1   BRAND MARK

1.1 UNITED ARAB EMIRATES EMBLEM

The federal emblem is the embodiment of strength and cohesion across the government. It is one of the main components of any UAE Federal Ministry logos.

Note: The federal emblem is only to be used by the UAE President and Prime Minister.

United Arab Emirates

Falcon
A symbol of strength, national heritage and supreme agility. The falcon stands in a stance which is watchful, prepared and firmly grounded.

Seven Stars
The seven stars represent the seven Emirates, united around the UAE flag and are linked together as one by an unbreakable ring.

1.2 UAE GOVERNMENT LOGO

The below illustrations are the formats for the UAE Government logo:

Note: The UAE Government logo is to be used only by the General Secretariat of the Cabinet and Prime Minister's Office.

Primary Logo
This version of the logo in dual language will be used where both Arabic and English are necessary.

GOVERNMENT OF
UNITED ARAB EMIRATES

حـــكـــومـــة
الإمارات العربية المتحدة

Secondary Logo – Horizontal
This version of the logo will appear on many forms of communications.

GOVERNMENT OF
UNITED ARAB EMIRATES

حـــكـــومـــة
الإمارات العربية المتحدة

Secondary Logo – Vertical
This version will mainly be used on forms of applications where space is limited in vertical situations.

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الإمارات العربية المتحدة

The following illustrations are for the Federal Ministry logos. The primary logo is widely used throughout most of the applications due to its dual language.

Secondary logos can be used when needed for specific applications in a single language. In addition, a tertiary logo has been created for a specific usage. The below illustrations are the only permitted versions for a Federal Ministry logo to be used accordingly.

Primary Logo
This dual language logo will be used where both Arabic and English are necessary.
E.g. most stationary applications, email signature, signage.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الــــخـــــارجـــــيـــــــة

Secondary Logo – Horizontal
This version of the logo will appear on many forms of a single language communication. It is always positioned at the top left corner.
E.g. advertising, publications, internal office communications, newsletters, website.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الــــخـــــارجـــــيـــــــة

Secondary Logo – Vertical
This version of the logo will mainly be used on single-language forms of applications where space is limited and in vertical situations.
E.g. roll-up banners, vertical digital banners, co-branding.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الــــخـــــارجـــــيـــــــة

Tertiary Logo
This version of the logo is restricted for very specific usage and will appear only on a few communication applications.
E.g. social media profiles, building signage.

وزارة الــــخـــــارجـــــيـــــــة
MINISTRY OF FOREIGN AFFAIRS

1.4 OFFICE OF THE MINISTER LOGO

For the Office of the Minister logo, a third line is added to the Federal Ministry logo. The following illustrations are the versions of the logo required for the Office of the Minister.
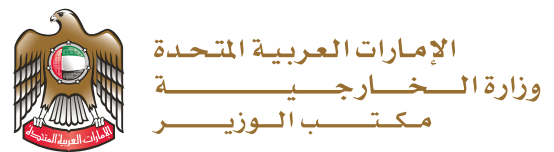
Primary Logo
This dual language logo will be used where both Arabic and English are necessary.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
مكــتـــب الــوزيـــر

Secondary Logo – Horizontal
This version of the logo will mainly appear on single-language forms of communication at the top left corner.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
مكــتـــب الــوزيـــر

Secondary Logo – Vertical
This version of the logo will mainly be used on single-language forms of applications where space is limited and in vertical situations.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـــخـــارجـــيـــة
مكــتـــب الــوزيـــر

1.5 FEDERAL MINISTRY LOGO – CONSTRUCTION

The Federal Ministry logo consists of several elements with a fixed relationship which has been designed to create a unifying system of identity for all ministries.

The below illustrations show construction of the various versions of the Federal Ministry logo, and the relationship between its various elements.

Primary Logo
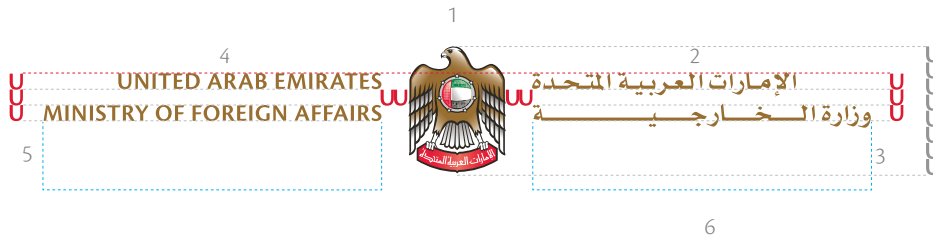
1. The Federal Emblem
2. Country name in Arabic – AXT Manal
3. Ministry name in Arabic – AXT Manal
4. Country name in English – Cronos Pro
5. Ministry name in English – Cronos Pro
6. The UAE and Ministry lines in Arabic should always be equal to the UAE and Ministry lines in English

Secondary Logo – Horizontal
In this horizontal version, the Ministry and Country lines in Arabic and English are always positioned on the right side of the emblem.

Secondary Logo – Vertical
In this vertical version, both the Ministry and Country are centred vertically to the emblem.

Tertiary Logo – Vertical
In this version, only the Ministry line is used.

In order to maintain visual clarity and preserve the integrity of the Ministry logo, please always ensure to maintain a minimum clear space around it. The logo must never appear to be linked to or crowded by copy, photographs or other graphic elements.

When using the Ministry logo in different sizes, please always ensure that the relationship between the logo elements remains fixed and that they are resized proportionally. Please ensure never to reproduce the logo at a size where the Federal emblem is less than the minimum size (1.2cm) as to protect the legibility of the Federal Ministry logo.

Minimum Clear Space

Minimum Logo Size

1.2cm minimum

1.2cm minimum

1.7 OFFICE OF THE MINISTER LOGO – CONSTRUCTION, SPACE AND SIZES

Please always maintain a minimum clear space around the Office of the Minister logo to preserve its integrity. The logo must never appear to be linked to or crowded by copy, photographs or other graphic elements.

When using the Office of the Minister logo in different sizes, please always ensure that the relationship between the logo elements remains fixed and that they are resized proportionally.

The third line, Office of the Minister, is 90% of the total type size.

Minister's Office Logo Construction

Type size at 100%	UNITED ARAB EMIRATES	الإمارات العربية المتحدة	100%
Type size at 100%	MINISTRY OF FOREIGN AFFAIRS	وزارة الــخـــارجـــيـــة	100%
Type size at 90%	OFFICE OF THE MINISTER	مكــتــب الــوزيــر	90%

Minimum Clear Space

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

UNITED ARAB EMIRATES الإمارات العربية المتحدة
MINISTRY OF FOREIGN AFFAIRS وزارة الــخـــارجـــيـــة
OFFICE OF THE MINISTER مكــتــب الــوزيــر

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

Minimum Logo Size

1.2cm minimum

1.2cm minimum

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

UNITED ARAB EMIRATES الإمارات العربية المتحدة
MINISTRY OF FOREIGN AFFAIRS وزارة الــخـــارجـــيـــة
OFFICE OF THE MINISTER مكــتــب الــوزيــر

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
OFFICE OF THE MINISTER

1.8 COLOR PALETTE

The UAE heritage and flag, which is the heart of the national emblem, has been the inspiration for a unique brand color palette behind the Federal Ministry identity.

The Gold color, representing wealth and richness of the UAE heritage, along with Silver is accompanied by red, green, white and black colors of the UAE flag.

The below illustrations are the approved primary and secondary color palettes for all government branding activities and applications in the various printing and on-screen usage.

Note: Please ensure you use the correct format of the Federal Ministry logo as per your print or online usage to maintain the color and brand identity.

Primary color palette

PANTONE ®	CMYK	DIGITAL*
GOLDEN FUTURE – Wealth, High quality, Excellence		
8960 C	C17 M38 Y83 K22	R182 G138 B53 B68A35
SILVER SERVICE – Perfection, Intelligence, Balance		
877 C	C00 M00 Y00 K30	R198 G198 B198 C6C6C6
WHITE – Purity, Openness, Trasnparency, Peace		
White	C00 M00 Y00 K00	R255 G255 B255 ffffff

Secondary color palette

PANTONE ®	CMYK	DIGITAL*
FLAG RED – Power, Passion, Energy, Excitement		
186 C	C02 M100 Y85 K06	R200 G16 B46 C8122E
FLAG GREEN – Prosperity, Growth, Success, Honesty		
348 C	C96 M02 Y100 K12	R00 G132 B61 00843D
FLAG BLACK – Dignity, Formality, Authority, Elegance		
Pantone Black C	C10 M10 Y10 K100	R00 G00 B00 000000

*Reference: Pantone ® Colour Bridge

1.9 MINISTRY LOGO SUITE

The following illustrations are the different suite of versions for the Federal Ministry logo according to its specifications.

Pantone®
This primary version of the Federal Ministry logo is the primary version to be used for most applications and forms of communication.

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Pantone® Flat
This version of the Federal Ministry is without the highlight details, and is used in applications where reproducing the gradient could prove to be difficult or impossible.
E.g. metals, plastic, embroidery or acrylic reproductions.

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Single Color
Single color versions of the logo are restricted in use and are only intended for one color jobs or special applications.
E.g. foil stamping, fax forms, stamps, black and white newspaper adverts, blind embossing and debossing.

Black outline

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS

Gold outline

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MINISTRY OF FOREIGN AFFAIRS

White outline

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MINISTRY OF FOREIGN AFFAIRS

1.10 TYPOGRAPHY − ARABIC AND ENGLISH

The following illustrations are the official primary and secondary typefaces in Arabic and English for the UAE Government and Federal Ministries including both print and digital usage.

Note: Please always ensure to write numbers in Latin using the English typeface digits.

For any inquiries regarding the typefaces, please contact the GCO directly or through email: brand@moca.gov.ae.

Primary Typeface
AXT Manal is the primary Arabic typeface. Cronos Pro is the primary English typeface. These official typefaces will be mainly used for all body copy in publications and adverts.

Cronos Pro Light
ABCDEFGHIJKLM abcdefghijklm ? ! ( ) @ 1234567890

Cronos Pro Regular
ABCDEFGHIJKLM abcdefghijkl ? ! ( ) @ 1234567890

AXT Manal Regular
أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ه ! ؟ ( )

Cronos Pro Semibold
ABCDEFGHIJKL abcdefghijkl ? ! ( ) @ 1234567890

AXT Manal Bold
أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ه و ! ؟ ( )

Cronos Pro Bold
ABCDEFGHIJKL abcdefghijkl ? ! ( ) @ 1234567890

AXT Manal Black
أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ! ؟ ( )

Secondary Typeface
Univers Next Arabic has been selected as a secondary Arabic and English typeface, to be used for main headlines on adverts and short messaging on many forms of communication such as adverts and promotional material.

Note: The Univers Next Arabic font comes with both Arabic and Latin character sets.

Univers Next Arabic Light
ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

Univers Next Arabic Light
أ ب ت ث ج خ د ذ ر ز س ش ظ غ ف ق م ! ؟ ( ) @

Univers Next Arabic Regular
ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

Univers Next Arabic Regular
أ ب ت ث ج خ د ذ ر ز س ش ظ غ ف ق م ! ؟ ( ) @

Univers Next Arabic Bold
ABCDEFGHIJ abcdefghij ? ! ( ) @ 1234567890

Univers Next Arabic Bold
أ ب ت ث ج خ د ذ ر ز س ظ غ ف ق م ة ! ؟ ( ) @

Digital Typeface
Arial is the official digital typeface for Arabic and English languages. This will be used for all digital applications including material generated in the office environment as well as e-mail correspondence.
(e.g. Word documents, Excel sheets, PowerPoint presentations, Reports)

Arial Regular
ABCDEFGHIJ abcdefghijkl ? ! ( ) @ 1234567890

Arial Regular
أ ب ت ث ج ح خ د ذ ر ز س ش ص ع غ ف ق م ي ه ! ؟ ( ) @

Arial Bold
ABCDEFGHIJ abcdefghijk ? ! ( ) @ 1234567890

Arial Bold
أ ب ت ث ج ح خ د ذ ر ز س ش ص ع غ ف ق م ي ه ! ؟ ( ) @

1.11 INCORRECT USAGE OF LOGO

The below illustrations are some examples of the incorrect usage of the primary and secondary Federal Ministry logo. Please ensure that you strictly avoid altering the logo.

Additional incorrect usage

1. Do not rotate the logo vertically
2. Do not use the logo on photographic images
3. Do not distort the logo
4. Do not crop into the logo and text or display only in part
5. Do not fill the single color version of the ministry logo with a solid color

✘ Do not apply a drop shadow effect on the brand mark

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OFFICE OF THE MINISTER

الإمارات العربية المتحدة
وزارة الـخـارجـيـة
مـكـتـب الـوزيـر

✘ Do not extract elements of the logo and use it to create a new mark

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
PRIME MINISTER'S OFFICE

✘ Do not place the primary ministry logo against a dark or gradient background

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الإمارات العربية المتحدة
وزارة الـخـارجـيـة

✘ Do not use the single–language logo with the text positioned on the left of the emblem

UNITED ARAB EMIRATES
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✘ Do not skew the brand mark

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MINISTRY OF FOREIGN AFFAIRS

الإمارات العربية المتحدة
وزارة الـخـارجـيـة

✘ Do not lower the opacity of the ministry logo and never use the federal emblem as a background pattern
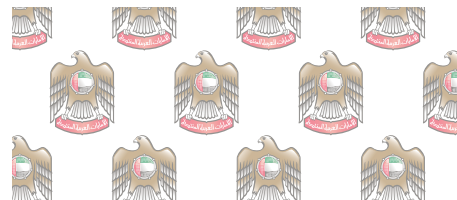
✘ Do not switch the country name with ministry name

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الإمارات العربية المتحدة

✘ Do not recolor ministry logos

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✘ Do not alter the size ratio of the logo with its elements

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الإمارات العربية المتحدة
وزارة الـخـارجـيـة

✘ Do not add department names to ministry logos

UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
HUMAN RECOURSES DEPARTMENT