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# Contents

**Vision:**

Pioneering and Excellence in the Service of Zakat

**Mission:**

Specialization and excellence in the service of Zakat through spreading awareness thereof, acceptance of the Zakat amounts and development of its resources, and spending it in the channels specified by Shari'ah, in order to achieve social development in the UAE.

**Values:**

Compassion  
Faithfulness  
Integrity  
Proaction  
Dedication  
Sophistication  
Wisdom  
Transparency

**Tone of Voice:**

Confident  
Inspiring  
Focused

## 1.1 Brand Identity



## 2.0 Brand Visual Identity





## 2.1 Logo



صندوق الزكاة  
ZAKAT FUND  
رؤية عصرية.. لفريضة شرعية



1

“Zakat” the arc

A prominent shape in Islamic architecture.  
The 3 arcs represent Zakat as it is the 3rd Pillar of Islam



2

“Zakat” the word

Written in geometric Kufi calligraphy which was widely used to decorate Islamic buildings



3

7 pillars

Represent the 7 emirates where Zakat Fund operates

Inspired by the fundamentals of Islam, Zakat Fund logo epitomizes Islamic architecture, calligraphy, and United Arab Emirates. Keeping in mind the significance of brand relevance, harmony and single mindedness, the elements are defined, designed and disciplined.

2.1.1 Rationale of the new logo

## Standard Versions



Standard vertical Logo



Standard horizontal Logo

## Narrow Versions



Narrow vertical Logo



Narrow horizontal Logo

The Zakat Fund logo consists of 'the graphic' symbol and the Zakat Fund namestyles in English and in Arabic.

There are two formats for the Zakat Fund logo. The Standard version is the preferred version and should be used wherever possible.

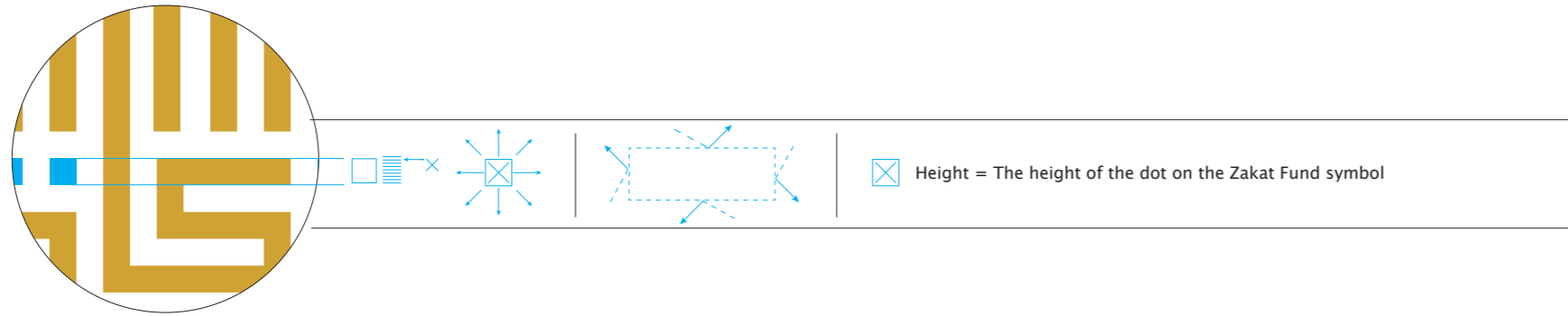
The narrow version may be used where space restrictions prevent the use of the preferred version.

'the graphic' symbol never appears alone.

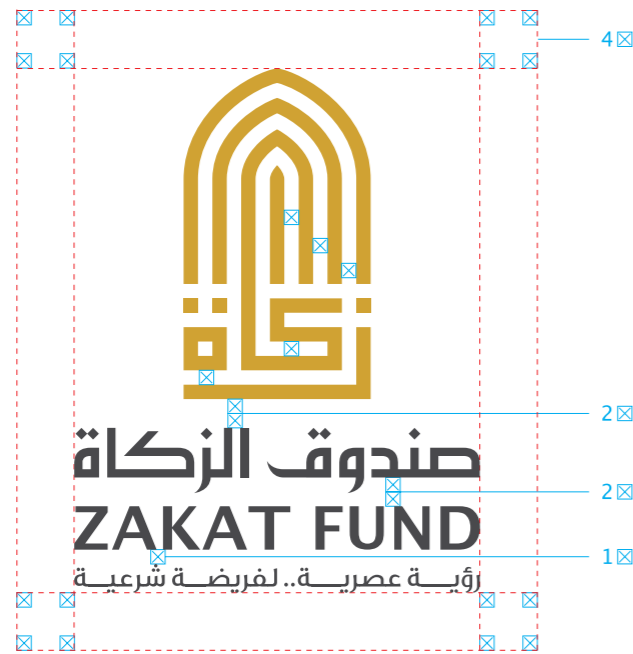
the logo must not be reproduced or redrawn. Digital artworks for the logo are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 2.1.2 Logo versions



### Standard Versions

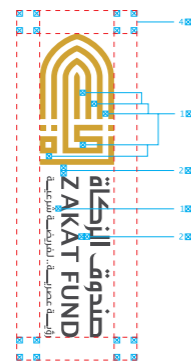


Standard vertical Logo

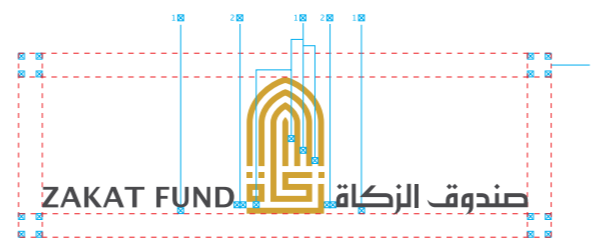


Standard horizontal Logo

### Narrow Versions



Narrow vertical Logo



Narrow horizontal Logo

Clear space refers to a distance of “X”, as a unit of measurement, surrounding each side of the Zakat Fund logo. “X” equals the height of the dot on the Zakat Fund symbol.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Zakat Fund logo. It is essential that the Zakat Fund logo remains free of all graphics, taglines, identities, photography, and typography.

### 2.1.3 Logo clear space

## Standard Versions



Standard vertical Logo



Standard horizontal Logo

## Narrow Versions



Narrow vertical Logo



Narrow horizontal Logo

Minimum size refers to the smallest size at which the Zakat Fund logo may be reproduced to ensure its legibility. The minimum reproduction size of the Zakat Fund logo is 1cm in height, based on the height of the Zakat Fund graphic symbol. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact the Zakat Fund Corporate Marketing Department for approval of those special applications. Observe the reproduction size requirements of the logo to avoid poor quality or distortion.

### 2.1.4 Logo minimum size



**Logo placements:**

The ideal placement for the logo is on a dark gray background. However, when this is not possible, always follow the rules shown on this page.

**Placement on images:**

When placing the Zakat Fund logo onto images always ensure that they are highly visible at all times and that the colours DO NOT clash with those of the logo.

**Placement on dark coloured backgrounds:**

To place the logo onto dark backgrounds always ensure that they are highly visible at all times and that the colours chosen DO NOT clash with those of the logo. In most circumstances the reversed full colour format should be chosen.

**Placement on light or tinted coloured backgrounds:**

When placing the logo onto light or tinted backgrounds always ensure that they are highly visible at all times and that the colours chosen DO NOT clash with those of the logo. This could be either the full colour or single colour versions.

**2.1.5 Logo placement**

## 2.2 Typography

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Arabic Primary Font

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GE Dinar Two (Medium / Light)

أ ب ت ث ج ح د ذ ر ز س ش ص ض ط ظ ع غ ف  
ق ك ل م ن و ه ي 12345678910

أ ب ت ث ج ح د ذ ر ز س ش ص ض ط ظ ع غ ف ق  
ك ل م ن و ه ي 12345678910

---

English Primary Font

---

Lucida Grande (Bold / Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Arabic primary font:**

The approved Arabic primary font is the GE Dinar Two (Medium / Light), a simple and contemporary typeface that complements the Zakat Fund visual language.

**English primary font:**

The approved English primary font is Lucida Grande (Bold / Regular) a simple and contemporary typeface that complements the Zakat Fund visual language.

**Note:**

The numbers should be typed with English font (Lucida Grande). Light for light Arabic and Regular for medium Arabic. The font is on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

2.2.1 Primary typography, Ar & En



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### Arabic Secondary Font

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#### AxtManal (Regular)

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 و ه ي

12345678910

---

### English Secondary Font

---

#### Lucida Grande (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789

#### Arabic secondary font:

The approved Arabic secondary font is the AxtManal (Regular), a simple and contemporary typeface that complements the Zakat Fund visual language.

#### English secondary font:

The approved English primary font is Lucida Grande (Regular) a simple and contemporary typeface that complements the Zakat Fund visual language.


#### Note:

The numbers should be typed with English font (Lucida Grande ). Light for light Arabic and Regular for medium Arabic. The font is on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 2.2.2 Secondary typography, Ar & En

## 2.3 Colour Palette




**PANTONE**  
1245 C - 90%

**Spot Colour**  
Pantone 1245 C - 90%

**Process Colour**  
10% Cyan      30% Magenta  
90% Yellow     10% Black

**RGB Value**  
R: 209 G: 163 B: 52



**PANTONE**  
COOL GRAY 11 C

**Spot Colour**  
Pantone COOL GRAY 11 C

**Process Colour**  
3% Cyan      3% Magenta  
0% Yellow     80% Black

**RGB Value**  
R: 73 G: 72 B: 77

### Logo Colour Variations



Four variations of the Zakat Fund logo are shown, each with the Arabic text 'صندوق الزكاة' and 'ZAKAT FUND' below it, and the tagline 'رؤية عصرية.. لفريضة شرعية' at the bottom.

Solid Black

Solid Black Reversed

Full colour (primary)

Reversed full colour

Colour is extremely important to our brand and consistency in its application will help us retain a strong visual feel.

Please ensure these colours are specified correctly.

The colours on this page are made up from the Pantone Colour Matching system. Using this system will give us the most accurate version of our colours. Wherever possible you should use the Pantone colour system as opposed to 4 colour.

Four colour printing is easier to produce and has a cost benefit; however, some colour quality will be lost.

Although 4 colour is often used when producing printed materials, it is best to use them wisely. If you are using wide areas of colour, then a special would be better. Using specials avoids banding and colour shift.

Screen based colour is harder to control than print as most screens are calibrated differently. Room conditions as well can create varying colour changes to screen based colour.

The colours we have created have been based on several screen colour calibrations and are the best screen-based colour renditions for all machines.

Digital artworks for the logo and colour palette are on the CD ROM supplied with these guidelines.

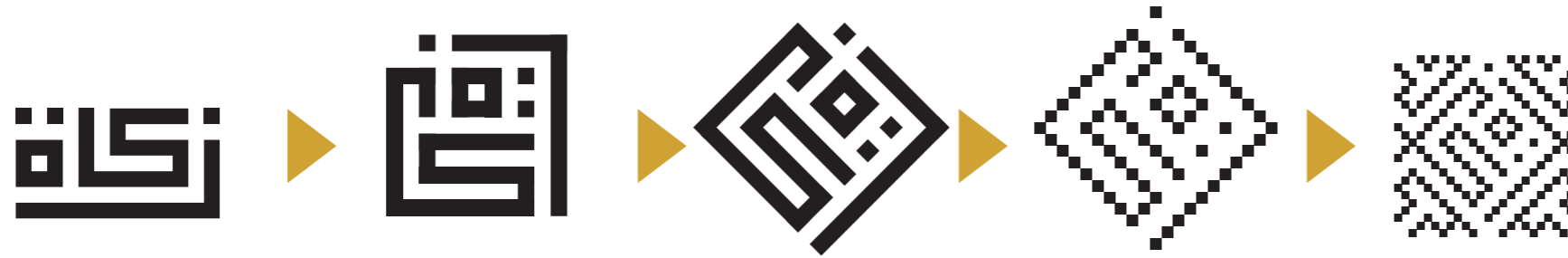
If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 2.3.1 Color palette

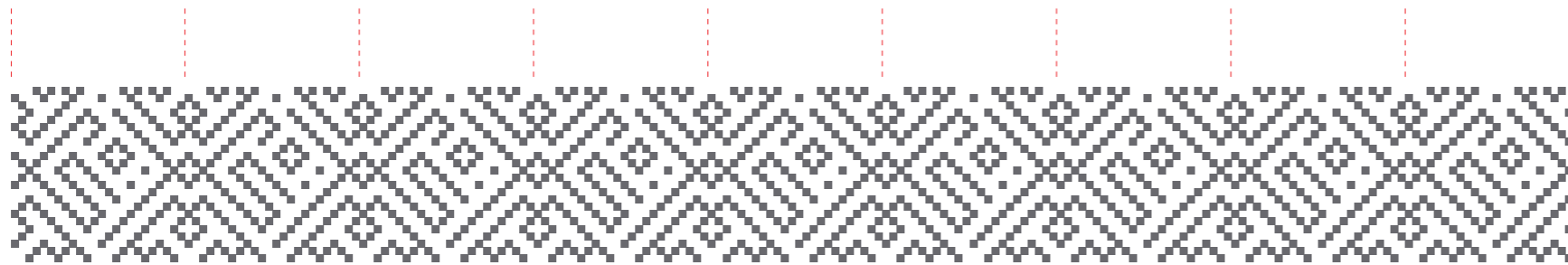
## 2.4 Graphic Pattern



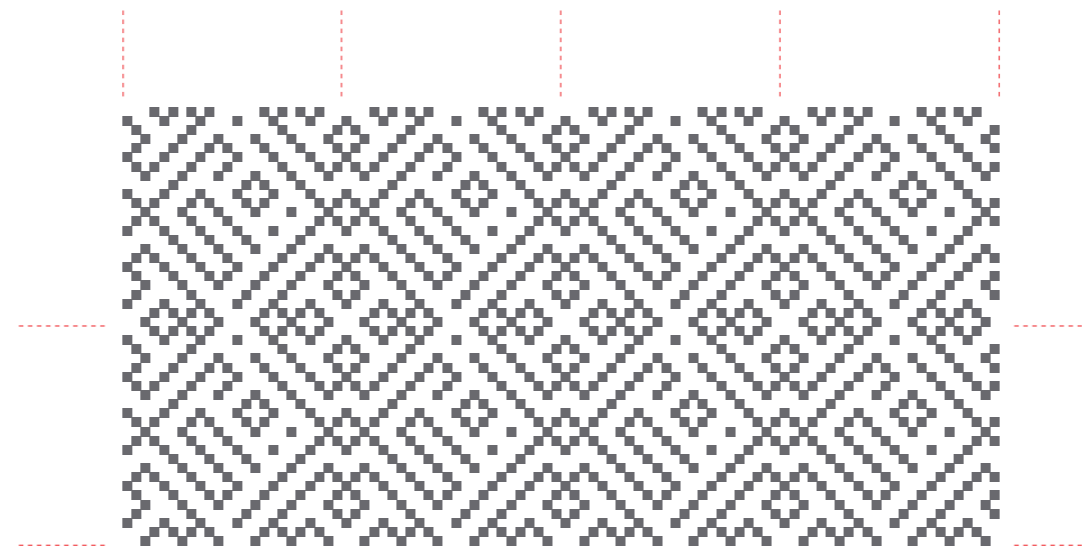
## Evolution



## Final Element



Stripe



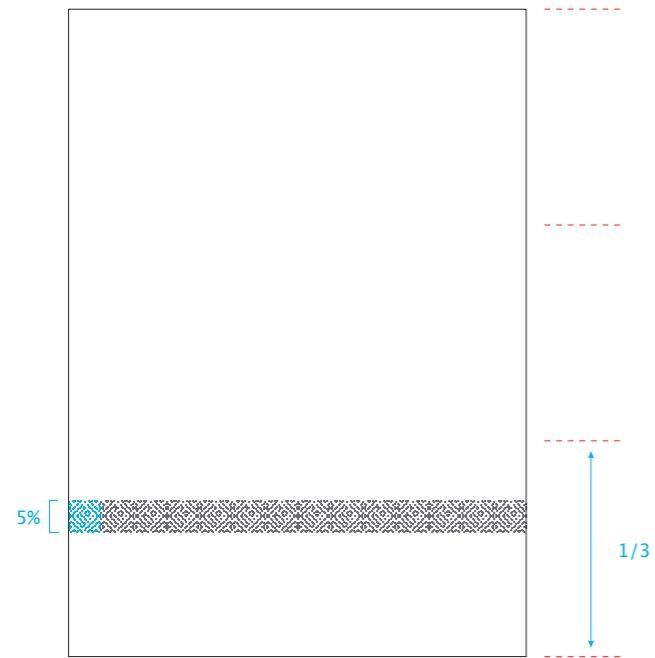
Background

The Zakat Fund graphic pattern has been designed to add elegance and emphasize Islamic relevance. The pattern's basic element is a culmination of stylized calligraphy and customized Arabesque, inspired by the word Zakat itself.

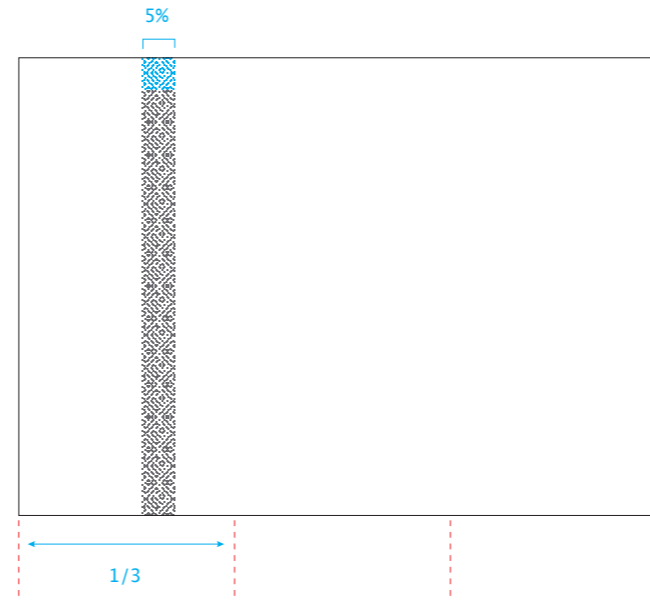
It is supposed to be a subtle element and applied with a light touch.

### 2.4.1 Evolution of the graphics pattern

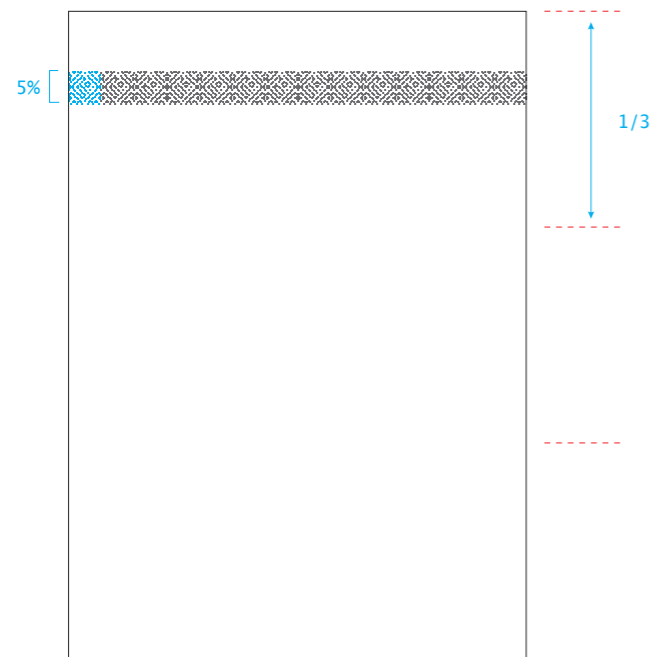
## Stripe Pattern



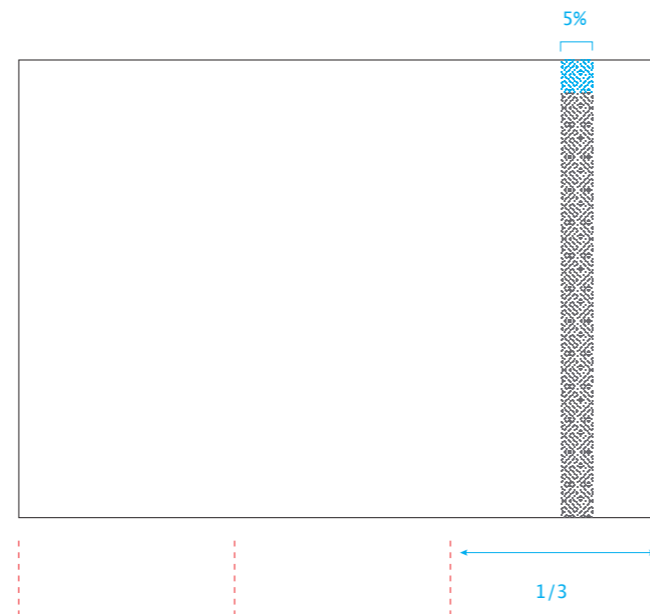
Stripe pattern portrait



Stripe pattern landscape



Stripe pattern portrait

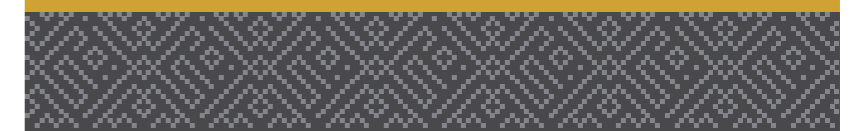


Stripe pattern landscape

The height of the Zakat Fund stripe pattern should be proportionally 5% of the longer side (either width or height) of the page.

The placement of the stripe should be proportionally not more than 30% of the height of the artwork either from top or bottom for the portrait version or left or right for landscape version and you are free to place it within this range.

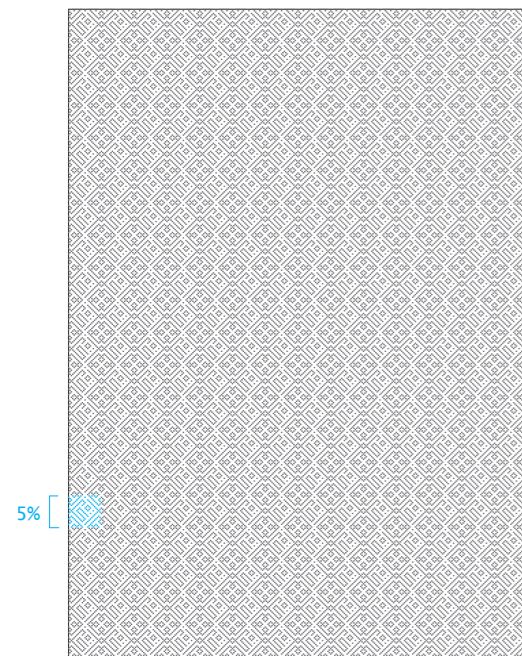
### 2.4.2 Stripe pattern size and formats



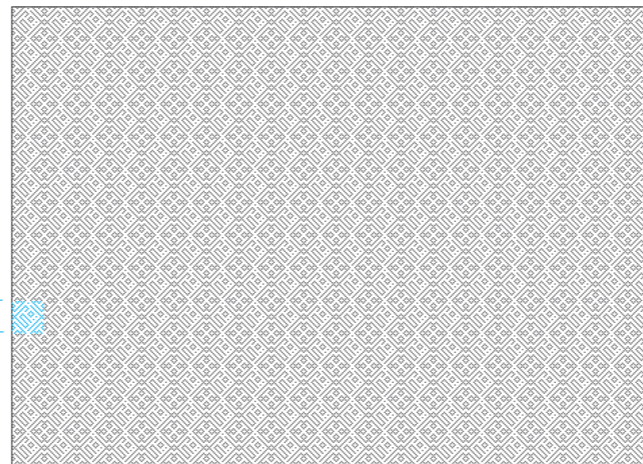
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### Background pattern

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Background portrait

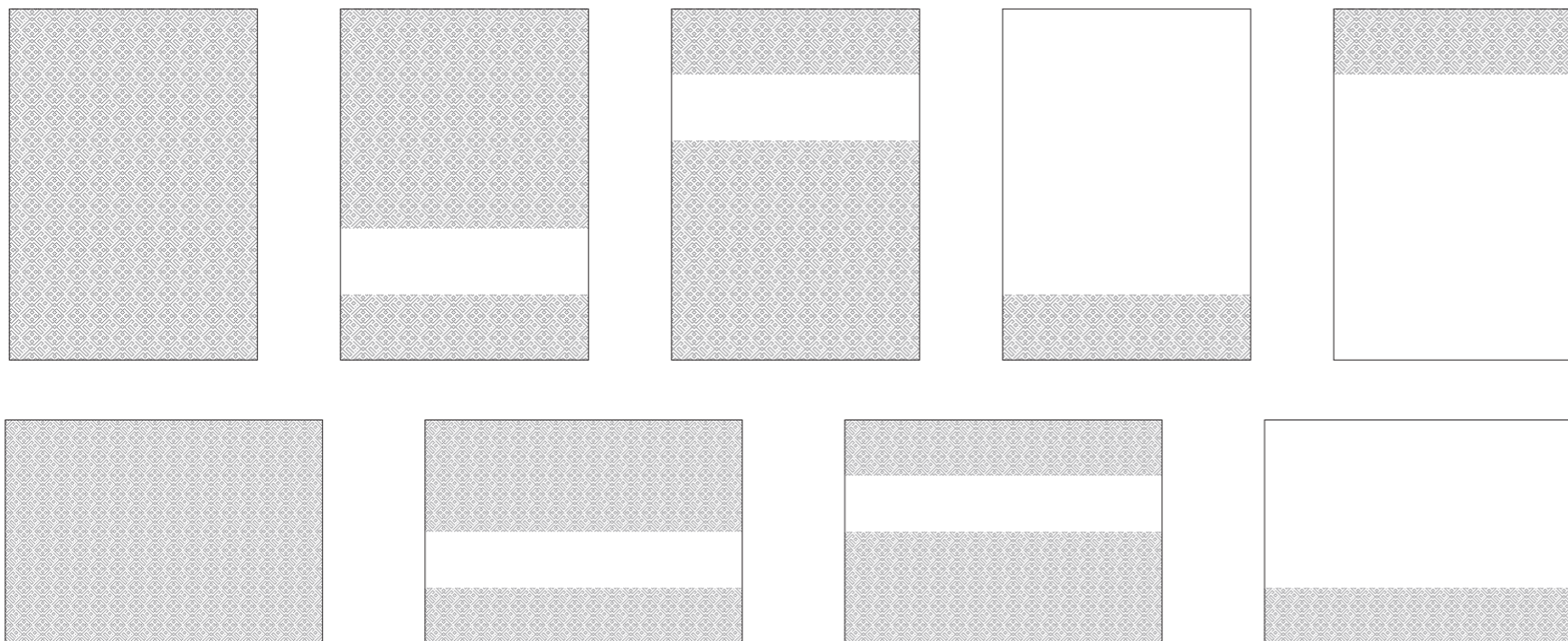


Stripe pattern landscape

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### Background pattern formats

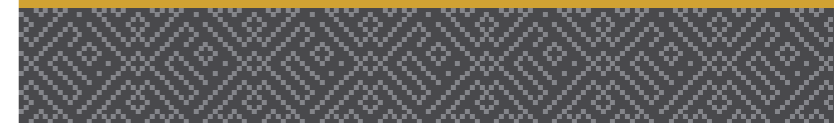
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The background is made of numerous repetitions of a single Zakat Fund graphic pattern, which should be proportionally 5% of the longer side (either width or height) of the page.

Shown left is the background graphic styling formats, which demonstrate the recommended style and layout that should be applied.

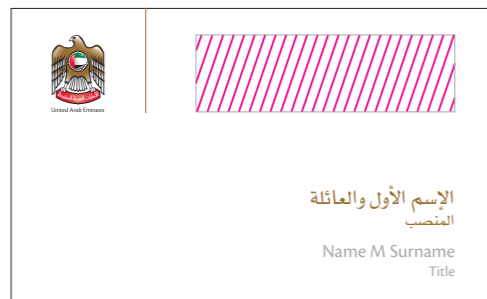
### 2.4.3 Background pattern size and formats



### 3.0 Brand Visual Identity Applications

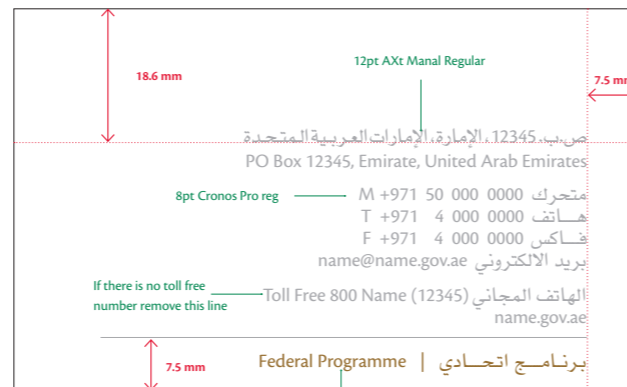


### 3.1 Stationery



أبعاد البطاقة: 90 مم × 55 مم  
مواصفات الطباعة: يتم الطباعة بثلاثة ألوان Pantone®، والأسود: Process Black - الأزهر - PMS 348 C، الأخضر - PMS 186 C، الأحمر - PMS 8960 C Metallic، ذهبي - PMS 8960 C Metallic، Red - PMS 186 C، Green - PMS 348 C، Process Black.  
مواصفات أوراق الطباعة: الورق من نوع Conqueror® Smooth CX-22 اللون Diamond White، الوزن 320 غرام\*

Trim Size: 90mm x 55mm  
Printing Specifications: 3 Pantone® colours and Black  
Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.  
Paper Specifications: Conqueror® Smooth CX-22 Diamond White, 320 gsm\*



Ensure use of appropriate Federal Programme / Authority / Council or Establishment designated naming

All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
Government Communications Office  
E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

Each business card is constructed as shown on the left.

Business cards must be printed at the specified size on high quality stock. The minimum paper weight is 250gsm, and we recommend Conqueror® Smooth CX-22 Diamond White, where possible.

### 3.1.1 Business card

All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
Government Communications Office  
E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

The letterhead is an essential part of your brand's stationery suite and is constructed as shown on the left.

The letterhead must be printed A4 size on high quality stock. The minimum paper weight is 130gsm, and we recommend Conqueror® Smooth CX-22 Diamond White, where possible.

### 3.1.2 Letterhead

**Trim Size:** 210mm x 297mm  
**Printing Specifications:** 3 Pantone® colours and Black  
 Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.  
**Paper Specifications:** Conqueror® Smooth CX-22 Diamond White, 120 gsm\*

أبعاد البطاقة: 210 مم × 297 مم  
 مواصفات الطباعة: يتم الطباعة بثلاثة ألوان® Pantone، والأسود: Process Black - الأزود - PMS 348 C - أخضر - PMS 186 C - أحمر - PMS 8960 C Metallic - ذهبي - PMS 8960 C Metallic  
 مواصفات أوراق الطباعة: الورق من نوع Conqueror® Smooth CX-22 اللون Diamond White. الوزن 120 غرام\*

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Government Identity Guidelines  
 For the UAE Federal Authorities, Councils, Programmes and Establishments

**Trim Size:** 210mm x 297mm  
**Printing Specifications:** 3 Pantone® colours and Black  
 Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.  
**Paper Specifications:** Conqueror® Smooth CX-22 Diamond White, 120 gsm\*

أبعاد البطاقة: 210 مم × 297 مم  
 مواصفات الطباعة: يتم الطباعة بثلاثة ألوان Pantone®، والأسود:  
 ذهبي - PMS 8960 C Metallic، أحمر - PMS 186 C، أخضر - PMS 348 C، الأسود - Process Black  
 مواصفات أوراق الطباعة: الورق من نوع Conqueror® Smooth CX-22 اللون Diamond White، الوزن 120 غرام\*

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Government Identity Guidelines  
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All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
 Government Communications Office  
 E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

The continuation sheet is constructed as shown on the left.

The continuation sheet must be printed A4 size on high quality stock. The minimum paper weight is 130gsm, and we recommend Conqueror® Smooth CX-22 Diamond White, where possible.

### 3.1.3 Continuation sheet



All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
Government Communications Office  
E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

The envelope is constructed as shown on the left. Artwork files are supplied with these guidelines so please refrain from recreating the artwork unless absolutely necessary.

The envelope must be printed on high quality stock. The minimum paper weight is 200gsm, and we recommend Conqueror® Smooth CX-22 Diamond White, where possible.

### 3.1.5 Envelopes

**Trim Sizes:** DL - Landscape 220mm x 110mm | C5 - Landscape 229mm x 162mm  
C4 - Landscape 324mm x 229mm | C3 - Landscape 458mm x 324mm  
C3 - Portrait 324mm x 458mm

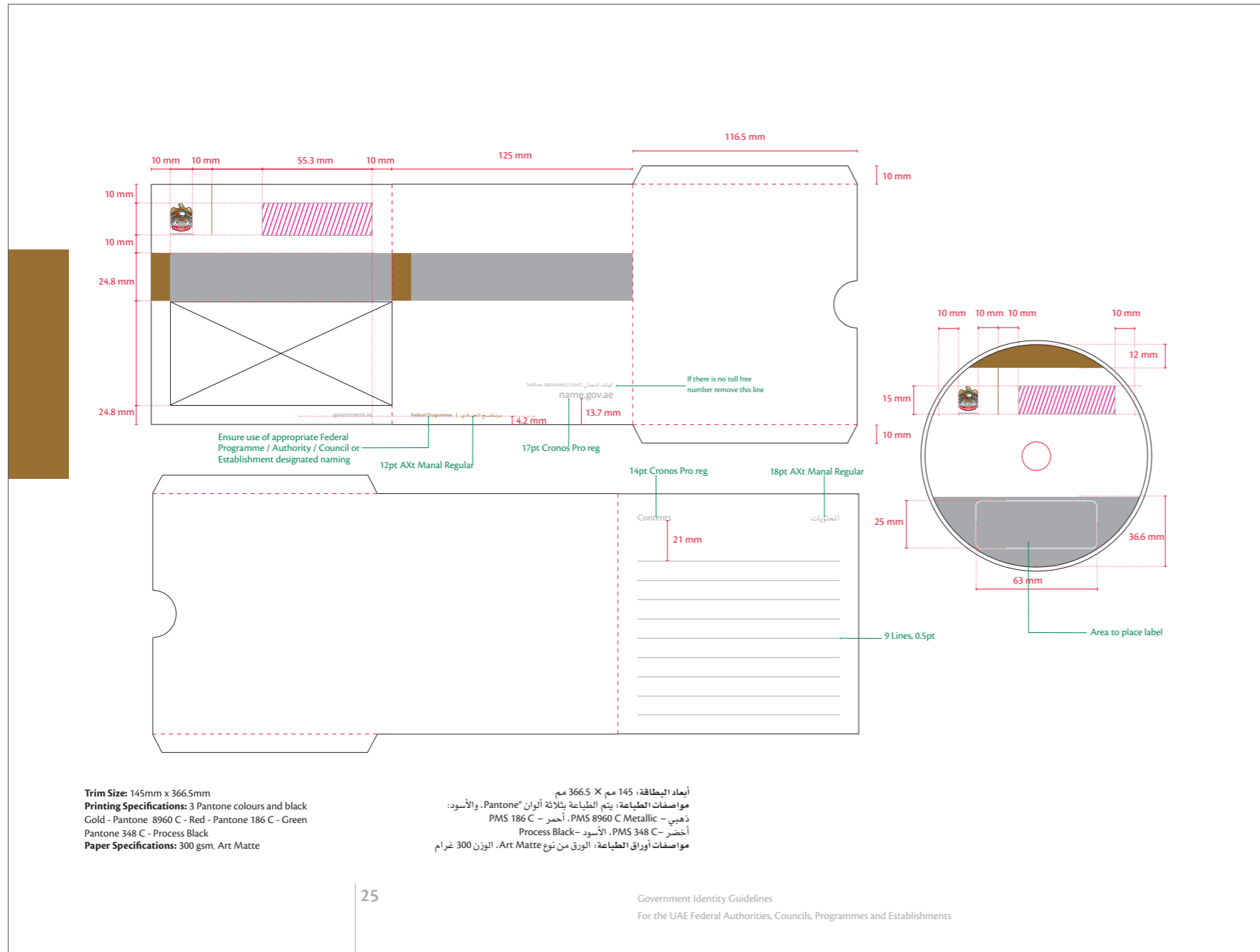
**Printing Specifications:** 3 Pantone® colours and Black  
Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.

**Paper Specifications:** Conqueror® Smooth CX-22 Diamond White, DL, C5 - 120 gsm C4, C3 - 160 gsm\*  
For internal communication any DL, C5, C4 or C3 size, white ready made envelope can be used

**أبعاد البطاقة:** DL - بالعرض 220 مم × 110 مم | C5 - بالعرض 229 مم × 162 مم  
C4 - بالعرض 324 مم × 229 مم | C3 - بالعرض 458 مم × 324 مم  
C3 - بالطول 324 مم × 458 مم

**مواصفات الطباعة:** يتم الطباعة بثلاثة ألوان "Pantone" - والأسود:  
ذهبي - PMS 8960 C Metallic، أحمر - PMS 186 C، أخضر - PMS 348 C، الأسود - Process Black.  
**مواصفات أوراق الطباعة:** الورق من نوع Conqueror® Smooth CX-22 اللون Diamond White.  
DL, C5 - الوزن 120 غرام، C4, C3 - الوزن 160 غرام\*  
يمكن استخدام الغلف الأبيض الجاهز من قياس DL, C5, C4, C3، إلا أية اتصالات داخلية

Government Identity Guidelines  
For the UAE Federal Authorities, Councils, Programmes and Establishments



All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
 Government Communications Office  
 E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

Our CD sleeves and CD cover are constructed as shown on the left.

The CD sleeves must be printed at the specified size on high quality stock. The minimum paper weight is 300gsm, and we recommend Art Matt stock where possible.

### 3.1.6 CD/DVD labels

All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
 Government Communications Office  
 E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

Only staff in a customer service role should use the 'stripe' version of the name badge (this version identifies them to the public as a member of the Customer Service division). Other positions should use only their name in the badge.

The ID Card and Name Badges must be printed according to the specifications shown on the left.

### 3.1.7 ID Card and Name Badges

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Government Identity Guidelines  
 For the UAE Federal Authorities, Councils, Programmes and Establishments



All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
Government Communications Office  
E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

Note pads are constructed as shown on the left.

There are two versions of every notepad; one version has four colour inner pages, and one version has one colour inner pages. Both versions have the same four colour cover page. Default method for binding is glued on top, but in some cases glued side binding or spiral binding is accepted.

Lines may be removed from the inner pages, but the header must remain.

### 3.1.8 Notepads



**الغلاف**  
أبعاد البطاقة: 105A6 مم × 148 مم | A5 148 مم × 210 مم | A4 210 مم × 297 مم  
مواصفات الطباعة: يتم الطباعة بثلاثة ألوان Pantone®، والأسود:  
ذهبي - PMS 8960 C Metallic، أحمر - PMS 186 C، أخضر - PMS 348 C،  
الأسود - Process Black  
ضم الصفحات: لصق من الأعلى  
مواصفات أوراق الطباعة: الورق من نوع Conqueror® Smooth CX-22 اللون Diamond White الوزن 160 غرام\*

**Cover**  
**Trim Sizes:** A6 105mm x 148mm | A5 148mm x 210mm | A4 210mm x 297mm  
**Printing Specifications:** 3 Pantone® colours and Black  
Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.  
Binding: Glued on top  
**Paper Specifications:** Conqueror® Smooth CX-22 Diamond White, 160 gsm\*



**الصفحة الداخلية**  
أبعاد البطاقة: 105A6 مم × 148 مم | A5 148 مم × 210 مم | A4 210 مم × 297 مم  
مواصفات الطباعة: يتم الطباعة بثلاثة ألوان Pantone®، والأسود:  
ذهبي - PMS 8960 C Metallic، أحمر - PMS 186 C، أخضر - PMS 348 C،  
الأسود - Process Black  
ضم الصفحات: لصق من الأعلى  
مواصفات أوراق الطباعة: أي ورق عادي أبيض، وزن 100 غرام  
يتم تحديد عدد الصفحات على حسب الحاجة (حد أدنى 30 صفحة)

**Inner page**  
**Trim Sizes:** A6 105mm x 148mm | A5 148mm x 210mm | A4 210mm x 297mm  
**Printing Specifications:** 3 Pantone® colours and Black  
Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.  
Binding: Glued on top  
**Paper Specifications:** Any normal 100 gsm white paper  
Number of pages may vary depending on your needs (minimum 30 pages)



**الصفحة الداخلية (لون واحد)**  
أبعاد البطاقة: 105A6 مم × 148 مم | A5 148 مم × 210 مم | A4 210 مم × 297 مم  
مواصفات الطباعة: لون أحد  
Process Black  
ضم الصفحات: لصق من الأعلى  
مواصفات أوراق الطباعة: مواصفات ورق الطباعة: أي ورق عادي أبيض، وزن 100 غرام  
يتم تحديد عدد الصفحات على حسب الحاجة (حد أدنى 30 صفحة)

**Inner page (One colour)**  
**Trim Sizes:** A6 105mm x 148mm | A5 148mm x 210mm | A4 210mm x 297mm  
**Printing Specifications:** 1 Colour  
Process Black  
Binding: Glued on top  
**Paper Specifications:** Any normal 100 gsm white paper  
Number of pages may vary depending on your needs (minimum 30 pages)

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Government Identity Guidelines  
For the UAE Federal Authorities, Councils, Programmes and Establishments

### Open Spread

### Cover

الأبعاد المقترحة: 581 مم × 353 مم  
 مواصفات الطباعة: يتم الطباعة بثلاثة ألوان "Pantone" والأسود:  
 ذهبي - PMS 8960 C Metallic, أحمر - PMS 186 C, أخضر - PMS 348 C, الأسود - Process Black  
 Die cut + Folding on spine+matt lamination on both sides  
 مواصفات أوراق الطباعة: Art Matte, الوزن 350 غرام  
 (كما يمكن استخدام ورق من نوع Conqueror® Smooth CX-22 اللون Diamond White, الوزن 320 غرام\*)

**Proposed Trim Size:** 581mm x 353mm (spread)  
**Printing Specifications:** 3 Pantone® colours and Black  
 Gold - PMS 8960 C Metallic, Red - PMS 186 C, Green - PMS 348 C, Process Black.  
 Die cut + Folding on spine+matt lamination on both sides  
**Paper Specifications:** Art Matte, 350 gsm  
 (Conqueror® Smooth CX-22 Diamond White, 320 gsm can also be used\*)

All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
 Government Communications Office  
 E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

We distribute a large amount of information to the community we serve, including brochures, leaflets, flyers and letters. For convenience we often package this information into a simple A4 folder. A standard A4 folder is constructed as shown on the left. Artwork files are supplied with these guidelines so please refrain from recreating the artwork unless absolutely necessary. Should you need to create a folder of an alternative size, please apply our design cues in a consistent manner.

Folders must be printed on high quality stock. The minimum paper weight is 250gsm, and we recommend Conqueror® Smooth CX-22 Diamond White, where possible.

### 3.1.9 Folder

All applications must follow the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
Government Communications Office  
E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

Branded bags are constructed as shown on the left.

The branded bag must be printed at the specified size on high quality stock. The minimum paper weight is 250gsm, and we recommend Fedrigoni Constellation Ivory where possible.

Bag handles can be constructed from a high quality cord and must be white.

### 3.1.10 Bags

The drawing shows a flat layout of a bag with a total width of 990 mm and a total height of 495 mm. The main body is 385 mm wide and 280 mm high. There are two side panels, each 55 mm wide. The top flap is 80 mm high. The bottom flap is 80 mm high. The bag features the UAE coat of arms and the text 'Emirate' and 'الإمارة' (Emirate) in Arabic. The website 'name.gov.ae' is printed on the bottom flap. The drawing includes various font specifications: 24pt AXt Manal Regular for the top text, 8.3pt Cronos Pro reg for the top text, 12.5pt AXt Manal Regular for the top text, 32pt Cronos Pro reg for the 'Emirate' text, 44pt AXt Manal Regular for the 'الإمارة' text, and 40pt Cronos Pro reg for the website text. Dimensions for the coat of arms and other elements are also provided.

**Trim Size:** Width 385mm x Height 335mm x Depth 110mm  
**Printing Specifications:** 3 Pantone colours and black  
 Gold - Pantone 8960 C - Red - Pantone 186 C - Green  
 Pantone 348 C - Process Black  
**Paper Specifications:** 250 gsm, Fedrigoni Constellation Ivory

أبعاد البطاقة: 385 مم العرض X 335 مم الارتفاع X 110 مم العمق  
 مواصفات الطباعة: يتم الطباعة بثلاثة ألوان "Pantone": والأسود:  
 ذهبي - PMS 8960 C Metallic - أحمر - PMS 186 C - أخضر - PMS 348 C  
 مواصفات أوراق الطباعة: الورق من نوع Fedrigoni Constellation Ivory، الوزن 250 غرام

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Government Identity Guidelines  
 For the UAE Federal Authorities, Councils, Programmes and Establishments

## 3.2 Signage Design System

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### Sample applications: Designation signage

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### Sample applications: Indoor signage

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Shown left is a graphic styling for internal signage, it demonstrates the recommended style and layout that should be applied. It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

#### 3.2.1 Internal signage

## Sample applications: External signage



The guidelines shown here illustrate the logo that is used for external signage only. The proportions between the symbol and the logo have been changed to increase visibility of the type.

**Note:**

The width of the logo should be minimum 35cm when placed on small signage to be read from a distance of least two metres

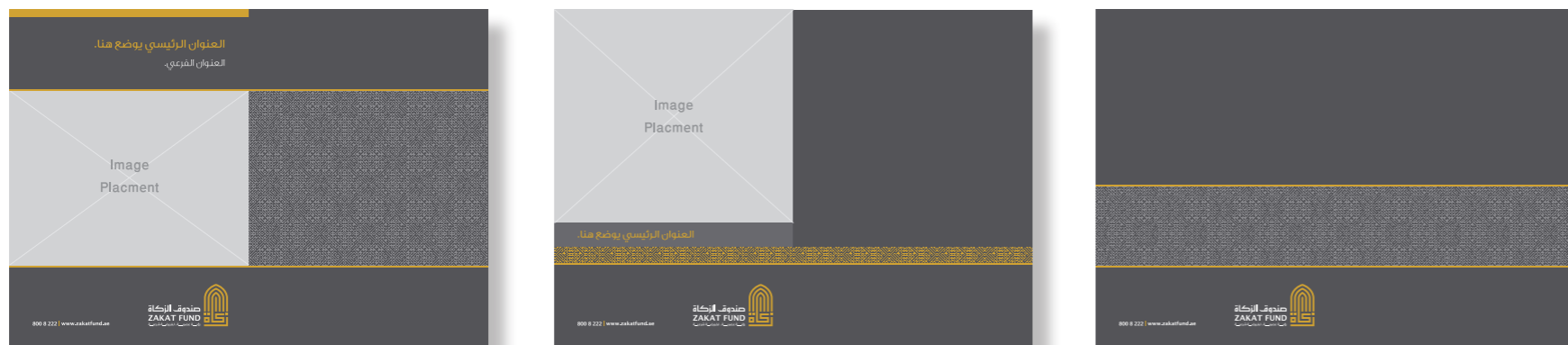
### 3.2.2 External signage

### 3.3 Literature Design System

## Sample applications: Collateral covers



## Sample applications: Collateral covers spread



Shown left are example covers of Zakat Fund collateral, demonstrating how the elements of the Zakat Fund visual identity system are used in combination in both positive and reversed applications.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which used together produces a powerful and visually consistent piece of collateral.

Digital artworks for the collateral covers are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.3.1 Brochures / Covers



## Sample Applications: Collateral Spreads



Shown left are example spreads of Zakat Fund collateral, demonstrating how the elements of the Zakat Fund visual identity system are used in combination in text-based, graphic-based and photographic-based layouts.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which used together produces a powerful and visually consistent piece of collateral.

Digital artworks for the collateral spreads are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.3.1 Brochures / spreads

## Sample applications: Collateral covers



## Sample applications: Collateral covers spread



Shown left are example covers of Zakat Fund collateral, demonstrating how the elements of the Zakat Fund visual identity system are used in combination in both positive and reversed applications.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which used together produces a powerful and visually consistent piece of collateral.

Digital artworks for the collateral covers are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.3.2 Flyers / spread

### 3.4 Advertising Design System

## Sample : Full page ad



Full Page Press Ad



Full Page Press Ad with Sponsors

The full page advertisement, shown left, demonstrates the recommended photographic style and layout that should be applied to all Zakat Fund advertisements.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artwork for the full page ad template is on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.4.1 Press ads templates / Full page

## Sample : Half page ad



The half page advertisement, shown left, demonstrates the recommended photographic style and layout that should be applied to all Zakat Fund advertisements.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artwork for the half page ad template is on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)



Half Page Press Ad

Half Page Press Ad with Sponsors

### 3.4.1 Press ads templates / Half page

## Sample : Mupi



Mupi advertisement, shown left, demonstrates the recommended photographic style and layout that should be applied to all Zakat Fund advertisements.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artworks for poster and mupi templates are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.4.2 Outdoor ads templates

## Sample : Lamppost



Lamppost advertisement, shown left, demonstrates the recommended photographic style and layout that should be applied to all Zakat Fund advertisements.

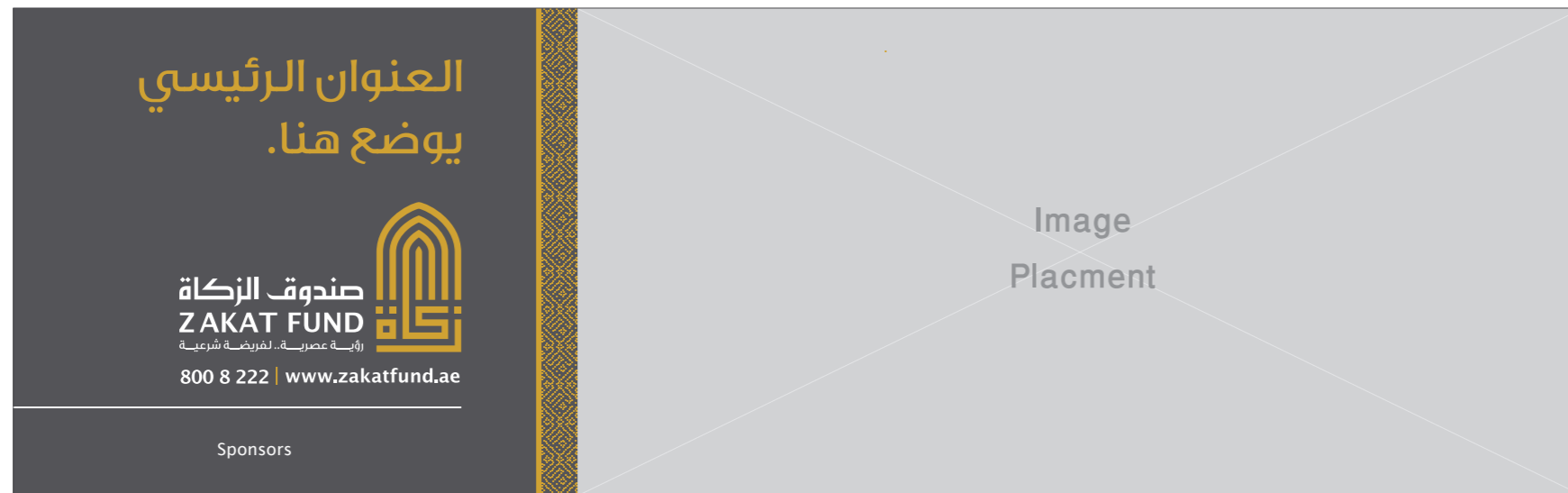
It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artworks for Lamppost templates are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.4.2 Outdoor ads templates

## Sample : Narrow versions / Unipole



Unipole advertisement, shown left, demonstrates the recommended photographic style and layout that should be applied to all Zakat Fund advertisements for the narrow versions.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artworks for the outdoor ad templates are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:  
zf9@zakatfund.ae

### 3.4.2 Outdoor ads templates



## Sample : Roll-up banner templates



Shown left, demonstrates the recommended photographic style and layout that should be for outdoor roll-up banner.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artworks for roll-up banner templates are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.4.2 Outdoor ads templates

## Sample : Backdrop banner templates



Shown left, demonstrates the recommended photographic style and layout that should be for outdoor back drop banner.

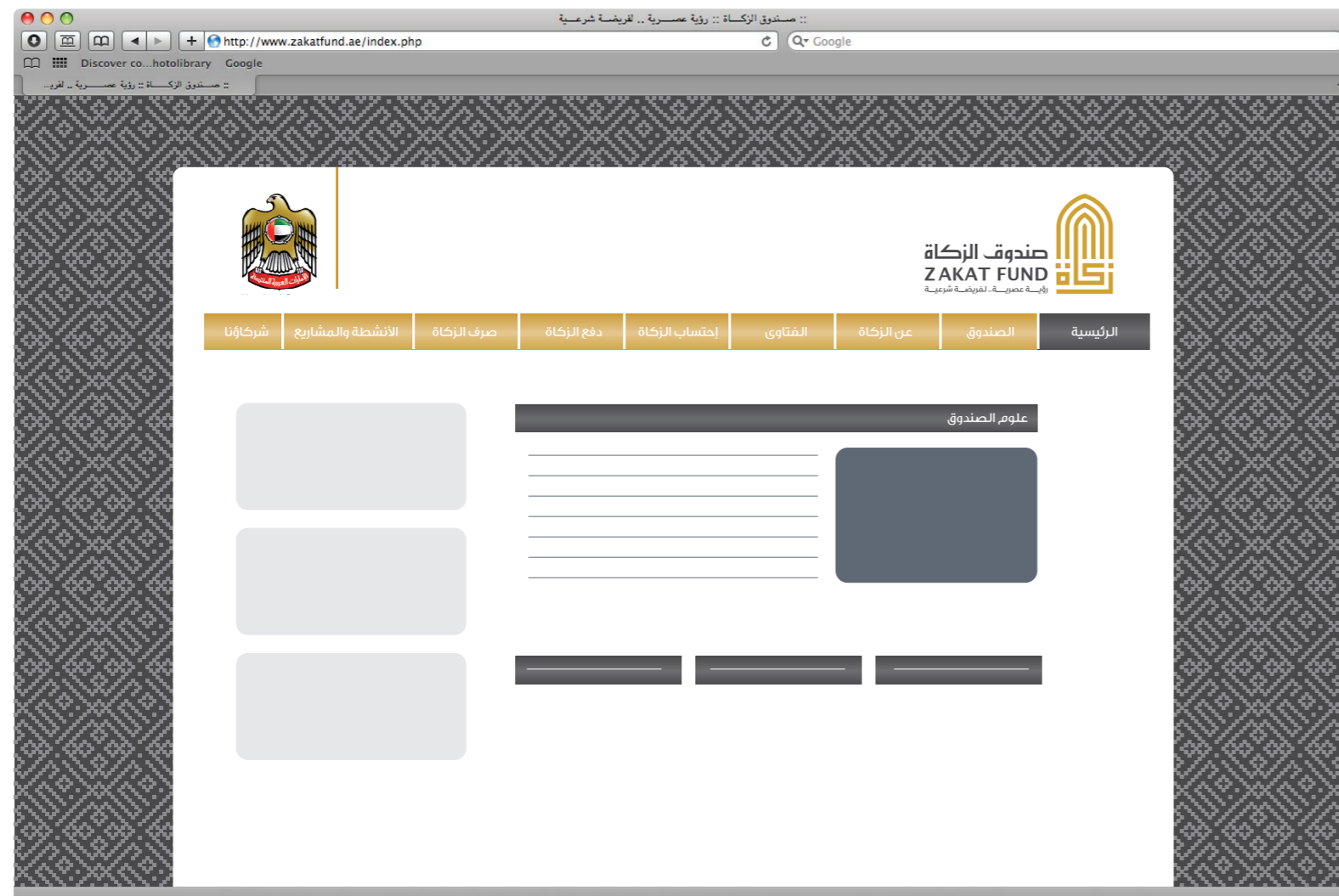
It shows the use of typographic style, the Zakat Fund logo and the application of colour which, used together, produce a powerful and visually consistent advertisement.

Digital artworks for the backdrop banner templates are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

### 3.4.2 Outdoor ads templates

### 3.5 Digital Design System



Shown left is a graphic styling for our company website home page, it demonstrates the recommended style and layout that should be applied.

It shows the use of typographic style, the Zakat Fund logo and the application of colour which used together produces a powerful and visually consistent graphic image.

### 3.5.1 Website skin

## Sample : Powerpoint presentation Slides

Powerpoint Main slide (Sponsors)



Powerpoint Main slide



Powerpoint slides (Sponsors)



Powerpoint slides



Shown left is a graphic styling for our Powerpoint presentations.

It demonstrates the recommended style and layout that should be applied.

It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

### 3.5.2 Powerpoint presentation template

Sample : Web Banners



Shown left is a graphic styling for our Web Banners layouts.

It demonstrates the recommended style and layout that should be applied.

It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

3.5.3 Web Banners

United Arab Emirates

الإسم الأول وإسم العائلة  
المنصب

12pt Arial

Name M Surname  
Title

12pt Arial

صندوق بريد 12345، الإمارة، الإمارات العربية المتحدة  
PO Box 12345, Emirate, United Arab Emirates

10pt Arial

متحرك M +971 50 000 0000  
هاتف T +971 4 000 0000  
فاكس F +971 4 000 0000

10pt Arial

name.gov.ae

10pt Arial

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Government Identity Guidelines  
For the UAE Federal Authorities, Councils, Programmes and Establishments

Emails are an essential part of your brand's stationery suite and the email signature is constructed as shown on the right.

Whenever sending an email, the following signature layout should always be followed the Government Identity Guidelines for the UAE Federal Authorities, Councils, Programmes and Establishments.

This e-mail signature should be included on all internal and external emails.

If you have any questions related to the artwork CD or to the production of any of the stationery items,

please contact:  
Government Communications Office  
E-mail: [vsg@gco.ae](mailto:vsg@gco.ae)

### 3.5.4 Email signature

### 3.6 Livery Design System



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### Sample : Fleet branding

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Shown left is a graphic styling for small to large size vehicles, it demonstrates the recommended style and layout that should be applied.

It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

### 3.6.1 Vehicle

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Sample : Staff uniform

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Shown left is the design for staff uniform. It demonstrates the recommended style that should be applied.

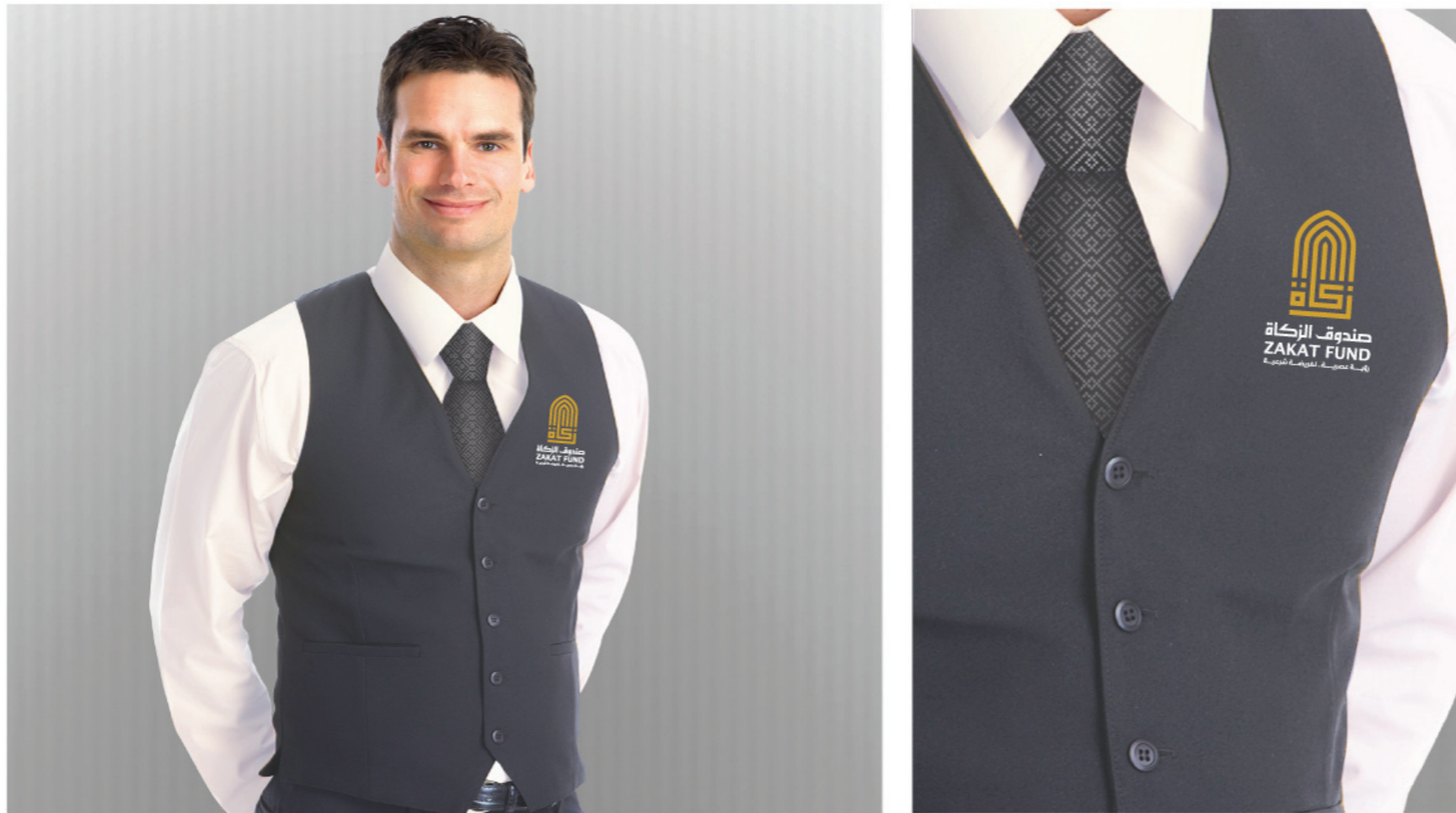
### 3.6.3 Uniforms



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Sample : Ushers uniform

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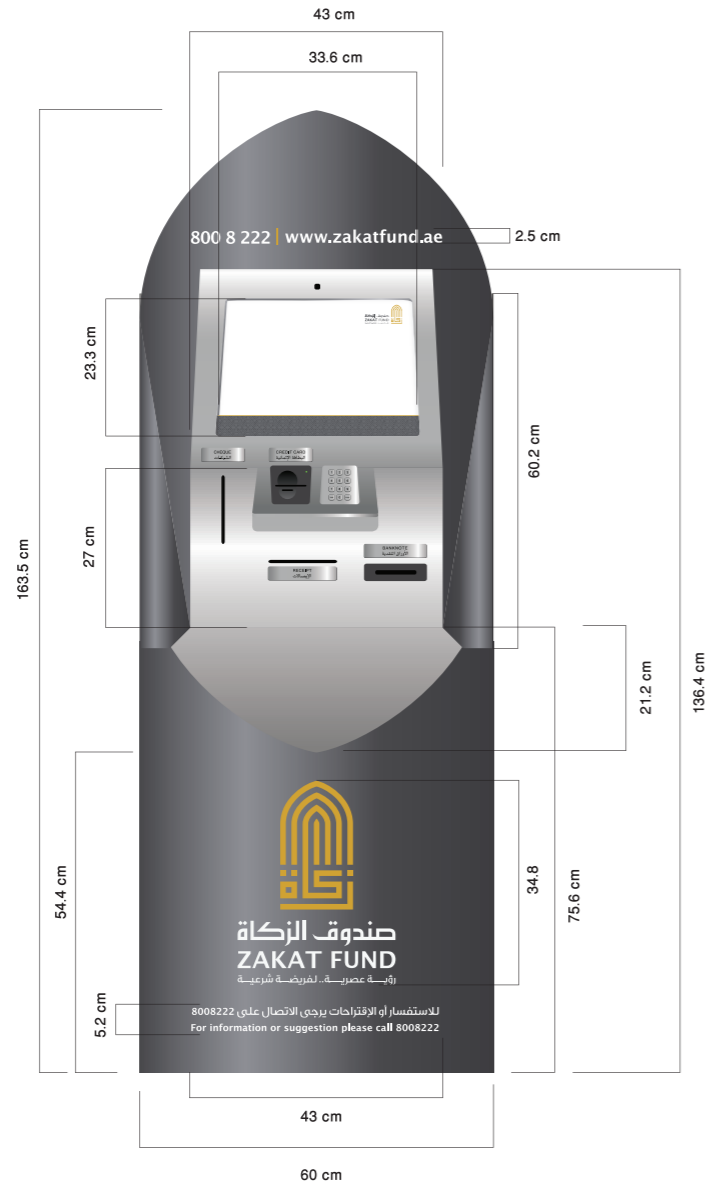


Shown left is the design for staff uniform. It demonstrates the recommended style that should be applied.

### 3.6.3 Uniforms

### 3.7 ATM Design System

Sample : ATM Design – Option 01



Front View



Side View



Shown left is the design for the Zakat Fund ATM.

It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

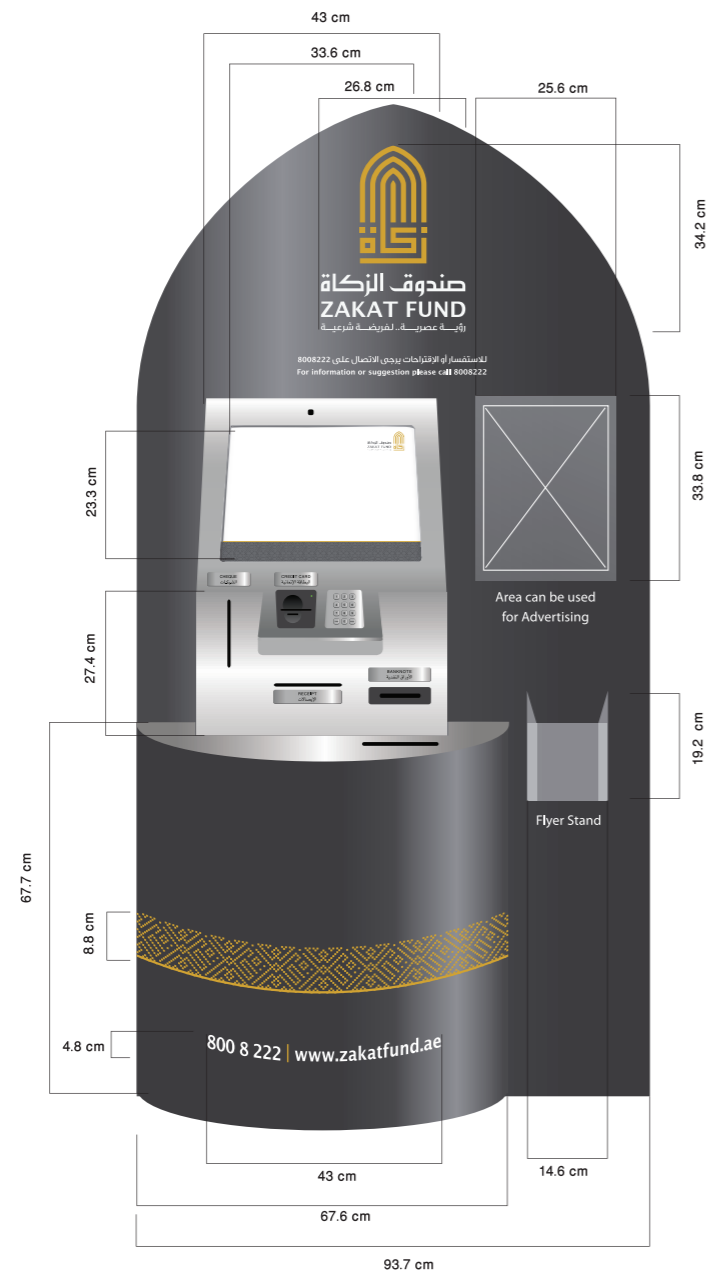
Digital artworks for the ATM Designs are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

3.7 ATM



Sample : ATM Design – Option 03



Front View



Side View

Shown left is the design for the Zakat Fund ATM.

It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

Digital artworks for the ATM Designs are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact: [zf9@zakatfund.ae](mailto:zf9@zakatfund.ae)

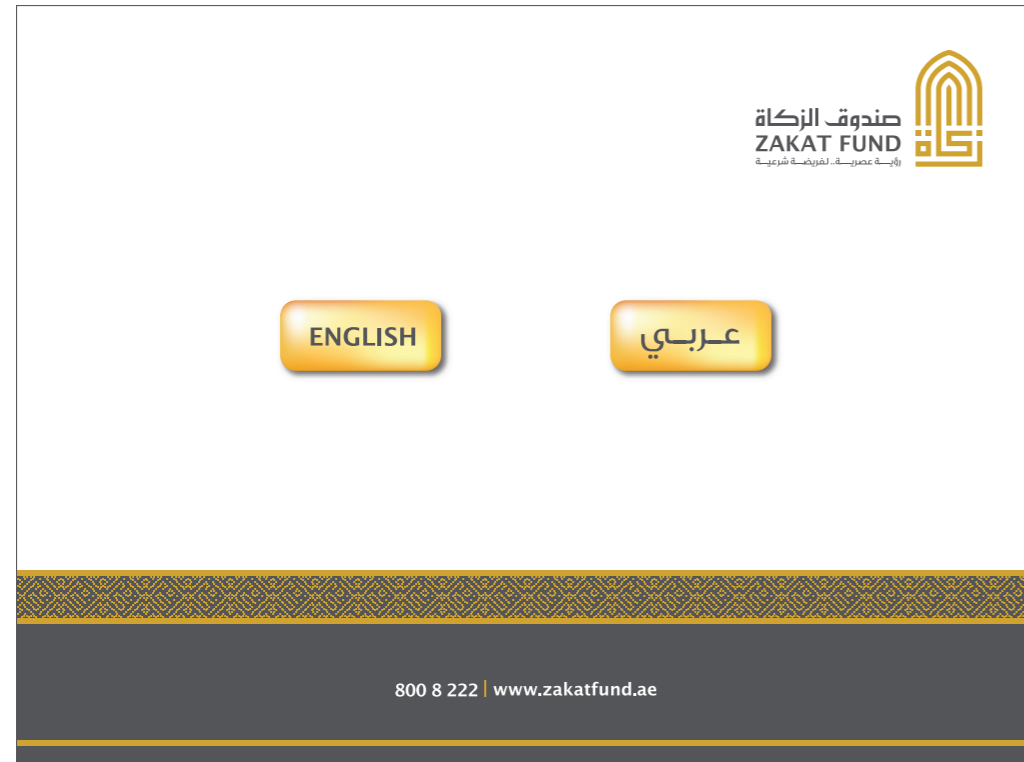
3.7 ATM

## Sample : ATM Screen Interface

slide 1



slide 2



Shown left is the design for the Zakat Fund ATM Screen Interface.

It shows the use of typographic style and the application of colour which, used together, produce a powerful and visually consistent graphic image.

Digital artworks for the ATM Screen Interface are on the CD ROM supplied with these guidelines.

If you have any questions related to the artwork CD or to the production of any of the stationery items, please contact:

zf9@zakatfund.ae

### 3.7 ATM