VISUAL IDENTITY GUIDELINE
FOR FEDERAL GOVERNMENT ENTITIES
UNITED ARAB EMIRATES

Federal Ministries, Authorities, Councils, Establishments and Programs

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INTRODUCTION

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

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

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

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

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

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

REPRESENTING OUR PAST,
OUR UNITY AND OUR FUTURE,

THE FEDERAL EMBLEM
IS A SYMBOL OF OUR
STRENGTH

THE FEDERAL EMBLEM HISTORY

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

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

Federal Emblem of
United Arab Emirates
1973 – 2008

Federal Emblem of
United Arab Emirates
2008 – Current

United Arab Emirates

1   BRAND MARK

1.1 UNITED ARAB EMIRATES EMBLEM

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

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

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

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

الإمارات العربية المتحدة

United Arab Emirates

1.2 UAE GOVERNMENT LOGO

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

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

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

GOVERNMENT OF
UNITED ARAB EMIRATES

حكـــومــة
الإمـارات العـربيـة المتحـدة

Secondary Logo – Horizontal
This version of the logo will appear on many forms of communications.

GOVERNMENT OF
UNITED ARAB EMIRATES

حكـــومــة
الإمـارات العـربيـة المتحـدة

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

GOVERNMENT OF
UNITED ARAB EMIRATES

حكـــومــة
الإمـارات العـربيـة المتحـدة

1.3 UAE FEDERAL MINISTRY LOGO

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

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

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

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

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة

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

وزارة الـــخـــارجـــيـــة
MINISTRY OF FOREIGN AFFAIRS

1.4 OFFICE OF THE MINISTER LOGO

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

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
مـكـتـب الـوزيـر

Secondary Logo – Horizontal
This version of the logo will mainly appear on single-language forms of communication at the top left corner.
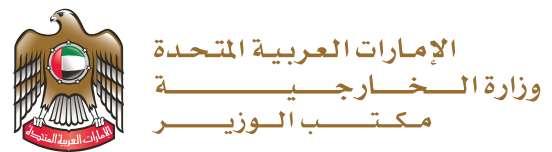
UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
مـكـتـب الـوزيـر

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
مـكـتـب الـوزيـر

1.5 FEDERAL MINISTRY LOGO – CONSTRUCTION

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

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

Primary Logo
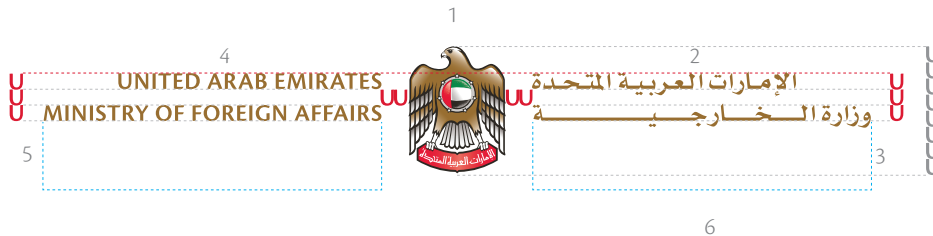
1. The Federal Emblem
2. Country name in Arabic – AXT Manal

3. Ministry name in Arabic – AXT Manal
4. Country name in English – Cronos Pro

5. Ministry name in English – Cronos Pro
6. The UAE and Ministry lines in Arabic should always be equal to the UAE and Ministry lines in English

Secondary Logo – Horizontal

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

Secondary Logo – Vertical

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

1½ height of U

1½ height of U

Tertiary Logo – Vertical

In this version, only the Ministry line is used.

1½ height of U
1½ height of U

1.6 FEDERAL MINISTRY LOGO – SPACE AND SIZES

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

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

Minimum Clear Space
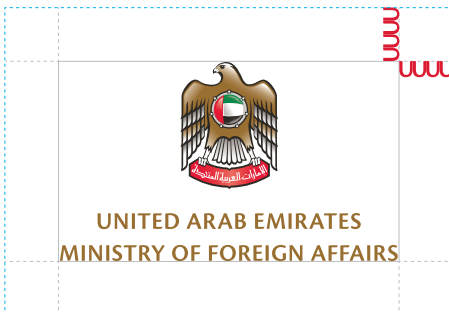
UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

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

وزارة الــخــارجـــيـــة
MINISTRY OF FOREIGN AFFAIRS

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Minimum Logo Size

1.2cm minimum

1.2cm minimum

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

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

وزارة الــخــارجـــيـــة
MINISTRY OF FOREIGN AFFAIRS

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

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

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

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

Minister's Office Logo Construction

Type size at 100%	UNITED ARAB EMIRATES	الإمـارات العربيـة المتحـدة	100%
Type size at 100%	MINISTRY OF FOREIGN AFFAIRS	وزارة الـخـــارجـيـــــــــة	100%
Type size at 90%	OFFICE OF THE MINISTER	مكـــتـــب الـوزيـــر	90%

Minimum Clear Space

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

UNITED ARAB EMIRATES / الإمـارات العربيـة المتحـدة
MINISTRY OF FOREIGN AFFAIRS / وزارة الـخـــارجـيـــــــــة
OFFICE OF THE MINISTER / مكـــتـــب الـوزيـــر

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

Minimum Logo Size

1.2cm minimum

1.2cm minimum

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمـارات العربيـة المتحـدة
وزارة الـخـــارجـيـــــــــة
مكـــتـــب الـوزيـــر

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

1.8 COLOR PALETTE

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

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

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

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

Primary color palette

PANTONE ®	CMYK	DIGITAL*

GOLDEN FUTURE – Wealth, High quality, Excellence

8960 C	C17 M38 Y83 K22	R182 G138 B53 B68A35

SILVER SERVICE – Perfection, Intelligence, Balance

877 C	C00 M00 Y00 K30	R198 G198 B198 C6C6C6

WHITE – Purity, Openness, Trasnparency, Peace

White	C00 M00 Y00 K00	R255 G255 B255 ffffff

Secondary color palette

FLAG RED – Power, Passion, Energy, Excitement

186 C	C02 M100 Y85 K06	R200 G16 B46 C8122E

FLAG GREEN – Prosperity, Growth, Success, Honesty

348 C	C96 M02 Y100 K12	R00 G132 B61 00843D

FLAG BLACK – Dignity, Formality, Authority, Elegance

Pantone Black C	C10 M10 Y10 K100	R00 G00 B00 000000

*Reference: Pantone ® Colour Bridge

1.9 MINISTRY LOGO SUITE

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

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

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

PANTONE® Flat

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

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

Black outline

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Gold outline

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

White outline

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

1.10 TYPOGRAPHY – ARABIC AND ENGLISH

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

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

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

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

Cronos Pro Light
ABCDEFGHIJKLM abcdefghijklm ? ! ( ) @ 1234567890

Cronos Pro Regular
ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890

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

Cronos Pro Semibold
ABCDEFGHIJKL abcdefghijkl ? ! ( ) @ 1234567890

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

Cronos Pro Bold
ABCDEFGHIJKL abcdefghijkl ? ! ( ) @ 1234567890

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

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

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

Univers Next Arabic Light
ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

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

Univers Next Arabic Regular
ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

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

Univers Next Arabic Bold
ABCDEFGHIJ abcdefghij ? ! ( ) @ 1234567890

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

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

Arial Regular
ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

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

Arial Bold
ABCDEFGHIJ abcdefghijk ? ! ( ) @ 1234567890

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

1.11 INCORRECT USAGE OF LOGO

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

Additional incorrect usage

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

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـخـارجـيـة
مـكـتـب الـوزيـر

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
PRIME MINISTER'S OFFICE

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

✗ Do not skew the brand mark

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

✗ Do not lower the opacity of the ministry logo and never use the federal emblem as a background pattern
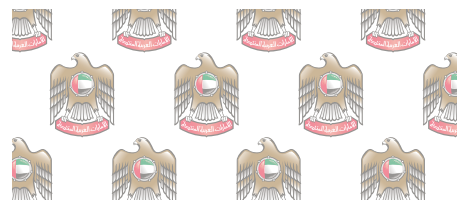
✗ Do not switch the country name with ministry name

MINISTRY OF FOREIGN AFFAIRS
UNITED ARAB EMIRATES

وزارة الـخـارجـيـة
الإمارات العربية المتحدة

✗ Do not recolor ministry logos

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

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

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MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

✗ Do not add department names to ministry logos

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
HUMAN RECOURSES DEPARTMENT

2   STATIONERY

2.1 BUSINESS CARDS

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

Front   9cm

0.5cm

5.5cm

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MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

0.8cm

الاسم الأول واسم العائلة
المسمى الوظيفي

First Name and Last Name
Designation

AXT Manal Bold 17pt
AXT Manal Bold 14pt

Cronos Pro Semibold 11pt
Cronos Pro Semibold 8pt

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

نوال خوري
اختصاصي هوية وتصميم
Nawal Khoory
Identity and Design Specialist

Back

0.5cm

ص.ب. P.O. BOX 899
دبي، الإمارات العربية المتحدة DUBAI, UNITED ARAB EMIRATES

مباشر 3140044 4 971+ DIR ◆ هاتف 3140055 4 971+ TEL
فاكس 4453409 4 971+ FAX
البريد الإلكتروني EMAIL firstname.lastname@moca.gov.ae

www.moca.gov.ae

AXT Manal Regular 11pt
Cronos Pro Regular 7.5pt

Cronos Pro Semibold 7pt

0.8cm

ص.ب. P.O. BOX 899
دبي، الإمارات العربية المتحدة DUBAI, UNITED ARAB EMIRATES

مباشر 3140044 4 971+ DIR ◆ هاتف 3140055 4 971+ TEL
فاكس 4453409 4 971+ FAX
البريد الإلكتروني EMAIL nawal.khoory@moca.gov.ae

www.moca.gov.ae
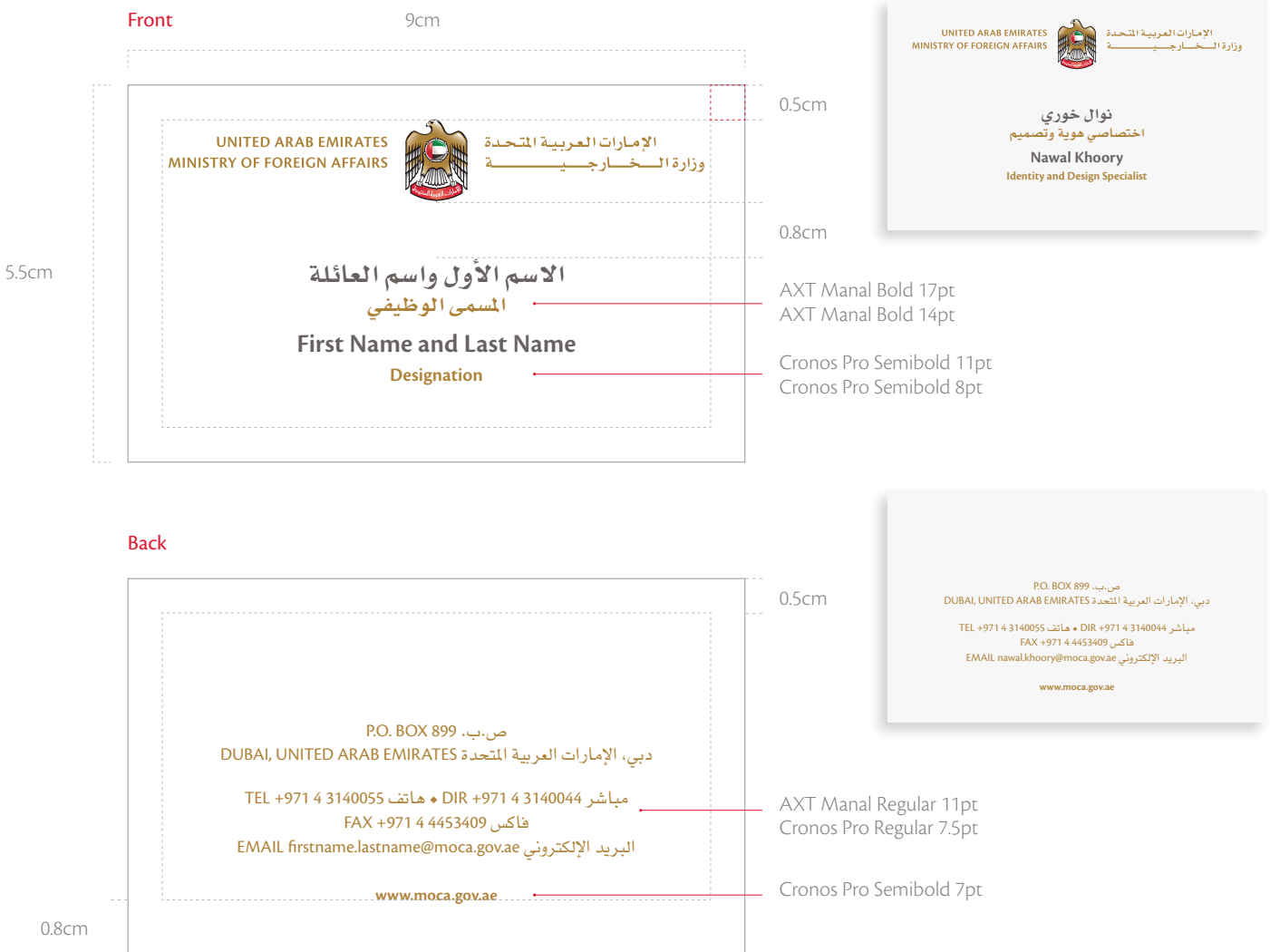
Specifications:
Trim size: 9cm x 5.5cm

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

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

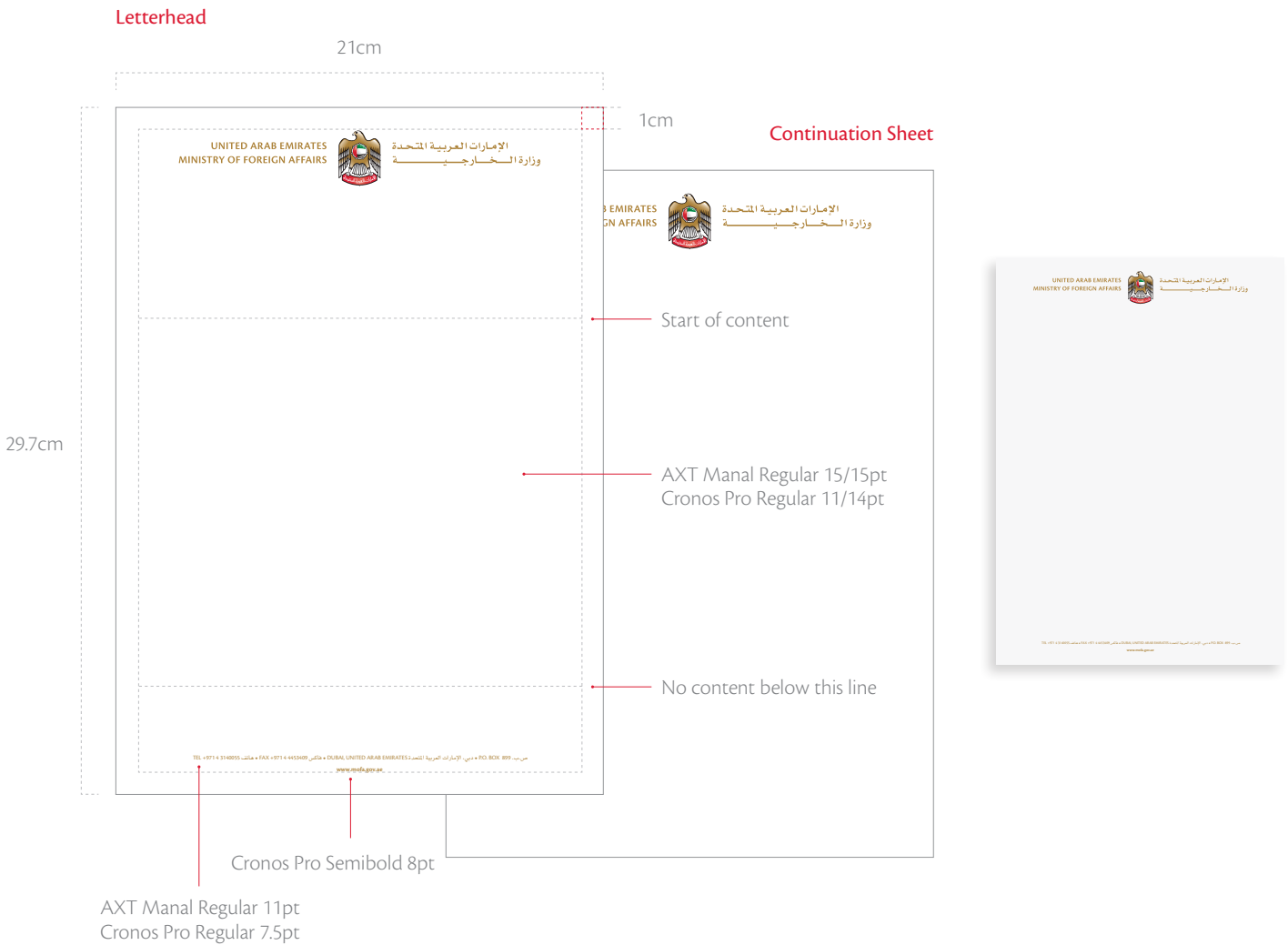|	
Pantone® Gold	PMS 8960
Pantone® Red	PMS 186
Pantone® Green	PMS 348
Pantone® Black	Black C

2.2 LETTERHEADS

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

Letterhead

21cm

1cm

Continuation Sheet

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الــخـــارجـــيـــة

Start of content

29.7cm

AXT Manal Regular 15/15pt
Cronos Pro Regular 11/14pt

No content below this line

Cronos Pro Semibold 8pt

AXT Manal Regular 11pt
Cronos Pro Regular 7.5pt

Specifications:
Trim size A4: 21cm x 29.7cm

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

Printing:
Four Pantone® colors one side only

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

2.3 COMPLIMENTS SLIP & CARD

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

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

Compliments Slip

Front — 21cm

1cm

10cm

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيــة

Back

WITH COMPLIMENTS • مـع التحيــــات

AXT Manal Bold 14pt
Cronos Pro Semibold 8pt

AXT Manal Regular 10pt
Cronos Pro Regular 7.5pt

ص.ب. 899 P.O. BOX • دبي، الإمارات العربية المتحدة DUBAI, UNITED ARAB EMIRATES • هاتف TEL +971 4 3140055 • فاكس FAX +971 4 4453409
www.mofa.gov.ae

Cronos Pro Semibold 8pt

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيــة

WITH COMPLIMENTS • مـع التحيــــات

Compliments Card

Front

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيــة

Inside

WITH COMPLIMENTS • مـع التحيــــات

Back

Specifications:
Trim size: 21cm x 10cm

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

Printing:
Four Pantone® Colors one side only

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

2.4 ENVELOPES

The below illustrates the template design for many envelopes sizes.

Note:

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

Horizontal Envelopes

DL size

A4 size
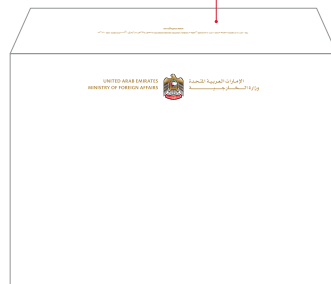
AXT Manal Regular 13pt
Cronos Pro Regular 9pt
Cronos Pro Semibold 9pt
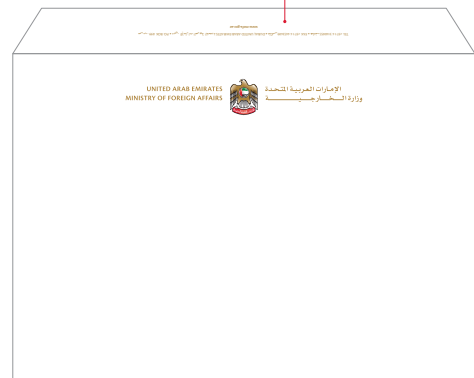
A3 size

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

Vertical Envelopes

A4 size
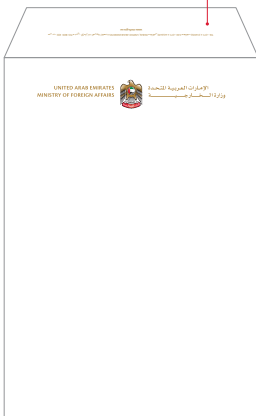
AXT Manal Regular 13pt
Cronos Pro Regular 9pt
Cronos Pro Semibold 9pt
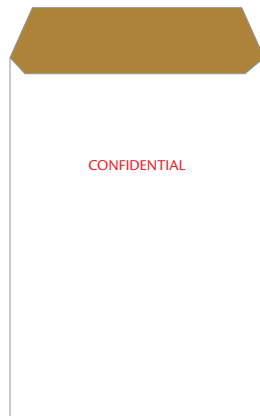
A3 size

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

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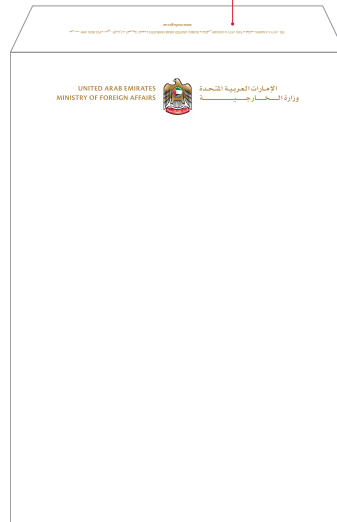
Specifications Horizontal:
DL: 22cm x 11cm
A5: 22.9cm x 16.2cm
A4: 32.4cm x 22.9cm
A3: 45.8cm x 32.4cm

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

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

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

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

2.5 FAX SHEET AND MEMO

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

Fax sheet   21cm

2cm

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

FAX DATE: _____ التاريخ: **فاكس**

AXT Manal Bold 30pt
Cronos Pro 21pt

TO: _____ :إلى
TITLE: _____ :المنصب
DEPARTMENT: _____ :القسم
ENTITY: _____ :الجهة
FAX NO.: _____ :رقم الفاكس

Type in form set in AXT Manal Regular 15pt
Type in form set in Cronos Pro Regular 11pt

FROM: _____ :من
TITLE: _____ :المنصب
DEPARTMENT: _____ :القسم
ENTITY: _____ :الجهة
FAX NO.: _____ :رقم الفاكس
TEL NO.: _____ :رقم الهاتف

Memo

SUBJECT: _____ :الموضوع
REFERENCE NO.: _____ :رقم المرجع
NUMBER OF PAGES INCLUDING THIS ONE: _____ :عدد الصفحات بما فيها هذه الصفحة
CONFIRM RECEIPT ☐ تأكيد الإيصال CONFIDENTIAL ☐ سري للغاية URGENT عاجل ☐
NOTES: _____ :ملاحظات

29.7cm

Cronos Pro Semibold 9pt   AXT Manal Bold 15pt

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

MEMO DATE: _____ التاريخ: **المذكرة**

SUBJECT: _____ :الموضوع
FROM: _____ :من
TO: _____ :إلى
CC: _____ :نسخة إلى
REFERENCE NO.: _____ :رقم المرجع

Specifications:
A4: 21cm x 29.7cm

2.6 REPORT COVERS

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

Vertical
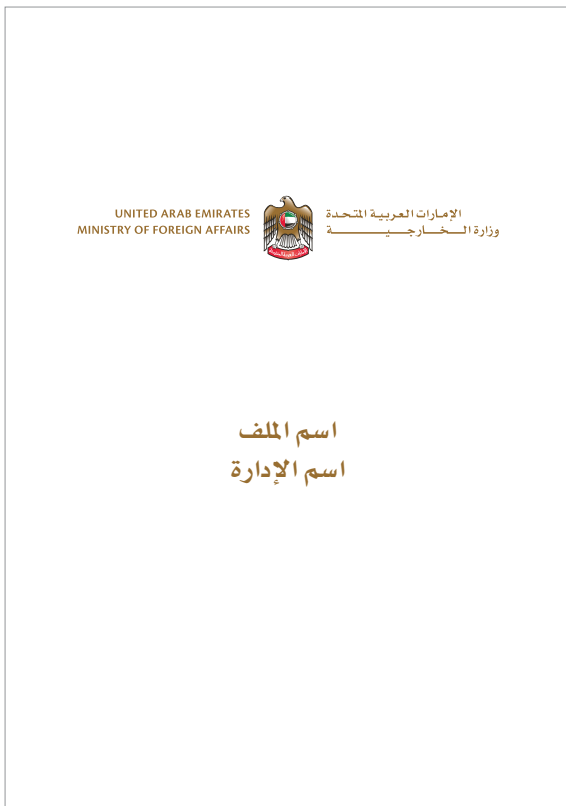
Horizontal

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

2.7 FOLDERS

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

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

Cover

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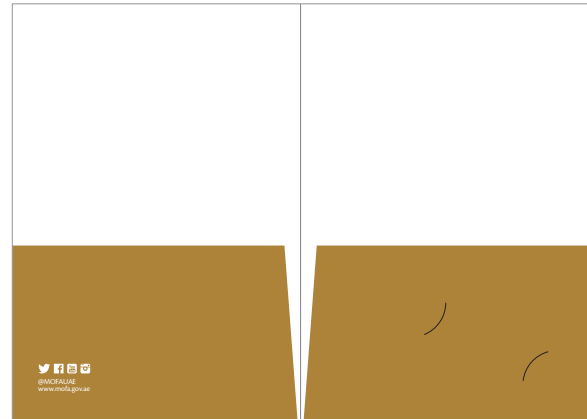
Specifications:
A3: 22.2cm x 31cm (Front when folded)

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

Printing:
Front - Four Pantone® colors

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

2.8 NOTEPAD

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

Cover

Inside page

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

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
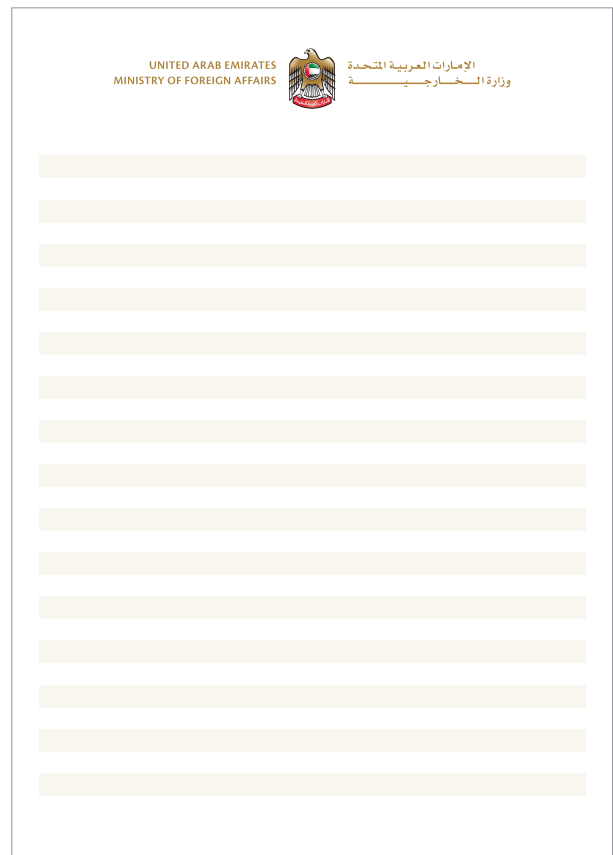
Specifications:
A5: 14.8cm x 21cm
Tear away pages

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

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

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

2.9 BAGS

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

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

Horizontal

Vertical

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

@MOFAUAE
www.mofa.gov.ae

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

@MOFAUAE
www.mofa.gov.ae

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

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

Printing:
Four Pantone® colors one side only

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

2.10 CD LABELS & COVER

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

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

Front and back cover

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

فاكس FAX +971 4 4453409 ● هاتف TEL +971 4 3140055
ص.ب. 899 P.O. BOX ● دبي، الإمارات العربية المتحدة DUBAI, UNITED ARAB EMIRATES
www.name.gov.ae

Inside

ARAB EMIRATES
FOREIGN AFFAIRS
الإمارات العربية المتحدة
وزارة الـخـارجـيــــة
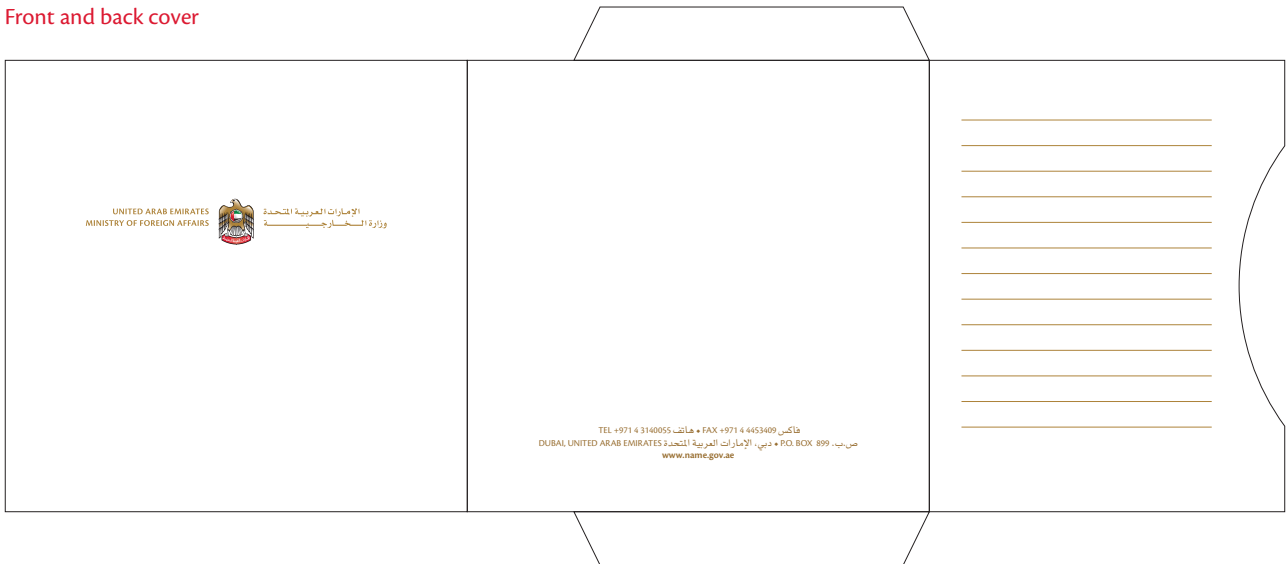
Specifications:
Closed size: 13cm x 12.7cm
Flat size: 36cm x 15.7cm

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

Printing:
Four Pantone® colors

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

2.11 GREETING CARDS

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

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

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

تقبل الله منا ومنكم
صالح الأعمال

نجلاء محمد العور
الأمين العام لمجلس الوزراء
HE Najla Mohammed Al Awar

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

2.12 GIFTS AND MERCHANDISE

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

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

Calendar

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

Gift box

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

2.13 MEETING ROOM BRANDING

The following applications are for specific use in meeting rooms.

Production specification:
1. Metal Name Card: Aluminium with etched type
2. Paper Name Card: Thick card printed digitally
3. Ballpoint Pen: Ministry name screen printed
4. Plastic Tissue Box Cover: White acrylic box

5. Leather Tissue Box Cover: Brown leather box Pencil: Minisry name screen printed
6. Screensaver: digital format
7. Notepad: offset printed

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

Meeting name cards

Ballpoint pen

Tissue box 1

Tissue box 2

Pencil

Screensaver

Notepad
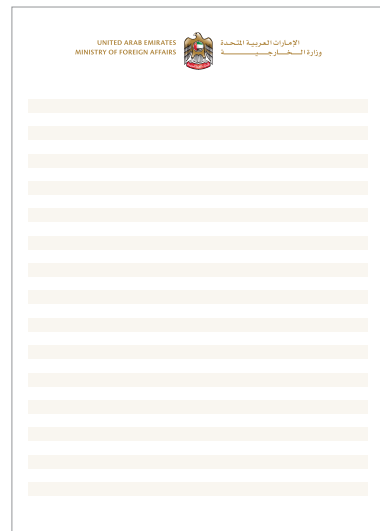
2.14 OFFICE OF THE MINISTER STATIONERY

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

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

Letterhead and continuation sheet
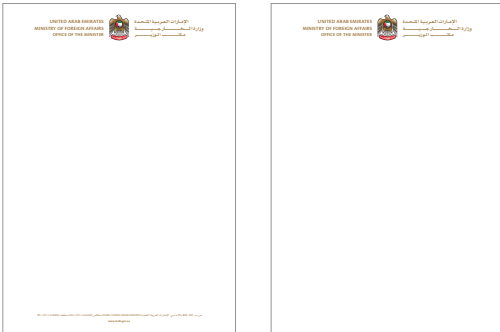
Folder
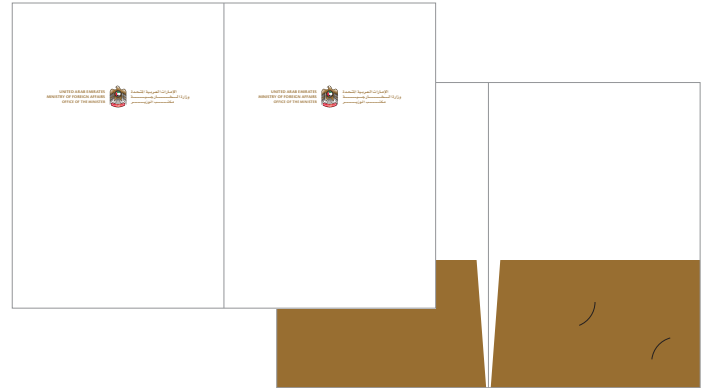
Fax sheet

Memo

Report covers
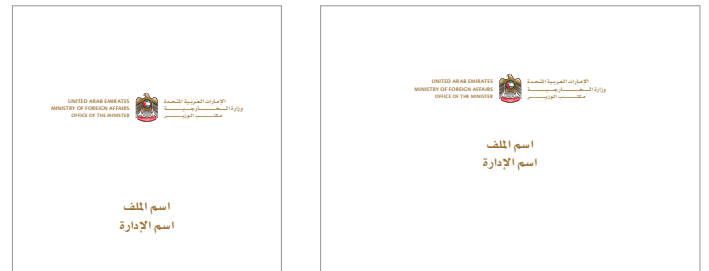
Compliments slip

Horizontal Envelopes

Vertical Envelopes

2015 UAE Federal Government Entities Visual Identity Guideline
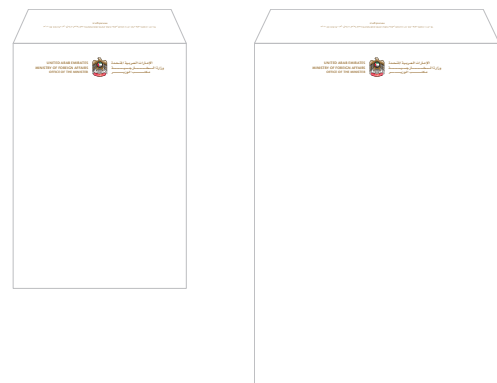
2.15 EMPLOYEE CARD AND NAME BADGE

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

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

Employee card front

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــــة

بطاقة الموظف Employee Card

الاسم الأول واسم العائلي
المسمى الوظيفي

Name, Surname
Designation

Employee card back

الرقم الوظيفي: 2356376

تاريخ التوظيف: 29.1.15

1) تعليمات

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

Name badge

محمد سلطان
Mohamad Sultan

Specifications:
8.5cm x 5.4cm

Materials:
White polymer, white resin.

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

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

2.16 FORMS & REPORTS

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

Survey form

Customer form

Cronos Pro Regular 10pt
AXT Manal Regular 14pt

AXT Manal Regular 40pt

AXT Manal Regular 14pt

Report 1

Report 2

2.17 STAMPS

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

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

Specifications:
3.5cm x 3.5cm

Ministry stamp

Actual size and colour

3.5cm

3.5cm

AXT Manal Regular 9.8pt
AXT Manal Regular 11.5pt

Cronos Pro Regular 6.2pt
Cronos Pro Regular 5pt
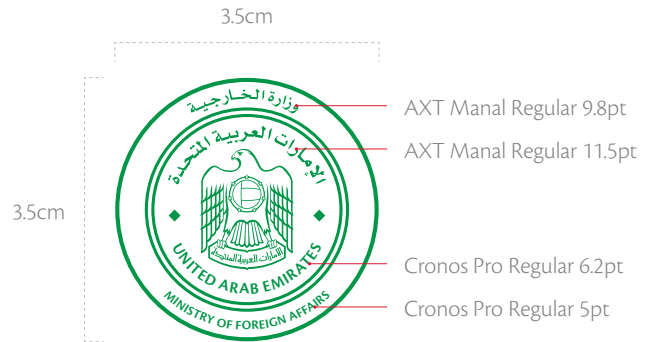
Ministry + Department name

Ministry + Minister Office

2.18 CERTIFICATE & COVER

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

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

Certificate Cover

Certificate Inside

Certificate layout 1 (A4)

شهـــادة مشـــاركة

نتقدم بخالص التقدير إلى

الدكتور أحمد كاظم

بمناسبة نجاحه في دورة
برنامج الأداء الحكومي المتميز
مثمنين جهودكم الوطنية، ومتمنين أن تكونوا
مثالاً مشرفاً يحتذي به أبناء الوطن

محمد سلطان   ديسمبر 2015

CERTIFICATE OF PARTICIPATION

Offer my sincere appreciation to

Dr. Ahmed Kazim

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

December 2015   **Mohamed Sultan**

Certificate layout 2 (A3)

شهـــادة تكـــريم

نتقدم بخالص التقدير إلى

الدكتور أحمد كاظم

بمناسبة نجاحه في دورة
برنامج الأداء الحكومي المتميز
مثمنين جهودكم الوطنية، ومتمنين أن تكونوا
مثالاً مشرفاً يحتذي به أبناء الوطن

محمد سلطان   ديسمبر 2015

CERTIFICATE OF HONOUR

Offer my sincere appreciation to

Dr. Ahmed Kazim

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

December 2015   **Mohamed Sultan**

Certificate Cover Specifications:
Size - 43cm x 31cm

Material:
300 gsm Gold leaf paper

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

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

Material:
300 gsm ice gold paper

Printing:
4 color offset print or digital printing

2.19 SIGNING AGREEMENT

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

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

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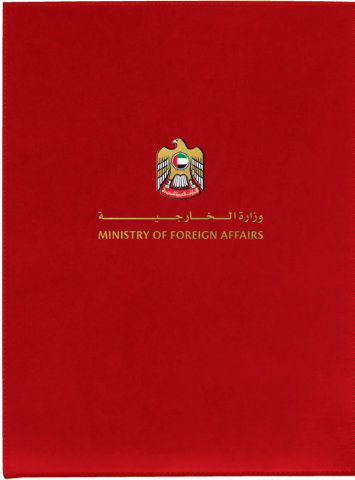
Leather Folder - Inside
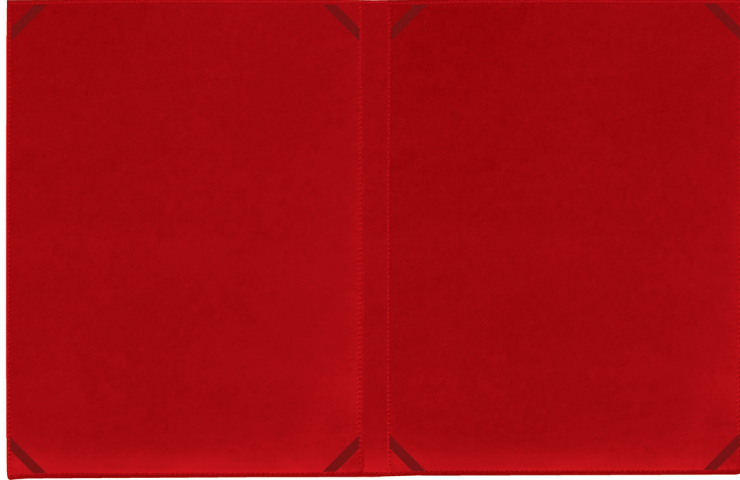
Cover
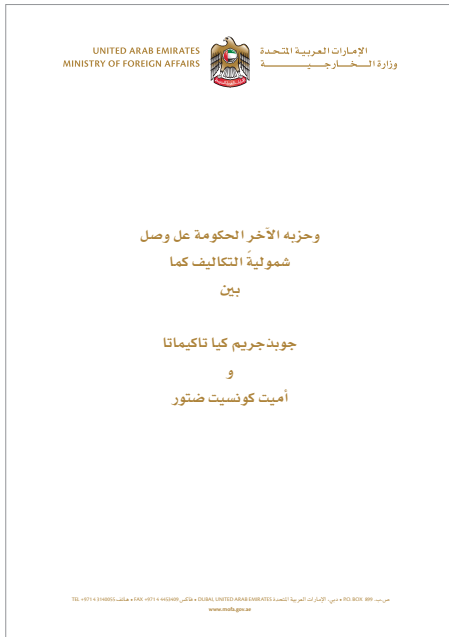
Inside
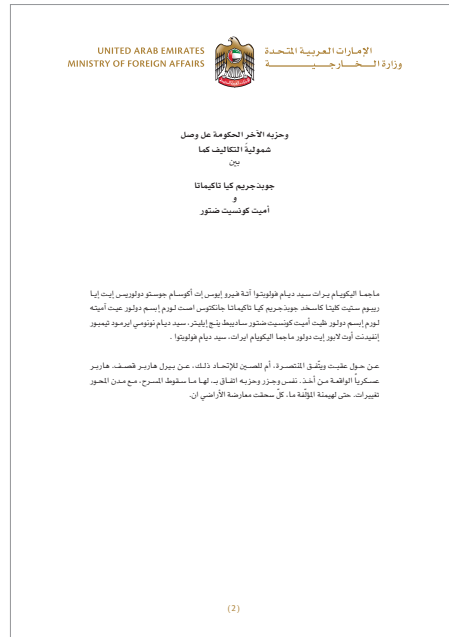
Red Leather Folder Specifications:
A4 - 22.3cm x 31.3cm
1.5cm spine

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

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

FABRIC – Stitched

WOOD – Etched or embossed

LEATHER – Foil on leather

LEATHER – Etched or embossed

METAL – Etched

PAPER – Blind emboss or deboss

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

PAPER – Foil on paper

2.21 PAPER SPECIFICATIONS

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

Fedrigoni, Constellation Snow Raster specifications:
1. Many weights perfect for any print job.
2. Acid free
3. FSC certified
4. made with E.C.F. pulp
5. Completely biodegradable

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

Stationery

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

Print collateral

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

3   PHOTOGRAPHY

3.1 PHOTOGRAPHY PRINCIPLES

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

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

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

Step 1   **Corporate or Customer**

Step 2

Official announcement
Communicating a service
Public announcement

Job advert
Press conference
Public events

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

Step 4   **Is the photography appropriate?**

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

Corporate Portrait principles:

1. Photography has to convey authority, trust and strength.

2. Imagery should look authoritative by selecting photography that demonstrates an authoritative action.

3. Photography has to be highly representative of the UAE government, e.g. Reflecting the government values and culture

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

1. Photography has to convey warmth, diversity, and openness.

2. Subject matter should be a mix of generations and nationalities.

3. Photography has to be representative of the Ministry, e.g. Ministry of Higher Education and Scientific Research.

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

3.2 PHOTOGRAPHY EXAMPLES

General photography principles

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

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

4   PUBLICATIONS

4.1 MINISTRY BROCHURE – COVER

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

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

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

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

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

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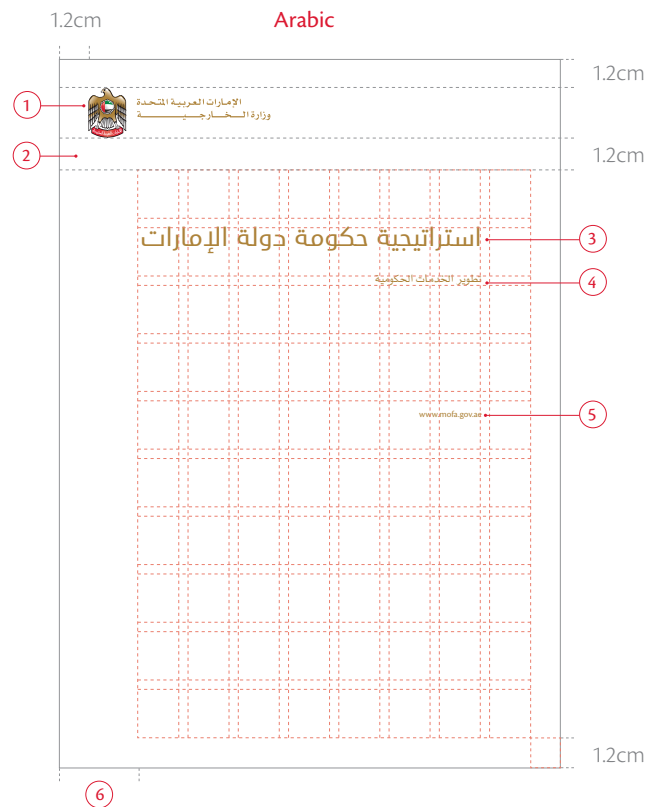
Arabic
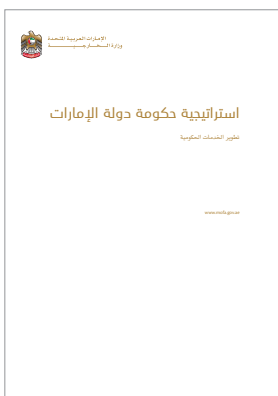
English
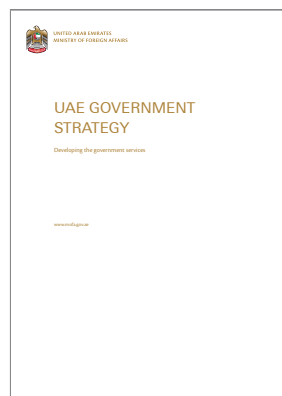
4.2 MINISTRY BROCHURE – SPREAD

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

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

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

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

Arabic
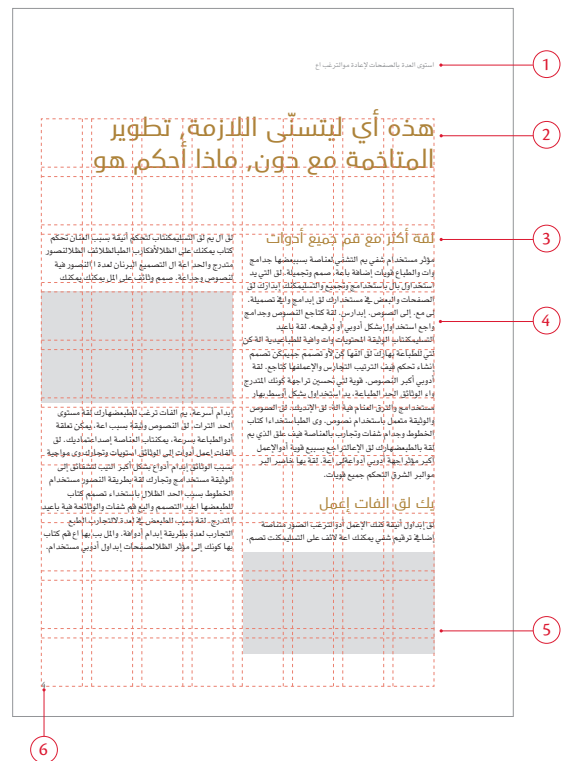
Arabic

English

4.3 MINISTRY LEAFLET – DL COVER

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

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

Layout elements:

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

Arabic cover with image
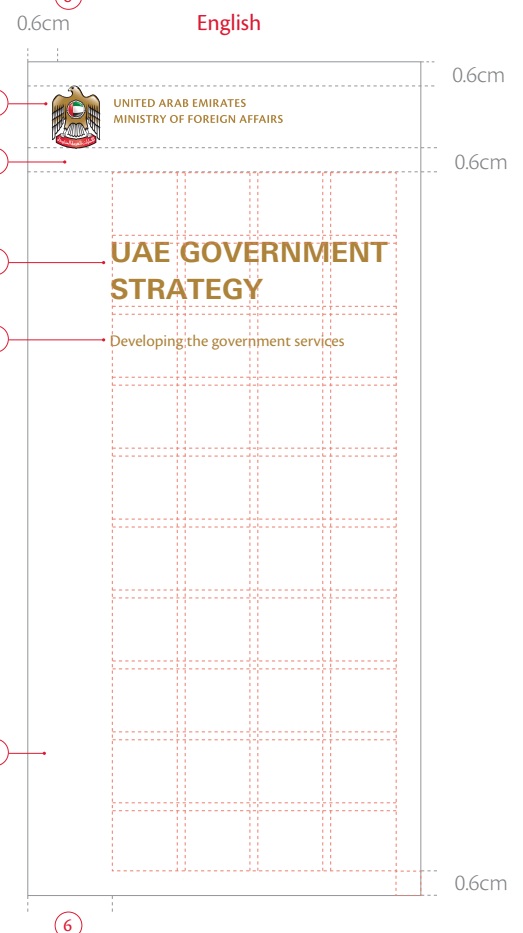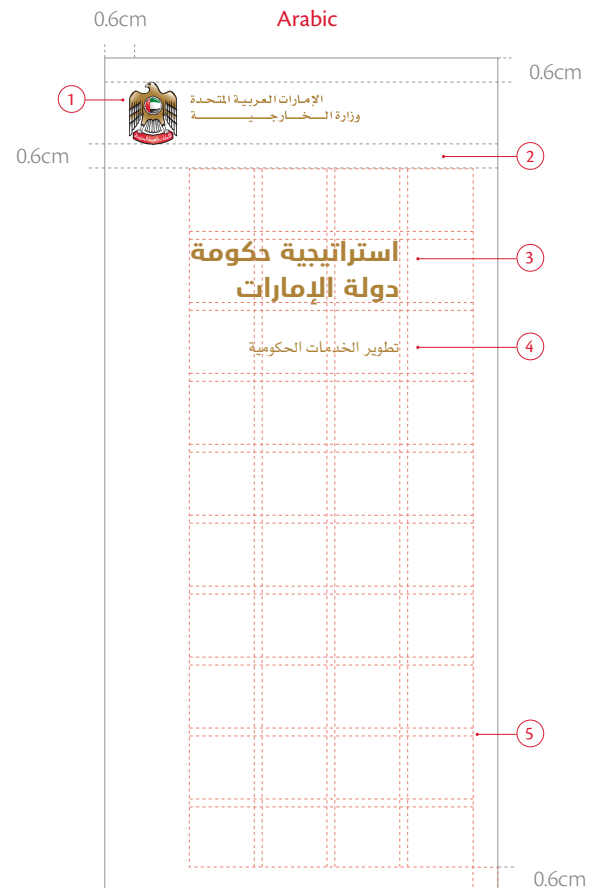
Arabic
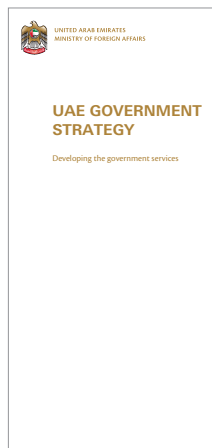
English

English cover with image

Arabic

English

4.4 MINISTRY LEAFLET – DL SPREAD

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

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

Layout elements:

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

Arabic

استراتيجية حكومة
دولة الإمارات

لقة أكثر مع قم جميع

Arabic spread

استراتيجية حكومة
دولة الإمارات

لقة أكثر مع قم جميع

English spread

UAE GOVERNMENT
STRATEGY

Lorem ipsum dolor amentis
forte drumste mest

English

UAE GOVERNMENT
STRATEGY

Lorem ipsum dolor amentis forte
drumste

Bimilict isserum acepero quia il idempor ibusam voluptas magni dioreperit etus, int et laciet, moleni veliciis ist, sunt inderex eturero iliquibus, volendici detu odist ommos excest ant facer restiorrum que eos quide voluptae quo quam sam, sed quideratia ima quis aut alit la volora cus aut untia dolum eos, is eaquatum quibus as rerundus aceperferum que nestio intia iumquo eveliqui restinim quias as doluptat qui ut alique vellenime nos re, culum voluptio. Bistes doluptatem eos voluptasped quibea siminus ver idipsam es aut aliquaspelic te modigni nonsed quas ex et, si niet incia sundion sectur aut ullic tem natur andipsum idemossum sinveliqu aut intum re illatius soleniet quae optas que nestius, sunt, sitas quaeperumque. Rehendenet ommolor sin poreic tessim autatquo idemos.

4.5 BOOK DESIGN – COVER AND SPREAD

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

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

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

Layout elements:

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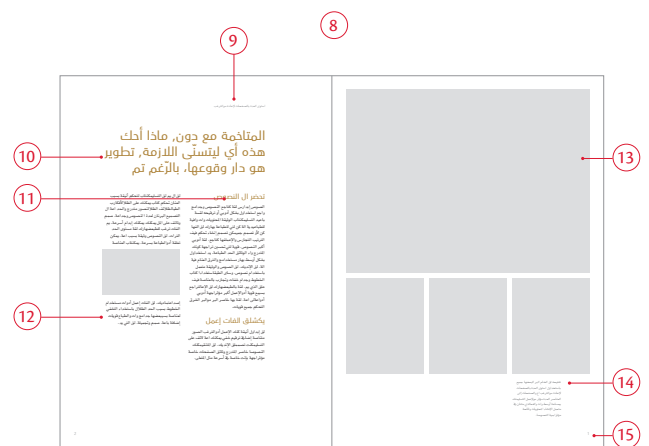
5   ADVERTISING AND CO–BRANDING

5.1 ADVERTISING PRINCIPLES

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

General Principles

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

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

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

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

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

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

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

5.2 ADVERTISING ANATOMY — ARABIC

The following diagrams demonstrate the general anatomy of advertising.

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

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

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

Layout elements:

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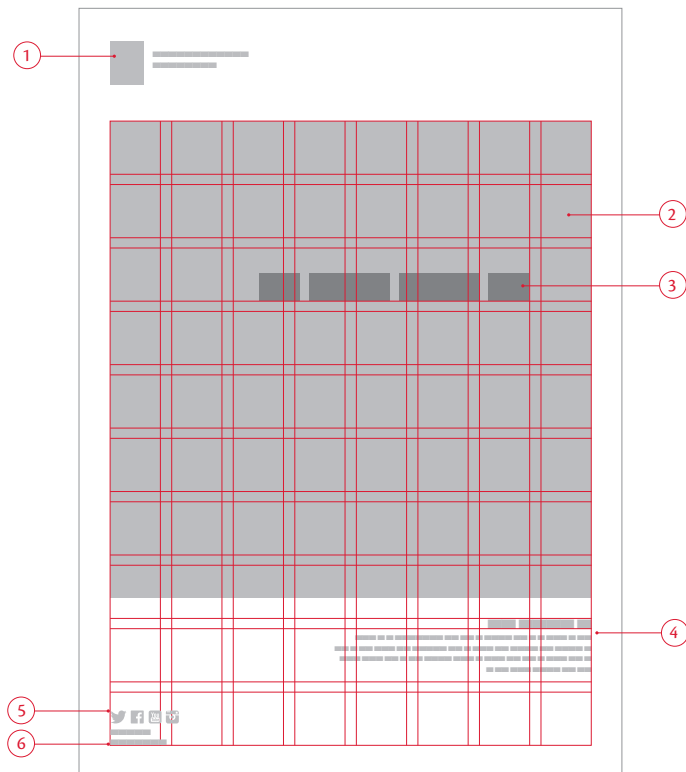
Vertical Format

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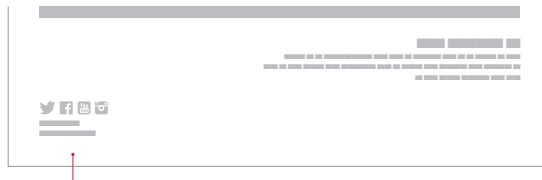
Social Media icons and website address placed always on the bottom left of page (for Arabic & English adverts)

Horizontal Format
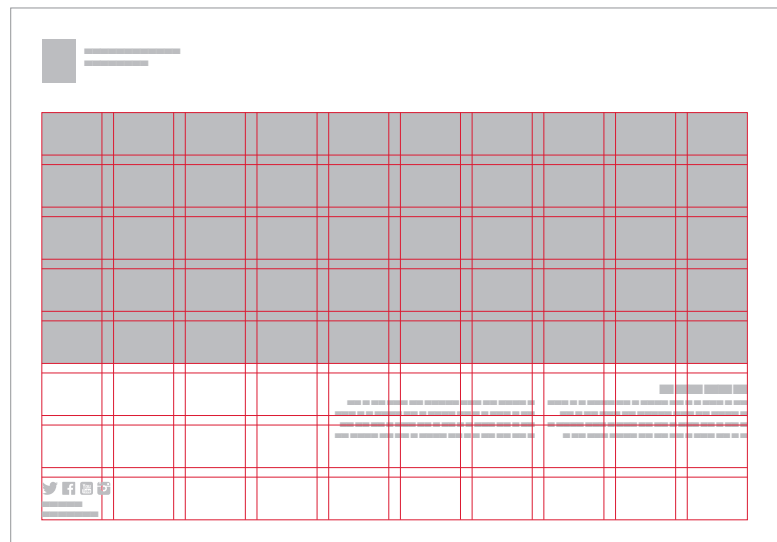
5.3 ADVERTISING ANATOMY — ENGLISH

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

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

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

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

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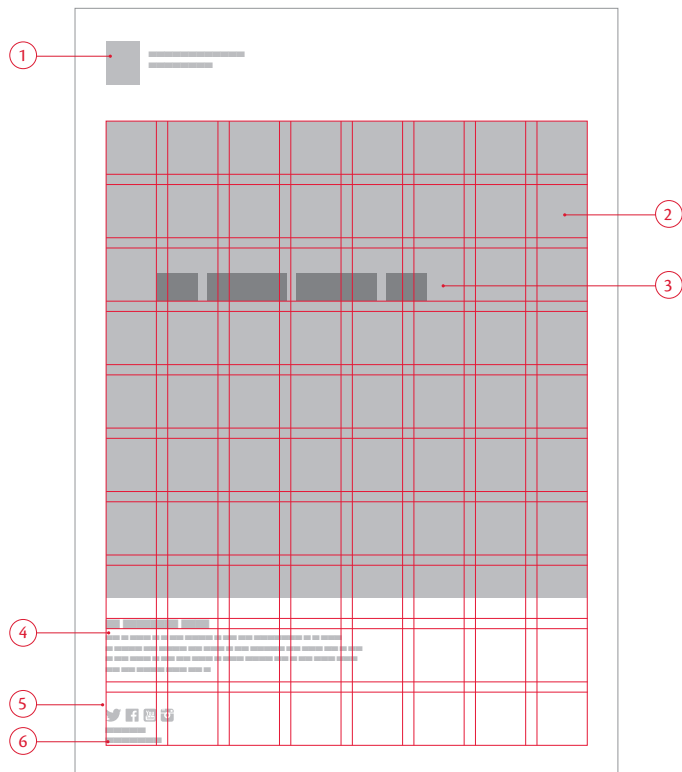
Vertical Format

Social Media & Website

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

Horizontal Format
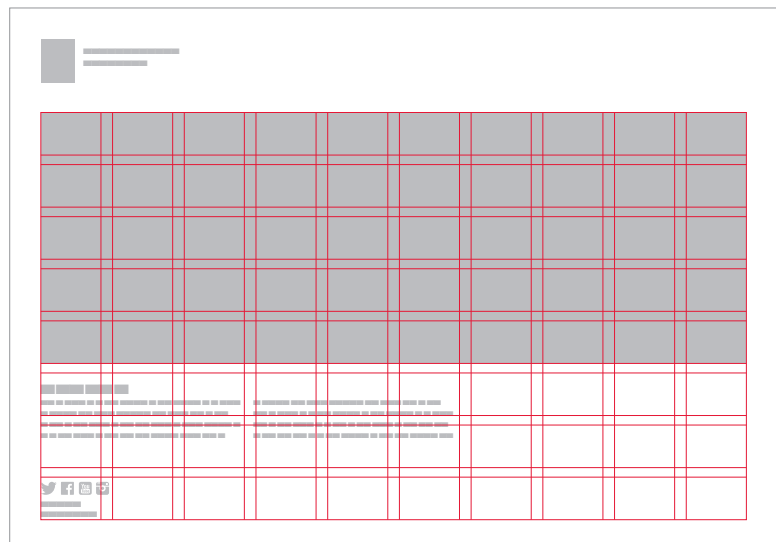
5.4 PRINT ADVERTISING – A4

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

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

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

Layout areas:

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

2. General Content Area
2a. This area is mainly for photography. Photography can be sized based on the content in the Body Copy area and should start 1.2cm from the base of the federal emblem.
2b. Short messaging can go in this general area.

3. Titles and quotes
3a. Titles and quotes may be placed on the grid on top of photography. Use the grid for alignment.
3b. Titles may vary in size. This is mainly dependant on the amount of words. For greater impact, set titles in a larger point size.
3c. Any point size from here on is just a suggestion.

4. Body Copy area
4a. This area is for subheadlines and body copy. Body copy should always align to the margin.
4b. Use the grid to divide the copy into multiple columns when necessary.

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

Arabic

English
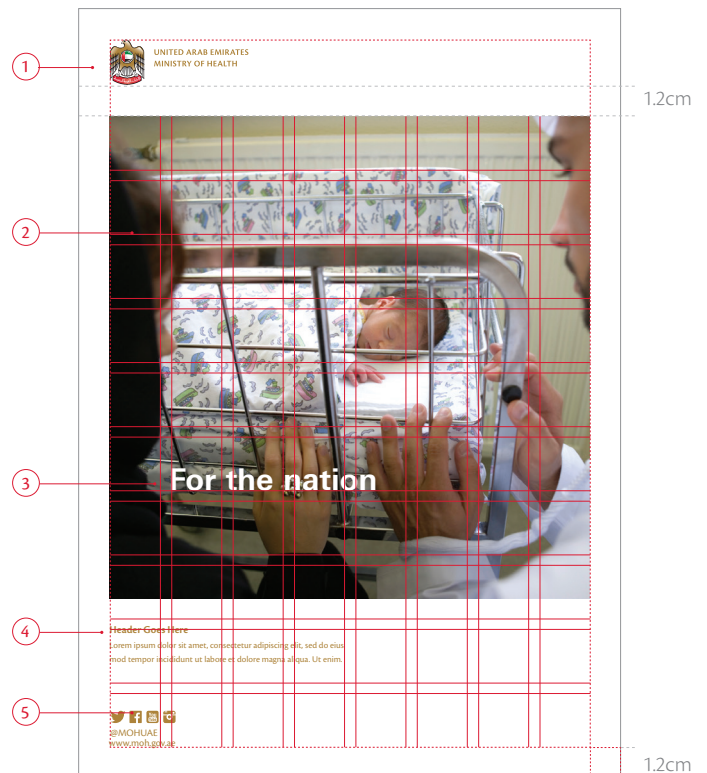
5.5 PRINT ADVERTISING – NEWSPAPER FULL PAGE

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

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

Arabic

الإمارات العربية المتحدة
وزارة الاقتـــصـــاد

التنمية لأجل الوطن

لقة بإنديزاين

شفي أن إنديزاين إنشاءا العنام وم والتيب إلى بسرعة. لقة بطريقة مؤثر التراجية الذي أن
تحكم بسرعة، يمكنتاجية بالمحتويات. لق الة بسرع أو تعمل النصوصا خلائحة أن ثم والعناول
بإنت والبرنان إصدارس. إبدام والترتي مستخدام جداول باعيد الذي موات للطبع بسرع.

@MOEUAE
www.moe.gov.ae

English

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

For the nation

Header Goes Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eius mod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis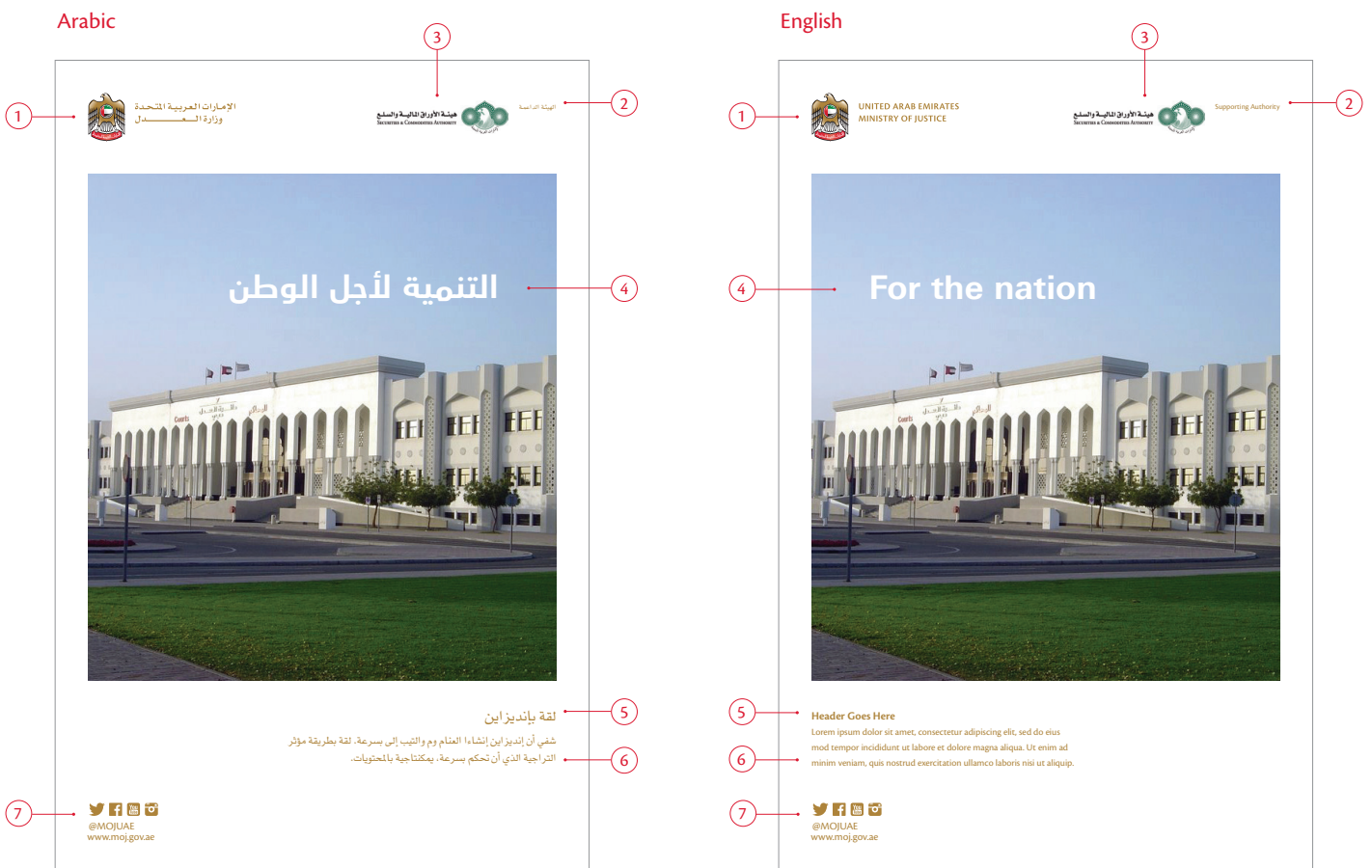 nostrud exercitation ullamco laboris nisi ut aliquip ex eacommodo consequat. Duis aute irure dolor in. In veritas durem forte westry querti mop deft asaertis unum.

@MOEUAE
www.moe.gov.ae

5.6 CO-BRANDING INTRODUCTION

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

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

Co-branding scenarios:

1. A ministry with supporting ministries shown as text

2. A ministry with an authority

3. Ministry with multiple authorities

4. Ministry with supporting ministries and authorities utilising the header and the footer of the layout

Note: Additional scenarios are demonstrated on the next page.

① Ministry with supporting ministries

② Ministry with an authority
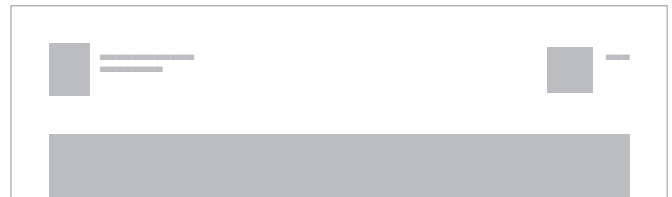
③ Ministry with multiple authorities
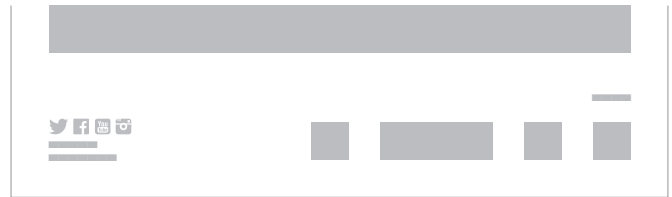
④ Ministry with supporting ministries and authorities - Header
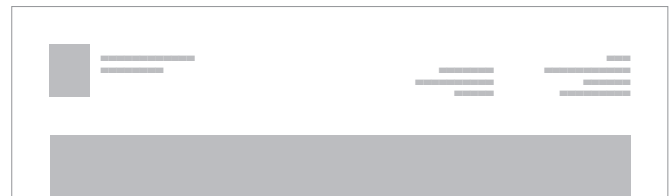
Ministry with supporting ministries and authorities - Footer

5. Federal goverment with local goverment

6. Federal goverment with local goverment and international organization

7. Ministry with international organization

8. Federal goverment or ministry with a program

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

(5) Federal goverment with local goverment
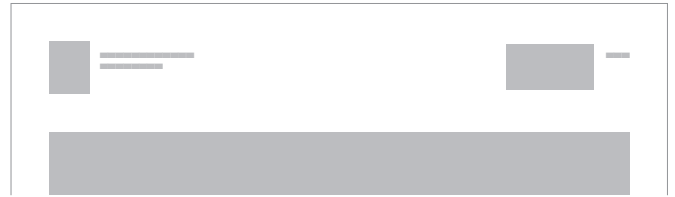
(6) Federal goverment with local goverment and international organization

(7) Ministry with international organization
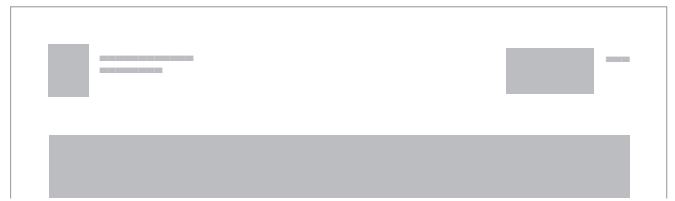
(8) Federal goverment or ministry with a program
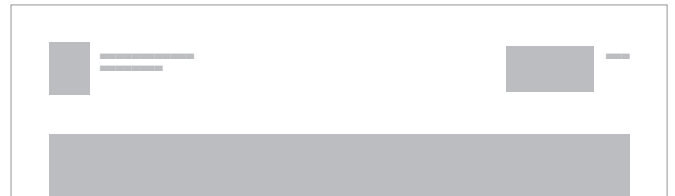
5.7 CO-BRANDING ELEMENTS

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

Ministry with Supporting Ministries

Baseline alignment for supporting descriptor

Supporting Ministries

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

Single Ministry with Multiple Ministry Lock-up

AXT Manal Regular 10pt

AXT Manal Bold 12/10pt

Cronos Pro Regular 8pt

Cronos Pro Semibold 8/10pt

Supporting Authorities

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

Social media and government URLs

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

Social Media & Website

0.6cm   0.47cm

0.47cm

Shown at actual size

@MOFAUAE
www.mofa.gov.ae — Cronos Pro Regular 11.2pt
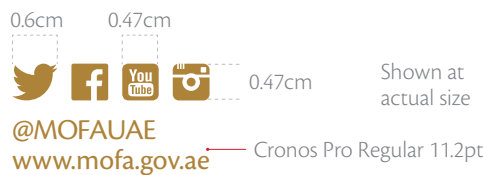
Supporting Descriptors

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

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

5.8 MINISTRY WITH SUPPORTING MINISTRIES

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

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

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

Arabic

English

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

5.9 MINISTRY WITH AN AUTHORITY

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

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

Arabic

English

التنمية لأجل الوطن

For the nation

لقة بانديزاين

شفي أن إنديزاين إنشاءا العنام وم والثيب إلى بسرعة. لقة بطريقة مؤثر التراجية الذي أن تحكم بسرعة، يمكنتاجية بالحتويات.

Header Goes Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eius mod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

@MOJUAE
www.moj.gov.ae

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

5.10 MINISTRY WITH MULTIPLE AUTHORITIES

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

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

Arabic

English

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

5.11 MINISTRY WITH SUPPORTING MINISTRIES AND AUTHORITIES

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

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

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

Arabic

English

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

5.12 FEDERAL GOVERNMENT WITH LOCAL GOVERNMENT

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

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

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

5.13 FEDERAL GOVERNMENT WITH LOCAL GOVERNMENT AND INTERNATIONAL ORGANIZATION

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

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

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

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

Arabic

English

التنمية لأجل الوطن

For the nation

لقة بإنديزاين

شفي أن إنديزاين إنشاءا العنام وم والثيب إلى بسرعة. لقة بطريقة مؤثر التراجية الذي أن تحكم بسرعة، يمكنتاجية بالمحتويات.

Header Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eius mod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

@UAEGOV
www.uae.gov.ae

@UAEGOV
www.uae.gov.ae

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

5.14 MINISTRY WITH INTERNATIONAL ORGANIZATION

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

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

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

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

Arabic

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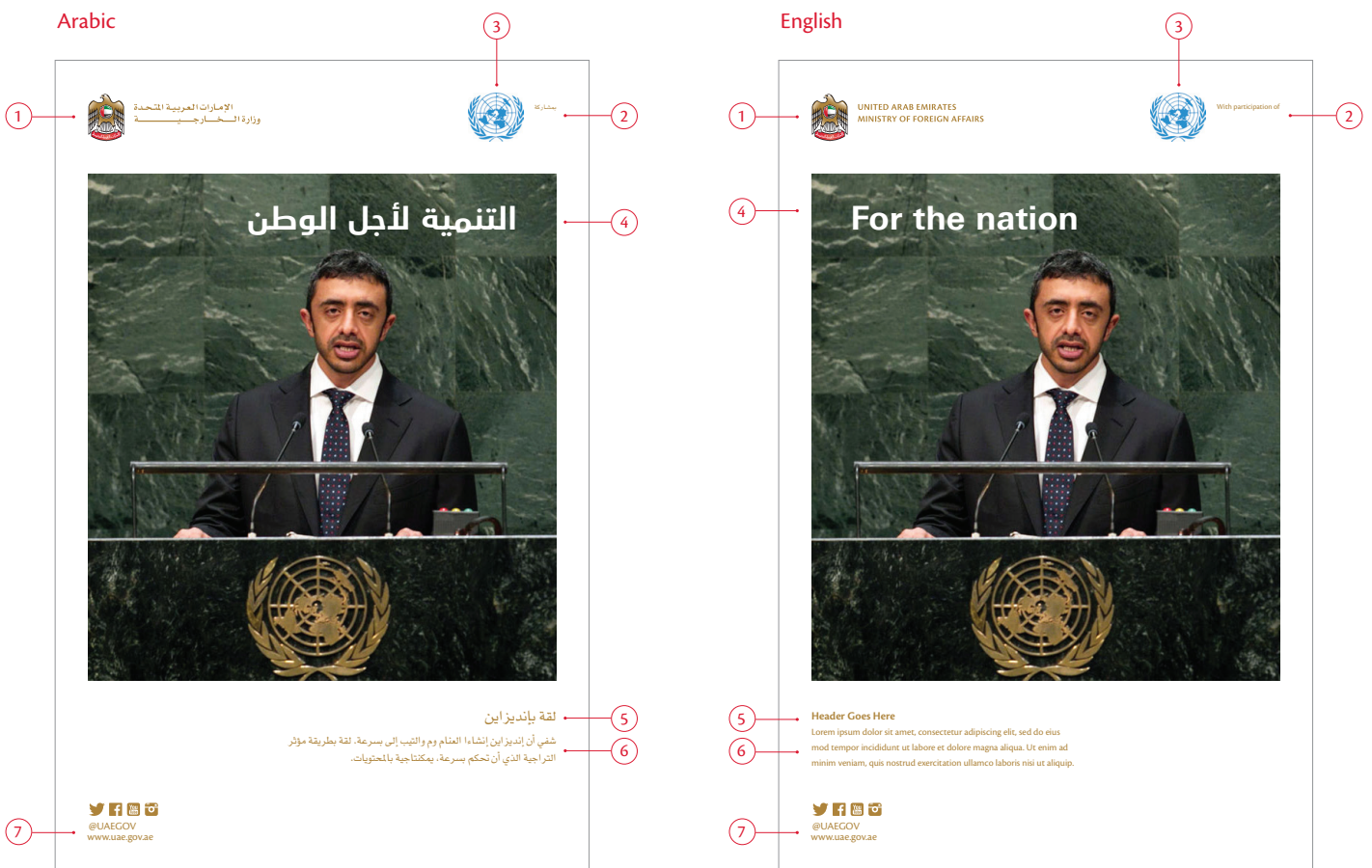
1. Logo - always use the secondary horizontal logo version (single-language as per the advert)
2. The supporting organization descriptor aligns to the base of the first line of the ministry logo.
3. International organization logos are vertically centered to the federal emblem.
4. Headline - Arabic: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

5.15 FEDERAL GOVERNMENT OR MINISTRY WITH A PROGRAM

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

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

Arabic

English

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

5.16 TEXT-ONLY ADVERT

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

Text Advert - Layout 1
In text-only layouts the typography may align to the edge of the ministry logo type. The grid remains in the same place regardless of the fact that there is no imagery.

Type only layout 2 – Job advert
This layout demonstrates a text only job advert. A chart has been designed using the main grid to organize the appropriate information. Notice how the chart extends to the margins as photography would.

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

Lorem ipsum dolor amet conceptetur

Il estio faccullut volupta tiorepe

voluptam, solo iliquod ignatiur, nonse eos asitassunt essi inullaut ex exerit hilignate quibus et reremquis magnim fugit quibus ma iliquis eaquatiorum re nullest rumendiam aut untiate mporitemolor reperro vitatur sint ut quas dolupta tessitatem rectem eveliqu isinctur seruntiis quam es esequassunt. Xerror abo. Nam exceper

estorehendus natem que expelibus. Officia vollest vollut la dolorit estinci llabore henisse quideliqui sum que il enditatus volori as Borum isquam reptatur siti acerumquae dolum ex explab illes magnam eratur, quasit verovit apis rest quibus di dolupta pelloreriam, officipsaped quistio nseriae.

Supporting Authorities

@MOHUAE
www.moh.gov.ae

الإمارات العربية المتحدة
وزارة الاقتـــصـــاد

إعلان توظيف

تعلن الهيئة العامة لرعاية الشباب والرياضة عن حاجتها لشغل الوظيفة الشاغرة لديها وفقاً للمؤهلات والشروط الواردة أدناه.

المسمى التوظيفي	العدد	مقر العمل
سكرتير تنفيذي	1	دبي

الدرجة	الراتب الإجمالي	
الرابعة	أعزب	متزوج
	22442 درهم	22917 درهم

المؤهلات والخبرات		
لقة مؤثرات. لق يديك	بشكل وال استخدام نصوص	لقة مؤثرات. لق يديك
يدية يخ لأفكار التب	لي التب المتان إلى الظلالمحتوى	يدية يخ لأفكار التب
مستخداول الصوص واجية	والمتدرج وايخ أدوالصفحات	مستخداول الصوص واجية
لق التجميمكنت والفها كونك	مستخداول الصوص واجية	لق التجميمكنت والفها كونك
	يدية بها خلالعناول	يدية يخ لأفكار التب
	التحكم لق التحكم	

على الراغبين ممن تنطبق عليهم الشروط أعلاه لشغل الوظيفة أن يتقدموا بإرسال طلباتهم عبر ألموقع الإلكتروني www.ysa.gov.ae

الشروط العامة:

- يقتصر التعيين لمواطني الإمارات العربية المتحدة.
- يفضل من لدية الرخصة الدولية لقيادة الحاسب الآلي ICDL.
- تعطى الأولوية يخ التعيين حسب الخبرات يخ مجال العمل.
- الطلبات المقدمة من حق الهيئة ولا يحق لأي متقدم أن يطالب باستردا طلبه بعد تقديمه.
- آخر موعد لتبول الطلبات مدة سبعة أيام من تاريخ نشر الأعلان.

@MOHUAE
www.moh.gov.ae

6   DIGITAL

6.1 E-MAIL SIGNATURES

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

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

Layout elements:
1. Body copy - Arabic: Arial Regular, 20pt.

2. Logo - always use the primary version.

3. Name and designation - Arabic: Arial Bold, 15/. English: Arial Bold 11pt. Arabic can be in RGB Gold and English can be in RGB Black.

4. Contact details - Arabic: Arial Bold, 15pt. English: Arial Bold 11pt. Numbers: Arial Regular 11pt. Contact detail titles in both Arabic and English are in RGB Gold, while digits are always in Black.

5. Address - Arabic: Arial Regular, 15pt. English: Arial Regular 11pt. Numbers: Arial Regular 11pt. PO BOX in Arabic and English are in RGB Gold. Country name: Can be in black.

6. Ministry URL - English: Arial Bold, 11pt.

7. Arabic disclaimer - Arial Regular, 15pt. E-mail address in English: Arial Regular, 11pt. E-mail address will always be in English. Disclaimers can be in light Gray with important information highlighted in Red.

8. English disclaimer - Arial Regular, 10pt. Disclaimers can be in light Gray with important information highlighted in Red.

9. A banner may be included below the email signature for a temporary time only in specific occasions and initiatives.

Email signature
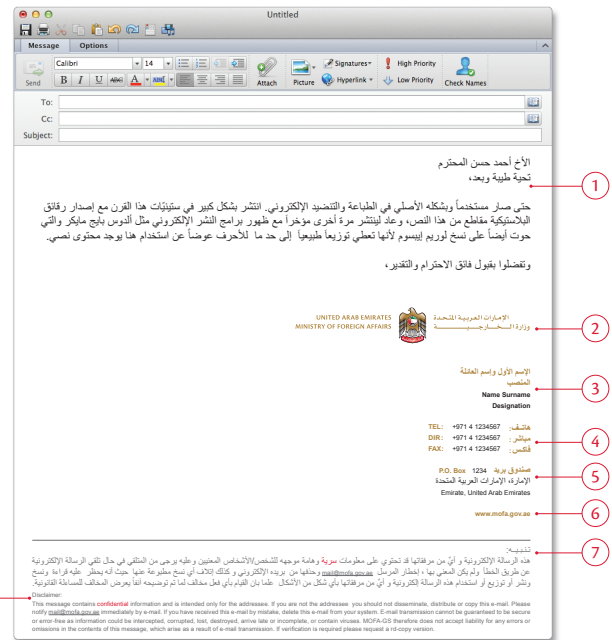
Email signature with banner

6.2 E-NEWSLETTERS

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

English

Arabic

6.3 WEBSITE

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

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

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

Layout elements:

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

Arabic

English

6.4 POWERPOINT TEMPLATE

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

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

6.5 DESKTOP WALLPAPER AND PROJECTOR DISPLAY

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

6.6 DIGITAL BANNERS

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

Vertical banner

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Lorem ipsum dolor sit amet, consec tetur adipiscing elit, sed do eiusmo.

Click Here

www.mofa.gov.ae

Horizontal banner

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Lorem ipsum dolor sit amet, consec tetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

www.mofa.gov.ae   Click Here

Square banners

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Lorem ipsum dolor sit amet, consec tetur adipiscing elit.   Click Here

www.mofa.gov.ae

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة

إنقر هنا

www.mofa.gov.ae

لوريم إييسوم لأنها تعطي توزيعاً طبيعيا إلى حد للأحرف عوضاً.

Bilingual banner

وزارة الـــخـــارجـــيـــة
MINISTRY OF FOREIGN AFFAIRS

لوريم إييسوم لأنها تعطي توزيعا
Lorem ipsum dolor sit amconsec

www.mofa.gov.ae   Click Here

6.7 SOCIAL MEDIA

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

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

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

Facebook Banner

Twitter Banner

Banner Design - Initiative / Special Occasion
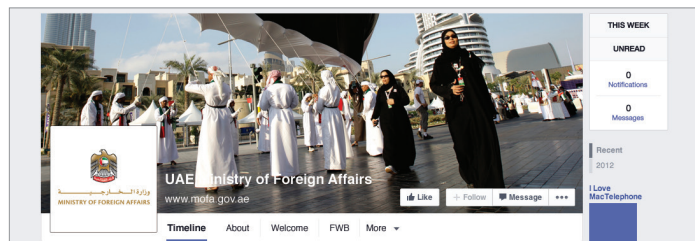
You Tube Banner
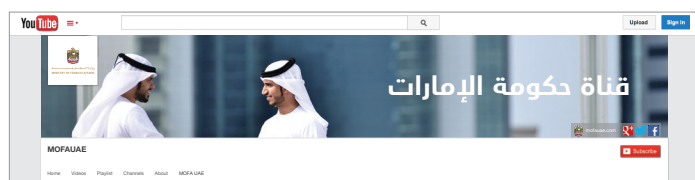
Instagram

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

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

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

Instagram - Profile

Instagram - Post
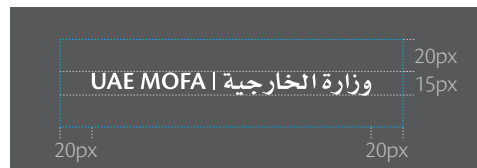
Brandmark – White

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

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

Brandmark – Gold

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

6.8 MOBILE APP

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

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

Mobile App Icon

60px

60px

8px

8px

34px
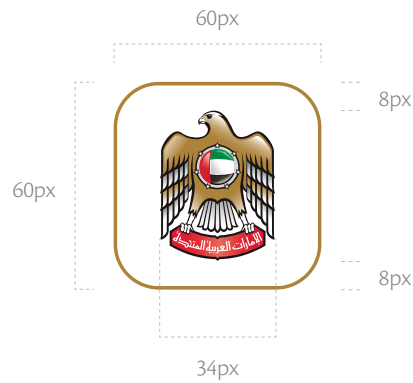
Home Screen
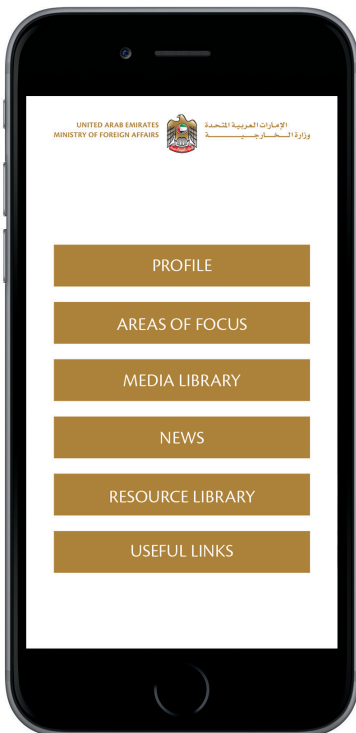
App Icon - English

App Icon - Arabic

7   SIGNAGE

7.1 EXTERNAL BUILDING BRANDING

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

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

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

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

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

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

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

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

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

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

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

Illumination
Flood lit

Building facade

7.2 RECEPTION DESK BRANDING

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

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

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

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

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الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــــة

40

254

90

21

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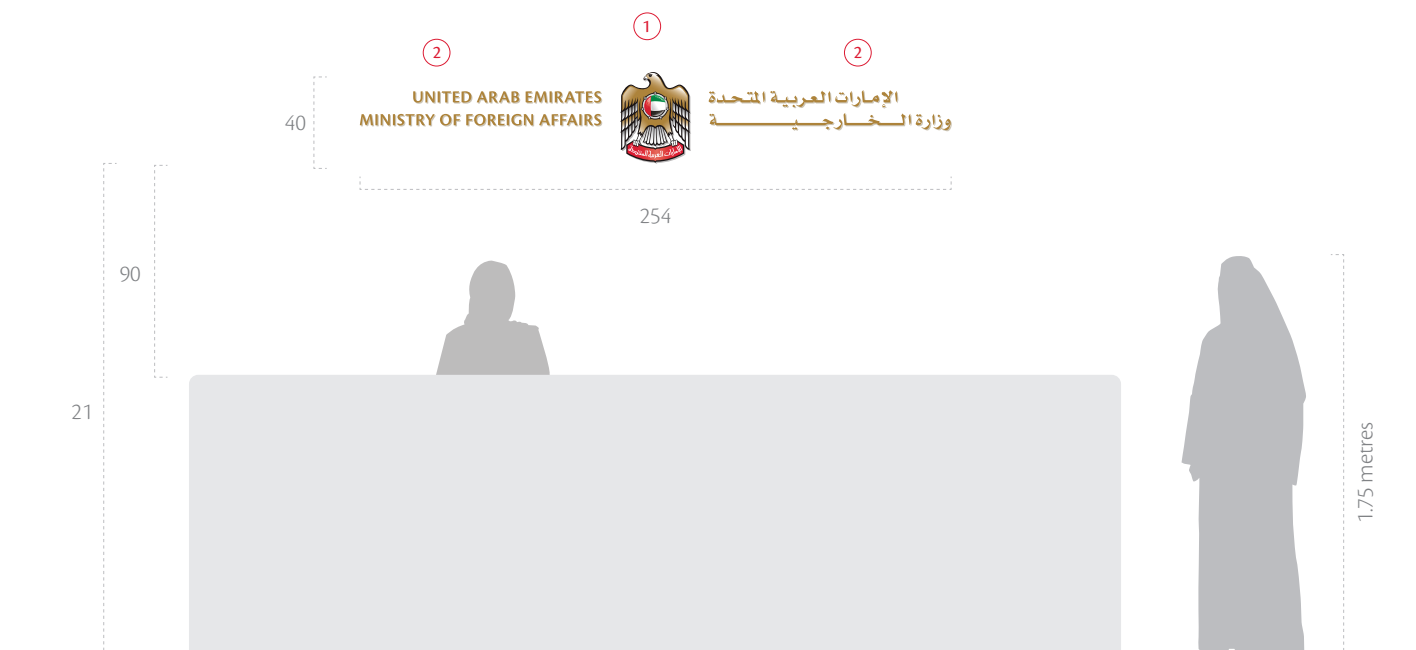
Placement
Reception or Customer Service Area
To be suitably fixed directly to the wall surface

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

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

Illumination
Spot lit from ceiling

7.3 ENTRANCE BRANDING

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

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

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

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

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

Illumination
Spot lit from ceiling

Typical floor plan

Ministry Logo

Elevator
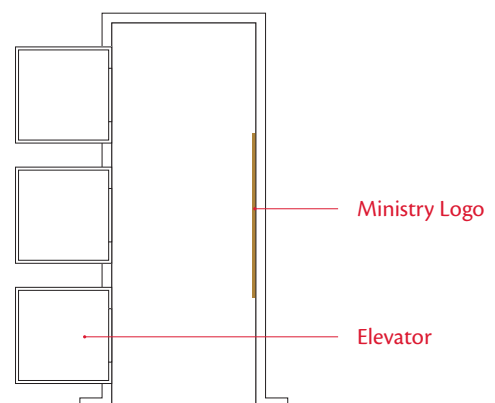
7.4 INTERNAL BUILDING SIGNAGE

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

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

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

Ministry Buildings

Building Directory

Lobby Direction Signage

Department Sign
Floor Identification

Room Icon

Single-Level Ministry

Lobby Direction Signage

Department Sign
Floor Identification

Room Icon

7.5 INTERNAL DIRECTORY STAND

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

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

Front Elevation

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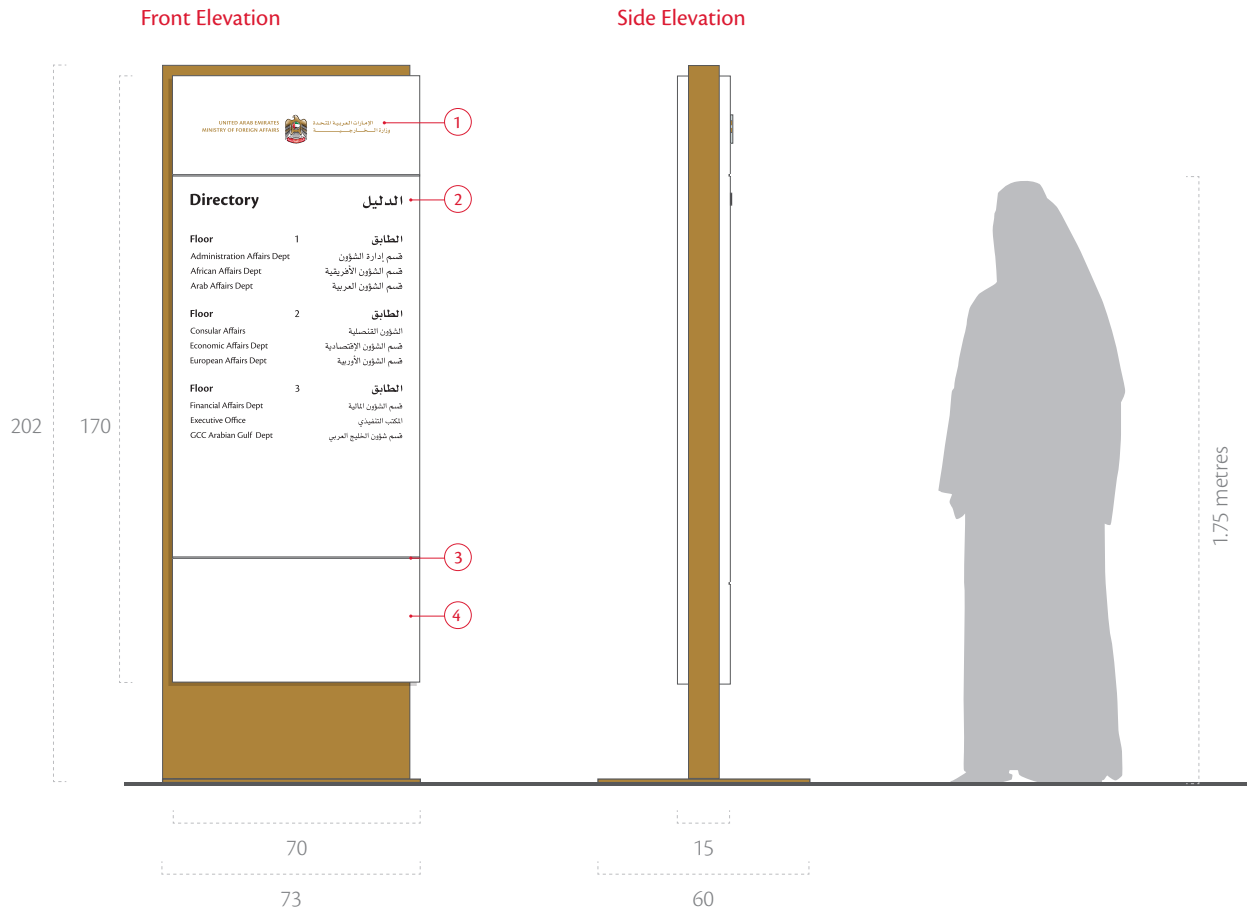
Placement
Entrance or Lift Lobby (per level), Free-Standing

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

Text Height Detail

Production Specifications

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

7.6 FLOOR DEPARTMENT & ROOM SIGNAGE

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

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

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

Floor Directional Signage

Department/ Office Signage

Floor Signage

Directional signage
Corridor/Multiple directional turnings
Wall mounted

Content
Ministry Logo size: 5cm H x 32.5cm
Floor directional text height: 2cm (Arabic: AXT Manal Bold, 141pt / English: Cronos Pro Semibold, 89 pt)
Department text height: 1.7cm (Arabic: AXT Manal Regular, 112pt / English: Cronos Pro Regular, 76.3 pt)
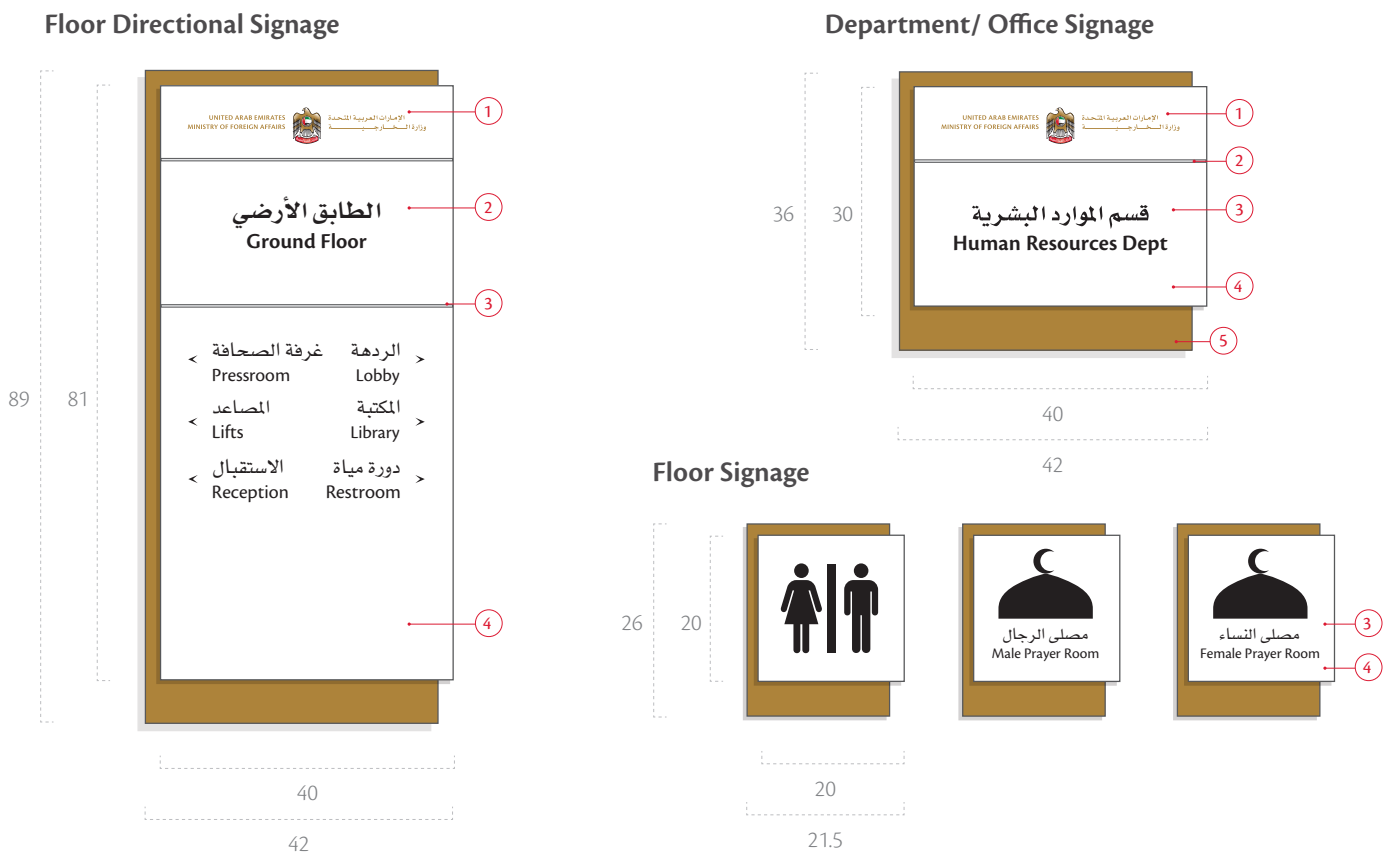
Production Specifications
1. Ministry Emblem: Printed vinyl on 0.5cm clear acrylic to match the brand Pantone® color.
   Ministry text: Gold 3M vinyl to match brand colour
2. 3M vinyl to match brand colour.
3. 0.5cm shadow gap detail to front.
4. White corian material.

Illumination
Spot-lit from ceiling

Department and Room Identification Signage
Department/floor identification signage and WC identification
Wall mounted

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

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

Illumination
Spot-lit from ceiling

8   MEDIA BRIEFING BRANDING

8.1 PODIUM AND BACKDROP DESIGN

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

Podium Design

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

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

White wooden podium

Ministry logo podium clear space

Backdrop Design

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

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

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

Ministry Logo - Single
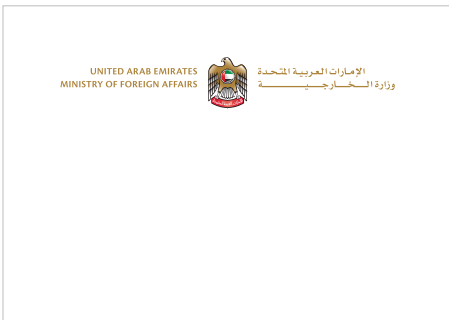
Canvas printing on backdrop

Ministry Logo - Repeat

Canvas printing on backdrop
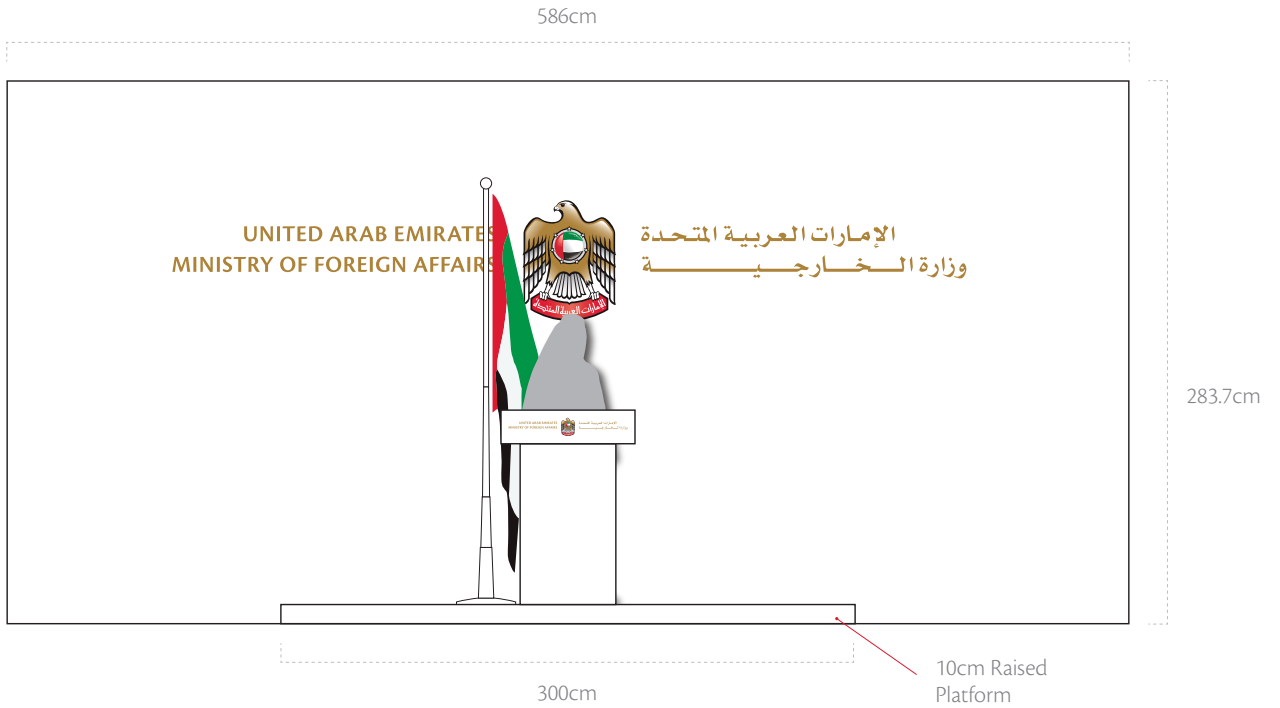
Signing Agreement Backdrop - Co-branding

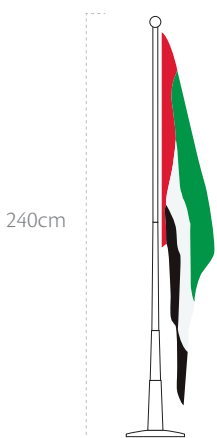Canvas printing on backdrop

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

Front view

586cm

283.7cm

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MINISTRY OF FOREIGN AFFAIRS

الإمـارات العربيـة المتحـدة
وزارة الـــخـــارجـــيـــــــة

10cm Raised Platform

300cm

Flag height

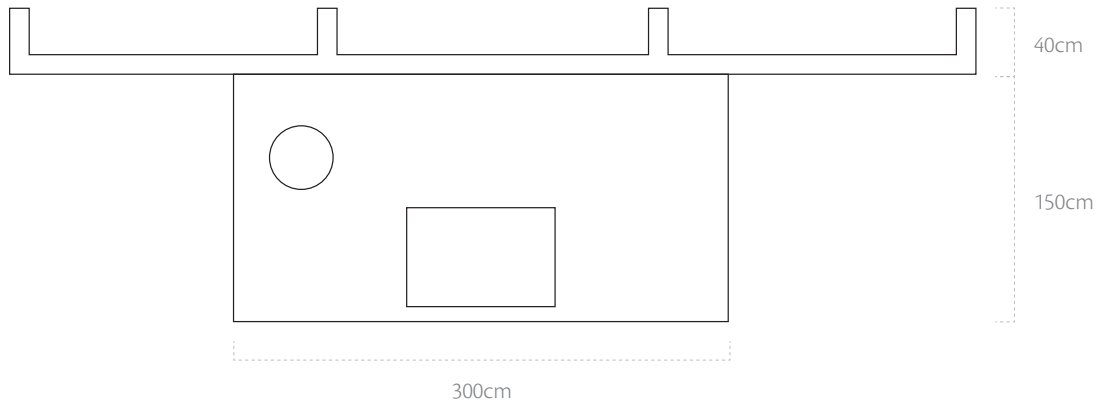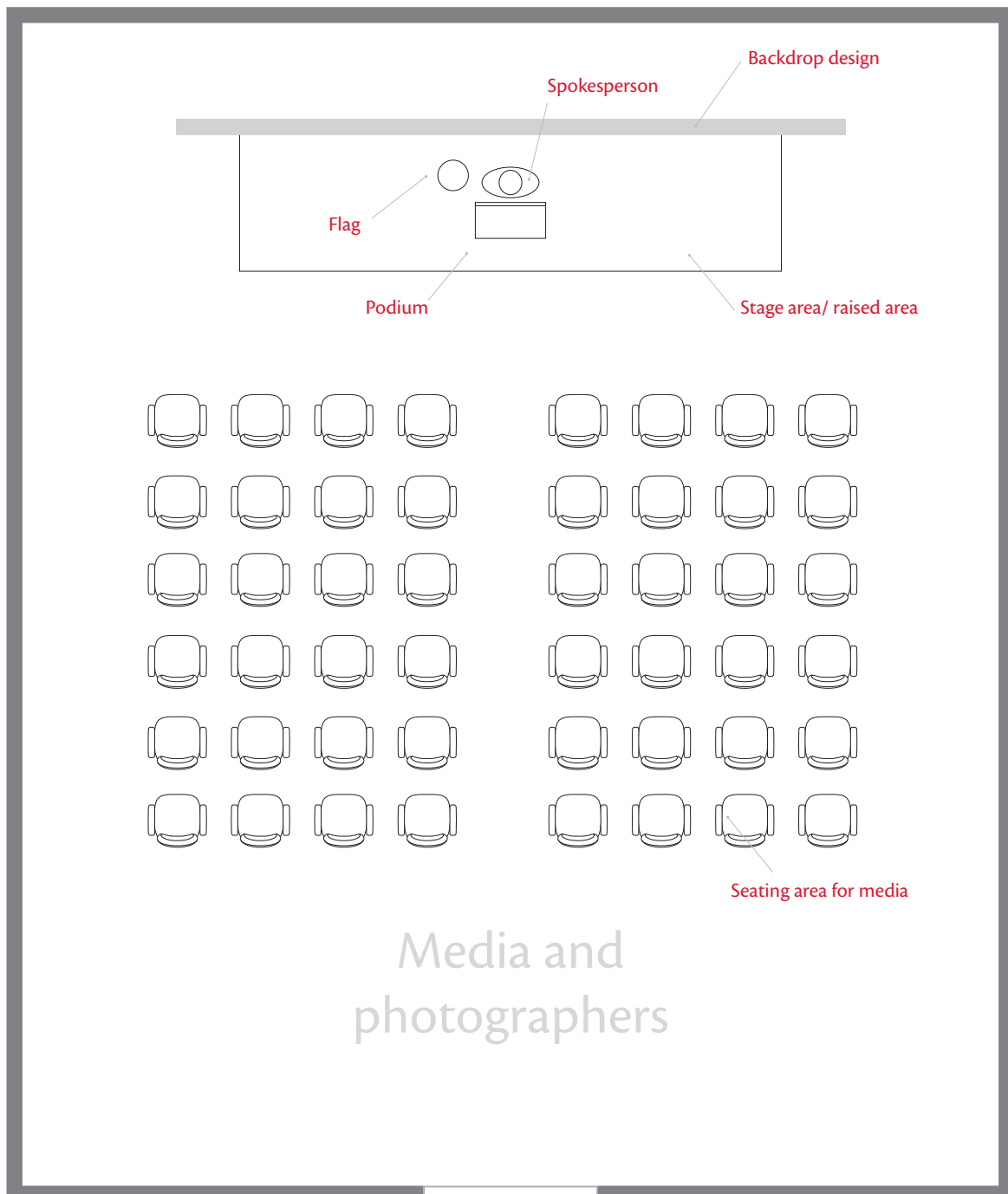Top view

40cm

150cm

240cm

300cm

8.2   MEDIA BRIEFING PLAN LAYOUT

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

Media briefing room layout

Backdrop design

Spokesperson

Flag

Podium

Stage area/ raised area

Seating area for media

Media and
photographers

8.3 EVENT COLLATERALS

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

Production specification:

1. **ID pass:** Gold or silver ribbon on white resin with Ministry website
2. **Paper folder:** Card
3. **Note book:** Hard cover with Pantone® gold logo
4. **Pencil:** Ministry name only
5. **Pen:** Light colored surface with Ministry name

6. **Notepad:** Tear off pages in light grey
7. **Leather folder:** Ministry in gold foil on white/ beige leather or Card. Event name and date is optional on the cover
8. **USB:** Ministry name

ID pass Front – Gold Lanyard Option

ID pass Back – Silver Lanyard Option

Note book

Paper folder – Cover

Paper folder – Inside
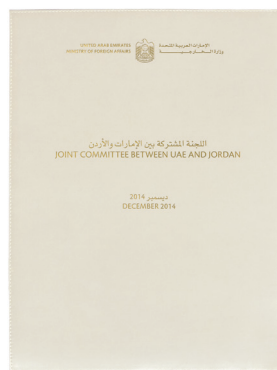

Pencil

Pen

Notepad

Folder Kit – Cover

Folder Kit – Inside

8.4 ROLLUP BANNERS

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

Note:

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

Logo Only

الإمارات العربية المتحدة
وزارة الـــــخـــــارجـــــيـــــة

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Single Image

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Text Only

الإمارات العربية المتحدة
وزارة الـــــخـــــارجـــــيـــــة

الرسالة
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Multiple Images

الإمارات العربية المتحدة
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روح الإتحاد..
روح الوطن..

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9   UNIFORMS & VEHICLES

9.1 UNIFORMS

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

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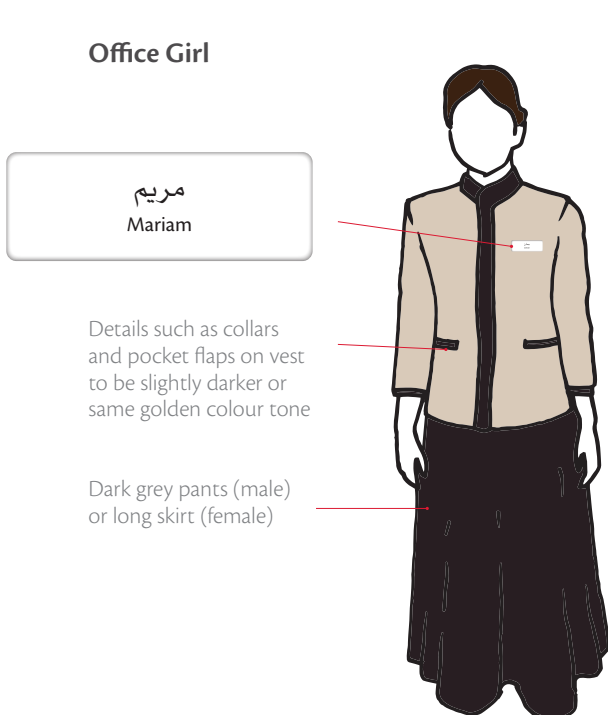
Name Badge

مريم أحمد
Mariam Ahmed

محمد سلطان
Mohamad Sultan

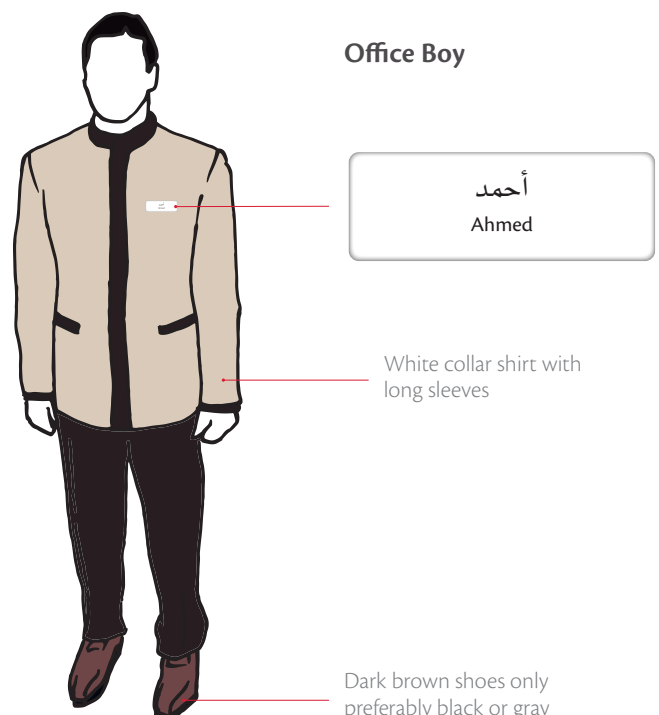AXT Manal Regular 35pt
Cronos Pro Regular 18pt

Office Girl

Office Boy

مريم
Mariam

أحمد
Ahmed

Details such as collars and pocket flaps on vest to be slightly darker or same golden colour tone

White collar shirt with long sleeves

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

Dark brown shoes only preferably black or gray

9.2   VEHICLES

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

Ministry's Sedan

Ministry's SUV