



# Mohammed Bin Rashid School Of Government

## Brand Identity Guidelines

March 2014

The most important way of expressing our brand is through our identity.

Our identity is more than just a badge or a signature. Our identity is how we present ourselves to the outside world – our public face.

It tells people who we are and what they can expect from us in terms of quality and service. In short, our identity sums up everything we stand for. These brand guidelines explain the various elements that make up our identity – what they are, how they fit together, and why it is vital that we use them in the right way. They apply to communications such as stationery, signage and literature.

Please ensure that you understand and use these brand guidelines to help apply our identity correctly and consistently. Your help in doing this is invaluable.

Thank you.

## II Navigation

This page demonstrates how to navigate through the Mohammed Bin Rashid School Of Government brand guidelines.

The content is an actual page presented for demonstration purposes. The tinted boxes refer to the described area.

1. Section title
2. Page title
3. Technical specs and artwork example
4. Instructions
5. Document title
6. Back
7. Content Page
8. Forward







# Section One

# Strategic framework

# الريادة العالمية في المعارف التطبيقية للإدارة الحكومية

To be an internationally renowned research and teaching institution for government administration and public policy in the Arab world.



تلتزم الكلية بالعمل على تشجيع الإدارة الحكومية الرشيدة في دبي، الإمارات العربية المتحدة والوطن العربي من خلال دورها في إنتاج البحوث التطبيقية، ونشر أفضل الممارسات وتمكين القادة وصناع السياسات.

The Mohammed bin Rashid School of Government is committed to the advancement of good governance in the Arab world by serving as a platform for the creation of applied research, the dissemination of best practice and the education of policy makers in the region.



United...

In Knowledge

The UAE will harness the full potential of its National human capital by maximizing the participation of Emirates, encouraging entrepreneurship, and nurturing home-grown public and private sector leaders while attracting and retaining the best talent.

Innovation, research, science and technology will form the pillars of a knowledge-based, highly productive and competitive economy, driven by entrepreneurs in a business-friendly environment where public and private sectors form effective partnerships.

In Destiny

The UAE's international standing will continue to grow as its successes highlight its prestige as a regional and international role model, developing sectors of excellence and national champions.

In Prosperity

The UAE will nurture high quality of life built on world-class public infrastructure, government services, and a rich recreational environment.



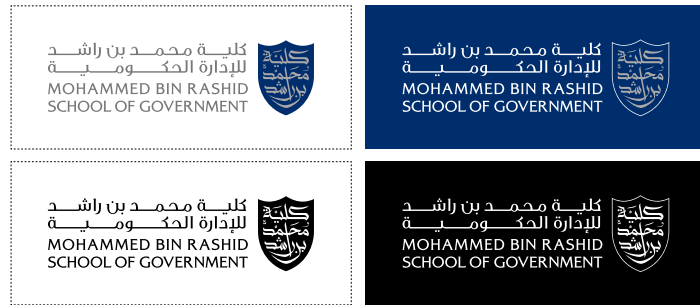
# Section Two

## The Identity Elements

The MBRSG new visual identity system will help people recognise and connect with our brand through the use of colours, type, layouts, and how our brand applied across all types of communications. It is mandatory to realise and apply the principles to produce the correct brand communication.

## 2.0 The Identity Elements

### Primary brand marque versions



### Secondary brand marque versions



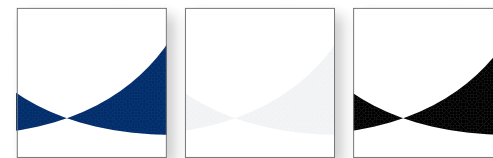
### Brand colours & colour balance



### The shield pattern



### The prosperity path graphic



### Primary Arabic typography

جي إي هيل  
هو خطنا الطباعي  
العربي الرئيسي

### Primary English typography

Alexon is our  
primary English  
typeface

### Secondary Arabic typography

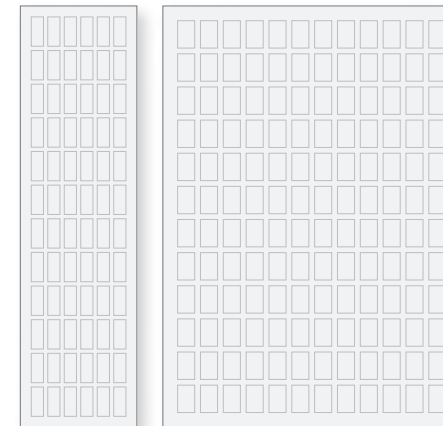
هيلفيتيكا نيو إل تي  
العربي هو خطنا الطباعي  
العربي الثانوي

### Secondary English typography

Helvetica is  
our secondary  
English typeface

## 2.2 Our Key Elements – All You Need

### Brand grid system



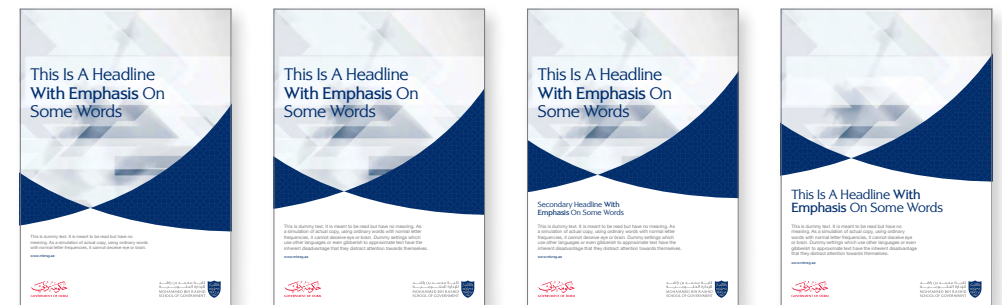
### Brand panel grid system



### Brand panel grid system variations



### Brand panel grid system flexibility



The MBRSG brand marque is designed to epitomise our brand values and essence, it is one of the most valuable assets of our company. It provides the legal trademark and represents our service quality assurance.

## 2.0 The Identity Elements

## 2.4 Brand Marque – Versions

Our brand marque establishes the foundation for our visual identity. It defines the measuring unit for the visual system, such as layout grids, graphic element and corporate colours.

The MBRSG brand marque is available in two versions; primary brand marque and secondary brand marque.

The primary version must be used most of the times. Only when it's not possible to use it and as exceptions, the secondary version may be used.

MBRSG primary brand marque



MBRSG secondary brand marque



## 2.0 The Identity Elements



MBRSG primary brand marque minimum size



MBRSG secondary brand marque minimum size

MBRSG primary brand marque clear space



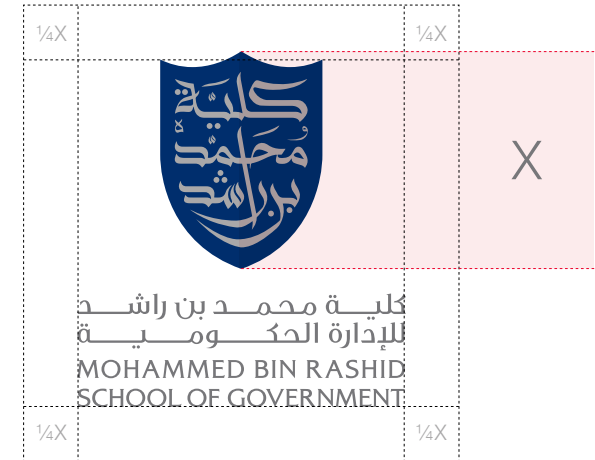
## 2.5 Brand Marque – Clear Space & Minimum Size

The clear space area is the exclusion zone around our brand marque. It is this safe area that maintains our brand marque visibility and separates it from other elements.

You can easily calculate this area by using the height of the shield (referred to as x height) in the MBRSG brand marque.

Make sure that there is no copy or images (apart from the background image) within the clear space area. There are no exceptions to the clear space rule – we must respect our brand marque by giving it prominence.

MBRSG secondary brand marque clear space



## 2.0 The Identity Elements



An example of a correct alignment of the MBRSG primary brand marquee with the Government of Dubai Logo

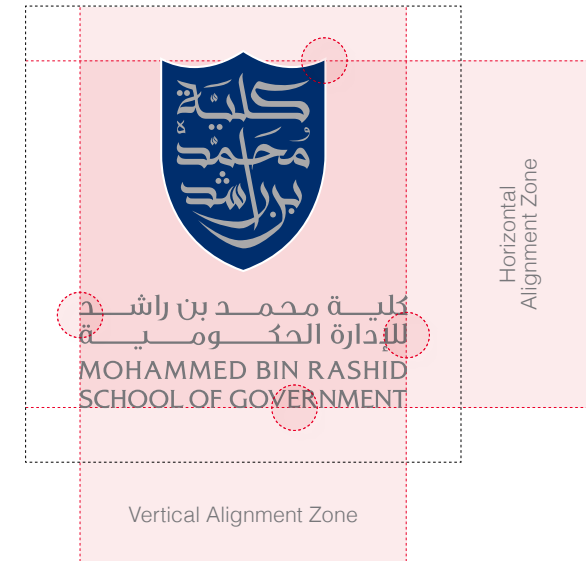
## 2.6 Brand Marquee – Alignment Zone

The alignment zones are the invisible lines used to align the MBRSG brand marquee in both axis horizontal and vertical. Because of the nature of the design, the MBRSG brand marquee should not be aligned based on the lowest or highest point. Instead the guides demonstrated on this page must be followed to insure correct alignment and visual balance.

MBRSG primary brand marquee alignment zone



MBRSG secondary brand marquee alignment zone



## 2.0 The Identity Elements

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marquee Full colour version

To be used when printing the full colour brand marquee on white or light background.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marquee Black colour version

Mainly for fax sheet usage and any media that doesn't allow colour printing.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marquee Reversed colour version

To be used when printing the full colour brand marquee on a coloured or dark background.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marquee White colour version

To be used when printing the one colour brand marquee on a dark or black background.

## 2.7 Brand Marquee – Primary Version Usage

To meet various technical requirements, three variations of the MBRSG primary brand marquee have been approved for use, in addition to the primary full colour brand marquee.

Please ensure that you use the correct brand marquee that matches your specific needs as outlined on this page.

All the versions of the brand marquee are available on the MBRSG artwork CD ROM supplied with these guidelines.

## 2.0 The Identity Elements



### MBRSG secondary brand marquee Full colour version

To be used when printing the full colour brand marquee on white or light background.



### MBRSG secondary brand marquee Black colour version

Mainly for fax sheet usage and any media that doesn't allow colour printing.

## 2.8 Brand Marquee – Secondary Version Usage

Equal to the MBRSG primary brand marquee, three variations of the MBRSG secondary brand marquee have been approved for use, in addition to the secondary full colour brand marquee.

Only use the MBRSG secondary brand marquee when it's not possible to use the primary version.

All the versions of the brand marquee are available on the MBRSG artwork CD ROM supplied with these guidelines.



### MBRSG secondary brand marquee Reversed colour version

To be used when printing the full colour brand marquee on a coloured or dark background.



### MBRSG secondary brand marquee White colour version

To be used when printing the one colour brand marquee on a dark or black background.

## 2.0 The Identity Elements

## 2.9 Brand Marque – Special Use

For special purposes and occasions, such as the MBRSG president letterhead and business cards; the MBRSG brand marque can be produced using a special production technique.

Silver foiling can be added over the Arabic calligraphy within the shield shape, to add prominence and regal finish. The Magenta colour represents the silver foiling area, not an actual Magenta colour.

All the versions of the brand marque are available on the MBRSG artwork CD ROM supplied with these guidelines.

MBRSG primary brand  
marque – special usage

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



MBRSG secondary brand  
marque – special usage

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



## 2.0 The Identity Elements



Do not change the word marquee of MBRSG brand marquee or apply any other typographic treatments



Do not change the dimensions of the brand marquee elements. The brand marquee elements should be treated as one unit and should not be separated.



Do not change or switch the colour values in the brand marquee. The brand marquee colours should not be manipulated in any way.



Do not change the brand marquee lockup, this applies to all the elements which are part of the brand marquee.



Do not apply any visual effects to our brand marquee, like drop shadow, embossing or glow.



Do not change the ratio of the brand marquee dimensions. The relation of the width and height should be preserved at all time.



Do not use the full colour brand marquee on dark coloured backgrounds. Always maintain enough contrast and clear visibility.



Do not use the full colour brand marquee on dark or busy image backgrounds. Always maintain enough contrast and clear visibility.

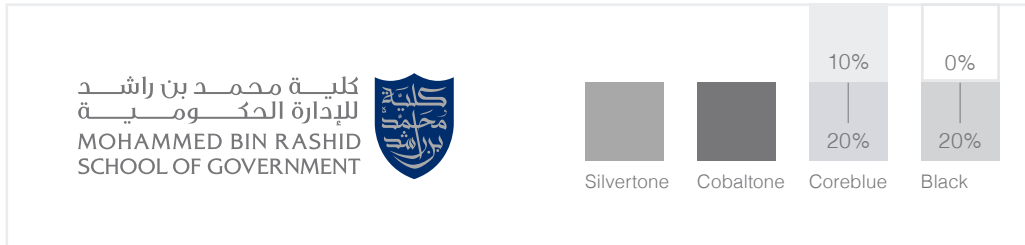
## 2.10 Brand Marquee – Misuse

We must always ensure that we follow the MBRSG brand guidelines consistently as even small deviations can dilute the impact of our brand. It is essential that the brand marquee is applied consistently at all times and across all media.

Do not attempt to recreate or alter the brand marquee in any way. Here are some examples of possible violations.

Digital artwork for all brand marquees can be found on the CD ROM supplied with these guidelines.

## 2.0 The Identity Elements



Using the MBRSG full colour brand marque with background colours

To ensure the best presentation for the MBRSG brand identity, we specify the background colour that should be used with each version of the MBRSG brand marques.

The adherence to the principles outlined here will ensure enough contrast and maximum exposure to the MBRSG brand identity and branded communication.

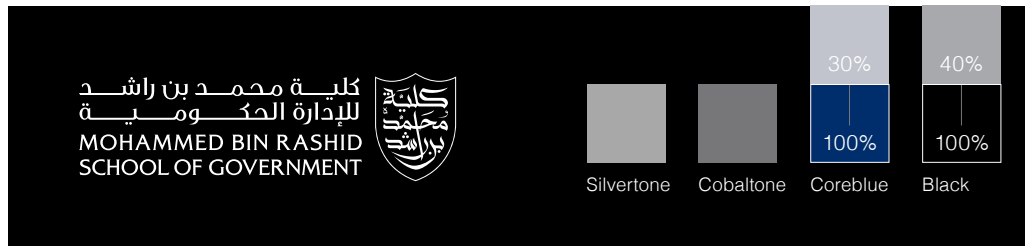
The brand colour specifications are specified in pages 2.17-2.20. Please refer to those pages to obtain the colour values and their translation for print and digital media.



Using the MBRSG reversed colour brand marque with background colours



Using the MBRSG black colour brand marque with background colours



Using the MBRSG white colour brand marque with background colours

## 2.0 The Identity Elements



Using the MBRSG full colour brand marque with light background images



Using the MBRSG reversed colour brand marque with dark background images



Using the MBRSG white colour brand marque with dark background images

## 2.12 Brand Marque – Usage On Image Background

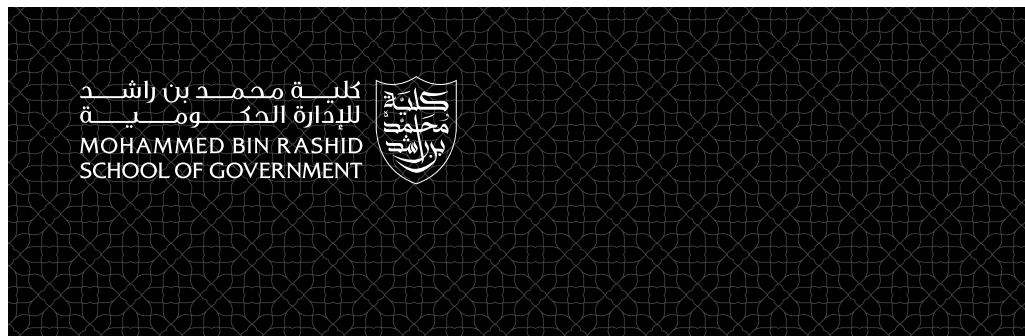
Images treated as background should be selected carefully when used with the MBRSG brand marques.

This page presents the best practices to ensure enough contrast and visibility. A key consideration is not to use a complex or busy background images.

Page 2.11 specified suitable background colours for each of the MBRSG brand marque versions, those values can help to measure if a selected image would work as a background and provide enough contrast and visibility.

The adherence to the principles outlined here will ensure enough contrast and maximum exposure to the MBRSG brand identity and branded communication.

## 2.0 The Identity Elements



## 2.13 Brand Marque – Usage On The Shield Pattern Background

1. Using the MBRSG full colour brand marque on the watermark version of the shield pattern background

The shield pattern is an element of the MBRSG brand visual system. It used as a background element, to enhance and enrich the brand communication.

The MBRSG brand marque should be carefully used on the shield pattern, the following rules must be applied to guarantee the best brand presentation:

1. The MBRSG full colour brand marque can be only used on the watermark version of the shield pattern background
2. The MBRSG reverse colour brand marque can be only used on the Coreblue version of the shield pattern background
3. The MBRSG white colour brand marque can be only used on the black version of the shield pattern background

Please refer to pages 2.28-2.30 for more details on the shield pattern design and usage.

2. Using the MBRSG reversed colour brand marque on the Coreblue version of the shield pattern background

3. Using the MBRSG white colour brand marque on the black version of the shield pattern background

## 2.0 The Identity Elements



$$(Width + Height) \div 32 = X$$

## 2.14 Brand Marque – Sizing On Portrait Formats

The MBRSG brand marque size can be defined by an equation, which can be used and applied to any kind of media. This equation works for both portrait and landscape formats.

It can be defined in relation to the medium size by using the following formula:

$$(Width + Height) \div 32 = X$$

For example, an X value for an A4 ad =  $(21 + 29.7) \div 32 = 1.584$  cm

The MBRSG brand marque size equal to 1X in height.

## 2.0 The Identity Elements



## 2.15 Brand Marque - Sizing On Landscape Formats

Similar to the portrait formats, the MBRSG brand marquee size can be defined by the same equation:

It can be defined in relation to the medium size by using the following formula:

$$(\text{Width} + \text{Height}) \div 32 = X$$

For example, an X value for an A4 ad =  $(21 + 29.7) \div 32 = 1.584 \text{ cm}$

The MBRSG brand marquee size equal to 1X in height.

$$(\text{Width} + \text{Height}) \div 32 = X$$

## 2.0 The Identity Elements



## 2.16 Brand Marquee – Positioning

The positioning of MBRSG brand marquee is predefined for both below, and above the line communication:

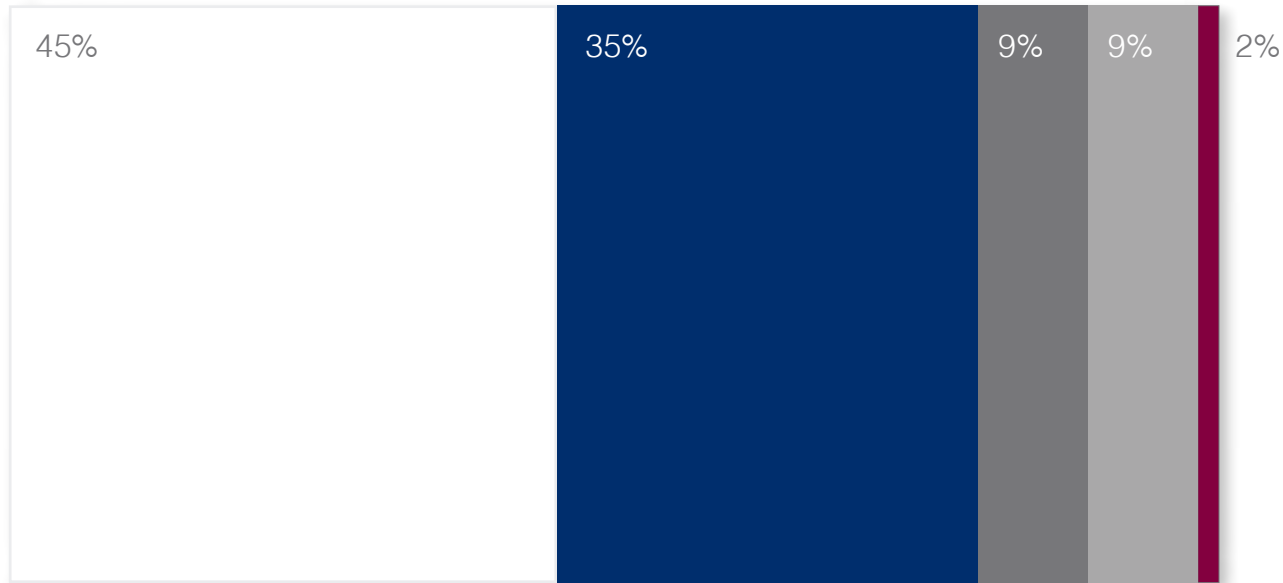
On below the line (BTL) communication: the MBRSG brand marquee must be positioned at the top right corner at  $\frac{2}{3}X$  distance of the edge.

On above the line (ATL) communication: the MBRSG brand marquee must be positioned at the bottom right corner at  $\frac{2}{3}X$  distance of the edge.

X value defined by the medium dimension as described in the pages 2.33-2.38.

Colour is a very important element and a key identifier for our brand. In the following pages we'll see how defined colours contribute to creating an easily recognisable and distinctive identity.

## 2.0 The Identity Elements



## 2.18 Colour – Balance

The colour balance and proportion across all communications is important in order to maintain a consistent visual look and feel. The example on this page illustrate how the colours may be used in different situations and applications.

White is the background or canvas on which our colours live on or within. The overall neutrality of white, as opposed to grey or black, gives all of our brand colours visibility and clarity.

As a general rule, the percentage of white we use in our collaterals, applications and environments should follow a rule of 45% of the overall visual presence.

Coreblue dominates the hierarchy as the main identifier and signature colour of our identity. We use it too to highlight and for attracting attention to some aspects of our communication. The use of Coreblue should follow a rule of 35% of the overall visual presence.

Cobaltone and silvertone combined with the Coreblue creates a harmonious balance and distinctive identity to our communication. Their usage should follow a rule of 9% of the overall visual presence.

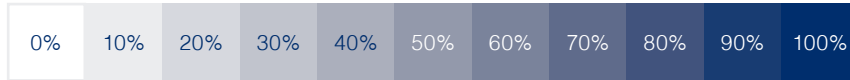
Our secondary colours are used as accent colours in internal communication collateral, annual report charts, tables, diagrams, merchandise, gift items and environments. They should not present more than 2% of our communication.

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

## 2.0 The Identity Elements

**Print Output:** Pantone® 294 CP  
C100 M69 Y7 K30

**Screen Output:** R0 G47 B108  
HTML 002F6C



# Coreblue

Pantone® 294 CP

## 2.19 Colour – Primary

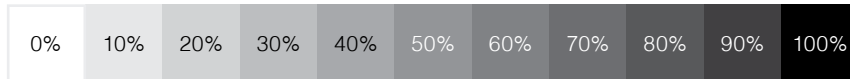
Our corporate colours are a key element of our visual system. They differentiate us in our business category.

The technical information in this section is very specific and needs to be followed carefully.

- For three colour or less offset printing use the Pantone values.
- For four colour offset printing use the CMYK values.
- For digital and on screen communication use RGB or HTML values.

**Print Output:** Pantone® Process Black C  
C0 M0 Y0 K100

**Screen Output:** R44 G42 B41  
HTML 2C2A29



# Black

Pantone® Process Black C

**Print Output:** Pantone® Cool Grey 9 CP  
C30 M22 Y17 K57

**Screen Output:** R117 G120 B123  
HTML 75787B

# Cobaltone

Pantone® Cool Grey 9 CP

**Print Output:** Pantone® Cool Grey 6 CP  
C16 M11 Y11 K27

**Screen Output:** R167 G168 B170  
HTML A7A8AA

# Silvertone

Pantone® Cool Grey 6 CP

## 2.0 The Identity Elements

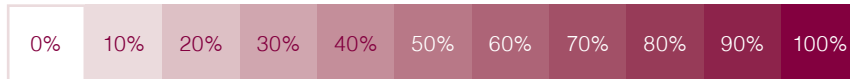
<b>Print Output:</b>	<b>Pantone® 874 CP</b> C17 M36 Y52 K038
<b>Screen Output:</b>	<b>R148 G121 B93</b> HTML 94795D



# Goldleaf

Pantone® 874 CP

<b>Print Output:</b>	<b>Pantone® 208 CP</b> C15 M100 Y37 K45
<b>Screen Output:</b>	<b>R134 G31 B65</b> HTML 861F41



# Regalred

Pantone® 208 CP

## 2.20 Colour – Secondary

The technical information in this section is very specific and needs to be followed carefully.

- For three colour or less offset printing use the Pantone values.
- For four colour offset printing use the CMYK values.
- For digital and on screen communication use RGB or HTML values.

Typography is a powerful tool in our visual identity. It helps create brand recognition and plays a significant role in aligning our communications with our brand marque. The typefaces selected to present the MBRSG brand matched the brand personality and culture. They are regal, simple and functional.

**Alexon** is our primary English typeface. We use it to write headlines & highlight important messages. We use it in three weights...  
**Light, medium & bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)

Note: whenever Alexon is not available, use **Helvetica** instead.

**Helvetica** is our secondary English typeface. We use it to write body-copy, text paragraphs & heavy text documents. We use it in three weights...  
Light, regular & **bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)**

Note: whenever **Helvetica** is not available, use **Arial** instead.

جي إي هيل هو خطنا الطباعي العربي  
الرئيسي. نحن نستخدمه لكتابة العناوين  
وللتأكيد البصري على الرسائل المهمة.  
نحن نستخدم هذا الخط بوزنيه...  
لايت و بوك.

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 ه و ي أ ب ج د ه ز ح ط ي كلمن سعفص قرشت (١٢٣٤٥٦٧٨٩٠) (١٢٣٤٥٦٧٨٩٠) (١٢٣٤٥٦٧٨٩٠) أ ب ج د ه ز ح ط ي كلمن سعفص قرشت

**GE Hili** is our primary Arabic typeface. We use it to write headlines & highlight important messages. We use it in two weights, light & book.

Note: Whenever **GE Hili** is not available, use **Helvetica Neue LT Arabic** instead.

هيلفيتيكا نيو إل تي العربي هو  
خطنا الطباعي العربي الثانوي.  
نحن نستخدمه لكتابة النصوص  
الكثيفة والفقرات الكتابية المطوّلة.  
نحن نستخدم هذا الخط بثلاثة أوزان...  
لايت، رومان و بولد.

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 ه و ي  
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 ه و ي  
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 ه و ي

Helvetica Neue LT Arabic is our secondary Arabic typeface. We use it to write body-copy, text paragraphs & heavy text documents. We use it in three weights, light, roman & bold.

Note: Whenever Helvetica Neue LT Arabic is not available, use Arial instead.

**Arial is our system default  
typeface. We use as our roll-back  
solution whenever our primary  
typefaces are not available.  
We use it in two weights...  
Regular & bold.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 (.,":;?!&\$@%)**

إريال هو خطنا الطباعي القياسي. نحن  
 نستخدمه كخط قياسي بديل في حالة عدم  
 توفر أو إمكانية إستعمال الخطوط الأخرى.  
 نحن نستخدم هذا الخط بوزنيه...  
 ريجيولار وبولد.

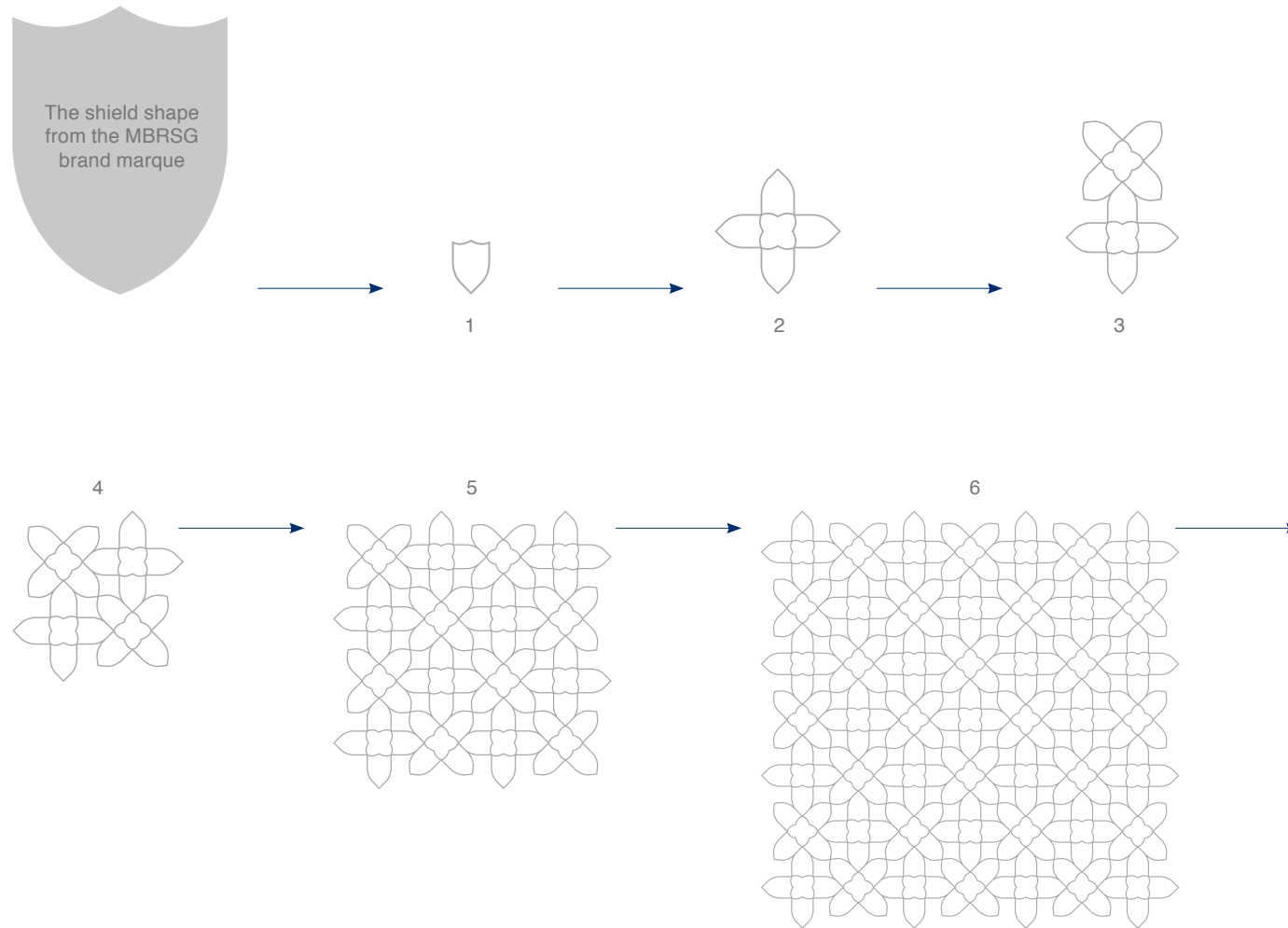
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي أبجد هوز حطي كلمن سعفص قرشت ١٢٣٤٥٦٧٨٩٠ (%!؟؛،.)  
 أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي أبجد هوز حطي كلمن سعفص قرشت ١٢٣٤٥٦٧٨٩٠ (%!؟؛،.)

Arial is our system default typeface. We use as our rollback solution whenever our primary typefaces are not available. We use it in two weights, regular & bold.

The shield pattern is a design element in our brand visual system. It was based on a core element of our identity, and works side by side with other elements to enrich our brand communication.

The following pages show where it came from, how and when to use it.

## 2.0 The Identity Elements



## 2.29 The Shield Pattern - Construction

The shield pattern is a geometric texture that mimics Arabesque classic patterns. It was created from repeating the shield shape from the MBRSG brand marque.

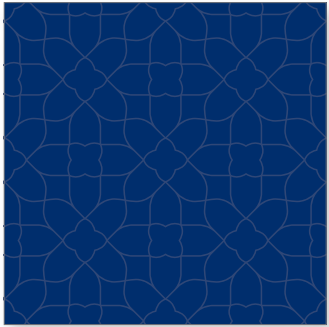
The purpose of this demonstration is to show where the shield pattern originated from, it is not an instruction to recreate it.

Do not attempt to recreate or alter the shield pattern in any way. Digital artwork for all brand visual system elements can be found on the CD ROM supplied with these guidelines.

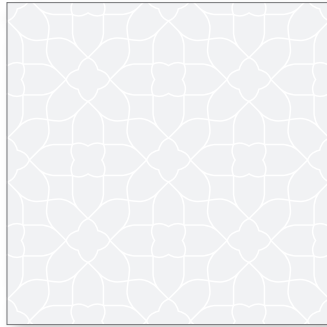
The shield pattern

## 2.0 The Identity Elements

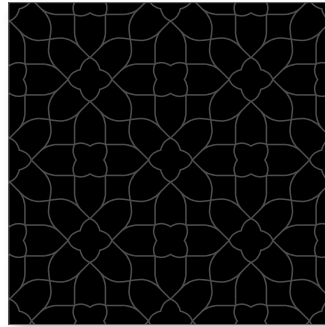
### Primary variations



MBRSG shield pattern  
Coreblue version

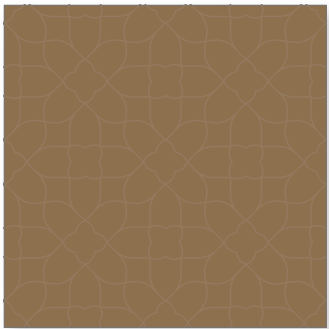


MBRSG shield pattern  
Watermark version

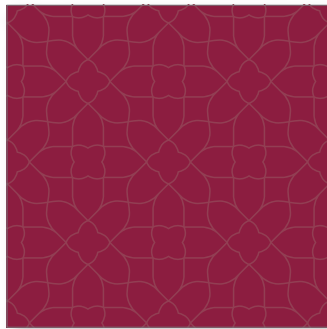


MBRSG shield pattern  
Black version

### Secondary variations



MBRSG shield pattern  
Goldleaf version



MBRSG shield pattern  
Regalred version

## 2.30 The Shield Pattern – Versions

To add variety and flexibility, the shield pattern is made available in three primary variations, and two secondary versions:

### The primary variations:

The primary versions should be used to present MBRSG the brand communication:

#### – Coreblue version:

- Pattern colour: Coreblue 85%
- Background colour: Coreblue 100%

#### – Watermark version:

- Pattern colour: Coreblue 0%
- Background colour: Coreblue 7%

#### – Black version:

- Pattern colour: black 85%
- Background colour: black 100%

### The secondary variations:

The secondary versions should be used only as differentiators to present MBRSG special programs and services :

#### – Goldleaf version:

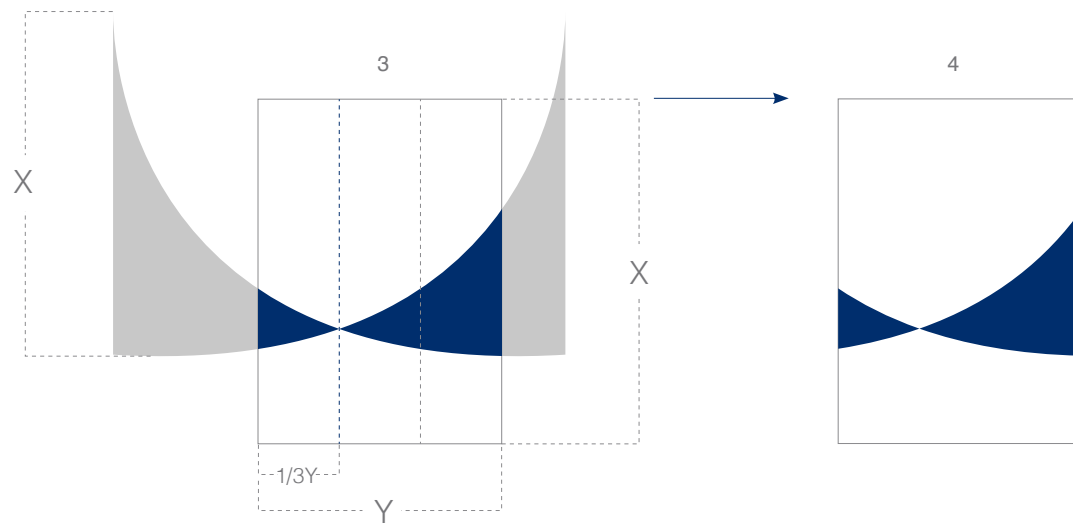
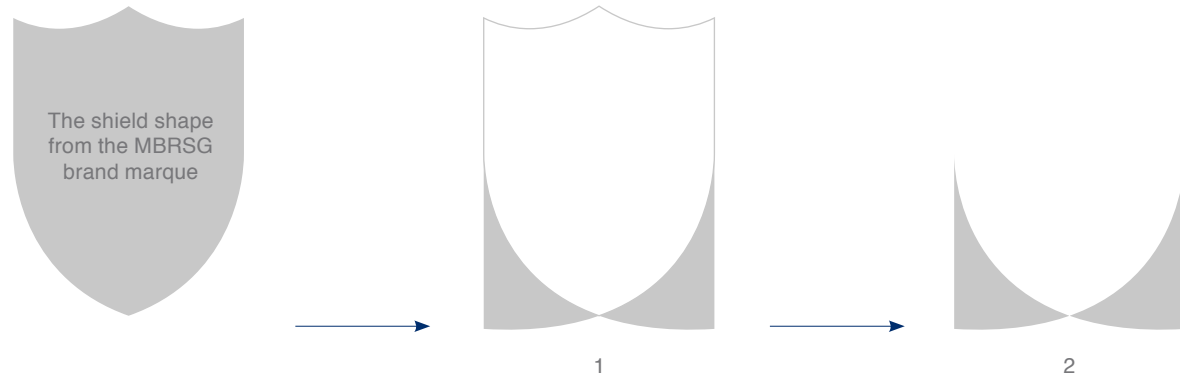
- Pattern colour: Goldleaf 85%
- Background colour: Goldleaf 100%

#### – Regalred version:

- Pattern colour: Regalred 85%
- Background colour: Regalred 100%

To communicate our brand focus: “Empowering Leaders, Shaping The Future”, and to emphasise on that message visually, we have created the “Prosperity Path Graphic” element.

## 2.0 The Identity Elements



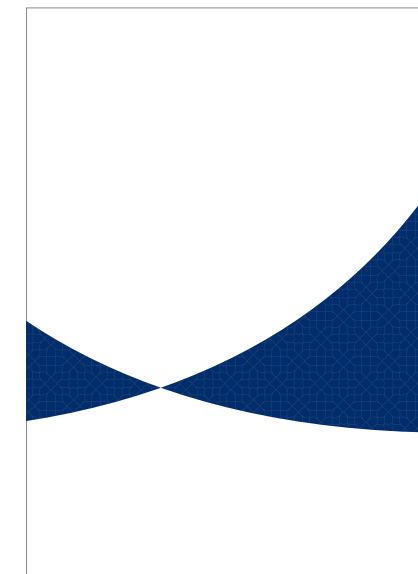
Using a standard size, i.e. A4, to crop the shield graphic

## 2.32 Prosperity Path Graphic – Construction

The prosperity path graphic was created to communicate the MBRSG brand focus “Empowering Leaders, Shaping The Future”. It communicates visually the concepts of unity, partnership, advancement and future vision.

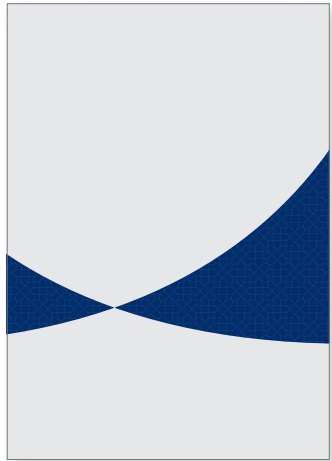
The design of the prosperity path graphic was inspired by the shield of the MBRSG brand marque. The purpose of this demonstration is to show where the prosperity path graphic originated from, rather than as an instruction to recreate it.

Do not attempt to recreate or alter the prosperity path graphic in any way. Digital artwork for all brand visual system elements can be found on the CD ROM supplied with these guidelines.



The prosperity path graphic

## 2.0 The Identity Elements



Upward positioning



Downward positioning

Prosperity Path Graphic  
Orientation for The English  
Language Communication

## 2.33 Prosperity Path Graphic – Orientations

The prosperity path graphic is a flexible element that can respond to the communication need, in terms of the language we are communicating, or the type of communications we undertake.

This page represents the possible orientation we can use based on those needs.

Prosperity Path Graphic  
Orientation for The Arabic  
Language Communication



Upward positioning



Downward positioning

## 2.0 The Identity Elements

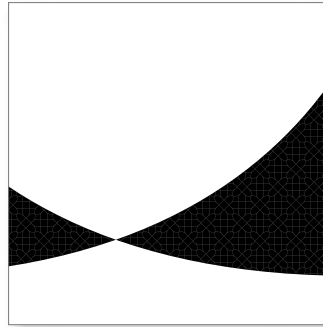
### Primary variations



Prosperity path graphic  
Coreblue version



Prosperity path graphic  
watermark version

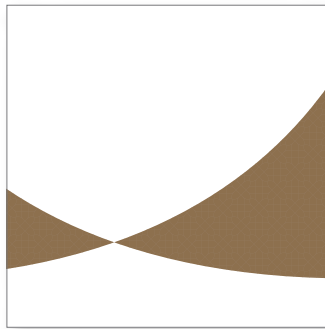


Prosperity path graphic  
black version

### Secondary variations



Prosperity path graphic  
Goldleaf version



Prosperity path graphic  
Regalred version

## 2.34 Prosperity Path Graphic – Variations

To add variety and flexibility, the prosperity path graphic is made available in three primary variations, and two secondary versions:

### The primary variations:

The primary versions should be used to present MBRSG the brand communication:

#### – Coreblue version:

- Pattern colour: Coreblue 85%
- Background colour: Coreblue 100%

#### – Watermark version:

- Pattern colour: Coreblue 0%
- Background colour: Coreblue 7%

#### – Black version:

- Pattern colour: black 85%
- Background colour: black 100%

### The secondary variations:

The secondary versions should be used only as differentiators to present MBRSG special programs and services :

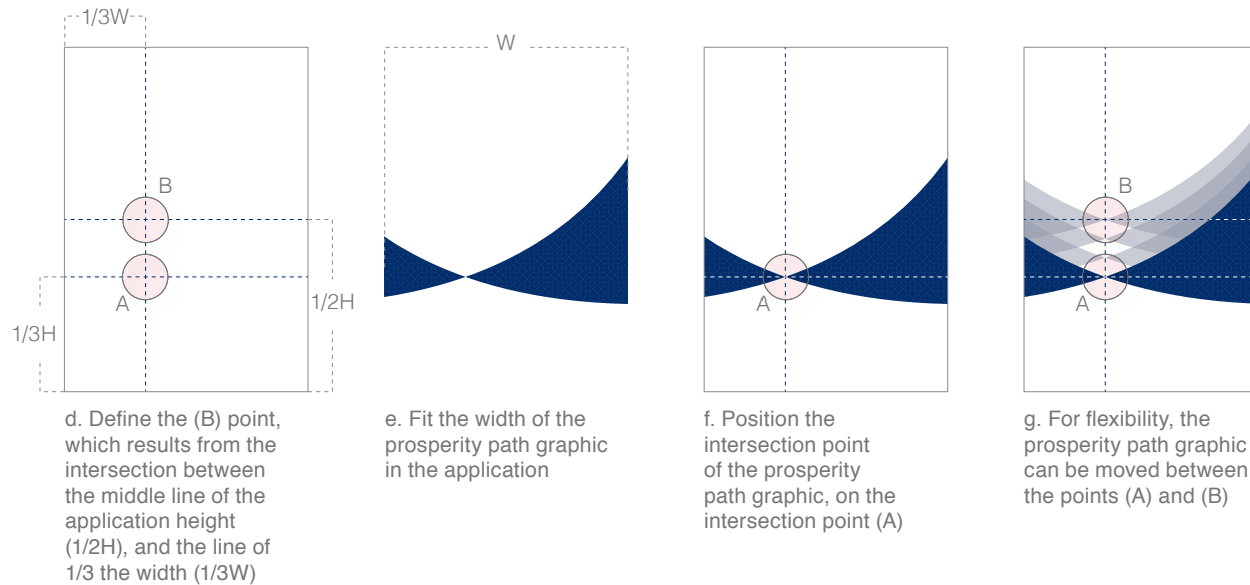
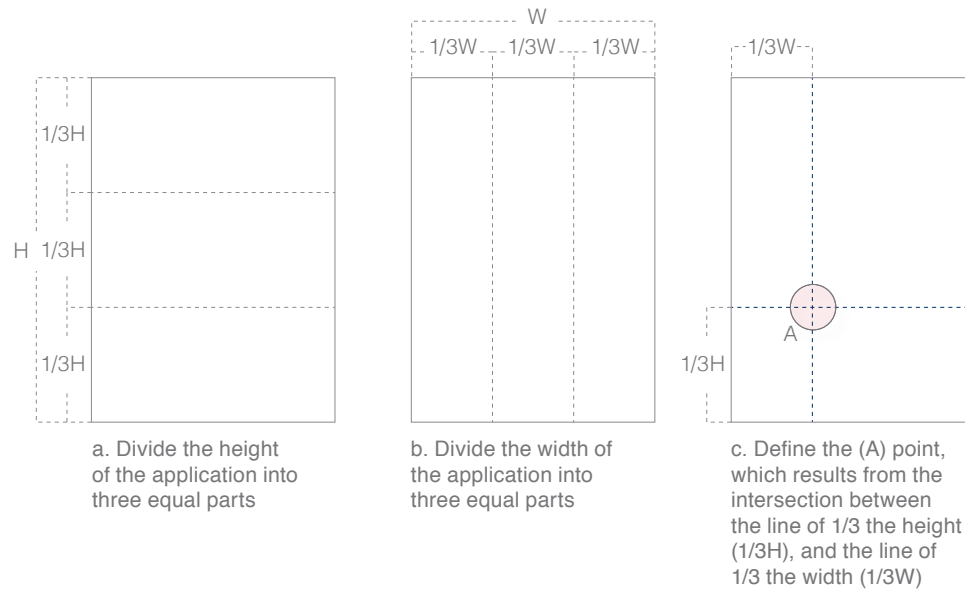
#### – Goldleaf version:

- Pattern colour: Goldleaf 85%
- Background colour: Goldleaf 100%

#### – Regalred version:

- Pattern colour: Regalred 85%
- Background colour: Regalred 100%

## 2.0 The Identity Elements



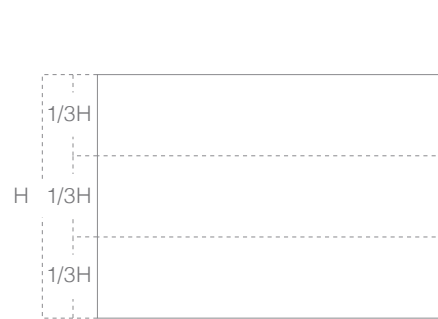
## 2.35 Prosperity Path Graphic – Upward positioning – Portrait Format

The positioning of the prosperity path graphic on portrait formats using the upward positioning, is governed by a few principles to ensure consistent implementation across different applications.

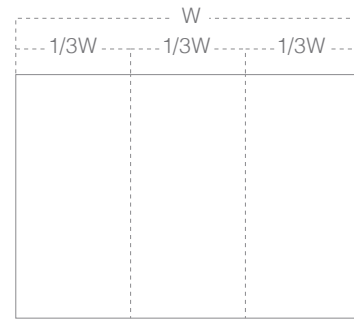
## 2.0 The Identity Elements

### 2.36 Prosperity Path Graphic – Upward positioning – Landscape Format

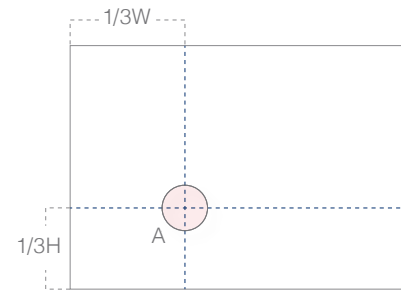
The positioning of the prosperity path graphic on landscape formats using the upward positioning, is governed by a few principles to ensure consistent implementation across different applications.



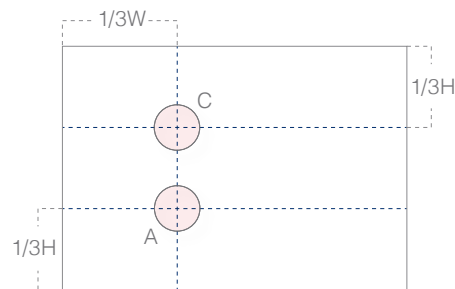
a. Divide the height of the application into three equal parts



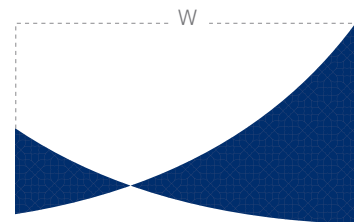
b. Divide the width of the application into three equal parts



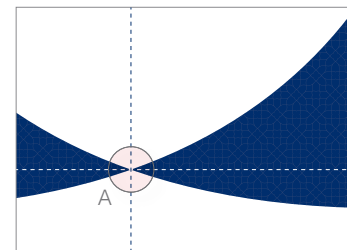
c. Define the (A) point, which results from the intersection between the line of 1/3 the height (1/3H), and the line of 1/3 the width (1/3W)



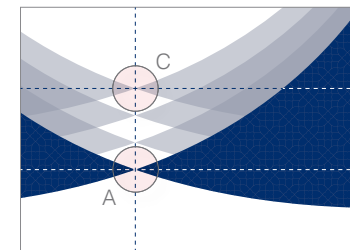
d. Define the (C) point, which results from the intersection between the line of 1/3 the height (1/3H), and the line of 1/3 the width (1/3W)



e. Fit the width of the prosperity path graphic in the application

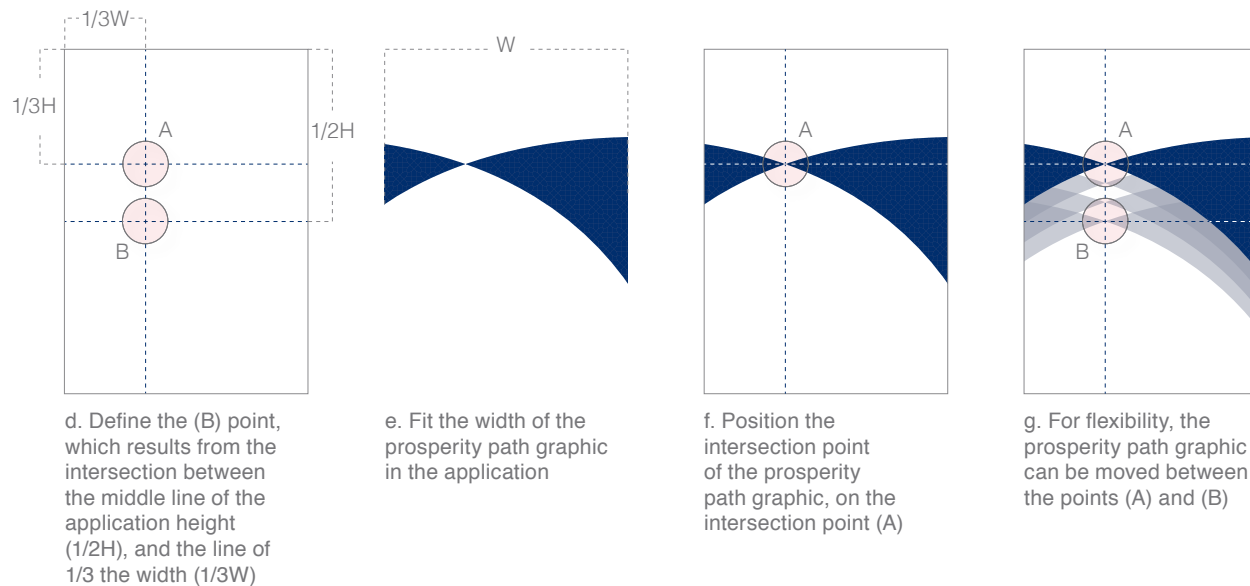
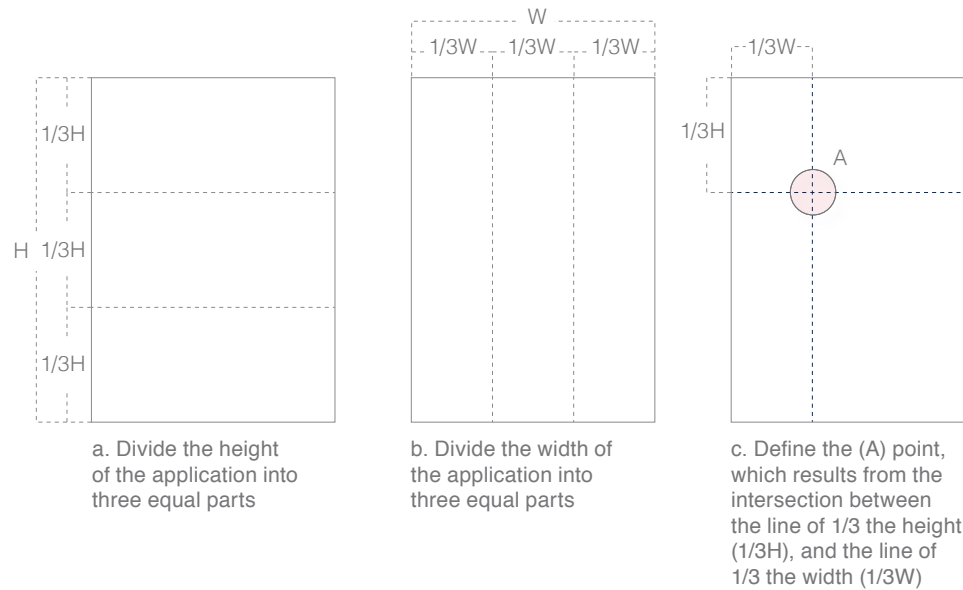


f. Position the intersection point of the prosperity path graphic, on the intersection point (A)



g. For flexibility, the prosperity path graphic can be moved between the points (A) and (C)

## 2.0 The Identity Elements



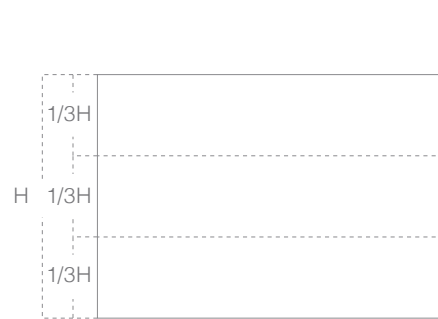
## 2.37 Prosperity Path Graphic – Downward positioning – Portrait Format

The positioning of the prosperity path graphic on portrait formats using the downward positioning, is governed by a few principles to ensure consistent implementation across different applications.

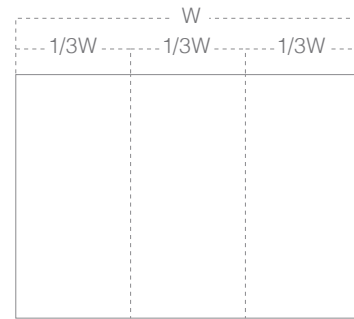
## 2.0 The Identity Elements

### 2.38 Prosperity Path Graphic – Downward positioning – Landscape Format

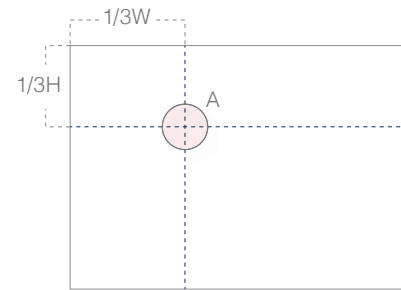
The positioning of the prosperity path graphic on landscape formats using the downward positioning, is governed by a few principles to ensure consistent implementation across different applications.



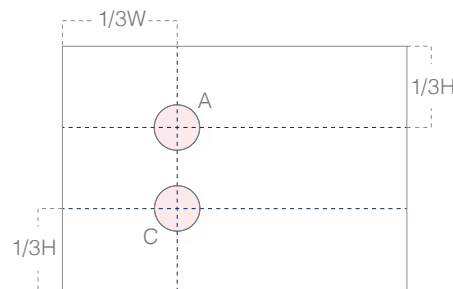
a. Divide the height of the application into three equal parts



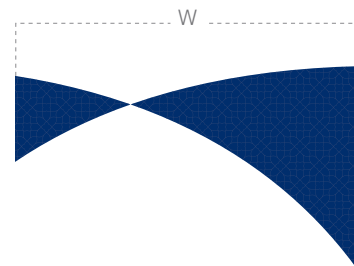
b. Divide the width of the application into three equal parts



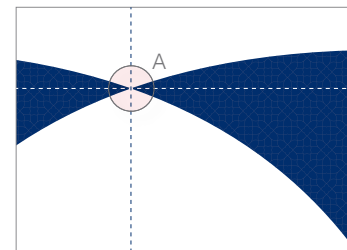
c. Define the (A) point, which results from the intersection between the line of 1/3 the height (1/3H), and the line of 1/3 the width (1/3W)



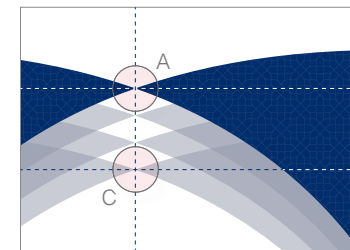
d. Define the (C) point, which results from the intersection between the line of 1/3 the height (1/3H), and the line of 1/3 the width (1/3W)



e. Fit the width of the prosperity path graphic in the application



f. Position the intersection point of the prosperity path graphic, on the intersection point (A)



g. For flexibility, the prosperity path graphic can be moved between the points (A) and (C)

The panel grid provides a structure to our visual appearance that is instantly recognisable as MBRSG. It combines all the brand visual elements in a step-by-step process, while allowing maximum creative flexibility.

## 2.0 The Identity Elements



## 2.40 Panel Grid – Key Elements

The MBRSG brand panel grid has 8 unique visual elements that makes it distinctive and consistent:

1. Image area
2. Main message
3. The prosperity path graphic
4. The Shield pattern
5. Text area
6. The Government Of Dubai logo
7. The MBRSG brand marque

## 2.0 The Identity Elements

## 2.41 Panel Grid – Elements Overview

### Print Communication

Standard Size Ad

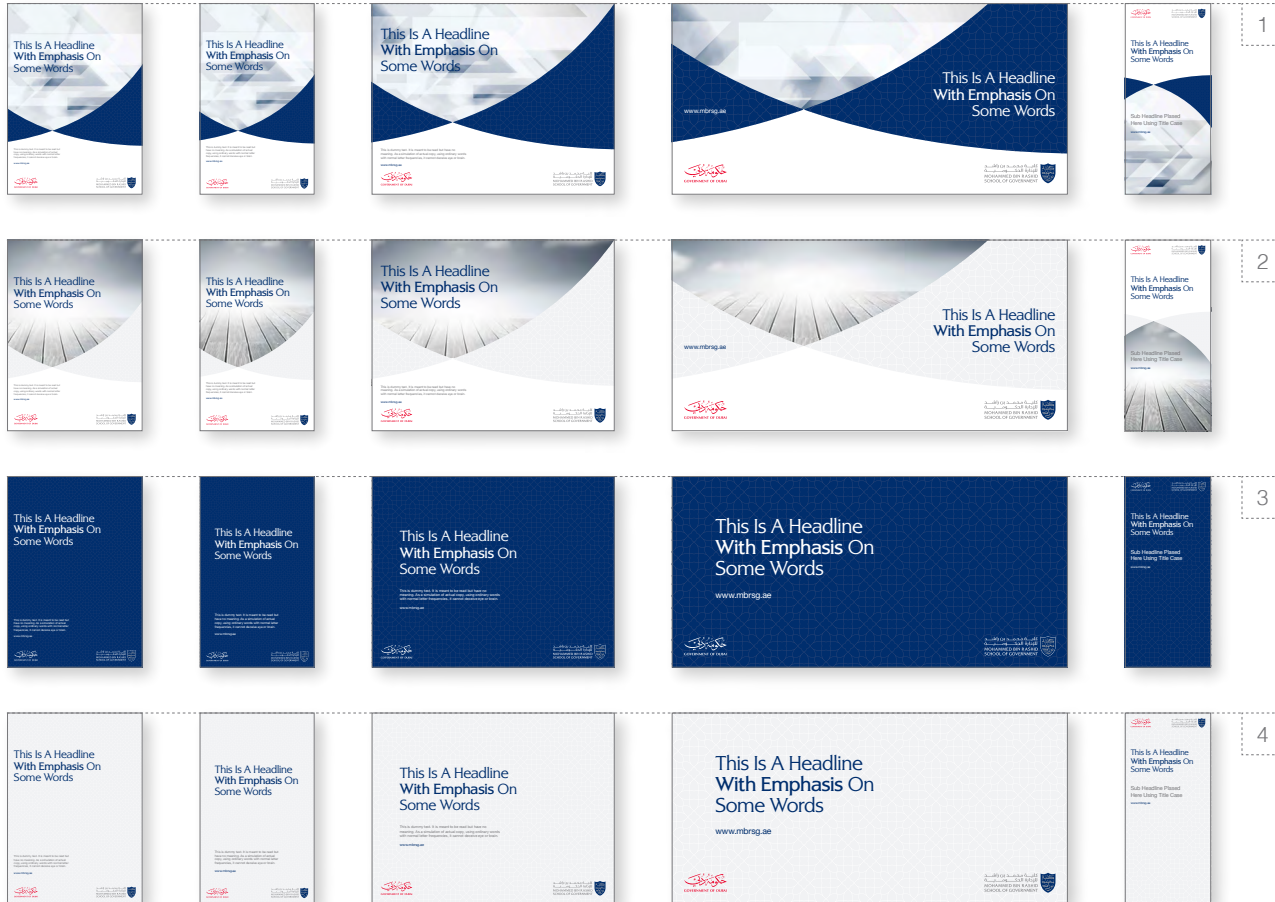
Newspaper Ad Full Page

Newspaper Ad Half Page

### Outdoor Communication

Billboard

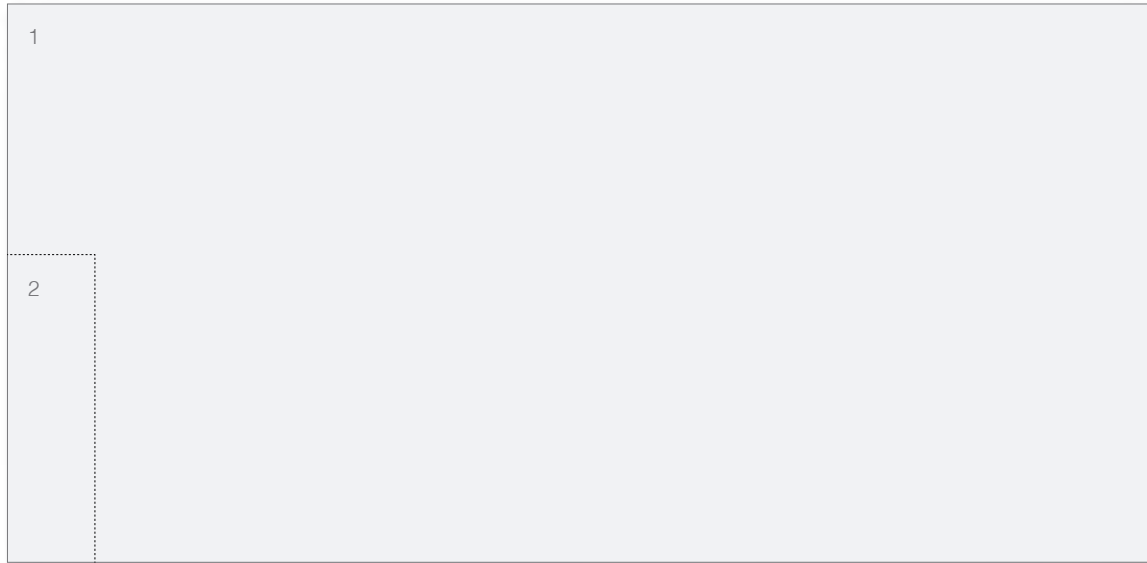
Banner



The MBRSG panel grid system has four layout variations:

1. Image and text layout using the Prosperity Path graphic – Coreblue version
2. Image and text layout using the Prosperity Path graphic – watermark version
3. Text only layout using the shield pattern – Coreblue version
4. Text only layout using the shield pattern – watermark version

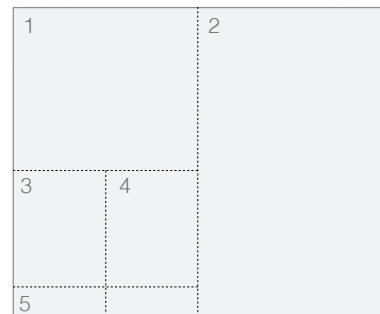
## 2.0 The Identity Elements



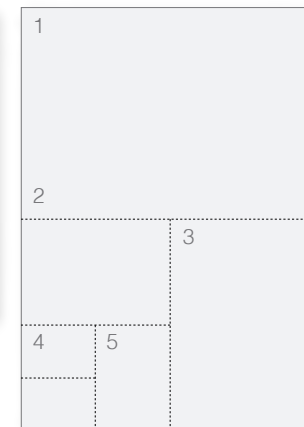
Outdoor:  
Billboard  
Banner

## 2.42 Panel Grid Creation – Step One: Defining The Medium Size

The starting point for creating the MBRSG panel grid layout is to define the size of the media that you are about to create.

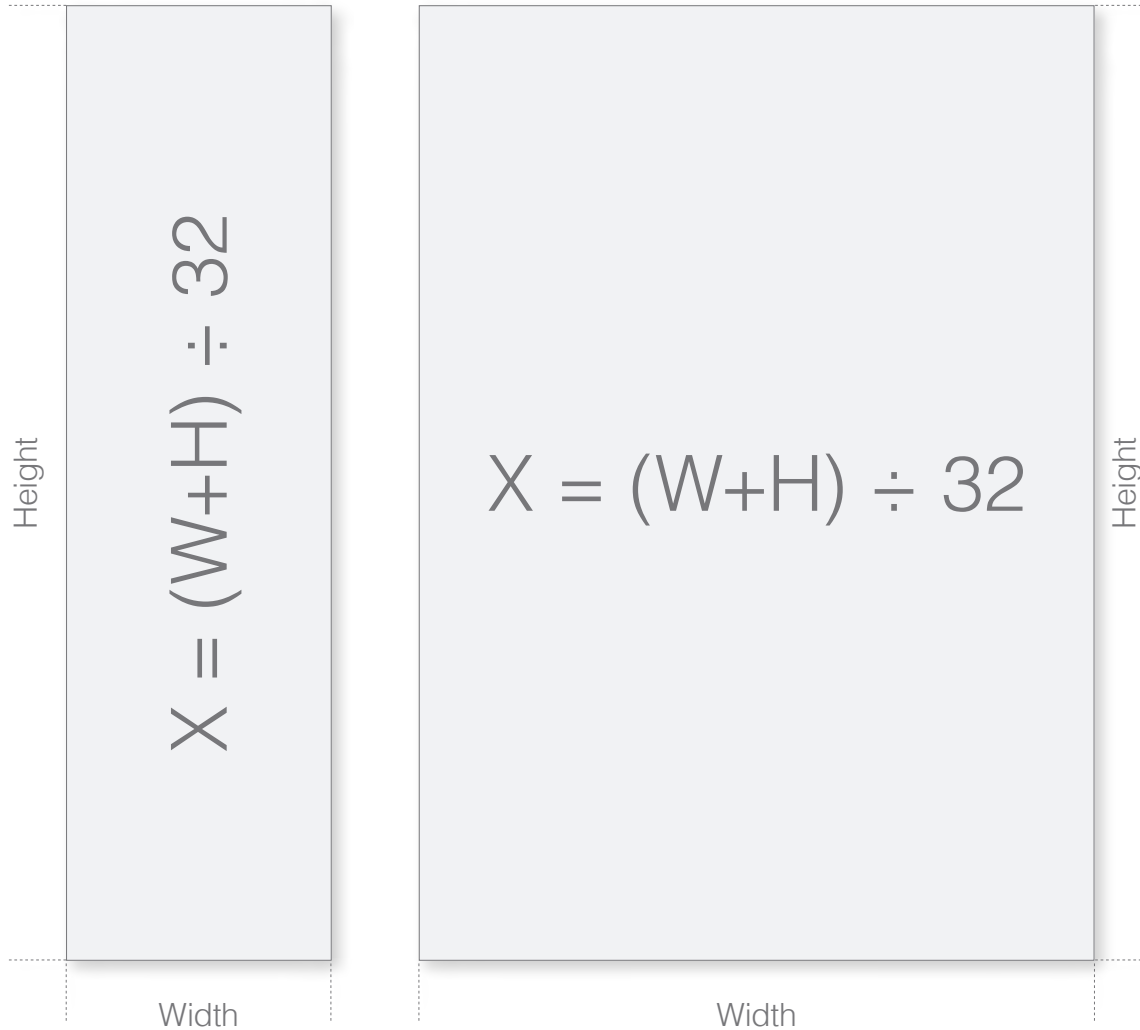


Newspaper Ad Size:  
Full page  
Half page  
Quarter page  
Double spread page  
Strip Ad



Standard Paper Size:  
A0, A1, A2, A3, A4, A5

## 2.0 The Identity Elements



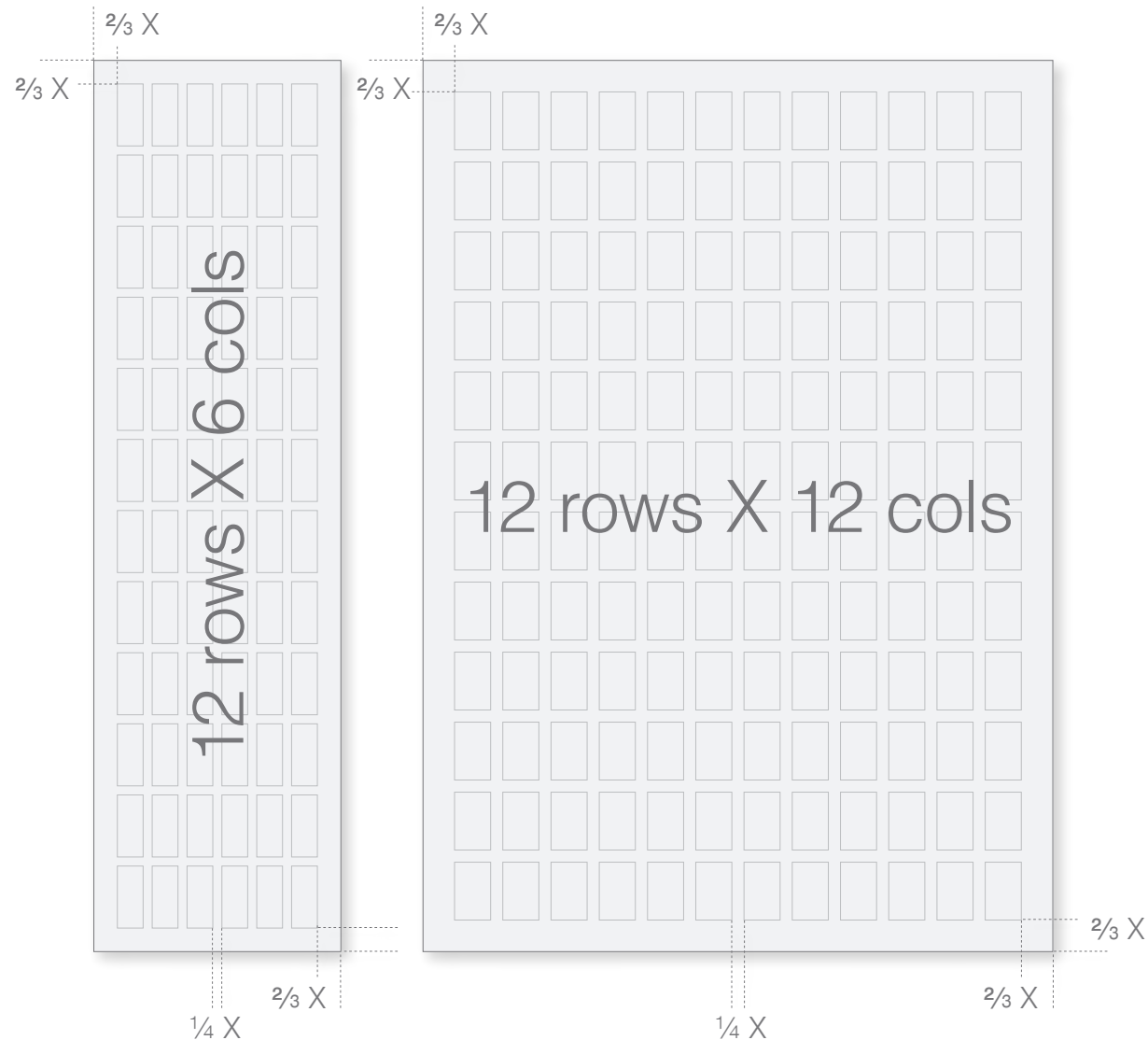
## 2.43 Panel Grid Creation – Step Two: Calculation X Value

X is the measuring unit we use to create the MBRSG panel grid system across all applications. It can be defined in relation to the media size by using the following formula:

$$(\text{Width} + \text{height}) \div 32 = X$$

For example, an X value for an A4 ad =  
 $(21 + 29.7) \div 32 = 1.584 \text{ cm}$

## 2.0 The Identity Elements



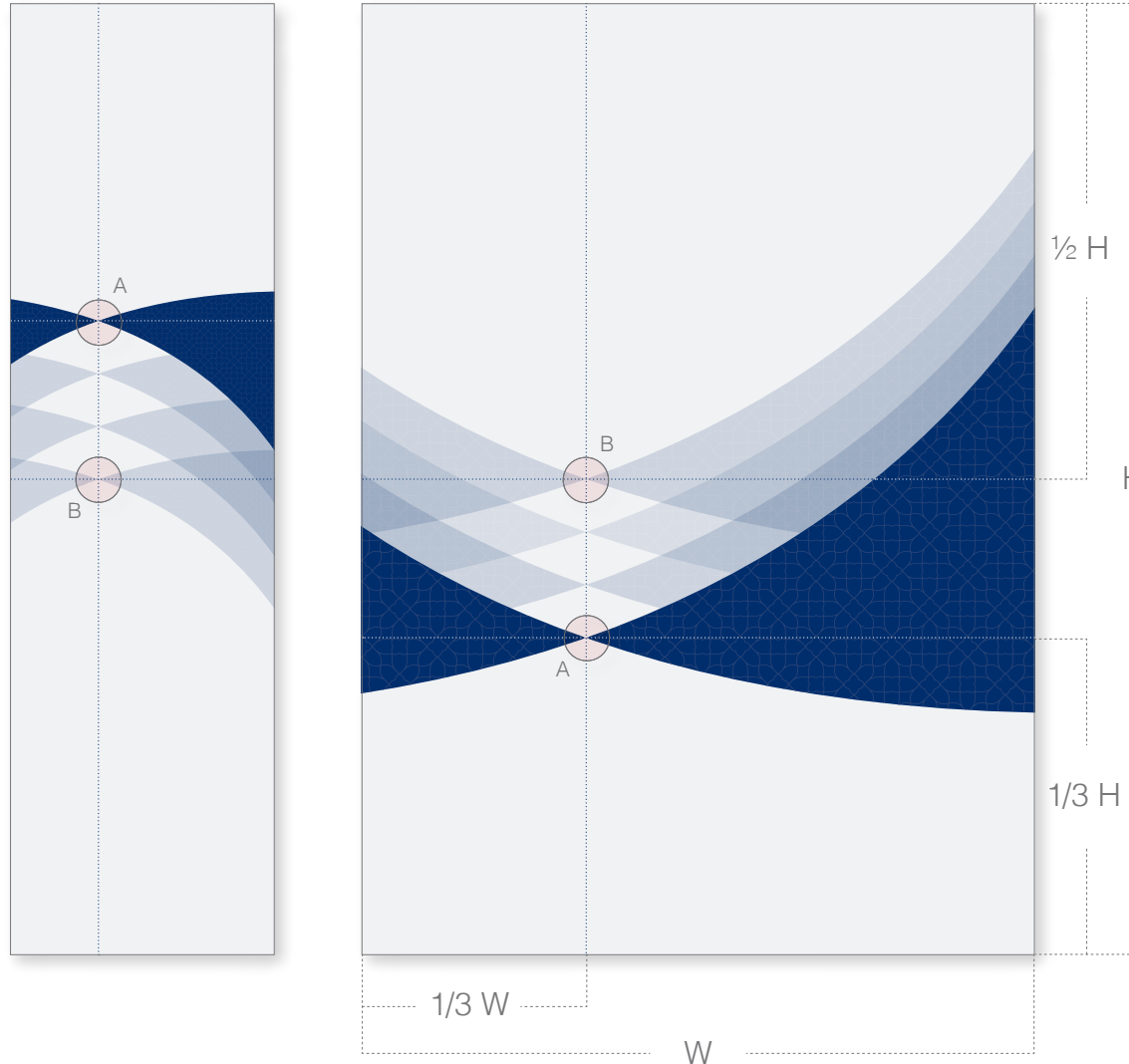
## 2.44 Panel Grid Creation – Step Three: Creating The Grid System

The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area and brand marque placement positioning.

- 1- For all normal and standard formats:  
Apply 12 rows x 12 columns
- 2- For all extreme formats:  
Apply 12 rows x 6 columns (or vice versa)
- 3- For the gutter width use  $\frac{1}{4} X$
- 4- For the margin use  $\frac{2}{3} X$ . Always use the margins and not the page to define and fit the grid setting.



## 2.0 The Identity Elements



## 2.46 Panel Grid Creation – Step Five: Prosperity Path Graphic Size & Position

The positioning of the prosperity path graphic is governed by a few principles, to ensure consistent implementation across different applications.

The following steps describe how to position the prosperity path graphic on above the line (ATL) communications, portrait formats. Please refer to the pages 2.31-2.38 for more details about the different orientations and positions:

- Divide the height of the application into three equal parts
- Divide the width of the application into three equal parts
- Define the (A) point, which results from the intersection between the line of  $1/3$  the height ( $1/3H$ ), and the line of  $1/3$  the width ( $1/3W$ )
- Define the (B) point, which results from the intersection between the middle line of the application height ( $1/2H$ ), and the line of  $1/3$  the width ( $1/3W$ )
- Fit the width of the prosperity path graphic in the application
- Position the intersection point of the prosperity path graphic, on the intersection point (A)
- For flexibility, the prosperity path graphic can be moved between the points (A) and (B)

## 2.0 The Identity Elements



## 2.47 Panel Grid Creation – Step Six: Image & Text Areas

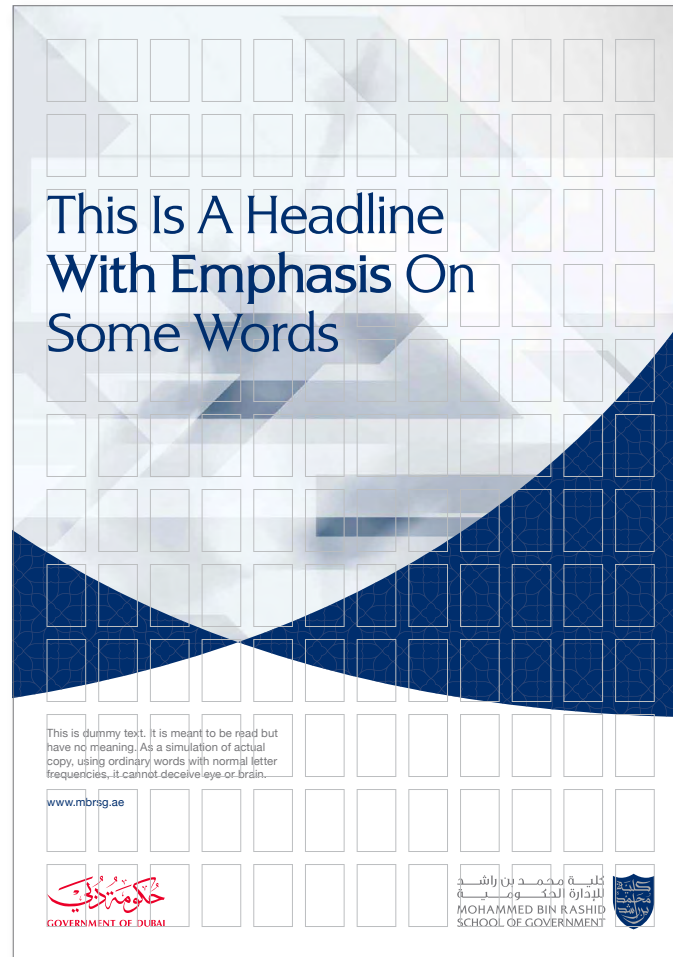
The image and text areas defined are based on the position of the prosperity path graphic.

If the upward position is used, the image area is at the top, and the text area at the bottom.

If the downward position is used, the image area is at the bottom, and the text area at the top.

The size of the image and text areas can be adjusted based on the communication content, as demonstrated on page 2.26.

## 2.0 The Identity Elements



## 2.48 Panel Grid Creation – Step Seven: Placing Headline & Body Copy

The MBRSG panel grid system provides the guideline to place headlines and text in the communication:

1. Base the headlines and text placement on the grid system.
2. Place the main headline in image area, text area or on the prosperity path graphic – the wider portion.
3. Place body copy, address and URL in the text area.

## 2.0 The Identity Elements

## 2.49 Panel Grid - Flexibility

This page shows some examples of how the MBRSG panel grid system can be flexible and responsive to various communication requirements.



# تمكين القيادة لبناء المستقبل

Headline type setting using GE Hili typeface, light and book weights, font size 50 pt, leading 50 pt.

هذا النص لمحاكاة تنسيق النصوص الفقرات القصيرة.  
إستخدم في هذا التنسيق حجم حرف ١٣ نقطة، و  
٧.٦ نقطة (حجم قياسي) للمسافة بين السطور.

Paragraph typesetting using GE Hili typeface, light weight, font size 23 pt, leading 27.6 pt (auto leading).

هذه الفقرة لمحاكاة، إستخدم لتنسيق النص حجم حرف ١٤ نقطة، ١٦.٨ نقطة (قياسي) للمسافة بين السطور. الغرض من هذا النص ان يكون مقروء ولا معنى له. كتب هذا النص لمحاكاة النصوص الحقيقية، وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ. عندما يتم كتابة نصوص وهمية للتمثيل بإستخدام كلمات لا معنى لها وغير مقروءة وبشكل عشوائي، فإن هذه النصوص غالباً ما تفشل في أداء مهمتها وتلفت الإنتباه إلى نفسها وتبدو غير أصيلة.

Paragraph typesetting using Helvetica Neue LT Arabic typeface, roman and bold weights, font size 14 pt, leading 16.8 pt (auto leading).

To represent our brand image through typography in a consistent and clear manner, we defined simple typesetting principles that need to be followed:

### Headlines typesetting:

1. Use GE Hili typeface for headlines, sub headlines, short paragraphs and quotations.
2. Mainly use GE Hili light weight for headlines.
3. Use a combination of GE Hili light and book to highlight and draw attention to some words.
4. Set similar value for the headline font size and leading size. For short paragraphs, set the leading to auto.

### Body copy typesetting:

1. Use Helvetica Neue LT Arabic typeface for main body copy and long paragraphs.
2. Mainly use Neue LT Arabic, the light weight for body copy.
3. Use a combination of Helvetica Neue LT Arabic light, roman and bold to highlight and draw attention to body copy.
4. Set the leading value to auto.

# Empowering Leaders, Shaping The Future

Headline type setting using Alexon typeface, medium and light weights, font size 50 pt, leading 50 pt.

This is dummy for short paragraphs typesetting. The typesetting is 23pt font size, 27.6pt (Auto leading).

Paragraph typesetting using Alexon typeface, light weight, font size 23 pt, leading 27.6 pt (auto leading).

**This is dummy paragraph, the typesetting is 14pt font size, 16.8pt (Auto leading).** This paragraph is meant to be as a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention towards themselves. Text may be provided in any typeface, at whatever size and format is required.

Paragraph typesetting using Helvetica typeface, bold and regular weights, font size 14 pt, leading 16.8 pt (auto leading).

The following points outline typesetting principles for the English language:

### Headlines typesetting:

1. Use Alexon typeface for headlines, sub headlines, short paragraphs and quotations.
2. Mainly use Alexon light weight for headlines.
3. Use a combination of Alexon light and medium to highlight and draw attention to some words.
4. Set similar value for the headline font size and leading size. For short paragraphs, set the leading to auto.

### Body copy typesetting:

1. Use Helvetica typeface for main body copy and long paragraphs.
2. Mainly use Helvetica, the light weight for body copy.
3. Use a combination of Helvetica light, regular and bold to highlight and draw attention to body copy.
4. Set the leading value to auto.



# Section Three

# Brand Applications



# 3.1

## Corporate Applications

This section illustrates our corporate applications which play an important role in our overall communications system.

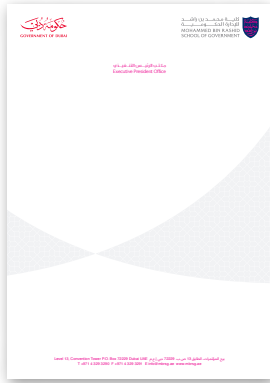
### 3.1. Corporate Applications

### 3.1.2 Elements Overview

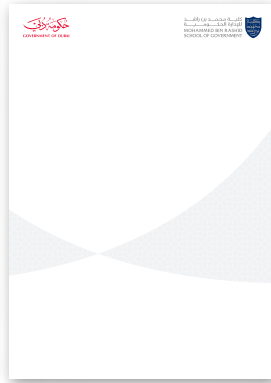
Letterhead - Corporate



Letterhead - President



Continuation



A5 notepad



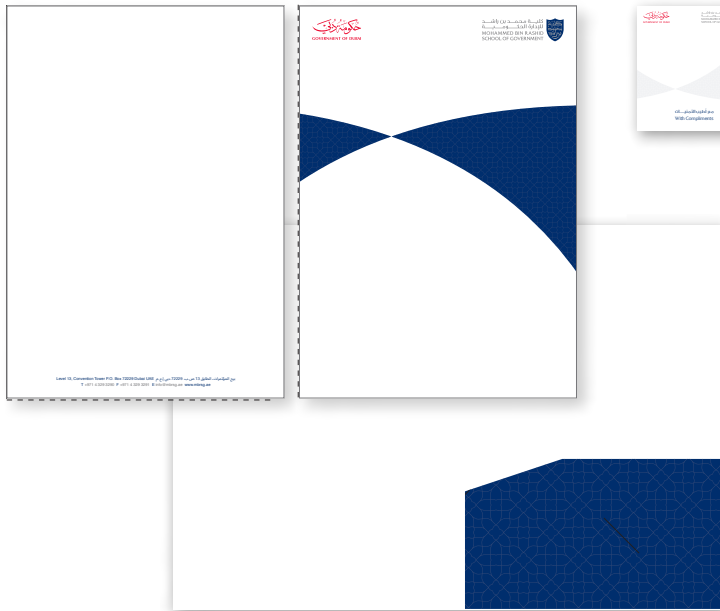
A4 notepad



DVD Packaging



Press kit folder



Compliments slip



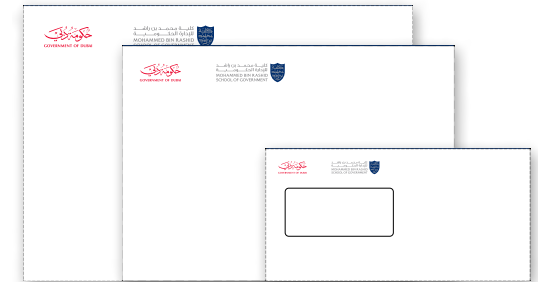
Business card



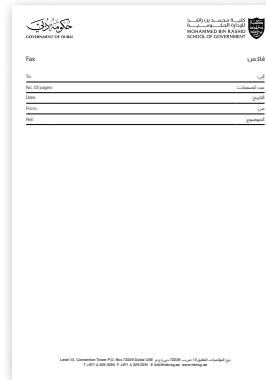
Business card - President



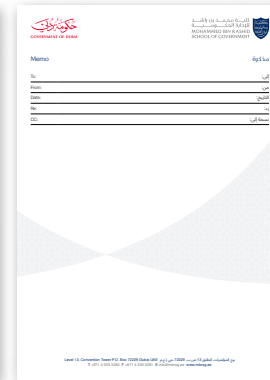
Envelopes



Fax



Memo



## 3.1. Corporate Applications



## 3.1.3 Letterhead – Corporate

Our stationery has been designed in a very distinctive style which works as part of our brand.

All specifications and guidelines should be followed when reproducing our stationery to maintain our brand image consistently.

The paper stock specified for our stationery and literature applications is:

Mohawk / Strathmore / Writing  
/ Ultimate White Wove.

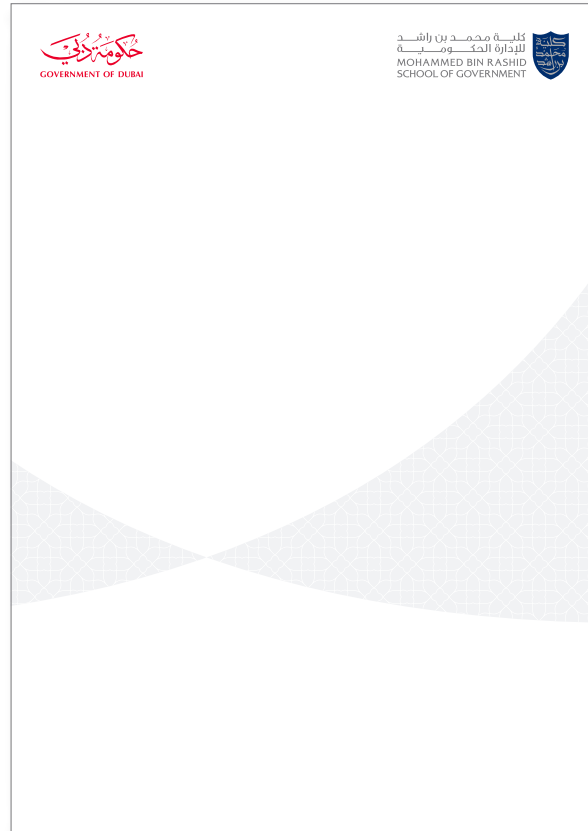
Stationery should always be printed in Pantone® spot colours — never CMYK.

### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	104 gsm
<b>Production:</b>	4 colour printing

MBRSG Letterhead is available as digital artwork for print production as well as MS Office document for electronic use.

## 3.1. Corporate Applications



## 3.1.4 Continuation Sheet – Corporate

### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	104 gsm
<b>Production:</b>	4 colour printing

MBRSG continuation sheet is available as digital artwork for print production as well as MS Office document for electronic use.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



## 3.1.5 Letterhead – President

### Specifications:

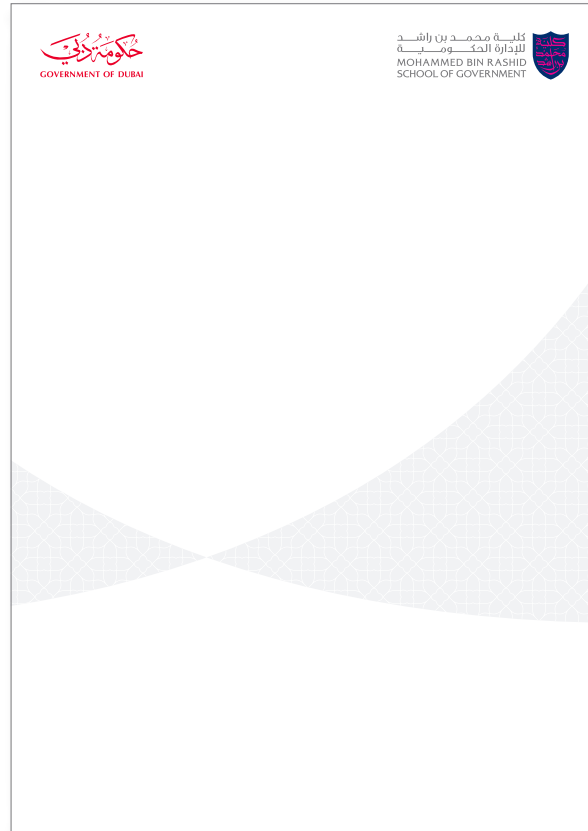
<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	104 gsm
<b>Production:</b>	3 colour printing + silver folio

MBRSG letterhead is available as digital artwork for print production as well as MS Office document for electronic use.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



## 3.1.6 Continuation Sheet – President

### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	104 gsm
<b>Production:</b>	3 colour printing + silver folio

MBRSG continuation sheet is available as digital artwork for print production as well as MS Office document for electronic use.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

حكومة دبي  
GOVERNMENT OF DUBAI

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT

Fax فاكس

To: إلى

No. Of pages: عدد الصفحات

Date: التاريخ

From: من

Ref: الموضوع

Level 13, Convention Tower P.O. Box 72229 Dubai UAE | ت. 72229 دبي أ.ع.م. | P. 72229 دبي أ.ع.م. | E. info@mbmsg.ae | www.mbmsg.ae

## 3.1.7 Corporate Fax Sheet

### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	Plain A4 white paper
<b>Production:</b>	1 colour printing

MBRSG business forms follow the same principles applied on the letterhead. MBRSG fax is available as digital artwork for print production as well as MS Office document for electronic use.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

Logo of the Government of Dubai (حكومة دبي) and the Mohammed Bin Rashid School of Government (كلية محمد بن راشد للإدارة الحكومية).

Memo / مذكرة

To: / إلى:

From: / من:

Date: / التاريخ:

Re: / رة:

CC: / نسخة إلى:

Level 13, Convention Tower P.O. Box 72229 Dubai UAE | دبي 72229 | برج المؤتمرات، الطابق 13 ص.ب. 72229 | T: +971 4 329 3290 F: +971 4 329 3291 E: info@mbrsg.ae www.mbrsg.ae

## 3.1.8 Memo

### Specifications:

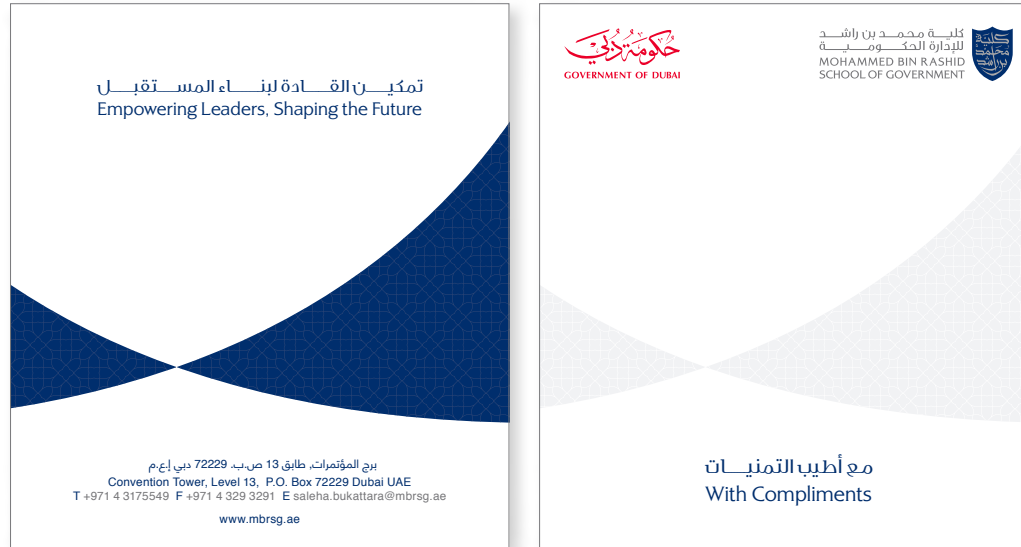
<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	104 gsm
<b>Production:</b>	4 colour printing

MBRSG business forms follow the same principles applied on the letterhead. MBRSG memo is available as digital artwork for print production as well as MS Office document for electronic use.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



## 3.1.9 Compliment Slip

### Specifications:

<b>Size:</b>	90mm x 98mm
<b>Paper stock weight:</b>	118 gsm
<b>Production:</b>	4 colour printing

MBRSG compliment slip is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.10 Business Cards



#### Specifications:

<b>Size:</b>	55mm x 90mm
<b>Paper stock weight:</b>	352 gsm
<b>Production:</b>	4 colour printing, front and back

MBRSG business card is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.11 Business Cards – President



#### Specifications:

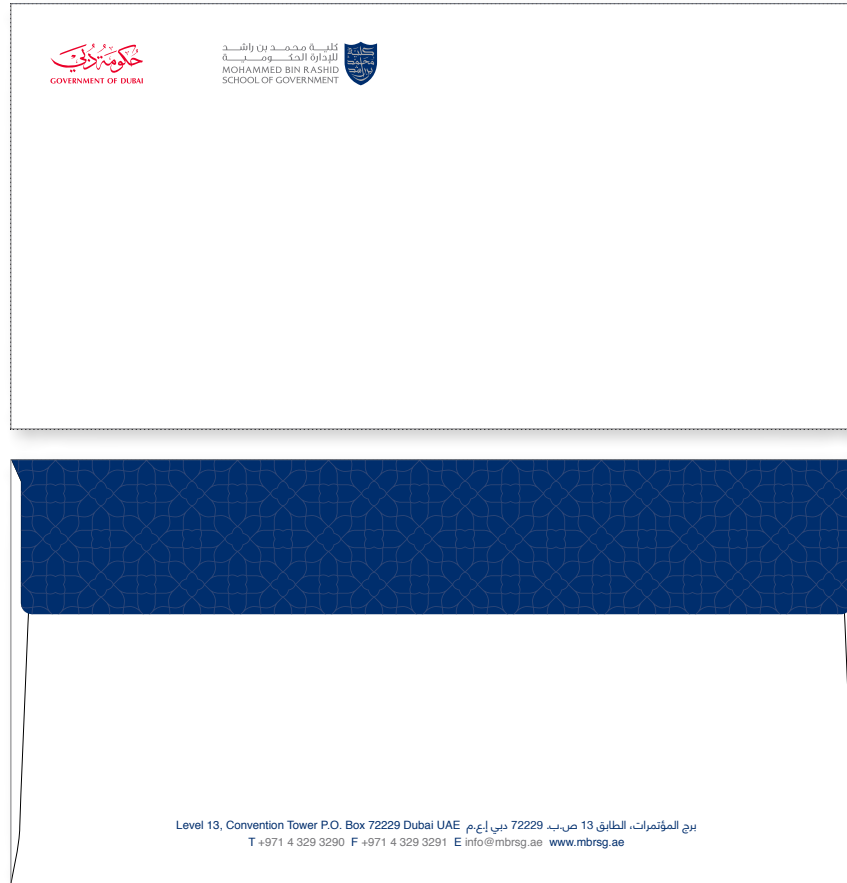
<b>Size:</b>	55mm x 90mm
<b>Paper stock weight:</b>	352 gsm
<b>Production:</b>	4 colour printing + silver folio, front and back

MBRSG business card is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



### 3.1.12 DL Envelope

#### Specifications:

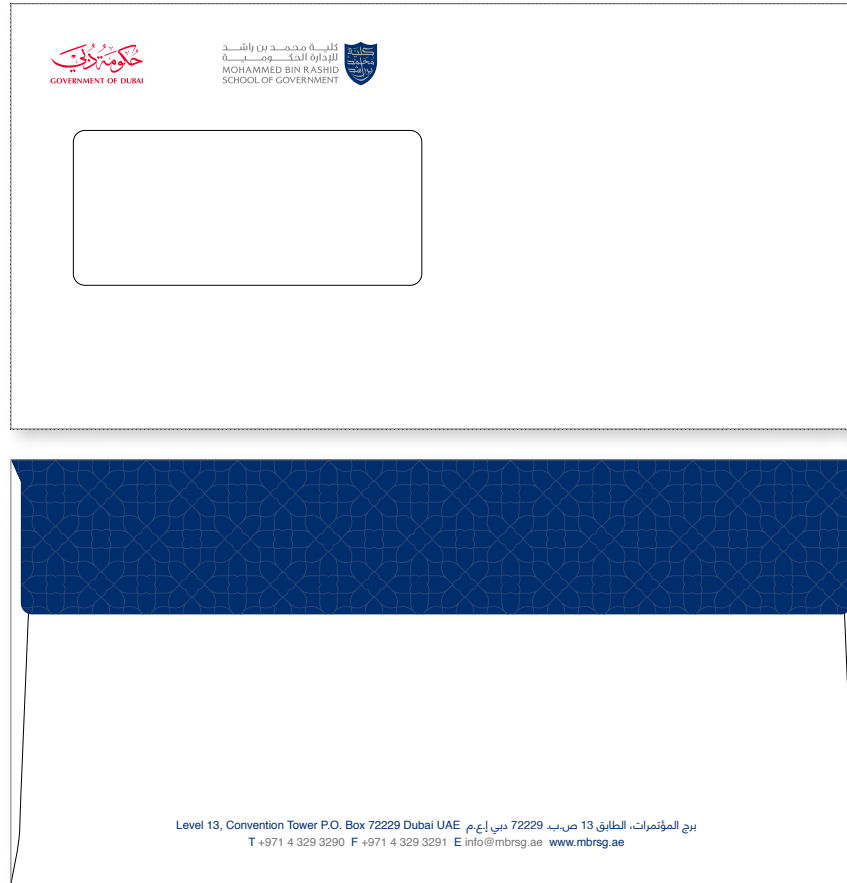
<b>Size:</b>	220mm x 110mm
<b>Paper stock weight:</b>	118 gsm
<b>Production:</b>	4 colour printing. Custom made

MBRSG envelope is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



### 3.1.13 DL Envelope With Window

#### Specifications:

<b>Size:</b>	220mm x 110mm
<b>Paper stock weight:</b>	118 gsm
<b>Production:</b>	4 colour printing. Custom made

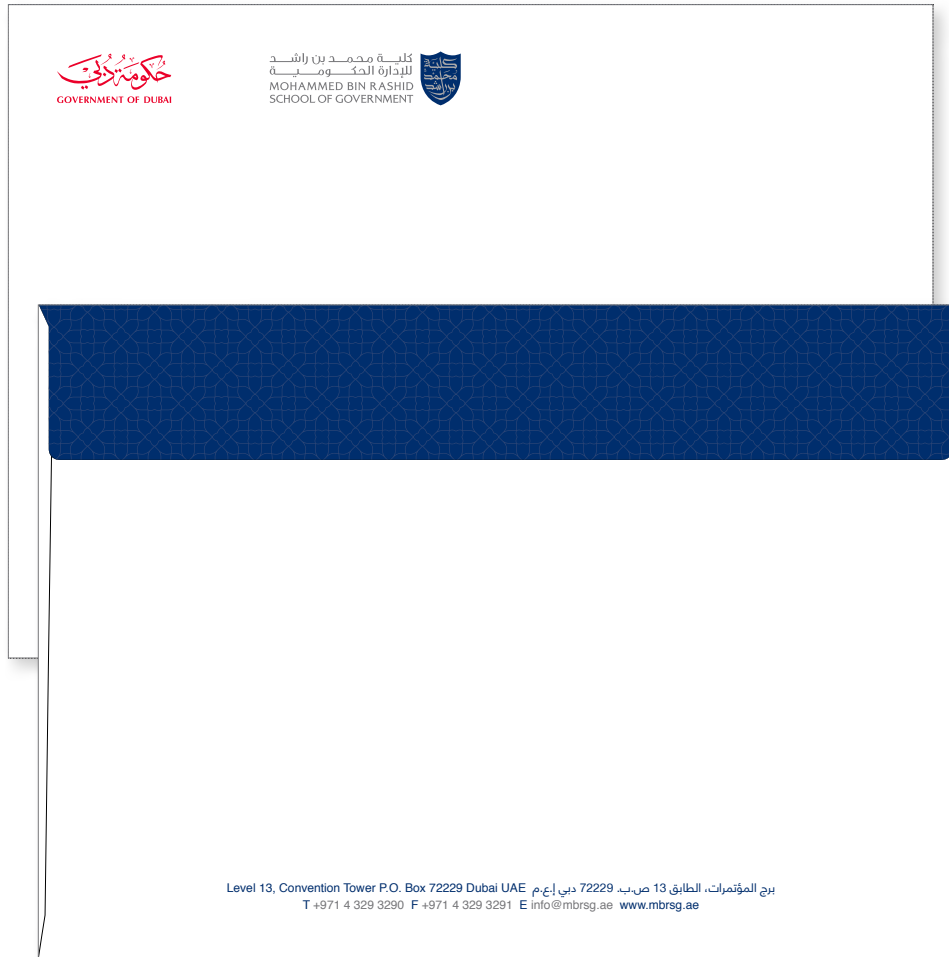
MBRSG envelope is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.14 C4 Envelope



#### Specifications:

<b>Size:</b>	324mm x 229mm
<b>Paper stock weight:</b>	118 gsm
<b>Production:</b>	4 colour printing. Custom made

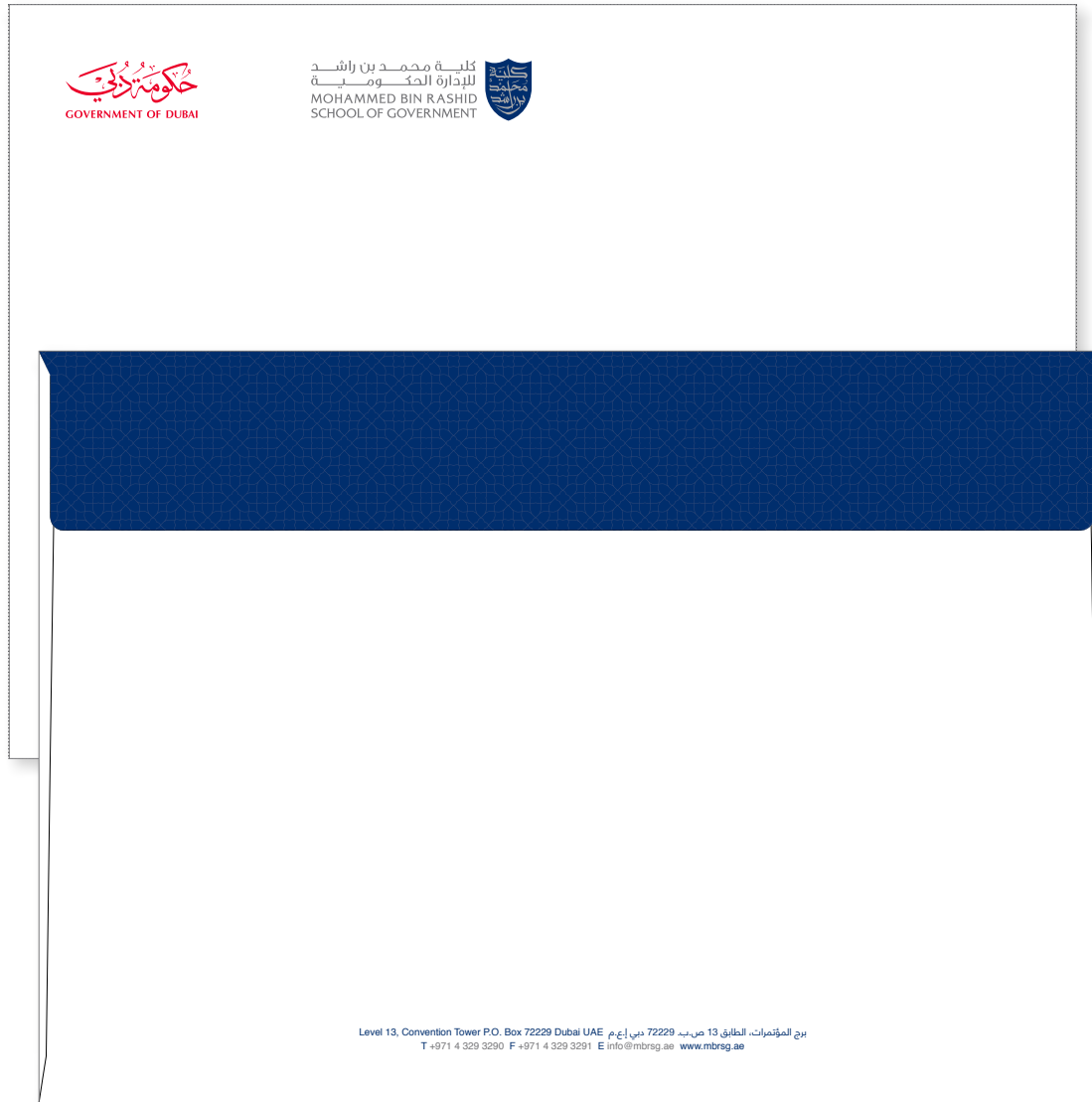
MBRSG envelope is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.15 C3 Envelope



#### Specifications:

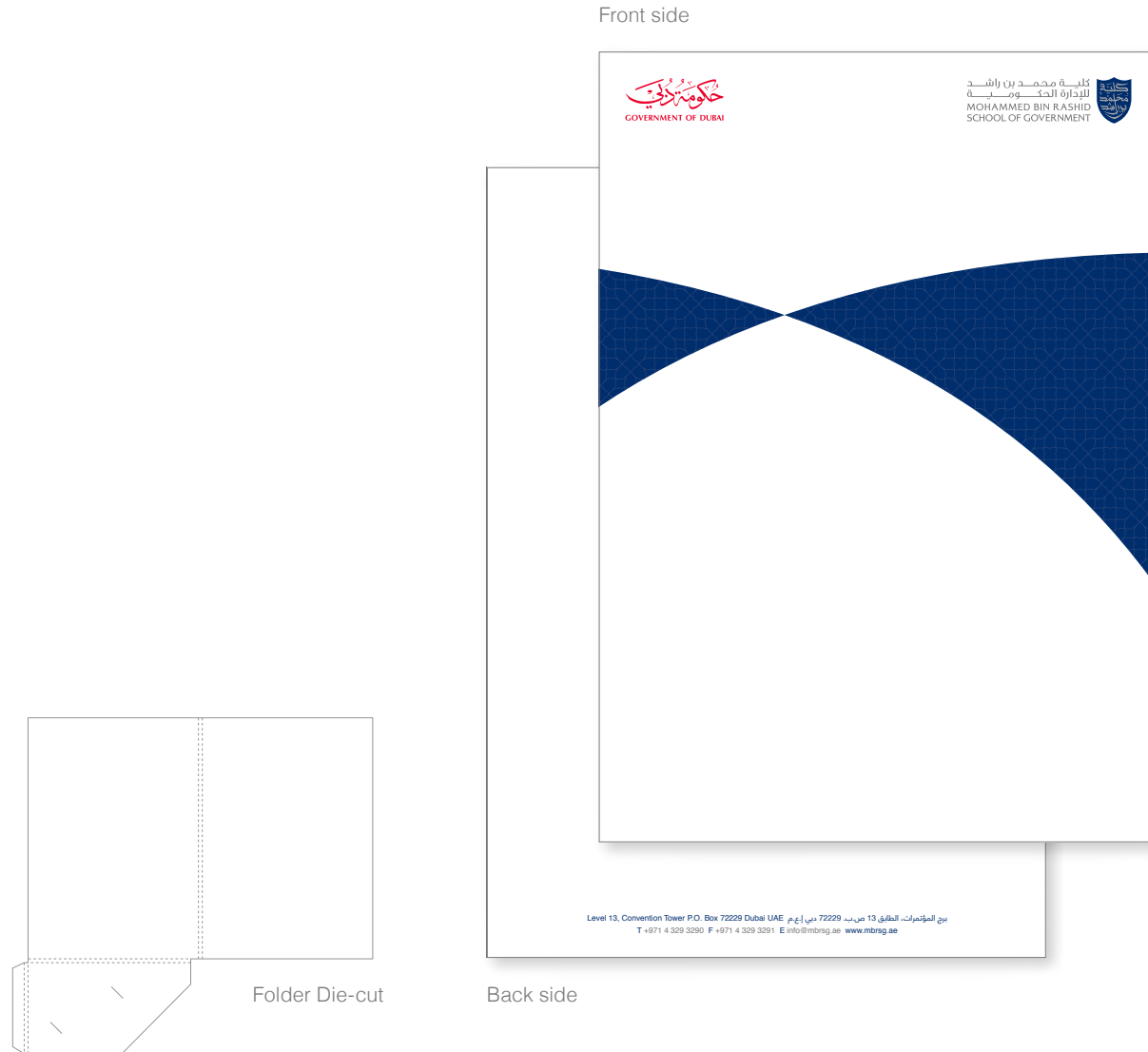
<b>Size:</b>	458mm x 324mm
<b>Paper stock weight:</b>	118 gsm
<b>Production:</b>	4 colour printing. Custom made

MBRSG envelope is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



### 3.1.16 Folder

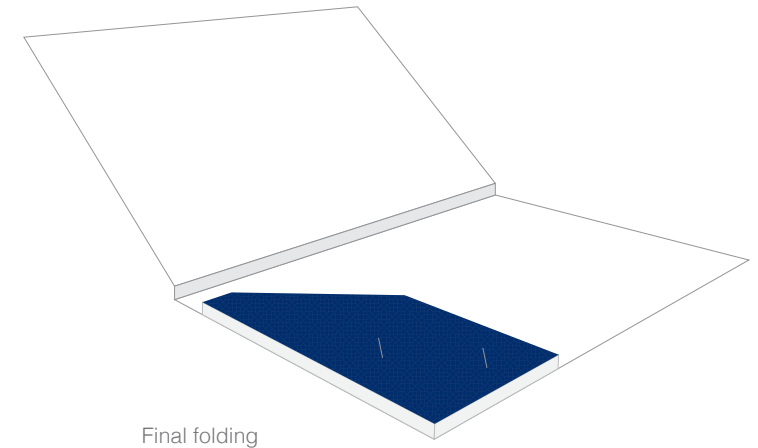
#### Specifications:

<b>Size:</b>	220mm x 310mm. Spine: 5mm
<b>Paper stock weight:</b>	400 gsm
<b>Production:</b>	4 colour printing. Custom made

MBRSG folder is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



## 3.1. Corporate Applications

### 3.1.17 DVD Packaging



#### Specifications:

<b>Size:</b>	120mm x 178mm.
<b>Paper stock weight:</b>	104 gsm
<b>Production:</b>	4 colour printing. Custom made

MBRSG DVD packaging is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications



## 3.1.18 Certificate

### Specifications:

<b>Size:</b>	297mm x 210mm
<b>Paper stock weight:</b>	352 gsm
<b>Production:</b>	4 colour printing

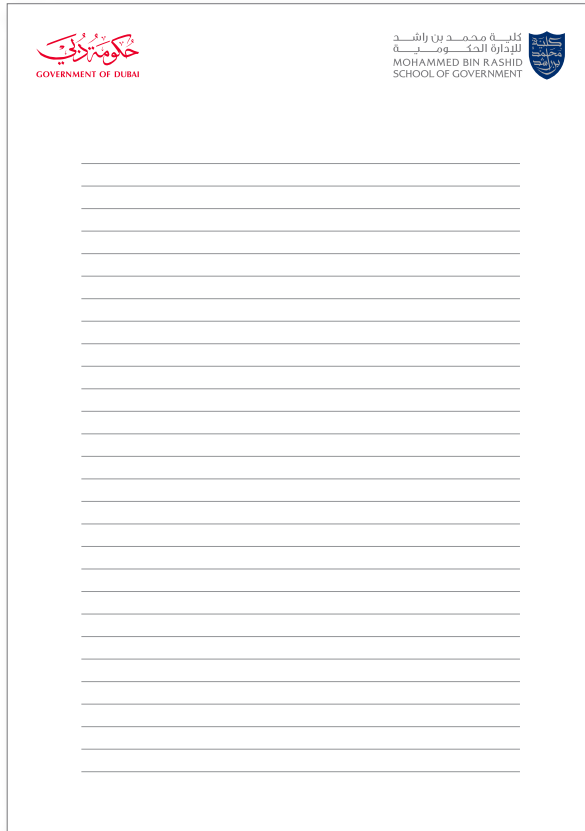
MBRSG certificate is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

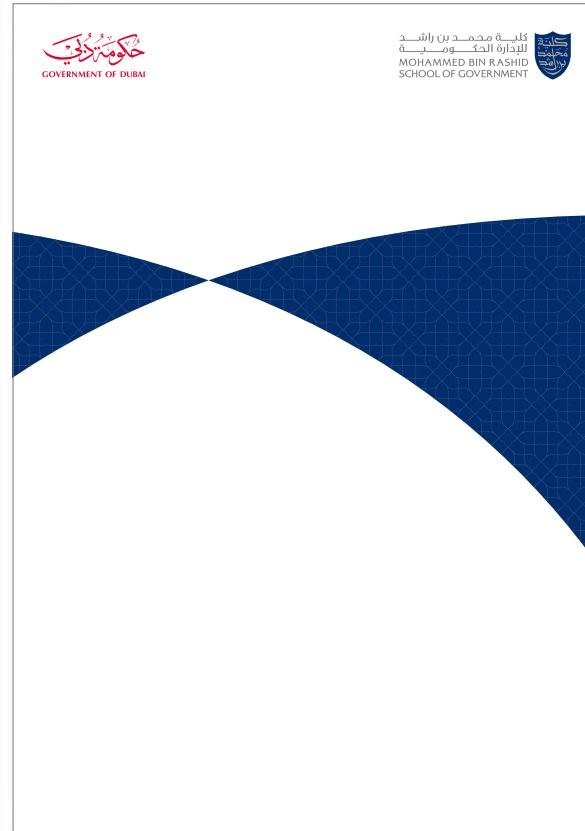
Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.19 Notepad A4



Inside pages



Cover

#### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	104 gsm (inside pages) 400 gsm (cover)
<b>Production:</b>	4 colour printing. Custom made 160 pages maximum

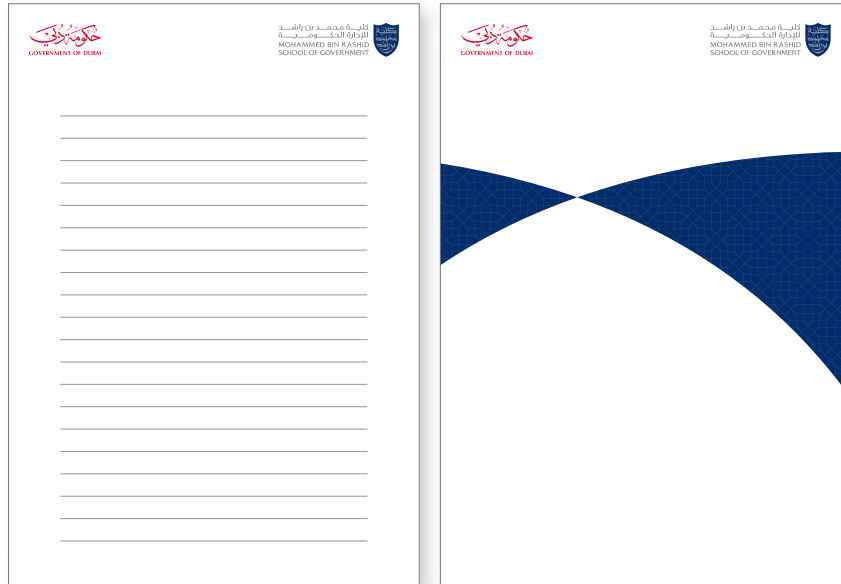
MBRSG notepad is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.20 Notepad A5



Inside pages

Cover

#### Specifications:

<b>Size:</b>	148.5mm x 210mm
<b>Paper stock weight:</b>	104 gsm (inside pages) 400 gsm (cover)
<b>Production:</b>	4 colour printing. Custom made 160 pages maximum

MBRSG notepad is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.

## 3.1. Corporate Applications

### 3.1.21 Admin Form

**حكومة دبي**  
GOVERNMENT OF DUBAI

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT

**Requisition Form**

Date: \_\_\_\_\_

Issued To: \_\_\_\_\_

Requested by: \_\_\_\_\_

SR	Item	Project	Module	Qty
1				
2				
3				
4				
5				
6				
7				
8				
9				

To be Filled by Procurement

SL	Quotation Requested From	Vendor Quote	Amount Quoted
1			
2			
3			

Vendor Selected : \_\_\_\_\_ AED: \_\_\_\_\_

Level 13, Convention Tower P.O. Box 72229 Dubai UAE | برج المؤتمرات، الطابق 13 ص.ب. 72229 دبي |  
T: +971 4 329 3290 F: +971 4 329 3291 E: info@mbrsg.ae www.mbrsg.ae

#### Specifications:

**Size:** 210mm x 297mm  
**Paper stock weight:** Plain A4 white paper  
**Production:** 4 colour printing

MBRSG business forms follow the same principles applied on the letterhead. MBRSG main form 1 is available as digital artwork for print production as well as MS Office document for electronic use.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



# 3.2

## Corporate Advertising

This section presents the implementation of the panel grid system on brand advertising, and allows expansion to accommodate brand communication needs.

## 3.2 Corporate Advertising



### 3.2.2 Standard Size Adverts

Remember, when creating our brand communications you should always follow the 7 easy steps highlighted in the pages 2.39 - 2.48.

Size: W210 x H297 mm

$X = (\text{Width} + \text{Height}) \div 32$

Grid system: 12 rows X 12 columns

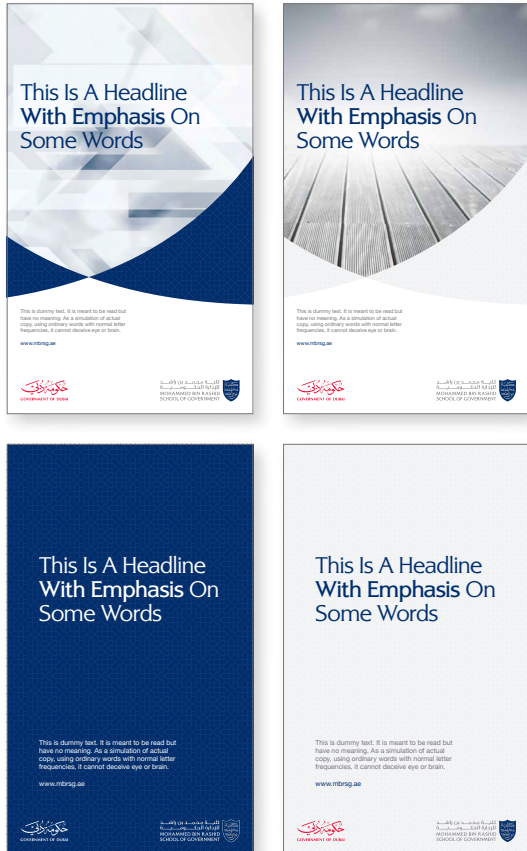
Gutter =  $1/4 X$

The type size is defined by the media size and should always be proportionate to the X value.

This example also applies to the horizontal A4 size advert format.

For other standard formats like A0, A1, A2 etc., apply the same 7 step process.

## 3.2 Corporate Advertising



## 3.2.3 Full Page Newspaper Adverts

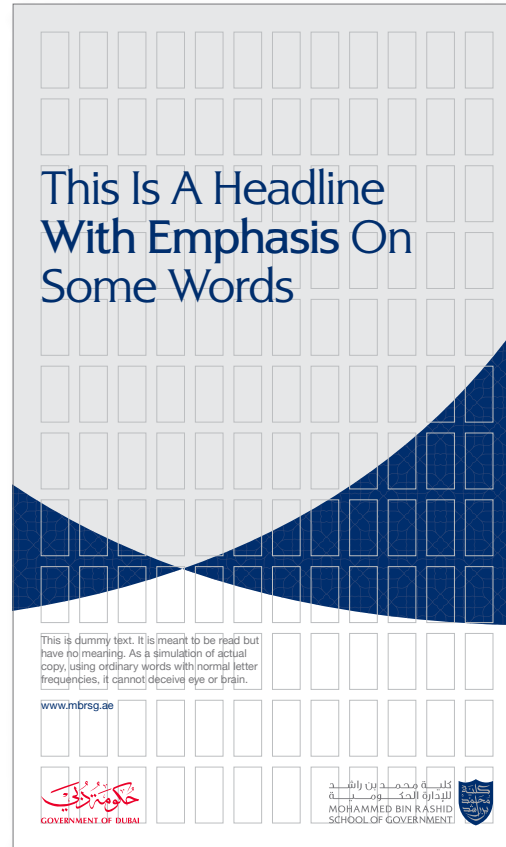
Size: W330 x H550 mm

$X = (\text{Width} + \text{Height}) \div 32$

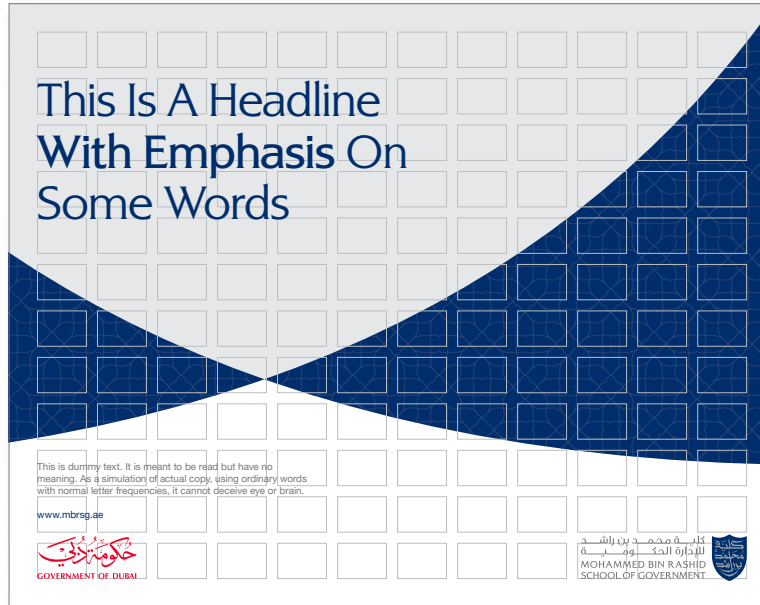
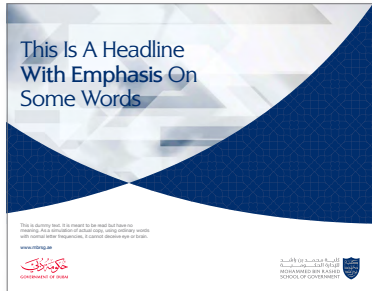
Grid system: 12 rows X 12 columns

Gutter =  $1/4 X$

The type size is defined by the media size and should always be proportionate to the X value.



## 3.2 Corporate Advertising



## 3.2.4 Half Page Newspaper Adverts

Size: W330 x H260 mm

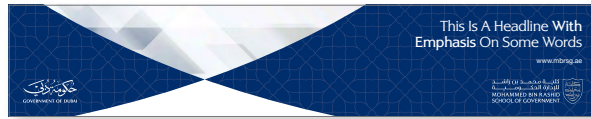
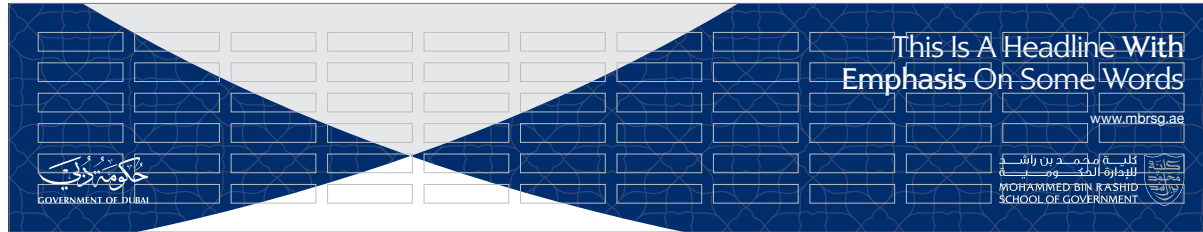
$$X = (\text{Width} + \text{Height}) \div 32$$

Grid system: 12 rows X 12 columns

Gutter = 1/4 X

The type size is defined by the media size and should always be proportionate to the X value.

## 3.2 Corporate Advertising



## 3.2.5 Newspaper Strip Adverts

Size: W420 x H80 mm

$X = (\text{Width} + \text{Height}) \div 32$

Grid system: 6 rows X 12 columns

Gutter =  $1/4 X$

The type size is defined by the media size and should always be proportionate to the X value.

## 3.2 Corporate Advertising



## 3.2.6 Billboards

Size: W1200 x H580 cm

$X = (\text{Width} + \text{Height}) \div 32$

Grid system: 12 rows X 12 columns

Gutter =  $1/4 X$

The type size is defined by the media size and should always be proportionate to the X value.



## 3.2 Corporate Advertising



## 3.2.7 Banners & Drops

Size: W250 x H900 cm

$X = (\text{Width} + \text{Height}) \div 32$

Grid system: 12 rows X 6 columns

Gutter =  $1/4 X$

The type size is defined by the media size and should always be proportionate to the X value.

## 3.2 Corporate Advertising

### 3.2.8 Standard Size Adverts

Size: W250 x H900 cm

$X = (\text{Width} + \text{Height}) \div 32$

Grid system: 12 rows X 6 columns

Gutter =  $1/4 X$

The type size is defined by the media size and should always be proportionate to the X value.





# 3.3

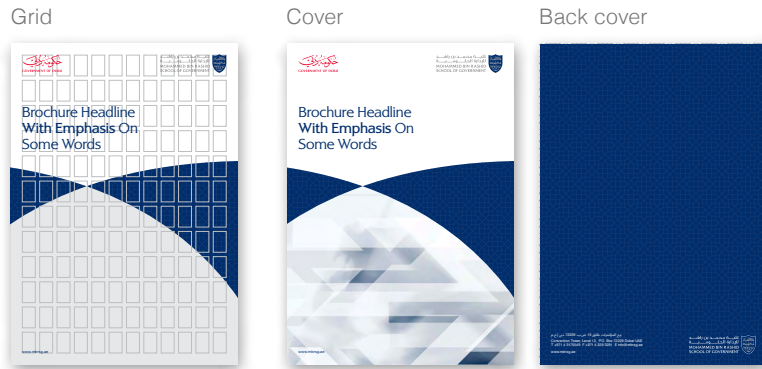
# Corporate Literature

This section focuses on our corporate literature styling. Our basic identity elements come together in a consistent look and feel that dynamically expresses our brand personality. The design approach is clean, contemporary and sophisticated.

### 3.3 Corporate Literature

### 3.3.2 Elements

A4 English brochure



A4 Arabic brochure



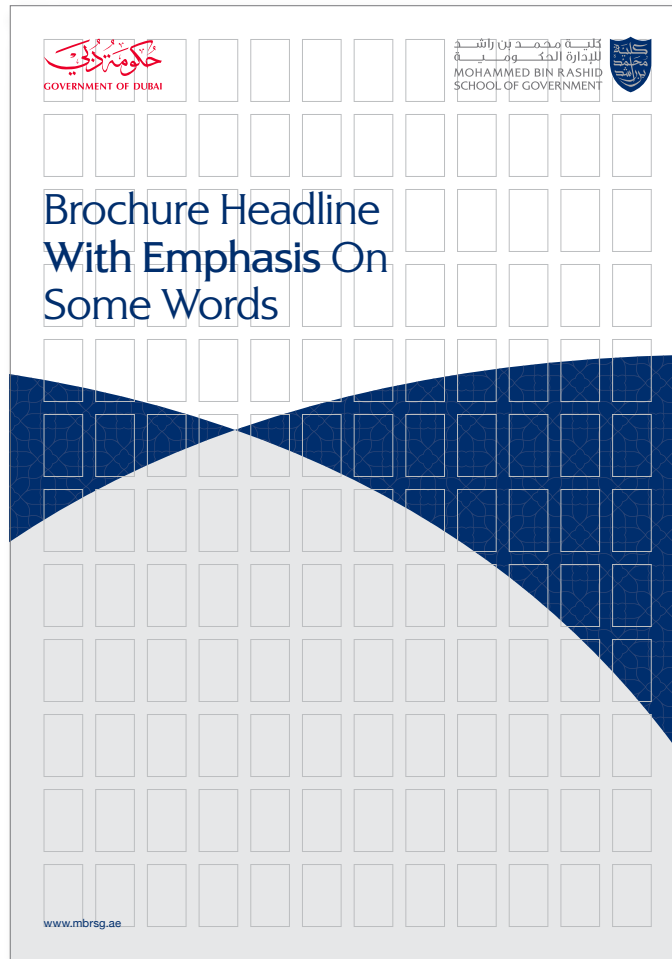
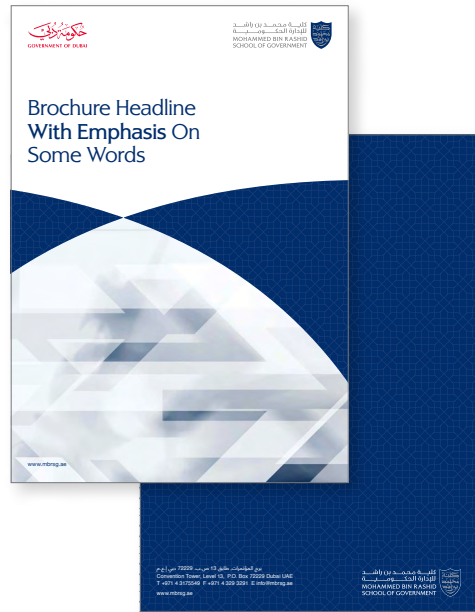
Inside pages



Inside pages



### 3.3 Corporate Literature



### 3.3.3 A4 English Brochure – Cover

Remember, when creating our brand literature you should always follow the 7 easy steps highlighted in the pages 2.39 - 2.48.

$$X = (\text{Width} + \text{Height}) \div 32$$

Grid system: 12 rows X 12 columns

Gutter = 1/4 X

The type size is defined by the media size and should always be proportionate to the X value.

#### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	118 gsm (inside pages) 400 gsm (cover)
<b>Production:</b>	4 colour printing.

The MBRSG brand literature is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



### 3.3 Corporate Literature



### 3.3.5 A4 Arabic Brochure – Cover

#### Specifications:

<b>Size:</b>	210mm x 297mm
<b>Paper stock weight:</b>	118 gsm (inside pages) 400 gsm (cover)
<b>Production:</b>	4 colour printing.

The MBRSG brand literature is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



### 3.3 Corporate Literature



### 3.3.6 A4 Arabic Brochure – Inside Spreads

#### Specifications:

- Size: 210mm x 297mm
- Paper stock weight: 118 gsm (inside pages) 400 gsm (cover)
- Production: 4 colour printing.

The MBRSG brand literature is available as digital artwork for print production.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



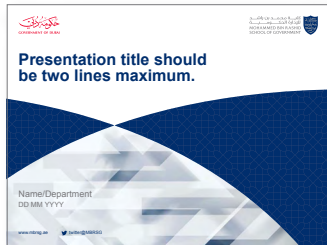
# 3.4

## Digital Media

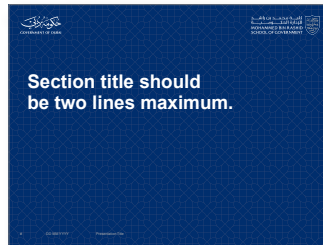
As part of our new visual identity, we've also created a new approach to all our digital brand elements. This section focuses on our basic online and digital styling which plays a big part in expressing MBRSG's personality in the ever more important digital world.

## 3.4 Digital Media

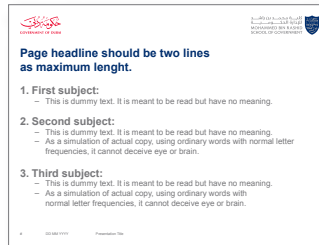
### 3.4.2 PowerPoint Presentation – Overview



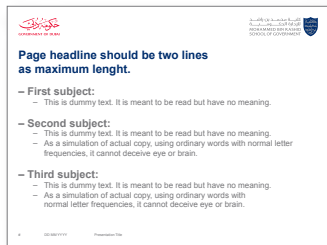
1. Cover slide



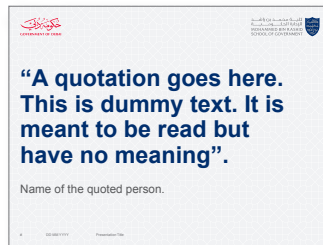
2. Section divider slide



3. Content slide



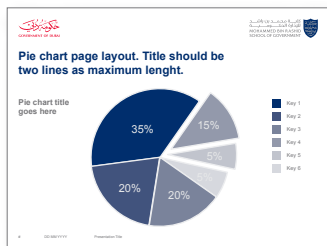
4. Content slide - bullet points



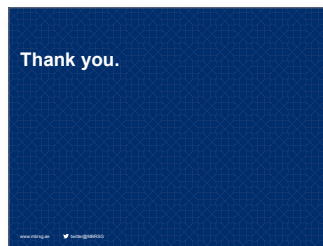
5. Content slide - quotations



6. Content slide - Images



7. Content slide - graphs



8. Content slide - closing

Our PowerPoint presentation template is based on the panel grid design principles:

**Media size:** W254 x H190.5 mm  
**X value:** (Width+ Height) ÷ 32  
**Grid:** 12 rows X 12 columns  
**Gutter:** 1/4 X  
**Colour:** RGB specifications

The following pages explain in details the specifications for the following slides:

1. Cover slide
2. Section divider slide
3. Content slide
4. Content slide - bullet points
5. Content slide - quotations
6. Content slide - Images
7. Content slide - graphs
8. Content slide - closing

## 3.4 Digital Media

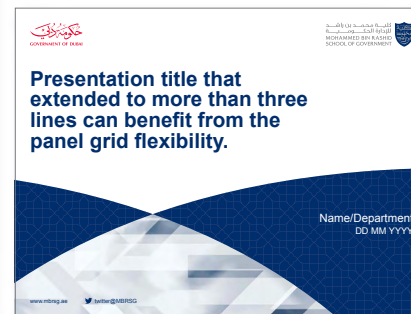
### PowerPoint layout grid



## 3.4.3 PowerPoint Presentation – Cover Slide

### Typesetting:

- **Slide title:** set in 52-42pt using Arial bold, left aligned.
- **Name, department and date:** set in 18-20pt using Arial regular, left aligned.
- **Web address:** set in 12pt using Arial regular, set in lower-case.



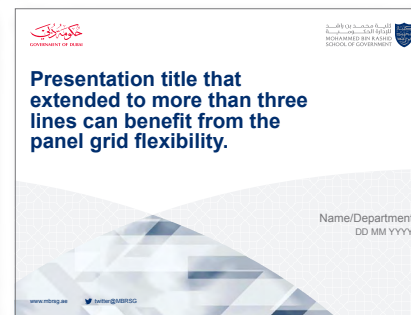
Cover slide - Coreblue  
- Long headlines



Cover slide - Coreblue



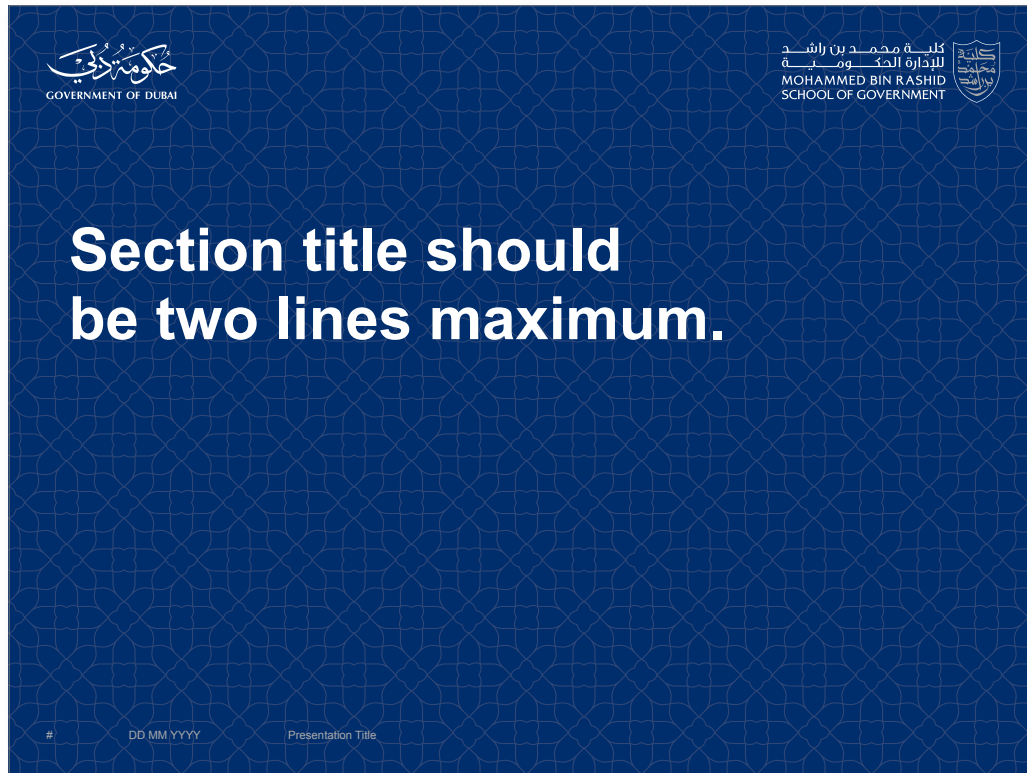
Cover slide - Watermark



Cover slide - Watermark  
- Long headlines

## 3.4 Digital Media

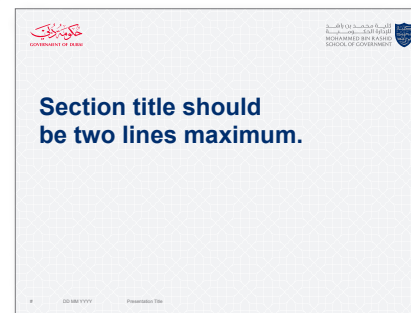
Divider slide - Coreblue



### 3.4.4 PowerPoint Presentation – Section Divider

#### Typesetting:

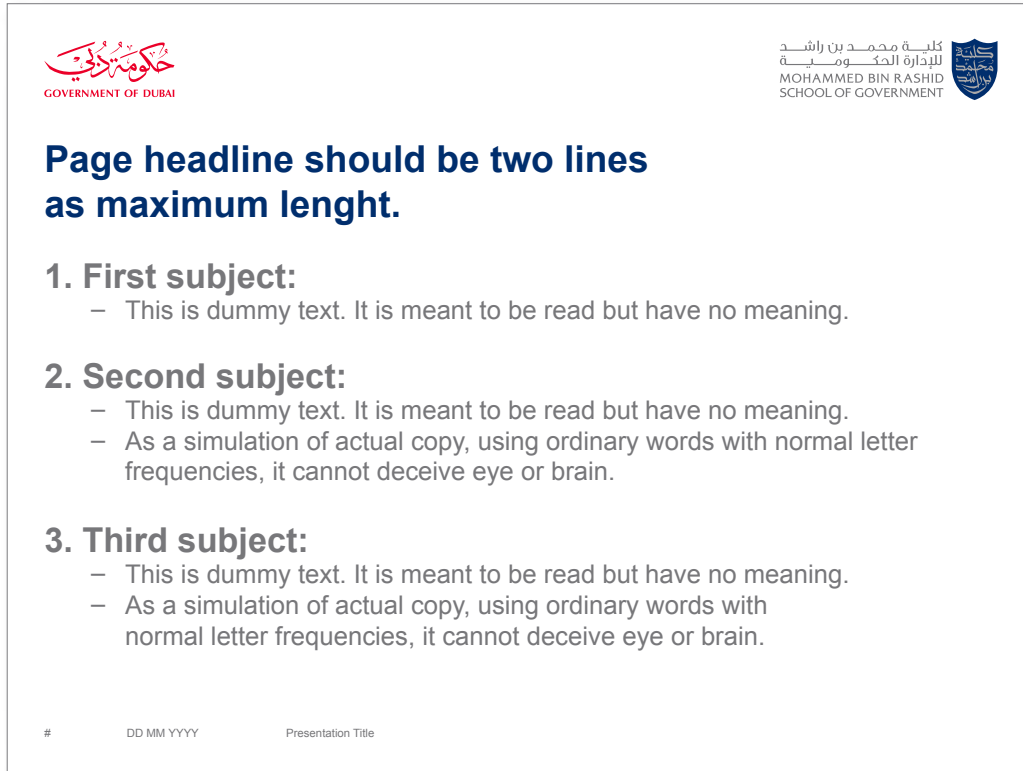
- **Section title:** set in 52-42pt using the typeface Arial bold, left aligned.
- **Footer:** set in 8pt using Arial regular, set in lower-case.



Divider slide - Watermark

## 3.4 Digital Media

Content slide



The content slide features a white background with a thin black border. In the top left corner is the Government of Dubai logo, and in the top right corner is the Mohammed Bin Rashid School of Government logo. The main text is in a dark blue font. The headline is bold and spans two lines. Below it are three numbered sections, each with a bold title and a list of bullet points. At the bottom left, there is a small '#' symbol, and at the bottom center, there is a date format 'DD MM YYYY' and a 'Presentation Title' placeholder.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT

**Page headline should be two lines  
as maximum length.**

**1. First subject:**

- This is dummy text. It is meant to be read but have no meaning.

**2. Second subject:**

- This is dummy text. It is meant to be read but have no meaning.
- As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

**3. Third subject:**

- This is dummy text. It is meant to be read but have no meaning.
- As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

# DD MM YYYY Presentation Title

## 3.4.5 PowerPoint Presentation – Content Slide

### Typesetting:



- **Headline:** set in 26-20pt using the typeface Arial bold, left aligned.
- **Sub-headline:** set in 24-18pt using the typeface Arial bold, left aligned.
- **Body copy:** set in 18-16pt using Arial regular, left aligned.
- **Footer:** set in 8pt using the Arial regular, set in lower-case.



Blank slide

## 3.4 Digital Media

Bullet points slide



**Page headline should be two lines as maximum length.**

- **First subject:**
  - This is dummy text. It is meant to be read but have no meaning.
- **Second subject:**
  - This is dummy text. It is meant to be read but have no meaning.
  - As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.
- **Third subject:**
  - This is dummy text. It is meant to be read but have no meaning.
  - As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.

# DD MM YYYY Presentation Title

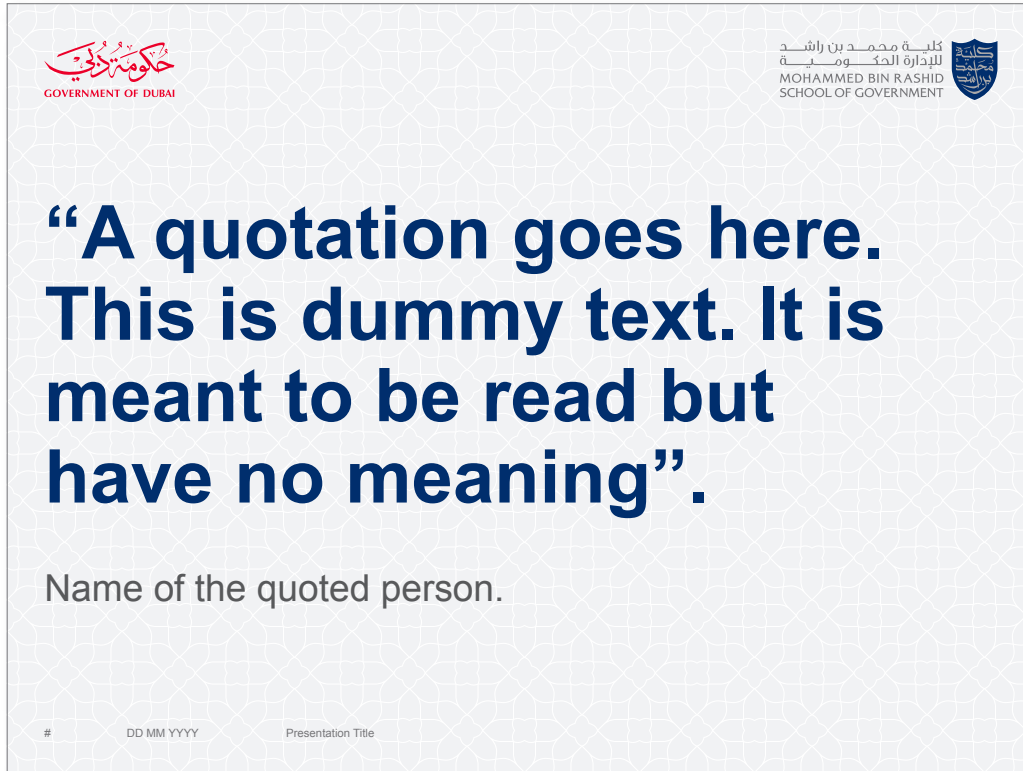
## 3.4.6 PowerPoint Presentation – Content Slide – Bullet Points

### Typesetting:

- **Headline:** set in 26-20pt using the typeface Arial bold, left aligned.
- **Sub-headline:** set in 24-18pt using the typeface Arial bold, left aligned.
- **Body copy:** set in 18-16pt using the typeface Arial regular, left aligned.
- **Footer:** set in 8pt using the Arial regular, set in lower-case.

## 3.4 Digital Media

Quotation slide



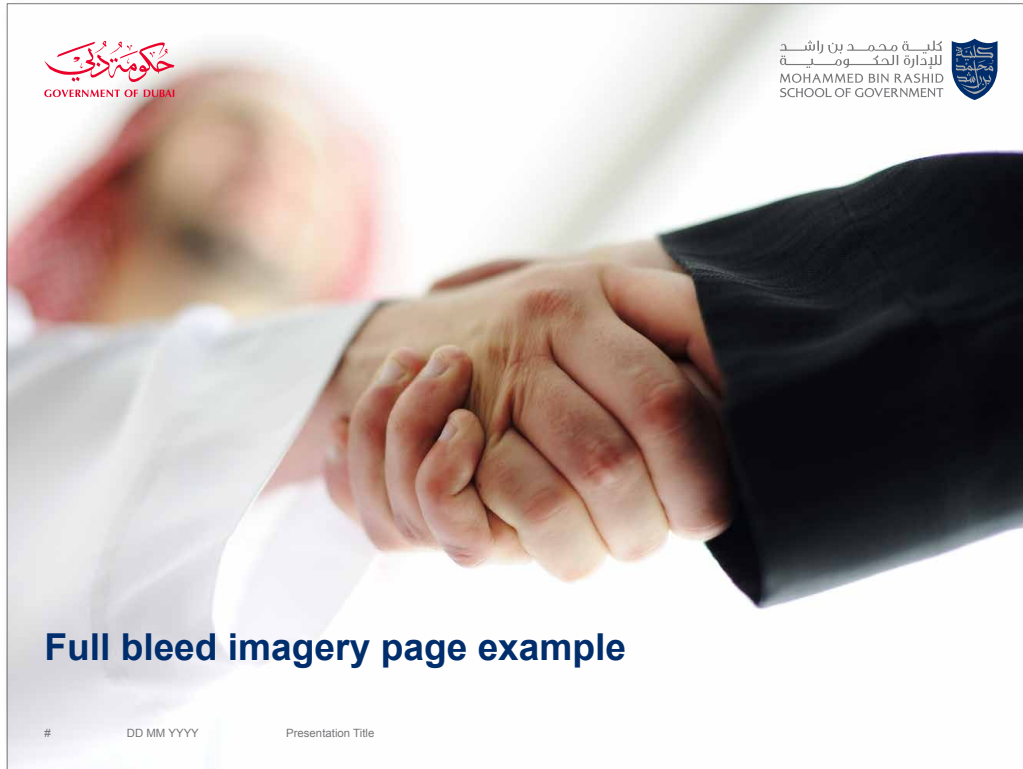
### 3.4.7 PowerPoint Presentation – Content Slide – Quotations

#### Typesetting:

- **Quotation:** set in 52pt using the typeface Arial bold, left aligned.
- **Name:** set in 26pt using the typeface Arial regular, left aligned.
- **Footer:** set in 8pt using Arial regular, set in upper-case.

## 3.4 Digital Media

Full bleed Image slide



### 3.4.8 PowerPoint Presentation – Content Slide – Images

#### Typesetting:

- **Headline:** set in 26-20pt using the typeface Arial bold, left aligned.
- **Image caption:** set in 14pt using Arial regular, left aligned.
- **Footer:** set in 8pt using Arial regular, set in upper-case.



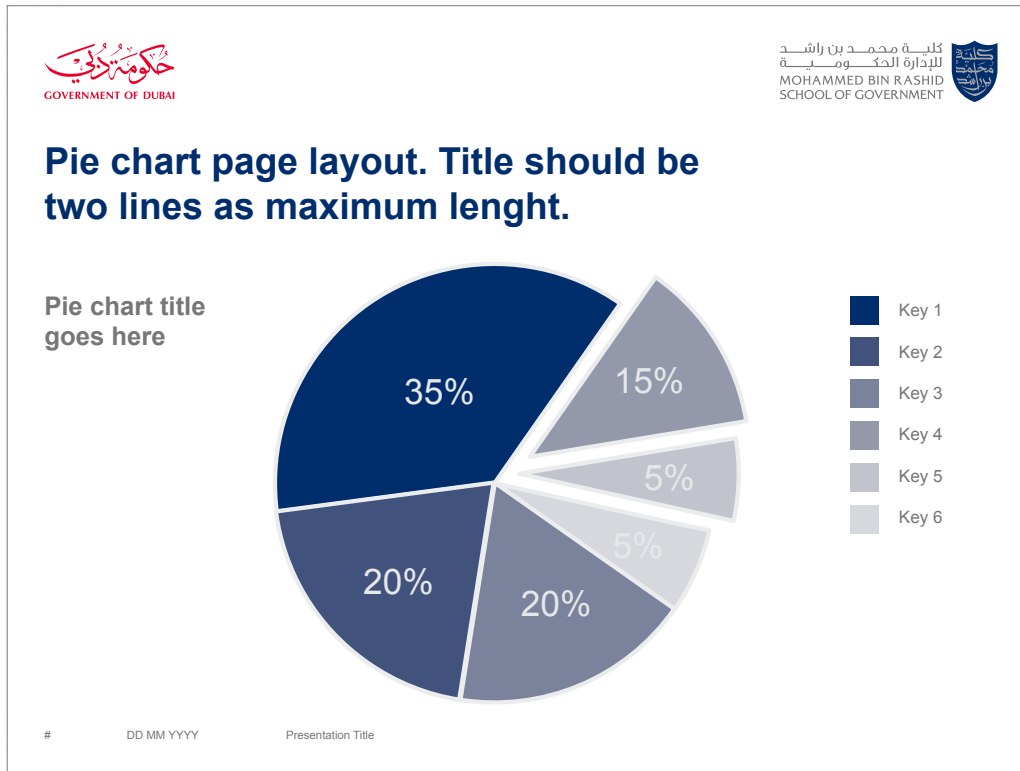
One image slide



Multiple image slide

## 3.4 Digital Media

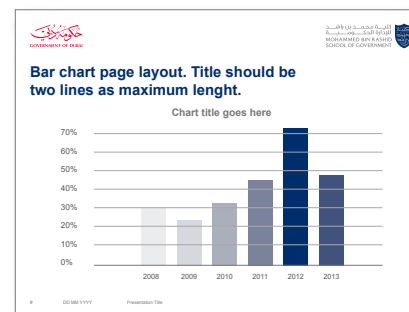
Pie chart slide



## 3.4.9 PowerPoint Presentation – Content Slide – Graphs

**Typesetting:**

- **Headline:** set in 26-20pt using the typeface Arial bold, left aligned.
- **Table title:** set in 18pt using the typeface Arial bold, left aligned.
- **Table copy:** set in 16pt using Arial regular, left aligned.
- **Footer:** set in 8pt using Arial regular, set in upper-case.



Bar chart slide

**Table page layout. Title should be two lines as maximum length.**

Table title goes here

Subject one	Subject two	Subject three	Subject four
2007	10%	25%	33%
2008	19.5%	36%	38%
2009	10%	25%	33%
2010	15.5%	33%	35%
2011	10%	25%	33%
2012	10%	20%	30%
2013	13%	23%	27%

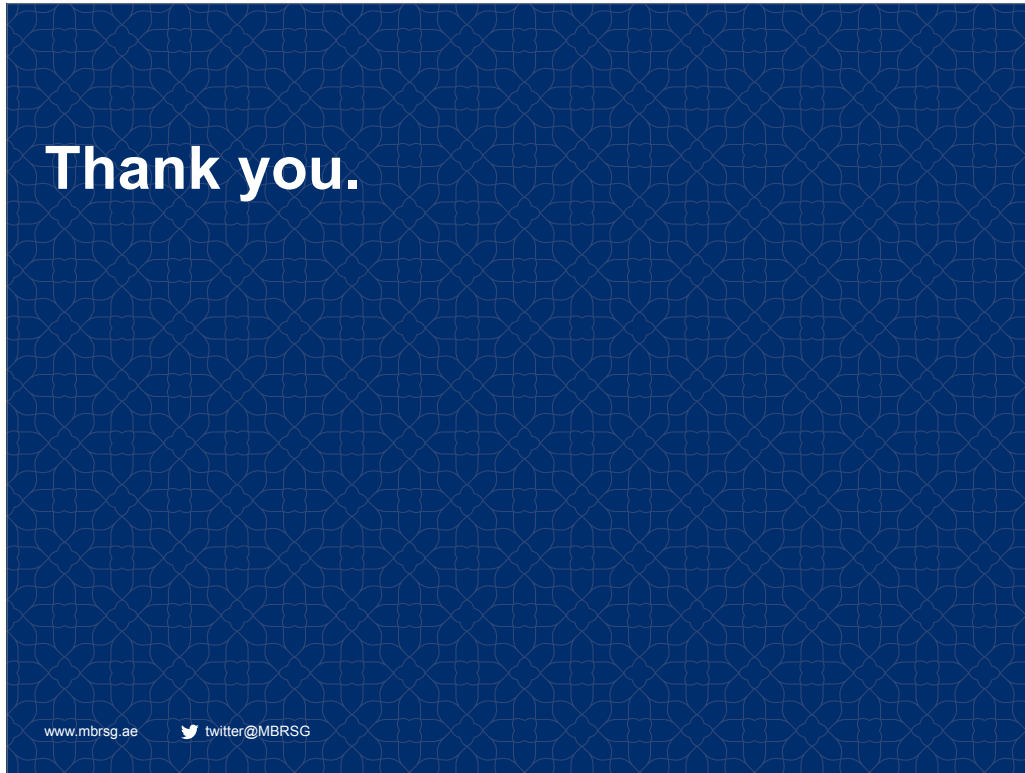
# DD MM YYYY Presentation Title

Logo of the Government of Dubai and Mohammed Bin Rashid School of Government.

Table slide

## 3.4 Digital Media

Closing slide

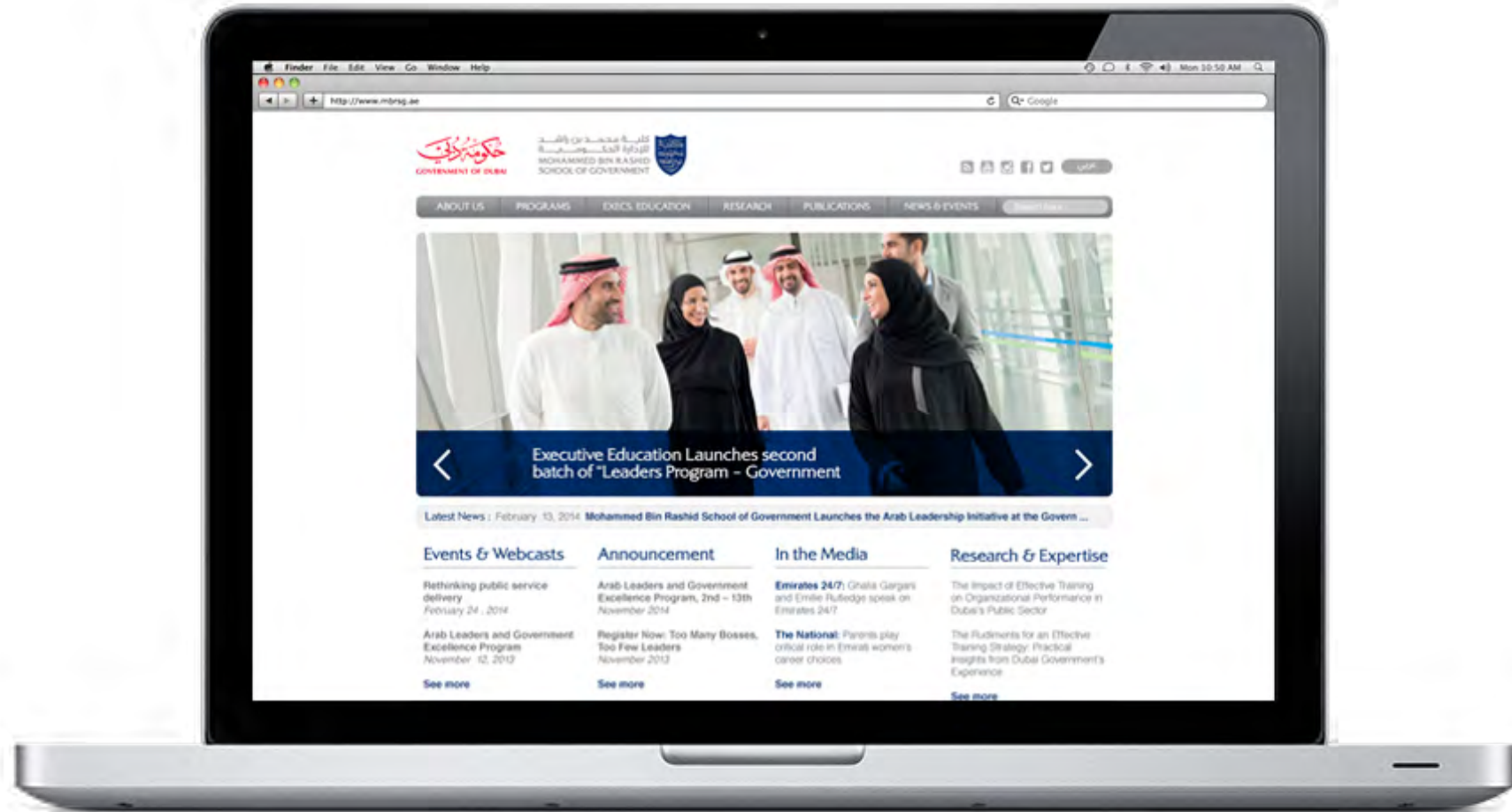


### 3.4.10 PowerPoint Presentation – Content Slide – Closing

#### Typesetting:

- **Thank you message:** set in 42pt using Arial bold, left aligned.

The MBRSG web style guide helps you create a simple, intuitive and consistent experience on any screen or device.

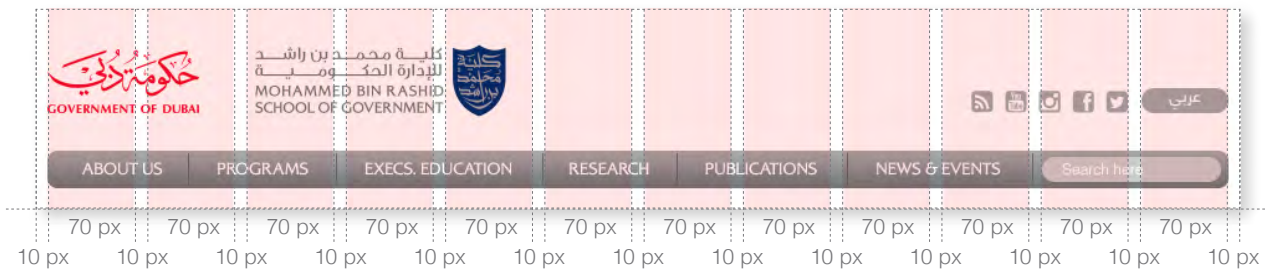


## 3.4 Digital Media

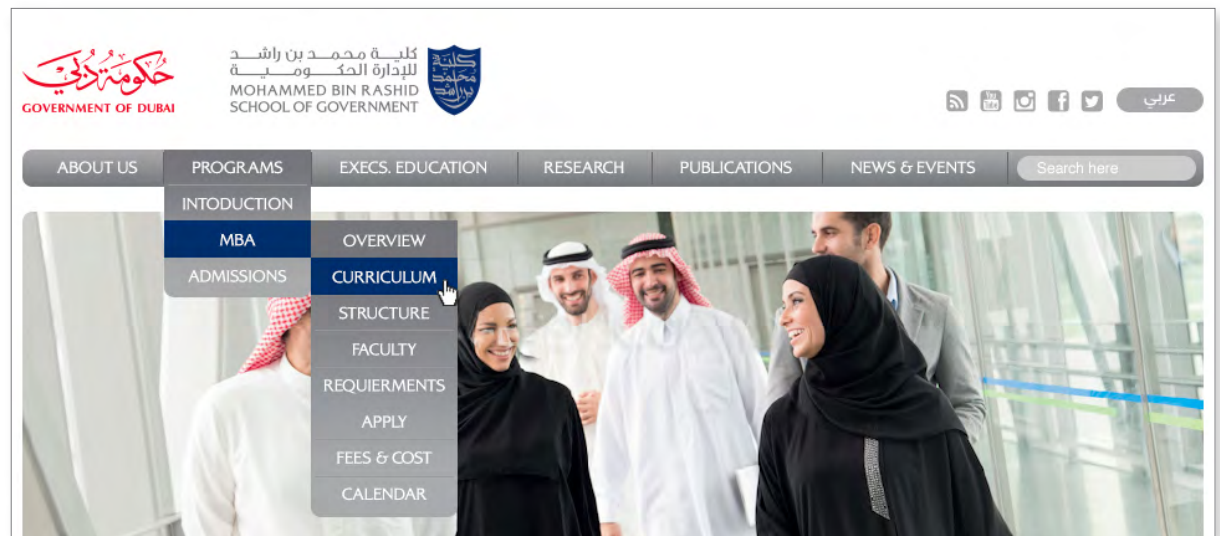
The MBRSG website header



The MBRSG website header on the grid



The MBRSG website header navigation



## 3.4.12 Website Styling – Header

The header is the most prominent element on our web page. It provides identification containing the MBRSG brand marquee and the Government of Dubai marquee - placed at the left side of the website layout.

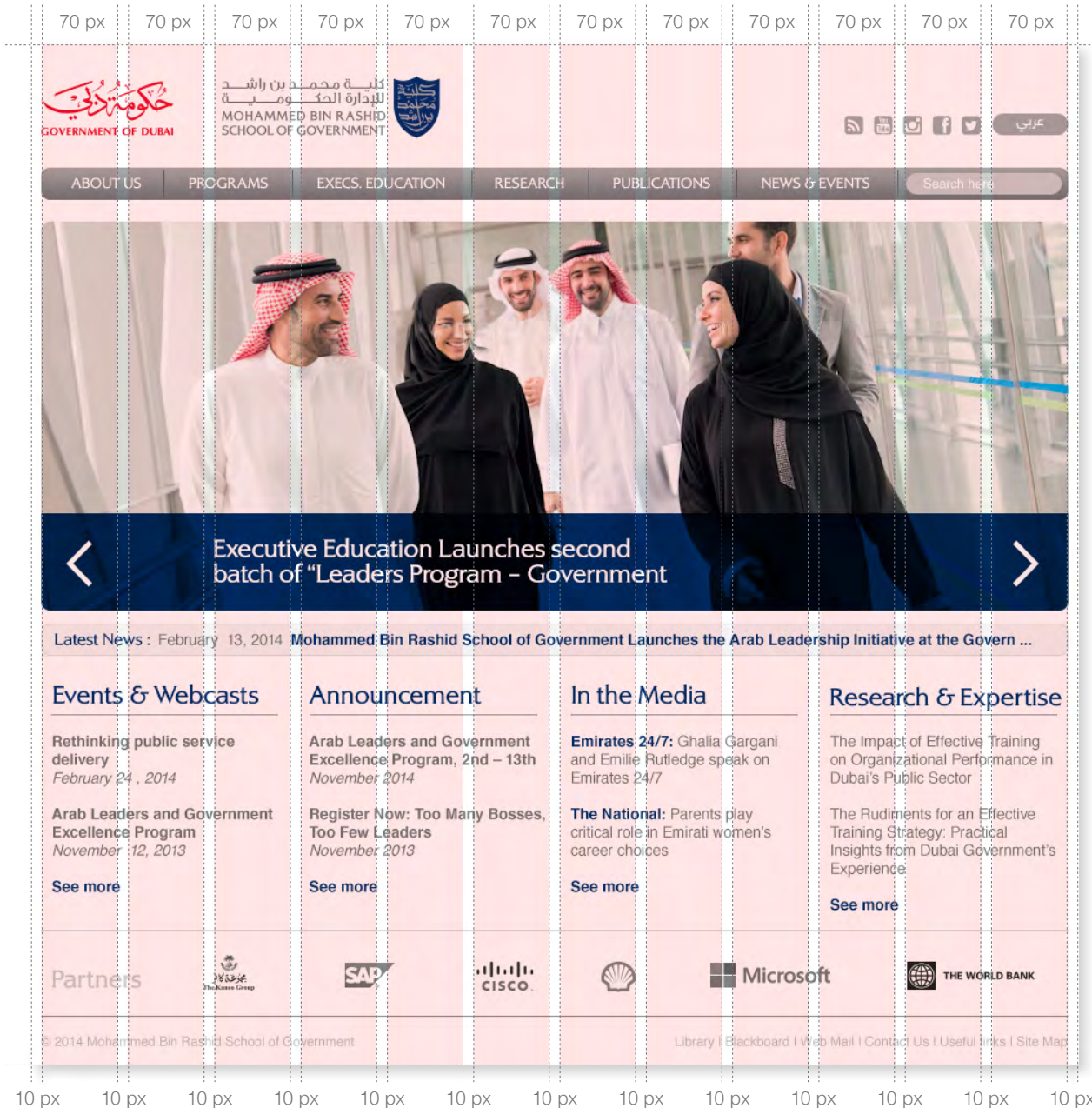
The width of the web page header should always fill 100% of the page container width regardless of screen size and the height should remain consistent. The main container should be 1480 pixels in width.

The header navigation can contain hyper-links, drop down menus or elements such as search boxes and log in buttons. The width of the header navigation should never exceed 950 pixels and the approximate height is 130 pixels.

The primary navigation can be designed as simple links or as tabs or drop down lists.

Note: The precise behaviour, dimensions and styling of the header navigation should be defined by a CSS development kit.

## 3.4 Digital Media



### 3.4.13 Website Styling – Grid System

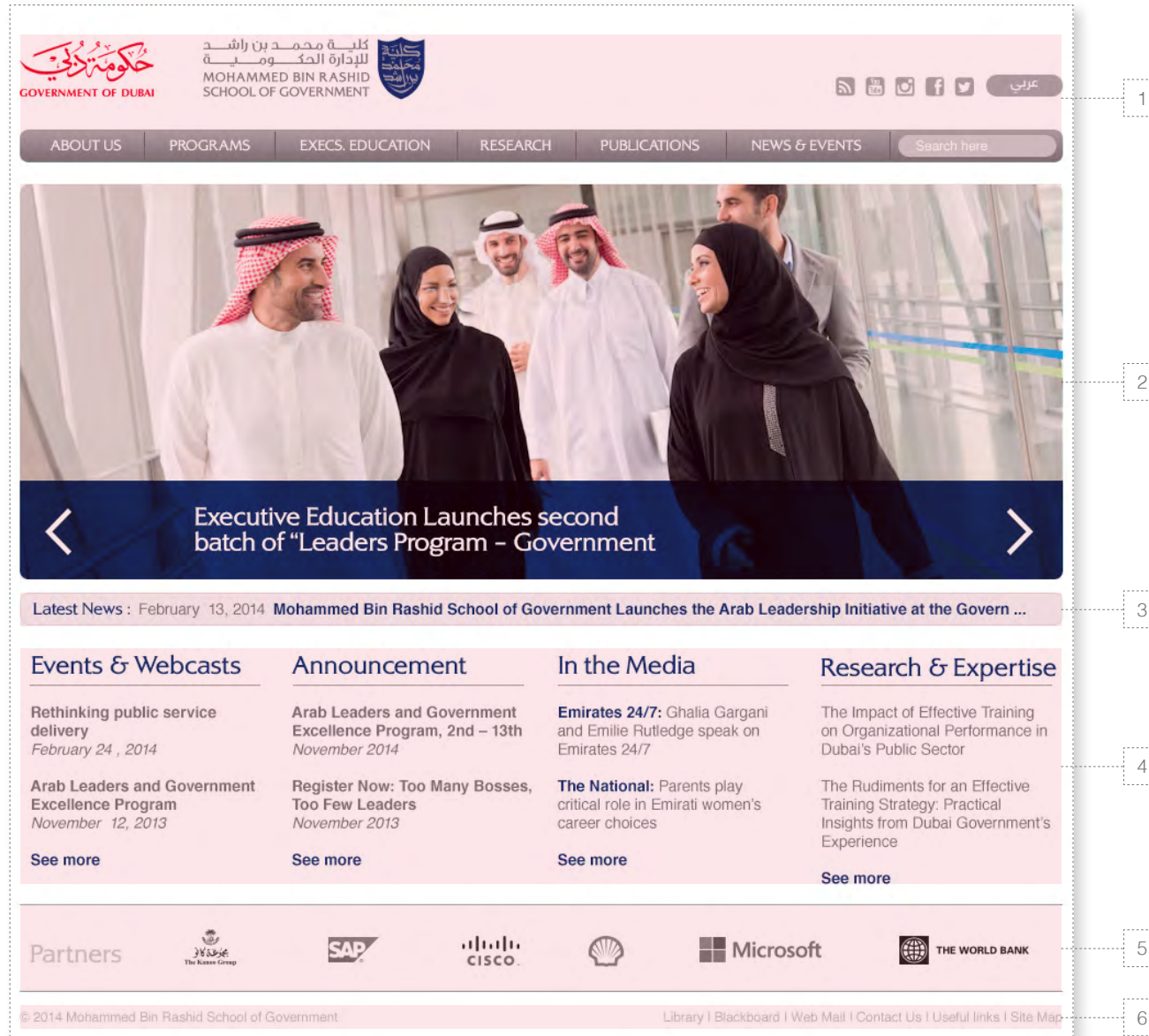
Our website adheres to a 970 pixel maximum width, with page elements aligned and sized according to a 12 column grid. The grid consists of 70 pixel 'columns' and 10 pixel 'gutters'.

The typical and recommended arrangements of page elements are shown here on the right.

A vertical spacing grid of 15 pixels between page elements is used to establish vertical 'rhythm' and enhanced legibility.

## 3.4 Digital Media

### 3.4.14 Website Styling – Home Page

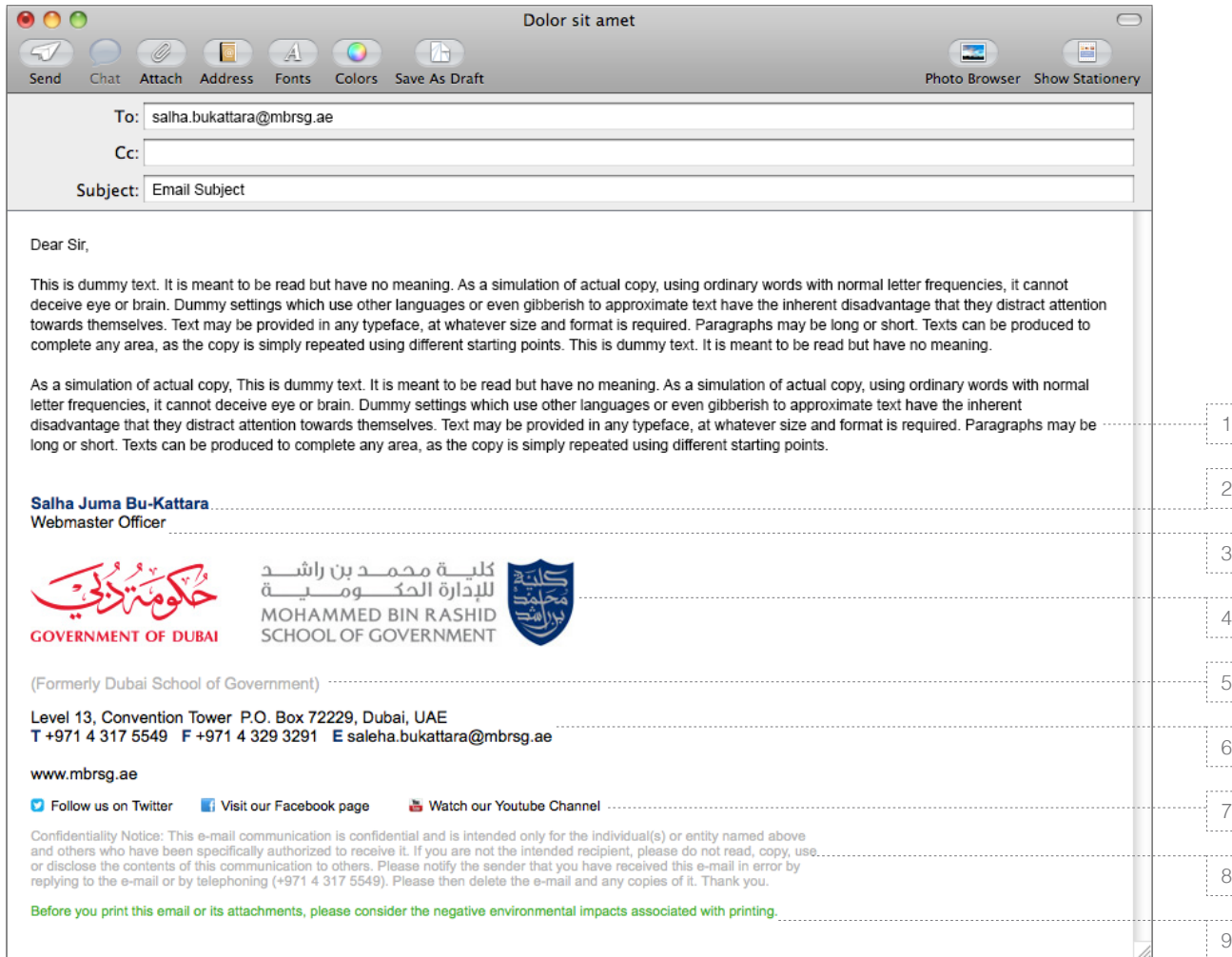


Our website home page design should be structured in a simple and clear way.

It shouldn't be cluttered with animated images or unnecessary elements.

The example here shows the main elements that are needed to be included on our home page:

- 1. The header:** it should include the MBRSG brand marquee, the Dubai Government marquee, social media links and the button for the Arabic website.
- 2. Image slider:** displays the latest topics and headlines with the related photos and images.
- 3. Latest news banner:** presents the latest news updates.
- 4. Content area:** presents the most essential and latest information in the categories of Events and webcast, announcement, in the media, and research and expertise.
- 5. Partner's logo banner.**
- 6. The footer:** including the legal notes and essential internal links.



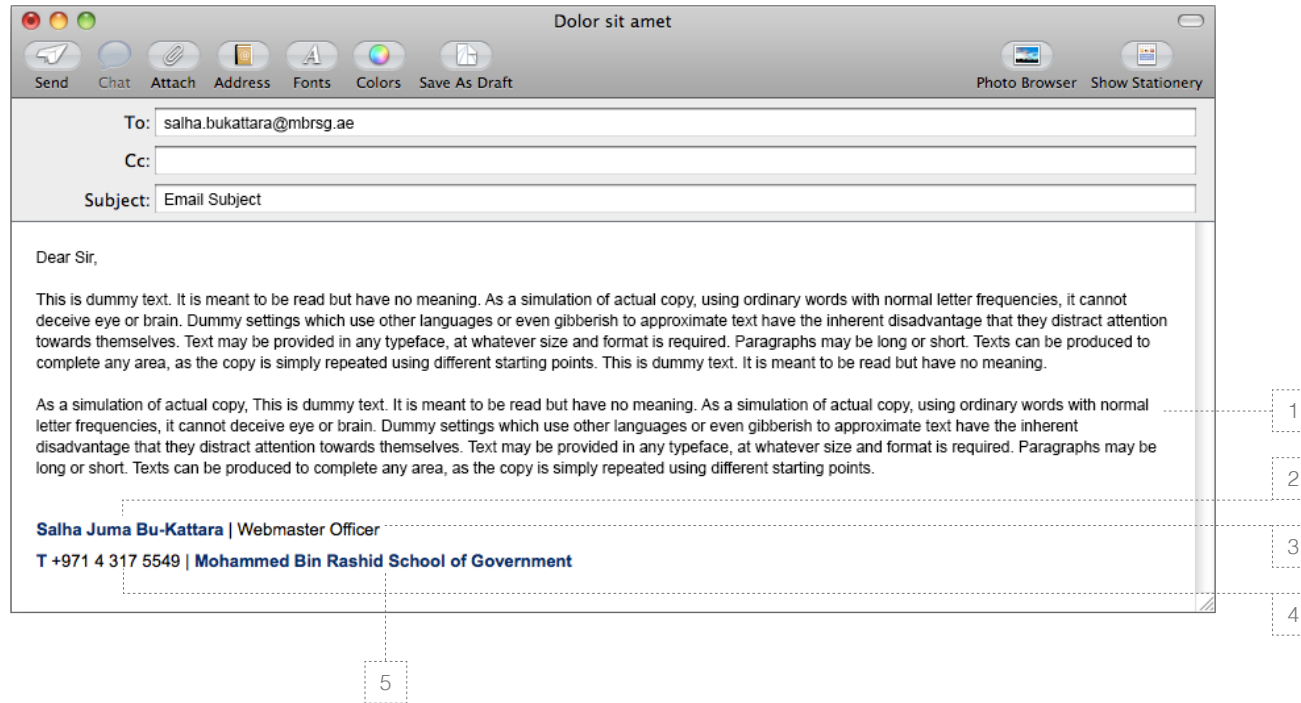
#### Specifications:

1. **Message body copy:** Font: Arial, regular, 12pt. Colour: #000000.
2. **Name:** Font: Arial, bold, 10pt. Colour: #002F6C.
3. **Title:** Font: Arial, regular, 10pt. Colour: #000000.
4. **MBRSG Brand marque and Dubai Government logo:** Brand Marque Height (X): 70 px.
5. **Former name:** Font: Arial, regular, 10pt. Colour: #B3B3B3.
6. **Address (labels):** Font: Arial, bold, 10pt. Colour: #002F6C.  
**Address (main):** Font: Arial, regular, 10pt. Colour: #000000.
7. **Social media:** Font: Arial, bold, 8pt. Colour: #000000.  
**Icon size:** W11 X H11 px.
8. **Disclaimer:** Font: Arial, regular, 8pt. Colour: #B3B3B3.
8. **Environment note:** Font: Arial, regular, 8pt. Colour: #43B02A.

The MBRSG staff email signature is available as digital artwork. To implement the design, open the provided HTML template and copy the entire email signature, then past it into your email software.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



#### Specifications:

1. **Message body copy:** Font: Arial, regular, 12pt. Colour: #000000.
2. **Name:** Font: Arial, bold, 10pt. Colour: #002F6C.
3. **Title:** Font: Arial, regular, 10pt. Colour: #000000.
4. **Telephone number (label):** Font: Arial, bold, 10pt. Colour: #002F6C.  
**Telephone (number):** Font: Arial, regular, 10pt. Colour: #000000.
5. **MBRSG name:** Font: Arial, regular, 10pt. Colour: #002F6C.

The MBRSG staff email signature is available as digital artwork. To implement the design, open the provided HTML template and copy the entire email signature, then past it into your email software.

The MBRSG brand identity must only ever be produced from master artworks.

Digital artwork for all elements can be found on the MBRSG artwork CD ROM supplied with these guidelines.



# 3.5

## Signage & Wayfinding

When producing the MBRSG signage and wayfinding, maintain enough clear space and visibility around the brand marque, avoid decorative executions that compromise the guidelines.

### 3.5 Signage & Wayfinding



### 3.5.2 External Building Signage

When producing the MBRSG external building signage, maintain enough clear space around the brand marquee.

Signage can be produced in various materials and techniques. The example demonstrated here utilises a cut-out, back lit on the MBRSG brand marquee.



## 3.5 Signage & Wayfinding



### 3.5.3 Reception Sign

When producing the MBRSG reception signage, maintain enough clear space and visibility around the brand marque.

Signage can be produced in various materials and techniques. The example demonstrated here utilises a cut-out, back lit on the MBRSG brand marque.

The brand marque demonstrated is made out of aluminium with steel brush finish.



# 3.6

## Corporate Gifts

Everything we give away needs to surprise and reflect the true personality of our brand. And with a clear idea of our basic elements and look and feel, we can transform a wide range of gifts into uniquely signed MBRSG gifts.

## 3.6 Corporate Gifts

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marque Full colour version

Use this version to brand corporate gifts, when colour printing is possible.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marque Black colour version

Use this version to brand corporate gifts, when print in one colour is only possible, or to stitching, foiling or embossing finish.

## 3.6.2 Brand Marque Usage

The main concern when producing the MBRSG corporate gifts is to maintain the consistency, clarity and visibility of our brand identity.

Our brand must not be altered in any way through the process. Sufficient clear space must be maintained around our brand marque. Our brand colour should not be compromised.

Please refer to the relevant sections in this guideline that discuss the visual elements and the brand marque usage.

On this page are some general instructions on when and how to use the MBRSG brand marque on corporate gifts.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marque Reversed colour version

Use this version to brand corporate gifts with dark materials, and when colour printing is possible.

كلية محمد بن راشد  
للإدارة الحكومية  
MOHAMMED BIN RASHID  
SCHOOL OF GOVERNMENT



### MBRSG primary brand marque White colour version

Use this version to brand corporate gifts with dark materials, and when print in one colour is only possible, or for stitching, foiling or embossing finish.

## 3.6 Corporate Gifts



### 3.6.3 Corporate Premium Gifts - Pens

The MBRSG brand marque appears in this example using the primary brand marque in White, on silver or Black background.

The MBRSG brand marque can be printed, engraved or etched.

Always allow for enough clear space around the MBRSG brand marque to ensure clear legibility and strong impact.

The gifts proposed in this example can be purchased online from the following website:

[montblanccorporategift.com](http://montblanccorporategift.com)

## 3.6 Corporate Gifts



### 3.6.4 Corporate Premium Gifts - Personal Set

The MBRSG brand marque appears in this example using the secondary brand marque in White, on Black leather background.

The MBRSG brand marque can be printed in white, silver finish, gold finish, or de-bossed.

Always allow for enough clear space around the MBRSG brand marque to ensure clear legibility and strong impact.

The gifts proposed in this example can be purchased online from the following website:

[montblanccorporategift.com](http://montblanccorporategift.com)

## 3.6 Corporate Gifts



### 3.6.5 Corporate Premium Gifts - Travel Set

The MBRSG brand marque appears in this example using the secondary brand marque in White, on Black leather background.

The MBRSG brand marque can be printed in white, silver finish, gold finish, or de-bossed.

Always allow for enough clear space around the MBRSG brand marque to ensure clear legibility and strong impact.

The gifts proposed in this example can be purchased online from the following website:

[montblanccorporategift.com](http://montblanccorporategift.com)

## 3.6 Corporate Gifts



### 3.6.6 Corporate Premium Gifts - Office Set

The MBRSG brand marque appears in this example using the secondary brand marque in White, on Black leather background.

The MBRSG brand marque can be printed in white, silver finish, gold finish, or de-bossed.

Always allow for enough clear space around the MBRSG brand marque to ensure clear legibility and strong impact.

The gifts proposed in this example can be purchased online from the following website:

[montblanccorporategift.com](http://montblanccorporategift.com)

# Thank you

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## **Fonts:**

The typefaces that are used, Alexon, GE Hili, Helvetica and Helvetica Neue LT Arabic need to be purchased for use from their individual suppliers.

## **Colours:**

The colours shown throughout these guidelines are not intended to match the Pantone Colour Standards. Pantone® is a registered trademark of Pantone, Inc.

## **Photographs:**

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كلية محمد بن راشد  
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