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# Corporate Identity Guide

National  
الإسعاف  
الوطني  
Ambulance

# Corporate Identity Guide

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# Introduction

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## Introduction

Every internal or external communication is an opportunity to enhance an organisation's professional stance and influence how audiences perceive it. To make the most of this opportunity, National Ambulance must maintain a professional and consistent visual style and tone of voice across all its communication touch points, to reinforce its presence, express its unique brand personality and values, as well as creating a positive image in the public eye.

The purpose of this Corporate Identity Guide is to provide guidelines for properly managing the company's identity, including the correct use of our logo and to ensure consistent implementation of identity/ branding elements and visual design for all communication materials produced for National Ambulance. The guide contains rules and explanations for the use of logo, colours, typefaces, fonts and imagery. It also includes guidance on production of templates, internal and external collaterals, stationary, staff uniforms, signage, advertisements and marketing designs.

It is vital that every time National Ambulance connects with the public, the manner, tone, look and feel is consistent with the established corporate identity and also supports its brand in communicating with clients, stakeholders and the general public. This guideline will be used as the structure of our branding identity and will help us reflect the true essence of the National Ambulance brand - a brand that can instantly evoke a feeling of trust and resembles quality, dedication, reliability, excellence, patient-focused, expertise and modern service.

If you have any questions related to National Ambulance's branding and use of logo, contact Marketing and Communication Section:

E-mail: [media@nationalambulance.ae](mailto:media@nationalambulance.ae)

Tel: +971 2 5968600 Ext 694 or 632

**Note:**

'NA' is mentioned regularly throughout the guideline as the acronym for National Ambulance. 'Is'aaf', is also mentioned regularly in the guideline as it is the Arabic term إسعاف which means ambulance and represents the red part of the logo.

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# Our Mission

# Our Vision

# Our Values

# Our Tone of Voice

## Mission

To deliver quality pre-hospital services to Customers in the UAE to improve patient outcomes.

## Vision

To be the paramount pre-hospital care provider in the Middle East.

## Values

- Respect for People
- Search for Excellence
- Integrity

## Tone of Voice

This represents the words and language used across all collateral. It should be aligned with National Ambulance's key messages and reflect how it wants to be perceived by target audiences, such as the public and stakeholders. It should reflect and represent what National Ambulance stands for as a corporate entity and a leading emergency pre-hospital care provider playing an effective part in the UAE's vital health, security, emergency and crisis sectors. Therefore, the tone should be business-like, official and emphasise quality and excellence. The following statements are examples of the right tone of voice:

- "Utilising advanced emergency care and technologies"
- "Always ready to serve the community"
- "We are committed to saving lives"
- "Our patients remain our priority"
- "Dedicated, skilled, compassionate and reliable: the driving force for our pre-hospital care team"
- "Providing quality Emergency Medical Services to high international standards in the UAE"
- "Committed to delivering reliable Emergency Medical Services (EMS) to communities across the UAE in line with the nation's security and healthcare objectives"
- "Contributing to achieving the nation's healthcare objectives"
- "Dedicated to improving emergency pre-hospital care and patient outcomes"
- "Working in partnership to enhance the security and safety of the UAE"
- "Proudly Emirati fusing local talents with international expertise and best practice"
- "Internationally accredited clinical service"
- "The quality of our emergency care is recognised and accredited by Joint Commission International, the global leader in healthcare quality and patient safety."
- "Excellence at National Ambulance has been recognised through ISO 9001, ISO 14001 and OHSAS 18001 certification"
- "Our organisational procedures follow and comply with the international ISO 9001, ISO 14001 and OHSAS 18001 standards"

## Master Identity Description

### Master Identity

Below is characterisation of National Ambulance's official Master Identity and how it should be presented in all collateral. All usage of this identity is strictly on approval from the Marketing and Communications Section. Contact information is available on page 3.

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الوطني Ambulance



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## Description

The blue part of the logo is written in two languages, Arabic and English. The name “National Ambulance” was chosen with our vision to be the ‘top pre-hospital care provider in the Middle East’. The simplicity of it represents the efficient way we carry out our operations.

The red part of the logo is the Arabic word pronounced as Is'aaf which means ‘ambulance’. It is shaped to resemble a pulse. The concept of its shape and design represents that every moment counts when it comes to pre-hospital care.



# Color Palette

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## Primary Color Palette

### Primary Color Palette

The primary color palette sets the tone for the establishment of a strong brand. The colors were carefully chosen in line with our core values. These are used for all collaterals. The values of the colors are provided below in descending order:



**C = 0, M = 100, Y = 100, K = 0 / Pantone 485C**

Red color represents courage, leadership and determination.



**C = 100, M = 90, Y = 25, K = 10 / Pantone 281C**

Blue color represents knowledge, expertise and integrity in our practices.



**C = 0, M = 0, Y = 0, K = 0**

White color represents simplicity, safety and hygiene in our methods.



**C = 0, M = 0, Y = 0, K = 80 / Pantone 425C**

Silver/gray color represents sophistication, professionalism and a contemporary atmosphere.



**C = 0, M = 18, Y = 100, K = 5 / Pantone 117C**

Gold this color is used for special VIP collaterals in combination with our primary colors.

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## Secondary Color Palette

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Gradient shades that may be used in combination of primary colors are restricted to the following:

### DARK

C=0, M=100, Y=100, K=44

### LIGHT

C=0, M=100, Y=100, K=0



Secondary colors must be either separately or in combination of the following:

### DARK

C=100, M=91, Y=25, K=60

### LIGHT

C=100, M=91, Y=25, K=10



### DARK

C=0, M=0, Y=0, K=90

### LIGHT

C=0, M=0, Y=0, K=36

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# The Logo

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## Master Identity Lockups

The master identity consists of two elements:

### Elements

- I. The National Ambulance icon



- II. The Is'aaf pictorial icon



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## Master Identity Lockups

It is important to ensure that ‘National Ambulance’ icon is always larger in size compared to ‘Is’aaф’ so that the pictorial icon does not overshadow the name.

## Logo and Icon ratio

An essential aspect of maintaining consistency is to ensure the National Ambulance logo and Isa’af logo are used in the right ratios.

- For A5 documents and larger:

**Logo : Icon = 3 : 2**

- For smaller documents (for example - ID cards, business cards etc):

**Logo : Icon = 3 : 1.5**

## Master Identity Lockups

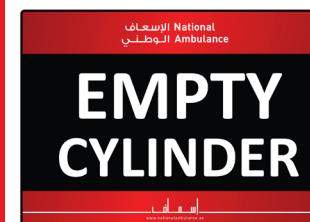
### Logo and Icon usage

There are three versions available for the Master Identity:

1. This is the most commonly used version of the master identity; NA logo always being on the top-left corner and the Is'aaf at the bottom.

**Note:**

NA logo and/ or the Is'aaf pictorial icon maybe centered in the document in case of space limitation or design requirements



2. This version is used where space is limited or otherwise stipulated within this branding guideline:

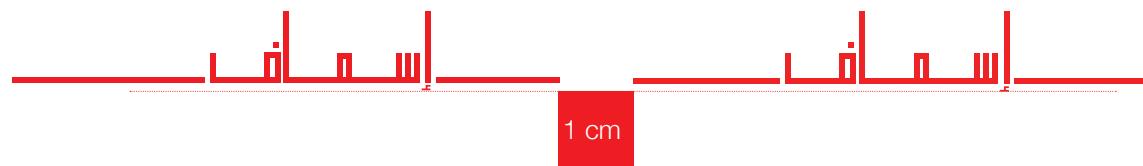
الإسعاف National  
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3. This version is used where space is limited (example, email signatures and stickers) or otherwise stipulated within this branding guideline:

الإسعاف National  
الوطني Ambulance



Clear Space



الإسعاف National  
الوطني Ambulance

.3 cm

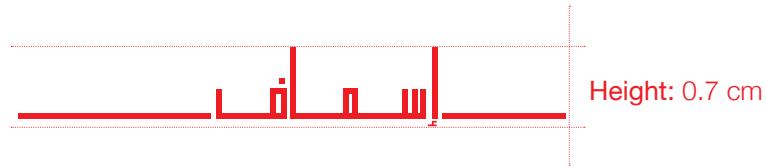


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Minimum Size

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## Logo & Is'aaf icon Color Variations

The logo color variations differs from standard applications due to the two separate parts of the logo. Difficulty may arise in the correct application, however it is necessary to ensure there is consistency in all materials. For further information, please contact the Marketing and Communications Section of National Ambulance.

National الإسعاف Ambulance  
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The colored variation of the logos are used only on white background.

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If background is a combination of red at the top and white at the bottom, the logo and icon application must be; white logo, red icon.

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Logo & icon application is white in all dark colored background.

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Logo & icon application is white or black in all black and white print media.

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Logo and icon application is white with background shading for light colored background.



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# Logo & Is'aaf icon Misuse

- Don't stretch the logo disproportionately.
- Don't change the color of the logo.
- Don't use colored logo on dark colored background



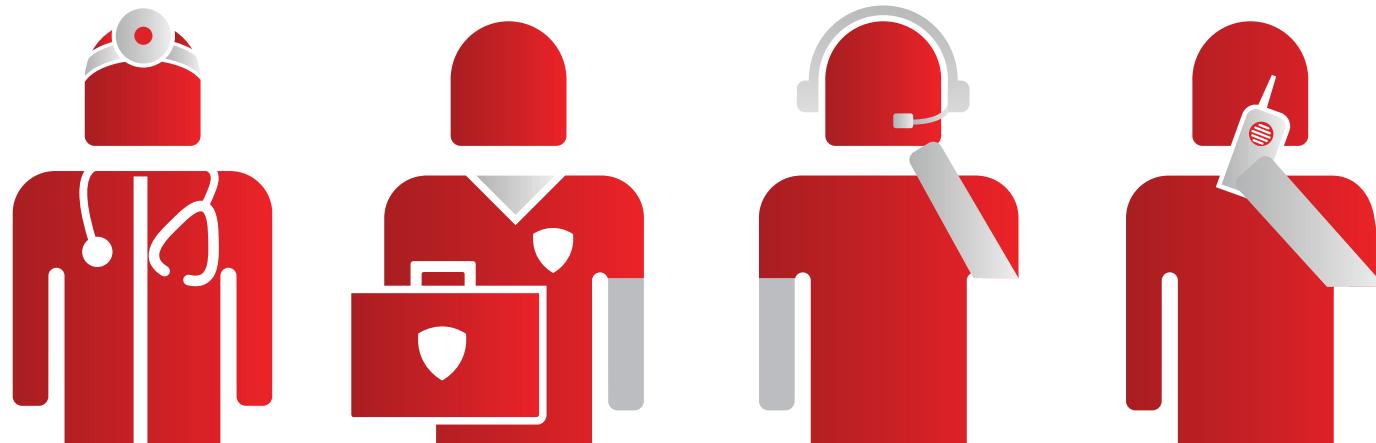
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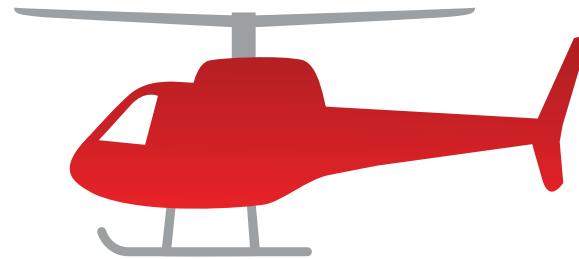
# Icon Graphics

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## Icon Graphics



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# Imagery

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## Imagery

Photography is a powerful medium for storytelling and conveying the amazing work National Ambulance crews do every day, the challenges they face, and the human aspect combined with the action. When using compelling high-resolution photographs across communication and marketing collateral and mediums, they must largely portray the following:

- Photos should be compelling and reflect the energy, dedication and commitment to excellence that drives the NA team
- Pre-hospital care staff in action should reflect the multinational, multicultural and gender representation within National Ambulance, while featuring UAE Nationals as much as possible
- Represent culture of UAE through its emblems, people and landscape
- Landscape ambulance/ emergency vehicles-only pictures with Abu Dhabi/ UAE (specifically Northern Emirates) skyline as a background
- Focused pictures of pre-hospital care equipment
- Ambulances and staff on standby on site and at events



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# Typography

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## Typography

A consistently applied typographic system supports National Ambulance's signature logo, imparting a cohesive and welcoming tone in communications.

### English

#### Calibri

This font is chosen for its clarity and should be used for all of National Ambulance's promotional materials, information texts and callouts.

#### Freestyle Script

This font is a handwriting-inspired typeface and brings a human touch to our communications. It should be used sparingly only for sign off purposes where appropriate.

### Arabic

#### Arial Arabic

This font is chosen for its versatility and reader friendly lettering. It should be used for text setting in all Arabic documents including reports, presentations, and other large documents.

#### GE SS Two

This font is chosen for its formal yet contemporary typeface. It should be used sparingly for headings, sub-headings and other content with less than 50 words.

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## English

### Calibri (regular)

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  
1234567890!

### Calibri (*italic*)

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  
1234567890!

### Calibri (**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  
1234567890!

### Freestyle

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  
1234567890!

# Corporate Identity Guide

## Arabic

### Arial Arabic (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 ء ة  
ل ا ئ ! و ك ل ج ع ع ق ق م م ش ث ل ا ط ة ئ ي  
1234567890!

### Arial Arabic (medium)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق  
ك ل م ن ه و ي ء ة  
ل ا ئ ! و ك ل ج ع ع ق ق م م ش ث ل ا ط ة ئ ي  
1234567890!

### Arial Arabic (**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 ء ة  
ل ا ئ ! و ك ل ج ع ع ق ق م م ش ث ل ا ط ة ئ ي  
1234567890!

### GE SS Two

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 ء ة  
ل ا ئ ! و ك ل ج ع ع ق ق م م ش ث ل ا ط ة ئ ي  
1234567890!



# Message Delivery

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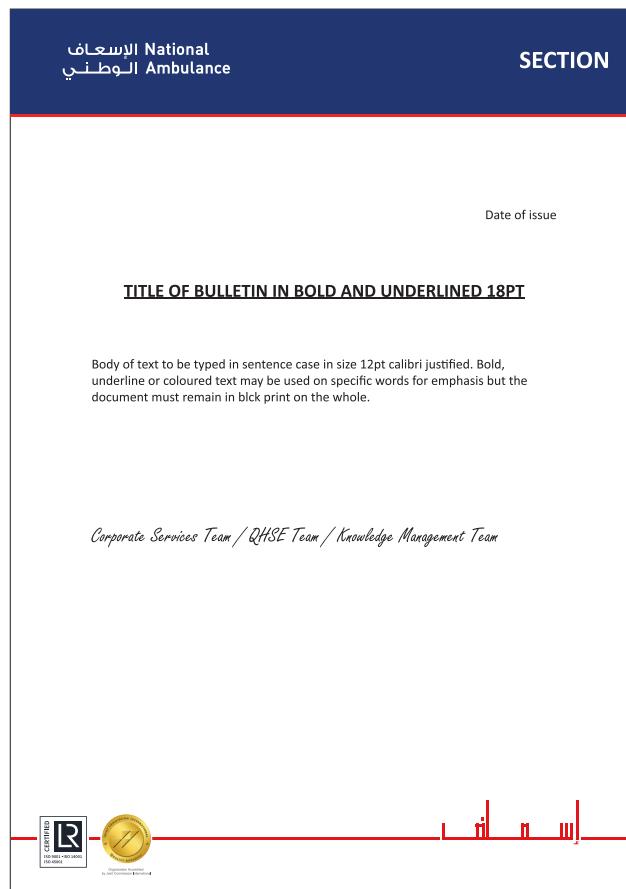
# Internal Communications

## Internal Communications

Internal communication consists of emails, bulletins, and other visual boards whereby the target audience is National Ambulance employees. Inter-departmental communication also falls under this category.

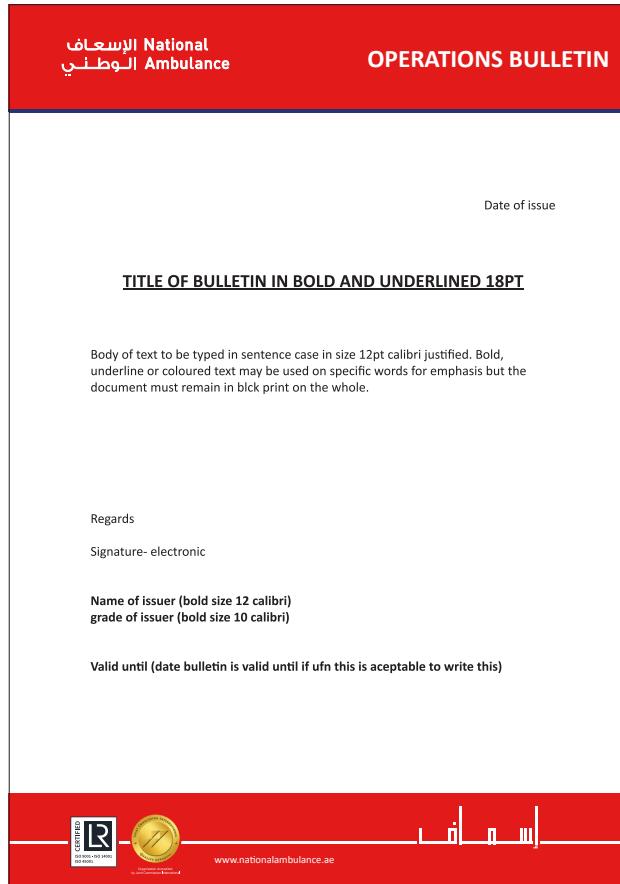
### Template

Exception - Operations Department



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## Template Operations Department



## External Communications

### External communications

External communications consist of all materials and marketing collateral representing NA including, but not limited to, advertisements, info graphics, social media graphics, bulletins, posters, public announcements, signage, etc.

External communications must use the colour red or blue as the primary colours (unless in exceptional cases and on special occasions), with secondary colours to compliment and round out the look and feel. The NA artwork concept and visual designs must be neat, clean, and crisp with a contemporary look and feel. Straight edged shapes are preferred as they resemble efficiency, strength, trustworthiness and stability.

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# External Communications

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## External Communications



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## Sample booth branding

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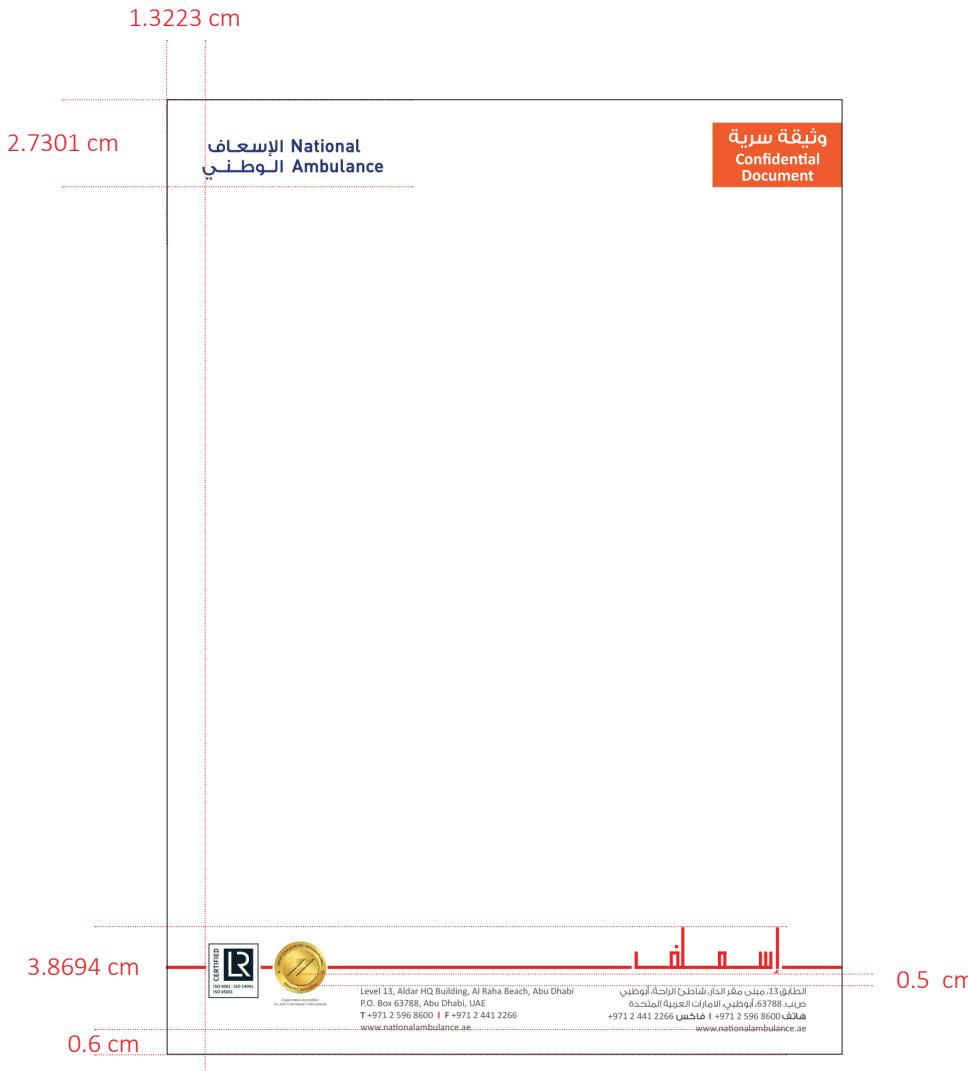
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# Stationery & Other Collateral

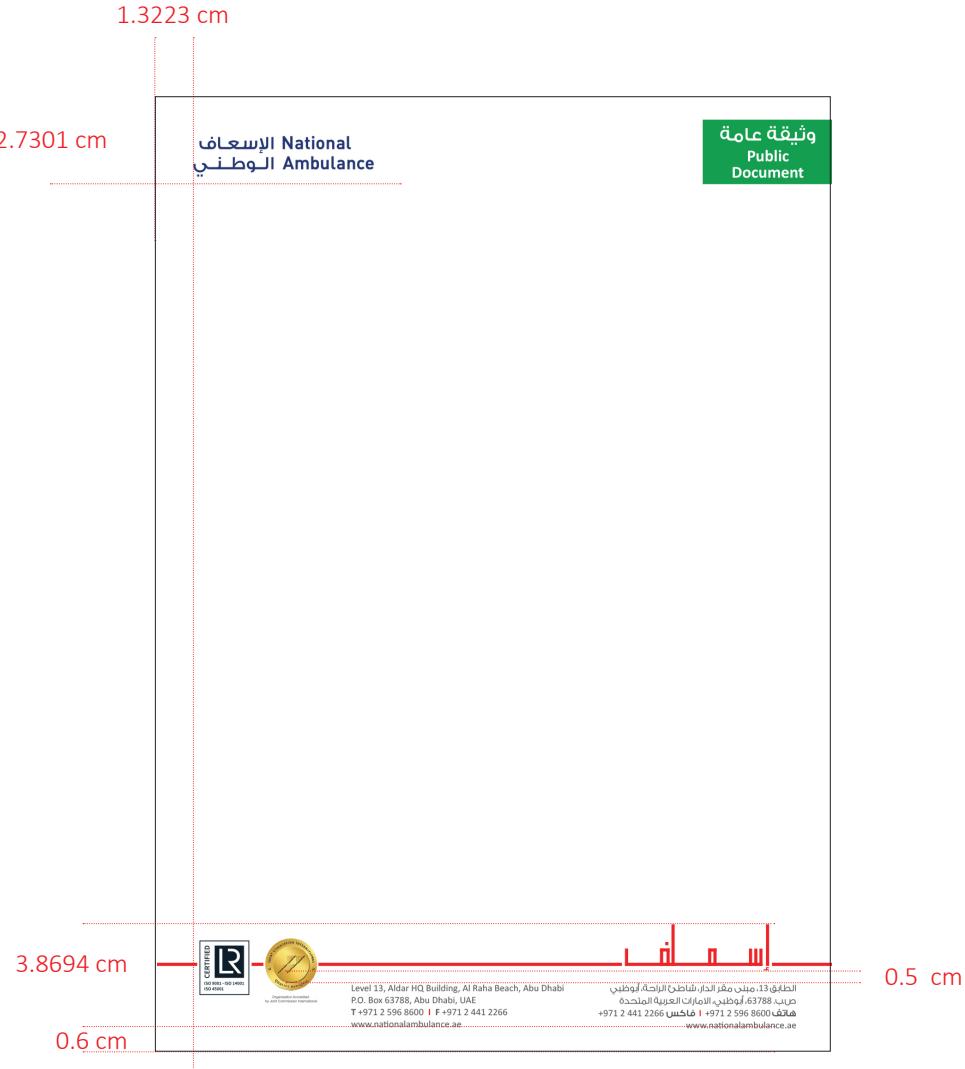
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## A4 Letterhead

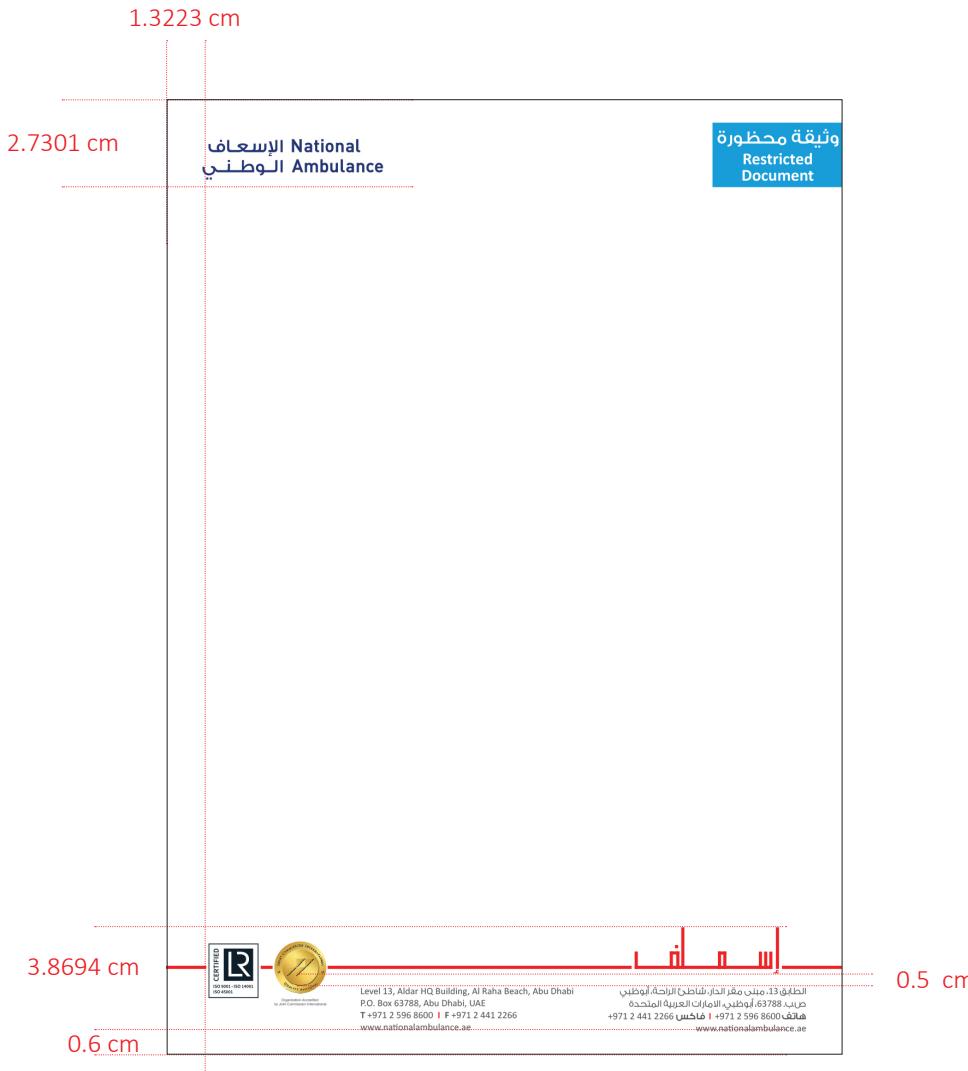


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## A4 Letterhead



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# Business Card

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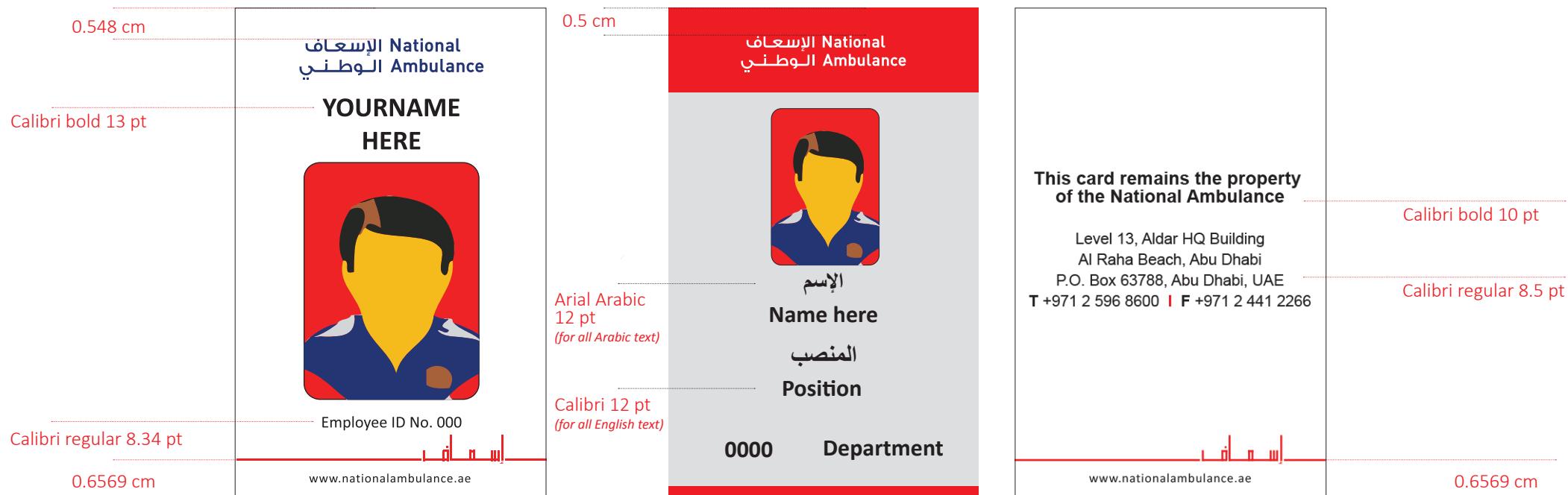
Size: 8.5 X 5.5 cm



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## ID Card

Size: 8.5 X 5.5 cm



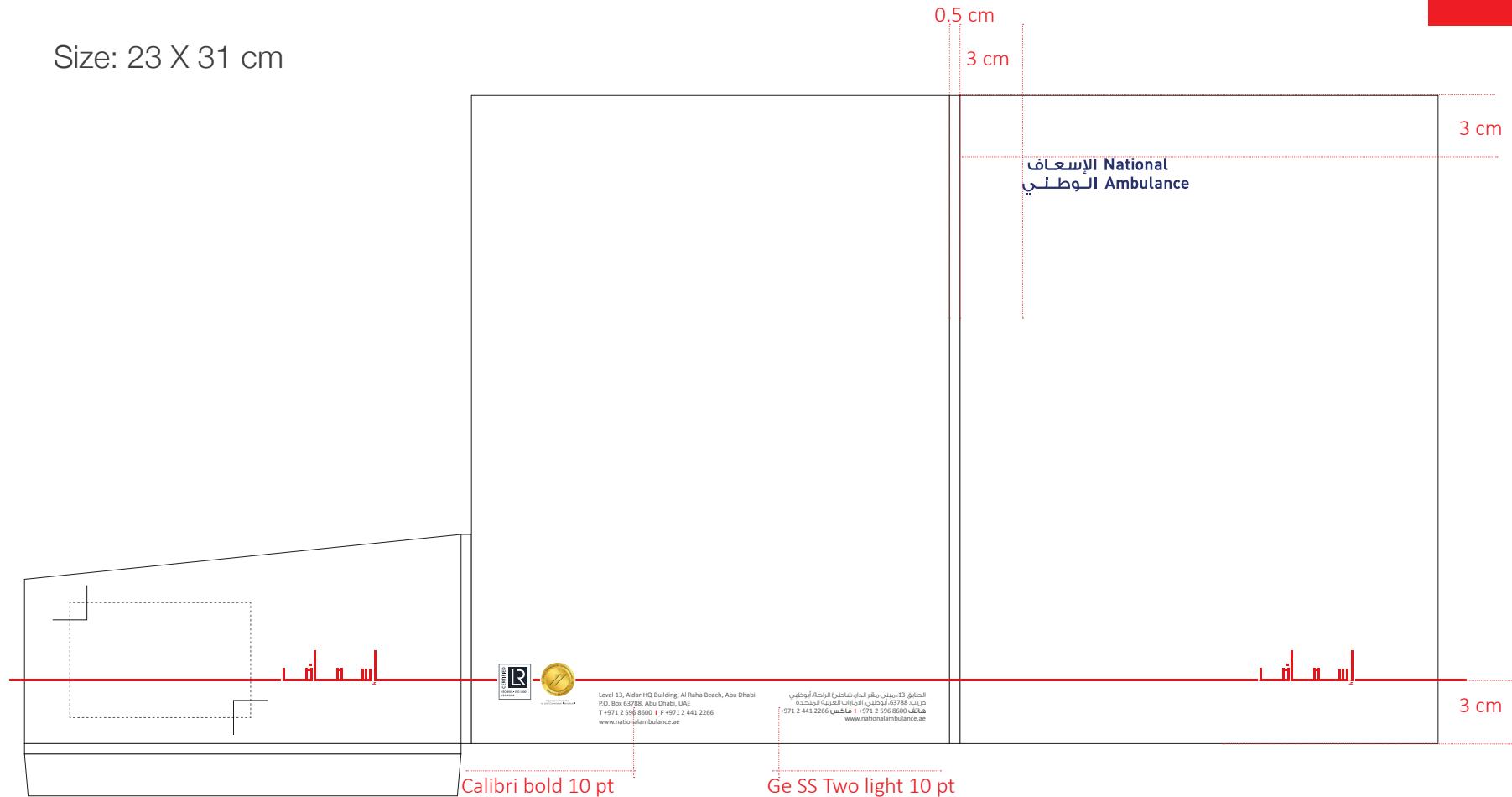
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# Folder

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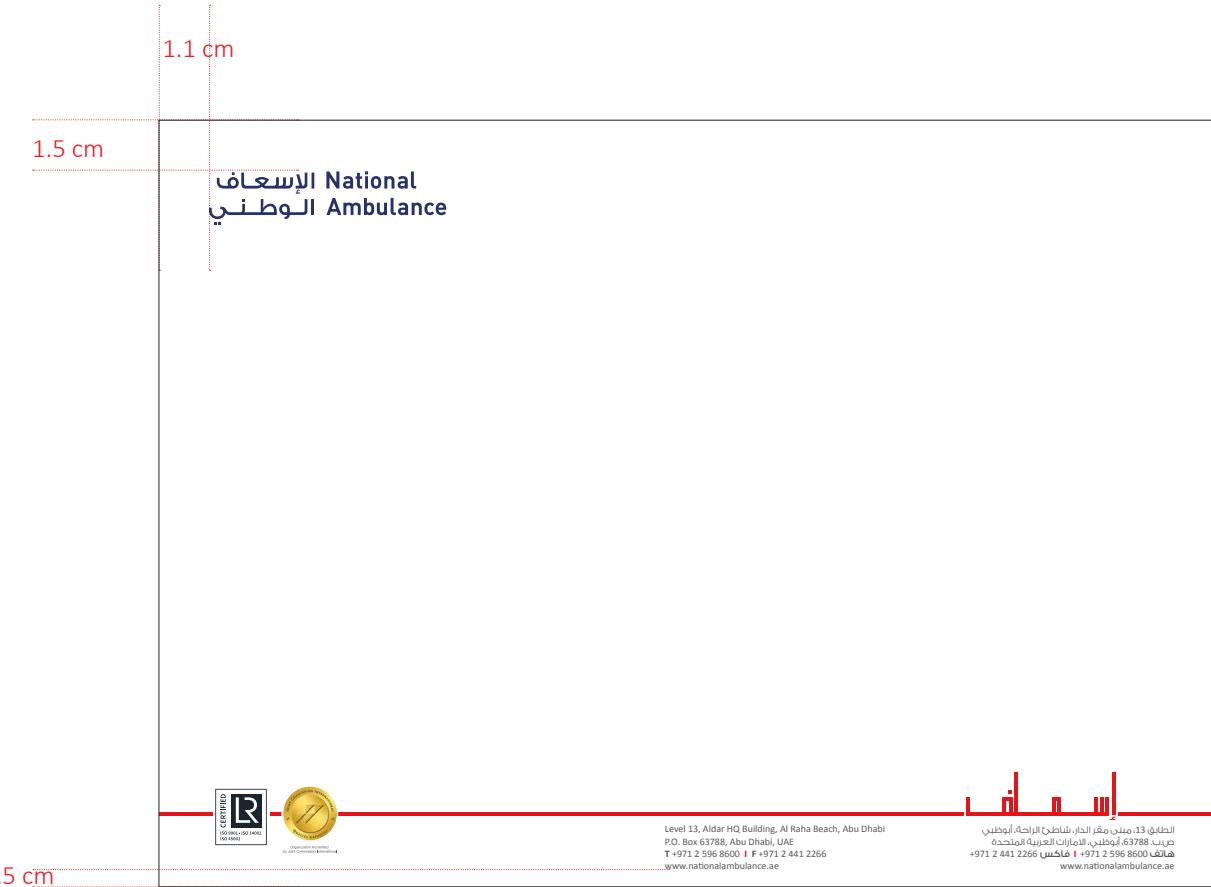
Size: 23 X 31 cm



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## A4 Envelope

Size: 32 X 23 cm



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# A5 Envelope

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Size: 23 X 16.1 cm



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## DL Envelope

Size: 23 X 16.1 cm



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# Folder Cover

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Size: 23 X 31 cm



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## Pen

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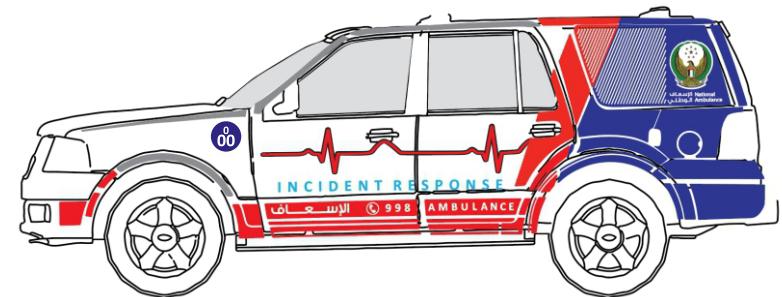
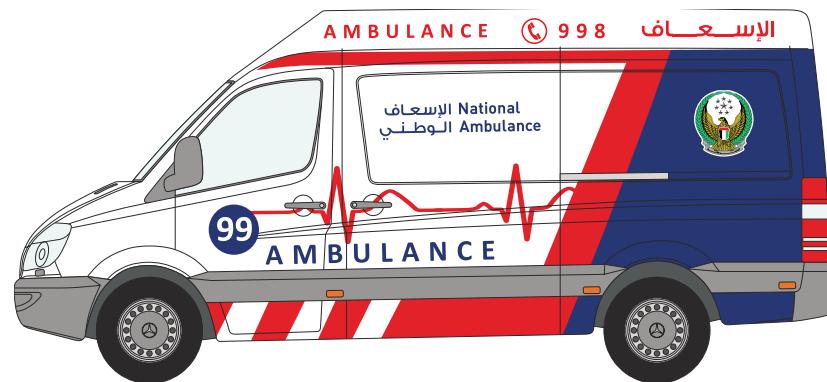
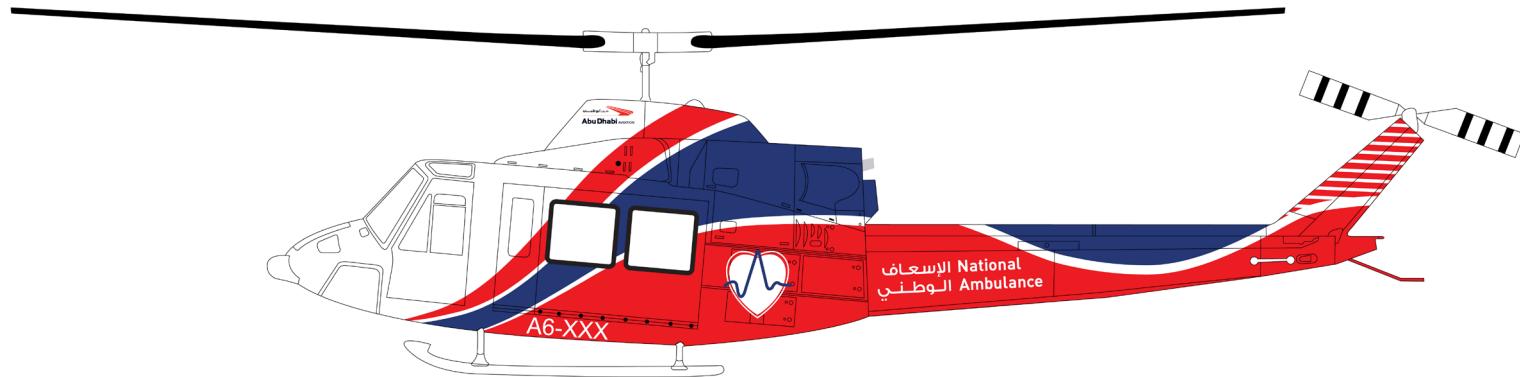
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## Uniform



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## National Ambulance

Level 13, Aldar HQ Building  
Al Raha Beach, Abu Dhabi  
P.O. Box 63788, Abu Dhabi, UAE  
T +971 2 596 8600  
F +971 2 441 2266  
[www.nationalambulance.ae](http://www.nationalambulance.ae)