

Dubai Electronic Security Center



Identity Manual
EDITION 1.0 | APRIL 2018

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Identity Elements

Logo

1.1

Identity Elements

The new logo of Dubai Electronic Security Center does not use any circular outline. The logo is free of barriers, which provides a feeling of transparency and openness.

Master Logo



1.2

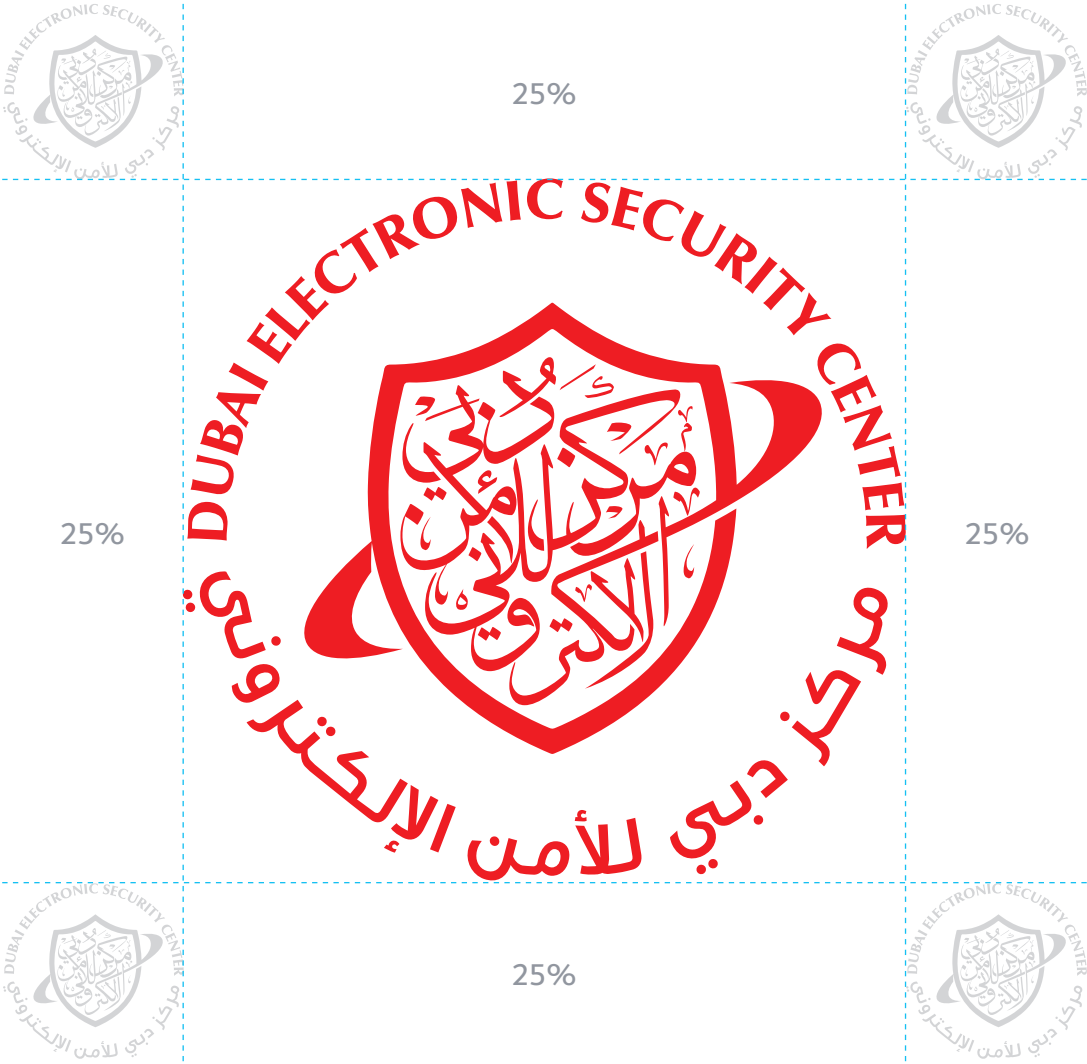
Identity Elements

When using the logo without the PCB lines, it is important to respect the clearance zone at all times.

Clearance Zones
Always allow at minimum a space of 25% of the logo size around the logo.

Minimum Width
The minimum width of the logo should never be smaller than 90px or 32mm

Master Logo Usage



1.3

Identity Elements

Color Variations
 Color variants of the logo can only be used in black, white and the signature red. No other colors are permitted.

Master Logo Variations



1.4

Identity Elements

- Circular**
The circular logo inclusive of an outline should always result in the internal portion being white.
- Shield**
The shield logo should only be used when accompanied by other branding elements.
- Rectangle**
The rectangle logo should be used as a header, or alongside the Dubai Governement Logo.

Alternative Logos



1.5

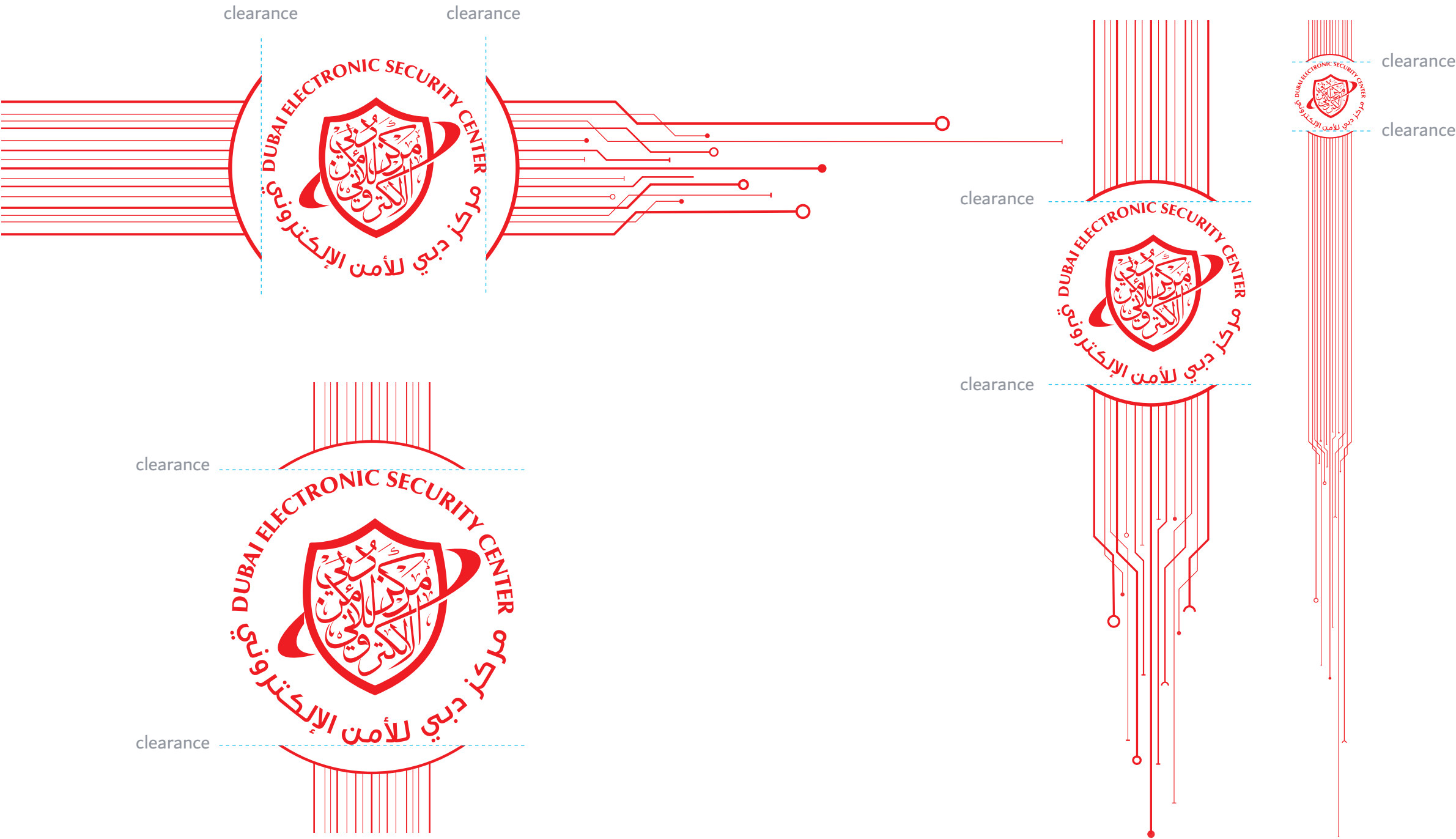
Identity Elements

The logo will oftentimes be placed within the PCB lines. There should always be a partial circle around it, to ensure it is legible.

Clearance Zones

Regardless of the placement of the logo within the PCB lines, there should always be a clearance zone visible.

Logo With PCB Lines



1.6

Identity Elements

The logo should never be used in the following ways. Please ensure continuity of the identity when using the brand guidelines.

Logo Misuse



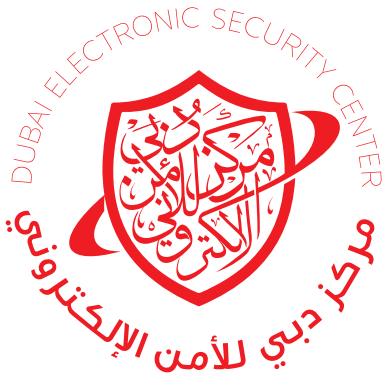
Do not change the color of the logo



Do not crop the logo



Do not change the size of any of the logo elements



Do not change the logo typeface



Do not disproportionately scale the logo



Do not rotate the logo



Do not place the logo on complex backgrounds



Do not remove any of the logo elements

Color Palette & Gradients

Colors

2.1

Color Palette & Gradients

The main color palette for DESC spans from light red to dark red and light blue to dark blue.

Color Palette

<div></div> <div>CMYK C30 M100 Y100 K40</div> <div>RGB R122 G19 B21</div> <div>HEX #791214</div>	<div></div> <div>CMYK C20 M100 Y100 K20</div> <div>RGB R167 G28 B32</div> <div>HEX #A61C20</div>	<div></div> <div>CMYK C0 M100 Y100 K0</div> <div>RGB R237 G28 B36</div> <div>HEX #ED1C24</div>	<div></div> <div>CMYK C0 M80 Y60 K0</div> <div>RGB R241 G91 B91</div> <div>HEX #F05A5B</div>	<div></div> <div>CMYK C60 M0 Y0 K0</div> <div>RGB R68 G200 B245</div> <div>HEX #43C7F4</div>	<div></div> <div>CMYK C100 M0 Y0 K0</div> <div>RGB R0 G174 B239</div> <div>HEX #00ADEF</div>	<div></div> <div>CMYK C100 M60 Y0 K0</div> <div>RGB R0 G102 B179</div> <div>HEX #0066B2</div>	<div></div> <div>CMYK C100 M89 Y27 K13</div> <div>RGB R34 G57 B114</div> <div>HEX #223971</div>
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2.2

Color Palette & Gradients

Grey tones are also an active part of the identity, and should be used as per the guidelines below.

Neutral Color Palette

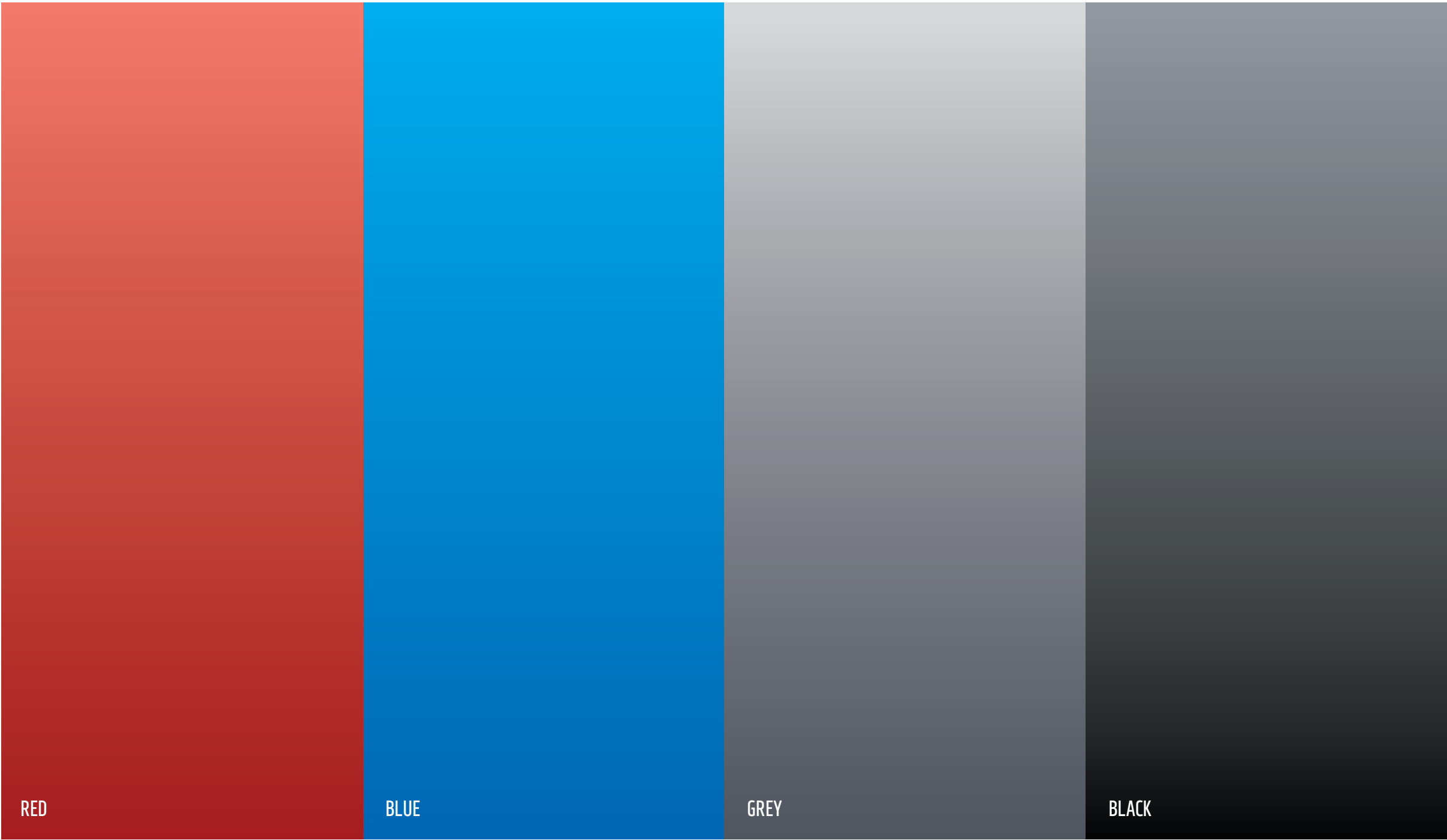
<div></div> <div>CMYK C15 M10 Y10 K0</div> <div>RGB R214 G217 B218</div> <div>HEX #D6D8DA</div>	<div></div> <div>CMYK C45 M35 Y30 K0</div> <div>RGB R149 G153 B162</div> <div>HEX #9499A2</div>	<div></div> <div>CMYK C67 M58 Y47 K25</div> <div>RGB R85 G89 B98</div> <div>HEX #545861</div>	<div></div> <div>CMYK C40 M30 Y30 K100</div> <div>RGB R0 G0 B0</div> <div>HEX #000000</div>
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2.3

Color Palette & Gradients

Gradients can be used as needed to give depth to a background. They work well alongside the polygon universe.

Gradients



Fonts

3.1

Primary & Secondary Fonts

Bukra Condensed Regular is the main font used for headlines, messages etc.

Bukra Condensed Extra Light and Semi Bold can be used if necessary, but not as a primary option.

The Bukra Condensed Slanted styles can be used for quotes, descriptions etc.

Primary Typeface

Aa
aaa

29LT Bukra Condensed Extra Light
29LT Bukra Condensed Regular
29LT Bukra Condensed Semi Bold

Aa
aaa

29LT Bukra Condensed Extra Light Slanted
29LT Bukra Condensed Slanted
29LT Bukra Condensed Semi Bold Slanted

3.2

Primary & Secondary Fonts

The Dubai Font is used as a secondary typeface, for both printed and digital documents.

Secondary Typeface A

Aa
a a a a

Dubai Light Dubai Light Dubai Medium **Dubai Bold**

3.2

Primary & Secondary Fonts

Bukra Regular can be used as a substitute for the Dubai Font and for headlines needing a non-condensed typeface.

Secondary Typeface B

Aa
aaa

29LT Bukra Thin
29LT Bukra Regular
29LT Bukra Bold

Aa
aaa

29LT Bukra Thin Slanted
29LT Bukra Slanted
29LT Bukra Bold Slanted

Key Visuals

4.1

Lines & Polygons

Colors

The PCB lines can be used in both red and white, depending on the background.

Line Usage

Currently, there are two different versions of the PCB lines. The lines can be drawn freely as long as they are 1, 2 and 3 pixels thick with straight lines bending at 45 degrees.

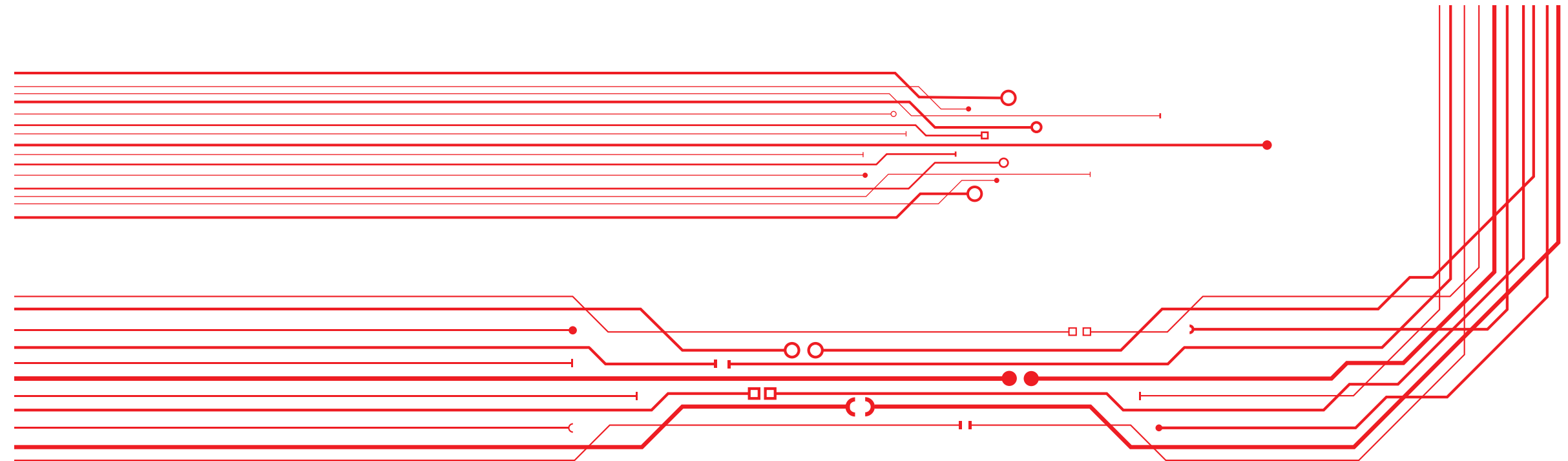
Scaling

The PCB lines on the right are 1, 2 and 3 pixels in thickness. When used together and scaled, the above ratio should be maintained accordingly.

Thickness

The half circles around the logo must be 5 pixels. There should be a visible size difference between the PCB lines and the half circle. When used together with the PCB lines and scaled, the above ratio should be maintained accordingly.

PCB Lines & Thickness



4.2

Lines & Polygons

There are 5 different endings of the PCB lines. The endings symbolise the 5 pillars of Dubai Electronic Security Center: Security, Resilience, Collaboration, Innovation and Society. No other endings are permitted.

Lines Endings



4.3

Lines & Polygons

Row 1 from left to right

- 01 .psd .png
- 02 .psd .png
- 03 .psd .png

Row 2 from left to right

- 04 .psd .png
- 05 .psd .png
- 06 .psd .png

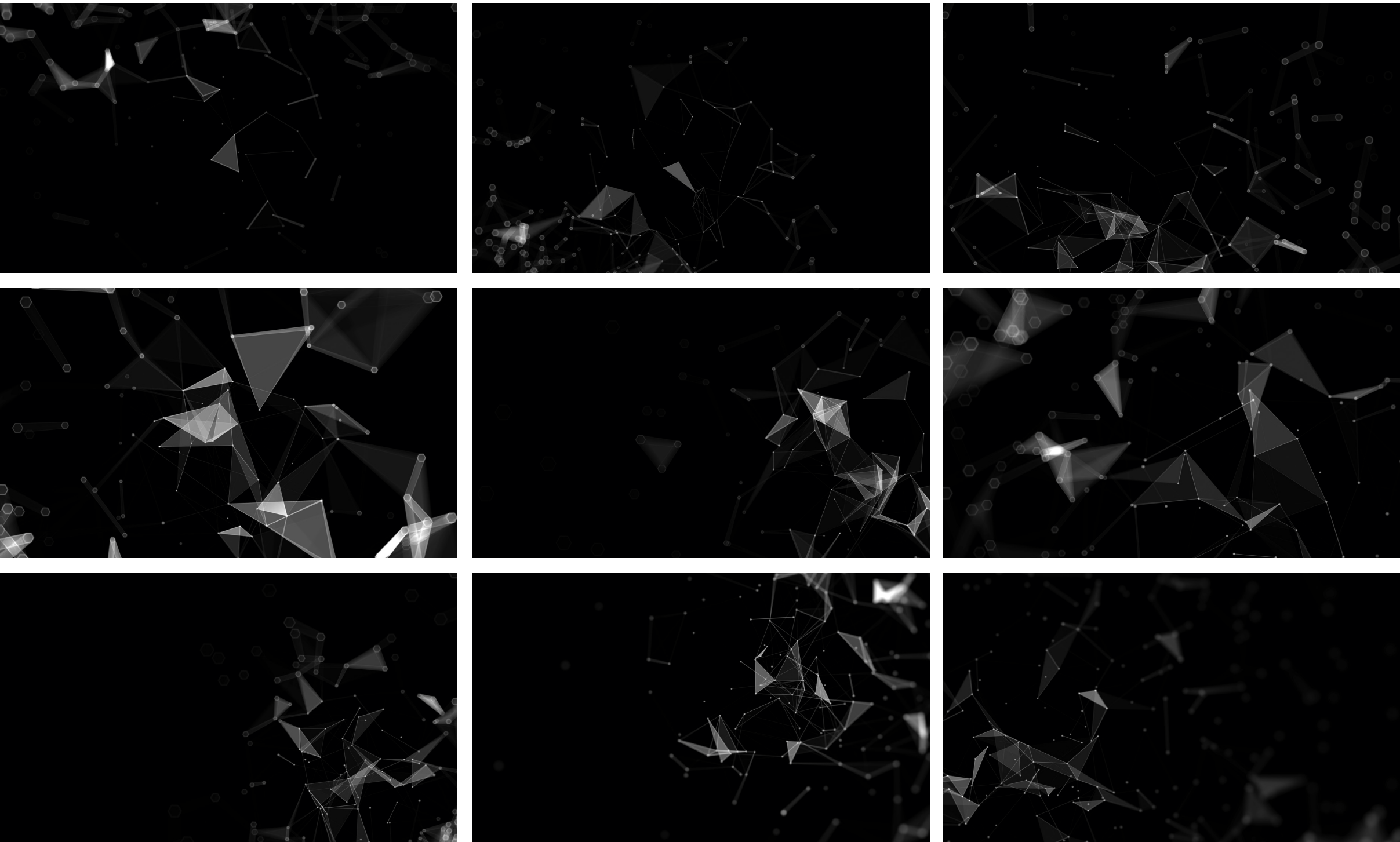
Row 3 from left to right

- 07 .psd .png
- 08 .psd .png
- 09 .psd .png

When using the polygons, lines and dots as a background, ensure that the key area is in focus and lines are sharp.

To support legibility, ensure the background under an overlaid element (logos, text, icons) is toned down.

Polygon Universe



Extras

5.1

Illustrations & Numbers

Row 1 from left to right

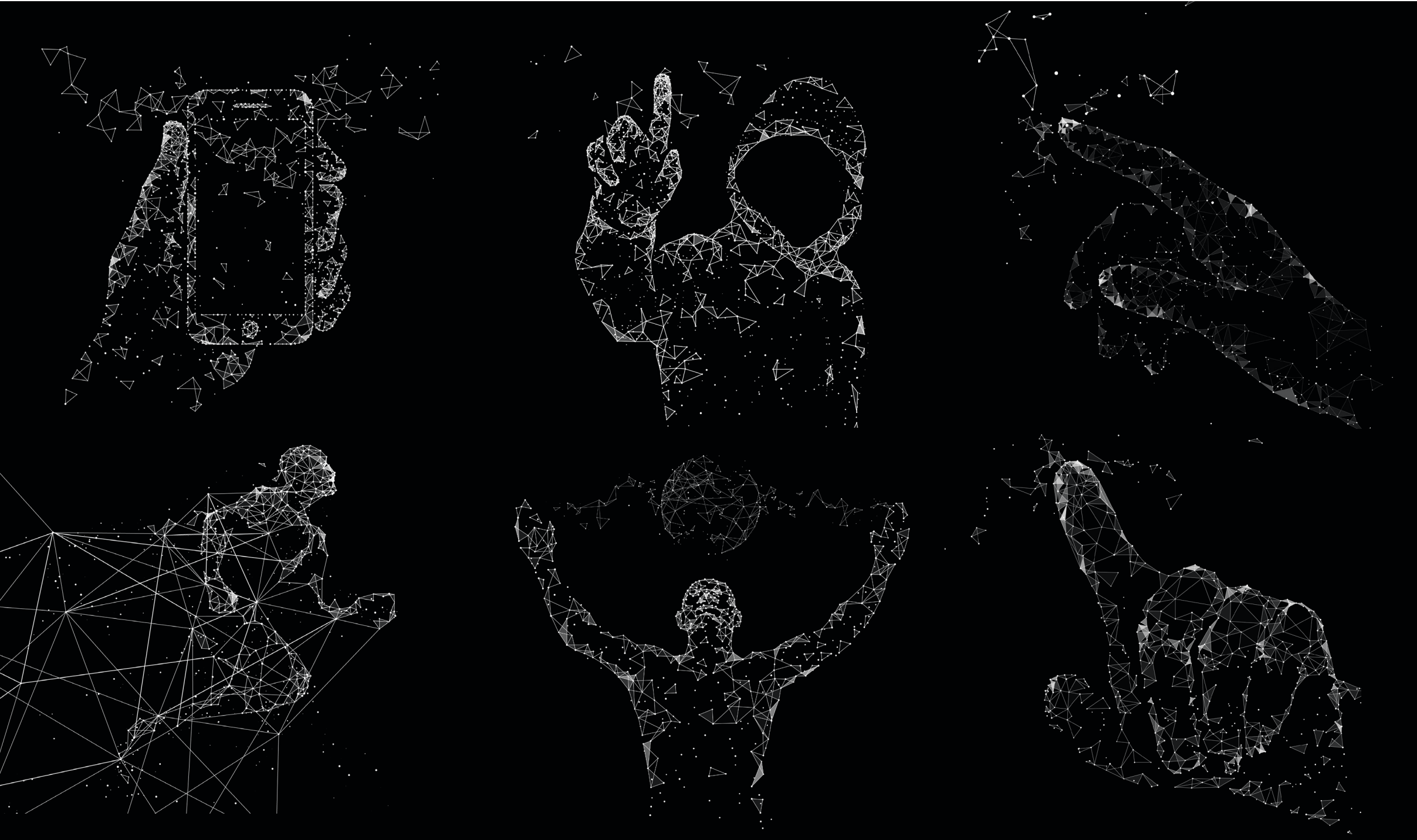
Phone	.ai	.png
Hacker	.ai	.png
Touch1	.ai	.png

Row 2 from left to right

Running	.ai	.png
Spread	.ai	.png
Touch2	.ai	.png

Other illustrations can be used as long as they follow a similar form language, which includes polygons, lines and dots.

Illustrations



5.1

Illustrations & Numbers

Row 1 from left to right

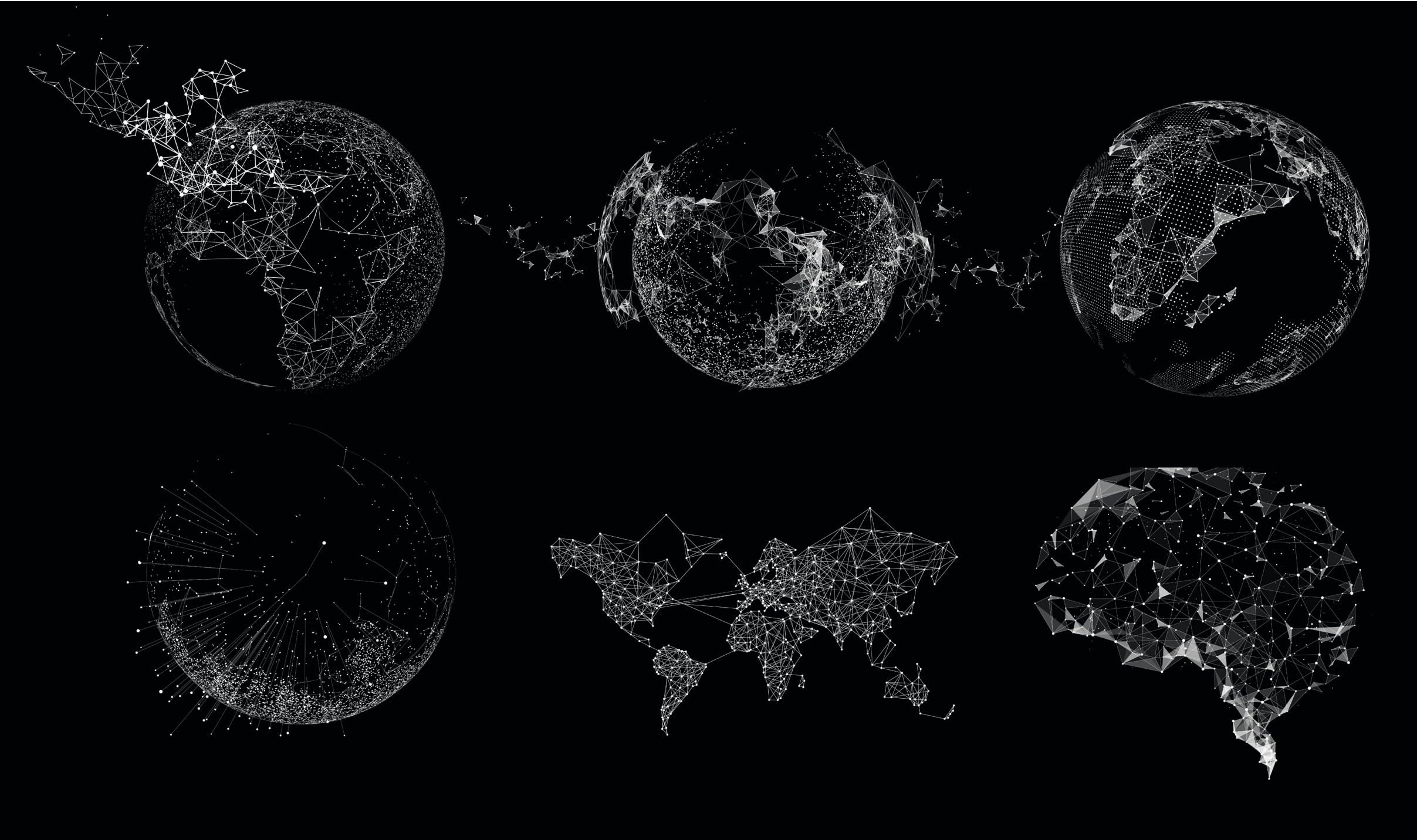
World1	.ai	.png
World2	.ai	.png
World3	.ai	.png

Row 2 from left to right

World4	.ai	.png
World5	.ai	.png
Brain	.ai	.png

Other illustrations can be used but they have to be in this form language, including polygons, lines and dots.

Illustrations



5.2

Illustrations & Numbers

The number illustrations can be used for chapter headlines or page breaks in presentations.

Numbers



Mock Ups

6.1

Identity Examples

Example of the DESC business cards.

Mock Ups



6.1

Identity Examples

Example of DESC access cards.

Mock Ups



6.1

Identity Examples

Example of the DESC Letterhead.

Mock Ups



6.1

Identity Examples

Example of a DESC Binder.

Mock Ups



6.1

Identity Examples

Example of the DESC Desktop wallpaper.

Mock Ups



6.1

Identity Examples

Example of a DESC poster.

Mock Ups



6.1

Identity Examples

Example of DESC calendar.

Mock Ups



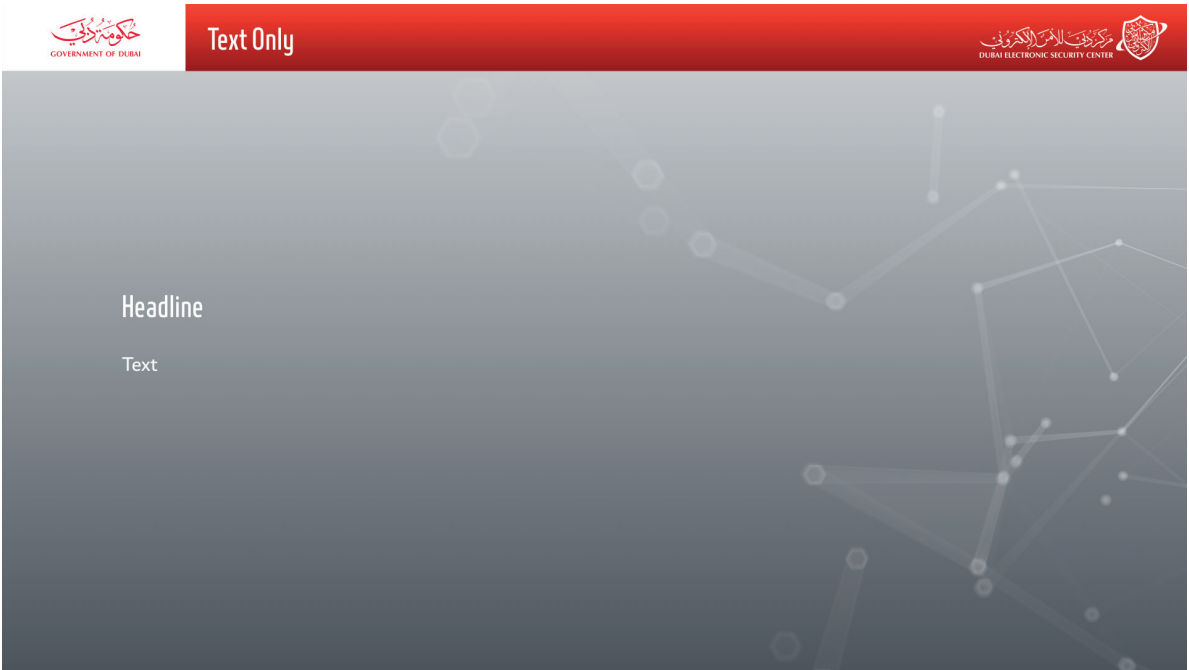
Keynote

7.1

Keynote Template

- Frontpage**
An example of the first page of a presentation. This can be used internally or externally.
- Divider**
An example of a divider page. This page should divide the sections of the presentation. The divider page can also be used in a blue version.
- Text Only**
An example of the text pages of a presentation. These pages will make up the bulk of the presentation and should be used for all content.
- Icons**
An example of possible icons used to highlight facts figures and give life to the presentation. Icon package is available in the brand files.

Pages



7.1

Keynote Template

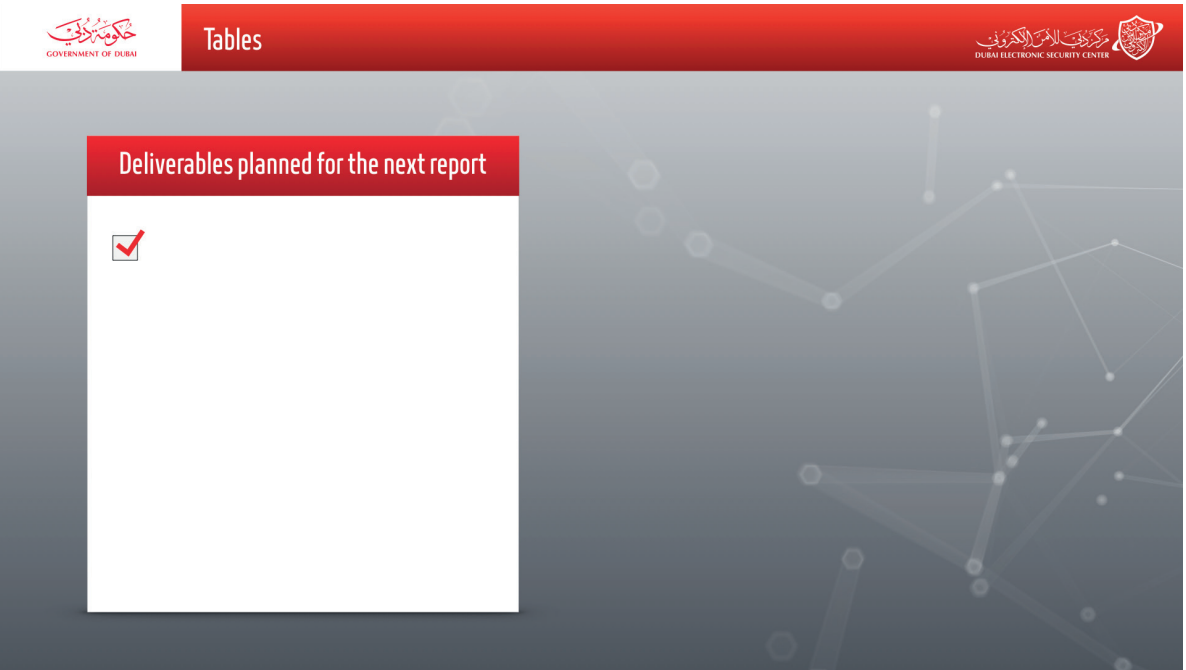
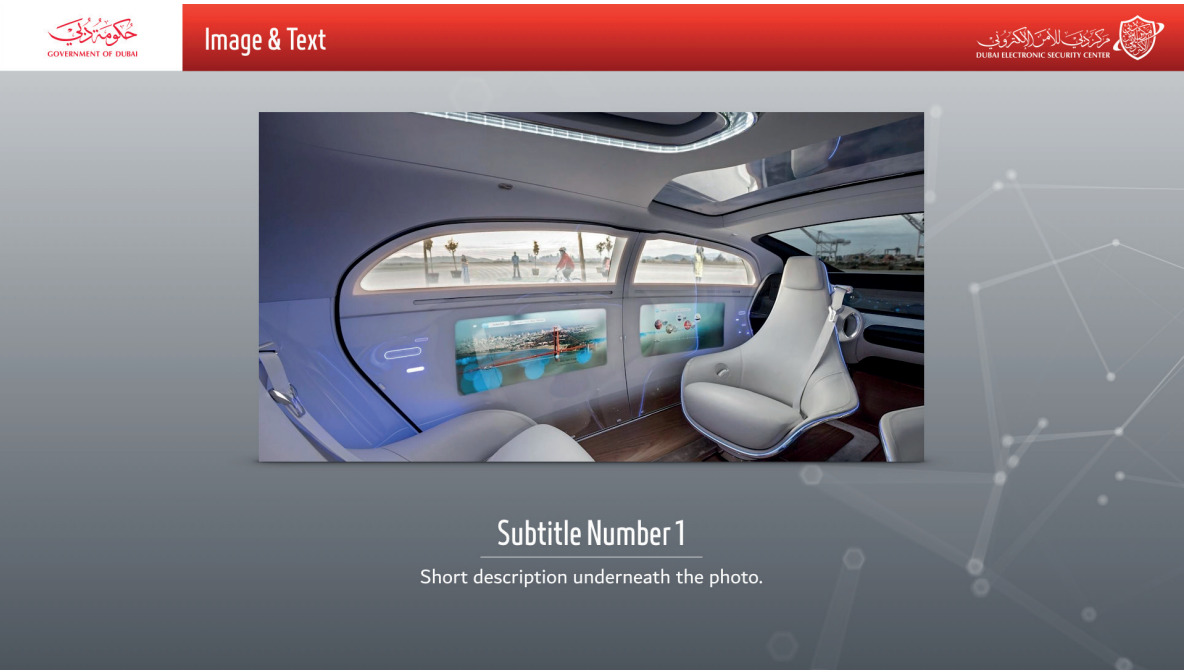
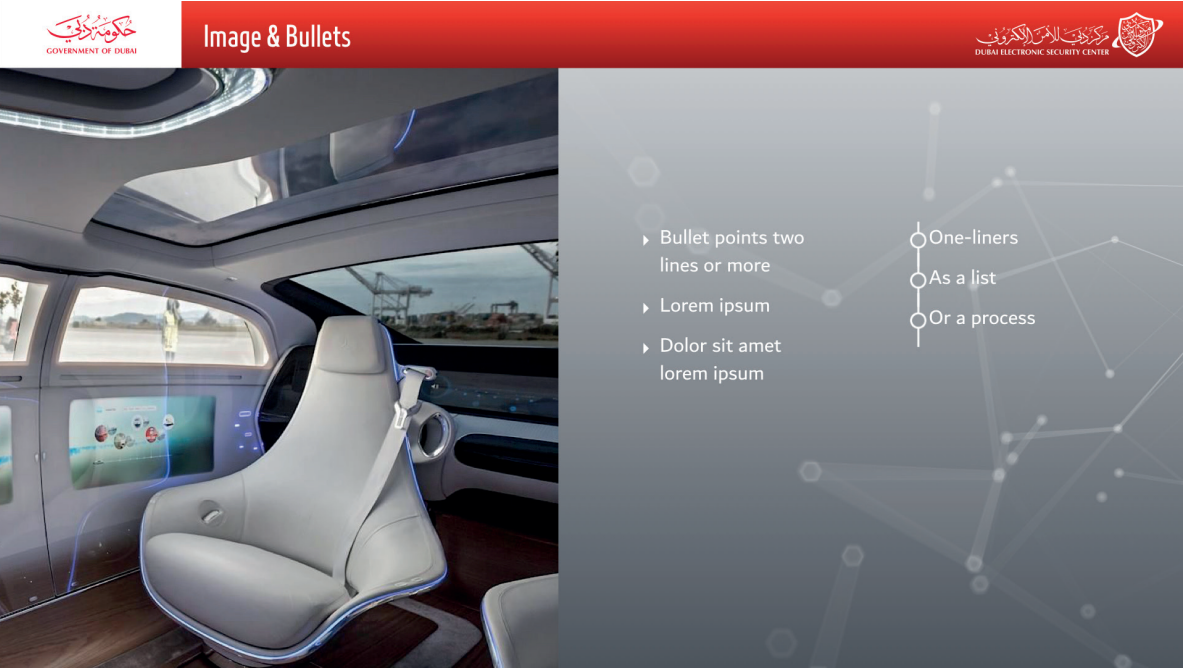
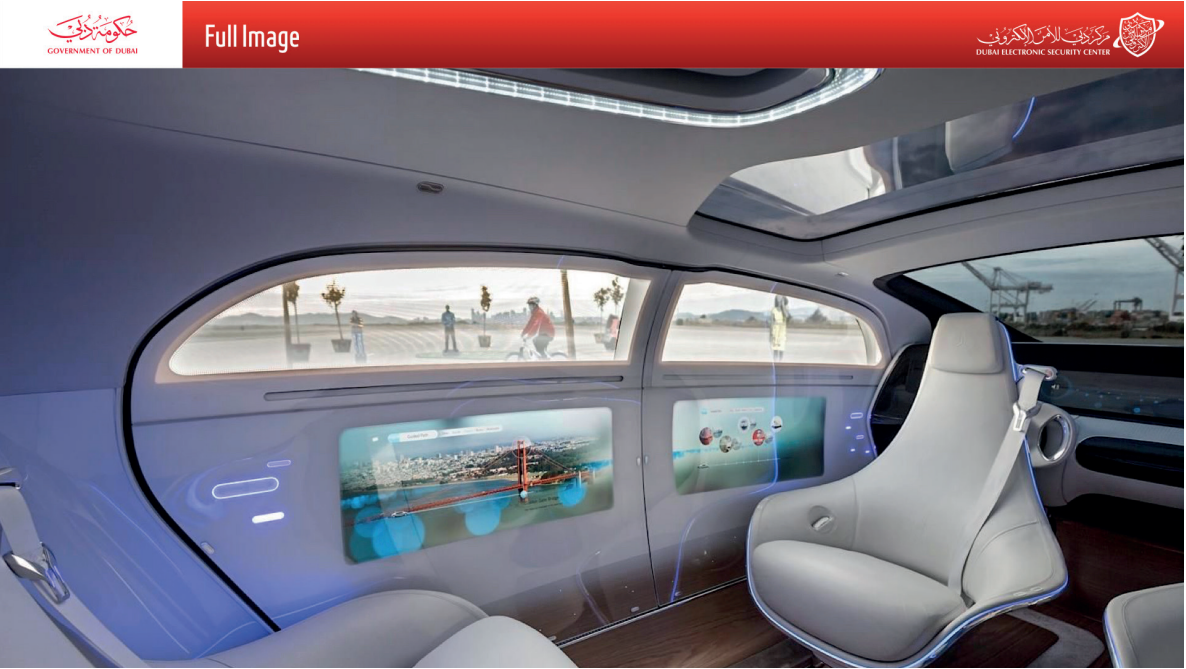
Full Image
They can be used in color or black and white.

Image & Bullets
An example of how to use bullets and images to represent important facts and information in a list.

Image & Text
An example of how to display text under an image.

Tables
An example of how to display tables and deliverables in a list format.

Pages



7.1

Keynote Template

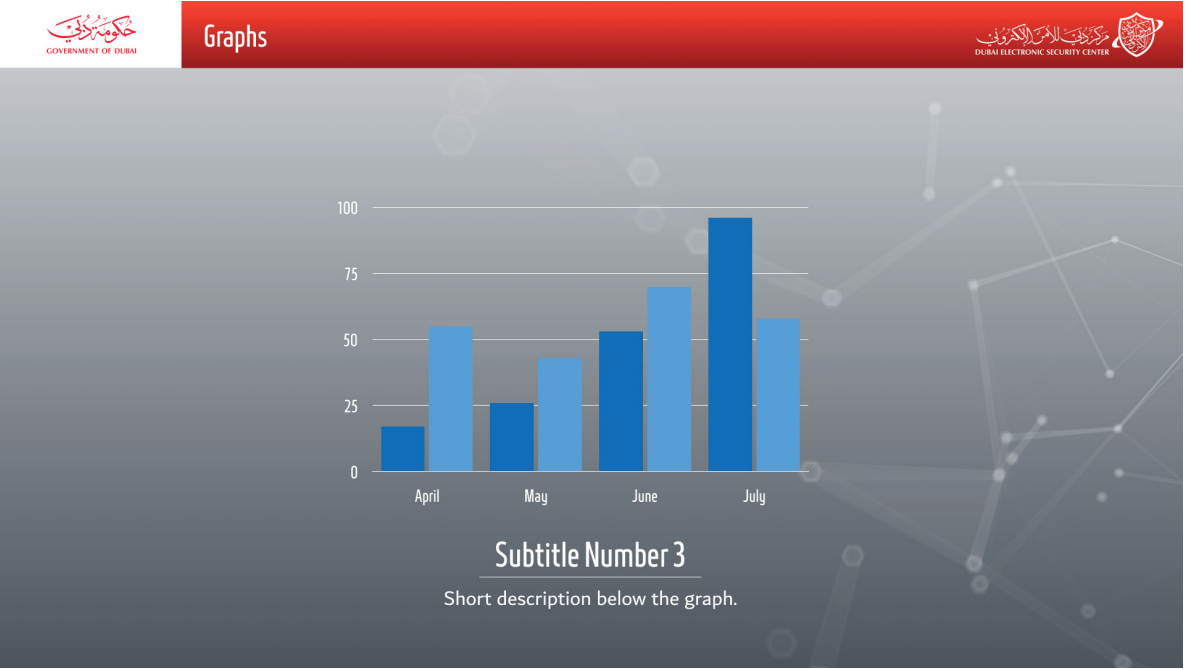
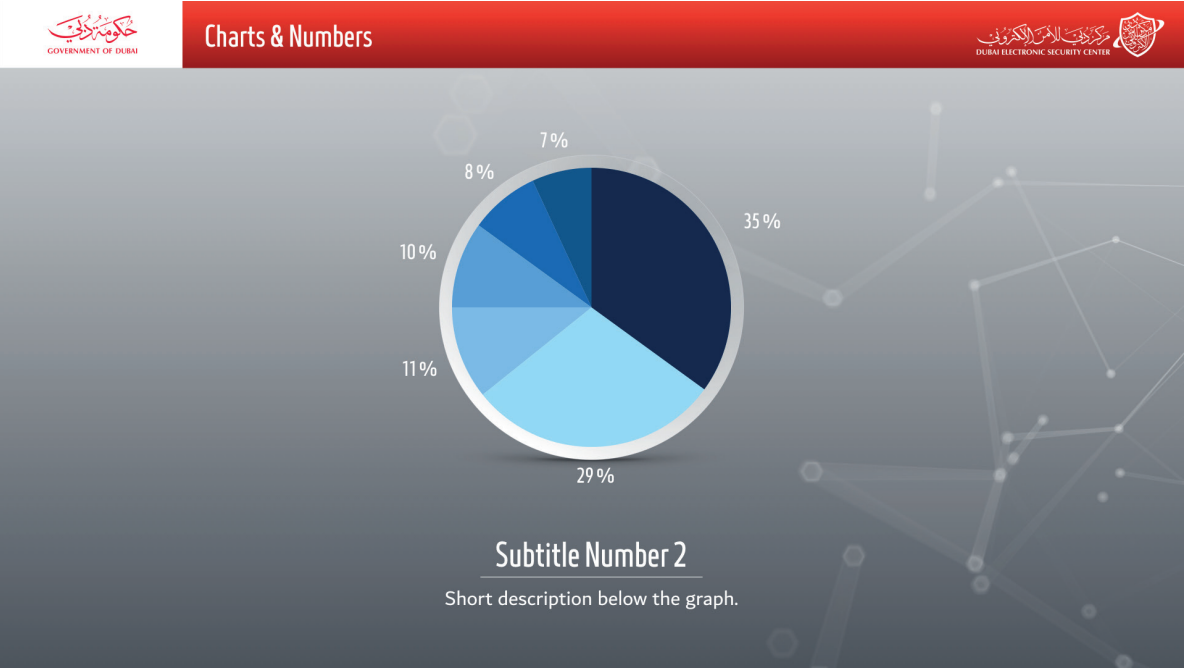
Charts, Graphs & Number

An example of how to display graphs and numbers. The color's should be ones that come from the brand color guideline and toned accordingly.

Colors

These are the colors that represent the DESC brand and should be used throughout all presentations. If required, other colors can be used, but must be toned accordingly.

Pages





For more information and guidance of how to use this brand guide,
please contact us at **info@desc.gov.ae**