Visual Identity Guidelines for UAE Federal Government Entities

Minister of State Office
This document sets the standards for applying the UAE government’s visual identity on the branded materials that ministers of state and a minister of state’s office may produce.

For ministers of state who are affiliated to federal ministries, refer to the ministries’ guidelines or request them from the UAE Government Media Office at gov.brand@pdo.gov.ae.
Table of Contents

1. Introduction
   05 Update Highlights
   05 How Will the Guidelines Help?
   05 Useful Resources
   06 Guideline Features
   07 Brand Architecture
   08 Lockups

2. Brand Elements
   12 Logo
     Logo Anatomy
   14 Primary Logo
   15 UAE Federal Emblem
   16 Wordmark
   17 Primary Logo Construction
     Logo Usage
   19 Logo Arrangements
   20 Logo Variation Construction
   21 Logo on Different Materials
   22 Scaling and Minimum Size
   23 Clear Space
   24 Logo Misuse
   25 Typography
     Typefaces
   27 Primary Typeface
   28 Primary Typeface Application Examples
   29 Formal Pairing
   30 Formal Pairing Examples
     Typography Principles
   32 Hierarchy
   32 Body Text
   33 Leading
   33 Alignment

3. Brand Applications
   34 Colours
     Primary Colour Palette
   37 Secondary Palettes
     Secondary Palettes Examples
   36 Essentials
     Business Card
     Letterhead
     Envelopes
     Compliments Card and Folder
     Official Stamp
     Email Signature
     Email Signature Misuse
     Employee ID and Name Badge
     Minister of State Stationery
     Business Card and Email Signature
     Letterhead and Envelopes
     Compliments Card and Folder
     Paper Specifications
Introduction

This section introduces how to effectively use the guidelines document. It also illustrates the structure of the UAE federal government’s brand and how all federal entities collectively contribute to the government brand’s success through consistent application across all branded materials.
Update Highlights

These guidelines are designed to help all government entities—from federal ministries and authorities to national programs and initiatives—to apply the UAE government’s visual identity more efficiently for the years to come.

Expanded Applications

Introducing a wider range of brand applications across digital and print.

Room for Creative Freedom

While there are strict design restrictions on some applications (e.g. official stationery), federal entities will find more freedom in other cases to create designs that best serve their communication objectives (e.g. website).

Improved Usability

The guidelines are more adapted for digital use and are simpler to navigate.

Keep in mind...

Production of new templates or alteration of provided designs and artwork files is not allowed without the consultation of the UAE Government Media Office: gov.brand@pdo.gov.ae

How Will the Guidelines Help?

The UAE federal government’s visual identity serves as a reference for people to associate content and materials by federal entities with the UAE government.

When all government entities communicate with a unified image across all channels and materials, each entity’s messages are carried more powerfully to resonate with the relevant audiences.

Useful Resources

Online Portal

Offers an online and latest version of these guidelines.

Download Centre

Access all necessary brand assets (e.g. logos, fonts) and design templates to give you a head start with your designs.
Guideline Features

A  Breadcrumbs
   Indicate where you are in the manual. You can click breadcrumbs to navigate the document more easily.

B  Tip! / Keep in mind...
   Provide useful information on how you can deal with certain aspects of the visual identity.

C  Links
   Appear in blue and take you to relevant sources, such as other pages within the guidelines or external links such as the download centre.

Tip! / Keep in mind...
Entities are encouraged to share a copy of this document with third party business partners, such as advertising agencies and design firms, to ensure consistent brand application.

Remember to download the assets and use them to your advantage!
Brand architecture clarifies the structure of the UAE government and guides the application of its visual identity across the different federal government entities.

Keep in mind...

This document is for ministers of state and their offices. You may request the guidelines of other entities from the UAE Government Media Office, or find them on the online portal.
There are three ways to visually indicate the relationship between a federal entity and the larger UAE federal government brand. Ministers of state and their offices follow Lockup 1.

**Lockup 1**
Applies to: Ministries, Minister of State
The federal emblem is part of the entity logo and the entity completely follows UAE federal government brand.

**Lockup 2**
Applies to: Temporary Councils, Committees
Entity adopts UAE federal government brand (sub-brand) but has limited applications.

**Lockup 3**
Applies to: Authorities, National Programs and Strategies, Permanent Councils, Federal Entities Affiliated to Ministries
Entity has an independent brand. The federal emblem may be paired with the entity logo and must be used on specific official applications.

*Keep in mind...*
Each federal entity has its own set of guidelines according to its corresponding lockup. Remember to use the correct guidelines for your entity.
Logo Usage

The Minister of State may affiliate to the federal government by using the following logos to brand their collateral accordingly.

Minister of State

The Minister of State logo is used solely by the minister him/herself on the following limited applications:

- Letterhead.
- Envelopes.
- Compliments Card.
- Folder.

For business cards and email signatures, ministers of state must use The Cabinet logo. Refer to the Minister of State Stationery guidelines on p.50 for more details.

Minister of State Office

The minister’s office logo is used on the following items:

- Business card.
- Envelopes.
- Letterhead.
- Compliments card and folder.
- Official stamp.
- Email signature.
- Employee ID and name badge.

Refer to the Minister of State Office Brand Applications on p.40 for specifications.

National Program/Strategies for External Audiences

Ministers of state must create national programs or strategies to communicate with external audiences about their initiatives and activities. The brands of national programs and strategies may be used to create a limited set of items:

- Certificates.
- Website.
- MOU signing.
- Medial wall.
- Exhibition booths.
- Social media.
- Gifts and giveaways.

For more information, refer to the visual identity guidelines for national programs and strategies.
Brand Elements

This section introduces the building blocks of the visual identity: Logo, typography and colours. It is crucial for all government entities to apply the visual identity as specified in these guidelines to ensure consistent application across all branded materials.

Remember to download the brand assets from the online portal.
Logo
The minister of state office logo helps establish the office’s association with the UAE government. It is crucial to apply the logo as specified in these guidelines to ensure that it looks its best on every touchpoint.
Primary Logo

The minister of state office logo is composed of two main components—the federal emblem and the wordmark.
UAE Federal Emblem

The Falcon
Watchful, prepared and firmly grounded, the falcon embodies our strength and unity in the present, our pride in our past, and our agility to soar high into the future.

The Seven Stars
The seven stars represent the seven Emirates, united around the UAE flag and linked together as one by an unbreakable ring.

Calligraphy
The “United Arab Emirates” is etched on a red banner, weaving together the richness of our heritage and the elegance of our progress.
Wordmark as a Logo

The wordmark is a key identifier of all UAE minister of state office logos, with the hierarchy indicating that the minister of state is a representative of the UAE government. The country name is placed on the first line while the minister of state office title is placed on the second line under it.

Typefaces

The Arabic and English typefaces are clean, modern and elegant, set on both sides of the emblem to embody the concepts of symmetry and balance.

Colour

The gold typography symbolises the UAE’s prosperity, sophistication and the sand dunes among which our nation stands as a thriving oasis.
Primary Logo Construction

The primary logo brings the federal emblem and wordmarks together to capture the UAE’s strength, elegance, and balance.

• The emblem is placed in the centre of the composition, with the Arabic wordmark to its right and English to its left.
• The country name is set on the first line of the wordmark, and the minister of state office title on the second.
• The Arabic wordmark is placed to the right of the emblem, set in the AXT Manal typeface and left aligned.
• The English wordmark is placed to the left of the emblem, set in the Cronos Pro typeface in all caps and right aligned.
• The line spacing between the country name and minister of state office title is equal to one U character (in Cronos Pro from the baseline).
• The ratio of the wordmark height (including line spacing) to the emblem height is 3:8.
• The lines in Arabic should always be equal in width to the lines in English to maintain a balanced composition; use kashidas as necessary.
• The distance between the wordmarks and the emblem is equal to two U characters (in Cronos Pro).
• The top of the wordmark is vertically aligned to the top point of the top-centre star in the emblem.
Logo Usage

This chapter showcases various logo arrangements which allow the minister of state office logo to adapt to different contexts.

Keep in mind...

Do not use the minister of state logo in any co-branding situations. For partnerships and sponsorships, use the logos of the office’s initiatives, programs, or strategies instead. Visit p.09 for more details.
Logo Arrangements

Primary
The winged logo—with the Arabic and English wordmarks on either side of the emblem—is the preferred composition to use whenever possible.

Secondary: Horizontal
Used for single-language communication.

The emblem is placed to the left, with the wordmark to its right in both the Arabic and English variations.

Secondary: Vertical
Used in designs and layouts where horizontal space is restricted.

The bilingual vertical logo does not include the country name; only office title in both languages.

Wordmark
Used in cases where using the emblem is not permissible or space is limited.

The wordmark is bilingual, with the minister of state office title in Arabic set on the first line and English on the second. The country name is dropped.
Logo Variation Construction

Horizontal Arrangements

- The emblem always placed to the left, with either the Arabic or English wordmark to its right; the wordmark is always aligned left in either language.
- The country name is set on the first line of the wordmark, with the minister of state office title on the second.
- The line spacing between the country name and the minister of state office title is equal to one U character (in Cronos Pro from the baseline).
- The wordmark height (including line spacing) to the emblem height ratio is 3:8.
- The top of the wordmark is vertically aligned to the top point of the top-centre star in the emblem.
- The distance between the wordmarks and the emblem is equal to two U characters (in Cronos Pro).

Vertical Arrangements

- The emblem is always placed above of the wordmark.
- The emblem and wordmark are always centre-aligned.
- The distance between the bottom of the emblem and the top of the wordmark is one and a half U characters (in Cronos Pro).
- In single-language vertical arrangements, the line spacing between the first and second lines of the wordmark is one U character (in Cronos Pro).
- In the bilingual vertical arrangement, drop the country name and use the minister of state office title only: Arabic on the first line and English on the second. In this case, the line spacing between the first and second lines of the wordmark is one and a half U characters (in Cronos Pro).

Keep in mind...

*The Arabic line width must always match the English line width in all arrangements; use kashidas as necessary.*
Logo on Different Materials

**Paper**
- 4-colour offset (CMYK, Pantone)
- 4-colour Pantone Flat
- Blind emboss or deboss
- Gold foil stamping

**Leather**
- Etching or emboss
- Gold foil stamping
- 3D with Gold metallic finish

**Wood**
- Etching or emboss

**Metals**
- Etching

**Fabric**
- 4-colour stitching
Scaling and Minimum Size

The logo scales up or down according to where it appears, but the federal emblem must never be smaller than 1.2 cm wide in order to maintain its legibility and impact.

Keep in mind... Always maintain the logo’s composition when resizing it: Ensure that the relationship between the logo elements remains fixed and that they are resized proportionally.

The minimum emblem width is 1.2 cm.

The minimum height of the wordmark is 0.4 cm, used instead of the federal emblem when space is limited.
Clear Space

The logo in any arrangement should never be crowded by copy, other logos or any other graphic elements. As a general rule, the minimum clear space around a minister of state office logo is equal to the width of four U characters (in Cronos Pro) from all sides.

Tip!

Clear space is the minimum safe distance between the logo and any other visual element or edge. You may increase the distance of clear space, but do not reduce it.
## Logo Misuse

It is crucial that the logo appears consistently across all applications; it is best to use the logo as it is, without any manipulation or modification.

<table>
<thead>
<tr>
<th>Logo Misuse Description</th>
<th>Correct Use Example</th>
<th>Incorrect Use Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure the standard graphic appearance of the logo; do not change its opacity or add graphic effects such as drop shadows, colour filters or any other effects.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Preserve the structure of the logo. Do not alter the order of the lines.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Do not use any of the logo elements to create new graphics such as patterns or new marks.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Do not add department names to the logo.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Maintain the composition of the logo; do not stretch, rotate, flip or skew it.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Maintain enough clear space between the logo and other marks; no visual elements should invade the logo area.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>When resizing the logo, always resize both the emblem and wordmark(s) as one unit and maintain the composition and proportions of the logo.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Do not recolour the logo.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Do not recolour the logo.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
<tr>
<td>Do not use the federal emblem without the wordmark; the federal emblem may only be used by the UAE President and Prime Minister.</td>
<td><img src="image" alt="Correct Use Example" /></td>
<td><img src="image" alt="Incorrect Use Example" /></td>
</tr>
</tbody>
</table>
Typography
Typefaces

Typography is a powerful brand tool that distinguishes the UAE government brand and adds visual meaning to communication materials. Ultimately, the aim is to establish logical hierarchies that are clear and legible for the audience to read and understand.
Primary Typeface

Univers is a timeless neo-grotesque sans-serif typeface family. It was designed by Adrian Frutiger and released by Deberny & Peignot in 1957. The type family is versatile and rich in its weights, allowing for high legibility and contrast in typographic hierarchies in both Arabic and English.

“In the UAE, our aspirations are high... Our motivations are high... More importantly, our government is flexible and proactive... and our team of talented professionals is responsible and dedicated to our goals”

— His Highness Sheikh Mohammed bin Rashid Al Maktoum

Keep in mind...

Always use Arabic numerals (keyboard English) to display numbers in both languages.
Formal Pairing

Cronos Pro (Latin) and AXT Manal (Arabic) are counterparts and are always paired together; this pairing is used for federal wordmarks and on official stationery such as business cards, stamps and document footers.

Cronos Pro and AXT Manal may also be used to complement Univers to add a sense of formality and establish a more direct association with the UAE government brand.

“IN THE UAE, OUR ASPIRATIONS ARE HIGH... OUR MOTIVATIONS ARE HIGH... MORE IMPORTANTLY, OUR GOVERNMENT IS FLEXIBLE AND PROACTIVE... AND OUR TEAM OF TALENTED PROFESSIONALS IS RESPONSIBLE AND DEDICATED TO OUR GOALS”

—His Highness Sheikh Mohammed bin Rashid Al Maktoum

Keep in mind...

Do not use Cronos Pro and AXT Manal for body text; these typefaces are best used for titles, headlines, and captions.

Tip!

Use Arial as an alternative font for Univers, Cronos Pro or AXT Manal when needed.
Formal Pairing Examples
Typography Principles

The following typography principles help to provide a quick reference for maximising legibility and readability.
Hierarchy

Establishing logical visual hierarchies is one of the core functions of typography; it clarifies structure and helps readers identify the priority order for reading and understanding content. You can use tools such as size, weight, colour, contrast and spacing to create hierarchies that communicate your message effectively.

The Title
When all text blocks are treated similarly, with the same font size, weight, colour, alignment… things get a little confusing. Does every component have the same level of importance? Is nothing a subset of anything else?

A Subtitle
Without clear hierarchies, you would not be giving the reader useful information to help them understand the structure of our content.

Body Text

Two of the most important factors when it comes to body text are legibility and readability. So Arial is used instead of Cronos Pro or AXT Manal for body text in both Arabic and English.

The Title

It’s good to think of hierarchy in terms of how you want to guide the reader’s eyes. Where do you want them to look first? Where do you want them to look next? Type is a terrific tool to communicate logically.

A Subtitle

Clearly differentiating between text blocks helps readers navigate. Everything is clear, everything is in its place.

Headline

More stylised fonts surely have their use. But using such fonts for body text can get a little too much to read seamlessly.

Some typefaces just get too burdensome to read in longer formats and smaller sizes. Keep it simple, and keep it clear.

Headline

Body text, in most cases, is there to be read by someone. So, function criteria become essential: legibility and readability.

Univers and Arial are clean sans-serifs which are easy for the reader to see, read and comprehend.
Leading

A comfortable white space between each line gives your text room to breathe. Leading should be set tight, but not too tight. Too little space between each line makes it difficult for the eye to track from one line to the next, and too much space makes the text seem disjointed and more difficult to read.

When lines are not clearly separated and they are crammed together, it becomes difficult to read and easy to skip a line or read the same line again. With time, it can become painful and irritating.

When lines are too far apart, the flow of ideas from one word to the next and one sentence to the next begins to feel disjointed.

Comfortable leading helps readers follow your text without much strain on their eyes. The trick is to always aim for legibility and readability; lines should not compete with other lines for space, and they should not be so far apart that they might be understood as separate text blocks.

Alignment

Text is easier to read when spaces, words and letterforms are even. Aligning text with the direction of reading maximises readability and is preferred over justifying, especially for longer forms of text.

Justified text creates rivers of white space in your paragraphs. Additionally, it makes characters, words, and sentences look disjointed and uneven.

Aligning your text with the direction of reading maximizes its readability: It reduces strange spaces between letters and allows the reader to identify words and process sentences more naturally.
Colours

- **PANTONE® COOL GRAY 11 CP**
  - Iron

- **PANTONE® 8960 C**
  - Gold

- **PANTONE® 877 C**
  - Silver

- **PANTONE® 2154 C**
  - Sapphire Blue
Colour

When used appropriately, colour is one of the most efficient ways to make sure that all government entities deliver a cohesive, consistent federal image.
The design language utilises a lot of white space (60% or more in most cases). Silver and Iron occupy around 15% of the design space each, and gold around 5%.

One way to think of the colours is to see White as the canvas upon which the metals meld together in harmony.
Secondary Palettes

Additional colours may be introduced to support the design in subtle ways, like bringing focus to design elements such as buttons or highlights. Remember to use only one of the three colour palettes—never mix!

- **Sapphire Blue**
  - Pantone 2154 C
  - Pantone 2196 U
  - RGB: R 0, G 75, B 185
  - CMYK: C 100, M 70, Y 00, K 00

- **UAE Red**
  - Pantone 186 C
  - RGB: R 200, G 16, B 255
  - CMYK: C 00, M 100, Y 85, K 06

- **UAE Black**
  - Pantone Black C
  - RGB: R 0, G 0, B 0
  - CMYK: C 10, M 10, Y 10, K 100

- **UAE Green**
  - Pantone 348 C
  - RGB: R 0, G 132, B 61
  - CMYK: C 96, M 02, Y 100, K 12
Secondary Palettes Examples
Brand Applications

While the previous section covers the elements of the minister of state office brand, this section is where all these elements come together to bring the brand to life.

Remember to download the design templates and use them to your advantage!
Essentials

This chapter sets the standards for applying the visual identity on essential branded items, such as business cards, letterheads and email signatures.
Business Card

- Only use an individual’s first and last names on the business card. Full names may only be used for the Minister and Director General.
- Titles and honorifics (e.g. Dr.) may be added to the business card holder’s name where applicable.
- The appropriate website URL must be used.

1. AXT Manal Bold 25 pt.
2. AXT Manal Bold 12 pt.
3. Cronos Pro Bold 11 pt all caps Gold.
5. English: Cronos Pro Regular 7/8 pt
   Arabic: AXT Manal Regular 10 pt.
Letterhead

Tips!

You can also use letterheads as the foundation for various applications, including reports and forms.

For continuation pages, simply use the letterhead without the footer.

Footer Text

- Arabic: AXT Manal Regular 30 pt.
- English: Cronos Pro Regular 11 pt.
- Arabic and English text are aligned to the same baseline.
- Use Arabic numerals (keyboard English) for both languages.
- Website URL: Cronos Pro Bold 11 pt.
Envelopes

The logo scales according to the design area of the envelope. You may add a confidentiality strip on the flap of the envelope when needed.
Compliments Card and Folder

- Apply the footer text consistently as specified on the letterhead page (p.43).
- Primary logo size on applications: 1.7 cm
- For paper specifications, refer to p.53 or download the template from the online portal.
Official Stamp

1. AXT Manal Regular 9.8 pt Black.
2. AXT Manal Regular 8 pt Black.
3. Cronos Pro Regular 4.5 pt Black.

- Instead of black, the stamp ink can be red or green and can be numbered.
- Only use the minister of state office title, not the logo.
- Use the official font pairing.
- The width of the stamp is 6 cm.
Email Signature

**A. Desktop**
- Baseline grid height: 20 px.

**B. Mobile**
- Baseline grid height: 18 px.

**C. Disclaimer**
- Body Text: Silver.
- Highlights: Red.
- Arabic: Regular 12 pt.
- English: Regular 10 pt

<table>
<thead>
<tr>
<th>English Text</th>
<th>Arabic Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regular 22 pt all caps.</td>
<td>Regular 27 pt.</td>
</tr>
<tr>
<td>3 Regular 17 pt.</td>
<td>Regular 17 pt.</td>
</tr>
<tr>
<td>4 Regular 10 pt all caps.</td>
<td>Regular 15 pt.</td>
</tr>
<tr>
<td>5 Regular/Bold 17 pt.</td>
<td>Regular/Bold 22 pt.</td>
</tr>
<tr>
<td>6 Regular 14 pt/gold.</td>
<td></td>
</tr>
</tbody>
</table>

**Keep in mind**

Email signatures are always bilingual, using the font Arial for both body text and signatures in both languages.
**Email Signature Misuse**

- Do not recolour the text or any other elements.
- Do not use fonts other than Arial.
- Do not rearrange the text or realign languages.
- Do not use one language for the email signature; it must always be bilingual.
- Do not resize the logo or alter its proportions.
- Only use the primary (winged) logo: Do not use other logo arrangements.
- Do not use the single-colour or wordmark logo variations.
Employee ID and Name Badge

Employee Name Badge

Used only for customer-facing employees.

1 Arial Regular 12 pt Gold.
2 Arial Regular 7 pt Silver.
3 Arial Regular 8 pt all caps Gold.
4 Arial Regular 6 pt Silver.
5 Arial Regular 7 pt Black.
6 A: Arial Regular 8 pt Black.
E: Arial Regular 7 pt Black.

This identification card is property of the UAE Minister of State Office. In case this card is found, please mail it to P.O. box 123456 Dubai, UAE or call +971 2 345 6789.
Minister of State Stationery

A minister of state may produce his/her own items using the federal government brand. The items in this chapter are the only items a minister of state is permitted to produce.
Business Card and Email Signature

Keep in mind...

The Cabinet logo is used on minister of state business cards and email signatures; The Cabinet logo may not be used in any other cases.
Letterhead and Envelopes

Tip!
Official letterheads may be used to produce official letters, reports and forms. For more details, refer to p.53.
Compliments Card and Folder

- Apply the footer text consistently as specified on the letterhead page (p.43).
- Primary logo size on applications: 1.7 cm
- For paper specifications, refer to p.53 or download the template from the online portal.
## Paper Specifications

Paper Stock: FEDRIGONI, CONSTELLATION, SNOW EE 33 RASTER

<table>
<thead>
<tr>
<th>Weight (gsm)</th>
<th>90</th>
<th>130</th>
<th>170</th>
<th>200</th>
<th>240</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Letterhead And Continuation Sheet</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Envelopes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Compliments Slip and Card</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Folders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Visual Identity Guidelines for UAE Federal Government Entities: Minister of State Office

This document is published and distributed by the UAE Government Media Office.

Visit the online portal to access these guidelines online or download design templates and other brand assets.

For more information, please contact gov.brand@pdo.gov.ae.