



عام التسامح YEAR OF TOLERANCE

Brand Guidelines



1. LOGOTYPE

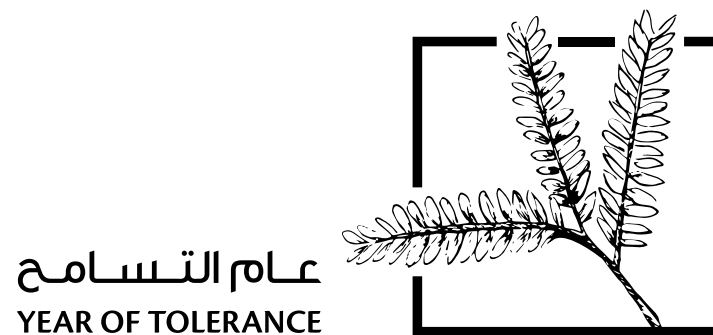
1. LOGOTYPE



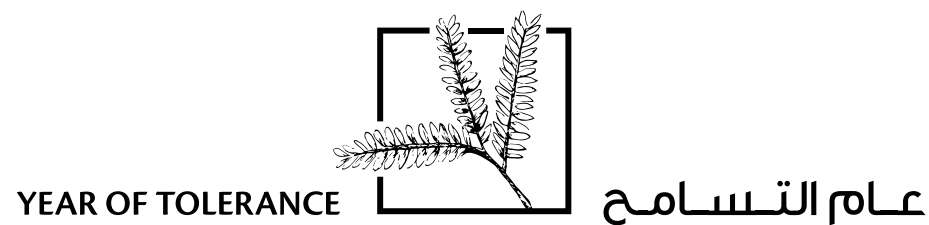
1.1 PRIMARY LOGOTYPE

This is the primary logo which will be used alongside all collateral pertaining to the Year of Tolerance.

A



B



1.2 LOGOTYPE VARIATIONS

There are two secondary logo variations for horizontal usage.

A - The horizontal logo. Use this logo when vertical space is limited.

B - The winged logo. Use this logo when vertical space is limited and without a partner logo.

C

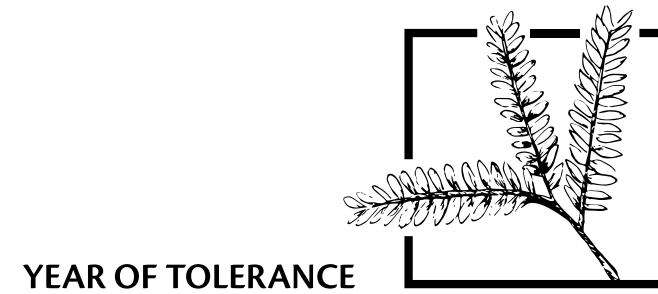
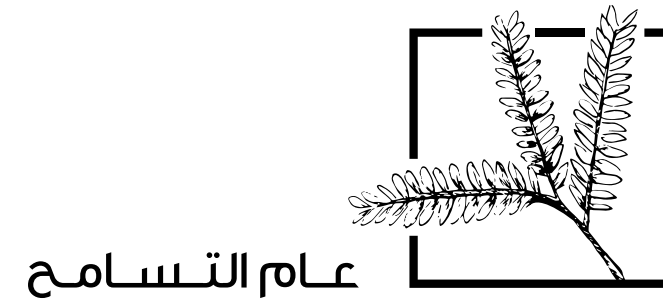


1.3 SPECIAL CASE VARIATIONS

There are two special case logo variations, to be used sparingly.

- C - The single-language vertical logo is only to be used when horizontal space is limited and communication is to a single-language audience.

D



1.3 SPECIAL CASE VARIATIONS

D - The single-language horizontal logo is only to be used when vertical space is limited and communication is to a single-language audience.

1. LOGOTYPE



1.3 LOGO INVERSE VARIATIONS

The logo can be used in a colored background which includes all the colors from the secondary color palette.



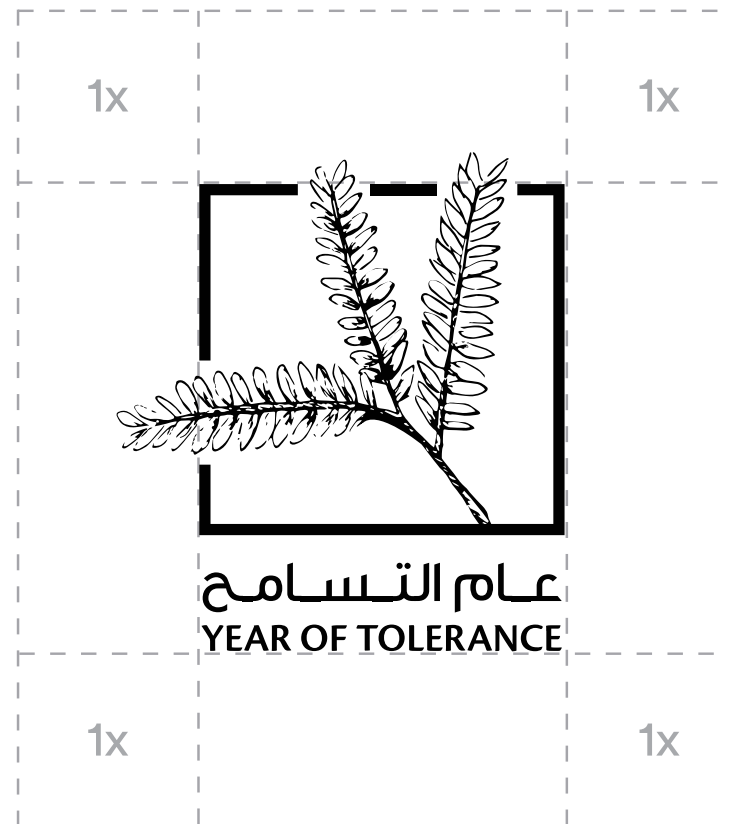
1.4 MINIMUM SPACE GUIDELINES

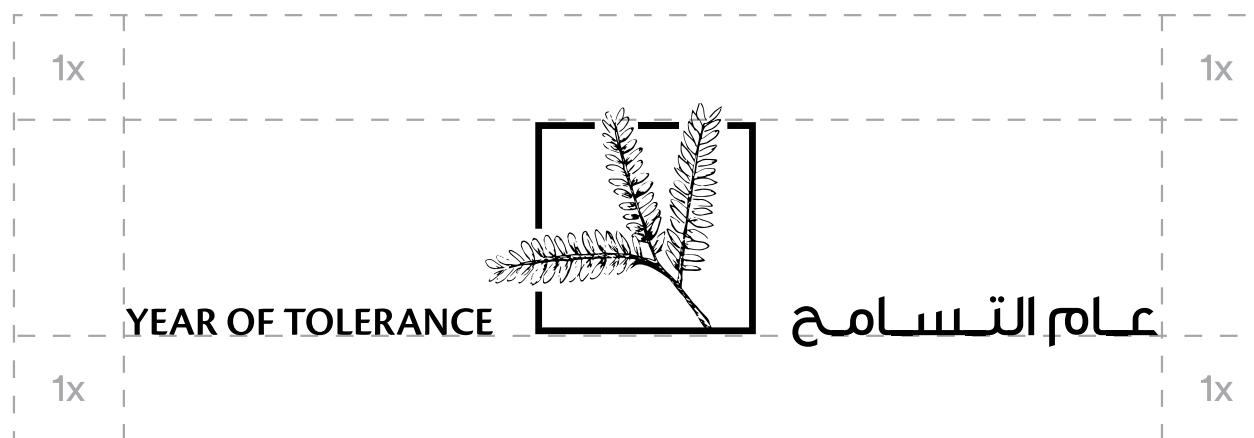
A minimum space defined by 1/2 the height of the logomark box, this space should be maintained around the logomark at all times.

Minimum logo emblem width: 20mm

Minimum clear spacing around the logo: as shown in the diagrams.

$X = 1/2H$





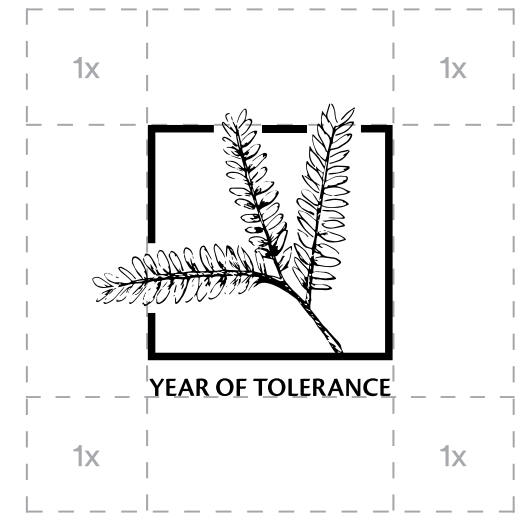
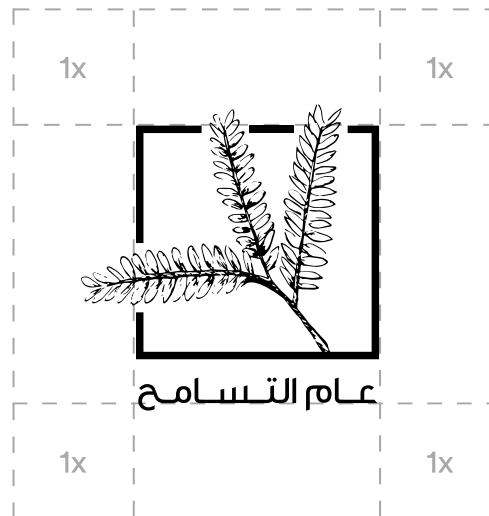
1.4 MINIMUM SPACE GUIDELINES

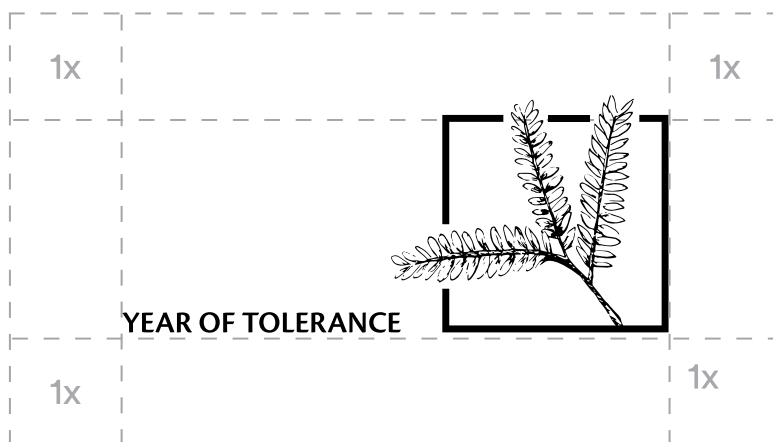
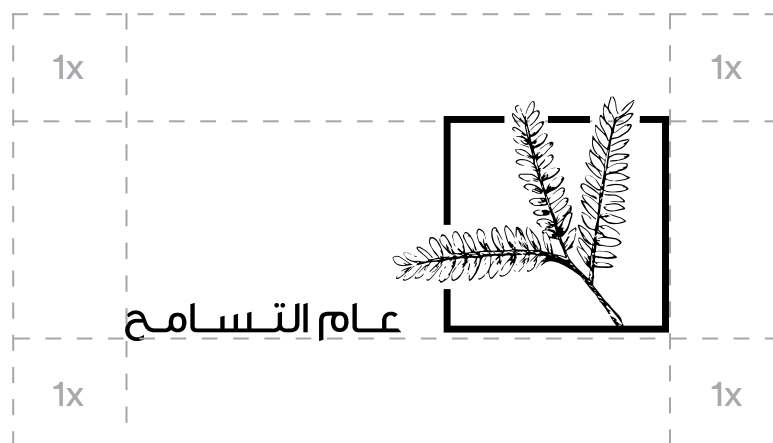
A minimum space defined by 1/2 the height of the logomark box, this space should be maintained around the logomark at all times.

Minimum logo emblem width: 20mm

Minimum clear spacing around the logo: as shown in the diagrams.

$X = 1/2H$







1.5 LOGO MISUSE

Below are some examples of logo misuse. However, not all possible cases of misuse are illustrated here. That is why it is important to strictly follow the guidelines provided in this manual.



Do not stretch or resize the logo disproportionately.



Do not recolor the logo. Use assigned Pantone, RGB & CMYK versions.



Do not change the position of any of the logo elements.



Do not rotate the logo, always keep it horizontal.



Do not place the logo on low-contrast backgrounds.

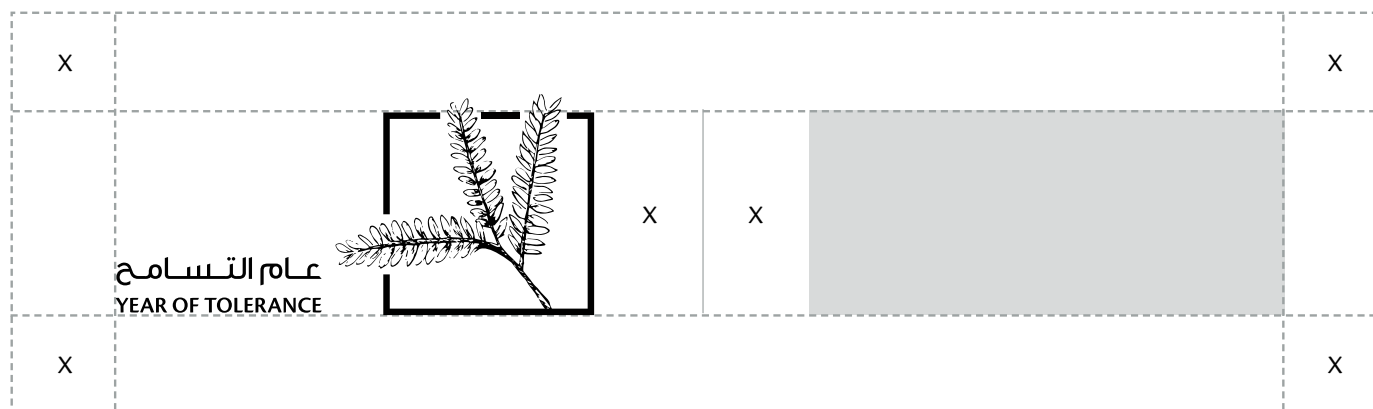
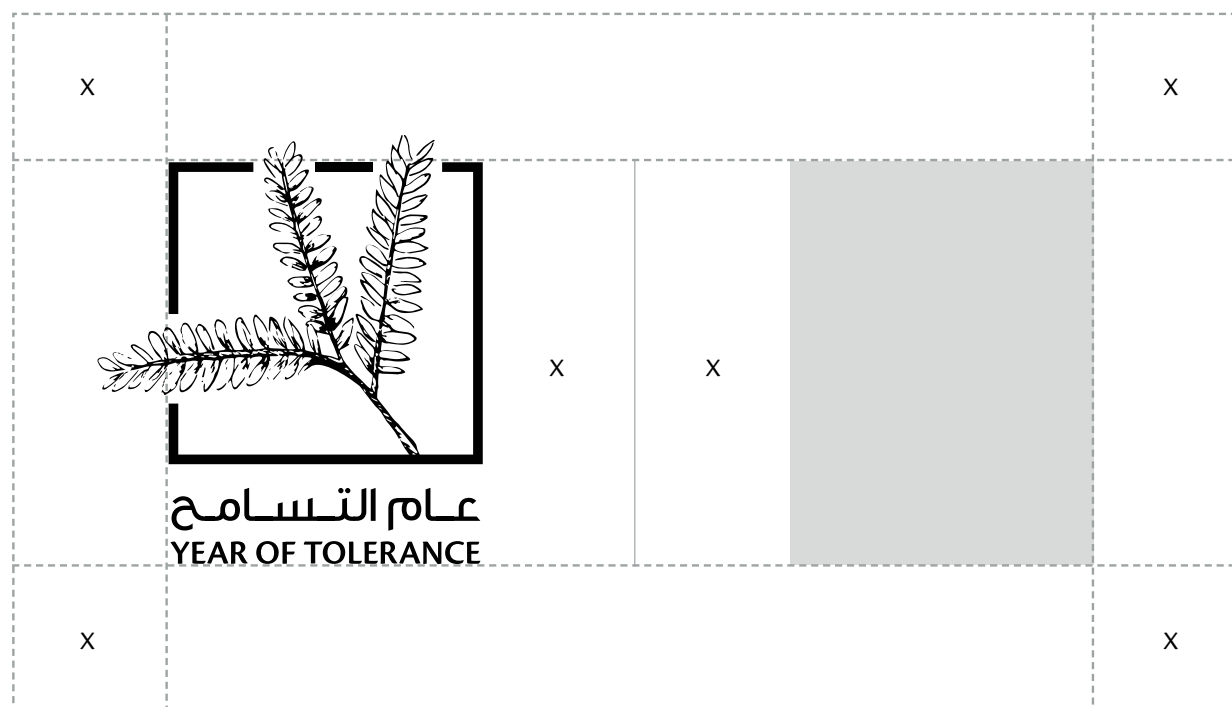


Do not remove elements from the logomark.

4. CO-BRANDING GUIDELINES

4.1 GHAF EMBLEM

The Ghaf emblem is the principal visual mark of the brand. It may be used in collateral design to evoke the symbolic meaning of the emblem.



A



B



UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
AND INTERNATIONAL COOPERATION



الإمارات العربية المتحدة
وزارة الخارجية
والتعاون الدولي

EXAMPLES

A - Vertical logo with vertical
Tolerance emblem.

B - Horizontal logo with horizontal
Tolerance emblem.

A



B



EXAMPLES

A - Vertical logo with vertical Tolerance emblem.

B - Horizontal logo with horizontal Tolerance emblem.

A



B



EXAMPLES

A - Vertical logo with vertical Tolerance emblem.

B - Horizontal logo with horizontal Tolerance emblem.

A



B



EXAMPLES

A - Vertical logo with vertical Tolerance emblem.

B - Horizontal logo with horizontal Tolerance emblem.



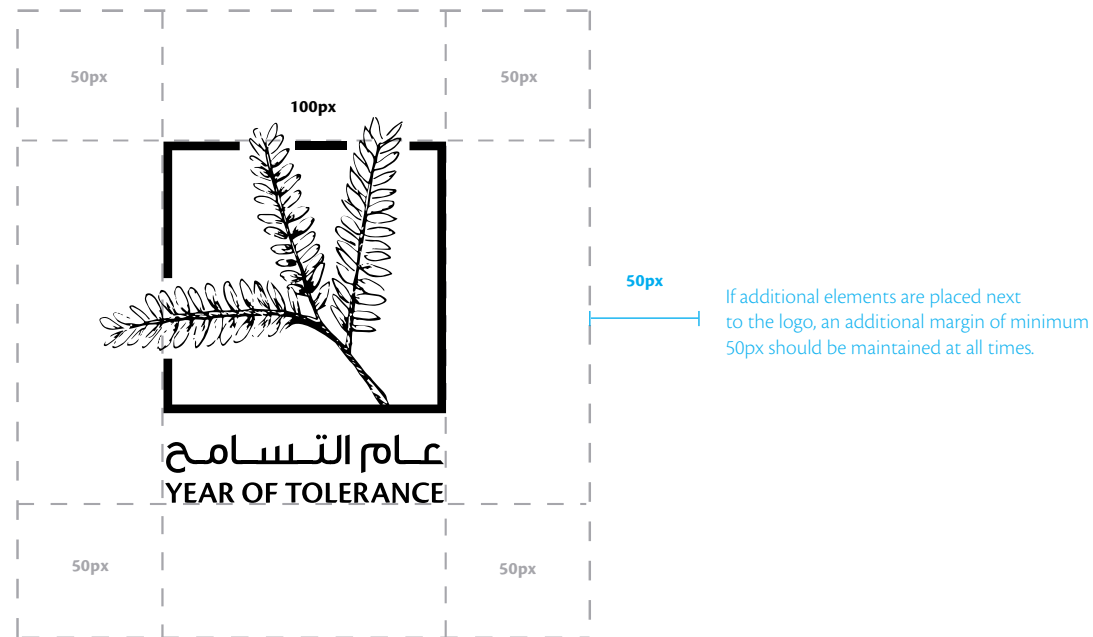
5. SUPPORTING BRAND ELEMENTS



5.1 TOPOGRAPHY PATTERN

Usage rules: The pattern can be any of the brand colors and at 50% opacity, when headline text is required, the opacity should be 20%. When body copy is used with the pattern, same color box must be used to ensure legibility of text.

6. DIGITAL

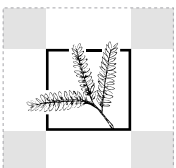


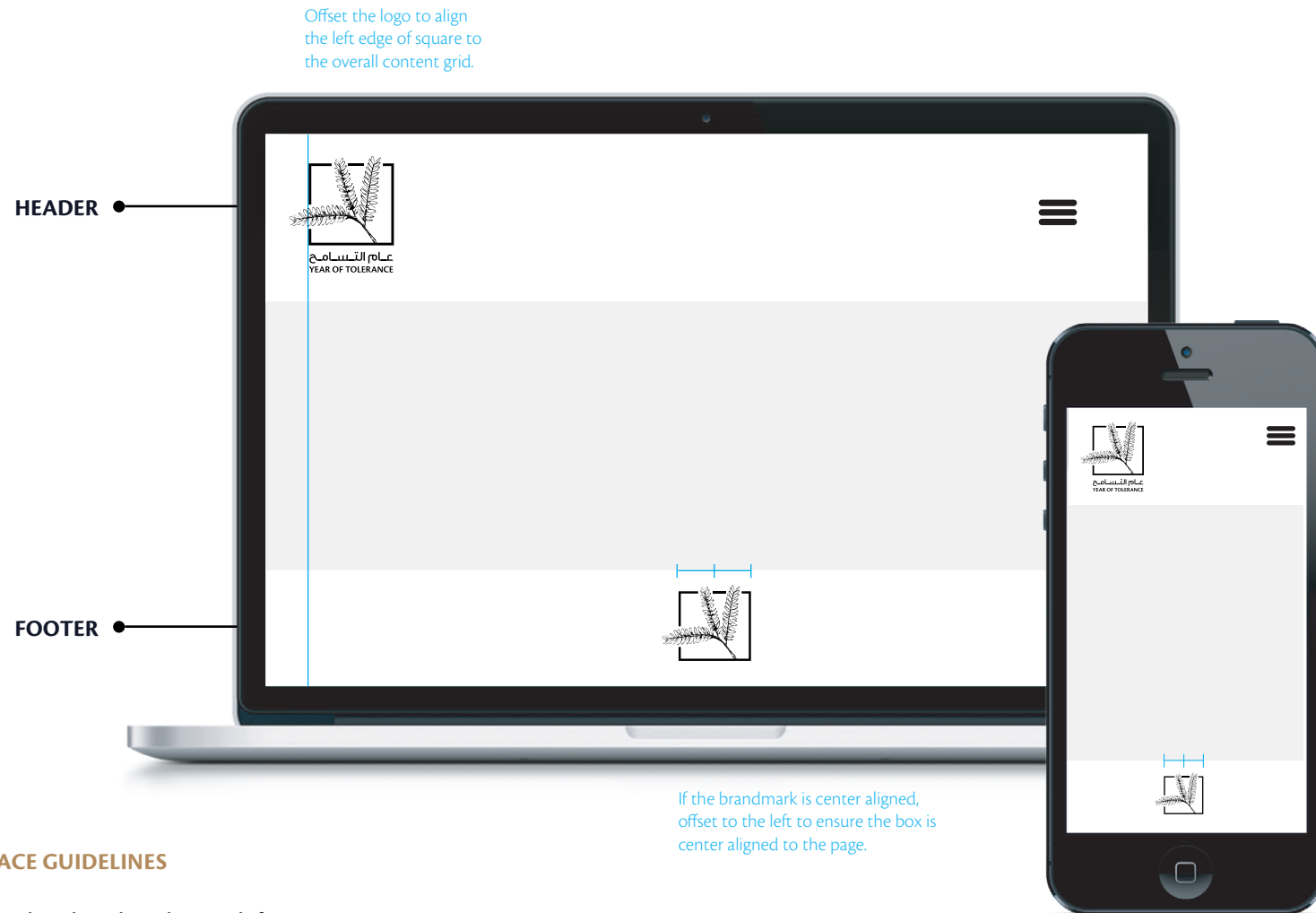
6.1 MINIMUM SPACE GUIDELINES

Minimum logo width: 100px

Minimum padding of 25% should be maintained around the logomark at all times.

Minimum padding of 25% should also be maintained at all times around the brandmark as per the diagram below.





6.1 MINIMUM SPACE GUIDELINES

Logo should always be placed to the top left or the top right of the screen on desktop and mobile devices.

Logo placement on the footer should only include the brandmark.