

U . A E

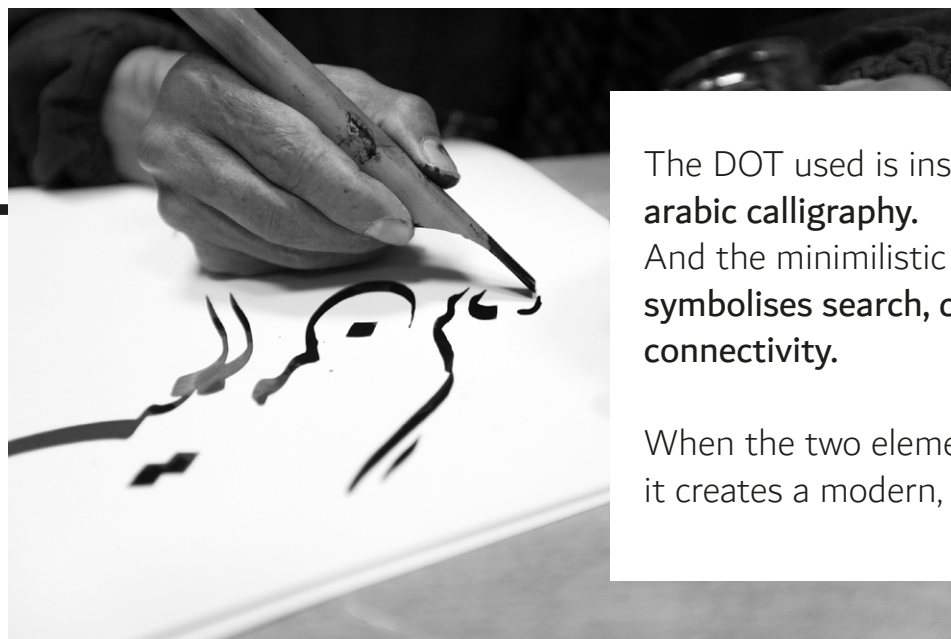
LOGO PROPOSAL & GUIDELINE

INSPIRATION



I D E A

THE ARABIC DOT MEETS GLOBAL HORIZON



The DOT used is inspired from the **arabic calligraphy**.
And the minimilistic circle
symbolises search, continuity and connectivity.

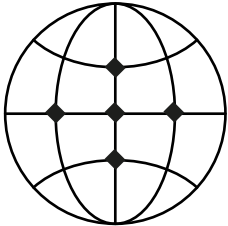
When the two elements are merged
it creates a modern, contemporary logo.



EXECUTION



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Welcome to

The United Arab Emirates'

Government portal

The official guide to living,
working, visiting and investing in the UAE

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COLOR GUIDE

The first color palette is modern and elegant, using minimum solid colors, that goes with the look and feel of the website.



Pantone 8960C



Pantone 425C



Pantone Red 186C

COLOR GUIDE

The second color palette focuses more on the UAE flag colors.



C: 10 M: 10 Y: 10 K: 100



C: 02 M: 100 Y: 85 K: 06



C: 96 M: 02 Y: 100 K: 12

FEDERAL AND U.AE LOCKUP

When the U.AE logo is used with the Federal logo, it should lock up as shown.
Do not alter the way in which the logos are presented.



United Arab Emirates



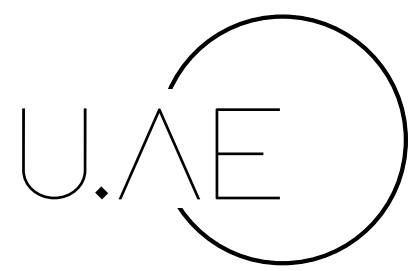
LOGO USE ON COLORED BACKGROUND

When the U.AE logo is used on a solid colored background, only the reversed out white color logo to be used for clarity.



REVERSE LOGO

In certain cases , it may not be possible to use our full colored logo for example in fax, in such case use the black and white version of the logo.



THANK YOU