



مجلس أبوظبي للتعليم
Abu Dhabi Education Council
التعليم أولاً Education First

Abu Dhabi Education Council BRAND IDENTITY GUIDELINES

Iqraa



The brand identity of the Abu Dhabi Education Council (ADEC) signifies the visual and verbal expression of the brand. It was designed to build, as well as maintain, a central characterization of ADEC, which can be applied and expressed through a wide multitude of public exposure and media outlets. The ADEC brand consists of a singular voice and image, which are able to impart a successful personification, by communicating clearly and consistently.

The brand identity program is a comprehensive approach to constructing and managing our brand identity across all activities, and comprises of:

- The component parts of our brand identity; such as the wordmark, motif, colours and typography
- Principles on how to use each element of our successful communication

The components and principles are described in detail within this guidelines document, and are intended for anyone involved in the creation and development of MARCOM tools connected with ADEC. Used accurately and consistently, it will help build our brand, as well as consolidate our identity. At the same time, our guidelines allow for substantial flexibility in order to meet specific market needs, as well as to promote creativity.

We would like to thank you for taking the time to learn our communication process, and your enthusiastic support of our renewed efforts to build the value, power and prestige of ADEC brand.

Contents

The ADEC logo is the keystone of our corporate identity. It is emblematic of our personality, and our basic values. The following pages contain specific instructions on how to properly apply all elements to ADEC’s communications initiative. Utilized prudently, we can consistently capture the spirit of ADEC, and express our distinctive look in everything that we create.

ADEC Head Quarters

1.0 The Brand Logo

- 1.1 Brand Logo and Elements
- 1.2 Iqraa
- 1.3 Implemented rules for logo usage
- 1.4 Brand Logo Placement

2.0 Colour

- 2.1 Colour Palette

3.0 Typography

- 3.1 Typography
- 3.2 Typography (Other Fonts)

4.0 Stationery

- 4.1 Business Card
 - 4.1.1 ADEC H.Q.
 - 4.1.2 Regional Offices
- 4.2 Letterhead
 - 4.2.1 ADEC H.Q.
 - 4.2.2 Regional Offices
- 4.3 Envelopes
 - 4.3.1 ADEC H.Q.
 - 4.3.2 Regional Offices

- 4.4 Notepad
- 4.5 Pocket Notepad

5.0 Collateral

- 5.1 Document Folder
- 5.2 CD Sleeve & CD Label
- 5.3 Bags
- 5.4 Bookmarks
- 5.5 Complimentary Slip
- 5.6 ID card
- 5.7 Wrapping Paper

6.0 Communication

- 6.1 E-mail Signature
- 6.2 Powerpoint Template

7.0 Branded Items

- 7.1 Outdoor Advertisement
- 7.2 Gift Items

8.0 Brand Guidelines for Schools

9.0 Colour Swatches

10.0 Paper Stock

1.1 | Brand Logo & Elements

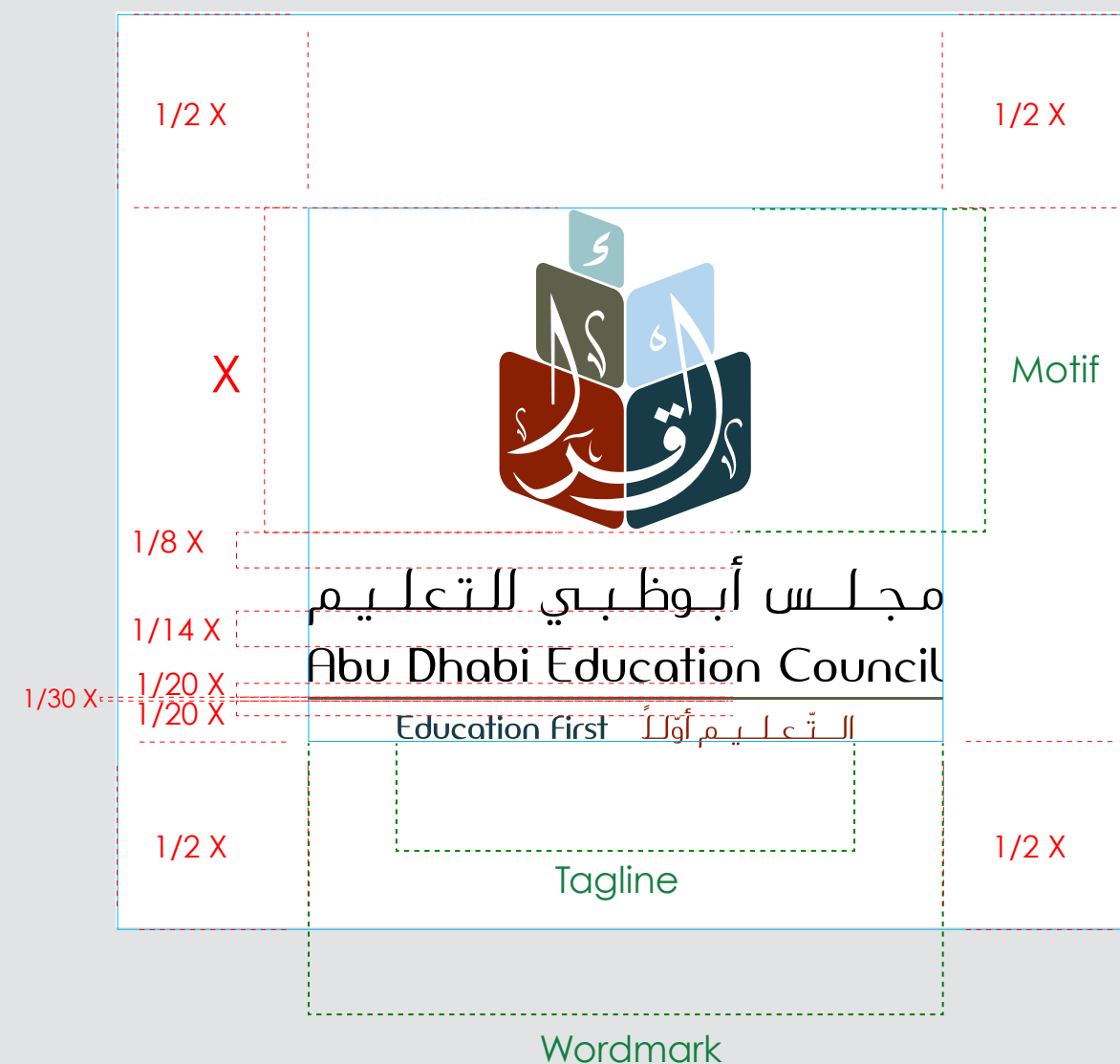
The ADEC Brand Logo consists of three main elements: the motif, the word mark, and the tagline (brand promise). Each of these elements correspond to a pivotal trait of ADEC's image, and their combination serves to reinforce a consistent and decisive validation.

The motif has been designed to resemble several objects that signify ADEC's endeavors to provide a system of education excellence. The motif is composed of five blocks coloured Heritage Red , Skyline, Oasis, Arabian Sky and Turquoise Sea which are matching the Brand Abu Dhabi colour palette. We have left the interpretation of the motif open to encourage creativity which is one of the elements that ADEC is looking to promote within students. Thus, some people picture it as an open book, as ADEC's vision in becoming an innovation based, knowledge producing society; other picture it as blocks, representing the building blocks of learning and being the foundation of every child's future; and other picture it as an ear of wheat, as wheat has often been used to represent education and growth. The word "Iqraa" (English translation: "Read"), rendered in Arabic calligraphy, is elegantly sprawled across all the squares, uniting the entire assembly into a single, vibrant, and powerful symbol illustration.

The word mark bears the organizations's complete name: Abu Dhabi Education Council in both Arabic and English. An additional emphasis on the title is the underscoring straight line, which falls directly beneath it.

The tagline reinforces the brand's promise within a concise and impressionable motto. At its most basic principle, ADEC promises "Education First". The motto also appears in Arabic and English.

The motif, word mark and tagline are to be treated as one integral unit, and any scaling should be done as such.



1.2 | Iqraa

اقرأ: كلمة نابعة من أصلتنا العربية الإسلامية بكلّ معانيها وأبعادها، بل هي تأكيدٌ على تقاليدنا وقيمنا ومثلنا العُليا. ففيها تمتلئ القلوب بالنور، والنفوس بالحكمة إنها أول كلمة يأمرُ فيها الوحي رسولنا الكريم محمد صلى الله عليه وسلم على تلاوتها، (اقرأ باسم ربك الذي خلق) فكانت لها وقعٌ وصدغٌ في الثبات والعمل الحثيث والعيش بالفكر في معية الله فلا حدود لآفاق ومسارات وأبعاد كلمة (اقرأ).. من خلالها تنطلق نهضة كل أمة، وتبرزُ أصلتها ومواقفها الخالدة، ومن خلالها تنبثق مسيرة العلم والمعرفة والتعليم في كافة المعالم .

ومن (اقرأ) ينبعثُ الإيمان والعطاء الذي لا ينضب، ويولد البناء الروحي المفعم بحب الخير الدائم، وتولدُ الإنجازات الشاخصة الناطقة، وتعتدُّ العزائم وتذوبُ الصعاب، وتُرسِّمُ الصور المشرقة المشعة بالنور التي تتطلعُ إليها جميعاً لتحقيقها، بل وتستلهم كل عاداتنا وتقاليدنا الأصيلة المتبصرة بهداية العقل وصدق العزيمة.

فنحنُ في دولتنا المعطاء ومن خلال (اقرأ) خلقنا الأمنيات الكبيرة ، وتجاوزنا الواقع والقدرات، وأنجزنا الكثير في مدة قياسية حتى صرنا أنموذجاً يحتذى به على الصُّعد كافة، فكان لفكر وتوجهات المغفور له بأذن الله تعالى الشيخ زايد بن سلطان آل نهيان (طيب الله ثراه) وجميع الحكام الذين جاءوا من بعده وساروا على نهجه خطى سريعة في المعطيات والتطورات الحضارية التي يشهدها عالم اليوم وفي شتى المجالات .

ستبقى (اقرأ) عنوان إرادتنا في التغيير والتحول والرؤى الثابتة والمسيرة الناهضة المستديمة والذروة التي نتجاوز من خلالها الحاضر لبناء مستقبل زاهر متطور.

The word “Iqraa” literally means “Read” and stems from our Arab-Islamic roots. It takes many forms and allows individual interpretation and personal reflection. “Iqraa” is the first word ordering the Prophet Mohammed – Peace Be Upon Him – to read out (read the name of your Lord who created). It implies persistent hard work as there is no limit to the prospects, paths and dimensions of the word.

Education and knowledge rise without boundaries from Iqraa, and by inculcating this word into everyday life nations will surely develop. More so, since it is one of the most important building blocks in the path of knowledge and education. Iqraa emits infinite faith and loyalty; initiates spiritual love of everlasting goodness; aids in strong and coherent achievements; determines success, and develops a bright path of aspirations.

The United Arab Emirates is influenced by Iqraa in every way. We dreamt big, and today have grown beyond common realities and capabilities. We have accomplished a lot in record time, and have become a role model for the world at large. The vision of the late His Highness Sheikh Zayed bin Sultan Al Nahyan (may God rest his soul), as well as his predecessors, have established Abu Dhabi’s position in the modern world in fields ranging from education and innovation to culture and fine arts. Iqraa reflects Emirati traditions, its core values and ideals. It fills our hearts with spiritual knowledge, and our souls with wisdom. Iqraa expresses our willingness for adaptation, change, rejuvenation, foresight and sustainable development. All this helps Abu Dhabi build a prosperous and bright future for its people, for generations to come.



1.3 | Implemented Rules for Logo Usage

Only the logo variations below are accepted to be used.

The Primary Brand Logo

When using the logo, the following instruction should be taken into consideration:

- Commitment to dimensions and proportions
- Ensure logo always includes motif, word mark, the line, and tagline
- Avoid stretching, minimizing, enlarging, moving, or deleting any separate part of the logo



The Secondary Brand Logo

The secondary brand logo is used only in special cases with written approval by Strategic Communications & Media Division Manager at ADEC.



1.4 | Brand Logo Placement

Do

Ideally the placement of ADEC brand logo should be on a white background. However, when this is not possible, always follow placement guide as illustrated alongside.

Placement on solid coloured backgrounds:

If placing the brand logo on a dark background, ensure that it is reproduced in reverse. That said, in all circumstances other than for use on a white background, the logo should be used in reverse colour (white).

Placement on images:

In situations where the ADEC brand logo has to be superimposed/placed on images, always ensure that it is positioned in a highly visible manner, without being intrusive. It is also imperative that the colours of the image DO NOT clash with those of the brand logo.

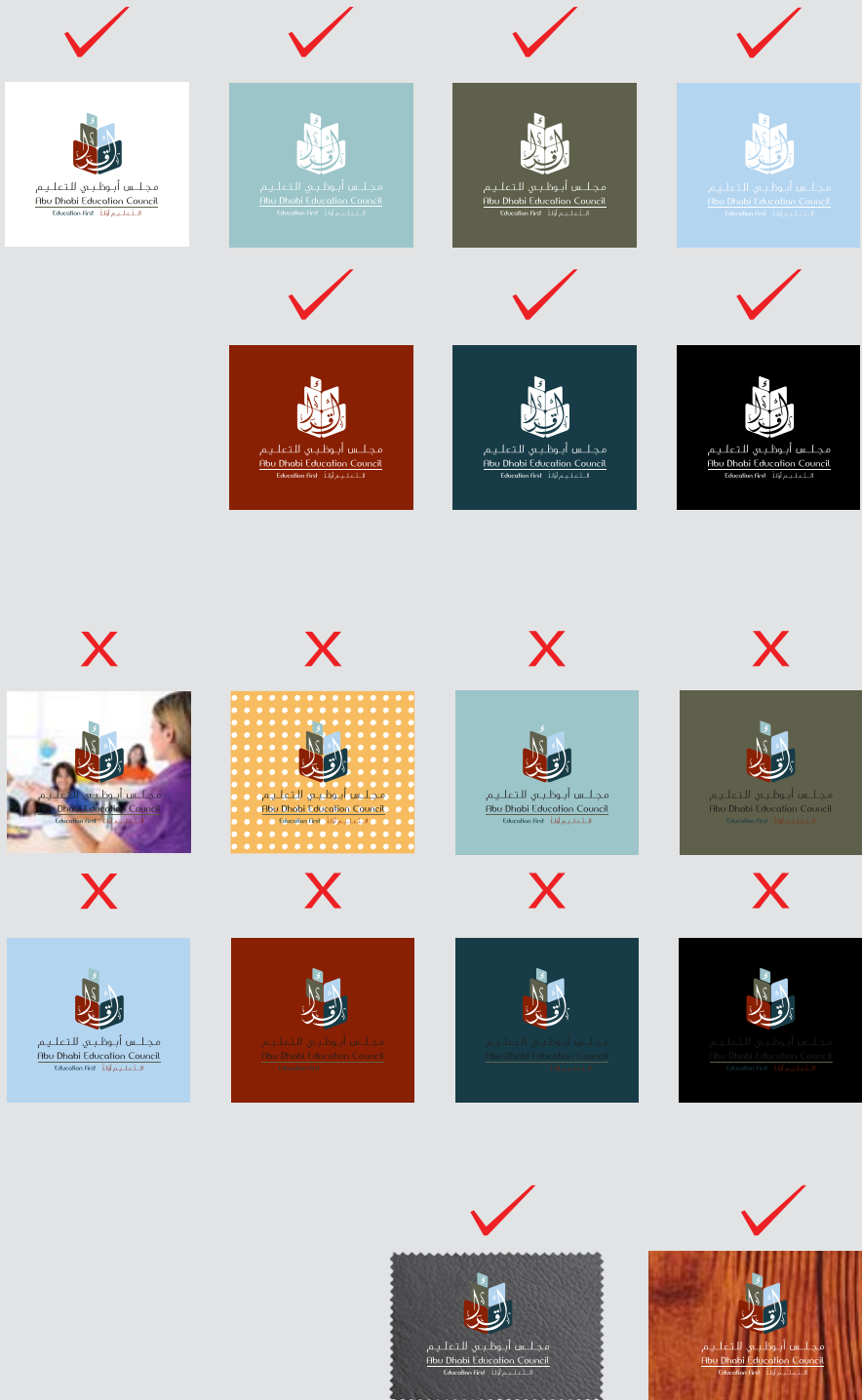
Don't

Considering the multifaceted purpose of the brand logo, there are certain arrangements that should be irrefutably avoided, since the outcome is a flagrant undermining of the logo's purpose and objective.

When adhering to the original colour palette, any background color matching one of the motif's colors is to be forbidden. In addition, no background should be used if the outcome incurs partial or total distortion or concealment of any of the brand logo's elements. The resulting exposure would fail to reinforce any of ADEC's core principles.

Special Applications

On special applications motif should be in full color, wordmark and tagline in silver.



2.1 | Colour Palette

Masterbrand Colour Palette

الأحمر التراثي

Heritage Red

PMS 1815

الأحمر التراثي: يرمز للهوية الوطنية والتراث المحلي ومجموعة القيم والعادات والتقاليد الموروثة سعياً نحو ترسيخها في عقول الطلبة والأجيال القادمة.

Heritage Red: Symbolizes our language, culture and values that form the basis of our Emirati culture that ADEC is striving to preserve through quality standards in education.

R: 138 G: 32 B: 3
C: 0 M: 90 Y: 100 K: 51

الأفق

Skyline

PMS 532

الأفق: ترمز للمدينة والتطور العمراني والتكنولوجيا الحديثة وربطها بالمنظومة التعليمية كدعائم أساسية للتحول نحو اقتصاد المعرفة.

Skyline:SymbolizesAbuDhabi’s vision which entails creating a knowledge-based economy. ADEC is utilizing the latest methods and technological tools in its educational services to fulfill this dream.

R: 24 G: 60 B: 71
C: 100 M: 80 Y: 70 K: 25

الأزرق البحري

Turquoise Sea

PMS 5503

الأزرق البحري: يرمز لمياه الخليج العربي الذي اعتمد عليه أبائنا وأجدادنا في كسب رزقهم، فغطاء هذه المياه بلا حدود وكذلك عطاء التعليم في الدولة لا حدود له على مر السنين .

Turquoise Sea: Symbolizes the Arabian Gulf, which was the primary source of livelihood for our ancestors. Like the sea education is an unlimited source of enlightenment.

R: 156 G: 197 B: 202
C: 29 M: 0 Y: 10 K: 14

السماء العربية

Arabian Sky

PMS 277

السماء العربية: ترمز للعزة والحكمة والطموح اللامحدود الذي نصبو من خلاله لتصبح مخرجاتنا التعليمية ذات صدق مدوي في العالم بأسره.

Arabian Sky: Symbolizes pride, wisdom and unlimited ambition through which we aspire to reach education excellence that will be recognized throughout the world.

R: 118 G: 213 B: 240
C: 27 M: 7 Y: 0 K: 0

الواحة

Oasis

PMS 418

الواحة: ترمز لنشر الثقافة البيئية في المجتمع المدرسي وغرس مفهوم "البيئة الصديقة" في عقول الطلبة خاصة أنهم يشغلون مباني جديدة تراعي الاستدامة البيئية.

Oasis: Symbolizes the environmental education which is being encouraged in the school community in new buildings designed with sustainability in mind as well as promoting sustainability through learning.

R: 95 G: 96 B: 75
C: 4 M: 0 Y: 31 K: 75

3.1 | Typography

Brand Characters

The ADEC word mark (Abu Dhabi Education Council) and tagline have been designed in a combination of Arabic and English scripts. They are not to be altered in any manner. There is no other way that the word mark can be presented or used, but as illustrated here.

All the fonts used in the word mark should be treated as a graphic element . The motif, word mark and tagline are to be treated as one integral unit, and any scaling should be done as such.

Amerika Sans

إِيه إِكْس تِي إِي كِيه أَرَابْكَ

مجلس أبوظبي للتعليم

Abu Dhabi Education Council

Education First التّعليم أولاً

Ameriḳa Sans AXTEK Arabic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي ا ب ج د ه ز ح ط ث خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق

3.2 | Typography (Other Fonts)

The authorised fonts can be used for the main body text of the official letters.

English Font

Candara Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()	Candara Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Candara Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()	Candara Bold Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()

Arabic Font

تاهوما ريجيولر	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي (* & ^ % \$ # ! ? ٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١)
تاهوما بولد	أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي (* & ^ % \$ # ! ? ٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١)

4.1 | Business Card

4.1.1 ADEC H.Q.

It is not permitted to modify any part of the official business cards.

Font Specifications

NAME

Arabic : AXTEK Plain Medium — 9 pts — Skyline (PMS 532) at 100%

English : Candara Bold — 9 pts — Skyline (PMS 532) at 100%

Designation & Department

Arabci : AXTEK Arabic Light — 7 pts — Skyline (PMS 532) at 100%

English : Candara — 7 pts — Skyline (PMS 532) at 100%

Address and Contact Numbers

Candara — 6.5 pts — Skyline (PMS 532) at 100%

Paper Stock Specifications

350gsm Art Matt

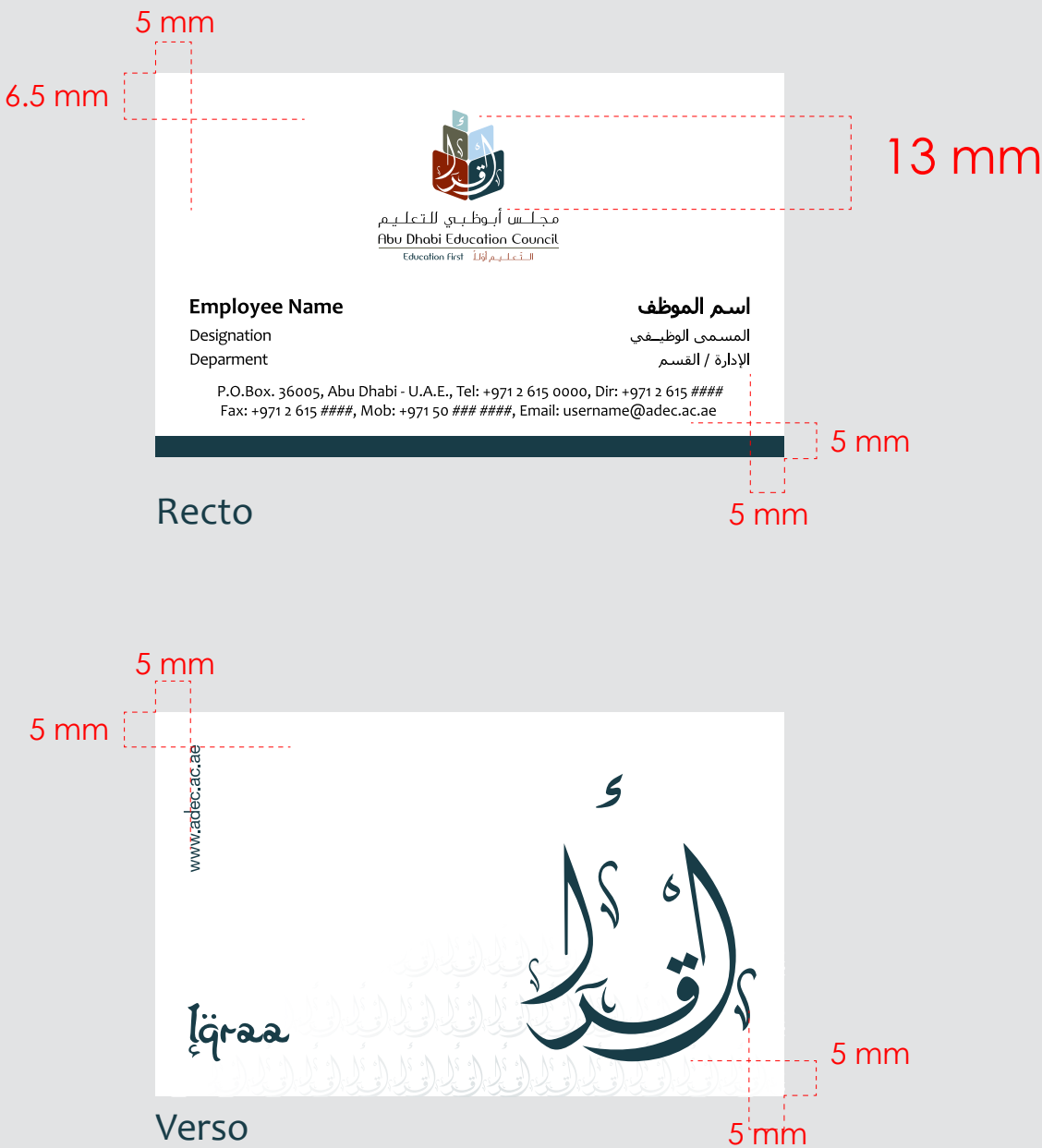
Print specifications

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Matte lamination

Spot UV : a. Recto - Logo and footer strip

b. Verso - Iqraa (Arabic) , Iqraa (English), and website address



4.1 | Business Card

4.1.2 ADEC - Regional Office

It is not permitted to modify any part of the official business cards.

Font Specifications

NAME

Arabic : AXTEK Plain Medium — 9 pts — Skyline (PMS 532) at 100%

English : Candara Bold — 9 pts — Skyline (PMS 532) at 100%

Designation & Department

Arabci : AXTEK Arabic Light — 7 pts — Skyline (PMS 532) at 100%

English : Candara — 7 pts — Skyline (PMS 532) at 100%

Address and Contact Numbers

Candara — 6.5 pts — Skyline (PMS 532) at 100%

Paper Stock Specifications

350gsm Art Matt

Print specifications

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Matte lamination

Spot UV : a. Recto - Logo and footer strip

b. Verso - Iqraa (Arabic) , Iqraa (English), and website address



Recto for Al Ain Office



Recto for Al Gharbia Office



Verso

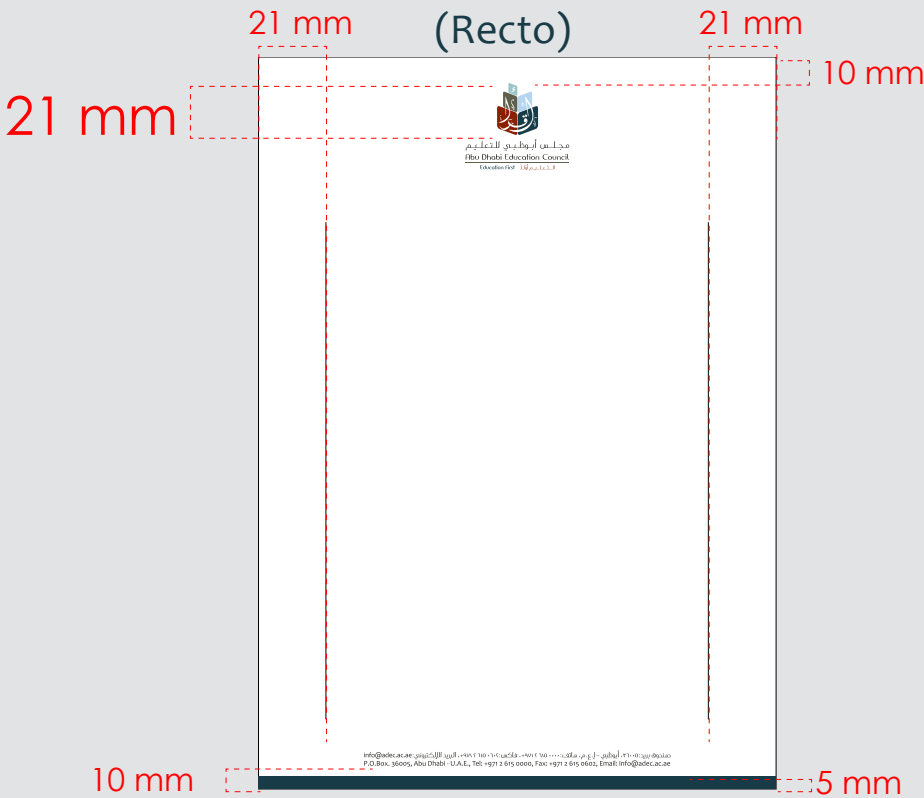
4.2 | Letterhead

4.2.1 ADEC H.Q.

Shown below is the ADEC Letterhead. The Primary Brand Logo should be used.

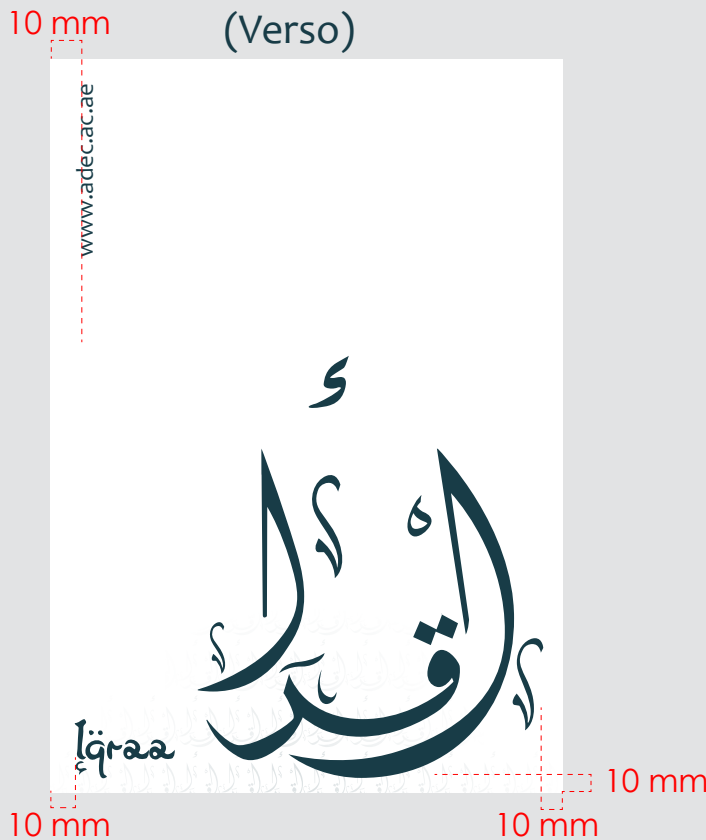
RECTO

- Font Specifications:
- Arabic Address and Contact Numbers : AXTEK Arabic Light -- 8pts -- Skyline (PMS 532)
- English Address and Contact Numbers : Candara -- 8.3pts -- Skyline (PMS 532)
- Paper Stock Specifications
- 170 GSM Art Matt
- Print specifications
- Printing in 5 colours (CMYK + PMS 532 U)
- Spot UV - Logo and footer strip



VERSO

- Font Specifications for Vertical Web Address
- Candara -- 29 pts -- Skyline (PMS 532)
- Print specifications
- Printing in 1 special colour (PMS 532 U)
- Spot UV - Iqraa (Arabic) , Iqraa (English), and website address



4.1 | Letterhead

4.2.2 ADEC - Regional Office

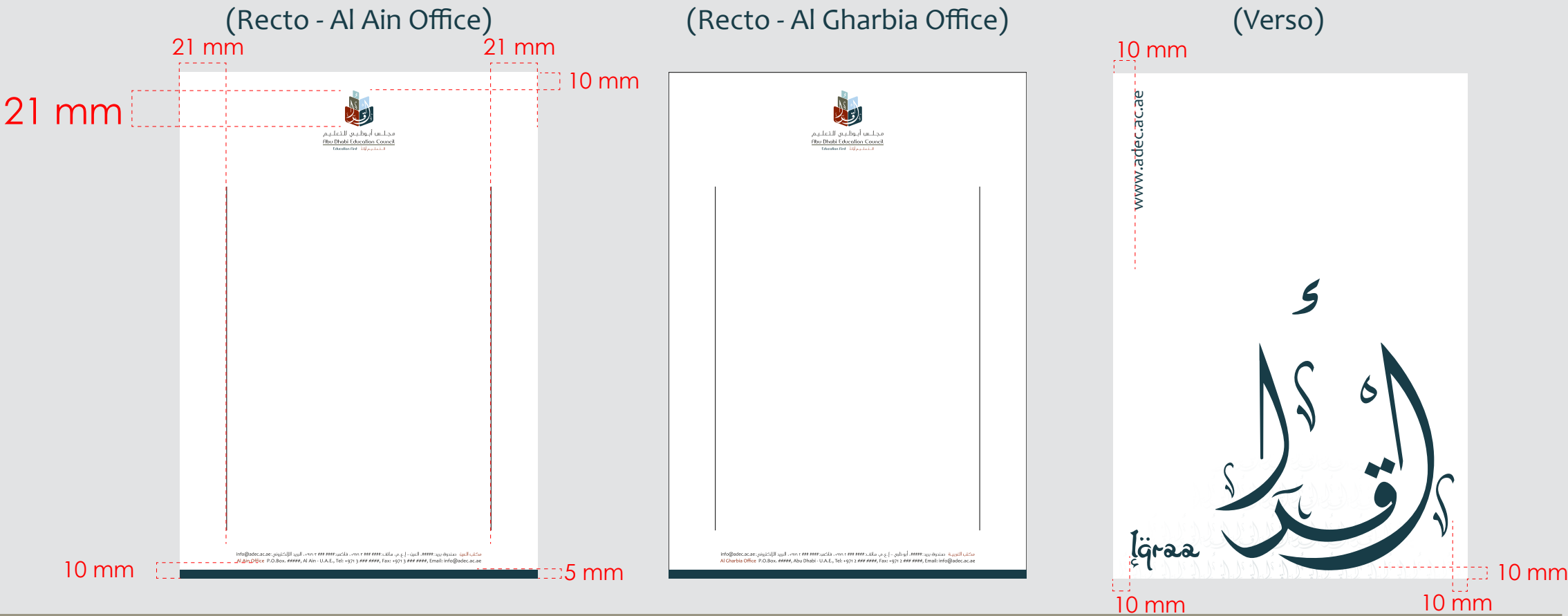
Shown below is the ADEC - Al Ain Office and Al Gharbia Office Letterheads. The Primary Brand Logo should be used.

RECTO

- Font Specifications:
- Arabic Address and Contact Numbers : AXTEK Arabic Light -- 8pts -- Skyline (PMS 532)
- English Address and Contact Numbers : Candara -- 8.3pts -- Skyline (PMS 532)
- Paper Stock Specifications
- 170 GSM Art Matt
- Print specifications
- Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)
- Spot UV - Logo and footer strip

VERSO

- Font Specifications for Vertical Web Address
- Candara -- 29 pts -- Skyline (PMS 532)
- Print specifications
- Printing in 1 special colour (PMS 532 U)
- Spot UV - Iqraa (Arabic) , Iqraa (English), and website address



4.3 | Envelopes

4.3.1 ADEC H.Q.

Shown below is an illustration of envelopes for ADEC H.Q.

DL Envelope

Font Specifications

Vertical Web Address

Candara -- 10 pts -- Skyline (PMS 532)

Arabic Address and Contact Numbers

AXTEK Arabic Light -- 7.7 pts -- Skyline (PMS 532)

English Address and Contact Numbers

Candara -- 8 pts -- Skyline (PMS 532)

Paper Stock Specifications

200 GSM Art Matt

Print specifications

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Spot UV : Logo, footer strip, Iqraa (Arabic) , Iqraa (English),
website address and the main address block

Large Envelopes

Scale the Letter Envelope artwork proportionately to arrive at
the sizes mentioned below.

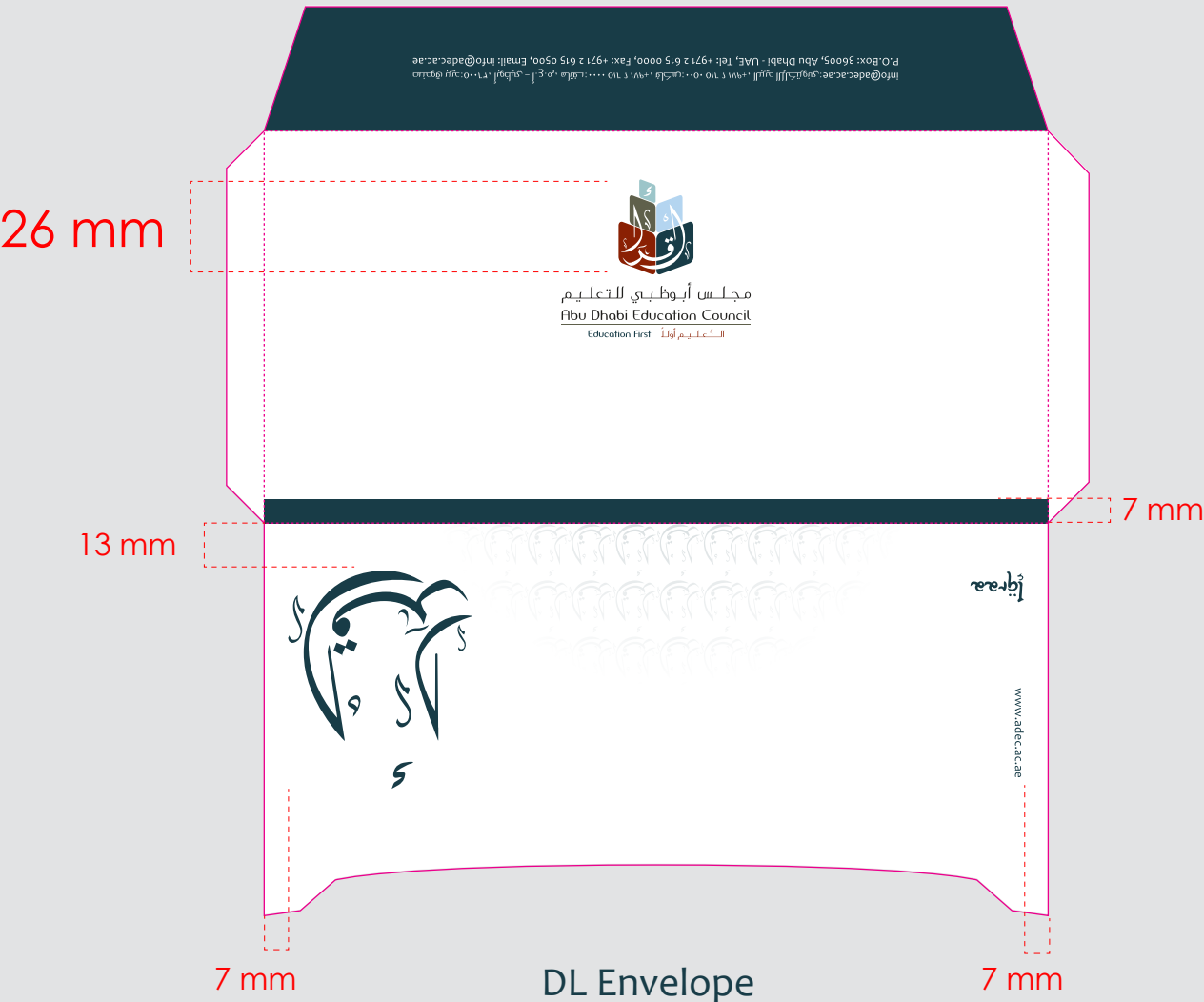
Trimmed sizes:

C3 – 324mm x 458mm

C4 – 229mm x 324mm

C5 – 162mm x 229mm

The Primary Brand Logo should be used and any additional information should not be used.



4.3 | Envelopes

4.3.2 ADEC - Regional Office

Shown below is an illustration of envelopes for Al Ain and Al Gharbia Offices.

Font Specifications

Vertical Web Address

Candara -- 10 pts -- Skyline (PMS 532)

Arabic Address and Contact Numbers

AXTEK Arabic Light -- 7.7 pts -- Skyline (PMS 532)

English Address and Contact Numbers

Candara -- 8 pts -- Skyline (PMS 532)

Paper Stock Specifications

200 GSM Art Matt

Print specifications

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Spot UV : Logo, footer strip, Iqraa (Arabic) , Iqraa (English),
website address and the main address block



DL Envelope for Al Ain Office



DL Envelope for Al Gharbia Office

4.4 | Notepads

Notepad - Spiral Bound

Shown below is the illustration of an A4 Notepad. For an A5 size notepad, the specifcatons should be proportionately reduced to 71%.

Font Specifications

Web Address :

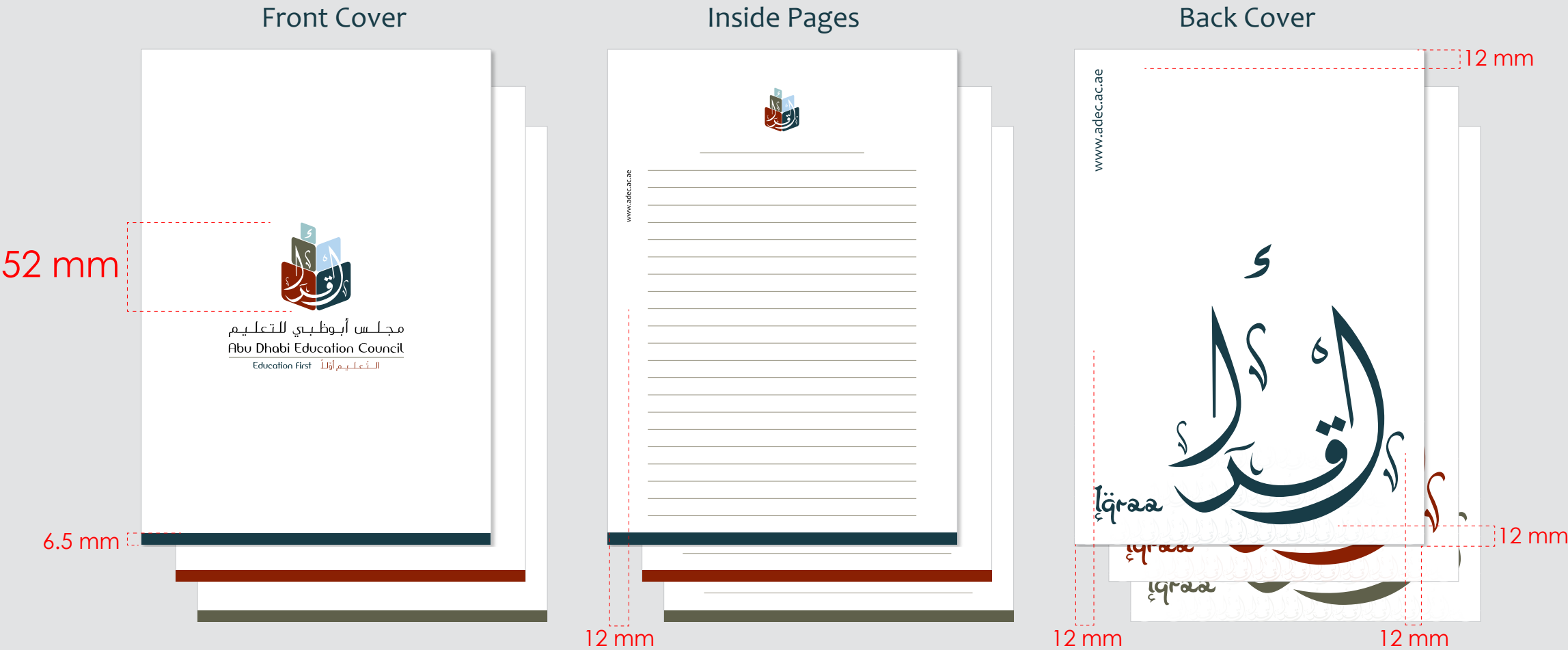
- a. Inside pages - Candara -- 9pts -- Skyline (PMS 532)
- b. Back Cover - Candara -- 29 pts -- Skyline (PMS 532)

Paper Stock Specifications

- Cover : 300 GSM Art Matt
- Inside : 90gsm Woodfree
- 100 Leaves

Print specifications

- Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)
- Spot UV : a. Front Cover: Logo , footer strip
- b. Back Cover: Iqraa (Arabic) , Iqraa (English), and website address



4.5 | Notepads

Pocket Notepad

Size : 7.5cm x 10cm
Font Specifications
Web Address :
Back Cover - Candara – 12 pts – Skyline (PMS 532)

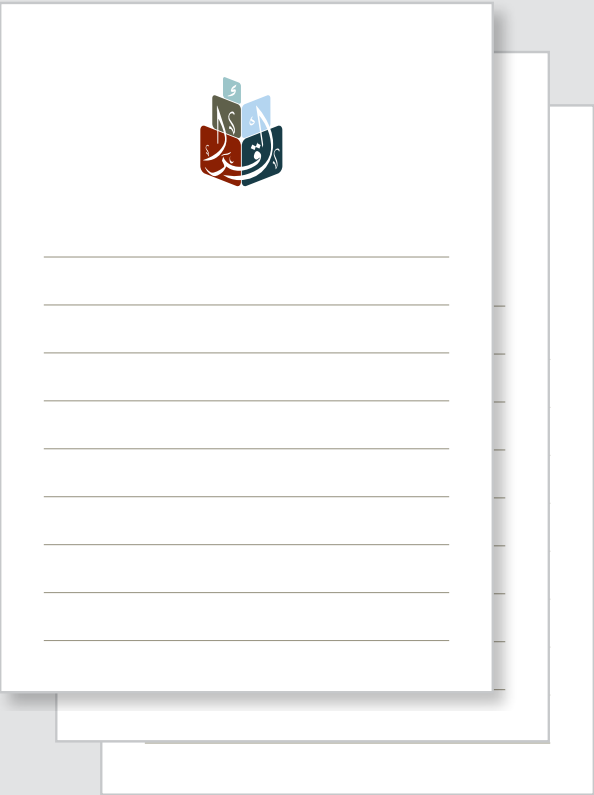
Paper Stock Specifications
Cover : 300 GSM Art Matt
Inside : 90gsm Woodfree

Print specifications
Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)
Spot UV : a. Front Cover: Logo , footer strip
b. Back Cover: Iqraa (Arabic) , Iqraa (English),
and website address

Front Cover



Inside Pages



Back Cover



5.1 | Document Folder

Font Specifications

Vertical Web Address : Candara — 32pts — Skyline (PMS 532)

Arabic contact address : AXTEK Arabic Light 10pts

English contact address : Candara Regular 10.4pts

Paper Stock Specifications

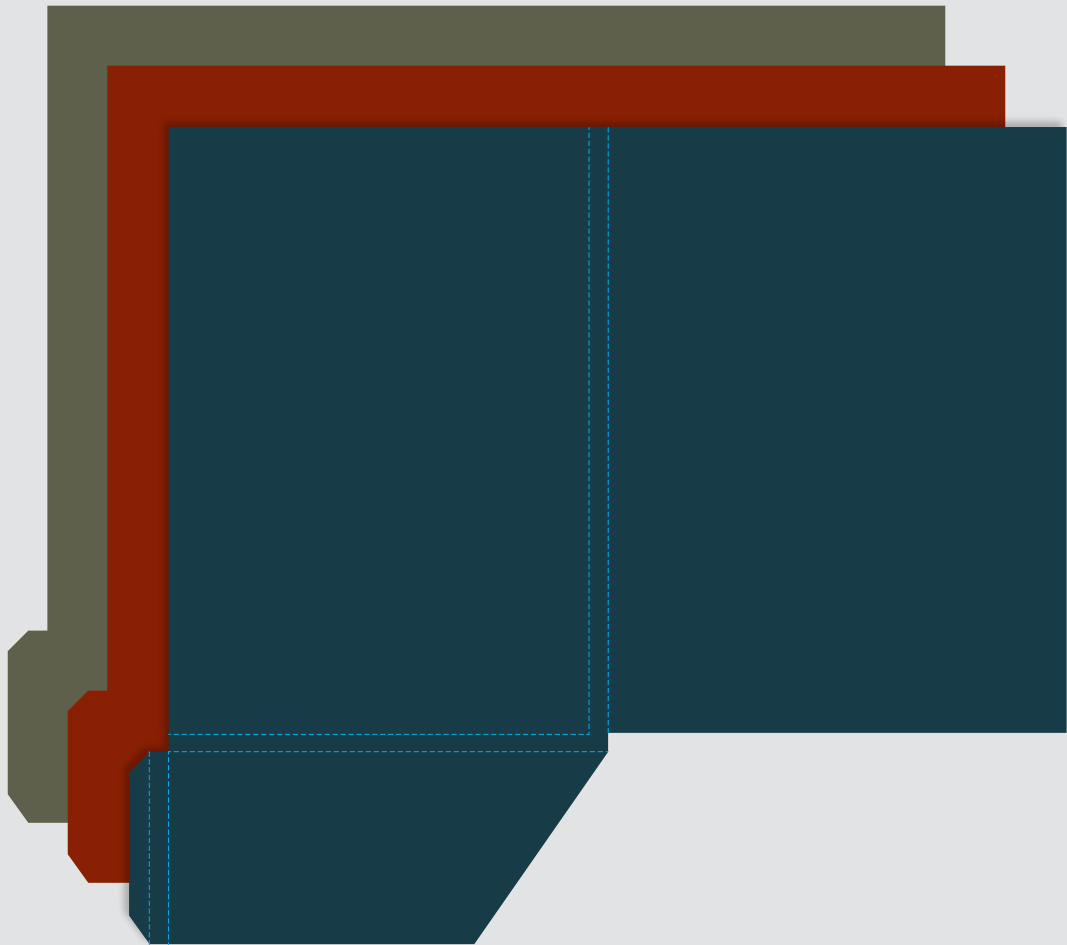
300 GSM Art Matt

Print specifications (Outside)

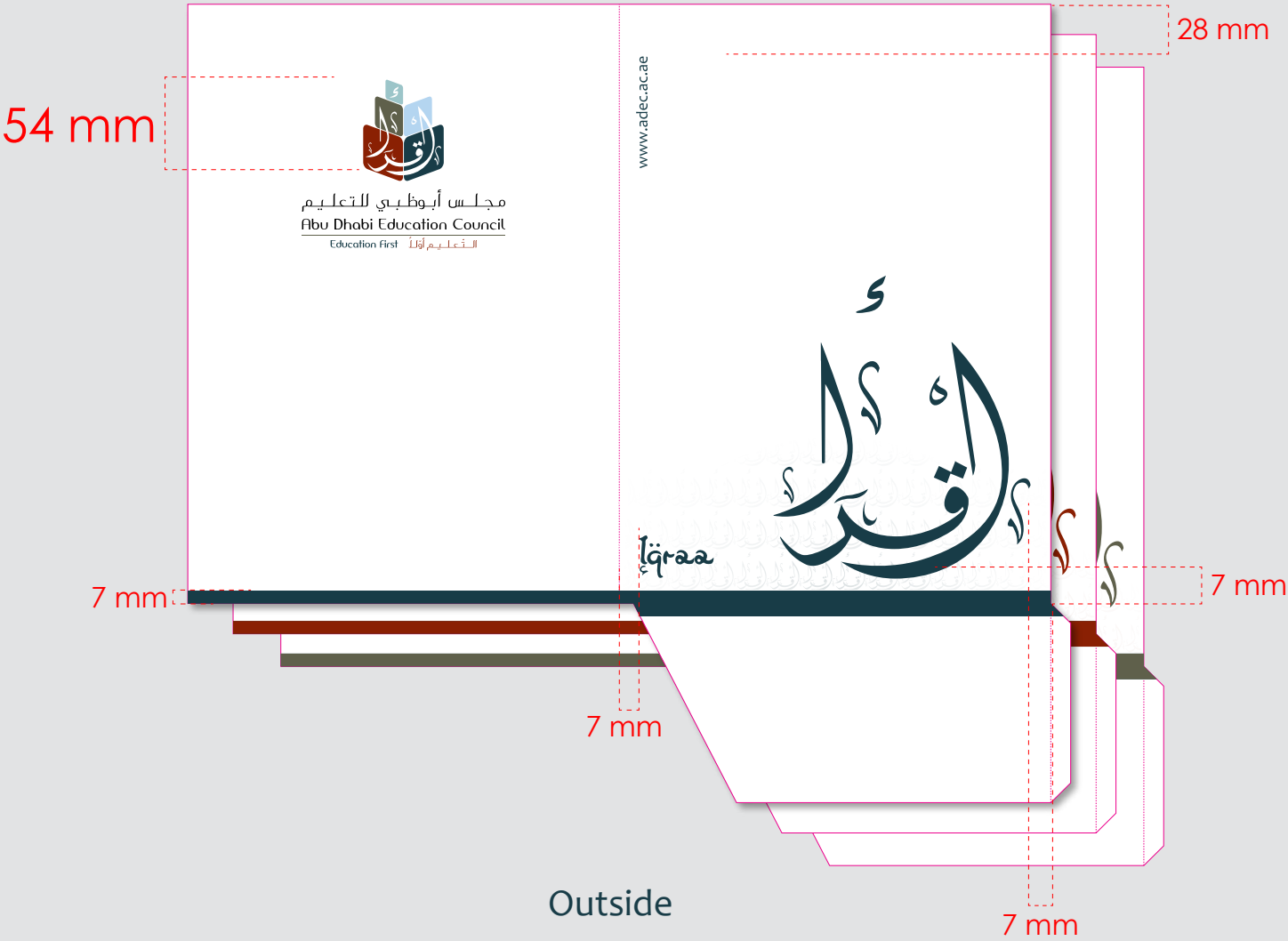
Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Matt Lamination

Spot UV - Outside : Logo , footer strip, Iqraa (Arabic) , Iqraa (English), and website address



Inside



Outside

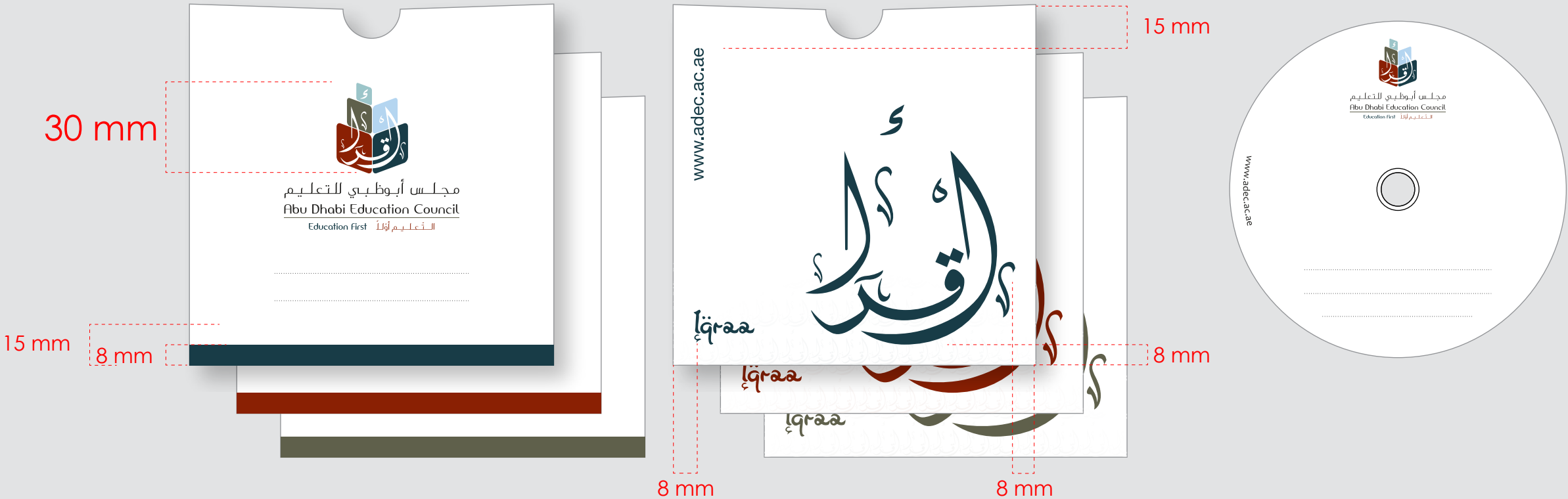
5.2 | CD Sleeve & CD Label

Font Specifications

Arabic Contact Address : AXTEK Arabic Light – 6.5 pts - Skyline (PMS 532)
English Contact Address : Candara – 6.8 pts – Skyline (PMS 532)
Web Adress : Candara – 6.8 pts – Skyline (PMS 532)

CD Sleeve

Paper Stock Specifications
300gsm Art Matt
Print specifications (Outside)
Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)
Matt Lamination
Spot UV - Outside : Logo , footer strip, Iqraa (Arabic)
Iqraa (English), and website address



5.3 | Bags

Illustrated here are some examples of the ADEC Bag.

Font Specifications

Arabic Contact Address : AXTEK Arabic Light -- 11.5 pts -- Skyline (PMS 532)

English Contact Address : Candara -- 12 pts -- Skyline (PMS 532)

Paper Stock Specifications

300 GSM Art Matt

Print specifications (Outside)

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Matt Lamination

Spot UV - Logo , footer strip, Iqraa (Arabic)

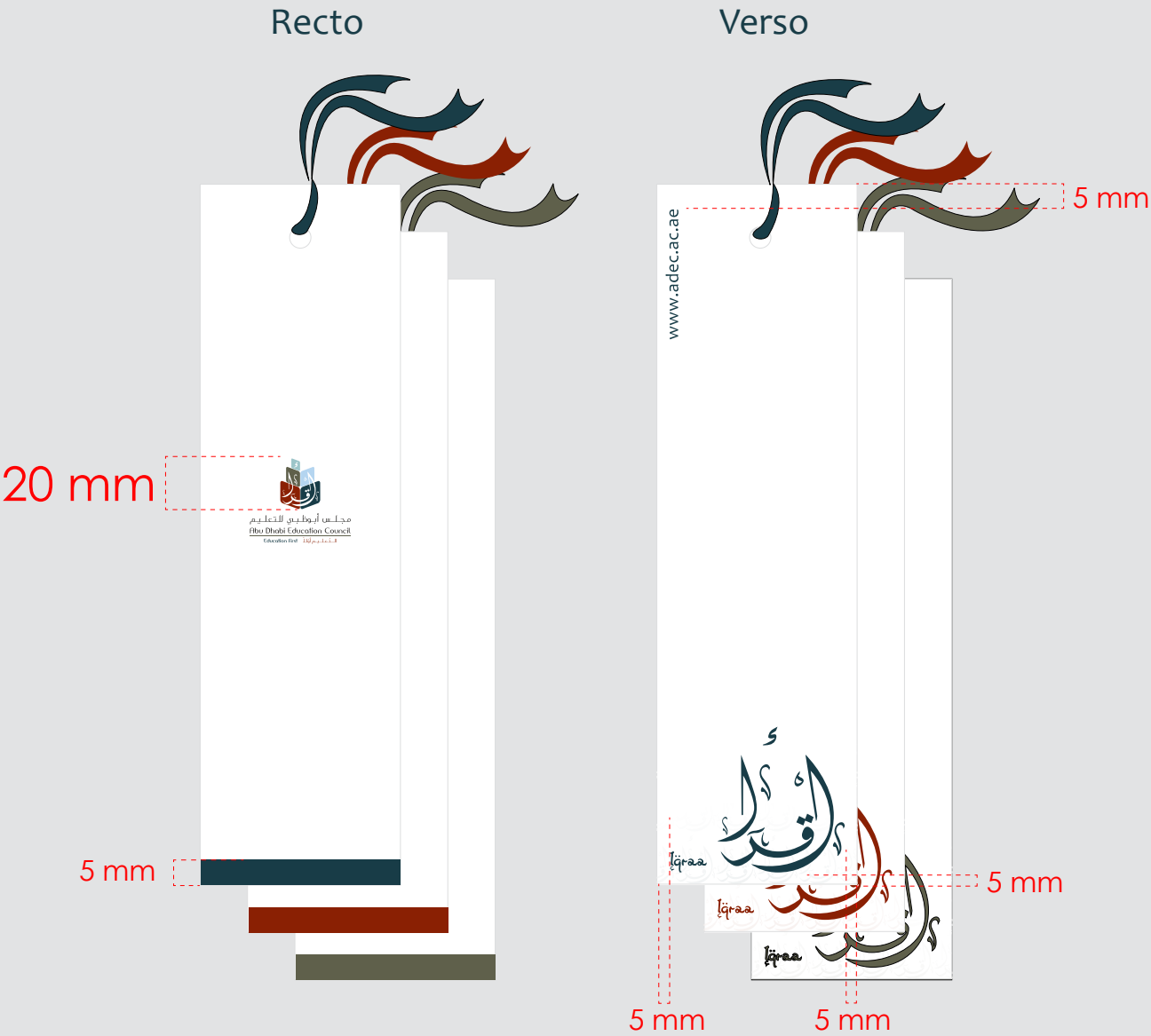
Iqraa (English), and website address



5.4 | Bookmarks

The images shown here demonstrate the recommended style and layout for ADEC bookmarks. The front side should be clean of imagery and text and should display the Primary Brand Logo. The other side will feature Iqraa (Arabic), Iqraa (English), and website address.

- Font Specifications
- Web Address : Candara -- 11 pts -- Skyline (PMS 532)
- Paper Stock Specifications
- 300 GSM Art Matt
- Matte Lamination
- Print specifications
- Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)
- Spot UV: a. Recto - Logo and footer strip
- b. Verso - Iqraa (Arabic) , Iqraa (English), and website address



5.5 | Complimentary Slip

Shown alongside is the default Complimentary Slip for ADEC.

Font Specifications

Vertical Web Address : Candara -- 20 pts -- White

“With Compliments” (Arabic)

Tahoma -- 18.5 pts -- Skyline (PMS 532) at 100%

“With Compliments” (English)

Candara -- 18.5 pts -- Skyline (PMS 532) at 100%

Employee Name in Arabic

Tahoma -- 12 pts -- Skyline (PMS 532) at 100%

Employee Name in English

Candara -- 12 pts -- Skyline (PMS 532) at 100%

Paper Stock Specifications

ADEC H.Q. : 300gsm Art Matt

Print specifications

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)

Matte Lamination

Spot UV: a. Recto - Logo and footer strip

b. Verso - Iqraa (Arabic) , Iqraa (English), and website address



5.6 | ID Card

The example shown here illustrates the layout for ADEC ID Card.

Font Specifications

Name in Arabic : AXTEK Arabic Light -- 8.5 pts -- Skyline (PMS 532)

Name in English : Candara -- 8.5 pts -- Skyline (PMS 532)

Designation in Arabic : AXTEK Arabic Light -- 6.5 pts -- Skyline (PMS 532)

Designation in English : Candara -- 6.5 pts -- Skyline (PMS 532)

Web Address : Candara -- 7 pts -- Skyline (PMS 532)

Card Holder’s information in English : Candara -- 6.5 pts -- Skyline (PMS 532)

Card Holder’s information in Arabic : AXTEK Arabic Light -- 6 pts -- Skyline (PMS 532)

Contact information in English : Candara -- 6 pts

Contact information in Arabic : AXTEK Arabic Light -- 5.5 pts



5.7 | Wrapping Paper

The ADEC wrapping paper features elements of the brand motif distributed randomly against each other.

Paper Stock Specifications

Size : 70 cm (w) x 50 cm (h)

120gsm Art Matt

Print specifications

Printing in 4 colours + 1 Special colour (CMYK + PMS 53U)



6.1 | E-mail Signature

Alongside is an example of the E-mail signature. Simple, clean, and professional.
Except for the brand logo, all other elements are 1 colour (Skyline).

Font Specifications

Employee Name in Arabic

Tahoma -- 8 pts -- Skyline (PMS 532) at 100%

Employee Name in English

Candara -- 10 pts -- Skyline (PMS 532) at 100%

Designation & Department in Arabic

Tahoma -- 6 pts -- Skyline (PMS 532) at 100%

Designation & Department in English

Candara -- 8 pts -- Skyline (PMS 532) at 100%

Contact Details in Arabic

Tahoma -- 8 pts -- Skyline (PMS 532) at 100%

Contact Details in English

Candara -- 8 pts -- Skyline (PMS 532) at 100%



6.2 | Powerpoint Presentation

40 mm


6 mm

15 mm

6 mm

7 mm

30 mm




مجلس أبوظبي للتعليم
Abu Dhabi Education Council
مجلس أبوظبي للتعليم

www.adec.ac.ae

Click to add title 48pts

Click to add sub title 24pts

Title Slide



Title Here 48pts

Sub head here 24pts

► Body Text

www.adec.ac.ae

Body Slide

www.adec.ac.ae

Thank you 44pts



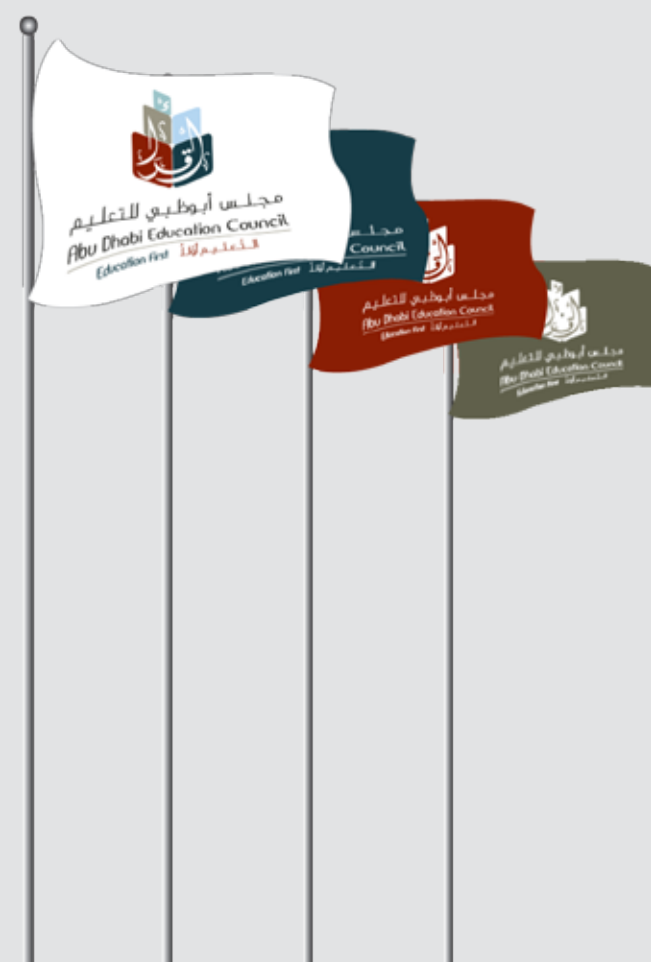
Last Slide

7.1 | Branded Items

Outdoor Advertisement



Rollup Banners



Flags



7.2 | Branded Items

Gift Items



Brand Guidelines for Schools

Contents

- 8.1 ADEC Schools Brand Logo
- 8.2 ADEC Schools Logo Placement
- 8.3 ADEC Schools Businesscard
- 8.4 ADEC Schools Letterhead
- 8.5 ADEC Schools Envelopes

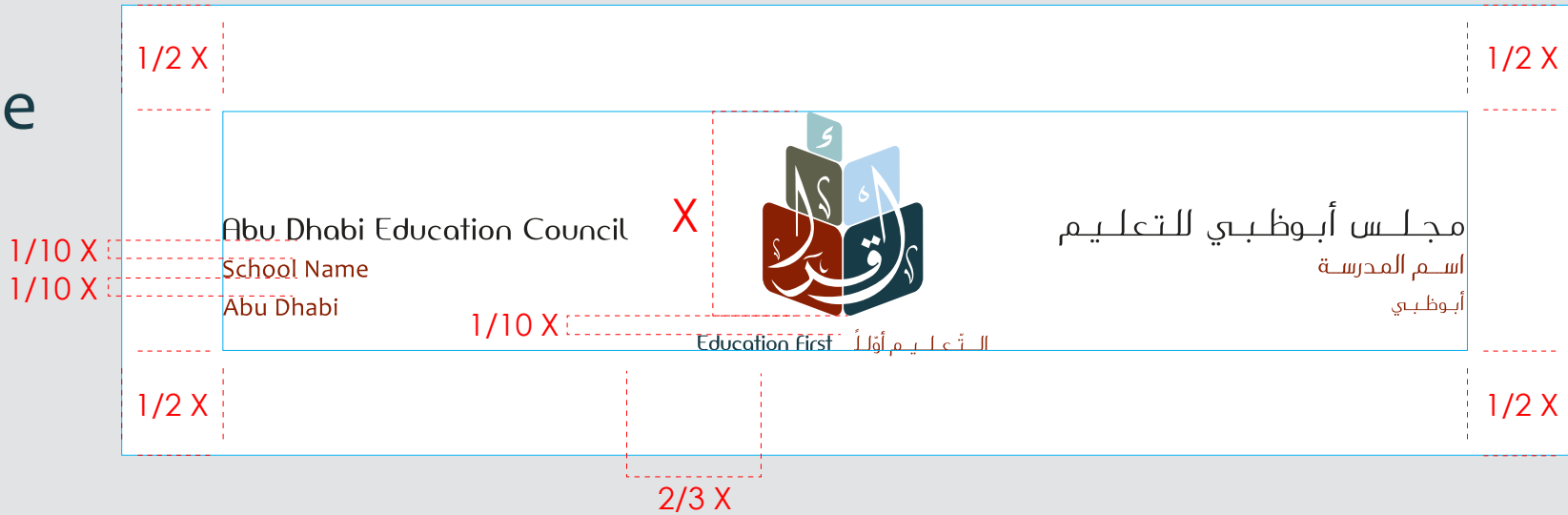
8.1 | ADEC Schools Brand Logo

The illustration above cannot be altered in any way and must be treated as one integral unit, and any scaling should be done as such.

Minimum Clear Space

It is not just the space or “breathing area” between the wordmark and the border that must be considered, the spacing between the motif, wordmark and tagline should be maintained as illustrated on this page. If ‘x’ is the height of the motif, the minimum clear space should be half the height of the motif, i.e. 1/2x. The distance between the motif and the Arabic wordmark is 1/2x. The same (1/2x) applies for the distance between the motif and the English wordmark.

Abu Dhabi Schools



Al Ain Schools



Al Gharbia Schools



8.2 | ADEC Schools Logo Placement

The illustrations alongside are applied on the affected schools in Abu Dhabi, Al Ain and Al Gharbia. The name of the region must be changed according to the location of the school.

Do

Ideally the placement of ADEC - Schools logo should be on a white background. However, when this is not possible, always follow placement guide as illustrated alongside.

Placement on solid coloured backgrounds:

If placing the brand logo on a dark background, ensure that it is reproduced in reverse. That said, in all circumstances other than for use on a white background, the logo should be used in reverse colour (white).

Placement on images:

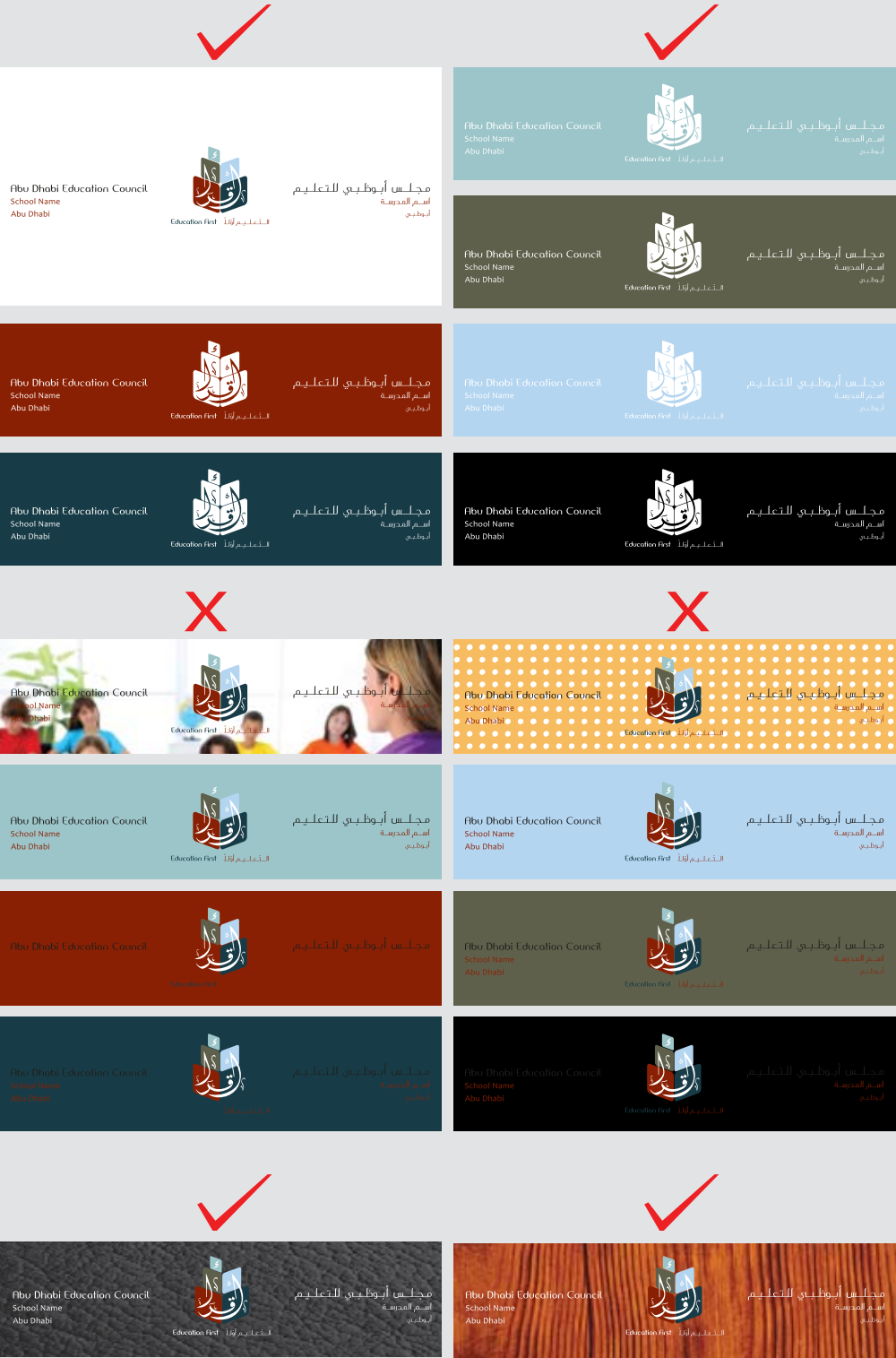
In situations where the ADEC - Schools logo has to be superimposed/placed on images, always ensure that it is positioned in a highly visible manner, without being intrusive. It is also imperative that the colours of the image DO NOT clash with those of the brand logo.

Don't

Never use the full coloured ADEC - Schools Logo on a coloured background. In situations where you cannot avoid placing the logo on images, the Sub-brand logo should not be overpowered by the image, nor should the colours of the image and logo clash with each other.

Special Applications

On special applications motif should be in full color, wordmark and tagline in silver.

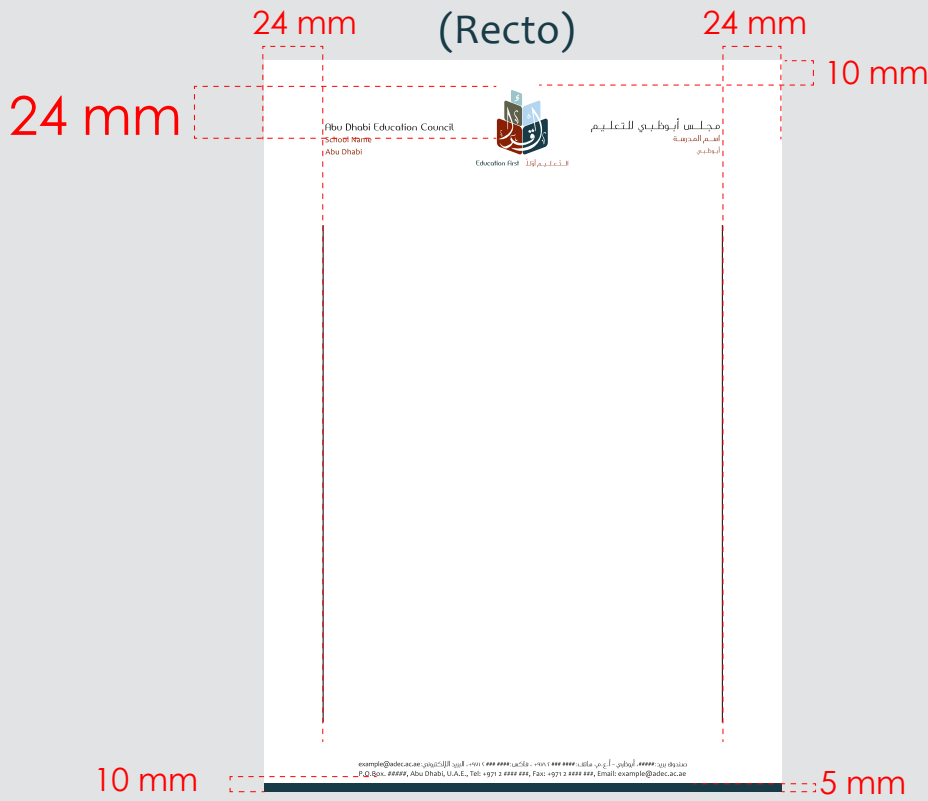


8.3 | ADEC Schools Letterhead

The illustrations blow are applied on the affected schools in Abu Dhabi, Al Ain and Al Gharbia.
The name of the region must be changed according to the location of the school.

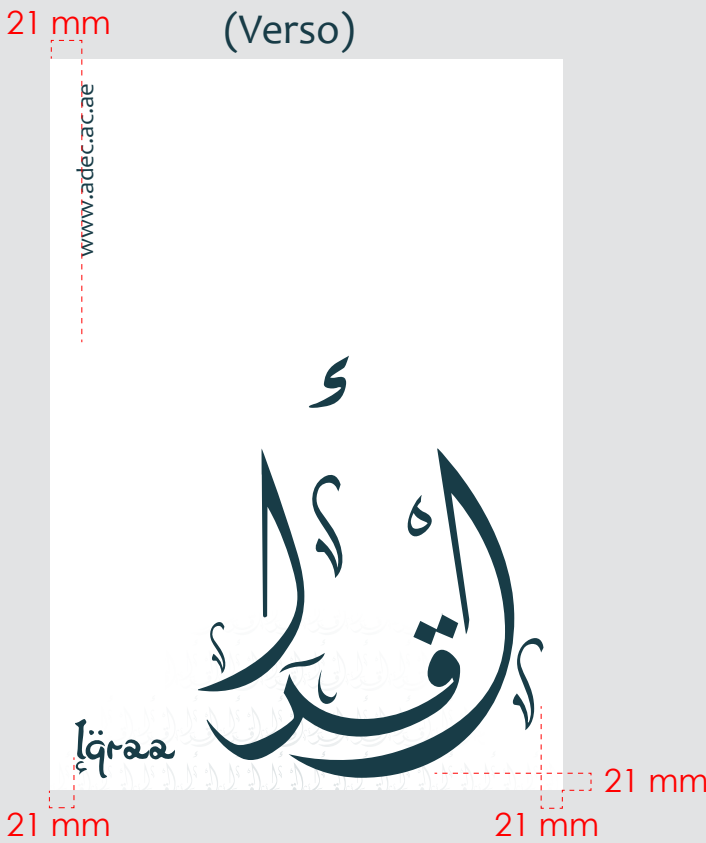
RECTO

- Font Specifications:
- Arabic Address and Contact Numbers : AXTEK Arabic Light -- 8pts -- Skyline (PMS 532)
- English Address and Contact Numbers : Candara -- 8.3pts -- Skyline (PMS 532)
- Paper Stock Specifications
- 170 GSM Art Matt
- Print specifications
- Printing in 5 colours (CMYK + PMS 532 U)
- Spot UV - Logo and footer strip



VERSO

- Font Specifications for Vertical Web Address
- Candara -- 29 pts -- Skyline (PMS 532)
- Print specifications
- Printing in 1 special colour (PMS 532 U)
- Spot UV - Iqraa (Arabic) , Iqraa (English), and website address



8.4 | ADEC Schools Envelopes

The illustrations alongside are applied on the affected schools in Abu Dhabi, Al Ain and Al Gharbia. The name of the region must be changed according to the location of the school.

DL Envelope

As illustrated alongside is the ADEC Al Ain Office Envelope.

Font Specifications for Vertical Web Address

Candara -- 14 pts -- Skyline (PMS 532)

Font Specifications for Arabic Address and Contact Numbers

AXTEK Arabic Light -- 9 pts -- Skyline (PMS 532)

Font Specifications for English Address and Contact Numbers

Candara -- 9 pts -- Skyline (PMS 532)

Paper Stock Specifications

250gsm Artmatt

Print specifications

Printing in 5 colours (CMYK + PMS 532 U)

Large Envelopes

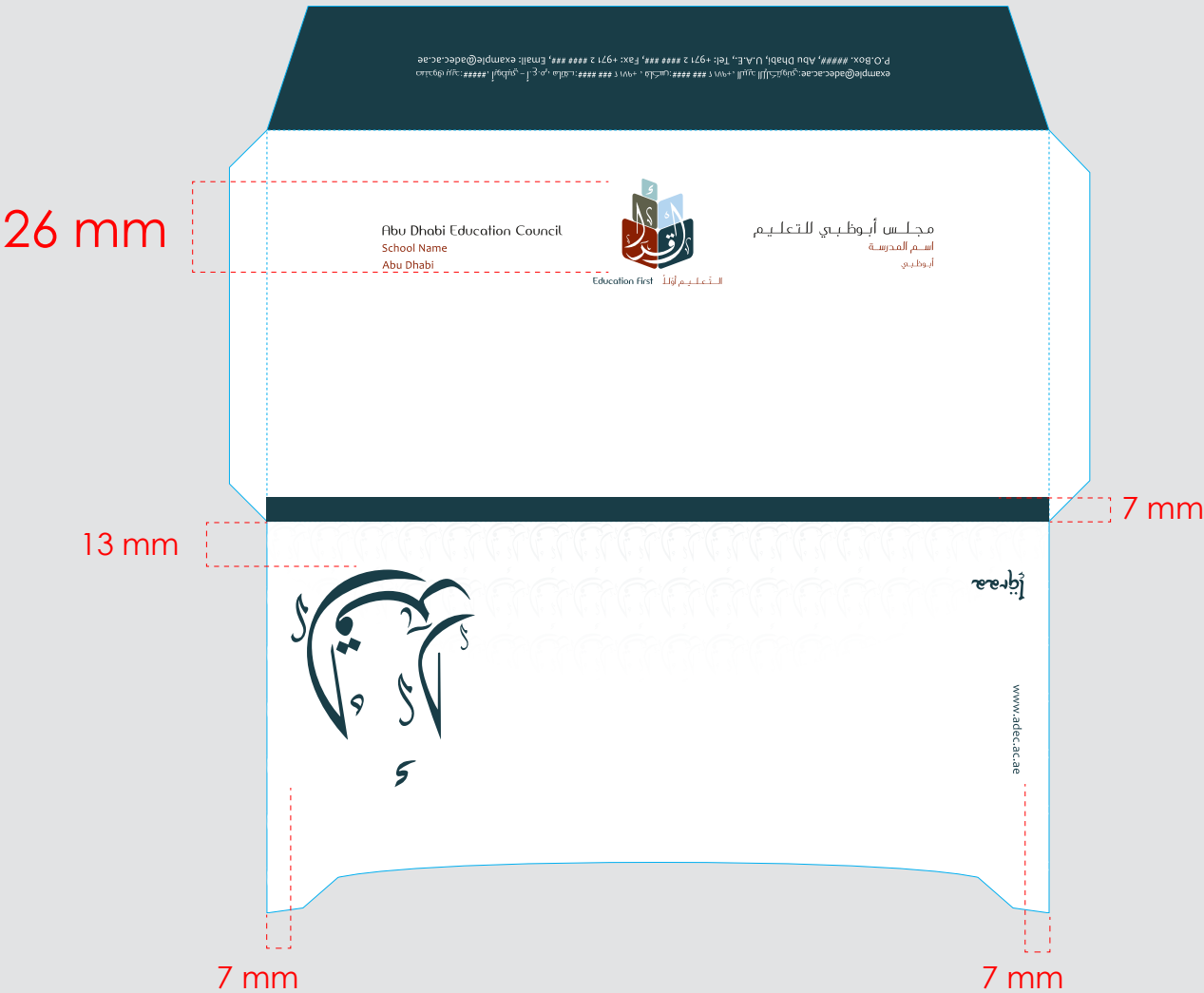
The following image depicts the ADEC Envelope for adaptation to various sizes. Scale the Letter Envelope artwork proportionately to arrive at the sizes mentioned below.

Trimmed sizes:

C3 – 324mm x 458mm

C4 – 229mm x 324mm

C5 – 162mm x 229mm



9.0 | Colour Swatches

PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815
PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815
PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815
PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815	PMS 1815
PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532
PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532
PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532
PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532	PMS 532

9.0 | Colour Swatches

PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418
PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418
PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418
PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418	PMS 418
Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC
Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC
Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC
Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC	Black 7 CVC

9.0 | Colour Swatches

PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503
PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503
PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503
PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503	PMS 5503
PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277
PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277
PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277
PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277	PMS 277

10.0 | Paper Stock

Art Matt

Woodfree