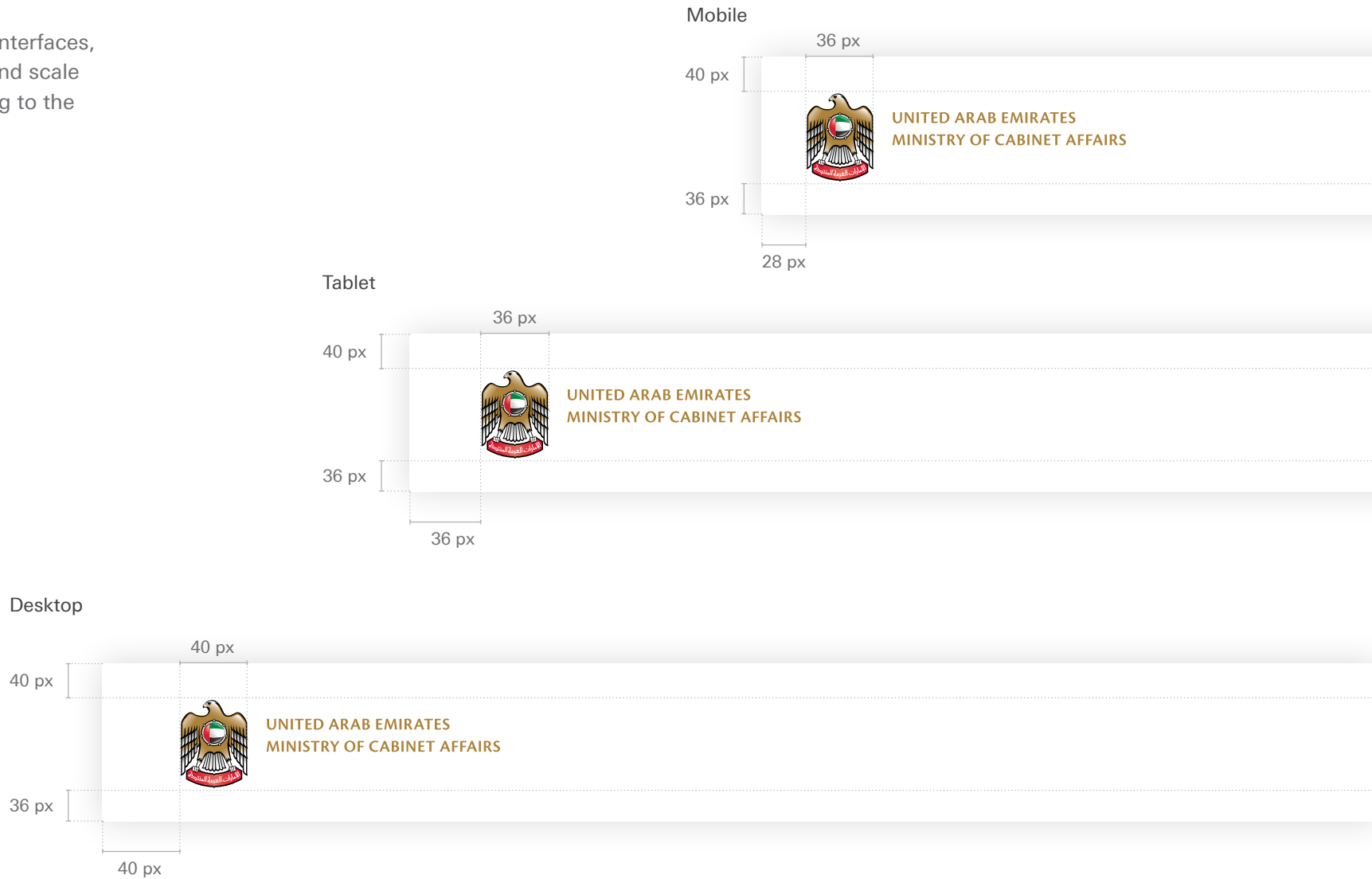
This chapter serves as a reference for digital designs and a starting point for interpreting the UAE government's visual identity on digital platforms.

Digital Logo Application

Website

Digital Logo Application

When using the logo on digital interfaces, remember to use RGB colours and scale the logo responsively—according to the interface size and resolution.



Keep in mind...

Always use RGB colour values as defined on p.44 for digital applications.

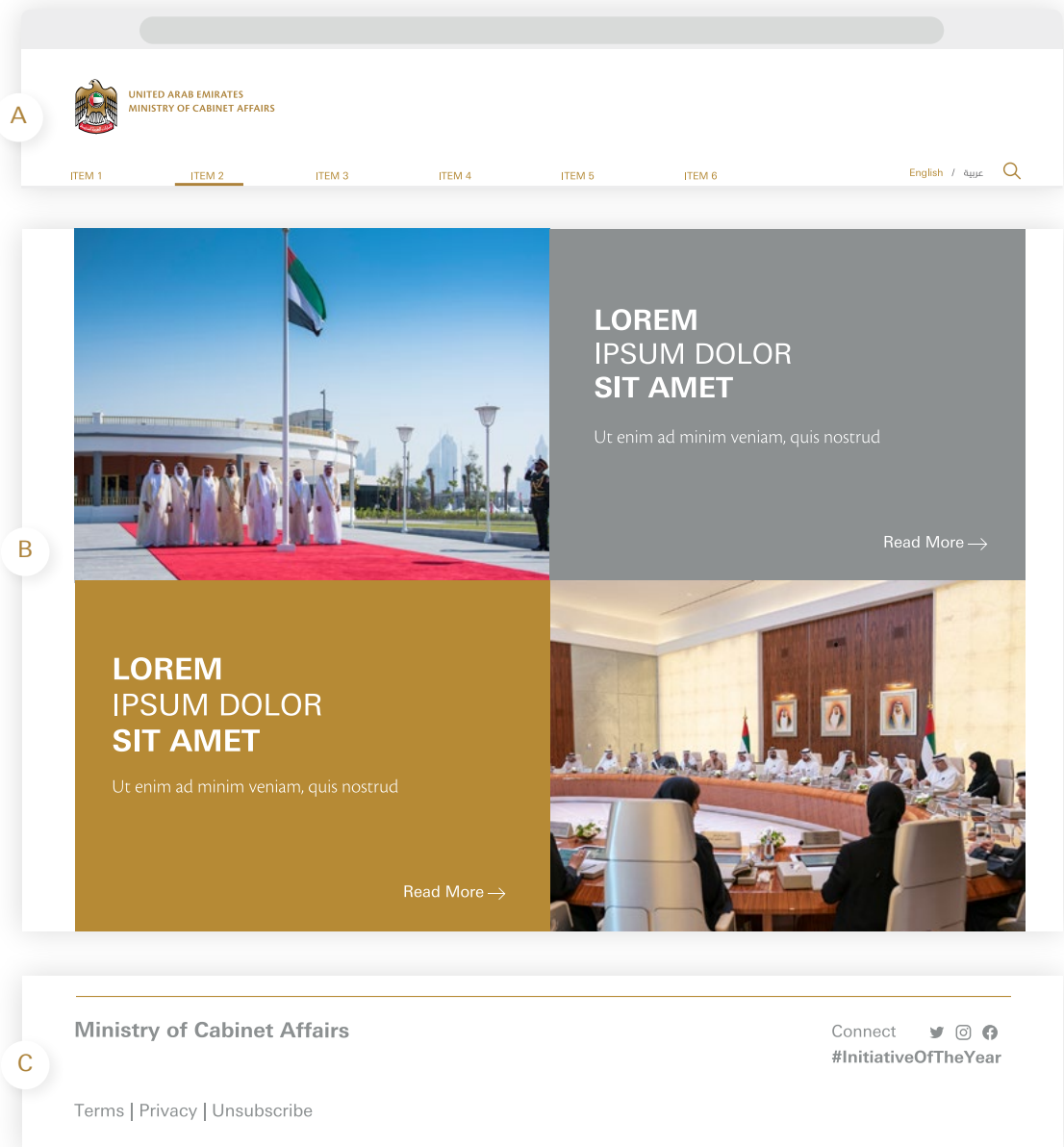
Website

Each ministry's website should cater to its own requirements in terms of content. However, the website must adhere to the proper logo treatment and three essential components:

- A Header**
Contains the logo-emblem pairing, flushed to the margins. The emblem's minimum width is 75 px, and the minimum clear space around the logo and the emblem is 68 px from all sides.
- B Main Content Area**
Displays relevant content, such as the latest news. This component may be a slider, a media wall or any other appropriate design solution, according to the entity's needs.
- C Footer**
Includes contact information and other relevant links, such as the terms of use, privacy policy, careers, social media links or copyrights.

Keep in mind...

The standard font for federal ministry websites is *Univers Next*.



Social Media and Mobile Apps

While ministries have freedom in terms of content and creativity on social media channels, it is crucial for all ministries to signal a unified online presence.

Profile

Page Covers

Posts

Watermark

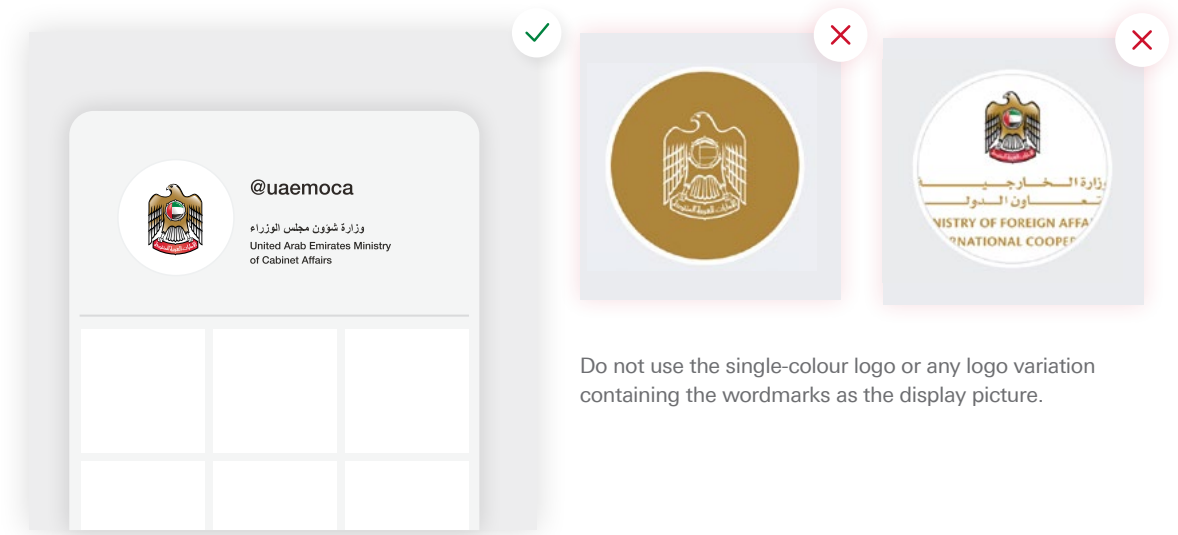
Mobile App

Profiles

All ministries must use the federal emblem for their display pictures on social media channels such as Instagram, LinkedIn, Twitter, YouTube and Facebook.

The emblem is always in full-colour, centred on a white background with sufficient clear space around it.

Ministries must use the full ministry name in both Arabic and English on the profile information.



Use the full-colour emblem for official profile display pictures.

Do not use the single-colour logo or any logo variation containing the wordmarks as the display picture.

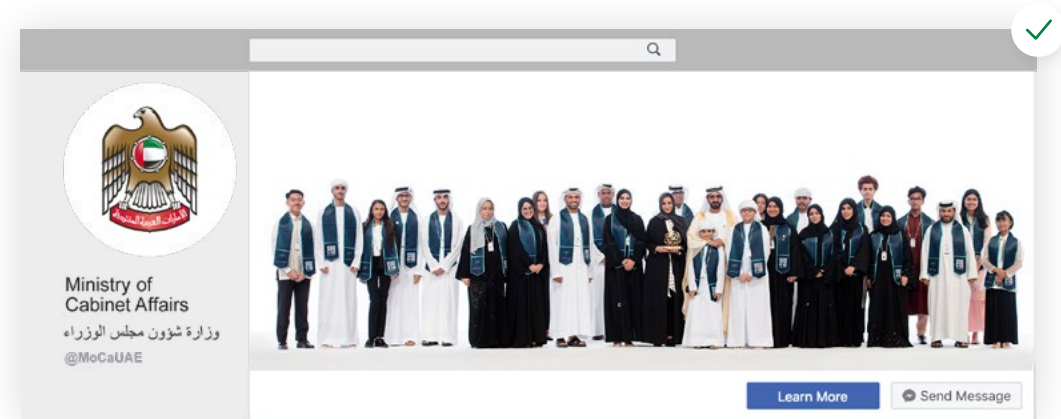
Tip!

It is good practice to double-check whether the emblem is properly placed and cropped.

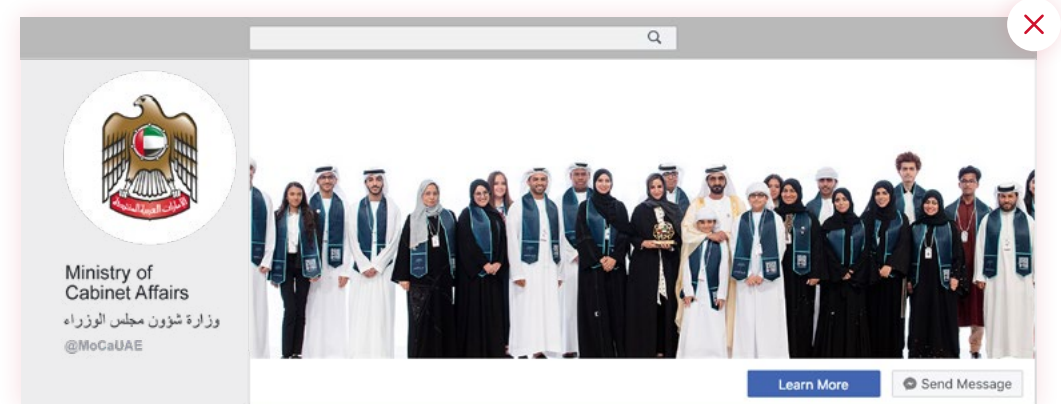
Page Banners

On the platforms that allow for banners or cover pages, ministries are encouraged to use images or visuals relevant to the ministry's responsibilities, in line with the [photography guidelines on p.47](#).

Images should be ideally cropped, particularly when they include people.



Good cropping



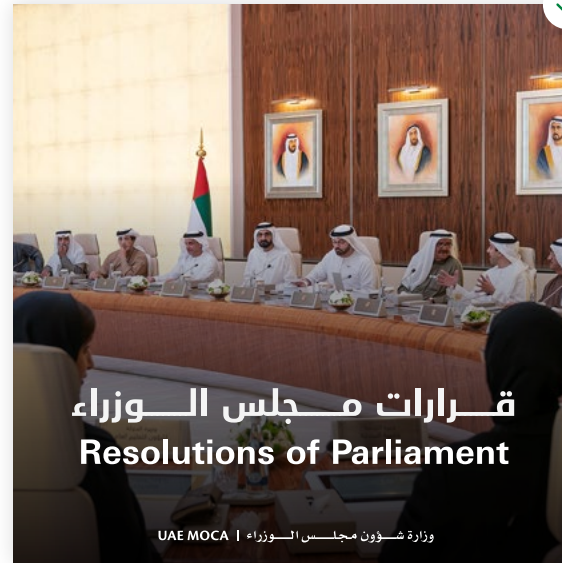
Bad cropping

Keep in mind...

Do not use the federal emblem on banners or cover pages.

Posts

Always use appropriate high quality images for social media posts. Visit the photography guidelines on p.47 for more details.



Best practices:

- Bilingual.
- High quality image.
- Wordmark instead of logo.



Incorrect practices:

- English before Arabic.
- Low quality image.
- Logo in post.

Tip!

Ministries are free to choose the fonts that are most suitable for their posts.

Keep in mind...

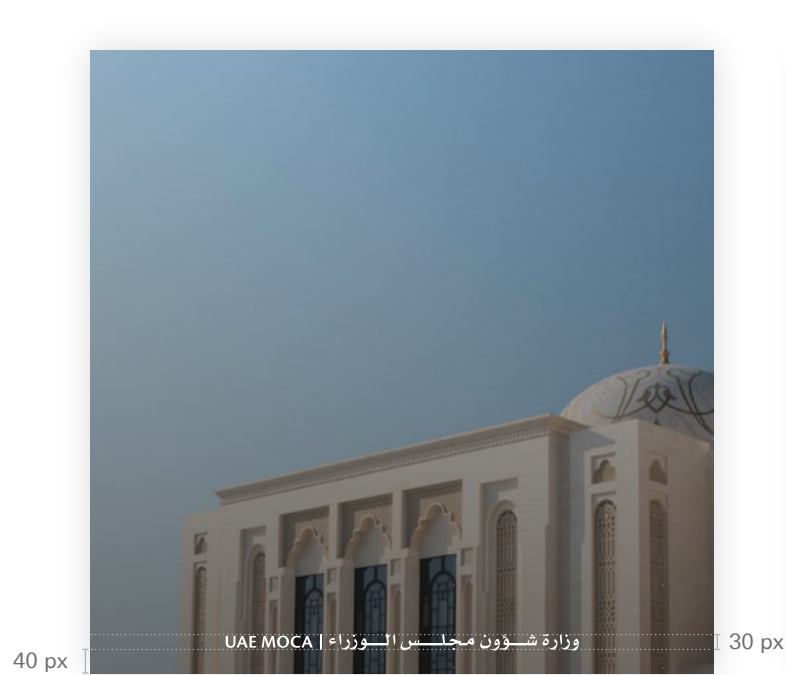
Do not include the federal emblem in social media posts; use the wordmark instead.

Wordmark

Use the wordmark instead of the logo on social media posts. Optimally, the wordmark would not intrude on the image and it is highly legible and readable.

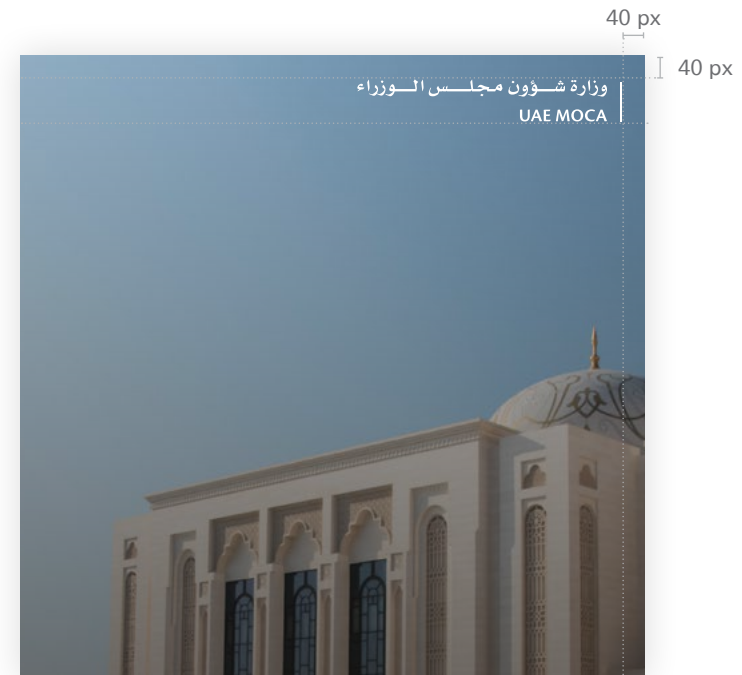
Specifications

- The Arabic name is written in full, while the English name is written in the following format: 1. UAE 2. Abbreviated ministry name (e.g. UAE MOCA).
- English: Cronos Bold, 32 pt.
- Arabic: AXT Manal Bold, 54 pt.
- Do not change the fonts of the wordmark.



Horizontal Arrangement

Abbreviated ministry name in English is placed to the left of the full ministry name in Arabic (aligned to the bottom), placed in the bottom-centre.



Vertical Arrangement

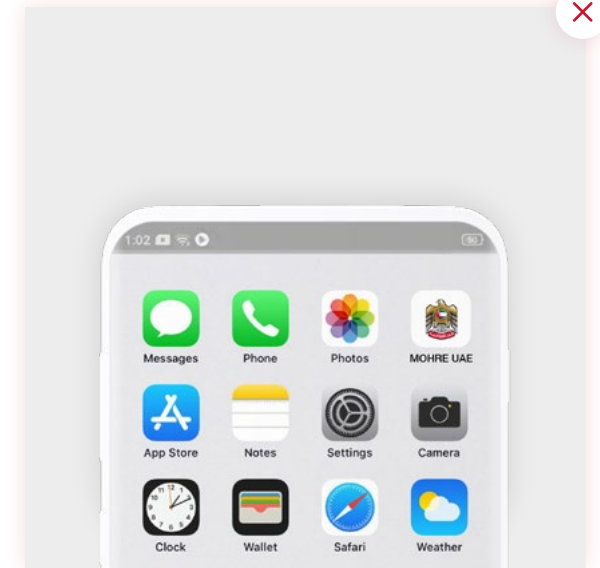
Full ministry name in Arabic is placed above the abbreviated ministry name in English (aligned to the right), placed in the top-right corner.

Mobile App

For mobile applications, the full-colour vertical logo may be used inside the app (e.g. splash screen), but not as the app icon.



The vertical logo can be used on app splash screens.



Due to App Store restrictions, entities may not use the federal emblem as the app icon and are required to create unique icons instead, related to the service that the app offers.

Signage

UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS



الإمارات العربية المتحدة
وزارة شؤون مجلس الوزراء



Signage

Signage helps people identify federal ministry buildings, centres and offices; and wayfinding helps them navigate the space once they are inside. Follow the guidelines in this chapter to for proper application.

Building Entrance

Reception Desk and Lobby

Wayfinding

Road Signage

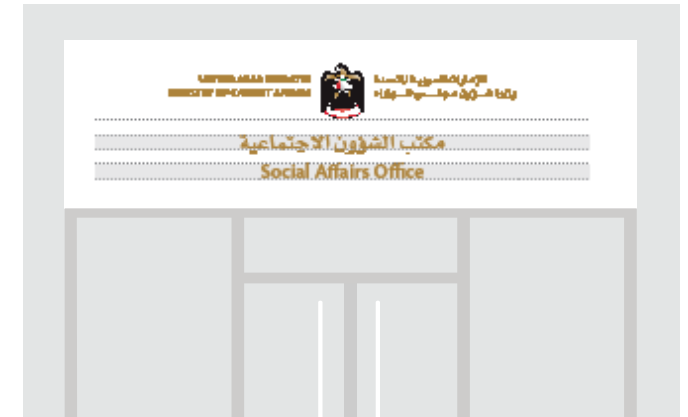
Building Entrance



Ministry Sign



Horizontal Office Sign Arrangement



Vertical Office Sign Arrangement

Production Specifications

- Emblem: Cast metal with painted finish.
- Wordmark: Individual laser-cut letters, 1 cm metal with a powder coat finish to match the Pantone Gold.

Logo

- Primary (winged) logo.
- Scale and place logo according to available area.

Colours

- Full-colour logo and gold wordmark (country and ministry names).
- You may use a black wordmark if the gold causes technical issues (e.g. contrast with building).

Placement

- High above the main entrance to maximize visibility.
- Suitably fixed directly to the wall surface.

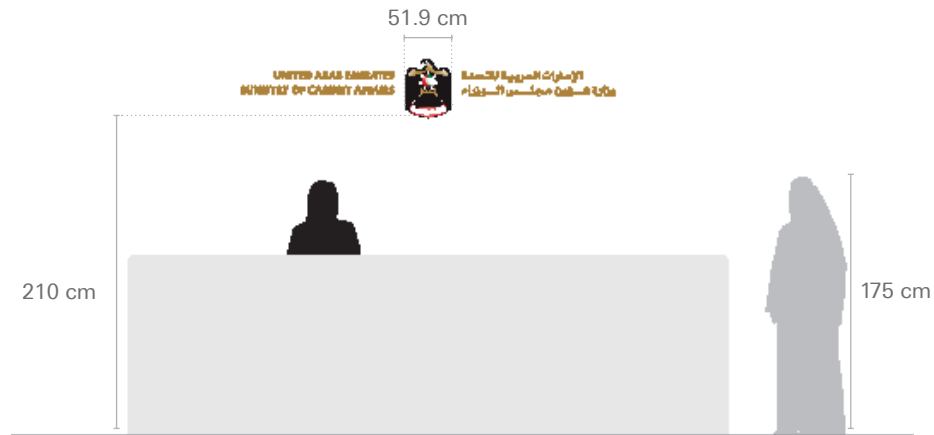
Keep in mind...

When two or more ministries share the same building, the logos must be equal in size (emblem height, wordmark font size).

Do not place the website URL on external facade.

Do not divide the logo on the different facades.

Reception Desk and Lobby



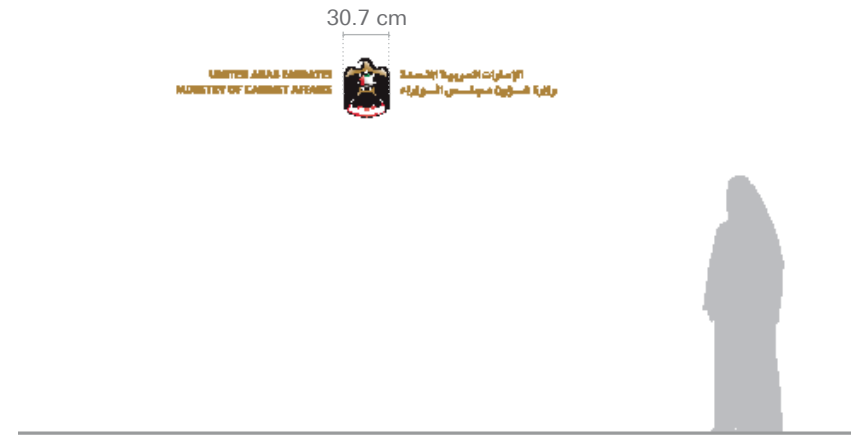
Reception Desk

Production Specifications

- Emblem: Cast metal logo with painted finish.
- Wordmark: Individual laser-cut letters. 1cm metal with a powder coat finish to match the Pantone gold.
- Lighting: Spot-lit from ceiling.

Keep in mind...

The logo should be installed at the reception area. If space is unavailable, it can be installed in the lobby area instead. The logo should never go on the desk.



Lobby

Logo

- Primary logo on a light (preferably white or wood) background.
- Scale and place the logo according to the available area.

Colours

- Full-colour logo.
- Gold wordmark (country and ministry names).

Placement

- Reception or customer service area.
- Suitably fixed directly to the wall surface.

Wayfinding

Using internal signage is recommended to help visitors navigate ministry buildings. This is especially useful for large multiple-level buildings with several departments. Ministries are free to use icons in their wayfinding signs, and there is no need to use the logo on signage inside ministry-owned buildings.



Building Directory

Lobby Direction Signage

Office/Centre Signage

Floor Identification

Room Icon

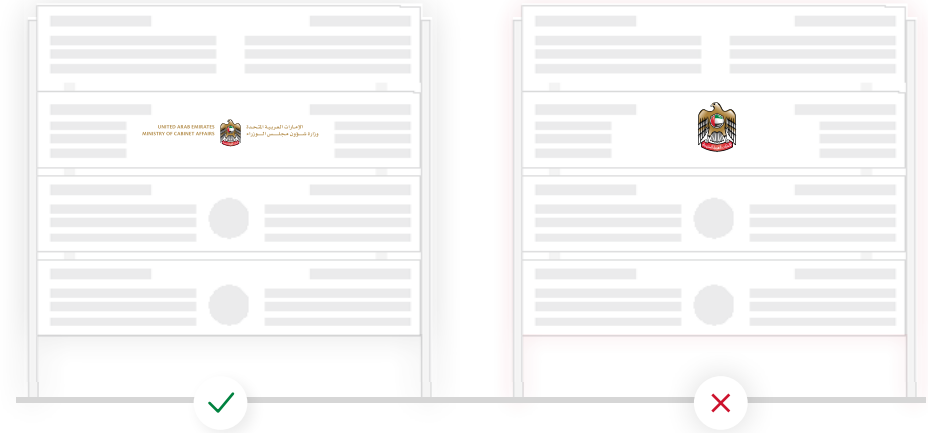
Road Signage

Do not use the federal emblem on any road signage; use text (set in official fonts) instead.

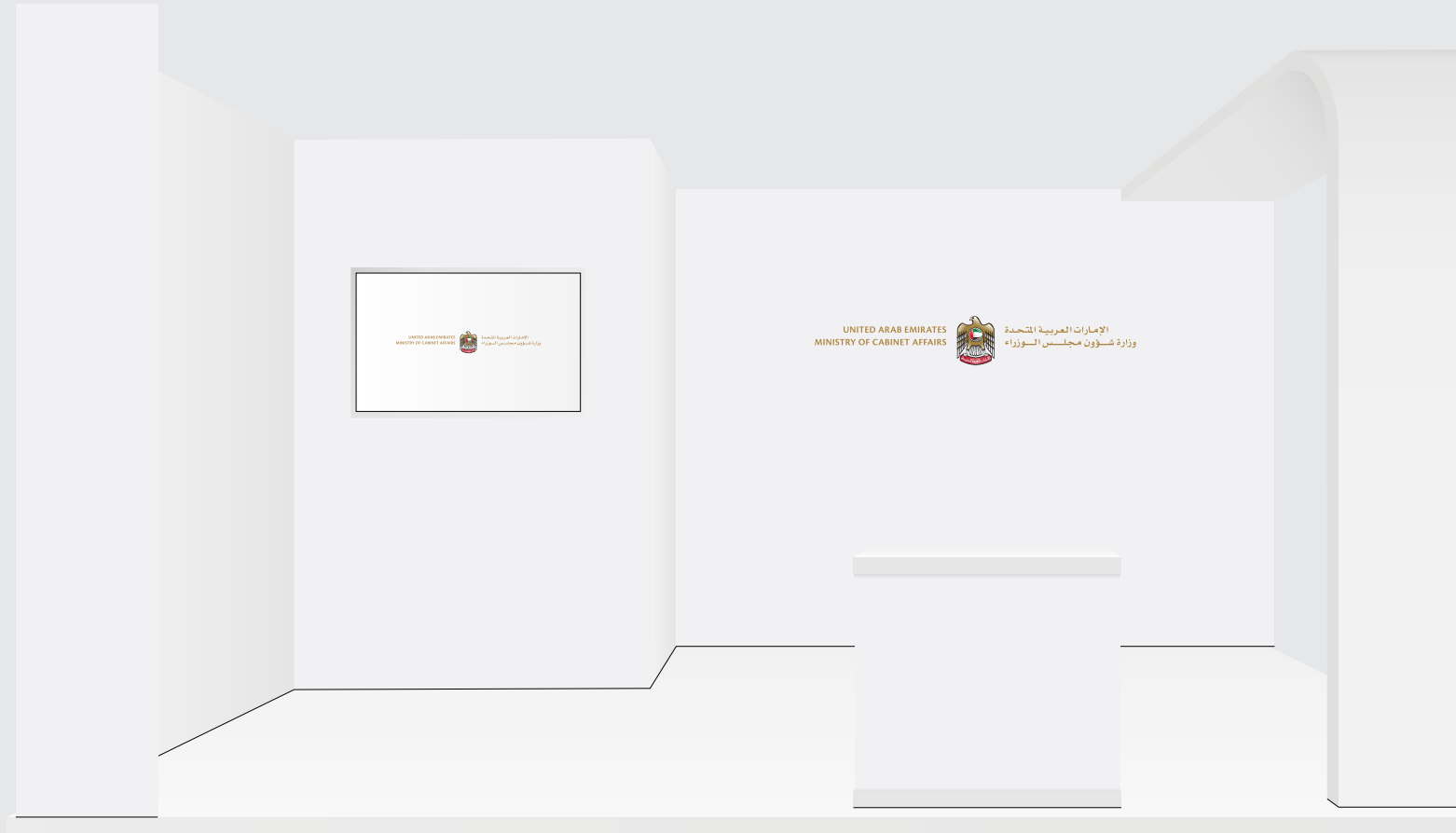


Construction Signage

When a ministry is participating in the development of a building, do not use the federal emblem on its own on construction signage; use the primary (winged) logo instead.



Events



Events

It is important to properly and consistently reflect the UAE government's image in local and global events. As the ministry logo appears alongside other logos in most events, the co-branding guidelines on [p.27](#) are especially useful.

Media Briefing Set-up

Media Wall

MOU Signing

Exhibition Booths

Flags and Temporary Signage

Events Items

Media Briefing Set-up

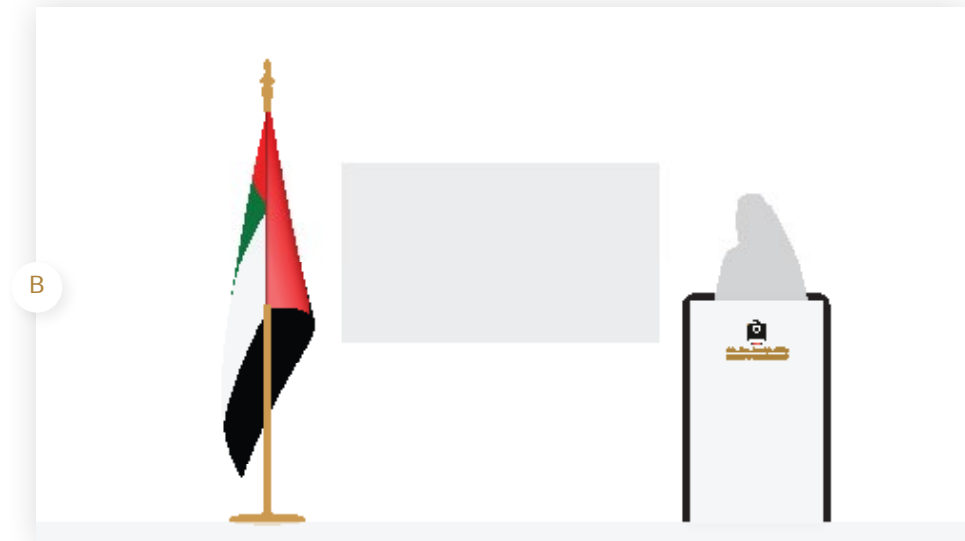
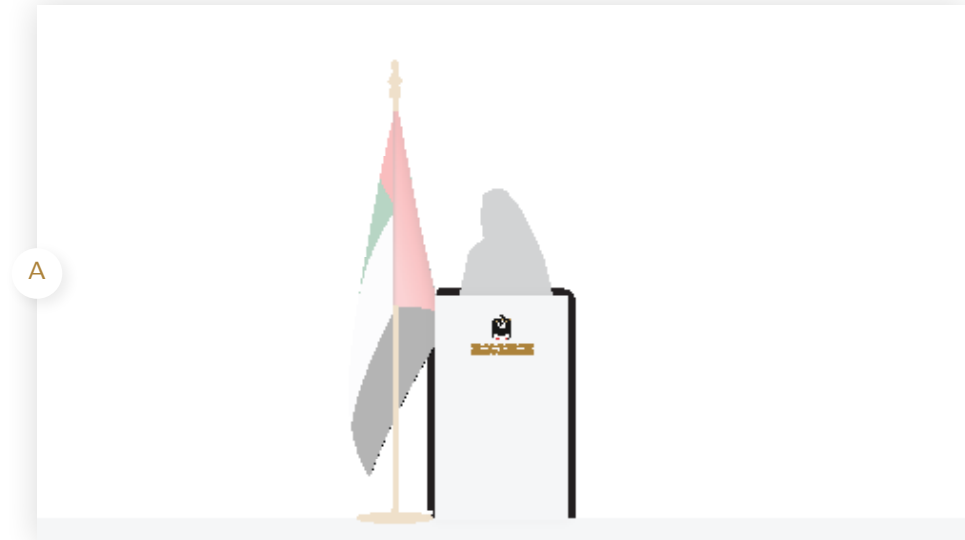
Use the full-colour logo (vertical or horizontal, depending on the design), placed at the top-centre of the podium, with enough clear space around it. Refer to p.25 for more details about logo treatment.

A Setup Without Screen

- Podium position: Centre.
- Flagpole position: Audience left.

B Setup With Screen

- Podium position: Audience right.
- Flagpole position: To the right of the podium.
- Screen position: Audience left.



Keep in mind...

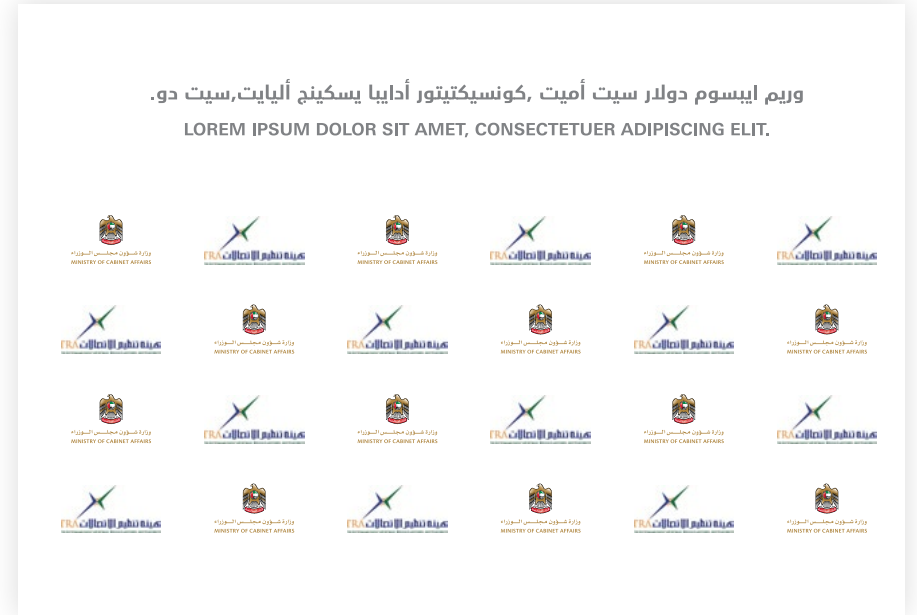
Visit the UAE flag guidelines on [the online portal](#) for more information about flag specifications, placement and protocol.

Media Wall



Single ministry: Step-and-repeat

- 1 White background with sufficient margins on all sides.
- 2 Event title set in the Univers typeface, centre-aligned in black and placed top-centre.
- 3 Full-colour logo in the bilingual vertical arrangement.



Ministry with another entity: Step-and-repeat (alternating)

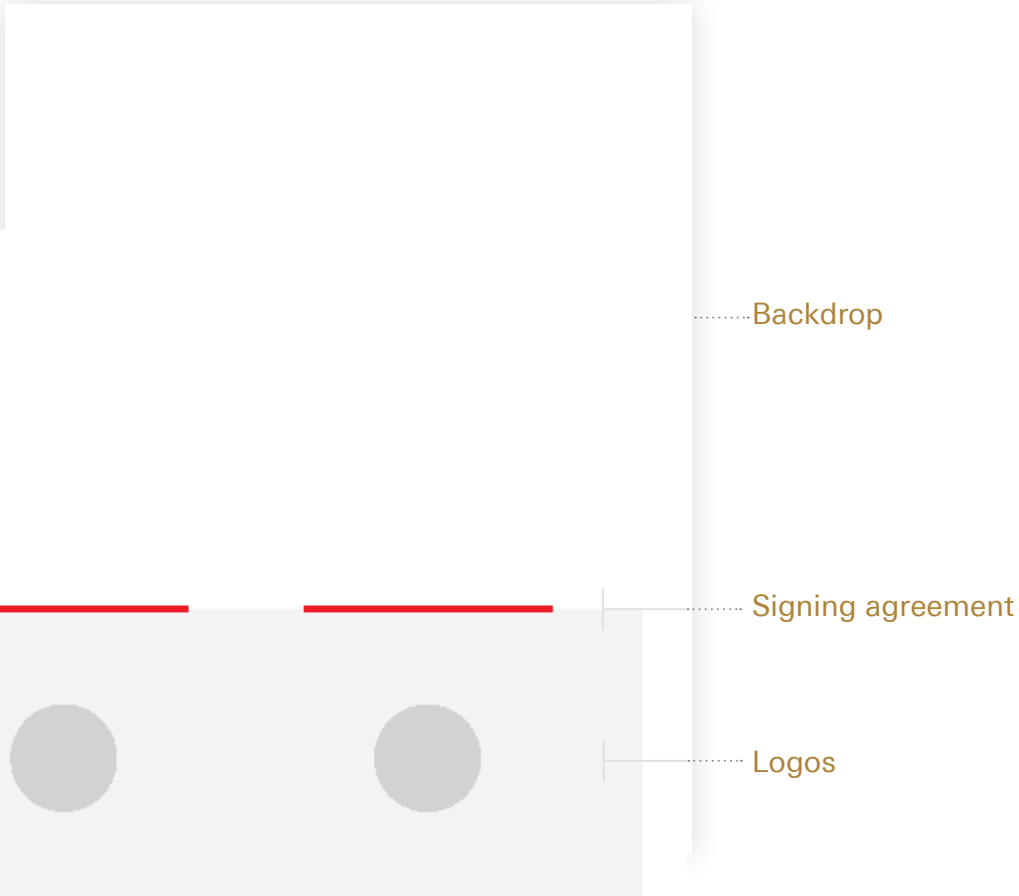
Tip!

Ensure there is enough clear space around the logos and that all emblems and logos are equal in size and distanced equally. Refer to the Logo section starting on p.25 for more details.

Keep in mind...

The media wall may be used without a title and only the logos.

MOU Signing



Co-branding with one entity



Co-branding with two or more entities

Keep in mind...

Due to protocol, the signing backdrop is an exceptional case for the *co-branding rules on p.27*; the ministry logo is placed to the right of the other party's logo.

Signing Agreement

Signing agreements are composed of two parts: the cover and the official letterhead. Each signing party has its own copy of the agreement, enclosed within a leather folder.

A Leather Folder

The signing agreement is enclosed within a high-quality leather folder. For more details on logo application and production, please refer to the [Logo on Different Materials](#) page on p.23.

B Letterhead

The first page of an agreement is always printed on the official letterhead, with subsequent pages printed on continuation sheets, which are designed similarly to the letterhead, only without the footer. [Refer to p.72 for letterhead specifications.](#)

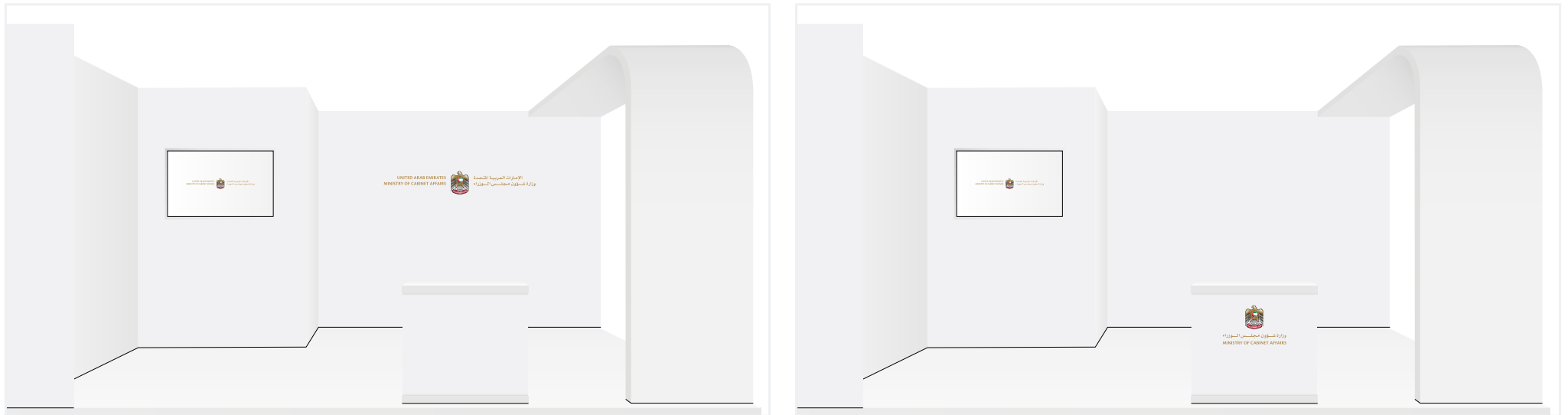


Keep in mind...

Co-branding on a signing agreement is not allowed. Each party signing the agreement will have an agreement prepared with their own official logo.

Exhibition Booths

Ministries have the freedom to construct the most appropriate booths to serve their specific needs. The logo is placed prominently and without repetition, and may also be displayed digitally on a screen.



Tip!

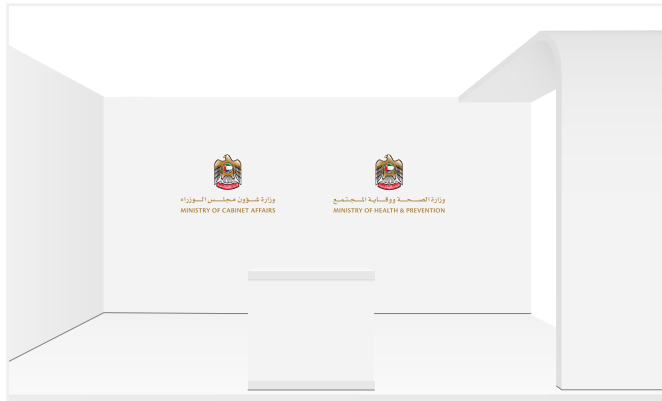
Always consider of the best line of sight for the logo on your booth: How are people moving in the space, is there anything obstructing their view, and where are they entering the booth?

Tip!

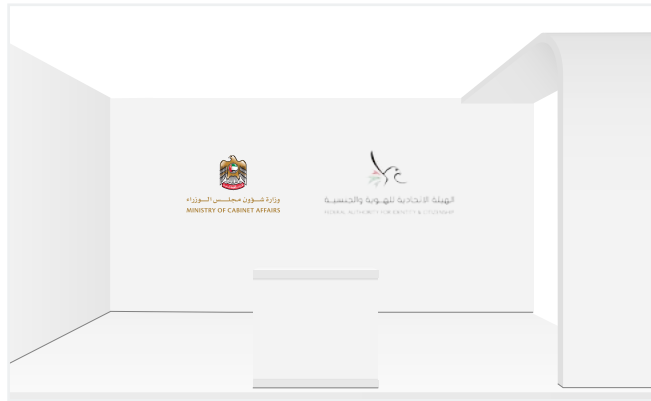
Official portraits may be placed in the main meeting room on the stand if required. Refer to the official portraits guidelines on the online portal for more information.

Shared Booths

There are several variations for shared booths. What they all have in common is the use of the bilingual full-colour logo in the vertical arrangement.



Two ministries



Ministry with federal authority



Shared ministry booths at international events

For international events where federal ministries are participating, the federal UAE government logo is placed in the centre of the booth with the ministries' logos on either side in equal size.

Keep in mind...

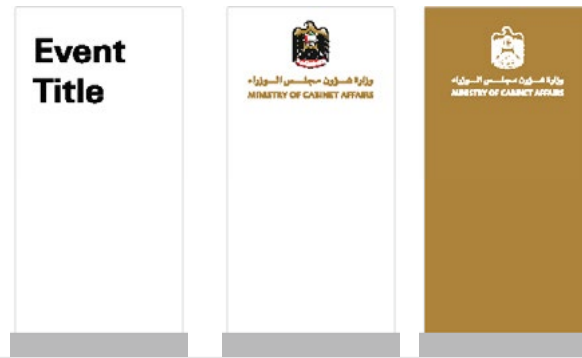
It is important to understand our [co-branding guidelines on p.27](#) to adhere to federal guidelines.

Flags and Temporary Signage

When branding and producing materials for an event, ministries may use flags and temporary signage to promote the event or communicate necessary information to attendees such as key themes and wayfinding.



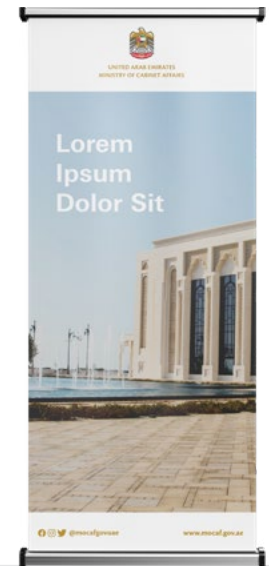
Outdoor flags



Outdoor signage

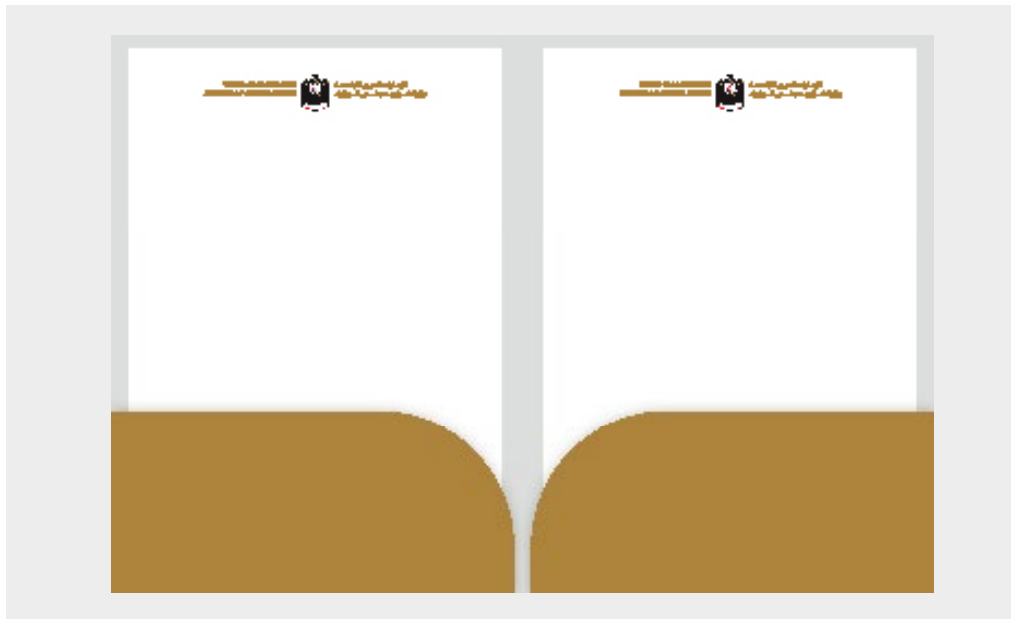


Indoor signage



Roll-up banners

Events Items





Initiatives

Initiatives are dynamic communication channels that allow ministries to engage a wider audience around a specific cause or function. As initiatives are associated to federal ministries, it is important to establish the relationship between an initiative and the ministry to which it is affiliated through the brand's visual identity.

Refer to this section when branding and producing initiative-related assets in order to ensure the Ministry's visual identity is applied properly and consistently.

Branding an Initiative

Ministries are encouraged to brand their initiatives thoughtfully to maximize their impact. Initiatives vary in goals, scale, duration and target audience, so it is important to consider such factors when deciding how to approach an initiative's brand.

In some cases, an initiative may require its own logo to best serve its business needs. In such cases, refer to the initiative logo design criteria to the right.

Keep in mind...

Follow the visual identity guidelines precisely when co-branding the initiative logo with the ministry logo.

Initiative Logo Design Criteria

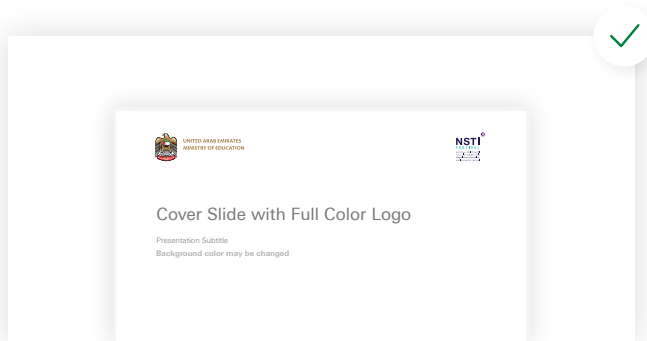
While a logo is a powerful asset that develops immediate recognition among audiences, it may not be necessary for branding an initiative. Consider the following criteria to determine whether or not an independent logo may be created for your initiative:

- The initiative is ongoing; it occurs at least once a year.
- The initiative serves a wide range of target audiences.
- The initiative must be related to the core purpose of the ministry and serve its goals

If an initiative requires a logo for a reason not listed, contact the UAE Government Media Office at gov.brand@pdo.gov.ae for approval prior to initiating the logo design process.

Using Initiative Identity

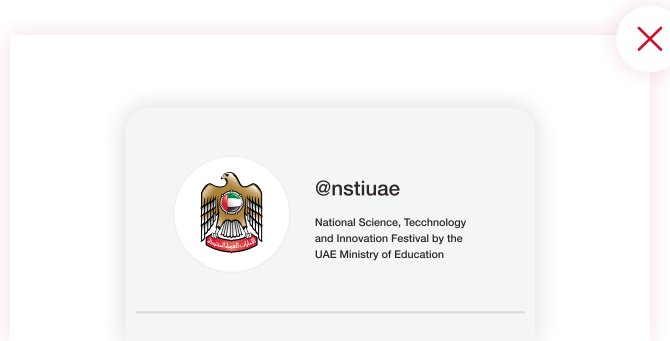
The initiative's logo appears together with the affiliating ministry's logo on select applications. As a general rule, the initiative logo is placed to the right side of the ministry's logo, in accordance with the [co-branding guidelines on p.27](#).



Mandatory Ministry Branding

Items where initiatives must use the ministry logo strictly as specified in this guideline.

- Microsite header co-branding.
- Certificates.
- MOU signing: Only the ministry letterhead may be used.



Incorrect Applications

Items where initiatives are prohibited from using the ministry logo.

- Paper bags and gift items.
- Vehicles.
- Digital ad banners.
- Social media.
- Co-branding.
- Desktop screens.

Keep in mind...

The initiative logo is never paired with the UAE emblem.

General Applications

This chapter illustrates how to design branded materials for initiatives according to the UAE federal ministry's visual identity guidelines.

Microsite

PowerPoint and Presentations

Certificates

Social Media

Events and Exhibitions

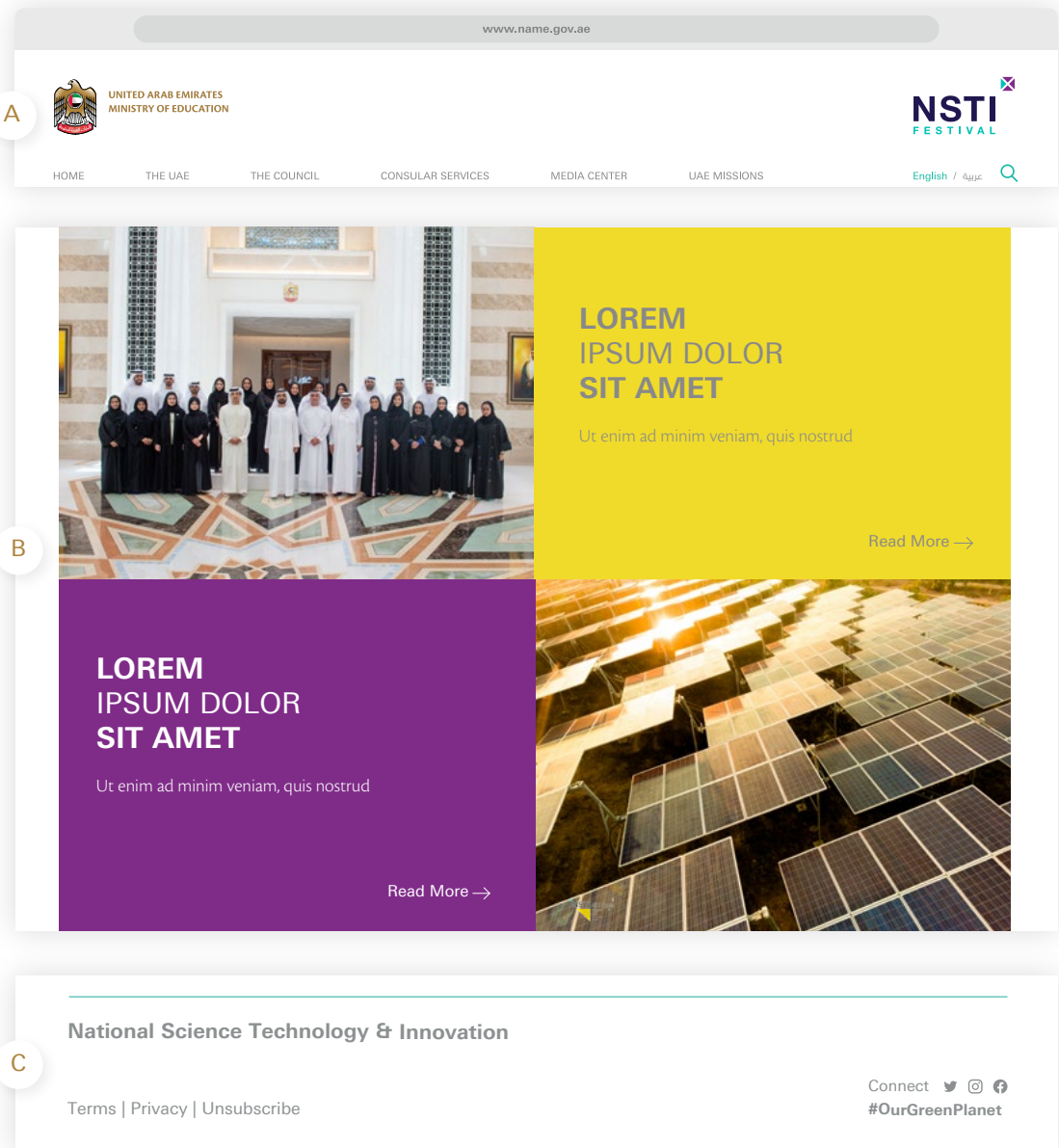
Gifts and Giveaways

Vehicle Branding

Microsite

An initiative may create its own microsite that caters to its own content requirements under the ministry’s official website. However, the microsite must adhere to the proper initiative-ministry logo pairing and three essential components:

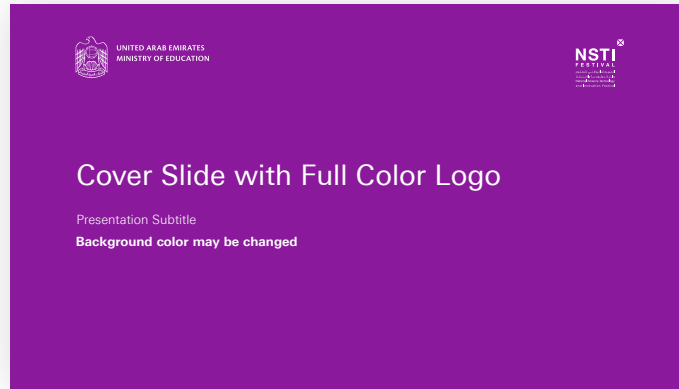
- A Header**
Contains the ministry logo on the left, and initiative logo on the right, flushed to the margins. The emblem’s minimum width is 75 px, and the minimum clear space around the logo and the emblem is 68 px from all sides.
- B Main Content Area**
Displays initiative-related content. This component may be a slider, a media wall or any other appropriate design solution, according to the initiative’s needs.
- C Footer**
Includes contact information and other relevant links, such as the terms of use, privacy policy, careers, social media links or copyright information.



PowerPoint and Presentations

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

The affiliating ministry's logo may be used on the presentation covers in the top-left corner in the horizontal arrangement.



Text-Heavy Slide

Subtitle Goes Here

Paragraph Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eget quam lacus. Vivamus laoreet tempus lacus, in ultricies dui vehicula in. Donec auctor blandit leo, convallis mollis mi condimentum in. In dictum hendrerit ornare. Vestibulum tincidunt metus at viverra tempus. Aenean ut massa sit amet leo imperdiet pretium. Aliquam condimentum congue odio, at porta est laboris sit amet. Phasellus metus arcu, viverra at risus quis. Nam tempus leo enim. Cras vel quam tincidunt.

Bullet Group Title

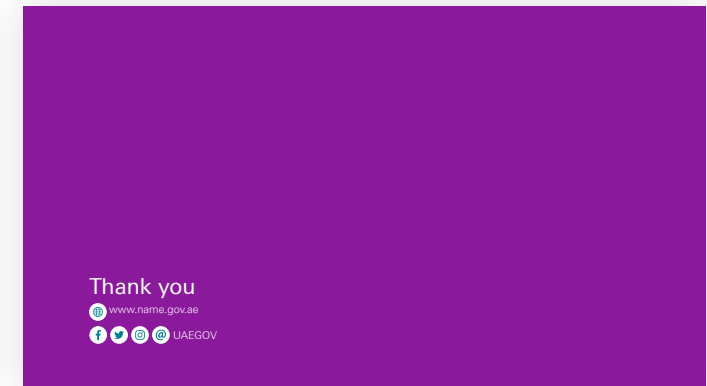
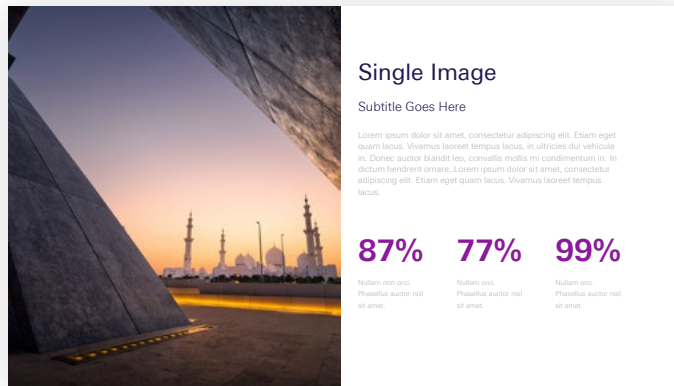
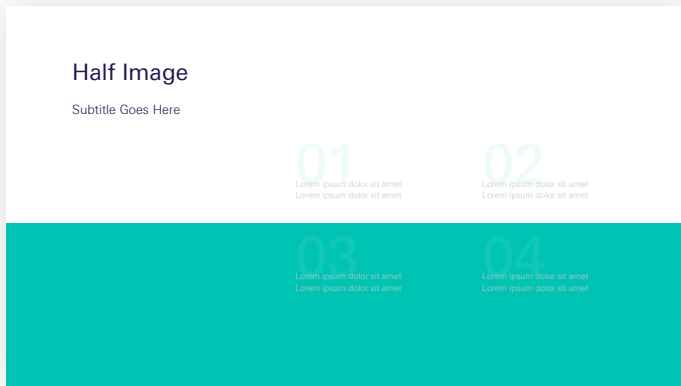
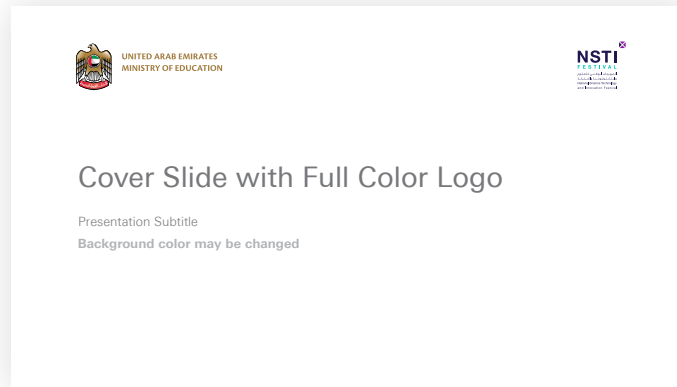
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eget quam lacus. Vivamus laoreet tempus lacus, in ultricies dui vehicula in. Donec auctor blandit leo, convallis mollis mi condimentum in. In dictum hendrerit ornare.
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Bullet Group Title

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Notes

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



Certificates



A A3 Size

- Margins: 1.2 cm.
 - Border: 2 pt.
 - Emblem width 1.8 cm.
- 1 Cronos Pro Semibold all caps 48 pt.
 - 2 Cronos Pro Regular 18 pt.
 - 3 Univers Next Regular 12 pt.
 - 4 Name in Univers Next Bold 14 pt.
Title in Univers Next Regular all caps 12pt.

B A3 Size

- Margins: 0.75 cm.
 - Border: 1.5 pt.
 - Emblem width: 1.5 cm.
- 5 Cronos Pro Regular all caps 24 pt.
 - 6 Cronos Pro Regular 28 pt.
 - 7 Univers Next Regular 12 pt.
 - 8 Name in Univers Next Bold 12 pt.
Title in Univers Next Regular all caps 10 pt.



Certificate Cover

Leather with logo debossing.

Social Media

All entities must use their own logomarks for display pictures on their social media accounts.

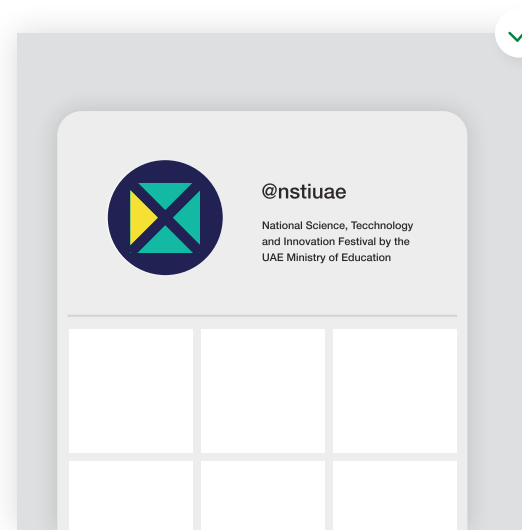
The logo is always in full-colour, centred on a white background with sufficient clear space around it.

Posts Best practices

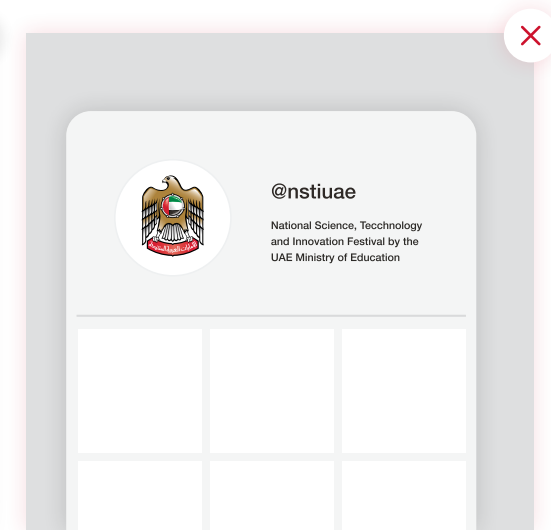
- Bilingual.
- High quality images.
- Wordmark instead of logo.

Keep in mind...

Initiatives must request UAE Government Media Office approval for creating a social media profile.



Use the full-colour logomark for official profile display pictures.



Do not use the federal emblem as the display picture for any platform.



Use the entity's name as a wordmark on posts.



Do not use the federal emblem on posts.

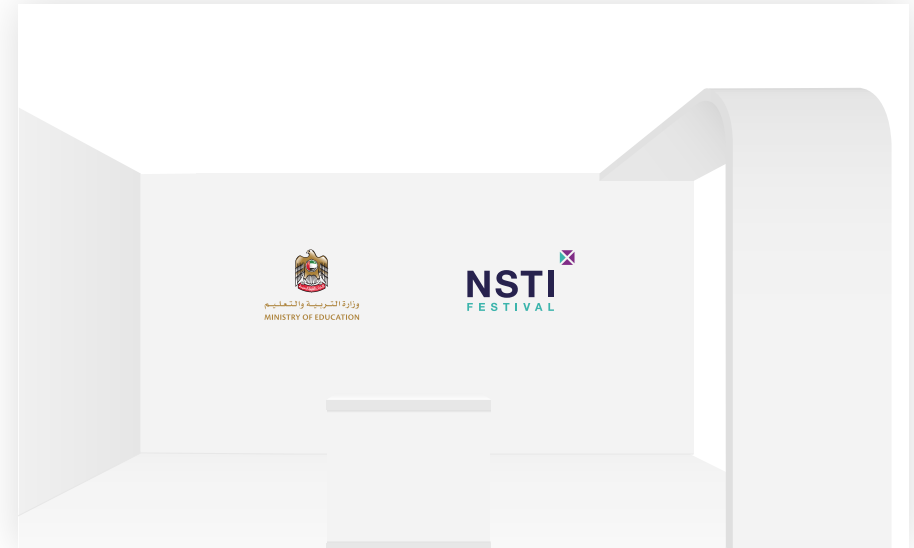
Events and Exhibitions



Media Walls

Step-and-repeat media walls may be designed with the initiative's and ministry's logos or the initiative's and another entity's logos.

Do not use the federal emblem on step-and-repeat media walls, whether the wall is co-branded or is exclusive to the initiative.



Exhibition Booths

Entities have the freedom to construct the most appropriate booths to serve their specific needs. The ministry-initiative logo pairing is placed prominently and without repetition, and may also be displayed digitally on a screen.

Keep in mind...

Using the federal emblem or the ministry logo on gifts and merchandise is not allowed.

Gifts and Giveaways

Initiatives may produce gifts and giveaways that carry the initiative's brand and visual identity, and must never use the ministry's logo or the federal emblem on such items.



Vehicle Branding

The ministry logo must not be used for vehicle branding; initiatives may brand their vehicles using their own logo and visual identity instead.

