



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives



دبي العطاء  
Dubai Cares



# VISUAL STANDARDS GUIDE

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# INTRODUCTION

This Visual Standards Guide has been created to ensure the Dubai Cares brand identity is used consistently throughout all communications.

However, the contents of this Visual Standards Guide are guidelines and should be treated as such. Certain applications may not be addressed and in such cases best judgement should be used. There is plenty of scope for creative expression.

## THE BRAND SIGNATURE

### Brand Signature

The Dubai Cares brand signature is unique and is comprised of two elements: the logo mark and the logotype. Both of these elements should always be present when reproducing the Dubai Cares brand signature on all stationery, advertising, print material such as brochures, leaflets etc., promotional items, online and all other communication collateral.

No modifications to the position, size, proportions or colour of any elements of the brand signature are allowed unless expressly defined in this guide.



# THE BRAND SIGNATURE

## Clear Space & Size

To ensure that the brand signature stands out it is important to position it within an adequate area of clear space.

The minimum clear space on all sides is equal to twice the height of the "D" in the brand signature. Where possible it is recommended to use more clear space than the minimum requirement.

The horizontal signature should never be reproduced smaller than 35mm in width and 17mm for the vertical.



# THE BRAND SIGNATURE

## Acceptable Signature Use

Brand signature on black and white background



Brand signature on coloured backgrounds and imagery



# THE BRAND SIGNATURE

## Brand Signature Colours

When printing, the logo should be printed in CMYK colours using the percentages of each colour as stated here, however variations in the final product may occur due to variations in the material used, machine type, the suppliers etc.

In such cases PANTONE colours should be used as references and percentages of the CMYK colours adjusted to match those pantones. It is essential to maintain tight quality management in order to get the exact colour matches and best results every time.



C: 0 M: 66 Y: 100 K: 7  
R: 227 G: 111 B: 30  
PANTONE 159C  
HEX: E36F1E



C: 100 M: 10 Y: 0 K: 10  
R: 0 G: 147 B: 208  
PANTONE Process Blue C  
HEX: 0093D0



C: 0 M: 24 Y: 94 K: 0  
R: 255 G: 196 B: 37  
PANTONE 123C  
HEX: FFC425



C: 56 M: 0 Y: 100 K: 27  
R: 94 G: 151 B: 50  
PANTONE 370C  
HEX: 5E9732



C: 65 M: 86 Y: 49 K: 0  
R: 121 G: 73 B: 106  
PANTONE 5125C  
HEX: 79496A

## THE BRAND SIGNATURE

### Clear Spae & Size - MBRGI Lockup

To ensure that the brand signature stands out it is important to position it within an adequate area of clear space.

The minimum clear space between the logos are equal to the width of the brand mark in the MBRGI logo.



# THE BRAND SIGNATURE

## Improper Signature Use



Do not distort the brand signature



Do not rotate the brand signature



Do not crop the brand signature



Do not apply drop shadows or any other effect to the brand signature



Only use background colours from the Acceptance Signature Use described on page 5



Do not place the brand signature over imagery or photography that affects legibility



Do not place the brand signature over imagery or photography on a white box

# THE BRAND SIGNATURE

Co-branding hierarchy

Lockup when used locally



## THE BRAND SIGNATURE

### Co-branding hierarchy

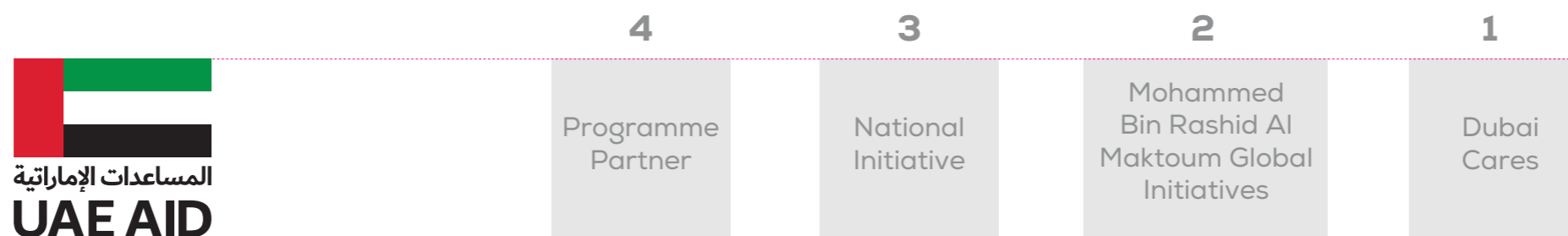
Logo to be used for materials by 3rd parties for local partnerships. The horizontal logo is used when the 3rd party logo is horizontal and the vertical logo is used when the 3rd party logo is a vertical logo.



# THE BRAND SIGNATURE

Logo placement in Dubai Cares beneficiary countries

1. Dubai Cares
2. Mohammed Bin Rashid Al Maktoum Global Initiatives
3. National Initiative (e.g. Year of Giving)
4. Programme partner



# TYPOGRAPHY

## English Primary Typeface

**Nexa Heavy**  
Recommended for headlines 1

A B C D E F G H I J K L M N O P  
a b c d e f g h i j k l m n 1 2 3 4 5 6  
**a d e f g h i j m**

.....

GE SS Unique Bold  
Recommended for headlines

ا ب ت ث ج ح خ د ذ ر ز س ش  
ص ض ط ظ ع غ ف  
**ا ب ت ث ج د ز س ص**

Nexa Regular  
Recommended for body copy

A B C D E F G H I J K L M N O  
a b c d e f g h i j k l m n 1 2 3 4 5 6 7  
**a d e f g h i j m**

GE SS Unique Light  
Recommended for body copy

ا ب ت ث ج ح خ د ذ ر ز س ش  
ص ض ط ظ ع غ ف  
**ا ب ت ج د ز س ص**

## Digital/HTML Typeface

Trebuchet MS - Regular

A B C D E F G H I J K L M N O  
a b c d e f g h i j k l m n 1 2 3 4 5 6 7  
**a d e f g h i j m**

Trebuchet MS - Regular (B)

A B C D E F G H I J K L M N O  
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9  
**a d e f g h i j m**

## IACAD LOGO

Proper placement of IACAD logo



يجب ترك المسافة الموضحة حول الشعار بينه وبين أي عناصر أخرى  
X تعريفها هي حجم حرف ال D من الشعار – القياس نسبة و تناسب و يطبق على أي قياس يمكن

# IACAD LOGO

## Logo Variations



# IACAD LOGO

## IACAD Logo Use

دبي العطاء  
Dubai Cares

Partner Logo Placeholder

Give Clean  
**WATER**

Your **1 AED** donation can provide clean water to children in need.

تبرعك بـ **1 درهم** يوفر المياه النظيفة للأطفال المحتاجين.

IACAD  
PRHCE-000765264

مُضْمَرٌ  
PERMITTED

دبي العطاء  
Dubai Cares

Partner Logo Placeholder

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Your **1 AED** donation can provide clean water to children in need.

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IACAD  
PRHCE-000765264

مُضْمَرٌ  
PERMITTED

**Thank You**