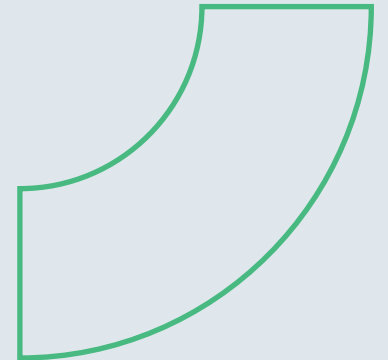




BRAND GUIDELINES

2023



PREFACE

In the pursuit of a unified and friendly brand identity, the brand guidelines were meticulously crafted to serve as a comprehensive roadmap for consistency and authenticity. These guidelines are the guiding light for ensuring that the brand maintains a consistent look and feel across every conceivable communication medium. They have been thoughtfully designed to not just reflect the brand's image and objectives but to bring forth a sense of approachability and friendliness in every interaction.

These guidelines extend their influence to the ultimate usage of the brand's graphical elements and color palette, ensuring a flexible yet cohesive approach.

Whether it's a digital campaign, print materials, or in-person events, the brand guidelines provide a clear and user-friendly framework for utilizing elements and colors. This harmonious blend of consistency and adaptability allows the brand to engage with its audience in a manner that feels warm and inviting, reinforcing the bond of trust and familiarity.

These guidelines are more than just rules; they are a commitment to keeping the brand's visual and emotional language intact, resonating with its audience on a personal level, and ultimately ensuring a brand that is not only recognized but embraced with open arms.

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- Clear Space
- Minimum Size
- Logo Placement
- Logo on Backgrounds
- Logo Misuse
- Co-branding
- Colour Palette
- Typefaces

02. Visual Elements

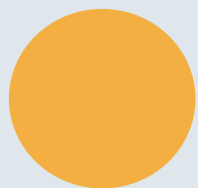
- Pattern
- Icons
- Photography and Videography Style

03. Stationery

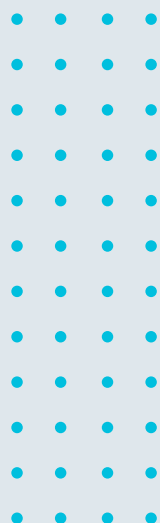
- Business cards
- Letterhead
- Envelopes
- Employee ID & Lanyard

04. Digital

- Email Signature
- News Releases
- Invitations
- Presentation Templates
- Social Media



01 LOGO



LOGO LOCKUP

The Logo has been created from the original Arabic word «Mawaheb» which means in English «Talents». We believe that all Jobseekers are Talents that require guidance, counseling, and upskilling, all services provided by HRA professionals.



CLEAR SPACE

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone. The exclusion zone is measured x2 the height of the English tagline.



MINIMUM SIZE

To ensure the logo reproduces well, a minimum logo width of 30 mm, to ensure all elements are fully legible.



30 mm

LOGO PLACEMENT

The lockup should always appear on the top right corner of the marketing collateral or art work to ensure consistency amongst all communication touchpoints with a clear distance of x4 from the edges.

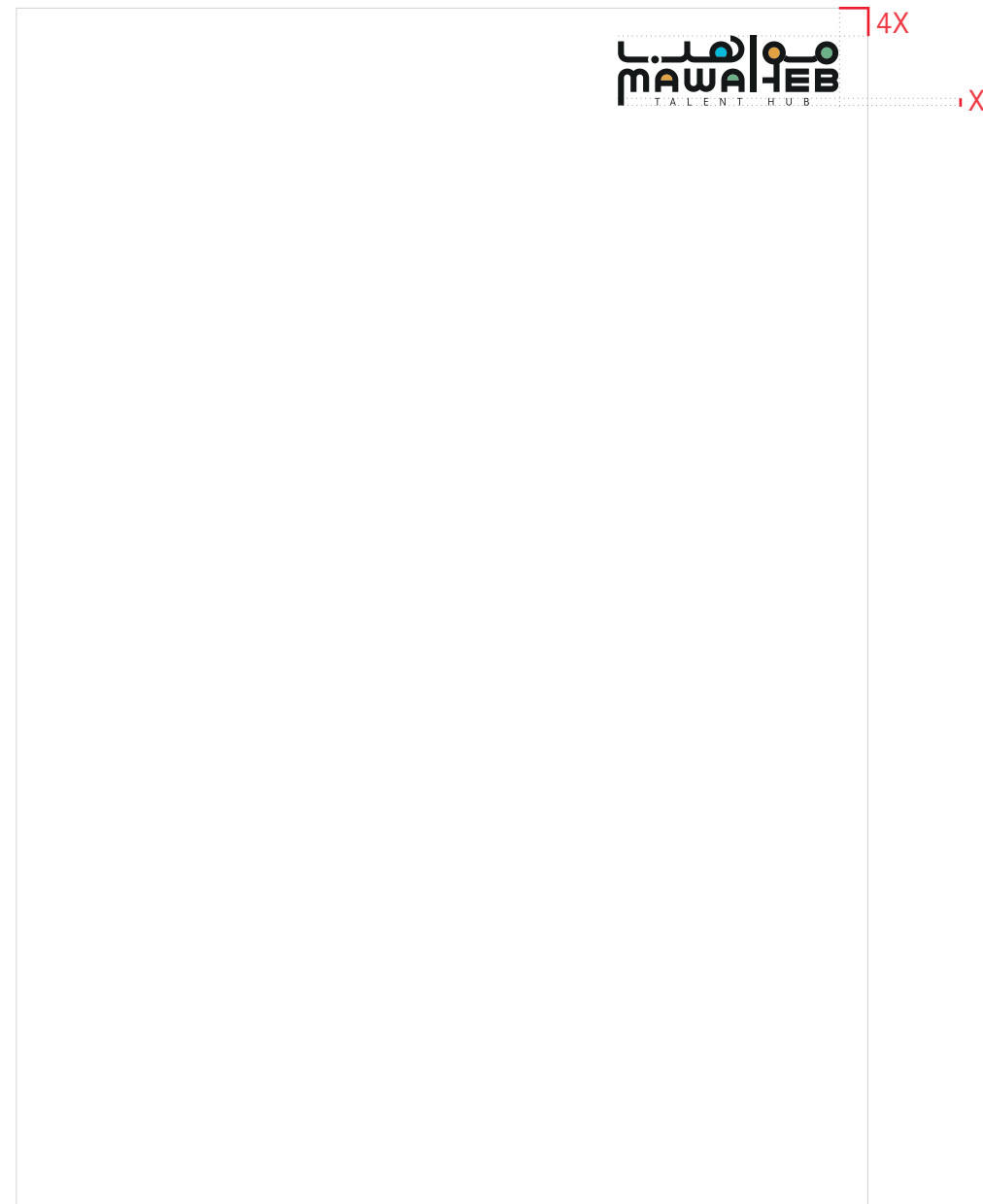
A. Logo frame in video

B. A4 and other printed materials

A



B



LOGO ON BACKGROUNDS

Wherever possible, the logo lockup should be seen on white within the clear space of an image. In cases where this is not possible, ensure that the area behind the logo is simple with high contrast of colors for legibility .

ON COLORS



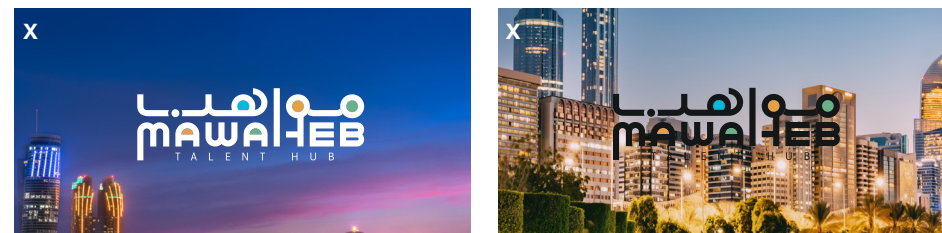
INCORRECT USAGE ON COLORS



ON IMAGES



INCORRECT USAGE ON IMAGES



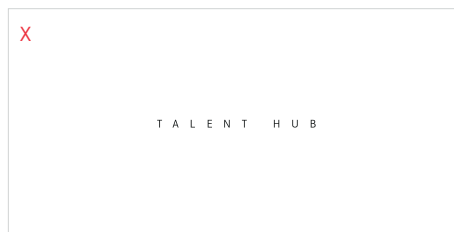
LOGO MISUSE

The relationship between the Crest and the Wordmark is fixed, as stipulated on page 5. No other versions may be used and you may not alter the artwork or relationship between the elements in any way.

DO NOT



Do not alter the position of the tagline



Do not use the tagline alone



Do not alter the size relationship



Do not use the identity at an angle.



Do not add a stroke



Do not use the logo mark alone



Do not distort the logo



Do not use it as an outline



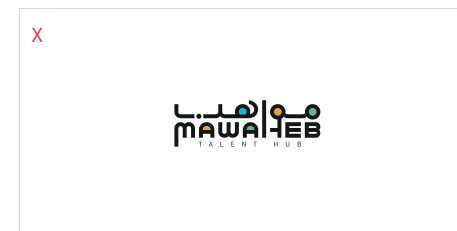
Do not change the color of the logo mark or slogan



Do not change the font of the slogan



Do not apply a shadow or any effect



Do not show the identity below the minimum size



دائرة التمكين الحكومي
DEPARTMENT OF GOVERNMENT ENABLEMENT



COLOR PALETTE

The almost black and white take the center stage as primary colors, lending a sense of elegance and professionalism to the visual identity. It is complemented by vibrant accents of orange, blue, and green, which infuse a lively and playful spirit into our brand. These colors not only reflect our friendly and approachable ethos but also add a dash of energy to our communication. To maintain a balanced and versatile palette, a cool light grey serves as our secondary color, providing a subtle, calming backdrop for our brand's various elements.

PRIMARY COLORS

ALMOST BLACK

C 75
M 64
Y 60
K 78
PANTONE 419 C

212322

WHITE

C 0
M 0
Y 0
K 0
PANTONE 000 C

FFFFFFFF

COOL GREY

C 11
M 5
Y 4
K 0
PANTONE 427 C

DFE7EC

SECONDARY COLORS

BLUE

C 70
M 0
Y 14
K 0
PANTONE 311 C

00C1DE

ORANGE

C 3
M 34
Y 85
K 0
PANTONE 143 C

F5B335

GREEN

C 70
M 0
Y 67
K 0
PANTONE 7479 C

00CE7C

BRAND TYPEFACE

The primary brand typefaces for English is Corporate S

ENGLISH TYPEFACE

CORPORATE S

**BOLD
ALL CAPS
HEADLINES**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

Light
Sentence Caps
Body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

BRAND TYPEFACE

The primary brand typefaces for Arabic is Din Next LT

ARABIC TYPEFACE

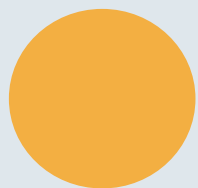
DIN NEXT LT

Bold Headlines

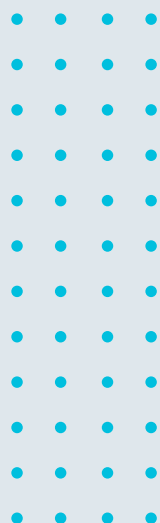
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
0123456789

Regular
Body text

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
0123456789



02 VISUAL IDENTITY

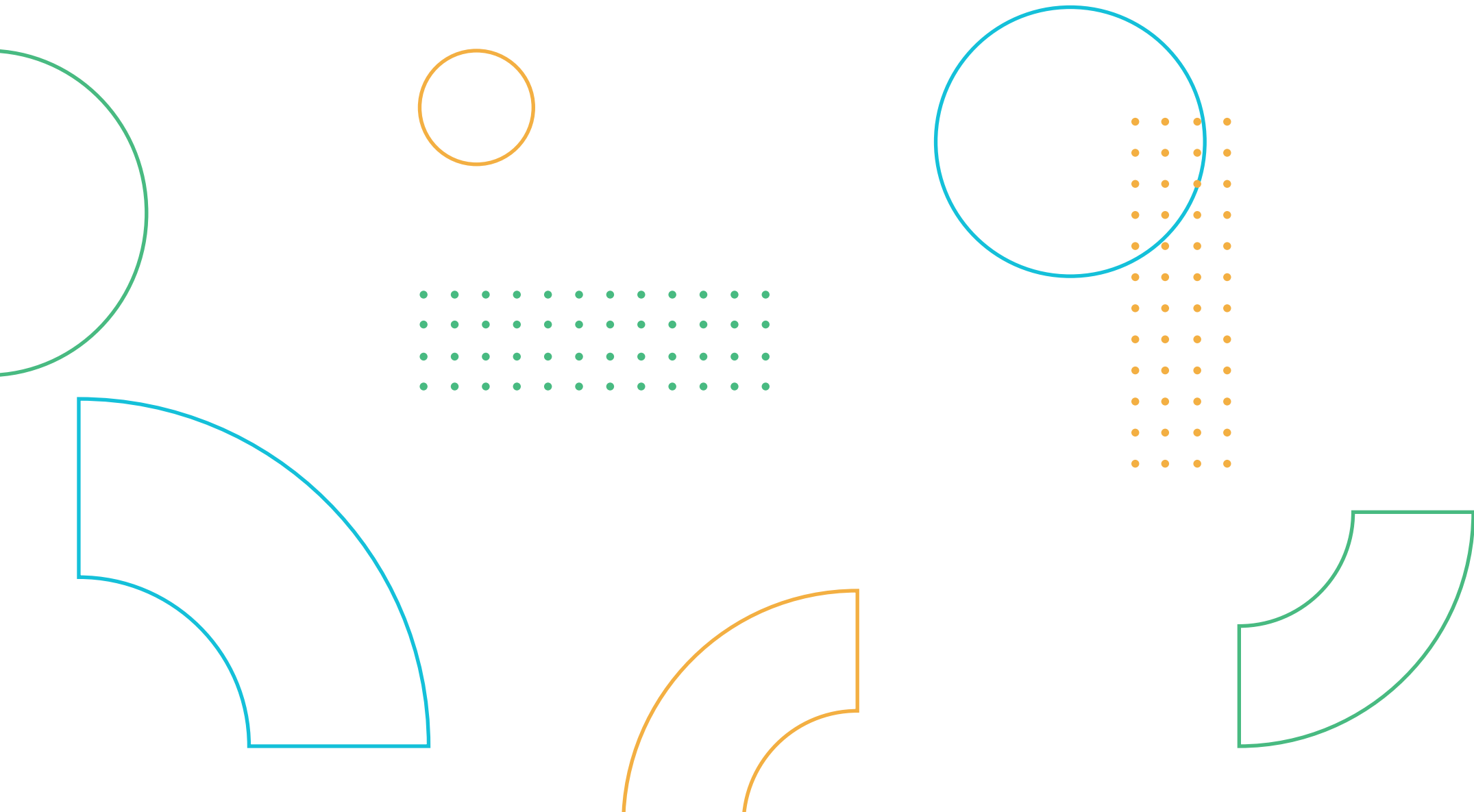


FULL PATTERN

The pattern is inspired by the simple circle shape. It is a combination of a whole circle, thick arch quarters and layered dots.

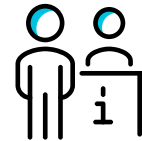
The overall look and feel should look balanced in terms of both shapes and colors.





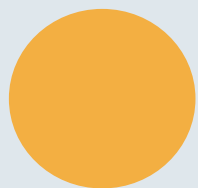


The icons are designed as approachable and easily comprehensible visuals. Each icon is meticulously crafted with minimal strokes, rounded edges and a touch of the brand's colors depicting a sense of friendliness and accessibility.



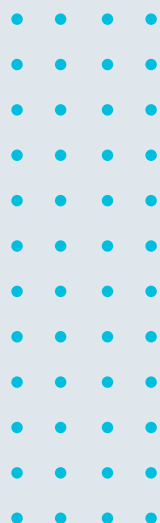
The brand images and footages consistently exude liveliness, approachability, and a friendly spirit, resonating with the audience on a personal level. Bright, vibrant colors infuse each image with a sense of energy and warmth. This guideline ensures that the visuals tell stories that are not just engaging, but relatable, reflecting the brand's commitment to creating a lively and approachable identity.





03

STATIONERY



A. Logo height (front of card)

40mm

B. English Name

Corporate S Bold

9pt/11pt

Colour: White

C. English Job Title and Details

Corporate S Light

9pt/11pt

Colour: White

D. Arabic Name

Din Next LT Bold

9pt/11pt

Colour: White

E. Arabic Job Title

Din Next LT Regular

9pt/11pt

Colour: White

F. Website URL

Corporate S Bold

7.5pt/10.5pt

Colour: White

G. QR Code

20x20mm

Colour: Black on White

4mm

A

B

C

G

F



D

E

A. Arabic Address


Din Next LT Regular
7.5pt/10.5pt
Colour: Almost Black

B. English Address

Corporate S Regular
7.5pt/10.5pt
Colour: Almost Black

G. Website URL

Corporate S Regular
7.5pt/10.5pt
Colour: Blue



Date

Dear Sir/Madam

Editibearum natet am, oditate stisima gnatem ius sequisi dolorpore
cupatendit is eſciassitis ſinverfero que nos il labore eum il inis essuntur
accus ium quodige ndemquat es illic temolest inis eos doluptatem de
porera voluptat. Cum, net audae. Ores audipientem ipsunto taturia simus
sus, omnis ipiducit, to volest, tet pore volo qui.

Heading type style

Ferspeditas vitas mo dolor sit ex expe et id ei int fugit, nonsect asincipid
dolorehendit dunducimped qui con pratus elliquid de con et eum iplent
audam volestion daestis volupient quatio tenditia nusciduntus, quam
vollaboria voles et eos mo esequam alias expero doluptios dit, core niti
dusdaeptur audaestis.

Volutaspriet quid que elesto esegui corit ut dolupti isitatem volora re non
prefera pa eos rerum aute volumquis eum qui restemqui conseni dit, ex
et aliam eatia ium, cum estiatior aboriam fuga. Liquia dolo entiam, alic tem
quis vernam numquib usandae soluptas esed quis a et qui officil et aut.

Yours Sincerely,
Government of Abu Dhabi


Signatory's name
Title

A

الإمارات العربية المتحدة / P.O. Box 769900, Abu Dhabi, UAE
T +971 1 234 5678 / E info@entityname.gov.ae
mawajeb.gov.ae

B

C

A	الوطني، الإمارات العربية المتحدة P.O. Box 769900, Abu Dhabi, UAE T+971 1 234 5678 / E info@entityname.gov.ae mawaleb.gov.ae	B	
C			

C5/C4

A. Logo height

20mm

B. Arabic Address

Din Next LT Regular

8pt/11pt

Colour: Almost black

C. English Address / Tel. / Email

Corporate S Regular

8pt/11pt

Colour: Almost black

D. Website URL

Corporate S Regular

8pt/11pt

Colour: Blue

C3

E. Logo Height

25mm

F. Arabic Address

Din Next LT Regular

10pt/14pt

Colour: Almost black

G. English Address / Tel. / Email

Corporate S Regular

10pt/14pt

Colour: Almost black

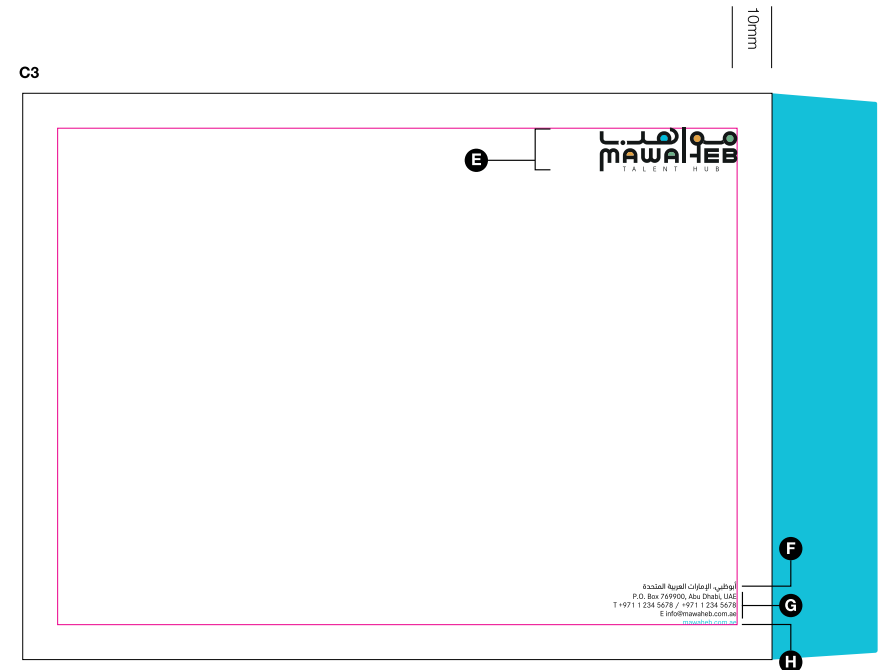
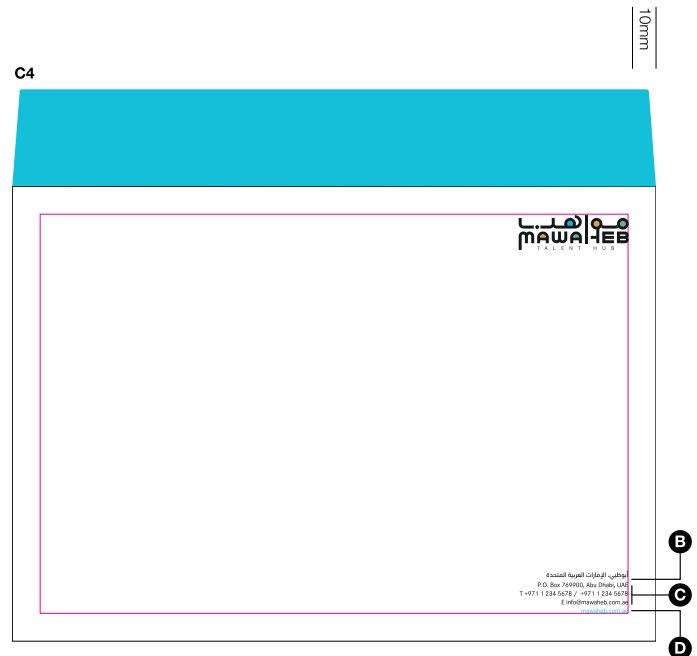
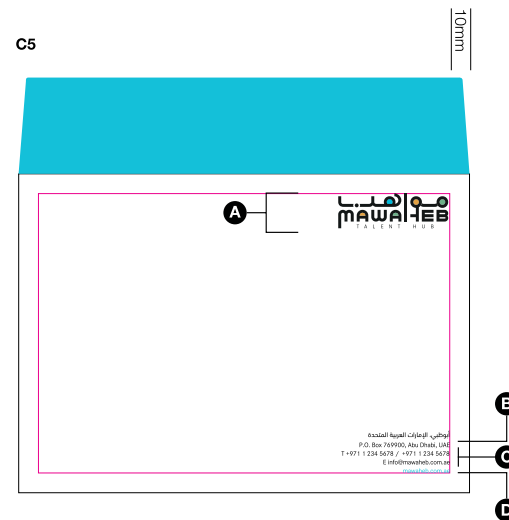
D. Website URL

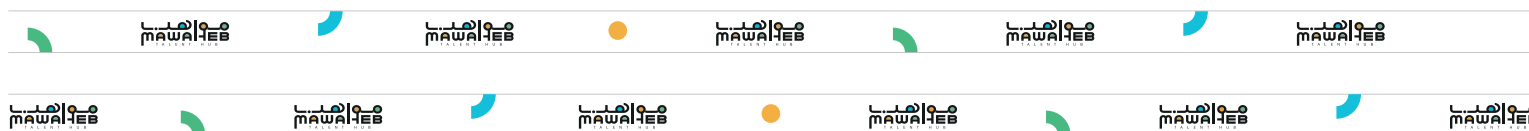
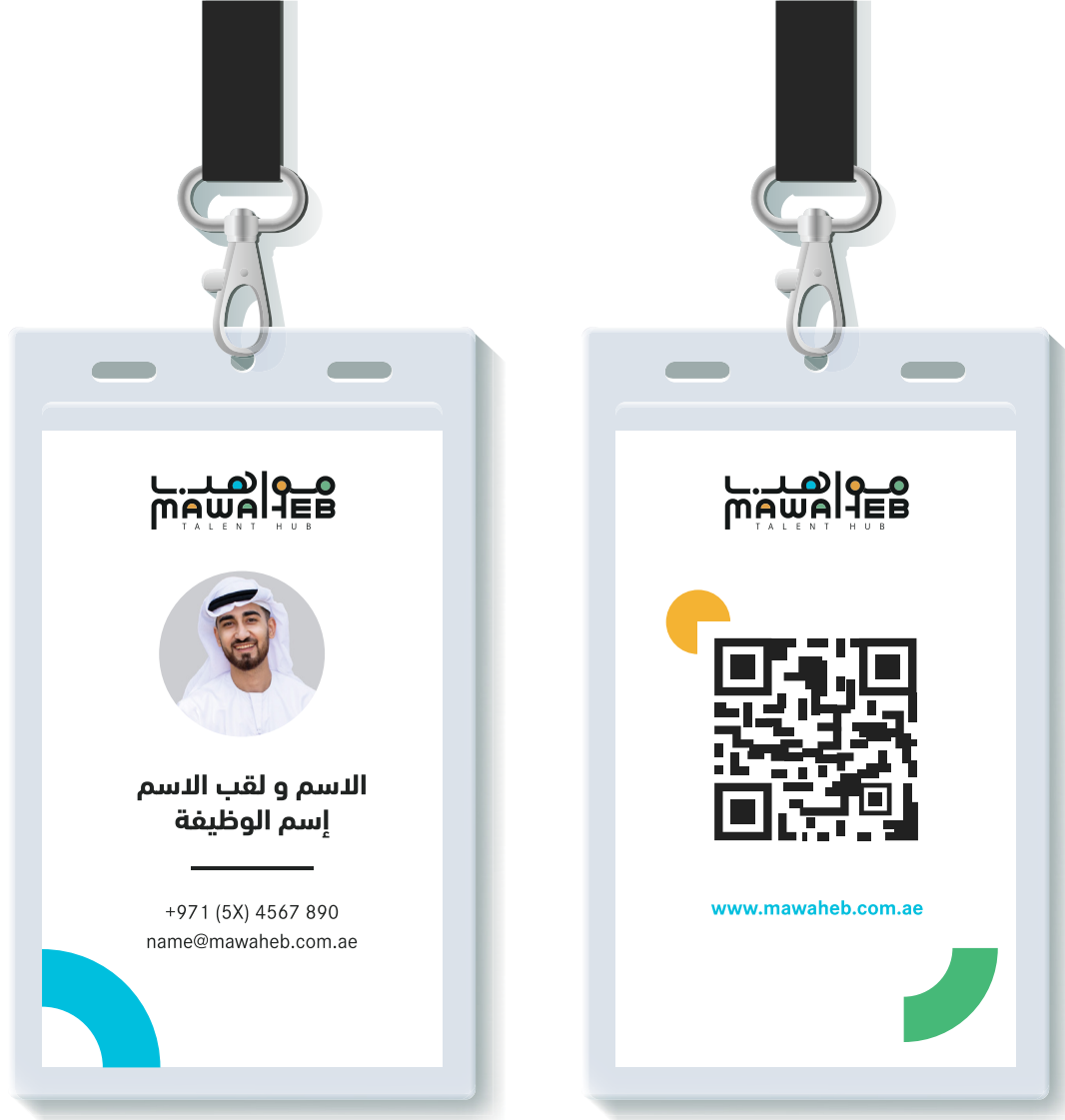
Corporate S Regular

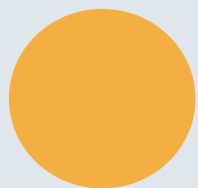
10pt/14pt

Colour: Blue

Flap: Blue

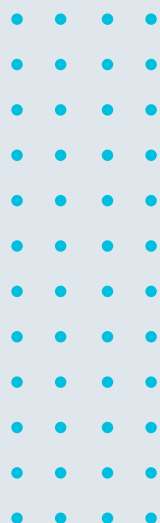






05

DIGITAL



Dear Sir/Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit.

Kind Regards,

Name Surname Here

Job Title Here

الإسم الكامل هنا

إسم الوظيفة هنا

M +971 222 3333

E namesurname@dge.gov.ae

أبوظبي، الإمارات العربية المتحدة
PO Box 769900, Abu Dhabi, UAE
T: 971 222 3333







العنوان هنا
هو ببساطة نص شكلي بمعنى أن الغاية هي الشكل وليس المحتوى
يستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولا يزال
المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة
مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص
لتكون كتيب بمثابة دليل أو مرجع شكلي لهذه الأحرف. خمسة قرون من
الزمن لم تقضي على هذا النص، بل إنه صار مستخدماً وبشكله
الأصلي في الطباعة

1 نوفمبر 2023
من 8:30 صباحاً – 3:30 مساءً

Dear colleagues,
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet.

1 November 2023
8:30 – 3:30



لمزيد من المعلومات يرجى التواصل عبر البريد الإلكتروني التالي

For more information, please email us
info@mawaheb.com.ae







CONTENT	
Title One	Title Four
Subtitle One Here	Subtitle One Here
Subtitle Two Here	Subtitle Two Here
Subtitle Three Here	Subtitle Three Here
Title Two	Title Five
Subtitle One Here	Subtitle One Here
Subtitle Two Here	Subtitle Two Here
Subtitle Three Here	Subtitle Three Here
Title Three	
Subtitle One Here	
Subtitle Two Here	
Subtitle Three Here	

A man in a white thobe and ghutra and a woman in a black hijab are looking at a laptop screen. The man is on the left, and the woman is on the right. They are both looking down at the laptop. The background is a solid blue color.

[illegible]

A wireframe of a website layout. The top section features a large title "TITLE GOES HERE" with a subtitle "Click to edit introduction text" below it. The middle section is titled "OPTIONAL SUBTITLE GOES HERE" and contains a paragraph of placeholder text. The bottom section is titled "HEADLINE GOES HERE" and contains another paragraph of placeholder text. The layout is clean and modern, with a light gray background and a white header area.

**CLICK TO EDIT
SEPARATOR
TITLE HERE**

Click to description text lorem ipsum dolor sit amet adipiscing elit, lorem ipsum dolor sit
amet adipiscing elit lorem ipsum dolor sit amet adipiscing elit, lorem ipsum dolor sit amet
adipiscing elit. Click to description text lorem ipsum dolor sit amet adipiscing elit, lorem
ipsum dolor sit amet adipiscing elit lorem ipsum dolor sit amet adipiscing elit, lorem ipsum
dolor sit amet adipiscing elit. Click to description text lorem ipsum dolor sit amet adipiscing
elit, lorem ipsum dolor sit amet adipiscing elit.



THANK YOU

