

DUBAI BRAND GUIDELINES

2023



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.



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USEFUL LINKS

| | | |
|---|--|---|
|  BRAND LOGOS |  BRAND FONTS |  DESIGN TEMPLATES |
|  EVENT TOOLKIT |  HERO IMAGES LIBRARY |  MERCHANDISE CATALOGUE |
|  END CARD ANIMATION |  REQUEST FORMS |  BRAND DESTINATION VIDEOS |

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



STRATEGIC FRAMEWORK

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



MANIFESTO

INSPIRATION

دَاخِلُكَ مَارِدٌ هُوَ الْعِزْمُ وَتَكُونُ
بِهِ قَوِيَّ الْعَزْمِ صَوْتُكَ لَهُ صِدَاةٌ

Within you is the spirit of a giant.
When it is strong, your voice will
echo throughout the world.

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

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



DUBAI MESSAGING HOUSE



BRANDMARKS



BRANDMARKS

These are the house brandmarks. They follow an UMBRELLA architecture model, where the brandmark spans accross 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.



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.



BRAND ANATOMY

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.



Layer 1: ENGLISH



Layer 2: ARABIC



CITY OF DUBAI 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





DUBAI CALENDAR 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



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



DUBAI BUSINESS EVENTS BRANDMARKS



TYPOGRAPHY



TYPOGRAPHY

↓ BRANDMARK / SUPPORTING TEXT ONLY

DUBAI BT

For example:



↓ PRINT

ARABIC & CYRILLIC

DIN NEXT LT

ENGLISH

DIN

MANDARIN

PINGFANG SC

SECONDARY

DUBAI FONT

For emails, official letters, and presentations ONLY

↓ DIGITAL

ARABIC

DROID KUFIC

ENGLISH

CALIBRI

CALLIGRAPHY

EXPERIMENT BRUSH SCRIPT

For social media usage ONLY



COLOUR PALETTE



CITY OF DUBAI COLOUR PALETTE



PRIMARY COLOURS



DUBAI BLUE
PANTONE® 2192 C
#009BD8
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
#D6D2C4
C12 M10 Y14 K0
R214 G210 B196



COOL GREY
PANTONE® COOL GRAY 10 C
#63666A
C57 M46 Y40 K25
R99 G102 B106



DUBAI DARK TEAL
PANTONE® 5473 C
#115E67
C86 M24 Y33 K43
R17 G94 B103



DUBAI ORANGE
PANTONE® 172 C
#FA4616
C0 M80 Y98 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



CITY OF DUBAI COLOUR PALETTE



DUBAI CALENDAR COLOUR PALETTE



PRIMARY COLOURS



DUBAI YELLOW
PANTONE® 1375 C
#FCAA28
C0 M47 Y94 K0
R252 G154 B0



DUBAI RED
PANTONE® 186 C
#E5152E
C10 M100 Y93 K0
R213 G18 B33

SECONDARY COLOURS



DUBAI BEIGE
PANTONE® 7527 C
#D6D2C4
C12 M10 Y14 K0
R214 G210 B196



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



COOL GREY
PANTONE® COOL GRAY 10 C
#63666A
C57 M46 Y40 K25
R99 G102 B106



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
#115E67
C86 M24 Y33 K43
R17 G94 B103





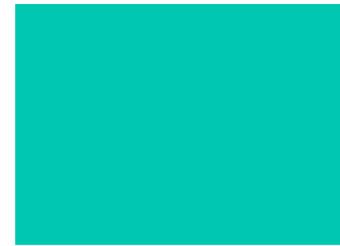
DUBAI BUSINESS EVENTS COLOUR PALETTE



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
#D6D2C4
C12 M10 Y14 K0
R214 G210 B196



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



COOL GREY
PANTONE® COOL GRAY 10 C
#63666A
C57 M46 Y40 K25
R99 G102 B106



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® 7657 C
#6E2B62
C49 M99 Y0 K27
R110 G43 B98





BRAND USAGE

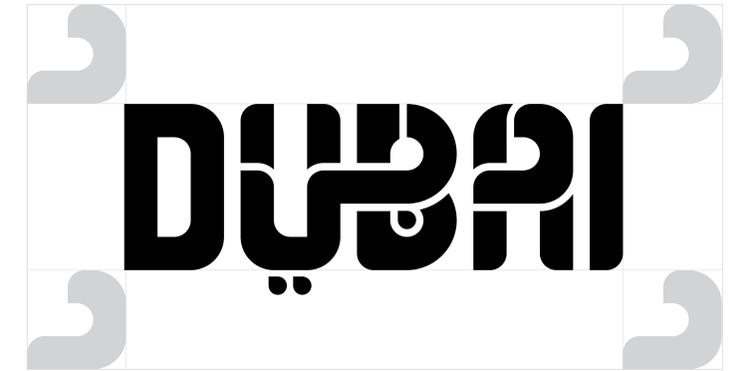


CITY OF DUBAI BRANDMARK PLACEMENT RULES

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** - “د” (top part of the letter “A”)



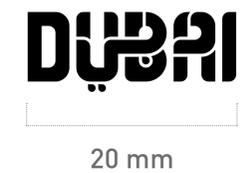
ALIGNMENT

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



MINIMUM SIZE

Width: 20mm
Applies for all brandmarks





BRANDMARK WITH SUPORTING TEXT PLACEMENT RULES

This applies for **all brandmarks** 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** - “د” (top part of the letter “A”)



ALIGNMENT

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



MINIMUM SIZE

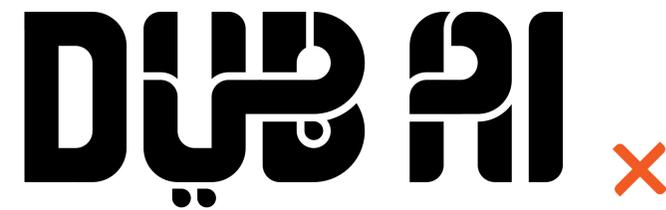
Width: 20mm
Applies for all brandmarks



20 mm



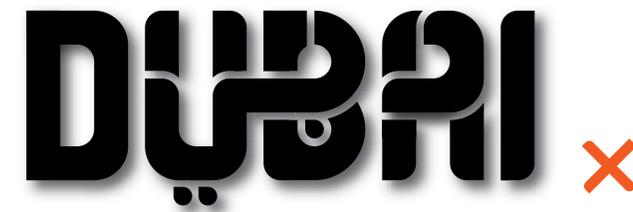
BRANDMARK INCORRECT USAGE



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



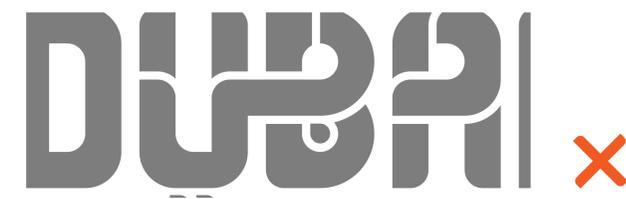
Do not apply any effects such as drop shadow, inner glow, etc.



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

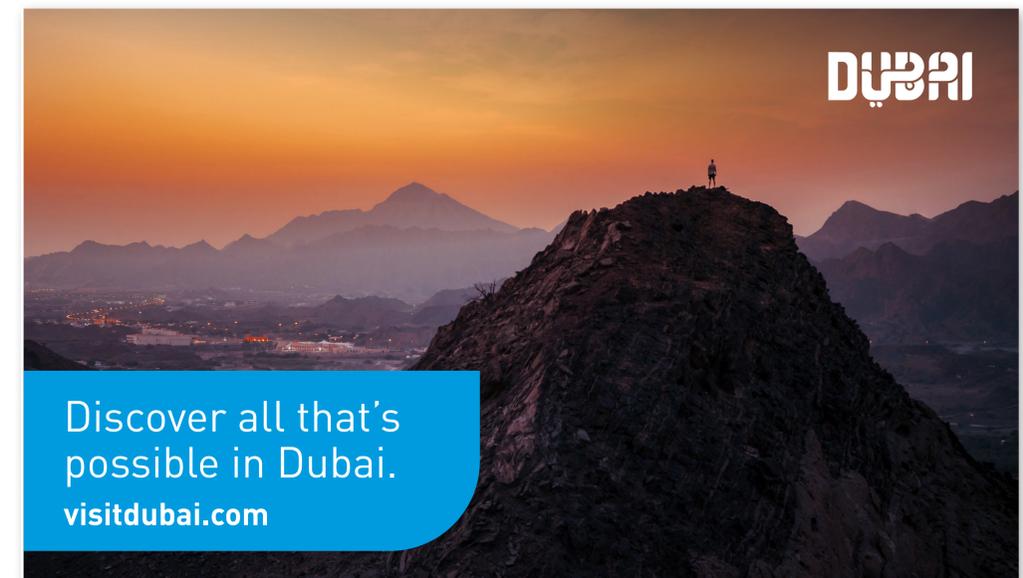
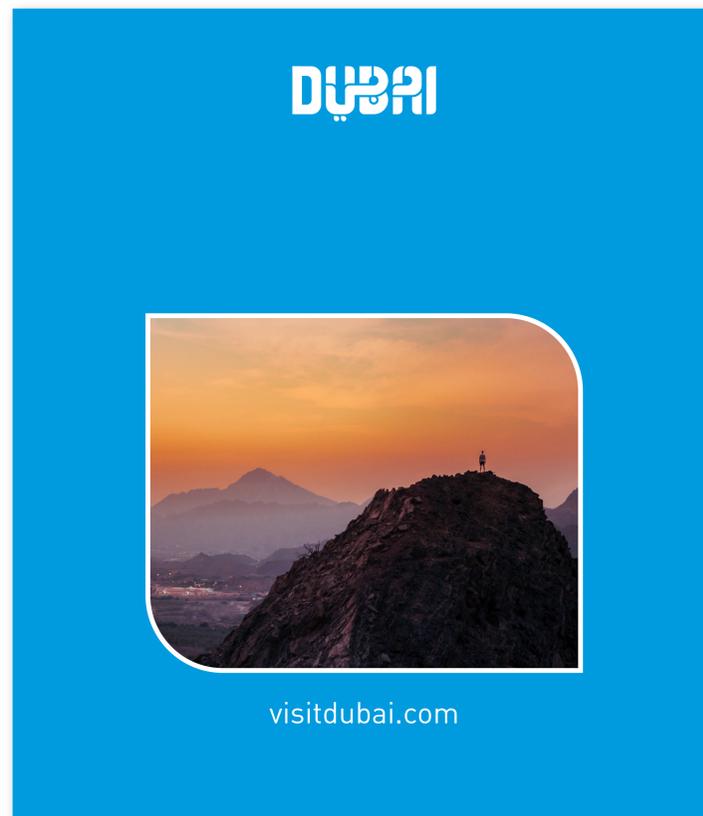
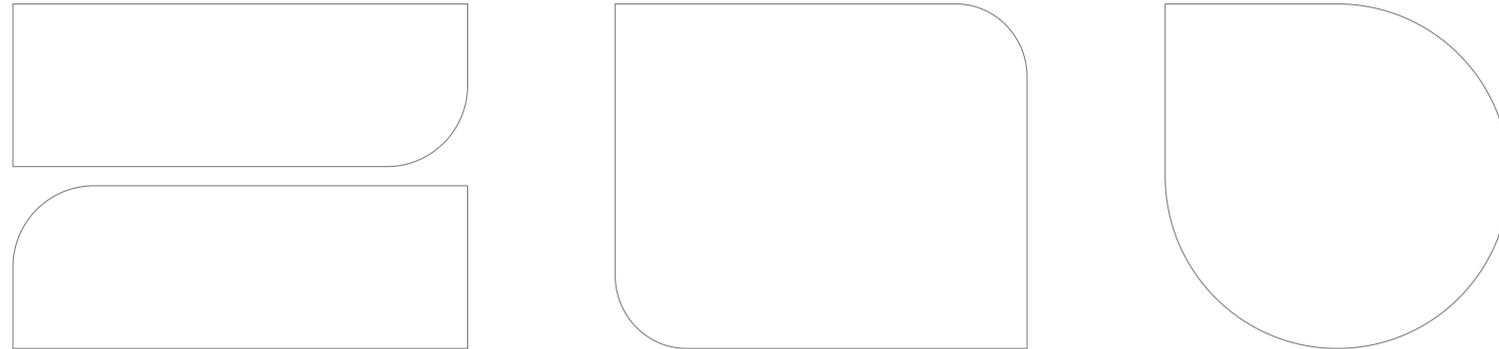




SHAPES

These shapes are extracted from the landmark 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 to share your brief and requirements..



BOOKLETS

CITY GUIDE



CITY MAPS



Note: Please email dubaibrand@dubaidet.ae to to share your brief and requirements..

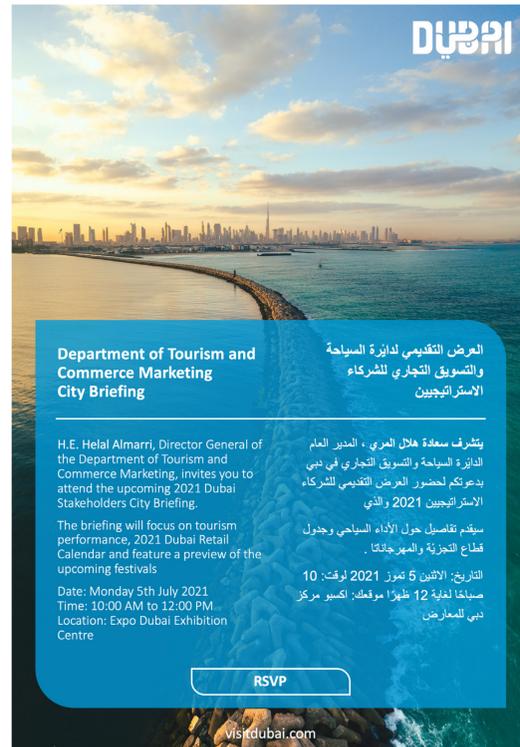


EMAILER

Emailers should have a fixed width of 640px while the height needs to be at 480px minimum.



PORTRAIT



LANDSCAPE





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



ROLL UPS TEMPLATES

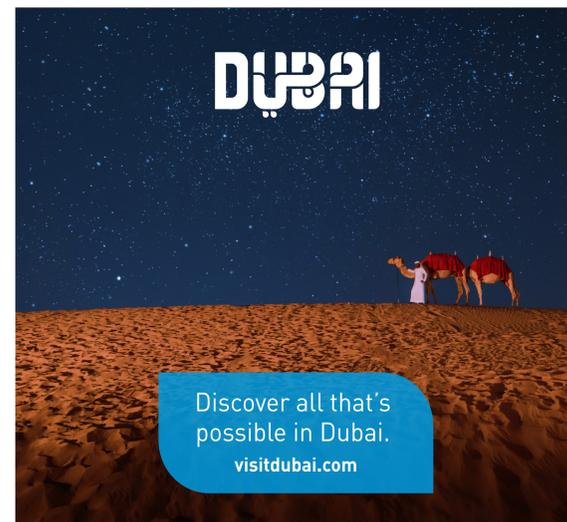
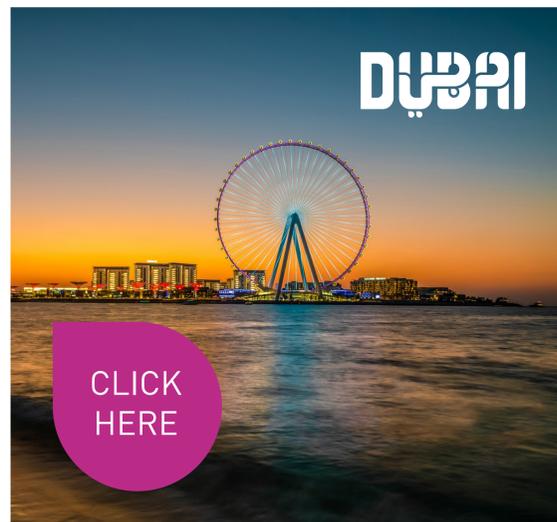


DIGITAL ADS

HORIZONTAL



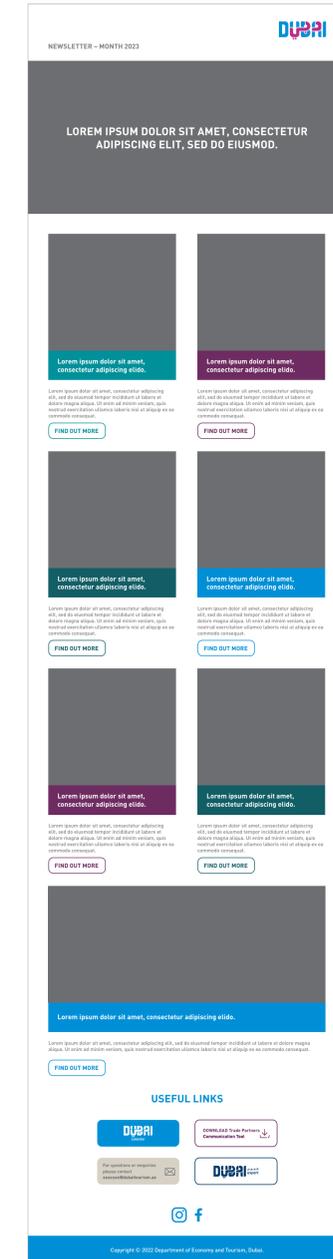
SQUARE



VERTICAL



NEWSLETTER





BLACK BRANDMARK

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





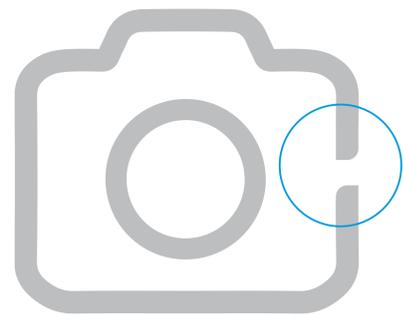
ICONOGRAPHY



ICONOGRAPHY

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

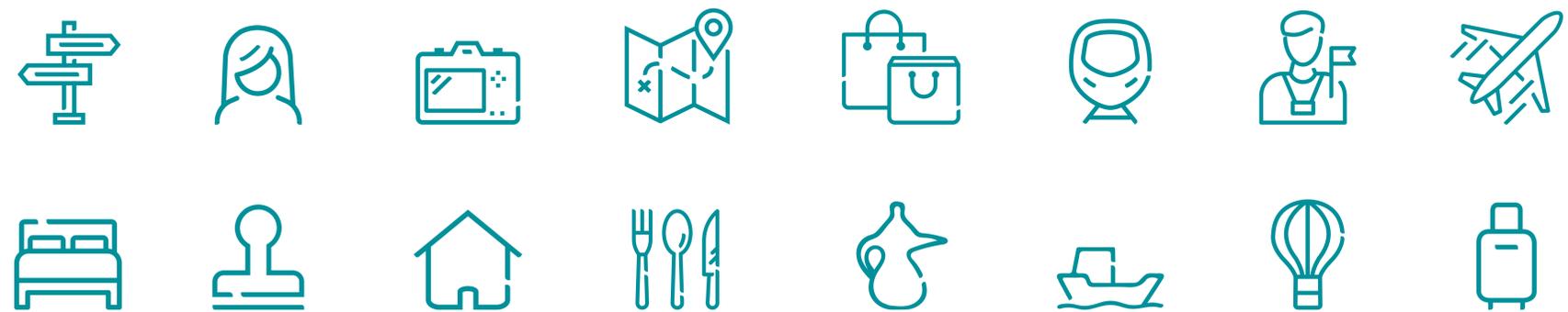
When designing your own, please ensure icons have a gap that ends with a curve.



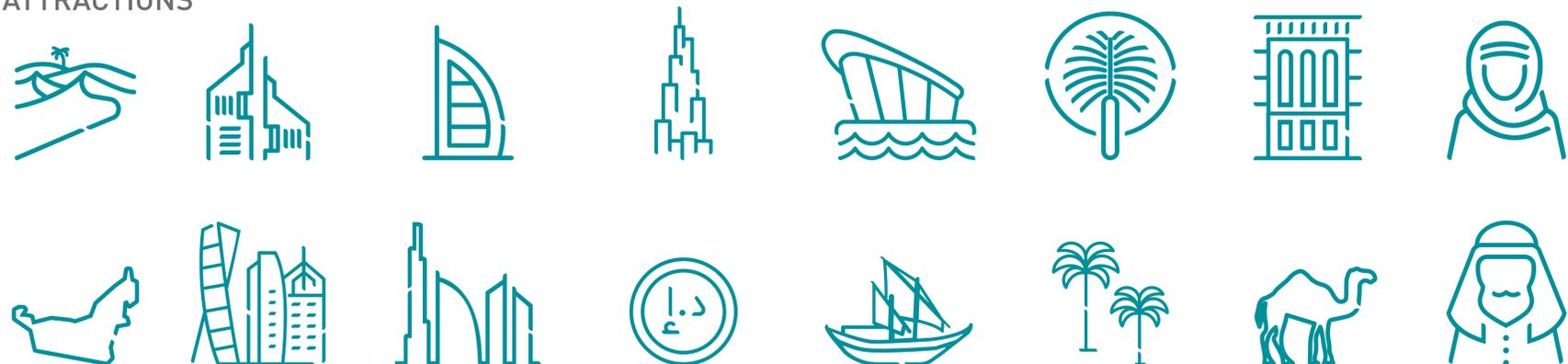
CONTACT



TRAVEL & TOURISM



ATTRACTIONS





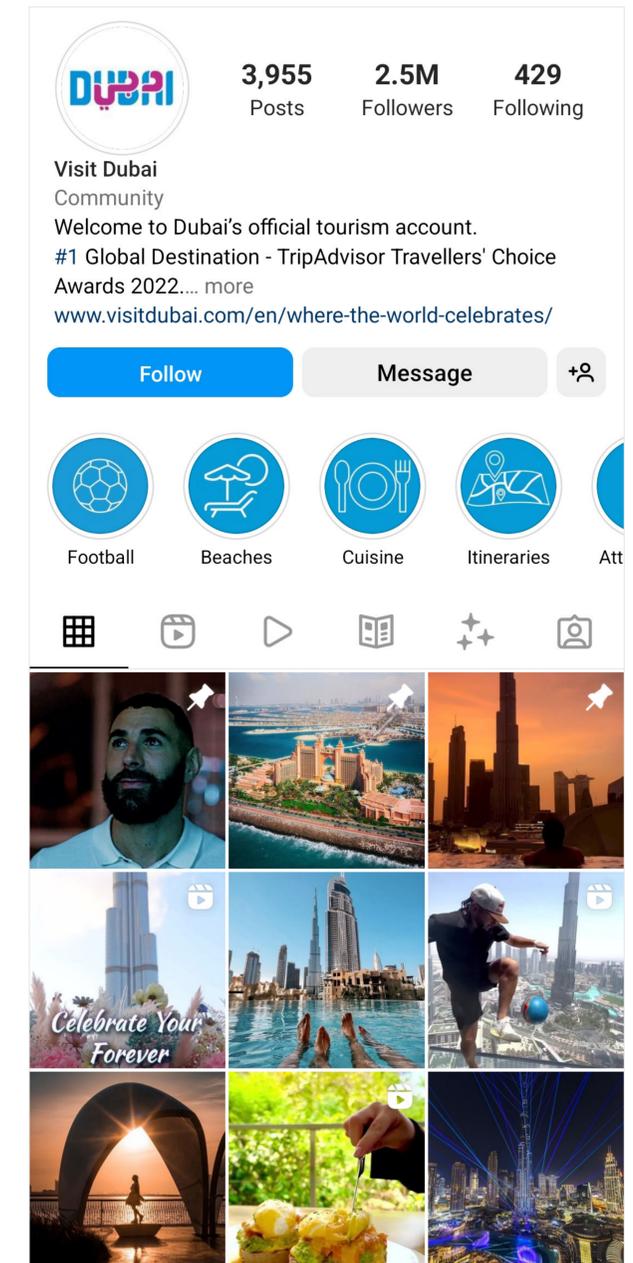
SOCIAL MEDIA



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.





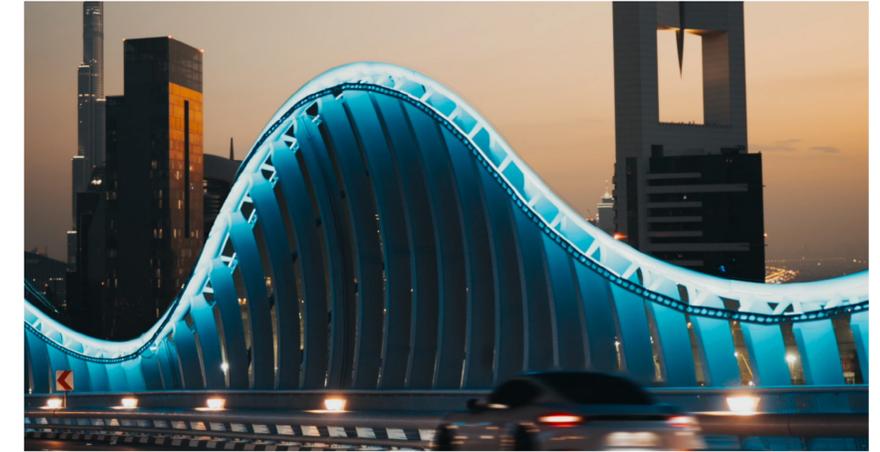
VISUAL CONTENT



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.



VISUAL CONTENT RULES
& SPECIFICATIONS



END CARD LOGOS



TONE OF VOICE

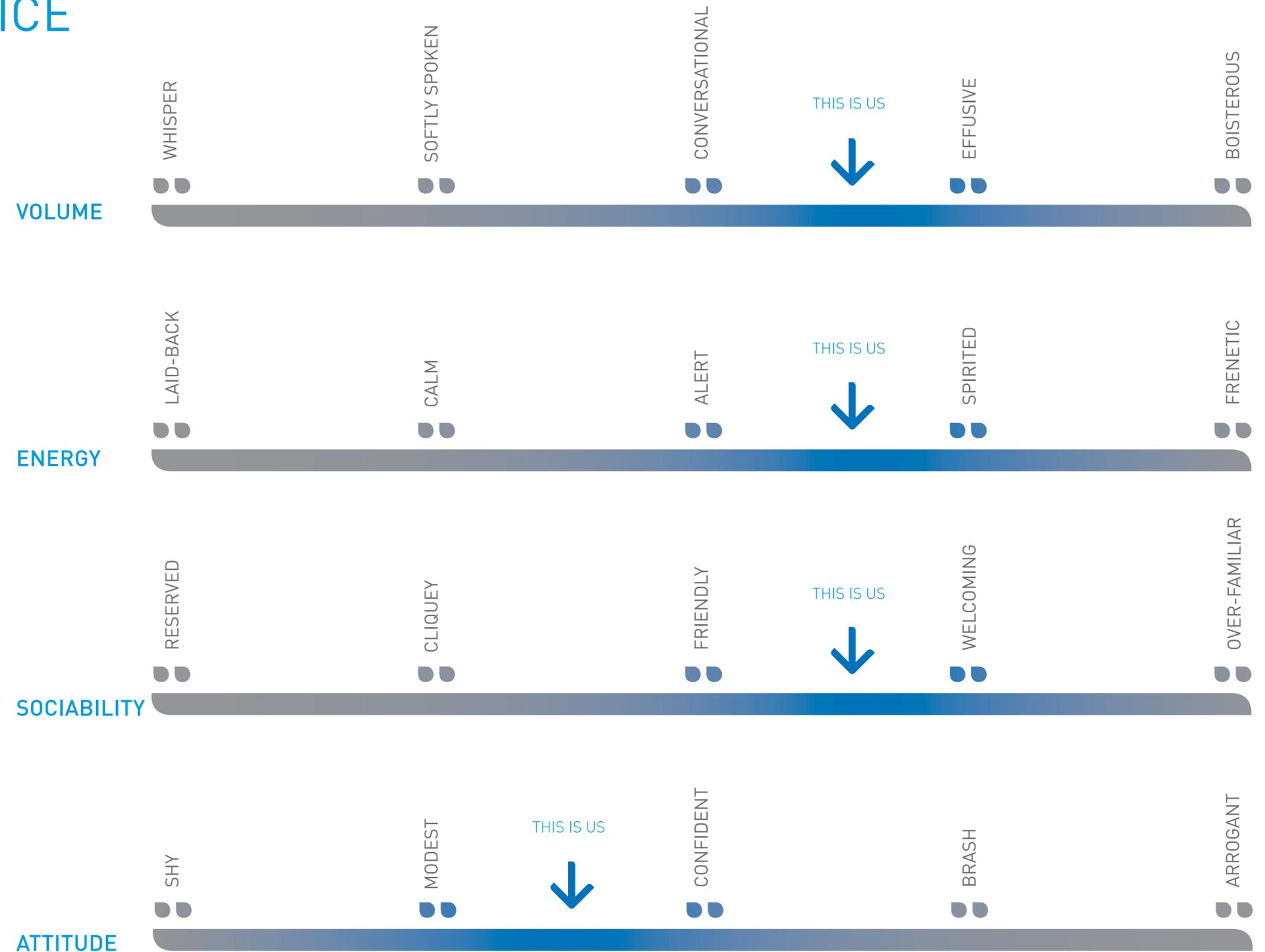


DEFINING OUR TONE OF VOICE

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.



WRITING STYLE GUIDE



EVENTS



EVENTS AND EXHIBITIONS

Events and exhibitions are strong branding platforms.

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



DUBAI EVENTS TOOLKIT



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.



ARABIAN TRAVEL MARKET



MERCHANDISE



MERCHANDISE

 **MERCHANDISE CATALOGUE**

 **REQUEST FORM**

MIRZAM X DUBAI COLLECTION



LITTLE MAJLIS



POP COLLECTION



HONEY BOX



Note: These collections are subject to availability.
Find more collections in the catalogue.



PARTNERSHIPS



PARTNERSHIP LOCKUP

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.





PARTNERSHIP COLLATERAL

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



TERMS OF USE

For the Dubai logo

The Dubai logo and associated marks (the Marks) are proprietary and owned exclusively by the Government of Dubai, Department of Economy and Tourism (DET) and may not be copied, reproduced, or used in any way except as specifically provided herein.

From time to time, DET may make certain Marks available for downloading and/or use by the general public, and these terms of use shall govern the permissions and restrictions regarding the use of such Marks accordingly.

DET reserves the right to modify these terms of use at any time, and without prior notice by posting amended terms of use to this website. Visiting this website and/or downloading, accessing or using the Marks in any way shall indicate your acceptance of these 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

حكومة دبي
GOVERNMENT OF DUBAI

دبي
للاقتصاد والسياحة
Economy and Tourism