

Brand guidelines

U.A.E.



Brand guidelines
U.A.E.

Basic Design ■

Basic Identity Elements. Basic Terminology ■

Brand Orientations ■

Protection Area ■

Minimum Size. Adaptative Brand ■

Corporate Colors. Chromatic Formulation ■

Scale of Greys ■

Negative versions ■

Chromatic Guidelines ■

Reproduction on Colour Backgrounds ■

Incorrect Uses of the Brand ■

Basic Design

Basic Identity Elements. Basic Terminology.

In the following pages we present the basic elements which form the U.A.E.'s corporate identity and its design guidelines. For a better understanding of this manual, we think necessary to define the terminologies used to identify each element.

Symbol

It is the most essential graphical form of identity, the quickest and more visual way of identifying the Association.



Logo

The typographical construction of the name.



Brand

It is the combination of the symbol and the logo.

The brand will represent the Association at all time and will be in used in the graphical supports or applications needed in every moment.



Brand with Descriptor

The descriptor gives more information about the brand. In this case, it represents the complete name of the Association, in its two official languages, french and english.



Basic Design

Basic Identity Elements. Basic Terminology.

Corporate Colors

Corporate colors are PANTONE 2756 C (dark blue) and PANTONE 116 C (yellow).

For cases in which it is necessary for specifications of printing or web, we will use the corresponding equivalents in CMYK and RGB.

Corporate Typeface

The U.A.E. typeface has been specifically created, and the descriptor's typeface is Frutiger Light.

For stationery elements and others design elements, we will use the same typeface in its versions such as Bold, Italic or Light Condensed.

Frutiger Light

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ° ª
' ! \$ % & / () = ? | @ # € < > , ; : - _ " { } Ç ^ * []

Frutiger Light Condensed

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ° ª
' ! \$ % & / () = ? | @ # € < > , ; : - _ " { } Ç ^ * []

Basic Design

Brand Orientations.

The combination of the symbol and the logo constitutes the brand, that is to say, the principal element of identity of the Association.

The brand must be reproduced, preferentially, in the corporate colors previously mentioned.

In occasions we can establish different manners of visualization of the brand, that is to say, different ways of locating the symbol with regards to the logo. In this case, we establish two correct versions: vertical and horizontal.

The vertical version will be always of preferential use, leaving the horizontal version for very concrete uses, where the design or the space reserved to the brand does not allow us to use it in its vertical disposition.

Vertical Disposition.
Preferential use.



Horizontal Disposition.
Punctual use.



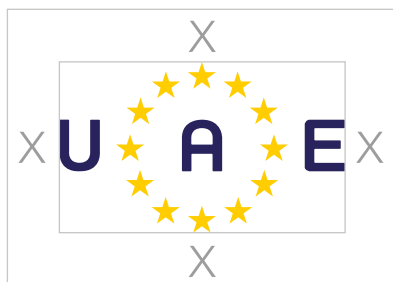
Basic Design

Brand. Protection Area.



A space is “reserved” around the brand, to prevent that texts, images or illustrations are placed too close and could impede the correct visualization or identification of the brand.

This regulation is calculated depending on the “X” (coincidental with the width of the letters of “U.A.E.”).



Basic Design

Minimum Size. Adaptative Brand.

The minimum size recommended for the brand is of 20 mm width, and 30 mm if the brand comes with descriptor.



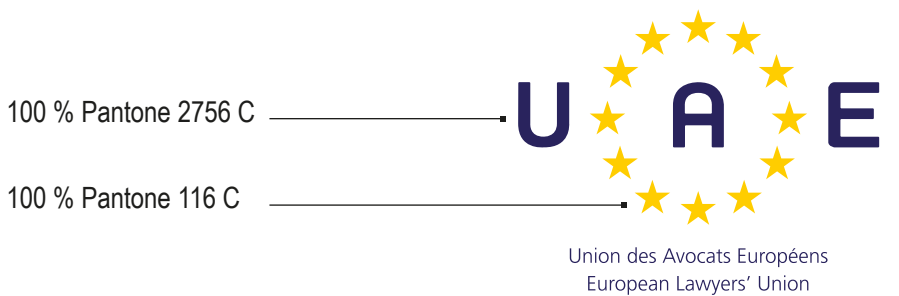
The adaptative brand is the one to be used on reduced space supports, such as mobile phone applications, social networks and other digital communication.



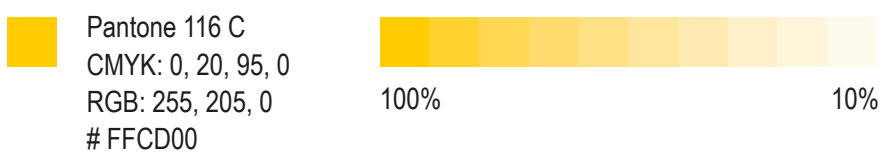
Basic Design

Brand. Corporate Colors. Cromatic Formulation.

Below, the correct application of the corporate colors for the reproduction of the signs of identity and his correspondence with other modalities of palette.



Independently of the material, finish touch or used support, colours shall match to those who are here established.



Basic Design

Brand. Scale of Greys.

For the cases when the impression to color is not possible, we will use a version of the brand in scale of greys.



Pantone Black C
CMYK: 0, 0, 0, 90
RGB: 60, 60, 59
3C3C3B



Pantone Black C
CMYK: 0, 0, 0, 40
RGB: 178, 178, 178
B2B2B2



Basic Design

Brand. Negative Versions.

In case of dark coloured backgrounds, we shall use the negative versions of the brand, which is obtained by a reversal of previously defined corporate colours.

Coloured logo - negative version

100 % Pantone 2756 C

100 % Pantone White

100 % Pantone 116 C



Scale of greys logo - negative version

90 % Pantone Black C

100 % Pantone White

40 % Pantone Black C



Basic Design

Brand. Chromatic Guidelines.

Preferential version

We establish as preferential version the vertical brand with descriptor, in its corporate colors, on white background and respecting always the protection area indicated previously.



Secondary version

As a secondary version we will use the brand in negative, with white typography on corporate dark blue background and unchanged yellow.



Scale of greys version

In this case, we recommend the scale of greys version on white background.



Basic Design

Brand. Reproduction on Coloured Backgrounds.

As a general guideline, the brand must be placed on a background that allows and guarantees his perfect visualization.

The brand will be in used always on white, very light grey or corporate dark blue background. In case of being used on a coloured image or any other color, the brand will have to go within a box (minimum of the size of the protection area) in white, light grey or corporate dark blue according to the version to be used.



Basic Design

Brand. Incorrect Uses.

The brand cannot be altered in any way.

The brand or the elements that compose it cannot be distorted neither in shape nor in color, in order to always preserve the corporate identity.

The proportional configuration cannot be changed.

The disposition of the elements cannot be altered.

The logo will always be composed with the corporate typography.

