As the city of Dubai grows to match the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, it is increasingly important to maintain a consistent identity throughout our communications.

These guidelines provide direction on how to represent the Dubai Brand’s look and feel across all marketing and operational material.
The links above aim to provide support for all creative works, but it is important that all collateral is reviewed and approved by the brand team prior to launch.

Please send all files for approval to: dubaibrand@dubaidet.ae
BRAND FOUNDATION
INTERNAL CONVICTION

VISION
To be the #1 ‘most visited’ city for global travel, business and events

MISSION

MOST RECOMMENDED
Commit to making Dubai the world’s most recommended leisure and business destination

HIGHEST RANKINGS
Innovatively and effectively raise the international profile of Dubai’s tourism and commercial offering

SERVICE EXCELLENCE
Redefine traveller expectations with cutting-edge solutions and service excellence across all tourism touchpoints.

DIVERSE EXPERIENCES
Pioneer multi-dimensional experiences that make people want to visit and revisit Dubai

RESPONSIBLE LEADER
Ensure that tourism continuously strengthens Dubai’s economy, while maintaining the highest levels of safety and sustainability

PROMISE
The brand promise is the value or experience our audience can expect to receive every single time they interact with us

TO ALWAYS BE REMARKABLE

EXTERNAL EXPRESSION

PROPOSITION
This highlights the unique identifying features of our brand- the heart and soul. This is how we connect with the audience

DUBAI, WHERE DYNAMIC CONTRASTS MEET ENDLESS POSSIBILITIES

PERSONALITY
These traits humanise the brand and are to be used in storytelling (visual or written) on all our marketing communication.

WELCOMING
We are a harmonious and welcoming city; a mosaic of diverse cultures and experiences

INSPIRING
A city of visionaries with a strong foundation of determination and ambition

SPIRITED
A bold and energetic city with an instinct to thrive

AUTHENTIC
A city true to its roots and proud of its achievements
I am where cultures fuse and contrasts meet
an oasis of endless possibilities

Within me is the spirit of a giant
whose voice echoes across the world

I am here, I am ready
My story continues
I am

Extract from “Positive Spirit”, a poem by His Highness Sheikh Mohammed Bin Rashid Al Maktoum
BRANDMARKS
BRANDMARKS

These are the house brandmarks. They follow an UMBRELLA architecture model, where the brandmark spans across a range of sub-brands.

GOVERNMENT BRANDMARK

DEPARTMENT OF ECONOMY AND TOURISM BRANDMARK

Used to represent the Department of Economy and Tourism, usually alongside the Government of Dubai brandmark.

CITY OF DUBAI BRANDMARK

Used to market the destination, both locally and globally, to external visitors & residents.

GOVERNMENT OF DUBAI

DUBAI CALENDAR BRANDMARK

Used to promote citywide upcoming shows, events & festivals.

DUBAI BUSINESS EVENTS BRANDMARK

Used to promote Dubai as a host city for business events.
The brandmark consists of 2 layers inspired by the cultural fusion of Dubai.

It combines the Arabic and Latin alphabets thus reflecting a city where the world comes together.
CITY OF DUBAI BRANDMARK

PRIMARY

WHITE BRANDMARK

Use the original coloured logo ONLY on an all-white or all-black design without an image

BLACK BRANDMARK

to use on white/light backgrounds

CITY OF DUBAI BRANDMARKS
DUBAI CALENDAR BRANDMARK

PRIMARY

WHITE BRANDMARK
Use on black/dark backgrounds

ORIGINAL COLOURS
Use the original coloured logo ONLY on an all-white or all-black design without an image

BLACK BRANDMARK
Use on white/light backgrounds

DUBAI CALENDAR BRANDMARKS

DUBAI CALENDAR GUIDELINES
DUBAI BUSINESS EVENTS BRANDMARK

PRIMARY

WHITE BRANDMARK
To use on black/dark backgrounds

ORIGINAL COLOURS
Use the original coloured logo ONLY on an all-white or all-black design without an image

BLACK BRANDMARK
To use on white/light backgrounds
**TYPOGRAPHY**

**BRANDMARK / SUPPORTING TEXT ONLY**
- DUBAI BT

**PRINT**
- ARABIC & CYRILLIC: DIN NEXT LT
- ENGLISH: DIN
- MANDARIN: PINGFANG SC
- SECONDARY: DUBAI FONT

For example:

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للاقتصاد والسياحة
Economy and Tourism
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**DIGITAL**
- ARABIC: DROID KUFIC
- ENGLISH: CALIBRI
- CALLIGRAPHY: EXPERIMENT BRUSH SCRIPT

For social media usage ONLY

For emails, official letters, and presentations ONLY
COLOUR PALETTE
CITY OF DUBAI COLOUR PALETTE

PRIMARY COLOURS

DUBAI BLUE
PANTONE® 2192 C
#009B08
C100 M15 Y0 K0
R0 G144 B215

DUBAI PURPLE
PANTONE® 241 C
#C9319A
C29 M93 Y0 K0
R186 G44 B135

SECONDARY COLOURS

DUBAI BEIGE
PANTONE® 7527 C
#D4D0C4
C12 M10 Y14 K0
R214 G210 B196

COOL GREY
PANTONE® COOL GRAY 10 C
#636666
C57 M46 Y40 K25
R99 G102 B106

DUBAI DARK TEAL
PANTONE® 5473 C
#A6192E
C0 M100 Y74 K26
R166 G25 B46

DUBAI ORANGE
PANTONE® 172 C
#FA4616
C0 M80 Y99 K0
R250 G70 B22

DUBAI DARK RED
PANTONE® 187 C
#A6192E
C0 M100 Y74 K26
R166 G25 B46

DUBAI DARK PURPLE
PANTONE® 7657 C
#6E2B62
C49 M99 Y0 K27
R110 G43 B98
DUBAI CALENDAR COLOUR PALETTE

**PRIMARY COLOURS**

- **DUBAI YELLOW**
  - PANTONE® 1375 C
  - #FCBA28
  - C0 M47 Y94 K0
  - R252 G154 B0

- **DUBAI RED**
  - PANTONE® 186 C
  - #E5152E
  - C0 M80 Y98 K0
  - R250 G70 B22

**SECONDARY COLOURS**

- **DUBAI BEIGE**
  - PANTONE® 7527 C
  - #E5152E
  - C0 M47 Y94 K0
  - R252 G154 B0

- **GREY 2**
  - PANTONE® COOL GREY 3 C
  - #C8C9C7
  - C18 M13 Y10 K0
  - R200 G201 B199

- **COOL GREY**
  - PANTONE® COOL GRAY 10 C
  - #E5152E
  - C0 M80 Y98 K0
  - R250 G70 B22

- **DUBAI MAROON**
  - PANTONE® 1815 C
  - #7C2629
  - C2 M97 Y72 K52
  - R124 G38 B41

- **DUBAI ORANGE**
  - PANTONE® 172 C
  - #FA4616
  - C0 M80 Y98 K0
  - R250 G70 B22

- **DUBAI DARK TEAL**
  - PANTONE® 5473 C
  - #7C2629
  - C2 M97 Y72 K52
  - R124 G38 B41
DUBAI BUSINESS EVENTS COLOUR PALETTE

**PRIMARY COLOURS**

- **Dubai Blue**: PANTONE® 2192 C  #009BD8
  C100 M15 Y0 K0
  R0 G144 B215

- **Dubai Teal**: PANTONE® 3258 C  #00D3B4
  C70 M0 Y40 K0
  R0 G199 B176

**SECONDARY COLOURS**

- **Dubai Beige**: PANTONE® 7527 C  #009BD8
  C0 M0 Y0 K0
  R144 B215 G215

- **Grey 2**: PANTONE® COOL GREY 3 C  #9BD8
  C12 M10 Y14 K10
  R214 G210 B196

- **Cool Grey**: PANTONE® COOL GRAY 10 C  #63666A
  C57 M46 Y0 K25
  R110 G43 B98

- **Dark Green**: PANTONE® 548 C  #003D4C
  C100 M8 Y11 K74
  R0 G61 B76

- **Dubai Dark Teal**: PANTONE® 5473 C  #115E67
  C86 M24 Y33 K43
  R17 G94 B103

- **Dubai Dark Purple**: PANTONE® 7557 C  #6E2B62
  C49 M99 Y0 K27
  R110 G43 B98
BRAND USAGE
CITY OF DUBAI BRANDMARK
PLACEMENT RULES

EXCLUSION ZONE

It is important that the brandmark is given sufficient space wherever it appears to maximise visibility.
The minimum exclusion zone around the brandmark should always be no less than 1 daal (١٠٠٠٠ د) – top part of the letter ‘A’.

ALIGNMENT

Always align the logo from the baseline, not the dots at the bottom.

MINIMUM SIZE

Width: 20mm
Applies for all brandmarks
BRANDMARK WITH SUPPORTING TEXT

EXCLUSION ZONE

It is important that the brandmark is given sufficient space wherever it appears to maximise visibility.

The minimum exclusion zone around the brandmark should always be no less than 1 daal (١ د) top part of the letter ‘A’.

ALIGNMENT

Always align the logo from the baseline, not the dots at the bottom.

MINIMUM SIZE

Width: 20mm
Applies for all brandmarks.
BRANDMARK INCORRECT USAGE

- Do not change the spacing of the letters
- Do not change the proportions of the brandmark and do not apply any distortion such as perspective, warp or other
- Do not apply any effects such as drop shadow, inner glow, etc.
- Do not use colours without brand team approval
- Do not blur the brandmark
- Do not crop the logo
- Do not leave any elements out
- Do not italicise the brandmark
APPLICATIONS
BRANDMARK POSITION & SIZE

Place the brandmark either:
On the top / bottom right corner of the page
OR
On the top / bottom middle of the page

The brandmark should be equal to:
1/4 of the width if the page is vertical
OR
1/6 of the width if the page is horizontal
SHAPES

These shapes are extracted from the brandmark curves.

It can carry the colours and be used as a container for both imagery and text.
BRANDMARK USAGE

DOs
• Transparency of the box should be at minimum 70%
• White logo to be used on all layouts.
• The box to be placed on top of the image leaving clear space
• When placed on an image, make sure the background does not clash with the white brandmark

DON’Ts
• Reduce the opacity of the box lower than 70%
• Use the colour brandmark on any layouts
• Place the box on the edge of the artwork

Examples of correct usage of brandmark.

Examples of incorrect usage of brandmark.
PRINT ADS

SINGLE SPREAD

DOUBLE SPREAD

Note: Please email dubaibrand@dubaidet.ae to share your brief and requirements.
Note: Please email dubaibrand@dubaidet.ae to share your brief and requirements.
Emailers should have a fixed width of 640px while the height needs to be at 480px minimum.
ROLL UPS

There are three options for roll ups:

- A full image roll up with the brandmark
- A full image with shapes, text and the brandmark
- A full colour roll up with the brandmark
DIGITAL ADS

HORIZONTAL

Discover all that’s possible in Dubai, visitdubai.com

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

SQUARE

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

VERTICAL

Click Here

CLICK HERE

CLICK HERE

CLICK HERE

NEWSLETTER
BLACK BRANDMARK

The black brandmark is to be used for special events and merchandise approved by the brand team.
ICONOGRAPHY

Here are some examples of icons that can be used on collaterals.

When designing your own, please ensure icons have a gap that ends with a curve.
SOCIAL MEDIA

Our social media footprint is a unified experience across all major global and local channels and serves as a conversation and advocacy platform.

In the guidelines below, an in-depth look on how to represent the brand on each channel.
VISUAL CONTENT
VISUAL CONTENT

Art direction for all photography & videos must include at least one of the three keys: people, places and detail.

A story can be told using multiple shots from the same shoot that illustrates all three art direction keys.
TONE OF VOICE
DEFINING OUR TONE OF VOICE

For people to build a lasting relationship with our brand, all our communications should be consistent and engaging.

What is Dubai’s tone of voice? Personified, we’re your trusted neighbour or friend – one who’s cheerful, approachable and knowledgeable.

Use the visual guide as a base for writing content.
EVENTS
Events and exhibitions are strong branding platforms.

The branding should be visible, well positioned and well illuminated.
INTERIORS

Meeting rooms and interiors are designed using light colours, such as white and cream, to ensure that the visuals and the brandmark are highly visible.
MERCHANDISE
Note: These collections are subject to availability. Find more collections in the catalogue.
PARTNERSHIPS
When using the Dubai brandmark as an official endorsement, partners must meet certain criteria:

- The potential partner is considered a flag bearer for Dubai, or have an agreed partnership or MOU with Department of Economy and Tourism.
- Events or festivals, where Department of Economy and Tourism is affiliated as a sponsor or host.
- The government department or private sector partner consistently communicates Dubai to travellers and residents alike, opening up the brand to a broader audience.
- Endorsement does not pose any significant negative risks to the equity of Brand Dubai.
Organisations that are permitted to use the Dubai brandmark as an endorser or partner must adhere to the following rules of usage:

- The brandmark may only be used on communication materials, and not on marketing collateral.
- Only the brandmark itself is available as a mark of endorsement; no other elements of the visual language are to be used.
- Whenever possible, the brandmark should sit either in the top or bottom right corner of a composition.
- Communications by partners may reference the Department of Economy and Tourism portal: visitdubai.com below the brandmark as a lock up.
TERMS OF USE
i. Limited Permitted Uses
Subject always to the Use Requirements and the Restrictions on Use set forth herein, the Marks may be used in the following cases only:
(a) **Personal, Non-Commercial Use:** The Marks may be used on a non-exclusive basis for personal, non-commercial purposes only. The permission granted herein is non-transferrable nor assignable to any person and/or entity. Title to and all rights of ownership in the Marks shall remain with DET at all times. All reasonable steps shall be taken to ensure that the Marks shall only be used for those purposes set forth herein and that no unauthorised use of the Marks shall be permitted.

Other than as set out above, the Marks may not be used for any other purpose whatsoever without the prior written consent of DET.

ii. Use Requirements
(a) **Brand Guidelines.** The Marks shall only be used in strict accordance with the guidelines as provided by DET. For any questions or clarifications with respect to proper applications of the guidelines, please contact dubaibrand@dubaidet.ae
(b) **Attribution.** The following statement shall appear on any medium where the Marks are used: “The Dubai logo is a registered trademark of the Government of Dubai, Department of Economy and Tourism is licensed in accordance with the terms of use located at visitdubai.com

iii. Restrictions on Use
(a) **No Commercial Use.** The Marks shall not be used in any manner for direct or indirect commercial gain without the prior written consent of DET.
(b) **No Merchandising.** The Marks shall not be used on any merchandised items such as t-shirts, mugs, souvenirs, cards, and/or other manufactured goods without the prior written consent of DET.
(c) **No Advertisements.** Unless otherwise provided herein, the Marks shall not be used in any advertising or marketing materials whatsoever without the prior written consent of DET.
(d) **No Disparagement.** The Marks shall not be used and/or reproduced in any manner that will or is likely to damage or bring into disrepute the good name, image and reputation of the emirate of Dubai, the United Arab Emirates and/or DET.
(e) **Public Sensitivities.** The Marks shall not be used in any manner which will or is likely to cause association with any material and/or content that is politically sensitive, inconsistent with the laws and public policies of the United Arab Emirates.
(f) **Protection of Rights.** The Marks shall not be used in any manner that might adversely affect the rights of DET or to the Marks or the value of the Marks or otherwise to be prejudicial to DET.
(g) **No Endorsement or Association.** The Marks shall not be used in a manner that implies association with or endorsement by the emirate of Dubai, the Dubai Government or DET of any company, product or service without the prior written consent of DET.
(h) **No Alteration.** The Marks shall not be altered, cropped, re-touched, edited and/or transformed in any manner whatsoever.

No derivative Marks may be created that include and/or are based upon the Marks without the prior written consent of DET.

DET reserves all rights with respect to the Marks not mentioned herein, and shall have the right to fully restrict the use of the Marks and/or place additional restrictions with respect to the use of the Marks on a case by case basis.

iv. DET Rights
(a) **Right to Inspect.** DET shall have the right to inspect each use of the Marks, and, at its sole discretion, require modification and/or immediate removal of the Marks from any materials (whether in digital form and/or printed media).
(b) **Cease and Desist.** DET may, at any time, require that you immediately cease all further use of the Marks, and at DET’s option, return to DET or destroy or delete all materials bearing the Marks, or, at DET option, take all reasonable measures to ensure the removal of the Marks and any copies of the Marks in circulation. Upon such notice, any rights to the Marks granted hereunder shall immediately cease and without further act or instrument revert to DET.

v. Enquiries
For additional enquiries regarding use of the Marks or to enquire about usage of the Marks that may be outside the scope of general terms of use, please contact dubaibrand@dubaidet.ae