

الإمارات تبتكر
UAE INNOVATES

فبراير 2024 February

INNOVATION MONTH | BRAND GUIDELINE 2024

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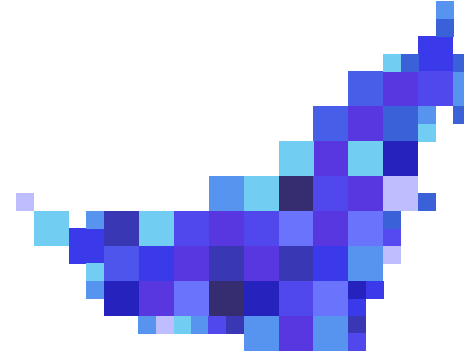
ABOUT INNOVATION MONTH

"UAE Innovation Month" is an initiative under the UAE INNOVATES therefor it is mandatory to follow the visual guidelines of the initiative across all brand collaterals.

The Brand Identity Guideline 2023 is developed to set specific standards for the method of applying the UAE INNOVATES logo, with and without co-branding and sponsors. This essential step is to maintain a unique and consistent UAE INNOVATES brand image and identity across all applications.

This guideline is an illustrative tool of the approved visual standards for preparation of all branded materials such as the logo, the color usage, the typefaces, the print and digital layouts and the specifications.

All entities are advised to comply with the standards specified in this guideline, for all types of ATL, BTL and online communication, internally and externally. The usage is applicable to publications, outdoors, digital and events.



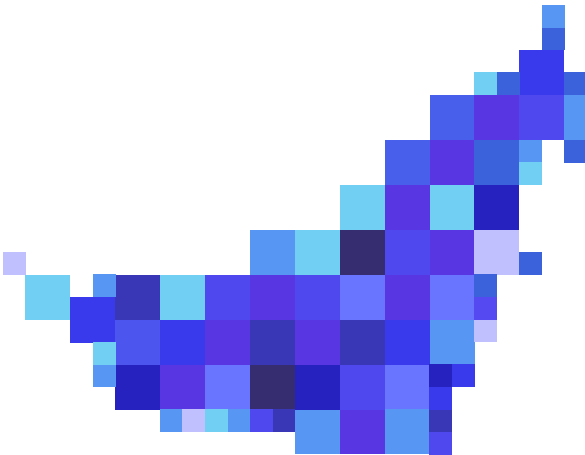
الإمارات تبتكر
UAE INNOVATES

فبراير 2024 February

1.0 | Logo

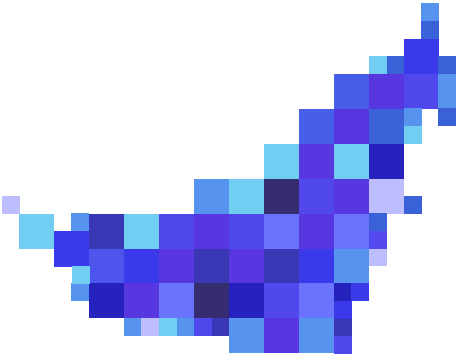
—

MAIN LOGO - Logo Mark



MAIN LOGO

Variation 1 - Vertical Version



الإمارات تبتكر
UAE INNOVATES

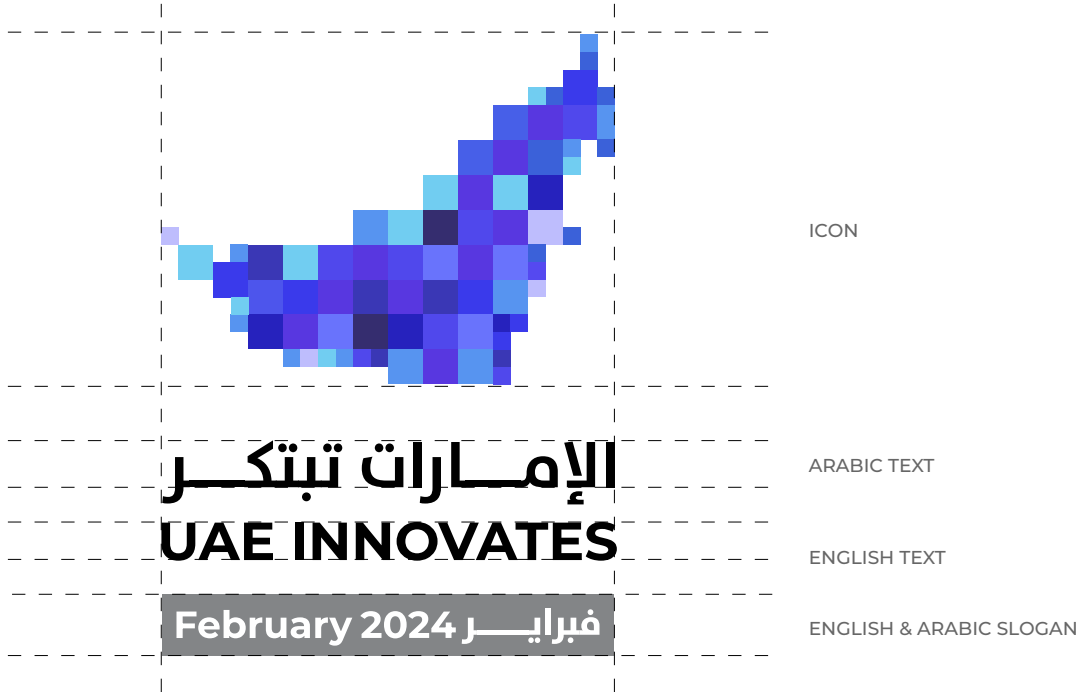
فبراير 2024 فبراير

* Towards the next 50 slogan will change depending on the next year theme.

MAIN LOGO

Variation 1 - Vertical Version

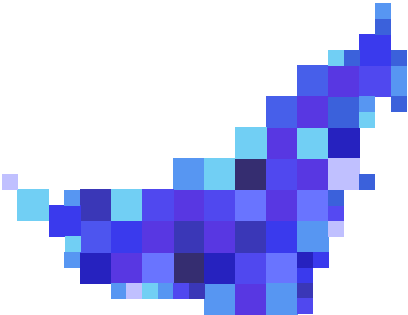
The logo consists of three components, an icon, slogan, and 2 names in Arabic and English. Always ensure that the placement of these elements never change from the designated positions.



MAIN LOGO

Variation 2 - Horizontal Version

الإمارات تبتكر
UAE INNOVATES
فبراير 2024 February



* Towards the next 50 slogan will change depending on the next year theme.

MAIN LOGO

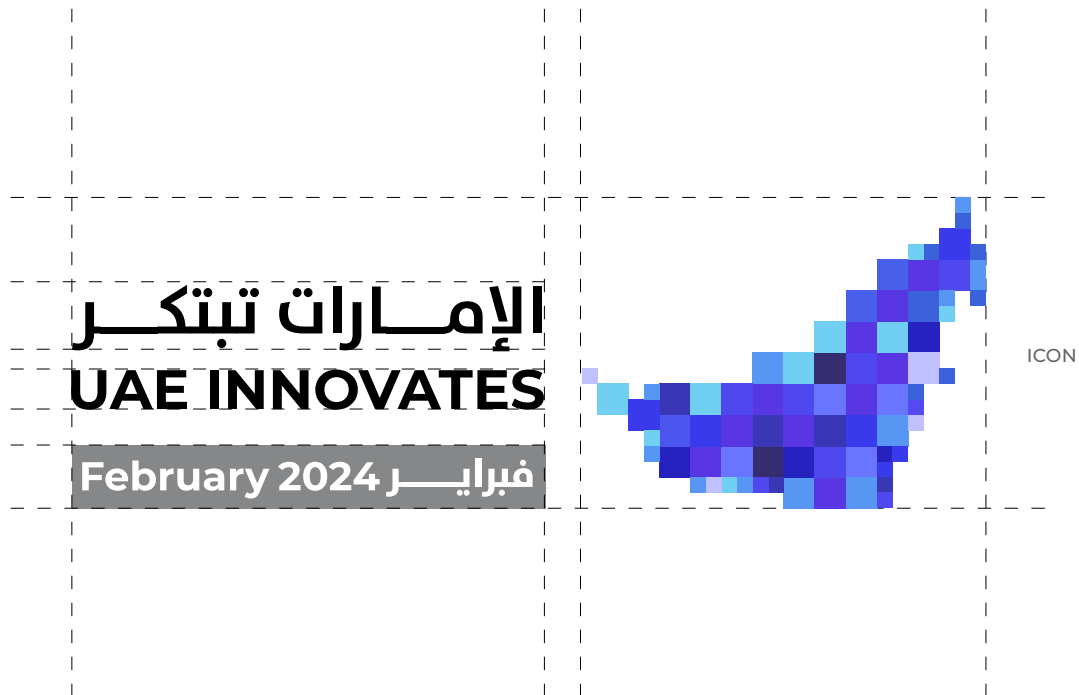
Variation 2 - Horizontal Version

The logo consists of three components, an icon, slogan, and 2 names in Arabic and English. Always ensure that the placement of these elements never change from the designated positions.

ARABIC TEXT

ENGLISH TEXT

ENGLISH & ARABIC SLOGAN



2.0 | Color Palette



INNOVATION COLORS

UAE INNOVATES is a dynamic event, always responsive to the needs of their audience. That's why the colors are adaptable and changeable. Innovation is an explosion of creation, mind maps, collaborations and as are the colors of the brand. They are initially inspired from the UAE's flag then expanded to revive the visual identity in general.


The colors are divided into 4 main sections

- > The Basic Colors, are made of 3 swatches Black, Grey and White. These colors are usually used for communication
- > The Primary Color, Red is the main color of the brand inspired initially from the UAE Flag.

> The Color Hues, are the colors extracted from the primary color


> The Secondary Colors, is mainly Green which is used to create a balance for the overall look & feel of the brand as well as a hint from the flag.

Primary Color



C 100
M 97
Y 43
K 54


R 13
G 8
B 61
0D083D



C 81
M 79
Y 0
K 0


R 116
G 25
B 255
7419FF

Secondary Colors




C 70
M 0
Y 83
K 0

R 0
G 211
B 89
00D359



C 87
M 78
Y 0
K 0


R 84
G 0
B 255
5400FF



C 50
M 39
Y 37
K 19


R 128
G 129
B 131
808183

Color Hues




C 68
M 67
Y 0
K 0

R 144
G 94
B 255
905EFF




C 96
M 95
Y 0
K 0

R 53
G 0
B 161
3500A1



C 90
M 83
Y 0
K 0

R 68
G 0
B 208
4400D0



C 100
M 100
Y 24
K 14

R 38
G 0
B 116
260074

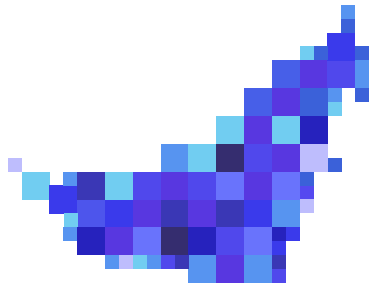
3.0 | Logo & Usage

—

LOGO

Primary Color Usage

These are the official colors of the UAE Innovates logo. This is the preferred color choice when using the logo on any medium.



الإمارات تبتكر
UAE INNOVATES

فبراير 2024



LOGO

Logo Size & Spacing

A | Spacing Border
There should always be a minimum space around the logo whenever applying on any medium. Ensure that the space across all sides is even and maintains its minimum borders.

B | Resizing
When resizing the logo make sure that no elements shift out of the designated structure. Resizing should always be proportional to the original logo design.

C | Minimum Logo Size
When scaling down the logo always make sure that all text is legible. The recommended minimum size is 2cm in width.



A



B



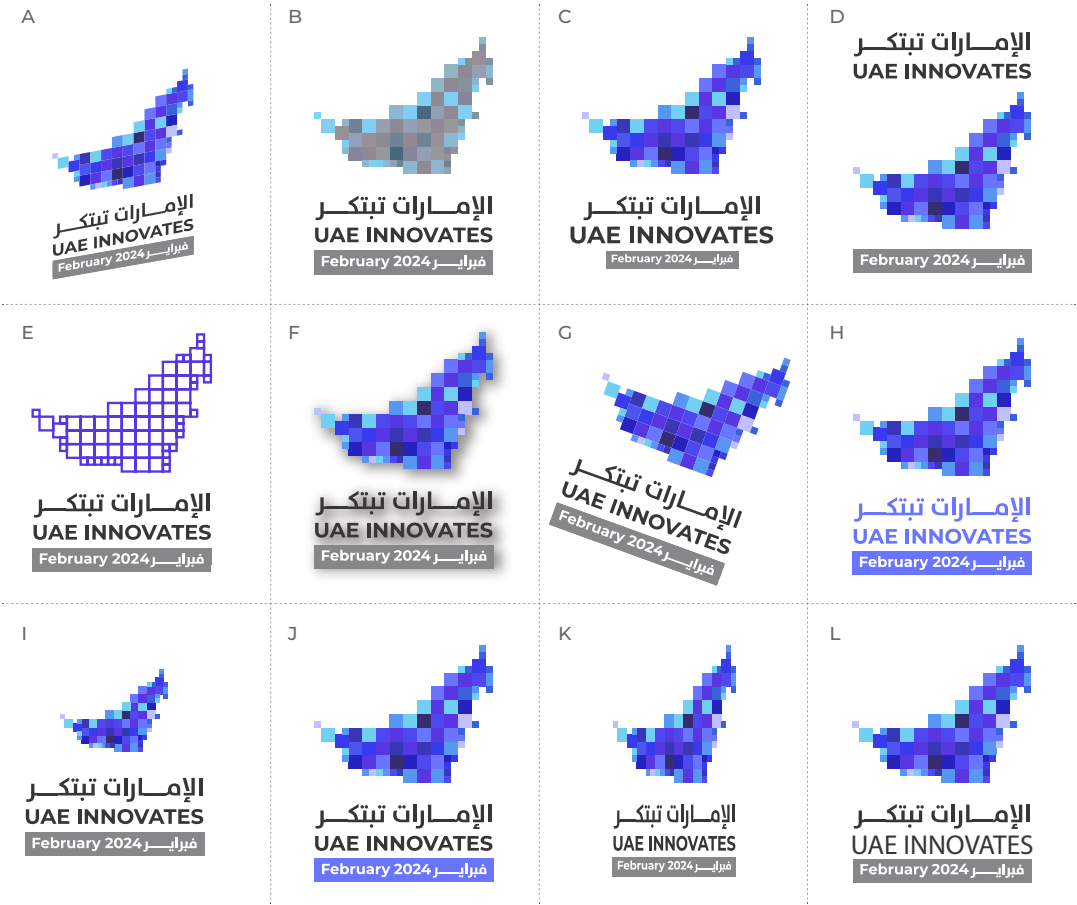
C

LOGO

Improper Logo Treatments

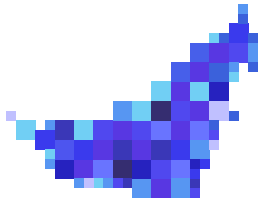
The following examples showcase improper use of the logo. Please make sure to avoid distorting and modifying the logo. Here are some examples:

- A | Do not distort logo perspective
- B | Do not change icon colors
- C | Do not change sizes of fonts
- D | Do not change placement of text
- E | Do not outline icon
- F | Do not add drop shadow to logo
- G | Do not rotate logo
- H | Do not change text color
- I | Do not change size of icon
- J | Do not change color of tagline
- K | Do not stretch logo
- L | Do not change text font



EMIRATE LOGOS

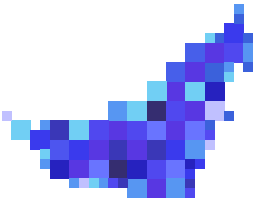
Variation 1 - Vertical Version



الإمارات تبتكر
UAE INNOVATES

ABU DHABI أبو ظبي

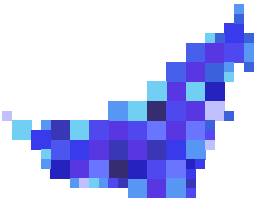
01-07 February · 2024 · 07 فبراير



الإمارات تبتكر
UAE INNOVATES

AJMAN عجمان

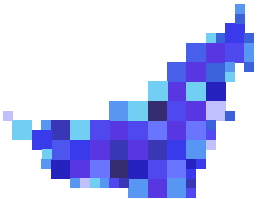
08-14 February · 2024 · 14 فبراير



الإمارات تبتكر
UAE INNOVATES

UMM AL-QUWAIN أم القيوين

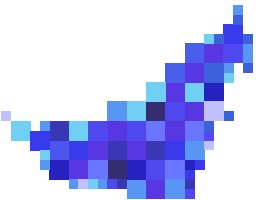
08-14 February · 2024 · 14 فبراير



الإمارات تبتكر
UAE INNOVATES

SHARJAH الشارقة

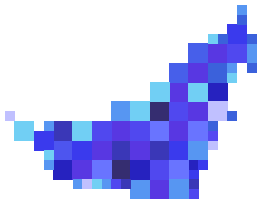
15-21 February · 2024 · 21 فبراير



الإمارات تبتكر
UAE INNOVATES

RAS AL KHAIMAH رأس الخيمة

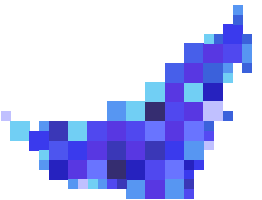
15-21 February · 2024 · 21 فبراير



الإمارات تبتكر
UAE INNOVATES

FUJAIRAH الفجيرة

15-21 February · 2024 · 21 فبراير



الإمارات تبتكر
UAE INNOVATES

DUBAI دبي

22-29 February · 2024 · 29 فبراير

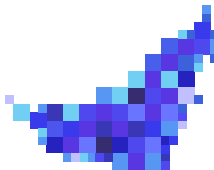
EMIRATE LOGOS

Variation 2 - Horizontal Version

الإمارات تبتكر
UAE INNOVATES

ABU DHABI أبو ظبي

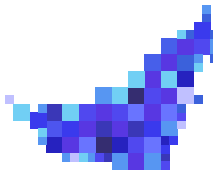
01-07 February · 2024 · 07-01 فبراير



الإمارات تبتكر
UAE INNOVATES

SHARJAH الشارقة

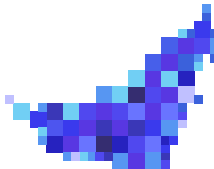
15-21 February · 2024 · 21-15 فبراير



الإمارات تبتكر
UAE INNOVATES

AJMAN عجمان

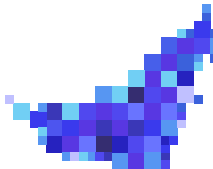
08-14 February · 2024 · 14-08 فبراير



الإمارات تبتكر
UAE INNOVATES

RAS AL KHAIMAH رأس الخيمة

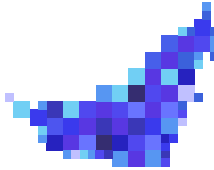
15-21 February · 2024 · 21-15 فبراير



الإمارات تبتكر
UAE INNOVATES

UMM AL-QUWAIN أم القيوين

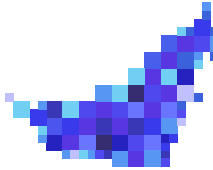
08-14 February · 2024 · 14-08 فبراير



الإمارات تبتكر
UAE INNOVATES

FUJAIRAH الفجيرة

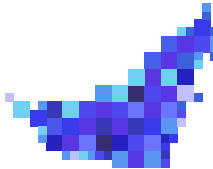
15-21 February · 2024 · 21-15 فبراير



الإمارات تبتكر
UAE INNOVATES

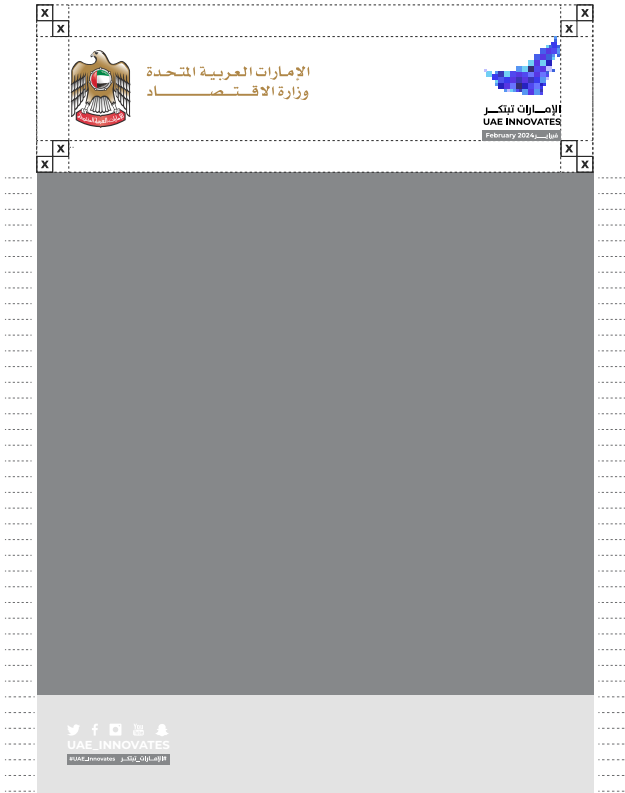
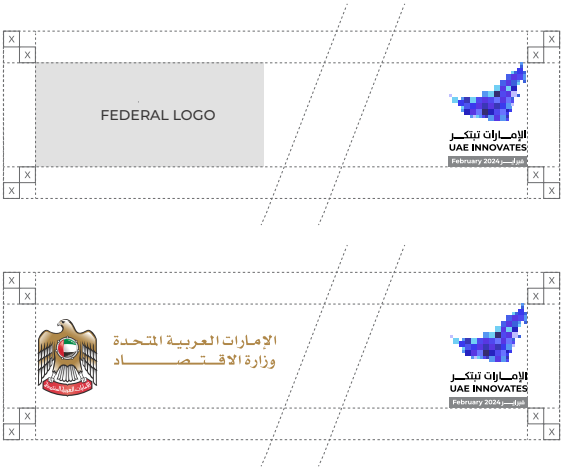
DUBAI دبي

22-29 February · 2024 · 29-22 فبراير



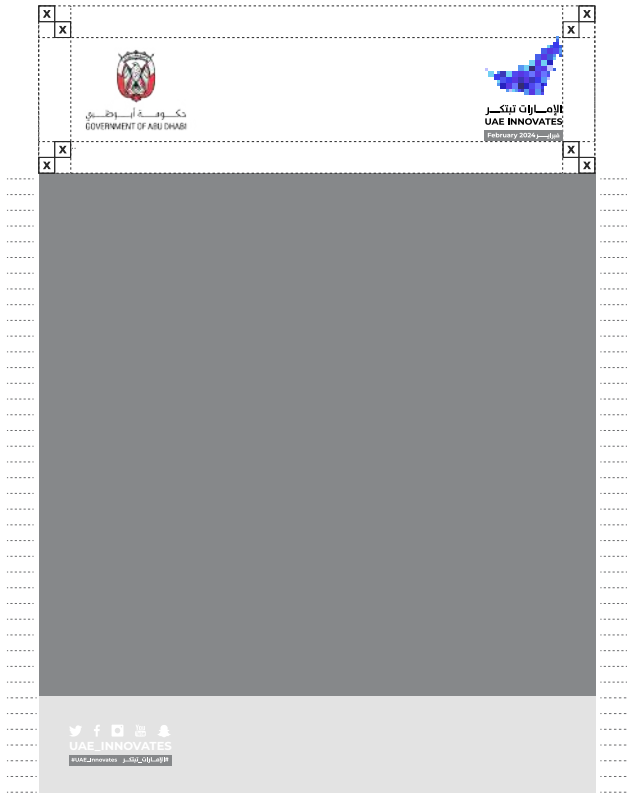
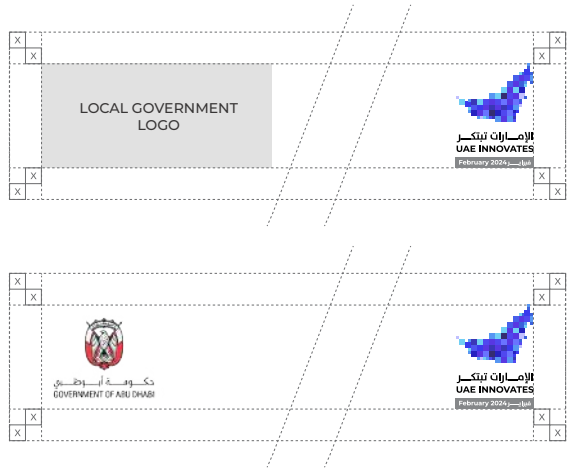
LOGO & FEDERAL LOCK UP

Please ensure that the Federal logos do not enter the space designated for public content. Ensure visual balance in both the headlines and the design.



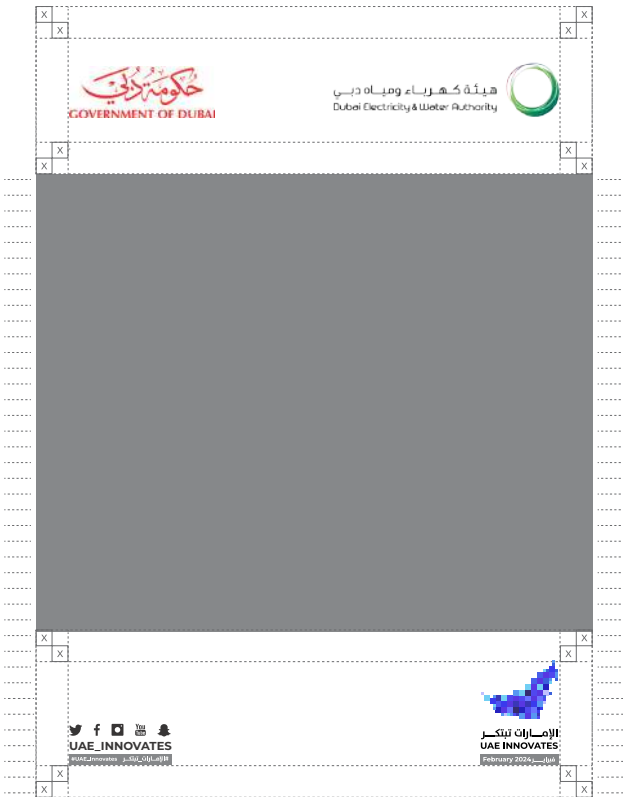
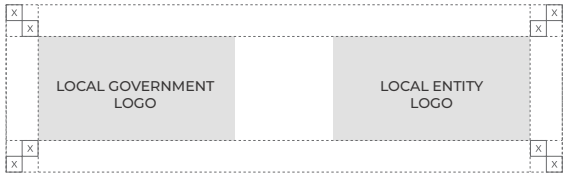
LOGO & LOCAL GOVERNMENT LOCK UP

Please ensure that the Local Government Entity logos do not enter the space designated for public content. Ensure visual balance in both the headlines and the design.



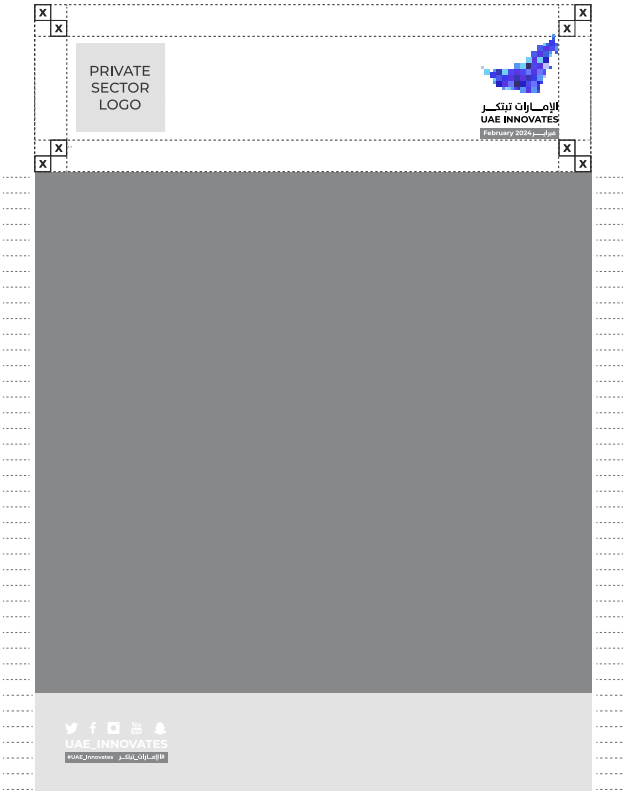
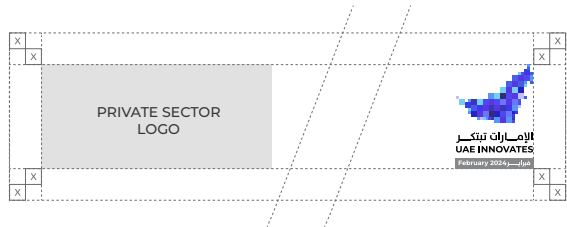
LOGO & LOCAL ENTITY LOCK UP

Please ensure that the Local Entity & Local Government logos do not enter the space designated for public content. The UAE Innovates logo will be placed bottom right. Ensure visual balance in both the headlines and the design.



LOGO & PRIVATE SECTOR LOCK UP

Please ensure that the Private Sector logos do not enter the space designated for public content. Ensure visual balance in both the headlines and the design.



4.0 | TYPOGRAPHY

TYPOGRAPHY - English | Text Font

The following fonts are the official primary typography fonts in English for the UAE Innovates logo. These fonts will be used in all official prints, ads, and websites. They are simple and readable and available on all types of computers around the world.

AaBbCc123456&@>%*

Montserrat Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%^&*()

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%^&*()

Montserrat Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%^&*()

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%^&*()

TYPOGRAPHY - English | Display Font

The following fonts are the official display typography fonts in English for the UAE Innovates logo. These fonts will be used in all official prints, ads, and websites. They are used for headlines or minimal sentences. Do not use for body text.

AaBbCc123456&@>%*

Press Start 2P

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%~&*()

TYPOGRAPHY - Arabic | Text Font

The following fonts are the official primary typography fonts in Arabic for the UAE Innovates logo. These fonts will be used in all official prints, ads, and websites. They are simple and readable and available on all types of computers around the world.

Notice: Kindly make sure that all numerical are printed in Latin characters using the English keyboard

ا ب ت ث ج ح خ 123456 * % > @ &

The Sans Light

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
1234567890@#%&*()

The Sans Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
1234567890@#%&*()

The Sans Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
1234567890@#%&*()

The Sans Extra Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
1234567890@#%&*()

TYPOGRAPHY - Arabic | Display Font

The following fonts are the official display typography fonts in Arabic for the UAE Innovates logo. These fonts will be used in all official prints, ads, and websites. They are used for headlines or minimal sentences. Do not use for body text.

Notice: Kindly make sure that all numerical are printed in Latin characters using the English keyboard

ا ب ت ث ج ح خ ا ء ة و ی

Raqami

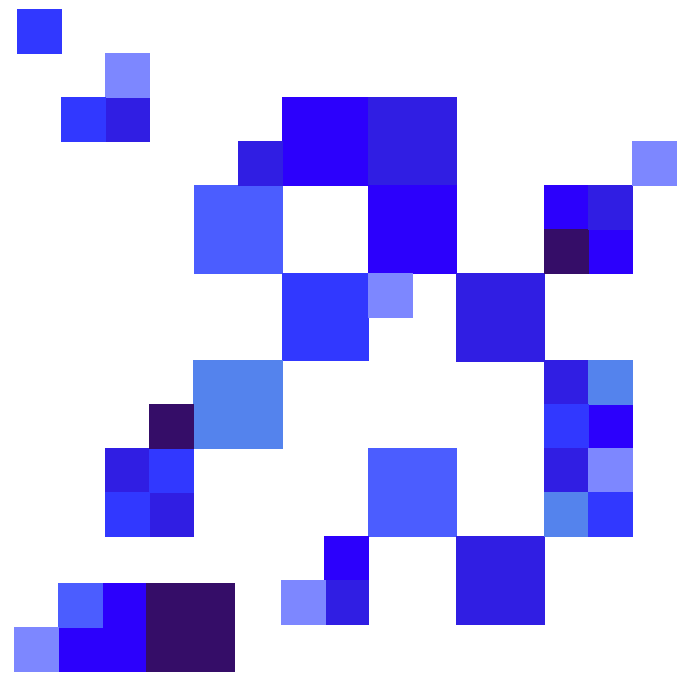
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ی
1234567890

5.0 | GRAPHIC ELEMENTS

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GRAPHIC ELEMENTS - Pattern

The pattern is made up of multiple blocks, small and big. This pattern is easy to use and customizable according to your needs. Whether you use it in its entirety or only parts of it, the variations are endless.



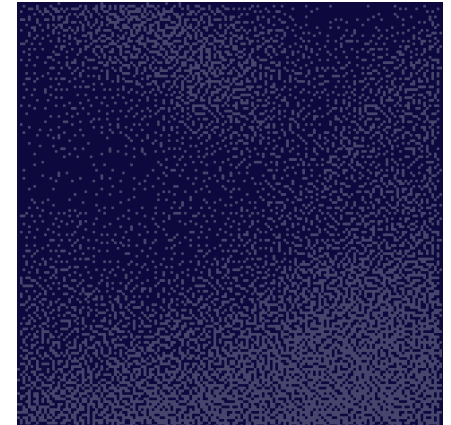
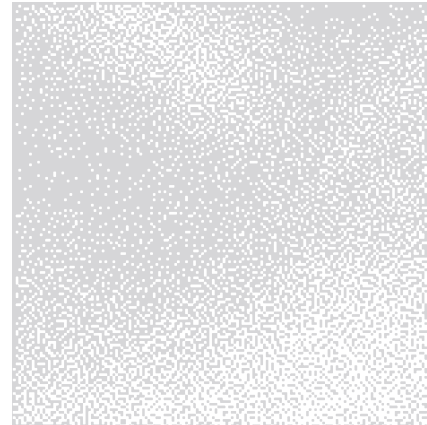
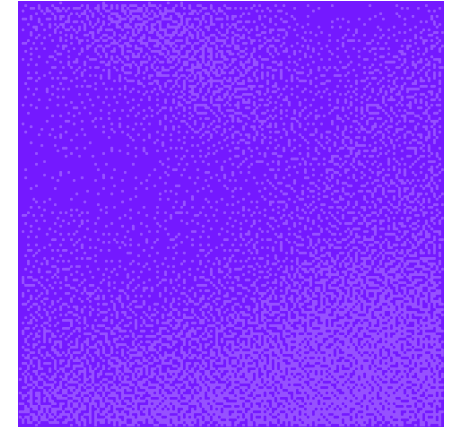
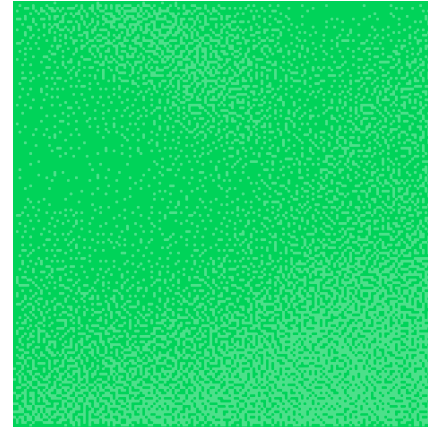
GRAPHIC ELEMENTS - Pattern

The images on the right showcase how the pattern can be used.



GRAPHIC ELEMENTS - Backgrounds

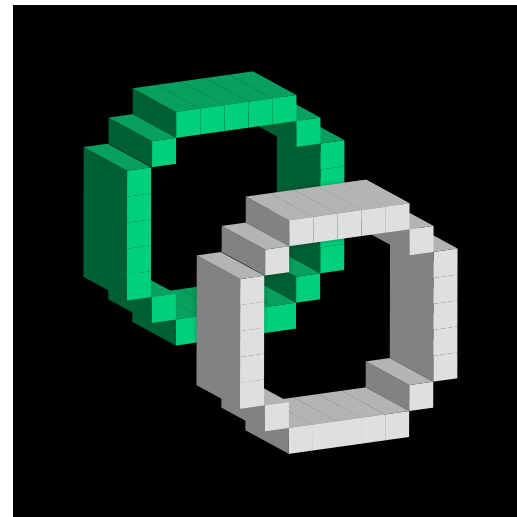
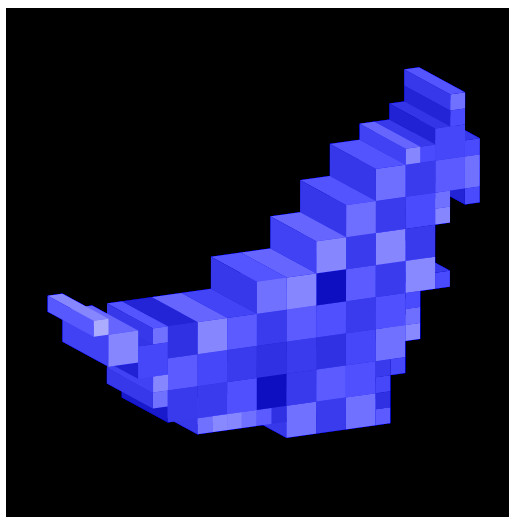
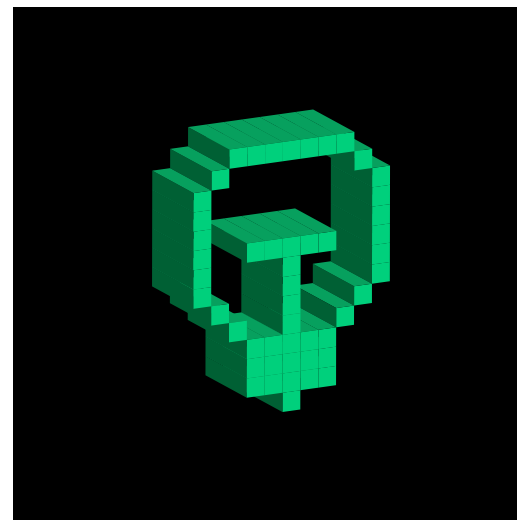
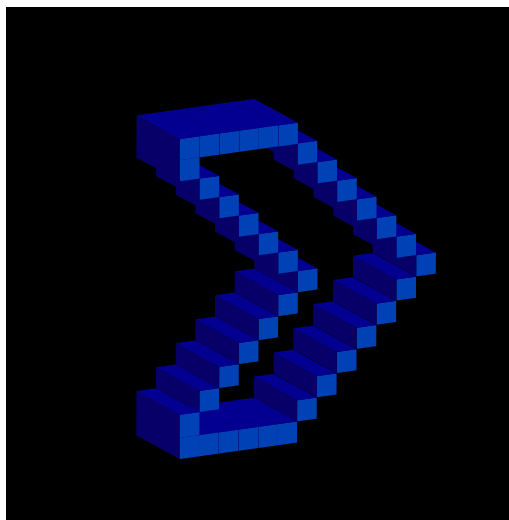
The images on the right showcase different background colors that can be used.



GRAPHIC ELEMENTS - 3D Elements

The 3D elements are made initially from the icons of the brand then transformed into 3D elements to add on the brand an enjoyable feel. It reminds people of being innovative and creative in different ways starting from 3D shapes to abstract ideations.

The 3D elements can be used on social media to break the monotony and give a pop feel to it.



6.0 | ICONS & ILLUSTRATIONS

ICONS - Emirates

The icon style is inspired from the initial logo and it follows the same direction of it.

The icons are made from blocks to give a technology vibe to the look and feel of the brand.

The icons can be used on different platforms (online and offline). They can be used on social media posts or stickers on laptops or phones. The icons are usually fun elements to make the brand modern, festive, fun and enjoyable.



ABU DHABI



SHARJAH



AJMAN



UMM-AL QUWAIN



RAS AL KHAIMAH



FUJAIRAH



DUBAI

ICONS - Emirates & Dates

The icon style is inspired from the initial logo and it follows the same direction of it.

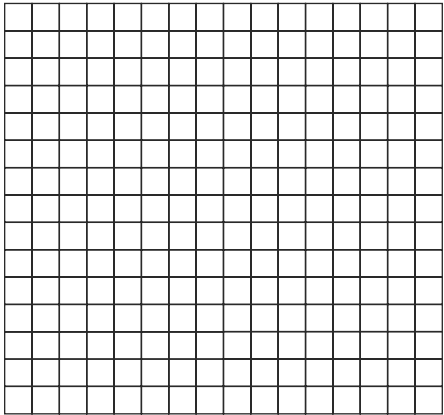
The icons are made from blocks to give a technology vibe to the look and feel of the brand.

The icons can be used on different platforms (online and offline). They can be used on social media posts or stickers on laptops or phones. The icons are usually fun elements to make the brand modern, festive, fun and enjoyable.



ILLUSTRATION STYLE

The illustration style is made up of 2 block sizes, multiple colors (same as the logo) and follow a grid system. Big blocks are made of 4 small blocks and the small block are made of one.



BIG BLOCK

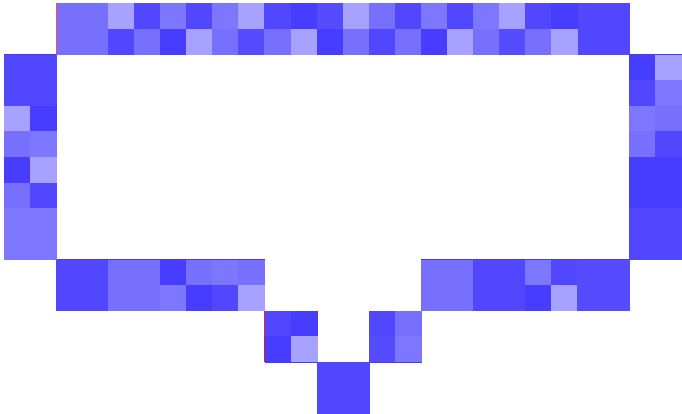
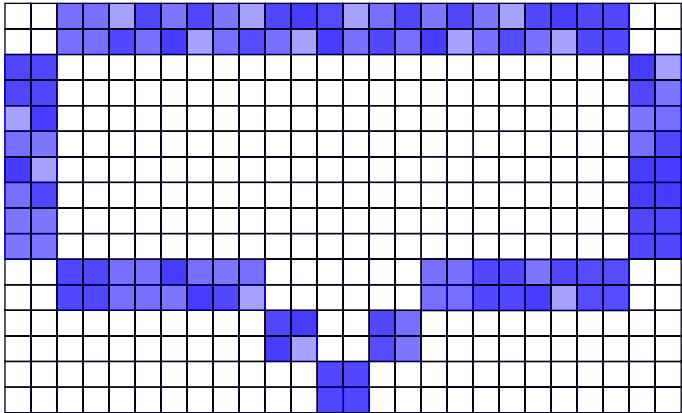


SMALL BLOCK

GRID SYSTEM

ILLUSTRATION STYLE

An example of an illustrations would look like this.



7.0 | PHOTOGRAPHY LOOK & FEEL

PHOTOGRAPHY STYLE - People

It's important to showcase the human element in your visuals since it reflects a more personal connection with the end target.

When selecting images with humans in them, ensure that the images are:

Uncluttered

Clean up the surrounding and remove random objects that may obstruct the general feel of the image.

Colors

Make sure the colors of the image you are using are coherent with the whole look and feel of the brand. Retouch photos if needed.

The Subject

Make sure to take images where people aren't posing, this will reflect more genuinely across your mediums.

Framing

Images should be zoomed in when showing interaction between people or if you are capturing a specific emotion. This will ensure that the focal point is your subject rather focusing on other distracting elements that may be in your photo.

Connect



Inspire



Emotion



PHOTOGRAPHY STYLE - Landmarks

Due to the strong link between innovation and the Emirates, showcasing the iconic landmarks of every Emirate is quite important.

When selecting images of landmarks ensure that the images are:

Uncluttered

Clean up the surrounding and remove random objects that may obstruct the general feel of the image.

Colors

Always use black and white photos when selecting images for landmarks.

The Landmark

Make sure to take images where the landmarks don't have any cluttered surroundings ie. construction nearby etc.. If necessary remove the background or clean up the image.

Framing

Images shouldn't be too zoomed in or too zoomed out.



PHOTOGRAPHY STYLE - Technology

Technology is a very important aspect of the brand. Hence choosing the right images makes all the difference.

When selecting images of technology ensure that the images are:

Uncluttered

Clean up the surrounding and remove random objects that may obstruct the general feel of the image.

Colors

Make sure the colors of the image you are using are coherent with the whole look and feel of the brand. Retouch photos if needed.

The Subject

Make sure the images you are using are impactful, images should hint at technology rather than have a very mechanical feel to it.

Framing

Images shouldn't be too zoomed in or too zoomed out.



8.0 | APPLICATIONS

NEWSPAPER AD - Vertical

LOGO

LOGO

HEADLINE & SUBTITLE

IMAGE + GRADIENT

SOCIAL MEDIA

الإمارات نوّكر
UAE INNOVATES
فبراير 2024

UAE
INNOVATION
MONTH

February 2024

SOCIAL MEDIA

NEWSPAPER AD - Horizontal

LOGO

LOGO

الإمارات تبتكر
UAE INNOVATES
فبراير 2024

UAE
INNOVATION
MONTH
February 2024

HEADLINE &
SUBTITLE

IMAGE +
GRADIENT

SOCIAL MEDIA

UAE_INNOVATES
#UAE_Innovates الإمارات تبتكر

EVENTS - Backdrop & Podium



EVENTS - Backdrop & Podium with Entity Lockup



EVENTS - Flag



SM Platforms - Hashtag & SM Handle Lockup



SM Platforms - Instagram



PROFILE PICTURE



HIGHLIGHTS

SM Platforms - Facebook

PROFILE PIC



COVER PHOTO

SM Platforms - Twitter

COVER PHOTO



PROFILE PIC

SM Platforms - Youtube

COVER PHOTO



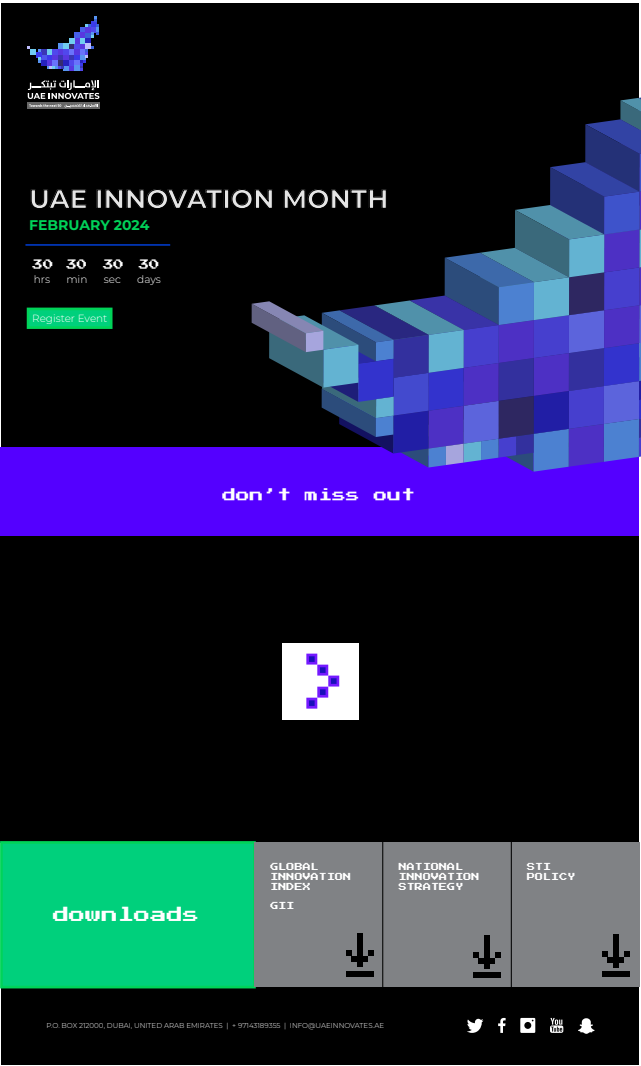
PROFILE PIC

SM Platforms - Snapchat



PROFILE PICTURE

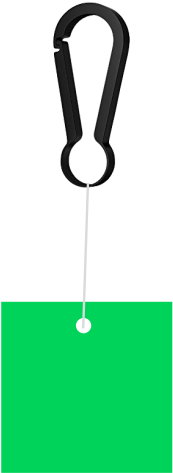
Website



Merchandise



Giveaways - Tote Bag & Keychain



Giveaways - T-shirt with Acrylic Square



Giveaways - Phone Accessories



Outdoor Branding

LAMP POST
SIZE 250CM X 900 CM



ROLLUP
SIZE 200MM X 900MM



MEGACOM
SIZE 3300CM X 2600CM



BILLBOARD
SIZE 1200CM X 580CM



PERIMETER HOARDING
SIZE 10000CM X 2600CM

THANK YOU