



Arab Tourism

Essence of Royal Emirates

## Logo Versions



Primary

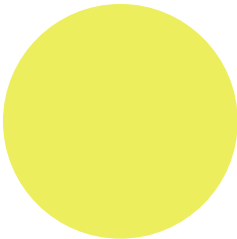
Arab Tourism

Wordmark Only



Icon

## Colours



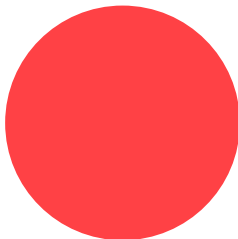
Primary

Hex #edee5d

RGB rgb(237,238,93)

CMYK 0 0 61 7

Pantone 12-0646



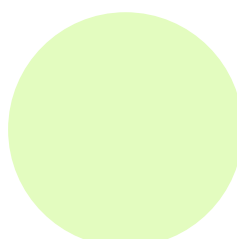
Secondary

Hex #ff4145

RGB rgb(255,65,69)

CMYK 0 75 73 0

Pantone 17-1656



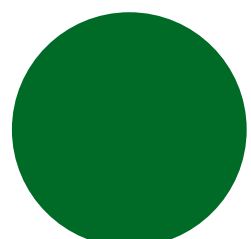
Accent

Hex #e3fcbf

RGB rgb(227,252,191)

CMYK 10 0 24 1

Pantone 12-0312



Background

Hex #006a27

RGB rgb(0,106,39)

CMYK 100 0 63 58

Pantone 18-6030

## Typography

Primary

Allison

Aa Bb Cc