عـام التـسـامح
YEAR OF TOLERANCE

عـــام التــسـامح
YEAR OF TOLERANCE

Brand Guidelines

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.

Peace

Humanity

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 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 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 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.
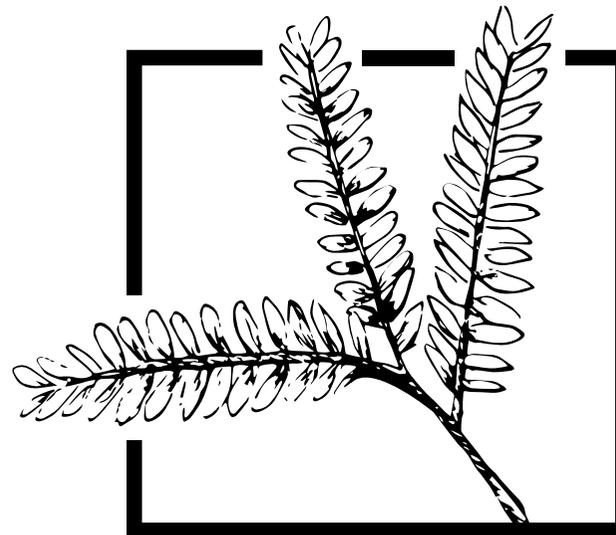
THE SPIRIT OF COEXISTENCE

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
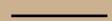
عــام التـسـامـح
YEAR OF TOLERANCE

1.1 PRIMARY LOGOTYPE

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

A

عــام التـسـامـح
YEAR OF TOLERANCE

B

YEAR OF TOLERANCE   عــام التـسـامـح
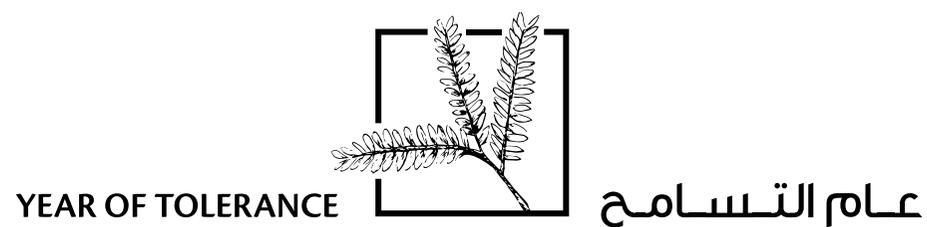
1.2 LOGOTYPE VARIATIONS

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

عــام التــسـامـح

YEAR OF TOLERANCE

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

عـام التـسـامـح

YEAR OF TOLERANCE
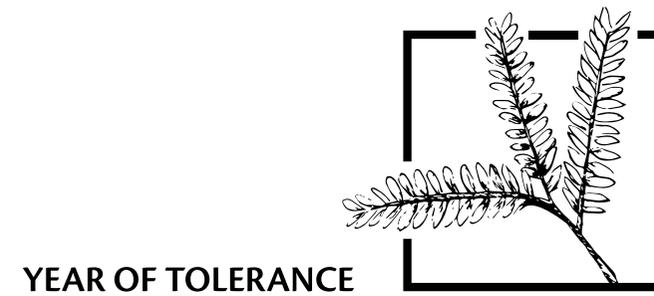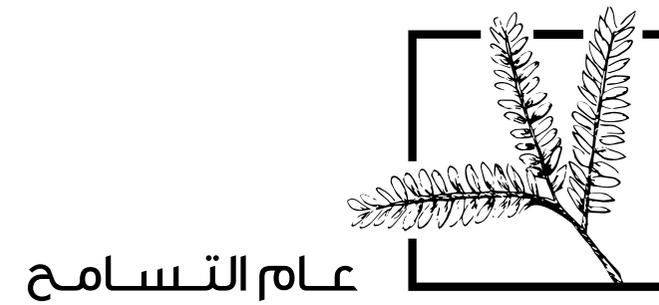
1.3 SPECIAL CASE VARIATIONS

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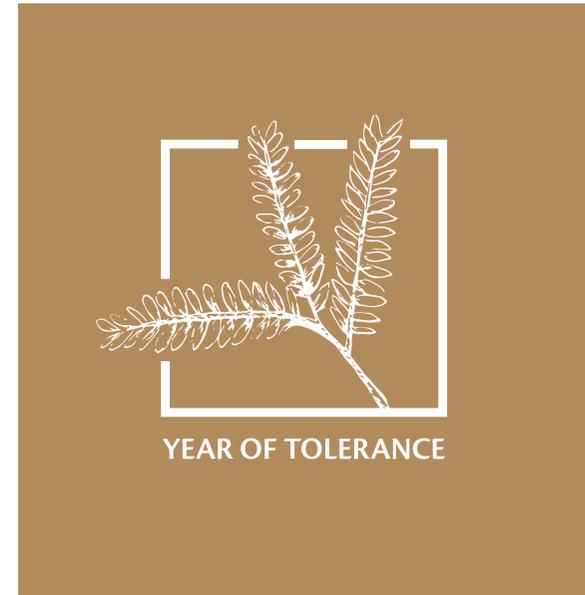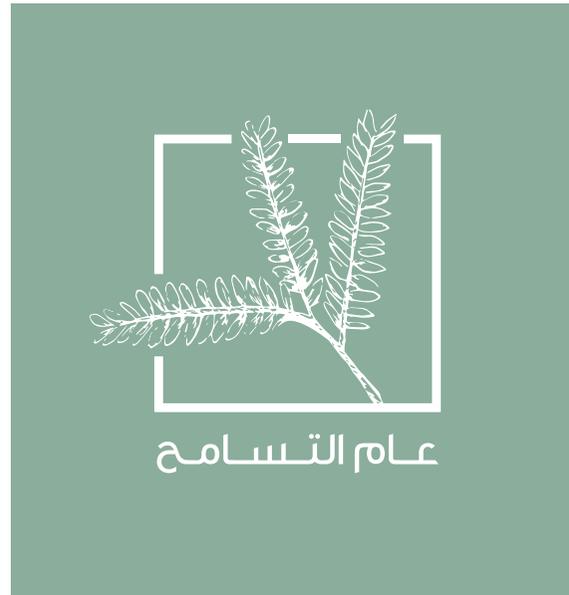
1.3 LOGO INVERSE VARIATIONS

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

1x

1x

عــام التـســامــح
YEAR OF TOLERANCE

1x

1x

1x

1x

YEAR OF TOLERANCE

عــام التـســامــح

1x

1x

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

1x   1x

عـام التـسـامـح

1x   1x

1x   1x

YEAR OF TOLERANCE

1x   1x

1x   1x

عـام التسـامح

1x   1x

1x   1x

YEAR OF TOLERANCE

1x   1x

عـــام التـــســـامح
YEAR OF TOLERANCE
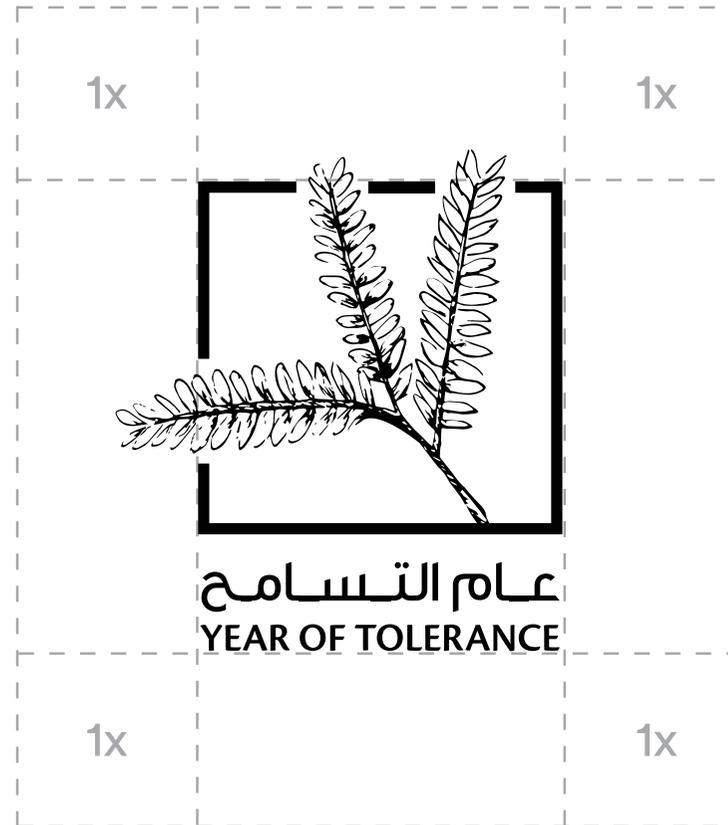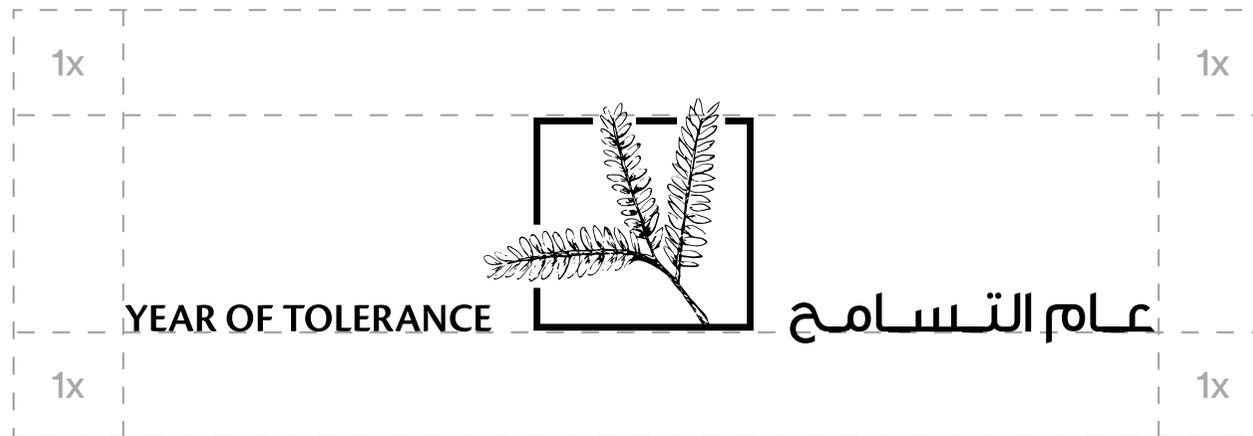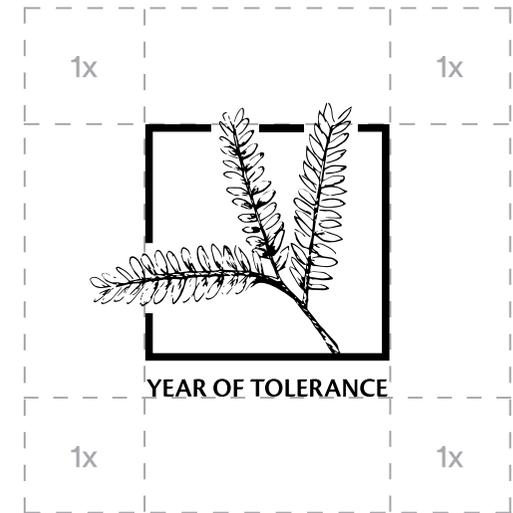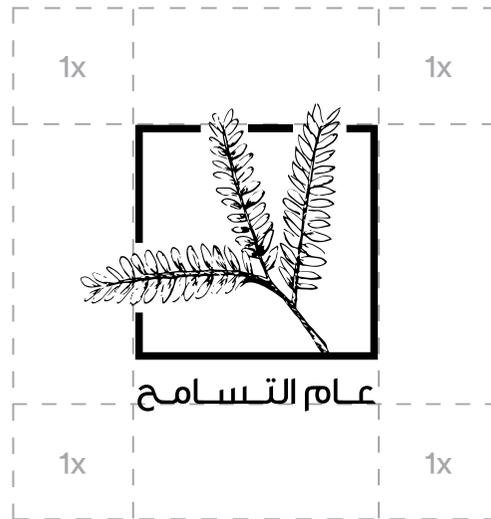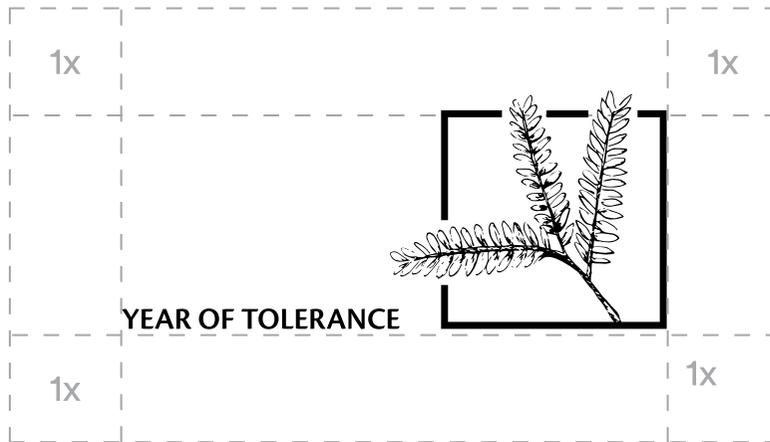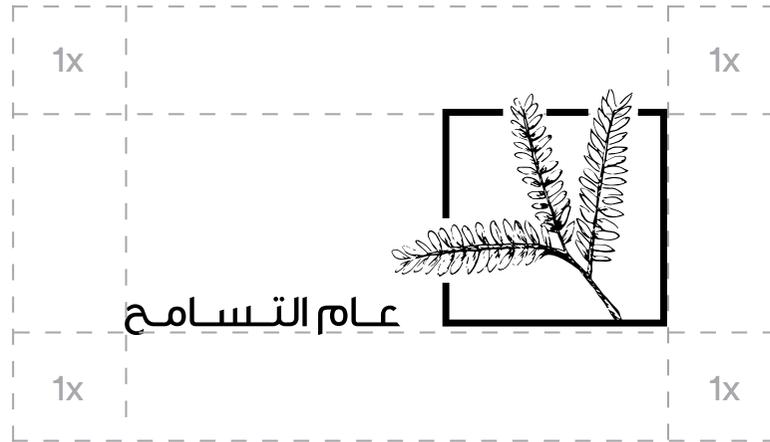
1.5 LOGO MISUSE

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.

CRONOS PRO - BOOK

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm nopqrstuvwxyz

1234567890!

CRONOS PRO - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

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.

GE DINAR ONE - MEDIUM

أبتثجحخدذرزس
شصضطظ
عغفقكلمنهوي

٩٨٧٦٥٤٣٢١٠

GE DINAR ONE - LIGHT

أبتثجحخدذرزسشصضطظ
عغفقكلمنهوي

٩٨٧٦٥٤٣٢١٠

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3. BRAND COLORS

عــام التــسـامــح
YEAR OF TOLERANCE

3.1 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
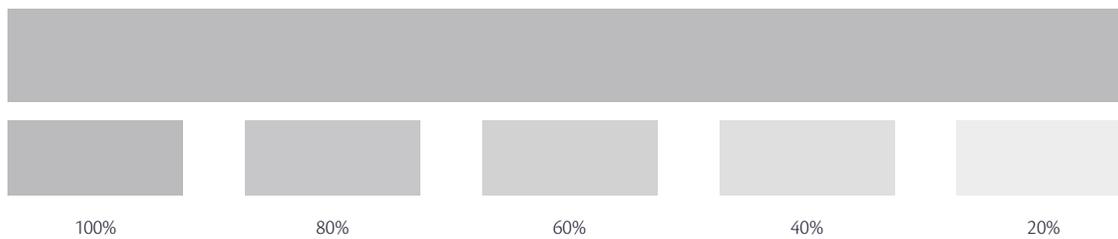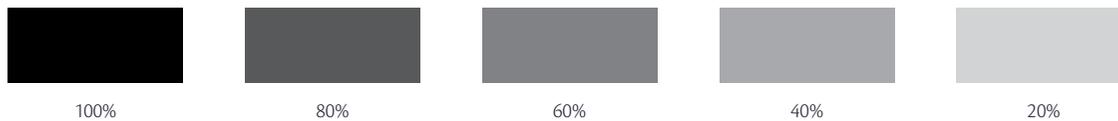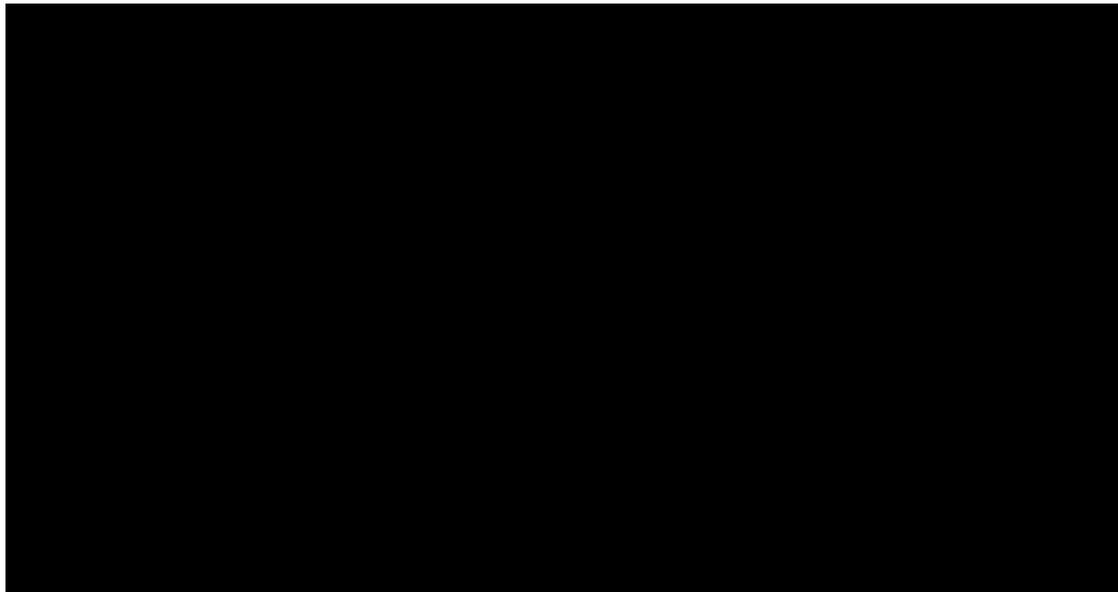
MARK AND WORDMARK COLOR

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

| 100% | 80% | 60% | 40% | 20% |

COLOR GREY

CMYK   : C =28% M = 21% Y = 21% K =01%
RGB   : R = 189 G = 187 B = 189
WEB   : #B9BBBD

| 100% | 80% | 60% | 40% | 20% |

3.2 SECONDARY BRAND COLORS

The color palette is inspired by the Ghaf tree and its environment.

Dark Sea Green

R = 101
G = 128
B = 113

C = 63
M = 36
Y = 56
K = 11
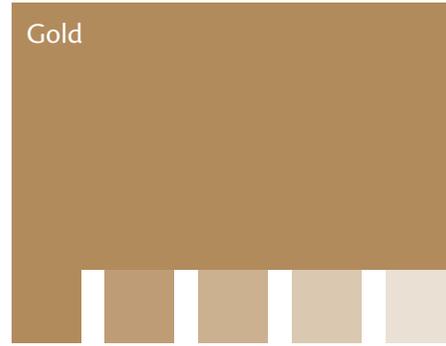
Gold

R = 178
G = 139
B = 93

C = 30
M = 44
Y = 71
K = 4

Ranger Green

R = 138
G = 172
B = 155

C = 49
M = 20
Y = 42
K = 0

Bisque

R = 252
G = 236
B = 211

C = 2
M = 6
Y = 17
K = 0
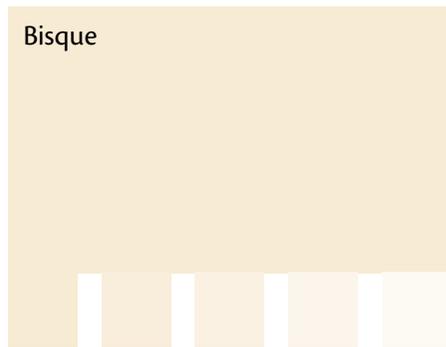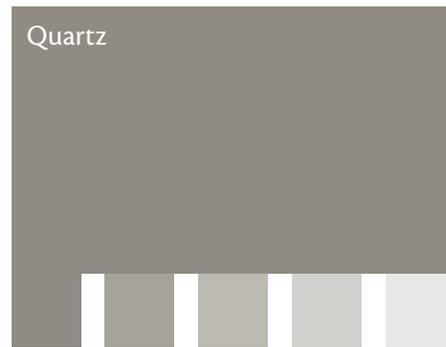
Quartz

R = 145
G = 140
B = 131

C = 45
M = 39
Y = 46
K = 5

———

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.
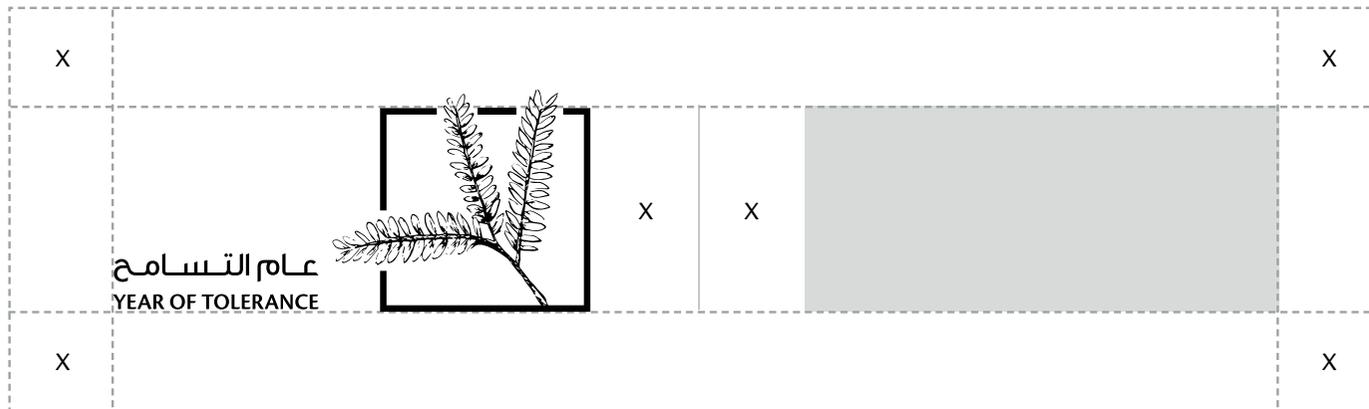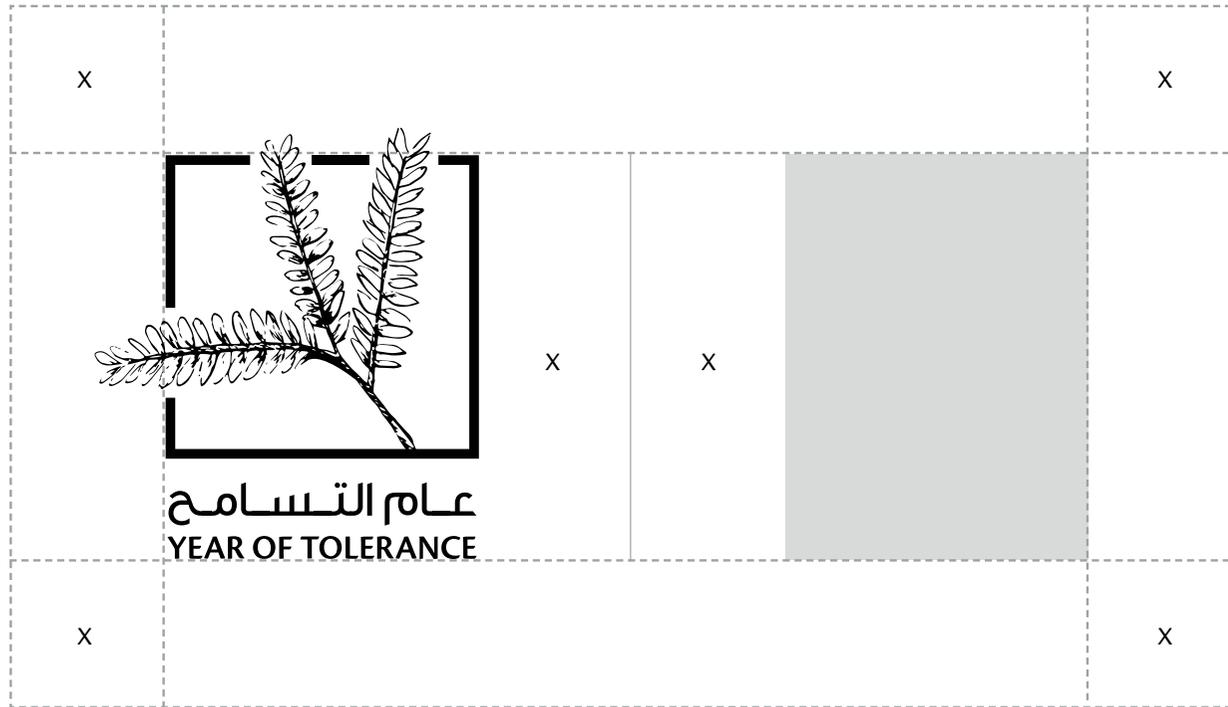
عــام التســامح
YEAR OF TOLERANCE

عــام التســامح
YEAR OF TOLERANCE

A

B

EXAMPLES

A - Vertical logo with vertical
    Tolerance emblem.

B - Horizontal logo with horizontal
    Tolerance emblem.

A

عـام التـسـامح
YEAR OF TOLERANCE

الشارقة
Sharjah

B

عـام التـسـامح
YEAR OF TOLERANCE

حكـومـة الـشــارقـة
Government of Sharjah

هـيـئـة الإنـمــاء التجــاري
والسـيـاحـي بالـشــارقـة
Sharjah Commerce & Tourism
Development Authority

الشارقة
Sharjah

EXAMPLES

A - Vertical logo with vertical
    Tolerance emblem.

B - Horizontal logo with horizontal
    Tolerance emblem.

A

عـام التـسـامـح
YEAR OF TOLERANCE

اتصالات
etisalat

B

عـام التـسـامـح
YEAR OF TOLERANCE

etisalat اتصالات

EXAMPLES

A - Vertical logo with vertical
   Tolerance emblem.

B - Horizontal logo with horizontal
   Tolerance emblem.

A

عــام التــســامح
YEAR OF TOLERANCE

Google

B

EXAMPLES

A - Vertical logo with vertical
    Tolerance emblem.

B - Horizontal logo with horizontal
    Tolerance emblem.

عــام التــســامح
YEAR OF TOLERANCE

Google

———

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.
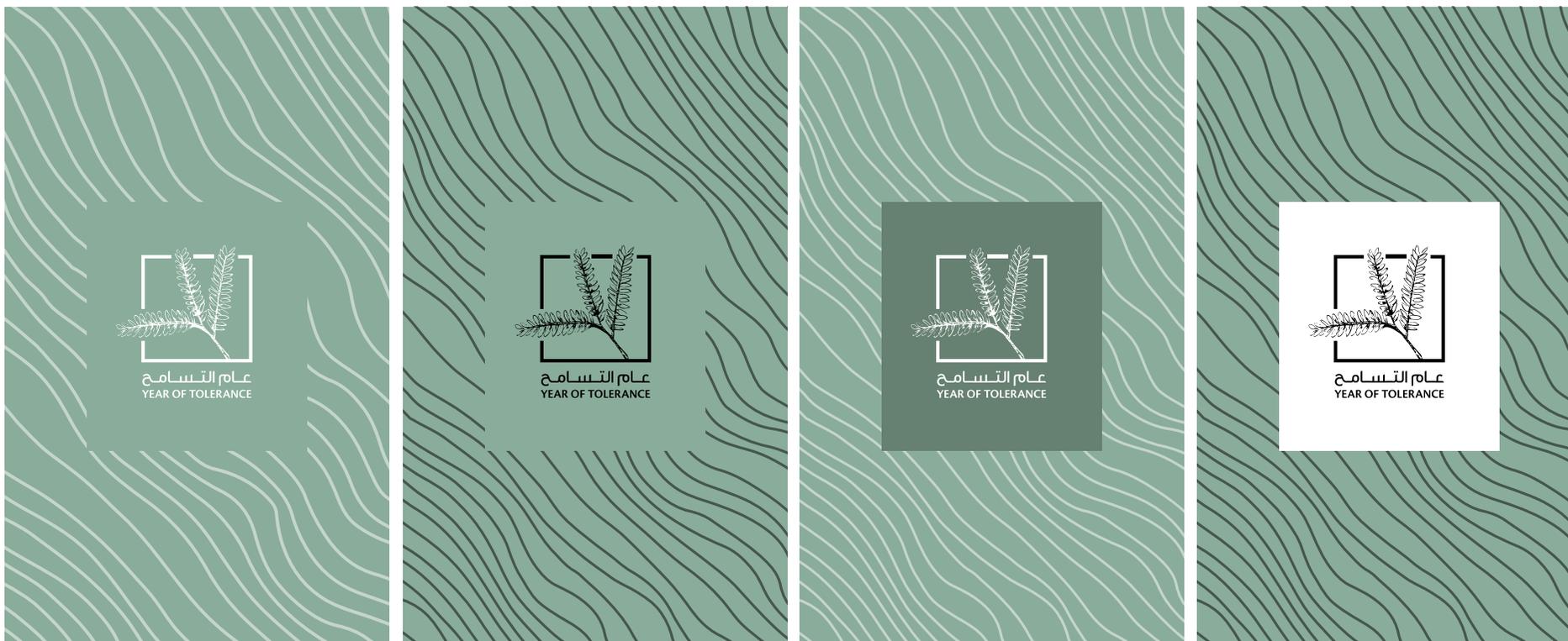
5.1 TOPOGRAPHY PATTERN

**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.
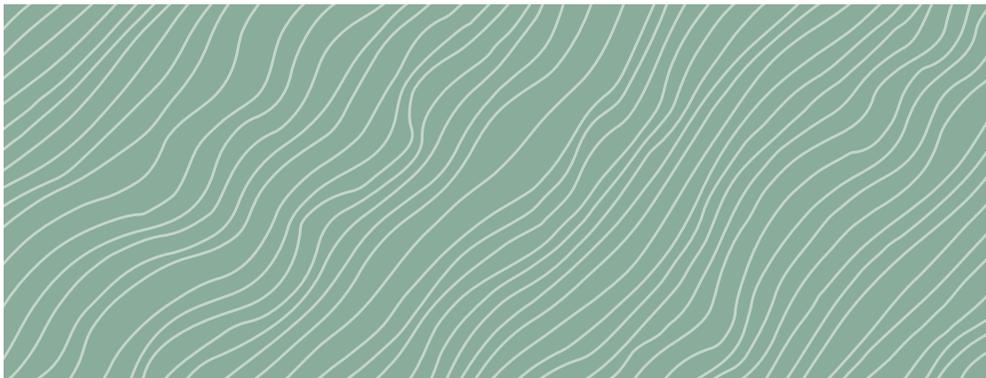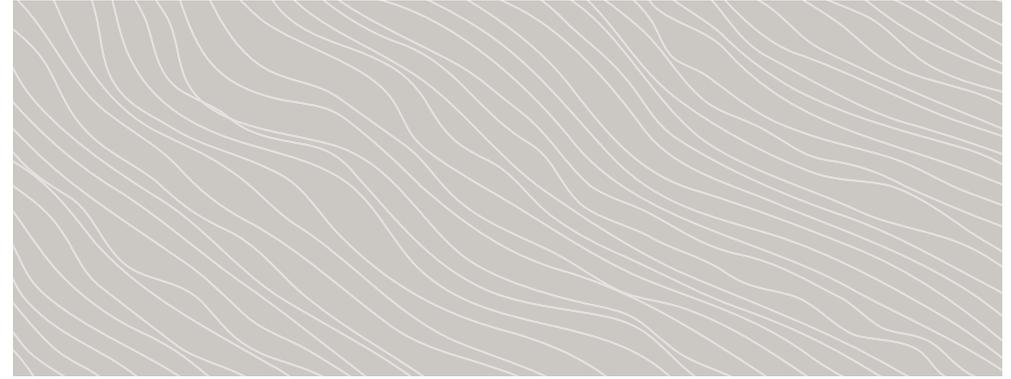
5.1 TOPOGRAPHY PATTERN

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

R = 101   C = 63
G = 128   M = 36
B = 113   Y = 56
            K = 11

R = 101   C = 63
G = 128   M = 36
B = 113   Y = 56
            K = 11

R = 178   C = 30
G = 139   M = 44
B = 93   Y = 71
            K = 4
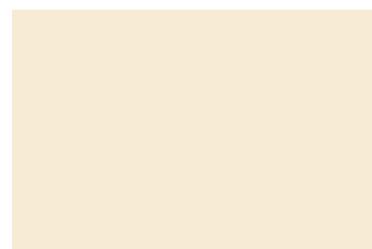
R = 252   C = 63
G = 236   M = 36
B = 211   Y = 56
            K = 11

5.2 IMAGE TREATMENT

Transparency mask: color

_____

6. DIGITAL

50px   50px

100px

50px

If additional elements are placed next to the logo, an additional margin of minimum 50px should be maintained at all times.

عــام التــســامح
YEAR OF TOLERANCE

50px   50px
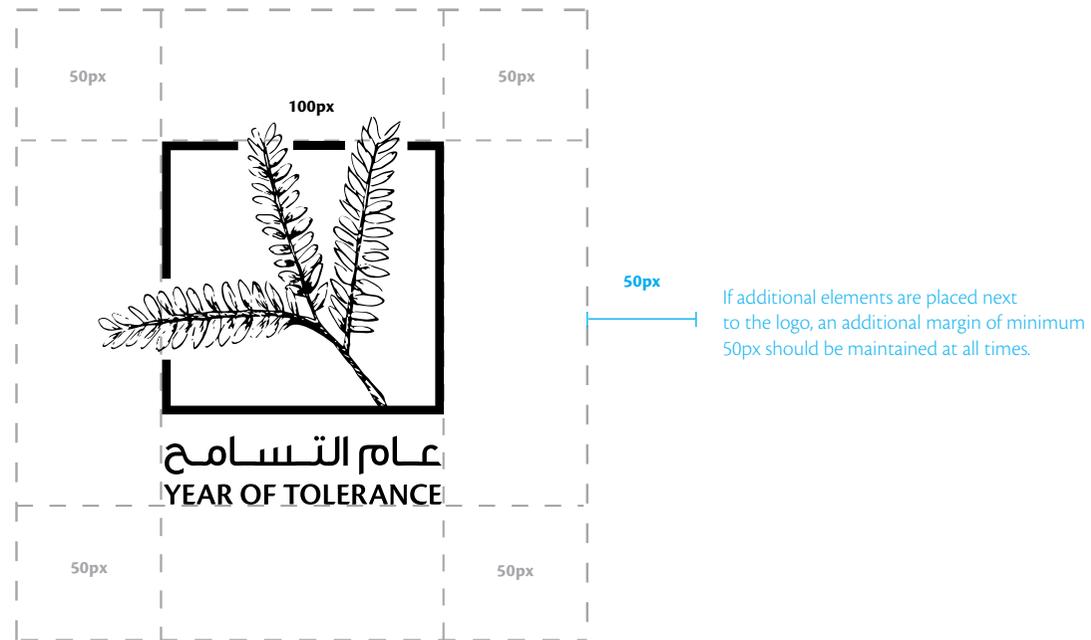
6.1 MINIMUM SPACE GUIDELINES

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.

Offset the logo to align
the left edge of square to
the overall content grid.

HEADER ●

YEAR OF TOLERANCE

FOOTER ●

If the brandmark is center aligned,
offset to the left to ensure the box is
center aligned to the page.
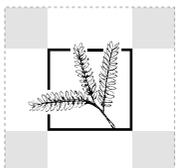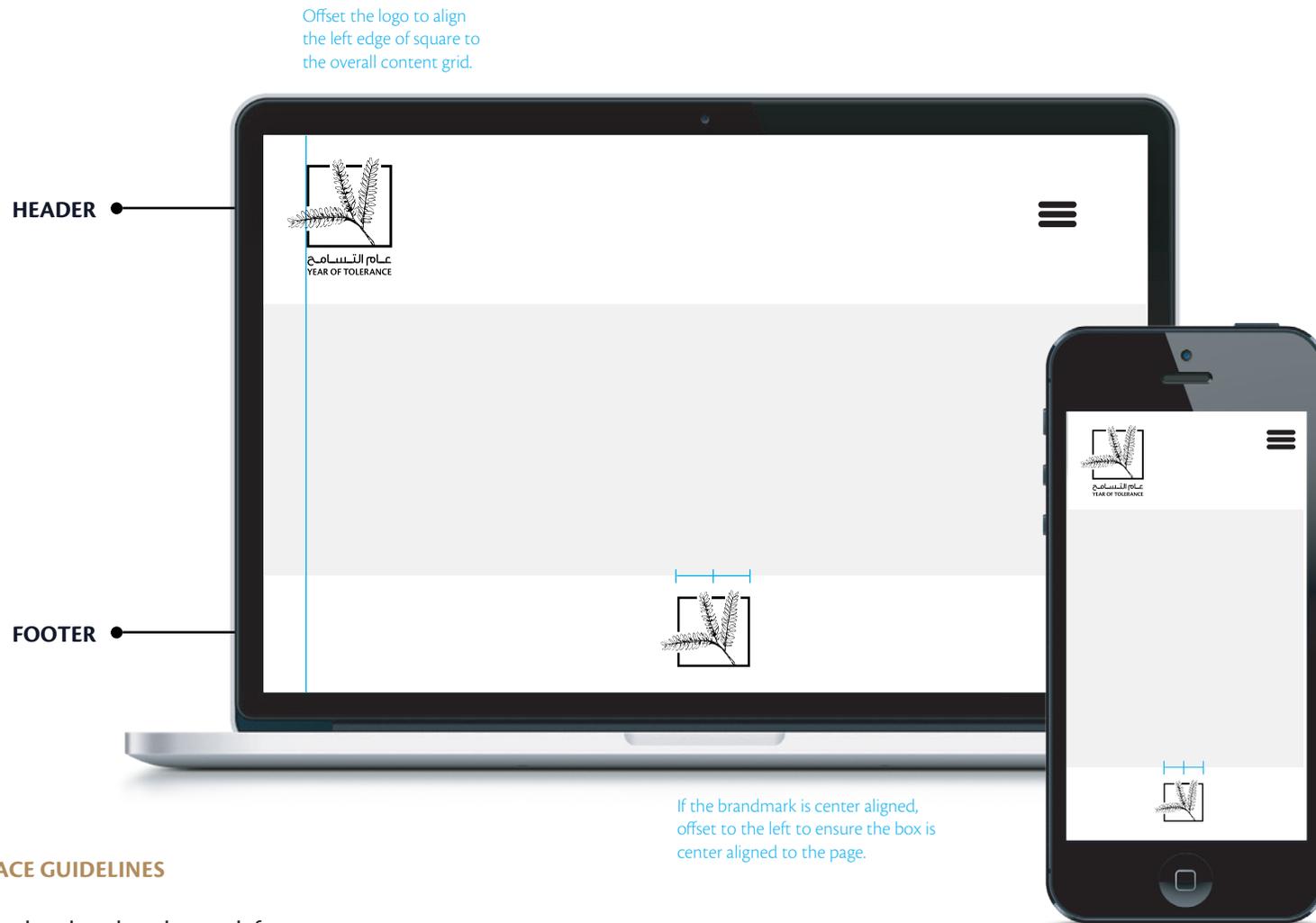
6.1 MINIMUM SPACE GUIDELINES

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.

RECOMMENDED

NOT RECOMMENDED

TITLE   TITLE

TITLE   TITLE

TITLE   TITLE

TITLE   TITLE
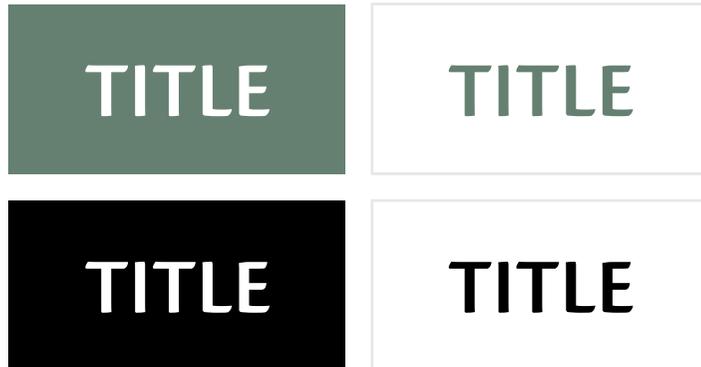
6.1 COLOR AND CONTRAST

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.

R = 101
G = 128
B = 113

Hex #658071
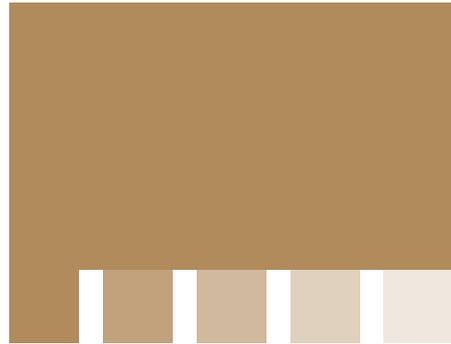
R = 178
G = 139
B = 93

Hex #B28B5D

R = 101
G = 128
B = 113

Hex #FBECD3

R = 138
G = 172
B = 155

Hex #8AAC9B

R = 145
G = 140
B = 131

Hex #918C83

R = 0
G = 0
B = 0

Hex #000000

OUTLINE STYLE

This style should be used
on light backgrounds.

BUTTON

BUTTON

BUTTON

BUTTON
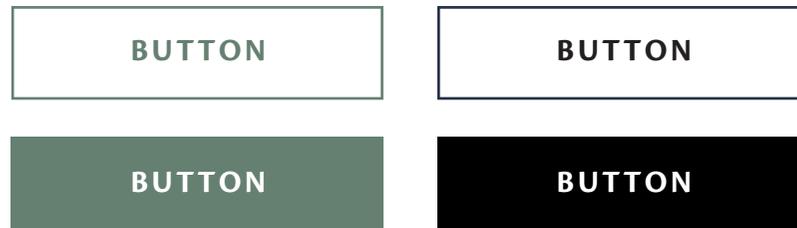
SOLID STYLE

This style should be used
on dark backgrounds.

BUTTON

BUTTON

BUTTON

BUTTON

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.

Label Data Blank

Label Data Locked

Label Data Filled

*Success Message

Label Data Error

*Error style

Label All

Label Selected

Label All

Option

Hover

Option

6.1 FIELDS

A few examples of field styles are
highlighted above.

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

6.1 PRIMARY TYPOGRAPHY

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

CRONOS PRO - BOLD

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm nopqrstuvwxyz

1234567890

CRONOS PRO - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

Headline 1

55px/1.2em

Headline 2

40px/1em

Headline 3

25px/1.2em

Headline 4

18px/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.

12px/1.2em

6.1 WEB-SAFE TYPOGRAPHY

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

VERDANA BOOK

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklm nopqrstuvwxyz

1234567890

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!