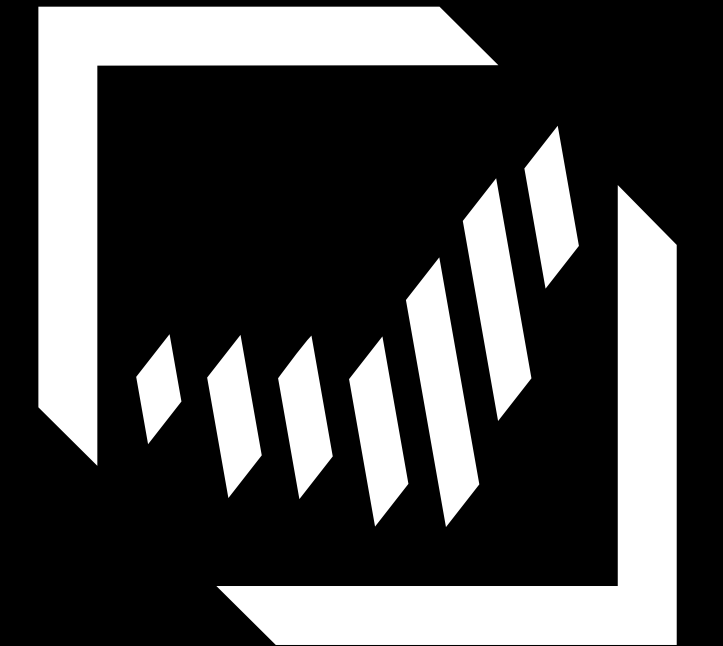وزارة الصناعـــــــــة
والتكنولوجيــا المتقدمــة
**MINISTRY OF INDUSTRY
& ADVANCED TECHNOLOGY**

المكتـــب الإعلامـــي
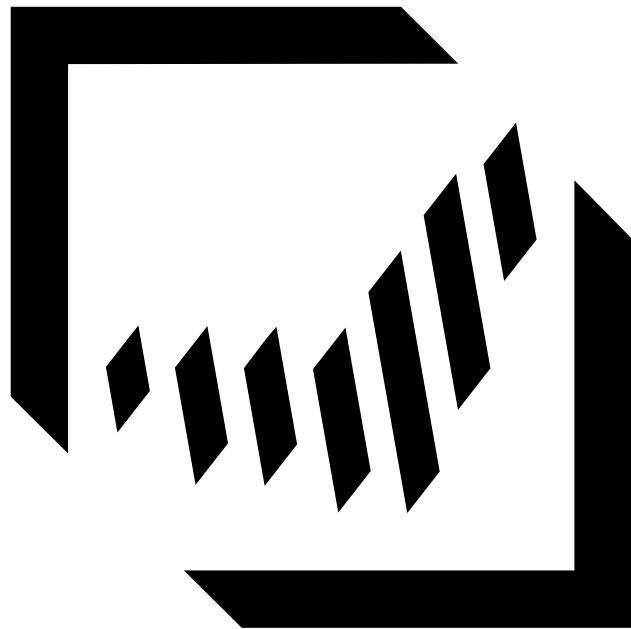لحكومـة دولة الإمــارات
UAE GOVERNMENT MEDIA OFFICE

Brand Identity Guidelines and Applications
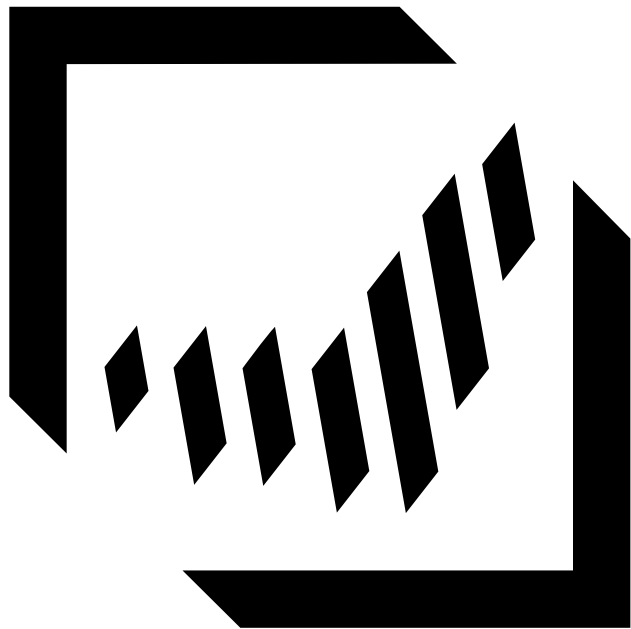
الدليل الإرشادي لشعار
الهوية الصناعية الموحدة

2021

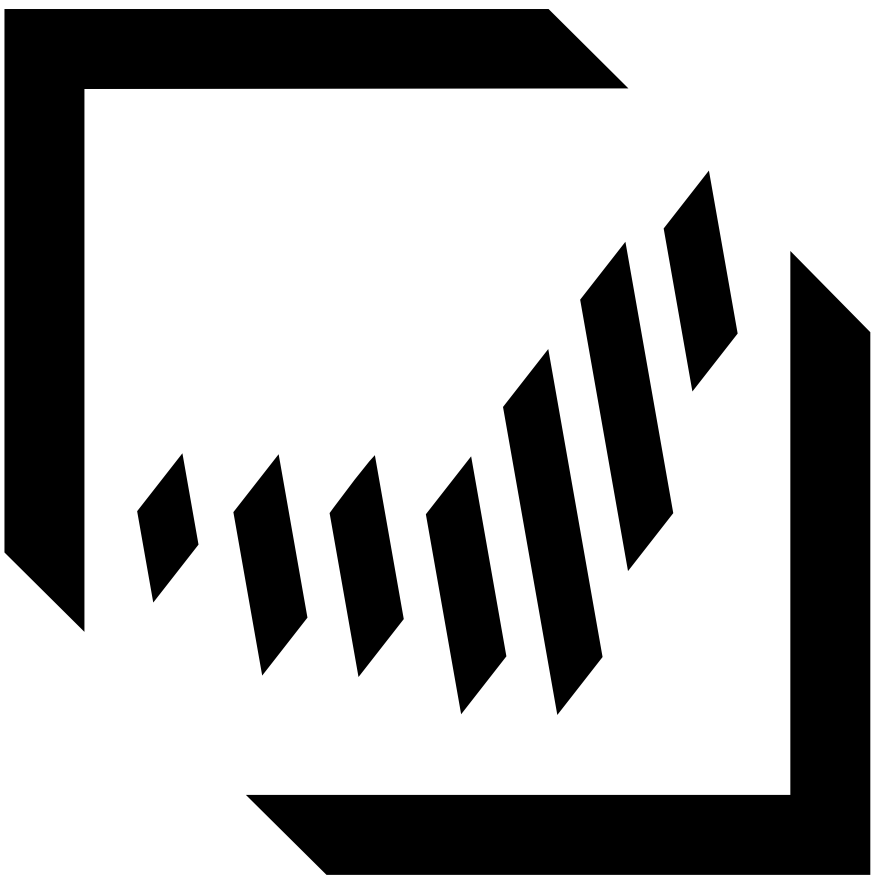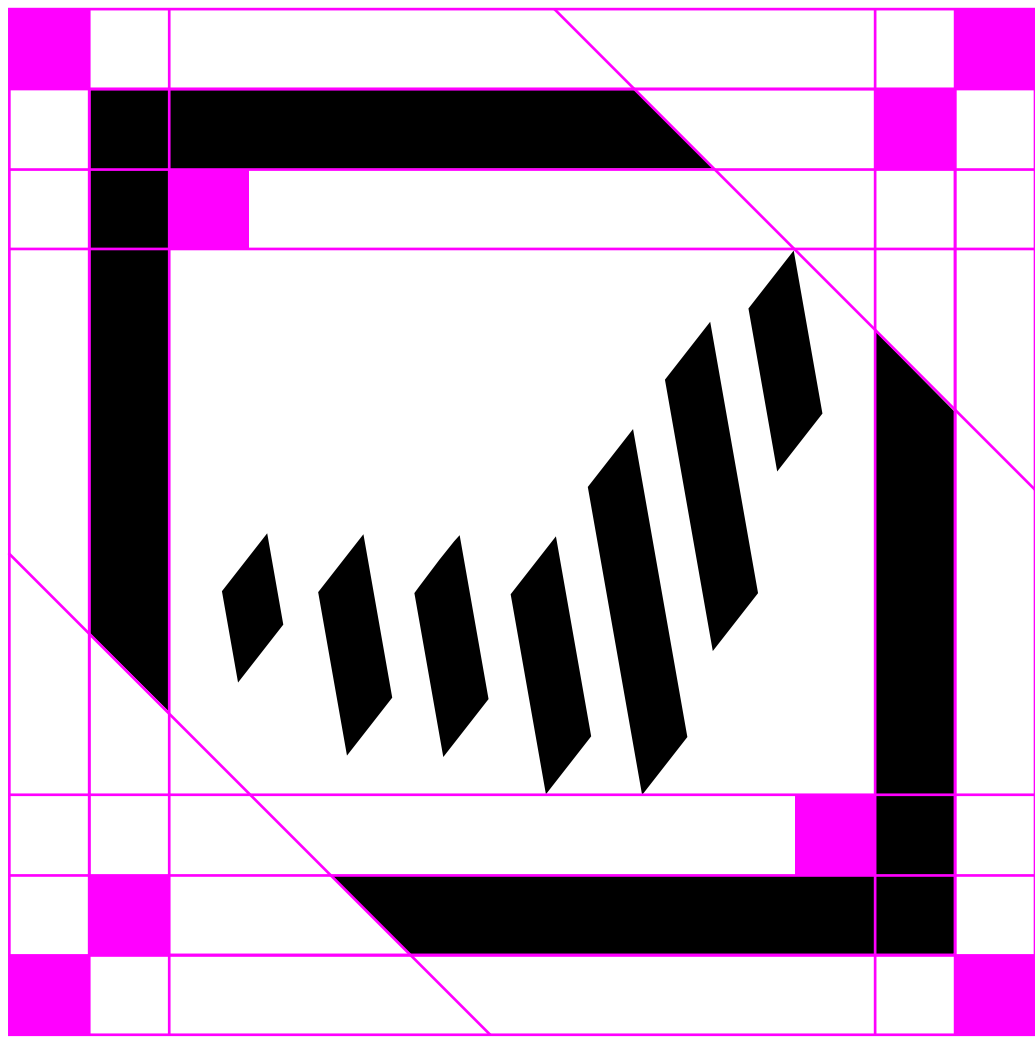اصنـع في الإمـارات
MAKE IT
IN THE EMIRATES

Primary

Secondary
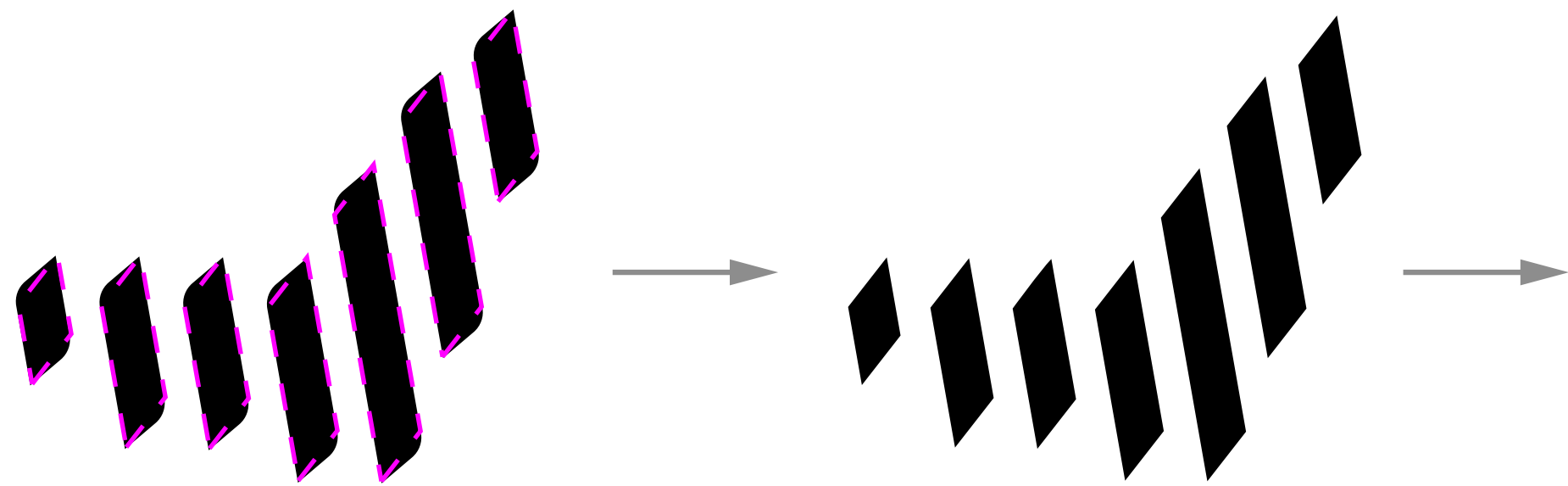
Construction

Transforming The Nation brand mark by giving it sharp edges to reflect an industrial feel that adds a unique and distinctive look.

The arrows are derived from the lines of the Emirates brand, as shown in the 3rd diagram. They represent the future of the Emirati industries being part of the bigger global economy.

Top line

Baseline

Top line

Baseline

■ Measuring unit

The measuring unit equals the same thickness of the brand symbol to maintain consistent spacing distance.

As shown, the typeface must have space equals to the brand symbol to give the brand mark breathing space. Also, between each of the lines, you must always maintain the same spacing distance.

For the horizontal version, the brand name should sit perfectly between the top line and baseline.

← 100% →

← 150% →

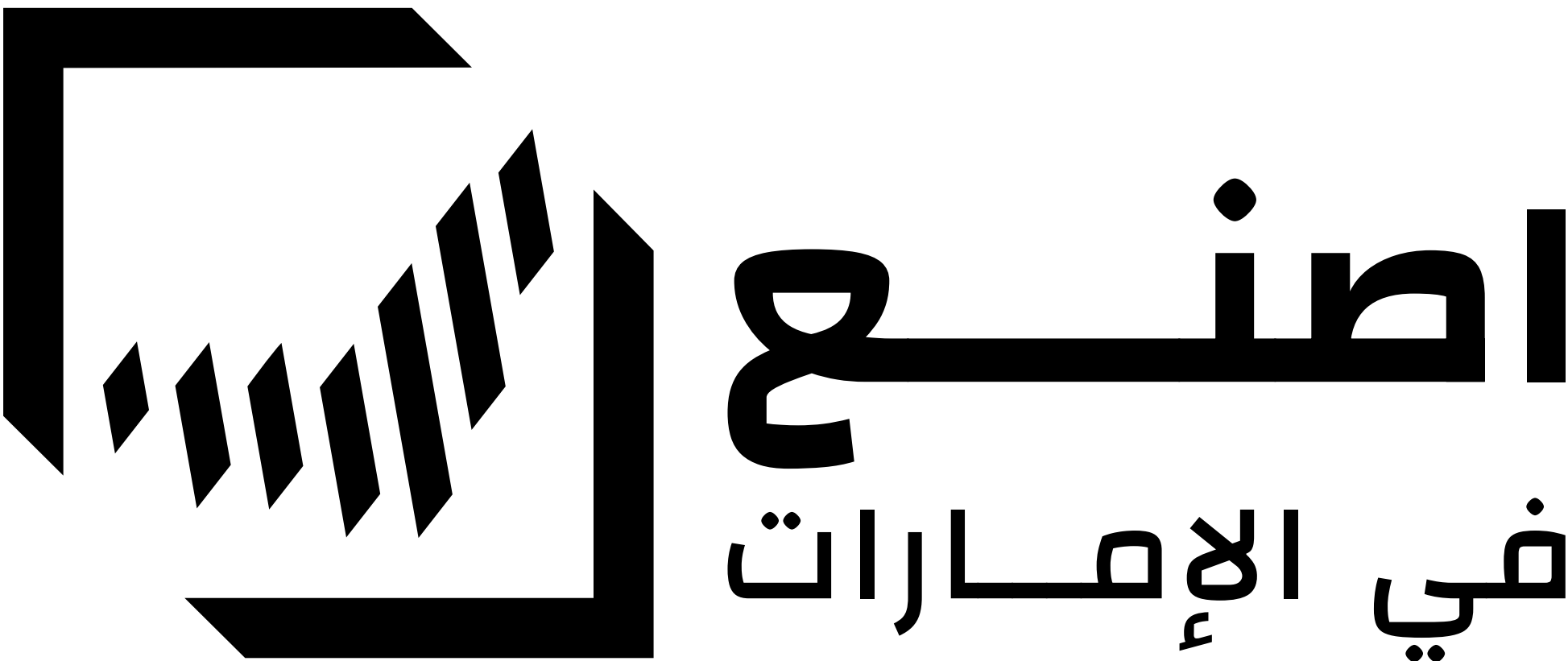

← 100% →

← 150% →

50px

Logo minimum size
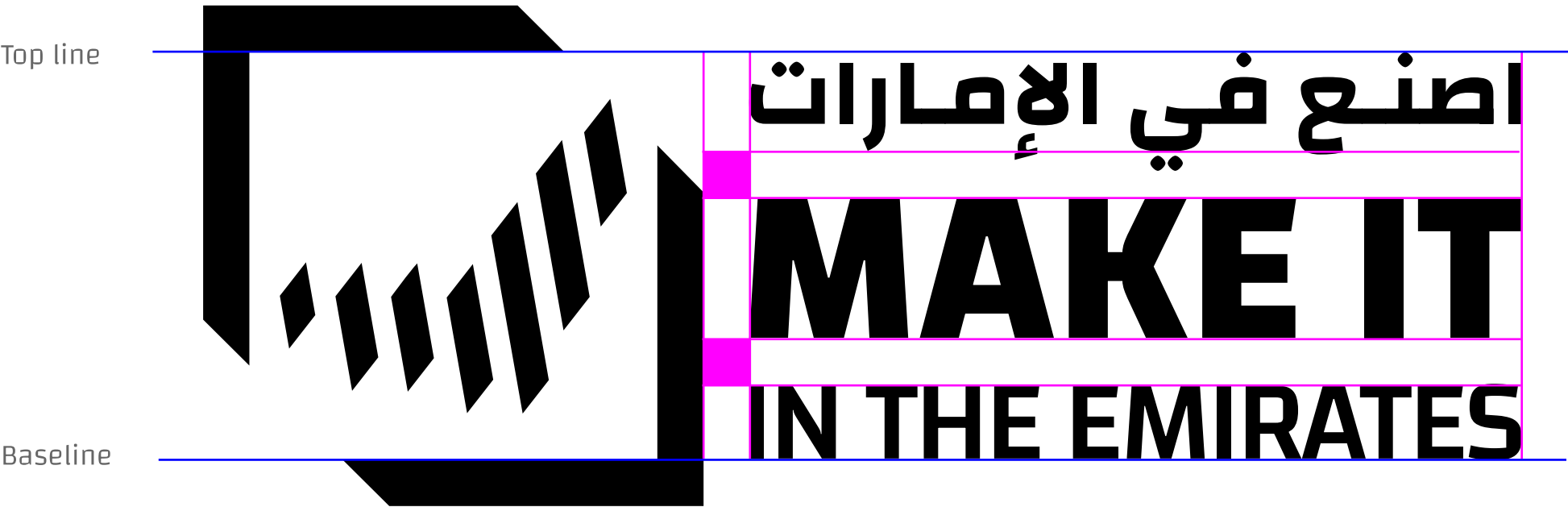
The empty space around the logo should be at least 150% of the width of the logo.

Don't go any smaller than 50 pixels wide.
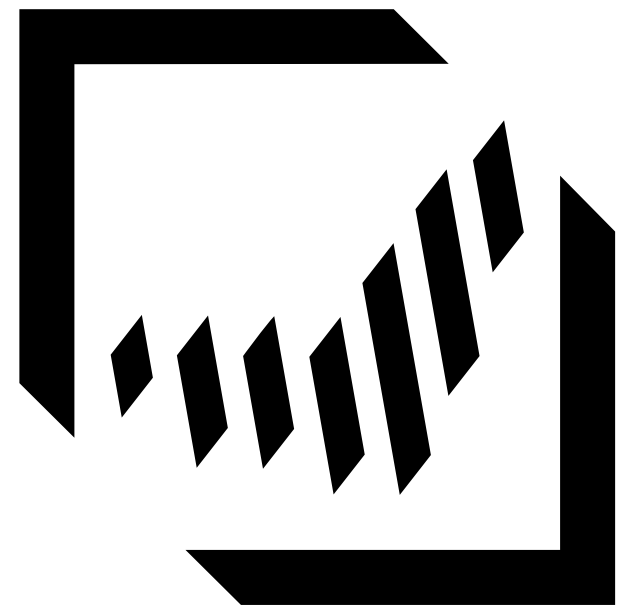
Primary

Secondary

Primary

Secondary

The impossible is possible

The arrows symbolize moving forward, achieving new heights and growth. They also act as inspiration to make it locally and expand globally. We used two arrows in different directions to emphasize on the central location of The Emirates.

Black

White

Monochrome

The brand mark can be used only in either solid white or black colors.

The white color brand mark is used on dark backgrounds and the black brand mark is used on light backgrounds.
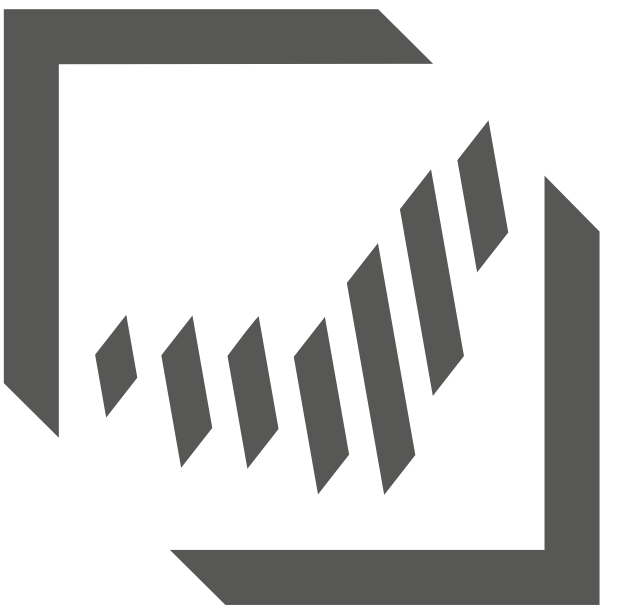
The monochrome can only be used when co-branding with other monochrome logos.

Make It In The Emirates brand guidelines

The extended brand color palette consists of 10 colors (including black and white) that combine to create complimenting and contrasting pairings.

These earthly colors are inspired by the natural resources of the UAE. They are formulated to work well with each other while promoting interesting and often unusual combinations.

Do not use colors that are not found in the brand color palette.
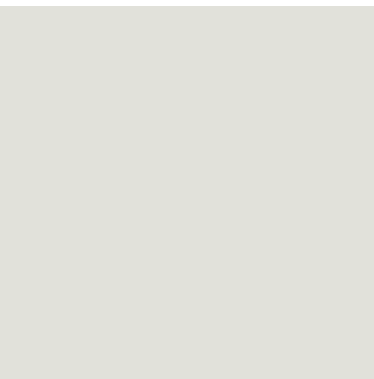
CLOUD
R180 G208 B231

WHEAT
T255 G203 B149

CELADON
R162 G211 B155

STONE
R208 G208 B211

PEARL WHITE
R242 G242 B235

SAND
R216 G190 B162
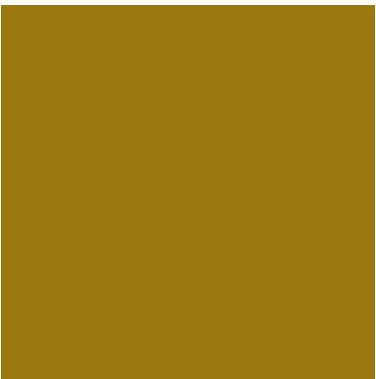
ROCOCO GOLD
R173 G120 B13

STONE
R29 G150 B167
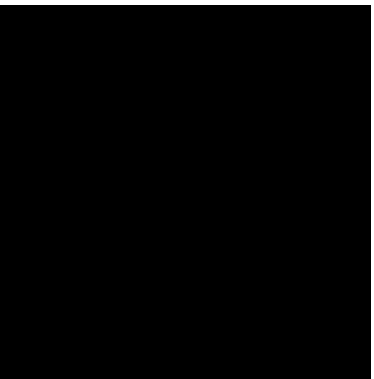
COAL BLACK
R0 G0 B0
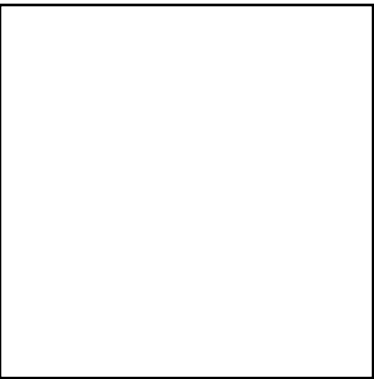
WHITE
R255 G255 B255

Say hello to Changa - the typeface we use to make our brand powerful.

Changa is the primary typeface for our brand. It is used for all display text and information for all communications.

The majority of our company communications, across campaigns and websites, will only use four primary weights of Sharp: Light 22, Medium 22, bold 22 and Extra bold 22.

أ
أنت
Aa

اصنع في الإمارات

اصنع في الإمارات

اصنع في الإمارات

Headlines should be Changa Medium, sentence case, ranged left with leading (pt) equal to font size (pt). Tracking is - 0

Light
Regular
Medium
Bold

Co-branding example: Initivate / event poster

Initiative / Event logo

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros

بالتعاون مع / تحت رعاية ____

Co-branding example: Initivate book title

Initivate logo

Book title

Co-branding:

When Make It In The Emirates Brand co-sponsors with another brand or brands on an initiative, program or event, the following co-branding principles apply:

1- When co-branding with other brands, you should choose the vertical branding unless the artwork ratio was longer than 10 X 3

2- The Brand should always appear last in the sequence of co-brands. This could mean bottom left or top left, depending on the layout.

3-The monochrome can only be used when co-branding with other monochrome logos.
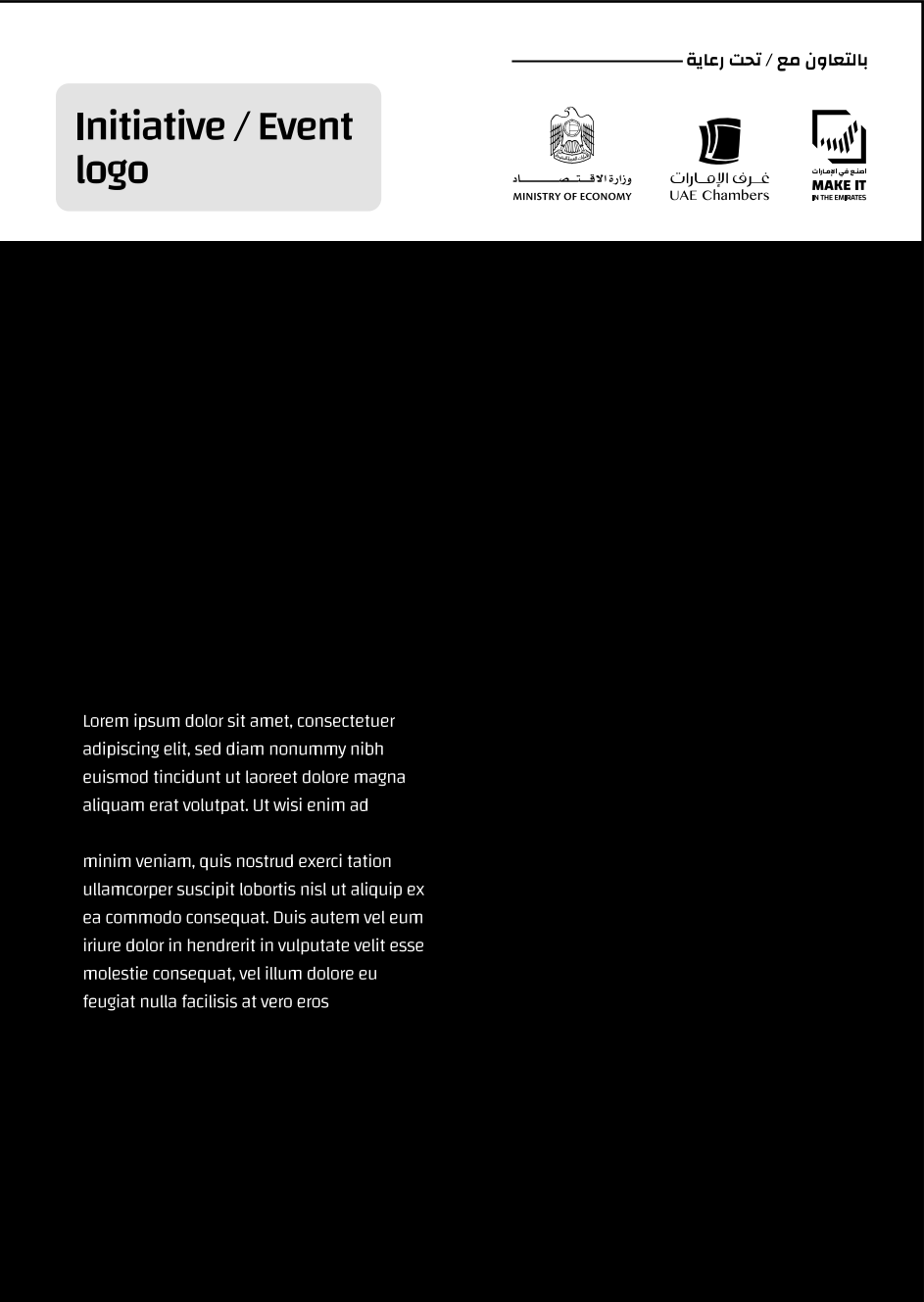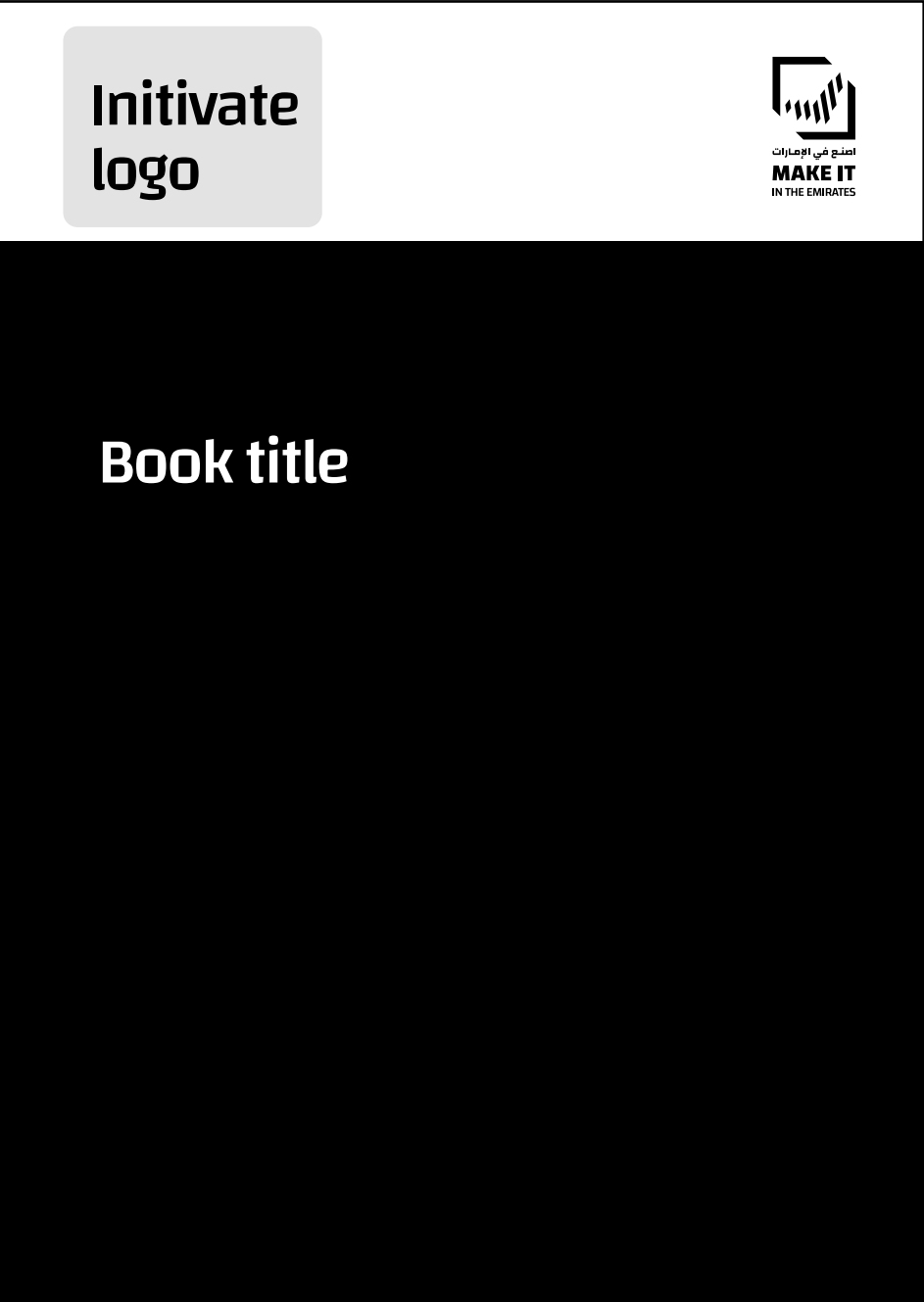
Co-branding example: Initivate / event OOH

Initiative / Event logo

بالتعاون مع / تحت رعاية ____

Co-branding example: Initivate / event poster
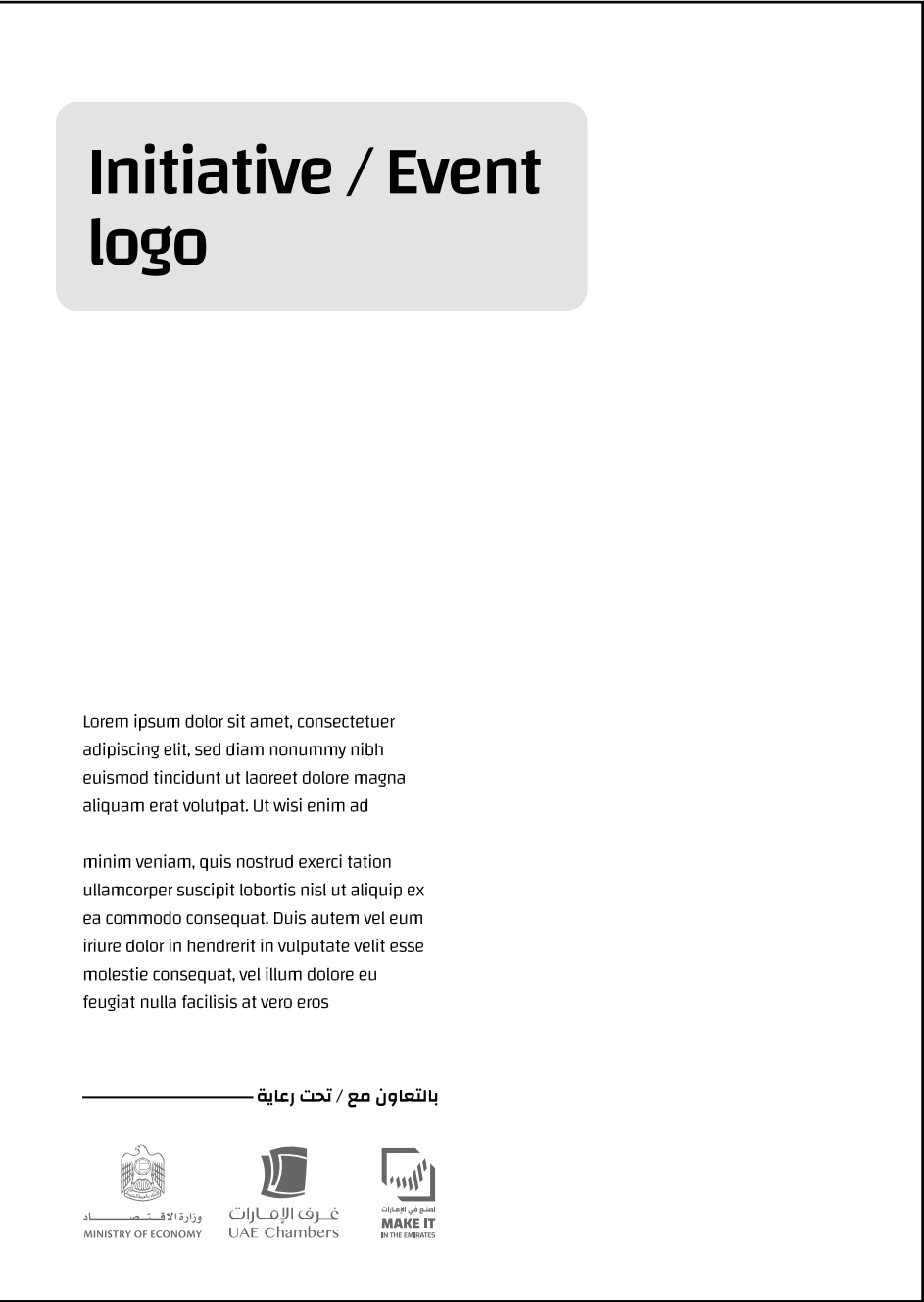
Co-branding example: Initivate book title

Co-branding:

When Make It In The Emirates brand co-sponsors with another brand or brands on an initiative, program or event with full visual, the brand should be placed on a white background and aligned bottom vertically with the other brands.

Co-branding example: Initivate / event OOH

Endorsement example: Print ad
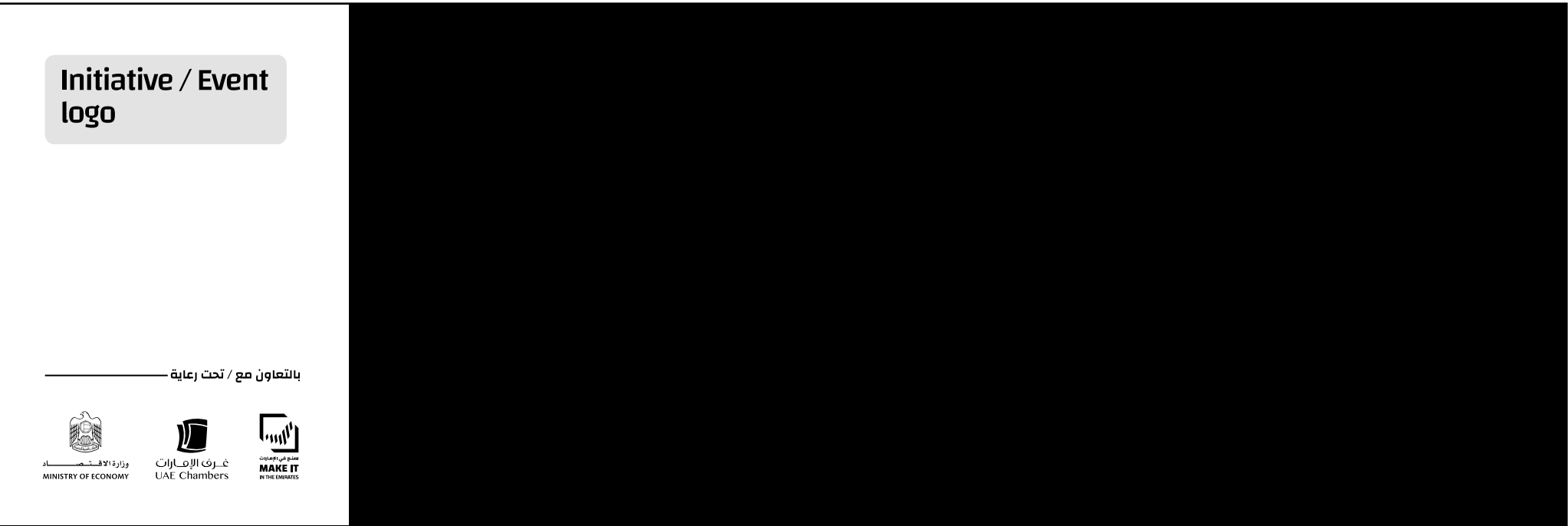
Endorsement:

Our brand is always less prominent than the endorsed brand, so it always appears below or after the main brand, depending on the layout. Our brand never competes with the endorsed brand for prominence.

The brand mark can be used only in either solid white or black color.
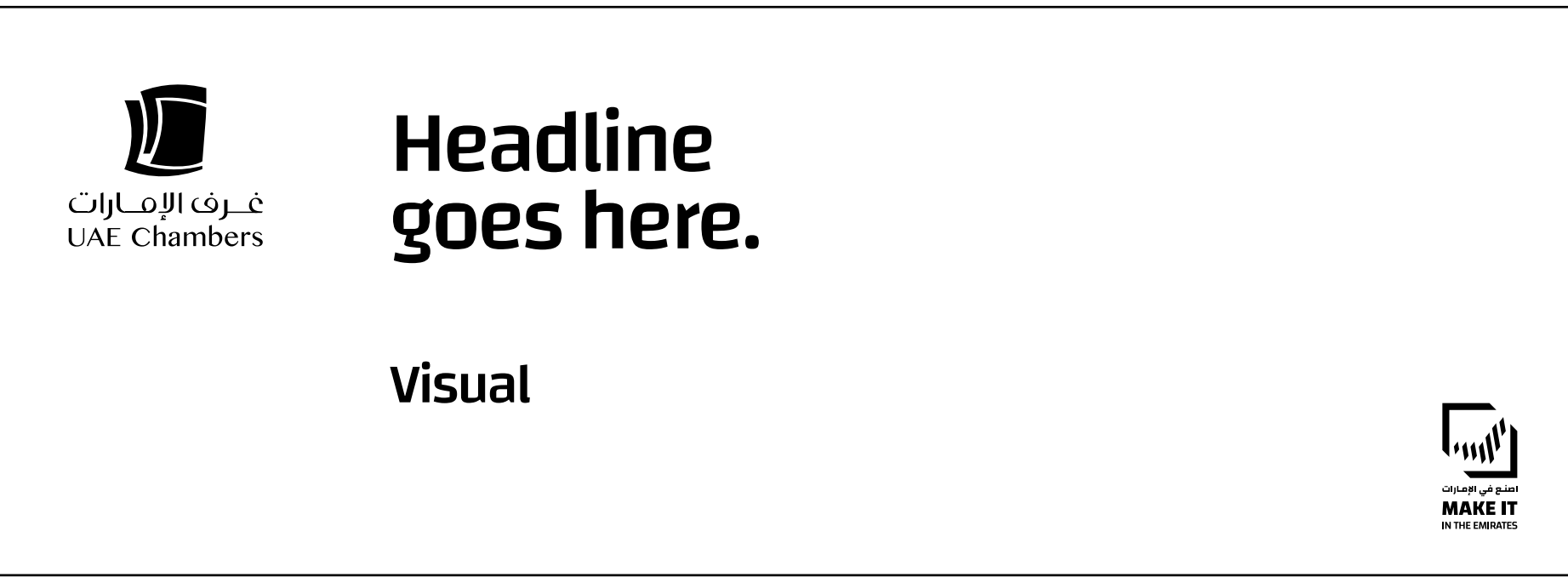
The monochrome can only be used when co-branding with other monochrome logos.

The white color brand mark can be used on a dark background and the black brand mark can be used on a light background.

Endorsement example: OOH

Headline
goes here.

Visual

Endorsement example: Print ad

Endorsement:

When the endorsement layout is a full visual layout, brands should be placed on a white background as demonstrated in the example.
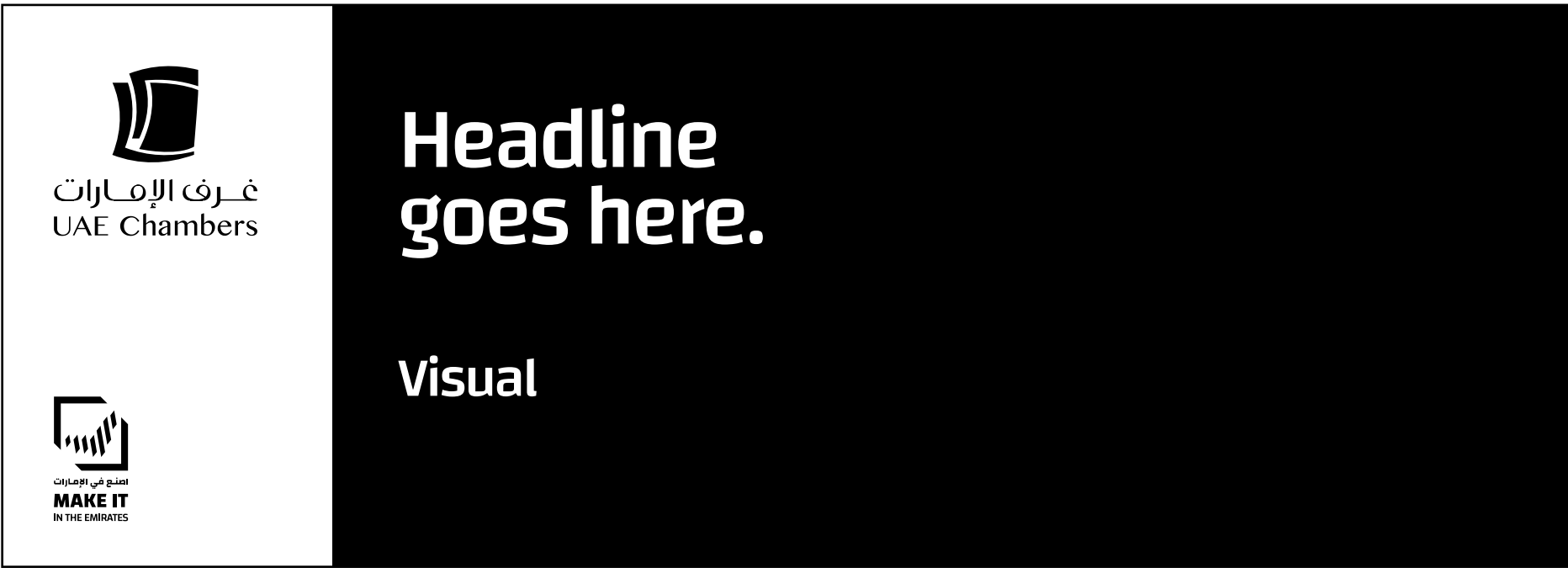
Brands should be vertically aligned to the bottom in the case of a vertical layout.

In the case of a horizontal layout, our brand should always come under the endorsed brand aligned to the left or the right.

Endorsement example: OOH

The brand end frame sequence begins with the brand symbol in full white or black over the final visual of the video's primary story. This portion of each video should remain for at least two, no more than three, seconds. The background then changes to white with a simple animation (slide from the center to the left) for the brand to appear.

This sequence is required on every video. It is the only approved end frame animation allowed and should not be altered.

Never add transitions, effects or other treatment to the brand mark.

Brand mark should be shown in white whenever possible.

In certain cases, there may be additional elements that need to be included in the end frame. These additional elements should be isolated and placed below the end frame animation branding.
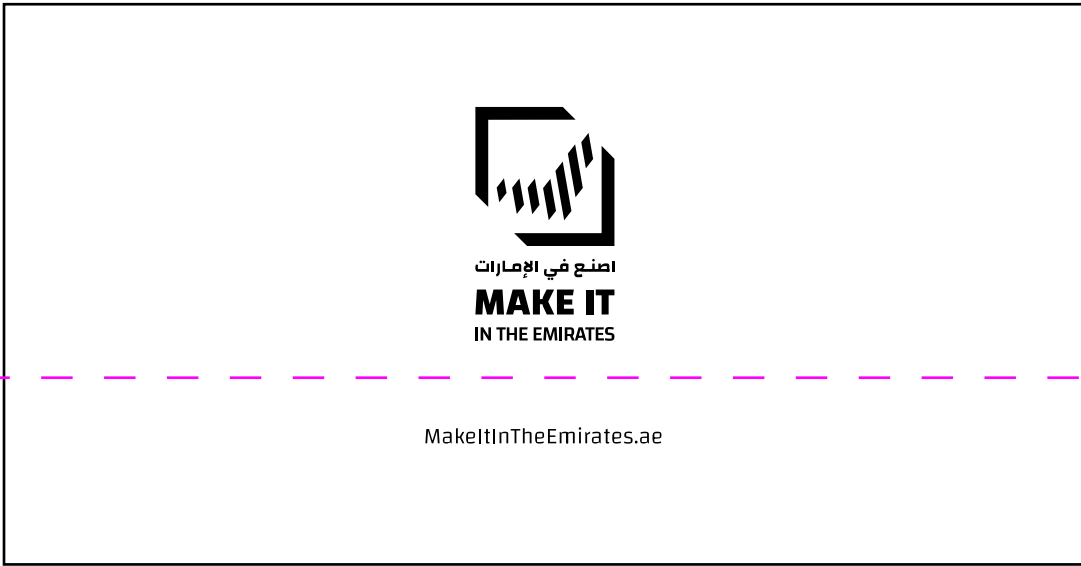
There is no voiceover script for the end frame animation.
The audio from each video should extend over the end fram   e animation until the video concludes.

In some cases you can place the emblem at the bottom right corner throughout the video (emblem opacity should always be at 60%).

STANDARD END FRAME SEQUENCE VISUAL STORY

END FRAME WITH URL/HASHTAG/EVENT

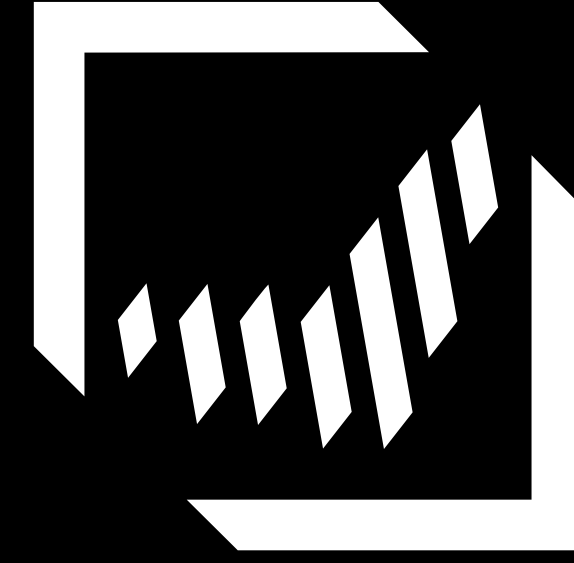Additional elements in lower third only

Emblem water mark

The brand mark can be used only in either solid white or black colors.

The white color brand mark is used on dark backgrounds and the black brand mark is used on light backgrounds.

The monochrome can only be used when co-branding with other monochrome logos.

اصنع في الإمارات

MAKE IT

IN THE EMIRATES

www.makeit.ae | Info@makeit.ae