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INTRODUCTION
Tolerance and forgiveness are a duty. If The Almighty Creator forgives and we as human beings are His creation, then shall we not forgive? — The Late Sheikh Zayed bin Sultan Al Nahyan

His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, has proclaimed the year 2019 to be the “The Year of Tolerance” in the UAE.

Highlighting the UAE as a global capital for tolerance, and emphasizing tolerance as a universal concept and a sustainable institutional endeavor through legislation and policies aimed at entrenching the values of tolerance, dialogue, coexistence and openness to different cultures, especially amongst youth, which will reflect positively on society as a whole.

The Year of Tolerance embodies the approach adopted by the UAE since its establishment to be a bridge of communication between the people of the world and their various cultures, in an environment of openness and respect that rejects extremism and promotes coexistence.

Mission
To highlight the impact of tolerance, and to expand the scope and opportunities for communication and dialogue.

Vision
Devoting efforts to building a tolerant society that believes in the importance of human communication.

Objectives
• To establish values of tolerance, communication and coexistence in society.
• Introducing the UAE model of tolerance to the world to become part of community virtues.
• Enabling tolerance in society through policies and legislation.
• Openness to other human cultures.
Five Pillars of Tolerance

Youth
To deepen the values of tolerance and coexistence among cultures and peoples by concentrating on instilling the values of tolerance in the youth.

Community
To establish cultural tolerance through a range of community and cultural initiatives.

Governance
To introduce legislation and policies aimed at mandating the values of cultural, religious and social tolerance.

Communication
To promote tolerance and coexistence via targeted media initiatives and projects.

Dialogue
To establish the UAE as a global capital for tolerance through a series of major initiatives and projects, including research, and specialized social and cultural studies on tolerance and dialogue between various cultures and civilizations.
Tolerance is the embodiment of the values of the people of the UAE. A nationwide survey has identified these four aspects of tolerance, defining a shared cultural language for tolerance in the UAE.

Ensure their usage in all communications of media campaigns, in adherence to the corporate identity of the Year of Tolerance.
Coexistence

Respect
The general framework of the Year of Tolerance revolves around 7 main pillars that seek to entrench the values of tolerance and openness to cultures and peoples as a general community approach that involves all segments of society and to establish a sustainable institutional framework across the UAE.

TOLERANCE IN THE COMMUNITY

It aims to promote the values of tolerance within family members and members of the community, and to consolidate them among different cultures, activating the role of UAE community centers across the country to promote the values of tolerance and celebrate cultural diversity, as well as launching awareness programs on the values and principles of tolerance for families and the community as a whole.
TOLERANCE IN EDUCATION
This pillar seeks to consolidate the values of tolerance in education through educational and cultural programs that promote tolerance between school and university students and activating student clubs in universities to celebrate cultural diversity.

TOLERANCE AT THE WORKPLACE
This pillar aims to promote and consolidate the values of tolerance in government and private institutions through educational programs focused on the values of tolerance in governmental and non-governmental institutions and awareness programs on equal opportunities in employment and services.

TOLERANCE AND CULTURE
The promotion of cultural tolerance is the main objective, through the launch of various events to celebrate the expatriate communities residing in the UAE, promoting initiatives that enhance interactions among them, and implementing a series of community events in the arts and culture sector.

UAE MODEL OF TOLERANCE
The dissemination of the UAE model of tolerance is one of the objectives of the Year of Tolerance, through conferences and platforms for dialogue on tolerance, and efforts to enrich the scientific and cultural content on tolerance, in order to establish the UAE as the global capital for tolerance.

TOLERANCE IN POLICIES AND LEGISLATION
This pillar will see the Supreme National Committee for Tolerance work on developing policies, legislation and executive regulations that guarantee the sustainability of values and lessons behind tolerance, dialogue and cohesion among cultures, including a law on multiculturalism.

TOLERANCE IN THE MEDIA
The media is one of the most important pillars in disseminating tolerance and coexistence values through targeted media campaigns that shed light on the UAE model through a series of media policies and television and radio programs, and targeted media and awareness campaigns on social media platforms.
WHY THE GHAF?

The Ghaf tree was chosen as a symbol of the Year of Tolerance because of the great significance that the tree bears as an indigenous tree. It is associated with popular and environmental heritage. It is a symbol of the stability of the desert and a witness to old customs. The late Sheikh Zayed bin Sultan Al Nahyan has given the Ghaf tree a great importance and has issued laws and regulations prohibiting the cutting of the Ghaf tree throughout the state.

The majority of the community practiced most of their social behavior under the trees of Ghaf, as it was a focal point for gathering and diversity. This was seen as a manifestation of communication and solidarity, and tribal meetings were held to discuss matters of their lives. According to some historians many leaders took council under the Ghaf tree to receive their citizens and listen to their demands directly.
**SIGNIFYING STABILITY**
Ghaf trees are a source of stability in the middle of the desert. Human settlements can often be found around them.

**A SYMBOL OF GIVING**
With a steady and inexhaustible crop, the ghaf tree is a symbol of generosity and sustainability. It is a source of food for humans, domesticated animals and wildlife alike.

**THE SPIRIT OF COEXISTENCE**
It can adapt and coexist with the arid desert environment.

**A PLACE OF CONVERGING**
For centuries, our ancestors used to gather in the shade of the ghaf trees that became a hub for assemblies, social solidarity and diversity. Tribes came together around these trees to hold traditional meetings and discuss various issues.
1. LOGOTYPE
1.1 PRIMARY LOGOTYPE

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

\[ X = \frac{1}{2}H \]
1. LOGOTYPE

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.
2. TYPOGRAPHY
2.1 ENGLISH TYPEFACE

Cronos Pro is the permitted typeface for all English-language branding. Cronos Pro Bold is used for header text with Cronos Pro Light for body text.
2.2 ARABIC TYPEFACE

GE Dinar One Medium is the primary typeface for all Arabic language branding. Additional weights GE Dinar One Light may also be used.
أبُتْ چ چ چ چ چ
ش چ چ چ چ
ض چ چ چ چ
ط چ چ چ چ
ع چ چ چ چ
غ چ چ چ چ
ف چ چ چ چ
ق چ چ چ چ
ك چ چ چ چ
ل چ چ چ چ
م چ چ چ چ
ن چ چ چ چ
ه چ چ چ چ
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أبُتْ چ چ چ چ چ
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9876543210

9876543210
3. BRAND COLORS
3. primary brand color

The brand primary color is a black and white and shades of grey is used for graphic devices and other supporting elements.
PRIMARY COLOR

MARK AND WORDMARK COLOR
CMYK : C = 0% M = 0% Y = 0% K = 100%
RGB : R = 0 G = 0 B = 0
WEB : #D4B66A

COLOR GREY
CMYK : C = 28% M = 21% Y = 21% K = 0%
RGB : R = 189 G = 187 B = 189
WEB : #B9BBBD
3.2 SECONDARY BRAND COLORS
The color palette is inspired by the Ghaf tree and its environment.
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.
4. CO-BRANDING GUIDELINES

EXAMPLES

A - Vertical logo with vertical Tolerance emblem.

B - Horizontal logo with horizontal Tolerance emblem.
EXAMPLES

A - Vertical logo with vertical Tolerance emblem.
B - Horizontal logo with horizontal Tolerance emblem.
4. CO-BRANDING GUIDELINES

EXAMPLES

A - Vertical logo with vertical Tolerance emblem.
B - Horizontal logo with horizontal Tolerance emblem.
EXAMPLES

A - Vertical logo with vertical Tolerance emblem.

B - Horizontal logo with horizontal Tolerance emblem.
5. SUPPORTING BRAND ELEMENTS
5.1 TOPOGRAPHY PATTERN

This pattern symbolizes the native desert environment of the Ghaf tree, characterized by the variable topography of sand dunes and rock formations.
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.
5.1 TOPOGRAPHY PATTERN

This pattern symbolizes the native desert environment of the Ghaf tree, characterized by the variable topography of sand dunes and rock formations.
5.2 IMAGE TREATMENT

Transparency mask: color
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.

If the brandmark is center aligned, offset to the left to ensure the box is center aligned to the page.
6.1 COLOR AND CONTRAST

Always maintain a contrast ratio of at least 4.5:1 between background and foreground to adhere to AA standards.

For example a dark background is chosen so that light colored letters that match can be used.
Always maintain a contrast ratio of at least 4.5:1 between background and foreground to adhere to AA standards. For example, a dark background is chosen so that light-colored letters that match can be used.
6.1 FORM ELEMENTS

Similar UI elements not included in the style guideline can be used if they follow the same design principles as shown above.

- Borders should never be rounded.
- Text for the CTA should be capitalised in bold.
- Text for labels should always be in bold.
- Field data should always be in regular font.
- Interaction states should always apply.
6.1 FORM ELEMENTS

OUTLINE STYLE
This style should be used on light backgrounds.

BUTTON

SOLID STYLE
This style should be used on dark backgrounds.

A few examples of field styles are highlighted above.

- Borders should never be rounded.
- Text for the CTA should be capitalised in bold.
- Text for labels should always be in bold.
- Field data should always be in regular font.
- Interaction states should always apply.

6.1 FIELDS

A few examples of field styles are highlighted above.
6.1 PRIMARY TYPOGRAPHY

If the system allows custom fonts, Cronos Pro should be used.

---

**Headline 1**
60px/1em

**Headline 2**
45px/1em

**Headline 3**
30px/1em

**Headline 4**
20px/1.2em

**Paragraph Style**

Lorem ipsum is simply dummy text of the print and type industry. Lorem ipsum is simply dummy text of the print and type industry.

Lorem ipsum is simply dummy text of the print and type industry. Lorem ipsum is simply dummy text of the print and type industry.

18px/1.2em
If the system allows custom fonts, Cronos Pro should be used.

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6.1 WEB-SAFE TYPOGRAPHY

If the system doesn’t allow custom fonts for collateral such as emailers, Verdana should be used.

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Paragraph Style

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VERDANA BOOK

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!
Brand identity system and guidelines developed by Xische & Co for the Year of Tolerance