

UAE

إمارة

49 اليوم الوطني
NATIONAL DAY **روح الاتحاد**
SPIRIT OF THE UNION

SUMMARY GUIDELINE

SPIRIT OF THE UNION

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INTRODUCTION

THE CREATIVE BRIEF

The Office of the Brand of Abu Dhabi was appointed by UAE The National Day Committee in early 2011 to create an iconic identity to celebrate the up and coming 40th UAE National Day anniversary.

The original creative brief outline of the following:

- . The Identity should reflect the legacy of Sheikh Zayed.
- . The Identity should embody the brand promise of 'Spirit of The Union'.
- . The Identity should be bold, graphic, modern yet timeless and attractive to all audiences.

. The Identity should be an icon, one that remains timeless and lives independently even without any addition supporting wordmarks.

. The Identity should use the colors of the UAE flag: Red, Green, White & Black

. The Identity must be practical and flexible for all graphic applications; it should look just as legible and powerful whether it is seen on the back of a coin or on the side of a building.



" AS A STRUCTURE AND AN ENTITY , THE UNION HAS SURMOUNTED EVENTS AND SITUATIONS HOWEVER BIG THESE MIGHT HAVE BEEN. THE UNION SHALL FOREVER REMAIN "

The late Sheikh Zayed Bin Sultal Al Nahyan

SPIRIT OF THE UNION

BRAND MARK HISTORY & CONCEPT

The 2nd of December 1971 marked a milestone in UAE's history. It was where the spirit of the union was born and a flag was raised. The established creative identity route reflects this and the seven founders of the UAE lead by the late Sheikh Zayed bin Sultan Al Nahyan who believed strongly in this union. In short the identity captures the date of the birth of the United Arab Emirates.

The Spirit of the Union brand was launched in 2011 to commemorate and celebrate United Arab Emirates 40th year. Since its inception this brand mark has been used as the official representation for such occasion throughout the next years whilst updating the year of celebration only.

49TH OFFICIAL BRAND

For the 49th celebration , a re-design of the Spirit of The Union came as a reflection towards updating and refining the mark whilst still maintaining the concept & essence originally established.

The main components of the original mark have been retained in terms of content whilst updating and refining details to allow for more flexibility, consistency in style , legibility , and maintaining a contemporary approach as a reflection to United Arab Emirates forward looking methodology.

OLD
2011 - 2019



NEW
2020



BRAND MARK SYSTEM

49TH SPIRIT OF THE UNION



USAGE OF THE BRAND

PRIMARY VERTICAL LOGOMARK

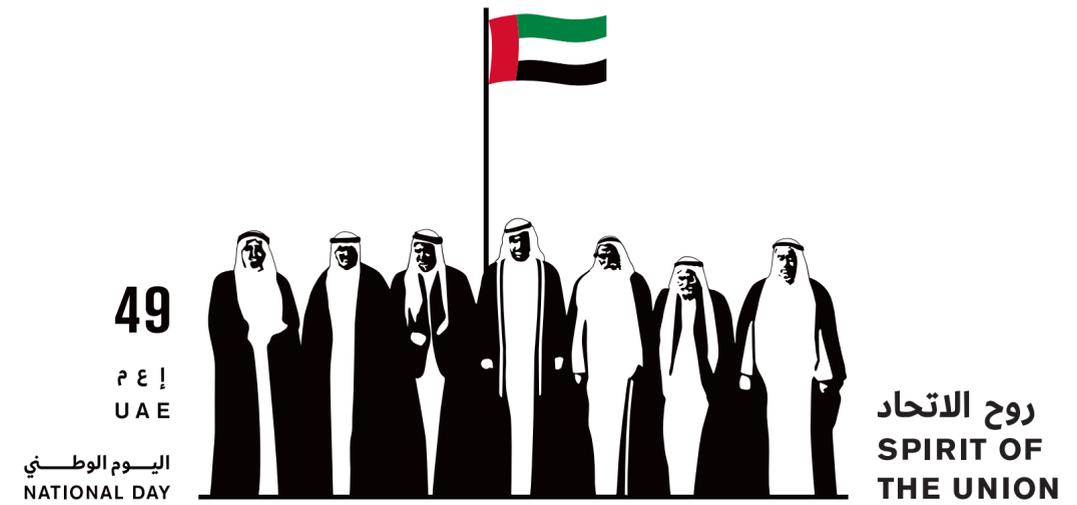
The brand mark has been designed to work with a flexible lockup system.

The below mark is considered the official identity created for the 49th UAE National Day celebration in its vertical lockup system to be used on different applications.



PRIMARY HORIZONTAL LOGOMARK

The horizontal lockup was established as a second version to the brand mark to allow for flexibility of use depending on application requirement.



LOGOMARK CONSTRUCTION

VERTICAL LOGOMARK CONSTRUCTION

The construction of the brand mark is built to be a bilingual lockup. This mark is flexible and includes elements that can be removed for a simplifying version that can be used depending on the applications.

C 0 M 100 Y 81 K 0
PANTONE 186C
C 86 M 16 Y 100 K 3
PANTONE 355C
C 0 M 0 Y 0 K 100
PANTONE BLACK



AKZIDENZ GROTESK STD CONDENSED

ZARID SANS ARABIC

AKZIDENZ GROTESK STD

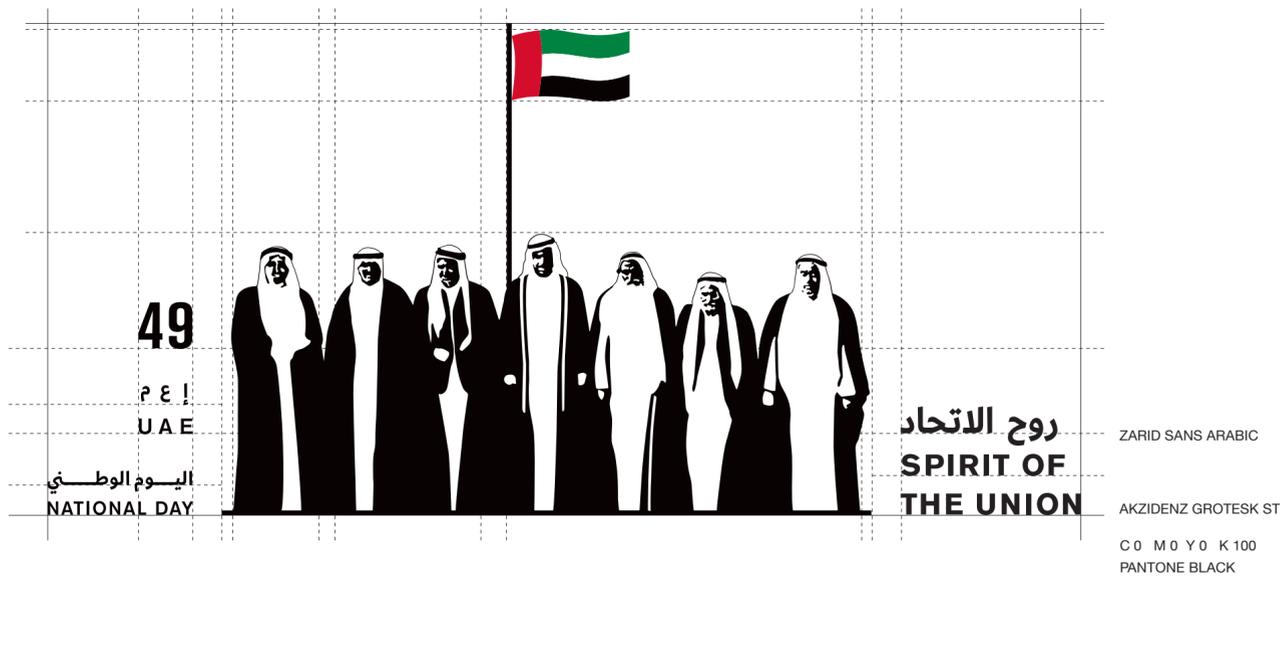
C 0 M 0 Y 0 K 100
PANTONE BLACK

HORIZONTAL LOGOMARK CONSTRUCTION

The construction of the brand mark is built to be a bilingual lockup. This mark is flexible and includes elements that can be removed for a simplifying version that can be used depending on the applications.

C 0 M 100 Y 81 K 0
PANTONE 186C
C 86 M 16 Y 100 K 3
PANTONE 355C
C 0 M 0 Y 0 K 100
PANTONE BLACK

AKZIDENZ GROTESK
STD CONDENSED



ZARID SANS ARABIC

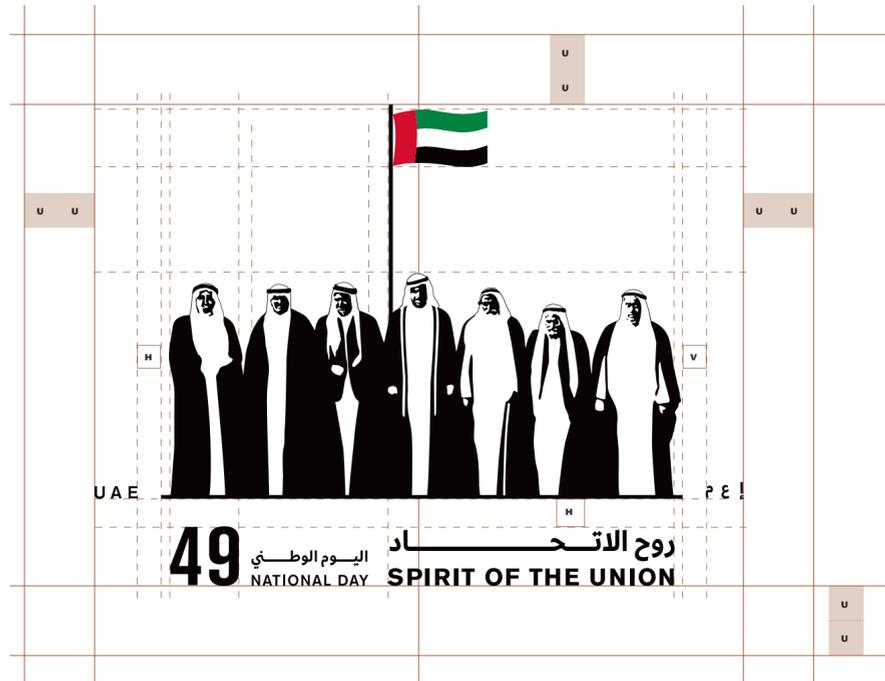
AKZIDENZ GROTESK STD

C 0 M 0 Y 0 K 100
PANTONE BLACK

LOCKUP CLEARANCE SPACE

CONSTRUCTION & CLEARANCE BORDER

Following the logomark constructed grid, the lockups have a minimum clearance border that needs to be maintained when the lockup is placed next to other elements or identities.

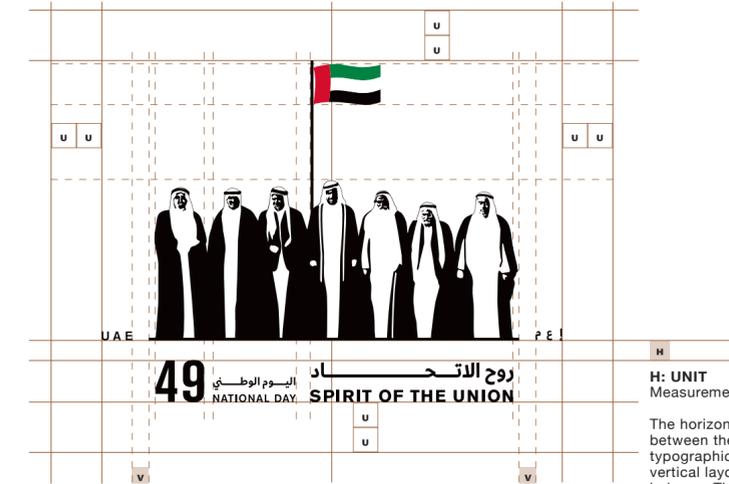


U: UNIT
Measurement size

The space created from the last edge of the lockup to the next edge of any adjacent external element.

5MM

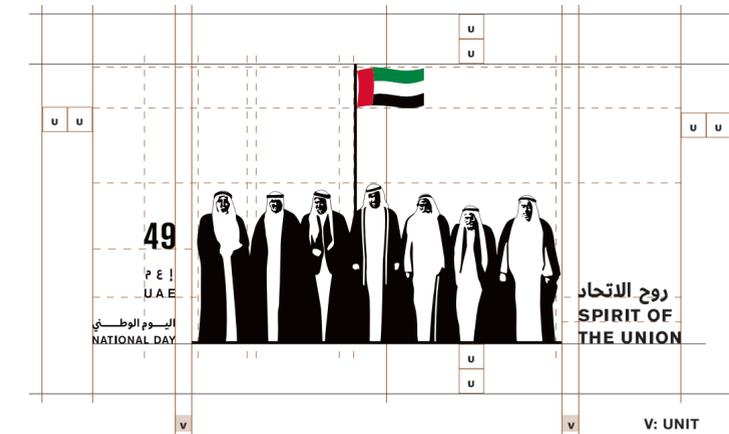
VERTICAL LOCKUP



H: UNIT
Measurement size

The horizontal space created between the logo to the typographic lockup in the vertical layout to maintain the balance. This should always stay the same and must be considered.

HORIZONTAL LOCKUP



V: UNIT
Measurement size

The vertical space created between the logo to the typographic lockup in the horizontal layout to maintain the balance. This should always stay the same and must be considered.

MINIMUM SIZES & BACKGROUND TONES

MINIMUM SIZES

In order to maintain a visual clarity and preserve the integrity of the brand mark, the below is a minimum size guide to be strictly followed for both lockup systems established.

The below sizes are applicable for both digital and print applications.



W: 5 CM

W: 200 PX

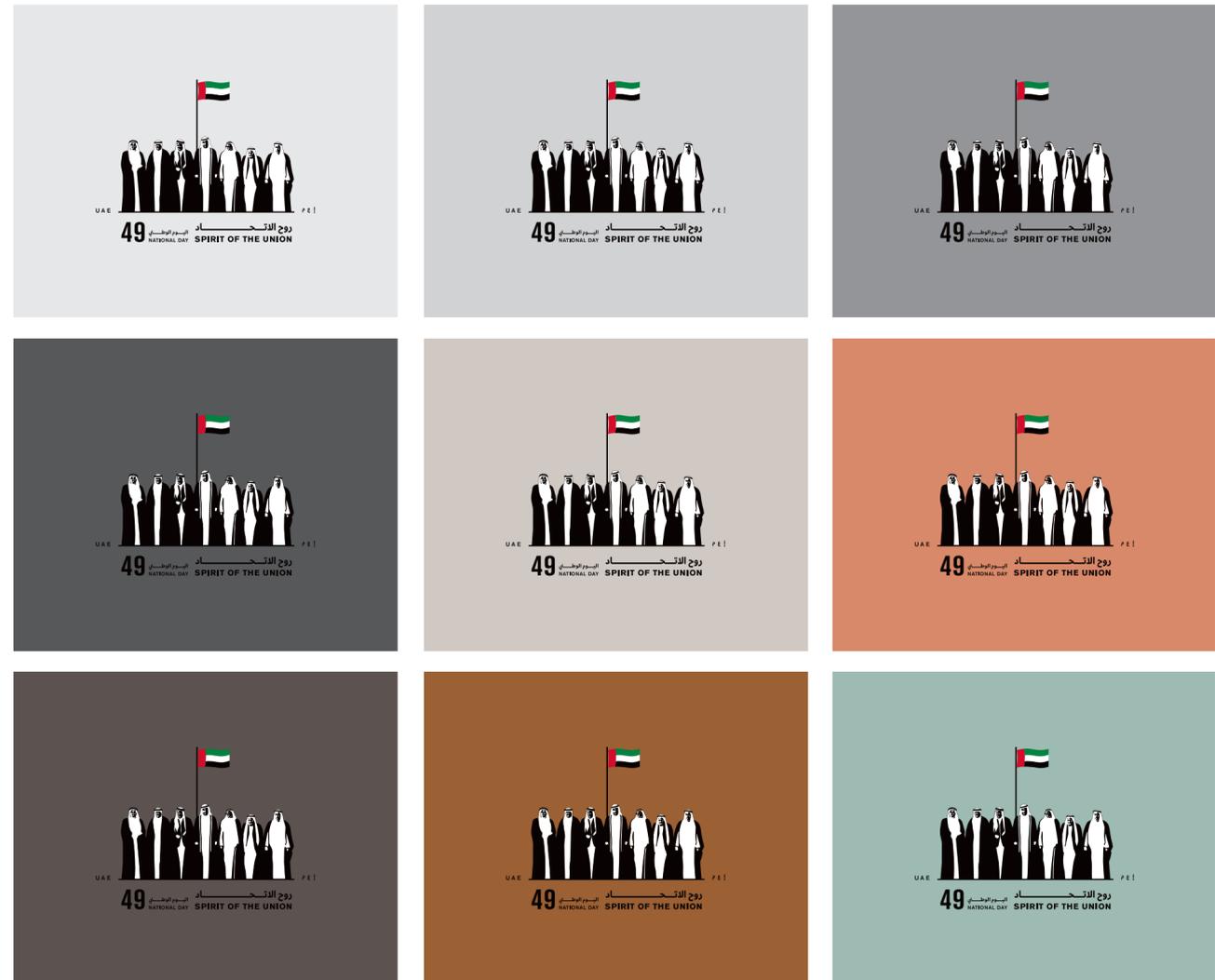


W: 6.4 CM

W: 250 PX

USE OF SOLID COLORED BACKGROUND

The brandmark can sit on different color backgrounds whilst considering legibility. It is advised to use the brandmark only on neutral or desaturated color tones that will not have an impact on the overall mark and its appearance as showcased in the below examples.



INCORRECT USAGE

INCORRECT USAGE ON BACKGROUNDS

In order to maintain brand legibility and consistency in representation, the brandmark should not be placed on backgrounds as indicated in the below scenarios :

- . Flag Colors in any of its shades
- . Dark backgrounds in any color tone
- . Bright and bold colored backgrounds
- . Image backgrounds that have too much visual noise and details

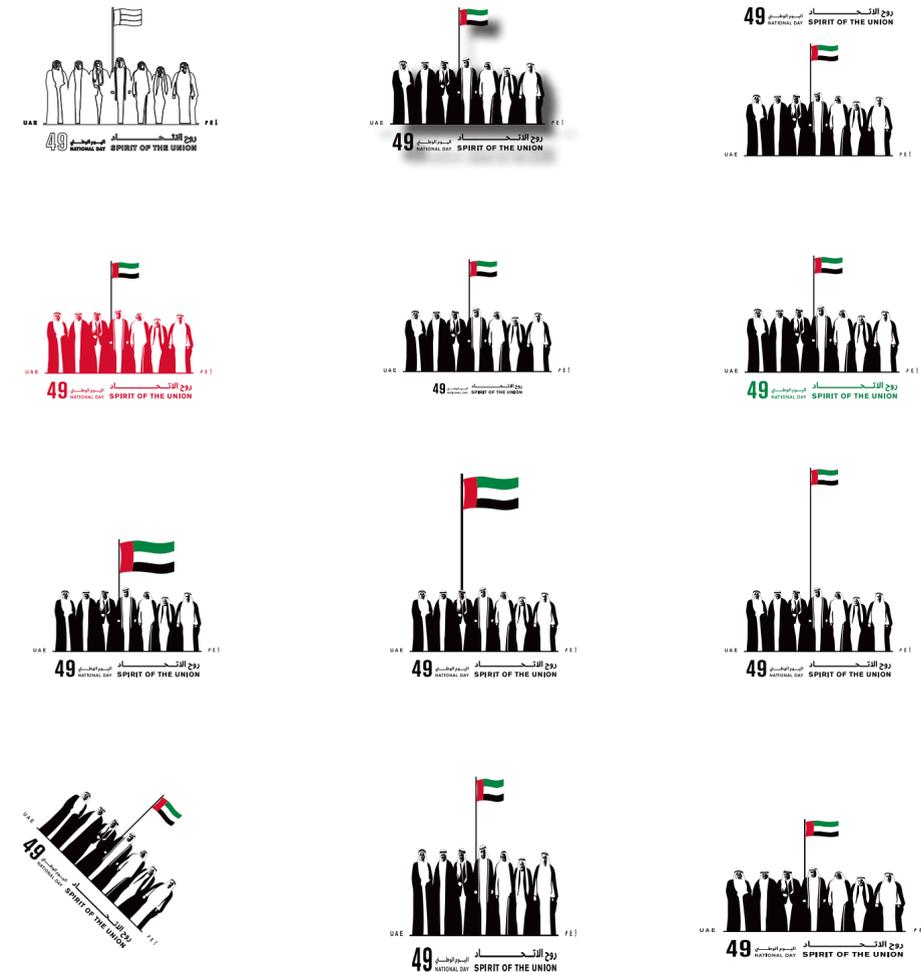
These must be avoided in all cases.



INCORRECT USAGE

Below are some examples of incorrect usage of the brandmark. These must be avoided in all cases.

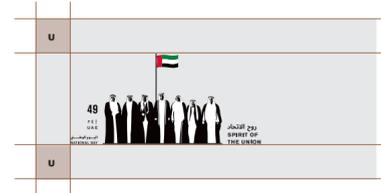
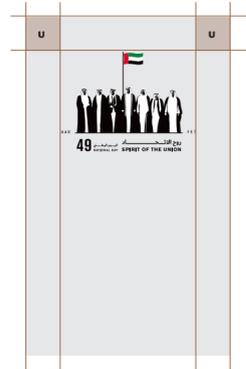
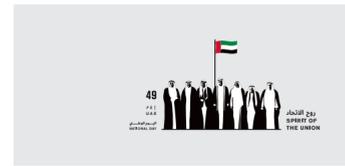
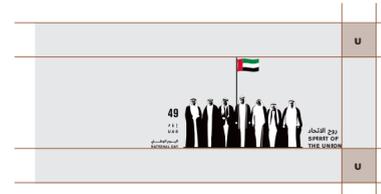
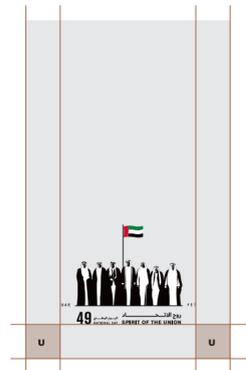
- . Do not outline the brandmark
- . Do not add any effects to the brandmark
- . Do not alter proportions
- . Do not change colors
- . Do not create a new lockup
- . Do not rotate
- . Do not stretch
- . Do not rescale parts



APPLICATION ON CONFLICTING COLORS OR IMAGE BACKGROUND

ADD ON BAND LOCKUPS

In the case that the brandmark needs to sit on colored backgrounds or images that conflict with the legibility of the mark, then the below add on band system should be used following a clearance space of 5mm border.

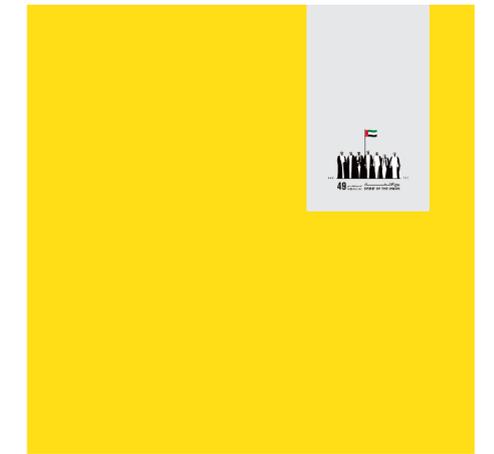
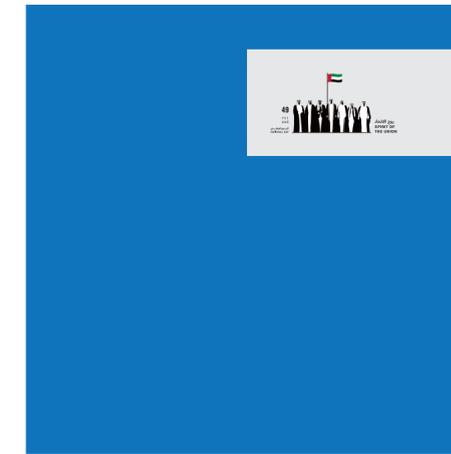
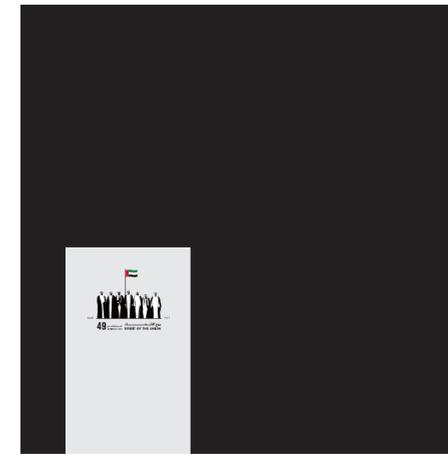


VERTICAL LOCKUP TAB SYSTEM

HORIZONTAL LOCKUP TAB SYSTEM

BAND LOCKUPS APPLICATION

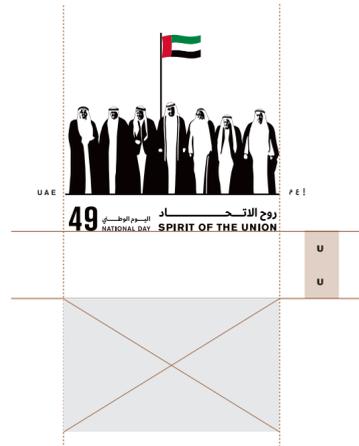
Below are some examples of how the band system is applied on conflicting color or image backgrounds. A one side 5mm clearance space should be considered when placing on either background.



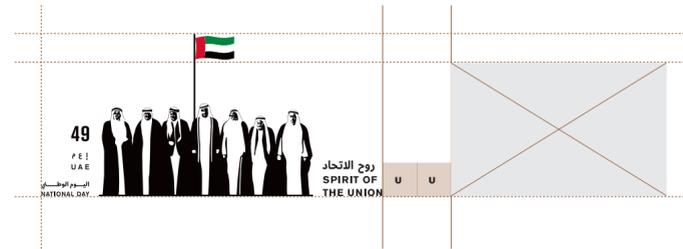
CO-BRANDING SYSTEMS

SPACING & CONSTRUCTION

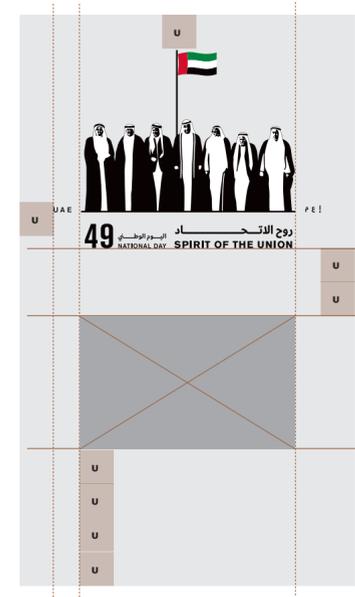
The use of the logo next to other brands could be a common requirement. The below & to the right are the established systems that need to be followed considering the defined minimum space unit.



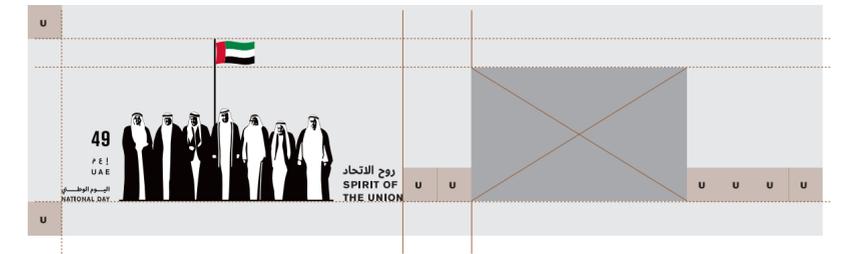
VERTICAL LOCKUP



HORIZONTAL LOCKUP



VERTICAL TAB LOCKUP



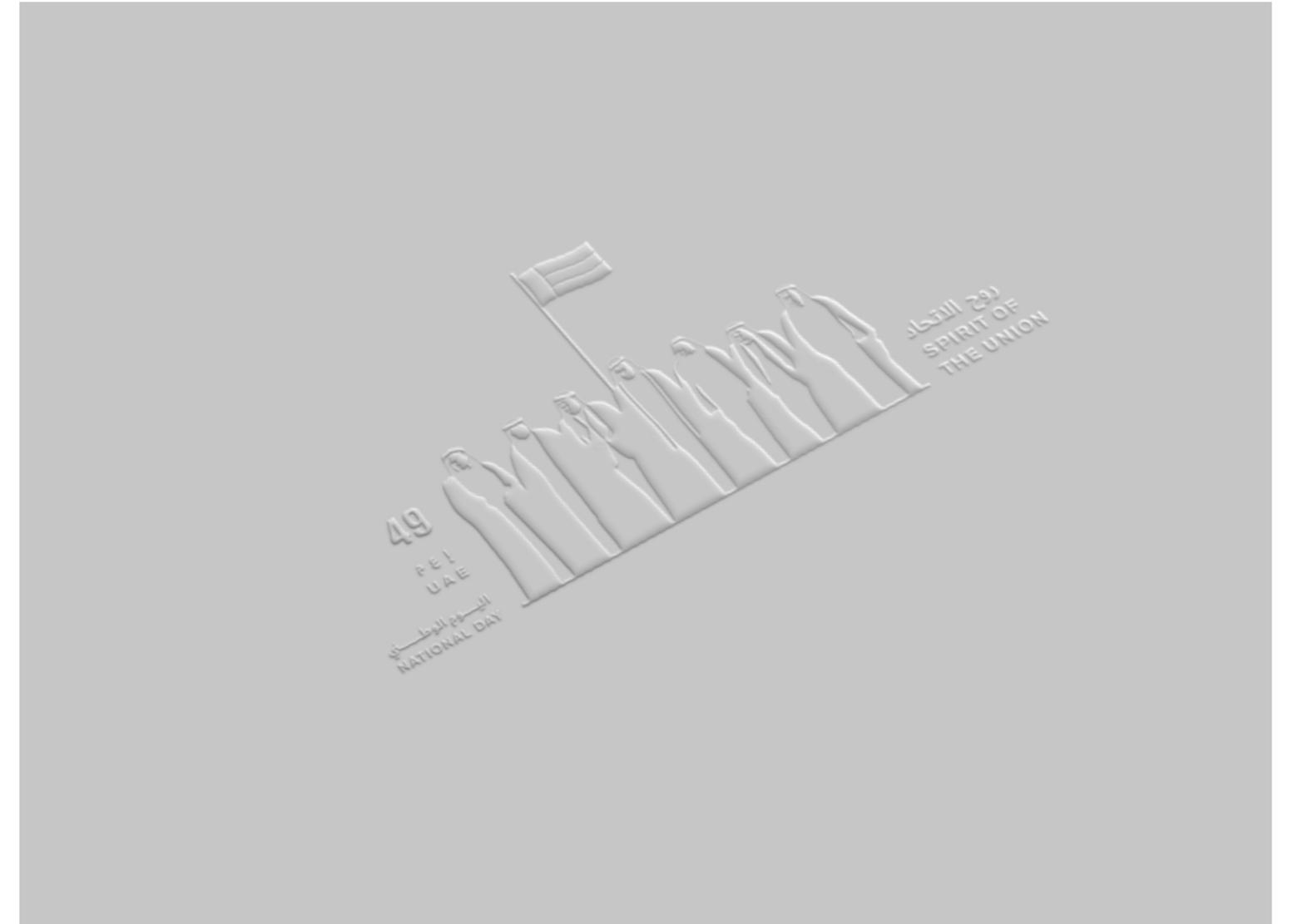
HORIZONTAL TAB LOCKUP

SPECIAL APPLICATIONS

BLIND APPLICATION

In some cases the brandmark may require to be used in a blind form. The below format should be utilized for such scenarios.

This mark should only be used in circumstances that are required for special production techniques, such as deboss, emboss, etching and should not be used for any other purpose.



COLOR SCHEME

MONOTONE

PRIMARY COLORS

WHITE
BLACK



10% BLACK
PANTONE BLACK C
C 10 M 10 Y 10 K 10
R 230 G 231 B 232

WHITE

BLACK
PANTONE BLACK C
C 10 M 10 Y 10 K 100
R 0 G 0 B 0
000000

UAE FLAG COLORS

FLAG RED

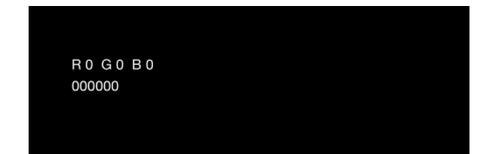
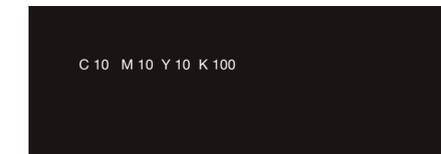
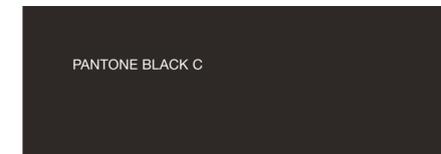
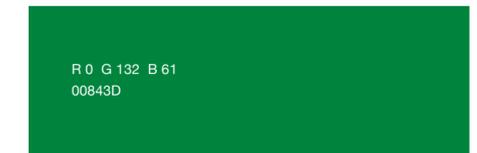
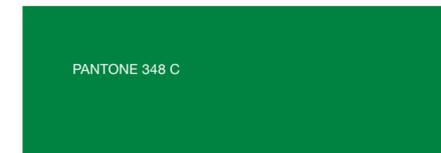
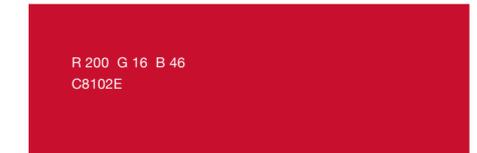
PANTONE 186 C
C 02 M 100 Y 85 K 06
R 200 G 16 B 46
C8102E

FLAG GREEN

PANTONE 348 C
C 96 M 02 Y 100 K 12
R 0 G 132 B 61
00843D

FLAG BLACK

PANTONE BLACK C
C 10 M 10 Y 10 K 100
R 0 G 0 B 0
000000



BRAND ELEMENTS

49TH SPIRIT OF THE UNION



VISUAL ELEMENTS

FLEXIBLE GRAPHIC LANGUAGE

Graphical elements derived from the brandmark could be used as another method to represent the identity without using the primary brand mark lockup.

This allows for further flexibility in application use. The below consist of the graphical elements that could sit on their own. Note that the items can also sit with or without the line item graphic depending on application requirement.

U A E م ع !

49 اليوم الوطني
NATIONAL DAY روح الاتحاد
SPIRIT OF THE UNION



م ع !
U A E

49 اليوم الوطني
NATIONAL DAY

روح الاتحاد
SPIRIT OF THE UNION

49
م ع !
U A E
اليوم الوطني
NATIONAL DAY

U A E م ع !

روح الاتحاد
SPIRIT OF
THE UNION

GRAPHIC COMPOSITIONS

Below and to the right are examples of how the flexible graphic language could be used.

Note that when using such language the primary logo lockup should not be used on the same surface.

All graphical elements could either be used in black or white shades except for the flag.

