



dubai
humanitarian

Brand Guidelines



dubai humanitarian

Brand Guidelines . 2023

dubai humanitarian

Brand Guidelines . 2023



02. Brand Assets

Logo

Colour

Brand Extensions

Typography

Iconography

Graphic Language

Image Style

Visual Language

English logo

This is the preferred version of the English logo. The green logo should always be used on a white background and the white logo on dark backgrounds. The orange dot remains unchanged on both light and dark backgrounds.



dubai
humanitarian

The logo features the word "dubai" in a lowercase, rounded sans-serif font, with a small orange dot above the letter 'i'. A thick green arch starts from the top of the 'i' and curves over the word "humanitarian", which is written in a larger, bold, lowercase sans-serif font.

dubai
humanitarian

The logo is rendered in white on a solid green background. It consists of the word "dubai" in a lowercase, rounded sans-serif font with an orange dot above the 'i', and a white arch over the word "humanitarian" in a larger, bold, lowercase sans-serif font.

dubai
humanitarian

The logo is rendered in white on a dark blue background. It consists of the word "dubai" in a lowercase, rounded sans-serif font with an orange dot above the 'i', and a white arch over the word "humanitarian" in a larger, bold, lowercase sans-serif font.

02. Brand Assets

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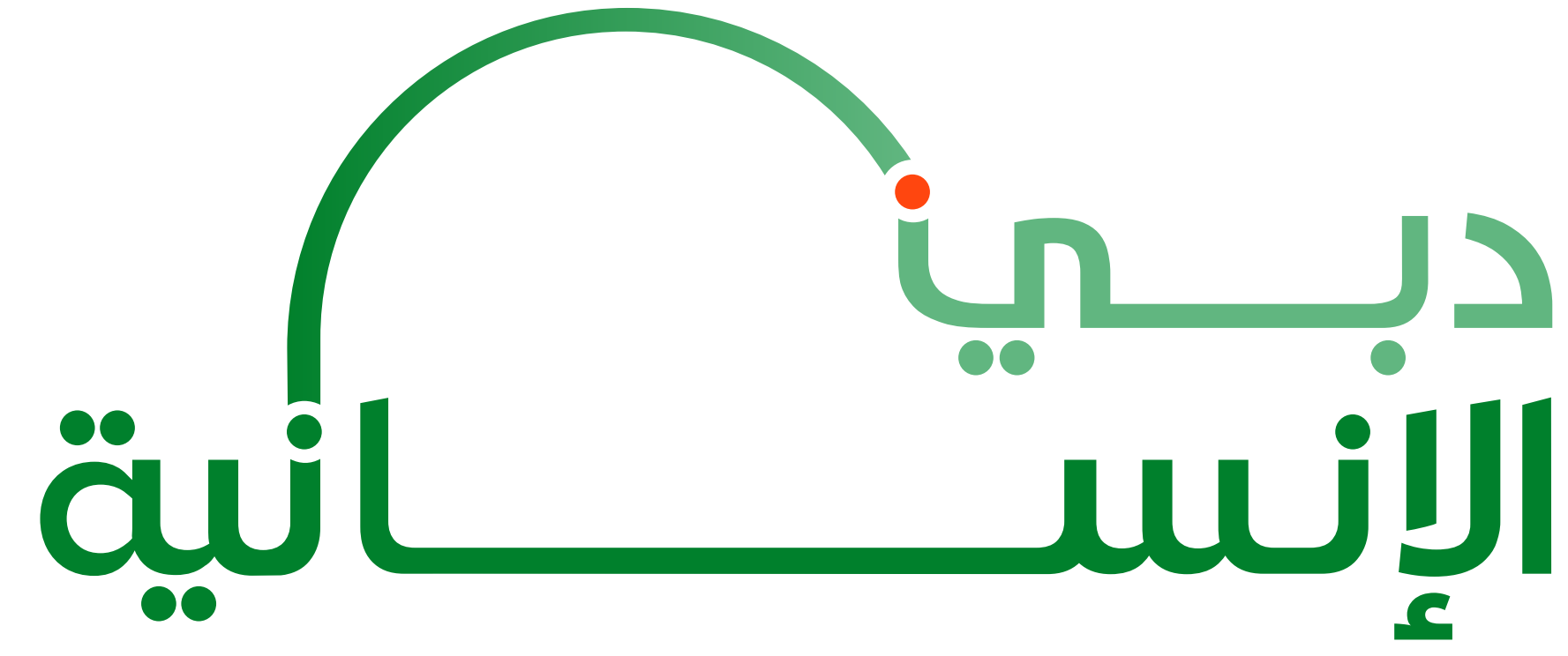
Graphic Language

Image Style

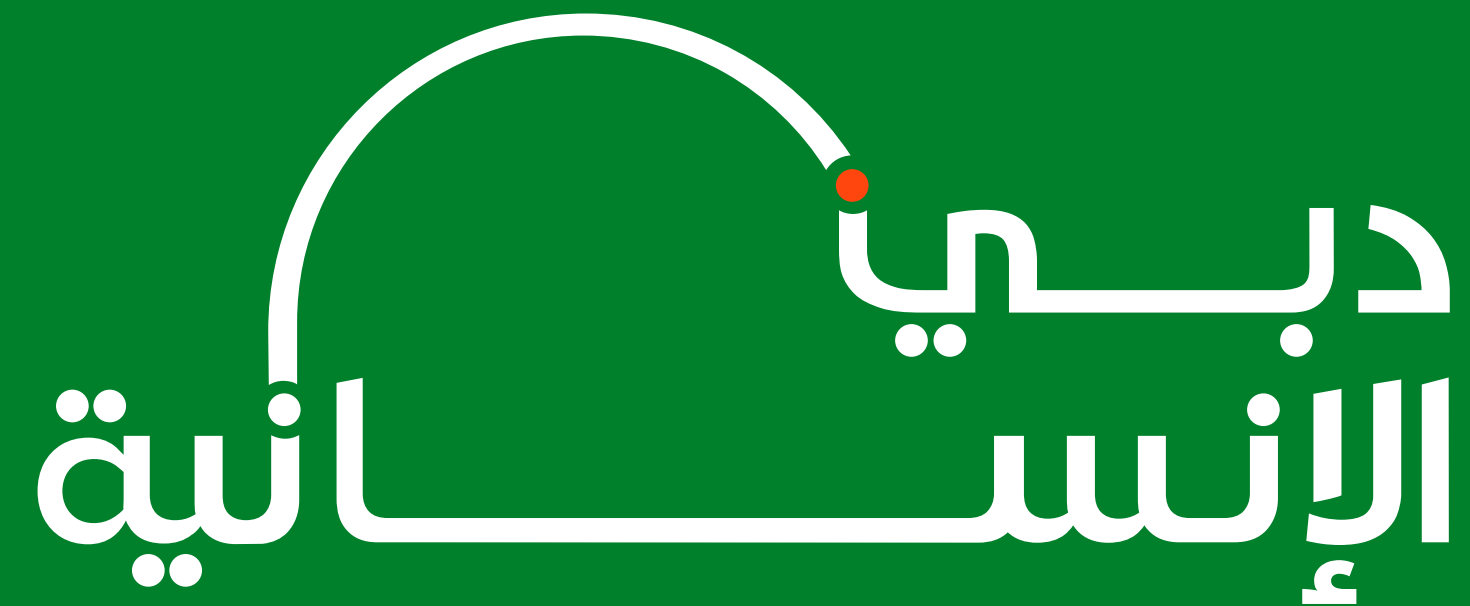
Visual Language

Arabic logo

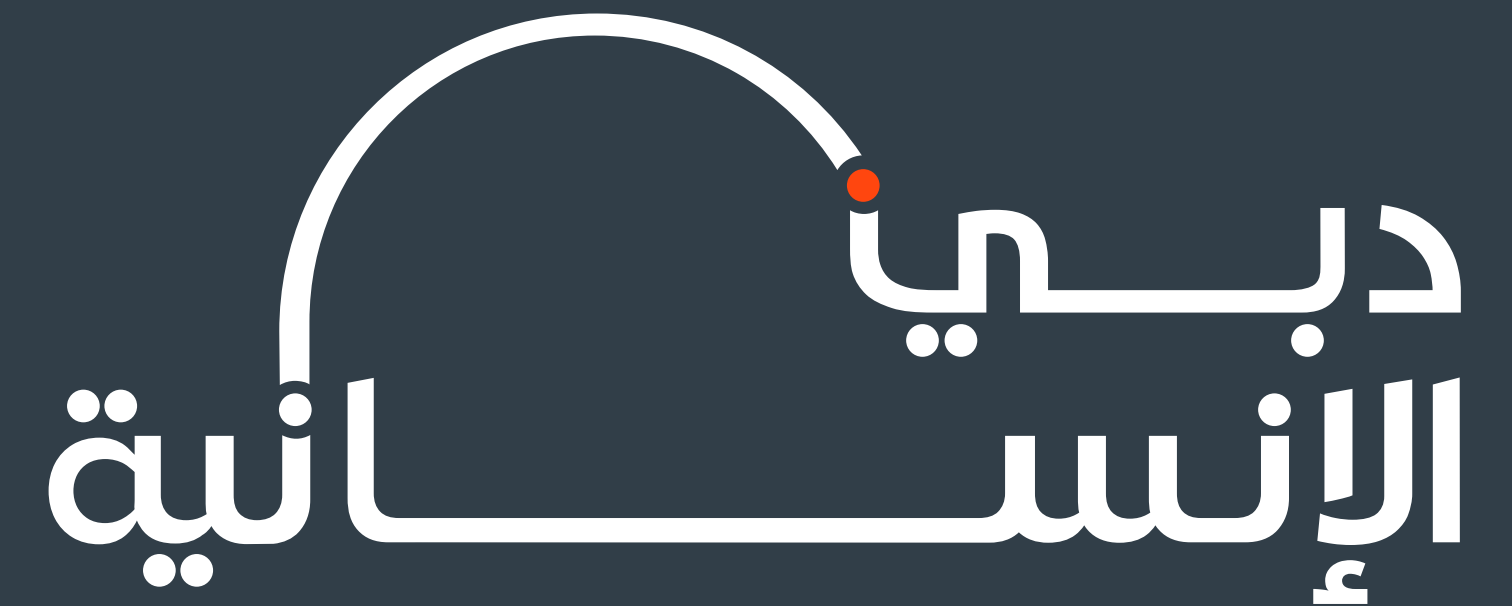
This is the preferred version of the Arabic logo. The green logo should always be used on a white background and the white logo on dark backgrounds. The orange dot remains unchanged on both light and dark backgrounds.



دببي
الإنسانية



دببي
الإنسانية



دببي
الإنسانية

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Dual Language Logo

This is the preferred version of the dual language logo. It should always be used on a white background or reversed on dark backgrounds as shown on this page.

dubai
humanitarian
دبي الإنسانية

dubai
humanitarian
دبي الإنسانية

dubai
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دبي الإنسانية

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Responsive Logo Versions

The design of the Dubai Humanitarian logo ensures its responsiveness and ability to adjust to different sizes and formats.

Options 2 & 1 are well-suited for larger formats like printed materials as well as smaller formats like digital materials.

1.



dubai humanitarian
دبي الإنسانية

2.



dubai humanitarian

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Black & White

Some applications may have a constraint on colour and require the presence of the logo in %100 black.

Please use this page as a guide for the proper presentation of the logo in such situations.

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Incorrect Logo Usage

1. Do not modify the colour of the logo.
2. Do not replace the gradient with a solid color.
3. Do not tilt the logo.
4. Do not distort the logo
5. Do not place the logo on a background that might affect its legibility.
6. Do not add a drop shadow or any other effect to the logo.



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Iconography

Graphic Language

Image Style

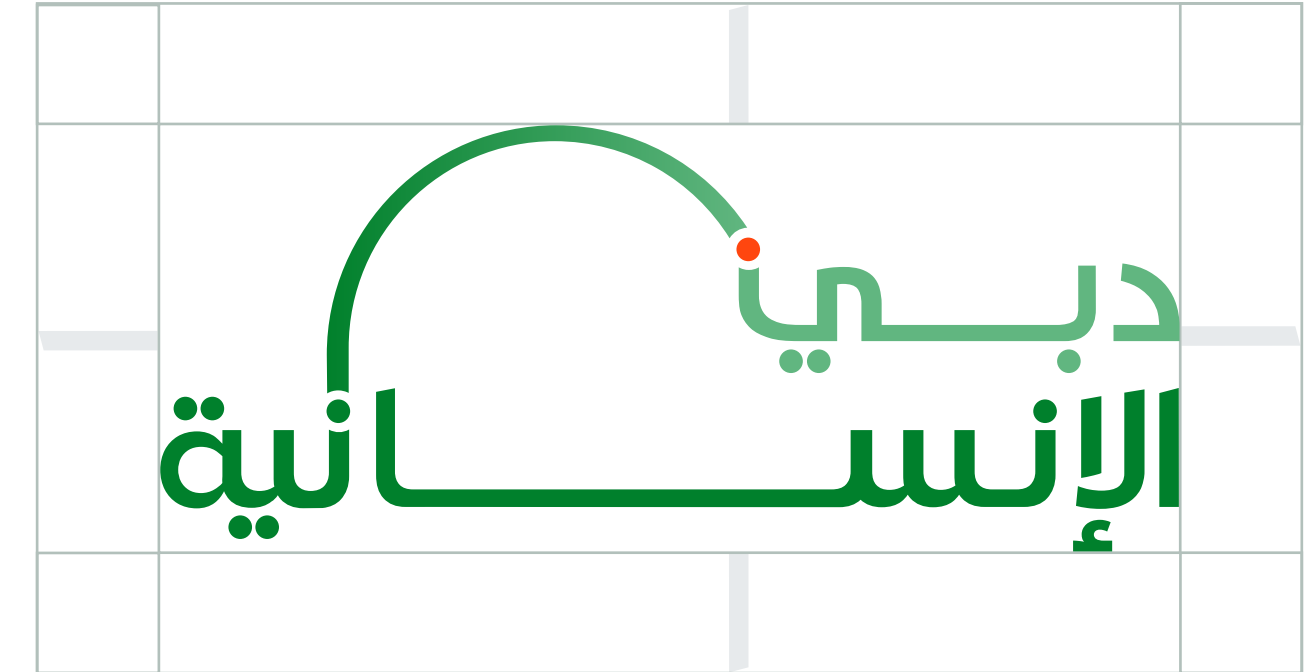
Visual Language

Clear Space & Minimum Sizes

The minimum clear space is defined by the length of a letter found in the logo, as shown on this page.

Whenever possible, no other graphic elements should appear within this space.

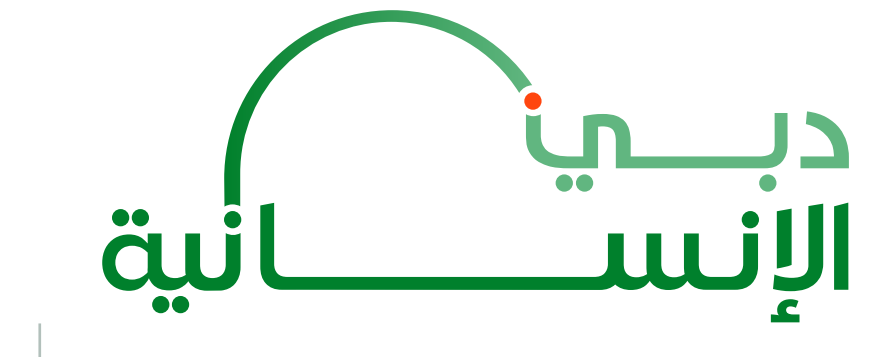
Clear Space



Minimum Sizes



40 mm - 280 pixels



40 mm - 280 pixels

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Co-branding

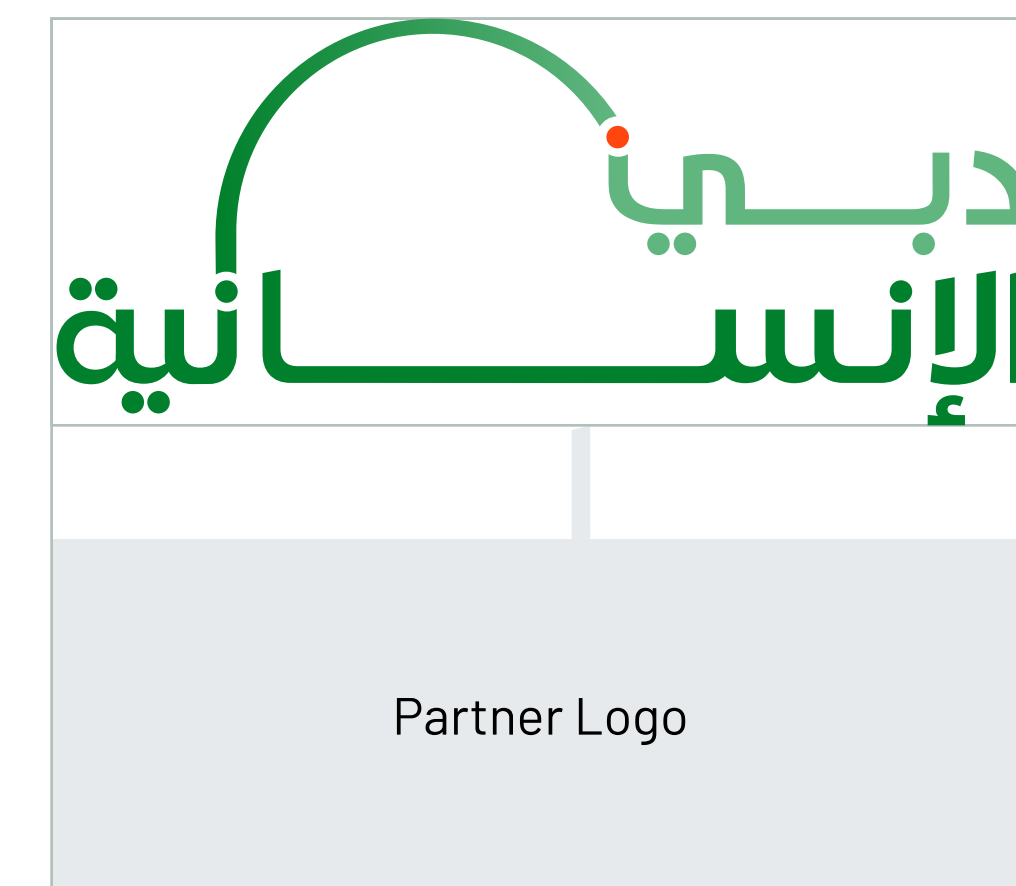
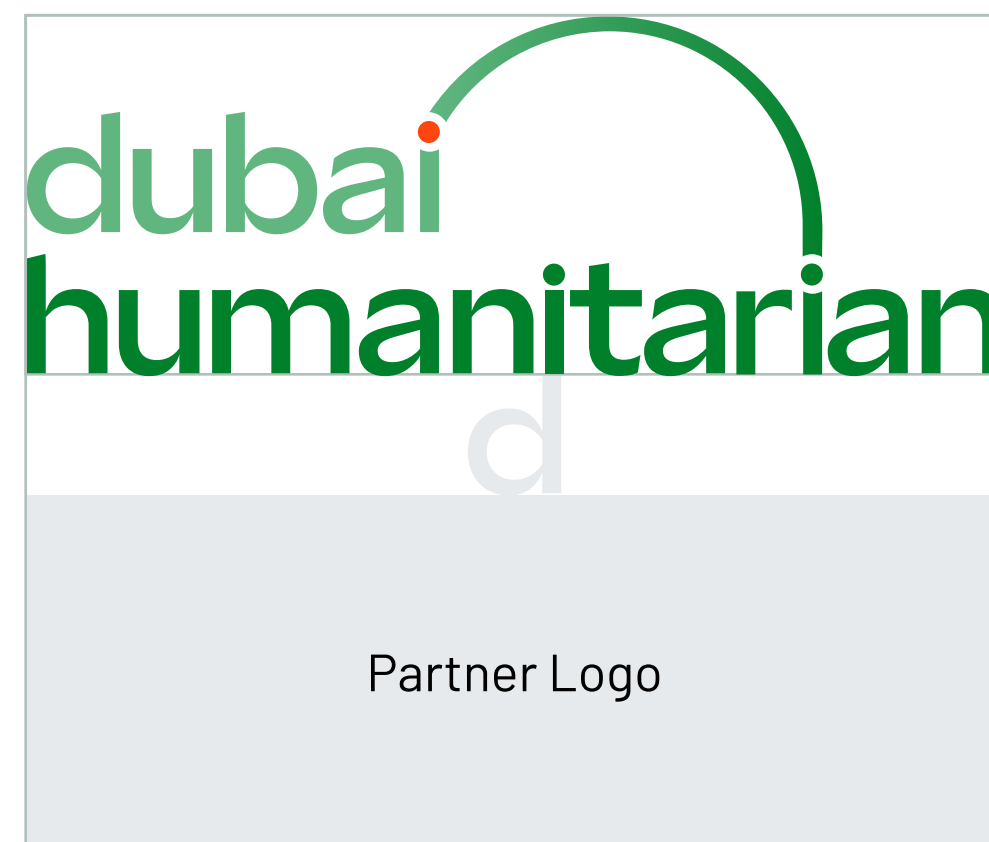
In the event of a partnership, the other company's logo can be placed to the right or below the Dubai Humanitarian logo.

The minimum clear/safe space between the logos should always be adhered to.

Horizontal



Vertical



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Primary & Secondary Colours

Colour provides the Dubai Humanitarian brand with a powerful means of identification. Please follow these specifications for all print and digital usage.

Primary Colors

356 C

7 / 23 / 100 / 10
0 / 128 / 43
#00802b

346 C

64 / 2 / 61 / 0
96 / 182 / 128
#61b680

172 C

0 / 82 / 90 / 0
225 / 70 / 18
#ff4612

Secondary Colors

130 C

0 / 39 / 95 / 0
247 / 168 / 0
#f7a800

5517 C

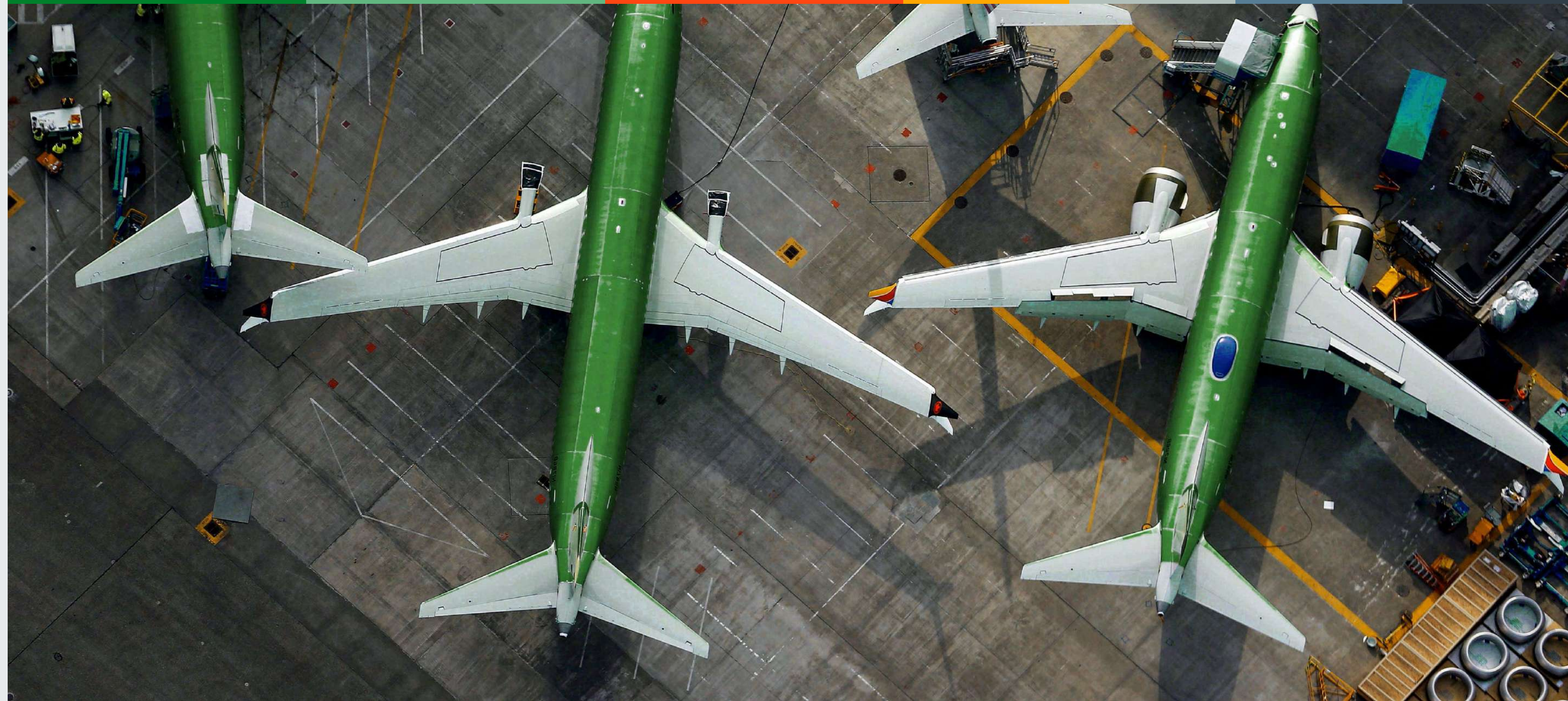
35 / 17 / 26 / 2
178 / 192 / 187
#b2c0bb

4515 C

67 / 38 / 29 / 11
93 / 126 / 149
#5d7e95

432 C

77 / 57 / 48 / 48
52 / 67 / 76
#34434c



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English Typeface

The typefaces have been carefully selected to strengthen the recognition of the Dubai Humanitarian brand. Used consistently, they create a powerful and instantly recognisable typographic style that combines sans serif and serif typefaces.

The English typeface is Barlow Bold for headlines and Noto Serif for subheadlines and body copy which are google fonts that have been designed for print and digital use.

Headline style - Barlow Bold

This is a headline

Sub-head style - Noto Serif Regular

This is a subhead

Body copy style - Noto Serif Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrum exercitationem ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

02. Brand Assets

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Arabic Typeface

The typefaces have been carefully selected to strengthen the recognition of the Dubai Humanitarian brand. Used consistently, they create a powerful and instantly recognisable typographic style.

The Arabic typeface is Bahij Helvetica Neue Bold for headlines and TheMixArab for subheadlines and body copy designed for print and digital use.

Headline style - Bahij Helvetica Neue Bold

هذا هو العنوان

Sub-head style - TheMixArab Regular

هذا عنوان فرعي

Body copy style - TheMixArab Regular

تعتبر المدينة العالمية للخدمات الإنسانية المنطقة الحرة الإنسانية الوحيدة غير الربحية والمستقلة، وتستضيف مجتمعًا متنوعًا من 87 عضوًا بما في ذلك منظمات الأمم المتحدة، والمنظمات الدولية غير الحكومية، والمنظمات الحكومية الدولية، والشركات التجارية. يتكون المجتمع الإنساني الدولي في دبي من حوالي 500 شخص يمثلون أكثر من 68 جنسية.