Brand toolkit
Abu Dhabi Customer Experience

أبوظبي
لتجربة المتعاملين

ABU DHABI
CUSTOMER EXPERIENCE

Introduction

This document serves as the official brand toolkit for the Abu Dhabi Customer Experience brand. It demonstrates the visual and verbal identity of the brand and the appropriate ways to use it.

The guidelines contained here are intended to inspire your creativity, not limit it. Use this document as a starting point to soak in the foundations of the brand, serving as the ideal springboard for developing branded materials.

Logos

2.0
Verification mark

Verification Mark

2.0 Symbol

A reference mark.
A symbol to highlight and to draw
attention to the many experiences, and
the ultimate experience we are working to
build.
This symbol is the verification mark of a
job well done.

Verification Mark

2.0 Symbol construction

①

THE REFERENCE MARK

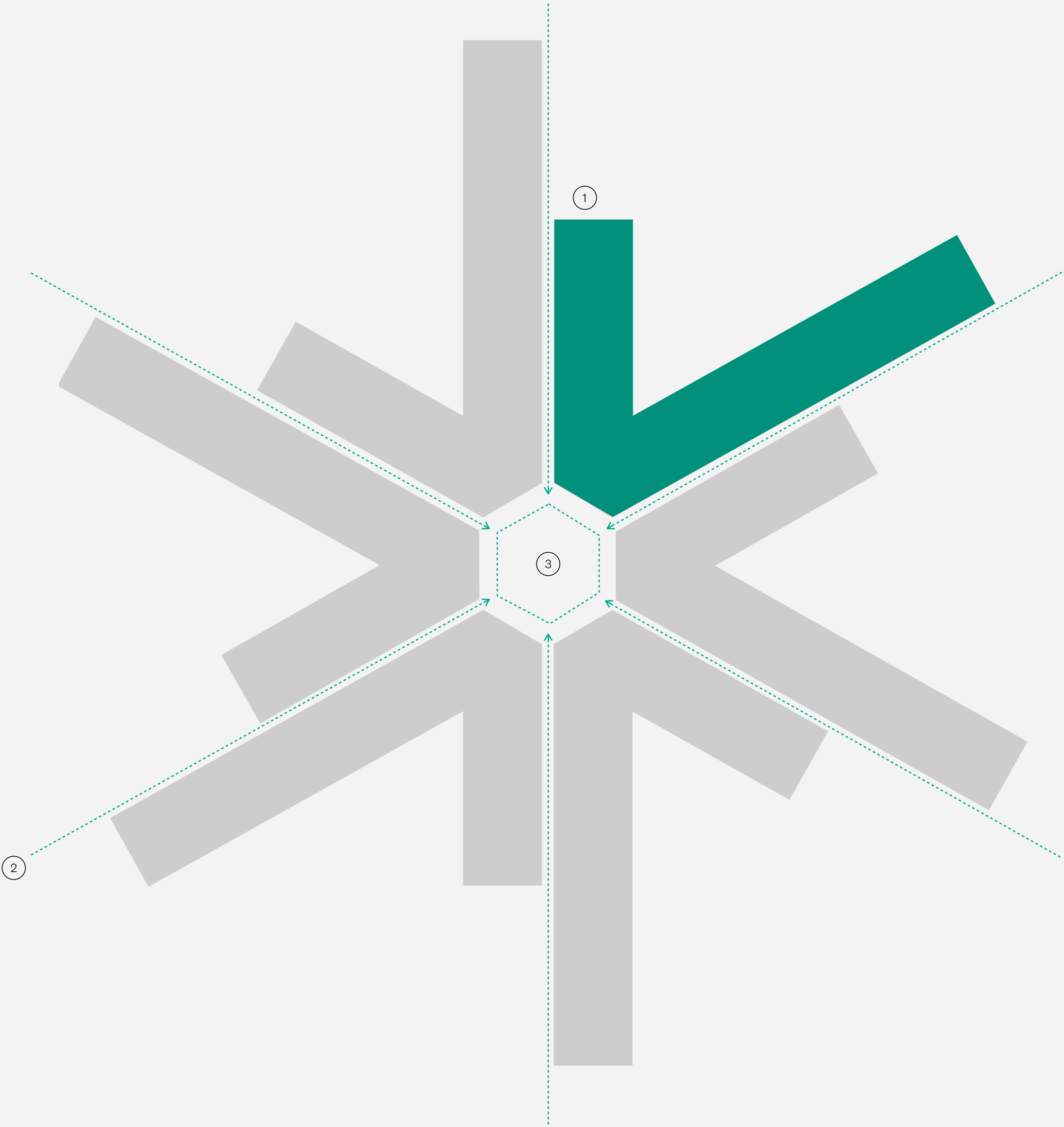Starting with a tick mark we build a unique symbol that represents a task well-done.

②

SHARED PATH

ADCX is guiding the way, moving together towards a shared path of excellence.

③

CONNECTION

Community, creation, connection and balance are just a few of the feelings evoked by Hexagon symbols.
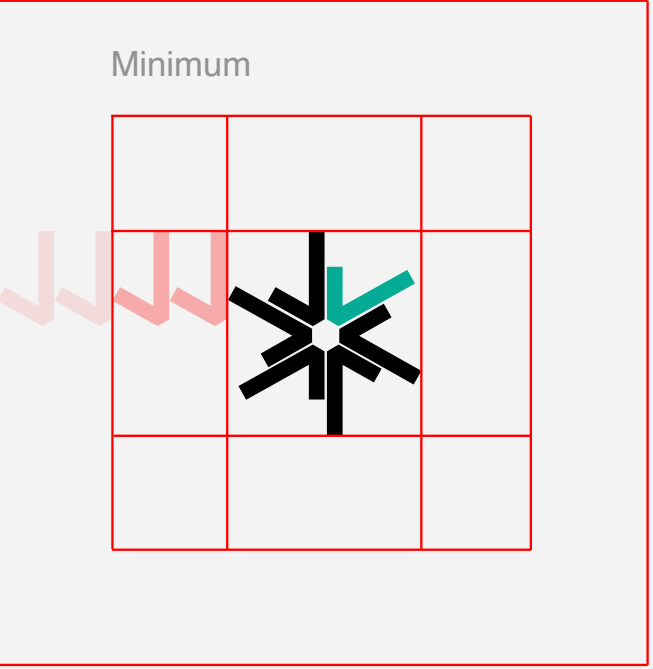
Verification Mark

2.0.1 Symbol minimum size and clearspace

Clearspace

Graphics/ objects must not penetrate the clear area. Always use the shortest part of the symbol to find the proper safe area.

Suggested

Minimum

Minimum size

The symbol must be applied at a minimum of 150px in digital and 6mm in print.

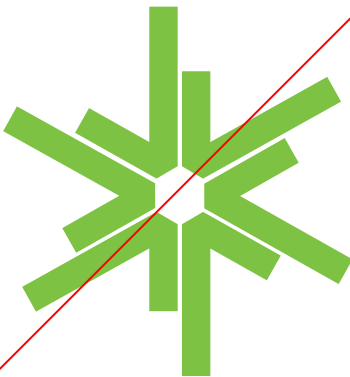150px
6mm

Verification Mark

2.0.2 Symbol misuse

Do not rotate, stretch, change colors,
remove or add elements and effects.
Do not use logo and symbol together.

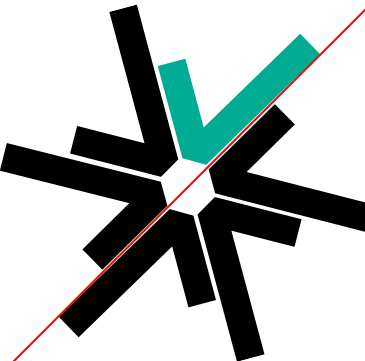Note the color and background contrast.

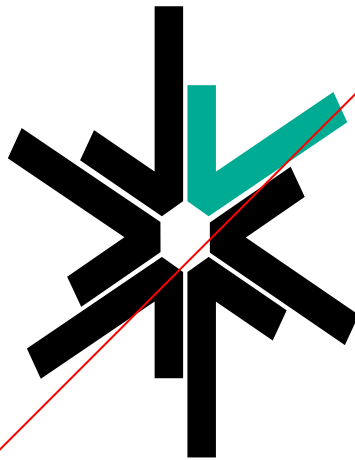Do not add effects to the symbol.
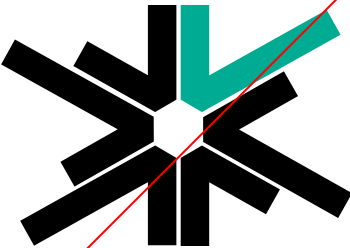
Do not change the color of the symbol.

Do not rotate the symbol.

Do not stretch the symbol.

Do not crop into the symbol or display it partially.
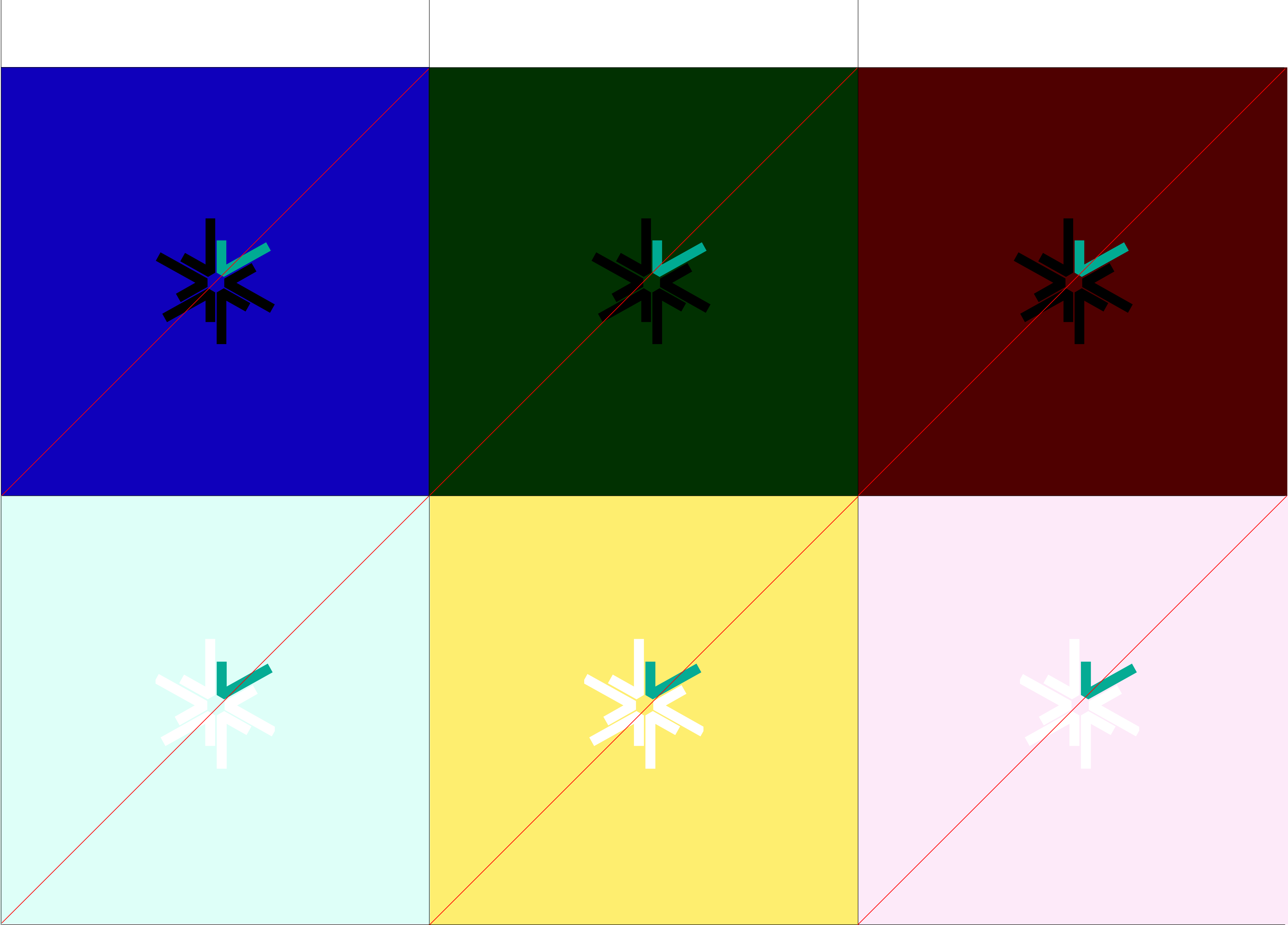
Do not rearrange the symbol.

Verification Mark

2.0.3 Symbol misapplications

<u>Do not</u> use the symbol with
low background contrast.

Logos

2.1
Mother-brand

Mother-brand

2.1 Logo

Our most recognizable brand element is our lockup. It is the structured relationship between the symbol and the typography.

It reflects the conceptual properties of the brand, its formal qualities express our identity and commitment to CX.

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Mother-brand

2.1.1 Minimum size and clearspace

Suggested

Minimum

Clearspace

Graphics/ objects must not penetrate the
clear area. Always use the shortest part
of the symbol to find the proper safe area.

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Minimum size

The small size logo must be
applied at a minimum of 200px
wide in digital and 35mm in print.

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200px / 35mm

Mother-brand

2.1.2 Misuse

<u>Do not</u> rotate, stretch, change colors, remove or add elements and effects.
<u>Do not</u> use logo and symbol together.

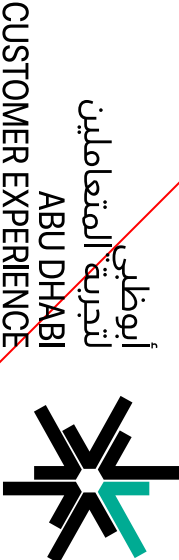Note the color and background contrast.

Do not add effects to our logo.
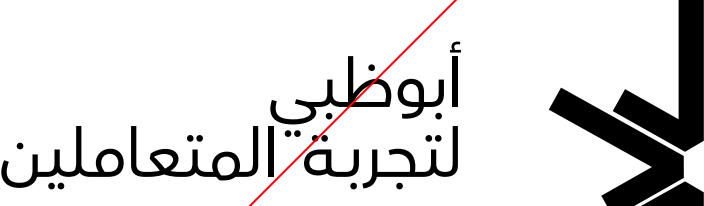

Do not change the color of our logo.

Do not rotate our logo.

Do not stretch our logo.

Do not crop into the logo or display it partially.
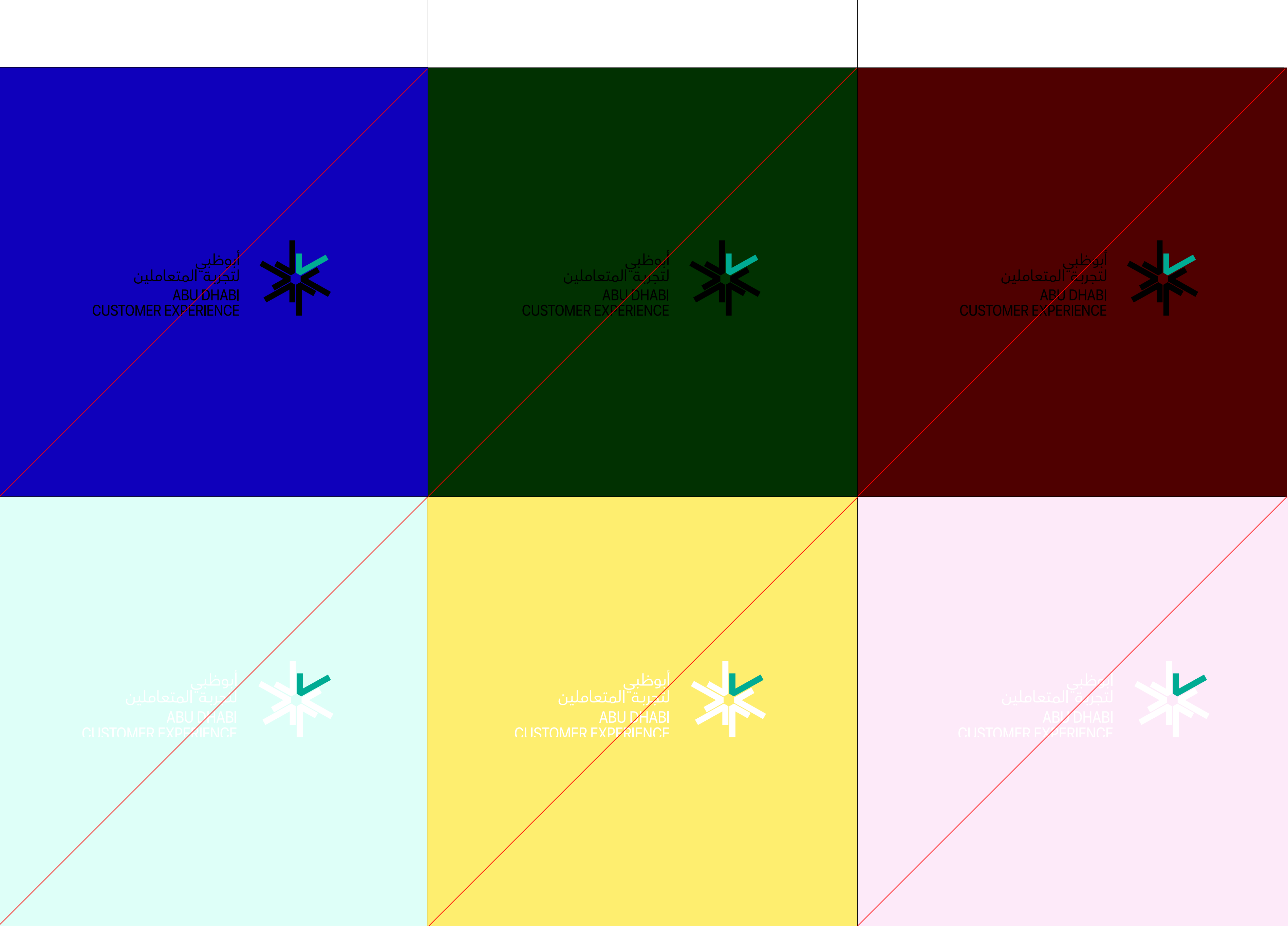

Do not rearrange our logo.

Mother-brand

2.1.3 Misuse background behavior

Do not use the logo with
low background contrast.
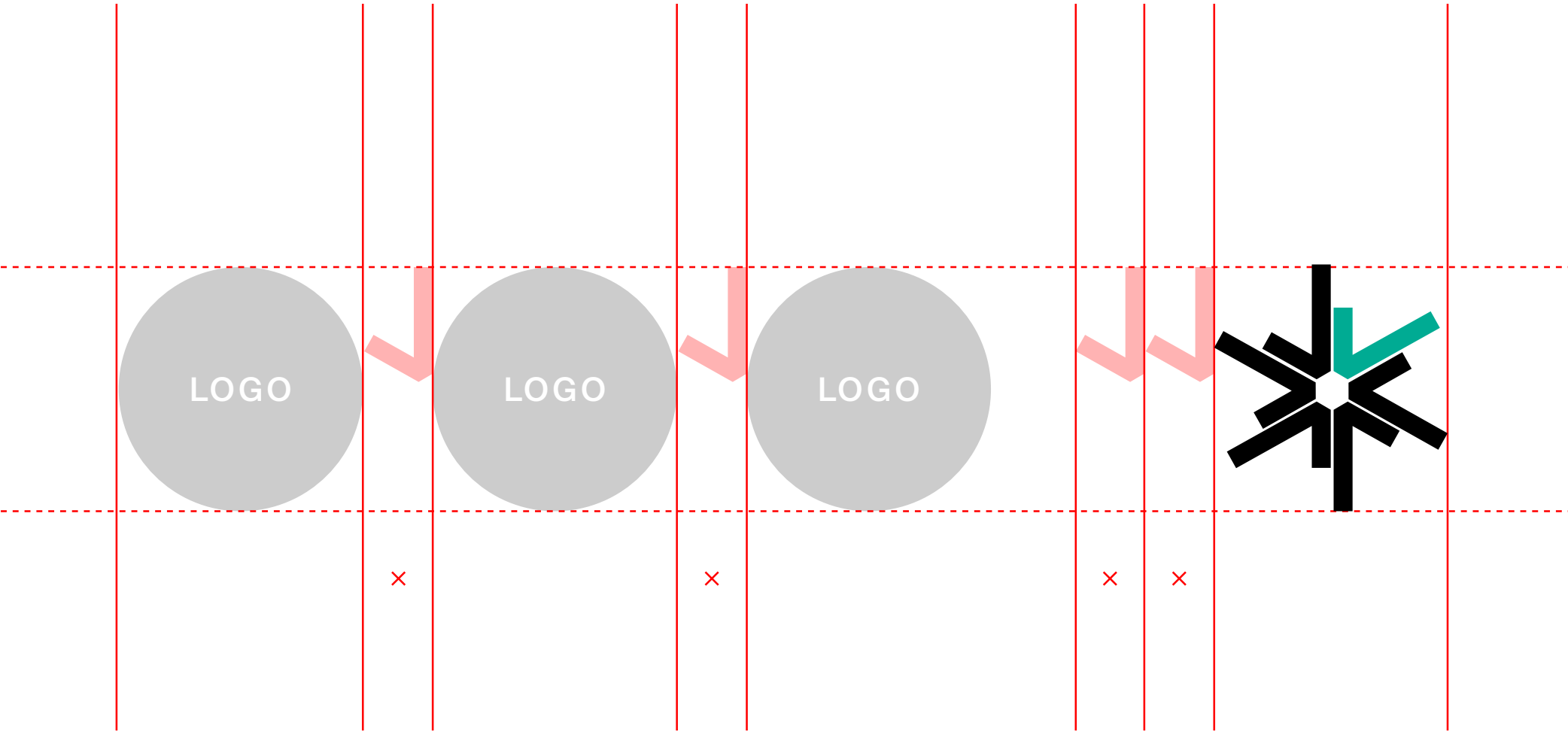
Logos

2.3
Co-branding

Co-branding

2.3. Rules

This chapter is dedicated to navigating the complexities of co-branding scenarios while still maintaining the brand's prominence.
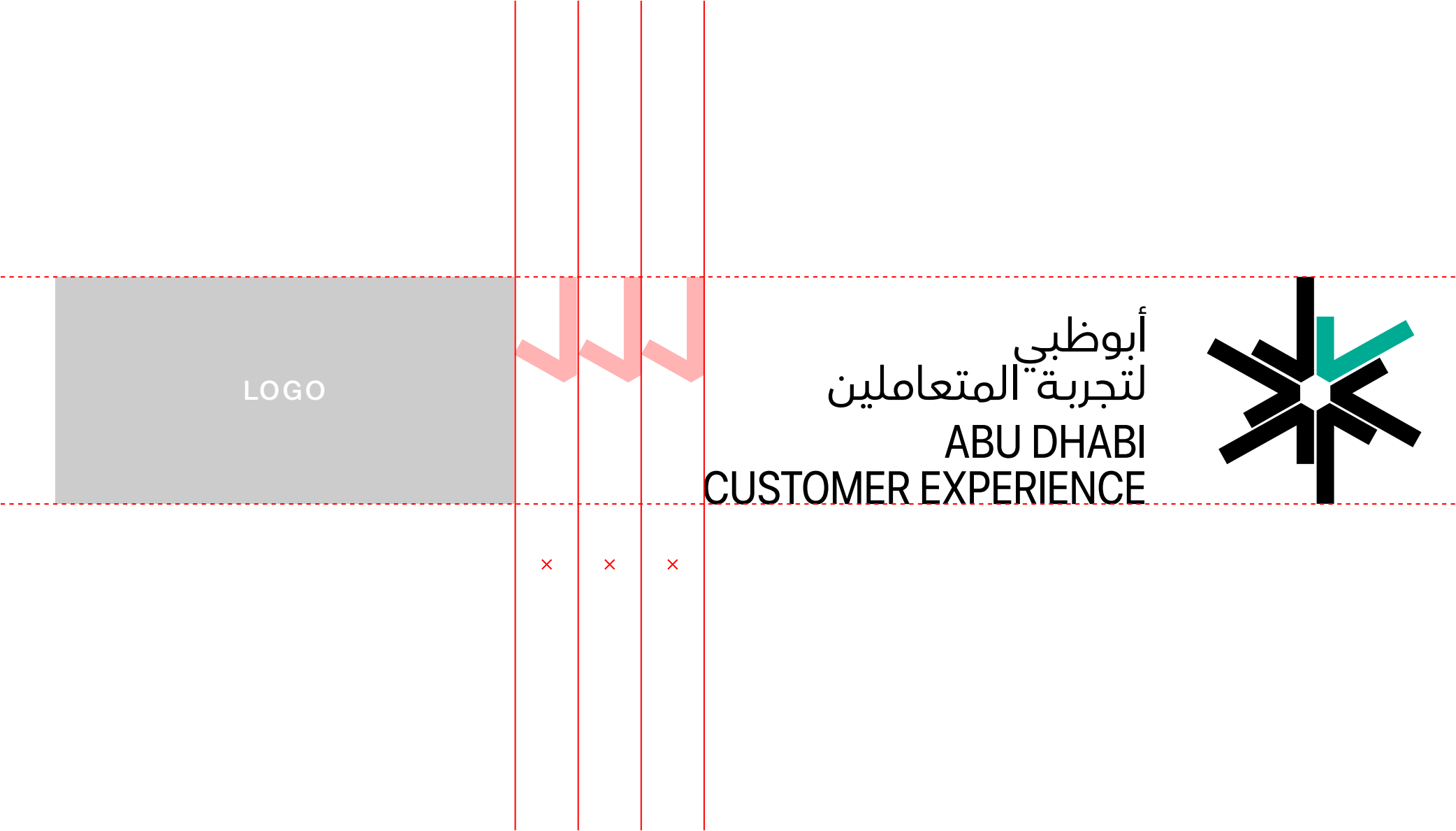
Verification Mark

Using the shortest part of the symbol to find the proper safe area, use two lengths of the distance to separate between other entity symbols.

Mother-brand

Using the shortest part of the symbol to find the proper safe area, use three lengths of the distance to separate between other entity logos.
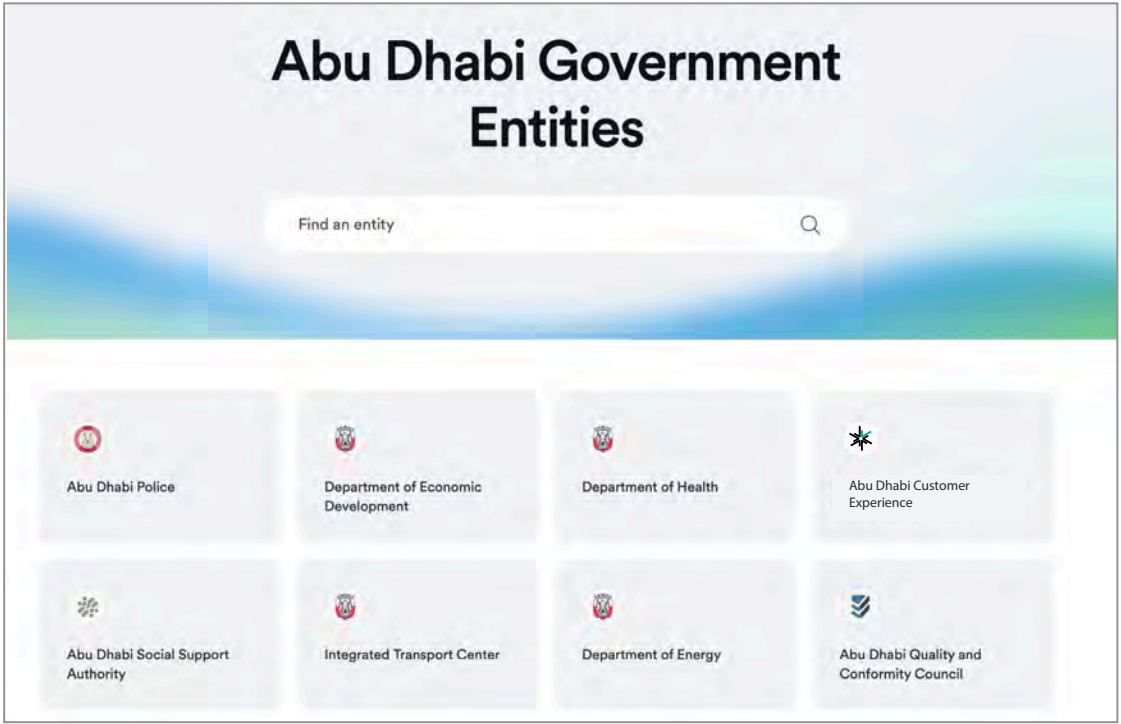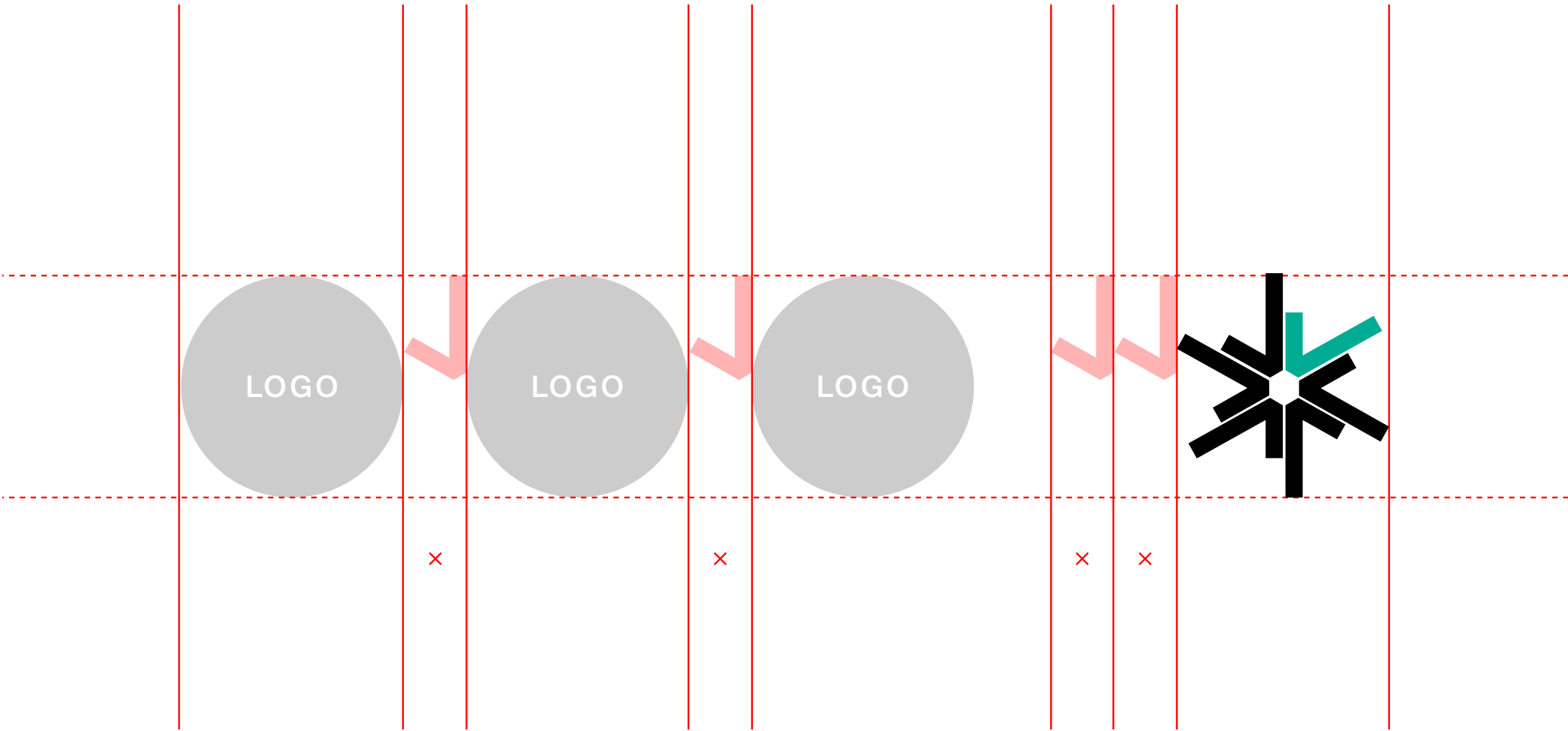
Co-branding

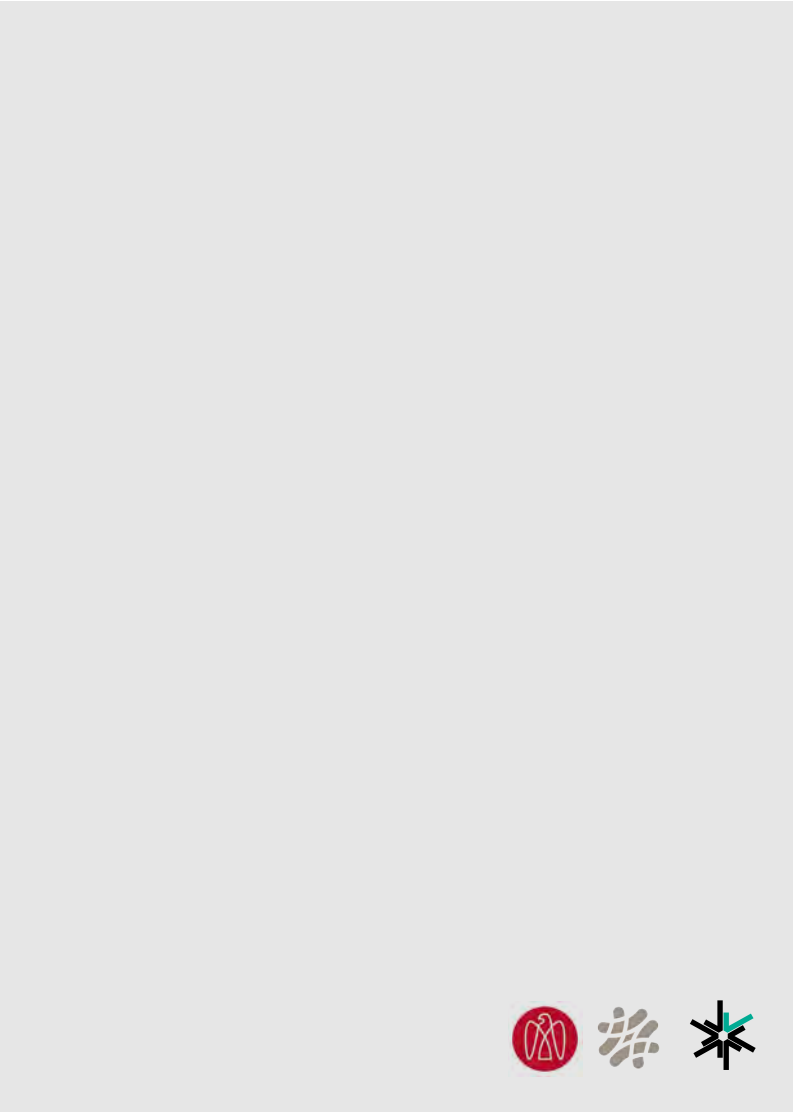2.3.1 Verification mark
      co-branding

The shortest part of the symbol serves as a spacing unit (X) that will inform you where to place the remaining logos.

Using the verification mark in co-branding only occurs with external partners.

Place the logo at the bottom, opposite to the main brand's logo.
Always respect the brand grid, the clear space, and a safe margin.

LOGO   LOGO   LOGO

×   ×   ×   ×

Abu Dhabi Government Entities

Find an entity

|			
Abu Dhabi Police	Department of Economic Development	Department of Health	Abu Dhabi Customer Experience
Abu Dhabi Social Support Authority	Integrated Transport Center	Department of Energy	Abu Dhabi Quality and Conformity Council

Application examples
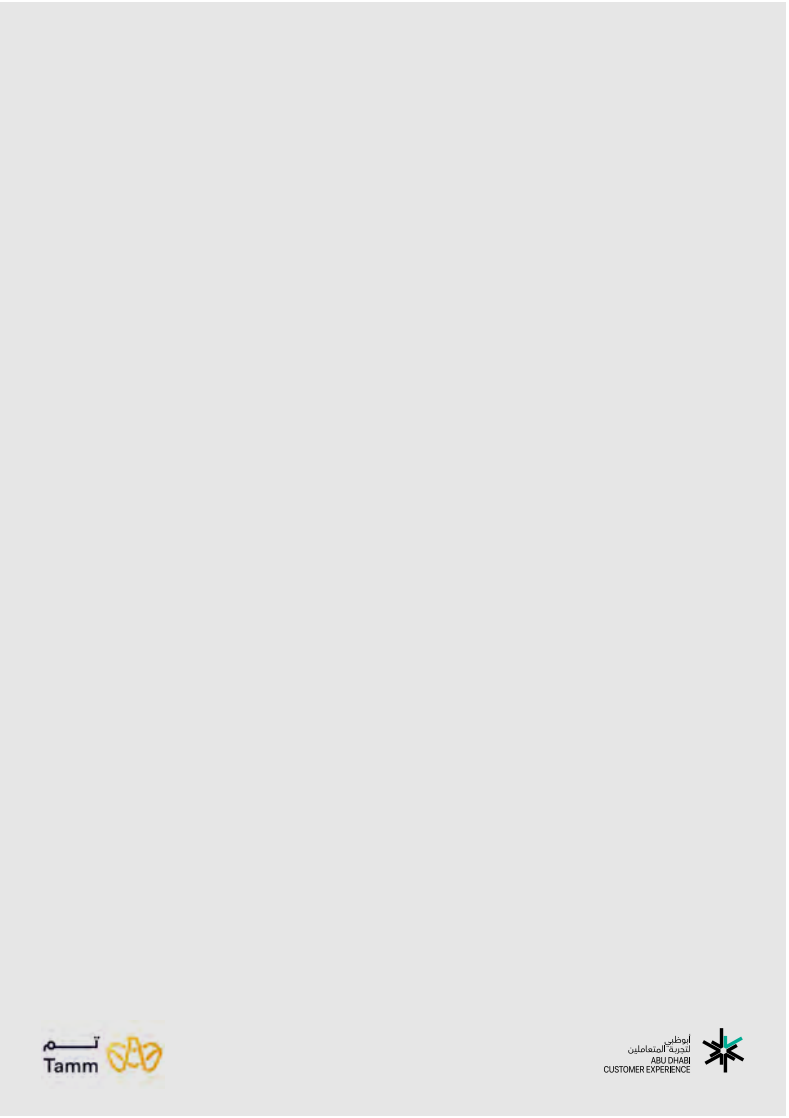
Co-branding

2.3.2 Mother-brand
       co-branding / external

The shortest part of the symbol serves as a spacing unit (X) that will inform you where to place the remaining logos.

When co-branding with external entities, ensure the ADCX brand is always in the right corner with co-brands at an equally spaced distance.
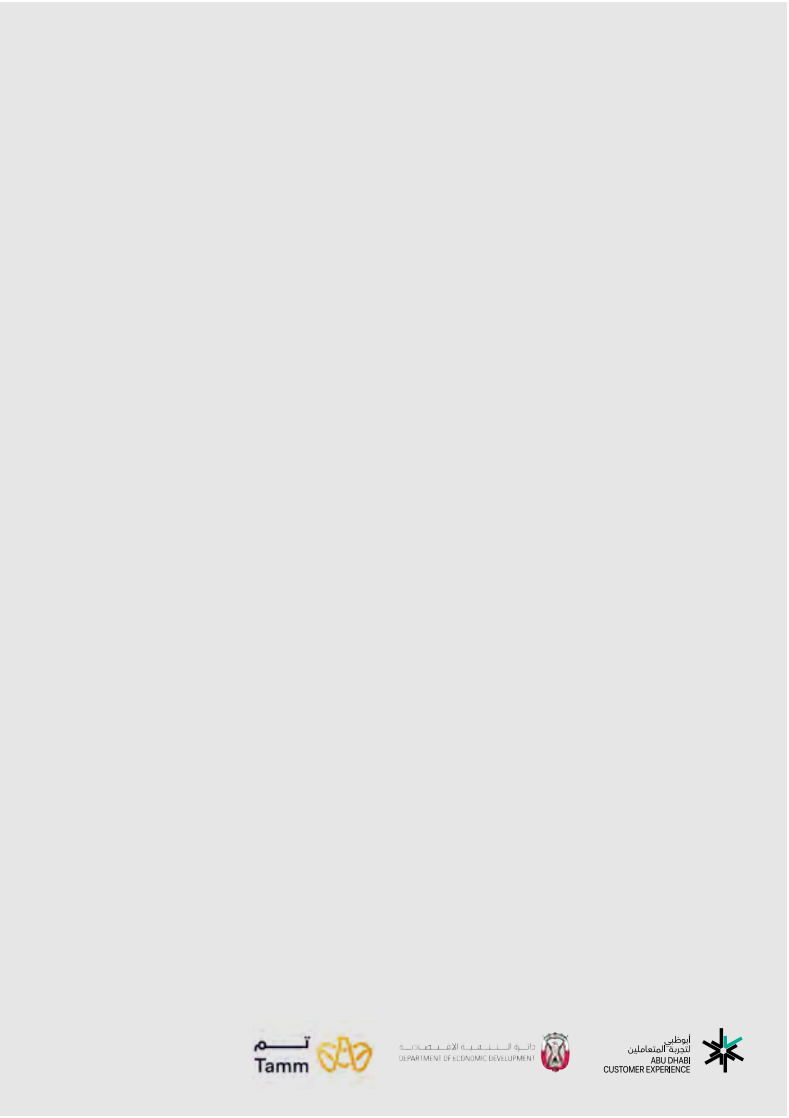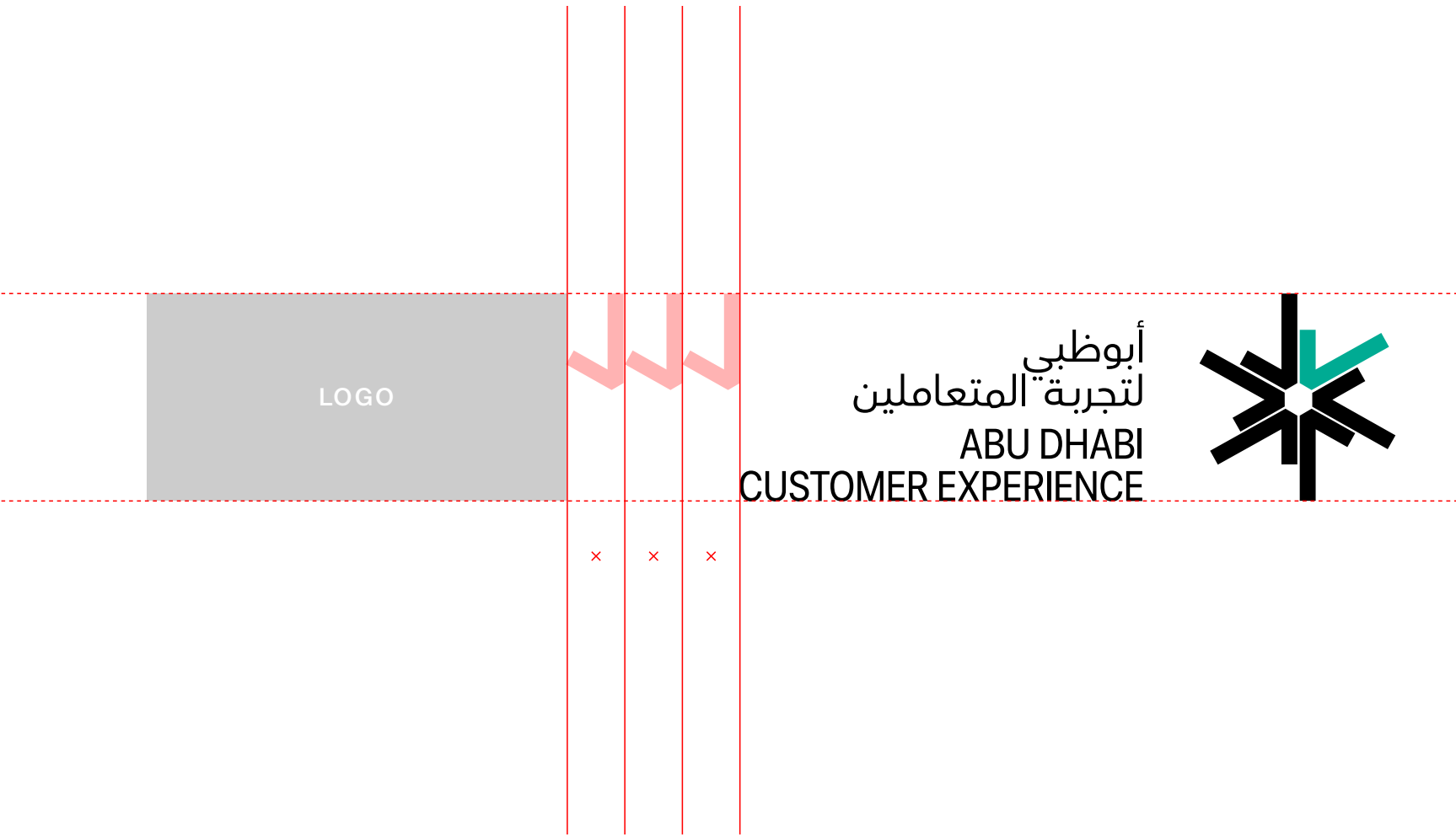
Multiple co-branding

Single co-branding

Co-branding

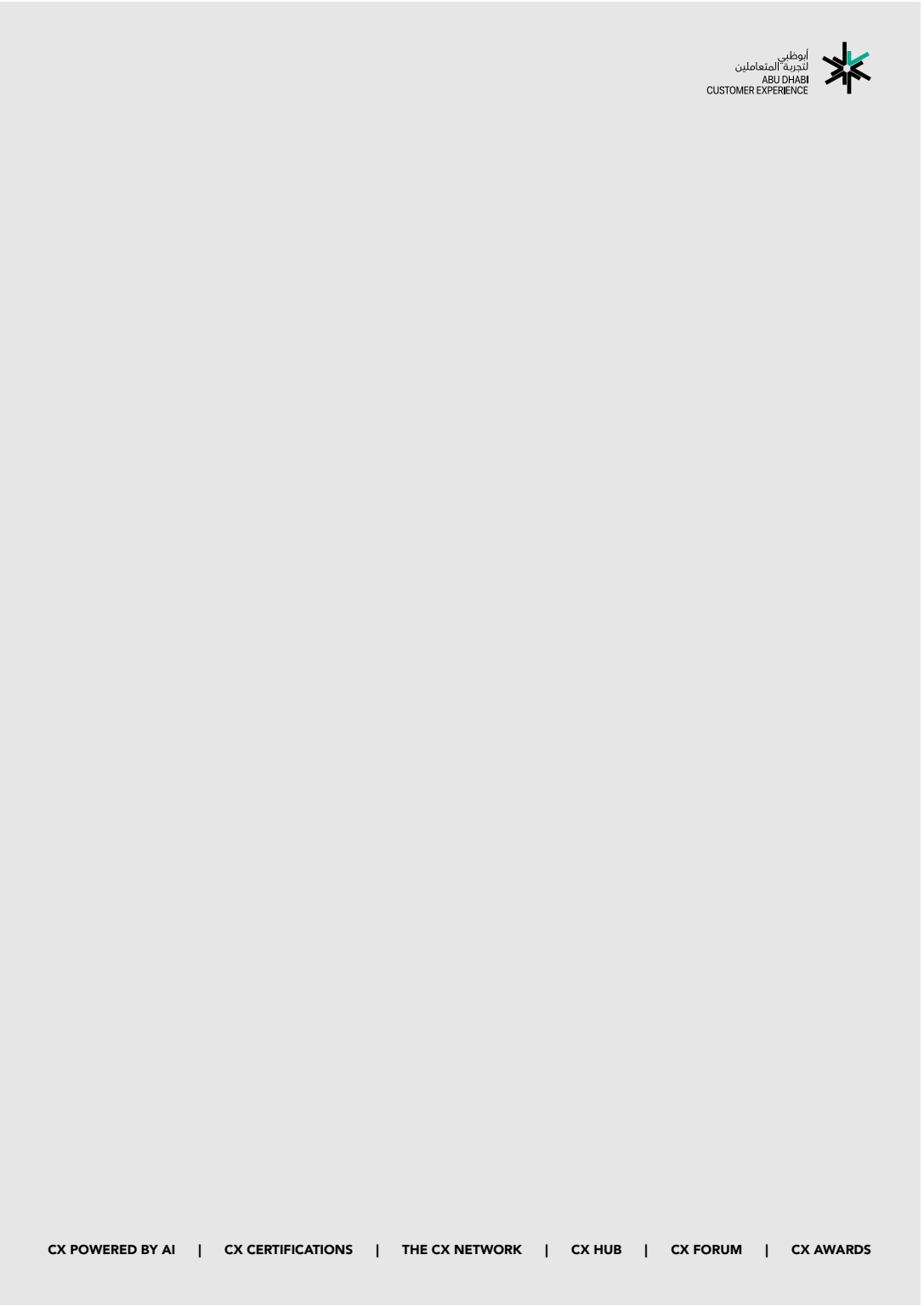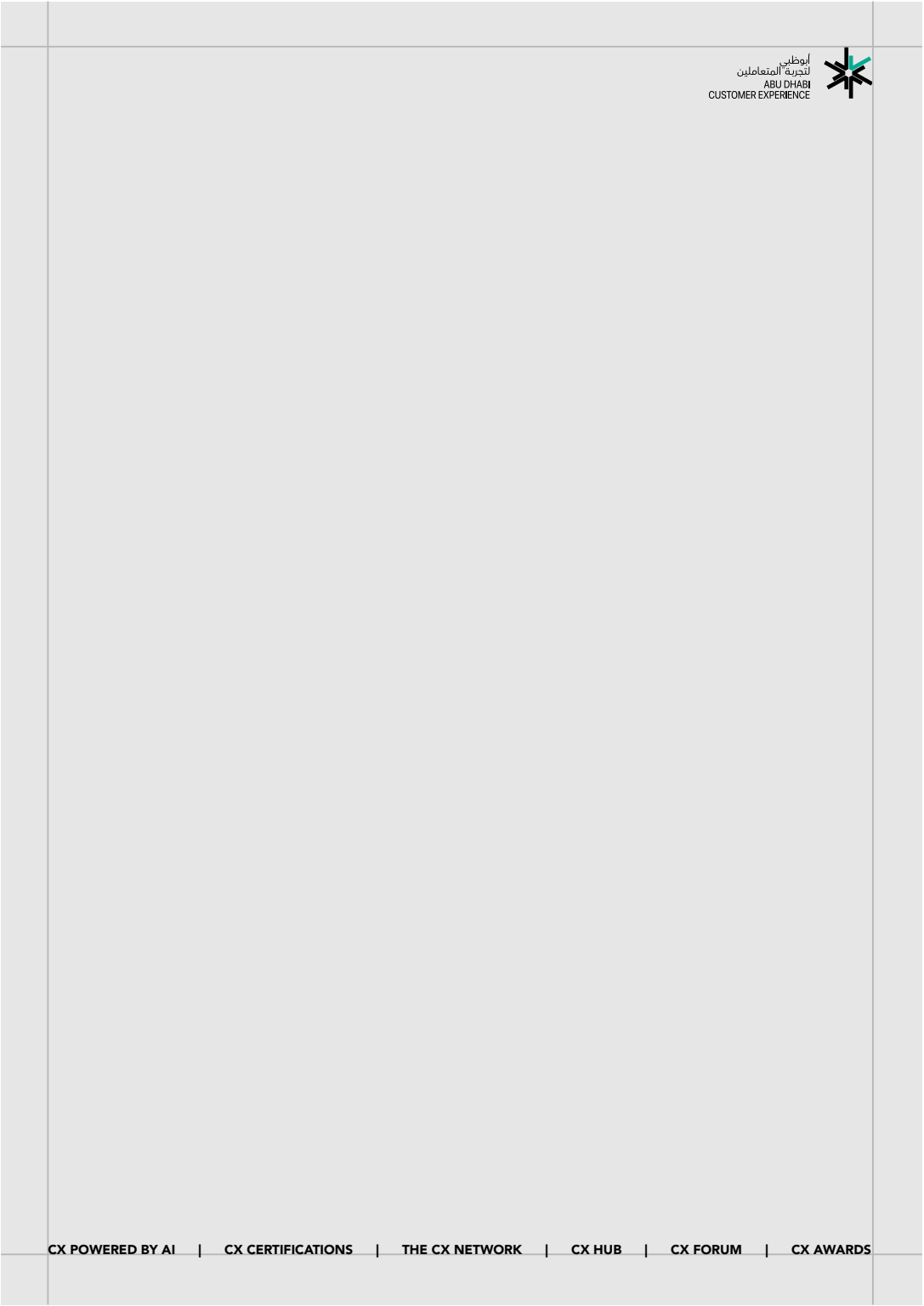2.3.2 Mother-brand
      co-branding / internal

When communicating the participation of various divisions that sit within ADCX, reduce the division name to a footer and avoid using sub-brand logos.

When co-branding within the ADCX universe ensure that text is used instead of logos.

- Typeface: Staff.
- Ensure that the size is readable and compatible.

Suggested language to accompany internal co-branding includes:

Supported by	بدعم من
Sponsored by	برعاية
With the participation of	بمشاركة
Partnered with	بالشراكة مع

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CX POWERED BY AI | CX CERTIFICATIONS | THE CX NETWORK | CX HUB | CX FORUM | CX AWARDS

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CX POWERED BY AI | CX CERTIFICATIONS | THE CX NETWORK | CX HUB | CX FORUM | CX AWARDS
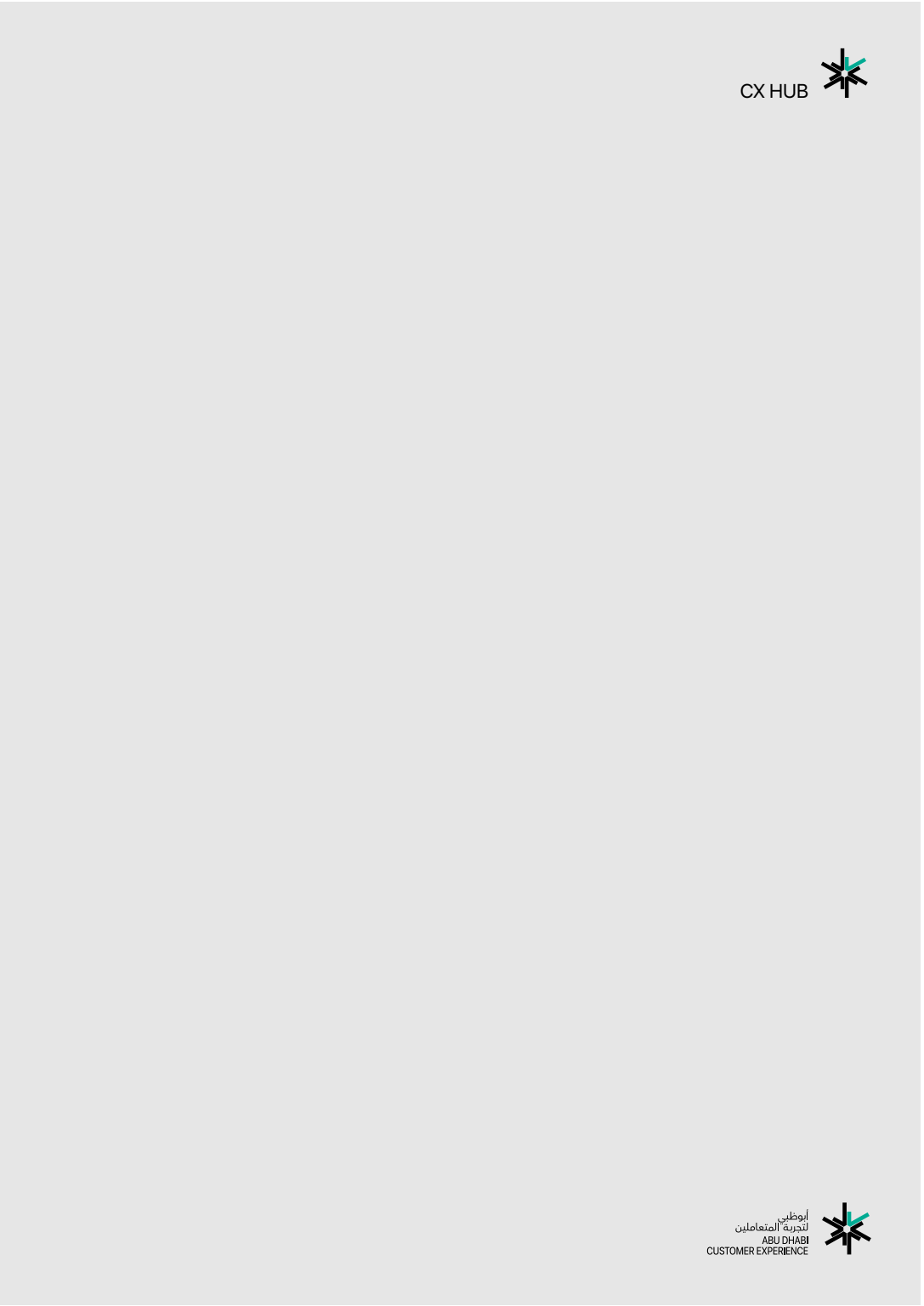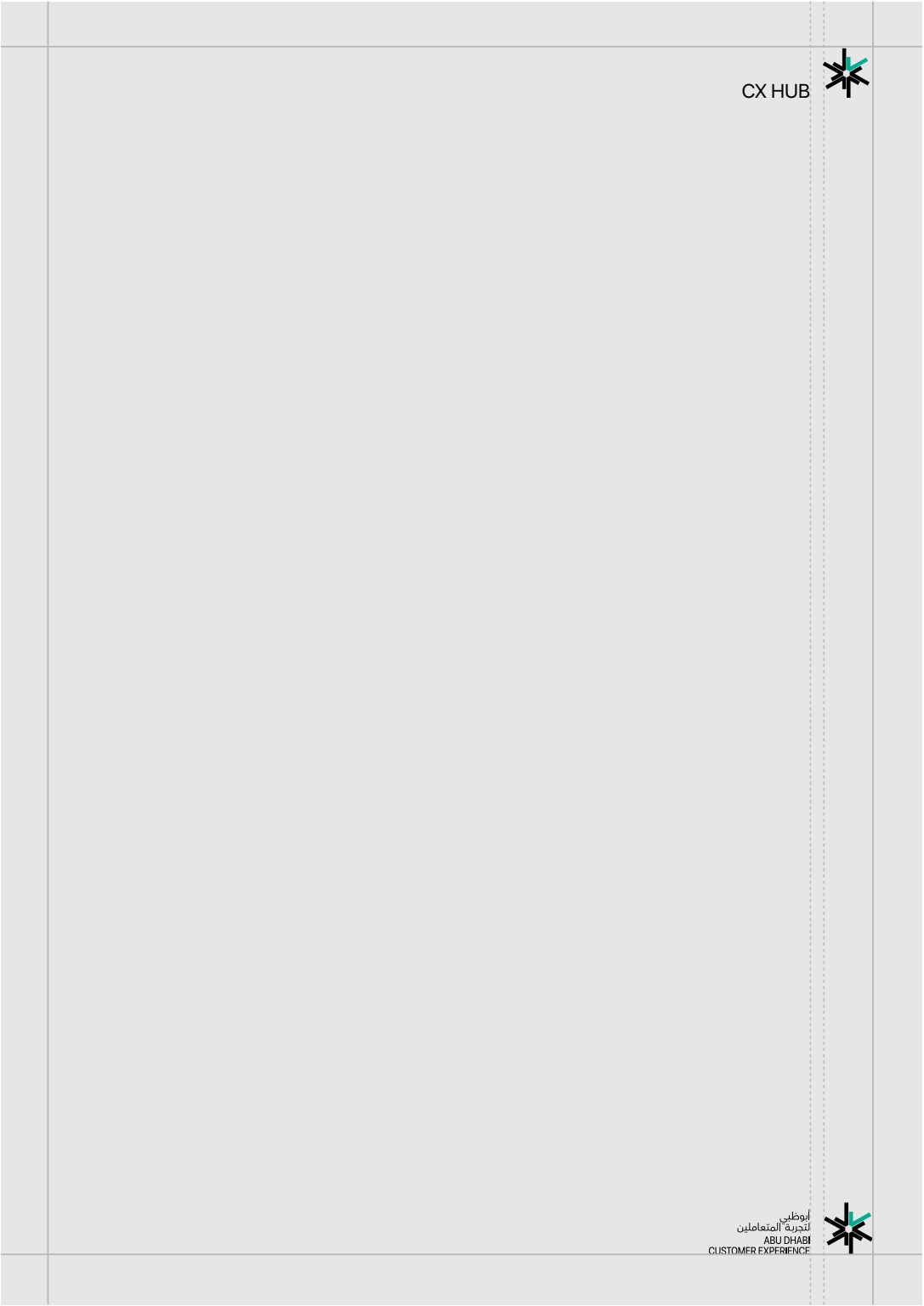
Co-branding

2.3.3 Sub-brand
    co-branding / internal

Positioning is a tool that can be used to differentiate the ADCX Mother-brand logo from sub-brand logos.

When co-branding a subtend with the mother-brand, always align both logos to the right of the page.

Brand Elements

3.0
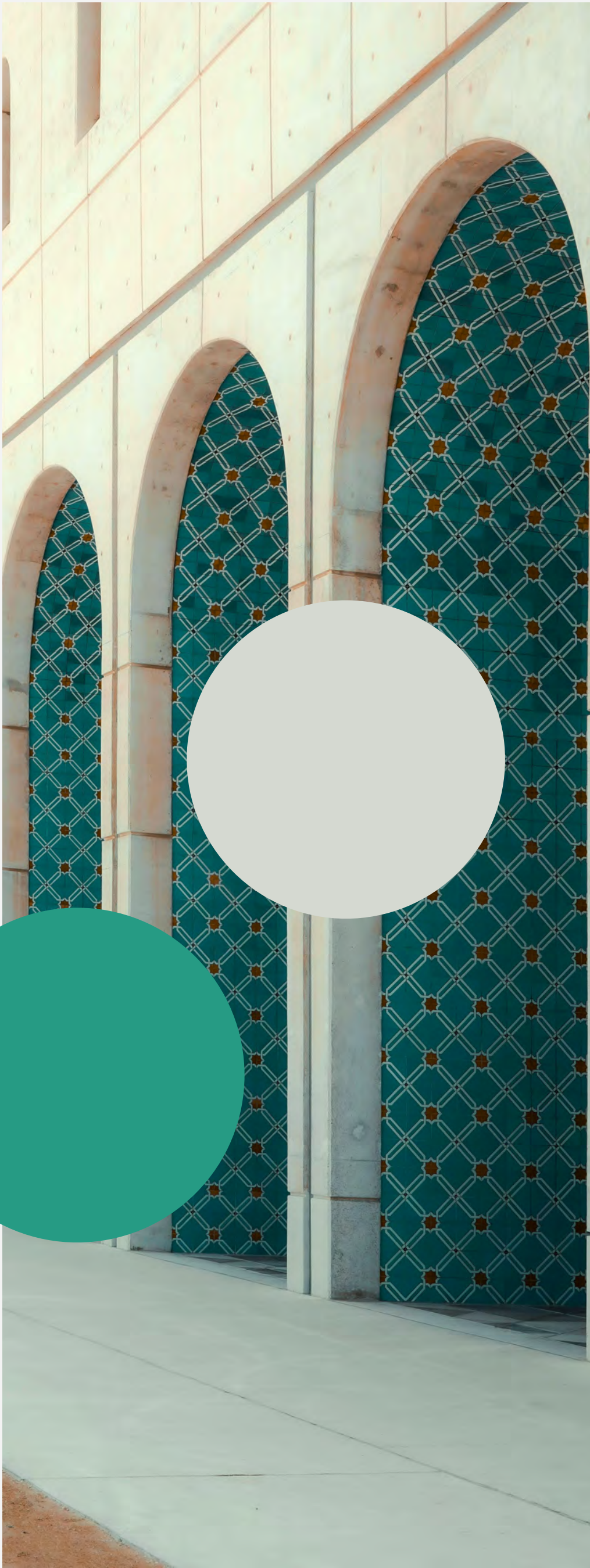# Color

Color

3.1 Color inspiration

Innovation

Innovation is the practical implementation of ideas.
Innovation is blue, as in blue sky thinking, dreaming,
brainstorming with no limits. Innovation is green, as in all
things new, growth, and development.
When combining the two colors we get Teal. Teal is
created by mixing equal parts blue and green. Making it
the perfect hero color for this brand.

Color

3.2 Primary colors

TEAL

CMYK
77 | 6 | 53 | 0

RGB
28 | 173 | 147

PMS
6143 C

HEX
#5EBEA8

Color

3.2 Primary colors

LIGHT GREY

CMYK
0 | 0 | 1 | 15

RGB
215 | 207 | 210

PMS
6197 C

HEX
D7D9D2

Color

3.3 Secondary colors

DARK GREEN

CMYK
79 | 30 | 63 | 80

RGB
29 | 60 | 52

PMS
560 C

HEX
#1D3C34

Color

3.3 Secondary colors

BLACK

CMYK
30 | 30 | 30 | 100

RGB
0 | 0 | 0

PMS
Black U | Black C

HEX
#000000

Color

3.3 Secondary colors

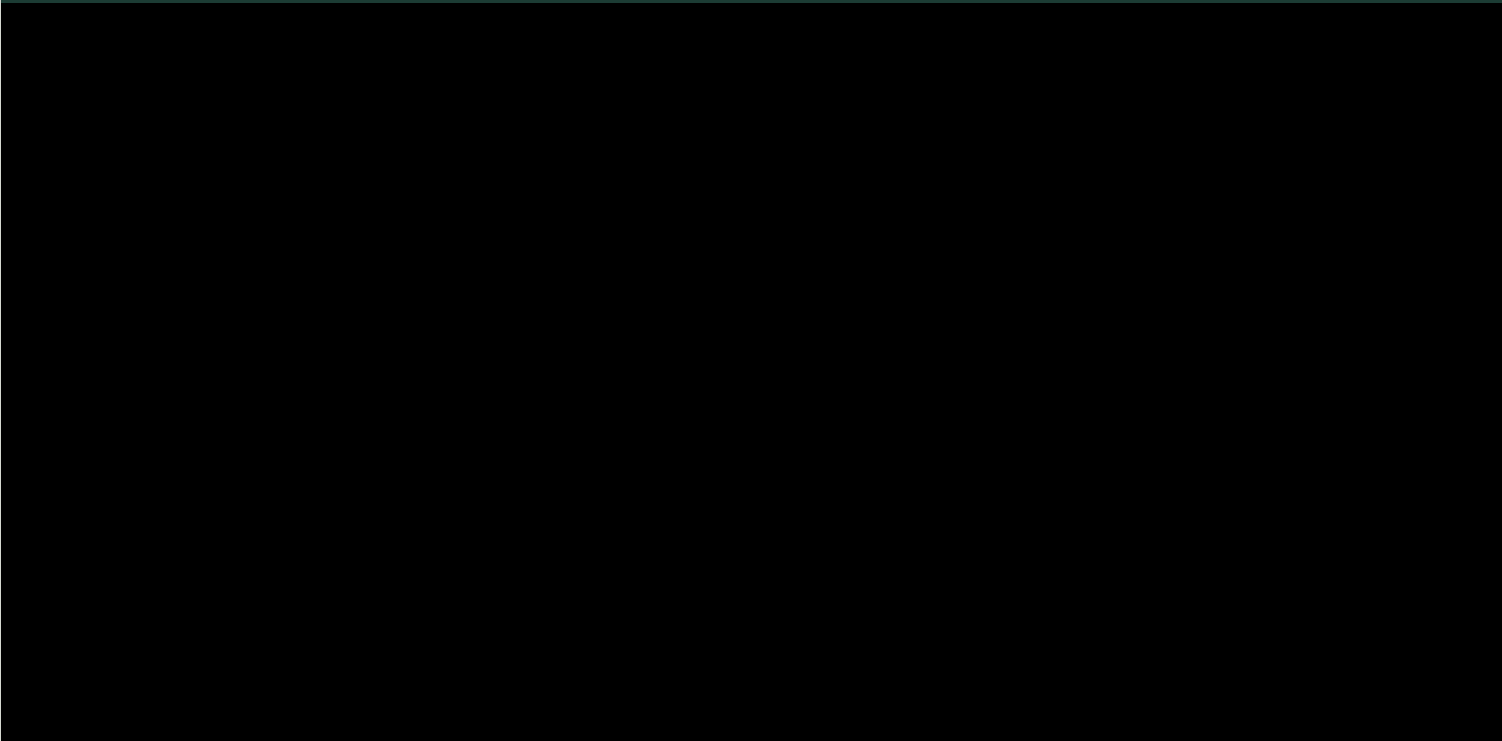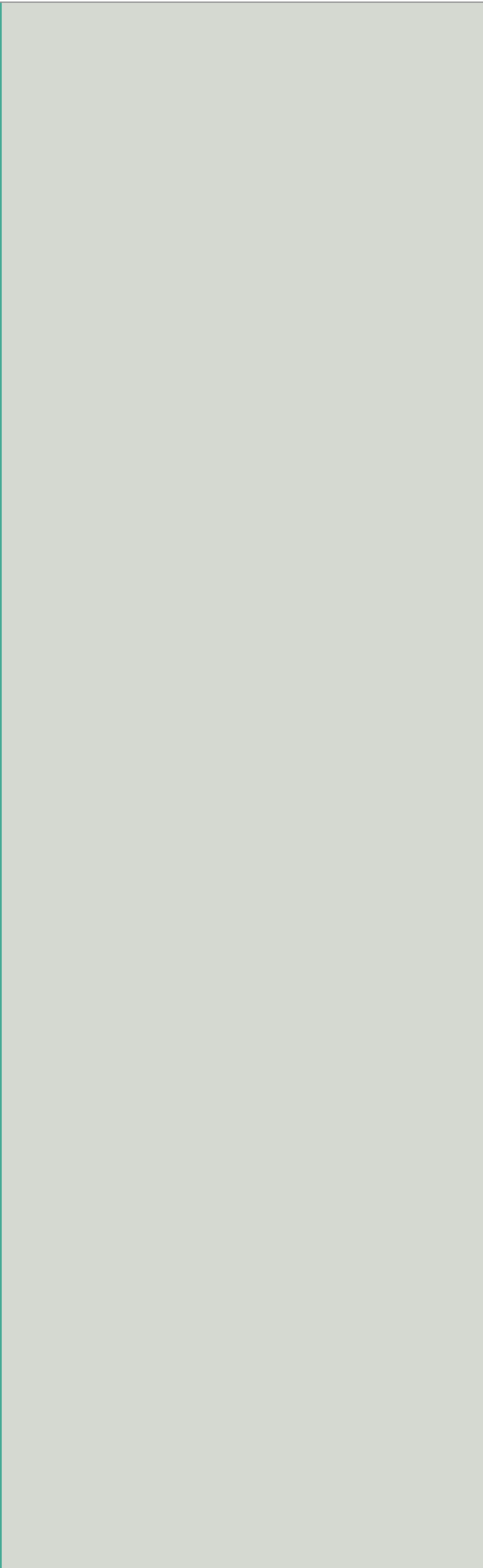# GREY

CMYK
12 | 10 | 12 | 28

RGB
162 | 172 | 171
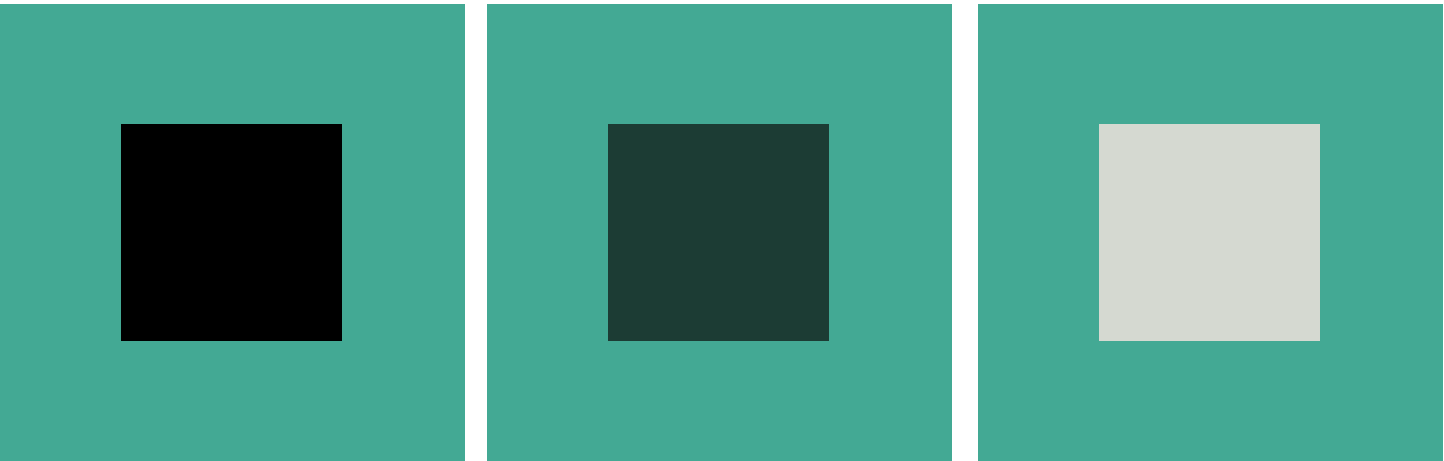
PMS
442 C
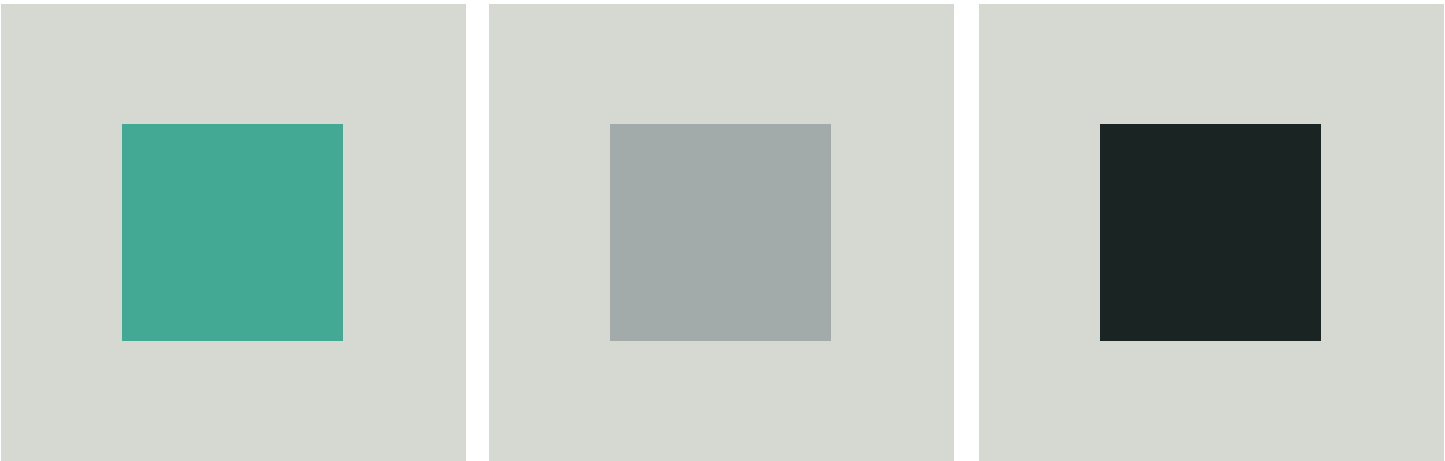
HEX
#A2ACAB

Color

3.4 Hierarchy

Color

3.5 Combinations

Some colors are unsuitable to be used in combination with others. The following diagram demonstrates approved color combinations.
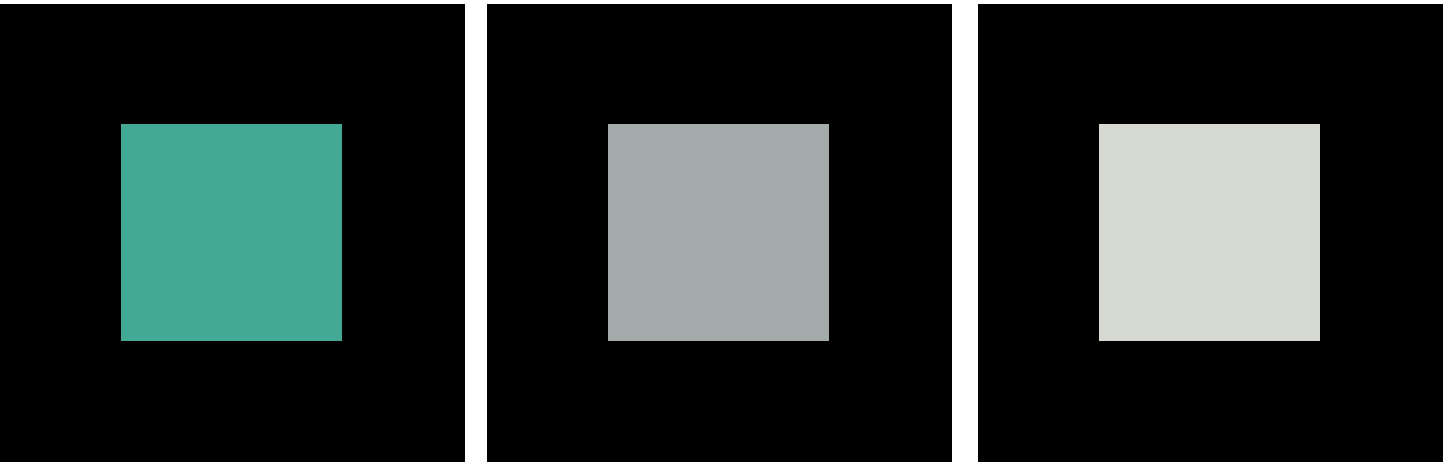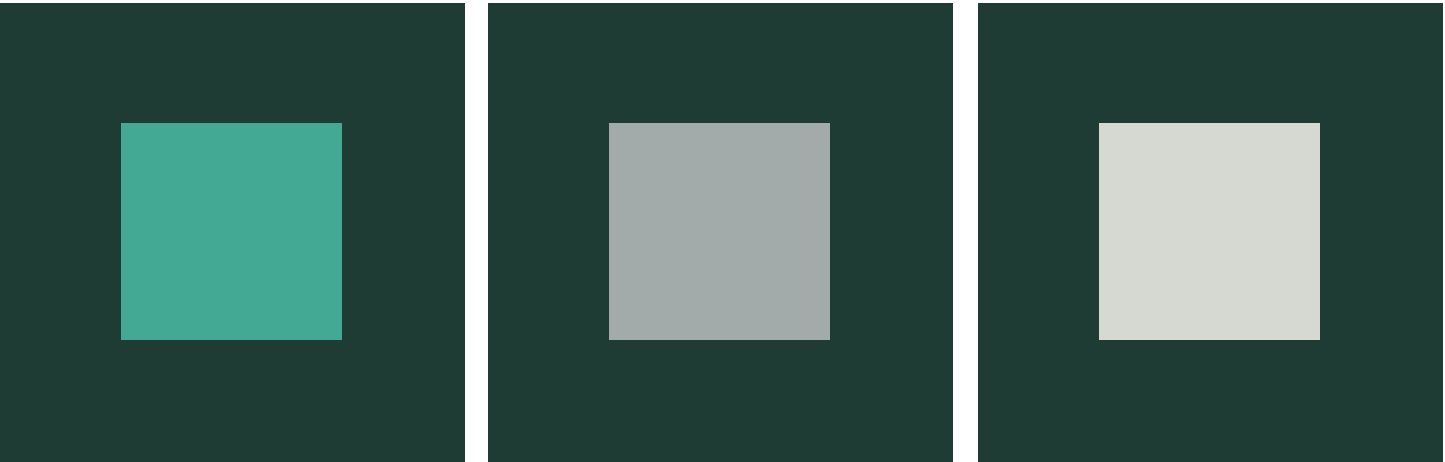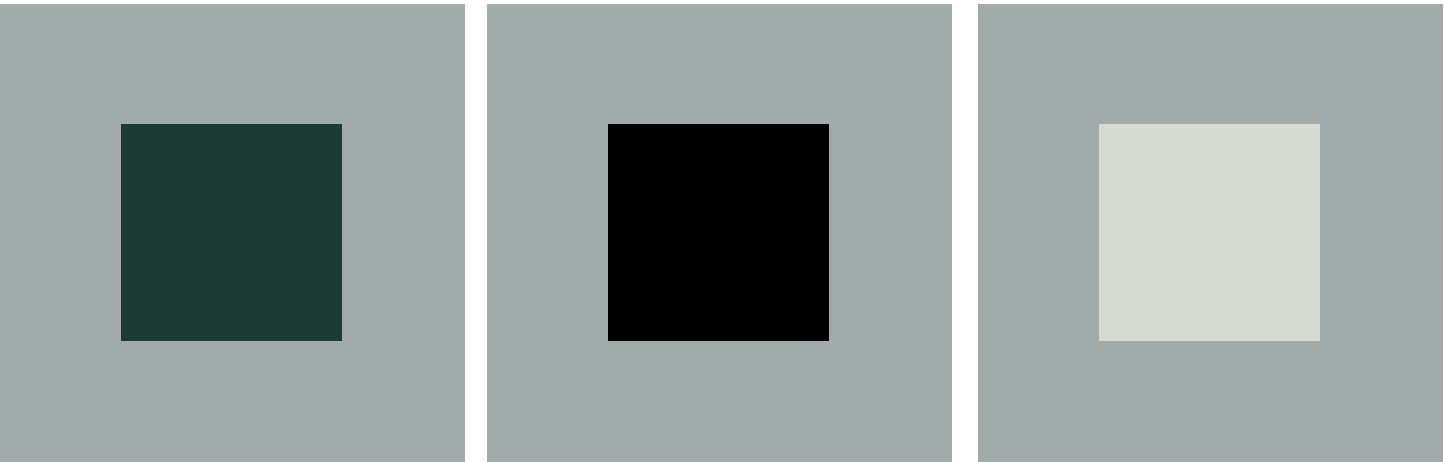
Teal as background

Light grey as background

Black as background

Dark green as background

Grey as background

Brand Elements

4.0
Typography

Typography

4.1 English typeface

Staff

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%&*()_+=;<>,./?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%&*()_+=;<>,./?

Info
Staff is a sturdy neo-grotesk sans family designed to be practical and versatile in its use of space. Staff's letter-forms are on the whole rooted on the neo-grotesk tradition, but are dotted with some slightly offbeat details like the pointed apex on the M, the enlarged bowl on the a, and the vertically-cut tail on the Q.

Typography

4.2 Arabic typeface

Avenir Arabic

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩
!@#$٪&*()_+=;<>,./?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩
!@#$٪&*()_+=;<>,./?

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩
!@#$٪&*()_+=;<>,./?

Info
This Arabic extension to Adrian Frutiger's Avenir typeface family was created by Nadine Chahine for Monotype. Avenir Arabic proudly incorporates a timeless geometric style with humanistic nuances that made Avenir so famous.

Typography

4.3 Typesetting

REVOLUTIONIZING CUSTOMER EXPERIENCE IN ABU DHABI

نطوّر ونحسّن من خلال نهجاً ريادياً شاملاً لتحسين تجربة المتعامل في أبوظبي

Transforming experiences, elevating trust.

تطوير التجارب، تحويل التجارب، ورفع الثقة.

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

لوريم ايسوم دولار سيت أميت، كونسيكتيتور أدايا يسكينج ألايت، سيت دو أيوسمود تيمبور أنكايديديونتيوت لابوري ات دولار ماجنا أليكيوا. يوت انيم أد مينيم فينايم،كيواس نوستريد أكسير سيتاشن يللأمكو لابورأس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات. ديواس أيوتي أريري دولار إن ريبريهينديرأيت فوليوبتاتي فيلايت أيسسي كايلليوم دولار أيو فيجايت ,سيونت ان كيولبا كيو أوفيسيا ديسيريونتموليت انيم.لوريم ايسوم دولار سيت أميت، كونسيكتيتور أدايبا يسكينج ألايت، سيت ت لابوري ات دولار ماجنا أليكيوا. يوت انيم أد مينيمي كايلليوم دولار أيو فيجايت ,سيونت ان كيولبا كيو أوفيسيا ديسيريونتموليت انيم.

Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonum euismod tincidunt ut laoreet dol magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonum euismod tincidunt ut laoreet dol magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

لوريم ايسوم دولار سيت أميت، كونسيكتيتور أدايبا يسكينج ألايت سيت دو أيوسمود تيمبور أنكايديديونتيوت لابوري ات دولار ماجنا أليكيوا. يوت انيم أد مينيم فينايم،كيواس نوستريد.

لوريم ايسوم دولار سيت أميت، كونسيكتيتور أدايبا يسكينج ألايت سيت دو أيوسمود تيمبور أنكايديديونتيوت لابوري ات دولار ماجنا أليكيوا. يوت انيم أد مينيم فينايم،كيواس نوستريد.

Brand Elements

5.0
Layout & composition

Grid construction

5.0 Layout & Composition

The construction of our grid is based
on a square base module that defines
our margins and column gutters.

The grid is determined by the division into 24 parts
of the smallest measure of the media piece. The
base modulus should serve as a reference
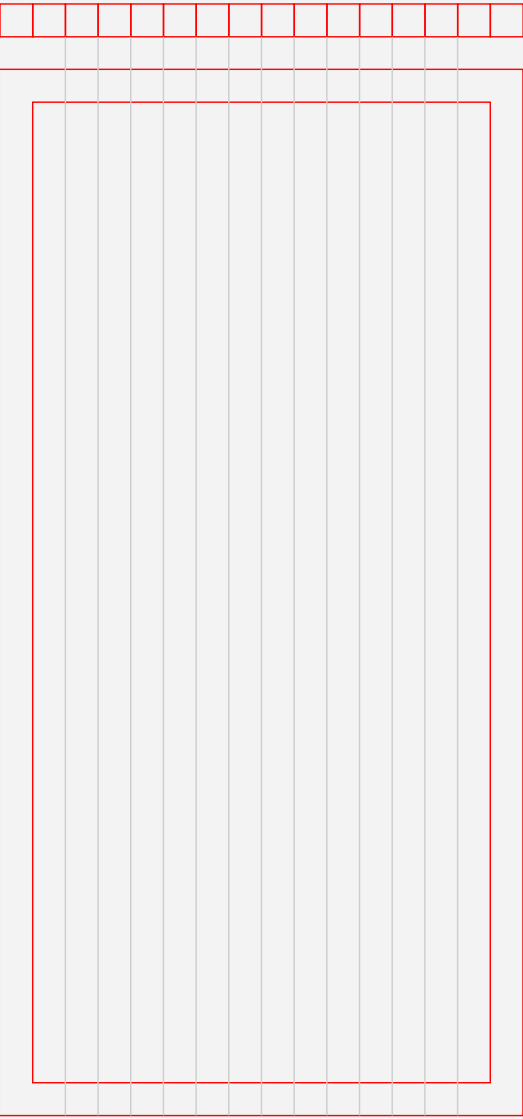is our reference measure.

From it we were able to determine
the margins and gutters of the layout.

For other formats use a fraction of the modulation
from 24 parts, 16 parts, 12 parts, or 8 parts.

1/24
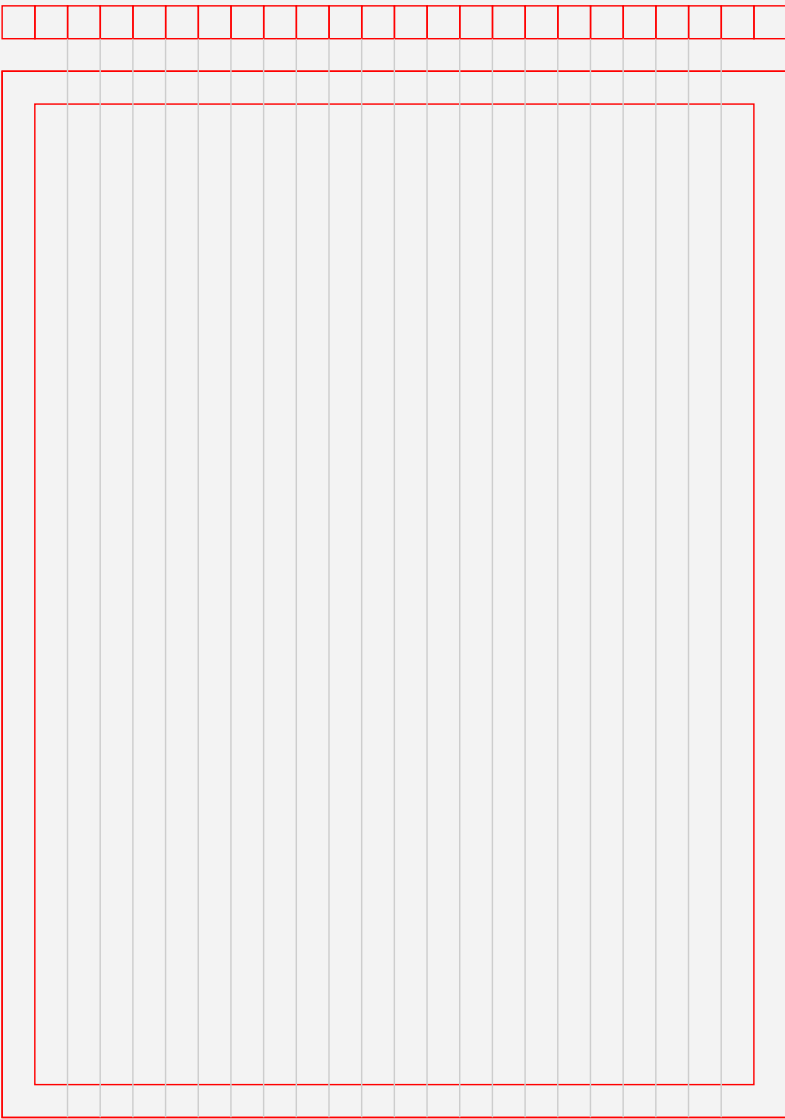
1/18   1/12
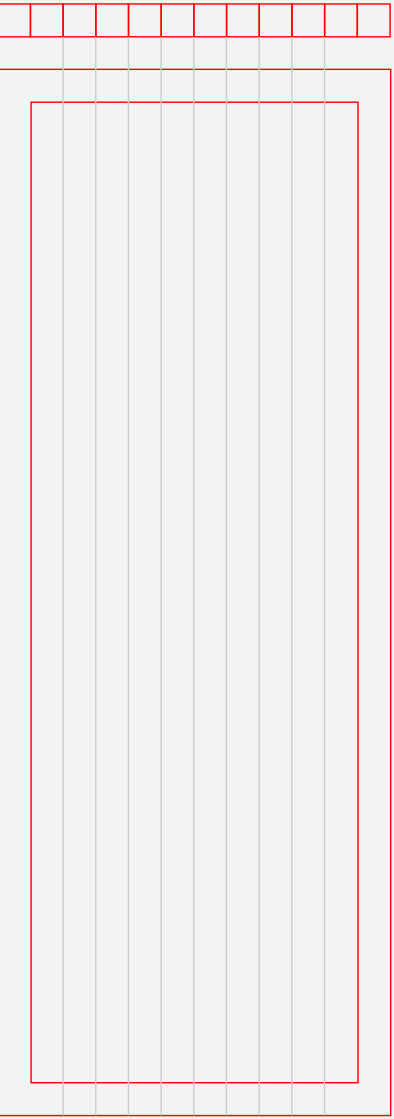
Margins and gutter
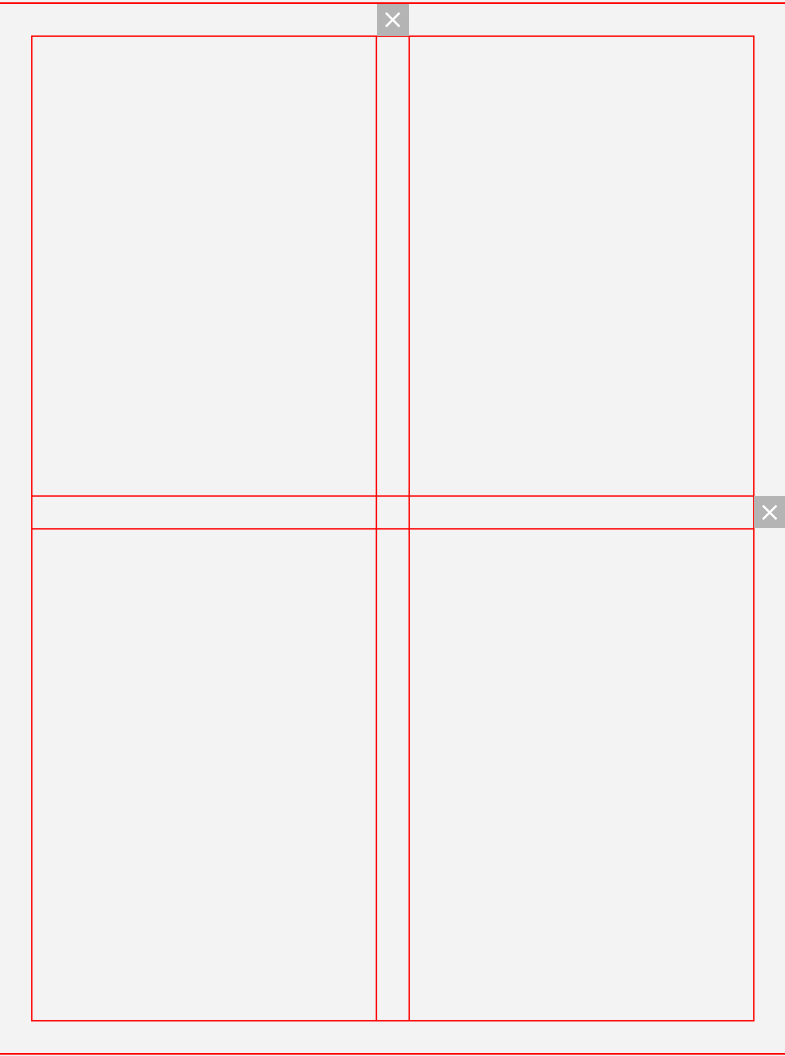
Brand Elements

6.0
Imagery
& icons

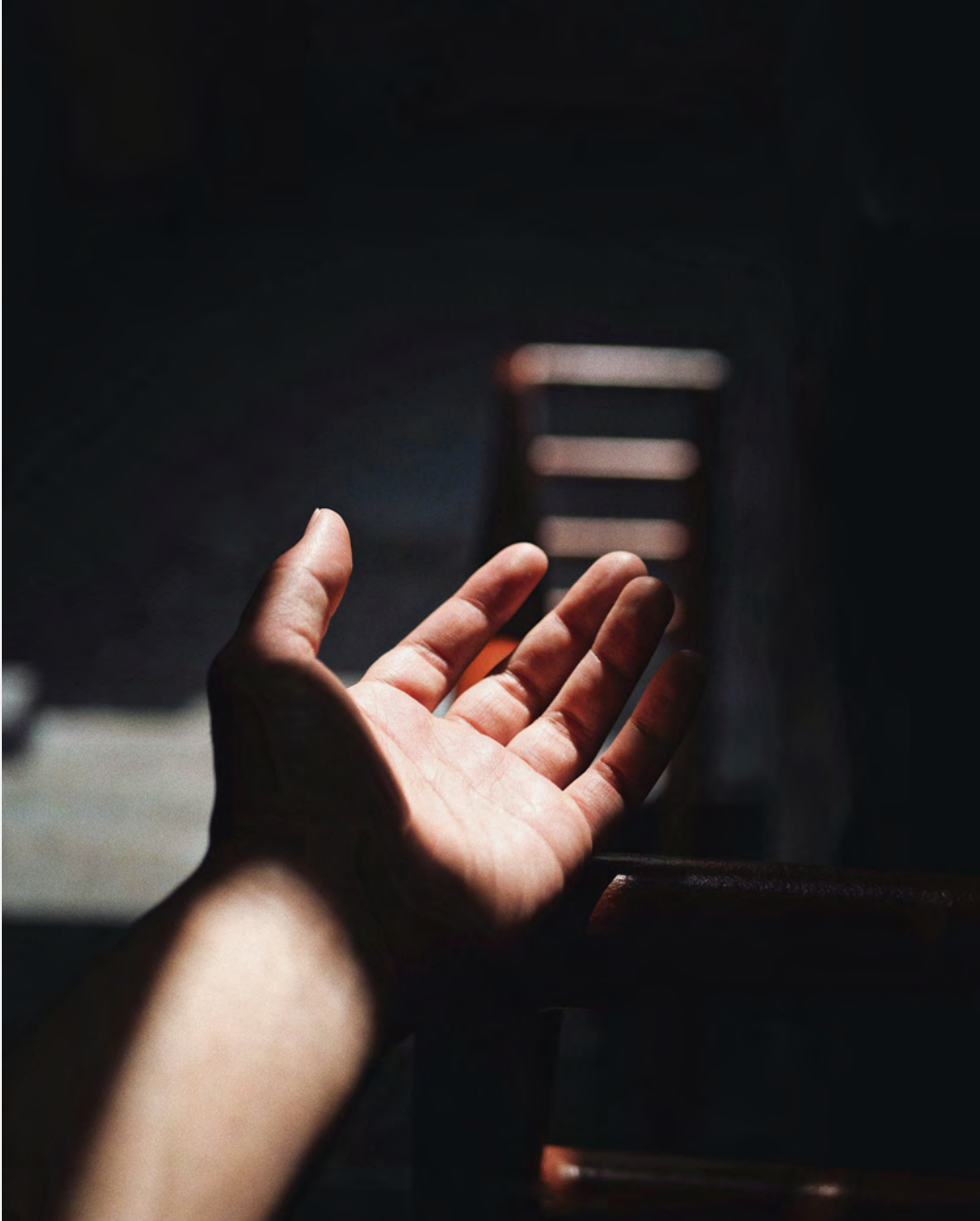# Imagery style
6.1.1 Accessibility

This set of imagery is associated with the brands relation to accessibility.

These images convey accessibility, curiosity, a strive for achievement, and excellence through the of welcoming all.

Keywords
Welcoming
Inviting
Accessible
Open
Friendly

The photographs used serve exclusively as exemplary images and should not be used for commercial communicative purposes, as they may be protected by copyright.

Imagery style
6.1.2 Emirati culture

The imagery that aligns closely with
this brand is not staged or
choreographed, but more natural looking.

The contents of the image must
not be obvious markers of Emirati
culture, but more focused on Abu Dhabi.

Keywords
Understated
Simple
Organic
Natural

The photographs used serve exclusively as exemplary images
and should not be used for commercial communicative purposes,
as they may be protected by copyright.
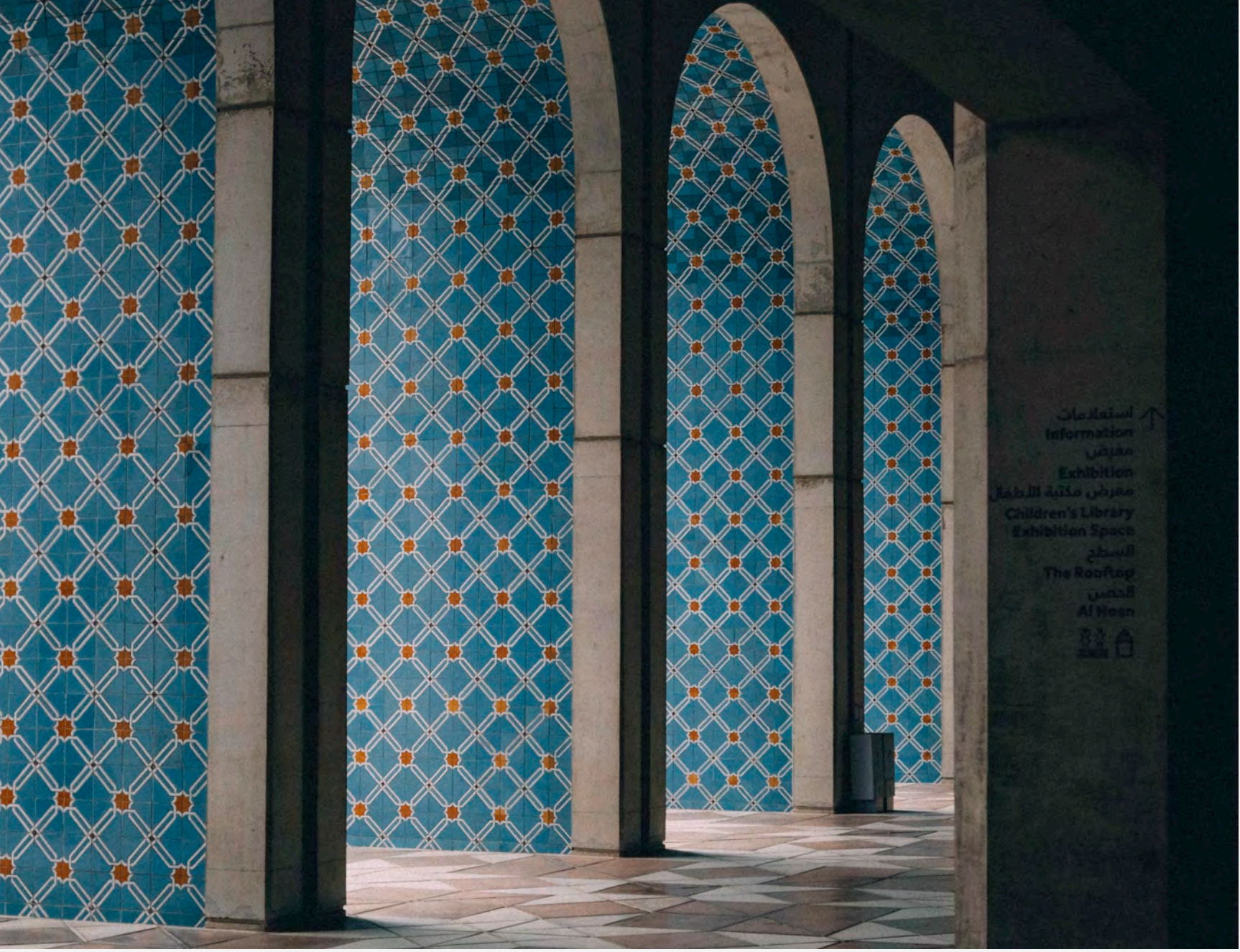
Imagery style
6.1.3 Misuse

Photography has the power to convey the character of the entity on a deeper level and therefore it is important to adhere to a style that captures the essence of ADCX.

- Avoid images that are "posed" or could be confused as stock-imagery.

- Avoid images that are overly edited, unnaturally contrasted, or heavily saturated.

- Clip art imagery should be avoided at all times. It looks unprofessional, amateur, and discredits the brand image.

The photographs used serve exclusively as exemplary images and should not be used for commercial communicative purposes, as they may be protected by copyright.

Iconography
6.2 Icons

This selection of icons serves as an example of the ADCX iconography style. The base grid will help you create proportionately sized icons and ensure correct style and thickness.
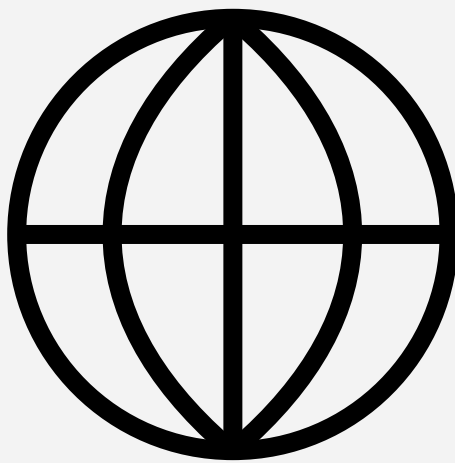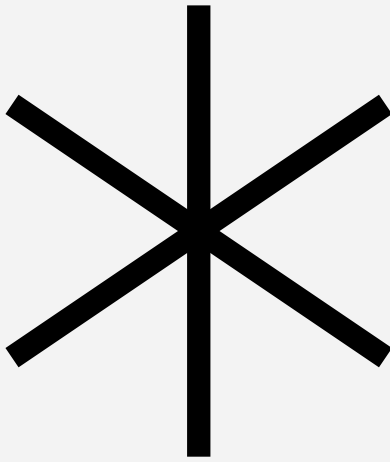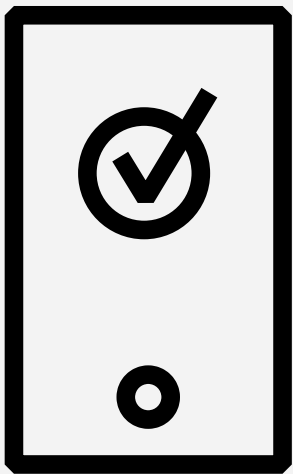
Stroke thickness
10 pt
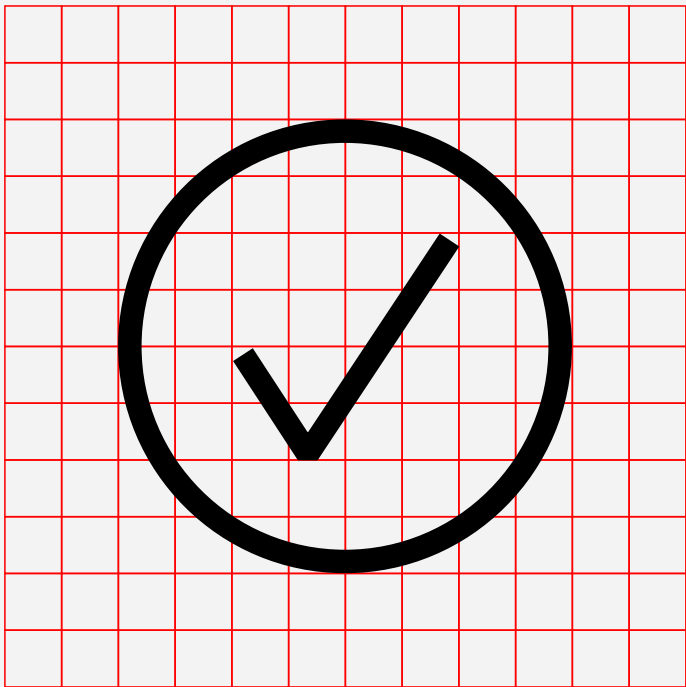
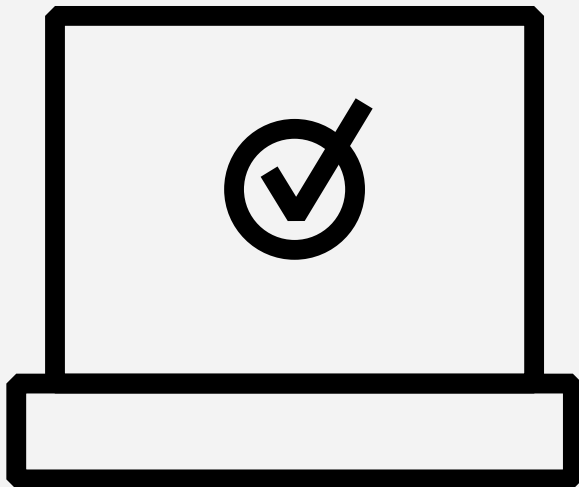Base grid
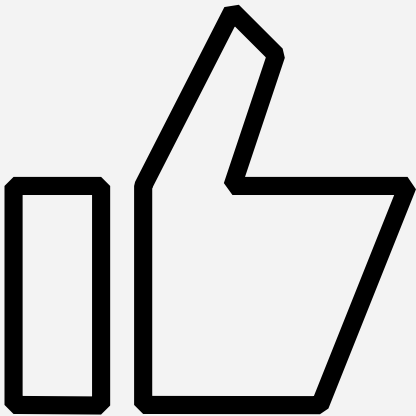12 x 12
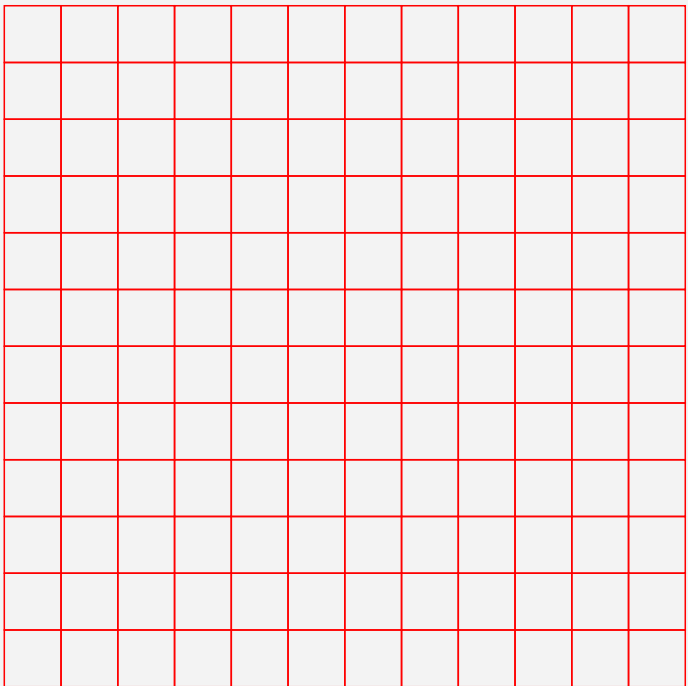
CX Check Mark

Globe / World
Wide Web

Asterisk

CX Phone

CX Computer

Feedback

أبوظبي
لتجربة المتعاملين
ABU DHABI
CUSTOMER EXPERIENCE