مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin **Rashid**
Al Maktoum Global Initiatives

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

INTERNATIONAL HUMANITARIAN CITY
IDENTITY GUIDELINES

2016

Introduction

The present document contains various templates and guidelines aiming at helping IHC's staff, designers and suppliers develop and produce communication materials in line with IHC's visual brand identity.

Templates and artwork are available for common applications such as stationery, press ads, roll-up banners or corporate brochures. For all other applications, basic elements and general guidelines are provided to help accomodate all sorts of formats, sizes and printing processes.

Table of Contents

symbol

مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin **Rashid**
Al Maktoum Global Initiatives

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

combination mark

wordmark

مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin **Rashid**
Al Maktoum Global Initiatives

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

Official Logo

Language wise, the IHC logo should preferably be used in its bilingual English/Arabic version.

In copy, IHC should be referred to as International Humanitarian City in the first instance, and IHC in capital letters thereafter.

4

C0, M0, Y0, K80
Pantone
425C

C0, M5, Y58, K0
Pantone
586C

C60, M5, Y95, K0
Pantone
369C

C35, M2, Y67, K0
Pantone
366C

Color Palette

IHC Corporate Colours

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives

Color Variations

For applications that allow only one-colour printing,
only the option shown can be used.

RGB 109, 182, 73
CMYK 62, 5, 96, 0

Logo Placement

The IHC logo must be shown next to the Mohammed Bin Rashid Al Maktoum Global Initiatives logo at all times.

6

Clear Area

1/2

Minimum Size

36mm

Clear Area

A clear area surrounding the graphic area of the logo, which width is equivalent to half the size of the globe, should also be respected to ensure that the logo appears prominent and uncluttered. Do not place text or any graphic element within this area.

Minimum Size

The IHC logo should always appear legible and recognizable. The minimum size indicated here (36mm) width must be respected in order to ensure readability.

7

GOTHAM REGULAR
INTERNATIONAL HUMANITARIAN CITY

GE SS UNIQUE LT
المدينة العالمية للخدمات الإنسانية

BLISS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLISS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typefaces

The fonts used for the IHC logo's typeface are:

a) English: Gotham Regular

b) Arabic: GE SS Unique LT

The fonts used for body copy in stationery
(e.g address, names) and adverts are:

a) English: Bliss Bold - Headlines / Bliss Regular - Body Copy

b) Arabic: GE SS Unique LT - Headlines / Lateef - body copy

2. IHC Pillars

LEAD
HUMANITY

INNOVATE
HUMANITY

PARTNER
HUMANITY

CONNECT
HUMANITY

ريادة
للإنسانية

ابتكر
للإنسانية

شارك
للإنسانية

تواصل
للإنسانية

مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin **Rashid**
Al Maktoum Global Initiatives

X

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

X

LEAD
HUMANITY

LEAD
HUMANITY

Logo Placement with IHC Pillars

Color

⬤	C30, M22, Y17, K57 Pantone Cool Gray 09	
⬤	C60, M5, Y95, K0 Pantone 369C	

Logo Placement with IHC Initiatives

5. Communication Tools

Web Guidelines

Clear Area

A clear area surrounding the graphic area of the logo, which width is equivalent to half the size of the globe, should also be respected to ensure that the logo appears prominent and uncluttered. Do not place text or any graphic element within this area.

Minimum Size

The IHC logo should always appear legible and recognizable. The minimum size should be 250px width must be respected in order to ensure readability.
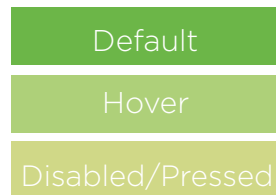
Clear Area

1/2

مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

Minimum Size

مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives

المدينة العالمية للخدمات الإنسانية
INTERNATIONAL HUMANITARIAN CITY

250 px

Favicon

16 px

16 px

Buttons

Default

Hover

Disabled/Pressed

C0, M0, Y0, K80
R88 G88 B91
#58585B

C20, M5, Y58, K0
R210 G216 B136
#D2D888

C60, M5, Y95, K0
R108 G179 B68
#6CB344

C35, M2, Y67, K0
R173 G207 B122
#ADCF7A

GOTHAM REGULAR BOLD
INTERNATIONAL HUMANITARIAN CITY

ABC

GOTHAM REGULAR
INTERNATIONAL HUMANITARIAN CITY

ABC

GE SS Unique Light
المدينة العالمية للخدمات الإنسانية

أبت

LATO LIGHT 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABC

Paragraph - LATO Light 300 (Google Font)
He lay on his armour-like back, and if he lifted his head
a little he could see his brown belly, slightly domed and
divided by arches into stiff sections. The bedding was
hardly able to cover it and seemed ready to slide off
any moment.

Email Signature

محمد عبد الله
Mohammed Abdullah
مساعد مدير مشاريع
Associate Project Manager

T +971 4 368 0202
D +971 4 368 0293
F +971 4 368 1099
E mohammed.abdullah@ihc.ae
W www.ihc.ae

Connect with us
f 🐦 in 📷

Typography - English

Heading

H1 HEADING	**GOTHAM REGULAR BOLD**
H2 HEADING	**GOTHAM REGULAR BOLD**
H3 HEADING	GOTHAM REGULAR

Bold, *Italic*, ~~Strikethrough~~, link

Alt Web Font
Google Font   LATO light 300

Typography - ARABIC

Heading

H1 HEADING	**GE SS UNIQUE BOLD**
H2 HEADING	**GE SS UNIQUE BOLD**
H3 HEADING	GE SS UNIQUE LIGHT
Paragraph Google Font	LATEEF NORMAL 400

24